

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

Narrative

07.01	Passengers Arriving, by Point of Origin and Transit Status: 1997 to 2006
07.02	Passenger Status of Parties and Passengers Arriving in Hawaii, by Point of Origin: 2004 to 2006
07.03	Visitor Arrivals and Average Daily Visitor Census: 1966 to 2006
07.04	Overnight and Longer Visitors to Hawaii: 2005 and 2006
07.05	Visitor Days, by Point of Origin: 1993 to 2006
07.06	Average Daily Visitor Census, by County and Island: 2005 and 2006
07.07	Visitor Arrivals, Domestic and International, by Areas Visited: 2005 and 2006
07.08	Summary Characteristics of Overnight and Longer Visitors, by Point of Origin: 2005 and 2006
07.09	Domestic Visitors by State and Region: 2005 and 2006
07.10	Trip Characteristics of Visitors, by Point of Origin: 2005 and 2006
07.11	Activity Participation by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2005
07.12	Overall Satisfaction by Major Category by Visitors from the U.S. Total, by Geographic Area: 2005
07.13	Overall Satisfaction by Major Category by Visitors from U.S. West, by Geographic Area: 2005
07.14	Overall Satisfaction by Major Category by Visitors from U.S. East, by Geographic Area: 2005
07.15	Overall Satisfaction by Major Category by Visitors from Japan, by Geographic Area: 2005
07.16	Overall Island Experience by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2005
07.17	Sources of Information for Trip Planning by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2004 and 2005
07.18	Internet Usage for Trip Planning by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2004 and 2005
07.19	Safety Issues and Other Nuisances Encountered by Visitors from the U.S. Total, U.S. West, U.S. East, and Japan: 2004 and 2005
07.20	West, U.S. East, and Japan: 2005
07.21	Length of Stay of Visitors Staying Overnight or Longer, by Point of Origin: 2005 and 2006
07.22	Japanese Visitor Arrivals and Expenditures: 2001 to 2006
07.23	Average Expenditure per Visitor Day, by Origin of Visitors: 1931-1932 to 2006

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

07.24	Average Expenditure per Visitor Day in Constant Dollars, for Visitors from the Mainland: 1931-1932 to 2006
07.25	Expenditures per Visitor Day by Visitors from Selected Geographic Area, by Expenditure Type: 2005 and 2006
07.26	Total Visitor Expenditures by Expenditure Type: 2005 and 2006
07.27	Expenditures per Visitor Day by Visitors from U.S. West, U.S. East and Japan, by Visitor or Trip Characteristics: 2005 and 2006
07.28	Estimated Visitor Expenditures: 1951 to 2006
07.29	Visitor Expenditures, by Country of Residence: 1998 to 2006
07.30	Cruise Ship Arrival and Passenger Count: 2003 to 2006
07.31	Estimated Direct Visitor-Related Expenditures: 1997 to 2006
07.32	Economic Activity Generated by Visitor-Related Expenditures: 1997 to 2006
07.33	Waikiki's Share of Tourism: 2002
07.34	Contribution to the States' Economy by Statewide Visitor Industry and Waikiki: 2002
07.35	Visitor Industry Prices, Price Deflator, and Price Indexes: 1982 to 2006
07.36	Returning Residents and Average Number Absent, by Point of Origin: 1993 to 2006
07.37	Travel Characteristics for Hawaii and the United States: 1977 and 1995
07.38	Person Trips to, from, and within Hawaii, by Census Divisions or States of Destination or Origin: 1995
07.39	Person Trips to, from, and within Hawaii, by Selected Traveler Characteristics: 1995
07.40	Passports Issued by the Honolulu Passport Agency: 2003 to 2006
07.41	Performing Arts, for Oahu: 2005-2006 Season
07.42	Symphony Orchestra Activities: 1986-1987 to 2005 -2006
07.43	Attendance at Museums and Other Cultural Attractions: 2004 to 2006
07.44	National Parks: 1992 to 2006
07.45	State Parks and Historic Sites: 1991 to 2007
07.46	Major State Parks: 2005 and 2006
07.47	National and State Historic Sites, by Island: 2003 and 2004
07.48	Zoos: 2003 to 2006
07.49	Aquatic Collections: 2006
07.50	County Parks, by Island: 2004 to 2006
07.51	Attendance and Water Safety at Guarded Beach Parks, for the City and County of Honolulu: 2006
07.52	Swimming and Surfing Sites, by Island

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

07.53	County Tennis Facilities: 2001 to 2006
07.54	Golf Courses, by Number of Holes, Ownership, and Island: 2006
07.55	County Golf Courses and Camping Permits, for Oahu: 1991 to 2006
07.56	Sony Open Scores and Purses: 1992 to 2007
07.57	Public Hunting Areas and Wildlife Sanctuaries and Refuges, by Island: October 30, 2006
07.58	Fishing and Hunting Licenses Issued: 2001 to 2006
07.59	Fishing, Hunting, and Wildlife - Associated Recreation of Persons 16 Years of Age and Older: 2001
07.60	Honolulu Marathon Registrants, Finishers and Winning Times: 1992 to 2006
07.61	Ironman Triathlon World Championship Participants, Finishers, and Winning Times: 1992 to 2006
07.62	Transpacific Yacht Club's Honolulu Race Entries and Winning Times: 1985 to 2005
07.63	Total Attendance at Football Bowl Games: 2001-2002 to 2006-2007 Seasons
07.64	Varsity Sports Summary for the University of Hawaii at Manoa: 2002-2003 to 2005-2006
07.65	Public High School Interscholastic Sports: 2001-2002 to 2005-2006 Seasons
07.66	Professional Boxing: 1993 to 2006
07.67	Dog Licenses Issued, by Island: 1993 to 2006

Section 7

RECREATION AND TRAVEL

Statistics on tourism, recreation, sports, museums, parks, pets, and the performing arts appear in this section. Additional information on recreational and resort land use is given in Section 6; on transportation, in Section 18; and on hotels and hotel workers, in Sections 12, 13, 15 and 23.

Information on recreation and tourism is issued periodically by the Hawaii State Department of Business, Economic Development and Tourism's, Tourism Research Branch (particularly in its annual research reports) and Research and Economic Analysis Division, the State Parks Division of the Hawaii State Department of Land and Natural Resources, U.S. National Park Service, County park and recreation departments, and other organizations. Long-term trends are summarized in *Historical Statistics of Hawaii*, Section 11. National statistics are given in Section 26 of the *Statistical Abstract of the United States: 2007*.

**Table 7.01-- PASSENGERS ARRIVING, BY POINT OF ORIGIN AND TRANSIT
STATUS: 1997 TO 2006**

[Domestic includes passengers from all flights originating from the mainland United States.
International includes passengers from all flights originating from U.S. territories
and other countries]

Point of origin and status	1997	1998	1999	2000	2001
All directions	8,182,660	7,852,500	7,980,220	8,272,973	7,585,952
Landing	7,723,580	7,545,230	7,708,206	7,981,480	7,318,235
Intransit	459,080	307,270	272,014	291,493	267,717
Domestic	5,147,470	5,169,410	5,172,404	5,448,603	5,200,050
Landing	4,907,620	5,033,100	5,088,781	5,318,419	5,071,551
Intransit	239,850	136,310	83,623	130,184	128,499
International	3,035,190	2,683,090	2,807,816	2,824,370	2,385,902
Landing	2,815,960	2,512,130	2,619,425	2,663,061	2,246,684
Intransit	219,230	170,960	188,391	161,309	139,218
Point of origin and status	2002	2003	2004	2005	2006
All directions	7,628,973	7,557,861	8,225,648	8,840,063	8,917,589
Landing	7,424,621	7,438,045	8,101,166	8,713,112	8,805,431
Intransit	204,352	119,816	124,482	126,951	112,158
Domestic	5,290,418	5,462,304	5,914,311	6,460,134	6,674,152
Landing	5,253,652	5,461,554	5,911,004	6,436,275	6,653,073
Intransit	36,766	750	3,307	23,859	21,079
International	2,338,555	2,095,557	2,311,337	2,379,929	2,243,437
Landing	2,170,969	1,976,491	2,190,162	2,276,837	2,152,358
Intransit	167,586	119,066	121,175	103,092	91,079

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.02-- PASSENGER STATUS OF PARTIES AND PASSENGERS
ARRIVING IN HAWAII, BY POINT OF ORIGIN: 2004 TO 2006**

[Domestic includes passengers from all flights originating from the mainland United States.
International includes passengers from all flights originating from U.S. territories
and other countries]

Year and point of origin	All types	Visitors to Hawaii	Returning residents	Intended residents
PARTIES 1/				
2004, total	(NA)	3,288,160	540,849	(NA)
Domestic	2/ 3,116,886	2,467,853	2/ 620,711	2/ 28,322
International	(NA)	820,307	2/ 100,357	(NA)
2005, total	(NA)	3,511,308	2/ 775,942	(NA)
Domestic	2/ 3,382,553	2,669,990	2/ 681,723	2/ 30,840
International	(NA)	841,317	2/ 94,219	(NA)
2006, total	(NA)	3,462,405	791,289	(NA)
Domestic	2/ 3,486,878	2,749,507	704,967	32,404
International	(NA)	712,898	86,322	(NA)
PASSENGERS				
2004, total	8,225,648	6,912,094	1,148,004	(NA)
Domestic	5,914,311	4,892,960	976,976	41,067
International	2,311,337	2,019,134	171,028	(NA)
2005, total	8,840,063	7,416,574	1,252,012	(NA)
Domestic	6,460,134	5,313,281	1,078,468	44,526
International	2,379,929	2,103,293	173,544	(NA)
2006, total	8,758,489	7,461,299	1,297,190	(NA)
Domestic	6,606,131	5,495,813	1,110,318	46,942
International	2,152,358	1,965,486	186,872	(NA)

NA Not available.

1/ Not surveyed for intransit passengers.

2/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:
1966 TO 2006**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Year	Visitors staying overnight or longer			Average number of visitors present per day		
	Total	Domestic	International	Total	Domestic	International
1966	834,732	629,564	205,168	20,900	19,271	1,629
1967	1,124,012	828,849	295,163	27,610	24,898	2,712
1968	1,313,706	952,821	360,885	32,314	28,784	3,530
1969	1,526,074	1,121,714	404,360	37,175	33,088	4,087
1970	1,745,904	1,273,639	472,265	36,920	32,028	4,892
1971	1,817,941	1,363,081	454,860	40,866	36,504	4,362
1972	2,233,627	1,682,285	551,342	49,987	45,098	4,889
1973	2,622,376	1,942,714	679,662	59,450	53,407	6,043
1974	2,804,394	2,036,203	768,191	63,772	56,939	6,833
1975	2,818,082	2,028,068	790,014	66,146	59,495	6,651
1976	3,213,249	2,327,399	885,850	75,426	68,225	7,201
1977	3,413,095	2,508,472	904,623	82,737	75,684	7,053
1978	3,676,967	2,766,012	910,955	92,114	85,028	7,086
1979	3,966,192	2,888,521	1,077,671	98,745	89,678	9,067
1980	3,928,789	2,793,101	1,135,688	96,406	86,788	9,618
1981	3,928,906	2,778,566	1,150,340	95,874	85,449	10,425
1982	4,227,733	3,072,543	1,155,189	105,075	94,740	10,335
1983	4,356,317	3,219,219	1,137,098	107,860	97,390	10,470
1984	4,827,884	3,499,419	1,328,466	118,252	106,260	11,992
1985	4,843,414	3,522,126	1,321,288	116,107	103,820	12,287
1986	5,569,067	4,063,928	1,505,138	132,355	118,110	14,245
1987	5,770,585	4,040,204	1,730,381	133,835	116,780	17,055
1988	6,101,483	4,041,878	2,059,605	140,798	115,760	25,038
1989	6,488,428	4,339,513	2,148,915	165,058	135,480	29,578
1990	6,723,530	4,315,159	2,408,370	154,516	113,066	41,450
1991	6,518,460	4,068,508	2,449,952	147,323	105,686	41,637
1992	6,473,675	3,791,951	2,681,724	152,249	106,589	45,660
1993	6,070,987	3,570,051	2,500,936	147,498	100,430	47,068
1994	6,364,675	3,813,280	2,551,395	156,630	107,904	48,726
1995	6,546,762	3,743,477	2,803,285	157,098	105,649	51,450

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**Table 7.03-- VISITOR ARRIVALS AND AVERAGE DAILY VISITOR CENSUS:
1966 TO 2006 -- Con.**

Year	Visitors staying overnight or longer			Average number of visitors present per day		
	Total	Domestic	International	Total	Domestic	International
1996	6,723,150	3,794,122	2,929,028	158,297	106,404	51,892
1997	6,761,148	3,890,811	2,870,337	157,187	108,019	49,168
1998	6,595,790	4,014,140	2,581,650	157,388	112,068	45,320
1999	6,741,037	4,255,621	2,485,416	164,439	117,998	46,441
2000	6,948,595	4,446,936	2,501,659	168,637	123,441	45,196
2001	6,303,791	4,224,321	2,079,470	158,247	118,106	40,141
2002	6,389,058	4,358,850	2,030,208	160,195	121,030	39,165
2003	6,380,439	4,531,289	1,849,150	161,048	123,389	37,659
2004	6,912,094	4,892,960	2,019,134	171,481	132,355	39,126
2005	7,416,574	5,313,281	2,103,293	185,445	144,396	41,049
2006	7,461,299	5,495,813	1,965,486	187,609	148,053	39,556

