



# 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 Hawai'i 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*

2006	Maui	Moloka'i	Lāna'i	Total Maui County
<b>Total Visitors</b>				
January	191,710	8,259	6,919	197,696
February	186,034	7,104	7,127	190,854
March	206,980	5,861	7,168	211,401
April	191,321	6,877	6,238	195,177
May	178,524	5,215	5,335	182,195
June	237,339	6,509	7,606	241,433
July	244,111	7,612	9,031	248,814
August	220,072	6,150	7,737	224,400
September	179,673	5,152	6,122	182,750
October	195,595	12,831	14,061	198,775
November	180,758	5,497	6,508	184,713
December	214,279	7,936	9,320	219,108
<b>Total</b>	<b>2,426,395</b>	<b>85,003</b>	<b>93,171</b>	<b>2,477,316</b>
<b>Domestic Visitors</b>				
January	161,450	5,378	6,220	165,387
February	158,585	5,165	5,879	162,447
March	181,172	4,898	6,039	185,105
April	172,217	4,405	5,271	175,862
May	160,522	4,139	4,818	163,723
June	209,064	5,524	6,372	212,777
July	225,097	6,142	7,075	229,085
August	198,931	4,829	6,138	202,725
September	157,421	4,627	5,359	160,436
October	170,561	4,868	5,648	173,570
November	158,295	4,616	5,800	162,051
December	185,115	5,505	6,825	189,440
<b>Total</b>	<b>2,138,430</b>	<b>60,095</b>	<b>71,444</b>	<b>2,182,608</b>
<b>International Visitors</b>				
January	30,260	2,882	699	32,309
February	27,448	1,939	1,248	28,407
March	25,808	963	1,129	26,296
April	19,104	2,473	967	19,314
May	18,002	1,075	517	18,472
June	28,275	985	1,234	28,656
July	19,014	1,470	1,956	19,729
August	21,141	1,321	1,599	21,675
September	22,252	525	763	22,315
October	25,034	7,963	8,413	25,205
November	22,463	881	707	22,662
December	29,164	2,432	2,495	29,668
<b>Total</b>	<b>287,965</b>	<b>24,908</b>	<b>21,728</b>	<b>294,708</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

## 10.1.2

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

*Arrivals by Air*

	2001	2002	2003	2004	2005	2006
<b>Length of Stay (days)<sup>1</sup></b>						
<b>All Visitors</b>						
Maui	6.90	7.17	7.33	7.47	7.46	7.37
Moloka'i	4.32	4.64	3.67	4.28	4.25	3.98
Lāna'i	4.71	4.71	3.41	3.29	3.14	2.99
<b>Domestic</b>						
Maui	7.41	7.63	7.53	7.70	7.65	7.64
Moloka'i	5.03	5.47	4.06	4.68	4.77	4.77
Lāna'i	5.02	4.92	3.65	3.46	3.25	3.51
<b>International</b>						
Maui	4.83	4.89	6.00	5.83	5.91	6.18
Moloka'i	2.23	2.63	2.51	2.66	2.91	2.06
Lāna'i	2.85	3.88	2.44	2.24	2.31	1.27
<b>Average Daily Census (people)</b>						
<b>All Visitors</b>						
Maui	38,724	40,744	42,710	44,014	46,923	48,961
Moloka'i	831	955	947	844	855	927
Lāna'i	1,096	1,043	853	660	631	763
<b>Domestic</b>						
Maui	33,330	36,081	38,215	39,873	42,785	44,189
Moloka'i	721	797	786	741	765	785
Lāna'i	1,002	868	728	597	578	687
<b>International</b>						
Maui	5,394	4,662	4,495	4,140	4,138	4,773
Moloka'i	110	158	162	103	90	141
Lāna'i	95	175	126	63	53	76

Note: Totals may not add due to rounding.

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

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 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	Hawai'i County	Kaua'i 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
2006	50,651	28,011	20,994	87,953	187,609

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.

All eastbound visitor days were attributed to Oahu through 1988.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 *Annual Visitor Research Report*; "Historical Visitor Data."

## 10.1.4

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

*Arrivals by Air*

2006	Maui	Moloka'i	Lāna'i	Total Maui County	Total State
Albuquerque	6,185	178	198	6,286	16,541
Anchorage	7,469	410	121	7,741	21,967
Atlanta	20,847	627	877	21,269	51,869
Austin	8,555	223	360	8,776	21,992
Bakersfield	6,458	121	143	6,553	17,053
Bellingham	3,547	88	55	3,608	8,669
Boise	6,603	138	160	6,686	16,089
Boston	28,491	842	1,149	29,029	65,536
Charlotte	5,236	137	260	5,341	12,657
Chicago	63,348	1,484	2,278	64,367	126,514
Cincinnati	9,966	347	300	10,143	22,109
Cleveland	10,446	309	403	10,617	22,337
Colorado Springs	5,208	190	198	5,368	16,104
Columbus	6,934	287	242	7,078	15,297
Dallas	35,514	721	1,301	36,128	82,001
Denver	36,464	995	1,243	37,283	93,407
Detroit	22,987	607	789	23,275	46,496
Eugene	5,245	202	144	5,390	13,518
Fresno	9,847	248	257	9,984	25,077
Grand Rapids	4,764	161	185	4,834	9,773
Hartford	6,078	175	282	6,194	13,616
Houston	22,934	705	1,046	23,445	56,665
Indianapolis	8,051	230	331	8,209	16,626
Kansas City	10,907	254	471	11,062	25,525
Las Vegas	26,135	724	834	26,672	73,905
Los Angeles	317,520	6,628	9,258	324,057	855,095
Miami	10,610	334	477	10,746	23,107
Milwaukee	7,991	229	261	8,116	17,174
Minneapolis	26,151	651	812	26,724	60,946
Modesto	6,462	153	146	6,578	16,391

## 10.1.4

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2006	Maui	Moloka'i	Lāna'i	Total Maui County	Total State
Nashville	5,525	145	214	5,589	12,543
New York	77,859	2,095	3,334	79,445	169,198
Norfolk	4,527	179	203	4,623	17,543
Oklahoma City	4,695	152	201	4,806	12,042
Omaha	4,149	86	135	4,236	10,015
Orlando	7,698	213	403	7,820	18,010
Philadelphia	21,315	697	856	21,828	47,219
Phoenix	59,992	1,329	1,886	60,974	148,782
Pittsburgh	7,195	225	299	7,284	15,832
Portland	50,339	1,711	1,373	51,745	126,645
Provo	5,510	145	155	5,588	17,879
Raleigh	5,206	162	228	5,319	12,992
Reno	8,215	191	197	8,376	20,529
Sacramento	52,701	1,053	1,162	53,551	126,603
Saint Louis	13,473	346	494	13,657	29,701
Salinas	5,455	229	141	5,610	15,936
Salt Lake City	22,782	597	537	23,164	61,902
San Antonio	5,549	180	264	5,705	17,497
San Diego	68,158	1,730	2,142	69,825	182,576
San Francisco	216,981	5,118	6,544	222,344	603,931
San Luis/Obispo	5,599	239	155	5,796	15,040
Santa Barbara	8,005	288	270	8,285	23,602
Seattle	96,189	2,548	2,013	98,268	244,849
Spokane	6,247	135	128	6,344	15,701
Stockton	9,929	269	249	10,128	24,097
Tampa	8,711	318	446	8,900	20,276
Tucson	9,011	289	310	9,251	25,018
Tulsa	3,683	95	116	3,725	8,901
Washington D.C.	38,185	1,325	1,714	39,137	116,486
<b>Top US MSAs as percent of total Visitors</b>	<b>65.1</b>	<b>47.6</b>	<b>54.5</b>	<b>65.1</b>	<b>54.0</b>

