

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 2004**

Subject	Number
Total Japanese visitors	1,482,085
Visit status:	
First time	672,916
Repeat	809,169
Average number of trips	3.64
Island visited:	
Oahu	1,418,747
Maui County	125,742
Maui island	119,050
Molokai	6,512
Lanai	4,241
Kauai	54,904
Hawaii County	214,066
Kona side	170,511
Hilo side	77,520
Accommodations:	
Hotel	1,358,224
Hotel only	1,333,917
Condo	109,518
Condo only	91,364
Timeshare	6,031
Timeshare only	4,238
Friends/relatives	19,350
Cruise ship	911
Bed & Breakfast	1,651
Rental house	3,748

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Subject	Number
Purpose of trip:	
Pleasure	1,363,487
Honeymoon	374,493
MC&I (Net)	50,699
Convention/Conference	11,621
Corporate meetings	13,308
Incentive	26,750
Other business	10,938
Visit friends/relatives	25,267
Government/military	1,490
Attend school	3,316
Travel method:	
Tour group	652,035
Package trip	1,196,350
Group tour and package	568,809
True independent	202,509
Party size:	
One person	134,989
Two persons	467,295
Three or more persons	879,801
Average party size	2.76
Length of stay (days):	
L.O.S. State	5.80
Oahu LOS	5.22
Maui LOS	3.12
Kauai LOS	1.89
Big Island LOS	3.26
Kona side LOS	3.23
Hilo side LOS	1.89
Molokai LOS	1.49
Lanai LOS	2.47

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2004, p.32.