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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: 2006 TO 2015

[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 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| All directions | 9,049,713 | 9,011,455 | 8,034,872 | 7,718,206 | 8,258,740 |
| Landing | 8,937,555 | 8,910,672 | 8,021,780 | 7,709,202 | 8,255,465 |
| Intransit | 112,158 | 100,783 | 13,092 | 9,004 | 3,275 |
| Domestic | 6,793,781 | 6,810,847 | 6,009,005 | 5,751,759 | 6,086,335 |
| Landing | 6,772,702 | 6,791,906 | 6,005,133 | 5,748,379 | 6,083,060 |
| Intransit | 21,079 | 18,941 | 3,872 | 3,380 | 3,275 |
| International | 2,255,932 | 2,200,608 | 2,025,867 | 1,966,447 | 2,172,405 |
| Landing | 2,164,853 | 2,118,766 | 2,016,647 | 1,960,823 | 2,172,405 |
| Intransit | 91,079 | 81,842 | 9,220 | 5,624 | - |
| Point of origin and status | 2011 | 2012 | 2013 | 2014 | 2015 |
| All directions | 8,556,041 | 9,232,172 | 9,513,611 | 9,691,996 | 10,132,074 |
| Landing | 8,510,128 | 9,216,594 | 9,283,117 | 9,458,694 | 9,901,349 |
| Intransit | 45,913 | 15,578 | 230,494 | 233,302 | 230,725 |
| Domestic | 6,278,333 | 6,551,222 | 6,631,539 | 6,747,786 | 7,111,843 |
| Landing | 6,258,790 | 6,551,222 | 6,527,077 | 6,647,828 | 7,010,549 |
| Intransit | 19,543 | - | 104,462 | 99,958 | 101,294 |
| International | 2,277,708 | 2,680,950 | 2,882,072 | 2,944,210 | 3,020,231 |
| Landing | 2,251,338 | 2,665,372 | 2,756,040 | 2,810,866 | 2,890,800 |
| Intransit | 26,370 | 15,578 | 126,032 | 133,344 | 129,431 |

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: 2013 TO 2015**

[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/ | | | | |
| 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) |
| 2014, total 2/ | (NA) | 3,790,398 | 512,941 | (NA) |
| Domestic 2/ | 3,182,192 | 2,683,930 | 478,040 | 20,222 |
| International 2/ | (NA) | 1,106,469 | 34,901 | (NA) |
| 2015, total | (NA) | 3,909,146 | 548,138 | (NA) |
| Domestic | 3,329,390 | 2,799,831 | 508,849 | 20,710 |
| International | (NA) | 1,109,315 | 39,289 | (NA) |
| PASSENGERS 3/ | | | | |
| 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) |
| 2014, total 2/ | 9,691,996 | 8,196,342 | 1,220,813 | (NA) |
| Domestic 2/ | 6,747,786 | 5,486,059 | 1,120,230 | 41,539 |
| International | 2,944,210 | 2,710,283 | 100,583 | (NA) |
| 2015, total | 10,132,074 | 8,563,018 | 1,294,904 | (NA) |
| Domestic | 7,111,843 | 5,782,140 | 1,184,982 | 43,428 |
| International | 3,020,231 | 2,780,878 | 109,922 | (NA) |

NA Not available.

1/ Not surveyed for intransit passengers.

2/ Revised from previous *Data Book*.

3/ Since passenger totals include intransit passengers and intransit passengers are not surveyed, total passengers may not equal to the sum of the components.

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 2015**

[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 |

Continued on next page.

**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:
1966 TO 2015 -- 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 |
| 2014 1/ | 8,196,342 | 5,486,059 | 2,710,283 | 206,217 | 151,076 | 55,141 |
| 2015 | 8,563,018 | 5,782,140 | 2,780,878 | 213,934 | 156,026 | 57,908 |

1/ Revised from previous *Data Book*.

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

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2014 AND 2015**

[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/ | 2014 2/ | | | 2015 | | |
|--|-----------|-----------|----------------|-----------|-----------|----------------|
| | Total | Domestic | Inter-national | Total | Domestic | Inter-national |
| All visitors | 8,196,342 | 5,486,059 | 2,710,283 | 8,563,018 | 5,782,140 | 2,780,878 |
| US West MMA 3/ | 3,255,475 | 3,156,558 | 98,917 | 3,507,652 | 3,410,437 | 97,215 |
| US East MMA 4/ | 1,713,085 | 1,631,301 | 81,784 | 1,803,670 | 1,706,781 | 96,889 |
| Japan MMA | 1,511,739 | 10,044 | 1,501,695 | 1,482,304 | 9,618 | 1,472,686 |
| Canada MMA | 522,761 | 201,729 | 321,032 | 512,323 | 163,277 | 349,046 |
| Other Asia MMA 5/ | 368,110 | 63,843 | 304,267 | 393,833 | 66,211 | 327,622 |
| China | 159,718 | 46,576 | 113,142 | 173,520 | 50,682 | 122,838 |
| Hong Kong | 5,268 | 2,980 | 2,288 | 4,437 | 2,681 | 1,756 |
| Korea | 178,118 | 10,544 | 167,574 | 193,658 | 9,447 | 184,211 |
| Singapore | 4,567 | 1,346 | 3,221 | 4,693 | 1,518 | 3,175 |
| Taiwan | 20,440 | 2,398 | 18,042 | 17,525 | 1,883 | 15,642 |
| Oceania MMA 6/ | 371,367 | 79,694 | 291,673 | 399,619 | 73,638 | 325,981 |
| Australia | 310,095 | 67,131 | 242,964 | 335,842 | 61,491 | 274,351 |
| New Zealand | 61,272 | 12,563 | 48,709 | 63,777 | 12,147 | 51,630 |
| Europe MMA 7/ | 142,366 | 117,309 | 25,057 | 145,019 | 116,098 | 28,921 |
| United Kingdom | 48,500 | 40,454 | 8,046 | 51,073 | 41,495 | 9,578 |
| France | 21,932 | 12,830 | 9,102 | 21,620 | 12,689 | 8,931 |
| Germany | 43,752 | 38,907 | 4,845 | 43,788 | 37,623 | 6,165 |
| Italy | 11,613 | 10,550 | 1,063 | 11,448 | 9,859 | 1,589 |
| Switzerland | 16,569 | 14,568 | 2,001 | 17,089 | 14,431 | 2,658 |
| Latin America MMA 8/ | 29,800 | 28,525 | 1,275 | 27,978 | 25,980 | 1,998 |
| Argentina | 5,216 | 5,117 | 99 | 5,042 | 4,717 | 325 |
| Brazil | 14,538 | 13,848 | 690 | 12,959 | 12,122 | 837 |
| Mexico | 10,047 | 9,561 | 486 | 9,977 | 9,141 | 836 |
| Other MMA 9/ | 281,639 | 197,056 | 84,583 | 290,621 | 210,101 | 80,520 |

Continued on next page.

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2014 AND 2015 -- Con.**

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

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

Table 7.05-- VISITOR DAYS, BY POINT OF ORIGIN: 1993 TO 2015

[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 |
| 2014 1/ | 75,269,197 | 55,142,678 | 20,126,519 |
| 2015 | 78,086,081 | 56,949,633 | 21,136,447 |

1/ Revised from previous *Data Book*.

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

**Table 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTY AND ISLAND:
2014 AND 2015**

[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 | 2014 1/ | | | 2015 | | |
|------------------|---------|----------|----------------|---------|----------|----------------|
| | Total | Domestic | Inter-national | Total | Domestic | Inter-national |
| State total | 206,217 | 151,076 | 55,141 | 213,934 | 156,026 | 57,908 |
| Oahu | 96,440 | 56,369 | 40,071 | 99,782 | 57,638 | 42,144 |
| Hawaii | 30,172 | 25,448 | 4,724 | 31,408 | 26,794 | 4,614 |
| Kauai | 23,617 | 21,725 | 1,892 | 24,533 | 22,419 | 2,114 |
| Maui County | 55,988 | 47,534 | 8,454 | 58,211 | 49,174 | 9,037 |
| Maui | 54,610 | 46,299 | 8,310 | 56,981 | 48,089 | 8,893 |
| Molokai | 760 | 687 | 73 | 784 | 699 | 84 |
| Lanai | 619 | 548 | 71 | 446 | 386 | 60 |

1/ Revised from previous *Data Book*.

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

Table 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREA VISITED: 2014 AND 2015

[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 | 2014 1/ | | | 2015 | | |
|------------------|-----------|-----------|----------------|-----------|-----------|----------------|
| | Total | Domestic | Inter-national | Total | Domestic | Inter-national |
| State total 2/ | 8,196,342 | 5,486,059 | 2,710,283 | 8,563,018 | 5,782,140 | 2,780,878 |
| Oahu | 5,192,621 | 2,779,642 | 2,412,978 | 5,339,912 | 2,868,749 | 2,471,163 |
| Kauai | 1,119,973 | 988,312 | 131,661 | 1,173,752 | 1,028,294 | 145,458 |
| Maui County 2/ | 2,456,935 | 2,011,878 | 445,057 | 2,579,311 | 2,115,934 | 463,377 |
| Maui | 2,417,417 | 1,977,718 | 439,700 | 2,540,162 | 2,083,999 | 456,163 |
| Molokai | 60,100 | 47,737 | 12,363 | 64,767 | 49,843 | 14,924 |
| Lanai | 68,150 | 54,852 | 13,298 | 58,390 | 44,334 | 14,057 |
| Hawaii County 2/ | 1,454,684 | 1,084,443 | 370,241 | 1,514,973 | 1,154,201 | 360,772 |
| Hilo | 534,900 | 373,932 | 160,968 | 551,764 | 389,408 | 162,356 |
| Kona | 1,222,971 | 939,176 | 283,795 | 1,288,021 | 1,003,389 | 284,632 |
| One island only | 6,647,794 | 4,451,252 | 2,196,541 | 7,008,566 | 4,743,052 | 2,265,514 |
| Oahu only | 3,891,557 | 1,968,176 | 1,923,381 | 4,038,993 | 2,061,135 | 1,977,858 |

1/ Revised from previous *Data Book*.

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

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

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINT OF ORIGIN: 2014 AND 2015

[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 |
|-----------------------------|-------|----------|---------------|
| 2014 1/ | | | |
| Residence (percent) | | | |
| United States | 60.6 | 87.3 | 6.7 |
| Pacific and Mountain States | 39.7 | 57.5 | 3.6 |
| California | 22.9 | 33.3 | 1.7 |
| Average age | 44.9 | 46.6 | 42.3 |
| Persons per party | 2.16 | 2.04 | 2.45 |
| Number of trips to Hawaii | 4.98 | 5.77 | 3.39 |
| Repeat visitors (percent) | 64.8 | 70.7 | 52.7 |
| Pleasure trip (percent) | 83.4 | 82.2 | 85.9 |
| In hotel only (percent) | 55.8 | 45.8 | 76.1 |
| One island only | 81.1 | 81.1 | 81.0 |
| 2015 | | | |
| Residence (percent) | | | |
| United States | 62.0 | 88.5 | 7.0 |
| Pacific and Mountain States | 41.0 | 59.0 | 3.5 |
| California | 23.8 | 34.4 | 1.9 |
| Average age | 45.2 | 46.4 | 43.0 |
| Persons per party | 2.19 | 2.07 | 2.51 |
| Number of trips to Hawaii | 5.07 | 5.81 | 3.52 |
| Repeat visitors (percent) | 65.6 | 71.1 | 54.1 |
| Pleasure trip (percent) | 83.1 | 82.4 | 84.8 |
| In hotel only (percent) | 54.4 | 45.5 | 72.8 |
| One island only | 81.8 | 82.0 | 81.5 |

1/ Revised from previous *Data Book*.

