

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 1995-96**

Subject	Number
Total Japanese visitors	2,090,190
Visit status:	
First time	1,142,630
Repeat	947,560
Average number of trips	2.39
Island visited:	
Oahu	1,977,530
Oahu only	1,481,110
Maui County	355,440
Maui island	354,450
Maui only	51,580
Molokai	1,710
Molokai only	80
Lanai	1,620
Lanai only	420
Kauai	99,110
Kauai only	13,660
Hawaii County	210,350
Kona side	159,220
Hilo side	68,780
Hawaii County only	36,440
Neighbor island only	111,080
One island only	1,583,290
Accommodations:	
Hotel	1,846,880
Hotel only	1,828,780
Condo	224,620
Condo only	209,950
Friends/relatives	18,900
Cruise ship	640
Bed & Breakfast	4,490
Apartment	3,620

(Continued on next page)

(Continued from previous page)

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 1995-96**

Subject	Number
Purpose of trip:	
Pleasure	1,984,340
Honeymoon	240,810
Business (Net)	65,750
MC&I	57,080
Convention/Conference	18,540
Corporate meetings	14,770
Incentive	24,080
Other business	8,690
Visit friends/relatives	20,180
Government/military	1,860
Attend school	2,730
Travel method:	
Tour group	1,580,080
Package trip	1,872,380
Group tour and package	1,547,910
True independent	185,650
Party size:	
One person	695,270
Two persons	692,570
Three or more persons	702,360
Average party size	1.72
Median party size	NA
Length of stay (days):	
L.O.S. State	5.76
Oahu LOS	5.30
Maui LOS	3.30
Kauai LOS	3.11
Big Island LOS	3.37
Kona side LOS	3.64
Hilo side LOS	1.91
Molokai LOS	4.72
Lanai LOS	6.43

(Continued on next page)

(Continued from previous page)

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 1995-96**

Subject	Number
Occupation:	
Senior management	109,560
Middle management	188,830
Sales/marketing	195,670
Clerical/admin	345,470
Professional	182,410
Technical/trade	163,710
Labor	208,390
Military service	6,610
Military dependent	1,720
Student	217,300
Self-employed	127,620
Retired	17,340
Farming/fishing	11,100
Homemaker	162,760
Party head:	
Sex	
Male	1,121,170
Female	969,020
Age	
19 and under years	96,940
20-29 years	996,890
30-39 years	495,830
40-49 years	321,070
50-59 years	120,680
60 years and over	58,790
Average age (years)	32.84
Median age (years)	NA
Daily census (persons)	47,170

NA = Not available.

Source: Hawaii Visitors and Convention Bureau, Market Research Department, HVCB 1995 & 1996 Research Report (1997), pp.48-49.