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# **Economic Significance of Kaua'i Sports and Recreation Events**

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**Jerry Agrusa, Ph.D.**

**December 2012**

**Presented to**

**Kaua'i Planning & Action Alliance and  
County of Kaua'i Office of Economic Development**



December 28, 2012

Diane Zachary  
Kaua'i Planning & Action Alliance  
2959 Umi Street, Suite 201  
Lihu'e, HI 96799

Dear Ms. Zachary:

I am pleased to submit this report to Kaua'i Planning & Action Alliance (KPAA) regarding the economic impact of Kaua'i sports and recreation events.

***TERMS AND CONDITIONS***

This work and written product is based on information provided by secondary research sources, industry interviews, our extensive database and knowledge of the Hawai'i market as well as other sources as appropriate. Information provided to us was not audited nor verified by us and is assumed to be correct for the purposes of this engagement. Where appropriate, the source of information provided to us was stated. We have no responsibility to update any report, presentation or analyses prepared by us for changes in any economic or market factors or receipt of new information after the date of this report.

Information, estimates and opinions furnished to the researcher are assumed obtained from sources considered reliable and is considered to be true and correct. However, no representation, liability or warranty for the accuracy for such items, as well as any information, estimates or opinions prepared by the researcher, are assumed by or imposed on us, and may be subject to corrections, errors, omissions and withdrawals without notice.

All information and analysis provided to KPAA in this report is intended to provide a preliminary estimate of the impact of sports and recreation events on Kaua'i. To prepare a more precise analysis, improved and consistent data for each event with off-island participants would be needed.

KPAA agrees to hold harmless Jerome Agrusa, Ph.D. from any and all third party claims, liabilities, costs and expenses relating to services he rendered under the Engagement Letter, except to the extent finally determined to have resulted from the willful misconduct or fraudulent behavior of the researcher relating to such services.

Thank you again for the opportunity to provide consulting services to KPAA. Should you have any questions concerning this report, please do not hesitate to contact me at (808) 949-5819.

Very truly yours,

*Jerry Agrusa*

Jerry Agrusa, Ph.D.

## **Message from Kaua'i Planning & Action Alliance**

The *Comprehensive Economic Development Strategy 2010-2015* (CEDS report) prepared by the Kaua'i Economic Development Board for the County of Kaua'i includes six job clusters that provide opportunity for growth on the island. Sports and recreation is one of those clusters.

Funding was approved for the Office of Economic Development in the County's FY2012 budget for Kaua'i Planning & Action Alliance (KPAA) to commission a study of the economic impacts of sports and recreation events already taking place on the island. Selection criteria for the events included in the study were that event promotion included targeting visitors from within and outside the state and that these visitors stayed on Kaua'i for at least one night.

In July 2012 KPAA prepared an inventory of sports and recreation events that seemed to meet these criteria. It is recognized that some events may have been inadvertently omitted from this inventory. The intention was to compile the best list possible given information available.

Jerry Agrusa, Ph.D. was selected as the consultant for this project. Professor Agrusa is a professor in the Travel Industry Management division of the College of Business at Hawai'i Pacific University. He is well regarded for his expertise in research and teaching in the area of hospitality and tourism management. He was awarded the title of "Tourism Expert" for the Asia Productivity Organization (APO), an intergovernmental international organization whose mission is to contribute to the socioeconomic development in the Asia-Pacific region. Through this organization Professor Agrusa has been consulted by a number of government, university and industry tourism leaders from Taiwan, China, Korea, Mongolia and numerous other countries in the Asia-Pacific region.

Professor Agrusa has completed Economic Significance and Economic Impact Studies for a number of organizations such as the Honolulu Marathon for the past 10 years, The Buy.Com golf tournament, formerly the Nike Tour, and the Sony Open to name a few.

Professor Agrusa has published over 100 research articles and conference papers and presented his research in more than 25 different countries. His work has been cited in numerous newspapers and magazines including The Wall Street Journal, The New York Times and Forbes.

On behalf of Professor Agrusa and KPAA, we appreciate the cooperation of the many organizations that shared information on their sports and recreation events. We are pleased to present this report to the County of Kaua'i.

## **Project Purpose and Approach**

- This project examined the economic significance of Kaua‘i sports and recreation events.
- The objective of this study was to provide further insights into the economic significance of sports tourism to the immediate community. This project analyzed information provided by secondary research sources, industry interviews, extensive databases and the researcher’s knowledge of the Hawai‘i market as well as other sources as appropriate, such as personally interviewing event organizers.
- When appropriate, an input-output (IO) model was used to estimate the economic impact of events.
- These events may improve the quality of life of the island’s residents by allowing them opportunities to watch or participate in these sporting events.

## **Project Challenges**

- As was stated in the Request for Proposals (RFP) issued by Kaua‘i Planning & Action Alliance, “Given the possible scarcity of reliable data, it is recognized that estimates will have to be made and the study may only be able to provide a broad assessment of the impacts of sports and recreation events on the Kaua‘i economy.”
- One of the biggest challenges the researcher faced while working on this project was the lack of response from some event organizers. Numerous phone calls and e-mails were not returned. Even after the researcher explained that he is a Professor who was working on this project for KPAA to assist the County of Kaua‘i, some respondents were unwilling to share information about their events.



## **I. Impact of Sports and Recreation on the Local Economy**

Sports and recreation events bring many often unrecognized benefits to the local economy, and that which is good for Kaua'i is also good for the economy of the island. Kaua'i's sports and recreation events contribution to Kaua'i's economy is more significant than is generally realized. Perhaps most obvious is that a majority of the events are organized locally and most of the residents take little or no pay in putting on these events, which is quite important relative to other entities that have a higher profile and have highly paid staff.

Yet more importantly, Kaua'i sports and recreation events attract participants, as well as their friends and relatives from all over the world. Unlike tourists who come for only several days, these participants may stay for longer periods of time and spend larger amounts of money on their hotel, food, transportation, entertainment and other items, while there is a percentage of visitors who stay with friends and families on Kaua'i.

The Kaua'i sports and recreation events contribution does not end there, because participants of these sporting events serve as ambassadors for Kaua'i as they travel throughout the world. Many of the benefits of hosting a sports and recreation event are regarded as increased employment opportunities, income generation, and tax revenue (Jeong & Faulkner, 1996; Kim & Petrick, 2005). The continuing economic success of sports & recreation events depends on their ability to achieve high visitor-event affinity.

Local participants in these events should not be ignored, either, because the very fact that they are attending Kaua'i's sports and recreation events means that they are not leaving the state, taking their money elsewhere to participate in these types of events. Also, these events may improve the quality of life of the island's residents by allowing them opportunities to watch or participate in these sporting events.

While the total benefits of sports and recreation events to Kaua'i are almost impossible to quantify, it is clear that their value exceeds any image creation that can be bought with promotional dollars.

The Hawaiian economy, including that of Kaua'i, has been linked to the strength of its tourism industry with over 7.36 million visitors spending more than \$11.5 billion dollars. Hawai'i's tourism officials have gained increased awareness of the vulnerability of this main source of revenue and possible losses as a result of increased terrorism, higher fuel and travel costs and other political, economic and health factors.

As a direct response, "niche" strategies have been implemented. These strategies have a two-pronged objective: 1) to seek to increase the number of visitors to the islands and



2) to increase the strength of the affinity that these visitors develop in the islands. Sport tourism is a powerful opportunity to meet these objectives.

Sport tourism has been reported as one of the fastest growing sectors within the \$4.5 trillion global travel and tourism industry. Sport tourism is broadly defined as tourism which includes travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sports at the grassroots or elite level, and travel to visit a sporting attraction, such as a sports hall of fame (Gibson, Attle, & Yiannakis, 1997).

Travel and tourism are expected to account for more than 10 percent of the global gross domestic product by the year 2011. Some countries have reported that as much as 25 percent of all tourism receipts are related to sport tourism (Travel Wire News, 2004). In many cities around the globe the visiting golfers and skiers, along with the traveling football, soccer, rugby or cricket fans, all contribute to the local economies of the region. Cities and countries benefit from the opportunity to increase their profile and promote their region in this lucrative niche market of sports tourism. By way of illustration, *Sports Travel Magazine* has estimated that the sports-related travel and tourism market is worth over US\$118 billion. Today, major sporting events are becoming tourism attractions as well.

Sport tourists are often viewed as high-spending and passionate. They enjoy new sporting experiences and often help stimulate other tourism. As a result of their high event-affinity and relatively large incomes, sport tourists and their repeat visitations may be relatively resistant to political and economic events that might deter more casual international visitors (Balic & Rahman, 2005). The sport tourist enthusiasts' most obvious benefit to a destination is direct income spending during their current trip. Nevertheless, given the high costs associated with convincing a tourist to travel to a destination for the first time, a more important long-term benefit is that a sport tourists' fervor for an event may translate into years of repeat visitations. The possibility of building a relationship between the sport tourist and the local events (event-affinity) may prove to be an important advantage when marketing to this niche market.

Another important area of sport tourism may be found in participatory events which may represent the ultimate opportunity to engender high visitor event-affinity. Active participation, close ties and bonds with other contestants and volunteers, coupled with the opportunities for individual recognition and affiliation with a group of like-minded enthusiasts all tend to increase the event-affinity of sports tourists who participate in the events compared to those who are merely spectators. In addition, since participatory events often make use of a volunteer labor force and existing infrastructure, the events can be relatively inexpensive to host, thereby yielding high benefit-to-cost ratios (Allen, 1993).

