

**Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS  
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2015**

[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	26.3	18.8	41.0	39.3
Repeat visitors	73.7	81.2	59.0	60.7
Gender				
Male	49.7	48.4	52.3	51.6
Female	50.3	51.6	47.7	48.4
Age				
Median (years)	52	52	52	50
Lifestyle / lifestage segments				
Wedding / honeymoon	3.8	3.1	5.3	11.6
Family (trvl child<18)	20.0	21.4	17.1	17.4
Young (18-34)	11.3	11.1	11.6	9.5
Middle age (35-54)	23.1	23.0	23.1	20.9
Seniors (55+)	41.8	41.3	42.8	40.6
Primary purpose of trip				
Vacation	60.9	63.4	56.1	65.2
Visit friends / relatives	9.4	8.5	11.3	1.2
Anniversary / birthday	5.9	5.2	7.3	1.7
Attend / participate in wedding	2.9	2.9	2.8	11.1
Attend a business meeting / conduct business	5.8	5.9	5.8	1.1
Honeymoon	2.5	2.0	3.4	9.1
Attend a convention / conference / seminar	3.2	2.7	4.1	1.0
Family gathering / reunion / funeral	2.2	2.3	2.0	1.2
Attend / participate in a sporting event	1.3	1.5	1.0	2.2
Incentive / reward	0.9	0.7	1.3	1.2
Get married	0.5	0.5	0.6	1.7
Real estate purchase / viewing	0.6	0.7	0.5	0.2
Attend/ participate in a cultural / historical / music event	0.5	0.5	0.6	0.5
Education / visit schools	0.4	0.5	0.2	0.3
Layover	0.2	0.1	0.2	0.0
Own vacation home / timeshare	0.3	0.4	0.2	0.1
Shopping / fashion	0.0	0.0	0.0	1.1
Golf	0.0	0.1	0.0	0.1
Babymoon	0.1	0.1	0.0	0.0
Medical treatment	0.0	0.0	0.0	0.1
Other	2.2	2.0	2.6	1.1

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FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2015 -- Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
No / some high school	0.5	0.6	0.3	1.3
High school graduate	5.0	4.7	5.6	27.5
Some college	14.8	15.9	12.5	5.6
Vocational / technical	3.8	4.2	3.1	9.4
2-year degree	8.9	9.5	7.8	9.4
4-year degree	34.4	34.4	34.3	41.2
Post grad degree	32.6	30.7	36.4	5.5
Employment status				
Self-employed	14.9	16.6	11.5	13.3
Employed, working for someone else	52.8	51.1	56.2	46.9
Retired	26.3	26.1	26.6	14.5
Student	1.4	1.5	1.3	1.5
Homemaker	2.8	2.9	2.6	16.6
Other	1.8	1.8	1.8	7.1
Visitors' income				
Up to \$40,000	7.0	7.1	6.7	(NA)
\$40,000 to \$49,999	4.6	4.5	4.8	(NA)
\$50,000 to \$59,999	5.3	5.3	5.4	(NA)
\$60,000 to \$69,999	5.2	4.9	5.7	(NA)
\$70,000 to \$79,999	6.2	6.2	6.2	(NA)
\$80,000 to \$89,999	6.7	7.0	6.0	(NA)
\$90,000 to \$99,999	7.1	7.1	7.0	(NA)
\$100,000 to \$124,999	15.4	15.1	15.8	(NA)
\$125,000 to \$149,999	9.5	9.9	8.9	(NA)
\$150,000 to \$174,999	7.5	7.2	8.1	(NA)
\$175,000 to \$199,999	5.4	5.3	5.6	(NA)
\$200,000 to \$249,999	7.1	7.0	7.1	(NA)
\$250,000 or more	13.1	13.3	12.7	(NA)

NA Not available.

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, 2015 Visitor Satisfaction and Activity Report*

<<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.