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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: 2012*.

Table 7.01-- PASSENGERS ARRIVING, BY POINT OF ORIGIN AND TRANSIT STATUS: 2004 TO 2013

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

Point of origin and status	2004	2005	2006	2007	2008
All directions	8,225,648	8,840,063	9,049,713	9,011,455	8,034,872
Landing	8,101,166	8,713,112	8,937,555	8,910,672	8,021,780
Intransit	124,482	126,951	112,158	100,783	13,092
Domestic	5,914,311	6,460,134	6,793,781	6,810,847	6,009,005
Landing	5,911,004	6,436,275	6,772,702	6,791,906	6,005,133
Intransit	3,307	23,859	21,079	18,941	3,872
International	2,311,337	2,379,929	2,255,932	2,200,608	2,025,867
Landing	2,190,162	2,276,837	2,164,853	2,118,766	2,016,647
Intransit	121,175	103,092	91,079	81,842	9,220
Point of origin and status	2009	2010	2011	2012	2013
All directions	7,718,206	8,258,740	8,556,041	9,232,172	9,513,611
Landing	7,709,202	8,255,465	8,510,128	9,216,594	9,283,117
Intransit	9,004	3,275	45,913	15,578	230,494
Domestic	5,751,759	6,086,335	6,278,333	6,551,222	6,631,539
Landing	5,748,379	6,083,060	6,258,790	6,551,222	6,527,077
Intransit	3,380	3,275	19,543	-	104,462
International	1,966,447	2,172,405	2,277,708	2,680,950	2,882,072
Landing	1,960,823	2,172,405	2,251,338	2,665,372	2,756,040
Intransit	5,624	-	26,370	15,578	126,032

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: 2011 TO 2013**

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

Year and point of origin	All types	Visitors to Hawaii	Returning residents	Intended residents
PARTIES 1/				
2011, total	(NA)	3,392,951	567,242	(NA)
Domestic	3,104,318	2,581,983	499,561	22,774
International	(NA)	810,968	67,682	(NA)
2012, total	(NA)	3,685,448	573,628	(NA)
Domestic	3,231,805	2,701,761	506,934	23,110
International	(NA)	983,686	66,695	(NA)
2013, total	(NA)	3,705,213	549,654	(NA)
Domestic	3,183,430	2,670,556	491,605	21,269
International	(NA)	1,034,657	58,049	(NA)
PASSENGERS				
2011, total	8,556,041	7,174,397	1,292,290	(NA)
Domestic	6,278,333	5,127,291	1,088,058	43,441
International	2,277,708	2,047,106	204,232	(NA)
2012, total	9,232,172	7,867,143	1,305,370	(NA)
Domestic	6,551,222	5,403,025	1,104,116	44,082
International	2,680,950	2,464,118	201,254	(NA)
2013, total	9,513,611	8,003,474	1,239,061	(NA)
Domestic	6,631,539	5,405,300	1,081,195	40,583
International	2,882,072	2,598,174	157,866	(NA)

NA Not available.

1/ Not surveyed for intransit passengers.

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 2013**

[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 2013 -- 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
2010	6,916,894	4,957,352	1,959,542	177,949	136,407	41,542
2011	7,174,397	5,127,291	2,047,106	185,824	142,027	43,797
2012	7,867,143	5,403,025	2,464,118	201,267	148,887	52,380
2013	8,003,474	5,405,300	2,598,174	202,876	149,213	53,663

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

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2012 AND 2013**

[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/	2012			2013		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	7,867,143	5,403,025	2,464,118	8,003,474	5,405,300	2,598,174
US West MMA 2/	3,178,824	3,133,196	45,628	3,211,429	3,143,177	68,252
US East MMA 3/	1,699,625	1,646,697	52,928	1,701,852	1,628,677	73,175
Japan MMA	1,465,654	7,319	1,458,335	1,518,517	7,727	1,510,790
Canada MMA	499,144	203,533	295,611	517,011	218,097	298,914
Other Asia MMA 4/	289,977	56,755	233,222	335,072	56,786	278,286
China	116,866	42,843	74,023	125,011	39,768	85,243
Hong Kong	4,915	1,786	3,129	5,447	2,786	2,661
Korea	153,338	8,762	144,576	177,113	10,049	167,064
Singapore	6,089	1,456	4,633	4,822	1,423	3,399
Taiwan	8,769	1,908	6,861	22,679	2,760	19,919
Oceania MMA 5/	273,039	59,815	213,224	355,568	73,765	281,803
Australia	247,150	54,423	192,727	305,063	64,297	240,766
New Zealand	25,889	5,392	20,497	50,505	9,468	41,037
Europe MMA 6/	129,252	108,979	20,273	136,805	114,934	21,871
United Kingdom	45,664	38,862	6,802	46,616	39,450	7,166
France	18,258	10,206	8,052	19,827	11,833	7,994
Germany	40,044	36,703	3,341	43,531	39,356	4,175
Italy	11,085	10,450	635	11,014	10,117	897
Switzerland	14,200	12,757	1,443	15,818	14,179	1,639
Latin America MMA 7/	25,519	24,576	943	30,265	28,898	1,367
Argentina	4,027	3,920	107	5,425	5,273	152
Brazil	12,734	12,258	476	14,854	14,293	561
Mexico	8,758	8,398	360	9,986	9,332	654
Other MMA 8/	306,110	162,156	143,954	196,955	133,239	63,716

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2012 AND 2013 -- 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 2013

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

Year	Total	Domestic	International
1993	53,836,611	36,656,820	17,179,791
1994	57,169,825	39,384,934	17,784,891
1995	57,340,911	38,561,739	18,779,172
1996	57,936,622	38,944,059	18,992,563
1997	57,373,493	39,427,198	17,946,295
1998	57,446,913	40,904,938	16,541,975
1999	60,020,237	43,069,177	16,951,060
2000	61,721,150	45,179,587	16,541,563
2001	57,760,242	43,108,798	14,651,444
2002	58,471,088	44,175,694	14,295,394
2003	58,782,699	45,036,982	13,745,717
2004	62,761,989	48,441,764	14,320,225
2005	67,687,479	52,704,668	14,982,811
2006	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
2010	64,951,433	49,788,583	15,162,850
2011	67,825,871	51,839,799	15,986,073
2012	73,663,903	54,492,680	19,171,224
2013	74,049,772	54,462,717	19,587,054

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:
2012 AND 2013**

[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	2012			2013		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	201,267	148,887	52,380	202,876	149,213	53,663
Oahu	97,989	59,760	38,229	96,054	57,079	38,974
Hawaii County	28,559	24,057	4,502	29,255	24,500	4,755
Kauai County	22,318	20,835	1,484	23,334	21,689	1,645
Maui County	52,401	44,235	8,166	54,233	45,944	8,289
Maui	50,976	42,979	7,997	52,798	44,675	8,124
Molokai	707	623	84	725	638	87
Lanai	718	634	84	710	632	78

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

Table 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREA VISITED: 2012 AND 2013

[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	2012			2013		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total 1/	7,867,143	5,403,025	2,464,118	8,003,474	5,405,300	2,598,174
Oahu	4,904,045	2,734,643	2,169,402	5,044,276	2,732,456	2,311,820
Kauai	1,084,681	977,820	106,861	1,114,354	987,818	126,537
Maui County 1/	2,353,329	1,952,718	400,611	2,401,733	1,958,891	442,842
Maui	2,309,194	1,914,706	394,488	2,358,784	1,921,362	437,421
Molokai	53,323	41,740	11,583	55,157	42,663	12,494
Lanai	72,649	58,877	13,772	74,310	58,334	15,975
Hawaii County 1/	1,433,282	1,072,678	360,604	1,435,245	1,055,383	379,862
Hilo	526,435	361,420	165,015	524,705	357,282	167,423
Kona	1,191,469	931,250	260,219	1,201,253	913,854	287,399
One island only	6,373,712	4,392,213	1,981,499	6,465,226	4,392,067	2,073,159
Oahu only	3,649,150	1,937,947	1,711,202	3,745,371	1,936,008	1,809,363

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 Research.

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINT OF ORIGIN: 2012 AND 2013

[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
2012			
Residence (percent)			
United States	62.0	88.5	4.0
Pacific and Mountain States	40.4	58.0	1.9
California	23.4	33.6	0.9
Males per 100 females	92.4	96.5	76.1
Persons per party	2.2	2.0	2.5
Arriving June-August (percent)	27.1	27.7	25.8
Repeat visitors (percent)	65.0	70.8	52.2
Pleasure trip (percent)	83.4	82.2	86.1
In hotel only	55.8	46.5	76.1
One island only	81.0	81.3	80.4
2013			
Residence (percent)			
United States	61.4	88.3	5.4
Pacific and Mountain States	40.1	58.1	2.6
California	23.0	33.4	1.4
Males per 100 females	(NA)	(NA)	(NA)
Persons per party	2.2	2.0	2.5
Arriving June-August (percent)	27.5	28.4	25.6
Repeat visitors (percent)	65.3	71.0	53.6
Pleasure trip (percent)	83.7	82.6	86.0
In hotel only	55.3	45.2	76.3
One island only	80.8	81.3	79.8

NA Not available.