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 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*

<u>Westbound Visitors</u>			
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 Visitors<sup>1</sup></u>	<u>Domestic Visitors</u>	<u>Total Visitors</u>
1989 <sup>2</sup>	400,860	2,113,100	2,513,960
1990	469,239	1,815,623	2,284,862
1991	483,224	1,692,382	2,175,606
1992	569,241	1,754,371	2,323,612
1993	569,204	1,693,910	2,263,114
1994	531,610	1,808,906	2,340,516
1995	564,092	1,762,705	2,326,797
1996	586,576	1,732,034	2,318,610
1997	542,018	1,788,366	2,330,384
1998	527,950	1,776,165	2,304,115
1999	480,471	1,866,531	2,347,002
			<u>Arrivals by Ship</u>
2000	470,035	1,834,631	32,288
2001	418,518	1,685,960	41,288
2002	369,323	1,770,103	58,853
2003	296,273	1,900,174	43,514
2004	270,029	1,937,797	69,427
2005	265,749	2,080,731	43,514
2006	294,708	2,182,608	89,820

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

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

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report; "Historical Visitor Data."

## 10.1.6

### NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

*Arrivals by Air*

2006 MMA <sup>1</sup>	MAUI			MOLOKA'I			LĀNA'I		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
<b>Total</b>	2,138,430	287,965	2,426,395	60,095	24,908	85,003	71,444	21,728	93,171
<b>U.S.</b>	1,987,912	16,501	2,004,413	54,554	1,401	55,955	65,379	1,956	67,335
<b>Canada</b>	42,921	89,982	132,903	1,223	2,741	3,965	1,686	3,332	5,018
<b>Asia</b>									
China	2,587	2,548	5,135	170	427	598	109	364	473
Hong Kong	342	912	1,254	11	0	11	12	0	12
Japan	767	93,942	94,709	14	3,912	3,926	12	1,755	1,767
Korea	1,334	8,527	9,861	52	593	645	26	762	788
Singapore	223	0	223	8	0	8	16	0	16
Taiwan	453	2,215	2,668	17	398	415	20	44	64
<b>Total Asia</b>	5,706	108,144	113,850	272	5,330	5,603	195	2,925	3,120
<b>Oceania</b>									
Australia	3,007	22,754	25,761	77	2,841	2,917	65	3,192	6,257
New Zealand	688	3,370	4,058	19	212	231	30	242	273
<b>Total Oceania</b>	3,695	26,123	29,819	96	3,053	3,148	95	3,435	3,530
<b>Europe</b>									
United Kingdom	14,629	1,238	15,867	570	29	599	763	84	847
Germany	10,660	685	11,346	500	25	525	376	25	401
France	2,351	134	2,485	98	0	98	79	0	79
Italy	3,419	152	3,571	141	0	141	135	0	135
Switzerland	2,788	329	3,117	154	0	154	143	0	143
<b>Total Europe</b>	33,848	2,537	36,386	1,463	54	1,517	1,496	109	1,605
<b>Latin America</b>									
Argentina	1,119	0	1,119	30	0	30	36	0	36
Brazil	2,186	65	2,251	110	0	110	121	0	121
Mexico	3,783	0	3,783	142	0	142	163	0	163
<b>Total Latin America</b>	7,088	65	7,153	281	0	281	320	0	320
<b>Other Foreign</b>	57,260	44,613	101,873	2,206	12,329	14,535	2,272	9,972	12,244
<b>Total Foreign</b>	150,518	271,464	421,984	5,541	23,507	29,049	6,064	19,773	25,837

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

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

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

## 10.1.7

## TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2002	2003	2004	2005	2006
<b>TOTAL SEATS</b>	<b>1,326,429</b>	<b>1,480,866</b>	<b>1,631,999</b>	<b>1,894,234</b>	<b>1,993,762</b>
Scheduled Seats	1,283,488	1,444,386	1,590,819	1,852,814	1,954,782
Charter seats	42,941	36,480	41,180	41,420	38,980
<b>DOMESTIC SEATS</b>	<b>1,275,107</b>	<b>1,421,582</b>	<b>1,594,958</b>	<b>1,821,553</b>	<b>1,890,534</b>
Scheduled Seats	1,232,166	1,385,102	1,553,778	1,780,133	1,851,554
Charter seats	42,941	36,480	41,180	41,420	38,980
<b>US West</b>	1,089,402	1,187,910	1,324,702	1,458,103	1,581,804
Anchorage				15,680	12,54
Burbank		38,316	32,984	11,408	
Las Vegas			124		49,684
Los Angeles	538,798	562,663	545,667	527,885	553,026
Oakland	45,880	45,260	50,318	82,199	91,860
Orange County	45,260	45,260	45,384	62,744	45,260
Phoenix	22,728	22,282	21,599	61,635	144,719
Portland		37,260	48,530	38,620	53,328
Sacramento			14,136	45,012	45,260
Salt Lake City				70,131	94,050
San Diego		11,730	22,578	65,500	98,852
San Francisco	314,676	299,375	339,336	338,427	247,309
San Jose	52,976	45,584	47,956	6,574	
Seattle	69,084	80,180	156,090	132,288	145,912
<b>US East</b>	<b>142,764</b>	<b>197,192</b>	<b>229,076</b>	<b>322,030</b>	<b>269,750</b>
Atlanta			574	2,448	33,426
Chicago		57,077	81,957	174,886	145,889
Dallas	72,427	88,313	77,573	77,018	78,659
Houston		36,374	68,972	67,678	11,776
St. Louis	70,337	15,428			
<b>INTERNATIONAL SEATS</b>	<b>51,322</b>	<b>59,284</b>	<b>37,041</b>	<b>72,681</b>	<b>103,228</b>
Scheduled Seats	51,322	59,284	37,041	72,681	103,228
Charter seats	NA	NA	NA	NA	NA
<b>Canada</b>	51,322	59,284	37,041	72,681	103,228
Calgary	1,782	9,894		980	11,799
Edmonton	594	3,378			513
Vancouver	48,946	46,012	37,041	71,701	90,916

NA: Not available

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

10.1.8

**HOTEL OCCUPANCY RATES, MAUI ISLAND**

<b>Month</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
January	73.2	77.9	66.2	72.4	78.20	78.70	79.50
February	90.3	85.2	78.3	79.9	83.10	85.90	86.10
March	89.0	84.9	77.8	78.4	83.60	86.20	83.80
April	82.7	77.7	72.7	74.1	80.60	77.40	80.40
May	78.5	72.4	68.3	71.8	76.50	78.60	80.00
June	79.7	75.7	75.2	75.3	79.30	83.80	81.80
July	84.8	80.6	78.8	83.8	82.40	84.90	85.10
August	83.2	80.3	81.4	84.2	82.90	81.80	84.40
September	77.6	58.1	64.6	67.1	73.00	75.40	76.70
October	78.1	60.9	68.1	70.2	74.60	77.00	77.50
November	78.0	64.9	62.2	67.6	70.70	73.20	72.20
December	68.8	58.0	62.5	70.6	69.10	71.50	72.10
<b>TOTAL</b>	<b>80.3</b>	<b>73.0</b>	<b>71.0</b>	<b>74.8</b>	<b>77.80</b>	<b>79.60</b>	<b>80.00</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

10.2.1

**PKF-HAWAII'  
OCCUPANCY AND ROOM RATES,  
FOOD AND BEVERAGE SALES,  
ISLANDS OF MAUI AND MOLOKA'I**

*Includes condominium units in rental pools for transient occupancy*

Year	Percent Occupied	Average Daily Room Rate	Average Revenue per Available Room	Average Daily Sales Per Guest		
				Food	Beverage	Food Sales Per Cover
<b>Maui</b>						
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
2004	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
<b>Moloka'i</b>						
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
2004	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.

