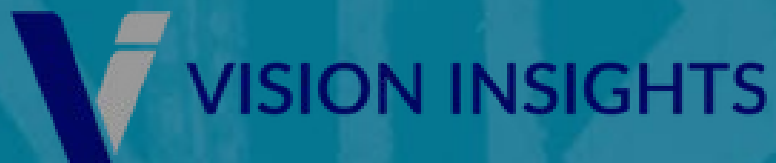




# **Vision Insights Destination Brand Health Trends**

February 28, 2023



# Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Japan, Canada, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for daily brand health tracking metrics – media-focused, brand health, purchase/intent, and consumer status

# Brand Health Metrics

- **Destination Awareness:** Percentage of people that are aware of a destination
- **Chatter (Net):** Net percentage of people who heard something positive about a destination and people who heard something negative about a destination in the last 2 weeks
- **Consideration:** Percentage of people who are “Likely” to “Very Likely to Consider” a destination for their next vacation (Top 3 box of 8-point scale)
- **Favorability:** Percentage of people who rated a destination as “Favorable” or “Very Favorable” (Top 2 box of a 5-point scale)

# Destinations

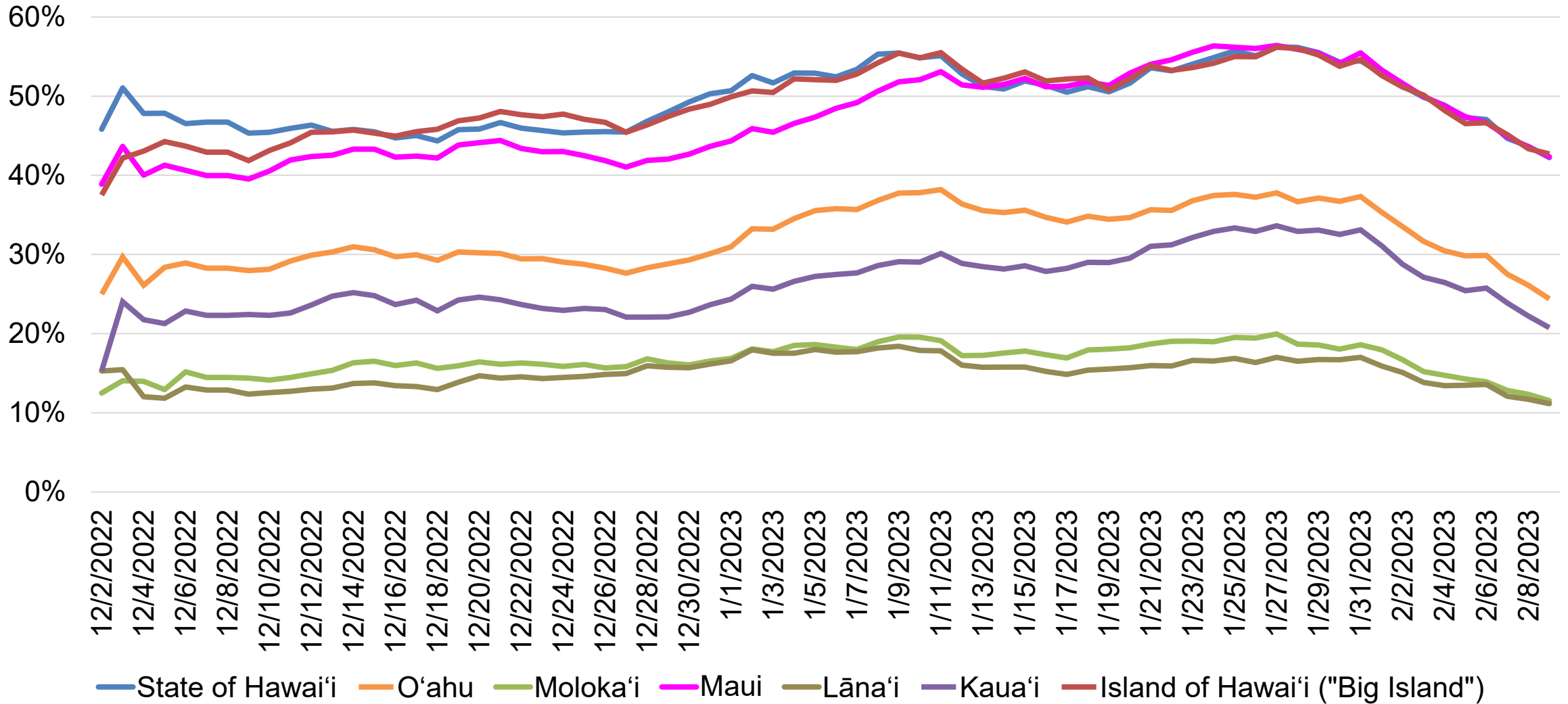
- Respondents are asked about:
  - State of Hawai‘i
  - O‘ahu
  - Maui
  - Moloka‘i
  - Lāna‘i
  - Kaua‘i
  - Hawai‘i Island
- Selecting State of Hawai‘i indicates respondents’ awareness/chatter/consideration/favorability for the overall Hawai‘i brand (the concept of a beautiful place called “Hawai‘i”) and lack of familiarity with individual islands



