



# Visitor Industry & Recreation

## Section 10

### VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the islands including attendance at recreational events, and visitors to Maui County attractions.

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

## 10.1.1

## VISITORS TO MAUI COUNTY BY MONTH

*Arrivals by air*

2016	Maui	Moloka'i	Lāna'i	Maui County
<b>All Visitors</b>				
January	215,747	5,582	4,334	218,882
February	205,407	5,028	4,150	208,809
March	232,375	6,106	5,333	237,679
April	211,663	4,398	6,086	215,460
May	212,135	4,693	5,827	215,814
June	238,648	4,831	5,127	242,029
July	254,728	4,833	5,054	257,963
August	226,190	4,937	6,147	229,595
September	194,517	4,506	5,104	197,719
October	206,507	4,237	4,671	209,872
November	196,946	4,032	5,232	200,238
December	239,374	5,748	5,959	244,029
<b>Total</b>	<b>2,634,237</b>	<b>58,932</b>	<b>63,024</b>	<b>2,678,089</b>
<b>Domestic Visitors</b>				
January	161,390	4,272	3,347	164,148
February	156,364	3,833	3,470	159,332
March	188,472	3,733	4,162	191,985
April	172,954	3,444	4,279	175,883
May	181,859	4,100	4,634	185,012
June	208,751	3,761	4,484	211,594
July	219,884	4,067	4,332	222,709
August	190,411	3,500	4,412	193,329
September	162,313	2,847	3,805	164,678
October	172,866	3,502	3,812	175,803
November	162,366	3,246	3,819	165,229
December	194,285	3,899	4,743	198,158
<b>Total</b>	<b>2,171,914</b>	<b>44,203</b>	<b>49,299</b>	<b>2,207,858</b>
<b>International Visitors</b>				
January	54,358	1,310	987	54,734
February	49,043	1,195	681	49,477
March	43,903	2,374	1,171	45,694
April	38,709	954	1,807	39,578
May	30,276	592	1,193	30,802
June	29,897	1,070	643	30,436
July	34,844	767	722	35,254
August	35,779	1,437	1,735	36,267
September	32,204	1,659	1,299	33,041
October	33,641	735	859	34,069
November	34,580	786	1,413	35,009
December	45,089	1,849	1,216	45,871
<b>Total</b>	<b>462,323</b>	<b>14,728</b>	<b>13,725</b>	<b>470,232</b>

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.2

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

*Arrivals by air*

	2012	2013	2014	2015	2016
<b>Length of Stay (days)</b>					
<b>All Visitors</b>					
Maui	8.08	8.17	8.25	8.19	8.14
Moloka'i	4.85	4.79	4.64	4.42	4.84
Lāna'i	3.62	3.49	3.32	2.79	3.51
<b>Domestic</b>					
Maui	8.22	8.49	8.55	8.42	8.32
Moloka'i	5.46	5.46	5.29	5.12	5.52
Lāna'i	3.94	3.95	3.65	3.18	3.96
<b>International</b>					
Maui	7.42	6.78	6.90	7.12	7.31
Moloka'i	2.67	2.54	2.16	2.06	2.79
Lāna'i	2.23	1.79	1.95	1.56	1.91
<b>Average Daily Census</b>					
<b>All Visitors</b>					
Maui	50,976	52,798	54,446	56,981	58,599
Moloka'i	707	725	758	784	779
Lāna'i	718	710	618	446	604
<b>Domestic</b>					
Maui	42,979	44,675	46,138	48,089	49,365
Moloka'i	623	638	685	699	667
Lāna'i	634	632	547	386	533
<b>International</b>					
Maui	7,997	8,124	8,308	8,893	9,234
Moloka'i	84	87	73	84	112
Lāna'i	84	78	71	60	71

SOURCE: HAWAII TOURISM AUTHORITY.

### 10.1.3

## AVERAGE DAILY VISITOR CENSUS BY COUNTY

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

<b>Year</b>	<b>Maui</b>	<b>Hawai'i</b>	<b>Kaua'i</b>	<b>O'ahu</b>	<b>State</b>
1986	34,330	9,870	14,840	73,870	132,910
1987	33,890	10,210	15,510	74,660	134,270
1988	33,870	10,690	16,400	80,450	141,410
1989	44,020	17,760	19,140	88,750	169,670
1990	37,657	16,698	17,378	82,783	154,516
1991	37,060	17,535	17,720	75,008	147,323
1992	41,854	19,297	13,516	77,999	152,666
1993	42,132	18,974	8,283	78,108	147,498
1994	42,933	18,902	13,268	81,526	156,630
1995	42,751	18,547	14,439	81,362	157,098
1996	42,724	19,337	15,615	81,054	158,730
1997	43,383	21,656	15,999	76,150	157,188
1998	42,864	23,993	17,909	72,623	157,389
1999	43,992	22,736	18,214	79,497	164,439
2000	43,854	21,831	18,041	84,911	168,637
2001	40,651	21,064	16,830	79,702	158,247
2002	41,795	21,811	17,046	79,545	160,195
2003	44,510	21,934	17,828	76,776	161,048
2004	45,517	23,376	18,869	83,718	171,481
2005	48,414	27,768	19,675	89,588	185,445
2006	51,034	28,336	20,903	89,167	189,441
2007	51,222	27,891	22,207	88,092	189,412
2008	46,038	24,842	19,855	81,751	172,487
2009	42,864	23,204	18,690	80,324	165,082
2010	47,421	24,773	19,548	86,207	177,949
2011	49,481	26,550	20,814	88,979	185,824
2012	52,401	28,559	22,318	97,989	201,267
2013	54,233	29,255	23,334	96,054	202,876
2014	55,988	30,172	23,617	96,440	206,217
2015	58,211	31,408	24,533	99,782	213,934
2016	59,982	31,845	24,842	101,006	217,675

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.4

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

*Arrivals by air*

<b>2016</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>County</b>	<b>State</b>
Anchorage	14,445	682	270	15,009	52,675
Atlanta	16,854	380	567	17,234	49,047
Austin	12,119	237	282	12,347	30,446
Bakersfield	5,053	76	85	5,113	14,461
Baltimore	7,778	222	197	7,921	23,130
Bellingham	6,582	139	75	6,675	15,361
Boise City	8,626	190	172	8,746	24,462
Boston	18,910	319	479	19,134	46,749
Bremerton	5,490	122	86	5,563	18,101
Charlotte	6,039	121	210	6,147	15,381
Chicago	51,015	799	1,288	51,715	114,303
Cincinnati	6,827	137	150	6,921	16,667
Cleveland	6,065	133	163	6,141	13,738
Colorado Springs	4,842	81	124	4,904	16,653
Dallas	39,804	624	1,019	40,355	97,797
Denver	33,729	646	826	34,308	88,759
Detroit	14,696	258	291	14,875	32,299
Eugene	6,485	131	95	6,593	16,769
Fresno	8,755	131	184	8,860	22,373
Houston	23,809	434	625	24,176	68,102
Indianapolis	6,345	140	151	6,464	15,702
Kansas City	9,245	152	316	9,399	23,834
Las Vegas	19,121	519	607	19,616	69,798
Los Angeles	214,261	3,231	4,565	217,750	616,949
Miami	11,507	249	389	11,697	29,236
Minneapolis	25,005	497	511	25,374	61,794
Modesto	6,919	100	63	6,975	17,073
New York	65,562	1,211	2,330	66,842	163,886
Ogden	7,872	175	210	8,037	25,587
Olympia	6,101	141	122	6,230	16,729

