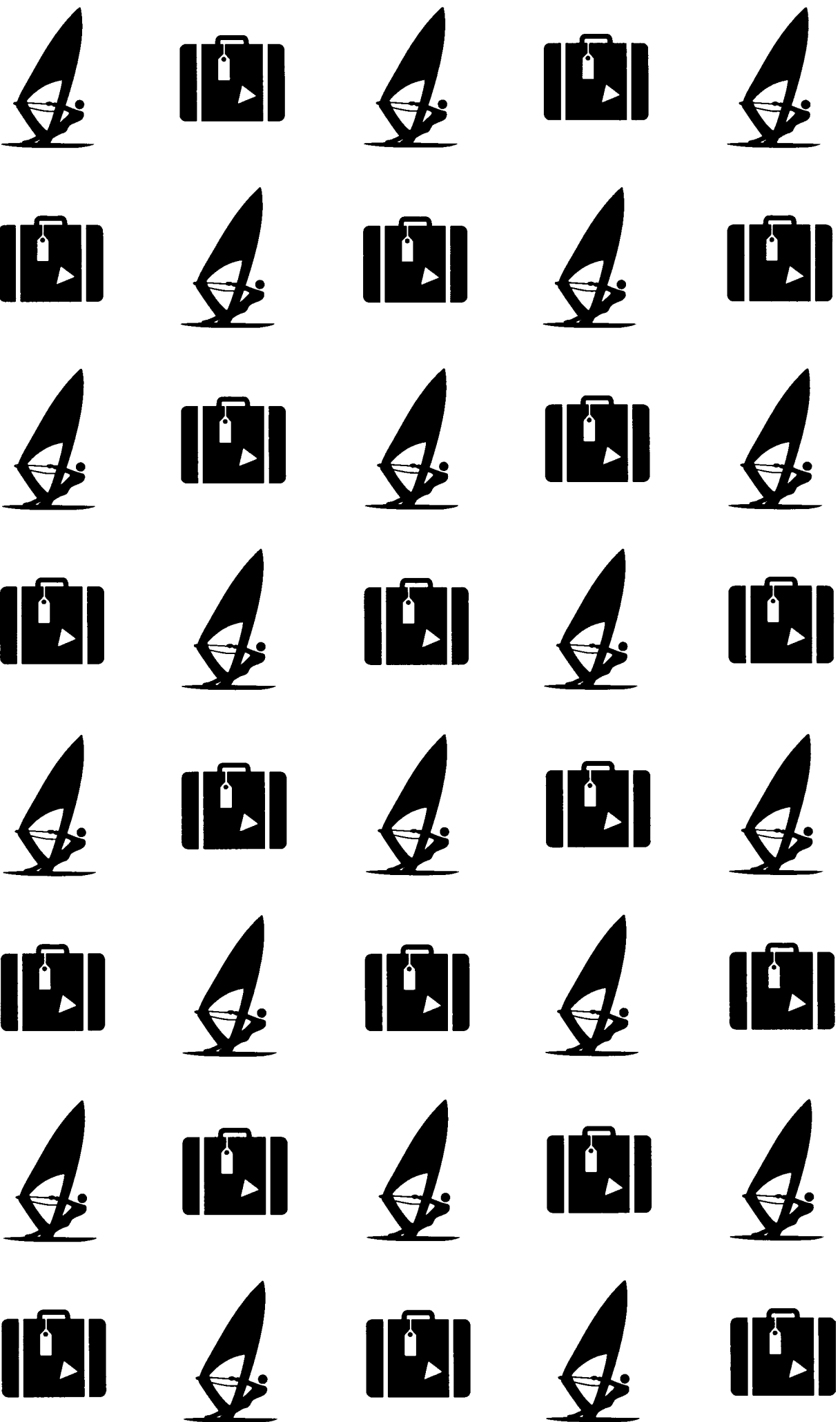


Visitor Industry & Recreation



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

2002	Maui	Molokai	Lanai	Total Maui County
Total Visitors				
January	147,588	4,358	5,644	151,838
February	166,907	5,237	6,002	172,416
March	186,446	7,605	6,765	193,838
April	151,595	3,871	6,605	156,399
May	162,739	4,391	6,595	166,756
June	196,023	6,017	6,934	200,246
July	212,840	8,305	7,240	219,543
August	202,706	8,942	10,484	212,205
September	148,159	5,610	5,392	152,439
October	165,149	6,977	6,884	170,727
November	160,581	6,205	6,046	164,974
December	172,317	7,618	6,285	178,046
Total	2,073,051	75,134	80,874	2,139,427
Domestic Visitors				
January	117,392	3,588	4,777	120,844
February	132,069	3,789	4,880	136,244
March	153,002	3,238	5,274	156,638
April	128,032	3,026	4,851	131,194
May	140,647	3,670	5,386	144,160
June	171,740	4,596	5,507	175,432
July	182,539	5,842	5,756	186,796
August	172,334	5,756	6,672	176,657
September	123,409	3,917	4,659	126,513
October	140,956	5,204	6,015	145,037
November	126,661	5,078	5,036	130,152
December	136,270	5,450	5,620	140,436
Total	1,725,051	53,152	64,433	1,770,103
International Visitors				
January	30,196	770	867	30,994
February	34,838	1,448	1,122	36,172
March	33,445	4,367	1,491	37,200
April	23,564	845	1,754	25,205
May	22,092	721	1,209	22,596
June	24,283	1,422	1,426	24,814
July	30,301	2,463	1,484	32,747
August	30,373	3,186	3,811	35,548
September	24,750	1,693	733	25,926
October	24,193	1,773	869	25,690
November	33,919	1,127	1,010	34,823
December	36,047	2,168	665	37,610
Total	348,001	21,983	16,441	369,323

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2002 Annual Visitor Research Report.

10.1.2

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

	1997	1998	1999	2000	2001	2002
Length of Stay (days)¹						
All Visitors						
Maui	6.45	6.58	6.71	6.81	6.90	7.17
Molokai	6.99	5.61	4.98	5.13	4.32	4.64
Lanai	4.71	6.48	4.75	4.34	4.72	4.71
Domestic						
Maui	7.05	7.12	7.20	7.35	7.41	7.63
Molokai	6.54	5.37	5.07	5.51	5.03	5.47
Lanai	6.08	4.48	4.12	4.90	5.02	4.92