# United States Destination Brand Health Trends

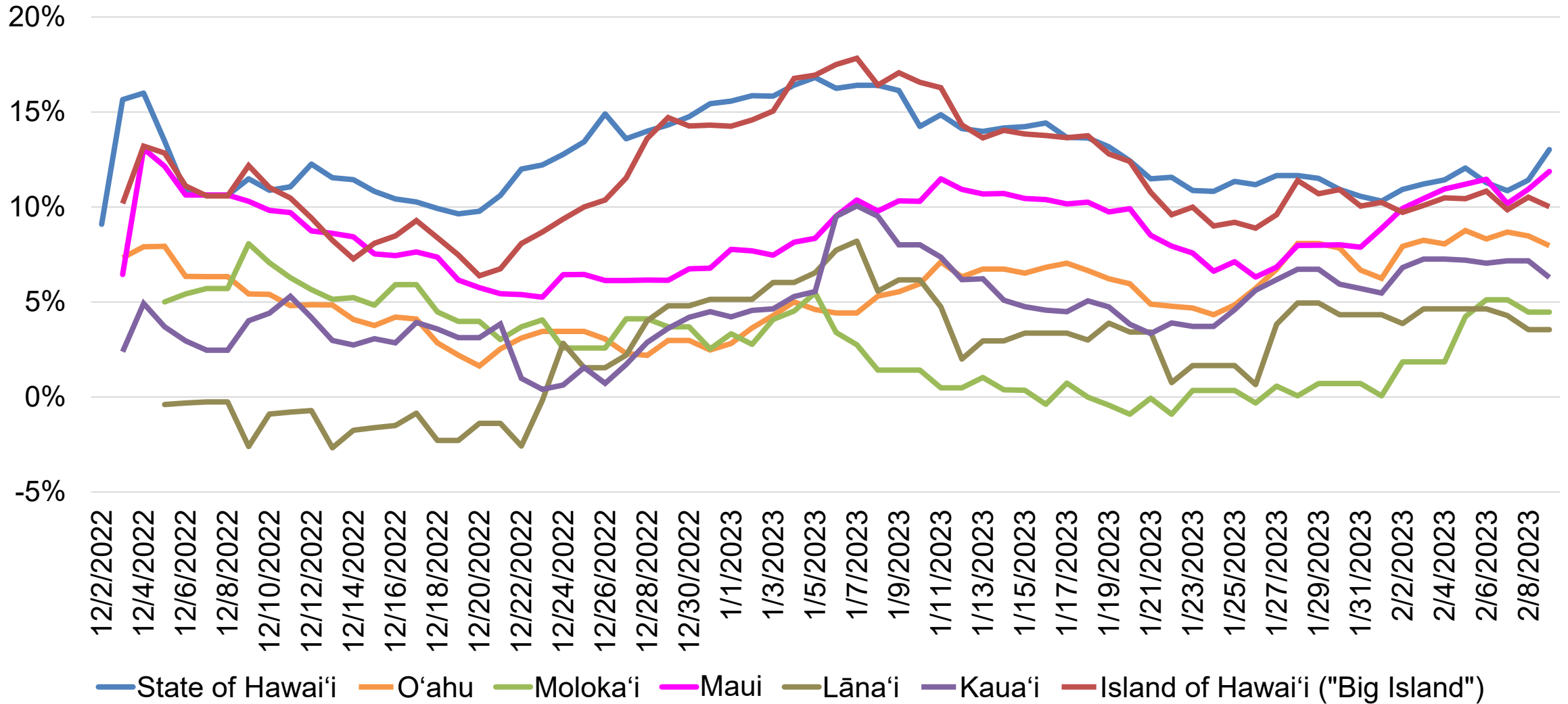


# U.S. Destination Awareness Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

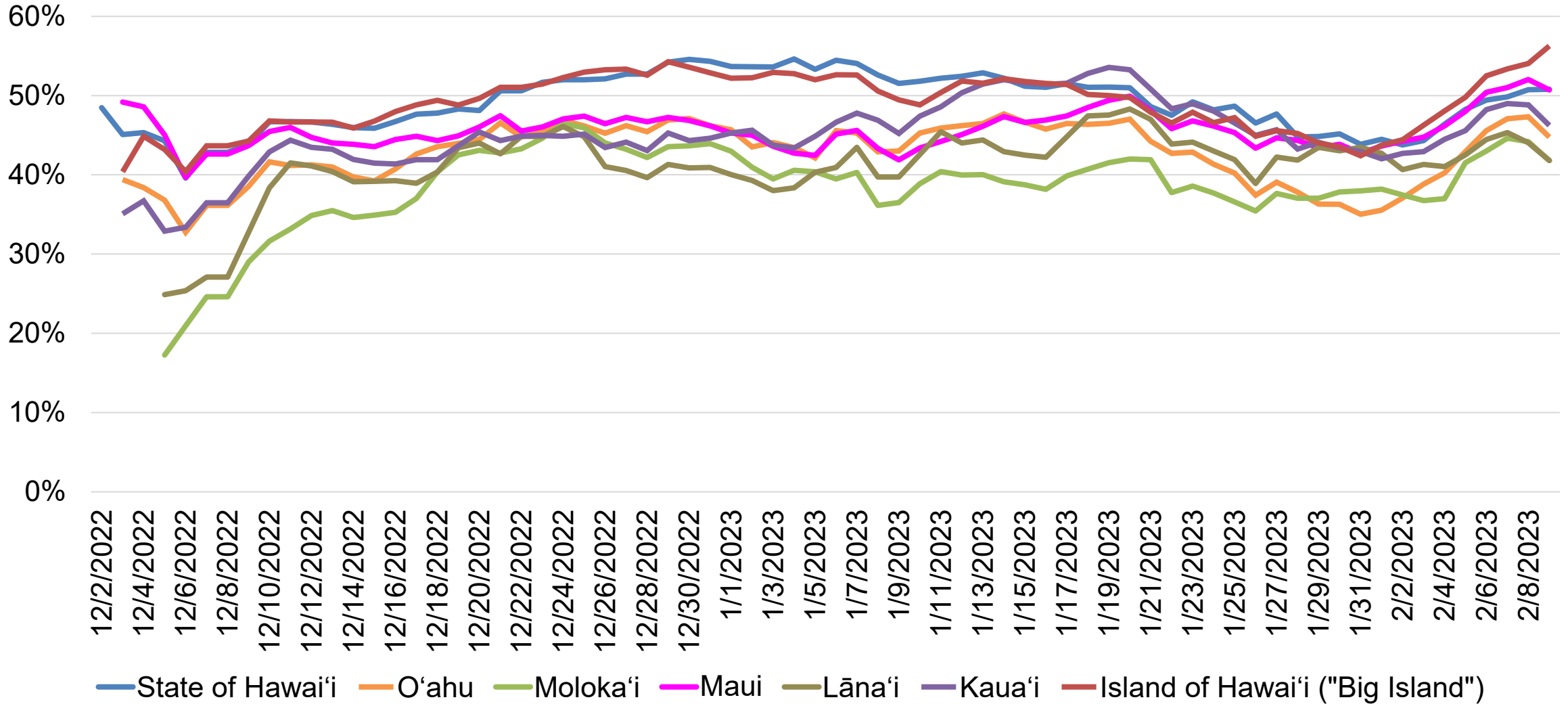
# U.S. Chatter (Net) Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023



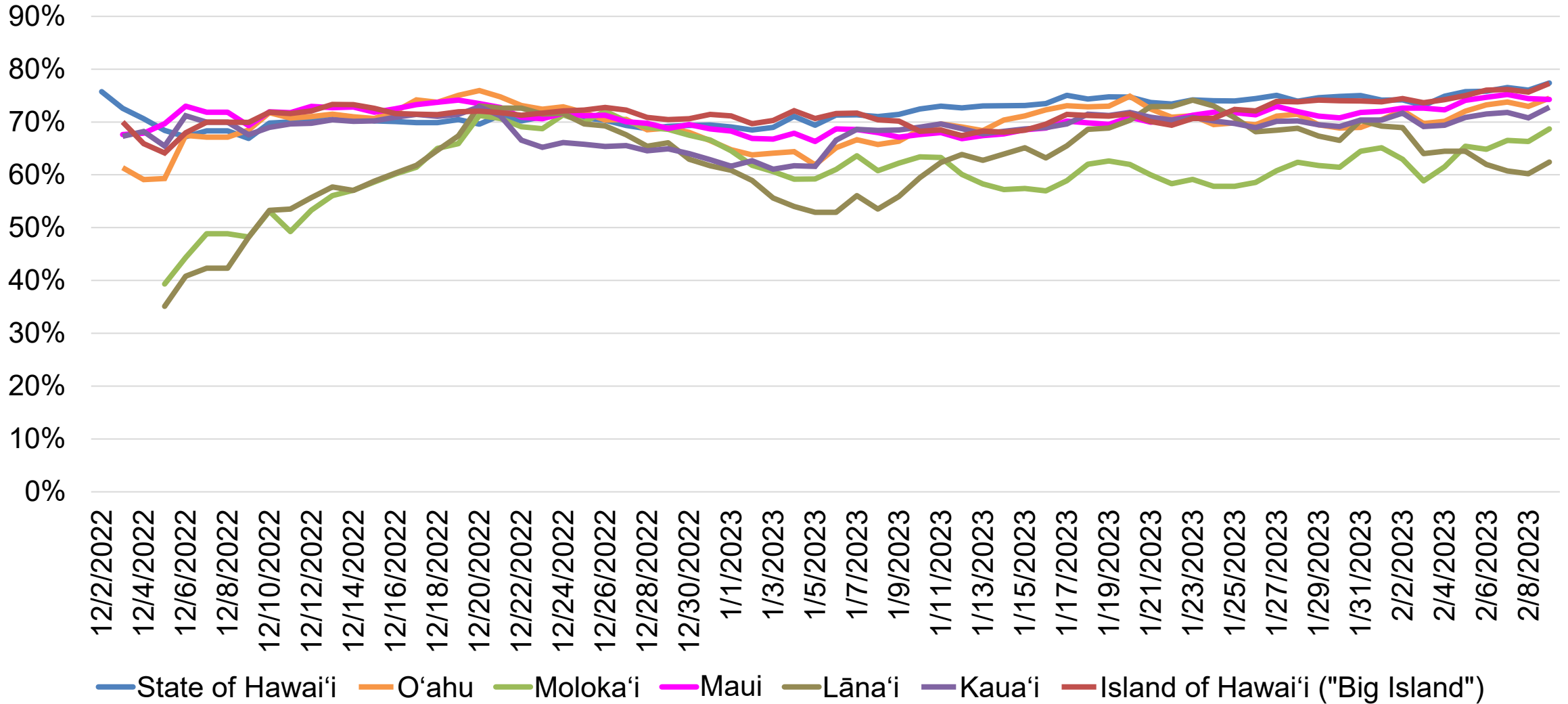
# U.S. Consideration Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023



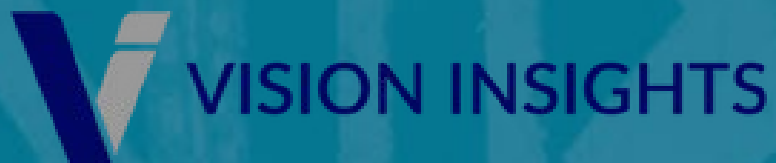
# U.S. Favorability Two-Week Moving Average



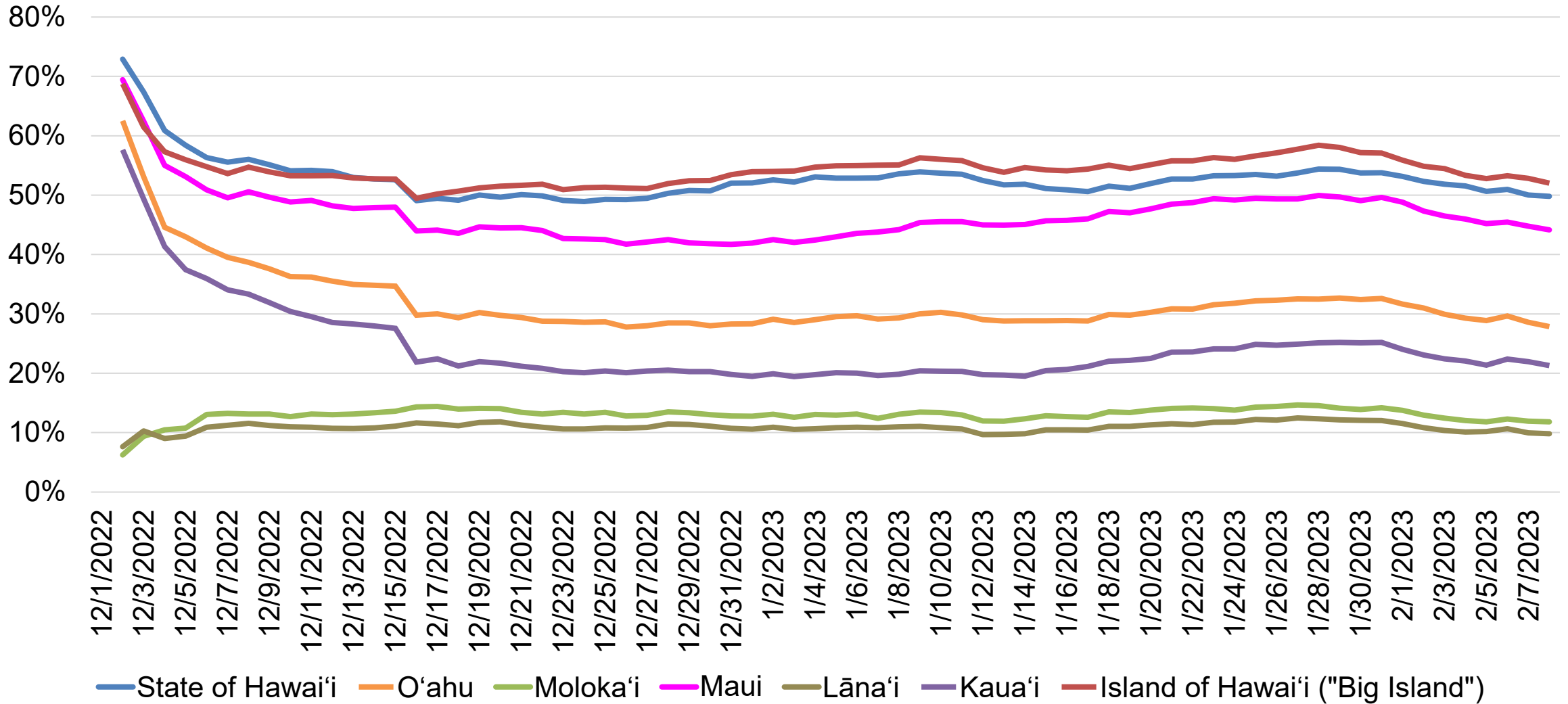
Source: Vision Insights Data as of February 9, 2023



