

**Table 7.8-- SUMMARY CHARACTERISTICS OF DOMESTIC AND
INTERNATIONAL VISITORS TO
HAWAII COUNTY: 2004**

Subject	Total	Domestic	International
ISLANDS VISITED			
Any island			
Oahu	631,617	399,722	231,895
Kauai	241,768	203,694	38,073
Maui	333,773	282,108	51,664
Molokai	22,999	18,718	4,281
Lanai	27,031	22,195	4,836
Hawaii County	1,281,156	982,704	298,452
Kona	1,075,233	825,830	249,403
Hilo	483,503	344,992	138,511
One island only			
Hawaii County	510,746	453,415	57,330
TRAVEL METHOD			
Tour group	184,456	85,109	99,348
Package trip	515,061	320,058	195,003
Group tour and package	152,367	67,220	85,147
True independent	734,675	644,757	89,918
ACCOMMODATIONS			
Hotel	851,390	597,511	253,879
Hotel only	643,505	419,877	223,628
Condo	214,396	183,890	30,506
Condo only	127,563	110,086	17,477
Timeshare	118,151	108,982	9,168
Timeshare only	73,794	68,909	4,885
Friends/relatives	134,185	117,013	17,172
Cruise ship	109,252	99,600	9,651
Bed & Breakfast	34,281	30,722	3,559
Rental house	49,146	45,345	3,801

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Table 7.8-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HAWAII COUNTY: 2004

Subject	Total	Domestic	International
PURPOSE OF TRIP			
Pleasure (Net)	1,087,483	822,202	265,282
Honeymoon	103,321	53,960	49,361
MC&I (Net)	94,389	81,547	12,842
Convention/Conference	59,848	53,149	6,699
Corporate Meetings	16,584	14,361	2,224
Incentive	21,909	17,632	4,278
Other business	52,275	45,652	6,624
Visit friends/relatives	117,369	102,934	14,434
Government/military	6,414	5,201	1,213
Attend school	5,280	3,597	1,683
Sport events	21,421	15,251	6,170
TRIPS TO HAWAII			
First trip	456,484	332,200	124,284
Repeat	824,673	650,505	174,168
Average number of trips	4.77	5.06	3.83
PARTY SIZE			
One person	204,401	169,629	34,772
Two persons	584,566	470,811	113,755
Three or more persons	492,189	342,264	149,926
Average party size	2.11	2.00	2.47
LENGTH OF STAY			
Hawaii County (days)	6.68	7.35	4.47

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Table 7.8-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HAWAII COUNTY: 2004

Subject	Total	Domestic	International
COUNTRY OF ORIGIN			
United States	919,568	904,215	15,353
U.S. West	513,078	504,842	8,236
U.S. East	406,490	399,373	7,117
Japan	214,066	1,079	212,986
Canada	43,213	13,534	29,679
Europe	26,019	24,066	1,953
Oceania	18,292	2,193	16,100
Other Asia	13,074	3,044	10,030
Latin America	2,870	2,682	189
Other	44,054	31,892	12,161

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2004, pp.24, 26, 32, 34-39, and 76.