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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,
U.S. WEST, U.S. EAST, AND JAPAN: 2007**

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

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Sightseeing	87.9	85.4	92.2	92.3
Helicopter/plane tour	11.7	9.0	16.2	3.9
Boat/submarine/whale watching	28.2	24.7	34.2	18.2
Tour bus excursion	15.9	11.8	22.8	47.8
Private limousine/van tour	6.1	4.7	8.4	17.8
Self-guided	78.8	77.8	80.4	54.5
Recreation	89.3	89.1	89.6	80.5
Swimming/sunbathing/beach	81.9	81.4	82.7	65.9
Surfing/bodyboarding	22.2	24.8	17.6	7.1
Snorkeling/scuba diving	48.8	50.6	45.8	18.4
Jet skiing/parasailing/windsurfing	4.6	5.1	3.7	4.2
Golf	13.3	13.9	12.3	9.0
Running/jogging/fitness walking	37.3	38.1	36.1	19.1
Spa	12.7	12.4	13.2	8.5
Backpacking/hiking/camping	23.1	21.8	25.1	7.9
Sports event/tournament	4.7	5.0	4.1	3.1
Entertainment	94.2	94.1	94.4	96.0
Lunch/sunset/dinner/evening cruise	27.7	25.8	30.9	59.3
Lounge act/stage show	25.9	23.9	29.5	25.7
Nightclub/dancing/bar/karaoke	15.1	14.8	15.5	6.5
Fine dining	61.8	60.4	64.1	81.6
Family restaurant/diner	74.1	74.6	73.2	49.9
Ethnic dining	41.7	41.7	41.6	14.4
Prepared own meal	48.9	52.5	42.8	12.7
Shopping	94.3	93.9	95.0	99.1
Department stores	43.3	42.9	44.0	52.5
Designer boutiques	35.5	35.0	36.3	59.4
Hotel stores	43.2	40.4	48.1	49.8
Swap meet	31.3	30.4	32.9	15.0
Discount/outlet stores	35.0	34.4	36.0	41.0
Supermarkets	63.1	65.8	58.6	57.4
Convenience stores	56.1	55.3	57.3	78.2
Duty free	5.8	5.7	5.9	75.7
Local shops/artisans	72.2	72.3	72.1	33.8

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,
U.S. WEST, U.S. EAST, AND JAPAN: 2007 - Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture	83.1	80.4	87.7	74.4
Historic site	59.5	56.6	64.5	28.8
Museum/art gallery	30.5	30.5	30.6	17.9
Polynesian show/luau/hula	45.6	41.0	53.5	36.4
Play/concert	6.2	5.9	6.8	1.8
Art/craft fair	17.8	18.9	16.0	2.2
Parks/gardens	56.4	53.6	61.2	48.7
Festival	5.7	5.9	5.3	6.0
Transportation	87.0	86.9	87.1	94.2
Trolley	8.2	7.7	9.0	68.2
Public Bus	13.2	12.3	14.8	25.0
Taxi/limousine	16.6	14.4	20.3	43.3
Rental Car	76.1	76.7	75.1	17.4
Meeting	7.9	7.5	8.6	2.0
Convention	4.9	3.8	6.9	1.3
Incentive/reward	3.9	3.4	4.9	2.8

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report* and records.

Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2007

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	73.5	79.7	83.2	79.2
Somewhat satisfied	23.0	17.4	14.8	18.1
Somewhat dissatisfied	3.0	2.3	1.9	2.5
Not satisfied at all	0.5	0.6	0.2	0.2
Restaurants				
Very satisfied	59.1	61.4	53.5	54.2
Somewhat satisfied	36.9	35.2	40.7	38.0
Somewhat dissatisfied	3.6	2.6	4.6	6.3
Not satisfied at all	0.4	0.8	1.1	1.6
Shopping				
Very satisfied	67.1	61.6	51.5	49.0
Somewhat satisfied	30.0	35.4	42.5	44.4
Somewhat dissatisfied	2.6	2.7	6.0	6.0
Not satisfied at all	0.3	0.2	0.0	0.5
Golf				
Very satisfied	72.3	78.7	76.1	75.7
Somewhat satisfied	22.9	17.7	22.9	20.0
Somewhat dissatisfied	4.1	2.5	1.0	3.2
Not satisfied at all	0.6	1.1	0.0	1.1
Activities & attractions				
Very satisfied	71.5	71.7	73.2	68.7
Somewhat satisfied	26.2	26.2	24.4	27.8
Somewhat dissatisfied	1.9	1.7	2.0	3.2
Not satisfied at all	0.4	0.3	0.4	0.3
Transportation				
Very satisfied	64.7	57.2	52.4	46.1
Somewhat satisfied	30.1	33.6	27.6	34.3
Somewhat dissatisfied	3.6	7.3	8.3	10.0
Not satisfied at all	1.7	1.9	11.7	9.5
Airports				
Very satisfied	56.1	57.0	55.6	48.4
Somewhat satisfied	38.1	35.9	38.1	41.4
Somewhat dissatisfied	4.8	5.6	5.6	8.5
Not satisfied at all	1.0	1.4	0.8	1.7

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**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2007 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	74.2	78.5	76.1	73.7
Somewhat satisfied	22.5	19.3	22.5	22.1
Somewhat dissatisfied	2.6	1.9	1.4	3.6
Not satisfied at all	0.7	0.3	0.0	0.6

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, records.

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2007**

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	71.3	79.6	84.4	76.6
Somewhat satisfied	24.2	17.4	13.5	20.4
Somewhat dissatisfied	4.0	2.4	2.0	2.7
Not satisfied at all	0.5	0.6	0.2	0.3
Restaurants				
Very satisfied	57.1	60.2	52.8	52.0
Somewhat satisfied	39.0	36.2	41.7	39.2
Somewhat dissatisfied	3.4	2.9	4.5	6.6
Not satisfied at all	0.4	0.7	1.0	2.1
Shopping				
Very satisfied	67.6	59.6	50.7	48.3
Somewhat satisfied	29.3	37.6	42.3	43.8
Somewhat dissatisfied	2.9	2.7	7.0	7.3
Not satisfied at all	0.1	0.1	0.0	0.6
Golf				
Very satisfied	69.7	79.3	74.9	72.9
Somewhat satisfied	25.0	17.7	24.1	20.6
Somewhat dissatisfied	5.3	1.9	1.0	4.8
Not satisfied at all	0.0	1.1	0.0	1.6
Activities & attractions				
Very satisfied	69.3	70.0	72.0	64.3
Somewhat satisfied	28.8	28.2	26.0	31.6
Somewhat dissatisfied	1.7	1.5	1.5	4.1
Not satisfied at all	0.2	0.4	0.5	0.0
Transportation				
Very satisfied	64.0	55.7	49.7	37.7
Somewhat satisfied	30.3	35.4	25.1	36.4
Somewhat dissatisfied	3.9	7.7	9.7	10.9
Not satisfied at all	1.8	1.2	15.4	15.0
Airports				
Very satisfied	53.0	57.0	55.9	48.6
Somewhat satisfied	40.5	37.3	37.3	41.7
Somewhat dissatisfied	5.4	4.9	5.7	8.0
Not satisfied at all	1.1	0.7	1.1	1.6
Parks & beaches				
Very satisfied	73.1	78.1	76.5	70.7
Somewhat satisfied	23.6	19.8	21.8	24.0
Somewhat dissatisfied	2.8	2.1	1.7	4.8
Not satisfied at all	0.5	0.0	0.0	0.5

