

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitor respondents]

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Visitors income				
Under \$15,000	1.2	1.1	1.3	3/ 3.6
\$15,000-\$29,999	3.3	3.4	3.1	3/ 10.1
\$30,000-\$49,999	9.8	8.4	11.8	3/ 23.3
\$50,000-\$99,999	31.3	30.6	32.4	3/ 36.2
\$100,000 or more	54.4	56.5	51.6	3/ 26.8
Education attainment				
Less than high school graduate	0.3	0.5	0.2	2.3
High school graduate	22.6	22.2	23.1	30.4
Associates degree (2-year)	9.0	8.3	10.0	15.9
Bachelor's degree (4-year)	34.7	35.0	34.3	38.1
Post graduate degree	31.2	31.9	30.3	3.7
Vocational / technical degree	2.1	2.1	2.2	9.6
Employment status				
Working	70.3	70.0	70.7	62.0
Retired	19.5	19.5	19.5	8.2
Student	2.4	2.4	2.4	1.3
Homemaker	5.7	6.0	5.3	21.0
Other	2.1	2.1	2.0	7.6
Primary purpose of trip				
Vacation	62.3	65.8	57.4	63.2
Attend a business meeting / conduct business	6.1	5.3	7.2	1.1
Attend a convention / conference / seminar	4.1	2.9	5.6	0.6
Incentive / reward	1.1	0.8	1.5	1.7
Visit friends / relatives	10.4	10.0	11.0	2.5
Get married	0.7	0.8	0.6	2.2
Attend / participate in wedding	3.8	4.4	3.0	6.9
Honeymoon	2.5	1.6	3.8	8.3
Anniversary / birthday	4.3	3.9	4.7	1.6
Attend / participate in a sporting event	1.1	1.5	0.5	3.3
Attend / participate in a cultural event	0.3	0.2	0.5	0.9
Medical treatment	0.1	0.0	0.2	0.1
Shopping / fashion	0.0	0.0	0.1	3.8
Other	3.2	2.7	3.9	3.9

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FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 - Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip				
Vacation	45.4	42.8	48.6	24.0
Attend a business meeting / conduct business	3.9	5.0	2.4	1.3
Attend a convention / conference / seminar	1.8	1.3	2.4	0.7
Incentive / reward	2.7	2.5	3.0	1.1
Visit friends / relatives	20.2	22.7	16.9	4.6
Get married	0.3	0.1	0.5	1.2
Attend / participate in wedding	1.1	0.9	1.3	3.0
Honeymoon	1.6	1.5	1.8	3.4
Anniversary / birthday	12.2	11.7	12.9	3.5
Attend / participate in a sporting event	1.1	1.4	0.7	2.7
Attend / participate in a cultural event	1.2	0.9	1.5	1.6
Medical treatment	0.0	0.0	0.0	0.6
Shopping / fashion	1.8	2.2	1.4	45.3
Other	6.8	7.0	6.5	7.1
Gender and median age				
Male	44.3	44.1	44.7	44.6
Female	55.7	55.9	55.3	55.4
Median age	50.0	51.0	50.0	45.0

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

3/ For Japanese visitors' income, "Under 1,500,000 Japanese Yen" in place of "Under \$15,000,"
"1,500,000-2,999,999 Japanese Yen" in place of "\$15,000-\$29,999" etc.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research
Branch, *2008 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.