



# Visitor Industry & Recreation

## Section 10

### VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the islands including attendance at recreational events, and visitors to Maui County attractions.

Information on tourism is supplied primarily by the Hawai'i Tourism Authority. They have assumed the collection and analysis of visitor data since 2009.

## 10.1.1

## VISITORS TO MAUI COUNTY BY MONTH

*Arrivals by air*

2015	Maui	Moloka'i	Lāna'i	Maui County
<b>All Visitors</b>				
January	212,977	6,228	5,666	216,728
February	197,832	7,300	6,342	201,221
March	231,792	7,001	6,290	236,319
April	203,082	4,100	4,774	206,074
May	206,494	4,960	5,280	209,771
June	232,297	6,893	6,402	236,802
July	243,708	5,341	4,099	246,557
August	216,265	5,158	4,567	219,226
September	177,153	4,267	3,659	179,692
October	191,102	4,054	3,580	193,491
November	194,885	3,921	3,450	197,550
December	232,573	5,545	4,282	235,881
<b>Total</b>	<b>2,540,162</b>	<b>64,767</b>	<b>58,390</b>	<b>2,579,311</b>
<b>Domestic Visitors</b>				
January	159,066	5,083	4,452	162,303
February	153,182	6,136	5,036	156,299
March	183,414	5,698	5,216	187,198
April	166,580	3,309	3,784	169,035
May	177,419	4,099	4,180	180,332
June	203,803	4,232	3,613	206,446
July	209,067	4,094	3,548	211,651
August	182,674	3,399	3,101	184,846
September	149,506	2,971	2,537	151,390
October	162,577	3,387	2,910	164,694
November	154,218	3,043	2,585	156,339
December	182,492	4,393	3,371	185,401
<b>Total</b>	<b>2,083,999</b>	<b>49,843</b>	<b>44,334</b>	<b>2,115,934</b>
<b>International Visitors</b>				
January	53,911	1,144	1,214	54,425
February	44,650	1,164	1,307	44,921
March	48,378	1,303	1,073	49,122
April	36,502	791	990	37,038
May	29,075	861	1,100	29,439
June	28,494	2,661	2,789	30,356
July	34,641	1,247	550	34,906
August	33,592	1,759	1,466	34,380
September	27,647	1,296	1,122	28,301
October	28,526	667	670	28,797
November	40,668	878	865	41,211
December	50,081	1,152	911	50,481
<b>Total</b>	<b>456,163</b>	<b>14,924</b>	<b>14,057</b>	<b>463,377</b>

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.2

**LENGTH OF STAY AND AVERAGE DAILY CENSUS  
BY ISLAND, MAUI COUNTY**

*Arrivals by air*

	2011	2012	2013	2014	2015
<b>Length of Stay (days)</b>					
<b>All Visitors</b>					
Maui	8.09	8.08	8.17	8.25	8.19
Moloka'i	4.63	4.85	4.79	4.64	2.38
Lāna'i	3.52	3.62	3.49	3.32	1.86
<b>Domestic</b>					
Maui	8.23	8.22	8.49	8.55	8.42
Moloka'i	5.20	5.46	5.46	5.29	2.69
Lāna'i	3.87	3.94	3.95	3.65	2.05
<b>International</b>					
Maui	7.34	7.42	6.78	6.90	7.12
Moloka'i	2.45	2.67	2.54	2.16	1.49
Lāna'i	1.87	2.23	1.79	1.95	1.31
<b>Average Daily Census</b>					
<b>All Visitors</b>					
Maui	48,055	50,976	52,798	54,446	56,981
Moloka'i	704	707	725	758	784
Lāna'i	723	718	710	618	446
<b>Domestic</b>					
Maui	41,274	42,979	44,675	46,138	48,089
Moloka'i	628	623	638	685	699
Lāna'i	655	634	632	547	386
<b>International</b>					
Maui	6,781	7,997	8,124	8,308	8,893
Moloka'i	76	84	87	73	84
Lāna'i	67	84	78	71	60

SOURCE: HAWAII TOURISM AUTHORITY.

### 10.1.3

## AVERAGE DAILY VISITOR CENSUS BY COUNTY

*Average number of visitors present in each county on any given day  
Arrivals by air*

<b>Year</b>	<b>Maui</b>	<b>Hawai'i</b>	<b>Kaua'i</b>	<b>O'ahu</b>	<b>State</b>
1985	31,910	8,040	11,470	65,280	116,700
1986	34,330	9,870	14,840	73,870	132,910
1987	33,890	10,210	15,510	74,660	134,270
1988	33,870	10,690	16,400	80,450	141,410
1989	44,020	17,760	19,140	88,750	169,670
1990	37,657	16,698	17,378	82,783	154,516
1991	37,060	17,535	17,720	75,008	147,323
1992	41,854	19,297	13,516	77,999	152,666
1993	42,132	18,974	8,283	78,108	147,498
1994	42,933	18,902	13,268	81,526	156,630
1995	42,751	18,547	14,439	81,362	157,098
1996	42,724	19,337	15,615	81,054	158,730
1997	43,383	21,656	15,999	76,150	157,188
1998	42,864	23,993	17,909	72,623	157,389
1999	43,992	22,736	18,214	79,497	164,439
2000	43,854	21,831	18,041	84,911	168,637
2001	40,651	21,064	16,830	79,702	158,247
2002	41,795	21,811	17,046	79,545	160,195
2003	44,510	21,934	17,828	76,776	161,048
2004	45,517	23,376	18,869	83,718	171,481
2005	48,414	27,768	19,675	89,588	185,445
2006	51,034	28,336	20,903	89,167	189,441
2007	51,222	27,891	22,207	88,092	189,412
2008	46,038	24,842	19,855	81,751	172,487
2009	42,864	23,204	18,690	80,324	165,082
2010	47,421	24,773	19,548	86,207	177,949
2011	49,481	26,550	20,814	88,979	185,824
2012	52,401	28,559	22,318	97,989	201,267
2013	54,233	29,255	23,334	96,054	202,876
2014*	55,822	30,008	23,589	96,013	205,433
2015	58,211	31,408	24,533	99,782	213,934

\* Revised data

SOURCE: HAWAII TOURISM AUTHORITY.

### 10.1.4

## DOMESTIC VISITOR ARRIVALS FROM TOP U.S. CBSAS MAUI COUNTY

*Arrivals by air*

2015	Maui	Moloka'i	Lāna'i	County	State
Anchorage	14,404	728	286	14,954	51,243
Atlanta	15,684	318	383	15,899	44,191
Austin	10,850	270	265	11,000	28,676
Bakersfield	5,001	92	152	5,091	14,529
Baltimore	6,954	216	199	7,050	21,875
Bellingham	5,921	158	102	6,043	14,421
Boise	8,483	156	169	8,611	22,317
Boston	16,911	395	382	17,154	43,398
Bremerton	5,199	113	79	5,295	17,848
Charlotte	5,524	124	150	5,606	14,071
Chicago	49,909	1,068	1,154	50,496	111,094
Cincinnati	6,245	189	161	6,352	14,915
Cleveland	5,905	172	156	6,005	13,463
Colorado	4,823	189	157	4,943	17,036
Dallas	37,609	732	868	38,038	90,382
Denver	32,219	729	755	32,672	84,544
Detroit	13,350	328	296	13,517	30,116
Eugene	6,033	139	129	6,131	16,371
Fresno	7,611	120	136	7,698	20,589
Houston	24,793	607	637	25,161	69,660
Indianapolis	6,367	191	131	6,473	15,013
Kansas City	8,868	159	258	9,009	22,776
Las Vegas	18,741	502	493	19,149	67,200
Los Angeles	204,634	3,619	3,432	207,337	602,222
Miami	11,218	282	306	11,368	27,415
Minneapolis	23,140	563	532	23,465	57,246
Modesto	6,122	103	82	6,183	15,331
New York	61,008	1,569	1,485	61,926	152,180
Ogden	7,596	196	146	7,722	25,101
Olympia	5,740	129	115	5,856	16,062