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2007**

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	76.6	79.7	80.5	83.4
Somewhat satisfied	21.2	17.3	17.7	14.1
Somewhat dissatisfied	1.7	2.2	1.5	2.3
Not satisfied at all	0.5	0.7	0.3	0.2
Restaurants				
Very satisfied	62.0	63.5	55.0	57.9
Somewhat satisfied	33.8	33.6	38.6	35.7
Somewhat dissatisfied	3.8	2.1	5.0	5.7
Not satisfied at all	0.5	0.8	1.5	0.6
Shopping				
Very satisfied	66.3	65.2	53.2	50.1
Somewhat satisfied	30.9	31.6	43.1	45.5
Somewhat dissatisfied	2.2	2.8	3.7	4.0
Not satisfied at all	0.5	0.4	0.0	0.4
Golf				
Very satisfied	76.4	77.6	78.7	81.5
Somewhat satisfied	19.7	17.6	20.3	18.5
Somewhat dissatisfied	2.3	3.6	1.0	0.0
Not satisfied at all	1.6	1.2	0.0	0.0
Activities & attractions				
Very satisfied	74.3	74.6	75.7	76.0
Somewhat satisfied	22.9	23.0	21.2	21.6
Somewhat dissatisfied	2.2	2.1	2.8	1.6
Not satisfied at all	0.6	0.3	0.3	0.9
Transportation				
Very satisfied	65.6	59.5	58.7	60.9
Somewhat satisfied	29.7	30.9	33.4	30.6
Somewhat dissatisfied	3.2	6.7	5.0	8.5
Not satisfied at all	1.5	2.9	2.9	0.0
Airports				
Very satisfied	60.7	57.0	54.7	48.1
Somewhat satisfied	34.5	33.5	39.8	40.9
Somewhat dissatisfied	3.8	6.8	5.5	9.4
Not satisfied at all	0.9	2.6	0.0	1.7
Parks & beaches				
Very satisfied	75.7	79.1	75.1	79.0
Somewhat satisfied	21.0	18.4	24.1	18.9
Somewhat dissatisfied	2.4	1.6	0.8	1.4
Not satisfied at all	0.9	1.0	0.0	0.8

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM JAPAN, BY GEOGRAPHIC AREA: 2007**

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

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	43.2	68.8	(NA)	55.8
Somewhat satisfied	46.9	31.2	(NA)	37.1
Somewhat dissatisfied	8.6	0.0	(NA)	6.3
Not satisfied at all	1.3	0.0	(NA)	0.8
Restaurants				
Very satisfied	20.8	42.8	(NA)	25.0
Somewhat satisfied	58.1	40.3	(NA)	49.2
Somewhat dissatisfied	19.2	16.9	(NA)	22.4
Not satisfied at all	1.9	0.0	(NA)	3.4
Shopping				
Very satisfied	37.5	25.3	(NA)	9.5
Somewhat satisfied	52.5	57.6	(NA)	57.6
Somewhat dissatisfied	9.3	16.2	(NA)	29.4
Not satisfied at all	0.7	0.9	(NA)	3.6
Golf				
Very satisfied	35.6	52.3	(NA)	67.3
Somewhat satisfied	48.7	47.7	(NA)	29.6
Somewhat dissatisfied	15.1	0.0	(NA)	3.1
Not satisfied at all	0.6	0.0	(NA)	0.0
Activities & attractions				
Very satisfied	37.1	46.8	(NA)	34.8
Somewhat satisfied	53.2	46.2	(NA)	58.0
Somewhat dissatisfied	9.0	6.9	(NA)	4.7
Not satisfied at all	0.7	0.0	(NA)	2.5
Transportation				
Very satisfied	40.4	34.1	(NA)	14.8
Somewhat satisfied	47.6	46.1	(NA)	43.8
Somewhat dissatisfied	11.1	17.5	(NA)	32.1
Not satisfied at all	1.0	2.4	(NA)	9.2
Airports				
Very satisfied	20.3	19.8	(NA)	18.2
Somewhat satisfied	61.3	61.5	(NA)	63.9
Somewhat dissatisfied	17.2	17.6	(NA)	14.4
Not satisfied at all	1.2	1.1	(NA)	3.5
Parks & beaches				
Very satisfied	48.9	53.0	(NA)	54.8
Somewhat satisfied	45.4	45.7	(NA)	39.9
Somewhat dissatisfied	5.4	1.3	(NA)	5.3
Not satisfied at all	0.3	0.0	(NA)	0.0

NA Not available.

