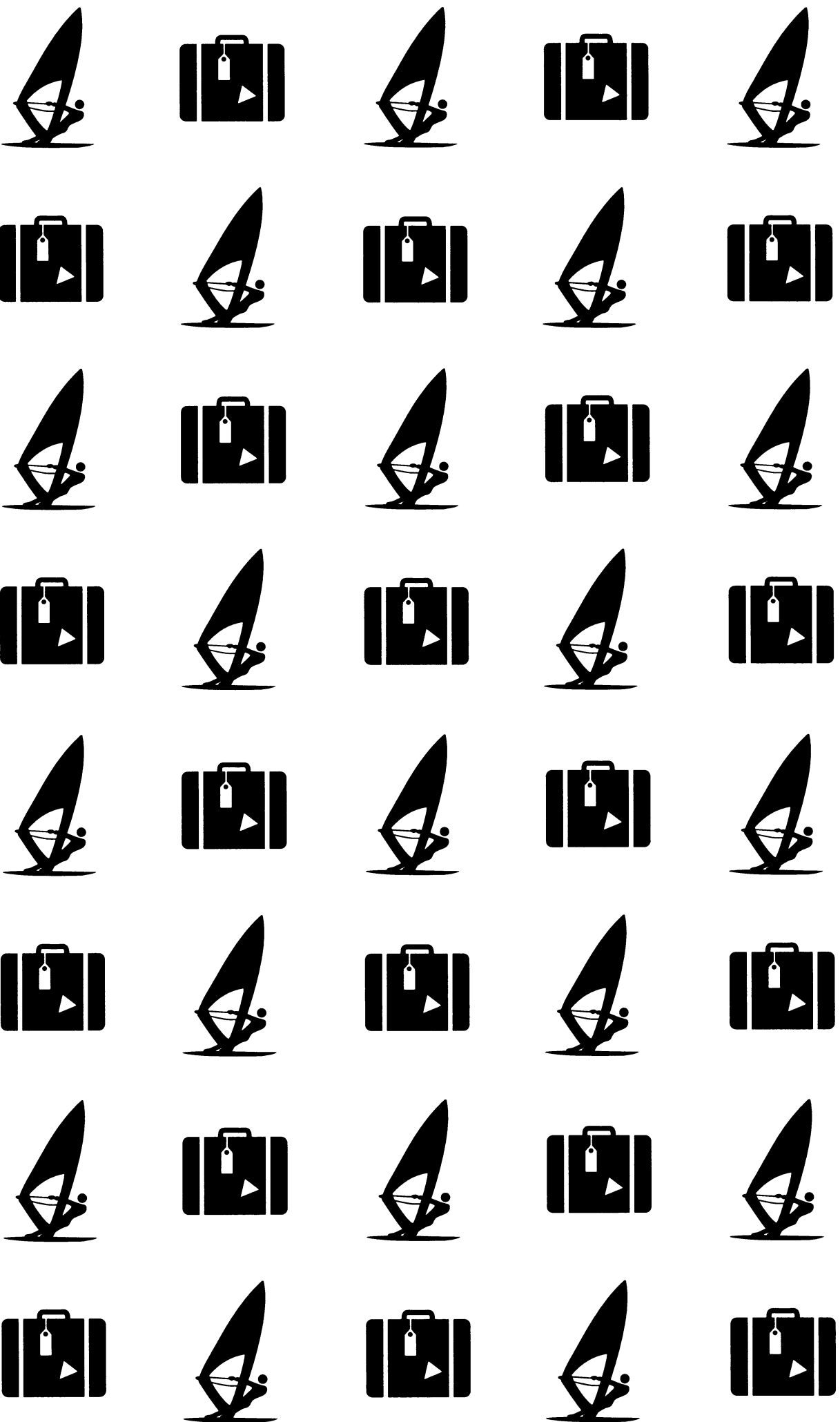


Visitor Industry & Recreation



Section 10

VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the island including attendance at recreational events, and visitors to Maui County attractions.

Information on tourism is supplied primarily by the Hawaii State Department of Business, Economic Development and Tourism, Research and Economic analysis Division. They have assumed the collection and analysis of visitor data since July 1998.

10.1.1

AVERAGE DAILY VISITOR CENSUS, BY COUNTIES

Average number of visitors present in each county on any given day

Year	State Total	Maui County	Hawaii County	Oahu	Kauai County
1977	83,030	12,468	7,195	57,342	6,025
1978	92,034	14,492	8,094	62,379	7,069
1979	98,676	15,598	7,996	67,688	7,394
1980	96,417	15,363	7,195	66,680	7,259
1981	95,968	15,727	6,561	66,455	7,225
1982	105,310	18,090	6,725	73,445	7,050
1983	108,040	24,670	8,690	66,695	7,990
1984	118,660	32,790	7,570	67,370	10,930
1985	116,700	31,910	8,040	65,280	11,470
1986	132,910	34,330	9,870	73,870	14,840
1987	134,270	33,890	10,210	74,660	15,510
1988 ¹	141,410	33,870	10,690	80,450	16,400
1989	169,670	44,020	17,760	88,750	19,140
1990 r	154,516	37,657	16,698	82,783	17,378
1991 r	147,323	37,060	17,535	75,008	17,720
1992 r	152,666	41,854	19,297	77,999	13,516
1993 r	147,498	42,132	18,974	78,108	8,283
1994 r	156,630	42,933	18,902	81,526	13,268
1995 r	157,098	42,751	18,547	81,362	14,439
1996 r	158,730	42,724	19,337	81,054	15,615
1997 r	157,188	43,383	21,656	76,150	15,999
1998 r	157,389	42,864	23,993	72,623	17,909
1999 r	164,439	43,992	22,736	79,497	18,214
2000 p	169,456	NA	NA	NA	NA

NOTES: Average daily census is based on intention to visit each island. Eastbound and northbound visitors counts are based on a 20 percent sample through 1983 and a 10 percent sample thereafter. Westbound visitor counts are based on the form distributed on all Hawaii-bound flights of all domestic airlines. Data beginning with 1990 are not strictly comparable to previous years.