**10.1.4**  
**CONTINUED**

<b>2015</b>	<b>Maui</b>	<b>Molokaʻi</b>	<b>Lānaʻi</b>	<b>County</b>	<b>State</b>
Orlando	5,950	168	193	6,050	16,237
Oxnard	17,129	267	272	17,337	45,926
Philadelphia	17,260	467	477	17,516	42,201
Phoenix	46,933	1,088	1,157	47,630	127,486
Pittsburgh	5,891	244	157	5,981	14,023
Portland	60,263	1,329	966	61,357	159,510
Provo	7,004	148	138	7,119	26,072
Reno	8,239	144	151	8,360	20,337
Riverside-San Bernardino	39,218	638	738	39,772	115,222
Sacramento	53,665	927	785	54,316	129,343
Salem	5,914	133	118	6,027	15,675
Salinas	5,450	136	118	5,567	15,658
Salt Lake City	17,231	312	356	17,479	50,953
San Antonio	6,354	192	182	6,484	22,158
San Diego	60,045	1,230	1,243	61,002	187,765
San Francisco	160,352	2,697	2,482	162,372	438,626
San Jose	70,769	1,144	998	71,446	180,272
San Luis	5,218	143	109	5,323	14,453
Santa Cruz	8,741	201	131	8,869	23,890
Santa Maria	6,613	143	136	6,726	20,388
Santa Rosa	13,781	283	214	13,984	33,386
Seattle	122,159	2,278	1,731	123,757	321,661
Spokane	9,427	231	172	9,578	23,556
St. Louis	9,879	247	272	10,044	24,418
Stockton	9,365	144	163	9,470	24,937
Tampa	5,850	174	193	5,952	16,977
Tucson	7,177	171	126	7,308	21,142
Vallejo	8,404	127	138	8,506	23,865
Virginia Beach	3,603	137	113	3,680	15,648
Washington D.C.	23,618	673	614	24,021	80,823

CBSA: Core Based Statistics Area

SOURCE: HAWAIIʻI TOURISM AUTHORITY AND U.S. CENSUS BUREAU.

## 10.1.5

### VISITOR ARRIVALS MAUI COUNTY

Year	International	Domestic	By Ship <sup>1</sup>	Total
1994	531,610	1,808,906	NA	2,340,516
1995	564,092	1,762,705	NA	2,326,797
1996	586,576	1,732,034	NA	2,318,610
1997	542,018	1,788,366	NA	2,330,384
1998	527,950	1,776,165	33,093	2,304,115
1999	480,471	1,866,531	41,840	2,347,002
2000	470,035	1,834,631	32,288	2,336,954
2001	418,518	1,685,960	41,288	2,145,766
2002	369,324	1,770,103	58,853	2,198,280
2003	296,273	1,900,174	43,514	2,239,961
2004	270,029	1,937,797	69,427	2,277,253
2005	265,749	2,080,731	43,514	2,389,994
2006	299,679	2,198,555	106,039	2,567,136
2007	297,230	2,224,813	125,331	2,638,809
2008	278,532	1,850,510	105,148	2,234,190
2009	243,909	1,688,448	95,056	2,027,413
2010	294,572	1,828,063	99,483	2,222,118
2011	342,427	1,868,986	121,382	2,332,795
2012	400,611	1,952,718	264,113	2,617,442
2013	442,842	1,958,891	275,066	2,676,799
2014*	445,057	2,011,878	228,992	2,456,935
2015	463,377	2,115,934	228,674	2,579,311

1. Visitor arrivals by ships until 2011. Visitor arrivals by ships and by air starting in 2012.

NA: Not available

\* Revised data

SOURCE: HAWAII TOURISM AUTHORITY.



10.1.6

**NATION OF RESIDENCE OF VISITORS  
TO MAUI COUNTY**

*Arrivals by air*

<b>2015</b>	<b>Maui</b>	<b>Molokaʻi</b>	<b>Lānaʻi</b>
<b>Total</b>	<b>2,540,162</b>	<b>64,767</b>	<b>58,390</b>
<b>United States</b>	<b>1,910,653</b>	<b>45,141</b>	<b>40,149</b>
<b>Canada</b>	<b>260,290</b>	<b>4,714</b>	<b>4,006</b>
<b>Asia</b>	<b>137,075</b>	<b>4,827</b>	<b>3,721</b>
China	27,899	2,116	1,715
Hong Kong	1,180	82	98
Japan	58,941	1,967	1,301
Korea	43,891	419	533
Singapore	1,379	104	46
Taiwan	3,784	138	28
<b>Oceania</b>	<b>73,399</b>	<b>4,457</b>	<b>5,393</b>
Australia	61,936	3,149	4,478
New Zealand	11,463	1,307	915
<b>Europe</b>	<b>60,361</b>	<b>2,445</b>	<b>1,492</b>
United Kingdom	17,085	647	432
France	7,327	193	128
Germany	21,193	1,065	528
Italy	5,771	141	126
Switzerland	8,985	399	278
<b>Latin America</b>	<b>10,444</b>	<b>355</b>	<b>497</b>
Argentina	2,440	83	67
Brazil	4,369	171	94
Mexico	3,636	101	337
<b>Other</b>	<b>87,939</b>	<b>2,827</b>	<b>3,133</b>

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.1.7

## TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2012	2013	2014	2015
<b>TOTAL SEATS</b>	<b>1,782,041</b>	<b>1,843,928</b>	<b>1,982,552</b>	<b>2,271,354</b>
Scheduled	1,782,041	1,843,928	1,975,832	2,265,402
Charter	0	0	6,720	5,952
<b>DOMESTIC SEATS</b>	<b>1,613,642</b>	<b>1,671,934</b>	<b>1,804,396</b>	<b>2,069,804</b>
Scheduled Seats	1,613,642	1,671,934	1,797,676	2,063,852
Charter Seats	0	0	6,720	5,952
<b>US West</b>	<b>1,521,733</b>	<b>1,592,478</b>	<b>1,680,424</b>	<b>1,904,542</b>
Anchorage	10,676	10,519	10,512	10,921
Bellingham	7,366	36,044	19,797	14,507
Denver	25,292	29,040	37,973	30,797
Las Vegas	22,880	0	0	0
Los Angeles	521,084	528,679	583,813	590,630
Oakland	125,842	150,400	150,298	154,625
Orange County	248	0	0	0
Phoenix	103,834	100,103	107,540	114,512
Portland	83,607	92,203	96,959	101,875
Sacramento	67,824	57,305	58,757	59,495
San Diego	71,278	69,394	71,170	67,808
San Francisco	175,734	178,398	180,200	333,855
San Jose	113,882	149,100	150,046	154,030
Seattle	192,186	191,293	213,359	271,487
<b>US East</b>	<b>91,909</b>	<b>79,456</b>	<b>117,252</b>	<b>159,310</b>
Chicago	10,384	2,720	14,792	40,936
Dallas	81,525	76,736	102,460	118,374
<b>INTERNATIONAL SEATS</b>	<b>168,399</b>	<b>171,994</b>	<b>178,156</b>	<b>201,550</b>
<b>Canada</b>	<b>168,399</b>	<b>171,994</b>	<b>178,156</b>	<b>201,550</b>
Calgary	36,052	33,882	36,187	35,848
Edmonton	8,694	11,592	12,213	12,582
Toronto	0	0	0	35,792
Vancouver	123,653	126,250	129,756	117,328

