

VISITOR SATISFACTION AND ACTIVITY STUDY

2022 ANNUAL REPORT

State of Hawai'i
Department of Business, Economic Development & Tourism

Prepared By:
[ANTHOLOGY®]
RESEARCH
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Survey Methodology

The Visitor Satisfaction and Activity Survey is a survey of visitors from eight visitor markets who recently completed a trip to Hawai'i. The sampled visitor markets in 2022 included: U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming), U.S. East (all other states in the Continental U.S.), Japan, Canada, Oceania, China, and Korea.

Visitor market	Completed	Margin of Error \pm	Response Rate	Quarters Fielded
U.S. West	6,386	1.23%	16.77%	Q1, Q2, Q3, Q4
U.S. East	6,898	1.18%	18.12%	Q1, Q2, Q3, Q4
Japan	303	5.63%	21.69%	Q3, Q4
Canada	3,636	1.63%	23.27%	Q1, Q2, Q3, Q4
Oceania	1,061	3.01%	21.64%	Q3, Q4
China	179	7.32%	16.89%	Q3, Q4
Korea	404	4.88%	33.78%	Q3, Q4
All visitor markets	18,867	0.71%	18.81%	

Survey Methodology (cont.)

Monthly samples of visitors who stayed for at least two days were drawn from the completed Domestic In-Flight and International Departure Intercept survey databases. Selected U.S. visitors were sent an email invitation with a link to complete the survey online. Intercept surveys were also conducted by trained interviewers with departing visitors from Korea at the Daniel K. Inouye International Airport in Honolulu.

Collected data were statistically adjusted to reflect the distribution of cases by island and first-time/repeat visitor status in the In-Flight and International Departure surveys. Data were statistically adjusted to be representative of the population of visitor parties entering Hawai'i during each quarter. Data from all visitor markets were reported as weighted data based on weights generated for 2022 data. The VSAT weighting system was developed to adjust for disproportionate sampling across all visitor markets.

Note: Some results are presented with very small sample sizes that produce statistics with sample error estimates greater than 10 points. Please exercise caution in interpreting results based on small bases.

Effect of COVID-19 Pandemic

COVID-19 Travel Restrictions

This 2022 Annual Report includes data for the entire year for visitors from the U.S. West, U.S. East and Canada. Most international visitor markets had relaxed travel restrictions and quarantine requirements by the third quarter of 2022, so the report includes Q3 and Q4 data from Japan, Oceania, China and Korea.

Due to the effects of the COVID-19 pandemic, there is no tracking data available for 2021 for visitors from Japan, Canada, Oceania, China and Korea. Comparisons to 2021 can only be made for U.S. West and U.S. East.

Effect of COVID-19 Pandemic (cont.)

State of Hawai'i Safe Travels Program

Originally launched on March 26, 2020, the State of Hawai'i Safe Travels program has continued to evolve over the course of the COVID-19 pandemic. By July 8, 2021, the State of Hawai'i launched a vaccination exception program for domestic, Hawai'i-bound travelers vaccinated in the United States or U.S Territories. This program allowed these travelers to bypass the state's quarantine requirement with proof of vaccination. Beginning March 26, 2022, the State of Hawai'i no longer required U.S. domestic travelers to complete a Safe Travels application to enter the state, quarantine, take a pre-travel COVID-19 test, or show proof of vaccination. International visitors were still required to comply with U.S. federal guidelines.

