

Table 7.10-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO KONA: 1996

Subject	Total	Westbound	Eastbound
ISLANDS VISITED			
Any island			
Oahu	531,610	375,750	155,860
Kauai	226,240	220,050	6,190
Maui	320,660	299,250	21,410
Molokai	31,450	31,450	-
Lanai	32,280	32,280	-
Hawaii County	984,830	772,120	212,710
Kona	984,830	772,120	212,710
Hilo	196,310	166,460	29,850
One island only			
Hawaii County	321,470	270,080	51,390
Neighbor island only	453,210	396,370	56,840
TRAVEL METHOD			
Tour group	213,080	92,380	120,700
Package trip	437,160	291,150	146,010
Group tour and package	190,340	74,800	115,540
True independent	524,940	463,390	61,550
ACCOMMODATIONS			
Hotel	674,890	500,430	174,460
Hotel only	574,780	405,700	169,080
Condo	218,280	196,010	22,270
Condo only	161,220	141,140	20,080
Friends/relatives	88,780	78,760	10,020
Cruise ship	44,270	44,090	180
Bed & Breakfast	21,620	19,800	1,820
Apartment	11,900	11,630	270
GENDER AND AGE			
Male	589,310	450,940	138,370
Female	395,520	321,180	74,340
Under 19 years	29,650	17,290	12,360
20 to 29 years	155,790	97,680	58,110
30 to 39 years	221,210	160,750	60,460
40 to 49 years	250,230	195,700	54,530

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Table 7.10-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO KONA: 1996

Subject	Total	Westbound	Eastbound
50 to 59 years	165,830	148,830	17,000
60 & over years	162,150	151,890	10,260
Average age (years)	43.70	45.58	36.71
Median age (years)	NA	46.00	36.00
PURPOSE OF TRIP			
Pleasure (Net)	811,260	623,530	187,730
Honeymoon	71,280	42,930	28,350
Business (Net)	118,080	104,890	13,190
MC&I	88,140	77,830	10,310
Convention/Conference	58,960	51,850	7,110
Corporate Meetings	14,710	13,790	920
Incentive	15,740	13,330	2,410
Other business	30,480	27,600	2,880
Visit friends/relatives	60,130	54,760	5,370
Government/military	8,520	3,780	4,740
Attend school	2,540	2,440	100
TRIPS TO HAWAII			
First trip	386,960	274,320	112,640
Repeat	597,870	497,800	100,070
Average number of trips	4.22	4.65	2.66
PARTY SIZE			
One person	196,410	143,620	52,790
Two persons	495,950	418,230	77,720
Three or more persons	292,470	210,270	82,200
Average party size	1.89	1.90	1.87
Median party size	NA	2.00	2.00
OCCUPATION			
Senior management	111,450	96,420	15,030
Middle management	99,780	72,040	27,740
Sales/marketing	84,640	68,260	16,380
Clerical/admin	48,630	26,180	22,450
Professional	206,040	174,230	31,810

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Table 7.10-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO KONA: 1996

Subject	Total	Westbound	Eastbound
Technical/trade	53,980	37,750	16,230
Labor	20,870	7,550	13,320
Military service	8,400	3,950	4,450
Military dependent	3,560	350	3,210
Student	40,750	28,470	12,280
Self-employed	75,650	61,790	13,860
Retired	133,810	133,050	760
Farming/fishing	7,280	5,570	1,710
Homemaker	37,310	19,140	18,170
LENGTH OF STAY			
Kona (days)	6.00	6.64	3.66
COUNTRY OF ORIGIN			
United States	682,700	656,140	26,560
Canada	58,980	48,680	10,300
United Kingdom	10,040	9,120	920
Sweden	1,180	920	260
Germany	20,050	19,120	930
Switzerland	3,490	3,370	120
Norway	210	210	-
France	2,550	2,550	-
Italy	470	470	-
Other Scandinavia	710	710	-
Other Europe	8,170	7,440	730
Total Europe	46,870	43,910	2,960
Japan	159,220	6,850	152,370
Taiwan	5,680	800	4,880
Malaysia	120	120	-
Thailand	180	180	-
Hong Kong	2,380	830	1,550
China	1,740	1,740	-
Korea	9,800	1,530	8,270

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Table 7.10-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO KONA: 1996

Subject	Total	Westbound	Eastbound
Singapore	1,240	240	1,000
Indonesia	1,450	1,010	440
Philippines	1,130	1,130	-
Other Asia	1,240	1,240	-
Total Asia	184,180	15,670	168,510
Australia	5,020	3,180	1,840
New Zealand	1,940	1,330	610
Other Oceania	2,080	150	1,930
Total Oceania	9,040	4,660	4,380

NA = Not available.

Source: Hawaii Visitors and Convention Bureau, Market Research Department, HVCB 1995 & 1996 Research Report (1997), pp.80-81 and 102-103.