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.8

**HOTEL OCCUPANCY AND ROOM RATES  
MAUI ISLAND**

<b>Month, 2015</b>	<b>Occupancy</b>	<b>Average Daily Rate (\$)</b>	<b>Revenue per Available Room (\$)</b>
January	76.1%	342.62	260.73
February	79.9%	347.55	277.69
March	79.3%	351.72	278.91
April	73.2%	313.61	229.56
May	71.6%	279.10	199.84
June	77.0%	310.11	238.78
July	75.4%	336.26	253.54
August	73.9%	311.61	230.28
September	68.4%	251.30	171.89
October	71.8%	253.99	182.36
November	72.4%	270.70	195.99
December	72.4%	403.18	291.90
<b>Total</b>	<b>74.5%</b>	<b>\$316.26</b>	<b>\$235.61</b>

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.2.1

## CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2012	2013	2014	2015	2016
<b>Maui</b>					
Budget (up to \$100)	4.2%	3.1%	3.1%	1.9%	1.6%
Standard (\$101 to \$250)	25.1%	24.3%	22.3%	19.2%	18.7%
Deluxe (\$251 to \$500)	23.1%	26.4%	27.3%	25.2%	23.4%
Luxury (over \$500 per night)	47.6%	46.2%	47.3%	53.8%	56.3%
<b>Moloka'i</b>					
Budget (up to \$100)	5.2%	6.3%	2.9%	6.2%	6.7%
Standard (\$101 to \$250)	88.2%	89.4%	92.8%	85.6%	88.9%
Deluxe (\$251 to \$500)	5.9%	3.5%	3.6%	8.2%	4.4%
Luxury (over \$500 per night)	0.7%	0.7%	0.7%	0.0%	0.0%
<b>Lāna'i</b>					
Budget (up to \$100)	1.1%	0.0%	0.0%	0.0%	0.0%
Standard (\$101 to \$250)	3.1%	4.2%	4.2%	4.5%	4.5%
Deluxe (\$251 to \$500)	43.4%	43.3%	43.3%	26.3%	26.3%
Luxury (over \$500 per night)	52.4%	52.4%	52.4%	69.2%	69.2%
<b>Hawai'i Island</b>					
Budget (up to \$100)	9.9%	8.5%	8.3%	9.9%	8.9%
Standard (\$101 to \$250)	28.1%	29.8%	28.1%	32.9%	27.0%
Deluxe (\$251 to \$500)	48.3%	42.6%	44.0%	36.5%	43.5%
Luxury (over \$500 per night)	13.7%	19.1%	19.6%	20.6%	20.6%
<b>Kaua'i</b>					
Budget (up to \$100)	7.7%	6.3%	7.2%	2.7%	2.1%
Standard (\$101 to \$250)	26.4%	19.6%	19.6%	33.7%	31.8%
Deluxe (\$251 to \$500)	40.5%	47.8%	44.7%	26.6%	29.7%
Luxury (over \$500 per night)	25.4%	26.3%	28.6%	37.0%	36.4%
<b>O'ahu</b>					
Budget (up to \$100)	7.1%	6.6%	6.6%	3.1%	2.8%
Standard (\$101 to \$250)	33.7%	26.3%	24.0%	32.2%	28.6%
Deluxe (\$251 to \$500)	40.7%	43.2%	46.6%	36.1%	39.2%
Luxury (over \$500 per night)	18.4%	23.9%	22.8%	28.6%	29.4%
<b>Statewide</b>					
Budget (up to \$100)	6.9%	6.0%	6.1%	3.8%	3.5%
Standard (\$101 to \$250)	29.9%	25.7%	23.8%	29.4%	26.4%
Deluxe (\$251 to \$500)	37.9%	39.8%	41.7%	32.6%	35.4%
Luxury (over \$500 per night)	25.2%	28.5%	28.4%	34.1%	34.6%

Note: Totals may not sum to 100% due to rounding.

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.2

**VISITOR PLANT INVENTORY  
BY ISLAND AND TYPE, MAUI COUNTY**

	2013		2014		2015		2016	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
<b>Maui</b>								
Apartment/Hotel	2	53	2	25	2	25	0	15
Bed & Breakfast	43	147	85	263	36	189	46	187
Condo Hotel	45	4,749	41	4,123	58	4,534	52	4,317
Hostel	2	32	3	48	3	53	3	48
Hotel	26	7,038	32	7,482	31	8,142	35	8,245
Individual Unit	304	3,342	147	3,385	602	4,773	376	5,469
Timeshare	18	2,796	17	2,845	25	3,227	22	3,160
Other	2	23	4	39	4	29	2	24
<b>Total</b>	<b>422</b>	<b>18,180</b>	<b>331</b>	<b>18,210</b>	<b>761</b>	<b>20,972</b>	<b>536</b>	<b>21,465</b>
<b>Moloka'i</b>								
Apartment/Hotel	1	20	1	20	0	0	0	0
Bed & Breakfast	2	2	2	2	1	1	1	1
Condo Hotel	2	100	2	73	2	73	2	73
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Individual Unit	24	36	22	36	18	108	14	101
Timeshare	0	0	0	0	1	7	1	7
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>29</b>	<b>158</b>	<b>27</b>	<b>131</b>	<b>22</b>	<b>189</b>	<b>18</b>	<b>182</b>
<b>Lāna'i</b>								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	0	0	0	0	0	0	0	0
Condo Hotel	0	0	0	0	0	0	0	0
Hostel	0	0	0	0	0	0	0	0
Hotel	3	349	3	349	2	247	2	247
Individual Unit	1	4	1	4	1	5	2	5
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>4</b>	<b>353</b>	<b>4</b>	<b>353</b>	<b>3</b>	<b>252</b>	<b>4</b>	<b>252</b>

Prop: Number of properties

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.3

**SUMMARY OF VISITOR PLANT INVENTORY  
BY AREA AND TYPE, MAUI ISLAND**

Area/Type, 2016	Properties	Units
<b>Hāna</b>		
Bed & Breakfast	3	8
Condo Hotel	1	18
Hotel	1	71
Individual Unit	6	20
Other	1	4
<b>Kahului-Wailuku</b>		
Apartment/Hotel	1	15
Bed & Breakfast	5	27
Hostel	3	48
Hotel	5	494
Individual Unit	4	16
<b>Kula-Makawao</b>		
Bed & Breakfast	15	54
Hotel	3	39
Individual Unit	3	14
<b>West Maui</b>		
Bed & Breakfast	9	52
Condo Hotel	27	2,689
Hotel	13	4,049
Individual Unit	117	2,192
Timeshare	13	2,626
Other	1	20
<b>Ma'alaea</b>		
Bed & Breakfast	1	4
Individual Unit	4	219
<b>Wailea-Kīhei</b>		
Bed & Breakfast	13	42
Condo Hotel	24	1,610
Hotel	13	3,592
Individual Unit	242	3,008
Timeshare	9	534

