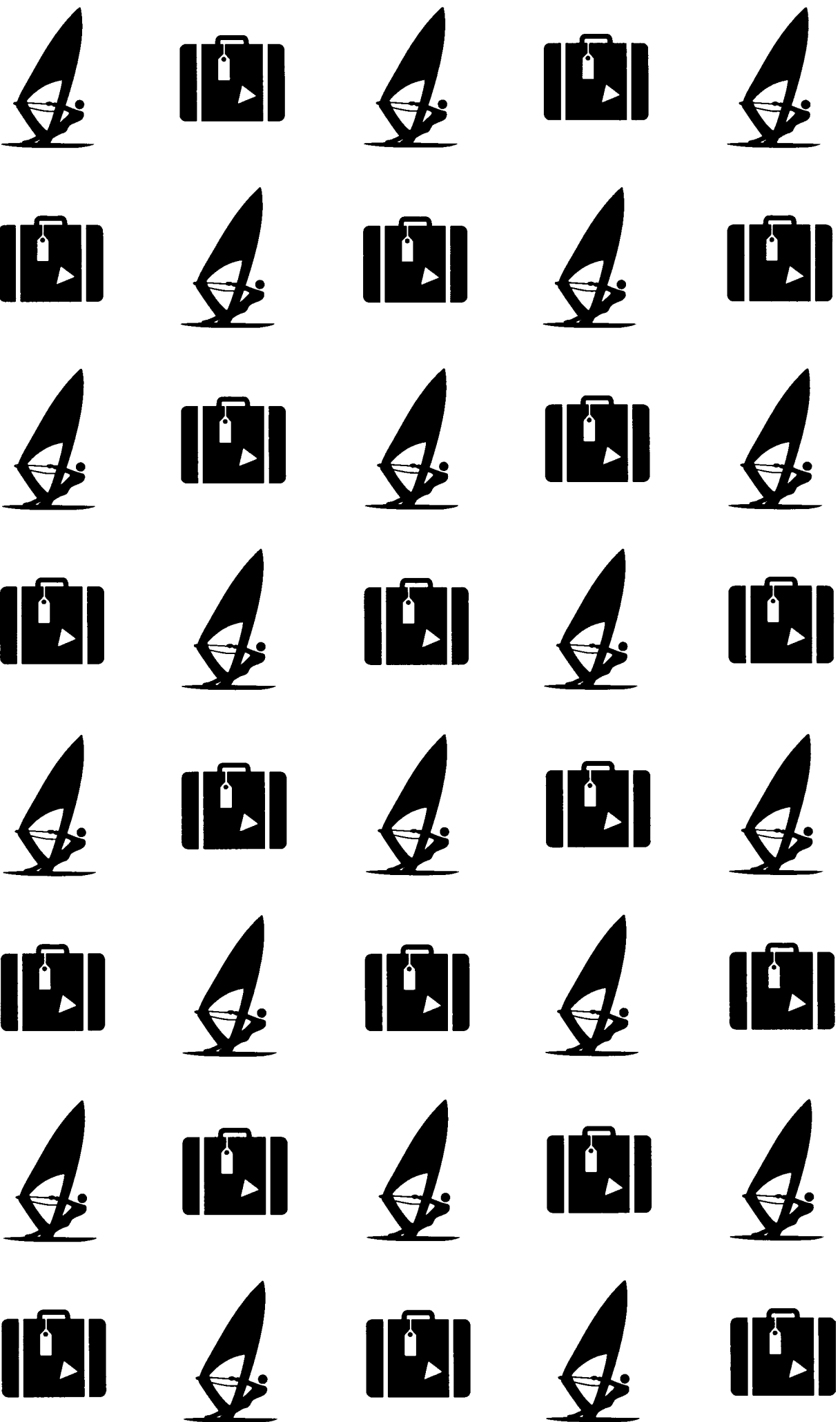


# Visitor Industry & Recreation



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## 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 islands 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**

*(Arrivals by Air)*

| <b>2003</b>                   | <b>Maui</b>      | <b>Molokai</b> | <b>Lanai</b>  | <b>Total<br/>Maui County</b> |
|-------------------------------|------------------|----------------|---------------|------------------------------|
| <b>Total Visitors</b>         |                  |                |               |                              |
| January                       | 169,293          | 7,958          | 8,482         | 175,235                      |
| February                      | 170,632          | 7,507          | 7,537         | 176,108                      |
| March                         | 180,559          | 14,309         | 14,826        | 197,196                      |
| April                         | 179,295          | 6,003          | 7,933         | 183,625                      |
| May                           | 170,262          | 7,341          | 6,487         | 175,015                      |
| June                          | 193,225          | 7,544          | 8,091         | 198,513                      |
| July                          | 215,353          | 8,751          | 6,798         | 220,292                      |
| August                        | 205,879          | 8,310          | 7,334         | 211,689                      |
| September                     | 144,141          | 5,642          | 5,556         | 148,009                      |
| October                       | 164,117          | 6,670          | 6,069         | 168,382                      |
| November                      | 155,592          | 6,183          | 5,154         | 159,439                      |
| December                      | 177,072          | 7,889          | 7,179         | 182,945                      |
| <b>Total</b>                  | <b>2,125,421</b> | <b>94,106</b>  | <b>91,445</b> | <b>2,196,447</b>             |
| <b>Domestic Visitors</b>      |                  |                |               |                              |
| January                       | 133,721          | 6,078          | 6,599         | 138,106                      |
| February                      | 136,661          | 6,000          | 5,843         | 140,732                      |
| March                         | 157,750          | 5,998          | 7,421         | 162,451                      |
| April                         | 160,385          | 5,299          | 6,709         | 164,057                      |
| May                           | 152,532          | 5,575          | 5,414         | 155,879                      |
| June                          | 179,076          | 6,478          | 6,909         | 183,356                      |
| July                          | 197,019          | 7,089          | 6,458         | 201,224                      |
| August                        | 182,510          | 6,142          | 6,502         | 186,925                      |
| September                     | 124,546          | 4,875          | 4,657         | 127,693                      |
| October                       | 144,249          | 5,708          | 5,534         | 148,060                      |
| November                      | 133,783          | 5,166          | 4,663         | 137,147                      |
| December                      | 149,911          | 6,215          | 5,964         | 154,543                      |
| <b>Total</b>                  | <b>1,852,144</b> | <b>70,624</b>  | <b>72,674</b> | <b>1,900,174</b>             |
| <b>International Visitors</b> |                  |                |               |                              |
| January                       | 35,572           | 1,880          | 1,883         | 37,129                       |
| February                      | 33,970           | 1,507          | 1,694         | 35,376                       |
| March                         | 22,809           | 8,311          | 7,405         | 34,745                       |
| April                         | 18,910           | 704            | 1,224         | 19,568                       |
| May                           | 17,730           | 1,766          | 1,073         | 19,136                       |
| June                          | 14,150           | 1,065          | 1,181         | 15,157                       |
| July                          | 18,335           | 1,661          | 340           | 19,067                       |
| August                        | 23,369           | 2,169          | 831           | 24,764                       |
| September                     | 19,594           | 767            | 900           | 20,316                       |
| October                       | 19,868           | 962            | 534           | 20,322                       |
| November                      | 21,809           | 1,017          | 491           | 22,292                       |
| December                      | 27,161           | 1,674          | 1,215         | 28,401                       |
| <b>Total</b>                  | <b>273,277</b>   | <b>23,483</b>  | <b>18,772</b> | <b>296,273</b>               |

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2003 Annual Visitor Research Report*.

10.1.2

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

*(Arrivals by Air)*

|  | 1998   | 1999   | 2000   | 2001   | 2002   | 2003   |
|--|--------|--------|--------|--------|--------|--------|
| <b>Length of Stay (days)<sup>1</sup></b> |        |        |        |        |        |        |
| <b>All Visitors</b>                      |        |        |        |        |        |        |
| Maui                                     | 6.58   | 6.71   | 6.81   | 6.90   | 7.17   | 7.33   |
| Molokai                                  | 5.61   | 4.98   | 5.13   | 4.32   | 4.64   | 3.67   |
| Lanai                                    | 6.48   | 4.75   | 4.34   | 4.72   | 4.71   | 3.41   |
| <b>Domestic</b>                          |        |        |        |        |        |        |
| Maui                                     | 7.12   | 7.20   | 7.35   | 7.41   | 7.63   | 7.53   |
| Molokai                                  | 5.37   | 5.07   | 5.51   | 5.03   | 5.47   | 4.06   |
| Lanai                                    | 4.48   | 4.12   | 4.90   | 5.02   | 4.92   | 3.65   |
| <b>International</b>                     |        |        |        |        |        |        |
| Maui                                     | 4.76   | 4.84   | 4.75   | 4.83   | 4.89   | 6.00   |
| Molokai                                  | 6.83   | 4.42   | 2.74   | 2.23   | 2.63   | 2.51   |
| Lanai                                    | 6.19   | 5.56   | 3.53   | 2.85   | 3.88   | 2.44   |
| <b>Average Daily Census (people)</b>     |        |        |        |        |        |        |
| <b>All Visitors</b>                      |        |        |        |        |        |        |
| Maui                                     | 40,440 | 41,918 | 41,819 | 38,724 | 40,744 | 42,710 |
| Molokai                                  | 1,157  | 950    | 905    | 831    | 955    | 947    |
| Lanai                                    | 1,267  | 1,124  | 1,130  | 1,096  | 1,043  | 853    |
| <b>Domestic</b>                          |        |        |        |        |        |        |
| Maui                                     | 33,671 | 35,750 | 35,817 | 33,330 | 36,081 | 38,215 |
| Molokai                                  | 920    | 830    | 837    | 721    | 797    | 786    |
| Lanai                                    | 1,011  | 909    | 1,022  | 1,002  | 868    | 728    |
| <b>International</b>                     |        |        |        |        |        |        |
| Maui                                     | 6,768  | 6,167  | 6,002  | 5,394  | 4,662  | 4,495  |
| Molokai                                  | 237    | 121    | 67     | 110    | 158    | 162    |
| Lanai                                    | 255    | 215    | 109    | 95     | 175    | 126    |

NOTE: Totals may not add due to rounding.

