

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

Narrative

07.01	Passengers Arriving, by Transit Status: 2015 to 2024
07.02	Passenger Status of Arrivals in Hawaii: 2017 to 2024
07.03	Visitor Arrivals and Average Daily Visitor Census: 1966 to 2024
07.04	Visitor Arrivals by Major Market Areas: 2023 and 2024
07.05	Visitor Days: 1993 to 2024
07.06	Average Daily Visitor Census, by County and Island: 2023 and 2024
07.07	Visitor Arrivals, by Area Visited: 2023 and 2024
07.08	Summary Characteristics of Overnight and Longer Visitors: 2022 to 2024
07.09	Domestic Visitors, by State and Region: 2023 and 2024
07.10	Trip Characteristics of Visitors: 2023 and 2024
07.11	Activity Participation by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2023
07.12	Overall Satisfaction with Most Recent Trip to State Of Hawaii by Lifestage and Visitation Status by Visitors from the U.S. Total: 2023
07.13	Overall Satisfaction with Most Recent Trip to State Of Hawaii by Lifestage and Visitation Status by Visitors from the U.S. West: 2023
07.14	Overall Satisfaction with Most Recent Trip to State Of Hawaii by Lifestage and Visitation Status by Visitors from the U.S. East: 2023
07.15	Overall Satisfaction with Most Recent Trip to State Of Hawaii by Lifestage and Visitation Status by Visitors from Japan: 2023
07.16	Overall Island Experience by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2023
07.17	Sources of Information for Trip Planning by Visitors from the U.S. West, U.S. East, Japan, and Canada: 2023
07.18	Areas of Improvement for Visitor Satisfaction, by Visitors from the U.S. West, U.S. East, and Japan, and by County: 2023
07.19	Visitor Profile and Trip Characteristics of Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2023
07.20	Length of Stay of Visitors Staying Overnight or Longer: 2023 and 2024
07.21	Japanese Visitor Arrivals and Expenditures: 2019 to 2024
07.22	Average Expenditure per Visitor Day, by Origin of Visitors: 1960-1961 to 2024
07.23	Average Expenditure per Visitor Day in Constant Dollars, for Visitors from the Mainland: 1960-1961 to 2024
07.24	Expenditures per Visitor Day by Visitors from Selected Geographic Area, by Expenditure Type: 2023 and 2024
07.25	Total Visitor Expenditures by Expenditure Type: 2023 and 2024

Table
Number Table Name

(Click on the table number to go to corresponding table)

07.26	Expenditures per Visitor Day by Visitors from U.S. West, U.S. East and Japan, by Visitor or Trip Characteristics: 2023 and 2024
07.27	Total Visitor Expenditures: 1961 to 2024
07.28	Visitor Expenditures, by Country of Residence: 1999 to 2024
07.29	Cruise Ship Arrival and Passenger Count: 2019 to 2024
07.30	Estimated Direct Visitor-Related Expenditures: 1997 to 2024
07.31	Economic Activity Generated by Visitor-Related Expenditures: 2017 to 2024
07.32	Waikiki's Share of Tourism: 2024
07.33	Contribution to the State's Economy by Statewide Visitor Industry and by Waikiki: 2024
07.34	Visitor Industry Prices, Price Indexes, and Price Deflator: 1991 to 2024
07.35	Returning Residents and Average Number Absent: 1993 to 2024
07.36	Passports Issued by the Honolulu Passport Agency: 2019 to 2024
07.37	Performing Arts, for Oahu: 2023-2024 Season
07.38	Symphony Orchestra Activities: 1994-1995 to 2017-2018
07.39	Attendance at Museums and Other Cultural Attractions: 2022 to 2024
07.40	National Parks, Sites and Monuments: 2003 to 2024
07.41	State Parks and Historic Sites: 2010 to 2023 and by Island 2023
07.42	Major State Parks: 2021 to 2023
07.43	National and State Historic Sites, by Island: 2023 and 2024
07.44	Zoos: 2019 to 2023
07.45	Aquatic Collections: 2022
07.46	County Parks, By Island: 2022 to 2024
07.47	Attendance and Water Safety at Guarded Beach Parks, for the City and County of Honolulu: 2022
07.48	Sandy Shoreline and Public Beach Activities, by Island: 2025
07.49	County Tennis Facilities: 2010 to 2024
07.50	Golf Courses, by Number of Holes, Type and Island: 2025
07.51	County Golf Courses and Camping Permits, for Oahu: 1993 to 2024
07.52	Sony Open Scores and Purses: 1999 to 2025
07.53	Public Hunting Areas and Wildlife Sanctuaries and Refuges, by Island: February 15, 2025
07.54	Fishing and Hunting Licenses Issued: 2010 to 2024
07.55	Honolulu Marathon Registrants, Finishers and Winning Times: 1992 to 2024
07.56	Ironman Triathlon World Championship Participants, Finishers and Winning Times: 1993 to 2024
07.57	Transpacific Yacht Club's Honolulu Race Entries and Winning Times: 1985 to 2023
07.58	Total Attendance at Football Bowl Games: 2002-2003 to 2024-2025 Seasons

Table**Number Table Name**

(Click on the table number to go to corresponding table)

07.59	Varsity Sports Summary for the University of Hawaii at Manoa: 2020-2021 to 2023-2024
07.60	Public High School Interscholastic Sports: 2017-2018 to 2023-2024 Seasons
07.61	Professional Boxing and Mixed Martial Arts (MMA): 1995 to 2020
07.62	Dog Licenses Issued, by Island: 2001 to 2024

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 was formerly provided periodically by the Hawaii Tourism Authority's Tourism Research (particularly in its annual research reports). Information is now provided by the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). Consequently, the primary sources for information are now the Hawaii Tourism Authority, DBEDT's Research & Economic Analysis Division, the State Parks Division of the Hawaii State Department of Land and Natural Resources, the U.S. National Park Service, the county parks and recreation departments, and other organizations. Long-term trends are summarized in Historical Statistics of Hawaii, Section 11.

Table 7.01-- PASSENGERS ARRIVING, BY TRANSIT STATUS: 2015 TO 2024

[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]

Transit status	2015	2016	2017	2018	2019
All directions	10,132,074	10,462,968	10,811,431	11,403,884	11,960,460
Landing	9,901,349	10,222,915	10,685,496	11,248,568	11,809,901
Intransit	230,725	240,053	125,935	155,316	150,559
Domestic	7,111,843	7,333,569	(NA)	(NA)	(NA)
Landing	7,010,549	7,221,908	7,505,801	8,068,542	8,667,939
Intransit	101,294	111,661	(NA)	(NA)	(NA)
International	3,020,231	3,129,399	(NA)	(NA)	(NA)
Landing	2,890,800	3,001,007	3,179,695	3,180,026	3,141,962
Intransit	129,431	128,392	(NA)	(NA)	(NA)
Transit status	2020	2021	2022	2023	2024
All directions	3,361,708	7,978,128	10,860,979	11,387,454	11,526,456
Landing	3,286,505	7,848,926	10,672,220	11,200,130	11,386,120
Intransit	75,203	129,202	188,759	187,324	140,336
Domestic	(NA)	(NA)	(NA)	(NA)	(NA)
Landing	2,626,267	7,692,437	9,713,226	9,482,973	9,472,401
Intransit	(NA)	(NA)	(NA)	(NA)	(NA)
International	(NA)	(NA)	(NA)	(NA)	(NA)
Landing	660,238	156,489	958,994	1,717,157	1,913,719
Intransit	(NA)	(NA)	(NA)	(NA)	(NA)

NA Not available.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>; and calculations by Hawaii State Department of Business, Economic Development & Tourism; and records.

Table 7.02-- PASSENGER STATUS OF ARRIVALS IN HAWAII: 2017 TO 2024

[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 1/	Visitors destined to Hawaii 2/	Returning residents	Intended residents 2/
Passengers				
2017, total	10,685,496	9,277,613	1,367,025	(NA)
Domestic	7,505,801	6,239,748	1,225,195	40,859
International	3,179,695	3,037,865	141,830	(NA)
2018, total	11,248,568	9,761,448	1,443,527	(NA)
Domestic	8,068,542	6,736,736	1,288,213	43,593
International	3,180,026	3,024,712	155,314	(NA)
2019, total	11,809,901	10,243,165	1,522,669	(NA)
Domestic	8,667,939	7,253,806	1,370,066	44,067
International	3,141,962	2,989,359	152,603	(NA)
2020, total	3,286,505	2,678,073	588,249	(NA)
Domestic	2,626,267	2,065,689	540,395	20,183
International	660,238	612,384	47,854	(NA)
2021, total	7,848,926	6,777,760	1,035,314	(NA)
Domestic	7,692,437	6,656,779	999,806	35,852
International	156,489	120,981	35,508	(NA)
2022, total	10,672,220	9,138,674	1,485,744	(NA)
Domestic	9,713,226	8,233,186	1,432,238	47,802
International	958,994	905,488	53,506	(NA)
2023, total	11,194,486	9,499,995	1,647,018	(NA)
Domestic	9,482,973	7,942,159	1,493,341	47,473
International	1,711,513	1,557,836	153,677	(NA)
2024, total	11,386,120	9,533,375	1,806,460	(NA)
Domestic	9,472,401	7,896,390	1,529,726	46,285
International	1,913,719	1,636,985	276,734	(NA)

NA Not available.

1/ Does not include intransit passengers.

2/ Intended residents were not identified in the international flight survey, therefore they were included in visitors.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>; and calculations by Hawaii State Department of Business, Economic Development & Tourism; and records.

**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:
1966 TO 2024**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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	Visitor arrivals			Average daily visitor census		
	Total	Domestic	International	Total	Domestic	International
1966	834,732	629,564	205,168	20,900	19,271	1,629
1970	1,745,904	1,273,639	472,265	36,920	32,028	4,892
1975	2,818,082	2,028,068	790,014	66,146	59,495	6,651
1980	3,928,789	2,793,101	1,135,688	96,406	86,788	9,618
1985	4,843,414	3,522,126	1,321,288	116,107	103,820	12,287
1990	6,723,531	4,315,161	2,408,370	154,516	113,066	41,450
1995	6,546,759	3,743,474	2,803,285	157,098	105,649	51,450
2000	6,948,595	4,446,936	2,501,659	168,637	123,441	45,196
2005	7,416,574	5,313,281	2,103,293	185,445	144,396	41,049
2010	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
2012	7,867,143	5,403,025	2,464,118	201,267	148,887	52,380
2013	8,003,474	5,405,300	2,598,174	202,876	149,213	53,663
2014	8,196,342	5,486,059	2,710,283	206,217	151,076	55,141
2015	8,563,018	5,782,140	2,780,878	213,934	156,026	57,908
2016	8,821,802	5,968,779	2,853,023	217,675	157,953	59,723
2017	9,277,613	6,239,748	3,037,865	229,063	164,273	64,791
2018	9,761,448	6,736,736	3,024,712	240,341	174,611	65,731
2019	10,243,165	7,253,806	2,989,359	245,733	182,288	63,445
2020	2,678,073	2,065,689	612,384	77,915	63,921	13,993
2021	6,777,760	6,656,779	120,981	178,938	173,901	5,037
2022	9,138,674	8,233,186	905,488	232,154	206,201	25,953
2023	9,499,995	7,942,159	1,557,836	234,724	196,268	38,456
2024	9,533,375	7,896,390	1,636,985	228,752	191,957	36,795

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS: 2023 AND 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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]

Major Market Areas (MMA) 1/	2023			2024		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	9,499,995	7,942,159	1,557,836	9,533,375	7,896,390	1,636,985
U.S. West MMA 2/	5,000,099	4,998,684	1,415	4,997,064	4,995,394	1,670
U.S. East MMA 3/	2,427,144	2,425,989	1,155	2,373,437	2,371,921	1,516
Japan MMA	589,172	8,570	580,602	708,233	8,332	699,901
Canada MMA	474,727	87,883	386,844	445,984	90,781	355,203
Other Asia MMA 4/	214,609	25,419	189,190	222,302	27,566	194,736
China	33,966	12,509	21,457	51,579	15,057	36,522
Hong Kong	4,346	2,556	1,790	4,602	2,516	2,086
Korea	161,706	7,171	154,535	150,455	6,750	143,705
Singapore	4,545	1,444	3,101	4,495	1,237	3,258
Taiwan	10,045	1,738	8,307	11,170	2,005	9,165
Oceania MMA 5/	236,127	45,704	190,423	203,473	39,655	163,818
Australia	185,887	35,397	150,490	165,002	31,682	133,320
New Zealand	50,241	10,308	39,933	38,472	7,974	30,498
Europe MMA 6/	117,241	93,395	23,846	117,962	91,088	26,874
United Kingdom	36,058	29,531	6,527	35,099	27,731	7,368
France	18,225	11,477	6,748	19,776	11,455	8,321
Germany	38,996	32,284	6,712	40,045	32,934	7,111
Italy	9,823	8,504	1,319	10,238	8,642	1,596
Switzerland	14,139	11,599	2,540	12,805	10,327	2,478
Latin America MMA 7/	28,121	25,202	2,919	32,479	28,954	3,525
Argentina	5,420	5,133	287	5,343	4,912	431
Brazil	8,200	7,307	893	9,691	8,547	1,144
Mexico	14,501	12,762	1,739	17,445	15,495	1,950
Other MMA 8/	412,755	231,313	181,442	432,441	242,699	189,742

Continued on next page.

**Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS:
2023 AND 2024 -- Con.**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
 - 2/ Pacific and Mountain States of the United States.
 - 3/ All other States in the continental United States not included in U.S. West.
 - 4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
 - 5/ Includes Australia and New Zealand.
 - 6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
 - 7/ Includes Argentina, Brazil, and Mexico.
 - 8/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.
- Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.05-- VISITOR DAYS: 1993 TO 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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	64,951,433	49,788,583	15,162,850
2011	67,825,871	51,839,799	15,986,073
2012	73,663,903	54,492,680	19,171,224
2013	74,049,772	54,462,717	19,587,054
2014	75,269,197	55,142,678	20,126,519
2015	78,086,081	56,949,633	21,136,447
2016	79,669,135	57,810,695	21,858,441
2017	83,608,118	59,959,536	23,648,582
2018	87,724,599	63,732,896	23,991,703
2019	89,692,422	66,535,081	23,157,341
2020	28,516,797	23,395,216	5,121,581
2021	65,312,274	63,473,882	1,838,392
2022	84,736,187	75,263,260	9,472,927
2023	85,674,126	71,637,671	14,036,455
2024	83,723,188	70,256,142	13,467,046

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

**Table 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTY AND ISLAND:
2023 AND 2024**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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	2023			2024		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	234,724	196,268	38,456	228,752	191,957	36,795
Oahu	110,992	83,635	27,357	111,613	84,013	27,599
Hawaii	38,405	35,228	3,177	36,740	33,589	3,151
Kauai	29,002	27,716	1,286	28,353	27,261	1,092
Maui County	56,325	49,689	6,637	52,046	47,093	4,954
Maui	55,300	48,781	6,519	51,100	46,219	4,881
Molokai	496	438	58	468	427	41
Lanai	529	470	59	478	446	31

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.07-- VISITOR ARRIVALS, BY AREA VISITED: 2023 AND 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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	2023			2024		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	9,499,995	7,942,159	1,557,836	9,533,375	7,896,390	1,636,985
Oahu	5,613,409	4,277,855	1,335,553	5,794,854	4,334,815	1,460,038
Kauai	1,418,688	1,333,743	84,945	1,393,101	1,315,587	77,514
Maui County	2,531,196	2,253,722	277,475	2,388,187	2,168,313	219,875
Maui	2,495,038	2,223,473	271,565	2,352,272	2,137,485	214,787
Molokai	33,224	24,878	8,346	29,910	24,134	5,776
Lanai	53,870	40,958	12,912	45,444	38,610	6,835
Hawaii Island	1,779,063	1,590,304	188,759	1,735,380	1,534,324	201,056
Hilo	582,704	502,193	80,511	570,761	484,407	86,353
Kona	1,567,646	1,404,964	162,682	1,526,167	1,357,211	168,956
One island only	8,092,977	6,788,335	1,304,642	8,185,344	6,796,201	1,389,143
Oahu only	4,457,473	3,358,239	1,099,234	4,670,032	3,446,967	1,223,065

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS: 2022 TO 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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
2022			
US residents (percent of total arrivals by air)	84.8	94.1	0.3
Average age of party head	45.2	45.3	44.5
Average party size	2.2	2.2	2.4
Average number of trips to Hawaii	5.5	5.6	4.3
Repeat visitors (percent)	70.0	71.0	61.0
Pleasure trip (percent)	84.8	84.4	88.1
In hotel only (percent)	47.9	46.9	56.2
One island only (percent)	85.0	85.5	79.9
2023			
US residents (percent of total arrivals by air)	78.2	93.5	0.2
Average age of party head	45.8	45.9	45.3
Average party size	2.2	2.2	2.5
Average number of trips to Hawaii	5.6	5.8	4.1
Repeat visitors (percent)	69.9	72.2	58.2
Pleasure trip (percent)	83.0	82.2	86.9
In hotel only (percent)	49.9	47.3	63.1
One island only (percent)	85.2	85.5	83.7
2024			
US residents (percent of total arrivals by air)	77.3	93.3	0.2
Average age of party head	45.7	45.9	44.8
Average party size	2.3	2.2	2.6
Average number of trips to Hawaii	5.7	6.0	4.1
Repeat visitors (percent)	70.9	73.5	58.3
Pleasure trip (percent)	82.9	81.8	88.2
In hotel only (percent)	51.5	48.5	66.0
One island only (percent)	85.9	86.1	84.9

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.09-- DOMESTIC VISITORS, BY STATE AND REGION: 2023 AND 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state.
Domestic includes passengers from all flights originating from the mainland United States]

Residence	2023	2024
United States	7,424,672	7,367,315
Pacific	3,945,533	3,938,650
Alaska	102,504	99,386
California	2,901,458	2,883,273
Oregon	283,499	277,928
Washington	658,072	678,063
Mountain	1,053,150	1,056,744
Arizona	265,581	267,905
Colorado	234,931	227,751
Idaho	87,418	88,642
Montana	36,075	36,309
Nevada	166,668	167,088
New Mexico	42,434	40,089
Utah	207,089	215,878
Wyoming	12,954	13,082
West North Central	295,837	283,252
Iowa	34,538	35,358
Kansas	38,663	36,529
Minnesota	101,555	96,761
Missouri	71,004	68,123
Nebraska	28,085	25,932
North Dakota	9,727	9,291
South Dakota	12,265	11,258
West South Central	503,001	488,459
Arkansas	20,558	19,901
Louisiana	25,700	24,743
Oklahoma	40,173	39,455
Texas	416,571	404,359
East North Central	474,016	459,277
Illinois	164,824	157,804
Indiana	58,969	57,281
Michigan	88,854	85,491
Ohio	91,670	89,504
Wisconsin	69,699	69,197

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS, BY STATE AND REGION:
2023 AND 2024 -- Con.**

Residence	2023	2024
East South Central	127,810	129,414
Alabama	28,801	29,052
Kentucky	27,389	28,016
Mississippi	11,573	12,083
Tennessee	60,046	60,263
New England	141,445	138,835
Connecticut	27,769	27,446
Maine	11,181	10,976
Massachusetts	74,894	73,381
New Hampshire	13,006	12,736
Rhode Island	8,172	8,253
Vermont	6,425	6,042
Middle Atlantic	316,485	309,538
New Jersey	79,180	77,157
New York	152,875	151,155
Pennsylvania	84,431	81,226
South Atlantic	567,395	563,146
Delaware	7,292	7,376
Washington, D.C.	12,499	12,669
Florida	170,030	170,434
Georgia	91,411	88,211
Maryland	66,093	65,076
North Carolina	75,905	74,353
South Carolina	34,009	33,908
Virginia	102,922	104,127
West Virginia	7,234	6,993

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.10-- TRIP CHARACTERISTICS OF VISITORS: 2023 AND 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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	
	2023	2024	2023	2024
All visitors 1/	7,942,159	7,896,390	1,557,836	1,636,985
Purpose of visit 1/				
Pleasure (net)	6,529,252	6,455,927	1,353,382	1,443,887
Vacation	6,320,241	6,256,375	1,205,783	1,310,630
Honeymoon	210,504	197,410	150,589	139,540
Wedding/Get Married	53,054	50,728	14,453	15,647
Meetings, conventions, incentive 1/	310,697	319,444	90,511	93,382
Convention/conference	191,605	203,455	29,507	31,244
Corporate meeting	73,270	72,374	8,247	6,343
Incentive	56,592	54,049	53,726	56,723
Other business	243,517	243,296	8,009	6,673
Visit friends or relatives	938,931	922,473	61,022	65,844
Government or military	108,396	119,065	16,919	5,591
Attend school	17,486	16,516	3,255	6,270
Sport event	66,572	82,551	28,021	18,602
Traveler method				
Group tour	177,438	170,161	119,429	138,222
Package	1,102,466	1,048,310	445,432	505,386
True independent	6,754,809	6,762,738	1,070,937	1,082,138
Accommodations				
Hotel	4,350,556	4,402,701	1,098,982	1,197,792
Hotel only	3,756,677	3,831,737	982,465	1,080,529
Condo	1,206,389	1,103,737	261,343	233,718
Condo only	979,198	902,046	202,559	179,643
Timeshare	694,241	717,485	118,561	118,243
Timeshare only	560,876	587,548	97,869	94,651
Rental house	940,846	924,683	79,037	85,880
Hostel	54,697	53,209	16,276	17,398
Camp site	50,524	40,910	10,845	7,619
Bed & breakfast	78,437	73,966	13,919	9,284
Cruise ship	125,714	128,534	12,047	11,794
Friends, relatives	1,003,153	971,890	63,153	62,914

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

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023

[Covers visitors staying overnight or longer anywhere in the State and any overnight or non-overnight interisland trips reported by these 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	97.9	97.5	98.8	97.3
On own (self-guided) / driving around island	83.0	84.1	80.9	72.7
Helicopter ride or airplane tour	4.3	3.0	7.1	0.6
Boat tour / submarine / whale watching	28.1	25.8	33.0	8.6
Visiting towns /communities	54.6	54.3	55.2	39.3
Private limousine / van tour / bus tour	9.9	7.4	15.3	11.4
Scenic views / natural landmarks	63.2	59.9	70.1	21.3
Movie and television filming location tours	5.5	4.8	7.1	4.1
Recreation	96.9	97.0	96.9	96.3
Beach / sunbathing	85.3	85.2	85.5	71.5
Bodyboarding	9.3	10.4	7.0	2.4
Stand-up paddle boarding	4.9	5.3	4.2	4.5
Surfing	6.3	6.2	6.4	4.9
Canoeing / kayaking	6.3	6.4	6.0	2.1
Swimming - ocean	66.4	67.1	65.0	35.3
Snorkeling	42.7	44.1	39.7	14.5
Windsurfing / kitesurfing	0.1	0.1	0.1	0.3
Jet skiing / parasailing	1.2	1.1	1.5	1.8
Scuba diving	2.5	2.6	2.2	1.1
Fishing	2.8	2.8	2.7	0.7
Golf	6.4	6.5	6.3	6.1
Running / jogging / fitness walking	26.9	27.7	25.2	23.9
Spa	8.5	8.3	8.8	3.7
Hiking	45.0	42.7	49.7	24.1
Backpacking / camping	1.4	1.3	1.6	0.3
Agritourism	13.5	12.4	15.9	6.1
Sports event / tournament	1.8	1.9	1.6	0.7
Park / botanical garden	38.4	36.6	42.3	20.5
Ziplining	4.1	4.2	3.9	0.6
Entertainment and dining	99.0	99.3	98.4	98.0
Lunch / sunset / dinner / evening cruise	23.4	22.0	26.3	13.2
Live music / stage show	30.5	28.5	34.6	18.8
Nightclub / dancing / bar / karaoke	7.5	7.3	7.9	3.4
Fine dining	47.2	47.1	47.6	34.2
Family restaurant	61.1	62.5	58.2	26.2

Continued on next page.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Entertainment and dining - Con.				
Fast food	33.8	33.9	33.8	52.6
Food truck	43.0	42.8	43.5	23.9
Cafe / coffee house	50.4	51.1	48.9	56.6
Ethnic dining	28.5	27.6	30.3	9.4
Prepared own meals	44.6	47.3	39.1	24.6
Shopping	97.1	97.2	96.7	98.3
Malls / department stores	42.6	42.5	43.0	81.4
Designer boutiques	17.6	17.2	18.4	16.8
Hotel / resort stores	36.4	34.4	40.5	31.2
Swap meet / flea market	16.1	16.8	14.7	4.7
Discount / outlet stores	14.4	14.1	14.8	25.4
Supermarkets	59.9	62.6	54.3	56.9
Farmer's market	34.9	36.8	31.0	19.5
Convenience stores	51.0	51.2	50.5	53.9
Duty Free stores	4.1	4.0	4.2	19.0
Hawaii-made products	47.5	46.6	49.4	20.2
Local shops and artisans	59.9	59.4	61.0	14.6
History / culture / arts	72.4	69.3	78.8	54.4
Historic military sites and museums	22.5	18.7	30.3	12.6
Historic Hawaiian sites and museums	33.7	31.7	37.9	16.3
Other historic sites, museums and homes	14.1	13.3	15.8	6.8
Art galleries and exhibitions	10.2	10.4	9.8	3.8
Luau / Polynesian shows / hula show	30.6	26.1	40.1	14.3
Lessons- ukulele, hula, canoeing, lei making	5.7	5.1	6.9	5.1
Play / concert / theatre	3.1	3.0	3.2	3.4
Art / craft fair	11.4	11.8	10.6	2.8
Festival / event	5.7	5.8	5.3	4.4
Transportation	93.4	93.6	92.9	96.2
Airport shuttle	14.1	13.4	15.3	19.5
Trolley	3.2	2.8	4.1	37.9
Public bus	4.5	4.2	5.1	27.6
Tour bus / tour van	10.0	7.2	15.8	15.4
Taxi / limousine	7.2	6.5	8.7	34.1
Rental car	72.4	74.1	68.8	28.5
Ride share	19.8	18.3	22.7	20.1

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, *2023 Visitor Satisfaction and Activity Report and Companion Tables*,
<<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 13, 2025.