International						
Maui	4.48	4.76	4.84	4.75	4.83	4.89
Molokai	8.99	6.83	4.42	2.74	2.23	2.63
Lanai	8.39	6.19	5.56	3.53	2.85	3.88
Average Daily Census (people)						
All Visitors						
Maui	39,971	40,440	41,918	41,819	38,724	40,744
Molokai	1,530	1,157	950	905	831	955
Lanai	1,883	1,267	1,124	1,130	1,096	1,043
Domestic						
Maui	33,509	33,671	35,750	35,817	33,330	36,081
Molokai	1,173	920	830	837	721	797
Lanai	1,461	1,011	909	1,022	1,002	868
International						
Maui	6,462	6,768	6,167	6,002	5,394	4,662
Molokai	356	237	121	67	110	158
Lanai	422	255	215	109	95	175

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, *2002 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
2002	42,742	22,277	17,432	82,121	164,572

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, *2002 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**

2002	Maui	Molokai	Lanai	Total Maui County	Total State
Albuquerque	4,368	146	155	4,464	11,557
Anchorage	6,325	336	159	6,664	24,012
Atlanta	18,910	525	873	19,389	42,764
Austin	6,671	185	353	6,862	15,920
Bakersfield	4,216	133	142	4,331	11,713
Bellingham	2,212	49	51	2,271	5,870
Boise	4,030	84	113	4,117	9,897
Boston	26,723	815	1,118	27,284	57,367
Charlotte	4,017	109	188	4,103	9,058
Chicago	55,736	1,249	2,178	56,843	111,368
Cincinnati	9,779	221	363	9,932	19,565
Cleveland	9,677	308	392	9,930	20,152
Colorado Springs	4,445	180	191	4,585	12,273
Columbus	5,630	180	189	5,731	12,152
Dallas	33,432	857	1,390	34,149	72,560
Denver	35,984	1,116	1,267	37,016	85,486
Detroit	22,413	596	738	22,848	46,141
Eugene	3,641	165	136	3,808	10,119
Fresno	6,529	182	248	6,698	16,555
Grand Rapids	4,077	92	135	4,166	8,171
Hartford	4,959	149	162	5,058	10,749
Houston	17,486	540	807	18,004	43,661
Indianapolis	7,121	200	242	7,253	14,044
Kansas City	8,987	184	374	9,161	19,666
Las Vegas	14,536	662	605	15,043	44,201
Los Angeles	251,932	6,632	8,709	258,552	646,800
Miami	7,564	283	455	7,745	16,274
Milwaukee	7,498	261	288	7,680	15,097
Minneapolis	23,519	563	937	24,177	55,119
Modesto	4,940	123	126	5,053	12,151

