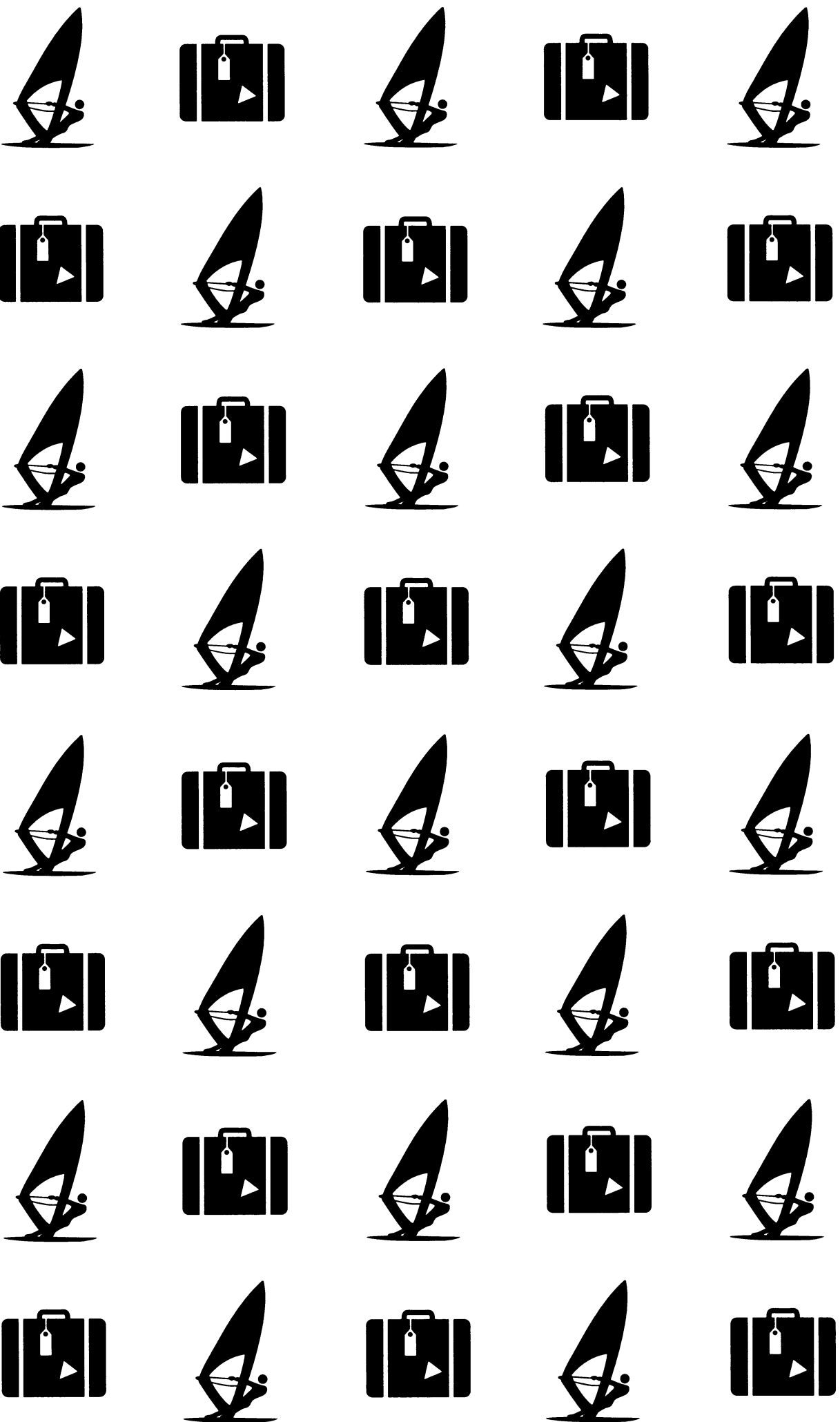


Visitor Industry & Recreation



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

VISITORS TO MAUI COUNTY BY MONTH

2001	Maui	Molokai	Lanai	Total Maui County
Total Visitors				
January	177,132	7,665	8,309	184,770
February	177,161	6,630	7,713	182,565
March	199,674	7,149	8,662	206,193
April	189,256	5,096	6,805	194,186
May	166,608	5,080	6,821	170,480
June	198,455	4,881	6,900	202,476
July	211,563	9,679	7,412	215,972
August	204,062	5,740	6,875	208,326
September	111,917	3,337	4,373	114,428
October	128,861	5,118	7,086	132,339
November	138,402	4,543	6,345	142,096
December	145,675	5,315	7,604	150,646
Total	2,048,768	70,233	84,905	2,104,478
Domestic Visitors				
January	125,803	4,591	6,873	130,584
February	132,710	4,706	6,161	136,794
March	157,765	5,283	7,143	162,490
April	149,516	3,874	5,896	153,290
May	135,258	4,312	5,941	138,701
June	163,838	4,507	5,869	167,595
July	172,918	4,911	6,273	176,583
August	162,198	4,279	5,953	165,759
September	96,882	3,048	3,911	99,085
October	112,018	4,524	6,748	115,037
November	112,268	3,615	5,487	115,602
December	119,787	4,662	6,529	124,440
Total	1,640,961	52,312	72,783	1,685,960
International Visitors				
January	51,329	3,074	1,436	54,186
February	44,451	1,924	1,552	45,771
March	41,909	1,866	1,519	43,703
April	39,740	1,222	909	40,896
May	31,350	768	880	31,779
June	34,617	374	1,031	34,881
July	38,646	4,768	1,139	39,389
August	41,864	1,461	922	42,567
