



# 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*

<b>2007</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Total Maui County</b>
<b>Total Visitors</b>				
January	189,904	6,524	8,542	195,265
February	192,170	6,282	8,038	196,700
March	222,481	7,532	8,436	227,233
April	197,468	6,077	7,970	202,216
May	193,781	5,974	7,232	198,130
June	236,891	6,525	9,595	241,790
July	242,331	7,471	8,298	247,535
August	231,948	8,276	8,684	237,113
September	182,129	6,035	7,057	186,111
October	186,150	7,292	9,103	190,685
November	179,741	6,272	7,807	184,473
December	208,599	8,904	9,588	214,792
<b>Total</b>	<b>2,463,595</b>	<b>83,163</b>	<b>100,350</b>	<b>2,522,043</b>
<b>Domestic Visitors</b>				
January	158,562	5,374	6,486	162,683
February	162,300	5,114	6,311	166,374
March	193,247	5,945	7,062	197,756
April	173,912	4,904	6,683	178,153
May	177,842	4,948	6,056	181,892
June	212,393	5,903	7,406	216,779
July	221,216	6,073	7,353	225,842
August	207,819	6,049	7,556	212,432
September	161,083	4,785	6,025	164,631
October	167,980	5,229	6,898	172,339
November	158,584	4,836	6,419	162,966
December	177,743	6,039	6,905	182,965
<b>Total</b>	<b>2,172,682</b>	<b>65,197</b>	<b>81,160</b>	<b>2,224,813</b>
<b>International Visitors</b>				
January	31,342	1,150	2,057	32,581
February	29,869	1,168	1,727	30,326
March	29,234	1,587	1,374	29,477
April	23,556	1,173	1,286	24,063
May	15,940	1,027	1,176	16,238
June	24,499	622	2,190	25,011
July	21,115	1,398	946	21,693
August	24,130	2,227	1,128	24,681
September	21,046	1,250	1,032	21,480
October	18,170	2,064	2,205	18,346
November	21,157	1,436	1,388	21,507
December	30,856	2,865	2,682	31,827
<b>Total</b>	<b>290,913</b>	<b>17,966</b>	<b>19,190</b>	<b>297,230</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2007 Annual Visitor Research Report.

## 10.1.2

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

*Arrivals by Air*

	2002	2003	2004	2005	2006	2007
<b>Length of Stay (days)<sup>1</sup></b>						
<b>All Visitors</b>						
Maui	7.17	7.33	7.47	7.46	7.37	7.31
Moloka'i	4.64	3.67	4.28	4.25	3.98	4.31
Lāna'i	4.71	3.41	3.29	3.14	2.99	3.22
<b>Domestic</b>						
Maui	7.63	7.53	7.70	7.65	7.64	7.45
Moloka'i	5.47	4.06	4.68	4.77	4.77	4.91
Lāna'i	4.92	3.65	3.46	3.25	3.51	3.64
<b>International</b>						
Maui	4.89	6.00	5.83	5.91	6.18	6.31
Moloka'i	2.63	2.51	2.66	2.91	2.06	2.11
Lāna'i	3.88	2.44	2.24	2.31	1.27	1.44
<b>Average Daily Census (people)</b>						
<b>All Visitors</b>						
Maui	40,744	42,710	44,014	46,923	48,961	49,355
Moloka'i	955	947	844	855	927	982
Lāna'i	1,043	853	660	631	763	885
<b>Domestic</b>						
Maui	36,081	38,215	39,873	42,785	44,189	46,015
Moloka'i	797	786	741	765	785	44,328
Lāna'i	868	728	597	578	687	878
<b>International</b>						
Maui	4,662	4,495	4,140	4,138	4,773	5,028
Moloka'i	158	162	103	90	141	104
Lāna'i	175	126	63	53	76	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, 2007 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	O'ahu	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
2007	51,222	27,891	22,207	88,092	189,412

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, *2007 Annual Visitor Research Report*; "Historical Visitor Data."

### 10.1.4

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

*Arrivals by Air*

2007	Maui	Moloka'i	Lāna'i	Total Maui County	Total State
Albuquerque	6,197	199	239	6,364	17,146
Anchorage	8,182	457	205	8,546	24,999
Atlanta	19,357	584	1,021	19,853	46,884
Austin	9,926	252	466	10,158	24,219
Bakersfield	6,383	149	184	6,507	16,478
Bellingham	4,062	123	95	4,147	10,698
Boise	7,451	178	210	7,587	18,827
Boston	27,646	823	1,202	28,269	64,138
Charlotte	5,455	143	246	5,570	12,983
Chicago	58,760	1,543	2,425	59,986	120,806
Cincinnati	9,374	309	357	9,555	20,303
Cleveland	10,128	319	399	10,320	21,564
Colorado Springs	5,253	169	222	5,413	16,158
Columbus	6,413	204	236	6,538	14,361
Dallas	35,568	844	1,627	36,295	82,087
Denver	39,722	1,060	1,462	40,705	97,203
Detroit	21,680	594	822	22,053	44,667
Eugene	5,991	241	210	6,171	14,601
Fresno	3,579	139	141	3,671	9,070
Grand Rapids	9,822	259	236	10,019	24,951
Hartford	6,037	173	240	6,160	13,454
Houston	23,068	682	1,200	23,695	59,536
Indianapolis	8,083	255	358	8,243	17,310
Kansas City	4,034	210	225	4,136	10,586
Las Vegas	10,909	289	531	11,166	25,544
Los Angeles	25,704	715	823	26,259	72,187
Miami	303,091	7,151	10,393	310,850	823,554
Milwaukee	10,161	360	574	10,356	21,774
Minneapolis	8,092	297	311	8,253	16,814
Modesto	25,453	595	858	26,034	58,779

## 10.1.4

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2007	Maui	Moloka'i	Lāna'i	Total Maui County	Total State
Nashville	6,370	117	114	6,472	16,140
New York	5,691	167	221	5,837	13,225
Norfolk	77,723	2,032	3,903	79,649	168,650
Oklahoma City	4,678	212	258	4,786	17,712
Omaha	5,157	193	270	5,287	12,295
Orlando	3,966	94	166	4,037	9,846
Philadelphia	7,550	215	372	7,703	17,052
Phoenix	21,577	713	958	22,026	48,107
Pittsburgh	58,636	1,486	2,078	59,880	141,258
Portland	7,471	216	343	7,621	16,506
Provo	57,268	1,846	1,675	58,930	140,452
Raleigh	7,444	207	208	7,570	20,313
Reno	5,400	144	231	5,521	13,303
Sacramento	7,783	253	242	7,999	20,276
Saint Louis	51,511	1,209	1,344	52,467	127,245
Salinas	13,181	353	536	13,419	28,184
Salt Lake City	5,281	201	201	5,494	15,954
San Antonio	26,201	622	769	26,712	64,089
San Diego	5,846	182	302	5,974	17,685
San Francisco	68,451	1,784	2,299	70,008	178,958
San Luis/Obispo	212,754	5,656	7,119	218,781	607,592
Santa Barbara	5,234	201	145	5,422	14,601
Seattle	7,571	266	332	7,894	22,222
Spokane	107,484	2,971	2,869	110,340	284,215
Stockton	6,731	225	186	6,885	17,273
Tampa	8,945	279	241	9,158	23,044
Tucson	8,356	342	501	8,525	20,052
Tulsa	9,276	342	329	9,526	24,681
Washington D.C.	37,391	1,343	1,749	38,327	112,020
<b>Top US MSAs as percent of total visitors</b>	<b>72.6</b>	<b>66.2</b>	<b>70.8</b>	<b>72.6</b>	<b>53.8</b>

