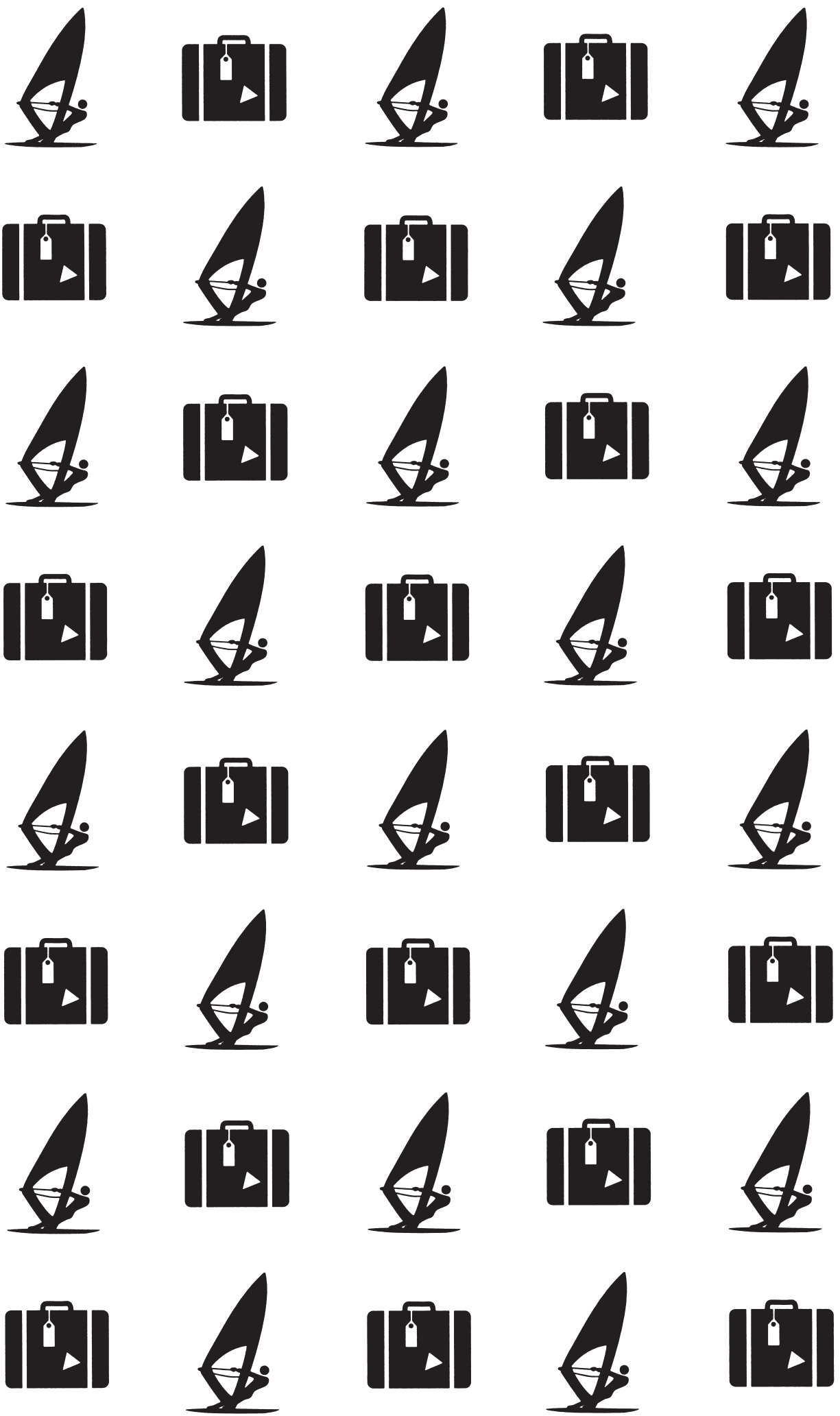


# Visitor Industry & Recreation



## 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 Hawai'i County attractions.

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

## 10.1.1

## VISITORS TO HAWAI'I COUNTY BY MONTH

*Arrivals by Air*

2014	Hawai'i County	Hilo	Kona
<b>All Visitors</b>			
January	131,105	45,538	111,247
February	121,068	41,370	102,524
March	127,368	43,544	108,135
April	109,022	40,981	92,383
May	106,161	43,200	87,543
June	125,773	48,510	104,292
July	139,184	49,426	118,081
August	127,337	47,993	108,257
September	100,057	40,992	81,024
October	115,050	42,035	96,385
November	107,005	36,885	91,659
December	139,939	51,788	117,163
<b>Total</b>	<b>1,449,070</b>	<b>532,261</b>	<b>1,218,693</b>
<b>Domestic Visitors</b>			
January	93,321	31,609	81,181
February	89,425	28,929	78,163
March	95,088	30,253	83,152
April	82,332	28,827	71,523
May	83,343	31,701	71,322
June	97,905	34,537	84,796
July	106,466	36,916	92,041
August	93,729	34,098	80,558
September	69,297	25,905	59,086
October	84,241	27,478	73,840
November	80,374	25,618	70,567
December	103,432	35,448	88,865
<b>Total</b>	<b>1,078,953</b>	<b>371,318</b>	<b>935,095</b>
<b>International Visitors</b>			
January	37,783	13,929	30,066
February	31,643	12,441	24,361
March	32,280	13,291	24,983
April	26,690	12,154	20,859
May	22,818	11,499	16,221
June	27,868	13,973	19,496
July	32,718	12,510	26,040
August	33,608	13,895	27,699
September	30,760	15,087	21,938
October	30,809	14,557	22,545
November	26,631	11,267	21,092
December	36,507	16,340	28,299
<b>Total</b>	<b>370,117</b>	<b>160,942</b>	<b>283,598</b>

SOURCE: HAWAI'I TOURISM AUTHORITY.

## 10.1.2

### LENGTH OF STAY AND AVERAGE DAILY CENSUS HAWAI'I COUNTY

*Arrivals by Air*

	2010	2011	2012	2013	2014
<b>Length of Stay (days)</b>					
<b>All Visitors</b>					
Hawai'i County	7.06	7.35	7.29	7.44	7.56
Hilo	3.79	3.91	3.89	4.08	4.13
Kona	6.80	7.04	7.06	7.11	7.18
<b>Domestic</b>					
Hawai'i County	7.93	8.16	8.21	8.47	8.55
Hilo	4.39	4.56	4.66	4.95	4.97
Kona	7.43	7.62	7.65	7.85	7.90
<b>International</b>					
Hawai'i County	4.25	4.56	4.57	4.57	4.66
Hilo	2.27	2.30	2.19	2.23	2.20
Kona	4.44	4.69	4.94	4.74	4.83
<b>Average Daily Census</b>					
<b>All Visitors</b>					
Hawai'i County	24,773	26,550	28,559	29,255	30,008
Hilo	4,917	5,196	5,589	5,864	6,025
Kona	19,857	21,354	22,970	23,391	23,983
<b>Domestic</b>					
Hawai'i County	21,228	22,851	24,057	24,500	25,286
Hilo	4,087	4,314	4,601	4,843	5,055
Kona	17,141	18,537	19,456	19,657	20,230
<b>International</b>					
Hawai'i County	3,545	3,699	4,502	4,755	4,722
Hilo	829	882	988	1,022	970
Kona	2,716	2,817	3,514	3,734	3,752