September	15,035	289	462	15,343
October	16,843	594	338	17,302
November	26,134	928	858	26,494
December	25,888	653	1,075	26,206
Total	407,806	17,921	12,122	418,518

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2001 Annual Visitor Research Report.

10.1.2

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

	1996	1997	1998	1999	2000	2001
Length of Stay (days)¹						
All Visitors						
Maui	6.35	6.45	6.58	6.71	6.81	6.90
Molokai	7.16	6.99	5.61	4.98	5.13	4.32
Lanai	7.34	6.48	4.75	4.34	4.72	4.71
Domestic						
Maui	7.06	7.05	7.12	7.20	7.35	7.41
Molokai	6.51	6.54	5.37	5.07	5.51	5.03
Lanai	6.41	6.08	4.48	4.12	4.90	5.02
International						
Maui	4.27	4.48	4.76	4.84	4.75	4.83
Molokai	11.14	8.99	6.83	4.42	2.74	2.23
Lanai	14.45	8.39	6.19	5.56	3.53	2.85
Average Daily Census (people)						
All Visitors						
Maui	39,309	39,971	40,440	41,918	41,819	38,724
Molokai	1,519	1,530	1,157	950	905	831
Lanai	1,896	1,883	1,267	1,124	1,130	1,096
Domestic						
Maui	32,513	33,509	33,671	35,750	35,817	33,330
Molokai	1,190	1,173	920	830	837	721
Lanai	1,463	1,461	1,011	909	1,022	1,002
International						
Maui	6,796	6,462	6,768	6,167	6,002	5,394
Molokai	329	356	237	121	67	110
Lanai	434	422	255	215	109	95

NOTE: Totals may not add due to rounding.

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

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*; "Historical Visitor Data," spreadsheet (<http://www.state.hi.us/dbedt/monthly/historical-r.xls>).

