



# 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*

2014	Maui	Moloka'i	Lāna'i	Maui County
<b>All Visitors</b>				
January	200,176	5,336	6,021	203,760
February	191,201	4,819	5,230	194,368
March	216,269	4,698	5,416	219,677
April	198,901	4,298	5,520	201,689
May	190,275	4,874	5,941	193,455
June	208,288	5,097	4,944	211,479
July	225,963	5,115	5,505	229,028
August	204,206	4,687	5,605	207,204
September	170,538	4,500	5,755	173,522
October	188,827	4,907	5,403	192,168
November	188,060	5,062	5,390	191,578
December	227,510	6,253	7,218	231,787
<b>Total</b>	<b>2,410,214</b>	<b>59,647</b>	<b>67,948</b>	<b>2,449,714</b>
<b>Domestic Visitors</b>				
January	150,781	4,459	4,875	154,046
February	145,120	3,712	4,163	147,859
March	170,662	3,460	4,522	173,571
April	156,887	3,338	4,571	159,455
May	162,504	4,068	4,648	165,240
June	183,735	4,041	4,119	186,347
July	198,174	4,527	4,846	200,990
August	176,329	3,633	4,397	178,758
September	142,821	3,367	3,791	144,985
October	157,068	3,962	4,425	159,911
November	151,340	3,760	4,360	154,399
December	175,256	4,970	5,895	179,242
<b>Total</b>	<b>1,970,676</b>	<b>47,296</b>	<b>54,612</b>	<b>2,004,801</b>
<b>International Visitors</b>				
January	49,395	877	1,146	49,714
February	46,080	1,107	1,067	46,508
March	45,608	1,239	894	46,106
April	42,014	960	949	42,234
May	27,772	807	1,294	28,215
June	24,553	1,056	826	25,132
July	27,790	588	659	28,038
August	27,877	1,053	1,208	28,446
September	27,718	1,133	1,964	28,537
October	31,759	946	978	32,257
November	36,719	1,302	1,030	37,179
December	52,254	1,283	1,323	52,546
<b>Total</b>	<b>439,538</b>	<b>12,351</b>	<b>13,336</b>	<b>444,912</b>

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.1.2

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

*Arrivals by air*

	2010 <sup>1</sup>	2011	2012	2013	2014
<b>Length of Stay (days)</b>					
<b>All Visitors</b>					
Maui	8.08	8.09	8.08	8.17	8.25
Moloka'i	4.87	4.63	4.85	4.79	4.64
Lāna'i	3.62	3.52	3.62	3.49	3.32
<b>Domestic</b>					
Maui	8.17	8.23	8.22	8.49	8.55
Moloka'i	5.45	5.20	5.46	5.46	5.29
Lāna'i	3.94	3.87	3.94	3.95	3.65
<b>International</b>					
Maui	7.53	7.34	7.42	6.78	6.90
Moloka'i	2.13	2.45	2.67	2.54	2.16
Lāna'i	1.97	1.87	2.23	1.79	1.95
<b>Average Daily Census</b>					
<b>All Visitors</b>					
Maui	46,263	48,055	50,976	52,798	54,446
Moloka'i	672	704	707	725	758
Lāna'i	684	723	718	710	618
<b>Domestic</b>					
Maui	40,281	41,274	42,979	44,675	46,138
Moloka'i	621	628	623	638	685
Lāna'i	624	655	634	632	547
<b>International</b>					
Maui	5,982	6,781	7,997	8,124	8,308
Moloka'i	51	76	84	87	73
Lāna'i	60	67	84	78	71

1. Length of stay data has been revised.

SOURCE: HAWAII TOURISM AUTHORITY.

### 10.1.3

## AVERAGE DAILY VISITOR CENSUS BY COUNTY

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

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

\* Revised data

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.4

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

*Arrivals by air*

<b>2014</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>County</b>	<b>State</b>
Anchorage	14,111	638	283	14,598	48,152
Atlanta	14,338	361	578	14,613	42,691
Austin	10,046	280	315	10,246	26,473
Bakersfield	4,771	98	129	4,850	13,763
Baltimore	6,978	196	241	7,092	21,283
Bellingham	5,913	92	102	5,987	14,746
Boise	7,542	130	107	7,638	21,183
Boston	16,602	373	574	16,883	42,616
Bremerton	5,086	125	93	5,174	16,247
Charlotte	5,183	119	134	5,260	14,073
Chicago	46,845	1,003	1,434	47,525	106,108
Cincinnati	6,165	192	232	6,263	15,207
Cleveland	5,853	177	193	5,944	13,777
Colorado	4,450	130	147	4,543	15,778
Dallas	35,764	677	1,282	36,247	85,803
Denver	29,779	682	815	30,335	78,155
Detroit	12,401	306	381	12,581	28,594
Eugene	5,550	177	167	5,662	15,444
Fresno	6,986	100	159	7,058	19,604
Houston	24,389	539	684	24,738	68,196
Indianapolis	6,807	171	213	6,924	15,240
Kansas City	8,452	180	353	8,619	21,571
Las Vegas	17,234	470	583	17,654	64,168
Los Angeles	192,307	3,431	4,884	195,843	569,784
Miami	9,478	298	375	9,642	25,131
Minneapolis	21,165	437	566	21,476	53,569
Modesto	5,731	95	99	5,808	13,707
New York	60,488	1,478	2,138	61,528	151,386
Ogden	5,517	131	151	5,646	19,389
Olympia	5,811	204	101	5,897	15,325