SOURCE: HAWAI'I 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*

Year	Hawai'i	Maui	Kaua'i	O'ahu	State
1985	8,040	31,910	11,470	65,280	116,700
1986	9,870	34,330	14,840	73,870	132,910
1987	10,210	33,890	15,510	74,660	134,270
1988	10,690	33,870	16,400	80,450	141,410
1989	17,760	44,020	19,140	88,750	169,670
1990	16,698	37,657	17,378	82,783	154,516
1991	17,535	37,060	17,720	75,008	147,323
1992	19,297	41,854	13,516	77,999	152,666
1993	18,974	42,132	8,283	78,108	147,498
1994	18,902	42,933	13,268	81,526	156,630
1995	18,547	42,751	14,439	81,362	157,098
1996	19,337	42,724	15,615	81,054	158,730
1997	21,656	43,383	15,999	76,150	157,188
1998	23,993	42,864	17,909	72,623	157,389
1999	22,736	43,992	18,214	79,497	164,439
2000	21,831	43,854	18,041	84,911	168,637
2001	21,064	40,651	16,830	79,702	158,247
2002 <sup>1</sup>	21,811	41,795	17,046	79,545	160,195
2003	21,934	44,510	17,828	76,776	161,048
2004	23,376	45,517	18,869	83,718	171,481
2005 <sup>2</sup>	27,768	48,414	19,675	89,588	185,445
2006 <sup>3</sup>	28,336	51,034	20,903	89,167	189,441
2007	27,891	51,222	22,207	88,092	189,412
2008	24,842	46,038	19,855	81,751	172,487
2009	23,204	42,864	18,690	80,324	165,082
2010 <sup>4</sup>	24,773	47,421	19,548	86,207	177,949
2011	26,550	49,481	20,814	88,979	185,824
2012	28,559	52,401	22,318	97,989	201,267
2013	29,255	54,233	23,334	96,054	202,876
2014	30,008	55,822	23,589	96,013	205,433

1. 2002 NUMBERS WERE REVISED. 2002 REVISIONS WERE SHOWN IN THE 2003 ANNUAL VISITOR RESEARCH REPORT.
2. 2005 NUMBERS WERE REVISED. 2005 REVISIONS WERE SHOWN IN THE 2006 ANNUAL VISITOR RESEARCH REPORT.
3. 2006 NUMBERS WERE REVISED. 2006 REVISIONS WERE SHOWN IN THE 2007 ANNUAL VISITOR RESEARCH REPORT.
4. 2010 NUMBERS WERE REVISED. 2010 REVISIONS WERE SHOWN IN THE 2011 ANNUAL VISITOR RESEARCH REPORT.

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.1.4

### DOMESTIC VISITOR ARRIVALS FROM TOP CBSAS HAWAI'I COUNTY

*Arrivals by Air*

2014	Hilo	Kona	Hawai'i County	State
Anchorage	2,749	10,148	11,214	48,152
Atlanta	3,721	8,369	9,731	42,691
Austin	2,244	5,007	5,931	26,473
Bakersfield	626	1,973	2,217	13,763
Bellingham	754	2,166	2,477	14,746
Boise	1,233	3,681	4,129	21,183
Boston	4,179	9,201	10,880	42,616
Charlotte	1,422	3,027	3,540	14,073
Chicago	7,925	19,154	22,038	106,108
Cincinnati	1,589	3,316	3,870	15,207
Colorado	1,195	2,670	3,119	15,778
Dallas	5,539	13,784	16,033	85,803
Denver	4,882	14,835	16,759	78,155
Detroit	2,489	5,784	6,667	28,594
Eugene	1,050	3,223	3,596	15,444
Fresno	870	2,735	3,099	19,604
Houston	5,810	11,987	14,342	68,196
Indianapolis	1,442	2,828	3,331	15,240
Kansas City	1,758	3,768	4,480	21,571
Las Vegas	3,506	7,362	9,024	64,168
Los Angeles	25,684	79,100	90,713	569,784
Miami	2,827	5,383	6,313	25,131
Minneapolis	3,952	10,850	12,338	53,569
Modesto	556	1,862	2,113	13,707
New York	14,628	31,256	36,680	151,386
Ogden	934	2,671	2,950	19,389
Olympia	872	2,499	2,833	15,325
Orlando	1,546	2,928	3,469	15,121
Oxnard	1,998	6,421	7,243	43,656
Philadelphia	4,289	8,734	10,282	39,906

10.1.4

CONTINUED

2014	Hilo	Kona	Hawai'i County	State
Phoenix	6,446	18,570	21,036	123,674
Pittsburgh	1,488	3,102	3,658	14,213
Portland	7,859	27,441	30,387	150,909
Provo	747	2,056	2,357	20,638
Reno	1,079	3,478	3,906	18,885
Riverside-San Bernardino	5,085	13,638	15,980	106,204
Sacramento	5,174	15,861	17,965	118,457
Salem	878	2,696	3,022	15,346
Salinas	744	2,564	2,876	14,193
Salt Lake City	1,929	5,307	5,977	41,450
San Antonio	1,547	3,186	3,822	20,058
San Diego	7,907	21,847	25,530	180,522
San Francisco	19,004	64,434	72,333	398,353
San Jose	7,469	24,479	27,305	164,869
San Luis	883	2,493	2,848	13,847
Santa Cruz	1,309	4,010	4,529	21,948
Santa Maria	1,057	3,285	3,783	19,559
Santa Rosa	1,718	5,679	6,341	31,253
Seattle	14,395	50,907	56,128	305,283
Spokane	1,133	3,915	4,297	22,767
St. Louis	2,026	4,466	5,216	24,138
Stockton	893	2,822	3,194	22,250
Tampa	1,742	3,405	4,018	16,299
Tucson	1,579	3,803	4,376	21,115
Vallejo	843	2,639	2,995	20,835
Virginia Beach	1,123	2,093	2,561	14,846
Washington	6,994	14,014	17,058	78,348

CBSAs: CORE BASED STATISTICS AREA

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

10.1.5

**VISITOR ARRIVALS  
HAWAI'I COUNTY**

<b>Year</b>	<b>International</b>	<b>Domestic</b>	<b>By Ship<sup>1</sup></b>	<b>Total</b>
1998	413,731	927,037	40,308	1,381,076
1999	365,361	942,359	42,219	1,349,939
2000	342,609	925,356	27,852	1,295,817
2001	312,936	868,615	40,567	1,222,118
2002	324,633	918,680	55,630	1,298,943
2003	284,946	922,217	40,548	1,247,711
2004	298,452	982,704	73,901	1,355,057
2005	347,907	1,173,629	40,548	1,562,085
2006	326,579	1,287,829	90,930	1,705,338
2007	317,141	1,305,218	117,099	1,739,458
2008	295,229	1,026,048	99,210	1,420,487
2009	264,413	950,843	84,455	1,299,711
2010	304,773	986,086	88,062	1,378,921
2011	296,294	1,022,016	115,278	1,433,588
2012	360,604	1,072,678	269,918	1,703,200
2013	379,862	1,055,383	271,964	1,707,209
2014	370,117	1,078,953	226,140	1,675,210

1. VISITOR ARRIVALS BY SHIPS UNTIL 2011. VISITOR ARRIVALS BY SHIPS AND BY AIR STARTING IN 2012.

SOURCE: HAWAI'I TOURISM AUTHORITY.



