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## Section 7

# RECREATION AND TRAVEL

Statistics on tourism, recreation, sports, museums, parks, pets, and the performing arts appear in this section. Additional information on recreational and resort land use is given in Section 6; on transportation, in Section 18; and on hotels and hotel workers, in Sections 12, 13, 15 and 23.

Information on recreation and tourism is issued periodically by the Hawaii Tourism Authority's Tourism Research (particularly in its annual research reports) and the Hawaii State Department of Business, Economic Development and Tourism's Research and Economic Analysis Division, the State Parks Division of the Hawaii State Department of Land and Natural Resources, U.S. National Park Service, County park and recreation departments, and other organizations. Long-term trends are summarized in Historical Statistics of Hawaii, Section 11. National statistics are given in Section 26 of the *Statistical Abstract of the United States: 2011*.

**Table 7.01-- PASSENGERS ARRIVING, BY POINT OF ORIGIN AND TRANSIT STATUS: 2001 TO 2010**

[Domestic includes passengers from all flights originating from the mainland United States.  
International includes passengers from all flights originating from U.S. territories  
and other countries]

<b>Point of origin and status</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
All directions	7,447,521	7,628,983	7,557,861	8,225,648	8,840,063
Landing	7,179,804	7,424,631	7,438,045	8,101,166	8,713,112
Intransit	267,717	204,352	119,816	124,482	126,951
Domestic	5,061,618	5,290,418	5,462,304	5,914,311	6,460,134
Landing	4,933,119	5,253,652	5,461,554	5,911,004	6,436,275
Intransit	128,499	36,766	750	3,307	23,859
International	2,385,903	2,338,565	2,095,557	2,311,337	2,379,929
Landing	2,246,685	2,170,979	1,976,491	2,190,162	2,276,837
Intransit	139,218	167,586	119,066	121,175	103,092
<b>Point of origin and status</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
All directions	9,049,713	9,011,455	8,034,872	1/ 7,718,206	8,346,701
Landing	8,937,555	8,910,672	8,021,780	7,709,202	8,343,426
Intransit	112,158	100,783	13,092	5,624	3,275
Domestic	6,793,781	6,810,847	6,009,005	5,751,759	6,174,297
Landing	6,772,702	6,791,906	6,005,133	5,748,379	6,171,022
Intransit	21,079	18,941	3,872	3,380	3,275
International	2,255,932	2,200,608	2,025,867	1,966,447	2,172,404
Landing	2,164,853	2,118,766	2,016,647	1,960,823	2,172,404
Intransit	91,079	81,842	9,220	5,624	-

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.02-- PASSENGER STATUS OF PARTIES AND PASSENGERS  
ARRIVING IN HAWAII, BY POINT OF ORIGIN: 2008 TO 2010**

[Domestic includes passengers from all flights originating from the mainland United States.  
International includes passengers from all flights originating from U.S. territories  
and other countries]

<b>Year and point of origin</b>	<b>All types</b>	<b>Visitors to Hawaii</b>	<b>Returning residents</b>	<b>Intended residents</b>
<b>PARTIES 1/</b>				
2008, total	(NA)	3,186,113	570,029	(NA)
Domestic	2,984,393	2,475,704	484,923	23,766
International	(NA)	710,409	85,105	(NA)
2009, total	(NA)	3,082,325	558,208	(NA)
Domestic	2,870,491	2,371,574	476,123	22,794
International	(NA)	710,751	82,085	(NA)
2010, total	(NA)	3,336,651	591,781	(NA)
Domestic	3,083,597	2,549,687	509,595	24,315
International	(NA)	786,965	82,186	(NA)
<b>PASSENGERS</b>				
2008, total	8,034,872	6,713,436	1,262,237	(NA)
Domestic	6,009,005	4,901,893	1,057,133	46,107
International	2,025,867	1,811,543	205,104	(NA)
2009, total	7,718,206	6,420,448	1,244,534	(NA)
Domestic	5,751,759	4,672,001	1,032,158	44,220
International	1,966,447	1,748,447	212,376	(NA)
2010, total	8,343,426	6,982,425	1,313,587	(NA)
Domestic	6,171,022	5,022,883	1,100,725	47,414
International	2,172,404	1,959,542	212,862	(NA)

NA Not available.

1/ Not surveyed for intransit passengers.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:  
1966 TO 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Year	Visitors staying overnight or longer			Average number of visitors present per day		
	Total	Domestic	International	Total	Domestic	International
1966	834,732	629,564	205,168	20,900	19,271	1,629
1967	1,124,012	828,849	295,163	27,610	24,898	2,712
1968	1,313,706	952,821	360,885	32,314	28,784	3,530
1969	1,526,074	1,121,714	404,360	37,175	33,088	4,087
1970	1,745,904	1,273,639	472,265	36,920	32,028	4,892
1971	1,817,941	1,363,081	454,860	40,866	36,504	4,362
1972	2,233,627	1,682,285	551,342	49,987	45,098	4,889
1973	2,622,376	1,942,714	679,662	59,450	53,407	6,043
1974	2,804,394	2,036,203	768,191	63,772	56,939	6,833
1975	2,818,082	2,028,068	790,014	66,146	59,495	6,651
1976	3,213,249	2,327,399	885,850	75,426	68,225	7,201
1977	3,413,095	2,508,472	904,623	82,737	75,684	7,053
1978	3,676,967	2,766,012	910,955	92,114	85,028	7,086
1979	3,966,192	2,888,521	1,077,671	98,745	89,678	9,067
1980	3,928,789	2,793,101	1,135,688	96,406	86,788	9,618
1981	3,928,906	2,778,566	1,150,340	95,874	85,449	10,425
1982	4,227,733	3,072,543	1,155,189	105,075	94,740	10,335
1983	4,356,317	3,219,219	1,137,098	107,860	97,390	10,470
1984	4,827,884	3,499,419	1,328,466	118,252	106,260	11,992
1985	4,843,414	3,522,126	1,321,288	116,107	103,820	12,287
1986	5,569,067	4,063,928	1,505,138	132,355	118,110	14,245
1987	5,770,585	4,040,204	1,730,381	133,835	116,780	17,055
1988	6,101,483	4,041,878	2,059,605	140,798	115,760	25,038
1989	6,488,422	4,339,507	2,148,915	165,058	135,480	29,578
1990	6,723,531	4,315,161	2,408,370	154,516	113,066	41,450
1991	6,518,460	4,068,508	2,449,952	147,323	105,686	41,637
1992	6,473,669	3,791,945	2,681,724	152,249	106,589	45,660
1993	6,070,995	3,570,059	2,500,936	147,498	100,430	47,068
1994	6,364,674	3,813,279	2,551,395	156,630	107,904	48,726
1995	6,546,759	3,743,474	2,803,285	157,098	105,649	51,450

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**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:  
1966 TO 2010 -- Con.**

Year	Visitors staying overnight or longer			Average number of visitors present per day		
	Total	Domestic	International	Total	Domestic	International
1996	6,723,141	3,794,113	2,929,028	158,297	106,404	51,892
1997	6,761,135	3,890,798	2,870,337	157,187	108,019	49,168
1998	6,595,790	4,014,140	2,581,650	157,388	112,068	45,320
1999	6,741,037	4,255,621	2,485,416	164,439	117,998	46,441
2000	6,948,595	4,446,936	2,501,659	168,637	123,441	45,196
2001	6,303,791	4,224,321	2,079,470	158,247	118,106	40,141
2002	6,389,058	4,358,850	2,030,208	160,195	121,030	39,165
2003	6,380,439	4,531,289	1,849,150	161,048	123,389	37,659
2004	6,912,094	4,892,960	2,019,134	171,481	132,355	39,126
2005	7,416,574	5,313,281	2,103,293	185,445	144,396	41,049
2006	7,528,106	5,550,125	1,977,981	189,441	149,545	39,895
2007	7,496,820	5,582,530	1,914,290	189,412	150,960	38,452
2008	6,713,436	4,901,893	1,811,543	172,487	135,239	37,248
2009	6,420,448	4,672,001	1,748,447	165,082	129,100	35,983
2010	6,982,425	5,022,883	1,959,542	179,721	138,179	41,542

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.



**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Resides in Major Market Areas (MMA) 1/	2009			2010		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	6,420,448	4,672,001	1,748,447	6,982,424	5,022,883	1,959,541
US West MMA 2/	2,718,818	2,667,058	51,760	2,960,783	2,896,134	64,649
US East MMA 3/	1,561,468	1,520,548	40,920	1,631,867	1,581,476	50,391
Japan MMA	1,168,080	6,724	1,161,356	1,239,481	8,149	1,231,332
Canada MMA	346,583	150,752	195,831	406,452	171,548	234,904
Other Asia MMA 4/	110,380	27,878	82,502	168,486	39,094	129,392
China	41,924	18,693	23,231	62,032	27,431	34,601
Hong Kong	4,910	1,199	3,711	4,972	1,328	3,644
Korea	51,353	5,685	45,668	81,920	7,550	74,370
Singapore	3,655	877	2,778	3,899	1,027	2,872
Taiwan	8,536	1,422	7,114	15,663	1,758	13,905
Oceania MMA 5/	136,717	30,452	106,265	161,793	37,777	124,016
Australia	121,482	27,295	94,187	143,742	33,731	110,011
New Zealand	15,234	3,156	12,078	18,050	4,045	14,005
Europe MMA 6/	104,403	93,329	11,074	114,568	98,752	15,816
United Kingdom	44,476	37,790	6,686	46,244	39,831	6,413
France	8,851	7,733	1,118	12,707	8,193	4,514
Germany	32,105	30,024	2,081	33,933	30,877	3,056
Italy	10,208	9,759	449	11,187	10,625	562
Switzerland	8,762	8,022	740	10,498	9,227	1,271
Latin America MMA 7/	17,502	16,969	533	20,008	19,217	791
Argentina	2,974	2,891	83	3,372	3,294	78
Brazil	7,620	7,421	199	9,546	9,233	312
Mexico	6,908	6,657	251	7,091	6,690	400
Other MMA 8/	256,498	158,292	98,206	278,987	170,737	108,250

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
2009 AND 2010 -- Con.**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Pacific and Mountain States of the United States.
- 3/ All other States in the continental United States not included in U.S. West.
- 4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 5/ Includes Australia and New Zealand.
- 6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 7/ Includes Argentina, Brazil, and Mexico.
- 8/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.05-- VISITOR DAYS, BY POINT OF ORIGIN: 1993 TO 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

<b>Year</b>	<b>Total</b>	<b>Domestic</b>	<b>International</b>
1993	53,836,611	36,656,820	17,179,791
1994	57,169,825	39,384,934	17,784,891
1995	57,340,911	38,561,739	18,779,172
1996	57,936,622	38,944,059	18,992,563
1997	57,373,493	39,427,198	17,946,295
1998	57,446,913	40,904,938	16,541,975
1999	60,020,237	43,069,177	16,951,060
2000	61,721,150	45,179,587	16,541,563
2001	57,760,242	43,108,798	14,651,444
2002	58,471,088	44,175,694	14,295,394
2003	58,782,699	45,036,982	13,745,717
2004	62,761,989	48,441,764	14,320,225
2005	67,687,479	52,704,668	14,982,811
2006	69,145,854	54,584,048	14,561,806
2007	69,135,310	55,100,441	14,034,869
2008	63,130,133	49,497,350	13,632,783
2009	60,255,061	47,121,337	13,133,724
2010	65,598,078	50,435,228	15,162,850

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTY AND ISLAND:  
2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

County or island	2009			2010		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	165,082	129,100	35,983	179,721	138,179	41,542
Oahu	80,324	53,088	27,236	87,448	56,679	30,769
Hawaii County	23,204	20,337	2,868	24,937	21,392	3,545
Kauai County	18,690	17,843	847	19,716	18,582	1,134
Maui County	42,864	37,831	5,032	47,619	41,526	6,093
Maui	41,608	36,673	4,936	46,263	40,281	5,982
Molokai	647	596	51	672	621	51
Lanai	609	563	46	684	624	60

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREA VISITED: 2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Area visited	2009			2010		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total 1/	6,420,448	4,672,001	1,748,447	6,982,425	5,022,883	1,959,542
Oahu	4,024,888	2,446,800	1,578,089	4,328,849	2,587,557	1,741,292
Kauai	928,112	856,599	71,513	964,724	880,358	84,366
Maui County 1/	1,932,357	1,688,448	243,909	2,134,902	1,840,330	294,572
Maui	1,892,396	1,651,970	240,427	2,092,069	1,802,254	289,815
Molokai	48,339	41,077	7,262	50,252	41,599	8,653
Lanai	61,054	52,541	8,513	68,884	57,710	11,174
Hawaii County 1/	1,215,256	950,843	264,413	1,290,859	986,086	304,773
Hilo	450,967	331,108	119,859	478,223	344,859	133,364
Kona	1,007,680	816,907	190,773	1,072,818	849,617	223,201
One island only	5,133,076	3,721,430	1,411,646	5,652,220	4,073,363	1,578,857
Oahu only	2,934,138	1,680,289	1,253,849	3,205,466	1,830,348	1,375,118

