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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: 2012*.

Table 7.01-- PASSENGERS ARRIVING, BY POINT OF ORIGIN AND TRANSIT STATUS: 2002 TO 2011

[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]

Point of origin and status	2002	2003	2004	2005	2006
All directions	7,628,983	7,557,861	8,225,648	8,840,063	9,049,713
Landing	7,424,631	7,438,045	8,101,166	8,713,112	8,937,555
Intransit	204,352	119,816	124,482	126,951	112,158
Domestic	5,290,418	5,462,304	5,914,311	6,460,134	6,793,781
Landing	5,253,652	5,461,554	5,911,004	6,436,275	6,772,702
Intransit	36,766	750	3,307	23,859	21,079
International	2,338,565	2,095,557	2,311,337	2,379,929	2,255,932
Landing	2,170,979	1,976,491	2,190,162	2,276,837	2,164,853
Intransit	167,586	119,066	121,175	103,092	91,079
Point of origin and status	2007	2008	2009	2010 1/	2011
All directions	9,011,455	8,034,872	7,718,206	8,258,740	8,556,041
Landing	8,910,672	8,021,780	7,709,202	8,255,465	8,510,128
Intransit	100,783	13,092	1/ 9,004	3,275	45,913
Domestic	6,810,847	6,009,005	5,751,759	6,086,335	6,278,333
Landing	6,791,906	6,005,133	5,748,379	6,083,060	6,258,790
Intransit	18,941	3,872	3,380	3,275	19,543
International	2,200,608	2,025,867	1,966,447	2,172,405	2,277,708
Landing	2,118,766	2,016,647	1,960,823	2,172,405	2,251,338
Intransit	81,842	9,220	5,624	-	26,370

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: 2009 TO 2011**

[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 and point of origin	All types	Visitors to Hawaii	Returning residents	Intended residents
PARTIES 1/				
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 2/	(NA)	3,297,271	577,474	(NA)
Domestic 2/	3,035,166	2,511,784	499,485	23,897
International 2/	(NA)	785,487	77,989	(NA)
2011, total	(NA)	3,392,951	567,242	(NA)
Domestic	3,104,318	2,581,983	499,561	22,774
International	(NA)	810,968	67,682	(NA)
PASSENGERS				
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 2/	8,258,740	6,916,894	1,291,983	(NA)
Domestic 2/	6,086,335	4,957,352	1,079,120	46,587
International 2/	2,172,405	1,959,542	212,863	(NA)
2011, total	8,556,041	7,174,397	1,292,290	(NA)
Domestic	6,278,333	5,127,291	1,088,058	43,441
International	2,277,708	2,047,106	204,232	(NA)

NA Not available.

1/ Not surveyed for intransit passengers.

2/ 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 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:
1966 TO 2011**

[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 2011 -- 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 1/	6,916,894	4,957,352	1,959,542	177,949	136,407	41,542
2011	7,174,397	5,127,291	2,047,106	185,824	142,027	43,797

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 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2010 AND 2011**

[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/	2010			2011		
	Total 2/	Domestic 2/	Inter-national	Total	Domestic	Inter-national
All visitors	6,916,894	4,957,352	1,959,541	7,174,397	5,127,291	2,047,106
US West MMA 3/	2,924,430	2,859,781	64,649	2,994,731	2,935,399	59,332
US East MMA 4/	1,610,421	1,560,030	50,391	1,642,279	1,594,712	47,567
Japan MMA	1,239,307	7,975	1,231,332	1,241,805	7,287	1,234,518
Canada MMA	405,040	170,136	234,904	477,564	210,740	266,824
Other Asia MMA 5/	167,669	38,277	129,392	211,028	42,901	168,127
China	61,455	26,854	34,601	81,738	31,654	50,084
Hong Kong	4,949	1,305	3,644	4,082	1,392	2,690
Korea	81,758	7,388	74,370	112,567	7,145	105,422
Singapore	3,882	1,010	2,872	4,453	1,187	3,266
Taiwan	15,625	1,720	13,905	8,186	1,521	6,665
Oceania MMA 6/	161,060	37,044	124,016	209,976	45,362	164,614
Australia	143,096	33,085	110,011	189,246	41,275	147,971
New Zealand	17,963	3,958	14,005	20,730	4,087	16,643
Europe MMA 7/	112,765	96,949	15,816	119,825	101,790	18,035
United Kingdom	45,525	39,112	6,413	45,552	38,590	6,962
France	12,555	8,041	4,514	16,546	9,280	7,266
Germany	33,447	30,391	3,056	34,690	32,081	2,609
Italy	10,870	10,308	562	10,447	10,072	375
Switzerland	10,368	9,097	1,271	12,589	11,766	823
Latin America MMA 8/	19,791	19,000	791	22,116	21,550	566
Argentina	3,339	3,261	78	4,053	3,997	56
Brazil	9,438	9,126	312	10,101	9,867	234
Mexico	7,014	6,613	400	7,963	7,687	276
Other MMA 9/	276,411	168,161	108,250	255,073	167,550	87,523

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2010 AND 2011 -- Con.**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Revised from previous *Data Book*.
- 3/ Pacific and Mountain States of the United States.
- 4/ All other States in the continental United States not included in U.S. West.
- 5/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 6/ Includes Australia and New Zealand.
- 7/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 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 7.05-- VISITOR DAYS, BY POINT OF ORIGIN: 1993 TO 2011

[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	Total	Domestic	International
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	1/ 64,951,433	1/ 49,788,583	15,162,850
2011	67,825,871	51,839,799	15,986,073

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 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTY AND ISLAND:
2010 AND 2011**

[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	2010			2011		
	Total 1/	Domestic 1/	Inter-national	Total	Domestic	Inter-national
State total	177,949	136,407	41,542	185,824	142,027	43,797
Oahu	85,895	55,125	30,769	88,980	57,089	31,891
Hawaii County	25,067	21,522	3,545	26,550	22,851	3,699
Kauai County	19,874	18,740	1,134	20,816	19,534	1,282
Maui County	47,113	41,020	6,093	49,478	42,553	6,925
Maui	45,717	39,735	5,982	48,054	41,273	6,781
Molokai	687	636	51	701	624	76
Lanai	709	649	60	723	655	67

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 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREA VISITED: 2010 AND 2011

[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	2010			2011		
	Total 1/	Domestic 1/	Inter-national	Total	Domestic	Inter-national
State total 2/	6,916,894	4,957,352	1,959,542	7,174,397	5,127,291	2,047,106
Oahu	4,273,657	2,532,365	1,741,292	4,401,624	2,592,014	1,809,609
Kauai	955,112	870,746	84,366	1,011,500	914,423	97,077
Maui County 2/	2,122,635	1,828,063	294,572	2,211,413	1,868,986	342,427
Maui	2,080,403	1,790,588	289,815	2,168,487	1,831,088	337,399
Molokai	49,708	41,055	8,653	55,250	43,865	11,385
Lanai	68,205	57,031	11,174	75,004	61,848	13,156
Hawaii County 2/	1,281,232	976,459	304,773	1,318,310	1,022,016	296,294
Hilo	473,140	339,776	133,364	485,137	345,372	139,765
Kona	1,065,472	842,271	223,201	1,106,462	887,463	218,999
One island only	5,601,492	4,022,635	1,578,857	5,814,693	4,172,366	1,642,327
Oahu only	3,163,961	1,788,843	1,375,118	3,259,370	1,837,570	1,421,801

1/ Revised from previous *Data Book*.

