

Table 7.9-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HILO: 2004

Subject	Total	Domestic	International
ISLANDS VISITED			
Any island			
Oahu	324,924	209,372	115,562
Kauai	155,281	127,403	27,879
Maui	195,478	158,347	37,131
Molokai	17,408	13,660	3,748
Lanai	19,845	15,502	4,343
Hawaii County	481,907	344,992	136,915
Kona	274,804	188,118	86,686
Hilo	481,907	344,992	136,915
TRAVEL METHOD			
Tour group	92,929	48,657	44,272
Package trip	218,981	135,919	83,062
Group tour and package	78,155	40,173	37,983
True independent	248,483	200,588	47,895
ACCOMMODATIONS			
Hotel	321,893	208,292	113,600
Hotel only	205,683	112,712	92,971
Condo	55,350	42,035	13,314
Condo only	24,852	18,226	6,626
Timeshare	25,316	20,515	4,801
Timeshare only	12,762	10,706	2,056
Friends/relatives	63,312	51,450	11,862
Cruise ship	99,267	91,093	8,174
Bed & Breakfast	22,066	19,141	2,925
Rental house	19,802	17,780	2,022
PARTY SIZE			
One person	87,541	67,695	19,847
Two persons	227,034	173,406	53,628
Three or more persons	167,331	103,891	63,440
Average party size	2.03	1.91	2.34
LENGTH OF STAY			
Hilo (days)	3.65	4.14	2.39

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Subject	Total	Domestic	International
TRIPS TO HAWAII			
First trip	214,197	150,809	63,388
Repeat	267,710	194,182	73,527
Average number of trips	3.95	4.02	3.76
PURPOSE OF TRIP			
Pleasure (Net)	406,422	289,528	116,894
Honeymoon	39,914	19,836	20,098
MC & I (Net)	27,120	19,249	7,872
Convention/Conference	17,991	13,717	4,274
Corporate Meetings	3,862	2,806	1,056
Incentive	6,202	3,507	2,695
Other business	20,970	17,261	3,709
Visit friends/relatives	55,256	45,583	9,673
Government/military	3,926	2,927	999
Attend school	3,106	1,823	1,284
Sport events	6,387	3,789	2,598
COUNTRY OF ORIGIN			
United States	327,519	314,194	13,325
Canada	18,161	5,075	13,086
United Kingdom	5,287	4,504	783
Germany	4,146	3,731	416
Switzerland	905	678	227
France	1,106	895	211
Italy	436	359	77
Total Europe	11,880	10,167	1,713
Japan	77,520	314	77,206
Taiwan	2,588	160	2,427
Hong Kong	1,149	84	1,065
China	2,264	903	1,361
Korea	2,427	229	2,198

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Subject	Total	Domestic	International
Singapore	500	69	430
Total Other Asia	8,926	1,445	7,481
Australia	12,712	700	12,012
New Zealand	2,277	112	2,165
Total Oceania	14,989	812	14,177

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2004, pp.77, 81-82.