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**Table 7.01-- PASSENGERS ARRIVING, BY POINTS OF ORIGIN AND TRANSIT
STATUS: 1994 TO 2003**

[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]

Points of origin and status	1994	1995	1996	1997	1998
All directions	7,909,250	7,957,220	8,049,980	8,182,660	7,852,500
Landing	7,263,820	7,466,710	7,648,880	7,723,580	7,545,230
Intransit	645,430	490,510	401,100	459,080	307,270
Domestic	5,197,640	5,056,770	5,078,740	5,147,470	5,169,410
Landing	4,772,380	4,725,150	4,801,570	4,907,620	5,033,100
Intransit	425,260	331,620	277,170	239,850	136,310
International	2,711,610	2,900,450	2,971,240	3,035,190	2,683,090
Landing	2,491,440	2,741,560	2,847,310	2,815,960	2,512,130
Intransit	220,170	158,890	123,930	219,230	170,960
Points of origin and status	1999	2000	2001	2002	2003
All directions	7,980,220	8,272,973	7,585,952	7,628,963	7,557,861
Landing	7,708,206	7,981,480	7,318,235	7,424,621	7,438,045
Intransit	272,014	291,493	267,717	204,342	119,816
Domestic	5,172,404	5,448,603	5,200,050	5,290,418	5,462,304
Landing	5,088,781	5,318,419	5,071,551	5,253,652	5,461,554
Intransit	83,623	130,184	128,499	36,766	750
International	2,807,816	2,824,370	2,385,902	2,338,545	2,095,557
Landing	2,619,425	2,663,061	2,246,684	2,170,969	1,976,491
Intransit	188,391	161,309	139,218	167,576	119,066

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.02-- PASSENGER STATUS OF PARTIES AND PASSENGERS
ARRIVING IN HAWAII, BY POINTS OF ORIGIN: 2001 TO 2003**

[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 points of origin	All types	Visitors destined to Hawaii	Returning residents	Intended residents
PARTIES 1/				
2001, total	(NA)	3,077,581	625,512	(NA)
Domestic	(NA)	2,200,167	529,411	19,474
International	(NA)	877,414	96,101	(NA)
2002, total	(NA)	3,002,997	628,974	(NA)
Domestic	(NA)	2,202,582	547,604	29,149
International	(NA)	800,416	81,371	(NA)
2003, total	(NA)	3,058,067	647,128	(NA)
Domestic	(NA)	2,293,955	571,779	26,048
International	(NA)	764,112	75,350	(NA)
PASSENGERS				
2001, total	7,585,952	6,165,358	982,508	(NA)
Domestic	5,200,050	4,085,888	815,293	31,938
International	2,385,902	2,079,470	167,215	(NA)
2002, total	7,628,973	6,308,545	991,557	(NA)
Domestic	5,290,418	4,278,337	850,786	44,016
International	2,338,555	2,030,208	140,771	(NA)
2003, total	7,557,861	6,368,242	1,019,316	(NA)
Domestic	5,462,304	4,519,092	891,975	38,290
International	2,095,557	1,849,150	127,341	(NA)

NA Not available.

1/ Not surveyed for intransit passengers.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.03-- VISITOR ARRIVALS AND AVERAGE VISITOR CENSUS:
1966 TO 2003**

[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 VISITOR CENSUS:
1966 TO 2003 - 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	164,572	125,406	39,165
2003	6,344,443	4,495,293	1,849,150	163,988	126,318	37,670

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2002 AND 2003**

[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/	2002			2003		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	6,389,058	4,358,850	2,030,208	6,344,443	4,495,293	1,849,150
US West MMA 2/	2,486,914	2,432,225	54,689	2,589,356	2,543,011	46,345
US East MMA 3/	1,582,563	1,529,730	52,833	1,639,777	1,598,224	41,553
Japan MMA	1,483,121	16,860	1,466,261	1,340,397	13,264	1,327,133
Canada MMA	189,890	35,384	154,506	203,733	40,032	163,701
Other Asia MMA 4/	111,347	40,512	70,835	98,309	31,710	66,599
China	38,923	27,981	10,942	25,251	17,630	7,621
Hong Kong	7,137	1,825	5,312	6,058	2,086	3,972
Korea	48,174	7,915	40,259	48,427	8,619	39,808
Singapore	3,950	811	3,139	4,098	1,067	3,031
Taiwan	13,163	1,980	11,183	14,475	2,308	12,167
Oceania MMA 5/	108,835	16,176	92,659	95,476	18,603	76,873
Australia	91,911	13,282	78,629	78,125	15,073	63,052
New Zealand	16,924	2,894	14,030	17,351	3,530	13,821
Europe MMA 6/	111,275	88,904	22,371	111,764	93,770	17,994
United Kingdom	67,431	51,454	15,977	67,768	54,198	13,570
France	6,946	5,844	1,102	7,416	6,430	986
Germany	25,266	21,725	3,541	24,610	22,340	2,270
Italy	4,749	4,240	509	5,566	5,202	364
Switzerland	6,883	5,641	1,242	6,405	5,601	804
Latin America MMA 7/	13,092	11,665	1,426	14,393	13,051	1,342
Argentina	1,088	1,008	81	2,072	1,447	624
Brazil	4,245	3,433	812	3,777	3,401	376
Mexico	7,758	7,225	534	8,545	8,203	342
Other MMA 8/	302,019	187,392	114,627	251,238	143,627	107,610

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2002 AND 2003**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Pacific and Mountain State 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.

Table 7.05-- VISITOR DAYS, BY POINTS OF ORIGIN: 1993 TO 2003

[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	60,068,620	45,773,227	14,295,394
2003	59,855,623	46,106,017	13,749,606

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.06-- AVERAGE DAILY VISITOR CENSUS, BY COUNTIES AND ISLANDS:
2001 AND 2002**

[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	2001			2002		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total	158,243	118,106	40,136	164,572	125,406	39,165
Oahu	79,699	50,315	29,385	82,121	53,202	28,920
Hawaii County	21,064	17,394	3,669	22,277	18,473	3,804
Kauai County	16,830	15,345	1,485	17,432	15,985	1,447
Maui County	40,650	35,053	5,598	42,742	37,746	4,996
Maui	38,723	33,330	5,394	40,744	36,081	4,662
Molokai	831	721	110	955	797	158
Lanai	1,096	1,002	94	1,044	868	175

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

Table 7.07-- VISITOR ARRIVALS, DOMESTIC AND INTERNATIONAL, BY AREAS VISITED: 2002 AND 2003

[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]

Areas visited	2002			2003		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
State total 1/	6,389,058	4,358,850	2,030,208	6,344,443	4,495,293	1,849,150
Oahu	4,276,077	2,423,169	1,852,908	4,074,141	2,399,044	1,675,097
Kauai	1,005,898	849,913	155,985	968,413	854,126	114,287
Maui County 1/	2,139,427	1,770,103	369,324	2,176,081	1,879,808	296,273
Maui	2,073,051	1,725,051	348,000	2,105,718	1,832,441	273,277
Molokai	75,134	53,152	21,983	93,274	69,791	23,483
Lanai	80,875	64,433	16,441	90,568	71,796	18,772
Hawaii County 1/	1,243,313	918,680	324,633	1,193,009	908,062	284,946
Hilo side	448,449	318,422	130,028	452,834	328,505	124,329
Kona side	1,033,614	756,541	277,073	965,004	728,535	236,469
One island only	4,677,679	3,200,501	1,477,178	4,743,845	3,327,032	1,416,814
Oahu only	2,818,337	1,497,881	1,320,457	2,746,835	1,483,280	1,263,556

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.