2/ 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: 2010 AND 2011

[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
2010			
Residence (percent)			
United States	65.6	89.2	5.9
Pacific and Mountain States	42.3	57.7	3.3
California	23.9	32.6	1.7
Males per 100 females	93.0	97.3	79.8
Persons per party	2.1	2.0	2.5
Arriving June-August (percent)	28.0	29.3	24.6
Repeat visitors (percent)	66.1	70.4	55.3
Pleasure trip (percent)	82.1	81.5	83.7
In hotel only	54.9	46.4	76.3
One island only	81.0	81.1	80.6
2011			
Residence (percent)			
United States	64.6	88.4	5.2
Pacific and Mountain States	41.7	57.3	2.9
California	23.1	31.8	1.3
Males per 100 females	93.5	97.5	76.4
Persons per party	2.1	2.0	2.5
Arriving June-August (percent)	26.9	27.7	24.8
Repeat visitors (percent)	66.0	70.7	54.2
Pleasure trip (percent)	82.5	81.6	84.8
In hotel only	54.8	46.8	75.1
One island only	81.0	81.4	80.2

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:
2010 AND 2011**

[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	2010 1/	2011
United States	4,419,811	4,530,111
Pacific	2,321,329	2,375,475
Alaska	69,175	79,218
California	1,617,786	1,629,858
Oregon	196,533	204,240
Washington	437,835	462,160
Mountain	538,453	559,924
Arizona	147,722	148,450
Colorado	134,163	139,448
Idaho	35,261	38,753
Montana	20,863	23,572
Nevada	76,986	81,518
New Mexico	26,953	26,559
Utah	87,841	92,049
Wyoming	8,664	9,574
West North Central	189,866	200,784
Iowa	23,682	26,102
Kansas	23,904	26,017
Minnesota	68,358	71,518
Missouri	42,769	43,465
Nebraska	16,261	17,393
North Dakota	6,947	7,724
South Dakota	7,947	8,565
West South Central	282,848	286,962
Arkansas	13,923	13,487
Louisiana	17,258	17,435
Oklahoma	27,061	27,106
Texas	224,606	228,934
East North Central	330,498	345,118
Illinois	126,637	132,196
Indiana	38,066	39,743
Michigan	58,515	60,818
Ohio	65,021	65,880
Wisconsin	42,259	46,482
East South Central	79,106	76,712
Alabama	19,094	18,825
Kentucky	20,328	18,516
Mississippi	8,012	7,848
Tennessee	31,673	31,524

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:
2010 AND 2011 -- Con.**

Residence	2010 1/	2011
New England	98,612	102,404
Connecticut	23,377	23,916
Maine	7,396	7,171
Massachusetts	48,390	50,919
New Hampshire	8,971	9,253
Rhode Island	5,914	6,204
Vermont	4,563	4,940
Middle Atlantic	235,053	235,893
New Jersey	62,845	61,109
New York	107,152	108,282
Pennsylvania	65,056	66,502
South Atlantic	344,047	346,839
Delaware	7,905	4,535
Washington, D.C.	4,586	9,258
Florida	86,636	89,414
Georgia	51,924	52,100
Maryland	46,816	47,393
North Carolina	43,604	42,354
South Carolina	18,556	18,300
Virginia	78,128	77,819
West Virginia	5,891	5,667

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 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINT OF ORIGIN: 2010 AND 2011

[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	
	2010 1/	2011	2010	2011
All visitors 2/	4,957,352	5,127,291	1,959,542	2,047,106
Purpose of visit 2/				
Pleasure	4,041,428	4,185,975	1,639,436	1,736,098
Honeymoon	231,569	233,181	262,433	293,892
Wedding	53,265	54,973	62,663	64,934
Meetings, conventions, incentive 2/	266,137	299,754	100,500	97,594
Convention/conference	170,657	187,466	52,368	45,824
Corporate meeting	54,214	65,193	15,829	16,145
Incentive	50,616	58,870	35,193	37,885
Other business	213,159	213,342	23,518	23,897
Visit friends or relatives	582,479	570,871	68,334	64,781
Government or military	91,738	86,299	28,555	18,648
Attend school	13,177	13,876	7,718	5,918
Sport event	50,698	58,776	43,594	36,218
Traveler method				
Group tour	159,112	174,273	491,367	435,034
Package	1,263,818	1,288,037	1,194,865	1,218,548
Group tour and package	112,542	122,645	432,431	379,665
True independent	3,646,965	3,787,626	705,742	773,189
Accommodations				
Hotel	2,737,634	2,855,884	1,584,907	1,639,148
Hotel only	2,300,756	2,398,033	1,495,837	1,537,095
Condo	970,512	1,022,333	249,277	289,638
Condo only	766,062	803,788	195,804	228,204
Timeshare	635,092	634,727	78,435	82,970
Timeshare only	494,004	491,518	55,830	59,335
Rental house	287,142	334,904	31,668	34,529
Bed & breakfast	53,514	57,901	9,873	12,679
Cruise ship	116,518	108,663	13,481	19,731
Friends, relatives	614,427	594,657	73,441	70,488

1/ Revised from previous *Data Book*.

2/ 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: 2010

[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	85.7	83.2	89.4	85.2
Helicopter/plane tour	10.8	8.2	14.8	3.3
Boat/submarine/whale watching	26.7	24.1	30.7	14.2
Tour bus excursion	12.1	8.3	17.8	41.0
Private limousine/van tour	5.1	3.7	7.3	16.0
Self-guided	76.4	75.4	77.8	54.6
Recreation	89.6	89.8	89.3	75.1
Swimming/sunbathing/beach	83.4	83.3	83.4	61.0
Surfing/bodyboarding	24.5	26.8	21.1	7.3
Snorkeling/scuba diving	48.8	51.0	45.6	16.9
Jet skiing/parasailing/windsurfing	4.7	4.6	4.7	2.9
Golf	10.8	10.9	10.5	10.6
Running/jogging/fitness walking	42.5	44.5	39.4	21.0
Spa	12.5	12.1	13.1	8.0
Backpacking/hiking/camping	25.5	24.6	26.9	8.6
Sports event/tournament	3.7	3.7	3.6	2.1
Entertainment	94.1	94.8	93.1	89.5
Lunch/sunset/dinner/evening cruise	26.3	23.4	30.8	52.1
Lounge act/stage show	22.4	19.5	26.8	22.5
Nightclub/dancing/bar/karaoke	11.8	11.1	12.7	6.0
Fine dining	54.1	53.3	55.1	75.3
Family restaurant/diner	74.1	74.2	73.9	47.3
Ethnic dining	40.1	40.4	39.7	13.9
Prepared own meal	53.3	58.6	45.3	16.4
Shopping	93.7	94.0	93.3	92.1
Department stores	40.3	38.8	42.5	49.8
Designer boutiques	33.2	32.4	34.5	56.4
Hotel stores	41.6	38.3	46.7	44.2
Swap meet	29.7	30.2	28.9	18.0
Discount/outlet stores	31.2	30.8	31.7	39.8
Supermarkets	72.1	76.2	65.9	59.0
Convenience stores	61.7	62.0	61.3	71.2
Duty free	11.0	10.0	12.5	63.9
Local shops/artisans	70.9	70.5	71.5	32.2

Continued on next page.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2010 - Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture	79.4	76.1	84.3	68.9
Historic military sites	28.3	21.3	38.7	15.7
Other historical sites	22.6	30.7	36.4	16.2
Museum/art gallery	36.6	22.2	23.2	12.9
Polynesian show/lu'au/hula	5.4	28.7	48.4	30.2
Play/concert	16.2	5.5	5.3	2.0
Art/craft fair	55.4	17.1	14.8	3.2
Parks/gardens	4.8	53.4	58.4	45.5
Festival	32.9	5.2	4.2	6.3
Transportation	85.4	85.7	84.9	88.2
Trolley	7.3	6.0	9.3	66.3
Public Bus	11.2	10.1	12.8	22.3
Taxi/limousine	14.3	11.8	18.1	37.4
Rental Car	75.4	77.0	73.1	18.7
Meeting	7.9	7.1	9.1	1.8
Convention	3.6	2.7	4.8	1.0
Incentive/reward	4.1	3.5	5.1	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, *2010 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011 and records.

Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2010

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	76.0	80.9	81.6	83.1
Somewhat satisfied	20.8	17.0	15.9	15.1
Somewhat dissatisfied	2.6	1.8	1.8	1.5
Not satisfied at all	0.5	0.3	0.7	0.2
Restaurants				
Very satisfied	61.7	61.7	52.8	55.2
Somewhat satisfied	33.7	34.0	40.6	38.9
Somewhat dissatisfied	4.2	3.8	6.0	5.4
Not satisfied at all	0.5	0.5	0.6	0.5
Shopping				
Very satisfied	67.2	59.6	46.8	51.2
Somewhat satisfied	29.8	38.0	46.6	44.0
Somewhat dissatisfied	2.8	2.2	5.3	4.8
Not satisfied at all	0.3	0.3	1.3	0.0
Golf				
Very satisfied	68.2	80.0	72.7	72.8
Somewhat satisfied	30.4	17.5	22.3	22.7
Somewhat dissatisfied	0.7	1.5	4.7	4.5
Not satisfied at all	0.7	1.0	0.3	0.0
Activities & attractions				
Very satisfied	74.2	75.4	75.6	70.5
Somewhat satisfied	24.7	23.1	21.7	27.1
Somewhat dissatisfied	1.0	1.5	2.2	2.3
Not satisfied at all	0.1	0.0	0.5	0.1
Transportation				
Very satisfied	66.8	61.9	48.5	54.0
Somewhat satisfied	27.1	29.7	38.2	30.1
Somewhat dissatisfied	5.2	7.5	8.0	10.1
Not satisfied at all	0.9	0.9	5.3	5.7
Airports				
Very satisfied	60.3	59.3	61.2	53.3
Somewhat satisfied	34.2	35.3	34.3	37.3
Somewhat dissatisfied	5.0	4.6	4.2	8.1
Not satisfied at all	0.6	0.8	0.3	1.4

Continued on next page.

