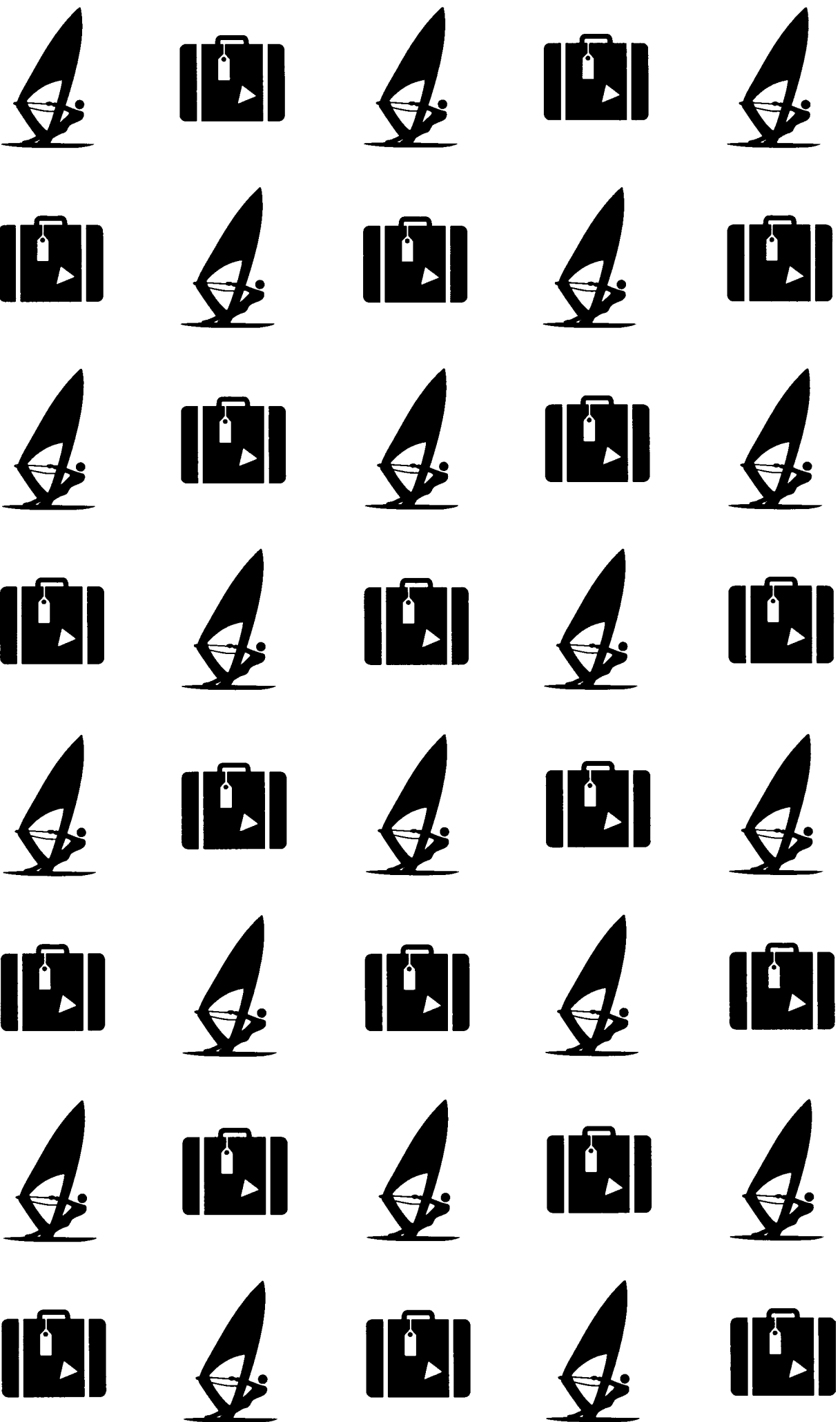


Visitor Industry & Recreation



Section 10

VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the 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

2004	Maui	Molokai	Lanai	Total Maui County
Total Visitors				
January	167,243	6,143	5,738	171,268
February	166,427	7,536	6,652	172,047
March	190,994	7,010	7,093	196,384
April	176,085	5,137	6,087	180,043
May	174,958	5,364	6,119	179,268
June	185,542	5,554	6,114	189,820
July	226,466	6,856	6,619	230,782
August	205,455	5,809	6,091	210,022
September	153,100	4,900	5,121	156,327
October	174,238	5,904	6,099	178,237
November	157,980	5,322	5,358	161,934
December	177,070	6,566	6,298	181,695
Total	2,155,561	72,099	73,388	2,207,826
Domestic Visitors				
January	137,988	5,493	5,044	141,576
February	142,156	5,330	4,820	145,889
March	161,199	5,142	5,984	165,624
April	159,343	3,996	4,975	162,780
May	154,488	4,323	5,027	157,610
June	168,716	4,872	5,707	172,507
July	204,286	5,857	6,192	207,973
August	180,339	4,741	5,265	183,751
September	135,444	4,020	4,468	138,078
October	156,354	4,715	5,445	159,599
November	140,602	4,293	4,750	143,833
December	154,666	5,207	5,494	158,578
Total	1,895,582	57,987	63,172	1,937,797
International Visitors				
January	29,255	650	694	29,692
February	24,271	2,206	1,833	26,158
March	29,795	1,868	1,109	30,760
April	16,742	1,141	1,112	17,263
May	20,470	1,041	1,093	21,658
June	16,826	682	407	17,313
July	22,180	999	426	22,808
August	25,116	1,067	826	26,271
September	17,656	881	653	18,249
October	17,884	1,189	654	18,638
November	17,378	1,029	608	18,102
December	22,404	1,360	804	23,117
Total	259,979	14,112	10,216	270,029

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 Annual Visitor Research Report*.

10.1.2

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

Arrivals by Air

	1999	2000	2001	2002	2003	2004
Length of Stay (days)¹						
All Visitors						
Maui	6.71	6.81	6.90	7.17	7.33	7.47
Molokai	4.98	5.13	4.32	4.64	3.67	4.28
Lanai	4.75	4.34	4.72	4.71	3.41	3.29
Domestic						
Maui	7.20	7.35	7.41	7.63	7.53	7.70
Molokai	5.07	5.51	5.03	5.47	4.06	4.68
Lanai	4.12	4.90	5.02	4.92	3.65	3.46
International						
Maui	4.84	4.75	4.83	4.89	6.00	5.83
Molokai	4.42	2.74	2.23	2.63	2.51	2.66
Lanai	5.56	3.53	2.85	3.88	2.44	2.24
Average Daily Census (people)						
All Visitors						
Maui	41,918	41,819	38,724	40,744	42,710	44,014
Molokai	950	905	831	955	947	844
Lanai	1,124	1,130	1,096	1,043	853	660
Domestic						
Maui	35,750	35,817	33,330	36,081	38,215	39,873
Molokai	830	837	721	797	786	741
Lanai	909	1,022	1,002	868	728	597
International						
Maui	6,167	6,002	5,394	4,662	4,495	4,140
Molokai	121	67	110	158	162	103
Lanai	215	109	95	175	126	63

NOTE: Totals may not add due to rounding.