**10.1.4**  
**CONTINUED**

<b>2016</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>County</b>	<b>State</b>
Orlando	5,891	128	193	5,996	16,974
Oxnard	17,781	280	382	18,021	47,308
Philadelphia	17,196	409	394	17,477	42,377
Phoenix	49,109	832	1,024	49,792	134,075
Pittsburgh	6,068	107	157	6,150	14,690
Portland	63,676	1,328	1,029	64,774	167,192
Provo	7,276	124	164	7,403	26,587
Reno	8,574	145	122	8,700	21,502
Riverside-San Bernardino	41,567	652	888	42,138	122,358
Sacramento	57,086	1,034	981	57,897	137,091
Salem	6,303	148	89	6,420	16,669
Salinas	5,880	110	114	6,007	16,360
Salt Lake City	16,910	222	284	17,085	52,563
San Antonio	6,385	215	243	6,531	22,699
San Diego	60,683	1,147	1,343	61,763	193,664
San Francisco	181,618	2,502	3,196	184,119	478,987
San Jose	76,119	906	1,164	76,862	191,957
San Luis Obispo	5,864	150	131	6,003	15,661
Santa Cruz	9,820	172	170	9,947	25,137
Santa Maria	6,982	103	143	7,104	20,521
Santa Rosa	14,655	276	252	14,891	36,215
Seattle	129,957	2,203	1,985	131,904	334,959
Spokane	9,842	202	204	10,009	23,764
St. Louis	10,762	264	316	10,986	25,436
Stockton	10,212	156	169	10,353	26,824
Tampa	6,386	181	200	6,479	18,163
Tucson	7,560	190	198	7,703	22,319
Vallejo	9,381	144	169	9,516	26,521
Virginia Beach	3,576	113	116	3,647	16,699
Washington D.C.	25,160	701	763	25,724	85,859

CBSA: Core Based Statistics Area

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

10.1.5

**VISITOR ARRIVALS  
MAUI COUNTY**

<b>Year</b>	<b>International</b>	<b>Domestic</b>	<b>By Ship<sup>1</sup></b>	<b>Total</b>
1994	531,610	1,808,906	NA	2,340,516
1995	564,092	1,762,705	NA	2,326,797
1996	586,576	1,732,034	NA	2,318,610
1997	542,018	1,788,366	NA	2,330,384
1998	527,950	1,776,165	33,093	2,304,115
1999	480,471	1,866,531	41,840	2,347,002
2000	470,035	1,834,631	32,288	2,336,954
2001	418,518	1,685,960	41,288	2,145,766
2002	369,324	1,770,103	58,853	2,198,280
2003	296,273	1,900,174	43,514	2,239,961
2004	270,029	1,937,797	69,427	2,277,253
2005	265,749	2,080,731	43,514	2,389,994
2006	299,679	2,198,555	106,039	2,567,136
2007	297,230	2,224,813	125,331	2,638,809
2008	278,532	1,850,510	105,148	2,234,190
2009	243,909	1,688,448	95,056	2,027,413
2010	294,572	1,828,063	99,483	2,222,118
2011	342,427	1,868,986	121,382	2,332,795
2012	400,611	1,952,718	264,113	2,617,442
2013	442,842	1,958,891	275,066	2,676,799
2014	445,057	2,011,878	228,992	2,456,935
2015	463,377	2,115,934	228,674	2,579,311
2016	470,232	2,207,858	216,250	2,678,089

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

NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY.



10.1.6

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

*Arrivals by air*

<b>2016</b>	<b>Maui</b>	<b>Molokaʻi</b>	<b>Lānaʻi</b>
<b>Total</b>	<b>2,634,237</b>	<b>58,932</b>	<b>63,024</b>
<b>United States</b>	<b>2,014,176</b>	<b>40,003</b>	<b>46,285</b>
<b>Canada</b>	<b>242,371</b>	<b>4,441</b>	<b>4,029</b>
<b>Asia</b>	<b>137,733</b>	<b>3,826</b>	<b>2,608</b>
China	28,899	1,277	819
Hong Kong	1,009	36	53
Japan	54,298	1,410	1,101
Korea	48,961	827	594
Singapore	1,137	13	32
Taiwan	3,430	263	9
<b>Oceania</b>	<b>73,197</b>	<b>4,913</b>	<b>5,357</b>
Australia	61,830	4,047	4,432
New Zealand	11,366	866	924
<b>Europe</b>	<b>64,502</b>	<b>1,993</b>	<b>1,584</b>
United Kingdom	18,905	413	696
France	7,038	190	138
Germany	22,864	800	381
Italy	5,783	130	109
Switzerland	9,912	459	260
<b>Latin America</b>	<b>10,585</b>	<b>307</b>	<b>247</b>
Argentina	3,262	75	71
Brazil	3,408	138	70
Mexico	3,915	94	106
<b>Other</b>	<b>91,673</b>	<b>3,448</b>	<b>2,914</b>

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.1.7

## TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2013	2014	2015	2016
<b>TOTAL SEATS</b>	<b>1,843,928</b>	<b>1,982,552</b>	<b>2,271,354</b>	<b>2,334,832</b>
Scheduled	1,843,928	1,975,832	2,265,402	2,332,192
Charter	0	6,720	5,952	2,640
<b>DOMESTIC SEATS</b>	<b>1,671,934</b>	<b>1,804,396</b>	<b>2,069,804</b>	<b>2,124,832</b>
Scheduled Seats	1,671,934	1,797,676	2,063,852	2,122,192
Charter Seats	0	6,720	5,952	2,640
<b>US West</b>	<b>1,592,478</b>	<b>1,680,424</b>	<b>1,904,542</b>	<b>1,989,765</b>
Anchorage	10,519	10,512	10,921	11,982
Bellingham	36,044	19,797	14,507	13,906
Denver	29,040	37,973	30,797	36,335
Los Angeles	528,679	583,813	590,630	600,975
Oakland	150,400	150,298	154,625	153,147
Phoenix	100,103	107,540	114,512	110,700
Portland	92,203	96,959	101,875	102,175
Sacramento	57,305	58,757	59,495	59,458
San Diego	69,394	71,170	67,808	72,001
San Francisco	178,398	180,200	333,855	403,513
San Jose	149,100	150,046	154,030	147,609
Seattle	191,293	213,359	271,487	277,964
<b>US East</b>	<b>79,456</b>	<b>117,252</b>	<b>159,310</b>	<b>132,427</b>
Chicago	2,720	14,792	40,936	21,672
Dallas	76,736	102,460	118,374	110,755
<b>INTERNATIONAL SEATS</b>	<b>171,994</b>	<b>178,156</b>	<b>201,550</b>	<b>210,000</b>
<b>Canada</b>	<b>171,994</b>	<b>178,156</b>	<b>201,550</b>	<b>210,000</b>
Calgary	33,882	36,187	35,848	39,456
Edmonton	11,592	12,213	12,582	14,574
Vancouver	126,250	129,756	*153,120	155,970

\* Revised data.