10.1.6

**NATION OF RESIDENCE OF VISITORS  
TO HAWAI'I COUNTY**

*Arrivals by Air*

<b>2014</b>	<b>Hawai'i</b>	<b>Hilo</b>	<b>Kona</b>
<b>Total</b>	<b>1,449,070</b>	<b>532,261</b>	<b>1,218,693</b>
<b>U.S.</b>	<b>971,985</b>	<b>330,038</b>	<b>844,256</b>
<b>Canada</b>	<b>105,947</b>	<b>35,402</b>	<b>97,353</b>
<b>Asia</b>	<b>223,312</b>	<b>93,126</b>	<b>156,821</b>
China	31,726	16,042	22,132
Hong Kong	1,215	572	1,004
Japan	170,482	65,856	120,383
Korea	15,141	8,492	9,581
Singapore	514	159	470
Taiwan	4,234	2,004	3,250
<b>Oceania</b>	<b>54,127</b>	<b>30,828</b>	<b>45,222</b>
Australia	46,049	26,913	38,244
New Zealand	8,078	3,914	6,978
<b>Europe</b>	<b>48,017</b>	<b>24,131</b>	<b>39,533</b>
United Kingdom	12,730	5,312	10,747
Germany	17,630	9,510	13,987
France	7,689	3,939	6,657
Italy	2,873	1,340	2,330
Switzerland	7,096	4,031	5,810
<b>Latin America</b>	<b>7,117</b>	<b>3,190</b>	<b>5,747</b>
Argentina	737	272	600
Brazil	3,379	1,469	2,749
Mexico	3,002	1,449	2,398
<b>Other</b>	<b>38,564</b>	<b>15,547</b>	<b>29,761</b>

SOURCE: HAWAI'I TOURISM AUTHORITY.

10.1.7

**TOTAL AIR SEATS OPERATED TO  
KONA AND HILO AIRPORTS**

	2013		2014	
	Kona	Hilo	Kona	Hilo
<b>TOTAL SEATS</b>	<b>614,714</b>	<b>48,588</b>	<b>686,553</b>	<b>46,056</b>
Scheduled	614,714	48,588	686,553	46,056
Charter	0	0	0	0
<b>DOMESTIC SEATS</b>	<b>588,403</b>	<b>48,588</b>	<b>650,143</b>	<b>46,056</b>
Scheduled Seats	588,403	48,588	650,143	46,056
Charter seats	0	0	0	0
<b>US West</b>	<b>588,403</b>	<b>48,588</b>	<b>650,143</b>	<b>46,056</b>
Anchorage	3,454	0	4,806	0
Boise	0	0	2,366	0
Denver	9,392	0	9,100	0
Los Angeles	230,497	47,048	249,496	46,056
Oakland	40,663	0	45,799	0
Phoenix	59,667	0	58,520	0
Portland	17,898	0	26,736	0
San Francisco	123,840	1,540	134,584	0
San Jose	35,168	0	25,590	0
Seattle	67,824	0	93,146	0
<b>INTERNATIONAL SEATS</b>	<b>26,311</b>	<b>0</b>	<b>36,410</b>	<b>0</b>
<b>Canada</b>	<b>26,311</b>	<b>0</b>	<b>36,410</b>	<b>0</b>
Vancouver	26,311	0	36,410	0

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.1.8

## HOTEL OCCUPANCY AND ROOM RATES HAWAI'I COUNTY

Month, 2014	Occupancy	Average Daily Rate	Revenue per Available Room
January	70.2%	\$238.44	167.38
February	76.5%	\$245.19	187.57
March	65.8%	\$246.02	161.88
April	59.7%	\$241.74	144.32
May	53.2%	\$215.82	114.82
June	56.3%	\$227.95	128.34
July	63.6%	\$241.15	153.37
August	60.3%	\$241.81	145.81
September	55.0%	\$193.67	106.52
October	63.8%	\$216.64	138.22
November	57.4%	\$221.73	127.27
December	59.6%	\$292.53	174.35
<b>Total</b>	<b>61.5%</b>	<b>\$236.73</b>	<b>145.59</b>

SOURCE: HAWAI'I TOURISM AUTHORITY.

## 10.2.1

## CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2011	2012	2013	2014	2015
<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%	43.9%	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%	18.9%	33.7%
Deluxe (\$251 to \$500)	43.2%	40.5%	47.8%	45.0%	26.6%
Luxury (over \$500 per night)	20.8%	25.4%	26.3%	28.8%	37.0%
<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%	47.4%	53.8%
<b>Moloka'i</b>					
Budget (up to \$100)	27.9%	5.2%	6.3%	3.1%	6.2%
Standard (\$101 to \$250)	65.2%	88.2%	89.4%	92.1%	85.6%
Deluxe (\$251 to \$500)	5.5%	5.9%	3.5%	3.9%	8.2%
Luxury (over \$500 per night)	1.5%	0.7%	0.7%	0.8%	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>O'ahu</b>					
Budget (up to \$100)	7.4%	7.1%	6.6%	4.8%	3.1%
Standard (\$101 to \$250)	34.6%	33.7%	26.3%	24.3%	32.2%
Deluxe (\$251 to \$500)	40.0%	40.7%	43.2%	47.5%	36.1%
Luxury (over \$500 per night)	18.0%	18.4%	23.9%	23.3%	28.6%
<b>Statewide</b>					
Budget (up to \$100)	6.9%	6.9%	6.0%	5.2%	3.8%
Standard (\$101 to \$250)	31.3%	29.9%	25.7%	23.9%	29.4%
Deluxe (\$251 to \$500)	37.5%	37.9%	39.8%	42.2%	32.6%
Luxury (over \$500 per night)	24.3%	25.2%	28.5%	28.7%	34.1%

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.2

**VISITOR PLANT INVENTORY BY TYPE  
HAWAI'I COUNTY**

	2012		2013		2014		2015	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
<b>Hawai'i County</b>								
Apartment/Hotel	1	80	0	33	1	45	2	36
Bed & Breakfast	88	383	88	365	84	358	57	289
Condo Hotel	27	689	14	934	12	791	13	620
Hostel	2	11	1	20	3	24	3	24
Hotel	32	6,785	28	6,387	27	6,347	29	6,564
Individual Unit	314	1,105	388	1,360	417	1,327	426	1,766
Timeshare	14	1,382	14	1,680	13	1,652	17	1,663
Other	10	159	10	124	11	122	14	123
<b>Total</b>	<b>488</b>	<b>10,594</b>	<b>543</b>	<b>10,903</b>	<b>568</b>	<b>10,666</b>	<b>561</b>	<b>11,085</b>
<b>State</b>								
Apartment/Hotel	25	293	12	344	12	325	7	116
Bed & Breakfast	192	685	188	652	221	755	132	583
Condo Hotel	134	12,188	99	11,484	96	10,560	124	10,942
Hostel	10	260	9	269	12	303	12	312
Hotel	144	43,151	144	43,489	145	43,575	141	43,304
Individual Unit	1,205	7,567	1,399	6,943	1,133	7,162	1,640	10,768
Timeshare	65	457	63	10,389	60	10,647	83	10,680
Other	17	10,049	17	389	21	389	26	433
<b>Total</b>	<b>1,792</b>	<b>74,650</b>	<b>1,931</b>	<b>73,959</b>	<b>1,700</b>	<b>73,716</b>	<b>2,165</b>	<b>77,138</b>

NOTE: PROP MEANS NUMBER OF PROPERTIES.

