

Table 7.28-- HAWAII VISITORS & CONVENTION BUREAU INCOME AND EXPENDITURES: 1995 TO 1999

[In dollars. Years ended June 30]

Year	Income					Expenditures
	Total	State appropriations 1/	Private subscriptions	Advertising co-op 2/	Other 3/	
1995	31,834,278	25,450,629	2,159,198	3,997,378	227,073	34,728,853
1996	32,806,193	23,000,000	1,931,298	7,751,664	123,231	30,140,658
1997	49,834,793	34,550,000	2,168,905	13,016,147	99,741	49,530,885
1998	35,808,190	29,150,000	2,478,190	4,000,000	180,000	(NA)
1999 4/	55,492,469	36,970,000	2,492,868	16,029,601	(NA)	(NA)

NA Not available.

1/ Net after refunds (if any) to the state.

2/ Cash or in-kind contributions from the private sector to match state funding for generic advertising that promotes the Hawaiian Islands as a preferred visitor destination. Not included as a separate category prior to fiscal year 1995.

3/ May include income from Federal grants, mainland promotional programs, literature sales, convention servicing, and interest.

4/ \$12,970,000 State General Fund, \$24,000,000 Tourism Special Fund

Source: KPMG Peat Marwick LLP, *Hawaii Visitors Bureau, Financial Statements and Schedules* (annual); *Hawaii Visitors and Convention Bureau, Financial Statements and Schedules June 30, 1995 to 1997*. and records.