

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2011**

[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	1.2	1.0	1.6	3.8
\$15,000-\$24,999	1.6	1.6	1.7	5.2
\$25,000-\$29,999	2.5	2.8	2.0	6.1
\$30,000-\$34,999	2.1	2.5	1.5	5.6
\$35,000-\$39,999	2.1	2.2	1.9	6.8
\$40,000-\$44,999	2.5	2.4	2.8	5.9
\$45,000-\$49,999	3.4	3.5	3.3	6.7
\$50,000-\$69,999	11.5	11.0	12.4	17.0
\$70,000-\$99,999	19.0	19.6	17.9	20.1
\$100,000-\$124,999	18.3	18.0	18.9	9.7
\$125,000-\$149,999	9.6	8.9	10.9	4.6
\$150,000-\$199,999	11.4	12.7	9.1	4.3
\$200,000 or more	14.6	13.7	16.1	4.1
Education attainment				
Less than high school graduate	0.5	0.6	0.4	1.8
High school graduate	23.1	23.2	23.1	31.7
Associates degree (2-year)	9.3	9.1	9.6	15.8
Bachelor's degree (4-year)	33.7	35.0	31.5	38.1
Post graduate degree	30.9	29.6	33.1	3.7
Vocational / technical degree	2.5	2.5	2.3	8.8
Primary purpose of trip				
Vacation	65.8	69.2	59.5	63.0
Business meeting / conduct business	5.1	4.5	6.3	0.9
Convention / conference / seminar	2.8	1.7	4.7	0.5
Incentive / reward	1.0	0.9	1.2	1.3
Visit friends / relatives	10.5	10.5	10.7	2.6
Get married	1.0	1.0	1.0	2.2
Attend / participate in wedding	2.9	3.0	2.7	8.9
Honeymoon	2.9	2.2	4.2	8.4
Anniversary / birthday	4.1	3.2	5.6	1.3
Sporting event	0.6	0.6	0.5	2.0
Cultural/musical event	0.4	0.4	0.4	0.9
Medical treatment	0.1	0.2	0.0	0.1
Shopping / fashion	0.0	0.0	0.0	3.6
Other	2.8	2.6	3.2	4.4

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: 2011 - Con.

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip				
Vacation	43.2	39.9	48.9	21.0
Business meeting / conduct business	4.5	4.9	3.9	1.0
Convention / conference / seminar	1.0	1.1	0.7	0.3
Incentive / reward	2.7	2.4	3.2	1.0
Visit friends / relatives	18.3	20.0	15.2	3.6
Get married	0.1	0.1	0.1	0.9
Attend / participate in wedding	1.4	1.6	0.9	2.5
Honeymoon	1.9	2.0	1.7	3.7
Anniversary / birthday	14.0	13.7	14.4	4.6
Sporting event	1.3	1.6	0.6	2.3
Cultural/musical event	1.6	1.9	1.2	1.5
Medical treatment	0.0	0.1	0.0	0.3
Shopping / fashion	1.6	1.6	1.6	49.9
Other	8.5	9.0	7.5	7.3
Employment status				
Working	66.1	64.1	69.7	58.9
Retired	23.9	25.1	21.6	11.5
Student	2.2	2.4	1.7	1.6
Homemaker	5.0	5.3	4.5	21.0
Other	2.9	3.1	2.5	7.1
Gender and median age				
Male	41.2	39.8	43.8	44.3
Female	58.8	60.2	56.2	55.7
Median age	54.0	54.0	53.0	49.0

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 Tourism Authority, *Tourism Research, 2011 Visitor Satisfaction and Activity Report*
 <[http://www.hawaiiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaiiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf)> accessed April 12, 2013 and records.