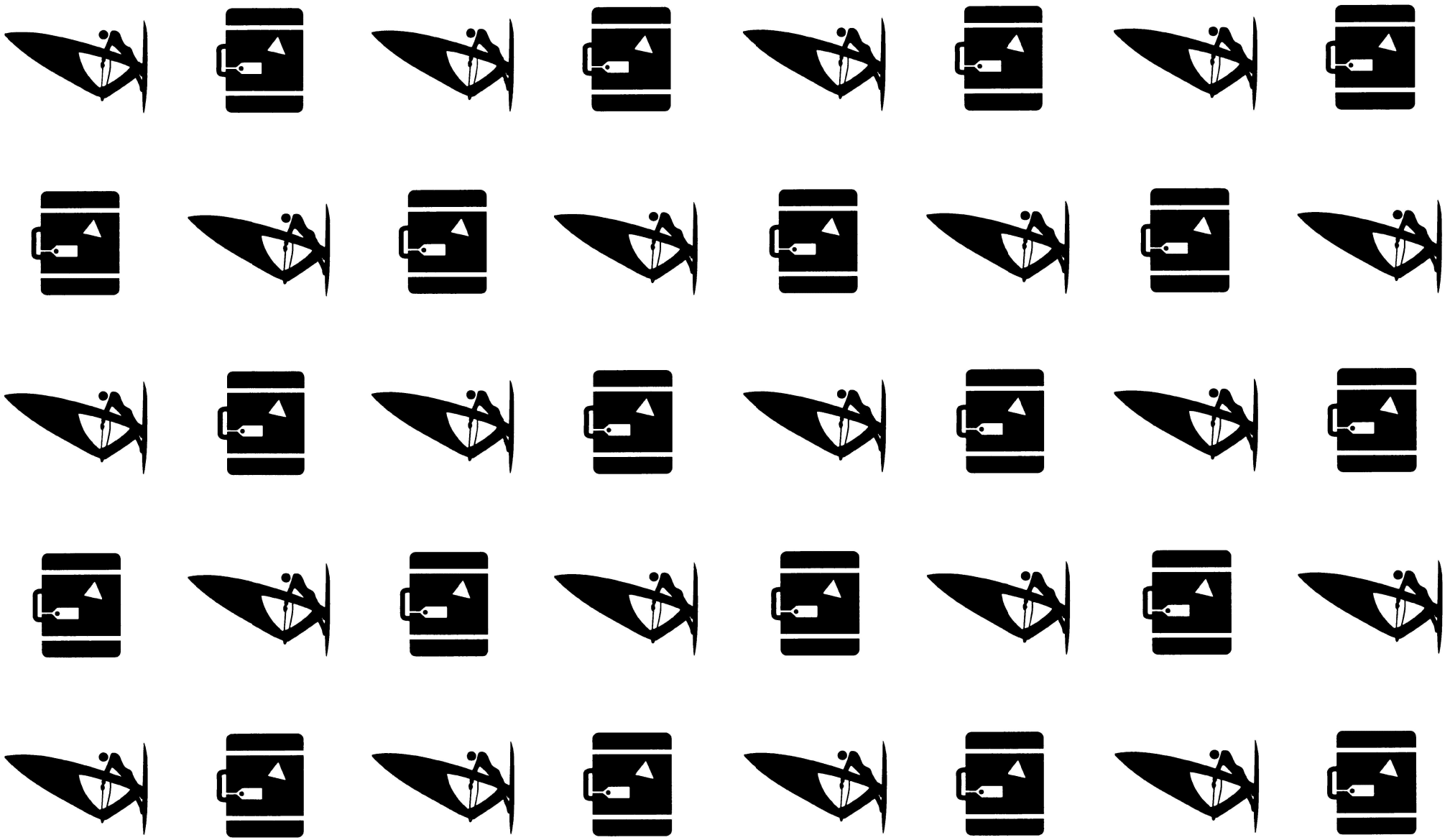
Visitor Industry & Recreation



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 2,531,196 visitor arrivals in Maui County in 2023.

10.1.1

VISITORS TO MAUI COUNTY BY MONTH

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi	Maui County
All Visitors				
January	231,644	3,030	4,356	234,630
February	220,988	2,346	3,932	223,606
March	279,014	3,197	5,125	282,035
April	245,080	2,716	5,156	248,666
May	241,293	2,552	5,113	244,298
June	278,654	2,960	4,808	281,464
July	297,082	3,988	6,246	300,128
August	113,771	2,101	4,476	118,201
September	93,027	1,932	3,223	95,831
October	134,493	2,145	2,950	136,928
November	162,470	3,566	4,358	164,941
December	197,520	2,691	4,128	200,468
Total	**2,495,038**	**33,224**	**53,870**	**2,531,196**
Domestic Visitors				
January	200,110	2,630	3,588	202,718
February	193,535	2,060	3,479	195,981
March	239,301	2,420	4,268	242,010
April	221,660	2,121	3,813	224,099
May	223,863	2,170	3,998	226,362
June	257,015	2,451	4,364	259,694
July	271,092	2,577	4,378	273,916
August	102,768	1,689	2,652	105,329
September	84,005	1,283	2,518	86,501
October	120,936	1,686	2,478	123,234
November	136,671	1,698	2,327	138,782
December	172,516	2,094	3,097	175,097
Total	**2,223,473**	**24,878**	**40,958**	**2,253,722**
International Visitors				
January	31,534	400	767	31,912
February	27,453	286	453	27,625
March	39,713	776	858	40,026
April	23,420	595	1,343	24,567
May	17,430	382	1,115	17,936
June	21,639	510	444	21,770
July	25,990	1,411	1,869	26,212
August	11,003	412	1,824	12,872
September	9,022	649	705	9,330
October	13,558	459	472	13,694
November	25,799	1,868	2,030	26,159
December	25,004	597	1,031	25,371
Total	**271,565**	**8,346**	**12,912**	**277,475**

