

Table 7.8-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HAWAII COUNTY: 1996

Subject	Total	Westbound	Eastbound
ISLANDS VISITED			
Any island			
Oahu	657,760	442,840	214,920
Kauai	269,350	247,770	21,580
Maui	380,450	341,000	39,450
Molokai	36,720	36,520	200
Lanai	37,070	37,070	-
Hawaii County	1,165,300	882,940	282,360
Kona	984,730	772,020	212,710
Hilo	376,780	277,280	99,500
One island only			
Hawaii County	358,440	297,710	60,730
Neighbor island only	507,560	440,110	67,450
TRAVEL METHOD			
Tour group	267,820	104,670	163,150
Package trip	523,850	325,030	198,820
Group tour and package	240,860	84,240	156,620
True independent	614,500	537,480	77,020
ACCOMMODATIONS			
Hotel	802,560	565,380	237,180
Hotel only	688,410	457,840	230,570
Condo	242,020	213,320	28,700
Condo only	178,120	152,620	25,500
Friends/relatives	115,460	104,120	11,340
Cruise ship	47,440	47,260	180
Bed & Breakfast	25,520	23,540	1,980
Apartment	14,450	14,180	270
GENDER AND AGE			
Male	696,170	511,390	492,970
Female	469,140	371,560	97,580
Under 19 years	35,020	20,000	15,020
20 to 29 years	193,140	114,180	78,960
30 to 39 years	262,040	183,150	78,890
40 to 49 years	289,960	221,810	68,150

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Subject	Total	Westbound	Eastbound
50 to 59 years	197,480	169,910	27,570
60 & over years	187,680	173,900	13,780
Average age (years)	43.5	45.58	36.97
Median age (years)	NA	46.00	36.00
PURPOSE OF TRIP			
Pleasure (Net)	953,750	700,900	252,850
Honeymoon	81,770	47,600	34,170
Business (Net)	135,230	119,320	15,910
MC&I	96,710	84,660	12,050
Convention/Conference	64,320	56,570	7,750
Corporate Meetings	16,550	15,170	1,380
Incentive	17,200	14,150	3,050
Other business	39,270	35,410	3,860
Visit friends/relatives	78,950	73,070	5,880
Government/military	10,050	5,310	4,740
Attend school	3,530	3,350	180
TRIPS TO HAWAII			
First trip	469,710	317,950	151,760
Repeat	695,590	564,990	130,610
Average number of trips	4.16	4.68	2.52
PARTY SIZE			
One person	246,090	173,510	72,580
Two persons	575,980	471,080	104,900
Three or more persons	343,240	238,350	104,890
Average party size	1.87	1.88	1.84
Median party size	NA	2.00	2.00
OCCUPATION			
Senior management	124,460	106,100	18,360
Middle management	123,770	82,120	41,650
Sales/marketing	99,270	75,800	23,470
Clerical/admin	63,440	30,530	32,910
Professional	236,440	199,900	36,540

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Subject	Total	Westbound	Eastbound
Technical/trade	64,530	43,950	20,580
Labor	28,620	9,240	19,380
Military service	11,660	5,280	6,380
Military dependent	3,680	470	3,210
Student	50,660	34,300	16,360
Self-employed	87,150	69,910	17,240
Retired	154,880	152,700	2,180
Farming/Fishing	8,070	6,230	1,840
Homemaker	43,840	21,990	21,850
LENGTH OF STAY			
Hawaii County (days)	6.38	7.32	3.42
COUNTRY OF ORIGIN			
United States	782,600	747,070	35,530
Pacific region	336,100	336,100	-
Alaska	8,780	8,780	-
California	252,630	252,630	-
Oregon	26,260	26,260	-
Washington	48,430	48,430	-
Mountain region	69,230	69,230	-
West north central region	31,070	31,070	-
West south central region	41,890	41,890	-
East north central region	88,610	88,610	-
East south central region	17,220	17,220	-
New England region	24,880	24,880	-
Mid Atlantic region	57,170	57,170	-
South Atlantic region	72,240	72,240	-
Canada	71,280	56,640	14,640
United Kingdom	12,170	10,730	1,440
Sweden	1,380	1,120	260
Germany	22,790	21,860	930
Switzerland	3,980	3,860	120
Norway	210	210	-
France	3,000	3,000	-
Italy	560	560	-
Other Scandinavia	790	790	-

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Subject	Total	Westbound	Eastbound
Other Europe	9,090	8,360	730
Total Europe	53,970	50,490	3,480
Japan	210,350	8,350	202,000
Taiwan	5,910	1,030	4,880
Malaysia	140	140	-
Thailand	220	220	-
Hong Kong	3,900	1,000	2,900
China	2,440	2,150	290
Korea	14,440	2,090	12,350
Singapore	1,270	270	1,000
Indonesia	1,640	1,180	460
Philippines	1,530	1,530	-
Other Asia	1,470	1,470	-
Total Asia	243,310	19,430	223,880
Australia	5,800	3,960	1,840
New Zealand	2,140	1,530	610
Other Oceania	2,160	230	1,930
Total Oceania	10,100	5,720	4,380

Source: Hawaii Visitors and Convention Bureau, Market Research Department, HVCB 1995 & 1996 Research Report (1997), pp.74, 80-81 and 100-101.