# Canada Destination Brand Health Trends

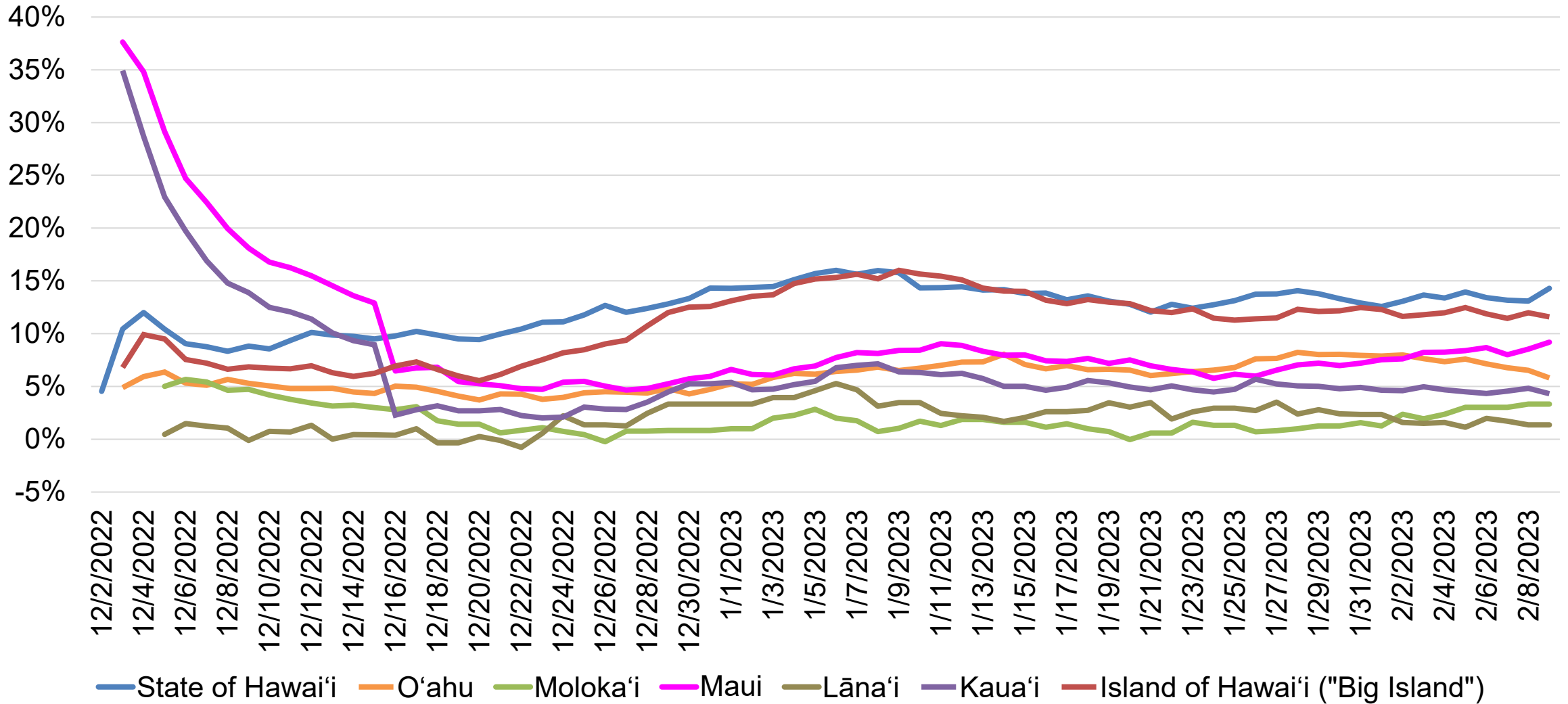


# Canada Destination Awareness Two-Week Moving Average



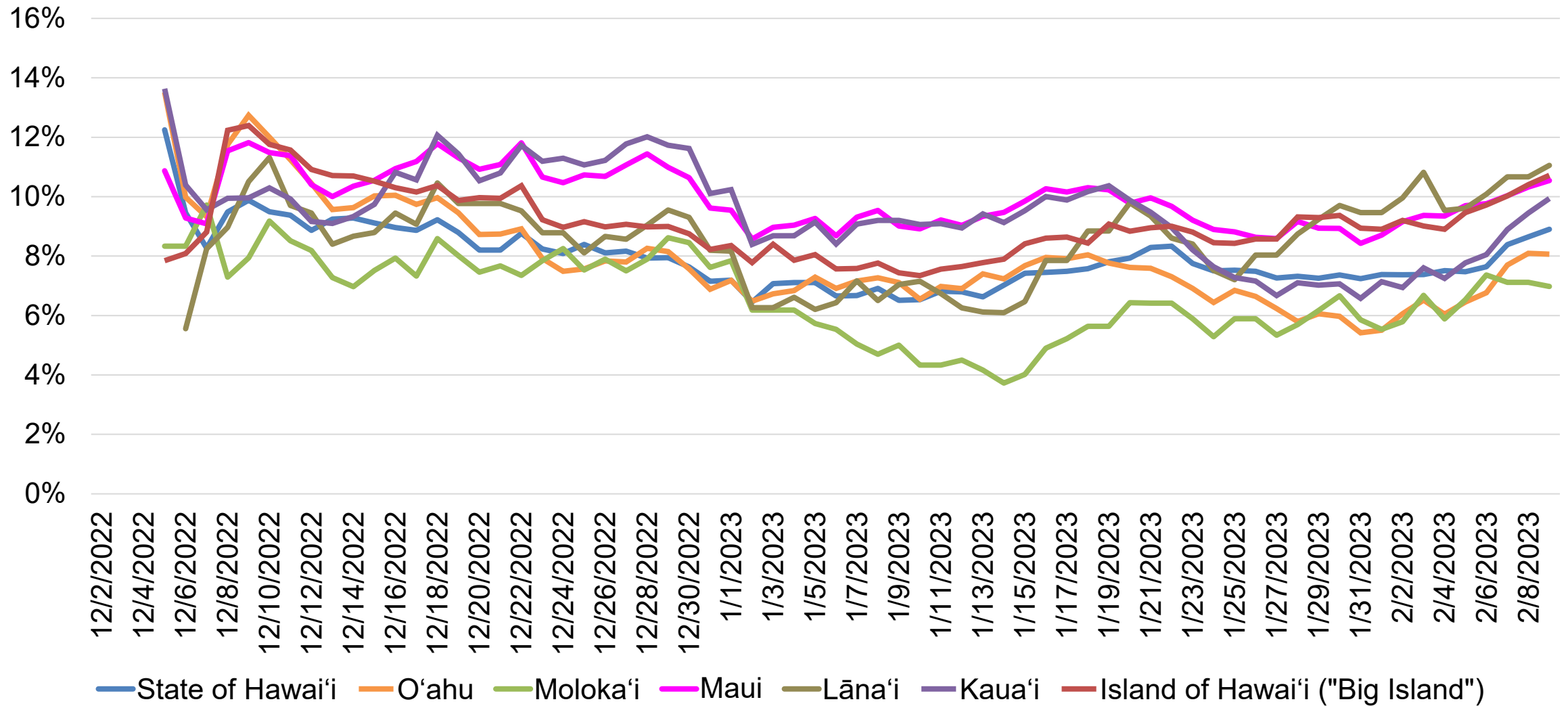
Source: Vision Insights Data as of February 9, 2023