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.2

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

Arrivals by air

	2019	2020	2021	2022	2023
Length of Stay (days)					
All Visitors					
Maui	7.92	9.53	8.69	8.16	8.09
Molokaʻi	4.54	6.93	7.09	5.92	5.45
Lānaʻi	3.20	4.64	4.91	4.11	3.58
Domestic					
Maui	8.02	9.57	8.59	8.05	8.01
Molokaʻi	5.70	8.37	7.13	6.25	6.42
Lānaʻi	3.95	5.04	4.94	4.31	4.19
International					
Maui	7.32	9.23	14.46	9.35	8.76
Molokaʻi	1.79	2.27	3.61	3.15	2.56
Lānaʻi	1.47	2.13	2.47	2.51	1.66
Average Daily Census					
All Visitors					
Maui	66,363	20,637	54,866	65,287	55,300
Molokaʻi	783	322	500	703	496
Lānaʻi	738	227	644	766	529
Domestic					
Maui	57,341	18,131	53,209	58,924	48,781
Molokaʻi	691	297	498	664	438
Lānaʻi	636	213	640	713	470
International					
Maui	9,022	2,506	1,656	6,364	6,519
Molokaʻi	92	25	2	39	58
Lānaʻi	102	14	4	53	59

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

AVERAGE DAILY VISITOR CENSUS BY COUNTY

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

Year	Maui	Hawai'i	Kaua'i	O'ahu	State
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
2023	56,325	38,405	29,002	110,992	234,724

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

10.1.4

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

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi	County	State
Anchorage	15,771	586	147	16,196	68,309
Atlanta	18,528	271	526	18,829	66,998
Austin	19,429	222	463	19,695	63,843
Bakersfield	5,454	54	85	5,520	21,604
Baltimore	7,425	92	186	7,534	30,979
Bellingham	5,184	56	53	5,240	16,292
Boise City	13,504	129	236	13,654	44,684
Boston	17,979	172	425	18,257	60,364
Bremerton	5,723	82	78	5,823	22,956
Charlotte	7,184	96	219	7,273	22,431
Chicago	49,187	468	1,138	49,914	139,811
Cincinnati	7,347	87	127	7,439	21,561
Cleveland	5,977	83	105	6,051	17,485
Colorado Springs	7,012	80	144	7,132	27,573
Dallas	45,159	395	1,022	45,766	141,019
Denver	42,605	377	749	43,117	135,368
Detroit	14,964	138	311	15,146	41,332
Eugene	6,137	76	59	6,222	19,679
Fresno	10,551	83	133	10,639	36,451
Houston	27,888	287	691	28,300	97,058
Indianapolis	8,655	95	195	8,761	24,509
Kansas City	13,019	160	270	13,162	39,187
Las Vegas	30,374	381	624	30,887	121,592
Los Angeles	217,530	1,433	3,963	220,643	858,538
Miami	12,791	143	440	12,985	39,163
Minneapolis	28,346	244	463	28,572	76,682
Modesto	6,817	56	93	6,883	23,571
New York	49,819	636	1,442	50,802	174,599
Ogden	9,936	107	125	10,044	39,054
Olympia	5,747	89	52	5,823	21,443

CONTINUES ON THE NEXT PAGE

10.1.4

CONTINUED

2023	Maui	Molokaʻi	Lānaʻi	County	State
Orlando	7,009	99	160	7,108	25,869
Oxnard	17,337	124	248	17,551	60,168
Philadelphia	15,490	172	407	15,712	49,060
Phoenix	62,542	501	1,016	63,245	206,491
Pittsburgh	6,496	99	135	6,584	18,638
Portland	64,391	740	801	65,233	218,441
Provo	11,330	140	205	11,511	50,310
Reno	10,357	99	141	10,492	34,547
Riverside-San Bernardino	48,965	429	815	49,528	198,862
Sacramento	61,366	432	764	61,849	205,053
Salem	6,736	79	99	6,836	22,677
Salinas	5,788	57	93	5,873	22,815
Salt Lake City	20,879	192	331	21,160	75,892
San Antonio	9,864	141	248	10,041	42,390
San Diego	69,158	589	1,059	70,067	289,733
San Francisco	159,786	1,201	2,343	161,700	602,697
San Jose	68,265	409	859	68,836	271,757
San Luis Obispo	6,196	64	97	6,268	19,894
Santa Cruz	8,312	119	121	8,438	28,902
Santa Maria	7,150	62	223	7,305	26,192
Santa Rosa	14,525	101	188	14,694	44,065
Seattle	117,362	1,163	1,519	118,839	427,112
Spokane	10,863	159	190	11,039	33,715
St. Louis	12,878	164	247	13,028	38,018
Stockton	11,337	130	151	11,496	44,662
Tampa	8,312	105	187	8,409	28,277
Tucson	7,740	84	141	7,870	30,147
Vallejo	9,566	104	141	9,684	38,629
Virginia Beach	3,294	63	110	3,364	20,246
Washington D.C.	23,783	368	534	24,139	102,006

CBSA: Core Based Statistics Area

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

10.1.5

VISITOR ARRIVALS
MAUI COUNTY

Year	International	Domestic	By Ship[1]	Total
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 [2]	42,007	2,298,908	0	2,340,915
2022	251,587	2,717,808	145,879	2,969,395
2023	277,475	2,253,722	222,677	2,531,196

1. Visitor arrivals by ships until 2011. Visitor arrivals by ships and by air starting in 2012.
2. Due to the “Condtional Sail” order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii in 2021.

Source: Hawai'i Tourism Authority, Annual Visitor Research Report.