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

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2004 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 County	Hawaii County	Kauai County	Oahu	State Total
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
2004	45,517	23,376	18,869	83,718	171,481

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

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

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 Annual Visitor Research Report*; "Historical Visitor Data."

10.1.4

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

Arrivals by Air

2004	Maui	Molokai	Lanai	Total Maui County	Total State
Albuquerque	4,729	147	147	4,816	13,234
Anchorage	6,481	390	163	6,779	20,495
Atlanta	17,367	511	706	17,695	43,720
Austin	7,556	238	307	7,735	18,637
Bakersfield	4,942	145	145	5,043	13,544
Bellingham	3,018	61	64	3,068	7,077
Boise	5,427	176	137	5,539	12,229
Boston	27,784	793	1,025	28,248	62,282
Charlotte	4,320	87	205	4,400	10,356
Chicago	60,846	1,523	2,047	61,928	122,402
Cincinnati	10,047	381	390	10,247	21,859
Cleveland	10,445	281	296	10,616	22,027
Colorado Springs	4,463	169	151	4,577	13,908
Columbus	6,295	152	212	6,400	14,144
Dallas	33,690	783	1,274	34,278	75,647
Denver	34,122	1,007	1,181	34,910	86,007
Detroit	24,308	641	841	24,714	49,305
Eugene	4,833	204	99	4,965	11,514
Fresno	8,224	173	223	8,407	20,961
Grand Rapids	4,519	106	169	4,597	9,258
Hartford	5,574	255	236	5,768	13,079
Houston	23,602	635	981	23,982	52,717
Indianapolis	7,412	201	283	7,516	17,951
Kansas City	9,371	232	323	9,527	22,136
Las Vegas	19,576	555	605	19,962	59,430
Los Angeles	282,183	6,410	8,238	288,174	756,696
Miami	8,698	315	464	8,837	19,953
Milwaukee	7,601	238	259	7,769	16,274
Minneapolis	25,471	606	773	25,956	61,008
Modesto	5,511	120	128	5,610	13,797

10.1.4

CONTINUED

2004	Maui	Molokai	Lanai	Total Maui County	Total State
Nashville	4,437	117	157	4,493	10,960
New York	79,833	2,407	3,541	81,604	171,172
Norfolk	3,766	169	242	3,906	16,462
Oklahoma City	3,972	104	121	4,052	10,403
Omaha	3,740	132	148	3,829	9,133
Orlando	5,714	172	256	5,794	14,174
Philadelphia	20,340	738	903	20,762	44,401
Phoenix	37,525	987	1,204	38,221	92,069
Pittsburgh	6,821	194	319	6,966	14,609
Portland	44,089	1,339	1,149	45,177	103,416
Provo	3,774	67	92	3,830	13,179
Raleigh	4,604	178	196	4,726	11,354
Reno	7,052	178	233	7,231	17,917
Sacramento	45,796	1,234	983	46,691	111,345
Saint Louis	11,890	420	434	12,107	26,293
Salinas	5,441	186	172	5,625	15,041
Salt Lake City	16,042	463	458	16,462	47,154
San Antonio	4,546	167	252	4,682	14,357
San Diego	54,294	1,512	1,602	55,561	158,683
San Francisco	207,178	5,333	5,565	212,041	554,670
San Luis/Obispo	4,978	229	129	5,162	13,534
Santa Barbara	7,647	311	227	7,951	22,094
Seattle	87,391	2,541	1,909	89,293	216,821
Spokane	6,323	178	181	6,449	14,188
Stockton	7,974	257	151	8,118	20,549
Tampa	7,115	252	303	7,251	17,285
Tucson	6,743	297	315	6,997	18,616
Tulsa	3,355	94	131	3,444	8,175
Washington D.C.	33,095	1,341	1,491	34,035	106,006
Top US MSAs as % of total visitors	74.6	67.5	71.1	74.5	73.1

NOTE: MSAs - Metropolitan Statistical Areas.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 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*

Westbound Visitors				
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	
	<u>International Visitors¹</u>	<u>Domestic Visitors</u>		<u>Total Visitors</u>
1989 ²	400,860	2,113,100		2,513,960
1990	469,239	1,815,623		2,284,862
1991	483,224	1,692,382		2,175,606
1992	569,241	1,754,371		2,323,612
1993	569,204	1,693,910		2,263,114
1994	531,610	1,808,906		2,340,516
1995	564,092	1,762,705		2,326,797
1996	586,576	1,732,034		2,318,610
1997	542,018	1,788,366		2,330,384
1998	527,950	1,776,165		2,304,115
1999	480,471	1,866,531		2,347,002
			<u>Arrivals by Ship</u>	
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
2004	270,029	1,937,797	69,427	2,277,253

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

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

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 Annual Visitor Research Report*; "Historical Visitor Data."

10.1.6

NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

Arrivals by Air

2004 MMA ¹	MAUI			MOLOKAI			LANAI		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
Total	1,895,852	259,979	2,155,561	57,987	14,112	72,099	63,172	10,216	73,388
U.S.	1,765,278	20,469	1,785,747	52,352	1,957	54,309	57,831	1,451	59,282
Canada	25,659	67,482	93,140	863	2,069	2,931	854	1,900	2,754
Asia									
China	1,997	1,323	3,321	249	250	499	135	166	301
Hong Kong	432	1,232	1,664	17	22	40	36	14	50
Japan	1,220	117,830	119,050	47	6,466	6,512	49	4,191	4,241
Korea	1,025	6,916	7,941	46	404	449	27	170	196
Singapore	152	323	476	27	124	151	15	74	89
Taiwan	572	2,952	3,525	22	340	362	27	49	75
Total Asia	5,398	130,576	135,977	408	7,606	8,013	289	4,664	4,952
Oceania									
Australia	2,684	17,212	19,896	115	1,136	1,251	94	1,064	1,159
New Zealand	493	3,277	3,770	19	329	348	8	252	259
Total Oceania	3,177	20,489	2,366	134	1,465	1,599	102	1,316	1,418
Europe									
United Kingdom	15,631	2,262	17,893	672	215	887	742	221	963
Germany	11,286	887	12,173	688	33	721	454	0	454
France	2,289	465	2,754	113	66	179	80	66	147
Italy	2,541	147	2,688	97	0	97	102	69	171
Switzerland	2,483	218	2,701	168	10	178	144	0	144
Total Europe	34,230	3,978	38,208	1,737	324	2,061	1,523	356	1,879
Latin America									
Argentina	747	18	765	26	0	26	41	0	41
Brazil	1,484	76	1,560	57	29	86	73	16	90
Mexico	2,733	136	2,869	115	0	115	122	12	134
Total Latin America	4,964	230	5,194	199	29	227	236	28	264
Other Foreign²	56,876	16,754	73,630	2,295	663	2,958	2,337	501	2,838
Total Foreign	1,895,582	259,979	2,155,561	57,972	14,112	72,084	63,166	10,216	73,382

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

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

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2004 Annual Visitor Research Report.