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

## 10.2.4

### VISITOR PLANT INVENTORY MAUI COUNTY

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Year	Available Units
1985	14,152
1986	14,096
1987	13,849
1988	15,168
1989	15,708
1990	17,869
1991	18,702
1992	19,290
1993	19,127
1994	18,804
1995	NA
1996	17,824
1997	18,552
1998	18,650
1999	18,609
2000	18,270
2001	18,234
2002	17,992
2003	18,303
2004	18,445
2005	19,220
2006	19,571
2007	19,879
2008	19,653
2009	20,151
2010	20,383
2011	21,745
2012	20,441
2013	18,691
2014	18,694
2015	21,413
2016	21,899

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NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

### 10.3.1

## DAILY EXPENDITURES PER PERSON BY ISLAND

*Arrivals by air*

2015	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
<b>Total Spending</b>	<b>\$197.56</b>	<b>\$117.98</b>	<b>\$263.33</b>	<b>\$160.37</b>	<b>\$172.87</b>	<b>\$202.26</b>
<b>Lodging</b>	<b>96.48</b>	<b>46.06</b>	<b>151.57</b>	<b>68.03</b>	<b>77.07</b>	<b>89.10</b>
<b>Total Food and Beverage</b>	<b>40.05</b>	<b>21.88</b>	<b>58.39</b>	<b>32.14</b>	<b>36.37</b>	<b>39.46</b>
Restaurants	25.45	10.45	49.82	21.01	22.45	26.42
Dinner shows and cruises	4.34	0.05	0.30	2.07	3.70	4.55
Groceries and snacks	10.26	11.38	8.27	9.06	10.22	8.48
<b>Entertainment &amp; Recreation</b>	<b>16.25</b>	<b>7.50</b>	<b>20.01</b>	<b>16.97</b>	<b>19.87</b>	<b>16.95</b>
<b>Total Transportation</b>	<b>19.64</b>	<b>31.96</b>	<b>14.87</b>	<b>23.84</b>	<b>19.43</b>	<b>14.71</b>
Interisland airfare	2.62	9.64	7.36	7.06	3.01	1.96
Ground transportation	0.60	0.95	1.99	0.48	0.37	1.93
Rental vehicles	15.30	19.93	5.12	14.55	15.09	9.71
Gasoline, parking, etc.	1.12	1.44	0.40	1.74	0.97	1.11
<b>Total Shopping</b>	<b>17.64</b>	<b>7.19</b>	<b>11.22</b>	<b>13.86</b>	<b>14.61</b>	<b>34.01</b>
Fashion and clothing	7.06	2.05	7.18	4.86	5.87	12.98
Jewelry and watches	3.54	0.81	0.80	1.80	2.70	4.18
Cosmetics, perfume	0.53	0.04	0.15	0.16	0.32	1.71
Leather goods	0.68	0.02	0.01	0.21	0.14	4.17
Hawai'i food products	2.00	2.03	1.33	3.08	2.04	3.35
Souvenirs	3.82	2.25	1.76	3.75	3.53	7.61
<b>All Other Expenses</b>	<b>7.51</b>	<b>3.38</b>	<b>7.26</b>	<b>5.54</b>	<b>5.53</b>	<b>8.03</b>

Note: Sums may not add up to total due to rounding.

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.



10.3.2

**CRUISE VISITOR PER PERSON PER DAY SPENDING  
BY ISLAND**

<b>2015</b>	<b>Maui</b>	<b>Hawai'i</b>	<b>Kaua'i</b>	<b>O'ahu</b>	<b>State</b>
<b>Total Spending</b>	<b>\$72.68</b>	<b>\$69.29</b>	<b>\$60.09</b>	<b>\$115.68</b>	<b>\$283.42</b>
<b>Lodging</b>	<b>9.60</b>	<b>8.39</b>	<b>8.07</b>	<b>37.21</b>	<b>18.62</b>
<b>Total Food and Beverage</b>	<b>8.81</b>	<b>6.75</b>	<b>5.48</b>	<b>20.05</b>	<b>11.61</b>
Restaurants	6.15	4.30	3.60	14.58	8.16
Dinner shows	1.06	0.42	0.88	2.40	1.34
Groceries and snacks	1.60	2.03	0.99	3.07	2.11
<b>Entertainment and Recreation</b>	<b>2.80</b>	<b>2.76</b>	<b>3.05</b>	<b>5.58</b>	<b>3.81</b>
<b>Shore Tour</b>	<b>23.08</b>	<b>27.15</b>	<b>26.35</b>	<b>15.92</b>	<b>22.19</b>
<b>Total Transportation</b>	<b>6.61</b>	<b>5.15</b>	<b>4.65</b>	<b>11.17</b>	<b>7.49</b>
Interisland airfare	1.27	1.22	1.07	1.83	1.43
Ground transportation	1.27	1.50	0.77	4.42	2.28
Rental car, moped	3.63	2.14	2.48	4.24	3.30
Other transportation	0.45	0.30	0.34	0.68	0.47
<b>Total Shopping</b>	<b>18.91</b>	<b>16.74</b>	<b>10.41</b>	<b>22.81</b>	<b>18.21</b>
Fashion and clothing	6.62	4.77	3.73	8.73	6.39
Jewelry and watches	5.08	3.17	2.34	5.58	4.28
Cosmetics, perfume	0.90	0.32	0.18	0.82	0.61
Leather goods	0.56	1.66	0.11	0.72	0.79
Hawai'i food products	1.40	2.39	1.02	2.26	1.87
Souvenirs	4.36	4.44	3.03	4.71	4.26
<b>All Other Spending Outside Ship</b>	<b>2.87</b>	<b>2.33</b>	<b>2.08</b>	<b>2.93</b>	<b>2.62</b>

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS MAUI COUNTY

*Arrivals by air*

2015	Total	Domestic	International
<b>Islands Visited</b>			
O'ahu	755,705	496,157	259,548
Maui County	2,579,311	2,115,934	463,377
Maui	2,540,162	2,083,999	456,163
Moloka'i	64,767	49,843	14,924
Lāna'i	58,390	44,334	14,057
Kaua'i	312,060	248,339	63,721
Hawai'i Island	361,053	269,088	91,965
Hilo	215,178	152,071	63,107
Kona	303,470	226,900	76,570
Maui County Only	1,635,011	1,449,242	185,769
<b>Visit Status</b>			
First-Time	824,788	618,947	205,841
Repeat	1,754,522	1,496,987	257,535
Average Number of Trips	5.23	5.66	3.26
<b>Party Size</b>			
One	316,802	278,250	38,552
Two	1,166,454	947,158	219,296
Three or More	1,096,055	890,526	205,529
Average Party Size	2.21	2.18	2.35
<b>Accommodations</b>			
Hotel	1,419,474	1,132,112	287,362
Hotel Only	1,096,533	884,492	212,041
Condo	752,852	600,766	152,085
Condo Only	583,404	475,757	107,647
Timeshare	303,829	272,562	31,266
Timeshare Only	226,744	205,728	21,016
Rental House	167,193	140,170	27,023
Hostel	23,257	16,533	6,725
Camp Site	167,193	140,170	27,023
Bed & Breakfast	40,597	31,205	9,392
Cruise Ship	113,864	90,252	23,612
Friends or Relatives	163,475	142,251	21,225