1/ Because many visitors planned to visit more than one area, detail sums to more than the totals and subtotals shown here.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINT OF ORIGIN: 2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Subject	Total	Domestic	International
2009			
Residence (percent)			
United States	66.7	89.6	5.3
Pacific and Mountain States	41.5	57.1	3.0
California	23.2	31.9	1.4
Males per 100 females	92.0	97.5	74.4
Persons per party	2.1	2.0	2.5
Arriving June-August (percent)	27.7	29.2	23.8
Repeat visitors (percent)	66.0	70.0	55.1
Pleasure trip (percent)	82.8	80.9	87.8
In hotel only	54.2	45.4	77.5
One island only	79.9	79.7	80.7
2010			
Residence (percent)			
United States	65.8	89.1	5.9
Pacific and Mountain States	42.5	57.9	3.3
California	24.0	32.7	1.7
Males per 100 females	85.5	84.3	88.7
Persons per party	2.1	2.0	2.5
Arriving June-August (percent)	28.4	29.9	24.6
Repeat visitors (percent)	66.1	70.3	55.3
Pleasure trip (percent)	82.1	81.5	83.7
In hotel only	54.9	46.5	76.3
One island only	80.9	81.1	80.6

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:  
2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Residence	2009	2010
United States	4,187,606	4,477,610
Pacific	2,143,635	2,351,504
Alaska	66,076	69,873
California	1,490,479	1,641,251
Oregon	176,912	198,371
Washington	410,167	442,008
Mountain	523,423	544,630
Arizona	140,163	149,595
Colorado	128,870	135,365
Idaho	36,626	35,544
Montana	19,268	21,008
Nevada	73,561	78,277
New Mexico	25,837	27,266
Utah	90,179	88,835
Wyoming	8,919	8,740
West North Central	185,516	191,649
Iowa	23,443	23,884
Kansas	23,888	24,161
Minnesota	66,000	68,945
Missouri	42,492	43,264
Nebraska	16,031	16,383
North Dakota	6,004	7,003
South Dakota	7,658	8,009
West South Central	275,802	287,105
Arkansas	14,013	14,111
Louisiana	17,636	17,529
Oklahoma	26,122	27,402
Texas	218,032	228,064
East North Central	320,607	334,417
Illinois	120,274	128,136
Indiana	36,477	38,540
Michigan	57,369	59,202
Ohio	62,085	65,881
Wisconsin	44,402	42,658
East South Central	75,076	80,190
Alabama	18,766	19,393
Kentucky	18,141	20,603
Mississippi	7,893	8,123
Tennessee	30,276	32,071

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:  
2009 AND 2010 -- Con.**

Residence	2009	2010
New England	97,319	99,877
Connecticut	22,878	23,695
Maine	7,502	7,484
Massachusetts	48,169	49,001
New Hampshire	8,321	9,078
Rhode Island	5,703	6,002
Vermont	4,745	4,616
Middle Atlantic	230,012	238,868
New Jersey	60,716	64,000
New York	106,446	108,861
Pennsylvania	62,850	66,006
South Atlantic	336,216	349,369
Delaware	4,565	4,653
Washington, D.C.	7,618	8,023
Florida	85,249	87,958
Georgia	51,144	52,661
Maryland	47,283	47,544
North Carolina	40,454	44,248
South Carolina	17,529	18,843
Virginia	76,712	79,456
West Virginia	5,662	5,982

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.



**Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINT OF ORIGIN: 2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Subject	Domestic		International	
	2009	2010	2009	2010
All visitors 1/	4,672,001	5,022,883	1,748,447	1,959,542
Purpose of visit 1/				
Pleasure	3,777,989	4,092,182	1,535,959	1,639,436
Honeymoon	224,739	234,845	251,954	262,433
Wedding	50,125	53,887	60,984	62,663
Meetings, conventions, incentive 1/	290,801	269,057	77,829	100,500
Convention/conference	200,205	172,715	47,025	52,368
Corporate meeting	51,681	54,855	10,114	15,829
Incentive	48,216	50,901	21,787	35,193
Other business	199,095	216,763	20,444	23,518
Visit friends or relatives	564,577	592,417	65,227	68,334
Government or military	81,935	93,578	15,688	28,555
Attend school	11,979	13,594	6,011	7,718
Sport event	58,811	51,613	40,429	43,594
Traveler method				
Group tour	154,915	161,694	453,300	491,367
Package	1,153,554	1,282,270	1,100,804	1,194,865
Group tour and package	108,217	114,399	403,377	432,431
True independent	3,471,748	3,693,318	597,721	705,742
Accommodations				
Hotel	2,548,670	2,779,362	1,433,855	1,584,907
Hotel only	2,121,946	2,335,900	1,355,347	1,495,837
Condo	901,038	978,080	206,389	249,277
Condo only	700,028	771,246	162,705	195,804
Timeshare	637,198	641,234	62,642	78,435
Timeshare only	492,102	498,440	42,589	55,830
Rental house	259,828	290,755	24,756	31,668
Bed & breakfast	52,086	54,122	8,036	9,873
Cruise ship	116,068	118,847	11,998	13,481
Friends, relatives	603,780	624,391	67,434	73,441

1/ Because of multiple responses, detail may add to more than the indicated total.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, Annual Visitor Research Report (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors. Percentages sum to more than 100 percent due to multiple island visitation and multiple activities participated in by visitors]

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Sightseeing	86.1	83.4	89.9	85.1
Helicopter/plane tour	10.4	7.7	14.3	3.3
Boat/submarine/whale watching	27.5	24.7	31.6	15.5
Tour bus excursion	11.8	7.3	18.3	39.8
Private limousine/van tour	4.5	3.0	6.6	14.0
Self-guided	77.1	75.6	79.2	53.6
Recreation	89.6	90.1	89.0	73.7
Swimming/sunbathing/beach	82.6	83.2	81.7	59.5
Surfing/bodyboarding	22.4	24.7	19.0	6.6
Snorkeling/scuba diving	49.9	53.1	45.3	15.5
Jet skiing/parasailing/windsurfing	4.6	4.9	4.2	3.3
Golf	12.8	12.9	12.6	8.7
Running/jogging/fitness walking	39.6	40.7	37.9	20.7
Spa	11.7	11.3	12.2	7.8
Backpacking/hiking/camping	24.9	23.3	27.2	8.6
Sports event/tournament	4.2	3.9	4.6	2.4
Entertainment	94.9	95.1	94.6	88.8
Lunch/sunset/dinner/evening cruise	25.6	22.2	30.6	50.0
Lounge act/stage show	23.8	21.0	27.9	23.3
Nightclub/dancing/bar/karaoke	12.5	11.2	14.5	5.5
Fine dining	54.2	51.9	57.5	74.0
Family restaurant/diner	73.9	73.9	73.8	46.9
Ethnic dining	43.2	43.6	42.6	12.6
Prepared own meal	52.6	56.9	46.6	14.7
Shopping	93.9	93.5	94.4	90.8
Department stores	42.4	40.5	45.2	48.3
Designer boutiques	34.8	34.2	35.6	56.3
Hotel stores	41.9	38.7	46.6	40.5
Swap meet	31.8	32.1	31.3	15.5
Discount/outlet stores	34.4	33.6	35.5	40.3
Supermarkets	71.8	74.6	67.8	58.5
Convenience stores	63.2	63.3	63.0	70.8
Duty free	13.2	11.8	15.2	63.8
Local shops/artisans	70.7	69.7	72.1	31.0

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009 - Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture	79.8	75.6	85.9	67.7
Historic military sites	29.3	21.0	41.2	14.0
Other historical sites	33.8	31.8	36.6	15.0
Museum/art gallery	23.8	23.4	24.5	12.8
Polynesian show/lu'au/hula	38.5	32.1	47.7	31.2
Play/concert	5.4	5.8	4.9	2.0
Art/craft fair	15.8	16.1	15.4	2.8
Parks/gardens	57.5	55.0	61.1	44.7
Festival	5.2	5.3	5.1	5.9
Transportation	85.8	86.4	84.9	86.6
Trolley	6.6	5.4	8.5	65.5
Public Bus	12.6	11.1	14.8	22.7
Taxi/limousine	13.7	10.8	17.9	35.3
Rental Car	76.1	77.9	73.5	17.7
Meeting	7.4	7.1	7.9	1.6
Convention	4.4	3.2	6.1	1.3
Incentive/reward	4.1	3.7	4.6	2.3

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
accessed December 13, 2010 and records.

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2009**

[Covers visitors from United States staying overnight or longer. Percent of visitors]

<b>Category</b>	<b>Oahu</b>	<b>Maui</b>	<b>Kauai</b>	<b>Kona</b>
Accommodations				
Very satisfied	77.8	82.2	78.1	83.0
Somewhat satisfied	18.9	15.9	19.4	13.6
Somewhat dissatisfied	2.9	1.7	2.3	2.9
Not satisfied at all	0.4	0.2	0.2	0.5
Restaurants				
Very satisfied	57.7	61.0	54.1	52.8
Somewhat satisfied	38.0	34.1	40.0	39.5
Somewhat dissatisfied	3.6	4.5	5.5	7.0
Not satisfied at all	0.7	0.4	0.4	0.6
Shopping				
Very satisfied	65.6	57.3	49.7	51.5
Somewhat satisfied	32.5	38.3	43.8	41.8
Somewhat dissatisfied	1.6	4.0	5.7	6.4
Not satisfied at all	0.2	0.5	0.8	0.3
Golf				
Very satisfied	70.7	76.4	69.0	78.8
Somewhat satisfied	26.8	20.9	23.2	17.9
Somewhat dissatisfied	1.2	1.4	7.3	2.9
Not satisfied at all	1.3	1.3	0.6	0.4
Activities & attractions				
Very satisfied	75.4	74.0	75.1	72.1
Somewhat satisfied	22.8	23.8	22.0	24.4
Somewhat dissatisfied	1.8	1.9	2.7	3.0
Not satisfied at all	0.1	0.3	0.3	0.5
Transportation				
Very satisfied	65.5	63.5	46.1	55.3
Somewhat satisfied	29.4	27.7	30.5	32.1
Somewhat dissatisfied	3.9	7.1	15.8	6.8
Not satisfied at all	1.2	1.6	7.5	5.7
Airports				
Very satisfied	59.3	61.0	57.6	51.2
Somewhat satisfied	34.1	33.7	37.4	34.2
Somewhat dissatisfied	5.9	4.8	3.9	12.0
Not satisfied at all	0.7	0.5	1.2	2.5

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**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2009 - Con.**

<b>Category</b>	<b>Oahu</b>	<b>Maui</b>	<b>Kauai</b>	<b>Kona</b>
Parks & beaches				
Very satisfied	76.0	79.7	79.3	72.9
Somewhat satisfied	21.0	18.9	19.0	24.6
Somewhat dissatisfied	2.4	1.4	1.5	1.9
Not satisfied at all	0.6	0.0	0.2	0.5

Source: Hawaii Tourism Authority, Tourism Research, records.

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2009**

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	76.7	80.9	76.2	82.7
Somewhat satisfied	19.5	17.0	21.2	13.9
Somewhat dissatisfied	3.4	1.9	2.5	2.6
Not satisfied at all	0.4	0.3	0.1	0.7
Restaurants				
Very satisfied	55.6	58.2	51.1	51.7
Somewhat satisfied	39.7	35.7	42.8	40.2
Somewhat dissatisfied	3.6	5.5	5.7	7.3
Not satisfied at all	1.1	0.5	0.4	0.7
Shopping				
Very satisfied	64.4	56.9	46.5	50.9
Somewhat satisfied	33.4	38.1	46.0	41.2
Somewhat dissatisfied	1.9	4.4	6.7	7.4
Not satisfied at all	0.3	0.6	0.8	0.4
Golf				
Very satisfied	73.7	71.2	62.5	77.5
Somewhat satisfied	25.0	26.0	28.2	18.9
Somewhat dissatisfied	1.3	1.0	9.2	3.3
Not satisfied at all	0.0	1.7	0.1	0.2
Activities & attractions				
Very satisfied	73.5	71.6	73.0	71.4
Somewhat satisfied	24.3	25.7	23.3	24.5
Somewhat dissatisfied	2.1	2.5	3.7	4.0
Not satisfied at all	0.2	0.2	0.0	0.1
Transportation				
Very satisfied	66.2	61.8	40.5	53.7
Somewhat satisfied	29.6	28.5	30.0	29.0
Somewhat dissatisfied	2.6	8.6	21.1	9.8
Not satisfied at all	1.6	1.2	8.3	7.5
Airports				
Very satisfied	53.1	62.8	56.3	54.6
Somewhat satisfied	39.6	31.6	39.2	31.1
Somewhat dissatisfied	6.6	4.9	3.5	12.5
Not satisfied at all	0.7	0.7	1.1	1.9
Parks & beaches				
Very satisfied	74.2	82.1	78.3	74.1
Somewhat satisfied	22.4	16.8	20.4	23.9
Somewhat dissatisfied	3.2	1.1	1.3	1.5
Not satisfied at all	0.2	0.0	0.0	0.6

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*  
<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
accessed December 13, 2010 and records.

