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Section 7

RECREATION AND TRAVEL

Statistics on tourism, recreation, sports, museums, parks, pets, and the performing arts appear in this section. Additional information on recreational and resort land use is given in Section 6; on transportation, in Section 18; and on hotels and hotel workers, in Sections 12, 13, 15 and 23.

Information on recreation and tourism is issued periodically by the Hawaii State Department of Business, Economic Development and Tourism's, Tourism Research Branch (particularly in its annual research reports) and Research and Economic Analysis Division, the State Parks Division of the Hawaii State Department of Land and Natural Resources, U.S. National Park Service, County park and recreation departments, and other organizations. Long-term trends are summarized in *Historical Statistics of Hawaii*, Section 11. National statistics are given in Section 26 of the *Statistical Abstract of the United States: 2008*.

Table 7.01-- PASSENGERS ARRIVING, BY POINT OF ORIGIN AND TRANSIT STATUS: 1998 TO 2007

[Domestic includes passengers from all flights originating from the mainland United States.
International includes passengers from all flights originating from U.S. territories and other countries]

Point of origin and status	1998	1999	2000	2001	2002
All directions	7,852,500	7,980,220	8,272,973	7,585,952	7,628,973
Landing	7,545,230	7,708,206	7,981,480	7,318,235	7,424,621
Intransit	307,270	272,014	291,493	267,717	204,352
Domestic	5,169,410	5,172,404	5,448,603	5,200,050	5,290,418
Landing	5,033,100	5,088,781	5,318,419	5,071,551	5,253,652
Intransit	136,310	83,623	130,184	128,499	36,766
International	2,683,090	2,807,816	2,824,370	2,385,902	2,338,555
Landing	2,512,130	2,619,425	2,663,061	2,246,684	2,170,969
Intransit	170,960	188,391	161,309	139,218	167,586
Point of origin and status	2003	2004	2005	2006 1/	2007
All directions	7,557,861	8,225,648	8,840,063	9,002,771	9,011,456
Landing	7,438,045	8,101,166	8,713,112	8,890,613	8,910,673
Intransit	119,816	124,482	126,951	112,158	100,783
Domestic	5,462,304	5,914,311	6,460,134	6,746,839	6,810,848
Landing	5,461,554	5,911,004	6,436,275	6,725,760	6,791,907
Intransit	750	3,307	23,859	21,079	18,941
International	2,095,557	2,311,337	2,379,929	2,255,932	2,200,608
Landing	1,976,491	2,190,162	2,276,837	2,164,853	2,118,766
Intransit	119,066	121,175	103,092	91,079	81,842

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.02-- PASSENGER STATUS OF PARTIES AND PASSENGERS
ARRIVING IN HAWAII, BY POINT OF ORIGIN: 2005 TO 2007**

[Domestic includes passengers from all flights originating from the mainland United States.
International includes passengers from all flights originating from U.S. territories
and other countries]

Year and point of origin	All types	Visitors to Hawaii	Returning residents	Intended residents
PARTIES 1/				
2005, total	(NA)	3,511,308	775,942	(NA)
Domestic	3,382,553	2,669,990	681,723	30,840
International	(NA)	841,317	94,219	(NA)
2006, total 2/	(NA)	3,462,405	832,760	(NA)
Domestic 2/	3,553,905	2,775,063	746,438	32,404
International 2/	(NA)	719,266	86,322	(NA)
2007, total	(NA)	3,491,666	601,189	(NA)
Domestic	3,331,381	2,777,378	529,694	24,309
International	(NA)	714,287	71,495	(NA)
PASSENGERS				
2005, total	8,840,063	7,416,574	1,252,012	(NA)
Domestic	6,460,134	5,313,281	1,078,468	44,526
International	2,379,929	2,103,293	173,544	(NA)
2006, total 2/	8,825,296	7,528,106	1,362,507	(NA)
Domestic 2/	6,772,702	5,550,125	1,175,635	46,942
International 2/	2,164,853	1,977,981	186,872	(NA)
2007, total	8,910,672	7,496,820	1,364,505	(NA)
Domestic	6,791,906	5,582,530	1,160,029	49,347
International	2,118,766	1,914,290	204,476	(NA)

NA Not available.

1/ Not surveyed for intransit passengers.

2/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:
1966 TO 2007**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Year	Visitors staying overnight or longer			Average number of visitors present per day		
	Total	Domestic	International	Total	Domestic	International
1966	834,732	629,564	205,168	20,900	19,271	1,629
1967	1,124,012	828,849	295,163	27,610	24,898	2,712
1968	1,313,706	952,821	360,885	32,314	28,784	3,530
1969	1,526,074	1,121,714	404,360	37,175	33,088	4,087
1970	1,745,904	1,273,639	472,265	36,920	32,028	4,892
1971	1,817,941	1,363,081	454,860	40,866	36,504	4,362
1972	2,233,627	1,682,285	551,342	49,987	45,098	4,889
1973	2,622,376	1,942,714	679,662	59,450	53,407	6,043
1974	2,804,394	2,036,203	768,191	63,772	56,939	6,833
1975	2,818,082	2,028,068	790,014	66,146	59,495	6,651
1976	3,213,249	2,327,399	885,850	75,426	68,225	7,201
1977	3,413,095	2,508,472	904,623	82,737	75,684	7,053
1978	3,676,967	2,766,012	910,955	92,114	85,028	7,086
1979	3,966,192	2,888,521	1,077,671	98,745	89,678	9,067
1980	3,928,789	2,793,101	1,135,688	96,406	86,788	9,618
1981	3,928,906	2,778,566	1,150,340	95,874	85,449	10,425
1982	4,227,733	3,072,543	1,155,189	105,075	94,740	10,335
1983	4,356,317	3,219,219	1,137,098	107,860	97,390	10,470
1984	4,827,884	3,499,419	1,328,466	118,252	106,260	11,992
1985	4,843,414	3,522,126	1,321,288	116,107	103,820	12,287
1986	5,569,067	4,063,928	1,505,138	132,355	118,110	14,245
1987	5,770,585	4,040,204	1,730,381	133,835	116,780	17,055
1988	6,101,483	4,041,878	2,059,605	140,798	115,760	25,038
1989 1/	6,488,422	4,339,507	2,148,915	165,058	135,480	29,578
1990 1/	6,723,531	4,315,161	2,408,370	154,516	113,066	41,450
1991	6,518,460	4,068,508	2,449,952	147,323	105,686	41,637
1992 1/	6,473,669	3,791,945	2,681,724	152,249	106,589	45,660
1993 1/	6,070,995	3,570,059	2,500,936	147,498	100,430	47,068
1994 1/	6,364,674	3,813,279	2,551,395	156,630	107,904	48,726
1995 1/	6,546,759	3,743,474	2,803,285	157,098	105,649	51,450

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**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:
1966 TO 2007 -- Con.**

Year	Visitors staying overnight or longer			Average number of visitors present per day		
	Total	Domestic	International	Total	Domestic	International
1996 1/	6,723,141	3,794,113	2,929,028	158,297	106,404	51,892
1997 1/	6,761,135	3,890,798	2,870,337	157,187	108,019	49,168
1998	6,595,790	4,014,140	2,581,650	157,388	112,068	45,320
1999	6,741,037	4,255,621	2,485,416	164,439	117,998	46,441
2000	6,948,595	4,446,936	2,501,659	168,637	123,441	45,196
2001	6,303,791	4,224,321	2,079,470	158,247	118,106	40,141
2002	6,389,058	4,358,850	2,030,208	160,195	121,030	39,165
2003	6,380,439	4,531,289	1,849,150	161,048	123,389	37,659
2004	6,912,094	4,892,960	2,019,134	171,481	132,355	39,126
2005	7,416,574	5,313,281	2,103,293	185,445	144,396	41,049
2006 1/	7,528,106	5,550,125	1,977,981	189,441	149,545	39,895
2007	7,496,820	5,582,530	1,914,290	189,412	150,960	38,452

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2006 AND 2007**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Resides in Major Market Areas (MMA) 1/	2006 2/			2007		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	7,528,106	5,550,125	1,977,981	7,496,820	5,582,530	1,914,290
US West MMA 3/	3,219,948	3,176,842	43,106	3,244,707	3,199,318	45,389
US East MMA 4/	1,953,316	1,910,704	42,612	1,901,502	1,857,734	43,768
Japan MMA	1,362,878	9,702	1,353,176	1,296,421	9,174	1,287,247
Canada MMA	280,920	91,329	189,591	333,397	135,742	197,655
Other Asia MMA 5/	117,532	43,315	74,217	121,109	42,072	79,037
China	54,924	30,843	24,081	56,584	29,439	27,145
Hong Kong	5,266	1,658	3,608	5,549	1,778	3,771
Korea	37,912	7,681	30,231	42,141	7,980	34,161
Singapore	3,918	1,062	2,856	4,513	1,078	3,435
Taiwan	15,513	2,072	13,441	12,322	1,797	10,525
Oceania MMA 6/	135,813	33,661	102,152	164,151	40,779	123,372
Australia	117,043	28,833	88,210	145,491	35,702	109,789
New Zealand	18,770	4,828	13,942	18,660	5,077	13,583
Europe MMA 7/	106,032	94,626	11,406	108,022	94,652	13,370
United Kingdom	57,481	49,363	8,118	57,622	47,816	9,806
France	7,575	6,758	817	8,090	7,148	942
Germany	26,067	24,557	1,510	26,526	25,072	1,454
Italy	8,261	7,975	286	8,795	8,269	526
Switzerland	6,649	5,974	675	6,990	6,348	642
Latin America MMA 8/	19,020	18,350	670	19,943	19,316	627
Argentina	2,326	2,269	57	2,757	2,694	63
Brazil	6,601	6,413	188	7,049	6,852	197
Mexico	10,092	9,667	425	10,137	9,770	367
Other MMA 9/	332,647	171,596	161,051	307,568	183,743	123,825

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2006 AND 2007 -- Con.**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Revised from previous *Data Book*.
- 3/ Pacific and Mountain States of the United States.
- 4/ All other States in the continental United States not included in U.S. West.
- 5/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 6/ Includes Australia and New Zealand.
- 7/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 8/ Includes Argentina, Brazil, and Mexico.
- 9/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.05-- VISITOR DAYS, BY POINT OF ORIGIN: 1993 TO 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Year	Total	Domestic	International
1993	53,836,611	36,656,820	17,179,791
1994	57,169,825	39,384,934	17,784,891
1995	57,340,911	38,561,739	18,779,172
1996	57,936,622	38,944,059	18,992,563
1997	57,373,493	39,427,198	17,946,295
1998	57,446,913	40,904,938	16,541,975
1999	60,020,237	43,069,177	16,951,060
2000	61,721,150	45,179,587	16,541,563
2001	57,760,242	43,108,798	14,651,444
2002	58,471,088	44,175,694	14,295,394
2003	58,782,699	45,036,982	13,745,717
2004	62,761,989	48,441,764	14,320,225
2005	67,687,479	52,704,668	14,982,811
2006 1/	69,145,854	54,584,048	14,561,806
2007	69,135,310	55,100,441	14,034,869

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTY AND ISLAND:
2006 AND 2007**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

County or island	2006 1/			2007		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	189,441	149,545	39,895	189,412	150,960	38,452
Oahu	89,167	59,060	30,107	88,092	59,332	28,760
Hawaii County	28,336	24,837	3,499	27,891	24,542	3,350
Kauai County	20,903	19,733	1,170	22,207	21,071	1,135
Maui County	51,034	45,915	5,119	51,222	46,015	5,207
Maui	49,319	44,424	4,895	49,355	44,328	5,028
Molokai	944	797	147	982	878	104
Lanai	771	694	77	885	810	76

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREA VISITED: 2006 AND 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Area visited	2006 1/			2007		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total 2/	7,528,106	5,550,125	1,977,981	7,496,820	5,582,530	1,914,290
Oahu	4,688,117	2,891,187	1,796,930	4,694,750	2,950,383	1,744,367
Kauai	1,204,132	1,089,587	114,545	1,299,045	1,183,490	115,555
Maui County 2/	2,498,234	2,198,555	299,679	2,522,043	2,224,813	297,230
Maui	2,446,590	2,153,804	292,786	2,463,594	2,172,682	290,913
Molokai	86,336	60,860	25,476	83,164	65,197	17,966
Lanai	94,269	72,216	22,053	100,350	81,160	19,190
Hawaii County 2/	1,614,408	1,287,829	326,579	1,622,359	1,305,218	317,141
Hilo	677,992	512,022	165,970	726,892	563,663	163,229
Kona	1,358,926	1,116,586	242,340	1,350,401	1,121,428	228,973
One island only	5,805,062	4,256,302	1,548,760	5,695,117	4,206,591	1,488,526
Oahu only	3,246,467	1,859,658	1,386,809	3,177,434	1,842,054	1,335,380

1/ Revised from previous *Data Book*.