10.1.7

**TOTAL AIR SEATS OPERATED TO
KAHULUI AIRPORT**

	2002	2003	2004
TOTAL SEATS 1,326,429	1,480,866	1,631,999	
Scheduled Seats	1,283,488	1,444,386	1,590,819
Charter seats	42,941	36,480	41,180
DOMESTIC SEATS	1,275,107	1,421,582	1,594,958
Scheduled Seats	1,232,166	1,385,102	1,553,778
Charter seats	42,941	36,480	41,180
US West	1,089,402	1,187,910	1,324,702
Burbank		38,316	32,984
Las Vegas			124
Los Angeles	538,798	562,663	545,667
Oakland	45,880	45,260	50,318
Orange County	45,260	45,260	45,384
Phoenix	22,728	22,282	21,599
Portland		37,260	48,530
Sacramento			14,136
San Diego		11,730	22,578
San Francisco	314,676	299,375	339,336
San Jose	52,976	45,584	47,956
Seattle	69,084	80,180	156,090
US East	142,764	197,192	229,076
Atlanta			574
Chicago		57,077	81,957
Dallas	72,427	88,313	77,573
Houston		36,374	68,972
St. Louis	70,337	15,428	
INTERNATIONAL SEATS	51,322	59,284	37,041
Scheduled Seats	51,322	59,284	37,041
Charter seats			
Canada	51,322	59,284	37,041
Calgary	1,782	9,894	
Edmonton	594	3,378	
Vancouver	48,946	46,012	37,041

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2004 Annual Visitor Research Report.

10.1.8

HOTEL OCCUPANCY RATES, MAUI ISLAND

Month	1998	1999	2000	2001	2002	2003	2004
January	72.3	76.2	73.2	77.9	66.2	72.4	77.5
February	81.8	89.6	90.3	85.2	78.3	79.9	83.4
March	82.1	87.2	89.0	84.9	77.8	78.4	83.0
April	76.8	78.3	82.7	77.7	72.7	74.1	80.9
May	67.5	70.5	78.5	72.4	68.3	71.8	76.8
June	71.8	73.5	79.7	75.7	75.2	75.3	79.0
July	71.4	80.4	84.8	80.6	78.8	83.8	82.4
August	77.0	83.1	83.2	80.3	81.4	84.2	82.9
September	69.1	73.2	77.6	58.1	64.6	67.1	73.5
October	76.4	79.7	78.1	60.9	68.1	70.2	74.9
November	69.0	74.6	78.0	64.9	62.2	67.6	70.7
December	64.6	60.8	68.8	58.0	62.5	70.6	69.4
TOTAL	73.3	77.2	80.3	73.0	71.0	74.8	78.0

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 Annual Visitor Research Report*.

10.2.1

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

Includes condominium units in rental pools for transient occupancy

Year	Percent Occupied	Average Daily Room Rate	Average Revenue per Available Room	AVERAGE DAILY SALES PER GUEST		
				Food	Beverage	Food Sales Per Cover
Maui						
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 ^r	75.71	212.06	160.54	30.79	10.34	20.31
2004	78.69	226.78	178.45	32.01	11.15	21.47
Molokai						
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 ^r	51.19	96.83	49.57	NA	NA	NA
2004	60.38	107.28	64.77	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.

r: Revised from previous Data Book.

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2004, and records.

10.2.2

PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

2004	Total Maui	Kaanapali	West Maui	Other	Molokai
Room Sales for the Total Market					
Percent Occupied	78.69	82.95	79.29	75.71	60.38
Average Daily Room Rate	226.78	175.63	183.10	289.53	107.28
Revenue / Available Room	178.45	145.68	145.17	219.20	64.77
Room Sales for the Hotel Market					
Percent Occupied	82.91	85.60	81.68	81.34	64.68
Average Daily Room Rate	253.53	170.81	182.00	360.70	122.95
Revenue / Available Room	210.19	146.22	148.66	293.41	79.53
Room Sales for the Resort Condo Market					
Percent Occupied	70.96	70.56	76.78	66.40	56.26
Average Daily Room Rate	169.52	202.88	184.32	145.60	90.03
Revenue / Available Room	120.29	143.15	141.52	96.68	50.65
Food Sales for the Total Market					
Average Daily Food per Guest	32.01	22.03	28.78	41.32	NA
Average Daily Beverage per Guest	11.15	7.16	9.95	14.84	NA
Average Food Sales Per Cover	21.47	15.03	27.44	24.19	NA

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2004.

10.2.3

PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

2004	Maui					Molokai
Room Quality	Luxury	First Class	Deluxe	Standard	Budget	Standard
Percent Occupied	77.19	80.96	77.20	85.57	NA	61.10
Average Daily Room Rate	332.36	176.64	122.45	79.92	NA	85.56
Revenue / Available Room	256.55	143.02	94.53	68.39	NA	52.28
Number of Rooms on Property	Under 100	100 - 200	201 - 350	351 - 500	Over 500	Under 100
Percent Occupied	55.09	75.78	74.25	84.89	83.82	60.38
Average Daily Room Rate	207.52	142.23	228.03	270.01	244.26	107.28
Revenue / Available Room	114.31	107.78	169.31	229.22	204.74	64.77

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii, Quality and Size Report*, December 2004.

10.2.4

HOSPITALITY ADVISORS LLC HAWAII HOTEL FLASH REPORT, MAUI ISLAND

2004	Occupancy	Average Daily Rate	Revenue per Available Room
Total Maui	78.0%	192.23	149.94
By Area			
Lahaina/Kaanapali/Kapalua	79.9%	180.80	144.46
Other Maui	75.8%	205.65	155.88
By Price			
Luxury	75.7%	300.71	227.64
Upscale	80.8%	177.52	143.44
Midprice	80.3%	120.24	96.55
Economy/Budget	78.0%	97.22	75.83

SOURCE: Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, December 2004.

10.2.5

VISITOR PLANT INVENTORY BY ISLAND AND PRICE, MAUI COUNTY

Class (Price per Night)	2003			2004		
	Units	% of Total	Properties	Units	% of Total	Properties
Maui						
Budget: \$100 or less	2,400	13.8%		1,970	11.4%	
Standard: \$101 to \$250	5,828	33.5%		5,958	34.4%	
Deluxe: \$251 to \$500	6,924	39.8%		6,932	40.0%	
Luxury: Over \$500	2,238	12.9%		2,467	14.2%	
All levels	17,390	100.0%	232	17,327	100.0%	275
Molokai						
Budget: \$100 or less	66	28.1%		66	27.8%	
Standard: \$101 to \$250	104	43.9%		103	43.8%	
Deluxe: \$251 to \$500	66	28.0%		67	28.4%	
All levels	236	100.0%	24	236	100.0%	29
Lanai						
Budget: \$100 or less	7	2.0%		7	1.9%	
Standard: \$101 to \$250	10	2.7%		11	2.9%	
Deluxe: \$251 to \$500	174	47.2%		160	43.3%	
Luxury: Over \$500	177	48.2%		191	51.8%	
All levels	368	100.0%	6	369	100.0%	7

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 Visitor Plant Inventory*.

