

Table 7.9-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HILO: 2002

Subject	Total	Domestic	International
ISLANDS VISITED			
Any island			
Oahu	313,279	201,348	111,931
Kauai	151,976	125,812	26,164
Maui	195,234	155,742	39,492
Molokai	17,926	13,202	4,723
Lanai	19,015	14,677	4,338
Hawaii County	448,449	318,422	130,027
Kona	238,750	156,283	82,467
Hilo	448,449	318,422	130,027
TRAVEL METHOD			
Tour group	95,598	49,037	46,560
Package trip	216,165	129,076	87,089
Group tour and package	86,217	42,369	43,847
True independent	222,903	182,678	40,225
ACCOMMODATIONS			
Hotel	294,205	186,147	108,058
Hotel only	203,945	109,887	94,059
Condo	48,235	36,582	11,653
Condo only	25,534	19,421	6,113
Timeshare	19,988	18,310	1,678
Timeshare only	11,711	10,877	834
Friends/relatives	56,229	45,473	10,756
Cruise ship	91,043	85,042	6,001
Bed & Breakfast	18,955	15,845	3,110
Apartment	2,509	1,728	781
PARTY SIZE			
One person	82,746	66,068	16,678
Two persons	205,900	161,826	44,074
Three or more persons	159,803	90,528	69,276
Average party size	2.03	1.87	2.43
LENGTH OF STAY			
Hilo (days)	3.82	4.31	2.63

(Continued on next page)

(Continued from previous page)

Table 7.9-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HILO: 2002

Subject	Total	Domestic	International
TRIPS TO HAWAII			
First trip	199,798	136,106	63,692
Repeat	248,651	182,316	66,335
Average number of trips	3.83	3.87	3.72
PURPOSE OF TRIP			
Pleasure (Net)	368,740	259,987	108,753
Honeymoon	33,544	17,783	15,761
MC & I (Net)	24,212	16,653	7,559
Convention/Conference	15,769	11,334	4,435
Corporate Meetings	3,826	2,910	915
Incentive	5,219	2,853	2,366
Other business	17,708	14,085	3,623
Visit friends/relatives	45,554	36,101	9,453
Government/military	4,795	3,331	1,463
Attend school	3,446	1,762	1,683
COUNTRY OF ORIGIN			
United States	296,496	288,588	7,908
Canada	17,173	3,583	13,589
United Kingdom	6,854	4,094	2,760
Germany	3,610	2,780	829
Switzerland	549	485	64
France	852	718	134
Italy	372	306	66
Total Europe	12,237	8,384	3,853
Japan	77,280	544	76,736
Taiwan	2,033	140	1,893
Hong Kong	728	98	630
China	2,757	1,539	1,218
Korea	3,764	315	3,449

(Continued on next page)

(Continued from previous page)

Table 7.9-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HILO: 2002

Subject	Total	Domestic	International
Singapore	63	63	-
Total Other Asia	9,346	2,155	7,190
Australia	10,521	384	10,137
New Zealand	1,368	106	1,262
Total Oceania	11,889	490	11,399

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2002, pp.77, 81-82.