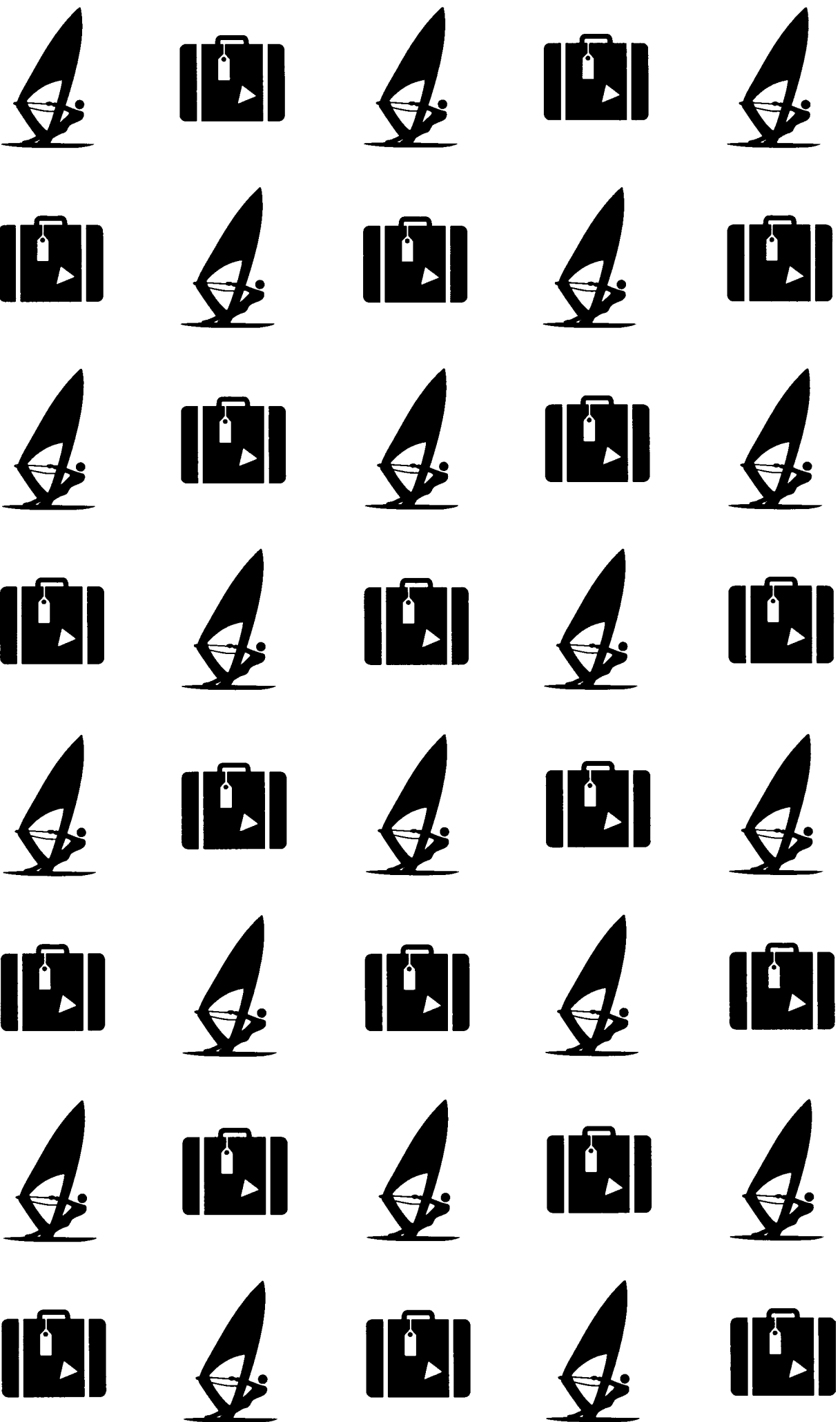


Visitor Industry & Recreation



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

2005	Maui	Molokai	Lanai	Total Maui County
Total Visitors				
January	174,294	6,370	5,705	178,561
February	179,351	5,754	5,970	183,394
March	213,011	6,284	6,485	217,759
April	172,293	6,246	6,099	176,655
May	176,796	6,364	5,736	181,130
June	197,892	6,331	7,010	203,299
July	235,393	6,380	7,319	239,859
August	220,074	5,706	6,232	223,309
September	167,511	4,742	5,173	170,673
October	193,666	5,889	6,014	197,365
November	175,421	5,590	5,639	179,165
December	188,993	7,850	5,911	195,313
Total	2,294,697	73,506	73,292	2,346,480
Domestic Visitors				
January	148,950	5,151	5,228	152,652
February	154,387	4,976	5,365	157,896
March	189,037	5,075	5,795	192,831
April	152,717	4,258	5,290	155,934
May	160,967	4,344	4,920	163,775
June	179,162	5,242	5,597	182,740
July	217,245	5,476	6,256	220,679
August	195,783	5,214	5,641	198,792
September	151,246	4,156	4,917	153,980
October	168,148	5,008	5,317	171,171
November	156,871	4,503	5,012	160,121
December	166,342	5,112	5,675	170,159
Total	2,040,855	58,515	65,013	2,080,731
International Visitors				
January	25,345	1,220	477	25,909
February	24,965	778	604	25,497
March	23,975	1,210	689	24,928
April	19,577	1,988	809	20,721
May	15,829	2,020	816	17,355
June	18,731	1,089	1,413	20,558
July	18,148	904	1,063	19,180
August	24,290	492	592	24,517
September	16,265	586	256	16,693
October	25,519	881	697	26,194
November	18,550	1,087	627	19,044
December	22,651	2,737	236	25,154
Total	253,843	14,991	8,279	265,749

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2005 Annual Visitor Research Report.

10.1.2

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

Arrivals by Air

	2000	2001	2002	2003	2004	2005
Length of Stay (days)¹						
All Visitors						
Maui	6.81	6.90	7.17	7.33	7.47	7.46
Molokai	5.13	4.32	4.64	3.67	4.28	4.25
Lanai	4.34	4.72	4.71	3.41	3.29	3.14
Domestic						
Maui	7.35	7.41	7.63	7.53	7.70	7.65
Molokai	5.51	5.03	5.47	4.06	4.68	4.77
Lanai	4.90	5.02	4.92	3.65	3.46	3.25
International						
Maui	4.75	4.83	4.89	6.00	5.83	5.91
Molokai	2.74	2.23	2.63	2.51	2.66	2.91
Lanai	3.53	2.85	3.88	2.44	2.24	2.31
Average Daily Census (people)						
All Visitors						
Maui	41,819	38,724	40,744	42,710	44,014	46,923
Molokai	905	831	955	947	844	855
Lanai	1,130	1,096	1,043	853	660	631
Domestic						
Maui	35,817	33,330	36,081	38,215	39,873	42,785
Molokai	837	721	797	786	741	765
Lanai	1,022	1,002	868	728	597	578
International						
Maui	6,002	5,394	4,662	4,495	4,140	4,138
Molokai	67	110	158	162	103	90
Lanai	109	95	175	126	63	53

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, 2005 Annual Visitor Research Report.