**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2009**

[Covers visitors from all other states in the continental United States not included in U.S. West staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	79.0	84.4	81.4	83.5
Somewhat satisfied	18.3	14.2	16.2	13.1
Somewhat dissatisfied	2.3	1.3	2.1	3.5
Not satisfied at all	0.4	0.0	0.3	0.0
Restaurants				
Very satisfied	59.9	65.7	59.3	54.7
Somewhat satisfied	36.1	31.4	34.9	38.4
Somewhat dissatisfied	3.6	2.8	5.2	6.4
Not satisfied at all	0.4	0.1	0.5	0.5
Shopping				
Very satisfied	67.0	57.8	55.2	52.6
Somewhat satisfied	31.5	38.7	40.0	42.8
Somewhat dissatisfied	1.2	3.4	4.0	4.6
Not satisfied at all	0.2	0.1	0.8	0.1
Golf				
Very satisfied	66.8	83.6	82.0	81.2
Somewhat satisfied	29.2	13.8	13.1	16.0
Somewhat dissatisfied	1.1	1.9	3.4	2.1
Not satisfied at all	2.9	0.6	1.4	0.7
Activities & attractions				
Very satisfied	77.1	77.8	78.7	73.2
Somewhat satisfied	21.3	20.9	19.8	24.2
Somewhat dissatisfied	1.5	0.9	0.8	1.3
Not satisfied at all	0.0	0.5	0.7	1.3
Transportation				
Very satisfied	64.8	66.1	55.5	57.8
Somewhat satisfied	29.2	26.6	31.4	37.2
Somewhat dissatisfied	5.2	4.9	6.9	2.1
Not satisfied at all	0.8	2.4	6.2	2.9
Airports				
Very satisfied	65.8	57.7	60.0	45.2
Somewhat satisfied	28.3	37.3	33.9	39.8
Somewhat dissatisfied	5.1	4.8	4.6	11.2
Not satisfied at all	0.7	0.2	1.5	3.7
Parks & beaches				
Very satisfied	77.9	75.6	81.0	70.9
Somewhat satisfied	19.5	22.7	16.6	26.0
Somewhat dissatisfied	1.5	1.7	1.9	2.9
Not satisfied at all	1.1	0.0	0.5	0.3

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*  
<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
accessed December 13, 2010.

**Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM JAPAN, BY GEOGRAPHIC AREA: 2009**

[Covers visitors from Japan staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	47.7	61.1	(NA)	59.8
Somewhat satisfied	44.6	33.8	(NA)	37.4
Somewhat dissatisfied	7.0	4.6	(NA)	2.2
Not satisfied at all	0.7	0.6	(NA)	0.6
Restaurants				
Very satisfied	25.4	26.5	(NA)	20.9
Somewhat satisfied	59.5	55.1	(NA)	58.1
Somewhat dissatisfied	13.7	16.0	(NA)	17.4
Not satisfied at all	1.4	2.4	(NA)	3.6
Shopping				
Very satisfied	46.0	17.3	(NA)	16.4
Somewhat satisfied	47.4	48.4	(NA)	48.7
Somewhat dissatisfied	6.3	34.3	(NA)	30.0
Not satisfied at all	0.3	0.0	(NA)	4.9
Golf				
Very satisfied	39.7	48.7	(NA)	58.6
Somewhat satisfied	46.8	41.8	(NA)	34.9
Somewhat dissatisfied	12.0	9.4	(NA)	6.5
Not satisfied at all	1.5	0.0	(NA)	0.0
Activities & attractions				
Very satisfied	43.0	37.6	(NA)	41.0
Somewhat satisfied	49.6	44.0	(NA)	48.5
Somewhat dissatisfied	6.9	18.3	(NA)	8.3
Not satisfied at all	0.4	0.0	(NA)	2.2
Transportation				
Very satisfied	44.0	20.5	(NA)	21.1
Somewhat satisfied	45.7	48.9	(NA)	40.3
Somewhat dissatisfied	9.5	25.7	(NA)	27.0
Not satisfied at all	0.8	5.0	(NA)	11.6
Airports				
Very satisfied	22.7	20.4	(NA)	17.7
Somewhat satisfied	59.9	51.3	(NA)	55.2
Somewhat dissatisfied	16.1	24.7	(NA)	24.0
Not satisfied at all	1.3	3.6	(NA)	3.0
Parks & beaches				
Very satisfied	50.5	47.5	(NA)	47.9
Somewhat satisfied	44.1	50.7	(NA)	43.7
Somewhat dissatisfied	5.0	1.8	(NA)	7.1
Not satisfied at all	0.3	0.0	(NA)	1.3

NA Not available.

1/ Sample is too small for tabulation.

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>

accessed December 13, 2010.



**Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors]

Criterion by island	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Oahu				
Excellent	61.1	58.5	63.6	59.3
Above average	34.9	37.2	32.7	38.2
Below average	3.5	3.7	3.3	2.3
Poor	0.5	0.5	0.4	0.2
Maui				
Excellent	73.4	72.4	74.8	55.7
Above average	24.4	25.3	23.1	39.4
Below average	1.9	1.9	2.0	4.7
Poor	0.2	0.3	0.1	0.3
Molokai				
Excellent	51.0	58.7	44.1	43.4
Above average	34.2	28.5	39.3	56.6
Below average	7.8	5.2	10.1	0.0
Poor	7.0	7.6	6.5	0.0
Lanai				
Excellent	67.6	61.9	73.5	12.2
Above average	27.3	32.3	22.1	87.8
Below average	4.8	5.4	4.2	0.0
Poor	0.4	0.5	0.3	0.0
Big Island				
Excellent	62.3	62.3	62.2	56.7
Above average	33.1	34.0	32.1	39.0
Below average	3.9	3.5	4.3	4.1
Poor	0.7	0.2	1.3	0.2
Kauai				
Excellent	72.5	68.8	77.3	53.0
Above average	24.5	28.1	19.7	37.7
Below average	2.8	2.9	2.7	9.3
Poor	0.3	0.2	0.3	0.0

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
accessed December 13, 2010.

**Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 AND 2009**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors. Percentages do not sum to 100 percent due to multiple sources used]

Information source	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2008				
Airlines	24.2	24.0	24.5	11.4
Books	19.4	16.3	23.7	33.4
Friends/relatives	34.2	31.7	37.6	24.0
Hawaii Visitors & Convention Bureau	10.3	8.1	13.3	11.7
Hotels/resorts	22.6	20.7	25.2	10.7
Internet	75.9	77.2	74.1	57.2
Magazines	7.6	5.8	10.1	35.9
Newspapers	1.4	1.2	1.8	1.9
Personal experience	44.8	49.5	38.4	40.1
Travel agents	21.9	16.8	29.0	65.8
Wholesalers	7.4	7.1	7.9	17.0
Information -none	3.2	3.0	3.5	2.2
2009				
Airlines	23.7	24.5	26.7	35.2
Books	19.3	16.0	21.7	16.8
Friends/relatives	36.0	34.3	38.5	42.6
Hawaii Visitors & Convention Bureau	11.7	9.2	15.3	13.5
Hotels/resorts	23.1	20.5	24.2	32.8
Internet	77.1	77.9	75.9	65.4
Magazines	8.2	7.9	8.6	12.6
Newspapers	2.1	2.3	1.9	2.0
Personal experience	46.4	51.1	39.8	56.7
Travel agents	19.7	18.3	22.6	23.5
Wholesalers	8.8	8.0	9.9	13.1
Information -none	3.7	3.1	4.5	3.4

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
accessed December 13, 2010 and records.

**Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 AND 2009**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of respondents who used the internet. Percentages do not sum to 100 percent due to multiple sources used]

How the internet was used	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2008				
Book tours and activities	10.9	8.7	14.1	1.2
Estimate costs	52.5	52.7	52.2	17.8
Find evening activities	12.1	10.5	14.3	3.9
Find good restaurant	24.3	21.8	28.0	36.9
Find hotel or place to stay	42.6	39.5	47.2	67.3
Find recreational activities	37.9	33.4	44.5	36.4
Find things to do	52.0	46.2	60.4	41.5
Locate shopping places	8.3	7.4	9.6	42.6
Locate sightseeing places	28.8	22.8	37.5	37.6
Make airline reservations	80.8	84.4	75.6	27.9
Make hotel reservations	49.8	48.5	51.8	24.3
Maps and directions	40.3	38.9	42.4	28.8
Rental car reservation	57.5	59.6	54.4	12.2
2009				
Book tours and activities	11.2	9.0	14.4	2.1
Estimate costs	52.7	52.6	52.9	18.3
Find evening activities	14.6	13.0	16.9	6.0
Find good restaurant	27.9	26.1	30.6	37.5
Find hotel or place to stay	46.3	45.8	47.2	69.1
Find recreational activities	40.1	36.9	44.8	36.6
Find things to do	52.4	46.3	61.5	45.6
Locate shopping places	9.7	9.2	10.3	43.0
Locate sightseeing places	29.6	25.8	35.3	38.9
Make airline reservations	83.5	86.7	78.8	33.4
Make hotel reservations	54.6	55.6	53.0	27.7
Maps and directions	39.3	37.6	41.8	34.4
Rental car reservation	60.9	64.5	55.4	15.0

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)> accessed December 13, 2010 and records.

**Table 7.19-- SAFETY ISSUES AND OTHER NUISANCES ENCOUNTERED BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 AND 2009**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors. Percentages do not sum to 100 percent due to multiple answers selected]

	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2008				
No problems	89.3	89.2	89.3	89.6
Safety issues				
Drug dealers	2.9	2.4	3.6	1.0
Solicited by prostitutes	1.4	1.4	1.3	0.6
Wallet stolen	1.0	1.1	0.9	1.2
Room vandalized	0.2	0.4	0.0	0.2
Car vandalized	0.7	0.7	0.8	0.3
Violence	1.0	0.7	1.3	0.6
Other nuisance				
Parking ticket	1.5	1.6	1.5	0.9
Severe weather/natural calamities	4.0	4.4	3.5	7.0
2009				
No problems	90.5	90.4	90.7	90.7
Safety issues				
Drug dealers	2.2	2.4	1.9	1.4
Solicited by prostitutes	1.3	1.2	1.3	0.8
Wallet stolen	0.9	0.9	0.9	0.3
Room vandalized	0.2	0.3	0.2	0.3
Car vandalized	0.9	1.0	0.6	0.3
Violence	0.9	0.9	0.8	0.7
Other nuisance				
Parking ticket	1.3	1.2	1.3	1.0
Severe weather/natural calamities	4.1	4.1	4.1	6.1

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*  
 <[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
 accessed December 13, 2010.

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS  
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitor respondents]

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Visitors income 3/				
Under \$15,000	1.4	1.5	1.2	3.4
\$15,000-\$29,999	3.1	3.0	3.3	10.0
\$30,000-\$49,999	9.9	8.9	11.3	21.3
\$50,000-\$69,999	12.0	11.9	12.2	16.9
\$70,000-\$99,999	20.8	21.4	20.0	22.5
\$100,000-\$124,999	16.0	15.9	16.3	11.7
\$125,000-\$149,999	9.3	9.5	9.0	5.9
\$150,000-\$199,999	11.0	11.2	10.6	4.5
\$200,000 or more	16.5	16.8	16.0	3.8
Education attainment				
Less than high school graduate	0.4	0.3	0.4	2.2
High school graduate	22.1	21.7	22.6	34.1
Associates degree (2-year)	8.9	9.0	8.7	14.0
Bachelor's degree (4-year)	35.1	36.7	32.7	38.5
Post graduate degree	31.4	30.1	33.3	3.5
Vocational / technical degree	2.2	2.1	2.3	7.8
Primary purpose of trip				
Vacation	66.9	70.2	62.2	66.5
Attend a business meeting / conduct business	6.0	5.1	7.3	1.2
Attend a convention / conference / seminar	3.0	2.5	3.8	0.6
Incentive / reward	1.0	0.7	1.5	1.1
Visit friends / relatives	9.7	9.6	9.8	2.8
Get married	0.5	0.5	0.6	1.6
Attend / participate in wedding	2.6	2.6	2.6	6.5
Honeymoon	2.5	2.0	3.2	7.5
Anniversary / birthday	4.2	3.7	4.9	1.8
Attend / participate in a sporting event	0.6	0.7	0.5	1.7
Attend / participate in a cultural event	0.3	0.3	0.2	0.9
Medical treatment	0.0	0.0	0.1	0.2
Shopping / fashion	0.0	0.1	0.0	3.6
Other	2.5	2.1	3.2	4.2

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**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS  
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009 - Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip				
Vacation	42.6	40.2	45.6	25.6
Attend a business meeting / conduct business	3.9	4.4	3.3	0.8
Attend a convention / conference / seminar	1.1	1.2	0.9	1.1
Incentive / reward	2.2	1.8	2.8	0.7
Visit friends / relatives	21.5	22.4	20.3	4.5
Get married	0.2	0.1	0.3	1.3
Attend / participate in wedding	0.9	1.1	0.6	3.3
Honeymoon	1.4	1.3	1.6	2.2
Anniversary / birthday	14.9	15.3	14.3	3.8
Attend / participate in a sporting event	0.8	1.1	0.3	2.2
Attend / participate in a cultural event	1.2	1.3	1.2	2.0
Medical treatment	0.1	0.0	0.2	0.4
Shopping / fashion	2.0	1.8	2.3	44.7
Other	7.3	8.1	6.2	7.4
Employment status				
Working	68.9	68.5	69.5	57.7
Retired	21.0	20.7	21.5	11.0
Student	1.8	1.8	1.8	1.3
Homemaker	5.6	6.2	4.8	21.8
Other	2.6	2.8	2.4	8.3
Gender and median age				
Male	46.5	45.7	47.6	47.2
Female	53.5	54.3	52.4	52.8
Median age	51.0	51.0	51.0	49.0

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

3/ For Japanese visitors' income, "Under 1,500,000 Japanese Yen" in place of "Under \$15,000," "1,500,000-2,999,999 Japanese Yen" in place of "\$15,000-\$29,999" etc.

Source: Hawaii Tourism Authority, Tourism Research, *2009 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
accessed December 13, 2010 and records.

