

Recreation and Tourism

Statistics on travel, recreation, hotels, and parks appear in this section.

Tourism has become a major Island activity in recent decades. The number of visitors staying overnight or longer in Hawaii has grown from 32,000 in 1941 to 243,000 in 1959 and 1,369,000 in 1969. During the same time, visitor expenditures rose from \$16.4 million to \$577 million. About 18 percent of the 1969 visitors were armed forces on Rest and Recuperation Leave or friends and relatives meeting them in Hawaii. Average length of stay, excluding eastbound and layover visitors, was 12.3 days, and expenditure per visitor day averaged \$37.23.

There were almost 27,000 hotel units in the State as of February 1970, compared with 6,825 ten years earlier. Two-thirds of the units are on Oahu, chiefly in Waikiki. Hotel occupancy rates in 1969 averaged 81 percent in Waikiki and 69 percent on the Neighbor Islands.

Hawaii has three national parks, 38 State parks, 320 County parks, 36 golf courses, and 24.4 miles of safe, sandy, accessible beach.

Recreational and cultural facilities reporting more than 100,000 annual visitors include eight National or State parks, the Honolulu Academy of Arts, Honolulu Symphony Orchestra, Honolulu International Center, Honolulu Zoo, Sea Life Park, Waikiki Aquarium, professional baseball, college football, the Kodak Hula Show, and Polynesian Cultural Center. Over 113,000 Hawaii residents traveled to the Mainland in 1967 and half of them were absent more than 18 days.

Information on these subjects is issued periodically by the Hawaii Visitors Bureau, the State Parks Division of the Department of Land and Natural Resources, the U.S. National Park Service, and other organizations. An extensive summary of statistics on recreation and tourism, *Hawaii Tourism Data Book: 1969*, was published by the Department of Planning and Economic Development. National statistics are given in Section 7 of *Statistical Abstract of the United States: 1969*.

Table 44. -- OVERNIGHT VISITORS, AVERAGE VISITOR CENSUS, AND VISITOR EXPENDITURES IN HAWAII: 1922 TO 1969

Year	Overnight or longer visitors	Visitor expenditures in Hawaii (\$1,000,000)	Year	Overnight or longer visitors	Average visitor census ¹	Visitor expenditures in Hawaii (\$1,000,000)
1922	9,676	4.4	1946	15,000	975	6.3
1923	12,021	5.5	1947	25,000	1,625	12.1
1924	12,468	5.7	1948	36,397	2,366	18.9
1925	15,193	7.2	1949	34,386	2,235	17.7
1926	16,762	8.0	1950	46,593	3,027	24.2
1927	17,451	8.2	1951	51,565	3,350	29.0
1928	19,980	9.2	1952	60,539	3,796	32.8
1929	22,190	10.3	1953	80,346	4,746	42.6
1930	18,651	8.7	1954	91,289	5,369	48.9
1931	15,780	6.9	1955	109,798	6,042	55.0
1932	10,370	4.1	1956	133,815	6,947	65.0
1933	10,111	3.8	1957	168,829	8,205	77.6
1934	16,161	6.3	1958	171,588	8,397	82.7
1935	19,933	7.9	1959	243,216	10,390	109.0
1936	22,199	8.9	1960	296,517	11,797	131.0
1937	21,987	9.5	1961	319,807	11,960	137.0
1938	23,043	10.2	1962	362,145	13,125	154.0
1939	24,390	11.0	1963	429,140	15,316	186.0
1940	25,373	12.0	1964	508,870	16,739	225.0
1941	31,846	16.4	1965	606,010	18,632	265.0
1942	} War years; visitor industry suspended		1966	717,550	19,861	302.0
1943			1967	1,001,810	27,670	400.0
1944			1968	1,209,417	35,125	460.0
1945			1969	1,369,058	35,126	576.8

NA Not available.

1. Not available before 1946 (except 1931, estimated at 1,200).

Source: Hawaii Visitors Bureau, annual research reports, 1952-1968, and records; Hawaii State Department of Planning and Economic Development, Tourism Data Book: 1969, p. 14.

Table 45. -- VISITOR ARRIVALS AND VISITOR DAYS, BY MILITARY STATUS: 1965 TO 1969

Military status	All groups	Rest and Recuperation		All others	
		Personnel ¹	Dependents ²	Westbound	Eastbound and north bound
Visitor arrivals: ³					
1965	606,010	--	--	486,300	119,710
1966	717,550	6,970	4,531	557,479	148,570
1967	1,001,810	70,150	50,174	719,921	161,565
1968	1,209,417	101,129	96,740	813,950	197,598
1969	1,369,058	116,327	129,776	893,299	229,656
Visitor days: ⁴					
1965	6,801	--	--	5,583	1,217
1966	7,249	42	35	6,328	845
1967	10,100	421	383	8,290	1,005
1968	12,820	607	739	9,380	2,095
1969	12,821	582	779	10,760	701

NA Not available.