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	Kā'anapali	West Maui	Other	Moloka'i
<b>Room Sales for the Total Market</b>					
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
<b>Room Sales for the Hotel Market</b>					
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
<b>Room Sales for the Resort Condo Market</b>					
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
<b>Food Sales for the Total Market</b>					
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					Moloka'i
<b>Room Quality</b>	Luxury	First Class	Deluxe	Standard	Budget	Standard
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
<b>Number of Rooms on Property</b>	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  
HAWAI'I HOTEL FLASH REPORT, MAUI ISLAND**

2006	Occupancy	Average Daily Rate	Revenue per Available Room
<b>Total Maui</b>	<b>80.00%</b>	<b>241.08</b>	<b>192.86</b>
<b>By Area</b>			
Wailea	73.90%	386.53	285.62
Lahaina/Kā'anapali/Kapalua	82.50%	232.05	191.44
Other Maui	77.30%	251.35	194.29
<b>By Price</b>			
Luxury	77.90%	364.34	283.82
Upscale	77.30%	218.44	168.85
Midprice	84.20%	145.72	122.70
Economy/Budget	81.40%	117.45	95.60

SOURCE: Hospitality Advisors LLC, *Hawai'i Hotel Flash Report, December 2006.*

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
<b>Maui</b>						
Budget: \$100 or less	2,111	11.8%		n/a	12.0%	
Standard: \$101 to \$250	5,895	33.1%		n/a	31.3%	
Deluxe: \$251 to \$500	6,806	38.2%		n/a	36.7%	
Luxury: Over \$500	3,017	16.9%		n/a	20.0%	
All levels	17,830	100.0%	271	n/a	100.0%	271
<b>Moloka'i</b>						
Budget: \$100 or less	213	50.0%		n/a	51.2%	
Standard: \$101 to \$250	144	34.0%		n/a	32.4%	
Deluxe: \$251 to \$500	67	15.8%		n/a	16.3%	
Luxury: Over \$500	1	0.2%		n/a	0.0%	
All levels	425	100.00%	33	n/a	100.0%	32
<b>Lāna'i</b>						
Budget: \$100 or less	6	1.7%		n/a	0.8%	
Standard: \$101 to \$250	12	3.2%		n/a	3.5%	
Deluxe: \$251 to \$500	160	43.3%		n/a	43.6%	
Luxury: Over \$500	191	51.8%		n/a	52.0%	
All levels	369	100.0%	7	n/a	100.0%	6

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2006 Visitor Plant Inventory.*

## 10.2.6

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

	2002		2003		2004		2005		2006	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
<b>Maui</b>										
Apartment/Hotel	7	103	6	69	8	45	6	45	5	37
Bed & Breakfast	23	113	22	110	27	144	29	116	30	122
Hostel	2	30	2	30	2	30	3	37	3	37
Hotel	29	8,413	29	8,379	31	8,065	29	7,974	27	7,595
Condominium										
Hotel	102	7,548	106	7,955	114	7,085	112	7,509	114	7,830
Individual										
Vacation Unit	63	584	63	638	90	549	72	570	71	495
Timeshare	—	—	—	—	—	1,512	15	1,852	16	1,959
Other	16	613	19	730	16	387	15	366	15	366
<b>Total</b>	<b>242</b>	<b>17,404</b>	<b>247</b>	<b>17,911</b>	<b>288</b>	<b>17,817</b>	<b>281</b>	<b>18,469</b>	<b>281</b>	<b>18,441</b>
<b>Moloka'i</b>										
Bed & Breakfast	1	1	2	3	3	3	2	3	2	3
Hotel	1	45	1	45	2	114	3	141	3	141
Condominium										
Hotel	4	101	6	159	6	140	6	259	6	259
Individual										
Vacation Unit	2	66	17	26	22	31	23	30	22	29
TimeShare	—	—	—	—	—	7	0	15	0	15
Other	2	7	2	66	1	4	1	4	1	4
<b>Total</b>	<b>10</b>	<b>220</b>	<b>28</b>	<b>299</b>	<b>33</b>	<b>299</b>	<b>35</b>	<b>452</b>	<b>34</b>	<b>451</b>
<b>Lāna'i</b>										
Apartment/Hotel	—	—	—	—	1	1	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	1	1
TimeShare	—	—	—	—	—	—	—	—	—	—
Other	—	—	—	—	—	—	—	—	—	—
<b>Total</b>	<b>6</b>	<b>368</b>	<b>6</b>	<b>368</b>	<b>7</b>	<b>369</b>	<b>7</b>	<b>369</b>	<b>6</b>	<b>367</b>

Notes: Categories vary in the way they are reported from year to year.

Individual Vacation Unit: Individual condominium unit (not in a hotel rental operation), house, cabin, villa or cottage with very limited service, often with only basic cleaning supplies provided.

“—” Not available, not reported or none.

SOURCES: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Visitor Plant Inventory.

## 10.2.7

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

2006 Island/Area/Type	Properties	Available Units
<b>Maui Island</b>	<b>281</b>	<b>18,441</b>
<b>Hāna</b>	<b>32</b>	<b>198</b>
Bed & Breakfast	3	3
Hotel	2	95
Individual Vacation Unit	22	66
TimeShare	1	17
Other	4	17
<b>Kahului-Wailuku</b>	<b>13</b>	<b>529</b>
Apartment/Hotel	1	2
Bed & Breakfast	1	10
Hostel	3	37
Hotel	4	458
Individual Vacation Unit	3	7
Other	1	15
<b>Kula-Makawao</b>	<b>34</b>	<b>108</b>
Apartment/ Hotel	1	9
Bed & Breakfast	9	33
Hotel	1	8
Individual Vacation Unit	21	46
Other	2	12
<b>Lahaina-Kā'anapali-Nāpili-Kapalua</b>	<b>95</b>	<b>9,599</b>
Apartment/ Hotel	2	21
Bed & Breakfast	10	53
Condominium Hotel	54	4,123
Hotel	9	3,613
Individual Vacation Unit	8	94
TimeShare	9	1,423
Other	3	272
<b>Mā'alaea</b>	<b>8</b>	<b>282</b>
Condominium Hotel	8	282
<b>Wailea-Kihei</b>	<b>99</b>	<b>7,725</b>
Apartment/ Hotel	1	5
Bed & Breakfast	7	23
Condominium Hotel	52	3,425
Hotel	11	3,421
Individual Vacation Unit	17	282
TimeShare	6	519
Other	5	50
<b>Moloka'i</b>	<b>34</b>	<b>451</b>
Bed & Breakfast	2	3
Condominium Hotel	6	259
Hotel	3	141
Individual Vacation Unit	22	29
TimeShare	0	15
Other	1	4
<b>Lāna'i</b>	<b>6</b>	<b>367</b>
Apartment/Hotel	1	1
Bed & Breakfast	1	3
Hotel	3	362
Individual Vacation Unit	1	1

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 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
2006	19,259

Notes: Includes hotels and condominiums available for transient rental. HVCB did not conduct an update survey in 1995.

NA: not available.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2006 Visitor Plant Inventory*.