10.1.6

NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi
Total	**2,495,038**	**33,224**	**53,870**
United States	**2,091,414**	**22,705**	**38,299**
Canada	**215,713**	**2,582**	**3,688**
Asia	**29,814**	**3,026**	**1,124**
China	11,383	587	489
Hong Kong	5,232	78	75
Japan	744	4	15
Korea	10,518	284	528
Singapore	682	5	7
Taiwan	1,255	71	10
Oceania	**24,736**	**1,863**	**2,391**
Australia	19,735	1,593	2,095
New Zealand	5,001	270	296
Europe	**38,675**	**1,164**	**1,846**
United Kingdom	9,693	104	239
France	4,276	65	60
Germany	14,664	527	182
Italy	3,482	49	391
Switzerland	6,561	420	973
Latin America	**8,713**	**127**	**466**
Argentina	2,369	22	80
Brazil	2,310	45	86
Mexico	4,034	60	299
Other	**85,974**	**3,753**	**6,057**

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.7

TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2020	2021	2022	2023
TOTAL SEATS	**1,102,166**	**3,020,388**	**3,290,742**	**2,819,178**
Scheduled	1,090,974	2,997,073	3,287,123	2,817,311
Charter	11,192	23,315	3,619	1,867
DOMESTIC SEATS	**1,015,080**	**2,955,085**	**3,065,230**	**2,625,759**
Scheduled Seats	1,008,976	2,931,944	3,061,611	2,623,892
Charter Seats	6,104	23,141	3,619	1,867
US West	**912,989**	**2,690,125**	**2,782,144**	**2,442,360**
Anchorage	11,448	23,850	9,063	15,155
Denver	38,235	69,370	146,531	105,249
Las Vegas	8,694	101,437	109,403	155,358
Los Angeles	220,612	648,204	674,078	534,925
Oakland	80,031	180,271	193,662	177,205
Phoenix	37,240	149,425	163,210	133,473
Portland	54,735	132,792	120,607	120,648
Sacramento	47,271	120,134	123,899	101,773
Salt Lake City	18,760	50,210	30,756	23,792
San Diego	41,556	180,889	155,851	118,881
San Francisco	147,730	341,349	400,231	349,809
San Jose	66,471	213,190	214,268	190,027
Seattle	140,206	348,466	326,356	327,067
US East	**95,987**	**241,819**	**279,467**	**181,532**
Atlanta	0	0	11,280	22,842
Chicago	23,894	57,465	76,116	35,721
Dallas	72,093	169,491	173,868	119,796
INTERNATIONAL SEATS	**87,086**	**65,303**	**225,512**	**193,419**
Canada	**81,998**	**65,129**	**225,512**	**193,419**
Calgary	30,964	8,590	49,203	38,068
Edmonton	0	0	2,610	4,002
Toronto	0	1,490	8,599	5,066
Vancouver	51,034	55,049	165,100	146,283

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

10.1.8

HOTEL OCCUPANCY AND ROOM RATES
MAUI ISLAND

Month, 2023	Occupancy	Average Daily Rate ($)	Revenue per Available Room ($)
January	67.6%	635.21	429.38
February	71.0%	655.19	465.29
March	70.5%	645.61	454.93
April	65.4%	609.10	398.47
May	63.3%	539.11	341.47
June	67.2%	623.00	418.74
July	67.4%	656.16	442.33
August	52.2%	563.62	294.02
September	62.7%	533.86	334.60
October	66.5%	505.96	336.35
November	68.6%	497.47	341.35
December	68.7%	611.97	420.36
Total	**66.1%**	**$591.09**	**$390.46**

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

10.2.1

CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2019	2020	2021	2022	2023
Maui					
Budget (up to $100)	0.8%	0.7%	0.7%	0.7%	0.7%
Standard ($101 to $250)	18.1%	18.5%	17.0%	15.6%	16.1%
Deluxe ($251 to $500)	25.2%	26.1%	28.1%	31.7%	29.0%
Luxury (over $500 per night)	55.9%	54.7%	54.2%	52.0%	54.2%
Molokaʻi					
Budget (up to $100)	2.2%	0.6%	0.6%	0.7%	1.1%
Standard ($101 to $250)	93.5%	94.8%	95.9%	95.3%	95.8%
Deluxe ($251 to $500)	3.8%	4.0%	3.5%	4.0%	3.2%
Luxury (over $500 per night)	0.5%	0.6%	0.0%	0.0%	0.0%
Lānaʻi					
Budget (up to $100)	0.0%	0.0%	0.0%	0.0%	0.0%
Standard ($101 to $250)	2.6%	1.2%	1.2%	1.2%	1.2%
Deluxe ($251 to $500)	3.9%	29.7%	29.7%	29.7%	3.1%
Luxury (over $500 per night)	93.4%	69.1%	69.1%	69.1%	95.7%
Hawaiʻi Island					
Budget (up to $100)	10.6%	10.7%	8.4%	7.8%	6.9%
Standard ($101 to $250)	23.4%	24.5%	25.4%	22.0%	21.5%
Deluxe ($251 to $500)	35.3%	32.7%	33.0%	20.6%	30.6%
Luxury (over $500 per night)	30.7%	32.0%	33.2%	49.6%	41.0%
Kauaʻi					
Budget (up to $100)	2.4%	2.4%	1.5%	1.6%	1.5%
Standard ($101 to $250)	32.5%	32.6%	31.6%	24.2%	26.7%
Deluxe ($251 to $500)	23.4%	22.1%	23.4%	29.1%	25.7%
Luxury (over $500 per night)	41.8%	43.0%	43.5%	45.1%	46.2%
Oʻahu					
Budget (up to $100)	2.4%	2.4%	3.2%	1.7%	1.3%
Standard ($101 to $250)	29.6%	29.8%	28.5%	29.1%	24.7%
Deluxe ($251 to $500)	33.5%	34.8%	36.1%	34.1%	36.0%
Luxury (over $500 per night)	34.5%	33.0%	32.1%	35.2%	37.9%
Statewide					
Budget (up to $100)	3.2%	3.2%	3.2%	2.2%	1.9%
Standard ($101 to $250)	26.5%	26.7%	25.8%	24.6%	22.4%
Deluxe ($251 to $500)	30.7%	31.2%	32.6%	31.2%	32.6%
Luxury (over $500 per night)	39.7%	38.9%	38.5%	42.0%	43.1%

