

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

Narrative

07.01	Passengers Arriving, by Point of Origin and Transit Status: 2007 to 2016
07.02	Passenger Status of Parties and Passengers Arriving in Hawaii, by Point of Origin: 2014 to 2016
07.03	Visitor Arrivals and Average Daily Visitor Census: 1966 to 2016
07.04	Overnight and Longer Visitors to Hawaii: 2015 and 2016
07.05	Visitor Days, by Point of Origin: 1993 to 2016
07.06	Average Daily Visitor Census, by County and Island: 2015 and 2016
07.07	Visitor Arrivals, Domestic and International, by Area Visited: 2015 and 2016
07.08	Summary Characteristics of Overnight and Longer Visitors, by Point of Origin: 2015 and 2016
07.09	Domestic Visitors, by State and Region: 2015 and 2016
07.10	Trip Characteristics of Visitors, by Point of Origin: 2015 and 2016
07.11	Activity Participation by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2015
07.12	Overall Rating by Lifestage and by Visitation Status by Visitors from the U.S. Total: 2015
07.13	Overall Rating by Lifestage and by Visitation Status by Visitors from the U.S. West: 2015
07.14	Overall Rating by Lifestage and by Visitation Status by Visitors from the U.S. East: 2015
07.15	Overall Rating by Lifestage and by Visitation Status by Visitors from Japan: 2015
07.16	Overall Island Experience by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2015
07.17	Sources of Information for Trip Planning by Visitors from the U.S. West, U.S. East, Japan, and Canada: 2015
07.18	Internet Usage for Trip Planning by Visitors from the U.S. West, U.S. East, Japan, and Canada: 2015
07.19	Safety Issues and Other Nuisance Encountered by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2014 and 2015
07.20	Visitor Profile and Trip Characteristics of Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2015
07.21	Length of Stay of Visitors Staying Overnight or Longer, by Point of Origin: 2015 and 2016
07.22	Japanese Visitor Arrivals and Expenditures: 2011 to 2016

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

07.23	Average Expenditure per Visitor Day, by Origin of Visitors: 1960-1961 to 2016
07.24	Average Expenditure per Visitor Day in Constant Dollars, for Visitors from the Mainland: 1960-1961 to 2016
07.25	Expenditures per Visitor Day by Visitors from Selected Geographic Area, by Expenditure Type: 2015 and 2016
07.26	Total Visitor Expenditures by Expenditure Type: 2015 and 2016
07.27	Expenditures per Visitor Day by Visitors from U.S. West, U.S. East and Japan, by Visitor or Trip Characteristics: 2015 and 2016
07.28	Estimated Visitor Expenditures: 1961 to 2016
07.29	Visitor Expenditures, by Country of Residence: 1999 to 2016
07.30	Cruise Ship Arrival and Passenger Count: 2012 to 2016
07.31	Estimated Direct Visitor-Related Expenditures: 1997 to 2016
07.32	Economic Activity Generated by Visitor-Related Expenditures: 2012 to 2016
07.33	Waikiki's Share of Tourism: 2016
07.34	Contribution to the State's Economy by Statewide Visitor Industry and by Waikiki: 2016
07.35	Visitor Industry Prices, Price Deflator, and Price Indexes: 1991 to 2016
07.36	Returning Residents and Average Number Absent, by Point of Origin: 1993 to 2016
07.37	Passports Issued by the Honolulu Passport Agency: 2011 to 2016
07.38	Performing Arts, for Oahu: 2015-2016 Season
07.39	Symphony Orchestra Activities: 1992-1993 to 2015-2016
07.40	Attendance at Museums and Other Cultural Attractions: 2013 to 2016
07.41	National Parks: 1992 to 2016
07.42	State Parks and Historic Sites: 1992 to 2016
07.43	Major State Parks: 2014 and 2016
07.44	National and State Historic Sites, State Total and by Island: 2016 and 2017
07.45	Zoos: 2010 to 2016
07.46	Aquatic Collections: 2016
07.47	County Parks, by Island: 2014 to 2016
07.48	Attendance and Water Safety at Guarded Beach Parks, for the City and County of Honolulu: 2016
07.49	Swimming and Surfing Sites, by Island
07.50	County Tennis Facilities: 2001 to 2016

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

07.51	Golf Courses, by Number of Holes, Type, and Island: 2017
07.52	County Golf Courses and Camping Permits, for Oahu: 1991 to 2016
07.53	Sony Open Scores and Purses: 1992 to 2017
07.54	Public Hunting Areas and Wildlife Sanctuaries and Refuges, by Island: October 30, 2016
07.55	Fishing and Hunting Licenses Issued: 2009 to 2016
07.56	Fishing, Hunting, and Wildlife-Associated Recreation of Persons 16 Years of Age and Older: 2011
07.57	Honolulu Marathon Registrants, Finishers and Winning Times: 1992 to 2016
07.58	Ironman Triathlon World Championship Participants, Finishers, and Winning Times: 1992 to 2016
07.59	Transpacific Yacht Club's Honolulu Race Entries and Winning Times: 1985 to 2015
07.60	Total Attendance at Football Bowl Games: 2009-2010 to 2016-2017 Seasons
07.61	Varsity Sports Summary for the University of Hawaii at Manoa: 2012-2013 to 2015-2016
07.62	Public High School Interscholastic Sports: 2009-2010 to 2015-2016 Seasons
07.63	Professional Boxing and Mixed Martial Arts: 1993 to 2016
07.64	Dog Licenses Issued, by Island: 1993 to 2016

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), 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*.

Tables 7.01 through 7.10, 7.21 through 7.34, and 7.36 were updated in November 2017 to reflect the release of the final 2016 Hawaii tourism data.

Table 7.01-- PASSENGERS ARRIVING, BY POINT OF ORIGIN AND TRANSIT STATUS: 2007 TO 2016

[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	2007	2008	2009	2010	2011
All directions	9,011,455	8,034,872	7,718,206	8,258,740	8,556,041
Landing	8,910,672	8,021,780	7,709,202	8,255,465	8,510,128
Intransit	100,783	13,092	9,004	3,275	45,913
Domestic	6,810,847	6,009,005	5,751,759	6,086,335	6,278,333
Landing	6,791,906	6,005,133	5,748,379	6,083,060	6,258,790
Intransit	18,941	3,872	3,380	3,275	19,543
International	2,200,608	2,025,867	1,966,447	2,172,405	2,277,708
Landing	2,118,766	2,016,647	1,960,823	2,172,405	2,251,338
Intransit	81,842	9,220	5,624	-	26,370
Point of origin and status	2012	2013	2014	2015	2016
All directions	9,232,172	9,513,611	9,691,996	10,132,074	10,462,968
Landing	9,216,594	9,283,117	9,458,694	9,901,349	10,222,915
Intransit	15,578	230,494	233,302	230,725	240,053
Domestic	6,551,222	6,631,539	6,747,786	7,111,843	7,333,569
Landing	6,551,222	6,527,077	6,647,828	7,010,549	7,221,908
Intransit	-	104,462	99,958	101,294	111,661
International	2,680,950	2,882,072	2,944,210	3,020,231	3,129,399
Landing	2,665,372	2,756,040	2,810,866	2,890,800	3,001,007
Intransit	15,578	126,032	133,344	129,431	128,392

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: 2014 TO 2016**

[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/				
2014, total	(NA)	3,790,398	512,941	(NA)
Domestic	3,182,192	2,683,930	478,040	20,222
International	(NA)	1,106,469	34,901	(NA)
2015, total	(NA)	2/ 3,980,657	548,138	(NA)
Domestic	3,329,390	2/ 2,923,707	508,849	20,710
International	(NA)	2/ 1,107,094	39,289	(NA)
2016, total	(NA)	4,001,050	586,642	(NA)
Domestic	3,401,433	2,866,483	514,930	20,019
International	(NA)	1,128,290	71,712	(NA)
PASSENGERS 3/				
2014, total	9,691,996	8,196,342	1,220,813	(NA)
Domestic	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)
2016, total	10,462,968	8,821,802	1,358,083	(NA)
Domestic	7,333,569	5,968,779	1,210,099	43,030
International	3,129,399	2,853,023	147,984	(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 2016**

[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 2016 -- 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	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
2016	8,821,802	5,968,779	2,853,023	217,675	157,953	59,723

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:
2015 AND 2016**

[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/	2015			2016		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	8,563,018	5,782,140	2,780,878	8,821,802	5,968,779	2,853,023
US West MMA 2/	3,507,652	3,410,437	97,215	3,664,150	3,577,224	86,926
US East MMA 3/	1,803,670	1,706,781	96,889	1,892,768	1,797,746	95,022
Japan MMA	1,482,304	9,618	1,472,686	1,487,979	8,431	1,479,548
Canada MMA	512,323	163,277	349,046	469,314	119,621	349,693
Other Asia MMA 4/	393,833	66,211	327,622	448,414	56,519	391,895
China	173,520	50,682	122,838	164,326	42,823	121,503
Hong Kong	4,437	2,681	1,756	4,511	2,619	1,892
Korea	193,658	9,447	184,211	257,189	8,063	249,126
Singapore	4,693	1,518	3,175	4,280	1,292	2,988
Taiwan	17,525	1,883	15,642	18,107	1,721	16,386
Oceania MMA 5/	399,619	73,638	325,981	390,364	63,361	327,003
Australia	335,842	61,491	274,351	325,600	53,080	272,520
New Zealand	63,777	12,147	51,630	64,764	10,281	54,483
Europe MMA 6/	145,019	116,098	28,921	143,922	111,897	32,025
United Kingdom	51,073	41,495	9,578	53,165	40,723	12,442
France	21,620	12,689	8,931	21,014	11,724	9,290
Germany	43,788	37,623	6,165	41,420	34,772	6,648
Italy	11,448	9,859	1,589	11,068	9,496	1,572
Switzerland	17,089	14,431	2,658	17,255	15,182	2,073
Latin America MMA 7/	27,978	25,980	1,998	26,075	24,396	1,679
Argentina	5,042	4,717	325	6,328	6,101	227
Brazil	12,959	12,122	837	10,194	9,478	716
Mexico	9,977	9,141	836	9,554	8,818	736
Other MMA 8/	290,621	210,101	80,520	298,817	209,585	89,232

Continued on next page.

