

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2017

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

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Visitation status				
First timers	26.9	19.1	41.9	34.9
Repeat visitors	73.1	80.9	58.1	65.1
Lifestyle/lifestage segments				
Wedding/honeymoon	5.0	4.0	6.9	4.0
Family (traveling with child under 18)	19.9	22.3	15.3	23.7
Young (under 35)	11.6	10.4	14.1	13.8
Middle age (35-54)	21.9	21.3	23.0	22.2
Seniors (55+)	41.5	42.0	40.7	36.3
Primary purpose of trip				
Vacation	57.8	60.3	52.9	63.5
Anniversary/birthday	9.8	9.8	9.8	2.0
Visit friends or relatives	9.3	8.8	10.3	1.4
Business trip	4.4	4.0	5.3	1.8
Convention, conference or seminar	3.4	2.8	4.5	0.9
Honeymoon	3.3	2.4	4.9	14.3
Attend/participate in a wedding	3.0	3.2	2.7	5.9
Family gathering/reunion	1.8	1.8	1.6	0.7
Incentive/reward	1.1	1.0	1.5	0.7
Get married/vow renewal	0.7	0.7	0.7	2.3
Sporting event	0.6	0.6	0.8	0.9
Real estate purchase or viewing	0.6	0.6	0.6	0.2
Education/visit schools	0.5	0.6	0.4	0.9
Funeral	0.5	0.5	0.5	0.0
Cultural/historical/music event	0.5	0.5	0.4	0.4
Shopping/fashion	0.0	0.0	0.1	2.5
Other	2.6	2.4	3.1	1.4
Gender				
Male	43.7	43.7	43.5	46.4
Female	56.3	56.3	56.5	53.6
Age				
Mean (years)	51.7	52.3	50.6	40.6

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Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Highest level of school				
No/some high school	0.3	0.2	0.5	1.9
High school graduate	5.4	5.5	5.3	18.2
Some college	14.7	16.3	11.6	6.2
Vocational/technical	3.8	4.1	3.2	10.2
2-year degree	8.5	9.0	7.6	7.5
4-year degree	34.7	34.6	34.8	47.5
Post grad degree	32.6	30.3	37.1	8.4
Employment status				
Self-employed	13.9	14.9	11.9	9.9
Employed, working for someone else	54.9	51.9	60.5	58.9
Retired	24.1	25.5	21.3	4.8
Student	1.9	1.8	1.9	6.9
Homemaker	4.0	4.5	3.1	12.1
Other	1.3	1.3	1.4	7.4
U.S. visitors' income				
Up to \$40,000	7.3	7.4	6.9	(X)
\$40,000 to \$59,999	8.7	9.4	7.5	(X)
\$60,000 to \$79,999	12.5	12.8	11.8	(X)
\$80,000 to \$99,999	12.1	12.7	10.8	(X)
\$100,000 to \$124,999	15.7	15.8	15.3	(X)
\$125,000 to \$149,999	10.4	10.2	10.9	(X)
\$150,000 to \$174,999	8.3	8.4	8.1	(X)
\$175,000 to \$199,999	5.3	4.6	6.7	(X)
\$200,000 to \$249,999	6.8	6.3	7.7	(X)
\$250,000 or more	12.9	12.3	14.2	(X)
Japan visitors' income				
Less than 3.5 million yen	(X)	(X)	(X)	18.8
3.5 million to less than 4.5 million yen	(X)	(X)	(X)	14.9
4.5 million to less than 5.5 million yen	(X)	(X)	(X)	11.2
5.5 million to less than 6.5 million yen	(X)	(X)	(X)	9.6
6.5 million to less than 7.5 million yen	(X)	(X)	(X)	8.1
7.5 million to less than 8.5 million yen	(X)	(X)	(X)	7.7
8.5 million to less than 10 million yen	(X)	(X)	(X)	7.9
10 million yen or more	(X)	(X)	(X)	21.7

X Not applicable.

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, *2017 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed July 8, 2019.