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:
2012 AND 2013**

[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	2012	2013
United States	4,779,893	4,771,854
Pacific	2,558,886	2,548,978
Alaska	79,200	77,365
California	1,817,836	1,803,858
Oregon	200,289	201,869
Washington	461,561	465,887
Mountain	574,311	594,199
Arizona	155,940	165,660
Colorado	140,166	136,990
Idaho	39,538	46,097
Montana	23,375	25,280
Nevada	88,025	88,646
New Mexico	27,736	26,066
Utah	90,549	96,406
Wyoming	8,981	9,053
West North Central	200,691	196,435
Iowa	27,387	26,019
Kansas	24,362	24,059
Minnesota	70,241	68,742
Missouri	44,377	43,243
Nebraska	17,558	17,074
North Dakota	8,434	8,785
South Dakota	8,331	8,513
West South Central	300,282	288,044
Arkansas	13,145	12,919
Louisiana	17,404	16,838
Oklahoma	27,621	26,064
Texas	242,112	232,224
East North Central	344,260	335,549
Illinois	132,958	126,284
Indiana	39,323	38,289
Michigan	61,461	62,270
Ohio	65,183	64,309
Wisconsin	45,334	44,397

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:
2012 AND 2013 -- Con.**

Residence	2012	2013
East South Central	78,110	74,524
Alabama	19,321	17,524
Kentucky	19,238	18,131
Mississippi	8,323	7,661
Tennessee	31,227	31,207
New England	105,140	107,911
Connecticut	25,268	26,292
Maine	7,766	7,943
Massachusetts	51,946	53,502
New Hampshire	9,221	9,267
Rhode Island	6,099	5,980
Vermont	4,840	4,926
Middle Atlantic	256,818	270,350
New Jersey	68,618	72,970
New York	119,696	128,832
Pennsylvania	68,504	68,548
South Atlantic	361,396	355,864
Delaware	4,904	5,075
Washington, D.C.	8,771	8,977
Florida	95,117	95,885
Georgia	54,755	54,563
Maryland	48,971	46,564
North Carolina	44,461	45,659
South Carolina	19,149	18,922
Virginia	79,447	74,498
West Virginia	5,820	5,721

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

Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINT OF ORIGIN: 2012 AND 2013

[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	
	2012	2013	2012	2013
All visitors 1/	5,403,025	5,405,300	2,464,118	2,598,174
Purpose of visit 1/				
Pleasure (net)	4,442,043	4,462,342	2,122,518	2,234,804
Vacation	4,214,148	4,244,352	1,765,855	1,880,498
Honeymoon	232,011	222,612	351,526	348,199
Wedding	56,416	53,767	69,560	65,406
Meetings, conventions, incentive 1/	290,539	294,488	120,021	121,292
Convention/conference	179,497	177,610	58,342	42,815
Corporate meeting	64,935	65,899	17,332	8,105
Incentive	57,387	62,944	46,450	72,848
Other business	222,574	216,707	25,301	22,897
Visit friends or relatives	598,769	596,182	77,372	75,536
Government or military	82,787	62,051	9,617	7,296
Attend school	13,587	13,688	9,623	6,495
Sport event	57,885	64,942	50,319	41,142
Traveler method				
Group tour	179,657	172,574	514,929	508,872
Package	1,251,192	1,168,563	1,474,470	1,564,526
Group tour and package	124,126	117,336	460,450	454,460
True independent	4,096,301	4,181,499	935,170	979,235
Accommodations				
Hotel	2,998,669	2,929,039	1,992,730	2,112,954
Hotel only	2,512,675	2,441,119	1,873,972	1,983,628
Condo	1,069,707	1,108,310	318,320	350,864
Condo only	839,144	870,184	248,251	268,573
Timeshare	654,916	653,479	106,978	105,213
Timeshare only	506,420	504,749	79,723	81,731
Rental house	385,764	438,965	50,697	53,598
Bed & breakfast	62,343	64,198	11,396	15,708
Cruise ship	109,478	101,643	17,859	22,473
Friends, relatives	630,613	630,221	82,461	71,705

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.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012

[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	93.5	92.4	95.8	89.0
Self-guided/DriveAroundIsland	84.7	84.8	84.4	55.0
Helicopter/Airplane Tour	8.1	5.8	12.5	2.4
Boat/Submarine Tour, WhaleWatching	24.1	20.6	31.1	13.4
Visit Communities	29.7	28.9	31.3	22.7
Limo, Van/Bus Tour	11.2	7.4	18.7	39.6
ScenicViews/NaturalLandmarks	62.0	59.0	67.9	27.5
Movie/TV film location	4.0	3.2	5.5	4.4
Recreation	94.7	94.4	95.3	82.7
Beach/sunbathing/swimming	86.9	86.9	86.9	64.9
Surfing/bodyboarding/paddleboarding	25.2	26.5	22.6	6.7
Canoeing/kayaking	11.8	12.1	11.2	2.9
Snorkeling/scuba diving	45.6	47.6	41.7	17.7
Jet skiing/parasailing/windsurfing	3.4	3.6	3.2	3.6
Golf	10.7	10.8	10.6	8.2
Running/jogging/fitness walking	37.7	38.4	36.3	20.9
Spa	11.2	11.1	11.5	6.8
Backpacking/hiking/camping	21.9	21.3	23.1	7.1
Agritourism	9.5	8.6	11.2	4.7
Sports event/tournament	3.4	3.2	3.9	2.4
StateParks/BotanicalGardens	43.1	40.7	47.8	14.1
Entertainment	98.5	98.7	98.2	93.9
Lunch/sunset/dinner/evening cruise	25.1	23.0	29.3	58.9
Live music/stage show	32.1	29.7	36.8	27.4
Nightclub/dancing/bar/karaoke	10.9	11.1	10.7	4.9
Fine dining	60.4	59.2	62.9	34.8
Family restaurant/diner	72.2	72.5	71.7	35.9
Fast Food	40.9	39.8	43.2	51.6
Cafe/Coffee House	41.7	43.5	38.0	45.2
Ethnic dining	32.6	31.3	35.0	11.2
Prepared own meal	56.7	61.1	48.2	17.0

Continued on next page.

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,
U.S. WEST, U.S. EAST, AND JAPAN: 2012 - Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.6	96.7	96.5	97.4
Mall/Department stores	52.3	52.6	51.7	84.3
Designer boutiques	24.9	24.9	24.8	43.6
Hotel stores	35.7	33.2	40.7	46.0
Swap meet/Flea market	25.7	26.6	24.0	14.0
Discount/outlet stores	23.6	23.1	24.5	33.3
Supermarkets	62.9	66.0	56.8	57.7
Farmers Market	33.0	36.0	27.2	19.5
Convenience Stores	47.1	46.8	47.7	67.4
Duty Free stores	3.5	3.4	3.6	58.6
Local shops/artisans	67.4	66.4	69.3	23.1
Culture	69.4	65.0	78.0	54.7
Historic military site	28.0	21.8	40.3	15.7
Other historic site	27.1	25.3	30.8	14.7
Museum/art gallery	21.2	21.0	21.5	7.7
Luau	30.9	25.9	40.7	3.6
Polynesian show/hula	20.6	18.2	25.2	29.3
Lessons, Hula/Canoeing	3.3	3.1	3.8	4.8
Ukulele Lessons	1.4	1.4	1.2	1.9
Play/concert/theatre	4.4	4.2	4.9	2.8
Art/craft fair	12.5	12.3	12.9	2.3
Festivals	3.8	3.5	4.2	3.0
Transportation	91.3	91.3	91.3	95.3
Airport Shuttle	31.7	30.3	34.3	31.5
Trolley	6.1	5.3	7.7	54.8
Public Bus	9.4	9.6	9.0	20.4
Tour Bus/Tour Van	15.3	10.6	24.6	49.7
Meeting	7.5	6.7	9.0	1.5
Convention	4.5	3.9	5.7	2.7

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2012 Visitor Satisfaction and Activity Report*
<[http://www.hawaii-tourism-authority.org/default/assets/File/reports/visitor-satisfaction/2012%20VSAT%20Report\(2\).pdf](http://www.hawaii-tourism-authority.org/default/assets/File/reports/visitor-satisfaction/2012%20VSAT%20Report(2).pdf)> accessed November 25, 2013.

Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2011

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	74.6	84.4	82.7	84.1
Somewhat satisfied	22.4	14.2	14.6	12.3
Somewhat dissatisfied	2.1	1.2	2.6	2.8
Not satisfied at all	0.8	0.3	0.1	0.7
Restaurants				
Very satisfied	61.3	64.1	60.4	59.6
Somewhat satisfied	35.9	31.8	33.3	35.7
Somewhat dissatisfied	2.2	4.0	5.4	3.9
Not satisfied at all	0.7	0.0	0.9	0.8
Shopping				
Very satisfied	67.9	62.2	53.2	52.8
Somewhat satisfied	29.7	33.5	41.9	41.4
Somewhat dissatisfied	2.0	3.8	4.4	4.9
Not satisfied at all	0.5	0.5	0.5	0.9
Golf				
Very satisfied	71.3	85.5	75.7	81.6
Somewhat satisfied	23.0	12.1	22.5	14.9
Somewhat dissatisfied	5.1	2.2	1.5	3.5
Not satisfied at all	0.6	0.3	0.3	0.0
Activities & attractions				
Very satisfied	75.1	76.1	77.9	70.3
Somewhat satisfied	22.4	22.1	18.6	25.1
Somewhat dissatisfied	2.3	1.6	3.1	4.2
Not satisfied at all	0.3	0.1	0.4	0.3
Transportation				
Very satisfied	66.6	73.2	49.4	48.4
Somewhat satisfied	26.0	19.6	32.7	29.1
Somewhat dissatisfied	6.5	5.6	12.5	13.9
Not satisfied at all	1.0	1.6	5.4	8.6
Airports				
Very satisfied	56.6	60.3	65.0	51.9
Somewhat satisfied	35.5	36.8	30.8	43.4
Somewhat dissatisfied	6.9	2.3	3.4	4.3
Not satisfied at all	1.0	0.6	0.8	0.4

Continued on next page.

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2011 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	74.5	80.7	83.8	76.1
Somewhat satisfied	22.2	17.4	14.7	20.4
Somewhat dissatisfied	2.9	1.8	1.3	3.3
Not satisfied at all	0.5	0.2	0.1	0.3

Source: Hawaii Tourism Authority, Tourism Research, records.