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

**Table 7.09-- DOMESTIC VISITORS, BY STATE AND REGION:
2014 AND 2015**

[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]

| Residence | 2014 1/ | 2015 |
|--------------------|-----------|-----------|
| United States | 4,787,858 | 5,117,218 |
| Pacific | 2,567,685 | 2,769,433 |
| Alaska | 74,718 | 79,812 |
| California | 1,829,346 | 1,987,085 |
| Oregon | 200,957 | 212,730 |
| Washington | 462,664 | 489,806 |
| Mountain | 588,873 | 641,004 |
| Arizona | 160,896 | 166,966 |
| Colorado | 136,930 | 148,652 |
| Idaho | 44,441 | 46,744 |
| Montana | 24,869 | 25,633 |
| Nevada | 89,330 | 95,280 |
| New Mexico | 24,485 | 25,200 |
| Utah | 97,991 | 122,793 |
| Wyoming | 9,932 | 9,734 |
| West North Central | 197,983 | 203,733 |
| Iowa | 25,595 | 25,489 |
| Kansas | 23,981 | 24,891 |
| Minnesota | 71,516 | 75,412 |
| Missouri | 42,698 | 44,378 |
| Nebraska | 16,663 | 17,375 |
| North Dakota | 9,305 | 8,149 |
| South Dakota | 8,225 | 8,040 |
| West South Central | 297,274 | 314,922 |
| Arkansas | 12,606 | 13,168 |
| Louisiana | 17,980 | 18,876 |
| Oklahoma | 26,046 | 26,847 |
| Texas | 240,642 | 256,030 |
| East North Central | 333,644 | 349,602 |
| Illinois | 125,188 | 133,442 |
| Indiana | 38,805 | 39,851 |
| Michigan | 60,928 | 64,979 |
| Ohio | 64,387 | 65,863 |
| Wisconsin | 44,335 | 45,467 |

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS, BY STATE AND REGION:
2014 AND 2015 -- Con.**

| Residence | 2014 1/ | 2015 |
|--------------------|---------|---------|
| East South Central | 73,722 | 78,607 |
| Alabama | 17,568 | 18,419 |
| Kentucky | 17,750 | 18,519 |
| Mississippi | 7,777 | 8,177 |
| Tennessee | 30,627 | 33,492 |
| New England | 104,931 | 106,903 |
| Connecticut | 24,399 | 24,539 |
| Maine | 7,409 | 7,605 |
| Massachusetts | 52,921 | 53,975 |
| New Hampshire | 9,349 | 9,543 |
| Rhode Island | 6,051 | 6,057 |
| Vermont | 4,802 | 5,185 |
| Middle Atlantic | 259,092 | 266,373 |
| New Jersey | 68,938 | 70,002 |
| New York | 123,451 | 126,932 |
| Pennsylvania | 66,703 | 69,438 |
| South Atlantic | 364,654 | 386,641 |
| Delaware | 5,069 | 5,670 |
| Washington, D.C. | 9,253 | 9,871 |
| Florida | 99,315 | 107,362 |
| Georgia | 56,531 | 59,702 |
| Maryland | 46,598 | 48,906 |
| North Carolina | 45,697 | 48,519 |
| South Carolina | 20,199 | 20,931 |
| Virginia | 76,639 | 80,040 |
| West Virginia | 5,353 | 5,640 |

1/ Revised from previous *Data Book*.

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

Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINT OF ORIGIN: 2014 AND 2015

[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 | |
|-------------------------------------|-----------|-----------|---------------|-----------|
| | 2014 1/ | 2015 | 2014 1/ | 2015 |
| All visitors 2/ | 5,486,059 | 5,782,140 | 2,710,283 | 2,780,878 |
| Purpose of visit 2/ | | | | |
| Pleasure (net) | 4,510,388 | 4,762,556 | 2,327,651 | 2,357,505 |
| Vacation | 4,274,486 | 4,541,287 | 1,941,493 | 1,994,776 |
| Honeymoon | 249,757 | 228,711 | 382,357 | 359,525 |
| Wedding | 66,870 | 55,991 | 52,231 | 53,930 |
| Meetings, conventions, incentive 2/ | 327,896 | 322,721 | 132,355 | 176,050 |
| Convention/conference | 201,393 | 198,049 | 47,612 | 65,507 |
| Corporate meeting | 77,105 | 71,360 | 11,591 | 10,404 |
| Incentive | 69,453 | 67,181 | 74,777 | 103,907 |
| Other business | 248,612 | 239,163 | 21,233 | 17,934 |
| Visit friends or relatives | 602,937 | 638,926 | 74,911 | 78,485 |
| Government or military | 78,077 | 78,121 | 9,226 | 12,392 |
| Attend school | 22,680 | 16,451 | 7,331 | 11,186 |
| Sport event | 71,577 | 57,937 | 34,717 | 32,540 |
| Traveler method | | | | |
| Group tour | 194,895 | 191,485 | 487,595 | 473,533 |
| Package | 1,170,224 | 1,189,600 | 1,590,356 | 1,486,756 |
| Group tour and package | 131,060 | 128,584 | 432,295 | 402,213 |
| True independent | 4,252,000 | 4,529,639 | 1,064,627 | 1,222,802 |
| Accommodations | | | | |
| Hotel | 3,013,359 | 3,138,003 | 2,202,653 | 2,184,567 |
| Hotel only | 2,512,933 | 2,633,121 | 2,062,870 | 2,023,344 |
| Condo | 1,080,226 | 1,102,907 | 355,053 | 402,861 |
| Condo only | 843,156 | 871,308 | 274,040 | 308,805 |
| Timeshare | 647,519 | 662,035 | 113,240 | 145,909 |
| Timeshare only | 496,760 | 515,224 | 86,068 | 111,132 |
| Rental house | 483,904 | 548,826 | 69,923 | 87,020 |
| Hostel | 45,459 | 42,955 | 16,952 | 20,792 |
| Camp Site | 42,081 | 42,247 | 7,732 | 10,163 |
| Bed & breakfast | 67,419 | 72,821 | 15,617 | 22,988 |
| Cruise ship | 113,311 | 112,068 | 24,454 | 25,997 |
| Friends, relatives | 632,344 | 679,457 | 77,946 | 84,508 |

1/ Revised from previous *Data Book*.

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

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

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014

[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 | 94.2 | 92.6 | 97.3 | 88.7 |
| Self-guided / drive around island | 85.3 | 84.7 | 86.4 | 58.7 |
| Helicopter / airplane tour | 9.0 | 6.1 | 14.4 | 1.9 |
| Boat / submarine tour, whale watching | 26.4 | 23.8 | 31.2 | 11.8 |
| Visit communities | 29.9 | 28.4 | 32.6 | 22.2 |
| Limo, van/bus tour | 12.2 | 8.3 | 19.4 | 35.7 |
| Scenic views / natural landmarks | 63.6 | 59.6 | 70.9 | 27.2 |
| Movie / TV film location | 4.6 | 3.5 | 6.5 | 4.5 |
| Recreation | 94.3 | 94.2 | 94.6 | 83.2 |
| Beach / sunbathing / swimming | 86.1 | 86.2 | 85.9 | 66.4 |
| Surfing / bodyboarding / paddleboarding | 24.4 | 26.5 | 20.3 | 7.6 |
| Canoeing / kayaking | 10.1 | 10.1 | 10.1 | 2.9 |
| Snorkeling / scuba diving | 45.0 | 47.2 | 40.8 | 18.4 |
| Jet skiing / parasailing / windsurfing | 3.1 | 3.2 | 2.8 | 3.8 |
| Golf | 9.2 | 9.2 | 9.1 | 7.9 |
| Running / jogging / fitness walking | 37.6 | 37.7 | 37.4 | 19.8 |
| Spa | 11.0 | 10.4 | 12.1 | 6.6 |
| Backpacking / hiking / camping | 23.2 | 21.6 | 26.2 | 6.8 |
| Agritourism | 10.2 | 8.8 | 12.9 | 4.0 |
| Sports event / tournament | 3.2 | 3.6 | 2.5 | 2.3 |
| State parks / botanical gardens | 45.1 | 40.7 | 53.3 | 12.5 |
| Entertainment | 98.3 | 98.4 | 97.9 | 94.7 |
| Lunch / sunset / dinner / evening cruise | 25.3 | 23.2 | 29.3 | 58.4 |
| Live music / stage show | 32.3 | 28.0 | 40.5 | 21.4 |
| Nightclub / dancing / bar / karaoke | 11.6 | 11.3 | 12.1 | 4.3 |
| Fine dining | 60.2 | 58.1 | 64.1 | 37.2 |
| Family restaurant / diner | 72.9 | 74.0 | 70.8 | 33.3 |
| Fast food | 39.3 | 38.3 | 41.2 | 51.3 |
| Cafe / coffee house | 43.6 | 45.3 | 40.4 | 50.1 |
| Ethnic dining | 31.4 | 31.0 | 32.3 | 9.5 |
| Prepared own meal | 53.7 | 58.5 | 44.5 | 15.2 |

Continued on next page.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014 -- Con.

| Activity | U.S. total | U.S. West 1/ | U.S. East 2/ | Japan |
|--------------------------|------------|--------------|--------------|-------|
| Shopping | 96.3 | 96.0 | 96.9 | 98.2 |
| Mall / department stores | 49.5 | 48.8 | 50.9 | 85.6 |
| Designer boutiques | 25.7 | 24.6 | 27.7 | 38.9 |
| Hotel stores | 36.7 | 34.4 | 40.9 | 44.6 |
| Swap meet / flea market | 22.1 | 21.0 | 24.1 | 12.9 |
| Discount / outlet stores | 21.4 | 20.8 | 22.6 | 32.6 |
| Supermarkets | 62.3 | 65.6 | 56.1 | 61.3 |
| Farmers market | 29.8 | 31.3 | 27.0 | 19.8 |
| Convenience stores | 46.7 | 46.1 | 47.9 | 67.0 |
| Duty Free stores | 3.3 | 2.9 | 3.9 | 54.6 |
| Local shops / artisans | 65.8 | 64.7 | 67.7 | 20.5 |
| Culture | 69.6 | 64.2 | 79.8 | 44.3 |
| Historic military site | 28.4 | 21.5 | 41.5 | 11.4 |
| Other historic site | 28.6 | 26.3 | 32.9 | 11.3 |
| Museum / art gallery | 20.5 | 20.3 | 20.8 | 6.6 |
| Luau | 30.3 | 23.9 | 42.2 | 3.0 |
| Polynesian show / hula | 21.7 | 18.2 | 28.3 | 23.7 |
| Lessons: hula / canoeing | 3.6 | 3.0 | 4.9 | 3.5 |
| Ukulele lessons | 1.7 | 1.7 | 1.8 | 1.0 |
| Play / concert / theatre | 4.2 | 3.8 | 5.0 | 2.2 |
| Art / craft fair | 11.8 | 11.9 | 11.6 | 0.9 |
| Festivals | 3.0 | 2.7 | 3.6 | 2.4 |
| Transportation | 92.0 | 91.7 | 92.6 | 97.8 |
| Airport shuttle | 31.4 | 30.4 | 33.2 | 33.0 |
| Trolley | 4.6 | 3.8 | 5.9 | 56.8 |
| Public bus | 9.2 | 8.4 | 10.8 | 20.0 |
| Tour bus / tour van | 15.0 | 10.7 | 23.1 | 47.3 |
| Meeting | 7.9 | 7.6 | 8.4 | 1.4 |
| Convention | 4.3 | 3.4 | 5.9 | 1.8 |