**Table 7.21-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINT OF ORIGIN: 2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Length of stay	2009			2010		
	Total	Domestic	International	Total	Domestic	International
All visitors	6,420,448	4,672,001	1,748,447	6,982,425	5,022,883	1,959,542
1 to 6 days	2,099,629	977,761	1,121,868	2,315,675	1,102,267	1,213,408
7 to 12 days	3,311,063	2,850,354	460,709	3,563,172	3,030,351	532,821
13 to 30 days	926,365	777,917	148,447	1,010,431	818,249	192,182
31 to 365 days	83,391	65,968	17,423	93,147	72,016	21,131
Median (days)	7.34	8.00	6.00	7.44	8.00	6.00
Mean (days)	9.38	10.09	7.51	9.39	10.04	7.74

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.22-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:  
2005 TO 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors]

<b>Subject</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Arrivals (1,000)	1,517	1,363	1,296	1,175	1,168	1,239
Average stay (days)	5.7	5.6	5.7	5.7	5.8	5.9
Expenditures (mil. dol.)	2,214	2,037	1,982	1,944	1,826	1,900

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.



**Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1951 TO 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Dollars. Unweighted averages for mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1951	28.00	(NA)	1995	132.73	356.15
1960-61	32.00	(NA)	1996	137.04	286.89
1965-66 1/	37.23	(NA)	1997	157.07	279.58
1974	46.20	123.00	1998	147.37	235.25
1977	54.62	146.85	1999	148.91	207.46
1980	71.24	185.00	2000	154.92	214.20
1983	85.88	227.32	2001	142.75	227.05
1986	95.40	299.00	2002	150.39	233.13
1987	102.49	324.00	2003	157.18	240.09
1988	121.44	350.00	2004	157.95	251.47
1989	126.57	322.00	2005	160.79	255.42
1990	136.30	294.04	2006	166.28	266.47
1991	140.54	344.29	2007	170.29	268.83
1992	117.14	344.68	2008	161.01	288.33
1993	116.15	306.54	2009	145.70	268.33
1994	133.79	340.88	2010	151.62	261.10

NA Not available.

1/ Oahu only.

Source: Hawaii Visitors Bureau, *1983 Visitor Expenditure Survey* (1985), p. 31; *1989 Expenditures, Westbound Visitors to Hawaii* (1990), pp. 29 and 30; *1991 Visitor Expenditure Report* (1992), pp. 6 and 68; *1992 Visitor Expenditure Report* (1993), p. 61; Hawaii Visitors & Convention Bureau, *Hawaii Visitors & Convention Bureau 1995 & 1996 Research Report*, pp.109-110, Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.24-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1951 TO 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors]

Year	U.S. CPI (1982-84=100)	Average expend. per vis. day 1/	Year	U.S. CPI (1982-84=100)	Average expend. per vis. day 1/
1951	26.0	108	1995	152.4	87
1960-61	29.8	107	1996	156.9	87
1965-66 2/	32.0	116	1997	160.5	98
1974	49.3	94	1998	163.0	90
1977	60.6	90	1999	166.6	89
1980	82.4	86	2000	172.2	90
1983	99.6	86	2001	177.1	81
1986	109.6	87	2002	179.9	84
1987	113.6	90	2003	184.0	85
1988	118.3	103	2004	188.9	84
1989	124.0	102	2005	195.3	82
1990	130.7	104	2006	201.6	82
1991	136.2	103	2007	207.3	82
1992	140.3	83	2008	215.3	75
1993	144.5	80	2009	214.5	68
1994	148.2	90	2010	218.1	70

1/ In constant (1982-84) dollars.

2/ Oahu only.

Source: Preceding table; U.S. Bureau of Labor Statistics, *CPI Detailed Report*, and <http://www.bls.gov/cpi/home.htm> accessed on July 102, 2011 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

**Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	Visitors from U.S. west 1/		Visitors from U.S. east 2/		Visitors from Japan	
	2009	2010	2009	2010	2009	2010
All items	133.3	139.9	165.6	171.1	268.3	261.1
Total food and beverage	30.8	32.7	35.9	38.0	43.0	42.8
Restaurant food	19.8	21.6	25.2	27.0	30.1	30.0
Dinner shows and cruises	2.8	3.1	4.0	4.3	4.8	4.7
Groceries and snacks	8.2	8.0	6.8	6.7	8.2	8.1
Entertainment & recreation 3/	12.8	12.6	18.1	17.6	20.7	19.5
Total transportation	15.4	16.3	18.9	20.6	10.5	10.6
Interisland airfare	1.5	2.0	3.6	4.5	2.3	2.1
Ground transportation	0.7	0.7	1.0	1.0	4.7	4.6
Rental vehicles	11.8	12.1	12.7	13.2	3.1	3.5
Gasoline, parking, etc.	1.4	1.5	1.7	1.9	0.4	0.4
Total shopping	16.3	16.1	19.5	18.9	98.8	91.7
Fashion and clothing	6.3	6.2	6.9	7.0	26.9	24.3
Jewelry and watches	3.2	3.2	4.3	3.9	12.3	12.4
Cosmetics, perfume	0.3	0.2	0.2	0.2	5.5	5.2
Leather goods	0.5	0.5	0.6	0.5	33.5	29.7
Hawaii food products	2.1	2.1	2.1	2.1	11.8	11.7
Souvenirs	3.9	3.8	5.4	5.2	8.9	8.5
Lodging	54.4	58.2	64.2	66.5	76.9	78.2
All other expenses 4/	3.4	4.1	9.0	9.4	18.4	18.4

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2009 AND 2010 -- Con.**

Expenditure type	Visitors from Canada		Visitors from Europe 5/		Visitors from Oceania 6/	
	2009	2010	2009	2010	2009	2010
All items	143.0	145.0	144.3	159.0	202.9	206.9
Total food and beverage	30.1	30.9	31.1	35.1	42.7	42.5
Restaurant food	17.5	18.2	22.9	25.4	30.1	30.1
Dinner shows and cruises	3.1	3.2	1.7	3.0	4.5	4.5
Groceries and snacks	9.5	9.5	6.4	6.7	8.1	7.9
Entertainment & recreation 3/	11.9	12.6	12.3	13.4	19.5	18.3
Total transportation	15.2	15.3	19.6	22.1	14.1	14.4
Interisland airfare	1.7	1.6	5.2	6.7	3.5	3.9
Ground transportation	0.9	0.9	1.4	1.9	3.2	3.2
Rental vehicles	11.0	11.4	11.6	12.0	6.2	6.3
Gasoline, parking, etc.	1.5	1.5	1.4	1.6	1.1	1.0
Total shopping	17.1	17.2	16.3	15.3	50.4	53.7
Fashion and clothing	8.4	8.7	8.7	7.5	28.7	30.5
Jewelry and watches	2.9	2.7	1.8	2.1	7.5	8.2
Cosmetics, perfume	0.2	0.3	0.3	0.3	3.4	4.3
Leather goods	0.5	0.5	0.7	0.5	3.2	3.3
Hawaii food products	1.6	1.6	1.2	1.0	1.3	1.4
Souvenirs	3.4	3.4	3.5	3.8	6.3	6.0
Lodging	63.0	63.0	60.5	69.2	68.3	70.0
All other expenses 4/	5.8	6.0	4.5	3.8	7.9	8.1

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2009 AND 2010 -- Con.**

Expenditure type	Visitors from other Asia 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2009	2010	2009	2010	2009	2010
All items	208.0	226.0	184.9	212.4	165.5	167.8
Total food and beverage	39.0	43.4	33.4	41.3	36.4	33.4
Restaurant food	28.3	30.4	24.5	29.8	24.3	21.6
Dinner shows and cruises	5.7	6.8	3.8	6.1	3.6	3.6
Groceries and snacks	5.0	6.3	5.1	5.4	8.5	8.2
Entertainment & recreation 3/	22.0	21.7	17.2	18.6	14.8	13.7
Total transportation	19.1	19.4	23.8	27.6	16.4	18.2
Interisland airfare	6.5	7.0	8.4	10.2	3.0	3.2
Ground transportation	2.7	3.4	1.1	1.5	3.1	3.0
Rental vehicles	9.0	7.6	12.4	13.6	9.0	10.4
Gasoline, parking, etc.	0.9	1.4	1.8	2.3	1.4	1.6
Total shopping	61.0	73.0	33.0	37.5	35.9	37.6
Fashion and clothing	23.4	24.1	16.8	19.6	15.8	16.0
Jewelry and watches	7.7	8.1	5.2	4.8	7.0	6.6
Cosmetics, perfume	4.8	7.0	0.9	0.8	1.9	1.4
Leather goods	14.3	21.3	3.5	4.3	2.6	2.6
Hawaii food products	5.9	6.6	1.0	1.1	2.7	3.4
Souvenirs	4.8	5.9	5.6	6.9	5.9	7.7
Lodging	57.2	62.3	58.1	68.1	52.7	58.4
All other expenses 4/	9.7	6.0	19.5	19.4	9.2	6.4

1/ Pacific and Mountain States of the United States.

2/ All other States in the continental United States not included in U.S. West.

3/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

4/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.

5/ Includes United Kingdom, Germany, France, Italy, and Switzerland.

6/ Includes Australia and New Zealand.

7/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.

8/ Includes Argentina, Brazil, and Mexico.

9/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:  
2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In millions of dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

<b>Expenditure type</b>	<b>2009</b>	<b>2010</b>	<b>Percent change</b>
All items	9,993.2	11,166.3	11.7
Total food and beverage	2,061.2	2,336.9	13.4
Restaurant food	1,381.2	1,584.9	14.8
Dinner shows and cruises	207.3	243.3	17.4
Groceries and snacks	472.7	508.7	7.6
Entertainment & recreation	939.1	995.4	6.0
Total transportation	967.1	1,117.7	15.6
Interisland airfare	150.6	196.2	30.4
Ground transportation	89.1	98.1	10.1
Rental vehicles	645.3	727.4	12.7
Gasoline, parking, etc.	82.1	95.9	16.8
Total shopping	1,753.5	1,872.4	6.8
Fashion and clothing	618.2	666.6	7.8
Jewelry and watches	294.1	312.7	6.3
Cosmetics, perfume	64.0	70.8	10.5
Leather goods	279.8	282.7	1.0
Hawaii food products	194.4	212.4	9.3
Souvenirs	302.9	327.3	8.0
Lodging	3,653.1	4,172.3	14.2
All other expenses 1/	445.5	494.2	10.9
Supplemental business	173.7	177.3	2.1

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, Annual Visitor Research Report (annual); Hawaii Tourism Authority, Tourism Research and records.

**Table 7.27-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM U.S. WEST, U.S. EAST, AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS: 2009 AND 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars]

Visitor or trip characteristics	Visitors from US west 1/		Visitors from US east 2/		Visitors from Japan	
	2009	2010	2009	2010	2009	2010
All visitors	133.3	139.9	165.6	171.1	268.3	261.1
Group tour status 3/						
Organized group tour	178.1	208.4	226.5	201.6	273.2	268.6
Individually arranged	132.9	139.6	164.2	170.5	266.1	0.0
Arrived on package tour 3/						
Yes	168.0	170.7	208.8	207.0	292.7	284.3
No	126.0	132.7	145.6	150.4	195.3	0.0
Accommodations						
Hotel	179.6	184.0	211.4	214.1	287.2	280.5
Condo	134.0	138.3	153.7	162.9	181.4	182.1
Guests of friends and relatives	59.3	68.1	70.0	75.6	101.3	93.6
Timeshare	103.3	108.8	124.8	124.7	159.7	150.1
Previous visits 3/						
First trip	146.4	150.3	182.7	183.2	297.7	285.2
Repeat visitors	132.9	137.8	157.0	164.4	250.7	246.7
Purpose of trip						
Pleasure	134.9	140.2	161.3	168.4	246.3	241.2
Business, meetings, conventions, incentive	176.2	185.6	222.3	230.6	220.7	233.4
On honeymoon	187.8	193.3	252.0	250.4	366.4	345.6

1/ Pacific and Mountain States of the United States.

2/ All other states in the continental United States not included in U.S. West.

3/ A new methodology for U.S. West and U.S. East resulted in figures that are non-comparable in 2007 Data Book or earlier.

Source: Hawaii Tourism Authority, Tourism Research and records.

**Table 7.28-- ESTIMATED VISITOR EXPENDITURES: 1961 TO 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In millions of dollars]

Year	Personal expenditures	Year	Personal expenditures	Additional business expend. 1/
1961	137	1986	5,567	103
1962	154	1987	6,281	120
1963	186	1988	7,813	125
1964	205	1989	8,371	113
1965	225	1990	8,707	119
1966	280	1991	9,004	138
1967	380	1992	8,614	141
1968	440	1993	7,808	120
1969	550	1994	9,544	133
1970	595	1995	10,067	141
1971	705	1996	9,569	140
1972	836	1997	10,102	147
1973	1,017	1998	9,910	149
1974	1,233	1999	9,844	161
1975	1,355	2000	10,396	194
1976	1,637	2001	8,916	145
1977	1,834	2002	9,465	144
1978	2,150	2003	9,889	165
1979	2,541	2004	10,702	160
1980	2,871	2005	11,696	208
1981	3,195	2006	12,301	191
1982	3,687	2007	12,626	185
1983	3,847	2008	11,220	178
1984	4,442	2009	9,819	174
1985	4,780	2010	10,993	177

1/ By MCI (meetings, conventions, and incentive) visitors. Not available before 1985.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.



