



# 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*

2017	Maui	Moloka'i	Lāna'i	Maui County
<b>All Visitors</b>				
January	230,581	5,243	6,238	235,500
February	217,554	5,791	6,222	221,897
March	259,868	4,835	6,893	264,580
April	236,680	5,833	6,532	241,258
May	238,268	4,271	6,443	242,877
June	280,561	4,543	6,841	284,221
July	295,110	5,644	6,251	299,339
August	246,063	3,955	6,051	249,373
September	212,357	4,644	5,008	215,102
October	216,606	4,731	5,428	220,339
November	225,178	4,639	5,984	228,539
December	255,295	4,930	5,792	259,593
<b>Total</b>	<b>2,914,122</b>	<b>59,059</b>	<b>73,684</b>	<b>2,962,668</b>
<b>Domestic Visitors</b>				
January	179,890	4,022	4,719	183,720
February	173,358	3,957	4,298	176,946
March	214,597	3,801	5,416	218,823
April	193,842	3,134	4,466	197,155
May	209,220	3,402	4,851	212,610
June	243,763	3,527	4,957	246,966
July	258,442	4,222	5,093	262,135
August	211,817	3,194	4,206	214,711
September	175,787	2,947	3,529	178,382
October	186,400	3,208	3,945	189,332
November	183,675	3,242	4,266	186,731
December	208,042	4,025	4,795	212,085
<b>Total</b>	<b>2,438,832</b>	<b>42,681</b>	<b>54,542</b>	<b>2,479,596</b>
<b>International Visitors</b>				
January	50,691	1,220	1,519	51,830
February	44,197	1,834	1,924	44,951
March	45,271	1,034	1,477	45,757
April	42,838	2,699	2,065	44,104
May	29,047	869	1,592	30,267
June	36,799	1,016	1,884	37,255
July	36,669	1,422	1,158	37,204
August	34,246	761	1,845	34,662
September	36,570	1,697	1,479	36,720
October	30,206	1,524	1,483	31,007
November	41,503	1,398	1,719	41,808
December	47,253	905	997	47,507
<b>Total</b>	<b>475,290</b>	<b>16,378</b>	<b>19,142</b>	<b>483,071</b>

SOURCE: HAWAII' I TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

## 10.1.2

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

*Arrivals by air*

	2013	2014	2015	2016	2017
<b>Length of Stay (days)</b>					
<b>All Visitors</b>					
Maui	8.17	8.25	8.19	8.14	8.05
Moloka'i	4.79	4.64	4.42	4.84	4.76
Lāna'i	3.49	3.32	2.79	3.51	3.40
<b>Domestic</b>					
Maui	8.49	8.55	8.42	8.32	8.22
Moloka'i	5.46	5.29	5.12	5.52	5.67
Lāna'i	3.95	3.65	3.18	3.96	4.01
<b>International</b>					
Maui	6.78	6.90	7.12	7.31	7.19
Moloka'i	2.54	2.16	2.06	2.79	2.52
Lāna'i	1.79	1.95	1.56	1.91	1.61
<b>Average Daily Census</b>					
<b>All Visitors</b>					
Maui	52,798	54,446	56,981	58,599	60,506
Moloka'i	725	758	784	779	763
Lāna'i	710	618	446	604	599
<b>Domestic</b>					
Maui	44,675	46,138	48,089	49,365	51,130
Moloka'i	638	685	699	667	646
Lāna'i	632	547	386	533	527
<b>International</b>					
Maui	8,124	8,308	8,893	9,234	9,376
Moloka'i	87	73	84	112	117
Lāna'i	78	71	60	71	72

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 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>
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	55,988	30,172	23,617	96,440	206,217
2015	58,211	31,408	24,533	99,782	213,934
2016	59,982	31,845	24,842	101,006	217,675
2017	61,868	35,412	26,364	105,141	228,785

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.1.4

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

*Arrivals by air*

2017	Maui	Moloka'i	Lāna'i	County	State
Anchorage	14,403	697	195	14,944	52,638
Atlanta	18,680	338	491	18,953	52,254
Austin	14,106	268	345	14,340	36,310
Bakersfield	5,337	54	105	5,415	14,737
Baltimore	8,127	230	246	8,278	25,753
Bellingham	6,639	114	69	6,733	15,034
Boise City	10,023	166	181	10,176	26,849
Boston	20,835	347	531	21,139	51,580
Bremerton	5,747	128	105	5,857	19,351
Charlotte	6,469	117	157	6,539	16,974
Chicago	53,988	795	1,079	54,601	119,528
Cincinnati	7,632	174	167	7,733	17,603
Cleveland	6,226	112	164	6,292	14,541
Colorado Springs	5,277	115	117	5,351	18,567
Dallas	42,324	651	1,002	42,816	102,310
Denver	36,750	602	853	37,324	96,565
Detroit	15,997	261	326	16,144	34,666
Eugene	6,413	118	98	6,522	17,527
Fresno	9,122	165	150	9,243	23,336
Houston	25,185	456	637	25,583	71,102
Indianapolis	7,509	170	170	7,634	17,768
Kansas City	9,857	171	285	10,035	25,346
Las Vegas	20,950	413	529	21,336	71,896
Los Angeles	225,479	3,088	4,835	229,287	647,295
Miami	12,335	310	456	12,556	31,353
Minneapolis	26,704	498	572	27,093	66,486
Modesto	7,194	104	96	7,256	17,542
New York	71,125	1,285	2,278	72,321	176,143
Ogden	8,487	142	165	8,643	28,607
Olympia	6,035	121	87	6,137	17,313