1/ Sample is too small for tabulation.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007

[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	58.0	56.2	60.4	51.1
Above average	36.1	37.9	33.7	43.8
Below average	4.7	4.8	4.5	4.7
Poor	1.2	1.0	1.4	0.4
Maui				
Excellent	68.1	67.8	68.7	54.0
Above average	28.1	28.2	28.0	37.8
Below average	3.3	3.8	2.5	7.7
Poor	0.5	0.3	0.8	0.4
Molokai				
Excellent	53.6	54.6	50.7	64.3
Above average	35.6	35.1	37.1	35.7
Below average	8.8	7.6	12.1	0.0
Poor	2.0	2.7	0.0	0.0
Lanai				
Excellent	60.6	63.3	57.7	86.3
Above average	30.2	21.4	39.8	13.7
Below average	7.8	14.0	1.1	0.0
Poor	1.3	1.3	1.4	0.0
Big Island				
Excellent	62.0	59.3	65.2	56.6
Above average	33.8	36.2	31.0	38.0
Below average	3.7	4.2	3.2	4.5
Poor	0.5	0.3	0.6	0.9
Kauai				
Excellent	72.4	70.4	75.5	48.0
Above average	24.9	26.9	21.7	39.6
Below average	2.5	2.5	2.4	11.9
Poor	0.2	0.1	0.3	0.6

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006 AND 2007

[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
2006				
Airlines	28.5	29.7	26.5	9.8
Books	21.8	19.2	26.1	40.8
Friends / relatives	38.6	36.8	41.5	29.5
Hawaii Visitors & Convention Bureau	10.3	8.4	13.4	8.4
Hotels / resorts	22.7	21.5	24.6	9.7
Internet	88.6	89.5	87.2	62.1
Magazines	9.7	8.7	11.3	41.5
Newspapers	2.2	2.0	2.5	2.6
Personal experience	45.7	50.5	37.8	41.2
Travel agents	34.2	30.7	40.0	91.2
Wholesalers	9.3	8.5	10.5	16.9
2007				
Airlines	21.2	21.4	20.8	9.3
Books	19.4	17.0	23.7	34.9
Friends / relatives	34.4	32.0	38.6	26.4
Hawaii Visitors & Convention Bureau	10.1	7.9	14.0	10.8
Hotels / resorts	19.9	19.4	20.9	8.9
Internet	84.5	85.2	83.3	55.9
Magazines	7.1	6.2	8.6	38.3
Newspapers	1.7	1.9	1.2	2.5
Personal experience	41.4	44.0	36.8	34.7
Travel agents	27.5	24.9	32.0	76.7
Wholesalers	9.6	8.8	11.0	17.7

1/ Pacific and Mountain States of the United States.

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

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

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006 AND 2007

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

How the internet was used	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2006				
Estimate costs	49.4	48.9	50.1	15.1
Find evening activities	14.1	12.5	16.8	6.1
Find good restaurant	24.3	22.7	27.1	33.1
Find hotel or place to stay	45.6	44.1	48.1	66.3
Find recreational activities	38.8	35.8	43.9	33.0
Find things to do	51.8	47.0	60.0	37.3
Hotel reservation	48.3	48.8	47.4	22.7
Locate shopping places	9.5	8.9	10.6	41.4
Locate sightseeing places	31.0	27.2	37.5	37.6
Make airline reservations	71.5	75.7	64.4	20.1
Maps and directions	42.7	41.6	44.6	26.8
Rental car reservation	52.5	55.8	47.0	11.5
2007				
Estimate costs	53.5	53.4	53.8	17.4
Find evening activities	12.4	10.2	16.3	5.1
Find good restaurant	20.5	18.1	24.7	35.4
Find hotel or place to stay	44.2	43.5	45.4	69.0
Find recreational activities	38.2	34.8	44.4	38.3
Find things to do	51.4	45.9	61.3	41.9
Hotel reservation	50.3	50.8	49.4	23.6
Locate shopping places	7.5	6.6	9.1	39.8
Locate sightseeing places	28.6	23.5	37.6	39.2
Make airline reservations	78.6	81.6	73.4	22.0
Maps and directions	40.7	40.0	41.9	28.1
Rental car reservation	55.9	58.1	52.1	13.4

1/ Pacific and Mountain States of the United States.