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2014

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

| Category | Excellent | Above average | Below average | Poor |
|--------------------------------|------------------|----------------------|----------------------|-------------|
| Total | 82.3 | 15.8 | 1.7 | 0.2 |
| Lifestyle / lifestage segments | | | | |
| Wedding / honeymoon | 88.7 | 11.2 | 0.1 | 0.0 |
| Family | 84.6 | 14.1 | 1.2 | 0.1 |
| Young | 86.1 | 12.0 | 1.8 | 0.1 |
| Middle age | 78.6 | 18.4 | 2.6 | 0.3 |
| Seniors | 81.1 | 17.1 | 1.5 | 0.3 |
| Visitation status | | | | |
| First timers | 83.1 | 14.9 | 1.9 | 0.1 |
| Repeat visitors | 82.0 | 16.2 | 1.6 | 0.2 |

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2014

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

| Category | Excellent | Above average | Below average | Poor |
|--------------------------------|------------------|----------------------|----------------------|-------------|
| Total | 81.6 | 16.7 | 1.5 | 0.3 |
| Lifestyle / lifestage segments | | | | |
| Wedding / honeymoon | 82.8 | 17.1 | 0.1 | 0.0 |
| Family | 83.7 | 15.0 | 1.2 | 0.1 |
| Young | 85.8 | 12.4 | 1.8 | 0.0 |
| Middle age | 79.1 | 17.9 | 2.5 | 0.5 |
| Seniors | 79.8 | 18.3 | 1.5 | 0.4 |
| Visitation status | | | | |
| First timers | 82.0 | 16.2 | 1.6 | 0.2 |
| Repeat visitors | 81.5 | 16.8 | 1.5 | 0.3 |

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2014

[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 | Excellent | Above average | Below average | Poor |
|--------------------------------|------------------|----------------------|----------------------|-------------|
| Total | 83.8 | 14.2 | 2.0 | 0.0 |
| Lifestyle / lifestage segments | | | | |
| Wedding / honeymoon | 94.8 | 5.2 | 0.0 | 0.0 |
| Family | 86.9 | 11.8 | 1.3 | 0.0 |
| Young | 86.6 | 11.3 | 2.0 | 0.1 |
| Middle age | 77.6 | 19.5 | 2.8 | 0.1 |
| Seniors | 83.2 | 15.1 | 1.6 | 0.0 |
| Visitation status | | | | |
| First timers | 84.1 | 13.7 | 2.1 | 0.1 |
| Repeat visitors | 83.6 | 14.6 | 1.8 | 0.0 |

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM JAPAN: 2014

[Visitors staying overnight or longer. Percent of visitors]

| Category | Excellent | Above average | Below average | Poor |
|--------------------------------|------------------|----------------------|----------------------|-------------|
| Total | 68.8 | 29.6 | 1.3 | 0.2 |
| Lifestyle / lifestage segments | | | | |
| Wedding / honeymoon | 81.8 | 17.3 | 0.3 | 0.6 |
| Family | 68.4 | 30.7 | 0.7 | 0.2 |
| Young | 75.0 | 24.1 | 0.9 | 0.0 |
| Middle age | 70.4 | 28.6 | 0.9 | 0.0 |
| Seniors | 61.4 | 36.0 | 2.3 | 0.2 |
| Visitation status | | | | |
| First timers | 70.9 | 27.4 | 1.5 | 0.3 |
| Repeat visitors | 67.5 | 31.1 | 1.2 | 0.1 |

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014

[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]

| Criterion by island | U.S. total | U.S. West 1/ | U.S. East 2/ | Japan |
|---------------------|------------|--------------|--------------|-------|
| Oahu | | | | |
| Excellent | 54.0 | 51.4 | 57.5 | 56.2 |
| Above average | 39.9 | 42.8 | 35.9 | 41.7 |
| Below average | 5.1 | 5.0 | 5.3 | 2.0 |
| Poor | 1.0 | 0.8 | 1.3 | 0.2 |
| Maui | | | | |
| Excellent | 69.5 | 66.6 | 74.5 | 57.4 |
| Above average | 28.7 | 31.7 | 23.5 | 39.5 |
| Below average | 1.6 | 1.6 | 1.8 | 3.2 |
| Poor | 0.2 | 0.1 | 0.3 | 0.0 |
| Molokai | | | | |
| Excellent | 61.3 | 56.5 | 68.6 | 20.4 |
| Above average | 30.9 | 32.0 | 29.2 | 62.2 |
| Below average | 7.5 | 11.3 | 1.8 | 17.4 |
| Poor | 0.4 | 0.3 | 0.4 | 0.0 |
| Lanai | | | | |
| Excellent | 60.4 | 62.7 | 56.9 | 26.4 |
| Above average | 34.9 | 36.5 | 32.4 | 63.0 |
| Below average | 2.9 | 0.6 | 6.3 | 10.5 |
| Poor | 1.9 | 0.2 | 4.4 | 0.0 |
| Big Island | | | | |
| Excellent | 60.9 | 60.7 | 61.2 | 61.2 |
| Above average | 36.8 | 36.7 | 36.8 | 34.4 |
| Below average | 2.1 | 2.3 | 1.9 | 3.4 |
| Poor | 0.2 | 0.3 | 0.0 | 1.0 |
| Kauai | | | | |
| Excellent | 72.0 | 69.1 | 76.7 | 47.6 |
| Above average | 26.1 | 28.9 | 21.7 | 45.3 |
| Below average | 1.7 | 1.7 | 1.6 | 7.0 |
| Poor | 0.2 | 0.3 | 0.0 | 0.0 |

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*

<<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014

[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 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 | 64.2 | 68.6 | 56.0 | 38.2 |
| Recommendations from friends or relatives | 54.0 | 51.3 | 58.9 | 33.2 |
| Information from hotels or resorts | 48.6 | 45.7 | 54.0 | 33.3 |
| Online travel booking site | 40.2 | 40.6 | 39.5 | 35.1 |
| Online webpage or blog covering Hawaii | 35.0 | 32.1 | 40.3 | 46.4 |
| Information from airline / commercial carriers | 41.2 | 40.6 | 42.3 | 24.2 |
| Books | 25.5 | 23.6 | 28.8 | 46.8 |
| Travel agents | 16.7 | 12.5 | 24.5 | 62.0 |
| Magazines | 19.4 | 18.8 | 20.4 | 57.1 |
| Companies specializing in packaged tours | 20.0 | 17.4 | 24.8 | 30.6 |
| Smartphone or tablet applications relevant to your trip | 24.1 | 23.4 | 25.5 | 19.8 |
| Hawaii visitor bureaus website | 18.1 | 15.2 | 23.4 | 18.0 |
| Online social networking site | 9.8 | 9.1 | 10.9 | 7.5 |
| Newspapers | 8.1 | 7.9 | 8.5 | 4.9 |

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, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014

[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 | 80.7 | 83.9 | 74.8 | 31.1 |
| Choosing an airline | 76.7 | 79.9 | 70.6 | 34.7 |
| Airport check-in | 68.2 | 69.7 | 65.2 | 33.8 |
| Making hotel or other lodging reservations | 63.6 | 64.5 | 61.9 | 30.7 |
| Checking the weather | 54.3 | 53.1 | 56.4 | 54.0 |
| Planning activities | 57.6 | 55.8 | 61.0 | 41.2 |
| Making car rental reservations | 64.5 | 67.3 | 59.1 | 18.6 |
| Finding restaurants | 50.0 | 48.1 | 53.7 | 55.6 |
| Estimating the costs of your trip | 54.5 | 53.6 | 56.0 | 22.9 |
| Deciding on vacation destination | 47.6 | 47.7 | 47.4 | 36.8 |
| Accessing maps and directions, GPS | 43.1 | 41.7 | 45.5 | 43.3 |
| Finding places to shop | 34.4 | 31.9 | 38.9 | 52.4 |
| Purchasing any tour or attraction package | 33.9 | 30.8 | 39.9 | 31.1 |
| Other | 1.1 | 1.1 | 1.0 | 1.9 |

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, *2014 Visitor Satisfaction and Activity Report*

<<http://www.hawaii-tourism-authority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.

**Table 7.19-- SAFETY ISSUES AND OTHER NUISANCE ENCOUNTERED
BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST,
AND JAPAN: 2013 AND 2014**

[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 do not sum to 100 percent due to multiple answers selected]

| | U.S. total | U.S. West 1/ | U.S. East 2/ | Japan |
|-------------------------------------|------------|--------------|--------------|-------|
| 2013 | | | | |
| No problems | 47.4 | 49.0 | 44.5 | 50.1 |
| Safety issues | | | | |
| Drug dealers | 1.9 | 2.0 | 1.7 | 0.8 |
| Verbal harassment | 2.3 | 2.5 | 2.1 | 1.3 |
| Car vandalized | 0.7 | 0.6 | 1.0 | 0.4 |
| Wallet stolen | 0.9 | 1.0 | 0.8 | 1.5 |
| Solicited by prostitutes | 1.0 | 1.2 | 0.7 | 0.9 |
| Violence | 0.4 | 0.6 | 0.1 | 0.3 |
| Room vandalized | 0.2 | 0.2 | 0.1 | 0.4 |
| Other nuisance | | | | |
| Seeing homeless | 43.7 | 41.1 | 48.7 | 42.8 |
| Severe weather / natural calamities | 10.1 | 10.3 | 9.9 | 5.2 |
| Other negative | 10.6 | 11.0 | 10.0 | 6.0 |
| Service problems | 2.8 | 2.5 | 3.4 | 6.5 |
| Parking ticket | 1.3 | 1.6 | 0.8 | 3.1 |
| 2014 | | | | |
| No problems | 46.6 | 48.5 | 43.3 | 44.9 |
| Safety issues | | | | |
| Drug dealers | 1.4 | 1.3 | 1.6 | 0.7 |
| Verbal harassment | 2.0 | 2.3 | 1.5 | 1.4 |
| Car vandalized | 0.6 | 0.7 | 0.5 | 0.4 |
| Wallet stolen | 0.9 | 0.8 | 1.0 | 1.6 |
| Solicited by prostitutes | 0.8 | 0.7 | 1.0 | 0.4 |
| Violence | 0.3 | 0.3 | 0.2 | 0.3 |
| Room vandalized | 0.3 | 0.3 | 0.2 | 0.2 |
| Other nuisance | | | | |
| Seeing homeless | 45.6 | 42.1 | 52.0 | 48.0 |
| Severe weather / natural calamities | 12.4 | 12.9 | 11.4 | 8.2 |
| Other negative | 9.8 | 10.2 | 9.2 | 6.7 |
| Service problems | 2.9 | 3.2 | 2.4 | 6.7 |
| Parking ticket | 1.5 | 1.6 | 1.2 | 3.0 |

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2013 Visitor Satisfaction and Activity Report*, and *2014 Visitor Satisfaction and Activity Report*

<<http://www.hawaiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed June 27, 2016.