1. All eastbound. Flights began in August 1966.

2. All westbound.

3. Overnight and longer only.

4. In thousands. Totals independently rounded. Includes one-day visitors.

Source: Hawaii Visitors Bureau data cited in Hawaii State Department of Planning and Economic Development, Hawaii Tourism Data Book: 1969, p. 16, and Hawaii Visitors Bureau, records.

Table 46. -- CHARACTERISTICS OF WESTBOUND VISITORS TO HAWAII: 1951 TO 1969

Year	California residents (percent)	Males per 1,000 females	Median age (years)	High-status occupations ¹ (percent)	Persons per party	Arriving in June, July, or August (percent)	Arriving by sea (percent)
1951	52.3	739	44.8	51.3	1.47	31.0	43.6
1956	45.1	706	45.1	47.6	1.52	32.6	19.5
1961	46.9	749	45.4	52.3	1.49	35.5	12.3
1966	39.7	798	45.3	59.9	1.58	30.9	4.1
1967	36.5	682	43.2	52.3	1.55	33.0	2.9
1968	34.2	631	41.7	48.3	1.52	32.9	2.1
1969	33.4	641	40.1	48.3	1.53	31.8	1.2

Year	Repeat visitors ² (percent)	Pleasure trip (percent)	Staying in hotel (percent)	Average intended stay (days)	Intending to visit Neighbor Islands (percent)	Average visitor census	
						Number	Percent ³
1951	22.3	72.3	(NA)	25.0	63.9	2,971	96.7
1956	27.5	77.6	79.2	22.0	66.0	6,166	95.8
1961	29.1	68.4	(NA)	17.2	(NA)	9,561	92.8
1966	32.1	71.6	87.1	12.7	64.1	15,989	91.7
1967	29.0	74.9	84.9	12.3	56.5	22,012	92.6
1968	28.5	76.8	84.6	12.1	54.9	25,993	93.8
1969	30.6	72.9	83.2	12.3	53.2	29,451	94.0

NA Not available.

1. Party heads only. Professional, technical, business, managerial and official workers as percent of number reporting occupation or labor force status.

2. Party heads only.

3. Percent of average for all westbound visitors, including those destined beyond Hawaii.

Source: Hawaii Visitor Bureau, Annual Research Report (annual) and records.

Table 47. -- HAWAII RESIDENTS RETURNING FROM THE MAINLAND: 1967

Subject	Number
Number returning	113,660
Percent increase since 1957	292.8
Oahu residents (percent of total)	88.0
Persons per party	1.24
Armed forces (percent of total)	11.7
Average number absent	12,900
Days absent, median	18.4
Days absent, average	45.9
Traveling by air (percent of total)	99.4

Source: Hawaii Department of Planning and Economic Development, Out-of-State Travel by Hawaii Residents During 1967 (Statistical Report 60, July 3, 1968).

Table 48. -- HOTEL UNITS, BY GEOGRAPHIC AREA: 1952 TO 1970

Geographic area	July 1952	January 1960	November 1968	February 1970	
				Existing	Planned ¹
The State	2,805	6,825	21,243	26,923	36,579
Oahu	2,142	5,716	15,138	18,449	14,092
Waikiki to Kahala	1,788	5,290	13,286	16,590	10,765
Other Honolulu	354	373	1,132	1,105	1,953
Other Oahu	--	53	720	754	1,374
Hawaii	370	581	2,353	3,166	10,745
Hilo and Hamakua	176	249	926	1,328	2,167
North and South Kohala	27	18	324	338	1,634
North and South Kona	129	270	1,042	1,449	5,776
Kau and Puna	38	44	61	51	1,168
Maui	144	247	2,081	2,643	6,332
Hana and Makawao	62	74	96	103	14
Wailuku and Kahului	82	159	596	428	600
Kihei	--	4	80	286	3,062
Lahaina	--	10	1,309	1,826	2,656
Lanai	11	11	10	11	--
Molokai	23	33	123	89	1,619
Kauai	115	237	1,538	2,565	3,791
Hanalei	6	--	79	176	1,058
Kapaa and Wailua	24	120	333	1,181	2,282
Lihue	75	117	538	659	110
Koloa	10	--	576	537	261
Waimea	--	--	12	12	80

1. Includes 4,831 scheduled for completion in 1970, 5,969 for 1971, 866 for 1972, and 2,426 without definite completion date.

Source: Harris, Kerr, Forster and Company, unpublished data from 1952 and 1960 surveys; Hawaii Visitors Bureau, Visitor Plant Inventory for November 1968 and February 1970.