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

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

**Table 7.19-- SAFETY ISSUES AND OTHER NUISANCES ENCOUNTERED
BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST,
AND JAPAN: 2006 AND 2007**

[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
2006				
No problems	93.5	93.2	94.0	96.7
Safety issues				
Solicited by drug dealers	1.8	2.0	1.5	0.8
Solicited by prostitutes	1.1	1.1	1.0	0.4
Wallet / purse / valuables stolen	1.4	1.9	0.7	1.4
Room vandalized / robbed	0.4	0.5	0.3	0.4
Car vandalized / robbed	1.3	1.3	1.3	0.3
Physical violence / harm	0.4	0.4	0.3	0.2
Other nuisance				
Parking ticket	1.6	1.5	1.8	0.4
2007				
No problems	88.3	87.6	89.4	90.7
Safety issues				
Solicited by drug dealers	1.9	1.7	2.1	1.4
Solicited by prostitutes	1.5	1.5	1.4	0.6
Wallet / purse / valuables stolen	1.3	1.4	1.2	1.3
Room vandalized / robbed	0.1	0.1	0.0	0.1
Car vandalized / robbed	1.4	1.5	1.1	0.3
Physical violence / harm	1.0	1.3	0.6	0.7
Other nuisance				
Parking ticket	1.5	1.5	1.7	0.5
Severe weather/natural calamities	5.2	5.7	4.4	5.6

1/ Pacific and Mountain States of the United States.

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

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

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007**

[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	1.3	1.2	1.4	3.6
\$15,000-\$29,999	3.7	3.6	3.8	10.3
\$30,000-\$49,999	11.4	11.8	10.8	22.8
\$50,000-\$99,999	33.0	32.5	34.0	37.7
\$100,000 or more	50.5	50.9	49.9	25.7
Education attainment				
Less than high school graduate	0.3	0.4	0.2	2.3
High school graduate	24.4	24.7	23.9	33.0
Associates degree (2-year)	9.6	10.1	8.8	16.2
Bachelor's degree (4-year)	34.1	33.8	34.7	36.0
Post graduate degree	29.1	28.4	30.2	3.6
Vocational / technical degree	2.5	2.7	2.1	8.8
Employment status				
Working	75.6	74.3	77.6	63.0
Retired	14.8	15.2	14.1	7.0
Student	2.4	2.5	2.2	1.6
Homemaker	5.6	6.1	4.6	21.6
Other	1.7	1.8	1.5	6.7
Primary purpose of trip				
Vacation	65.2	67.2	61.9	64.7
Attend a business meeting / conduct business	6.5	6.6	6.5	0.9
Attend a convention / conference / seminar	3.3	2.6	4.5	0.8
Incentive / reward	1.4	1.0	2.1	2.1
Visit friends / relatives	9.8	9.9	9.8	2.3
Get married	0.7	0.8	0.5	2.4
Attend / participate in wedding	3.3	3.3	3.4	7.2
Honeymoon	2.7	1.6	4.6	8.5
Anniversary / birthday	3.6	3.3	4.2	2.0
Attend / participate in a sporting event	1.2	1.3	0.9	3.0
Attend / participate in a cultural event	0.4	0.3	0.4	1.0
Medical treatment	0.0	0.0	0.0	0.1
Shopping / fashion	0.0	0.0	0.0	2.8
Other	1.8	2.1	1.3	2.1

Continued on next page.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007 - Con.

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip				
Vacation	40.6	38.0	44.8	23.4
Attend a business meeting / conduct business	4.0	4.1	4.0	0.9
Attend a convention / conference / seminar	2.0	2.1	1.8	0.9
Incentive / reward	3.4	3.3	3.8	1.6
Visit friends / relatives	22.5	24.6	18.9	4.7
Get married	0.2	0.2	0.3	0.9
Attend / participate in wedding	1.7	1.9	1.3	3.0
Honeymoon	1.4	1.3	1.7	3.9
Anniversary / birthday	12.8	11.7	14.8	4.8
Attend / participate in a sporting event	2.9	3.8	1.5	3.2
Attend / participate in a cultural event	1.5	1.3	1.7	2.1
Medical treatment	0.4	0.5	0.1	0.5
Shopping / fashion	2.4	2.8	1.7	46.9
Other	4.2	4.4	3.7	3.1

1/ Pacific and Mountain States of the United States.