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014**

[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 | 26.5 | 18.8 | 41.2 | 41.5 |
| Repeat visitors | 73.5 | 81.2 | 58.8 | 58.5 |
| Gender | | | | |
| Male | 49.1 | 47.9 | 51.6 | 48.9 |
| Female | 50.9 | 52.1 | 48.4 | 51.1 |
| Age | | | | |
| Median (years) | 53.0 | 53.0 | 54.0 | 49.0 |
| Lifestyle / lifestage segments | | | | |
| Wedding / honeymoon | 5.0 | 3.9 | 7.1 | 13.2 |
| Family | 24.3 | 27.0 | 19.1 | 15.4 |
| Young | 10.1 | 10.1 | 10.1 | 12.3 |
| Middle age | 22.8 | 22.6 | 23.2 | 23.1 |
| Seniors | 37.8 | 36.4 | 40.5 | 36.0 |
| Primary purpose of trip | | | | |
| Vacation | 62.4 | 64.4 | 58.5 | 64.1 |
| Business meeting / conduct business | 6.4 | 6.2 | 6.7 | 1.0 |
| Convention / conference / seminar | 2.3 | 1.7 | 3.6 | 0.7 |
| Incentive / reward | 0.9 | 0.6 | 1.6 | 1.0 |
| Visit friends / relatives | 10.2 | 9.6 | 11.4 | 1.5 |
| Get married | 0.5 | 0.6 | 0.5 | 2.5 |
| Attend / participate in wedding | 3.3 | 3.7 | 2.5 | 10.9 |
| Honeymoon | 2.8 | 1.9 | 4.5 | 9.4 |
| Anniversary / birthday | 4.1 | 3.4 | 5.5 | 1.7 |
| Cultural / historical / musical event | 0.3 | 0.2 | 0.5 | 0.7 |
| Sports event | 0.9 | 1.1 | 0.5 | 2.0 |
| Medical treatment | 0.0 | 0.1 | 0.0 | 0.0 |
| Shopping / fashion | 0.1 | 0.1 | 0.1 | 1.5 |
| Education / visit schools | 0.2 | 0.1 | 0.3 | 0.2 |
| Family gathering / reunion | 2.2 | 2.6 | 1.4 | 1.1 |
| Real estate purchase / viewing | 0.4 | 0.5 | 0.3 | 0.1 |
| Other | 2.9 | 3.3 | 2.2 | 1.5 |

Continued on next page.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014 -- Con.

| Characteristic | U.S. total | U.S. West 1/ | U.S. East 2/ | Japan |
|------------------------------------|------------|--------------|--------------|-------|
| Highest level of school | | | | |
| Some high school | 0.5 | 0.5 | 0.5 | 1.4 |
| High school grad | 5.3 | 4.1 | 7.4 | 26.9 |
| Some college | 13.9 | 15.2 | 11.5 | 5.8 |
| Vocational / technical | 3.2 | 3.4 | 2.7 | 9.7 |
| 2-year degree | 7.8 | 8.1 | 7.2 | 10.0 |
| 4-year degree | 36.3 | 36.9 | 35.3 | 41.4 |
| Post grad degree | 33.0 | 31.7 | 35.5 | 4.8 |
| Employment status | | | | |
| Self-employed | 17.3 | 18.7 | 14.6 | 12.3 |
| Employed, working for someone else | 53.5 | 52.3 | 55.9 | 40.7 |
| Retired | 22.8 | 22.3 | 23.7 | 11.7 |
| Student | 1.6 | 1.5 | 1.6 | 9.7 |
| Homemaker | 3.6 | 3.9 | 3.2 | 18.1 |
| Other | 1.2 | 1.3 | 1.0 | 7.5 |
| Visitors income | | | | |
| Up to \$40,000 | 6.4 | 6.9 | 5.4 | 15.7 |
| \$40,000 to \$49,999 | 3.6 | 3.5 | 3.7 | 12.3 |
| \$50,000 to \$59,999 | 4.4 | 4.5 | 4.2 | 10.9 |
| \$60,000 to \$69,999 | 5.1 | 4.7 | 5.9 | 10.0 |
| \$70,000 to \$79,999 | 6.7 | 6.6 | 6.9 | 9.0 |
| \$80,000 to \$89,999 | 6.4 | 6.3 | 6.6 | 8.1 |
| \$90,000 to \$99,999 | 6.7 | 6.9 | 6.2 | 10.5 |
| \$100,000 to \$124,999 | 14.8 | 14.3 | 15.7 | 22.2 |
| \$125,000 to \$149,999 | 10.3 | 10.2 | 10.5 | 0.5 |
| \$150,000 to \$174,999 | 8.2 | 8.6 | 7.4 | 0.3 |
| \$175,000 to \$199,999 | 5.3 | 5.7 | 4.6 | 0.2 |
| \$200,000 to \$249,999 | 7.4 | 7.5 | 7.1 | 0.1 |
| \$250,000 or more | 14.8 | 14.4 | 15.7 | 0.1 |

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaii tourism authority.org/research/reports/visitor-satisfaction/>> accessed June 27, 2016.

Table 7.21-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINT OF ORIGIN: 2014 AND 2015

[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 | 2014 1/ | | | 2015 | | |
|----------------|-----------|-----------|---------------|-----------|-----------|---------------|
| | Total | Domestic | International | Total | Domestic | International |
| All visitors | 8,196,342 | 5,486,059 | 2,710,283 | 8,563,018 | 5,782,140 | 2,780,878 |
| 1 to 6 days | 2,844,922 | 1,204,390 | 1,640,533 | 2,927,830 | 1,336,940 | 1,590,889 |
| 7 to 12 days | 4,094,910 | 3,296,518 | 798,392 | 4,348,798 | 3,464,132 | 884,666 |
| 13 to 30 days | 1,160,307 | 907,612 | 252,695 | 1,193,344 | 905,782 | 287,562 |
| 31 to 365 days | 96,202 | 77,539 | 18,663 | 93,046 | 75,285 | 17,761 |
| Median (days) | 7.26 | 8.00 | 6.00 | 7.27 | 8.00 | 6.00 |
| Mean (days) | 9.18 | 10.05 | 7.43 | 9.12 | 9.85 | 7.60 |

1/ Revised from previous *Data Book*.

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

**Table 7.22-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:
2010 TO 2015**

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

| Subject | 2010 | 2011 | 2012 | 2013 | 2014 1/ | 2015 |
|--------------------------|-------------|-------------|-------------|-------------|----------------|-------------|
| Arrivals (1,000) | 1,239 | 1,242 | 1,466 | 1,519 | 1,512 | 1,482 |
| Average stay (days) | 5.87 | 6.03 | 6.02 | 5.94 | 5.80 | 5.86 |
| Expenditures (mil. dol.) | 1,900 | 2,164 | 2,735 | 2,486 | 2,397 | 2,053 |

1/ Revised from previous *Data Book*.

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

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2015

[Visitor arrivals by air. 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 |
|--------------|-------------|----------|---------|-------------|----------|
| 1960-1961 | 32.00 | (NA) | 1998 | 147.37 | 235.25 |
| 1965-1966 1/ | 37.23 | (NA) | 1999 | 148.91 | 207.46 |
| 1974 | 46.20 | 123.00 | 2000 | 154.92 | 214.20 |
| 1977 | 54.62 | 146.85 | 2001 | 142.75 | 227.05 |
| 1980 | 71.24 | 185.00 | 2002 | 150.39 | 233.13 |
| 1983 | 85.88 | 227.32 | 2003 | 157.18 | 240.09 |
| 1986 | 95.40 | 299.00 | 2004 | 157.95 | 251.47 |
| 1987 | 102.49 | 324.00 | 2005 | 160.79 | 255.42 |
| 1988 | 121.44 | 350.00 | 2006 | 166.28 | 266.47 |
| 1989 | 126.57 | 322.00 | 2007 | 170.29 | 268.83 |
| 1990 | 136.30 | 294.04 | 2008 | 161.01 | 288.33 |
| 1991 | 140.54 | 344.29 | 2009 | 145.70 | 268.33 |
| 1992 | 117.14 | 344.68 | 2010 | 151.62 | 261.10 |
| 1993 | 116.15 | 306.54 | 2011 | 157.81 | 289.10 |
| 1994 | 133.79 | 340.88 | 2012 | 167.09 | 310.10 |
| 1995 | 132.73 | 356.15 | 2013 | 172.07 | 275.74 |
| 1996 | 137.04 | 286.89 | 2014 2/ | 176.58 | 273.39 |
| 1997 | 157.07 | 279.58 | 2015 | 175.01 | 236.33 |

NA Not available.

1/ Oahu only.

2/ Revised from previous *Data Book*.

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

Table 7.24-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1960-1961 TO 2015

[Visitor expenditure for visitor arrivals by air. 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/ |
|--------------|---------------------------|---------------------------------------|---------|---------------------------|---------------------------------------|
| 1960-1961 | 29.8 | 107 | 1998 | 163.0 | 90 |
| 1965-1966 2/ | 32.0 | 116 | 1999 | 166.6 | 89 |
| 1974 | 49.3 | 94 | 2000 | 172.2 | 90 |
| 1977 | 60.6 | 90 | 2001 | 177.1 | 81 |
| 1980 | 82.4 | 86 | 2002 | 179.9 | 84 |
| 1983 | 99.6 | 86 | 2003 | 184.0 | 85 |
| 1986 | 109.6 | 87 | 2004 | 188.9 | 84 |
| 1987 | 113.6 | 90 | 2005 | 195.3 | 82 |
| 1988 | 118.3 | 103 | 2006 | 201.6 | 82 |
| 1989 | 124.0 | 102 | 2007 | 207.3 | 82 |
| 1990 | 130.7 | 104 | 2008 | 215.3 | 75 |
| 1991 | 136.2 | 103 | 2009 | 214.5 | 68 |
| 1992 | 140.3 | 83 | 2010 | 218.1 | 70 |
| 1993 | 144.5 | 80 | 2011 | 224.9 | 70 |
| 1994 | 148.2 | 90 | 2012 | 229.6 | 73 |
| 1995 | 152.4 | 87 | 2013 | 233.0 | 74 |
| 1996 | 156.9 | 87 | 2014 3/ | 236.7 | 75 |
| 1997 | 160.5 | 98 | 2015 | 237.0 | 74 |

1/ In constant (1982-84) dollars.

2/ Oahu only.

3/ Average expenditure per visitor day for 2014 has been revised from previous *Data Book*.

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

<<http://www.bls.gov/cpi/home.htm>> accessed on July 21, 2015 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: 2014 AND 2015

[For visitor arrivals by air. 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 | |
|----------------------------|----------------------------|-------|----------------------------|-------|---------------------|-------|----------------------|-------|
| | 2014 3/ | 2015 | 2014 3/ | 2015 | 2014 3/ | 2015 | 2014 3/ | 2015 |
| All items | 160.2 | 162.0 | 204.9 | 197.8 | 273.4 | 236.3 | 158.9 | 161.5 |
| Total food and beverage | 35.4 | 34.5 | 42.1 | 40.0 | 50.7 | 49.9 | 33.4 | 33.0 |
| Restaurant food | 23.0 | 21.8 | 29.5 | 27.3 | 37.7 | 37.3 | 19.9 | 18.4 |
| Dinner shows and cruises | 3.3 | 3.4 | 4.7 | 4.5 | 4.4 | 3.9 | 2.8 | 3.0 |
| Groceries and snacks | 9.1 | 9.3 | 7.9 | 8.3 | 8.6 | 8.7 | 10.7 | 11.6 |
| Entertainment & recreation | 14.3 | 14.1 | 20.7 | 19.5 | 19.1 | 18.7 | 12.7 | 12.4 |
| Total transportation | 16.9 | 16.3 | 20.9 | 20.1 | 12.2 | 12.0 | 16.1 | 17.1 |
| Interisland airfare | 1.8 | 1.8 | 4.1 | 3.8 | 2.1 | 2.0 | 1.2 | 1.7 |
| Ground transportation | 0.7 | 0.7 | 1.0 | 1.0 | 6.3 | 5.8 | 1.0 | 1.0 |
| Rental vehicles | 12.9 | 12.7 | 14.1 | 13.9 | 3.5 | 3.9 | 12.3 | 13.2 |
| Gasoline, parking, etc. | 1.4 | 1.2 | 1.7 | 1.4 | 0.4 | 0.4 | 1.7 | 1.3 |
| Total shopping | 16.2 | 16.3 | 19.4 | 18.6 | 77.8 | 65.5 | 16.5 | 14.9 |
| Fashion and clothing | 6.4 | 6.1 | 6.9 | 6.7 | 20.5 | 18.2 | 8.2 | 7.4 |
| Jewelry and watches | 2.7 | 2.9 | 3.8 | 3.3 | 7.5 | 5.8 | 2.3 | 1.9 |
| Cosmetics, perfume | 0.4 | 0.4 | 0.4 | 0.4 | 4.5 | 3.5 | 0.3 | 0.3 |
| Leather goods | 0.6 | 0.8 | 0.7 | 0.5 | 24.8 | 17.6 | 0.6 | 0.6 |
| Hawaii food products | 2.5 | 2.5 | 2.6 | 2.7 | 13.3 | 13.6 | 2.0 | 2.0 |
| Souvenirs | 3.6 | 3.6 | 5.0 | 5.1 | 7.0 | 6.9 | 3.0 | 2.8 |
| Lodging | 73.2 | 76.3 | 91.2 | 87.4 | 99.7 | 79.3 | 74.3 | 78.2 |
| All other expenses 4/ | 4.3 | 4.5 | 10.7 | 12.1 | 14.0 | 10.8 | 6.0 | 5.8 |

Continued on next page.