Table 7.08-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY POINTS OF ORIGIN: 2002 AND 2003

[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
2002			
Residence (percent):			
United States	63.7	90.9	5.3
Pacific and Mountain States	38.9	55.8	2.7
California	24.9	36.0	1.0
Males per 100 females	116	132	77
Average age (years)	(NA)	(NA)	(NA)
Persons per party	2.1	1.9	2.5
Arriving June-August (percent)	28.5	29.8	25.9
Repeat visitors (percent)	62.3	66.2	53.8
Pleasure trip (percent)	81.4	79.0	86.7
In hotel only	61.1	52.0	80.6
One island only	73.2	73.4	72.8
Destined beyond Hawaii (percent)	(NA)	1.8	(NA)
2003			
Residence (percent):			
United States	66.7	92.1	4.8
Pacific and Mountain States	40.8	56.6	2.5
California	26.9	37.6	1.0
Males per 100 females	92	96	84
Average age (years)	(NA)	(NA)	(NA)
Persons per party	2.1	2.0	2.4
Arriving June-August (percent)	28.3	30.1	23.9
Repeat visitors (percent)	62.4	65.6	54.4
Pleasure trip (percent)	81.6	80.0	85.5
In hotel only	46.2	32.6	79.2
One island only	74.8	74.0	76.6
Destined beyond Hawaii (percent)	(NA)	0.3	(NA)

NA Not available.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.09-- DOMESTIC VISITORS BY STATES AND REGIONS:
2001 AND 2002**

[Limited to visitors staying overnight or longer. Includes both visitors destined to and beyond Hawaii non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States]

Residence	2001	2002
United States	3,829,562	3,961,956
Pacific	1,908,060	2,001,726
Alaska	41,545	41,630
California	1,468,882	1,570,367
Oregon	123,512	121,245
Washington	274,121	268,483
Mountain	390,044	430,499
Arizona	97,564	110,926
Colorado	107,932	121,257
Idaho	24,568	24,013
Montana	15,264	15,393
Nevada	54,879	61,486
New Mexico	18,549	21,595
Utah	65,648	69,565
Wyoming	5,640	6,265
West North Central	193,575	183,216
Iowa	22,236	21,938
Kansas	22,579	20,880
Minnesota	79,592	72,706
Missouri	45,285	43,136
Nebraska	13,170	13,936
N. Dakota	4,806	4,370
S. Dakota	5,907	6,249
West South Central	219,878	233,376
Arkansas	11,590	12,645
Louisiana	15,529	16,782
Oklahoma	21,587	25,548
Texas	171,172	178,400
East North Central	378,162	369,468
Illinois	132,911	132,686
Indiana	42,441	41,267
Michigan	85,000	75,659
Ohio	72,644	74,538
Wisconsin	45,166	45,317
East South Central	70,810	81,117
Alabama	15,640	22,588
Kentucky	19,199	22,623
Mississippi	7,661	7,302
Tennessee	28,310	28,604

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**Table 7.09-- DOMESTIC VISITORS BY STATES AND REGIONS:
2001 AND 2002 -- Con.**

Residence	2001	2002
New England	105,925	106,158
Connecticut	26,050	25,598
Maine	6,637	7,314
Massachusetts	53,597	53,890
New Hampshire	9,290	8,962
Rhode Island	6,251	6,300
Vermont	4,100	4,095
Middle Atlantic	240,065	231,823
New Jersey	65,655	62,465
New York	113,548	108,392
Pennsylvania	60,862	60,965
South Atlantic	316,336	324,573
Delaware	4,576	4,257
Washington, D.C.	6,309	6,918
Florida	83,717	87,385
Georgia	53,781	56,378
Maryland	43,543	44,653
N. Carolina	36,595	35,417
S. Carolina	16,114	16,091
Virginia	66,277	68,145
West Virginia	5,425	5,328

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY POINTS OF ORIGIN: 2001 AND 2002

[Limited to visitors staying overnight or longer. Includes both visitors destined to and beyond Hawaii 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	
	2001	2002	2001	2002
All visitors 1/	4,224,321	4,358,850	2,079,470	2,030,208
Purpose of visit: 1/				
Pleasure	3,273,947	3,442,116	1,749,672	1,760,606
Honeymoon/Get married	253,253	271,460	246,525	424,837
Meetings, conventions, incentive 1/	331,360	323,777	92,283	92,460
Convention	204,697	210,206	47,587	44,701
Corporate meeting	76,547	63,661	18,535	17,335
Incentive	53,716	56,778	28,100	32,929
Other business	177,130	193,300	33,236	45,773
Visit friends or relatives	361,100	415,487	74,050	93,926
Government or military	59,955	67,929	21,206	29,511
Attend school	14,362	12,411	9,562	12,065
Traveler method:				
Tour group	333,694	322,348	746,482	713,977
Package	1,372,737	1,477,825	1,510,019	1,455,339
Group tour and package	266,824	259,385	706,832	674,206
True independent	2,784,708	2,818,062	529,783	535,098
Accommodations:				
Hotel	2,483,754	2,631,316	1,749,973	1,720,919
Hotel only	2,213,039	2,268,341	1,675,841	1,636,877
Condo	821,249	853,640	220,767	194,520
Condo only	688,495	680,772	183,667	141,062
Timeshare	322,776	363,851	29,172	26,933
Timeshare only	255,833	274,587	20,310	14,210
Apartment	59,168	30,426	14,000	13,829
Bed & Breakfast	60,037	57,856	10,862	12,010
Cruise ship	121,472	170,746	14,272	21,535
Friends, relatives	485,168	491,537	72,571	96,156

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.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002

[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 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	92.2	91.4	93.3	90.6
Helicopter / airplane tour	14.3	12.6	16.7	4.9
Boat tour / submarine / whale watching	30.2	26.4	35.5	16.5
Tour bus excursion	16.3	12.5	21.6	37.5
Private limousine / van tour	7.0	5.9	8.4	15.6
Self-guided	82.8	83.6	81.6	57.7
Recreation	92.2	92.6	91.6	81.2
Swimming / sunbathing / beach	84.5	85.5	83.0	68.3
Snorkeling / scuba diving	55.0	57.9	50.8	17.4
Jet skiing / parasailing / windsurfing	5.1	4.3	6.1	5.5
Golf	17.4	18.8	15.5	13.8
Running / jogging / fitness walking	41.2	42.4	39.5	18.2
Gym / health spa	15.7	15.9	15.4	6.2
Backpacking / hiking / camping	22.0	21.1	23.4	6.3
Sports event or tournament	5.3	5.0	5.7	1.5
Entertainment	61.0	60.2	62.1	56.6
Lunch / sunset / dinner / evening cruise	40.1	38.2	42.7	48.4
Lounge act / stage show	31.7	29.7	34.5	16.0
Nightclub / dancing / bar / karaoke	22.6	22.6	22.6	7.0
Shopping	96.2	96.7	95.4	96.9
Department stores	52.9	51.8	54.5	50.4
Designer boutiques	47.1	47.4	46.6	57.7
Hotel stores	55.0	52.5	58.5	7.0
Swap meet / flea markets	31.4	35.6	32.7	14.7
Discount / outlet stores	44.9	45.9	43.5	41.4
Supermarkets	65.9	69.7	60.5	55.5
Convenience stores	62.3	62.7	61.8	72.9
Duty free stores	6.8	5.5	8.6	76.8
Culture	81.0	80.4	81.8	50.8
Historic site	61.7	60.8	63.0	27.5
Museum / art gallery	33.3	33.9	32.3	16.3
Polynesian show / luau	44.7	39.2	52.3	24.6
Art / craft fair	25.9	28.1	22.9	3.2
Festival	6.3	6.4	6.3	6.5

Continued on next page.

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,
U.S. WEST, U.S. EAST, AND JAPAN: 2002 - Con.**

Activity	U.S. Total	U.S. West 1/	U.S. East 2/	Japan
Transportation	89.3	89.8	88.7	91.6
Trolley	8.0	6.4	10.3	51.0
Public Bus	14.8	11.4	19.6	29.4
Taxi / limousine	17.9	15.2	21.8	42.8
Rental car	78.8	81.4	75.2	25.4

1/ Pacific and Mountain State 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, *2002 Visitor Satisfaction and Activity Report* .