10.2.6

VISITOR PLANT INVENTORY BY ISLAND AND TYPE, MAUI COUNTY

	2000		2001		2002		2003		2004	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
Maui										
Apartment/Hotel	6	74	6	93	7	103	6	69	8	45
Bed & Breakfast	30	134	26	115	23	113	22	110	27	144
Hostel	3	50	2	30	2	30	2	30	2	30
Hotel	28	8,577	29	8,399	29	8,413	29	8,379	31	8,065
Condominium										
Hotel	104	7,767	107	7,987	102	7,548	106	7,955	114	7,085
Individual										
Vacation Unit	56	327	65	409	63	584	63	638	90	549
Timeshare	–	–	–	–	–	–	–	–	–	1,512
Other	14	544	16	541	16	613	19	730	16	387
Total	241	17,473	251	17,574	242	17,404	247	17,911	288	17,817
Molokai										
Bed & Breakfast	1	1	1	1	1	1	2	3	3	3
Hotel	2	183	1	45	1	45	1	45	2	114
Condominium										
Hotel	4	117	4	116	4	101	6	159	6	140
Individual										
Vacation Unit	1	2	2	4	2	66	17	26	22	31
Timeshare	–	–	–	–	–	–	–	–	–	7
Other	2	126	2	126	2	7	2	66	1	4
Total	10	429	10	292	10	220	28	299	33	299
Lanai										
Apartment/Hotel	–	–	–	–	–	–	–	–	1	1
Bed & Breakfast	–	–	1	3	1	3	1	3	1	3
Hotel	3	362	3	362	3	362	3	362	3	362
Individual										
Vacation Unit	3	6	2	3	2	3	2	3	2	3
Timeshare	–	–	–	–	–	–	–	–	–	–
Other	–	–	–	–	–	–	–	–	–	–
Total	6	368	6	368	6	368	6	368	7	369

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, 2004 Visitor Plant Inventory.

10.2.7

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

2004 Island/Area/Type	Properties	Available Units
Maui Island	288	17,817
Hana	28	149
Bed & Breakfast	2	2
Condominium Hotel	1	0
Hotel	2	70
Individual Vacation Unit	18	36
TimeShare	-	16
Other	5	25
Kahului-Wailuku	11	435
Apartment/Hotel	1	2
Bed & Breakfast	1	10
Hostel	2	30
Hotel	3	366
Individual Vacation Unit	2	7
Other	2	20
Kula-Makawao	32	133
Bed & Breakfast	7	56
Condominium Hotel	1	9
Hotel	1	8
Individual Vacation Unit	21	48
Other	2	12
Lahaina-Kaanapali-Napili-Kapalua	93	9,597
Apartment/ Hotel	3	21
Bed & Breakfast	10	53
Condominium Hotel	50	3,808
Hotel	13	4,302
Individual Vacation Unit	13	117
TimeShare	-	977
Other	4	319
Maalaea	8	245
Condominium Hotel	8	245
Wailea-Kihei	116	7,258
Apartment/ Hotel	3	13
Bed & Breakfast	7	23
Condominium Hotel	55	3,032
Hotel	12	3,319
Individual Vacation Unit	36	341
TimeShare	-	519
Other	3	11
Molokai	33	299
Bed & Breakfast	2	3
Condominium Hotel	6	140
Hotel	2	114
Individual Vacation Unit	22	31
TimeShare	-	7
Other	1	4
Lanai	7	369
Apartment/Hotel	1	1
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, 2004 Visitor Plant Inventory.

10.2.8

**VISITOR PLANT INVENTORY,
MAUI COUNTY**

Year	Available Units
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 ^r	18,343
2004	18,485

NOTES: Includes hotels and condominiums available for transient rental. HVCB did not conduct an update survey in 1995.
NA: not available. r: Revised from previous Data Book.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 Visitor Plant Inventory*.

10.2.9

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

2004	Number of Sleeping Rooms & Suites	Maximum Exhibit Area (sq. ft.)	Maximum Meeting/Banquet Seating Capacity	Number of Employees (or FTE)	Average Occupancy Rate
Hyatt Regency Maui Resort and Spa Lahaina, Maui	806	16,640	1,400	850	81.0%
Grand Wailea Resort Hotel & Spa Wailea, Maui	780	26,700	1,600	850	DND
The Westin Maui Resort & Spa Lahaina, Maui	759	8,760	650	DND	DND
The Ritz-Carlton Kapalua Kapalua, Maui	548	19,200	1,200	650	DND
Wailea Marriott, an Outrigger Resort Wailea, Maui	521	13,800	1,100	325	70.0%
The Royal Lahaina Resort Lahaina, Maui	516	7,890	800	DND	DND
Sheraton Maui Resort Lahaina, Maui	510	6,560	600	DND	DND
Aston Kaanapali Shores Lahaina, Maui	463	NA	NA	DND	DND
Fairmont Kea Lani Maui Wailea, Maui	450	8,400	450	500	DND
Kaanapali Beach Hotel Lahaina, Maui	430	4,631	600	280	76.0%
Maui Marriott Resort & Ocean Club Lahaina, Maui	391	14,040	1,700	DND	DND
Ohana Maui Islander Lahaina, Maui	360	NA	NA	DND	DND
The Whaler on Kaanapali Beach Lahaina, Maui	359	NA	NA	DND	DND
Renaissance Wailea Beach Resort Wailea, Maui	345	7,000	400	294	82.0%
Maui Prince Hotel, Makena Wailea, Maui	310	5,200	350	DND	DND
Maui Marc Vista Kihei, Maui	279	NA	NA	5	78.0%
Maui Coast Hotel Kihei, Maui	265	980	60	70	87.0%
Manele Bay Hotel Lanai City, Lanai	249	NA	299	500	60.0%
Kapalua Bay Hotel Kapalua, Maui	210	3,000	250	227	69.5%
Maui Seaside Hotel Kahului, Maui	200	NA	NA	DND	DND
Lodge at Koele Lanai City, Lanai	102	NA	70	200	57.0%
Hotel Hana-Maui Hana, Maui	66	NA	100	200	40.0%

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

SOURCE: *Pacific Business News*, "Largest Maui County Hotels," *Book of Lists 2005*.