2/ Because many visitors planned to visit more than one area, detail sums to more than the totals and subtotals shown here.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINT OF ORIGIN: 2006 AND 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Subject	Total	Domestic	International
2006			
Residence (percent):			
United States	68.7	91.7	4.4
Pacific and Mountain States	42.8	57.2	2.2
California	26.8	36.0	1.1
Males per 100 females	88.3	92.4	75.7
Persons per party	2.2	2.0	2.8
Arriving June-August (percent)	28.0	29.1	24.8
Repeat visitors (percent)	63.9	67.1	54.7
Pleasure trip (percent)	81.3	80.3	84.0
In hotel only	55.6	46.9	79.9
One island only	77.1	76.7	78.3
2007			
Residence (percent):			
United States	68.6	90.6	4.7
Pacific and Mountain States	43.3	57.3	2.4
California	26.0	34.9	0.9
Males per 100 females	87.0	92.3	76.0
Persons per party	2.1	2.0	2.7
Arriving June-August (percent)	28.2	29.0	26.1
Repeat visitors (percent)	64.7	67.9	55.2
Pleasure trip (percent)	82.0	80.7	85.5
In hotel only	53.3	44.5	79.1
One island only	76.0	75.4	77.8

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:
2006 AND 2007**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Residence	2006 1/	2007
United States	5,087,546	5,057,052
Pacific	2,541,078	2,558,488
Alaska	40,737	46,577
California	1,997,750	1,946,829
Oregon	165,178	179,235
Washington	337,413	385,846
Mountain	635,764	640,831
Arizona	198,471	190,089
Colorado	140,728	145,590
Idaho	36,782	41,222
Montana	19,928	20,105
Nevada	100,014	96,806
New Mexico	30,468	31,595
Utah	100,467	105,904
Wyoming	8,907	9,519
West North Central	226,088	220,179
Iowa	28,709	28,324
Kansas	28,462	28,674
Minnesota	82,888	79,874
Missouri	52,998	50,764
Nebraska	18,263	17,918
North Dakota	6,391	6,291
South Dakota	8,377	8,333
West South Central	295,493	297,700
Arkansas	16,455	14,978
Louisiana	23,243	21,783
Oklahoma	29,759	30,514
Texas	226,037	230,425
East North Central	427,680	407,255
Illinois	153,809	147,619
Indiana	51,666	48,920
Michigan	81,670	75,859
Ohio	86,523	82,220
Wisconsin	54,012	52,636
East South Central	101,872	97,862
Alabama	23,896	23,638
Kentucky	27,214	24,288
Mississippi	10,639	10,551
Tennessee	40,123	39,385

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:
2006 AND 2007 -- Con.**

Residence	2006 1/	2007
New England	126,058	121,707
Connecticut	30,432	29,124
Maine	9,378	9,071
Massachusetts	61,421	59,146
New Hampshire	11,254	11,485
Rhode Island	7,993	7,175
Vermont	5,581	5,706
Middle Atlantic	285,521	283,285
New Jersey	74,534	75,337
New York	129,946	127,397
Pennsylvania	81,041	80,551
South Atlantic	447,991	429,746
Delaware	8,168	6,009
Washington, D.C.	6,031	8,116
Florida	127,551	121,870
Georgia	72,763	65,536
Maryland	61,832	59,903
North Carolina	52,574	52,886
South Carolina	22,845	23,053
Virginia	88,888	85,295
West Virginia	7,339	7,077

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINT OF ORIGIN: 2006 AND 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Subject	Domestic		International	
	2006 1/	2007	2006 1/	2007
All visitors 2/	5,550,125	5,582,530	1,977,981	1,914,290
Purpose of visit 2/				
Pleasure	4,456,851	4,506,936	1,660,640	1,636,940
Honeymoon	281,210	265,804	203,480	217,795
Wedding	67,158	65,910	87,076	77,297
Meetings, conventions, incentive 2/	417,886	400,804	139,286	91,343
Convention/conference	265,837	246,142	56,761	33,088
Corporate meeting	81,965	89,420	27,289	15,783
Incentive	85,677	82,759	58,572	44,503
Other business	258,865	254,065	28,341	26,075
Visit friends or relatives	613,453	621,031	77,190	77,046
Government or military	85,111	79,914	13,273	11,531
Attend school	13,049	12,565	9,605	5,608
Sport event	85,644	84,319	49,304	48,895
Traveler method				
Group tour	321,141	297,951	743,009	608,269
Package	1,744,106	1,601,691	1,390,621	1,275,827
Group tour and package	249,753	225,770	662,693	535,386
True independent	3,734,631	3,908,659	507,045	565,580
Accommodations				
Hotel	3,155,612	3,063,619	1,663,064	1,609,455
Hotel only	2,604,533	2,482,290	1,579,891	1,513,929
Condo	1,088,854	1,116,444	188,932	205,231
Condo only	834,340	856,195	148,383	158,656
Timeshare	596,107	631,804	38,953	36,596
Timeshare only	445,568	475,742	28,103	24,829
Rental house	258,342	293,353	20,264	23,918
Bed & breakfast	66,159	66,081	7,959	10,436
Cruise ship	313,991	365,603	25,537	33,777
Friends, relatives	647,452	659,540	89,418	72,956

1/ Revised from previous *Data Book*.

2/ Because of multiple responses, detail may add to more than the indicated total.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors. Percentages sum to more than 100 percent due to multiple island visitation and multiple activities participated in by visitors]

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Sightseeing	88.1	86.7	90.2	92.0
Helicopter / airplane tour	12.8	10.1	17.3	4.4
Boat tour / submarine / whale watching	30.1	26.9	35.2	18.3
Tour bus excursion	16.5	11.2	25.1	46.1
Private limousine / van tour	6.5	5.0	8.9	16.8
Self-guided	78.5	79.6	76.8	55.1
Recreation	89.6	90.8	87.6	80.7
Swimming / sunbathing / beach	81.8	83.0	79.9	66.3
Surfing / bodyboarding	23.9	26.6	19.3	7.4
Snorkeling / scuba diving	49.5	52.3	44.8	18.6
Jet skiing / parasailing / windsurfing	5.2	5.7	4.3	4.9
Golf	13.1	13.3	12.6	8.9
Running / jogging / fitness walking	37.9	39.5	35.3	20.9
Gym / health spa	15.9	16.0	15.7	6.6
Backpacking / hiking / camping	23.7	21.7	26.9	7.4
Sports event or tournament	5.0	4.8	5.3	3.8
Entertainment	79.1	79.1	79.2	87.7
Lunch / sunset / dinner / evening cruise	31.6	29.8	34.6	57.7
Lounge act / stage show	26.4	23.7	31.0	24.2
Nightclub / dancing / bar / karaoke	16.4	15.5	18.0	7.7
Fine dining	64.0	64.2	63.7	73.1
Shopping	93.3	93.6	92.8	98.3
Department stores	48.3	48.2	48.4	55.1
Designer boutiques	42.6	42.7	42.4	61.4
Hotel stores	47.1	43.7	52.8	51.6
Swap meet / flea markets	34.2	34.4	33.9	15.4
Discount / outlet stores	37.2	37.1	37.5	43.6
Supermarkets	65.1	69.8	57.3	59.1
Convenience stores	61.0	61.6	60.0	79.5
Duty free stores	6.0	5.4	7.0	80.6
Culture	76.4	73.9	80.6	55.7
Historic site	58.0	54.2	64.3	28.4
Museum / art gallery	29.3	29.5	28.9	18.4
Polynesian show / luau	42.7	37.5	51.3	28.0

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,
U.S. WEST, U.S. EAST, AND JAPAN: 2006 - Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture - con.				
Art / craft fair	18.5	19.5	16.7	3.8
Festival	5.4	5.7	5.1	5.9
Transportation	85.2	85.7	84.5	92.1
Trolley	7.2	5.6	9.7	65.0
Public bus	12.1	9.9	15.6	24.1
Taxi / limousine	16.7	13.9	21.3	44.5
Rental car	74.3	76.9	69.9	17.7

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2006 Visitor Satisfaction and Activity Report* and records.

Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2006

[Covers visitors from United States staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	73.7	79.9	80.4	82.8
Somewhat satisfied	21.6	16.8	14.7	15.0
Somewhat dissatisfied	3.7	2.4	4.1	1.0
Not satisfied at all	0.9	0.9	0.8	1.2
Restaurants				
Very satisfied	61.0	58.9	52.3	53.0
Somewhat satisfied	34.4	37.9	38.1	41.6
Somewhat dissatisfied	3.7	3.2	8.0	4.1
Not satisfied at all	0.9	0.0	1.5	1.3
Shopping				
Very satisfied	66.1	60.1	49.3	47.0
Somewhat satisfied	30.7	35.7	45.7	44.1
Somewhat dissatisfied	2.8	4.1	4.5	7.7
Not satisfied at all	0.4	0.1	0.5	1.2
Golf				
Very satisfied	63.2	79.2	75.0	87.1
Somewhat satisfied	34.2	15.9	21.3	12.9
Somewhat dissatisfied	2.6	3.9	3.7	0.0
Not satisfied at all	0.0	1.0	0.0	0.0
Activities & attractions				
Very satisfied	71.0	73.7	73.2	69.3
Somewhat satisfied	26.4	23.0	24.3	27.7
Somewhat dissatisfied	2.3	3.0	2.5	1.9
Not satisfied at all	0.3	0.3	0.0	1.1
Transportation				
Very satisfied	63.2	54.1	64.8	55.6
Somewhat satisfied	30.6	27.3	17.1	27.6
Somewhat dissatisfied	5.3	12.1	10.3	6.6
Not satisfied at all	1.0	6.5	7.8	10.3
Airports				
Very satisfied	56.5	56.4	60.2	51.1
Somewhat satisfied	37.8	37.7	35.1	40.1
Somewhat dissatisfied	4.6	5.1	4.3	7.1
Not satisfied at all	1.1	0.8	0.4	1.6

Continued on next page.

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2006 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	71.8	79.1	72.2	69.5
Somewhat satisfied	23.6	18.3	25.0	27.2
Somewhat dissatisfied	3.9	2.3	2.4	2.1
Not satisfied at all	0.7	0.2	0.4	1.1

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, records.

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2006**

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	72.8	77.7	79.4	84.1
Somewhat satisfied	22.1	18.9	14.8	13.7
Somewhat dissatisfied	4.0	2.1	5.1	1.2
Not satisfied at all	1.0	1.3	0.6	1.0
Restaurants				
Very satisfied	61.7	56.5	48.7	51.2
Somewhat satisfied	33.2	40.8	40.6	43.6
Somewhat dissatisfied	4.1	2.7	8.5	3.9
Not satisfied at all	0.9	0.0	2.3	1.3
Shopping				
Very satisfied	67.7	60.1	46.0	45.1
Somewhat satisfied	29.8	35.7	49.0	45.4
Somewhat dissatisfied	2.0	4.3	4.5	8.5
Not satisfied at all	0.5	0.0	0.6	1.1
Golf				
Very satisfied	64.8	75.2	70.8	87.3
Somewhat satisfied	33.1	19.4	24.7	12.7
Somewhat dissatisfied	2.0	3.8	4.5	0.0
Not satisfied at all	0.0	1.5	0.0	0.0
Activities & attractions				
Very satisfied	70.6	70.9	70.5	69.3
Somewhat satisfied	26.5	26.0	26.3	28.7
Somewhat dissatisfied	2.6	2.6	3.2	0.5
Not satisfied at all	0.3	0.5	0.0	1.5
Transportation				
Very satisfied	64.4	47.1	63.1	59.3
Somewhat satisfied	28.9	28.8	13.6	17.7
Somewhat dissatisfied	5.8	14.0	13.9	6.7
Not satisfied at all	0.9	10.1	9.3	16.3

Continued on next page.

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2006 - Con.**

Category	Oahu	Maui	Kauai	Kona
Airports				
Very satisfied	56.2	54.2	60.2	51.6
Somewhat satisfied	37.3	39.9	34.0	38.6
Somewhat dissatisfied	5.7	5.2	5.2	8.4
Not satisfied at all	0.9	0.8	0.6	1.4
Parks & beaches				
Very satisfied	69.1	78.6	72.2	68.2
Somewhat satisfied	26.8	18.4	25.2	28.9
Somewhat dissatisfied	3.2	2.7	2.1	1.8
Not satisfied at all	0.9	0.3	0.6	1.1

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2006 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2006**

[Covers visitors from all other states in the continental United States not included in U.S. West staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	74.9	83.8	82.5	79.6
Somewhat satisfied	21.0	13.0	14.3	18.1
Somewhat dissatisfied	3.4	3.0	1.9	0.6
Not satisfied at all	0.7	0.1	1.3	1.7
Restaurants				
Very satisfied	60.1	63.2	59.9	57.3
Somewhat satisfied	35.9	32.8	33.1	37.0
Somewhat dissatisfied	3.1	4.0	7.0	4.4
Not satisfied at all	0.9	0.0	0.0	1.2
Shopping				
Very satisfied	63.8	60.1	56.7	51.5
Somewhat satisfied	31.9	35.9	38.4	41.4
Somewhat dissatisfied	4.0	3.8	4.6	5.8
Not satisfied at all	0.3	0.3	0.4	1.3
Golf				
Very satisfied	60.3	86.3	82.8	86.5
Somewhat satisfied	36.2	9.7	15.0	13.5
Somewhat dissatisfied	3.5	4.1	2.1	0.0
Not satisfied at all	0.0	0.0	0.0	0.0
Activities & attractions				
Very satisfied	71.6	78.3	78.5	69.2
Somewhat satisfied	26.3	18.0	20.3	25.4
Somewhat dissatisfied	1.9	3.8	1.2	5.4
Not satisfied at all	0.2	0.0	0.0	0.0
Transportation				
Very satisfied	61.8	64.0	68.1	50.6
Somewhat satisfied	32.5	25.2	24.0	40.8
Somewhat dissatisfied	4.6	9.4	3.3	6.4
Not satisfied at all	1.0	1.4	4.7	2.1

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Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2006 - Con.