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002**

[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]

Category	U.S. Total	U.S. West 1/	U.S. East 2/	Japan
Accommodation				
Very Satisfied	79.2	78.4	80.4	43.0
Somewhat Satisfied	17.2	17.5	17.0	47.5
Somewhat Dissatisfied	3.0	3.7	2.1	7.0
Not Satisfied at all	0.5	0.4	0.6	2.5
Restaurants				
Very Satisfied	63.5	62.7	64.5	21.0
Somewhat Satisfied	33.5	33.8	32.9	58.7
Somewhat Dissatisfied	2.7	2.9	2.5	17.7
Not Satisfied at all	0.4	0.6	0.1	2.6
Shopping				
Very Satisfied	60.1	57.6	63.6	32.8
Somewhat Satisfied	36.6	38.8	33.4	51.2
Somewhat Dissatisfied	3.0	3.4	2.4	13.9
Not Satisfied at all	0.4	0.2	0.6	2.1
Golf Courses				
Very Satisfied	71.1	70.7	71.7	42.5
Somewhat Satisfied	23.5	23.5	23.5	47.9
Somewhat Dissatisfied	4.8	4.9	4.5	8.6
Not Satisfied at all	0.7	0.8	0.4	1.0
Activities & Attractions				
Very Satisfied	71.3	68.9	74.6	32.8
Somewhat Satisfied	26.7	29.1	23.4	55.2
Somewhat Dissatisfied	1.8	1.7	1.9	11.0
Not Satisfied at all	0.2	0.3	0.1	1.0
Transportation				
Very Satisfied	58.4	57.0	60.0	32.3
Somewhat Satisfied	32.2	31.2	33.4	48.6
Somewhat Dissatisfied	6.8	8.8	4.5	14.6
Not Satisfied at all	2.6	3.0	2.1	4.5

Continued on next page.

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002 - Con.**

Category	U.S. Total	U.S. West 1/	U.S. East 2/	Japan
Airports				
Very Satisfied	60.8	59.2	62.9	21.0
Somewhat Satisfied	34.5	35.2	33.4	59.5
Somewhat Dissatisfied	3.9	4.9	2.6	17.6
Not Satisfied at all	0.8	0.7	1.1	1.8
Parks & Beaches				
Very Satisfied	75.8	73.4	79.1	45.7
Somewhat Satisfied	21.9	23.8	19.1	47.7
Somewhat Dissatisfied	1.9	2.1	1.5	5.8
Not Satisfied at all	0.5	0.6	0.3	0.8

1/ Pacific and Mountain State 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, *2002 Visitor Satisfaction and Activity Report* .

Table 7.13-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002

[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	57.7	56.3	59.3	48.5
Above Average	37.1	38.1	35.9	46.2
Below Average	4.4	5.3	3.5	4.8
Poor	0.8	0.3	1.3	0.5
Maui				
Excellent	70.1	66.8	73.7	51.9
Above Average	27.0	30.4	23.3	43.6
Below Average	2.7	2.5	2.8	4.5
Poor	0.3	0.4	0.1	0.0
Molokai				
Excellent	46.1	54.7	32.2	13.1
Above Average	36.6	21.6	60.7	86.9
Below Average	16.8	23.7	5.7	0.0
Poor	0.5	0.0	1.4	0.0
Lanai				
Excellent	54.6	51.9	56.9	42.4
Above Average	42.4	47.3	38.4	57.6
Below Average	2.6	0.0	4.7	0.0
Poor	0.4	0.9	0.0	0.0
Big Island				
Excellent	65.5	65.5	65.5	55.6
Above Average	30.9	31.1	30.6	40.0
Below Average	2.5	1.7	3.6	4.2
Poor	1.1	1.7	0.3	0.2
Kauai				
Excellent	75.5	77.8	72.4	45.5
Above Average	22.7	20.4	25.8	43.0
Below Average	1.7	1.8	1.6	11.2
Poor	0.1	0.0	0.2	0.2

1/ Pacific and Mountain State 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, *2002 Visitor Satisfaction and Activity Report* .

**Table 7.14-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002**

[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
Travel agents	41.0	38.3	44.7	63.0
Internet	57.9	57.3	58.8	36.2
Personal experience	49.8	55.4	42.0	47.0
Wholesalers	10.8	10.1	11.8	14.4
Friends / relatives	38.6	37.5	40.0	27.0
Magazines	12.7	11.3	14.7	41.6
Books	20.3	18.4	22.9	40.4
Hotels / resorts	24.8	23.9	26.1	6.5
Airlines	31.3	32.6	29.5	8.7
Hawaii Visitors & Convention Bureau	12.8	11.1	15.1	8.0
Newspapers	5.3	6.0	4.3	4.0

1/ Pacific and Mountain State 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, *2002 Visitor Satisfaction and Activity Report* .

Table 7.15-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002

[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]

How the Internet was used	U.S. Total	U.S. West 1/	U.S. East 2/	Japan
Find things to do	43.4	40.5	47.6	19.8
Estimate costs	42.6	42.7	42.5	7.6
Hotel selection	36.3	35.5	37.4	40.7
Find recreational activities	31.7	30.8	32.9	17.6
Maps and directions	34.3	34.4	34.2	15.0
Locate sightseeing places	25.0	22.6	28.4	21.9
Make airline reservations	40.8	41.7	39.4	10.3
Make restaurant reservations	19.1	17.8	20.8	22.0
Locate shopping places	7.9	7.4	8.6	24.0
Find evening activities	11.9	11.1	13.1	3.4

1/ Pacific and Mountain State 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, *2002 Visitor Satisfaction and Activity Report* .

Table 7.16-- SAFETY ISSUES AND OTHER NUISANCES ENCOUNTERED BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002

[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
No problems	93.7	93.8	93.6	94.3
Safety Issues:				
Solicited by drug dealers	2.5	2.3	2.9	2.2
Solicited by prostitutes	1.5	1.5	1.4	1.2
Wallet / purse / valuables stolen	2.0	2.1	2.0	1.3
Room vandalized / robbed	0.5	0.5	0.4	0.4
Car vandalized / robbed	1.6	1.9	1.4	0.6
Physical violence / harm	0.7	0.6	0.8	0.2
Other Nuisance:				
Parking ticket	1.9	2.1	1.6	1.2

1/ Pacific and Mountain State 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, *2002 Visitor Satisfaction and Activity Report* .

Table 7.17-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002

[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	1.4	1.3	1.5	3.7
\$15,000-\$30,000	5.3	4.3	6.8	10.1
\$30,000-\$50,000	13.8	12.8	14.9	22.8
\$50,000-\$100,000	37.4	37.5	37.1	39.1
\$100,000 or more	42.3	44.0	39.8	24.4
Percentage of male respondents	46.9	47.1	46.5	46.9
Percentage of female respondents	53.1	52.9	53.5	53.1
Average age of respondents	47.7	47.8	47.6	45.1
Education Attainment				
High School graduate	25.4	23.7	27.9	42.4
Associates degree (2-year)	8.7	9.3	7.8	10.9
Bachelor's degree (4-year)	34.1	34.2	33.9	35.2
Post graduate degree	28.9	29.8	27.6	3.4
Vocational / technical degree	2.2	2.3	2.0	5.3
Employment Status				
Working	69.8	69.9	69.7	58.3
Retired	19.0	19.4	18.4	10.5
Primary Purpose of Trip				
Vacation	70.9	71.9	69.3	69.5
Attend a business meeting / conduct business	6.0	6.0	5.9	2.3
Attend a convention / conference / seminar	4.0	3.1	5.4	1.2
Visit friends / relatives	7.8	7.9	7.8	3.7
Wedding / honeymoon	6.3	5.8	6.9	18.3
Attend / participate in a sporting event	0.7	0.6	0.8	1.0
Attend / participate in a cultural event	0.1	0.1	0.1	0.8
Medical treatment	0.0	0.0	0.1	0.1
Other	4.2	4.5	3.7	2.9
Secondary Purpose of Trip				
Vacation	18.9	19.4	18.1	10.8
Attend a business meeting / conduct business	4.2	4.4	4.0	1.3
Attend a convention / conference / seminar	1.3	0.8	2.0	0.9
Visit friends / relatives	11.2	12.5	9.2	2.2
Wedding / honeymoon	1.3	1.5	0.9	3.2
Attend / participate in a sporting event	1.1	0.9	1.4	0.8

Continued on next page.