## 10.2.9

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

2006				Number of Sleeping Rooms & Suites	Location	Property Type	Range of Rates
Hotel							
1	Hyatt Regency Maui Resort and Spa	806	Lahaina, Maui	Hotel	\$311-\$765		
2	Grand Wailea Resort Hotel & Spa	780	Wailea, Maui	Resort	\$495-\$3,000		
3	The Westin Maui Resort & Spa	758	Lahaina, Maui	Resort	\$360-\$3,000		
4	The Ritz-Carlton Kapalua	548	Kapalua, Maui	Resort	\$405-\$3,700		
5	Wailea Marriott Resort	521	Wailea, Maui	Resort	\$475-\$5,800		
6	The Royal Lahaina Resort	515	Lahaina, Maui	Resort	\$125-\$2,500		
7	Sheraton Maui Resort	510	Lahaina, Maui	Resort	\$405-\$3,350		
8	ResortQuest Kā'anapali Shores	463	Lahaina, Maui	Condo/Resort	\$200-\$1,000		
9	The Fairmont Kea Lani Resort	450	Wailea, Maui	Resort	\$395-\$3,000		
10	Kā'anapali Beach Hotel	430	Lahaina, Maui	Hotel	\$185-\$640		
11	Kā'anapali Beach Vacation Resort	413	Lahaina, Maui	Resort	\$402-\$616		
12	Four Seasons Resort	380	Wailea, Maui	Resort	\$365-\$9,975		
13	ResortQuest at Papakea Resort	364	Lahaina, Maui	Condo/Resort	\$225-\$750		
14	The Whaler on Kā'anapali Beach	360	Lahaina, Maui	Condo/Resort	\$235-\$730		
15	Renaissance Wailea Beach Resort	345	Wailea, Maui	Resort	\$459-\$4,000		
16	Maui Prince Mākena Resort	310	Wailea, Maui	Resort	\$335 - \$1,500		
17	Maui Marc Vista	279	Kīhei, Maui	Condo/Resort	\$190 - \$260		
18	Maui Coast Hotel	265	Kīhei, Maui	Hotel	\$215-\$275		
19	ResortQuest Maui Kā'anapali Villas	260	Lahaina, Maui	Condo/Resort	NA		
20	Outrigger Royal Kahana Resort	236	Lahaina, Maui	Condo/Resort	\$125-\$509		
21	Four Seasons Resort Lana'i at Mānele Bay	236	Lāna'i	Resort	\$395-\$5,000		
22	ResortQuest Mahana at Kā'anapali	211	Lahaina, Maui	Condo/Resort	NA		
23	Outrigger Maui Eldorado	204	Lahaina, Maui	Condo/Resort	\$149-\$479		
24	Maui Seaside Hotel	190	Kahului, Maui	Hotel	\$105-\$150		

DND: Did not disclose.

SOURCE: Pacific Business News, "Largest Maui County Hotels," *Book of Lists 2007*.

## 10.3.1

**EXPENDITURES PER PERSON PER DAY  
BY UNITED STATES AND JAPANESE VISITORS,  
STATE OF HAWAI'I**

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

Expenditure Type	US East		US West		Japan	
	2005	2006	2005	2006	2005	2006
<b>GRAND TOTAL</b>	<b>178.4</b>	<b>181.2</b>	<b>48.6</b>	<b>156.5</b>	<b>255.4</b>	<b>266.5</b>
<b>Total Food and beverage</b>	<b>35.8</b>	<b>35.2</b>	<b>31.0</b>	<b>31.9</b>	<b>42.5</b>	<b>42.0</b>
Restaurant food	25.5	24.8	20.6	21.3	29.5	29.1
Dinner shows and cruises	4.4	4.4	3.2	3.3	5.5	5.3
Groceries and snacks	5.9	6.1	7.2	7.4	7.5	7.6
<b>Entertainment &amp; Recreation</b>	<b>18.3</b>	<b>19.1</b>	<b>14.0</b>	<b>15.0</b>	<b>19.2</b>	<b>19.7</b>
<b>Total Transportation</b>	<b>17.2</b>	<b>17.8</b>	<b>14.3</b>	<b>16.8</b>	<b>11.1</b>	<b>11.6</b>
Interisland airfare	3.1	3.3	1.9	2.9	3.6	3.7
Ground transportation	1.0	1.0	0.7	0.7	4.7	4.
Rental vehicles	11.5	11.8	10.3	11.6	2.5	2.7
Gasoline, parking, etc.	1.5	1.7	1.3	1.5	0.3	0.3
<b>Total Shopping</b>	<b>23.4</b>	<b>22.5</b>	<b>20.3</b>	<b>20.6</b>	<b>99.1</b>	<b>98.8</b>
Fashion and clothing	8.0	7.9	7.8	7.9	25.5	26.1
Jewelry and watches	5.7	6.0	4.7	5.1	14.1	13.6
Cosmetics, perfume	0.3	0.3	0.3	0.3	5.7	5.6
Leather goods	0.5	0.5	0.6	0.6	34.3	33.7
Hawai'i food products	2.2	2.0	2.1	2.1	10.4	10.7
Souvenirs	6.7	5.8	4.7	4.6	9.2	9.0
<b>Lodging</b>	<b>69.1</b>	<b>73.6</b>	<b>60.1</b>	<b>64.3</b>	<b>68.8</b>	<b>75.4</b>
<b>All other expenses<sup>1</sup></b>	<b>14.6</b>	<b>13.0</b>	<b>8.9</b>	<b>8.0</b>	<b>14.6</b>	<b>19.0</b>

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

<sup>1</sup> Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

## 10.3.2

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

	<b>All Visitors</b>	<b>US West</b>	<b>US East</b>	<b>Canada</b>	<b>Other</b>
<b>Total per person per day spending</b>	<b>75.75</b>	<b>57.59</b>	<b>88.93</b>	<b>81.62</b>	<b>104.75</b>
<b>Lodging</b>	<b>6.53</b>	<b>3.51</b>	<b>8.39</b>	<b>12.43</b>	<b>9.71</b>
<b>Food &amp; beverages</b>	<b>8.06</b>	<b>5.96</b>	<b>9.40</b>	<b>8.69</b>	<b>12.12</b>
Restaurant	5.11	3.99	5.76	5.34	7.50
Dinner shows	1.65	1.07	2.26	1.75	1.47
Groceries/snacks	1.30	0.90	1.38	1.60	3.15
<b>Entertainment and Recreation</b>	<b>4.09</b>	<b>2.83</b>	<b>4.16</b>	<b>3.93</b>	<b>12.00</b>
<b>Shore Tour</b>	<b>18.80</b>	<b>12.17</b>	<b>25.72</b>	<b>17.79</b>	<b>18.30</b>
<b>Total Transportation</b>	<b>7.58</b>	<b>6.26</b>	<b>8.05</b>	<b>10.64</b>	<b>9.41</b>
Inter-island airfare	2.21	0.95	2.95	4.21	3.04
Ground transportation	1.66	2.28	0.96	1.02	3.20
Rental car/moped	3.19	2.59	3.53	4.85	2.73
Other trans	0.52	0.43	0.62	0.56	0.44
<b>Total Shopping</b>	<b>24.01</b>	<b>21.86</b>	<b>25.97</b>	<b>20.62</b>	<b>30.75</b>
Fashion& clothing	7.89	7.75	8.17	6.65	8.92
Jewelry/watch	8.10	7.50	9.36	5.50	7.85
Cosmetics/perfumes	0.21	0.14	0.16	0.40	0.65
Leather goods	0.38	0.20	0.24	0.51	2.24
Hawaii food products	1.43	1.40	1.37	1.55	1.82
Souvenirs	6.01	4.88	6.67	6.01	9.26
<b>All other spending outside ship</b>	<b>6.67</b>	<b>5.01</b>	<b>7.23</b>	<b>7.53</b>	<b>12.45</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY

*Arrivals by Air*

2006	Total	Domestic	International
<b>Islands Visited</b>			
Maui County	2,477,316	2,182,608	294,708
Maui	2,426,395	2,138,430	287,965
Moloka'i	85,003	60,095	24,908
Lāna'i	93,171	71,444	21,728
O'ahu	853,082	665,711	187,370
Kaua'i	447,471	387,312	60,159
Big Island	499,821	420,341	79,480
Kona	345,166	283,162	62,004
Hilo	433,033	365,075	67,958
Maui County Only	1,420,643	1,325,383	95,260
<b>Visit Status</b>			
First trip	874,737	754,248	120,489
Repeat	1,602,579	1,428,360	174,219
Average number of trips	4.69	4.78	3.98
<b>Party Size</b>			
One person	324,634	298,177	26,457
Two persons	1,155,133	1,031,135	123,997
Three or more persons	997,550	853,296	144,254
Average party size	2.17	2.13	2.47
<b>Accommodations<sup>1</sup></b>			
Hotel	1,375,835	1,173,539	202,296
Hotel Only	1,040,891	878,294	162,596
Condo	682,532	620,817	61,715
Condo Only	522,327	477,439	44,888
Timeshare	250,592	240,792	9,800
Timeshare Only	178,568	172,717	5,852
Apartment/Rental House	75,368	69,181	6,188
Bed & Breakfast	30,599	27,579	3,020
Cruise Ship	267,630	244,760	22,870
Friends or Relatives	169,752	144,356	25,396

<sup>1</sup> Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

## 10.3.4

### SUMMARY VISITOR CHARACTERISTICS, BY ISLAND

*Arrivals by Air*

2006	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
Maui County	2,426,395	85,003	93,171
Maui	2,426,395	57,592	68,262
Moloka'i	57,592	85,003	29,768
Lāna'i	68,262	29,768	93,171
O'ahu	830,821	52,932	52,248
Kaua'i	441,192	33,605	39,396
Big Island	489,582	38,708	45,139
Kona	340,301	33,340	37,601
Hilo	424,469	35,820	42,448
Maui Only	1,365,846		
Moloka'i Only		9,406	
Lāna'i Only			11,198
<b>Visit Status</b>			
First trip	862,993	28,073	33,625
Repeat	1,563,402	56,931	59,547
Average number of trips	4.65	5.26	4.81
<b>Party Size</b>			
One person	314,009	15,050	13,447
Two persons	1,131,910	36,508	44,728
Three or more persons	980,476	33,446	34,996
Average party size	2.17	2.17	2.20
<b>Accommodations<sup>1</sup></b>			
Hotel	1,344,789	43,571	54,850
Hotel Only	1,016,462	27,256	38,192
Condo	671,827	18,452	13,392
Condo Only	515,110	11,541	8,939
Timeshare	247,785	4,541	NA
Timeshare Only	176,806	2,600	NA
Apartment/Rental House	71,452	5,220	2,668
Bed & Breakfast	29,269	2,606	1,408
Cruise Ship	266,514	11,381	17,797
Friends or Relatives	162,221	17,897	15,137

NA: Not applicable

<sup>1</sup> Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui Island but statewide

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

10.3.5

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

<b>2006</b>	<b>All Visitors</b>	<b>US West</b>	<b>US East</b>	<b>Canada</b>	<b>Other</b>
<b>Total per person per day spending</b>	<b>75.75</b>	<b>57.59</b>	<b>88.93</b>	<b>81.62</b>	<b>104.75</b>
<b>Lodging</b>	<b>6.53</b>	<b>3.51</b>	<b>8.39</b>	<b>12.43</b>	<b>9.71</b>
<b>Food &amp; beverages</b>	<b>8.06</b>	<b>5.96</b>	<b>9.40</b>	<b>8.69</b>	<b>12.12</b>
Restaurant	5.11	3.99	5.76	5.34	7.50
Dinner shows	1.65	1.07	2.26	1.75	1.47
Groceries/snacks	1.30	0.90	1.38	1.60	3.15
<b>Entertainment and Recreation</b>	<b>4.09</b>	<b>2.83</b>	<b>4.16</b>	<b>3.93</b>	<b>12.00</b>
<b>Shore Tour</b>	<b>18.80</b>	<b>12.17</b>	<b>25.72</b>	<b>17.79</b>	<b>18.30</b>
<b>Total Transportation</b>	<b>7.58</b>	<b>6.26</b>	<b>8.05</b>	<b>10.64</b>	<b>9.41</b>
Inter-island airfare	2.21	0.95	2.95	4.21	3.04
Ground transportation	1.66	2.28	0.96	1.02	3.20
Rental car/moped	3.19	2.59	3.53	4.85	2.73
Other trans	0.52	0.43	0.62	0.56	0.44
<b>Total Shopping</b>	<b>24.01</b>	<b>21.86</b>	<b>25.97</b>	<b>20.62</b>	<b>30.75</b>
Fashion & clothing	7.89	7.75	8.17	6.65	8.92
Jewelry/watch	8.10	7.50	9.36	5.50	7.85
Cosmetics/perfumes	0.21	0.14	0.16	0.40	0.65
Leather goods	0.38	0.20	0.24	0.51	2.24
Hawaii food products	1.43	1.40	1.37	1.55	1.82
Souvenirs	6.01	4.88	6.67	6.01	9.26
<b>All other spending outside ship</b>	<b>6.67</b>	<b>5.01</b>	<b>7.23</b>	<b>7.53</b>	<b>12.45</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2006 Annual Visitor Research Report.

10.3.6

**TOTAL CRUISE PASSENGERS BY MMA<sup>1</sup>**

	Visitors	US West	US East	Canada	Europe	Other	Hawai'i Residents	Total Passengers
<b>2006</b>								
<b>Total Passengers</b>	<b>415,967</b>	<b>131,156</b>	<b>217,229</b>	<b>34,530</b>	<b>9,873</b>	<b>23,179</b>	<b>10,227</b>	<b>426,194</b>
<b>Island Visitation</b>								
<b>(# of Passengers)</b>								
Maui County	406,513	127,725	212,635	33,800	9,665	22,689	10,227	416,740
Maui	406,513	127,725	212,635	33,800	9,665	22,689	10,227	416,740
Moloka'i	7,839	3,037	3,558	713	174	359	262	8,101
Lāna'i	7,600	3,170	3,351	511	155	413	101	7,701
<b>2005</b>								
<b>Total Passengers</b>	<b>316,546</b>	<b>89,914</b>	<b>170,879</b>	<b>27,943</b>	<b>8,769</b>	<b>19,040</b>	<b>4,977</b>	<b>321,522</b>
<b>Island Visitation</b>								
<b>( # of Passengers)</b>								
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
Moloka'i	11,849	4,516	5,512	770	347	703	54	11,903
Lāna'i	13,323	4,892	6,402	837	350	842	38	13,361
<b>2004</b>								
<b>Total Passengers</b>	<b>240,800</b>	<b>67,271</b>	<b>127,532</b>	<b>16,240</b>	<b>7,700</b>	<b>22,057</b>	<b>3,577</b>	<b>244,377</b>
<b>Island Visitation</b>								
<b>(# of Passengers)</b>								
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
Moloka'i	7,573	2,733	3,850	520	134	335	72	7,645
Lāna'i	8,971	3,215	4,639	536	188	393	17	8,988
<b>2003</b>								
<b>Total Passengers</b>	<b>230,495</b>	<b>65,822</b>	<b>125,645</b>	<b>15,064</b>	<b>6,368</b>	<b>17,596</b>	<b>5,654</b>	<b>236,149</b>
<b>Island Visitation</b>								
<b>(# of Passengers)</b>								
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
Moloka'i	5,090	2,110	2,436	256	42	245	73	5,163
Lāna'i	6,009	2,260	3,143	243	40	323	48	6,057
<b>2002</b>								
<b>Total Passengers</b>	<b>235,027</b>	<b>71,312</b>	<b>128,252</b>	<b>15,570</b>	<b>5,533</b>	<b>14,361</b>	<b>7,117</b>	<b>242,144</b>
<b>Island Visitation</b>								
<b>(# of Passengers)</b>								
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
Moloka'i	2,002	517	1,153	153	64	114	71	2,073
Lāna'i	2,776	889	1,514	99	62	212	44	2,821