## **II. Economic Impact Analysis**

To measure the impact of any given activity or event, survey data is often collected and then combined with specific information on the characteristics of a local economy. Because spending by individuals from outside the region provides "new" money to the local economy, data on attendees' place of residence is important to economic impact analysis. These new or outside dollars generate additional multiplier effects as local businesses purchase inputs and pay wages or salaries, employees spend earnings, and governments collect taxes. Once estimates of the types and amounts of attendee expenditures are calculated, these numbers can be entered into



an input-output (IO) model of the regional economy to estimate economic impacts. Total impacts equal the sum of direct, indirect and induced impacts. Output, value added, labor income, indirect taxes and employment represent different measures of economic activity and cannot be added together.

In contrast, spending by local or resident attendees within a regional economy does not necessarily constitute a change in total spending within the region. Local residents' spending is



generally not included in economic impact studies under the presumption that local expenditures merely represent a redistribution of existing money already within the community itself. One example is that a dollar spent by a local resident of Kaua'i at the Kaua'i Marathon is simply a dollar that would have been spent somewhere else in the local economy and therefore local spending during the event is simply transferring the money from one event to another. On the other hand, not including at least some of local resident expenditures may underestimate the overall impact of the event on the local economy. Due to the large number of local attendees, it would be reasonable to include some of the local resident expenditures.

To event organizers, the total expenditure of all customers is the crucial financial statistic, but in a tourism context the expenditure of visitors to the area is much more important than total revenue. The money which is spent by the tourist in area shops, hotels, and restaurants has much more widespread economic impact than the money that the tourist spent at the event.

The official definition of a "tourist", according to the U.S. Department of Commerce, is one who has traveled 100 miles or farther and who stayed overnight at the destination. For this study, the researcher determined that a Kaua'i sports visitor is a person who is not a resident of Kaua'i, traveled specifically to the area for the sport event and stayed overnight in a hotel.

Due to the fact that a number of Kaua'i events are open events (meaning that there was no entrance gate or admission ticket that had to be presented), determining the exact number of people attending the events is a difficult task.

### **III. Recommendations for Methods of Data Collection**

The most popular way to assess the effects of Kaua'i's sports and recreation events is by analyzing various impacts. However, published studies on the impacts of sports and recreation events have mainly focused on the economic effects (Agrusa, Tanner, & Lema, 2006; Crompton, Lee, & Shutser, 2001; Delpy & Li, 1998; Gamage & Higgs, 1997). In reviewing the economic analyses of Kaua'i's sports and recreation events, two trends in the direction of research can be found.

The first trend is to assess the economic impact analysis of the sports and recreation events on the host city or host country using an input-output model (Crompton & McKay, 1994; Crompton *et al.*, 2001; Delpy & Li, 1998; Dwyer, Forsyth, & Spurr, 2006; Frechtling & Horvath,

1999; Gamage & Higgs, 1997; Lee & Taylor, 2005). Results of the economic impact analyses provide information relating to direct and indirect impacts on a host city or host country due to hosting the event. The immediate effects of changes in tourism expenditures, for example hotel or restaurant sales, make a direct impact in the region. On the other hand, indirect impacts are the effects of product changes resulting from the re-spending of currency that was generated by the tourism industry. That is, the demand of supplying linen products to hotels or food ingredients to restaurants influences other economic impacts on the region.

The second research trend is to estimate the exact expenditures of those who attended the sports and recreation events (Breen, Bull, & Walo, 2001; Burgan & Mules, 1992; Faulkner & Raybould, 1995; Jackson, Houghton, Russell, & Triandos, 2005; Long & Perdue, 1990; Rao, 2001; Thrane, 2002; Tyrell & Johnston, 2001). A number of studies in particular compared visitors' average expenditure between the diary method and the recall method (Breen *et al.*, 2001; Faulkner & Raybould, 1995), and estimating event expenditures using event attendants' socio-demographic variables or travel-related variables (Rao, 2001; Thrane, 2002). It has been the experience of this researcher in completing economic significance studies of sporting events that the most reliable source of data is when the recall method of surveying the attendees is implemented to estimate the expenditures of those who attended specific sporting events. This produces the most accurate statistics.



The population for this type of study consists of participants who do not reside in Kaua'i. A questionnaire that is used in this type of study can be developed from a modified version of the survey instrument used in the Honolulu or Kaua'i Marathon, which was based on the Nordic Model of Tourism (Paajanen, 1999). The Nordic Model is a research method that determines the economic impact of tourism events on a local economy. The input-output model and its variations are, internationally, the most popular analysis techniques in economic studies on tourism (Archer & Fletcher, 1996; Fletcher, 1989; Johnson et al., 1989). In comparison, the Nordic tourism income model is more flexible, easier to apply, and covers the whole tourism income-receiving industry (Paajanen, 1993, 1994). The model is accurate at local and regional levels and not dependent on heavy statistical data. The Nordic Model is based on tourism income that is inclusive of volume and allocation of tourism sales, employment, and purchase considerations. Also, the Nordic Model is best applied to regional events when data collection is a challenge, considering the time and expenses involved in obtaining the data (Rinne & Saastamoinen, 2005). Considering the nature of the sample for this type of study and the relative size, the Nordic Model provides an acceptable assessment for calculating the direct impacts of tourism income.

## **IV. Survey Development**

A research instrument (survey) consisting of questions regarding accommodations, length of stay, as well as the amount of money that was spent by participants on their lodging, food, souvenirs and other miscellaneous items while attending the activities in Kaua‘i should be distributed and collected at each event. The questionnaire should also contain demographic questions, questions about respondents’ travel/lodging arrangements, and their expected expenditures on selected items, as well as other Likert-type questions on how they enjoyed their visit and whether or not they might return.

Due to the exploratory nature of the research and the limited time available for respondents to complete the surveys, service perceptions should be measured using three broad questions asking for overall perceptions of service in the categories of lodging, meals, activities and shopping. Corresponding questions should ask respondents to categorize their levels of expenditures for the three categories (amount of money spent on lodging, meals, and activities).

## **V. Study Findings on Economic Contributions of Kaua‘i Sports and Recreation Events**

As was stated in KPAA’s Request for Proposal, “Given the possible scarcity of reliable data, it is recognized that estimates will have to be made and the study may only be able to provide a broad assessment of the impacts of sports and recreation events on the Kaua‘i economy.”

In preparation for this study, Kaua‘i Planning & Action Alliance prepared an inventory of sports and recreation events on the island. The list, which included 59 different events, was provided to the researcher for this report.

Information provided for the analysis of this report is from secondary research sources (i.e., the contact list of those who were organizing the different events). Information, estimates and opinions furnished to the researcher are assumed obtained from sources considered reliable and are considered to be true and correct.

When limited information or no information was provided, an estimate was used in order to start a baseline for the economic impact of the sports and recreation events.

The following table highlights the differences in average per-person, per-day spending by overseas, interisland family and high school visitors to Kaua‘i.

<b>Table 1. Average Per-Person, Per-Day Spending by Overseas, Interisland Family and High School Visitors to Kaua'i</b>							
<b>Source: 2011 HTA for Kaua'i</b>		<b>Overseas: Adult</b>		<b>Interisland: Family</b>		<b>Interisland: High School</b>	
		Share		Share		Share	
Food/Beverage	\$34.20	125%	\$42.75	100%	\$34.20	50%	\$17.10
Ent. & Recreation	\$17.80	125%	\$22.25	90%	\$16.02	25%	\$4.45
Transportation	\$21.00	100%	\$21.00	100%	\$21.00	0%	\$0.00
Shopping	\$14.80	100%	\$14.80	100%	\$14.80	100%	\$14.80
Lodging	\$62.00	90%	\$55.80	60%	\$37.20	25%	\$15.50
Remainder	\$4.90	100%	\$4.90	100%	\$4.90	100%	\$4.90
<b>Total</b>	<b>\$154.70</b>	<b>\$161.50</b>		<b>\$128.12</b>		<b>\$56.75</b>	

The total spending by attendees for the list of Kaua'i sporting events noted in Appendix 3 is \$4,310,005. A breakdown of this amount by type of visitor follows in Table 2. This table shows that it is likely that some visiting interisland families stay with friends or family (Lower Spending) while others stay in hotels (Higher Spending). Therefore a variation in the amount of adult spending per person is shown according to where they stayed.

<b>Table 2. Summary of Sports and Recreation Overnight Visitors and Adult Spending by Type and Total Revenue Generated</b>				
<b>Type of Visitor</b>	<b>Number</b>	<b>Nights of Stay</b>	<b>Adult Spending</b>	<b>TOTAL (rounded)</b>
Overseas Adults	986	4922	4922 x \$345	\$ 1,698,090
Interisland Families-Higher Spending (Hotel)	2,007	6546	6546 x \$240	\$ 1,571,040
Interisland Families-Lower Spending (Friends/Relatives)	2,338	6839	6839 x \$128	\$ 875,392
Interisland High School	1,367	2916	2916 x \$56.75	\$ 165,483
<b>TOTAL REVENUE</b>				<b>\$ 4,310,005</b>

To provide further explanation of how revenues were calculated, three events with large off-island participation are shown below as examples. Since more accurate data was not available, it was estimated that two events – Koloa Plantation Days Rodeo and TriKauai Triathlon – had approximately fifty percent of participants (50%) staying with friends or families and the same percentage staying in hotels. It was estimated that all participants in the Da Bash Baseball Tournament stayed with friends or family. The estimated spending per day for each type of participant was calculated as shown on the next page.