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	
	2003	2004	2003	2004	2003	2004
GRAND TOTAL	163.3	172.7	153.0	147.6	240.1	251.5
Total Food and beverage	35.4	36.1	32.0	31.3	41.3	43.0
Restaurant food	25.6	25.8	21.6	20.9	27.9	29.8
Dinner shows and cruises	4.6	4.4	4.1	3.3	5.6	5.5
Groceries and snacks	5.1	5.9	6.3	7.1	7.9	7.7
Entertainment & Recreation ¹	14.7	18.8	12.1	13.9	18.2	18.5
Total Transportation	17.5	13.4	16.2	21.2	12.6	13.4
Interisland airfare	2.8	5.6	1.2	6.5	4.8	5.6
Ground transportation	1.4	5.0	0.8	1.0	4.7	5.0
Rental vehicles	11.5	2.4	12.7	12.2	2.8	2.4
Gasoline, parking, etc.	1.8	0.3	1.6	1.5	0.3	0.3
Total Shopping	25.5	25.0	21.4	20.7	89.9	98.9
Fashion and clothing	9.0	8.6	8.1	8.0	22.4	24.6
Jewelry and watches	5.7	6.4	4.5	4.4	12.6	14.5
Cosmetics, perfume	0.3	0.5	0.3	0.4	5.4	5.8
Leather goods	0.4	0.5	0.4	0.5	30.4	34.6
Hawaii food products	2.6	2.3	2.2	2.3	9.7	10.1
Souvenirs	7.4	6.7	5.9	5.0	9.5	9.3
Lodging	64.1	63.3	64.9	57.7	61.3	60.3
All other expenses	6.2	8.4	6.5	6.6	16.7	17.4
Optional tour packages ¹	NA	NA	NA	NA	NA	NA

NOTE: Categories marked 'NA' (not applicable) reflect differences between questionnaires given to visitors from the United States and Japan.
¹ Due to changes in survey forms in 2003 and 2004, spending on optional tours included in the Entertainment & Recreation category for 2003 and 2004.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2004 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 ¹	All Visitors
Total Lodging	76.85	83.77	76.08	57.78	32.88	37.76
Total Food & Beverage	34.76	40.80	32.58	23.54	25.81	17.17
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
Total Entertainment²	15.72	21.81	13.71	8.11	13.44	6.61
Total Transportation	17.04	19.43	16.32	13.72	10.95	11.78
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
Total Shopping	20.65	24.69	19.47	11.04	9.77	5.58
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
All Other	7.51	9.37	7.00	4.83	7.70	3.61
Tour Packages²	0.00	0.00	0.00	0.00	0.00	0.00
Cruise	0.11	0.19	0.06	0.08	0.00	0.06
Total Spending	172.64	200.05	165.21	119.10	100.56	82.58

¹ Hawaii Residents Traveling Inter-Island.

² 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

2004	Total	Domestic	International
Islands Visited			
Maui County	2,207,826	1,937,797	270,029
... Maui	2,156,242	1,895,582	260,660
... Molokai	72,134	57,987	14,147
... Lanai	73,424	63,172	10,253
Oahu	756,016	571,542	184,474
Kauai	315,367	278,891	36,476
Big Island	343,917	290,366	53,550
... Kona	200,244	161,609	38,634
... Hilo	277,868	233,558	44,311
Maui Only	1,217,987	1,145,099	72,888
Molokai Only	8,590	8,295	295
Lanai Only	9,178	8,530	648
Visit Status			
First trip	798,362	689,736	108,627
Repeat	1,409,464	1,248,061	161,403
Average number of trips	4.59	4.67	4.01
Party Size			
One person	308,205	270,428	37,777
Two persons	1,031,357	919,615	111,742
Three or more persons	868,264	747,754	120,510
Average party size	2.13	2.11	2.27
Accommodations			
Hotel	1,351,104	1,150,182	200,922
... Hotel Only	1,088,990	918,461	170,529
Condo	625,163	569,350	55,812
... Condo Only	473,284	434,916	38,368
Timeshare	185,439	177,074	8,365
... Timeshare Only	127,455	122,433	5,022
Apartment/Rental House	54,624	50,447	4,177
Bed & Breakfast	27,469	24,526	2,943
Cruise Ship	115,050	104,476	10,574
Friends or Relatives	141,700	124,053	17,647

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2004 Annual Visitor Research Report.

10.3.4

SUMMARY VISITOR CHARACTERISTICS, BY ISLAND

Arrivals by Air

2004	Maui	Molokai	Lanai
Islands Visited			
Maui County	2,155,561	72,099	73,388
... Maui	2,155,561	43,485	48,244
... Molokai	43,485	72,099	16,226
... Lanai	48,244	16,226	73,388
Oahu	729,593	41,890	37,240
Kauai	307,459	19,855	23,034
Big Island	333,773	22,999	27,031
... Kona	195,478	17,408	19,845
... Hilo	269,847	19,715	23,840
Maui Only	1,217,987		
Molokai Only		8,590	
Lanai Only			9,178
Visit Status			
First trip	784,913	25,655	26,860
Repeat	1,370,648	46,444	46,528
Average number of trips	4.55	5.14	5.10
Party Size			
One person	297,728	13,942	11,954
Two persons	1,007,060	34,366	38,123
Three or more persons	850,773	23,791	23,311
Average party size	2.14	1.97	2.01
Accommodations			
Hotel	1,317,475	41,546	50,327
... Hotel Only	1,061,754	27,728	37,323
Condo	615,271	18,748	12,682
... Condo Only	466,595	11,785	7,925
Timeshare	182,738	4,452	4,512
... Timeshare Only	125,984	2,347	2,608
Apartment/Rental House	51,154	4,763	2,186
Bed & Breakfast	26,536	2,000	1,292
Cruise Ship	113,989	6,299	9,702
Friends or Relatives	134,703	9,381	6,329

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2004 Annual Visitor Research Report.

10.3.5

CRUISE VISITOR PER PERSON PER DAY SPENDING BY CATEGORY AND MMA, STATE OF HAWAII

	Passenger Type		Visitors by MMA Expenditure				
	Visitor	Resident in Hawaii	US West	US East	Canada	Europe	Other
Total Lodging	\$15.75	\$8.06	\$11.14	\$16.66	\$22.45	\$20.97	\$21.55
Total Food & Beverage	\$12.15	\$9.08	\$10.68	\$12.75	\$14.49	\$12.80	\$14.70
Food at Restaurants	\$5.74	\$5.40	\$4.69	\$5.91	\$8.48	\$6.08	\$7.14
Dinner Shows	\$3.40	\$1.10	\$3.29	\$3.75	\$2.59	\$1.47	\$4.36
Groceries	\$1.24	\$1.85	\$1.36	\$1.10	\$1.87	\$1.50	\$1.45
Other Food Expenditures	\$1.77	\$0.73	\$1.35	\$2.00	\$1.55	\$3.74	\$1.75
Total Entertainment	\$3.96	\$2.04	\$3.84	\$4.14	\$3.29	\$2.86	\$5.50
Total Transportation	\$9.31	\$8.11	\$8.30	\$10.29	\$8.04	\$9.12	\$10.89
Inter-island airfare	\$3.88	\$3.99	\$3.16	\$4.43	\$2.70	\$5.69	\$4.50
Ground transportation	\$1.68	\$0.71	\$1.35	\$1.74	\$1.63	\$1.64	\$2.93
Rental vehicles	\$3.21	\$2.62	\$3.20	\$3.51	\$3.23	\$1.60	\$3.06
Other transportation	\$0.54	\$0.79	\$0.58	\$0.61	\$0.48	\$0.19	\$0.40
Total Shopping	\$17.77	\$14.45	\$17.28	\$18.47	\$16.63	\$15.68	\$22.48
Fashion and Clothing	\$5.17	\$5.22	\$5.01	\$5.09	\$5.43	\$4.73	\$7.57
Jewelry / Watch	\$4.59	\$2.26	\$4.53	\$4.96	\$3.23	\$3.91	\$5.58
Cosmetics / Perfumes	\$0.41	\$0.38	\$0.38	\$0.36	\$0.35	\$0.36	\$1.00
Leather Goods	\$0.23	\$0.23	\$0.20	\$0.19	\$0.28	\$0.40	\$0.49
Hawaii food Products	\$1.64	\$0.88	\$1.71	\$1.79	\$1.62	\$0.78	\$1.48
Souvenirs	\$4.26	\$4.06	\$4.00	\$4.74	\$3.95	\$3.48	\$4.22
Other Shopping	\$1.47	\$1.43	\$1.45	\$1.35	\$1.77	\$2.03	\$2.13
All Other Expenses	\$9.10	\$13.81	\$8.72	\$10.01	\$7.44	\$5.49	\$10.83
Shore Tour Spending	\$25.46	\$9.47	\$22.20	\$30.44	\$17.12	\$23.72	\$23.61
Shore Tour: Honolulu (Oahu)	\$3.82	\$0.52	\$3.25	\$4.63	\$2.88	\$2.22	\$3.71
Lahaina (Maui)	\$4.32	\$1.44	\$3.74	\$5.27	\$2.56	\$4.56	\$3.63
Kahului (Maui)	\$3.08	\$1.43	\$2.40	\$3.91	\$1.68	\$2.86	\$2.78
Kona side (Big Island)	\$3.71	\$1.86	\$3.36	\$4.31	\$2.60	\$4.60	\$3.27
Hilo side (Big Island)	\$5.16	\$2.26	\$4.63	\$5.97	\$3.71	\$4.41	\$5.43
Nawiliwili (Kauai)	\$5.36	\$1.96	\$4.82	\$6.35	\$3.68	\$5.06	\$4.79
Unallocated Expenditures	\$31.84	\$24.52	\$26.55	\$38.18	\$19.50	\$27.84	\$19.05
Total Spending Per Person Per Day	\$125.34	\$89.53	\$108.72	\$140.93	\$108.97	\$118.49	\$128.60