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2014 AND 2015 -- Con.

| Expenditure type | Visitors from China | | Visitors from Korea | | Visitors from other Asia 5/ | | Visitors from Oceania 6/ | |
|----------------------------|---------------------|-------|---------------------|-------|-----------------------------|-------|--------------------------|-------|
| | 2014 3/ | 2015 | 2014 3/ | 2015 | 2014 3/ | 2015 | 2014 3/ | 2015 |
| All items | 396.8 | 392.0 | 270.4 | 293.9 | 320.6 | 340.3 | 258.6 | 262.8 |
| Total food and beverage | 54.1 | 55.6 | 60.2 | 66.5 | 56.2 | 60.7 | 48.7 | 50.4 |
| Restaurant food | 39.8 | 42.2 | 47.9 | 52.9 | 43.2 | 47.3 | 36.0 | 36.5 |
| Dinner shows and cruises | 6.4 | 5.5 | 6.1 | 5.8 | 6.1 | 5.6 | 3.8 | 4.3 |
| Groceries and snacks | 8.0 | 7.9 | 6.1 | 7.8 | 6.9 | 7.8 | 8.9 | 9.6 |
| Entertainment & recreation | 29.5 | 35.0 | 26.5 | 26.3 | 27.1 | 30.4 | 22.8 | 24.2 |
| Total transportation | 29.7 | 33.0 | 22.7 | 25.7 | 25.6 | 29.2 | 15.7 | 16.6 |
| Interisland airfare | 11.0 | 12.9 | 9.2 | 7.1 | 9.7 | 9.9 | 3.9 | 3.9 |
| Ground transportation | 5.3 | 6.5 | 2.4 | 2.5 | 3.6 | 4.4 | 4.0 | 4.1 |
| Rental vehicles | 11.9 | 12.2 | 9.6 | 15.0 | 10.7 | 13.7 | 7.0 | 8.0 |
| Gasoline, parking, etc. | 1.6 | 1.4 | 1.5 | 1.1 | 1.5 | 1.2 | 0.8 | 0.7 |
| Total shopping | 182.7 | 160.0 | 71.1 | 77.2 | 116.9 | 116.9 | 62.7 | 54.1 |
| Fashion and clothing | 63.3 | 54.9 | 25.4 | 25.1 | 41.4 | 39.5 | 39.2 | 34.7 |
| Jewelry and watches | 37.8 | 30.8 | 5.0 | 3.7 | 18.5 | 16.5 | 5.8 | 4.7 |
| Cosmetics, perfume | 21.4 | 21.7 | 5.8 | 6.0 | 12.1 | 13.3 | 6.2 | 4.9 |
| Leather goods | 46.1 | 39.0 | 23.8 | 30.2 | 32.4 | 34.3 | 5.4 | 3.9 |
| Hawaii food products | 9.7 | 8.0 | 7.0 | 6.7 | 8.3 | 7.6 | 1.8 | 1.6 |
| Souvenirs | 4.4 | 5.5 | 4.1 | 5.5 | 4.2 | 5.7 | 4.2 | 4.3 |
| Lodging | 85.4 | 86.3 | 86.8 | 93.5 | 86.4 | 89.8 | 96.6 | 104.2 |
| All other expenses 4/ | 15.3 | 22.1 | 3.0 | 4.7 | 8.5 | 13.2 | 12.1 | 13.2 |

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2014 AND 2015 -- Con.**

| Expenditure type | Visitors from Europe 7/ | | Visitors from Latin America 8/ | | Visitors from other markets 9/ | |
|----------------------------|----------------------------|-------|-----------------------------------|-------|-----------------------------------|-------|
| | 2014 3/ | 2015 | 2014 3/ | 2015 | 2014 3/ | 2015 |
| All items | 181.5 | 177.7 | 269.4 | 247.4 | 210.9 | 183.6 |
| Total food and beverage | 37.8 | 35.4 | 37.4 | 49.2 | 38.2 | 38.3 |
| Restaurant food | 26.7 | 23.4 | 25.5 | 30.8 | 25.8 | 26.2 |
| Dinner shows and cruises | 3.8 | 3.0 | 4.5 | 7.5 | 3.5 | 3.3 |
| Groceries and snacks | 7.3 | 9.0 | 7.4 | 10.9 | 8.9 | 8.8 |
| Entertainment & recreation | 19.7 | 16.2 | 19.7 | 25.7 | 16.3 | 15.9 |
| Total transportation | 22.9 | 26.6 | 28.6 | 29.2 | 22.4 | 19.7 |
| Interisland airfare | 5.9 | 7.4 | 8.0 | 8.1 | 5.5 | 4.1 |
| Ground transportation | 2.2 | 2.2 | 1.0 | 1.6 | 2.4 | 2.2 |
| Rental vehicles | 13.2 | 15.8 | 18.1 | 18.3 | 12.8 | 11.9 |
| Gasoline, parking, etc. | 1.5 | 1.3 | 1.5 | 1.2 | 1.7 | 1.5 |
| Total shopping | 16.2 | 16.2 | 58.4 | 29.7 | 40.5 | 32.2 |
| Fashion and clothing | 8.3 | 8.2 | 25.7 | 16.3 | 19.5 | 17.7 |
| Jewelry and watches | 1.3 | 1.7 | 15.6 | 2.2 | 3.5 | 2.0 |
| Cosmetics, perfume | 0.7 | 0.7 | 3.4 | 1.8 | 2.5 | 1.6 |
| Leather goods | 0.8 | 0.5 | 1.0 | 0.7 | 4.1 | 2.9 |
| Hawaii food products | 1.5 | 1.6 | 4.5 | 2.2 | 4.4 | 3.3 |
| Souvenirs | 3.4 | 3.4 | 8.3 | 6.5 | 6.6 | 4.8 |
| Lodging | 79.6 | 77.2 | 114.9 | 96.2 | 79.8 | 72.5 |
| All other expenses 4/ | 5.3 | 6.0 | 10.4 | 17.4 | 13.7 | 4.9 |

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2014 AND 2015 -- 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/ Revised from previous *Data Book*.
 - 4/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.
 - 5/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
 - 6/ Includes Australia and New Zealand.
 - 7/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
 - 8/ Includes Argentina, Brazil, and Mexico.
 - 9/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.
- Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual) and records.

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2014 AND 2015**

[Total air and cruise visitor expenditures. 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 | 2014 1/ | 2015 | Percent change |
|----------------------------|----------------|-------------|-----------------------|
| All items | 14,973.3 | 15,110.9 | 0.9 |
| Total food and beverage | 3,021.2 | 3,075.3 | 1.8 |
| Restaurant food | 2,070.2 | 2,063.1 | -0.3 |
| Dinner shows and cruises | 290.8 | 298.1 | 2.5 |
| Groceries and snacks | 660.2 | 714.1 | 8.2 |
| Entertainment & recreation | 1,313.1 | 1,337.1 | 1.8 |
| Total transportation | 1,349.1 | 1,385.0 | 2.7 |
| Interisland airfare | 224.3 | 227.6 | 1.5 |
| Ground transportation | 136.4 | 136.1 | -0.2 |
| Rental vehicles | 884.6 | 932.0 | 5.4 |
| Gasoline, parking, etc. | 103.8 | 89.3 | -14.0 |
| Total shopping | 2,329.7 | 2,211.9 | -5.1 |
| Fashion and clothing | 881.8 | 844.3 | -4.3 |
| Jewelry and watches | 318.8 | 293.3 | -8.0 |
| Cosmetics, perfume | 122.3 | 113.5 | -7.2 |
| Leather goods | 366.8 | 310.5 | -15.3 |
| Hawaii food products | 300.9 | 301.9 | 0.3 |
| Souvenirs | 338.9 | 348.4 | 2.8 |
| Lodging | 6,230.5 | 6,343.7 | 1.8 |
| All other expenses 2/ | 607.7 | 623.9 | 2.7 |
| Supplemental business | 122.1 | 134.1 | 9.8 |

1/ Revised from previous *Data Book*.

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

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research, *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: 2014 AND 2015**

[Visitor arrivals by air. 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 3/ | | Visitors from Japan | |
|---|--------------------------|-------|--------------------------|-------|---------------------|-------|
| | 2014 2/ | 2015 | 2014 2/ | 2015 | 2014 2/ | 2015 |
| All visitors | 160.2 | 162.0 | 204.9 | 197.8 | 273.4 | 236.3 |
| Group tour status 4/ | | | | | | |
| Organized group tour | 212.3 | 230.8 | 262.5 | 253.2 | 276.5 | 248.3 |
| Individually arranged | 158.7 | 160.1 | 196.0 | 188.3 | 262.3 | 233.2 |
| Arrived on package tour 4/ | | | | | | |
| Yes | 190.2 | 183.4 | 243.9 | 229.0 | 289.4 | 260.0 |
| No | 151.5 | 155.6 | 183.7 | 180.5 | 197.3 | 186.3 |
| Accommodations | | | | | | |
| Hotel | 209.3 | 205.3 | 252.3 | 243.5 | 285.6 | 257.8 |
| Condo | 156.4 | 161.3 | 183.6 | 183.2 | 179.8 | 174.2 |
| Guests of friends and relatives | 73.1 | 72.9 | 76.2 | 75.0 | 93.0 | 100.3 |
| Timeshare | 122.2 | 128.8 | 148.6 | 148.8 | 136.5 | 127.7 |
| Previous visits 4/ | | | | | | |
| First trip | 172.3 | 169.5 | 218.7 | 207.3 | 290.5 | 259.7 |
| Repeat visitors | 158.7 | 160.6 | 185.4 | 190.3 | 249.4 | 223.4 |
| Purpose of trip | | | | | | |
| Pleasure | 162.3 | 163.1 | 198.1 | 192.8 | 241.7 | 217.2 |
| Business, meetings, conventions, incentive | 202.8 | 204.8 | 221.1 | 237.9 | 265.3 | 250.7 |
| On honeymoon | 221.5 | 211.2 | 308.2 | 280.1 | 354.2 | 323.0 |

1/ Pacific and Mountain States of the United States.

2/ Revised from previous *Data Book*.

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

4/ U.S. West and U.S. East figures may not be comparable to figures in *2007 Data Book* or earlier, due to a change in methodology in a subsequent year.