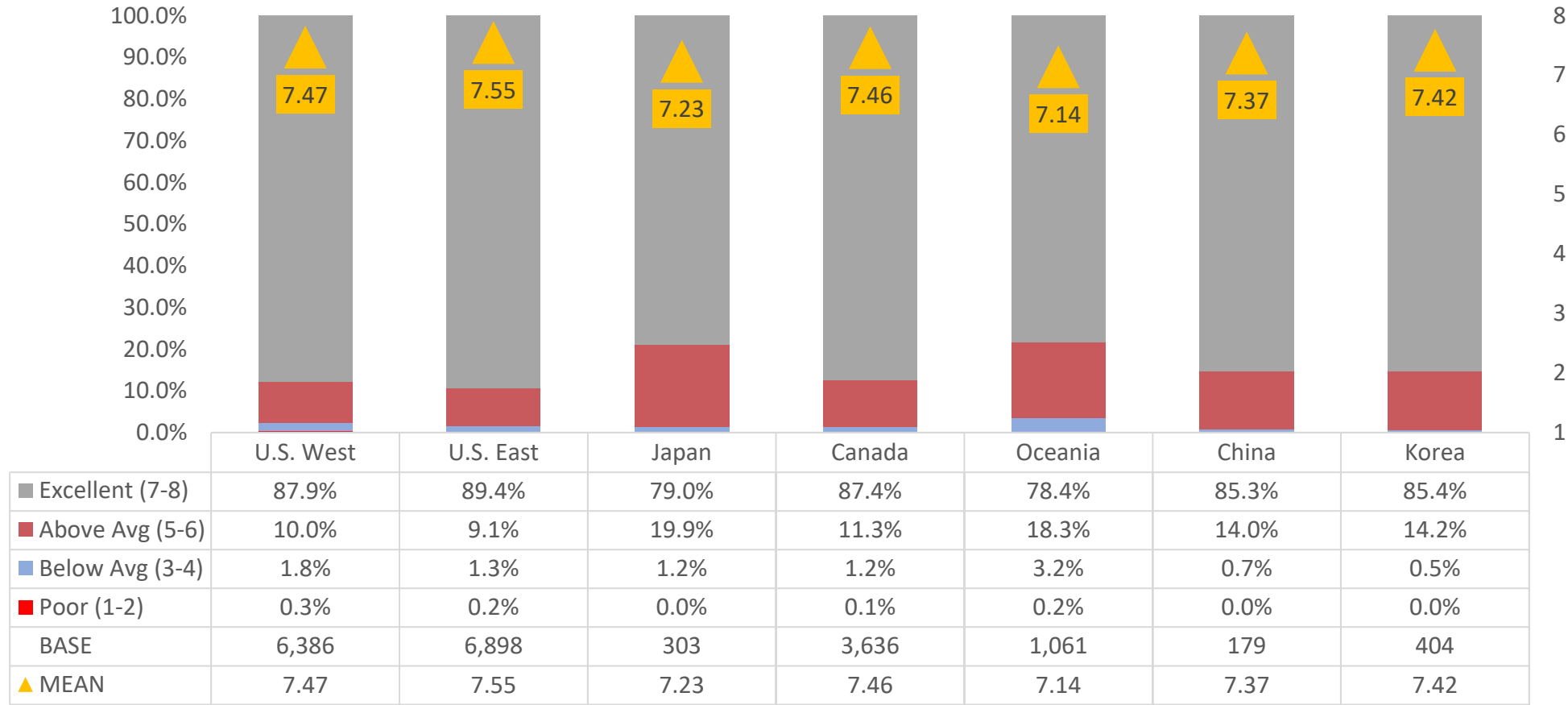
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Section 1 – Visitor Satisfaction

Satisfaction - State of Hawai'i by Visitor Market

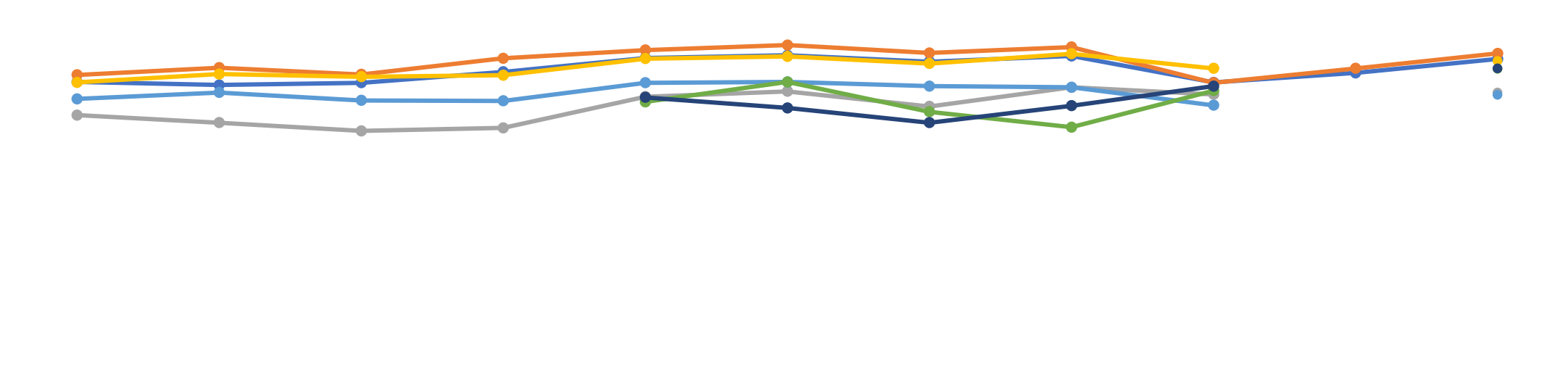
8-pt Rating Scale
8=Excellent / 1=Poor



Satisfaction - State of Hawai'i by Visitor Market

Tracking Data – Rating of “Excellent” (7-8)