CONTINUES ON THE NEXT PAGE

**10.1.4**  
**CONTINUED**

<b>2017</b>	<b>Maui</b>	<b>Molokaʻi</b>	<b>Lānaʻi</b>	<b>County</b>	<b>State</b>
Orlando	6,691	171	181	6,755	18,253
Oxnard	18,764	201	353	18,974	48,848
Philadelphia	17,745	372	474	17,989	44,779
Phoenix	50,666	866	1,102	51,417	137,537
Pittsburgh	6,397	129	216	6,489	15,711
Portland	66,584	1,260	1,111	67,827	178,586
Provo	7,920	136	158	8,075	30,051
Reno	9,080	119	130	9,181	22,822
Riverside-San Bernardino	45,283	712	913	45,908	130,704
Sacramento	59,489	759	817	60,044	141,483
Salem	6,790	183	152	6,942	17,997
Salinas	6,125	110	130	6,227	16,897
Salt Lake City	18,159	265	344	18,453	57,599
San Antonio	7,392	209	223	7,524	25,110
San Diego	63,939	1,080	1,334	65,054	200,980
San Francisco	181,730	2,367	2,914	184,172	490,161
San Jose	76,849	769	1,087	77,633	200,561
San Luis Obispo	6,158	122	125	6,273	16,341
Santa Cruz	9,601	174	144	9,750	25,182
Santa Maria	6,776	96	161	6,908	20,728
Santa Rosa	15,718	327	267	15,982	37,573
Seattle	132,400	1,962	1,883	134,155	355,913
Spokane	9,785	217	174	9,961	24,761
St. Louis	11,859	216	331	12,010	28,354
Stockton	10,765	131	182	10,889	28,130
Tampa	7,408	199	229	7,525	20,515
Tucson	7,390	159	183	7,548	22,455
Vallejo	9,658	133	142	9,745	28,165
Virginia Beach	3,563	121	99	3,654	16,821
Washington D.C.	26,643	538	697	27,077	90,899

CBSA: Core Based Statistics Area

SOURCE: HAWAIIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT, AND U.S. CENSUS BUREAU.

10.1.5

**VISITOR ARRIVALS  
MAUI COUNTY**

<b>Year</b>	<b>International</b>	<b>Domestic</b>	<b>By Ship<sup>1</sup></b>	<b>Total</b>
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
2016	470,232	2,207,858	216,250	2,678,089
2017	482,997	2,303,733	255,846	2,786,729

1. Visitor arrivals by ships until 2011. Visitor arrivals by ships and by air starting in 2012.  
NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.



10.1.6

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

*Arrivals by air*

<b>2017</b>	<b>Maui</b>	<b>Molokaʻi</b>	<b>Lānaʻi</b>
<b>Total</b>	<b>2,744,994</b>	<b>58,450</b>	<b>64,357</b>
<b>United States</b>	<b>2,109,491</b>	<b>37,693</b>	<b>44,367</b>
<b>Canada</b>	<b>262,919</b>	<b>3,767</b>	<b>4,765</b>
<b>Asia</b>	<b>139,979</b>	<b>4,477</b>	<b>4,538</b>
China	31,650	849	1,118
Hong Kong	765	22	11
Japan	57,738	2,515	2,373
Korea	45,271	1,063	861
Singapore	1,195	0	127
Taiwan	3,359	27	49
<b>Oceania</b>	<b>73,511</b>	<b>5,221</b>	<b>6,159</b>
Australia	61,596	4,736	5,517
New Zealand	11,915	485	641
<b>Europe</b>	<b>60,172</b>	<b>2,179</b>	<b>1,316</b>
United Kingdom	16,843	282	480
France	7,786	619	106
Germany	20,994	771	427
Italy	5,608	93	65
Switzerland	8,940	412	238
<b>Latin America</b>	<b>9,462</b>	<b>372</b>	<b>320</b>
Argentina	3,134	128	82
Brazil	3,077	71	53
Mexico	3,251	173	185
<b>Other</b>	<b>89,461</b>	<b>4,743</b>	<b>2,891</b>

SOURCE: HAWAIIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

## 10.1.7

## TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2014	2015	2016	2017
<b>TOTAL SEATS</b>	<b>1,982,552</b>	<b>2,271,354</b>	<b>2,334,832</b>	<b>2,329,750</b>
Scheduled	1,975,832	2,265,402	2,332,192	2,328,461
Charter	6,720	5,952	2,640	1,289
<b>DOMESTIC SEATS</b>	<b>1,804,396</b>	<b>2,069,804</b>	<b>2,124,832</b>	<b>2,124,475</b>
Scheduled Seats	1,797,676	2,063,852	2,122,192	2,123,186
Charter Seats	6,720	5,952	2,640	1,289
<b>US West</b>	<b>1,680,424</b>	<b>1,904,542</b>	<b>1,989,765</b>	<b>1,982,732</b>
Anchorage	10,512	10,921	11,982	11,448
Bellingham	19,797	14,507	13,906	13,674
Denver	37,973	30,797	36,335	37,518
Los Angeles	583,813	590,630	600,975	626,990
Oakland	150,298	154,625	153,147	151,314
Phoenix	107,540	114,512	110,700	99,416
Portland	96,959	101,875	102,175	98,898
Sacramento	58,757	59,495	59,458	58,035
Salt Lake City	0	0	0	2,486
San Diego	71,170	67,808	72,001	61,533
San Francisco	180,200	333,855	403,513	409,835
San Jose	150,046	154,030	147,609	136,568
Seattle	213,359	271,487	277,964	275,017
<b>US East</b>	<b>117,252</b>	<b>159,310</b>	<b>132,427</b>	<b>140,454</b>
Chicago	14,792	40,936	21,672	21,520
Dallas	102,460	118,374	110,755	118,934
<b>INTERNATIONAL SEATS</b>	<b>178,156</b>	<b>201,550</b>	<b>210,000</b>	<b>205,275</b>
<b>Canada</b>	<b>178,156</b>	<b>201,550</b>	<b>210,000</b>	<b>205,275</b>
Calgary	36,187	35,848	39,456	40,859
Edmonton	12,213	12,582	14,574	10,480
Vancouver	129,756	153,120	155,970	153,936

