

Table 7.10-- TRIP CHARACTERISTICS OF VISITORS, BY DIRECTION OF TRAVEL: 1995 AND 1996

[Limited to visitors staying overnight or longer. Includes both visitors destined to and beyond Hawaii]

Subject	Westbound		Eastbound	
	1995	1996 1/	1995 1/	1996 1/
All visitors 2/	3,933,110	3,991,640	2,656,020	2,831,490
Purpose of visit: 2/				
Pleasure	2,814,970	2,873,790	2,202,120	2,350,610
Honeymoon	252,930	257,700	253,930	327,830
Meetings, conventions, incentive 2/	366,420	341,750	59,240	82,750
Convention	245,470	217,640	28,100	30,810
Corporate meeting	69,920	69,850	12,530	20,100
Incentive	58,170	58,930	19,020	32,540
Other business	171,320	170,860	27,430	16,720
Visit friends or relatives	343,970	344,400	46,310	32,410
Government or military	55,480	53,380	13,550	6,820
Attend school	10,900	10,760	14,210	6,050
Traveler method:				
Tour group	410,350	403,920	1,837,500	2,081,480
Non-group	3,522,220	3,587,730	818,510	750,040
Package	1,496,610	1,480,840	2,119,510	2,485,060
Non-package	2,436,510	2,510,800	536,500	346,440
True independent	2,355,150	2,428,480	493,080	307,090
Accommodations:				
Hotel	2,446,950	2,479,680	2,297,590	2,490,520
Hotel only	2,174,300	2,215,870	2,275,390	2,465,880
Condo	1,020,550	1,018,940	236,200	286,850
Condo only	836,230	840,240	222,180	268,680
Friends, relatives	448,930	454,930	61,950	34,270
Cruise ship	67,030	60,480	1,980	2,290
Other accommodations	115,350	161,920	31,540	23,360

1/ Preliminary.

2/ Because of multiple responses, detail may add to more than the indicated total.

Source: Hawaii Visitors & Convention Bureau, *1996 Preliminary Research Report*, March 5, 1997.