<sup>1</sup> 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, *2003 Annual Visitor Research Report*.

### 10.1.3

## AVERAGE DAILY VISITOR CENSUS, BY COUNTIES

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

*(Arrivals by Air)*

| Year | Maui<br>County | Hawaii<br>County | Kauai<br>County | Oahu   | State<br>Total |
|------|----------------|------------------|-----------------|--------|----------------|
| 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        |
| 2003 | 44,510         | 21,934           | 17,828          | 76,776 | 161,048        |

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.

<sup>1</sup> 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, *2003 Annual Visitor Research Report*; "Historical Visitor Data."

10.1.4

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

*(Arrivals by Air)*

| 2003             | Maui    | Molokai | Lanai | Total<br>Maui County | Total<br>State |
|------------------|---------|---------|-------|----------------------|----------------|
| Albuquerque      | 5,761   | 191     | 278   | 5,899                | 12,550         |
| Anchorage        | 9,602   | 322     | 501   | 9,830                | 20,814         |
| Atlanta          | 18,156  | 696     | 893   | 18,589               | 42,485         |
| Austin           | 6,639   | 275     | 293   | 6,828                | 17,417         |
| Bakersfield      | 4,542   | 208     | 190   | 4,673                | 12,650         |
| Bellingham       | 2,618   | 87      | 81    | 2,690                | 5,928          |
| Boise            | 4,687   | 182     | 112   | 4,823                | 11,271         |
| Boston           | 28,054  | 1,130   | 1,433 | 28,803               | 60,338         |
| Charlotte        | 4,210   | 174     | 226   | 4,334                | 9,913          |
| Chicago          | 60,229  | 1,871   | 2,553 | 61,402               | 116,871        |
| Cincinnati       | 10,029  | 358     | 374   | 10,264               | 20,031         |
| Cleveland        | 6,150   | 466     | 174   | 6,504                | 20,748         |
| Colorado Springs | 5,530   | 174     | 149   | 5,634                | 13,185         |
| Columbus         | 5,369   | 262     | 202   | 5,545                | 12,854         |
| Dallas           | 34,813  | 1,089   | 1,452 | 35,494               | 72,952         |
| Denver           | 38,039  | 1,344   | 1,571 | 38,955               | 91,801         |
| Detroit          | 16,758  | 663     | 655   | 17,201               | 50,724         |
| Eugene           | 3,479   | 133     | 133   | 3,600                | 11,489         |
| Fresno           | 7,481   | 278     | 196   | 7,656                | 18,507         |
| Grand Rapids     | 3,551   | 163     | 167   | 3,685                | 8,178          |
| Hartford         | 5,309   | 213     | 281   | 5,452                | 11,617         |
| Houston          | 16,258  | 592     | 564   | 16,686               | 44,481         |
| Indianapolis     | 3,716   | 227     | 239   | 3,814                | 14,536         |
| Kansas City      | 7,679   | 288     | 245   | 7,911                | 20,161         |
| Las Vegas        | 23,027  | 794     | 901   | 23,491               | 46,081         |
| Los Angeles      | 284,659 | 9,106   | 9,610 | 291,736              | 706,081        |
| Miami            | 7,819   | 370     | 418   | 8,057                | 17,711         |
| Milwaukee        | 6,600   | 345     | 359   | 6,788                | 16,079         |
| Minneapolis      | 24,377  | 867     | 878   | 25,051               | 56,717         |
| Modesto          | 5,349   | 205     | 250   | 5,472                | 12,738         |

## 10.1.4

CONTINUED

| 2003                                      | Maui        | Molokai     | Lanai       | Total<br>Maui County | Total<br>State |
|---|-------------|-------------|-------------|----------------------|----------------|
| Nashville                                 | 3,874       | 169         | 169         | 3,982                | 8,702          |
| New York                                  | 78,497      | 2,925       | 4,097       | 80,575               | 161,971        |
| Norfolk                                   | 5,497       | 253         | 252         | 5,685                | 14,043         |
| Oklahoma City                             | 4,560       | 209         | 229         | 4,681                | 10,013         |
| Omaha                                     | 3,443       | 116         | 153         | 3,526                | 7,881          |
| Orlando                                   | 5,494       | 191         | 159         | 5,609                | 13,132         |
| Philadelphia                              | 19,032      | 717         | 926         | 19,421               | 41,498         |
| Phoenix                                   | 36,226      | 1,378       | 1,391       | 37,145               | 86,586         |
| Pittsburgh                                | 6,640       | 255         | 294         | 6,775                | 13,557         |
| Portland                                  | 43,119      | 1,405       | 1,096       | 43,992               | 102,730        |
| Provo                                     | 4,653       | 138         | 225         | 4,806                | 11,667         |
| Raleigh                                   | 3,925       | 164         | 165         | 4,010                | 9,760          |
| Reno                                      | 6,843       | 229         | 341         | 6,982                | 14,371         |
| Sacramento                                | 42,798      | 1,544       | 1,326       | 44,038               | 100,973        |
| Saint Louis                               | 13,009      | 427         | 639         | 13,295               | 26,649         |
| Salinas                                   | 7,479       | 247         | 317         | 7,613                | 14,959         |
| Salt Lake City                            | 22,252      | 725         | 1,041       | 22,811               | 49,838         |
| San Antonio                               | 4,799       | 221         | 279         | 4,937                | 13,805         |
| San Diego                                 | 55,432      | 1,903       | 1,951       | 56,935               | 150,752        |
| San Francisco                             | 214,476     | 7,386       | 6,751       | 220,099              | 537,900        |
| San Luis/Obispo                           | 5,001       | 154         | 145         | 5,115                | 12,105         |
| Santa Barbara                             | 8,088       | 241         | 248         | 8,231                | 19,362         |
| Seattle                                   | 85,342      | 2,754       | 2,217       | 87,148               | 200,011        |
| Spokane                                   | 4,828       | 203         | 209         | 4,952                | 13,251         |
| Stockton                                  | 9,010       | 294         | 332         | 9,208                | 18,643         |
| Tampa                                     | 6,292       | 218         | 283         | 6,457                | 15,417         |
| Tucson                                    | 7,928       | 298         | 377         | 8,149                | 18,544         |
| Tulsa                                     | 4,112       | 141         | 179         | 4,238                | 8,362          |
| Washington D.C.                           | 32,990      | 1,587       | 1,795       | 34,063               | 97,410         |
| <b>Top US MSAs as % of total visitors</b> | <b>75.9</b> | <b>70.2</b> | <b>72.9</b> | <b>75.9</b>          | <b>74.4</b>    |

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2003 Annual Visitor Research Report*.

## 10.1.5

### VISITOR ARRIVALS, MAUI COUNTY

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

| <b>Westbound Visitors</b> |  |                                 |                                |                              |
|---------------------------|--|---------------------------------|--------------------------------|------------------------------|
| 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                    |
|                           | <b><u>International Visitors<sup>1</sup></u></b> | <b><u>Domestic Visitors</u></b> |                                | <b><u>Total Visitors</u></b> |
| 1989 <sup>2</sup>         | 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                    |
|                           |  |                                 | <b><u>Arrivals by Ship</u></b> |                              |
| 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                    |
| 2003                      | 296,273  | 1,900,174                       | 43,514                         | 2,239,961                    |

<sup>1</sup> 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.

<sup>2</sup> 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, *2003 Annual Visitor Research Report*; "Historical Visitor Data."