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2010 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	76.2	80.2	79.7	72.9
Somewhat satisfied	21.4	18.3	17.4	23.4
Somewhat dissatisfied	2.1	1.3	2.6	3.0
Not satisfied at all	0.3	0.1	0.3	0.7

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: 2010**

[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	75.1	78.5	80.5	84.2
Somewhat satisfied	21.8	19.6	16.2	14.2
Somewhat dissatisfied	2.7	1.6	2.2	1.3
Not satisfied at all	0.5	0.3	1.1	0.3
Restaurants				
Very satisfied	62.7	59.2	50.2	55.9
Somewhat satisfied	32.8	35.8	42.5	37.9
Somewhat dissatisfied	4.0	4.6	6.6	5.7
Not satisfied at all	0.6	0.4	0.7	0.6
Shopping				
Very satisfied	66.6	55.5	45.3	52.7
Somewhat satisfied	30.4	42.0	47.9	42.6
Somewhat dissatisfied	2.7	2.4	5.3	4.6
Not satisfied at all	0.3	0.2	1.4	0.0
Golf				
Very satisfied	65.2	77.9	68.7	70.6
Somewhat satisfied	33.6	18.9	25.8	25.2
Somewhat dissatisfied	0.0	2.5	4.9	4.2
Not satisfied at all	1.2	0.7	0.5	0.0
Activities & attractions				
Very satisfied	73.1	70.8	74.3	70.4
Somewhat satisfied	26.0	27.4	22.8	26.2
Somewhat dissatisfied	0.8	1.8	2.5	3.2
Not satisfied at all	0.0	0.0	0.5	0.2
Transportation				
Very satisfied	64.9	58.8	45.8	56.7
Somewhat satisfied	29.6	30.4	39.5	27.7
Somewhat dissatisfied	5.5	9.5	8.4	11.5
Not satisfied at all	0.0	1.3	6.3	4.2
Airports				
Very satisfied	59.2	57.1	61.7	52.7
Somewhat satisfied	35.3	37.9	35.0	37.2
Somewhat dissatisfied	5.2	4.2	3.1	8.3
Not satisfied at all	0.3	0.7	0.2	1.8
Parks & beaches				
Very satisfied	74.3	78.1	78.6	73.2
Somewhat satisfied	22.8	21.2	18.4	22.6
Somewhat dissatisfied	2.6	0.7	2.7	3.3
Not satisfied at all	0.4	0.0	0.3	1.0

Source: Hawaii Tourism Authority, Tourism Research, *2010 Visitor Satisfaction and Activity Report*
<[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011 and records.

**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2010**

[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	77.2	84.7	83.4	81.0
Somewhat satisfied	19.7	12.8	15.3	16.9
Somewhat dissatisfied	2.4	2.2	1.1	2.0
Not satisfied at all	0.7	0.3	0.1	0.1
Restaurants				
Very satisfied	60.5	65.8	57.2	53.9
Somewhat satisfied	34.8	31.0	37.3	40.8
Somewhat dissatisfied	4.4	2.5	4.9	4.9
Not satisfied at all	0.3	0.6	0.6	0.4
Shopping				
Very satisfied	67.9	66.1	49.4	48.5
Somewhat satisfied	28.9	31.7	44.4	46.0
Somewhat dissatisfied	2.9	1.8	5.1	5.0
Not satisfied at all	0.3	0.4	1.1	0.1
Golf				
Very satisfied	72.2	83.5	79.2	78.7
Somewhat satisfied	26.2	15.1	16.6	16.0
Somewhat dissatisfied	1.6	0.0	4.2	5.4
Not satisfied at all	0.0	1.4	0.0	0.0
Activities & attractions				
Very satisfied	75.4	82.1	77.7	70.8
Somewhat satisfied	23.2	16.9	20.1	28.5
Somewhat dissatisfied	1.3	1.1	1.7	0.7
Not satisfied at all	0.2	0.0	0.5	0.0
Transportation				
Very satisfied	69.0	65.6	53.3	49.4
Somewhat satisfied	24.1	28.9	35.9	34.3
Somewhat dissatisfied	4.8	5.1	7.2	7.9
Not satisfied at all	2.0	0.5	3.5	8.4
Airports				
Very satisfied	61.7	62.9	60.3	54.3
Somewhat satisfied	32.8	31.1	33.1	37.4
Somewhat dissatisfied	4.6	5.2	6.1	7.6
Not satisfied at all	1.0	0.8	0.5	0.7
Parks & beaches				
Very satisfied	78.5	83.6	81.7	72.4
Somewhat satisfied	19.6	13.8	15.7	25.0
Somewhat dissatisfied	1.6	2.4	2.4	2.6
Not satisfied at all	0.3	0.3	0.3	0.0

Source: Hawaii Tourism Authority, Tourism Research, *2010 Visitor Satisfaction and Activity Report*
<[http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011.

Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM JAPAN, BY GEOGRAPHIC AREA: 2010

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

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	51.4	67.9	(NA)	62.1
Somewhat satisfied	41.9	26.5	(NA)	33.2
Somewhat dissatisfied	6.0	5.6	(NA)	4.7
Not satisfied at all	0.8	0.0	(NA)	0.0
Restaurants				
Very satisfied	28.5	23.4	(NA)	22.3
Somewhat satisfied	56.2	63.8	(NA)	58.8
Somewhat dissatisfied	14.4	10.4	(NA)	17.1
Not satisfied at all	1.0	2.4	(NA)	1.8
Shopping				
Very satisfied	47.2	21.2	(NA)	13.9
Somewhat satisfied	46.3	57.0	(NA)	50.0
Somewhat dissatisfied	6.2	20.1	(NA)	32.4
Not satisfied at all	0.4	1.7	(NA)	3.7
Golf				
Very satisfied	40.9	73.2	(NA)	58.7
Somewhat satisfied	49.5	26.8	(NA)	36.0
Somewhat dissatisfied	9.2	0.0	(NA)	2.6
Not satisfied at all	0.4	0.0	(NA)	2.7
Activities & attractions				
Very satisfied	42.4	43.5	(NA)	45.0
Somewhat satisfied	50.1	47.7	(NA)	46.5
Somewhat dissatisfied	7.1	7.2	(NA)	7.5
Not satisfied at all	0.3	1.6	(NA)	1.0
Transportation				
Very satisfied	43.7	15.5	(NA)	15.8
Somewhat satisfied	45.9	52.5	(NA)	41.4
Somewhat dissatisfied	9.3	29.0	(NA)	30.6
Not satisfied at all	1.1	3.0	(NA)	12.2
Airports				
Very satisfied	24.4	17.6	(NA)	16.1
Somewhat satisfied	56.7	61.5	(NA)	52.7
Somewhat dissatisfied	17.5	17.4	(NA)	27.2
Not satisfied at all	1.4	3.5	(NA)	3.9
Parks & beaches				
Very satisfied	50.2	49.9	(NA)	46.1
Somewhat satisfied	45.1	46.3	(NA)	46.3
Somewhat dissatisfied	4.3	2.8	(NA)	6.8
Not satisfied at all	0.5	0.9	(NA)	0.8

NA Not available.

1/ Sample is too small for tabulation.

Source: Hawaii Tourism Authority, Tourism Research, *2010 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011.