10.1.3

AVERAGE DAILY VISITOR CENSUS, BY COUNTY

*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
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
2005	48,409	27,579	19,682	89,775	185,445

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, *2005 Annual Visitor Research Report*; "Historical Visitor Data."

10.1.4

DOMESTIC VISITOR ARRIVALS FROM TOP US MSAS, MAUI COUNTY

Arrivals by Air

2005	Maui	Molokai	Lanai	Total Maui County	Total State
Albuquerque	5,448	191	194	5,574	14,900
Anchorage	7,455	358	134	7,724	21,362
Atlanta	19,395	598	812	19,771	49,149
Austin	8,191	246	265	8,342	20,659
Bakersfield	5,526	158	172	5,656	15,686
Bellingham	3,212	122	64	3,285	8,372
Boise	5,727	194	164	5,860	14,462
Boston	29,472	838	1,066	29,959	68,115
Charlotte	4,632	129	210	4,710	11,387
Chicago	63,302	1,463	2,038	64,105	126,151
Cincinnati	10,468	362	353	10,694	23,573
Cleveland	11,506	280	378	11,678	23,542
Colorado Springs	4,943	158	158	5,049	15,380
Columbus	6,793	254	270	6,899	14,871
Dallas	33,341	805	1,301	33,903	76,425
Denver	35,630	1,003	1,262	36,485	90,788
Detroit	24,542	699	731	24,904	50,100
Eugene	4,857	190	130	5,009	12,794
Fresno	8,708	182	236	8,844	23,000
Grand Rapids	4,801	101	145	4,865	9,859
Hartford	6,341	201	204	6,425	13,935
Houston	22,982	628	941	23,378	54,233
Indianapolis	8,275	273	278	8,385	17,600
Kansas City	11,345	311	419	11,535	24,753
Las Vegas	22,035	675	718	22,483	66,627
Los Angeles	302,054	6,625	8,065	307,823	822,983
Miami	9,614	282	424	9,738	22,296
Milwaukee	8,859	262	291	9,001	18,182
Minneapolis	26,547	710	809	27,134	63,253
Modesto	6,361	104	119	6,462	15,924

10.1.4

CONTINUED

2005	Maui	Molokai	Lanai	Total Maui County	Total State
Nashville	5,294	118	201	5,357	12,706
New York	80,792	2,417	3,239	82,243	177,088
Norfolk	4,360	187	219	4,468	17,817
Oklahoma City	3,979	181	182	4,096	10,865
Omaha	3,810	107	147	3,893	9,580
Orlando	7,003	190	286	7,108	16,934
Philadelphia	21,475	686	933	21,855	47,953
Phoenix	44,624	1,116	1,349	45,288	110,552
Pittsburgh	6,790	211	262	6,909	15,715
Portland	46,954	1,409	997	48,010	118,116
Provo	4,825	114	143	4,902	15,856
Raleigh	4,851	145	217	4,967	12,388
Reno	7,675	247	201	7,838	19,931
Sacramento	50,959	1,122	1,099	51,764	123,732
Saint Louis	12,945	379	462	13,146	27,581
Salinas	5,533	167	146	5,705	15,905
Salt Lake City	21,464	438	581	21,898	55,713
San Antonio	5,133	157	184	5,213	16,092
San Diego	64,093	1,665	1,779	65,482	178,018
San Francisco	213,427	4,842	5,586	217,928	592,377
San Luis Obispo	5,376	231	165	5,583	14,607
Santa Barbara	7,473	346	216	7,785	22,672
Seattle	92,834	2,347	1,872	94,789	234,264
Spokane	6,436	175	155	6,567	15,974
Stockton	8,916	244	226	9,060	22,603
Tampa	8,140	264	357	8,271	19,711
Tucson	7,932	279	283	8,111	21,687
Tulsa	3,183	90	138	3,233	8,330
Washington D.C.	37,567	1,466	1,706	38,513	117,114
Top US MSAs as % of total visitors	74.3	67.9	70.3	74.3	73.1

NOTE: MSAs - Metropolitan Statistical Areas.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2005 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				
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
2005	265,749	2,080,731	43,514	2,389,994

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, *2005 Annual Visitor Research Report*; "Historical Visitor Data."

10.1.6

NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

Arrivals by Air

2005 MMA ¹	MAUI			MOLOKAI			LANAI		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
Total	1,921,381	373,317	2,294,697	54,737	18,750	73,487	61,007	12,273	73,280
U.S.	1,902,953	18,427	1,921,381	53,027	1,710	54,737	59,524	1,482	61,007
Canada	35,648	70,527	106,175	1,274	1,784	3,058	1,484	1,585	3,068
Asia									
China	2,135	1,132	3,268	185	222	408	94	405	499
Hong Kong	363	647	1,010	15	32	47	19	120	139
Japan	807	103,405	104,212	40	6,462	6,502	27	1,347	1,375
Korea	1,262	6,901	8,163	31	166	197	24	114	138
Singapore	185	1,173	1,358	13	0	13	18	0	18
Taiwan	423	998	1,421	18	107	125	19	197	216
Total Asia	5,175	114,256	119,432	302	6,989	7,292	201	2,183	2,385
Oceania									
Australia	3,152	15,687	18,839	123	1,360	1,483	100	1,593	1,693
New Zealand	659	2,780	3,439	30	203	232	19	37	56
Total Oceania	3,811	18,467	22,278	153	1,562	1,715	118	1,630	1,749
Europe									
United Kingdom	15,641	1,032	16,674	608	150	758	826	23	849
Germany	11,622	241	12,263	579	14	160	377	14	391
France	2,417	641	2,658	141	20	593	92	117	209
Italy	3,299	79	3,377	133	0	113	101	0	101
Switzerland	2,716	517	3,232	153	60	213	119	60	179
Total Europe	35,695	2,510	38,205	1,593	243	1,836	1,514	214	1,728
Latin America									
Argentina	740	11	751	17	2	18	12	2	14
Brazil	1,752	0	1,752	47	0	47	64	0	64
Mexico	3,015	0	3,015	93	0	93	146	0	146
Total Latin America	5,507	11	5,518	157	2	158	221	2	223
Other Foreign²	52,064	29,645	81,709	1,991	2,700	4,690	1,938	1,182	3,120
Total Foreign	137,900	235,416	373,317	5,470	13,280	18,749	5,476	6,796	12,273

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, 2005 Annual Visitor Research Report.