¹ All eastbound visitor days were attributed to Oahu through 1988.

r: Revised. p: Preliminary. NA: Not available.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "December 2000 Arrivals at a Glance;" **1999 Annual Visitor Research Report**; "Historical Visitor Data," <http://www.state.hi.us/dbedt/monthly/historical-r.xls>; and records.

10.1.2

VISITOR ARRIVALS, MAUI COUNTY

*Data cover visitors to the state staying overnight or longer,
and include one-day (non-overnight) trips*

Westbound Visitors			
1975		931,863	
1976		1,110,726	
1977		1,257,142	
1978		1,403,054	
1979		1,419,773	
1980		1,378,189	
1981		1,389,892	
1982		1,550,080	
1983		1,645,720	
1984		1,854,690	
1985		1,831,110	
1986		2,001,870	
1987		1,908,780	
1988		1,884,050	
	International Visitors¹	Domestic Visitors	Total Visitors
1989 ²	400,860	2,113,100	2,513,960
1990 r	469,239	1,815,623	2,284,862
1991 r	483,224	1,692,382	2,175,606
1992 r	569,241	1,754,371	2,323,612
1993 r	569,204	1,693,910	2,263,114
1994 r	531,610	1,808,906	2,340,516
1995 r	564,092	1,762,705	2,326,797
1996 r	586,576	1,732,034	2,318,610
1997 r	542,018	1,788,366	2,330,384
1998 r	527,950	1,776,165	2,304,115
1999 r	480,471	1,866,531	2,347,002
2000 p	461,183	1,917,669	2,378,852

¹ Due to the need for timely and market-specific visitor statistics arising from the establishment of the Hawaii Tourism Authority, collection and reporting of visitor statistics has been extensively revised. The previous visitor categorization as eastbound (visitors who arrive mainly from Asia, Australia and New Zealand) and westbound (visitors who arrive from the US mainland and Canada) has been replaced by a domestic and international breakdown of visitors.

² The subcategories for 1989 were eastbound (visitors arriving mainly from Asia, Australia and New Zealand) and westbound (arriving from the US mainland and Canada). County distribution for eastbound/international visitors not available before 1989.

r: Revised. p: Preliminary.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "December 2000 Arrivals at a Glance;" *1999 Annual Visitor Research Report*; "Historical Visitor Data," <http://www.state.hi.us/dbedt/monthly/historical-r.xls>; and records.

10.1.3

LENGTH OF STAY AND AVERAGE DAILY CENSUS, MAUI COUNTY BY ISLAND

	1995 r	1996 r	1997 r	1998 r	1999 r	2000 p
Length of Stay (days)¹						
All Visitors						
Maui	6.39	6.35	6.45	6.58	6.71	6.81
Molokai	6.10	7.16	6.99	5.61	4.98	5.15
Lanai	6.56	7.34	6.48	4.75	4.34	4.70
Domestic						
Maui	7.03	7.06	7.05	7.12	7.20	7.33
Molokai	6.00	6.51	6.54	5.37	5.07	5.50
Lanai	6.22	6.41	6.08	4.48	4.12	4.88
International						
Maui	4.40	4.27	4.48	4.76	4.84	4.73
Molokai	6.71	11.14	8.99	6.83	4.42	2.85
Lanai	9.05	14.45	8.39	6.19	5.56	3.17
Average Daily Census (people)						
All Visitors						
Maui	39,701	39,309	39,971	40,440	41,918	NA
Molokai	1,389	1,519	1,530	1,157	950	NA
Lanai	1,661	1,896	1,883	1,267	1,124	NA
Domestic						
Maui	32,995	32,513	33,509	33,671	35,750	NA
Molokai	1,168	1,190	1,173	920	830	NA
Lanai	1,384	1,463	1,461	1,011	909	NA
International						
Maui	6,706	6,796	6,462	6,768	6,167	NA
Molokai	221	329	356	237	121	NA
Lanai	277	434	422	255	215	NA

¹ Length of stay is the average number of days that visitors who travel to a specific island have stayed on that island.

r: Revised p: Preliminary NA: Not available.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "December 2000 Arrivals at a Glance;" *1999 Annual Visitor Research Report*; "Historical Visitor Data," <http://www.state.hi.us/dbedt/monthly/historical-r.xls>; and records.