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2010

[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	61.9	60.1	63.8	59.2
Above average	33.7	35.3	31.9	38.2
Below average	3.9	3.8	4.0	2.3
Poor	0.6	0.8	0.3	0.2
Maui				
Excellent	72.5	69.2	76.8	57.4
Above average	25.2	28.7	20.6	37.4
Below average	2.3	2.1	2.5	5.2
Poor	0.0	0.0	0.1	0.0
Molokai				
Excellent	52.2	43.6	61.3	14.9
Above average	32.5	36.4	28.4	72.3
Below average	14.3	18.7	9.5	12.8
Poor	1.0	1.2	0.8	0.0
Lanai				
Excellent	59.4	57.2	61.5	31.0
Above average	36.1	38.9	33.5	69.0
Below average	3.4	3.5	3.3	0.0
Poor	1.1	0.4	1.7	0.0
Big Island				
Excellent	67.6	65.6	69.9	59.7
Above average	29.2	30.4	27.8	36.5
Below average	3.0	3.8	2.1	3.4
Poor	0.2	0.2	0.2	0.4
Kauai				
Excellent	74.9	73.3	76.9	42.8
Above average	22.9	24.0	21.5	49.4
Below average	1.7	1.9	1.3	7.8
Poor	0.6	0.8	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, *2010 Visitor Satisfaction and Activity Report*

<[http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 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. 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
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
2010				
Airlines	24.0	25.2	22.1	13.3
Books	18.3	15.0	23.2	31.2
Friends/relatives	35.2	33.3	38.0	23.3
Hawaii Visitors & Convention Bureau	10.9	8.5	14.1	13.5
Hotels/resorts	21.9	20.0	24.8	12.7
Internet	76.7	78.1	74.8	59.5
Magazines	6.7	6.1	7.7	36.5
Newspapers	1.4	1.5	1.2	2.6
Personal experience	43.9	50.1	34.6	41.5
Travel agents	17.3	13.5	23.0	59.0
Wholesalers	8.9	8.7	9.1	17.2
Information -none	3.6	3.3	4.1	2.1

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, *2010 Visitor Satisfaction and Activity Report*
 <[http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011 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: 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. 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
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
2010				
Book tours and activities	12.2	10.2	15.3	2.0
Estimate costs	53.7	53.4	54.1	16.9
Find evening activities	15.3	13.1	18.7	5.4
Find good restaurant	31.8	30.4	34.0	38.7
Find hotel or place to stay	47.3	45.0	50.9	67.8
Find recreational activities	40.7	36.7	47.0	38.6
Find things to do	52.9	47.0	62.3	43.7
Locate shopping places	10.7	9.8	12.0	43.5
Locate sightseeing places	30.3	25.1	38.3	40.0
Make airline reservations	84.4	87.8	79.1	40.2
Make hotel reservations	57.4	57.6	57.1	30.1
Maps and directions	37.1	36.9	37.3	32.6
Rental car reservation	62.8	66.2	57.3	17.0

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, *2010 Visitor Satisfaction and Activity Report*

<[http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011 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: 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. 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
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
2010				
No problems	89.5	89.8	89.2	90.9
Safety issues				
Drug dealers	2.8	2.9	2.6	1.2
Solicited by prostitutes	1.0	0.9	1.2	0.8
Wallet stolen	1.0	0.9	1.0	1.4
Room vandalized	0.2	0.3	0.2	0.2
Car vandalized	1.1	1.4	0.8	0.6
Violence	1.0	1.0	1.1	0.7
Other nuisance				
Parking ticket	1.6	1.8	1.2	0.8
Severe weather/natural calamities	4.1	3.9	4.4	5.6

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2010 Visitor Satisfaction and Activity Report*
 <[http://www.hawaii tourism authority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaii tourism authority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011 and records.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2010

[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	1.3	1.3	1.3	2.9
\$15,000-\$24,999	1.6	1.8	1.4	4.7
\$25,000-\$29,999	2.0	2.0	1.9	5.9
\$30,000-\$34,999	2.2	2.3	2.0	5.9
\$35,000-\$39,999	2.0	2.1	2.0	5.6
\$40,000-\$44,999	2.4	2.2	2.7	4.9
\$45,000-\$49,999	3.3	3.3	3.3	6.8
\$50,000-\$69,999	12.1	11.0	13.8	17.5
\$70,000-\$99,999	19.4	19.9	18.6	20.5
\$100,000-\$124,999	16.1	16.3	15.8	10.1
\$125,000-\$149,999	9.9	10.2	9.6	5.1
\$150,000-\$199,999	11.2	11.2	11.2	5.0
\$200,000 or more	16.5	16.6	16.4	5.0
Education attainment				
Less than high school graduate	0.4	0.4	0.4	2.1
High school graduate	22.4	22.0	23.0	31.3
Associates degree (2-year)	9.1	9.7	8.4	14.7
Bachelor's degree (4-year)	34.5	34.5	34.6	39.3
Post graduate degree	31.6	31.4	32.0	4.1
Vocational / technical degree	1.8	2.1	1.5	8.6
Primary purpose of trip				
Vacation	66.3	69.5	61.4	66.5
Business meeting / conduct business	6.3	6.0	6.7	1.0
Convention / conference / seminar	2.5	1.8	3.5	0.7
Incentive / reward	1.1	0.6	1.8	1.3
Visit friends / relatives	9.8	9.8	9.8	2.6
Get married	0.7	0.6	0.9	1.9
Attend / participate in wedding	3.1	3.0	3.3	6.6
Honeymoon	2.8	1.8	4.3	7.2
Anniversary / birthday	3.9	3.5	4.5	1.7
Sporting event	0.4	0.5	0.4	1.6
Cultural/musical event	0.2	0.2	0.3	0.9
Medical treatment	0.0	0.1	0.0	0.0
Shopping / fashion	0.1	0.1	0.0	3.7
Other	2.8	2.6	3.1	4.3

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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: 2010 - Con.

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip				
Vacation	42.4	40.4	45.4	25.3
Business meeting / conduct business	4.1	4.7	3.2	1.1
Convention / conference / seminar	0.8	0.4	1.3	0.5
Incentive / reward	3.2	3.7	2.6	0.7
Visit friends / relatives	19.7	20.7	18.0	3.9
Get married	0.4	0.2	0.6	0.5
Attend / participate in wedding	0.9	1.1	0.6	2.6
Honeymoon	1.6	1.1	2.4	3.2
Anniversary / birthday	15.3	14.9	15.9	4.0
Sporting event	1.0	1.0	1.0	2.1
Cultural/musical event	0.9	1.2	0.4	2.1
Medical treatment	0.2	0.0	0.5	0.4
Shopping / fashion	1.4	1.7	0.9	45.7
Other	8.1	8.7	7.1	7.9
Employment status				
Working	67.5	65.7	70.4	57.7
Retired	21.1	22.3	19.2	12.4
Student	2.4	2.5	2.2	1.2
Homemaker	6.2	6.4	6.0	20.4
Other	2.8	3.2	2.2	8.3
Gender and median age				
Male	44.7	44.4	45.2	47.5
Female	55.3	55.6	54.8	52.5
Median age	51.0	52.0	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, *2010 Visitor Satisfaction and Activity Report* <[http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20\(FINAL2\).pdf](http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2010%20VSAT%20Report%20(FINAL2).pdf)> accessed December 16, 2011.

Table 7.21-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINT OF ORIGIN: 2010 AND 2011

[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	2010			2011		
	Total 1/	Domestic 1/	International	Total	Domestic	International
All visitors	6,916,894	4,957,352	1,959,542	7,174,397	5,127,291	2,047,106
1 to 6 days	2,298,839	1,085,430	1,213,408	2,293,554	1,072,948	1,220,606
7 to 12 days	3,525,346	2,992,525	532,821	3,734,498	3,134,870	599,629
13 to 30 days	1,000,500	808,318	192,182	1,052,864	846,071	206,793
31 to 365 days	92,210	71,079	21,131	93,482	73,403	20,078
Median (days)	7.32	8.00	6.00	7.37	8.00	6.00
Mean (days)	9.39	10.04	7.74	9.45	10.11	7.81

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 7.22-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:
2006 TO 2011**

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

Subject	2006	2007	2008	2009	2010	2011
Arrivals (1,000)	1,363	1,296	1,175	1,168	1,239	1,242
Average stay (days)	5.6	5.7	5.7	5.8	5.9	6.0
Expenditures (mil. dol.)	2,037	1,982	1,944	1,826	1,900	2,164

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: 1960-61 TO 2011

[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
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
1995	132.73	356.15	2011	157.81	289.10

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: 1960-61 TO 2011

[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/
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
1995	152.4	87	2011	224.9	70

1/ In constant (1982-84) dollars.