<b>Table 3. Example of Nordic Model Calculations for Selected Kaua'i Events</b>					
	<b>Koloa Plantation Days Rodeo – 13<sup>th</sup> Annual</b>		<b>TriKauai Triathlon &amp; 5K</b>		<b>Da Bash Baseball Tournament (8<sup>th</sup> Annual)</b>
	<b>Part 1 Lower Spending</b>	<b>Part 2 Higher Spending</b>	<b>Part 1 Lower Spending</b>	<b>Part 2 Higher Spending</b>	
Number of visitors	750	750	650	650	368
Average length of stay	3 days	3 days	4 days	3 days	2 days
Visitor days	2,250	2,250	2,600	2600	736
Estimated spending per visitor per day	\$128	\$240	\$128	\$240	\$57
Gain of Direct Visitor Expenditures	\$288,270	\$540,000	\$333,112	\$624,000	\$41,768
Output multiplier	1.66	1.66	1.66	1.66	1.66
Sales generated by additional related expenditures	\$478,528	\$896,400	\$552,966	\$1,035,840	\$69,335
Income multiplier	0.48	0.48	0.48	0.48	0.48
Direct, indirect and induced income generated	\$229,694	\$430,272	\$265,424	\$497,203	\$33,281
State tax multiplier	0.08	0.08	0.08	0.08	0.08
Direct, indirect and induced tax revenue generated	\$18,375	\$34,422	\$21,234	\$39,776	\$2,662
<b>Total Sales generated</b>	<b>\$1,374,928</b>		<b>\$1,588,806</b>		<b>\$69,355</b>
<b>Total Income generated</b>	<b>\$659,966</b>		<b>\$762,627</b>		<b>\$33,281</b>
<b>Total Tax generated</b>	<b>\$52,797</b>		<b>\$61,010</b>		<b>\$2,662</b>

New revenue into an economy produces ripple effects that expand the amount of impact beyond the event that generated the revenue. This is referred to as a “multiplier”. An overall economic impact number for the local economy, using a conservative multiplier of 1.66 would total about \$7,154,608 million annually.

$$\text{\$4,310,005} \times 1.66 = \text{\$7,154,608}$$

See Appendix 1. Calculation of an Appropriate Economic Multiplier for an explanation of how the multiplier is derived.

An excellent example that demonstrates the economic impact of a Kaua'i sporting event is shown on the spreadsheet supplied by Kaua'i Marathon. (See Table 4.)

**Table 4. Economic Benefits of Kaua'i Marathon**

2012 KAUAI MARATHON Economic Benefit																					
9/9/12																					
Origin or Team	Runners and Walkers	# of persons	# of days	Car Rental Days	Avg. Rental Rate	Car Rental Revenue	# of days	Room Nights	Avg. Room Rate	Room Revenue	Visitor Spending per Day	Visitor Total	Direct Economic Benefit	State DBEDT Multiplier	Total Economic Benefit						
																Multiplier	# Visitors	Multiplier	Room Revenue	Multiplier	Total
Kauai resident	553	1.0	0.0	0	0.00	\$0	0.0	0	0.00	\$0	\$50.00	\$27,650	\$27,650	1.66	\$45,899						
Neighbor Island	292	2.3	3.0	876	55.00	\$48,180	3.0	876	110.00	\$96,360	\$75.00	\$65,700	\$210,240	1.66	\$348,998						
U.S. Mainland (45 States)	883	2.3	5.0	4,415	55.00	\$242,825	5.0	4,415	185.00	\$816,775	\$105.00	\$463,575	\$1,523,175	1.66	\$2,528,471						
Foreign Country (13)																					
Japan	52	2.0	5.0	260	55.00	\$14,300	5.0	260	185.00	\$48,100	\$105.00	\$27,300	\$89,700	1.66	\$148,902						
Canada	33	2.0	5.0	165	55.00	\$9,075	5.0	165	185.00	\$30,525	\$105.00	\$17,325	\$56,925	1.66	\$94,496						
Others	16	2.0	5.0	80	55.00	\$4,400	5.0	80	185.00	\$14,800	\$105.00	\$8,400	\$27,600	1.66	\$45,816						
Sub-total	101			505		\$27,775		505		\$93,425		\$53,025	\$174,225		\$289,214						
TOTAL	1,829			5,796		\$318,780		5,796		\$1,006,560		\$609,950	\$1,935,290		\$3,212,581						

Included with the permission of Bob Craver, President, Kaua'i Marathon



## **VI. Type of Sports, Events and Audiences that Hold the Most Promise for Kaua'i**

- Events such as the Kaua'i Marathon and TriKaua'i Triathlon and their supplemental events that attract a large number of U.S. mainland and international participants produce significant economic benefits for the island of Kaua'i.
- Outrigger canoe regattas bring a large number of visitors from other islands but they usually stay only one or two nights. A large percentage stay four people to a hotel room, while others stay at local residents' homes.
- According to the information provided, the Koloa Plantation Days had an extremely high number of visitors (1,500) from off-island and they stayed an average of three days.
- Sporting events for youth that attract younger participants from other islands, where parents do not feel comfortable for this age group of youth to travel without the family, generate economic activity for Kaua'i.



## **VII. Future Research**

For future research, it is recommended that participants of Kaua'i sports and recreation events be surveyed to attain their exact spending patterns as well as to obtain their perceptions on the Kaua'i sports and recreation events and what they feel would be beneficial to the visitor experience. A standard survey could be developed and provided to all event organizers. Completion of these surveys could be a requirement if public dollars support the event. If no

public dollars are provided, the County of Kaua‘i may want to conduct the survey in order to assess the economic impact of the event.

It is hoped that this research offers important insight to policy makers and providers of Kaua‘i sports and recreation events, and that the activities can be beneficial to residents as well as tourists.

Marketing suggestion: Social media applications like Facebook, Twitter, YouTube and many others have become a revolutionary trend influencing the experience of a sport event. Social media lets participants and fans share the excitement of sporting events with friends. One positive consequence for sporting event organizers is indicated by two findings: 1 in 5 fans will invite friends to games and nearly 15% of ticket buyers say their purchases have been influenced by Facebook posts (Broughton 2012). Consumers’ increased time online presents opportunities for sports event tourism. More than 80% of sports fans monitor social media sites while watching games on TV, and more than 60% do so while watching live events (Broughton 2012). For sporting event organizers, this alters the way they can communicate with their participants and fans. As consumers are becoming more familiar with advanced communication and media technologies, sports event organizers need to recognize these venues as active creators instead of passive, consuming participants. There are unprecedented opportunities to engage fans and participants before, during and after the event online as well as in the intersection of the digital with the physical world.

## **V. The Current Hawai‘i Economy**

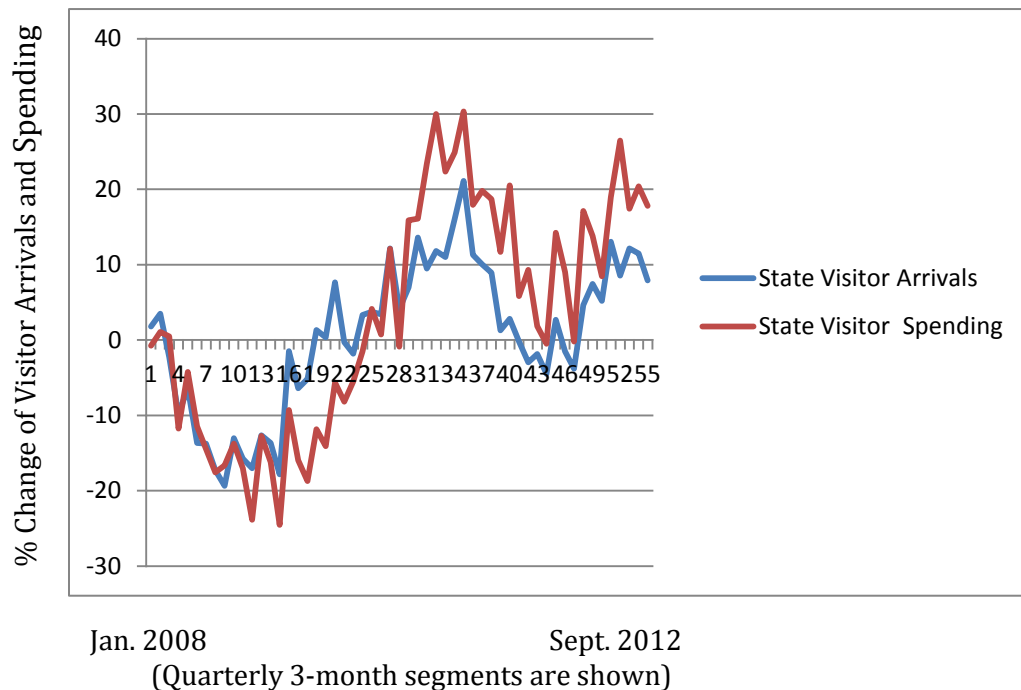
Like the U.S. national economy and much of the rest of the world, the Hawai‘i economy is still struggling to recover from the “Great Recession” of 2008-2009. That recovery has been more “L-shaped” than “V-shaped.” The latter trajectory describes the typical recovery from recession, but this time it has been different. Hawai‘i, like practically everywhere else, has been buffeted by some extraordinary headwinds that did not exist in previous recoveries. Enormous reductions in personal wealth, real and financial, as well as job uncertainties, have taken a toll on consumer and business confidence, especially smaller businesses. Construction in the area of residential building ground to a complete halt, and local government was forced to take draconian measures.

A study released by the Federal Reserve in June 2012 found that the median net worth of American households – assets such as homes, cars, and financial assets minus any debt – fell by almost 40% from 2007 to 2010. Such a reduction put that median household back to 1992, fully two decades ago, and it simply takes more time to recover from that. Hawai‘i was not immune to that loss, and we sometimes forget that the people who take Hawai‘i vacations – while most are not millionaires – are closer to the upper end of the wealth spectrum. That is a big reason why the forecast message for the last several years has not changed much – very slow recovery with visitor industry strength but tepid growth elsewhere.

Hawai‘i tourism, the leading local industry, has recovered more quickly than many originally believed. After a lull in mid-2011 partly related to the Japanese tsunami, growth resumed a healthy pace in 2012. Chart 1. provides an overview of the recovery in visitor arrivals and spending growth.



