

**Table 7.10-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO KONA: 2002**

Subject	Total	Domestic	International
<b>ISLANDS VISITED</b>			
Any island			
Oahu	521,382	302,126	219,256
Kauai	205,462	166,981	38,480
Maui	277,386	223,569	53,817
Molokai	22,130	16,214	5,917
Lanai	24,856	20,140	4,716
Hawaii County	1,033,615	756,541	277,073
Kona	1,033,615	756,541	277,073
Hilo	238,750	156,283	82,467
<b>TRAVEL METHOD</b>			
Tour group	168,683	74,635	94,049
Package trip	442,072	249,283	192,789
Group tour and package	150,535	61,397	89,138
True independent	573,394	494,021	79,373
<b>ACCOMMODATIONS</b>			
Hotel	692,022	457,549	234,473
Hotel only	555,644	345,736	209,908
Condo	173,961	142,985	30,976
Condo only	114,061	96,361	17,699
Timeshare	94,107	86,764	7,344
Timeshare only	63,947	60,280	3,667
Friends/relatives	90,049	76,167	13,882
Cruise ship	79,306	71,922	7,385
Bed & Breakfast	25,050	20,966	4,084
Apartment	5,288	3,740	1,548
<b>PARTY SIZE</b>			
One person	160,457	134,010	26,447
Two persons	456,905	368,072	88,834
Three or more persons	416,252	254,459	161,793
Average party size	2.15	1.98	2.62
<b>LENGTH OF STAY</b>			
Kona (days)	6.21	7.10	3.78

*(Continued on next page)*

(Continued from previous page)

**Table 7.10-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO KONA: 2002**

<b>Subject</b>	<b>Total</b>	<b>Domestic</b>	<b>International</b>
<b>TRIPS TO HAWAII</b>			
First trip	356,303	239,268	117,035
Repeat	677,311	517,273	160,038
Average number of trips	4.60	4.83	3.98
<b>PURPOSE OF TRIP</b>			
Pleasure (Net)	865,075	622,139	242,936
Honeymoon	85,130	39,687	45,443
MC&I (Net)	86,911	71,526	15,385
Convention/Conference	52,947	45,418	7,529
Corporate Meetings	15,944	13,475	2,469
Incentive	20,248	14,467	5,781
Other business	34,659	27,575	7,084
Visit friends/relatives	69,665	58,356	11,309
Government/military	5,294	3,649	1,645
Attend school	4,156	2,542	1,614
<b>COUNTRY OF ORIGIN</b>			
United States	705,836	693,832	12,005
Canada	37,914	7,466	30,448
United Kingdom	10,676	8,226	2,450
Germany	6,933	5,866	1,068
Switzerland	1,460	1,363	97
France	1,555	1,420	134
Italy	751	685	66
Total Europe	21,375	17,559	3,815
Japan	196,874	1,328	195,546
Taiwan	2,629	188	2,441
Hong Kong	769	202	566
China	3,501	2,118	1,382
Korea	4,734	587	4,148

(Continued on next page)

*(Continued from previous page)*

**Table 7.10-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO KONA: 2002**

<b>Subject</b>	<b>Total</b>	<b>Domestic</b>	<b>International</b>
Singapore	308	111	196
Total Other Asia	11,940	3,207	8,733
Australia	14,634	901	13,733
New Zealand	1,893	290	1,603
Total Oceania	16,527	1,191	15,336

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2002, pp.78, 81-82.