**Table 7.29-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:  
1999 TO 2010**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In thousands of dollars]

Year	Total expenditures	Personal (diary) expenditures					Additional business (MCI) expenditures
		All countries	United States	Japan	Canada	Other countries	
1999	10,005,074	9,843,993	5,776,260	2,359,243	479,568	1,228,923	161,080
2000	10,590,203	10,395,854	6,452,691	2,370,355	451,457	1,121,352	194,349
2001	9,061,303	8,916,386	5,708,118	2,089,235	309,198	809,835	144,917
2002	9,608,876	9,464,976	6,133,405	2,041,437	269,609	1,020,526	143,900
2003	10,054,445	9,889,245	6,607,525	1,901,865	335,480	1,044,374	165,200
2004	10,861,777	10,701,977	7,095,222	2,162,626	363,610	1,080,519	159,800
2005	11,904,005	11,696,205	7,840,632	2,214,369	451,040	1,190,164	207,800
2006	12,491,628	12,300,936	8,385,214	2,037,207	507,950	1,370,565	190,692
2007	12,811,058	12,625,831	8,536,922	1,982,022	634,161	1,472,726	185,227
2008	11,398,499	11,220,227	7,122,356	1,944,489	710,573	1,442,809	178,272
2009	9,993,188	9,819,490	6,162,823	1,826,309	628,790	1,201,567	173,698
2010	11,170,400	10,993,100	6,875,800	1,900,000	748,000	1,469,300	177,300

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Branch and records.

**Table 7.30-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:  
2006 TO 2010**

<b>Subject</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Number of ships, arrivals	29	33	31	23	23
Number of tours 1/	216	252	141	111	116
Number of passengers	426,194	513,840	268,550	221,138	225,616
Out of state visitors	415,967	503,020	266,534	217,283	223,693
Arrived by air	315,955	372,021	157,059	120,677	122,454
Arrived by ship	100,012	130,999	109,475	96,606	101,239
Hawaii residents	10,227	10,820	2,016	3,855	1,923

1/ A tour starts when a ship first calls a Hawaiian port or when all new passengers embark at a Hawaii port. One ship may make several tours around the Hawaiian Islands with a stop at Fanning Island or Christmas Island during the trip.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch; Hawaii Tourism Authority, Tourism Research and records.

**Table 7.31-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:  
1997 TO 2010**

[In millions of dollars]

<b>Year</b>	<b>Total</b>	<b>Visitors</b>	<b>Overseas airlines</b>	<b>Cruise lines</b>
1997	11,520.4	10,249.3	1,242.6	28.4
1998	11,379.9	10,058.8	1,256.6	64.5
1999	11,380.9	10,005.1	1,315.8	60.1
2000	12,017.7	10,590.1	1,360.8	66.8
2001	10,412.2	9,061.3	1,280.6	70.3
2002	11,045.5	9,608.9	1,340.0	96.6
2003	11,468.3	10,054.5	1,313.4	100.3
2004	12,406.8	10,861.8	1,405.4	139.6
2005	13,554.6	11,904.0	1,519.7	130.9
2006	14,198.4	12,491.6	1,559.0	147.8
2007	14,568.0	12,811.1	1,563.3	193.6
2008	13,090.4	11,398.5	1,530.4	161.6
2009	11,587.5	9,993.2	1,463.6	130.7
2010	12,895.6	11,166.3	1,592.4	137.0

Source: Hawaii State Department of Business, Economic Development & Tourism, records.

**Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2002 TO 2010**

[Direct and indirect impact]

<b>Year</b>	<b>Visitor-related expenditures (million dollars)</b>	<b>Gross domestic product (million dollars)</b>	<b>Household income (million dollars)</b>	<b>State tax revenues (million dollars)</b>	<b>Jobs (1,000)</b>
2002	11,045.5	8,789.0	5,432.0	879.7	159.6
2003	11,468.3	9,139.4	5,600.8	876.5	161.9
2004	12,406.8	9,800.3	5,967.3	919.9	163.1
2005	13,554.6	10,675.9	6,427.6	1,007.5	171.4
2006	14,198.4	11,348.9	6,484.5	1,104.2	167.1
2007	14,568.0	11,505.0	6,567.9	1,171.7	163.4
2008	13,090.4	10,696.1	5,779.3	986.1	141.5
2009	11,587.5	8,520.7	5,436.8	890.7	125.3
2010	12,895.6	9,868.7	5,753.5	982.2	138.6

Source: Hawaii State Department of Business, Economic Development & Tourism, records.

**Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2010**

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	6,982,425	1/ 4,328,849	(2/)
Average daily visitor census	179,721	1/ 73,334	40.8
Visitors units	75,048	28,546	38.0
Occupied units (average)	53,134	22,352	42.1
Total visitor expenditures (\$millions) 3/	12,896	5,425	42.1

1/ Estimated as a proportion of Oahu.

2/ Because many visitors tour more than one island, percent is not applicable.

3/ Includes a portion of the overseas airfare supporting Hawaii-based airline services.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.

**Table 7.34-- CONTRIBUTION TO THE STATE'S ECONOMY BY STATEWIDE VISITOR INDUSTRY AND BY WAIKIKI: 2010**

Measure of tourism	Statewide visitor industry contribution to economy		Waikiki contribution to State economy	
	Number	Percent	Number	Percent
Direct impact 1/ Gross domestic product 2/ Civilian jobs 3/ State taxes (\$millions)	(X) 108,296 786	(X) 14.2 14.3	(X) 45,556 331	(X) 6.0 6.0
Direct and indirect impact 4/ Gross domestic product (\$millions) 4/ Civilian jobs 3/ State taxes (\$millions)	9,869 138,619 982	14.8 20.7 17.9	4,151 58,359 413	6.2 7.7 7.5

X Not applicable.

1/ Measures the impact of visitor expenditures on only those firms that sell directly to visitors.

2/ In this Input-Output analysis, direct and indirect GDP are not readily separated.

3/ Civilian jobs include wage and salary jobs plus self-employed but exclude non-civilian military jobs.

4/ Measures the impact of visitor expenditures through all firms that contributed to goods and services sold to visitors.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.

**Table 7.35-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1985 TO 2010**

Year	Implicit price deflator 1/ (2005=100)	Average daily room rate 2/ (dollars)	1-way air fares (dollars)		Honolulu Consumer Price Index 5/ (1982-84=100)		
			San Francisco-Honolulu 3/	Honolulu-Kahului 4/	Food away from home	Apparel	All items
1985	(NA)	68.84	364.00	44.95	108.6	99.6	106.8
1986	(NA)	73.20	364.00	46.95	111.4	99.8	109.4
1987	(NA)	80.09	486.00	48.95	115.6	102.5	114.9
1988	(NA)	87.94	494.00	48.95	121.0	106.8	121.7
1989	(NA)	95.83	524.00	44.95	122.2	104.3	128.7
1990	(NA)	102.10	560.00	54.95	128.0	107.0	138.1
1991	(NA)	101.89	642.00	65.95	133.6	110.5	148.0
1992	(NA)	105.59	400.00	69.95	137.8	114.2	155.1
1993	(NA)	103.26	566.00	74.00	141.9	116.5	160.1
1994	(NA)	105.46	566.00	74.00	146.4	118.7	164.5
1995	(NA)	109.39	596.00	74.00	149.2	117.5	168.1
1996	(NA)	116.79	530.00	85.00	150.8	118.5	170.7
1997	6/ 78.7	124.96	521.00	80.00	152.6	117.3	171.9
1998	6/ 80.7	129.66	521.00	88.00	153.3	112.2	171.5
1999	6/ 82.8	131.66	536.00	94.75	158.3	105.4	173.3
2000	6/ 84.9	140.63	576.00	94.50	160.0	103.5	176.3
2001	6/ 87.8	144.88	692.00	95.25	164.0	101.0	178.4
2002	6/ 90.3	140.89	692.00	99.00	166.0	102.6	180.3
2003	6/ 93.1	144.16	714.00	119.00	167.1	98.5	184.5
2004	6/ 96.3	152.17	714.00	139.60	171.0	101.2	190.6
2005	6/ 100.0	166.16	829.00	144.70	176.4	102.5	197.8
2006	6/ 103.8	187.19	(NA)	167.80	186.0	104.4	209.4
2007	6/ 107.6	199.96	(NA)	182.90	195.1	104.1	219.5
2008	6/ 109.9	201.85	(NA)	170.00	202.3	105.3	228.9
2009	6/ 111.6	6/ 177.10	(NA)	218.10	210.8	112.8	230.0
2010	112.5	174.33	(NA)	191.20	213.6	116.4	234.9

NA Not available.

1/ U.S. Bureau of Economic Analysis, Gross Domestic Product by State to 1997 to 2010

<<http://www.bea.gov/regional/gsp/>> accessed July 6, 2011; and calculations by Hawaii State Department of Business, Economic Development & Tourism.

2/ For 1980-1994 Pannell Kerr Forster, *Trends in the Hotel Industry, Hawaii* (monthly). For 1995-2010 Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report* (December/Year-End Highlights).

3/ Unrestricted coach or economy weekday fare, including taxes as of July 1, by United Airlines. From chronology in *Data Book*, (1998 figure as of July 27, 2004 figure as of May 3, and 2005 figure as of June 2).

4/ Regular fare, including taxes, as of July 1, by Hawaiian Airlines. From chronology in *Data Book* and Hawaiian Airlines, records.

5/ Honolulu CPI for All Urban Consumers, from U.S. Bureau of Labor Statistics

<<http://data.bls.gov/PDQ/servlet/SurveyOutputServlet>> accessed July 6, 2011.

6/ Revised from previous *Data Book*.

Source: See above footnotes.

**Table 7.36-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT,  
BY POINT OF ORIGIN: 1993 TO 2010**

Year	Number returning			Average number absent		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
1993	832,592	716,100	116,492	52,487	44,890	7,597
1994	858,075	738,540	119,535	54,362	46,150	8,212
1995	878,599	755,970	122,629	55,856	47,864	7,992
1996	889,496	764,790	124,706	58,137	50,108	8,029
1997	925,812	796,650	129,162	40,898	35,467	5,431
1998	931,068	796,967	134,101	38,495	34,791	3,704
1999	939,622	805,318	134,304	42,297	36,339	5,958
2000	1,001,174	839,772	161,402	46,151	37,307	8,844
2001	982,508	815,293	167,215	46,566	36,029	10,537
2002	991,557	850,786	140,771	46,757	35,810	10,947
2003	1,057,615	930,265	127,350	53,447	44,682	8,764
2004	1,140,779	976,976	163,803	57,481	47,436	10,044
2005	1,252,012	1,078,468	173,544	65,674	53,789	11,884
2006	1,362,507	1,175,635	186,872	68,656	56,964	11,691
2007	1,364,505	1,160,029	204,476	71,626	57,906	13,719
2008	1,262,237	1,057,133	205,104	72,080	57,386	14,694
2009	1,244,534	1,032,158	212,376	69,243	56,366	12,877
2010	1,361,002	1,148,139	212,863	76,826	61,150	15,676

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.



**Table 7.37-- TRAVEL CHARACTERISTICS FOR HAWAII AND THE UNITED STATES: 1977 AND 1995**

[Trips of 100 miles or more, one way. Excludes travel outside the U.S.]

Subject	Hawaii			United States		
	1977	1995	Percent change	1977	1995	Percent change
People who live in area						
Percent traveling households	67	75	12.5	72	80	10.8
Trips per household	1.3	3.1	138.5	4.1	5.5	34.1
Trips per traveling household	1.9	4.2	121.1	5.7	6.9	21.1
Trips per capita	0.5	1.9	280.0	2.0	4.0	66.7
Trips per traveler	(NA)	2.7	(NA)	4.0	4.8	20.0
Miles per traveler	(NA)	7,392	(NA)	2,836	3,943	39.0
Miles per trip	(NA)	2,704	(NA)	709	827	16.6
People who visit area						
Trips per traveler	2.1	3.4	61.9	4.0	4.8	20.0
Miles per traveler	14,654	16,538	12.9	2,836	3,943	39.0
Miles per trip	7,013	4,885	-30.3	709	827	16.6

NA Not available.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, State Highlights, Hawaii* (1997), table 1.

**Table 7.38-- PERSON TRIPS TO, FROM, AND WITHIN HAWAII, BY CENSUS DIVISIONS OR STATES OF DESTINATION OR ORIGIN: 1995**

[Trips of 100 miles of more, one way. Excludes travel outside the U.S.]

Census division or selected state of destination or origin 1/	Destination of person trips from Hawaii (1,000)	Origin of person trips to Hawaii (1,000)
Total person trips	2,086	4,624
Within Hawaii 2/	1,322	1,322
To or from other states	764	3,302
New England	9	69
Mid-Atlantic	36	189
East North Central	36	269
West North Central	18	146
South Atlantic	71	188
East South Central	13	42
West South Central	33	214
Texas	26	182
Mountain	263	236
Nevada	218	35
Pacific (except Hawaii)	285	1,949
Washington	56	261
California	210	1,530

1/ Top three states in each category are listed.

2/ Trips with both origin and destination within Hawaii.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, Summary Travel Characteristics, Hawaii* (1997), Pub. No. BTS/ATS95-ESTC/HI (Oct. 1, 1997), tables 6-11.

**Table 7.39-- PERSON TRIPS TO, FROM, AND WITHIN HAWAII, BY  
SELECTED TRAVELER CHARACTERISTICS: 1995**

[Trips of 100 miles or more, one way. Excludes travel outside the U.S.]