## 10.1.6

## NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

(Arrivals by Air)

| 2003<br>MMA <sup>1</sup>   | MAUI             |                |                  | MOLOKAI       |               |               | LANAI         |               |               |
|----------------------------|------------------|----------------|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                            | Domestic         | International  | Total            | Domestic      | Int'l.        | Total         | Domestic      | Int'l.        | Total         |
| <b>Total</b>               | <b>1,852,144</b> | <b>273,277</b> | <b>2,125,421</b> | <b>70,624</b> | <b>23,483</b> | <b>94,106</b> | <b>72,674</b> | <b>18,772</b> | <b>91,445</b> |
| <b>U.S.</b>                | <b>1,736,795</b> | <b>19,932</b>  | <b>1,756,728</b> | <b>64,433</b> | <b>1,686</b>  | <b>66,118</b> | <b>67,014</b> | <b>1,028</b>  | <b>68,042</b> |
| <b>Canada</b>              | <b>18,437</b>    | <b>76,575</b>  | <b>95,013</b>    | <b>802</b>    | <b>3,300</b>  | <b>4,102</b>  | <b>817</b>    | <b>3,247</b>  | <b>4,064</b>  |
| <b>Asia</b>                |                  |                |                  |               |               |               |               |               |               |
| China                      | 2,127            | 754            | 2,881            | 211           | 57            | 268           | 134           | 93            | 227           |
| Hong Kong                  | 482              | 860            | 1,342            | 58            | 107           | 165           | 29            | 0             | 29            |
| Japan                      | 1,500            | 121,635        | 123,135          | 76            | 13,113        | 13,189        | 61            | 10,065        | 10,126        |
| Korea                      | 1,370            | 10,732         | 12,103           | 70            | 701           | 771           | 104           | 384           | 489           |
| Singapore                  | 242              | 594            | 835              | 25            | 0             | 25            | 21            | 0             | 21            |
| Taiwan                     | 595              | 2,383          | 2,978            | 44            | 190           | 234           | 23            | 27            | 49            |
| <b>Total Asia</b>          | <b>6,316</b>     | <b>136,958</b> | <b>143,274</b>   | <b>484</b>    | <b>14,168</b> | <b>14,652</b> | <b>372</b>    | <b>10,569</b> | <b>10,941</b> |
| <b>Oceania</b>             |                  |                |                  |               |               |               |               |               |               |
| Australia                  | 2,059            | 15,360         | 17,419           | 88            | 1,028         | 1,116         | 104           | 1,205         | 1,309         |
| New Zealand                | 507              | 2,924          | 3,431            | 56            | 250           | 306           | 57            | 293           | 350           |
| <b>Total Oceania</b>       | <b>2,566</b>     | <b>18,285</b>  | <b>20,851</b>    | <b>143</b>    | <b>1,278</b>  | <b>1,422</b>  | <b>161</b>    | <b>1,498</b>  | <b>1,659</b>  |
| <b>Europe</b>              |                  |                |                  |               |               |               |               |               |               |
| United Kingdom             | 15,029           | 2,643          | 17,672           | 756           | 212           | 969           | 755           | 116           | 871           |
| Germany                    | 9,912            | 948            | 10,859           | 549           | 8             | 558           | 351           | 0             | 351           |
| France                     | 2,358            | 350            | 2,708            | 147           | 0             | 147           | 99            | 0             | 99            |
| Italy                      | 2,229            | 255            | 2,484            | 148           | 0             | 148           | 96            | 0             | 96            |
| Switzerland                | 2,607            | 385            | 2,993            | 126           | 22            | 149           | 139           | 22            | 162           |
| <b>Total Europe</b>        | <b>32,134</b>    | <b>4,582</b>   | <b>36,716</b>    | <b>1,728</b>  | <b>243</b>    | <b>1,971</b>  | <b>1,440</b>  | <b>139</b>    | <b>1,578</b>  |
| <b>Latin America</b>       |                  |                |                  |               |               |               |               |               |               |
| Argentina                  | 608              | 75             | 683              | 33            | 0             | 33            | 50            | 75            | 125           |
| Brazil                     | 1,273            | 293            | 1,566            | 108           | 0             | 108           | 130           | 0             | 130           |
| Mexico                     | 3,180            | 82             | 3,262            | 220           | 0             | 220           | 207           | 99            | 306           |
| <b>Total Latin America</b> | <b>5,061</b>     | <b>450</b>     | <b>5,511</b>     | <b>362</b>    | <b>0</b>      | <b>362</b>    | <b>387</b>    | <b>174</b>    | <b>561</b>    |
| <b>Other Foreign</b>       | <b>50,835</b>    | <b>16,494</b>  | <b>67,329</b>    | <b>2,663</b>  | <b>2,809</b>  | <b>5,472</b>  | <b>2,464</b>  | <b>2,117</b>  | <b>4,581</b>  |
| <b>Total Foreign</b>       | <b>115,349</b>   | <b>253,344</b> | <b>368,694</b>   | <b>6,182</b>  | <b>21,798</b> | <b>27,981</b> | <b>5,641</b>  | <b>17,744</b> | <b>23,384</b> |

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

<sup>2</sup> "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, 2003 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 |
| <b>Maui</b>    |                  |                         |                                    |                               |          |                      |
| 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                |
| 2003           | 76.23            | 211.23                  | 161.03                             | 31.13                         | 10.38    | 20.33                |
| <b>Molokai</b> |                  |                         |                                    |                               |          |                      |
| 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                   |
| 2003           | 50.48            | 97.12                   | 49.03                              | 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 2003, and records.

## 10.2.2

### PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

| 2003  | Total<br>Maui | Kaanapali | West Maui | Other  | Molokai |
|---|---------------|-----------|-----------|--------|---------|
| <b>Room Sales for the Total Market</b>        |               |           |           |        |         |
| Percent Occupied                              | 76.23         | 79.41     | 76.83     | 74.21  | 50.48   |
| Average Daily Room Rate                       | 211.23        | 160.79    | 177.17    | 259.55 | 97.12   |
| Revenue / Available Room                      | 161.03        | 127.60    | 136.10    | 192.60 | 49.03   |
| <b>Room Sales for the Hotel Market</b>        |               |           |           |        |         |
| Percent Occupied                              | 78.65         | 80.04     | 76.64     | 78.51  | 60.99   |
| Average Daily Room Rate                       | 236.63        | 160.06    | 185.11    | 310.84 | 105.63  |
| Revenue / Available Room                      | 186.10        | 128.10    | 141.80    | 244.00 | 64.42   |
| <b>Room Sales for the Resort Condo Market</b> |               |           |           |        |         |
| Percent Occupied                              | 71.40         | 75.75     | 77.10     | 65.71  | 41.87   |
| Average Daily Room Rate                       | 155.24        | 163.23    | 169.54    | 138.61 | 86.97   |
| Revenue / Available Room                      | 110.80        | 125.10    | 130.50    | 91.08  | 36.42   |
| <b>Food Sales for the Total Market</b>        |               |           |           |        |         |
| Average Daily Food per Guest                  | 31.13         | 21.32     | 27.79     | 38.80  | N/A     |
| Average Daily Beverage per Guest              | 10.38         | 6.98      | 9.78      | 12.84  | N/A     |
| Average Food Sales Per Cover                  | 20.33         | 14.64     | 24.64     | 22.47  | N/A     |

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2003.

## 10.2.3

### PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

| 2003                               | Maui      |             |           |           |          | Molokai   |
|------------------------------------|-----------|-------------|-----------|-----------|----------|-----------|
|                                    | Luxury    | First Class | Deluxe    | Standard  | Budget   | Standard  |
| <b>Room Quality</b>                |           |             |           |           |          |           |
| Percent Occupied                   | 73.96     | 77.72       | 78.48     | 78.38     | N/A      | 50.03     |
| Average Daily Room Rate            | 305.81    | 170.65      | 125.04    | 92.02     | N/A      | 77.64     |
| Revenue / Available Room           | 226.17    | 132.63      | 98.13     | 72.13     | N/A      | 38.84     |
| <b>Number of Rooms on Property</b> |           |             |           |           |          |           |
|                                    | Under 100 | 100 - 200   | 201 - 350 | 351 - 500 | Over 500 | Under 100 |
| Percent Occupied                   | 54.54     | 74.64       | 76.19     | 83.45     | 77.58    | 50.48     |
| Average Daily Room Rate            | 197.05    | 135.12      | 201.15    | 254.79    | 228.03   | 97.12     |
| Revenue / Available Room           | 107.47    | 100.85      | 153.26    | 212.65    | 176.90   | 49.03     |

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii, Quality and Size Report*, December 2003.

## 10.2.4

### HOSPITALITY ADVISORS LLC HAWAII HOTEL FLASH REPORT, MAUI ISLAND

| 2003                      | Occupancy    | Average Daily Rate | Revenue per Available Room |
|---------------------------|--------------|--------------------|----------------------------|
| <b>Total Maui</b>         | <b>74.2%</b> | <b>186.96</b>      | <b>138.72</b>              |
| <b>By Area</b>            |              |                    |                            |
| Lahaina/Kaanapali/Kapalua | 75.9%        | 177.25             | 134.53                     |
| Other Maui                | 72.2%        | 198.23             | 143.19                     |
| <b>By Price</b>           |              |                    |                            |
| Luxury                    | 73.6%        | 285.39             | 210.05                     |
| Upscale                   | 78.7%        | 156.44             | 123.12                     |
| Midprice                  | 75.6%        | 132.45             | 100.13                     |
| Economy                   | 74.9%        | 101.89             | 76.32                      |
| Budget                    | 69.4%        | 79.73              | 55.33                      |

SOURCE: Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, December 2003.  
©2002 Hospitality Advisors LLC.

