

## SECTION 11

# 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 1,595,000 in 1970. During the same time, visitor expenditures rose from \$16.4 million to \$594 million. About 15 percent of the 1970 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 in 1969, and expenditure per visitor day averaged \$37.23. There were over 30,000 hotel units in the State as of October 1970, compared with 6,825 ten years earlier. Seven-tenths of the units are on Oahu, chiefly in Waikiki. Hotel occupancy rates in 1970 averaged 74 percent in Waikiki and 65 percent on the Neighbor Islands.

The State has three national parks, 41 State parks, 411 county parks, 32 golf courses, and 24.4 miles of safe, sandy, accessible beach. Recreational and cultural facilities reporting more than 100,000 annual visitors include nineteen 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. More than 132,000 Hawaii residents traveled to the Mainland in 1969 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: 1970*.

**Table 75.—OVERNIGHT VISITORS, AVERAGE VISITOR CENSUS, HOTEL UNITS, HOTEL OCCUPANCY, AND VISITOR EXPENDITURES: 1922 TO 1970**

Year	Visitors staying overnight or longer			Visitor expenditures in Hawaii (\$ million)	Year	Visitors staying overnight or longer			Visitor expenditures in Hawaii (\$ million)
	Total	Westbound	Eastbound or northbound			Total	Westbound	Eastbound or northbound	
1922	9,676	8,493	1,183	4.4	1932	10,370	9,464	906	4.1
1923	12,021	10,699	1,322	5.5	1933	10,111	9,345	766	3.8
1924	12,468	11,311	1,157	5.7	1934	16,161	14,841	1,320	6.3
1925	15,193	13,689	1,504	7.2	1935	19,933	18,030	1,903	7.9
1926	16,762	15,177	1,585	8.0	1936	22,199	20,039	2,160	8.9
1927	17,451	15,693	1,758	8.2	1937	21,987	19,489	2,498	9.5
1928	19,980	18,275	1,705	9.2	1938	23,043	20,853	2,190	10.2
1929	22,190	20,041	2,149	10.3	1939	24,390	21,737	2,653	11.0
1930	18,651	16,995	1,656	8.7	1940	25,373	23,369	2,004	12.0
1931	15,780	14,332	1,448	6.9	1941 <sup>1</sup>	31,846	30,425	1,421	16.4
Year	Visitors staying overnight or longer			Average visitor census (including eastbound)	Hotel units <sup>2</sup>		Percent of hotel units occupied (ann. ave.)		Visitor expenditures in Hawaii (\$ million)
	Total	Westbound	Eastbound or northbound		Oahu	Other islands	Oahu <sup>3</sup>	Other islands	
1946 <sup>1</sup>	15,000	(NA)	(NA)	975	1,006	566	(NA)	(NA)	6.3
1947	25,000	(NA)	(NA)	1,625	1,392	566	(NA)	(NA)	12.1
1948	36,397	(NA)	(NA)	2,366	1,392	566	(NA)	(NA)	18.9
1949	34,386	(NA)	(NA)	2,235	1,392	588	(NA)	(NA)	17.7
1950	46,593	(NA)	(NA)	3,027	1,415	588	(NA)	(NA)	24.2
1951	51,565	47,634	3,931	3,350	1,597	600	(NA)	(NA)	29.0
1952	60,539	54,618	5,921	3,796	1,788	624	(NA)	(NA)	32.8
1953	80,346	72,152	8,194	4,746	2,212	713	(NA)	(NA)	42.6
1954	91,289	81,388	9,901	5,369	2,372	729	84.3	(NA)	48.9
1955	109,798	98,105	11,693	6,042	3,300	815	81.5	(NA)	55.0
1956	133,815	114,813	119,002	6,947	3,500	827	80.5	(NA)	65.0
1957	168,829	141,518	27,311	8,205	3,877	877	84.6	(NA)	77.6
1958	171,588	139,984	31,604	8,397	4,454	1,040	78.9	(NA)	82.7
1959	243,216	207,645	35,571	10,390	5,657	1,145	88.3	(NA)	109.0
1960	296,517	250,795	45,722	11,797	8,118	1,404	75.3	(NA)	131.0
1961	319,807	248,540	71,267	11,960	8,720	1,473	70.1	(NA)	137.0
1962	362,145	279,625	82,520	13,125	9,098	1,817	74.2	(NA)	154.0
1963	429,140	332,680	96,460	15,316	9,203	2,200	77.4	66.0	186.0
1964	508,870	405,235	103,635	16,739	10,031	2,872	74.5	68.0	225.0
1965	606,010	486,300	119,710	17,294	11,083	3,744	82.1	68.2	265.0
1966	717,550	562,010	155,540	19,990	12,598	4,619	83.7	67.1	280.9
1967	1,001,810	770,095	231,715	27,636	13,004	5,231	90.0	72.8	392.6
1968	1,209,413	910,690	298,723	32,470	15,138	6,105	89.2	75.2	470.6
1969	1,369,058	1,023,075	345,983	36,778	18,209	7,613	81.3	69.3	545.6
1970	1,595,540	1,174,705	420,835	38,256	21,217	9,106	74.1	64.8	593.6

NA Not available

<sup>1</sup>The visitor industry was suspended during World War II, 1942-1945.