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.8

**HOTEL OCCUPANCY AND ROOM RATES  
MAUI ISLAND**

<b>Month, 2016</b>	<b>Occupancy</b>	<b>Average Daily Rate (\$)</b>	<b>Revenue per Available Room (\$)</b>
January	76.8%	333.63	256.15
February	79.9%	360.62	288.07
March	80.1%	364.54	291.98
April	77.2%	316.30	244.09
May	72.3%	282.62	204.38
June	75.9%	327.57	248.74
July	76.3%	354.89	270.90
August	74.9%	334.58	250.77
September	72.8%	272.76	198.51
October	74.2%	278.46	206.73
November	73.5%	299.00	219.70
December	75.3%	455.49	343.02
<b>Total</b>	<b>75.8%</b>	<b>\$332.52</b>	<b>\$251.90</b>

SOURCE: HAWAII TOURISM AUTHORITY.

## 10.2.1

## CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2013	2014	2015	2016	2017
<b>Maui</b>					
Budget (up to \$100)	3.1%	3.1%	1.9%	1.6%	1.5%
Standard (\$101 to \$250)	24.3%	22.3%	19.2%	18.7%	18.9%
Deluxe (\$251 to \$500)	26.4%	27.3%	25.2%	23.4%	25.9%
Luxury (over \$500 per night)	46.2%	47.3%	53.8%	56.3%	53.7%
<b>Moloka'i</b>					
Budget (up to \$100)	6.3%	2.9%	6.2%	6.7%	7.2%
Standard (\$101 to \$250)	89.4%	92.8%	85.6%	88.9%	88.0%
Deluxe (\$251 to \$500)	3.5%	3.6%	8.2%	4.4%	3.6%
Luxury (over \$500 per night)	0.7%	0.7%	0.0%	0.0%	1.2%
<b>Lāna'i</b>					
Budget (up to \$100)	0.0%	0.0%	0.0%	0.0%	0.0%
Standard (\$101 to \$250)	4.2%	4.2%	4.5%	4.5%	2.6%
Deluxe (\$251 to \$500)	43.3%	43.3%	26.3%	26.3%	3.9%
Luxury (over \$500 per night)	52.4%	52.4%	69.2%	69.2%	93.4%
<b>Hawai'i Island</b>					
Budget (up to \$100)	8.5%	8.3%	9.9%	8.9%	9.6%
Standard (\$101 to \$250)	29.8%	28.1%	32.9%	27.0%	19.7%
Deluxe (\$251 to \$500)	42.6%	44.0%	36.5%	43.5%	41.5%
Luxury (over \$500 per night)	19.1%	19.6%	20.6%	20.6%	29.2%
<b>Kaua'i</b>					
Budget (up to \$100)	6.3%	7.2%	2.7%	2.1%	4.2%
Standard (\$101 to \$250)	19.6%	19.6%	33.7%	31.8%	35.8%
Deluxe (\$251 to \$500)	47.8%	44.7%	26.6%	29.7%	20.5%
Luxury (over \$500 per night)	26.3%	28.6%	37.0%	36.4%	39.5%
<b>O'ahu</b>					
Budget (up to \$100)	6.6%	6.6%	3.1%	2.8%	2.3%
Standard (\$101 to \$250)	26.3%	24.0%	32.2%	28.6%	25.4%
Deluxe (\$251 to \$500)	43.2%	46.6%	36.1%	39.2%	42.9%
Luxury (over \$500 per night)	23.9%	22.8%	28.6%	29.4%	29.4%
<b>Statewide</b>					
Budget (up to \$100)	6.0%	6.1%	3.8%	3.5%	3.4%
Standard (\$101 to \$250)	25.7%	23.8%	29.4%	26.4%	25.1%
Deluxe (\$251 to \$500)	39.8%	41.7%	32.6%	35.4%	35.8%
Luxury (over \$500 per night)	28.5%	28.4%	34.1%	34.6%	35.7%

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

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.2

**VISITOR PLANT INVENTORY  
BY ISLAND AND TYPE, MAUI COUNTY**

	2014		2015		2016		2017	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
<b>Maui</b>								
Apartment/Hotel	2	25	2	25	0	15	0	15
Bed & Breakfast	85	263	36	189	46	187	42	168
Condo Hotel	41	4,123	58	4,534	52	4,317	52	4,402
Hostel	3	48	3	53	3	48	3	48
Hotel	32	7,482	31	8,142	35	8,245	34	7,742
Individual Unit	147	3,385	602	4,773	376	5,469	323	5,472
Timeshare	17	2,845	25	3,227	22	3,160	22	3,379
Other	4	39	4	29	2	24	2	24
<b>Total</b>	<b>331</b>	<b>18,210</b>	<b>761</b>	<b>20,972</b>	<b>536</b>	<b>21,465</b>	<b>478</b>	<b>21,250</b>
<b>Moloka'i</b>								
Apartment/Hotel	1	20	0	0	0	0	0	0
Bed & Breakfast	2	2	1	1	1	1	1	1
Condo Hotel	2	73	2	73	2	73	2	71
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Individual Unit	22	36	18	108	14	101	19	165
Timeshare	0	0	1	7	1	7	1	7
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>27</b>	<b>131</b>	<b>22</b>	<b>189</b>	<b>18</b>	<b>182</b>	<b>23</b>	<b>244</b>
<b>Lāna'i</b>								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	0	0	0	0	0	0	0	0
Condo Hotel	0	0	0	0	0	0	0	0
Hostel	0	0	0	0	0	0	0	0
Hotel	3	349	2	247	2	247	2	224
Individual Unit	1	4	1	5	2	5	2	5
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>4</b>	<b>353</b>	<b>3</b>	<b>252</b>	<b>4</b>	<b>252</b>	<b>4</b>	<b>229</b>

Prop: Number of properties

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.3

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

Area/Type, 2017	Properties	Units
<b>Hāna</b>		
Bed & Breakfast	2	5
Condo Hotel	1	17
Hotel	1	71
Individual Unit	6	22
Other	1	4
<b>Kahului-Wailuku</b>		
Apartment/Hotel	1	15
Bed & Breakfast	5	27
Hostel	3	48
Hotel	5	494
Individual Unit	4	16
<b>Kula-Makawao</b>		
Bed & Breakfast	14	48
Hotel	3	38
Individual Unit	3	14
<b>West Maui</b>		
Bed & Breakfast	7	43
Condo Hotel	28	2,713
Hotel	12	3,550
Individual Unit	109	2,329
Timeshare	14	2,828
Other	1	20
<b>Ma'alaea</b>		
Bed & Breakfast	1	4
Individual Unit	5	244
<b>Wailea-Kīhei</b>		
Bed & Breakfast	13	41
Condo Hotel	23	1,672
Hotel	13	3,589
Individual Unit	196	2,847
Timeshare	8	551