**10.1.4**  
**CONTINUED**

<b>2014</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>County</b>	<b>State</b>
Orlando	4,964	125	205	5,049	15,121
Oxnard	15,917	254	380	16,185	43,656
Philadelphia	16,876	445	547	17,093	39,906
Phoenix	45,452	927	1,181	46,203	123,674
Pittsburgh	5,822	138	196	5,916	14,213
Portland	56,303	1,284	1,017	57,401	150,909
Provo	4,739	109	157	4,851	20,638
Reno	7,720	150	177	7,825	18,885
Riverside-San Bernardino	36,514	750	880	37,096	106,204
Sacramento	49,690	1,047	926	50,453	118,457
Salem	5,776	163	106	5,919	15,346
Salinas	4,883	74	124	4,968	14,193
Salt Lake City	13,152	274	285	13,374	41,450
San Antonio	5,943	160	252	6,066	20,058
San Diego	59,418	1,239	1,512	60,531	180,522
San Francisco	141,264	2,629	3,507	143,833	398,353
San Jose	64,645	1,021	1,239	65,452	164,869
San Luis	5,040	170	110	5,172	13,847
Santa Cruz	8,292	189	187	8,437	21,948
Santa Maria	6,181	144	195	6,354	19,559
Santa Rosa	12,758	304	258	12,997	31,253
Seattle	118,073	2,128	2,264	119,837	305,283
Spokane	8,849	198	142	9,008	22,767
St. Louis	9,972	240	332	10,143	24,138
Stockton	7,963	129	123	8,044	22,250
Tampa	5,518	162	231	5,641	16,299
Tucson	7,114	145	219	7,258	21,115
Vallejo	7,079	156	165	7,192	20,835
Virginia Beach	3,131	135	151	3,207	14,846
Washington D.C.	22,440	652	747	22,930	78,348

CBSA: Core Based Statistics Area

SOURCE: HAWAII'S TOURISM AUTHORITY 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	444,912	2,004,801	228,992	2,678,706

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

NA: Not available

\* Revised data

SOURCE: HAWAII TOURISM AUTHORITY.



10.1.6

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

*Arrivals by air*

<b>2014</b>	<b>Maui</b>	<b>Molokaʻi</b>	<b>Lānaʻi</b>
<b>Total</b>	<b>2,410,214</b>	<b>59,647</b>	<b>67,948</b>
<b>United States</b>	<b>1,798,278</b>	<b>41,309</b>	<b>50,918</b>
<b>Canada</b>	<b>272,876</b>	<b>5,385</b>	<b>5,116</b>
<b>Asia</b>	<b>132,512</b>	<b>3,309</b>	<b>2,490</b>
China	25,879	651	548
Hong Kong	1,207	131	122
Japan	58,894	1,944	1,314
Korea	42,030	527	444
Singapore	972	26	48
Taiwan	3,531	30	14
<b>Oceania</b>	<b>75,757</b>	<b>4,429</b>	<b>4,911</b>
Australia	64,486	3,929	4,092
New Zealand	11,271	500	819
<b>Europe</b>	<b>58,792</b>	<b>2,876</b>	<b>2,082</b>
United Kingdom	16,331	567	715
Germany	5,565	258	245
France	22,273	1,446	611
Italy	5,834	194	200
Switzerland	8,789	411	312
<b>Latin America</b>	<b>10,945</b>	<b>398</b>	<b>393</b>
Argentina	2,316	75	56
Brazil	4,958	187	176
Mexico	3,671	135	161
<b>Other</b>	<b>61,055</b>	<b>1,942</b>	<b>2,038</b>

SOURCE: HAWAIIʻI TOURISM AUTHORITY.

## 10.1.7

## TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2011	2012*	2013	2014
<b>TOTAL SEATS</b>	<b>1,688,594</b>	<b>1,782,041</b>	<b>1,843,928</b>	<b>1,975,832</b>
Scheduled	1,688,594	1,782,041	1,843,928	1,975,832
Charter	0	0	0	0
<b>DOMESTIC SEATS</b>	<b>1,537,738</b>	<b>1,613,642</b>	<b>1,671,934</b>	<b>1,797,676</b>
Scheduled Seats	1,537,738	1,613,642	1,671,934	1,797,676
Charter Seats	0	0	0	0
<b>US West</b>	<b>1,434,792*</b>	<b>1,521,733</b>	<b>1,592,478</b>	<b>1,680,424</b>
Anchorage	9,688	10,676	10,519	10,512
Bellingham	0	7,366	36,044	19,797
Boise	0	0	0	2,366
Denver	44,042	25,292	29,040	35,607
Las Vegas	21,420	22,880	0	0
Los Angeles	496,230	521,084	528,679	583,813
Oakland	63,809	125,842	150,400	150,298
Orange County	16,768	248	0	0
Phoenix	106,020	103,834	100,103	107,540
Portland	147,926	83,607	92,203	96,959
Sacramento	55,946	67,824	57,305	58,757
San Diego	55,946	71,278	69,394	71,170
San Francisco	199,772	175,734	178,398	180,200
San Jose	42,747	113,882	149,100	150,046
Seattle	174,478	192,186	191,293	213,359
<b>US East</b>	<b>102,946</b>	<b>91,909</b>	<b>79,456</b>	<b>117,252</b>
Chicago	20,821	10,384	2,720	14,792
Dallas	82,125	81,525	76,736	102,460
<b>INTERNATIONAL SEATS</b>	<b>150,856</b>	<b>168,399</b>	<b>171,994</b>	<b>178,156</b>
<b>Canada</b>	<b>150,856</b>	<b>168,399</b>	<b>171,994</b>	<b>178,156</b>
Calgary	28,610	36,052	33,882	36,187
Edmonton	5,694	8,694	11,592	12,213
Vancouver	116,552	123,653	126,250	129,756

\* Revised data.

