

**Table 7.8-- SUMMARY CHARACTERISTICS OF DOMESTIC AND
INTERNATIONAL VISITORS TO
HAWAII COUNTY: 2008**

Subject	Total	Domestic	International
ISLANDS VISITED			
Any island			
Oahu	623,979	394,492	229,487
Kauai	249,280	208,735	40,545
Maui	339,618	276,578	63,040
Molokai	26,962	16,593	10,369
Lanai	29,251	19,481	9,770
Hawaii County	1,321,277	1,026,048	295,229
Kona	1,100,555	879,360	221,195
Hilo	503,449	366,896	136,553
One island only			
Hawaii County	564,978	508,946	56,032
TRAVEL METHOD			
Tour group	145,552	66,371	79,181
Package trip	433,085	254,399	178,686
Group tour and package	117,740	48,820	68,920
True independent	860,379	754,098	106,281
ACCOMMODATIONS			
Hotel	798,800	560,437	238,363
Hotel only	575,096	370,040	205,056
Condo	241,480	201,978	39,502
Condo only	154,143	128,463	25,680
Timeshare	143,171	132,138	11,033
Timeshare only	95,288	88,259	7,029
Friends/relatives	141,796	129,760	12,036
Cruise ship	126,940	111,622	15,318
Bed & Breakfast	37,805	33,138	4,667
Rental house	82,941	75,608	7,333

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Table 7.8-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HAWAII COUNTY: 2008

Subject	Total	Domestic	International
PURPOSE OF TRIP			
Pleasure (Net)	1,105,386	850,814	254,572
Honeymoon	76,246	42,920	33,326
MC&I (Net)	101,511	85,608	15,903
Convention/Conference	64,039	57,162	6,877
Corporate Meetings	19,691	16,798	2,893
Incentive	21,404	14,994	6,410
Other business	49,052	44,237	4,815
Visit friends/relatives	124,356	111,901	12,455
Government/military	8,375	5,859	2,516
Attend school	5,750	3,559	2,191
Sport events	22,996	15,269	7,727
TRIPS TO HAWAII			
First trip	473,714	335,513	138,201
Repeat	847,563	690,535	157,028
Average number of trips	4.90	5.34	3.38
PARTY SIZE			
One person	205,663	181,860	23,803
Two persons	609,339	485,053	124,286
Three or more persons	506,275	359,135	147,140
Average party size	2.12	1.99	2.56
LENGTH OF STAY			
Hawaii County (days)	6.88	7.64	4.25

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Table 7.8-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HAWAII COUNTY: 2008

Subject	Total	Domestic	International
COUNTRY OF ORIGIN			
United States	929,100	915,118	13,982
U.S. West	526,192	519,926	6,266
U.S. East	402,908	395,192	7,716
Japan	174,701	728	173,973
Canada	73,060	32,858	40,202
Europe	31,748	29,127	2,621
Oceania	25,674	3,362	22,312
Other Asia	17,726	3,395	14,331
Latin America	4,054	3,978	76
Other	65,214	37,482	27,732

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report (annual).