

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS  
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012**

[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
Visitation status				
First timers	21.9	14.7	36.0	41.9
Repeat visitors	78.1	85.3	64.0	58.1
Gender and median age				
Male	47.6	45.9	50.7	51.6
Female	52.4	54.1	49.3	48.4
Median age	45.0	47.0	42.0	40.0
Lifestyle/ lifestage segments				
Wedding/ honeymoon	3.1	2.2	4.8	14.1
Family	21.4	23.5	17.3	15.4
Young	10.0	9.9	10.4	12.6
Middle age	18.5	17.0	21.5	21.7
Seniors	27.1	25.8	29.5	35.2
Purpose of trip (multiple response)				
Vacation	82.6	84.3	79.5	85.5
Business meeting/ conduct business	7.6	7.0	8.6	1.8
Convention/ conference/ seminar	3.1	2.7	3.9	1.5
Incentive/ reward	1.3	0.8	2.2	1.9
Visit friends/ relatives	20.8	21.0	20.4	6.7
Get married	0.6	0.4	1.0	2.3
Attend/ participate in wedding	4.3	5.1	2.9	7.7
Honeymoon	2.5	1.5	4.5	10.8
Anniversary/ birthday	12.7	11.4	15.2	6.0
Cultural/ historical/ musical event	1.0	0.9	1.0	2.0
Sports event	2.5	2.7	2.3	4.1
Medical treatment	0.1	0.1	0.0	0.1
Shopping/ fashion	1.9	2.1	1.6	35.8
Education/ visit schools	0.8	0.6	1.3	1.1
Family gathering/ Reunion	7.4	7.8	6.7	5.0
Real estate purchase/ viewing	4.1	5.1	2.3	1.9
Other	5.4	5.4	5.5	4.6

Continued on next page.

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FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012--Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
No, some high school	0.5	0.5	0.6	1.5
High school grad	6.5	5.7	8.1	27.5
Some college	14.1	15.1	12.1	5.9
Vocational/technical	3.4	3.3	3.6	10.8
2-year degree	9.5	10.7	7.2	9.3
4-year degree	34.3	34.9	33.2	40.3
Post grad degree	31.6	29.8	35.2	4.9
Employment status				
Self-employed	16.7	18.5	13.3	11.6
Employed, working for someone else	55.3	54.3	57.4	12.0
Retired	20.8	19.9	22.4	17.7
Student	2.1	2.1	2.2	7.3
Homemaker	3.6	3.8	3.4	14.8
Other	1.4	1.4	1.4	36.6
Visitors income				
up to \$40,000	7.8	8.0	7.4	16.3
\$40,000 to \$50,000	4.6	4.7	4.4	13.9
\$50,000 to \$60,000	6.8	6.4	7.5	10.6
\$60,000 to \$70,000	4.7	4.8	4.6	9.1
\$70,000 to \$80,000	6.0	5.8	6.5	7.7
\$80,000 to \$90,000	6.1	6.3	5.7	9.9
\$90,000 to \$100,000	6.8	6.7	7.0	9.3
\$100,000 to \$125,000	15.3	15.5	15.0	20.1
\$125,000 to \$150,000	9.3	9.3	9.2	1.0
\$150,000 to \$175,000	7.7	7.5	8.2	0.4
\$175,000 to \$200,000	4.6	4.7	4.2	0.5
\$200,000 to \$250,000	6.9	7.0	6.7	0.5
\$250,000 or more	13.4	13.3	13.5	0.5

1/ Pacific and Mountain States of the United States.

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

Source: Hawaii Tourism Authority, Tourism Research, *2012 Visitor Satisfaction and Activity Report*  
<<http://www.hawaii tourism authority.org/research/reports/visitor-satisfaction/>> accessed December 4, 2013.