

Table 7.10-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO KONA: 1998

Subject	Total	Domestic	International
ISLANDS VISITED			
Any island			
Oahu	594,710	368,550	226,160
Kauai	243,640	217,840	25,800
Maui	341,650	298,950	42,700
Molokai	31,970	28,660	3,310
Lanai	35,090	31,630	3,460
Hawaii County	1,083,410	840,220	243,190
Kona	1,083,410	840,220	243,190
Hilo	201,630	180,510	21,120
One island only			
Hawaii County	345,670	334,320	11,350
Neighbor island only	488,700	471,670	17,030
TRAVEL METHOD			
Tour group	223,790	107,960	115,830
Package trip	447,030	319,920	127,110
Group tour and package	170,730	88,640	82,090
True independent	583,200	500,860	82,340
ACCOMMODATIONS			
Hotel	737,170	526,560	210,610
Hotel only	626,770	428,480	198,290
Condo	246,890	200,700	26,190
Condo only	179,270	163,880	15,390
Friends/relatives	86,850	81,910	4,940
Cruise ship	53,790	53,010	780
Bed & Breakfast	28,720	23,490	5,230
Apartment	12,220	11,840	380
GENDER AND AGE			
Male	635,120	446,360	188,760
Female	448,290	393,860	54,430
Average age (years)	43.37	46.13	33.83

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Subject	Total	Domestic	International
PURPOSE OF TRIP			
Pleasure (Net)	887,610	661,650	225,960
Honeymoon	84,640	42,940	41,700
MC&I (Net)	109,380	100,930	8,450
Convention/Conference	65,670	62,440	3,230
Corporate Meetings	20,280	19,520	760
Incentive	25,980	21,020	4,960
Other business	30,440	29,570	870
Visit friends/relatives	58,040	55,190	2,850
Government/military	5,520	4,940	580
Attend school	2,840	2,590	250
TRIPS TO HAWAII			
First trip	391,760	296,670	95,090
Repeat	691,650	543,550	148,100
Average number of trips	4.27	4.58	3.22
PARTY SIZE			
One person	185,390	160,040	25,350
Two persons	538,250	439,930	98,320
Three or more persons	359,770	240,250	119,520
Average party size	1.99	1.90	2.40
OCCUPATION			
Senior management	141,130	108,570	32,560
Middle management	110,350	78,270	32,080
Sales/marketing	97,300	81,640	15,660
Clerical/admin	51,980	26,800	25,180
Professional	220,400	189,770	30,630
Technical/trade	59,400	38,650	20,750
Labor	26,620	7,650	18,970
Military service	6,420	4,580	1,840
Military dependent	1,290	550	740

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Subject	Total	Domestic	International
Student	39,570	29,620	9,950
Self-employed	88,290	65,740	22,550
Retired	146,620	141,430	5,190
Farming/fishing	5,230	4,510	720
Homemaker	34,440	21,440	13,000
LENGTH OF STAY			
Kona (days)	6.03	6.69	3.74
COUNTRY OF ORIGIN			
United States	736,750	721,870	14,880
Canada	55,290	53,640	1,650
United Kingdom	13,720	11,410	2,310
Sweden	1,050	1,050	-
Germany	15,020	15,020	-
Switzerland	3,270	3,270	-
Norway	240	240	-
France	3,410	2,780	630
Italy	740	740	-
Other Scandinavia	520	520	-
Other Europe	8,600	7,940	660
Total Europe	46,570	42,970	3,600
Japan	214,960	5,660	209,300
Taiwan	5,440	930	4,510
Malaysia	310	20	290
Thailand	790	40	750
Hong Kong	2,010	650	1,360
China	3,680	2,520	1,160
Korea	1,620	660	960

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Subject	Total	Domestic	International
Singapore	1,830	130	1,700
Indonesia	300	300	-
Philippines	720	720	-
Other Asia	1,540	1,540	-
Total Asia	233,190	13,160	220,030
Australia	4,090	2,180	1,910
New Zealand	1,260	1,260	-
Other Oceania	1,710	580	1,130
Total Oceania	7,060	4,020	3,040

NA = Not available.

Source: Hawaii Visitors and Convention Bureau, Market Trends Department, 1998 Annual Research Report (1999), pp.67-68 and 89-90.