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

## 10.2.4

### VISITOR PLANT INVENTORY MAUI COUNTY

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Year	Available Units
1985	14,152
1986	14,096
1987	13,849
1988	15,168
1989	15,708
1990	17,869
1991	18,702
1992	19,290
1993	19,127
1994	18,804
1995	NA
1996	17,824
1997	18,552
1998	18,650
1999	18,609
2000	18,270
2001	18,234
2002	17,992
2003	18,303
2004	18,445
2005	19,220
2006	19,571
2007	19,879
2008	19,653
2009	20,151
2010	20,383
2011	21,745
2012	20,441
2013	18,691
2014	18,694
2015	21,413
2016	21,899
2017	21,723

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NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

### 10.3.1

## DAILY EXPENDITURES PER PERSON BY ISLAND

*Arrivals by air*

2016	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
<b>Total Spending</b>	<b>\$210.91</b>	<b>\$115.25</b>	<b>\$414.61</b>	<b>\$179.65</b>	<b>\$183.82</b>	<b>\$198.56</b>
<b>Lodging</b>	<b>103.69</b>	<b>45.00</b>	<b>255.56</b>	<b>74.13</b>	<b>80.66</b>	<b>88.25</b>
<b>Total Food and Beverage</b>	<b>42.72</b>	<b>21.05</b>	<b>90.74</b>	<b>36.32</b>	<b>38.94</b>	<b>38.21</b>
Restaurants	27.44	7.89	80.31	24.18	24.33	25.84
Dinner shows and cruises	4.81	0.37	0.73	2.06	4.13	4.18
Groceries and snacks	10.47	12.80	9.71	10.07	10.48	8.19
<b>Entertainment &amp; Recreation</b>	<b>17.42</b>	<b>10.57</b>	<b>23.09</b>	<b>18.16</b>	<b>21.87</b>	<b>17.05</b>
<b>Total Transportation</b>	<b>22.37</b>	<b>24.91</b>	<b>23.60</b>	<b>30.53</b>	<b>22.12</b>	<b>14.50</b>
Interisland airfare	3.51	7.80	11.35	9.87	4.60	1.90
Ground transportation	0.64	0.43	3.62	0.68	0.29	1.92
Rental vehicles	17.09	15.47	8.30	17.99	16.37	9.78
Gasoline, parking, etc.	1.13	1.21	0.33	1.99	0.86	0.89
<b>Total Shopping</b>	<b>17.86</b>	<b>7.24</b>	<b>12.17</b>	<b>15.24</b>	<b>14.95</b>	<b>32.12</b>
Fashion and clothing	7.33	1.93	9.68	5.63	5.77	12.04
Jewelry and watches	2.91	2.07	0.55	2.15	2.71	3.80
Cosmetics, perfume	0.50	0.01	0.05	0.26	0.25	1.54
Leather goods	0.90	0.01	0.41	0.28	0.16	4.11
Hawai'i food products	2.04	1.58	0.39	3.55	2.10	3.25
Souvenirs	4.18	1.63	1.10	3.37	3.96	7.38
<b>All Other Expenses</b>	<b>6.85</b>	<b>6.48</b>	<b>9.46</b>	<b>5.27</b>	<b>5.29</b>	<b>8.43</b>

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

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.



10.3.2

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

<b>2016</b>	<b>Maui</b>	<b>Hawai'i</b>	<b>Kaua'i</b>	<b>O'ahu</b>	<b>State</b>
<b>Total Spending</b>	<b>\$71.26</b>	<b>\$67.33</b>	<b>\$60.82</b>	<b>\$118.11</b>	<b>\$217.63</b>
<b>Lodging</b>	<b>8.92</b>	<b>7.48</b>	<b>8.62</b>	<b>36.88</b>	<b>17.90</b>
<b>Total Food and Beverage</b>	<b>8.97</b>	<b>6.49</b>	<b>5.65</b>	<b>19.91</b>	<b>11.49</b>
Restaurants	6.37	4.65	3.88	14.70	8.32
Dinner shows	0.83	0.27	0.82	2.16	1.15
Groceries and snacks	1.76	1.58	0.96	3.04	2.02
<b>Entertainment and Recreation</b>	<b>1.95</b>	<b>2.36</b>	<b>1.91</b>	<b>4.43</b>	<b>2.89</b>
<b>Shore Tour</b>	<b>21.50</b>	<b>26.94</b>	<b>26.76</b>	<b>17.17</b>	<b>22.37</b>
<b>Total Transportation</b>	<b>7.06</b>	<b>5.88</b>	<b>5.10</b>	<b>11.29</b>	<b>7.86</b>
Interisland airfare	1.43	1.34	1.30	1.56	1.45
Ground transportation	1.55	1.95	0.92	5.00	2.64
Rental car, moped	3.66	2.34	2.59	4.08	3.33
Other transportation	0.41	0.26	0.29	0.65	0.43
<b>Total Shopping</b>	<b>19.91</b>	<b>15.20</b>	<b>10.58</b>	<b>25.02</b>	<b>18.92</b>
Fashion and clothing	8.17	4.42	3.78	10.59	7.34
Jewelry and watches	4.81	2.23	2.14	4.98	3.78
Cosmetics, perfume	0.71	0.15	0.18	1.20	0.65
Leather goods	0.69	1.53	0.12	0.69	0.79
Hawai'i food products	1.40	2.54	1.29	2.60	2.07
Souvenirs	4.14	4.34	3.07	4.96	4.29
<b>All Other Spending Outside Ship</b>	<b>2.95</b>	<b>2.97</b>	<b>2.19</b>	<b>3.42</b>	<b>2.98</b>

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS MAUI COUNTY

*Arrivals by air*

2016	Total	Domestic	International
<b>Islands Visited</b>			
O'ahu	751,234	496,405	254,829
Maui County	2,678,089	2,207,858	470,232
Maui	2,634,237	2,171,914	462,323
Maui Only	1,683,204	1,491,887	191,317
Moloka'i	58,932	44,203	14,728
Moloka'i Only	7,696	6,909	787
Lāna'i	63,024	49,299	13,725
Lāna'i Only	9,910	9,242	668
Kaua'i	303,324	247,146	56,178
Hawai'i Island	356,553	266,621	89,932
Kona	301,097	225,992	75,105
Hilo	203,090	145,639	57,451
<b>Visit Status</b>			
First-Time (%)	32.3	29.6	45.1
Repeat (%)	67.7	70.4	54.9
Average Number of Trips	5.22	5.64	3.25
<b>Party Size</b>			
Average Party Size	2.23	2.20	2.38
<b>Accommodations</b>			
Hotel	1,490,172	1,198,836	291,336
Hotel Only	1,160,808	948,114	212,694
Condo	764,769	612,424	152,346
Condo Only	590,991	486,519	104,471
Timeshare	296,866	265,900	30,967
Timeshare Only	221,970	201,359	20,611
Rental House	184,413	152,953	31,460
Hostel	25,312	17,302	8,010
Camp Site, Beach	19,567	14,105	5,462
Bed & Breakfast	37,799	29,481	8,319
Cruise Ship	99,976	81,631	18,346
Friends or Relatives	166,672	146,437	20,236