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.8

**HOTEL OCCUPANCY AND ROOM RATES  
MAUI ISLAND**

<b>Month, 2014</b>	<b>Occupancy</b>	<b>Average Daily Rate (\$)</b>	<b>Revenue per Available Room (\$)</b>
January	75.5%	326.44	246.46
February	80.6%	331.02	266.80
March	76.8%	324.34	249.09
April	71.7%	297.54	213.34
May	67.3%	261.20	175.79
June	67.9%	295.40	200.58
July	73.1%	311.42	227.65
August	70.7%	297.74	210.50
September	69.1%	248.43	171.67
October	70.1%	257.07	180.21
November	70.0%	269.67	188.77
December	72.0%	395.03	284.42
<b>Total</b>	<b>72.0%</b>	<b>\$304.30</b>	<b>\$219.10</b>

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.2.1

## CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND, MAUI COUNTY

	2011	2012	2013	2014	2015
<b>Maui</b>					
Budget (up to \$100)	2.9%	4.2%	3.1%	3.1%	1.9%
Standard (\$101 to \$250)	25.4%	25.1%	24.3%	22.3%	19.2%
Deluxe (\$251 to \$500)	27.6%	23.1%	26.4%	27.3%	25.2%
Luxury (over \$500 per night)	44.1%	47.6%	46.2%	47.3%	53.8%
<b>Moloka'i</b>					
Budget (up to \$100)	27.9%	5.2%	6.3%	2.9%	6.2%
Standard (\$101 to \$250)	65.2%	88.2%	89.4%	92.8%	85.6%
Deluxe (\$251 to \$500)	5.5%	5.9%	3.5%	3.6%	8.2%
Luxury (over \$500 per night)	1.5%	0.7%	0.7%	0.7%	0.0%
<b>Lāna'i</b>					
Budget (up to \$100)	0.9%	1.1%	0.0%	0.0%	0.0%
Standard (\$101 to \$250)	3.1%	3.1%	4.2%	4.2%	4.5%
Deluxe (\$251 to \$500)	43.5%	43.4%	43.3%	43.3%	26.3%
Luxury (over \$500 per night)	52.6%	52.4%	52.4%	52.4%	69.2%
<b>Hawai'i Island</b>					
Budget (up to \$100)	10.2%	9.9%	8.5%	8.3%	9.9%
Standard (\$101 to \$250)	32.3%	28.1%	29.8%	28.1%	32.9%
Deluxe (\$251 to \$500)	41.1%	48.3%	42.6%	44.0%	36.5%
Luxury (over \$500 per night)	16.4%	13.7%	19.1%	19.6%	20.6%
<b>Kaua'i</b>					
Budget (up to \$100)	8.2%	7.7%	6.3%	7.2%	2.7%
Standard (\$101 to \$250)	27.9%	26.4%	19.6%	19.6%	33.7%
Deluxe (\$251 to \$500)	43.2%	40.5%	47.8%	44.7%	26.6%
Luxury (over \$500 per night)	20.8%	25.4%	26.3%	28.6%	37.0%
<b>O'ahu</b>					
Budget (up to \$100)	7.4%	7.1%	6.6%	6.6%	3.1%
Standard (\$101 to \$250)	34.6%	33.7%	26.3%	24.0%	32.2%
Deluxe (\$251 to \$500)	40.0%	40.7%	43.2%	46.6%	36.1%
Luxury (over \$500 per night)	18.0%	18.4%	23.9%	22.8%	28.6%
<b>Statewide</b>					
Budget (up to \$100)	6.9%	6.9%	6.0%	6.1%	3.8%
Standard (\$101 to \$250)	31.3%	29.9%	25.7%	23.8%	29.4%
Deluxe (\$251 to \$500)	37.5%	37.9%	39.8%	41.7%	32.6%
Luxury (over \$500 per night)	24.3%	25.2%	28.5%	28.4%	34.1%

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**

	2012		2013		2014		2015	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
<b>Maui</b>								
Apartment/Hotel	2	25	2	53	2	25	2	25
Bed & Breakfast	44	145	43	147	85	263	36	189
Condo Hotel	51	4,975	45	4,749	41	4,123	58	4,534
Hostel	2	32	2	32	3	48	3	53
Hotel	26	7,172	26	7,038	32	7,482	31	8,142
Individual Unit	191	3,896	304	3,342	147	3,385	602	4,773
Timeshare	17	3,407	18*	2,796	17*	2,845	25	3,227
Other	3	7	2*	23	4*	39	4	29
<b>Total</b>	<b>336</b>	<b>19,659</b>	<b>422</b>	<b>18,180</b>	<b>310</b>	<b>18,210</b>	<b>761</b>	<b>20,972</b>
<b>Moloka'i</b>								
Apartment/Hotel	2	14	1	20	1	20	0	0
Bed & Breakfast	2	2	2	2	2	2	1	1
Condo Hotel	2	74	2	100	2	73	2	73
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Individual Unit	32	339	24	36	22	36	18	108
Timeshare	0	0	0	0	0	0	1	7
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>38</b>	<b>429</b>	<b>29</b>	<b>158</b>	<b>27</b>	<b>131</b>	<b>22</b>	<b>189</b>
<b>Lāna'i</b>								
Apartment/Hotel	1	1	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	348	3	349	3	349	2	247
Individual Unit	1	4	1	4	1	4	1	5
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>5</b>	<b>353</b>	<b>4</b>	<b>353</b>	<b>4</b>	<b>353</b>	<b>3</b>	<b>252</b>

Prop: Number of properties  
\* Revised data

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

10.2.3

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

Area/Type, 2015	Properties	Units
<b>Hāna</b>		
Bed & Breakfast	2	8
Condo Hotel	1	18
Hotel	1	71
Individual Unit	6	20
Other	1	4
<b>Kahului-Wailuku</b>		
Apartment/Hotel	1	13
Bed & Breakfast	4	27
Hostel	3	53
Hotel	5	494
Individual Unit	4	18
<b>Kula-Makawao</b>		
Bed & Breakfast	12	56
Hotel	2	34
Individual Unit	3	14
Other	1	5
<b>West Maui</b>		
Apartment/Hotel	1	12
Bed & Breakfast	7	52
Condo Hotel	30	2,723
Hotel	12	4,049
Individual Unit	182	1,882
Timeshare	16	2,655
Other	2	20
<b>Ma'alaea</b>		
Bed & Breakfast	1	4
Individual Unit	4	146
<b>Wailea-Kīhei</b>		
Bed & Breakfast	10	42
Condo Hotel	27	1,793
Hotel	11	3,494
Individual Unit	403	2,693
Timeshare	9	572

SOURCE: HAWAII TOURISM AUTHORITY, 2015 VISITOR PLANT INVENTORY.