2/ Oahu only.

Source: Preceding table; U.S. Bureau of Labor Statistics, *CPI Detailed Report*
 <<http://www.bls.gov/cpi/home.htm>> accessed on July 31, 2012 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: 2010 AND 2011

[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		Visitors from Canada	
	2010	2011	2010	2011	2010	2011	2010	2011
All items	139.9	144.0	171.1	180.9	261.1	289.1	145.0	150.0
Total food and beverage	32.7	33.7	38.0	40.8	42.8	45.5	30.9	31.4
Restaurant food	21.6	22.4	27.0	29.2	30.0	32.6	18.2	18.3
Dinner shows and cruises	3.1	3.1	4.3	4.4	4.7	4.7	3.2	3.1
Groceries and snacks	8.0	8.3	6.7	7.2	8.1	8.2	9.5	10.0
Entertainment & recreation	12.6	13.0	17.6	18.7	19.5	19.6	12.6	12.8
Total transportation	16.3	16.4	20.6	20.3	10.6	11.3	15.3	15.5
Interisland airfare	2.0	1.8	4.5	3.7	2.1	2.4	1.6	1.4
Ground transportation	0.7	0.7	1.0	1.0	4.6	4.8	0.9	1.0
Rental vehicles	12.1	12.2	13.2	13.7	3.5	3.7	11.4	11.5
Gasoline, parking, etc.	1.5	1.6	1.9	1.9	0.4	0.4	1.5	1.7
Total shopping	16.1	16.2	18.9	19.8	91.7	102.2	17.2	18.4
Fashion and clothing	6.2	6.2	7.0	7.0	24.3	26.9	8.7	9.3
Jewelry and watches	3.2	3.1	3.9	4.3	12.4	13.7	2.7	2.9
Cosmetics, perfume	0.2	0.3	0.2	0.3	5.2	6.0	0.3	0.3
Leather goods	0.5	0.6	0.5	0.7	29.7	34.2	0.5	0.8
Hawaii food products	2.1	2.2	2.1	2.1	11.7	12.4	1.6	1.8
Souvenirs	3.8	3.9	5.2	5.4	8.5	9.0	3.4	3.3
Lodging	58.2	60.8	66.5	72.1	78.2	92.8	63.0	66.9
All other expenses 3/	4.1	4.0	9.4	9.2	18.4	17.7	6.0	4.9

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2010 AND 2011 -- Con.**

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 4/	
	2010	2011	2010	2011	2010	2011
All items	350.3	371.7	222.9	238.3	226.0	258.9
Total food and beverage	26.4	31.6	29.8	32.8	43.4	45.6
Restaurant food	16.6	19.3	20.2	23.3	30.4	32.4
Dinner shows and cruises	3.9	5.4	5.4	4.6	6.8	5.6
Groceries and snacks	5.8	7.0	4.2	4.9	6.3	7.5
Entertainment & recreation	33.5	30.1	22.9	23.3	21.7	25.6
Total transportation	11.9	15.5	13.9	14.4	19.4	21.5
Interisland airfare	4.5	6.4	5.8	5.8	7.0	7.8
Ground transportation	3.4	4.0	2.2	2.3	3.4	3.3
Rental vehicles	3.4	4.0	4.8	5.3	7.6	8.9
Gasoline, parking, etc.	0.6	1.1	1.0	1.0	1.4	1.6
Total shopping	101.3	125.4	48.0	47.4	73.0	86.2
Fashion and clothing	23.8	30.5	15.6	15.9	24.1	26.5
Jewelry and watches	25.8	28.8	3.4	4.1	8.1	14.2
Cosmetics, perfume	14.0	17.1	3.8	4.0	7.0	8.8
Leather goods	28.4	36.2	17.4	15.4	21.3	23.1
Hawaii food products	6.1	7.6	4.6	5.0	6.6	6.5
Souvenirs	3.1	5.2	3.1	3.0	5.9	7.2
Lodging	65.5	67.8	61.9	66.2	62.3	72.2
All other expenses 3/	111.9	101.3	46.5	54.3	6.0	7.8

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2010 AND 2011 -- Con.**

Expenditure type	Visitors from Australia		Visitors from New Zealand		Visitors from Oceania 5/	
	2010	2011	2010	2011	2010	2011
All items	206.7	228.7	154.2	168.0	206.9	238.6
Total food and beverage	28.5	29.6	23.8	27.6	42.5	44.0
Restaurant food	19.8	21.0	15.9	18.3	30.1	29.4
Dinner shows and cruises	3.2	3.5	1.9	1.9	4.5	5.4
Groceries and snacks	5.5	5.1	5.9	7.4	7.9	9.3
Entertainment & recreation	19.8	21.9	10.9	12.3	18.3	19.4
Total transportation	10.0	9.5	9.1	10.5	14.4	19.7
Interisland airfare	3.4	3.2	2.5	3.1	3.9	7.2
Ground transportation	2.3	2.3	2.4	2.2	3.2	4.9
Rental vehicles	3.6	3.4	3.8	4.3	6.3	7.0
Gasoline, parking, etc.	0.7	0.6	0.5	0.9	1.0	0.5
Total shopping	39.1	41.6	33.4	34.2	53.7	59.2
Fashion and clothing	22.9	24.5	21.1	22.5	30.5	31.6
Jewelry and watches	5.2	5.4	3.2	3.8	8.2	5.9
Cosmetics, perfume	3.4	3.9	2.5	2.1	4.3	4.1
Leather goods	2.7	3.4	2.2	2.1	3.3	6.9
Hawaii food products	0.7	0.6	1.3	0.8	1.4	4.2
Souvenirs	4.2	3.8	3.1	2.9	6.0	6.5
Lodging	65.5	74.7	51.7	56.8	70.0	89.6
All other expenses 3/	43.8	51.5	25.3	26.6	8.1	6.8

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2010 AND 2011 -- Con.**

Expenditure type	Visitors from Europe 6/		Visitors from Latin America 7/		Visitors from other markets 8/	
	2010	2011	2010	2011	2010	2011
All items	159.0	160.0	212.4	211.4	167.8	182.9
Total food and beverage	35.1	35.4	41.3	39.6	33.4	38.2
Restaurant food	25.4	25.9	29.8	28.3	21.6	26.4
Dinner shows and cruises	3.0	2.2	6.1	3.8	3.6	4.2
Groceries and snacks	6.7	7.3	5.4	7.5	8.2	7.5
Entertainment & recreation	13.4	14.7	18.6	19.9	13.7	14.5
Total transportation	22.1	21.6	27.6	23.4	18.2	17.8
Interisland airfare	6.7	5.4	10.2	5.3	3.2	3.7
Ground transportation	1.9	1.6	1.5	2.4	3.0	2.5
Rental vehicles	12.0	13.0	13.6	14.2	10.4	9.7
Gasoline, parking, etc.	1.6	1.6	2.3	1.5	1.6	1.9
Total shopping	15.3	17.0	37.5	40.0	37.6	35.2
Fashion and clothing	7.5	8.7	19.6	17.0	16.0	16.8
Jewelry and watches	2.1	2.1	4.8	7.1	6.6	4.3
Cosmetics, perfume	0.3	0.4	0.8	1.3	1.4	1.7
Leather goods	0.5	0.5	4.3	3.5	2.6	4.5
Hawaii food products	1.0	1.1	1.1	2.5	3.4	3.3
Souvenirs	3.8	4.2	6.9	8.7	7.7	4.6
Lodging	69.2	66.3	68.1	72.5	58.4	66.5
All other expenses 3/	3.8	4.9	19.4	16.0	6.4	10.7

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2010 AND 2011 -- Con.**

- 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/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.
- 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, *Annual Visitor Research Report* (annual) and records.