Source: Hawaii Tourism Authority, Tourism Research and records.

Table 7.28-- ESTIMATED VISITOR EXPENDITURES: 1961 TO 2015

[Total air and cruise visitor expenditures. 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/ | Year | Personal expenditures | Additional business expenditures 1/ |
|------|-----------------------|-------------------------------------|---------|-----------------------|-------------------------------------|
| 1961 | 137 | (NA) | 1989 | 8,371 | 113 |
| 1962 | 154 | (NA) | 1990 | 8,707 | 119 |
| 1963 | 186 | (NA) | 1991 | 9,004 | 138 |
| 1964 | 205 | (NA) | 1992 | 8,614 | 141 |
| 1965 | 225 | (NA) | 1993 | 7,808 | 120 |
| 1966 | 280 | (NA) | 1994 | 9,544 | 133 |
| 1967 | 380 | (NA) | 1995 | 10,067 | 141 |
| 1968 | 440 | (NA) | 1996 | 9,569 | 140 |
| 1969 | 550 | (NA) | 1997 | 10,102 | 147 |
| 1970 | 595 | (NA) | 1998 | 9,910 | 149 |
| 1971 | 705 | (NA) | 1999 | 9,844 | 161 |
| 1972 | 836 | (NA) | 2000 | 10,396 | 194 |
| 1973 | 1,017 | (NA) | 2001 | 8,916 | 145 |
| 1974 | 1,233 | (NA) | 2002 | 9,465 | 144 |
| 1975 | 1,355 | (NA) | 2003 | 9,889 | 165 |
| 1976 | 1,637 | (NA) | 2004 | 10,702 | 160 |
| 1977 | 1,834 | (NA) | 2005 | 11,696 | 208 |
| 1978 | 2,150 | (NA) | 2006 | 12,301 | 191 |
| 1979 | 2,541 | (NA) | 2007 | 12,626 | 185 |
| 1980 | 2,871 | (NA) | 2008 | 11,220 | 178 |
| 1981 | 3,195 | (NA) | 2009 | 9,819 | 174 |
| 1982 | 3,687 | (NA) | 2010 | 10,889 | 177 |
| 1983 | 3,847 | (NA) | 2011 | 12,048 | 110 |
| 1984 | 4,442 | (NA) | 2012 | 14,250 | 115 |
| 1985 | 4,780 | 92 | 2013 | 14,413 | 108 |
| 1986 | 5,567 | 103 | 2014 2/ | 14,851 | 122 |
| 1987 | 6,281 | 120 | 2015 | 14,977 | 134 |
| 1988 | 7,813 | 125 | | | |

NA Not available.

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

2/ 2014 personal expenditures figure has been revised from previous *Data Book*.

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

**Table 7.29-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:
1999 TO 2015**

[Total air and cruise visitor expenditures. 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 | Total expenditures | Personal expenditures | | | | | Additional business (MCI) expenditures |
|---------|--------------------|-----------------------|---------------|-------|--------|--------------------|--|
| | | All countries 1/ | United States | Japan | Canada | Other countries 1/ | |
| 1999 | 10,005 | 9,844 | 5,776 | 2,359 | 480 | 1,229 | 161 |
| 2000 | 10,590 | 10,396 | 6,453 | 2,370 | 451 | 1,121 | 194 |
| 2001 | 9,061 | 8,916 | 5,708 | 2,089 | 309 | 810 | 145 |
| 2002 | 9,609 | 9,465 | 6,133 | 2,041 | 270 | 1,021 | 144 |
| 2003 | 10,054 | 9,889 | 6,608 | 1,902 | 335 | 1,044 | 165 |
| 2004 | 10,862 | 10,702 | 7,095 | 2,163 | 364 | 1,081 | 160 |
| 2005 | 11,904 | 11,696 | 7,841 | 2,214 | 451 | 1,190 | 208 |
| 2006 | 12,492 | 12,301 | 8,385 | 2,037 | 508 | 1,371 | 191 |
| 2007 | 12,811 | 12,626 | 8,537 | 1,982 | 634 | 1,473 | 185 |
| 2008 | 11,398 | 11,220 | 7,122 | 1,944 | 711 | 1,443 | 178 |
| 2009 | 9,993 | 9,819 | 6,163 | 1,826 | 629 | 1,202 | 174 |
| 2010 | 11,066 | 10,889 | 6,790 | 1,900 | 746 | 1,454 | 177 |
| 2011 | 12,158 | 12,048 | 7,251 | 2,164 | 906 | 1,727 | 110 |
| 2012 | 14,365 | 14,250 | 8,074 | 2,735 | 1,023 | 2,418 | 115 |
| 2013 | 14,521 | 14,413 | 8,351 | 2,486 | 1,083 | 2,493 | 108 |
| 2014 2/ | 14,973 | 14,851 | 8,586 | 2,397 | 1,073 | 2,796 | 122 |
| 2015 | 15,111 | 14,977 | 8,950 | 2,053 | 1,053 | 2,921 | 134 |

1/ Includes cruise ship data.

2/ Revised from previous *Data Book*.

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

**Table 7.30-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:
2011 TO 2015**

| Subject | 2011 | 2012 | 2013 | 2014 | 2015 |
|-----------------------|-------------|-------------|-------------|-------------|-------------|
| Number of tours 1/ | 125 | 141 | 138 | 125 | 118 |
| Number of passengers | 246,236 | 286,530 | 291,078 | 247,815 | 245,631 |
| Out of state visitors | 244,081 | 283,109 | 287,424 | 243,390 | 241,929 |
| Arrived by air | 119,431 | 121,509 | 116,437 | 118,947 | 125,384 |
| Arrived by ship | 124,650 | 161,600 | 170,987 | 124,443 | 116,545 |
| Hawaii residents | 2,155 | 3,421 | 3,654 | 4,425 | 3,702 |

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 Tourism Authority, Tourism Research and records.

**Table 7.31-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:
1997 TO 2015**

[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 1/ | 13,793.0 | 12,158.2 | 1,485.4 | 149.4 |
| 2012 1/ | 16,201.5 | 14,364.8 | 1,648.9 | 187.8 |
| 2013 1/ | 16,493.6 | 14,520.5 | 1,784.8 | 188.3 |
| 2014 1/ | 17,013.0 | 14,973.3 | 1,880.2 | 159.5 |
| 2015 | 17,244.0 | 15,110.9 | 1,989.4 | 143.7 |

1/ Revised from previous *Data Book*.

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

Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2012 TO 2015

[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) |
|-------------|---|---|---|---|---------------------|
| 2012 1/ | 16,201.5 | 12,475.1 | 7,080.0 | 1,522.9 | 163.6 |
| 2013 1/ | 16,493.6 | 12,700.1 | 7,207.7 | 1,550.4 | 161.6 |
| 2014 1/ | 17,013.0 | 13,100.0 | 7,434.7 | 1,599.2 | 161.6 |
| 2015 | 17,244.0 | 13,277.9 | 7,535.6 | 1,620.9 | 158.6 |

1/ Revised from previous *Data Book*.

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

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2015

| Measure of tourism | Statewide visitor industry | Waikiki | |
|--|----------------------------|--------------|------------------------------|
| | | Number | Percent of statewide tourism |
| Visitors | 8,563,018 | 1/ 5,333,912 | (2/) |
| Average daily visitor census | 213,934 | 81,782 | 38.2 |
| Visitors units | 77,138 | 28,976 | 37.6 |
| Occupied units (average) | 60,785 | 25,209 | 41.5 |
| Total visitor expenditures (\$millions) 3/ | 17,244 | 7,255 | 42.1 |

1/ Oahu visitors.

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 and spending by cruise lines on supplies and maintenance.

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: 2015

| Measure of tourism | Statewide tourism | | Waikiki tourism | |
|---|----------------------------|----------------------|------------------------|-------------------|
| | Number | Percent | Number | Percent |
| Direct impact 1/ Gross domestic product 2/ Civilian jobs 3/ State taxes (\$millions) | (X) 113,982 1,247 | (X) 13.6 17.6 | (X) 47,952 525 | (X) 5.7 7.4 |
| Direct and indirect impact 4/ Gross domestic product (\$millions) 4/ Civilian jobs 3/ State taxes (\$millions) | 13,278 158,645 1,621 | 16.7 18.9 22.9 | 5,586 66,742 682 | 7.0 8.0 9.6 |

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 non-civilian military jobs.

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

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

Table 7.35-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1990 TO 2015

| 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 | 70.9 | 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 | 74.6 | 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 | 80.2 | 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 | 98.4 | 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 | 101.2 | 174.84 | (NA) | 191.20 | 213.6 | 116.4 | 234.9 |
| 2011 | 103.0 | 189.83 | (NA) | 191.20 | 219.1 | 118.4 | 243.6 |
| 2012 | 105.2 | 204.93 | (NA) | 191.30 | 230.3 | 121.5 | 249.5 |
| 2013 | 107.1 | 229.90 | (NA) | 191.40 | 241.2 | 119.0 | 253.9 |
| 2014 | 109.7 | 2/ 234.85 | (NA) | 185.00 | 247.7 | 111.1 | 257.6 |
| 2015 | 112.6 | 243.93 | (NA) | 187.00 | 263.0 | 108.9 | 260.2 |

NA Not available.

1/ U.S. Bureau of Economic Analysis, Gross Domestic Product by State to 1997 to 2015 <<http://www.bea.gov/iTable/iTable.cfm?ReqID=70&step=1>> accessed June 14, 2016; 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 1995-2015 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 7, 2016.

Source: See above footnotes.

**Table 7.36-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT,
BY POINT OF ORIGIN: 1993 TO 2015**

| 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/ | 1,239,061 | 1,081,195 | 157,866 | 68,946 | 57,979 | 10,966 |
| 2014 1/ | 1,220,813 | 1,120,230 | 100,583 | 64,898 | 58,385 | 6,513 |
| 2015 | 1,294,904 | 1,184,982 | 109,922 | 62,389 | 56,695 | 5,693 |

1/ 2013 Average number absent and all 2014 data with the exception of International Number returning have been revised from previous *Data Book*.

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

Table 7.37-- 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 or 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:
2011 TO 2015**

[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 | 2011 | 2012 | 2013 | 2014 | 2015 |
|----------------------------|-------------|-------------|-------------|-------------|-------------|
| Issued by Honolulu Office | 56,474 | 61,859 | 62,304 | 62,999 | 67,866 |
| Mailed to Hawaii addresses | 39,280 | 43,047 | 43,778 | 44,304 | 49,313 |
| Mailed outside the state | 17,194 | 18,812 | 18,526 | 18,695 | 18,553 |

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

Table 7.41-- PERFORMING ARTS, FOR OAHU: 2014-2015 SEASON

| Name of organization and type of performance | Productions | Performances | Attendance |
|---|--------------------|---------------------|-------------------|
| All reporting groups | (NA) | (NA) | (NA) |
| Department of Enterprise Services, total | 39 | 72 | 86,187 |
| Dance | 7 | 15 | 24,898 |
| Classical concerts | 21 | 27 | 29,682 |
| Operas | 4 | 22 | 18,710 |
| Pop/rock shows | 7 | 8 | 12,897 |
| Stage shows | - | - | - |
| Brigham Young University | (NA) | (NA) | (NA) |
| Diamond Head Theatre | 6 | 105 | 48,411 |
| Hawaii Pacific University (Theater) | 2 | 38 | 2,250 |
| Hawaii Pacific University (Music) | (NA) | 25 | 10,000 |
| Honolulu Theatre for Youth | 7 | 470 | 91,457 |
| Kennedy Theatre | 14 | 72 | 14,466 |
| Manoa Valley Theatre | 6 | 112 | 16,114 |
| Kumu Kahua Theater | 6 | 108 | 10,000 |

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 2014-2015**

| 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 |
| 2013-2014 | 80 | 20 | 24,564 | 10/ 3,486,554 |
| 2014-2015 | 80 | 23 | 30,089 | 11/ 3,553,965 |

Continued on next page.