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

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

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.

**Table 7.40-- PASSPORTS ISSUED BY THE HONOLULU PASSPORT AGENCY:
2004 TO 2008**

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

Mailing address	2004	2005	2006	2007	2008
Issued by Honolulu Office	72,267	83,299	85,731	143,432	89,912
Mailed to Hawaii addresses	52,950	52,967	52,570	59,399	68,876
Mailed outside the state	19,317	30,332	33,161	84,033	21,036

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

Table 7.49-- AQUATIC COLLECTIONS: 2008

[As of June 30. For annual attendance, see table 7.43]

Phylum or class	Sea Life Park		Waikiki Aquarium	
	Species	Individuals	Species	Individuals
Total	140	932	519	3,962
Fishes	86	601	237	877
Reptiles	2	37	-	-
Mammals	6	54	1	2
Invertebrates	41	274	281	3,083
Birds	7	34	-	-

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

Table 7.54-- GOLF COURSES, BY NUMBER OF HOLES, OWNERSHIP, AND ISLAND: 2008

Status, island, and ownership	Number of golf courses						Number of holes
	Total	9-hole	18-hole	27-hole	36-hole	54-hole	
State total	77	8	57	3	8	1	1,521
Hawaii	18	2	13	-	3	-	360
Municipal	1	-	1	-	-	-	18
Private	17	2	12	-	3	-	342
Maui	10	-	6	-	3	1	270
Municipal	1	-	1	-	-	-	18
Private	9	-	5	-	3	1	252
Lanai	3	1	2	-	-	-	45
Private	3	1	2	-	-	-	45
Molokai	2	1	1	-	-	-	27
Private	2	1	1	-	-	-	27
Oahu	35	3	28	2	2	-	657
Military	6	1	4	1	-	-	108
Municipal	6	1	5	-	-	-	99
Private	23	1	19	1	2	-	450
Kauai	9	1	7	1	-	-	162
Municipal	1	-	1	-	-	-	18
Private	8	1	6	1	-	-	144

Source: *The Honolulu Advertiser* <<http://the.honoluluadvertiser.com/current/sp/golfguide>>
accessed October 31, 2008.

**Table 7.55-- COUNTY GOLF COURSES AND CAMPING PERMITS,
FOR OAHU: 1991 TO 2008**

Calendar year	Public golf courses			Camping permits issued 1/
	Courses	Holes	Rounds played	
1991	5	81	580,888	9,633
1992	5	81	654,726	9,938
1993	5	81	638,972	10,251
1994	5	81	580,120	8,778
1995	6	99	650,934	10,514
1996	6	99	685,191	10,622
1997	6	99	686,188	15,804
1998	6	99	747,379	16,929
1999	(NA)	(NA)	(NA)	16,884
2000	6	99	663,710	16,947
2001	6	99	638,817	16,375
2002	6	99	607,823	12,045
2003	6	99	602,123	12,045
2004	6	99	560,921	11,128
2005	6	99	530,606	14,847
2006	6	99	538,051	9,179
2007	6	99	556,197	8,469
2008	6	99	578,082	7,622

NA Not available.

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

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

Table 7.56-- SONY OPEN SCORES AND PURSES: 1992 TO 2009

[The Sony Open is held at the Waialae Country Club golf course. Distance is 7,044 yards par is 70/280. Distance changed from 7,060 yards in 2007. Up until 1998, event known as the Hawaiian Open, which was held at the Waialae Country Club golf course. Distance was 6,975 yards; par was 72/288.]

Year	Holes	Winning score		Purse (dollars)	
		Total	Below par	Total	Winner
1992	72	265	23	1,200,000	216,000
1993	72	269	19	1,200,000	216,000
1994	72	269	19	1,200,000	216,000
1995	72	269	19	1,200,000	216,000
1996	72	277	11	1,200,000	216,000
1997	72	271	17	1,200,000	216,000
1998	72	260	28	1,800,000	324,000
1999	72	271	9	2,600,000	468,000
2000	72	261	19	2,900,000	522,000
2001	72	260	20	4,000,000	720,000
2002	72	266	14	4,000,000	720,000
2003	72	264	16	4,500,000	810,000
2004	72	262	18	4,800,000	864,000
2005	72	269	11	4,800,000	864,000
2006	72	261	19	5,100,000	918,000
2007	72	266	14	5,200,000	936,000
2008	72	266	14	5,300,000	954,000
2009	72	265	15	5,400,000	972,000

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

Table 7.57-- PUBLIC HUNTING AREAS AND WILDLIFE SANCTUARIES AND REFUGES, BY ISLAND: OCTOBER 30, 2008

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

1/ Less than 50 acres.