## 10.2.5

### VISITOR PLANT INVENTORY BY ISLAND AND PRICE, MAUI COUNTY

| Class (Price per Night)  | 2003          |               |            | 2002          |               |            |
|--------------------------|---------------|---------------|------------|---------------|---------------|------------|
|                          | Units         | % of Total    | Properties | Units         | % of Total    | Properties |
| <b>Maui</b>              |               |               |            |               |               |            |
| Budget: \$100 or less    | 2,400         | 13.8%         |            | 2,494         | 14.7%         |            |
| Standard: \$101 to \$250 | 5,828         | 33.5%         |            | 5,816         | 34.4%         |            |
| Deluxe: \$251 to \$500   | 6,924         | 39.8%         |            | 6,977         | 41.2%         |            |
| Luxury: Over \$500       | 2,238         | 12.9%         |            | 1,630         | 9.6%          |            |
| <b>All levels</b>        | <b>17,390</b> | <b>100.0%</b> | <b>232</b> | <b>16,917</b> | <b>100.0%</b> | <b>221</b> |
| <b>Molokai</b>           |               |               |            |               |               |            |
| Budget: \$100 or less    | 66            | 28.1%         |            | 56            | 25.6%         |            |
| Standard: \$101 to \$250 | 104           | 43.9%         |            | 98            | 44.4%         |            |
| Deluxe: \$251 to \$500   | 66            | 28.0%         |            | 66            | 30.0%         |            |
| <b>All levels</b>        | <b>236</b>    | <b>100.0%</b> | <b>24</b>  | <b>220</b>    | <b>100.0%</b> | <b>10</b>  |
| <b>Lanai</b>             |               |               |            |               |               |            |
| Budget: \$100 or less    | 7             | 2.0%          |            | 7             | 2.0%          |            |
| Standard: \$101 to \$250 | 10            | 2.7%          |            | 10            | 2.7%          |            |
| Deluxe: \$251 to \$500   | 174           | 47.2%         |            | 174           | 47.2%         |            |
| Luxury: Over \$500       | 177           | 48.2%         |            | 177           | 48.2%         |            |
| <b>All levels</b>        | <b>368</b>    | <b>100.0%</b> | <b>6</b>   | <b>368</b>    | <b>100.0%</b> | <b>6</b>   |

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2003 Visitor Plant Inventory*.

## 10.2.6

### VISITOR PLANT INVENTORY BY ISLAND AND TYPE, MAUI COUNTY

|                 | 1999            |                    | 2000            |                    | 2001            |                    | 2002            |                    | 2003            |                    |
|-----------------|-----------------|--------------------|-----------------|--------------------|-----------------|--------------------|-----------------|--------------------|-----------------|--------------------|
|                 | Prop-<br>erties | Available<br>Units | Prop-<br>erties | Available<br>Units | Prop-<br>erties | Available<br>Units | Prop-<br>erties | Available<br>Units | Prop-<br>erties | Available<br>Units |
| <b>Maui</b>     |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Apartment/Hotel | 5               | 58                 | 6               | 74                 | 6               | 93                 | 7               | 103                | 6               | 69                 |
| Bed & Breakfast | 27              | 125                | 30              | 134                | 26              | 115                | 23              | 113                | 22              | 110                |
| Hostel          | 2               | 44                 | 3               | 50                 | 2               | 30                 | 2               | 30                 | 2               | 30                 |
| Hotel           | 27              | 8,583              | 28              | 8,577              | 29              | 8,399              | 29              | 8,413              | 29              | 8,379              |
| Condominium     |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Hotel           | 105             | 7,991              | 104             | 7,767              | 107             | 7,987              | 102             | 7,548              | 106             | 7,955              |
| Individual      |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Vacation Unit   | 47              | 327                | 56              | 327                | 65              | 409                | 63              | 584                | 63              | 638                |
| Other           | 18              | 554                | 14              | 544                | 16              | 541                | 16              | 613                | 19              | 730                |
| <b>Total</b>    | <b>231</b>      | <b>17,682</b>      | <b>241</b>      | <b>17,473</b>      | <b>251</b>      | <b>17,574</b>      | <b>242</b>      | <b>17,404</b>      | <b>247</b>      | <b>17,911</b>      |
| <b>Molokai</b>  |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Bed & Breakfast | 1               | 1                  | 1               | 1                  | 1               | 1                  | 1               | 1                  | 2               | 3                  |
| Hotel           | 3               | 222                | 2               | 183                | 1               | 45                 | 1               | 45                 | 1               | 45                 |
| Condominium     |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Hotel           | 5               | 231                | 4               | 117                | 4               | 116                | 4               | 101                | 6               | 159                |
| Individual      |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Vacation Unit   | –               | –                  | 1               | 2                  | 2               | 4                  | 2               | 66                 | 17              | 26                 |
| Other           | 2               | 104                | 2               | 126                | 2               | 126                | 2               | 7                  | 2               | 66                 |
| <b>Total</b>    | <b>11</b>       | <b>558</b>         | <b>10</b>       | <b>429</b>         | <b>10</b>       | <b>292</b>         | <b>10</b>       | <b>220</b>         | <b>28</b>       | <b>299</b>         |
| <b>Lanai</b>    |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Bed & Breakfast | 1               | 3                  | –               | –                  | 1               | 3                  | 1               | 3                  | 1               | 3                  |
| Hotel           | 3               | 363                | 3               | 362                | 3               | 362                | 3               | 362                | 3               | 362                |
| Condominium     |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Individual      |                 |                    |                 |                    |                 |                    |                 |                    |                 |                    |
| Vacation Unit   | 2               | 3                  | 3               | 6                  | 2               | 3                  | 2               | 3                  | 2               | 3                  |
| Other           | –               | –                  | –               | –                  | –               | –                  | –               | –                  | –               | –                  |
| <b>Total</b>    | <b>6</b>        | <b>369</b>         | <b>6</b>        | <b>368</b>         | <b>6</b>        | <b>368</b>         | <b>6</b>        | <b>368</b>         | <b>6</b>        | <b>368</b>         |

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, 2003 Visitor Plant Inventory.

## 10.2.7

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

| 2003 Island/Area/Type                   | Properties | Available Units |
|---|------------|-----------------|
| <b>Maui Island</b>                      | <b>247</b> | <b>17,911</b>   |
| <b>Hana</b>                             | <b>21</b>  | <b>139</b>      |
| Bed & Breakfast                         | 3          | 13              |
| Condominium Hotel                       | 1          | 16              |
| Hotel                                   | 2          | 70              |
| Individual Vacation Unit                | 12         | 25              |
| Other                                   | 3          | 15              |
| <b>Kahului-Wailuku</b>                  | <b>9</b>   | <b>432</b>      |
| Bed & Breakfast                         | 1          | 10              |
| Hostel                                  | 2          | 30              |
| Hotel                                   | 3          | 366             |
| Individual Vacation Unit                | 1          | 6               |
| Other                                   | 2          | 20              |
| <b>Kula-Makawao</b>                     | <b>26</b>  | <b>93</b>       |
| Bed & Breakfast                         | 4          | 19              |
| Condominium Hotel                       | 1          | 16              |
| Hotel                                   | 1          | 8               |
| Individual Vacation Unit                | 18         | 44              |
| Other                                   | 2          | 6               |
| <b>Lahaina-Kaanapali-Napili-Kapalua</b> | <b>90</b>  | <b>9,649</b>    |
| Apartment/ Hotel                        | 3          | 48              |
| Bed & Breakfast                         | 8          | 47              |
| Condominium Hotel                       | 47         | 4,164           |
| Hotel                                   | 12         | 4,616           |
| Individual Vacation Unit                | 12         | 143             |
| Other                                   | 8          | 631             |
| <b>Maalaea</b>                          | <b>8</b>   | <b>252</b>      |
| Condominium Hotel                       | 8          | 252             |
| <b>Wailea-Kihei</b>                     | <b>93</b>  | <b>7,346</b>    |
| Apartment/ Hotel                        | 3          | 21              |
| Bed & Breakfast                         | 6          | 21              |
| Condominium Hotel                       | 49         | 3,507           |
| Hotel                                   | 11         | 3,319           |
| Individual Vacation Unit                | 20         | 420             |
| Other                                   | 4          | 58              |
| <b>Molokai</b>                          | <b>28</b>  | <b>299</b>      |
| Bed & Breakfast                         | 2          | 3               |
| Condominium Hotel                       | 6          | 159             |
| Hotel                                   | 1          | 45              |
| Individual Vacation Unit                | 17         | 26              |
| Other                                   | 2          | 66              |
| <b>Lanai</b>                            | <b>6</b>   | <b>368</b>      |
| 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, 2003 Visitor Plant Inventory.

10.2.8

**VISITOR PLANT INVENTORY,  
MAUI COUNTY**

| <b>Year</b> | <b>Available<br/>Units</b> |
|-------------|----------------------------|
| 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                     |
| 2003        | 18,578                     |

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, *2003 Visitor Plant Inventory*.

10.2.9

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

| 2003   | 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<br>Lahaina, Maui           | 806                               | 16,640                         | 1,400                                    | 850                          | 71.0%                  |
| Grand Wailea Resort Hotel & Spa<br>Wailea, Maui              | 780                               | 26,700                         | 1,600                                    | 863                          | DND                    |
| The Westin Maui<br>Lahaina, Maui                             | 759                               | 8,765                          | 1,000                                    | DND                          | 84.0%                  |
| The Ritz-Carlton Kapalua<br>Kapalua, Maui                    | 548                               | 19,200                         | 1,200                                    | 650                          | DND                    |
| Outrigger Wailea Resort<br>Wailea, Maui                      | 521                               | 13,800                         | 1,100                                    | 325                          | DND                    |
| The Royal Lahaina Resort<br>Lahaina, Maui                    | 516                               | 7,890                          | 800                                      | DND                          | DND                    |
| Sheraton Maui Resort<br>Lahaina, Maui                        | 510                               | 6,560                          | 600                                      | 325                          | DND                    |
| Aston Kaanapali Shores<br>Lahaina, Maui                      | 463                               | NA                             | NA                                       | DND                          | DND                    |
| Fairmont Kea Lani Hotel Suites, Villas & Spa<br>Wailea, Maui | 450                               | 8,800                          | 1,500                                    | 500                          | DND                    |
| Kaanapali Beach Hotel<br>Lahaina, Maui                       | 430                               | 4,631                          | 600                                      | 241                          | DND                    |
| Maui Marriott Resort<br>Lahaina, Maui                        | 391                               | 14,040                         | 1,700                                    | DND                          | DND                    |
| Four Seasons Resort Maui at Wailea<br>Wailea, Maui           | 380                               | DND                            | 500                                      | 588                          | DND                    |
| Ohana Maui Islander<br>Lahaina, Maui                         | 360                               | NA                             | NA                                       | DND                          | DND                    |
| The Whaler on Kaanapali Beach<br>Lahaina, Maui               | 359                               | NA                             | NA                                       | DND                          | DND                    |
| Renaissance Wailea Beach Resort<br>Wailea, Maui              | 345                               | 6,500                          | 400                                      | DND                          | DND                    |
| Maui Prince Hotel, Makena<br>Wailea, Maui                    | 310                               | 5,200                          | 350                                      | DND                          | DND                    |
| Maui Marc Vista<br>Kihei, Maui                               | 265                               | NA                             | NA                                       | 7                            | 78.3%                  |
| Maui Coast Hotel<br>Kihei, Maui                              | 265                               | 980                            | 80                                       | 70                           | DND                    |

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

SOURCE: *Pacific Business News*, "Largest Maui County Hotels," *Book of Lists 2004*.

