

**Table 7.14-- CHARACTERISTICS OF VISITOR PARTY HEADS,  
BY DIRECTION OF TRAVEL: 1998**

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

Subject	Total	Westbound	Eastbound
All visitor party heads	3,415,640	2,266,600	1,149,040
Occupation:			
Senior management, executive	325,840	244,440	81,400
Middle management	337,830	222,550	115,280
Sales, marketing	322,310	228,670	93,640
Clerical, administration	221,610	94,910	126,700
Professional	615,000	472,610	142,390
Technical, trade	214,710	119,310	95,400
Labor	125,420	26,610	98,810
Farming/Fishing	15,150	9,470	5,680
Homemaker	112,730	54,930	57,800
Military service	43,460	30,150	13,310
Military dependent	5,170	2,750	2,420
Student	240,970	136,430	104,540
Self-employed	257,090	171,410	85,680
Retired	322,290	306,570	15,720
Other non-employed	59,410	20,970	38,440
Other employed	195,080	123,250	71,830
Trips to Hawaii:			
First trip	1,401,470	834,390	567,080
Second trip	651,290	412,250	239,040
Third trip	339,520	219,600	119,920
Fourth trip and over	197,870	145,310	52,560
Persons in party:			
1 person	1,345,050	920,630	424,420
2 persons	1,464,140	1,020,640	443,500
3 persons	235,390	132,980	102,410
4 persons	228,860	124,960	103,900
5 persons or more	75,310	41,360	33,950

Source: Hawaii Visitors & Convention Bureau, records.