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2007 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	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
2006	294,708	2,182,608	89,820	2,567,136
2007	297,230	2,224,813	116,766	2,638,809

<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, 2007 Annual Visitor Research Report; "Historical Visitor Data."

## 10.1.6

## NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

*Arrivals by Air*

2007 MMA <sup>1</sup>	MAUI			MOLOKA'I			LĀNA'I		
	Domestic	International	Total	Domestic	Int'l.	Total	Domestic	Int'l.	Total
<b>Total</b>	<b>2,172,682</b>	<b>290,913</b>	<b>2,463,598</b>	<b>65,197</b>	<b>17,966</b>	<b>83,163</b>	<b>81,160</b>	<b>19,190</b>	<b>100,350</b>
<b>U.S.</b>	<b>1,988,074</b>	<b>20,106</b>	<b>2,008,180</b>	<b>57,861</b>	<b>1,757</b>	<b>59,618</b>	<b>73,625</b>	<b>2,031</b>	<b>75,656</b>
<b>Canada</b>	<b>67,553</b>	<b>104,872</b>	<b>172,425</b>	<b>2,400</b>	<b>6,066</b>	<b>8,466</b>	<b>2,453</b>	<b>5,516</b>	<b>7,971</b>
<b>Asia</b>									
China	2,870	5,274	8,144	162	803	965	138	625	763
Hong Kong	404	1,302	1,706	42	89	131	31	0	31
Japan	781	79,649	80,430	19	1,627	1,646	33	841	874
Korea	1,434	11,103	12,537	72	272	344	50	279	329
Singapore	244	713	957	17	0	17	17	0	17
Taiwan	335	1,878	2,213	11	29	40	6	29	35
<b>Total Asia</b>	<b>6,068</b>	<b>99,919</b>	<b>105,987</b>	<b>323</b>	<b>2,820</b>	<b>3,143</b>	<b>275</b>	<b>1,774</b>	<b>2,049</b>
<b>Oceania</b>									
Australia	3,639	29,471	33,110	139	3,487	3,626	142	4,369	4,511
New Zealand	843	3,638	4,481	51	471	522	33	553	586
<b>Total Oceania</b>	<b>4,482</b>	<b>33,109</b>	<b>37,591</b>	<b>190</b>	<b>3,959</b>	<b>4,149</b>	<b>175</b>	<b>4,923</b>	<b>5,098</b>
<b>Europe</b>									
United Kingdom	14,800	1,858	16,658	509	346	855	780	130	910
Germany	11,158	519	11,677	607	43	650	376	0	376
France	2,488	306	2,794	92	79	171	129	0	129
Italy	3,809	298	4,107	215	0	215	172	0	172
Switzerland	2,930	318	3,248	183	0	183	130	0	130
<b>Total Europe</b>	<b>35,185</b>	<b>3,299</b>	<b>38,484</b>	<b>1,606</b>	<b>467</b>	<b>2,073</b>	<b>1,587</b>	<b>130</b>	<b>1,717</b>
<b>Latin America</b>									
Argentina	1,283	22	1,411	45	2	59	43	6	76
Brazil	2,590	68	2,658	121	8	129	114	18	132
Mexico	4,043	128	4,171	155	14	169	206	33	239
<b>Total Latin America</b>	<b>7,917</b>	<b>218</b>	<b>8,135</b>	<b>321</b>	<b>24</b>	<b>345</b>	<b>363</b>	<b>56</b>	<b>419</b>
<b>Other Foreign</b>	<b>63,402</b>	<b>29,391</b>	<b>92,793</b>	<b>2,495</b>	<b>2,873</b>	<b>5,368</b>	<b>2,682</b>	<b>4,759</b>	<b>7,441</b>
<b>Total Foreign</b>	<b>184,607</b>	<b>270,808</b>	<b>455,415</b>	<b>7,335</b>	<b>16,209</b>	<b>23,544</b>	<b>7,535</b>	<b>17,158</b>	<b>24,695</b>

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

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

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2007 Annual Visitor Research Report.

## 10.1.7

## TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2003	2004	2005	2006	2007
<b>TOTAL SEATS</b>	<b>1,480,866</b>	<b>1,631,999</b>	<b>1,894,234</b>	<b>1,993,762</b>	<b>1,910,630</b>
Scheduled Seats	1,444,386	1,590,819	1,852,814	1,954,782	1,875,590
Charter seats	36,480	41,180	41,420	38,980	35,040
<b>DOMESTIC SEATS</b>	<b>1,421,582</b>	<b>1,594,958</b>	<b>1,821,553</b>	<b>1,890,534</b>	<b>1,821,273</b>
Scheduled Seats	1,385,102	1,553,778	1,780,133	1,851,554	1,786,233
Charter seats	36,480	41,180	41,420	38,980	35,040
<b>US West</b>	<b>1,187,910</b>	<b>1,324,702</b>	<b>1,458,103</b>	<b>1,581,804</b>	<b>1,624,646</b>
Anchorage			15,680	12,544	15,456
Denver					21,518
Burbank	38,316	32,984	11,408		
Las Vegas		124		49,684	53,111
Los Angeles	562,663	545,667	527,885	553,026	489,980
Oakland	45,260	50,318	82,199	91,860	129,950
Orange County	45,260	45,384	62,744	45,260	45,260
Phoenix	22,282	21,599	61,635	144,719	152,164
Portland	37,260	48,530	38,620	53,328	96,360
Sacramento		14,136	45,012	45,260	47,836
Salt Lake City			70,131	94,050	53,379
San Diego	11,730	22,578	65,500	98,852	130,268
San Francisco	299,375	339,336	338,427	247,309	211,244
San Jose	45,584	47,956	6,574		
Seattle	80,180	156,090	132,288	145,912	45,260
<b>US East</b>	<b>197,192</b>	<b>229,076</b>	<b>322,030</b>	<b>269,750</b>	<b>152,164</b>
Atlanta		574	2,448	33,426	96,360
Chicago	57,077	81,957	174,886	145,889	47,836
Cincinnati					53,379
Dallas	88,313	77,573	77,018	78,659	130,268
Houston	36,374	68,972	67,678	11,776	211,244
St. Louis	15,428				
<b>INTERNATIONAL SEATS</b>	<b>59,284</b>	<b>37,041</b>	<b>72,681</b>	<b>103,228</b>	<b>89,357</b>
Scheduled Seats	59,284	37,041	72,681	103,228	89,357
Charter seats				NA	
<b>Canada</b>	<b>59,284</b>	<b>37,041</b>	<b>72,681</b>	<b>103,228</b>	<b>89,357</b>
Calgary	9,894		980	11,799	8,550
Edmonton	3,378			513	1,539
Vancouver	46,012	37,041	71,701	90,916	79,268

NA: Not available

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2007 Annual Visitor Research Report.