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2010 AND 2011**

[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]

Expenditure type	2010 1/	2011	Percent change
All items	11,066.4	12,254.6	10.7
Total food and beverage	2,315.6	2,541.1	9.7
Restaurant food	1,570.5	1,736.6	10.6
Dinner shows and cruises	241.1	254.5	5.6
Groceries and snacks	504.1	550.0	9.1
Entertainment & recreation	986.4	1,075.5	9.0
Total transportation	1,107.6	1,165.5	5.2
Interisland airfare	194.5	189.9	-2.4
Ground transportation	97.2	105.3	8.3
Rental vehicles	720.8	766.2	6.3
Gasoline, parking, etc.	95.1	104.2	9.6
Total shopping	1,855.4	2,081.1	12.2
Fashion and clothing	660.5	731.4	10.7
Jewelry and watches	309.8	336.1	8.5
Cosmetics, perfume	70.1	87.0	24.1
Leather goods	280.1	352.5	25.8
Hawaii food products	210.4	233.6	11.0
Souvenirs	324.3	340.6	5.0
Lodging	4,134.4	4,700.2	13.7
All other expenses 2/	489.7	506.9	3.5
Supplemental business	177.3	184.3	3.9

1/ Revised from previous *Data Book*.

2/ 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, *Annual Visitor Research Report* (annual) 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: 2010 AND 2011

[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	
	2010	2011	2010	2011	2010	2011
All visitors	139.93	144.00	171.06	180.93	261.07	289.12
Group tour status 3/						
Organized group tour	208.36	219.04	201.59	236.44	268.58	295.15
Individually arranged	139.57	143.50	170.49	179.89	-	288.18
Arrived on package tour 3/						
Yes	170.67	179.02	206.96	216.15	284.30	321.69
No	132.71	135.79	150.44	157.79	-	210.01
Accommodations						
Hotel	184.01	189.67	214.06	226.34	280.45	314.13
Condo	138.31	143.62	162.90	168.52	182.05	183.10
Guests of friends and relatives	68.08	66.32	75.62	77.21	93.59	110.25
Timeshare	108.76	107.88	124.66	134.73	150.11	166.45
Previous visits 3/						
First trip	150.35	155.37	183.21	198.84	285.25	326.12
Repeat visitors	137.76	140.85	164.39	170.24	246.72	268.43
Purpose of trip						
Pleasure	140.23	145.25	168.36	179.70	241.17	264.73
Business, meetings, conventions, incentive	185.57	204.93	230.56	236.22	233.40	264.24
On honeymoon	193.25	204.87	250.43	267.84	345.59	394.55

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 2011**

[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	Additional business expend. 1/
1961	137	(NA)
1962	154	(NA)
1963	186	(NA)
1964	205	(NA)
1965	225	(NA)
1966	280	(NA)
1967	380	(NA)
1968	440	(NA)
1969	550	(NA)
1970	595	(NA)
1971	705	(NA)
1972	836	(NA)
1973	1,017	(NA)
1974	1,233	(NA)
1975	1,355	(NA)
1976	1,637	(NA)
1977	1,834	(NA)
1978	2,150	(NA)
1979	2,541	(NA)
1980	2,871	(NA)
1981	3,195	(NA)
1982	3,687	(NA)
1983	3,847	(NA)
1984	4,442	(NA)
1985	4,780	92
1986	5,567	103
1987	6,281	120
1988	7,813	125
1989	8,371	113
1990	8,707	119
1991	9,004	138
1992	8,614	141
1993	7,808	120
1994	9,544	133
1995	10,067	141
1996	9,569	140
1997	10,102	147
1998	9,910	149
1999	9,844	161

Continued on next page.

**Table 7.28-- ESTIMATED VISITOR EXPENDITURES:
1961 TO 2011 -- Con.**

Year	Personal expenditures	Additional business expend. 1/
2000	10,396	194
2001	8,916	145
2002	9,465	144
2003	9,889	165
2004	10,702	160
2005	11,696	208
2006	12,301	191
2007	12,626	185
2008	11,220	178
2009	9,819	174
2010	2/ 10,889	177
2011	12,070	184

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

2/ 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 7.29-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:
1999 TO 2011**

[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 1/	11,066,361	10,889,016	6,789,772	1,899,614	745,700	1,453,929	177,346
2011	12,254,585	12,070,259	7,250,932	2,163,960	905,954	1,749,413	184,326

1/ Personal (diary) expenditures 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 Branch and records.

**Table 7.30-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:
2007 TO 2011**

Subject	2007	2008	2009	2010	2011
Number of ships, arrivals	33	31	23	23	29
Number of tours 1/	252	141	111	116	124
Number of passengers	513,840	268,550	221,138	225,616	246,236
Out of state visitors	503,020	266,534	217,283	223,693	244,081
Arrived by air	372,021	157,059	120,677	122,454	119,431
Arrived by ship	130,999	109,475	96,606	101,239	124,650
Hawaii residents	10,820	2,016	3,855	1,923	2,155

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 2011**

[In millions of dollars]

Year	Total	Visitors	Overseas airlines	Cruise lines
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 1/	12,618.1	11,066.4	1,425.8	125.9
2011	13,839.3	12,254.6	1,440.0	144.8

1/ Revised from previous *Data Book*.

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

Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2002 TO 2011

[Direct and indirect impact]

Year	Visitor-related expenditures (million dollars)	Gross domestic product (million dollars)	Household income (million dollars)	State tax revenues (million dollars)	Jobs (1,000)
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	1/ 8,898.0	5,436.8	890.7	125.3
2010 1/	12,618.1	9,689.4	5,148.2	971.6	114.8
2011	13,839.3	10,627.2	5,646.5	1,065.6	121.8

1/ Revised from previous *Data Book*.

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

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2011

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	7,174,397	1/ 4,401,624	(2/)
Average daily visitor census	185,824	1/ 88,980	47.9
Visitors units	77,731	28,238	36.3
Occupied units (average)	57,055	23,296	40.8
Total visitor expenditures (\$millions) 3/	13,839	5,651	40.8

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: 2011

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) 95,146 853	(X) 12.0 15.5	(X) 38,850 348	(X) 4.9 6.3
Direct and indirect impact 4/ Gross domestic product (\$millions) 4/ Civilian jobs 3/ State taxes (\$millions)	10,627 121,786 1,066	15.9 15.4 19.4	4,339 49,727 435	6.5 6.3 7.9

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 2011

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/ 78.6	124.96	521.00	80.00	152.6	117.3	171.9
1998	6/ 80.6	129.66	521.00	88.00	153.3	112.2	171.5
1999	6/ 82.7	131.66	536.00	94.75	158.3	105.4	173.3
2000	84.9	140.63	576.00	94.50	160.0	103.5	176.3
2001	87.8	144.88	692.00	95.25	164.0	101.0	178.4
2002	6/ 90.2	140.89	692.00	99.00	166.0	102.6	180.3
2003	93.1	144.16	714.00	119.00	167.1	98.5	184.5
2004	96.3	152.17	714.00	139.60	171.0	101.2	190.6
2005	100.0	166.16	829.00	144.70	176.4	102.5	197.8
2006	103.8	187.19	(NA)	167.80	186.0	104.4	209.4
2007	107.6	199.96	(NA)	182.90	195.1	104.1	219.5
2008	6/ 109.8	201.85	(NA)	170.00	202.3	105.3	228.9
2009	6/ 112.1	177.10	(NA)	218.10	210.8	112.8	230.0
2010	6/ 112.9	6/ 174.84	(NA)	191.20	213.6	116.4	234.9
2011	115.5	189.62	(NA)	191.20	219.1	118.4	243.6

NA Not available.

1/ U.S. Bureau of Economic Analysis, Gross Domestic Product by State to 1997 to 2011 <<http://www.bea.gov/iTable/iTable.cfm?ReqID=70&step=1>> accessed June 21, 2012; 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 1995-2011 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/cgi-bin/dsrv?cu>> accessed June 21, 2012.