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2004 Annual Visitor Research Report.

10.3.6
CRUISE SHIP PASSENGER NUMBERS VISITING
MAUI IN 2003 AND 2004

	<u>Arrived</u>		<u>Projected⁴</u>		
	2003	2004 ¹	2005	2006	2007
Approximate Passenger Visits					
Maui	340,495	271,700	345,449	485,659	476,296
Lahaina		152,106	162,054	181,448	128,466
Kahului		119,594	183,395	304,211	347,830
Approximate Crew Visits	110,000	103,000			
Number of Ships Arrived					
Maui	18 ²	23 ²			
Lahaina	16	19	18	19	6
Kahului	5	6	5	6	5
Approximate number of Times a Cruise Ships Stopped in					
Maui	123 ²	131 ²			
Lahaina	68	85			
Kahului	60	59			
Approximate Number of Days Cruise Ships Spent In³					
Maui	160	200			
Lahaina	99	113	96	98	NA
Kahului	61	87	166	276	332

NA Not Available

¹ Calculated using passenger and crew capacity figures from Cruise Line International Association, and Lahaina and Kahului harbor schedules.

² Some Ships stopped in both Kahului and Lahaina.

³ Some ships made overnight stays in harbor.

⁴ Calculated using passenger and crew capacity figures from Cruise Line International Association and Kahului and Lahaina harbor schedules published in April 2005.

SOURCE: *Mayor's Cruise Ship Task Force, Island of Maui, Final Report August 15, 2005.*

10.3.7

MAJOR CRUISE SHIPS VISITING MAUI

Cruise Line	Vessel	Gross Tonnage	Length (feet)	Registry	PAX & Crew Capacity	Maui Tours 2003	Maui Tours 2004
Carnival Cruise Lines (Carnival)	Carnival Spirit	88,500	963	Panama	2,038	5	4
Celebrity Cruises (Royal Caribbean)	Infinity	91,000	965	Bahamas	3,597	10	7
NCL (Star Cruises)	Crown Odyssey*	34,250	614	Bahamas	354	1	0
Crystal Cruises (Nippon Yusen)	Crystal Harmony	49,400	790	Bahamas	1,355	2	5
Holland America (Carnival)	Amsterdam	61,000	780	Netherlands	1,485	1	1
Holland America (Carnival)	Statendam	55,451	720	Netherlands	3,150	7	8
Holland America (Carnival)	Veendam	55,451	720	Bahamas	2,949	0	2
Kuoni Travel Group	Clipper Odyssey*	5,218	207	Bahamas	3,486	0	1
NCL (Star Cruises)	Norwegian Star	92,000	965	Bahamas	2,796	52	2
NCL (Star Cruises)	Norwegian Wind	41,000	754	Bahamas	1,080	11	21
NCL America (Star Cruises)	Pride of Aloha	81,000	853	US	910	0	25
New World Cruises	M/V Discovery*	20,186		Bermuda	3,340	0	1
Peter Dielmann Cruise Lines	MS Deutschland*	22,400		-	2,448	0	1
Princess Cruises (Carnival)	Dawn Princess	77,000	856	Bermuda	1,057	4	0
Princess Cruises (Carnival)	Island Princess	92,000	856	Bermuda	2,802	0	7
Princess Cruises (Carnival)	Pacific Princess	30,277	592	Gibraltar	3,359	0	2
Princess Cruises (Carnival)	Regal Princess	70,000	804	Bermuda	2,286	3	6
Princess Cruises (Carnival)	Sun Princess	77,000	856	Britain	3,392	4	0
Radisson Seven Seas Cruises	Seven Seas Mariner	50,000	670	Bahamas	1,145	1	0
Radisson Seven Seas Cruises	Seven Seas Voyager	46,000	670	Bahamas	1,147	0	1
Royal Caribbean International	Legend of the Seas	69,130	867	Bahamas	1,823	12	12
Royal Caribbean International	Radiance of the Seas	90,090	962	Bahamas	3,150	4	2
Royal Caribbean International	Serenade of the Seas	90,090	962	Bahamas	1,823	0	4
Royal Caribbean International	Vision of the Sea	78,491	915	Bahamas	3,095	1	2

* Ships no longer traveling to Maui.

SOURCE: Cruise Line International Association and Mayor's Cruise Ship Task Force, Island of Maui, Final Report August 15, 2005.

