

Section 7
Recreation and Tourism

This section presents data on parks, hunting and fishing, boating, travel, tourism, and other recreational facilities and activities. It is based on information supplied by the U. S. National Park Service, the Fish and Game Division and State Parks Division of the Hawaii Department of Land and Natural Resources, county departments of parks and recreation, the Hawaii Visitors Bureau's Research Committee, and other agencies, most of which issue annual or monthly statistical reports. National statistics on parks, recreation and travel appear in the Statistical Abstract of the United States: 1961, Section 7.

Table 1.--STATISTICS ON NATIONAL, STATE AND COUNTY PARKS: 1962

County	National parks			State parks		County parks	
	Acres	Visits ¹	Visitor days ¹	Areas	Acres	Areas	Acres
The State.....	246,748	835.4	894.6	22	6,214	280	5,142
Hawaii.....	220,345	769.6	824.8	5	175	45	397
Honolulu.....	5	28	158	2,920
Kauai.....	6	5,760	43	1,573
Maui.....	26,403	65.8	69.8	6	251	34	252

¹In thousands, for 1961.

Source: U. S. National Park Service, Public Use, National Parks and Related Areas, December 1961 and records; Hawaii Department of Land and Natural Resources, State Parks Division, records; county parks departments, records.

RECREATION AND TOURISM

Table 2.--SELECTED RECREATIONAL ACTIVITIES: 1961

Subject	Number	Subject	Number
Hunting licenses ¹	6,214	Waikiki Beach (1959): ³	
Resident.....	6,094	Area (acres).....	19.0
Non-resident.....	120	Peak attendance ⁴	18.9
Fresh water fishing licenses ¹ ...	3,014	Visitors ⁴	2.3
Resident.....	2,445	Waikiki residents ⁴	2.0
Non-resident or tourist.....	8	Other residents ⁴	11.7
Juvenile.....	561	Military personnel ⁴	3.0
Recreational boats.....	5,302	Square feet per bather...	44
Outboards.....	4,310	Golf courses: holes.....	216
Sail without power.....	389	Public.....	45
Auxiliary sail.....	131	Private.....	72
Inboards.....	120	Military.....	99
Cruisers.....	283	Honolulu zoo (1960):	
Sampans.....	69	Animal specimens.....	742
Safe beaches, length (mi.) ²	24.1	Attendance ⁴	519.2
Open to public.....	4.1	Baseball ("Islanders"):	
Restricted to military.....	7.1	Stadium capacity ⁴	24.0
Private.....	12.9	Home attendance (1961) ⁴ ..	165.8

¹Twelve-month period ended June 30, 1961.

²Data limited to Oahu.

³From the Ala Wai Yacht Harbor to Sans Souci, including Fort DeRussy.

⁴In thousands.

Source: Report of the Department of Agriculture and Conservation, Fiscal Period Ending June 30, 1961, pp. 113-114; Hawaii Department of Transportation, Recreational Boating in Hawaii (July 1961), pp. 43-44; James P. Iams, Survey of Recreation Needs on Oahu (1961); Hawaii Department of Land and Natural Resources, Planning Studies and Economic Analysis: Part 3 of the Comprehensive Plan, Ala Moana Reef, Honolulu, Hawaii (1960), p. 24; Honolulu Department of Parks and Recreation, 1960 Annual Report; Honolulu Star-Bulletin, April 16, 1962.

RECREATION AND TOURISM

Table 3.--VISITOR ARRIVALS, VISITORS PRESENT, AND VISITOR EXPENDITURES: 1922 TO 1961

Year	Visitors staying 2 days or longer	Visitor expenditures in Hawaii (thousands)	Year	Visitors staying 2 days or longer	Average number present ¹	Visitor expenditures in Hawaii (thousands)
1922....	9,676	\$ 4,400	1942....			
1923....	12,021	5,500	1943....	War years; visitor industry suspended.		
1924....	12,468	5,700	1944....			
1925....	15,193	7,200	1945....			
1926....	16,762	8,000	1946....	15,000	975	\$ 6,300
1927....	17,451	8,200	1947....	25,000	1,625	12,100
1928....	19,980	9,200	1948....	36,397	2,366	18,900
1929....	22,190	10,300	1949....	34,386	2,235	17,700
1930....	18,651	8,700	1950....	46,593	3,027	24,200
1931....	15,780	6,900	1951....	51,565	3,350	28,980
1932....	10,370	4,100	1952....	60,539	3,796	32,800
1933....	10,111	3,800	1953....	80,346	4,746	42,600
1934....	16,161	6,300	1954....	91,289	5,369	48,900
1935....	19,933	7,900	1955....	109,798	6,042	55,000
1936....	22,199	8,900	1956....	133,815	6,947	65,000
1937....	21,987	9,500	1957....	168,829	8,205	77,600
1938....	23,043	10,200	1958....	171,588	8,397	82,700
1939....	24,390	11,000	1959....	243,216	10,390	109,000
1940....	25,373	12,000	1960....	296,517	11,797	131,000
1941....	31,846	16,400	1961....	319,422	11,960	137,000