10.1.3

AVERAGE DAILY VISITOR CENSUS, BY COUNTIES

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

Year	Maui County	Hawaii County	Kauai County	Oahu	State Total
1977	12,468	7,195	6,025	57,342	83,030
1978	14,492	8,094	7,069	62,379	92,034
1979	15,598	7,996	7,394	67,688	98,676
1980	15,363	7,195	7,259	66,680	96,417
1981	15,727	6,561	7,225	66,455	95,968
1982	18,090	6,725	7,050	73,445	105,310
1983	24,670	8,690	7,990	66,695	108,040
1984	32,790	7,570	10,930	67,370	118,660
1985	31,910	8,040	11,470	65,280	116,700
1986	34,330	9,870	14,840	73,870	132,910
1987	33,890	10,210	15,510	74,660	134,270
1988	33,870	10,690	16,400	80,450	141,410
1989	44,020	17,760	19,140	88,750	169,670
1990	37,657	16,698	17,378	82,783	154,516
1991	37,060	17,535	17,720	75,008	147,323
1992	41,854	19,297	13,516	77,999	152,666
1993	42,132	18,974	8,283	78,108	147,498
1994	42,933	18,902	13,268	81,526	156,630
1995	42,751	18,547	14,439	81,362	157,098
1996	42,724	19,337	15,615	81,054	158,730
1997	43,383	21,656	15,999	76,150	157,188
1998	42,864	23,993	17,909	72,623	157,389
1999	43,992	22,736	18,214	79,497	164,439
2000	43,854	21,831	18,041	84,911	168,637
2001	40,651	21,064	16,830	79,702	158,247

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.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*; "Historical Visitor Data," spreadsheet (<http://www.state.hi.us/dbedt/monthly/historical-r.xls>).

10.1.4

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

2001	Maui	Molokai	Lanai	Total Maui County	Total State
Albuquerque	3,729	135	139	3,867	10,046
Anchorage	6,403	534	121	6,865	23,971
Atlanta	18,357	590	1,046	18,763	41,218
Austin	7,070	191	378	7,281	15,959
Bakersfield	3,476	104	140	3,564	9,639
Bellingham	2,344	46	27	2,385	6,364
Boise	4,167	82	121	4,225	10,757
Boston	23,152	698	1,328	23,767	50,478
Charlotte	4,316	152	319	4,438	9,075
Chicago	55,140	1,641	2,810	56,510	114,121
Cincinnati	9,305	329	503	9,453	18,513
Cleveland	9,397	313	542	9,697	19,625
Colorado Springs	3,591	133	225	3,749	10,863
Columbus	5,785	197	358	5,917	11,904
Dallas	31,282	744	1,714	31,981	70,712
Denver	31,577	868	1,412	32,389	75,563
Detroit	25,424	944	1,196	25,919	52,911
Eugene	3,793	162	159	3,969	9,993
Fresno	5,621	185	122	5,736	14,483
Grand Rapids	4,047	105	134	4,114	8,816
Hartford	3,933	113	212	4,000	7,821
Houston	16,462	614	1,135	16,970	41,093
Indianapolis	7,143	206	312	7,273	14,806
Kansas City	9,720	333	608	9,975	20,414
Las Vegas	12,572	502	646	12,919	39,103
Los Angeles	223,982	4,747	7,588	229,725	587,656
Miami	7,122	266	515	7,319	15,662
Milwaukee	7,051	192	278	7,184	14,910
Minneapolis	24,887	553	822	25,472	59,909
Modesto	4,154	74	112	4,231	10,189

10.1.4

CONTINUED

2001	Maui	Molokai	Lanai	Total Maui County	Total State
Nashville	4,213	162	233	4,301	8,959
New York	71,841	2,176	4,494	73,962	153,860
Norfolk	3,508	199	199	3,596	12,390
Oklahoma City	3,216	113	161	3,294	7,839
Omaha	3,152	109	162	3,219	7,051
Orlando	4,903	187	354	5,005	11,620
Philadelphia	18,261	643	1,106	18,727	38,698
Phoenix	29,413	809	1,411	30,147	70,480
Pittsburgh	6,164	185	359	6,308	12,506
Portland	539	34	38	570	1,606
Provo	3,340	122	137	3,462	12,177
Raleigh	4,044	136	197	4,124	9,134
Reno	4,812	135	146	4,932	12,169
Sacramento	33,027	845	932	33,778	81,422
Saint Louis	13,564	487	701	13,820	28,152
Salinas	5,047	86	147	5,151	12,906
Salt Lake City	14,427	404	515	14,830	41,878
San Antonio	3,839	215	340	3,960	11,773
San Diego	43,663	1,238	1,786	45,034	131,693
San Francisco	203,853	4,776	6,794	209,570	528,373
San Luis/Obispo	3,978	140	104	4,096	10,339
Santa Barbara	6,046	175	140	6,203	17,315
Seattle	71,371	1,956	1,804	73,375	204,612
Spokane	4,887	115	125	5,005	13,458
Stockton	5,843	211	207	6,052	15,125
Tampa	6,108	310	472	6,240	14,219
Tucson	5,304	206	265	5,504	15,122
Tulsa	2,913	137	202	3,013	7,333
Washington D.C.	30,793	1,407	1,903	31,772	87,478
Top US MSAs as % Total Visitors	72.3	64.0	69.3	72.3	70.5

