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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 Tourism Authority's Tourism Research (particularly in its annual research reports) and the Hawaii State Department of Business, Economic Development and Tourism's 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: 2010*.

**Table 7.01-- PASSENGERS ARRIVING, BY POINT OF ORIGIN AND TRANSIT STATUS: 2000 TO 2009**

[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]

<b>Point of origin and status</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
All directions	8,105,368	7,447,521	7,628,983	7,557,861	8,225,648
Landing	7,813,875	7,179,804	7,424,631	7,438,045	8,101,166
Intransit	291,493	267,717	204,352	119,816	124,482
Domestic	5,280,997	5,061,618	5,290,418	5,462,304	5,914,311
Landing	5,150,813	4,933,119	5,253,652	5,461,554	5,911,004
Intransit	130,184	128,499	36,766	750	3,307
International	2,824,370	2,385,903	2,338,565	2,095,557	2,311,337
Landing	2,663,061	2,246,685	2,170,979	1,976,491	2,190,162
Intransit	161,309	139,218	167,586	119,066	121,175
<b>Point of origin and status</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
All directions	8,840,063	9,049,713	9,011,455	8,034,872	7,714,826
Landing	8,713,112	8,937,555	8,910,672	8,021,780	7,709,202
Intransit	126,951	112,158	100,783	13,092	5,624
Domestic	6,460,134	6,793,781	6,810,847	6,009,005	5,751,759
Landing	6,436,275	6,772,702	6,791,906	6,005,133	5,748,379
Intransit	23,859	21,079	18,941	3,872	3,380
International	2,379,929	2,255,932	2,200,608	2,025,867	1,966,447
Landing	2,276,837	2,164,853	2,118,766	2,016,647	1,960,823
Intransit	103,092	91,079	81,842	9,220	5,624

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

**Table 7.02-- PASSENGER STATUS OF PARTIES AND PASSENGERS  
ARRIVING IN HAWAII, BY POINT OF ORIGIN: 2007 TO 2009**

[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]

<b>Year and point of origin</b>	<b>All types</b>	<b>Visitors to Hawaii</b>	<b>Returning residents</b>	<b>Intended residents</b>
<b>PARTIES 1/</b>				
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)
2008, total	(NA)	3,186,113	570,029	(NA)
Domestic	2,984,393	2,475,704	484,923	23,766
International	(NA)	710,409	85,105	(NA)
2009, total	(NA)	3,082,325	558,208	(NA)
Domestic	2,870,491	2,371,574	476,123	22,794
International	(NA)	710,751	82,085	(NA)
<b>PASSENGERS</b>				
2007, total 2/	9,011,455	7,496,820	1,364,505	(NA)
Domestic 2/	6,810,847	5,582,530	1,160,029	49,347
International 2/	2,200,608	1,914,290	204,476	(NA)
2008, total	8,034,872	6,713,436	1,262,237	(NA)
Domestic	6,009,005	4,901,893	1,057,133	46,107
International	2,025,867	1,811,543	205,104	(NA)
2009, total	7,718,206	6,420,448	1,244,534	(NA)
Domestic	5,751,759	4,672,001	1,032,158	44,220
International	1,966,447	1,748,447	212,376	(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); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:  
1966 TO 2009**

[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	6,488,422	4,339,507	2,148,915	165,058	135,480	29,578
1990	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	6,473,669	3,791,945	2,681,724	152,249	106,589	45,660
1993	6,070,995	3,570,059	2,500,936	147,498	100,430	47,068
1994	6,364,674	3,813,279	2,551,395	156,630	107,904	48,726
1995	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 2009 -- Con.**

Year	Visitors staying overnight or longer			Average number of visitors present per day		
	Total	Domestic	International	Total	Domestic	International
1996	6,723,141	3,794,113	2,929,028	158,297	106,404	51,892
1997	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	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
2008	6,713,436	4,901,893	1,811,543	172,487	135,239	37,248
2009	6,420,448	4,672,001	1,748,447	165,082	129,100	35,983

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



**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
2008 AND 2009**

[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/	2008			2009		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	6,713,436	4,901,893	1,811,543	6,420,448	4,672,001	1,748,447
US West MMA 2/	2,769,229	2,722,988	46,241	2,718,818	2,667,058	51,760
US East MMA 3/	1,683,114	1,638,669	44,445	1,561,468	1,520,548	40,920
Japan MMA	1,175,199	8,049	1,167,150	1,168,080	6,724	1,161,356
Canada MMA	359,580	144,095	215,485	346,583	150,752	195,831
Other Asia MMA 4/	112,548	36,344	76,204	110,380	27,878	82,502
China	54,235	26,081	28,154	41,924	18,693	23,231
Hong Kong	4,764	1,244	3,520	4,910	1,199	3,711
Korea	38,110	6,345	31,765	51,353	5,685	45,668
Singapore	3,957	980	2,977	3,655	877	2,778
Taiwan	11,482	1,694	9,788	8,536	1,422	7,114
Oceania MMA 5/	155,480	46,410	109,070	136,717	30,452	106,265
Australia	137,812	41,821	95,991	121,482	27,295	94,187
New Zealand	17,668	4,589	13,079	15,234	3,156	12,078
Europe MMA 6/	115,172	103,696	11,476	104,403	93,329	11,074
United Kingdom	54,212	46,934	7,278	44,476	37,790	6,686
France	9,342	8,270	1,072	8,851	7,733	1,118
Germany	32,680	30,692	1,988	32,105	30,024	2,081
Italy	10,758	10,350	408	10,208	9,759	449
Switzerland	8,180	7,450	730	8,762	8,022	740
Latin America MMA 7/	18,896	18,229	667	17,502	16,969	533
Argentina	3,160	3,115	45	2,974	2,891	83
Brazil	7,823	7,610	213	7,620	7,421	199
Mexico	7,912	7,503	409	6,908	6,657	251
Other MMA 8/	324,218	183,413	140,805	256,498	158,292	98,206

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
2008 AND 2009 -- Con.**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Pacific and Mountain States of the United States.
- 3/ All other States in the continental United States not included in U.S. West.
- 4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 5/ Includes Australia and New Zealand.
- 6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 7/ Includes Argentina, Brazil, and Mexico.
- 8/ 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); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.05-- VISITOR DAYS, BY POINT OF ORIGIN: 1993 TO 2009**

[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]

<b>Year</b>	<b>Total</b>	<b>Domestic</b>	<b>International</b>
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	69,145,854	54,584,048	14,561,806
2007	69,135,310	55,100,441	14,034,869
2008	63,130,133	49,497,350	13,632,783
2009	60,255,061	47,121,337	13,133,724

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

**Table 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTY AND ISLAND:  
2008 AND 2009**

[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	2008			2009		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	172,487	135,239	37,248	165,082	129,100	35,983
Oahu	81,751	54,014	27,737	80,324	53,088	27,236
Hawaii County	24,842	21,411	3,432	23,204	20,337	2,868
Kauai County	19,855	18,889	966	18,690	17,843	847
Maui County	46,038	40,925	5,113	42,864	37,831	5,032
Maui	44,433	39,493	4,940	41,608	36,673	4,936
Molokai	831	724	107	647	596	51
Lanai	774	708	66	609	563	46

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

**Table 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREA VISITED: 2008 AND 2009**

[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	2008			2009		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total 1/	6,713,436	4,901,893	1,811,543	6,420,448	4,672,001	1,748,447
Oahu	4,193,685	2,554,895	1,638,790	4,024,888	2,446,800	1,578,089
Kauai	1,030,647	940,777	89,870	928,112	856,599	71,513
Maui County 1/	2,129,042	1,850,510	278,532	1,932,357	1,688,448	243,909
Maui	2,075,800	1,804,988	270,812	1,892,396	1,651,970	240,427
Molokai	68,883	51,017	17,866	48,339	41,077	7,262
Lanai	80,867	66,066	14,801	61,054	52,541	8,513
Hawaii County 1/	1,321,277	1,026,048	295,229	1,215,256	950,843	264,413
Hilo	503,449	366,896	136,553	450,967	331,108	119,859
Kona	1,100,555	879,360	221,195	1,007,680	816,907	190,773
One island only	5,242,588	3,819,554	1,423,034	5,133,076	3,721,430	1,411,646
Oahu only	2,957,791	1,692,264	1,265,527	2,934,138	1,680,289	1,253,849

1/ 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); Hawaii Tourism Authority, Tourism Branch and records.

**Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINT OF ORIGIN: 2008 AND 2009**

[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
2008			
Residence (percent):			
United States	66.3	89.0	5.0
Pacific and Mountain States	41.2	55.5	2.6
California	23.5	31.8	1.2
Males per 100 females	94.5	99.2	79.8
Persons per party	2.1	2.0	2.6
Arriving June-August (percent)	26.8	27.1	26.0
Repeat visitors (percent)	65.2	69.1	54.6
Pleasure trip (percent)	81.2	79.8	85.0
In hotel only	54.3	45.4	78.6
One island only	78.1	77.9	78.6
2009			
Residence (percent):			
United States	66.7	89.6	5.3
Pacific and Mountain States	41.5	57.1	3.0
California	23.2	31.9	1.4
Males per 100 females	92.0	97.5	74.4
Persons per party	2.1	2.0	2.5
Arriving June-August (percent)	27.7	29.2	23.8
Repeat visitors (percent)	66.0	70.0	55.1
Pleasure trip (percent)	82.8	80.9	87.8
In hotel only	54.2	45.4	77.5
One island only	79.9	79.7	80.7

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

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:  
2008 AND 2009**

[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	2008	2009
United States	4,361,657	4,187,606
Pacific	2,171,206	2,143,635
Alaska	56,075	66,076
California	1,557,050	1,490,479
Oregon	172,079	176,912
Washington	386,002	410,167
Mountain	551,782	523,423
Arizona	152,122	140,163
Colorado	133,645	128,870
Idaho	36,683	36,626
Montana	20,218	19,268
Nevada	76,733	73,561
New Mexico	26,802	25,837
Utah	96,306	90,179
Wyoming	9,274	8,919
West North Central	203,438	185,516
Iowa	25,851	23,443
Kansas	25,676	23,888
Minnesota	75,400	66,000
Missouri	46,298	42,492
Nebraska	16,360	16,031
North Dakota	6,137	6,004
South Dakota	7,716	7,658
West South Central	267,355	275,802
Arkansas	13,264	14,013
Louisiana	18,090	17,636
Oklahoma	26,495	26,122
Texas	209,506	218,032
East North Central	364,099	320,607
Illinois	135,097	120,274
Indiana	42,069	36,477
Michigan	66,683	57,369
Ohio	72,598	62,085
Wisconsin	47,652	44,402
East South Central	82,880	75,076
Alabama	21,167	18,766
Kentucky	20,702	18,141
Mississippi	8,392	7,893
Tennessee	32,619	30,276

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:  
2008 AND 2009 -- Con.**

Residence	2008	2009
New England	105,260	97,319
Connecticut	25,199	22,878
Maine	8,090	7,502
Massachusetts	51,109	48,169
New Hampshire	9,300	8,321
Rhode Island	6,512	5,703
Vermont	5,051	4,745
Middle Atlantic	246,367	230,012
New Jersey	63,500	60,716
New York	112,367	106,446
Pennsylvania	70,500	62,850
South Atlantic	369,270	336,216
Delaware	5,128	4,565
Washington, D.C.	7,529	7,618
Florida	96,993	85,249
Georgia	56,095	51,144
Maryland	50,590	47,283
North Carolina	45,863	40,454
South Carolina	19,373	17,529
Virginia	80,936	76,712
West Virginia	6,764	5,662

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



**Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINT OF ORIGIN: 2008 AND 2009**

[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	
	2008	2009	2008	2009
All visitors 1/	4,901,893	4,672,001	1,811,543	1,748,447
Purpose of visit 1/				
Pleasure	3,910,630	3,777,989	1,540,704	1,535,959
Honeymoon	226,140	224,739	228,580	251,954
Wedding	55,986	50,125	66,132	60,984
Meetings, conventions, incentive 1/	341,184	290,801	95,390	77,829
Convention/conference	215,252	200,205	38,691	47,025
Corporate meeting	71,781	51,681	12,876	10,114
Incentive	65,984	48,216	46,799	21,787
Other business	225,768	199,095	27,310	20,444
Visit friends or relatives	561,400	564,577	65,523	65,227
Government or military	86,921	81,935	24,117	15,688
Attend school	12,317	11,979	5,597	6,011
Sport event	82,641	58,811	46,180	40,429
Traveler method				
Group tour	214,152	154,915	534,040	453,300
Package	1,233,690	1,153,554	1,169,520	1,100,804
Group tour and package	155,334	108,217	467,145	403,377
True independent	3,609,386	3,471,748	575,128	597,721
Accommodations				
Hotel	2,692,159	2,548,670	1,507,927	1,433,855
Hotel only	2,224,160	2,121,946	1,423,419	1,355,347
Condo	985,285	901,038	209,085	206,389
Condo only	757,000	700,028	162,443	162,705
Timeshare	627,814	637,198	44,751	62,642
Timeshare only	477,680	492,102	30,908	42,589
Rental house	277,895	259,828	26,535	24,756
Bed & breakfast	59,687	52,086	8,182	8,036
Cruise ship	151,134	116,068	17,830	11,998
Friends, relatives	597,145	603,780	62,698	67,434

1/ 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); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008**

[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	87.6	84.7	91.6	91.7
Helicopter/plane tour	11.6	8.9	15.2	3.8
Boat/submarine/whale watching	28.8	24.7	34.3	17.8
Tour bus excursion	13.6	7.7	21.7	43.1
Private limousine/van tour	5.1	4.3	6.2	15.5
Self-guided	77.9	77.9	78.1	57.7
Recreation	90.9	91.4	90.1	81.4
Swimming/sunbathing/beach	83.5	84.2	82.4	66.8
Surfing/bodyboarding	23.0	25.7	19.5	7.4
Snorkeling/scuba diving	50.8	53.3	47.5	19.3
Jet skiing/parasailing/windsurfing	4.9	4.6	5.2	4.1
Golf	12.7	13.7	11.5	8.8
Running/jogging/fitness walking	40.1	43.6	35.5	22.0
Spa	14.5	15.2	13.5	8.8
Backpacking/hiking/camping	23.9	24.3	23.4	7.2
Sports event/tournament	4.6	5.1	4.0	4.1
Entertainment	95.3	95.7	94.8	96.2
Lunch/sunset/dinner/evening cruise	28.5	26.0	32.0	54.8
Lounge act/stage show	24.2	20.7	28.8	24.1
Nightclub/dancing/bar/karaoke	12.5	11.0	14.6	5.8
Fine dining	58.0	55.8	60.9	80.2
Family restaurant/diner	73.5	73.9	73.0	53.6
Ethnic dining	41.4	41.5	41.3	14.8
Prepared own meal	55.2	60.0	48.6	14.8
Shopping	94.6	94.7	94.5	99.0
Department stores	40.3	39.6	41.3	56.0
Designer boutiques	35.6	35.2	36.2	61.4
Hotel stores	43.1	39.5	48.0	46.0
Swap meet	31.8	32.7	30.6	14.4
Discount/outlet stores	35.9	36.7	34.7	41.3
Supermarkets	68.6	74.1	61.0	60.9
Convenience stores	61.6	62.0	61.1	78.3
Duty free	9.5	8.9	10.3	72.2
Local shops/artisans	71.6	71.1	72.3	33.4

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 - Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture	81.8	78.3	86.6	74.5
Historic site	50.1	42.5	60.5	26.9
Museum/art gallery	22.6	25.5	25.3	15.1
Polynesian show/lu'au/hula	40.8	33.9	50.3	34.0
Play/concert	5.9	5.7	6.0	2.1
Art/craft fair	17.6	18.9	15.9	3.1
Parks/gardens	55.7	51.3	61.8	48.2
Festival	4.6	4.5	4.7	6.2
Transportation	87.8	88.9	86.3	94.3
Trolley	6.7	6.3	7.2	68.4
Public Bus	13.4	11.7	15.7	27.2
Taxi/limousine	15.8	13.3	19.1	41.2
Rental Car	76.8	79.3	73.3	18.0
Meeting	8.9	8.0	10.0	1.7
Convention	5.3	4.1	7.0	1.1
Incentive/reward	4.0	4.0	4.0	2.8

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, *2008 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: 2008**

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	74.7	82.6	78.8	78.1
Somewhat satisfied	20.3	14.8	18.1	20.0
Somewhat dissatisfied	3.9	2.5	2.7	1.8
Not satisfied at all	1.0	0.1	0.4	0.1
Restaurants				
Very satisfied	57.5	62.2	54.3	52.6
Somewhat satisfied	35.8	33.2	38.7	39.0
Somewhat dissatisfied	6.2	4.4	6.2	7.7
Not satisfied at all	0.5	0.2	0.8	0.7
Shopping				
Very satisfied	68.7	63.9	53.7	49.6
Somewhat satisfied	28.7	33.7	40.7	40.0
Somewhat dissatisfied	2.4	2.3	4.3	9.3
Not satisfied at all	0.2	0.1	1.3	1.1
Golf				
Very satisfied	59.9	75.2	75.8	62.8
Somewhat satisfied	36.7	20.8	23.0	35.5
Somewhat dissatisfied	3.3	3.3	0.4	1.4
Not satisfied at all	0.1	0.6	0.8	0.3
Activities & attractions				
Very satisfied	68.2	76.3	77.5	65.6
Somewhat satisfied	30.1	20.7	20.4	29.1
Somewhat dissatisfied	1.3	2.6	1.5	5.1
Not satisfied at all	0.4	0.3	0.6	0.2
Transportation				
Very satisfied	62.9	61.9	58.4	47.8
Somewhat satisfied	31.5	25.3	27.6	42.9
Somewhat dissatisfied	4.6	9.2	7.4	7.2
Not satisfied at all	1.0	3.6	6.6	2.1
Airports				
Very satisfied	57.3	60.4	58.6	53.5
Somewhat satisfied	37.4	36.4	36.4	37.6
Somewhat dissatisfied	4.9	2.7	3.8	7.0
Not satisfied at all	0.4	0.5	1.2	1.9

