

Table 7.8-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HAWAII COUNTY: 1998

Subject	Total	Westbound	Eastbound
ISLANDS VISITED			
Any island			
Oahu	725,350	437,320	288,030
Kauai	294,320	246,590	47,730
Maui	420,150	343,300	76,850
Molokai	36,400	32,820	3,580
Lanai	40,190	36,290	3,900
Hawaii County	1,270,620	961,420	309,200
Kona	1,083,410	840,220	243,190
Hilo	388,840	301,710	87,130
One island only			
Hawaii County	383,490	368,390	15,100
Neighbor island only	545,270	524,100	21,170
TRAVEL METHOD			
Tour group	274,950	121,800	153,150
Package trip	522,060	359,770	162,290
Group tour and package	211,220	99,490	111,730
True independent	684,660	579,170	105,490
ACCOMMODATIONS			
Hotel	860,370	597,090	263,280
Hotel only	731,330	485,520	245,810
Condo	271,910	241,060	30,850
Condo only	197,850	177,920	19,930
Friends/relatives	118,320	107,060	11,260
Cruise ship	58,850	58,070	780
Bed & Breakfast	38,090	28,000	10,090
Apartment	14,440	13,960	480
GENDER AND AGE			
Male	748,390	505,640	242,750
Female	522,230	455,780	66,450
Average age (years)	43.26	46.08	34.51

(Continued on next page)

(Continued from previous page)

Table 7.8-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HAWAII COUNTY: 1998

Subject	Total	Westbound	Eastbound
PURPOSE OF TRIP			
Pleasure (Net)	1,031,680	746,900	284,780
Honeymoon	97,420	48,540	48,880
MC&I (Net)	118,920	109,050	9,870
Convention/Conference	71,620	67,530	4,090
Corporate Meetings	22,220	21,180	1,040
Incentive	27,770	22,540	5,230
Other business	39,000	37,790	1,210
Visit friends/relatives	80,720	73,020	7,700
Government/military	7,300	6,690	610
Attend school	3,880	3,530	350
TRIPS TO HAWAII			
First trip	478,100	334,590	133,510
Repeat	792,520	616,830	175,690
Average number of trips	4.24	4.60	3.13
PARTY SIZE			
One person	224,340	191,720	32,620
Two persons	623,560	498,190	125,370
Three or more persons	422,720	271,510	151,210
Average party size	1.98	1.88	2.38
OCCUPATION			
Senior management	157,100	118,820	38,280
Middle management	129,210	89,430	39,780
Sales/marketing	115,050	90,430	24,620
Clerical/admin	62,750	31,830	30,920
Professional	257,870	219,170	38,700
Technical/trade	68,790	45,320	23,470
Labor	29,660	8,880	20,780
Military service	10,690	6,330	4,360
Military dependent	1,430	690	740

(Continued on next page)

(Continued from previous page)

Table 7.8-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HAWAII COUNTY: 1998

Subject	Total	Westbound	Eastbound
Student	49,800	36,060	13,740
Self-employed	102,160	74,440	27,720
Retired	171,690	162,450	9,240
Farming/Fishing	6,220	5,150	1,070
Homemaker	41,950	23,980	17,970
LENGTH OF STAY			
Hawaii County (days)	6.99	7.77	4.56
COUNTRY OF ORIGIN			
United States	852,090	823,990	28,100
Pacific region	358,030	358,030	-
Alaska	9,820	9,820	-
California	259,480	259,480	-
Oregon	31,110	31,110	-
Washington	57,620	57,620	-
Mountain region	79,330	79,330	-
West north central region	42,580	42,580	-
West south central region	47,630	47,630	-
East north central region	94,890	94,890	-
East south central region	17,830	17,830	-
New England region	25,100	25,100	-
Mid Atlantic region	60,610	60,610	-
South Atlantic region	75,870	75,870	-
Canada	63,210	61,560	1,650
United Kingdom	15,890	13,580	2,310
Sweden	1,180	1,180	-
Germany	21,180	17,430	3,750
Switzerland	3,700	3,700	-
Norway	290	290	-
France	3,650	3,020	630
Italy	890	890	-
Other Scandinavia	640	640	-

(Continued on next page)

(Continued from previous page)

Table 7.8-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HAWAII COUNTY: 1998

Subject	Total	Westbound	Eastbound
Other Europe	9,790	9,130	660
Total Europe	57,220	49,870	7,350
Japan	262,140	6,740	255,400
Taiwan	7,110	1,140	5,970
Malaysia	510	60	450
Thailand	810	60	750
Hong Kong	2,680	780	1,900
China	4,200	3,040	1,160
Korea	2,400	780	1,620
Singapore	1,850	150	1,700
Indonesia	330	330	-
Philippines	880	880	-
Other Asia	1,790	1,790	-
Total Asia	284,710	15,760	268,950
Australia	4,520	2,610	1,910
New Zealand	1,530	1,530	-
Other Oceania	1,940	690	1,250
Total Oceania	7,990	4,830	3,160

Source: Hawaii Visitors and Convention Bureau, Market Trends Department, 1998 Annual Research Report (1999), pp.67-68 and 87-88.