<sup>2</sup>Month unspecified through 1958; December 31, 1959 to 1967; November 1968; October 1969 and 1970.

<sup>3</sup>Waikiki only.

Source: Hawaii Visitors Bureau, *Annual Research Report* for 1952-1969, *Visitor Plant Inventory* for December 1967-October 1970, and records.

**Table 76.—VISITOR ARRIVALS AND VISITOR DAYS, BY MILITARY STATUS AND DIRECTION OF TRAVEL: 1965 TO 1970**

Subject and year	All groups	Rest and Recuperation		Non-Rest and Recuperation	
		Personnel <sup>1</sup>	Dependents <sup>2</sup>	Westbound	Eastbound and northbound
<b>Visitor arrivals:<sup>3</sup></b>					
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
1970 .....	1,595,540	110,815	121,866	1,052,839	310,020
<b>Visitor days:<sup>4</sup></b>					
1965 .....	6,312,323	—	—	5,583,450	728,873
1966 .....	7,296,467	41,820	31,717	6,330,888	892,042
1967 .....	10,087,225	420,900	351,218	8,322,407	992,700
1968 .....	11,851,450	606,744	677,180	9,441,890	1,125,606
1969 .....	13,423,926	697,962	908,432	10,523,283	1,294,249
1970 .....	13,963,534	664,890	853,062	10,720,503	1,725,079

<sup>1</sup>All eastbound. Flights began in August 1966.

<sup>2</sup>All westbound.

<sup>3</sup>Overnight and longer only.

<sup>4</sup>Includes one-day visitors. Revised March 1971.

Source: Hawaii Visitors Bureau, unpublished estimates.

**Table 77.—CHARACTERISTICS OF WESTBOUND VISITORS TO HAWAII: 1951 TO 1969**

Year	California residents (percent)	Males per 1,000 females	Median age (years)	High-status occupations <sup>1</sup> (percent)	Persons per party	Arriving in June, July, or Aug. (percent)	Arriving by sea (percent)
1951 .....	52.3	739	44.8	51.3	1.47	31.0	43.6
1956 .....	45.1	706	46.1	47.6	1.52	32.6	19.5
1961 .....	46.9	749	45.4	52.3	1.49	36.5	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 <sup>2</sup> (percent)	Pleasure trip (percent)	Staying in hotel (percent)	Average intended stay (days)	Intending to visit Neighbor Islands (percent)	Average visitor census	
						Number	Percent <sup>3</sup>
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.

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

<sup>2</sup>Party heads only.

<sup>3</sup>Percent of average for all westbound visitors, including those destined beyond Hawaii.

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

**Table 78.—HAWAII RESIDENTS RETURNING FROM THE MAINLAND: 1961 TO 1969**

Subject	1961 <sup>1</sup>	1967	1968	1969
Number returning .....	41,450	113,660	126,325	131,835
Oahu residents (percent) .....	86.0	88.0	(NA)	(NA)
Median age (years) .....	32.9	(NA)	(NA)	(NA)
Males per 100 females .....	125.9	(NA)	(NA)	(NA)
Persons per party .....	1.35	1.24	1.26	1.25
Armed forces (percent) .....	6.2	11.7	(NA)	(NA)
Average number absent <sup>2</sup> .....	5,200	12,900	(NA)	(NA)
Days absent, median <sup>2</sup> .....	23.7	18.4	(NA)	(NA)
Days absent, average <sup>2</sup> .....	49.6	45.9	(NA)	(NA)
Returning from California (percent) .....	52.8	(NA)	(NA)	(NA)
Traveling by air (percent) .....	97.4	99.4	99.5	99.7

NA Not available.

<sup>1</sup>Year ended June 30.

<sup>2</sup>Based on persons absent 1-365 days.

Source: Hawaii State Department of Planning and Economic Development, *Off-Island Travel by Hawaii Residents in 1969* (Statistical Report 73, May 29, 1970), table 2.

**Table 79.—PASSENGERS ON SCHEDULED INTERISLAND FLIGHTS ORIGINATING IN HONOLULU, BY PLACE OF RESIDENCE: 1963 AND 1969**

Place of residence	1963	1969	Percent distribution	
			1963	1969
All passengers .....	448,300	959,300	100.0	100.0
Oahu residents .....	163,500	300,100	36.5	31.3
Neighbor island residents .....	69,900	131,200	15.6	13.7
Other passengers <sup>1</sup> .....	214,900	528,000	47.9	55.0

<sup>1</sup>Residents of other states or foreign countries.