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**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2008 - Con.**

<b>Category</b>	<b>Oahu</b>	<b>Maui</b>	<b>Kauai</b>	<b>Kona</b>
Parks & beaches				
Very satisfied	75.2	77.8	79.4	75.2
Somewhat satisfied	20.8	19.9	18.8	20.3
Somewhat dissatisfied	3.3	1.8	1.6	3.5
Not satisfied at all	0.6	0.5	0.1	1.0

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: 2008**

[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	73.9	82.3	78.8	76.5
Somewhat satisfied	19.9	15.1	18.9	21.2
Somewhat dissatisfied	5.2	2.5	2.0	2.3
Not satisfied at all	1.0	0.1	0.3	0.0
Restaurants				
Very satisfied	57.1	60.9	53.6	48.6
Somewhat satisfied	35.4	33.8	40.1	42.6
Somewhat dissatisfied	7.0	5.3	5.3	8.5
Not satisfied at all	0.5	0.0	1.0	0.3
Shopping				
Very satisfied	69.1	60.9	54.2	49.6
Somewhat satisfied	28.0	35.9	39.0	40.5
Somewhat dissatisfied	2.5	3.1	5.5	8.4
Not satisfied at all	0.4	0.0	1.3	1.5
Golf				
Very satisfied	58.3	69.7	73.8	60.3
Somewhat satisfied	39.2	23.9	26.2	39.7
Somewhat dissatisfied	2.5	5.5	0.0	0.0
Not satisfied at all	0.0	0.9	0.0	0.1
Activities & attractions				
Very satisfied	67.4	72.7	77.3	60.0
Somewhat satisfied	31.2	23.4	20.8	33.9
Somewhat dissatisfied	1.0	3.5	0.9	5.9
Not satisfied at all	0.3	0.3	0.9	0.2
Transportation				
Very satisfied	60.9	60.0	53.6	42.7
Somewhat satisfied	32.9	27.9	27.4	48.1
Somewhat dissatisfied	5.1	6.9	9.8	7.1
Not satisfied at all	1.1	5.3	9.2	2.1
Airports				
Very satisfied	56.5	60.3	56.2	50.6
Somewhat satisfied	37.5	36.8	38.9	39.3
Somewhat dissatisfied	5.8	2.5	3.4	7.6
Not satisfied at all	0.2	0.4	1.5	2.5
Parks & beaches				
Very satisfied	71.8	76.6	79.6	72.7
Somewhat satisfied	24.7	21.0	18.3	22.4
Somewhat dissatisfied	2.7	1.9	2.0	3.6
Not satisfied at all	0.7	0.5	0.0	1.3

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2008 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: 2008**

[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	75.6	83.1	78.7	80.5
Somewhat satisfied	20.8	14.3	16.9	18.1
Somewhat dissatisfied	2.6	2.4	3.9	1.2
Not satisfied at all	1.1	0.1	0.5	0.2
Restaurants				
Very satisfied	57.9	64.4	55.6	58.5
Somewhat satisfied	36.2	32.2	36.2	33.5
Somewhat dissatisfied	5.4	3.0	7.8	6.6
Not satisfied at all	0.5	0.4	0.4	1.4
Shopping				
Very satisfied	68.3	68.8	52.7	49.6
Somewhat satisfied	29.3	30.0	43.7	39.2
Somewhat dissatisfied	2.3	0.8	2.2	10.8
Not satisfied at all	0.1	0.3	1.4	0.4
Golf				
Very satisfied	61.6	83.5	80.0	68.0
Somewhat satisfied	34.0	16.2	16.7	27.1
Somewhat dissatisfied	4.2	0.2	1.1	4.2
Not satisfied at all	0.1	0.1	2.3	0.8
Activities & attractions				
Very satisfied	68.9	81.9	77.8	73.7
Somewhat satisfied	29.1	16.5	19.9	22.2
Somewhat dissatisfied	1.5	1.2	2.4	3.9
Not satisfied at all	0.4	0.4	0.0	0.2
Transportation				
Very satisfied	64.5	64.0	63.5	54.9
Somewhat satisfied	30.3	22.4	27.9	35.6
Somewhat dissatisfied	4.1	11.9	4.8	7.3
Not satisfied at all	1.0	1.7	3.8	2.1
Airports				
Very satisfied	58.1	60.6	62.5	58.0
Somewhat satisfied	37.2	35.6	32.1	34.9
Somewhat dissatisfied	4.0	3.2	4.5	6.2
Not satisfied at all	0.7	0.6	0.9	0.9
Parks & beaches				
Very satisfied	78.4	79.8	79.0	79.1
Somewhat satisfied	17.0	18.1	19.7	17.0
Somewhat dissatisfied	4.0	1.6	0.9	3.4
Not satisfied at all	0.6	0.5	0.4	0.5

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, 2008 *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: 2008**

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

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	46.2	66.7	(NA)	56.3
Somewhat satisfied	45.2	30.4	(NA)	38.4
Somewhat dissatisfied	7.7	2.2	(NA)	5.0
Not satisfied at all	0.9	0.7	(NA)	0.3
Restaurants				
Very satisfied	25.3	30.2	(NA)	22.3
Somewhat satisfied	57.0	50.0	(NA)	57.3
Somewhat dissatisfied	16.2	16.6	(NA)	18.5
Not satisfied at all	1.6	3.3	(NA)	1.9
Shopping				
Very satisfied	45.1	24.9	(NA)	15.2
Somewhat satisfied	48.2	48.4	(NA)	51.8
Somewhat dissatisfied	6.4	24.3	(NA)	30.5
Not satisfied at all	0.4	2.4	(NA)	2.5
Golf				
Very satisfied	36.8	62.8	(NA)	55.5
Somewhat satisfied	50.4	28.0	(NA)	38.9
Somewhat dissatisfied	11.4	9.1	(NA)	3.7
Not satisfied at all	1.3	0.0	(NA)	1.9
Activities & attractions				
Very satisfied	41.0	45.1	(NA)	37.4
Somewhat satisfied	50.0	41.9	(NA)	49.4
Somewhat dissatisfied	8.6	12.0	(NA)	12.1
Not satisfied at all	0.4	1.0	(NA)	1.2
Transportation				
Very satisfied	43.4	28.6	(NA)	19.7
Somewhat satisfied	46.2	40.2	(NA)	45.6
Somewhat dissatisfied	9.3	28.9	(NA)	27.0
Not satisfied at all	1.1	2.3	(NA)	7.7
Airports				
Very satisfied	22.5	23.5	(NA)	16.3
Somewhat satisfied	60.5	58.8	(NA)	56.9
Somewhat dissatisfied	16.0	15.4	(NA)	25.0
Not satisfied at all	1.0	2.3	(NA)	1.8
Parks & beaches				
Very satisfied	51.0	54.7	(NA)	41.2
Somewhat satisfied	44.6	41.3	(NA)	50.6
Somewhat dissatisfied	4.2	4.0	(NA)	7.8
Not satisfied at all	0.2	0.0	(NA)	0.3

NA Not available.

1/ Sample is too small for tabulation.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2008 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: 2008**

[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	52.8	57.7	56.6
Above average	38.6	41.2	36.2	40.4
Below average	5.2	4.9	5.4	2.7
Poor	0.9	1.1	0.7	0.3
Maui				
Excellent	73.7	73.3	74.2	54.3
Above average	23.0	23.8	22.0	40.4
Below average	3.1	2.9	3.4	4.8
Poor	0.2	0.0	0.4	0.5
Molokai				
Excellent	58.2	47.9	65.9	47.5
Above average	36.0	43.8	30.2	52.5
Below average	4.7	6.7	3.2	0.0
Poor	1.1	1.7	0.7	0.0
Lanai				
Excellent	69.0	71.1	66.9	71.0
Above average	28.2	25.1	31.4	29.0
Below average	2.5	3.7	1.4	0.0
Poor	0.3	0.1	0.4	0.0
Big Island				
Excellent	62.2	61.8	62.5	57.3
Above average	32.8	32.8	32.9	38.0
Below average	4.6	4.9	4.4	3.9
Poor	0.4	0.6	0.2	0.8
Kauai				
Excellent	74.9	72.5	77.8	52.7
Above average	21.8	25.0	17.8	41.2
Below average	3.0	2.3	4.0	6.2
Poor	0.3	0.2	0.4	0.0

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, *2008 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: 2007 AND 2008**