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

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

VISITOR PLANT INVENTORY
BY ISLAND AND TYPE, MAUI COUNTY

	2020		2021		2022		2023	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
Maui								
Apartment/Hotel	0	15	0	15	0	15	0	0
Bed & Breakfast	58	192	62	197	72	221	74	195
Condo Hotel	52	4,112	47	3,726	44	3,501	38	3,069
Hostel	3	62	3	62	3	62	2	44
Hotel	29	7,251	29	7,361	28	7,372	27	7,343
Vacation Rental Unit	229	6,056	202	6,334	195	6,750	208	6,924
Timeshare	27	3,679	27	3,679	26	3,643	32	3,652
Other	2	40	2	40	2	40	2	40
Total	**400**	**21,407**	**372**	**21,414**	**370**	**21,604**	**383**	**21,267**
Molokaʻi								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	1	1	1	1	1	1	1	1
Condo Hotel	2	95	2	80	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	24	175	22	196	20	236	12	236
Timeshare	1	7	1	7	1	7	1	7
Other	0	0	0	0	0	0	0	0
Total	**28**	**278**	**26**	**284**	**24**	**324**	**16**	**324**
Lānaʻi								
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	320	3	320	3	320	3	320
Vacation Rental Unit	1	4	1	4	2	6	2	6
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Total	**4**	**324**	**4**	**324**	**5**	**326**	**5**	**326**

Prop: Number of properties

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.3

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

Area/Type, 2023	Properties	Units
Hāna		
Bed & Breakfast	4	5
Condo Hotel	1	17
Hotel	1	75
Vacation Rental Unit	4	6
Other	1	4
Kahului-Wailuku		
Bed & Breakfast	12	30
Hostel	2	44
Hotel	5	487
Vacation Rental Unit	14	44
Kula-Makawao		
Bed & Breakfast	27	78
Hotel	1	5
Vacation Rental Unit	10	13
Other	1	24
West Maui		
Bed & Breakfast	3	10
Condo Hotel	26	2,380
Hotel	9	3,524
Vacation Rental Unit	65	2,559
Timeshare	19	3,091
Other	0	12
Ma‘alaea		
Vacation Rental Unit	12	383
Wailea-Kīhei		
Bed & Breakfast	28	72
Condo Hotel	11	672
Hotel	11	3,252
Vacation Rental Unit	103	3,919
Timeshare	13	561

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.4

VISITOR PLANT INVENTORY
MAUI COUNTY

Year	Available Units
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
2023	21,917

NA: Not available

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

10.3.1

DAILY EXPENDITURES PER PERSON BY ISLAND

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi	Hawaiʻi	Kauaʻi	Oʻahu
Total Spending	**$287.08**	**$188.28**	**$626.11**	**$216.06**	**$263.80**	**$219.44**
Lodging	**151.12**	**91.24**	**316.17**	**95.97**	**133.11**	**97.85**
Total Food and Beverage	**55.86**	**21.07**	**111.48**	**45.71**	**50.70**	**45.89**
Restaurants	34.65	8.72	87.68	29.95	32.23	29.91
Dinner shows and cruises	7.17	0.60	3.05	3.44	5.31	6.28
Groceries and snacks	14.04	11.75	20.75	12.32	13.15	9.70
Entertainment & Recreation	**23.73**	**10.16**	**75.82**	**19.88**	**24.70**	**21.75**
Total Transportation	**26.03**	**34.33**	**40.63**	**29.74**	**28.92**	**17.51**
Interisland airfare	1.64	7.17	16.54	3.65	2.26	1.32
Ground transportation	1.05	0.57	3.25	1.01	0.87	2.60
Rental vehicles	21.82	26.05	19.97	22.97	24.71	12.33
Gasoline, parking, etc.	1.52	0.54	0.87	2.12	1.08	1.25
Total Shopping	**21.11**	**26.64**	**40.68**	**16.97**	**17.75**	**27.91**
Fashion and clothing	8.59	5.70	16.60	5.82	7.13	9.36
Jewelry and watches	2.91	17.11	11.47	1.93	3.18	2.86
Cosmetics, perfume	0.25	0.04	0.13	0.26	0.18	1.11
Leather goods	1.53	0.00	0.00	0.19	0.17	5.56
Hawai'i food products	2.78	1.34	5.63	4.50	3.04	3.74
Souvenirs	5.06	2.45	6.86	4.28	4.04	5.28
All Other Expenses	**9.22**	**4.84**	**41.32**	**7.78**	**8.62**	**8.53**

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

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.2

CRUISE VISITOR PER PERSON PER DAY SPENDING BY ISLAND

2023	Maui	Hawai‘i	Kaua‘i	O‘ahu	State
Total Spending	**$77.11**	**$83.12**	**$74.56**	**$153.99**	**$295.19**
Lodging	**12.88**	**8.96**	**11.85**	**48.27**	**24.94**
Total Food and Beverage	**10.93**	**12.85**	**9.27**	**29.71**	**18.29**
Restaurants	8.48	9.39	6.75	21.17	13.26
Dinner shows	0.85	0.67	1.17	4.76	2.32
Groceries and snacks	1.60	2.78	1.35	3.78	2.72
Entertainment and Recreation	**3.73**	**4.44**	**4.32**	**9.72**	**6.30**
Shore Tour	**25.07**	**26.11**	**26.91**	**19.76**	**23.82**
Total Transportation	**8.13**	**8.42**	**7.86**	**16.32**	**11.27**
Interisland airfare	1.22	1.24	1.36	1.74	1.45
Ground transportation	2.54	3.15	2.09	8.05	4.68
Rental car, moped	3.83	3.50	3.83	5.68	4.47
Other transportation	0.55	0.53	0.57	0.84	0.66
Total Shopping	**13.74**	**19.20**	**12.05**	**25.23**	**19.41**
Fashion and clothing	4.88	5.51	4.31	10.04	6.97
Jewelry and watches	2.39	2.05	1.90	3.11	2.51
Cosmetics, perfume	0.38	0.38	0.16	1.01	0.60
Leather goods	0.48	0.38	0.18	1.31	0.71
Hawai‘i food products	1.33	4.97	1.46	3.07	3.01
Souvenirs	4.28	5.90	4.03	6.69	5.62
All Other Spending Outside Ship	**2.62**	**3.15**	**2.31**	**5.00**	**3.64**
Unallocated and On Ship Spending[1]	**-**	**-**	**-**	**-**	**187.53**

1. Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

10.3.3

SUMMARY VISITOR CHARACTERISTICS
MAUI COUNTY

Arrivals by air

2023	Total	Domestic	International
Islands Visited			
Oʻahu	610,196	491,190	119,006
Maui County	2,531,196	2,253,722	277,475
Maui	2,495,038	2,223,473	271,565
Maui Only	1,708,416	1,565,776	142,640
Molokaʻi	33,224	24,878	8,346
Molokaʻi Only	5,387	5,203	184
Lānaʻi	53,870	40,958	12,912
Lānaʻi Only	9,489	9,114	375
Kauaʻi	278,616	240,187	38,429
Hawaiʻi Island	310,394	264,726	45,668
Kona	269,897	229,225	40,672
Hilo	175,994	145,627	30,367
Visit Status			
First-Time (%)	29.1	27.3	43.4
Repeat (%)	70.9	72.7	56.6
Average Number of Trips	5.65	5.93	3.35
Party Size			
Average Party Size	2.32	2.30	2.45
Accommodations			
Hotel	1,220,928	1,081,122	139,806
Hotel Only	926,523	831,948	94,575
Condo	689,443	588,930	100,513
Condo Only	556,212	480,521	75,691
Timeshare	263,861	245,100	18,761
Timeshare Only	206,935	193,193	13,742
Rental House	291,993	260,860	31,133
Hostel	25,238	18,644	6,594
Camp Site, Beach	24,841	18,884	5,958
Bed & Breakfast	29,536	25,663	3,872
Cruise Ship	107,216	97,541	9,674
Friends or Relatives	207,749	194,484	13,265

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.4

SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi
Islands Visited			
Oʻahu	593,957	20,355	26,376
Maui County	2,495,038	33,224	53,870
Maui	2,495,038	19,748	30,626
Molokaʻi	19,748	33,224	9,479
Lānaʻi	30,626	9,479	53,870
Kauaʻi	272,074	12,108	17,979
Hawaiʻi Island	305,083	13,245	16,707
Kona	265,374	12,139	15,568
Hilo	173,657	10,722	12,627
Island only	1,708,416	5,387	9,489
Visit Status			
First-Time (%)	29.1	40.2	40.9
Repeat (%)	70.9	59.8	59.1
Average Number of Trips	5.64	5.34	4.61
Party Size			
Average Party Size	2.32	2.07	2.20
Accommodations			
Hotel	1,199,929	15,201	33,103
Hotel Only	909,275	8,216	24,781
Condo	684,041	8,731	9,704
Condo Only	552,478	5,929	7,127
Timeshare	261,832	1,589	3,180
Timeshare Only	205,413	797	2,415
Rental House	287,582	4,194	5,037
Hostel	24,834	686	610
Camp Site, Beach	24,467	1,081	1,076
Bed & Breakfast	29,165	813	675
Cruise Ship	106,769	3,854	5,080
Friends or Relatives	201,865	5,809	4,868

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

TOTAL CRUISE PASSENGERS BY MMA
MAUI COUNTY

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total
2018									
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
2019									
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
2020 [1]									
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
2021 [2]									
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
2022									
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
2023									
Maui	222,317	57,562	104,264	20,290	17,892	9,822	12,487	3,610	225,927
Moloka'i	3,779	1,435	1,368	313	305	116	242	17	3,796
Lāna'i	6,085	2,351	1,840	483	795	243	373	17	6,102

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: HAWAI'I TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.6

CRUISE AND PASSENGER SHIP SCHEDULE
KAHULUI AND LAHAINA HARBORS

	Ships Scheduled			
	2020	2021	2022	2023 [1]
Kahului Harbor				
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
Total	**66**	**43**	**NA**	**75**
Lahaina Small Boat Harbor				
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
Total	**57**	**22**	**NA**	**58**

1. Source: CruiseMapper.com

NA: Not available

Note: Schedules are tentative.

Source: Hawai'i State Department of Transportation, Harbors Division, Maui Passenger and Cruise Vessels Schedule; Hawai'i State Department of Land and Natural Resources, Division of Boating & Ocean Recreation, Schedule of Passenger/Cruise Vessels; Hawaii.PortCall.com, CruiseMapper.com