Table 7.12-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2023

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

Category	Excellent	Above average	Below average	Poor
Total	88.5	9.8	1.4	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	92.4	6.2	1.1	0.3
Family / child	89.3	9.0	1.3	0.4
Young (<35)	90.2	9.2	0.6	0.1
Middle age (35-54)	87.9	10.4	1.6	0.1
Seniors (55+)	87.7	10.3	1.7	0.3
Visitation status				
First timers	88.1	10.6	1.1	0.2
Repeat visitors	88.7	9.5	1.5	0.3

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables* <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed June 13, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.13-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2023

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

Category	Excellent	Above average	Below average	Poor
Total	87.9	10.2	1.6	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	92.2	6.7	1.1	0.0
Family / child	88.8	9.3	1.5	0.5
Young (<35)	88.8	10.4	0.6	0.2
Middle age (35-54)	87.0	11.1	1.8	0.1
Seniors (55+)	87.5	10.4	1.8	0.3
Visitation status				
First timers	86.4	12.3	1.1	0.2
Repeat visitors	88.3	9.7	1.7	0.3

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 18, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.14-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2023

[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	Excellent	Above average	Below average	Poor
Total	89.7	8.9	1.1	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	92.6	5.6	1.1	0.7
Family / child	90.7	8.3	0.7	0.3
Young (<35)	92.7	6.8	0.5	0.0
Middle age (35-54)	89.7	9.0	1.1	0.3
Seniors (55+)	88.1	10.2	1.4	0.2
Visitation status				
First timers	89.8	9.0	1.1	0.2
Repeat visitors	89.7	8.9	1.1	0.3

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 18, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.15-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM JAPAN: 2023

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

Category	Excellent	Above average	Below average	Poor
Total	79.3	18.5	1.7	0.6
Lifestyle / lifestage segments				
Wedding / honeymoon	91.0	9.0	0.0	0.0
Family / child	84.6	15.4	0.0	0.0
Young (<35)	80.4	17.5	1.0	1.0
Middle age (35-54)	73.8	23.3	2.3	0.6
Seniors (55+)	75.0	21.5	2.6	0.9
Visitation status				
First timers	85.2	12.2	1.1	1.6
Repeat visitors	77.2	20.7	1.9	0.2

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed June 16, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE
U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023**

[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]

Island and rating	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Oahu				
Excellent	83.5	82.8	84.5	78.1
Above average	14.1	14.6	13.4	19.6
Below average	2.0	2.2	1.8	1.9
Poor	0.4	0.4	0.3	0.4
Maui				
Excellent	88.5	88.3	89.0	63.0
Above average	9.0	9.2	8.8	37.0
Below average	1.7	1.9	1.5	0.0
Poor	0.7	0.7	0.7	0.0
Molokai				
Excellent	76.0	70.9	87.1	0.0
Above average	12.9	16.1	6.3	0.0
Below average	8.7	9.6	6.6	0.0
Poor	2.3	3.4	0.0	0.0
Lanai				
Excellent	88.5	90.2	85.8	100.0
Above average	7.4	3.9	12.8	0.0
Below average	2.9	3.9	1.4	0.0
Poor	1.3	2.1	0.0	0.0
Hawaii (Hilo / Kona / Volcano)				
Excellent	89.0	89.2	88.7	92.4
Above average	9.5	9.1	10.3	6.1
Below average	1.3	1.5	0.9	1.5
Poor	0.2	0.3	0.1	0.0
Kauai				
Excellent	90.0	89.3	91.4	80.0
Above average	8.5	8.8	7.8	20.0
Below average	1.3	1.7	0.7	0.0
Poor	0.2	0.2	0.1	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, *2023 Visitor Satisfaction and Activity Report and Companion Tables*,
<<https://www.hawaii-tourism-authority.org/research/visitor-satisfaction-and-activity/>> accessed June 16, 2025.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 2023

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

Information source	U.S. West 1/	U.S. East 2/	Japan	Canada
Personal experience	43.1	32.2	33.0	36.4
Recommendations from friends / family	35.7	37.6	16.2	34.8
Travel information website	28.0	33.3	27.2	39.0
Online travel booking site	18.4	17.7	13.3	30.2
Information direct from airline / commercial carrier	19.6	15.9	15.4	15.0
Smartphone / tablet app	16.2	16.0	9.9	11.8
Information direct from hotel / resorts	16.6	17.3	10.0	13.7
Social media	13.2	16.9	29.6	17.7
Travel blogs	11.3	14.6	19.3	17.9
Hawaii destination website	7.9	13.2	11.1	15.9
Travel agents / companies specializing in packaged tours	8.1	15.3	28.8	11.8
Guidebooks	7.1	10.3	21.8	11.3
Magazine / newspaper article	1.8	2.3	5.9	2.5
GoHawaii mobile app	1.0	1.7	1.1	1.8
Television	1.0	1.9	5.2	1.5
Information direct from meeting planner / convention sponsor	1.5	2.4	0.1	2.3
Information directly from cruise lines	0.6	2.4	0.1	2.4
None	7.6	7.0	3.8	4.6

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, *2023 Visitor Satisfaction and Activity Report and Companion Tables*,
<<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 16, 2025.

Table 7.18-- AREAS OF IMPROVEMENT FOR VISITOR SATISFACTION, BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN, AND BY COUNTY: 2023

[Visitors were asked to identify what could be improved to make their stay at each of the four major Hawaiian islands more enjoyable. Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percentages do not sum to 100 percent due to multiple things mentioned. Percent of visitors]

Area of improvement	U.S. West 1/	U.S. East 2/	Japan
Oahu			
No negatives	32.9	35.4	31.9
Transportation			
Availability of ground / public transit	0.3	0.4	0.6
Driving experience	10.3	7.6	5.3
Traffic (congested/slow)	17.6	20.4	8.1
Food/restaurants			
Food/ restaurant quality	1.6	0.8	4.5
Food / restaurant variety / dining options	2.2	2.8	2.5
Activities / attractions and local culture			
Would like to experience more local culture	4.7	5.7	2.8
Concerns about safety	0.7	0.7	1.9
Hawaii Island			
No negatives	40.0	43.5	41.0
Transportation			
Availability of ground / public transit	0.5	0.1	0.0
Driving experience	3.8	5.2	0.0
Traffic (congested / slow)	5.7	5.4	3.0
Food/restaurants			
Food / restaurant quality	2.7	2.2	1.5
Food / restaurant variety / dining options	8.2	5.8	4.5
Activities / attractions and local culture			
Would like to experience more local culture	6.3	6.1	4.6
Concerns about safety	0.7	0.5	0.0

Continued on next page.

Table 7.18-- AREAS OF IMPROVEMENT FOR VISITOR SATISFACTION, BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN, AND BY COUNTY: 2023 -- Con.

Area of improvement	U.S. West 1/	U.S. East 2/	Japan
Maui			
No negatives	44.0	47.5	27.9
Transportation			
Availability of ground / public transit	0.1	0.3	0.0
Driving experience	5.3	5.6	5.6
Traffic (congested / slow)	8.6	7.4	0.0
Food / restaurants			
Food / restaurant quality	2.1	1.7	5.4
Food / restaurant variety / dining options	5.1	3.1	11.2
Activities / attractions and local culture			
Would like to experience more local culture	6.2	6.6	0.0
Concerns about safety	0.1	0.4	0.0
Kauai			
No negatives	33.3	42.8	0.0
Transportation			
Availability of ground / public transit	0.2	0.2	0.0
Driving experience	7.0	5.3	0.0
Traffic (congested / slow)	17.7	14.0	0.0
Food / restaurants			
Food / restaurant quality	2.9	1.6	0.0
Food / restaurant variety / dining options	6.8	5.5	20.0
Activities / attractions and local culture			
Would like to experience more local culture	4.4	4.5	0.0
Concerns about safety	0.3	0.2	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, *2023 Visitor Satisfaction and Activity Report and Companion Tables*, <https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/> accessed June 16, 2025.

**Table 7.19-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. There were 12,811 respondents recorded from the U.S. 6,260 were from the U.S. West, and 6,551 were from the U.S. East and 711 from Japan. Percent of visitors is based on these numbers of respondents unless otherwise noted]

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Visitation status				
First timers	30.8	18.3	42.7	26.4
Repeat visitors	69.2	81.7	57.3	73.6
Primary purpose of trip				
Pleasure / vacation	69.5	71.7	64.9	61.6
Visiting friends or relatives	11.6	10.8	13.0	7.0
Anniversary / birthday	3.3	3.0	3.9	0.4
Other Business	3.1	3.1	3.2	0.7
Convention / conference	2.1	1.7	2.9	1.4
Honeymoon	2.0	1.6	2.7	14.4
Attend / participate in a wedding / vow renewal	1.7	1.6	1.9	1.7
Government or military business	0.9	0.6	1.4	0.1
Sports event	0.8	0.8	0.8	0.8
Incentive trip	0.6	0.5	1.0	2.1
Attend funeral / memorial service	0.6	0.7	0.4	0.0
To get married	0.4	0.3	0.6	1.3
To attend school	0.4	0.4	0.4	1.0
Have a vacation home / timeshare	0.2	0.2	0.1	0.3
Real estate purchase or viewing	0.1	0.1	0.1	0.1
Property renovation / inspection	0.1	0.1	0.1	0.0
Other	0.3	0.3	0.2	0.7
Gender				
Male	40.5	40.6	40.2	54.1
Female	59.1	59.0	59.3	45.9
Age				
Mean (years)	51.82	51.86	51.73	46.83
Highest level of school				
No / some high school	0.4	0.4	0.3	0.7
High school graduate	5.4	5.2	5.7	11.5
Some college	13.2	14.1	11.4	4.1
Vocational / technical	3.2	3.5	2.6	5.6
2-year degree	9.0	9.2	8.7	10.0
4-year degree	35.6	35.4	35.9	51.8
Post-graduate degree	33.2	32.1	35.5	16.3

Continued on next page.

**Table 7.19-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023 -- Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Employment status				
Self-employed	12.9	13.5	11.6	12.0
Employed, working for someone else	56.3	55.6	57.7	54.1
Retired	24.8	24.7	24.9	9.8
Student	1.4	1.3	1.6	5.2
Homemaker	3.0	3.0	3.1	7.6
Other	1.7	2.0	1.2	11.4
U.S. visitors' income 3/				
Up to \$40,000	4.5	4.2	5.0	(X)
\$40,000 to \$59,999	5.6	5.2	6.5	(X)
\$60,000 to \$79,999	8.6	8.3	9.2	(X)
\$80,000 to \$99,999	8.6	8.6	8.4	(X)
\$100,000 to \$124,999	13.0	12.8	13.4	(X)
\$125,000 to \$149,999	11.8	11.7	11.8	(X)
\$150,000 to \$174,999	10.4	10.6	10.2	(X)
\$175,000 to \$199,999	7.3	7.5	6.7	(X)
\$200,000 to \$249,999	9.6	10.0	8.8	(X)
\$250,000 or more	20.7	21.1	20.1	(X)
Japan visitors' income 4/				
Less than 3.5 million Yen	(X)	(X)	(X)	11.1
3.5 million Yen to 4.5 million Yen	(X)	(X)	(X)	9.5
4.5 million Yen to 5.5 million Yen	(X)	(X)	(X)	9.8
5.5 million Yen to 6.5 million Yen	(X)	(X)	(X)	7.8
6.5 million Yen to 7.5 million Yen	(X)	(X)	(X)	5.9
7.5 million Yen to 8.5 million Yen	(X)	(X)	(X)	8.6
8.5 million Yen to 10 million Yen	(X)	(X)	(X)	11.7
10 million Yen to 15 million Yen	(X)	(X)	(X)	14.7
15 million Yen to 20 million Yen	(X)	(X)	(X)	9.2
20 million Yen or more	(X)	(X)	(X)	11.6

X Not applicable.

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/ U.S. total income is based on a total of 12,811 respondents, income of the U.S. West is based on 6,260 respondents, and income of the U.S. East is based on 6,551 respondents.

4/ Japan visitors' income is based on 711 respondents.

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 16, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.20-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER: 2023 AND 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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	2023			2024		
	Total	Domestic	International	Total	Domestic	International
All visitors	9,499,995	7,942,159	1,557,836	9,533,375	7,896,390	1,636,985
1 to 6 days	2,989,439	2,378,906	610,534	3,205,551	2,464,494	741,057
7 to 12 days	5,317,417	4,605,655	711,762	5,229,781	4,522,021	707,760
13 to 30 days	1,093,138	878,366	214,771	1,008,769	834,408	174,361
31 to 365 days	100,001	79,232	20,769	89,274	75,467	13,807
Mean (days)	9.03	9.02	9.01	8.78	8.90	8.23
Median (days)	7.24	8.00	8.00	7.13	8.00	7.00

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

**Table 7.21-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:
2019 TO 2024**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state]

Subject	2019	2020 1/	2021	2022	2023	2024
Arrivals (1,000)	1,576	289	19	193	589	708
Average stay (days)	5.9	5.9	15.6	7.9	6.6	6.2
Expenditures (mil. dol.)	2,248	408	65	359	930	1,051

1/ Annual 2020 visitor spending statistics were estimated by DBEDT.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.22-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2024

[In dollars. Covers visitors who arrived by air and stayed overnight or longer anywhere in the state.
Unweighted averages for mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1960-1961	32.0	(NA)	2003	157.2	240.1
1965-1966 1/	37.2	(NA)	2004	158.0	251.5
1974	46.2	123.0	2005	160.8	255.4
1977	54.6	146.9	2006	166.3	266.5
1980	71.2	185.0	2007	170.3	268.8
1983	85.9	227.3	2008	161.0	288.3
1986	95.4	299.0	2009	145.7	268.3
1987	102.5	324.0	2010	151.6	261.1
1988	121.4	350.0	2011	157.8	289.1
1989	126.6	322.0	2012	167.1	310.1
1990	136.3	294.0	2013	172.1	275.7
1991	140.5	344.3	2014	176.6	273.4
1992	117.1	344.7	2015	175.0	236.3
1993	116.2	306.5	2016	180.2	240.3
1994	133.8	340.9	2017	186.9	237.8
1995	132.7	356.2	2018	188.3	241.2
1996	137.0	286.9	2019	188.3	241.6
1997	157.1	279.6	2020 2/	171.8	237.1
1998	147.4	235.2	2021	201.1	220.9
1999	148.9	207.5	2022	232.4	235.4
2000	154.9	214.2	2023	238.7	240.7
2001	142.7	227.0	2024	242.1	239.6
2002	150.4	233.1			

NA Not available.