Table 7.17-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2002 - Con.

Characteristic	U.S. Total	U.S. West 1/	U.S. East 2/	Japan
Secondary Purpose of Trip - Con.				
Attend / participate in a cultural event	1.0	0.8	1.3	0.9
Medical treatment	0.5	0.3	0.7	0.5
Other	4.3	4.5	4.1	2.7

1/ Pacific and Mountain State 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, *2002 Visitor Satisfaction and Activity Report* .

Table 7.18-- LENGTH OF STAY OF VISITORS STAYING OVERNIGHT OR LONGER, BY POINTS OF ORIGIN: 2001 AND 2002

[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	2001			2002		
	Total	Domestic	International	Total	Domestic	International
All visitors	6,303,791	4,224,321	2,079,470	6,389,058	4,358,850	2,030,208
1 to 6 days	2,495,942	1,016,366	1,479,576	2,541,932	1,108,175	1,433,758
7 to 12 days	2,821,504	2,395,468	426,036	2,823,370	2,406,891	416,479
13 to 30 days	881,079	724,509	156,570	897,918	733,316	164,601
31 to 365 days	105,266	87,978	17,288	125,803	110,433	15,370
Median (days)	7.01	8.00	5.00	7.05	8.00	5.00
Mean (days)	9.16	10.20	7.05	9.40	10.50	7.04

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.19-- JAPANESE VISITOR ARRIVALS AND EXPENDITURES:
1997 TO 2002**

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

Subject	1997	1998	1999	2000	2001	2002
Arrivals (1,000)	2,152	2,004	1,826	1,818	1,529	1,483
Average stay (days)	5.5	5.7	5.7	5.6	5.9	5.9
Expenditures (mil. dol.)	3,402	2,933	2,359	2,370	2,089	2,042

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

Table 7.20-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1931-1932 TO 2002

[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)	1991	140.54	344.29
1951	28.00	(NA)	1992	117.14	344.68
1960-61	32.00	(NA)	1993	116.15	306.54
1965-66 1/	37.23	(NA)	1994	133.79	340.88
1974	46.20	123.00	1995	132.73	356.15
1977	54.62	146.85	1996	137.04	286.89
1980	71.24	185.00	1997	157.07	279.58
1983	85.88	227.32	1998	147.37	235.25
1986	95.40	299.00	1999	148.91	207.46
1987	102.49	324.00	2000	154.92	214.20
1988	121.44	350.00	2001	142.75	227.05
1989	126.57	322.00	2002	150.45	233.13
1990	136.30	294.04			

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.

Table 7.21-- AVERAGE EXPENDITURE PER VISITOR DAY IN CONSTANT DOLLARS, FOR VISITORS FROM THE MAINLAND: 1931-1932 TO 2002

[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	1992	140.3	83
1951	26.0	108	1993	144.5	80
1960-61	29.8	107	1994	148.2	90
1965-66 2/	32.0	116	1995	152.4	87
1974	49.3	94	1996	156.9	87
1977	60.6	90	1997	160.5	98
1980	82.4	86	1998	163.0	90
1983	99.6	86	1999	166.6	89
1986	109.6	87	2000	172.2	90
1989	124.0	102	2001	177.1	81
1990	130.7	104	2002	179.9	84
1991	136.2	103			

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/blshome.htm>.

Table 7.22- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREAS, BY EXPENDITURE TYPE: 2001 AND 2002

[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	
	2001	2002	2001	2002	2001	2002
All items	136.0	141.9	152.3	163.0	227.0	233.1
Total Food and beverage	33.5	31.5	36.4	35.2	34.6	40.2
Restaurant food	22.5	21.6	25.0	25.5	27.3	30.0
Dinner shows and cruises	3.9	4.1	5.4	5.0	0.0	3.0
Groceries and snacks	7.2	5.7	5.9	4.8	7.3	7.2
Entertainment & Recreation	9.5	8.9	10.9	10.7	5.0	6.0
Total Transportation	13.7	18.4	16.8	21.3	12.0	11.5
Interisland airfare	2.0	3.7	4.4	6.6	4.0	3.4
Ground transportation	1.0	1.0	1.4	1.3	4.9	5.0
Rental vehicles	8.7	11.9	9.0	11.5	2.7	2.7
Gasoline, parking, etc.	1.9	1.9	2.1	1.9	0.4	0.3
Total Shopping	17.3	20.1	23.8	24.4	80.3	82.2
Fashion and clothing	7.4	7.9	8.6	8.5	18.1	17.9
Jewelry and watches	4.1	4.5	7.5	6.8	9.2	10.1
Cosmetics, perfume	0.3	0.5	0.4	0.4	4.7	4.7
Leather goods	0.2	0.4	0.4	0.4	23.7	24.7
Hawaii food products	1.6	2.0	1.8	2.1	1.9	1.8
Souvenirs	3.8	4.8	5.1	6.2	22.8	23.0
Lodging	52.7	51.3	53.3	56.4	66.5	62.8
All other expenses	7.0	7.8	6.9	9.4	11.9	11.4
Tour packages	2.3	3.9	4.4	5.7	16.9	19.2

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Table 7.22-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREAS, BY EXPENDITURE TYPE: 2001 AND 2002 - Con.

Expenditure type	Visitors from Canada		Visitors from Europe 3/		Visitors from Oceania 4/	
	2001	2002	2001	2002	2001	2002
All items	117.2	115.2	121.4	144.5	132.5	147.6
Total Food and beverage	25.1	25.5	25.9	28.9	28.6	35.9
Restaurant food	16.0	15.0	17.2	21.0	19.2	26.0
Dinner shows and cruises	2.5	3.7	3.2	2.0	2.6	3.3
Groceries and snacks	6.6	6.8	5.5	5.9	6.8	6.7
Entertainment & Recreation	4.9	5.5	5.2	7.5	4.8	6.4
Total Transportation	17.3	14.2	16.5	25.6	12.4	15.1
Interisland airfare	5.9	3.1	4.6	4.5	3.7	5.3
Ground transportation	1.4	0.9	3.6	12.2	2.4	2.6
Rental vehicles	8.8	9.1	7.2	7.9	5.2	5.9
Gasoline, parking, etc.	1.2	1.1	1.0	1.0	1.1	1.4
Total Shopping	12.5	14.9	10.7	15.2	23.2	25.1
Fashion and clothing	5.6	6.7	4.7	7.2	12.3	13.4
Jewelry and watches	1.6	1.6	0.9	1.4	3.4	3.3
Cosmetics, perfume	0.2	0.3	0.3	1.1	1.3	1.5
Leather goods	0.2	0.4	0.3	0.5	0.6	0.7
Hawaii food products	1.2	1.3	1.1	1.7	0.9	1.3
Souvenirs	3.6	4.8	3.4	3.2	4.9	4.8
Lodging	47.7	46.7	52.3	53.2	49.1	52.6
All other expenses	4.1	3.0	4.2	3.9	7.6	5.4
Tour packages	5.5	5.3	6.7	10.2	6.8	7.1

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Table 7.22-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREAS, BY EXPENDITURE TYPE: 2001 AND 2002 - Con.

