

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 2008**

Subject	Number
Total Japanese visitors	1,175,199
VISIT STATUS	
First time	496,531
Repeat	678,668
Average number of trips	3.66
ISLAND VISITED	
Oahu	1,127,441
Maui County	67,266
Maui island	65,612
Molokai	1,602
Lanai	1,550
Kauai	26,166
Hawaii County	174,701
Kona side	121,677
Hilo side	68,390
ACCOMMODATIONS	
Hotel	1,061,094
Hotel only	1,040,217
Condo	97,423
Condo only	81,702
Timeshare	16,125
Timeshare only	11,924
Friends/relatives	14,279
Cruise ship	1,104
Bed & Breakfast	1,311
Rental house	3,120

(Continued on next page)

(Continued from previous page)

**Table 7.11-- SUMMARY OF JAPANESE VISITORS TO THE
STATE OF HAWAII: 2008**

Subject	Number
PURPOSE OF TRIP	
Pleasure (Net)	1,048,593
Honeymoon	195,538
MC&I (Net)	51,626
Convention/Conference	10,179
Corporate meetings	5,817
Incentive	36,937
Other business	8,150
Visit friends/relatives	21,054
Government/military	560
Attend school	1,979
Sports events	37,552
TRAVEL METHOD	
Tour group	457,113
Package trip	936,829
Group tour and package	401,932
True independent	183,189
PARTY SIZE	
One person	65,239
Two persons	440,994
Three or more persons	668,966
Average party size	2.80
LENGTH OF STAY (DAYS)	
L.O.S. State	5.74
Oahu LOS	5.25
Maui LOS	3.09
Kauai LOS	2.62
Big Island LOS	3.15
Kona side LOS	3.47
Hilo side LOS	1.87
Molokai LOS	1.48
Lanai LOS	2.56

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