100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%



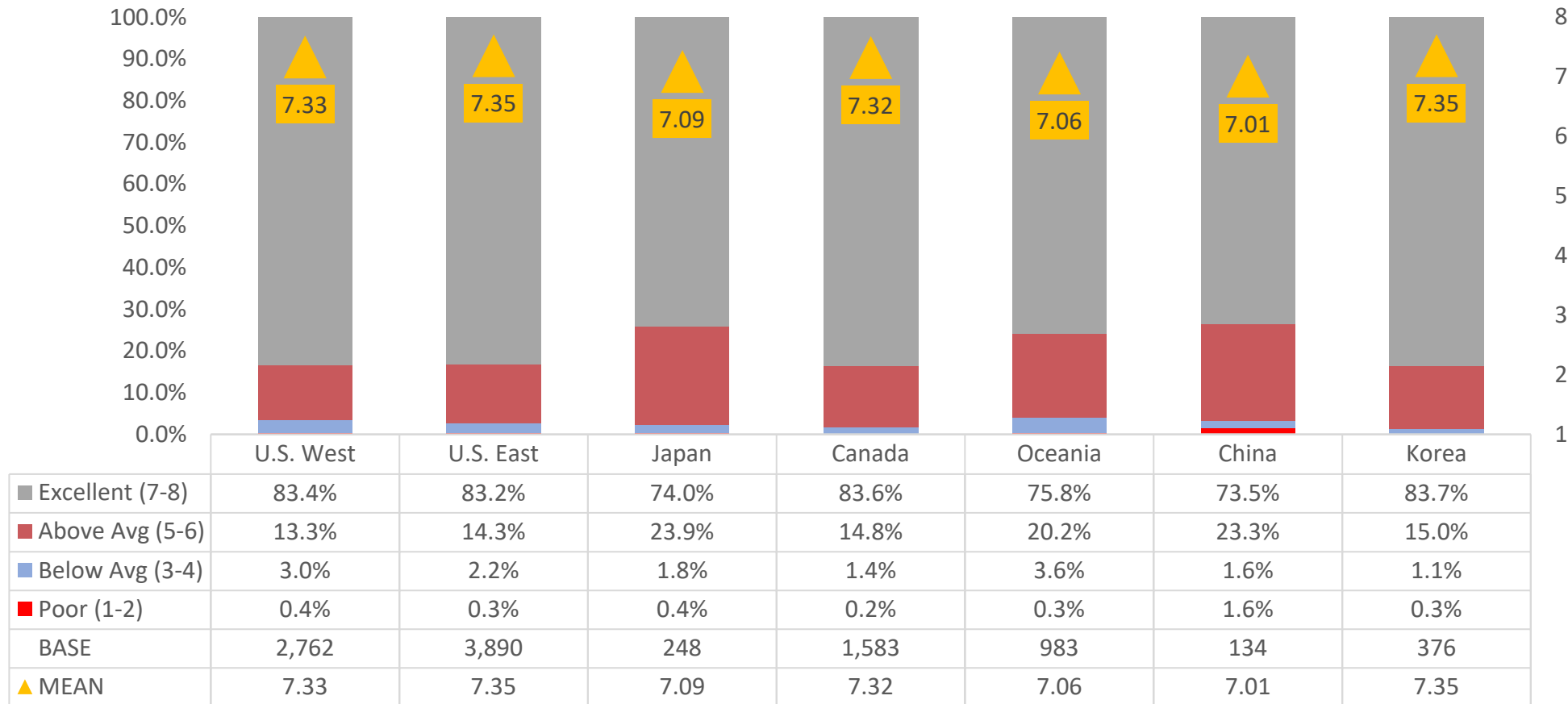
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
U.S. West	81.8%	81.0%	81.6%	84.5%	88.2%	88.9%	87.2%	88.7%	81.7%	84.2%	87.9%
U.S. East	83.7%	85.6%	83.8%	88.1%	90.3%	91.6%	89.5%	91.1%	81.6%	85.4%	89.4%
Japan	73.0%	71.0%	68.8%	69.6%	77.9%	79.3%	75.3%	80.4%	78.5%		79.0%
Canada	81.7%	83.9%	83.2%	83.6%	88.0%	88.6%	86.7%	89.3%	85.4%		87.4%
Oceania	77.3%	79.0%	76.9%	76.8%	81.6%	81.8%	80.7%	80.4%	75.6%		78.4%
China					76.5%	81.8%	73.9%	69.8%	79.5%		85.3%
Korea					77.7%	74.9%	71.0%	75.5%	80.7%		85.4%