Travel characteristics	Origin in Hawaii			Destination in Hawaii 1/	
	Total	Dest. in Hawaii	Dest. outside Hawaii	Total	Origin outside Hawaii
All person trips (1,000)	2,086	1,322	764	4,624	3,302
Age (percent)					
Under 25 years	18.7	20.5	15.8	17.2	15.8
60 years and over	16.5	11.4	25.4	14.6	15.9
Female (percent)	46.1	45.3	47.4	47.3	48.1
Race (percent)					
White	36.2	34.8	38.6	65.4	77.6
Black	1.7	1.1	2.7	2.0	2.3
Asian or Pacific Islander	55.7	56.2	54.8	29.2	18.4
Household income over \$60,000 (percent)	50.9	49.1	53.9	53.3	54.9
Married-couple household (percent)	74.3	71.8	78.5	74.9	76.1
Bachelor's degree or higher (percent) 2/	39.9	40.8	38.6	45.9	47.8
Activity status (percent) 2/					
Working full time	69.1	73.5	62.1	68.4	66.5
Retired	13.3	8.5	20.9	9.8	10.3
All household trips (1,000)	1,494	939	555	2,992	2,054
Mean round-trip distance (miles)	2,769	359	6,842	4,731	6,729
Business trip (percent)	41.6	48.4	30.1	30.3	22.0
Vacation trip (percent)	43.7	35.2	58.1	61.6	73.7
Mean nights away from home	6.7	3.4	10.7	8.6	10.3
Lodging at destination (percent)					
Friend's or relative's home	40.6	46.4	33.6	27.0	20.9
Hotel, motel, or resort	50.5	43.6	58.8	51.9	54.6

1/ Includes "destination in Hawaii, origin in Hawaii," same as figures in second column of data.

2/ Persons 16 years and over.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, Summary Travel Characteristics, Hawaii*, Pub. No. BTS/ATS95-ESTC/HI (Oct. 1, 1997), tables 1 and 11.

**Table 7.40-- PASSPORTS ISSUED BY THE HONOLULU PASSPORT AGENCY:  
2006 TO 2010**

[Calendar year data. The area served by the Honolulu Passport Agency includes Hawaii, American Samoa, Western Samoa, Guam, the Northern Mariana Islands, Palau, the Federated States of Micronesia and the Republic of the Marshall Islands]

<b>Mailing address</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Issued by Honolulu Office	85,731	143,432	89,912	68,030	64,876
Mailed to Hawaii addresses	52,570	59,399	68,876	44,797	43,699
Mailed outside the state	33,161	84,033	21,036	23,233	21,177

Source: U.S. Department of State, Honolulu Passport Agency, records.

**Table 7.41-- PERFORMING ARTS, FOR OAHU: 2009-2010 SEASON**

<b>Name of organization and type of performance</b>	<b>Productions</b>	<b>Performances</b>	<b>Attendance</b>
All reporting groups	105	884	426,330
Department of Enterprise Services, total	63	108	241,306
Dance	10	22	24,909
Classical concerts	10	14	13,566
Operas	3	15	16,520
Pop/rock shows	28	33	127,795
Stage shows	12	24	58,516
Brigham Young University	5	72	37,495
Diamond Head Theatre	6	93	40,417
Hawaii Pacific University (Hawaii Loa Campus)	2	38	1,600
Honolulu Theater for Youth	6	369	71,415
Kennedy Theatre	17	78	15,313
Manoa Valley Theatre	6	126	18,784

Source: Hawaii State Department of Business, Economic Development & Tourism mail and telephone survey.

**Table 7.42-- SYMPHONY ORCHESTRA ACTIVITIES:  
1989-1990 TO 2008-2009**

<b>Season</b>	<b>Average number of orchestra personnel</b>	<b>Number of performances</b>	<b>Total attendance</b>	<b>Operating expenses (dollars)</b>
<b>HONOLULU SYMPHONY ORCHESTRA</b>				
1989-1990	80	141	183,434	4,978,813
1990-1991	80	101	160,214	5,465,467
1991-1992	80	127	204,253	6,160,301
1992-1993	80	127	194,866	5,983,729
1993-1994 1/	-	-	-	1,380,547
<b>HAWAII SYMPHONY ORCHESTRA</b>				
1994-1995 2/	62	115	120,000	4,700,000
<b>HONOLULU SYMPHONY ORCHESTRA</b>				
1995-1996 3/	80	45	65,000	2,343,305
1996-1997 4/	80	47	73,596	3,919,708
1997-1998	80	48	79,605	5,044,888
1998-1999	80	56	111,682	5,470,100
1999-2000	80	61	106,942	6,691,900
2000-2001 5/	80	53	98,831	5,797,900
2001-2002	80	58	97,906	6,058,458
2002-2003	80	52	94,064	6,331,577
2003-2004	80	58	123,666	6,938,881
2004-2005	80	47	90,985	6,311,037
2005-2006	80	47	89,851	7,279,713
2006-2007	80	48	45,894	7,216,559
2007-2008	80	37	52,953	8,813,767
2008-2009	80	37	64,775	8,310,431

1/ Concert season eliminated by musicians' strike.

2/ First season in operation. The attendance total is estimated.

3/ The Honolulu Symphony Society and the Musicians' Union reached a collective bargaining agreement on December 15, 1995 for a 14-week season, a shorter season than prior years.

4/ Recording of expenses in compliance with FASB 116 & 117 pertaining to not-for-profit corporations, for 18-week season.

5/ Cancelled Shell series and Ohana series due to expense.

Source: Honolulu Symphony Society, records; Hawaii Symphony Orchestra, records.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL  
ATTRACTIONS: 2008 TO 2010**

[Calendar year data unless otherwise specified]

Island and cultural attraction	2008	2009	2010
OAHU			
Atlantis Submarines	1/ 318,365	1/ 261,825	292,446
Atlantis Cruises	1/ 96,586	1/ 83,553	79,543
Battleship Missouri Memorial	389,114	327,219	464,672
Bernice P. Bishop Museum	2/ 310,419	2/ 317,001	442,483
The Contemporary Museum 3/	24,667	24,076	24,856
Diamond Head State Monument 2/4/	536,009	2/ 610,018	665,437
Foster Botanical Garden	41,593	44,632	42,933
Harold L. Lyon Arboretum	35,000	(NA)	37,454
Hawaii Maritime Center 2/	17,743	5/ 12,147	(5/)
Hawaii's Plantation Village	42,178	39,844	37,576
Hawaii State Art Museum 2/	27,007	30,265	28,612
Honolulu Academy of Arts	237,922	226,885	216,865
Honolulu Police Department Museum	5,150	5,325	1,215
Honolulu Zoo	599,442	1/ 623,034	580,265
Ho'omaluhia Botanical Garden	119,268	138,223	151,215
Iolani Palace State Monument	1/ 76,722	80,362	93,536
Judiciary History Center	34,260	35,848	41,099
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	96,238	96,323	118,687
Polynesian Cultural Center	1/ 645,389	1/ 648,257	692,081
Puu o mahuka Heiau State Monument 2/	(6/)	(6/)	(6/)
Queen Emma Summer Palace	16,816	14,835	14,845
Royal mausoleum State Monument 2/	(6/)	(6/)	(6/)
Sea Life Park Hawaii	212,383	1/ 7/ 195,027	7/ 187,340
Tropic Lightning Museum, Schofield Barracks	1/ 12,081	11,671	12,438
Ulu Po Heiau State Monument 2/	(6/)	(6/)	(6/)
U.S. Army Museum, Ft. DeRussy	93,620	95,695	98,645
U.S.S. Arizona Memorial 8/	1,407,879	1,276,868	1,372,724
U.S.S. Bowfin Submarine Museum	220,371	1/ 263,434	327,216
University of Hawaii Art Gallery 9/	1/ 53,030	53,222	(NA)
Waikiki Aquarium 2/	310,742	297,533	290,479
Waimea Valley Audubon Center 10/	(11/)	(11/)	(11/)
HAWAII			
Amy B. H. Greenwell Ethnobotanical Garden	14,659	13,442	12,040
Astronaut Ellison S. Onizuka Space Center	16,243	16,080	14,055
H.N. Greenwell Store 12/	1/ 2,432	1,200	1,551

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL  
ATTRACTIONS: 2008 TO 2010 -- Con.**

Island and cultural attraction	2008	2009	2010
HAWAII - con.			
Hawaii Tropical Botanical Garden	74,277	69,560	77,688
Hawaii Volcanoes National Park 8/ 13/	1,270,538	1,233,105	1,304,667
Hulihee Palace	(14/)	15/ 8,940	19,665
Kaloko-Honokohau National Historical Park 8/	104,835	166,380	132,731
Kona Coffee Living History Farm	1/ 5,762	3,682	3,875
Lyman House Memorial Museum	1/ 13,750	12,582	11,650
Nani Mau Gardens	145,812	111,587	125,745
Pacific Tsunami Museum	16,700	16,031	16,785
Panaewa Rainforest Zoo	166,780	182,286	172,737
Parker Ranch Historic Homes	16,263	1(6/) 11,192	(NA)
Parker Ranch Visitor Center	7,104	(17/)	(NA)
Pu'uuhonua O Honaunau NHP 8/	414,667	397,665	419,590
Pu'ukohola Heiau National Historic Site 8/	92,584	99,042	129,886
Volcano Art Center	90,000	9/ 100,000	9/ 100,000
MAUI			
Alexander & Baldwin Sugar Museum	29,332	27,412	31,654
Aquarium Maui/Maui Ocean Center	366,754	311,776	290,821
Haleakala National Park 8/	1,185,068	1,109,104	1,105,606
Halekii-Pihana Heiaus State Monument 2/	(6/)	(6/)	(6/)
Hana Cultural Center	8,384	6,758	(NA)
Iao Valley State Monument 2/	(6/)	(6/)	(6/)
Kula Botanical Garden	29,575	30,400	31,200
Lahaina Restoration Foundation	108,683	(NA)	32,064
Baldwin Missionary Home Museum	40,133	(NA)	20,313
Hale Pa'i Printing House	1,416	(NA)	1,488
Wo Hing Temple Museum	39,112	(NA)	10,163
Maui Historical Society Bailey House Museum	1/ 11,275	1/ 10,234	10,437
Whalers Village Museum	1/ 180,277	1/ 188,010	223,167
KAUAI			
Grove Farm Homestead	2,725	3,039	3,179
Kauai Museum	14,400	(NA)	(NA)
Kilauea Point National Wildlife Refuge	459,000	1/ 368,505	387,967
Kokee Natural History Museum	103,910	93,329	95,595
Waioli Mission House	817	1,190	816

Continued on next page.



**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL  
ATTRactions: 2008 TO 2010 -- Con.**

Island and cultural attraction	2008	2009	2010
MOLOKAI			
Kalaupapa National Historical Park 8/ Kalaupapa Settlement	60,934 9,094	30,654 8,415	27,919 5,204

NA Not available.

1/ Revised from previous *Data Book*.

2/ Fiscal year ending June 30.

3/ The Contemporary Museum also manages the First Hawaiian Center Gallery (2007 attendance--49,081, 2008 attendance--49,128 and 2009 attendance--49,555 and 2010 attendance--49,057).

4/ Diamond Head State Monument attendance does not reflect paying users since some park users currently drive into and out of Diamond Head Crater without stopping.

5/ The Bishop Museum will be temporarily ceasing public operations at its Hawai'i Maritime Center, effective May 1, 2009.

6/ Since 2007, no updates have been conducted.

7/ Fiscal year ending September 30.

8/ Data included in *Data Book* prior to 2003 may not be comparable to present figures, as present figures only include recreation visits.

9/ Data are estimates.

10/ Formerly Waimea Falls Park. 2005 figure represented fiscal year ending June 30. 2006 figure is calendar year.

11/ Closed.

12/ Renamed from Greenwell Store Museum.

13/ Kilauea Visitor Center and Jagger Museum are included in the total attendance at Hawaii Volcanoes National Park.

14/ Closed for renovation.

15/ Reopened in October 2009. Counts only from October to December, 2009.

16/ Closed in December 2009.

17/ Closed in December 2008.

Source: Hawaii State Department of Business, Economic Development & Tourism, annual mail and survey of attractions.

**Table 7.44-- NATIONAL PARKS: 1992 TO 2010**

Year and area	Acreage, Dec. 31			Visits
	Total	Federal	Non-federal	
1992	247,349	235,885	11,464	5,701,769
1993	247,349	235,885	11,464	5,828,583
1994	247,349	235,885	11,464	6,077,475
1995	247,349	235,885	11,464	6,213,924
1996	247,349	235,885	11,464	6,192,178
1997	247,349	235,885	11,464	6,738,001
1998	247,349	235,885	11,464	6,274,424
1999	249,001	237,731	11,270	7,469,412
2000	249,001	237,731	11,270	6,517,693
2001	249,001	237,731	11,270	6,215,669
2002	249,042	237,503	11,539	6,025,991
2003	365,830	354,291	11,539	5,935,099
2004	365,830	354,291	11,539	6,700,980
2005	365,830	354,291	11,539	5,415,722
2006	364,999	353,673	11,326	5,323,425
2007	374,666	363,349	11,317	5,122,855
2008	369,110	357,784	11,326	4,536,505
2009	369,111	357,784	11,326	4,312,818
2010	369,112	357,783	11,329	4,493,123
AREAS: 2010				
Hawaii Volcanoes National Park 1/	323,431	323,431	-	1,304,667
Haleakala National Park	33,222	33,222	(2/)	1,105,606
Pu'uhonua o Honaunau National Historical Park	420	419	1	419,590
Kaloko-Honokohau National Historical Park	1,163	616	547	132,731
Pu'ukohola Heiau National Historic Site	86	61	25	129,886
U.S.S. Arizona Memorial	11	11	-	1,372,724
Kalaupapa National Historical Park	10,779	23	10,756	27,919

1/ Federal land includes 9,654.67 acres under the custody and administration of the National Park Service with their inclusion in the park pending.

2/ Haleakala National Park has 0.15 acres of Non-Federal lands.