1/ Oahu only.

2/ Annual 2020 visitor spending statistics were estimated by DBEDT.

Source: Hawaii State Department of Business, Economic Development, and Tourism, Data before 1999: *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, records; *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1960-1961 TO 2024

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. CPI adjusted to include up to three decimal points to reflect BLS publications post 2006]

Year	U.S. CPI (1982-84=100)	Average expenditure per visitor day 1/	Year	U.S. CPI (1982-84=100)	Average expenditure per visitor day 1/
1960-1961	29.8	107	2003	184.0	85
1965-1966 2/	32.0	116	2004	188.9	84
1974	49.3	94	2005	195.3	82
1977	60.6	90	2006	201.6	82
1980	82.4	86	2007	207.342	82
1983	99.6	86	2008	215.303	75
1986	109.6	87	2009	214.537	68
1987	113.6	90	2010	218.056	70
1988	118.3	103	2011	224.939	70
1989	124.0	102	2012	229.594	73
1990	130.7	104	2013	232.952	74
1991	136.2	103	2014	236.715	75
1992	140.3	83	2015	237.002	74
1993	144.5	80	2016	240.005	75
1994	148.2	90	2017	245.121	76
1995	152.4	87	2018	251.100	75
1996	156.9	87	2019	255.652	74
1997	160.5	98	2020 3/	258.811	66
1998	163.0	90	2021	270.970	74
1999	166.6	89	2022	4/ 292.655	79
2000	172.2	90	2023	304.702	78
2001	177.1	81	2024	313.689	77
2002	179.9	84			

1/ In constant (1982-84) dollars deflated using U.S. CPI.

2/ Oahu only.

3/ Annual 2020 visitor spending statistics were estimated by DBEDT.

4/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>; U.S. Bureau of Labor Statistics, *U.S. Consumer Price Index-All Urban Consumers, All Items* <<https://www.bls.gov/cpi/data.htm>> accessed June 16, 2025; and calculations by Hawaii State Department of Business, Economic Development & Tourism.

**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2023 AND 2024**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. In dollars]

Expenditure type	U.S. West 1/		U.S. East 2/		Japan		Canada	
	2023	2024	2023	2024	2023	2024	2023	2024
All items	225.4	229.8	262.6	264.6	240.7	239.6	220.3	223.5
Total food and beverage	47.8	49.3	51.6	52.7	59.5	60.9	45.8	49.3
Restaurant food	30.3	31.8	34.5	35.4	43.4	45.1	26.4	29.7
Dinner shows & cruises	5.3	4.8	6.9	6.3	3.7	3.8	3.8	3.8
Groceries and snacks	12.2	12.7	10.2	11.0	12.4	12.0	15.5	15.8
Entertainment & recreation	19.2	21.1	26.9	26.9	17.4	17.2	15.8	15.6
Total transportation	22.2	21.9	24.3	24.3	13.8	13.0	22.5	20.4
Interisland airfare	1.2	1.7	2.8	3.4	1.0	1.1	1.2	1.1
Ground transportation	1.3	1.4	1.6	1.9	6.2	6.1	1.6	2.2
Rental vehicles	18.3	17.4	18.3	17.5	5.8	5.1	17.9	15.7
Gasoline, parking, etc.	1.4	1.4	1.5	1.6	0.8	0.6	1.8	1.4
Total shopping	21.7	21.6	22.8	21.9	50.2	46.7	16.1	17.6
Fashion and clothing	8.2	8.4	8.5	7.8	16.4	14.8	8.6	8.8
Jewelry and watches	2.8	3.3	3.1	3.2	3.4	3.5	1.4	1.2
Cosmetics, perfume	0.5	0.4	0.6	0.7	1.8	1.7	0.3	0.4
Leather goods	1.8	1.5	1.4	1.0	8.2	6.8	0.5	0.6
Hawaii food products	3.8	3.5	3.3	3.5	13.8	13.5	2.1	2.9
Souvenirs	4.6	4.4	5.9	5.8	6.5	6.4	3.2	3.8
Lodging	108.8	110.5	121.9	123.9	91.1	92.9	113.6	113.9
All other expenses 3/	5.6	5.5	15.0	14.8	8.7	8.8	6.5	6.6

Continued on next page.

**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2023 AND 2024 -- Con.**

Expenditure type	Other Asia 4/		Oceania 5/		Europe 6/		Latin America 7/	
	2023	2024	2023	2024	2023	2024	2023	2024
All items	316.9	323.1	295.6	300.4	243.2	213.2	313.5	260.1
Total food and beverage	73.6	75.8	67.2	67.8	54.0	42.3	59.2	68.3
Restaurant food	57.4	57.6	47.8	46.7	38.7	27.8	35.8	41.1
Dinner shows & cruises	3.7	4.2	6.1	7.3	4.0	2.8	15.4	10.5
Groceries and snacks	12.5	14.0	13.3	13.8	11.2	11.7	11.5	14.9
Entertainment & recreation	34.1	34.9	28.1	28.2	22.2	21.8	36.6	32.9
Total transportation	27.4	29.0	19.1	18.9	31.4	24.2	35.7	38.4
Interisland airfare	4.0	5.7	2.3	3.2	2.9	3.6	6.5	9.4
Ground transportation	3.4	3.7	6.1	6.5	6.9	4.3	7.4	6.0
Rental vehicles	18.5	17.8	9.7	8.3	18.4	14.6	20.5	19.9
Gasoline, parking, etc.	1.6	1.8	0.9	0.9	3.2	1.6	1.3	3.1
Total shopping	52.5	53.0	45.7	43.8	18.0	15.9	55.7	26.5
Fashion and clothing	23.3	24.5	30.4	29.0	7.1	7.2	25.8	8.6
Jewelry and watches	1.9	1.8	2.9	2.8	1.0	0.7	9.8	1.6
Cosmetics, perfume	1.1	1.6	2.4	2.3	0.1	0.4	4.4	0.2
Leather goods	12.3	9.3	3.0	2.8	5.6	0.1	3.9	0.9
Hawaii food products	5.0	5.1	2.2	2.3	1.8	2.1	3.4	5.2
Souvenirs	8.9	10.6	4.9	4.6	2.4	5.3	7.9	10.0
Lodging	126.5	127.9	123.3	127.7	108.4	103.3	111.2	71.4
All other expenses 3/	2.8	2.5	12.3	14.0	9.2	5.8	15.1	22.7

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.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

**Table 7.25-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2023 AND 2024**

[Total air and cruise visitor expenditures. Covers visitors who stayed overnight or longer anywhere in the state. In millions of dollars]

Expenditure type	2023	2024	Percent change
All items	20,866.3	20,719.7	-0.7
Total food and beverage	4,383.6	4,372.6	-0.3
Restaurant food	2,873.2	2,909.9	1.3
Dinner shows and cruises	475.9	426.6	-10.3
Groceries and snacks	1,035.6	1,035.5	0.0
Entertainment & recreation	1,880.6	1,945.3	3.4
Total transportation	1,956.1	1,915.2	-2.1
Interisland airfare	153.4	197.6	28.8
Ground transportation	183.4	187.4	2.1
Rental vehicles	1,484.9	1,404.7	-5.4
Gasoline, parking, etc.	134.3	125.5	-6.6
Total shopping	2,121.1	2,080.9	-1.9
Fashion and clothing	855.3	810.8	-5.2
Jewelry and watches	242.3	247.5	2.2
Cosmetics, perfume	59.8	62.0	3.6
Leather goods	190.5	152.4	-20.0
Hawaii food products	338.8	345.3	1.9
Souvenirs	434.3	462.9	6.6
Lodging	9,639.2	9,544.5	-1.0
All other expenses 1/	753.7	719.4	-4.5
Supplemental business	132.0	141.7	7.3

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

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

**Table 7.26-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
U.S. WEST, U.S. EAST AND JAPAN, BY VISITOR OR TRIP
CHARACTERISTICS: 2023 AND 2024**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. In dollars]

Visitor or trip characteristics	Visitors from U.S. West 1/		Visitors from U.S. East 2/		Visitors from Japan	
	2023	2024	2023	2024	2023	2024
All visitors	225.4	229.8	262.6	264.6	240.7	239.6
Group tour status 3/						
Organized group tour	252.9	263.7	344.1	358.9	257.6	255.5
Individually arranged	224.0	228.0	250.0	253.0	242.8	236.3
Arrived on package tour 3/						
Yes	217.7	229.1	243.5	248.3	294.3	282.2
No	225.1	228.0	253.6	256.3	216.1	209.2
Accommodations						
Hotel	268.4	270.6	301.3	311.7	276.4	264.4
Condo	245.2	241.9	271.9	271.9	202.9	198.8
Guests of friends and relatives	105.3	102.1	107.3	103.4	123.8	106.2
Timeshare	168.3	172.2	195.2	196.3	146.4	134.1
Rental House	234.2	249.4	255.5	260.6	150.1	145.0
Previous visits 3/						
First trip	229.6	238.7	270.3	272.0	281.2	271.6
Repeat visitors	221.3	223.1	231.5	237.0	234.6	226.7
Purpose of trip						
Pleasure	228.5	232.3	253.9	256.2	229.3	224.7
Business, meetings, conventions, incentive	284.2	290.6	314.5	330.1	276.8	259.0
On honeymoon	332.3	319.0	372.8	376.5	332.8	321.3

1/ Pacific and Mountain States of the United States.

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

3/ U.S. West and U.S. East figures may not be comparable to figures in 2007 *Data Book* or earlier, due to a change in methodology.

Source: Hawaii State Department of Business, Economic Development, and Tourism Research, *Annual Visitor Research Report* (annual) <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.27-- TOTAL VISITOR EXPENDITURES: 1961 TO 2024

[Total air and cruise visitor expenditures. Covers visitors who stayed overnight or longer anywhere in the state. In millions of dollars]

Year	Personal expenditures	Additional business expenditures 1/	Year	Personal expenditures	Additional business expenditures 1/
1961	137	(NA)	1993	7,808	120
1962	154	(NA)	1994	9,544	133
1963	186	(NA)	1995	10,067	141
1964	205	(NA)	1996	9,569	140
1965	225	(NA)	1997	10,102	147
1966	280	(NA)	1998	9,910	149
1967	380	(NA)	1999	9,844	161
1968	440	(NA)	2000	10,396	194
1969	550	(NA)	2001	8,916	145
1970	595	(NA)	2002	9,465	144
1971	705	(NA)	2003	9,889	165
1972	836	(NA)	2004	10,702	160
1973	1,017	(NA)	2005	11,696	208
1974	1,233	(NA)	2006	12,301	191
1975	1,355	(NA)	2007	12,626	185
1976	1,637	(NA)	2008	11,220	178
1977	1,834	(NA)	2009	9,819	174
1978	2,150	(NA)	2010	10,889	177
1979	2,541	(NA)	2011	12,048	110
1980	2,871	(NA)	2012	14,250	115
1981	3,195	(NA)	2013	14,413	108
1982	3,687	(NA)	2014	14,851	122
1983	3,847	(NA)	2015	14,977	134
1984	4,442	(NA)	2016	15,793	118
1985	4,780	92	2017	16,669	126
1986	5,567	103	2018	17,510	133
1987	6,281	120	2019	17,716	128
1988	7,813	125	2020 2/	5,119	43
1989	8,371	113	2021	13,127	27
1990	8,707	119	2022	19,699	101
1991	9,004	138	2023	20,734	132
1992	8,614	141	2024	20,578	142

NA Not available.