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2015 AND 2016 -- Con.**

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

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

Table 7.05-- VISITOR DAYS, BY POINT OF ORIGIN: 1993 TO 2016

[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	75,269,197	55,142,678	20,126,519
2015	78,086,081	56,949,633	21,136,447
2016	79,669,135	57,810,695	21,858,441

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:
2015 AND 2016**

[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	2015			2016		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	213,934	156,026	57,908	217,675	157,953	59,723
Oahu	99,782	57,638	42,144	101,006	57,552	43,454
Hawaii	31,408	26,794	4,614	31,845	27,082	4,763
Kauai	24,533	22,419	2,114	24,842	22,755	2,088
Maui County	58,211	49,174	9,037	59,982	50,564	9,418
Maui	56,981	48,089	8,893	58,599	49,365	9,234
Molokai	784	699	84	779	667	112
Lanai	446	386	60	604	533	71

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: 2015 AND 2016

[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	2015			2016		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total 1/	8,563,018	5,782,140	2,780,878	8,821,802	5,968,779	2,853,023
Oahu	5,339,912	2,868,749	2,471,163	5,447,229	2,913,562	2,533,667
Kauai	1,173,752	1,028,294	145,458	1,187,269	1,050,577	136,691
Maui County 1/	2,579,311	2,115,934	463,377	2,678,089	2,207,858	470,232
Maui	2,540,162	2,083,999	456,163	2,634,237	2,171,914	462,323
Molokai	64,767	49,843	14,924	58,932	44,203	14,728
Lanai	58,390	44,334	14,057	63,024	49,299	13,725
Hawaii County 1/	1,514,973	1,154,201	360,772	1,549,943	1,187,740	362,203
Hilo	551,764	389,408	162,356	550,524	396,360	154,164
Kona	1,288,021	1,003,389	284,632	1,325,981	1,035,424	290,558
One island only	7,008,566	4,743,052	2,265,514	7,245,100	4,910,626	2,334,475
Oahu only	4,038,993	2,061,135	1,977,858	4,139,493	2,098,751	2,040,743

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

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

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINT OF ORIGIN: 2015 AND 2016

[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
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 1/	45.3	46.5	43.0
Average party size 1/	2.15	1.98	2.51
Average 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 (percent)	81.8	82.0	81.5
2016			
Residence (percent)			
United States	63.0	90.1	6.4
Pacific and Mountain States	41.5	59.9	3.0
California	24.2	35.1	1.3
Average age	45.2	46.3	43.3
Average party size	2.20	2.08	2.53
Average number of trips to Hawaii	5.06	5.80	3.50
Repeat visitors (percent)	65.5	71.0	54.0
Pleasure trip (percent)	83.2	82.3	84.9
In hotel only (percent)	54.4	45.9	72.2
One island only (percent)	82.1	82.3	81.8

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:
2015 AND 2016**

[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	2015	2016
United States	5,117,218	5,374,969
Pacific	2,769,433	2,910,610
Alaska	79,812	81,644
California	1,987,085	2,095,908
Oregon	212,730	223,210
Washington	489,806	509,849
Mountain	641,004	666,614
Arizona	166,966	175,945
Colorado	148,652	154,498
Idaho	46,744	49,040
Montana	25,633	26,037
Nevada	95,280	99,633
New Mexico	25,200	25,700
Utah	122,793	126,416
Wyoming	9,734	9,344
West North Central	203,733	213,548
Iowa	25,489	25,266
Kansas	24,891	25,007
Minnesota	75,412	81,029
Missouri	44,378	46,433
Nebraska	17,375	19,122
North Dakota	8,149	8,041
South Dakota	8,040	8,650
West South Central	314,922	323,807
Arkansas	13,168	14,120
Louisiana	18,876	18,227
Oklahoma	26,847	27,554
Texas	256,030	263,905
East North Central	349,602	366,129
Illinois	133,442	136,783
Indiana	39,851	41,097
Michigan	64,979	67,845
Ohio	65,863	69,642
Wisconsin	45,467	50,762

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS, BY STATE AND REGION:
2015 AND 2016 -- Con.**

Residence	2015	2016
East South Central	78,607	84,941
Alabama	18,419	21,021
Kentucky	18,519	19,431
Mississippi	8,177	8,433
Tennessee	33,492	36,055
New England	106,903	115,114
Connecticut	24,539	26,756
Maine	7,605	8,123
Massachusetts	53,975	58,487
New Hampshire	9,543	10,142
Rhode Island	6,057	6,361
Vermont	5,185	5,245
Middle Atlantic	266,373	281,153
New Jersey	70,002	72,318
New York	126,932	137,307
Pennsylvania	69,438	71,528
South Atlantic	386,641	413,054
Delaware	5,670	5,269
Washington, D.C.	9,871	10,571
Florida	107,362	114,345
Georgia	59,702	65,628
Maryland	48,906	50,995
North Carolina	48,519	52,078
South Carolina	20,931	22,743
Virginia	80,040	85,562
West Virginia	5,640	5,863

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: 2015 AND 2016

[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	
	2015	2016	2015	2016
All visitors 1/	5,782,140	5,968,779	2,780,878	2,853,023
Purpose of visit 1/				
Pleasure (net)	4,762,556	4,914,524	2,357,505	2,423,536
Vacation	4,541,287	4,689,088	1,994,776	2,050,012
Honeymoon	228,711	228,554	359,525	371,186
Wedding	55,991	53,484	53,930	49,892
Meetings, conventions, incentive 1/	322,721	305,460	176,050	179,734
Convention/conference	198,049	182,861	65,507	48,332
Corporate meeting	71,360	72,414	10,404	8,138
Incentive	67,181	63,072	103,907	125,675
Other business	239,163	237,903	17,934	18,017
Visit friends or relatives	638,926	637,769	78,485	84,912
Government or military	78,121	80,886	12,392	13,219
Attend school	16,451	13,842	11,186	14,249
Sport event	57,937	65,021	32,540	24,723
Traveler method				
Group tour	191,485	192,172	473,533	433,289
Package	1,189,600	1,201,825	1,486,756	1,457,948
True independent	4,529,639	4,702,415	1,222,802	1,310,177
Accommodations				
Hotel	3,138,003	3,258,527	2,184,567	2,244,420
Hotel only	2,633,121	2,742,043	2,023,344	2,061,302
Condo	1,102,907	1,108,225	402,861	411,937
Condo only	871,308	876,142	308,805	305,435
Timeshare	662,035	650,132	145,909	148,371
Timeshare only	515,224	506,232	111,132	115,584
Rental house	548,826	586,710	87,020	92,774
Hostel	42,955	43,991	20,792	18,275
Camp Site	42,247	41,079	10,163	9,560
Bed & breakfast	72,821	71,697	22,988	21,653
Cruise ship	112,068	100,478	25,997	20,390
Friends, relatives	679,457	697,641	84,508	87,244

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

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

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2015

[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	95.9	95.6	96.5	89.0
Self-guided, drive around island	87.2	87.9	85.8	57.3
Helicopter, airplane tour	9.5	7.2	13.9	1.3
Boat, submarine tour, whale watching	26.5	24.6	30.2	11.2
Visit communities	36.3	36.4	36.1	28.4
Limo, van, bus tour	12.3	8.1	20.5	37.4
Scenic views, natural landmarks	68.9	65.9	74.7	29.1
Movie, TV film location	5.6	4.4	7.9	4.6
Recreation	95.6	95.5	95.8	83.1
Beach, sunbathing, swimming	86.7	86.6	86.7	66.6
Surfing, bodyboarding, paddleboarding	23.9	25.6	20.6	7.4
Canoeing, kayaking	10.0	10.3	9.5	2.4
Snorkeling, scuba diving	43.6	45.2	40.5	16.7
Jet skiing, parasailing, windsurfing	3.2	3.2	3.4	2.5
Golf	9.2	9.6	8.4	8.6
Running, jogging, fitness walking	38.8	39.7	37.2	20.0
Spa	11.5	11.7	11.0	6.3
Backpacking, hiking, camping	25.3	23.7	28.6	6.3
Agritourism	13.1	11.6	15.9	3.0
Sports event, tournament	3.7	3.9	3.3	2.4
State parks, botanical gardens	51.6	48.6	57.4	12.6
Entertainment	97.9	98.1	97.5	93.7
Lunch, sunset, dinner, evening cruise	29.8	28.0	33.1	57.9
Live music, stage show	36.2	32.9	42.6	24.1
Nightclub, dancing, bar, karaoke	13.6	12.8	15.2	5.0
Fine dining	60.8	59.9	62.3	39.8
Family restaurant, diner	73.2	74.2	71.4	34.7
Fast food	41.6	41.8	41.2	51.5
Cafe, coffee house	46.2	47.5	43.8	50.1
Ethnic dining	36.4	36.2	36.7	8.8
Prepared own meal	54.6	59.1	45.7	17.8

