



RESOURCE HIGHLIGHT: TOURISM

TOURISM PROGRAM PROMOTES AUTHENTIC EXPERIENCES

Hawai'i County's Tourism Program provides collaborative leadership, technical assistance, and supplemental funding to strategically position tourism on our island. The program strives to balance the needs of residents and visitors by promoting authentic experiences throughout the island that local com-

Tourism Industry Snapshot	
Tourism Related Jobs	20,000 (Approximate)
Annual Visitors	1.29 Million, 2010 (up 6% from 2009)
Average Length of Stay	7.05 days
Per Person/Per Day Spending	\$157.10 (up 9.6% from 2009)
Total Visitor Expenditures	\$1.428 Billion
First Time Visitors	34.6%
Repeat Visitors	65.3%
Average No. Repeat Trips/Statewide	5.05

Source: Hawai'i Tourism Authority, Department of Business, Economic Development and Tourism, Research and Economic Analysis Division

munities want to share. These experiences also provide a high quality of life for residents and pro-

vide opportunities for economic growth for small businesses and cultural practitioners. The Tourism Program's focus is guided by the objectives identified by industry stakeholders and a broad cross section of the community and are outlined in the *Hawaii Island Tourism Strategic Plan (2006-2015)*; online at:

<http://www.hawaiicountyrandd.net/tourism/tourism-key-resources/HawaiiIslandTSP.pdf>



... SHOWCASES OUR UNIQUE CULTURE AND PRODUCTS

The Tourism Program invests more than \$1 million dollars annually, through the issuance of two requests for proposals, one in partnership with the Hawaii Tourism Authority (HTA). The Tourism Program looks for projects that: promote, advertise and showcase the island as a destination for visitors; build and expand airlift directly from the mainland and international destinations into Kona and Hilo; create cultural festivals and events highlighting our is-

land's diversity and honoring our Native Hawaiian host culture; showcase our unique agricultural products through food festivals and farm tours; support internationally renowned sporting events with a history as a large visitor draw; and provide greetings and arrival programs at our piers and airports. In addition to the funds the County invests, each project requires a minimum of a 1:1 match in cash and in-kind contributions. The percentage of matching

funds continues to grow each year, making the projects more sustainable and having a greater economic impact on the community. For example, in 2007 each \$1 awarded through the HTA County Product Enrichment Program (CPEP) was matched by \$5.86. In 2010, each \$1 awarded was matched by more than \$12.20. A list of some of the projects that the Tourism Program has supported in the recent past can be found online at:

<http://www.hawaiicountyrandd.net/tourism/tourism-funded-iniatives>



Moku O Keawe
International Hula Festival



A Taste of the Hawaiian Range
Mealani
Agriculture Festival

EVENT CALENDAR: FEBRUARY 19-APRIL 30

February 19	<u>Laupāhoehoe Music Festival</u> The 6th annual Laupāhoehoe Music Festival will host an exceptional lineup of Hawaiian entertainers. Grammy recognized rising stars, veteran masters and top local bands come together for a day of nonstop music and hula, island style. Festival food vendors will offer a wide variety of tastes and vegetarian grinds. Local craft vendors will be on site as well. Scheduled to perform are: Makana, Raiatea Helm, The Lim Family, Sudden Rush, Times 5, E Kolu Mea Nui, Lorna Lim and Polinahe and always Bruddah Smitty and friends. Presented by all volunteer nonprofit Malama Hawai'i Nei, the event funds college scholarships for area students and provides assistance for community projects. Presale tickets \$10.00; tickets at the gate \$15.00. Gate opens, 8:30 AM. www.laupahoehoemusicfestival.com From 9:00 AM until 4:30 PM	Lucille Chung 808 938-3688 Laupāhoehoe Point Beach Park Laupāhoehoe, HI 96764 laupahoehoemusic@hotmail.com
February 19	<u>Ukulele and Slack Key Masters Concert</u> Headliners for the second night of these Masters Concerts are the popular Hawai'i recording group Ho'okena, who will perform an evening of traditional Hawaiian music with the other talented artists from the Ukulele and Slack Key Guitar Institute. Fee. www.kahilutheatre.org 8:00 PM	808 885-6868 Kahilu Theatre 67-1186 Lindsey Road Waimea, HI 96743
February 19 to 20	<u>2011 Panaewa Stampede Rodeo</u> Rodeo attendees will be treated to roping, mugging and bronc riding along with Wahine (women) and Keiki (children) events. Enjoy a day or two of rodeo fun with a uniquely Hawaiian flavor. Tickets will be on sale on both days at the Equestrian Center on Highway 11 going out of Hilo toward Volcano. Turn at the signs for the rodeo and the Panaewa Zoo. Admission is \$6.00 for adults; children under 12 are free.	808 959-8932 Equestrian Center Highway 11 Hilo, HI 96720
February 22	<u>Alpin Hong</u> Take a talented classical pianist and mix in snowboarding, martial arts, and video games and you get—Alpin Hong, a creative tour de force opening the eyes, ears and imaginations of audiences everywhere. Hong connects to both young and old with his energy, stunning technique and rare humor. Free. www.kahilutheatre.org 7:00 PM	808 885-6868 Kahilu Theatre 67-1186 Lindsey Road Waimea, HI 96743
February 26	<u>7th Annual Grow Hawaiian Festival</u> The program begins and ends with Hawaiian chant and dance. On the main stage, storytellers, speakers and panel discussions feature talks on Hawaiian culture and conservation science. In tents and booths throughout the gardens there are Hawaiian arts demonstrations, hands-on activities, mini-workshops, ask-a-scientist opportunities and more. Local conservation and Hawaiian cultural organizations offer informational displays. Children's activities take place throughout the park.	808 323-3318 B.H. Greenwell Ethnobotanical Garden 82-6188 Māmalahoa Highway Captain Cook, HI 96704
March 5	<u>11th Annual Great Waikoloa Ukulele Festival</u> Queen's MarketPlace is the Gathering Place of the Kohala Coast, and what brings people together better than music? Since 2001, the Great Waikoloa Ukulele Festival has drawn audiences from everywhere and ukulele artists from around the world. Hawai'i Island ukulele enthusiasts can strum along and play their part with a great lineup of ukulele masters. Come and join us for laughter, love and hope. Ukulele give-aways, food booths, ukulele lessons and more. From 2:00 PM until 7:00 PM	Queen's Marketplace 201 Waikoloa Beach Drive Waikoloa, HI 96738 info@ukulelefestivalhawaii.org
March 6	<u>Hawai'i Concert Society Presents—Joyce Yang</u> A recent winner of the Arthur Rubinstein Prize at Juilliard and an Avery Fisher Career Grant, the 24-year-old South Korean native continues to blossom. 7:30 PM	UHH Theatre Box Office 808 974-7310 UHH Performing Arts Center 200 W Kawili Street Hilo, HI 96720
March 12	<u>Na Mea Hawai'i Kahiko Performance</u> See traditional hula and chant performed outdoors on the hula platform overlooking Kilauea Crater, featuring Halau Haa Kea o Kinohi. 10:30 AM Hawaiian cultural demonstrations at Volcano Art Center Gallery. Free; park entrance fees apply. www.volcanoartcenter.org From 9:30 AM until 1:30 PM	808 967-8222 Volcano Art Center, Gallery Hawai'i Volcano National Park Hawai'i National Park, HI 96718
March 21 to 26	<u>Haili Men's Invitational Volleyball Tournament</u> Now more than a half-century old, this popular sporting event features novice to nationally ranked AA players from around the United States. The five-day tourney is held at the Hilo Civic Auditorium and other locations around Hilo. A great reason to visit Hilo if you are into volleyball!	808 961-3633 Hilo Civic Auditorium 323 Manono Street Hilo, HI 96720
April 2	<u>9th Annual Kona Chocolate Festival</u> During the Gala Benefit evening there is cultural entertainment, chocolate body art, chocolate fountain, chocolate Chefs, wine, champagne, and beer, and more chocolate than you can imagine. There is an Aloha Circle Sponsors VIP area with full dinner and reserved seating. And there is general admission to the festival chocolate competition and all night salsa music. Come and experience the delight of chocolate in Hawai'i.	808 987-8722 Nā'ālehu Theatre 95-5659 Māmalahoa Highway Nā'ālehu, HI 96772 konachocolatefest@gmail.com
April 23	<u>Earth and Ocean Festival at Keauhou</u> Presented by the Kona-Kohala Chamber of Commerce and the University of Hawai'i Sea Grant College Program, this year's Earth Day Fair at Keauhou will be held at the Keauhou Beach Resort and Kaha'u'u Beach Park. The event gets broad participation from dozens of private businesses, government agencies, nonprofit organizations, area schools and other groups, which all share a common goal: to raise awareness of environmental issues through fun, educational and cultural activities. From 10:00 AM until 3:00 PM	Sara Peck 808 329-2861 Keauhou Beach Resort 78-6740 Ali'i Drive Kailua-Kona, HI 96740 hawaiiearthfest@bigislandeventguy.com
April 24 to 30	<u>Merrie Monarch Festival</u> Most activities during the Festival week are free to the public, however tickets are needed to attend the three-day hula competition. Ticket prices vary depending on seating section and the number of days attending the competition. Ticket request forms at: www.merriemonarch.com	Merrie Monarch 808 935-9168 Edith Kanaka'ole Stadium 350 Kalanikoa Street Hilo, HI 96720

Visit: www.gohawaii.com/calendar (to locate additional events)
HVCB's event information is subject to change without notice.