10.4.1

ACTIVITY PARTICIPATION MAUI BY VISITOR CATEGORY, MAUI COUNTY

Activity	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Sightseeing	90.7%	88.8%	93.6%	91.0%	95.8%	93.3%
Helicopter / airplane tour	8.3%	8.1%	8.8%	5.5%	7.3%	7.5%
Boat tour / submarine / whale watching	35.0%	33.6%	36.7%	18.1%	40.1%	29.3%
Tour bus excursion	11.3%	6.9%	17.5%	49.8%	14.2%	16.9%
Private limousine / van tour	5.9%	4.8%	7.3%	7.4%	4.9%	15.2%
Self-guided	74.6%	77.4%	71.0%	30.6%	79.3%	69.4%
Recreation	88.1%	92.3%	82.7%	54.5%	87.0%	85.0%
Swimming / sunbathing / beach	80.4%	84.9%	74.8%	42.4%	81.4%	78.6%
Surfing/bodyboarding	24.0%	30.1%	16.3%	2.3%	30.4%	16.9%
Snorkeling / scuba diving	53.1%	58.2%	46.3%	17.0%	50.6%	38.6%
Jet skiing / parasailing / windsurfing	6.4%	7.2%	5.3%	0.9%	2.4%	4.5%
Golf	15.6%	18.3%	11.7%	11.9%	20.5%	6.3%
Running / jogging / fitness walking	34.7%	38.7%	29.3%	9.4%	40.4%	19.2%
Gym / health spa	15.1%	16.0%	14.0%	4.4%	11.1%	6.7%
Backpacking / hiking / camping	14.2%	14.0%	14.8%	2.6%	15.7%	15.1%
Sports event or tournament	1.8%	1.8%	1.6%	0.5%	4.3%	2.3%
Entertainment	79.5%	81.7%	76.6%	66.6%	70.8%	68.0%
Lunch / sunset / dinner / evening cruise	30.6%	30.7%	30.5%	21.1%	28.8%	32.3%
Lounge act / stage show	29.3%	32.1%	25.4%	9.0%	22.5%	16.0%
Nightclub / dancing / bar / karaoke	12.7%	13.4%	12.0%	1.6%	11.4%	16.7%
Fine dining	62.5%	64.2%	60.6%	56.8%	53.0%	44.4%
Shopping	92.4%	95.5%	88.1%	64.2%	92.6%	89.8%
Department stores	37.8%	40.8%	34.5%	6.3%	49.8%	48.6%
Designer boutiques	47.3%	50.8%	43.1%	19.4%	46.9%	30.6%
Hotel stores	43.1%	43.7%	42.4%	26.1%	36.2%	27.1%
Swap meet / flea markets	19.7%	22.3%	16.2%	5.3%	25.5%	11.9%
Discount / outlet stores	36.4%	38.5%	33.2%	13.7%	39.3%	26.1%
Supermarkets	64.4%	75.0%	50.3%	28.9%	67.2%	65.4%
Convenience stores	52.9%	56.0%	48.5%	35.3%	60.0%	36.0%
Duty free store	3.9%	4.1%	3.6%	7.6%	6.3%	9.0%
Culture	72.1%	70.8%	74.3%	33.0%	72.4%	61.8%
Historic site	43.5%	41.9%	46.5%	21.0%	48.0%	44.6%
Museum / art gallery	26.8%	29.8%	22.9%	9.5%	28.2%	21.0%
Polynesian show / luau	40.8%	38.8%	43.5%	9.8%	35.5%	25.6%
Art / craft fair	17.7%	20.5%	14.7%	1.5%	18.8%	11.0%
Festival	3.6%	4.5%	2.3%	2.2%	2.5%	3.1%
Transportation	87.9%	91.6%	83.1%	47.8%	88.2%	84.1%
Trolley	1.7%	1.7%	1.6%	7.6%	2.7%	5.2%
Public Bus	4.5%	4.2%	4.9%	4.4%	6.1%	10.8%
Taxi / limousine	9.1%	9.0%	10.0%	19.8%	11.8%	17.5%
Rental car	82.4%	87.7%	75.5%	22.1%	80.2%	69.7%

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

SOURCE: Department of Business, Economic Development and Tourism. 2004, *Visitor Satisfaction & Activity Report*.

10.4.2

EXCELLENT SATISFACTION RATINGS BY ISLAND, US AND JAPAN VISITORS

Year	State	Maui	Oahu	Big Island	Kauai
U.S. Visitors					
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%
2004	68.2%	70.3%	55.8%	63.2%	73.3%
Japan Visitors					
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%
2004	51.0%	53.0%	53.4%	57.7%	46.3%

SOURCE: Department of Business, Economic Development and Tourism, *2004 Visitor Satisfaction & Activity Report*.

10.4.3

MAUI COUNTY VISITATION DECISION TIMETABLE

% OF TOTAL VISITORS BY MMA

Island	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Maui						
Decide before arrival in Hawaii	95.3%	94.4%	96.0%	90.3%	95.4%	86.2%
Decide after arrival in Hawaii	4.7%	5.6%	4.0%	9.7%	4.6%	13.8%
Molokai						
Decide before arrival in Hawaii	52.7%	51.5%	52.7%	49.7%	65.7%	57.0%
Decide after arrival in Hawaii	47.3%	48.5%	47.3%	50.3%	34.3%	43.0%
Lanai						
Decide before arrival in Hawaii	54.9%	47.8%	59.2%	76.6%	66.3%	70.3%
Decide after arrival in Hawaii	45.1%	52.2%	40.8%	23.4%	33.7%	29.7%

SOURCE: Department of Business, Economic Development and Tourism, *2004 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
Maui Island						
Excellent	70.3%	68.5%	72.8%	53.0%	69.0%	67.0%
Above Average	25.8%	27.5%	23.6%	43.1%	26.9%	28.8%
Below Average	2.9%	3.0%	2.7%	3.2%	4.1%	3.4%
Poor	1.0%	1.1%	0.8%	0.7%	0.0%	0.8%
Molokai						
Excellent	57.8%	58.8%	56.5%	49.7%	31.6%	44.0%
Above Average	34.0%	34.3%	33.6%	40.9%	29.8%	54.9%
Below Average	6.4%	3.9%	9.8%	9.4%	29.6%	1.1%
Poor	1.7%	3.0%	0.0%	0.0%	9.0%	0.0%
Lanai						
Excellent	60.9%	62.4%	60.2%	19.1%	52.2%	54.7%
Above Average	34.5%	31.8%	36.6%	80.9%	34.7%	39.1%
Below Average	3.7%	4.1%	3.2%	0.0%	10.0%	5.2%
Poor	0.9%	1.7%	0.0%	0.0%	3.2%	1.0%

SOURCE: Department of Business, Economic Development and Tourism., 2004 Visitor Satisfaction & Activity Report.

10.4.5

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

Income	Total U.S.	U.S. West	U.S. East	Canada	Europe¹
Under \$15,000	0.6%	0.4%	0.8%	1.3%	2.5%
\$15,000 - \$24,999	2.7%	3.3%	1.8%	3.1%	6.5%
\$25,000 - \$29,999	1.6%	1.7%	1.7%	3.0%	4.0%
\$30,000 - \$34,999	2.3%	1.8%	3.1%	1.1%	3.8%
\$35,000 - \$39,999	2.1%	2.4%	1.9%	3.5%	3.2%
\$40,000 - \$44,999	2.6%	2.4%	2.9%	4.1%	5.1%
\$45,000 - \$49,999	3.6%	2.7%	4.8%	2.8%	4.8%
\$50,000 - \$69,999	13.8%	13.5%	14.3%	15.7%	15.4%
\$70,000 - \$99,999	23.7%	23.6%	23.5%	21.6%	21.5%
\$100,000 - \$124,999	15.7%	15.6%	16.2%	14.7%	12.2%
\$125,000 - \$149,999	8.8%	8.4%	9.2%	8.5%	5.5%
\$150,000 or more	22.5%	24.0%	19.8%	20.6%	15.6%
Japan					
10,000 Japanese Yen					
Under 150	4.3%				
150 - 249.999	2.7%				
250 - 299.999	3.2%				
300 - 349.999	6.8%				
350 - 399.999	4.9%				
400 - 449.999	3.0%				
450 - 499.999	4.4%				
500 - 699.999	13.5%				
700 - 999.999	27.9%				
1,000 - 1,249.999	11.2%				
1,250 - 1,499.999	6.7%				
1,500 or more	11.5%				

¹ In U.S. Dollars

SOURCE: Department of Business, Economic Development and Tourism, 2004 Visitor Satisfaction & Activity Report.

