

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014

[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	26.5	18.8	41.2	41.5
Repeat visitors	73.5	81.2	58.8	58.5
Gender				
Male	49.1	47.9	51.6	48.9
Female	50.9	52.1	48.4	51.1
Age				
Median (years)	53.0	53.0	54.0	49.0
Lifestyle / lifestage segments				
Wedding / honeymoon	5.0	3.9	7.1	13.2
Family	24.3	27.0	19.1	15.4
Young	10.1	10.1	10.1	12.3
Middle age	22.8	22.6	23.2	23.1
Seniors	37.8	36.4	40.5	36.0
Primary purpose of trip				
Vacation	62.4	64.4	58.5	64.1
Business meeting / conduct business	6.4	6.2	6.7	1.0
Convention / conference / seminar	2.3	1.7	3.6	0.7
Incentive / reward	0.9	0.6	1.6	1.0
Visit friends / relatives	10.2	9.6	11.4	1.5
Get married	0.5	0.6	0.5	2.5
Attend / participate in wedding	3.3	3.7	2.5	10.9
Honeymoon	2.8	1.9	4.5	9.4
Anniversary / birthday	4.1	3.4	5.5	1.7
Cultural / historical / musical event	0.3	0.2	0.5	0.7
Sports event	0.9	1.1	0.5	2.0
Medical treatment	0.0	0.1	0.0	0.0
Shopping / fashion	0.1	0.1	0.1	1.5
Education / visit schools	0.2	0.1	0.3	0.2
Family gathering / reunion	2.2	2.6	1.4	1.1
Real estate purchase / viewing	0.4	0.5	0.3	0.1
Other	2.9	3.3	2.2	1.5

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Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
Some high school	0.5	0.5	0.5	1.4
High school grad	5.3	4.1	7.4	26.9
Some college	13.9	15.2	11.5	5.8
Vocational / technical	3.2	3.4	2.7	9.7
2-year degree	7.8	8.1	7.2	10.0
4-year degree	36.3	36.9	35.3	41.4
Post grad degree	33.0	31.7	35.5	4.8
Employment status				
Self-employed	17.3	18.7	14.6	12.3
Employed, working for someone else	53.5	52.3	55.9	40.7
Retired	22.8	22.3	23.7	11.7
Student	1.6	1.5	1.6	9.7
Homemaker	3.6	3.9	3.2	18.1
Other	1.2	1.3	1.0	7.5
Visitors income				
Up to \$40,000	6.4	6.9	5.4	15.7
\$40,000 to \$49,999	3.6	3.5	3.7	12.3
\$50,000 to \$59,999	4.4	4.5	4.2	10.9
\$60,000 to \$69,999	5.1	4.7	5.9	10.0
\$70,000 to \$79,999	6.7	6.6	6.9	9.0
\$80,000 to \$89,999	6.4	6.3	6.6	8.1
\$90,000 to \$99,999	6.7	6.9	6.2	10.5
\$100,000 to \$124,999	14.8	14.3	15.7	22.2
\$125,000 to \$149,999	10.3	10.2	10.5	0.5
\$150,000 to \$174,999	8.2	8.6	7.4	0.3
\$175,000 to \$199,999	5.3	5.7	4.6	0.2
\$200,000 to \$249,999	7.4	7.5	7.1	0.1
\$250,000 or more	14.8	14.4	15.7	0.1

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
 <<http://www.hawaii tourism authority.org/research/reports/visitor-satisfaction/>> accessed June 27, 2016.