# Canada Chatter (Net) Two-Week Moving Average



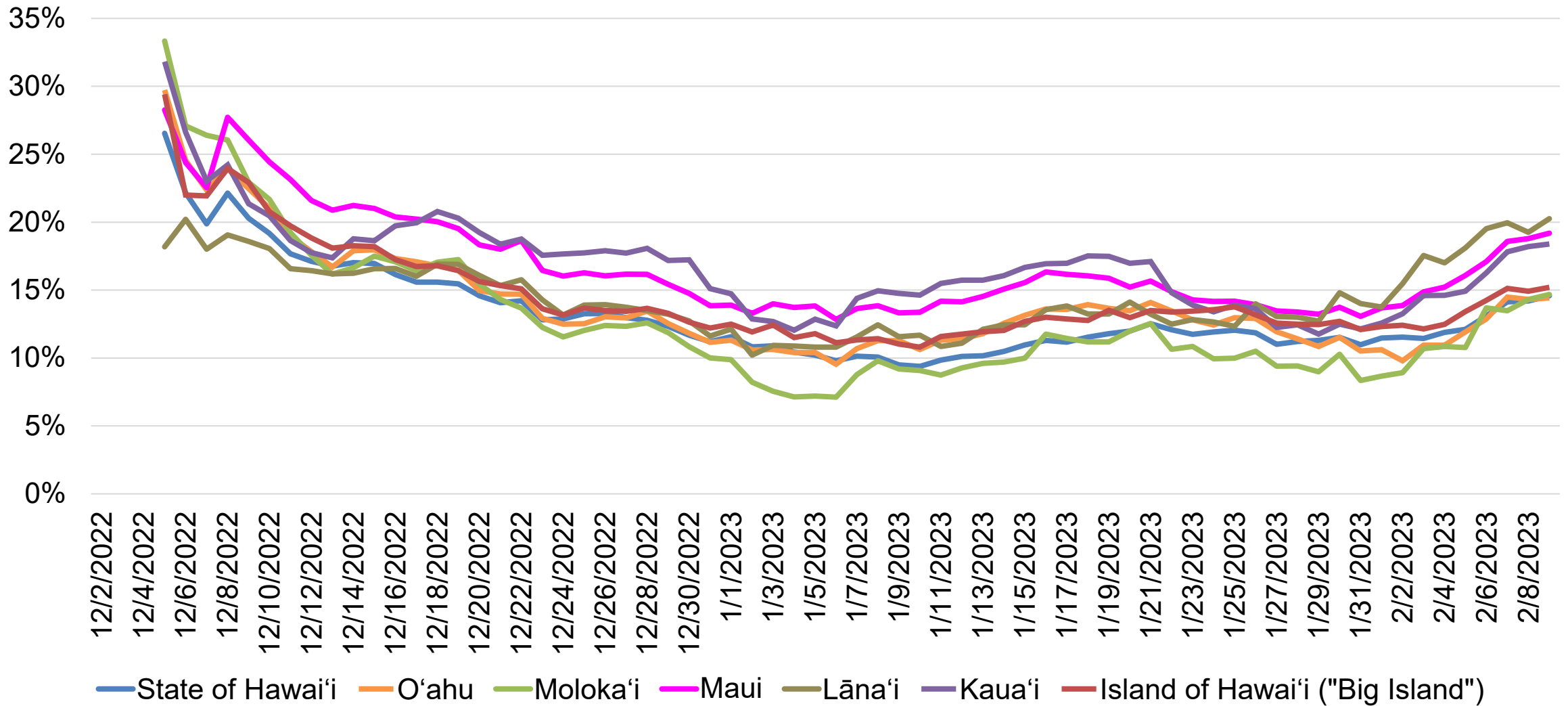
Source: Vision Insights Data as of February 9, 2023

