



# 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.

There were 2,969,395 visitor arrivals in Maui County in 2022, the second highest year behind 2019 in terms of tourism.

10.1.1

VISITORS TO MAUI COUNTY BY MONTH

*Arrivals by air*

2022	Maui	Moloka'i	Lāna'i	Maui County
<b>All Visitors</b>				
January	183,436	2,863	3,876	186,816
February	193,149	3,213	4,769	197,055
March	240,257	3,374	5,369	244,631
April	255,433	3,699	6,403	260,175
May	247,329	3,160	5,682	251,362
June	287,878	3,551	6,075	291,870
July	305,862	4,072	6,173	310,008
August	266,176	4,167	5,615	270,340
September	219,667	3,377	5,684	223,037
October	230,512	3,508	6,302	234,335
November	230,380	3,998	5,781	233,907
December	261,080	4,335	6,288	265,858
<b>Total</b>	<b>2,921,159</b>	<b>43,317</b>	<b>68,016</b>	<b>2,969,395</b>
<b>Domestic Visitors</b>				
January	171,760	2,636	3,686	175,032
February	180,009	2,939	4,322	183,818
March	213,996	3,266	5,075	218,304
April	233,881	3,417	5,562	237,988
May	233,759	3,037	5,265	237,645
June	273,715	3,477	5,642	277,423
July	283,604	3,749	5,692	287,543
August	245,041	3,471	5,404	248,641
September	204,270	3,027	4,863	207,464
October	206,552	3,023	5,171	210,134
November	198,139	3,140	4,637	201,583
December	227,983	3,636	5,056	232,233
<b>Total</b>	<b>2,672,710</b>	<b>38,818</b>	<b>60,374</b>	<b>2,717,808</b>
<b>International Visitors</b>				
January	11,676	227	190	11,784
February	13,139	274	448	13,237
March	26,260	109	294	26,327
April	21,553	282	841	22,188
May	13,570	122	418	13,717
June	14,162	74	433	14,447
July	22,258	323	481	22,466
August	21,136	696	210	21,699
September	15,396	350	821	15,572
October	23,960	485	1,131	24,201
November	32,241	858	1,144	32,324
December	33,097	698	1,231	33,625
<b>Total</b>	<b>248,449</b>	<b>4,498</b>	<b>7,643</b>	<b>251,587</b>

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

## 10.1.2

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

*Arrivals by air*

	2018	2019	2020	2021	2022
<b>Length of Stay (days)</b>					
<b>All Visitors</b>					
Maui	8.07	7.92	9.53	8.69	8.16
Moloka'i	4.83	4.54	6.93	7.09	5.92
Lāna'i	3.41	3.20	4.64	4.91	4.11
<b>Domestic</b>					
Maui	8.21	8.02	9.57	8.59	8.05
Moloka'i	5.88	5.70	8.37	7.13	6.25
Lāna'i	4.08	3.95	5.04	4.94	4.31
<b>International</b>					
Maui	7.36	7.32	9.23	14.46	9.35
Moloka'i	2.14	1.79	2.27	3.61	3.15
Lāna'i	1.67	1.47	2.13	2.47	2.51
<b>Average Daily Census</b>					
<b>All Visitors</b>					
Maui	64,473	66,363	20,637	54,866	65,287
Moloka'i	780	783	322	500	703
Lāna'i	701	738	227	644	766
<b>Domestic</b>					
Maui	54,747	57,341	18,131	53,209	58,924
Moloka'i	683	691	297	498	664
Lāna'i	607	636	213	640	713
<b>International</b>					
Maui	9,727	9,022	2,506	1,656	6,364
Moloka'i	96	92	25	2	39
Lāna'i	95	102	14	4	53

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>
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
2018	65,954	35,024	28,463	110,901	240,341
2019	67,885	35,556	27,695	114,596	245,733
2020	21,187	13,641	8,034	35,054	77,915
2021	56,010	30,041	19,194	73,693	178,938
2022	66,756	37,701	28,604	99,092	232,154

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.1.4

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

*Arrivals by air*

2022	Maui	Moloka'i	Lāna'i	County	State
Anchorage	13,432	631	278	13,959	52,101
Atlanta	21,880	357	708	22,331	69,628
Austin	23,099	249	495	23,392	66,349
Bakersfield	6,627	80	138	6,728	22,785
Baltimore	10,001	128	318	10,150	32,185
Bellingham	5,835	80	87	5,934	15,914
Boise City	14,757	164	259	14,972	42,326
Boston	24,393	273	725	24,819	66,331
Bremerton	6,478	96	142	6,595	22,780
Charlotte	8,580	118	210	8,682	23,346
Chicago	60,894	687	1,555	61,832	151,118
Cincinnati	8,706	158	209	8,829	21,782
Cleveland	7,403	80	170	7,494	18,221
Colorado Springs	7,860	154	179	8,026	26,891
Dallas	53,697	703	1,440	54,576	146,885
Denver	52,282	698	1,012	53,076	146,578
Detroit	18,065	196	408	18,357	44,267
Eugene	6,895	140	145	7,055	19,799
Fresno	10,707	127	219	10,862	32,229
Houston	33,080	487	907	33,663	102,723
Indianapolis	9,642	149	268	9,836	24,648
Kansas City	14,861	192	344	15,076	40,015
Las Vegas	35,202	540	857	35,864	125,332
Los Angeles	281,309	2,927	5,911	285,989	955,186
Miami	14,379	272	607	14,705	41,354
Minneapolis	31,452	349	681	31,906	81,213
Modesto	7,884	82	105	7,964	24,130
New York	73,783	935	2,418	75,104	194,627
Ogden	12,121	194	241	12,357	42,564
Olympia	6,477	105	97	6,593	20,828