[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
2007				
Airlines	21.2	21.4	20.8	9.3
Books	19.4	17.0	23.7	34.9
Friends / relatives	34.4	32.0	38.6	26.4
Hawaii Visitors & Convention Bureau	10.1	7.9	14.0	10.8
Hotels / resorts	19.9	19.4	20.9	8.9
Internet	84.5	85.2	83.3	55.9
Magazines	7.1	6.2	8.6	38.3
Newspapers	1.7	1.9	1.2	2.5
Personal experience	41.4	44.0	36.8	34.7
Travel agents	27.5	24.9	32.0	76.7
Wholesalers	9.6	8.8	11.0	17.7
2008				
Airlines	24.2	24.0	24.5	11.4
Books	19.4	16.3	23.7	33.4
Friends / relatives	34.2	31.7	37.6	24.0
Hawaii Visitors & Convention Bureau	10.3	8.1	13.3	11.7
Hotels / resorts	22.6	20.7	25.2	10.7
Internet	75.9	77.2	74.1	57.2
Magazines	7.6	5.8	10.1	35.9
Newspapers	1.4	1.2	1.8	1.9
Personal experience	44.8	49.5	38.4	40.1
Travel agents	21.9	16.8	29.0	65.8
Wholesalers	7.4	7.1	7.9	17.0
Information -None	3.2	3.0	3.5	2.2

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: 2007 AND 2008**

[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
2007				
Estimate costs	53.5	53.4	53.8	17.4
Find evening activities	12.4	10.2	16.3	5.1
Find good restaurant	20.5	18.1	24.7	35.4
Find hotel or place to stay	44.2	43.5	45.4	69.0
Find recreational activities	38.2	34.8	44.4	38.3
Find things to do	51.4	45.9	61.3	41.9
Locate shopping places	7.5	6.6	9.1	39.8
Locate sightseeing places	28.6	23.5	37.6	39.2
Make airline reservations	78.6	81.6	73.4	22.0
Make hotel reservations	50.3	50.8	49.4	23.6
Maps and directions	40.7	40.0	41.9	28.1
Rental car reservation	55.9	58.1	52.1	13.4
2008				
Book tours and activities	10.9	8.7	14.1	1.2
Estimate costs	52.5	52.7	52.2	17.8
Find evening activities	12.1	10.5	14.3	3.9
Find good restaurant	24.3	21.8	28.0	36.9
Find hotel or place to stay	42.6	39.5	47.2	67.3
Find recreational activities	37.9	33.4	44.5	36.4
Find things to do	52.0	46.2	60.4	41.5
Locate shopping places	8.3	7.4	9.6	42.6
Locate sightseeing places	28.8	22.8	37.5	37.6
Make airline reservations	80.8	84.4	75.6	27.9
Make hotel reservations	49.8	48.5	51.8	24.3
Maps and directions	40.3	38.9	42.4	28.8
Rental car reservation	57.5	59.6	54.4	12.2

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: 2007 AND 2008**

[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
2007				
No problems	88.3	87.6	89.4	90.7
Safety issues				
Drug dealers	1.9	1.7	2.1	1.4
Solicited by prostitutes	1.5	1.5	1.4	0.6
Wallet stolen	1.3	1.4	1.2	1.3
Room vandalized	0.1	0.1	0.0	0.1
Car vandalized	1.4	1.5	1.1	0.3
Violence	1.0	1.3	0.6	0.7
Other nuisance				
Parking ticket	1.5	1.5	1.7	0.5
Severe weather/natural calamities	5.2	5.7	4.4	5.6
2008				
No problems	89.3	89.2	89.3	89.6
Safety issues				
Drug dealers	2.9	2.4	3.6	1.0
Solicited by prostitutes	1.4	1.4	1.3	0.6
Wallet stolen	1.0	1.1	0.9	1.2
Room vandalized	0.2	0.4	0.0	0.2
Car vandalized	0.7	0.7	0.8	0.3
Violence	1.0	0.7	1.3	0.6
Other nuisance				
Parking ticket	1.5	1.6	1.5	0.9
Severe weather/natural calamities	4.0	4.4	3.5	7.0

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: 2008**

[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				
Under \$15,000	1.2	1.1	1.3	3/ 3.6
\$15,000-\$29,999	3.3	3.4	3.1	3/ 10.1
\$30,000-\$49,999	9.8	8.4	11.8	3/ 23.3
\$50,000-\$99,999	31.3	30.6	32.4	3/ 36.2
\$100,000 or more	54.4	56.5	51.6	3/ 26.8
Education attainment				
Less than high school graduate	0.3	0.5	0.2	2.3
High school graduate	22.6	22.2	23.1	30.4
Associates degree (2-year)	9.0	8.3	10.0	15.9
Bachelor's degree (4-year)	34.7	35.0	34.3	38.1
Post graduate degree	31.2	31.9	30.3	3.7
Vocational / technical degree	2.1	2.1	2.2	9.6
Employment status				
Working	70.3	70.0	70.7	62.0
Retired	19.5	19.5	19.5	8.2
Student	2.4	2.4	2.4	1.3
Homemaker	5.7	6.0	5.3	21.0
Other	2.1	2.1	2.0	7.6
Primary purpose of trip				
Vacation	62.3	65.8	57.4	63.2
Attend a business meeting / conduct business	6.1	5.3	7.2	1.1
Attend a convention / conference / seminar	4.1	2.9	5.6	0.6
Incentive / reward	1.1	0.8	1.5	1.7
Visit friends / relatives	10.4	10.0	11.0	2.5
Get married	0.7	0.8	0.6	2.2
Attend / participate in wedding	3.8	4.4	3.0	6.9
Honeymoon	2.5	1.6	3.8	8.3
Anniversary / birthday	4.3	3.9	4.7	1.6
Attend / participate in a sporting event	1.1	1.5	0.5	3.3
Attend / participate in a cultural event	0.3	0.2	0.5	0.9
Medical treatment	0.1	0.0	0.2	0.1
Shopping / fashion	0.0	0.0	0.1	3.8
Other	3.2	2.7	3.9	3.9

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**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS  
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 - Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip				
Vacation	45.4	42.8	48.6	24.0
Attend a business meeting / conduct business	3.9	5.0	2.4	1.3
Attend a convention / conference / seminar	1.8	1.3	2.4	0.7
Incentive / reward	2.7	2.5	3.0	1.1
Visit friends / relatives	20.2	22.7	16.9	4.6
Get married	0.3	0.1	0.5	1.2
Attend / participate in wedding	1.1	0.9	1.3	3.0
Honeymoon	1.6	1.5	1.8	3.4
Anniversary / birthday	12.2	11.7	12.9	3.5
Attend / participate in a sporting event	1.1	1.4	0.7	2.7
Attend / participate in a cultural event	1.2	0.9	1.5	1.6
Medical treatment	0.0	0.0	0.0	0.6
Shopping / fashion	1.8	2.2	1.4	45.3
Other	6.8	7.0	6.5	7.1
Gender and median age				
Male	44.3	44.1	44.7	44.6
Female	55.7	55.9	55.3	55.4
Median age	50.0	51.0	50.0	45.0

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, *2008 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: 2008 AND 2009**

[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	2008			2009		
	Total	Domestic	International	Total	Domestic	International
All visitors	6,713,436	4,901,893	1,811,543	6,420,448	4,672,001	1,748,447
1 to 6 days	2,250,022	1,065,799	1,184,222	2,099,629	977,761	1,121,868
7 to 12 days	3,374,342	2,934,658	439,684	3,311,063	2,850,354	460,709
13 to 30 days	998,828	831,416	167,412	926,365	777,917	148,447
31 to 365 days	90,245	70,020	20,225	83,391	65,968	17,423
Median (days)	7.33	8.00	6.00	7.34	8.00	6.00
Mean (days)	9.40	10.10	7.53	9.38	10.09	7.51

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

**Table 7.22-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:  
2004 TO 2009**

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

<b>Subject</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Arrivals (1,000)	1,482	1,517	1,363	1,296	1,175	1,168
Average stay (days)	5.8	5.7	5.6	5.7	5.7	5.8
Expenditures (mil. dol.)	2,163	2,214	2,037	1,982	1,944	1,826

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



**Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1931-1932 TO 2009**

[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)	1994	133.79	340.88
1951	28.00	(NA)	1995	132.73	356.15
1960-61	32.00	(NA)	1996	137.04	286.89
1965-66 1/	37.23	(NA)	1997	157.07	279.58
1974	46.20	123.00	1998	147.37	235.25
1977	54.62	146.85	1999	148.91	207.46
1980	71.24	185.00	2000	154.92	214.20
1983	85.88	227.32	2001	142.75	227.05
1986	95.40	299.00	2002	150.39	233.13
1987	102.49	324.00	2003	157.18	240.09
1988	121.44	350.00	2004	157.95	251.47
1989	126.57	322.00	2005	160.79	255.42
1990	136.30	294.04	2006	166.28	266.47
1991	140.54	344.29	2007	170.29	268.83
1992	117.14	344.68	2008	161.01	288.33
1993	116.15	306.54	2009	145.70	268.33

NA Not available.

1/ Oahu only.