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.4

## SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

*Arrivals by air*

2016	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
O'ahu	731,403	33,278	30,019
Maui County	2,634,237	58,932	63,024
Maui	2,634,237	36,566	40,789
Moloka'i	36,566	58,932	13,834
Lāna'i	40,789	13,834	63,024
Kaua'i	297,266	17,649	19,163
Hawai'i Island	348,305	21,594	21,937
Kona	294,192	19,194	19,846
Hilo	199,252	16,623	16,367
Island only	1,683,204	7,696	9,910
<b>Visit Status</b>			
First-Time (%)	32.4	34.1	37.5
Repeat (%)	67.6	65.9	62.5
Average Number of Trips	5.20	5.79	5.13
<b>Party Size</b>			
Average Party Size	2.23	2.03	2.05
<b>Accommodations</b>			
Hotel	1,466,165	30,700	40,611
Hotel Only	1,142,388	18,104	29,356
Condo	756,065	14,439	10,521
Condo Only	585,478	8,548	7,231
Timeshare	293,800	5,161	5,903
Timeshare Only	220,036	3,080	4,228
Rental House	178,180	8,268	4,445
Hostel	25,016	1,306	1,027
Camp Site, Beach	19,130	1,169	935
Bed & Breakfast	37,089	1,908	1,291
Cruise Ship	99,637	4,809	6,338
Friends or Relatives	159,458	8,879	6,034

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

### 10.3.5

## TOTAL CRUISE PASSENGERS BY MMA MAUI COUNTY

	Visitors	US West	US East	Canada	Oceania <sup>1</sup>	Europe	Other	Hawai'i Residents	Total
<b>2016</b>									
Maui	216,250	58,076	84,281	22,350	27,284	7,889	16,369	3,596	219,846
Moloka'i	3,523	1,486	892	211	299	125	509	0	3,523
Lāna'i	5,052	2,063	1,471	459	489	126	444	0	5,052
<b>2015</b>									
Maui	228,674	58,572	91,830	27,810	23,414	10,653	16,395	3,702	232,376
Moloka'i	3,140	1,461	912	337	174	112	144	72	3,212
Lāna'i	4,858	2,041	1,612	365	331	183	326	59	4,917
<b>2014</b>									
Maui	228,992	62,528	86,832	32,208	17,353	9,731	20,340	4,241	233,233
Moloka'i	2,847	1,292	667	313	201	50	324	70	2,917
Lāna'i	4,593	2,106	896	316	493	217	565	72	4,665
<b>2013</b>									
Maui	275,066	84,739	106,692	34,878	18,764	10,032	19,962	3,569	278,635
Moloka'i	4,703	2,564	1,423	150	128	54	384	71	4,774
Lāna'i	6,673	3,752	1,657	455	199	133	477	21	6,694
<b>2012</b>									
Maui	264,113	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Moloka'i	4,555	2,401	1,017	390	163	118	466	87	4,642
Lāna'i	6,700	3,282	1,834	524	211	155	695	95	6,795
<b>2011</b>									
Maui	234,671	75,000	97,322	28,465	NA	10,382	23,501	2,096	236,767
Moloka'i	3,044	1,417	805	402	NA	84	336	45	3,089
Lāna'i	4,471	2,157	1,205	454	NA	120	535	33	4,504

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

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.6

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

	Ships Scheduled	
	2017	2018
<b>Kahului Harbor</b>		
January	1	7
February	4	5
March	4	7
April	7	6
May	4	4
June	4	4
July	5	5
August	4	4
September	5	7
October	7	6
November	4	5
December	7	6
<b>Total</b>	<b>56</b>	<b>66</b>
<b>Lahaina Small Boat Harbor</b>		
January	6	5
February	6	2
March	4	5
April	6	6
May	8	5
June	1	1
July	1	1
August	1	0
September	2	2
October	5	6
November	5	6
December	5	5
<b>Total</b>	<b>50</b>	<b>44</b>

Note: Schedules are tentative.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HARBORS DIVISION, MAUI PASSENGER AND CRUISE VESSELS SCHEDULE;  
HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF BOATING & OCEAN RECREATION, SCHEDULE  
OF PASSENGER/CRUISE VESSELS; HAWAII.PORTCALL.COM

## 10.4.1

### ACTIVITY PARTICIPATION BY VISITOR CATEGORY MAUI ISLAND

2016	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>91.0%</b>	<b>93.6%</b>	<b>54.5%</b>	<b>93.7%</b>
Self-guided / drive around island	82.8%	78.2%	30.4%	82.1%
Helicopter / airplane tour	4.0%	7.0%	1.4%	4.9%
Boat / submarine tour / whale watching	31.4%	41.8%	5.5%	30.4%
Visit communities	31.8%	31.6%	10.6%	34.4%
Limo / van tour / bus tour	6.3%	19.0%	17.7%	9.7%
Scenic views / natural landmarks	66.5%	78.3%	13.3%	74.9%
Movie / TV film location	1.1%	2.0%	1.1%	1.5%
<b>All Recreation</b>	<b>91.2%</b>	<b>89.7%</b>	<b>39.7%</b>	<b>93.7%</b>
Beach / sunbathing	84.0%	78.6%	28.1%	85.4%
Surfing / bodyboarding / paddleboarding	26.3%	17.6%	2.0%	28.9%
Canoeing / kayaking	6.3%	6.1%	0.3%	5.6%
Swimming in the ocean / snorkeling	72.8%	63.1%	10.4%	75.5%
Windsurfing / Kitesurfing	1.9%	1.6%	0.6%	2.3%
Jet skiing / parasailing / scuba diving	6.8%	5.9%	0.3%	4.3%
Fishing	3.0%	3.6%	0.3%	4.3%
Golf	8.9%	9.1%	5.4%	9.8%
Running / jogging / fitness walking	37.8%	35.6%	6.7%	43.7%
Spa	10.7%	11.5%	1.1%	8.6%
Backpacking / hiking / camping	20.9%	23.3%	2.8%	21.4%
Agritourism	8.9%	10.6%	2.3%	7.8%
Sports event / tournament	2.4%	3.0%	0.3%	1.9%
State parks / botanical gardens	42.2%	54.3%	9.2%	47.2%
<b>All Entertainment</b>	<b>92.4%</b>	<b>89.0%</b>	<b>39.7%</b>	<b>92.3%</b>
Lunch / sunset / dinner / evening cruise	29.7%	33.8%	18.7%	28.3%
Live music / stage show	32.7%	37.4%	7.8%	30.2%
Nightclub / dancing / bar / karaoke	9.7%	8.3%	0.0%	7.1%
Fine dining	56.3%	59.2%	10.1%	49.9%
Family restaurant / diner	71.8%	58.6%	11.4%	66.0%
Fast food	31.2%	30.3%	16.1%	37.9%
Café / coffee house	45.5%	37.8%	12.6%	46.4%
Ethnic dining	29.3%	28.8%	2.9%	24.7%
Prepared own meals	59.1%	35.9%	8.8%	67.7%