Category	Oahu	Maui	Kauai	Kona
Airports				
Very satisfied	57.0	60.4	60.1	50.1
Somewhat satisfied	38.4	33.8	37.6	43.7
Somewhat dissatisfied	3.2	4.9	2.3	4.1
Not satisfied at all	1.3	1.0	0.0	2.1
Parks & beaches				
Very satisfied	75.4	79.8	72.2	72.8
Somewhat satisfied	19.4	18.3	24.7	22.8
Somewhat dissatisfied	4.7	1.7	3.0	3.0
Not satisfied at all	0.5	0.2	0.0	1.4

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2006 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM JAPAN, BY GEOGRAPHIC AREA: 2006**

[Covers visitors from Japan staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	44.1	59.1	(NA)	52.8
Somewhat satisfied	45.6	35.8	(NA)	41.5
Somewhat dissatisfied	9.0	4.7	(NA)	5.3
Not satisfied at all	1.3	0.4	(NA)	0.4
Restaurants				
Very satisfied	22.4	23.4	(NA)	20.6
Somewhat satisfied	56.7	53.6	(NA)	50.5
Somewhat dissatisfied	19.0	21.5	(NA)	23.0
Not satisfied at all	2.0	1.5	(NA)	5.8
Shopping				
Very satisfied	41.0	16.1	(NA)	12.1
Somewhat satisfied	49.8	61.7	(NA)	46.0
Somewhat dissatisfied	8.7	20.3	(NA)	36.3
Not satisfied at all	0.4	2.0	(NA)	5.5
Golf				
Very satisfied	42.3	67.7	(NA)	45.5
Somewhat satisfied	44.9	30.9	(NA)	47.3
Somewhat dissatisfied	11.6	1.4	(NA)	7.2
Not satisfied at all	1.3	0.0	(NA)	0.0
Activities & attractions				
Very satisfied	38.0	23.0	(NA)	37.7
Somewhat satisfied	51.9	62.0	(NA)	46.6
Somewhat dissatisfied	9.2	15.0	(NA)	15.3
Not satisfied at all	1.0	0.0	(NA)	0.4
Transportation				
Very satisfied	39.8	15.8	(NA)	18.4
Somewhat satisfied	48.7	44.8	(NA)	43.5
Somewhat dissatisfied	10.3	33.1	(NA)	30.5
Not satisfied at all	1.2	6.4	(NA)	7.6

Continued on next page.

Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM JAPAN, BY GEOGRAPHIC AREA: 2006 - Con.

Category	Oahu	Maui	Kauai	Kona
Airports				
Very satisfied	22.1	17.4	(NA)	18.2
Somewhat satisfied	60.0	62.4	(NA)	56.2
Somewhat dissatisfied	16.5	20.2	(NA)	23.6
Not satisfied at all	1.4	0.0	(NA)	2.0
Parks & beaches				
Very satisfied	49.5	46.5	(NA)	51.9
Somewhat satisfied	45.0	49.1	(NA)	40.7
Somewhat dissatisfied	4.8	4.5	(NA)	7.3
Not satisfied at all	0.7	0.0	(NA)	0.0

NA Not available.

1/ Sample is too small for tabulation.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2006 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors]

Criterion by island	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Oahu				
Excellent	55.3	54.2	56.6	53.0
Above average	37.5	38.4	36.5	42.1
Below average	6.3	6.6	5.9	4.2
Poor	0.9	0.8	1.0	0.6
Maui				
Excellent	69.1	65.9	73.5	50.9
Above average	26.6	28.6	23.7	44.5
Below average	3.9	4.9	2.5	4.3
Poor	0.4	0.6	0.3	0.3
Molokai				
Excellent	60.4	61.0	59.3	42.5
Above average	33.6	31.9	36.6	39.8
Below average	3.7	4.6	2.2	11.1
Poor	2.2	2.4	1.9	6.6
Lanai				
Excellent	65.7	65.2	66.2	56.3
Above average	28.9	32.5	24.9	32.8
Below average	4.2	0.0	8.9	10.9
Poor	1.2	2.4	0.0	0.0
Big Island				
Excellent	52.8	51.3	54.8	49.1
Above average	40.6	43.1	37.4	42.9
Below average	5.8	4.8	7.1	7.0
Poor	0.8	0.8	0.7	1.0
Kauai				
Excellent	66.9	62.7	72.3	42.0
Above average	27.3	30.4	23.2	40.5
Below average	4.8	6.1	3.1	16.9
Poor	1.0	0.8	1.3	0.6

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2006 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors. Percentages do not sum to 100 percent due to multiple sources used]

Information source	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2005				
Travel agents	27.7	25.8	30.6	67.5
Internet	66.4	65.8	67.1	49.9
Personal experience	46.9	51.7	39.5	41.9
Wholesalers	9.5	8.9	10.3	17.3
Friends / relatives	39.9	37.9	43.0	30.0
Magazines	10.1	8.7	12.1	44.0
Books	22.8	19.4	28.1	43.1
Hotels / resorts	24.3	22.2	27.6	8.9
Airlines	31.8	33.1	29.9	10.1
Hawaii Visitors & Convention Bureau	9.4	7.9	11.6	8.1
Newspapers	2.9	2.8	3.1	2.9
2006				
Travel agents	34.2	30.7	40.0	91.2
Internet	88.6	89.5	87.2	62.1
Personal experience	45.7	50.5	37.8	41.2
Wholesalers	9.3	8.5	10.5	16.9
Friends / relatives	38.6	36.8	41.5	29.5
Magazines	9.7	8.7	11.3	41.5
Books	21.8	19.2	26.1	40.8
Hotels / resorts	22.7	21.5	24.6	9.7
Airlines	28.5	29.7	26.5	9.8
Hawaii Visitors & Convention Bureau	10.3	8.4	13.4	8.4
Newspapers	2.2	2.0	2.5	2.6

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of respondents who used the internet. Percentages do not sum to 100 percent due to multiple sources used]

How the internet was used	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2005				
Find things to do	50.4	45.5	58.1	40.7
Estimate costs	48.2	47.6	49.1	17.8
Find hotel or place to stay	47.7	44.7	52.3	69.3
Find good restaurant	20.1	19.2	21.5	34.7
Find recreational activities	37.4	33.5	43.5	34.6
Maps and directions	41.8	41.5	42.4	28.1
Locate sightseeing places	28.2	23.0	36.4	39.2
Make airline reservations	69.0	70.9	66.0	19.8
Hotel reservation	45.7	43.8	48.7	23.5
Rental car reservation	49.4	50.5	47.7	11.6
Locate shopping places	8.5	8.3	8.8	43.7
Find evening activities	13.9	12.3	16.4	5.9
2006				
Find things to do	51.8	47.0	60.0	37.3
Estimate costs	49.4	48.9	50.1	15.1
Find hotel or place to stay	45.6	44.1	48.1	66.3
Find good restaurant	24.3	22.7	27.1	33.1
Find recreational activities	38.8	35.8	43.9	33.0
Maps and directions	42.7	41.6	44.6	26.8
Locate sightseeing places	31.0	27.2	37.5	37.6
Make airline reservations	71.5	75.7	64.4	20.1
Hotel reservation	48.3	48.8	47.4	22.7
Rental car reservation	52.5	55.8	47.0	11.5
Locate shopping places	9.5	8.9	10.6	41.4
Find evening activities	14.1	12.5	16.8	6.1

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.19-- SAFETY ISSUES AND OTHER NUISANCES ENCOUNTERED BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors. Percentages do not sum to 100 percent due to multiple answers selected]

	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2005				
No problems	92.2	91.3	93.4	96.1
Safety Issues:				
Solicited by drug dealers	3.2	3.6	2.5	1.1
Solicited by prostitutes	1.7	2.0	1.2	1.2
Wallet / purse / valuables stolen	1.7	1.9	1.3	1.1
Room vandalized / robbed	0.3	0.3	0.4	0.1
Car vandalized / robbed	1.2	1.5	0.8	0.3
Physical violence / harm	0.4	0.5	0.3	0.2
Other nuisance:				
Parking ticket	1.2	1.2	1.2	0.5
2006				
No problems	93.5	93.2	94.0	96.7
Safety Issues:				
Solicited by drug dealers	1.8	2.0	1.5	0.8
Solicited by prostitutes	1.1	1.1	1.0	0.4
Wallet / purse / valuables stolen	1.4	1.9	0.7	1.4
Room vandalized / robbed	0.4	0.5	0.3	0.4
Car vandalized / robbed	1.3	1.3	1.3	0.3
Physical violence / harm	0.4	0.4	0.3	0.2
Other nuisance:				
Parking ticket	1.6	1.5	1.8	0.4

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitor respondents]

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Visitors income 3/				
Under \$15,000	1.2	1.2	1.4	4.2
\$15,000-\$29,999	4.5	4.2	4.9	11.6
\$30,000-\$49,999	10.8	9.7	12.6	24.1
\$50,000-\$99,999	34.1	32.8	36.2	36.6
\$100,000 or more	49.3	52.0	44.8	23.5
Education attainment				
Less than high school graduate	0.7	1.0	0.3	2.2
High school graduate	23.3	23.9	22.3	31.8
Associates degree (2-year)	9.2	9.1	9.2	17.1
Bachelor's degree (4-year)	35.0	35.3	34.4	35.7
Post graduate degree	28.2	27.1	30.1	3.2
Vocational / technical degree	3.6	3.5	3.7	10.1
Employment status				
Working	73.9	72.1	76.8	60.4
Retired	15.7	16.2	15.0	7.4
Student	2.2	2.4	2.0	1.5
Homemaker	6.1	6.7	5.2	22.2
Other	2.1	2.7	1.1	8.4
Primary purpose of trip				
Vacation	66.1	68.4	62.4	62.9
Attend a business meeting / conduct business	6.8	6.5	7.2	1.7
Attend a convention / conference / seminar	3.1	2.2	4.7	0.9
Incentive / reward	1.2	1.1	1.4	1.8
Visit friends / relatives	9.4	9.4	9.4	2.4
Get married	0.6	0.4	0.9	2.1
Attend / participate in wedding	3.6	3.8	3.3	7.8
Honeymoon	4.1	3.3	5.3	8.4
Attend / participate in a sporting event	1.1	0.9	1.4	3.0
Attend / participate in a cultural event	0.5	0.6	0.4	0.9
Medical treatment	0.0	0.0	0.0	0.0
Shopping / fashion	0.0	0.0	0.0	4.4
Other	3.5	3.5	3.5	3.6
Secondary purpose of trip				
Vacation	45.7	41.4	52.8	22.1
Attend a business meeting / conduct business	4.4	5.2	3.0	1.3

Continued on next page.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006 - Con.