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2005 AND 2006**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Resides in Major Market Areas (MMA) 1/	2005			2006		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	7,416,574	5,313,281	2,103,293	7,461,299	5,495,813	1,965,486
US West MMA 2/	3,032,492	2,987,368	45,124	3,191,709	3,148,603	43,106
US East MMA 3/	1,929,294	1,885,180	44,114	1,933,182	1,890,570	42,612
Japan MMA	1,517,439	10,595	1,506,844	1,362,708	9,531	1,353,177
Canada MMA	248,617	81,425	167,192	273,529	90,507	183,022
Other Asia MMA 4/	107,121	38,009	69,112	116,716	42,502	74,214
China	42,526	25,266	17,260	54,318	30,237	24,081
Hong Kong	5,363	1,642	3,721	5,240	1,633	3,607
Korea	35,008	7,835	27,173	37,777	7,546	30,231
Singapore	4,050	1,022	3,028	3,903	1,048	2,855
Taiwan	20,174	2,244	17,930	15,480	2,040	13,440
Oceania MMA 5/	142,391	35,643	106,748	135,191	33,038	102,153
Australia	122,940	31,016	91,924	116,507	28,297	88,210
New Zealand	19,451	4,627	14,824	18,684	4,741	13,943
Europe MMA 6/	112,370	101,822	10,548	104,841	93,437	11,404
United Kingdom	62,827	55,345	7,482	56,832	48,715	8,117
France	8,103	7,316	787	7,493	6,676	817
Germany	27,566	26,218	1,348	25,775	24,266	1,509
Italy	7,377	7,133	244	8,162	7,876	286
Switzerland	6,498	5,811	687	6,579	5,904	675
Latin America MMA 7/	14,655	14,186	469	18,765	18,095	670
Argentina	1,730	1,680	50	2,608	2,240	368
Brazil	5,058	4,927	131	6,434	6,322	113
Mexico	7,867	7,579	288	9,723	9,534	189
Other MMA 8/	312,194	159,052	153,142	324,657	169,529	155,128

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2005 AND 2006 -- Con.**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Pacific and Mountain States of the United States.
- 3/ All other States in the continental United States not included in U.S. West.
- 4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 5/ Includes Australia and New Zealand.
- 6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 7/ Includes Argentina, Brazil, and Mexico.
- 8/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.05-- VISITOR DAYS, BY POINT OF ORIGIN: 1993 TO 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Year	Total	Domestic	International
1993	53,836,611	36,656,820	17,179,791
1994	57,169,825	39,384,934	17,784,891
1995	57,340,911	38,561,739	18,779,172
1996	57,936,622	38,944,059	18,992,563
1997	57,373,493	39,427,198	17,946,295
1998	57,446,913	40,904,938	16,541,975
1999	60,020,237	43,069,177	16,951,060
2000	61,721,150	45,179,587	16,541,563
2001	57,760,242	43,108,798	14,651,444
2002	58,471,088	44,175,694	14,295,394
2003	58,782,699	45,036,982	13,745,717
2004	62,761,989	48,441,764	14,320,225
2005	67,687,479	52,704,668	14,982,811
2006	68,477,196	54,039,432	14,437,764

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTY AND ISLAND:
2005 AND 2006**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

County or island	2005			2006		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	185,445	144,396	41,049	187,609	148,053	39,556
Oahu	89,588	58,335	31,253	87,953	57,981	29,972
Hawaii County	27,768	23,406	4,362	28,011	24,555	3,456
Kauai County	19,675	18,527	1,148	20,994	19,856	1,138
Maui County	48,414	44,129	4,285	50,651	45,661	4,990
Maui	46,898	42,785	4,113	48,961	44,189	4,773
Molokai	885	765	120	927	785	141
Lanai	631	578	52	763	687	76

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREA VISITED: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Area visited	2005			2006		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total 1/	7,416,574	5,313,281	2,103,293	7,461,299	5,495,813	1,965,486
Oahu	4,731,843	2,808,467	1,923,376	4,627,484	2,840,061	1,787,423
Kauai	1,090,147	988,304	101,843	1,203,264	1,090,346	112,918
Maui County 1/	2,346,480	2,080,731	265,749	2,477,316	2,182,608	294,708
Maui	2,294,698	2,040,855	253,843	2,426,395	2,138,430	287,965
Molokai	73,506	58,515	14,991	85,003	60,095	24,908
Lanai	73,292	65,013	8,279	93,171	71,444	21,728
Hawaii County 1/	1,521,536	1,173,629	347,907	1,597,056	1,272,618	324,439
Hilo	593,067	433,152	159,915	668,904	504,756	164,148
Kona	1,285,248	1,011,978	273,270	1,344,426	1,103,713	240,713
One island only	5,739,161	4,083,450	1,655,711	5,758,647	4,218,730	1,539,917
Oahu only	3,322,733	1,828,846	1,493,887	3,204,847	1,824,311	1,380,536

1/ Because many visitors planned to visit more than one area, detail sums to more than the totals and subtotals shown here.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINT OF ORIGIN: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Subject	Total	Domestic	International
2005			
Residence (percent):			
United States	67.0	91.8	4.2
Pacific and Mountain States	40.9	56.2	2.1
California	26.2	36.1	1.2
Males per 100 females	88.4	92.3	78.6
Persons per party	2.1	2.0	2.5
Arriving June-August (percent)	28.3	29.4	25.5
Repeat visitors (percent)	62.9	66.3	54.6
Pleasure trip (percent)	81.0	80.1	83.2
In hotel only	59.0	50.0	81.8
One island only	77.4	76.9	78.7
2006			
Residence (percent):			
United States	68.7	91.7	4.4
Pacific and Mountain States	42.8	57.3	2.2
California	26.8	36.0	1.1
Males per 100 females	88.3	92.4	75.7
Persons per party	2.2	2.0	2.8
Arriving June-August (percent)	28.0	29.1	24.9
Repeat visitors (percent)	63.9	67.2	54.6
Pleasure trip (percent)	81.3	80.4	84.0
In hotel only	55.6	46.9	80.1
One island only	77.2	76.8	78.3

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:
2005 AND 2006**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Residence	2005	2006
United States	4,872,549	5,039,173
Pacific	2,432,433	2,517,210
Alaska	39,349	40,236
California	1,919,548	1,979,204
Oregon	152,462	163,733
Washington	321,074	334,037
Mountain	554,935	631,393
Arizona	151,642	196,868
Colorado	135,564	140,485
Idaho	32,752	36,621
Montana	19,391	19,804
Nevada	91,186	98,960
New Mexico	27,699	30,241
Utah	88,584	99,523
Wyoming	8,117	8,891
West North Central	224,273	224,051
Iowa	28,221	28,504
Kansas	28,442	28,264
Minnesota	84,560	81,981
Missouri	50,363	52,567
Nebraska	18,429	18,119
North Dakota	6,356	6,334
South Dakota	7,901	8,282
West South Central	272,439	292,362
Arkansas	15,886	16,274
Louisiana	20,237	22,919
Oklahoma	26,746	29,438
Texas	209,570	223,732
East North Central	436,299	423,803
Illinois	151,806	152,777
Indiana	52,721	51,158
Michigan	84,412	80,801
Ohio	88,463	85,494
Wisconsin	58,897	53,572
East South Central	99,269	100,601
Alabama	23,524	23,580
Kentucky	26,759	26,891
Mississippi	9,768	10,499
Tennessee	39,218	39,632

Continued on next page.

**Table 7.09-- DOMESTIC VISITORS BY STATE AND REGION:
2005 AND 2006 -- Con.**

Residence	2005	2006
New England	130,519	124,901
Connecticut	31,556	30,143
Maine	9,987	9,297
Massachusetts	62,914	60,866
New Hampshire	11,719	11,157
Rhode Island	8,339	7,903
Vermont	6,003	5,536
Middle Atlantic	290,955	282,232
New Jersey	77,295	73,603
New York	134,627	128,466
Pennsylvania	79,032	80,162
South Atlantic	431,427	442,620
Delaware	5,897	5,966
Washington, D.C.	7,930	8,067
Florida	121,877	125,987
Georgia	67,544	71,828
Maryland	60,660	61,123
North Carolina	49,633	52,025
South Carolina	21,450	22,567
Virginia	89,226	87,808
West Virginia	7,210	7,249

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINT OF ORIGIN: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Subject	Domestic		International	
	2005	2006	2005	2006
All visitors 1/	5,313,281	5,495,813	2,103,293	1,965,486
Purpose of visit 1/				
Pleasure	4,257,846	4,416,108	1,748,918	1,651,404
Honeymoon	279,117	278,709	257,685	203,196
Wedding	67,013	66,585	100,341	86,968
Meetings, conventions, incentive 1/	425,279	414,482	158,726	137,442
Convention/conference	274,549	263,008	89,059	55,450
Corporate meeting	80,836	81,394	20,015	26,802
Incentive	86,118	85,650	53,116	58,504
Other business	247,113	255,372	30,604	28,084
Visit friends or relatives	580,008	605,212	80,101	76,061
Government or military	78,055	83,693	39,426	13,370
Attend school	13,242	12,845	7,132	9,482
Sport event	98,850	84,436	48,027	49,253
Traveler method				
Group tour	330,713	316,975	717,898	741,789
Package	1,762,618	1,725,933	1,452,423	1,385,462
Group tour and package	258,533	246,398	623,220	661,606
True independent	3,478,483	3,699,303	556,192	499,840
Accommodations				
Hotel	3,178,442	3,120,152	1,799,747	1,656,672
Hotel only	2,654,209	2,575,842	1,719,852	1,574,558
Condo	1,037,318	1,083,008	194,781	186,453
Condo only	789,115	830,712	156,552	146,497
Timeshare	509,923	592,867	29,783	37,859
Timeshare only	371,778	443,556	18,899	27,184
Rental house	225,375	256,508	19,287	19,558
Bed & breakfast	63,385	65,574	11,494	7,841
Cruise ship	230,769	308,586	24,379	25,201
Friends, relatives	609,353	639,012	79,589	87,427

1/ Because of multiple responses, detail may add to more than the indicated total.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,
U.S. WEST, U.S. EAST, AND JAPAN: 2005**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors. Percentages sum to more than 100 percent due to multiple island visitation and multiple activities participated in by visitors.]

Activity	U.S. total	U.S. west 1/	U.S. east 2/	Japan
Sightseeing	86.2	82.9	91.4	91.9
Helicopter / airplane tour	11.0	7.5	16.4	15.0
Boat tour / submarine / whale watching	30.7	27.3	35.8	18.7
Tour bus excursion	16.6	12.1	23.7	44.9
Private limousine / van tour	6.9	5.7	8.7	16.8
Self-guided	75.7	73.6	79.0	55.8
Recreation	90.2	89.4	91.3	83.1
Swimming / sunbathing / beach	82.6	82.2	83.3	71.5
Surfing / bodyboarding	23.2	26.0	18.8	9.0
Snorkeling / scuba diving	48.1	49.8	45.5	19.5
Jet skiing / parasailing / windsurfing	4.5	4.9	3.8	4.9
Golf	14.0	14.1	13.7	8.4
Running / jogging / fitness walking	36.0	36.5	35.1	20.0
Gym / health spa	15.0	13.8	16.8	7.5
Backpacking / hiking / camping	22.8	21.8	24.4	7.7
Sports event or tournament	4.7	4.6	4.8	2.5
Entertainment	79.4	78.4	81.1	88.5
Lunch / sunset / dinner / evening cruise	31.3	29.5	34.0	49.8
Lounge act / stage show	29.2	26.4	33.7	24.0
Nightclub / dancing / bar / karaoke	16.3	15.6	17.4	5.5
Fine dining	64.4	63.5	65.7	77.1
Shopping	93.2	92.8	94.0	99.1
Department stores	48.6	48.8	48.3	54.3
Designer boutiques	40.1	40.2	39.8	64.1
Hotel stores	48.1	44.4	53.7	51.2
Swap meet / flea markets	32.6	31.0	35.2	12.3
Discount / outlet stores	36.1	34.8	38.2	40.8
Supermarkets	63.4	67.6	56.8	59.5
Convenience stores	60.7	60.4	61.2	80.4
Duty free stores	7.0	6.9	7.1	82.3
Culture	75.6	71.1	82.5	53.1
Historic site	56.5	51.9	63.7	26.0
Museum / art gallery	28.5	28.0	29.3	17.5
Polynesian show / luau	45.3	38.4	56.0	25.7

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,
U.S. WEST, U.S. EAST, AND JAPAN: 2005 - Con.**

Activity	U.S. total	U.S. west 1/	U.S. east 2/	Japan
Culture - con.				
Art / craft fair	17.2	17.3	17.1	2.8
Festival	5.4	5.6	5.2	5.4
Transportation	86.9	86.2	88.0	92.9
Trolley	6.9	6.4	7.6	65.3
Public bus	13.2	10.6	17.3	24.9
Taxi / limousine	18.5	16.7	21.1	44.6
Rental car	75.2	76.0	74.0	17.0

1/ Pacific and Mountain States of the United States.