10.4.1

CONTINUED

2016	US West	US East	Japan	Canada
<b>All Shopping</b>	<b>90.9%</b>	<b>89.0%</b>	<b>42.3%</b>	<b>91.1%</b>
Mall / department stores	48.7%	41.0%	21.1%	54.8%
Designer boutiques	31.1%	29.5%	6.3%	30.4%
Hotel stores	32.8%	38.6%	11.9%	27.5%
Swap meet / flea market	19.6%	12.0%	3.8%	21.1%
Discount / outlet stores	26.0%	23.1%	11.5%	31.0%
Supermarkets	69.9%	56.7%	23.8%	70.3%
Farmers market	31.9%	21.3%	3.6%	32.5%
Convenience stores	47.6%	45.9%	13.9%	51.6%
Duty free stores	3.6%	2.1%	3.0%	6.0%
Local shops / artisans	73.3%	70.6%	12.3%	70.9%
<b>All Culture</b>	<b>63.7%</b>	<b>66.6%</b>	<b>15.2%</b>	<b>59.1%</b>
Historic military site	3.0%	3.6%	2.1%	2.9%
Other historic site	24.9%	29.8%	4.3%	26.5%
Museum / art gallery	27.2%	21.4%	3.5%	21.7%
Luau	26.7%	35.7%	2.9%	24.2%
Polynesian show / hula	13.1%	15.4%	4.1%	10.4%
Lessons, hula / canoeing	2.9%	3.6%	1.2%	3.2%
Ukulele lessons	1.6%	1.2%	0.5%	1.1%
Play / concert / theatre	7.1%	4.4%	0.3%	6.6%
Art / craft fair	17.4%	12.5%	2.0%	12.4%
Festivals	2.1%	1.7%	0.5%	2.1%
<b>All Transportation</b>	<b>90.0%</b>	<b>90.2%</b>	<b>49.5%</b>	<b>92.4%</b>
Airport shuttle	15.5%	17.4%	6.4%	17.8%
Trolley	1.2%	2.5%	6.1%	1.9%
Public bus	2.0%	2.9%	6.7%	5.6%
Tour bus / tour van	7.2%	19.9%	20.6%	10.8%
Taxi / limousine	5.5%	8.7%	4.9%	8.1%
Rental car	84.5%	77.1%	17.2%	80.7%

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

## 10.4.2

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

	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
<b>U.S. Visitors</b>						
2012	66.2%	58.6%	65.0%	62.3%	70.4%	56.9%
2013	67.1%	55.6%	60.5%	63.3%	69.4%	56.9%
2014	69.5%	61.3%	60.4%	60.9%	72.0%	54.0%
2015	70.6%	56.2%	55.5%	59.7%	74.0%	57.2%
2016	88.8%	81.0%	74.3%	82.3%	92.8%	78.5%
<b>Japan Visitors</b>						
2012	57.9%	26.6%	48.8%	60.1%	55.8%	57.6%
2013	52.3%	56.4%	36.3%	60.4%	49.7%	57.3%
2014	57.4%	20.4%	26.4%	61.2%	47.6%	56.2%
2015	56.6%	39.9%	30.8%	52.0%	49.9%	56.6%
2016	75.1%	66.0%	60.3%	74.6%	70.4%	76.5%

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

## 10.4.3

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

2016	US Total	US West	US East	Japan	Canada
<b>Maui</b>					
Excellent	88.8%	87.4%	91.1%	75.1%	86.6%
Above Average	9.7%	10.6%	8.2%	20.2%	12.2%
Below Average	1.2%	1.5%	0.7%	2.7%	1.2%
Poor	0.3%	0.5%	0.1%	2.1%	0.1%
<b>Moloka'i</b>					
Excellent	81.0%	77.8%	84.2%	66.0%	71.8%
Above Average	14.0%	16.7%	11.3%	28.5%	22.0%
Below Average	3.1%	4.1%	2.2%	2.8%	2.1%
Poor	1.9%	1.5%	2.3%	2.8%	4.1%
<b>Lāna'i</b>					
Excellent	74.3%	69.7%	79.8%	60.3%	65.2%
Above Average	17.8%	22.2%	12.7%	26.2%	28.1%
Below Average	2.9%	3.4%	2.3%	10.6%	4.5%
Poor	5.0%	4.7%	5.2%	2.8%	2.3%

MMA: Major Market Area

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



## 10.4.4

### VISITORS BY INCOME LEVEL AND MMA MAUI COUNTY

Income <sup>1</sup>	US West	US East	Canada
Under \$40,000	4.8%	5.1%	6.6%
\$40,000 to \$59,999	9.0%	8.3%	11.8%
\$60,000 to \$79,999	11.1%	10.7%	12.1%
\$80,000 to \$99,999	12.9%	12.5%	12.9%
\$100,000 to \$124,999	17.2%	16.5%	16.2%
\$125,000 to \$149,999	11.2%	10.8%	9.9%
\$150,000 to \$174,999	8.8%	7.2%	8.6%
\$175,000 to \$199,999	4.9%	6.5%	6.0%
\$200,000 to \$249,999	8.8%	7.8%	5.7%
\$250,000 or more	11.2%	14.6%	10.1%

Income <sup>1</sup>	Europe	Oceania
Under \$40,000	15.6%	11.5%
\$40,000 to \$59,999	13.8%	13.4%
\$60,000 to \$79,999	13.4%	14.8%
\$80,000 to \$99,999	13.8%	10.6%
\$100,000 to \$124,999	14.0%	16.0%
\$125,000 to \$149,999	6.1%	7.2%
\$150,000 to \$174,999	6.4%	6.7%
\$175,000 to \$199,999	5.1%	4.8%
\$200,000 to \$249,999	3.6%	7.1%
\$250,000 or more	8.1%	8.0%

1. All in U.S. dollars.

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, 2016 VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.5

**VISITATION DECISION TIMETABLE  
MAUI COUNTY**

Visitors, 2016	More than 1 year	10 to 12 months	7 to 9 months	4 to 6 months	1 to 3 months	Less than 1 month
<b>U.S. West</b>						
Decide to take vacation/pleasure trip	4.3%	19.5%	11.7%	30.7%	29.4%	4.5%
Decide to visit Hawai'i	4.7%	18.9%	11.5%	30.2%	29.9%	4.8%
Decide on which islands to visit	3.4%	17.2%	12.1%	31.3%	31.6%	4.5%
Set date for the trip	1.9%	13.0%	12.3%	30.5%	36.6%	5.7%
Choosing a place to stay	1.9%	11.5%	11.1%	30.0%	38.6%	6.9%
Make airline reservations	0.2%	4.9%	9.4%	32.7%	46.0%	6.7%
Purchase airline tickets	0.1%	4.5%	9.1%	32.2%	47.1%	7.0%
Make accommodation reservations	1.5%	10.5%	11.0%	29.2%	40.8%	7.1%
Make rental car reservations	0.1%	2.8%	5.9%	23.7%	56.7%	10.9%
Purchase tour or attraction packages	0.1%	1.1%	2.4%	13.3%	62.1%	21.0%
<b>U.S. East</b>						
Decide to take vacation/pleasure trip	6.5%	23.2%	13.2%	29.8%	23.8%	3.5%
Decide to visit Hawai'i	7.0%	20.9%	13.6%	30.2%	24.2%	4.1%
Decide on which islands to visit	4.8%	18.1%	13.6%	31.3%	27.9%	4.3%
Set date for the trip	2.6%	15.1%	14.3%	32.0%	31.6%	4.5%
Choosing a place to stay	2.3%	13.1%	13.1%	30.8%	34.3%	6.4%
Make airline reservations	0.2%	5.7%	12.1%	33.5%	42.3%	6.2%
Purchase airline tickets	0.1%	5.3%	11.6%	33.8%	43.1%	6.0%
Make accommodation reservations	1.2%	10.9%	13.1%	30.7%	37.3%	6.7%
Make rental car reservations	0.1%	3.3%	7.9%	24.8%	53.6%	10.2%
Purchase tour or attraction packages	0.2%	2.2%	3.4%	15.6%	62.3%	16.3%