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip - Con.				
Attend a convention / conference / seminar	1.9	2.3	1.4	0.5
Incentive / reward	3.9	3.7	4.3	1.2
Visit friends / relatives	22.4	25.5	17.3	3.9
Get married	0.6	0.7	0.5	1.1
Attend / participate in wedding	1.7	2.2	0.9	3.8
Honeymoon	2.6	1.7	4.1	3.5
Attend / participate in a sporting event	2.0	1.8	2.2	3.7
Attend / participate in a cultural event	1.7	1.8	1.6	1.9
Medical treatment	0.2	0.2	0.3	0.6
Shopping / fashion	4.2	4.6	3.7	50.8
Other	8.6	9.0	8.0	5.6

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

3/ For Japanese visitors' income, "Under 1,500,000 Japanese Yen" in place of "Under \$15,000," "1,500,000-2,999,999 Japanese Yen" in place of "\$15,000-\$29,999" etc.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2006 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.21-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINT OF ORIGIN: 2006 AND 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Length of stay	2006			2007		
	Total	Domestic	International	Total	Domestic	International
All visitors	7,461,299	5,495,813	1,965,486	7,496,820	5,582,530	1,914,290
1 to 6 days	2,572,678	1,202,268	1,370,410	2,193,786	1,206,822	1,311,426
7 to 12 days	3,809,778	3,391,566	418,212	4,183,128	3,448,921	429,291
13 to 30 days	990,462	834,542	155,920	1,027,395	857,189	150,661
31 to 365 days	88,381	67,437	20,944	92,511	69,598	22,913
Median (days)	7.25	8.00	5.00	7.30	8.00	5.00
Mean (days)	9.18	9.83	7.35	9.22	9.87	7.33

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.22-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:
2002 TO 2007**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors]

Subject	2002	2003	2004	2005	2006	2007
Arrivals (1,000)	1,483	1,340	1,482	1,517	1,363	1,296
Average stay (days)	5.9	5.9	5.8	5.7	5.6	5.7
Expenditures (mil. dol.)	2,041	1,902	2,163	2,214	2,037	1,982

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1931-1932 TO 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Dollars. Unweighted averages for mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1931-32 1/	17.50	(NA)	1993	116.15	306.54
1951	28.00	(NA)	1994	133.79	340.88
1960-61	32.00	(NA)	1995	132.73	356.15
1965-66 1/	37.23	(NA)	1996	137.04	286.89
1974	46.20	123.00	1997	157.07	279.58
1977	54.62	146.85	1998	147.37	235.25
1980	71.24	185.00	1999	148.91	207.46
1983	85.88	227.32	2000	154.92	214.20
1986	95.40	299.00	2001	142.75	227.05
1987	102.49	324.00	2002	150.39	233.13
1988	121.44	350.00	2003	157.18	240.09
1989	126.57	322.00	2004	157.95	251.47
1990	136.30	294.04	2005	160.79	255.42
1991	140.54	344.29	2006	2/ 166.28	266.47
1992	117.14	344.68	2007	170.29	268.83

NA Not available.

1/ Oahu only.

2/ Revised from previous *Data Book*.

Source: Hawaii Visitors Bureau, *1983 Visitor Expenditure Survey* (1985), p. 31; *1989 Expenditures, Westbound Visitors to Hawaii* (1990), pp. 29 and 30; *1991 Visitor Expenditure Report* (1992), pp. 6 and 68; *1992 Visitor Expenditure Report* (1993), p. 61; Hawaii Visitors & Convention Bureau, *Hawaii Visitors & Convention Bureau 1995 & 1996 Research Report*, pp.109-110, Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.24-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1931-1932 TO 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors]

Year	U.S. CPI (1982-84=100)	Average expend. per vis. day 1/	Year	U.S. CPI (1982-84=100)	Average expend. per vis. day 1/
1931-32 2/	14.4	122	1993	144.5	80
1951	26.0	108	1994	148.2	90
1960-61	29.8	107	1995	152.4	87
1965-66 2/	32.0	116	1996	156.9	87
1974	49.3	94	1997	160.5	98
1977	60.6	90	1998	163.0	90
1980	82.4	86	1999	166.6	89
1983	99.6	86	2000	172.2	90
1986	109.6	87	2001	177.1	81
1987	113.6	90	2002	179.9	84
1988	118.3	103	2003	184.0	85
1989	124.0	102	2004	188.9	84
1990	130.7	104	2005	195.3	82
1991	136.2	103	2006 3/	201.6	82
1992	140.3	83	2007	207.3	82

1/ In constant (1982-84) dollars.

2/ Oahu only.

3/ Revised from previous Data Book.

Source: Preceding table; U.S. Bureau of Labor Statistics, *CPI Detailed Report*, and <<http://stats.bls.gov/home.htm>> accessed on July 13, 2007 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2006 AND 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	Visitors from U.S. west 1/		Visitors from U.S. east 2/		Visitors from Japan	
	2006 3/	2007	2006 3/	2007	2006	2007
All items	156.5	155.9	181.1	192.8	266.5	268.8
Total food and beverage	31.9	32.3	35.2	36.0	42.0	42.9
Restaurant food	21.2	21.0	24.8	25.1	29.1	29.7
Dinner shows and cruises	3.3	3.7	4.4	4.4	5.3	5.3
Groceries and snacks	7.4	7.7	6.0	6.5	7.6	7.9
Entertainment & recreation 4/	15.0	14.4	19.1	19.2	19.7	20.3
Total transportation	16.7	17.6	17.8	22.0	11.6	11.7
Interisland airfare	2.9	5.0	3.3	7.9	3.7	3.6
Ground transportation	0.7	0.6	1.0	0.9	4.8	4.8
Rental vehicles	11.6	10.6	11.8	11.5	2.7	2.9
Gasoline, parking, etc.	1.5	1.4	1.7	1.6	0.3	0.4
Total shopping	20.6	20.1	22.5	23.2	98.8	94.7
Fashion and clothing	7.9	7.4	7.9	7.8	26.1	25.1
Jewelry and watches	5.1	4.7	6.0	5.6	13.6	11.8
Cosmetics, perfume	0.3	0.4	0.3	0.4	5.6	5.5
Leather goods	0.6	0.7	0.5	0.8	33.7	32.0
Hawaii food products	2.1	2.1	2.0	2.2	10.7	11.2
Souvenirs	4.6	4.7	5.8	6.5	9.0	9.1
Lodging	64.3	63.4	73.5	74.4	75.4	79.0
All other expenses	8.0	8.1	13.0	18.1	19.0	20.2

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2006 AND 2007 -- Con.

Expenditure type	Visitors from Canada		Visitors from Europe 5/		Visitors from Oceania 6/	
	2006 3/	2007	2006 3/	2007	2006 3/	2007
All items	142.9	150.8	168.6	174.7	201.8	212.3
Total food and beverage	30.4	31.0	36.5	32.5	45.7	47.9
Restaurant food	19.6	19.3	26.0	24.7	34.6	36.3
Dinner shows and cruises	2.8	2.9	4.0	1.8	4.1	4.5
Groceries and snacks	8.0	8.7	6.5	6.0	7.0	7.0
Entertainment & recreation 4/	12.2	11.7	11.4	12.9	18.7	18.9
Total transportation	13.6	13.9	17.2	19.8	13.1	14.2
Interisland airfare	2.4	1.7	3.9	5.8	3.7	4.4
Ground transportation	1.0	0.9	1.8	1.8	2.2	2.9
Rental vehicles	8.9	9.8	10.4	10.9	6.4	6.2
Gasoline, parking, etc.	1.3	1.4	1.0	1.3	0.7	0.8
Total shopping	18.4	18.1	20.8	21.3	41.2	49.4
Fashion and clothing	9.2	8.9	9.6	11.3	22.9	27.1
Jewelry and watches	3.0	3.0	3.3	3.6	7.1	8.7
Cosmetics, perfume	0.6	0.3	0.7	0.4	2.7	3.8
Leather goods	0.6	0.5	0.4	1.2	2.1	2.6
Hawaii food products	1.6	1.5	1.0	1.2	1.1	1.0
Souvenirs	3.5	3.8	5.8	3.6	5.3	6.2
Lodging	62.0	64.5	78.5	76.7	75.2	73.9
All other expenses	6.5	11.7	4.3	11.4	7.9	8.0

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2006 AND 2007 -- Con.

Expenditure type	Visitors from other Asia 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2006	2007	2006	2007	2006 3/	2007
All items	208.2	233.8	159.6	195.0	161.2	175.9
Total food and beverage	39.8	42.4	33.0	28.3	29.9	31.9
Restaurant food	28.5	30.2	22.6	21.1	19.4	21.8
Dinner shows and cruises	5.9	6.0	4.2	2.0	2.7	1.8
Groceries and snacks	5.3	6.2	6.2	5.2	7.8	8.4
Entertainment & recreation 4/	20.0	25.1	14.7	13.9	10.7	12.1
Total transportation	14.1	24.0	14.9	17.8	16.1	16.0
Interisland airfare	4.7	10.9	3.8	3.3	4.6	3.0
Ground transportation	2.8	4.7	1.6	1.0	1.4	2.1
Rental vehicles	6.0	7.2	7.6	11.4	9.2	9.4
Gasoline, parking, etc.	0.7	1.2	1.9	2.2	1.0	1.4
Total shopping	58.6	52.1	26.1	29.9	28.1	39.1
Fashion and clothing	18.7	22.5	12.9	16.9	13.2	26.4
Jewelry and watches	12.4	5.5	3.7	2.7	3.6	3.6
Cosmetics, perfume	3.9	3.2	0.9	0.7	0.6	0.7
Leather goods	11.6	9.4	0.5	2.5	0.7	2.3
Hawaii food products	5.7	6.5	2.0	2.0	2.9	1.3
Souvenirs	6.3	4.9	6.0	5.1	7.0	4.7
Lodging	65.6	78.7	60.7	52.5	73.5	56.4
All other expenses	10.1	11.6	10.3	52.7	2.9	20.4

1/ Pacific and Mountain States of the United States.

2/ All other States in the continental United States not included in U.S. West.

3/ Revised from previous *Data Book*.

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

5/ Includes United Kingdom, Germany, France, Italy, and Switzerland.

6/ Includes Australia and New Zealand.

7/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.

8/ Includes Argentina, Brazil, and Mexico.

9/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2006 AND 2007**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In millions of dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	2006 1/	2007	Percent change 1/
All items	12,491.6	12,811.0	2.6
Total food and beverage	2,372.4	2,415.0	1.8
Restaurant food	1,619.9	1,631.0	0.7
Dinner shows and cruises	266.7	273.7	2.6
Groceries and snacks	485.8	510.3	5.1
Entertainment & recreation	1,147.4	1,142.9	-0.4
Total transportation	1,125.4	1,246.9	10.8
Interisland airfare	226.8	381.3	68.1
Ground transportation	96.9	95.5	-1.5
Rental vehicles	706.7	677.1	-4.2
Gasoline, parking, etc.	95.0	93.1	-2.0
Total shopping	2,164.3	2,151.6	-0.6
Fashion and clothing	748.6	777.5	3.9
Jewelry and watches	435.3	394.1	-9.5
Cosmetics, perfume	72.4	73.1	1.0
Leather goods	303.9	298.9	-1.7
Hawaii food products	212.9	213.3	0.2
Souvenirs	391.2	394.7	0.9
Lodging	4,777.1	4,746.1	-0.6
All other expenses 2/	714.2	923.1	29.3
Supplemental business	190.7	185.2	-2.9

1/ Revised from previous *Data Book*.

2/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.27-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM U.S. WEST, U.S. EAST, AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS: 2006 AND 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars]

Visitor or trip characteristics	Visitors from US west 1/		Visitors from US east 2/		Visitors from Japan	
	2006 3/	2007	2006 3/	2007	2006 3/	2007
All visitors	156.5	155.9	181.1	192.8	266.5	268.8
Group tour status:						
Organized group tour	208.9	173.1	211.9	209.8	265.1	273.1
Individually arranged	155.0	156.0	178.8	191.6	267.7	267.6
Arrived on package tour:						
Yes	184.0	184.8	225.1	241.5	280.8	285.8
No	147.4	147.5	162.9	174.6	193.0	194.9
Accommodations:						
Hotel	203.9	207.3	228.9	243.5	281.8	285.8
Condo	157.8	150.6	170.9	177.1	165.6	175.8
Guests of friends and relatives	95.9	72.8	73.1	76.8	114.1	101.5
Timeshare	112.9	117.4	123.4	137.4	147.3	162.0
Previous visits:						
First trip	173.2	166.6	198.8	201.6	284.7	294.1
Repeat visitors	152.1	153.4	166.8	186.4	254.4	253.4
Purpose of trip:						
Pleasure	156.4	156.5	185.5	193.4	248.9	251.1
Business, meetings, conventions, incentive	196.0	177.5	234.0	262.2	267.1	253.0
On honeymoon	225.1	228.2	252.6	279.1	354.7	356.1

1/ Pacific and Mountain States of the United States.

2/ All other states in the continental United States not included in U.S. West.

3/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.28-- ESTIMATED VISITOR EXPENDITURES: 1951 TO 2007

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In millions of dollars]

Year	Personal expenditures	Year	Personal expenditures	Year	Personal expenditures	Additional business expend. 1/
1951	24	1970	595	1989	8,371	113
1952	33	1971	705	1990	8,707	119
1953	43	1972	836	1991	9,004	138
1954	49	1973	1,017	1992	8,614	141
1955	55	1974	1,233	1993	7,808	120
1956	65	1975	1,355	1994	9,544	133
1957	78	1976	1,637	1995	10,067	141
1958	83	1977	1,834	1996	9,569	140
1959	109	1978	2,150	1997	10,102	147
1960	131	1979	2,541	1998	9,910	149
1961	137	1980	2,871	1999	9,844	161
1962	154	1981	3,195	2000	10,396	194
1963	186	1982	3,687	2001	8,916	145
1964	205	1983	3,847	2002	9,465	144
1965	225	1984	4,442	2003	9,889	165
1966	280	1985	4,780	2004	10,702	160
1967	380	1986	5,567	2005	11,696	208
1968	440	1987	6,281	2006 2/	12,301	191
1969	550	1988	7,813	2007	12,626	185

1/ By MCI (meetings, conventions, and incentive) visitors. For discussion, see Hawaii Visitors Bureau, *The 1990 Visitor Expenditure Report* (1991), pp. 35-40. See *2001 Data Book* for 1985-86, not available before 1985.