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.8

**HOTEL OCCUPANCY AND ROOM RATES  
MAUI ISLAND**

<b>Month, 2017</b>	<b>Occupancy</b>	<b>Average Daily Rate (\$)</b>	<b>Revenue per Available Room (\$)</b>
January	78.2%	382.43	299.06
February	79.8%	383.02	305.65
March	80.0%	381.34	305.07
April	78.7%	351.70	276.79
May	75.6%	311.80	235.72
June	77.7%	342.35	266.01
July	80.2%	370.32	297.00
August	76.1%	339.68	258.50
September	73.6%	279.25	205.53
October	74.9%	294.58	220.64
November	75.2%	313.70	235.90
December	75.1%	477.22	358.39
<b>Total</b>	<b>77.1%</b>	<b>\$353.04</b>	<b>\$272.15</b>

SOURCE: HAWAII'Ō TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

## 10.2.1

## CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2014	2015	2016	2017	2018
<b>Maui</b>					
Budget (up to \$100)	3.1%	1.9%	1.6%	1.5%	1.1%
Standard (\$101 to \$250)	22.3%	19.2%	18.7%	18.9%	17.6%
Deluxe (\$251 to \$500)	27.3%	25.2%	23.4%	25.9%	20.2%
Luxury (over \$500 per night)	47.3%	53.8%	56.3%	53.7%	61.1%
<b>Moloka'i</b>					
Budget (up to \$100)	2.9%	6.2%	6.7%	7.2%	6.1%
Standard (\$101 to \$250)	92.8%	85.6%	88.9%	88.0%	89.8%
Deluxe (\$251 to \$500)	3.6%	8.2%	4.4%	3.6%	3.1%
Luxury (over \$500 per night)	0.7%	0.0%	0.0%	1.2%	1.0%
<b>Lāna'i</b>					
Budget (up to \$100)	0.0%	0.0%	0.0%	0.0%	0.0%
Standard (\$101 to \$250)	4.2%	4.5%	4.5%	2.6%	1.8%
Deluxe (\$251 to \$500)	43.3%	26.3%	26.3%	3.9%	0.0%
Luxury (over \$500 per night)	52.4%	69.2%	69.2%	93.4%	98.2%
<b>Hawai'i Island</b>					
Budget (up to \$100)	8.3%	9.9%	8.9%	9.6%	10.1%
Standard (\$101 to \$250)	28.1%	32.9%	27.0%	19.7%	21.3%
Deluxe (\$251 to \$500)	44.0%	36.5%	43.5%	41.5%	38.8%
Luxury (over \$500 per night)	19.6%	20.6%	20.6%	29.2%	29.7%
<b>Kaua'i</b>					
Budget (up to \$100)	7.2%	2.7%	2.1%	4.2%	2.4%
Standard (\$101 to \$250)	19.6%	33.7%	31.8%	35.8%	33.7%
Deluxe (\$251 to \$500)	44.7%	26.6%	29.7%	20.5%	20.9%
Luxury (over \$500 per night)	28.6%	37.0%	36.4%	39.5%	43.0%
<b>O'ahu</b>					
Budget (up to \$100)	6.6%	3.1%	2.8%	2.3%	5.4%
Standard (\$101 to \$250)	24.0%	32.2%	28.6%	25.4%	26.1%
Deluxe (\$251 to \$500)	46.6%	36.1%	39.2%	42.9%	35.1%
Luxury (over \$500 per night)	22.8%	28.6%	29.4%	29.4%	33.5%
<b>Statewide</b>					
Budget (up to \$100)	6.1%	3.8%	3.5%	3.4%	4.9%
Standard (\$101 to \$250)	23.8%	29.4%	26.4%	24.0%	24.3%
Deluxe (\$251 to \$500)	41.7%	32.6%	35.4%	36.9%	30.9%
Luxury (over \$500 per night)	28.4%	34.1%	34.6%	35.7%	39.9%

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**

	2015		2016		2017		2018	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
<b>Maui</b>								
Apartment/Hotel	2	25	0	15	0	15	0	15
Bed & Breakfast	36	189	46	187	42	168	38	159
Condo Hotel	58	4,534	52	4,317	52	4,402	53	4,189
Hostel	3	53	3	48	3	48	3	48
Hotel	31	8,142	35	8,245	34	7,742	31	7,372
Individual Unit	602	4,773	376	5,469	323	5,472	220	5,912
Timeshare	25	3,227	22	3,160	22	3,379	23	3,648
Other	4	29	2	24	2	24	2	24
<b>Total</b>	<b>761</b>	<b>20,972</b>	<b>536</b>	<b>21,465</b>	<b>478</b>	<b>21,250</b>	<b>370</b>	<b>21,367</b>
<b>Moloka'i</b>								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	1	1	1	1	1	1	1	1
Condo Hotel	2	73	2	73	2	71	2	70
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Individual Unit	18	108	14	101	19	165	19	166
Timeshare	1	7	1	7	1	7	1	7
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>22</b>	<b>189</b>	<b>18</b>	<b>182</b>	<b>23</b>	<b>244</b>	<b>23</b>	<b>244</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	2	247	2	247	2	224	1	213
Individual Unit	1	5	2	5	2	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>3</b>	<b>252</b>	<b>4</b>	<b>252</b>	<b>4</b>	<b>229</b>	<b>3</b>	<b>218</b>