10.1.4

**DOMESTIC VISITOR ARRIVALS FROM TOP US MSAS,
MAUI COUNTY**

1999	Maui	Molokai	Lanai	Total Maui County	Total State
Albuquerque	4,606	191	234	4,775	11,325
Anchorage	7,863	476	153	8,266	23,871
Atlanta	20,832	681	1,134	21,367	41,837
Austin	6,880	247	447	7,123	14,543
Bakersfield	3,790	78	132	3,849	9,306
Bellingham	2,345	117	124	2,463	6,006
Boise	4,464	141	148	4,574	10,281
Boston	22,133	714	1,150	22,739	42,660
Charlotte	4,616	126	273	4,746	8,916
Chicago	61,383	1,723	3,018	63,056	111,931
Cincinnati	10,807	339	579	10,979	18,529
Cleveland	11,359	322	519	11,604	21,107
Colorado Springs	3,507	109	150	3,618	9,763
Columbus	6,480	228	289	6,614	12,180
Dallas	33,384	849	1,825	34,273	71,359
Denver	31,245	1,051	1,333	32,193	69,160
Detroit	27,743	925	1,432	28,301	48,943
Eugene	5,091	207	189	5,273	13,435
Fresno	6,179	182	187	6,350	15,104
Grand Rapids	4,897	188	220	5,027	8,782
Hartford	4,143	172	205	4,259	7,796
Houston	17,153	632	1,077	17,801	38,920
Indianapolis	7,713	267	350	7,896	14,100
Kansas City	9,627	349	640	9,883	20,429
Los Angeles	228,803	5,176	8,835	235,159	557,758
Las Vegas	11,403	406	529	11,803	31,856
Miami	7,535	338	467	7,726	15,665
Milwaukee	8,343	292	435	8,549	15,690
Minneapolis	26,868	738	1,005	27,587	57,961
Modesto	4,112	80	105	4,202	9,927

10.1.4

CONTINUED

1999	Maui	Molokai	Lanai	Total Maui County	Total State
Nashville	5,013	157	280	5,138	9,938
New York	79,939	2,157	4,914	82,276	147,785
Norfolk	3,948	244	281	4,095	11,803
Oklahoma City	3,261	152	191	3,379	7,881
Omaha	3,606	122	199	3,727	7,744
Orlando	5,391	213	376	5,499	10,554
Philadelphia	21,375	786	1,422	21,950	40,103
Phoenix	28,724	855	1,318	29,598	68,183
Pittsburgh	7,765	266	483	7,918	14,442
Portland	44,055	1,440	1,386	45,637	113,377
Provo	2,912	104	78	2,989	10,105
Raleigh	5,006	143	218	5,098	9,768
Reno	4,638	96	160	4,740	11,652
Sacramento	28,703	797	835	29,478	72,733
Saint Louis	13,096	528	828	13,555	26,735
Salinas	4,586	118	171	4,747	12,205
Salt Lake City	15,269	325	432	15,598	40,591
San Antonio	4,779	115	240	4,910	12,135
San Diego	41,239	1,299	1,648	42,624	110,144
San Francisco	184,677	4,971	6,332	190,691	480,573
San Luis/Obispo	3,708	125	115	3,817	9,405
Santa Barbara	6,627	246	242	6,855	16,432
Seattle	88,858	2,482	2,514	91,613	223,486
Spokane	5,620	183	150	5,798	13,877
Stockton	5,078	176	191	5,228	13,969
Tampa	6,963	398	494	7,160	14,497
Tucson	5,789	260	264	6,019	14,505
Tulsa	3,397	116	161	3,517	7,757
Washington D.C.	2,403	100	163	2,501	5,929

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, **1999 Annual Visitor Research Report**. Available at <http://www.state.hi.us/dbedt/99vrr/index.html>.

10.1.5

VISITORS TO MAUI COUNTY BY MONTH

2000 Preliminary	Maui	Molokai	Lanai	Total Maui County
Total Visitors				
January	153,273	4,549	5,181	163,003
February	185,626	5,680	7,684	198,990
March	201,750	5,788	7,945	215,483
April	192,959	4,921	7,190	205,070
May	180,644	4,319	6,913	191,876
June	205,063	5,253	6,415	216,731
July	209,245	5,342	7,720	222,307
August	202,658	4,755	6,382	213,795
September	170,681	4,839	7,042	182,562
October	184,247	5,862	8,669	198,778
November	164,632	4,581	5,775	174,988
December	178,382	8,192	8,695	195,269
Total	2,229,160	64,081	85,611	2,378,852
Domestic Visitors				
January	118,044	4,392	5,156	127,592
February	144,545	4,682	7,090	156,317
March	166,238	4,984	6,835	178,057
April	159,164	4,413	6,838	170,415
May	147,320	4,030	6,237	157,587
June	171,703	4,920	6,046	182,669
July	175,862	5,048	6,600	187,510
August	163,112	4,306	5,862	173,280
September	131,205	4,298	6,262	141,765
October	146,589	5,138	7,977	159,704
November	131,589	4,054	5,132	140,775
December	130,189	5,371	6,438	141,998
Total	1,785,560	55,636	76,473	1,917,669
International Visitors				
January	153,273	4,549	5,181	163,003
February	185,626	5,680	7,684	198,990
March	201,750	5,788	7,945	215,483
April	192,959	4,921	7,190	205,070
May	180,644	4,319	6,913	191,876
June	205,063	5,253	6,415	216,731
July	209,245	5,342	7,720	222,307
August	202,658	4,755	6,382	213,795
September	170,681	4,839	7,042	182,562
October	184,247	5,862	8,669	198,778
November	164,632	4,581	5,775	174,988
December	178,382	8,192	8,695	195,269
Total	2,229,160	64,081	85,611	2,378,852

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "Monthly Highlights," January-December 2000, <http://www.state.hi.us.gov/dbedt/monthly/index2k.html>.