<sup>1</sup> MMA: Major Market Area.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2002-2006 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)							
	2007		2008		2009		2010	
<b>Lahaina Small Boat Harbor</b>								
January	15,070	(9)	27,962	(14)	22,670	(11)	15,350	(7)
February	13,812	(8)	13,228	(8)	14,320	(7)	11,346	(5)
March	21,208	(12)	18,790	(9)	20,742	(9)	11,346	(5)
April	17,332	(9)	18,922	(9)	15,402	(8)	11,734	(5)
May	11,800	(8)	17,674	(10)	16,108	(8)	10,522	(5)
June	4,340	(4)	8,008	(4)	6,006	(3)	NA	
July	3,670	(3)	3,450	(2)	6,006	(3)	NA	
August	3,670	(3)	10,806	(5)	4,004	(2)	NA	
September	21,726	(13)	6,280	(5)	12,256	(6)	NA	
October	37,010	(21)	23,388	(12)	15,960	(7)	NA	
November	19,910	(10)	14,470	(6)	14,892	(8)	NA	
December	14,970	(7)	4,270	(2)	6,990	(4)	NA	
<b>Total</b>	<b>184,518</b>	<b>(107)</b>	<b>167,248</b>	<b>(86)</b>	<b>155,356</b>	<b>(76)</b>	<b>60,298</b>	<b>(27)</b>
<b>Kahului Harbor</b>								
January	NA		26,514	(12)				
February	NA		18,718	(9)				
March	NA		18,534	(9)				
April	NA		13,362	(6)				
May	NA		18,438	(8)				
June	NA		20,330	(9)				
July	NA		18,184	(8)				
August	NA		22,730	(10)				
September	NA		18,184	(8)				
October	28,660	(13)	22,708	(10)				
November	24,368	(11)	20,330	(9)				
December	31,060	(14)	20,584	(9)				
<b>Total</b>	<b>84,088</b>	<b>(38)</b>	<b>238,616</b>	<b>(107)</b>				

NA: Not Available.

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

SOURCE: State of Hawai'i, Department of Transportation, Harbors Division, *Maui Passenger and Cruise Vessel Schedule for 2007 and 2008, Revised October 1, 2007* and Department of Land and Natural Resources, Division of Boating & Ocean Recreation, *Schedule of Passenger/Cruise Vessels, Prepared July 20, 2007*.

## 10.4.1

## ACTIVITY PARTICIPATION MAUI ISLAND, BY VISITOR CATEGORY

Activity	U.S. West	U.S. East	Japan	Canada	Europe
<b>All Sightseeing</b>	<b>88.6%</b>	<b>92.5%</b>	<b>90.3%</b>	<b>93.4%</b>	<b>92.7%</b>
Helicopter or plane tour	7.6%	8.0%	5.9%	9.0%	10.0%
Boat, submarine, whale watching	31.6%	35.2%	14.8%	32.8%	30.0%
Tour bus excursion	7.8%	21.5%	47.8%	18.0%	18.9%
Private limousine/van tour	3.5%	6.1%	7.6%	6.0%	13.6%
Self-guided	75.6%	68.1%	32.3%	74.3%	69.0%
<b>All Recreation</b>	<b>90.9%</b>	<b>78.4%</b>	<b>51.9%</b>	<b>84.7%</b>	<b>83.0%</b>
Swimming-sunbathing-beach	82.8%	71.5%	31.5%	78.4%	76.9%
Surfing / bodyboarding	29.7%	14.2%	5.3%	22.2%	18.3%
Snorkeling-scuba diving	56.7%	38.1%	11.5%	46.6%	38.1%
Jet skiing-parasailing-windsurfing	6.5%	4.6%	2.7%	1.7%	5.0%
Golf	12.2%	11.1%	12.7%	16.5%	6.3%
Running-jogging-fitness walking	37.8%	27.4%	12.1%	38.1%	18.9%
Gym-health spa	13.2%	13.0%	5.7%	10.3%	6.6%
Backpacking-hiking-camping	15.2%	17.4%	4.9%	14.3%	14.9%
Sports event or tournament	2.6%	2.0%	3.1%	3.2%	2.7%
<b>All Entertainment</b>	<b>78.1%</b>	<b>70.8%</b>	<b>64.2%</b>	<b>67.5%</b>	<b>66.2%</b>
Lunch-sunset-dinner-evening cruise	30.6%	29.4%	28.2%	26.1%	31.4%
Lounge act-stage show	23.1%	26.0%	12.0%	28.4%	17.1%
Nightclub-dancing-bar-karaoke	12.0%	12.1%	5.2%	9.5%	11.1%
Fine dining	61.7%	56.5%	50.8%	47.4%	46.3%
<b>All Shopping</b>	<b>91.7%</b>	<b>83.9%</b>	<b>62.2%</b>	<b>88.3%</b>	<b>85.7%</b>
Department stores	36.2%	33.6%	8.5%	46.9%	44.8%
Designer boutiques	46.2%	40.7%	15.8%	43.7%	30.4%
Hotel stores	36.7%	39.1%	19.0%	31.5%	28.1%
Swap meet	22.1%	13.1%	8.2%	25.3%	13.2%
Discount/outlet stores	35.2%	28.4%	15.1%	29.6%	18.3%
Supermarkets	74.3%	47.4%	32.6%	62.8%	66.5%
Convenience stores	56.6%	47.3%	30.6%	55.1%	31.6%
Duty free	3.4%	3.5%	10.8%	5.3%	6.7%
<b>All Culture</b>	<b>69.3%</b>	<b>68.3%</b>	<b>34.3%</b>	<b>71.2%</b>	<b>62.6%</b>
Historic site	41.0%	44.5%	22.9%	43.6%	43.4%
Museum-art gallery	29.4%	22.3%	7.8%	25.3%	19.9%
Polynesian show-luau	35.9%	40.9%	9.9%	37.7%	25.5%
Art-craft fair	18.8%	12.3%	3.6%	13.0%	10.3%
Festival	3.7%	3.2%	3.5%	3.2%	4.2%
<b>All Transportation</b>	<b>84.0%</b>	<b>77.5%</b>	<b>47.0%</b>	<b>82.2%</b>	<b>81.2%</b>
Trolley	1.6%	3.9%	7.6%	4.8%	6.7%
Public Bus	2.4%	4.1%	2.4%	4.8%	12.0%
Taxi-limousine	5.9%	9.1%	20.8%	11.2%	17.6%
Rental Car	80.5%	69.2%	20.9%	74.0%	65.3%
<b>Meeting</b>	<b>4.8%</b>	<b>2.9%</b>	<b>1.9%</b>	<b>2.3%</b>	<b>1.3%</b>
<b>Convention</b>	<b>0.7%</b>	<b>1.2%</b>	<b>0.7%</b>	<b>2.7%</b>	<b>0.9%</b>
<b>Incentive/reward</b>	<b>2.4%</b>	<b>4.1%</b>	<b>0.6%</b>	<b>2.7%</b>	<b>1.5%</b>

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

SOURCE: Department of Business, Economic Development and Tourism. 2006 Visitor Satisfaction & Activity Report.