### 10.3.1

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

*In dollars; excludes transpacific travel costs  
(Arrivals by Air)*

| Expenditure Type                                   | US EAST      |              | US WEST      |              | JAPAN        |              |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
|  | 2002         | 2003         | 2002         | 2003         | 2002         | 2003         |
| <b>GRAND TOTAL</b>                                 | <b>163.0</b> | <b>163.3</b> | <b>141.9</b> | <b>153.0</b> | <b>233.1</b> | <b>240.1</b> |
| <b>Total Food and beverage</b>                     | <b>35.2</b>  | <b>35.4</b>  | <b>31.5</b>  | <b>32.0</b>  | <b>40.2</b>  | <b>41.3</b>  |
| Restaurant food                                    | 25.5         | 25.6         | 21.6         | 21.6         | 30.0         | 27.9         |
| Dinner shows and cruises                           | 5.0          | 4.6          | 4.1          | 4.1          | 3.0          | 5.6          |
| Groceries and snacks                               | 4.8          | 5.1          | 5.7          | 6.3          | 7.2          | 7.9          |
| <b>Entertainment &amp; Recreation <sup>1</sup></b> | 10.7         | 14.7         | 8.9          | 12.1         | 6.0          | 18.2         |
| <b>Total Transportation</b>                        | 21.3         | 17.5         | 18.4         | 16.2         | 11.5         | 12.6         |
| Interisland airfare                                | 6.6          | 2.8          | 3.7          | 1.2          | 3.4          | 4.8          |
| Ground transportation                              | 1.3          | 1.4          | 1.0          | 0.8          | 5.0          | 4.7          |
| Rental vehicles                                    | 11.5         | 11.5         | 11.9         | 12.7         | 2.7          | 2.8          |
| Gasoline, parking, etc.                            | 1.9          | 1.8          | 1.9          | 1.6          | 0.3          | 0.3          |
| <b>Total Shopping</b>                              | 24.4         | 25.5         | 20.1         | 21.4         | 82.2         | 89.9         |
| Fashion and clothing                               | 8.5          | 9.0          | 7.9          | 8.1          | 17.9         | 22.4         |
| Jewelry and watches                                | 6.8          | 5.7          | 4.5          | 4.5          | 10.1         | 12.6         |
| Cosmetics, perfume                                 | 0.4          | 0.3          | 0.5          | 0.3          | 4.7          | 5.4          |
| Leather goods                                      | 0.4          | 0.4          | 0.4          | 0.4          | 24.7         | 30.4         |
| Hawaii food products                               | 2.1          | 2.6          | 2.0          | 2.2          | 1.8          | 9.7          |
| Souvenirs  | 6.2          | 7.4          | 4.8          | 5.9          | 23.0         | 9.5          |
| <b>Lodging</b>                                     | 56.4         | 64.1         | 51.3         | 64.9         | 62.8         | 61.3         |
| All other expenses                                 | 9.4          | 6.2          | 7.8          | 6.5          | 11.4         | 16.7         |
| Optional tour packages <sup>1</sup>                | 5.7          | NA           | 3.9          | NA           | 19.2         | NA           |

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

<sup>1</sup> Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2003 Annual Visitor Research Report*.

## 10.3.2

### VISITOR SPENDING, MAUI AND MOLOKAI

| Spending per Person per Day            | MAUI          |               |               |               |                        | MOLOKAI      |
|--|---------------|---------------|---------------|---------------|------------------------|--------------|
|  | All Visitors  | U.S. East     | U.S. West     | Canada        | Residents <sup>1</sup> | All Visitors |
| <b>Total Lodging</b>                   | <b>76.85</b>  | <b>83.77</b>  | <b>76.08</b>  | <b>57.78</b>  | <b>32.88</b>           | <b>37.76</b> |
| <b>Total Food &amp; Beverage</b>       | <b>34.76</b>  | <b>40.80</b>  | <b>32.58</b>  | <b>23.54</b>  | <b>25.81</b>           | <b>17.17</b> |
| Food at Restaurants                    | 24.03         | 30.13         | 21.80         | 13.37         | 18.17                  | 9.41         |
| Dinner Shows                           | 3.70          | 4.77          | 3.34          | 2.00          | 1.11                   | 0.07         |
| Groceries                              | 7.03          | 5.90          | 7.44          | 8.17          | 6.53                   | 7.69         |
| <b>Total Entertainment<sup>2</sup></b> | <b>15.72</b>  | <b>21.81</b>  | <b>13.71</b>  | <b>8.11</b>   | <b>13.44</b>           | <b>6.61</b>  |
| <b>Total Transportation</b>            | <b>17.04</b>  | <b>19.43</b>  | <b>16.32</b>  | <b>13.72</b>  | <b>10.95</b>           | <b>11.78</b> |
| Ground transportation                  | 0.93          | 2.08          | 0.45          | 0.27          | 0.06                   | 0.27         |
| Rental vehicles                        | 14.86         | 15.80         | 14.74         | 12.50         | 8.93                   | 9.92         |
| Other transportation                   | 1.25          | 1.55          | 1.13          | 0.96          | 1.97                   | 1.59         |
| <b>Total Shopping</b>                  | <b>20.65</b>  | <b>24.69</b>  | <b>19.47</b>  | <b>11.04</b>  | <b>9.77</b>            | <b>5.58</b>  |
| Fashion and clothing                   | 8.38          | 9.36          | 8.01          | 5.77          | 3.74                   | 2.12         |
| Jewelry / watch                        | 4.54          | 6.03          | 4.18          | 1.46          | 1.65                   | 0.62         |
| Cosmetics/perfumes                     | 0.31          | 0.34          | 0.31          | 0.09          | 0.34                   | 0.05         |
| Leather goods                          | 0.45          | 0.45          | 0.45          | 0.09          | 0.02                   | 0.13         |
| Hawaii food products                   | 1.76          | 1.94          | 1.75          | 0.91          | 1.43                   | 1.18         |
| Souvenirs                              | 5.21          | 6.56          | 4.77          | 2.72          | 2.58                   | 1.49         |
| <b>All Other</b>                       | <b>7.51</b>   | <b>9.37</b>   | <b>7.00</b>   | <b>4.83</b>   | <b>7.70</b>            | <b>3.61</b>  |
| <b>Tour Packages<sup>2</sup></b>       | <b>0.00</b>   | <b>0.00</b>   | <b>0.00</b>   | <b>0.00</b>   | <b>0.00</b>            | <b>0.00</b>  |
| <b>Cruise</b>                          | <b>0.11</b>   | <b>0.19</b>   | <b>0.06</b>   | <b>0.08</b>   | <b>0.00</b>            | <b>0.06</b>  |
| <b>Total Spending</b>                  | <b>172.64</b> | <b>200.05</b> | <b>165.21</b> | <b>119.10</b> | <b>100.56</b>          | <b>82.58</b> |

<sup>1</sup> Hawaii residents traveling inter-island.

<sup>2</sup> Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment category for 2003.

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

(Arrivals by Air)

| 2003                    | Total     | Domestic  | International |
|-------------------------|-----------|-----------|---------------|
| <b>Islands Visited</b>  |           |           |               |
| Maui County             | 789,395   | 590,399   | 198,996       |
| ... Maui                | 2,196,447 | 1,900,174 | 296,273       |
| ... Molokai             | 2,125,421 | 1,852,144 | 273,277       |
| ... Lanai               | 94,106    | 70,624    | 23,483        |
| Oahu                    | 91,445    | 72,674    | 18,772        |
| Kauai                   | 319,715   | 281,052   | 38,663        |
| Big Island              | 351,324   | 291,022   | 60,302        |
| ... Kona                | 200,109   | 161,210   | 38,900        |
| ... Hilo                | 254,540   | 207,132   | 47,408        |
| Maui Only               | 1,156,517 | 1,078,848 | 77,669        |
| Molokai Only            | 8,536     | 7,811     | 725           |
| Lanai Only              | 9,986     | 9,261     | 725           |
| <b>Visit Status</b>     |           |           |               |
| First trip              | 798,864   | 674,393   | 124,471       |
| Repeat                  | 1,397,583 | 1,225,782 | 171,802       |
| Average number of trips | 4.56      | 4.65      | 4.01          |
| <b>Party Size</b>       |           |           |               |
| One person              | 316,508   | 277,609   | 38,899        |
| Two persons             | 1,019,540 | 895,973   | 123,567       |
| Three or more persons   | 860,399   | 726,592   | 133,807       |
| Average party size      | 2.12      | 2.10      | 2.30          |
| <b>Accommodations</b>   |           |           |               |
| Hotel                   | 1,357,696 | 1,142,094 | 215,602       |
| ... Hotel Only          | 1,097,701 | 914,126   | 183,575       |
| Condo                   | 631,946   | 562,926   | 69,021        |
| ... Condo Only          | 478,093   | 428,771   | 49,322        |
| Timeshare               | 165,063   | 155,331   | 9,732         |
| ... Timeshare Only      | 111,191   | 106,058   | 5,132         |
| Apartment               | 1,257     | 1,251     | 6             |
| Bed & Breakfast         | 29,082    | 25,420    | 3,662         |
| Cruise Ship             | 107,852   | 96,062    | 11,789        |
| Friends or Relatives    | 144,866   | 128,235   | 16,632        |

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2003 Annual Visitor Research Report.