**Table 7.42-- SYMPHONY ORCHESTRA ACTIVITIES:
1989-1990 TO 2014-2015 -- Con.**

- 1/ Concert season cancelled.
 - 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.
 - 10/ Expense includes \$556,431 in contracted revenue for Hawaii Opera and Ballet Hawaii.
 - 11/ Expense reflects \$57,500 in contracted revenue from Ballet Hawaii and addition of first Pops series.
- Source: Honolulu Symphony Society, records; Hawaii Symphony Orchestra, records.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2013 TO 2015**

[Calendar year data unless otherwise specified]

| Island and cultural attraction | 2013 | 2014 | 2015 |
|---|------------|------------|-----------|
| OAHU | | | |
| Atlantis Submarines | 1/ 287,022 | 1/ 263,910 | 245,838 |
| Atlantis Cruises | 1/ 98,708 | 1/ 87,732 | 95,100 |
| Battleship Missouri Memorial | 601,291 | 561,634 | 599,349 |
| Bernice P. Bishop Museum | 257,000 | 240,000 | (NA) |
| Diamond Head State Monument 2/ 3/ | 920,000 | 892,400 | 904,000 |
| Foster Botanical Garden | 44,584 | 47,628 | 45,598 |
| Harold L. Lyon Arboretum | 40,260 | 42,108 | 43,252 |
| Hawaii Maritime Center 2/ | (4/) | (4/) | (4/) |
| Hawaii's Plantation Village | (NA) | (NA) | (NA) |
| Hawaii State Art Museum 2/ | 31,932 | 28,343 | 28,115 |
| Honolulu Museum of Art on Beretania 5/ | 274,132 | 277,564 | 290,193 |
| Honolulu Museum of Art at First Hawaiian Center 5/ | 48,930 | (NA) | (NA) |
| Honolulu Museum of Art at Spalding House 5/ | 1/ 23,800 | 27,564 | 28,174 |
| Honolulu Police Department Museum | 1,059 | (NA) | (NA) |
| Honolulu Zoo | 663,699 | 606,566 | 592,780 |
| Ho'omaluhia Botanical Garden | 175,168 | 167,843 | 193,996 |
| Iolani Palace State Monument | 110,987 | 110,987 | 115,758 |
| Judiciary History Center | 54,428 | 57,110 | (NA) |
| Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center) | 116,833 | 127,884 | (NA) |
| Polynesian Cultural Center | 695,328 | 664,634 | 646,176 |
| Puu O Mahuka Heiau State Monument 2/ | (6/) | (6/) | (6/) |
| Queen Emma Summer Palace | 17,900 | 15,960 | 12,956 |
| Royal Mausoleum State Monument 2/ | (6/) | (6/) | (6/) |
| Sea Life Park Hawaii 7/ | 216,799 | 197,348 | 188,802 |
| Tropic Lightning Museum, Schofield Barracks | (NA) | (NA) | (NA) |
| Ulu Po Heiau State Monument 2/ | (6/) | (6/) | (6/) |
| U.S. Army Museum, Ft. DeRussy | 102,833 | 78,468 | (NA) |
| U.S.S. Bowfin Submarine Museum | 329,758 | 306,731 | 328,479 |
| University of Hawaii Art Gallery 9/ | 52,000 | 52,000 | 52,000 |
| Waikiki Aquarium 2/ | 322,975 | 299,943 | 286,319 |
| WWII Valor in the Pacific National Monument 8/ | 1,786,024 | 1,620,814 | 1,574,156 |
| HAWAII | | | |
| Amy B. H. Greenwell Ethnobotanical Garden | 17,793 | 22,122 | (NA) |
| Astronaut Ellison S. Onizuka Space Center | 15,879 | 14,256 | 15,947 |

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2013 TO 2015 -- Con.**

| Island and cultural attraction | 2013 | 2014 | 2015 |
|--|-----------|-----------|-----------|
| HAWAII - con. | | | |
| H.N. Greenwell Store | 1,735 | 1,784 | (NA) |
| Hawaii Tropical Botanical Garden | 93,641 | 90,330 | 99,540 |
| Hawaii Volcanoes National Park 8/ 10/ | 1,583,209 | 1,693,005 | 1,832,660 |
| Hulihee Palace | 25,625 | 23,291 | 25,546 |
| Kaloko-Honokohau National Historical Park 8/ | 158,124 | 154,206 | 170,683 |
| Kona Coffee Living History Farm | 5,446 | 6,511 | (NA) |
| Lyman House Memorial Museum | 12,434 | 13,421 | 11,825 |
| Nani Mau Gardens | (NA) | (NA) | (NA) |
| Pacific Tsunami Museum | 17,415 | 17,786 | 17,415 |
| Panaewa Rainforest Zoo and Gardens 2/ | 244,533 | 199,801 | 214,249 |
| Puuhonua O Honaunau NHP 8/ | 363,282 | 401,808 | 437,286 |
| Puukohola Heiau National Historic Site 8/ | 125,645 | 134,734 | 139,586 |
| Volcano Art Center 9/ | 100,000 | (NA) | (NA) |
| MAUI | | | |
| Alexander & Baldwin Sugar Museum | 36,680 | 34,899 | 34,370 |
| Aquarium Maui/Maui Ocean Center | 312,577 | 284,514 | (NA) |
| Haleakala National Park 8/ | 785,300 | 1,142,040 | 1,216,772 |
| Halekii-Pihana Heiaus State Monument 2/ | (6/) | (6/) | (6/) |
| Hana Cultural Center | (NA) | (NA) | (NA) |
| Iao Valley State Monument 2/ | (6/) | (6/) | (6/) |
| Kula Botanical Garden | 34,275 | (NA) | (NA) |
| Lahaina Restoration Foundation | 27,075 | 23,098 | 20,648 |
| Baldwin Missionary Home Museum | 14,463 | 13,390 | 11,170 |
| Hale Pai Printing House | 12,259 | 490 | 479 |
| Wo Hing Temple Museum | 353 | 9,218 | 8,999 |
| Maui Historical Society Bailey House Museum | 10,732 | 10,860 | 11,807 |
| Whalers Village Museum | 202,700 | 184,700 | 203,595 |
| KAUAI | | | |
| Grove Farm Homestead | 2,863 | 2,976 | 2,750 |
| Kauai Museum | 23,545 | (NA) | (NA) |
| Kilauea Point National Wildlife Refuge | (NA) | (NA) | (NA) |
| Kokee Natural History Museum | 95,544 | 95,413 | 93,511 |
| Waioli Mission House | 495 | 393 | 513 |

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2013 TO 2015 -- Con.**

| Island and cultural attraction | 2013 | 2014 | 2015 |
|---|-----------------|----------------|----------------|
| MOLOKAI | | | |
| Kalaupapa National Historical Park 8/ Kalaupapa Settlement | 101,112 (NA) | 67,210 (NA) | 67,891 (NA) |

NA Not available.

1/ Revised from previous *Data Book*.

2/ Fiscal year ending June 30.

3/ Diamond Head State Monument attendance is derived from revenues received from entrance fees paid by walk-ins, drive-ins, and commercial vehicles.

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. Counts include visitors to U.S.S. Arizona Memorial.

9/ Data are estimates.

10/ 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 2015

| 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 |
| 2014 | 369,202 | 357,871 | 11,331 | 5,213,817 |
| 2015 | 369,202 | 357,871 | 11,331 | 5,439,034 |
| AREAS: 2015 | | | | |
| Hawaii Volcanoes National Park 1/ | 323,431 | 323,431 | - | 1,832,660 |
| Haleakala National Park | 33,264 | 33,264 | - | 1,216,772 |
| Pu'u honua o Honaunau National Historical Park | 420 | 419 | 1 | 437,286 |
| Kaloko-Honokohau National Historical Park | 1,163 | 616 | 547 | 170,683 |
| Pu'ukohola Heiau National Historic Site | 86 | 61 | 25 | 139,586 |
| U.S.S. Arizona Memorial | 59 | 57 | 2 | 1,574,156 |
| Kalaupapa National Historical Park | 10,779 | 23 | 10,756 | 67,891 |

1/ Federal land excludes 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 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 2015

| 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/) |
| 2014 | 65 | 32,896 | 707.6 | (2/) |
| 2015 | 65 | 32,883 | 707.6 | (2/) |
| ISLAND: 2015 | | | | |
| Hawaii | 17 | 6,974.2 | 258.3 | (2/) |
| Maui | 9 | 326.5 | 37.9 | (2/) |
| Molokai | 1 | 233.7 | 10.0 | (2/) |
| Oahu | 28 | 11,247.0 | 270.8 | (2/) |
| Kauai | 10 | 14,101.1 | 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: 2014 AND 2015

[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 | |
| 2014 | | | |
| Napali Coast State Wilderness Park | 6,175.0 | 4.0 | (1/) |
| Ahupuaa O Kahana State Park | 5,228.7 | 26.0 | (1/) |
| Kokee 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/ | 1,374.2 | 10.0 | (1/) |
| Wailua River State Park | 1,092.6 | 37.4 | (1/) |
| 2015 | | | |
| Napali Coast State Wilderness Park | 6,175.0 | 4.0 | (1/) |
| Ahupuaa O Kahana State Park | 5,249.0 | 26.0 | (1/) |
| Kokee State Park | 4,345.0 | 55.0 | (1/) |
| Waimea Canyon State Park | 1,837.4 | 10.0 | (1/) |
| Kekaha Kai State Park | 1,745.5 | 5.0 | (1/) |
| Sacred Falls (Kaluanui) State Park 2/ | 998.2 | 10.0 | (1/) |
| Wailua River State Park | 1,466.3 | 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: 2010 TO 2015

| Subject and Zoo | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| Species 1/ 2/ Honolulu Zoo | 207 | 204 | 204 | 208 | 205 | 203 |
| Panaewa Rainforest Zoo and Gardens (Hilo) | 98 | 92 | 93 | 93 | 87 | 87 |
| Individuals 1/ 2/ Honolulu Zoo | 808 | 852 | 857 | 886 | 890 | 869 |
| Panaewa Rainforest Zoo and Gardens (Hilo) | 194 | 195 | 201 | 192 | 180 | 180 |
| Attendance 3/ Honolulu Zoo | 580,265 | 603,677 | 667,981 | 663,699 | 606,566 | 592,780 |
| Panaewa Rainforest Zoo and Gardens (Hilo) | 172,737 | 172,677 | 213,537 | 244,533 | 220,323 | 214,249 |

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.

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: 2015

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

| Phylum or class | Sea Life Park | | Waikiki Aquarium | |
|-----------------|---------------|-------------|------------------|-------------|
| | Species | Individuals | Species 1/ | Individuals |
| Total | 81 | 1,595 | 330 | 2,782 |
| Fishes | 42 | 875 | 175 | 1,451 |
| Reptiles | 1 | 27 | 1 | 6 |
| Mammals | 6 | 31 | 1 | 2 |
| Invertebrates | 23 | 187 | 154 | 1,329 |
| Birds | 9 | 475 | - | - |

1/ Figures reflect differences in classifying of species from previous *Data Book* editions.