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

## 10.2.3

## SUMMARY OF VISITOR PLANT INVENTORY BY AREA AND TYPE, HAWAI'I COUNTY

Area/Type, 2015	Properties	Units
<b>Hilo/Honoka'a</b>		
Apartment/Hotel	1	24
Bed & Breakfast	20	88
Condo Hotel	1	50
Hostel	0	16
Hotel	7	1,006
Individual Unit	33	97
Timeshare	0	0
Other	4	69
<b>Kohala/Waimea/Kawaihae</b>		
Apartment/Hotel	0	0
Bed & Breakfast	6	40
Condo Hotel	6	304
Hostel	0	0
Hotel	9	3,342
Individual Unit	106	536
Timeshare	4	699
Other	3	15
<b>Kona</b>		
Apartment/Hotel	0	0
Bed & Breakfast	18	88
Condo Hotel	6	266
Hostel	1	1
Hotel	11	2,077
Individual Unit	263	1,037
Timeshare	12	940
Other	2	7
<b>Nā'ālehu/Ka'ū</b>		
Apartment/Hotel	0	0
Bed & Breakfast	1	13
Condo Hotel	0	0
Hostel	1	1
Hotel	0	0
Individual Unit	1	3
Timeshare	0	0
Other	1	5
<b>Volcano Area</b>		
Apartment/Hotel	1	12
Bed & Breakfast	12	60
Condo Hotel	0	0
Hostel	1	6
Hotel	2	139
Individual Unit	23	93
Timeshare	1	24
Other	4	27
<b>Total</b>	<b>561</b>	<b>11,085</b>

SOURCE: HAWAI'I TOURISM AUTHORITY, 2015 VISITOR PLANT INVENTORY.

10.2.4

**VISITOR PLANT INVENTORY  
HAWAI'I COUNTY**

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<b>Year</b>	<b>Available Units</b>
1985	7,511
1986	7,280
1987	7,328
1988	8,823
1989	8,161
1990	8,952
1991	9,383
1992	9,170
1993	9,140
1994	9,595
1995	NA
1996	9,558
1997	9,913
1998	9,655
1999	9,815
2000	9,774
2001	9,944
2002	9,297
2003	9,478
2004	9,857
2005	10,940
2006	10,831
2007	11,061
2008	11,240
2009	11,541
2010	11,479
2011	11,113
2012	10,594
2013	10,903
2014	10,666
2015	11,085

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NA: NOT AVAILABLE

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

## 10.3.1

## DAILY EXPENDITURES PER PERSON BY ISLAND

*Arrivals by air*

2014	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i
<b>Total Spending</b>	<b>209.6</b>	<b>203.9</b>	<b>120.9</b>	<b>318.9</b>	<b>163.7</b>	<b>170.5</b>
<b>Lodging</b>	<b>92.8</b>	<b>98.3</b>	<b>51.4</b>	<b>175.4</b>	<b>72.4</b>	<b>72.9</b>
<b>Total Food and beverage</b>	<b>40.6</b>	<b>41.6</b>	<b>22.7</b>	<b>73.9</b>	<b>34.1</b>	<b>33.6</b>
Restaurant food	28.7	26.8	10.6	65.8	21.0	22.2
Dinner shows and cruises	3.9	4.7	0.1	2.4	3.4	2.2
Groceries and snacks	7.9	10.1	11.9	5.7	9.7	9.2
<b>Entertainment &amp; Recreation</b>	<b>16.7</b>	<b>17.8</b>	<b>11.4</b>	<b>26.0</b>	<b>18.9</b>	<b>17.9</b>
<b>Total Transportation</b>	<b>14.7</b>	<b>20.1</b>	<b>25.9</b>	<b>17.6</b>	<b>19.5</b>	<b>24.8</b>
Interisland airfare	2.2	2.8	10.4	10.5	2.5	6.5
Ground transportation	2.0	0.7	1.6	1.9	0.3	0.6
Rental vehicles	9.3	15.0	11.9	4.2	15.4	15.7
Gasoline, parking, etc.	1.2	1.6	2.0	1.0	1.2	2.0
<b>Total Shopping</b>	<b>37.4</b>	<b>19.1</b>	<b>6.8</b>	<b>16.1</b>	<b>13.5</b>	<b>15.2</b>
Fashion and clothing	14.5	8.0	1.7	9.3	5.4	5.3
Jewelry and watches	4.6	3.8	0.5	2.0	2.5	2.5
Cosmetics, perfume	1.8	0.6	0.1	0.7	0.3	0.2
Leather goods	5.3	0.7	0.3	0.2	0.1	0.4
Hawai'i food products	3.2	2.1	1.8	1.7	1.8	3.2
Souvenirs	8.0	4.0	2.4	2.2	3.4	3.6
<b>All other expenses</b>	<b>7.4</b>	<b>7.1</b>	<b>2.7</b>	<b>10.0</b>	<b>5.4</b>	<b>6.0</b>

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



10.3.2

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

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

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

**10.3.3**  
**SUMMARY VISITOR CHARACTERISTICS**  
**HAWAI'I COUNTY**

*Arrivals by Air*

<b>2014</b>	<b>Total</b>	<b>Domestic</b>	<b>International</b>
<b>Islands Visited</b>			
O'ahu	644,755	362,461	282,295
Maui County	349,297	259,013	90,284
Maui	341,594	252,659	88,935
Moloka'i	23,703	16,614	7,088
Lāna'i	26,555	18,459	8,096
Kaua'i	234,584	182,289	52,295
Hawai'i Island	1,449,070	1,078,953	370,117
Hilo	532,261	371,318	160,942
Kona	1,218,693	935,095	283,598
Hawai'i County Only	668,811	595,925	72,886
<b>Visit Status</b>			
First-Time	512,589	338,269	174,319
Repeat	936,481	740,683	195,798
Average # of Trips	5.04	5.61	3.39
<b>Party Size</b>			
One	210,398	184,444	25,954
Two	665,640	491,672	173,969
Three or more	573,031	402,837	170,194
Avg Party Size	2.12	2.03	2.42
<b>Accommodations</b>			
Hotel	881,107	592,725	288,383
Hotel Only	627,520	398,607	228,913
Condo	269,602	207,034	62,569
Condo Only	168,255	134,194	34,060
Timeshare	151,471	128,429	23,042
Timeshare Only	102,907	87,126	15,781
Rental House	155,374	136,127	19,247
Bed & Breakfast	44,367	35,085	9,281
Cruise Ship	103,218	82,431	20,787
Friends or Relatives	142,367	127,992	14,375

SOURCE: HAWAI'I TOURISM AUTHORITY, 2014 ANNUAL VISITOR RESEARCH REPORT.