Source: Hawaii State Department of Planning and Economic Development, *Off-Island Travel by Hawaii Residents in 1969* (Statistical Report 73, May 29, 1970), table 3.

Table 80.—HOTEL UNITS, BY GEOGRAPHIC AREA: 1952 TO 1971

Geographic area	July	January	November	February 1971	
	1952	1960	1968	Existing	Planned <sup>1</sup>
The State .....	2,805	6,825	21,243	32,289	23,668
Oahu .....	2,142	5,716	15,138	22,531	8,108
Waikiki to Kahala .....	1,788	5,290	13,286	19,304	6,341
Other Honolulu .....	354	373	1,132	2,312	280
Other Oahu .....	—	53	720	915	1,487
Hawaii .....	370	581	2,353	3,435	6,925
Hilo and Hamakua .....	176	249	926	1,204	1,167
North and South Kohala .....	27	18	324	338	—
North and South Kona .....	129	270	1,042	1,842	5,070
Ka'u and Puna .....	38	44	61	51	688
Maui .....	144	247	2,081	3,596	4,780
Hana and Makawao .....	62	74	96	97	—
Wailuku and Kahului .....	82	159	596	414	250
Kihei and Maalaea .....	—	4	80	464	3,158
Lahaina .....	—	10	1,309	2,621	1,372
Lanai .....	11	11	10	11	—
Molokai .....	23	33	123	88	1,369
Kauai .....	115	237	1,538	2,628	2,486
Hanalei .....	6	—	79	151	1,000
Kapaa and Wailua .....	24	120	333	1,258	1,255
Lihue .....	75	117	538	662	—
Koloa .....	10	—	576	545	231
Waimea .....	—	—	12	12	—

<sup>1</sup>Includes 5,396 scheduled for completion in 1971, 3,855 for 1972, 300 for 1973, and 14, 117 without definite completion date. Source: Harris, Kerr, Forster & Company, unpublished data from 1952 and 1960 surveys; Hawaii Visitors Bureau, *Visitor Plant Inventory* for November 1968 and February 1971.

**Table 81.—HOTEL OCCUPANCY RATES, EMPLOYMENT, AND PAYROLLS: 1960 TO 1970**

Year	Percent of rooms occupied (annual average)					Covered employment (annual average)	Wages and salaries	
	Waikiki		Hawaii	Maui	Kauai		Total (\$1,000)	Per worker (dollars)
	Large hotels	Other hotels						
1960 .....	82.4	68.2	(NA)	(NA)	(NA)	4,235	13,364	3,155
1961 .....	69.7	70.4	(NA)	(NA)	(NA)	4,666	14,227	3,049
1962 .....	75.8	72.6	67.5	64.8	63.3	4,629	15,158	3,275
1963 .....	79.2	75.6	69.6	62.7	65.4	5,621	19,070	3,392
1964 .....	72.8	76.2	70.1	65.9	72.3	5,834	21,080	3,613
1965 .....	82.6	81.6	71.9	63.9	71.0	6,308	23,438	3,716
1966 .....	86.0	81.2	68.7	63.5	71.1	7,316	28,173	3,851
1967 .....	90.8	89.8	71.3	71.1	79.4	8,944	34,927	3,905
1968 .....	91.0	84.1	78.4	71.6	75.8	10,783	46,730	4,334
1969 .....	81.9	79.3	76.4	67.1	62.5	12,546	58,212	4,640
1970 .....		74.1	68.3	66.7	58.0	(NA)	(NA)	(NA)

NA—Not available.

Source: Hawaii Visitors Bureau, *Annual Research Report*, 1963 to 1969, and records; Hawaii State Department of Labor and Industrial Relations, *Employment and Payrolls in Hawaii* (annual) and records.

**Table 82.—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 83.—NATIONAL, STATE, AND COUNTY PARKS: 1969—1970**

Park	Acreage, Dec. 31, 1970			Visits (thousands)	
	Total	Federal land	Non-Federal land	1969	1970
Hawaii Volcanoes National Park .....	229,616	210,667	18,949	719.9	822.3
Haleakala National Park .....	27,283	21,190	6,093	146.8	197.4
City of Refuge National Historical Park .....	181	181	—	220.2	213.5

  

County	State parks				County parks		
	Number of areas, 1970	Acreage, 1970		Visits (thousands)		Number of areas, 1970	Acreage, 1970
		Total	Developed	1969	1970		
Total .....	41	15,584	487.7	6,142	9,520	411	5,884
Hawaii .....	12	1,446	206.3	1,589	2,075	70	865
Maui .....	10	394	47.0	817	1,058	49	484
Honolulu .....	14	5,929	77.4	807	3,119	249	4,105
Kauai .....	5	7,815	157.0	2,929	3,268	43	430

Source: U.S. Department of the Interior, National Park Service, records; Hawaii State Department of Land and Natural Resources, *Report to the Governor* for 1968-1969 (p. 80) and 1969-1970 (p. 84); county park departments, records.



