

VISITOR INDUSTRY

Tourism continues to be one of Hawaii's most rapidly growing industries and a major source of income to the state. In 1967, a record 1,001,810 visitors stayed overnight or longer in Hawaii. More than 60 percent of these visitors traveled to one or more of the neighbor islands. Over 1.5 million visitors are expected by 1970 and over 2.6 million by 1975.

Information on the development of new visitor facilities, destination areas, projections and economic studies relating to tourism are prepared and published by the Department of Planning and Economic Development. A collection of reports and studies of the visitor industry, is maintained in the Department's library.

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.

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 47. -- VISITORS TO HAWAII, TOTAL PASSENGERS AND AVERAGE VISITOR CENSUS:
1950 TO 1967

Year ending Dec. 31	State of Hawaii and Honolulu ¹	Hawaii County ²	Kauai County ²	Maui County ²	Total passengers to Hawaii	Average visitor census ³
1950 ...	46,593	NA	NA	NA	NA	3,027
1951 ...	51,565	23,000	12,900	14,300	130,437	3,350
1952 ...	60,539	27,000	15,000	16,700	141,192	3,796
1953 ...	80,346	31,000	19,000	21,000	163,305	4,746
1954 ...	91,289	36,000	23,000	24,000	186,008	5,369
1955 ...	109,798	44,000	30,000	26,000	232,060	6,042
1956 ...	133,815	50,000	35,000	29,000	272,619	6,947
1957 ...	168,829	59,000	41,200	32,000	353,590	8,205
1958 ...	171,588	NA	NA	NA	363,848	8,397
1959 ...	243,216	77,000	51,800	43,400	452,417	10,390
1960 ...	296,517	91,000	73,500	61,800	532,547	11,797
1961 ...	319,807	97,000	77,400	67,500	615,209	11,960
1962 ...	362,145	96,200	85,150	78,000	690,378	13,125
1963 ...	429,140	102,000	104,000	98,000	790,378	15,316
1964 ...	508,870	126,000	134,000	131,000	909,436	16,739
1965 ...	606,010	162,000	164,000	168,000	1,064,657	13,757
1966 ...	710,580	177,700	175,000	183,400	1,272,181	15,928
1967 ...	1,001,810	247,585	238,000	263,000	1,562,414	NA

1. Includes all visitors staying overnight or longer. It is assumed that for these years all overnight or longer visitors to Hawaii stopped in Honolulu.

2. Visitors to Neighbor Islands stayed overnight or longer in the state, but may not have stayed overnight in the Neighbor Island counties.

3. Based on all overnight or longer visitors.

Source: Department of Planning and Economic Development, General Plan Revision Program, Part 4 and Hawaii Visitors Bureau, Annual Report for years given.

Table 48. -- HOTEL UNITS IN HAWAII, BY ISLAND: 1946 TO 1968

Year ending 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 ...	14,827	9,531	1,552	1,387	860	1,456	41
1966 ...	17,217	10,728	1,870	1,790	1,115	1,625	89
1967 ...	18,657	11,390	1,776	2,188	1,260	1,910	133
1968 ¹ ...	20,604	12,731	1,852	2,222	1,558	2,108	133

1. Estimated hotel units for July, 1968.

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

Table 49. -- PERCENTAGE OF OCCUPANCY OF HOTEL ROOMS IN HAWAII, BY ISLAND: 1959 TO 1967

Year ending Dec. 31	Waikiki		Hawaii Island	Kauai Island	Maui Island
	Large ¹	Small ²			
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	70.1	72.3	65.9
1965 ...	82.6	81.6	71.9	71.0	63.9
1966 ...	86.0	81.2	68.7	71.1	63.5
1967 ...	90.8	89.8	71.3	79.4	71.1

1. One hundred rooms or more.

2. Less than 100 rooms.

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 50. -- ESTIMATED VISITOR EXPENDITURES IN HAWAII, BY COUNTY:
1950 TO 1967 (in millions of dollars)

Year ending Dec. 31	State of Hawaii	C & C 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	0.4	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
1966 ...	302.0	241.6	20.3	19.8	20.6
1967 ...	400.0	320.0	26.2	25.7	28.1

Source: Hawaii Visitors Bureau, records.

Table 51. -- PROJECTED VISITORS TO HAWAII,
BY COUNTY: 1968 TO 1975

Year	State (including R & R visitors) ¹	State (excluding R & R visitors)	Hawaii County	Kauai County	Maui County
1968 ...	1,206,000	1,042,000	314,000	298,000	330,000
1969 ...	1,383,000	1,219,000	393,000	369,000	410,000
1970 ...	1,579,000	1,415,000	487,000	451,000	502,000
1971 ...	1,710,000	1,628,000	594,000	545,000	609,000
1972 ...	--	1,858,000	717,000	654,000	730,000
1973 ...	--	2,104,000	858,000	774,000	867,000
1974 ...	--	2,366,000	1,015,000	909,000	1,020,000
1975 ...	--	2,641,000	1,188,000	1,056,000	1,188,000

1. Includes allowance for 164,000 R & R military personnel and dependents for 1968; 1969 and 1970, with reduction to 82,000 in 1971. Projections for R & R visitors beyond this date not available.

Source: Department of Planning and Economic Development.

Table 52. -- INVENTORY OF EXISTING AND PLANNED HOTEL UNITS, BY DISTRICTS: 1968

Location	Existing Units	Planned additional units	Announced completion date			
			1968	1969	1970	No date
State ...	20,604	26,858	2,941	5,636	7,523	10,758
Oahu	14,583	13,760	1,292	3,392	5,405	3,671
Waikiki....	12,731	10,707	985	3,232	3,742	2,748
Other.....	1,852	3,053	307	160	1,663	923
Hawaii	2,222	5,830	254	755	835	3,986
Hilo.....	896	2,129	24	400	--	1,705
Kawaihae...	217	1,850	102	40	418	1,290
Kona.....	1,048	1,851	128	315	417	991
Other.....	61	--	--	--	--	--
Kauai	1,558	4,796	1,226	1,151	1,014	1,405
Lihue.....	556	1,090	361	52	50	627
Poipu.....	567	112	--	36	--	76
Wailua....	333	3,322	764	1,044	812	702
Other.....	102	272	101	19	152	--
Maui	2,108	2,405	138	338	269	1,660
Lahaina....	1,333	2,303	138	338	269	1,558
Wailuku....	579	81	--	--	--	81
Other.....	196	21	--	--	--	21
Molokai	123	67	31	--	--	36
Lanai	10	--	--	--	--	--

Source: Hawaii Visitors Bureau, Research Department, Visitor Plant Inventory, July 1968.

Table 53. -- VISITOR EXPENDITURES PER DAY PER PERSON: 1965-66

	Weighted average	Independent travelers	Prepaid tour travelers	Non-hotel travelers
Lodging	\$10.84	\$12.57	\$11.55	\$1.24
Food	9.28	10.64	9.23	2.94
Clothing	4.30	4.73	4.48	1.79
Night club expense	3.08	3.27	3.53	1.19
Gifts and souvenirs	2.20	2.26	2.48	1.37
Liquor	2.52	2.97	2.25	1.03
Ground transportation	2.00	2.22	1.81	1.38
Other entertainment	1.00	2.26	2.48	1.37
Photo supplies45	.46	.42	.46
Beauty and barber services34	.42	.34	.13
All other	1.23	1.38	1.00	.99

Source: Hawaii Visitors Bureau, Long-Range Planning Committee. Data were compiled from a survey of visitors on Oahu.