10.1.6

NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

1999 MMA ¹	MAUI			MOLOKAI			LANAI		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
Total	1,813,488	465,446	2,278,933	59,685	9,972	69,657	80,434	14,112	94,546
U.S.	1,621,401	53,371	1,674,772	51,970	0	51,970	72,327	0	72,327
Canada	16,882	104,865	121,747	575	3,408	3,983	798	4,729	5,527
Asia									
China	3,978	1,000	4,978	446	229	675	254	59	313
Hong Kong	1,025	1,477	2,502	126	12	138	85	112	197
Japan	8,641	242,300	250,941	417	3,338	3,755	412	3,650	4,062
Korea	1,829	9,091	10,921	53	285	338	48	128	176
Singapore	311	1,274	1,585	21	51	71	21	51	71
Taiwan	1,482	11,099	12,581	42	1,191	1,233	26	217	244
Total Asia	17,266	266,241	283,508	1,105	5,106	6,210	846	4,217	5,063
Oceania									
Australia	4,718	11,069	15,787	218	330	548	262	930	1,192
New Zealand	2,038	3,893	5,931	66	435	501	71	355	426
Total Oceania	6,756	14,962	21,718	284	765	1,049	333	1,285	1,618
Europe									
United Kingdom	25,410	3,557	28,967	980	83	1,063	1,226	163	1,389
Germany	4,181	600	4,782	227	31	258	204	29	233
France	28,339	2,741	31,081	1,218	124	1,342	1,009	101	1,110
Italy	2,885	659	3,544	79	17	96	41	10	51
Switzerland	6,413	630	7,044	263	25	288	212	23	235
Total Europe	67,230	8,188	75,418	2,768	279	3,048	2,692	325	3,017
Latin America									
Argentina	1,904	NA	1,904	45	NA	45	45	NA	45
Brazil	3,209	NA	3,209	88	NA	88	49	NA	49
Mexico	2,557	NA	2,557	58	NA	58	81	NA	81
Total Latin America	7,670	NA	7,670	191	NA	191	175	NA	175
Other Foreign²	76,281	17,819	94,100	2,791	415	3,206	3,263	3,556	6,819
Total Foreign	192,086	412,075	604,162	7,715	9,972	17,687	8,107	14,112	22,219

¹ Major Market Areas (MMAs) have allowed the Hawaii Tourism Authority to focus on specific areas for marketing and to see changes in these markets.

² "Other foreign" is comprised of all countries not listed above in an MMA as well as visitors from US territories .

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *1999 Annual Visitor Research Report*.

10.2.1

**PKF-HAWAII
OCCUPANCY AND ROOM RATES,
FOOD AND BEVERAGE SALES,
ISLANDS OF MAUI AND MOLOKAI**

Includes condominium units in rental pools for transient occupancy

Year	Percent Occupied	Average Daily Room Rate	Average Revenue per Available Room	AVERAGE DAILY SALES PER GUEST		
				Food	Beverage	Food Sales Per Cover
Maui						
1990	70.10	130.49	62.11	26.30	9.59	13.89
1991	63.35	125.05	58.58	26.36	9.47	14.15
1992	63.49	124.77	79.22	24.30	8.21	14.14
1993	67.56	122.88	83.02	23.04	7.16	14.17
1994	72.69	125.70	91.37	22.72	6.61	14.61
1995	73.53	144.36	106.15	25.72	7.23	15.99
1996	73.37	155.54	114.11	26.32	7.56	17.09
1997	71.58	156.37	111.93	26.92	7.94	17.11
1998	72.81	161.40	117.52	27.12	8.23	17.75
1999	77.25	167.08	129.06	28.62	9.05	19.16
2000	80.11	189.78	152.04	30.52	10.09	20.10
Molokai						
1990	47.83	66.28	32.20	27.57	9.90	10.23
1991	37.47	71.35	33.35	36.79	12.05	10.02
1992	44.24	77.30	34.19	34.10	9.78	9.73
1993	42.66	74.69	31.87	32.27	10.45	10.66
1994	41.19	72.18	29.73	34.52	12.16	8.57
1995	37.47	71.85	26.92	42.40	15.26	10.00
1996	39.00	74.44	29.03	56.65	17.14	10.64
1997	40.42	74.02	29.92	47.17	17.31	10.04
1998	44.18	78.43	34.65	36.62	11.33	10.76
1999	41.08	74.54	30.62	NA	NA	NA
2000	42.72	79.77	34.07	NA	NA	NA

NOTE: PKF-Hawaii LLP publishes comparable statistics only for the last two years. Participating hotel and resort condominiums differ from year to year, so earlier survey statistics are not strictly comparable due to changes in the participants' number, type, location and size.

NA: Not available.

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2000, and records.

10.2.2

PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

2000	Total Maui	Kaanapali	West Maui	Other	Molokai
Room Sales for the Total Market					
Percent Occupied	80.11	82.90	81.46	76.60	42.72
Average Daily Room Rate	189.78	177.50	169.50	215.74	79.77
Revenue / Available Room	152.04	147.15	138.07	165.26	34.07
Room Sales for the Hotel Market					
Percent Occupied	81.90	84.02	83.42	78.64	34.36
Average Daily Room Rate	204.04	173.69	185.85	252.20	78.12
Revenue / Available Room	167.11	145.93	155.03	198.33	28.85
Room Sales for the Resort Condo Market					
Percent Occupied	75.77	74.93	79.67	72.10	52.54
Average Daily Room Rate	152.18	207.98	153.89	128.10	81.04
Revenue / Available Room	115.30	155.84	122.60	92.37	42.58
Food Sales for the Total Market					
Average Daily Food per Guest	30.52	22.46	38.39	39.25	N/A
Average Daily Beverage per Guest	10.09	7.51	13.88	12.46	N/A
Average Food Sales Per Cover	20.10	17.60	26.40	20.87	N/A

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2000.