Continued on next page.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2015 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.4	96.3	96.5	96.9
Mall, department stores	51.9	51.3	53.2	84.0
Designer boutiques	29.3	28.6	30.5	35.5
Hotel stores	40.2	37.9	44.7	43.3
Swap meet, flea market	25.0	25.5	24.1	14.5
Discount, outlet stores	23.8	24.0	23.4	33.8
Supermarkets	64.9	67.4	59.9	61.5
Farmers market	36.1	38.4	31.5	22.3
Convenience stores	50.3	49.7	51.6	66.7
Duty Free stores	4.4	4.2	4.9	51.6
Local shops, artisans	72.6	72.1	73.5	19.3
Culture	74.8	71.4	81.6	50.1
Historic military site	30.3	24.6	41.4	14.2
Other historic site	35.8	34.0	39.6	13.3
Museum, art gallery	26.5	26.7	26.0	7.3
Luau	30.8	25.6	40.9	2.4
Polynesian show, hula show	22.8	19.2	29.9	25.9
Lessons: hula, canoeing	4.2	3.7	5.0	4.0
Ukulele lessons	1.9	2.0	1.8	1.4
Play, concert, theatre	5.1	5.0	5.4	2.1
Art, craft fair	15.8	16.3	14.8	1.4
Festivals	4.1	4.3	3.7	2.6
Transportation	89.9	90.0	89.5	96.6
Airport shuttle	29.5	28.1	32.2	34.7
Trolley	4.0	3.3	5.5	54.5
Public bus	9.0	8.2	10.6	21.7
Tour bus, tour van	15.1	10.8	23.5	44.5
Taxi, limousine	14.2	12.4	17.8	37.9
Rental car	77.3	79.2	73.5	21.1
Meeting	10.1	10.2	10.0	1.5
Convention	5.6	4.9	7.0	2.3

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, *Tourism Research, 2015 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

**Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION
STATUS BY VISITORS FROM THE U.S. TOTAL: 2015**

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

Category	Excellent	Above average	Below average	Poor
Total	85.7	12.7	1.3	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	(NA)	(NA)	(NA)	(NA)
Family (trvl child<18)	(NA)	(NA)	(NA)	(NA)
Young (18-34)	(NA)	(NA)	(NA)	(NA)
Middle age (35-54)	(NA)	(NA)	(NA)	(NA)
Seniors (55+)	(NA)	(NA)	(NA)	(NA)
Visitation status				
First timers	(NA)	(NA)	(NA)	(NA)
Repeat visitors	(NA)	(NA)	(NA)	(NA)

NA Not available.

Source: Hawaii Tourism Authority, *Tourism Research, 2015 Visitor Satisfaction and Activity Report*
<<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2015

[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	84.5	13.7	1.4	0.4
Lifestyle / lifestage segments				
Wedding / honeymoon	87.8	11.4	0.0	0.8
Family (trvl child<18)	87.9	10.1	1.9	0.1
Young (18-34)	85.0	14.2	0.6	0.2
Middle age (35-54)	83.0	15.2	1.4	0.5
Seniors (55+)	83.5	14.7	1.4	0.4
Visitation status				
First timers	85.7	13.1	0.6	0.6
Repeat visitors	84.3	13.9	1.6	0.3

Source: Hawaii Tourism Authority, Tourism Research, 2015 Visitor Satisfaction and Activity Report
 <<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2015

[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	88.1	10.6	1.2	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	93.4	5.6	1.0	0.0
Family (trvl child<18)	89.0	9.8	1.0	0.1
Young (18-34)	90.1	9.0	0.9	0.0
Middle age (35-54)	87.6	10.9	1.0	0.5
Seniors (55+)	86.8	11.7	1.4	0.1
Visitation status				
First timers	87.9	10.7	1.1	0.3
Repeat visitors	88.2	10.5	1.2	0.2

Source: Hawaii Tourism Authority, *Tourism Research, 2015 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM JAPAN: 2015

[Visitors staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	69.6	28.8	1.3	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	81.0	18.2	0.7	0.2
Family (trvl child<18)	73.8	25.1	0.9	0.2
Young (18-34)	80.1	19.7	0.2	0.0
Middle age (35-54)	72.7	25.8	1.2	0.3
Seniors (55+)	60.7	37.0	1.8	0.4
Visitation status				
First timers	72.6	26.2	1.1	0.1
Repeat visitors	67.7	30.5	1.4	0.4

Source: Hawaii Tourism Authority, Tourism Research, 2015 *Visitor Satisfaction and Activity Report*
 <<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2015

[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]

Location	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Oahu				
Excellent	57.2	55.9	59.1	56.6
Above average	36.2	37.3	34.7	41.3
Below average	5.5	5.5	5.6	1.9
Poor	1.0	1.3	0.7	0.2
Maui				
Excellent	70.6	68.2	74.7	56.6
Above average	26.7	29.0	22.8	36.1
Below average	2.4	2.3	2.4	3.4
Poor	0.3	0.5	0.1	3.9
Molokai				
Excellent	56.2	51.3	62.8	39.9
Above average	34.3	39.8	27.1	28.3
Below average	6.3	4.7	8.4	6.1
Poor	3.1	4.2	1.6	25.7
Lanai				
Excellent	55.5	51.7	60.2	30.8
Above average	39.4	44.6	33.0	32.8
Below average	5.1	3.7	6.8	6.3
Poor	0.0	0.0	0.0	30.1
Hilo				
Excellent	53.3	51.5	55.4	47.5
Above average	39.2	40.1	38.1	47.1
Below average	7.0	7.7	6.2	3.5
Poor	0.5	0.7	0.3	1.9
Kona				
Excellent	66.1	64.5	68.4	56.4
Above average	30.2	31.4	28.1	39.3
Below average	3.4	3.5	3.2	2.6
Poor	0.4	0.6	0.2	1.7

Continued on next page.

**Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE
U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2015 -- Con.**

Location	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Kauai				
Excellent	74.0	70.9	79.7	49.9
Above average	24.1	27.0	18.5	38.8
Below average	1.8	1.8	1.6	5.3
Poor	0.2	0.2	0.2	5.9

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, 2015 Visitor Satisfaction and Activity Report*
<<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 2015

[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, sources used before trip. Percentages do not sum to 100 percent due to multiple sources used]

Information source	U.S. West 1/	U.S. East 2/	Japan	Canada
Personal experience	58.1	48.5	35.1	53.4
Recommendations from friends or relatives	41.3	48.6	27.8	46.4
Information from hotels or resorts	33.2	37.1	21.2	38.4
Online travel booking site	35.4	37.3	35.1	51.8
Online webpage or blog covering Hawaii	27.2	34.6	42.5	43.5
Information from airline / commercial carriers	35.7	36.8	21.1	42.2
Books	18.1	25.3	40.0	28.1
Travel agents	12.1	20.2	56.3	19.3
Magazines	8.9	10.8	47.7	10.1
Companies specializing in packaged tours	11.2	16.0	23.1	12.5
Smartphone or tablet applications relevant to your trip	15.5	15.6	16.8	16.6
Hawaii visitors bureaus website	14.6	22.7	15.9	23.9
Online social networking site	8.0	8.6	8.3	11.3
Newspapers	2.3	2.7	4.4	2.7

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, *Tourism Research, 2015 Visitor Satisfaction and Activity Report*

<<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 2015

[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. West 1/	U.S. East 2/	Japan	Canada
Making airline reservations	84.7	73.7	35.5	80.5
Choosing an airline	80.3	71.8	37.0	78.9
Airport check-in	67.6	68.7	36.2	70.1
Making hotel or other lodging reservations	64.5	59.4	33.9	71.8
Choosing a place to stay	62.2	57.3	38.3	71.9
Planning activities	57.4	60.5	42.2	66.3
Making car rental reservations	68.2	60.6	21.2	70.0
Finding restaurants	53.5	55.1	57.4	59.0
Checking the weather	52.7	55.0	52.9	67.3
Estimating the cost of your trip	52.9	55.0	25.0	65.2
Deciding on vacation destination	49.6	45.5	39.4	58.9
Maps, directions/ GPS	42.0	48.7	46.4	55.0
Finding places to shop	36.9	40.6	53.5	47.6
Purchasing tour/ attraction packages	34.4	42.3	30.7	41.2
Other	1.5	1.4	3.0	1.3