## 10.4.1

### ACTIVITY PARTICIPATION MAUI BY VISITOR CATEGORY, MAUI COUNTY

| Activity                                 | U.S. Total | U.S. West | U.S. East | Japan  | Canada | Europe |
|--|------------|-----------|-----------|--------|--------|--------|
| <b>Sightseeing</b>                       | 92.80%     | 92.20%    | 93.40%    | 90.80% | 91.70% | 95.10% |
| Helicopter / airplane tour               | 9.40%      | 8.60%     | 10.00%    | 7.30%  | 9.00%  | 7.90%  |
| Boat tour / submarine / whale watching   | 36.40%     | 34.80%    | 37.70%    | 9.70%  | 29.60% | 30.50% |
| Tour bus excursion                       | 11.40%     | 6.00%     | 16.10%    | 49.30% | 21.30% | 20.70% |
| Private limousine / van tour             | 4.90%      | 4.30%     | 5.40%     | 5.50%  | 6.50%  | 14.20% |
| Self-guided                              | 76.00%     | 82.10%    | 70.70%    | 37.80% | 69.30% | 68.10% |
| <b>Recreation</b>                        | 86.20%     | 90.30%    | 82.60%    | 52.20% | 80.30% | 81.30% |
| Swimming / sunbathing / beach            | 77.90%     | 81.70%    | 74.60%    | 36.50% | 73.50% | 78.10% |
| Snorkeling / scuba diving                | 21.80%     | 28.60%    | 15.90%    | 5.00%  | 20.90% | 13.40% |
| Jet skiing / parasailing / windsurfing   | 53.10%     | 61.90%    | 45.40%    | 12.60% | 40.60% | 34.00% |
| Golf                                     | 7.10%      | 8.60%     | 5.70%     | 2.60%  | 11.90% | 3.70%  |
| Running / jogging / fitness walking      | 14.80%     | 13.80%    | 15.70%    | 12.60% | 34.10% | 6.30%  |
| Gym / health spa                         | 36.70%     | 40.30%    | 33.50%    | 8.40%  | 34.10% | 18.20% |
| Backpacking / hiking / camping           | 17.10%     | 18.70%    | 15.70%    | 2.40%  | 9.40%  | 5.50%  |
| Sports event or tournament               | 16.70%     | 18.50%    | 15.00%    | 2.90%  | 15.00% | 16.90% |
| <b>Entertainment</b>                     | 1.60%      | 1.60%     | 1.60%     | 1.00%  | 4.00%  | 1.70%  |
| Lunch / sunset / dinner / evening cruise | 79.90%     | 82.70%    | 77.50%    | 57.70% | 68.80% | 66.70% |
| Lounge act / stage show                  | 35.90%     | 34.20%    | 37.40%    | 18.90% | 31.20% | 32.00% |
| Nightclub / dancing / bar / karaoke      | 29.80%     | 32.70%    | 27.20%    | 4.20%  | 22.40% | 15.60% |
| Fine dining                              | 15.80%     | 15.60%    | 15.90%    | 2.60%  | 11.00% | 12.70% |
| <b>Shopping</b>                          | 66.00%     | 68.70%    | 63.70%    | 49.90% | 52.90% | 45.70% |
| Department stores                        | 89.20%     | 91.20%    | 87.50%    | 59.10% | 85.90% | 84.50% |
| Designer boutiques                       | 37.60%     | 38.90%    | 36.50%    | 7.60%  | 47.30% | 46.60% |
| Hotel stores                             | 44.70%     | 47.50%    | 42.20%    | 21.50% | 39.90% | 26.00% |
| Swap meet / flea markets                 | 45.20%     | 46.10%    | 44.40%    | 2.60%  | 31.20% | 27.70% |
| Discount / outlet stores                 | 16.70%     | 21.00%    | 12.90%    | 4.70%  | 21.30% | 13.30% |
| Supermarkets                             | 34.60%     | 39.30%    | 30.60%    | 14.20% | 37.40% | 26.70% |
| Convenience stores                       | 59.40%     | 67.90%    | 52.10%    | 29.10% | 59.60% | 63.70% |
| Duty free store                          | 54.10%     | 55.80%    | 52.60%    | 29.40% | 52.70% | 35.80% |
| <b>Culture</b>                           | 6.20%      | 6.00%     | 6.40%     | 12.10% | 10.10% | 9.90%  |
| Historic site                            | 73.90%     | 74.10%    | 73.70%    | 26.20% | 65.70% | 62.30% |
| Museum / art gallery                     | 44.00%     | 46.30%    | 42.00%    | 13.60% | 46.40% | 46.20% |
| Polynesian show / luau                   | 29.40%     | 34.40%    | 25.00%    | 8.40%  | 26.50% | 21.40% |
| Art / craft fair                         | 42.40%     | 41.60%    | 43.10%    | 7.30%  | 34.30% | 24.50% |
| Festival                                 | 20.70%     | 24.30%    | 17.50%    | 1.60%  | 16.80% | 13.90% |
| <b>Transportation</b>                    | 4.40%      | 5.10%     | 3.80%     | 1.30%  | 3.10%  | 2.80%  |
| Trolley                                  | 84.60%     | 88.70%    | 81.00%    | 51.70% | 79.80% | 82.40% |
| Public Bus                               | 2.70%      | 3.10%     | 2.30%     | 8.10%  | 3.10%  | 7.10%  |
| Taxi / limousine                         | 3.30%      | 2.30%     | 4.30%     | 5.80%  | 8.10%  | 13.50% |
| Rental car                               | 8.40%      | 6.80%     | 9.80%     | 20.50% | 14.10% | 18.70% |

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities.

Source: Department of Business, Economic Development and Tourism. 2003, *Visitor Satisfaction & Activity Report*.

**10.4.2**  
**EXCELLENT SATISFACTION RATINGS**  
**BY ISLAND**

*U.S. and Japan Visitors*

| <b>Year</b>           | <b>State</b> | <b>Maui</b> | <b>Oahu</b> | <b>Big Island</b> | <b>Kauai</b> |
|-----------------------|--------------|-------------|-------------|-------------------|--------------|
| <b>U.S. Visitors</b>  |              |             |             |                   |              |
| 1998                  | 68.0%        | 70.0%       | 65.0%       | 72.0%             | 70.0%        |
| 2001                  | 68.6%        | 69.4%       | 67.5%       | 70.4%             | 74.1%        |
| 2002                  | 69.3%        | 70.1%       | 57.7%       | 65.5%             | 75.5%        |
| 2003                  | 72.4%        | 73.6%       | 60.1%       | 65.1%             | 76.4%        |
| <b>Japan Visitors</b> |              |             |             |                   |              |
| 1998                  | 41.0%        | 38.0%       | 41.0%       | 35.0%             | 42.0%        |
| 2001                  | 53.9%        | 52.7%       | 55.4%       | 51.3%             | 39.8%        |
| 2002                  | 48.7%        | 51.9%       | 48.5%       | 55.6%             | 45.5%        |
| 2003                  | 52.0%        | 53.7%       | 55.1%       | 57.3%             | 41.6%        |

Source: Department of Business, Economic Development and Tourism, *2003 Visitor Satisfaction & Activity Report*.

**10.4.3**  
**MAUI COUNTY VISITATION DECISION TIMETABLE**

*(% of Total Visitors by MMA)*

| <b>Island</b>                   | <b>Total U.S.</b> | <b>U.S. West</b> | <b>U.S. East</b> | <b>Japan</b> | <b>Canada</b> | <b>Europe</b> |
|---------------------------------|-------------------|------------------|------------------|--------------|---------------|---------------|
| <b>Maui</b>                     |                   |                  |                  |              |               |               |
| Decide before arrival in Hawaii | 93.40%            | 92.90%           | 93.90%           | 85.80%       | 94.20%        | 88.80%        |
| Decide after arrival in Hawaii  | 6.60%             | 7.10%            | 6.10%            | 14.20%       | 5.80%         | 11.20%        |
| <b>Molokai</b>                  |                   |                  |                  |              |               |               |
| Decide before arrival in Hawaii | 51.5%             | 52.9%            | 50.0%            | 57.6%        | 75.0%         | 59.4%         |
| Decide after arrival in Hawaii  | 48.5%             | 47.1%            | 50.0%            | 42.4%        | 25.0%         | 40.6%         |
| <b>Lanai</b>                    |                   |                  |                  |              |               |               |
| Decide before arrival in Hawaii | 56.8%             | 51.5%            | 60.0%            | 70.0%        | 66.7%         | 61.7%         |
| Decide after arrival in Hawaii  | 43.2%             | 48.5%            | 40.0%            | 30.0%        | 33.3%         | 38.3%         |

Source: Department of Business, Economic Development and Tourism, *2003 Visitor Satisfaction & Activity Report*.