10.2.4

**VISITOR PLANT INVENTORY  
MAUI COUNTY**

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

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NA: Not available

\* Revised data

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

### 10.3.1

## DAILY EXPENDITURES PER PERSON BY ISLAND

*Arrivals by air*

2014	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
<b>Total Spending</b>	<b>\$203.87</b>	<b>\$120.88</b>	<b>\$318.93</b>	<b>\$170.55</b>	<b>\$163.75</b>	<b>\$209.55</b>
<b>Lodging</b>	<b>98.30</b>	<b>51.40</b>	<b>175.38</b>	<b>72.92</b>	<b>72.37</b>	<b>92.78</b>
<b>Total Food and Beverages</b>	<b>41.58</b>	<b>22.66</b>	<b>73.92</b>	<b>33.64</b>	<b>34.13</b>	<b>40.60</b>
Restaurant food	26.80	10.61	65.84	22.25	20.95	28.71
Dinner shows and cruises	4.70	0.15	2.41	2.23	3.44	3.94
Groceries and snacks	10.08	11.90	5.67	9.16	9.73	7.94
<b>Entertainment &amp; Recreation</b>	<b>17.80</b>	<b>11.43</b>	<b>25.97</b>	<b>17.92</b>	<b>18.86</b>	<b>16.66</b>
<b>Total Transportation</b>	<b>20.06</b>	<b>25.88</b>	<b>17.56</b>	<b>24.79</b>	<b>19.48</b>	<b>14.67</b>
Interisland airfare	2.80	10.38	10.46	6.49	2.53	2.19
Ground transportation	0.66	1.61	1.92	0.64	0.32	1.99
Rental vehicles	15.04	11.87	4.17	15.70	15.40	9.28
Gasoline, parking, etc.	1.57	2.03	1.01	1.96	1.23	1.21
<b>Total Shopping</b>	<b>19.07</b>	<b>6.84</b>	<b>16.09</b>	<b>15.24</b>	<b>13.54</b>	<b>37.40</b>
Fashion and clothing	8.01	1.70	9.34	5.35	5.36	14.47
Jewelry and watches	3.75	0.54	1.98	2.54	2.51	4.59
Cosmetics, perfume	0.55	0.06	0.71	0.19	0.33	1.78
Leather goods	0.71	0.34	0.22	0.36	0.13	5.35
Hawai'i food products	2.09	1.80	1.65	3.23	1.83	3.19
Souvenirs	3.95	2.40	2.19	3.58	3.38	8.02
<b>All Other Expenses</b>	<b>7.06</b>	<b>2.67</b>	<b>10.01</b>	<b>6.03</b>	<b>5.38</b>	<b>7.45</b>

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

SOURCE: HAWAII TOURISM AUTHORITY, 2014 ANNUAL VISITOR RESEARCH REPORT.



10.3.2

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

<b>2014</b>	<b>Maui</b>	<b>Hawai'i</b>	<b>Kaua'i</b>	<b>O'ahu</b>	<b>State</b>
<b>Total per person per day spending</b>	<b>\$63.24</b>	<b>\$70.21</b>	<b>\$60.55</b>	<b>\$107.68</b>	<b>\$200.49</b>
<b>Lodging</b>	<b>7.79</b>	<b>7.40</b>	<b>7.02</b>	<b>30.39</b>	<b>15.10</b>
<b>Food and Beverages</b>	<b>7.83</b>	<b>7.33</b>	<b>5.53</b>	<b>20.25</b>	<b>11.44</b>
Restaurant	5.61	4.88	3.64	15.37	8.34
Dinner shows	0.90	0.61	0.86	2.35	1.32
Groceries and snacks	1.32	1.84	1.04	2.53	1.78
<b>Entertainment and Recreation</b>	<b>2.55</b>	<b>2.76</b>	<b>2.54</b>	<b>5.66</b>	<b>3.65</b>
<b>Shore Tour</b>	<b>18.81</b>	<b>25.21</b>	<b>25.17</b>	<b>14.48</b>	<b>20.19</b>
<b>Total Transportation</b>	<b>6.02</b>	<b>5.29</b>	<b>5.19</b>	<b>9.62</b>	<b>6.90</b>
Interisland airfare	1.17	1.15	1.14	1.53	1.28
Ground transportation	1.03	1.42	0.91	3.63	1.96
Rental car, moped	3.28	2.31	2.72	3.76	3.12
Other transportation	0.54	0.40	0.42	0.70	0.54
<b>Total Shopping</b>	<b>15.93</b>	<b>17.50</b>	<b>11.36</b>	<b>21.01</b>	<b>17.16</b>
Fashion and clothing	5.55	5.00	3.91	8.54	6.11
Jewelry and watches	4.00	2.91	2.31	3.84	3.37
Cosmetics, perfume	0.50	0.24	0.17	1.07	0.56
Leather goods	0.40	0.22	0.21	0.58	0.38
Hawai'i food products	1.41	4.23	1.23	1.96	2.23
Souvenirs	4.06	4.90	3.54	5.03	4.51
<b>All Other Spending Outside Ship</b>	<b>4.30</b>	<b>4.73</b>	<b>3.73</b>	<b>6.26</b>	<b>4.97</b>

SOURCE: HAWAII TOURISM AUTHORITY, 2014 ANNUAL VISITOR RESEARCH REPORT.