2/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.29-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:
1999 TO 2007**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In thousands of dollars]

Year	Total expenditures	Personal (diary) expenditures					Additional business (MCI) expenditures
		All countries	United States	Japan	Canada	Other countries	
1999	10,005,074	9,843,993	5,776,260	2,359,243	479,568	1,228,923	161,080
2000	10,590,203	10,395,854	6,452,691	2,370,355	451,457	1,121,352	194,349
2001	9,061,303	8,916,386	5,708,118	2,089,235	309,198	809,835	144,917
2002	9,608,876	9,464,976	6,133,405	2,041,437	269,609	1,020,526	143,900
2003	10,054,445	9,889,245	6,607,525	1,901,865	335,480	1,044,374	165,200
2004	10,861,777	10,701,977	7,095,222	2,162,626	363,610	1,080,519	159,800
2005	11,904,005	11,696,205	7,840,632	2,214,369	451,040	1,190,164	207,800
2006 1/	12,491,628	12,300,936	8,385,214	2,037,207	507,950	1,370,565	190,692
2007	12,811,058	12,625,831	8,536,922	1,982,022	634,161	1,472,726	185,227

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

See also <<http://www3.hawaii.gov/dbedt/latest>>.

**Table 7.30-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:
2003 TO 2007**

Subject	2003	2004	2005	2006	2007
Number of ships, arrivals	28	29	26	29	30
Number of tours 1/	125	146	175	216	252
Number of passengers	236,149	240,800	321,522	426,194	513,840
Out of state visitors	230,495	237,223	316,546	415,967	503,020
Arrived by air	173,463	157,390	238,884	315,955	372,021
Arrived by ship	57,032	79,833	77,662	100,012	130,999
Hawaii residents	5,654	3,577	4,977	10,227	10,820

1/ A tour starts when a ship first calls a Hawaiian port or when all new passengers embark at a Hawaii port. One ship may make several tours around the Hawaiian islands with a stop at Fanning Island or Christmas Island during the trip.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.31-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:
1997 TO 2007**

[In millions of dollars]

Year	Total	Visitors	Overseas airlines	Cruise lines
1997	11,520.4	10,249.3	1,242.6	28.4
1998	11,379.9	10,058.8	1,256.6	64.5
1999	11,380.9	10,005.1	1,315.8	60.1
2000	12,017.7	10,590.1	1,360.8	66.8
2001	10,412.2	9,061.3	1,280.6	70.3
2002	11,045.5	9,608.9	1,340.0	96.6
2003	11,468.3	10,054.5	1,313.4	100.3
2004	12,406.8	10,861.8	1,405.4	139.6
2005	13,554.6	11,904.0	1,519.7	130.9
2006 1/	14,248.5	12,491.6	1,563.3	193.6
2007	14,517.9	12,811.1	1,559.0	147.8

1/ Revised from previous Data Book.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.

See also <<http://www.hawaii.gov/dbedt>>.

Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2002 TO 2007

[Direct and indirect impact]

Year	Visitor-related expenditures (million dollars)	Gross State Product (million dollars)	Household income (million dollars)	State and county tax revenues (million dollars)	Jobs (1,000)
2002 1/	11,045.5	8,659.1	4,485.0	897.5	157.2
2003 1/	11,468.3	8,643.7	5,486.3	977.8	154.8
2004 1/	12,406.8	9,655.5	6,019.5	1,042.3	162.2
2005 1/	13,554.6	10,596.2	6,479.9	1,128.8	171.3
2006 1/	14,248.5	11,182.0	7,205.1	1,119.8	176.2
2007	14,517.9	11,338.3	7,302.2	1,136.6	178.6

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.
See also <<http://www.hawaii.gov/dbedt>>.

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2002

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	6,389,018	1/ 3,718,768	2/ (X)
Average daily visitors census	164,634	1/ 71,756	43.6
Visitors units	70,783	31,717	44.8
Occupied units (average)	49,053	22,297	45.5
Total visitor expenditures (\$millions) 3/	11,024	5,016	45.5

X Not applicable.

1/ Estimated as a proportion of Oahu.

2/ Because many visitors tour more than one island, percent is not applicable.

3/ Includes a portion of the overseas airfare supporting Hawaii-based airline services.

Source: Hawaii State Department of Business, Economic Development & Tourism, *e-reports, The Economic Contribution of Waikiki*.

Table 7.34-- CONTRIBUTION TO THE STATES' ECONOMY BY STATEWIDE VISITOR INDUSTRY AND WAIKIKI: 2002

Measure of tourism	Statewide visitor industry contribution to economy		Waikiki contribution to State economy	
	Number	Percent of State economy	Number	Percent of State economy
Direct impact 1/ Gross State Product (GSP) 2/ Civilian jobs 3/ State and local taxes (\$millions)	(X) 122,219 776	(X) 17.0 21.6	(X) 55,610 353	(X) 7.7 9.8
Direct and indirect 4/ Gross State Product (\$millions) 4/ Civilian jobs 3/ State and local taxes (\$millions)	7,974 160,787 949	17.3 22.3 26.4	3,628 73,158 432	7.9 10.2 12.0

X Not applicable.

1/ Measures the impact of visitor expenditures on only those firms that sell directly to visitors.

2/ In this Input-Output analysis, direct and indirect GSP are not readily separated.

3/ Civilian jobs include wage and salary jobs plus self-employed but exclude non-civilian military jobs.

4/ Measures the impact of visitor expenditures through all firms that contributed to goods and services sold to visitors.

Source: Hawaii State Department of Business, Economic Development & Tourism, *e-reports, The Economic Contribution of Waikiki*.

Table 7.35-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1983 TO 2007

Year	Implicit price deflator 1/ (2000=100)	Average daily room rate 2/ (dollars)	1-way air fares (dollars)		Honolulu Consumer Price Index 5/ (1982-84=100)		
			San Francisco-Honolulu 3/	Honolulu-Kahului 4/	Food away from home	Apparel	All items
1983	(NA)	54.78	353.14	49.95	100.1	101.4	99.3
1984	(NA)	59.25	353.14	49.95	104.5	100.2	103.5
1985	(NA)	68.84	364.00	44.95	108.6	99.6	106.8
1986	(NA)	73.20	364.00	46.95	111.4	99.8	109.4
1987	(NA)	80.09	486.00	48.95	115.6	102.5	114.9
1988	(NA)	87.94	494.00	48.95	121.0	106.8	121.7
1989	(NA)	95.83	524.00	44.95	122.2	104.3	128.7
1990	(NA)	102.10	560.00	54.95	128.0	107.0	138.1
1991	(NA)	101.89	642.00	65.95	133.6	110.5	148.0
1992	(NA)	105.59	400.00	69.95	137.8	114.2	155.1
1993	(NA)	103.26	566.00	74.00	141.9	116.5	160.1
1994	(NA)	105.46	566.00	74.00	146.4	118.7	164.5
1995	(NA)	109.39	596.00	74.00	149.2	117.5	168.1
1996	(NA)	116.79	530.00	85.00	150.8	118.5	170.7
1997	92.9	124.96	521.00	80.00	152.6	117.3	171.9
1998	94.9	129.66	521.00	88.00	153.3	112.2	171.5
1999	97.2	131.66	536.00	94.75	158.3	105.4	173.3
2000	100.0	140.63	576.00	94.50	160.0	103.5	176.3
2001	102.9	144.88	692.00	95.25	164.0	101.0	178.4
2002	105.8	140.89	692.00	99.00	166.0	102.6	180.3
2003	109.1	144.16	714.00	119.00	167.1	98.5	184.5
2004	112.9	152.17	714.00	139.60	171.0	101.2	190.6
2005	6/ 116.9	166.16	829.00	144.70	176.4	102.5	197.8
2006	6/ 121.2	6/ 187.19	(NA)	167.80	186.0	104.4	209.4
2007	123.4	199.87	(NA)	182.90	195.1	104.1	219.5

NA Not available.

1/ Hawaii State Department of Business, Economic Development, & Tourism, calculations.

2/ For 1980-1994 Pannell Kerr Forster, *Trends in the Hotel Industry, Hawaii* (monthly). For 1995-2007 Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report* (December/Year-End Highlights).

3/ Unrestricted coach or economy weekday fare, including taxes as of July 1, by United Airlines. From chronology in *Data Book*, (1998 figure as of July 27, 2004 figure as of May 3, and 2005 figure as of June 2).

4/ Regular fare, including taxes, as of July 1, by Hawaiian Airlines. From chronology in *Data Book* and Hawaiian Airlines, records.

5/ Honolulu CPI for All Urban Consumers, from U.S. Bureau of Labor Statistics.

6/ Revised from previous year *Data Book*.

Source: See above footnotes.

**Table 7.36-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT,
BY POINT OF ORIGIN: 1993 TO 2007**

Year	Number returning			Average number absent		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
1993	832,592	716,100	116,492	52,487	44,890	7,597
1994	858,075	738,540	119,535	54,362	46,150	8,212
1995	878,599	755,970	122,629	55,856	47,864	7,992
1996	889,496	764,790	124,706	58,137	50,108	8,029
1997	925,812	796,650	129,162	40,898	35,467	5,431
1998	931,068	796,967	134,101	38,495	34,791	3,704
1999	939,622	805,318	134,304	42,297	36,339	5,958
2000	1,001,174	839,772	161,402	46,151	37,307	8,844
2001	982,508	815,293	167,215	46,566	36,029	10,537
2002	991,557	850,786	140,771	46,757	35,810	10,947
2003	1,057,615	930,265	127,350	53,447	44,682	8,764
2004	1,140,779	976,976	163,803	57,481	47,436	10,044
2005	1,252,012	1,078,468	173,544	65,674	53,789	11,884
2006	1,362,507	1,175,635	186,872	68,656	56,964	11,691
2007	1,364,505	1,160,029	204,476	71,626	57,906	13,719

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.37-- TRAVEL CHARACTERISTICS FOR HAWAII AND THE UNITED STATES: 1977 AND 1995

[Trips of 100 miles or more, one way. Excludes travel outside the U.S.]

Subject	Hawaii			United States		
	1977	1995	Percent change	1977	1995	Percent change
People who live in area						
Percent traveling households	67	75	12.5	72	80	10.8
Trips per household	1.3	3.1	138.5	4.1	5.5	34.1
Trips per traveling household	1.9	4.2	121.1	5.7	6.9	21.1
Trips per capita	0.5	1.9	280.0	2.0	4.0	66.7
Trips per traveler	(NA)	2.7	(NA)	4.0	4.8	20.0
Miles per traveler	(NA)	7,392	(NA)	2,836	3,943	39.0
Miles per trip	(NA)	2,704	(NA)	709	827	16.6
People who visit area						
Trips per traveler	2.1	3.4	61.9	4.0	4.8	20.0
Miles per traveler	14,654	16,538	12.9	2,836	3,943	39.0
Miles per trip	7,013	4,885	-30.3	709	827	16.6

NA Not available.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, State Highlights, Hawaii* (1997), table 1.

Table 7.38-- PERSON TRIPS TO, FROM, AND WITHIN HAWAII, BY CENSUS DIVISIONS OR STATES OF DESTINATION OR ORIGIN: 1995

[Trips of 100 miles of more, one way. Excludes travel outside the U.S.]

Census division or selected state of destination or origin 1/	Destination of person trips from Hawaii (1,000)	Origin of person trips to Hawaii (1,000)
Total person trips	2,086	4,624
Within Hawaii 2/	1,322	1,322
To or from other states	764	3,302
New England	9	69
Mid-Atlantic	36	189
East North Central	36	269
West North Central	18	146
South Atlantic	71	188
East South Central	13	42
West South Central	33	214
Texas	26	182
Mountain	263	236
Nevada	218	35
Pacific (except Hawaii)	285	1,949
Washington	56	261
California	210	1,530

1/ Top three states in each category are listed.

2/ Trips with both origin and destination within Hawaii.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, Summary Travel Characteristics, Hawaii* (1997), Pub. No. BTS/ATS95-ESTC/HI (Oct. 1, 1997), tables 6-11.

**Table 7.39-- PERSON TRIPS TO, FROM, AND WITHIN HAWAII, BY
SELECTED TRAVELER CHARACTERISTICS: 1995**

[Trips of 100 miles or more, one way. Excludes travel outside the U.S.]