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*.

10.1.5

VISITOR ARRIVALS, MAUI COUNTY

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

Westbound Visitors			
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	469,239	1,815,623	2,284,862
1991	483,224	1,692,382	2,175,606
1992	569,241	1,754,371	2,323,612
1993	569,204	1,693,910	2,263,114
1994	531,610	1,808,906	2,340,516
1995	564,092	1,762,705	2,326,797
1996	586,576	1,732,034	2,318,610
1997	542,018	1,788,366	2,330,384
1998	527,950	1,776,165	2,304,115
1999	480,471	1,866,531	2,347,002
			Arrivals by Ship
2000	470,035	1,834,631	32,288
2001	418,518	1,685,960	41,288

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.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2001 Annual Visitor Research Report*; "Historical Visitor Data," spreadsheet (<http://www.state.hi.us/dbedt/monthly/historical-r.xls>); and records.

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	1,640,961	407,935	2,048,896	52,312	17,921	70,233	72,783	12,122	84,905
U.S.	1,517,988	53,918	1,571,907	47,627	1,966	49,592	66,898	1,968	68,866
Canada	19,008	83,880	102,888	614	2,404	3,018	1,100	4,225	5,325
Asia									
China	1,799	219	2,018	169	5	174	117	0	117
Hong Kong	648	1,760	2,408	0	60	60	36	189	224
Japan	3,065	225,845	228,910	97	12,674	12,771	87	5,053	5,140
Korea	1,242	9,076	10,318	84	261	345	79	55	134
Singapore	197	1,296	1,493	27	88	116	20	0	20
Taiwan	430	2,436	2,866	16	29	45	42	15	58
Total Asia	7,381	240,633	248,014	394	13,117	13,511	381	5,311	5,692
Oceania									
Australia	1,944	8,818	10,761	80	119	199	93	368	460
New Zealand	434	1,757	2,191	0	10	10	5	46	51
Total Oceania	2,378	10,575	12,953	80	129	210	98	414	512
Europe									
United Kingdom	15,740	2,631	18,371	462	87	549	787	125	912
Germany	2,169	341	2,510	139	84	223	91	0	91
France	9,992	929	10,921	494	30	523	358	0	358
Italy	1,633	0	1,633	60	0	60	36	0	36
Switzerland	3,231	310	3,541	144	58	202	89	32	121
Total Europe	32,766	4,210	36,976	1,299	259	1,557	1,361	157	1,518
Latin America									
Argentina	969	0	969	8	0	8	4	0	4
Brazil	1,661	92	1,753	42	0	42	73	0	73
Mexico	2,175	760	2,935	78	0	78	194	0	194
Total Latin America	4,805	852	5,657	127	0	127	271	0	271
Other Foreign²	56,635	13,867	70,502	2,172	47	2,219	2,673	47	2,720
Total Foreign	122,973	354,017	476,989	4,686	15,955	20,641	5,884	10,154	16,038

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 .

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						
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
2001	74.50	210.29	156.66	27.68	8.59	18.78
Molokai						
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
2001	47.36	92.09	43.62	NA	NA	NA

NOTES: 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. There are no participants on Lanai.

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2001, and records.