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2011**

[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	74.9	84.5	81.3	81.3
Somewhat satisfied	22.0	14.5	15.4	15.1
Somewhat dissatisfied	2.4	0.7	3.3	2.5
Not satisfied at all	0.6	0.2	0.0	1.1
Restaurants				
Very satisfied	57.2	63.2	60.1	56.0
Somewhat satisfied	40.0	33.2	33.5	38.4
Somewhat dissatisfied	1.9	3.6	5.4	4.6
Not satisfied at all	0.9	0.0	1.1	1.0
Shopping				
Very satisfied	64.3	60.1	52.6	51.3
Somewhat satisfied	33.2	34.9	41.9	42.1
Somewhat dissatisfied	1.8	4.6	4.7	5.3
Not satisfied at all	0.8	0.5	0.8	1.3
Golf				
Very satisfied	68.4	85.2	71.2	79.3
Somewhat satisfied	25.4	11.9	27.1	17.5
Somewhat dissatisfied	6.2	2.8	1.7	3.3
Not satisfied at all	0.0	0.0	0.0	0.0
Activities & attractions				
Very satisfied	75.2	74.7	75.8	66.7
Somewhat satisfied	22.1	23.4	19.3	28.2
Somewhat dissatisfied	2.7	1.9	4.3	4.7
Not satisfied at all	0.1	0.0	0.6	0.5
Transportation				
Very satisfied	67.5	75.1	39.5	39.1
Somewhat satisfied	25.2	18.3	33.7	31.0
Somewhat dissatisfied	5.6	5.9	18.8	17.0
Not satisfied at all	1.7	0.8	8.1	12.8
Airports				
Very satisfied	52.6	59.2	65.5	47.8
Somewhat satisfied	37.4	38.2	30.3	46.8
Somewhat dissatisfied	8.8	2.0	3.7	4.9
Not satisfied at all	1.2	0.6	0.5	0.5
Parks & beaches				
Very satisfied	70.9	79.8	84.2	77.6
Somewhat satisfied	24.7	18.6	14.3	19.0
Somewhat dissatisfied	3.7	1.4	1.5	3.2
Not satisfied at all	0.7	0.3	0.0	0.3

Source: Hawaii Tourism Authority, Tourism Research, 2011 Visitor Satisfaction and Activity Report
<[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf)> accessed February 6, 2013 and records.

**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2011**

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	74.1	84.1	85.4	89.4
Somewhat satisfied	23.0	13.5	13.1	7.1
Somewhat dissatisfied	1.6	2.1	1.2	3.5
Not satisfied at all	1.2	0.3	0.3	0.0
Restaurants				
Very satisfied	67.3	66.0	61.0	66.5
Somewhat satisfied	29.8	28.9	33.1	30.6
Somewhat dissatisfied	2.7	5.1	5.4	2.6
Not satisfied at all	0.3	0.0	0.5	0.3
Shopping				
Very satisfied	72.9	66.6	54.2	55.6
Somewhat satisfied	24.8	30.8	41.8	40.2
Somewhat dissatisfied	2.3	2.1	3.9	4.2
Not satisfied at all	0.0	0.6	0.1	0.0
Golf				
Very satisfied	75.9	86.2	83.3	85.7
Somewhat satisfied	19.1	12.5	15.0	10.5
Somewhat dissatisfied	3.3	0.5	1.0	3.8
Not satisfied at all	1.7	0.8	0.8	0.0
Activities & attractions				
Very satisfied	74.9	78.9	81.6	77.0
Somewhat satisfied	22.8	19.6	17.3	19.6
Somewhat dissatisfied	1.7	1.2	1.0	3.3
Not satisfied at all	0.6	0.3	0.1	0.1
Transportation				
Very satisfied	65.5	70.0	66.2	63.1
Somewhat satisfied	26.8	21.9	30.9	25.9
Somewhat dissatisfied	7.5	5.0	2.0	9.0
Not satisfied at all	0.1	3.1	0.9	2.0
Airports				
Very satisfied	62.3	62.7	64.1	59.8
Somewhat satisfied	32.8	33.9	31.9	36.9
Somewhat dissatisfied	4.3	2.9	2.8	3.1
Not satisfied at all	0.6	0.6	1.2	0.3
Parks & beaches				
Very satisfied	79.8	82.7	83.2	73.2
Somewhat satisfied	18.5	14.5	15.5	23.1
Somewhat dissatisfied	1.6	2.8	1.0	3.5
Not satisfied at all	0.1	0.0	0.3	0.2

Source: Hawaii Tourism Authority, Tourism Research, *2011 Visitor Satisfaction and Activity Report*
[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf) accessed April 12, 2013 and records.

Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM JAPAN, BY GEOGRAPHIC AREA: 2011

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

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	51.9	64.7	(NA)	70.9
Somewhat satisfied	42.4	33.4	(NA)	27.1
Somewhat dissatisfied	4.9	1.9	(NA)	2.0
Not satisfied at all	0.8	0.0	(NA)	0.0
Restaurants				
Very satisfied	30.2	27.1	(NA)	31.6
Somewhat satisfied	56.3	60.5	(NA)	53.0
Somewhat dissatisfied	12.6	10.7	(NA)	13.8
Not satisfied at all	0.9	1.7	(NA)	1.6
Shopping				
Very satisfied	48.6	24.0	(NA)	17.7
Somewhat satisfied	46.1	47.8	(NA)	55.3
Somewhat dissatisfied	4.9	26.9	(NA)	23.5
Not satisfied at all	0.3	1.3	(NA)	3.5
Golf				
Very satisfied	43.9	61.7	(NA)	65.5
Somewhat satisfied	41.6	30.5	(NA)	27.0
Somewhat dissatisfied	13.2	7.8	(NA)	6.3
Not satisfied at all	1.3	0.0	(NA)	1.1
Activities & attractions				
Very satisfied	43.7	37.3	(NA)	46.9
Somewhat satisfied	48.4	49.7	(NA)	43.4
Somewhat dissatisfied	7.3	12.3	(NA)	9.2
Not satisfied at all	0.7	0.6	(NA)	0.4
Transportation				
Very satisfied	41.8	26.8	(NA)	22.3
Somewhat satisfied	47.5	41.1	(NA)	42.4
Somewhat dissatisfied	9.6	24.2	(NA)	24.9
Not satisfied at all	1.1	7.9	(NA)	10.4
Airports				
Very satisfied	25.6	22.1	(NA)	19.1
Somewhat satisfied	58.9	56.9	(NA)	57.0
Somewhat dissatisfied	14.5	19.0	(NA)	20.3
Not satisfied at all	1.1	1.9	(NA)	3.6
Parks & beaches				
Very satisfied	51.6	44.5	(NA)	49.6
Somewhat satisfied	43.8	49.7	(NA)	42.7
Somewhat dissatisfied	4.2	5.8	(NA)	6.3
Not satisfied at all	0.4	0.0	(NA)	1.4

NA Not available.

1/ Sample is too small for tabulation.

Source: Hawaii Tourism Authority, Tourism Research, *2011 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf)> accessed April 12, 2013 and records.

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012

[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	56.9	56.6	57.3	57.6
Above average	38.1	38.5	37.5	40.5
Below average	4.2	4.1	4.4	1.8
Poor	0.8	0.9	0.8	0.1
Maui				
Excellent	66.2	63.1	72.1	57.9
Above average	32.1	35.1	26.5	37.4
Below average	1.5	1.5	1.4	3.1
Poor	0.3	0.4	0.0	1.5
Molokai				
Excellent	58.6	58.3	58.9	26.6
Above average	26.6	28.8	23.6	73.4
Below average	13.5	10.8	17.3	0.0
Poor	1.3	2.1	0.1	0.0
Lanai				
Excellent	65.0	64.3	65.7	48.8
Above average	33.1	35.3	30.8	51.2
Below average	1.9	0.5	3.4	0.0
Poor	0.0	0.0	0.0	0.0
Big Island				
Excellent	62.3	62.1	62.7	60.1
Above average	35.3	35.5	35.1	38.0
Below average	2.3	2.4	2.1	1.5
Poor	0.1	0.0	0.1	0.4
Kauai				
Excellent	70.4	68.8	73.1	55.8
Above average	27.5	29.7	23.8	35.9
Below average	2.1	1.5	3.1	6.9
Poor	0.0	0.0	0.1	1.4

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2012 Visitor Satisfaction and Activity Report*
<http://www.hawaii-tourismauthority.org/research/reports/visitor-satisfaction/>
 accessed December 3, 2013 and records.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012

[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
Personal experience	65.6	68.6	59.6	39.5
Recommendations from friends or relatives	51.2	50.0	53.6	32.9
Information from hotels or resorts	47.7	46.1	50.8	36.4
Online travel booking site	40.6	41.3	39.0	35.4
Information from airline/commercial carriers	41.3	41.1	41.6	26.6
Online webpage or blog covering Hawaii	33.6	31.5	37.7	45.9
Books	27.2	26.0	29.5	48.9
Magazines	17.3	14.1	23.4	61.7
Travel agents	20.9	21.3	20.1	57.6
Companies specializing in packaged tours	20.1	17.1	26.0	28.3
Hawaii visitor bureaus websites'	19.0	16.4	24.0	20.9
Smartphone or tablet applications	18.0	18.0	17.9	12.6
Newspapers	9.2	9.9	8.0	6.0
Online social networking site	7.1	7.2	7.1	6.3

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 Tourism Authority, Tourism Research, *2012 Visitor Satisfaction and Activity Report*

<<http://www.hawaiitourismauthority.org/research/reports/visitor-satisfaction/>>

accessed December 4, 2013 and records.

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012

[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
Making airline reservations	78.3	80.7	73.4	32.8
Choosing an airline	73.8	75.6	70.4	34.9
Airport check-in	69.3	70.0	67.7	34.4
Checking the weather	53.8	54.0	53.5	55.8
Making hotel or other lodging reservations	59.5	60.1	58.5	32.5
Making car rental reservations	62.1	64.8	56.6	16.8
Planning activities	51.3	50.6	52.8	36.2
Finding restaurants	47.7	47.3	48.7	23.7
Estimating the costs of your trip	41.6	41.8	41.3	46.5
Deciding on vacation destination	40.6	42.7	36.4	35.4
Accessing maps and directions, GPS	37.1	36.8	37.7	38.6
Finding places to shop	27.8	27.6	28.2	49.2
Purchasing any tour or attraction packages	28.7	26.2	33.5	29.2
Other	1.2	1.1	1.4	2.4

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2012 Visitor Satisfaction and Activity Report*

<<http://www.hawaii tourism authority.org/research/reports/visitor-satisfaction/>>

accessed December 4, 2013.