## 10.4.4

### OVERALL ISLAND EXPERIENCE, MAUI COUNTY, ALL VISITOR CATEGORIES

| Experience         | U.S Total | U.S. West | U.S. East | Japan | Canada | Europe |
|--------------------|-----------|-----------|-----------|-------|--------|--------|
| <b>Maui Island</b> |           |           |           |       |        |        |
| Excellent          | 73.6%     | 71.6%     | 75.3%     | 53.7% | 66.7%  | 65.6%  |
| Above Average      | 23.5%     | 25.4%     | 21.9%     | 40.6% | 30.7%  | 30.3%  |
| Below Average      | 2.8%      | 3.0%      | 2.6%      | 5.0%  | 2.6%   | 3.9%   |
| Poor               | 0.1%      | 0.0%      | 0.2%      | 0.7%  | 0.0%   | 0.2%   |
| <b>Molokai</b>     |           |           |           |       |        |        |
| Excellent          | 53.6%     | 48.0%     | 58.1%     | 41.7% | 59.3%  | 50.0%  |
| Above Average      | 39.3%     | 40.0%     | 38.7%     | 50.0% | 29.6%  | 41.4%  |
| Below Average      | 3.6%      | 4.0%      | 3.2%      | 8.3%  | 11.1%  | 8.6%   |
| Poor               | 3.6%      | 8.0%      | 0.0%      | 0.0%  | 0.0%   | 0.0%   |
| <b>Lanai</b>       |           |           |           |       |        |        |
| Excellent          | 61.7%     | 60.7%     | 62.3%     | 50.0% | 58.3%  | 60.0%  |
| Above Average      | 30.9%     | 25.0%     | 34.0%     | 43.8% | 38.9%  | 36.0%  |
| Below Average      | 7.4%      | 14.3%     | 3.8%      | 6.3%  | 2.8%   | 2.7%   |
| Poor               | 0.0%      | 0.0%      | 0.0%      | 0.0%  | 0.0%   | 1.3%   |

Source: Department of Business, Economic Development and Tourism, 2003 Visitor Satisfaction & Activity Report.

10.4.5

**VISITORS BY INCOME LEVEL,  
BY MMA, MAUI COUNTY**

| <b>Income</b>              | <b>Total U.S.</b> | <b>U.S. West</b> | <b>U.S. East</b> | <b>Canada</b> | <b>Europe<sup>1</sup></b> |
|----------------------------|-------------------|------------------|------------------|---------------|---------------------------|
| Under \$15,000             | 1.1%              | 1.1%             | 1.0%             | 0.5%          | 3.7%                      |
| \$15,000 - \$24,999        | 1.5%              | 2.1%             | 1.0%             | 2.4%          | 6.2%                      |
| \$25,000 - \$29,999        | 1.4%              | 1.6%             | 1.2%             | 1.4%          | 4.4%                      |
| \$30,000 - \$34,999        | 3.3%              | 3.0%             | 3.7%             | 3.0%          | 7.7%                      |
| \$35,000 - \$39,999        | 1.6%              | 1.8%             | 1.4%             | 3.5%          | 6.0%                      |
| \$40,000 - \$44,999        | 3.0%              | 3.0%             | 3.0%             | 5.4%          | 6.5%                      |
| \$45,000 - \$49,999        | 2.9%              | 2.8%             | 3.0%             | 4.9%          | 6.2%                      |
| \$50,000 - \$69,999        | 14.2%             | 13.8%            | 14.6%            | 15.4%         | 16.1%                     |
| \$70,000 - \$99,999        | 22.0%             | 23.4%            | 20.7%            | 24.6%         | 18.1%                     |
| \$100,000 - \$124,999      | 16.1%             | 16.7%            | 15.6%            | 14.9%         | 9.9%                      |
| \$125,000 - \$149,999      | 8.1%              | 6.9%             | 9.1%             | 7.6%          | 4.6%                      |
| \$150,000 or more          | 24.8%             | 23.9%            | 25.6%            | 16.5%         | 10.6%                     |
| <b>Japan</b>               |                   |                  |                  |               |                           |
| <b>10,000 Japanese Yen</b> |                   |                  |                  |               |                           |
| Under 150                  | 3.0%              |                  |                  |               |                           |
| 150 - 249.999              | 5.2%              |                  |                  |               |                           |
| 250 - 299.999              | 4.9%              |                  |                  |               |                           |
| 300 - 349.999              | 6.0%              |                  |                  |               |                           |
| 350 - 399.999              | 3.8%              |                  |                  |               |                           |
| 400 - 449.999              | 5.2%              |                  |                  |               |                           |
| 450 - 499.999              | 6.3%              |                  |                  |               |                           |
| 500 - 699.999              | 12.0%             |                  |                  |               |                           |
| 700 - 999.999              | 23.1%             |                  |                  |               |                           |
| 1,000 - 1,249.999          | 11.4%             |                  |                  |               |                           |
| 1,250 - 1,499.999          | 6.0%              |                  |                  |               |                           |
| 1,500 or more              | 13.3%             |                  |                  |               |                           |

<sup>1</sup> In U.S. Dollars

Source: Department of Business, Economic Development and Tourism, 2003 Visitor Satisfaction & Activity Report.

10.5.1

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

*Calendar year unless otherwise specified*

| <b>Island and Cultural Attraction</b>             | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> |
|---|-------------|-------------|-------------|-------------|
| <b>Maui</b>                                       |             |             |             |             |
| Alexander & Baldwin Sugar Museum                  | 34,909      | 31,004      | 33,386      | 32,818      |
| Halekii-Pihana Heiaus State Monument <sup>1</sup> | 7,200       | NA          | NA          | NA          |
| Hana Cultural Center (Hale Wai Wai O Hana)        | 16,963      | 17,009      | 16,114      | NA          |
| Hawaii Nature Center                              | 58,567      | 41,003      | NA          | NA          |
| Iao Valley State Monument <sup>1</sup>            | 741,000     | NA          | NA          | NA          |
| Kula Botanical Gardens                            | 24,200      | 24,200      | 27,050      | 26,030      |
| Lahaina Restoration Foundation                    | 218,400     | 210,349     | 154,898     | 143,341     |
| Baldwin Missionary Home Museum                    | 52,632      | 45,106      | 37,438      | 35,282      |
| Brig Carthaginian <sup>3</sup>                    | 44,656      | 39,476      | 19,343      |             |
| Hale Pa'ahao (Old Lahaina Prison)                 | 30,255      | 29,877      | 24,632      | 27,834      |
| Hale Pa'i Printing House                          | 5,177       | 3,184       | 2,101       | 2,416       |
| Wo Hing Temple Museum                             | 85,680      | 92,706      | 71,384      | 77,809      |
| Maui Historical Society Bailey House Museum       | 14,196      | 11,681      | 12,780      | 12,003      |
| Maui Ocean Center <sup>2</sup>                    | NA          | NA          | NA          | NA          |
| Maui Tropical Plantation                          | 240,763     | NA          | NA          | NA          |
| Whaler's Village Museum <sup>3</sup>              | 189,149     | 177,024     | 186,508     | 176,495     |
| <b>Molokai</b>                                    |             |             |             |             |
| Kalaupapa Settlement                              | 8,644       | 8,956       | 14,178      | 9,791       |

NA: Not available, open.

<sup>1</sup> Years ending June 30.

<sup>2</sup> Opened in March 1998.

<sup>3</sup> Brig. Carthaginian closed for all of 2003

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawaii Data Book 2003*, Table 7.40; and records.

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

| 2002  | Maui      | Kahoolawe | Lanai    | Molokai   | Total<br>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 <sup>1</sup> | 1         | –         | –        | 2         | 3                    |
| <b>Total sites</b>                          | <b>66</b> | <b>1</b>  | <b>2</b> | <b>93</b> | <b>162</b>           |

<sup>1</sup> 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, 2002.

## 10.5.3

### NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

| Parks   | 1999      | 2000      | 2001      | 2002               | 2003      |
|---|-----------|-----------|-----------|--------------------|-----------|
| <b>National Parks<sup>1</sup></b>                   |           |           |           |                    |           |
| Number of areas                                     | 2         | 2         | 2         | 2                  | 2         |
| Acreage   | 29,116    | 28,991    | 28,991    | 39,747             | 40,747    |
| Visits  | 2,050,180 | 1,736,160 | 1,503,068 | 1,610,996          | 1,502,640 |
| <b>State Parks &amp; Historic Sites<sup>2</sup></b> |           |           |           |                    |           |
| Number of areas                                     | 10        | 10        | 10        | 10                 | 10        |
| Acreage   | 566       | 566       | 566       | 566                | 566       |
| Visits (1,000)                                      | 1,921     | 1,921     | 1,747     | 1,522              | 1,747     |
| <b>County Parks</b>                                 |           |           |           |                    |           |
| Number of areas                                     | 132       | 143       | 143       | 150 <sup>r</sup>   | 150       |
| Acreage   | 1,142     | 1,198     | 1,198     | 1,307 <sup>r</sup> | 1,307     |

<sup>r</sup> Revised from previous Data Book

<sup>1</sup> As of December 31.

<sup>2</sup> As of June 30.

SOURCES: U.S. Department of the Interior, National Park Service, Public Use Statistics Office, acreage and visitation reports, 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.