ACTIVITY PARTICIPATION BY VISITOR CATEGORY
MAUI ISLAND

2023	US West	US East	Japan	Canada
All Sightseeing	**96.8%**	**98.8%**	**93.7%**	**98.9%**
On own (self-guided)	83.8%	83.2%	62.6%	87.3%
Helicopter / airplane	2.3%	5.0%	0.0%	3.0%
Boat / submarine / whale	34.8%	43.4%	12.4%	28.6%
Visit towns	55.2%	59.0%	37.5%	58.9%
Limo / van / bus tour	4.1%	10.0%	6.3%	5.5%
Scenic views / natural landmarks	54.3%	67.9%	25.1%	62.9%
Movie / TV film location	0.8%	0.9%	12.4%	0.4%
All Recreation	**97.1%**	**96.7%**	**87.4%**	**98.6%**
Beach / sunbathing	86.7%	88.4%	49.9%	91.9%
Bodyboarding	12.3%	8.3%	0.0%	14.5%
Stand up paddle boarding	5.0%	3.4%	12.4%	4.6%
Surfing	6.5%	6.1%	0.0%	10.0%
Canoeing / kayaking	4.2%	5.0%	12.4%	4.6%
Swimming in the ocean	70.4%	67.9%	31.1%	77.8%
Snorkeling	51.9%	47.0%	18.5%	55.3%
Freediving	2.2%	1.2%	0.0%	1.4%
Windsurfing / kitesurfing	0.4%	0.3%	6.3%	0.7%
Jet skiing / parasailing	0.8%	1.0%	0.0%	0.4%
Scuba diving	3.6%	2.9%	0.0%	2.6%
Fishing	3.1%	2.8%	0.0%	1.9%
Golf	8.5%	9.4%	0.0%	10.2%
Run / jogging / fitness walk	32.8%	28.2%	18.8%	33.6%
Cycling	1.6%	2.9%	0.0%	3.7%
Spa	9.3%	10.1%	6.3%	4.0%
Hiking	39.6%	47.6%	25.0%	43.2%
Backpacking / camping	1.2%	1.6%	6.3%	1.9%
Agritourism	9.7%	9.7%	6.3%	6.4%
Sports event / tournament	1.2%	0.8%	0.0%	0.5%
Parks / botanical gardens	30.9%	36.9%	12.6%	31.6%
Zip-lining	4.6%	4.9%	0.0%	2.2%
Horseback riding	0.9%	1.0%	0.0%	0.4%
All Entertainment / Dining	**99.2%**	**98.6%**	**100.0%**	**97.8%**
Lunch / sunset / dinner / evening cruise	23.6%	27.9%	18.7%	19.9%
Live music / stage show	25.1%	28.9%	18.7%	24.0%
Nightclub / dancing / bar / karaoke	6.4%	4.7%	6.1%	6.9%
Fine dining	49.2%	54.6%	18.7%	43.5%

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CONTINUED

2023	US West	US East	Japan	Canada
Family restaurant	61.0%	57.6%	25.1%	61.5%
Fast food	27.2%	28.0%	24.8%	36.3%
Food truck	46.1%	45.4%	18.8%	45.9%
Café / coffee house	47.9%	46.2%	25.1%	52.0%
Ethnic dining	21.8%	25.2%	31.2%	16.0%
Prepared own meal	56.9%	45.8%	25.0%	68.0%
All Shopping	**97.0%**	**96.0%**	**100.0%**	**96.8%**
Mall / department store	40.6%	38.9%	68.8%	50.4%
Designer boutique	18.0%	20.2%	6.3%	18.6%
Hotel / resort store	31.2%	36.1%	18.8%	23.0%
Swap meet / flea market	17.6%	13.2%	12.6%	17.7%
Discount / outlet store	16.4%	16.6%	0.0%	19.3%
Supermarket	71.7%	63.9%	56.3%	73.4%
Farmer's market	33.0%	26.4%	18.7%	36.6%
Convenience store	49.2%	47.8%	37.5%	51.0%
Duty free store	3.1%	2.6%	18.8%	4.5%
Hawaii-made products	45.1%	48.1%	6.1%	45.2%
Local shop / artisan	61.2%	63.7%	37.5%	64.2%
All Culture	**58.2%**	**69.0%**	**68.8%**	**59.0%**
Historic Hawaiian site	21.4%	26.6%	12.6%	20.5%
Other historic site	8.8%	11.4%	6.3%	10.1%
Art gallery	13.7%	14.2%	6.3%	13.5%
Luau / Polynesian show / hula show	20.1%	34.5%	0.0%	22.3%
Lessons, ukulele / hula / canoeing	3.2%	5.6%	12.6%	3.1%
Play / concert / theatre	3.2%	2.6%	12.6%	4.1%
Art / craft fair	12.9%	12.7%	18.8%	12.9%
Festival / event	4.0%	3.9%	24.8%	3.1%
All Transportation	**94.5%**	**94.8%**	**87.6%**	**96.8%**
Airport shuttle	7.1%	9.5%	0.0%	10.4%
Trolley	3.9%	4.2%	12.4%	4.5%
Tour bus / tour van	3.5%	9.0%	12.4%	6.2%
Taxi / limousine	3.9%	5.1%	37.5%	7.1%
Rental car	83.1%	80.3%	43.9%	81.9%
Ride share	10.6%	13.4%	0.0%	13.2%
Car share	5.3%	3.7%	0.0%	2.7%
Bicycle rental	1.0%	1.5%	0.0%	1.7%

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

10.4.2

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

	Maui	Molokaʻi	Lānaʻi	Hawaiʻi	Kauaʻi	Oʻahu
U.S. Visitors						
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%
2023	88.3%	76.0%	88.5%	89.0%	90.0%	83.5%
Japan Visitors						
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%
2023	63.0%	0.0%	100.0%	92.4%	80.0%	78.1%

NA: Not available

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

10.4.3

OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND
MAUI COUNTY

2023	US Total	US West	US East	Japan	Canada
Maui					
Excellent	88.5%	88.3%	89.0%	63.0%	87.5%
Above Average	9.0%	9.2%	8.8%	37.0%	11.1%
Below Average	1.7%	1.9%	1.5%	0.0%	1.3%
Poor	0.7%	0.7%	0.7%	0.0%	0.1%
Molokaʻi					
Excellent	76.0%	70.9%	87.1%	0.0%	72.4%
Above Average	12.9%	16.1%	6.3%	0.0%	27.6%
Below Average	8.7%	9.6%	6.6%	0.0%	0.0%
Poor	2.3%	3.4%	0.0%	0.0%	0.0%
Lānaʻi					
Excellent	88.5%	90.2%	85.8%	100.0%	73.6%
Above Average	7.4%	3.9%	12.8%	0.0%	20.9%
Below Average	2.9%	3.9%	1.4%	0.0%	5.6%
Poor	1.3%	2.1%	0.0%	0.0%	0.0%

