

Table 7.19-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2021

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. There were 13,248 respondents recorded from the U.S. 6,556 were from the U.S. West, and 6,692 were from the U.S. East. Percent of visitors is based on these numbers of respondents unless otherwise noted. Due to COVID-19 pandemic travel restrictions and limited flights to Hawaii from Canada, China, Japan, Korea, and Oceania, only visitors from the United States were interviewed in 2021]

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Visitation status				
First timers	30.7	17.5	43.7	(NA)
Repeat visitors	69.3	82.5	56.3	(NA)
Primary purpose of trip				
Pleasure / vacation	74.0	76.3	68.8	(NA)
Visiting friends or relatives	11.9	10.8	14.3	(NA)
Honeymoon	3.1	2.1	5.2	(NA)
Other Business	2.5	2.5	2.6	(NA)
Anniversary / birthday	2.4	2.2	2.7	(NA)
Attend / participate in a wedding / vow renewal	0.9	0.9	0.9	(NA)
Convention / conference	0.5	0.5	0.6	(NA)
Incentive trip	0.5	0.3	0.8	(NA)
Government or military business	0.5	0.4	0.7	(NA)
To get married	0.5	0.3	0.8	(NA)
Attend funeral/memorial service	0.4	0.4	0.4	(NA)
To attend school	0.4	0.4	0.3	(NA)
Real estate purchase or viewing	0.3	0.4	0.1	(NA)
Sports event	0.3	0.3	0.2	(NA)
Have a vacation home / timeshare	0.2	0.2	0.1	(NA)
Property renovation / inspection	0.2	0.2	0.1	(NA)
Other	0.2	0.2	0.3	(NA)
Gender				
Male	38.0	38.5	36.8	(NA)
Female	61.7	61.1	63.0	(NA)
Non-binary	0.3	0.4	0.2	(NA)
Age				
Mean (years)	48.52	48.91	47.64	(NA)
Highest level of school				
No / some high school	0.3	0.4	0.2	(NA)
High school graduate	5.0	5.0	5.1	(NA)
Some college	13.1	13.8	11.6	(NA)
Vocational / technical	3.2	3.5	2.5	(NA)
2-year degree	8.8	8.9	8.5	(NA)
4-year degree	36.8	36.6	37.5	(NA)
Post-graduate degree	32.7	31.9	34.6	(NA)

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Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Employment status				
Self-employed	14.4	14.8	13.3	(NA)
Employed, working for someone else	58.9	57.5	62.1	(NA)
Retired	18.9	19.8	17.1	(NA)
Student	2.4	2.3	2.5	(NA)
Homemaker	3.4	3.7	2.8	(NA)
Other	2.0	1.9	2.1	(NA)
U.S. visitors' income 3/				
Up to \$40,000	6.1	5.9	6.7	(X)
\$40,000 to \$59,999	6.7	6.5	7.2	(X)
\$60,000 to \$79,999	9.2	8.8	10.2	(X)
\$80,000 to \$99,999	9.6	9.7	9.4	(X)
\$100,000 to \$124,999	12.4	12.3	12.8	(X)
\$125,000 to \$149,999	11.5	11.6	11.1	(X)
\$150,000 to \$174,999	9.9	10.1	9.5	(X)
\$175,000 to \$199,999	7.1	7.4	6.4	(X)
\$200,000 to \$249,999	8.6	8.6	8.6	(X)
\$250,000 or more	18.9	19.2	18.1	(X)
Japan visitors' income				
Less than 3.5 million Yen	(X)	(X)	(X)	(NA)
3.5 million Yen to 4.5 million Yen	(X)	(X)	(X)	(NA)
4.5 million Yen to 5.5 million Yen	(X)	(X)	(X)	(NA)
5.5 million Yen to 6.5 million Yen	(X)	(X)	(X)	(NA)
6.5 million Yen to 7.5 million Yen	(X)	(X)	(X)	(NA)
7.5 million Yen to 8.5 million Yen	(X)	(X)	(X)	(NA)
8.5 million Yen to 10 million Yen	(X)	(X)	(X)	(NA)
10 million Yen to 15 million Yen	(X)	(X)	(X)	(NA)
15 million Yen to 20 million Yen	(X)	(X)	(X)	(NA)
20 million Yen or more	(X)	(X)	(X)	(NA)

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.

3/ U.S. total income is based on a total of 12,327 respondents, income of the U.S. West is based on 6,130 respondents, and income of the U.S. East is based on 6,692 respondents.

Source: Hawaii Tourism Authority, *2021 Visitor Satisfaction and Activity Report and Companion Tables*, prepared by Anthology <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed May 3, 2023; and calculations by the Hawaii State Department of Business Economic Development & Tourism.