10.2.3

PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

2000	MAUI					MOLOKAI
	Luxury	First Class	Deluxe	Standard	Budget	Standard
Room Quality						
Percent Occupied	82.61	81.74	77.22	76.47	NA	42.77
Average Daily Room Rate	261.86	172.96	121.83	82.69	NA	69.54
Revenue / Available Room	216.32	141.38	94.07	63.23	NA	29.74
Number of Rooms on Property						
	Under 100	100 - 200	201 - 350	351 - 500	Over 500	Under 100
Percent Occupied	59.51	79.12	80.31	86.20	82.21	42.72
Average Daily Room Rate	165.20	120.04	163.73	257.27	201.07	79.77
Revenue / Available Room	98.32	94.97	131.49	221.77	165.30	34.07

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii, Quality and Size Report*, December 2000.

10.2.4

PRICEWATERHOUSECOOPERS HOSPITALITY REPORT, MAUI ISLAND

2000	Occupancy	Average Daily Rate	Revenue per Available Room
Total Maui	80.7%	172.97	139.59
By Area			
Lahaina/Kaanapali/Kapalua	83.4%	162.23	135.30
Other Maui	77.4%	187.75	145.32
By Price			
Luxury	81.3%	287.12	233.43
Upscale	83.2%	184.32	153.35
Midprice	76.9%	126.93	97.61
Economy	78.7%	93.40	73.51
Budget	80.4%	70.70	56.84

SOURCE: Smith Travel Research in PricewaterhouseCoopers LLP, *Hawaii Hotel Flash Report*, December 2000.
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10.2.5

VISITOR PLANT INVENTORY BY ISLAND AND PRICE, MAUI COUNTY

Class (Price per Night)	1999			2000		
	Units	% of Total	Properties	Units	% of Total	Properties
Maui						
Budget: \$100 or less	3,315	19.0%		2,787	16.2%	
Standard: \$101 to \$250	6,578	37.6%		6,099	35.5%	
Deluxe: \$251 to \$500	6,556	37.5%		7,050	41.0%	
Luxury: Over \$500	1,023	5.9%		1,247	7.3%	
All levels	17,473	100.0%	208	17,183	100.0%	206
Molokai						
Budget: \$100 or less	122	27.9%		56	13.2%	
Standard: \$101 to \$250	212	48.4%		245	57.3%	
Deluxe: \$251 to \$500	104	23.7%		126	29.5%	
All levels	438	100.0%	10	427	100.0%	9
Lanai						
Budget: \$100 or less	12	3.3%		12	3.2%	
Standard: \$101 to \$250	5	1.4%		5	1.4%	
Deluxe: \$251 to \$500	174	47.2%		174	47.2%	
Luxury: Over \$500	178	48.2%		177	48.2%	
All levels	369	100.0%	6	368	100.0%	6

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *1999 Visitor Plant Inventory* and *2000 Visitor Plant Inventory*. Available at <http://www.hawaii.gov/dbedt/vpi/index.html>.

10.2.6

VISITOR PLANT INVENTORY BY ISLAND AND TYPE, MAUI COUNTY

	1996		1997		1998		1999		2000	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
Maui										
Apartment/Hotel	4	50	4	50	5	58	5	58	6	74
Bed & Breakfast	21	96	26	115	31	136	27	125	30	134
Hostel	1	24	2	44	2	44	2	44	3	50
Hotel	26	8,172	24	8,786	27	8,565	27	8,583	28	8,577
Condominium										
Hotel	39	4,346	108	8,095	106	8,007	105	7,991	104	7,767
Condo	93	4,086	-	-	-	-	-	-	-	-
Individual										
Vacation Unit	-	-	46	328	48	331	47	327	56	327
Bungalow	2	65	-	-	-	-	-	-	-	-
Cottage	23	85	-	-	-	-	-	-	-	-
Lodge	1	5	-	-	-	-	-	-	-	-
Other	13	44	21	164	21	570	18	554	14	544
Total	223	16,973	231	17,582	240	17,711	231	17,682	241	17,473
Molokai										
Bed & Breakfast	-	-	1	1	1	1	1	1	1	1
Hotel	3	245	3	226	3	226	3	222	2	183
Condominium										
Hotel	1	81	5	310	5	279	5	231	4	117
Condo	4	149	-	-	-	-	-	-	-	-
Individual										
Vacation Unit	-	-	-	-	-	-	-	-	1	2
Cottage	1	1	-	-	-	-	-	-	-	-
Other	2	5	2	64	2	64	2	104	2	126
Total	11	481	11	601	11	570	11	558	10	429
Lanai										
Bed & Breakfast	2	4	1	3	1	3	1	3	-	-
Hotel	3	363	3	363	3	363	3	363	3	362
Individual										
Vacation Unit	-	-	1	1	2	3	2	3	3	6
Cottage	2	3	-	-	-	-	-	-	-	-
Other	-	-	1	2	-	-	-	-	-	-
Total	7	370	6	369	6	369	6	369	6	368

NOTES: Categories vary in the way they are reported from year to year.

INDIVIDUAL VACATION UNIT: Individual condominium unit (not in a hotel rental operation), house, cabin, villa or cottage with very limited service, often with only basic cleaning supplies provided.

- Not available, not reported or none.

SOURCES: 1999-2000: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *1999 Visitor Plant Inventory* and *2000 Visitor Plant Inventory*. 1996-1998: Hawaii Visitors and Convention Bureau, Market Research Department, *1998 Visitor Plant Inventory* and records.