10.1.7

**TOTAL AIR SEATS OPERATED TO
KAHULUI AIRPORT**

	2002	2003	2004	2005
TOTAL SEATS	1,326,429	1,480,866	1,631,999	1,894,234
Scheduled Seats	1,283,488	1,444,386	1,590,819	1,852,814
Charter seats	42,941	36,480	41,180	41,420
DOMESTIC SEATS	1,275,107	1,421,582	1,594,958	1,821,553
Scheduled Seats	1,232,166	1,385,102	1,553,778	1,780,133
Charter seats	42,941	36,480	41,180	41,420
US West	1,089,402	1,187,910	1,324,702	1,458,103
Anchorage				15,680
Burbank		38,316	32,984	11,408
Las Vegas			124	
Los Angeles	538,798	562,663	545,667	527,885
Oakland	45,880	45,260	50,318	82,199
Orange County	45,260	45,260	45,384	62,744
Phoenix	22,728	22,282	21,599	61,635
Portland		37,260	48,530	38,620
Sacramento			14,136	45,012
Salt Lake City				70,131
San Diego		11,730	22,578	65,500
San Francisco	314,676	299,375	339,336	338,427
San Jose	52,976	45,584	47,956	6,574
Seattle	69,084	80,180	156,090	132,288
US East	142,764	197,192	229,076	322,030
Atlanta			574	2,448
Chicago		57,077	81,957	174,886
Dallas	72,427	88,313	77,573	77,018
Houston		36,374	68,972	67,678
St. Louis	70,337	15,428		
INTERNATIONAL SEATS	51,322	59,284	37,041	72,681
Scheduled Seats	51,322	59,284	37,041	72,681
Charter seats	NA	NA	NA	NA
Canada	51,322	59,284	37,041	72,681
Calgary	1,782	9,894		980
Edmonton	594	3,378		
Vancouver	48,946	46,012	37,041	71,701

NA: Not available

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2005 Annual Visitor Research Report.

10.1.8

HOTEL OCCUPANCY RATES, MAUI ISLAND

Month	1999	2000	2001	2002	2003	2004	2005
January	76.2	73.2	77.9	66.2	72.4	78.2r	78.7
February	89.6	90.3	85.2	78.3	79.9	83.1r	85.9
March	87.2	89.0	84.9	77.8	78.4	83.6r	86.2
April	78.3	82.7	77.7	72.7	74.1	80.6r	77.4
May	70.5	78.5	72.4	68.3	71.8	76.5r	78.6
June	73.5	79.7	75.7	75.2	75.3	79.3r	83.8
July	80.4	84.8	80.6	78.8	83.8	82.4	84.9
August	83.1	83.2	80.3	81.4	84.2	82.9	81.8
September	73.2	77.6	58.1	64.6	67.1	73.0r	75.4
October	79.7	78.1	60.9	68.1	70.2	74.6r	77.0
November	74.6	78.0	64.9	62.2	67.6	70.7	73.2
December	60.8	68.8	58.0	62.5	70.6	69.1r	71.5
TOTAL	77.2	80.3	73.0	71.0	74.8	77.8r	79.6

r: Revised from previous Data Book.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2005 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						
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	75.71	212.06	160.54	30.79	10.34	20.31
2004r	77.60	240.10	186.33	33.22	11.94	21.35
2005	79.98	256.07	204.80	33.40	11.70	22.36
Molokai						
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	51.19	96.83	49.57	NA	NA	NA
2004r	59.94	108.21	64.86	NA	NA	NA
2005	59.59	119.94	71.48	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 2005, and records.

10.2.2

PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

2005	Total Maui	Kaanapali	West Maui	Other	Molokai
Room Sales for the Total Market					
Percent Occupied	79.98	82.58	78.62	78.92	59.59
Average Daily Room Rate	256.07	201.09	212.84	316.96	179.94
Revenue / Available Room	204.80	166.06	167.34	250.14	71.48
Room Sales for the Hotel Market					
Percent Occupied	84.01	86.06	78.93	83.82	59.93
Average Daily Room Rate	298.35	184.49	230.04	419.98	137.36
Revenue / Available Room	250.65	158.77	181.86	352.01	82.32
Room Sales for the Resort Condo Market					
Percent Occupied	74.36	72.02	78.46	72.05	59.19
Average Daily Room Rate	189.58	261.32	203.34	148.86	98.23
Revenue / Available Room	140.98	188.20	159.54	107.25	58.14
Food Sales for the Total Market					
Average Daily Food per Guest	33.40	20.66	39.46	42.24	NA
Average Daily Beverage per Guest	11.70	6.19	13.68	15.69	NA
Average Food Sales Per Cover	21.35	15.03	27.44	24.28	NA

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 2005.

10.2.3

PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

2005	Maui					Molokai
	Luxury	First Class	Deluxe	Standard	Budget	Standard
Room Quality						
Percent Occupied	79.76	72.45	78.41	66.01	NA	60.77
Average Daily Room Rate	344.52	164.52	130.51	89.66	NA	119.94
Revenue / Available Room	272.80	131.83	106.49	72.72	NA	55.75
Number of Rooms on Property						
	Under 100	100 - 200	201 - 350	351 - 500	Over 500	Under 100
Percent Occupied	59.39	77.64	74.73	84.87	86.39	59.59
Average Daily Room Rate	214.27	173.08	243.71	346.79	272.07	119.94
Revenue / Available Room	127.25	134.39	182.12	294.33	235.04	71.48

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii, Quality and Size Report*, December 2005

10.2.4

HOSPITALITY ADVISORS LLC HAWAII HOTEL FLASH REPORT, MAUI ISLAND

2005	Occupancy	Average Daily Rate	Revenue per Available Room
Total Maui	79.6%	214.41	170.67
By Area			
Lahaina/Kaanapali/Kapalua	82.2%	202.44	166.41
Other Maui	76.6%	228.85	175.30
By Price			
Luxury	76.0%	319.01	242.45
Upscale	82.5%	195.19	161.03
Midprice	83.0%	135.51	112.47
Economy/Budget	82.0%	99.74	81.79

SOURCE: Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, December 2005.

10.2.5

VISITOR PLANT INVENTORY BY ISLAND AND PRICE, MAUI COUNTY

Class (Price per Night)	2004			2005		
	Units	% of Total	Properties	Units	% of Total	Properties
Maui						
Budget: \$100 or less	1,970	11.4%		2,111	11.8%	
Standard: \$101 to \$250	5,958	34.4%		5,895	33.1%	
Deluxe: \$251 to \$500	6,932	40.0%		6,806	38.2%	
Luxury: Over \$500	2,467	14.2%		3,017	16.9%	
All levels	17,327	100.0%	275	17,830	100.0%	271
Molokai						
Budget: \$100 or less	66	27.8%		213	50.0%	
Standard: \$101 to \$250	103	43.8%		144	34.0%	
Deluxe: \$251 to \$500	67	28.4%		67	15.8%	
Luxury: Over \$500				1	0.2%	
All levels	236	100.0%	29	425	100.00%	33
Lanai						
Budget: \$100 or less	7	1.9%		6	1.7%	
Standard: \$101 to \$250	11	2.9%		12	3.2%	
Deluxe: \$251 to \$500	160	43.3%		160	43.3%	
Luxury: Over \$500	191	51.8%		191	51.8%	
All levels	369	100.0%	7	369	100.0%	7

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2005 Visitor Plant Inventory*.