Satisfaction - State of Hawai'i by Visitor Market

- ***Trips to Hawai'i:*** First-time visitors from U.S. East and Japan were more satisfied with their stay compared to repeat visitors from these markets.
- ***Age:*** Among visitors from U.S. West and U.S. East, satisfaction was highest among younger respondents or those under the age of 35.
- ***Gender:*** Female visitors from both U.S. West and U.S. East were more satisfied compared to their male counterparts when rating their stay in Hawai'i.
- ***Household income:*** Less affluent visitors from U.S. West gave higher satisfaction mean scores for their most recent trip compared to more affluent visitors.

SATISFACTION - O‘AHU

8-pt Rating Scale
8=Excellent/ 1=Poor



SATISFACTION - O‘AHU

Tracking Data – Rating of “Excellent” (7-8)

100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%

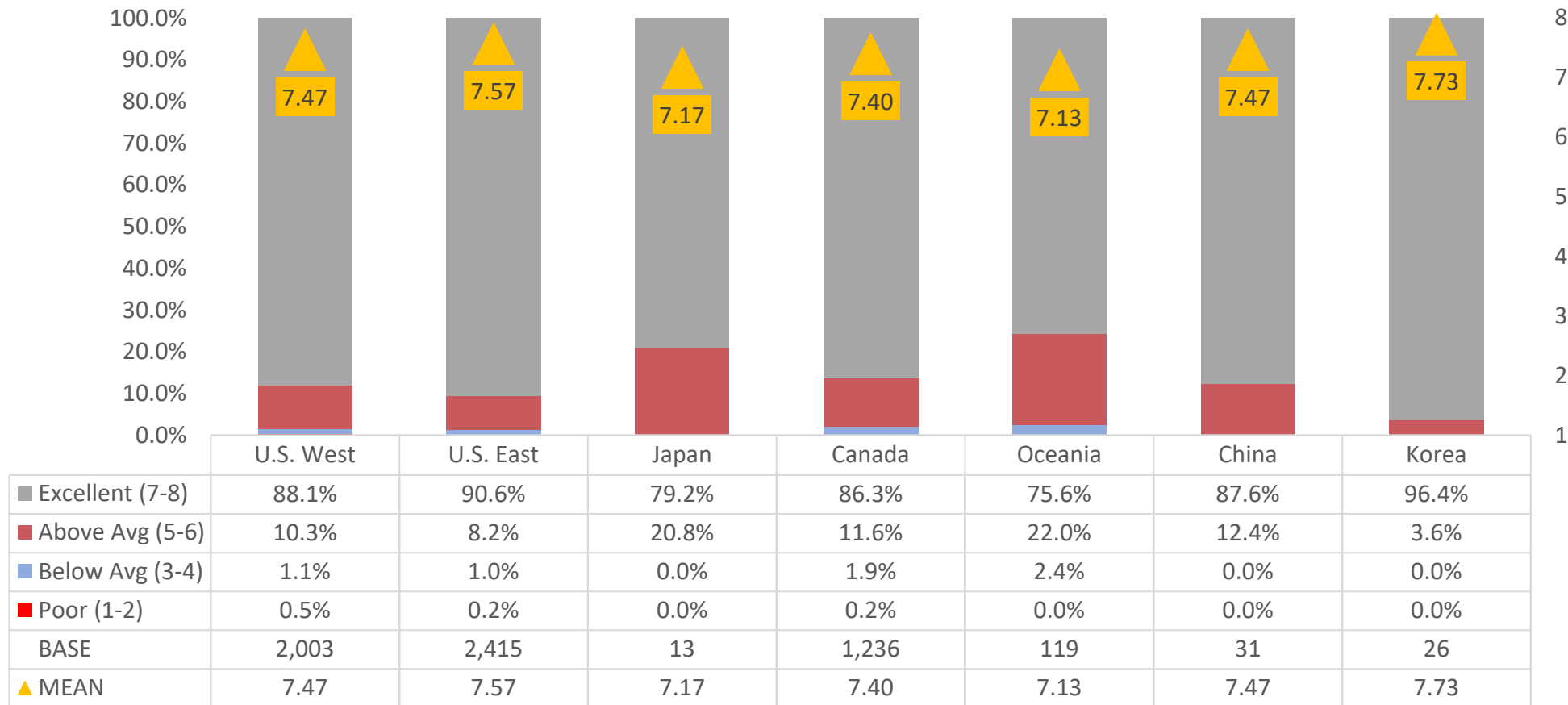
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
U.S. West	56.6%	57.1%	51.4%	55.9%	79.1%	81.1%	79.2%	80.0%	74.3%	80.5%	83.4%
U.S. East	57.3%	56.5%	57.5%	59.1%	77.6%	82.7%	79.5%	80.2%	74.9%	79.6%	83.2%
Japan	57.6%	57.3%	56.2%	56.6%	76.5%	77.6%	72.2%	76.6%	76.3%		74.0%
Canada	53.1%	53.3%	55.0%	55.3%	77.6%	80.6%	79.1%	82.6%	76.3%		83.6%
Oceania	55.0%	55.7%	51.0%	55.2%	77.8%	79.8%	76.8%	78.2%	72.8%		75.8%
China					78.0%	78.9%	73.6%	70.1%	77.7%		73.5%
Korea					77.9%	71.2%	68.2%	73.0%	78.2%		83.7%