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, *Tourism Research, 2015 Visitor Satisfaction and Activity Report*

<<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.19-- SAFETY ISSUES AND OTHER NUISANCE ENCOUNTERED BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 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. Percent of visitors. Percentages do not sum to 100 percent due to multiple answers selected]

Safety issues or nuisance	U.S. total	U.S. West 1/	U.S. East 2/	Japan
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
2015				
No negatives	48.0	48.9	46.3	51.3
Safety issues				
Solicited by drug dealers	1.3	1.5	1.1	0.4
Verbal harassment	2.0	2.0	2.1	1.3
Car vandalized / robbed	0.7	0.9	0.4	0.5
Wallet/ purse / valuables stolen	0.9	1.1	0.6	1.2
Solicited by prostitutes	0.8	0.7	0.9	0.6
Physical violence / harm	0.2	0.3	0.2	0.2
Room vandalized / robbed	0.2	0.3	0.1	0.2
Other nuisance				
Severe weather	10.2	10.7	9.3	6.8
Other	9.0	9.4	8.1	7.0
Service problems	3.1	3.2	2.8	6.5
Parking / auto violations	1.3	1.3	1.3	2.5

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*, and *2015 Visitor Satisfaction and Activity Report*

<<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2015**

[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	26.3	18.8	41.0	39.3
Repeat visitors	73.7	81.2	59.0	60.7
Gender				
Male	49.7	48.4	52.3	51.6
Female	50.3	51.6	47.7	48.4
Age				
Median (years)	52	52	52	50
Lifestyle / lifestage segments				
Wedding / honeymoon	3.8	3.1	5.3	11.6
Family (trvl child<18)	20.0	21.4	17.1	17.4
Young (18-34)	11.3	11.1	11.6	9.5
Middle age (35-54)	23.1	23.0	23.1	20.9
Seniors (55+)	41.8	41.3	42.8	40.6
Primary purpose of trip				
Vacation	60.9	63.4	56.1	65.2
Visit friends / relatives	9.4	8.5	11.3	1.2
Anniversary / birthday	5.9	5.2	7.3	1.7
Attend / participate in wedding	2.9	2.9	2.8	11.1
Attend a business meeting / conduct business	5.8	5.9	5.8	1.1
Honeymoon	2.5	2.0	3.4	9.1
Attend a convention / conference / seminar	3.2	2.7	4.1	1.0
Family gathering / reunion / funeral	2.2	2.3	2.0	1.2
Attend / participate in a sporting event	1.3	1.5	1.0	2.2
Incentive / reward	0.9	0.7	1.3	1.2
Get married	0.5	0.5	0.6	1.7
Real estate purchase / viewing	0.6	0.7	0.5	0.2
Attend/ participate in a cultural / historical / music event	0.5	0.5	0.6	0.5
Education / visit schools	0.4	0.5	0.2	0.3
Layover	0.2	0.1	0.2	0.0
Own vacation home / timeshare	0.3	0.4	0.2	0.1
Shopping / fashion	0.0	0.0	0.0	1.1
Golf	0.0	0.1	0.0	0.1
Babyhood	0.1	0.1	0.0	0.0
Medical treatment	0.0	0.0	0.0	0.1
Other	2.2	2.0	2.6	1.1

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: 2015 -- Con.

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
No / some high school	0.5	0.6	0.3	1.3
High school graduate	5.0	4.7	5.6	27.5
Some college	14.8	15.9	12.5	5.6
Vocational / technical	3.8	4.2	3.1	9.4
2-year degree	8.9	9.5	7.8	9.4
4-year degree	34.4	34.4	34.3	41.2
Post grad degree	32.6	30.7	36.4	5.5
Employment status				
Self-employed	14.9	16.6	11.5	13.3
Employed, working for someone else	52.8	51.1	56.2	46.9
Retired	26.3	26.1	26.6	14.5
Student	1.4	1.5	1.3	1.5
Homemaker	2.8	2.9	2.6	16.6
Other	1.8	1.8	1.8	7.1
Visitors' income				
Up to \$40,000	7.0	7.1	6.7	(NA)
\$40,000 to \$49,999	4.6	4.5	4.8	(NA)
\$50,000 to \$59,999	5.3	5.3	5.4	(NA)
\$60,000 to \$69,999	5.2	4.9	5.7	(NA)
\$70,000 to \$79,999	6.2	6.2	6.2	(NA)
\$80,000 to \$89,999	6.7	7.0	6.0	(NA)
\$90,000 to \$99,999	7.1	7.1	7.0	(NA)
\$100,000 to \$124,999	15.4	15.1	15.8	(NA)
\$125,000 to \$149,999	9.5	9.9	8.9	(NA)
\$150,000 to \$174,999	7.5	7.2	8.1	(NA)
\$175,000 to \$199,999	5.4	5.3	5.6	(NA)
\$200,000 to \$249,999	7.1	7.0	7.1	(NA)
\$250,000 or more	13.1	13.3	12.7	(NA)

NA Not available.

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, *Tourism Research, 2015 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.

Table 7.21-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINT OF ORIGIN: 2015 AND 2016

[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	2015			2016		
	Total	Domestic	International	Total	Domestic	International
All visitors	8,563,018	5,782,140	2,780,878	8,821,802	5,968,779	2,853,023
1 to 6 days	2,927,830	1,336,940	1,590,889	3,035,187	1,421,303	1,613,883
7 to 12 days	4,348,798	3,464,132	884,666	4,521,015	3,583,881	937,134
13 to 30 days	1,193,344	905,782	287,562	1,171,164	890,578	280,586
31 to 365 days	93,046	75,285	17,761	94,437	73,018	21,419
Median (days)	7.27	8.00	6.00	7.23	8.00	6.00
Mean (days)	9.12	9.85	7.60	9.03	9.69	7.66

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:
2011 TO 2016**

[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	2011	2012	2013	2014	2015	2016
Arrivals (1,000)	1,242	1,466	1,519	1,512	1,482	1,488
Average stay (days)	6.03	6.02	5.94	5.80	5.86	5.86
Expenditures (mil. dol.)	2,164	2,735	2,486	2,397	2,053	2,096

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 2016

[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)	1999	148.91	207.46
1965-1966 1/	37.23	(NA)	2000	154.92	214.20
1974	46.20	123.00	2001	142.75	227.05
1977	54.62	146.85	2002	150.39	233.13
1980	71.24	185.00	2003	157.18	240.09
1983	85.88	227.32	2004	157.95	251.47
1986	95.40	299.00	2005	160.79	255.42
1987	102.49	324.00	2006	166.28	266.47
1988	121.44	350.00	2007	170.29	268.83
1989	126.57	322.00	2008	161.01	288.33
1990	136.30	294.04	2009	145.70	268.33
1991	140.54	344.29	2010	151.62	261.10
1992	117.14	344.68	2011	157.81	289.10
1993	116.15	306.54	2012	167.09	310.10
1994	133.79	340.88	2013	172.07	275.74
1995	132.73	356.15	2014	176.58	273.39
1996	137.04	286.89	2015	175.01	236.33
1997	157.07	279.58	2016	180.25	240.30
1998	147.37	235.25			

NA Not available.

1/ Oahu only.

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

Table 7.24-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1960-1961 TO 2016

[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	1999	166.6	89
1965-1966 2/	32.0	116	2000	172.2	90
1974	49.3	94	2001	177.1	81
1977	60.6	90	2002	179.9	84
1980	82.4	86	2003	184.0	85
1983	99.6	86	2004	188.9	84
1986	109.6	87	2005	195.3	82
1987	113.6	90	2006	201.6	82
1988	118.3	103	2007	207.3	82
1989	124.0	102	2008	215.3	75
1990	130.7	104	2009	214.5	68
1991	136.2	103	2010	218.1	70
1992	140.3	83	2011	224.9	70
1993	144.5	80	2012	229.6	73
1994	148.2	90	2013	233.0	74
1995	152.4	87	2014	236.7	75
1996	156.9	87	2015	237.0	74
1997	160.5	98	2016	240.0	75
1998	163.0	90			

1/ In constant (1982-84) dollars.

2/ Oahu only.