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**10.1.4**  
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<b>2022</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>County</b>	<b>State</b>
Orlando	7,999	138	250	8,128	26,533
Oxnard	22,178	202	403	22,446	65,654
Philadelphia	19,883	258	513	20,152	51,979
Phoenix	76,280	950	1,446	77,406	219,611
Pittsburgh	7,126	94	180	7,208	18,406
Portland	76,757	1,089	1,294	78,003	224,413
Provo	12,951	169	246	13,186	51,235
Reno	11,610	135	229	11,766	32,918
Riverside-San Bernardino	60,096	749	1,208	60,991	212,342
Sacramento	77,209	800	1,153	78,050	219,376
Salem	8,125	133	112	8,263	23,019
Salinas	6,814	114	119	6,922	23,559
Salt Lake City	25,242	313	549	25,664	81,261
San Antonio	11,590	257	435	11,850	42,371
San Diego	90,757	1,118	1,594	92,123	313,570
San Francisco	207,699	2,201	3,927	211,018	680,583
San Jose	90,532	913	1,523	91,820	300,099
San Luis Obispo	7,332	117	164	7,452	21,175
Santa Cruz	9,880	172	180	10,081	30,825
Santa Maria	8,705	93	238	8,876	27,027
Santa Rosa	17,049	186	291	17,300	45,125
Seattle	142,779	2,020	2,266	145,117	426,786
Spokane	11,542	226	200	11,736	32,161
St. Louis	14,255	213	399	14,514	37,959
Stockton	13,713	166	230	13,923	47,725
Tampa	9,634	191	331	9,827	28,587
Tucson	9,729	152	240	9,894	30,927
Vallejo	11,779	160	198	11,929	41,893
Virginia Beach	4,026	98	154	4,129	20,546
Washington D.C.	30,453	507	851	31,009	108,038

CBSA: Core Based Statistics Area

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

## 10.1.5

### VISITOR ARRIVALS MAUI COUNTY

Year	International	Domestic	By Ship <sup>1</sup>	Total
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
2018	490,187	2,473,377	251,749	2,963,564
2019	460,345	2,650,787	273,050	3,111,131
2020	100,810	706,499	50,449	807,308
2021 <sup>2</sup>	42,007	2,298,908	0	2,340,915
2022	251,587	2,717,808	145,879	2,969,395

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

2. Due to the "Conditional Sail" order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii in 2021. 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>2022</b>	<b>Maui</b>	<b>Molokaʻi</b>	<b>Lānaʻi</b>
<b>Total</b>	<b>2,921,159</b>	<b>43,317</b>	<b>68,016</b>
<b>United States</b>	<b>2,517,446</b>	<b>34,944</b>	<b>55,777</b>
<b>Canada</b>	<b>208,071</b>	<b>2,259</b>	<b>5,680</b>
<b>Asia</b>	<b>21,903</b>	<b>478</b>	<b>716</b>
China	5,408	179	301
Hong Kong	2,889	86	157
Japan	1,054	41	28
Korea	10,953	152	173
Singapore	994	6	43
Taiwan	605	13	14
<b>Oceania</b>	<b>26,305</b>	<b>1,391</b>	<b>1,895</b>
Australia	22,414	1,098	1,599
New Zealand	3,891	292	296
<b>Europe</b>	<b>46,788</b>	<b>1,641</b>	<b>1,247</b>
United Kingdom	11,671	234	415
France	4,712	136	139
Germany	18,221	724	374
Italy	5,214	124	142
Switzerland	6,971	423	177
<b>Latin America</b>	<b>6,974</b>	<b>127</b>	<b>206</b>
Argentina	2,195	33	39
Brazil	1,688	31	54
Mexico	3,091	63	113
<b>Other</b>	<b>93,672</b>	<b>2,478</b>	<b>2,496</b>

SOURCE: HAWAIIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

## 10.1.7

## TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2019	2020	2021	2022
<b>TOTAL SEATS</b>	<b>2,895,680</b>	<b>1,102,166</b>	<b>3,020,388</b>	<b>3,290,742</b>
Scheduled	2,892,014	1,090,974	2,997,073	3,287,123
Charter	3,666	11,192	23,315	3,619
<b>DOMESTIC SEATS</b>	<b>2,672,036</b>	<b>1,015,080</b>	<b>2,955,085</b>	<b>3,065,230</b>
Scheduled Seats	2,668,370	1,008,976	2,931,944	3,061,611
Charter Seats	3,666	6,104	23,141	3,619
<b>US West</b>	<b>2,449,879</b>	<b>912,989</b>	<b>2,690,125</b>	<b>2,782,144</b>
Anchorage	15,900	11,448	23,850	9,063
Bellingham	8,904	0	130,538	114,229
Denver	116,740	38,235	69,370	146,531
Las Vegas	1890	8694	101437	109403
Los Angeles	643,928	220,612	648,204	674,078
Oakland	215,080	80,031	180,271	193,662
Phoenix	94,400	37,240	149,425	163,210
Portland	178,854	54,735	132,792	120,607
Sacramento	109,281	47,271	120,134	123,899
Salt Lake City	16,783	18,760	50,210	30,756
San Diego	127,020	41,556	180,889	155,851
San Francisco	463,447	147,730	341,349	400,231
San Jose	159,796	66,471	213,190	214,268
Seattle	297,316	140,206	348,466	326,356
<b>US East</b>	<b>218,491</b>	<b>95,987</b>	<b>241,819</b>	<b>279,467</b>
Atlanta	0	0	0	11,280
Chicago	70,252	23,894	57,465	76,116
Dallas	148,239	72,093	169,491	173,868
<b>INTERNATIONAL SEATS</b>	<b>223,644</b>	<b>87,086</b>	<b>65,303</b>	<b>225,512</b>
<b>Canada</b>	<b>223,644</b>	<b>81,998</b>	<b>65,129</b>	<b>225,512</b>
Calgary	45,607	30,964	8,590	49,203
Edmonton	8,646	0	0	2,610
Toronto	0	0	1,490	8,599
Vancouver	169,391	51,034	55,049	165,100

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.8

**HOTEL OCCUPANCY AND ROOM RATES  
MAUI ISLAND**

<b>Month, 2022</b>	<b>Occupancy</b>	<b>Average Daily Rate (\$)</b>	<b>Revenue per Available Room (\$)</b>
January	61.2%	619.39	379.03
February	69.0%	583.32	402.67
March	73.5%	632.27	464.66
April	72.6%	609.69	442.36
May	67.3%	553.69	372.80
June	70.1%	644.48	451.70
July	70.9%	687.74	487.94
August	67.9%	621.02	421.79
September	65.4%	535.82	350.17
October	65.1%	527.81	343.84
November	65.2%	538.26	350.84
December	63.7%	734.40	467.69
<b>Total</b>	<b>67.6%</b>	<b>\$606.92</b>	<b>\$410.12</b>