10.1.4

CONTINUED

2002	Maui	Molokai	Lanai	Total Maui County	Total State
Nashville	3,880	83	147	3,949	8,837
New York	71,328	2,093	3,642	73,124	147,091
Norfolk	3,355	169	193	3,445	12,889
Oklahoma City	3,660	98	164	3,731	9,309
Omaha	3,118	98	129	3,217	7,468
Orlando	5,102	151	220	5,186	12,189
Philadelphia	17,709	463	787	18,136	38,019
Phoenix	33,091	979	1,206	33,841	79,896
Pittsburgh	5,804	215	204	5,950	12,775
Portland	35,500	1,091	1,071	36,580	94,183
Provo	3,402	98	168	3,485	11,272
Raleigh	3,782	100	150	3,872	9,003
Reno	5,504	118	173	5,639	13,786
Sacramento	37,104	966	885	37,900	92,909
Saint Louis	12,501	349	416	12,708	25,068
Salinas	5,421	182	231	5,551	14,199
Salt Lake City	16,190	485	451	16,558	44,775
San Antonio	4,295	190	240	4,444	12,842
San Diego	45,554	1,685	1,917	47,147	138,330
San Francisco	208,481	5,497	6,291	213,854	533,730
San Luis/Obispo	4,548	189	95	4,677	11,469
Santa Barbara	6,759	297	282	7,029	19,270
Seattle	78,063	1,987	1,954	79,979	201,240
Spokane	4,885	170	112	5,000	12,406
Stockton	6,443	216	179	6,617	17,051
Tampa	6,077	208	278	6,212	14,300
Tucson	6,495	183	279	6,702	17,043
Tulsa	3,752	119	119	3,821	8,710
Washington D.C.	30,240	1,173	1,463	31,146	89,837
Top US MSAs as % of Total Visitors	74.7	69.2	72.2	74.7	73.2

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2002 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	2,336,954
2001	418,518	1,685,960	41,288	2,145,766
2002	369,323	1,770,103	58,853	2,198,280

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, *2002 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**

2002 MMA ¹	MAUI			MOLOKAI			LANAI		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
Total	1,725,051	348,000	2,073,051	53,152	21,983	75,134	64,433	16,441	80,875
U.S.	1,599,161	29,037	1,628,197	47,468	1,550	49,018	58,482	1,572	60,055
Canada	14,892	70,192	85,084	697	3,342	4,039	715	3,579	4,294
Asia									
China	3,499	1,344	4,843	263	245	508	276	314	590
Hong Kong	370	1,000	1,369	32	46	78	38	0	38
Japan	2,331	184,013	186,343	110	13,710	13,820	117	6,399	6,515
Korea	1,218	9,727	10,946	104	589	693	89	611	700
Singapore	186	991	1,177	18	0	18	17	0	17
Taiwan	395	2,234	2,629	29	108	137	38	160	198
Total Asia	7,999	199,309	207,307	555	14,698	15,253	575	7,484	8,059
Oceania									
Australia	1,592	17,572	19,164	48	1,318	1,366	56	1,381	1,437
New Zealand	416	2,011	2,427	31	134	165	31	90	121
Total Oceania	2,008	19,582	21,591	79	1,452	1,532	87	1,471	1,558
Europe									
United Kingdom	14,717	4,135	18,852	603	163	766	776	125	901
Germany	9,174	1,599	10,773	466	19	485	347	49	395
France	1,885	96	1,982	128	0	128	83	0	395
Italy	1,760	263	2,022	106	0	106	78	44	121
Switzerland	2,648	231	2,879	149	0	149	79	0	79
Total Europe	30,185	6,324	36,509	1,452	182	1,634	1,362	217	1,892
Latin America									
Argentina	575	13	588	37	0	37	36	0	36
Brazil	1,351	177	1,528	102	0	102	112	13	125
Mexico	2,702	261	2,963	143	0	143	159	0	159
Total Latin America	4,628	451	5,079	282	0	282	307	13	321
Other Foreign	66,179	23,105	89,285	2,618	758	3,376	2,905	2,104	5,009
Total Foreign	125,890	318,964	444,854	5,684	20,433	26,116	5,951	14,869	21,133