**Table 7.19-- SAFETY ISSUES AND OTHER NUISANCES ENCOUNTERED
BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST,
AND JAPAN: 2011 AND 2012**

[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
2011				
No problems	90.1	90.4	89.6	90.2
Other nuisance				
Seeing homeless	(NA)	(NA)	(NA)	(NA)
Severe weather/natural calamities	5.2	5.1	5.3	7.1
Other negative	(NA)	(NA)	(NA)	(NA)
Service problems	(NA)	(NA)	(NA)	(NA)
Parking ticket	1.2	1.0	1.4	0.8
Safety issues				
Drug dealers	2.0	1.9	2.2	1.0
Verbal harassment	(NA)	(NA)	(NA)	(NA)
Car vandalized	0.7	0.7	0.6	0.4
Wallet stolen	0.9	1.1	0.6	1.2
Solicited by prostitutes	1.2	0.9	1.6	0.5
Violence	0.5	0.4	0.6	0.3
Room vandalized	0.1	0.0	0.1	0.2

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**Table 7.19-- SAFETY ISSUES AND OTHER NUISANCES ENCOUNTERED
BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST,
AND JAPAN: 2011 AND 2012-- Con.**

	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2012				
No problems	55.3	57.2	51.5	49.6
Other nuisance				
Seeing homeless	36.8	33.8	42.5	43.5
Severe weather/natural calamities	8.5	8.6	8.3	4.5
Other negative	7.4	7.5	7.0	6.3
Service problems	2.5	2.6	2.5	7.8
Parking ticket	2.4	2.6	2.1	1.6
Safety issues				
Drug dealers	2.3	2.5	1.9	1.3
Verbal harassment	1.5	1.4	1.9	2.9
Car vandalized	1.1	1.0	1.3	1.3
Wallet stolen	1.1	0.9	1.3	0.8
Solicited by prostitutes	0.9	1.0	0.8	0.5
Violence	0.3	0.3	0.3	0.2
Room vandalized	0.2	0.2	0.3	0.4

NA Not available.

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 Tourism Authority, Tourism Research, *2011 Visitor Satisfaction and Activity Report*, and *2012 Visitor Satisfaction and Activity Report*.

<<http://www.hawaiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed December 4, 2013.

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012**

[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
Visitation status				
First timers	21.9	14.7	36.0	41.9
Repeat visitors	78.1	85.3	64.0	58.1
Gender and median age				
Male	47.6	45.9	50.7	51.6
Female	52.4	54.1	49.3	48.4
Median age	45.0	47.0	42.0	40.0
Lifestyle/ lifestage segments				
Wedding/ honeymoon	3.1	2.2	4.8	14.1
Family	21.4	23.5	17.3	15.4
Young	10.0	9.9	10.4	12.6
Middle age	18.5	17.0	21.5	21.7
Seniors	27.1	25.8	29.5	35.2
Purpose of trip (multiple response)				
Vacation	82.6	84.3	79.5	85.5
Business meeting/ conduct business	7.6	7.0	8.6	1.8
Convention/ conference/ seminar	3.1	2.7	3.9	1.5
Incentive/ reward	1.3	0.8	2.2	1.9
Visit friends/ relatives	20.8	21.0	20.4	6.7
Get married	0.6	0.4	1.0	2.3
Attend/ participate in wedding	4.3	5.1	2.9	7.7
Honeymoon	2.5	1.5	4.5	10.8
Anniversary/ birthday	12.7	11.4	15.2	6.0
Cultural/ historical/ musical event	1.0	0.9	1.0	2.0
Sports event	2.5	2.7	2.3	4.1
Medical treatment	0.1	0.1	0.0	0.1
Shopping/ fashion	1.9	2.1	1.6	35.8
Education/ visit schools	0.8	0.6	1.3	1.1
Family gathering/ Reunion	7.4	7.8	6.7	5.0
Real estate purchase/ viewing	4.1	5.1	2.3	1.9
Other	5.4	5.4	5.5	4.6

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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: 2012--Con.

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
No, some high school	0.5	0.5	0.6	1.5
High school grad	6.5	5.7	8.1	27.5
Some college	14.1	15.1	12.1	5.9
Vocational/technical	3.4	3.3	3.6	10.8
2-year degree	9.5	10.7	7.2	9.3
4-year degree	34.3	34.9	33.2	40.3
Post grad degree	31.6	29.8	35.2	4.9
Employment status				
Self-employed	16.7	18.5	13.3	11.6
Employed, working for someone else	55.3	54.3	57.4	12.0
Retired	20.8	19.9	22.4	17.7
Student	2.1	2.1	2.2	7.3
Homemaker	3.6	3.8	3.4	14.8
Other	1.4	1.4	1.4	36.6
Visitors income				
up to \$40,000	7.8	8.0	7.4	16.3
\$40,000 to \$50,000	4.6	4.7	4.4	13.9
\$50,000 to \$60,000	6.8	6.4	7.5	10.6
\$60,000 to \$70,000	4.7	4.8	4.6	9.1
\$70,000 to \$80,000	6.0	5.8	6.5	7.7
\$80,000 to \$90,000	6.1	6.3	5.7	9.9
\$90,000 to \$100,000	6.8	6.7	7.0	9.3
\$100,000 to \$125,000	15.3	15.5	15.0	20.1
\$125,000 to \$150,000	9.3	9.3	9.2	1.0
\$150,000 to \$175,000	7.7	7.5	8.2	0.4
\$175,000 to \$200,000	4.6	4.7	4.2	0.5
\$200,000 to \$250,000	6.9	7.0	6.7	0.5
\$250,000 or more	13.4	13.3	13.5	0.5

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 Tourism Authority, Tourism Research, *2012 Visitor Satisfaction and Activity Report*
 <<http://www.hawaii tourism authority.org/research/reports/visitor-satisfaction/>> accessed December 4, 2013.

Table 7.21-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINT OF ORIGIN: 2012 AND 2013

[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	2012			2013		
	Total	Domestic	International	Total	Domestic	International
All visitors	7,867,143	5,403,025	2,464,118	8,003,474	5,405,300	2,598,174
1 to 6 days	2,648,922	1,156,379	1,492,543	2,713,863	1,141,731	1,572,131
7 to 12 days	3,972,292	3,277,637	694,654	4,033,475	3,294,039	739,436
13 to 30 days	1,142,781	892,285	250,497	1,162,360	894,427	267,933
31 to 365 days	103,147	76,724	26,424	93,775	75,102	18,673
Median (days)	7.31	8.00	6.00	7.30	8.00	6.00
Mean (days)	9.36	10.09	7.78	9.25	10.08	7.54

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:
2008 TO 2013**

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

Subject	2008	2009	2010	2011	2012	2013
Arrivals (1,000)	1,175	1,168	1,239	1,242	1,466	1,519
Average stay (days)	5.74	5.83	5.87	6.03	6.02	5.94
Expenditures (mil. dol.)	1,944	1,826	1,900	2,164	2,735	2,486

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: 1960-61 TO 2013

[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
1960-61	32.00	(NA)	1997	157.07	279.58
1965-66 1/	37.23	(NA)	1998	147.37	235.25
1974	46.20	123.00	1999	148.91	207.46
1977	54.62	146.85	2000	154.92	214.20
1980	71.24	185.00	2001	142.75	227.05
1983	85.88	227.32	2002	150.39	233.13
1986	95.40	299.00	2003	157.18	240.09
1987	102.49	324.00	2004	157.95	251.47
1988	121.44	350.00	2005	160.79	255.42
1989	126.57	322.00	2006	166.28	266.47
1990	136.30	294.04	2007	170.29	268.83
1991	140.54	344.29	2008	161.01	288.33
1992	117.14	344.68	2009	145.70	268.33
1993	116.15	306.54	2010	151.62	261.10
1994	133.79	340.88	2011	157.81	289.10
1995	132.73	356.15	2012	167.09	310.10
1996	137.04	286.89	2013	172.07	275.74

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: 1960-61 TO 2013

[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/
1960-61	29.8	107	1997	160.5	98
1965-66 2/	32.0	116	1998	163.0	90
1974	49.3	94	1999	166.6	89
1977	60.6	90	2000	172.2	90
1980	82.4	86	2001	177.1	81
1983	99.6	86	2002	179.9	84
1986	109.6	87	2003	184.0	85
1987	113.6	90	2004	188.9	84
1988	118.3	103	2005	195.3	82
1989	124.0	102	2006	201.6	82
1990	130.7	104	2007	207.3	82
1991	136.2	103	2008	215.3	75
1992	140.3	83	2009	214.5	68
1993	144.5	80	2010	218.1	70
1994	148.2	90	2011	224.9	70
1995	152.4	87	2012	229.6	73
1996	156.9	87	2013	233.0	74

1/ In constant (1982-84) dollars.

2/ Oahu only.

Source: Preceding table; U.S. Bureau of Labor Statistics, *CPI Detailed Report*

<<http://www.bls.gov/cpi/home.htm>> accessed on June 10, 2014 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: 2012 AND 2013

[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		Visitors from Canada	
	2012	2013	2012	2013	2012	2013	2012	2013
All items	152.3	156.5	192.4	198.9	310.1	275.7	157.4	164.1
Total food and beverage	34.4	34.0	41.7	41.5	50.0	49.6	31.9	32.7
Restaurant food	22.8	22.4	30.3	29.7	37.3	36.7	18.8	18.9
Dinner shows and cruises	3.1	2.9	4.4	4.3	4.6	4.4	2.9	3.0
Groceries and snacks	8.5	8.8	7.0	7.5	8.0	8.5	10.3	10.8
Entertainment & recreation	13.4	13.0	19.1	19.3	19.9	19.0	12.9	13.3
Total transportation	17.2	17.0	21.5	20.8	11.1	12.5	16.9	17.9
Interisland airfare	1.6	1.6	4.2	3.9	2.5	2.4	1.4	1.2
Ground transportation	0.8	0.7	1.0	1.1	4.7	6.1	1.0	0.9
Rental vehicles	13.2	13.2	14.3	14.1	3.5	3.6	12.6	14.3
Gasoline, parking, etc.	1.6	1.5	1.9	1.7	0.4	0.4	1.8	1.5
Total shopping	16.4	15.6	19.7	19.3	96.1	79.0	17.8	16.6
Fashion and clothing	6.3	6.1	6.9	7.0	26.0	21.5	8.9	8.8
Jewelry and watches	2.9	2.8	4.3	4.0	11.7	7.8	2.8	2.3
Cosmetics, perfume	0.2	0.3	0.3	0.3	5.4	4.4	0.3	0.4
Leather goods	0.7	0.5	0.5	0.6	31.8	25.9	0.7	0.5
Hawaii food products	2.3	2.4	2.3	2.5	12.6	12.2	1.8	1.6
Souvenirs	3.9	3.6	5.4	5.0	8.6	7.2	3.4	3.0
Lodging	67.4	72.6	80.3	87.0	111.7	101.6	72.1	77.7
All other expenses 3/	3.5	4.2	10.1	11.0	21.3	14.2	5.8	5.8