10.2.6

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

	2001		2002		2003		2004		2005	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
Maui										
Apartment/Hotel	6	93	7	103	6	69	8	45	6	45
Bed & Breakfast	26	115	23	113	22	110	27	144	29	116
Hostel	2	30	2	30	2	30	2	30	3	37
Hotel	29	8,399	29	8,413	29	8,379	31	8,065	29	7,974
Condominium										
Hotel	107	7,987	102	7,548	106	7,955	114	7,085	112	7,509
Individual										
Vacation Unit	65	409	63	584	63	638	90	549	72	507
Timeshare	-	-	-	-	-	-	-	1,512	15	1,852
Other	16	541	16	613	19	730	16	387	15	366
Total	251	17,574	242	17,404	247	17,911	288	17,817	281	18,469
Molokai										
Bed & Breakfast	1	1	1	1	2	3	3	3	2	3
Hotel	1	45	1	45	1	45	2	114	3	141
Condominium										
Hotel	4	116	4	101	6	159	6	140	6	259
Individual										
Vacation Unit	2	4	2	66	17	26	22	31	23	30
Timeshare	-	-	-	-	-	-	-	7	0	15
Other	2	126	2	7	2	66	1	4	1	4
Total	0	292	10	220	28	299	33	299	35	452
Lanai										
Apartment/Hotel	-	-	-	-	-	-	1	1	1	1
Bed & Breakfast	1	3	1	3	1	3	1	3	1	3
Hotel	3	362	3	362	3	362	3	362	3	362
Individual										
Vacation Unit	2	3	2	3	2	3	2	3	2	3
Timeshare										
Other	-	-	-	-	-	-	-	-	-	-
Total	6	368	6	368	6	368	7	369	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, 2005 Visitor Plant Inventory.

10.2.7

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

2005 Island/Area/Type	Properties	Available Units
Maui Island	281	18,469
Hana	31	174
Bed & Breakfast	3	3
Hotel	2	73
Individual Vacation Unit	21	64
TimeShare	1	17
Other	4	17
Kahului-Wailuku	13	506
Apartment/Hotel	1	2
Bed & Breakfast	1	10
Hostel	3	37
Hotel	4	435
Individual Vacation Unit	3	7
Other	1	15
Kula-Makawao	34	108
Apartment/Hotel	1	9
Bed & Breakfast	9	33
Hotel	1	8
Individual Vacation Unit	21	46
Other	2	12
Lahaina-Kaanapali-Napili-Kapalua	94	9,805
Apartment/ Hotel	2	21
Bed & Breakfast	9	47
Condominium Hotel	53	3,916
Hotel	11	4,139
Individual Vacation Unit	10	94
TimeShare	8	1,316
Other	3	272
Maalaea	8	321
Condominium Hotel	8	321
Wailea-Kihei	101	7,555
Apartment/ Hotel	2	13
Bed & Breakfast	7	23
Condominium Hotel	51	3,272
Hotel	11	3,319
Individual Vacation Unit	19	359
TimeShare	6	519
Other	5	50
Molokai	35	452
Bed & Breakfast	2	3
Condominium Hotel	6	259
Hotel	3	141
Individual Vacation Unit	23	30
TimeShare	0	15
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, 2005 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	18,343
2004	18,485
2005	19,290

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, *2005 Visitor Plant Inventory*.

10.2.9

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

2005	Hotel	Number of Sleeping Rooms & Suites	Location	Property Type	Range of Rates
1	Hyatt Regency Maui Resort and Spa	806	Lahaina, Maui	Resort	\$335 - \$695
2	Grand Wailea Resort Hotel & Spa	780	Wailea, Maui	Resort	\$485 - \$12,900
3	The Westin Maui Resort & Spa	759	Lahaina, Maui	Resort	\$360 - \$3,000
4	The Ritz-Carlton Kapalua	548	Kapalua, Maui	Resort	\$365 - \$3,750
5	Embassy Vacation Resort	540	Kaanapali	Resort	\$315 - \$565
6	Wailea Marriott Resort	521	Wailea, Maui	Hotel	\$355 - \$3,000
7	The Royal Lahaina Resort	516	Lahaina, Maui	Resort	\$130 - \$1,500
8	Sheraton Maui Resort	510	Lahaina, Maui	Resort	\$360 - \$980
9	Aston Kaanapali Shores	463	Lahaina, Maui	Condo/Resort	\$190 - \$1,000
10	The Fairmont Kea Lani Resort	450	Wailea, Maui	Resort	\$385 - \$3,300
11	Kaanapali Beach Hotel	430	Lahaina, Maui	Hotel	\$175 - \$600
12	Four Seasons Resort	380	Wailea, Maui	Resort	\$365 - \$9,000
13	Aston at Papakea	364	Lahaina, Maui	Condo/Resort	\$200 - \$715
14	Ohana Maui Islander	360	Lahaina, Maui	Hotel	\$159 - \$299
15	Renaissance Wailea Beach Resort	345	Wailea, Maui	Hotel	\$430 - \$4,000
16	Maui Prince Makena Resort	310	Wailea, Maui	Resort	\$335 - \$1,500
17	Maui Marc Vista	279	Kihei, Maui	Condo/Resort	\$190 - \$260
18	Maui Coast Hotel	265	Kihei, Maui	Hotel	\$195 - \$255
19	Maui Kaanapali Villas	260	Lahaina, Maui	Condo/Resort	\$160 - \$600
19	The Whaler on Kaanapali Beach	260	Lahaina, Maui	DND	\$215 - \$730
21	Aston at the Maui Banyan	256	Kihei, Maui	Condo/Resort	\$150 - \$510
22	Mahana at Kaanapali	215	Lahaina, Maui	Condo/Resort	\$260 - \$675
23	Kapalua Bay Hotel	210	Kapalua, Maui	Resort	\$390 - \$1,250
24	Maui Seaside Hotel	200	Kahului, Maui	Hotel	\$72 - \$99
24	Outrigger Royal Kahana Resort	200	Lahaina, Maui	Condo/Resort	\$195 - \$485

DND: Did not disclose.

SOURCE: *Pacific Business News*, "Largest Maui County Hotels," *Book of Lists 2006*.

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	
	2004	2005	2004	2005	2004	2005
GRAND TOTAL	172.7	178.4	147.6	148.6	251.5	255.4
Total Food and beverage	36.1	35.8	31.3	31.0	43.0	42.5
Restaurant food	25.8	25.5	20.9	20.6	29.8	29.5
Dinner shows and cruises	4.4	4.4	3.3	3.2	5.5	5.5
Groceries and snacks	5.9	5.9	7.1	7.2	7.7	7.5
Entertainment & Recreation	18.8	18.3	13.9	14.0	18.5	19.2
Total Transportation	13.4	17.2	21.2	14.3	13.4	11.1
Interisland airfare	5.6	3.1	6.5	1.9	5.6	3.6
Ground transportation	5.0	1.0	1.0	0.7	5.0	4.7
Rental vehicles	2.4	11.5	12.2	10.3	2.4	2.5
Gasoline, parking, etc.	0.3	1.5	1.5	1.3	0.3	0.3
Total Shopping	25.0	23.4	20.7	20.3	98.9	99.1
Fashion and clothing	8.6	8.0	8.0	7.8	24.6	25.5
Jewelry and watches	6.4	5.7	4.4	4.7	14.5	14.1
Cosmetics, perfume	0.5	0.3	0.4	0.3	5.8	5.7
Leather goods	0.5	0.5	0.5	0.6	34.6	34.3
Hawaii food products	2.3	2.2	2.3	2.1	10.1	10.4
Souvenirs	6.7	6.7	5.0	4.7	9.3	9.2
Lodging	63.3	69.1	57.7	60.1	60.3	68.8
All other expenses	8.4	14.6	6.6	8.9	17.4	14.6

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2005 Annual Visitor Research Report.