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

2/ Annual 2020 visitor spending statistics were estimated by DBEDT.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

**Table 7.28-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:
1999 TO 2024**

[Total air and cruise visitor expenditures. Covers visitors who stayed overnight or longer anywhere in the state. In millions of dollars]

Year	Total expenditures	Personal expenditures					Additional business (MCI) expenditures
		All countries 1/	United States	Japan	Canada	Other countries 1/	
1999	10,005	9,844	5,776	2,359	480	1,229	161
2000	10,590	10,396	6,453	2,370	451	1,121	194
2001	9,061	8,916	5,708	2,089	309	810	145
2002	9,609	9,465	6,133	2,041	270	1,021	144
2003	10,054	9,889	6,608	1,902	335	1,044	165
2004	10,862	10,702	7,095	2,163	364	1,081	160
2005	11,904	11,696	7,841	2,214	451	1,190	208
2006	12,492	12,301	8,385	2,037	508	1,371	191
2007	12,811	12,626	8,537	1,982	634	1,473	185
2008	11,398	11,220	7,122	1,944	711	1,443	178
2009	9,993	9,819	6,163	1,826	629	1,202	174
2010	11,066	10,889	6,790	1,900	746	1,454	177
2011	12,158	12,048	7,251	2,164	906	1,727	110
2012	14,365	14,250	8,074	2,735	1,023	2,418	115
2013	14,521	14,413	8,351	2,486	1,083	2,493	108
2014	14,973	14,851	8,586	2,397	1,073	2,796	122
2015	15,111	14,977	8,950	2,053	1,053	2,921	134
2016	15,911	15,793	9,524	2,096	955	3,219	118
2017	16,794	16,669	10,376	2,160	1,041	3,092	126
2018	17,643	17,510	11,118	2,145	1,109	3,138	133
2019	17,844	17,716	11,636	2,248	1,082	2,750	128
2020 2/	5,162	5,119	3,780	408	389	542	43
2021	13,154	13,127	12,318	65	241	503	27
2022	19,800	19,699	16,250	359	962	2,127	101
2023	20,866	20,734	15,822	930	1,230	2,752	132
2024	20,720	20,578	15,705	1,051	1,092	2,730	142

1/ Includes cruise ship data.

2/ Annual 2020 visitor spending statistics were estimated by DBEDT.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Annual Visitor Research Report* (annual) <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

Table 7.29-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT: 2019 TO 2024

Subject	2019	2020 1/	2021 1/	2022	2023	2024
Number of tours 2/	123	28	-	91	126	139
Number of passengers	277,093	53,417	-	158,203	294,824	300,067
Out of state visitors	273,050	53,098	-	157,118	290,824	297,340
Arrived by air	129,542	22,913	-	61,809	133,212	129,217
Arrived by ship	143,508	30,185	-	95,309	157,612	168,123
Hawaii residents	4,044	319	-	1,085	4,000	2,727

1/ Due to the COVID-19 pandemic in March 2020, there were no port visits to Hawaii harbors made by passenger cruise ships after March 2020 through 2021, in compliance with the regulations established by the United States Centers for Disease Control.

2/ A tour starts when a ship first calls at a Hawaii 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, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.

**Table 7.30-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:
1997 TO 2024**

[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	12,618.1	11,066.4	1,425.8	125.9
2011	13,793.0	12,158.2	1,485.4	149.4
2012	16,201.5	14,364.8	1,648.9	187.8
2013	16,493.6	14,520.5	1,784.8	188.3
2014	17,013.0	14,973.3	1,880.2	159.5
2015	17,244.0	15,110.9	1,989.4	143.7
2016	18,071.3	15,911.2	2,028.4	131.6
2017	19,065.8	16,794.4	2,108.7	162.8
2018	20,144.2	17,642.5	2,337.4	164.3
2019	20,459.7	17,844.3	2,448.1	167.3
2020	6,174.3	5,161.7	967.8	44.8
2021	15,199.4	13,154.2	2,045.2	0.0
2022	22,568.6	19,800.0	2,622.2	146.4
2023	23,894.5	20,866.3	2,811.2	217.0
2024	23,910.0	20,719.7	2,927.8	262.6

Source: Hawaii State Department of Business, Economic Development, and Tourism, Annual Visitor Research Report <<http://dbedt.hawaii.gov/visitor/visitor-research/>>; and estimates by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.31-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 2017 TO 2024

[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)
2017	19,065.8	15,086.5	8,483.2	1,750.3	172.7
2018	20,144.2	15,939.8	8,963.1	1,849.3	176.3
2019	20,459.7	16,189.5	9,103.4	1,878.3	173.0
2020	6,174.3	4,885.6	2,747.2	566.8	50.4
2021	15,199.4	12,027.1	6,762.9	1,395.4	120.0
2022	22,568.6	17,858.2	10,041.8	2,071.9	172.1
2023	23,894.5	18,907.4	10,631.7	2,193.6	182.2
2024	23,910.0	18,919.9	10,638.8	2,195.1	170.3

Source: Estimates by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.32-- WAIKIKI'S SHARE OF TOURISM: 2024

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitor arrivals by air	9,533,375	1/ 5,794,854	(2/)
Average daily visitor census	228,752	87,889	38.4
Visitor units	83,058	31,473	37.9
Occupied visitor units	60,882	25,304	41.6
Total visitor expenditures (\$ millions) 3/	23,910	8,699	36.4

1/ Oahu visitors.

2/ Percent is not applicable because many visitors tour more than one island.

3/ Includes a portion of the overseas airfare supporting Hawaii-based airline services and spending by cruise lines on supplies and maintenance.

Source: Estimates by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.33-- CONTRIBUTION TO THE STATE'S ECONOMY BY STATEWIDE VISITOR INDUSTRY AND BY WAIKIKI: 2024

Measure of tourism	Contribution of statewide tourism to the state economy		Contribution of Waikiki tourism to the state economy	
	Number	Percent	Number	Percent
Direct impact 1/				
Gross domestic product 2/	(X)	(X)	(X)	(X)
Civilian jobs (1,000) 3/	145.4	16.2	52.9	5.9
State taxes (\$ millions)	1,574.2	13.5	572.7	4.9
Direct and indirect impact 4/				
Gross domestic product (\$ millions)	18,919.9	16.4	6,883.4	6.0
Civilian jobs (1,000) 3/	170.3	19.0	62.0	6.9
State taxes (\$ millions)	2,195.1	18.8	798.6	6.9

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: Estimates by Hawaii State Department of Business, Economic Development & Tourism.

Table 7.34-- VISITOR INDUSTRY PRICES, PRICE INDEXES, AND PRICE DEFLATOR: 1991 TO 2024

Year	Average daily room rate 1/ (dollars)	1-way air fares (dollars)		Honolulu Consumer Price Index 4/ (1982-84=100)			Implicit price deflator for Hawaii GDP 5/ (2012=100)
		San Francisco-Honolulu 2/	Honolulu-Kahului 3/	Food away from home	Apparel	All items	
1991	101.89	642.00	65.95	133.6	110.5	148.0	(NA)
1992	105.59	400.00	69.95	137.8	114.2	155.1	(NA)
1993	103.26	566.00	74.00	141.9	116.5	160.1	(NA)
1994	105.46	566.00	74.00	146.4	118.7	164.5	(NA)
1995	109.39	596.00	74.00	149.2	117.5	168.1	(NA)
1996	116.79	530.00	85.00	150.8	118.5	170.7	(NA)
1997	124.96	521.00	80.00	152.6	117.3	171.9	62.2
1998	129.66	521.00	88.00	153.3	112.2	171.5	63.6
1999	131.66	536.00	94.75	158.3	105.4	173.3	65.4
2000	140.63	576.00	94.50	160.0	103.5	176.3	67.6
2001	144.88	692.00	95.25	164.0	101.0	178.4	70.3
2002	140.89	692.00	99.00	166.0	102.6	180.3	72.1
2003	144.16	714.00	119.00	167.1	98.5	184.5	73.8
2004	152.17	714.00	139.60	171.0	101.2	190.6	75.9
2005	166.16	829.00	144.70	176.4	102.5	197.8	78.4
2006	187.19	(NA)	167.80	186.0	104.4	209.4	81.2
2007	199.96	(NA)	182.90	195.1	104.1	219.5	83.9
2008	201.85	(NA)	170.00	202.3	105.3	228.9	85.3
2009	177.10	(NA)	218.10	210.8	112.8	230.0	87.0
2010	174.84	(NA)	191.20	213.6	116.4	234.9	87.7
2011	189.83	(NA)	191.20	219.1	118.4	243.6	89.2
2012	204.93	(NA)	191.30	230.3	121.5	249.5	91.0
2013	229.90	(NA)	191.40	241.2	119.0	253.9	92.6
2014	234.85	(NA)	185.00	247.7	111.1	257.6	94.8
2015	244.64	(NA)	187.00	263.0	108.9	260.2	97.1
2016	254.03	(NA)	182.40	273.0	111.7	265.3	98.4
2017	264.49	(NA)	189.40	277.6	115.8	272.0	100.0
2018	278.07	(NA)	189.28	285.6	110.3	277.1	102.4
2019	283.05	(NA)	189.17	295.3	114.8	281.6	6/ 104.9
2020	266.81	(NA)	193.40	301.2	113.3	286.0	6/ 106.3
2021	330.32	(NA)	189.00	309.1	109.1	296.8	6/ 110.7
2022	372.86	(NA)	194.01	333.3	110.4	316.1	6/ 118.7
2023	6/ 376.05	(NA)	194.01	364.9	126.2	326.0	6/ 124.4
2024	364.67	(NA)	(NA)	387.9	127.3	340.2	128.1

Continued on next page.

**Table 7.34-- VISITOR INDUSTRY PRICES, PRICE INDEXES, AND PRICE
DEFLATOR: 1991 TO 2024 -- Con**

NA Not available.

1/ For 1980-1994 Pannell Kerr Forster, *Trends in the Hotel Industry, Hawaii* (monthly). For 1995-2016 Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report* (December/Year-End Highlights). For 2017-present, Hawaii Tourism Authority, *Hawaii Hotel Performance Report* (December).

2/ 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).

3/ Regular fare, including taxes, as of July 1, by Hawaiian Airlines. From chronology in *Data Book* and Hawaiian Airlines, records. See also *Data Book* Table 18.41.

4/ Honolulu CPI for All Urban Consumers, from U.S. Bureau of Labor Statistics, Consumer Price Index-All Urban Consumers All Items Multi-screen <<https://www.bls.gov/cpi/data.htm>> accessed January 15, 2025. See also *Data Book* Table 14.06.

5/ Source: U.S. Bureau of Economic Analysis, Gross Domestic Product by Industry (March 28, 2025) <http://www.bea.gov/iTable/index_regional.cfm> accessed July 7, 2025; and calculations by Hawaii State Department of Business, Economic Development & Tourism. See also *Data Book* Table 14.01.

6/ Revised from previous *Data Book*.

Source: See above footnotes.

**Table 7.35-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT:
1993 TO 2024**

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	1,291,983	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
2012	1,305,370	1,104,116	201,254	75,985	60,218	15,767
2013	1,239,061	1,081,195	157,866	68,946	57,979	10,966
2014	1,220,813	1,120,230	100,583	64,898	58,385	6,513
2015	1,294,904	1,184,982	109,922	62,389	56,695	5,693
2016	1,358,083	1,210,099	147,984	63,093	56,240	6,853
2017	1,367,024	1,225,195	141,830	62,685	56,204	6,481
2018	1,443,527	1,288,213	155,314	65,655	57,910	7,744
2019	1,522,669	1,370,066	152,603	69,349	61,422	7,927
2020	588,249	540,395	47,854	46,312	42,682	3,629
2021	1,035,314	999,806	35,508	61,011	57,831	3,179
2022	1,485,744	1,432,238	53,506	74,700	70,095	4,605
2023	1,647,018	1,493,341	153,677	77,298	70,753	6,545
2024	1,806,460	1,529,726	276,734	84,201	70,004	14,197

Source: Hawaii State Department of Business, Economic Development, and Tourism Research, *Annual Visitor Research Report* (annual) <<http://dbedt.hawaii.gov/visitor/visitor-research/>>; and estimates by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.36-- PASSPORTS ISSUED BY THE HONOLULU PASSPORT AGENCY: 2019 TO 2024

[The area served by the Honolulu Passport Agency includes Hawaii, American Samoa, Guam, the Northern Mariana Islands, and Palau]

Mailing address	2019	2020	2021	2022	2023	2024
Issued by Honolulu Office	79,601	30,630	32,940	72,637	95,602	104,032
Mailed to Hawaii addresses	68,176	22,415	21,034	51,334	72,923	72,291
Mailed outside the state	11,425	8,215	11,906	21,303	22,679	31,741

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

Table 7.37-- PERFORMING ARTS, FOR OAHU: 2023-2024 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	(NA)	(NA)	(NA)
Kennedy Theatre			
Dance	2	10	1,379
Theater	13	51	11,702
Music	6	6	3,500
Paliku Theatre	3	20	1,928
Kumu Kahua Theatre	5	100	1,800
Diamond Head Theatre	6	112	49,810
Honolulu Theatre for Youth	9	423	71,242
Manoa Valley Theatre	(NA)	(NA)	(NA)
Department of Enterprise Services, total	(NA)	(NA)	(NA)
Dance	(NA)	(NA)	(NA)
Classical concerts	(NA)	(NA)	(NA)
Operas	(NA)	(NA)	(NA)
Pop/rock shows	(NA)	(NA)	(NA)
Stage shows	(NA)	(NA)	(NA)
Brigham Young University	(NA)	(NA)	(NA)
Theater	(NA)	(NA)	(NA)
Music	(NA)	(NA)	(NA)
Hawaii Pacific University	(NA)	(NA)	(NA)
Theater	(NA)	(NA)	(NA)
Music	(NA)	(NA)	(NA)

NA Not available.