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

## 10.2.1

## CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2018	2019	2020	2021	2022
<b>Maui</b>					
Budget (up to \$100)	1.1%	0.8%	0.7%	0.7%	0.7%
Standard (\$101 to \$250)	17.6%	18.1%	18.5%	17.0%	15.6%
Deluxe (\$251 to \$500)	20.2%	25.2%	26.1%	28.1%	31.7%
Luxury (over \$500 per night)	61.1%	55.9%	54.7%	54.2%	52.0%
<b>Moloka'i</b>					
Budget (up to \$100)	6.1%	2.2%	0.6%	0.6%	0.7%
Standard (\$101 to \$250)	89.8%	93.5%	94.8%	95.9%	95.3%
Deluxe (\$251 to \$500)	3.1%	3.8%	4.0%	3.5%	4.0%
Luxury (over \$500 per night)	1.0%	0.5%	0.6%	0.0%	0.0%
<b>Lāna'i</b>					
Budget (up to \$100)	0.0%	0.0%	0.0%	0.0%	0.0%
Standard (\$101 to \$250)	1.8%	2.6%	1.2%	1.2%	1.2%
Deluxe (\$251 to \$500)	0.0%	3.9%	29.7%	29.7%	29.7%
Luxury (over \$500 per night)	98.2%	93.4%	69.1%	69.1%	69.1%
<b>Hawai'i Island</b>					
Budget (up to \$100)	10.1%	10.6%	10.7%	8.4%	7.8%
Standard (\$101 to \$250)	21.3%	23.4%	24.5%	25.4%	22.0%
Deluxe (\$251 to \$500)	38.8%	35.3%	32.7%	33.0%	20.6%
Luxury (over \$500 per night)	29.7%	30.7%	32.0%	33.2%	49.6%
<b>Kaua'i</b>					
Budget (up to \$100)	2.4%	2.4%	2.4%	1.5%	1.6%
Standard (\$101 to \$250)	33.7%	32.5%	32.6%	31.6%	24.2%
Deluxe (\$251 to \$500)	20.9%	23.4%	22.1%	23.4%	29.1%
Luxury (over \$500 per night)	43.0%	41.8%	43.0%	43.5%	45.1%
<b>O'ahu</b>					
Budget (up to \$100)	5.4%	2.4%	2.4%	3.2%	1.7%
Standard (\$101 to \$250)	26.1%	29.6%	29.8%	28.5%	29.1%
Deluxe (\$251 to \$500)	35.1%	33.5%	34.8%	36.1%	34.1%
Luxury (over \$500 per night)	33.5%	34.5%	33.0%	32.1%	35.2%
<b>Statewide</b>					
Budget (up to \$100)	4.9%	3.2%	3.2%	3.2%	2.2%
Standard (\$101 to \$250)	24.3%	26.5%	26.7%	25.8%	24.6%
Deluxe (\$251 to \$500)	30.9%	30.7%	31.2%	32.6%	31.2%
Luxury (over \$500 per night)	39.9%	39.7%	38.9%	38.5%	42.0%

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**

	2019		2020		2021		2022	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
<b>Maui</b>								
Apartment/Hotel	0	15	0	15	0	15	0	15
Bed & Breakfast	34	136	58	192	62	197	72	221
Condo Hotel	56	4,334	52	4,112	47	3,726	44	3,501
Hostel	3	62	3	62	3	62	3	62
Hotel	30	7,295	29	7,251	29	7,361	28	7,372
Vacation Rental Unit	207	5,749	229	6,056	202	6,334	195	6,750
Timeshare	29	3,655	27	3,679	27	3,679	26	3,643
Other	3	48	2	40	2	40	2	40
<b>Total</b>	<b>362</b>	<b>21,294</b>	<b>400</b>	<b>21,407</b>	<b>372</b>	<b>21,414</b>	<b>370</b>	<b>21,604</b>
<b>Moloka'i</b>								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	2	2	1	1	1	1	1	1
Condo Hotel	2	70	2	95	2	80	2	80
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Vacation Rental Unit	28	171	24	175	22	196	20	236
Timeshare	1	7	1	7	1	7	1	7
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>33</b>	<b>250</b>	<b>28</b>	<b>278</b>	<b>26</b>	<b>284</b>	<b>24</b>	<b>324</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	224	3	320	3	320	3	320
Vacation Rental Unit	2	5	1	4	1	4	2	6
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>229</b>	<b>4</b>	<b>324</b>	<b>4</b>	<b>324</b>	<b>5</b>	<b>326</b>

Prop: Number of properties

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

10.2.3

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

Area/Type, 2022	Properties	Units
<b>Hāna</b>		
Bed & Breakfast	3	4
Condo Hotel	1	17
Hotel	1	75
Vacation Rental Unit	4	6
Other	1	4
<b>Kahului-Wailuku</b>		
Apartment/Hotel	0	15
Bed & Breakfast	13	43
Hostel	2	44
Hotel	5	487
Vacation Rental Unit	14	28
<b>Kula-Makawao</b>		
Bed & Breakfast	24	75
Hotel	1	5
Vacation Rental Unit	8	9
Other	1	24
<b>West Maui</b>		
Bed & Breakfast	8	28
Condo Hotel	30	2,602
Hostel	1	18
Hotel	10	3,552
Vacation Rental Unit	63	2,613
Timeshare	17	3,111
Other	0	12
<b>Ma'alaea</b>		
Bed & Breakfast	0	0
Vacation Rental Unit	11	322
<b>Wailea-Kīhei</b>		
Bed & Breakfast	24	71
Condo Hotel	13	882
Hotel	11	3,253
Vacation Rental Unit	95	3,772
Timeshare	9	532

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

## 10.2.4

### VISITOR PLANT INVENTORY MAUI COUNTY

Year	Available Units
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
2019*	21,773
2020	22,009
2021	22,022
2022	22,254