## 10.4.5

### CONTINUED

Visitors, 2016	More than 1 year	10 to 12 months	7 to 9 months	4 to 6 months	1 to 3 months	Less than 1 month
<b>Canada</b>						
Decide to take vacation/pleasure trip	5.3%	24.3%	11.1%	28.0%	26.5%	4.9%
Decide to visit Hawai'i	5.4%	22.7%	11.4%	27.1%	28.2%	5.2%
Decide on which islands to visit	4.1%	20.5%	11.7%	27.0%	31.0%	5.7%
Set date for the trip	2.8%	17.1%	12.6%	29.1%	32.6%	5.8%
Choosing a place to stay	2.8%	15.2%	11.9%	26.8%	36.9%	6.4%
Make airline reservations	0.3%	8.1%	12.4%	31.0%	41.4%	6.8%
Purchase airline tickets	0.3%	7.8%	12.1%	30.7%	42.2%	6.8%
Make accommodation reservations	2.3%	14.0%	12.6%	26.8%	37.7%	6.6%
Make rental car reservations	0.1%	4.4%	6.7%	23.2%	55.6%	9.9%
Purchase tour or attraction packages	0.5%	1.5%	2.9%	10.3%	63.8%	21.0%
<b>Japan</b>						
Decide to take vacation/pleasure trip	1.5%	11.9%	7.1%	35.3%	39.8%	4.4%
Decide to visit Hawai'i	1.6%	12.0%	6.7%	34.1%	41.5%	4.0%
Decide on which islands to visit	1.3%	11.0%	6.5%	33.9%	43.2%	4.0%
Set date for the trip	0.8%	8.5%	6.3%	31.3%	47.8%	5.3%
Choosing a place to stay	0.5%	5.4%	6.0%	30.4%	52.4%	5.3%
Make airline reservations	0.7%	6.6%	5.8%	30.2%	51.4%	5.3%
Purchase airline tickets	0.6%	5.2%	5.7%	27.4%	55.0%	6.1%
Make accommodation reservations	0.6%	6.4%	6.0%	29.1%	52.0%	5.9%
Make rental car reservations	0.7%	2.5%	2.6%	16.5%	60.3%	17.4%
Purchase tour or attraction packages	0.5%	1.3%	1.5%	11.2%	69.2%	16.3%

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

10.5.1

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

<b>Attraction</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Maui</b>			
Alexander & Baldwin Sugar Museum	34,899	34,370	41,235
Aquarium Maui / Maui Ocean Center	284,514	300,964	313,989
Haleakala National Park	1,142,040	1,216,772	1,263,558
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	NA	NA	NA
ʻĪao Valley State Monument	NA	NA	NA
Kula Botanical Garden	20,200	20,400	22,300
Lahaina Restoration Foundation	23,098	20,648	21,822
Baldwin Missionary Home Museum	13,390	11,170	14,538
Hale Pa'i Printing House	490	479	282
Wo Hing Temple Museum	9,218	8,999	7,002
Maui Historical Society Bailey House Museum	10,860	11,807	12,049
Whalers Village Museum	184,700	203,595	NA
<b>Moloka'i</b>			
Kalaupapa National Historical Park	67,210	67,891	71,527
Kalaupapa Settlement	NA	NA	NA

NA: Not available

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

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES MAUI COUNTY

2017	Maui	Kaho'olawe	Lāna'i	Moloka'i
Listed Hawai'i Register	75	1	0	101
Listed National Register	68	0	0	1
Nominated Hawai'i Register	0	0	0	0

As of July 1. Categories are not exclusive. A site may be listed on both Hawai'i Register and National Register.

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

## 10.5.3

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

	2012	2013	2014	2015	2016
<b>National Parks</b>					
Number	2	2	2	2	2
Acreage	44,043	44,043	44,043	44,043	44,043
Visits	1,153,543	886,412	1,209,250	1,284,663	1,335,085
<b>State Parks and Historic Sites</b>					
Number	11	11	10	10	10
Acreage	561.7	561.7	560.2	560.2	564
<b>County Parks</b>					
Number	139	143	144	146	149
Acreage	1,801	1,977	2,152	2,177	2,492

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

10.5.4

**COMMUNITY CENTERS  
MAUI COUNTY**

<b>Name</b>	<b>Location</b>	<b>Maximum Capacity</b>	<b>Tables</b>	<b>Chairs</b>	<b>Kitchen</b>	<b>Public Parking</b>
Eddie Tam Memorial	Makawao	380	33	390	yes	39
Ha'ikū	Ha'ikū	272	40	242	yes	48
Hāli'imaile Annex	Hāli'imaile	60	9	58	yes	2
Hāna	Hāna	140	25	114	yes	Unmarked
Helene Hall	Hāna	304	24	240	no	20
Kahului	Kahului	200	8	64	yes	30
Kalama Park Extension	Kīhei	250	12	12	yes	Unmarked
Kenolio	Kīhei	175	13	62	yes	64
Kēōkea	Kula	108	11	80	yes	37
Kīhei	Kīhei	600	38	30	yes	149
Kilohana	Kaunakakai	150	5	20	yes	20
Kualapu'u	Kualapu'u	97	9	72	yes	100
Kula	Kula	180	61	134	yes	64
Lahaina Civic Center	Lahaina	322	23	322	yes	150
Lāna'i	Lāna'i City	200	26	100	yes	64
Maunaloa	Maunaloa	170	25	170	yes	Unmarked
Mayor Hannibal Tavares	Pukalani	755	50	506	yes	141
Mitchell Pau'ole	Kaunakakai	246	22	160	yes	21
Old Kalama Park Pavilion	Kīhei	80	12	0	no	79
Pā'ia	Pā'ia	324	29	221	yes	37
Waikapū	Waikapu	100	8	80	yes	8
Wailuku	Wailuku	500	8	96	yes	84

SOURCE: COUNTY OF MAUI, DEPARTMENT OF PARKS AND RECREATION.

## 10.5.5

# SEATING CAPACITIES OF SELECTED FACILITIES MAUI COUNTY

Facility	Capacity
<b>Stadiums, Auditoriums, and Gymnasiums</b>	
War Memorial Complex	
Track & Football Stadium	20,000
Gym	2,892
Baseball Stadium	1,200
Kamehameha School Stadium	2,200
Maui High Gym	2,000
Kamahameha High School Gym	1,800
Baldwin High Auditorium	1,183
Kamehameha Middle School Gym	700
Wailuku Gym	600
Seabury Hall Gym	400
<b>Civic Centers and Theaters</b>	
Maui Arts & Cultural Center	
Amphitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	248
Community Hall	230
Classroom C	16
Lahaina Civic Center Convention Hall	2,400
Maui Theatre	680
ʻĪao Theater	400
UH Maui College Student Center Lounge	100
Maui Academy of Performing Arts	60
<b>Churches</b>	
First Assembly of God Maui (Pu'unene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
First Assembly of God Maui (Moloka'i)	200
Makawao Union Church Hall	200
St. John Episcopal Church	200
ʻĪao Congegational	175
ʻĪao Congegational Hall	100
St. John Episcopal Church Hall	100

SOURCE: OFFICIALS OF THE FACILITIES.