## 10.4.2

### EXCELLENT SATISFACTION RATINGS BY ISLAND, US AND JAPAN VISITORS

Year	State	Maui	Moloka'i	Lāna'i	O'ahu	Big Island	Kaua'i
<b>U.S. Visitors</b>							
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%
2006	66.6%	69.1%	60.4%	65.7%	55.3%	52.8%	66.9%
<b>Japan Visitors</b>							
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%
2006	51.7%	50.9%	42.5%	56.3%	53.0%	49.1%	42.0%

n/a: Not Available.

SOURCE: Department of Business, Economic Development and Tourism, *2006 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
<b>Maui</b>						
Decide before arrival in Hawaii	95.5%	95.1%	96.0%	89.7%	96.5%	91.9%
Decide after arrival in Hawaii	4.5%	4.9%	4.0%	10.3%	3.5%	8.1%
<b>Moloka'i</b>						
Decide before arrival in Hawaii	57.5%	59.2%	54.2%	53.1%	76.8%	72.6%
Decide after arrival in Hawaii	42.5%	40.8%	45.8%	46.9%	23.2%	27.4%
<b>Lāna'i</b>						
Decide before arrival in Hawaii	44.6%	35.0%	58.6%	53.3%	61.5%	64.1%
Decide after arrival in Hawaii	55.4%	65.0%	41.4%	46.7%	38.5%	35.9%

SOURCE: Department of Business, Economic Development and Tourism, *2006 Visitor Satisfaction & Activity Report*.

## 10.4.4

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

Experience	U.S Total	U.S. West	U.S. East	Japan	Canada	Europe
<b>Maui Island</b>						
Excellent	69.1%	65.9%	73.5%	50.9%	67.7%	63.8%
Above Average	26.6%	28.6%	23.7%	44.5%	30.6%	32.3%
Below Average	3.9%	4.9%	2.5%	4.3%	1.4%	3.6%
Poor	0.4%	0.6%	0.3%	0.3%	0.2%	0.3%
<b>Moloka'i</b>						
Excellent	60.4%	61.0%	59.3%	42.5%	57.4%	56.2%
Above Average	33.6%	31.9%	36.6%	39.8%	27.3%	35.0%
Below Average	3.7%	4.6%	2.2%	11.1%	6.2%	6.9%
Poor	2.2%	2.4%	1.9%	6.6%	9.2%	1.9%
<b>Lāna'i</b>						
Excellent	65.7%	65.2%	66.2%	56.3%	57.6%	55.5%
Above Average	28.9%	32.5%	24.9%	32.8%	40.2%	42.2%
Below Average	4.2%	0.0%	8.9%	10.9%	2.2%	2.3%
Poor	1.2%	2.4%	0.0%	0.0%	0.0%	0.0%

SOURCE: Department of Business, Economic Development and Tourism, *2006 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	Europe <sup>1</sup>
Under \$15,000	0.8%	0.6%	1.2%	0.4%	2.8%
\$15,000 - \$24,999	1.6%	1.9%	1.2%	1.1%	5.1%
\$25,000 - \$29,999	1.9%	1.6%	2.3%	2.9%	4.4%
\$30,000 - \$34,999	2.3%	1.8%	2.9%	1.6%	3.7%
\$35,000 - \$39,999	1.3%	0.9%	1.9%	3.1%	4.3%
\$40,000 - \$44,999	2.8%	2.8%	2.8%	5.3%	4.3%
\$45,000 - \$49,999	3.6%	3.0%	4.5%	4.3%	5.9%
\$50,000 - \$69,999	12.8%	13.4%	12.0%	16.2%	14.5%
\$70,000 - \$99,999	21.8%	19.9%	24.4%	20.8%	19.4%
\$100,000 - \$124,999	16.6%	17.2%	15.9%	13.4%	13.9%
\$125,000 - \$149,999	8.4%	10.3%	5.6%	8.8%	6.7%
\$150,000 or more	26.0%	26.6%	25.2%	22.0%	15.0%
<b>Japan</b>					
<b>10,000 Japanese Yen</b>					
Under 150	2.7%				
150 - 249.999	3.3%				
250 - 299.999	4.6%				
300 - 349.999	4.8%				
350 - 399.999	4.8%				
400 - 449.999	7.3%				
450 - 499.999	7.1%				
500 - 699.999	13.7%				
700 - 999.999	20.6%				
1,000 - 1,249.999	12.2%				
1,250 - 1,499.999	7.3%				
1,500 or more	11.6%				

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

SOURCE: Department of Business, Economic Development and Tourism, *2006 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	2003	2004	2005	2006
<b>Maui</b>				
Alexander & Baldwin Sugar Museum	32,818	35,483	38,591	41,295
Haleki'i-Pihana Heiaus State Monument <sup>1</sup>	NA	NA	NA	NA
Hāna Cultural Center (Hale Wai Wai 'O Hana)	NA	7,985	10,436	NA
Hawai'i Nature Center	NA	NA	NA	NA
Haleakalā National Park		1,455,477	1,474,681	1,426,068
Īao Valley State Monument <sup>1</sup>	NA	547,800	529,500	549,420
Kula Botanical Gardens	26,030	26,175	28,520	31,548
Lahaina Restoration Foundation	143,341	148,784	134,735	173,706
Baldwin Missionary Home Museum	35,282	40,927	38,308	43,671
Hale Pa'ahao (Old Lahaina Prison)	27,834	28,536	27,746	29,238
Hale Pa'i Printing House	2,416	3,068	3,866	4,871
Wo Hing Temple Museum	77,809	76,253	64,815	95,926
Maui Historical Society Bailey House Museum	12,003	12,651	12,874	12,797
Maui Ocean Center	NA	417,386	436,814	462,843
Maui Tropical Plantation	NA	NA	NA	NA
Whaler's Village Museum	176,495	178,906	164,559	180,272
<b>Moloka'i</b>				
Kalaupapa National Historic Park	57,972	61,797	48,772	46,839
Kalaupapa Settlement	9,791	9,122	9,622	9,911

NA: Not available, open.

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

SOURCE: Hawai'i State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawai'i Data Book 2006*.

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2004	Maui	Kaho'olawe	Lāna'i	Moloka'i	Total Maui County
Listed Hawai'i Register only	31	–	–	41	72
Listed National Register only	4	1	–	10	15
Listed both Hawai'i and National Register	31	–	2	40	73
Eligible for National Register <sup>1</sup>	1	–	–	2	3
<b>Total sites</b>	<b>67</b>	<b>1</b>	<b>2</b>	<b>93</b>	<b>163</b>

<sup>1</sup> Sites declared eligible for National Register listing by the National Board.