\*Revised data.  
NA: Not available

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

## 10.3.1

## DAILY EXPENDITURES PER PERSON BY ISLAND

*Arrivals by air*

2022	Maui	Molokaʻi	Lānaʻi	Hawaiʻi	Kauaʻi	Oʻahu
<b>Total Spending</b>	<b>\$244.32</b>	<b>\$152.81</b>	<b>\$539.48</b>	<b>\$197.85</b>	<b>\$213.14</b>	<b>\$240.37</b>
<b>Lodging</b>	<b>127.95</b>	<b>82.56</b>	<b>295.55</b>	<b>88.62</b>	<b>101.09</b>	<b>105.09</b>
<b>Total Food and Beverage</b>	<b>46.16</b>	<b>21.93</b>	<b>128.62</b>	<b>40.36</b>	<b>41.81</b>	<b>50.27</b>
Restaurants	29.36	5.54	103.75	25.60	25.91	33.48
Dinner shows and cruises	5.80	0.00	0.00	2.74	5.37	6.29
Groceries and snacks	11.00	16.39	24.87	12.03	10.53	10.50
<b>Entertainment &amp; Recreation</b>	<b>20.19</b>	<b>5.64</b>	<b>34.91</b>	<b>18.95</b>	<b>21.84</b>	<b>23.88</b>
<b>Total Transportation</b>	<b>26.52</b>	<b>31.05</b>	<b>47.43</b>	<b>29.77</b>	<b>30.01</b>	<b>21.32</b>
Interisland airfare	1.56	6.48	5.17	2.90	2.70	0.90
Ground transportation	0.93	0.58	1.62	0.90	0.97	2.56
Rental vehicles	22.61	23.21	36.09	23.90	25.15	16.21
Gasoline, parking, etc.	1.42	0.78	4.55	2.07	1.19	1.65
<b>Total Shopping</b>	<b>17.81</b>	<b>6.73</b>	<b>21.31</b>	<b>15.11</b>	<b>13.50</b>	<b>32.39</b>
Fashion and clothing	7.31	1.79	16.36	5.17	5.88	11.66
Jewelry and watches	2.48	0.68	0.00	1.64	2.05	3.42
Cosmetics, perfume	0.23	0.09	0.00	0.21	0.08	1.08
Leather goods	1.15	0.00	0.00	0.15	0.10	5.79
Hawaiʻi food products	2.34	2.97	0.37	4.11	2.58	4.16
Souvenirs	4.30	1.18	4.58	3.84	2.82	6.28
<b>All Other Expenses</b>	<b>5.68</b>	<b>4.90</b>	<b>11.64</b>	<b>5.04</b>	<b>4.89</b>	<b>7.41</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>2022</b>	<b>Maui</b>	<b>Hawai'i</b>	<b>Kaua'i</b>	<b>O'ahu</b>	<b>State</b>
<b>Total Spending</b>	<b>\$85.30</b>	<b>\$68.90</b>	<b>\$66.20</b>	<b>\$155.60</b>	<b>\$268.24</b>
<b>Lodging</b>	<b>13.64</b>	<b>7.68</b>	<b>10.23</b>	<b>53.60</b>	<b>26.39</b>
<b>Total Food and Beverage</b>	<b>12.00</b>	<b>9.49</b>	<b>8.98</b>	<b>32.07</b>	<b>18.47</b>
Restaurants	7.95	6.90	5.87	21.85	12.65
Dinner shows	1.39	0.62	0.85	6.26	2.80
Groceries and snacks	2.66	1.97	2.26	3.96	3.01
<b>Entertainment and Recreation</b>	<b>4.34</b>	<b>3.14</b>	<b>3.51</b>	<b>11.08</b>	<b>6.48</b>
<b>Shore Tour</b>	<b>24.39</b>	<b>23.09</b>	<b>23.93</b>	<b>17.60</b>	<b>21.87</b>
<b>Total Transportation</b>	<b>10.29</b>	<b>7.00</b>	<b>7.22</b>	<b>16.15</b>	<b>11.20</b>
Interisland airfare	1.72	1.93	2.10	1.90	1.93
Ground transportation	2.51	1.91	1.62	6.00	3.51
Rental car, moped	5.07	2.81	3.14	7.12	4.99
Other transportation	0.99	0.35	0.35	1.13	0.78
<b>Total Shopping</b>	<b>16.15</b>	<b>14.94</b>	<b>10.20</b>	<b>21.34</b>	<b>17.19</b>
Fashion and clothing	6.38	3.98	3.20	7.98	5.98
Jewelry and watches	2.31	2.06	2.51	3.10	2.56
Cosmetics, perfume	0.76	0.27	0.05	0.39	0.39
Leather goods	0.17	0.28	0.07	1.04	0.50
Hawai'i food products	2.09	4.09	1.41	3.25	3.10
Souvenirs	4.45	4.25	2.96	5.58	4.67
<b>All Other Spending Outside Ship</b>	<b>4.48</b>	<b>3.56</b>	<b>2.13</b>	<b>3.75</b>	<b>3.60</b>
<b>Unallocated and on ship spending<sup>1</sup></b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>163.04</b>

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

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS MAUI COUNTY

*Arrivals by air*

2022	Total	Domestic	International
<b>Islands Visited</b>			
O'ahu	628,665	530,378	98,287
Maui County	2,969,395	2,717,808	251,587
Maui	2,921,159	2,672,710	248,449
Maui Only	2,071,618	1,934,236	137,382
Moloka'i	43,317	38,818	4,498
Moloka'i Only	7,869	7,788	81
Lāna'i	68,016	60,374	7,643
Lāna'i Only	15,044	14,329	715
Kaua'i	255,447	226,568	28,878
Hawai'i Island	291,331	256,813	34,518
Kona	242,916	213,720	29,195
Hilo	138,044	115,919	22,125
<b>Visit Status</b>			
First-Time (%)	29.5	28.7	38.4
Repeat (%)	70.5	71.3	61.6
Average Number of Trips	5.45	5.59	3.92
<b>Party Size</b>			
Average Party Size	2.32	2.31	2.38
<b>Accommodations</b>			
Hotel	1,434,981	1,316,803	118,177
Hotel Only	1,128,020	1,049,079	78,941
Condo	861,104	765,839	95,265
Condo Only	696,459	622,802	73,657
Timeshare	310,614	291,364	19,250
Timeshare Only	243,072	229,278	13,794
Rental House	353,590	324,902	28,688
Hostel	28,899	22,344	6,555
Camp Site, Beach	29,843	23,123	6,720
Bed & Breakfast	39,702	34,590	5,113
Cruise Ship	48,692	44,935	3,757
Friends or Relatives	214,548	201,545	13,003