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

<<http://www.bls.gov/cpi/home.htm>> accessed on 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: 2015 AND 2016

[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	
	2015	2016	2015	2016	2015	2016	2015	2016
All items	162.0	167.9	197.8	201.7	236.3	240.3	161.5	161.1
Total food and beverage	34.5	36.2	40.0	40.7	49.9	50.4	33.0	33.8
Restaurant food	21.8	22.9	27.3	27.7	37.3	37.6	3/ 18.7	19.4
Dinner shows and cruises	3.4	3.6	4.5	4.8	3.9	4.0	3.0	3.0
Groceries and snacks	9.3	9.6	3/ 8.2	8.3	8.7	8.9	3/ 11.3	11.3
Entertainment & recreation	14.1	14.7	19.5	20.3	18.7	19.0	12.4	11.8
Total transportation	16.3	18.1	20.1	22.0	12.0	12.3	17.1	16.8
Interisland airfare	1.8	2.5	3.8	4.9	2.0	2.0	1.7	1.7
Ground transportation	0.7	0.7	1.0	1.1	5.8	6.0	3/ 0.9	0.9
Rental vehicles	12.7	13.9	13.9	14.7	3.9	4.0	3/ 13.1	13.0
Gasoline, parking, etc.	1.2	1.1	1.4	1.3	0.4	0.3	3/ 1.4	1.2
Total shopping	16.3	16.2	18.6	18.5	65.5	68.0	14.9	13.5
Fashion and clothing	6.1	6.2	6.7	6.7	18.2	18.1	3/ 7.8	6.9
Jewelry and watches	2.9	2.6	3/ 3.2	3.1	5.8	6.7	3/ 1.8	1.6
Cosmetics, perfume	0.4	0.3	0.4	0.4	3.5	3.8	0.3	0.2
Leather goods	0.8	0.8	0.5	0.7	17.6	18.5	3/ 0.5	0.5
Hawaii food products	2.5	2.5	2.7	2.7	13.6	13.9	3/ 1.7	1.7
Souvenirs	3.6	3.7	5.1	4.8	6.9	7.1	3/ 2.7	2.6
Lodging	76.3	78.4	87.4	89.6	79.3	80.1	78.2	79.3
All other expenses 4/	4.5	4.3	12.1	10.6	10.8	10.4	5.8	5.9

Continued on next page.

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2015 AND 2016 -- Con.

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 5/		Visitors from Oceania 6/	
	2015	2016	2015	2016	2015	2016	2015	2016
All items	392.0	384.7	293.9	316.4	340.3	340.7	262.8	286.5
Total food and beverage	55.6	62.9	66.5	74.5	60.7	68.0	50.4	54.9
Restaurant food	3/ 42.3	52.8	52.9	62.2	47.3	56.7	3/ 36.6	39.8
Dinner shows and cruises	5.5	4.3	5.8	4.8	5.6	4.5	3/ 4.9	5.3
Groceries and snacks	3/ 7.7	5.8	7.8	7.6	7.8	6.8	3/ 8.9	9.8
Entertainment & recreation	35.0	42.1	26.3	28.1	30.4	33.5	24.2	24.8
Total transportation	33.0	44.7	25.7	28.2	29.2	34.5	16.6	17.2
Interisland airfare	3/ 12.8	13.9	7.1	6.2	9.9	9.4	3/ 4.5	4.5
Ground transportation	3/ 6.4	14.8	2.5	2.4	4.4	7.1	3/ 4.0	3.8
Rental vehicles	3/ 12.4	14.7	15.0	18.4	3/ 13.6	16.8	3/ 7.3	8.2
Gasoline, parking, etc.	3/ 1.3	1.3	1.1	1.1	1.2	1.2	3/ 0.8	0.7
Total shopping	160.0	115.8	77.2	69.9	116.9	88.0	54.1	56.4
Fashion and clothing	3/ 54.6	46.0	3/ 25.2	24.3	3/ 39.6	32.6	3/ 34.2	35.9
Jewelry and watches	3/ 31.6	20.3	3.7	3.7	16.5	9.8	3/ 5.0	4.8
Cosmetics, perfume	3/ 22.4	12.6	3/ 5.9	4.1	3/ 13.4	7.5	3/ 5.1	4.8
Leather goods	3/ 38.0	24.8	3/ 30.4	25.6	3/ 34.1	26.1	3/ 4.7	5.1
Hawaii food products	8.0	7.2	3/ 6.6	7.2	7.6	7.1	3/ 1.3	1.3
Souvenirs	3/ 5.3	4.9	5.5	5.0	5.7	5.0	3/ 3.9	4.3
Lodging	86.3	108.5	93.5	112.9	89.8	110.3	104.2	118.3
All other expenses 4/	22.1	10.6	4.7	2.8	13.2	6.4	13.2	14.8

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2015 AND 2016 -- Con.**

Expenditure type	Visitors from Europe 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2015	2016	2015	2016	2015	2016
All items	177.7	189.9	247.4	186.7	183.6	199.5
Total food and beverage	35.4	36.9	49.2	33.5	38.3	41.1
Restaurant food	3/ 22.0	27.3	3/ 30.3	22.4	3/ 27.1	30.6
Dinner shows and cruises	3/ 3.3	2.6	3/ 7.1	5.0	3/ 3.6	4.2
Groceries and snacks	3/ 10.2	7.0	3/ 11.7	6.1	3/ 7.7	6.4
Entertainment & recreation	16.2	14.8	25.7	16.7	15.9	16.7
Total transportation	26.6	26.1	29.2	22.8	19.7	22.4
Interisland airfare	3/ 7.7	7.3	3/ 8.7	4.7	3/ 4.6	5.0
Ground transportation	3/ 2.7	3.3	3/ 2.3	1.1	3/ 2.0	2.5
Rental vehicles	3/ 15.1	14.3	3/ 17.1	15.4	3/ 11.3	13.8
Gasoline, parking, etc.	3/ 1.2	1.2	3/ 1.1	1.6	3/ 1.8	1.1
Total shopping	16.2	18.2	29.7	34.1	32.2	39.6
Fashion and clothing	3/ 7.7	10.5	3/ 17.5	13.4	3/ 17.5	18.1
Jewelry and watches	3/ 2.2	4.2	3/ 1.9	11.2	3/ 1.4	2.4
Cosmetics, perfume	3/ 0.9	0.5	3/ 1.9	1.3	3/ 1.7	2.2
Leather goods	3/ 0.8	0.2	3/ 0.6	0.2	3/ 4.1	4.3
Hawaii food products	3/ 1.3	1.0	3/ 2.3	2.0	3/ 3.6	6.3
Souvenirs	3/ 3.2	1.8	3/ 5.5	5.9	3/ 4.0	6.3
Lodging	77.2	88.2	96.2	66.2	72.5	72.6
All other expenses 4/	6.0	5.8	17.4	13.5	4.9	7.0

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:
2015 AND 2016**

[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	2015	2016	Percent change
All items	15,110.9	15,911.2	5.3
Total food and beverage	3,075.3	3,271.2	6.4
Restaurant food	2,063.1	2,230.8	8.1
Dinner shows and cruises	298.1	319.9	7.3
Groceries and snacks	714.1	720.5	0.9
Entertainment & recreation	1,337.1	1,414.5	5.8
Total transportation	1,385.0	1,543.2	11.4
Interisland airfare	227.6	282.6	24.2
Ground transportation	136.1	155.9	14.5
Rental vehicles	932.0	1,020.4	9.5
Gasoline, parking, etc.	89.3	84.2	-5.7
Total shopping	2,211.9	2,244.8	1.5
Fashion and clothing	844.3	860.5	1.9
Jewelry and watches	293.3	286.8	-2.2
Cosmetics, perfume	113.5	103.6	-8.7
Leather goods	310.5	320.6	3.2
Hawaii food products	301.9	318.0	5.3
Souvenirs	348.4	355.4	2.0
Lodging	6,343.7	6,731.1	6.1
All other expenses 1/	623.9	588.3	-5.7
Supplemental business	134.1	118.1	-11.9

1/ 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: 2015 AND 2016**

[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 2/		Visitors from Japan	
	2015	2016	2015	2016	2015	2016
All visitors	162.0	167.9	197.8	201.7	236.3	240.3
Group tour status 3/						
Organized group tour	230.8	231.1	253.2	236.8	248.3	253.5
Individually arranged	160.1	166.2	188.3	193.6	233.2	238.2
Arrived on package tour 3/						
Yes	183.4	186.3	229.0	226.6	260.0	268.9
No	155.6	161.8	180.5	186.1	186.3	187.9
Accommodations						
Hotel	205.3	212.1	243.5	242.5	257.8	263.8
Condo	161.3	166.0	183.2	190.0	174.2	169.8
Guests of friends and relatives	72.9	79.0	75.0	77.7	100.3	89.1
Timeshare	128.8	127.8	148.8	150.6	127.7	134.1
Previous visits 3/						
First trip	169.5	175.6	207.3	209.9	259.7	267.6
Repeat visitors	160.6	169.8	190.3	194.2	223.4	225.8
Purpose of trip						
Pleasure	163.1	169.1	192.8	195.4	217.2	220.9
Business, meetings, conventions, incentive	204.8	208.4	237.9	235.1	250.7	249.6
On honeymoon	211.2	231.2	280.1	283.5	323.0	330.1

1/ Pacific and Mountain States of the United States.

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

3/ 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 2016

[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	14,851	122
1987	6,281	120	2015	14,977	134
1988	7,813	125	2016	15,793	118

NA Not available.

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

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

**Table 7.29-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:
1999 TO 2016**

[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	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
2016	15,911	15,793	9,524	2,096	955	3,219	118

1/ Includes cruise ship data.