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
2002	72.41	205.90	149.10	29.35	9.20	19.44
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
2002	50.58	93.67	47.38	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 2002, and records.

10.2.2

PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

2002	Total Maui	Kaanapali	West Maui	Other	Molokai
Room Sales for the Total Market					
Percent Occupied	72.41	75.13	72.76	70.49	50.58
Average Daily Room Rate	205.90	175.76	179.87	240.99	93.67
Revenue / Available Room	149.10	132.04	130.88	169.87	47.38
Room Sales for the Hotel Market					
Percent Occupied	75.02	77.19	73.37	73.52	59.67
Average Daily Room Rate	225.98	171.10	186.86	289.27	103.11
Revenue / Available Room	169.53	132.07	138.98	121.66	61.52
Room Sales for the Resort Condo Market					
Percent Occupied	66.93	64.05	71.09	64.51	44.11
Average Daily Room Rate	158.45	205.93	172.27	132.37	84.58
Revenue / Available Room	106.05	131.90	122.47	85.39	37.31
Food Sales for the Total Market					
Average Daily Food per Guest	29.35	19.61	25.55	37.48	N/A
Average Daily Beverage per Guest	9.52	6.27	8.99	11.95	N/A
Average Food Sales Per Cover	19.44	14.12	22.60	21.52	N/A

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2002.

10.2.3

PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

2002	MAUI					MOLOKAI
	Luxury	First Class	Deluxe	Standard	Budget	Standard
Room Quality						
Percent Occupied	68.53	74.99	75.50	68.65	NA	51.72
Average Daily Room Rate	299.31	169.50	120.63	81.91	NA	74.66
Revenue / Available Room	205.13	127.11	93.49	56.23	NA	38.61
Number of Rooms on Property						
	Under 100	100 - 200	201 - 350	351 - 500	Over 500	Under 100
Percent Occupied	53.40	69.44	69.28	82.32	71.54	50.58
Average Daily Room Rate	178.73	145.77	189.80	223.88	228.86	93.67
Revenue / Available Room	95.45	101.22	131.49	184.29	163.72	43.62

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii, Quality and Size Report*, December 2002.

10.2.4

HOSPITALITY ADVISORS LLC HAWAII HOTEL FLASH REPORT, MAUI ISLAND

2002	Occupancy	Average Daily Rate	Revenue per Available Room
Total Maui	71.0%	181.25	184.13
By Area			
Lahaina/Kaanapali/Kapalua	71.0%	177.95	179.77
Other Maui	71.0%	185.02	189.51
By Price			
Luxury	67.2%	314.53	211.36
Upscale	75.6%	192.68	145.67
Midprice	69.0%	146.79	101.29
Economy	79.1%	95.54	75.57
Budget	62.3%	74.44	46.38

SOURCE: Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, December 2002.
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10.2.5