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

Table 7.58-- FISHING AND HUNTING LICENSES ISSUED: 2002 TO 2008

[Fiscal years ending June 30]

Type of license	2002	2003	2004	2005	2006	2007	2008
Freshwater fishing	7,537	5,521	6,173	5,655	6,059	6,787	6,857
Hunting	9,751	9,095	8,693	8,223	8,345	1/ 6,856	2/ 8,249

1/ Revised from previous *Data Book*.

2/ Preliminary.

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

**Table 7.60-- HONOLULU MARATHON REGISTRANTS, FINISHERS AND
WINNING TIMES: 1992 TO 2008**

Year	Number of registrants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	30,905	23,515	2:14:19	2:32:13
1993	29,514	23,640	2:13:16	2:32:20
1994	32,771	25,833	2:15:04	2:37:06
1995	34,434	27,022	2:16:08	2:37:29
1996	30,864	24,414	2:13:23	2:34:28
1997	33,682	26,495	2:12:17	2:33:14
1998	27,704	22,112	2:14:53	2:33:27
1999	26,724	21,211	2:16:45	2:32:36
2000	26,465	22,636	2:15:19	2:28:33
2001	23,513	19,236	2:15:09	2:29:54
2002	30,428	26,477	2:12:29	2:29:08
2003	25,283	22,161	2:12:59	2:31:56
2004	25,671	22,407	2:11:12	2:27:33
2005	28,048	24,295	2:12:00	2:30:24
2006	28,637	24,575	2:13:42	2:27:19
2007	27,829	23,299	2:18:53	2:33:07
2008	23,231	20,062	2:14:35	2:32:36

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

**Table 7.61-- IRONMAN TRIATHLON WORLD CHAMPIONSHIP
PARTICIPANTS, FINISHERS, AND WINNING TIMES: 1992 TO 2008**

Year	Number of participants	Number of finishers	Winning time (hr., min., sec.)	
			Men	Women
1992	1,379	1,298	8:09:08	8:55:29
1993	1,438	1,353	8:07:45	8:58:23
1994	1,405	1,290	8:20:27	9:20:14
1995	1,444	1,325	8:20:34	9:16:46
1996	1,421	1,288	8:04:08	9:06:49
1997	1,478	1,365	8:33:01	9:31:43
1998	1,487	1,379	8:24:20	9:24:16
1999	1,463	1,411	8:17:17	9:13:02
2000	1,525	1,426	8:21:01	9:26:17
2001	1,468	1,368	8:31:18	9:28:37
2002	1,541	1,455	8:29:56	9:07:54
2003	1,645	1,569	8:22:35	9:11:55
2004	1,728	1,579	8:33:29	9:33:25
2005	1,743	1,688	8:14:17	9:09:30
2006	1,689	1,624	8:11:56	9:18:31
2007	1,787	1,685	8:15:34	9:08:45
2008	1,731	1,634	8:17:45	9:06:23

Source: Ironman Triathlon World Championship, records; 1995-1998 race results from JTL Timing Systems Hawaii at <<http://www.ironmantri.com>> and 1999-2008 race results from <<http://www.ironmanlive.com>> accessed on December 30, 2008.

**Table 7.63-- TOTAL ATTENDANCE AT FOOTBALL BOWL GAMES:
2002-2003 TO 2008-2009 SEASONS**

Bowl	2002- 2003	2003- 2004	2004- 2005	2005- 2006	2006- 2007	2007- 2008	2008- 2009
Hawaii Bowl	31,535	25,551	39,754	16,134	40,623	24,079	43,487
Hula Bowl	1/ 12,000	9,128	12,122	7,065	7,919	2/ 2,000	(3/)
Pro Bowl	50,301	50,125	50,127	50,225	50,410	50,044	49,958

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

2/ 2007-2008 figure represent an estimate as number reported at a "about 2,000."