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2012 AND 2013 -- Con.**

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 4/		Visitors from Oceania 5/	
	2012	2013	2012	2013	2012	2013	2012	2013
All items	396.0	394.0	261.8	268.2	306.7	312.5	245.5	259.5
Total food and beverage	55.3	53.1	58.6	60.0	56.3	56.6	47.3	49.2
Restaurant food	40.7	39.2	47.0	48.0	43.8	43.8	34.8	36.7
Dinner shows and cruises	7.1	7.0	5.4	5.7	5.9	6.2	4.4	4.3
Groceries and snacks	7.5	6.9	6.2	6.3	6.6	6.6	8.2	8.2
Entertainment & recreation	31.1	29.7	25.0	26.2	26.8	27.1	21.3	23.4
Total transportation	26.0	25.4	20.8	23.3	22.7	24.2	14.8	14.4
Interisland airfare	8.9	8.3	8.4	9.4	8.4	8.9	3.9	3.6
Ground transportation	4.6	5.8	3.2	3.0	3.8	4.1	3.3	3.6
Rental vehicles	11.0	9.8	7.9	9.4	9.1	9.6	6.7	6.6
Gasoline, parking, etc.	1.5	1.5	1.3	1.5	1.4	1.5	0.8	0.7
Total shopping	193.6	191.0	76.6	71.0	117.2	115.3	59.2	60.9
Fashion and clothing	46.4	58.8	26.7	25.4	33.3	37.9	35.7	37.9
Jewelry and watches	47.8	42.4	4.1	6.1	19.8	19.4	7.5	6.3
Cosmetics, perfume	27.2	26.0	7.5	4.7	14.3	12.5	5.1	5.5
Leather goods	53.9	46.9	26.5	24.3	35.5	32.1	3.7	4.6
Hawaii food products	12.0	11.9	7.5	7.0	9.1	9.1	1.4	1.6
Souvenirs	6.2	5.0	4.4	3.6	5.2	4.2	5.8	5.1
Lodging	80.7	77.0	74.4	84.8	76.0	80.5	88.2	97.0
All other expenses 3/	9.3	17.7	6.4	2.9	7.7	8.9	14.6	14.6

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2012 AND 2013 -- Con.**

Expenditure type	Visitors from Europe 6/		Visitors from Latin America 7/		Visitors from other markets 8/	
	2012	2013	2012	2013	2012	2013
All items	175.0	176.9	200.2	222.2	220.3	214.2
Total food and beverage	34.8	33.4	38.5	42.1	42.2	42.9
Restaurant food	24.7	23.7	27.3	26.6	26.3	27.0
Dinner shows and cruises	2.4	2.1	4.4	6.4	5.8	5.2
Groceries and snacks	7.6	7.6	6.7	9.1	10.1	10.7
Entertainment & recreation	14.8	13.0	19.7	26.9	17.9	16.5
Total transportation	23.5	23.3	29.4	26.5	19.9	21.8
Interisland airfare	6.8	6.6	9.2	5.8	4.2	5.6
Ground transportation	1.8	1.8	2.1	2.5	3.2	2.9
Rental vehicles	13.4	13.4	17.0	16.7	9.5	10.8
Gasoline, parking, etc.	1.6	1.5	1.1	1.5	3.0	2.5
Total shopping	18.4	18.6	39.0	33.0	66.2	53.8
Fashion and clothing	9.8	8.9	19.3	15.4	26.2	19.4
Jewelry and watches	2.2	3.2	4.7	3.6	7.8	4.0
Cosmetics, perfume	0.3	0.5	3.4	2.4	5.9	2.4
Leather goods	0.7	1.3	2.4	2.7	14.1	13.9
Hawaii food products	1.2	1.7	2.1	3.4	5.1	7.4
Souvenirs	4.1	3.0	7.0	5.5	7.2	6.7
Lodging	79.1	82.9	70.8	84.4	65.8	69.1
All other expenses 3/	4.4	5.6	2.9	9.4	8.2	10.2

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2012 AND 2013 -- Con.**

- 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/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.
- 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, *Annual Visitor Research Report* (annual) and records.

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2012 AND 2013**

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

Expenditure type	2012	2013	Percent change
All items	14,364.8	14,520.5	1.1
Total food and beverage	2,897.7	2,914.8	0.6
Restaurant food	2,008.9	2,009.0	0.0
Dinner shows and cruises	282.7	271.0	-4.1
Groceries and snacks	606.1	634.7	4.7
Entertainment & recreation	1,226.9	1,228.1	0.1
Total transportation	1,321.7	1,330.0	0.6
Interisland airfare	212.7	207.3	-2.5
Ground transportation	121.9	136.9	12.3
Rental vehicles	869.6	880.6	1.3
Gasoline, parking, etc.	117.6	105.1	-10.6
Total shopping	2,489.7	2,291.4	-8.0
Fashion and clothing	882.4	847.2	-4.0
Jewelry and watches	381.9	327.6	-14.2
Cosmetics, perfume	124.5	109.6	-11.9
Leather goods	445.9	384.2	-13.9
Hawaii food products	278.0	286.3	3.0
Souvenirs	376.9	336.5	-10.7
Lodging	5,707.6	6,046.6	5.9
All other expenses 1/	606.6	601.7	-0.8
Supplemental business	114.6	108.0	-5.8

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.

Note: Sums may not add up to total due to rounding errors.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual) 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: 2012 AND 2013**

[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	
	2012	2013	2012	2013	2012	2013
All visitors	152.3	156.5	192.4	198.9	310.1	275.7
Group tour status 3/						
Organized group tour	201.8	205.1	230.9	271.0	325.1	284.7
Individually arranged	150.6	155.0	184.4	188.8	306.1	273.4
Arrived on package tour 3/						
Yes	180.1	192.1	226.4	244.7	352.2	307.8
No	142.7	146.8	169.9	174.1	206.4	193.8
Accommodations						
Hotel	192.2	207.7	229.0	246.0	339.0	301.0
Condo	149.8	153.2	174.9	174.0	208.1	181.4
Guests of friends and relatives	74.8	76.6	73.0	75.2	110.5	93.5
Timeshare	151.1	155.4	135.1	150.7	158.2	138.5
Previous visits 3/						
First trip	167.2	170.1	204.0	210.0	354.7	308.6
Repeat visitors	147.5	153.8	172.5	182.0	283.2	257.3
Purpose of trip						
Pleasure	152.1	158.0	185.4	194.0	4/ 279.8	253.7
Business, meetings, conventions, incentive	192.5	216.8	231.6	246.3	4/ 284.0	276.5
On honeymoon	213.0	241.5	270.0	276.4	4/ 439.0	381.8

1/ Pacific and Mountain States of the United States.

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

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.

4/ Revised from previous *Data Book*.

Source: Hawaii Tourism Authority, Tourism Research and records.

**Table 7.28-- ESTIMATED VISITOR EXPENDITURES:
1961 TO 2013**

[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	Additional business expenditures 1/
1961	137	(NA)
1962	154	(NA)
1963	186	(NA)
1964	205	(NA)
1965	225	(NA)
1966	280	(NA)
1967	380	(NA)
1968	440	(NA)
1969	550	(NA)
1970	595	(NA)
1971	705	(NA)
1972	836	(NA)
1973	1,017	(NA)
1974	1,233	(NA)
1975	1,355	(NA)
1976	1,637	(NA)
1977	1,834	(NA)
1978	2,150	(NA)
1979	2,541	(NA)
1980	2,871	(NA)
1981	3,195	(NA)
1982	3,687	(NA)
1983	3,847	(NA)
1984	4,442	(NA)
1985	4,780	92
1986	5,567	103
1987	6,281	120
1988	7,813	125
1989	8,371	113
1990	8,707	119
1991	9,004	138
1992	8,614	141
1993	7,808	120
1994	9,544	133
1995	10,067	141
1996	9,569	140
1997	10,102	147
1998	9,910	149
1999	9,844	161

Continued on next page.

**Table 7.28-- ESTIMATED VISITOR EXPENDITURES:
1961 TO 2013 -- Con.**

Year	Personal expenditures	Additional business expenditures 1/
2000	10,396	194
2001	8,916	145
2002	9,465	144
2003	9,889	165
2004	10,702	160
2005	11,696	208
2006	12,301	191
2007	12,626	185
2008	11,220	178
2009	9,819	174
2010	10,889	177
2011	12,048	110
2012	14,250	115
2013	14,413	108

NA Not available.

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 2013**

[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 expenditures					Additional business (MCI) expenditures
		All countries	United States	Japan	Canada	Other countries 1/	
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
2010	11,066,361	10,889,016	6,789,772	1,899,614	745,700	1,453,929	177,346
2011	12,158,206	12,048,290	7,250,932	2,163,960	905,954	1,727,444	109,916
2012	14,364,813	14,250,200	8,074,351	2,734,932	1,022,759	2,418,158	114,614
2013	14,520,531	14,412,572	8,350,867	2,486,036	1,082,957	2,492,712	107,959

1/ Includes cruise ship data.