**Table 84.—RESIDENT AND VISITOR PARTICIPATION IN MAJOR OUTDOOR RECREATION ACTIVITIES: 1967**

Activity	Percent participating		Participant days per month		Number participating, average summer weekend day	
	Residents	Visitors	Residents	Visitors	Residents	Visitors
Pleasure driving, sightseeing . . . . .	69.5	69*	3.45	4.1*	47,136	13,200
Swimming . . . . .	68.2	78	4.30	4.1	53,369	13,200
Playing outdoor sports, games . . . . .	55.9	2	3.90	.07	45,982	225
Picnicking . . . . .	54.5	—	2.32	—	29,419	—
Sunbathing . . . . .	44.1	71	4.00	4.0	40,933	12,900
Walking for pleasure . . . . .	41.8	65	3.46	3.7	33,692	11,900
Motorcycling, bicycling . . . . .	37.3	—	4.27	—	37,155	—
Attending outdoor sports, cultural events . . . . .	35.0	53	2.10	1.7	17,041	5,500
Surfing . . . . .	32.7	11	3.27	.4	23,093	1,300
Scuba, skin diving . . . . .	26.4	7	1.93	.3	10,260	800
Fishing . . . . .	22.9	9	3.22	.2	11,622	600
Pleasure boating . . . . .	20.7	20	2.40	.4	17,095	1,300
Golf . . . . .	14.5	13	2.17	.5	7,398	1,600
Hiking . . . . .	10.9	—	2.67	—	6,789	—
Shooting . . . . .	8.6	—	2.33	—	4,159	—
Camping . . . . .	5.9	1	2.60	.06	3,895	200
Horseback riding . . . . .	5.9	—	2.60	—	3,579	—
Hunting . . . . .	5.5	1	1.66	.002	2,116	6
Waterskiing . . . . .	3.6	2	1.00	.07	1,826	225

\*Pleasure driving only.

Source: Hawaii State Department of Planning and Economic Development, *Comprehensive Outdoor Recreation Plan* (1970), pp. 48-50, 57, 59, and 61.

**Table 85.—SELECTED RECREATIONAL FACILITIES AND ACTIVITIES: 1969-1970**

Subject	Number
Sandy shoreline, six major islands (length in miles) .....	184.9
Safe, clean, accessible, suitable for swimming .....	24.4
Suitable for swimming during part of the year .....	24.3
Unsafe, poor bottom, or otherwise unsuitable .....	136.2
Golf courses, 1970 .....	38
Public, 9-hole .....	2
Public, 18-hole .....	5
Private, open to public, 9-hole .....	7
Private, open to public, 18-hole .....	10
Private, restricted use .....	6
Military .....	8
Licenses issued by the State, 1970:	
Fresh-water game fishing .....	5,070
Hunting .....	9,773
Ski Association of Hawaii paid members, March 1971 .....	270
Spectator sports home attendance:	
Baseball (Hawaii Islanders, 1970 regular season) .....	467,217
Basketball (Univ. of Hawaii, 1970-1971 season) .....	118,510
Football (Univ. of Hawaii, 1970 season) .....	120,528
Attendance at major cultural attractions, 1969:	
Bernice P. Bishop Museum .....	97,328
Dole Co. Cannery .....	74,321
Foster Botanical Garden .....	100,000
Hawaiian Wax Museum .....	188,500
Honolulu Academy of Arts .....	108,642
Honolulu Community Theatre (1969-1970) .....	28,000
Honolulu Symphony Orchestra (1966-1967) .....	213,419
Honolulu Theater for Youth (1969-1970) .....	72,000
Honolulu Zoo .....	1,108,823
Kilohana Planetarium .....	58,838
Kodak Hula Show (1970) .....	400,000
Mormon Temple Grounds .....	300,256
Paradise Park .....	180,292
Polynesian Cultural Center .....	398,919
Sea Life Park .....	447,900
Ulu Mau Village (1970) .....	76,000
University of Hawaii Theatre Group (1966-1967) .....	37,116
Waikiki Aquarium .....	258,860

Source: Hawaii State Department of Land and Natural Resources, *1969-1970 Report to the Governor*, p. 43; Hawaii State Department of Planning and Economic Development, *Hawaii Tourism Data Book: 1969*, pp. 35, 39 and 40, as updated; *Honolulu Star-Bulletin*, September 18 and 21, 1970.