

**Table 7.20-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
MAINLAND AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS:
1993 AND 1994**

[Dollars]

Visitor or trip characteristics	Visitors from Mainland		Visitors from Japan	
	1993	1994	1993	1994
All visitors	116.15	133.79	306.54	340.88
Islands:				
Oahu	106.90	120.52	309.27	342.27
Neighbor Islands	127.36	146.25	276.26	318.82
Group tour status:				
Organized group tour	150.18	133.27	314.17	350.84
Individually arranged	114.70	132.27	288.59	277.06
Arrived on package tour:				
Yes	125.58	128.84	317.60	350.26
No	111.75	135.56	254.23	219.35
Accommodations:				
Hotel only	123.09	138.21	318.32	348.37
Condo only	98.41	106.85	256.79	218.08
Guests of friends and relatives	107.22	*115.30	(NA)	(NA)
Other	121.36	112.90	(NA)	(NA)
Length of stay:				
1 to 6 days	120.14	150.17	336.79	371.05
7 to 12 days	118.43	134.37	288.14	291.82
13 days or longer	101.14	119.20	187.44	*202.35
Previous visits:				
First trip	127.83	131.78	337.86	385.02
Repeat visitors	111.23	132.56	273.69	306.17

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Visitor or trip characteristics	Visitors from Mainland		Visitors from Japan	
	1993	1994	1993	1994
Party size:				
1 person	137.00	141.40	365.81	341.76
2 persons	131.32	140.98	350.36	393.50
3 persons	98.33	113.03	289.48	248.80
4 persons or more	89.50	97.09	244.62	257.74
Purpose of trip:				
Pleasure	116.35	132.26	293.60	336.65
Business: Meetings, conventions, incentive	181.40	157.33	*553.88	*483.40
Other business	121.59	*177.62	*291.03	*476.13
Time of year:				
First quarter	115.13	129.18	336.89	293.82
Second quarter	115.04	128.02	289.45	339.14
Third quarter	114.22	126.38	304.10	331.50
Fourth quarter	120.39	146.73	288.34	377.67
Children in party:				
Yes	85.15	99.16	209.98	231.84
No	132.48	141.63	338.24	363.36
On honeymoon:				
Yes	159.75	156.83	*564.26	462.22
No	113.50	130.43	299.13	316.42

* Sample under 25; subject to considerable sampling variation.

NA Not available.

Source: Hawaii Visitors Bureau, *Visitor Expenditures, 1993* (1994), and records.