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:
2009 TO 2013**

Subject	2009	2010	2011	2012	2013
Number of ships, arrivals	23	23	29	34	29
Number of tours 1/	111	116	125	141	138
Number of passengers	221,138	225,616	246,236	286,530	291,078
Out of state visitors	217,283	223,693	244,081	283,109	287,424
Arrived by air	120,677	122,454	119,431	121,509	116,437
Arrived by ship	96,606	101,239	124,650	161,600	170,987
Hawaii residents	3,855	1,923	2,155	3,421	3,654

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

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

**Table 7.31-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:
1997 TO 2013**

[In millions of dollars]

Year	Total	Visitors	Overseas airlines	Cruise lines
1997	11,520.4	10,249.3	1,242.6	28.4
1998	11,379.9	10,058.8	1,256.6	64.5
1999	11,380.9	10,005.1	1,315.8	60.1
2000	12,017.7	10,590.1	1,360.8	66.8
2001	10,412.2	9,061.3	1,280.6	70.3
2002	11,045.5	9,608.9	1,340.0	96.6
2003	11,468.3	10,054.5	1,313.4	100.3
2004	12,406.8	10,861.8	1,405.4	139.6
2005	13,554.6	11,904.0	1,519.7	130.9
2006	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
2010	12,618.1	11,066.4	1,425.8	125.9
2011	13,742.9	12,158.2	1,440.0	144.8
2012	16,109.2	14,364.8	1,566.0	178.4
2013	16,367.4	14,520.5	1,670.6	176.3

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

Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2002 TO 2013

[Direct and indirect impact]

Year	Visitor-related expenditures (million dollars)	Gross domestic product (million dollars)	Household income (million dollars)	State tax revenues (million dollars)	Jobs (1,000)
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	8,898.0	5,436.8	890.7	125.3
2010	12,618.1	9,689.4	5,148.2	971.6	114.8
2011	13,742.9	10,553.2	5,607.1	1,058.2	120.9
2012	16,109.2	12,370.2	6,572.5	1,240.4	136.9
2013	16,367.4	12,568.5	6,677.9	1,260.3	134.2

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

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2013

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	8,003,474	1/ 5,044,276	(2/)
Average daily visitor census	202,876	79,550	39.2
Visitors units	73,893	29,087	39.4
Occupied units (average)	56,306	24,782	44.0
Total visitor expenditures (\$millions) 3/	16,367	7,204	44.0

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: 2013

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) 104,870 1,008	(X) 12.8 15.8	(X) 46,156 444	(X) 5.6 7.0
Direct and indirect impact 4/ Gross domestic product (\$millions) 4/ Civilian jobs 3/ State taxes (\$millions)	12,569 134,233 1,260	16.7 16.4 19.8	5,532 59,080 555	7.4 7.2 8.7

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 GDP are not readily separated.

3/ Civilian jobs include wage and salary jobs plus self-employed but exclude 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: 1990 TO 2013

Year	Implicit price deflator 1/ 2/ (2009=100)	Average daily room rate 3/ (dollars)	1-way air fares (dollars)		Honolulu Consumer Price Index 6/ (1982-84=100)		
			San Francisco-Honolulu 4/	Honolulu-Kahului 5/	Food away from home	Apparel	All items
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	70.8	124.96	521.00	80.00	152.6	117.3	171.9
1998	72.6	129.66	521.00	88.00	153.3	112.2	171.5
1999	74.5	131.66	536.00	94.75	158.3	105.4	173.3
2000	77.1	140.63	576.00	94.50	160.0	103.5	176.3
2001	80.1	144.88	692.00	95.25	164.0	101.0	178.4
2002	82.2	140.89	692.00	99.00	166.0	102.6	180.3
2003	84.5	144.16	714.00	119.00	167.1	98.5	184.5
2004	87.2	152.17	714.00	139.60	171.0	101.2	190.6
2005	90.3	166.16	829.00	144.70	176.4	102.5	197.8
2006	93.5	187.19	(NA)	167.80	186.0	104.4	209.4
2007	96.7	199.96	(NA)	182.90	195.1	104.1	219.5
2008	98.5	201.85	(NA)	170.00	202.3	105.3	228.9
2009	100.0	177.10	(NA)	218.10	210.8	112.8	230.0
2010	101.3	174.84	(NA)	191.20	213.6	116.4	234.9
2011	103.1	189.83	(NA)	191.20	219.1	118.4	243.6
2012	105.4	2/ 204.93	(NA)	191.30	230.3	121.5	249.5
2013	107.3	227.07	(NA)	191.40	241.2	119.0	253.9

NA Not available.

1/ U.S. Bureau of Economic Analysis, Gross Domestic Product by State to 1997 to 2012 <<http://www.bea.gov/iTable/iTable.cfm?ReqID=70&step=1>> accessed July 24, 2013; and calculations by Hawaii State Department of Business, Economic Development & Tourism.

2/ Revised from previous *Data Book*.

3/ For 1980-1994 Pannell Kerr Forster, *Trends in the Hotel Industry, Hawaii* (monthly). For 1995-2012 Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report* (December/Year-End Highlights).

4/ 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).

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

6/ Honolulu CPI for All Urban Consumers, from U.S. Bureau of Labor Statistics <<http://data.bls.gov/cgi-bin/dsrv?cu>> accessed July 28, 2014.

Source: See above footnotes.

**Table 7.36-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT,
BY POINT OF ORIGIN: 1993 TO 2013**

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
2010	1,291,983	1,079,120	212,863	73,217	57,544	15,673
2011	1,292,290	1,088,058	204,232	73,863	59,486	14,377
2012	1,305,370	1,104,116	201,254	75,985	60,218	15,767
2013	1,239,061	1,081,195	157,866	68,944	57,979	10,965

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:
2009 TO 2013**

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

Mailing address	2009	2010	2011	2012	2013
Issued by Honolulu Office	68,030	64,876	56,474	61,859	62,304
Mailed to Hawaii addresses	44,797	43,699	39,280	43,047	43,778
Mailed outside the state	23,233	21,177	17,194	18,812	18,526

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

Table 7.41-- PERFORMING ARTS, FOR OAHU: 2012-2013 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	(NA)	(NA)	(NA)
Department of Enterprise Services, total	26	122	186,979
Dance	6	13	15,228
Classical concerts	4	4	12,786
Operas	3	15	13,219
Pop/rock shows	10	10	14,191
Stage shows	3	80	131,555
Brigham Young University	(NA)	(NA)	(NA)
Diamond Head Theatre	6	90	40,472
Hawaii Pacific University (Theater)	2	38	2,250
Hawaii Pacific University (Music)	(NA)	25	10,000
Honolulu Theatre for Youth	7	403	96,178
Kennedy Theatre	16	70	15,887
Manoa Valley Theatre	7	117	16,121

NA Not available.

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

**Table 7.42-- SYMPHONY ORCHESTRA ACTIVITIES:
1989-1990 TO 2012-2013**

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
HONOLULU SYMPHONY ORCHESTRA				
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
HAWAII SYMPHONY ORCHESTRA				
1994-1995 2/	62	115	120,000	4,700,000
HONOLULU SYMPHONY ORCHESTRA				
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
2009-2010 6/	80	8	12,758	2,125,968
2010-2011 7/	-	-	-	310,629
HAWAII SYMPHONY ORCHESTRA				
2011-2012 8/	80	21	20,652	2,434,179
2012-2013 9/	80	1	2,057	215,449

Continued on next page.

**Table 7.42-- SYMPHONY ORCHESTRA ACTIVITIES:
1989-1990 TO 2012-2013**

- 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.
 - 6/ Cancelled season in October 2009. Filed Chapter 11 in December 2009.
 - 7/ Converted to Chapter 7 in December 2010.
 - 8/ First season in operation.
 - 9/ No season presented, except 4th of July concert.
- Source: Honolulu Symphony Society, records; Hawaii Symphony Orchestra, records.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRactions: 2011 TO 2013**

[Calendar year data unless otherwise specified]

Island and cultural attraction	2011	2012	2013
OAHU			
Atlantis Submarines	298,242	303,387	287,022
Atlantis Cruises	1/ 86,438	92,091	98,708
Battleship Missouri Memorial	470,360	540,591	600,591
Bernice P. Bishop Museum	300,339	325,000	257,000
Diamond Head State Monument 2/ 3/	663,133	1/ 816,000	920,000
Foster Botanical Garden	42,712	45,340	44,584
Harold L. Lyon Arboretum	38,192	38,864	40,260
Hawaii Maritime Center 2/	(4/)	(4/)	(4/)
Hawaii's Plantation Village	34,195	36,351	(NA)
Hawaii State Art Museum 2/	25,333	35,913	31,932
Honolulu Museum of Art on Beretania 5/	235,000	230,372	(NA)
Honolulu Museum of Art at First Hawaiian Center 5/	48,000	(NA)	48,930
Honolulu Museum of Art at Spalding House 5/	24,868	21,767	23,450
Honolulu Police Department Museum	1/ 970	1/ 1,107	1,059
Honolulu Zoo	603,677	667,981	663,699
Ho'omaluhia Botanical Garden	151,751	168,657	175,168
Iolani Palace State Monument	105,312	115,573	110,987
Judiciary History Center	47,715	52,588	54,428
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	110,717	122,869	116,833
Polynesian Cultural Center	661,372	718,847	695,328
Puu O Mahuka Heiau State Monument 2/	(6/)	(6/)	(6/)
Queen Emma Summer Palace	18,115	21,172	17,900
Royal Mausoleum State Monument 2/	(6/)	(6/)	(6/)
Sea Life Park Hawaii 7/	199,294	226,441	216,799
Tropic Lightning Museum, Schofield Barracks	8,796	11,408	(NA)
Ulu Po Heiau State Monument 2/	(6/)	(6/)	(6/)
U.S. Army Museum, Ft. DeRussy	98,518	104,250	102,833
U.S.S. Arizona Memorial 8/	1,694,896	1,751,224	1,786,024
U.S.S. Bowfin Submarine Museum	326,294	361,766	(NA)
University of Hawaii Art Gallery 9/	52,000	52,000	52,000
Waikiki Aquarium 2/	318,124	333,607	322,975
HAWAII			
Amy B. H. Greenwell Ethnobotanical Garden	16,594	10/ 14,692	17,793
Astronaut Ellison S. Onizuka Space Center	15,302	14,968	15,879