10.1.8

**HOTEL OCCUPANCY RATES, MAUI ISLAND**

<b>Month</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
January	77.9	66.2	72.4	78.2	78.7	79.5	76.5
February	85.2	78.3	79.9	83.1	85.9	86.1	82.2
March	84.9	77.8	78.4	83.6	86.2	83.8	79.6
April	77.7	72.7	74.1	80.6	77.4	80.4	71.5
May	72.4	68.3	71.8	76.5	78.6	80.0	71.0
June	75.7	75.2	75.3	79.3	83.8	81.8	75.7
July	80.6	78.8	83.8	82.4	84.9	85.1	81.8
August	80.3	81.4	84.2	82.9	81.8	84.4	81.6
September	58.1	64.6	67.1	73.0	75.4	76.7	73.7
October	60.9	68.1	70.2	74.6	77.0	77.5	77.9
November	64.9	62.2	67.6	70.7	73.2	72.2	74.4
December	58.0	62.5	70.6	69.1	71.5	72.1	71.7
<b>TOTAL</b>	<b>73.0</b>	<b>71.0</b>	<b>74.8</b>	<b>77.8</b>	<b>79.6</b>	<b>80.0</b>	<b>76.5</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *2007 Annual Visitor Research Report*.

10.2.1

**CLASS OF UNITS BY ISLAND, MAUI COUNTY**

<b>Class (Price per Night)</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>Maui</b>						
Budget: \$100 or less	14.7%	13.8%	11.4%	11.8%	12.0%	6.6%
Standard: \$101 to \$250	34.4%	33.5%	34.4%	33.1%	31.3%	28.5%
Deluxe: \$251 to \$500	64.2%	39.8%	40.0%	38.2%	36.7%	26.5%
Luxury: Over \$500	9.6%	12.9%	14.2%	16.9%	20.0%	38.3%
<b>Moloka'i</b>						
Budget: \$100 or less	25.6%	28.1%	27.8%	50.0%	51.2%	12.0%
Standard: \$101 to \$250	44.4%	43.9%	43.8%	34.0%	32.4%	31.3%
Deluxe: \$251 to \$500	30.0%	28.0%	28.4%	15.8%	16.3%	36.7%
Luxury: Over \$500				0.2%	0.0%	20.0%
<b>Lāna'i</b>						
Budget: \$100 or less	2.0%	2.0%	1.9%	1.7%	0.8%	0.8%
Standard: \$101 to \$250	2.7%	2.7%	2.9%	3.2%	3.7%	3.5%
Deluxe: \$251 to \$500	47.2%	47.2%	43.3%	43.3%	48.9%	43.6%
Luxury: Over \$500	48.2%	48.2%	51.8%	51.8%	46.6%	52.0%

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2007 Visitor Plant Inventory.

## 10.2.2

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

	2003		2004		2005		2006		2007	
	Properties	Available Units	Properties	Available Units	Properties	Available Units	Properties	Available Units	Properties	Available Units
<b>Maui</b>										
Apartment/Hotel	6	69	8	45	6	45	5	37	3	17
Bed & Breakfast	22	110	27	144	29	116	30	122	27	114
Hostel	2	30	2	30	3	37	3	37	3	40
Hotel	29	8,379	31	8,065	29	7,974	27	7,595	26	7,458
Condominium										
Hotel	106	7,955	114	7,085	112	7,509	114	7,830	81	6,170
Individual										
Vacation Unit	63	638	90	549	72	570	71	495	209	2,195
Timeshare	–	–	–	1,512	15	1,852	16	1,959	26	2,916
Other	19	730	16	387	15	366	15	366	12	306
<b>Total</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>387</b>	<b>19,216</b>
<b>Moloka'i</b>										
Bed & Breakfast	2	3	3	3	2	3	2	3	2	3
Hotel	1	45	2	114	3	141	3	141	2	112
Condominium										
Hotel	6	159	6	140	6	259	6	259	6	151
Individual										
Vacation Unit	17	26	22	31	23	30	22	29	15	31
TimeShare	–	–	–	7	0	15	0	15	1	7
Other	2	66	1	4	1	4	1	4	2	5
<b>Total</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>28</b>	<b>309</b>
<b>Lāna'i</b>										
Apartment/Hotel	–	–	1	1	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	349
Individual										
Vacation Unit	2	3	2	3	2	3	1	1	1	1
TimeShare	–	–	–	–	–	–	–	–	–	–
Other	–	–	–	–	–	–	–	–	–	–
<b>Total</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>	<b>6</b>	<b>354</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, 2007 *Visitor Plant Inventory*.

## 10.2.3

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

<b>2007 Island/Area/Type</b>	<b>Properties</b>	<b>Available Units</b>
<b>Maui Island</b>	<b>387</b>	<b>19,216</b>
<b>Hāna</b>	<b>24</b>	<b>164</b>
Bed & Breakfast	2	2
Hotel	1	70
Individual Vacation Unit	17	63
TimeShare	1	17
Other	3	12
<b>Kahului-Wailuku</b>	<b>16</b>	<b>498</b>
Apartment/Hotel	1	3
Bed & Breakfast	1	10
Condominium Hotel	2	38
Hostel	3	40
Hotel	4	385
Individual Vacation Unit	4	7
Other	1	15
<b>Kula-Makawao</b>	<b>31</b>	<b>87</b>
Bed & Breakfast	8	32
Individual Vacation Unit	21	43
Other	2	12
<b>Lahaina-Kā'anapali-Nāpili-Kapalua</b>	<b>152</b>	<b>10,400</b>
Apartment/ Hotel	2	14
Bed & Breakfast	10	53
Condominium Hotel	34	3,382
Hotel	10	3,656
Individual Vacation Unit	80	713
TimeShare	15	2,370
Other	1	212
<b>Mā'alaea</b>	<b>8</b>	<b>196</b>
Condominium Hotel	4	130
Individual Vacation Unit	4	62
TimeShare	-	4
<b>Wailea-Kihei</b>	<b>156</b>	<b>7,871</b>
Bed & Breakfast	6	17
Condominium Hotel	41	2,620
Hotel	11	3,347
Individual Vacation Unit	83	1,307
TimeShare	10	525
Other	5	55
<b>Moloka'i</b>	<b>28</b>	<b>309</b>
Bed & Breakfast	2	3
Condominium Hotel	6	151
Hotel	2	112
Individual Vacation Unit	15	31
TimeShare	1	7
Other	2	5
<b>Lāna'i</b>	<b>6</b>	<b>354</b>
Apartment/Hotel	1	1
Bed & Breakfast	1	3
Hotel	3	349
Individual Vacation Unit	1	1

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2007 Visitor Plant Inventory.

