

**Table 7.19-- VISITOR PROFILE AND TRIP CHARACTERISTICS OF VISITORS
FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. There were 12,811 respondents recorded from the U.S. 6,260 were from the U.S. West, and 6,551 were from the U.S. East and 711 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	30.8	18.3	42.7	26.4
Repeat visitors	69.2	81.7	57.3	73.6
Primary purpose of trip				
Pleasure / vacation	69.5	71.7	64.9	61.6
Visiting friends or relatives	11.6	10.8	13.0	7.0
Anniversary / birthday	3.3	3.0	3.9	0.4
Other Business	3.1	3.1	3.2	0.7
Convention / conference	2.1	1.7	2.9	1.4
Honeymoon	2.0	1.6	2.7	14.4
Attend / participate in a wedding / vow renewal	1.7	1.6	1.9	1.7
Government or military business	0.9	0.6	1.4	0.1
Sports event	0.8	0.8	0.8	0.8
Incentive trip	0.6	0.5	1.0	2.1
Attend funeral / memorial service	0.6	0.7	0.4	0.0
To get married	0.4	0.3	0.6	1.3
To attend school	0.4	0.4	0.4	1.0
Have a vacation home / timeshare	0.2	0.2	0.1	0.3
Real estate purchase or viewing	0.1	0.1	0.1	0.1
Property renovation / inspection	0.1	0.1	0.1	0.0
Other	0.3	0.3	0.2	0.7
Gender				
Male	40.5	40.6	40.2	54.1
Female	59.1	59.0	59.3	45.9
Age				
Mean (years)	51.82	51.86	51.73	46.83
Highest level of school				
No / some high school	0.4	0.4	0.3	0.7
High school graduate	5.4	5.2	5.7	11.5
Some college	13.2	14.1	11.4	4.1
Vocational / technical	3.2	3.5	2.6	5.6
2-year degree	9.0	9.2	8.7	10.0
4-year degree	35.6	35.4	35.9	51.8
Post-graduate degree	33.2	32.1	35.5	16.3

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FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023 -- Con.**

Characteristic	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Employment status				
Self-employed	12.9	13.5	11.6	12.0
Employed, working for someone else	56.3	55.6	57.7	54.1
Retired	24.8	24.7	24.9	9.8
Student	1.4	1.3	1.6	5.2
Homemaker	3.0	3.0	3.1	7.6
Other	1.7	2.0	1.2	11.4
U.S. visitors' income 3/				
Up to \$40,000	4.5	4.2	5.0	(X)
\$40,000 to \$59,999	5.6	5.2	6.5	(X)
\$60,000 to \$79,999	8.6	8.3	9.2	(X)
\$80,000 to \$99,999	8.6	8.6	8.4	(X)
\$100,000 to \$124,999	13.0	12.8	13.4	(X)
\$125,000 to \$149,999	11.8	11.7	11.8	(X)
\$150,000 to \$174,999	10.4	10.6	10.2	(X)
\$175,000 to \$199,999	7.3	7.5	6.7	(X)
\$200,000 to \$249,999	9.6	10.0	8.8	(X)
\$250,000 or more	20.7	21.1	20.1	(X)
Japan visitors' income 4/				
Less than 3.5 million Yen	(X)	(X)	(X)	11.1
3.5 million Yen to 4.5 million Yen	(X)	(X)	(X)	9.5
4.5 million Yen to 5.5 million Yen	(X)	(X)	(X)	9.8
5.5 million Yen to 6.5 million Yen	(X)	(X)	(X)	7.8
6.5 million Yen to 7.5 million Yen	(X)	(X)	(X)	5.9
7.5 million Yen to 8.5 million Yen	(X)	(X)	(X)	8.6
8.5 million Yen to 10 million Yen	(X)	(X)	(X)	11.7
10 million Yen to 15 million Yen	(X)	(X)	(X)	14.7
15 million Yen to 20 million Yen	(X)	(X)	(X)	9.2
20 million Yen or more	(X)	(X)	(X)	11.6

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 12,811 respondents, income of the U.S. West is based on 6,260 respondents, and income of the U.S. East is based on 6,551 respondents.

4/ Japan visitors' income is based on 711 respondents.

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 16, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.