10.3.2

**CRUISE VISITOR PER PERSON PER DAY SPENDING
BY CATEGORY AND MMA, MAUI COUNTY**

	All Visitors	US West	US East	Canada	Europe	Other
Total per person per day spending	77.75	62.52	88.93	71.99	70.46	70.81
Lodging	9.16	5.63	10.68	12.08	11.41	9.41
Food & beverages	7.46	6.76	7.83	8.05	6.09	6.53
Restaurant	4.60	4.10	4.77	4.78	4.66	4.87
Dinner shows	1.63	1.25	2.01	1.57	0.45	0.86
Groceries/snacks	1.22	1.40	1.05	1.70	0.98	0.80
Entertainment and Recreation	4.24	3.61	4.74	5.17	1.14	2.85
Shore Tour	21.51	15.76	27.14	13.28	18.05	18.28
Total Transportation	7.75	6.54	7.90	8.83	12.49	8.40
Inter-island airfare	3.04	2.38	3.05	3.52	5.51	4.25
Ground transportation	0.73	0.79	0.66	0.61	0.96	1.10
Rental car/moped	3.46	2.92	3.63	4.07	5.48	2.75
Other trans	0.52	0.45	0.56	0.62	0.54	0.29
Total Shopping	19.84	17.95	21.96	15.16	19.41	16.46
Fashion & clothing	5.90	5.74	6.15	5.21	6.18	5.10
Jewelry/watch	7.16	5.60	8.38	4.71	9.15	6.09
Cosmetics/perfumes	0.17	0.18	0.17	0.06	0.08	0.34
Leather goods	0.22	0.45	0.11	0.07	0.11	0.17
Hawaii food products	1.45	1.45	1.51	1.58	0.48	1.24
Souvenirs	4.94	4.53	5.64	3.53	3.41	3.51
All other spending outside ship	7.79	6.28	8.70	9.43	1.88	8.89

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.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2005 Annual Visitor Research Report*.

10.3.3

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

Arrivals by Air

2005	Total	Domestic	International
Islands Visited			
Maui County	2,346,480	2,080,731	265,749
... Maui	2,294,697	2,040,855	253,843
... Molokai	73,487	58,496	14,991
... Lanai	73,280	65,001	8,279
Oahu	792,737	624,273	168,464
Kauai	371,445	331,367	40,078
Big Island	415,165	359,072	56,093
... Kona	354,731	307,424	47,307
... Hilo	266,291	224,384	41,907
Maui Only	1,312,716	1,231,500	81,217
Molokai Only	8,665	8,212	453
Lanai Only	7,878	7,322	556
Visit Status			
First trip	841,669	730,174	111,495
Repeat	1,504,811	1,350,556	154,255
Average number of trips	4.61	4.71	3.90
Party Size			
One person	316,986	286,069	30,917
Two persons	1,106,921	994,897	112,023
Three or more persons	922,573	799,764	122,809
Average party size	2.14	2.12	2.35
Accommodations			
Hotel	1,386,669	1,196,392	190,277
... Hotel Only	1,077,167	920,162	157,005
Condo	662,515	603,641	58,874
... Condo Only	504,137	460,957	43,180
Timeshare	212,596	203,434	9,162
... Timeshare Only	147,042	142,478	4,563
Apartment/Rental House	65,195	59,566	5,629
Bed & Breakfast	28,924	26,084	2,840
Cruise Ship	185,997	170,364	15,633
Friends or Relatives	151,341	134,030	17,310

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2005 Annual Visitor Research Report.

10.3.4

SUMMARY VISITOR CHARACTERISTICS, BY ISLAND

Arrivals by Air

2005	Maui	Molokai	Lanai
Islands Visited			
Maui County	2,294,697	73,487	73,280
... Maui	2,294,697	43,099	50,879
... Molokai	43,099	73,506	16,267
... Lanai	50,879	16,267	73,292
Oahu	766,540	44,423	37,447
Kauai	364,506	21,804	26,299
Big Island	403,451	26,106	31,675
... Kona	344,813	23,221	28,572
... Hilo	260,078	20,813	24,107
Maui Only	1,312,716		
Molokai Only		8,665	
Lanai Only			7,878
Visit Status			
First trip	824,635	29,469	29,632
Repeat	1,470,062	44,037	43,660
Average number of trips	4.58	4.89	4.69
Party Size			
One person	307,292	13,301	12,244
Two persons	1,083,500	35,571	38,739
Three or more persons	903,906	24,635	22,309
Average party size	2.15	2.05	1.97
Accommodations			
Hotel	1,353,125	42,384	47,628
... Hotel Only	1,052,524	25,830	32,156
Condo	653,389	16,782	11,975
... Condo Only	498,258	10,181	7,478
Timeshare	209,945	4,528	4,974
... Timeshare Only	145,544	2,491	2,749
Apartment/Rental House	61,224	5,770	2,348
Bed & Breakfast	27,901	1,946	1,419
Cruise Ship	184,971	8,782	14,439
Friends or Relatives	141,732	11,224	6,984

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2005 Annual Visitor Research Report.

10.3.5

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

	All Visitors	US West	US East	Canada	Europe	Other
Total per person per day spending	176.16	152.15	199.25	128.49	141.64	190.74
Lodging	15.07	10.77	15.99	18.41	16.21	22.21
Food & beverages	10.82	9.22	9.90	14.67	11.85	19.00
Restaurant	7.38	5.72	6.76	9.27	9.47	15.36
Dinner shows	1.86	1.85	1.75	2.99	0.75	1.82
Groceries/snacks	1.58	1.65	1.39	2.40	1.64	1.82
Entertainment and Recreation	4.71	4.05	4.91	6.44	2.11	4.65
Shore Tour	20.39	16.03	24.63	14.58	16.22	16.69
Total Transportation	8.54	7.93	8.32	9.14	12.92	10.32
Inter-island airfare	3.40	2.86	3.35	4.02	5.23	4.75
Ground transportation	1.36	1.31	1.23	1.51	1.61	2.43
Rental car/moped	3.14	3.00	3.15	3.05	5.25	2.72
Other trans	0.63	0.76	0.59	0.55	0.84	0.43
Total Shopping	19.42	17.56	20.33	18.80	22.89	20.85
Fashion & clothing	5.79	5.52	5.63	5.66	6.25	8.40
Jewelry/watch	5.48	4.57	5.97	4.96	8.84	5.26
Cosmetics/perfumes	0.34	0.35	0.26	0.19	0.48	1.03
Leather goods	0.31	0.36	0.26	0.25	0.43	0.45
Hawaii food products	2.06	2.18	2.04	2.42	1.27	1.78
Souvenirs	5.45	4.56	6.18	5.32	5.62	3.94
All other spending outside ship	7.25	6.80	6.82	9.79	5.14	10.75
Unallocated and on ship spending	89.96	79.79	108.34	36.67	54.30	86.27

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2005 Annual Visitor Research Report.