## 10.6.1

### DOG LICENSES ISSUED BY ISLAND

Year	State Total	Maui <sup>1</sup>	Moloka'i	Lana'i	Hawai'i	Kaua'i	O'ahu
1993	27,586	2,427	46	26	4,006	1,000	20,081
1994	29,010	3,171	57	26	4,099	2,172	19,485
1995	28,442	1,446	48	82	4,911	1,925	20,030
1996	30,376	699	58	32	5,381	2,961	21,245
1997	28,395	1,378	80	33	5,871	1,320	19,713
1998	28,645	649	83	35	5,777	2,240	19,861
1999	32,137	4,473	84	29	6,311	1,201	20,039
2000	31,147	4,587	25	57	5,627	785	20,066
2001	31,068	4,285	NA	NA	5,919	2,103	18,761
2002	30,909	4,420	30	50	6,809	1,848	17,752
2003	29,519	2,901	47	12	6,786	3,100	16,673
2004	50,180	3,977	30	25	8,085	1,942	36,121
2005	53,415	4,621	30	24	10,454	2,648	35,638
2006	50,440	4,282	27	17	8,836	2,115	35,163
2007	50,403	4,997	27	9	6,504	3,900	34,966
2008	50,919	7,009	32	16	6,186	2,547	35,129
2009	52,623	5,039	36	25	7,881	4,513	35,129
2010	51,072	4,683	61	65	7,353	4,113	34,797
2011	49,763	4,880	24	22	6,647	4,454	33,736
2012	NA	4,042	NA	NA	6,205	2,664	32,892
2013	*47,029	3,978	26	54	6,292	3,709	32,970
2014	NA	4,034	NA	NA	7,050	1,595	32,474
2015	NA	3,701	NA	NA	7,399	*3,345	30,983
2016	NA	3,520	NA	NA	8,203	1,968	30,560

1. For the years 1995-1998, the number of registrations issued by the Maui Humane Society was not included in the count.

\* Revised data.

NA: Not available.

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



10.6.2

**ANIMAL ACQUISITIONS AND DISPOSITIONS  
MAUI HUMANE SOCIETY**

	FY 2014-2015				FY 2015-2016		
	Dogs	Cats	Feral Cats	Other	Dogs	Cats	Other
<b>Area</b>							
Lahaina	219	265	245	27	214	418	25
Kīhei	246	375	298	154	238	670	235
Makawao	223	251	191	157	208	368	255
Kahului	307	463	320	158	345	713	248
Kula	145	121	113	36	139	290	72
Wailuku	319	481	402	121	362	721	172
Pā'ia	62	115	54	20	34	102	13
Ha'ikū	205	195	92	114	184	264	51
Hāna	90	36	32	3	72	40	0
Lāna'i	65	55	20	9	9	2	1
Moloka'i					1	0	0
Left at shelter	315	276	137	98	329	413	136
<b>Total</b>	<b>2,196</b>	<b>2,633</b>	<b>1,904</b>	<b>897</b>	<b>2,135</b>	<b>4,001</b>	<b>1,208</b>
<b>Intakes</b>							
Strays	1,404	1,897	1,700	585	1,427	3,241	981
Owner turn ins	788	735	205	303	690	748	226
Born here	6	0	0	9	18	12	1
<b>Total Live Intakes</b>	<b>2,198</b>	<b>2,632</b>	<b>1,905</b>	<b>897</b>	<b>2,135</b>	<b>4,001</b>	<b>1,208</b>
Dead on arrival	95	411	3	5	38	291	20
Owner requested euthanasia	142	86	4	6	170	84	12
<b>Total Intakes</b>	<b>2,435</b>	<b>3,129</b>	<b>1,912</b>	<b>908</b>	<b>2,343</b>	<b>4,376</b>	<b>1,240</b>
<b>Live Release</b>							
Reclaim by owner	542	265	6	18	633	337	19
Adopted	814	876	0	204	719	921	207
Transferred	410	33	0	27	483	66	28
<b>Total</b>	<b>1,766</b>	<b>1,174</b>	<b>6</b>	<b>249</b>	<b>1,835</b>	<b>1,324</b>	<b>254</b>
<b>Dispositions</b>							
Missing in action	8	15	3	14	1	16	0
Died at shelter	3	23	0	4	10	19	11
Euthanized unhealthy	175	674	1,892	522	215	1,618	875
Euthanized treatable	225	758	0	65	112	658	35
Euthanized healthy	0	5	0	31	0	5	21
<b>Total Euthanized</b>	<b>400</b>	<b>1,437</b>	<b>1,892</b>	<b>618</b>	<b>327</b>	<b>2,281</b>	<b>931</b>

SOURCE: MAUI HUMANE SOCIETY.

### 10.6.3

## MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16
Leash Law	1,145	973	773	581
No Tax	242	0	111	60
Barking	74	45	156	188
Cruelty/Neglect	483	493	869	581
Yard Inspection	0	1	4	1
Injured Animals	119	119	179	154
Injured Wild Life	3	8	2	1
Large Animal Trespass	6	9	10	NA
Spay/Neuter Reclaims	NA	NA	NA	NA
Abandonment	52	22	49	31
Dangerous Dog Recheck	44	65	66	19
Dog to Dog Bites	59	69	53	57
Dog to Human Bites	63	68	62	57
Dog to Other Bites	32	46	44	28
Ongoing Investigation	NA	1,080	1,080	389
Pickup/Deliver/Misc.	810	918	542	461
Stray Dog Pick Up	429	438	768	524
Dead on Arrival	656	645	556	50
Stray Cat Pick Up	1,371	1,214	469	125
Owned Animal Pick Up	56	52	12	5
Pick Up Police Reports, License	180	14	NA	NA
Other Animal Pick Up	3	0	3	1
Wild Life Pick Up	1	0	0	NA
Wild Life Transfer	1	0	0	NA
Preventative Patrols	764	1,909	1,727	3,879
Personal Assist	276	360	837	856
<b>Total</b>	<b>6,869</b>	<b>8,548</b>	<b>8,372</b>	<b>8,048</b>

FY 2015-16	Upcountry	Hāna	Kahului	Wailuku	Lahaina	Kīhei
Leash Law	41	0	8	23	15	16
No Tax	1	0	0	2	0	0
Inhumane Manner	7	0	0	4	3	3
Cruelty	2	0	0	0	1	0
Aggressive Dog	20	0	2	7	10	6
Dangerous Dog Non Compliance	16	0	0	0	0	0
Interference	0	0	0	0	0	0
Abandonment	0	0	0	0	0	0
Livestock At Large	1	0	0	0	0	0
<b>Total</b>	<b>72</b>	<b>0</b>	<b>10</b>	<b>36</b>	<b>29</b>	<b>25</b>

NA: Not available

SOURCE: MAUI HUMANE SOCIETY.