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2011 TO 2013 -- Con.**

Island and cultural attraction	2011	2012	2013
HAWAII - con.			
H.N. Greenwell Store 10/	(NA)	(NA)	1,735
Hawaii Tropical Botanical Garden	78,799	87,572	93,641
Hawaii Volcanoes National Park 8/ 11/	1,352,123	1,483,928	1,583,209
Hulihee Palace	20,896	26,132	(NA)
Kaloko-Honokohau National Historical Park 8/	162,906	153,584	158,124
Kona Coffee Living History Farm	(NA)	(NA)	5,446
Lyman House Memorial Museum	13,555	14,284	12,434
Nani Mau Gardens	100,596	(NA)	(NA)
Pacific Tsunami Museum	16,168	18,363	(NA)
Panaewa Rainforest Zoo	172,677	213,537	(NA)
Pu'uhonua O Honaunau NHP 8/	426,224	442,353	363,282
Pu'ukohola Heiau National Historic Site 8/	133,306	134,403	125,645
Volcano Art Center 9/	100,375	135,000	100,000
MAUI			
Alexander & Baldwin Sugar Museum	32,331	34,037	36,680
Aquarium Maui/Maui Ocean Center	299,038	306,346	312,577
Haleakala National Park 8/	956,989	1,094,668	785,300
Halekii-Pihana Heiaus State Monument 2/	(6/)	(6/)	(6/)
Hana Cultural Center	13,795	(NA)	(NA)
Iao Valley State Monument 2/	(6/)	(6/)	(6/)
Kula Botanical Garden	27,300	32,100	34,275
Lahaina Restoration Foundation	26,794	30,538	(NA)
Baldwin Missionary Home Museum	11,442	16,919	(NA)
Hale Pa'i Printing House	1,706	2,300	(NA)
Wo Hing Temple Museum	13,646	11,319	(NA)
Maui Historical Society Bailey House Museum	10,868	11,018	10,732
Whalers Village Museum	200,155	180,140	202,700
KAUAI			
Grove Farm Homestead	4,790	2,991	2,863
Kauai Museum	(NA)	(NA)	23,545
Kilauea Point National Wildlife Refuge	390,248	404,412	(NA)
Kokee Natural History Museum	96,262	94,856	95,544
Waioli Mission House	757	426	495

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2011 TO 2013 -- Con.**

Island and cultural attraction	2011	2012	2013
MOLOKAI			
Kalaupapa National Historical Park 8/ Kalaupapa Settlement	57,841 7,797	58,875 8,778	101,112 (NA)

NA Not available.

1/ Revised from previous *Data Book*.

2/ Fiscal year ending June 30.

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

5/ The Contemporary Museum and Honolulu Academy of Arts merged in July 2011 and changed the name to Honolulu Museum of Art.

6/ Since 2007, no updates have been conducted.

7/ Fiscal year ending September 30.

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

9/ Data are estimates.

10/ Renamed from Greenwell Store Museum.

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

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

Table 7.44-- NATIONAL PARKS: 1992 TO 2013

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
2010	369,112	357,783	11,329	4,493,123
2011	369,160	357,829	11,331	4,784,285
2012	369,202	357,871	11,331	5,119,035
2013	369,202	357,871	11,331	4,902,696
AREAS: 2013				
Hawaii Volcanoes National Park 1/ Haleakala National Park	323,431 33,264	323,431 33,264	- -	1,583,209 785,300
Pu'u honua o Honaunau National Historical Park	420	419	1	363,282
Kaloko-Honokohau National Historical Park	1,163	616	547	158,124
Pu'ukohola Heiau National Historic Site	86	61	25	125,645
U.S.S. Arizona Memorial	59	57	2	1,786,024
Kalaupapa National Historical Park	10,779	23	10,756	101,112

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.

Source: U.S. Department of the Interior, National Park Service, Pacific Islands Support Office, for 2006 <<http://www2.nature.nps.gov/stats/>> accessed on June 22, 2007; for 2008 <<http://www2.nature.nps.gov/stats/>> accessed on July 9, 2009; for 2009 <<http://www.nature.nps.gov/stats/acreagemenu.cfm>> accessed on August 2, 2010, and records.

Table 7.45-- STATE PARKS AND HISTORIC SITES: 1992 TO 2013

Year and island	Number of areas, June 30	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
		Total	Developed	
1992 1/	63	25,080	745.6	19,255
1993	63	25,080	745.6	15,112
1994	63	25,099	745.6	14,260
1995	64	26,742	750.6	14,221
1996	64	26,742	750.6	14,221
1997	64	26,742	750.6	12,852
1998	65	26,762	750.6	12,676
1999	65	26,762	750.6	12,661
2000	65	26,762	750.6	13,004
2001	66	31,444	750.6	13,884
2002	67	31,764	750.6	14,226
2003	68	31,788	750.6	13,964
2004	69	31,788	750.6	9,176
2005	70	32,550	750.6	(NA)
2006	70	32,550	750.6	(NA)
2007	71	33,654	750.6	11,693
2008	71	33,555	745.6	(2/)
2009	69	33,522	712.6	(2/)
2010	69	33,522	712.6	(2/)
2011	69	33,522	712.6	(2/)
2012	69	33,522	712.6	(2/)
2013	69	33,522	712.6	(2/)
ISLAND: 2012				
Hawai'i	20	7,253.6	258.3	(2/)
Maui	9	317.5	37.9	(2/)
Moloka'i	2	244.2	10.0	(2/)
O'ahu	28	11,956.4	275.8	(2/)
Kaua'i	10	13,750.5	130.6	(2/)
ISLAND: 2013				
Hawai'i	20	7,253.6	258.3	(2/)
Maui	9	317.5	37.9	(2/)
Moloka'i	2	244.2	10.0	(2/)
O'ahu	28	11,956.4	275.8	(2/)
Kaua'i	10	13,750.5	130.6	(2/)

NA Not available.

1/ In 1992, 9 areas were transferred to the neighbor island counties and 5 were transferred to the City and County of Honolulu. A Big Island park was transferred to the State park system from Hawaii County and one from the City and County of Honolulu.

2/ Since 2007, no updates to visitor counts have been conducted.

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

Table 7.46-- MAJOR STATE PARKS: 2012 AND 2013

[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	
2012			
Nāpali Coast State Wilderness Park	6,175.0	4.0	(1/)
Ahupua`a `O Kahana State Park	5,256.5	26.0	(1/)
Kōke`e State Park	4,345.0	55.0	(1/)
Waimea Canyon State Park	1,866.4	10.0	(1/)
Kekaha Kai State Park	1,642.5	5.0	(1/)
Sacred Falls (Kaluanui) State Park 2/	1,375.9	10.0	(1/)
Wailua River State Park	1,093.0	37.4	(1/)
2013			
Nāpali Coast State Wilderness Park	6,175.0	4.0	(1/)
Ahupua`a `O Kahana State Park	5,256.5	26.0	(1/)
Kōke`e State Park	4,345.0	55.0	(1/)
Waimea Canyon State Park	1,866.4	10.0	(1/)
Kekaha Kai State Park	1,642.5	5.0	(1/)
Sacred Falls (Kaluanui) State Park 2/	1,375.9	10.0	(1/)
Wailua River State Park	1,093.0	37.4	(1/)

1/ Updates to visitation have not been conducted since 2007.

2/ Park remains closed since May 1999.

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

**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:
2010 TO 2012**

[As of December 31]

Island	Total sites	Listed Hawaii Register only	Listed National Register only	Listed both Hawaii and National Register	Eligible for National Register 1/
2010					
State total	778	405	103	229	41
Oahu	367	199	64	80	24
Maui	163	82	13	66	2
Hawaii	168	88	21	49	10
Kauai	80	36	5	34	5
2011					
State total	798	418	103	236	41
Oahu	385	211	64	86	24
Maui	165	83	13	67	2
Hawaii	168	88	21	49	10
Kauai	80	36	5	34	5
2012					
State total	821	439	103	238	41
Oahu	406	230	64	88	24
Maui	165	83	13	67	2
Hawaii	170	90	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: 2009 TO 2013

Subject and Zoo	2009	2010	2011	2012	2013
Species 1/ Honolulu Zoo	207	224	2/ 202	206	209
Panaewa Rainforest Zoo (Hilo)	97	98	92	93	93
Individuals 1/ Honolulu Zoo	898	908	2/ 841	876	880
Panaewa Rainforest Zoo (Hilo)	202	194	195	201	192
Attendance Honolulu Zoo 3/ Panaewa Rainforest Zoo (Hilo)	4/ 623,034 182,286	580,265 172,737	603,677 172,677	667,981 213,537	663,699 244,533

1/ Animal and bird inventory, December 31.

2/ Species and individuals that are owned and on-site including in on loan.

3/ Fiscal year ending June 30.

4/ Revised from previous *Data Book*.

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: 2013

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

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	82	893	787	2,337
Fishes	50	636	306	735
Reptiles	1	22	-	-
Mammals	5	35	1	2
Invertebrates	19	163	480	1,600
Birds	7	37	-	-

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

Table 7.50-- COUNTY PARKS, BY ISLAND: 2011 TO 2013

[As of December 31]

Island	Number			Acreage		
	2011	2012	2013	2011	2012	2013
State total	623	625	(NA)	9,089	9,162	(NA)
Hawaii	126	127	(NA)	1,734	1,740	(NA)
Maui	121	124	125	1,604	1,683	1,861
Lanai	2	2	5	27	27	24
Molokai	12	13	13	89	91	92
Oahu	288	285	284	5,148	5,134	5,133
Kauai	74	74	(NA)	487	487	(NA)

NA Not available.

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

Table 7.51-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2013

Beach park	Estimated attendance 1/	Rescues	Drownings	Surfing accidents
All parks	17,737,954	2,795	5	450
Ala Moana	2,631,860	126	2	26
Alii/Haleiwa	325,429	58	-	29
Bellows	77,333	15	-	-
Chuns Reef	217,120	100	-	57
Ehukai	306,659	86	-	59
Hanauma	1,139,142	473	1	-
Kailua	430,824	13	-	-
Keauwaula	163,280	28	-	6
KeWaena	242,339	27	-	19
Kualoa	139,559	13	-	-
Laniakea	373,946	130	-	72
Mali	445,272	37	-	1
Makaha	470,155	50	-	11
Makapuu	119,321	256	-	3
Nanakuli	476,726	169	-	6
Pokai Bay	422,885	38	-	-
Sandy	328,147	406	-	4
Sunset	339,854	53	-	20
Waikiki	8,285,222	494	2	116
Waimanalo	238,667	42	-	2
Waimea	564,214	181	-	19

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

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

1/ Excludes Kahoolawe.