Prop: Number of properties

SOURCE: HAWAII' I TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.3

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

Area/Type, 2018	Properties	Units
<b>Hāna</b>		
Bed & Breakfast	1	2
Condo Hotel	1	17
Hotel	1	71
Individual Unit	6	22
Other	1	4
<b>Kahului-Wailuku</b>		
Apartment/Hotel	1	15
Bed & Breakfast	5	23
Hostel	3	48
Hotel	5	487
Individual Unit	4	16
<b>Kula-Makawao</b>		
Bed & Breakfast	13	47
Hotel	3	38
Individual Unit	2	13
<b>West Maui</b>		
Bed & Breakfast	7	43
Condo Hotel	30	2,653
Hotel	12	3,600
Individual Unit	98	2,453
Timeshare	15	3,115
Other	1	20
<b>Ma'alaea</b>		
Bed & Breakfast	1	5
Individual Unit	4	216
<b>Wailea-Kihei</b>		
Bed & Breakfast	11	39
Condo Hotel	22	1,519
Hotel	10	3,176
Individual Unit	106	3,192
Timeshare	8	533

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

## 10.2.4

### VISITOR PLANT INVENTORY MAUI COUNTY

---

Year	Available Units
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
2017	21,723
2018	21,829

---

NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

### 10.3.1

## DAILY EXPENDITURES PER PERSON BY ISLAND

*Arrivals by air*

2017	Maui	Molokaʻi	Lānaʻi	Hawaiʻi	Kauaʻi	Oʻahu
<b>Total Spending</b>	<b>\$211.87</b>	<b>\$124.22</b>	<b>\$483.76</b>	<b>\$185.21</b>	<b>\$188.39</b>	<b>\$198.34</b>
<b>Lodging</b>	<b>102.82</b>	<b>48.89</b>	<b>295.26</b>	<b>74.55</b>	<b>81.95</b>	<b>88.30</b>
<b>Total Food and Beverage</b>	<b>42.79</b>	<b>25.75</b>	<b>93.02</b>	<b>37.05</b>	<b>39.39</b>	<b>38.20</b>
Restaurants	27.10	12.16	84.90	24.27	24.24	25.86
Dinner shows and cruises	5.02	0.33	2.04	2.24	4.68	4.88
Groceries and snacks	10.67	13.26	6.07	10.54	10.47	7.46
<b>Entertainment &amp; Recreation</b>	<b>17.76</b>	<b>12.59</b>	<b>33.68</b>	<b>20.43</b>	<b>22.55</b>	<b>17.82</b>
<b>Total Transportation</b>	<b>23.48</b>	<b>26.04</b>	<b>27.05</b>	<b>29.81</b>	<b>23.72</b>	<b>14.67</b>
Interisland airfare	4.05	9.75	14.45	7.87	3.67	2.16
Ground transportation	0.70	0.58	3.80	0.75	0.42	1.97
Rental vehicles	17.59	14.15	8.39	19.05	18.70	9.60
Gasoline, parking, etc.	1.14	1.56	0.41	2.13	0.94	0.94
<b>Total Shopping</b>	<b>17.53</b>	<b>8.19</b>	<b>18.96</b>	<b>16.86</b>	<b>15.15</b>	<b>33.39</b>
Fashion and clothing	7.19	3.37	9.33	5.60	6.22	12.34
Jewelry and watches	3.19	0.77	0.68	2.04	2.29	3.98
Cosmetics, perfume	0.48	0.00	0.13	0.45	0.35	1.84
Leather goods	0.71	0.07	4.24	0.20	0.15	4.48
Hawaiʻi food products	2.07	2.35	0.82	3.79	2.14	3.19
Souvenirs	3.89	1.63	3.76	4.77	4.00	7.57
<b>All Other Expenses</b>	<b>7.50</b>	<b>2.75</b>	<b>15.80</b>	<b>6.52</b>	<b>5.62</b>	<b>5.96</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>2017</b>	<b>Maui</b>	<b>Hawai'i</b>	<b>Kaua'i</b>	<b>O'ahu</b>	<b>State</b>
<b>Total Spending</b>	<b>\$75.53</b>	<b>\$67.70</b>	<b>\$64.01</b>	<b>\$134.43</b>	<b>\$237.48</b>
<b>Lodging</b>	<b>11.29</b>	<b>8.12</b>	<b>9.80</b>	<b>46.45</b>	<b>22.43</b>
<b>Total Food and Beverage</b>	<b>9.68</b>	<b>6.93</b>	<b>6.04</b>	<b>25.92</b>	<b>14.02</b>
Restaurants	7.28	5.15	4.21	18.93	10.27
Dinner shows	1.02	0.38	0.81	3.37	1.64
Groceries and snacks	1.38	1.40	1.01	3.63	2.12
<b>Entertainment and Recreation</b>	<b>1.82</b>	<b>1.86</b>	<b>1.66</b>	<b>4.25</b>	<b>2.64</b>
<b>Shore Tour</b>	<b>24.04</b>	<b>28.35</b>	<b>28.51</b>	<b>17.66</b>	<b>23.86</b>
<b>Total Transportation</b>	<b>6.70</b>	<b>5.83</b>	<b>5.18</b>	<b>12.09</b>	<b>8.11</b>
Interisland airfare	1.51	1.59	1.40	1.91	1.67
Ground transportation	1.65	1.68	0.97	5.12	2.71
Rental car, moped	3.17	2.34	2.58	4.31	3.29
Other transportation	0.37	0.22	0.24	0.75	0.44
<b>Total Shopping</b>	<b>18.19</b>	<b>14.04</b>	<b>10.77</b>	<b>24.85</b>	<b>18.22</b>
Fashion and clothing	6.51	3.71	3.62	10.58	6.74
Jewelry and watches	4.33	2.25	2.51	4.54	3.57
Cosmetics, perfume	1.13	0.22	0.25	1.38	0.84
Leather goods	0.77	1.50	0.09	1.20	0.98
Hawai'i food products	1.32	2.36	1.11	1.98	1.77
Souvenirs	4.12	3.99	3.18	5.18	4.31
<b>All Other Spending Outside Ship</b>	<b>3.82</b>	<b>2.58</b>	<b>2.05</b>	<b>3.20</b>	<b>2.99</b>

