

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2013**

[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
Visitation status				
First timers	26.8	18.7	42.1	40.3
Repeat visitors	73.2	81.3	57.9	59.7
Gender and median age				
Male	47.4	46.5	49.1	51.1
Female	52.6	53.5	50.9	48.9
Median age	52.0	52.0	53.0	50.0
Lifestyle / lifestage segments				
Wedding / honeymoon	2.3	1.9	3.2	9.3
Family	21.2	23.8	16.4	16.8
Young	11.7	11.4	12.4	12.9
Middle age	29.0	27.3	32.4	24.6
Seniors	35.6	35.6	35.7	36.5
Primary purpose of trip				
Vacation	65.1	66.5	62.3	66.4
Business meeting / conduct business	5.4	5.3	5.5	0.8
Convention / conference / seminar	3.1	2.4	4.3	0.3
Incentive / reward	1.2	1.1	1.3	0.9
Visit friends / relatives	9.1	8.5	10.4	1.8
Get married	0.7	0.8	0.4	1.9
Attend / participate in wedding	2.9	3.0	2.6	8.5
Honeymoon	1.7	1.0	3.0	8.9
Anniversary / birthday	4.6	4.4	4.9	1.8
Cultural / historical / musical event	0.4	0.4	0.5	0.6
Sports event	0.7	0.9	0.3	3.2
Medical treatment	0.0	0.0	0.0	0.0
Shopping / fashion	0.0	0.0	0.1	1.4
Education / visit schools	0.4	0.5	0.1	0.5
Family gathering / reunion	2.0	2.3	1.5	1.1
Real estate purchase / viewing	0.5	0.6	0.3	0.1
Other	2.3	2.2	2.5	1.7

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: 2013--Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
Some high school	0.4	0.4	0.4	1.6
High school grad	5.5	4.8	7.0	26.9
Some college	14.2	14.3	13.9	5.5
Vocational / technical	4.0	4.1	3.9	9.5
2-year degree	7.6	8.1	6.6	9.8
4-year degree	36.4	37.7	33.8	41.5
Post grad degree	31.9	30.6	34.4	5.3
Employment status				
Self-employed	16.4	18.0	13.3	12.3
Employed, working for someone else	54.5	52.1	59.0	13.0
Retired	21.8	21.8	21.8	17.4
Student	2.1	2.1	2.2	6.9
Homemaker	3.7	4.3	2.5	14.3
Other	1.5	1.6	1.2	36.0
Visitors income				
Up to \$40,000	6.8	7.2	5.9	15.1
\$40,000 to \$50,000	3.9	4.0	3.9	12.9
\$50,000 to \$60,000	6.4	6.3	6.7	11.4
\$60,000 to \$70,000	5.2	4.5	6.6	9.2
\$70,000 to \$80,000	5.9	5.9	6.1	9.3
\$80,000 to \$90,000	6.6	6.5	6.8	8.5
\$90,000 to \$100,000	6.0	6.0	6.0	9.6
\$100,000 to \$125,000	16.3	16.1	16.6	21.8
\$125,000 to \$150,000	9.5	9.4	9.7	0.8
\$150,000 to \$175,000	7.6	7.5	7.6	0.4
\$175,000 to \$200,000	5.0	5.0	5.0	0.3
\$200,000 to \$250,000	6.4	6.2	6.9	0.4
\$250,000 or more	14.4	15.4	12.3	0.4

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2013 Visitor Satisfaction and Activity Report*  
 <<http://www.hawaii tourism authority.org/research/reports/visitor-satisfaction/>> accessed July 15, 2015.