2/ Surveyed in 1962.

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

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

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

Table 7.53-- COUNTY TENNIS FACILITIES: 2001 TO 2013

[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
2010	93	19	13	2	1	48	10
2011	93	19	13	2	1	48	10
2012	94	19	13	2	1	49	10
2013	(NA)	(NA)	13	2	1	50	(NA)
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
2010	323	43	49	4	2	201	24
2011	323	43	49	4	2	201	24
2012	326	42	49	4	2	205	24
2013	(NA)	(NA)	47	4	2	207	(NA)

NA Not available.

Source: County parks and recreation departments.

Table 7.54-- GOLF COURSES, BY NUMBER OF HOLES, OWNERSHIP, AND ISLAND: 2014

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	55	5	8	1	1,539
Military	6	1	4	1	-	-	108
Municipal	9	1	8	-	-	-	153
Private	62	6	43	4	8	1	1,278
Hawaii	18	1	13	1	3	-	378
Municipal	1	-	1	-	-	-	18
Private	17	1	12	1	3	-	360
Maui	11	1	6	-	3	1	279
Municipal	1	-	1	-	-	-	18
Private	10	1	5	-	3	1	261
Lanai	3	1	2	-	-	-	45
Private	3	1	2	-	-	-	45
Molokai	1	1	-	-	-	-	9
Private	1	1	-	-	-	-	9
Oahu	36	3	29	2	2	-	675
Military	6	1	4	1	-	-	108
Municipal	6	1	5	-	-	-	99
Private	24	1	20	1	2	-	468
Kauai	8	1	5	2	-	-	153
Municipal	1	-	1	-	-	-	18
Private	7	1	4	2	-	-	135

Source: Golflink <<http://www.golflink.com/golf-courses/state.aspx?state=HI>> accessed June 5, 2014, and calculations made by Hawaii State Department of Business, Economic Development and Tourism.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2013**

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
2010	6	99	534,508	8,815
2011	6	99	465,472	8,960
2012	6	99	464,708	10,773
2013	6	99	442,362	(NA)

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 2014

[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
2011	72	264	16	5,500,000	990,000
2012	72	267	13	5,500,000	990,000
2013	72	256	24	5,500,000	990,000
2014	72	263	17	5,600,000	1,008,000

Source: *Honolulu Star-Bulletin, The Honolulu Advertiser, and The Honolulu Star-Advertiser*; PGA Tour <<http://www.pgatour.com/tournaments/sony-open-in-hawaii/past-results.html>> accessed March 13, 2014.

Table 7.57-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2013

Island	Public hunting areas		Other wildlife sanctuaries and refuges 1/	
	Number	1,000 acres	Number	1,000 acres
State total	59	937,434	57	52.9
Hawaii	13	669,632	6	42.2
Maui	14	80,998	15	0.2
Lanai	3	33,097	5	(2/)
Molokai	5	20,115	10	(2/)
Oahu	12	24,600	17	0.2
Kauai	12	108,992	4	10.3

1/ State managed sanctuaries, refuges and preserves.

2/ 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: 2007 TO 2013

[Fiscal years ending June 30]

Type of license	2007	2008	2009	2010	2011	2012	2013
Freshwater fishing	6,787	6,857	8,279	5,678	2,688	2,759	1,177
Hunting	6,856	7,803	9,653	10,427	10,535	10,738	9,476

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: 2011

Subject	All activities	Hunting and fishing			Wildlife watching
		Both	Fishing	Hunting	
Hawaii residents 1/ Participants (1,000)	(NA)	(NA)	(NA)	(NA)	161
Taking place in Hawaii 1/ Participants, total (1,000)	(NA)	(NA)	157	2/ 23	295
Hawaii residents	(NA)	(NA)	104	2/ 23	88
Residents of other states	(NA)	(NA)	(3/)	(3/)	2/ 207
Expenditures (million dollars)	923	254	203	51	669

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, 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (March 2013), pp. 17, 25, 33, 35 and 37

<<http://www.census.gov/prod/2013pubs/fhw11-hi.pdf>> accessed June 10, 2013 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 7.60-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND WINNING TIMES: 1992 TO 2013

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
2010	20,417	20,181	2:15:18	2:32:13
2011	22,615	19,078	2:14:55	2:31:41
2012	24,413	24,156	2:12:31	2:31:23
2013	30,291	22,077	2:18:47	2:36:02

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

**Table 7.61-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2013**

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
2010	1,849	1,770	8:10:37	8:58:36
2011	1,859	1,773	8:03:56	8:55:08
2012	1,984	1,886	8:18:37	9:15:54
2013	2,134	1,959	8:12:29	8:52:14

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>>; 1999-2009 race results from <<http://www.ironmanlive.com>> ; 2011 race results from <<http://www.ironman.com/assets/files/results/worldchampionship/2012.pdf>> accessed on May 22, 2012; 2012 race results from <<http://ironman.com/results/results-ironman/#axzz1vdE9AoWk>> accessed on June 10, 2013; 2013 race results from <<http://www.coachcox.co.uk/2013/10/13/ironman-world-championship-2013-full-results-analysis/>> accessed on May 15, 2014 and <<http://www.ironman.com/triathlon/events/americas/ironman/world-championship/results.aspx#axzz31osRdluC>> accessed on May 15, 2014.

**Table 7.62-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES
AND WINNING TIMES: 1985 TO 2013**

[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
2011 1/	64	8:16:59:23	6:05:00:55
2013	58	12:05:23:18	5:12:20:55

1/ Revised from previous *Data Book*.

Source: Transpac 2013website <<http://www.transpacrace.com>> accessed October 16, 2013.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2007-2008 TO 2013-2014 SEASONS**

Bowl	2007- 2008	2008- 2009	2009- 2010	2010- 2011	2011- 2012	2012- 2013	2013- 2014
Hawaii Bowl	24,149	43,487	20,217	41,089	19,411	19,712	22,324
Hula Bowl	1/ 2,000	(2/)	(2/)	(2/)	(2/)	(2/)	(2/)
Pro Bowl	50,044	49,958	(3/)	49,331	48,423	47,134	47,270

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

2/ The Hula Bowl, usually held in January, was not played in 2009, 2010, 2011, 2012 and 2013.

3/ Held in Miami.

Source: *Honolulu Star-Advertiser*, *Honolulu Star-Bulletin*, *The Honolulu Advertiser*, *USA TODAY*, *Bleacher Report*, and various issues; and Sheraton Hawaii Bowl, records.

**Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF
HAWAII AT MANOA: 2009-2010 TO 2012-2013**

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

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
2009-2010						
Baseball	63	35	28	-	30	95,711
Basketball (men's)	30	10	20	-	21	119,004
Basketball (women's)	30	10	20	-	13	20,610
Football	13	6	7	-	7	257,074
Volleyball (men's)	29	19	10	-	16	54,636
Volleyball (women's)	35	32	3	-	20	128,457
2010-2011						
Baseball	59	34	25	-	40	117,712
Basketball (men's)	32	19	13	-	19	120,674
Basketball (women's)	30	11	19	-	17	24,212
Football	14	10	4	-	8	298,486
Volleyball (men's)	28	15	13	-	16	55,387
Volleyball (women's)	32	29	3	-	20	123,382
2011-2012						
Baseball	55	30	25	-	35	116,909
Basketball (men's)	32	16	16	-	17	109,723
Basketball (women's)	30	11	19	-	20	29,867
Football	13	6	7	-	6	188,047
Volleyball (men's)	27	7	20	-	15	43,535
Volleyball (women's)	33	31	2	-	23	156,718
2012-2013						
Baseball	51	16	35	-	29	97,355
Basketball (men's)	32	17	15	-	20	124,612
Basketball (women's)	29	17	12	-	19	28,780
Football	12	3	9	-	6	180,186
Volleyball (men's)	28	11	17	-	15	41,031
Volleyball (women's)	30	27	3	-	19	126,827

1/ Volleyball data refer to matches.

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

**Table 7.65-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:
2006-2007 TO 2012-2013 SEASONS**

[Data are for Oahu only (OIA)]

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
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
2009-2010				
Baseball	Boys	(NA)	(NA)	42,917
Basketball	Boys and girls	505	18,255	157,027
Football	Boys	166	88,253	170,410
2010-2011				
Baseball	Boys	(NA)	(NA)	26,765
Basketball	Boys and girls	545	18,764	149,476
Football	Boys	162	83,530	165,566
2011-2012				
Baseball	Boys	(NA)	(NA)	27,500
Basketball	Boys and girls	524	28,383	131,945
Football	Boys	185	126,270	167,600
2012-2013				
Baseball	Boys	(NA)	(NA)	39,623
Basketball	Boys and girls	548	26,478	115,903
Football	Boys	185	119,320	177,341

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
AND MIXED MARTIAL ARTS: 1993 TO 2013**

Subject	Number of promoters	Number of shows	Paid attendance	Gross receipts (dollars)
Pro Boxing				
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
2010	2	1	(NA)	(NA)
2011	1	1	2,277	126,075
2012	-	-	-	-
2013	-	-	-	-
MMA				
2009	1	1	(NA)	(NA)
2010	7	17	(NA)	(NA)
2011	8	27	(NA)	(NA)
2012	9	24	(NA)	(NA)
2013	8	26	(NA)	(NA)

NA Not available.

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

Table 7.67-- DOG LICENSES ISSUED, BY ISLAND: 1993 TO 2013

[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	2/ 34,966	3,900
2008	50,919	6,186	7,009	16	32	2/ 35,129	2,547
2009	52,623	7,881	5,039	25	36	2/ 35,129	4,513
2010	51,072	7,353	4,683	65	61	2/ 34,797	4,113
2011	49,763	6,647	4,880	22	24	2/ 33,736	4,454
2012	(NA)	6,205	3/ 4,042	(NA)	(NA)	2/ 32,892	2,664
2013	39,227	2,167	4/ 301	54	26	32,970	5/ 3,709

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.

3/ Figure includes only issued by Maui Humane Society.

4/ Figure includes only issued by Maui County.

5/ Figure includes only issued by Kauai County. As of October 1, 2013, the Kauai Humane Society began issuing dog tags.

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 1999-2011).