VISITOR PLANT INVENTORY BY ISLAND AND PRICE, MAUI COUNTY

Class (Price per Night)	2001			2002		
	Units	% of Total	Properties	Units	% of Total	Properties
Maui						
Budget: \$100 or less	2,654	15.5%		2,494	14.7%	
Standard: \$101 to \$250	6,564	38.5%		5,816	34.4%	
Deluxe: \$251 to \$500	6,558	38.4%		6,977	41.2%	
Luxury: Over \$500	1,294	7.6%		1,630	9.6%	
All levels	17,070	100.0%	223	16,917	100.0%	221
Molokai						
Budget: \$100 or less	62	21.2%		56	25.6%	
Standard: \$101 to \$250	104	35.6%		98	44.4%	
Deluxe: \$251 to \$500	126	43.2%		66	30.0%	
All levels	292	100.0%	10	220	100.0%	10
Lanai						
Budget: \$100 or less	7	1.9%		7	2.0%	
Standard: \$101 to \$250	10	2.7%		10	2.7%	
Deluxe: \$251 to \$500	160	43.5%		174	47.2%	
Luxury: Over \$500	191	51.9%		177	48.2%	
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, *2002 Visitor Plant Inventory* and *2002 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

	1998		1999		2000		2001		2002	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
Maui										
Apartment/Hotel	5	58	5	58	6	74	6	93	7	103
Bed & Breakfast	31	136	27	125	30	134	26	115	23	113
Hostel	2	44	2	44	3	50	2	30	2	30
Hotel	27	8,565	27	8,583	28	8,577	29	8,399	29	8,413
Condominium										
Hotel	106	8,007	105	7,991	104	7,767	107	7,987	102	7,548
Individual										
Vacation Unit	48	331	47	327	56	327	65	409	63	584
Other	21	570	18	554	14	544	16	541	16	613
Total	240	17,711	231	17,682	241	17,473	251	17,574	242	17,404
Molokai										
Bed & Breakfast	1	1	1	1	1	1	1	1	1	1
Hotel	3	226	3	222	2	183	1	45	1	45
Condominium										
Hotel	5	279	5	231	4	117	4	116	4	101
Individual										
Vacation Unit	–	–	–	–	1	2	2	4	2	66
Other	2	64	2	104	2	126	2	126	2	7
Total	11	570	11	558	10	429	10	292	10	220
Lanai										
Bed & Breakfast	1	3	1	3	–	–	1	3	1	3
Hotel	3	363	3	363	3	362	3	362	3	362
Condominium										
Individual										
Vacation Unit	2	3	2	3	3	6	2	3	2	3
Other	–	–	–	–	–	–	–	–	–	–
Total	6	369	6	369	6	368	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 *2002 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**

2002 Island/Area/Type	Properties	Available Units
Maui Island	242	17,404
Hana	23	134
Bed & Breakfast	2	4
Condominium Hotel	1	16
Hotel	2	70
Individual Vacation Unit	15	29
Other	3	15
Kahului-Wailuku	9	468
Bed & Breakfast	1	10
Hostel	2	30
Hotel	3	402
Individual Vacation Unit	1	6
Other	2	20
Kula-Makawao	26	96
Bed & Breakfast	5	28
Condominium Hotel	1	16
Hotel	1	6
Individual Vacation Unit	18	41
Other	1	5
Lahaina-Kaanapali-Napili-Kapalua	87	9,512
Apartment/ Hotel	4	82
Bed & Breakfast	8	47
Condominium Hotel	47	4,141
Hotel	12	4,615
Individual Vacation Unit	10	110
Other	6	517
Maalaea	7	252
Condominium Hotel	7	252
Wailea-Kihei	90	6,942
Apartment/ Hotel	3	21
Bed & Breakfast	7	24
Condominium Hotel	46	3,123
Hotel	11	3,320
Individual Vacation Unit	19	398
Other	4	56
Molokai	10	220
Bed & Breakfast	1	1
Condominium Hotel	4	101
Hotel	1	45
Individual Vacation Unit	2	7
Other	2	66
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, *2002 Visitor Plant Inventory*.

10.2.8**VISITOR PLANT INVENTORY,
MAUI COUNTY**

Year	Available Units
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
2002	17,992

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, *2002 Visitor Plant Inventory*.