Expenditure type	Visitors from Other Asia 5/		Visitors from Latin America 6/		Visitors from Other Market 7/	
	2001	2002	2001	2002	2001	2002
All items	151.3	165.2	137.2	122.7	130.5	146.4
Total Food and beverage	29.4	36.5	20.1	26.1	21.9	30.7
Restaurant food	18.7	24.9	14.7	13.7	13.9	18.0
Dinner shows and cruises	5.1	5.7	1.0	4.2	2.7	6.1
Groceries and snacks	5.6	5.8	4.4	8.2	5.3	6.6
Entertainment & Recreation	6.5	8.3	6.0	5.7	7.5	4.9
Total Transportation	16.2	15.2	47.5	9.8	13.8	17.8
Interisland airfare	6.0	7.6	28.0	3.3	3.8	4.5
Ground transportation	3.3	3.0	0.8	3.5	2.0	3.5
Rental vehicles	5.9	4.0	18.4	2.7	7.2	8.1
Gasoline, parking, etc.	1.0	0.6	0.3	0.3	0.8	1.7
Total Shopping	37.3	39.1	11.9	28.5	24.4	31.8
Fashion and clothing	12.6	11.6	0.3	15.4	12.6	16.0
Jewelry and watches	7.4	7.3	0.0	3.0	3.5	2.6
Cosmetics, perfume	3.5	3.8	2.0	1.3	1.3	2.3
Leather goods	3.8	2.6	0.0	0.2	1.6	1.6
Hawaii food products	4.8	4.8	4.0	1.2	1.7	3.2
Souvenirs	5.2	9.0	5.5	7.3	3.7	6.1
Lodging	43.3	49.3	36.9	42.3	42.5	46.8
All other expenses	7.6	3.7	4.1	0.1	16.2	5.9
Tour packages	11.0	13.1	10.8	10.1	4.2	8.5

1/ Pacific and Mountain State of the United States.

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

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

4/ Includes Australia and New Zealand.

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

6/ Includes Argentina, Brazil, and Mexico.

7/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico,

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.23-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2001 AND 2002**

[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	2001	2002	% Change
All items	8,885.5	9,662.4	8.7
Total Food and beverage	1,918.3	2,017.8	5.2
Restaurant food	1,328.9	1,415.0	6.5
Dinner shows and cruises	206.0	256.1	24.3
Groceries and snacks	383.3	346.7	-9.5
Entertainment & Recreation	499.9	513.1	2.6
Total Transportation	847.1	1,085.8	28.2
Interisland airfare	201.3	275.4	36.8
Ground transportation	111.3	128.2	15.1
Rental vehicles	442.9	587.2	32.6
Gasoline, parking, etc.	91.5	95.0	3.8
Total Shopping	1,701.8	1,866.3	9.7
Fashion and clothing	557.0	606.8	8.9
Jewelry and watches	326.9	341.3	4.4
Cosmetics, perfume	65.8	73.8	12.0
Leather goods	237.8	242.3	1.9
Hawaii food products	97.8	123.2	26.0
Souvenirs	416.5	478.9	15.0
Lodging	3,125.6	3,244.6	3.8
All other expenses	461.4	495.7	7.5
Tour packages	331.5	439.1	32.5

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM US WEST, US EAST, AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS: 2001 AND 2002

[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	
	2001	2002	2001	2002	2001	2002
All visitors	135.99	141.91	152.34	162.99	227.05	233.13
Group tour status:						
Organized group tour	146.25	144.30	159.50	186.25	225.03	248.34
Individually arranged	135.87	148.25	152.25	161.27	221.22	163.28
Arrived on package tour:						
Yes	148.28	162.72	170.13	173.63	235.01	238.41
No	129.14	140.29	144.73	153.62	171.57	230.96
Accommodations:						
Hotel	156.17	162.52	169.50	179.20	236.24	249.06
Condo	132.58	141.33	163.54	161.04	147.08	141.86
Guests of friends and relatives	(NA)	(NA)	(NA)	(NA)	107.05	93.31
Timeshare	95.57	126.94	113.37	118.27	154.55	139.64
Previous visits:						
First trip	127.44	145.74	154.46	171.93	242.53	254.64
Repeat visitors	138.00	148.68	150.94	155.70	207.42	216.19
Purpose of trip:						
Pleasure	132.59	145.23	143.32	154.05	203.84	212.85
Business: Meetings, conventions, incentive	183.75	174.98	198.58	201.23	226.10	222.95
On honeymoon:	173.04	167.65	233.35	220.86	310.28	329.72

NA Not available due to small sample.

1/ Pacific and Mountain State 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, records.

Table 7.25-- ESTIMATED VISITOR EXPENDITURES: 1951 TO 2002

[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	1969	550	1987	6,281	395
1952	33	1970	595	1988	7,813	491
1953	43	1971	705	1989	8,371	534
1954	49	1972	836	1990	8,707	375
1955	55	1973	1,017	1991	9,004	814
1956	65	1974	1,233	1992	8,614	697
1957	78	1975	1,355	1993	7,808	664
1958	83	1976	1,637	1994	9,544	710
1959	109	1977	1,834	1995	10,067	1,040
1960	131	1978	2,150	1996	9,569	598
1961	137	1979	2,541	1997	10,102	389
1962	154	1980	2,871	1998	9,497	295
1963	186	1981	3,195	1999	9,455	322
1964	205	1982	3,687	2000	10,011	386
1965	225	1983	3,847	2001	8,916	278
1966	280	1984	4,442	2002	9,706	287
1967	380	1985	4,780			
1968	440	1986	5,567			

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

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.26-- VISITOR EXPENDITURES, BY COUNTRY OF RESIDENCE:
1998 TO 2002**

[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	
1998	9,791,776	9,496,633	5,328,647	2,675,941	300,304	1,191,741	295,143
1999	9,777,812	9,455,454	5,776,260	2,152,858	415,976	1,110,360	322,358
2000	10,397,347	10,010,914	6,452,691	2,162,999	391,593	1,003,632	386,433
2001	9,195,908	8,917,676	5,708,118	2,089,235	309,198	811,125	278,231
2002	9,993,775	9,706,449	6,348,023	2,042,238	271,472	1,044,715	287,326

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

**Table 7.27-- CRUISE SHIP ARRIVAL AND PASSENGER COUNT:
2001 TO 2003**

	2001	2002	2003
Number of Ships, Arrivals	26	27	28
Number of Tours 1/	121	2/ 131	125
Number of Passengers	159,031	242,144	236,149
Out of State Visitors	154,357	235,027	230,495
Arrived by Air	46,571	63,776	57,032
Arrived by Ship	107,786	171,251	173,463
Hawaii Residents	4,674	7,117	5,654

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.

**Table 7.28-- ESTIMATED DIRECT VISITOR-RELATED EXPENDITURES:
1997 TO 2003**

[In millions of dollars]

Year	Total	Visitors	Overseas airlines
1997 1/	10,996.5	9,779.0	1,217.5
1998 1/	11,003.3	9,791.8	1,211.5
1999	11,040.3	9,777.8	1,262.5
2000	11,723.6	10,397.3	1,326.3
2001	10,422.7	9,194.6	1,228.1
2002	11,288.2	9,993.8	1,294.4
2003 2/	11,792.7	10,485.4	1,307.3

1/ Data have been revised since previous *Data Book*.

2/ Preliminary estimates, note that as of March 2004 all figures were in the process of revision.