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

**Table 7.30-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:
2012 TO 2016**

Subject	2012	2013	2014	2015	2016
Number of tours 1/	125	141	138	125	106
Number of passengers	246,236	286,530	291,078	247,815	230,602
Out of state visitors	244,081	283,109	287,424	243,390	226,939
Arrived by air	119,431	121,509	116,437	118,947	114,464
Arrived by ship	124,650	161,600	170,987	124,443	112,475
Hawaii residents	2,155	3,421	3,654	4,425	3,663

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 2016**

[In millions of dollars]

Year	Total	Visitors	Overseas airlines	Cruise lines
1997	11,520.4	10,249.3	1,242.6	28.4
1998	11,379.9	10,058.8	1,256.6	64.5
1999	11,380.9	10,005.1	1,315.8	60.1
2000	12,017.7	10,590.1	1,360.8	66.8
2001	10,412.2	9,061.3	1,280.6	70.3
2002	11,045.5	9,608.9	1,340.0	96.6
2003	11,468.3	10,054.5	1,313.4	100.3
2004	12,406.8	10,861.8	1,405.4	139.6
2005	13,554.6	11,904.0	1,519.7	130.9
2006	14,198.4	12,491.6	1,559.0	147.8
2007	14,568.0	12,811.1	1,563.3	193.6
2008	13,090.4	11,398.5	1,530.4	161.6
2009	11,587.5	9,993.2	1,463.6	130.7
2010	12,618.1	11,066.4	1,425.8	125.9
2011	13,793.0	12,158.2	1,485.4	149.4
2012	16,201.5	14,364.8	1,648.9	187.8
2013	16,493.6	14,520.5	1,784.8	188.3
2014	17,013.0	14,973.3	1,880.2	159.5
2015	17,244.0	15,110.9	1,989.4	143.7
2016	18,071.3	15,911.2	2,028.4	131.6

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

Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2012 TO 2016

[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	16,201.5	12,475.1	7,080.0	1,522.9	163.6
2013	16,493.6	12,700.1	7,207.7	1,550.4	161.6
2014	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
2016	18,071.3	13,914.9	7,897.2	1,698.7	160.8

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

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2016

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	8,821,802	1/ 5,447,229	(2/)
Average daily visitor census	217,675	82,508	37.9
Visitors units	79,092	29,981	37.9
Occupied units (average)	62,562	25,724	41.1
Total visitor expenditures (\$millions) 3/	18,071	7,228	40.0

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: 2016

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) 119,451 1,307	(X) 13.9 18.0	(X) 47,778 523	(X) 5.6 7.2
Direct and indirect impact 4/ Gross domestic product (\$millions) 4/ Civilian jobs 3/ State taxes (\$millions)	13,915 160,835 1,699	16.6 18.7 23.4	5,566 64,331 679	6.6 7.5 9.4

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: 1991 TO 2016

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
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	72.7	129.66	521.00	88.00	153.3	112.2	171.5
1999	74.7	131.66	536.00	94.75	158.3	105.4	173.3
2000	77.2	140.63	576.00	94.50	160.0	103.5	176.3
2001	80.3	144.88	692.00	95.25	164.0	101.0	178.4
2002	82.3	140.89	692.00	99.00	166.0	102.6	180.3
2003	84.6	144.16	714.00	119.00	167.1	98.5	184.5
2004	87.3	152.17	714.00	139.60	171.0	101.2	190.6
2005	90.4	166.16	829.00	144.70	176.4	102.5	197.8
2006	93.6	187.19	(NA)	167.80	186.0	104.4	209.4
2007	96.7	199.96	(NA)	182.90	195.1	104.1	219.5
2008	98.5	201.85	(NA)	170.00	202.3	105.3	228.9
2009	100.0	177.10	(NA)	218.10	210.8	112.8	230.0
2010	101.2	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	105.3	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	109.6	234.85	(NA)	185.00	247.7	111.1	257.6
2015	112.4	2/ 244.64	(NA)	187.00	263.0	108.9	260.2
2016	114.6	254.73	(NA)	182.40	273.0	111.7	265.3

Continued on next page.

Table 7.35-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1991 TO 2016 -- Con.

NA Not available.

1/ U.S. Bureau of Economic Analysis, Gross Domestic Product by State 1997 to 2016 <<http://www.bea.gov/iTable/iTable.cfm?ReqID=70&step=1>> accessed July 7, 2017; 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 1995-2016 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, 2017.

Source: See above footnotes.

**Table 7.36-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT,
BY POINT OF ORIGIN: 1993 TO 2016**

Year	Number returning			Average number absent		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
1993	832,592	716,100	116,492	52,487	44,890	7,597
1994	858,075	738,540	119,535	54,362	46,150	8,212
1995	878,599	755,970	122,629	55,856	47,864	7,992
1996	889,496	764,790	124,706	58,137	50,108	8,029
1997	925,812	796,650	129,162	40,898	35,467	5,431
1998	931,068	796,967	134,101	38,495	34,791	3,704
1999	939,622	805,318	134,304	42,297	36,339	5,958
2000	1,001,174	839,772	161,402	46,151	37,307	8,844
2001	982,508	815,293	167,215	46,566	36,029	10,537
2002	991,557	850,786	140,771	46,757	35,810	10,947
2003	1,057,615	930,265	127,350	53,447	44,682	8,764
2004	1,140,779	976,976	163,803	57,481	47,436	10,044
2005	1,252,012	1,078,468	173,544	65,674	53,789	11,884
2006	1,362,507	1,175,635	186,872	68,656	56,964	11,691
2007	1,364,505	1,160,029	204,476	71,626	57,906	13,719
2008	1,262,237	1,057,133	205,104	72,080	57,386	14,694
2009	1,244,534	1,032,158	212,376	69,243	56,366	12,877
2010	1,291,983	1,079,120	212,863	73,217	57,544	15,673
2011	1,292,290	1,088,058	204,232	73,863	59,486	14,377
2012	1,305,370	1,104,116	201,254	75,985	60,218	15,767
2013	1,239,061	1,081,195	157,866	68,946	57,979	10,966
2014	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
2016	1,358,083	1,210,099	147,984	63,093	56,240	6,853

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-- PASSPORTS ISSUED BY THE HONOLULU PASSPORT AGENCY:
2011 TO 2016**

[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	2016
Issued by Honolulu Office	56,474	61,859	62,304	62,999	67,866	72,333
Mailed to Hawaii addresses	39,280	43,047	43,778	44,304	49,313	51,300
Mailed outside the state	17,194	18,812	18,526	18,695	18,553	21,033

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

Table 7.38-- PERFORMING ARTS, FOR OAHU: 2015-2016 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	(NA)	(NA)	(NA)
Department of Enterprise Services, total	(NA)	117	145,296
Dance	(NA)	11	12,762
Classical concerts	(NA)	35	31,623
Operas	(NA)	17	15,064
Pop/rock shows	(NA)	9	13,402
Stage shows	(NA)	45	72,445
Brigham Young University	(NA)	(NA)	(NA)
Diamond Head Theatre	6	102	47,500
Hawaii Pacific University (Theater)	4	44	3,000
Hawaii Pacific University (Music)	(NA)	25	10,000
Honolulu Theatre for Youth	6	498	97,552
Kennedy Theatre, total	17	99	12,391
Dance	8	20	3,801
Theatre	9	79	8,590
Manoa Valley Theatre	7	96	10,800
Kumu Kahua Theater	6	110	8,170

NA Not available.

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

**Table 7.39-- SYMPHONY ORCHESTRA ACTIVITIES:
1992-1993 TO 2015-2016**

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
HONOLULU SYMPHONY ORCHESTRA				
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
2015-2016	80	37	36,971	4,477,458

Continued on next page.

**Table 7.39-- SYMPHONY ORCHESTRA ACTIVITIES:
1992-1993 TO 2015-2016 -- 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 7.40-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2013 TO 2016**

[Calendar year data unless otherwise specified]

Island and cultural attraction	2013	2014	2015	2016
OAHU				
Atlantis Submarines	287,022	263,910	245,838	232,443
Atlantis Cruises	98,708	87,732	95,100	69,235
Battleship Missouri Memorial	601,291	561,634	599,349	646,643
Bernice P. Bishop Museum	257,000	240,000	(NA)	(NA)
Diamond Head State Monument 1/ 2/	920,000	892,400	904,000	938,162
Foster Botanical Garden	44,584	47,628	45,598	42,989
Harold L. Lyon Arboretum	40,260	42,108	43,252	44,826
Hawaii Maritime Center 1/	(3/)	(3/)	(3/)	(3/)
Hawaii's Plantation Village	37,009	32,497	22,419	18,717
Hawaii State Art Museum	1/ 3,1932	1/ 28,343	1/ 28,115	69,892
Honolulu Museum of Art on Beretania 4/	274,132	277,564	290,193	266,314
Honolulu Museum of Art at First Hawaiian Center 4/	48,930	(NA)	(NA)	(NA)
Honolulu Museum of Art at Spalding House 4/	23,800	27,564	28,174	27,660
Honolulu Police Department Museum 5/	1,059	(NA)	662	490
Honolulu Zoo	663,699	606,566	592,780	564,114
Ho'omaluhia Botanical Garden	175,168	167,843	193,996	218,299
Iolani Palace State Monument	6/ 110,993	6/ 103,851	6/ 115,967	119,810
Judiciary History Center 1/	6/ 56,463	57,110	58,565	58,568
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	116,833	127,884	134,513	193,194
Polynesian Cultural Center	695,328	664,634	646,176	689,278
Puu O Mahuka Heiau State Historic Site 1/	(7/)	(7/)	(7/)	(7/)
Queen Emma Summer Palace	17,900	15,960	12,956	12,800
Royal Mausoleum State Monument 1/	(7/)	(7/)	(7/)	(7/)
Sea Life Park Hawaii 8/	216,799	197,348	188,802	203,889
Tropic Lightning Museum, Schofield Barracks 8/	12,627	13,821	17,423	16,560
Ulupo Heiau State Historical Park 1/	(7/)	(7/)	(7/)	(7/)
U.S. Army Museum, Ft. DeRussy 8/	6/ 105,359	6/ 78,958	91,888	84,082
U.S.S. Bowfin Submarine Museum	6/ 348,464	6/ 334,484	6/ 365,602	391,218
University of Hawaii Art Gallery 9/	52,000	52,000	52,000	52,000
Waikiki Aquarium 1/	322,975	299,943	286,319	261,704
WWII Valor in the Pacific National Monument 10/ 11/	1,786,024	1,620,814	1,574,156	1,819,020

Continued on next page.

