

**Table 7.8-- SUMMARY CHARACTERISTICS OF DOMESTIC AND  
INTERNATIONAL VISITORS TO  
HAWAII COUNTY: 2002**

Subject	Total	Domestic	International
<b>ISLANDS VISITED</b>			
Any island			
Oahu	666,007	405,276	260,731
Kauai	266,991	221,324	45,667
Maui	364,989	296,320	68,669
Molokai	26,736	19,593	7,143
Lanai	29,936	24,233	5,704
Hawaii County	1,243,313	918,680	324,633
Kona	1,033,615	756,541	277,073
Hilo	448,449	318,422	130,027
One island only			
Hawaii County	438,796	386,543	52,254
<b>TRAVEL METHOD</b>			
Tour group	208,183	95,645	112,539
Package trip	537,518	311,958	225,560
Group tour and package	185,585	79,203	106,383
True independent	683,198	590,280	92,918
<b>ACCOMMODATIONS</b>			
Hotel	824,719	551,052	273,688
Hotel only	651,148	405,477	245,671
Condo	194,106	159,583	34,523
Condo only	125,977	105,940	20,037
Timeshare	102,686	94,811	7,875
Timeshare only	69,115	65,164	3,951
Friends/relatives	121,565	103,931	17,634
Cruise ship	119,288	109,970	9,318
Bed & Breakfast	31,633	26,670	4,963
Apartment	6,352	4,554	1,798

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<b>PURPOSE OF TRIP</b>			
Pleasure (Net)	1,031,590	748,355	283,236
Honeymoon	100,091	48,485	51,605
MC&I (Net)	97,612	80,045	17,567
Convention/Conference	60,018	51,180	8,838
Corporate Meetings	17,580	14,995	2,585
Incentive	22,429	15,876	6,554
Other business	44,642	35,812	8,830
Visit friends/relatives	95,314	80,359	14,955
Government/military	8,229	5,772	2,457
Attend school	6,239	3,554	2,686
<b>TRIPS TO HAWAII</b>			
First trip	447,111	307,077	140,034
Repeat	762,202	611,603	184,599
Average number of trips	4.52	4.70	4.02
<b>PARTY SIZE</b>			
One person	203,194	170,631	32,563
Two persons	549,334	445,634	103,700
Three or more persons	490,785	302,415	188,370
Average party size	2.12	1.95	2.60
<b>LENGTH OF STAY</b>			
Hawaii County (days)	6.54	7.34	4.28

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<b>Subject</b>	<b>Total</b>	<b>Domestic</b>	<b>International</b>
<b>COUNTRY OF ORIGIN</b>			
United States	854,998	840,819	14,178
U.S. West	476,455	470,091	6,364
U.S. East	378,543	370,728	7,814
Japan	228,089	1,626	226,463
Canada	44,952	9,014	35,938
Europe	26,574	21,913	4,661
Oceania	19,641	1,449	18,193
Other Asia	15,890	4,195	11,696
Latin America	2,720	2,612	108
Other	50,449	37,052	13,397

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2002, pp.24, 26, 32, 34-39, and 76.