Travel characteristics	Origin in Hawaii			Destination in Hawaii 1/	
	Total	Dest. in Hawaii	Dest. outside Hawaii	Total	Origin outside Hawaii
All person trips (1,000)	2,086	1,322	764	4,624	3,302
Age (percent):					
Under 25 years	18.7	20.5	15.8	17.2	15.8
60 years and over	16.5	11.4	25.4	14.6	15.9
Female (percent)	46.1	45.3	47.4	47.3	48.1
Race (percent):					
White	36.2	34.8	38.6	65.4	77.6
Black	1.7	1.1	2.7	2.0	2.3
Asian or Pacific Islander	55.7	56.2	54.8	29.2	18.4
Household income over \$60,000 (percent)	50.9	49.1	53.9	53.3	54.9
Married-couple household (percent)	74.3	71.8	78.5	74.9	76.1
Bachelor's degree or higher (percent) 2/	39.9	40.8	38.6	45.9	47.8
Activity status (percent): 2/					
Working full time	69.1	73.5	62.1	68.4	66.5
Retired	13.3	8.5	20.9	9.8	10.3
All household trips (1,000)	1,494	939	555	2,992	2,054
Mean round-trip distance (miles)	2,769	359	6,842	4,731	6,729
Business trip (percent)	41.6	48.4	30.1	30.3	22.0
Vacation trip (percent)	43.7	35.2	58.1	61.6	73.7
Mean nights away from home	6.7	3.4	10.7	8.6	10.3
Lodging at destination (percent):					
Friend's or relative's home	40.6	46.4	33.6	27.0	20.9
Hotel, motel, or resort	50.5	43.6	58.8	51.9	54.6

1/ Includes "destination in Hawaii, origin in Hawaii," same as figures in second column of data.

2/ Persons 16 years and over.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, Summary Travel Characteristics, Hawaii*, Pub. No. BTS/ATS95-ESTC/HI (Oct. 1, 1997), tables 1 and 11.

**Table 7.40-- PASSPORTS ISSUED BY THE HONOLULU PASSPORT AGENCY:
2004 TO 2007**

[Calendar year data. The area served by the Honolulu Passport Agency includes Hawaii, American Samoa, Western Samoa, Guam, the Northern Mariana Islands, Palau, the Federated States of Micronesia and the Republic of the Marshall Islands]

Mailing address	2004	2005	2006	2007
Issued by Honolulu Office	72,267	83,299	85,731	143,432
Mailed to Hawaii addresses	52,950	52,967	52,570	59,399
Mailed outside the state	19,317	30,332	33,161	84,033

Source: U.S. Department of State, Honolulu Passport Agency, records.

Table 7.41-- PERFORMING ARTS, FOR OAHU: 2006-2007 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	515	1/ 1,180	871,036
Department of Enterprise Services, total	457	859	791,557
Dance	9	24	27,016
Classical concerts	30	52	78,691
Operas	4	22	32,024
Pop/rock shows	32	44	136,392
Stage shows	10	11	22,713
Diamond Head Theatre	6	88	37,048
Hawaii Pacific University (Hawaii Loa Campus)	2	38	2,280
Kennedy Theatre	14	80	14,775
Manoa Valley Theatre	7	115	15,476
Brigham Young University Hawaii -Fine Arts	29	(NA)	2/ 9,900

1/ Exclude Brigham Young University Hawaii -Fine Arts.

2/ Attendance is approximate.

Source: Hawaii State Department of Business, Economic Development & Tourism mail and telephone survey.

**Table 7.42-- SYMPHONY ORCHESTRA ACTIVITIES:
1986-1987 TO 2005-2006**

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
HONOLULU SYMPHONY ORCHESTRA				
1986-1987 1/	80	85	139,703	2,394,804
1987-1988	79	127	184,897	4,143,347
1988-1989	80	134	215,808	4,234,275
1989-1990	80	141	183,434	4,978,813
1990-1991	80	101	160,214	5,465,467
1991-1992	80	127	204,253	6,160,301
1992-1993	80	127	194,866	5,983,729
1993-1994 2/	-	-	-	1,380,547
HAWAII SYMPHONY ORCHESTRA				
1994-1995 3/	62	115	120,000	4,700,000
HONOLULU SYMPHONY ORCHESTRA				
1995-1996 4/	80	45	65,000	2,343,305
1996-1997 5/	80	47	73,596	3,919,708
1997-1998	80	48	79,605	5,044,888
1998-1999	80	56	111,682	5,470,100
1999-2000	80	61	106,942	6,691,900
2000-2001 6/	80	53	98,831	5,797,900
2001-2002	80	58	97,906	6,058,458
2002-2003	80	52	94,064	6,331,577
2003-2004	80	58	123,666	6,938,881
2004-2005	80	47	90,985	6,311,037
2005-2006	80	47	89,851	7,279,713

1/ Season shortened by musicians' strike, August 8-November 26, 1986.

2/ Concert season eliminated by musicians' strike.

3/ First season in operation. The attendance total is estimated.

4/ The Honolulu Symphony Society and the Musicians' Union reached a collective bargaining agreement on December 15, 1995 for a 14-week season, a shorter season than prior years.

5/ Recording of expenses in compliance with FASB 116 & 117 pertaining to not-for-profit corporations, for 18-week season.

6/ Cancelled Shell series and Ohana series due to expense.

Source: Honolulu Symphony Society, records; Hawaii Symphony Orchestra, records.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2005 TO 2007**

[Calendar year data unless otherwise specified]

Island and cultural attraction	2005	2006	2007
OAHU			
Atlantis Submarines	408,411	387,476	370,186
Atlantis Cruises	132,132	114,863	110,867
Battleship Missouri Memorial	415,071	414,865	405,602
Bernice P. Bishop Museum 1/	227,195	372,338	287,517
Byodo-In Temple	150,000	(NA)	(NA)
The Contemporary Museum 2/	33,582	28,322	25,785
Diamond Head State Monument 3/	567,253	566,202	584,909
Foster Botanical Garden	42,479	39,371	38,838
Harold L. Lyon Arboretum	4/ 25,000	30,000	32,000
Hawaii Maritime Center 1/	21,260	18,891	18,881
Hawaii's Plantation Village	25,626	55,241	51,434
Hawaii State Art Museum	20,514	23,739	33,159
Honolulu Academy of Arts	237,629	255,321	250,119
Honolulu Police Department Museum	8,100	(NA)	5,250
Honolulu Zoo	513,931	525,953	5/ 601,510
Ho'omaluhia Botanical Garden	99,049	103,172	98,802
Iolani Palace State Monument 1/	61,796	66,486	76,191
Judiciary History Center	45,370	41,956	37,659
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	115,642	120,145	108,293
Polynesian Cultural Center	800,487	736,829	719,221
Puu o Mahuka Heiau State Monument 1/	(NA)	(NA)	54,300
Queen Emma Summer Palace	13,394	14,191	14,310
Royal Mausoleum State Monument 1/	(NA)	(NA)	34,600
Sea Life Park Hawaii	317,150	285,313	242,418
Tropic Lightning Museum	15,159	(NA)	(NA)
Ulu Po Heiau State Monument 1/	(NA)	(NA)	4,100
U.S. Army Museum, Ft. DeRussy	116,537	(NA)	(NA)
U.S.S. Arizona Memorial 6/	1,556,808	1,542,757	1,557,336
U.S.S. Bowfin Submarine Museum	222,448	218,404	224,551
University of Hawaii Art Gallery 7/	50,000	(NA)	50,000
Waikiki Aquarium 1/	362,756	326,856	332,779
Waimea Valley Audubon Center 8/	169,648	183,295	195,994
HAWAII			
Amy B. H. Greenwell Ethnobotanical Garden	10,361	12,100	13,794
Astronaut Ellison S. Onizuka Space Center	15,735	16,406	16,382
H.N. Greenwell Store 9/	2,872	(NA)	5,780

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2005 TO 2007 -- Con.**

Island and cultural attraction	2005	2006	2007
HAWAII - con.			
Hawaii Tropical Botanical Garden	69,514	72,151	79,372
Hawaii Volcanoes National Park 6/ 10/	1,661,196	1,612,246	1,467,779
Hulihee Palace	33,219	27,454	15,112
Kaloko-Honokohau National Historical Park 6/	85,891	112,344	119,237
Kona Coffee Living History Farm	10,743	(NA)	9,197
Lyman House Memorial Museum	15,265	14,933	14,554
Nani Mau Gardens	121,625	138,869	(NA)
Pacific Tsunami Museum	22,100	19,080	18,300
Panaewa Rainforest Zoo	163,176	171,958	172,315
Parker Ranch Historic Homes 11/	23,654	22,918	21,550
Parker Ranch Visitor Center 11/	20,069	19,099	17,201
Pu'uuhonua O Honaunau NHP 6/	476,237	485,145	489,785
Pu'ukohola Heiau National Historic Site 6/	112,137	98,026	104,907
Volcano Art Center	103,000	104,000	100,000
MAUI			
Alexander & Baldwin Sugar Museum	38,591	41,295	38,453
Aquarium Maui/Maui Ocean Center	436,814	462,843	471,570
Haleakala National Park 6/	1,474,681	1,426,068	1,322,817
Halekii-Pihana Heiaus State Monument 1/	2,800	2,920	12,000
Hana Cultural Center	10,436	13,844	8,541
Iao Valley State Monument 1/	529,500	549,420	431,400
Kula Botanical Garden	28,520	31,548	29,275
Lahaina Restoration Foundation	134,735	173,706	169,159
Baldwin Missionary Home Museum	38,308	43,671	43,335
Hale Pa'ahao (Old Lahaina Prison)	27,746	29,238	28,927
Hale Pa'i Printing House	3,866	4,871	1,364
Wo Hing Temple Museum	64,815	95,926	95,533
Maui Historical Society Bailey House Museum	12,874	12,797	12,962
Whalers Village Museum	164,559	180,272	221,562
KAUAI			
Robinson Family Adventure Tour	4,385	4,285	(12/)
Grove Farm Homestead	2,454	2,706	2,895
Kauai Children's Discovery Museum	13,200	15,585	(NA)
Kauai Museum	(NA)	52,000	21,373
Kilauea Point National Wildlife Refuge	488,000	432,000	478,000
Kokee Natural History Museum	105,684	100,360	104,975
Waioli Mission House	837	979	13/ 592

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2005 TO 2007 -- Con.**

Island and cultural attraction	2005	2006	2007
MOLOKAI			
Kalaupapa National Historical Park 6/ Kalaupapa Settlement	48,772 9,622	46,839 9,911	60,992 9,292

NA Not available.

1/ Fiscal year ending June 30.

2/ The Contemporary Museum also manages the First Hawaiian Center Gallery (2004 attendance--49,178, 2005 attendance--41,288, 2006 attendance--49,138, 2007 attendance--49,081).

3/ Fiscal year ending June 30. Diamond Head State Monument attendance does not reflect paying users since some park users currently drive into and out of Diamond Head Crater without stopping.

4/ Closed by the University from August 27, 2004 to January 1, 2005, entry was limited to staff and University researchers only. The Arboretum was reopened on January 2, 2005. Tours, classes and school field trips resumed on a very limited basis.

5/ Fiscal year ending June 30.

6/ Data included in Data Book prior to 2003 may not be comparable to present figures, as present figures only include recreation visits. 2003 figure for Hawaii Volcanoes National Park has been revised to reflect only recreation visits.

7/ Data are estimates.

8/ Formerly Waimea Falls Park. 2005 figure represented fiscal year ending June 30. 2006 figure is calendar year.

9/ Renamed from Greenwell Store Museum.

10/ Kilauea Visitor Center and Jagger Museum are included in the total attendance at Hawaii Volcanoes National Park.

11/ Kohala Carriages Wagon Tour at Parker Ranch (2004 attendance--4,546, 2005 attendance--3,536, 2006 attendance--3,478)

12/ No longer has a tour.

13/ Closed in May 2007.

Source: Hawaii State Department of Business, Economic Development & Tourism, annual mail and survey of attractions.

Table 7.44-- NATIONAL PARKS: 1992 TO 2007

Year and area	Acreage, Dec. 31			Visits
	Total	Federal	Non-federal	
1992	247,349	235,885	11,464	5,701,769
1993	247,349	235,885	11,464	5,828,583
1994	247,349	235,885	11,464	6,077,475
1995	247,349	235,885	11,464	6,213,924
1996	247,349	235,885	11,464	6,192,178
1997	247,349	235,885	11,464	6,738,001
1998	247,349	235,885	11,464	6,274,424
1999	249,001	237,731	11,270	7,469,412
2000	249,001	237,731	11,270	6,517,693
2001	249,001	237,731	11,270	6,215,669
2002	249,042	237,503	11,539	6,025,991
2003	365,830	354,291	11,539	5,935,099
2004	365,830	354,291	11,539	6,700,980
2005	365,830	354,291	11,539	5,415,722
2006	364,999	353,673	11,326	5,323,425
2007	374,666	363,349	11,317	5,122,855
AREAS: 2007				
Hawaii Volcanoes National Park 1/ Haleakala National Park	333,086 29,111	333,086 29,111	- -	1,467,779 1,322,817
Pu'uhonua o Honaunau National Historical Park	420	420	-	489,785
Kaloko-Honokohau National Historical Park	1,166	630	536	119,237
Pu'ukohola Heiau National Historic Site	86	61	25	104,909
U.S.S. Arizona Memorial 3/ Kalaupapa National Historical Park	18 10,779	18 23	- 10,756	1,557,336 60,992

1/ Data exclude the Olaa Forest Tract. This 9,654-acre tract is entirely in Federal ownership, is managed by the National Park Service, and has been designated as part of the wilderness system by the Congress, but it is not within the legally authorized boundary of the Hawaii Volcanoes National Park.