**Chart 1. Hawai'i Visitor Arrivals and Spending Growth**  
**(Year over year monthly growth, January 2008 - September 2012)**



*Source:* DBEDT

## VI. Summary

The results of this study show that a number of sports and recreation events on the island of Kaua'i provide a positive economic impact. Dollars spent by participants as well as their accompanying friends and family members extend beyond the event itself, offering a substantial positive impact to tourism as an industry and to tax dollars collected. The economic impact from the sporting events is quite significant and gives a much-needed boost to Kaua'i's economy.

## APPENDIX 1.

### **Calculation of an Appropriate Economic Multiplier**

Most people, even those who have never had any formal exposure to economics, understand the principle that any injection into an economy does not stop there. There are further ripple effects throughout the economy. If one dollar is spent on something, the person who receives that dollar will spend a portion of it on something else, and then a portion of that portion will be spent, and so on. Thus, the total economic contribution of the original injection can be much larger than the initial outlay. There is a "multiplier" effect.<sup>1</sup>

This multiplier can be applied to any expenditure to measure its total impact on the economy. The problem comes in calculating an accurate value for the multiplier. This value is sometimes subject to manipulation. Those wishing to convince others that a certain undertaking will have a large impact want to see a big multiplier; those who do not favor the project might lean toward a smaller one.

Essentially, the value of the multiplier depends upon "leakages" from the income stream at each stage of the re-spending process. The greater these leakages are, the quicker the subsequent spending will be attenuated and the smaller the multiplier will be. The smaller the leakages are, the more potent the multiplier is.

There are three such leakages that are usually considered -- savings, taxes, and imports. For example, those benefiting from the purchase and construction of a new hotel on Kaua'i will not spend all of the money from the purchase. They will save some of it, be required to pay some of it in taxes, and part of what they do spend will be on items that come from outside Hawai'i -- thus it will leak out of the local spending stream that way.

So, the higher tax rates are, the greater the propensity to save, and the greater the tendency to buy imports is, the smaller the multiplier will be. Naive multiplier calculations often consider only the propensity to save, because that is how it is first presented in an economics text -- and this is one reason multipliers are sometimes overstated. But if people save nothing, if tax rates are zero, and if they only buy things produced locally, the multiplier is unbounded. That obviously does not happen.

Without deriving it, a simple formula for an "open economy" multiplier is:

$$1 / [1 - (c - m)(1 - t)]$$

where **c** represents the marginal propensity to consume out of one dollar in extra income, **m** represents the economy's marginal propensity to import, and **t** is the marginal tax rate. For example, if people generally consume 90% of their income, the marginal tax rate is 30%, and 15% of goods consumed are imported, then the multiplier becomes

$$1/[1 - (.90 - .15)(1 - .30)] = 2.1$$

A number of that magnitude is about what most people have in mind when they think of a multiplier, often substantially larger. (If only the marginal propensity to consume **c** is considered,

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<sup>1</sup> This effect was originally pointed out by John Maynard Keynes in his seminal book, *The General Theory of Employment, Interest, and Money*, published in 1936. This was during the Great Depression, and multipliers would likely have been larger in a situation like that than when the economy is closer to full employment.

the multiplier would be 10 -- far too high.) So if that 2.1 number were applied to a \$1 million injection, the total impact on the economy would be \$ 2.1 million.

Yet the numbers assumed in the above illustration might not be appropriate for an economy like Hawai'i. It might be reasonable to assume the marginal propensity to consume is still .90, but tax brackets and the marginal propensity to import would likely be higher for Hawai'i. A tax rate of .35 is more reasonable, as is a propensity to buy imports of .40. (Ultimately, practically everything we consume in Hawai'i comes from outside the islands. But if something is built here, cooked here, or otherwise creates local jobs, it is fair to consider it a domestic item for the purposes of this analysis. And local services, which are an important part of any budget, must come from local sources.)

So that yields,

$$1/[1 - (.90 - .40)(1 - .35)] = 1.5$$

While this multiplier is lower than many might have in mind when they think about it conceptually, it is far more defensible from the standpoint of realism. That is the number used for the multiplier in this analysis. Though it is lower than what many would assume or like, it still means that any injection is 50% greater than its direct contribution, so it should not be ignored.

Trends in the Hawai'i economy would tend to lower the actual value of the multiplier as compared to the past. One is the tendency to import more over time as the world economy -- not just Hawai'i's -- has become more global. And for Hawai'i, incursions by an increased number of retail/food chains based elsewhere over the last two or three decades have magnified this effect. In addition, the tax burden has risen some over time.<sup>2</sup>

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<sup>2</sup> Earlier and larger multipliers for the Hawai'i economy may have been more realistic then than they are today. One used in a past study on the sugar industry by First Hawaiian Bank was 1.72. See Thomas K. Hitch, *How the Collapse of the Sugar Industry Would Impact Hawai'i's Economy*, monograph, December 1987.

## Appendix 2.

### Kaua'i Sports Recreational Events Successfully Contacted

GROUPS		PROGRAMS	HOST ORGANIZATIOIN	DATE(S)	LOCATION	ESTIMATE # OF OFF-ISLAND ATTENDEES	ESTIMATE # OF NIGHTS STAYED
Overseas Adult	1	North Shore Fishing Tournament (4th annual)	Wai'oli Hui'ia Church	June 30, 2012	Hanalei Pier	2	1
	2	Kauai Marathon, Half Marathon and 4-Person Marathon Relay -- part 1		Aug 31- Sept 2	Kauai Hyatt Resort & Spa	984	5
					<b>Total Overseas Adults: 986</b>	<b>Total Overseas Room Nights: 4,922</b>	<b>Total Overseas Spending: \$1,698,090 (4,922 x \$345)</b>
Interisland - Higher Spending	1	Captain Cook Caper - Waimea Fun Run (35th Annual) -- part 2	West Kauai Business & Professional Assn. (and the Waimea High School Track Team)	Feb 25, 2012 Sat.	Waimea	75	4
	2	Hawaii State Senior 60+ Softball Tournament (37th Annual) -- part 2	2012-Kauai Senior Citizen Softball Association & COK Parks & Rec	Aug 7-9, 2012. Also hosted 2008 & 2000 on Kauai.	Hanapepe Stadium	200	2
	3	Kauai Marathon, Half Marathon and 4-Person Marathon Relay -- part 2		Aug 31- Sept 2	Kauai Hyatt Resort & Spa	292	3
	4	Koloa Plantation Days Rodeo-13th Annual -- part 2	Kauai Rodeo Club, Inc.	July 20-22, 2012	CJM Stables, 1831 Poipu Road, Koloa	750	3
	5	Mountain Ball Tournament -- part 2	West Kauai Business & Professional Assn.	Feb 24-26, 2012	Waimea Athletic Field and H.P. Faye Park, Kekaha	20	3
	6	TriKauai Triathlon & 5K - part 2	Puuwai and Kukuiula Outrigger Canoe Clubs	April 15, 2012 Sun.	Poipu Beach Park	650	4
	7	Waimea Town Celebration Slow Pitch Softball Tournament -- part 2	West Kauai Business & Professional Assn.	Feb 26, 2011 (not held 2012)	H.P. Faye Park, Kekaha & Waimea Athletic Field, Waimea	20	3
					<b>Total Interisland - Higher Spending: 2,007</b>	<b>Total Interisland - Higher Spending Room Nights: 6,546</b>	<b>Total Spending Interisland - Higher Spending: \$1,571,040 (6,546 x \$240)</b>

GROUPS		PROGRAMS	HOST ORGANIZATIOIN	DATE(S)	LOCATION	ESTIMATE # OF OFF-ISLAND ATTENDEES	ESTIMATE # OF NIGHTS STAYED
Interisland - Lower Spending	1	3-on-3 Basketball Tournament	West Kauai Business & Professional Assn.	Feb 24-25, 2012 (Fri-Sat)		45	2
	2	5th Annual Hanalei Open Water Swim	Namolokama Canoe Club	July 30, 2011	Hanalei	23	1
	3	Captain Cook Caper - Waimea Fun Run (35th Annual) -- part 1	West Kauai Business & Professional Assn. (and the Waimea High School Track Team)	Feb 25, 2012 Sat.	Waimea	100	4
	4	Hawaii State Senior 60+ Softball Tournament (37th Annual) -- part 1	2012-Kauai Senior Citizen Softball Association & COK Parks & Rec	Aug 7-9, 2012. Also hosted 2008 & 2000 on Kauai	Hanapepe Stadium	200	2
	5	Hawaiian Surfing Federation Kauai / Y.M.C.A Kauai - Surfing & Body Boarding Divisions	Hawaiian Surfing Federation Kauai:	Jan, Mar, May, Sept, Nov.	islandwide	20	1
	6	Hawaiian Swimming 5th Annual Kauai Classic (SCY)	YMCA of Kauai	April 14-15, 2012	YMCA of Kauai Pool, Puhi	29	1
	7	Irons Brother Pine Trees Contest (11th Annual)		April 28, 2012	Pine Trees	20	1
	8	Kauai Island Challenge Outrigger Canoe Race - 10th Annual	YMCA / Kauai Hoe Waa Assn.	Apr. 21, 2012		190	2
	9	Koloa Plantation Days Rodeo-13th Annual -- part 1	Kauai Rodeo Club, Inc.	July 20-22, 2012	CJM Stables, 1831 Poipu Road, Koloa	750	3
	10	Mountain Ball Tournament -- part 1	West Kauai Business & Professional Assn.	Feb 24-26, 2012	Waimea Athletic Field and H.P. Faye Park, Kekaha	25	3
	11	Na Molokama Regatta; Puuwai Regatta; Tai Hook Regatta	Garden Island Canoe Racing Assn.	June 9; June 16; June 23, 2012	Hanalei; Wailua	130	1
	12	Pedal to the Meadow - 3rd annual	Tradewind Cycling Team (from Oahu)	May 27, 2012 (8AM Start) Sun.	Start at Kekaha Neighbor-hood Center	26	2
	13	Pine Trees Longboard Classic (33th Annual)	Hanalei Surf Co.	April 21, 2012	Pinetrees Beach, Hanalei	15	1
	14	Roller Derby - "Summer Shuv'n" Event vs. Maui Rollergirls	Garden Island Renegade Rollerz	June 2, 2012	Kapaa Inline Hockey Rink, Waimea Smokey Valley Clubhouse	20	2
	15	SHOPO Police Basketball Tournament -- part 1	Kauai Police Dept. / SHOPO	May ?	Rotates by County	45	2
	16	TriKauai Triathalon & 5K - part 1	Puuwai and Kukuiula Outrigger Canoe Clubs	April 15, 2012 Sun.	Poipu Beach Park	650	4