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

Table 7.29-- ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES: 1997 TO 2003

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/	10,996.5	10,005.8	5,845.3	1036.9	181.3
1998 1/	11,003.3	10,030.3	5,869.9	1003.2	180.7
1999	11,040.3	10,252.0	6,030.1	1062.1	181.0
2000	11,723.6	10,938.9	6,436.2	1159.9	187.9
2001	10,422.7	10,086.9	5,983.0	1190.0	193.0
2002	11,288.2	10,306.3	5,995.4	1075.1	172.6
2003 2/	11,792.8	10,702.0	6,217.7	1080.9	172.0

1/ Data have been revised from previous *Data Book* .

2/ Preliminary estimates, note that as of March 2004 all figures were in the process of revision.

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

Table 7.30-- 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 7.31-- 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/ GSP (\$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 7.32-- VISITOR INDUSTRY PRICES, PRICE DEFLATOR, AND PRICE INDEXES: 1980 TO 2003

Year	Implicit price deflator 1/ (1996=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/	Eating out	Apparel	All items
1980	50.5	47.28	211.08	41.00	81.0	89.8	83.0
1981	55.7	49.73	296.09	51.00	88.5	94.5	91.7
1982	59.4	51.78	328.10	48.00	95.5	98.4	97.2
1983	62.6	54.78	353.14	49.95	100.1	101.4	99.3
1984	66.6	59.25	353.14	49.95	104.5	100.2	103.5
1985	70.0	68.84	364.00	44.95	108.6	99.6	106.8
1986	73.1	73.20	364.00	46.95	111.4	99.8	109.4
1987	75.8	80.09	486.00	48.95	115.6	102.5	114.9
1988	78.8	87.94	494.00	48.95	121.0	106.8	121.7
1989	81.6	95.83	524.00	44.95	122.2	104.3	128.7
1990	84.6	102.10	560.00	54.95	128.0	107.0	138.1
1991	88.3	101.89	642.00	65.95	133.6	110.5	148.0
1992	90.9	105.59	400.00	69.95	137.8	114.2	155.1
1993	93.6	103.26	566.00	74.00	141.9	116.5	160.1
1994	95.9	105.46	566.00	74.00	146.4	118.7	164.5
1995	98.1	6/ 109.39	596.00	74.00	149.2	117.5	168.1
1996	100.0	6/ 116.79	530.00	85.00	150.8	118.5	170.7
1997	102.3	6/ 124.96	521.00	80.00	152.6	117.3	171.9
1998	104.6	6/ 129.66	521.00	88.00	153.3	112.2	171.5
1999	106.9	6/ 131.66	536.00	94.75	158.3	105.4	173.3
2000	109.4	6/ 140.63	576.00	94.50	160.0	103.5	176.3
2001	112.5	6/ 144.88	692.00	95.25	164.0	101.0	178.4
2002	7/ 114.7	6/ 140.89	692.00	99.00	166.0	102.6	180.3
2003	7/ 117.1	144.44	714.00	119.00	167.1	98.5	184.5

1/ Hawaii State Department of Business, Economic Development, & Tourism, calculations. Base has been shifted from (1992=100) in previous databook to (1996=100) in current databook.

2/ For 1980-1994 Pannell Kerr Forster, *Trends in the Hotel Industry, Hawaii* (monthly). For 1995-2003 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).

4/ Regular fare, including taxes, as of July 1, by Hawaiian Airlines. From chronology in *Data Book*, 1999-2003 and Hawaiian Airlines, records.

5/ Honolulu CPI for all urban consumers, from U.S. Bureau of Labor Statistics.

6/ Data have been revised from previous year *Data Book*, due to new source of data.

7/ Preliminary

Source: See above footnotes.

**Table 7.33-- RETURNING RESIDENTS AND AVERAGE NUMBER ABSENT,
BY POINTS OF ORIGIN: 1993 TO 2002**

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

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.

Table 7.34-- 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 7.35-- 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 7.36-- 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 7.37-- PASSPORTS ISSUED BY THE HONOLULU PASSPORT AGENCY:
2000 TO 2003**

[Calendar year data. The area served by the Honolulu Passport Agency includes Hawaii, American Samoa, Guam, the Northern Mariana Islands, Palau, the Federated States of Micronesia, the Republic of the Marshall Islands, and Taiwan (discontinued during 2002)]

Mailing address	2000	2001	2002	2003
Issued by Honolulu Office	66,540	65,392	74,897	61,722
Mailed to Hawaii addresses	43,060	43,849	50,133	45,634
Mailed outside the state	23,480	21,543	24,764	16,088

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

Table 7.38-- PERFORMING ARTS, FOR OAHU: 2002-2003 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	88	318	257,004
Department of Enterprise Services, total	58	101	185,697
Dance	6	11	16,853
Classical concerts	18	34	38,142
Operas	3	15	20,916
Pop/rock shows	30	40	107,818
Stage shows	1	1	1,968
Diamond Head Theatre	6	88	35,441
U.S. Army Community Theatre	8	40	17,500
University of Hawaii at Manoa	16	89	18,366

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

**Table 7.39-- SYMPHONY ORCHESTRA ACTIVITIES:
1986-1987 TO 2002-2003**

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

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 7.40-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRactions: 2001 TO 2003**

[Calendar year data unless otherwise specified]

Island and cultural attraction	2001	2002	2003
OAHU			
Battleship Missouri Memorial	377,844	362,703	360,000
Bernice P. Bishop Museum 1/	410,565	2/ 399,495	507,268
Byodo-In Temple	(NA)	109,641	(NA)
The Contemporary Museum 3/	35,474	35,753	38,581
Damien Museum and Archives	22,395	20,826	(NA)
Diamond Head State Monument 4/	1,300,000	(NA)	564,331
Foster Botanical Garden	44,277	44,433	40,620
Fred Ohrt Water Museum 5/	2,978	-	-
Halawa Shaft 6/	1,889	-	-
Halawa Xeriscape Garden 5/	3,786	-	-
Hawaii Maritime Center	52,172	(NA)	(NA)
Hawaii's Plantation Village	15,904	19,730	(NA)
Honolulu Academy of Arts	250,488	252,843	258,286
Honolulu Police Department Museum	7,500	7,800	9,300
Honolulu Zoo	560,000	500,101	500,000
Ho'omaluhia Botanical Garden	90,347	83,827	93,324
Iolani Palace State Monument 1/	69,938	56,005	55,571
Judiciary History Center	37,311	37,031	40,000
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	111,057	97,119	105,197
Polynesian Cultural Center	758,314	730,443	750,371
Puu o Mahuka Heiau State Monument 1/	20,000	(NA)	21,973
Queen Emma Summer Palace	15,757	14,614	17,074
Royal Mausoleum State Monument 1/	115,000	(NA)	-
Sea Life Park Hawaii	310,000	310,000	308,000
Tennent Art Foundation Gallery	2,050	2,500	2,500
Tropic Lightning Museum 7/	12,541	11,508	14,525
Ulu Po Heiau State Monument 1/	5,000	(NA)	6,570
U.S. Army Museum, Ft. DeRussy 7/	104,774	91,604	89,190
U.S.S. Arizona Memorial	1,443,956	1,507,560	1,476,396
U.S.S. Bowfin Submarine Museum	226,517	222,326	215,869
University of Hawaii Art Gallery	52,000	50,000	50,000
Waikiki Aquarium 1/	340,498	328,622	313,314
Waimea Valley Audubon Center 8/	235,319	273,382	78,475

Continued on next page.