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); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.24-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1951 TO 2009**

[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/
1951	26.0	108	1995	152.4	87
1960-61	29.8	107	1996	156.9	87
1965-66 2/	32.0	116	1997	160.5	98
1974	49.3	94	1998	163.0	90
1977	60.6	90	1999	166.6	89
1980	82.4	86	2000	172.2	90
1983	99.6	86	2001	177.1	81
1986	109.6	87	2002	179.9	84
1987	113.6	90	2003	184.0	85
1988	118.3	103	2004	188.9	84
1989	124.0	102	2005	195.3	82
1990	130.7	104	2006	201.6	82
1991	136.2	103	2007	207.3	82
1992	140.3	83	2007	207.3	82
1993	144.5	80	2008	215.3	75
1994	148.2	90	2009	214.5	68

1/ In constant (1982-84) dollars.

2/ Oahu only.

Source: Preceding table; U.S. Bureau of Labor Statistics, *CPI Detailed Report*, and <http://www.bls.gov/cpi/home.htm> accessed on February 10, 2010 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: 2008 AND 2009**

[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	
	2008	2009	2008	2009	2008	2009
All items	146.2	133.3	183.4	165.6	288.3	268.3
Total food and beverage	32.4	30.8	37.7	35.9	45.2	43.0
Restaurant food	21.1	19.8	26.3	25.2	31.6	30.1
Dinner shows and cruises	3.0	2.8	4.5	4.0	5.3	4.8
Groceries and snacks	8.3	8.2	7.0	6.8	8.3	8.2
Entertainment & recreation 3/	13.8	12.8	19.9	18.1	22.0	20.7
Total transportation	15.3	15.4	18.8	18.9	11.4	10.5
Interisland airfare	1.7	1.5	3.9	3.6	3.0	2.3
Ground transportation	0.7	0.7	1.0	1.0	4.8	4.7
Rental vehicles	11.2	11.8	11.9	12.7	3.1	3.1
Gasoline, parking, etc.	1.7	1.4	2.0	1.7	0.4	0.4
Total shopping	19.0	16.3	21.2	19.5	100.8	98.8
Fashion and clothing	7.2	6.3	7.3	6.9	27.0	26.9
Jewelry and watches	4.3	3.2	5.1	4.3	12.9	12.3
Cosmetics, perfume	0.3	0.3	0.3	0.2	5.7	5.5
Leather goods	0.6	0.5	0.5	0.6	34.0	33.5
Hawaii food products	2.2	2.1	2.1	2.1	11.9	11.8
Souvenirs	4.4	3.9	6.0	5.4	9.3	8.9
Lodging	60.4	54.4	72.5	64.2	89.6	76.9
All other expenses 4/	5.4	3.4	13.3	9.0	19.4	18.4

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2008 AND 2009 -- Con.**

Expenditure type	Visitors from Canada		Visitors from Europe 5/		Visitors from Oceania 6/	
	2008	2009	2008	2009	2008	2009
All items	153.4	143.0	168.8	144.3	216.1	202.9
Total food and beverage	32.6	30.1	34.6	31.1	48.9	42.7
Restaurant food	20.1	17.5	24.4	22.9	35.1	30.1
Dinner shows and cruises	3.1	3.1	2.8	1.7	5.2	4.5
Groceries and snacks	9.4	9.5	7.4	6.4	8.5	8.1
Entertainment & recreation 3/	12.6	11.9	15.3	12.3	19.4	19.5
Total transportation	14.5	15.2	19.3	19.6	16.2	14.1
Interisland airfare	1.9	1.7	5.3	5.2	5.2	3.5
Ground transportation	1.0	0.9	1.9	1.4	3.2	3.2
Rental vehicles	10.0	11.0	10.8	11.6	6.8	6.2
Gasoline, parking, etc.	1.6	1.5	1.3	1.4	1.1	1.1
Total shopping	18.4	17.1	20.6	16.3	56.0	50.4
Fashion and clothing	9.2	8.4	9.6	8.7	32.5	28.7
Jewelry and watches	3.0	2.9	3.4	1.8	8.4	7.5
Cosmetics, perfume	0.4	0.2	0.6	0.3	3.7	3.4
Leather goods	0.5	0.5	0.7	0.7	3.2	3.2
Hawaii food products	1.5	1.6	1.3	1.2	1.0	1.3
Souvenirs	3.8	3.4	4.9	3.5	7.2	6.3
Lodging	67.0	63.0	71.4	60.5	69.4	68.3
All other expenses 4/	8.2	5.8	7.6	4.5	6.3	7.9

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2008 AND 2009 -- Con.**

Expenditure type	Visitors from other Asia 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2008	2009	2008	2009	2008	2009
All items	221.9	208.0	219.2	184.9	173.3	165.5
Total food and beverage	38.3	39.0	40.6	33.4	34.5	36.4
Restaurant food	25.7	28.3	24.9	24.5	24.0	24.3
Dinner shows and cruises	5.8	5.7	7.2	3.8	3.2	3.6
Groceries and snacks	6.8	5.0	8.5	5.1	7.4	8.5
Entertainment & recreation 3/	22.8	22.0	28.6	17.2	15.1	14.8
Total transportation	21.9	19.1	22.5	23.8	20.1	16.4
Interisland airfare	9.6	6.5	7.4	8.4	5.8	3.0
Ground transportation	2.5	2.7	2.4	1.1	2.3	3.1
Rental vehicles	8.6	9.0	11.2	12.4	10.1	9.0
Gasoline, parking, etc.	1.2	0.9	1.6	1.8	2.0	1.4
Total shopping	63.8	61.0	41.5	33.0	35.8	35.9
Fashion and clothing	23.3	23.4	16.6	16.8	20.3	15.8
Jewelry and watches	11.5	7.7	15.8	5.2	3.9	7.0
Cosmetics, perfume	5.4	4.8	1.1	0.9	2.4	1.9
Leather goods	12.6	14.3	0.2	3.5	1.6	2.6
Hawaii food products	5.8	5.9	1.5	1.0	2.2	2.7
Souvenirs	5.3	4.8	6.3	5.6	5.2	5.9
Lodging	65.9	57.2	74.4	58.1	58.0	52.7
All other expenses 4/	9.3	9.7	11.5	19.5	9.8	9.2

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

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

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); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:  
2008 AND 2009**

[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]

<b>Expenditure type</b>	<b>2008</b>	<b>2009</b>	<b>Percent change</b>
All items	11,398.5	9,993.2	-12.3
Total food and beverage	2,271.2	2,061.2	-9.2
Restaurant food	1,531.9	1,381.2	-9.8
Dinner shows and cruises	238.3	207.3	-13.0
Groceries and snacks	500.9	472.7	-5.6
Entertainment & recreation	1,063.6	939.1	-11.7
Total transportation	1,032.2	967.1	-6.3
Interisland airfare	188.9	150.6	-20.3
Ground transportation	92.9	89.1	-4.1
Rental vehicles	648.8	645.3	-0.5
Gasoline, parking, etc.	101.6	82.1	-19.1
Total shopping	1,955.7	1,753.5	-10.3
Fashion and clothing	703.7	618.2	-12.1
Jewelry and watches	354.2	294.1	-17.0
Cosmetics, perfume	73.6	64.0	-13.1
Leather goods	277.1	279.8	1.0
Hawaii food products	199.1	194.4	-2.4
Souvenirs	348.0	302.9	-12.9
Lodging	4,282.9	3,653.1	-14.7
All other expenses 1/	614.7	445.5	-27.5
Supplemental business	178.3	173.7	-2.6

1/ Includes cruise package and on-ship 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); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.27-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM U.S. WEST, U.S. EAST, AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS: 2008 AND 2009**

[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	
	2008	2009	2008	2009	2008	2009
All visitors	146.2	133.3	183.4	165.6	288.3	268.3
Group tour status: 3/						
Organized group tour	175.1	178.1	228.1	226.5	295.8	273.2
Individually arranged	145.5	132.9	181.4	164.2	285.8	266.1
Arrived on package tour: 3/						
Yes	180.4	168.0	233.6	208.8	312.2	292.7
No	138.3	126.0	161.9	145.6	199.6	195.3
Accommodations:						
Hotel	193.8	179.6	231.0	211.4	308.3	287.2
Condo	149.0	134.0	174.1	153.7	183.8	181.4
Guests of friends and relatives	73.3	59.3	76.2	70.0	93.8	101.3
Timeshare	109.7	103.3	132.3	124.8	151.1	159.7
Previous visits: 3/						
First trip	156.7	146.4	201.0	182.7	318.6	297.7
Repeat visitors	143.8	132.9	168.5	157.0	270.2	250.7
Purpose of trip:						
Pleasure	146.5	134.9	180.0	161.3	265.2	246.3
Business, meetings, conventions, incentive	198.7	176.2	241.1	222.3	275.2	220.7
On honeymoon	203.2	187.8	269.4	252.0	389.7	366.4

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/ A new methodology for U.S. West and U.S. East resulted in figures that are non-comparable in 2007 Data Book or earlier.

Source: Hawaii Tourism Authority, Tourism Research and records.