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.4

## SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

*Arrivals by air*

2022	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
O'ahu	610,902	21,045	25,054
Maui County	2,921,159	43,317	68,016
Maui	2,921,159	24,939	37,303
Moloka'i	24,939	43,317	8,154
Lāna'i	37,303	8,154	68,016
Kaua'i	249,407	10,314	14,311
Hawai'i Island	283,398	13,144	16,576
Kona	236,119	11,576	14,950
Hilo	135,395	8,779	9,547
Island only	2,071,618	7,869	15,044
<b>Visit Status</b>			
First-Time (%)	29.6	34.8	33.8
Repeat (%)	70.4	65.2	66.2
Average Number of Trips	5.43	5.91	5.19
<b>Party Size</b>			
Average Party Size	2.32	2.01	2.09
<b>Accommodations</b>			
Hotel	1,408,057	20,812	41,837
Hotel Only	1,105,674	12,661	33,153
Condo	853,000	11,421	12,246
Condo Only	690,575	7,392	8,544
Timeshare	307,562	2,752	5,083
Timeshare Only	240,791	1,595	3,569
Rental House	348,109	6,408	7,092
Hostel	28,610	819	692
Camp Site, Beach	29,555	887	807
Bed & Breakfast	39,052	1,275	1,019
Cruise Ship	48,365	2,179	2,635
Friends or Relatives	206,949	7,265	6,763

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>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
<b>2018</b>									
Maui	237,713	62,181	103,067	23,882	20,583	9,239	18,760	3,808	241,521
Moloka'i	2,911	1,396	944	114	112	101	244	0	2,911
Lāna'i	4,551	1,980	1,548	292	111	104	515	73	4,624
<b>2019</b>									
Maui	255,221	70,325	101,460	30,203	19,314	11,365	22,553	4,008	259,229
Moloka'i	3,647	1,397	1,440	240	118	219	231	14	3,661
Lāna'i	5,697	2,470	1,993	371	158	202	502	14	5,711
<b>2020 <sup>1</sup></b>									
Maui	50,132	15,871	23,387	4,523	1,325	2,586	2,440	313	50,445
Moloka'i	785	367	300	0	6	23	89	0	785
Lāna'i	1,186	431	556	68	6	59	66	0	1,186
<b>2021 <sup>2</sup></b>									
Maui	0	0	0	0	0	0	0	0	0
Moloka'i	0	0	0	0	0	0	0	0	0
Lāna'i	0	0	0	0	0	0	0	0	0
<b>2022</b>									
Maui	144,810	43,722	64,349	20,625	4,114	6,118	5,882	1,069	145,879
Moloka'i	1,340	496	520	73	0	52	199	0	1,340
Lāna'i	2,649	986	1,091	149	33	52	338	0	2,649

1. Cruise data are from January - March 2020. Due to the "No Sail" order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii from April - December 2020.

2. Due to the "Conditional Sail" order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii in 2021.

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			
	2020	2021	2022	2023 <sup>1</sup>
<b>Kahului Harbor</b>				
January	4	0	NA	6
February	5	0	NA	5
March	5	0	NA	4
April	10	0	NA	7
May	3	5	NA	6
June	4	4	NA	4
July	4	4	NA	5
August	5	5	NA	4
September	8	5	NA	7
October	8	8	NA	11
November	5	7	NA	9
December	5	5	1	7
<b>Total</b>	<b>66</b>	<b>43</b>	<b>NA</b>	<b>75</b>
<b>Lahaina Small Boat Harbor</b>				
January	3	0	NA	8
February	5	0	NA	10
March	8	0	NA	8
April	9	0	NA	12
May	7	4	NA	7
June	1	1	NA	1
July	0	0	NA	1
August	0	0	NA	1
September	7	4	NA	0
October	7	6	NA	2
November	6	4	NA	2
December	4	3	1	6
<b>Total</b>	<b>57</b>	<b>22</b>	<b>NA</b>	<b>58</b>

1. Source: CruiseMapper.com

NA: Not available

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, CRUISEMAPPER.COM

## 10.4.1

### ACTIVITY PARTICIPATION BY VISITOR CATEGORY MAUI ISLAND

2022	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>96.9%</b>	<b>98.5%</b>	<b>100.0%</b>	<b>98.1%</b>
On own (self-guided)	83.7%	84.6%	48.4%	88.1%
Helicopter / airplane	2.6%	6.3%	0.0%	5.0%
Boat / submarine / whale	33.8%	45.8%	8.1%	28.7%
Visit towns	58.4%	61.9%	67.7%	65.0%
Limo / van / bus tour	4.9%	12.6%	0.0%	6.0%
Scenic views / natural landmarks	58.0%	68.8%	43.5%	63.9%
Movie / TV film location	0.5%	0.7%	0.0%	0.5%
<b>All Recreation</b>	<b>98.5%</b>	<b>98.1%</b>	<b>100.0%</b>	<b>98.5%</b>
Beach / sunbathing	91.0%	89.2%	75.8%	92.0%
Bodyboarding	13.4%	9.2%	0.0%	18.5%
Stand up paddle boarding	5.0%	3.6%	8.1%	4.5%
Surfing	6.7%	8.3%	16.1%	10.1%
Canoeing / kayaking	3.8%	3.8%	0.0%	4.8%
Swimming in the ocean	73.0%	70.4%	32.3%	77.9%
Snorkeling	54.7%	53.0%	8.1%	58.0%
Freediving	2.0%	2.2%	8.1%	1.1%
Windsurfing / kitesurfing	0.5%	0.3%	0.0%	0.2%
Jet skiing / parasailing	1.9%	1.9%	0.0%	1.3%
Scuba diving	2.9%	2.7%	0.0%	2.8%
Fishing	2.4%	2.5%	8.1%	1.1%
Golf	7.5%	8.5%	8.1%	12.0%
Run / jogging / fitness walk	31.7%	29.1%	19.3%	33.5%
Cycling	2.6%	3.7%	19.3%	3.3%
Spa	10.5%	11.3%	19.3%	7.7%
Hiking	41.6%	51.0%	35.4%	47.2%
Backpacking / camping	1.1%	1.2%	0.0%	1.7%
Agritourism	9.8%	11.9%	16.1%	7.3%
Sports event / tournament	0.9%	1.2%	0.0%	1.5%
Parks / botanical gardens	31.5%	36.3%	24.2%	31.3%
Zip-lining	5.6%	6.1%	0.0%	3.7%
Horseback riding	0.8%	1.3%	0.0%	0.5%
<b>All Entertainment / Dining</b>	<b>99.1%</b>	<b>99.2%</b>	<b>100.0%</b>	<b>99.6%</b>
Lunch / sunset / dinner / evening cruise	25.8%	30.4%	8.1%	20.2%
Live music / stage show	26.3%	35.3%	27.4%	23.1%
Nightclub / dancing / bar / karaoke	5.6%	4.9%	0.0%	4.3%
Fine dining	54.5%	58.1%	35.4%	46.4%