SATISFACTION - O'AHU

- **Islands visited:** Visitors from U.S. West, U.S. East, Canada, Oceania, China, and Korea, who stayed exclusively on O'ahu, gave higher satisfaction scores to the island compared to those who also visited a Neighbor Island during their trip.
- **Trips to Hawai'i:** First-time visitors from U.S. West and Japan were more satisfied with their stay on O'ahu than repeat visitors from both markets.
- **Age:** Among visitors from U.S. West and Japan, those under the age of 35 were the most satisfied with their stay compared to visitors in other age groups.
- **Gender:** Female visitors from both U.S. West and U.S. East gave higher satisfaction scores than male visitors from these markets.
- **Household income:** Visitors from U.S. East and U.S. West in households with annual income below \$100K expressed higher levels of satisfaction compared to those in households with combined income in excess of \$150K.

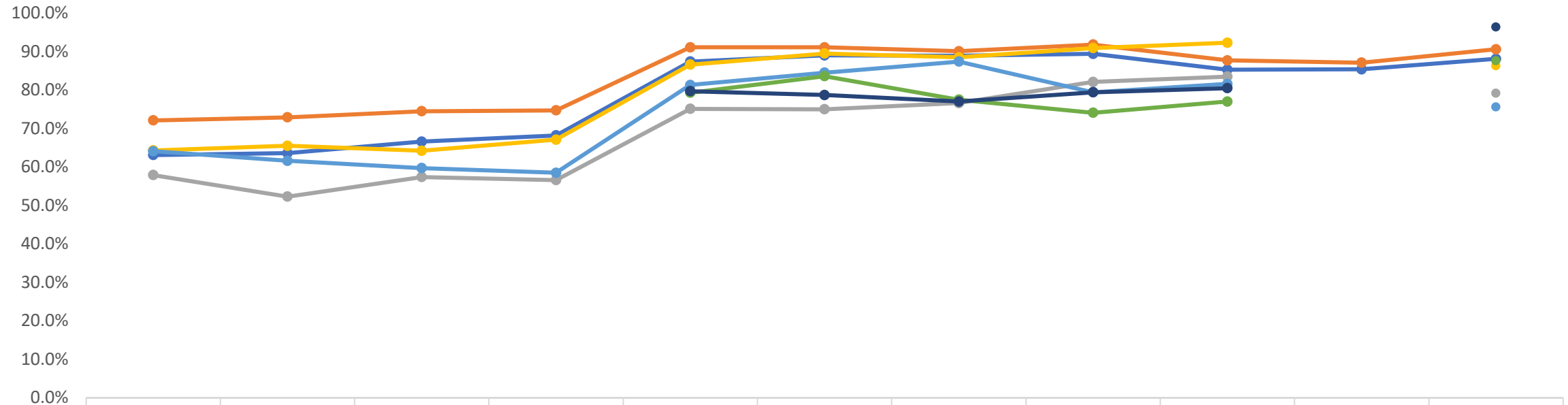
SATISFACTION - MAUI

8-pt Rating Scale
8=Excellent/ 1=Poor



SATISFACTION - MAUI

Tracking Data – Rating of “Excellent” (7-8)