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

## 10.5.3

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

Parks	2002	2003	2004	2005	2006
<b>National Parks<sup>1</sup></b>					
Number of areas	2	2	2	2	2
Acreage	39,747	40,747	40,747	40,747	39,890
Visits	1,610,996	1,502,640	1,517,274	1,523,453	1,472,907
<b>State Parks &amp; Historic Sites<sup>2</sup></b>					
Number of areas	10	10	9	9	10
Acreage	566	566	566	566	565
Visits (1,000)	1,522	1553r	1553r	NA	NA
<b>County Parks</b>					
Number of areas	150	150	NA	NA	NA
Acreage	1,307	1,307	NA	NA	NA

NA: Not available.

r: Revised from previous Data Book

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

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

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

## 10.5.4

### COMMUNITY CENTERS, MAUI COUNTY

Name	Location	Max Capacity	Tables	Chairs	Kitchen	Public Parking	Overflow Parking
Eddie Tam Memorial	Makawao	380	33	390	yes	39	Park
Ha'ikū	Ha'ikū	178	28	160	yes	48	
Hāli'imaile Annex	Hāli'imaile	60	9	58	yes	2	Roadside
Hāna	Hāna	100	15	74	yes	Unmarked	Back of Center
Helene Hall	Hāna	304	20	200	no	20	Off Street
Kahului	Kahului	200	8	64	yes	30	Kokua Pool
Kalama Park Ext. Pavilion	Kīhei	250	12	12	yes	Unmarked	Kalama Park
Kenolio	Kīhei	175	13	62	yes	64	
Kēōkea	Kula	108	11	80	yes	7	Grass area
Kīhei	Kīhei	600	35 <sup>1</sup>		yes	149	Aquatic Center
Kilohana	Kaunakaka'i	150	5	20	yes	20	
Kualapu'u	Moloka'i	97	9	72	yes	100	
Kula	Kula	180	59	134	yes	64	Tennis courts
Lahaina Civic Center	Lahaina	322	15	322	yes	150	Overflow lots
Lāna'i	Lāna'i	200	15 <sup>1</sup> , 11	100	yes	64	Street Parking
Mayor Hannibal Tavares	Pukalani	755	50	500	yes	96	Lower Level
Mitchell Pau'ole	Kaunakaka'i	246	22	160	yes	21	
Old Kalama Park Pavilion	Kīhei	50	12 <sup>1</sup>		no	79	
Pā'ia	Pa'ia	324	22	171	yes	37	Gravel area
Waikapū Neighborhood	Waikapū	100	8	80	yes	8	Park
Wailuku	Wailuku	500	39 <sup>1</sup> , 8	96	yes	84	

<sup>1</sup> Table/Benches

SOURCE: County of Maui, Department of Parks and Recreation.

## 10.5.5

### SEATING CAPACITIES OF SELECTED FACILITIES, MAUI COUNTY

Facility	Capacity
<b>Stadiums, Auditoriums and Gymnasiums</b>	
War Memorial Complex	
Track & Football Stadium	6,000
Baseball Stadium	1,200
Gym	2,996
Kamehameha School Stadium	2,200
Kamehameha Middle School Gym	700
Kamehameha High School Gym	1,800
Maui High Gym	2,000
Baldwin High Auditorium	1,183
Seabury Hall Gym	400
Wailuku Gym	600
<b>Civic Centers and Theaters</b>	
'Īao Theater	400
Lahaina Civic Center Convention Hall	4,050
Maui Academy of Performing Arts	60
Maui Arts & Cultural Center	
Amphitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	300
Community Hall	230
Classroom C	16
Maui Community College Student Center Lounge	100
<b>Churches</b>	
First Assembly of God Maui (Puunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
Makawao Union Church Hall	200
First Assembly of God Maui (Moloka'i)	200
'Īao Congregational	175
'Īao 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 <sup>1,2</sup>	Lānaʻi	Molokaʻi	Oʻahu	Hawaiʻi	Kauaʻi
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	32,137	4,473	29	84	20,039	6,311	1,201
2000	31,147	4,587	57	25	20,066	5,627	785
2001	31,068	4,285	(NA)	(NA)	18,761	5,919	2,103
2002	30,909	4,420	50	30	17,752	6,809	1,848
2003	29,519	2,901	12	47	16,673	6,786	3,100
2004	50,180	3,977	25	30 <sup>r</sup>	36,121 <sup>3</sup>	8,085	1,942
2005	53,415	4,621	24	30	35,638 <sup>3</sup>	10,454	2,648
2006	50,440	4,282	17	27	35,163 <sup>3</sup>	8,836	2,115

NA: Not available.

r: Revised from previous Data Book.

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

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

<sup>3</sup> 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 2005-06			FY 2006-07		
	Dogs	Cats	Other	Dogs	Cats	Other
<b>Area</b>						
Lahaina	115	49	42	206	1,153	93
Kihei	203	521	128	327	1,036	230
Makawao	185	262	64	338	618	192
Kahului	145	465	61	320	999	122
Kula	113	145	41	167	359	39
Wailuku	254	494	140	465	1,061	624
Pā'ia	56	92	47	71	172	33
Ha'ikū	139	199	43	262	347	89
Hāna	82	39	0	156	128	3
LAS	147	217	76	216	475	93
<b>Total</b>	<b>1,439</b>	<b>3,083</b>	<b>642</b>	<b>2,528</b>	<b>6,348</b>	<b>1,518</b>
<b>Acquisitions</b>						
Strays	1,748	4,585	559	1,557	4,928	NA
Owner turn ins	1,492	1,432	488	972	1,451	NA
<b>TOTAL INCOMING</b>	<b>3,240</b>	<b>6,017</b>	<b>1,047</b>	<b>2,529</b>	<b>6,389</b>	<b>NA</b>
Remaining at Shelter						NA
Reclaim by owner	640	153	13	566	203	NA
Adopted	798	772	185	752	893	NA
Transferred	33	3	20	15	2	NA
Dispositions		70				NA
Cremation	551	260	19	632	276	NA
DOA	93	627	8	105	740	NA
Total Euthanized <sup>1</sup>	1,094	3,862	791	955	4,617	NA
<b>TOTAL</b>	<b>3,209</b>	<b>5,747</b>	<b>1,036</b>	<b>3,025</b>	<b>6,731</b>	<b>NA</b>
<b>Euthanized</b>						
Aggressive/ wild	25	2,675	207	NA	n/a	n/a
Euthanized untreatable	47	33	84	258	2,313	NA
Euthanized Treatable Space Reasons	640	948	44	320	1,588	NA
Euthanized Space Reasons	283	131	429	262	90	NA
Euthanized Owner Requested	109	75	19	151	65	NA
<b>TOTAL</b>	<b>1,104</b>	<b>3,862</b>	<b>783</b>	<b>991</b>	<b>4,056</b>	<b>NA</b>

NA Not Available

n/a: not applicable, category no longer used.

<sup>1</sup> Includes owner requested euthanasia.

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	Fiscal Year 2006-07
Lease Law	2,484	2,432	2,953
No Tax	490	571	427
Barking	310	220	367
Cruelty/Neglect	1,111	1,073	1,166
Home Inspection	661	735	358
Injured Animals	167	220	187
Large animal trespass	31	37	24
Spay/Neuter Reclaims	20	23	19
Abandonment	41	42	48
Vicious Dog recheck	73	64	144
Dog to Dog Bites	50	64	77
Dog to Human Bites	39	84	75
Dog to Other Bites	87	45	31
Pickup/Deliver/misc	693	812	920
Stray Dog pick up	543	631	600
DOA's	713	723	847
Stray Cat Pick up	1,167	1,516	1,815
Pick up Police Reports, license	269	349	509
Other Animal Pick up	13	14	13
<b>Total</b>	<b>8,972</b>	<b>9,655</b>	<b>10,630</b>

  

Citations Issued FY 2006-07	UpCountry	Hāna	Kahului	Wailuku	Lahaina	Kihei
Leash Law	149	13	24	58	14	27
No Tax	25	2	4	1	0	2
Inhumane Manner	10	1	2	6	4	2
Cruelty	11	9	1	0	0	0
Aggressive Dog	26	0	7	16	4	0
D.D. Non Compliance	17	0	1	5	0	1
Live Stock at Large	9	0	0	0	0	0
<b>Total</b>	<b>246</b>	<b>24</b>	<b>39</b>	<b>86</b>	<b>22</b>	<b>38</b>

SOURCE: Maui Humane Society, records.