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.4

## SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

*Arrivals by air*

2015	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
O'ahu	736,286	38,100	32,452
Maui County	2,540,162	64,767	58,390
Maui	2,540,162	41,500	41,202
Moloka'i	41,500	64,767	16,951
Lāna'i	41,202	16,951	58,390
Kaua'i	305,784	19,452	20,566
Hawai'i Island	353,293	23,657	24,119
Hilo	211,890	17,700	18,089
Kona	297,134	21,236	22,109
Island only	1,597,116	7,726	5,591
<b>Visit Status</b>			
First-Time	812,728	22,882	23,205
Repeat	1,727,434	41,885	35,185
Average Number of Trips	5.21	5.59	4.83
<b>Party Size</b>			
One	308,697	12,380	9,206
Two	1,149,481	30,040	27,842
Three or More	1,081,983	22,347	21,342
Average Party Size	2.21	1.98	2.07
<b>Accommodations</b>			
Hotel	1,399,378	35,802	35,747
Hotel Only	1,081,306	22,231	25,328
Condo	744,982	15,554	11,239
Condo Only	578,015	9,551	7,658
Timeshare	300,679	5,678	5,189
Timeshare Only	224,556	3,100	3,297
Rental House	161,959	7,987	4,832
Hostel	22,822	1,588	1,173
Camp Site	17,833	1,554	1,158
Bed & Breakfast	39,806	2,569	1,666
Cruise Ship	113,306	5,987	6,428
Friends or Relatives	156,534	8,946	6,068

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

## 10.3.5

### TOTAL CRUISE PASSENGERS BY MMA MAUI COUNTY

	Visitors	US West	US East	Canada	Oceania <sup>1</sup>	Europe	Other	Hawai'i Residents	Total
<b>2015</b>									
Maui	228,674	58,572	91,830	27,810	23,414	10,653	16,395	3,702	232,376
Moloka'i	3,140	1,461	912	337	174	112	144	72	3,212
Lāna'i	4,858	2,041	1,612	365	331	183	326	59	4,917
<b>2014</b>									
Maui	228,992	62,528	86,832	32,208	17,353	9,731	20,340	4,241	233,233
Moloka'i	2,847	1,292	667	313	201	50	324	70	2,917
Lāna'i	4,593	2,106	896	316	493	217	565	72	4,665
<b>2013</b>									
Maui	275,066	84,739	106,692	34,878	18,764	10,032	19,962	3,569	278,635
Moloka'i	4,703	2,564	1,423	150	128	54	384	71	4,774
Lāna'i	6,673	3,752	1,657	455	199	133	477	21	6,694
<b>2012</b>									
Maui	264,113	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Moloka'i	4,555	2,401	1,017	390	163	118	466	87	4,642
Lāna'i	6,700	3,282	1,834	524	211	155	695	95	6,795
<b>2011</b>									
Maui	234,671	75,000	97,322	28,465	NA	10,382	23,501	2,096	236,767
Moloka'i	3,044	1,417	805	402	NA	84	336	45	3,089
Lāna'i	4,471	2,157	1,205	454	NA	120	535	33	4,504
<b>2010</b>									
Maui	216,663	64,380	97,357	26,740	NA	11,563	16,624	1,912	218,575
Moloka'i	2,833	1,339	1,115	168	NA	43	168	51	2,885
Lāna'i	4,258	1,749	1,644	425	NA	131	309	23	4,280

1. Oceania includes Australia and New Zealand; this category began to be counted in 2012.  
MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.6

**CRUISE AND PASSENGER SHIP SCHEDULE  
KAHULUI AND LAHAINA HARBORS**

	Ships Scheduled	
	2016	2017
<b>Kahului Harbor</b>		
January	6	1
February	2	4
March	2	4
April	4	7
May	4	4
June	3	4
July	5	5
August	4	4
September	4	5
October	5	7
November	4	4
December	4	7
<b>Total</b>	<b>47</b>	<b>56</b>
<b>Lahaina Small Boat Harbor</b>		
January	3	6
February	2	6
March	3	4
April	9	6
May	3	8
June	2	1
July	0	1
August	1	1
September	3	2
October	8	5
November	4	5
December	4	5
<b>Total</b>	<b>42</b>	<b>50</b>

Note: Schedules are tentative.

SOURCE: HAWAII'S STATE DEPARTMENT OF TRANSPORTATION, HARBORS DIVISION, MAUI PASSENGER AND CRUISE VESSELS SCHEDULE;  
HAWAII'S STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF BOATING & OCEAN RECREATION, SCHEDULE  
OF PASSENGER/CRUISE VESSELS; HAWAII.PORTCALL.COM

## 10.4.1

## ACTIVITY PARTICIPATION BY VISITOR CATEGORY, MAUI ISLAND

2015	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>91.8%</b>	<b>93.7%</b>	<b>67.3%</b>	<b>95.5%</b>
Self-guided / drive around island	83.8%	76.7%	31.9%	85.0%
Helicopter / airplane tour	4.7%	8.1%	0.9%	5.1%
Boat / submarine tour, whale watching	31.2%	32.5%	9.8%	29.7%
Visit communities	28.6%	25.3%	10.5%	32.8%
Limo, van / bus tour	6.2%	18.0%	29.8%	9.8%
Scenic views / natural landmarks	59.5%	68.3%	22.0%	69.9%
Movie / TV film location	1.0%	1.5%	1.7%	1.5%
<b>All Recreation</b>	<b>90.3%</b>	<b>89.5%</b>	<b>44.8%</b>	<b>93.0%</b>
Beach / sunbathing / swimming	82.7%	78.0%	29.1%	88.1%
Surfing / bodyboarding / paddleboarding	24.4%	16.5%	4.7%	29.5%
Canoeing / kayaking	6.0%	5.2%	1.3%	4.5%
Snorkeling / scuba diving	48.2%	38.3%	8.8%	52.5%
Jet skiing / parasailing / windsurfing	3.9%	3.5%	1.7%	2.3%
Golf	11.1%	8.8%	5.8%	9.4%
Running / jogging / fitness walking	39.4%	33.0%	8.4%	39.3%
Spa	12.8%	10.9%	0.0%	7.9%
Backpacking / hiking / camping	15.3%	18.6%	1.7%	19.5%
Agritourism	9.8%	11.0%	4.3%	8.2%
Sports event / tournament	1.6%	1.0%	0.9%	1.7%
State parks / botanical gardens	39.6%	48.2%	16.9%	47.6%
<b>All Entertainment</b>	<b>92.2%</b>	<b>88.9%</b>	<b>45.3%</b>	<b>93.4%</b>
Lunch / sunset / dinner / evening cruise	28.2%	31.1%	21.3%	25.0%
Live music / stage show	29.1%	37.9%	5.4%	30.8%
Nightclub / dancing / bar / karaoke	9.6%	9.3%	1.6%	9.4%
Fine dining	60.6%	60.2%	9.6%	52.5%
Family restaurant / diner	66.8%	57.8%	10.9%	66.9%
Fast food	34.1%	26.0%	18.8%	44.4%
Café / coffee house	42.1%	32.6%	16.6%	44.9%
Ethnic dining	27.2%	24.9%	6.4%	23.5%
Prepared own meal	59.3%	38.1%	16.1%	68.4%
<b>All Shopping</b>	<b>90.9%</b>	<b>89.7%</b>	<b>50.3%</b>	<b>93.0%</b>
Mall / department stores	46.7%	41.1%	20.2%	57.4%
Designer boutiques	32.2%	27.3%	3.1%	33.3%
Hotel stores	33.9%	33.6%	10.1%	26.6%
Swap meet / flea market	19.2%	12.3%	6.5%	22.4%
Discount / outlet stores	26.1%	20.0%	16.2%	27.5%
Supermarkets	68.5%	53.2%	31.4%	70.7%
Farmers market	31.6%	21.9%	5.1%	36.5%
Convenience stores	46.1%	41.7%	18.2%	52.2%
Duty free stores	2.8%	3.1%	0.9%	6.7%
Local shops / artisans	70.5%	68.2%	19.3%	70.3%
<b>All Culture</b>	<b>62.1%</b>	<b>67.3%</b>	<b>15.9%</b>	<b>62.3%</b>
Historic military site	3.2%	3.6%	1.3%	3.9%
Other historic site	27.7%	27.7%	7.4%	26.1%
Museum / art gallery	28.3%	22.3%	3.4%	22.7%
Luau	22.6%	35.7%	1.3%	25.7%
Polynesian show / hula	11.4%	19.6%	5.9%	14.0%
Lessons, hula / canoeing	2.4%	2.8%	0.5%	3.1%
Ukulele lessons	1.6%	1.3%	0.0%	1.4%
Play / concert / theatre	6.1%	5.7%	0.5%	6.3%
Art / craft fair	17.8%	13.9%	1.3%	14.3%
Festivals	3.7%	2.4%	0.5%	1.8%
<b>All Transportation</b>	<b>88.3%</b>	<b>89.5%</b>	<b>72.1%</b>	<b>93.1%</b>
Airport shuttle	20.9%	21.0%	7.1%	25.8%
Trolley	2.0%	2.4%	3.5%	2.8%
Public bus	2.9%	3.2%	4.2%	6.4%
Tour bus / tour van	7.2%	22.1%	33.0%	11.4%
Taxi / limousine	5.8%	8.0%	9.8%	10.8%
Rental car	82.5%	73.8%	28.1%	81.8%
<b>Meeting</b>	<b>6.8%</b>	<b>5.2%</b>	<b>0.9%</b>	<b>3.0%</b>
<b>Convention</b>	<b>2.3%</b>	<b>3.9%</b>	<b>1.3%</b>	<b>2.3%</b>