10.2.9

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

2002	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%
The Royal Lahaina Resort Lahaina, Maui	511	4,100	500	320	85.0%
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%
Sheraton Maui Resort Lahaina, Maui	510	6,560	500	410	88.0%
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%
Aston Kaanapali Shores Lahaina, Maui	463	NA	NA	DND	89.6%
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 Kaanapali Villas Lahaina, Maui	205	NA	NA	DND	DND
Maui Seaside Hotel Kahului, Maui	225	DND	DND	DND	DND
Kapalua Bay Hotel Lahaina, Maui	210	6,800	200	263	80.8%
Aston at Papakea Resort Lahaina, Maui	157	NA	NA	DND	DND
Aston at the Maui Banyan Kihei, Maui	152	NA	NA	DND	DND
The Whaler on Kaanapali Beach Lahaina, Maui	147	NA	NA	DND	DND
Maui Lu Kihei, Maui	120	NA	NA	DND	92.8%
Lodge at Koele Lanai City, Lanai	102	NA	220	NA	NA

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

SOURCE: *Pacific Business News*, "Largest Maui County Hotels," *Book of Lists 2003*.

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	
	2001	2002	2001	2002	2001	2002
GRAND TOTAL	152.34	162.99	135.99	141.91	227.05	233.13
Total Food & Beverage	36.36	35.22	33.54	31.46	34.60	40.20
Food at Restaurant	24.99	25.45	22.49	21.64	27.28	29.96
Dinner Shows and Cruises	5.45	5.01	3.89	4.13	0.00	3.01
Groceries	5.92	4.76	7.16	5.69	7.31	7.22
Total Entertainment & Recreation	10.89	10.68	9.52	8.90	4.95	6.01
Total Transportation	16.84	21.27	13.69	18.42	11.96	11.45
Interisland Travel	4.38	6.59	2.02	3.68	4.01	3.38
Ground Transportation	1.41	1.28	1.04	0.98	4.86	5.04
Rental Vehicles	8.96	11.46	8.73	11.88	2.69	2.70
Gasoline, Parking, etc.	2.09	1.93	1.90	1.89	.041	0.34
Total Shopping Expenditures	23.76	24.41	17.31	20.09	80.33	82.16
Fashion and Clothing	8.64	8.54	7.36	7.64	18.05	17.93
Jewelry and Watches	7.48	6.76	4.05	4.50	9.22	10.10
Cosmetics and Perfumes	0.40	0.36	0.34	0.46	4.66	4.70
Leather Goods	0.36	0.41	0.23	0.37	23.66	24.66
Hawaii Food Products	1.77	2.14	1.55	1.97	1.92	1.76
Total Souvenir	5.11	6.20	3.79	4.84	22.82	23.00
Total Lodging¹	53.27	56.36	52.69	51.34	66.49	62.77
All Other/Miscellaneous	6.87	9.37	6.99	7.78	11.87	11.38
Tour Packages	4.37	5.68	2.25	3.93	16.86	19.15

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, *2002 Annual Visitor Research Report*.

10.3.2

VISITOR SPENDING, MAUI AND MOLOKAI

Spending per Person per Day	MAUI				MOLOKAI	LANAI
	All Visitors	U.S. East	U.S. West	Canada	All Visitors	All Visitors
Total Lodging	62.02	72.61	56.78	60.30	28.41	173.22
Total Food & Beverage	33.68	39.69	31.04	26.24	20.71	36.34
Food at Restaurants	22.55	28.15	20.25	13.86	10.49	34.13
Dinner Shows	4.32	5.38	3.95	2.04	0.18	0.24
Groceries	6.81	6.16	6.84	10.34	10.04	1.96
Total Entertainment	10.94	13.41	10.32	5.56	4.85	8.87
Total Transportation	17.21	18.98	16.53	14.59	12.44	5.85
Ground transportation	0.59	0.74	0.48	0.57	0.73	1.90
Rental vehicles	14.92	16.20	14.42	12.51	9.72	3.68
Other transportation	1.71	2.03	1.62	1.50	1.99	0.27
Total Shopping	21.29	25.35	19.44	13.46	10.96	10.57
Fashion and clothing	8.63	9.58	8.06	7.36	4.45	5.21
Jewelry / watch	4.65	6.00	4.18	1.47	1.00	2.98
Cosmetics/perfumes	0.44	0.42	0.50	0.24	0.13	0.21
Leather goods	0.40	0.35	0.36	0.18	0.01	0.00
Hawaii food products	1.66	1.76	1.64	1.20	1.75	0.44
Souvenirs	5.51	7.24	4.70	3.01	3.61	1.73
Tour packages	7.74	10.53	6.54	3.96	2.67	10.00
Cruise	0.26	0.52	0.12	0.00	0.36	0.66
All Other	7.85	8.20	7.54	3.61	2.87	1.87
Total spending	160.99	189.28	148.31	127.71	83.28	247.37

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2002 Annual Visitor Research Report.