# Canada Consideration Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

# Canada Favorability Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

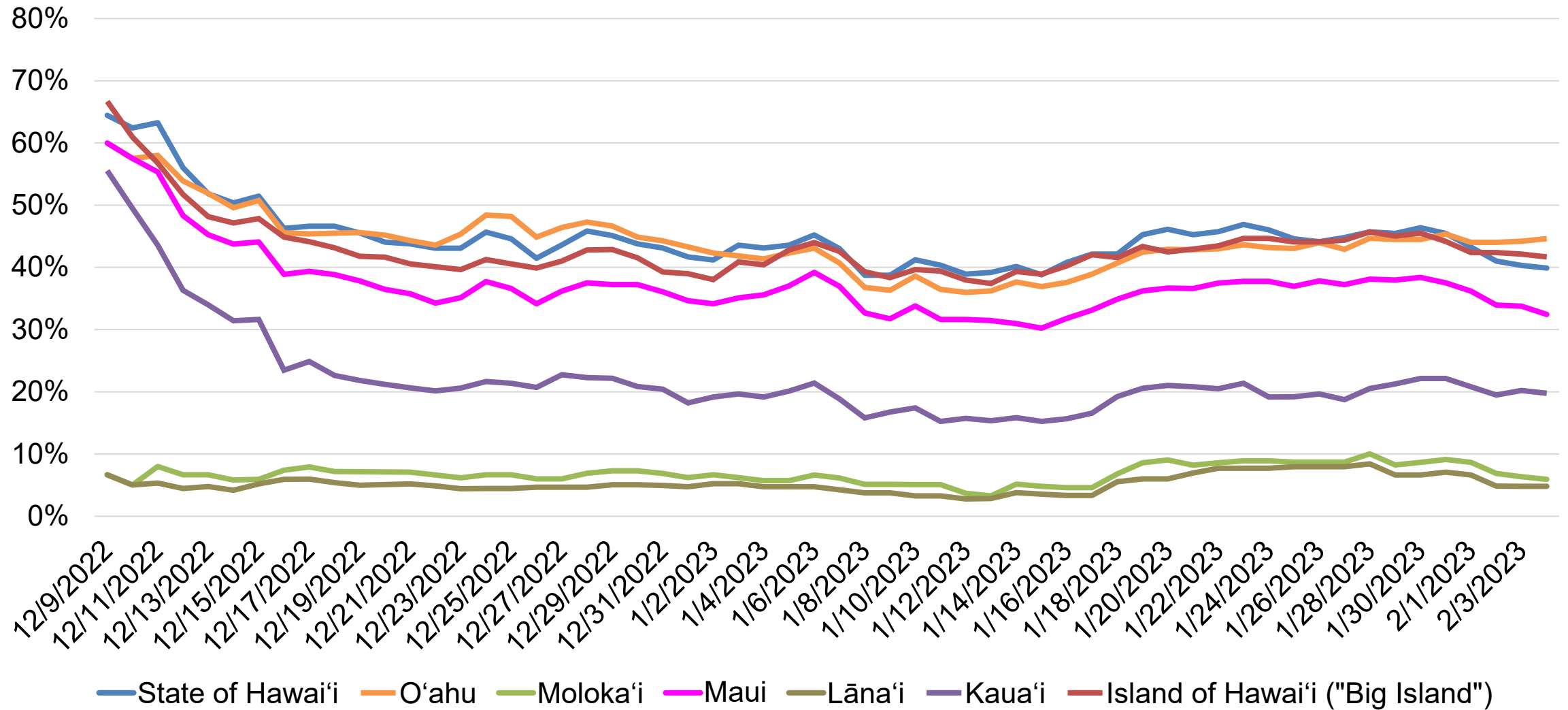


# Japan Destination Brand Health Trends



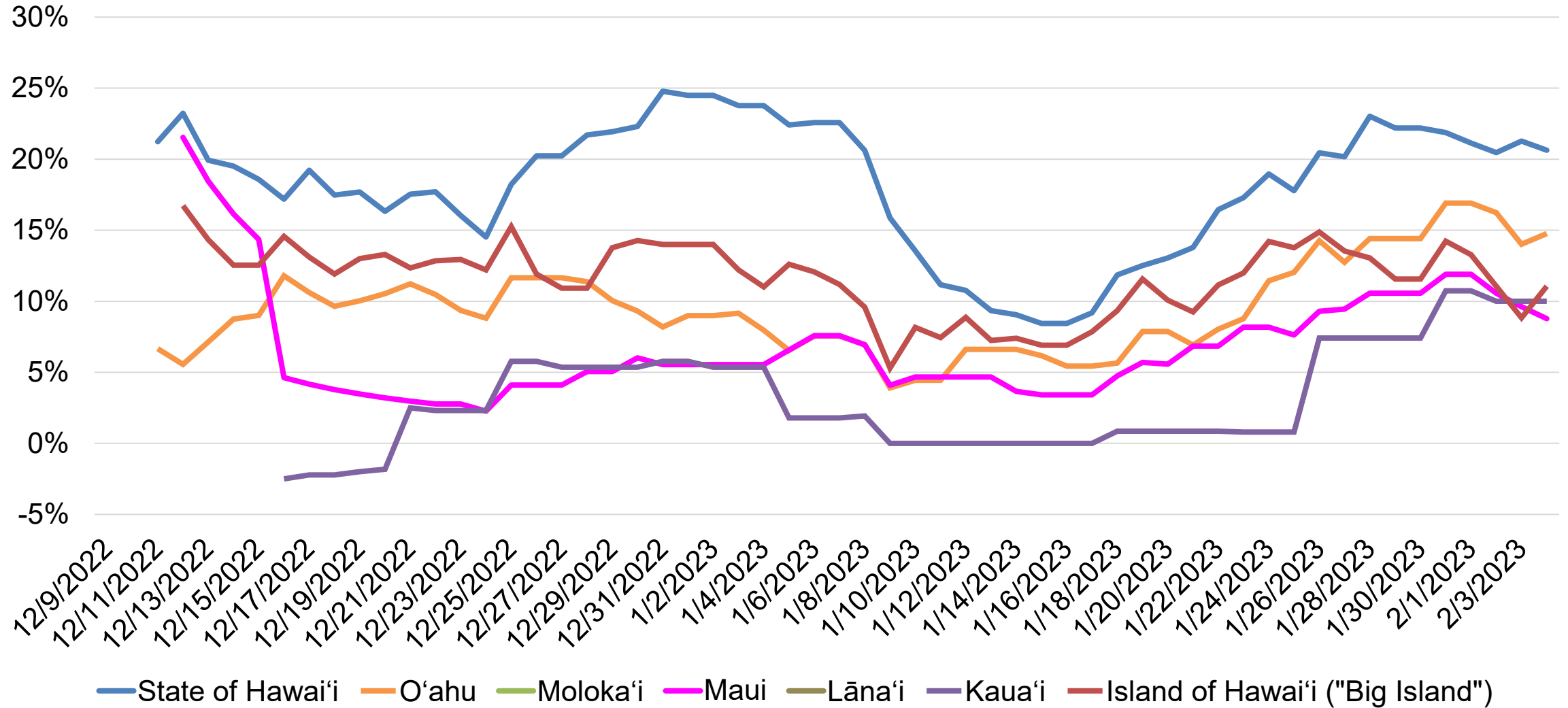


# Japan Destination Awareness Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

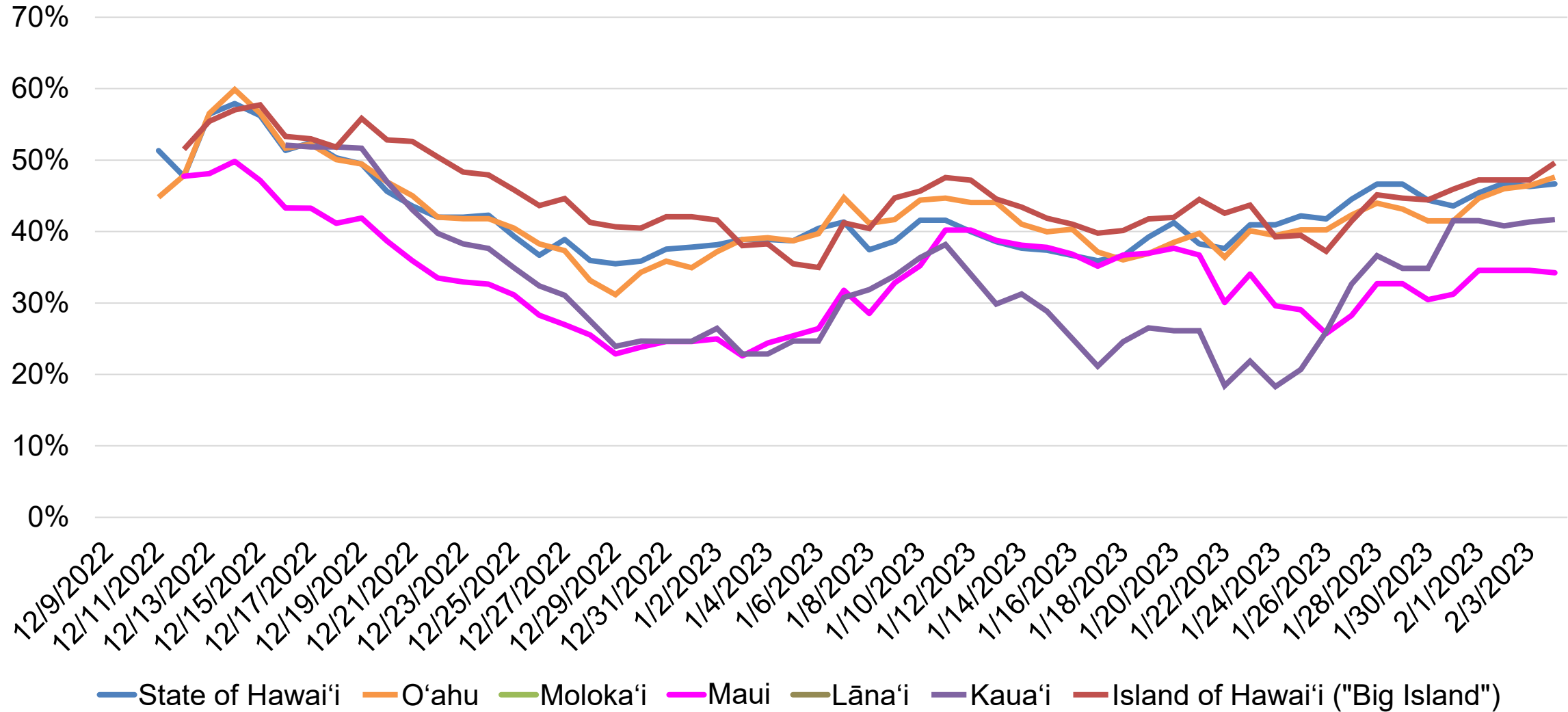
# Japan Chatter (Net) Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

\*Samples for Moloka'i and Lāna'i are small

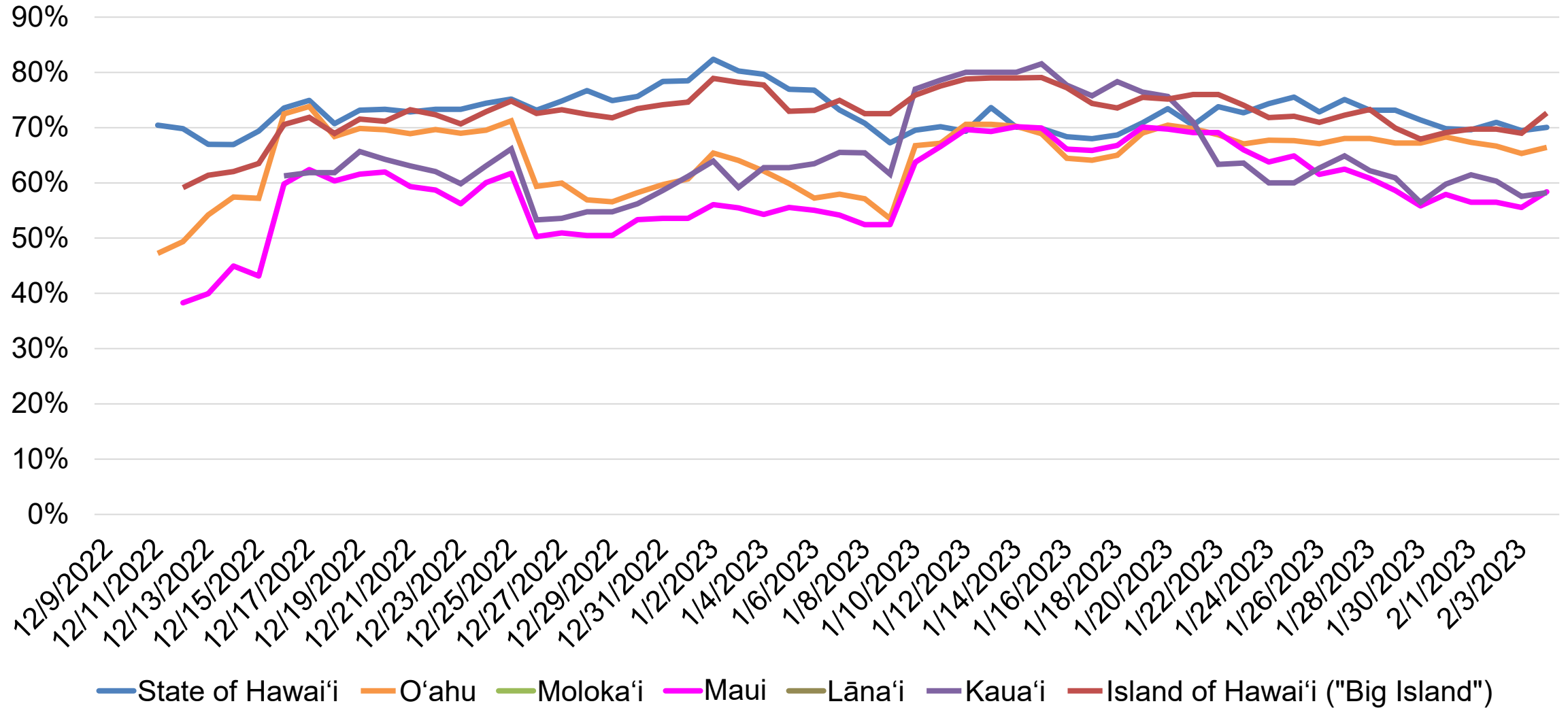
# Japan Consideration Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