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.4.2

### EXCELLENT SATISFACTION RATINGS BY ISLAND U.S. AND JAPAN VISITORS

	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
<b>U.S. Visitors</b>						
2011	75.8%	62.1%	74.4%	67.5%	77.3%	62.2%
2012	66.2%	58.6%	65.0%	62.3%	70.4%	56.9%
2013	67.1%	55.6%	60.5%	63.3%	69.4%	56.9%
2014	69.5%	61.3%	60.4%	60.9%	72.0%	54.0%
2015	70.6%	56.2%	55.5%	59.7%	74.0%	57.2%
<b>Japan Visitors</b>						
2011	57.1%	28.3%	42.6%	62.0%	53.5%	62.7%
2012	57.9%	26.6%	48.8%	60.1%	55.8%	57.6%
2013	52.3%	56.4%	36.3%	60.4%	49.7%	57.3%
2014	57.4%	20.4%	26.4%	61.2%	47.6%	56.2%
2015	56.6%	39.9%	30.8%	52.0%	49.9%	56.6%

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.4.3

### OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND MAUI COUNTY

2015	US Total	US West	US East	Japan	Canada
<b>Maui</b>					
Excellent	70.6%	68.2%	74.7%	56.6%	67.1%
Above Average	26.7%	29.0%	22.8%	36.1%	31.1%
Below Average	2.4%	2.3%	2.4%	3.4%	1.7%
Poor	0.3%	0.5%	0.1%	3.9%	0.1%
<b>Moloka'i</b>					
Excellent	56.2%	51.3%	62.8%	39.9%	41.9%
Above Average	34.3%	39.8%	27.1%	28.3%	45.1%
Below Average	6.3%	4.7%	8.4%	6.1%	11.6%
Poor	3.1%	4.2%	1.6%	25.7%	1.4%
<b>Lāna'i</b>					
Excellent	55.5%	51.7%	60.2%	30.8%	50.3%
Above Average	39.4%	44.6%	33.0%	32.8%	44.2%
Below Average	5.1%	3.7%	6.8%	6.3%	4.1%
Poor	0.0%	0.0%	0.0%	30.1%	1.4%

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.4.4

## VISITATION DECISION TIMETABLE MAUI COUNTY

Visitors, 2015	More than 1 year	10 to 12 months	7 to 9 months	4 to 6 months	1 to 3 months	Less than 1 month
<b>U.S. West</b>						
Decide to take vacation/pleasure trip	3.8%	22.3%	10.4%	35.7%	25.0%	2.8%
Decide to visit Hawai'i	4.0%	22.8%	9.9%	33.7%	25.8%	3.7%
Decide on which islands to visit	3.0%	19.9%	10.5%	34.4%	28.7%	3.5%
Set date for the trip	1.5%	15.8%	10.2%	34.3%	34.0%	4.2%
Make airline reservations	0.4%	5.6%	9.2%	36.6%	43.3%	4.8%
Purchase tickets	0.4%	5.4%	8.7%	36.5%	44.1%	4.9%
Make accommodation reservations	1.4%	12.1%	10.1%	30.9%	40.0%	5.4%
Make rental car reservations	0.2%	4.7%	6.1%	25.1%	56.5%	7.3%
Purchase tour or attraction packages	0.0%	2.0%	3.5%	16.9%	57.1%	20.6%
<b>U.S. East</b>						
Decide to take vacation/pleasure trip	6.8%	27.9%	12.1%	30.3%	20.6%	2.4%
Decide to visit Hawai'i	6.9%	25.0%	12.8%	31.4%	20.7%	3.2%
Decide on which islands to visit	4.5%	20.8%	13.1%	32.0%	26.1%	3.5%
Set date for the trip	2.3%	18.4%	12.7%	34.4%	28.3%	3.8%
Make airline reservations	0.3%	7.9%	12.1%	36.7%	38.1%	4.8%
Purchase tickets	0.3%	7.3%	12.1%	35.9%	39.5%	4.9%
Make accommodation reservations	1.5%	13.2%	12.5%	33.0%	34.8%	5.0%
Make rental car reservations	0.4%	4.1%	7.8%	28.8%	51.3%	7.6%
Purchase tour or attraction packages	0.4%	3.3%	3.7%	18.7%	59.4%	14.5%
<b>Canada</b>						
Decide to take vacation/pleasure trip	5.3%	24.9%	11.2%	33.0%	23.3%	2.4%
Decide to visit Hawai'i	5.2%	23.0%	10.5%	32.2%	26.2%	2.8%
Decide on which islands to visit	3.6%	19.1%	11.7%	32.5%	29.9%	3.2%
Set date for the trip	2.6%	17.9%	11.1%	32.0%	33.1%	3.4%
Make airline reservations	0.3%	7.9%	10.8%	35.3%	41.8%	3.9%
Purchase tickets	0.4%	7.5%	10.8%	34.9%	42.3%	4.1%
Make accommodation reservations	1.5%	13.3%	10.6%	30.2%	39.2%	5.1%
Make rental car reservations	0.2%	5.5%	5.7%	25.8%	55.3%	7.5%
Purchase tour or attraction packages	0.5%	3.2%	1.6%	11.6%	61.1%	22.0%
<b>Japan</b>						
Decide to take vacation/pleasure trip	1.4%	15.5%	5.7%	33.4%	39.7%	4.2%
Decide to visit Hawai'i	1.4%	15.3%	6.0%	32.1%	41.1%	4.1%
Decide on which islands to visit	1.2%	12.8%	5.9%	32.3%	43.3%	4.6%
Set date for the trip	0.6%	9.2%	6.1%	30.7%	47.9%	5.5%
Make airline reservations	0.5%	7.3%	5.6%	27.1%	53.2%	6.3%
Purchase tickets	0.3%	4.8%	5.2%	25.0%	57.0%	7.6%
Make accommodation reservations	0.3%	7.1%	6.0%	25.9%	54.3%	6.4%
Make rental car reservations	0.6%	1.7%	2.2%	12.9%	63.8%	18.8%
Purchase tour or attraction packages	0.3%	0.9%	1.3%	11.4%	67.9%	18.1%

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.