10.2.4

**VISITOR PLANT INVENTORY,  
MAUI COUNTY**

<b>Year</b>	<b>Available Units</b>
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
2007	19,879

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, *2007 Visitor Plant Inventory*.

## 10.2.5

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

2007					
	Hotel	Number of Sleeping Rooms & Suites	Location	Property Type	Range of Rates
1	Hyatt Regency Maui Resort and Spa	806	Lahaina, Maui	Hotel	\$311-\$765
2	Grand Wailea Resort Hotel & Spa	780	Wailea, Maui	Resort	\$495-\$15,000
3	The Westin Maui Resort & Spa	758	Lahaina, Maui	Resort	\$485-\$3,500
4	The Ritz-Carlton Kapalua	548	Kapalua, Maui	Resort	\$475-\$3,750
5	Wailea Beach Marriott Resort & Spa	546	Wailea, Maui	Resort	\$475-\$5,800
6	Sheraton Maui Resort	510	Lahaina, Maui	Resort	\$500-\$3,000
7	The Royal Lahaina Resort	506	Lahaina, Maui	Resort	\$175-\$2,500
8	ResortQuest Kā'anapali Shores	463	Lahaina, Maui	Condo/Resort	\$220-\$1,000
9	The Fairmont Kea Lani Resort	450	Wailea, Maui	Resort	\$475-\$3,100
10	Kā'anapali Beach Hotel	430	Lahaina, Maui	Hotel	\$195-\$460
11	ResortQuest at Papakea Resort	364	Lahaina, Maui	Condo/Hotel	\$235-\$775
12	The Whaler on Kā'anapali Beach	360	Lahaina, Maui	Condo/Hotel	\$255-\$760
13	Renaissance Wailea Beach Resort	345	Wailea, Maui	Resort	\$459-\$4,000
14	Four Seasons Resort	335	Wailea, Maui	Resort	\$425-\$11,500
15	Maui Prince Mākena Resort	310	Wailea, Maui	Resort	\$378 - \$1,500
16	Maui Marc Vista	279	Kihei, Maui	Condo/Resort	\$210- \$280
17	Maui Coast Hotel	265	Kihei, Maui	Hotel	\$240-\$300
18	ResortQuest Maui Kā'anapali Villas	260	Lahaina, Maui	Condo/Resort	\$130-\$650
19	ResortQuest at the Maui Banyan	256	Kihei, Maui	Condo/Hotel	\$114-\$520
20	Four Seasons Resort Lāna'i at Manele Bay	236	Lāna'i	Resort	\$395-\$8,940
21	Outrigger Royal Kahana Resort	236	Lahaina, Maui	Condo/Resort	\$225-\$479
22	ResortQuest Mahana at Kā'anapali	215	Lahaina, Maui	Condo/Resort	\$195-\$705
23	Kama'ole Sands	198	Kihei, Maui	Condo/Resort	\$230-\$545
24	Outrigger Maui Eldorado	191	Lahaina, Maui	Condo/Resort	\$249-\$539
25	Maui Seaside Hotel	190	Kahului, Maui	Hotel	\$105-\$150

SOURCE: Pacific Business News, "Largest Maui County Hotels," *Book of Lists 2008*

## 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	
	2006r	2007	2006r	2007	2006r	2007
<b>GRAND TOTAL</b>	<b>181.1</b>	<b>192.8</b>	<b>156.5</b>	<b>155.9</b>	<b>266.5</b>	<b>268.8</b>
<b>Total Food and beverage</b>	<b>35.2</b>	<b>36.0</b>	<b>31.9</b>	<b>32.3</b>	<b>42.0</b>	<b>42.9</b>
Restaurant food	24.8	25.1	21.2	21.0	29.1	29.7
Dinner shows and cruises	4.4	4.4	3.3	3.7	5.3	5.3
Groceries and snacks	6.0	6.5	7.4	7.7	7.6	7.9
<b>Entertainment &amp; Recreation</b>	<b>19.1</b>	<b>19.2</b>	<b>15.0</b>	<b>14.4</b>	<b>19.7</b>	<b>20.3</b>
<b>Total Transportation</b>	<b>17.8</b>	<b>22.0</b>	<b>16.7</b>	<b>17.6</b>	<b>11.6</b>	<b>11.7</b>
Interisland airfare	3.3	7.9	2.9	5.0	3.7	3.6
Ground transportation	1.0	0.9	0.7	0.6	4.8	4.8
Rental vehicles	11.8	11.5	11.6	10.6	2.7	2.9
Gasoline, parking, etc.	1.7	1.6	1.5	1.4	0.3	0.4
<b>Total Shopping</b>	<b>22.5</b>	<b>23.2</b>	<b>20.6</b>	<b>20.1</b>	<b>98.8</b>	<b>94.7</b>
Fashion and clothing	7.9	7.8	7.9	7.4	26.1	25.1
Jewelry and watches	6.0	5.6	5.1	4.7	13.6	11.8
Cosmetics, perfume	0.3	0.4	0.3	0.4	5.6	5.5
Leather goods	0.5	0.8	0.6	0.7	33.7	32.0
Hawai'i food products	2.0	2.2	2.1	2.1	10.7	11.2
Souvenirs	5.8	6.5	4.6	4.7	9.0	9.1
<b>Lodging</b>	<b>73.5</b>	<b>74.4</b>	<b>64.3</b>	<b>63.4</b>	<b>75.4</b>	<b>79.0</b>
<b>All other expenses<sup>1</sup></b>	<b>13.0</b>	<b>18.1</b>	<b>8.0</b>	<b>8.1</b>	<b>19.0</b>	<b>20.2</b>

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

r: revised from previous Data Book.