10.2.2

PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

2001	Total Maui	Kaanapali	West Maui	Other	Molokai
Room Sales for the Total Market					
Percent Occupied	74.50	77.87	72.42	73.05	47.36
Average Daily Room Rate	210.29	186.66	195.81	237.53	92.09
Revenue / Available Room	156.66	145.35	141.80	173.52	43.62
Room Sales for the Hotel Market					
Percent Occupied	77.99	80.23	74.27	77.38	52.73
Average Daily Room Rate	226.22	178.84	212.37	279.14	99.09
Revenue / Available Room	176.43	143.48	157.73	216.01	52.25
Room Sales for the Resort Condo Market					
Percent Occupied	66.80	65.40	70.51	64.28	43.95
Average Daily Room Rate	169.32	237.38	177.87	136.06	86.75
Revenue / Available Room	113.11	155.24	125.42	87.45	38.13
Food Sales for the Total Market					
Average Daily Food per Guest	29.26	20.23	33.32	36.90	N/A
Average Daily Beverage per Guest	9.45	6.81	11.13	11.52	N/A
Average Food Sales Per Cover	19.49	15.72	28.10	20.18	N/A

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2001.

10.2.3

PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

2001	MAUI					MOLOKAI
	Luxury	First Class	Deluxe	Standard	Budget	Standard
Room Quality						
Percent Occupied	73.19	76.43	76.31	71.13	NA	49.30
Average Daily Room Rate	292.45	169.19	122.50	82.90	NA	76.02
Revenue / Available Room	214.03	129.31	93.48	58.97	NA	37.47
Number of Rooms on Property						
	Under 100	100 - 200	201 - 350	351 - 500	Over 500	Under 100
Percent Occupied	52.48	69.69	74.25	82.30	76.76	47.36
Average Daily Room Rate	180.53	159.50	179.37	238.35	228.25	92.09
Revenue / Available Room	94.75	111.15	133.17	196.17	175.20	43.62

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii, Quality and Size Report*, December 2001.

10.2.4

HOSPITALITY ADVISORS LLC HAWAII HOTEL FLASH REPORT, MAUI ISLAND

2001	Occupancy	Average Daily Rate	Revenue per Available Room
Total Maui	74.0%	184.53	136.55
By Area			
Lahaina/Kaanapali/Kapalua	75.1%	177.00	132.93
Other Maui	72.7%	193.77	140.87
By Price			
Luxury	70.7%	315.98	223.40
Upscale	76.2%	199.32	151.88
Midprice	75.4%	144.62	109.04
Economy	76.7%	98.41	75.48
Budget	73.5%	70.88	52.10

SOURCE: Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, December 2001.
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10.2.5

VISITOR PLANT INVENTORY BY ISLAND AND PRICE, MAUI COUNTY

Class (Price per Night)	2000			2001		
	Units	% of Total	Properties	Units	% of Total	Properties
Maui						
Budget: \$100 or less	2,787	16.2%		2,654	15.5%	
Standard: \$101 to \$250	6,099	35.5%		6,564	38.5%	
Deluxe: \$251 to \$500	7,050	41.0%		6,558	38.4%	
Luxury: Over \$500	1,247	7.3%		1,294	7.6%	
All levels	17,183	100.0%	206	17,070	100.0%	223
Molokai						
Budget: \$100 or less	56	13.2%		62	21.2%	
Standard: \$101 to \$250	245	57.3%		104	35.6%	
Deluxe: \$251 to \$500	126	29.5%		126	43.2%	
All levels	427	100.0%	9	292	100.0%	10
Lanai						
Budget: \$100 or less	12	3.2%		7	1.9%	
Standard: \$101 to \$250	5	1.4%		10	2.7%	
Deluxe: \$251 to \$500	174	47.2%		160	43.5%	
Luxury: Over \$500	177	48.2%		191	51.9%	
All levels	368	100.0%	6	368	100.0%	6

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2000 Visitor Plant Inventory* and *2001 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