2/ All other States in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2005 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2005**

[Covers visitors from United States staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	74.9	76.6	76.1	75.7
Somewhat satisfied	21.5	20.4	20.8	21.3
Somewhat dissatisfied	2.6	2.3	2.3	2.2
Not satisfied at all	0.9	0.7	0.7	0.8
Restaurants				
Very satisfied	59.2	60.6	59.0	59.0
Somewhat satisfied	34.9	34.0	35.4	35.4
Somewhat dissatisfied	4.6	4.8	4.9	4.9
Not satisfied at all	1.3	0.7	0.7	0.7
Shopping				
Very satisfied	62.4	60.7	59.8	59.9
Somewhat satisfied	33.7	35.6	35.7	35.9
Somewhat dissatisfied	3.2	3.0	3.8	3.5
Not satisfied at all	0.7	0.6	0.7	0.8
Golf				
Very satisfied	75.8	76.4	78.6	76.6
Somewhat satisfied	20.6	20.3	18.1	20.0
Somewhat dissatisfied	2.5	2.5	2.4	2.4
Not satisfied at all	1.1	0.8	1.0	1.0
Activities & attractions				
Very satisfied	70.8	70.5	70.9	69.4
Somewhat satisfied	26.8	27.3	26.9	28.3
Somewhat dissatisfied	1.9	1.9	1.9	1.9
Not satisfied at all	0.5	0.4	0.4	0.4
Transportation				
Very satisfied	59.2	59.2	58.3	58.5
Somewhat satisfied	27.4	28.2	29.6	29.1
Somewhat dissatisfied	11.0	11.1	10.8	11.2
Not satisfied at all	2.4	1.4	1.2	1.2
Airports				
Very satisfied	58.0	55.5	57.1	56.5
Somewhat satisfied	35.8	38.0	37.1	37.6
Somewhat dissatisfied	4.9	5.5	5.0	5.0
Not satisfied at all	1.3	1.0	0.9	0.9

Continued on next page.

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2005 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	74.7	75.0	75.2	74.5
Somewhat satisfied	22.7	22.5	22.3	22.8
Somewhat dissatisfied	2.2	2.2	2.3	2.3
Not satisfied at all	0.4	0.3	0.3	0.3

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2005 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2005

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	71.7	76.6	83.8	76.9
Somewhat satisfied	24.8	20.2	14.8	19.6
Somewhat dissatisfied	2.5	2.7	1.4	1.9
Not satisfied at all	1.0	0.6	0.0	1.6
Restaurants				
Very satisfied	61.1	61.7	54.6	55.6
Somewhat satisfied	32.4	33.9	40.1	36.6
Somewhat dissatisfied	6.1	3.7	4.2	6.6
Not satisfied at all	0.5	0.7	1.1	1.2
Shopping				
Very satisfied	69.1	65.5	48.5	52.9
Somewhat satisfied	28.5	30.9	46.7	38.2
Somewhat dissatisfied	1.9	3.2	4.4	6.3
Not satisfied at all	0.5	0.5	0.4	2.5
Golf				
Very satisfied	70.2	74.6	83.7	85.8
Somewhat satisfied	26.1	23.1	14.1	6.8
Somewhat dissatisfied	2.3	1.0	2.2	5.5
Not satisfied at all	1.4	1.3	0.0	2.0
Activities & attractions				
Very satisfied	70.9	67.5	76.6	70.0
Somewhat satisfied	26.9	30.9	21.6	27.7
Somewhat dissatisfied	1.8	1.4	1.5	1.6
Not satisfied at all	0.4	0.2	0.4	0.7
Transportation				
Very satisfied	65.5	50.2	44.1	38.0
Somewhat satisfied	25.2	27.3	52.2	47.7
Somewhat dissatisfied	8.9	21.2	3.7	6.7
Not satisfied at all	0.3	1.3	0.0	7.6

Continued on next page.

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2005 - Con.**

Category	Oahu	Maui	Kauai	Kona
Airports				
Very satisfied	53.9	60.4	62.7	54.9
Somewhat satisfied	39.4	34.8	33.0	37.8
Somewhat dissatisfied	5.6	4.5	3.2	6.1
Not satisfied at all	1.0	0.3	1.1	1.2
Parks & beaches				
Very satisfied	71.9	79.1	75.6	73.9
Somewhat satisfied	25.9	19.0	21.6	23.0
Somewhat dissatisfied	1.9	1.6	2.4	2.5
Not satisfied at all	0.3	0.2	0.3	0.7

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2005 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2005**

[Covers visitors from all other states in the continental United States not included in
U.S. West staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	73.3	82.9	85.9	80.4
Somewhat satisfied	21.5	14.8	11.0	17.5
Somewhat dissatisfied	3.7	1.9	2.6	0.4
Not satisfied at all	1.5	0.4	0.5	1.6
Restaurants				
Very satisfied	59.1	67.6	56.3	55.6
Somewhat satisfied	33.8	27.3	37.3	37.2
Somewhat dissatisfied	3.8	4.5	5.9	5.8
Not satisfied at all	3.3	0.6	0.5	1.4
Shopping				
Very satisfied	67.5	60.2	45.7	53.2
Somewhat satisfied	29.3	38.5	44.4	50.3
Somewhat dissatisfied	2.8	1.4	9.9	5.6
Not satisfied at all	0.4	0.0	0.0	0.9
Golf				
Very satisfied	68.1	74.2	100.0	72.1
Somewhat satisfied	27.8	23.6	0.0	27.9
Somewhat dissatisfied	2.4	2.2	0.0	0.0
Not satisfied at all	1.7	0.0	0.0	0.0
Activities & attractions				
Very satisfied	74.2	73.7	83.7	63.9
Somewhat satisfied	23.0	24.4	15.0	34.0
Somewhat dissatisfied	1.8	1.5	1.4	2.2
Not satisfied at all	0.9	0.4	0.0	0.0
Transportation				
Very satisfied	60.5	63.7	54.5	59.4
Somewhat satisfied	24.2	22.2	39.8	24.4
Somewhat dissatisfied	10.9	11.5	5.8	16.2
Not satisfied at all	4.3	2.5	0.0	0.0

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**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2005 - Con.**

Category	Oahu	Maui	Kauai	Kona
Airports				
Very satisfied	62.1	48.8	61.2	51.2
Somewhat satisfied	30.8	41.8	34.4	43.5
Somewhat dissatisfied	4.5	8.1	4.4	5.3
Not satisfied at all	2.5	1.3	0.0	0.0
Parks & beaches				
Very satisfied	75.3	77.3	83.4	73.9
Somewhat satisfied	22.2	20.7	14.9	22.0
Somewhat dissatisfied	2.1	2.0	1.7	3.2
Not satisfied at all	0.5	0.0	0.0	0.9

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2005 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM JAPAN, BY GEOGRAPHIC AREA: 2005**

[Covers visitors from Japan staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	42.5	58.8	(NA)	55.5
Somewhat satisfied	47.3	37.9	(NA)	37.9
Somewhat dissatisfied	9.3	2.4	(NA)	6.6
Not satisfied at all	1.0	0.9	(NA)	0.0
Restaurants				
Very satisfied	22.5	24.7	(NA)	16.1
Somewhat satisfied	57.4	47.3	(NA)	58.1
Somewhat dissatisfied	18.4	25.7	(NA)	24.7
Not satisfied at all	1.7	2.3	(NA)	1.2
Shopping				
Very satisfied	42.8	20.4	(NA)	11.7
Somewhat satisfied	50.1	50.9	(NA)	42.5
Somewhat dissatisfied	6.6	23.9	(NA)	40.8
Not satisfied at all	0.5	4.8	(NA)	5.0
Golf				
Very satisfied	37.3	47.0	(NA)	60.5
Somewhat satisfied	47.0	51.2	(NA)	39.5
Somewhat dissatisfied	14.1	1.8	(NA)	0.0
Not satisfied at all	1.5	0.0	(NA)	0.0
Activities & attractions				
Very satisfied	37.1	37.6	(NA)	34.0
Somewhat satisfied	52.7	46.9	(NA)	51.4
Somewhat dissatisfied	9.4	11.4	(NA)	12.5
Not satisfied at all	0.9	4.1	(NA)	2.1
Transportation				
Very satisfied	37.5	21.0	(NA)	11.8
Somewhat satisfied	50.1	47.3	(NA)	40.5
Somewhat dissatisfied	10.8	25.0	(NA)	33.2
Not satisfied at all	1.5	6.7	(NA)	14.4

Continued on next page.

Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM JAPAN, BY GEOGRAPHIC AREA: 2005 - Con.

Category	Oahu	Maui	Kauai	Kona
Airports				
Very satisfied	18.5	8.8	(NA)	10.3
Somewhat satisfied	60.4	72.3	(NA)	57.8
Somewhat dissatisfied	19.4	17.4	(NA)	28.3
Not satisfied at all	1.8	1.5	(NA)	3.6
Parks & beaches				
Very satisfied	49.7	45.7	(NA)	35.2
Somewhat satisfied	45.9	49.6	(NA)	57.1
Somewhat dissatisfied	4.1	4.7	(NA)	6.7
Not satisfied at all	0.2	0.0	(NA)	1.0

NA Not available.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2005 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2005

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors]

Criterion by island	U.S. total	U.S. west 1/	U.S. east 2/	Japan
Oahu				
Excellent	55.1	53.8	56.6	53.7
Above average	37.8	39.4	36.0	42.5
Below average	6.3	6.2	6.5	3.4
Poor	0.8	0.6	1.0	0.3
Maui				
Excellent	73.3	73.1	73.7	57.8
Above average	24.5	24.5	24.5	35.1
Below average	1.9	2.3	1.4	6.0
Poor	0.2	0.2	0.3	1.0
Molokai				
Excellent	65.9	75.6	46.1	57.4
Above average	19.1	14.2	28.9	20.0
Below average	15.0	10.2	24.9	22.6
Poor	0.0	0.0	0.0	0.0
Lanai				
Excellent	43.1	52.6	36.7	34.0
Above average	48.3	38.0	55.1	66.0
Below average	7.4	6.3	8.2	0.0
Poor	1.2	3.1	0.0	0.0
Big Island				
Excellent	51.6	54.2	48.8	46.6
Above average	40.0	36.2	44.0	44.4
Below average	8.1	9.1	7.1	9.0
Poor	0.3	0.6	0.0	0.0
Kauai				
Excellent	70.6	70.9	70.4	47.9
Above average	24.5	24.5	24.5	39.9
Below average	3.3	1.8	5.1	12.2
Poor	1.5	2.8	0.0	0.0

1/ Pacific and Mountain States of the United States.

2/ All other States in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2005 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2004 AND 2005

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors. Percentages do not sum to 100 percent due to multiple sources used]

Information source	U.S. total	U.S. west 1/	U.S. east 2/	Japan
2004				
Travel agents	32.7	30.7	36.0	68.8
Internet	65.4	63.9	67.5	45.8
Personal experience	43.5	48.1	36.3	43.1
Wholesalers	11.6	11.1	12.2	16.9
Friends / relatives	39.9	37.2	43.9	28.6
Magazines	11.4	10.8	12.5	42.4
Books	20.8	17.7	25.6	40.4
Hotels / resorts	22.9	21.9	24.3	7.2
Airlines	28.4	28.9	27.3	8.7
Hawaii Visitors & Convention Bureau	10.5	8.0	14.2	7.8
Newspapers	2.9	3.0	2.7	2.7
2005				
Travel agents	27.7	25.8	30.6	67.5
Internet	66.4	65.8	67.1	49.9
Personal experience	46.9	51.7	39.5	41.9
Wholesalers	9.5	8.9	10.3	17.3
Friends / relatives	39.9	37.9	43.0	30.0
Magazines	10.1	8.7	12.1	44.0
Books	22.8	19.4	28.1	43.1
Hotels / resorts	24.3	22.2	27.6	8.9
Airlines	31.8	33.1	29.9	10.1
Hawaii Visitors & Convention Bureau	9.4	7.9	11.6	8.1
Newspapers	2.9	2.8	3.1	2.9

1/ Pacific and Mountain States of the United States.

2/ All other States in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2004 AND 2005

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of respondents who used the internet. Percentages do not sum to 100 percent due to multiple sources used]

How the internet was used	U.S. total	U.S. west 1/	U.S. east 2/	Japan
2004				
Find things to do	51.0	45.5	59.4	38.5
Estimate costs	48.4	49.4	47.1	15.3
Hotel selection	45.2	44.1	47.0	62.9
Make restaurant reservations	20.5	19.3	22.2	31.0
Find recreational activities	37.3	35.2	40.5	34.9
Maps and directions	39.3	39.6	39.0	27.6
Locate sightseeing places	27.9	24.0	33.6	37.0
Make airline reservations	64.4	67.6	59.9	17.6
Hotel reservation	42.8	42.6	43.1	21.7
Rental car reservation	44.4	46.0	41.8	9.9
Locate shopping places	7.8	7.5	8.4	40.9
Find evening activities	14.1	13.1	15.6	5.5
2005				
Find things to do	50.4	45.5	58.1	40.7
Estimate costs	48.2	47.6	49.1	17.8
Find hotel or place to stay	47.7	44.7	52.3	69.3
Find good restaurant	20.1	19.2	21.5	34.7
Find recreational activities	37.4	33.5	43.5	34.6
Maps and directions	41.8	41.5	42.4	28.1
Locate sightseeing places	28.2	23.0	36.4	39.2
Make airline reservations	69.0	70.9	66.0	19.8
Hotel reservation	45.7	43.8	48.7	23.5
Rental car reservation	49.4	50.5	47.7	11.6
Locate shopping places	8.5	8.3	8.8	43.7
Find evening activities	13.9	12.3	16.4	5.9

1/ Pacific and Mountain States of the United States.