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## 10.5.4

### PARK MAINTENANCE, MAUI COUNTY DEPARTMENT OF PARKS AND RECREATION

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| Performance Measures:   | FY 1999 | FY 2000 | FY 2001 | FY 2002 |
|---|---------|---------|---------|---------|
| Total number of repair requests                               | 1,678   | 1,937   | 2,046   | 1,946   |
| Completed repair requests                                     | 1,632   | 1,921   | 1,998   | 1,938   |
| Emergency requests  | 239     | 262     | 302     | 325     |
| Percentage of emergency requests responded to within 24 hours | 95%     | 95%     | 95%     | 96%     |
| Completed projects  |         |         |         | 132     |
| Inventory of parks (does not include Waiehu Golf Course)      | 132     | 133     | 136     | 136     |
| Park acres (does not include Waiehu Golf Course)              | 1,229   | 1,334   | 1,342   | 1,342   |
| Additional street trees planted                               | 73      | 58      | 61      | 58      |
| Additional park trees planted                                 | 420     | 466     | 114     | 157     |
| Number of park trees trimmed by contractors                   | 4,124   | 3,852   | 4,784   | 4,892   |
| Number of park trees trimmed in-house                         | 286     | 291     | 226     | 274     |

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Source: Office of the Mayor, Budget Office, *County Budgets 2001-2004*.

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## 10.5.5

### SEAWEED REMOVAL FROM MAUI BEACHES

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| Item                                      | FY 2001 | FY 2002 | FY 2003 | FY 2004 |
|---|---------|---------|---------|---------|
| Seaweed removal - tons collected          | 5,406   | 3,128   | 2,101   | 3,500   |
| Seaweed removal - complaints received     | 28      | 46      | 2       | 2       |
| Seaweed removal - cost per ton to pick up | \$16.38 | \$14.71 | \$29.24 | \$30.00 |

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Source: Office of the Mayor, Budget Office, *County Budgets 2001-2005*.

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10.6.1

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

| Facility                                     | Capacity |
|--|----------|
| <b>Stadiums, Auditoriums and Gymnasiums</b>  |          |
| War Memorial Complex                         |          |
| Track & Football Stadium                     | 6,000    |
| Baseball Stadium                             | 1,200    |
| Gym  | 2,996    |
| Kamehameha School Stadium                    | 2,200    |
| Kamehameha Middle School Gym                 | 700      |
| Kamehameah High School Gym                   | 1,800    |
| Maui High Gym                                | 2,000    |
| Baldwin High Auditorium                      | 1,183    |
| Seabury Hall Gym                             | 400      |
| Wailuku Gym                                  | 600      |
| <b>Civic Centers and Theaters</b>            |          |
| 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                       | 178      |
| Paia Community Center                        | 230      |
| Kula Community Center                        | 180      |
| Upcountry Community Center                   | 556      |
| Upcountry Community Center (2 halls each)    | 96       |
| Kalama Park Extension                        | 250      |
| Mitchell Pauole Center                       | 246      |
| Maui Community College Student Center Lounge | 100      |
| <b>Churches</b>                              |          |
| 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.

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## 10.7.1

### DOG LICENSES ISSUED, BY ISLAND

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| Year | State Total | Maui <sup>1</sup>  | Lanai | Molokai | Oahu   | Hawaii | Kauai |
|------|-------------|--------------------|-------|---------|--------|--------|-------|
| 1993 | 27,586      | 2,427              | 26    | 46      | 20,081 | 4,006  | 1,000 |
| 1994 | 29,010      | 3,171              | 26    | 57      | 19,485 | 4,099  | 2,172 |
| 1995 | 28,442      | 1,446              | 82    | 48      | 20,030 | 4,911  | 1,925 |
| 1996 | 30,376      | 699                | 32    | 58      | 21,245 | 5,381  | 2,961 |
| 1997 | 28,395      | 1,378              | 33    | 80      | 19,713 | 5,871  | 1,320 |
| 1998 | 28,645      | 649                | 35    | 83      | 19,861 | 5,777  | 2,240 |
| 1999 | 28,245      | 581                | 29    | 84      | 20,039 | 6,311  | 1,201 |
| 2000 | 26,560      | 4,587 <sup>2</sup> | 57    | 25      | 20,066 | 5,627  | 785   |
| 2001 | 31,068      | 4,285 <sup>2</sup> | (NA)  | (NA)    | 18,761 | 5,919  | 2,103 |
| 2002 | 27,115      | 626 <sup>3</sup>   | 50    | 30      | 17,752 | 6,809  | 1,848 |

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NA Not available.

<sup>1</sup> Beginning in January 1995, the number of registrations issued by the animal shelter was not included in the count. Therefore, the figures for 1995-1999 were affected by this change.

<sup>2</sup> From year 2000 Maui County reported data in fiscal year, in 2001 Maui County reported 674 licenses issued which includes Lanai and Molokai figures and animal shelter data obtained for the same period were 3,611.

<sup>3</sup> For year 2002 Maui County reported data in fiscal year, Maui Humane Society figure not reported.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the County Departments of Finance; Hawaiian Humane Society (for Oahu, 1995-2002); and Maui Humane Society (for Maui in 2000-2001).

## 10.7.2

### ANIMAL ACQUISITIONS AND DISPOSITIONS, MAUI HUMANE SOCIETY, MAUI ISLAND

*(Period July 2003 - Jan. 2004)*

| Acquisitions & Dispositions   | Dogs         | Percent     | Cats         | Percent     | Other      | Percent     |
|-------------------------------|--------------|-------------|--------------|-------------|------------|-------------|
| <b>Area</b>                   |              |             |              |             |            |             |
| Upcountry                     | 453          | 24%         | 592          | 22%         |            |             |
| Hana                          | 93           | 5%          | 36           | 1%          |            |             |
| Kihei                         | 167          | 9%          | 369          | 13%         |            |             |
| Kahului                       | 133          | 7%          | 351          | 13%         |            |             |
| Wailuku                       | 238          | 13%         | 439          | 16%         |            |             |
| Lahaina                       | 96           | 5%          | 451          | 16%         |            |             |
| Left at Shelter               | 384          | 21%         | 367          | 13%         |            |             |
| Cremations                    | 290          | 16%         | 138          | 5%          |            |             |
| <b>Total</b>                  | <b>1,854</b> | <b>100%</b> | <b>2,743</b> | <b>100%</b> |            |             |
| <b>Acquisitions All Areas</b> |              |             |              |             |            |             |
| Strays                        | 979          | 53%         | 1,919        | 70%         | 437        | 62%         |
| Owner turn ins                | 875          | 47%         | 824          | 30%         | 270        | 38%         |
| <b>Total</b>                  | <b>1,854</b> | <b>100%</b> | <b>2,743</b> | <b>100%</b> | <b>707</b> | <b>100%</b> |
| <b>Dispositions</b>           |              |             |              |             |            |             |
| Reclaim by Owner              | 376          | 20%         | 85           | 3%          | 5          | 1%          |
| Cremation                     | 290          | 16%         | 138          | 5%          |            | 0%          |
| DOA                           | 34           | 2%          | 194          | 7%          | 10         | 1%          |
| Not Adoptable                 | 407          | 22%         | 1,590        | 58%         | 290        | 41%         |
| Total Available for Adoption  | 747          | 40%         | 723          | 26%         | 423        | 60%         |
| <b>Adoptable Dispositions</b> |              |             |              |             |            |             |
| Adopted                       | 394          | 53%         | 437          | 60%         | 150        | 35%         |
| Adoptable Euthanized          | 353          | 47%         | 286          | 40%         | 273        | 65%         |
| <b>Total</b>                  | <b>747</b>   | <b>100%</b> | <b>723</b>   | <b>100%</b> | <b>423</b> | <b>100%</b> |

Source: Maui Humane Society, records.

### 10.7.3

## MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

(Period July 2003 - Jan. 2004)

| Call Slips                  | Number       | Percent     |
|-----------------------------|--------------|-------------|
| Lease Law                   | 1,226        | 27%         |
| No Tax                      | 208          | 5%          |
| Barking                     | 183          | 4%          |
| Cruelty/Neglect             | 597          | 13%         |
| Home Inspection             | 364          | 8%          |
| Injured Animals             | 80           | 2%          |
| Large animal trespass       | 4            | 0%          |
| Spay/Neuter Reclaims        | 3            | 0%          |
| Abandonment                 | 21           | 0%          |
| Vicious Dog recheck         | 54           | 1           |
| Dog to Dog Bites            | 24           | 1%          |
| Dog to Human Bites          | 45           | 1%          |
| Dot to Other Bites          | 3            | 0%          |
| Pickup/Del misc             | 446          | 10%         |
| Stray Dog pick up           | 295          | 6%          |
| DOA's                       | 315          | 7%          |
| Stray Cat Pick up           | 603          | 13%         |
| Pick up Police Reports, lic | 137          | 3%          |
| Other Animal Pick up        | 5            | 0%          |
| <b>Total</b>                | <b>4,613</b> | <b>100%</b> |

| Citations Issued | Number     | Percent     |
|------------------|------------|-------------|
| UpCountry        | 100        | 36%         |
| Hana             | 7          | 3%          |
| Kihei            | 51         | 19%         |
| Kahului          | 29         | 11%         |
| Wailuku          | 58         | 21%         |
| Lahaina          | 30         | 11%         |
| <b>Total</b>     | <b>275</b> | <b>100%</b> |

Source: Maui Humane Society, records.