

**Table 7.9-- SUMMARY CHARACTERISTICS OF DOMESTIC AND INTERNATIONAL VISITORS TO HILO: 2008**

Subject	Total	Domestic	International
<b>ISLANDS VISITED</b>			
Any island			
Oahu	339,847	219,835	120,012
Kauai	171,702	139,761	31,941
Maui	212,715	167,475	45,240
Molokai	21,492	11,918	9,574
Lanai	22,073	13,225	8,848
Hawaii County	503,449	366,896	136,553
Kona	282,728	220,209	62,519
Hilo	503,449	366,896	136,553
<b>TRAVEL METHOD</b>			
Tour group	78,394	39,137	39,257
Package trip	195,786	115,717	80,069
Group tour and package	64,755	30,456	34,299
True independent	294,025	242,499	51,526
<b>ACCOMMODATIONS</b>			
Hotel	317,656	207,564	110,092
Hotel only	187,107	98,070	89,037
Condo	60,954	45,942	15,012
Condo only	29,460	20,278	9,182
Timeshare	29,492	26,217	3,275
Timeshare only	15,715	14,183	1,532
Friends/relatives	64,534	57,085	7,449
Cruise ship	117,830	103,950	13,880
Bed & Breakfast	24,868	21,150	3,718
Rental house	32,917	29,467	3,450
<b>PARTY SIZE</b>			
One person	83,186	71,299	11,887
Two persons	239,508	183,432	56,076
Three or more persons	180,755	112,165	68,590
Average party size	2.09	1.92	2.56
<b>LENGTH OF STAY</b>			
Hilo (days)	3.63	4.21	2.08

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<b>TRIPS TO HAWAII</b>			
First trip	229,308	158,097	71,211
Repeat	274,141	208,799	65,342
Average number of trips	3.84	4.15	2.99
<b>PURPOSE OF TRIP</b>			
Pleasure (Net)	421,113	304,985	116,128
Honeymoon	28,816	17,335	11,481
MC & I (Net)	27,279	19,464	7,815
Convention/Conference	16,385	13,498	2,887
Corporate Meetings	4,630	3,385	1,245
Incentive	7,262	3,414	3,848
Other business	19,754	16,930	2,824
Visit friends/relatives	57,356	50,603	6,753
Government/military	4,579	3,421	1,158
Attend school	2,775	1,816	959
Sport events	7,165	3,843	3,322
<b>COUNTRY OF ORIGIN</b>			
United States	330,709	322,755	7,934
Canada	32,345	12,468	19,877
United Kingdom	4,887	4,256	631
Germany	5,456	5,249	207
Switzerland	1,352	1,182	170
France	1,376	1,129	247
Italy	936	886	50
Total Europe	14,007	12,703	1,304
Japan	68,390	221	68,169
Taiwan	2,095	101	1,994
Hong Kong	362	83	279
China	3,297	1,074	2,223
Korea	2,093	292	1,801

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Singapore	327	92	235
Total Other Asia	8,174	1,642	6,532
Australia	13,041	1,231	11,810
New Zealand	2,037	200	1,837
Total Oceania	15,078	1,431	13,647

NA = Not available.

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