2/ All other States in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.19-- SAFETY ISSUES AND OTHER NUISANCES ENCOUNTERED
BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST,
AND JAPAN: 2004 AND 2005**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors. Percentages do not sum to 100 percent due to multiple answers selected]

	U.S. total	U.S. west 1/	U.S. east 2/	Japan
2004				
No problems	93.2	92.6	94.0	96.1
Safety Issues:				
Solicited by drug dealers	1.9	2.0	1.5	0.7
Solicited by prostitutes	1.7	1.6	1.7	0.2
Wallet / purse / valuables stolen	1.7	1.9	1.4	1.3
Room vandalized / robbed	0.3	0.4	0.1	0.2
Car vandalized / robbed	1.5	1.6	1.2	0.3
Physical violence / harm	0.3	0.2	0.5	0.5
Other nuisance:				
Parking ticket	1.2	1.2	1.2	1.3
2005				
No problems	92.2	91.3	93.4	96.1
Safety Issues:				
Solicited by drug dealers	3.2	3.6	2.5	1.1
Solicited by prostitutes	1.7	2.0	1.2	1.2
Wallet / purse / valuables stolen	1.7	1.9	1.3	1.1
Room vandalized / robbed	0.3	0.3	0.4	0.1
Car vandalized / robbed	1.2	1.5	0.8	0.3
Physical violence / harm	0.4	0.5	0.3	0.2
Other nuisance:				
Parking ticket	1.2	1.2	1.2	0.5

1/ Pacific and Mountain States of the United States.

2/ All other States in the Continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2005

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitor respondents]

Characteristic	U.S. total	U.S. west 1/	U.S. east 2/	Japan
Visitors income 3/				
Under \$15,000	1.6	2.1	1.9	4.0
\$15,000-\$29,999	3.5	2.4	4.0	11.5
\$30,000-\$49,999	12.5	13.7	14.7	24.4
\$50,000-\$99,999	33.8	30.7	35.9	37.6
\$100,000 or more	48.5	51.2	43.5	22.5
Education attainment				
Less than high school graduate	1.0	0.6	1.6	2.7
High school graduate	25.0	24.1	26.3	32.5
Associates degree (2-year)	9.8	10.2	9.1	14.8
Bachelor's degree (4-year)	32.7	33.2	32.0	36.2
Post graduate degree	28.3	28.4	28.2	4.2
Vocational / technical degree	3.2	3.4	2.9	9.5
Employment status				
Working	71.2	70.5	72.2	62.7
Retired	16.6	16.4	16.9	8.6
Student	2.8	2.5	3.3	2.4
Homemaker	6.6	7.6	5.2	18.4
Other	2.7	2.9	2.4	7.9
Primary purpose of trip				
Vacation	64.4	65.0	63.6	65.9
Attend a business meeting / conduct business	7.8	7.9	7.6	1.3
Attend a convention / conference / seminar	5.1	3.8	7.1	1.1
Incentive / reward	1.3	1.1	1.5	2.4
Visit friends / relatives	8.5	9.3	7.1	1.9
Get married	0.7	0.6	0.9	2.6
Attend / participate in wedding	3.5	3.8	2.9	6.0
Honeymoon	3.0	2.2	4.3	9.1
Attend / participate in a sporting event	1.2	1.3	1.0	1.9
Attend / participate in a cultural event	0.1	0.1	0.2	0.3
Medical treatment	0.0	0.0	0.0	0.1
Shopping / fashion	0.0	0.0	0.0	3.4
Other	4.4	4.8	3.8	4.1
Secondary purpose of trip				
Vacation	45.3	43.1	48.9	19.6
Attend a business meeting / conduct business	6.8	7.2	6.2	1.5

Continued on next page.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2005 - Con.

Characteristic	U.S. total	U.S. west 1/	U.S. east 2/	Japan
Secondary purpose of trip - Con.				
Attend a convention / conference / seminar	1.1	1.3	0.8	0.8
Incentive / reward	2.8	2.9	2.8	1.8
Visit friends / relatives	21.3	23.4	18.1	4.4
Get married	0.3	0.2	0.4	1.1
Attend / participate in wedding	1.4	1.9	0.7	2.9
Honeymoon	1.6	1.7	1.5	3.6
Attend / participate in a sporting event	2.0	2.2	1.6	2.5
Attend / participate in a cultural event	1.0	1.1	0.8	1.3
Medical treatment	0.1	0.2	0.0	0.3
Shopping / fashion	2.9	3.3	2.2	52.6
Other	13.3	11.4	16.2	7.8

1/ Pacific and Mountain States of the United States.

2/ All other States in the Continental United States not included in U.S. West.

3/ For Japanese visitors' income, "Under 1,500,000 Japanese Yen" in place of "Under \$15,000," "1,500,000-2,999,999 Japanese Yen" in place of "\$15,000-\$29,999" etc.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2005 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.21-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINT OF ORIGIN: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Length of stay	2005			2006		
	Total	Domestic	International	Total	Domestic	International
All visitors	7,416,574	5,313,281	2,103,293	7,461,299	5,495,813	1,965,486
1 to 6 days	2,617,565	1,129,762	1,487,803	2,572,678	1,202,268	1,370,410
7 to 12 days	3,720,972	3,271,761	449,211	3,809,778	3,391,566	418,212
13 to 30 days	990,236	846,433	143,803	990,462	834,542	155,920
31 to 365 days	87,801	65,325	22,476	88,381	67,437	20,944
Median (days)	7.15	8.00	5.00	7.25	8.00	5.00
Mean (days)	9.13	9.92	7.12	9.18	9.83	7.35

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.22-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:
2001 TO 2006**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors]

Subject	2001	2002	2003	2004	2005	2006
Arrivals (1,000)	1,529	1,483	1,340	1,482	1,517	1,363
Average stay (days)	5.9	5.9	5.9	5.8	5.7	5.6
Expenditures (mil. dol.)	2,089	2,041	1,902	2,163	2,214	2,037

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt>>.

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1931-1932 TO 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Dollars. Unweighted averages for mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1931-32 1/	17.50	(NA)	1993	116.15	306.54
1951	28.00	(NA)	1994	133.79	340.88
1960-61	32.00	(NA)	1995	132.73	356.15
1965-66 1/	37.23	(NA)	1996	137.04	286.89
1974	46.20	123.00	1997	157.07	279.58
1977	54.62	146.85	1998	147.37	235.25
1980	71.24	185.00	1999	148.91	207.46
1983	85.88	227.32	2000	154.92	214.20
1986	95.40	299.00	2001	142.75	227.05
1987	102.49	324.00	2002	150.39	233.13
1988	121.44	350.00	2003	157.18	240.09
1989	126.57	322.00	2004	157.95	251.47
1990	136.30	294.04	2005	160.79	255.42
1991	140.54	344.29	2006	166.34	266.47
1992	117.14	344.68			

NA Not available.

1/ Oahu only.

Source: Hawaii Visitors Bureau, *1983 Visitor Expenditure Survey* (1985), p. 31; *1989 Expenditures, Westbound Visitors to Hawaii* (1990), pp. 29 and 30; *1991 Visitor Expenditure Report* (1992), pp. 6 and 68; *1992 Visitor Expenditure Report* (1993), p. 61; Hawaii Visitors & Convention Bureau, *Hawaii Visitors & Convention Bureau 1995 & 1996 Research Report*, pp.109-110, Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.24-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1931-1932 TO 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors]

Year	U.S. CPI (1982-84=100)	Average expend. per vis. day 1/	Year	U.S. CPI (1982-84=100)	Average expend. per vis. day 1/
1931-32 2/	14.4	122	1993	144.5	80
1951	26.0	108	1994	148.2	90
1960-61	29.8	107	1995	152.4	87
1965-66 2/	32.0	116	1996	156.9	87
1974	49.3	94	1997	160.5	98
1977	60.6	90	1998	163.0	90
1980	82.4	86	1999	166.6	89
1983	99.6	86	2000	172.2	90
1986	109.6	87	2001	177.1	81
1987	113.6	90	2002	179.9	84
1988	118.3	103	2003	184.0	85
1989	124.0	102	2004	188.9	84
1990	130.7	104	2005	195.3	82
1991	136.2	103	2006	201.3	83
1992	140.3	83			

1/ In constant (1982-84) dollars.

2/ Oahu only.

Source: Preceding table; U.S. Bureau of Labor Statistics, *CPI Detailed Report*, and <<http://stats.bls.gov/home.htm>> accessed on July 13, 2007 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	Visitors from U.S. west 1/		Visitors from U.S. east 2/		Visitors from Japan	
	2005	2006	2005	2006	2005	2006
All items	148.6	156.5	178.4	181.2	255.4	266.5
Total food and beverage	31.0	31.9	35.8	35.2	42.5	42.0
Restaurant food	20.6	21.3	25.5	24.8	29.5	29.1
Dinner shows and cruises	3.2	3.3	4.4	4.4	5.5	5.3
Groceries and snacks	7.2	7.4	5.9	6.1	7.5	7.6
Entertainment & recreation 3/	14.0	15.0	18.3	19.1	19.2	19.7
Total transportation	14.3	16.8	17.2	17.8	11.1	11.6
Interisland airfare	1.9	2.9	3.1	3.3	3.6	3.7
Ground transportation	0.7	0.7	1.0	1.0	4.7	4.8
Rental vehicles	10.3	11.6	11.5	11.8	2.5	2.7
Gasoline, parking, etc.	1.3	1.5	1.5	1.7	0.3	0.3
Total shopping	20.3	20.6	23.4	22.5	99.1	98.8
Fashion and clothing	7.8	7.9	8.0	7.9	25.5	26.1
Jewelry and watches	4.7	5.1	5.7	6.0	14.1	13.6
Cosmetics, perfume	0.3	0.3	0.3	0.3	5.7	5.6
Leather goods	0.6	0.6	0.5	0.5	34.3	33.7
Hawaii food products	2.1	2.1	2.2	2.0	10.4	10.7
Souvenirs	4.7	4.6	6.7	5.8	9.2	9.0
Lodging	60.1	64.3	69.1	73.6	68.8	75.4
All other expenses	8.9	8.0	14.6	13.0	14.6	19.0

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2005 AND 2006 -- Con.

Expenditure type	Visitors from Canada		Visitors from Europe 4/		Visitors from Oceania 5/	
	2005	2006	2005	2006	2005	2006
All items	137.0	143.0	145.8	168.7	183.6	201.8
Total food and beverage	28.1	30.4	29.5	36.5	37.8	45.7
Restaurant food	17.0	19.6	21.4	26.0	25.7	34.6
Dinner shows and cruises	3.0	2.8	2.0	4.0	4.3	4.1
Groceries and snacks	8.1	8.0	6.1	6.5	7.8	7.0
Entertainment & recreation 3/	11.2	12.2	11.8	11.4	15.2	18.7
Total transportation	13.3	13.6	17.7	17.2	11.9	13.1
Interisland airfare	2.1	2.4	3.5	3.9	3.3	3.7
Ground transportation	1.0	1.0	2.5	1.8	2.6	2.2
Rental vehicles	8.9	8.9	10.8	10.4	5.3	6.5
Gasoline, parking, etc.	1.3	1.3	0.9	1.0	0.8	0.7
Total shopping	16.1	18.4	16.6	20.8	40.7	41.2
Fashion and clothing	7.8	9.2	7.6	9.6	22.5	22.8
Jewelry and watches	2.5	3.0	3.2	3.3	7.1	7.1
Cosmetics, perfume	0.3	0.6	0.4	0.7	2.8	2.7
Leather goods	0.4	0.6	0.5	0.4	1.8	2.1
Hawaii food products	1.5	1.6	0.9	1.0	1.3	1.1
Souvenirs	3.6	3.5	3.9	5.8	5.2	5.3
Lodging	60.5	62.0	61.7	78.5	68.3	75.2
All other expenses	7.9	6.5	8.5	4.3	9.7	7.9

Continued on next page.

Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2005 AND 2006 -- Con.

Expenditure type	Visitors from other Asia 6/		Visitors from Latin America 7/		Visitors from other markets 8/	
	2005	2006	2005	2006	2005	2006
All items	197.4	208.2	162.9	159.6	157.4	161.3
Total food and beverage	40.9	39.8	29.8	33.0	32.0	29.9
Restaurant food	26.6	28.5	19.2	22.6	21.9	19.4
Dinner shows and cruises	6.7	5.9	4.4	4.2	2.3	2.7
Groceries and snacks	7.6	5.3	6.2	6.2	7.9	7.8
Entertainment & recreation 3/	22.4	20.0	16.2	14.7	13.6	10.7
Total transportation	13.9	14.1	14.3	14.9	15.0	16.1
Interisland airfare	5.2	4.7	2.8	3.8	2.6	4.6
Ground transportation	2.6	2.8	1.6	1.6	2.2	1.4
Rental vehicles	5.5	6.0	8.5	7.6	8.8	9.2
Gasoline, parking, etc.	0.6	0.7	1.4	1.9	1.4	1.0
Total shopping	52.2	58.6	33.1	26.1	30.6	28.2
Fashion and clothing	16.3	18.7	19.5	12.9	17.0	13.2
Jewelry and watches	10.0	12.4	2.6	3.7	2.6	3.6
Cosmetics, perfume	5.9	3.9	1.2	0.9	1.1	0.6
Leather goods	7.2	11.6	0.7	0.5	1.6	0.7
Hawaii food products	6.7	5.7	2.6	2.0	1.8	2.9
Souvenirs	6.1	6.3	6.6	6.0	6.5	7.1
Lodging	57.6	65.6	55.1	60.7	58.3	73.5
All other expenses	10.4	10.1	14.3	10.3	7.9	2.9

1/ Pacific and Mountain States of the United States.

2/ All other States in the continental United States not included in U.S. West.

3/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

4/ Includes United Kingdom, Germany, France, Italy, and Switzerland.

5/ Includes Australia and New Zealand.

6/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.

7/ Includes Argentina, Brazil, and Mexico.