	1997		1998		1999		2000		2001	
	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	5	58	5	58	6	74	6	93
Bed & Breakfast	26	115	31	136	27	125	30	134	26	115
Hostel	2	44	2	44	2	44	3	50	2	30
Hotel	24	8,786	27	8,565	27	8,583	28	8,577	29	8,399
Condominium										
Hotel	108	8,095	106	8,007	105	7,991	104	7,767	107	7,987
Individual										
Vacation Unit	46	328	48	331	47	327	56	327	65	409
Other	21	164	21	570	18	554	14	544	16	541
Total	231	17,582	240	17,711	231	17,682	241	17,473	251	17,574
Molokai										
Bed & Breakfast	1	1	1	1	1	1	1	1	1	1
Hotel	3	226	3	226	3	222	2	183	1	45
Condominium										
Hotel	5	310	5	279	5	231	4	117	4	116
Individual										
Vacation Unit	–	–	–	–	–	–	1	2	2	4
Other	2	64	2	64	2	104	2	126	2	126
Total	11	601	11	570	11	558	10	429	10	292
Lanai										
Bed & Breakfast	1	3	1	3	1	3	–	–	1	3
Hotel	3	363	3	363	3	363	3	362	3	362
Condominium										
Individual										
Vacation Unit	1	1	2	3	2	3	3	6	2	3
Other	1	2	–	–	–	–	–	–	–	–
Total	6	369	6	369	6	369	6	368	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: 1999-2001: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *1999 Visitor Plant Inventory*, *2000 Visitor Plant Inventory* and *2001 Visitor Plant Inventory*. 1997-1998: 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**

2001 Island/Area/Type	Properties	Available Units
Maui Island	251	17,574
Hana	25	166
Bed & Breakfast	2	5
Condominium Hotel	1	17
Hotel	2	96
Individual Vacation Unit	16	30
Other	4	18
Kahului-Wailuku	11	469
Bed & Breakfast	1	7
Hostel	2	30
Hotel	3	402
Individual Vacation Unit	2	7
Other	3	23
Kula-Makawao	30	104
Bed & Breakfast	8	32
Condominium Hotel	1	14
Hotel	1	6
Individual Vacation Unit	19	47
Other	1	5
Lahaina-Kaanapali-Napili-Kapalua	86	9,632
Apartment/ Hotel	4	81
Bed & Breakfast	8	47
Condominium Hotel	49	4,358
Hotel	12	4,579
Individual Vacation Unit	8	78
Other	5	489
Maalaea	7	257
Condominium Hotel	7	257
Wailea-Kihei	92	6,946
Apartment/ Hotel	2	12
Bed & Breakfast	7	24
Condominium Hotel	49	3,341
Hotel	11	3,316
Individual Vacation Unit	20	247
Other	3	6
Molokai	10	292
Bed & Breakfast	1	1
Condominium Hotel	4	116
Hotel	1	45
Individual Vacation Unit	2	4
Other	2	126
Lanai	6	368
Bed & Breakfast	1	3
Hotel	3	362
Individual Vacation Unit	2	3

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2001 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
2001	18,234

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, *2001 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: *Pacific Business News*, "Largest Maui County Hotels," *Book of Lists 2002*.