10.3.6

TOTAL CRUISE PASSENGERS BY MMA¹

	Visitors	US West	US East	Canada	Europe	Other	Hawaii Residents	Total Passengers
2005								
Total Passengers	316,546	89,914	170,879	27,943	8,769	19,040	4,977	321,522
Island Visitation (# of Passengers)								
Maui County	314,123	89,226	169,571	27,729	8,702	18,894	4,779	318,901
Maui	314,123	89,226	169,571	27,729	8,702	18,894	4,779	318,901
Molokai	11,849	4,516	5,512	770	347	703	54	11,903
Lanai	13,323	4,892	6,402	837	350	842	38	13,361
2004								
Total Passengers	240,800	67,271	127,532	16,240	7,700	22,057	3,577	244,377
Island Visitation (# of Passengers)								
Maui County	230,394	64,364	122,021	15,538	7,367	21,104	3,577	233,971
Maui	230,394	64,364	122,021	15,538	7,367	21,104	3,577	233,971
Molokai	7,573	2,733	3,850	520	134	335	72	7,645
Lanai	8,971	3,215	4,639	536	188	393	17	8,988
2003								
Total Passengers	230,495	65,822	125,645	15,064	6,368	17,596	5,654	236,149
Island Visitation (# of Passengers)								
Maui County	212,428	60,786	116,033	13,911	5,880	15,817	5,654	218,082
Maui	212,428	60,786	116,033	13,911	5,880	15,817	5,654	218,082
Molokai	5,090	2,110	2,436	256	42	245	73	5,163
Lanai	6,009	2,260	3,143	243	40	323	48	6,057
2002								
Total Passengers	235,027	71,312	128,252	15,570	5,533	14,361	7,117	242,144
Island Visitation (# of Passengers)								
Maui County	224,735	68,189	122,636	14,888	5,290	13,732	6,806	231,541
Maui	224,735	68,189	122,636	14,888	5,290	13,732	6,806	231,541
Molokai	2,002	517	1,153	153	64	114	71	2,073
Lanai	2,776	889	1,514	99	62	212	44	2,821

¹ MMA: Major Market Area.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2002 -2005 Annual Visitor Research Report.

10.3.7

CRUISE/PASSENGER SHIP SCHEDULE, KAHULUI HARBOR AND LAHAINA SMALL BOAT HARBOR

Month	Maximum Passenger Capacity (Number of Ships)				
	2006	2007	2008	2009	2010
Kahului Harbor					
January	16,560 (8)	29,388 (14)	29,650 (14)	31,914 (15)	29,514 (14)
February	16,560 (8)	25,112 (12)	31,914 (15)	27,512 (13)	29,912 (14)
March	20,700 (10)	27,114 (13)	26,650 (14)	32,050 (15)	31,788 (15)
April	20,808 (10)	31,498 (15)	34,174 (16)	31,774 (15)	31,638 (15)
May	12,692 (6)	27,250 (13)	29,514 (14)	34,038 (16)	34,174 (16)
June	27,114 (13)	27,114 (13)	32,050 (15)	29,650 (14)	29,650 (14)
July	27,250 (13)	27,250 (13)	29,650 (14)	31,652 (15)	31,914 (15)
August	27,250 (13)	29,252 (14)	31,914 (15)	32,050 (15)	29,650 (14)
September	30,986 (15)	32,036 (15)	29,650 (14)	29,650 (14)	34,174 (16)
October	29,374 (14)	33,912 (16)	33,776 (16)	34,038 (16)	31,638 (15)
November	27,250 (13)	29,514 (14)	29,912 (14)	29,650 (15)	32,050 (15)
December	27,114 (13)	32,050 (15)	31,788 (15)	32,050 (15)	31,652 (15)
Total	283,658(136)	351,490(167)	370,642(176)	376,028(177)	377,754(178)
Lahaina Small Boat Harbor					
January	9,748 (4)	19,596 (9)	21,871 (10)	20,031 (9)	17,432 (8)
February	4,874 (2)	17,432 (8)	19,596 (9)	17,432 (8)	17,594 (8)
March	9,748 (4)	20,031 (9)	15,430 (7)	20,031 (9)	19,596 (9)
April	19,277 (7)	23,512 (10)	25,073 (11)	22,474 (10)	25,009 (11)
May	18,333 (8)	22,033 (10)	20,472 (9)	20,634 (9)	NA
June	13,155 (6)	17,432 (8)	17,594 (8)	17,594 (8)	NA
July	17,432 (8)	20,031 (9)	21,871 (10)	21,871 (10)	NA
August	22,033 (10)	19,434 (9)	17,594 (8)	17,594 (8)	NA
September	23,512 (10)	20,634 (9)	17,594 (8)	19,434 (9)	NA
October	23,071 (10)	22,636 (10)	30,991 (13)	29,151 (12)	NA
November	19,434 (9)	19,869 (9)	17,594 (8)	17,432 (8)	NA
December	17,594 (8)	18,344 (8)	19,434 (9)	22,033 (10)	NA
Total	198,211 (86)	240,984(108)	245,114(110)	245,711(110)	NA

NA: Not Available.

Maximum Passenger Capacity: Ship capacity, not actual passenger counts.

Source: State of Hawaii, Department of Transportation, Harbors Division, Maui District, records and Department of Land and Natural Resources, Division of Boating & Ocean Recreation, *Schedule of Passenger/Cruise Vessels and Military Vessels (Offshore) March 22, 2004*.