2/ Haleakala National Park has 0.15 acres of Non-Federal lands.

3/ The U.S.S. Arizona Memorial is wholly within the Pearl Harbor Naval Base. The acreage figure is the approximate extent of the total area over which the National Park Service has been granted use rights by the U.S. Navy.

Source: U.S. Department of the Interior, National Park Service, Pacific Islands Support Office, records, for (1992-2005 and 2007) and <<http://www2.nature.nps.gov/stats/>> for 2006 accessed on June 22, 2007.

Table 7.45-- STATE PARKS AND HISTORIC SITES: 1991 TO 2007

Year and island	Number of areas, June 30	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
		Total	Developed	
1991	77	24,896	897.3	19,023
1992	80	25,056	921.7	19,255
1993 1/	70	24,779	772.7	15,112
1994	69	24,790	772.2	14,260
1995	69	25,476	772.2	14,221
1996	68	26,784	772.2	14,221
1997	68	26,554	711.2	12,852
1998	68	26,814	771.2	12,676
1999	68	26,815	772.1	12,661
2000	68	26,815	772.1	13,004
2001	69	27,626	772.1	13,884
2002	69	27,626	772.1	14,226
2003	69	28,002	772.1	13,964
2004	69	27,116	764.0	9,176
2005	71	27,164	761.1	(NA)
2006	71	27,164	761.1	(NA)
2007	71	27,108	761.1	(NA)
ISLAND: 2006				
Hawaii	19	2,716	274.2	(NA)
Maui	8	331	37.9	(NA)
Molokai	2	234	13.0	(NA)
Oahu	32	10,153	305.0	(NA)
Kauai	10	7,502	130.6	(NA)
ISLAND: 2007				
Hawaii	19	2,698	274.2	(NA)
Maui	8	332	37.9	(NA)
Molokai	2	237	13.0	(NA)
Oahu	32	10,115	305.4	(NA)
Kauai	10	13,727	130.6	(NA)

NA Not available.

1/ Declines since 1992 reflect transfer of 9 areas to the counties, and also closure of all Kauai state parks from Sept. 11, 1992 to March 20, 1993 because of damage caused by Hurricane Iniki.

Source: Hawaii State Department of Land and Natural Resources, Division of State Parks, records.

Table 7.46-- MAJOR STATE PARKS: 2006 AND 2007

[Parks having at least 500,000 recreation visits or 1,000 acres]

Park	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
	Total	Developed	
2006			
Na Pali Coast State Park	6,175.0	4.0	(NA)
Ahupua`a `O Kahana State Park 1/	2/ 5,256.5	26.0	(NA)
Kokee State Park	4,345.0	55.0	(NA)
Waimea Canyon State Park	1,837.4	10.0	(NA)
Kekaha Kai State Park	1,642.5	5.0	(NA)
Sacred Falls (Kaluanui) State Park 3/	1,375.9	10.0	(NA)
Wailua River State Park	1,093.0	37.4	(NA)
2007			
Na Pali Coast State Park	6,175.0	4.0	423,100
Ahupua`a `O Kahana State Park 1/	5,256.5	26.0	88,200
Kokee State Park	4,345.0	55.0	303,900
Waimea Canyon State Park	1,837.4	10.0	430,700
Kekaha Kai State Park	1,642.5	5.0	235,000
Sacred Falls (Kaluanui) State Park 2/	1,375.9	10.0	(NA)
Wailua River State Park	1,093.0	37.4	888,100

NA Not available.

1/ Park name changed in November 2000.

2/ Revised from previous Databook.

3/ Park closed since May 1999.

Source: Hawaii State Department of Land and Natural Resources, Division of State Parks, records.

**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:
2003 TO 2007**

[As of December 31]

Island	Total sites	Listed Hawaii Register only	Listed National Register only	Listed both Hawaii and National Register	Eligible for National Register 1/
2003 2/					
State total	658	299	97	220	42
Oahu	293	127	64	78	24
Maui	149	75	10	61	3
Hawaii	148	69	21	48	10
Kauai	68	28	2	33	5
2004 2/					
State total	663	301	99	221	42
Oahu	295	128	64	79	24
Maui	149	75	10	61	3
Hawaii	148	69	21	48	10
Kauai	71	29	4	33	5
2005					
State total	679	315	99	223	42
Oahu	305	138	64	79	24
Maui	151	77	10	61	3
Hawaii	152	72	21	49	10
Kauai	71	28	4	34	5

Continued on next page.

**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:
2003 TO 2007 -- Con.**

Island	Total sites	Listed Hawaii Register only	Listed National Register only	Listed both Hawaii and National Register	Eligible for National Register 1/
2006					
State total	692	327	99	224	42
Oahu	318	150	64	80	24
Maui	151	77	10	61	3
Hawaii	152	72	21	49	10
Kauai	71	28	4	34	5
2007					
State total	713	348	99	224	42
Oahu	335	167	64	80	24
Maui	154	80	10	61	3
Hawaii	153	73	21	49	10
Kauai	71	28	4	34	5

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

2/ Revised from previous *Data Book*.

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

Table 7.48-- ZOOS: 2004 TO 2007

Subject and Zoo	2004	2005	2006	2007
Species: 1/ Honolulu Zoo	255	234	229	247
Panaewa Rainforest Zoo (Hilo)	75	83	84	102
Individuals: 1/ Honolulu Zoo	1,140	1,009	995	1,035
Panaewa Rainforest Zoo (Hilo)	179	175	212	203
Attendance: Honolulu Zoo 2/	499,767	513,931	525,953	601,510
Panaewa Rainforest Zoo (Hilo)	161,200	163,176	171,958	172,315

1/ Animal and bird inventory, December 31.

2/ Fiscal year 2007.

Source: City and County of Honolulu, Department of Enterprise Services, Honolulu Zoo and County of Hawaii, Department of Parks and Recreation, records.

Table 7.49-- AQUATIC COLLECTIONS: 2007

[As of June 30. For annual attendance, see table 7.40]

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	143	1,146	496	3,522
Fishes	86	751	222	744
Reptiles	2	32	-	-
Mammals	6	56	1	2
Invertebrates	41	274	273	2,776
Birds	8	33	-	-

Source: Sea Life Park, records; Waikiki Aquarium, records.

Table 7.50-- COUNTY PARKS, BY ISLAND: 2005 TO 2007

[As of December 31]

Island	Number			Acreage		
	2005	2006	2007	2005	2006	2007
State totals	(NA)	(NA)	594	(NA)	(NA)	8207
Hawaii	1/ 125	126	126	1/ 1,616	1,617	1,617
Maui	(NA)	(NA)	102	(NA)	(NA)	675
Lanai	(NA)	(NA)	4	(NA)	(NA)	14
Molokai	(NA)	(NA)	13	(NA)	(NA)	100
Oahu	293	2/ 282	2/ 282	5,272	2/ 5,314	2/ 5,314
Kauai	67	67	67	487	487	487

NA Not available.

1/ In 2005, one new site was added to the inventory of parks, however, the new value reflects a change in how the County of Hawaii identifies individual park sites. The increase in acreage is due to the addition of one new site as well as corrections to existing park areas.

2/ The changes reflected in the 2006 and 2007 figures for number of parks and acreage do not represent a reduction in the number of City and County of Honolulu parks, but are the result of reclassification of some small underdeveloped parcels previously included as stand alone parks.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.

Table 7.51-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2007

Beach park	Estimated attendance 1/	Rescues	Drownings	Surfing accidents
All parks	14,006,041	1,753	2	478
Ala Moana	1,710,519	68	1	3
Alii/Haleiwa	277,687	33	-	8
Bellows	87,980	10	-	-
Ehukai	303,835	69	-	45
Hanauma	1,088,660	377	-	-
Kailua	365,601	14	-	1
Keauwaula	111,848	21	-	5
KeWaena	179,168	11	-	6
Kualoa	(2/)	(2/)	(2/)	(2/)
Mali	472,582	67	-	5
Makaha	401,922	41	-	7
Makapuu	175,631	186	-	5
Nanakuli	403,317	34	-	1
Pokai Bay	446,737	17	-	-
Sandy	363,058	392	-	31
Sunset	332,357	49	-	14
Waikiki	6,474,096	256	1	327
Waimanalo	209,647	31	-	4
Waimea	601,396	77	-	16

1/ Attendance is based on headcounts taken 3 times by Water Safety Officers over an 8-hour work day.

2/ The park was closed for a significant period of time.

Source: City and County of Honolulu, Emergency Services Department, Ocean Safety & Lifeguard Services Division, records.

Table 7.52-- SWIMMING AND SURFING SITES, BY ISLAND

Subject	State total 1/	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Miles of sandy shoreline 2/	184.9	19.4	32.6	18.2	23.2	50.3	41.2
Primary 3/	24.4	1.2	7.9	-	-	12.5	2.8
Other	160.5	18.2	24.7	18.2	23.2	37.8	38.4
Number of surfing sites 4/	1,600	185	212	99	180	594	330

1/ Excludes Kahoolawe.

2/ Surveyed in 1962.

3/ Safe, clean, accessible, and generally suitable for swimming.

4/ Surveyed in 1971. A surfing site is defined as "a specific wave-breaking zone caused by a shoal and having sufficient consistency to be identified as a surfable riding area, either seasonally or in a combination of seasons, e.g., Queen's Surf, Waikiki."

Source: Hawaii State Department of Planning and Economic Development, *Hawaii's Shoreline* (1965), p. 7; Surfing Education Association, *The 1971 Statewide Surfing Site Survey*, Vol. 1, p. 93.

Table 7.53-- COUNTY TENNIS FACILITIES: 2001 TO 2007

[As of December 31]

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Locations:							
2001	88	19	12	2	1	45	9
2002	88	19	12	2	1	45	9
2003	91	19	12	2	1	48	9
2004	91	19	12	2	1	48	9
2005	91	19	12	2	1	48	9
2006	(NA)	19	(NA)	(NA)	(NA)	47	9
2007	91	19	13	2	1	47	9
Courts:							
2001	289	43	39	4	2	179	22
2002	289	43	39	4	2	179	22
2003	309	43	39	4	2	199	22
2004	309	43	39	4	2	199	22
2005	309	43	39	4	2	199	22
2006	(NA)	43	(NA)	(NA)	(NA)	200	22
2007	310	43	39	4	2	200	22

NA Not available.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the county parks and recreation departments.

Table 7.54-- GOLF COURSES, BY NUMBER OF HOLES, OWNERSHIP, AND ISLAND: 2007

Status, island, and ownership	Number of golf courses						Number of holes
	Total	9-hole	18-hole	27-hole	36-hole	54-hole	
State total	78	8	58	3	7	2	1,557
Hawaii	18	2	13	-	3	-	360
Municipal	1	-	1	-	-	-	18
Private	17	2	12	-	3	-	342
Maui	11	-	7	-	2	2	306
Municipal	1	-	1	-	-	-	18
Private	10	-	6	-	2	2	288
Lanai	3	1	2	-	-	-	45
Private	3	1	2	-	-	-	45
Molokai	2	1	1	-	-	-	27
Private	2	1	1	-	-	-	27
Oahu	35	3	28	2	2	-	657
Military	6	1	4	1	-	-	108
Municipal	6	1	5	-	-	-	99
Private	23	1	19	1	2	-	450
Kauai	9	1	7	1	-	-	162
Municipal	1	-	1	-	-	-	18
Private	8	1	6	1	-	-	144

Source: *The Honolulu Advertiser*, <<http://the.honoluluadvertiser.com/current/sp/golfguide>> accessed October 29, 2007.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2007**

Calendar year	Public golf courses			Camping permits issued 1/
	Courses	Holes	Rounds played	
1991	5	81	580,888	9,633
1992	5	81	654,726	9,938
1993	5	81	638,972	10,251
1994	5	81	580,120	8,778
1995	6	99	650,934	10,514
1996	6	99	685,191	10,622
1997	6	99	686,188	15,804
1998	6	99	747,379	16,929
1999	(NA)	(NA)	(NA)	16,884
2000	6	99	663,710	16,947
2001	6	99	638,817	16,375
2002	6	99	607,823	12,045
2003	6	99	602,123	12,045
2004	6	99	560,921	11,128
2005	6	99	530,606	14,847
2006	6	99	538,051	9,179
2007	6	99	556,197	8,469

NA Not available.

1/ By the City and County of Honolulu, camping permits issued reflect cumulative family and group camping permits.

Source: City and County of Honolulu, Department of Parks and Recreation, records and Department of Enterprise Services, records.