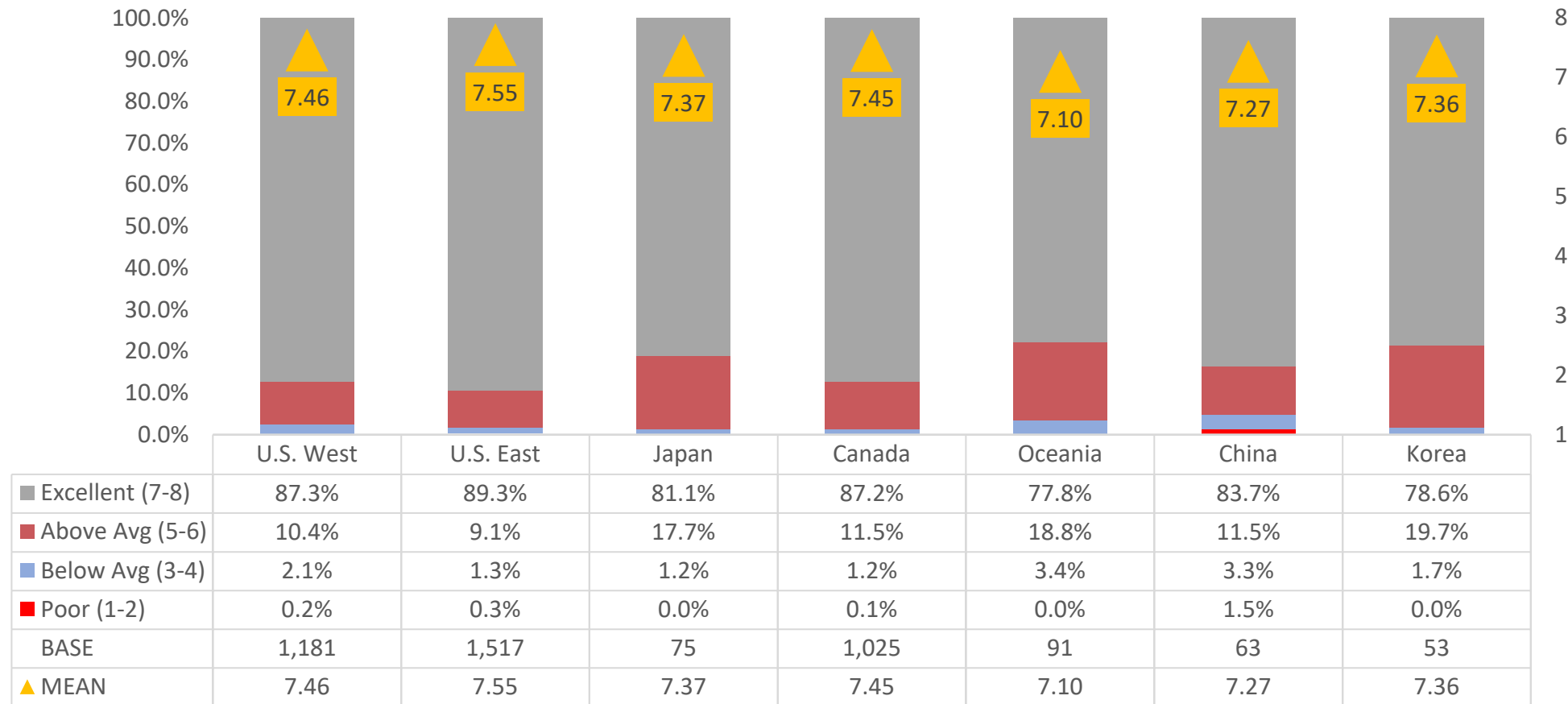
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
U.S. West	63.1%	63.6%	66.6%	68.2%	87.4%	89.0%	88.9%	89.4%	85.3%	85.4%	88.1%
U.S. East	72.1%	72.9%	74.5%	74.7%	91.1%	91.1%	90.1%	91.8%	87.7%	87.1%	90.6%
Japan	57.9%	52.3%	57.4%	56.6%	75.1%	75.0%	76.6%	82.1%	83.5%		79.2%
Canada	64.3%	65.5%	64.2%	67.1%	86.6%	89.5%	88.5%	90.9%	92.3%		86.3%
Oceania	64.1%	61.6%	59.7%	58.5%	81.3%	84.5%	87.4%	79.4%	81.6%		75.6%
China					79.3%	83.6%	77.5%	74.1%	77.0%		87.6%
Korea					79.7%	78.7%	77.0%	79.4%	80.5%		96.4%