GROUPS		PROGRAMS	HOST ORGANIZATIOIN	DATE(S)	LOCATION	ESTIMATE # OF OFF-ISLAND ATTENDEES	ESTIMATE # OF NIGHTS STAYED
	17	Waimea Round-Up Rodeo	West Kauai Business & Professional Assn.	Feb 24-26, 2012	behind old Waimea Dairy (between Kekaha & Waimea)	25	6
	18	Waimea Town Celebration Slow Pitch Softball Tournament -- part 1	West Kauai Business & Professional Assn.	Feb 26, 2011 (not held 2012)	H.P. Faye Park, Kekaha & Waimea Athletic Field	25	3
					<b>Total Interisland - Lower Spending: 2,338</b>	<b>Total Interisland - Lower Spending Room Nights: 6,839</b>	<b>Total Spending Interisland - Lower Spending: \$875,392 (6,839 x \$128)</b>
Interisland High School	1	14 and Under Junior Tour Series-Kauai	Hawaii State Junior Golf Assn (HSJGA)	Mar 17-18, 2012	Wailua Golf Course	45	2
	2	All Ages Junior Tour Series	Hawaii State Junior Golf Assn (HSJGA)	Sept. 22-23, 2012	Kauai Lagoons, Lihue	45	2
	3	Da Bash Baseball Tourn- ament (8th Annual)	Lihue Baseball League	May 26-28, 2012		368	2
	4	HHSAA Boys State Championship	Hawaii State Junior Golf Assn (HSJGA)	May 8-9, 2012	Wailua Golf Course	45	2
	5	HHSAA Girls State Championship	Hawaii State Junior Golf Assn (HSJGA)	May 1-2, 2012	Wailua Golf Course	45	2
	6	HSJGA Mixed Team Championships	Hawaii State Junior Golf Assn (HSJGA)	Oct. 6-7, 2012	Poipu Bay Golf Course	45	2
	8	Kauai Challenge Volleyball Invitational- Girl's Varsity	Kauai High School Girls Volleyball; sanctioned by the Hawaii High School Athletic Assn.	Aug 5-7, 2010		312	2
	9	Kauai Junior Fall Open	USTA/Hawaii Pacific Section (tennis)	Sept. 22-23, 2012	Poipu Kai	45	2
	10	Kauai Youth Football League	Kauai Youth Football			182	3
	11	Merv Lopes Hoops Classic	Team Central	June 2012	Island School & Kauai HS	60	2
	12	United States Junior Masters Qualifier & Kiahuna Junior Classic	Hawaii State Junior Golf Assn (HSJGA)	Oct. 13-14, 2012	Kiahuna Golf Club, Koloa	45	2
	13	Waimea High School Softball Invitational Tournament	Waimea H.S.	Feb 23-25, 2012	Hanapepe Stadium com- plex (4 fields)	130	2
					<b>Total Interisland High School: 1,367</b>	<b>Total Interisland High School Room Nights: 2,916</b>	<b>Total Interisland High School Spending: \$165,483 (2,916 x \$56.75)</b>
<b>Total Revenue =</b>							<b>\$4,310,005</b>

### Appendix 3.

## KPAA CEDS Sports and Recreation Inventory (7.23.2012)

Frequency on Kauai	Sport	Programs	Description of Service	Host Organization	Date(s)	Location	Contact Name	Email & Website	Phone
annual	baseball	Da Bash Baseball Tournament (Eighth Annual)	Pony Division: ages 13-14; Bronco Division: ages 11-12; Mustang Division: ages 9-10; Shetland Division: ages 5-7; Pinto Division: ages 7-9.	Lihue Baseball League	May 26-28, 2012 (Memorial Day weekends)		See list of Board members	<a href="http://www.eteamz.com/lihuebaseballleague/board/">http://www.eteamz.com/lihuebaseballleague/board/</a>	
annual	baseball	Mountain Ball Tournament	Softball, part of Waimea Town Celebration	West Kauai Business & Professional Assn.	Feb 24-26, 2012	Waimea Athletic Field and H.P. Faye Park, Kekaha	West Kauai Business & Professional Assn.	<a href="mailto:info@wkbpa.org">info@wkbpa.org</a> ; <a href="http://www.wkbpa.org/events.html">http://www.wkbpa.org/events.html</a>	
annual	basketball	3-on-3 Basketball Tournament	Part of Waimea Town Celebration	West Kauai Business & Professional Assn.	Feb 24-25, 2012 (Fri-Sat)		West Kauai Business & Professional Assn.	<a href="mailto:info@wkbpa.org">info@wkbpa.org</a> ; <a href="http://www.wkbpa.org/events.html">http://www.wkbpa.org/events.html</a>	
annual	basketball	Interscholastic League Boys H.S. Basketball (KIF)	Preseason Tournament on Kauai 2011; 4 day event	Kauai Interscholastic Federation (KIF) *	Dec. 1, 2011 on Kauai		Diane Nitta, KIF Secretary	<a href="mailto:Diane_Nitta@notes.k12.hi.us">Diane_Nitta@notes.k12.hi.us</a>	274-3506
annual	basketball	Kauai Youth Basketball Annual Tournaments (Boys & Girls)	4-day events with off-island and mainland players. Assn. also assists county with winter programs for Kauai only youth.	Kauai Youth Basketball Assn.	June (Boys); July/Aug (Girls)		Karen & Steve Matsumoto	<a href="mailto:kauaiyba@yahoo.com">kauaiyba@yahoo.com</a>	332-9958
annual	basketball	Merv Lopes Hoops Classic	Youth event, 4 days	Team Central	June 2012	Island School & Kauai HS	Ipo Yoshioka	<a href="http://tcb808.weebly.com/2012-merv-lopes-kauai-hoops-classics.html">http://tcb808.weebly.com/2012-merv-lopes-kauai-hoops-classics.html</a>	
annual	biking	Paradise Ride Kauai	Cycling: Design your own Ride: 11 miles, 18 miles, 35 miles, or complete the entire route for both days totaling 110 miles	Malama Pono Health Services Fundraiser (since 2007)	Aug 4-5, 2012 Sat & Sun	Starts at Island School	Alison at Malama Pono and Barbara Almeida	<a href="http://paradiseridekauai.com">paradiseridekauai.com</a> ; <a href="mailto:alison@malama-pono.org">alison@malama-pono.org</a>	246-9577
annual	biking	Pedal to the Meadow - 3rd annual	Cycle 15.75 miles from sea-level Kekaha up to Kanaloahuluhulu Meadow in Kokee State Park & enjoy the Banana Poka Round-Up festival	Tradewind Cycling Team (from Oahu)	May 27, 2012 (8AM Start) Sun.	Start at Kekaha Neighborhood Center	Race Director	<a href="mailto:P2Mkauai@gmail.com">P2Mkauai@gmail.com</a>	
annual	canoe	Kauai World Challenge Canoe Race (10th Annual) - includes participants paddling OC1 and OC2 canoes, surf skis and stand up paddle boards.	A 34 mile international outrigger canoe relay race starting at Wailua Bch with changes at Hanamaulu Bch, Kalapaki Bay & Poipu Beach Park. Finish at Salt Pond.	YMCA / Kauai Hoe Waa Assn.	April 19-21, 2012	Wailua to Salt Pond, Hanapepe	Margie Goodno; Race Directors Mike Pemperton, Aaron Labuguen	<a href="http://www.kauaiworldchallenge.org">www.kauaiworldchallenge.org</a> ; <a href="mailto:alohamike@fantasyhawaii.net">alohamike@fantasyhawaii.net</a> ; <a href="mailto:aaronlabuguen@yahoo.com">aaronlabuguen@yahoo.com</a>	Margie: 808-246-9090
annual	canoe	Kilohana Long Distance Canoe Race	Traditional Hawaiian Outrigger Canoe Racing along the Waimea shoreline (morning event)	Kilohana Canoe Club of Waimea	Sat, Feb 18, 2012	Waimea Coastline	Kane Turalde, Canoe Club President and Head Coach	<a href="mailto:kaneswahine@aol.com">kaneswahine@aol.com</a>	651-5984