<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, 2007 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>65.47</b>	<b>50.98</b>	<b>73.99</b>	<b>69.18</b>	<b>62.97</b>
<b>Lodging</b>	<b>7.21</b>	<b>4.33</b>	<b>7.59</b>	<b>12.46</b>	<b>9.02</b>
<b>Food &amp; beverages</b>	<b>6.80</b>	<b>5.93</b>	<b>7.26</b>	<b>8.70</b>	<b>5.91</b>
Restaurant	4.00	3.35	4.33	4.93	3.80
Dinner shows	1.71	1.47	1.97	1.97	1.35
Groceries/snacks	1.09	1.11	0.97	1.80	0.76
<b>Entertainment and Recreation</b>	<b>3.57</b>	<b>3.32</b>	<b>3.66</b>	<b>4.30</b>	<b>3.20</b>
<b>Shore Tour</b>	<b>19.42</b>	<b>13.19</b>	<b>24.80</b>	<b>16.70</b>	<b>18.23</b>
<b>Total Transportation</b>	<b>7.12</b>	<b>5.86</b>	<b>7.92</b>	<b>8.64</b>	<b>6.03</b>
Inter-island airfare	1.31	0.85	1.52	2.00	1.10
Ground transportation	0.85	0.54	1.09	0.74	0.74
Rental car/moped	4.28	3.89	4.57	4.99	3.69
Other trans	0.67	0.57	0.75	0.92	0.50
<b>Total Shopping</b>	<b>15.93</b>	<b>13.91</b>	<b>16.79</b>	<b>14.77</b>	<b>14.60</b>
Fashion & clothing	4.22	3.75	4.48	4.57	4.56
Jewelry/watch	5.92	5.14	5.62	5.08	4.92
Cosmetics/perfumes	0.17	0.12	0.19	0.10	0.29
Leather goods	0.22	0.27	0.12	0.39	0.40
Hawaii food products	1.24	1.19	1.35	1.17	1.12
Souvenirs	4.15	3.44	5.04	3.46	3.31
<b>All other spending outside ship</b>	<b>5.42</b>	<b>4.45</b>	<b>5.96</b>	<b>3.61</b>	<b>5.98</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2007 Annual Visitor Research Report.

**10.3.3**  
**SUMMARY VISITOR CHARACTERISTICS,**  
**MAUI COUNTY**

*Arrivals by Air*

<b>2007</b>	<b>Total</b>	<b>Domestic</b>	<b>International</b>
<b>Islands Visited</b>			
Maui County	2,522,043	2,224,813	297,230
Maui	2,463,594	2,172,682	290,913
Moloka'i	83,164	65,197	17,966
Lāna'i	100,350	81,160	19,190
O'ahu	914,618	721,500	193,118
Kaua'i	498,894	436,896	61,998
Big Island	544,405	464,877	79,528
Kona	394,166	332,760	61,406
Hilo	471,772	404,942	66,830
Maui County Only	1,401,551	1,309,460	92,091
<b>Visit Status</b>			
First trip	883,760	755,312	128,448
Repeat	1,638,283	1,469,500	168,782
Average number of trips	4.73	4.88	3.56
<b>Party Size</b>			
One person	330,461	307,122	23,339
Two persons	1,177,991	1,043,401	134,590
Three or more persons	1,013,591	874,290	139,301
Average party size	2.17	2.13	2.46
<b>Accommodations<sup>1</sup></b>			
Hotel	1,357,822	1,156,615	201,207
Hotel Only	983,292	834,350	148,942
Condo	704,304	628,037	76,267
Condo Only	533,731	482,517	51,214
Timeshare	268,691	257,757	10,934
Timeshare Only	193,088	186,342	6,745
Apartment/Rental House	89,289	79,754	9,535
Bed & Breakfast	32,534	27,741	4,794
Cruise Ship	321,938	291,281	30,657
Friends or Relatives	173,025	154,370	18,655

<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, *2007 Annual Visitor Research Report*.

### 10.3.4

## SUMMARY VISITOR CHARACTERISTICS, BY ISLAND

*Arrivals by Air*

2007	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
Maui County	2,463,594	83,163	100,350
Maui	2,463,595	55,211	68,769
Moloka'i	55,211	83,163	25,102
Lāna'i	68,769	25,102	100,350
O'ahu	889,362	50,137	55,217
Kaua'i	491,375	31,051	39,521
Big Island	533,412	35,610	45,198
Kona	389,813	29,510	36,620
Hilo	462,639	32,207	41,531
Maui Only	1,342,248		
Moloka'i Only		10,268	
Lāna'i Only			14,094
<b>Visit Status</b>			
First trip	870,283	31,940	39,879
Repeat	1,593,311	51,223	60,471
Average number of trips	4.68	4.79	4.65
<b>Party Size</b>			
One person	319,233	15,207	14,703
Two persons	1,148,290	40,486	52,145
Three or more persons	996,071	27,471	33,502
Average party size	2.17	1.98	2.05
<b>Accommodations<sup>1</sup></b>			
Hotel	1,321,706	43,940	67,166
Hotel Only	955,312	23,499	45,586
Condo	693,314	20,339	14,492
Condo Only	526,701	12,529	8,648
Timeshare	265,350	5,247	5,792
Timeshare Only	191,174	2,802	3,646
Apartment/Rental House	83,880	7,504	3,495
Bed & Breakfast	31,462	2,728	2,094
Cruise Ship	320,782	15,736	21,613
Friends or Relatives	163,957	10,406	8,046

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, 2007 Annual Visitor Research Report.

10.3.5

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

2007	All Visitors	US West	US East	Canada	Other
<b>Total per person per day spending</b>	<b>65.47</b>	<b>50.98</b>	<b>73.99</b>	<b>69.18</b>	<b>62.97</b>
<b>Lodging</b>	<b>7.21</b>	<b>4.33</b>	<b>7.59</b>	<b>12.46</b>	<b>9.02</b>
<b>Food &amp; beverages</b>	<b>6.80</b>	<b>5.93</b>	<b>7.26</b>	<b>8.70</b>	<b>5.91</b>
Restaurant	4.00	3.35	4.33	4.93	3.80
Dinner shows	1.71	1.47	1.97	1.97	1.35
Groceries/snacks	1.09	1.11	0.97	1.80	0.76
<b>Entertainment and Recreation</b>	<b>3.57</b>	<b>3.32</b>	<b>3.66</b>	<b>4.30</b>	<b>3.20</b>
<b>Shore Tour</b>	<b>19.42</b>	<b>13.19</b>	<b>24.80</b>	<b>16.70</b>	<b>18.23</b>
<b>Total Transportation</b>	<b>7.12</b>	<b>5.86</b>	<b>7.92</b>	<b>8.64</b>	<b>6.03</b>
Inter-island airfare	1.31	0.85	1.52	2.00	1.10
Ground transportation	0.85	0.54	1.09	0.74	0.74
Rental car/moped	4.28	3.89	4.57	4.99	3.69
Other trans	0.67	0.57	0.75	0.92	0.50
<b>Total Shopping</b>	<b>15.93</b>	<b>13.91</b>	<b>16.79</b>	<b>14.77</b>	<b>14.60</b>
Fashion & clothing	4.22	3.75	4.48	4.57	4.56
Jewelry/watch	5.92	5.14	5.62	5.08	4.92
Cosmetics/perfumes	0.17	0.12	0.19	0.10	0.29
Leather goods	0.22	0.27	0.12	0.39	0.40
Hawaii food products	1.24	1.19	1.35	1.17	1.12
Souvenirs	4.15	3.44	5.04	3.46	3.31
<b>All other spending outside ship</b>	<b>5.42</b>	<b>4.45</b>	<b>5.96</b>	<b>3.61</b>	<b>5.98</b>