10.4.1

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

2002	Total	Domestic	International
Planned Destinations			
Maui County	2,139,427	1,770,103	369,323
... Maui	2,073,051	1,725,051	348,001
... Molokai	75,134	53,152	21,983
... Lanai	80,874	64,433	16,441
Oahu	867,499	604,845	262,653
Kauai	356,852	304,333	52,519
Big Island	380,311	307,455	72,856
... Kona	289,239	232,438	56,801
... Hilo	201,873	160,279	41,593
Maui Only	1,041,012	953,544	87,468
Molokai Only	7,427	6,834	593
Lanai Only	10,137	9,241	896
Trips to Hawaii			
First trip	791,711	632,079	159,632
Repeat	1,347,716	1,138,024	209,692
Average number of trips	4.27	4.33	3.99
Party Size			
One person	310,912	268,745	42,167
Two persons	983,978	853,448	130,530
Three or more persons	844,537	647,910	196,627
Average party size	2.13	2.06	2.43
Accommodations			
Hotel	1,326,996	1,048,076	278,920
... Hotel Only	1,099,959	854,012	245,947
Condo	559,733	496,394	63,339
... Condo Only	434,100	394,188	39,912
Timeshare	153,990	142,778	11,212
... Timeshare Only	108,050	102,865	5,185
Apartment	17,220	9,209	8,011
Bed & Breakfast	28,737	24,422	4,315
Cruise Ship	126,251	115,393	10,858
Friends or Relatives	143,309	116,924	26,385

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2002 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	1999	2000	2001	2002
Maui				
Alexander & Baldwin Sugar Museum	36,528	34,909	31,004	33,386
Halekii-Pihana Heiaus State Monument ¹	NA	7,200	NA	NA
Hana Cultural Center (Hale Wai Wai O Hana)	16,117	16,963	NA	NA
Hawaii Nature Center	91,470	58,567	41,003	NA
Iao Valley State Monument ¹	NA	741,000	NA	NA
Kula Botanical Gardens	24,100	24,200	24,200	27,050
Lahaina Restoration Foundation	208,466	218,400	210,349	154,898
Baldwin Missionary Home Museum	57,837	52,632	45,106	37,438
Brig Carthaginian	51,329	44,656	39,476	19,343
Hale Pa'ahao (Old Lahaina Prison)	32,150	30,255	29,877	24,632
Hale Pa'i Printing House	5,950	5,177	3,184	2,101
Wo Hing Temple Museum	61,200	85,680	92,706	71,384
Maui Historical Society Bailey House Museum	14,352	14,196	11,681	12,780
Maui Ocean Center ²	NA	NA	NA	NA
Maui Tropical Plantation	256,491	240,763	NA	NA
Whaler's Village Museum ³	345,144	189,149	177,024	186,500
Molokai				
Kalaupapa Settlement	10,068	8,644	8,956	14,178

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 2002*, Table 7.40; 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	1998	1999	2000	2001	2002
National Parks¹					
Number of areas	2	2	2	2	2
Acreage	27,642	29,116	28,991	28,991	39,747
Visits	1,589,398	2,050,180	1,736,160	1,503,068	1,610,996
State Parks & Historic Sites²					
Number of areas	10	10	10	10	NA
Acreage	566	566	566	566	NA
Visits (1,000)	1,921	1,921	1,921	1,747	NA
County Parks					
Number of areas	132	132	143	143	143
Acreage	1,142	1,142	1,198	1,198	1,198

¹ As of December 31.

² As of June 30.

NA: Not available for 2002

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	
Iao Theater	400
Lahaina Civic Center Convention Hall	4,050
Maui Academy of Performing Arts	60
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
Hannibal Tavares Community Center	559
Kihei Community Center (new)	500
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)	
Maui Mall Theaters (12 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.