**Table 7.40-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2001 TO 2003 - Con.**

Island and cultural attraction	2001	2002	2003
HAWAII			
Amy B. H. Greenwell Ethnobotanical Garden	6,069	7,210	(NA)
Astronaut Ellison S. Onizuka Space Center	16,650	15,528	15,687
Greenwell Store Museum	1,057	867	1,433
Hawaii Tropical Botanical Garden	68,007	73,573	74,977
Hawaii Volcanoes National Park 9/	2,631,649	2,399,361	2,178,430
Hulihee Palace	25,977	26,784	26,192
Kona Coffee Living History Farm	(NA)	(NA)	4,540
Lyman House Memorial Museum	18,101	15,528	15,345
Nani Mau Gardens	95,126	102,850	108,200
Pacific Tsunami Museum	13,264	14,852	17,076
Panaewa Rainforest Zoo	85,000	120,000	133,086
Parker Ranch Historic Homes 10/	10,400	14,300	17,589
Parker Ranch Visitor Center 10/	10,500	13,200	19,000
Volcano Art Center	102,000	101,000	101,000
Wailoa Center 1/	63,119	(NA)	(NA)
MAUI			
Alexander & Baldwin Sugar Museum	31,004	33,386	32,818
Aquarium Maui/Maui Ocean Center	381,000	340,000	385,962
Haleakala National Park	1,440,062	1,550,168	1,444,668
Hana Cultural Center	17,009	16,114	(NA)
Hawaii Nature Center	41,003	(NA)	(NA)
Kula Botanical Gardens	24,200	27,050	26,030
Lahaina Restoration Foundation	210,349	154,898	143,341
Baldwin Missionary Home Museum	45,106	37,438	35,282
Brig <i>Carthaginian</i> 11/	39,476	19,343	-
Hale Pa'ahao (Old Lahaina Prison)	29,877	24,632	27,834
Hale Pa'i Printing House	3,184	2,101	2,416
Wo Hing Temple Museum	92,706	71,384	77,809
Maui Historical Society Bailey House Museum	11,681	12,780	12,003
Whalers Village Museum	177,024	186,508	176,495
KAUAI			
Gay & Robinson Sugar Plantation Visitor Center	8,927	10,621	12,955
Grove Farm Homestead	2,793	2,997	2,928
Kauai Children's Discovery Museum	19,000	20,000	(NA)
Kauai Museum	38,300	40,100	30,753
Kilauea Point National Wildlife Refuge 12/	400,000	400,000	500,000
Kokee Natural History Museum	100,650	112,170	109,748

Continued on next page.

**Table 7.40-- ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRACTIONS: 2001 TO 2003 - Con.**

Island and cultural attraction	2001	2002	2003
KAUAI - con.			
Waioli Mission House	1,040	974	1,029
MOLOKAI			
Kalaupapa Settlement	8,956	14,178	9,791

NA Not available.

1/ Years ended June 30.

2/ Revised from previous year Data book.

3/ The Contemporary Museum also manages the First Hawaiian Center Gallery (2001 attendance--37,555, 2002 attendance--37,463, 2003 attendance--45,443).

4/ Years ended June 30. 2001 data are estimates, 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/ Due to the events of September 11, 2001, all Board of Water Supply facilities were closed for security reasons and tours discontinued.

6/ Years ended June 30. The Halawa Shaft was closed July 1 to December 31, 2000. Due to the events of September 11, 2001, all Board of Water Supply facilities were closed for security reasons and tours discontinued.

7/ Fiscal year started on October 1 and ended on September 30.

8/ Formerly Waimea Falls Park. Figure includes data as of June 28, 2003 when the National Audubon Society assumed management of Waimea Management Corp.

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

10/ Parker Ranch also runs the Parker Ranch Wagon Tour (2000 attendance--3,743, 2001 attendance--2,410, 2002 attendance--2,200, 2003 attendance--Not reported)

11/ Brig Carthaginian closed for all of 2003.

12/ 2001-2003 data are estimates.

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

Table 7.41-- NATIONAL PARKS: 1992 TO 2003

Year and area	Acreage, Dec. 31, 2003			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 1/	249,042	237,503	11,539	6,025,991
2003	365,830	354,291	11,539	5,935,099
AREAS: 2003				
Hawaii Volcanoes National Park 2/	323,431	323,431	-	2,178,430
Haleakala National Park	29,968	29,968	-	1,444,668
Pu'uuhonua o Honaunau National Historical Park	419	181	238	596,961
Kaloko-Honokohau National Historical Park	1,161	616	545	77,632
Pu'ukohola Heiau National Historic Site	61	61	-	103,040
U.S.S. Arizona Memorial 3/	11	11	-	1,476,396
Kalaupapa National Historical Park	10,779	23	10,756	57,972

1/ Data for Non-federal park acreage and Total acreage have been revised from previous databook.

2/ Data exclude the Oloa 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.

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.

Table 7.42-- STATE PARKS AND HISTORIC SITES: 1991 TO 2003

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
ISLANDS: 2002				
Hawaii	16	2,694	272.9	820
Maui	9	332	37.9	1,486
Molokai	1	234	10.0	36
Oahu	21	9,590	259.8	3,536
Kauai	9	13,756	131.5	3,052
ISLANDS: 2003				
Hawaii	16	2,694	272.9	4,126
Maui	9	332	37.9	1,715
Molokai	1	234	10.0	32
Oahu	21	9,590	259.8	4,135
Kauai	9	13,756	131.5	2,831

1/ Declines since 1992 reflect transfer of 9 areas to the counties, and also closure of all Kauai state parks from September 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 7.43-- MAJOR STATE PARKS: 2003

[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	
2003			
Diamond Head State Monument 1/	475.0	8.0	1,820
Na Pali Coast State Park	6,175.0	4.0	741
Waimea Canyon State Park	1,866.4	10.0	727
Wailua River State Park	1,130.7	37.4	623
Kahana Valley State Park	5,256.5	26.0	52
Kokee State Park	4,345.0	55.0	225
Kekaha Kai State Park	1,642.5	5.0	64
Sacred Falls State Park 2/	1,375.9	10.0	-

1/ 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.

2/ Park closed since May 1999.

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

**Table 7.44-- NATIONAL AND STATE HISTORIC SITES, BY ISLANDS:
2001 AND 2002**

[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/
2001					
State total	667	290	110	231	36
Hawaii	128	59	23	41	5
Maui	66	30	4	31	1
Kahoolawe	1	-	1	-	-
Lanai	2	-	-	2	-
Molokai	93	41	10	40	2
Oahu	295	122	68	82	23
Kauai	82	38	4	35	5
2002					
State total	697	318	110	233	36
Hawaii	137	67	23	42	5
Maui	66	30	4	31	1
Kahoolawe	1	-	1	-	-
Lanai	2	-	-	2	-
Molokai	93	41	10	40	2
Oahu	316	142	68	83	23
Kauai	82	38	4	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 7.45-- ZOOS: 2000 TO 2003

Subject and Zoo	2000	2001	2002	2003
Species: 1/				
Honolulu Zoo	303	300	265	260
Panaewa Rainforest Zoo (Hilo)	73	71	72	80
Individuals: 1/				
Honolulu Zoo	1,229	1,230	1,164	1,150
Panaewa Rainforest Zoo (Hilo)	171	169	142	193
Attendance:				
Honolulu Zoo	584,320	560,000	500,101	500,000
Panaewa Rainforest Zoo (Hilo) 2/	80,000	85,000	120,000	133,086

1/ Animal and bird inventory, December 31.

2/ Attendance figures for the Panaewa Rainforest Zoo for 2000, 2001 and 2002 are estimates.

Source: Data obtained by Hawaii State Department of Business, Economic Development & Tourism from the County of Hawaii and the Honolulu Zoo records.

