

**Table 7.9-- SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO HILO: 1998**

Subject	Total	Westbound	Eastbound
<b>ISLANDS VISITED</b>			
Any island			
Oahu	274,700	196,050	78,650
Kauai	155,070	124,360	30,710
Maui	194,420	152,420	42,000
Molokai	25,960	23,630	2,330
Lanai	26,300	23,130	3,170
Hawaii County	388,840	301,710	87,130
Kona	201,630	180,510	21,120
Hilo	388,840	301,710	87,130
One island only			
Hawaii County	77,730	70,930	6,800
Neighbor island only	114,140	105,660	8,480
<b>TRAVEL METHOD</b>			
Tour group	98,260	53,380	44,880
Package trip	168,280	124,810	43,470
Group tour and package	81,100	45,870	35,230
True independent	203,320	169,320	34,000
<b>ACCOMMODATIONS</b>			
Hotel	245,530	178,760	66,770
Hotel only	186,280	126,480	59,800
Condo	55,730	49,130	6,600
Condo only	35,450	30,300	5,150
Friends/relatives	53,410	45,710	7,700
Cruise ship	50,380	49,880	500
Bed & Breakfast	21,980	16,330	5,650
Apartment	5,470	5,370	100
<b>GENDER AND AGE</b>			
Male	220,140	152,900	67,240
Female	168,700	148,810	19,890
Average age (years)	44.78	47.28	36.12

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<b>Subject</b>	<b>Total</b>	<b>Westbound</b>	<b>Eastbound</b>
<b>PURPOSE OF TRIP</b>			
Pleasure (Net)	312,480	235,830	76,650
Honeymoon	24,350	14,660	9,690
MC & I (Net)	20,280	18,320	1,960
Convention/Conference	13,090	11,820	1,270
Corporate Meetings	3,780	3,450	330
Incentive	4,250	3,610	640
Other business	15,290	14,960	330
Visit friends/relatives	37,150	31,500	5,650
Government/military	3,960	3,480	480
Attend school	2,110	1,760	350
<b>TRIPS TO HAWAII</b>			
First trip	177,840	131,930	45,910
Repeat	211,000	169,780	41,220
Average number of trips	3.79	4.03	2.97
<b>PARTY SIZE</b>			
One person	81,290	69,680	11,610
Two persons	194,110	156,700	37,410
Three or more persons	113,440	75,330	38,110
Average party size	1.88	1.80	2.21
<b>OCCUPATION</b>			
Senior management	34,010	25,020	8,990
Middle management	36,290	27,060	9,230
Sales/marketing	31,330	21,260	10,070
Clerical/admin	18,070	11,360	6,710
Professional	80,060	70,000	10,060
Technical/trade	20,010	15,530	4,480
Labor	6,620	3,520	3,100
Military service	6,000	3,040	2,960
Military dependent	960	330	630

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<b>Subject</b>	<b>Total</b>	<b>Westbound</b>	<b>Eastbound</b>
Student	19,880	13,050	6,830
Self-employed	27,950	20,600	7,350
Retired	70,210	65,940	4,270
Farming/fishing	2,570	1,800	770
Homemaker	11,650	6,250	5,400
<b>LENGTH OF STAY</b>			
Hilo (days)	4.47	4.71	3.64
<b>COUNTRY OF ORIGIN</b>			
United States	268,070	254,240	13,830
Canada	21,400	21,170	230
United Kingdom	5,120	4,610	510
Sweden	280	280	-
Germany	10,280	6,530	3,750
Switzerland	1,270	1,270	-
Norway	110	110	-
France	1,460	830	630
Italy	350	350	-
Other Scandinavia	220	220	-
Other Europe	3,010	3,010	-
Total Europe	22,100	17,210	4,890
Japan	61,980	2,200	59,780
Taiwan	2,780	390	2,390
Malaysia	510	60	450
Thailand	780	30	750
Hong Kong	1,030	310	720
China	1,220	1,220	-
Korea	900	240	660

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<b>Subject</b>	<b>Total</b>	<b>Westbound</b>	<b>Eastbound</b>
Singapore	290	40	250
Indonesia	110	110	-
Philippines	350	350	-
Other Asia	590	590	-
<b>Total Asia</b>	<b>70,530</b>	<b>5,530</b>	<b>65,000</b>
Australia	2,810	900	1,910
New Zealand	520	520	-
Other Oceania	1,570	320	1,250
<b>Total Oceania</b>	<b>4,900</b>	<b>1740</b>	<b>3,160</b>

NA = Not available.

Source: Hawaii Visitors and Convention Bureau, Market Trends Department, 1998 Annual Research Report (1999), pp.67-68 and 91-92.