### 10.3.4

## SUMMARY VISITOR CHARACTERISTICS BY ISLAND HAWAI'I COUNTY

### *Arrivals by Air*

2014	Hilo	Kona
<b>Islands Visited</b>		
O'ahu	334,967	494,983
Maui County	204,057	293,759
Maui	200,467	287,818
Moloka'i	18,653	21,109
Lāna'i	20,102	23,822
Kaua'i	155,453	206,970
Hawai'i Island	532,261	1,218,693
Hilo	532,261	301,884
Kona	301,884	1,218,693
<b>Visit Status</b>		
First-Time	239,365	413,229
Repeat	292,895	805,464
Average # of Trips	4.04	5.17
<b>Party Size</b>		
One	81,989	169,705
Two	249,090	568,096
Three or more	201,182	480,892
Avg Party Size	2.09	2.13
<b>Accommodations</b>		
Hotel	350,451	725,871
Hotel Only	201,779	504,720
Condo	71,606	245,921
Condo Only	31,956	156,269
Timeshare	31,658	140,484
Timeshare Only	16,637	97,015
Rental House	64,504	130,400
Bed & Breakfast	29,594	35,027
Cruise Ship	96,061	98,225
Friends or Relatives	64,108	107,605

SOURCE: HAWAI'I TOURISM AUTHORITY, 2014 ANNUAL VISITOR RESEARCH REPORT.

### 10.3.5

## TOTAL CRUISE PASSENGERS BY MMA HAWAI'I COUNTY

	Visitors	US West	US East	Canada	Oceania <sup>1</sup>	Europe	Other	Hawai'i Residents	Total
2002	222,765	67,591	121,561	14,758	NA	5,244	13,611	6,746	229,511
2003	209,462	59,959	114,455	13,722	NA	5,800	15,525	5,654	215,116
2004	234,868	65,614	124,390	15,840	NA	7,510	21,514	3,577	238,445
2005	312,812	88,853	168,864	27,613	NA	8,666	18,816	4,791	317,602
2006	404,931	127,228	211,808	33,668	NA	9,627	22,600	10,227	415,158
2007	488,531	143,332	236,865	42,639	NA	10,209	55,486	10,796	499,327
2008	256,268	69,135	135,780	27,896	NA	7,223	16,234	1,999	258,267
2009	205,132	64,232	98,807	23,610	NA	6,780	11,702	3,843	208,975
2010	211,078	62,081	95,797	26,265	NA	10,648	16,287	1,913	212,991
2011	234,708	74,521	97,147	28,825	NA	10,088	24,128	2,129	236,837
2012	269,918	84,136	103,868	37,328	16,180	10,550	17,856	3,253	273,171
2013	271,964	83,828	105,327	33,304	19,768	9,766	19,970	3,526	275,490
2014	226,140	61,513	85,786	31,000	17,680	10,015	20,146	4,216	230,356

MMA: MAJOR MARKET AREA

1. OCEANIA INCLUDES AUSTRALIA AND NEW ZEALAND; THIS CATEGORY BEGAN TO BE COUNTED IN 2012.

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

10.3.6

**CRUISE AND PASSENGER SHIP SCHEDULE  
HILO AND KAILUA-KONA HARBORS**

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**Ships Scheduled  
2016**

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**Hilo Harbor**

January	7
February	4
March	6
April	13
May	8
June	6
July	4
August	6
September	9
October	12
November	9
December	8

**Total 92**

**Kailua-Kona Harbor**

January	2
February	3
March	3
April	9
May	7
June	6
July	4
August	5
September	8
October	8
November	6
December	6

**Total 67**

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NOTE: SCHEDULES ARE TENTATIVE.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HARBORS DIVISION, HILO PASSENGER VESSEL SCHEDULE FOR 2016;  
HAWAII.PORTCALL.COM (ACCESSED JANUARY 22, 2016).

## 10.4.1

### ACTIVITY PARTICIPATION BY VISITOR CATEGORY, HAWAII COUNTY

Hilo, 2014	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>93.1%</b>	<b>88.4%</b>	<b>90.2%</b>	<b>90.3%</b>
Self-guided/DriveAroundIsland	81.6%	53.3%	27.0%	67.4%
Helicopter/Airplane Tour	4.0%	11.3%	1.6%	11.1%
Boat/Submarine Tour, WhaleWatching	0.8%	3.7%	7.4%	1.5%
Visit Communities	19.1%	13.9%	5.8%	14.2%
Limo, Van/Bus Tour	8.3%	23.0%	60.8%	18.3%
ScenicViews/NaturalLandmarks	60.1%	60.6%	24.2%	64.8%
Movie/TV film location	0.0%	1.0%	0.0%	0.4%
<b>All Recreation</b>	<b>84.0%</b>	<b>65.2%</b>	<b>41.8%</b>	<b>73.4%</b>
Beach/sunbathing/swimming	44.4%	23.2%	16.8%	35.6%
Surfing/bodyboarding/paddleboarding	6.0%	3.3%	1.3%	4.7%
Canoeing/kayaking	3.8%	1.2%	5.4%	1.2%
Snorkeling/scuba diving	21.4%	9.7%	11.4%	22.6%
Jet skiing/parasailing/windsurfing	1.5%	0.1%	0.0%	0.0%
Golf	3.1%	0.8%	0.0%	1.6%
Running/jogging/fitness walking	21.5%	7.2%	10.9%	12.0%
Spa	2.0%	1.5%	0.0%	1.2%
Backpacking/hiking/camping	23.5%	17.5%	4.5%	31.9%
Agritourism	8.5%	7.7%	0.0%	4.3%
Sports event/tournament	2.4%	0.2%	0.0%	0.0%
StateParks/BotanicalGardens	58.1%	51.9%	20.8%	54.0%
<b>All Entertainment</b>	<b>84.8%</b>	<b>62.0%</b>	<b>44.3%</b>	<b>71.8%</b>
Lunch/sunset/dinner/evening cruise	12.0%	13.2%	26.9%	11.2%
Live music/stage show	4.9%	10.2%	10.9%	3.2%
Nightclub/dancing/bar/karaoke	3.6%	2.1%	0.0%	2.7%
Fine dining	22.9%	19.3%	6.4%	16.4%
Family restaurant/diner	54.1%	40.3%	17.9%	46.7%
Fast Food	23.2%	13.5%	9.3%	22.7%
Cafe/Coffee House	31.2%	16.5%	8.6%	23.7%
Ethnic dining	23.9%	15.2%	3.5%	13.6%
Prepared own meal	43.2%	21.6%	0.8%	37.6%
<b>All Shopping</b>	<b>80.5%</b>	<b>60.5%</b>	<b>47.9%</b>	<b>65.0%</b>
Mall/Department stores	22.2%	15.2%	15.1%	23.6%
Designer boutiques	8.0%	6.4%	2.1%	4.6%
Hotel stores	3.7%	5.4%	9.3%	1.4%
Swap meet/Flea market	19.2%	8.6%	3.1%	11.5%
Discount/outlet stores	9.6%	5.2%	7.5%	5.4%
Supermarkets	41.7%	22.9%	23.3%	34.6%
Farmers Market	47.7%	23.4%	2.4%	31.7%
Convenience Stores	21.8%	18.4%	10.1%	23.0%
Duty Free stores	0.6%	2.5%	10.9%	0.6%
Local shops/artisans	49.4%	40.2%	9.5%	39.7%
<b>All Culture</b>	<b>44.8%</b>	<b>35.4%</b>	<b>26.2%</b>	<b>37.0%</b>
Historic military site	5.0%	3.9%	2.1%	3.0%
Other historic site	23.5%	25.1%	7.5%	24.1%
Museum/art gallery	18.8%	10.1%	0.0%	15.1%
Luau	2.8%	5.4%	6.8%	2.4%
Polynesian show/hula	2.5%	2.2%	8.4%	1.4%
Lessons, Hula/Canoeing	0.9%	0.6%	2.3%	1.5%
Ukulele Lessons	0.9%	0.5%	0.0%	0.5%
Play/concert/theatre	1.0%	1.8%	1.1%	1.3%
Art/craft fair	11.7%	3.8%	0.0%	3.7%
Festivals	1.8%	1.7%	1.2%	2.2%
<b>All Transportation</b>	<b>72.4%</b>	<b>84.8%</b>	<b>88.6%</b>	<b>79.3%</b>
Airport Shuttle	8.5%	5.6%	3.5%	6.9%
Trolley	0.0%	1.8%	3.3%	0.8%
Public Bus	0.5%	2.3%	0.0%	3.3%
Tour Bus/Tour Van	5.6%	33.8%	68.4%	22.8%
Meeting	7.4%	1.5%	0.0%	0.4%
Convention	0.3%	0.4%	0.0%	0.4%

