

VISITOR INDUSTRY

Tourism continues to be one of Hawaii's most rapidly growing industries and a major source of income to the state. In 1965, a record 606,000 visitors stayed overnight or longer in Hawaii. About 45 percent of these visitors traveled to one or more of the neighbor islands. One million visitors annually are expected by 1970.

Statistics on visitors, their origin, mode of travel, length of stay, destination areas, expenditures and other characteristics are collected and reported by the Research Department of the Hawaii Visitors Bureau. Statistics on hotel units, occupancy rates and a Visitor Plant Inventory of current and planned hotel units are published also by the Bureau.

Information on the development of new visitor facilities and destination areas and economic studies relating to tourism are available in the Department of Planning and Economic Development. A collection of reports and studies of the visitor industry are kept in the Department's library.

The Visitor Satisfaction Program of the Department of Transportation distributes maps of Hawaii and maintains information booths at the major airports in the state.

Table 45 -- OVERNIGHT VISITORS AND TOTAL PASSENGERS TO HAWAII,
BY COUNTY: 1930 TO 1965

Year	Visitors Overnight or Longer			Total passengers to Hawaii
	State of Hawaii	Hawaii County	Kauai County	
1930 ...	18,651	NA	NA	NA
1940 ...	25,373	NA	NA	NA
1950 ...	46,593	NA	NA	NA
1951 ...	51,565	23,000	12,900	14,300
1952 ...	60,539	27,000	15,000	16,700
1953 ...	80,346	31,000	19,000	21,000
1954 ...	91,289	36,000	23,000	24,000
1955 ...	109,798	44,000	30,000	26,000
1956 ...	133,815	50,000	35,000	29,000
1957 ...	168,829	59,000	41,200	32,000
1958 ...	171,588	NA	NA	NA
1959 ...	243,216	77,000	51,800	43,400
1960 ...	296,517	91,000	73,500	61,800
1961 ...	319,807	97,000	77,400	67,500
1962 ...	362,145	96,200	85,150	78,000
1963 ...	429,140	102,000	104,000	98,000
1964 ...	508,870	126,000	134,000	131,000
1965 ...	606,010	162,000	164,000	168,000

Source: Hawaii Visitors Bureau, Annual Research Reports and records.

Table 46 -- HOTEL UNITS IN HAWAII, BY ISLAND: 1946 TO 1966

Year (Dec. 31)	Total	Oahu		Hawaii Island	Kauai Island	Maui Island	Molokai and Lanai
		Waikiki	Other				
1946 ...	1,572	652	354				
1947 ...	1,958	1,038	354				
1948 ...	1,958	1,038	354				
1949 ...	1,980	1,038	354				
1950 ...	2,003	1,061	354				
1951 ...	2,197	1,243	354				
1952 ...	2,412	1,434	354				
1953 ...	2,925	1,858	354				
1954 ...	3,101	2,018	354				
1955 ...	4,115	2,870	430				
1956 ...	4,327	3,070	430				
1957 ...	4,754	3,447	430				
1958 ...	5,494	4,024	430				
1959 ...	6,802	5,152	505				
1960 ...	9,522	7,151	967				
1961 ...	10,193	7,753	967				
1962 ...	10,915	8,131	967	692	596	488	41
1963 ...	11,403	8,383	820	742	596	821	41
1964 ...	12,903	9,013	1,018	865	776	1,190	41
1965 ...	14,575	9,530	1,353	1,368	860	1,423	41
1966 ¹ ...	16,820	10,445	2,075	1,606	1,043	1,610	41

1. Estimated hotel units for September 1, 1966.

Source: Hawaii Visitors Bureau, Annual Research Reports. Comparable data are not available for the neighbor islands prior to 1962.