Table 7.56-- SONY OPEN SCORES AND PURSES: 1992 TO 2008

[The Sony Open is held at the Waialae Country Club golf course. Distance is 7,060 yards par is 70/280. Up until 1998, event known as the Hawaiian Open, which was held at the Waialae Country Club golf course. Distance was 6,975 yards; par was 72/288.]

Year	Holes	Winning score		Purse (dollars)	
		Total	Below par	Total	Winner
1992	72	265	23	1,200,000	216,000
1993	72	269	19	1,200,000	216,000
1994	72	269	19	1,200,000	216,000
1995	72	269	19	1,200,000	216,000
1996	72	277	11	1,200,000	216,000
1997	72	271	17	1,200,000	216,000
1998	72	260	28	1,800,000	324,000
1999	72	271	9	2,600,000	468,000
2000	72	261	19	2,900,000	522,000
2001	72	260	20	4,000,000	720,000
2002	72	266	14	4,000,000	720,000
2003	72	264	16	4,500,000	810,000
2004	72	262	18	4,800,000	864,000
2005	72	269	11	4,800,000	864,000
2006	72	261	19	5,100,000	918,000
2007	72	266	14	5,200,000	936,000
2008	72	266	14	5,300,000	954,000

Source: *Honolulu Star-Bulletin* and *The Honolulu Advertiser*, various issues.

Table 7.57-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2007

Island	Public hunting areas		Other wildlife sanctuaries and refuges	
	Number	1,000 acres	Number	1,000 acres
State total	61	1,196.6	53	94.9
Hawaii	26	905.4	8	83.3
Maui	7	90.7	10	0.3
Lanai	1	30.8	4	(1/)
Molokai	1	16.0	6	(1/)
Oahu	12	25.0	18	0.7
Kauai	14	129.2	7	10.5

1/ Less than 50 acres.

Source: Hawaii State Department of Land and Natural Resources, Division of Forestry and Wildlife, records.

Table 7.58-- FISHING AND HUNTING LICENSES ISSUED: 2001 TO 2007

[Fiscal years ending June 30]

Type of license	2001	2002	2003	2004	2005	2006	2007
Freshwater fishing	6,277	7,537	5,521	6,173	5,655	6,059	6,787
Hunting	9,295	9,751	9,095	8,693	8,223	8,345	1/ 6,999

1/ Preliminary.

Source: Hawaii State Department of Land and Natural Resources, Division of Aquatic Resources and Division of Forestry and Wildlife, records.

Table 7.59-- FISHING, HUNTING, AND WILDLIFE-ASSOCIATED RECREATION OF PERSONS 16 YEARS OF AGE AND OLDER: 2006

[For 1980 survey results, see *Data Book 1984*, table 251. For 2001 survey results, see *Data Book 2006*, table 7.57]

Subject	All activities	Hunting and fishing			Wildlife watching
		Both	Fishing	Hunting	
Hawaii residents: 1/ Participants (1,000)	227	100	94	19	160
Taking place in Hawaii: 1/ Participants, total (1,000)	366	162	157	18	262
Hawaii residents	(NA)	(NA)	92	18	155
Residents of other states	(NA)	(NA)	2/ 65	(3/)	2/ 107
Expenditures (million dollars)	342	132	111	21	210

NA Not available

1/ Detail does not add to total because of multiple responses.

2/ Estimate based on a sample size of 10-29.

3/ Sample size too small to report data reliably.

Source: U.S. Fish and Wildlife Service and U.S. Bureau of the Census, *2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation* (February 2008), pp. 17, 26, 34, 36, 39, 42 and 45 <<http://www.census.gov/prod/2008pubs/fhw06-hi.pdf>> accessed May 19, 2008 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

**Table 7.60-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND
WINNING TIMES: 1992 TO 2007**

Year	Number of registrants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	30,905	23,515	2:14:19	2:32:13
1993	29,514	23,640	2:13:16	2:32:20
1994	32,771	25,833	2:15:04	2:37:06
1995	34,434	27,022	2:16:08	2:37:29
1996	30,864	24,414	2:13:23	2:34:28
1997	33,682	26,495	2:12:17	2:33:14
1998	27,704	22,112	2:14:53	2:33:27
1999	26,724	21,211	2:16:45	2:32:36
2000	26,465	22,636	2:15:19	2:28:33
2001	23,513	19,236	2:15:09	2:29:54
2002	30,428	26,477	2:12:29	2:29:08
2003	25,283	22,161	2:12:59	2:31:56
2004	25,671	22,407	2:11:12	2:27:33
2005	28,048	24,295	2:12:00	2:30:24
2006	28,637	24,575	2:13:42	2:27:19
2007	27,829	23,299	2:18:53	2:33:07

Source: Honolulu Marathon Association, records; Honolulu Marathon Champions & Entrants/Finishers, at <<http://www.honolulumarathon.org/stats.html>>, and records.

**Table 7.61-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2007**

Year	Number of participants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	1,379	1,298	8:09:08	8:55:29
1993	1,438	1,353	8:07:45	8:58:23
1994	1,405	1,290	8:20:27	9:20:14
1995	1,444	1,325	8:20:34	9:16:46
1996	1,421	1,288	8:04:08	9:06:49
1997	1,478	1,365	8:33:01	9:31:43
1998	1,487	1,379	8:24:20	9:24:16
1999	1,463	1,411	8:17:17	9:13:02
2000	1,525	1,426	8:21:01	9:26:17
2001	1,468	1,368	8:31:18	9:28:37
2002	1,541	1,455	8:29:56	9:07:54
2003	1,645	1,569	8:22:35	9:11:55
2004	1,728	1,579	8:33:29	9:33:25
2005	1,743	1,688	8:14:17	9:09:30
2006	1,689	1,624	8:11:56	9:18:31
2007	1,787	1,685	8:15:34	9:08:45

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>> and 1999-2007 race results from <<http://www.ironmanlive.com>> accessed on October 29, 2007.

**Table 7.62-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES
AND WINNING TIMES: 1985 TO 2007**

[The Honolulu Race, sponsored by the Transpacific Yacht Club of Los Angeles,
is run biennially between San Pedro, California, and Diamond Head
Lighthouse, a great circle distance of 2,255 nautical miles]

Year	Boats entered	Winning times (days, hours, minutes, seconds)	
		Elapsed	Corrected
1985	65	13:06:31:19	9:14:07:40
1987	55	8:12:00:40	8:00:56:41
1989	45	8:12:50:35	8:02:54:08
1991	42	10:08:59:35	9:22:34:13
1993	42	9:09:11:17	8:28:09:06
1995	35	9:01:32:02	8:22:41:48
1997	39	8:06:31:00	7:01:46:11
1999	33	8:02:52:27	7:08:40:10
2001	34	10:17:49:19	8:01:01:08
2003	57	8:17:01:25	7:12:20:29
2005	76	8:16:25:04	6:08:45:05
2007	73	10:11:51:35	6:14:39:33

Source: Transpac 2007 website <<http://www.transpacificyc.org>>.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2001-2002 TO 2007-2008 SEASONS**

Bowl	2001- 2002	2002- 2003	2003- 2004	2004- 2005	2005- 2006	2006- 2007	2007- 2008
Hawaii Bowl	(X)	31,535	25,551	39,754	16,134	40,623	24,079
Hula Bowl	20,000	1/ 12,000	9,128	12,122	7,065	7,919	2/ 2,000
Pro Bowl	50,128	50,301	50,125	50,127	50,225	50,410	50,044

X Not applicable

1/ 2002-2003 figure represent an estimate as number reported at a "little over 12,000."

2/ 2007-2008 figure represent an estimate as number reported at a "about 2,000."

Source: *Honolulu Star-Bulletin* and *The Honolulu Advertiser*, various issues.

**Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF
HAWAII AT MANOA: 2003-2004 TO 2006-2007**

[Includes only games played against four-year collegiate teams]

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
2003-2004						
Baseball	55	31	24	-	38	93,181
Basketball (men's)	33	21	12	-	17	126,539
Basketball (women's)	28	8	20	-	18	30,824
Football	14	9	5	-	7	289,155
Volleyball (men's)	29	17	12	-	16	80,839
Volleyball (women's)	38	36	2	-	23	172,178
2004-2005						
Baseball	55	28	27	-	38	102,267
Basketball (men's)	29	16	13	-	17	123,097
Basketball (women's)	26	11	15	-	16	16,953
Football	13	8	5	-	8	294,404
Volleyball (men's)	28	19	9	-	18	77,014
Volleyball (women's)	31	30	1	-	17	121,292
2005-2006						
Baseball	62	45	17	-	34	81,881
Basketball (men's)	28	17	11	-	17	125,523
Basketball (women's)	28	18	10	-	17	15,823
Football	12	5	7	-	7	229,142
Volleyball (men's)	28	23	5	-	16	67,689
Volleyball (women's)	34	27	7	-	18	131,434
2006-2007						
Baseball	59	39	25	-	33	88,978
Basketball (men's)	31	18	13	-	16	102,959
Basketball (women's)	29	15	14	-	17	18,558
Football	14	11	3	-	8	292,708
Volleyball (men's)	27	13	14	-	16	53,440
Volleyball (women's)	35	29	6	-	22	158,093

1/ Volleyball data refer to matches.

Source: University of Hawaii, Office of Intercollegiate Athletics, Sports Media Relations, records. See also <<http://www.ncaa.org/stats/>>.

**Table 7.65-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:
2002-2003 TO 2006-2007 SEASONS**

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
2002-2003				
Baseball	Boys	(NA)	(NA)	26,500
Basketball	Boys and girls	440	16,899	101,403
Football	Boys	176	72,038	158,958
2003-2004				
Baseball	Boys	(NA)	(NA)	17,858
Basketball	Boys and girls	456	17,057	108,973
Football	Boys	154	76,259	149,329
2004-2005				
Baseball	Boys	(NA)	(NA)	20,172
Basketball	Boys and girls	542	18,883	115,686
Football	Boys	141	72,616	147,282
2005-2006				
Baseball	Boys	(NA)	(NA)	30,712
Basketball	Boys and girls	558	26,734	54,415
Football	Boys	145	84,253	147,021
2006-2007				
Baseball	Boys	(NA)	(NA)	16,461
Basketball	Boys and girls	610	26,248	118,360
Football	Boys	171	121,533	175,203

NA Not available

Note: Data are for Oahu only (OIA).

1/ Junior varsity and varsity games, based on published schedules from public school leagues. Data exclude pre-season and post-season games.

2/ Data on expenditures reflect figures from the general and school trust funds.

Source: Hawaii State Department of Education, Office of Curriculum, Instruction and Student Support, records.

Table 7.66-- PROFESSIONAL BOXING: 1993 TO 2007

Year	Number of promoters	Number of shows	Paid attendance	Gross receipts (dollars)
1993	1	1	472	12,385
1994	3	6	8,022	191,150
1995	2	4	2,636	48,280
1996	3	3	2,653	64,781
1997	2	3	1,967	44,645
1998	2	3	2,059	52,510
1999	1	1	479	10,120
2000	3	5	3,106	77,155
2001	3	6	3,489	141,235
2002	3	3	4,477	106,295
2003	1	2	2,623	79,875
2004	1	-	-	-
2005	1	2	877	30,528
2006	-	-	-	-
2007	2	-	-	-

Source: Hawaii State Department of Commerce and Consumer Affairs, Boxing Commission, records.

Table 7.67-- DOG LICENSES ISSUED, BY ISLAND: 1993 TO 2007

[Dogs are licensed on a biennial basis]

Year	State total	Hawaii	Maui 1/	Lanai	Molokai	Oahu	Kauai
1993	27,586	4,006	2,427	26	46	20,081	1,000
1994	29,010	4,099	3,171	26	57	19,485	2,172
1995	28,442	4,911	1,446	82	48	20,030	1,925
1996	30,376	5,381	699	32	58	21,245	2,961
1997	28,395	5,871	1,378	33	80	19,713	1,320
1998	28,645	5,777	649	35	83	19,861	2,240
1999	32,137	6,311	4,473	29	84	20,039	1,201
2000	31,147	5,627	4,587	57	25	20,066	785
2001	31,068	5,919	4,285	(NA)	(NA)	18,761	2,103
2002	30,909	6,809	4,420	50	30	17,752	1,848
2003	29,519	6,786	2,901	12	47	16,673	3,100
2004	50,180	8,085	3,977	25	30	2/ 36,121	1,942
2005	53,415	10,454	4,621	24	30	2/ 35,638	2,648
2006	50,440	8,836	4,282	17	27	2/ 35,163	2,115
2007	50,403	6,504	4,997	9	27	34,966	3,900

NA Not available.

1/ For the years 1995-1998, the number of registrations issued by the animal shelter (Maui Humane Society) was not included in the count. From year 2000 Maui County reported data in fiscal year, in 2001 Maui County reported 674 licenses which included Lanai and Molokai totals.

2/ Fiscal year ending June 30, figures are estimates.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the county Departments of Finance; Hawaiian Humane Society (for Oahu, 1995-2003); and Maui Humane Society (for Maui in 1999-2007).