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

## 10.4.1

## CONTINUED

Kona, 2014	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>91.1%</b>	<b>92.7%</b>	<b>86.3%</b>	<b>95.6%</b>
Self-guided/DriveAroundIsland	84.4%	69.7%	44.4%	81.0%
Helicopter/Airplane Tour	3.9%	8.6%	2.6%	9.2%
Boat/Submarine Tour, WhaleWatching	19.1%	20.9%	5.0%	24.3%
Visit Communities	19.6%	17.2%	5.5%	21.4%
Limo, Van/Bus Tour	6.7%	19.1%	44.5%	12.4%
ScenicViews/NaturalLandmarks	61.3%	63.4%	25.1%	68.1%
Movie/TV film location	1.3%	0.4%	0.0%	0.4%
<b>All Recreation</b>	<b>93.0%</b>	<b>83.1%</b>	<b>64.5%</b>	<b>92.3%</b>
Beach/sunbathing/swimming	80.7%	63.5%	43.8%	80.6%
Surfing/bodyboarding/paddleboarding	18.1%	12.3%	2.6%	22.1%
Canoeing/kayaking	10.5%	5.2%	1.8%	6.4%
Snorkeling/scuba diving	49.5%	36.8%	13.3%	52.4%
Jet skiing/parasailing/windsurfing	2.0%	1.5%	0.3%	0.7%
Golf	11.5%	7.8%	12.5%	12.4%
Running/jogging/fitness walking	33.3%	23.5%	10.5%	33.6%
Spa	8.9%	7.7%	2.2%	5.5%
Backpacking/hiking/camping	14.0%	17.0%	1.9%	19.5%
Agritourism	10.9%	11.7%	5.3%	11.9%
Sports event/tournament	2.2%	1.9%	0.3%	4.5%
StateParks/BotanicalGardens	41.2%	49.1%	11.9%	48.1%
<b>All Entertainment</b>	<b>94.2%</b>	<b>83.4%</b>	<b>74.7%</b>	<b>92.5%</b>
Lunch/sunset/dinner/evening cruise	19.3%	20.7%	38.5%	23.0%
Live music/stage show	22.9%	24.9%	11.0%	24.4%
Nightclub/dancing/bar/karaoke	9.5%	6.5%	1.5%	10.8%
Fine dining	50.8%	43.2%	15.3%	41.9%
Family restaurant/diner	64.3%	51.3%	18.8%	64.7%
Fast Food	28.5%	22.1%	19.7%	31.8%
Cafe/Coffee House	45.8%	28.2%	23.3%	46.1%
Ethnic dining	24.2%	20.3%	3.9%	18.5%
Prepared own meal	55.7%	37.2%	17.3%	64.1%
<b>All Shopping</b>	<b>89.2%</b>	<b>83.9%</b>	<b>75.5%</b>	<b>91.1%</b>
Mall/Department stores	32.9%	28.0%	25.5%	48.0%
Designer boutiques	19.5%	17.7%	3.7%	21.4%
Hotel stores	27.1%	24.4%	25.3%	23.2%
Swap meet/Flea market	19.1%	12.0%	4.1%	20.1%
Discount/outlet stores	15.5%	13.7%	6.1%	14.9%
Supermarkets	63.0%	46.1%	49.7%	64.4%
Farmers Market	43.7%	25.1%	10.0%	46.4%
Convenience Stores	35.1%	31.3%	24.6%	41.7%
Duty Free stores	2.5%	1.5%	6.1%	1.5%
Local shops/artisans	62.1%	57.9%	18.5%	64.4%
<b>All Culture</b>	<b>57.8%</b>	<b>57.0%</b>	<b>25.5%</b>	<b>62.8%</b>
Historic military site	5.4%	3.3%	0.0%	4.6%
Other historic site	35.7%	32.3%	11.4%	40.0%
Museum/art gallery	17.5%	12.6%	1.2%	18.9%
Luau	17.8%	23.2%	4.3%	20.4%
Polynesian show/hula	11.9%	13.7%	9.2%	11.9%
Lessons, Hula/Canoeing	1.5%	2.8%	1.1%	1.6%
Ukulele Lessons	1.4%	1.0%	0.3%	1.4%
Play/concert/theatre	1.8%	2.6%	0.9%	4.3%
Art/craft fair	10.6%	6.0%	0.7%	8.7%
Festivals	1.8%	2.6%	0.5%	2.6%
<b>All Transportation</b>	<b>88.5%</b>	<b>89.5%</b>	<b>91.0%</b>	<b>91.3%</b>
Airport Shuttle	20.1%	14.8%	8.7%	20.9%
Trolley	2.0%	2.5%	5.0%	4.5%
Public Bus	1.3%	1.8%	1.6%	1.8%
Tour Bus/Tour Van	6.5%	24.5%	48.4%	12.4%
Meeting	4.4%	3.7%	0.3%	2.4%
Convention	3.3%	4.2%	1.5%	3.5%