10.4.1

ACTIVITY PARTICIPATION MAUI ISLAND, BY VISITOR CATEGORY

Activity	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
All Sightseeing	89.0%	86.6%	92.2%	91.7%	91.9%	91.7%
Helicopter or plane tour	10.1%	7.4%	13.6%	5.6%	7.8%	7.6%
Boat, submarine, whale watching	35.2%	33.5%	37.3%	12.7%	32.2%	32.0%
Tour bus excursion	9.6%	4.4%	16.3%	43.2%	18.6%	19.3%
Private limousine/van tour	4.8%	4.3%	5.4%	9.7%	6.6%	13.0%
Self-guided	73.1%	73.9%	72.1%	36.9%	72.0%	66.8%
All Recreation	88.4%	91.7%	84.1%	53.8%	85.3%	81.0%
Swimming-sunbathing-beach	80.1%	83.2%	76.1%	41.4%	76.2%	73.8%
Surfing / bodyboarding	22.4%	27.7%	15.4%	4.4%	29.1%	16.4%
Snorkeling-scuba diving	50.5%	57.4%	41.4%	10.4%	46.3%	38.0%
Jet skiing-parasailing-windsurfing	5.5%	7.3%	3.2%	1.1%	3.1%	3.5%
Golf	14.6%	15.0%	14.0%	10.8%	17.0%	5.6%
Running-jogging-fitness walking	32.9%	38.0%	26.4%	9.6%	37.2%	14.6%
Gym-health spa	14.7%	13.1%	16.8%	3.5%	8.3%	6.7%
Backpacking-hiking-camping	16.2%	17.1%	15.0%	3.8%	13.7%	15.8%
Sports event or tournament	2.4%	2.2%	2.6%	1.8%	4.1%	2.3%
All Entertainment	77.6%	80.8%	73.4%	64.6%	69.8%	62.9%
Lunch-sunset-dinner-evening cruise	29.7%	28.9%	30.7%	18.9%	29.8%	31.6%
Lounge act-stage show	29.3%	29.6%	29.0%	8.0%	25.2%	13.6%
Nightclub-dancing-bar-karaoke	11.5%	11.1%	12.1%	0.9%	8.4%	9.6%
Fine dining	64.1%	67.7%	59.4%	56.1%	48.1%	42.5%
All Shopping	88.9%	91.9%	85.0%	64.9%	87.8%	85.9%
Department stores	32.9%	36.0%	28.9%	3.8%	45.7%	43.1%
Designer boutiques	40.8%	44.9%	35.6%	18.4%	41.2%	27.7%
Hotel stores	38.1%	37.1%	39.3%	26.9%	27.9%	25.0%
Swap meet	17.9%	19.5%	15.8%	4.3%	25.9%	11.5%
Discount/outlet stores	31.6%	31.1%	32.4%	14.5%	36.4%	21.2%
Supermarkets	64.7%	74.6%	51.9%	35.4%	63.1%	61.3%
Convenience stores	53.7%	57.0%	49.4%	31.7%	53.4%	31.1%
Duty free	3.4%	3.4%	3.4%	9.1%	5.5%	7.4%
All Culture	71.1%	69.3%	73.5%	26.9%	67.9%	55.3%
Historic site	39.7%	39.1%	40.6%	16.2%	45.3%	37.7%
Museum-art gallery	28.5%	32.0%	23.9%	5.7%	25.2%	17.4%
Polynesian show-luau	41.4%	36.3%	48.1%	8.3%	33.4%	23.6%
Art-craft fair	16.8%	17.7%	15.6%	1.5%	15.6%	9.1%
Festival	5.1%	6.2%	3.6%	2.3%	2.8%	2.5%
All Transportation	83.7%	86.4%	80.3%	52.7%	79.8%	79.9%
Trolley	2.7%	3.0%	2.2%	7.9%	3.3%	5.3%
Public Bus	3.0%	2.2%	4.1%	4.4%	3.2%	10.4%
Taxi-limousine	7.2%	7.3%	7.0%	21.2%	10.9%	18.0%
Rental Car	78.4%	82.5%	73.1%	27.1%	72.2%	64.1%
Meeting	5.8%	7.5%	3.7%	0.4%	3.2%	1.6%
Convention	2.5%	1.6%	3.5%	0.2%	1.4%	0.7%
Incentive/reward	3.9%	2.5%	5.8%	0.5%	2.9%	1.2%

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

SOURCE: Department of Business, Economic Development and Tourism. 2005, *Visitor Satisfaction & Activity Report*.

10.4.2

EXCELLENT SATISFACTION RATINGS BY ISLAND, US AND JAPAN VISITORS

Year	State	Maui	Molokai	Lanai	Oahu	Big Island	Kauai
U.S. Visitors							
2001	68.6%	69.4%	n/a	n/a	67.5%	70.4%	74.1%
2002	69.3%	70.1%	46.1%	54.6%	57.7%	65.5%	75.5%
2003	72.4%	73.6%	53.6%	61.7%	60.1%	65.1%	76.4%
2004	68.2%	70.3%	57.8%	60.9%	55.8%	63.2%	73.3%
2005	67.4%	73.3%	65.9%	43.1%	55.1%	51.6%	70.6%
Japan Visitors							
2001	53.9%	52.7%	n/a	n/a	55.4%	51.3%	39.8%
2002	48.7%	51.9%	13.1%	42.4%	48.5%	55.6%	45.5%
2003	52.0%	53.7%	41.7%	50.0%	55.1%	57.3%	41.6%
2004	51.0%	53.0%	49.7%	19.1%	53.4%	57.7%	46.3%
2005	53.0%	57.8%	57.4%	34.0%	53.7%	46.6%	47.9%

n/a: Not Available.

SOURCE: Department of Business, Economic Development and Tourism, *2005 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	94.7%	93.4%	96.4%	95.3%	94.0%	89.5%
Decide after arrival in Hawaii	5.3%	6.6%	3.6%	4.7%	6.0%	10.5%
Molokai						
Decide before arrival in Hawaii	61.0%	58.4%	65.6%	56.0%	62.3%	66.9%
Decide after arrival in Hawaii	39.0%	41.6%	34.4%	44.0%	37.7%	33.1%
Lanai						
Decide before arrival in Hawaii	54.5%	53.8%	55.0%	100.0%	61.4%	62.3%
Decide after arrival in Hawaii	45.5%	46.2%	45.0%	0.0%	38.6%	37.7%

SOURCE: Department of Business, Economic Development and Tourism, *2005 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	73.3%	73.1%	73.7%	57.8%	68.0%	68.2%
Above Average	24.5%	24.5%	24.5%	35.1%	29.1%	28.6%
Below Average	1.9%	2.3%	1.4%	6.0%	2.8%	2.9%
Poor	0.2%	0.2%	0.3%	1.0%	0.1%	0.3%
Molokai						
Excellent	65.9%	75.6%	46.1%	57.4%	51.8%	63.3%
Above Average	19.1%	14.2%	28.9%	20.0%	37.5%	25.6%
Below Average	15.0%	10.2%	24.9%	22.6%	10.7%	11.1%
Poor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lanai						
Excellent	43.1%	52.6%	36.7%	34.0%	49.0%	47.4%
Above Average	48.3%	38.0%	55.1%	66.0%	42.6%	44.9%
Below Average	7.4%	6.3%	8.2%	0.0%	6.5%	4.4%
Poor	1.2%	3.1%	0.0%	0.0%	2.0%	3.2%