\*Samples for Moloka'i and Lāna'i are small

# Japan Favorability Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

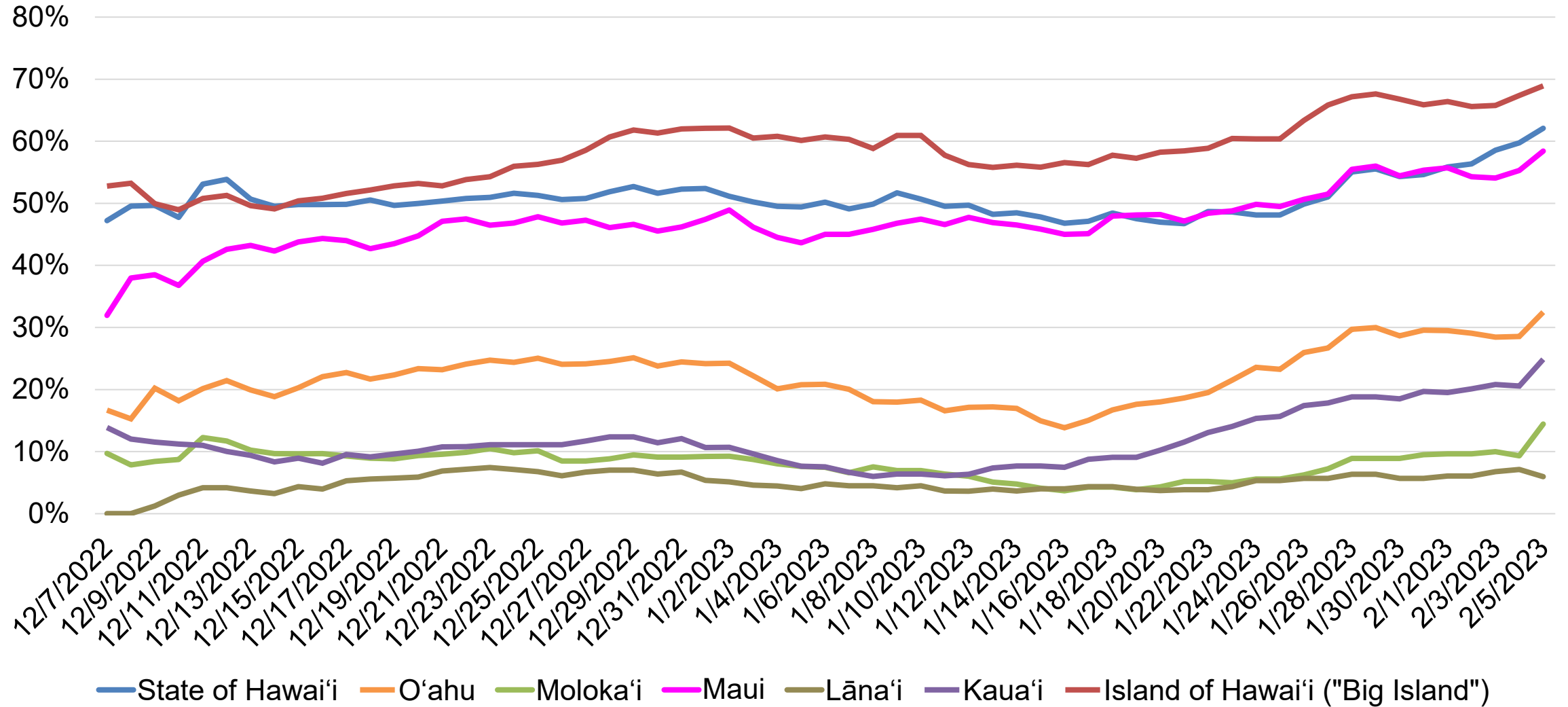
\*Samples for Moloka'i and Lāna'i are small



# Australia Destination Brand Health Trends

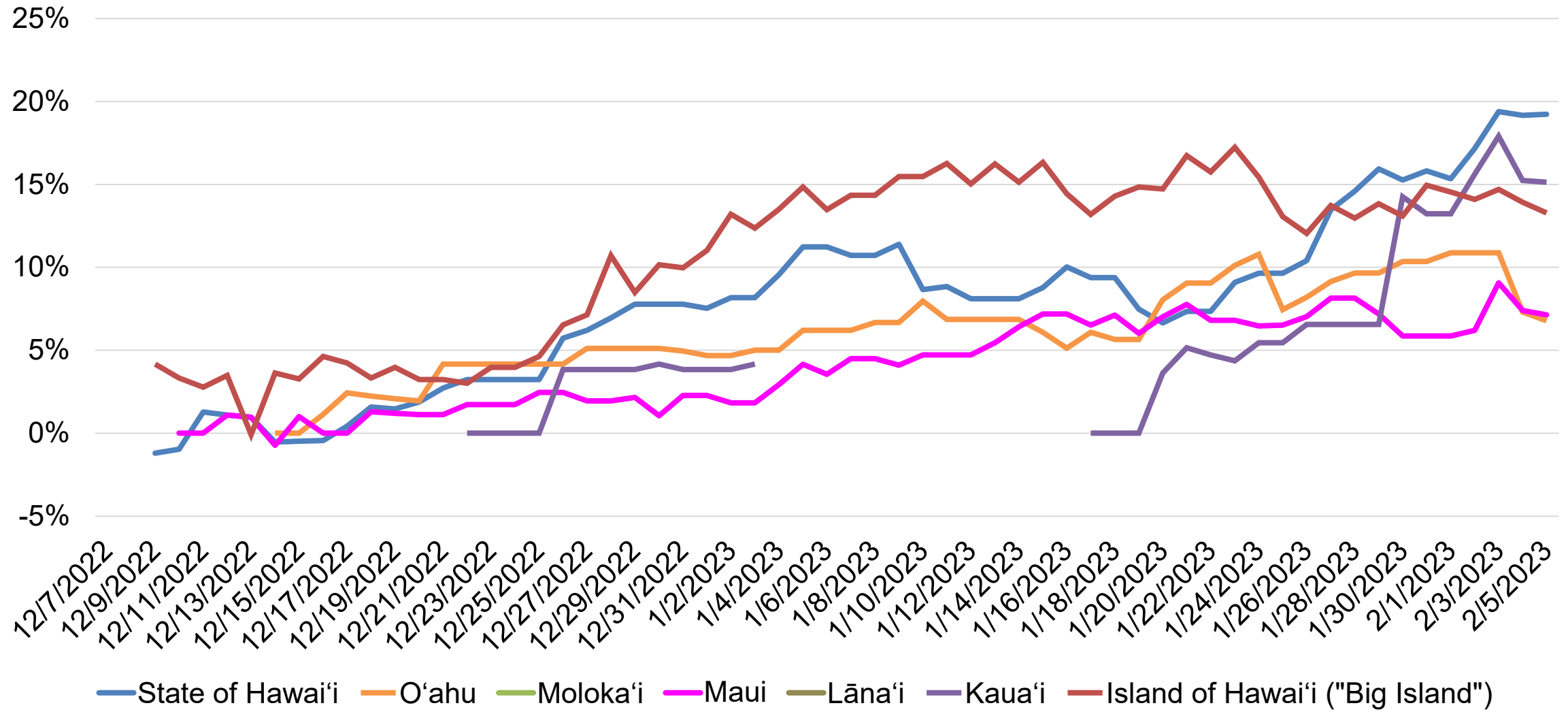


# Australia Destination Awareness Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

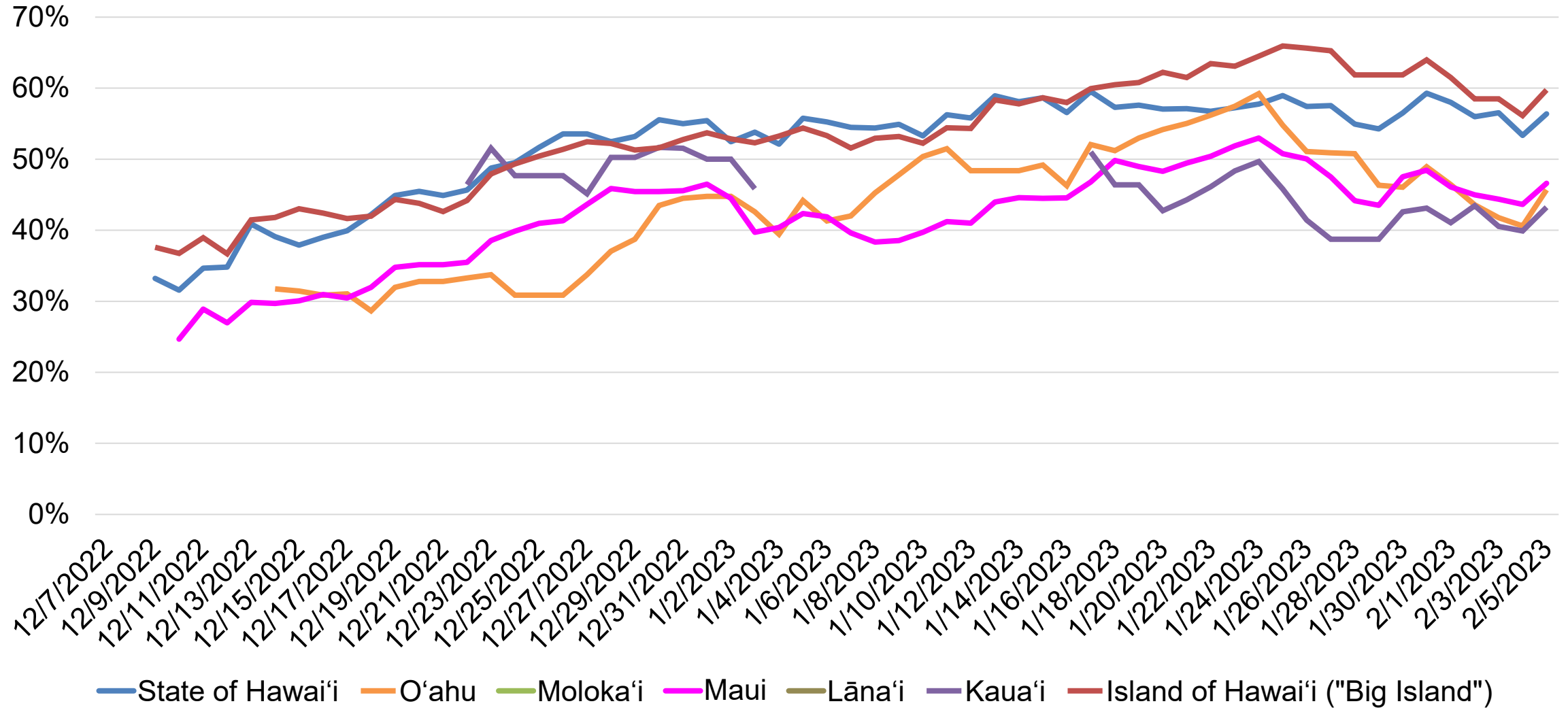
# Australia Chatter (Net) Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023  
 Samples for Kaua'i, Moloka'i, and Lāna'i are limited

