

**Table 7.23-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
MAINLAND AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS:
1995 AND 1996**

[Dollars]

Visitor or trip characteristics	Visitors from Mainland		Visitors from Japan	
	1995	1996	1995	1996
All visitors	132.73	137.04	356.15	286.89
Islands:				
Oahu	118.53	117.03	(NA)	(NA)
Neighbor Islands	153.63	155.52	(NA)	(NA)
Group tour status:				
Organized group tour	130.42	126.36	(NA)	(NA)
Individually arranged	135.98	136.83	(NA)	(NA)
Arrived on package tour:				
Yes	128.98	133.85	(NA)	(NA)
No	135.68	137.04	(NA)	(NA)
Accommodations:				
Hotel only	135.72	138.50	(NA)	(NA)
Condo only	114.57	119.35	(NA)	(NA)
Guests of friends and relatives	134.60	114.13	(NA)	(NA)
Other	112.30	122.01	(NA)	(NA)
Length of stay:				
1 to 6 days	131.85	133.76	(NA)	(NA)
7 to 12 days	133.35	136.17	(NA)	(NA)
13 days or longer	116.71	123.10	(NA)	(NA)
Previous visits:				
First trip	134.54	136.46	(NA)	(NA)
Repeat visitors	130.58	133.96	(NA)	(NA)

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Visitor or trip characteristics	Visitors from Mainland		Visitors from Japan	
	1995	1996	1995	1996
Party size:				
1 person	204.25	192.89	(NA)	(NA)
2 persons	143.52	151.09	(NA)	(NA)
3 persons	113.56	117.87	(NA)	(NA)
4 persons or more	93.39	96.76	(NA)	(NA)
Purpose of trip:				
Pleasure	132.17	135.03	(NA)	(NA)
Business: Meetings, conventions, incentive	161.65	144.49	(NA)	(NA)
Other business	161.48	145.10	(NA)	(NA)
Time of year:				
First quarter	136.27	135.13	(NA)	(NA)
Second quarter	128.54	129.01	(NA)	(NA)
Third quarter	127.91	131.71	(NA)	(NA)
Fourth quarter	135.87	144.39	(NA)	(NA)
Children in party:				
Yes	97.78	98.47	(NA)	(NA)
No	141.91	147.45	(NA)	(NA)
On honeymoon:				
Yes	154.40	180.46	(NA)	(NA)
No	130.27	130.46	(NA)	(NA)

NA Not available.

Source: Hawaii Visitors & Convention Bureau, records.