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS MAUI COUNTY

*Arrivals by air*

2017	Total	Domestic	International
<b>Islands Visited</b>			
O'ahu	782,403	518,928	263,475
Maui County	2,786,729	2,303,733	482,997
Maui	2,744,994	2,269,119	475,875
Maui Only	1,747,039	1,554,168	192,871
Moloka'i	58,450	41,560	16,890
Moloka'i Only	7,425	6,925	500
Lāna'i	64,357	48,021	16,337
Lāna'i Only	9,493	9,170	323
Kaua'i	328,993	258,989	70,004
Hawai'i Island	400,303	289,291	111,012
Kona	336,806	244,898	91,908
Hilo	232,666	159,332	73,334
<b>Visit Status</b>			
First-Time (%)	32.3	29.5	45.4
Repeat (%)	67.7	70.5	54.6
Average Number of Trips	5.23	5.62	3.35
<b>Party Size</b>			
Average Party Size	2.23	2.20	2.36
<b>Accommodations</b>			
Hotel	1,563,750	1,269,705	294,044
Hotel Only	1,210,813	998,740	212,073
Condo	757,780	605,935	151,844
Condo Only	585,962	477,480	108,483
Timeshare	304,932	275,841	29,091
Timeshare Only	225,029	206,427	18,601
Rental House	204,496	169,825	34,672
Hostel	26,709	18,762	7,946
Camp Site, Beach	20,496	15,345	5,151
Bed & Breakfast	40,545	30,001	10,544
Cruise Ship	113,312	88,395	24,917
Friends or Relatives	175,410	154,710	20,700

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.4

## SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

*Arrivals by air*

2017	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
O'ahu	764,035	35,574	31,910
Maui County	2,744,994	58,450	64,357
Maui	2,744,994	36,917	42,975
Moloka'i	36,917	58,450	14,892
Lāna'i	42,975	14,892	64,357
Kaua'i	323,351	18,799	21,094
Hawai'i Island	391,898	23,103	25,363
Kona	329,653	21,104	23,677
Hilo	229,262	17,677	17,680
Island only	1,747,039	7,425	9,493
<b>Visit Status</b>			
First-Time (%)	32.4	38.5	36.5
Repeat (%)	67.6	61.5	63.5
Average Number of Trips	5.21	5.19	5.03
<b>Party Size</b>			
Average Party Size	2.23	2.02	2.12
<b>Accommodations</b>			
Hotel	1,541,021	33,027	42,425
Hotel Only	1,193,716	19,169	30,038
Condo	749,329	13,431	10,116
Condo Only	580,436	8,092	6,906
Timeshare	302,059	3,594	4,992
Timeshare Only	223,012	2,081	3,528
Rental House	199,159	7,329	4,536
Hostel	26,371	838	674
Camp Site, Beach	20,131	936	986
Bed & Breakfast	39,886	1,622	1,292
Cruise Ship	112,903	6,304	7,841
Friends or Relatives	168,822	8,253	5,824

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	Europe	Other	Hawai'i Residents	Total
<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>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>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>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>2016</b>									
Maui	216,250	58,076	84,281	22,350	27,284	7,889	16,369	3,596	219,846
Moloka'i	3,523	1,486	892	211	299	125	509	0	3,523
Lāna'i	5,052	2,063	1,471	459	489	126	444	0	5,052
<b>2017</b>									
Maui	236,901	62,393	98,570	20,055	29,710	8,696	17,476	2,566	239,467
Moloka'i	3,173	1,346	804	275	380	38	330	0	3,173
Lāna'i	4,685	2,020	1,187	407	489	69	513	0	4,685

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	
	2018	2019
<b>Kahului Harbor</b>		
January	7	6
February	5	3
March	7	5
April	6	5
May	4	5
June	4	5
July	5	4
August	4	4
September	7	5
October	6	9
November	5	6
December	6	8
<b>Total</b>	<b>66</b>	<b>65</b>
<b>Lahaina Small Boat Harbor</b>		
January	5	4
February	2	4
March	5	2
April	6	8
May	5	4
June	1	1
July	1	0
August	0	0
September	2	5
October	6	6
November	6	7
December	5	4
<b>Total</b>	<b>44</b>	<b>45</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

2017	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>95.6%</b>	<b>97.2%</b>	<b>84.0%</b>	<b>96.7%</b>
Self-guided / drive around island	84.4%	73.6%	53.9%	85.1%
Scenic views / natural landmarks	65.6%	73.8%	36.6%	72.1%
Boat / submarine tour / whale watching	39.0%	36.7%	10.1%	34.4%
Visit communities	23.1%	29.0%	17.3%	32.3%
Limo / van tour / tour bus	7.2%	18.5%	21.4%	8.7%
Helicopter / airplane tour	5.4%	7.1%	0.0%	5.7%
Movie / TV film location	1.0%	1.3%	1.5%	1.8%
<b>All Recreation</b>	<b>94.6%</b>	<b>91.4%</b>	<b>78.4%</b>	<b>95.9%</b>
Beach / sunbathing	85.5%	76.9%	61.3%	87.5%
Swimming in the ocean / snorkeling	70.1%	62.3%	35.8%	74.3%
Parks / botanical gardens	33.1%	39.4%	20.4%	35.1%
Running / jogging / fitness walking	37.1%	32.3%	10.8%	40.8%
Backpacking / hiking / camping	21.0%	22.3%	3.9%	21.8%
Bodyboarding / paddleboarding	21.4%	9.4%	5.5%	24.3%
Spa	11.6%	10.6%	5.4%	6.6%
Golf	10.6%	7.0%	8.6%	10.4%
Agritourism	6.3%	8.8%	0.0%	5.7%
Canoeing / kayaking	5.6%	5.3%	0.8%	4.6%
Surfing	4.9%	4.7%	2.3%	11.4%
Scuba diving	5.0%	3.4%	3.0%	4.9%
Fishing	3.9%	2.0%	1.6%	2.0%
Jet skiing / parasailing	2.3%	2.0%	0.8%	0.8%
Sports event / tournament	1.3%	1.5%	1.6%	2.2%
Windsurfing / kitesurfing	0.5%	0.2%	2.4%	1.2%
<b>All Entertainment / Dining</b>	<b>96.5%</b>	<b>91.1%</b>	<b>83.8%</b>	<b>95.7%</b>
Family restaurant	66.6%	52.3%	24.3%	65.8%
Fine dining	57.4%	58.6%	27.3%	49.2%
Prepared own meals	53.5%	32.6%	22.0%	68.8%
Café / coffee house	37.3%	33.4%	32.5%	49.0%
Live music / stage show	30.4%	33.9%	13.7%	28.8%
Lunch / sunset / dinner / evening cruise	28.7%	28.8%	38.0%	26.2%
Fast food	31.4%	21.8%	32.5%	36.6%
Ethnic dining	24.9%	26.4%	5.5%	20.1%
Nightclub / dancing / bar / karaoke	7.7%	5.0%	0.0%	7.0%