CONTINUES ON THE NEXT PAGE

## 10.4.1

## CONTINUED

2022	US West	US East	Japan	Canada
Family restaurant	64.1%	58.5%	32.3%	63.9%
Fast food	29.2%	27.9%	32.3%	39.1%
Food truck	47.4%	46.7%	40.4%	46.9%
Café / coffee house	47.1%	46.3%	75.8%	54.5%
Ethnic dining	23.0%	27.0%	16.1%	21.4%
Prepared own meal	57.2%	44.7%	24.2%	67.3%
<b>All Shopping</b>	<b>97.6%</b>	<b>97.5%</b>	<b>100.0%</b>	<b>98.3%</b>
Mall / department store	42.3%	38.9%	40.4%	53.5%
Designer boutique	18.8%	22.9%	8.1%	22.3%
Hotel / resort store	32.4%	38.1%	51.6%	27.8%
Swap meet / flea market	15.5%	14.0%	0.0%	16.9%
Discount / outlet store	18.3%	18.0%	0.0%	25.8%
Supermarket	72.8%	65.8%	32.3%	74.6%
Farmer's market	31.9%	27.7%	24.2%	35.5%
Convenience store	50.7%	48.1%	24.2%	52.8%
Duty free store	4.0%	4.0%	0.0%	3.0%
Hawaii-made products	47.5%	49.7%	35.4%	46.7%
Local shop / artisan	65.6%	67.3%	59.6%	66.1%
<b>All Culture</b>	<b>64.2%</b>	<b>74.1%</b>	<b>51.6%</b>	<b>63.9%</b>
Historic Hawaiian site	23.9%	27.5%	16.1%	22.3%
Other historic site	9.9%	10.8%	16.1%	10.5%
Art gallery	16.2%	15.9%	0.0%	15.0%
Luau / Polynesian show / hula show	25.8%	41.8%	19.3%	23.9%
Lessons, ukulele / hula / canoeing	3.5%	4.6%	0.0%	2.2%
Play / concert / theatre	1.9%	1.8%	0.0%	2.8%
Art / craft fair	14.4%	12.8%	0.0%	12.8%
Festival / event	2.9%	2.5%	0.0%	3.2%
<b>All Transportation</b>	<b>95.7%</b>	<b>96.3%</b>	<b>91.9%</b>	<b>96.8%</b>
Airport shuttle	8.1%	10.3%	19.3%	10.2%
Trolley	4.3%	4.4%	8.1%	3.9%
Tour bus / tour van	4.1%	11.0%	8.1%	5.8%
Taxi / limousine	3.6%	5.6%	0.0%	9.1%
Rental car	83.9%	82.6%	48.4%	84.1%
Ride share	10.0%	13.7%	16.1%	12.6%
Car share	5.0%	4.5%	0.0%	3.9%
Bicycle rental	1.4%	2.0%	0.0%	2.0%

SOURCE: HAWAII'Ī 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>						
2018	89.5%	87.6%	86.4%	87.2%	89.0%	79.4%
2019	90.3%	83.4%	87.0%	89.8%	91.3%	80.1%
2020	86.1%	84.5%	86.0%	85.2%	83.8%	74.6%
2021	85.9%	84.9%	84.4%	87.4%	82.4%	80.2%
2022	89.4%	74.0%	90.0%	87.7%	90.0%	83.4%
<b>Japan Visitors</b>						
2018	76.6%	34.0%	37.8%	82.2%	78.7%	72.2%
2019	82.1%	82.8%	65.8%	85.8%	80.3%	76.6%
2020	83.5%	82.3%	0.0%	83.0%	90.6%	76.3%
2021	NA	NA	NA	NA	NA	NA
2022	79.2%	0.0%	0.0%	81.1%	90.4%	74.0%

NA: Not available

SOURCE: HAWAI'I TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.4.3

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

2022	US Total	US West	US East	Japan	Canada
<b>Maui</b>					
Excellent	89.0%	88.1%	90.6%	79.2%	86.3%
Above Average	9.6%	10.3%	8.2%	20.8%	11.6%
Below Average	1.1%	1.1%	1.0%	0.0%	1.9%
Poor	0.4%	0.5%	0.2%	0.0%	0.2%
<b>Moloka'i</b>					
Excellent	72.9%	75.0%	69.7%	0.0%	75.4%
Above Average	17.9%	17.5%	18.5%	0.0%	19.2%
Below Average	4.9%	3.5%	7.0%	0.0%	0.0%
Poor	4.3%	4.0%	4.8%	0.0%	5.4%
<b>Lāna'i</b>					
Excellent	89.5%	90.6%	87.7%	0.0%	69.4%
Above Average	8.0%	5.5%	12.3%	0.0%	30.6%
Below Average	NA	NA	NA	NA	NA
Poor	2.4%	3.9%	0.0%	0.0%	0.0%

MMA: Major Market Area NA: Not available

SOURCE: HAWAI'I 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	5.1%	5.0%	4.2%
\$40,000 to \$59,999	6.1%	6.8%	6.5%
\$60,000 to \$79,999	8.6%	9.1%	8.9%
\$80,000 to \$99,999	9.1%	10.1%	10.1%
\$100,000 to \$124,999	13.2%	13.1%	12.5%
\$125,000 to \$149,999	11.7%	11.7%	12.4%
\$150,000 to \$174,999	10.1%	10.3%	10.5%
\$175,000 to \$199,999	7.1%	6.5%	8.7%
\$200,000 to \$249,999	9.6%	8.9%	9.2%
\$250,000 or more	19.4%	18.6%	17.1%