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 2011**

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/	1,291,983	1,079,120	212,863	73,217	57,544	15,673
2011	1,292,290	1,088,058	204,232	73,863	59,486	14,377

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 7.37-- 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:
2007 TO 2011**

[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]

Mailing address	2007	2008	2009	2010	2011
Issued by Honolulu Office	143,432	89,912	68,030	64,876	56,474
Mailed to Hawaii addresses	59,399	68,876	44,797	43,699	39,280
Mailed outside the state	84,033	21,036	23,233	21,177	17,194

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

Table 7.41-- PERFORMING ARTS, FOR OAHU: 2010-2011 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	(NA)	(NA)	(NA)
Department of Enterprise Services, total	43	94	187,502
Dance	5	9	14,583
Classical concerts	9	9	11,714
Operas	3	15	15,970
Pop/rock shows	23	26	85,660
Stage shows	3	35	59,575
Brigham Young University	(NA)	(NA)	(NA)
Diamond Head Theatre	6	94	42,000
Hawaii Pacific University (Hawaii Loa Campus)	2	38	1,600
Honolulu Theatre for Youth	6	381	76,409
Kennedy Theatre	14	77	13,430
Manoa Valley Theatre	7	128	17,924

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

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

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
HONOLULU SYMPHONY ORCHESTRA				
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
HAWAII SYMPHONY ORCHESTRA				
1994-1995 2/	62	115	120,000	4,700,000
HONOLULU SYMPHONY ORCHESTRA				
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: 2009 TO 2011**

[Calendar year data unless otherwise specified]

Island and cultural attraction	2009	2010	2011
OAHU			
Atlantis Submarines	261,825	292,446	298,242
Atlantis Cruises	83,553	79,543	85,916
Battleship Missouri Memorial	327,219	464,672	470,360
Bernice P. Bishop Museum	1/ 317,001	442,483	300,339
Diamond Head State Monument 1/2/	1/ 610,018	665,437	663,133
Foster Botanical Garden	44,632	42,933	42,712
Harold L. Lyon Arboretum	(NA)	37,454	38,192
Hawaii Maritime Center 1/	3/ 12,147	(3/)	(3/)
Hawaii's Plantation Village	39,844	37,576	34,195
Hawaii State Art Museum 1/	30,265	28,612	25,333
Honolulu Museum of Art on Beretania 4/	226,885	216,865	235,000
Honolulu Museum of Art at First Hawaiian Center 4/	49,555	49,057	48,000
Honolulu Museum of Art at Spalding House 4/	24,076	24,856	24,868
Honolulu Police Department Museum	5,325	1,215	(NA)
Honolulu Zoo	623,034	580,265	603,677
Ho'omaluhia Botanical Garden	138,223	151,215	151,751
Iolani Palace State Monument	80,362	93,536	105,312
Judiciary History Center	35,848	41,099	47,715
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	96,323	118,687	110,717
Polynesian Cultural Center	648,257	692,081	661,372
Puu O Mahuka Heiau State Monument 1/	(5/)	(5/)	(5/)
Queen Emma Summer Palace	14,835	14,845	18,115
Royal mausoleum State Monument 1/	(5/)	(5/)	(5/)
Sea Life Park Hawaii	6/ 195,027	6/ 187,340	6/ 199,294
Tropic Lightning Museum, Schofield Barracks	11,671	12,438	8,796
Ulu Po Heiau State Monument 1/	(5/)	(5/)	(5/)
U.S. Army Museum, Ft. DeRussy	95,695	98,645	98,518
U.S.S. Arizona Memorial 7/	1,276,868	1,372,724	1,694,896
U.S.S. Bowfin Submarine Museum	263,434	327,216	326,294
University of Hawaii Art Gallery 8/	53,222	9/ 55,000	52,000
Waikiki Aquarium 1/	297,533	290,479	318,124
HAWAII			
Amy B. H. Greenwell Ethnobotanical Garden	13,442	12,040	16,594
Astronaut Ellison S. Onizuka Space Center	16,080	14,055	15,302

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRactions: 2009 TO 2011 -- Con.**

Island and cultural attraction	2009	2010	2011
HAWAII - con.			
H.N. Greenwell Store 10/	1,200	1,551	(NA)
Hawaii Tropical Botanical Garden	69,560	77,688	(NA)
Hawaii Volcanoes National Park 7/ 11/	1,233,105	1,304,667	1,352,123
Hulihee Palace	12/ 8,940	19,665	20,896
Kaloko-Honokohau National Historical Park 7/	166,380	132,731	162,906
Kona Coffee Living History Farm	3,682	3,875	(NA)
Lyman House Memorial Museum	12,582	11,650	13,555
Nani Mau Gardens	111,587	125,745	100,596
Pacific Tsunami Museum	16,031	16,785	16,168
Panaewa Rainforest Zoo	182,286	172,737	172,677
Parker Ranch Historic Homes	13/ 11,192	(NA)	(NA)
Parker Ranch Visitor Center	(14/)	(NA)	(NA)
Pu'uhonua O Honaunau NHP 7/	397,665	419,590	426,224
Pu'ukohola Heiau National Historic Site 7/	99,042	129,886	133,306
Volcano Art Center	8/ 100,000	8/ 100,000	8/ 100,375
MAUI			
Alexander & Baldwin Sugar Museum	27,412	31,654	32,331
Aquarium Maui/Maui Ocean Center	311,776	290,821	299,038
Haleakala National Park 7/	1,109,104	1,105,606	956,989
Halekii-Pihana Heiaus State Monument 1/	(5/)	(5/)	(5/)
Hana Cultural Center	6,758	(NA)	13,795
Iao Valley State Monument 1/	(5/)	(5/)	(5/)
Kula Botanical Garden	30,400	31,200	27,300
Lahaina Restoration Foundation	(NA)	32,064	26,794
Baldwin Missionary Home Museum	(NA)	20,313	11,442
Hale Pa'i Printing House	(NA)	1,488	1,706
Wo Hing Temple Museum	(NA)	10,163	13,646
Maui Historical Society Bailey House Museum	10,234	10,437	10,868
Whalers Village Museum	188,010	223,167	200,155
KAUAI			
Grove Farm Homestead	3,039	3,179	4,790
Kauai Museum	(NA)	(NA)	(NA)
Kilauea Point National Wildlife Refuge	368,505	387,967	390,248
Kokee Natural History Museum	93,329	95,595	96,262
Waioli Mission House	1,190	816	757

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2009 TO 2011 -- Con.**

Island and cultural attraction	2009	2010	2011
MOLOKAI			
Kalaupapa National Historical Park 7/	30,654	27,919	57,841
Kalaupapa Settlement	8,415	5,204	7,797

NA Not available.

1/ Fiscal year ending June 30.

2/ 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.

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

4/ The Contemporary Museum and Honolulu Academy of Arts merged in July 2011 and changed the name to Honolulu Museum of Art.

5/ Since 2007, no updates have been conducted.

6/ Fiscal year ending September 30.

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

8/ Data are estimates.

9/ Revised from previous *Data Book*.

10/ Renamed from Greenwell Store Museum.

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

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

13/ Closed in December 2009.

14/ 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 2011

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
2011	369,160	357,829	11,331	4,784,285
AREAS: 2011				
Hawaii Volcanoes National Park 1/	323,431	323,431	-	1,352,123
Haleakala National Park	33,222	33,222	-	956,989
Pu'uuhonua o Honaunau National Historical Park	420	419	1	426,224
Kaloko-Honokohau National Historical Park	1,163	616	547	162,906
Pu'uukohola Heiau National Historic Site	86	61	25	133,306
U.S.S. Arizona Memorial	59	57	2	1,694,896
Kalaupapa National Historical Park	10,779	23	10,756	57,841

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.

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

Table 7.45-- STATE PARKS AND HISTORIC SITES: 1992 TO 2011

Year and island	Number of areas, June 30	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
		Total	Developed	
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/)
2011	69	33,522	712.6	(2/)
ISLAND: 2010				
Hawai'i	20	7,253.6	258.3	(2/)
Maui	9	317.5	37.9	(2/)
Moloka'i	2	244.2	10.0	(2/)
O'ahu	28	11,956.4	275.8	(2/)
Kaua'i	10	13,750.5	130.6	(2/)
ISLAND: 2011				
Hawai'i	20	7,253.6	258.3	(2/)
Maui	9	317.5	37.9	(2/)
Moloka'i	2	244.2	10.0	(2/)
O'ahu	28	11,956.4	275.8	(2/)
Kaua'i	10	13,750.5	130.6	(2/)

NA Not available.

1/ In 1992, 9 areas were transferred to the neighbor island counties and 5 were transferred to the City and County of Honolulu. A Big Island park was transferred to the State park system from Hawaii County and one from the City and County of Honolulu.

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

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

Table 7.46-- MAJOR STATE PARKS: 2010 AND 2011

[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	
2010			
Nāpali Coast State Wilderness Park	6,175.0	4.0	(1/)
Ahupua`a `O Kahana State Park	5,256.5	26.0	(1/)
Kōke`e 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/)
2011			
Nāpali Coast State Wilderness Park	6,175.0	4.0	(1/)
Ahupua`a `O Kahana State Park	5,256.5	26.0	(1/)
Kōke`e 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/)

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

2/ Park remains closed since May 1999.