CONTINUES ON THE NEXT PAGE

10.4.1

CONTINUED

2017	US West	US East	Japan	Canada
<b>All Shopping</b>	<b>94.2%</b>	<b>91.0%</b>	<b>83.0%</b>	<b>94.8%</b>
Local shops / artisans	71.5%	65.6%	18.8%	69.8%
Supermarkets	61.1%	45.3%	49.7%	65.8%
Convenience stores	39.2%	35.7%	34.2%	45.0%
Malls / department stores	41.5%	30.6%	57.4%	51.6%
Hotel stores	30.2%	32.9%	20.1%	22.0%
Farmers market	27.2%	18.1%	11.0%	33.8%
Designer boutiques	23.0%	21.4%	12.5%	25.2%
Discount / outlet stores	24.0%	17.0%	21.0%	28.6%
Swap meet / flea market	15.2%	9.1%	7.1%	19.7%
Duty free stores	1.6%	2.1%	11.6%	4.3%
<b>All Culture</b>	<b>64.7%</b>	<b>66.0%</b>	<b>31.2%</b>	<b>63.4%</b>
Luau / Polynesian show / hula show	31.5%	39.4%	6.1%	31.1%
Other historic site	22.3%	24.3%	14.9%	22.8%
Museum / art gallery	24.6%	18.7%	6.3%	19.9%
Art / craft fair	16.3%	12.8%	0.8%	14.5%
Festivals / events	6.3%	5.3%	1.6%	6.4%
Play / concert / theatre	5.9%	5.0%	1.6%	7.0%
Lessons, ukulele / hula / canoeing	4.1%	4.8%	1.6%	4.6%
Historic military site	3.1%	3.0%	4.6%	3.2%
<b>All Transportation</b>	<b>95.7%</b>	<b>94.6%</b>	<b>90.9%</b>	<b>96.6%</b>
Rental car	88.3%	73.2%	45.5%	86.0%
Airport shuttle	11.5%	16.0%	17.5%	15.8%
Tour bus / tour van	6.8%	19.9%	25.4%	8.4%
Taxi / limousine	6.8%	10.4%	18.5%	8.3%
Public bus	2.3%	2.8%	7.8%	4.5%
Trolley	0.9%	2.1%	17.7%	1.1%

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>						
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%
2016	88.8%	81.0%	74.3%	82.3%	92.8%	78.5%
2017	89.8%	93.9%	89.5%	84.4%	92.8%	81.8%
<b>Japan Visitors</b>						
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%
2016	75.1%	66.0%	60.3%	74.6%	70.4%	76.5%
2017	75.0%	65.8%	56.7%	77.5%	82.3%	77.6%

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

## 10.4.3

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

2017	US Total	US West	US East	Japan	Canada
<b>Maui</b>					
Excellent	89.8%	89.0%	91.1%	75.0%	89.5%
Above Average	8.7%	9.4%	7.5%	24.2%	9.3%
Below Average	1.4%	1.5%	1.3%	0.8%	1.1%
Poor	0.1%	0.1%	0.1%	0.0%	0.1%
<b>Moloka'i</b>					
Excellent	93.9%	95.3%	92.1%	65.8%	68.5%
Above Average	6.1%	4.7%	7.9%	34.2%	23.6%
Below Average	0.0%	0.0%	0.0%	0.0%	7.9%
Poor	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Lāna'i</b>					
Excellent	89.5%	89.3%	89.6%	56.7%	85.9%
Above Average	7.8%	6.7%	8.9%	43.3%	12.5%
Below Average	2.7%	4.0%	1.5%	0.0%	1.6%
Poor	0.0%	0.0%	0.0%	0.0%	0.0%

MMA: Major Market Area

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



## 10.4.4

### VISITORS BY INCOME LEVEL AND MMA MAUI COUNTY

Income <sup>1</sup>	US West	US East	Canada
Under \$40,000	6.4%	4.0%	6.3%
\$40,000 to \$59,999	8.9%	6.6%	10.2%
\$60,000 to \$79,999	10.8%	10.0%	13.7%
\$80,000 to \$99,999	12.8%	11.0%	12.9%
\$100,000 to \$124,999	17.7%	15.7%	15.5%
\$125,000 to \$149,999	9.7%	11.4%	10.4%
\$150,000 to \$174,999	9.3%	9.1%	8.9%
\$175,000 to \$199,999	4.6%	8.3%	5.2%
\$200,000 to \$249,999	6.6%	8.7%	6.0%
\$250,000 or more	13.2%	15.1%	11.0%

Income <sup>1</sup>	Europe	Oceania
Under \$40,000	18.0%	14.5%
\$40,000 to \$59,999	13.6%	12.9%
\$60,000 to \$79,999	13.9%	13.3%
\$80,000 to \$99,999	13.6%	14.3%
\$100,000 to \$124,999	12.1%	14.1%
\$125,000 to \$149,999	6.9%	9.4%
\$150,000 to \$174,999	6.2%	5.9%
\$175,000 to \$199,999	4.5%	1.5%
\$200,000 to \$249,999	3.4%	3.8%
\$250,000 or more	7.8%	10.3%

