

Table 7.19-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2022

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. There were 13,284 respondents recorded from the U.S. 6,386 were from the U.S. West, and 6,898 were from the U.S. East and 303 from Japan. Percent of visitors is based on these numbers of respondents unless otherwise noted]

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Visitation status				
First timers	32.6	18.7	45.4	10.2
Repeat visitors	67.4	81.3	54.6	89.8
Primary purpose of trip				
Pleasure / vacation	72.5	75.0	67.3	63.1
Visiting friends or relatives	10.7	10.1	11.9	9.0
Honeymoon	2.6	2.1	3.8	4.9
Other business	2.3	2.1	2.6	2.7
Anniversary / birthday	3.2	3.0	3.7	0.9
Attend/ participate in a wedding / vow renewal	1.4	1.3	1.7	1.6
Convention / conference	1.4	1.2	1.9	1.3
Incentive trip	0.6	0.4	1.0	1.0
Government or military business	0.7	0.5	1.1	0.6
To get married	0.5	0.4	0.7	0.6
Attend funeral / memorial service	0.4	0.4	0.2	0.0
To attend school	0.3	0.3	0.4	0.7
Real estate purchase or viewing	0.1	0.1	0.1	0.0
Sports event	0.7	0.7	1.0	1.8
Have a vacation home / timeshare	0.1	0.2	0.0	0.0
Property renovation / inspection	0.1	0.1	0.1	0.3
Other	0.2	0.2	0.2	0.9
Gender				
Male	40.0	40.0	39.9	60.6
Female	59.8	59.7	59.8	39.4
Non-binary	0.3	0.3	0.3	0.0
Age				
Mean (years)	50.77	50.83	50.64	51.38
Highest level of school				
No / some high school	0.3	0.4	0.3	0.6
High school graduate	5.6	5.6	5.6	13.6
Some college	12.8	13.4	11.3	4.9
Vocational / technical	3.1	3.5	2.4	3.5
2-year degree	8.9	9.1	8.3	7.7
4-year degree	36.8	36.7	36.8	47.4
Post-graduate degree	32.5	31.2	35.4	22.3

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Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Employment status				
Self-employed	12.9	13.4	11.8	20.3
Employed, working for someone else	57.5	56.6	59.2	45.0
Retired	23.3	23.6	22.8	11.8
Student	1.6	1.5	1.8	3.3
Homemaker	3.1	3.2	3.0	8.4
Other	1.6	1.7	1.3	11.1
U.S. visitors' income 3/				
Up to \$40,000	5.0	5.1	5.0	(X)
\$40,000 to \$59,999	6.3	6.1	6.8	(X)
\$60,000 to \$79,999	8.7	8.6	9.1	(X)
\$80,000 to \$99,999	9.4	9.1	10.1	(X)
\$100,000 to \$124,999	13.2	13.2	13.1	(X)
\$125,000 to \$149,999	11.7	11.7	11.7	(X)
\$150,000 to \$174,999	10.2	10.1	10.3	(X)
\$175,000 to \$199,999	6.9	7.1	6.5	(X)
\$200,000 to \$249,999	9.4	9.6	8.9	(X)
\$250,000 or more	19.1	19.4	18.6	(X)
Japan visitors' income 4/				
Less than 3.5 million Yen	(X)	(X)	(X)	7.6
3.5 million Yen to 4.5 million Yen	(X)	(X)	(X)	3.9
4.5 million Yen to 5.5 million Yen	(X)	(X)	(X)	7.8
5.5 million Yen to 6.5 million Yen	(X)	(X)	(X)	7.0
6.5 million Yen to 7.5 million Yen	(X)	(X)	(X)	4.8
7.5 million Yen to 8.5 million Yen	(X)	(X)	(X)	9.5
8.5 million Yen to 10 million Yen	(X)	(X)	(X)	10.5
10 million Yen to 15 million Yen	(X)	(X)	(X)	22.0
15 million Yen to 20 million Yen	(X)	(X)	(X)	11.6
20 million Yen or more	(X)	(X)	(X)	15.3

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 12,411 respondents, income of the U.S. West is based on 5,897 respondents, and income of the U.S. East is based on 6,424 respondents.

4/ Japan visitors' income is based on 293 respondents.

Source: Hawaii Tourism Authority, *2022 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed June 5, 2024; and calculations by the Hawaii State Department of Business Economic Development & Tourism.