**Table 7.40-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2013 TO 2016 -- Con.**

Island and cultural attraction	2013	2014	2015	2016
HAWAII				
Amy B. H. Greenwell Ethnobotanical Garden	17,793	22,122	(NA)	(12/)
Astronaut Ellison S. Onizuka Space Center	15,879	14,256	15,947	(NA)
H.N. Greenwell Store	1,735	1,784	(NA)	(NA)
Hawaii Tropical Botanical Garden	93,641	90,330	99,540	102,581
Hawaii Volcanoes National Park 10/ 13/	1,583,209	1,693,005	1,832,660	1,887,580
Hulihe'e Palace	25,625	23,291	25,546	26,049
Kaloko-Honokohau National Historical Park 10/	158,124	154,206	170,683	185,041
Kona Coffee Living History Farm	5,446	6,511	(NA)	(NA)
Lyman House Memorial Museum	12,434	13,421	11,825	11,640
Nani Mau Gardens	(NA)	(NA)	(NA)	(NA)
Pacific Tsunami Museum	17,415	17,786	17,415	15,274
Panaewa Rainforest Zoo and Gardens 1/	244,533	199,801	214,249	251,436
Puuhonua O Honaunau NHP 10/	363,282	401,808	437,286	421,027
Puukohola Heiau National Historic Site 10/	125,645	134,734	139,586	138,565
Volcano Art Center Gallery	9/ 100,000	(NA)	(NA)	325,000
Volcano Art Center Campus	(NA)	(NA)	6,200	7,400
MAUI				
Alexander & Baldwin Sugar Museum	36,680	34,899	34,370	41,235
Aquarium Maui/Maui Ocean Center	312,577	284,514	300,964	313,989
Haleakala National Park 10/	785,300	1,142,040	1,216,772	1,263,558
Halekii-Pihana Heiau State Historical Site 1/	(7/)	(7/)	(7/)	(7/)
Hana Cultural Center	(NA)	(NA)	(NA)	(NA)
Iao Valley State Monument 1/	(7/)	(7/)	(7/)	(7/)
Kula Botanical Garden	34,275	20,200	6/ 20,400	22,300
Lahaina Restoration Foundation	27,075	23,098	20,648	21,822
Baldwin Missionary Home Museum	14,463	13,390	11,170	14,538
Hale Pai Printing House	12,259	490	479	282
Wo Hing Temple Museum	353	9,218	8,999	7,002
Maui Historical Society Bailey House Museum	10,732	10,860	11,807	12,049
Whalers Village Museum	202,700	184,700	203,595	(14/)

Continued on next page.

**Table 7.40-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2013 TO 2016 -- Con.**

Island and cultural attraction	2013	2014	2015	2016
KAUAI				
Grove Farm Homestead	2,863	2,976	2,750	2,633
Kauai Museum	23,545	(NA)	(NA)	25,100
Kilauea Point National Wildlife Refuge 15/	201,571	180,528	189,275	177,124
Kokee Natural History Museum	95,544	95,413	93,511	92,234
Waioli Mission House	495	393	513	321
MOLOKAI				
Kalaupapa National Historical Park 10/ Kalaupapa Settlement	101,112 (NA)	67,210 (NA)	67,891 (NA)	71,527 (NA)

NA Not available.

1/ Fiscal year ending June 30.

2/ Diamond Head State Monument is the only State Park where an entry fee is charged. The estimated attendance is based on revenues received from entrance fees paid by walk-ins, drive-ins, and commercial vehicles.

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

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

5/ Walk-ins only; 54 and 43 group tours in 2015 and 2016, respectively, were not counted.

6/ Revised from previous *Data Book*.

7/ Since 2007, no visitor counts have been conducted.

8/ Fiscal year ending September 30.

9/ Data are estimates.

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

11/ Counts include visitors to U.S.S. *Arizona* Memorial.

12/ Closed January 31, 2016.

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

14/ The Whalers Village Museum was not open to the public in 2016. It will be re-opening in June 2017 as The Whale Center of Hawaii.

15/ The Refuge was open 7 days a week in 2013. Beginning in 2014, the Refuge was open 5 days a week. Visitation was estimated between January 2016-April 2016 due to Refuge closure for trail stabilization.

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

Table 7.41-- NATIONAL PARKS: 1992 TO 2016

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
2016	369,160	357,832	11,328	5,786,318
AREAS: 2016				
Hawaii Volcanoes National Park	323,431	323,431	-	1,887,580
Haleakala National Park	33,264	33,264	-	1,263,558
Pu'u honua o Honaunau National Historical Park	420	420	-	421,027
Kaloko-Honokohau National Historical Park	1,163	616	547	185,041
Pu'ukohola Heiau National Historic Site	86	61	25	138,565
U.S.S. Arizona Memorial	17	17	-	1,819,020
Kalaupapa National Historical Park	10,779	23	10,756	71,527

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, <<https://irma.nps.gov/Stats/Reports/National>> accessed on February 21, 2017, and records.

Table 7.42-- STATE PARKS AND HISTORIC SITES: 1992 TO 2016

Year and island	Number of areas, June 30	Acreage, June 30	
		Total	Developed
1992 1/	63	25,080	745.6
1993	63	25,080	745.6
1994	63	25,099	745.6
1995	64	26,742	750.6
1996	64	26,742	750.6
1997	64	26,742	750.6
1998	65	26,762	750.6
1999	65	26,762	750.6
2000	65	26,762	750.6
2001	66	31,444	750.6
2002	67	31,764	750.6
2003	68	31,788	750.6
2004	69	31,788	750.6
2005	70	32,550	750.6
2006	70	32,550	750.6
2007	71	33,654	750.6
2008	71	33,555	745.6
2009	69	33,522	712.6
2010	69	33,522	712.6
2011	69	33,522	712.6
2012	69	33,522	712.6
2013	69	33,522	712.6
2014	65	32,896	707.6
2015	65	32,883	707.6
2016	67	32,890	707.6
ISLAND: 2016			
Hawaii	19	7,319.8	258.3
Maui	9	329.8	37.9
Molokai	1	233.7	10
Oahu	28	10,229.5	270.8
Kauai	10	13,727.4	130.6

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.

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

Table 7.43-- MAJOR STATE PARKS: 2014 TO 2016

[Parks having at least 1,000 acres]

Park	Acreage, June 30	
	Total	Developed
2014		
Napali Coast State Wilderness Park	6,175.0	4.0
Ahupuaa O Kahana State Park	5,228.7	26.0
Koikee State Park	4,345.0	55.0
Waimea Canyon State Park	1,866.4	10.0
Kekaha Kai State Park	1,642.5	5.0
Wailua River State Park	1,092.6	37.4
2015		
Napali Coast State Wilderness Park	6,175.0	4.0
Ahupuaa O Kahana State Park	5,249.0	26.0
Koikee State Park	4,345.0	55.0
Waimea Canyon State Park	1,837.4	10.0
Kekaha Kai State Park	1,745.5	5.0
Wailua River State Park	1,466.3	37.4
2016		
Napali Coast State Wilderness Park	6,175.0	4.0
Ahupuaa O Kahana State Park	5,249.0	26.0
Koikee State Park	4,345.0	55.0
Waimea Canyon State Park	1,837.4	10.0
Kekaha Kai State Park	1,745.5	5.0
Wailua River State Park	1,092.6	37.4

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

Table 7.44-- NATIONAL AND STATE HISTORIC SITES, STATE TOTAL AND BY ISLAND: 2016 AND 2017

[As of July 1. Categories are not exclusive. A site may be listed on both Hawaii Register and National Register]

State and Island	2016		2017		
	Listed Hawaii Register	Listed National Register	Listed Hawaii Register	Nominated Hawaii Register	Listed National Register
State total	910	348	939	19	352
Hawai'i	156	80	165	-	80
Kaho'olawe	1	-	1	-	-
Kaua'i	76	38	77	1	38
Maui	75	68	75	-	68
Moloka'i	101	1	101	-	1
Northwestern Hawaiian Islands	-	-	1	-	1
O'ahu	501	161	519	18	164

Source: Hawaii State Department of Land and Natural Resources, State Historic Preservation Division, "Nominated and Listed Properties on the Hawaii and National Registers of Historic Places" (July 11, 2017) <<https://dlnr.hawaii.gov/shpd/files/2015/05/HistoricRegister.Updated-7-11-2017.xls>> accessed July 14, 2017, and records.

