

**Table 7.11-- SUMMARY CHARACTERISTICS OF OVERNIGHT AND LONGER VISITORS, BY DIRECTION OF TRAVEL: 1997 AND 1998**

Subject	Total	Westbound	Eastbound
1997			
Residence (percent):			
United States	54.8	83.1	8.8
Pacific and Mountain States	30.3	49.1	2.8
California	18.9	31.0	1.4
Males per 100 females	(NA)	(NA)	(NA)
Average age (years)	(NA)	(NA)	(NA)
High-status occupations 1/ (percent)	38.1	43.1	30.1
Persons per party	1.9	1.9	2.0
Arriving June-August (percent)	27.0	27.0	27.0
Repeat visitors 2/ (percent)	57.4	63.2	49.0
Pleasure trip (percent)	82.9	78.2	89.9
In hotel only	70.0	54.6	83.0
Destined beyond Hawaii (percent)	8.8	5.2	14.1
1998			
Residence (percent):			
United States	57.5	84.7	11.1
Pacific and Mountain States	33.0	49.6	4.8
California	19.7	31.2	22.7
Males per 100 females	(NA)	(NA)	(NA)
Average age (years)	(NA)	(NA)	(NA)
High-status occupations 1/ (percent)	38.7	43.2	31.1
Persons per party	2.0	1.9	2.2
Arriving June-August (percent)	26.8	26.7	27.0
Repeat visitors 2/ (percent)	60.0	64.0	53.1
Pleasure trip (percent)	81.8	77.4	89.4
In hotel only	63.7	54.1	80.2
Destined beyond Hawaii (percent)	6.9	4.4	11.1

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.