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

Table 7.50-- COUNTY PARKS, BY ISLAND: 2013 TO 2015

[As of December 31]

| Island | Number | | | Acreage | | |
|-------------|--------|------|------|---------|--------|--------|
| | 2013 | 2014 | 2015 | 2013 | 2014 | 2015 |
| State total | 707 | 708 | 712 | 10,466 | 10,641 | 10,697 |
| Hawaii | 206 | 206 | 206 | 2,869 | 2,869 | 2,869 |
| Maui | 125 | 127 | 129 | 1,861 | 2,049 | 2,074 |
| Lanai | 5 | 5 | 5 | 24 | 24 | 24 |
| Molokai | 13 | 12 | 12 | 92 | 79 | 79 |
| Oahu | 284 | 284 | 286 | 5,133 | 5,133 | 5,164 |
| Kauai | 74 | 74 | 74 | 487 | 487 | 487 |

Source: County parks and recreation departments.

Table 7.51-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2015

| Beach park | Estimated attendance 1/ | Rescues | Drownings | Surfing accidents |
|-------------------|--------------------------------|----------------|------------------|--------------------------|
| All parks | 20,968,973 | 3,375 | 11 | 118 |
| Ala Moana | 2,989,643 | 65 | 1 | 1 |
| Alii/Haleiwa | 306,121 | 143 | - | 6 |
| Bellows | 114,917 | 17 | - | - |
| Chuns Reef | 193,390 | 96 | - | 7 |
| Ehukai | 372,544 | 105 | 1 | 18 |
| Hanauma | 1,509,961 | 667 | 2 | - |
| Kailua | 781,904 | 68 | - | - |
| Keauwaula | 240,516 | 99 | 2 | 3 |
| KeWaena | 214,916 | 27 | - | 5 |
| Kualoa | 163,718 | 11 | - | - |
| Laniakea | 274,513 | 109 | - | 7 |
| Mali | 439,455 | 60 | - | 1 |
| Makaha | 584,734 | 119 | - | 7 |
| Makapuu | 195,277 | 352 | - | 3 |
| Nanakuli | 576,147 | 62 | - | - |
| Pokai Bay | 367,074 | 26 | - | - |
| Sandy | 458,677 | 502 | - | 9 |
| Sunset | 290,778 | 78 | - | 9 |
| Waikiki | 9,958,576 | 522 | 5 | 32 |
| Waimanalo | 491,550 | 69 | - | 3 |
| Waimea | 444,562 | 178 | - | 7 |

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 2015

[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 | 91 | 19 | 13 | 2 | 1 | 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 | 95 | 19 | 13 | 2 | 1 | 50 | 10 |
| 2014 | 95 | 19 | 13 | 2 | 1 | 50 | 10 |
| 2015 | 96 | 19 | 13 | 2 | 1 | 51 | 10 |
| 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 | 310 | 43 | 39 | 4 | 2 | 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 | 326 | 42 | 47 | 4 | 2 | 207 | 24 |
| 2014 | 325 | 42 | 46 | 4 | 2 | 207 | 24 |
| 2015 | 326 | 42 | 46 | 4 | 2 | 208 | 24 |

Source: County parks and recreation departments.

Table 7.54-- GOLF COURSES, BY NUMBER OF HOLES, TYPE, AND ISLAND: 2016

| Island, and type 1/ | Number of golf courses | | | | | Number of holes |
|------------------------|------------------------|--------|---------|---------|---------|--------------------|
| | Total | 9-hole | 18-hole | 27-hole | 36-hole | |
| State total | 85 | 9 | 73 | 2 | 1 | 1,485 |
| Military | 7 | 1 | 6 | - | - | 117 |
| Municipal | 9 | 1 | 8 | - | - | 153 |
| Private | 17 | 3 | 14 | - | - | 279 |
| Public | 52 | 4 | 45 | 2 | 1 | 936 |
| Hawaii | 19 | 2 | 16 | - | 1 | 342 |
| Municipal | 1 | - | 1 | - | - | 18 |
| Private | 7 | 1 | 6 | - | - | 117 |
| Public | 11 | 1 | 9 | - | 1 | 207 |
| Maui | 15 | 1 | 14 | - | - | 261 |
| Municipal | 1 | - | 1 | - | - | 18 |
| Private | 3 | 1 | 2 | - | - | 45 |
| Public | 11 | - | 11 | - | - | 198 |
| Lanai | 3 | 1 | 2 | - | - | 45 |
| Public 2/ | 3 | 1 | 2 | - | - | 45 |
| Molokai | 1 | 1 | - | - | - | 9 |
| Public | 1 | 1 | - | - | - | 9 |
| Oahu | 38 | 3 | 34 | 1 | - | 666 |
| Military | 7 | 1 | 6 | - | - | 117 |
| Municipal | 6 | 1 | 5 | - | - | 99 |
| Private | 6 | 1 | 5 | - | - | 99 |
| Public | 19 | - | 18 | 1 | - | 351 |
| Kauai | 9 | 1 | 7 | 1 | - | 162 |
| Municipal | 1 | - | 1 | - | - | 18 |
| Private | 1 | - | 1 | - | - | 18 |
| Public | 7 | 1 | 5 | 1 | - | 126 |

1/ Course type Private includes Private-Resort, and Public includes Resort.

2/ Includes Keole Golf Course currently closed for renovations.

Source: Hawaii State Golf Association <<http://www.hawaiiategolf.org/>> accessed July 15, 2016, and calculations by Hawaii State Department of Business, Economic Development and Tourism.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2015**

| 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 | 8,460 |
| 2014 | 6 | 99 | 416,356 | 8,599 |
| 2015 | 6 | 99 | 400,869 | 7,461 |

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 2016

[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 |
| 2015 | 72 | 257 | 23 | 5,600,000 | 1,008,000 |
| 2016 | 72 | 260 | 20 | 5,800,000 | 1,044,000 |

Source: *Honolulu Star-Bulletin, The Honolulu Advertiser, and The Honolulu Star-Advertiser*; <<http://espn.go.com/golf/leaderboard?tournamentId=2487>> accessed March 14, 2016.

Table 7.57-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2015

| Island | Public hunting areas | | Other wildlife sanctuaries and refuges 1/ | |
|-------------|----------------------|-------------|---|-------------|
| | Number | 1,000 acres | Number | 1,000 acres |
| State total | 122 | 969,705 | 57 | 52.9 |
| Hawaii | 62 | 695,414 | 6 | 42.2 |
| Maui | 18 | 68,361 | 15 | 0.2 |
| Lanai | 3 | 34,647 | 5 | (2/) |
| Molokai | 5 | 14,052 | 10 | (2/) |
| Oahu | 14 | 25,323 | 17 | 0.2 |
| Kauai | 20 | 131,908 | 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: 2009 TO 2015

[Fiscal years ending June 30]

| Type of license | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--------------------|-------|--------|--------|--------|-------|--------|--------|
| Freshwater fishing | 8,279 | 5,678 | 2,688 | 2,759 | 1,177 | 4,648 | 3,552 |
| Hunting | 9,653 | 10,427 | 10,535 | 10,738 | 9,476 | 10,673 | 11,958 |

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 2015**

| 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 |
| 2014 | 30,434 | 21,827 | 2:15:35 | 2:30:23 |
| 2015 | 30,797 | 21,563 | 2:11:43 | 2:28:34 |

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

**Table 7.61-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2015**

| 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 |
| 2014 | 2,187 | 1,985 | 8:14:18 | 9:00:55 |
| 2015 | 2,308 | 2,144 | 8:14:40 | 8:57:57 |

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>>; 2010-2015 <<http://www.ironman.com/triathlon/events/americas/ironman/world-championship/results.aspx#axzz31osRdluC>> accessed on May 2, 2016.

**Table 7.62-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES
AND WINNING TIMES: 1985 TO 2015**

[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 | 64 | 8:16:59:23 | 6:05:00:55 |
| 2013 | 58 | 12:05:23:18 | 5:12:20:55 |
| 2015 | 60 | 8:15:56:16 | 5:15:47:00 |

Source: Transpac website <<http://www.transpacrace.com>> accessed March 16, 2016.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2009-2010 TO 2015-2016 SEASONS**

| Bowl | 2009- 2010 | 2010- 2011 | 2011- 2012 | 2012- 2013 | 2013- 2014 | 2014- 2015 | 2015- 2016 |
|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Hawaii Bowl | 20,217 | 41,089 | 19,411 | 19,712 | 22,324 | 25,365 | 22,793 |
| Pro Bowl | 1/ 70,697 | 49,338 | 48,423 | 47,134 | 47,270 | 2/ 63,225 | 50,000 |

1/ Held in Miami.

2/ Held in Phoenix.

Source: *Honolulu Star-Advertiser*, *Honolulu Star-Bulletin*, *The Honolulu Advertiser*, *USA TODAY*, *Bleacher Report*, *ProBowl Results*, *ESPN*; and Sheraton Hawaii Bowl, records; <<http://www.nfl.com/probowl>> accessed March 14, 2016.

Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF HAWAII AT MANOA: 2011-2012 TO 2014-2015

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

| Sports | Games played 1/ | | | | Home games | |
|----------------------|-----------------|-----|------|------|------------|------------|
| | Total | Won | Lost | Tied | Home dates | Attendance |
| 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 |
| 2013-2014 | | | | | | |
| Baseball | 52 | 22 | 31 | - | 35 | 109,924 |
| Basketball (men's) | 31 | 20 | 11 | - | 19 | 121,915 |
| Basketball (women's) | 31 | 17 | 14 | - | 14 | 23,456 |
| Football | 12 | 1 | 11 | - | 6 | 185,931 |
| Volleyball (men's) | 27 | 15 | 12 | - | 15 | 44,342 |
| Volleyball (women's) | 30 | 25 | 5 | - | 19 | 144,235 |
| 2014-2015 | | | | | | |
| Baseball | 53 | 21 | 32 | - | 30 | 97,979 |
| Basketball (men's) | 35 | 22 | 13 | - | 18 | 115,816 |
| Basketball (women's) | 32 | 23 | 9 | - | 17 | 34,766 |
| Football | 13 | 4 | 9 | - | 7 | 192,159 |
| Volleyball (men's) | 31 | 24 | 7 | - | 17 | 62,399 |
| Volleyball (women's) | 29 | 22 | 7 | - | 19 | 126,389 |

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:
2008-2009 TO 2014-2015 SEASONS**

[Data are for Oahu only (OIA)]

| Sport | Players | Games 1/ | Attendance | Expenditure 2/ (dollars) |
|--------------|----------------|-----------------|-------------------|-------------------------------------|
| 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 | 208,820 |
| 2013-2014 | | | | |
| Baseball | Boys | (NA) | (NA) | 34,325 |
| Basketball | Boys and girls | 526 | 27,663 | 117,430 |
| Football | Boys | 192 | 116,662 | 220,279 |
| 2014-2015 | | | | |
| Baseball | Boys | (NA) | (NA) | 23,432 |
| Basketball | Boys and girls | 515 | 29,003 | 119,338 |
| Football | Boys | 193 | 118,528 | 237,173 |

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 2015**

| 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 | - | - | - | - |
| 2014 | - | - | - | - |
| 2015 | - | - | - | - |
| 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) |
| 2014 | 8 | 23 | (NA) | (NA) |
| 2015 | 8 | 19 | (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 2015

[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 | 3/ 3,978 | 54 | 26 | 32,970 | 4/ 3,709 |
| 2014 | (NA) | 6,504 | 3/ 4,034 | (NA) | (NA) | 32,474 | 1,595 |
| 2015 | (NA) | 4,609 | 3/ 3,701 | (NA) | (NA) | 30,983 | 4,369 |

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 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); Maui Humane Society (for Maui in 1999-2011); and Kauai Humane Society (for Kauai in 2014-2015).