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

Table 7.38-- SYMPHONY ORCHESTRA ACTIVITIES: 1994-1995 TO 2017-2018

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
Hawaii Symphony Orchestra				
1994-1995 1/	62	115	120,000	4,700,000
Honolulu Symphony Orchestra				
1995-1996 2/	80	45	65,000	2,343,305
1996-1997 3/	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 4/	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
2009-2010 5/	80	8	12,758	2,125,968
2010-2011 6/	-	-	-	310,629
Hawaii Symphony Orchestra				
2011-2012 7/	80	21	20,652	2,434,179
2012-2013 8/	80	1	2,057	215,449
2013-2014	80	20	24,564	9/ 3,486,554
2014-2015	80	23	30,089	10/ 3,553,965
2015-2016	80	37	36,971	4,477,458
2016-2017	80	31	32,111	4,223,764
2017-2018	80	40	44,431	4,333,217

Continued on next page.

Table 7.38-- SYMPHONY ORCHESTRA ACTIVITIES: 1994-1995 TO 2017-2018 -- Con.

- 1/ First season in operation. The attendance total is estimated.
 - 2/ 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.
 - 3/ Recording of expenses in compliance with FASB 116 & 117 pertaining to not-for-profit corporations, for 18-week season.
 - 4/ Canceled Shell series and Ohana series due to expense.
 - 5/ Canceled season in October 2009. Filed Chapter 11 in December 2009.
 - 6/ Converted to Chapter 7 in December 2010.
 - 7/ First season in operation.
 - 8/ No season presented, except 4th of July concert.
 - 9/ Expense includes \$556,431 in contracted revenue for Hawaii Opera and Ballet Hawaii.
 - 10/ Expense reflects \$57,500 in contracted revenue from Ballet Hawaii and addition of first Pops series.
- Source: Honolulu Symphony Society, records; Hawaii Symphony Orchestra, records.

Table 7.39-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS: 2022 TO 2024

[For calendar year unless otherwise specified]

Island and cultural attraction	2022	2023	2024
OAHU			
Atlantis Submarines	175,932	135,414	(NA)
Atlantis Cruises	35,609	22,518	(NA)
Battleship Missouri Memorial	459,176	496,810	491,284
Bernice P. Bishop Museum	(NA)	(NA)	(NA)
Diamond Head State Monument 1/ 2/	(NA)	(NA)	(NA)
Foster Botanical Garden	(NA)	(NA)	(NA)
Harold L. Lyon Arboretum	27,104	(NA)	28,378
Hawaii's Plantation Village	(NA)	(NA)	(NA)
Hawaii State Art Museum (HiSAM)	(NA)	(NA)	(NA)
Honolulu Museum of Art on Beretania	83,395	103,598	96,034
Honolulu Museum of Art at First Hawaiian Center	(NA)	(NA)	(NA)
Honolulu Police Department Museum	817	1,792	(NA)
Honolulu Zoo	456,833	501,967	(NA)
Hoomaluhia Botanical Garden	(NA)	(NA)	(NA)
Iolani Palace State Monument	76,050	105,886	115,922
King Kamehameha V Judiciary History Center 1/	2,051	(NA)	(NA)
Mormon Temple Grounds 3/	(NA)	(NA)	(NA)
Pearl Harbor Aviation Museum 4/	242,871	269,749	274,777
Polynesian Cultural Center	(NA)	(NA)	(NA)
Puu O Mahuka Heiau State Historic Site	(5/)	(5/)	(5/)
Queen Emma Summer Palace	(NA)	(NA)	(NA)
Royal Mausoleum State Monument	(5/)	(5/)	(5/)
Sea Life Park Hawaii 6/	190,915	(NA)	(NA)
Tropic Lightning Museum, Schofield Barracks 6/	4,740	(NA)	(NA)
Ulupo Heiau State Historical Park	(5/)	(5/)	(5/)
U.S. Army Museum of Hawaii, Ft. DeRussy 6/	7/ 5,326	(NA)	(NA)
U.S.S. Bowfin Submarine Museum	321,765	360,556	359,916
University of Hawaii Art Gallery 8/	(NA)	(NA)	(NA)
Waikiki Aquarium 1/	(NA)	(NA)	(NA)
Waimea Valley	475,505	483,855	506,611
WWII Valor in the Pacific National Monument 9/	1,545,582	1,692,719	1,588,798

Continued on next page.

Table 7.39-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS: 2022 TO 2024 -- Con.

Island and cultural attraction	2022	2023	2024
HAWAII			
H.N. Greenwell Store	(NA)	(NA)	(NA)
Hawaii Tropical Botanical Garden	(NA)	(NA)	(NA)
Hawaii Volcanoes National Park 10/	1,580,961	1,620,294	1,433,593
Hulihee Palace	(NA)	(NA)	(NA)
Kaloko-Honokohau National Historical Park	291,342	292,400	351,422
Kona Coffee Living History Farm	(NA)	(NA)	(NA)
Lyman House Memorial Museum	8,126	10,223	9,582
Nani Mau Gardens	(5/)	(5/)	(5/)
Pacific Tsunami Museum	951	(NA)	(NA)
Panaewa Rainforest Zoo and Gardens 1/	360,000	355,000	(NA)
Puuhonua O Honaunau National Historical Park	311,441	341,502	454,268
Puukohola Heiau National Historic Site	31,602	23,197	27,507
Volcano Art Center Gallery	(NA)	(NA)	(NA)
Volcano Art Center Campus	(NA)	(NA)	(NA)
MAUI			
Alexander & Baldwin Sugar Museum	8,086	8,978	7,629
Aquarium Maui/Maui Ocean Center	334,073	(NA)	(NA)
Haleakala National Park	1,087,616	791,292	732,477
Halekii-Pihana Heiau State Historical Site	(5/)	(5/)	(5/)
Hana Cultural Center	(NA)	(NA)	(NA)
Hawaiian Islands Humpback Whale Sanctuary 8/	(NA)	(NA)	(NA)
Iao Valley State Monument	(5/)	(5/)	(5/)
Kula Botanical Garden	(NA)	(NA)	(NA)
Lahaina Restoration Foundation	17,509	(11/)	(11/)
Baldwin Missionary Home Museum	12,819	(11/)	(11/)
Hale Pai Printing House	345	(11/)	(11/)
Wo Hing Temple Museum	4,345	(11/)	(11/)
Maui Historical Society Bailey House Museum	(NA)	(NA)	(NA)
The Whale Center of Hawaii 12/	(NA)	(NA)	(NA)
MOLOKAI			
Kalaupapa National Historical Park 13/	38,771	46,981	30,774

Continued on next page.

Table 7.39-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS: 2022 TO 2024 -- Con.

Island and cultural attraction	2022	2023	2024
LANAI			
Lanai Culture & Heritage Center	(NA)	(NA)	(NA)
KAUAI			
Grove Farm Homestead	2,774	4,108	2,930
Kauai Museum	14/ 59,804	60,004	61,309
Kauai Ocean Discovery	(NA)	(NA)	(NA)
Kilauea Point National Wildlife Refuge 15/	(NA)	(NA)	(NA)
Kokee Natural History Museum	(NA)	(NA)	(NA)
Waioli Mission House	257	399	303

NA Not available.

1/ Fiscal year ending June 30.

2/ Diamond Head State Monument is the only State Park where an entry fee is charged to all visitors. The estimated attendance is based on revenues received from entrance fees paid by walk-ins, drive-ins, and commercial vehicles.

3/ Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitors' Center.

4/ Formerly known as the Pacific Aviation Museum.

5/ No visitor counts are conducted.

6/ Fiscal year ending September 30.

7/ The U.S. Army Museum of Hawaii was open for January and part of February 2022, then closed for the rest of 2022. The museum reopened on February 7, 2023.

8/ Data are estimates.

9/ Counts include visitors to USS *Arizona* Memorial.

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

11/ Attendance records for the museums under the Lahaina Restoration Fund were destroyed by the wild fires that occurred in 2023.

12/ The Whalers Village Museum was not open to the public. It is slated to reopen under new management as The Whale Center of the Pacific.

13/ Includes Kalaupapa Settlement.

14/ Kauai Museum experienced an uptick of visitors because they had three travelling exhibits.

15/ Attendance in 2022 represents the two months the museum was open for January and February.

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

Table 7.40-- NATIONAL PARKS, SITES AND MONUMENTS: 2003 TO 2024

Year and area	Acreage, Dec. 31			Visits
	Total	Federal	Non-federal	
2003	364,981	353,292	11,689	4,879,193
2004	364,999	353,434	11,564	5,403,073
2005	364,999	353,434	11,564	5,415,722
2006	364,999	353,672	11,326	5,323,425
2007	364,999	353,672	11,326	5,122,853
2008	369,110	357,784	11,326	4,536,505
2009	369,122	357,795	11,326	4,312,818
2010	369,124	357,795	11,329	4,493,123
2011	369,166	357,837	11,329	4,784,285
2012	369,166	357,837	11,329	5,119,035
2013	369,166	357,837	11,329	4,902,696
2014	369,166	357,837	11,329	5,213,817
2015	369,320	357,960	11,360	5,439,034
2016	369,320	357,960	11,360	5,786,318
2017	369,320	357,960	11,360	6,002,950
2018	371,494	360,134	11,360	4,838,838
2019	371,494	360,134	11,360	4,929,610
2020	371,494	360,134	11,360	1,629,003
2021	371,494	360,134	11,360	3,864,447
2022	390,917	379,557	11,360	4,887,315
2023	390,925	379,565	11,360	4,808,385
2024	390,925	379,565	11,360	4,618,839
AREAS: 2024				
Haleakala National Park	33,489	33,489	(1/)	732,477
Hawaii Volcanoes National Park	344,812	344,812	-	1,433,593
Honouliuli National Monument	154	123	31	(2/)
Kalaupapa National Historical Park	10,779	23	10,756	30,774
Kaloko-Honokohau National Historical Park	1,163	616	547	351,422
Pearl Harbor National Memorial 3/	22	22	-	1,588,798
Puuhonua o Honaunau National Historical Park	420	420	-	454,268
Puukohola Heiau National Historic Site	86	61	25	27,507

1/ Figure rounds to zero but is included in total.

2/ Honouliuli National Monument was established by presidential proclamation on February 24, 2015. It is not yet open to visitors.

3/ Formerly, World War II Valor in the Pacific National Monument.

Source: U.S. Department of the Interior, National Park Service, Natural Resource Stewardship and Science "Annual Visitation By Park (1979 - Last Calendar Year)" and "Park Acreage Reports (1997 - Last Calendar/Fiscal Year)" <<https://irma.nps.gov/Stats/Reports/National>> accessed June 18, 2025.

Table 7.41-- STATE PARKS AND HISTORIC SITES: 2010 TO 2023 AND BY ISLAND 2023

[As of June 30]

Year and island	Number of areas	Acreage	
		Total	Developed
2010	69	33,522.0	712.6
2011	69	33,522.0	712.6
2012	69	33,522.0	712.6
2013	69	33,522.0	712.6
2014	65	32,896.0	707.6
2015	65	32,883.0	707.6
2016	67	32,890.0	707.6
2017	63	33,467.6	725.2
2018	64	34,156.8	685.2
2019	64	34,156.8	685.2
2020 1/	64	32,921.5	704.5
2021	64	33,619.4	704.5
2022	64	33,619.4	704.5
2023	64	33,619.4	704.5
ISLAND: 2023			
Hawaii	16	6,949.2	238.8
Maui	9	326.5	37.9
Molokai	1	233.7	10.0
Oahu	28	10,917.8	287.2
Kauai	10	15,192.2	130.6

1/ No new parks were added or removed. The Hawaii State Department of Land and Natural Resources identified acreage discrepancies and provided a more accurate total.

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

Table 7.42-- MAJOR STATE PARKS: 2021 TO 2023

[As of June 30. Parks having at least 1,000 acres]

Park	Acreage	
	Total	Developed
2021		
Napali Coast State Wilderness Park	6,175.0	4.0
Ahupuaa O Kahana State Park	5,249.0	26.0
Kokee State Park	4,345.0	55.0
Waimea Canyon State Park	1,837.4	10.0
Kekaha Kai State Park	1,745.5	5.0
Wailua River State Park	2,557.4	37.4
Kaena Point State Park	1,427.7	7.5
Kiholo State Park Reserve	4,365.0	3.0
Pupukea-Paumalu State Park Reserve	1,103.6	2.2
2022		
Napali Coast State Wilderness Park	6,175.0	4.0
Ahupuaa O Kahana State Park	5,249.0	26.0
Kokee State Park	4,345.0	55.0
Waimea Canyon State Park	1,837.4	10.0
Kekaha Kai State Park	1,745.5	5.0
Wailua River State Park	2,557.4	37.4
Kaena Point State Park	1,427.7	7.5
Kiholo State Park Reserve	4,365.0	3.0
Pupukea-Paumalu State Park Reserve	1,103.6	2.2
2023		
Napali Coast State Wilderness Park	6,175.0	4.0
Ahupuaa O Kahana State Park	5,249.0	26.0
Kokee State Park	4,345.0	55.0
Waimea Canyon State Park	1,837.4	10.0
Kekaha Kai State Park	1,745.5	5.0
Wailua River State Park	2,557.4	37.4
Kaena Point State Park	1,427.7	7.5
Kiholo State Park Reserve	4,365.0	3.0
Pupukea-Paumalu State Park Reserve	1,103.6	2.2

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

**Table 7.43-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:
2023 AND 2024**

[Categories are not exclusive; a site may be listed on both Hawaii Register and National Register]

	2023 1/			2024 2/		
State and island	Listed Hawaii Register	Nominated Hawaii Register	Listed National Register	Listed Hawaii Register	Nominated Hawaii Register	Listed National Register
State total	1,126	-	384	3/ 1,171	-	380
Hawaii	188	-	93	189	-	95
Kahoolawe	1	-	1	1	-	1
Kauai	82	-	40	83	-	40
Lanai	1	-	2	1	-	1
Maui	78	-	62	79	-	63
Molokai	158	-	4	158	-	4
Northwestern Hawaiian Islands	1	-	2	1	-	2
Oahu	617	-	180	659	-	174

1/ As of May 13, 2024.