Source: U.S. Department of the Interior, National Park Service, Pacific Islands Support Office, records, for (1992-2005 and 2007) and <<http://www2.nature.nps.gov/stats/>> for 2006 accessed on June 22, 2007 and <<http://www2.nature.nps.gov/stats/>> for 2008 accessed on July 9, 2009 and <<http://www.nature.nps.gov/stats/acreagemenu.cfm>> for 2009 accessed on August 2, 2010.

**Table 7.45-- STATE PARKS AND HISTORIC SITES: 1991 TO 2010**

[Data have been revised from previous *Data Book*]

Year and island	Number of areas, June 30	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
		Total	Developed	
1991	68	25,245	745.6	19,023
1992 1/	63	25,080	745.6	19,255
1993	63	25,080	745.6	15,112
1994	63	25,099	745.6	14,260
1995	64	26,742	750.6	14,221
1996	64	26,742	750.6	14,221
1997	64	26,742	750.6	12,852
1998	65	26,762	750.6	12,676
1999	65	26,762	750.6	12,661
2000	65	26,762	750.6	13,004
2001	66	31,444	750.6	13,884
2002	67	31,764	750.6	14,226
2003	68	31,788	750.6	13,964
2004	69	31,788	750.6	9,176
2005	70	32,550	750.6	(NA)
2006	70	32,550	750.6	(NA)
2007	71	33,654	750.6	11,693
2008	71	33,555	745.6	(2/)
2009	69	33,522	712.6	(2/)
2010	69	33,522	712.6	(2/)
ISLAND: 2009				
Hawaii	20	7,253.6	258.3	(2/)
Maui	9	317.5	37.9	(2/)
Molokai	2	244.2	10.0	(2/)
Oahu	28	11,956.4	275.8	(2/)
Kauai	10	13,750.5	130.6	(2/)
ISLAND: 2010				
Hawaii	20	7,253.6	258.3	(2/)
Maui	9	317.5	37.9	(2/)
Molokai	2	244.2	10.0	(2/)
Oahu	28	11,956.4	275.8	(2/)
Kauai	10	13,750.5	130.6	(2/)

NA Not available.

1/ In 1992, 11 areas were transferred to the various counties, 1 came from the City & County of Honolulu and 1 from Hawaii County. Three new areas were added to the park system.

2/ Since 2007, no updates to visitor usage have been conducted.

Source: Hawaii State Department of Land and Natural Resources, Division of State Parks, records.

**Table 7.46-- MAJOR STATE PARKS: 2009 AND 2010**

[Parks having at least 500,000 recreation visits or 1,000 acres]

Park	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
	Total	Developed	
2009			
Na Pali Coast State Park	6,175.0	4.0	(1/)
Ahupua`a `O Kahana State Park	5,256.5	26.0	(1/)
Koikee State Park	4,345.0	55.0	(1/)
Waimea Canyon State Park	3/ 1,866.4	10.0	(1/)
Kekaha Kai State Park	3/ 1,642.5	5.0	(1/)
Sacred Falls (Kaluanui) State Park 2/	3/ 1,375.9	10.0	(1/)
Wailua River State Park	3/ 1,093.0	37.4	(1/)
2010			
Na Pali Coast State Park	6,175.0	4.0	(1/)
Ahupua`a `O Kahana State Park	5,256.5	26.0	(1/)
Koikee State Park	4,345.0	55.0	(1/)
Waimea Canyon State Park	1,866.4	10.0	(1/)
Kekaha Kai State Park	1,642.5	5.0	(1/)
Sacred Falls (Kaluanui) State Park 2/	1,375.9	10.0	(1/)
Wailua River State Park	1,093.0	37.4	(1/)

NA Not available.

1/ Updates to visitation have not been conducted since 2007.

2/ Park closed since May 1999.

3/ Revised from previous *Data Book*.

Source: Hawaii State Department of Land and Natural Resources, Division of State Parks, records.

**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:  
2008 TO 2010**

[As of December 31]

<b>Island</b>	<b>Total sites</b>	<b>Listed Hawaii Register only</b>	<b>Listed National Register only</b>	<b>Listed both Hawaii and National Register</b>	<b>Eligible for National Register 1/</b>
2008					
State total	736	362	103	229	42
Oahu	338	170	64	80	24
Maui	162	80	13	66	3
Hawaii	157	77	21	49	10
Kauai	79	35	5	34	5
2009					
State total	755	382	103	229	41
Oahu	348	180	64	80	24
Maui	161	80	13	66	2
Hawaii	166	86	21	49	10
Kauai	80	36	5	34	5
2010					
State total	778	405	103	229	41
Oahu	367	199	64	80	24
Maui	163	82	13	66	2
Hawaii	168	88	21	49	10
Kauai	80	36	5	34	5

1/ Sites declared eligible for National Register listing by the National Board.

Source: Hawaii State Department of Land and Natural Resources, State Historic Preservation Division, records.

**Table 7.48-- ZOOS: 2006 TO 2010**

<b>Subject and Zoo</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Species: 1/					
Honolulu Zoo	229	247	214	207	224
Panaewa Rainforest Zoo (Hilo)	84	102	99	97	98
Individuals: 1/					
Honolulu Zoo	995	1,035	889	898	908
Panaewa Rainforest Zoo (Hilo)	212	203	208	202	194
Attendance:					
Honolulu Zoo 2/	568,952	601,510	599,442	615,605	580,265
Panaewa Rainforest Zoo (Hilo)	171,958	172,315	166,780	182,286	172,737

1/ Animal and bird inventory, December 31.

2/ Fiscal year ending June 30, 2007.

Source: City and County of Honolulu, Department of Enterprise Services, Honolulu Zoo and County of Hawaii, Department of Parks and Recreation, records.

**Table 7.49-- AQUATIC COLLECTIONS: 2010**

[As of June 30. For annual attendance, see table 7.43]

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	147	992	486	3,540
Fishes	92	695	223	740
Reptiles	1	19	-	-
Mammals	6	47	1	2
Invertebrates	37	185	262	2,798
Birds	11	46	-	-

Source: Sea Life Park, records; Waikiki Aquarium, records.

**Table 7.50-- COUNTY PARKS, BY ISLAND: 2008 TO 2010**

[As of December 31]

Island	Number			Acreage		
	2008	2009	2010	2008	2009	2010
State totals	610	610	630	8,548	8,553	8,764
Hawaii	126	126	126	1,734	1,734	1,734
Maui	112	112	122	1,070	1,070	1,307
Lanai	4	4	6	14	14	15
Molokai	13	13	14	100	100	73
Oahu	288	288	288	5,143	5,148	5,148
Kauai	67	67	74	487	487	487

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.



**Table 7.51-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2010**

<b>Beach park</b>	<b>Estimated attendance 1/</b>	<b>Rescues</b>	<b>Drownings</b>	<b>Surfing accidents</b>
All parks	15,554,292	1,868	3	480
Ala Moana	2,449,634	53	-	17
Alii/Haleiwa	249,566	81	-	8
Bellows	77,221	23	-	1
Ehukai	272,491	70	-	26
Hanauma	899,330	418	2	-
Kailua	381,567	13	-	4
Keauwaula	147,607	21	-	24
KeWaena	178,846	28	-	9
Kualoa	106,651	14	-	-
Mali	449,185	55	-	1
Makaha	456,022	49	-	15
Makapuu	150,289	149	-	14
Nanakuli	619,805	51	-	-
Pokai Bay	653,390	14	-	-
Sandy	347,922	360	-	41
Sunset	265,781	61	-	11
Waikiki	7,099,437	320	1	281
Waimanalo	225,566	11	-	2
Waimea	523,982	77	-	26

1/ Attendance is based on headcounts taken 3 times by Water Safety Officers over an 8-hour work day.

Source: City and County of Honolulu, Emergency Services Department, Ocean Safety & Lifeguard Services Division, records.

**Table 7.52-- SWIMMING AND SURFING SITES, BY ISLAND**

<b>Subject</b>	<b>State total 1/</b>	<b>Hawaii</b>	<b>Maui</b>	<b>Lanai</b>	<b>Molokai</b>	<b>Oahu</b>	<b>Kauai</b>
Miles of sandy shoreline 2/	184.9	19.4	32.6	18.2	23.2	50.3	41.2
Primary 3/	24.4	1.2	7.9	-	-	12.5	2.8
Other	160.5	18.2	24.7	18.2	23.2	37.8	38.4
Number of surfing sites 4/	1,600	185	212	99	180	594	330

1/ Excludes Kahoolawe.

2/ Surveyed in 1962.

3/ Safe, clean, accessible, and generally suitable for swimming.

4/ Surveyed in 1971. A surfing site is defined as "a specific wave-breaking zone caused by a shoal and having sufficient consistency to be identified as a surfable riding area, either seasonally or in a combination of seasons, e.g., Queen's Surf, Waikiki."

Source: Hawaii State Department of Planning and Economic Development, *Hawaii's Shoreline* (1965), p. 7; Surfing Education Association, *The 1971 Statewide Surfing Site Survey*, Vol. 1, p. 93.

**Table 7.53-- COUNTY TENNIS FACILITIES: 2001 TO 2010**

[As of December 31]

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
<b>Locations</b>							
2001	88	19	12	2	1	45	9
2002	88	19	12	2	1	45	9
2003	91	19	12	2	1	48	9
2004	91	19	12	2	1	48	9
2005	91	19	12	2	1	48	9
2006	(NA)	19	(NA)	(NA)	(NA)	47	9
2007	91	19	13	2	1	47	9
2008	91	19	13	2	1	47	9
2009	92	19	13	2	1	48	9
2010	93	19	13	2	1	48	10
<b>Courts</b>							
2001	289	43	39	4	2	179	22
2002	289	43	39	4	2	179	22
2003	309	43	39	4	2	199	22
2004	309	43	39	4	2	199	22
2005	309	43	39	4	2	199	22
2006	(NA)	43	(NA)	(NA)	(NA)	200	22
2007	310	43	39	4	2	200	22
2008	314	43	43	4	2	200	22
2009	318	43	46	4	2	201	22
2010	323	43	49	4	2	201	24

NA Not available.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the county parks and recreation departments.

**Table 7.54-- GOLF COURSES, BY NUMBER OF HOLES, OWNERSHIP, AND ISLAND: 2009**

Status, island, and ownership	Number of golf courses						Number of holes
	Total	9-hole	18-hole	27-hole	36-hole	54-hole	
State total	77	8	58	3	7	1	1,503
Hawaii	18	2	13	-	3	-	360
Municipal	1	-	1	-	-	-	18
Private	17	2	12	-	3	-	342
Maui	10	-	7	-	2	1	252
Municipal	1	-	1	-	-	-	18
Private	9	-	6	-	2	1	234
Lanai	3	1	2	-	-	-	45
Private	3	1	2	-	-	-	45
Molokai	2	1	1	-	-	-	27
Private	2	1	1	-	-	-	27
Oahu	35	3	28	2	2	-	657
Military	6	1	4	1	-	-	108
Municipal	6	1	5	-	-	-	99
Private	23	1	19	1	2	-	450
Kauai	9	1	7	1	-	-	162
Municipal	1	-	1	-	-	-	18
Private	8	1	6	1	-	-	144

Source: *The Honolulu Advertiser* <<http://the.honoluluadvertiser.com/current/sp/golfguide>>  
accessed March 30, 2010.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,  
FOR OAHU: 1991 TO 2010**

Calendar year	Public golf courses			Camping permits issued 1/
	Courses	Holes	Rounds played	
1991	5	81	580,888	9,633
1992	5	81	654,726	9,938
1993	5	81	638,972	10,251
1994	5	81	580,120	8,778
1995	6	99	650,934	10,514
1996	6	99	685,191	10,622
1997	6	99	686,188	15,804
1998	6	99	747,379	16,929
1999	(NA)	(NA)	(NA)	16,884
2000	6	99	663,710	16,947
2001	6	99	638,817	16,375
2002	6	99	607,823	12,045
2003	6	99	602,123	12,045
2004	6	99	560,921	11,128
2005	6	99	530,606	14,847
2006	6	99	538,051	9,179
2007	6	99	556,197	8,469
2008	6	99	578,082	7,622
2009	6	99	563,589	7,636
2010	6	99	534,508	8,815

NA Not available.

1/ By the City and County of Honolulu, camping permits issued reflect cumulative family and group camping permits.

Source: City and County of Honolulu, Department of Parks and Recreation, records and Department of Enterprise Services, records.

**Table 7.56-- SONY OPEN SCORES AND PURSES: 1992 TO 2011**

[The Sony Open is held at the Waialae Country Club golf course. Distance is 7,044 yards par is 70/280. Distance changed from 7,060 yards in 2007. Up until 1998, event known as the Hawaiian Open, which was held at the Waialae Country Club golf course. Distance was 6,975 yards; par was 72/288.]

Year	Holes	Winning score		Purse (dollars)	
		Total	Below par	Total	Winner
1992	72	265	23	1,200,000	216,000
1993	72	269	19	1,200,000	216,000
1994	72	269	19	1,200,000	216,000
1995	72	269	19	1,200,000	216,000
1996	72	277	11	1,200,000	216,000
1997	72	271	17	1,200,000	216,000
1998	72	260	28	1,800,000	324,000
1999	72	271	9	2,600,000	468,000
2000	72	261	19	2,900,000	522,000
2001	72	260	20	4,000,000	720,000
2002	72	266	14	4,000,000	720,000
2003	72	264	16	4,500,000	810,000
2004	72	262	18	4,800,000	864,000
2005	72	269	11	4,800,000	864,000
2006	72	261	19	5,100,000	918,000
2007	72	266	14	5,200,000	936,000
2008	72	266	14	5,300,000	954,000
2009	72	265	15	5,400,000	972,000
2010	72	265	15	5,500,000	990,000
2011	72	264	16	5,500,000	990,000

Source: *Honolulu Star-Bulletin* and *The Honolulu Advertiser*, *The Honolulu Star-Advertiser*, various issues.