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS MAUI COUNTY

*Arrivals by air*

2014	Total	Domestic	International
<b>Islands Visited</b>			
O'ahu	741,469	490,412	251,057
Maui County	2,449,714	2,004,801	444,912
Maui	2,410,214	1,970,676	439,538
Moloka'i	59,647	47,296	12,351
Lāna'i	67,948	54,612	13,336
Kaua'i	300,076	241,050	59,026
Hawai'i Island	349,297	259,013	90,284
Hilo	204,057	146,751	57,306
Kona	293,759	220,075	73,684
Maui County Only	1,528,455	1,354,233	174,222
<b>Visit Status</b>			
First-Time	799,700	592,940	206,761
Repeat	1,650,013	1,411,862	238,152
Average # of Trips	5.23	5.67	3.25
<b>Party Size</b>			
One	307,758	267,793	39,965
Two	1,131,835	915,315	216,520
Three or More	1,010,120	821,693	188,427
Average Party Size	2.18	2.16	2.29
<b>Accommodations</b>			
Hotel	1,363,646	1,075,975	287,671
Hotel Only	1,055,337	832,004	223,333
Condo	726,104	587,842	138,263
Condo Only	561,467	460,701	100,766
Timeshare	287,737	263,217	24,519
Timeshare Only	212,332	195,740	16,592
Rental House	149,002	122,922	26,080
Bed & Breakfast	34,356	27,478	6,878
Cruise Ship	109,847	88,186	21,661
Friends or Relatives	148,575	134,112	14,463

SOURCE: HAWAII TOURISM AUTHORITY, 2014 ANNUAL VISITOR RESEARCH REPORT.

## 10.3.4

### SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

*Arrivals by air*

2014	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
O'ahu	722,809	35,882	34,546
Maui County	2,410,214	59,647	67,948
Maui	2,410,214	39,369	47,721
Moloka'i	39,369	59,647	16,241
Lāna'i	47,721	16,241	67,948
Kaua'i	294,172	20,543	22,730
Hawai'i Island	341,594	23,703	26,555
Hilo	200,467	18,653	20,102
Kona	287,818	21,109	23,822
Island only	1,485,236	6,701	8,123
<b>Visit Status</b>			
First-Time	790,491	21,562	23,378
Repeat	1,619,723	38,085	44,570
Average # of Trips	5.20	5.83	5.66
<b>Party Size</b>			
One	299,470	11,586	11,368
Two	1,113,818	29,226	34,500
Three or More	996,927	18,835	22,080
Average Party Size	2.18	1.93	1.99
<b>Accommodations</b>			
Hotel	1,341,355	33,701	44,402
Hotel Only	1,039,119	19,055	31,074
Condo	718,390	14,679	12,245
Condo Only	556,379	8,477	7,972
Timeshare	284,374	5,688	6,210
Timeshare Only	210,416	2,942	3,983
Rental House	144,012	7,010	4,569
Bed & Breakfast	33,471	2,322	1,549
Cruise Ship	109,329	6,269	7,462
Friends or Relatives	141,911	8,598	6,885

SOURCE: HAWAII TOURISM AUTHORITY, 2014 ANNUAL VISITOR RESEARCH REPORT.

## 10.3.5

### TOTAL CRUISE PASSENGERS BY MMA

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

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

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.6

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

	Ships Scheduled	
	2015	2016
<b>Kahului Harbor</b>		
January	5	6
February	4	2
March	6	2
April	6	4
May	7	4
June	4	3
July	4	5
August	5	4
September	7	4
October	5	5
November	5	4
December	5	4
<b>Total</b>	<b>63</b>	<b>47</b>
<b>Lahaina Small Boat Harbor</b>		
January	4	3
February	5	2
March	6	3
April	7	9
May	3	3
June	1	2
July	1	0
August	0	1
September	8	3
October	7	8
November	3	4
December	3	4
<b>Total</b>	<b>48</b>	<b>42</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

2014	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>93.4%</b>	<b>96.1%</b>	<b>85.7%</b>	<b>96.4%</b>
Self-guided / drive around island	85.2%	76.7%	48.7%	86.5%
Helicopter / airplane tour	3.3%	7.4%	0.6%	6.7%
Boat / submarine tour, whale watching	32.4%	35.9%	12.2%	33.8%
Visit communities	25.0%	25.1%	11.4%	31.4%
Limo, van / bus tour	6.2%	17.5%	26.2%	9.3%
Scenic views / natural landmarks	56.8%	67.0%	29.1%	68.9%
Movie / TV film location	0.9%	2.0%	4.0%	0.5%
<b>All Recreation</b>	<b>96.7%</b>	<b>91.1%</b>	<b>65.2%</b>	<b>95.7%</b>
Beach / sunbathing / swimming	89.9%	81.5%	41.6%	90.9%
Surfing / bodyboarding / paddleboarding	26.4%	16.7%	6.0%	31.5%
Canoeing / kayaking	5.8%	6.0%	1.4%	5.6%
Snorkeling / scuba diving	55.4%	42.0%	13.8%	55.8%
Jet skiing / parasailing / windsurfing	4.8%	2.4%	3.5%	1.4%
Golf	10.5%	9.0%	15.2%	11.8%
Running / jogging / fitness walking	39.7%	34.2%	14.9%	43.6%
Spa	12.1%	10.8%	2.8%	8.4%
Backpacking / hiking / camping	18.7%	16.5%	1.9%	18.7%
Agritourism	7.0%	9.0%	1.8%	8.2%
Sports event / tournament	2.5%	1.4%	0.6%	2.7%
State parks / botanical gardens	36.5%	42.2%	14.7%	41.5%
<b>All Entertainment</b>	<b>96.7%</b>	<b>91.2%</b>	<b>71.9%</b>	<b>96.3%</b>
Lunch / sunset / dinner / evening cruise	23.4%	29.3%	32.8%	28.2%
Live music / stage show	27.1%	35.7%	7.6%	30.6%
Nightclub / dancing / bar / karaoke	9.2%	9.2%	0.4%	8.0%
Fine dining	64.5%	63.1%	17.2%	54.7%
Family restaurant / diner	70.9%	58.1%	17.6%	71.1%
Fast food	31.2%	29.4%	22.7%	41.7%
Café / coffee house	41.2%	29.1%	27.8%	49.4%
Ethnic dining	26.7%	22.2%	5.6%	22.2%
Prepared own meal	63.8%	38.8%	21.8%	70.8%
<b>All Shopping</b>	<b>94.5%</b>	<b>90.9%</b>	<b>75.0%</b>	<b>96.3%</b>
Mall / department stores	48.0%	40.0%	37.8%	62.4%
Designer boutiques	30.4%	26.3%	5.1%	31.2%
Hotel stores	33.3%	34.7%	21.7%	27.0%
Swap meet / flea market	15.3%	10.9%	7.2%	24.0%
Discount / outlet stores	21.7%	19.9%	17.3%	32.3%
Supermarkets	69.7%	52.2%	43.1%	73.7%
Farmers market	24.7%	16.4%	1.7%	31.7%
Convenience stores	44.1%	39.7%	31.5%	51.5%
Duty free stores	1.1%	2.5%	4.6%	4.2%
Local shops / artisans	71.5%	65.5%	19.0%	68.4%
<b>All Culture</b>	<b>59.9%</b>	<b>67.2%</b>	<b>20.1%</b>	<b>62.6%</b>
Historic military site	2.2%	3.8%	1.8%	2.5%
Other historic site	19.7%	25.0%	8.9%	21.1%
Museum / art gallery	22.8%	16.8%	4.6%	21.7%
Luau	26.2%	38.3%	2.7%	29.2%
Polynesian show / hula	13.6%	17.5%	6.1%	12.0%
Lessons, hula / canoeing	2.4%	3.4%	2.1%	3.3%
Ukulele lessons	1.0%	1.0%	0.0%	0.9%
Play / concert / theatre	5.2%	5.3%	0.0%	4.9%
Art / craft fair	15.7%	12.5%	0.0%	12.9%
Festivals	2.5%	2.3%	2.0%	2.3%
<b>All Transportation</b>	<b>94.6%</b>	<b>95.7%</b>	<b>90.5%</b>	<b>97.0%</b>
Airport shuttle	27.4%	23.3%	12.2%	27.3%
Trolley	2.6%	2.5%	5.4%	3.4%
Public bus	3.9%	3.0%	5.4%	6.2%
Tour bus / tour van	7.3%	23.0%	42.7%	12.6%
<b>Meeting</b>	<b>4.1%</b>	<b>3.2%</b>	<b>1.6%</b>	<b>2.7%</b>
<b>Convention</b>	<b>1.7%</b>	<b>1.9%</b>	<b>2.1%</b>	<b>1.8%</b>