Table 7.46-- AQUATIC COLLECTIONS: 2003

[For annual attendance, see table 7.40]

Phylum or class	Sea Life Park, June 30, 2003		Waikiki Aquarium, June 30, 2003	
	Species	Individuals	Species	Individuals
Total	137	3,681	416	2,195
Fishes	112	517	198	578
Reptiles	2	27	-	-
Mammals	5	55	1	2
Invertebrates	10	3,000	217	1,615
Birds	8	82	-	-

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

Table 7.47-- COUNTY PARKS, BY ISLANDS: 2001 TO 2003

[As of December 31]

Island	Number			Acreage		
	2001	2002	2003	2001	2002	2003
State totals	632	645	649	9,015	9,200	11,440
Hawaii	135	135	136	1,377	1,433	1,468
Maui	124	130	130	1,107	1,212	1,212
Lanai	5	5	5	16	18	18
Molokai	14	15	15	75	77	77
Oahu	288	293	296	6,440	6,460	8,665
Kauai	66	67	67	412	487	487

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

Table 7.48-- ATTENDANCE AND WATER SAFETY AT GUARDED BEACH PARKS, FOR THE CITY AND COUNTY OF HONOLULU: 2003

Beach park	Estimated attendance 1/	Rescues	Drownings	Surfing accidents
All parks	18,313,341	1,456	6	569
Ala Moana	1,791,399	66	2	23
Alii/Haleiwa	432,196	32	-	12
Bellows	151,617	24	-	-
Ehukai	488,627	34	1	36
Hanauma	1,923,249	418	2	-
Kailua	383,397	11	-	3
Keauwaula	100,197	16	-	15
KeWaena	243,938	12	-	11
Kualoa	242,060	6	-	-
Mali	330,483	28	-	2
Makaha	349,037	31	-	18
Makapuu	207,833	132	-	12
Nanakuli	315,997	30	-	4
Pokai Bay	383,118	9	-	1
Sandy	529,017	309	-	70
Sunset	640,318	23	-	8
Waikiki	8,643,482	179	1	325
Waimanalo	305,115	16	-	11
Waimea	852,261	80	-	18

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 7.49-- SWIMMING AND SURFING SITES, BY ISLANDS

Subject	Six islands	Hawaii	Maui	Lanai	Molokai	Oahu	Kauai
Miles of sandy shoreline 1/	184.9	19.4	32.6	18.2	23.2	50.3	41.2
Primary 2/	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 3/	1,600	185	212	99	180	594	330

1/ Surveyed in 1962.

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

3/ 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 7.50-- COUNTY TENNIS FACILITIES: 2001 TO 2003

[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
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

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

Table 7.51-- GOLF COURSES, BY NUMBER OF HOLES, OWNERSHIP, AND ISLANDS: 2003

Status, island, and ownership	Number of golf courses						Number of holes
	Total	9-hole	18-hole	27-hole	36-hole	54-hole	
State total	76	7	59	4	4	2	1,485
Hawaii	17	2	13	-	2	-	324
Municipal	1	-	1	-	-	-	18
Private	16	2	12	-	2	-	306
Maui	9	-	6	-	1	2	252
Municipal	1	-	1	-	-	-	18
Private	8	-	5	-	1	2	234
Lanai	3	1	2	-	-	-	45
Private	3	1	2	-	-	-	45
Molokai	2	1	1	-	-	-	27
Private	2	1	1	-	-	-	27
Oahu	36	2	30	3	1	-	675
Military	7	-	6	1	-	-	135
Municipal	6	1	5	-	-	-	99
Private	23	1	19	2	1	-	441
Kauai	9	1	7	1	-	-	162
Municipal	1	-	1	-	-	-	18
Private	8	1	6	1	-	-	144

Source: *The Honolulu Advertiser*, July 13, 2003.

**Table 7.52-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2003**

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

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 7.53-- SONY OPEN SCORES AND PURSES: 1992 TO 2004

[The Sony Open is held at the Waialae Country Club golf course.
Distance is 7,060 yards; par is 70/280]

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

Note: 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

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

Table 7.54-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLANDS: OCTOBER 30, 2003

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	0.0
Molokai	1	16.0	6	0.0
Oahu	12	25.0	18	0.7
Kauai	14	129.2	7	10.5

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

Table 7.55-- FISHING AND HUNTING LICENSES ISSUED: 1998 TO 2003

[Years ended June 30]

Type of license	1998	1999	2000	2001	2002	2003
Freshwater fishing	6,946	7,197	5,279	6,277	7,537	(NA)
Hunting	10,061	9,810	9,804	9,295	9,751	9,095

NA Not available.

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

Table 7.56-- 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 7.57-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND
WINNING TIMES: 1992 TO 2003**

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

Source: Honolulu Marathon Association, records; Honolulu Marathon Records & Statistics, at <http://www.honolulumarathon.org/stats.html> accessed on January 22, 2004.

**Table 7.58-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2003**

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

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>> and 1999-2003 race results from <<http://www.ironmanlive.com>> accessed on November 3, 2002.

**Table 7.59-- TRANSPACIFIC YACHT CLUB'S HONOLULU RACE ENTRIES
AND WINNING TIMES: 1985 TO 2003**

[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

Source: Transpac 2003 website, <<http://www.transpacificyc.org>>.

**Table 7.60-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
1998-1999 TO 2003-2004 SEASONS**

Bowl	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004
Oahu Bowl 1/	34,803	40,974	24,187	(X)	(X)	(X)
Aloha Bowl	34,803	40,974	24,397	(X)	(X)	(X)
Hawaii Bowl	(X)	(X)	(X)	(X)	31,535	25,551
Hula Bowl 2/ 3/	23,719	23,719	23,719	20,000	12,000	9,128
Pro Bowl	50,075	50,112	50,128	50,301	50,125	50,127

X Not applicable, the Oahu Bowl first played in 1998, Oahu Bowl and Aloha Bowl not played in 2001-2004 season, Hawaii Bowl first played in 2002.

1/ From 1998-99, the Aloha Bowl is played in conjunction with the Oahu Bowl, attendance numbers reflect total attendance during both games, in 2000 the Oahu Bowl and Aloha Bowl were played on separate days.

2/ The Hula Bowl has been played at Maui's War Memorial Stadium from the 1997-98 season.

3/ 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 7.61-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF
HAWAII AT MANOA: 2000-2001 TO 2002-2003**

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

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
2000-2001						
Baseball	56	29	27	-	36	87,029
Basketball (men's)	31	17	14	-	18	116,802
Basketball (women's)	34	26	8	-	22	42,098
Football	12	3	9	-	8	298,719
Volleyball (men's)	26	19	7	-	16	82,711
Volleyball (women's)	33	31	2	-	22	153,688
2001-2002						
Baseball	56	16	40	-	35	94,804
Basketball (men's)	33	27	6	-	17	126,274
Basketball (women's)	31	23	8	-	18	32,910
Football	12	9	3	-	8	313,345
Volleyball (men's)	32	24	8	-	16	89,387
Volleyball (women's)	35	29	6	-	16	104,222
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

1/ Volleyball data refer to matches.

2/ Number of home games (10) includes Jeep Oahu Bowl, but attendance from Bowl game not included in final totals since game was not UH sponsored.

Source: University of Hawaii, Office of Intercollegiate Athletics, Sports Media Relations, records.

**Table 7.62-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:
2000-2001 TO 2002-2003 SEASONS**

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
2000-2001:				
Baseball	Boys	(NA)	(NA)	14,281
Basketball	Boys and girls	437	17,771	74,512
Football	Boys	184	86,902	123,401
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

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 Accountability and School Instructional Support, records.

Table 7.63-- PROFESSIONAL BOXING: 1993 TO 2003

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

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

Table 7.64-- DOG LICENSES ISSUED, BY ISLANDS: 1993 TO 2003

[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	26,996	4,911	2/ 1,446	82	48	20,030	1,925
1996	29,677	5,381	2/ 699	32	58	21,245	2,961
1997	27,017	5,871	2/ 1,378	33	80	19,713	1,320
1998	27,996	5,777	2/ 649	35	83	19,861	2,240
1999	27,664	6,311	2/ 581	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	27,115	6,809	2/ 626	50	30	17,752	1,848
2003	29,519	6,786	2,901	12	47	16,673	3,100

NA Not available.

1/ Beginning in January 1995, 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/ Maui Humane Society figure not reported.

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 2000, 2001 and 2003).