MMA: Major Market Area NA: Not available

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

10.4.4

VISITORS BY INCOME LEVEL AND MMA
MAUI COUNTY

Income[1]	US West	US East	Canada
Under $40,000	4.2%	5.0%	4.3%
$40,000 to $59,999	5.2%	6.5%	6.4%
$60,000 to $79,999	8.3%	9.2%	9.6%
$80,000 to $99,999	8.6%	8.4%	10.8%
$100,000 to $124,999	12.8%	13.4%	12.0%
$125,000 to $149,999	11.7%	11.8%	12.9%
$150,000 to $174,999	10.6%	10.2%	10.2%
$175,000 to $199,999	7.5%	6.7%	8.3%
$200,000 to $249,999	10.0%	8.8%	10.2%
$250,000 or more	21.1%	20.1%	15.2%

Income[1]	Europe	Oceania
Under $40,000	NA	5.7%
$40,000 to $59,999	NA	8.0%
$60,000 to $79,999	NA	9.0%
$80,000 to $99,999	NA	9.1%
$100,000 to $124,999	NA	13.6%
$125,000 to $149,999	NA	10.8%
$150,000 to $174,999	NA	10.3%
$175,000 to $199,999	NA	7.0%
$200,000 to $249,999	NA	10.1%
$250,000 or more	NA	16.2%

1. All in U.S. dollars.

MMA: Major Market Area

NA: Not available

SOURCE: HAWAIʻI TOURISM AUTHORITY, 2023 VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.5

VISITATION DECISION TIMETABLE
MAUI COUNTY

Visitors, 2023	Less than 1 month	1 to 2 months	2 to 3 months	3 to 6 months	6 to 12 months	More than 1 year
U.S. West						
Decide to take vacation/pleasure trip	11.2%	9.2%	12.4%	23.7%	28.5%	15.0%
Decide to visit Hawai‘i	13.1%	9.5%	12.3%	22.5%	26.4%	16.3%
Decide on which islands to visit	17.5%	10.0%	12.3%	21.2%	24.7%	14.3%
Set date for the trip	15.1%	10.9%	14.0%	23.6%	26.5%	9.9%
Begin booking your trip	14.5%	11.6%	15.5%	25.7%	25.5%	7.2%
U.S. East						
Decide to take vacation/pleasure trip	8.4%	6.9%	10.1%	21.3%	31.8%	21.4%
Decide to visit Hawai‘i	9.8%	7.2%	9.9%	20.7%	30.2%	22.3%
Decide on which islands to visit	14.9%	8.0%	10.4%	20.2%	29.0%	17.5%
Set date for the trip	12.3%	8.3%	12.3%	22.3%	31.4%	13.4%
Begin booking your trip	12.1%	9.4%	14.0%	25.0%	30.2%	9.3%
Canada						
Decide to take vacation/pleasure trip	10.0%	8.8%	10.4%	21.0%	29.8%	20.0%
Decide to visit Hawai‘i	11.8%	9.8%	11.1%	20.4%	26.6%	20.3%
Decide on which islands to visit	16.8%	9.8%	11.3%	20.4%	24.4%	17.3%
Set date for the trip	14.4%	10.6%	12.6%	22.2%	27.4%	12.9%
Begin booking your trip	14.4%	11.9%	14.1%	24.3%	26.0%	9.3%
Europe						
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

CONTINUED

Visitors, 2023	Less than 1 month	1 to 2 months	2 to 3 months	3 to 6 months	6 to 12 months	More than 1 year
Japan						
Decide to take vacation/pleasure trip	10.9%	10.9%	14.9%	24.0%	25.2%	14.0%
Decide to visit Hawai‘i	11.3%	12.6%	14.8%	25.0%	23.1%	13.1%
Decide on which islands to visit	13.5%	12.0%	16.2%	23.9%	21.6%	12.7%
Set date for the trip	12.3%	15.3%	17.0%	26.4%	23.3%	5.7%
Begin booking your trip	14.2%	15.8%	18.6%	27.0%	21.4%	2.9%
Korea						
Decide to take vacation/pleasure trip	8.4%	9.0%	14.9%	25.2%	28.2%	14.4%
Decide to visit Hawai‘i	10.5%	11.4%	18.3%	27.7%	25.2%	7.0%
Decide on which islands to visit	16.4%	13.7%	18.5%	26.3%	19.9%	5.0%
Set date for the trip	12.1%	12.6%	19.8%	26.4%	23.9%	5.3%
Begin booking your trip	15.7%	16.6%	20.4%	26.4%	17.2%	3.6%
China						
Decide to take vacation/pleasure trip	26.3%	24.2%	20.5%	15.6%	7.5%	6.0%
Decide to visit Hawai‘i	30.1%	25.3%	18.7%	14.4%	5.8%	5.7%
Decide on which islands to visit	49.7%	18.7%	13.9%	9.7%	4.6%	3.5%
Set date for the trip	43.5%	25.1%	13.5%	12.8%	1.1%	4.0%
Begin booking your trip	47.7%	27.6%	10.3%	8.4%	2.6%	3.5%
Oceania						
Decide to take vacation/pleasure trip	5.7%	5.2%	7.8%	19.6%	37.6%	24.1%
Decide to visit Hawai‘i	6.3%	6.6%	9.2%	19.8%	37.6%	20.5%
Decide on which islands to visit	11.2%	7.5%	9.5%	20.0%	34.5%	17.3%
Set date for the trip	8.3%	7.1%	9.9%	20.5%	37.3%	17.0%
Begin booking your trip	7.4%	7.6%	11.1%	23.0%	38.3%	12.6%

