

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS  
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2016**

[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	26.7	19.0	41.5	38.2
Repeat visitors	73.3	81.0	58.5	61.8
Gender				
Male	45.5	44.7	46.9	50.5
Female	54.5	55.3	53.1	49.5
Age				
Median (years)	51	51	51	50
Lifestyle / lifestage segments				
Wedding / honeymoon	4.4	3.8	5.8	14.0
Family (traveling with child under 18)	22.7	25.2	17.9	16.9
Young (under 35)	11.9	11.5	12.6	11.4
Middle age (35-54)	22.1	20.9	24.5	19.5
Seniors (55+)	38.8	38.6	39.2	38.1
Primary purpose of trip				
Vacation	59.1	60.6	56.1	64.5
Visit friends or relatives	9.2	8.9	9.9	1.7
Anniversary / birthday	8.8	8.6	9.3	2.0
Attend a business meeting or conduct business	4.5	4.2	5.1	1.4
Attend/participate in a wedding	2.9	2.8	3.1	9.4
Honeymoon	2.7	2.2	3.8	9.6
Attend a convention, conference or seminar	2.5	2.3	2.8	0.8
Family gathering/reunion	2.1	2.4	1.5	1.4
Attend / participate in a sporting event	1.3	1.6	0.8	1.8
Incentive / reward	1.2	1.0	1.5	1.5
Attend / participate in a cultural / historical / music event	0.9	0.6	1.4	0.5
Real estate purchase or viewing	0.8	0.7	1.0	0.2
Get married / vow renewal	0.8	0.7	0.9	2.1
Education / visit schools	0.5	0.6	0.5	0.5
Attend funeral	0.4	0.5	0.2	0.0
Vacation home/timeshare	0.3	0.4	0.3	0.0
Attend graduation	0.2	0.2	0.2	0.0
Layover / break up long flight	0.2	0.2	0.2	0.0
Military	0.2	0.1	0.2	0.0
Graduation celebration	0.1	0.2	0.1	0.0
Shopping / fashion	0.1	0.1	0.1	1.3
Surf / scuba / snorkel / windsurf / other	0.1	0.1	0.0	0.1
Other	0.3	0.3	0.2	0.7

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Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
No / some high school	0.5	0.4	0.6	1.4
High school graduate	5.2	5.3	4.8	24.6
Some college	14.8	15.9	12.7	5.8
Vocational / technical	4.4	4.8	3.6	10.7
2-year degree	9.5	9.8	8.8	9.9
4-year degree	35.2	35.1	35.3	41.0
Post grad degree	30.6	28.7	34.2	6.5
Employment status				
Self-employed	13.2	14.1	11.4	12.3
Employed, working for someone else	56.6	55.3	59.2	37.9
Retired	22.8	23.0	22.5	14.0
Student	2.0	1.9	2.1	3.6
Homemaker	3.5	3.7	3.0	15.3
Other	1.9	2.0	1.8	17.0
U.S. visitors' income				
Up to \$40,000	8.0	8.0	6.9	(X)
\$40,000 to \$59,999	8.6	8.6	9.3	(X)
\$60,000 to \$79,999	11.1	11.1	11.7	(X)
\$80,000 to \$99,999	12.6	12.6	12.4	(X)
\$100,000 to \$124,999	16.1	16.1	16.4	(X)
\$125,000 to \$149,999	10.8	10.8	10.2	(X)
\$150,000 to \$174,999	8.6	8.6	7.6	(X)
\$175,000 to \$199,999	6.1	6.1	5.6	(X)
\$200,000 to \$249,999	7.1	7.1	7.6	(X)
\$250,000 or more	11.0	11.0	12.3	(X)
Japan visitors' income				
Less than 3.5 million yen	(X)	(X)	(X)	15.8
3.5 million to 4.5 million yen	(X)	(X)	(X)	14.3
4.5 million to 5.5 million yen	(X)	(X)	(X)	10.4
5.5 million to 6.5 million yen	(X)	(X)	(X)	10.2
6.5 million to 7.5 million yen	(X)	(X)	(X)	8.3
7.5 million to 8.5 million yen	(X)	(X)	(X)	8.3
8.5 million to 10 million yen	(X)	(X)	(X)	10.0
10 million yen or more	(X)	(X)	(X)	22.6

X Not applicable.

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, *2016 Visitor Satisfaction and Activity Report*

<<https://www.hawaii-tourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 22, 2018.