¹Estimated by Hawaii Department of Planning and Research.

Table 4.--VISITORS STAYING OVERNIGHT AND LONGER, BY MONTH AND QUARTER OF ARRIVAL: 1957-1961 AVERAGE

Quarter	Arrivals	Month	Arrivals	Month	Arrivals
Annual.....	239,914	January.....	14,101	July.....	26,534
First quarter....	47,851	February.....	17,038	August.....	25,738
Second quarter...	62,484	March.....	16,712	September..	20,417
Third quarter....	72,689	April.....	17,733	October....	21,959
Fourth quarter...	56,890	May.....	18,105	November...	15,876
		June.....	26,647	December...	19,055

RECREATION AND TOURISM

Table 5.--SUMMARY OF VISITOR CHARACTERISTICS: 1951, 1956, 1960, AND 1961

Subject	1951	1956	1960	1961
All passengers.....	130,437	272,619	532,547	615,209
Arriving by boat.....	40,363	57,586	83,495	83,027
Arriving by airplane.....	90,074	215,033	449,052	532,182
Visitors, overnight or longer...	51,565	133,815	296,517	319,422
Eastbound.....	3,921	19,002	45,722	71,267
Westbound.....	47,634	114,813	250,795	248,155
Westbound passengers ¹	93,002	203,644	399,804	448,546
Visitors to Hawaii.....	43,426	102,352	213,670	202,850
Visitors beyond Hawaii.....	16,911	48,536	79,914	92,980
Returning residents.....	16,600	24,100	38,630	43,590
Intended residents.....	5,853	11,268	15,030	16,715
Visitor characteristics: ²				
Persons per party.....	1.47	1.52	1.54	1.49
Males per 100 females.....	73.9	70.6	74.3	74.9
Median age (years).....	44.8	46.1	45.2	45.4
Pct. from California.....	52.3	45.1	42.5	46.9
Average stay (days).....	25.0	22.0	16.9	17.2
Pct. on pleasure trip.....	72.3	77.6	67.3	68.4
Pct. on first visit.....	77.7	72.5	74.2	70.9
Pct. of party heads professional, managerial, or official.....	51.3	47.6	51.7	52.3

¹Includes unclassified and unsurveyed, not reported separately.

²For westbound visitors destined to Hawaii.

RECREATION AND TOURISM

Table 6.--CHARACTERISTICS OF WESTBOUND VISITORS, BY DESTINATION: 1961

Subject	Destination		Subject	Destination	
	Hawaii	Beyond ¹		Hawaii	Beyond ¹
All visitors.....	202,850	92,980	Purpose of trip:		
Age (in years):			Pleasure only....	126,660	29,070
Under 20.....	20,730	10,295	Other.....	58,385	53,335
20 to 39.....	50,785	31,525	Not reported....	17,805	10,575
40 to 59.....	78,685	31,115	Intended visits:		
60 and over.....	35,020	9,905	Oahu only.....	52,835	48,710
Not reported.....	17,630	10,140	Other islands....	101,010	7,580
Sex:			Not reported....	49,005	36,690
Male.....	86,865	60,110	Intended stay (days):		
Female.....	115,985	32,870	1.....	11,755	47,155
State of residence:			2 to 6.....		39,020
California.....	94,285	13,370	7 to 12.....	66,280	4,740
Other western.....	27,865	3,910	13 to 18.....	57,785	
North Central.....	32,885	7,820	19 to 24.....	15,050	2,065
South.....	14,960	8,920	25 to 30.....	6,235	
Northeast.....	25,180	10,785	31 to 364.....	15,635	
U. S. poss.....	-	860	Not reported....	30,110	-
Foreign.....	5,635	45,910	Average stay (days)	17.2	2.9
Not reported.....	2,040	1,405	Median stay (days).	13.3	...
Mode of travel:			Persons per party..	1.49	1.33
Air.....	177,800	69,545	Visitor days (000).	3,490	273
Surface.....	25,050	23,435	Average census.....	9,561	747

¹By destination: Japan, 30,260; Hong Kong, 5,705; Philippines, 7,460; Australia or New Zealand, 13,875; South Pacific islands, 7,595; around the world, 12,890; all other, 12,600; not reported, 2,595.