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

**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:
2009 TO 2011**

[As of December 31]

Island	Total sites	Listed Hawaii Register only	Listed National Register only	Listed both Hawaii and National Register	Eligible for National Register 1/
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
2011					
State total	798	418	103	236	41
Oahu	385	211	64	86	24
Maui	165	83	13	67	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: 2007 TO 2011

Subject and Zoo	2007	2008	2009	2010	2011
Species 1/					
Honolulu Zoo	247	214	207	224	2/ 202
Panaewa Rainforest Zoo (Hilo)	102	99	97	98	92
Individuals 1/					
Honolulu Zoo	1,035	889	898	908	2/ 841
Panaewa Rainforest Zoo (Hilo)	203	208	202	194	195
Attendance					
Honolulu Zoo 3/	601,510	599,442	615,605	580,265	603,677
Panaewa Rainforest Zoo (Hilo)	172,315	166,780	182,286	172,737	172,677

1/ Animal and bird inventory, December 31.

2/ Species and individuals that are owned and on-site including in on loan.

3/ Fiscal year ending June 30.

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: 2011

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

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	83	775	374	1,250
Fishes	35	650	227	889
Reptiles	1	19	-	-
Mammals	6	44	1	2
Invertebrates	31	26	146	359
Birds	10	36	-	-

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

Table 7.50-- COUNTY PARKS, BY ISLAND: 2009 TO 2011

[As of December 31]

Island	Number			Acreage		
	2009	2010	2011	2009	2010	2011
State total	610	630	623	8,553	8,764	9,089
Hawaii	126	126	126	1,734	1,734	1,734
Maui	112	122	121	1,070	1,307	1,604
Lanai	4	6	2	14	15	27
Molokai	13	14	12	100	73	89
Oahu	288	288	288	5,148	5,148	5,148
Kauai	67	74	74	487	487	487

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

Table 7.51-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2011

Beach park	Estimated attendance 1/	Rescues	Drownings	Surfing accidents
All parks	16,407,466	2,318	6	545
Ala Moana	2,637,353	80	-	19
Alii/Haleiwa	293,667	145	-	24
Bellows	64,922	29	-	2
Ehukai	357,746	71	-	44
Hanauma	907,678	333	2	1
Kailua	345,336	30	1	2
Keauwaula	166,696	31	2	5
KeWaena	201,062	26	1	4
Kualoa	131,181	21	-	-
Maili	516,479	32	-	6
Makaha	573,837	93	-	27
Makapuu	133,042	252	-	19
Nanakuli	586,289	106	-	5
Pokai Bay	578,552	33	-	2
Sandy	330,249	351	-	63
Sunset	300,247	42	-	17
Waikiki	7,535,001	466	-	272
Waimanalo	228,861	48	-	4
Waimea	519,268	129	-	29

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

Subject	State total 1/	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
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; and Surfing Education Association, *The 1971 Statewide Surfing Site Survey*, Vol. 1, p. 93.

Table 7.53-- COUNTY TENNIS FACILITIES: 2001 TO 2011

[As of December 31]

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Locations							
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
2011	93	19	13	2	1	48	10
Courts							
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
2011	323	43	49	4	2	201	24

NA Not available.

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

Table 7.54-- GOLF COURSES, BY NUMBER OF HOLES, OWNERSHIP, AND ISLAND: 2012

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	55	5	8	1	1,539
Military	6	1	4	1	-	-	108
Municipal	9	1	8	-	-	-	153
Private	62	6	43	4	8	1	1,278
Hawaii	18	1	13	1	3	-	378
Municipal	1	-	1	-	-	-	18
Private	17	1	12	1	3	-	360
Maui	11	1	6	-	3	1	279
Municipal	1	-	1	-	-	-	18
Private	10	1	5	-	3	1	261
Lanai	3	1	2	-	-	-	45
Private	3	1	2	-	-	-	45
Molokai	1	1	-	-	-	-	9
Private	1	1	-	-	-	-	9
Oahu	36	3	29	2	2	-	675
Military	6	1	4	1	-	-	108
Municipal	6	1	5	-	-	-	99
Private	24	1	20	1	2	-	468
Kauai	8	1	5	2	-	-	153
Municipal	1	-	1	-	-	-	18
Private	7	1	4	2	-	-	135

Source: Golfink <<http://www.golfink.com/golf-courses/state.aspx?state=HI>> accessed June 6, 2012, and calculation made by Hawaii State Department of Business, Economic Development and Tourism.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2011**

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
2011	6	99	465,472	8,960

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 2012

[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
2012	72	267	13	5,500,000	990,000

Source: *Honolulu Star-Bulletin* and *The Honolulu Advertiser*, *The Honolulu Star-Advertiser*, various issues; and CBSSPORTS.COM <<http://www.cbssports.com/golf/leaderboard/pga-tour/1186071/sony-open-in-hawaii>> accessed on April 27, 2012.

Table 7.57-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2011

Island	Public hunting areas		Other wildlife sanctuaries and refuges 1/	
	Number	1,000 acres	Number	1,000 acres
State total	59	937,434	57	52.9
Hawaii	13	669,632	6	42.2
Maui	14	80,998	15	0.2
Lanai	3	33,097	5	(2/)
Molokai	5	20,115	10	(2/)
Oahu	12	24,600	17	0.2
Kauai	12	108,992	4	10.3

1/ State managed sanctuaries, refuges and preserves.

2/ 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: 2005 TO 2011

[Fiscal years ending June 30]

Type of license	2005	2006	2007	2008	2009	2010	2011
Freshwater fishing	5,655	6,059	6,787	6,857	8,279	5,678	2,688
Hunting	8,223	8,345	6,856	7,803	9,653	10,427	10,535

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 2011**

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
2011	22,615	19,078	2:14:55	2:31:41

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 2011**

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
2011	1,859	1,773	8:03:56	8:55:08

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>>; 1999-2009 race results from <<http://www.ironmanlive.com>> and 2011 race results from <<http://ironman.com/results/results-ironman/#axzz1vdE9AoWk>> accessed on May 22, 2012, and records.

**Table 7.62-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES
AND WINNING TIMES: 1985 TO 2011**

[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
2011	64	6:19:44:28	6:13:10:19

Source: Transpac 2011 website <<http://www.transpacrace.com>> accessed May 22, 2012.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2005-2006 TO 2011-2012 SEASONS**

Bowl	2005- 2006	2006- 2007	2007- 2008	2008- 2009	2009- 2010	2010- 2011	2011- 2012
Hawaii Bowl	16,134	40,623	24,079	43,487	20,217	41,089	32,630
Hula Bowl	7,065	7,919	1/ 2,000	(2/)	(2/)	(2/)	(2/)
Pro Bowl	50,225	50,410	50,044	49,958	(3/)	49,331	48,423

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

2/ The Hula Bowl, usually held in January, was not played in 2009, 2010, 2011 and 2012.

3/ Held in Miami.

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

Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF HAWAII AT MANOA: 2007-2008 TO 2010-2011

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

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
2007-2008						
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
2008-2009						
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
2009-2010						
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
2010-2011						
Baseball	59	34	25	-	40	117,712
Basketball (men's)	32	19	13	-	19	120,674
Basketball (women's)	30	11	19	-	17	24,212
Football	14	10	4	-	8	298,486
Volleyball (men's)	28	15	13	-	16	55,387
Volleyball (women's)	32	29	3	-	20	123,382

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:
2005-2006 TO 2010-2011 SEASONS**

[Data are for Oahu only (OIA)]

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
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
2010-2011				
Baseball	Boys	(NA)	(NA)	26,765
Basketball	Boys and girls	545	18,764	149,476
Football	Boys	162	83,530	165,566

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 2011

Year	Number of promoters	Number of shows	Paid attendance	Gross receipts (dollars)
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)
2011	1	1	2,277	126,075

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 2011

[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	2/ 34,966	3,900
2008	50,919	6,186	7,009	16	32	2/ 35,129	2,547
2009	52,623	7,881	5,039	25	36	2/ 35,129	4,513
2010	51,072	7,353	4,683	65	61	2/ 34,797	4,113
2011	49,763	6,647	4,880	22	24	2/ 33,736	4,454

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 1999-2011).