1. All in U.S. dollars.

MMA: Major Market Area

SOURCE: HAWAII'S TOURISM AUTHORITY, 2017 VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.5

**VISITATION DECISION TIMETABLE  
MAUI COUNTY**

Visitors, 2017	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	5.1%	20.1%	12.1%	30.8%	26.9%	4.9%
Decide to visit Hawai'i	5.2%	18.6%	12.0%	30.5%	28.0%	5.7%
Decide on which islands to visit	3.8%	16.5%	12.7%	32.3%	29.3%	5.5%
Set date for the trip	2.4%	12.9%	12.2%	32.2%	34.0%	6.2%
Choosing a place to stay	2.2%	11.3%	11.6%	31.5%	36.3%	7.1%
Make airline reservations	0.2%	4.7%	9.6%	33.1%	45.3%	7.1%
Purchase airline tickets	0.2%	4.2%	9.5%	33.3%	45.7%	7.1%
Make accommodation reservations	1.9%	10.1%	11.0%	30.5%	39.0%	7.5%
Make rental car reservations	0.3%	3.0%	6.6%	22.7%	56.9%	10.5%
Purchase tour or attraction packages	0.3%	1.3%	2.6%	13.3%	63.5%	19.0%
<b>U.S. East</b>						
Decide to take vacation/pleasure trip	6.1%	22.3%	13.3%	30.7%	23.5%	4.3%
Decide to visit Hawai'i	7.1%	20.0%	13.2%	30.0%	25.3%	4.4%
Decide on which islands to visit	4.1%	18.2%	13.0%	30.5%	29.2%	5.1%
Set date for the trip	2.9%	14.7%	13.2%	31.0%	33.1%	5.1%
Choosing a place to stay	2.6%	11.9%	12.1%	29.8%	36.6%	6.9%
Make airline reservations	0.3%	6.5%	10.8%	32.3%	43.6%	6.5%
Purchase airline tickets	0.2%	6.2%	10.7%	32.0%	43.9%	6.9%
Make accommodation reservations	1.5%	10.3%	13.0%	29.2%	38.7%	7.3%
Make rental car reservations	0.3%	3.5%	7.1%	22.5%	54.0%	12.6%
Purchase tour or attraction packages	0.1%	1.6%	4.6%	17.3%	61.4%	15.0%

CONTINUES ON THE NEXT PAGE

10.4.5

CONTINUED

Visitors, 2017	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>Canada</b>						
Decide to take vacation/pleasure trip	3.9%	20.9%	10.9%	28.3%	30.4%	5.5%
Decide to visit Hawai'i	4.3%	19.3%	11.6%	26.7%	32.1%	6.0%
Decide on which islands to visit	3.0%	15.8%	12.0%	28.4%	34.8%	6.0%
Set date for the trip	2.1%	14.4%	11.6%	29.6%	35.9%	6.3%
Choosing a place to stay	2.0%	11.8%	9.9%	27.2%	41.2%	7.8%
Make airline reservations	0.2%	6.1%	10.4%	30.2%	45.2%	7.8%
Purchase airline tickets	0.2%	5.6%	9.9%	30.5%	45.8%	8.0%
Make accommodation reservations	1.8%	11.0%	10.0%	27.1%	42.0%	8.1%
Make rental car reservations	0.2%	3.8%	6.5%	22.8%	55.4%	11.3%
Purchase tour or attraction packages	0.1%	0.9%	2.7%	12.5%	65.3%	18.5%
<b>Japan</b>						
Decide to take vacation/pleasure trip	1.0%	11.6%	6.2%	30.6%	44.3%	6.3%
Decide to visit Hawai'i	1.6%	12.7%	6.3%	32.8%	41.4%	5.1%
Decide on which islands to visit	1.4%	11.3%	7.0%	31.0%	44.0%	5.4%
Set date for the trip	0.6%	9.7%	7.7%	30.9%	45.3%	5.8%
Choosing a place to stay	0.3%	7.0%	7.5%	30.2%	48.3%	6.6%
Make airline reservations	0.7%	8.9%	6.5%	28.6%	49.2%	6.1%
Purchase airline tickets	0.2%	5.9%	7.7%	28.4%	50.5%	7.4%
Make accommodation reservations	0.4%	9.7%	7.7%	29.0%	46.4%	6.8%
Make rental car reservations	0.5%	2.7%	1.8%	13.4%	58.8%	22.9%
Purchase tour or attraction packages	0.0%	0.8%	1.2%	12.6%	62.8%	22.6%

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

## 10.5.1

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

Attraction	2015	2016	2017
<b>Maui</b>			
Alexander & Baldwin Sugar Museum	34,370	41,235	36,621
Aquarium Maui / Maui Ocean Center	300,964	313,989	340,107
Haleakala National Park	1,216,772	1,263,558	1,112,390
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	NA	NA	385
Īao Valley State Monument	NA	NA	NA
Kula Botanical Garden	20,400	22,300	23,500
Lahaina Restoration Foundation	20,648	21,822	25,152
Baldwin Missionary Home Museum	11,170	14,538	14,340
Hale Pa'i Printing House	479	282	228
Wo Hing Temple Museum	8,999	7,002	10,584
Maui Historical Society Bailey House Museum	11,807	12,049	11,884
Whalers Village Museum	203,595	NA	NA
<b>Moloka'i</b>			
Kalaupapa National Historical Park	67,891	71,527	76,512
Kalaupapa Settlement	NA	NA	NA

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

2017	Maui	Kaho'olawe	Lāna'i	Moloka'i
Listed Hawai'i Register	75	1	0	101
Listed National Register	68	0	0	1
Nominated Hawai'i Register	0	0	0	0

As of July 1. Categories are not exclusive. A site may be listed on both Hawai'i Register and National Register.