8/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2005 AND 2006**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In millions of dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	2005	2006	Percent change
All items	11,904.0	12,380.9	4.0
Total food and beverage	2,306.4	2,351.1	1.9
Restaurant food	1,578.0	1,605.4	1.7
Dinner shows and cruises	259.8	264.2	1.7
Groceries and snacks	468.6	481.5	2.7
Entertainment & recreation	1,084.5	1,137.6	4.9
Total transportation	1,003.6	1,114.9	11.1
Interisland airfare	179.1	224.7	25.5
Ground transportation	103.2	96.1	-6.8
Rental vehicles	637.6	700.0	9.8
Gasoline, parking, etc.	83.7	94.0	12.4
Total shopping	2,203.5	2,149.3	-2.5
Fashion and clothing	746.3	742.8	-0.5
Jewelry and watches	415.7	431.9	3.9
Cosmetics, perfume	79.2	72.1	-9.0
Leather goods	340.2	303.3	-10.9
Hawaii food products	217.8	211.4	-2.9
Souvenirs	404.2	387.8	-4.1
Lodging	4,331.5	4,733.9	9.3
All other expenses	766.7	708.7	-7.6
Supplemental business	207.8	185.5	-10.7

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.27-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM U.S. WEST, U.S. EAST, AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS: 2005 AND 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars]

Visitor or trip characteristics	Visitors from US west 1/		Visitors from US east 2/		Visitors from Japan	
	2005	2006	2005	2006	2005	2006
All visitors	148.6	156.5	178.4	181.2	255.4	266.5
Group tour status:						
Organized group tour	181.0	208.9	201.2	211.9	255.2	265.1
Individually arranged	147.4	155.0	176.6	178.8	254.8	267.7
Arrived on package tour:						
Yes	155.6	184.0	192.7	225.1	270.3	280.8
No	146.0	147.4	172.1	162.9	187.3	193.0
Accommodations:						
Hotel	197.4	204.0	202.5	229.1	269.2	281.8
Condo	152.3	157.8	164.5	171.0	161.7	165.6
Guests of friends and relatives	75.6	96.0	67.6	73.1	106.3	114.1
Timeshare	103.7	112.9	114.7	123.5	149.1	147.3
Previous visits:						
First trip	152.0	173.2	188.8	198.8	277.6	284.7
Repeat visitors	147.8	152.1	170.1	166.8	240.9	254.4
Purpose of trip:						
Pleasure	144.8	156.3	161.4	185.5	233.5	248.9
Business, meetings, conventions, incentive	196.0	195.8	212.8	234.2	222.3	267.1
On honeymoon	187.6	225.2	224.3	252.8	350.5	354.7

1/ Pacific and Mountain States of the United States.

2/ All other states in the continental United States not included in U.S. West.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.28-- ESTIMATED VISITOR EXPENDITURES: 1951 TO 2006

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In millions of dollars]

Year	Personal expenditures	Year	Personal expenditures	Year	Personal expenditures	Additional business expend. 1/
1951	24	1970	595	1989 2/	8,371	113
1952	33	1971	705	1990 2/	8,707	119
1953	43	1972	836	1991 2/	9,004	138
1954	49	1973	1,017	1992 2/	8,614	141
1955	55	1974	1,233	1993 2/	7,808	120
1956	65	1975	1,355	1994 2/	9,544	133
1957	78	1976	1,637	1995 2/	10,067	141
1958	83	1977	1,834	1996 2/	9,569	140
1959	109	1978	2,150	1997 2/	10,102	147
1960	131	1979	2,541	1998 2/	9,910	149
1961	137	1980	2,871	1999 2/	9,844	161
1962	154	1981	3,195	2000 2/	10,396	194
1963	186	1982	3,687	2001 2/	8,916	145
1964	205	1983	3,847	2002 2/	9,465	144
1965	225	1984	4,442	2003	9,889	165
1966	280	1985	4,780	2004	10,702	160
1967	380	1986	5,567	2005 2/	11,696	208
1968	440	1987	6,281	2006	12,195	185
1969	550	1988	7,813			

1/ By MCI (meetings, conventions, and incentive) visitors. For discussion, see Hawaii Visitors Bureau, *The 1990 Visitor Expenditure Report* (1991), pp. 35-40. See *2001 Data Book* for 1985-86, not available before 1985.

2/ Revised from previous year *Data Book*.

for calculating visitor expenditures. Revision of estimates prior to 1998 is underway.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.29-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:
1999 TO 2006**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In thousands of dollars]

Year	Total expenditures	Personal (diary) expenditures					Additional business (MCI) expenditures
		All countries	United States	Japan	Canada	Other countries	
1999 1/	10,005,074	9,843,993	5,776,260	2,359,243	479,568	1,228,923	161,080
2000 1/	10,590,203	10,395,854	6,452,691	2,370,355	451,457	1,121,352	194,349
2001 1/	9,061,303	8,916,386	5,708,118	2,089,235	309,198	809,835	144,917
2002 1/	9,608,876	9,464,976	6,133,405	2,041,437	269,609	1,020,526	143,900
2003 1/	10,054,445	9,889,245	6,607,525	1,901,865	335,480	1,044,374	165,200
2004	10,861,777	10,701,977	7,095,222	2,162,626	363,610	1,080,519	159,800
2005 1/	11,904,005	11,696,205	7,840,632	2,214,369	451,040	1,190,164	207,800
2006	12,380,959	12,195,500	8,307,856	2,036,929	493,486	1,357,229	185,459

1/ Revised from previous year *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.
See also <<http://www3.hawaii.gov/dbedt/latest>>.

**Table 7.30-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:
2003 TO 2006**

Subject	2003	2004	2005	2006
Number of ships, arrivals	28	29	26	29
Number of tours 1/	125	2/ 146	2/ 175	216
Number of passengers	236,149	240,800	321,522	426,194
Out of state visitors	230,495	237,223	316,546	415,967
Arrived by air	173,463	157,390	238,884	315,955
Arrived by ship	57,032	79,833	77,662	100,012
Hawaii residents	5,654	3,577	4,977	10,227

1/ A tour starts when a ship first calls a Hawaiian port or when all new passengers embark at a Hawaii port. One ship may make several tours around the Hawaiian islands with a stop at Fanning Island or Christmas Island during the trip.

2/ Revised from previous year *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch records. See also <<http://www.hawaii.gov/dbedt>>.

**Table 7.31-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:
1997 TO 2006**

[In millions of dollars]

Year	Total	Visitors	Overseas airlines	Cruise lines
1997 1/	11,520.4	10,249.3	1,242.6	28.4
1998 1/	11,379.9	10,058.8	1,256.6	64.5
1999 1/	11,380.9	10,005.1	1,315.8	60.1
2000 1/	12,017.7	10,590.1	1,360.8	66.8
2001 1/	10,412.2	9,061.3	1,280.6	70.3
2002 1/	11,045.5	9,608.9	1,340.0	96.6
2003 1/	11,468.3	10,054.5	1,313.4	100.3
2004 1/	12,406.8	10,861.8	1,405.4	139.6
2005 1/	13,554.6	11,904.0	1,519.7	130.9
2006	14,053.0	12,381.0	1,543.7	128.2

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.

See also <<http://www.hawaii.gov/dbedt>>.

Table 7.32-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 1997 TO 2006

Year	Visitor-related expenditures (million dollars)	Gross State Product (million dollars)	Household income (million dollars)	State and county tax revenues (million dollars)	Jobs (1,000)
1997 1/	11,520.4	9,617.6	4,737.0	1,013.2	203.1
1998 1/	11,379.9	9,481.5	4,664.8	998.6	196.1
1999 1/	11,380.9	9,617.1	4,747.7	1,012.6	194.1
2000 1/	12,017.7	10,162.3	5,010.0	1,069.8	199.4
2001 1/	10,412.2	9,068.5	4,488.4	951.9	172.4
2002 1/	11,045.5	10,571.8	5,570.5	1,116.9	199.9
2003 1/	11,468.3	11,061.6	5,839.6	1,168.4	202.8
2004 1/	12,406.8	11,979.9	6,328.3	1,265.6	212.1
2005 1/	13,554.6	13,056.1	6,895.8	1,379.6	223.6
2006	14,053.0	13,069.6	6,850.2	1,370.8	219.9

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.

See also <<http://www.hawaii.gov/dbedt>>.

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2002

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	6,389,018	1/ 3,718,768	2/ (X)
Average daily visitors census	164,634	1/ 71,756	43.6
Visitors units	70,783	31,717	44.8
Occupied units (average)	49,053	22,297	45.5
Total visitor expenditures (\$millions) 3/	11,024	5,016	45.5

X Not applicable.

1/ Estimated as a proportion of Oahu.

2/ Because many visitors tour more than one island, percent is not applicable.

3/ Includes a portion of the overseas airfare supporting Hawaii-based airline services.

Source: Hawaii State Department of Business, Economic Development & Tourism, *e-reports, The Economic Contribution of Waikiki*.

Table 7.34-- CONTRIBUTION TO THE STATES' ECONOMY BY STATEWIDE VISITOR INDUSTRY AND WAIKIKI: 2002

Measure of tourism	Statewide visitor industry contribution to economy		Waikiki contribution to State economy	
	Number	Percent of State economy	Number	Percent of State economy
Direct impact 1/ Gross State Product (GSP) 2/ Civilian jobs 3/ State and local taxes (\$millions)	(X) 122,219 776	(X) 17.0 21.6	(X) 55,610 353	(X) 7.7 9.8
Direct and indirect 4/ Gross State Product (\$millions) 4/ Civilian jobs 3/ State and local taxes (\$millions)	7,974 160,787 949	17.3 22.3 26.4	3,628 73,158 432	7.9 10.2 12.0

X Not applicable.

1/ Measures the impact of visitor expenditures on only those firms that sell directly to visitors.

2/ In this Input-Output analysis, direct and indirect GSP are not readily separated.

3/ Civilian jobs include wage and salary jobs plus self-employed but exclude non-civilian military jobs.

4/ Measures the impact of visitor expenditures through all firms that contributed to goods and services sold to visitors.

Source: Hawaii State Department of Business, Economic Development & Tourism, *e-reports, The Economic Contribution of Waikiki*.

Table 7.35-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1982 TO 2006

Year	Implicit price deflator 1/ (2000=100)	Average daily room rate 2/ (dollars)	1-way air fares (dollars)		Honolulu Consumer Price Index 5/ (1982-84=100)		
			San Francisco-Honolulu 3/	Honolulu-Kahului 4/	Food away from home	Apparel	All items
1982	(NA)	51.78	328.10	48.00	95.5	98.4	97.2
1983	(NA)	54.78	353.14	49.95	100.1	101.4	99.3
1984	(NA)	59.25	353.14	49.95	104.5	100.2	103.5
1985	(NA)	68.84	364.00	44.95	108.6	99.6	106.8
1986	(NA)	73.20	364.00	46.95	111.4	99.8	109.4
1987	(NA)	80.09	486.00	48.95	115.6	102.5	114.9
1988	(NA)	87.94	494.00	48.95	121.0	106.8	121.7
1989	(NA)	95.83	524.00	44.95	122.2	104.3	128.7
1990	(NA)	102.10	560.00	54.95	128.0	107.0	138.1
1991	(NA)	101.89	642.00	65.95	133.6	110.5	148.0
1992	(NA)	105.59	400.00	69.95	137.8	114.2	155.1
1993	(NA)	103.26	566.00	74.00	141.9	116.5	160.1
1994	(NA)	105.46	566.00	74.00	146.4	118.7	164.5
1995	(NA)	109.39	596.00	74.00	149.2	117.5	168.1
1996	(NA)	116.79	530.00	85.00	150.8	118.5	170.7
1997	92.9	124.96	521.00	80.00	152.6	117.3	171.9
1998	94.9	129.66	521.00	88.00	153.3	112.2	171.5
1999	97.2	131.66	536.00	94.75	158.3	105.4	173.3
2000	100.0	140.63	576.00	94.50	160.0	103.5	176.3
2001	102.9	144.88	692.00	95.25	164.0	101.0	178.4
2002	105.8	140.89	692.00	99.00	166.0	102.6	180.3
2003	6/ 109.1	144.16	714.00	119.00	167.1	98.5	184.5
2004	6/ 112.9	152.17	714.00	6/ 139.60	171.0	101.2	190.6
2005	6/ 116.7	6/ 166.16	829.00	6/ 144.70	176.4	102.5	197.8
2006	119.1	184.81	(NA)	167.80	186.0	104.4	209.4

NA Not available.

1/ Hawaii State Department of Business, Economic Development, & Tourism, calculations.

2/ For 1980-1994 Pannell Kerr Forster, *Trends in the Hotel Industry, Hawaii* (monthly). For 1995-2006 Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report* (December/Year-End Highlights).

3/ Unrestricted coach or economy weekday fare, including taxes as of July 1, by United Airlines. From chronology in *Data Book*, (1998 figure as of July 27, 2004 figure as of May 3, and 2005 figure as of June 2).

4/ Regular fare, including taxes, as of July 1, by Hawaiian Airlines. From chronology in *Data Book* and Hawaiian Airlines, records.

5/ Honolulu CPI for All Urban Consumers, from U.S. Bureau of Labor Statistics.

6/ Revised from previous year *Data Book*.

Source: See above footnotes.

**Table 7.36-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT,
BY POINT OF ORIGIN: 1993 TO 2006**

Year	Number returning			Average number absent		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
1993	832,592	716,100	116,492	52,487	44,890	7,597
1994	858,075	738,540	119,535	54,362	46,150	8,212
1995	878,599	755,970	122,629	55,856	47,864	7,992
1996	889,496	764,790	124,706	58,137	50,108	8,029
1997	925,812	796,650	129,162	40,898	35,467	5,431
1998	931,068	796,967	134,101	38,495	34,791	3,704
1999	939,622	805,318	134,304	42,297	36,339	5,958
2000	1,001,174	839,772	161,402	46,151	37,307	8,844
2001	982,508	815,293	167,215	46,566	36,029	10,537
2002	991,557	850,786	140,771	46,757	35,810	10,947
2003	1,057,615	930,265	127,350	53,447	44,682	8,764
2004	1,140,779	976,976	163,803	57,481	47,436	10,044
2005	1,252,012	1,078,468	173,544	65,674	53,789	11,884
2006	1,297,190	1,110,318	186,872	65,491	53,799	11,691

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.