SOURCE: HAWAII TOURISM AUTHORITY, 2014 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>						
2010	72.5%	52.2%	59.4%	67.6%	74.9%	61.9%
2011	75.8%	62.1%	74.4%	67.5%	77.3%	62.2%
2012	66.2%	58.6%	65.0%	62.3%	70.4%	56.9%
2013	67.1%	55.6%	60.5%	63.3%*	69.4%	56.9%
2014	69.5%	61.3%	60.4%	60.9%	72.0%	54.0%
<b>Japan Visitors</b>						
2010	57.4%	14.9%	31.0%	59.7%	42.8%	59.2%
2011	57.1%	28.3%	42.6%	62.0%	53.5%	62.7%
2012	57.9%	26.6%	48.8%	60.1%	55.8%	57.6%
2013	52.3%	56.4%*	36.3%	60.4%	49.7%	57.3%
2014	57.4%	20.4%	26.4%	61.2%	47.6%	56.2%

\* Revised data

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

## 10.4.3

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

2014	US Total	US West	US East	Japan	Canada
<b>Maui</b>					
Excellent	69.5%	66.6%	74.5%	57.4%	64.2%
Above Average	28.7%	31.7%	23.5%	39.5%	34.8%
Below Average	1.6%	1.6%	1.8%	3.2%	1.1%
Poor	0.2%	0.1%	0.3%	0.0%	0.0%
<b>Moloka'i</b>					
Excellent	61.3%	56.5%	68.6%	20.4%	63.3%
Above Average	30.9%	32.0%	29.2%	62.2%	33.7%
Below Average	7.5%	11.3%	1.8%	17.4%	3.0%
Poor	0.4%	0.3%	0.4%	0.0%	0.0%
<b>Lāna'i</b>					
Excellent	60.4%	62.7%	56.9%	26.4%	54.5%
Above Average	34.9%	36.5%	32.4%	63.0%	27.8%
Below Average	2.9%	0.6%	6.3%	10.5%	17.7%
Poor	1.9%	0.2%	4.4%	0.0%	0.0%

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, 2014 VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.4.4