## 10.4.5

### VISITORS BY INCOME LEVEL AND MMA MAUI COUNTY

Income <sup>1</sup>	US West	US East	Canada
Under \$40,000	4.8%	4.4%	5.6%
\$40,000 to \$50,000	4.3%	4.1%	4.8%
\$50,000 to \$60,000	5.0%	4.9%	4.9%
\$60,000 to \$70,000	5.4%	5.5%	4.3%
\$70,000 to \$80,000	5.1%	5.5%	6.4%
\$80,000 to \$90,000	7.4%	6.3%	6.9%
\$90,000 to \$100,000	7.9%	6.5%	9.8%
\$100,000 to \$125,000	14.9%	16.2%	17.3%
\$125,000 to \$150,000	9.9%	8.7%	11.2%
\$150,000 to \$175,000	7.9%	9.6%	6.5%
\$175,000 to \$200,000	5.8%	6.7%	5.3%
\$200,000 to \$250,000	6.7%	7.2%	5.3%
\$250,000 or more	14.8%	14.4%	11.6%

  

Income <sup>1</sup>	Europe	Oceania
Under \$40,000	16.3%	7.7%
\$40,000 to \$50,000	7.6%	6.1%
\$50,000 to \$60,000	8.3%	7.6%
\$60,000 to \$70,000	9.0%	7.9%
\$70,000 to \$80,000	7.0%	6.2%
\$80,000 to \$90,000	7.2%	7.0%
\$90,000 to \$100,000	5.9%	5.8%
\$100,000 to \$125,000	12.6%	13.9%
\$125,000 to \$150,000	7.0%	11.7%
\$150,000 to \$175,000	5.5%	6.9%
\$175,000 to \$200,000	3.4%	3.9%
\$200,000 to \$250,000	4.5%	3.9%
\$250,000 or more	5.6%	11.5%

1. All in U.S. dollars.

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.5.1

### ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS MAUI COUNTY

Attraction	2013	2014	2015
<b>Maui</b>			
Alexander & Baldwin Sugar Museum	36,680	34,899	34,370
Aquarium Maui / Maui Ocean Center	312,577	284,514	300,964*
Haleakala National Park	785,300	1,142,040	1,216,772
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	NA	NA	NA
ʻĀao Valley State Monument	NA	NA	NA
Kula Botanical Garden	34,275	NA	NA
Lahaina Restoration Foundation	27,075	23,098	20,648
Baldwin Missionary Home Museum	14,463	13,390	11,170
Hale Pa'i Printing House	12,259	490	479
Wo Hing Temple Museum	353	9,218	8,999
Maui Historical Society Bailey House Museum	10,732	10,860	11,807
Whalers Village Museum	202,700	184,700	203,595
<b>Moloka'i</b>			
Kalaupapa National Historical Park	101,112	67,210	67,891
Kalaupapa Settlement	NA	NA	NA

\* From the List of most-visited attractions ranked by number of visitors in 2015. Source: Pacific Business News, Book of Lists (2016), Vol. 54, No. 52, (December 23, 2016), p. 162.

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, STATE OF HAWAII DATA BOOK.

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES MAUI COUNTY

2012	Maui	Kaho'olawe	Lāna'i	Moloka'i
Listed Hawai'i Register only	83	0	0	41
Listed National Register only	13	1	0	10
Listed both Hawai'i and National Register	67	0	2	40
Eligible for National Register <sup>1</sup>	2	0	0	2
<b>Total Sites</b>	<b>165</b>	<b>1</b>	<b>2</b>	<b>93</b>

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

SOURCE: HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION.

## 10.5.3

### NATIONAL, STATE, AND COUNTY PARKS MAUI COUNTY

	2011	2012	2013	2014	2015
<b>National Parks</b>					
Number	2	2	2	2	2
Acreage	44,001	44,043	44,043	44,043	44,043
Visits	1,014,830	1,153,543	886,412	1,209,250	1,284,663
<b>State Parks and Historic Sites</b>					
Number	11	11	11	10	10
Acreage	561.7	561.7	561.7	560.2	560.2
<b>County Parks</b>					
Number	135	139	143	144	146
Acreage	1,720	1,801	1,977	2,152	2,177

SOURCE: U.S. DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE, PACIFIC ISLANDS SUPPORT OFFICE; HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF STATE PARKS; COUNTY PARKS AND RECREATION DEPARTMENTS. COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

## 10.5.4

### COMMUNITY CENTERS MAUI COUNTY

Name	Location	Maximum Capacity	Tables	Chairs	Kitchen	Public Parking
Eddie Tam Memorial	Makawao	380	35	390	yes	39
Ha'ikū	Ha'ikū	272	40	242	yes	48
Hāli'imaile Annex	Hāli'imaile	60	9	58	yes	2
Hāna	Hāna	140	25	114	yes	Unmarked
Helene Hall	Hāna	304	24	240	no	20
Kahului	Kahului	200	8	64	yes	30
Kalama Park Extension	Kīhei	250	12	12	yes	Unmarked
Kenolio	Kīhei	175	13	62	yes	64
Kēōkea	Kula	108	11	80	yes	37
Kīhei	Kīhei	600	38	30	yes	149
Kilohana	Kaunakakai	150	5	20	yes	20
Kualapu'u	Kualapu'u	97	9	72	yes	100
Kula	Kula	180	61	134	yes	64
Lahaina Civic Center	Lahaina	322	23	322	yes	150
Lāna'i	Lāna'i City	200	26	100	yes	64
Maunaloa	Maunaloa	170	25	170	yes	Unmarked
Mayor Hannibal Tavares	Pukalani	755	50	506	yes	141
Mitchell Pau'ole	Kaunakakai	246	22	160	yes	21
Old Kalama Park Pavilion	Kīhei	80	12	0	no	79
Pā'ia	Pā'ia	324	29	221	yes	37
Waikapū	Waikapu	100	8	80	yes	8
Wailuku	Wailuku	500	8	96	yes	84

SOURCE: COUNTY OF MAUI, DEPARTMENT OF PARKS AND RECREATION.

10.5.5

**SEATING CAPACITIES OF SELECTED FACILITIES  
MAUI COUNTY**

<b>Facility</b>	<b>Capacity</b>
<b>Stadiums, Auditoriums, and Gymnasiums</b>	
War Memorial Complex	
Track & Football Stadium	20,000
Gym	2,892
Baseball Stadium	1,200
Kamehameha School Stadium	2,200
Maui High Gym	2,000
Kamahameha High School Gym	1,800
Baldwin High Auditorium	1,183
Kamehameha Middle School Gym	700
Wailuku Gym	600
Seabury Hall Gym	400
<b>Civic Centers and Theaters</b>	
Maui Arts & Cultural Center	
Amphitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	248
Community Hall	230
Classroom C	16
Lahaina Civic Center Convention Hall	2,400
Maui Theatre	680
Īao Theater	400
UH Maui College Student Center Lounge	100
Maui Academy of Performing Arts	60
<b>Churches</b>	
First Assembly of God Maui (Pu'unene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
First Assembly of God Maui (Moloka'i)	200
Makawao Union Church Hall	200
St. John Episcopal Church	200
Īao Congegational	175
Īao Congegational Hall	100
St. John Episcopal Church Hall	100

SOURCE: OFFICIALS OF THE FACILITIES.