RECREATION AND TOURISM

Table 7.--CHARACTERISTICS OF WESTBOUND VISITOR PARTY HEADS, BY DESTINATION: 1961

Subject	Destination		Subject	Destination	
	Hawaii	Beyond		Hawaii	Beyond
All parties....	135,855	70,270	Occupation:		
Previous visits:			Professional, technical..	31,815	18,195
None.....	81,645	29,215	Business, managerial.....	31,085	20,885
1.....	15,690	11,375	Other civilian occ.....	24,255	6,155
2 or more.....	17,890	12,695	Military service.....	780	4,505
Not reported.....	20,630	16,985	Not gainfully employed...	32,315	10,655
			Not reported.....	15,605	9,875

Table 8.--PRELIMINARY ESTIMATES OF VISITOR EXPENDITURES: 1960-1961

Subject	Oahu	Other islands	Subject	Oahu	Other islands
Per visitor day.....	\$40	\$30	Percent dist., con.:		
Percent distribution.	100.0	100.0	Photography.....	4.7	1.6
Lodging.....	17.3	23.7	Personal care.....	1.8	0.5
Clothing.....	23.1	6.1	Entertainment.....	2.4	1.6
Food.....	15.1	21.9	Gifts, souvenirs...	22.2	8.1
Alcoholic bev.....	4.9	4.9	Ground transp.....	2.4	11.8
			Other items.....	6.1	19.8

Source of tables 3 to 8: Hawaii Visitors Bureau, Annual Research Report, Visitors to Hawaii, Review: 1961, Forecast: 1962 (March 1962) and earlier reports.

RECREATION AND TOURISM

Table 9.--PERCENT INCREASE IN HAWAII VACATION COSTS: 1951 TO 1961

Item	1951 -1961	1960 -1961	Item	1951 -1961	1960 -1961
All items ¹	38	3	Clothing.....	11	1
Lodging.....	53	1	Photography.....	16	1
Food.....	34	4	Personal care.....	47	4
Beverages.....	26	3	Inter-isl. transp...	38	10
			Ground transp.....	65	15

¹Excludes transportation costs from mainland.

Source: Hawaii Department of Planning and Research, Vacation Costs in Hawaii, 1929-1961 (Research Report 19, March 5, 1962).

Table 10.--HOTEL UNITS, HOTEL EMPLOYMENT, AND WAIKIKI HOTEL OCCUPANCY: 1946 TO 1961

Year	Hotel units			Hotel employment (July)			Waikiki hotel units: % occ.
	State	Oahu	Other isl.	State	Oahu	Other isl.	
1946...	1,572	1,006	566	1,313	(NA)	(NA)	(NA)
1951...	2,197	1,597	600	2,153	1,727	426	(NA)
1956...	4,327	3,500	827	3,158	2,515	643	80.5
1960...	9,522	8,118	1,404	4,396	3,193	1,203	75.3
1961...	10,193	8,720	1,473	4,906	3,708	1,198	70.1

NA Not available.

Source: Hawaii Visitors Bureau, Annual Research Report, Visitors to Hawaii, Review: 1961, Forecast: 1962 (March 1962), and Hawaii Department of Labor and Industrial Relations, records.

RECREATION AND TOURISM

Table 11.--RESORT AND APARTMENT HOTEL LAND AREA, GUEST UNITS, AND DENSITY, BY COUNTY: MARCH 1, 1961

Subject	The State	Honolulu County		Hawaii County	Maui County	Kauai County
		Resort hotels	Apt. hotels			
Number of hotels.....	145	27	97	10	7	4
Land area (acres)...	188.27	67.20	25.47	21.39	24.45	49.76
Guest units.....	9,105	4,960	2,946	558	319	322
Units per acre.....	48.4	73.8	115.7	26.1	13.0	6.5

Source: Hawaii State Planning Office, Facts Pertaining to the Protection and Development of Tourist Facilities Within All Counties (March 1961), Appendix A.

