

Table 7.10-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO KONA: 2004

Subject	Total	Domestic	International
ISLANDS VISITED			
Any island			
Oahu	492,064	306,952	185,111
Kauai	199,412	167,173	32,238
Maui	269,847	226,994	42,854
Molokai	19,715	15,852	3,862
Lanai	23,840	19,397	4,443
Hawaii County	1,072,933	825,830	247,103
Kona	1,072,933	825,830	247,103
Hilo	274,804	188,118	86,686
TRAVEL METHOD			
Tour group	147,266	69,919	77,348
Package trip	424,590	267,969	156,621
Group tour and package	120,759	55,237	65,522
True independent	622,378	543,180	79,198
ACCOMMODATIONS			
Hotel	707,863	499,622	208,241
Hotel only	534,955	354,282	180,672
Condo	192,864	165,695	27,169
Condo only	116,793	101,783	15,011
Timeshare	108,808	100,198	8,609
Timeshare only	68,906	64,369	4,536
Friends/relatives	101,281	85,958	15,323
Cruise ship	90,587	81,901	8,686
Bed & Breakfast	26,686	23,594	3,092
Rental house	39,771	36,750	3,021
PARTY SIZE			
One person	163,016	133,853	29,163
Two persons	493,010	397,491	95,519
Three or more persons	416,907	294,486	122,421
Average party size	2.12	2.03	2.44
LENGTH OF STAY			
Kona (days)	6.34	7.01	4.07

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Subject	Total	Domestic	International
TRIPS TO HAWAII			
First trip	367,393	266,935	100,458
Repeat	705,540	558,895	146,645
Average number of trips	4.86	5.17	3.83
PURPOSE OF TRIP			
Pleasure (Net)	919,479	700,234	219,244
Honeymoon	85,581	45,672	39,910
MC&I (Net)	81,994	71,342	10,652
Convention/Conference	51,845	45,909	5,937
Corporate Meetings	14,498	12,853	1,645
Incentive	19,218	15,825	3,393
Other business	41,305	35,630	5,675
Visit friends/relatives	88,024	75,942	12,082
Government/military	4,076	3,215	861
Attend school	4,037	2,528	1,509
Sport events	18,150	13,097	5,052
COUNTRY OF ORIGIN			
United States	776,985	762,502	14,483
Canada	37,119	11,664	25,455
United Kingdom	9,102	8,211	891
Germany	7,376	6,960	416
Switzerland	1,606	1,389	216
France	1,690	1,413	277
Italy	987	910	77
Total Europe	20,761	18,884	1,878
Japan	170,511	871	169,640
Taiwan	2,774	274	2,500
Hong Kong	1,259	227	1,032
China	2,230	1,028	1,202
Korea	3,629	436	3,193

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Subject	Total	Domestic	International
Singapore	812	138	674
Total Other Asia	10,704	2,103	8,601
Australia	14,373	1,385	12,988
New Zealand	2,526	272	2,255
Total Oceania	16,900	1,657	15,243

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2004, pp.78, 81-82.