SOURCE: Department of Business, Economic Development and Tourism, 2005 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	1.2%	1.6%	1.8%	1.2%	4.4%
\$15,000 - \$24,999	0.8%	0.7%	1.2%	1.2%	4.6%
\$25,000 - \$29,999	1.0%	0.0%	1.4%	3.0%	5.7%
\$30,000 - \$34,999	2.2%	4.0%	2.1%	3.4%	5.6%
\$35,000 - \$39,999	2.4%	5.7%	2.7%	4.2%	3.9%
\$40,000 - \$44,999	3.1%	2.6%	3.9%	4.3%	4.7%
\$45,000 - \$49,999	3.9%	3.0%	5.5%	4.1%	3.9%
\$50,000 - \$69,999	14.6%	8.0%	13.4%	14.7%	16.7%
\$70,000 - \$99,999	20.4%	13.4%	21.8%	20.8%	19.8%
\$100,000 - \$124,999	17.7%	22.7%	16.8%	14.2%	13.3%
\$125,000 - \$149,999	7.9%	11.8%	5.5%	8.3%	5.5%
\$150,000 or more	24.8%	26.6%	24.1%	20.6%	12.0%
Japan					
10,000 Japanese Yen					
Under 150	3.8%				
150 - 249.999	3.5%				
250 - 299.999	2.6%				
300 - 349.999	3.5%				
350 - 399.999	8.1%				
400 - 449.999	6.6%				
450 - 499.999	5.3%				
500 - 699.999	20.9%				
700 - 999.999	22.3%				
1,000 - 1,249.999	9.9%				
1,250 - 1,499.999	3.6%				
1,500 or more	10.0%				

¹ In U.S. Dollars

SOURCE: Department of Business, Economic Development and Tourism, 2005 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	2002	2003	2004	2005
Maui				
Alexander & Baldwin Sugar Museum	33,386	32,818	35,483	38,591
Halekii-Pihana Heiaus State Monument ¹	NA	NA	NA	NA
Hana Cultural Center (Hale Wai Wai O Hana)	16,114	NA	NA	10,436
Hawaii Nature Center	NA	NA	NA	NA
Iao Valley State Monument ¹	NA	NA	NA	NA
Kula Botanical Gardens	27,050	26,030	26,175	28,520
Lahaina Restoration Foundation	154,898	143,341	148,784	134,735
Baldwin Missionary Home Museum	37,438	35,282	40,927	38,308
Hale Pa'ahao (Old Lahaina Prison)	24,632	27,834	28,536	27,746
Hale Pa'i Printing House	2,101	2,416	3,068	3,866
Wo Hing Temple Museum	71,384	77,809	76,253	64,815
Maui Historical Society Bailey House Museum	12,780	12,003	12,651	12,874
Maui Ocean Center	NA	NA	417,386	436,814
Maui Tropical Plantation	NA	NA	NA	NA
Whaler's Village Museum	186,508	176,495	178,906	164,559
Molokai				
Kalaupapa National Park	NA	57,972	61,797	48,772
Kalaupapa Settlement	14,178	9,791	9,122	NA

NA: Not available, open.

¹ Years ending June 30.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawaii Data Book 2005*, Table 7.40; and records.

10.5.2

NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2004	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	163

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, 2005.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	2001	2002	2003	2004	2005
National Parks¹					
Number of areas	2	2	2	2	2
Acreage	28,991	39,747	40,747	40,747	40,747
Visits	1,503,068	1,610,996	1,502,640	1,517,274	1,523,453
State Parks & Historic Sites²					
Number of areas	10	10	10	9	9
Acreage	566	566	566	566	566
Visits (1,000)	1,747	1,522	1,553	1,553	NA
County Parks					
Number of areas	143	150	150	NA	NA
Acreage	1,198	1,307	1,307	NA	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	32,137r	4,473	29	84	20,039	6,311	1,201
2000	31,147r	4,587	57	25	20,066	5,627	785
2001	31,068	4,285	(NA)	(NA)	18,761	5,919	2,103
2002	30,909r	4,420	50	30	17,752	6,809	1,848
2003	29,519	2,901	12	47	16,673	6,786	3,100
2004	50,180r	3,977	25r	33r	36,121r ³	8,085	1,942
2005	53,415	4,621	24	30	35,638 ³	10,454	2,648

NA: Not available. r: Revised from previous Data Book.

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.

³ Fiscal year ending June 30, figures are estimates.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism.

10.7.2

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

Acquisitions & Dispositions	FY 2004-05			FY 2005-06		
	Dogs	Cats	Other	Dogs	Cats	Other
Area						
Lahaina	NA	NA	NA	115	649	42
Kihei	NA	NA	NA	203	521	128
Makawao	NA	NA	NA	185	262	64
Kahului	NA	NA	NA	145	465	61
Kula	NA	NA	NA	113	145	41
Wailuku	NA	NA	NA	254	494	140
Paia	NA	NA	NA	56	92	47
Haiku	NA	NA	NA	139	199	43
Hana	NA	NA	NA	82	39	0
LAS	NA	NA	NA	147	217	76
Total	NA	NA	NA	1,439	3,083	642
Acquisitions						
Strays	1,779	3,870	396	1,748	4,585	559
Owner turn ins	1,412	1,609	477	1,492	1,432	488
TOTAL INCOMING	3,191	5,479	873	3,240	6,017	1,047
Remaining at Shelter						
Reclaim by owner	599	142	19	640	153	13
Adopted	798	866	159	798	772	185
Transferred	45	3	24	33	3	20
Dispositions					70	
Cremation	515	304	12	551	260	19
DOA	85	566	21	93	627	8
Total Euthanized	1,125	3,597	638	1,094	3,862	791
TOTAL	3,167	5,478	873	3,209	5,747	1,036
Euthanized						
Aggressive/ wild	171	2,352	3	25	2,675	207
Euthanized untreatable	47	62	74	47	33	84
Euthanized Treatable Space Reasons	513	1,085	150	640	948	44
Euthanized Space Reasons	313	50	401	283	131	429
Euthanized Owner Requested	81	47	6	109	75	19
TOTAL	1,125	3,596	634	1,104	3,862	783

SOURCE: Maui Humane Society, records.

10.7.3

MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	Fiscal Year 2004-05	Fiscal Year 2005-06
Call Slips		
Lease Law	2,484	2,432
No tax	490	571
Barking	310	220
Cruelty/Neglect	1,111	1,073
Home inspection	61	735
Injured animals	167	220
Large animal trespass	31	37
Spay/Neuter reclaims	20	23
Abandonment	41	42
Vicious dog recheck	73	64
Dog to dog bites	50	64
Dog to human bites	39	84
Dog to other bites	87	45
Pickup/Deliver/misc	693	812
Stray dog pick up	543	631
DOA's	713	723
Stray cat pick up	1,16	1,516
Pick up police reports, license	269	349
Other animal pick up	13	14
Total	8,972	9,655

Citations Issued FY 2005-06	UpCountry	Hana	Kahului	Wailuku	Lahaina	Kihei
Leash Law	108	9	22	34	5	29
No Tax	9	-	16	9	1	8
Inhumane Manner	5	-	-	2	-	1
Cruelty	-	-	-	2	-	-
Aggressive Dog	27	1	12	15	3	10
D.D. Non Compliance	3	-	-	4	-	2
Live Stock at Large	1	-	-	-	1	-
Total	163	10	48	66	10	50

SOURCE: Maui Humane Society, records.