

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009**

[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 3/				
Under \$15,000	1.4	1.5	1.2	3.4
\$15,000-\$29,999	3.1	3.0	3.3	10.0
\$30,000-\$49,999	9.9	8.9	11.3	21.3
\$50,000-\$69,999	12.0	11.9	12.2	16.9
\$70,000-\$99,999	20.8	21.4	20.0	22.5
\$100,000-\$124,999	16.0	15.9	16.3	11.7
\$125,000-\$149,999	9.3	9.5	9.0	5.9
\$150,000-\$199,999	11.0	11.2	10.6	4.5
\$200,000 or more	16.5	16.8	16.0	3.8
Education attainment				
Less than high school graduate	0.4	0.3	0.4	2.2
High school graduate	22.1	21.7	22.6	34.1
Associates degree (2-year)	8.9	9.0	8.7	14.0
Bachelor's degree (4-year)	35.1	36.7	32.7	38.5
Post graduate degree	31.4	30.1	33.3	3.5
Vocational / technical degree	2.2	2.1	2.3	7.8
Primary purpose of trip				
Vacation	66.9	70.2	62.2	66.5
Attend a business meeting / conduct business	6.0	5.1	7.3	1.2
Attend a convention / conference / seminar	3.0	2.5	3.8	0.6
Incentive / reward	1.0	0.7	1.5	1.1
Visit friends / relatives	9.7	9.6	9.8	2.8
Get married	0.5	0.5	0.6	1.6
Attend / participate in wedding	2.6	2.6	2.6	6.5
Honeymoon	2.5	2.0	3.2	7.5
Anniversary / birthday	4.2	3.7	4.9	1.8
Attend / participate in a sporting event	0.6	0.7	0.5	1.7
Attend / participate in a cultural event	0.3	0.3	0.2	0.9
Medical treatment	0.0	0.0	0.1	0.2
Shopping / fashion	0.0	0.1	0.0	3.6
Other	2.5	2.1	3.2	4.2

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FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009 - Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Secondary purpose of trip				
Vacation	42.6	40.2	45.6	25.6
Attend a business meeting / conduct business	3.9	4.4	3.3	0.8
Attend a convention / conference / seminar	1.1	1.2	0.9	1.1
Incentive / reward	2.2	1.8	2.8	0.7
Visit friends / relatives	21.5	22.4	20.3	4.5
Get married	0.2	0.1	0.3	1.3
Attend / participate in wedding	0.9	1.1	0.6	3.3
Honeymoon	1.4	1.3	1.6	2.2
Anniversary / birthday	14.9	15.3	14.3	3.8
Attend / participate in a sporting event	0.8	1.1	0.3	2.2
Attend / participate in a cultural event	1.2	1.3	1.2	2.0
Medical treatment	0.1	0.0	0.2	0.4
Shopping / fashion	2.0	1.8	2.3	44.7
Other	7.3	8.1	6.2	7.4
Employment status				
Working	68.9	68.5	69.5	57.7
Retired	21.0	20.7	21.5	11.0
Student	1.8	1.8	1.8	1.3
Homemaker	5.6	6.2	4.8	21.8
Other	2.6	2.8	2.4	8.3
Gender and median age				
Male	46.5	45.7	47.6	47.2
Female	53.5	54.3	52.4	52.8
Median age	51.0	51.0	51.0	49.0

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 Tourism Authority, *Tourism Research, 2009 Visitor Satisfaction and Activity Report*
<http://www.hawaii-tourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf>
accessed December 13, 2010 and records.