Table 7.37-- TRAVEL CHARACTERISTICS FOR HAWAII AND THE UNITED STATES: 1977 AND 1995

[Trips of 100 miles or more, one way. Excludes travel outside the U.S.]

Subject	Hawaii			United States		
	1977	1995	Percent change	1977	1995	Percent change
People who live in area						
Percent traveling households	67	75	12.5	72	80	10.8
Trips per household	1.3	3.1	138.5	4.1	5.5	34.1
Trips per traveling household	1.9	4.2	121.1	5.7	6.9	21.1
Trips per capita	0.5	1.9	280.0	2.0	4.0	66.7
Trips per traveler	(NA)	2.7	(NA)	4.0	4.8	20.0
Miles per traveler	(NA)	7,392	(NA)	2,836	3,943	39.0
Miles per trip	(NA)	2,704	(NA)	709	827	16.6
People who visit area						
Trips per traveler	2.1	3.4	61.9	4.0	4.8	20.0
Miles per traveler	14,654	16,538	12.9	2,836	3,943	39.0
Miles per trip	7,013	4,885	-30.3	709	827	16.6

NA Not available.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, State Highlights, Hawaii* (1997), table 1.

Table 7.38-- PERSON TRIPS TO, FROM, AND WITHIN HAWAII, BY CENSUS DIVISIONS OR STATES OF DESTINATION OR ORIGIN: 1995

[Trips of 100 miles of more, one way. Excludes travel outside the U.S.]

Census division or selected state of destination or origin 1/	Destination of person trips from Hawaii (1,000)	Origin of person trips to Hawaii (1,000)
Total person trips	2,086	4,624
Within Hawaii 2/	1,322	1,322
To or from other states	764	3,302
New England	9	69
Mid-Atlantic	36	189
East North Central	36	269
West North Central	18	146
South Atlantic	71	188
East South Central	13	42
West South Central	33	214
Texas	26	182
Mountain	263	236
Nevada	218	35
Pacific (except Hawaii)	285	1,949
Washington	56	261
California	210	1,530

1/ Top three states in each category are listed.

2/ Trips with both origin and destination within Hawaii.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, Summary Travel Characteristics, Hawaii* (1997), Pub. No. BTS/ATS95-ESTC/HI (Oct. 1, 1997), tables 6-11.

**Table 7.39-- PERSON TRIPS TO, FROM, AND WITHIN HAWAII, BY
SELECTED TRAVELER CHARACTERISTICS: 1995**

[Trips of 100 miles or more, one way. Excludes travel outside the U.S.]

Travel characteristics	Origin in Hawaii			Destination in Hawaii 1/	
	Total	Dest. in Hawaii	Dest. outside Hawaii	Total	Origin outside Hawaii
All person trips (1,000)	2,086	1,322	764	4,624	3,302
Age (percent):					
Under 25 years	18.7	20.5	15.8	17.2	15.8
60 years and over	16.5	11.4	25.4	14.6	15.9
Female (percent)	46.1	45.3	47.4	47.3	48.1
Race (percent):					
White	36.2	34.8	38.6	65.4	77.6
Black	1.7	1.1	2.7	2.0	2.3
Asian or Pacific Islander	55.7	56.2	54.8	29.2	18.4
Household income over \$60,000 (percent)	50.9	49.1	53.9	53.3	54.9
Married-couple household (percent)	74.3	71.8	78.5	74.9	76.1
Bachelor's degree or higher (percent) 2/	39.9	40.8	38.6	45.9	47.8
Activity status (percent): 2/					
Working full time	69.1	73.5	62.1	68.4	66.5
Retired	13.3	8.5	20.9	9.8	10.3
All household trips (1,000)	1,494	939	555	2,992	2,054
Mean round-trip distance (miles)	2,769	359	6,842	4,731	6,729
Business trip (percent)	41.6	48.4	30.1	30.3	22.0
Vacation trip (percent)	43.7	35.2	58.1	61.6	73.7
Mean nights away from home	6.7	3.4	10.7	8.6	10.3
Lodging at destination (percent):					
Friend's or relative's home	40.6	46.4	33.6	27.0	20.9
Hotel, motel, or resort	50.5	43.6	58.8	51.9	54.6

1/ Includes "destination in Hawaii, origin in Hawaii," same as figures in second column of data.

2/ Persons 16 years and over.

Source: U.S. Bureau of Transportation Statistics, *1995 American Travel Survey, Summary Travel Characteristics, Hawaii*, Pub. No. BTS/ATS95-ESTC/HI (Oct. 1, 1997), tables 1 and 11.

**Table 7.40-- PASSPORTS ISSUED BY THE HONOLULU PASSPORT AGENCY:
2003 TO 2006**

[Calendar year data. The area served by the Honolulu Passport Agency includes Hawaii, American Samoa, Western Samoa, Guam, the Northern Mariana Islands, Palau, the Federated States of Micronesia and the Republic of the Marshall Islands]

Mailing address	2003	2004	2005	2006
Issued by Honolulu Office	61,722	72,267	83,299	85,731
Mailed to Hawaii addresses	45,634	52,950	52,967	52,570
Mailed outside the state	16,088	19,317	30,332	33,161

Source: U.S. Department of State, Honolulu Passport Agency, records.

Table 7.41-- PERFORMING ARTS, FOR OAHU: 2005-2006 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	445	935	1,029,163
Department of Enterprise Services, total	429	684	971,492
Dance	11	16	26,303
Classical concerts	18	29	31,451
Operas	4	19	25,255
Pop/rock shows	27	39	145,767
Stage shows	9	9	10,294
Diamond Head Theatre	6	87	35,434
Hawaii Pacific University (Hawaii Loa Campus)	2	38	2,700
Manoa Valley Theatre	8	126	19,537

Source: Hawaii State Department of Business, Economic Development & Tourism mail and telephone survey.

**Table 7.42-- SYMPHONY ORCHESTRA ACTIVITIES:
1986-1987 TO 2005-2006**

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
HONOLULU SYMPHONY ORCHESTRA				
1986-1987 1/	80	85	139,703	2,394,804
1987-1988	79	127	184,897	4,143,347
1988-1989	80	134	215,808	4,234,275
1989-1990	80	141	183,434	4,978,813
1990-1991	80	101	160,214	5,465,467
1991-1992	80	127	204,253	6,160,301
1992-1993	80	127	194,866	5,983,729
1993-1994 2/	-	-	-	1,380,547
HAWAII SYMPHONY ORCHESTRA				
1994-1995 3/	62	115	120,000	4,700,000
HONOLULU SYMPHONY ORCHESTRA				
1995-1996 4/	80	45	65,000	2,343,305
1996-1997 5/	80	47	73,596	3,919,708
1997-1998	80	48	79,605	5,044,888
1998-1999	80	56	111,682	5,470,100
1999-2000	80	61	106,942	6,691,900
2000-2001 6/	80	53	98,831	5,797,900
2001-2002	80	58	97,906	6,058,458
2002-2003	80	52	94,064	6,331,577
2003-2004	80	58	123,666	6,938,881
2004-2005	80	47	90,985	6,311,037
2005-2006	80	47	89,851	7,279,713

1/ Season shortened by musicians' strike, August 8-November 26, 1986.

2/ Concert season eliminated by musicians' strike.

3/ First season in operation. The attendance total is estimated.

4/ The Honolulu Symphony Society and the Musicians' Union reached a collective bargaining agreement on December 15, 1995 for a 14-week season, a shorter season than prior years.

5/ Recording of expenses in compliance with FASB 116 & 117 pertaining to not-for-profit corporations, for 18-week season.

6/ Cancelled Shell series and Ohana series due to expense.

Source: Honolulu Symphony Society, records; Hawaii Symphony Orchestra, records.

Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS: 2004 TO 2006

[Calendar year data unless otherwise specified]

Island and cultural attraction	2004	2005	2006
OAHU			
Atlantis Submarines	400,282	408,411	387,476
Atlantis Cruises	134,085	132,132	114,863
Battleship Missouri Memorial	(NA)	415,071	414,865
Bernice P. Bishop Museum 1/	333,900	227,195	372,338
Byodo-In Temple	(NA)	150,000	(NA)
The Contemporary Museum 2/	35,430	33,582	28,322
Damien Museum and Archives	(NA)	(3/)	(3/)
Diamond Head State Monument 4/	567,940	567,253	566,202
Foster Botanical Garden	42,294	42,479	39,371
Harold L. Lyon Arboretum	5/ 19,500	5/ 25,000	30,000
Hawaii Maritime Center 1/	25,552	21,260	(NA)
Hawaii's Plantation Village	24,115	25,626	55,241
Hawaii State Art Museum	20,000	20,514	23,739
Honolulu Academy of Arts	303,444	237,629	255,321
Honolulu Police Department Museum	7,300	8,100	(NA)
Honolulu Zoo	499,767	513,931	525,953
Ho'omaluhia Botanical Garden	88,373	99,049	103,172
Iolani Palace State Monument 1/	64,552	61,796	66,486
Judiciary History Center	51,651	45,370	(NA)
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	6/ 89,326	115,642	120,145
Polynesian Cultural Center	783,471	800,487	736,829
Puu o Mahuka Heiau State Monument 1/	(NA)	(NA)	(NA)
Queen Emma Summer Palace	14,988	13,394	14,191
Royal Mausoleum State Monument 1/	(NA)	(NA)	(NA)
Sea Life Park Hawaii	296,954	317,150	285,313
Tennent Art Foundation Gallery	2,800	(NA)	(NA)
Tropic Lightning Museum	7/ 14,092	15,159	(NA)
Ulu Po Heiau State Monument 1/	(NA)	(NA)	(NA)
U.S. Army Museum, Ft. DeRussy	7/ 92,171	116,537	(NA)
U.S.S. Arizona Memorial 8/	1,566,633	1,556,808	1,542,757
U.S.S. Bowfin Submarine Museum	194,915	222,448	218,404
University of Hawaii Art Gallery 9/	50,000	50,000	(NA)
Waikiki Aquarium 1/	353,547	362,756	326,856
Waimea Valley Audubon Center 10/	167,948	169,648	183,295

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2004 TO 2006 -- Con.**

Island and cultural attraction	2004	2005	2006
HAWAII			
Amy B. H. Greenwell Ethnobotanical Garden	9,330	10,361	12,100
Astronaut Ellison S. Onizuka Space Center	15,709	15,735	16,406
Greenwell Store Museum	1,600	2,872	(NA)
Hawaii Tropical Botanical Garden	65,733	69,514	72,151
Hawaii Volcanoes National Park 8/ 11/	1,307,391	1,661,196	1,612,246
Hulihee Palace	31,496	33,219	27,454
Kaloko-Honokohau National Historical Park 8/	91,462	85,891	112,344
Kona Coffee Living History Farm	8,711	10,743	(NA)
Lyman House Memorial Museum	14,129	15,265	14,933
Nani Mau Gardens	107,067	121,625	138,869
Pacific Tsunami Museum	21,000	22,100	19,080
Panaewa Rainforest Zoo	161,200	163,176	171,958
Parker Ranch Historic Homes 12/	21,301	23,654	22,918
Parker Ranch Visitor Center 12/	18,450	20,069	19,099
Pu'uhoonua O Honaunau NHP 8/	819,221	476,237	485,145
Pu'ukohola Heiau National Historic Site 8/	101,092	112,137	98,026
Volcano Art Center	104,000	103,000	104,000
MAUI			
Alexander & Baldwin Sugar Museum	35,483	38,591	41,295
Aquarium Maui/Maui Ocean Center	417,386	436,814	462,843
Haleakala National Park 8/	1,455,477	1,474,681	1,426,068
Halekii-Pihana Heiaus State Monument 1/	2,920	2,800	2,920
Hana Cultural Center	7,985	10,436	(NA)
Iao Valley State Monument 1/	547,800	529,500	549,420
Kula Botanical Garden	26,175	28,520	31,548
Lahaina Restoration Foundation	148,784	134,735	173,706
Baldwin Missionary Home Museum	40,927	38,308	43,671
Hale Pa'ahao (Old Lahaina Prison)	28,536	27,746	29,238
Hale Pa'i Printing House	3,068	3,866	4,871
Wo Hing Temple Museum	76,253	64,815	95,926
Maui Historical Society Bailey House Museum	12,651	12,874	12,797
Whalers Village Museum	178,906	164,559	180,272
KAUAI			
Gay & Robinson Sugar Plantation Visitor Center	15,373	(NA)	(NA)
Robinson Family Adventure Tour	(NA)	4,385	4,285
Grove Farm Homestead	2,645	2,454	2,706
Kauai Children's Discovery Museum	23,425	13,200	15,585

Continued on next page.

**Table 7.43-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2004 TO 2006 -- Con.**

Island and cultural attraction	2004	2005	2006
KAUAI - con.			
Kauai Museum	36,100	(NA)	52,000
Kilauea Point National Wildlife Refuge	473,000	13/ 488,000	432,000
Kokee Natural History Museum	103,744	105,684	100,360
Waioli Mission House	14/ 614	837	979
MOLOKAI			
Kalaupapa National Historical Park 8/ Kalaupapa Settlement	61,797 9,122	48,772 9,622	46,839 9,911

NA Not available.

1/ Fiscal year ending June 30.