Frequency on Kauai	Sport	Programs	Description of Service	Host Organization	Date(s)	Location	Contact Name	Email & Website	Phone
annual	canoe	Napali Challenge - outrigger canoe race (15th Annual)	Men and women race 38-miles along the Na Pali coast. Starts 8AM. (last year had teams from Oahu, CA, WA & AZ)	Garden Island Canoe Racing Assn.	Aug 11, 2012 Sat.	Hanalei to Waimea	Brian Curll	bcurll@aol.com www.gicra.com	635-6311
annual	canoe	Na Molokama Regatta; Puuwai Regatta; Tai Hook Regatta	Hawaiian canoe racing	Garden Island Canoe Racing Assn.	June 9; June 16; June 23, 2012	Hanalei; Wailua	Brian Curll	www.gicra.com	635-6311
annual	drag racing	National Dragster Challenge; State Championship; Jr. Dragster Challenge	GIRA hosts NHRA-sanctioned (National Hot Rod Assn) drag racing. Classes for street-legal cars, imports, Jr. Dragsters, & professional race cars. (approx 5% off island participants/ spectators attend per month)	Garden Island Racing Assn. (GIRA) and Junior Dragster League of Hawaii	Independence Day Event and Labor Day Event; monthly competitions year round	Kauai Raceway Park, Mana	Mary Kealoha @ 652-0091, Bobby Barros, Board Pres., Tony Ricci, Bd VP	www.dragrace-kauai.com kealoha3@hotmail.com	Mary: 652-0091
annual	fishing	K-Mart Shoreline Fishing Tournament (15th annual)	\$30 entry fee; ages 17 & under \$5. Starts noon Friday & weigh-in Sunday 10am. Approx. 10% off-island participants altho no off-island marketing.	K-Mart, Lihue	July 20-22, 2012	islandwide	Sandy Higa, K-Mart		245-7742 (@ store)
annual	fishing	North Shore Fishing Tournament (4th annual)	Fish Categories are Ahi, Aku, Mahimahi, Ono, and Marlin. Includes an ocean debris round-up. \$350 per boat.	Wai'oli Hui'ia Church	June 30, 2012	Hanalei Pier	Chad Pacheco, Event Chair	hokuhina@hotmail.com http://www.hanaleichurch.org/2012_Fishing_Tournament.html	652-1528
annual events	fishing	Port Allen Fishing Club Deep Sea Fishing Derby (12th Annual)	30-40 boats, about 3 have visitors (total 18) everyone else is local	Port Allen Fishing Club	July 9, 2011; 6am-4pm (always late June or early July)	Port Allen	Jimmy Horner 634-2808; Troy Martin 639-4925; Alika Huddy 639-7053; Steven Niau 639-6797; Jayneen Laysa 346-5282	www.deepseafishingkauai.com	632-2808
annual	football	Interscholastic League Varsity Football	Preseason Game vs. Kauai; number of games on Kauai varies from 1 to 4. Some mainland teams compete.	Kauai Interscholastic Federation (KIF)	Aug 17-18, 2012	various schools	Diane Nitta, NIF Secretary	Diane_Nitta@notes.k12.hi.us	274-3506
annual	football	Kauai Youth Football League	Teams come from Oahu to play 7th-8th grade & 4th-6th grade teams (Lihue and Kapaa).	Kauai Youth Football (a division of American Youth Football Inc.)	Fall Season	Nawiliwili Beach Park & Kapaa Beach Park	Brad Hironaka, President	Brad@kauaiyouthfootball.com kauaiyouthfootball@yahoo.com	652-9962
annual	football	Pop Warner Football Pre-season & Post-season Tournaments	Keiki-7th grade; Northshore, Kapaa, Lihue, Koloa, Hanapepe, Kekaha Leagues compete with off-island teams	Pop Warner Football	Aug is Pre-Season; Nov is PostSeason	Islandwide	Ted Arroyo, Kauai Pop Warner Commissioner	teddyarroyo@hawaiiantel.net	639-1242
annual	golf	14 and Under Junior Tour Series-Kauai	Two day event	Hawaii State Junior Golf Assn (HSJGA)	Mar 17-18, 2012	Wailua Golf Course	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	golf	HHSAA Girls State Championship	Two day event	Hawaii State Junior Golf Assn (HSJGA)	May 1-2, 2012	Wailua Golf Course	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559



Frequency on Kauai	Sport	Programs	Description of Service	Host Organization	Date(s)	Location	Contact Name	Email & Website	Phone
annual	golf	HHSAA Boys State Championship	Two day event	Hawaii State Junior Golf Assn (HSJGA)	May 8-9, 2012	Wailua Golf Course	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	golf	All Ages Junior Tour Series	Two day event	Hawaii State Junior Golf Assn (HSJGA)	Sept. 22-23, 2012	Kauai Lagoons, Lihue	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	golf	HSJGA Mixed Team Championships	Two day event	Hawaii State Junior Golf Assn (HSJGA)	Oct. 6-7, 2012	Poipu Bay Golf Course	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	golf	Prince Invitational Golf Tournament (2nd Annual)	Two day event for professionals and amateurs from across the state. A 36-hole stroke play format with four flights. \$225 entry fee and limited to first 120 players	Princeville Golf Club	July 28-29, 2012	Prince Course, Princeville	Steve Murphy	smurphy@princeville.com	826-5065
annual	golf	United States Junior Masters Qualifier & Kiahuna Junior Classic	Two day event	Hawaii State Junior Golf Assn (HSJGA)	Oct. 13-14, 2012	Kiahuna Golf Club, Koloa	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	rodeo	Koloa Plantation Days Rodeo-13th Annual	features Kauai All Girls Rodeo Drill team; Preliminary Roping and America West Barrel Roping events	Kauai Rodeo Club, Inc.	July 20-22, 2012	CJM Stables, 1831 Poipu Road, Koloa	Joyce Miranda	cjmstables@hawaii.rr.com	808-742-6096
annual	rodeo	Waimea Round-Up Rodeo	Steer Roping, Po'owaiu, Barrel Racing, keiki rodeo; Part of Waimea Town Celebration. Has off-island participants	West Kauai Business & Professional Assn.	Feb 24-26, 2012	behind the old Waimea Dairy (between Waimea & Kekaha)	Chris Faye	waimeasugar@hawaiiink.net	338-1332; 337-1005
annual events	rollerskate	Roller Derby - "Summer Shuv'n" Event vs. Maui Rollergirls	Womens Interisland Match; competitive Flat Track Roller Derby since 2009. Often held evening hours	Garden Island Renegade Rollerz	June 2, 2012	Kapaa Inline Hockey Rink, Waimea SmokeyValley Clubhouse	Roxy Quickkiller or Pussy GoScore at G.I.Renegades@gmail.com	www.gardenislandrenegaderollerz.com	645-0414
annual	running	Captain Cook Caper - Waimea Fun Run (35th Annual)	10, 5, & 2k Run start time 7am. Race takes place on Hwy with the start line for 10k at the Navy Housing Gate, 5k at Kekaha Neighborhood Center, and the 2k at Kikiaola Boat Harbor entrance.	West Kauai Business & Professional Assn. (and the Waimea High School Track Team)	Feb 25, 2012 Sat.	Waimea	WKBPA	http://www.wkbpa.org/events.html waimeasugar@hawaiiink.net	
annual	running	Kauai Marathon (26.2 miles), Half Marathon (13.1 miles) and 4-Person Marathon Relay	Run on Sept. 2, 2012; Sports and Fitness Expo Fri., Aug. 31 10am-6pm Sat., Sep. 1, 10am-4pm Fun Run- Sun. Sep. 1, 8am.		Aug 31- Sept 2, 2012	Kauai Hyatt Resort & Spa	Bob Craver	info@thekauaimarathon.com	808-283-2078
annual	sailing - canoe	Kendall Pacific Sailing Canoe Challenge (17th Annual)	OC1, OC2, wave ski, SUP	Hawaiian Sailing Canoe Association	Sep 8, 2012 Sat.	Nawiliwili to Waimea	Hawaiian Sailing Canoe Assn (HSCA) or Brian Curl	http://www.hsca.biz/bcurl@aol.com	808-247-3559 or Brian 635-6311

Frequency on Kauai	Sport	Programs	Description of Service	Host Organization	Date(s)	Location	Contact Name	Email & Website	Phone
annual	golf	HHSAA Boys State Championship	Two day event	Hawaii State Junior Golf Assn (HSJGA)	May 8-9, 2012	Wailua Golf Course	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	golf	All Ages Junior Tour Series	Two day event	Hawaii State Junior Golf Assn (HSJGA)	Sept. 22-23, 2012	Kauai Lagoons, Lihue	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	golf	HSJGA Mixed Team Championships	Two day event	Hawaii State Junior Golf Assn (HSJGA)	Oct. 6-7, 2012	Poipu Bay Golf Course	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	golf	Prince Invitational Golf Tournament (2nd Annual)	Two day event for professionals and amateurs from across the state. A 36-hole stroke play format with four flights. \$225 entry fee and limited to first 120 players	Princeville Golf Club	July 28-29, 2012	Prince Course, Princeville	Steve Murphy	smurphy@princeville.com	826-5065
annual	golf	United States Junior Masters Qualifier & Kiahuna Junior Classic	Two day event	Hawaii State Junior Golf Assn (HSJGA)	Oct. 13-14, 2012	Kiahuna Golf Club, Koloa	Hawaii State Jr. Golf Assoc. - Lauren Yama	HSJGAoffice@gmail.com; www.hsjga.org	808-532-0559
annual	rodeo	Koloa Plantation Days Rodeo-13th Annual	features Kauai All Girls Rodeo Drill team; Preliminary Roping and America West Barrel Roping events	Kauai Rodeo Club, Inc.	July 20-22, 2012	CJM Stables, 1831 Poipu Road, Koloa	Joyce Miranda	cjmstables@hawaii.rr.com	808-742-6096
annual	rodeo	Waimea Round-Up Rodeo	Steer Roping, Po'owaiu, Barrel Racing, keiki rodeo; Part of Waimea Town Celebration. Has off-island participants	West Kauai Business & Professional Assn.	Feb 24-26, 2012	behind the old Waimea Dairy (between Waimea & Kekaha)	Chris Faye	waimeasugar@hawaiiink.net	338-1332; 337-1005
annual events	rollerskate	Roller Derby - "Summer Shuv'n" Event vs. Maui Rollergirls	Womens Interisland Match; competitive Flat Track Roller Derby since 2009. Often held evening hours	Garden Island Renegade Rollerz	June 2, 2012	Kapaa Inline Hockey Rink, Waimea Smokey Valley Clubhouse	Roxy Quickkiller or Pussy GoScore at G.I.Renegades@gmail.com	www.gardenislandrenegaderollerz.com	645-0414
annual	running	Captain Cook Caper - Waimea Fun Run (35th Annual)	10, 5, & 2k Run start time 7am. Race takes place on Hwy with the start line for 10k at the Navy Housing Gate, 5k at Kekaha Neighborhood Center, and the 2k at Kikiaola Boat Harbor entrance.	West Kauai Business & Professional Assn. (and the Waimea High School Track Team)	Feb 25, 2012 Sat.	Waimea	WKBPA	http://www.wkbpa.org/events.html waimeasugar@hawaiiink.net	
annual	running	Kauai Marathon (26.2 miles), Half Marathon (13.1 miles) and 4-Person Marathon Relay	Run on Sept. 2, 2012; Sports and Fitness Expo Fri., Aug. 31 10am-6pm Sat., Sep. 1, 10am-4pm Fun Run- Sun. Sep. 1, 8am.		Aug 31- Sept 2, 2012	Kauai Hyatt Resort & Spa	Bob Craver	info@thekauaimarathon.com	808-283-2078
annual	sailing - canoe	Kendall Pacific Sailing Canoe Challenge (17th Annual)	OC1, OC2, wave ski, SUP	Hawaiian Sailing Canoe Association	Sep 8, 2012 Sat.	Nawiliwili to Waimea	Hawaiian Sailing Canoe Assn (HSCA) or Brian Curl	http://www.hsca.biz/bcurl@aol.com	808-247-3559 or Brian 635-6311