SATISFACTION - MAUI

- **Islands visited:** Visitors from U.S. West and U.S. East who stayed exclusively on Maui gave higher satisfaction scores to the island compared to those who also visited another island during their trip.
- **Age:** Younger visitors (under the age of 35) to Maui from U.S. West expressed higher degrees of visitor satisfaction with their stay on the island.
- **Gender:** Female visitors from both U.S. West and U.S. East have higher satisfaction scores for their stay on Maui compared to male visitors from these markets.
- **Household income:** U.S. West visitors whose household income was less than \$100K expressed higher levels of satisfaction with their stay on Maui compared to those earning in excess of \$150K.

SATISFACTION - ISLAND OF HAWAI‘I

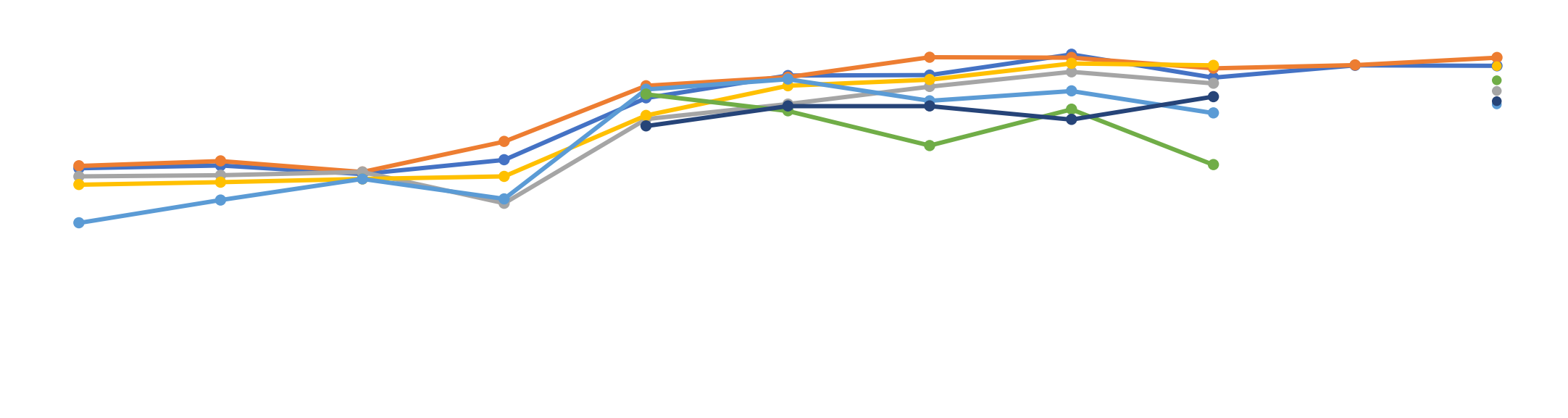
8-pt Rating Scale
8=Excellent/ 1=Poor



SATISFACTION - ISLAND OF HAWAI‘I

Tracking Data – Rating of “Excellent” (7-8)