**Table 7.57-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2010**

Island	Public hunting areas		Other wildlife sanctuaries and refuges	
	Number	1,000 acres	Number	1,000 acres
State total	61	1,196.6	55	94.8
Hawaii	26	905.4	8	83.3
Maui	7	90.7	11	0.3
Lanai	1	30.8	4	(1/)
Molokai	1	16.0	6	(1/)
Oahu	12	25.0	19	0.6
Kauai	14	129.2	7	10.5

1/ Less than 50 acres.

Source: Hawaii State Department of Land and Natural Resources, Division of Forestry and Wildlife, records.

**Table 7.58-- FISHING AND HUNTING LICENSES ISSUED: 2004 TO 2010**

[Fiscal years ending June 30]

Type of license	2004	2005	2006	2007	2008	2009	2010
Freshwater fishing	6,173	5,655	6,059	6,787	6,857	8,279	5,678
Hunting	8,693	8,223	8,345	6,856	7,803	9,653	10,427

Source: Hawaii State Department of Land and Natural Resources, Division of Aquatic Resources and Division of Forestry and Wildlife, records.



**Table 7.59-- FISHING, HUNTING, AND WILDLIFE-ASSOCIATED RECREATION OF PERSONS 16 YEARS OF AGE AND OLDER: 2006**

[For 1980 survey results, see *Data Book 1984*, table 251. For 2001 survey results, see *Data Book 2006*, table 7.57]

Subject	All activities	Hunting and fishing			Wildlife watching
		Both	Fishing	Hunting	
Hawaii residents 1/ Participants (1,000)	227	100	94	19	160
Taking place in Hawaii 1/ Participants, total (1,000)	366	162	157	18	262
Hawaii residents	(NA)	(NA)	92	18	155
Residents of other states	(NA)	(NA)	2/ 65	(3/)	2/ 107
Expenditures (million dollars)	342	132	111	21	210

NA Not available

1/ Detail does not add to total because of multiple responses.

2/ Estimate based on a sample size of 10-29.

3/ Sample size too small to report data reliably.

Source: U.S. Fish and Wildlife Service and U.S. Bureau of the Census, *2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation* (February 2008), pp. 17, 26, 34, 36, 39, 42 and 45  
<<http://www.census.gov/prod/2008pubs/fhw06-hi.pdf>> accessed May 19, 2008 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

**Table 7.60-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND  
WINNING TIMES: 1992 TO 2010**

Year	Number of registrants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	30,905	23,515	2:14:19	2:32:13
1993	29,514	23,640	2:13:16	2:32:20
1994	32,771	25,833	2:15:04	2:37:06
1995	34,434	27,022	2:16:08	2:37:29
1996	30,864	24,414	2:13:23	2:34:28
1997	33,682	26,495	2:12:17	2:33:14
1998	27,704	22,112	2:14:53	2:33:27
1999	26,724	21,211	2:16:45	2:32:36
2000	26,465	22,636	2:15:19	2:28:33
2001	23,513	19,236	2:15:09	2:29:54
2002	30,428	26,477	2:12:29	2:29:08
2003	25,283	22,161	2:12:59	2:31:56
2004	25,671	22,407	2:11:12	2:27:33
2005	28,048	24,295	2:12:00	2:30:24
2006	28,637	24,575	2:13:42	2:27:19
2007	27,829	23,299	2:18:53	2:33:07
2008	23,231	20,062	2:14:35	2:32:36
2009	23,469	20,323	2:12:14	2:28:34
2010	20,417	20,181	2:15:18	2:32:13

Source: Honolulu Marathon Association, records; Honolulu Marathon Champions & Entrants/Finishers, at <<http://www.honolulumarathon.org/?s=stats>> and records.

**Table 7.61-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP  
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2010**

Year	Number of participants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	1,379	1,298	8:09:08	8:55:29
1993	1,438	1,353	8:07:45	8:58:23
1994	1,405	1,290	8:20:27	9:20:14
1995	1,444	1,325	8:20:34	9:16:46
1996	1,421	1,288	8:04:08	9:06:49
1997	1,478	1,365	8:33:01	9:31:43
1998	1,487	1,379	8:24:20	9:24:16
1999	1,463	1,411	8:17:17	9:13:02
2000	1,525	1,426	8:21:01	9:26:17
2001	1,468	1,368	8:31:18	9:28:37
2002	1,541	1,455	8:29:56	9:07:54
2003	1,645	1,569	8:22:35	9:11:55
2004	1,728	1,579	8:33:29	9:33:25
2005	1,743	1,688	8:14:17	9:09:30
2006	1,689	1,624	8:11:56	9:18:31
2007	1,787	1,685	8:15:34	9:08:45
2008	1,731	1,634	8:17:45	9:06:23
2009	1,778	1,650	8:20:21	8:54:02
2010	1,849	1,770	8:10:37	8:58:36

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>> and 1999-2009 race results from <<http://www.ironmanlive.com>> accessed on October 26, 2009, and records.

**Table 7.62-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES  
AND WINNING TIMES: 1985 TO 2009**

[The Honolulu Race, sponsored by the Transpacific Yacht Club of Los Angeles,  
is run biennially between San Pedro, California, and Diamond Head  
Lighthouse, a great circle distance of 2,255 nautical miles]

Year	Boats entered	Winning times (days, hours, minutes, seconds)	
		Elapsed	Corrected
1985	65	13:06:31:19	9:14:07:40
1987	55	8:12:00:40	8:00:56:41
1989	45	8:12:50:35	8:02:54:08
1991	42	10:08:59:35	9:22:34:13
1993	42	9:09:11:17	8:28:09:06
1995	35	9:01:32:02	8:22:41:48
1997	39	8:06:31:00	7:01:46:11
1999	33	8:02:52:27	7:08:40:10
2001	34	10:17:49:19	8:01:01:08
2003	57	8:17:01:25	7:12:20:29
2005	76	8:16:25:04	6:08:45:05
2007	73	10:11:51:35	6:14:39:33
2009	86	7:08:17:11	5:07:52:20

Source: Transpac 2009 website <<http://www.transpacrace.com>> accessed November 30, 2009.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:  
2004-2005 TO 2010-2011 SEASONS**

<b>Bowl</b>	<b>2004- 2005</b>	<b>2005- 2006</b>	<b>2006- 2007</b>	<b>2007- 2008</b>	<b>2008- 2009</b>	<b>2009- 2010</b>	<b>2010- 2011</b>
Hawaii Bowl	39,754	16,134	40,623	24,079	43,487	20,217	41,089
Hula Bowl	12,122	7,065	7,919	1/ 2,000	(2/)	(2/)	(2/)
Pro Bowl	50,127	50,225	50,410	50,044	49,958	(3/)	49,331

1/ 2007-2008 figure represent an estimate as number reported at a "about 2,000."

2/ The Hula Bowl, usually held in January, was not played in 2009, 2010 and 2011.

3/ Held in Miami.

Source: *Honolulu Star-Advertiser*, *Honolulu Star-Bulletin* and *The Honolulu Advertiser*, various issues.

**Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF  
HAWAII AT MANOA: 2006-2007 TO 2009-2010**

[Includes only games played against four-year collegiate teams]

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
<b>2006-2007</b>						
Baseball	59	39	25	-	33	88,978
Basketball (men's)	31	18	13	-	16	102,959
Basketball (women's)	29	15	14	-	17	18,558
Football	14	11	3	-	8	292,708
Volleyball (men's)	27	13	14	-	16	53,440
Volleyball (women's)	35	29	6	-	22	158,093
<b>2007-2008</b>						
Baseball	60	29	31	-	28	72,310
Basketball (men's)	30	11	19	-	18	111,072
Basketball (women's)	30	12	18	-	19	29,949
Football	13	12	1	-	7	304,600
Volleyball (men's)	27	11	16	-	15	41,399
Volleyball (women's)	33	27	6	-	19	122,588
<b>2008-2009</b>						
Baseball	58	32	26	-	31	92,717
Basketball (men's)	30	13	17	-	20	117,779
Basketball (women's)	31	8	23	-	16	17,339
Football	14	7	7	-	2/ 8	2/ 328,081
Volleyball (men's)	27	9	18	-	17	43,520
Volleyball (women's)	35	31	4	-	23	136,715
<b>2009-2010</b>						
Baseball	63	35	28	-	30	95,711
Basketball (men's)	30	10	20	-	21	119,004
Basketball (women's)	30	10	20	-	13	20,610
Football	13	6	7	-	7	257,074
Volleyball (men's)	29	19	10	-	16	54,636
Volleyball (women's)	35	32	3	-	20	128,457

1/ Volleyball data refer to matches.

2/ Includes 45,718 attendance for Sheraton Hawai'i Bowl (counts as home game for NCAA purposes).

Source: University of Hawaii, Office of Intercollegiate Athletics, Sports Media Relations, records. See also <http://www.ncaa.org/stats/>.

**Table 7.65-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:  
2004-2005 TO 2009-2010 SEASONS**

[Data are for Oahu only (OIA)]

<b>Sport</b>	<b>Players</b>	<b>Games 1/</b>	<b>Attendance</b>	<b>Expenditure 2/ (dollars)</b>
2004-2005				
Baseball	Boys	(NA)	(NA)	20,172
Basketball	Boys and girls	542	18,883	115,686
Football	Boys	141	72,616	147,282
2005-2006				
Baseball	Boys	(NA)	(NA)	30,712
Basketball	Boys and girls	558	26,734	54,415
Football	Boys	145	84,253	147,021
2006-2007				
Baseball	Boys	(NA)	(NA)	16,461
Basketball	Boys and girls	610	26,248	118,360
Football	Boys	171	121,533	175,203
2007-2008				
Baseball	Boys	(NA)	(NA)	23,185
Basketball	Boys and girls	671	20,439	142,126
Football	Boys	179	120,961	167,111
2008-2009				
Baseball	Boys	(NA)	(NA)	24,170
Basketball	Boys and girls	556	19,325	141,018
Football	Boys	166	83,550	164,163
2009-2010				
Baseball	Boys	(NA)	(NA)	42,917
Basketball	Boys and girls	505	18,255	157,027
Football	Boys	166	88,253	170,410

NA Not available

1/ Junior varsity and varsity games, based on published schedules from public school leagues. Data exclude pre-season and post-season games.

2/ Data on expenditures reflect figures from the general and school trust funds.

Source: Hawaii State Department of Education, Office of Curriculum, Instruction and Student Support, records.

**Table 7.66-- PROFESSIONAL BOXING: 1993 TO 2010**

<b>Year</b>	<b>Number of promoters</b>	<b>Number of shows</b>	<b>Paid attendance</b>	<b>Gross receipts (dollars)</b>
1993	1	1	472	12,385
1994	3	6	8,022	191,150
1995	2	4	2,636	48,280
1996	3	3	2,653	64,781
1997	2	3	1,967	44,645
1998	2	3	2,059	52,510
1999	1	1	479	10,120
2000	3	5	3,106	77,155
2001	3	6	3,489	141,235
2002	3	3	4,477	106,295
2003	1	2	2,623	79,875
2004	1	-	-	-
2005	1	2	877	30,528
2006	-	-	-	-
2007	2	-	-	-
2008	2	3	450	16,000
2009	3	4	3,599	227,150
2010	2	1	(NA)	(NA)

NA Not available.

Source: Hawaii State Department of Commerce and Consumer Affairs, Boxing Commission, records.



**Table 7.67-- DOG LICENSES ISSUED, BY ISLAND: 1993 TO 2010**

[Dogs are licensed on a biennial basis]

Year	State total	Hawaii	Maui 1/	Lanai	Molokai	Oahu	Kauai
1993	27,586	4,006	2,427	26	46	20,081	1,000
1994	29,010	4,099	3,171	26	57	19,485	2,172
1995	28,442	4,911	1,446	82	48	20,030	1,925
1996	30,376	5,381	699	32	58	21,245	2,961
1997	28,395	5,871	1,378	33	80	19,713	1,320
1998	28,645	5,777	649	35	83	19,861	2,240
1999	32,137	6,311	4,473	29	84	20,039	1,201
2000	31,147	5,627	4,587	57	25	20,066	785
2001	31,068	5,919	4,285	(NA)	(NA)	18,761	2,103
2002	30,909	6,809	4,420	50	30	17,752	1,848
2003	29,519	6,786	2,901	12	47	16,673	3,100
2004	50,180	8,085	3,977	25	30	2/ 36,121	1,942
2005	53,415	10,454	4,621	24	30	2/ 35,638	2,648
2006	50,440	8,836	4,282	17	27	2/ 35,163	2,115
2007	50,403	6,504	4,997	9	27	34,966	3,900
2008	50,919	6,186	7,009	16	32	35,129	2,547
2009	52,623	7,881	5,039	25	36	35,129	4,513
2010	51,072	7,353	4,683	65	61	34,797	4,113

NA Not available.

1/ For the years 1995-1998, the number of registrations issued by the animal shelter (Maui Humane Society) was not included in the count. From year 2000 Maui County reported data in fiscal year, in 2001 Maui County reported 674 licenses which included Lanai and Molokai totals.

2/ Fiscal year ending June 30, figures are estimates.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the county Departments of Finance; Hawaiian Humane Society (for Oahu, 1995-2003); and Maui Humane Society (for Maui in 1999-2010).