Frequency on Kauai	Sport	Programs	Description of Service	Host Organization	Date(s)	Location	Contact Name	Email & Website	Phone
annual	sailing	Kauai Channel Race	Kaneohe, Oahu to Nawiliwili Kauai	Nawiliwili Yacht Club in conjunction with Kaneohe Yacht Club	Aug 10, 2012	Kauai Channel	Carl Andersson, Kauai Sailing Assn. Chair	carl-construction@hotmail.com www.NawiliwiliYachtClub.org	639-3809
annual	softball	Kauai Senior Softball Invitational Tournament	4 vs. 4 teams compete from off-island and mainland. In 2011, 3-Kauai teams, 1-Maui and 4-Mainland.	Kauai Senior Citizen Softball Association; co-sponsored by County	Nov. 10-12	Kapaa Armory Park	Frank Bukowski	none	742-1282; 645-1611 cell
annual	softball	Waimea High School Softball Invitational Tournament	Sixteen Hawaii H.S. softball teams attend; 4 days	Kauai Interscholastic Federation (KIF)	Feb 23-25, 2012	Hanapepe Stadium complex (4 fields)	Diane Nitta, NIF Secretary	Diane_Nitta/KAUAIIDO/HIDOE@notes.k12.hi.us	274-3506
annual? (not 2012)	softball	Waimea Town Celebration Slow Pitch Softball Tournament	18-20 Offisland teams	West Kauai Business & Professional Assn.	Feb 26, 2011 (not held 2012)	H.P. Faye Park, Kekaha & Waimea Athletic Field, Waimea	WKBPA	http://www.wkbpa.org/events.html	
annual	standup paddle board	Na Pali Race - SUP, Paddleboard, OC1 Race (3rd Annual).	17 mile Napali Coast race. Fee starts at \$65 pp for 3-person team; \$100 for solo entries. \$12,00 prize purse.	Evan Valiere (portion of event proceeds and sponsorships will benefit the nonprofit Na Pali Coast Ohana)	July 21, 2012	Starts at Haena County Park; Finish at Polihale State Park	Evan Valiere	NaPaliRace@gmail.com http://napalirace.com/category/updates/	Not available
annual	surfing	Hawaii Prince Kuhio Contest - National Scholastic Surfing Assn.	The 2nd contest in a series of 9 events across the state. Surfers accumulate points to qualify for the regional & national contests. Ages 6 through Masters; girls and boys.	National Scholastic Surfing Assn. (NSSA)	July 21-22, 2012	PK's break fronting the Beach House Restaurant, Poipu	NSSA	nssahawaii@yahoo.com www.nssahawaii.blogspot.com	Not available
annual	surfing	Pine Trees Longboard Classic (33th Annual)	longest running surf contest on Kauai; seven divisions: Menehune, Boys, Girls, Women, Men, Masters, Legends and the new Noseriding Division	Hanalei Surf Co.	April 21, 2012	"Pine Trees", Waioli Beach Park, Hanalei	Charlie Cowden, Owner, Hanalei Surf Company	charlie@hanaleisurf.com	826-9000
annual	swimming	Hanalei Open Water Swim (6th Annual)	Participants & spectators from Kauai, CA, NV, WA, CO, OR & as far away as Denmark with 140 swimmers, ages 6 to 80	Namolokama Canoe Club	July 28, 2012	Hanalei	Dick & Barbara Smith, Race Directors	www.hanaleiswim.org	826-7585 or 482-1345
annual	swimming	Hawaiian Swimming 5th Annual Kauai Classic (SCY)	50-60 off island participants attend the 160+ participant event for all ages; features 5 races.	YMCA of Kauai	April 14-15, 2012	YMCA of Kauai Pool, Puhi	Billy Brown	swimkauai@gmail.com	497-4403
NEW (May 2012)	tennis	Hanalei Bay Resort Tennis Club - Peter Burwash Intenational (PBI)	Eight tiered hard courts facility with "guru" management company PBI featuring private & semi-private lessons; social and competitive tournaments; daily tennis clinics. Future potential still unproven.	Hanalei Bay Resort	OPENED MAY 2012	Hanalei Bay Resort	Corley Ward, Tennis Director	Corley.Ward@pbtennis.com www.hanaleibayresort.com	826-6522

annual	tennis	Kauai Junior Fall Open	Approx. 80 entries with 10% from Kauai. BUT, this may be the last time on Kauai.	USTA/Hawaii Pacific Section	Sept. 22-23, 2012	Poipu Kai	Carolyn Lum	kkoa97@yahoo.com	245-9611 (h); 246-0004 (w)
3x year	triathlon	TriKauai Triathlon & 5K	Triathlon: ¼ Mile swim (500 meters), 14 Mile Bike, 3.5 Mile (5K) Run. Starts 7AM. Off-island participation up to 50%. (includes a 5K run/walk single sporting event).	Hui O Mana Ka Puuwai and Kukuila Outrigger Canoe Clubs	April 15, 2012 Sun.; October 28, 2012 Sun.	Poipu Beach Park & other locations	Brian Curl	bcurl@aol.com	635-6311
PERIODIC EVENTS									
4 yrs	basketball	SHOPO Police Basketball Tournament	2-day event. Every four years on Kauai	Kauai Police Dept. / SHOPO	May ?	Rotates by County	Jesse Guirao	jiguirao71@yahoo.com; http://www.shopohawaii.org/	645-1404
annual but periodic on Kauai	bowling	Interscholastic League Bowling (KIF)		Kauai Interscholastic Federation (KIF)	2013 Kauai will host	Lihue	Diane Nitta, KIF Secretary	Diane_Nitta@notes.k12.hi.us	274-3506
annual event that is periodic on Kauai	canoe - outrigger	Hawaiian Canoe Racing Assn. (HCRA) State Championship - Kauai will host 2013		Hawaii Canoe Racing Assn.	Aug. 2013 Kauai will host	Kauai	Keri Mehling, HCRA	sysadmin@hcrapaddler.com http://www.HCRApaddler.com	808-276-1080
periodic on Kauai (only 1% may come from off-island)	fishing	Hawaii Kayak Fishing Tournament - "The Pelagic Pursuit" Tournament	Two categories for kayak anglers: Inshore for Ulua, Kahala, O'milu, Kagami, Kaku, Uku, Kumu, Aha & all reef fish. Offshore: Ahi, Mahimahi, Ono, Aku, Kawakawa, Spearfish, & Billfish. Entry Fee up to 60.00 per angler.	Big Island Kayak Fishing Tournaments	Aug 18-19, 2012	Kauai (usually held on Big Is.)	Kelly Harrison kelly@plentypupule.com	www.plentypupule.com/fishingtour	808-990-6699
periodic on Kauai	golf	Hawaii State Golf "Qualifiers" Tournament (HSGA)	HSGA Qualifier Tournament rotates to a different island each year.	HSGA - Hawaii State Golf Assoc.	2014 - Kauai will host	TBD	Paul Ogawa, PGA Executive Director	paul@hawaiistategolf.org info@hawaiistategolf.org	808-589-2909
periodic on Kauai	softball	Hawaii State Little League Softball Tournament (various divisions)	There are 8 Districts. District 1 has 5 teams on Windward Oahu and Kauai.	Little League	2008 & 2000 on Kauai. (July 1, 2012 District 1 playoff held on Kauai)	New Kapa'a Ball Park (District 1)	Hawaii State Tournament Director: Merv Yoshimoto	hawaiiid71lb@hawaiiantel.net www.unpage.org/hawaii/ www.littleleague.org/	808-456-4797
EVENTS DO NOT MEET OVERNIGHT STAY CRITERIA									
frequency depends on funding	basketball	The W - Basketball Camp	Co-ed basketball Camp Overnight Program. New in 2012.	NBC Camps, formerly Northwest Basketball Camps	June 12-16, 2012	Island School	Josh Burton	joshua.burton@hotmail.com	800-406-3926
bi-annual	biking (Mountain)	Anahola Crack and Back Mt. Bike Race	2x year	Kokualele Canoe Club	May 6, 2012 Sun.	Anahola	Legs Yamata		652-1418
Annual-Worldwide	fishing	World Cup Blue Marlin Championship - 28th Annual	Worldwide: teams fish for 8 hs in their time zone to catch the largest blue marlin over 500 lbs. Winner takes all; no 2nd place.	International Gamefisherman (IGFA) and The Billfish Foundation	every July 4th	WORLDWIDE (\$3,000 entry fee)	Mike Leech	mike@bluemarlinworldcup.com http://www.bluemarlinworldcup.com/	954-561-9116