2/ As of June 16, 2025.

3/ Reported State total is 1,172 but actual count is 1,171.

Source: Hawaii State Department of Land and Natural Resources, State Historic Preservation Division,
"Nominated and Listed Properties on the Hawaii and National Registers of Historic Places" (June 2025)
<<https://dlnr.hawaii.gov/shpd/>> accessed June 20, 2025.

Table 7.44-- ZOOS: 2019 TO 2023

Subject and zoo	2019	2020	2021	2022	2023
Species 1/ 2/					
Honolulu Zoo	185	181	181	177	174
Panaewa Rainforest Zoo and Gardens (Hilo)	88	85	89	84	83
Individuals 1/ 2/					
Honolulu Zoo	762	751	727	687	638
Panaewa Rainforest Zoo and Gardens (Hilo)	190	192	188	291	280
Attendance 3/ 4/					
Honolulu Zoo	569,049	387,103	341,469	456,833	501,967
Panaewa Rainforest Zoo and Gardens (Hilo)	283,807	(NA)	118,253	360,000	355,000

NA Not available.

1/ Animal and bird inventory, December 31.

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

3/ Fiscal year ending June 30.

4/ In 2020 and 2021, attendance was impacted by statewide closures due to the COVID-19 pandemic.

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

Table 7.45-- AQUATIC COLLECTIONS: 2022

[As of June 30. For annual attendance, see table 7.40. Waikiki Aquarium is updated as of 2019; Sea Life Park is updated as of 2022]

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	57	1,666	349	2,953
Fishes	39	1,081	180	1,166
Reptiles	1	32	-	-
Mammals	5	18	1	1
Invertebrates	6	89	168	1,786
Birds	6	446	-	-

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

Table 7.46-- COUNTY PARKS, BY ISLAND: 2022 TO 2024

[As of December 31]

Island	Number			Acreage		
	2022	2023	2024	2022	2023	2024
State total	859	859	(NA)	11,232	11,309	(NA)
Hawaii	209	209	(NA)	2,908	2,908	(NA)
Maui	145	145	145	2,479	2,528	2,528
Lanai	5	5	5	24	24	24
Molokai	13	13	13	83	83	83
Oahu	402	402	403	4,953	4,981	4,986
Kauai	85	85	85	785	785	785

NA Not available.

Source: County parks and recreation departments; City and County of Honolulu Department of Parks and Recreation, Staffed City Parks on Oahu <<https://www.honolulu.gov/dpr/our-parks/>> accessed June 4, 2025.

Table 7.47-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2022

Beach park	Estimated attendance 1/	Rescues	Drownings	Surfing accidents
All parks	21,801,600	3,498	4	109
Ala Moana	2,863,822	55	-	5
Alii/Haleiwa	636,953	111	-	4
Bellows	104,443	7	-	-
Chun's Reef	344,980	86	-	-
Ehukai	599,132	124	-	6
Hanauma	1,363,000	210	1	-
Kailua	992,146	12	-	-
Keauwaula	187,196	20	-	-
Ke Waena	369,957	39	1	-
Kualoa	307,815	402	-	-
Laniakea	420,317	101	-	6
Maili	411,393	24	-	-
Makaha	366,482	55	-	-
Makapuu	214,711	111	-	-
Nanakuli	447,329	53	-	-
Pokai Bay	329,229	7	-	-
Sandy	533,721	826	-	2
Sunset	593,763	69	-	-
Waikiki	9,322,325	963	2	85
Waimanalo	690,506	94	-	1
Waimea	702,380	129	-	-

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 7.48-- SANDY SHORELINE AND PUBLIC BEACH ACTIVITIES,
BY ISLAND: 2025**

[Public beach recommendations as of April 1, 2025]

Subject	State total	Hawaii	Maui	Oahu	Kauai
Miles of shoreline	610	266	120	112	112
Sandy shoreline	169	(NA)	56	67	47
Number of public beaches	51	12	7	23	9
Recommended for					
Swimming	47	12	7	19	9
Surfing	35	5	6	17	7
Snorkeling	44	10	5	22	7
Scuba diving	5	-	-	5	-
Fishing	32	10	4	14	4
Wind surfing	3	-	3	-	-
Kite surfing	2	-	2	-	-
Camping	6	2	-	3	1
Outdoor sports	17	4	3	6	4
With amenities 1/	46	12	7	19	8
With parking 2/	43	10	7	19	7
Free parking	5	-	1	2	2
Metered parking	39	10	6	17	6
With lifeguard	47	12	7	19	9

NA Not available.

1/ Amenities include showers, restrooms, playgrounds, gear rentals picnic areas, and areas for BBQ grills.

2/ Total may not sum because some beaches have both free parking and metered parking.

Source: U.S. Army Corps of Engineers Institute for Water Resources, *Hawaiian Islands National Shoreline Management Study* (September 2018) <<https://usace.contentdm.oclc.org/utis/getfile/collection/p16021coll2/id/2963/rec/1>> accessed June 4, 2019; Watchtower, "Safe Beach Day: Hawaii" <<https://safebeachday.com/state/hawaii/>> accessed April 1, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 7.49-- COUNTY TENNIS FACILITIES: 2010 TO 2024

[As of December 31 unless otherwise indicated]

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Locations							
2010	93	19	13	2	1	48	10
2011	93	19	13	2	1	48	10
2012	94	19	13	2	1	49	10
2013	95	19	13	2	1	50	10
2014	95	19	13	2	1	50	10
2015	96	19	13	2	1	51	10
2016	96	19	13	2	1	51	10
2017	96	19	13	2	1	51	10
2018	96	19	13	2	1	51	10
2019	96	19	13	2	1	51	10
2020	96	19	13	2	1	51	10
2021	96	19	13	2	1	51	10
2022	93	19	13	2	1	1/ 48	10
2023	93	19	13	2	1	2/ 48	10
2024	93	19	13	2	1	48	10
Courts							
2010	323	43	49	4	2	201	24
2011	323	43	49	4	2	201	24
2012	326	42	49	4	2	205	24
2013	326	42	47	4	2	207	24
2014	325	42	46	4	2	207	24
2015	326	42	46	4	2	208	24
2016	328	44	46	4	2	208	24
2017	328	44	46	4	2	208	24
2018	325	44	43	4	2	208	24
2019	324	44	43	3	2	208	24
2020	324	44	43	3	2	208	24
2021	322	44	41	3	2	208	24
2022	316	44	41	3	2	1/ 202	24
2023	310	44	41	3	2	2/ 197	23
2024	(NA)	(NA)	41	3	2	198	24

NA Not Available.

1/ As of March 2, 2023.

2/ As of March 11, 2024.

Source: County parks and recreation departments; and Honolulu Department of Parks and Recreation, Public Tennis Courts <<https://www.honolulu.gov/dpr/tennis-courts/>> accessed June 4, 2025; and County of Hawaii Department of Parks and Recreation, Facilities and Parks directory <https://www.parks.hawaiicounty.gov/facilities-parks/-selamenityid-19#facilityAmenities_8374_10867_2435> accessed June 4, 2025.

Table 7.50-- GOLF COURSES, BY NUMBER OF HOLES, TYPE AND ISLAND: 2025

Island and course type 1/	Number of golf courses					Number of holes
	Total	9-hole	18-hole	27-hole	36-hole	
State total	83	12	68	2	1	1,422
Military	7	2	5	-	-	108
Municipal	9	1	8	-	-	153
Private	18	3	15	-	-	297
Public	49	6	40	2	1	864
Hawaii	19	4	14	-	1	324
Municipal	1	-	1	-	-	18
Private	7	1	6	-	-	117
Public 2/	11	3	7	-	1	189
Maui	15	1	14	-	-	261
Municipal	1	-	1	-	-	18
Private	3	1	2	-	-	45
Public	11	-	11	-	-	198
Lanai	3	1	2	-	-	45
Public 3/	3	1	2	-	-	45
Molokai	1	1	-	-	-	9
Public	1	1	-	-	-	9
Oahu	36	4	31	1	-	621
Military	7	2	5	-	-	108
Municipal	6	1	5	-	-	99
Private	6	1	5	-	-	99
Public 4/	17	-	16	1	-	315
Kauai	9	1	7	1	-	162
Municipal	1	-	1	-	-	18
Private	2	-	2	-	-	36
Public	6	1	4	1	-	108

1/ Course type 'Private' includes Semi-Private and Private-Resort, and 'Public' includes Resort.

2/ Includes Sea Mountain Golf Course which is permanently closed.

3/ Includes Koele Golf Course which is permanently closed.

4/ Includes Turtle Bay-Fazio Course which is temporarily closed.

Source: Hawaii State Golf Association <<http://www.hawaiistategolf.org/>> accessed May 29, 2025; and calculations by Hawaii State Department of Business, Economic Development and Tourism.

**Table 7.51-- COUNTY GOLF COURSES AND CAMPING PERMITS, FOR
OAHU: 1993 TO 2024**

Year	Public golf courses 1/			Camping permits issued 2/
	Courses	Holes	Rounds played	
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
2012	6	99	464,708	10,773
2013	6	99	442,362	8,460
2014	6	99	416,356	8,599
2015	6	99	400,869	7,461
2016	6	99	375,710	7,548
2017	6	99	371,744	9,809
2018	6	99	376,895	7,431
2019	6	99	372,307	7,707
2020	6	99	312,404	3/ 3,558
2021	6	99	401,247	6,660
2022	6	99	441,109	8,776
2023	6	99	415,838	10,818
2024	6	99	(NA)	8,025

NA Not available.

1/ County public golf courses are categorized as Municipal golf courses in Table 7.51.

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

3/ Emergency orders in response to the COVID-19 pandemic forced the closure of public camping areas in mid-March 2020. Public camping areas reopened June 12, 2020 per DLNR Division of State Parks.

Source: City and County of Honolulu, Department of Parks and Recreation <<https://www.honolulu.gov/dpr/camping/>> accessed June 20, 2025, and records; Department of Enterprise Services, *Golf Course Division* <<https://www.honolulu.gov/des/golf-courses/>> accessed June 20, 2025, and records.

Table 7.52-- SONY OPEN SCORES AND PURSES: 1999 TO 2025

[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]

Year	Holes	Winning score		Purse (dollars)	
		Total	Below par	Total	Winner
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	1/ 72	264	16	4,500,000	810,000
2004	2/ 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
2013	72	256	24	5,600,000	1,008,000
2014	72	263	17	5,600,000	1,008,000
2015	72	257	23	5,600,000	1,008,000
2016	1/ 72	260	20	5,800,000	1,044,000
2017	72	253	27	6,000,000	1,080,000
2018	3/ 72	263	17	6,200,000	1,116,000
2019	72	258	22	6,400,000	1,152,000
2020	4/ 72	269	11	6,600,000	1,188,000
2021	72	259	21	6,600,000	1,188,000
2022	72	257	23	7,500,000	1,350,000
2023	72	262	18	7,900,000	1,422,000
2024	72	263	17	8,300,000	1,494,000
2025	72	264	16	8,700,000	1,566,000

1/ There was an additional 2 hole playoff.

2/ There was an additional 3 hole playoff.

3/ There was an additional 6 hole playoff.

4/ There was an additional 1 hole playoff.

Source: Sony Open in Hawaii, Player Performances <<https://www.sonyopeninhawaii.com/player-performances>> accessed June 12, 2025.

Table 7.53-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: FEBRUARY 15, 2025

Island	Public hunting areas		Wildlife sanctuaries and refuges 1/	
	Number	Acreage (1,000)	Number	Acreage (1,000)
State total	122	939.1	50	30.2
Hawaii	62	686.0	5	28.0
Maui	18	68.0	13	0.6
Lanai	3	33.0	4	(2/)
Molokai	5	13.5	7	0.1
Oahu	14	25.0	18	1.1
Kauai	20	113.6	3	0.4

1/ State managed sanctuaries, refuges and preserves. State total includes 2 wildlife refuges totaling 200 acres in the Kure Atoll.

2/ Less than 50 acres.

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

Table 7.54-- FISHING AND HUNTING LICENSES ISSUED: 2010 TO 2024

[Fiscal years ending June 30]

Year	Freshwater fishing licenses	Hunting licenses
2010	5,842	10,427
2011	2,864	10,535
2012	2,195	10,738
2013	4,402	9,476
2014	4,790	10,673
2015	4,924	11,958
2016	4,722	11,929
2017	4,590	11,813
2018	4,580	11,956
2019	4,700	12,092
2020	(NA)	12,647
2021	4,358	12,553
2022	4,272	13,936
2023	4,827	13,539
2024	5,294	14,831

NA Not available.