Table 47 -- PERCENTAGE OF OCCUPANCY OF HOTEL ROOMS IN HAWAII, BY ISLAND: 1959 TO 1965

Year (Dec. 31)	Waikiki		Hawaii Island	Kauai Island	Maui Island
	Large ¹	Other			
1959 ...	88.5	87.8	NA	NA	NA
1960 ...	82.4	68.2	NA	NA	NA
1961 ...	69.7	70.4	NA	NA	NA
1962 ...	75.8	72.6	68.0	64.4	67.3
1963 ...	79.2	75.6	69.6	65.4	62.7
1964 ...	72.8	76.2	70.4	72.3	65.9
1965 ...	82.6	81.6	71.9	71.0	63.9

1. One hundred rooms or more.

Source: Hawaii Visitors Bureau, annual reports. Breakdown of occupancy rates are available by major visitor destination area on a monthly basis in Hawaii Visitor Bureau monthly reports.

Table 48 -- ESTIMATED VISITOR EXPENDITURES IN HAWAII, BY COUNTY:
1950 TO 1965 (in millions of dollars)

Year	State of Hawaii	City-County of Honolulu	Hawaii County	Kauai County	Maui County
1950 ...	24.2	NA	NA	NA	NA
1951 ...	29.0	27.0	1.3	0.3	0.4
1952 ...	32.8	30.5	1.5	0.45	0.4
1953 ...	42.6	39.7	1.7	0.7	0.5
1954 ...	48.9	45.2	2.2	0.9	0.6
1955 ...	55.0	50.5	2.6	1.3	0.6
1956 ...	65.0	59.4	3.2	1.6	0.8
1957 ...	77.6	70.9	3.8	2.0	0.9
1958 ...	82.7	76.8	3.5	1.7	0.7
1959 ...	109.0	98.2	5.6	3.7	1.5
1960 ...	131.0	113.2	9.2	6.3	2.3
1961 ...	137.0	118.7	8.5	6.4	3.4
1962 ...	154.0	135.6	6.8	6.7	4.9
1963 ...	186.0	158.3	9.3	9.1	9.3
1964 ...	225.0	186.6	13.6	12.1	12.7
1965 ...	265.0	216.4	17.5	14.8	16.3

Source: Hawaii Visitors Bureau, records.

Table 49 -- PROJECTED VISITOR EXPENDITURES IN HAWAII, BY COUNTY:
1966 TO 1970 (in millions of dollars)

Year	State Total	City-County of Honolulu	Hawaii County	Kauai County	Maui County
1966 ...	302.0	245.6	20.3	17.1	19.0
1967 ...	333.0	271.0	22.4	18.8	20.8
1968 ...	376.0	306.0	25.3	21.2	23.5
1969 ...	406.0	330.4	27.2	23.0	25.4
1970 ...	432.0	351.7	28.9	24.4	27.0

Source: Hawaii Visitor Bureau, research memorandum, January 17, 1966.

Table 50--INVENTORY OF EXISTING AND PLANNED HOTEL UNITS:
SEPTEMBER 1, 1966

Location	Existing units	Planned additional units	Announced completion date		
			1966	1967	No Date
State	16,820	16,273	1,412	4,388	10,473
Oahu	12,520	8,118	957	3,602	3,559
Waikiki . .	10,445	6,827	957	2,496	2,834
Other	2,075	1,831	-	1,106	725
Hawaii	1,606	4,850	58	512	4,010
Hilo	505	1,337	-	200	1,137
Kona	855	1,488	58	312	1,118
Other	246	1,755	-	-	1,775
Kauai	1,043	2,510	130	145	2,235
Maui	1,610	991	237	129	625
Wailuku-					
Kaluilui . .	486	70	37	13	20
Lahaina . .	1,041	951	200	110	605
Other	83	6	-	6	-
Molokai	33	74	30	-	44
Lanai	8	-	-	-	-

Source: Hawaii Visitors Bureau, Research Department, Visitor Plant Inventory, September 1, 1966.

Table 51 -- PROJECTED NUMBER OF OVERNIGHT VISITORS TO HAWAII,
BY COUNTY: 1966 TO 1970

Year	State Total (and Oahu)	Hawaii County	Kauai County	Maui County
1966 . . .	700,000	188,000	190,000	195,000
1967 . . .	770,000	207,000	209,000	214,000
1968 . . .	870,000	234,000	236,000	242,000
1969 . . .	940,000	252,000	255,000	261,000
1970 . . .	1,000,000	268,000	271,000	278,000

Source: Hawaii Visitors Bureau, research memorandum, January 17, 1966