2/ The Contemporary Museum also manages the First Hawaiian Center Gallery (2004 attendance--49,178, 2005 attendance--41,288, 2006 attendance--49,138).

3/ Closed in 2005, in process of looking for a new location.

4/ Fiscal year ending June 30. Diamond Head State Monument attendance does not reflect paying users since some park users currently drive into and out of Diamond Head Crater without stopping.

5/ Closed by the University from August 27, 2004 to January 1, 2005, entry was limited to staff and University researchers only. The Arboretum was reopened on January 2, 2005. Tours, classes and school field trips resumed on a very limited basis.

6/ In 2004, Mormon Temple Grounds shut down 5 months for remodeling.

7/ Fiscal year ending September 30.

8/ Data included in *Data Book* prior to 2003 may not be comparable to present figures, as present figures only include recreation visits. 2003 figure for Hawaii Volcanoes National Park has been revised to reflect only recreation visits.

9/ Data are estimates.

10/ Formerly Waimea Falls Park. 2005 figure represented fiscal year ending June 30. 2006 figure is calendar year.

11/ Kilauea Visitor Center and Jagger Museum are included in the total attendance at Hawaii Volcanoes National Park.

12/ Kohala Carriages Wagon Tour at Parker Ranch (2004 attendance--4,546, 2005 attendance--3,536, 2006 attendance--3,478)

13/ Revised from previous *Data Book*.

14/ In 2004, Waioli Mission House closed 6 weeks for repairs.

Source: Hawaii State Department of Business, Economic Development & Tourism, annual mail and survey of attractions.

Table 7.44-- NATIONAL PARKS: 1992 TO 2006

Year and area	Acreage, Dec. 31			Visits
	Total	Federal	Non-federal	
1992	247,349	235,885	11,464	5,701,769
1993	247,349	235,885	11,464	5,828,583
1994	247,349	235,885	11,464	6,077,475
1995	247,349	235,885	11,464	6,213,924
1996	247,349	235,885	11,464	6,192,178
1997	247,349	235,885	11,464	6,738,001
1998	247,349	235,885	11,464	6,274,424
1999	249,001	237,731	11,270	7,469,412
2000	249,001	237,731	11,270	6,517,693
2001	249,001	237,731	11,270	6,215,669
2002	249,042	237,503	11,539	6,025,991
2003	365,830	354,291	11,539	5,935,099
2004	365,830	354,291	11,539	6,700,980
2005	365,830	354,291	11,539	5,415,722
2006	364,999	353,673	11,326	5,323,425
AREAS: 2006				
Hawaii Volcanoes National Park 1/ Haleakala National Park	323,431 29,111	323,431 29,111	- (2/)	1,612,246 1,426,068
Pu'uuhonua o Honaunau National Historical Park	420	420	-	485,145
Kaloko-Honokohau National Historical Park	1,161	616	545	112,344
Pu'ukohola Heiau National Historic Site	86	61	25	98,026
U.S.S. Arizona Memorial 3/ Kalaupapa National Historical Park	11 10,779	11 23	- 10,756	1,542,757 46,839

1/ Data exclude the Olaa Forest Tract. This 9,654-acre tract is entirely in Federal ownership, is managed by the National Park Service, and has been designated as part of the wilderness system by the Congress, but it is not within the legally authorized boundary of the Hawaii Volcanoes National Park.

2/ Haleakala National Park has 0.15 acres of Non-Federal lands.

3/ The U.S.S. Arizona Memorial is wholly within the Pearl Harbor Naval Base. The acreage figure is the approximate extent of the total area over which the National Park Service has been granted use rights by the U.S. Navy.

Source: U.S. Department of the Interior, National Park Service, Pacific Islands Support Office, records, for (1992-2005) and <<http://www2.nature.nps.gov/stats/>> for 2006 accessed on June 22, 2007.

Table 7.45-- STATE PARKS AND HISTORIC SITES: 1991 TO 2007

Year and island	Number of areas, June 30	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
		Total	Developed	
1991	77	24,896	897.3	19,023
1992	80	25,056	921.7	19,255
1993 1/	70	24,779	772.7	15,112
1994	69	24,790	772.2	14,260
1995	69	25,476	772.2	14,221
1996	68	26,784	772.2	14,221
1997	68	26,554	711.2	12,852
1998	68	26,814	771.2	12,676
1999	68	26,815	772.1	12,661
2000	68	26,815	772.1	13,004
2001	69	27,626	772.1	13,884
2002	69	27,626	772.1	14,226
2003	69	28,002	772.1	13,964
2004	69	27,116	764.0	9,176
2005	71	27,164	761.1	(NA)
2006	71	27,164	761.1	(NA)
2007	71	27,108	761.1	(NA)
ISLAND: 2006				
Hawaii	19	2,716	274.2	(NA)
Maui	8	331	37.9	(NA)
Molokai	2	234	13.0	(NA)
Oahu	32	10,153	305.0	(NA)
Kauai	10	7,502	130.6	(NA)
ISLAND: 2007				
Hawaii	19	2,698	274.2	(NA)
Maui	8	332	37.9	(NA)
Molokai	2	237	13.0	(NA)
Oahu	32	10,115	305.4	(NA)
Kauai	10	13,727	130.6	(NA)

NA Not available.

1/ Declines since 1992 reflect transfer of 9 areas to the counties, and also closure of all Kauai state parks from Sept. 11, 1992 to March 20, 1993 because of damage caused by Hurricane Iniki.

Source: Hawaii State Department of Land and Natural Resources, Division of State Parks, records.

Table 7.46-- MAJOR STATE PARKS: 2005 AND 2006

[Parks having at least 500,000 recreation visits or 1,000 acres]

Park	Acreage, June 30		Recreation visits, year ended June 30 (1,000)
	Total	Developed	
2005			
Na Pali Coast State Park	6,175.0	4.0	(NA)
Ahupua`a `O Kahana State Park 1/	5,256.5	26.0	(NA)
Koikee State Park	4,345.0	55.0	(NA)
Waimea Canyon State Park	1,837.4	10.0	(NA)
Kekaha Kai State Park	1,642.5	5.0	(NA)
Sacred Falls (Kaluanui) State Park 2/	1,375.9	10.0	(NA)
Wailua River State Park	1,093.0	37.4	(NA)
2006			
Na Pali Coast State Park	6,175.0	4.0	(NA)
Ahupua`a `O Kahana State Park 1/	5,256.3	26.0	(NA)
Koikee State Park	4,345.0	55.0	(NA)
Waimea Canyon State Park	1,837.4	10.0	(NA)
Kekaha Kai State Park	1,642.5	5.0	(NA)
Sacred Falls (Kaluanui) State Park 2/	1,375.9	10.0	(NA)
Wailua River State Park	1,093.0	37.4	(NA)

NA Not available.

1/ Park name changed in November 2000.

2/ Park closed since May 1999.

Source: Hawaii State Department of Land and Natural Resources, Division of State Parks, records.

**Table 7.47-- NATIONAL AND STATE HISTORIC SITES, BY ISLAND:
2003 AND 2004**

[As of December 31]

Island	Total sites	Listed Hawaii Register only	Listed National Register only	Listed both Hawaii and National Register	Eligible for National Register 1/
2003					
State total	711	332	110	233	36
Hawaii	140	70	23	42	5
Maui	67	31	4	31	1
Kahoolawe	1	-	1	-	-
Lanai	2	-	-	2	-
Molokai	93	41	10	40	2
Oahu	326	152	68	83	23
Kauai	82	38	4	35	5
2004					
State total	713	331	111	235	36
Hawaii	140	70	23	42	5
Maui	67	31	4	31	1
Kahoolawe	1	-	1	-	-
Lanai	2	-	-	2	-
Molokai	93	41	10	40	2
Oahu	327	151	68	85	23
Kauai	83	38	5	35	5

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, records.

Table 7.48-- ZOOS: 2003 TO 2006

Subject and Zoo	2003	2004	2005	2006
Species: 1/				
Honolulu Zoo	260	255	234	229
Panaewa Rainforest Zoo (Hilo)	80	75	83	84
Individuals: 1/				
Honolulu Zoo	1,150	1,140	1,009	995
Panaewa Rainforest Zoo (Hilo)	193	179	175	212
Attendance:				
Honolulu Zoo	500,000	499,767	513,931	525,953
Panaewa Rainforest Zoo (Hilo)	133,086	161,200	163,176	171,958

1/ Animal and bird inventory, December 31.

Source: City and County of Honolulu, Department of Enterprise Services, Honolulu Zoo and County of Hawaii, Department of Parks and Recreation, records.

Table 7.49-- AQUATIC COLLECTIONS: 2006

[For annual attendance, see table 7.40]

Phylum or class	Sea Life Park, June 30, 2006		Waikiki Aquarium, June 30, 2006	
	Species	Individuals	Species	Individuals
Total	122	1,290	463	3,092
Fishes	73	960	222	850
Reptiles	2	29	-	-
Mammals	6	59	1	2
Invertebrates	28	170	240	2,240
Birds	13	72	-	-

Source: Sea Life Park, records; Waikiki Aquarium, records.

Table 7.50-- COUNTY PARKS, BY ISLAND: 2004 TO 2006

[As of December 31]

Island	Number			Acreage		
	2004	2005	2006	2004	2005	2006
State totals	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Hawaii	137	1/ 125	126	1,471	1/ 1,616	1,617
Maui	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Lanai	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Molokai	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Oahu	2/ 291	293	3/ 282	2/ 5,329	5,272	3/ 5,314
Kauai	67	67	67	487	487	487

NA Not available.

1/ In 2005, one new site was added to the inventory of parks, however, the new value reflects a change in how the County of Hawaii identifies individual park sites. The increase in acreage is due to the addition of one new site as well as corrections to existing park areas.

2/ Does not include Aina Haina Nature Preserve, Kawai Nui Nature Park, Waihee Valley Nature Park, Waimea Falls Nature Park, Waikane Valley Nature Park and Heeia Kea Nature Park that were included in the 2003.

3/ The changes reflected in the 2006 figures for number of parks and acreage do not represent a reduction in the number of City and County of Honolulu parks, but are the result of reclassification of some small underdeveloped parcels previously included as stand alone parks.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.

Table 7.51-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2006

Beach park	Estimated attendance 1/	Rescues	Drownings	Surfing accidents
All parks	13,705,318	1,388	6	380
Ala Moana	1,239,616	39	4	11
Alii/Haleiwa	306,186	15	-	6
Bellows	85,275	10	-	-
Ehukai	316,501	23	-	45
Hanauma	1,237,907	275	-	-
Kailua	349,913	11	-	-
Keauwaula	125,041	12	-	6
KeWaena	185,837	4	-	12
Kualoa	107,988	7	-	-
Mali	367,089	34	-	1
Makaha	385,416	18	-	14
Makapuu	160,614	126	-	5
Nanakuli	335,613	21	-	-
Pokai Bay	304,415	18	-	-
Sandy	383,469	379	-	16
Sunset	439,877	29	-	16
Waikiki	6,644,927	309	2	231
Waimanalo	217,991	13	-	4
Waimea	511,643	45	-	13

1/ Attendance is based on headcounts taken 3 times by Water Safety Officers over an 8-hour work day.

Source: City and County of Honolulu, Emergency Services Department, Ocean Safety & Lifeguard Services Division, records.

Table 7.52-- SWIMMING AND SURFING SITES, BY ISLAND

Subject	State total 1/	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Miles of sandy shoreline 2/	184.9	19.4	32.6	18.2	23.2	50.3	41.2
Primary 3/	24.4	1.2	7.9	-	-	12.5	2.8
Other	160.5	18.2	24.7	18.2	23.2	37.8	38.4
Number of surfing sites 4/	1,600	185	212	99	180	594	330

1/ Excludes Kahoolawe.

2/ Surveyed in 1962.

3/ Safe, clean, accessible, and generally suitable for swimming.

4/ Surveyed in 1971. A surfing site is defined as "a specific wave-breaking zone caused by a shoal and having sufficient consistency to be identified as a surfable riding area, either seasonally or in a combination of seasons, e.g., Queen's Surf, Waikiki."

Source: Hawaii State Department of Planning and Economic Development, *Hawaii's Shoreline* (1965), p. 7; Surfing Education Association, *The 1971 Statewide Surfing Site Survey*, Vol. 1, p. 93.

Table 7.53-- COUNTY TENNIS FACILITIES: 2001 TO 2006

[As of December 31]

Subject	State total	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Locations:							
2001	88	19	12	2	1	45	9
2002	88	19	12	2	1	45	9
2003	91	19	12	2	1	48	9
2004	91	19	12	2	1	48	9
2005	91	19	12	2	1	48	9
2006	(NA)	19	(NA)	(NA)	(NA)	47	9
Courts:							
2001	289	43	39	4	2	179	22
2002	289	43	39	4	2	179	22
2003	309	43	39	4	2	199	22
2004	309	43	39	4	2	199	22
2005	309	43	39	4	2	199	22
2006	(NA)	43	(NA)	(NA)	(NA)	200	22

NA Not available.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the county parks and recreation departments.