Income <sup>1</sup>	Europe	Oceania
Under \$40,000	NA	6.9%
\$40,000 to \$59,999	NA	7.5%
\$60,000 to \$79,999	NA	9.9%
\$80,000 to \$99,999	NA	9.3%
\$100,000 to \$124,999	NA	12.2%
\$125,000 to \$149,999	NA	12.5%
\$150,000 to \$174,999	NA	9.9%
\$175,000 to \$199,999	NA	7.8%
\$200,000 to \$249,999	NA	8.6%
\$250,000 or more	NA	15.5%

1. All in U.S. dollars.

MMA: Major Market Area

NA: Not available

SOURCE: HAWAII'S TOURISM AUTHORITY, 2022 VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.4.5

### VISITATION DECISION TIMETABLE MAUI COUNTY

Visitors, 2022	More than 1 year	6 to 12 months	3 to 6 months	2 to 3 months	1 to 2 months	Less than 1 month
<b>U.S. West</b>						
Decide to take vacation/pleasure trip	17.8%	26.6%	23.8%	12.9%	8.8%	10.1%
Decide to visit Hawai'i	18.7%	25.5%	21.6%	12.8%	9.4%	12.0%
Decide on which islands to visit	16.5%	24.0%	21.1%	12.5%	8.9%	17.0%
Set date for the trip	11.1%	25.7%	23.4%	14.4%	10.8%	14.6%
Begin booking your trip	8.2%	25.1%	25.3%	15.9%	11.9%	13.7%
<b>U.S. East</b>						
Decide to take vacation/pleasure trip	24.2%	30.5%	20.7%	9.8%	7.8%	7.1%
Decide to visit Hawai'i	24.8%	29.4%	19.4%	10.0%	7.6%	8.7%
Decide on which islands to visit	19.0%	28.6%	20.6%	10.5%	7.9%	13.5%
Set date for the trip	15.2%	30.9%	22.1%	11.6%	9.2%	11.1%
Begin booking your trip	11.4%	29.9%	24.1%	13.9%	10.0%	10.7%
<b>Canada</b>						
Decide to take vacation/pleasure trip	26.2%	26.5%	20.0%	10.4%	8.1%	8.9%
Decide to visit Hawai'i	25.8%	25.1%	19.6%	11.0%	7.9%	10.5%
Decide on which islands to visit	22.8%	24.2%	18.1%	11.2%	8.1%	15.7%
Set date for the trip	16.4%	27.2%	21.7%	12.5%	9.6%	12.6%
Begin booking your trip	14.7%	26.3%	22.2%	14.0%	10.5%	12.8%
<b>Europe</b>						
Decide to take vacation/pleasure trip	NA	NA	NA	NA	NA	NA
Decide to visit Hawai'i	NA	NA	NA	NA	NA	NA
Decide on which islands to visit	NA	NA	NA	NA	NA	NA
Set date for the trip	NA	NA	NA	NA	NA	NA
Begin booking your trip	NA	NA	NA	NA	NA	NA

CONTINUES ON THE NEXT PAGE

## 10.4.5

### CONTINUED

Visitors, 2022	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>Japan</b>						
Decide to take vacation/pleasure trip	15.2%	20.2%	19.9%	16.6%	16.0%	12.1%
Decide to visit Hawai'i	13.1%	19.0%	18.9%	18.4%	16.9%	13.7%
Decide on which islands to visit	13.9%	16.7%	19.1%	18.5%	18.1%	13.7%
Set date for the trip	6.6%	18.2%	20.3%	19.1%	19.8%	16.1%
Begin booking your trip	3.9%	17.9%	19.7%	18.8%	20.7%	19.0%
<b>Korea</b>						
Decide to take vacation/pleasure trip	15.1%	25.8%	22.5%	13.6%	11.7%	11.3%
Decide to visit Hawai'i	7.0%	20.4%	27.6%	16.5%	12.8%	15.6%
Decide on which islands to visit	3.5%	19.5%	24.9%	17.4%	13.4%	21.3%
Set date for the trip	5.2%	19.7%	24.8%	16.3%	12.6%	21.3%
Begin booking your trip	2.6%	16.3%	23.6%	18.5%	13.9%	24.9%
<b>China</b>						
Decide to take vacation/pleasure trip	5.4%	9.9%	19.7%	15.0%	22.1%	27.9%
Decide to visit Hawai'i	3.4%	8.4%	13.3%	16.4%	23.4%	35.3%
Decide on which islands to visit	3.4%	6.5%	10.9%	12.5%	24.9%	41.8%
Set date for the trip	1.7%	4.8%	14.7%	10.3%	24.2%	44.4%
Begin booking your trip	1.2%	3.5%	9.9%	12.5%	25.9%	47.1%
<b>Oceania</b>						
Decide to take vacation/pleasure trip	16.1%	27.3%	27.6%	11.2%	9.4%	8.4%
Decide to visit Hawai'i	14.7%	25.8%	26.3%	12.5%	10.6%	10.0%
Decide on which islands to visit	13.0%	22.9%	26.3%	12.2%	10.4%	15.2%
Set date for the trip	10.1%	27.0%	26.9%	13.0%	10.1%	12.9%
Begin booking your trip	7.9%	25.4%	28.7%	13.9%	11.7%	12.4%

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

## 10.5.1

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

Attraction	2020 <sup>1</sup>	2021	2022
<b>Maui</b>			
Alexander & Baldwin Sugar Museum	5,010	4,743	8,086
Aquarium Maui / Maui Ocean Center	86,692	257,570	334,073
Haleakala National Park	319,147	853,181	1,087,616
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	28	150	NA
Hawaiian Islands Humpback Whale Sanctuary <sup>2</sup>	3,000	-	NA
Īao Valley State Monument	NA	NA	NA
Kula Botanical Garden	NA	NA	NA
Lahaina Restoration Foundation	6,557	7,039	17,509
Baldwin Missionary Home Museum	3,720	6,060	12,819
Hale Pa'i Printing House	-	-	345
Wo Hing Temple Museum	2,837	979	4,345
Maui Historical Society Bailey House Museum	NA	NA	NA
Maui Ocean Center-The Aquarium of Hawaii	86,962	257,570	334,073
The Whale Center of Hawai'i	NA	NA	NA
<b>Moloka'i</b>			
Kalaupapa National Historical Park	15,847	25,252	38,771
<b>Lana'i</b>			
Lana'i Culture & Heritage Center	NA	NA	NA

1. Disruption caused by the COVID-19 pandemic.

2. Data are estimates.

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

2022	Maui	Kaho'olawe	Lāna'i	Moloka'i
Listed Hawai'i Register	75	1	1	158
Listed National Register	62	1	2	4
Nominated Hawai'i Register	0	0	0	0

As of June 19. 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

	2018	2019	2020	2021	2022
<b>National Parks</b>					
Number	2	2	2	2	2
Acreage	44,044	44,044	44,044	44,044	44,260
Visits*	1,116,230	1,063,795	334,994	878,433	1,126,387
<b>State Parks and Historic Sites</b>					
Number	10	10	9	10	10
Acreage	560	560	560	560	560
<b>County Parks</b>					
Number	149	159	159	160	163
Acreage	2,548	2,543	2,543	2,586	2,635

\* Disruption caused by the COVID-19 pandemic in 2020.

