

**Table 7.9-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HILO: 1998**

| Subject                | Total   | Domestic | International |
|------------------------|---------|----------|---------------|
| <b>ISLANDS VISITED</b> |         |          |               |
| Any island             |         |          |               |
| Oahu                   | 274,700 | 196,050  | 78,650        |
| Kauai                  | 155,070 | 124,360  | 30,710        |
| Maui                   | 194,420 | 152,420  | 42,000        |
| Molokai                | 25,960  | 23,630   | 2,330         |
| Lanai                  | 26,300  | 23,130   | 3,170         |
| Hawaii County          | 388,840 | 301,710  | 87,130        |
| Kona                   | 201,630 | 180,510  | 21,120        |
| Hilo                   | 388,840 | 301,710  | 87,130        |
| One island only        |         |          |               |
| Hawaii County          | 77,730  | 70,930   | 6,800         |
| Neighbor island only   | 114,140 | 105,660  | 8,480         |
| <b>TRAVEL METHOD</b>   |         |          |               |
| Tour group             | 98,260  | 53,380   | 44,880        |
| Package trip           | 168,280 | 124,810  | 43,470        |
| Group tour and package | 81,100  | 45,870   | 35,230        |
| True independent       | 203,320 | 169,320  | 34,000        |
| <b>ACCOMMODATIONS</b>  |         |          |               |
| Hotel                  | 245,530 | 178,760  | 66,770        |
| Hotel only             | 186,280 | 126,480  | 59,800        |
| Condo                  | 55,730  | 49,130   | 6,600         |
| Condo only             | 35,450  | 30,300   | 5,150         |
| Friends/relatives      | 53,410  | 45,710   | 7,700         |
| Cruise ship            | 50,380  | 49,880   | 500           |
| Bed & Breakfast        | 21,980  | 16,330   | 5,650         |
| Apartment              | 5,470   | 5,370    | 100           |
| <b>GENDER AND AGE</b>  |         |          |               |
| Male                   | 220,140 | 152,900  | 67,240        |
| Female                 | 168,700 | 148,810  | 19,890        |
| Average age (years)    | 44.78   | 47.28    | 36.12         |

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| <b>Subject</b>          | <b>Total</b> | <b>Domestic</b> | <b>International</b> |
|-------------------------|--------------|-----------------|----------------------|
| <b>PURPOSE OF TRIP</b>  |              |                 |                      |
| Pleasure (Net)          | 312,480      | 235,830         | 76,650               |
| Honeymoon               | 24,350       | 14,660          | 9,690                |
| MC & I (Net)            | 20,280       | 18,320          | 1,960                |
| Convention/Conference   | 13,090       | 11,820          | 1,270                |
| Corporate Meetings      | 3,780        | 3,450           | 330                  |
| Incentive               | 4,250        | 3,610           | 640                  |
| Other business          | 15,290       | 14,960          | 330                  |
| Visit friends/relatives | 37,150       | 31,500          | 5,650                |
| Government/military     | 3,960        | 3,480           | 480                  |
| Attend school           | 2,110        | 1,760           | 350                  |
| <b>TRIPS TO HAWAII</b>  |              |                 |                      |
| First trip              | 177,840      | 131,930         | 45,910               |
| Repeat                  | 211,000      | 169,780         | 41,220               |
| Average number of trips | 3.79         | 4.03            | 2.97                 |
| <b>PARTY SIZE</b>       |              |                 |                      |
| One person              | 81,290       | 69,680          | 11,610               |
| Two persons             | 194,110      | 156,700         | 37,410               |
| Three or more persons   | 113,440      | 75,330          | 38,110               |
| Average party size      | 1.88         | 1.80            | 2.21                 |
| <b>OCCUPATION</b>       |              |                 |                      |
| Senior management       | 34,010       | 25,020          | 8,990                |
| Middle management       | 36,290       | 27,060          | 9,230                |
| Sales/marketing         | 31,330       | 21,260          | 10,070               |
| Clerical/admin          | 18,070       | 11,360          | 6,710                |
| Professional            | 80,060       | 70,000          | 10,060               |
| Technical/trade         | 20,010       | 15,530          | 4,480                |
| Labor                   | 6,620        | 3,520           | 3,100                |
| Military service        | 6,000        | 3,040           | 2,960                |
| Military dependent      | 960          | 330             | 630                  |

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| <b>Subject</b>           | <b>Total</b> | <b>Domestic</b> | <b>International</b> |
|--------------------------|--------------|-----------------|----------------------|
| Student                  | 19,880       | 13,050          | 6,830                |
| Self-employed            | 27,950       | 20,600          | 7,350                |
| Retired                  | 70,210       | 65,940          | 4,270                |
| Farming/fishing          | 2,570        | 1,800           | 770                  |
| Homemaker                | 11,650       | 6,250           | 5,400                |
|                          |              |                 |                      |
| <b>LENGTH OF STAY</b>    |              |                 |                      |
| Hilo (days)              | 4.47         | 4.71            | 3.64                 |
|                          |              |                 |                      |
| <b>COUNTRY OF ORIGIN</b> |              |                 |                      |
|                          |              |                 |                      |
| United States            | 268,070      | 254,240         | 13,830               |
|                          |              |                 |                      |
| Canada                   | 21,400       | 21,170          | 230                  |
|                          |              |                 |                      |
| United Kingdom           | 5,120        | 4,610           | 510                  |
| Sweden                   | 280          | 280             | -                    |
| Germany                  | 10,280       | 6,530           | 3,750                |
| Switzerland              | 1,270        | 1,270           | -                    |
| Norway                   | 110          | 110             | -                    |
| France                   | 1,460        | 830             | 630                  |
| Italy                    | 350          | 350             | -                    |
| Other Scandinavia        | 220          | 220             | -                    |
| Other Europe             | 3,010        | 3,010           | -                    |
| Total Europe             | 22,100       | 17,210          | 4,890                |
|                          |              |                 |                      |
| Japan                    | 61,980       | 2,200           | 59,780               |
| Taiwan                   | 2,780        | 390             | 2,390                |
| Malaysia                 | 510          | 60              | 450                  |
| Thailand                 | 780          | 30              | 750                  |
| Hong Kong                | 1,030        | 310             | 720                  |
| China                    | 1,220        | 1,220           | -                    |
| Korea                    | 900          | 240             | 660                  |

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**Table 7.9-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HILO: 1998**

| <b>Subject</b> | <b>Total</b> | <b>Domestic</b> | <b>International</b> |
|----------------|--------------|-----------------|----------------------|
| Singapore      | 290          | 40              | 250                  |
| Indonesia      | 110          | 110             | -                    |
| Philippines    | 350          | 350             | -                    |
| Other Asia     | 590          | 590             | -                    |
| Total Asia     | 70,530       | 5,530           | 65,000               |
| Australia      | 2,810        | 900             | 1,910                |
| New Zealand    | 520          | 520             | -                    |
| Other Oceania  | 1,570        | 320             | 1,250                |
| Total Oceania  | 4,900        | 1740            | 3,160                |

NA = Not available.

Source: Hawaii Visitors and Convention Bureau, Market Trends Department, 1998 Annual Research Report (1999), pp.67-68 and 91-92.