## VISITATION DECISION TIMETABLE MAUI COUNTY

Visitors, 2014	More than 1 year	10 to 12 months	7 to 9 months	4 to 6 months	1 to 3 months	Less than 1 month
<b>U.S. West</b>						
Decide to take vacation/pleasure trip	3.8%	21.4%	9.4%	32.4%	30.8%	2.2%
Decide to visit Hawai'i	4.1%	20.4%	9.7%	32.2%	30.8%	2.8%
Decide on which islands to visit	3.4%	18.3%	10.2%	32.6%	32.6%	2.8%
Set date for the trip	1.8%	14.0%	10.4%	32.8%	38.2%	2.9%
Make airline reservations	0.1%	4.6%	7.7%	35.3%	48.7%	3.6%
Purchase tickets	0.2%	4.3%	7.8%	34.7%	49.2%	3.9%
Make accommodation reservations	1.7%	10.9%	9.4%	31.1%	43.3%	3.6%
Make rental car reservations	0.1%	3.0%	4.7%	24.2%	61.1%	6.9%
Purchase tour or attraction packages	0.0%	0.8%	1.8%	15.7%	56.6%	25.1%
<b>U.S. East</b>						
Decide to take vacation/pleasure trip	5.2%	26.1%	12.4%	30.3%	24.8%	1.2%
Decide to visit Hawai'i	5.9%	24.8%	12.5%	30.5%	25.2%	1.2%
Decide on which islands to visit	3.9%	20.7%	13.1%	31.8%	28.6%	1.8%
Set date for the trip	2.3%	15.6%	13.7%	33.7%	32.3%	2.3%
Make airline reservations	0.3%	7.2%	11.6%	34.7%	43.8%	2.4%
Purchase tickets	0.2%	6.8%	11.4%	34.6%	44.3%	2.7%
Make accommodation reservations	1.3%	11.7%	12.2%	31.4%	40.9%	2.6%
Make rental car reservations	0.2%	4.2%	6.4%	25.0%	57.2%	7.0%
Purchase tour or attraction packages	0.3%	1.6%	2.9%	15.7%	59.8%	19.8%
<b>Canada</b>						
Decide to take vacation/pleasure trip	4.2%	23.2%	12.8%	29.0%	28.7%	2.1%
Decide to visit Hawai'i	5.1%	23.0%	12.0%	27.4%	30.3%	2.2%
Decide on which islands to visit	3.3%	20.5%	11.8%	28.8%	33.1%	2.5%
Set date for the trip	2.4%	16.6%	12.6%	30.3%	34.8%	3.2%
Make airline reservations	0.2%	7.2%	12.2%	32.5%	44.8%	3.0%
Purchase tickets	0.2%	6.8%	12.4%	32.3%	45.3%	3.0%
Make accommodation reservations	1.6%	12.4%	12.1%	28.2%	41.9%	3.8%
Make rental car reservations	0.2%	3.3%	5.5%	23.7%	59.6%	7.7%
Purchase tour or attraction packages	0.0%	1.9%	2.7%	12.1%	55.2%	28.1%
<b>Japan</b>						
Decide to take vacation/pleasure trip	1.7%	12.7%	5.4%	33.5%	41.9%	4.7%
Decide to visit Hawai'i	1.8%	11.6%	4.7%	32.2%	44.9%	4.9%
Decide on which islands to visit	1.2%	10.3%	4.8%	29.5%	48.9%	5.4%
Set date for the trip	0.7%	7.1%	4.4%	27.8%	53.7%	6.3%
Make airline reservations	0.8%	5.2%	4.2%	24.2%	58.0%	7.7%
Purchase tickets	0.6%	3.2%	4.2%	21.4%	61.2%	9.3%
Make accommodation reservations	0.7%	4.7%	4.6%	22.6%	59.4%	8.2%
Make rental car reservations	0.3%	0.9%	2.7%	9.4%	63.1%	23.6%
Purchase tour or attraction packages	0.3%	0.5%	0.6%	8.3%	65.7%	24.7%

SOURCE: HAWAII TOURISM AUTHORITY, 2014 VISITOR SATISFACTION AND ACTIVITY REPORT.



## 10.4.5

### VISITORS BY INCOME LEVEL AND MMA MAUI COUNTY

Income <sup>1</sup>	US West	US East	Canada
Under \$40,000	5.7%	3.5%	5.7%
\$40,000 to \$50,000	2.2%	2.6%	3.6%
\$50,000 to \$60,000	4.3%	3.8%	5.0%
\$60,000 to \$70,000	3.7%	5.1%	7.4%
\$70,000 to \$80,000	7.5%	6.0%	5.6%
\$80,000 to \$90,000	5.7%	8.2%	4.7%
\$90,000 to \$100,000	5.8%	7.5%	8.5%
\$100,000 to \$125,000	15.4%	16.5%	15.0%
\$125,000 to \$150,000	10.9%	10.7%	12.9%
\$150,000 to \$175,000	8.2%	7.6%	8.4%
\$175,000 to \$200,000	6.3%	6.3%	6.0%
\$200,000 to \$250,000	8.9%	6.6%	6.4%
\$250,000 or more	15.5%	15.6%	10.7%

  

Income <sup>1</sup>	Japan	Europe	Oceania
Under \$40,000	12.5%	13.4%	7.2%
\$40,000 to \$50,000	15.8%	6.9%	9.2%
\$50,000 to \$60,000	9.4%	5.6%	7.0%
\$60,000 to \$70,000	12.3%	6.7%	6.6%
\$70,000 to \$80,000	6.6%	4.8%	5.2%
\$80,000 to \$90,000	6.3%	7.2%	8.4%
\$90,000 to \$100,000	7.4%	8.4%	6.1%
\$100,000 to \$125,000	29.0%	13.5%	11.5%
\$125,000 to \$150,000	0.0%	8.4%	9.5%
\$150,000 to \$175,000	0.0%	7.5%	6.3%
\$175,000 to \$200,000	0.0%	6.1%	4.1%
\$200,000 to \$250,000	0.0%	4.6%	8.2%
\$250,000 or more	0.6%	6.8%	10.8%

1. All in U.S. dollars.

MMA: Major Market Area

SOURCE: HAWAII'S TOURISM AUTHORITY, 2014 VISITOR SATISFACTION AND ACTIVITY REPORT.

10.5.1

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

<b>Attraction</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Maui</b>			
Alexander & Baldwin Sugar Museum	34,037	36,680	34,899
Aquarium Maui / Maui Ocean Center	306,346*	312,577	284,514
Haleakala National Park	1,094,668	785,300	1,142,040
Haleki'i-Pihana Heiaus State Monument <sup>1</sup>	NA	NA	NA
Hāna Cultural Center	NA	NA	NA
ʻĪao Valley State Monument <sup>1</sup>	NA	NA	NA
Kula Botanical Garden	32,100	34,275	NA
Lahaina Restoration Foundation	30,538	27,075*	23,098
Baldwin Missionary Home Museum	16,919	14,463*	13,390
Hale Pa'i Printing House	2,300	12,259*	490
Wo Hing Temple Museum	11,319	353*	9,218
Maui Historical Society Bailey House Museum	11,018	10,732	10,860
Whalers Village Museum	180,140	202,700	184,700
<b>Moloka'i</b>			
Kalaupapa National Historical Park	58,875	101,112	67,210
Kalaupapa Settlement	8,778	NA	NA

1. Fiscal year ending June 30.

NA: Not available

\* Revised data

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, STATE OF HAWAII DATA BOOK 2014.