**Table 7.28-- ESTIMATED VISITOR EXPENDITURES: 1960 TO 2009**

[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	Additional business expend. 1/
1960	131	1985	4,780	92
1961	137	1986	5,567	103
1962	154	1987	6,281	120
1963	186	1988	7,813	125
1964	205	1989	8,371	113
1965	225	1990	8,707	119
1966	280	1991	9,004	138
1967	380	1992	8,614	141
1968	440	1993	7,808	120
1969	550	1994	9,544	133
1970	595	1995	10,067	141
1971	705	1996	9,569	140
1972	836	1997	10,102	147
1973	1,017	1998	9,910	149
1974	1,233	1999	9,844	161
1975	1,355	2000	10,396	194
1976	1,637	2001	8,916	145
1977	1,834	2002	9,465	144
1978	2,150	2003	9,889	165
1979	2,541	2004	10,702	160
1980	2,871	2005	11,696	208
1981	3,195	2006	12,301	191
1982	3,687	2007	12,626	185
1983	3,847	2008	11,220	178
1984	4,442	2009	9,819	174

1/ By MCI (meetings, conventions, and incentive) visitors. Not available before 1985.

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



**Table 7.29-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:  
1999 TO 2009**

[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	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
2008	11,398,499	11,220,227	7,122,356	1,944,489	710,573	1,442,809	178,272
2009	9,993,188	9,819,490	6,162,823	1,826,309	628,790	1,201,567	173,698

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

**Table 7.30-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:  
2005 TO 2009**

<b>Subject</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Number of ships, arrivals	26	29	33	1/ 31	23
Number of tours 2/	175	216	252	141	111
Number of passengers	321,522	426,194	513,840	268,550	221,138
Out of state visitors	316,546	415,967	503,020	266,534	217,283
Arrived by air	238,884	315,955	372,021	157,059	120,677
Arrived by ship	77,662	100,012	130,999	109,475	96,606
Hawaii residents	4,977	10,227	10,820	2,016	3,855

1/ Revised from previous *Data Book*.

2/ 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; Hawaii Tourism Authority, Tourism Research and records.

**Table 7.31-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:  
1997 TO 2009**

[In millions of dollars]

<b>Year</b>	<b>Total</b>	<b>Visitors</b>	<b>Overseas airlines</b>	<b>Cruise lines</b>
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	14,198.4	12,491.6	1,559.0	147.8
2007	14,568.0	12,811.1	1,563.3	193.6
2008	13,090.4	11,398.5	1,530.4	161.6
2009	11,587.5	9,993.2	1,463.6	130.7

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

**Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2002 TO 2009**

[Direct and indirect impact]

<b>Year</b>	<b>Visitor-related expenditures (million dollars)</b>	<b>Gross State Product (million dollars)</b>	<b>Household income (million dollars)</b>	<b>State and county tax revenues (million dollars)</b>	<b>Jobs (1,000)</b>
2002	11,045.5	8,789.0	5,432.0	879.7	159.6
2003	11,468.3	9,139.4	5,600.8	876.5	161.9
2004	12,406.8	9,800.3	5,967.3	919.9	163.1
2005	13,554.6	10,675.9	6,427.6	1,007.5	171.4
2006	14,198.4	11,348.9	6,484.5	1,104.2	167.1
2007	14,568.0	11,505.0	6,567.9	1,171.7	163.4
2008	13,090.4	10,696.1	5,779.3	986.1	141.5
2009	11,587.5	8,520.7	5,436.8	890.7	125.3

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

**Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2009**

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	6,420,448	1/ 4,024,888	(2/)
Average daily visitors census	165,082	1/ 67,435	40.8
Visitors units	75,188	28,567	38.0
Occupied units (average)	50,000	21,397	42.8
Total visitor expenditures (\$millions) 3/	11,587	4,959	42.8

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, records.

**Table 7.34-- CONTRIBUTION TO THE STATE'S ECONOMY BY STATEWIDE VISITOR INDUSTRY AND BY WAIKIKI: 2008**

Measure of tourism	Statewide visitor industry contribution to economy		Waikiki contribution to State economy	
	Number	Percent	Number	Percent
Direct impact 1/ Gross domestic product 2/ Civilian jobs 3/ State taxes (\$millions)	(X) 118,159 861	(X) 13.7 17.0	(X) 48,681 355	(X) 6.0 7.0
Direct and indirect impact 4/ Gross domestic product (\$millions) 4/ Civilian jobs 3/ State taxes (\$millions)	10,770 151,331 1,076	16.9 17.5 21.3	4,437 62,348 443	6.9 7.7 8.8

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, records.

**Table 7.35-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1983 TO 2009**

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	116.9	166.16	829.00	144.70	176.4	102.5	197.8
2006	121.4	187.19	(NA)	167.80	186.0	104.4	209.4
2007	125.5	199.96	(NA)	182.90	195.1	104.1	219.5
2008	128.3	6/ 201.85	(NA)	170.00	202.3	105.3	228.9
2009	(NA)	176.46	(NA)	218.10	210.8	112.8	230.0

NA Not available.

1/ U.S. Bureau of Economic Analysis, Gross Domestic Product by State to 1997 to 2008  
 <<http://www.bea.gov/regional/gsp/>> accessed July 9, 2009;

and calculations by Hawaii State Department of Business, Economic Development & Tourism.

2/ For 1980-1994 Pannell Kerr Forster, *Trends in the Hotel Industry, Hawaii* (monthly). For 1995-2009 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  
 <<http://data.bls.gov/PDQ/servlet/SurveyOutputServlet>> accessed June 2, 2010.

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 2009**

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
2008	1,262,237	1,057,133	205,104	72,080	57,386	14,694
2009	1,244,534	1,032,158	212,376	69,243	56,366	12,877

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



**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:  
2005 TO 2009**

[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]

<b>Mailing address</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Issued by Honolulu Office	83,299	85,731	143,432	89,912	68,030
Mailed to Hawaii addresses	52,967	52,570	59,399	68,876	44,797
Mailed outside the state	30,332	33,161	84,033	21,036	23,233

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

**Table 7.41-- PERFORMING ARTS, FOR OAHU: 2008-2009 SEASON**

<b>Name of organization and type of performance</b>	<b>Productions</b>	<b>Performances</b>	<b>Attendance</b>
All reporting groups	116	908	431,319
Department of Enterprise Services, total	80	163	283,319
Dance	10	19	21,152
Classical concerts	33	47	52,803
Operas	4	22	20,638
Pop/rock shows	23	25	83,238
Stage shows	10	50	105,488
Diamond Head Theatre	6	91	39,588
Hawaii Pacific University (Hawaii Loa Campus)	2	38	1,900
Honolulu Theater for Youth	7	435	76,729
Kennedy Theatre	15	74	15,743
Manoa Valley Theatre	6	107	14,040

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

**Table 7.42-- SYMPHONY ORCHESTRA ACTIVITIES:  
1989-1990 TO 2008-2009**

<b>Season</b>	<b>Average number of orchestra personnel</b>	<b>Number of performances</b>	<b>Total attendance</b>	<b>Operating expenses (dollars)</b>
<b>HONOLULU SYMPHONY ORCHESTRA</b>				
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 1/	-	-	-	1,380,547
<b>HAWAII SYMPHONY ORCHESTRA</b>				
1994-1995 2/	62	115	120,000	4,700,000
<b>HONOLULU SYMPHONY ORCHESTRA</b>				
1995-1996 3/	80	45	65,000	2,343,305
1996-1997 4/	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 5/	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
2006-2007	80	48	45,894	7,216,559
2007-2008	80	37	52,953	8,813,767
2008-2009	80	37	64,775	8,310,431

1/ Concert season eliminated by musicians' strike.

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

3/ 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.

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

5/ 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: 2007 TO 2009**

[Calendar year data unless otherwise specified]

Island and cultural attraction	2007	2008	2009
OAHU			
Atlantis Submarines	370,186	315,753	263,765
Atlantis Cruises	110,867	94,890	83,602
Battleship Missouri Memorial	405,602	389,114	327,219
Bernice P. Bishop Museum 1/	287,517	310,419	317,001
The Contemporary Museum 2/	25,785	24,667	24,076
Diamond Head State Monument 1/3/	584,909	4/ 536,009	730,000
Foster Botanical Garden	38,838	41,593	44,632
Harold L. Lyon Arboretum	32,000	35,000	(NA)
Hawaii Maritime Center 1/	18,881	17,743	5/ 12,147
Hawaii's Plantation Village	51,434	42,178	39,844
Hawaii State Art Museum 1/	33,159	27,007	30,265
Honolulu Academy of Arts	250,119	237,922	226,885
Honolulu Police Department Museum	5,250	5,150	5,325
Honolulu Zoo	1/ 601,510	599,442	615,605
Ho'omaluhia Botanical Garden	98,802	119,268	138,223
Iolani Palace State Monument	6/ 77,491	6/ 76,722	80,362
Judiciary History Center	37,659	34,260	35,848
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	108,293	96,238	96,323
Polynesian Cultural Center	719,221	657,553	654,852
Puu o Mahuka Heiau State Monument 1/	54,300	7/ 48,327	8/ 46,442
Queen Emma Summer Palace	14,310	16,816	14,835
Royal Mausoleum State Monument 1/	34,600	7/ 30,794	8/ 29,593
Sea Life Park Hawaii	242,418	212,383	192,070
Tropic Lightning Museum, Schofield Barracks	6/ 10,978	6/ 12,081	11,671
Ulu Po Heiau State Monument 1/	4,100	7/ 3,649	8/ 3,507
U.S. Army Museum, Ft. DeRussy	97,783	93,620	95,695
U.S.S. Arizona Memorial 9/	1,557,336	1,407,879	1,276,868
U.S.S. Bowfin Submarine Museum	224,551	220,371	220,371
University of Hawaii Art Gallery 10/	50,000	6/ 53,030	53,222
Waikiki Aquarium 1/	317,313	310,742	297,533
Waimea Valley Audubon Center 11/	195,994	(12/)	(12/)
HAWAII			
Amy B. H. Greenwell Ethnobotanical Garden	13,794	14,659	13,442
Astronaut Ellison S. Onizuka Space Center	16,382	16,243	16,080
H.N. Greenwell Store 13/	5,780	6/ 2,432	1,200