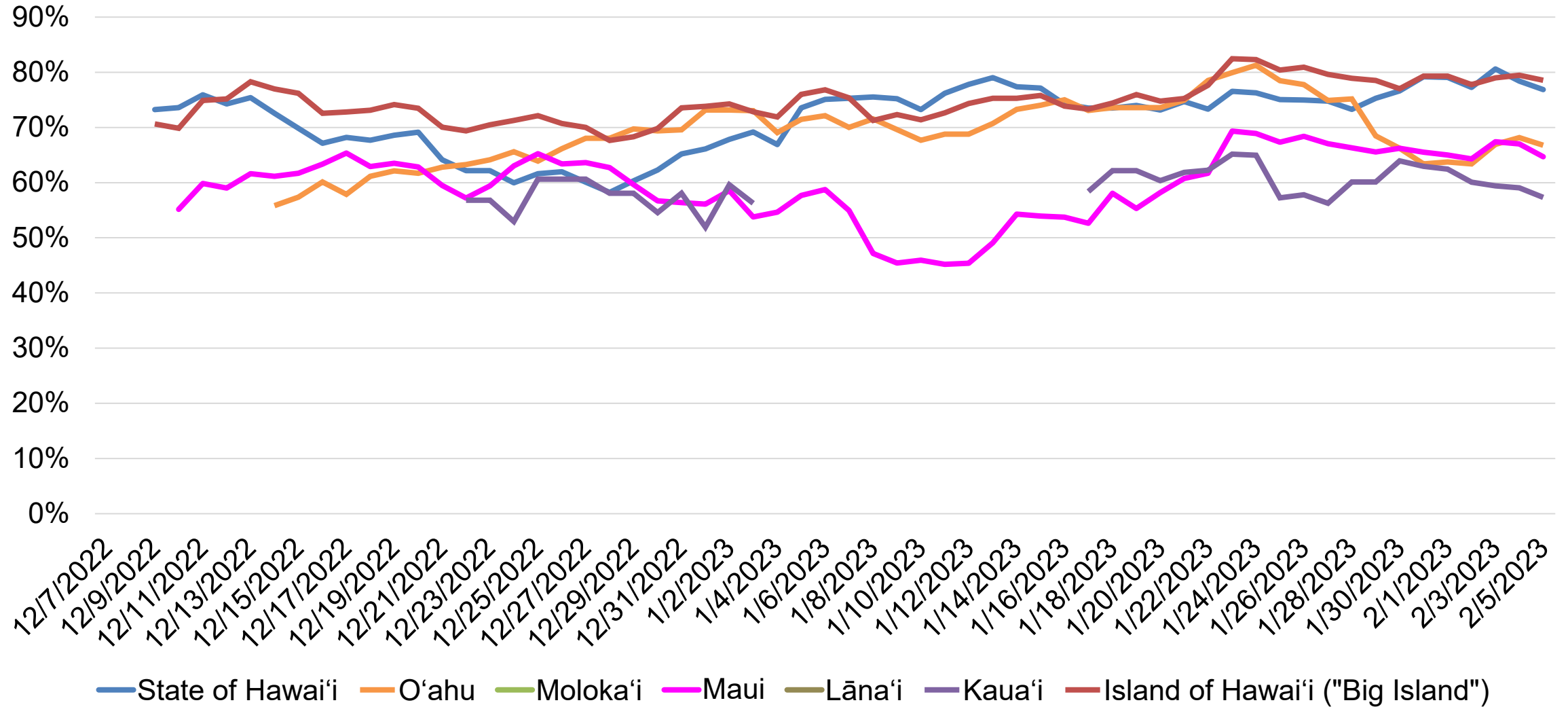


# Australia Consideration Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023  
 Samples for Kaua'i, Moloka'i, and Lāna'i are limited

# Australia Favorability Two-Week Moving Average



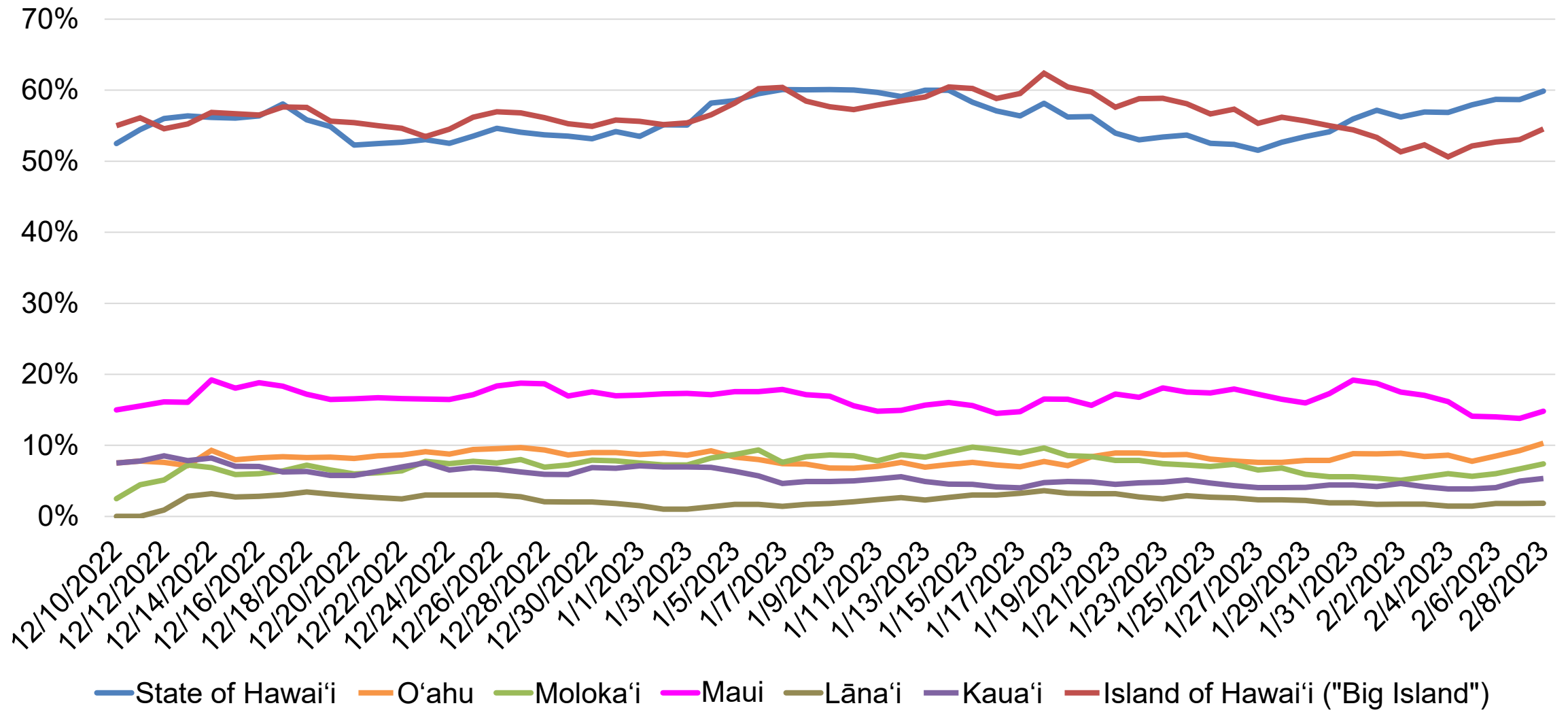
Source: Vision Insights Data as of February 9, 2023  
 Samples for Kaua'i, Moloka'i, and Lāna'i are limited



