

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitor respondents]

| Characteristic | U.S. total | U.S. West 1/ | U.S. East 2/ | Japan |
|--|------------|--------------|--------------|-------|
| Visitors income 3/ | | | | |
| Under \$15,000 | 1.3 | 1.2 | 1.4 | 3.6 |
| \$15,000-\$29,999 | 3.7 | 3.6 | 3.8 | 10.3 |
| \$30,000-\$49,999 | 11.4 | 11.8 | 10.8 | 22.8 |
| \$50,000-\$99,999 | 33.0 | 32.5 | 34.0 | 37.7 |
| \$100,000 or more | 50.5 | 50.9 | 49.9 | 25.7 |
| Education attainment | | | | |
| Less than high school graduate | 0.3 | 0.4 | 0.2 | 2.3 |
| High school graduate | 24.4 | 24.7 | 23.9 | 33.0 |
| Associates degree (2-year) | 9.6 | 10.1 | 8.8 | 16.2 |
| Bachelor's degree (4-year) | 34.1 | 33.8 | 34.7 | 36.0 |
| Post graduate degree | 29.1 | 28.4 | 30.2 | 3.6 |
| Vocational / technical degree | 2.5 | 2.7 | 2.1 | 8.8 |
| Employment status | | | | |
| Working | 75.6 | 74.3 | 77.6 | 63.0 |
| Retired | 14.8 | 15.2 | 14.1 | 7.0 |
| Student | 2.4 | 2.5 | 2.2 | 1.6 |
| Homemaker | 5.6 | 6.1 | 4.6 | 21.6 |
| Other | 1.7 | 1.8 | 1.5 | 6.7 |
| Primary purpose of trip | | | | |
| Vacation | 65.2 | 67.2 | 61.9 | 64.7 |
| Attend a business meeting / conduct business | 6.5 | 6.6 | 6.5 | 0.9 |
| Attend a convention / conference / seminar | 3.3 | 2.6 | 4.5 | 0.8 |
| Incentive / reward | 1.4 | 1.0 | 2.1 | 2.1 |
| Visit friends / relatives | 9.8 | 9.9 | 9.8 | 2.3 |
| Get married | 0.7 | 0.8 | 0.5 | 2.4 |
| Attend / participate in wedding | 3.3 | 3.3 | 3.4 | 7.2 |
| Honeymoon | 2.7 | 1.6 | 4.6 | 8.5 |
| Anniversary / birthday | 3.6 | 3.3 | 4.2 | 2.0 |
| Attend / participate in a sporting event | 1.2 | 1.3 | 0.9 | 3.0 |
| Attend / participate in a cultural event | 0.4 | 0.3 | 0.4 | 1.0 |
| Medical treatment | 0.0 | 0.0 | 0.0 | 0.1 |
| Shopping / fashion | 0.0 | 0.0 | 0.0 | 2.8 |
| Other | 1.8 | 2.1 | 1.3 | 2.1 |

Continued on next page.

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007 - Con.

| Characteristic | U.S. total | U.S. West 1/ | U.S. East 2/ | Japan |
|--|------------|--------------|--------------|-------|
| Secondary purpose of trip | | | | |
| Vacation | 40.6 | 38.0 | 44.8 | 23.4 |
| Attend a business meeting / conduct business | 4.0 | 4.1 | 4.0 | 0.9 |
| Attend a convention / conference / seminar | 2.0 | 2.1 | 1.8 | 0.9 |
| Incentive / reward | 3.4 | 3.3 | 3.8 | 1.6 |
| Visit friends / relatives | 22.5 | 24.6 | 18.9 | 4.7 |
| Get married | 0.2 | 0.2 | 0.3 | 0.9 |
| Attend / participate in wedding | 1.7 | 1.9 | 1.3 | 3.0 |
| Honeymoon | 1.4 | 1.3 | 1.7 | 3.9 |
| Anniversary / birthday | 12.8 | 11.7 | 14.8 | 4.8 |
| Attend / participate in a sporting event | 2.9 | 3.8 | 1.5 | 3.2 |
| Attend / participate in a cultural event | 1.5 | 1.3 | 1.7 | 2.1 |
| Medical treatment | 0.4 | 0.5 | 0.1 | 0.5 |
| Shopping / fashion | 2.4 | 2.8 | 1.7 | 46.9 |
| Other | 4.2 | 4.4 | 3.7 | 3.1 |

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

3/ For Japanese visitors' income, "Under 1,500,000 Japanese Yen" in place of "Under \$15,000," "1,500,000-2,999,999 Japanese Yen" in place of "\$15,000-\$29,999" etc.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.