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	45,803	4,042	NA	NA	6,205	2,664	32,892
2013	42,824	3,978	26	54	6,292	3,709	32,970
2014	44,607	4,034	NA	NA	7,050	1,595	32,474
2015	42,638	3,701	NA	NA	7,399	3,345	30,983
2016	43,653	3,520	NA	NA	8,203	1,370	30,560
2017	45,475	4,086	NA	NA	7,804	2,893	30,692
2018	41,207	4,061	NA	NA	5,738	2,447	28,961
2019	NA	4,197	NA	NA	6,378	3,025	26,143
2020	NA	3,878	NA	NA	NA	NA	23,461
2021	NA	3,213	NA	NA	NA	2,448	NA
2022	NA	4,224	NA	NA	NA	1,700	NA

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

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 2020-2021			FY 2021-2022		
	Dogs	Cats	Other	Dogs	Cats	Other
<b>Area</b>						
Ha'ikū	122	234	12	145	222	32
Hāna	48	41	0	122	48	0
Kahului	192	642	54	201	751	103
Kīhei	123	612	67	167	578	108
Kula	71	154	6	73	199	15
Lahaina	113	336	18	86	370	45
Lāna'i	0	8	0	1	13	0
Makawao	106	222	31	137	201	58
Moloka'i	1	3	0	4	0	0
Pā'ia	55	44	4	21	74	7
Wailuku	259	685	44	281	724	96
Other	38	62	13	30	85	15
<b>Total</b>	<b>1,128</b>	<b>3,043</b>	<b>249</b>	<b>1,268</b>	<b>3,265</b>	<b>479</b>
<b>Intake</b>	<b>1,183</b>	<b>3,355</b>	<b>264</b>	<b>1,341</b>	<b>3,794</b>	<b>491</b>
Owner Surrender	373	589	98	326	482	221
Stray	728	2,410	147	862	2,764	257
Seized	20	21	2	11	3	1
Other Live Intake	7	23	2	69	16	0
<b>Total Live Intake</b>	<b>1,128</b>	<b>3,043</b>	<b>249</b>	<b>1,268</b>	<b>3,265</b>	<b>479</b>
Dead on arrival	14	224	2	22	469	7
Owner requested euthanasia	41	88	13	51	60	5
<b>Live Release</b>	<b>1,048</b>	<b>2,354</b>	<b>163</b>	<b>1,173</b>	<b>2,585</b>	<b>256</b>
Adoption	416	1,159	124	468	1,198	185
Return to field	0	609	0	1	854	3
Return to owner	504	147	38	485	191	28
Transfer	128	439	1	219	342	40
<b>Outcome</b>	<b>1,096</b>	<b>2,968</b>	<b>233</b>	<b>123</b>	<b>661</b>	<b>186</b>
Euthanasia	41	549	65	108	630	173
Other Outcome	7	65	5	15	31	13

SOURCE: MAUI HUMANE SOCIETY.

10.6.3

**INCIDENTS, INVESTIGATIONS, AND VIOLATIONS  
MAUI HUMANE SOCIETY**

<b>FY 2021-22</b>	<b>Ha'ikū</b>	<b>Hāna</b>	<b>Kahului</b>	<b>Kīhei</b>	<b>Kula</b>	<b>Lahaina</b>	<b>Makawao</b>	<b>Pā'ia</b>	<b>Wailuku</b>	<b>Total</b>
Enforcement	45	19	38	67	21	38	60	10	72	370
Livestock	7	0	4	1	2	0	7	1	8	30
Protective Custody	1	0	0	3	0	3	0	0	1	8
Stray	113	41	482	294	116	226	230	66	430	1,998
Transport	12	19	113	14	8	32	30	4	170	402
<b>Total Incidents</b>	<b>178</b>	<b>79</b>	<b>637</b>	<b>379</b>	<b>147</b>	<b>299</b>	<b>327</b>	<b>81</b>	<b>681</b>	<b>2,808</b>
Bite / Scratch	22	4	18	23	11	17	17	10	41	163
Cruelty / Neglect	57	13	96	67	33	59	69	22	120	536
Welfare Check	4	0	5	2	4	4	7	0	11	37
<b>Total Investigations</b>	<b>83</b>	<b>17</b>	<b>119</b>	<b>92</b>	<b>48</b>	<b>80</b>	<b>93</b>	<b>32</b>	<b>172</b>	<b>736</b>
Abandonment	0	0	0	0	0	0	0	0	1	1
Cruelty to Animals	0	0	1	1	0	2	1	0	5	10
DDNC*	0	0	0	0	0	6	0	0	4	10
Dog Attack	0	0	8	5	0	9	2	0	12	36
Excessive Barking	0	0	0	0	0	0	0	0	1	1
Inhumane Manner	3	0	3	0	0	0	0	0	1	7
Leash Law	15	2	21	19	10	13	27	4	35	146
License	6	0	2	0	0	5	0	1	6	20
Livestock at Large	0	0	0	0	0	0	0	0	1	1
Nuisance	0	0	0	0	0	0	0	0	0	0
<b>Total Violations</b>	<b>24</b>	<b>2</b>	<b>35</b>	<b>25</b>	<b>10</b>	<b>35</b>	<b>30</b>	<b>5</b>	<b>66</b>	<b>232</b>

\* DDNC: Dangerous Dog (Non-Compliance) - Mandatory Training.  
SOURCE: MAUI HUMANE SOCIETY.