## 10.6.1

### DOG LICENSES ISSUED BY ISLAND

Year	State Total	Maui <sup>1</sup>	Moloka'i	Lana'i	Hawai'i	Kaua'i	O'ahu
1993	27,586	2,427	46	26	4,006	1,000	20,081
1994	29,010	3,171	57	26	4,099	2,172	19,485
1995	28,442	1,446	48	82	4,911	1,925	20,030
1996	30,376	699	58	32	5,381	2,961	21,245
1997	28,395	1,378	80	33	5,871	1,320	19,713
1998	28,645	649	83	35	5,777	2,240	19,861
1999	32,137	4,473	84	29	6,311	1,201	20,039
2000	31,147	4,587	25	57	5,627	785	20,066
2001	31,068	4,285	NA	NA	5,919	2,103	18,761
2002	30,909	4,420	30	50	6,809	1,848	17,752
2003	29,519	2,901	47	12	6,786	3,100	16,673
2004	50,180	3,977	30	25	8,085	1,942	36,121
2005	53,415	4,621	30	24	10,454	2,648	35,638
2006	50,440	4,282	27	17	8,836	2,115	35,163
2007	50,403	4,997	27	9	6,504	3,900	34,966
2008	50,919	7,009	32	16	6,186	2,547	35,129
2009	52,623	5,039	36	25	7,881	4,513	35,129
2010	51,072	4,683	61	65	7,353	4,113	34,797
2011	49,763	4,880	24	22	6,647	4,454	33,736
2012	NA	4,042	NA	NA	6,205	2,664	32,892
2013	39,227	3,978	26	54	6,292	3,709	32,970
2014*	NA	4,034	NA	NA	7,050	1,595	32,474
2015*	NA	3,701	NA	NA	7,399	4,369	30,983

1. For the years 1995-1998, the number of registrations issued by the Maui Humane Society was not included in the count.

\* Revised data.

NA: Not available.

SOURCE: COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM; MAUI HUMANE SOCIETY.

10.6.2

**ANIMAL ACQUISITIONS AND DISPOSITIONS  
MAUI HUMANE SOCIETY**

	FY 2014-2015				FY 2015-2016		
	Dogs	Cats	Feral Cats	Other	Dogs	Cats	Other
<b>Area</b>							
Lahaina	219	265	245	27	214	418	25
Kīhei	246	375	298	154	238	670	235
Makawao	223	251	191	157	208	368	255
Kahului	307	463	320	158	345	713	248
Kula	145	121	113	36	139	290	72
Wailuku	319	481	402	121	362	721	172
Pā'ia	62	115	54	20	34	102	13
Ha'ikū	205	195	92	114	184	264	51
Hāna	90	36	32	3	72	40	0
Lāna'i	65	55	20	9	9	2	1
Moloka'i					1	0	0
Left at shelter	315	276	137	98	329	413	136
<b>Total</b>	<b>2,196</b>	<b>2,633</b>	<b>1,904</b>	<b>897</b>	<b>2,135</b>	<b>4,001</b>	<b>1,208</b>
<b>Intakes</b>							
Strays	1,404	1,897	1,700	585	1,427	3,241	981
Owner turn ins	788	735	205	303	690	748	226
Born here	6	0	0	9	18	12	1
<b>Total Live Intakes</b>	<b>2,198</b>	<b>2,632</b>	<b>1,905</b>	<b>897</b>	<b>2,135</b>	<b>4,001</b>	<b>1,208</b>
Dead on arrival	95	411	3	5	38	291	20
Owner requested euthanasia	142	86	4	6	170	84	12
<b>Total Intakes</b>	<b>2,435</b>	<b>3,129</b>	<b>1,912</b>	<b>908</b>	<b>2,343</b>	<b>4,376</b>	<b>1,240</b>
<b>Live Release</b>							
Reclaim by owner	542	265	6	18	633	337	19
Adopted	814	876	0	204	719	921	207
Transferred	410	33	0	27	483	66	28
<b>Total</b>	<b>1,766</b>	<b>1,174</b>	<b>6</b>	<b>249</b>	<b>1,835</b>	<b>1,324</b>	<b>254</b>
<b>Dispositions</b>							
Missing in action	8	15	3	14	1	16	0
Died at shelter	3	23	0	4	10	19	11
Euthanized unhealthy	175	674	1,892	522	215	1,618	875
Euthanized treatable	225	758	0	65	112	658	35
Euthanized healthy	0	5	0	31	0	5	21
<b>Total Euthanized</b>	<b>400</b>	<b>1,437</b>	<b>1,892</b>	<b>618</b>	<b>327</b>	<b>2,281</b>	<b>931</b>

SOURCE: MAUI HUMANE SOCIETY.

10.6.3

**MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED**

<b>Call Slips</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>	<b>FY 2015-16</b>
Leash Law	1,145	973	773	581
No Tax	242	0	111	60
Barking	74	45	156	188
Cruelty/Neglect	483	493	869	581
Yard Inspection	0	1	4	1
Injured Animals	119	119	179	154
Injured Wild Life	3	8	2	1
Large Animal Trespass	6	9	10	NA
Spay/Neuter Reclaims	NA	NA	NA	NA
Abandonment	52	22	49	31
Dangerous Dog Recheck	44	65	66	19
Dog to Dog Bites	59	69	53	57
Dog to Human Bites	63	68	62	57
Dog to Other Bites	32	46	44	28
Ongoing Investigation	NA	1,080	1,080	389
Pickup/Deliver/Misc.	810	918	542	461
Stray Dog Pick Up	429	438	768	524
Dead on Arrival	656	645	556	50
Stray Cat Pick Up	1,371	1,214	469	125
Owned Animal Pick Up	56	52	12	5
Pick Up Police Reports, License	180	14	NA	NA
Other Animal Pick Up	3	0	3	1
Wild Life Pick Up	1	0	0	NA
Wild Life Transfer	1	0	0	NA
Preventative Patrols	764	1,909	1,727	3,879
Personal Assist	276	360	837	856
<b>Total</b>	<b>6,869</b>	<b>8,548</b>	<b>8,372</b>	<b>8,048</b>

<b>FY 2015-16</b>	<b>Upcountry</b>	<b>Hāna</b>	<b>Kahului</b>	<b>Wailuku</b>	<b>Lahaina</b>	<b>Kīhei</b>
Leash Law	41	0	8	23	15	16
No Tax	1	0	0	2	0	0
Inhumane Manner	7	0	0	4	3	3
Cruelty	2	0	0	0	1	0
Aggressive Dog	20	0	2	7	10	6
Dangerous Dog Non Compliance	16	0	0	0	0	0
Interference	0	0	0	0	0	0
Abandonment	0	0	0	0	0	0
Livestock At Large	1	0	0	0	0	0
<b>Total</b>	<b>72</b>	<b>0</b>	<b>10</b>	<b>36</b>	<b>29</b>	<b>25</b>

NA: Not available

SOURCE: MAUI HUMANE SOCIETY.