

Table 7.10-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO KONA: 2008

Subject	Total	Domestic	International
ISLANDS VISITED			
Any island			
Oahu	475,725	313,102	162,623
Kauai	217,131	182,538	34,593
Maui	284,870	235,234	49,636
Molokai	23,825	14,306	9,519
Lanai	26,220	17,326	8,894
Hawaii County	1,100,555	879,360	221,195
Kona	1,100,555	879,360	221,195
Hilo	282,728	220,209	62,519
TRAVEL METHOD			
Tour group	110,569	57,746	52,823
Package trip	348,955	221,058	127,897
Group tour and package	87,272	42,750	44,522
True independent	728,304	643,307	84,997
ACCOMMODATIONS			
Hotel	651,847	477,278	174,569
Hotel only	459,483	314,303	145,180
Condo	217,861	184,529	33,332
Condo only	140,882	120,343	20,539
Timeshare	132,290	122,154	10,136
Timeshare only	89,124	82,757	6,367
Friends/relatives	105,182	95,829	9,353
Cruise ship	118,113	103,408	14,705
Bed & Breakfast	29,400	25,588	3,812
Rental house	67,093	60,940	6,153
PARTY SIZE			
One person	163,074	145,823	17,251
Two persons	514,664	420,083	94,581
Three or more persons	422,817	313,454	109,363
Average party size	2.13	2.02	2.56
LENGTH OF STAY			
Kona (days)	6.60	7.16	4.39

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Subject	Total	Domestic	International
TRIPS TO HAWAII			
First trip	380,164	279,265	100,899
Repeat	720,391	600,095	120,296
Average number of trips	5.02	5.40	3.49
PURPOSE OF TRIP			
Pleasure (Net)	932,778	741,498	191,280
Honeymoon	62,099	36,507	25,592
MC&I (Net)	89,270	76,671	12,599
Convention/Conference	56,488	50,788	5,700
Corporate Meetings	17,172	15,105	2,067
Incentive	18,820	13,850	4,970
Other business	37,598	34,579	3,019
Visit friends/relatives	91,925	82,775	9,150
Government/military	5,844	3,595	2,249
Attend school	4,217	2,468	1,749
Sport events	18,373	13,099	5,274
COUNTRY OF ORIGIN			
United States	798,302	786,815	11,487
Canada	65,029	29,324	35,705
United Kingdom	9,266	8,282	984
Germany	9,732	9,193	539
Switzerland	2,393	2,132	261
France	2,356	1,959	397
Italy	1,837	1,748	89
Total Europe	25,584	23,314	2,270
Japan	121,677	583	121,094
Taiwan	2,635	197	2,438
Hong Kong	768	136	632
China	6,838	1,221	5,617
Korea	3,297	619	2,678

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Subject	Total	Domestic	International
Singapore	651	144	507
Total Other Asia	14,189	2,317	11,872
Australia	18,128	2,246	15,882
New Zealand	2,676	367	2,309
Total Oceania	20,804	2,613	18,191

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, (annual).