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2007 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>2007</b>								
<b>Total Passengers</b>	<b>503,019</b>	<b>148,610</b>	<b>242,522</b>	<b>44,431</b>	<b>10,702</b>	<b>56,754</b>	<b>10,820</b>	<b>513,839</b>
<b>Island Visitation</b>								
<b>(# of Passengers)</b>								
Maui County	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Maui	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Moloka'i	7,888	3,432	3,286	368	74	728	146	8,035
Lāna'i	10,461	4,793	4,208	497	122	841	32	10,493
<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

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

SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, 2003-2007 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>Kahului Harbor</b>								
January	29,388	(14)	26,514	(12)	8,584	(4)	10,730	(5)
February	25,112	(12)	13,228	(8)	8,584	(4)	8,584	(4)
March	27,114	(13)	11,238	(5)	10,730	(5)	8,584	(4)
April	31,498	(15)	13,362	(6)	14,956	(7)	10,708	(5)
May	27,250	(13)	11,238	(5)	10,730	(5)	14,856	(7)
June	27,114	(13)	10,730	(5)	8,584	(4)	8,584	(4)
July	27,250	(13)	8,584	(4)	8,584	(4)	8,584	(4)
August	29,252	(14)	10,730	(5)	10,730	(5)	10,730	(5)
September	32,036	(15)	8,584	(4)	10,708	(5)	12,832	(5)
October	33,912	(16)	10,708	(5)	8,584	(4)	12,854	(6)
November	29,514	(14)	10,730	(5)	10,730	(5)	8,584	(4)
December	32,050	(15)	8,584	(4)	8,584	(4)	8,584	(4)
<b>Total</b>	<b>351,490</b>	<b>(167)</b>	<b>144,230</b>	<b>(56)</b>	<b>111,504</b>	<b>(52)</b>	<b>113,484</b>	<b>(52)</b>
<b>Lahaina Small Boat Harbor</b>								
January	15,070	(9)	27,962	(14)	12,238	(6)	8,530	(5)
February	13,812	(8)	13,228	(8)	10,208	(5)	6,640	(3)
March	21,208	(12)	18,790	(9)	13,848	(8)	10,114	(5)
April	17,332	(9)	18,922	(9)	14,057	(7)	23,146	(12)
May	11,800	(8)	17,674	(10)	5,850	(3)	15,748	(8)
June	4,340	(4)	8,008	(4)	0	(0)	0	(0)
July	3,670	(3)	3,450	(2)	1,950	(1)	0	(0)
August	3,670	(3)	10,806	(5)	0	(0)	0	(0)
September	21,726	(13)	6,280	(5)	12,088	(7)	0	(0)
October	37,010	(21)	23,388	(12)	14,328	(7)	16,002	(8)
November	19,910	(10)	14,470	(6)	13,280	(6)	10,680	(5)
December	14,970	(7)	4,270	(2)	9,520	(5)	6,640	(3)
<b>Total</b>	<b>184,518</b>	<b>(107)</b>	<b>167,248</b>	<b>(86)</b>	<b>107,367</b>	<b>(55)</b>	<b>97,500</b>	<b>(49)</b>

Max Passengers: Ship capacity, not actual passenger counts.

Ship and passenger counts prior to last dated report from previous report. Not actual counts.

SOURCE: State of Hawai'i, Department of Transportation, Harbors Division, Maui District, Kahului Harbor Cruise/Passenger Ship Schedule, last modified on February 23, 2008 and Department of Land and Natural Resources, Division of Boating & Ocean Recreation, Schedule of Passenger/Cruise Vessels and Military Vessels (Offshore) October 06, 2008.

