

TOURISM

Vacationers, brides & grooms, honeymooners and business travelers are Kauai's economic lifeblood. Information about these travelers can be a valuable business tool.

VISITORS

- ☀ Total arrivals to Kauai rose 4.6 % to 1,020,920 visitors in 2004. Nearly 44 % of those visitors stayed on Kauai exclusively.
- ☀ Visitor days in 2004 increased 6.1 percent.
- ☀ Kauai accounted for 13.2 percent of total state domestic visitor days, but only 3.5 of international visitor days.
- ☀ There were an average of 18,869 visitors per day on Kauai (up 5.8 percent from 2003) in 2004.
- ☀ The average length of stay by U.S. East visitors to Kauai was 6 days; U.S. West visitors, 7.90 days.
- ☀ First time visitors stayed the longest on Oahu (6.22 days), followed by Maui (6.17 days), and Kauai (5.32 days).

WEDDING/HONEYMOON VISITORS

- ☀ A total of 710,612 visitors came to the state for the purpose of wedding/honeymoon.
- ☀ Oahu was visited by 75.6 percent of all honeymoon/wedding visitors. Close to 29 percent visited Maui, 14.6 percent visited Kauai, 14.5 percent visited the Big Island, 1 percent went to Lanai and 0.8 percent went to Molokai.
- ☀ These visitors spent the most time on Maui (6.38 days), followed by Kauai (5.61 days), Oahu (5.39 days), the Big Island (4.33 days), Lanai (3.01 days) and Molokai (2.79 days). 87.2% stayed in hotels—9.1 % in condominiums.

MEETING, CONVENTION & INCENTIVE VISITORS

- ☀ A total of 458,754 visitors came to the islands by air for meetings, conventions and incentives in 2004—3.1 % lower compared to 2003.

FRIENDS & FAMILY VISITORS

- ☀ Those in Hawaii to see friends or relatives increased 9.6 percent to 608,081 visitors and comprised 8.8 percent of all visitors who came by air in 2004. Kauai had 66,116 visitors visiting friends and family in 2004.
- ☀ The length of stay on Kauai was 8.64 days.

- ☀ 15.3 % of all repeat visitors went to Kauai, where they stayed 7.55 days.

VISITOR ACCOMMODATIONS

- ☀ Hotel occupancy rate for 2004 was 78.6%, up 3.5% from 2003.
- ☀ Kauai had the largest share of visitors to stay in time-share properties (17.3% of total Kauai visitors) of all the islands. Over half (55.7%) of those who visited Kauai stayed in hotels, 23.2 percent stayed in condominiums and 6.8 percent stayed with friends or relatives.
- ☀ Hotel-only visitors to Kauai stayed 5.26 days.
- ☀ 17.2% of condominium-only visitors by air to Hawaii visited Kauai.
- ☀ Condominium-only visitors spent 9.18 days on Kauai.

CRUISE SHIP VISITORS

- ☀ In total there were 244,377 passengers aboard cruise ships on 146 tours of the islands during 2004. 99% were out-of-state visitors while 3,577 passengers were Hawaii residents. 94.3% of the passengers visited Kauai.
- ☀ Several more U.S. flagged ships will be added to Hawaii's inter-island cruise routes in 2006.

DAILY VISITOR SPENDING PATTERNS

- ☀ In 2004 U.S. West visitors spent \$148 per person, U.S. East spent \$163, Japan visitors spent \$240, Canada \$128, and Europe \$152.

Source: 2004 Annual Visitor research Report, Hawaii. Dept. of Business, Economic Development and Tourism. Research and Economic Analysis Division, website www3.hawaii.gov/DBEDT

VISITOR HIGHLIGHTS THROUGH AUGUST 2005

		% Change from 2004
Total Arrivals	719,583	+2.9%
PPPD Spending*	\$160.40	+4.3%
Domestic Arrivals	658,699	+6.4%
Int'l Arrivals	60,884	-24.1%
Domestic Length of Stay	7.00	-2.4%
International Length of Stay	3.89	-14.8%

*Per person per day spending.
Source: Hawaii Dept of Business, Economic Development & Tourism — Research and Economic Analysis Division www3.hawaii.gov/DBEDT

In-depth visitor information

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