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

## 10.5.3

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

	2013	2014	2015	2016	2017
<b>National Parks</b>					
Number	2	2	2	2	2
Acreage	44,043	44,043	44,043	44,043	44,044
Visits	886,412	1,209,250	1,284,663	1,335,085	1,188,902
<b>State Parks and Historic Sites</b>					
Number	11	10	10	10	10
Acreage	561.7	560.2	560.2	564	560
<b>County Parks</b>					
Number	143	144	146	149	150
Acreage	1,977	2,152	2,177	2,492	2,506

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**

<b>Name</b>	<b>Location</b>	<b>Maximum Capacity</b>	<b>Tables</b>	<b>Chairs</b>	<b>Kitchen</b>	<b>Public Parking</b>
Eddie Tam Memorial	Makawao	380	33	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

Facility	Capacity
<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
ʻĪao Theater	400
UH Maui College Student Center Lounge	100
Maui Academy of Performing Arts	60
<b>Churches</b>	
First Assembly of God Maui (Puʻunene 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 (Molokaʻi)	200
Makawao Union Church Hall	200
St. John Episcopal Church	200
ʻĪao Congegational	175
ʻĪao 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	*42,904	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	3,345	30,983
2016	NA	3,520	NA	NA	8,203	*1,370	30,560
2017	NA	3,988	NA	NA	7,804	2,893	30,692

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 2016-2017			FY 2017-2018		
	Dogs	Cats	Other	Dogs	Cats	Other
<b>Area</b>						
Lahaina	168	424	27	206	442	34
Kīhei	230	722	218	214	705	307
Makawao	170	284	134	191	258	162
Kahului	272	593	264	328	533	252
Kula	112	198	73	130	175	233
Wailuku	300	741	170	397	676	192
Pā'ia	27	118	8	56	59	5
Ha'ikū	162	281	119	198	223	86
Hāna	74	53	8	89	31	5
Lāna'i	13	0	0	9	0	0
Moloka'i	1	0	0	0	0	0
Left at shelter	170	171	75	23	28	12
<b>Total</b>	<b>1,699</b>	<b>3,585</b>	<b>1,096</b>	<b>1,841</b>	<b>3,130</b>	<b>1,288</b>
<b>Intakes</b>						
Strays	1,107	2,873	701	1,226	2,353	923
Owner turn ins	585	700	395	607	763	349
Born here	7	12	0	8	14	16
<b>Total Live Intakes</b>	<b>1,699</b>	<b>3,585</b>	<b>1,096</b>	<b>1,841</b>	<b>3,130</b>	<b>1,288</b>
Dead on arrival	33	147	11	33	165	8
Owner requested euthanasia	132	79	4	146	110	237
<b>Total Intakes</b>	<b>1,864</b>	<b>3,811</b>	<b>1,111</b>	<b>2,020</b>	<b>3,405</b>	<b>1,533</b>
<b>Live Release</b>						
Reclaim by owner	554	356	58	732	567	22
Adopted	653	942	263	669	1,114	335
Transferred	358	284	10	366	439	26
<b>Total</b>	<b>1,565</b>	<b>1,582</b>	<b>331</b>	<b>1,767</b>	<b>2,120</b>	<b>383</b>
<b>Dispositions</b>						
Missing in action	1	6	7	1	18	3
Died at shelter	12	25	10	11	50	30
Euthanized unhealthy	105	1,558	641	72	709	861
Euthanized treatable	19	380	90	2	152	2
Euthanized healthy	0	0	7	0	0	0
<b>Total Euthanized</b>	<b>124</b>	<b>1,938</b>	<b>738</b>	<b>74</b>	<b>861</b>	<b>863</b>

SOURCE: MAUI HUMANE SOCIETY.

### 10.6.3

## MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18
Leash Law	773	581	652	630
No Tax	111	60	150	201
Barking	156	188	60	108
Cruelty/Neglect	869	581	510	480
Yard Inspection	4	1	0	0
Injured Animals	179	154	121	160
Injured Wild Life	2	1	1	0
Large Animal Trespass	10	NA	3	0
Spay/Neuter Reclaims	NA	NA	NA	NA
Abandonment	49	31	24	22
Dangerous Dog Recheck	66	19	14	15
Dog to Dog Bites	53	57	55	41
Dog to Human Bites	62	57	47	41
Dog to Other Bites	44	28	21	36
Ongoing Investigation	1,080	389	240	120
Pickup/Deliver/Misc.	542	461	322	185
Stray Dog Pick Up	768	524	400	377
Dead on Arrival	556	50	425	281
Stray Cat Pick Up	469	125	105	65
Owned Animal Pick Up	12	5	78	81
Pick Up Police Reports, License	NA	NA	NA	NA
Other Animal Pick Up	3	1	2	0
Wild Life Pick Up	0	NA	NA	0
Wild Life Transfer	0	NA	NA	0
Preventative Patrols	1,727	3,879	7,233	4,350
Personal Assist	837	856	765	550
<b>Total</b>	<b>8,372</b>	<b>8,048</b>	<b>11,228</b>	<b>7,743</b>

FY 2017-18	Upcountry	Hāna	Kahului	Wailuku	Lahaina	Kīhei
Leash Law	40	0	10	50	35	10
No Tax	3	0	0	3	10	0
Inhumane Manner	0	0	3	2	0	2
Cruelty	0	0	0	0	2	3
Aggressive Dog	15	2	10	8	1	2
Dangerous Dog Non Compliance	0	0	1	0	0	2
Interference	0	0	0	0	0	0
Abandonment	0	0	0	0	0	0
Livestock At Large	0	0	0	0	0	0
<b>Total</b>	<b>58</b>	<b>2</b>	<b>24</b>	<b>63</b>	<b>48</b>	<b>19</b>

NA: Not available

SOURCE: MAUI HUMANE SOCIETY.