

Table 7.9-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HILO: 1996

Subject	Total	Westbound	Eastbound
ISLANDS VISITED			
Any island			
Oahu	263,750	187,760	75,990
Kauai	135,500	118,120	17,380
Maui	165,450	144,610	20,840
Molokai	25,640	25,440	200
Lanai	24,090	24,090	-
Hawaii County	376,780	277,280	99,500
Kona	196,310	166,460	29,850
Hilo	376,780	277,280	99,500
One island only			
Hawaii County	80,140	57,890	22,250
Neighbor island only	113,030	89,520	23,510
TRAVEL METHOD			
Tour group	101,320	44,370	59,950
Package trip	178,680	106,930	71,750
Group tour and package	90,530	36,930	53,600
True independent	187,300	162,900	24,400
ACCOMMODATIONS			
Hotel	250,570	168,660	81,910
Hotel only	198,230	118,070	80,160
Condo	57,890	44,120	13,770
Condo only	39,710	27,160	12,550
Friends/relatives	48,800	45,810	2,990
Cruise ship	40,820	40,820	-
Bed & Breakfast	14,000	13,610	390
Apartment	5,470	5,470	-
GENDER AND AGE			
Male	225,540	155,830	69,710
Female	151,230	121,440	29,790
Under 19 years	12,110	6,260	5,850
20 to 29 years	62,990	36,420	26,570
30 to 39 years	80,780	54,140	26,640
40 to 49 years	88,600	64,230	24,370

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Table 7.9-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HILO: 1996

Subject	Total	Westbound	Eastbound
50 to 59 years	64,860	52,620	12,240
60 & over years	67,450	63,610	3,840
Average age (years)	43.90	46.23	37.22
Median age (years)	NA	47.00	37.00
PURPOSE OF TRIP			
Pleasure (Net)	306,730	216,980	89,750
Honeymoon	24,170	13,230	10,940
Business (Net)	32,530	28,810	3,720
MC&I	17,940	15,200	2,740
Convention/Conference	11,330	10,560	770
Corporate Meetings	3,100	2,570	530
Incentive	3,710	2,270	1,440
Other business	14,910	13,930	980
Visit friends/relatives	33,790	32,900	890
Government/military	4,640	2,670	1,970
Attend school	1,510	1,430	80
TRIPS TO HAWAII			
First trip	176,610	120,870	55,740
Repeat	200,170	156,410	43,760
Average number of trips	3.58	4.07	2.20
PARTY SIZE			
One person	93,780	64,270	29,510
Two persons	179,530	145,160	34,370
Three or more persons	103,470	67,850	35,620
Average party size	1.79	1.80	1.76
Median party size	NA	2.00	2.00
OCCUPATION			
Senior management	27,720	23,400	4,320
Middle management	43,590	25,730	17,860
Sales/marketing	27,370	18,310	9,060
Clerical/admin	22,820	10,340	12,480
Professional	74,990	63,300	11,690

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Table 7.9-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HILO: 1996

Subject	Total	Westbound	Eastbound
Technical/trade	22,640	14,510	8,130
Labor	11,060	3,470	7,590
Military service	5,860	2,590	3,270
Military dependent	440	240	200
Student	18,010	12,210	5,800
Self-employed	23,060	18,790	4,270
Retired	61,860	60,440	1,420
Farming/fishing	2,030	1,850	180
Homemaker	12,400	6,720	5,680
LENGTH OF STAY			
Hilo (days)	4.25	5.10	1.87
COUNTRY OF ORIGIN			
United States	246,250	232,250	14,000
Canada	22,160	17,820	4,340
United Kingdom	3,850	3,330	520
Sweden	470	470	-
Germany	7,890	7,890	-
Switzerland	1,410	1,410	-
Norway	30	30	-
France	1,030	1,030	-
Italy	190	190	-
Other Scandinavia	260	260	-
Other Europe	2,590	2,590	-
Total Europe	17,720	17,200	520
Japan	68,780	2,680	66,100
Taiwan	4,890	430	4,460
Malaysia	70	70	-
Thailand	130	130	-
Hong Kong	1,770	370	1,400
China	1,110	820	290
Korea	4,950	870	4,080

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Table 7.9-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HILO: 1996

Subject	Total	Westbound	Eastbound
Singapore	160	80	80
Indonesia	440	420	20
Philippines	670	670	-
Other Asia	490	490	-
Total Asia	83,460	7,030	76,430
Australia	3,100	1,260	1,840
New Zealand	430	430	-
Other Oceania	2,040	110	1,930
Total Oceania	5,570	1,800	3,770

NA = Not available.

Source: Hawaii Visitors and Convention Bureau, Market Research Department, HVCB 1995 & 1996 Research Report (1997), pp.80-81 and 104-105.5