10.2.7

**SUMMARY OF VISITOR PLANT INVENTORY BY
AREA AND TYPE, MAUI COUNTY**

2000 Island/Area/Type	Available Units	Properties
Maui Island	241	17,473
Hana	23	163
Bed & Breakfast	2	4
Condominium Hotel	1	17
Hotel	2	96
Individual Vacation Unit	15	30
Other	3	16
Kahului-Wailuku	11	493
Bed & Breakfast	1	7
Hostel	3	50
Hotel	3	402
Individual Vacation Unit	1	6
Other	3	28
Kula-Makawao	25	93
Bed & Breakfast	9	36
Condominium Hotel	1	12
Hotel	1	6
Individual Vacation Unit	13	34
Other	1	5
Lahaina-Kaanapali-Napili-Kapalua	86	9,759
Apartment/ Hotel	3	50
Bed & Breakfast	9	58
Condominium Hotel	49	4,351
Hotel	11	4,741
Individual Vacation Unit	9	69
Other	5	490
Maalaea	7	257
Condominium Hotel	7	257
Wailea-Kihei	89	6,708
Apartment/ Hotel	3	24
Bed & Breakfast	9	29
Condominium Hotel	46	3,130
Hotel	11	3,332
Individual Vacation Unit	18	188
Other	2	5
Molokai	10	429
Bed & Breakfast	1	1
Condominium Hotel	4	117
Hotel	2	183
Individual Vacation Unit	1	2
Other	2	126
Lanai	6	368
Hotel	3	362
Individual Vacation Unit	3	6

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2000 Visitor Plant Inventory*.

10.2.8

**VISITOR PLANT INVENTORY,
MAUI COUNTY**

Year	Available Units
1965	1,231
1966	1,497
1967	1,714
1968	2,043
1969	2,415
1970	2,743
1971	3,695
1972	4,095
1973	4,075
1974	5,208
1975	5,830
1976	7,232
1977	8,037
1978	8,736
1979	9,472
1980	9,701
1981	11,359
1982	12,162
1983	12,749
1984	13,138
1985	14,152
1986	14,096
1987	13,849
1988	15,168
1989	15,708
1990	17,869
1991	18,702
1992	19,290
1993	19,127
1994	18,804
1995	NA
1996	17,824
1997	18,552
1998	18,650
1999	18,609
2000	18,270

NOTES: Includes hotels and condominiums available for transient rental. HVCB did not conduct an update survey in 1995.

NA: not available.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2000 Visitor Plant Inventory*.

10.2.9

**LARGEST HOTELS BY NUMBER OF SLEEPING ROOMS,
MAUI COUNTY**

2000	Number of Sleeping Rooms & Suites	Maximum Exhibit Area (sq. ft.)	Maximum Meeting/Banquet Seating Capacity	Number of Employees (or FTE)	Average Occupancy Rate
Hyatt Regency Maui Resort and Spa Lahaina, Maui	802	16,000	2,000	1,000	89.0%
Grand Wailea Resort Hotel & Spa Wailea, Maui	780	28,000	1,400	1,066	87.2%
The Westin Maui Lahaina, Maui	758	8,765	900	580	84.0%
Maui Marriott Resort & Ocean Club Lahaina, Maui	608	14,040	1,700	DND	DND
The Ritz-Carlton Kapalua Kapalua, Maui	548	19,200	1,200	800	82.0%
Outrigger Wailea Resort Wailea, Maui	524	13,800	1,100	325	64.0%
The Royal Lahaina Resort Lahaina, Maui	511	4,100	500	320	85.0%
Sheraton Maui Resort Lahaina, Maui	510	6,560	500	410	88.0%
Aston Kaanapali Shores Lahaina, Maui	463	NA	NA	DND	89.6%
Kea Lani Hotel Suites, Villas & Spa Wailea, Maui	450	8,800	1,500	650	DND
Kaanapali Beach Hotel Lahaina, Maui	430	4,030	350	248	90.1%
Embassy Vacation Resort Kaanapali Beach Lahaina, Maui	413	DND	DND	320	93.0%
Four Seasons Resort Maui at Wailea Wailea, Maui	380	DND	500	600	85.0%
Aston Maui Islander Lahaina, Maui	371	NA	NA	DND	84.8%
Renaissance Wailea Beach Resort Wailea, Maui	349	22,500	400	DND	DND
The Westin Maui Prince Hotel, Makena Wailea, Maui	329	DND	350	DND	DND
Maui Coast Hotel Kihei, Maui	265	DND	DND	70	DND
Manele Bay Hotel Lanai City, Lanai	250	DND	220	NA	NA
Maui Seaside Hotel Kahului, Maui	225	DND	DND	DND	DND
Kapalua Bay Hotel Lahaina, Maui	210	6,800	200	263	80.8%
Marc Royal Kahana Resort Lahaina, Maui	197	DND	DND	43	87.0%
Maui Lu Kihei, Maui	120	NA	NA	DND	92.8%
Lodge at Koele Lanai City, Lanai	102	NA	220	NA	NA
Hotel Hana-Maui Hana, Maui	66	3,136	80	DND	40.0%

DND: Did not disclose. NA: Not applicable / not available. FTE: Full time equivalent.

SOURCE: "Largest Maui County Hotels," *Pacific Business News*, January 12, 2001, p. 39.