3/ The Hula Bowl, usually held in January, was not played in 2009.

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

Table 7.64-- VARSITY SPORTS SUMMARY FOR THE UNIVERSITY OF HAWAII AT MANOA: 2004-2005 TO 2007-2008

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

Sports	Games played 1/				Home games	
	Total	Won	Lost	Tied	Home dates	Attendance
2004-2005						
Baseball	55	28	27	-	38	102,267
Basketball (men's)	29	16	13	-	17	123,097
Basketball (women's)	26	11	15	-	16	16,953
Football	13	8	5	-	8	294,404
Volleyball (men's)	28	19	9	-	18	77,014
Volleyball (women's)	31	30	1	-	17	121,292
2005-2006						
Baseball	62	45	17	-	34	81,881
Basketball (men's)	28	17	11	-	17	125,523
Basketball (women's)	28	18	10	-	17	15,823
Football	12	5	7	-	7	229,142
Volleyball (men's)	28	23	5	-	16	67,689
Volleyball (women's)	34	27	7	-	18	131,434
2006-2007						
Baseball	59	39	25	-	33	88,978
Basketball (men's)	31	18	13	-	16	102,959
Basketball (women's)	29	15	14	-	17	18,558
Football	14	11	3	-	8	292,708
Volleyball (men's)	27	13	14	-	16	53,440
Volleyball (women's)	35	29	6	-	22	158,093
2007-2008						
Baseball	60	29	31	-	28	72,310
Basketball (men's)	30	11	19	-	18	111,072
Basketball (women's)	30	12	18	-	19	29,949
Football	13	12	1	-	7	304,600
Volleyball (men's)	27	11	16	-	15	41,399
Volleyball (women's)	33	27	6	-	19	122,588

1/ Volleyball data refer to matches.

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

**Table 7.65-- PUBLIC HIGH SCHOOL INTERSCHOLASTIC SPORTS:
2002-2003 TO 2007-2008 SEASONS**

Sport	Players	Games 1/	Attendance	Expenditure 2/ (dollars)
2002-2003				
Baseball	Boys	(NA)	(NA)	26,500
Basketball	Boys and girls	440	16,899	101,403
Football	Boys	176	72,038	158,958
2003-2004				
Baseball	Boys	(NA)	(NA)	17,858
Basketball	Boys and girls	456	17,057	108,973
Football	Boys	154	76,259	149,329
2004-2005				
Baseball	Boys	(NA)	(NA)	20,172
Basketball	Boys and girls	542	18,883	115,686
Football	Boys	141	72,616	147,282
2005-2006				
Baseball	Boys	(NA)	(NA)	30,712
Basketball	Boys and girls	558	26,734	54,415
Football	Boys	145	84,253	147,021
2006-2007				
Baseball	Boys	(NA)	(NA)	16,461
Basketball	Boys and girls	610	26,248	118,360
Football	Boys	171	121,533	175,203
2007-2008				
Baseball	Boys	(NA)	(NA)	23,185
Basketball	Boys and girls	671	20,439	142,126
Football	Boys	179	120,961	167,111

NA Not available

Note: Data are for Oahu only (OIA).

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

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

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

Table 7.66-- PROFESSIONAL BOXING: 1993 TO 2008

Year	Number of promoters	Number of shows	Paid attendance	Gross receipts (dollars)
1993	1	1	472	12,385
1994	3	6	8,022	191,150
1995	2	4	2,636	48,280
1996	3	3	2,653	64,781
1997	2	3	1,967	44,645
1998	2	3	2,059	52,510
1999	1	1	479	10,120
2000	3	5	3,106	77,155
2001	3	6	3,489	141,235
2002	3	3	4,477	106,295
2003	1	2	2,623	79,875
2004	1	-	-	-
2005	1	2	877	30,528
2006	-	-	-	-
2007	2	-	-	-
2008	2	3	450	16,000

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