

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 1998**

Subject	Number
Total Japanese visitors	2,008,500
Visit status:	
First time	928,720
Repeat	1,079,780
Average number of trips	3.02
Island visited:	
Oahu	1,960,910
Oahu only	1,411,870
Maui County	326,230
Maui island	325,530
Maui only	22,910
Molokai	2,710
Molokai only	240
Lanai	4,830
Lanai only	450
Kauai	108,210
Kauai only	4,760
Hawaii County	262,140
Kona side	214,960
Hilo side	61,980
Hawaii County only	12,230
Neighbor island only	47,590
One island only	1,452,460
Accommodations:	
Hotel	1,765,700
Hotel only	1,725,420
Condo	225,870
Condo only	193,670
Friends/relatives	23,600
Cruise ship	2,840
Bed & Breakfast	5,310
Apartment	6,060

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Subject	Number
Purpose of trip:	
Pleasure	1,861,870
Honeymoon	306,280
MC&I (Net)	66,680
Convention/Conference	23,100
Corporate meetings	12,400
Incentive	32,060
Other business	8,710
Visit friends/relatives	27,560
Government/military	2,020
Attend school	2,780
Travel method:	
Tour group	1,196,930
Package trip	1,287,770
Group tour and package	879,510
True independent	403,030
Party size:	
One person	279,850
Two persons	684,050
Three or more persons	1,044,600
Average party size	2.33
Length of stay (days):	
L.O.S. State	5.67
Oahu LOS	4.29
Maui LOS	3.86
Kauai LOS	3.90
Big Island LOS	3.79
Kona side LOS	3.66
Hilo side LOS	3.31
Molokai LOS	4.93
Lanai LOS	3.62

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**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
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Subject	Number
Occupation:	
Senior management	176,130
Middle management	258,750
Sales/marketing	157,870
Clerical/admin	249,910
Professional	157,500
Technical/trade	183,010
Labor	204,650
Military service	5,770
Military dependent	2,440
Student	122,710
Self-employed	189,190
Retired	25,080
Farming/fishing	11,220
Homemaker	131,160
Party head:	
Sex	
Male	1,438,910
Female	569,590
Age	
Average age (years)	30.48
Daily census (persons)	40,160

NA = Not available.

Source: Hawaii Visitors and Convention Bureau, Market Trends Department, 1998 Annual Research Report (1999), pp.20, 43-44.