10.3.1

**EXPENDITURES PER PERSON PER DAY
BY UNITED STATES AND JAPANESE VISITORS,
STATE OF HAWAII**

In dollars; excludes transpacific travel costs

Expenditure Type	US WEST		US EAST		JAPAN ¹	
	1998	1999	1998	1999	1998	1999
GRAND TOTAL	140.4	139.8	175.5	176.8	261.0	229.9
Total Food & Beverage	29.4	32.3	35.5	36.4	42.8	34.1
Food at restaurant	18.0	19.8	21.9	22.8	26.7	14.2
Dinner shows and cruises	4.9	6.0	7.6	7.4	9.4	9.1
Dinner shows	2.9	3.7	3.9	4.2	4.2	NA
Dinner or lunch cruise	2.0	2.4	3.7	3.2	5.1	NA
Nightclubs/bars	1.3	2.0	2.1	2.5	0.8	NA
Groceries	5.2	4.4	3.9	3.7	6.0	3.8
Total Entertainment²	12.4	10.7	15.7	13.9	18.1	4.4
Attractions	7.0	6.6	9.2	7.8	10.8	1.4
Sports	4.3	3.4	5.1	5.5	4.2	0.7
Other entertainment	1.1	0.7	1.5	0.7	3.1	2.3
Total Transportation²	21.1	15.4	21.9	18.2	25.0	9.8
Interisland travel	5.3	3.8	5.6	4.6	7.8	4.9
Ground transportation	6.2	7.7	6.4	9.2	14.2	1.9
Rental vehicles	8.2	2.2	8.0	2.5	2.8	2.1
Gasoline	1.0	1.0	1.1	1.0	0.2	0.4
Parking expense	0.5	0.7	0.8	0.9	0.1	NA
Sightseeing tours	1.4	0.0	2.3	0.0	3.4	0.8
Total Shopping	18.9	22.5	31.7	28.7	98.7	83.2
Total Fashion ³	12.4	15.5	23.8	20.3	83.0	49.1
Fashion and clothing	7.2	8.7	14.9	11.7	26.3	21.1
Jewelry and watches	3.3	4.8	6.1	6.2	15.2	9.1
Cosmetics and perfumes	0.2	0.2	0.3	0.3	7.6	4.5
Leather goods	0.4	0.2	0.9	0.5	27.9	14.4
Agriculture	1.9	1.8	1.8	2.0	5.9	2.7
Souvenirs	4.7	5.2	6.2	6.4	9.7	15.5
Communications	0.5	0.6	0.7	1.1	0.6	NA
Personal Services	1.1	1.6	1.3	2.0	1.7	NA
Lodging⁴	52.8	46.6	59.1	66.1	66.3	60.3
Tour packages not allocated/ Miscellaneous²	4.1	10.1	9.5	10.4	7.9	38.2

¹Categories labeled NA (not applicable) reflect changes in the Japanese visitor questionnaire for 1999.

²Prior to 1999, the value of inter-island tour packages purchased in Hawaii by international visitors was reallocated, mainly to entertainment and transportation. Due to methodological considerations the value of these packages has not been reallocated for 1999 and is contained in the "Miscellaneous" category. For this reason the three affected categories are not comparable between these two years.

³Some of the differences between years may be due to changes in the Japanese visitor questionnaire in 1999.

⁴This category only applies to visitors staying in hotels and condominiums.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *1999 Annual Visitor Research Report*.

10.3.2

ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES, STATE OF HAWAII

Year	Visitor-Related Expenditures (\$ million) ¹	Gross State Product (\$ million) ²	Household Income (\$ million) ²	State and County Tax Revenues (\$ million) ²	Jobs (1,000) ³
1988	8,813.8	5,914.0	3,578.4	618.6	147.4
1989	9,613.4	6,450.6	3,903.1	680.3	156.7
1990	10,109.2	6,783.3	4,104.3	714.0	163.1
1991	11,039.5	7,407.5	4,482.1	797.6	168.1
1992	10,020.1	6,262.6	3,952.0	752.7	181.6
1993	9,125.1	5,703.2	3,599.0	687.2	176.3
1994	11,035.7	6,897.3	4,352.6	826.4	176.4
1995	12,027.0	7,516.9	4,743.5	912.0	177.7
1996	11,126.6	6,954.1	4,388.4	870.0	179.6
1997	11,231.7	7,019.8	4,429.9	880.0	180.7
1998 ⁴	11,594.7	7,246.7	4,573.0	903.3	180.1

¹ Direct expenditures by visitors, airline and ship crews, and overseas airlines.

² Direct and indirect.

³ Direct and indirect; includes self-employment.

⁴ Preliminary estimate.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, *Hawaii's Economy*, July 1999, p. 6.

10.3.3

VISITOR EXPENDITURES BY ISLAND

In thousands of dollars

	1990 ¹	1991 ¹	1992	1993	1994
Maui	2,023,032	2,225,228	2,221,593	2,126,709	2,531,596
Molokai	58,985	89,838	78,917	68,227	68,334
Lanai	15,165	57,166	57,522	52,240	72,426
Oahu	5,441,149	5,353,171	5,525,217	4,870,071	6,107,237
Kauai	945,777	1,104,896	573,500	547,702	637,734
Hawaii	925,664	1,090,603	1,102,131	1,012,636	1,185,845
Total	9,409,772	9,920,902	9,558,880	8,677,585	10,603,172

¹ Unrevised estimates. The State totals were later revised (to \$9,738 million for 1990 and \$10,634 million for 1991) but estimates by islands were not corrected.

SOURCE: Hawaii Visitors Bureau, *1991 Island Supplement* (1992), p. 20; *1992 Island Supplement* (1993), p. 21; *Visitor Expenditures 1993* (1994), p. 59; *1994 Annual Research Report* (1996), p. 43.