Frequency on Kauai	Sport	Programs	Description of Service	Host Organization	Date(s)	Location	Contact Name	Email & Website	Phone
	fishing	Garden Island Trollers Tournament	MAY NOT BE ACTIVE	Garden Island Trolling Club & Port Allen Fishing Club	Sept 3, 2011	Port Allen			
annual	golf	12th Annual Kauai United Way Golf Tournament	(99% local attendees)	United Way	July 15, 2012		Kauai United Way		245-2043
annual	golf	28th Annual Easter Seals Hawaii Golf Tournament on Kauai		Easter Seals	June 10, 2012	Marriott's Kauai Lagoons Golf Club		<a href="http://hawaii.easterseals.com/site/PageServer?pagename=HIDR_Kauai_Golf">http://hawaii.easterseals.com/site/PageServer?pagename=HIDR_Kauai_Golf</a>	
annual	golf	8th Annual Kauai Chamber of Commerce Scholarship Golf Tournament		Kauai Chamber of Commerce	Aug. 28, 2011	Poipu Bay Golf Course	Carol Texiera		245-7363
annual	golf	Mokihana Club's 10th Annual Scholarship Golf Tournament	Benefits Kauai Community Nursing Students	Mokihana Club	Apr 22, 2012	Poipu Bay Golf Course			
annual	running	Haena to Hanalei Run - 32nd Annual	Run; Youth Run (6-14yr) - 8 Mile Run/Walk (Kee Beach to Hanalei Pier), 5k Run, Kids 1-Mile Run	Hanalei Canoe Club	June 2, 2012 Sat.	Kee Beach, Haena	Club Secty	<a href="http://www.hanaleicanoecub.org/pages/haena_run.php">http://www.hanaleicanoecub.org/pages/haena_run.php</a>	639-4048
annual	running	Koloa Plantation Days Family Fun Run/Walk	5K, 10K, 10 Mile + 1 Mile Keiki Run	Hosted by Kukuiula Outrigger Canoe Club	July 29, 2012 Sun.	Poipu Beach Park	franinkauai@aol.com	<a href="http://koloaplantationdays.com/eventdetail.php?event_id=24">http://koloaplantationdays.com/eventdetail.php?event_id=24</a>	635-0165
annual	running	Old Koloa Sugar Mill Run	10th Annual: 10 mile run; 10km run; 5km walk	The Rotary Club of Kauai	Nov. 17, 2012 Sat.	Anne Knudsen Park, Koloa	Tom Lodico	<a href="http://oldkoloasugarmillrun.com">oldkoloasugarmillrun.com</a>	635-5404
	surfing	Hawaiian Surfing Federation Kauai / YMCA Kauai - Surfing & Body Boarding Divisions	#1. Prince Kuhio, Poipu-Sept; #2. Pinetrees, Hanalei Bay-Nov; #3. Intersections, Kekaha-1-Day-Jan; #4. Kealia Beach Break-March; State Championships at Ala Moana bowls-May	Hawaiian Surfing Federation Kauai:	Jan, Mar, May, Sept, Nov.	islandwide	(YMCA) H.S.F Kauai, P. O. Box 1194, Waimea, HI 96796	<a href="http://www.hsfkauai.com">www.hsfkauai.com</a>	
annual	tennis	Tennis - Hawaii Section Championships not on Kauai anymore due to 8 or less courts available at one site and poor condition	Tennis League Competitions	The USTA/Hawaii Pacific Section is one of 17 sections of the U.S. Tennis Assn., a NP volunteer org.	May 2012 (Maui) - not on Kauai anymore	off-island	Honolulu Office- Charles Coleman: 808-585-9534; Local League Coordinator: Carolyn Lum	<a href="http://www.hawaii.usta.com">http://www.hawaii.usta.com</a> ; email: <a href="mailto:tennis@hawaii.usta.com">tennis@hawaii.usta.com</a> ; <a href="mailto:coleman@hawaii.usta.com">coleman@hawaii.usta.com</a> ; Carolyn Lum Email: <a href="mailto:kkoa97@yahoo.com">kkoa97@yahoo.com</a>	Carolyn Lum: 245-9611 (h) 246-0004 (w)
annual	track & field	HHSAA State Track & Field Championships (2 days)	Qualifing meets, trials & finals for KIF are on island BUT final State Competition location varies	Kauai Interscholastic Federation (KIF)	May (2 days)	Vidinha Stadium	Diane Nitta, NIF Secretary	<a href="mailto:Diane_Nitta@notes.k12.hi.us">Diane_Nitta@notes.k12.hi.us</a>	274-3506
annual	triathlon	Garden Island Tri-Fest Splash/Dash Aquathon	Aquathon: 5k Run & 750m swim & 5k run. Starts 7AM					<a href="http://gardenislandtrifest.com">gardenislandtrifest.com</a>	
annual	volleyball	Hawaii Dinosaur Volleyball Tournament (18th annual)	Men's & Women's Divisions		Feb. 25, 2012	Kalapaki Beach			
Annual but currently not running	volleyball	Kauai Challenge Volleyball Invitational-Girl's Varsity	3-day Competitive H.S. Volleyball; High School Varsity Teams only; must be able to receive clearance from respective leagues you participate in.	Kauai High School Girls Volleyball; sactioned by the Hawaii High School Athletic Assn. (HHSAA)	Aug 5-7, 2010		Richard Roberts, Tournament Director	<a href="mailto:1peggy@hawaiiantel.net">1peggy@hawaiiantel.net</a>	482-0975

EVENTS THAT NEED MORE INVESTIGATION									
Frequency on Kauai	Sport	Programs	Description of Service	Host Organization	Date(s)	Location	Contact Name	Email & Website	Phone
annual	Yacht Race	Pacific Cup Yacht Race	Since 1980, thousands of racers have made the biennial passage to HI, trading the chardonnay & fog of San Francisco for the sunshine, palm trees and mai tais of warm, welcoming Kaneohe Bay, on Oahu's windward side.	Pacific Cup Yacht Club	July-Aug	Currently Kaneohe; was Nawiliwili	Mary Lovely	mary.lovely@sbcglobal.net	415-441-4461
	SUP	ISA World StandUp Paddle and Paddleboard Championship			Feb 20-25	Miraflores, Peru			
	SUP	U.S. Paddle Championships	Stand Up Paddling (SUP) and Paddle boarding divisions	WPA - World Paddle Association	June 2, 2012	Dana Point, Doheny State Beach, CA			
	golf	Hawaii State Junior Golf Championships	Boys 15-18; Girls 13-18	Hawaii State Junior Golf Assn (HSJGA) & King Auto Group	June 26-27, 2012	The Club at Hokulia, Big Island		http://www.hsjga.org/	
	bowling	Hawaii State US Bowling Championship Open Handicap Tournament (45th Annual - 2011)	Hosted by Oahu Bowling Assoc. [Lihue Lanes - hosts HGEA Bowling League (12 Teams) but no tournaments listed]			NOT KAUAI	Lihue Lanes	http://www.leaguesecretary.com/lihue_lanes/hgea/bowling/league/51610/0/0/leaguefilesstandings.aspx	245-5263
	surfing	Hawaii Surfing Association (HAS)	Kauai Chapter INACTIVE					http://www.hasasurf.org	
annual	swimming	Hawaiian Swimming Senior Championship Meet	Ages 12 to adult	?	June 15, 2012	Honolulu	Swim Kauai Aquatics competes		
	volleyball	Haili Volleyball Tournament - Hilo (annually in March)	website says the Assn plans to compete in tournaments across Hawaii & the mainland	Kauai Adult Volleyball Assoc. (KAVA) - Registered in the Moku O Keawe Region, Hilo	March - annually	Kalaheo Gym & Waimea UCC	Stanley Lazaro or Telissa Agbulos (kauaivolleyball@gmail.com)	http://www.kauaivolleyball.webs.com/	
	wrestling	Hawaii High School Athletic Assn. State Championship	2012-2013 is first school year to include wrestling; equipment is still needed. Initial tournaments to begin Jan 2013.	Kauai Interscholastic Federation (KIF)	March 1-2, 2013 on Oahu	Honolulu	Diane Nitta, KIF Secty		274-3506
		<b>PENDING FACILITY UPGRADES</b>							
	rifery	Kauai Shooting Club							
	swimming	Swim Kauai Aquatics							

#### APPENDIX 4.

#### **Nordic Model - Kaua'i Marathon**

<b>Economic Impact</b>			
Economic impact is calculated based on the Nordic Model.			
The number of visitors for the Sporting Events are calculated in the table below includes friends/family members for each event according to the information provided by representatives of these events on Kaua'i.			
	<b>Foreign Runners</b>	<b>U.S. Mainland Runners</b>	<b>Neighbor Islands</b>
Number of visitors	101	883	292
Average length of stay	5 days	5 days	3 days
Visitor days	505	4,415	876
Estimated spending per visitor per day	\$345	\$345	\$240
Gain of Direct Visitor Expenditures	\$174,225	\$1,523,175	\$210,240
Output multiplier	1.66	1.66	1.66
Sales generated by additional related expenditures	\$289,214	\$2,528,471	\$348,998
Income multiplier	0.48	0.48	0.48
Direct, indirect and induced income generated	\$138,822	\$1,213,666	\$167,519
State tax multiplier	0.08	0.08	0.08
Direct, indirect and induced tax revenue generated	\$11,106	\$97,093	\$13,402

<b>Total Impact</b>	
Total Sales Generated	\$3,166,682
Total direct, indirect and induced income generated	\$1,520,008
Total direct, indirect and induced tax revenue generated	\$121,601





## APPENDIX 5.

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