## 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>85.8%</b>	<b>91.7%</b>	<b>93.4%</b>	<b>92.2%</b>	<b>93.6%</b>
Helicopter/plane tour	5.9%	9.3%	5.0%	5.9%	10.0%
Boat/submarine/whale watching	31.6%	35.0%	12.5%	29.7%	32.9%
Tour bus excursion	7.0%	18.3%	57.4%	21.2%	17.8%
Private limousine/van tour	2.7%	4.9%	5.2%	4.9%	15.3%
Self-guided	74.9%	70.9%	32.5%	69.8%	68.3%
<b>All Recreation</b>	<b>87.5%</b>	<b>81.0%</b>	<b>43.8%</b>	<b>77.8%</b>	<b>84.7%</b>
Swimming/sunbathing/beach	79.1%	72.1%	30.0%	70.7%	78.3%
Surfing/bodyboarding	23.8%	16.0%	2.1%	24.5%	15.9%
Snorkeling/scuba diving	55.2%	45.0%	8.8%	43.4%	40.8%
Jet skiing/parasailing/windsurfing	6.2%	3.0%	1.7%	2.3%	5.6%
Golf	13.7%	10.2%	8.8%	12.2%	6.6%
Running/jogging/fitness walking	37.2%	30.1%	12.8%	34.2%	22.4%
Spa	13.4%	10.4%	4.0%	6.2%	6.2%
Backpacking/hiking/camping	16.2%	17.1%	1.9%	14.4%	19.0%
Sports event/tournament	2.1%	1.9%	1.8%	2.6%	2.0%
<b>All Entertainment</b>	<b>90.1%</b>	<b>84.0%</b>	<b>74.8%</b>	<b>78.4%</b>	<b>84.6%</b>
Lunch/sunset/dinner/evening	26.1%	25.6%	30.1%	21.4%	31.6%
Lounge act/stage show	24.9%	24.2%	10.3%	20.6%	18.3%
Nightclub/dancing/bar/karaoke	11.0%	9.3%	2.1%	7.2%	12.0%
Fine dining	61.3%	52.9%	58.0%	43.5%	46.0%
Family restaurant/diner	67.7%	60.1%	24.3%	55.3%	52.9%
Ethnic dining	33.1%	27.0%	6.4%	21.6%	20.6%
Prepared own meal	49.8%	32.0%	10.3%	47.5%	36.3%
<b>All Shopping</b>	<b>92.2%</b>	<b>87.8%</b>	<b>68.8%</b>	<b>87.7%</b>	<b>88.6%</b>
Department stores	31.1%	27.1%	5.5%	38.3%	40.3%
Designer boutiques	37.6%	32.1%	14.3%	35.3%	25.0%
Hotel stores	34.5%	32.1%	19.6%	24.0%	21.7%
Swap meet	20.0%	15.6%	5.0%	20.8%	11.1%
Discount/outlet stores	30.3%	26.2%	11.2%	25.3%	18.3%
Supermarkets	67.3%	51.0%	29.9%	54.7%	65.3%
Convenience stores	53.2%	45.3%	27.3%	49.5%	32.2%
Duty free	4.0%	1.9%	7.6%	3.2%	6.5%
Local shops/artisans	70.1%	64.2%	36.1%	65.4%	59.7%
<b>All Culture</b>	<b>73.8%</b>	<b>75.8%</b>	<b>45.5%</b>	<b>73.4%</b>	<b>71.1%</b>
Historic site	44.8%	42.3%	21.9%	42.2%	39.1%
Museum/art gallery	31.1%	24.2%	9.4%	26.3%	22.0%
Polynesian show/luau/hula	37.2%	41.1%	10.6%	32.5%	29.9%
Play/concert	7.1%	6.3%	0.9%	5.5%	5.2%
Art/craft fair	18.2%	14.5%	0.6%	12.6%	9.8%
Parks/gardens	42.7%	46.6%	25.0%	48.0%	45.7%
Festival	3.8%	2.6%	0.7%	1.2%	2.2%
<b>All Transportation</b>	<b>87.0%</b>	<b>80.2%</b>	<b>42.9%</b>	<b>79.2%</b>	<b>82.3%</b>
Trolley	2.9%	4.0%	4.7%	4.7%	6.2%
Public Bus	3.2%	4.0%	8.8%	7.1%	10.4%
Taxi/limousine	6.0%	6.5%	13.4%	8.4%	18.6%
Rental Car	82.6%	73.0%	20.5%	70.0%	65.6%
<b>Meeting</b>	<b>2.9%</b>	<b>2.7%</b>	<b>1.3%</b>	<b>1.4%</b>	<b>1.2%</b>
<b>Convention</b>	<b>2.6%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>0.8%</b>
<b>Incentive/Reward</b>	<b>2.8%</b>	<b>3.3%</b>	<b>0.7%</b>	<b>2.1%</b>	<b>1.1%</b>

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

SOURCE: Department of Business, Economic Development and Tourism. *2007 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>							
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%
2007	68.3%	68.1%	53.6%	60.6%	58.0%	62.0%	72.4%
<b>Japan Visitors</b>							
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%
2007	50.9%	54.0%	64.3%	86.3%	51.1%	56.6%	48.0%

SOURCE: Department of Business, Economic Development and Tourism, *2007 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	96.9%	96.5%	97.4%	94.2%	97.2%	92.9%
Decide after arrival in Hawaii	3.1%	3.5%	2.6%	5.8%	2.8%	7.1%
<b>Moloka'i</b>						
Decide before arrival in Hawaii	61.9%	61.5%	62.8%	24.9%	75.5%	66.2%
Decide after arrival in Hawaii	38.1%	38.5%	37.2%	75.1%	24.5%	33.8%
<b>Lāna'i</b>						
Decide before arrival in Hawaii	55.4%	50.6%	61.2%	35.2%	73.7%	69.4%
Decide after arrival in Hawaii	44.6%	49.4%	38.8%	64.8%	26.3%	30.6%

SOURCE: Department of Business, Economic Development and Tourism, *2007 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	68.1%	67.8%	68.7%	54.0%	62.4%	66.2%
Above Average	28.1%	28.2%	28.0%	37.8%	34.0%	29.6%
Below Average	3.3%	3.8%	2.5%	7.7%	3.5%	3.3%
Poor	0.5%	0.3%	0.8%	0.4%	0.2%	0.9%
<b>Moloka'i</b>						
Excellent	53.6%	54.6%	50.7%	64.3%	65.6%	46.1%
Above Average	35.6%	35.1%	37.1%	35.7%	26.0%	33.7%
Below Average	8.8%	7.6%	12.1%	0.0%	8.4%	14.1%
Poor	2.0%	2.7%	0.0%	0.0%	0.0%	6.0%
<b>Lāna'i</b>						
Excellent	60.6%	63.3%	57.7%	86.3%	55.4%	47.3%
Above Average	30.2%	21.4%	39.8%	13.7%	42.5%	47.6%
Below Average	7.8%	14.0%	1.1%	0.0%	2.1%	5.1%
Poor	11.3%	1.3%	1.4%	0.0%	0.0%	0.0%

SOURCE: Department of Business, Economic Development and Tourism, *2007 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	0.7%	0.9%	0.4%	1.0%	3.8%
\$15,000 - \$24,999	1.2%	1.1%	1.4%	0.9%	4.0%
\$25,000 - \$29,999	1.9%	1.8%	2.0%	1.7%	4.1%
\$30,000 - \$34,999	2.7%	2.7%	2.7%	2.1%	2.5%
\$35,000 - \$39,999	1.8%	2.0%	1.5%	2.8%	2.1%
\$40,000 - \$44,999	2.4%	2.3%	2.6%	3.2%	6.9%
\$45,000 - \$49,999	3.3%	3.5%	3.1%	3.2%	4.5%
\$50,000 - \$69,999	12.9%	13.4%	12.1%	14.3%	12.6%
\$70,000 - \$99,999	19.7%	18.4%	21.7%	20.6%	17.4%
\$100,000 - \$124,999	17.0%	16.5%	17.7%	16.1%	13.5%
\$125,000 - \$149,999	9.5%	9.4%	9.6%	10.3%	7.2%
\$150,000 - \$199,000	12.2%	12.0%	12.5%	8.2%	9.5%
\$200,000 or more	14.7%	16.0%	12.8%	15.5%	11.7%

#### Japan

##### 10,000 Japanese Yen

150 or less	2.7%
150 - 249.999	4.9%
250 - 299.999	5.1%
300 - 349.999	3.6%
350 - 399.999	6.6%
400 - 449.999	4.6%
450 - 499.999	6.2%
500 - 699.999	20.9%
700 - 999.999	18.7%
1,000 - 1,249.999	12.9%
1,250 - 1,499.999	4.0%
1,500 - 1,999.999	3.5%
2,000 or more	6.3%