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 EAST		US WEST		JAPAN	
	2000	2001	2000	2001	2000	2001
GRAND TOTAL	185.62	173.65	160.07	162.37	236.93	245.09
Total Food & Beverage	37.94	38.29	35.92	37.77	24.15	32.59
Food at Restaurant	25.32	24.98	22.08	24.02	13.62	23.39
Dinner Shows and Cruises	5.73	5.67	4.67	3.93	2.24	0.00
Dinner Shows	3.69	3.95	3.12	2.75	NA	NA
Dinner or Lunch Cruise	2.03	1.73	1.55	1.17	NA	NA
Night Club/Bars	2.72	2.71	2.87	3.17	NA	NA
Groceries	4.17	4.92	6.30	6.64	2.78	6.00
Other Food Expenditures	NA	NA	NA	NA	5.51	3.20
Total Entertainment	12.78	11.79	11.52	10.82	2.04	3.70
Attractions	6.55	7.18	4.68	4.25	NA	NA
Sports	5.52	3.89	6.05	5.87	NA	NA
Other Entertainment	0.71	0.71	0.79	0.70	NA	NA
Total Transportation	17.49	16.55	12.71	14.63	7.85	11.84
Interisland Travel	3.74	3.86	1.81	1.67	4.64	6.14
Ground Transportation	9.85	8.82	8.16	9.27	0.83	0.94
Rental Vehicles	1.60	1.62	1.09	1.31	1.87	2.94
Gasoline	1.20	1.28	0.98	1.31		
Parking Expense	1.11	0.98	0.68	1.07	0.13	0.22
Other Transportation Expenditures	NA	NA	NA	NA	0.38	1.60
Tour Pak Expense Not Allocated	6.10	5.25	4.66	2.67	12.90	14.69
Total Shopping Expenditures	27.50	26.66	20.64	24.94	71.80	85.70
Total Fashion	20.27	19.42	15.59	18.34	43.76	56.79
Fashion and Clothing	9.57	8.74	8.07	9.24	17.80	18.04
Clothing (Casual)	6.93	6.50	5.86	6.92	NA	NA
Clothing (Designer Wear)	2.64	2.24	2.21	2.32	NA	NA
Jewelry and Watches	5.67	6.39	4.29	5.65	8.31	8.81
Cosmetics and Perfumes	0.32	0.43	0.31	0.40	3.28	5.01
Leather Goods	0.33	0.34	0.32	0.27	14.38	24.93
Other Fashion Items	4.37	3.52	2.60	2.78	NA	NA
Hawaii Food Products	1.61	1.79	1.45	1.89	2.10	1.59
Other Shopping	NA	NA	NA	NA	12.50	4.65
Total Souvenirs	5.63	5.46	3.61	4.71	13.43	22.67
Total Lodging¹	72.13	67.14	68.14	65.28	83.25	71.89
All Other/Miscellaneous	11.67	7.97	6.47	6.26	34.93	24.69
Sample Size	2,287	1,937	1,532	1,410	19,967	15,319

NOTE: Categories marked 'NA' (not applicable) reflect differences between questionnaires given to visitors from the United States and Japan.

¹ This 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, 2001 Annual Visitor Research Report.

10.3.2

VISITOR SPENDING, MAUI AND MOLOKAI

First half 2002

Spending per Person per Day	MAUI				MOLOKAI
	All Visitors	U.S. East	U.S. West	Canada	All Visitors
Total Lodging	71.47	81.35	65.57	68.60	28.29
Total Food & Beverage	34.90	40.40	32.27	28.35	18.46
Food at restaurants	23.15	28.35	20.85	14.85	9.95
Dinner shows	4.60	5.43	4.22	2.28	0.22
Groceries	7.15	6.63	7.20	11.22	8.30
Total Entertainment	11.96	14.01	11.47	6.00	3.77
Total Transportation	18.08	20.53	14.76	14.84	14.23
Ground transportation	0.63	0.85	0.48	0.62	0.71
Rental vehicles	16.20	18.23	12.85	12.69	11.72
Other transportation	1.88	2.30	1.43	1.53	2.52
Total Shopping	22.49	26.88	20.85	13.57	14.89
Fashion and clothing	9.26	10.38	8.78	7.77	6.42
Jewelry / watch	4.90	6.50	4.42	1.30	1.45
Cosmetics/perfumes	0.57	0.50	0.70	0.26	0.16
Leather goods	0.43	0.35	0.42	0.21	0.03
Hawaii food products	1.66	1.81	1.64	1.11	2.25
Souvenirs	5.67	7.35	4.89	2.92	4.57
Tour Packages	7.80	9.91	6.67	4.21	2.09
Cruises	0.36	0.61	0.21	0.00	0.27
All Other	11.01	12.34	10.38	4.21	5.08
Total Spending	178.06	206.04	162.16	139.78	87.09
Sample Size	7,350	2,655	3,777	200	218

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Neighbor Island Visitor Statistics, 1st Half 2002* (spreadsheet, available at <http://www.state.hi.us/dbedt/ni-stats/index.html>).

