

Table 7.19-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2020

[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 | 23.8 | 16.9 | 37.1 | 32.3 |
| Repeat visitors | 76.2 | 83.1 | 62.9 | 67.7 |
| 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 | 61.0 | 64.6 | 54.1 | 68.8 |
| Anniversary/ birthday | 1.8 | 1.6 | 2.2 | 0.4 |
| Visit friends or relatives | 21.9 | 19.8 | 26.0 | 2.1 |
| Business trip | 4.3 | 4.3 | 4.3 | 1.5 |
| Convention, conference or seminar | 0.8 | 0.5 | 1.3 | 0.5 |
| Honeymoon | 1.9 | 1.4 | 2.9 | 14.0 |
| Attend/ participate in a wedding | 0.4 | 0.4 | 0.5 | 1.3 |
| Family gathering/ reunion | 0.1 | 0.1 | 0.0 | 0.0 |
| Incentive/ reward | 0.4 | 0.3 | 0.5 | 3.7 |
| Get married/ vow renewal | 0.8 | 0.6 | 1.1 | 2.8 |
| Attend/ participate in a sporting event | 0.2 | 0.2 | 0.3 | 0.8 |
| Real estate purchase or viewing | 0.4 | 0.5 | 0.2 | 0.0 |
| To attend school | 0.5 | 0.4 | 0.5 | 0.6 |
| Attend funeral | 0.6 | 0.7 | 0.5 | 0.1 |
| Cultural/ historical/ music event | 0.0 | 0.1 | 0.0 | 0.1 |
| Shopping/ fashion | (NA) | (NA) | (NA) | (NA) |
| Other | 0.5 | 0.5 | 0.4 | 0.1 |
| Gender | | | | |
| Male | 40.3 | 40.5 | 39.9 | 43.3 |
| Female | 59.7 | 59.5 | 60.1 | 56.7 |
| Age | | | | |
| Mean (years) | 48.57 | 48.90 | 47.92 | 39.19 |

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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 | 1.6 |
| High school graduate | 5.1 | 4.9 | 5.5 | 20.6 |
| Some college | 14.4 | 15.0 | 13.4 | 4.3 |
| Vocational/ technical | 3.3 | 3.5 | 3.0 | 8.1 |
| 2-year degree | 8.6 | 8.5 | 8.9 | 7.7 |
| 4-year degree | 37.2 | 37.6 | 36.4 | 49.6 |
| Post-grad degree | 30.9 | 30.2 | 32.4 | 8.1 |
| Employment status | | | | |
| Self-employed | 15.9 | 17.3 | 13.2 | 9.8 |
| Employed, working for someone else | 55.6 | 54.7 | 57.5 | 52.8 |
| Retired | 18.6 | 18.4 | 19.1 | 4.5 |
| Student | 3.5 | 3.1 | 4.2 | 16.9 |
| Homemaker | 3.4 | 3.7 | 2.7 | 9.4 |
| Other | 3.1 | 2.9 | 3.4 | 6.5 |
| U.S. visitors' income | | | | |
| Up to \$40,000 | 7.4 | 6.9 | 8.3 | (X) |
| \$40,000 to \$59,999 | 7.5 | 6.8 | 9.1 | (X) |
| \$60,000 to \$79,999 | 9.4 | 8.9 | 10.4 | (X) |
| \$80,000 to \$99,999 | 9.4 | 8.8 | 10.5 | (X) |
| \$100,000 to \$124,999 | 12.4 | 12.1 | 12.9 | (X) |
| \$125,000 to \$149,999 | 10.7 | 10.8 | 10.6 | (X) |
| \$150,000 to \$174,999 | 9.1 | 9.5 | 8.5 | (X) |
| \$175,000 to \$199,999 | 6.5 | 6.9 | 5.6 | (X) |
| \$200,000 to \$249,999 | 8.6 | 9.0 | 7.9 | (X) |
| \$250,000 or more | 19.0 | 20.4 | 16.3 | (X) |
| Japan visitors' income | | | | |
| Less than 3.5 million Yen | (X) | (X) | (X) | 23.3 |
| 3.5 million Yen to 4.5 million Yen | (X) | (X) | (X) | 12.8 |
| 4.5 million Yen to 5.5 million Yen | (X) | (X) | (X) | 10.0 |
| 5.5 million Yen to 6.5 million Yen | (X) | (X) | (X) | 7.5 |
| 6.5 million Yen to 7.5 million Yen | (X) | (X) | (X) | 5.2 |
| 7.5 million Yen to 8.5 million Yen | (X) | (X) | (X) | 9.2 |
| 8.5 million Yen to 10 million Yen | (X) | (X) | (X) | 9.5 |
| 10 million Yen to 15 million Yen | (X) | (X) | (X) | 13.1 |
| 15 million Yen to 20 million Yen | (X) | (X) | (X) | 3.9 |
| 20 million Yen or more | (X) | (X) | (X) | 5.5 |

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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, *2020 Visitor Satisfaction and Activity Report and Companion Tables*, prepared by Anthology <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed April 29, 2022.