

**Table 7.11-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY DIRECTION OF TRAVEL: 1996 AND 1997**

Subject	Total	Westbound	Eastbound
1996			
Residence (percent):			
United States	53.3	82.0	12.6
Pacific and Mountain States	30.4	48.6	4.5
California	19.4	31.4	2.3
Males per 100 females	133.0	127.0	143.0
Average age (years)	39.6	43.7	33.7
High-status occupations 1/ (percent)	36.4	42.2	28.1
Persons per party	1.8	1.9	1.7
Arriving June-August (percent)	27.0	27.0	28.0
Repeat visitors 2/ (percent)	54.8	62.5	43.9
Pleasure trip (percent)	83.0	78.1	89.8
In hotel only	66.8	55.5	82.7
Destined beyond Hawaii (percent)	(NA)	5.7	(NA)
1997			
Residence (percent):			
United States	54.2	83.1	12.1
Pacific and Mountain States	(NA)	(NA)	(NA)
California	18.4	(NA)	(NA)
Males per 100 females	(NA)	(NA)	(NA)
Average age (years)	(NA)	(NA)	(NA)
High-status occupations 1/ (percent)	39.0	43.1	33.1
Persons per party	2.1	1.9	2.5
Arriving June-August (percent)	27.0	27.0	27.0
Repeat visitors 2/ (percent)	58.1	63.2	50.8
Pleasure trip (percent)	82.8	78.2	89.7
In hotel only	65.5	54.6	81.4
Destined beyond Hawaii (percent)	9.3	4.9	15.7

NA Not available.

1/ Senior management, middle management, and professional as a percent of all visitor party heads.

2/ Party heads.

Source: Hawaii Visitors & Convention Bureau, records.