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

Table 7.55-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND WINNING TIMES: 1992 TO 2024

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
2012	24,413	24,156	2:12:31	2:31:23
2013	30,291	22,077	2:18:47	2:36:02
2014	30,434	21,827	2:15:35	2:30:23
2015	30,797	21,563	2:11:43	2:28:34
2016	28,664	20,235	2:09:37	2:31:10
2017	26,345	20,390	2:08:27	2:22:15
2018	25,065	19,773	2:09:01	2:36:22
2019	23,882	18,805	2:07:59	2:31:09
2020	(1/)	(1/)	(1/)	(1/)
2021	11,385	6,241	2:14:30	2:41:24
2022	19,315	14,276	2:14:40	2:30:58
2023	18,966	15,140	2:15:41	2:33:01
2024	23,641	18,379	2:11:59	2:31:13

1/ The Honolulu Marathon was canceled because of the COVID-19 pandemic. Registered participants were given the option to participate in a virtual run or defer their entry to the 2021 Honolulu Marathon.

Source: Honolulu Marathon Association, Honolulu Marathon Champions & Entrants/Finishers History & Statistics <<https://www.honolulumarathon.org/key-information/history-statistics>> accessed February 13, 2023; Honolulu Marathon Association, Honolulu Marathon Overall Results (annual) <<https://pserevents.com/events/1207/results>> accessed March 6, 2024, and <<https://sportstats.one/results/142773>> accessed February 10, 2025; and records.

Table 7.56-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP PARTICIPANTS, FINISHERS AND WINNING TIMES: 1993 TO 2024

Year	Number of participants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
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
2012	1,984	1,886	8:18:37	9:15:54
2013	2,134	1,959	8:12:29	8:52:14
2014	2,187	1,985	8:14:18	9:00:55
2015	2,308	2,144	8:14:40	8:57:57
2016	2,316	2,207	8:06:30	8:46:46
2017	2,455	2,235	8:01:40	8:50:47
2018	2,472	2,307	7:52:39	8:26:18
2019	2,446	2,265	7:51:13	8:40:10
2020	(1/)	(1/)	(1/)	(1/)
2021 2/	3,366	2,298	7:49:16	9:43:29
2022	5,204	4,695	7:40:24	8:33:46
2023	4,443	4,034	8:06:22	8:24:31
2024	3,875	3,407	7:35:53	8:45:15

1/ The Ironman Kona World Championship was canceled because of the COVID-19 pandemic.

2/ The Ironman Kona World Championship was postponed to February 5, 2022 because of an increase in COVID-19 cases in 2021.

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>>; 2010 to 2019 <<http://www.ironman.com.com/triathlon/events/americas/ironman/world-championship/results.aspx#axzz5Eb18tzPL>> accessed on June 1, 2021; Ironman World Championship Results (annual) <<https://www.ironman.com>> accessed June 19, 2025.

**Table 7.57-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES
AND WINNING TIMES: 1985 TO 2023**

[Sponsored by the Transpacific Yacht Club of Los Angeles. 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	8:16:59:23	6:05:00:55
2013	58	12:05:23:18	5:12:20:55
2015	60	8:15:56:16	5:15:47:00
2017	49	7:01:20:10	8:03:01:28
2019	90	8:16:21:29	8:00:52:37
2021	41	6:16:18:14	7:17:19:38
2023	59	9:05:06:02	8:19:15:42

Source: Transpacific Yacht Club, "Transpacific Race Results" <<http://www.transpacrace.com>> accessed February 22, 2024.

**Table 7.58-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2002-2003 TO 2024-2025 SEASONS**

Season	Hawaii Bowl		Pro Bowl 1/
	Tickets sold	Turnstile count	Attendance
2002-2003	35,513	(NA)	50,125
2003-2004	29,005	(NA)	50,127
2004-2005	39,754	(NA)	50,225
2005-2006	26,254	16,134	50,190
2006-2007	43,435	40,623	50,410
2007-2008	30,467	24,149	50,044
2008-2009	45,718	43,487	49,958
2009-2010	32,650	20,217	2/ 70,697
2010-2011	43,673	41,089	49,338
2011-2012	32,630	19,411	48,423
2012-2013	30,024	19,712	47,134
2013-2014	29,106	22,324	47,270
2014-2015	25,365	13,922	3/ 63,225
2015-2016	22,793	14,537	50,000
2016-2017	23,175	20,327	4/ 60,834
2017-2018	20,546	12,187	4/ 51,019
2018-2019	30,911	27,835	4/ 51,192
2019-2020	21,582	19,539	4/ 54,024
2020-2021	(5/)	(5/)	(5/)
2021-2022	(6/)	(6/)	7/ 56,206
2022-2023	6,605	3,121	7/ 58,331
2023-2024	8,489	7,089	4/ 55,709
2024-2025	(NA)	6,720	4/ 54,313

NA Not available.

1/ Turnstile count not available for Pro Bowl.

2/ Held in Miami, Florida.

3/ Held in Phoenix, Arizona.

4/ Held in Orlando, Florida.

5/ Canceled due to the COVID-19 pandemic.

6/ The Hawaii Bowl was canceled for the 2021-2022 season 24 hours before kick off because of COVID-19 related issues with the University of Hawaii football team.

7/ Held in Las Vegas, Nevada.

Source: SoFi Hawaii Bowl Results Archive, *Bowl Record Book* (annual) and Game Stats

<<https://www.thehawaiibowl.com/history>> accessed January 29, 2019; Hawaii Athletics "UH Post-Game Notes (Hawaii Bowl)" <<https://hawaiiathletics.com/sports/2018/12/23/uh-post-game-notes-hawai-i-bowl.aspx>> accessed January 29, 2019; Front Office Sports, "NFL Pro Bowl Ratings Drop Again Despite Flag Football Push" <<https://frontofficesports.com/nfl-pro-bowl-ratings-drop-again-despite-flag-football-push/>> accessed June 6, 2025; ESPN, <<https://www.espn.com>> accessed June 6, 2025.

Table 7.59-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF HAWAII AT MANOA: 2020-2021 TO 2023-2024

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

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
2020-2021 2/						
Baseball	50	24	26	-	27	-
Basketball (men's)	21	11	10	-	12	-
Basketball (women's)	17	9	8	-	6	-
Football	9	5	4	-	5	-
Volleyball (men's)	8	17	1	-	7	-
Volleyball (women's) 3/	-	-	-	-	-	-
2021-2022						
Baseball	52	28	24	-	27	80,673
Basketball (men's)	28	17	11	-	14	47,698
Basketball (women's)	30	20	10	-	15	15,454
Football	13	6	7	-	6	13,814
Volleyball (men's)	32	27	5	-	18	72,901
Volleyball (women's)	30	22	8	-	15	12,583
2022-2023						
Baseball	59	29	20	-	26	83,762
Basketball (men's)	33	22	11	-	18	92,527
Basketball (women's)	33	18	15	-	16	24,407
Football	13	3	10	-	7	64,468
Volleyball (men's)	32	29	3	-	19	126,385
Volleyball (women's)	29	22	7	-	15	89,450
2023-2024						
Baseball	53	37	16	-	36	125,131
Basketball (men's)	34	20	14	-	19	81,201
Basketball (women's)	31	20	11	-	16	30,976
Football	13	5	8	-	7	78,758
Volleyball (men's)	30	23	7	-	21	132,230
Volleyball (women's)	33	24	9	-	17	105,073

1/ Volleyball data refer to matches.

2/ Fans were not allowed to attend any events for the season because of the COVID-19 pandemic.

3/ Women's volleyball did not have a season because of the COVID-19 pandemic.

Source: University of Hawaii, Office of Intercollegiate Athletics, Sports Media Relations, records.

See also <<http://www.ncaa.org/stats/>>.

**Table 7.60-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:
2017-2018 TO 2023-2024 SEASONS**

[Data are for Oahu only (OIA)]

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
2017-2018				
Baseball	Boys	(NA)	(NA)	40,778
Basketball	Boys and girls	294	26,671	134,492
Football	Boys	187	88,216	226,316
2018-2019				
Baseball	Boys	(NA)	(NA)	56,676
Basketball	Boys and girls	292	27,791	68,973
Football	Boys	3/ 123	134,844	311,437
2019-2020				
Baseball	Boys	(NA)	(NA)	(NA)
Basketball	Boys and girls	296	16,746	169,272
Football	Boys	135	118,370	237,319
2020-2021 4/				
Baseball	Boys	77	-	20,917
Basketball	Boys and girls	-	-	-
Football	Boys	-	-	-
2021-2022				
Baseball	Boys	(NA)	(NA)	71,423
Basketball	Boys and girls	200	16,728	131,726
Football	Boys	142	57,001	195,242
2022-2023				
Baseball	Boys	4	1,573	53,188
Basketball	Boys and girls	287	38,994	160,242
Football	Boys	140	102,427	234,733
2023-2024				
Baseball	Boys	4	1,560	60,228
Basketball	Boys and girls	280	33,956	203,857
Football	Boys	128	94,364	244,013

NA Not available.

1/ Junior varsity and varsity games, based on published schedules from public school leagues.

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

3/ Game sites (may include doubleheaders).

4/ Only includes game information for events conducted by public schools on Oahu during the spring season. fall and winter seasons not conducted due to the COVID-19 pandemic.

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

**Table 7.61-- PROFESSIONAL BOXING AND MIXED MARTIAL ARTS
(MMA): 1995 TO 2020**

Subject	Number of promoters	Number of shows	Paid attendance	Gross receipts (dollars)
Pro boxing				
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
2012-2016 1/	-	-	-	-
2017	1	1	(NA)	(NA)
2018	-	-	-	-
2019	1	1	(NA)	(NA)
2020	(2/)	(2/)	(2/)	(2/)
MMA				
2009	1	1	(NA)	(NA)
2010	7	17	(NA)	(NA)
2011	8	27	(NA)	(NA)
2012	9	24	(NA)	(NA)
2013	8	26	(NA)	(NA)
2014	7	23	(NA)	(NA)
2015	7	19	(NA)	(NA)
2016	9	20	(NA)	(NA)
2017	8	25	(NA)	(NA)
2018	5	13	(NA)	(NA)
2019	7	19	(NA)	(NA)
2020	(NA)	2/ 4	(NA)	(NA)

NA Not available.

1/ Pro boxing was not supported from 2011 to 2016.

2/ All events were canceled after March 2020.

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

Table 7.62-- DOG LICENSES ISSUED, BY COUNTY: 2001 TO 2024

[Dogs are licensed on a biennial basis]

Year	State total 1/	Hawaii	Maui 2/ 3/	Oahu 2/	Kauai
2001	31,068	5,919	4,285	18,761	2,103
2002	30,909	6,809	4,500	17,752	1,848
2003	29,519	6,786	2,960	16,673	3,100
2004	50,180	8,085	4,032	4/ 36,121	1,942
2005	53,415	10,454	4,675	4/ 35,638	2,648
2006	50,440	8,836	4,326	4/ 35,163	2,115
2007	50,403	6,504	5,033	4/ 34,966	3,900
2008	50,919	6,186	7,057	4/ 35,129	2,547
2009	52,623	7,881	5,100	4/ 35,129	4,513
2010	51,072	7,353	4,809	4/ 34,797	4,113
2011	49,763	6,647	4,926	4/ 33,736	4,454
2012	45,803	6,205	4,042	4/ 32,892	2,664
2013	42,904	2,167	4,058	32,970	5/ 3,709
2014	44,607	6,504	4,034	32,474	1,595
2015	42,638	4,609	3,701	30,983	3,345
2016	43,653	8,203	3,520	30,560	1,370
2017	46,147	7,804	4,758	30,692	2,893
2018	41,981	5,738	4,835	28,961	2,447
2019	40,228	6,378	4,682	26,143	3,025
2020	27,339	(NA)	3,878	6/ 23,461	(NA)
2021	5,661	(7/)	3,213	(6/)	8/ 2,448
2022	6,757	9/ 833	4,224	(6/)	1,700
2023	2,870	9/ 916	3,391	(6/)	1,954
2024	4,132	9/ 811	3,321	(6/)	(NA)

NA Not available.

1/ Includes sum of available counties.

2/ Fiscal year ending June 30.

3/ Maui figures include licenses for Lanai and Molokai.

4/ Figures are estimates.

5/ Figure includes only issued by Kauai County. As of October 1, 2013, the Kauai Humane Society began issuing dog licenses.

6/ Starting in July 2020, Oahu stopped issuing biannual dog tags and transitioned to microchipping.

7/ In 2021, the responsibility of issuing dog licenses was switched among several different agencies in Hawaii County, so an accurate count of the dog licenses issued for the year is unavailable.

8/ Kauai licensed animals from January 2021 to May 2021, then switched to microchipping in June 2021. Figure includes 726 licenses and 1,722 microchips.

9/ In July 2021, the responsibility of administering dog licenses was transferred to Vehicle Registration and Licensing Division. The Hawaii Island Humane Society still provides dog licensing and dog microchipping services.

Source: Hawaiian Humane Society (for Oahu, 1995-2003); Maui Humane Society (for Maui from 1999 to present); Kauai Humane Society (for Kauai from 2014 to present). Hawaii County, Department of Finance, Vehicle Registration & Licensing Division.