10.4.1

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

	Total	Domestic	International
Planned Destinations			
Maui County	2,347,002	1,866,531	480,471
... Maui	2,278,933	1,813,488	465,446
... Molokai	69,657	59,685	9,972
... Lanai	94,546	80,434	14,112
Oahu	1,049,968	712,260	337,708
Kauai	417,742	363,131	54,611
Big Island	411,892	337,822	74,070
... Kona	192,880	152,084	40,796
... Hilo	344,327	292,248	52,079
Maui Only	1,032,424	904,063	128,361
Molokai Only	10,119	9,252	867
Lanai Only	13,675	11,050	2,625
Trips to Hawaii			
First trip	960,971	730,455	230,515
Repeat	1,386,014	1,136,059	249,956
Average number of trips	4.01	4.19	3.31
Party Size			
One person	372,415	307,386	65,029
Two persons	1,179,260	967,414	211,846
Three or more persons	795,327	591,731	203,596
Average party size	2.09	2.05	2.23
Accommodations			
Hotel	1,500,735	1,132,906	367,829
... Hotel Only	1,319,829	982,419	337,409
Condo	674,953	590,944	84,009
... Condo Only	552,771	490,463	62,307
Apartment	28,176	24,171	4,005
Bed & Breakfast	38,241	28,447	9,794
Cruise Ship	71,666	66,614	5,052
Friends or Relatives	143,360	128,726	14,633

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *1999 Annual Visitor Research Report*.

10.5.1

**ATTENDANCE AT MUSEUMS
AND OTHER CULTURAL ATTRACTIONS,
MAUI COUNTY**

Calendar year unless otherwise specified

Island and Cultural Attraction	1996	1997	1998	1999
Maui				
Alexander & Baldwin Sugar Museum	23,676	27,748	27,832	36,528
Halekii-Pihana Heiaus State Monument ¹	9,050	10,150	NA	NA
Hana Cultural Center (Hale Wai Wai O Hana)	11,680	NA	NA	16,117
Hawaii Nature Center	10,600	25,200	55,699	91,470
Iao Valley State Monument ¹	651,600	710,000	NA	NA
Kula Botanical Gardens	22,470	23,100	23,800	24,100
Lahaina Restoration Foundation	202,350	202,556	213,192	208,466
Baldwin Missionary Home Museum	48,250	50,180	56,703	57,837
Brig Carthaginian	65,300	62,688	57,673	51,329
Hale Pa'ahao (Old Lahaina Prison)	30,800	31,800	32,347	32,150
Hale Pa'i Printing House	8,200	10,578	4,020	5,950
Wo Hing Temple Museum	49,800	47,310	62,449	61,200
Maui Historical Society Bailey House Museum	14,140	14,000	14,000	14,352
Maui Ocean Center ²	—	—	NA	NA
Maui Tropical Plantation	NA	NA	NA	NA
Whale Center of the Pacific	445,384	436,246	426,132	345,144
Molokai				
Kalaupapa Settlement	8,995	9,589	11,658	10,068

NA: Not available, open. — : Not available, closed.

¹ Years ending June 30.

² Opened in March 1998.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawaii Data Book 1999*, Table 7.31; and records.

10.5.2

NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

1999	Maui	Kahoolawe	Lanai	Molokai	Total Maui County
Listed Hawaii Register only	37	–	–	41	78
Listed National Register only	4	1	–	10	15
Listed both Hawaii and National Register	21	–	2	40	63
Eligible for National Register ¹	1	–	–	2	3
Total sites	63	1	2	93	159

¹ Sites declared eligible for National Register listing by the National Board.

SOURCE: Hawaii State Department of Land and Natural Resources, State Historic Preservation Division, records, 1999.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	1990	1991	1992	1993	1994
National Parks¹					
Number of areas	2	2	2	2	2
Acreage	38,252	38,252	38,252	38,252	38,252
Visits	1,289,903	1,261,378	NA	1,346,521	1,556,417
State Parks & Historic Sites²					
Number of areas	13	13	13	10	10
Acreage*	575	582	582	565	565
Visits (1,000)	3,692	2,770	2,259	2,318	1,967
County Parks					
Number of areas	107	109	109	117	135
Acreage	1,030	1,116	1,116	1,193	1,210

¹ As of December 31.

² Declines since 1992 reflect transfer of areas to county.

* Figures rounded.

SOURCE: U.S. Department of the Interior, National Park Service, Pacific Area Office, records; Hawaii State Department of Land and Natural Resources, Division of State Parks, records. County data compiled by the Hawaii State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.

10.6.1

**SEATING CAPACITIES OF SELECTED FACILITIES,
MAUI COUNTY**

Facility	Capacity
Stadiums, Auditoriums and Gymnasiums	
War Memorial Complex	
Track & Football Stadium	6,000
Baseball Stadium	1,200
Gym	2,996
Maui High Gym	2,000
Baldwin High Auditorium	1,183
Wailuku Gym	600
Civic Centers and Theaters	
Lahaina Civic Center Convention Hall	4,050
Maui Arts & Cultural Center	
Ampitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	300
Community Hall	230
Classroom C	160
Mayor Eddie Tam Memorial Center	1,500
Mayor Eddie Tam Hall	380
Wailuku Community Center	500
Kahului Community Center	200
Haiku Community Center	250
Paia Community Center	250
Kula Community Center	180
Upcountry Community Center	556
Upcountry Community Center (2 halls each)	96
Maui Community College Student Center Lounge	100
Movie Theaters	
Kaahumanu Center Theaters (6 theaters)	
Kukui Mall Theatres (4 theaters)	
Front Street Theatres (4 theaters)	
Lahaina Cinemas (3 theaters)	
Churches	
First Assembly of God Maui (Puunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
Makawao Union Church Hall	200
First Assembly of God Maui (Molokai)	200
Iao Congregational	175
Iao Congregational Hall	100
St. John Episcopal Church	100
St. John Episcopal Church Hall	200
Trinity Episcopal Church by the Sea	100

SOURCE: Officials of the facilities; *The State of Hawaii Data Book 1992*, table 680. Compiled by the Maui Economic Development Board, Inc.