Table 7.45-- ZOOS: 2010 TO 2016

Subject and Zoo	2010	2011	2012	2013	2014	2015	2016
Species 1/ 2/ Honolulu Zoo	207	204	204	208	205	203	200
Panaewa Rainforest Zoo and Gardens (Hilo)	98	92	93	93	87	87	91
Individuals 1/ 2/ Honolulu Zoo	808	852	857	886	890	869	913
Panaewa Rainforest Zoo and Gardens (Hilo)	194	195	201	192	180	180	195
Attendance 3/ Honolulu Zoo	580,265	603,677	667,981	663,699	606,566	592,780	564,114
Panaewa Rainforest Zoo and Gardens (Hilo)	172,737	172,677	213,537	244,533	220,323	214,249	251,436

1/ Animal and bird inventory, December 31.

2/ Species and individuals that are owned and on-site including 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 7.46-- AQUATIC COLLECTIONS: 2016

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

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	81	1,588	377	2,292
Fishes	42	870	180	1,185
Reptiles	1	27	-	-
Mammals	6	31	1	2
Invertebrates	23	180	196	1,105
Birds	9	480	-	-

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

Table 7.47-- COUNTY PARKS, BY ISLAND: 2014 TO 2016

[As of December 31]

Island	Number			Acreage		
	2014	2015	2016	2014	2015	2016
State total	708	712	(NA)	10,641	10,697	(NA)
Hawaii	206	206	(NA)	2,869	2,869	(NA)
Maui	127	129	132	2,049	2,074	2,389
Lanai	5	5	5	24	24	24
Molokai	12	12	12	79	79	79
Oahu	284	286	285	5,133	5,164	5,154
Kauai	74	74	74	487	487	487

NA Not available.

Source: County parks and recreation departments.

Table 7.48-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2016

Beach park	Estimated attendance 1/	Rescues	Drownings	Surfing accidents
All parks	24,386,568	3,117	11	157
Ala Moana	3,306,358	49	3	-
Alii/Haleiwa	492,187	91	-	8
Bellows	140,033	17	-	-
Chuns Reef	286,024	107	-	10
Ehukai	458,954	160	-	8
Hanauma	1,645,555	761	2	-
Kailua	800,391	25	-	2
Keauwaula	283,021	64	-	13
KeWaena	300,738	40	1	6
Kualoa	202,662	37	-	-
Laniakea	343,713	118	-	11
Mali	511,715	59	-	3
Makaha	669,544	76	2	13
Makapuu	230,997	320	-	3
Nanakuli	483,295	61	-	-
Pokai Bay	294,487	17	-	-
Sandy	587,601	464	-	13
Sunset	361,399	41	-	3
Waikiki	11,518,754	345	3	42
Waimanalo	687,434	52	-	1
Waimea	781,706	213	-	21

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 7.49-- 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 7.50-- COUNTY TENNIS FACILITIES: 2001 TO 2016

[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
2016	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
2016	328	44	46	4	2	208	24

Source: County parks and recreation departments.

Table 7.51-- GOLF COURSES, BY NUMBER OF HOLES, TYPE, AND ISLAND: 2017

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 Semi-Private and 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 April 28, 2017, and calculations by Hawaii State Department of Business, Economic Development and Tourism.

**Table 7.52-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2016**

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
2016	6	99	375,710	7,548

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 7.53-- SONY OPEN SCORES AND PURSES: 1992 TO 2017

[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
2017	72	253	27	6,000,000	1,080,000

Source: *Honolulu Star-Bulletin*, *The Honolulu Advertiser*, and *The Honolulu Star-Advertiser*; ESPN Golf Leaderboard, Sony Open in Hawaii <<http://www.espn.com/golf/leaderboard?tournamentId=2694>> accessed January 20, 2017.

Table 7.54-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2016

Island	Public hunting areas		Other wildlife sanctuaries and refuges 1/	
	Number	Acreage (1,000)	Number	Acreage (1,000)
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 7.55-- FISHING AND HUNTING LICENSES ISSUED: 2009 TO 2016

[Fiscal years ending June 30]

Year	Freshwater fishing licenses	Hunting licenses
2009	8,279	9,653
2010	5,678	10,427
2011	2,688	10,535
2012	2,759	10,738
2013	1,177	9,476
2014	4,648	10,673
2015	3,552	11,958
2016	4,707	11,929

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

Table 7.56-- FISHING, HUNTING, AND WILDLIFE-ASSOCIATED RECREATION OF PERSONS 16 YEARS OF AGE AND OLDER: 2011

Subject	All activities	Fishing and Hunting			Wildlife watching
		Both activities	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 7.57-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND
WINNING TIMES: 1992 TO 2016**

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
2016	28,664	20,235	2:09:37	2:31:10

Source: Honolulu Marathon Association, records; Honolulu Marathon Champions & Entrants/Finishers <<http://www.honolulumarathon.org/?s=stats>> accessed May 12, 2017 and records.

**Table 7.58-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2016**

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
2016	2,316	2,207	8:06:30	8:46:46

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>>; 2010-2016 <<http://www.ironman.com/triathlon/events/americas/ironman/world-championship/results.aspx#axzz31osRdluC>> accessed on February 13, 2017.

Table 7.59-- 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 7.60-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2009-2010 TO 2016-2017 SEASONS**

Bowl and Season	Tickets sold	Turnstile count
Hawaii Bowl		
2009-2010	32,650	20,217
2010-2011	43,661	41,089
2011-2012	32,630	19,411
2012-2013	30,024	19,712
2013-2014	28,941	22,324
2014-2015	25,365	13,922
2015-2016	22,793	14,537
2016-2017	23,175	20,327
Pro Bowl		
2009-2010	1/ 70,697	(2/)
2010-2011	49,338	(2/)
2011-2012	48,423	(2/)
2012-2013	47,134	(2/)
2013-2014	47,270	(2/)
2014-2015	3/ 63,225	(2/)
2015-2016	50,000	(2/)
2016-2017	4/ 60,834	(2/)

1/ Held in Miami, FL

2/ No turnstile count available.

3/ Held in Phoenix, AZ

4/ Moved to Orlando, FL

Source: ESPN, "Hawai'i Bowl Summary" <<http://espnsponsorrecaps.com/events/hawaii-bowl>> accessed January 24, 2017; ESPN, "San Diego State beats Cincinnati 42-7 in Hawaii Bowl" <<http://www.espn.com/college-football/recap?gameId=400852714>> accessed January 24, 2017; Hawaii Athletics, "Hawai'i Bowl Post-Game Notes" <<http://hawaiiathletics.com/sports/2016/12/24/hawaii-bowl-post-game-notes.aspx>> accessed January 24, 2017; Sports Pool, "Pro Bowl Venues and Attendance" <http://www.sportspool.com/football/pro_bowl/venues.php> accessed January 24, 2017; ESPN, "NFL Scoreboard" <http://www.espn.com/nfl/scoreboard/_/year/2016/seasontype/3/week/4> accessed January 25, 2017.

Table 7.61-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF HAWAII AT MANOA: 2012-2013 TO 2015-2016

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

Sports	Games played 1/			Home games		
	Total	Won	Lost	Tied	Home dates	Attendance
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	2/ 53	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
2015-2016						
Baseball	53	23	30	-	35	105,724
Basketball (men's)	34	28	6	-	20	141,637
Basketball (women's)	32	21	11	-	14	35,660
Football	13	3	10	-	7	164,031
Volleyball (men's)	28	16	12	-	17	61,180
Volleyball (women's)	31	29	2	-	19	131,187

1/ Volleyball data refer to matches.

2/ Revised from previous *Data Book*.

Source: University of Hawaii, Office of Intercollegiate Athletics, Sports Media Relations, records.

See also <<http://www.ncaa.org/stats/>>.

**Table 7.62-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:
2009-2010 TO 2015-2016 SEASONS**

[Data are for Oahu only (OIA)]

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
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
2015-2016				
Baseball	Boys	(NA)	(NA)	25,917
Basketball	Boys and girls	582	27,515	121,588
Football	Boys	191	116,820	239,731

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 7.63-- PROFESSIONAL BOXING
AND MIXED MARTIAL ARTS: 1993 TO 2016**

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 1/	-	-	-	-
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	2/ 7	23	(NA)	(NA)
2015	2/ 7	19	(NA)	(NA)
2016	9	20	(NA)	(NA)

NA Not available.

1/ Pro boxing discontinued in 2011.

2/ Revised from previous *Data Book*.

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

Table 7.64-- DOG LICENSES ISSUED, BY ISLAND: 1993 TO 2016

[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	42,904	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	5/ 3,345
2016	(NA)	8,203	3/ 3,520	(NA)	(NA)	30,560	1,968

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.

5/ Revised from previous *Data Book*.

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 1999-2016); and Kauai Humane Society (for Kauai in 2014-2016).