Table 12.--VISITOR INDUSTRY PROJECTIONS: 1960 TO 1980

Subject	1960 ¹	1970 ²	1980 ²
Visitors staying 2 days or longer (thousands).....	297	764	1,262
Average number of visitors present (thousands).....	12	26	34
Average length of stay (days).....	15	12	10
Visitor expenditures (millions of 1960 dollars).....	131	429	738
Hotel units (in thousands).....	7	22	36
Full-time equivalent direct employment (thousands)...	11	35	58

¹Current estimate.

²Projected "without government aid program."

RECREATION AND TOURISM

Table 13.--VISITOR INDUSTRY ESTIMATES, BY ISLAND: 1959

Subject	The State	Oahu	Other islands				
			Total	Hawaii	Maui	Kauai	Molokai & Lanai
Visitors ¹	243.2	243.2	113.2	72.3	43.4	51.8	2.3
Ave. stay (days)....	16.3	14.6	3.7	3.0	1.2	2.9	0.7
Expenditures ²	109.0	94.0	10.8	5.6	1.5	3.7	0.0
Employment ³	11.0	8.6	2.4	1.4	0.5	0.5	0.1

¹In thousands. State and Oahu data exclude visitors staying less than two days. Some persons visited several islands, hence detail does not add to indicated totals.

²In millions of dollars. Includes expenditures for inter-island travel, not distributed by island.

³In thousands. Full-time equivalent direct employment in tourism.

Source of tables 12 and 13: Hawaii State Planning Office, Structure and Growth Potential of Tourism in Hawaii (September 1960).

Table 14.--PERCENT OF HOUSEHOLDS VISITING OTHER ISLANDS DURING PREVIOUS TWELVE MONTHS: MARCH-APRIL 1961

County of residence	Islands visited during previous twelve months							
	Total	None	Oahu	Hawaii	Maui	Kauai	Molokai	Lanai
Honolulu.....	100.0	68.2	...	17.0	12.8	11.5	3.9	0.2
Hawaii.....	100.0	33.4	61.7	...	22.9	6.1	1.4	0.9
Maui.....	100.0	39.9	55.2	8.3	2.8	2.8	2.8	4.9
Kauai.....	100.0	46.3	50.0	5.6	3.7	...	0.9	0.0

Source: Hawaii Department of Planning and Research, The Market for a New Inter-Island Ferry System (1961), p. 9.

RECREATION AND TOURISM

Table 15.--CHARACTERISTICS OF OAHU HOUSEHOLDS VACATIONING ON OTHER ISLANDS: 1959

Subject	Number	Subject	Number
HOUSEHOLDS		Accommodations:	
Number vacationing.....	31,041	Hotel.....	10,002
Pct. of Oahu households....	26.4	Other.....	19,113
Ave. number on vacation.....	828	Hotel and other.....	845
Pct. of Oahu households....	0.7	Not reported.....	1,080
Length of vacation (days):		HOUSEHOLD MEMBERS	
Median.....	5.6	Number vacationing.....	75,653
Average.....	9.8	Per vacationing household..	2.45
Median income (dollars).....	6,825	Ave. number on vacation.....	2,197

Source: Hawaii State Planning Office, Oahu Residents Vacationing on Neighbor Islands, 1959 (Staff Research Memorandum 20, January 28, 1960).

Table 16.--CHARACTERISTICS OF WESTBOUND RETURNING HAWAII RESIDENTS: JULY 1, 1960 TO JUNE 30, 1961

Subject	Number	Subject	Number
Number returning.....	41,450	Persons per party.....	1.35
Oahu residents (percent).....	86.0	Median absence (days).....	26.1
Males per 1,000 females.....	1,259	Absent 365 days or less (pct.)..	92.4
Median age (years).....	32.9	Median absence (days).....	23.7
Returning from Calif. (pct.)..	52.8	Average absence (days).....	49.6
Traveling by air (pct.).....	97.4	Ave. number absent.....	5,200

Source: Hawaii Department of Planning and Research, Out-of-State Travel by Hawaii Residents, 1960-1961 (Research Report 11, August 15, 1961).