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

10.5.1

ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS MAUI COUNTY

Attraction	2021	2022	2023
Maui			
Alexander & Baldwin Sugar Museum	4,743	8,086	8,978
Aquarium Maui / Maui Ocean Center	257,570	334,073	NA
Haleakala National Park	853,181	1,087,616	791,292
Halekiʻi-Pihana Heiau State Historical Site	NA	NA	NA
Hāna Cultural Center	150	NA	NA
Hawaiian Islands Humpback Whale Sanctuary	-	NA	NA
ʻĪao Valley State Monument	NA	NA	NA
Kula Botanical Garden	NA	NA	NA
Lahaina Restoration Foundation[1]	7,039	17,509	NA
Baldwin Missionary Home Museum	6,060	12,819	NA
Hale Paʻi Printing House	-	345	NA
Wo Hing Temple Museum	979	4,345	NA
Maui Historical Society Bailey House Museum	NA	NA	NA
The Whale Center of Hawaiʻi	NA	NA	NA
Molokaʻi			
Kalaupapa National Historical Park	25,252	38,771	46,781
Lanaʻi			
LanaʻI Culture & Heritage Center	NA	NA	NA

1. Attendance records for the museums under the Lahaina Restoration Fund were destroyed by the wildfires in 2023.

NA: Not available

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

10.5.2

NATIONAL AND STATE HISTORIC SITES
MAUI COUNTY

2023	Maui	Kahoʻolawe	Lānaʻi	Molokaʻi
Listed Hawaiʻi Register	78	1	1	158
Listed National Register	62	1	2	4
Nominated Hawaiʻi Register	0	0	0	0

As of May 13, 2024. Categories are not exclusive. A site may be listed on both Hawaiʻi Register and National Register.

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

10.5.3

NATIONAL, STATE, AND COUNTY PARKS
MAUI COUNTY

	2019	2020	2021	2022	2023
National Parks					
Number	2	2	2	2	2
Acreage	44,044	44,044	44,044	44,260	44,268
Visits*	1,063,795	334,994	878,433	1,126,387	838,273
State Parks and Historic Sites					
Number	10	9	10	10	10
Acreage	560	560	560	560	560
County Parks					
Number	159	159	160	163	163
Acreage	2,543	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; HAWAIʻI STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF STATE PARKS; COUNTY PARKS AND RECREATION DEPARTMENTS. COMPILED BY THE HAWAIʻI 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	33	390	yes	39
Haʻikū	Haʻikū	272	40	242	yes	48
Hāliʻimaile Annex	Hāliʻimaile	60	9	58	yes	2
Hāna	Hāna	140	15	74	yes	Unmarked
Helene Hall	Hāna	304	20	300	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
Kualapuʻu	Kualapuʻu	97	9	72	yes	100
Kula	Kula	180	61	134	yes	64
Lahaina Civic Center	Lahaina	322	23	322	yes	150
Lānaʻi	Lānaʻi City	200	26	100	yes	64
Maunaloa	Maunaloa	170	25	170	yes	Unmarked
Mayor Hannibal Tavares	Pukalani	755	50	506	yes	141
Mitchell Pauʻole	Kaunakakai	246	22	160	yes	21
Old Kalama Park Pavilion	Kīhei	80	12	0	no	79
Pāʻia	Pāʻia	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
Stadiums, Auditoriums, and Gymnasiums	
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
Civic Centers and Theaters	
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
Churches	
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[1]	Molokaʻi	Lanaʻi	Hawaiʻi	Kauaʻi	Oʻahu
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	42,904	3,978	26	54	2,167	3,709	32,970
2014	44,607	4,034	NA	NA	6,504	1,595	32,474
2015	42,638	3,701	NA	NA	4,609	3,345	30,983
2016	43,653	3,520	NA	NA	8,203	1,370	30,560
2017	46,147	4,758	NA	NA	7,804	2,893	30,692
2018	41,981	4,835	NA	NA	5,738	2,447	28,961
2019	40,228	4,682	NA	NA	6,378	3,025	26,143
2020	27,339	3,878	NA	NA	NA	NA	23,461
2021	5,661	3,213	NA	NA	NA	2,448	NA
2022	6,757	4,224	NA	NA	833	1,700	NA
2023	6,261	3,391	NA	NA	916	1,954	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**
Area						
Haʻikū	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
Lānaʻi	0	8	0	1	13	0
Makawao	106	222	31	137	201	58
Molokaʻi	1	3	0	4	0	0
Pāʻia	55	44	4	21	74	7
Wailuku	259	685	44	281	724	96
Other	38	62	13	30	85	15
Total	**1,128**	**3,043**	**249**	**1,268**	**3,265**	**479**
Intake	**1,183**	**3,355**	**264**	**1,341**	**3,794**	**491**
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
Total Live Intake	**1,128**	**3,043**	**249**	**1,268**	**3,265**	**479**
Dead on arrival	14	224	2	22	469	7
Owner requested euthanasia	41	88	13	51	60	5
Live Release	**1,048**	**2,354**	**163**	**1,173**	**2,585**	**256**
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
Outcome	**1,096**	**2,968**	**233**	**123**	**661**	**186**
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

FY 2021-22	Haʻikū	Hāna	Kahului	Kīhei	Kula	Lahaina	Makawao	Pāʻia	Wailuku	Total
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
Total Incidents	**178**	**79**	**637**	**379**	**147**	**299**	**327**	**81**	**681**	**2,808**
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
Total Investigations	**83**	**17**	**119**	**92**	**48**	**80**	**93**	**32**	**172**	**736**
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
Total Violations	**24**	**2**	**35**	**25**	**10**	**35**	**30**	**5**	**66**	**232**

* DDNC: Dangerous Dog (Non-Compliance) - Mandatory Training.

SOURCE: MAUI HUMANE SOCIETY.