

Table 7.20-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2018

[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	26.7	19.0	41.5	33.1
Repeat visitors	73.3	81.0	58.5	66.9
Lifestyle/ lifestage segments				
Wedding/honeymoon	(NA)	(NA)	(NA)	(NA)
Family (traveling with child under 18)	(NA)	(NA)	(NA)	(NA)
Young (under 35)	(NA)	(NA)	(NA)	(NA)
Middle age (35-54)	(NA)	(NA)	(NA)	(NA)
Seniors (55+)	(NA)	(NA)	(NA)	(NA)
Primary purpose of trip				
Vacation	58.3	59.5	55.8	65.4
Anniversary/ birthday	8.2	7.8	9.0	3.6
Visit friends or relatives	8.5	8.2	9.3	1.2
Business trip	4.2	3.9	4.7	2.4
Convention, conference or seminar	3.1	2.6	4.1	0.9
Honeymoon	2.6	2.0	3.8	10.2
Attend/ participate in a wedding	0.5	0.6	0.5	0.5
Family gathering/ reunion	2.2	2.5	1.6	0.9
Incentive/ reward	0.7	0.6	0.8	0.9
Get married/ vow renewal	0.7	0.7	0.7	2.6
Attend/ participate in a sporting event	1.3	1.5	0.9	1.1
Real estate purchase or viewing	0.6	0.7	0.5	0.1
Education/ visit schools	0.7	0.8	0.5	1.2
Attend Funeral	0.4	0.4	0.3	0.0
Cultural/ historical/ music event	0.5	0.6	0.5	0.5
Shopping/ fashion	0.0	0.0	0.0	1.6
Other	0.3	0.4	0.3	0.2
Gender				
Male	41.1	41.1	41.2	47.1
Female	58.9	58.9	58.8	52.9
Age				
Mean (years)	50.87	50.94	50.75	39.05

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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	0.4	0.4	0.5	2.1
High school graduate	5.4	5.3	5.6	15.6
Some college	14.4	15.5	12.2	4.4
Vocational/ technical	3.2	3.4	2.8	7.3
2-year degree	9.3	9.3	9.2	8.0
4-year degree	35.5	35.8	34.9	52.9
Post grad degree	31.9	30.3	34.8	9.8
Employment status				
Self-employed	14.3	15.2	12.5	9.9
Employed, working for someone else	53.6	52.7	55.5	59.4
Retired	23.8	23.6	24.0	4.0
Student	2.5	2.5	2.5	8.2
Homemaker	4.0	4.3	3.6	10.6
Other	1.7	1.7	1.8	7.9
U.S. visitors' income				
Up to \$40,000	6.9	7.1	6.5	(X)
\$40,000 to \$59,999	8.2	8.1	8.5	(X)
\$60,000 to \$79,999	11.1	10.9	11.4	(X)
\$80,000 to \$99,999	10.4	10.3	10.6	(X)
\$100,000 to \$124,999	14.9	15.0	14.7	(X)
\$125,000 to \$149,999	11.8	12.2	10.9	(X)
\$150,000 to \$174,999	8.9	9.1	8.5	(X)
\$175,000 to \$199,999	5.8	5.8	5.9	(X)
\$200,000 to \$249,999	8.1	7.8	8.7	(X)
\$250,000 or more	13.9	13.7	14.2	(X)
Japan visitors' income				
Less than 3.5 million Yen	(X)	(X)	(X)	21.2
3.5 million Yen to 4.5 million Yen	(X)	(X)	(X)	14.1
4.5 million Yen to 5.5 million Yen	(X)	(X)	(X)	10.8
5.5 million Yen to 6.5 million Yen	(X)	(X)	(X)	7.4
6.5 million Yen to 7.5 million Yen	(X)	(X)	(X)	7.0
7.5 million Yen to 8.5 million Yen	(X)	(X)	(X)	6.8
8.5 million Yen to 10 million Yen	(X)	(X)	(X)	8.7
10 million Yen to 15 million Yen	(X)	(X)	(X)	13.3
15 million Yen to 20 million Yen	(X)	(X)	(X)	4.7
20 million Yen or more	(X)	(X)	(X)	5.9

NA Not available.

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, *2018 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 29, 2020.