Table 49. -- HOTEL UNITS, OCCUPANCY RATES, EMPLOYMENT, AND PAYROLL: 1963 TO 1969

Year	Hotel units ¹				Occupancy rates: Waikiki ²	
	State	Oahu	Neighbor islands		Large hotels	Other hotels
			Number	Percent		
1963	11,403	9,203	2,200	19.3	79.2	75.6
1964	12,903	10,031	2,872	22.3	72.8	76.2
1965	14,827	11,083	3,744	25.3	82.6	81.6
1966	17,217	12,598	4,619	26.8	86.0	81.2
1967	18,235	13,004	5,231	28.7	90.8	89.8
1968	21,243	15,138	6,105	28.7	91.0	84.1
1969	25,822	18,209	7,613	29.5	81.9	79.3

Year	Occupancy rates: Neighbor Islands ²			Covered employ- ment ²	Wages paid	
	Hawaii	MauI	Kauai		Total (\$1,000)	Per worker (\$)
1964	70.1	65.9	72.3	5,823	21,069	3,618
1965	71.9	63.9	71.0	6,308	23,394	3,709
1966	68.7	63.5	71.1	7,316	28,173	3,851
1967	71.3	71.1	79.4	8,944	34,927	3,905
1968	78.4	71.6	75.8	10,550	46,730	4,334
1969	76.4	67.1	62.5	12,900	(NA)	(NA)

NA Not available.

1. December 31, 1963 to 1967, November 1968, and October 1969.

2. Annual averages.

Source: Hawaii Visitors Bureau, Visitor Plant Inventory (periodic), Annual Research Report, and unpublished data; Hawaii State Department of Labor and Industrial Relations, Employment and Payrolls in Hawaii (annual) and Labor Force Estimates (monthly).

Table 50. -- VISITOR EXPENDITURES PER VISITOR DAY ON OAHU: 1965-1966
(In dollars)

Item	All visitors	Independent travelers	Prepaid tour travelers	Non-hotel travelers
All items	37.23	41.89	38.61	12.50
Lodging	10.84	12.57	11.55	1.24
Food	9.28	10.64	9.23	2.94
Liquor	2.52	2.97	2.25	1.03
Night clubs	3.08	3.27	3.53	1.19
Other entertainment	1.00	0.96	1.52	--
Clothing	4.30	4.73	4.48	1.79
Ground transportation	2.00	2.22	1.81	1.38
Gifts and souvenirs	2.20	2.26	2.48	1.37
Photo supplies	0.45	0.46	0.42	0.46
Beauty and barber services	0.34	0.42	0.34	0.13
All other	1.23	1.38	1.00	0.99

Source: First National Bank of Hawaii, "Visitor Expenditures in Honolulu," Economic Indicators, November 1967, p. 1.

Table 51 -- STATISTICS OF NATIONAL, STATE AND COUNTY PARKS: 1968-1970

Park	Acreage, Dec. 31, 1969	Visits (thousands)				
		1968	1969			
Hawaii Volcanoes National Park	220,345	918.0	719.9			
Haleakala National Park.....	27,283	132.7	146.8			
City of Refuge National Historical Park ¹	181	250.7	220.2			
County	State parks			County parks		
	Number of areas, 1969	Acreage, 1969	Visits (thousands)		Number of areas, 1970 ²	Acreage, 1970 ²
			1968	1969		
All counties...	38	8,231.2	4,767	6,142	414	5,739
Hawaii	12	176.2	1,618	1,589	72	761
Maui	10	256.9	660	817	49	442
Honolulu.....	11	178.1	400	807	249	4,105
Kauai.....	5	7,620.0	2,488	2,929	44	431

1. The 1968-1969 decrease in visits was primarily the result in a change in the assumptions underlying the estimates.

2. Data for the Counties of Hawaii, Maui, and Kauai pertain to July 1, 1967.

Source: U. S. Department of the Interior, National Park Service, records; Hawaii State Department of Land and Natural Resources, 1968-1969 Report to the Governor, p. 80; county park departments, records.

Table 52. -- SELECTED RECREATIONAL STATISTICS: 1967-1969

Subject	Number	Attraction	Persons
Sandy shoreline (miles)	184.9	Attendance, 1967:	
Safe, clean accessible	24.4	Bishop Museum	75,321
Seasonal swimming	24.3	Hon. Academy of Arts	112,582
Unsuitable for swimming	136.2	Hon. Symphony Orchestra	213,419
Golf courses, 1968	36	Hon. Community Theatre	27,678
County	6	Hon. International Center	291,761
Military	7	Univ. of Hawaii Theatre Group	37,116
Private	23	Honolulu Zoo	898,178
Fresh-water game fishing		Sea Life Park.....	405,000
licenses issued, 1969 ¹	3,798	Waikiki Aquarium	255,426
Hunting licenses issued, 1969 ¹ ...	8,629	Professional baseball	219,005
		Univ. of Hawaii football	113,992
		Kodak Hula Show	374,400
		Polynesian Cultural Center	437,138

1. Year ended June 30.

Source: Hawaii Department of Planning and Economic Development, Hawaii Tourism Data Book: 1969, pp. 35, 39, 40; Hawaii Department of Land and Natural Resources, 1968-1969 Report to the Governor, p. 41.