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

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

## 10.4.3

### OVERALL ISLAND EXPERIENCE BY MMA HAWAII COUNTY

2014	US Total	US West	US East	Japan	Canada
<b>Hawai'i County</b>					
Excellent	60.9%	60.7%	61.2%	61.2%	59.5%
Above Average	36.8%	36.7%	36.8%	34.4%	38.5%
Below Average	2.1%	2.3%	1.9%	3.4%	2.0%
Poor	0.2%	0.3%	0.0%	1.0%	0.0%
<b>Hilo</b>					
Excellent	47.7%	46.4%	49.1%	51.2%	40.7%
Above Average	44.3%	44.1%	44.4%	42.7%	46.5%
Below Average	7.1%	8.3%	5.9%	5.6%	11.7%
Poor	0.9%	1.2%	0.6%	0.4%	1.1%
<b>Kona</b>					
Excellent	61.1%	60.9%	61.5%	62.8%	59.9%
Above Average	36.2%	36.6%	35.7%	34.3%	38.5%
Below Average	2.5%	2.4%	2.7%	1.9%	1.6%
Poor	0.1%	0.2%	0.1%	1.0%	0.0%

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



## 10.4.4

### VISITATION DECISION TIMETABLE HAWAI'I 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: HAWAI'I TOURISM AUTHORITY, 2014 VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.4.5

### VISITORS BY INCOME LEVEL AND MMA HAWAI'I COUNTY

Income <sup>1</sup>	US West	US East	Canada
Under \$40,000	6.4%	4.6%	7.4%
\$40,000 to \$50,000	2.7%	3.9%	3.8%
\$50,000 to \$60,000	4.2%	5.4%	6.4%
\$60,000 to \$70,000	4.3%	5.9%	6.5%
\$70,000 to \$80,000	6.6%	7.4%	7.8%
\$80,000 to \$90,000	5.2%	5.5%	5.7%
\$90,000 to \$100,000	7.6%	7.2%	7.5%
\$100,000 to \$125,000	17.6%	15.6%	14.3%
\$125,000 to \$150,000	12.1%	10.5%	10.0%
\$150,000 to \$175,000	6.7%	6.8%	8.1%
\$175,000 to \$200,000	4.5%	4.5%	3.9%
\$200,000 to \$250,000	7.7%	5.1%	5.6%
\$250,000 or more	14.2%	17.6%	13.0%

Income <sup>1</sup>	Japan	Europe	Oceania
Under \$40,000	13.1%	14.8%	4.9%
\$40,000 to \$50,000	10.8%	6.3%	4.7%
\$50,000 to \$60,000	10.0%	8.5%	7.6%
\$60,000 to \$70,000	10.9%	7.6%	15.9%
\$70,000 to \$80,000	7.5%	4.9%	5.0%
\$80,000 to \$90,000	8.9%	8.2%	7.1%
\$90,000 to \$100,000	11.1%	6.8%	8.9%
\$100,000 to \$125,000	26.2%	15.0%	17.5%
\$125,000 to \$150,000	0.5%	9.4%	9.2%
\$150,000 to \$175,000	0.0%	6.2%	6.2%
\$175,000 to \$200,000	0.2%	3.4%	1.7%
\$200,000 to \$250,000	0.0%	4.0%	4.6%
\$250,000 or more	0.8%	4.9%	6.7%

1. ALL IN U.S. DOLLARS.

SOURCE: HAWAI'I TOURISM AUTHORITY, 2014 VISITOR SATISFACTION AND ACTIVITY REPORT.

## 10.5.1

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

Attraction	2012	2013	2014
Amy B. H. Greenwell Ethnobotanical Garden <sup>1</sup>	14,692	17,793	22,122
Astronaut Ellison S. Onizuka Space Center	14,968	15,879	14,256
H.N. Greenwell Store <sup>1</sup>	NA	1,735	1,784
Hawaii Tropical Botanical Garden	87,572	93,641	90,330
Hawaii Volcanoes National Park <sup>2, 3</sup>	1,483,928	1,583,209	1,693,005
Hulihe'e Palace	26,132	NA	NA
Kaloko-Honokohau National Historical Park <sup>2</sup>	153,584	158,124	154,206
Kona Coffee Living History Farm	NA	5,446	6,511
Lyman House Memorial Museum	14,284	12,434	13,421
Nani Mau Gardens	NA	NA	NA
Pacific Tsunami Museum	18,363	17,415	17,786
Pana'ewa Rainforest Zoo and Gardens	213,537	244,533 <sup>4</sup>	199,801
Pu'uhonua o Hōnaunau NHP <sup>2</sup>	442,353	363,282	401,808
Pu'ukoholā Heiau National Historic Site <sup>2</sup>	134,403	125,645	134,734
Volcano Art Center <sup>5</sup>	135,000	100,000	NA

NA: NOT AVAILABLE

1. RENAMED FROM GREENWELL STORE MUSEUM.

2. DATA INCLUDED IN DATA BOOK PRIOR TO 2003 MAY NOT BE COMPARABLE TO PRESENT FIGURES, AS PRESENT FIGURES ONLY INCLUDE RECREATION VISITS.

3. KILAUEA VISITOR CENTER AND JAGGER MUSEUM ARE INCLUDED IN THE TOTAL ATTENDANCE AT HAWAII VOLCANOES NATIONAL PARK.

4. REVISED FROM PREVIOUS DATA BOOK.

5. DATA ARE ESTIMATES.

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

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES HAWAI'I COUNTY

#### 2012

Listed Hawai'i Register only	90
Listed National Register only	21
Listed both Hawai'i and National Registers	49
Eligible for National Register <sup>1</sup>	10
<b>Total sites</b>	<b>170</b>

1. SITES DECLARED ELIGIBLE FOR NATIONAL REGISTER LISTING BY THE NATIONAL BOARD.

SOURCE: HAWAI'I STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION.

## 10.5.3

### NATIONAL, STATE AND COUNTY PARKS HAWAI'I COUNTY

Parks	2011	2012	2013	2014
<b>National Parks</b>				
Number	4	4	4	4
Acreage	325,100	325,100	325,100	325,100
Visits	2,074,559	2,214,268	2,230,260	2,383,753
<b>State Parks and Historic Sites</b>				
Number	20	20	20	17
Acreage	7,253.6	7,253.6	7,253.6	6,974.2
<b>County Parks</b>				
Number	126	127	206	206
Acreage	1,734	1,740	2,869	2,869

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

## 10.5.4

### PARK SITES HAWAI'I COUNTY

	Acreage
<b>National Parks</b>	
Hawai'i Volcanoes National Park	323,431.0
Kaloko-Honokōhau National Historical Park	616.0
Pu'uhonua o Hōnaunau National Historical Park	419.0
Pu'ukoholā Heiau National Historic Site	61.0
<b>State Parks and Historic Sites</b>	
'Akaka Falls State Park	65.4
Hulihe'e Palace	NA
Hāpuna Beach State Recreation Area	61.8
Kalōpā State Recreation Area	100.0
Kealakekua Bay State Historical Park	180.0
Kīholo State Park Reserve	NA
Kohala Historical Sites State Monument	6.7
Kamehameha I Birthsite	
Mo'okini Heiau	
Kona Coast (Kekaha Kai) State Park	1,642.5
Lapakahi State Historical Park	262.0
Lava Tree State Monument	17.1
MacKenzie State Recreation Area	13.1
Manukā State Wayside	13.4
Mauna Kea State Recreation Area	20.5
Old Kona Airport State Recreation Area	217.0
Wailoa River State Recreation Area	131.9
Wailuku River State Park	16.3

NA: NOT AVAILABLE

SOURCE: U.S. DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE; HAWAI'I STATE PARKS BROCHURE, HAWAI'I STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF STATE PARKS.