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**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL  
ATTRACTIONS: 2007 TO 2009 -- Con.**

Island and cultural attraction	2007	2008	2009
HAWAII - con.			
Hawaii Tropical Botanical Garden	79,372	74,277	69,560
Hawaii Volcanoes National Park 9/ 14/	1,467,779	1,270,538	1,233,105
Hulihee Palace	15,112	(15/)	16 / 8,940
Kaloko-Honokohau National Historical Park 9/	119,237	104,835	166,380
Kona Coffee Living History Farm	9,197	6/ 5,762	3,682
Lyman House Memorial Museum	14,554	6/ 13,750	12,582
Nani Mau Gardens	(NA)	145,812	111,587
Pacific Tsunami Museum	18,300	16,700	16,031
Panaewa Rainforest Zoo	172,315	166,780	182,286
Parker Ranch Historic Homes	21,550	16,263	17/ 11,192
Parker Ranch Visitor Center	17,201	7,104	18/ -
Pu'uuhonua O Honaunau NHP 9/	489,785	414,667	397,665
Pu'ukohola Heiau National Historic Site 9/	104,907	92,584	99,042
Volcano Art Center	100,000	90,000	10/ 100,000
MAUI			
Alexander & Baldwin Sugar Museum	38,453	29,332	27,412
Aquarium Maui/Maui Ocean Center	471,570	366,754	311,776
Haleakala National Park 9/	1,322,817	1,185,068	1,109,104
Halekii-Pihana Heiaus State Monument 1/	12,000	7/ 10,176	7/ 9,240
Hana Cultural Center	8,561	8,384	6,758
Iao Valley State Monument 1/	431,400	7/ 365,827	7/ 332, 171
Kula Botanical Garden	29,275	29,575	30,400
Lahaina Restoration Foundation	169,159	108,683	(NA)
Baldwin Missionary Home Museum	43,335	40,133	(NA)
Hale Pa'ahao (Old Lahaina Prison)	28,927	28,022	(NA)
Hale Pa'i Printing House	1,364	1,416	(NA)
Wo Hing Temple Museum	95,533	39,112	(NA)
Maui Historical Society Bailey House Museum	6/ 12,962	6/ 12,092	10,042
Whalers Village Museum	221,562	164,757	228,010
KAUAI			
Grove Farm Homestead	2,895	2,725	3,039
Kauai Museum	21,373	14,400	(NA)
Kilauea Point National Wildlife Refuge	478,000	459,000	451,000
Kokee Natural History Museum	104,975	103,910	93,329
Waioli Mission House	19/ 592	817	1,190

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**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL  
ATTRACTIONS: 2007 TO 2009 -- Con.**

Island and cultural attraction	2007	2008	2009
MOLOKAI			
Kalaupapa National Historical Park 9/	60,992	60,934	30,654
Kalaupapa Settlement	9,292	9,094	8,415

NA Not available.

1/ Fiscal year ending June 30.

2/ The Contemporary Museum also manages the First Hawaiian Center Gallery (2007 attendance--49,081, 2008 attendance--49,128 and 2009 attendance--49,555).

3/ 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/ Actual numbers based on fiscal year period.

5/ The Bishop Museum will be temporarily ceasing public operations at its Hawai'i Maritime Center, effective May 1, 2009.

6/ Revised from previous Data Book.

7/ The data were derived by using the 2007 HTA survey figures and decreasing with a year-to-date percentage decrease by island for out-of-state visitors.

8/ The data were derived by using the 2008 figure and applying a year-to-date decrease for Oahu of 3.9 percent.

9/ Data included in Data Book prior to 2003 may not be comparable to present figures, as present figures only include recreation visits.

10/ Data are estimates.

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

12/ Closed.

13/ Renamed from Greenwell Store Museum.

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

15/ Closed for renovation.

16/ Reopened in October 2009. Counts only from October to December, 2009. attendance--3,478). Closed on June 1, 2008.

17/ Closed in December 2009.

18/ Closed in December 2008.

19/ 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 2009**

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
2008	369,110	357,784	11,326	4,536,505
2009	369,111	357,784	11,326	4,312,818
AREAS: 2009				
Hawaii Volcanoes National Park 1/	323,431	323,431	-	1,233,105
Haleakala National Park	33,223	33,222	(2/)	1,109,104
Pu'uuhonua o Honaunau National Historical Park	420	420	-	397,665
Kaloko-Honokohau National Historical Park	1,161	616	545	166,380
Pu'ukohola Heiau National Historic Site	86	61	25	99,042
U.S.S. Arizona Memorial	11	11	-	1,276,868
Kalaupapa National Historical Park	10,779	23	10,756	30,654

1/ Federal land includes 9,654.67 acres under the custody and administration of the National Park Service with their inclusion in the park pending.

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

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 and <<http://www2.nature.nps.gov/stats/>> for 2008 accessed on July 9, 2009 and <<http://www.nature.nps.gov/stats/acreagemenu.cfm>> for 2009 accessed on August 2, 2010.

**Table 7.45-- STATE PARKS AND HISTORIC SITES: 1991 TO 2009**

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	33,977	761.1	10,118
2008	71	33,977	872.6	2/ 7,894
2009 3/	69	33,942	872.6	7,330
ISLAND: 2008 4/				
Hawaii	19	7,536.0	258.3	1,336
Maui	8	332.7	38.4	1,182
Molokai	2	236.7	10.0	8
Oahu	32	12,020.3	279.8	2,856
Kauai	10	13,851.6	130.6	2,512
ISLAND: 2009 5/				
Hawaii	19	7,536.0	258.3	1,237
Maui	8	332.7	38.4	1,069
Molokai	2	236.7	10.0	8
Oahu	30	11,985.0	279.8	2,745
Kauai	10	13,851.6	130.6	2,271

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.

2/ Revised from previous *Data Book*.

3/ Exclude Kaka'ako Waterfront Park and Kewalo Basin.

4/ The data represents the total number of visitors in 2007 per island with a year-to-date decrease by island in out-of-state visitors (Hawai'i -18.4%; Maui -15.2%; Molokai -16.4%; O'ahu -11.0% and Kaua'i -20.4%).

5/ The data represents the total number of visitors in 2008 per island with a year-to-date decrease by island for out-of-state visitors (Hawaii -7.4%; Maui -9.2%; Molokai no change; Oahu -3.9%; and Kauai -9.6%).

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

**Table 7.46-- MAJOR STATE PARKS: 2008 AND 2009**

[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	
2008 1/			
Na Pali Coast State Park	6,175.0	4.0	336,788
Ahupua`a `O Kahana State Park	5,256.5	26.0	78,498
Kokee State Park	4,345.0	55.0	241,904
Waimea Canyon State Park	1,837.4	10.0	342,837
Kekaha Kai State Park	1,745.5	5.0	192,331
Sacred Falls (Kaluanui) State Park 2/	1,374.2	10.0	(NA)
Wailua River State Park	1,217.2	37.4	706,928
2009 3/			
Na Pali Coast State Park	6,175.0	4.0	304,456
Ahupua`a `O Kahana State Park	5,256.5	26.0	75,437
Kokee State Park	4,345.0	55.0	218,681
Waimea Canyon State Park	1,837.4	10.0	309,925
Kekaha Kai State Park	1,745.5	5.0	178,099
Sacred Falls (Kaluanui) State Park 2/	1,374.2	10.0	(NA)
Wailua River State Park	1,217.2	37.4	639,063

NA Not available.

1/ The total number of visitors by park for 2008 was calculated by using the 2007 HTA survey data and decreasing it with a year-to-date percentage decrease by island in out-of-state visitors.

2/ Park closed since May 1999.

3/ The total number of visitors by park for 2009 was derived using the 2008 figure and decreasing it with a year-to-date percentage decrease by island in out-of-state visitors.