10.5.1

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

Calendar year unless otherwise specified

Island and Cultural Attraction	2001	2002	2003	2004
Maui				
Alexander & Baldwin Sugar Museum	31,004	33,386	32,818	35,483
Halekii-Pihana Heiaus State Monument ¹	NA	NA	NA	NA
Hana Cultural Center (Hale Wai Wai O Hana)	17,009	16,114	NA	NA
Hawaii Nature Center	41,003	NA	NA	NA
Iao Valley State Monument ¹	NA	NA	NA	NA
Kula Botanical Gardens	24,200	27,050	26,030	26,175
Lahaina Restoration Foundation	210,349	154,898	143,341	148,784
Baldwin Missionary Home Museum	45,106	37,438	35,282	40,927
Brig Carthaginian ²	39,476	19,343	-	-
Hale Pa'ahao (Old Lahaina Prison)	29,877	24,632	27,834	28,536
Hale Pa'i Printing House	3,184	2,101	2,416	3,068
Wo Hing Temple Museum	92,706	71,384	77,809	76,253
Maui Historical Society Bailey House Museum	11,681	12,780	12,003	12,651
Maui Ocean Center	NA	NA	NA	417,386
Maui Tropical Plantation	NA	NA	NA	NA
Whaler's Village Museum	177,024	186,508	176,495	178,906
Molokai				
Kalaupapa Settlement	8,956	14,178	9,791	9,122

NA: Not available, open.

¹ Years ending June 30.

² Closed permanently.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawaii Data Book 2004*, Table 7.40; and records.

10.5.2

NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2002	Maui	Kahoolawe	Lanai	Molokai	Total Maui County
Listed Hawaii Register only	31	–	–	41	72
Listed National Register only	4	1	–	10	15
Listed both Hawaii and National Register	31	–	2	40	73
Eligible for National Register ¹	1	–	–	2	3
Total sites	67	1	2	93	16

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

SOURCE: Hawaii State Department of Land and Natural Resources, State Historic Preservation Division, records, 2004.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	2000	2001	2002	2003	2004
National Parks¹					
Number of areas	2	2	2	2	2
Acreage	28,991	28,991	39,747	40,747	40,747
Visits	1,736,160	1,503,068	1,610,996	1,502,640	1,517,274
State Parks & Historic Sites²					
Number of areas	10	10	10	10	9
Acreage	566	566	566	566	566
Visits (1,000)	1,921	1,747	1,522	1,553 ^r	NA
County Parks					
Number of areas	143	143	150 ^r	150	NA
Acreage	1,198	1,198	1,307 ^r	1,307	NA

NA: Not available.

r: Revised from previous Data Book

¹ As of December 31.

² As of June 30.

SOURCES: U.S. Department of the Interior, National Park Service, Public Use Statistics Office, acreage and visitation reports, Hawaii State Department of Land and Natural Resources, Division of State Parks, records. County data compiled by the Hawaii State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.

10.5.4

PARK MAINTENANCE, MAUI COUNTY DEPARTMENT OF PARKS AND RECREATION

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

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

10.5.5

SEAWEED REMOVAL FROM MAUI BEACHES

Item	FY2001	FY 2002	FY 2003	FY 2004	FY 2005
Seaweed removal - tons collected	5,406	3,128	2,101	3,500	2,800
Seaweed removal - complaints received	28	46	2	2	2
Seaweed removal - cost per ton to pick up	\$16.38	\$14.71	\$29.24	\$30.00	\$29.70

SOURCE: Office of the Mayor, Budget Office, *County Budgets 2002-2006*.

10.6.1

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

Facility	Capacity
Stadiums, Auditoriums and Gymnasiums	
War Memorial Complex	
Track & Football Stadium	6,000
Baseball Stadium	1,200
Gym	2,996
Kamehameha School Stadium	2,200
Kamehameha Middle School Gym	700
Kamehameha High School Gym	1,800
Maui High Gym	2,000
Baldwin High Auditorium	1,183
Seabury Hall Gym	400
Wailuku Gym	600
Civic Centers and Theaters	
Iao Theater	400
Lahaina Civic Center Convention Hall	4,050
Maui Academy of Performing Arts	60
Maui Arts & Cultural Center	
Ampitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	300
Community Hall	230
Classroom C	160
Mayor Eddie Tam Memorial Center	1,500
Mayor Eddie Tam Hall	380
Hannibal Tavares Community Center	559
Kihei Community Center (new)	500
Wailuku Community Center	500
Kahului Community Center	200
Haiku Community Center	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
Churches	
First Assembly of God Maui (Puunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
Makawao Union Church Hall	200
First Assembly of God Maui (Molokai)	200
Iao Congregational	175
Iao Congregational Hall	100
St. John Episcopal Church	100
St. John Episcopal Church Hall	200
Trinity Episcopal Church by the Sea	100

SOURCE: Officials of the facilities.

10.7.1

DOG LICENSES ISSUED, BY ISLAND

Year	State Total	Maui ^{1,2}	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	4,473r	29	84	20,039	6,311	1,201
2000	26,560	4,587r	57	25	20,066	5,627	785
2001	31,068	4,285r	(NA)	(NA)	18,761	5,919	2,103
2002	27,115	4,420r	50	30	17,752	6,809	1,848
2003	29,519	2,901	12	47	16,673	6,786	3,100
2004	NA	3,977	45	32	NA	8,085	1,942

NA: Not available.

¹ 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.

² 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.

SOURCE: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the County Departments of Finance; Hawaiian Humane Society (for Oahu, 1995-2003); and Maui Humane Society (for Maui in 2000-2004).

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
Area						
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%		
Total	1,854	100%	2,743	100%		
Acquisitions All Areas						
Strays	979	53%	1,919	70%	437	62%
Owner turn ins	875	47%	824	30%	270	38%
Total	1,854	100%	2,743	100%	707	100%
Dispositions						
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%
Adoptable Dispositions						
Adopted	394	53%	437	60%	150	35%
Adoptable Euthanized	353	47%	286	40%	273	65%
Total	747	100%	723	100%	423	100%

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%
Dog to Other Bites	3	0%
Pickup/Deliver/misc	446	10%
Stray Dog pick up	295	6%
DOA's	315	7%
Stray Cat Pick up	603	13%
Pick up Police Reports, license	137	3%
Other Animal Pick up	5	0%
Total	4,613	100%

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

SOURCE: Maui Humane Society, records.