10.4.1

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

2001	Total	Domestic	International
Planned Destinations			
Maui County	2,104,478	1,685,960	418,518
Maui	2,049,223	1,641,204	408,018
Molokai	70,233	52,312	17,921
Lanai	84,905	72,783	12,122
Oahu	870,266	586,439	283,827
Kauai	363,012	304,881	58,132
Big Island	365,397	287,441	77,956
Hilo	188,874	145,379	43,496
Kona	310,686	251,044	59,642
Maui Only	1,018,200	898,547	119,653
Molokai Only	7,986	7,248	738
Lanai Only	10,323	9,758	565
Trips to Hawaii			
First trip	806,683	618,403	188,280
Repeat	1,297,795	1,067,557	230,238
Average number of trips	4.27	4.45	3.55
Party Size			
One	323,850	269,269	54,582
Two	985,168	827,638	157,530
Three or more	795,459	589,053	206,406
Average Party Size	2.10	2.03	2.37
Accommodations			
Hotel	1,302,671	987,459	315,212
Hotel Only	1,133,495	846,531	286,964
Condo	549,991	462,441	87,550
Condo Only	454,748	385,277	69,471
Timeshare	121,234	110,165	11,069
Timeshare Only	88,938	81,524	7,414
Apartment	23,061	18,733	4,328
Bed & Breakfast	28,780	24,862	3,918
Cruise Ship	100,177	92,533	7,644
Friends or Relatives	126,663	112,257	14,406

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2001 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	1998	1999	2000	2001
Maui				
Alexander & Baldwin Sugar Museum	27,832	36,528	34,909	31,004
Halekii-Pihana Heiaus State Monument ¹	NA	NA	7,200	NA
Hana Cultural Center (Hale Wai Wai O Hana)	15,760	16,117	16,963	NA
Hawaii Nature Center	55,699	91,470	58,567	41,003
Iao Valley State Monument ¹	NA	NA	741,000	NA
Kula Botanical Gardens	23,800	24,100	24,200	24,200
Lahaina Restoration Foundation	213,192	208,466	218,400	210,349
Baldwin Missionary Home Museum	56,703	57,837	52,632	45,106
Brig Carthaginian	57,673	51,329	44,656	39,476
Hale Pa'ahao (Old Lahaina Prison)	32,347	32,150	30,255	29,877
Hale Pa'i Printing House	4,020	5,950	5,177	3,184
Wo Hing Temple Museum	62,449	61,200	85,680	92,706
Maui Historical Society Bailey House Museum	14,000	14,352	14,196	11,681
Maui Ocean Center ²	NA	NA	NA	NA
Maui Tropical Plantation	NA	256,491	240,763	NA
Whaler's Village Museum ³	426,132	345,144	189,149	177,024
Molokai				
Kalaupapa Settlement	11,658	10,068	8,644	8,956

NA: Not available, open.

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 2001*, Table 7.29; and records.

10.5.2

NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2001	Maui	Kahoolawe	Lanai	Molokai	Total Maui County
Listed Hawaii Register only	30	–	–	41	71
Listed National Register only	4	1	–	10	15
Listed both Hawaii and National Register	31	–	2	40	73
Eligible for National Register ¹	1	–	–	2	3
Total sites	66	1	2	93	162

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, 2001.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	1997	1998	1999	2000	2001
National Parks¹					
Number of areas	2	2	2	2	2
Acreage	27,188	27,642	29,116	28,991	28,991
Visits	1,778,611	1,589,398	2,050,180	1,736,160	1,503,068
State Parks & Historic Sites²					
Number of areas	10	10	10	10	10
Acreage	566	566	566	566	566
Visits (1,000)	1,967	1,921	1,921	1,921	1,747
County Parks					
Number of areas	130	132	132	143	143
Acreage	1,023	1,142	1,142	1,198	1,198

¹ As of December 31.

² As of June 30.

SOURCES: U.S. Department of the Interior, National Park Service, Public Use Statistics Office, acreage and visitation reports, database at <http://www2.nature.nps.gov/stats>; 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.