10.5.5

**COMMUNITY CENTERS AND RECREATION CENTERS  
HAWAI'I COUNTY**

<b>Name</b>	<b>Location</b>
Yano Hall	Captain Cook
Andrews Gym	Hilo
Carvalho Park & Pi'ihonua Gym	Hilo
Hilo Armory	Hilo
Kawānanakoa Gym	Hilo
Pana'ewa Park	Hilo
Pāpa'aloa Gym	Hilo
Pu'u'eo	Hilo
Waiākea Recreation Center	Hilo
Waiākea Uka Gym	Hilo
Wainaku Gym	Hilo
Honoka'a Complex	Honoka'a
Honomū Gym	Honomū
Hale Halawai	Kailua-Kona
Kekuaokalani Gym Park Complex	Kailua-Kona
Thelma Parker Gym	Kamuela
Waimea	Kamuela
Kamehameha Park Complex / Hisaoka Gym	Kapa'au
Shipman Gym	Kea'au
Nā'ālehu	Nā'ālehu
Kahuku Park / HOVE	Ocean View
Pa'auilo Gym	Pa'auilo
Pāhala	Pāhala
Hawaiian Beaches	Pāhoa
Pāhoa	Pāhoa
Pāpa'ikou Gym	Pāpa'ikou
Kula'imano	Pepe'ekeo
Cooper Center	Volcano
Mountain View Gym	Volcano
Waikoloa Park	Waikoloa

SOURCE: COUNTY OF HAWAI'I, DEPARTMENT OF PARKS AND RECREATION, RECREATION DIVISION.

10.6.1

**DOG LICENSES ISSUED  
BY ISLAND**

Year	State Total	Hawai'i	Maui <sup>1</sup>	Lana'i	Moloka'i	O'ahu	Kaua'i
1997	28,395	5,871	1,378	33	80	19,713	1,320
1998	28,645	5,777	649	35	83	19,861	2,240
1999	32,137	6,311	4,473	29	84	20,039	1,201
2000	31,147	5,627	4,587	57	25	20,066	785
2001	31,068	5,919	4,285	NA	NA	18,761	2,103
2002	30,909	6,809	4,420	50	30	17,752	1,848
2003	29,519	6,786	2,901	12	47	16,673	3,100
2004	50,180	8,085	3,977	25	30	36,121	1,942
2005	53,415	10,454	4,621	24	30	35,638	2,648
2006	50,440	8,836	4,282	17	27	35,163	2,115
2007	50,403	6,504	4,997	9	27	34,966	3,900
2008	50,919	6,186	7,009	16	32	35,129	2,547
2009	52,623	7,881	5,039	25	36	35,129	4,513
2010	51,072	7,353	4,683	65	61	34,797	4,113
2011	49,763	6,647	4,880	22	24	33,736	4,454
2012	NA	6,205	4,042	NA	NA	32,892	2,664
2013	39,227	6,292	301	54	26	32,970	3,709
2014	NA	7,050	NA	NA	NA	NA	NA
2015	NA	7,399	NA	NA	NA	NA	NA

NA: NOT AVAILABLE.

1. FOR THE YEARS 1995-1998, THE NUMBER OF REGISTRATIONS ISSUED BY THE MAUI HUMANE SOCIETY WAS NOT INCLUDED IN THE COUNT.

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

## 10.6.2

## ANIMAL ACQUISITIONS AND DISPOSITIONS HAWAI'I ISLAND HUMANE SOCIETY

	FY 2014			FY 2015		
	Dogs	Cats	Other	Dogs	Cats	Other
<b>Area</b>						
Kea'au	3,660	3,903	617	3,528	3,960	795
Waimea	1,125	752	95	1,170	901	120
Kona	1,483	1,880	1,315	1,335	1,705	1,469
<b>Total</b>	<b>6,268</b>	<b>6,535</b>	<b>2,027</b>	<b>6,033</b>	<b>6,566</b>	<b>2,384</b>
<b>Intakes</b>						
Stray/Feral Animals	4,269	5,522	1,846	4,187	5,690	2,224
Owner-Surrendered Animals	1,999	1,013	181	1,846	876	160
<b>Total</b>	<b>6,268</b>	<b>6,535</b>	<b>2,027</b>	<b>6,033</b>	<b>6,566</b>	<b>2,384</b>
<b>Live Release</b>						
Redemptions	793	109	12	907	78	14
Adoptions	1,858	985	153	1,956	955	195
Escaped	1	3	0	1	3	0
Stolen	1	0	0	1	0	0
Transferred	8	145	1	14	121	16
<b>Total</b>	<b>2,661</b>	<b>1,242</b>	<b>166</b>	<b>2,879</b>	<b>1,157</b>	<b>225</b>
<b>Dispositions</b>						
Died	35	7	2	26	3	9
Adoptable Euthanized	265	112	5	64	40	0
Treatable Euthanized	2,721	1,724	150	2,414	1,379	149
Non-Rehabilitable Euthanized	974	3,185	1,895	970	3,515	2,349
Owner Requested Euthanized	247	59	5	250	85	8
<b>Total</b>	<b>4,242</b>	<b>5,087</b>	<b>2,057</b>	<b>3,724</b>	<b>5,022</b>	<b>2,515</b>

SOURCE: HAWAI'I ISLAND HUMANE SOCIETY.



10.6.3

**HAWAI‘I ISLAND HUMANE SOCIETY CALL SLIPS**

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<b>Call Slips</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
Barking	156	182	230
Cat in Trap Pick-Up	193	220	237
Contained Stray	590	524	787
Cruelty/Neglect	244	429	533
Dangerous Dog	57	93	81
Dead Animal	525	407	626
Defecation	4	10	7
Injured Animal	112	212	223
Large Animal Complaint	69	68	68
Loose Animal - Safety Hazard	40	61	93
Misc Animal Control	297	380	362
Owner Surrender	107	96	134
Police Request	134	130	132
Possible Poisoning	1	3	8
Random Stray	514	550	645
Sweep	52	82	95
Unlicensed Loose	675	557	769
<b>Total</b>	<b>3,770</b>	<b>4,004</b>	<b>5,030</b>

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SOURCE: HAWAI‘I ISLAND HUMANE SOCIETY.

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