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

**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:  
2004 TO 2009**

[As of December 31]

<b>Island</b>	<b>Total sites</b>	<b>Listed Hawaii Register only</b>	<b>Listed National Register only</b>	<b>Listed both Hawaii and National Register</b>	<b>Eligible for National Register 1/</b>
2004					
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
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

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**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:  
2004 TO 2009 -- Con.**

<b>Island</b>	<b>Total sites</b>	<b>Listed Hawaii Register only</b>	<b>Listed National Register only</b>	<b>Listed both Hawaii and National Register</b>	<b>Eligible for National Register 1/</b>
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
2008					
State total	736	362	103	229	42
Oahu	338	170	64	80	24
Maui	162	80	13	66	3
Hawaii	157	77	21	49	10
Kauai	79	35	5	34	5
2009					
State total	755	382	103	229	41
Oahu	348	180	64	80	24
Maui	161	80	13	66	2
Hawaii	166	86	21	49	10
Kauai	80	36	5	34	5

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

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

**Table 7.48-- ZOOS: 2005 TO 2009**

<b>Subject and Zoo</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Species: 1/					
Honolulu Zoo	234	229	247	214	207
Panaewa Rainforest Zoo (Hilo)	83	84	102	99	97
Individuals: 1/					
Honolulu Zoo	1,009	995	1,035	889	898
Panaewa Rainforest Zoo (Hilo)	175	212	203	208	202
Attendance:					
Honolulu Zoo 2/	513,931	568,952	601,510	599,442	615,605
Panaewa Rainforest Zoo (Hilo)	163,176	171,958	172,315	166,780	182,286

1/ Animal and bird inventory, December 31.

2/ Fiscal year ending June 30, 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: 2009**

[As of June 30. For annual attendance, see table 7.43]

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	136	878	486	3,540
Fishes	81	532	223	1,022
Reptiles	1	32	-	-
Mammals	6	47	1	2
Invertebrates	37	221	262	2,516
Birds	11	46	-	-

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



**Table 7.50-- COUNTY PARKS, BY ISLAND: 2007 TO 2009**

[As of December 31]

Island	Number			Acreage		
	2007	2008	2009	2007	2008	2009
State totals	594	610	610	8,324	8,548	8,553
Hawaii	126	126	126	1,734	1,734	1,734
Maui	102	112	112	675	1,070	1,070
Lanai	4	4	4	14	14	14
Molokai	13	13	13	100	100	100
Oahu 1/	282	288	288	5,314	5,143	5,148
Kauai	67	67	67	487	487	487

1/ The changes reflected in the 2008 data are the result of reclassification of properties under the jurisdiction of the Department of Parks and Recreation.

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: 2009**

<b>Beach park</b>	<b>Estimated attendance 1/</b>	<b>Rescues</b>	<b>Drownings</b>	<b>Surfing accidents</b>
All parks	15,161,543	1,920	3	567
Ala Moana	2,414,038	111	1	14
Alii/Haleiwa	210,680	62	1	12
Bellows	70,040	10	-	1
Ehukai	277,907	67	-	38
Hanauma	889,735	307	-	-
Kailua	365,460	20	-	-
Keauwaula	156,817	53	-	2
KeWaena	185,678	22	1	14
Kualoa	115,456	10	-	-
Mali	421,639	92	-	2
Makaha	344,445	56	-	14
Makapuu	151,646	140	-	5
Nanakuli	602,399	82	-	4
Pokai Bay	452,072	17	-	-
Sandy	355,463	396	-	64
Sunset	276,186	41	-	18
Waikiki	7,129,379	331	-	346
Waimanalo	211,670	9	-	4
Waimea	530,833	94	-	29

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

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

**Table 7.52-- SWIMMING AND SURFING SITES, BY ISLAND**

<b>Subject</b>	<b>State total 1/</b>	<b>Hawaii</b>	<b>Maui</b>	<b>Lanai</b>	<b>Molokai</b>	<b>Oahu</b>	<b>Kauai</b>
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 2009**

[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
2008	91	19	13	2	1	47	9
2009	92	19	13	2	1	48	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
2008	314	43	43	4	2	200	22
2009	318	43	46	4	2	201	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: 2009**

Status, island, and ownership	Number of golf courses						Number of holes
	Total	9-hole	18-hole	27-hole	36-hole	54-hole	
State total	77	8	58	3	7	1	1,503
Hawaii	18	2	13	-	3	-	360
Municipal	1	-	1	-	-	-	18
Private	17	2	12	-	3	-	342
Maui	10	-	7	-	2	1	252
Municipal	1	-	1	-	-	-	18
Private	9	-	6	-	2	1	234
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 March 30, 2010.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,  
FOR OAHU: 1991 TO 2009**

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
2008	6	99	578,082	7,622
2009	6	99	563,589	7,636

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 2010**

[The Sony Open is held at the Waialae Country Club golf course. Distance is 7,044 yards par is 70/280. Distance changed from 7,060 yards in 2007. 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
2009	72	265	15	5,400,000	972,000
2010	72	265	15	5,500,000	990,000

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, 2009**

Island	Public hunting areas		Other wildlife sanctuaries and refuges	
	Number	1,000 acres	Number	1,000 acres
State total	61	1,196.6	55	94.8
Hawaii	26	905.4	8	83.3
Maui	7	90.7	11	0.3
Lanai	1	30.8	4	(1/)
Molokai	1	16.0	6	(1/)
Oahu	12	25.0	19	0.6
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: 2003 TO 2009**

[Fiscal years ending June 30]

Type of license	2003	2004	2005	2006	2007	2008	2009
Freshwater fishing	5,521	6,173	5,655	6,059	6,787	6,857	8,279
Hunting	9,095	8,693	8,223	8,345	6,856	1/ 7,803	9,653

1/ Revised from previous *Data Book*.

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 2009**

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
2008	23,231	20,062	2:14:35	2:32:36
2009	23,469	20,323	2:12:14	2:28:34

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 2009**

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
2008	1,731	1,634	8:17:45	9:06:23
2009	1,778	1,650	8:20:21	8:54:02

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>> and 1999-2009 race results from <<http://www.ironmanlive.com>> accessed on October 26, 2009.

**Table 7.62-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES  
AND WINNING TIMES: 1985 TO 2009**

[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
2009	86	7:08:17:11	5:07:52:20

Source: Transpac 2009 website <<http://www.transpacrace.com>> accessed November 30, 2009.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:  
2003-2004 TO 2009-2010 SEASONS**

<b>Bowl</b>	<b>2003- 2004</b>	<b>2004- 2005</b>	<b>2005- 2006</b>	<b>2006- 2007</b>	<b>2007- 2008</b>	<b>2008- 2009</b>	<b>2009- 2010</b>
Hawaii Bowl	25,551	39,754	16,134	40,623	24,079	43,487	20,217
Hula Bowl	9,128	12,122	7,065	7,919	1/ 2,000	(2/)	(2/)
Pro Bowl	50,125	50,127	50,225	50,410	50,044	49,958	(3/)

1/ 2007-2008 figure represent an estimate as number reported at a "about 2,000."

2/ The Hula Bowl, usually held in January, was not played in 2009 and 2010.

3/ Held in Miami.

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

**Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF HAWAII AT MANOA: 2005-2006 TO 2008-2009**

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

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
<b>2005-2006</b>						
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
<b>2006-2007</b>						
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
<b>2007-2008</b>						
Baseball	60	29	31	-	28	72,310
Basketball (men's)	30	11	19	-	18	111,072
Basketball (women's)	30	12	18	-	19	29,949
Football	13	12	1	-	7	304,600
Volleyball (men's)	27	11	16	-	15	41,399
Volleyball (women's)	33	27	6	-	19	122,588
<b>2008-2009</b>						
Baseball	58	32	26	-	31	92,717
Basketball (men's)	30	13	17	-	20	117,779
Basketball (women's)	31	8	23	-	16	17,339
Football	14	7	7	-	2/ 8	2/ 328,081
Volleyball (men's)	27	9	18	-	17	43,520
Volleyball (women's)	35	31	4	-	23	136,715

1/ Volleyball data refer to matches.

2/ Includes 45,718 attendance for Sheraton Hawai'i Bowl (counts as home game for NCAA purposes).

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:  
2003-2004 TO 2008-2009 SEASONS**

[Data are for Oahu only (OIA)]

<b>Sport</b>	<b>Players</b>	<b>Games 1/</b>	<b>Attendance</b>	<b>Expenditure 2/ (dollars)</b>
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
2007-2008				
Baseball	Boys	(NA)	(NA)	23,185
Basketball	Boys and girls	671	20,439	142,126
Football	Boys	179	120,961	167,111
2008-2009				
Baseball	Boys	(NA)	(NA)	24,170
Basketball	Boys and girls	556	19,325	141,018
Football	Boys	166	83,550	164,163

NA Not available

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 2009**

<b>Year</b>	<b>Number of promoters</b>	<b>Number of shows</b>	<b>Paid attendance</b>	<b>Gross receipts (dollars)</b>
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	-	-	-
2008	2	3	450	16,000
2009	3	4	3,599	227,150

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

**Table 7.67-- DOG LICENSES ISSUED, BY ISLAND: 1993 TO 2009**

[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
2008	50,919	6,186	7,009	16	32	35,129	2,547
2009	52,623	7,881	5,039	25	36	35,129	4,513

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 1999-2009).