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

SOURCE: Department of Business, Economic Development and Tourism, *2007 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	2004	2005	2006	2007
<b>Maui</b>				
Alexander & Baldwin Sugar Museum	35,483	38,591	41,295	38,453
Haleki'i-Pihana Heiaus State Monument <sup>1</sup>	2,920	2,800	2,920	12,000
Hāna Cultural Center (Hale Wai Wai 'O Hana)	7,985	10,436	(NA)	8,541
Hawai'i Nature Center	NA	NA	NA	NA
Haleakalā National Park	1,455,477	1,474,681	1,426,068	1,322,817
'Īao Valley State Monument <sup>1</sup>	547,800	529,500	549,420	431,400
Kula Botanical Gardens	26,175	28,520	31,548	29,275
Lahaina Restoration Foundation	148,784	134,735	173,706	169,159
Baldwin Missionary Home Museum	40,927	38,308	43,671	43,335
Hale Pa'āhao (Old Lahaina Prison)	28,536	27,746	29,238	28,927
Hale Pa'i Printing House	3,068	3,866	4,871	1,364
Wo Hing Temple Museum	76,253	64,815	95,926	95,533
Maui Historical Society Bailey House Museum	12,651	12,874	12,797	12,962
Maui Ocean Center	417,386	436,814	462,843	471,570
Maui Tropical Plantation	NA	NA	NA	NA
Whaler's Village Museum	178,906	164,559	180,272	221,562
<b>Moloka'i</b>				
Kalaupapa National Historic Park	61,797	48,772	46,839	60,992
Kalaupapa Settlement	9,122	9,622	9,911	9,292

NA: Not available, Not 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 2007*.

## 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	2003	2004	2005	2006	2007
<b>National Parks<sup>1</sup></b>					
Number of areas	2	2	2	2	2
Acreage	40,747	40,747	40,747	39,890	39,111
Visits	1,502,640	1,517,274	1,523,453	1,472,907	1,383,809
<b>State Parks &amp; Historic Sites<sup>2</sup></b>					
Number of areas	10	9	9	10	10
Acreage	566	566	566	565	569
Visits (1,000)	1,553	1,553	NA	NA	NA
<b>County Parks</b>					
Number of areas	150	NA	NA	NA	119
Acreage	1,307	NA	NA	NA	789

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	Kihei	250	12	12	yes	Unmarked	Kalama Park
Kenolio	Kihei	175	13	62	yes	64	
Kēōkea	Kula	108	11	80	yes	7	Grass area
Kihei	Kihei	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	Kihei	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	
Ampitheater	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	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
2007	50,403	4,997	9	27	34,966	6,504	3,900

NA: Not available.

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

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

<sup>3</sup> 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 2006-07			FY 2007-08		
	Dogs	Cats	Other	Dogs	Cats	Other
<b>Area</b>						
Lahaina	206	1,153	93	206	932	37
Kihei	327	1,036	230	361	921	173
Makawao	338	618	192	304	492	159
Kahului	320	999	122	323	1,004	176
Kula	167	359	39	162	223	94
Wailuku	465	1,061	624	492	992	223
Pā'ia	71	172	33	80	92	14
Ha'ikū	262	347	89	203	400	141
Hāna	156	128	3	91	76	11
LAS	216	475	93	142	462	152
<b>Total</b>	<b>2,528</b>	<b>6,348</b>	<b>1,518</b>	<b>2,528</b>	<b>5,594</b>	<b>1,180</b>
<b>Acquisitions</b>						
Strays	1,557	4,928	NA	1,505	4,434	795
Owner turn ins	972	1,451	NA	853	1,160	385
<b>TOTAL INCOMING</b>	<b>2,529</b>	<b>6,389</b>	<b>NA</b>	<b>2,358</b>	<b>5,594</b>	<b>1,180</b>
Remaining at Shelter						
Reclaim by owner	566	203	NA	583	233	4
Adopted	752	893	NA	819	739	153
Transferred	15	2	NA	8	0	93
Dispositions						
Cremation	632	276	NA	149	56	8
DOA	105	740	NA	105	731	4
Total Euthanized <sup>1</sup>	955	4,617	NA	710	3,879	879
<b>TOTAL</b>	<b>3,025</b>	<b>6,731</b>	<b>NA</b>	<b>2,374</b>	<b>5,638</b>	<b>1,141</b>
<b>Euthanized</b>						
Euthanized untreatable	258	2,313	NA	421	3,041	753
Euthanized Treatable Space Reasons	320	1,588	NA	188	800	52
Euthanized Space Reasons	262	90	NA	101	38	74
<b>TOTAL</b>	<b>991</b>	<b>4,056</b>	<b>NA</b>	<b>710</b>	<b>3,879</b>	<b>879</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**

<b>Call Slips</b>	<b>Fiscal Year 2005-06</b>	<b>Fiscal Year 2006-07</b>	<b>Fiscal Year 2007-08</b>
Lease Law	2,432	2,953	3,471
No Tax	571	427	492
Barking	220	367	322
Cruelty/Neglect	1,073	1,166	1,356
Home Inspection	735	358	134
Injured Animals	220	187	183
Injured Wild Life	nc	nc	6
Large animal trespass	37	24	30
Spay/Neuter Reclaims	23	19	1
Abandonment	42	48	48
Vicious Dog recheck	64	144	178
Dog to Dog Bites	64	77	54
Dog to Human Bites	84	75	46
Dog to Other Bites	45	31	28
Ongoing Investigation	nc	nc	197
Pickup/Deliver/misc	812	920	585
Stray Dog pick up	631	600	548
DOA's	723	847	818
Stray Cat Pick up	1,516	1,815	1,727
Owned Animal Pick up	nc	nc	47
Pick up Police Reports, license	349	509	577
Other Animal Pick up	14	13	13
Wild Life pick up	nc	nc	3
Wild Life Transfer	nc	nc	14
<b>Total</b>	<b>9,655</b>	<b>10,630</b>	<b>10,878</b>

<b>Citations Issued FY 2007-08</b>	<b>UpCountry</b>	<b>Hāna</b>	<b>Kahului</b>	<b>Wailuku</b>	<b>Lahaina</b>	<b>Kīhei</b>
Leash Law	131	10	35	39	25	52
No Tax	23	4	5	4	7	4
Inhumane Manner	24	4	6	2	6	7
Cruelty	1	0	1	1	0	0
Aggressive Dog	31	2	11	9	12	0
D.D. Non Compliance	3	0	1	7	0	1
Interference	0	0	0	0	0	0
Abandonment	0	0	0	0	0	0
Live Stock at Large	1	0	0	0	0	0
<b>Total</b>	<b>214</b>	<b>20</b>	<b>59</b>	<b>62</b>	<b>50</b>	<b>75</b>

nc: New category as of FY 2007-2008.

SOURCE: Maui Humane Society, records.