

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 2002**

Subject	Number
Total Japanese visitors	1,483,121
Visit status:	
First time	690,664
Repeat	792,458
Average number of trips	3.88
Island visited:	
Oahu	1,429,346
Maui County	201,389
Maui island	186,343
Molokai	13,820
Lanai	6,515
Kauai	97,386
Hawaii County	228,089
Kona side	196,874
Hilo side	77,280
Accommodations:	
Hotel	1,358,911
Hotel only	1,331,914
Condo	113,014
Condo only	94,736
Timeshare	3,182
Timeshare only	1,415
Friends/relatives	24,354
Cruise ship	1,133
Bed & Breakfast	2,987
Apartment	262

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Subject	Number
Purpose of trip:	
Pleasure	1,377,239
Honeymoon	389,220
MC&I (Net)	41,281
Convention/Conference	10,246
Corporate meetings	9,046
Incentive	22,897
Other business	16,282
Visit friends/relatives	30,584
Government/military	2,240
Attend school	3,331
Travel method:	
Tour group	647,059
Package trip	1,264,276
Group tour and package	617,288
True independent	189,074
Party size:	
One person	97,598
Two persons	406,622
Three or more persons	978,901
Average party size	2.94
Length of stay (days):	
L.O.S. State	5.91
Oahu LOS	5.10
Maui LOS	2.79
Kauai LOS	1.66
Big Island LOS	3.20
Kona side LOS	2.93
Hilo side LOS	1.98
Molokai LOS	2.08
Lanai LOS	3.94

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2002, p.32.