# **Korea Destination Brand Health Trends**

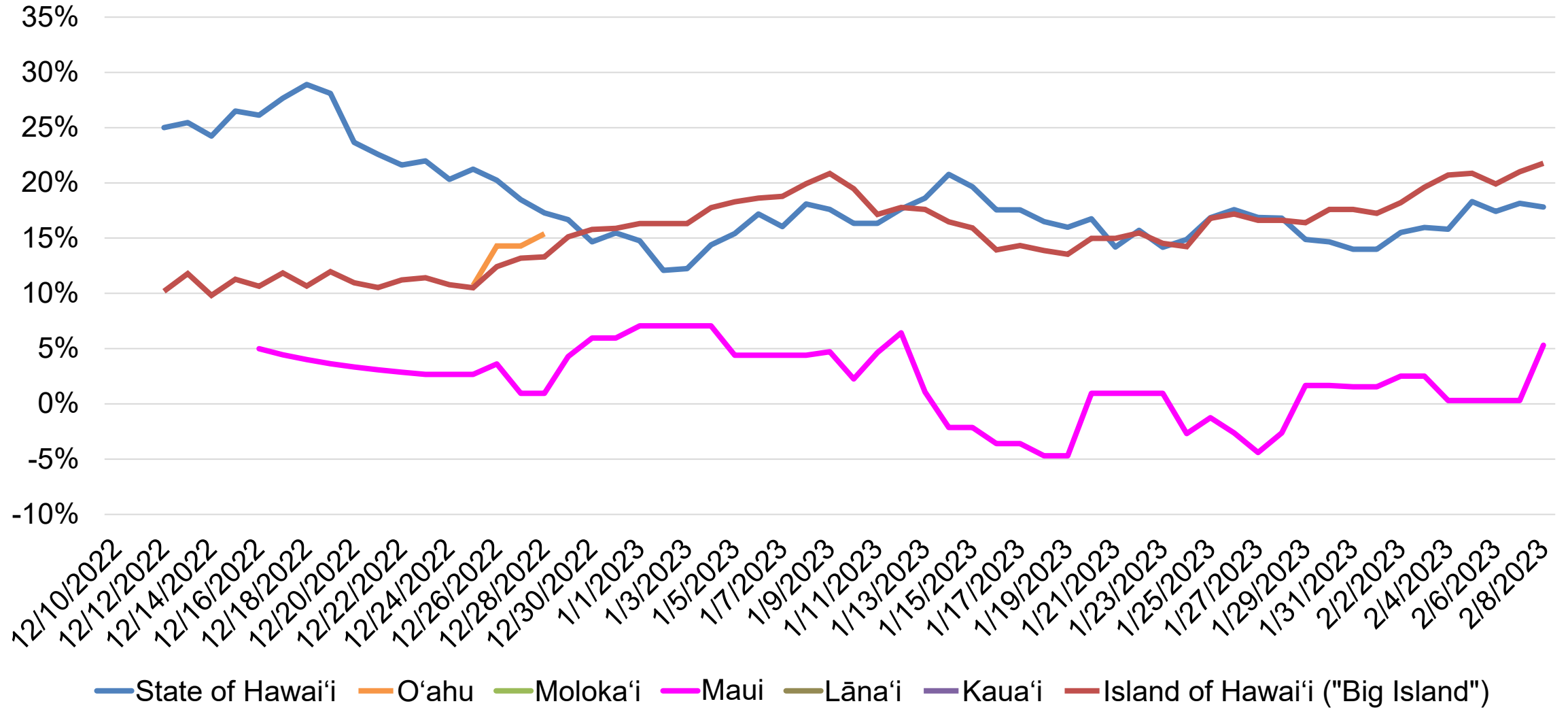


# Korea Destination Awareness Two-Week Moving Average



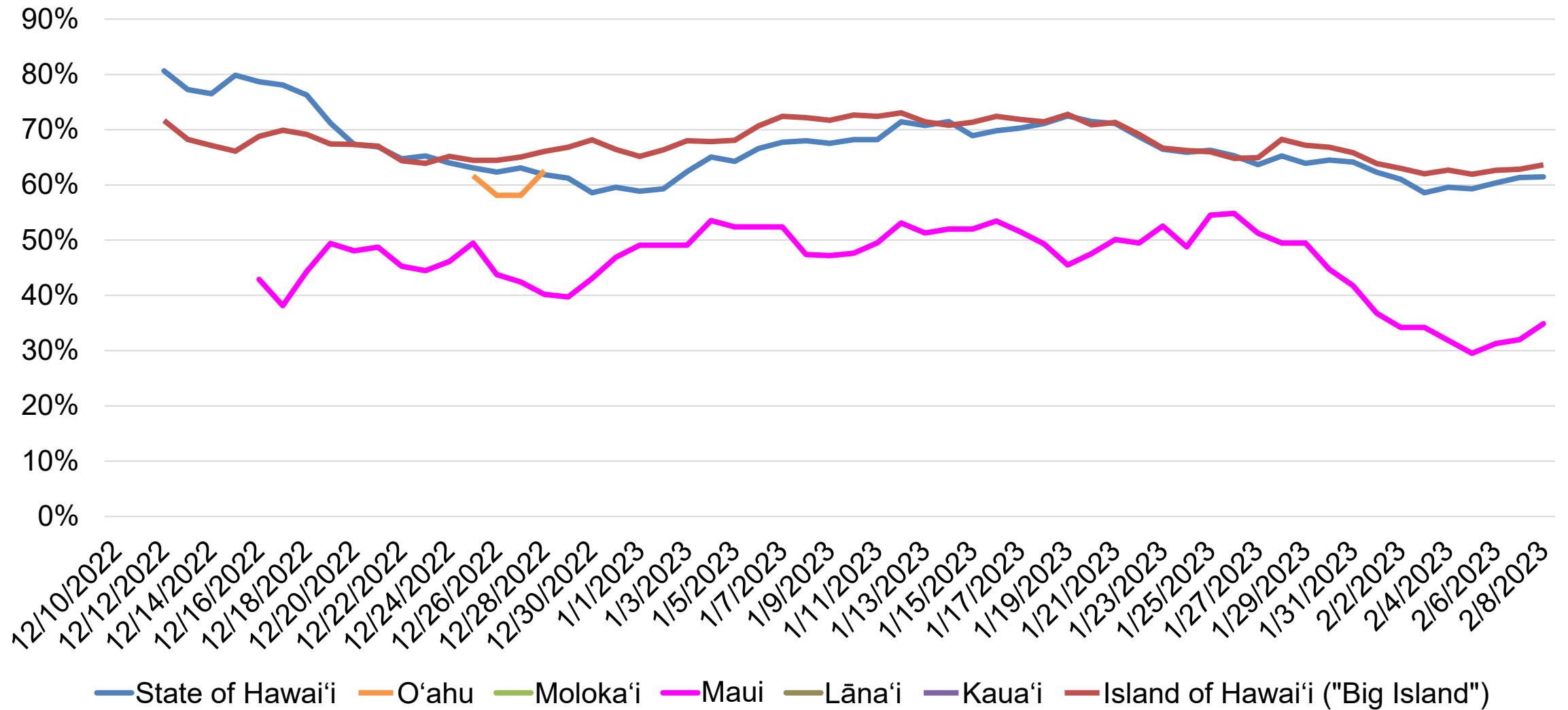
Source: Vision Insights Data as of February 9, 2023

# Korea Chatter (Net) Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023  
 Samples for O'ahu, Kaua'i, Moloka'i, and Lāna'i are limited

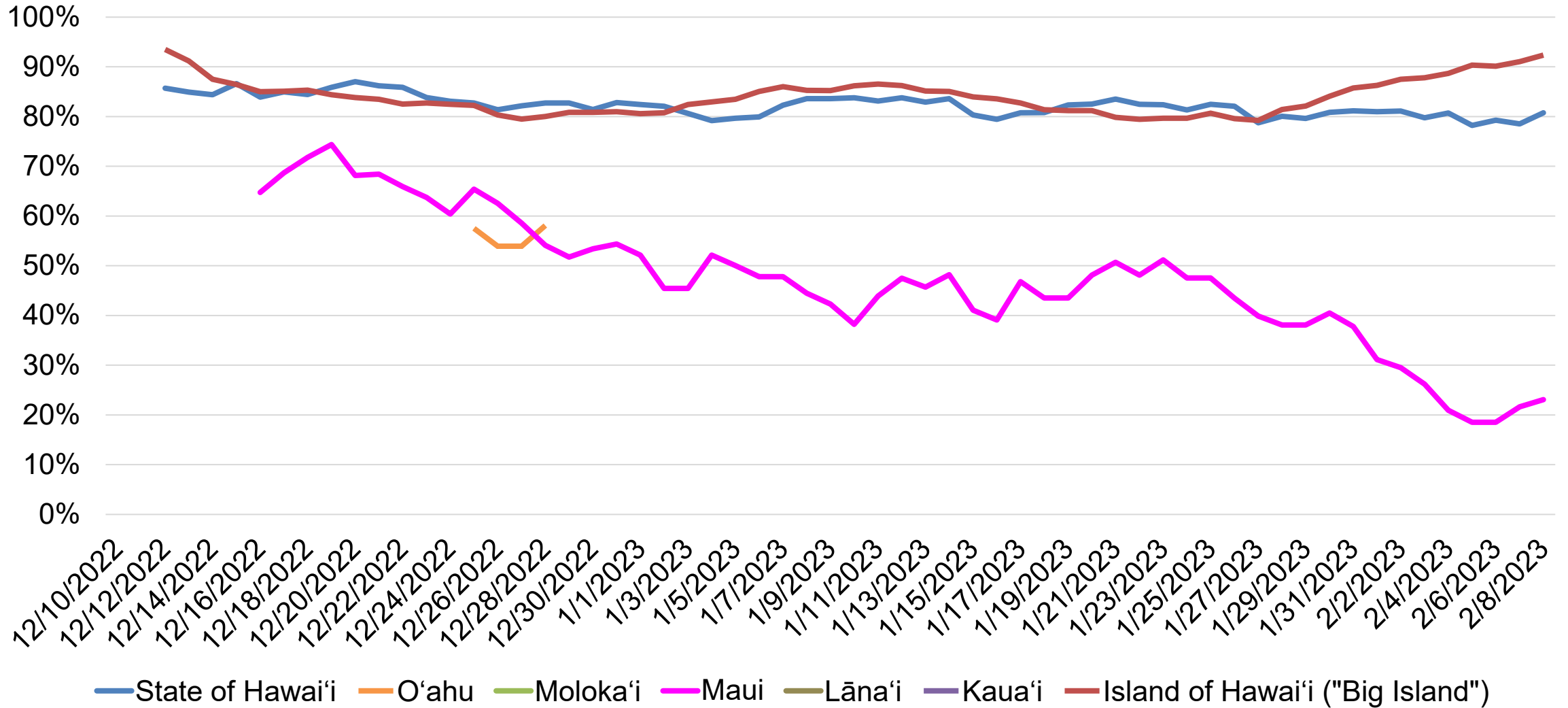
# Korea Consideration Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023

Samples for O'ahu, Kaua'i, Moloka'i, and Lāna'i are limited

# Korea Favorability Two-Week Moving Average



Source: Vision Insights Data as of February 9, 2023  
 Samples for O'ahu, Kaua'i, Moloka'i, and Lāna'i are limited