Table 7.54-- GOLF COURSES, BY NUMBER OF HOLES, OWNERSHIP, AND ISLAND: 2006

Status, island, and ownership	Number of golf courses						Number of holes
	Total	9-hole	18-hole	27-hole	36-hole	54-hole	
State total	78	8	58	3	7	2	1,557
Hawaii	18	2	13	-	3	-	360
Municipal	1	-	1	-	-	-	18
Private	17	2	12	-	3	-	342
Maui	11	-	7	-	2	2	306
Municipal	1	-	1	-	-	-	18
Private	10	-	6	-	2	2	288
Lanai	3	1	2	-	-	-	45
Private	3	1	2	-	-	-	45
Molokai	2	1	1	-	-	-	27
Private	2	1	1	-	-	-	27
Oahu	35	3	28	2	2	-	657
Military	6	1	4	1	-	-	108
Municipal	6	1	5	-	-	-	99
Private	23	1	19	1	2	-	450
Kauai	9	1	7	1	-	-	162
Municipal	1	-	1	-	-	-	18
Private	8	1	6	1	-	-	144

Source: *The Honolulu Advertiser*, <<http://the.honoluluadvertiser.com/current/sp/golfguide>> accessed November 28, 2006.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2006**

Calendar year	Public golf courses			Camping permits issued 1/
	Courses	Holes	Rounds played	
1991	5	81	580,888	9,633
1992	5	81	654,726	9,938
1993	5	81	638,972	10,251
1994	5	81	580,120	8,778
1995	6	99	650,934	10,514
1996	6	99	685,191	10,622
1997	6	99	686,188	15,804
1998	6	99	747,379	16,929
1999	(NA)	(NA)	(NA)	16,884
2000	6	99	663,710	16,947
2001	6	99	638,817	16,375
2002	6	99	607,823	12,045
2003	6	99	602,123	12,045
2004	6	99	560,921	11,128
2005	6	99	530,606	14,847
2006	6	99	538,051	9,179

NA Not available.

1/ By the City and County of Honolulu, camping permits issued reflect cumulative family and group camping permits.

Source: City and County of Honolulu, Department of Parks and Recreation, records and Department of Enterprise Services, records.

Table 7.56-- SONY OPEN SCORES AND PURSES: 1992 TO 2007

[The Sony Open is held at the Waialae Country Club golf course. Distance is 7,060 yards par is 70/280. Up until 1998, event known as the Hawaiian Open, which was held at the Waialae Country Club golf course. Distance was 6,975 yards; par was 72/288.]

Year	Holes	Winning score		Purse (dollars)	
		Total	Below par	Total	Winner
1992	72	265	23	1,200,000	216,000
1993	72	269	19	1,200,000	216,000
1994	72	269	19	1,200,000	216,000
1995	72	269	19	1,200,000	216,000
1996	72	277	11	1,200,000	216,000
1997	72	271	17	1,200,000	216,000
1998	72	260	28	1,800,000	324,000
1999	72	271	9	2,600,000	468,000
2000	72	261	19	2,900,000	522,000
2001	72	260	20	4,000,000	720,000
2002	72	266	14	4,000,000	720,000
2003	72	264	16	4,500,000	810,000
2004	72	262	18	4,800,000	864,000
2005	72	269	11	4,800,000	864,000
2006	72	261	19	5,100,000	918,000
2007	72	266	14	5,200,000	936,000

Source: *Honolulu Star-Bulletin* and *The Honolulu Advertiser*, various issues.

Table 7.57-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2006

Island	Public hunting areas		Other wildlife sanctuaries and refuges	
	Number	1,000 acres	Number	1,000 acres
State total	61	1,196.6	53	94.9
Hawaii	26	905.4	8	83.3
Maui	7	90.7	10	0.3
Lanai	1	30.8	4	(1/)
Molokai	1	16.0	6	(1/)
Oahu	12	25.0	18	0.7
Kauai	14	129.2	7	10.5

1/ Less than 50 acres.

Source: Hawaii State Department of Land and Natural Resources, Division of Forestry and Wildlife, records.

Table 7.58-- FISHING AND HUNTING LICENSES ISSUED: 2001 TO 2006

[Fiscal years ending June 30]

Type of license	2001	2002	2003	2004	2005	2006
Freshwater fishing	6,277	7,537	5,521	6,173	5,655	6,059
Hunting	9,295	9,751	9,095	8,693	8,223	8,345

Source: Hawaii State Department of Land and Natural Resources, Division of Aquatic Resources and Division of Forestry and Wildlife, records.

Table 7.59-- FISHING, HUNTING, AND WILDLIFE-ASSOCIATED RECREATION OF PERSONS 16 YEARS OF AGE AND OLDER: 2001

[For 1980 survey results, see *Data Book 1984*, table 251]

Subject	All activities	Hunting and fishing			Wildlife watching
		Both	Fishing	Hunting	
Hawaii residents: 1/ 2/ Participants (1,000)	195	114	(NA)	(NA)	126
Taking place in Hawaii: 2/ Participants, total (1,000)	(NA)	(NA)	150	17	220
Hawaii residents	(NA)	(NA)	109	17	120
Residents of other states	(NA)	(NA)	3/ 41	(B)	141
Expenditures (million dollars)	272	140	125	15	131

B Sample size too small to report data reliably.

NA Not available

1/ Estimated population 16 years old or more was 916,000.

2/ Detail does not add to total because of multiple responses.

3/ Estimate based on small sample size.

Source: U.S. Fish and Wildlife Service and U.S. Bureau of the Census, *2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation* (June 2002), pp. 14, 20, 21, 23, 25, 26 and 28.

**Table 7.60-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND
WINNING TIMES: 1992 TO 2006**

Year	Number of registrants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	30,905	23,515	2:14:19	2:32:13
1993	29,514	23,640	2:13:16	2:32:20
1994	32,771	25,833	2:15:04	2:37:06
1995	34,434	27,022	2:16:08	2:37:29
1996	30,864	24,414	2:13:23	2:34:28
1997	33,682	26,495	2:12:17	2:33:14
1998	27,704	22,112	2:14:53	2:33:27
1999	26,724	21,211	2:16:45	2:32:36
2000	26,465	22,636	2:15:19	2:28:33
2001	23,513	19,236	2:15:09	2:29:54
2002	30,428	26,477	2:12:29	2:29:08
2003	25,283	22,161	2:12:59	2:31:56
2004	25,671	22,407	2:11:12	2:27:33
2005	1/ 28,048	24,295	2:12:00	2:30:24
2006	28,637	24,575	2:13:42	2:27:19

1/ Revised from previous year *Data Book*.

Source: Honolulu Marathon Association, records; Honolulu Marathon Champions & Entrants/Finishers, at <<http://www.honolulumarathon.org/stats.html>> accessed February 2, 2007.

**Table 7.61-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2006**

Year	Number of participants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	1,379	1,298	8:09:08	8:55:29
1993	1,438	1,353	8:07:45	8:58:23
1994	1,405	1,290	8:20:27	9:20:14
1995	1,444	1,325	8:20:34	9:16:46
1996	1,421	1,288	8:04:08	9:06:49
1997	1,478	1,365	8:33:01	9:31:43
1998	1,487	1,379	8:24:20	9:24:16
1999	1,463	1,411	8:17:17	9:13:02
2000	1,525	1,426	8:21:01	9:26:17
2001	1,468	1,368	8:31:18	9:28:37
2002	1,541	1,455	8:29:56	9:07:54
2003	1,645	1,569	8:22:35	9:11:55
2004	1,728	1,579	8:33:29	9:33:25
2005	1,743	1,688	8:14:17	9:09:30
2006	1,689	1,624	8:11:56	9:18:31

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>> and 1999-2006 race results from <<http://www.ironmanlive.com>> accessed on November 28, 2006.

**Table 7.62-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES
AND WINNING TIMES: 1985 TO 2005**

[The Honolulu Race, sponsored by the Transpacific Yacht Club of Los Angeles, is run biennially between San Pedro, California, and Diamond Head Lighthouse, a great circle distance of 2,217 nautical miles]

Year	Boats entered	Winning times (days, hours, minutes, seconds)	
		Elapsed	Corrected
1985	65	13:06:31:19	9:14:07:40
1987	55	8:12:00:40	8:00:56:41
1989	45	8:12:50:35	8:02:54:08
1991	42	10:08:59:35	9:22:34:13
1993	42	9:09:11:17	8:28:09:06
1995	35	9:01:32:02	8:22:41:48
1997	39	8:06:31:00	7:01:46:11
1999	33	8:02:52:27	7:08:40:10
2001	34	10:17:49:19	8:01:01:08
2003	57	8:17:01:25	7:12:20:29
2005	76	8:16:25:04	6:08:45:05

Source: Transpac 2005 website, <<http://www.transpacificyc.org>>.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2001-2002 TO 2006-2007 SEASONS**

Bowl	2001- 2002	2002- 2003	2003- 2004	2004- 2005	2005- 2006	2006- 2007
Hawaii Bowl	(X)	31,535	25,551	39,754	16,134	40,623
Hula Bowl	20,000	1/ 12,000	9,128	12,122	7,065	7,919
Pro Bowl	50,128	50,301	50,125	50,127	50,225	50,410

X Not applicable

1/ 2002-2003 figure represent an estimate as number reported at a "little over 12,000."

Source: *Honolulu Star-Bulletin* and *The Honolulu Advertiser*, various issues.

**Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF
HAWAII AT MANOA: 2002-2003 TO 2005-2006**

[Includes only games played against four-year collegiate teams]

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
2002-2003						
Baseball	56	30	26	-	37	96,376
Basketball (men's)	31	19	12	-	16	117,621
Basketball (women's)	30	16	14	-	18	30,871
Football	14	10	4	-	8	310,074
Volleyball (men's)	30	24	6	-	19	102,858
Volleyball (women's)	38	36	2	-	22	158,596
2003-2004						
Baseball	55	31	24	-	38	93,181
Basketball (men's)	33	21	12	-	17	126,539
Basketball (women's)	28	8	20	-	18	30,824
Football	14	9	5	-	7	289,155
Volleyball (men's)	29	17	12	-	16	80,839
Volleyball (women's)	38	36	2	-	23	172,178
2004-2005						
Baseball	55	28	27	-	38	102,267
Basketball (men's)	29	16	13	-	17	123,097
Basketball (women's)	26	11	15	-	16	16,953
Football	13	8	5	-	8	294,404
Volleyball (men's)	28	19	9	-	18	77,014
Volleyball (women's)	31	30	1	-	17	121,292
2005-2006						
Baseball	62	45	17	-	34	81,881
Basketball (men's)	28	17	11	-	17	125,523
Basketball (women's)	28	18	10	-	17	15,823
Football	12	5	7	-	7	229,142
Volleyball (men's)	28	23	5	-	16	67,689
Volleyball (women's)	34	27	7	-	18	131,434

1/ Volleyball data refer to matches.

Source: University of Hawaii, Office of Intercollegiate Athletics, Sports Media Relations, records. See also <<http://www.ncaa.org/stats/>>.

**Table 7.65-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:
2001-2002 TO 2005-2006 SEASONS**

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
2001-2002:				
Baseball	Boys	(NA)	(NA)	19,127
Basketball	Boys and girls	440	17,282	91,726
Football	Boys	176	80,666	144,318
2002-2003				
Baseball	Boys	(NA)	(NA)	26,500
Basketball	Boys and girls	440	16,899	101,403
Football	Boys	176	72,038	158,958
2003-2004				
Baseball	Boys	(NA)	(NA)	17,858
Basketball	Boys and girls	456	17,057	108,973
Football	Boys	154	76,259	149,329
2004-2005				
Baseball	Boys	(NA)	(NA)	20,172
Basketball	Boys and girls	542	18,883	115,686
Football	Boys	141	72,616	147,282
2005-2006				
Baseball	Boys	(NA)	(NA)	30,712
Basketball	Boys and girls	558	26,734	54,415
Football	Boys	145	84,253	147,021

NA Not available

Note: Data are for Oahu only (OIA).

1/ Junior varsity and varsity games, based on published schedules from public school leagues. Data exclude pre-season and post-season games.

2/ Data on expenditures reflect figures from the general and school trust funds.

Source: Hawaii State Department of Education, Office of Curriculum, Instruction and Student Support, records.

Table 7.66-- PROFESSIONAL BOXING: 1993 TO 2006

Year	Number of promoters	Number of shows	Paid attendance	Gross receipts (dollars)
1993	1	1	472	12,385
1994	3	6	8,022	191,150
1995	2	4	2,636	48,280
1996	3	3	2,653	64,781
1997	2	3	1,967	44,645
1998	2	3	2,059	52,510
1999	1	1	479	10,120
2000	3	5	3,106	77,155
2001	3	6	3,489	141,235
2002	3	3	4,477	106,295
2003	1	2	2,623	79,875
2004	1	-	-	-
2005	1	2	877	30,528
2006	-	-	-	-

Source: Hawaii State Department of Commerce and Consumer Affairs, Boxing Commission, records.

Table 7.67-- DOG LICENSES ISSUED, BY ISLAND: 1993 TO 2006

[Dogs are licensed on a biennial basis]

Year	State total	Hawaii	Maui 1/	Lanai	Molokai	Oahu	Kauai
1993	27,586	4,006	2,427	26	46	20,081	1,000
1994	29,010	4,099	3,171	26	57	19,485	2,172
1995	28,442	4,911	1,446	82	48	20,030	1,925
1996	30,376	5,381	699	32	58	21,245	2,961
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	2/ 36,121	1,942
2005	53,415	10,454	4,621	24	30	2/ 35,638	2,648
2006	50,440	8,836	4,282	17	27	2/ 35,163	2,115

NA Not available.

1/ For the years 1995-1998, the number of registrations issued by the animal shelter (Maui Humane Society) was not included in the count. From year 2000 Maui County reported data in fiscal year, in 2001 Maui County reported 674 licenses which included Lanai and Molokai totals.

2/ Fiscal year ending June 30, figures are estimates.

Source: Compiled by the Hawaii State Department of Business, Economic Development & Tourism from the county Departments of Finance; Hawaiian Humane Society (for Oahu, 1995-2003); and Maui Humane Society (for Maui in 1999-2006).