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES MAUI COUNTY

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

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

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

## 10.5.3

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

	2010	2011	2012	2013	2014
<b>National Parks</b>					
Number	2	2	2	2	2
Acreage	44,001	44,001	44,043	44,043	44,043
Visits	1,133,525*	1,014,830	1,153,543	886,412	1,209,250
<b>State Parks and Historic Sites</b>					
Number	11	11	11	11	10
Acreage	561.7	561.7	561.7	561.7	560.2
<b>County Parks</b>					
Number	142	135	139	143	144
Acreage	1,395	1,720	1,801	1,977	2,152

\* Revised data.

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

## 10.5.4

### COMMUNITY CENTERS MAUI COUNTY

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

\* Revised data.

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 (Pu'unene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
First Assembly of God Maui (Moloka'i)	200
Makawao Union Church Hall	200
St. John Episcopal Church	200
ʻĪao Congegational	175
ʻĪao Congegational Hall	100
St. John Episcopal Church Hall	100

\* Revised data.

SOURCE: OFFICIALS OF THE FACILITIES.

10.6.1

**DOG LICENSES ISSUED  
BY ISLAND**

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

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; HAWAI'I ISLAND HUMANE SOCIETY.

10.6.2

**ANIMAL ACQUISITIONS AND DISPOSITIONS  
MAUI HUMANE SOCIETY**

	FY 2013-2014				FY 2014-2015			
	Dogs	Cats	Feral Cats	Other	Dogs	Cats	Feral Cats	Other
<b>Area</b>								
Lahaina	155	374	293	76	219	265	245	27
Kīhei	255	419	244	204	246	375	298	154
Makawao	218	246	171	501	223	251	191	157
Kahului	318	511	368	119	307	463	320	158
Kula	103	127	143	27	145	121	113	36
Wailuku	399	608	435	171	319	481	402	121
Pā'ia	54	100	90	18	62	115	54	20
Ha'ikū	196	166	89	134	205	195	92	114
Hāna	117	52	30	7	90	36	32	3
Lāna'i	9	0	0	0	65	55	20	9
Left at shelter	438	345	98	144	315	276	137	98
<b>Total</b>	<b>2,262</b>	<b>2,948</b>	<b>1,961</b>	<b>1,401</b>	<b>2,196</b>	<b>2,633</b>	<b>1,904</b>	<b>897</b>
<b>Intakes</b>								
Strays	1,491	2,010	1,721	689	1,404	1,897	1,700	585
Owner turn ins	755	920	240	700	788	735	205	303
Born here	16	18	0	11	6	0	0	9
<b>Total Live Intakes</b>	<b>2,262</b>	<b>2,948</b>	<b>1,961</b>	<b>1,400</b>	<b>2,198</b>	<b>2,632</b>	<b>1,905</b>	<b>897</b>
Dead on arrival	102	602	2	6	95	411	3	5
Owner requested euthanasia	167	88	3	7	142	86	4	6
<b>Total Intakes</b>	<b>2,531</b>	<b>3,638</b>	<b>1,966</b>	<b>1,413</b>	<b>2,435</b>	<b>3,129</b>	<b>1,912</b>	<b>908</b>
<b>Live Release</b>								
Reclaim by owner	533	247	17	8	542	265	6	18
Adopted	725	772	0	278	814	876	0	204
Transferred	245	1	0	16	410	33	0	27
<b>Total Live Release</b>	<b>1,503</b>	<b>1,020</b>	<b>17</b>	<b>302</b>	<b>1,766</b>	<b>1,174</b>	<b>6</b>	<b>249</b>
<b>Dispositions</b>								
Missing in action	0	9	1	5	8	15	3	14
Died at shelter	13	16	0	3	3	23	0	4
Euthanized unhealthy	232	698	1,944	681	175	674	1,892	522
Euthanized treatable	467	1,162	0	131	225	758	0	65
Euthanized healthy	15	34	0	276	0	5	0	31
<b>Total Euthanized</b>	<b>714</b>	<b>1,894</b>	<b>1,944</b>	<b>1,088</b>	<b>400</b>	<b>1,437</b>	<b>1,892</b>	<b>618</b>

SOURCE: MAUI HUMANE SOCIETY.

## 10.6.3

## MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
Leash Law	1,347	1,145	973	773
No Tax	364	242	0	111
Barking	150	74	45	156
Cruelty/Neglect	526	483	493	869
Yard Inspection	2	0	1	4
Injured Animals	170	119	119	179
Injured Wild Life	19	3	8	2
Large Animal Trespass	16	6	9	10
Spay/Neuter Reclaims	49	NA	NA	NA
Abandonment	53	52	22	49
Dangerous Dog Recheck	74	44	65	66
Dog to Dog Bites	60	59	69	53
Dog to Human Bites	59	63	68	62
Dog to Other Bites	39	32	46	44
Ongoing Investigation	2,213	NA	1,080	1,080
Pickup/Deliver/Misc.	828	810	918	542
Stray Dog Pick Up	574	429	438	768
Dead on Arrival	746	656	645	556
Stray Cat Pick Up	1,753	1,371	1,214	469
Owned Animal Pick Up	45	56	52	12
Pick Up Police Reports, License	199	180	14	NA
Other Animal Pick Up	6	3	0	3
Wild Life Pick Up	4	1	0	0
Wild Life Transfer	0	1	0	0
Preventative Patrols	1,988	764	1,909	1,727
Personal Assist	449	276	360	837
<b>Total</b>	<b>11,733</b>	<b>6,869</b>	<b>8,548</b>	<b>8,372</b>

FY 2014-15	Upcountry	Hāna	Kahului	Wailuku	Lahaina	Kīhei
Leash Law	75	0	10	35	16	18
No Tax	8	0	0	0	0	0
Inhumane Manner	20	0	14	4	1	0
Cruelty	0	0	1	3	1	1
Aggressive Dog	38	0	7	18	5	15
Dangerous Dog Non Compliance	16	0	0	2	3	3
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>157</b>	<b>0</b>	<b>32</b>	<b>62</b>	<b>26</b>	<b>37</b>

NA: Not available

SOURCE: MAUI HUMANE SOCIETY.