★ **HA'ILONO:** *Bringing of News*

COUNTY OF HAWAII STATISTICS: DECEMBER

	2009		2010		% Change	
	Month	YTD	Month	YTD	Month	YTD
BUILDING PERMITS						
Total value of building permits authorized (\$1,000)	29,796	425,991	31,694	417,321	6.4	-2.0
Total number of building permits authorized	311	3,272	232	3,012	-25.4	-7.9
Valuation of private projects (\$1,000)	27,391	306,463	16,518	361,996	39.7	18.1
Number of private projects authorized	300	3,073	226	2,850	-24.7	-7.3
Valuation of public projects (\$1,000)	2,405	119,528	15,176	55,325	531.0	-53.7
Number of public projects authorized	11	199	6	162	-45.5	-18.6
Total new housing authorizations - Units	58	754	49	1,102	-15.5	46.2
New single-family units authorized	58	694	49	660	-15.5	-4.9
New multi-family units authorized**	-	2	-	2	-	-
TOURISM						
Number of domestic visitor arrivals	84,025*	950,823*	87,241	986,047	3.8	3.7
Number of international visitor arrivals	25,387*	266,174*	26,409	303,271	4.0	13.9
Number of cruise ship arrivals	17,784*	203,530*	19,116	211,550	7.5	3.9
Hotel/Condominium Resort Occupancy (%)						
Hawai'i County average	50.4*	53.5*	55.3	56.4	4.9	2.9
Kohala coast	49.4*	53.5*	50.6	55.4	1.2	1.9
LABOR FORCE						
Civilian labor force	82,250*	84,375*	81,950	82,967	-0.4	-1.7
Number of unemployed	7,750*	8,179*	7,150	8,050	-7.7	-1.6
Unemployment rate	9.4*	9.7*	8.7	9.7		
Total employed	74,500*	76,196*	74,800	74,917	0.4	-1.7
Total wage & salary jobs ***	60,400*	61,167*	60,200	59,875	-0.3	-2.1
Leisure & Hospitality Services	12,400*	12,608*	12,550	12,467	1.2	-1.1
Accommodation & Food Services	10,700*	10,929*	10,950	10,792	2.3	-1.3
Trade, Transportation, Utilities	13,100*	13,096*	12,750	12,763	-2.7	-2.5
Wholesale Trade	1,500*	1,571*	1,550	1,517	3.3	-3.4
Retail Trade	8,950	8,842*	8,700	8,658	-2.8	-2.1
Government	12,850*	12,842*	12,700	12,700	-1.2	-1.1
Education and Health Services	7,550*	7,617*	7,700	7,675	2.0	0.8
Natural Resources, Mining & Construction	3,550*	3,833*	3,200	3,300	-9.9	-13.9
Manufacturing	1,350*	1,350*	1,300	1,308	-3.7	-3.1
Finance & Insurance	1,150	1,150*	1,050	1,096	-8.7	-4.7
TRANSPORTATION						
Gasoline consumption (1,000 gals.)	6,597	74,729	6,827	69,326	3.5	-7.2
TAX COLLECTIONS (\$1,000)						
	21,220	266,304	(Not Available)	(Not Available)	(Not Available)	(Not Available)
CONSUMER PRICE INDEX (Honolulu, all items)						
(1982-84=100) (Jan. - June)		228.070		233.822		2.5
POPULATION (July 1, 2009)						
		177,835				

*Revised

**Duplex & apartment units

***Total wage & salary jobs incl. Multiple jobholders & excl. non-agric. Self-employed, unpaid family workers, domestics

Visit: www.co.hawaii.hi.us/info/stats.html (to access earlier statistics from January 2001 through November 2010)



County of Hawai'i
www.co.hawaii.hi.us



Dept. of Research & Development
25 Aupuni Street, Suite 1301
Hilo, HI 96720-4252
Tel. 808 961-8366
Fax 808 935-1205
www.hawaiicountyrandd.net



R&D Library
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