100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%



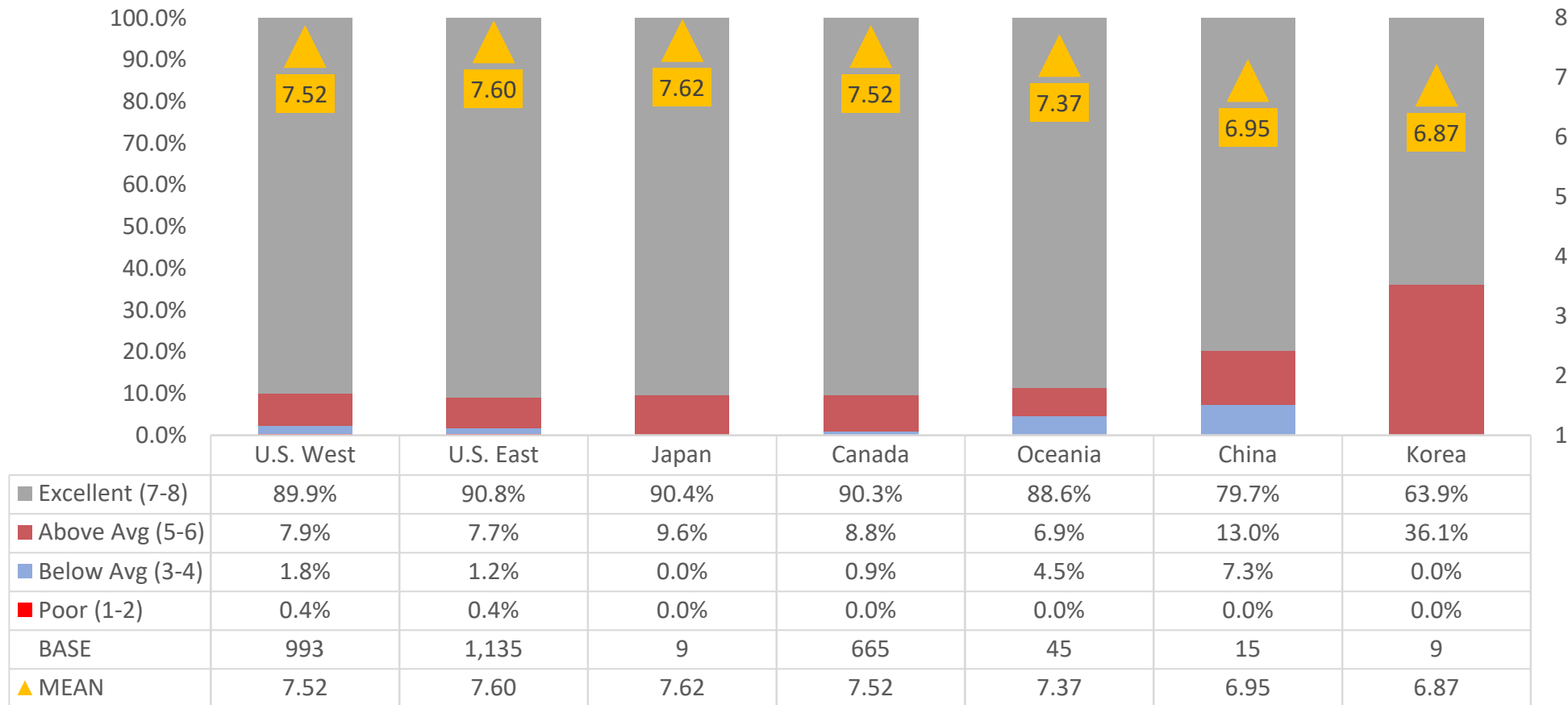
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
U.S. West	62.1%	62.8%	60.7%	64.2%	79.4%	84.9%	85.0%	90.1%	84.4%	87.4%	87.3%
U.S. East	62.7%	63.9%	61.2%	68.7%	82.4%	84.5%	89.4%	89.3%	86.7%	87.5%	89.3%
Japan	60.1%	60.4%	61.2%	53.5%	74.2%	77.9%	82.2%	85.8%	83.0%		81.1%
Canada	58.1%	58.7%	59.5%	60.1%	75.1%	82.4%	83.9%	87.9%	87.4%		87.2%
Oceania	48.7%	54.3%	59.5%	54.6%	81.5%	84.0%	78.7%	81.1%	75.7%		77.8%
China					80.3%	76.2%	67.7%	76.6%	63.0%		83.7%
Korea					72.5%	77.4%	77.4%	74.1%	79.7%		78.6%

SATISFACTION - ISLAND OF HAWAI'I

- **Islands visited:** Visitors from U.S. West who stayed exclusively on Hawai'i Island gave higher satisfaction scores to the island compared to those who also visited another island during their trip.
- **Gender:** Female visitors from U.S. East gave higher satisfaction scores than male visitors from this market.
- **Trips to Hawai'i:** Respondents from Japan who were visiting the state for the first time gave Hawai'i Island higher satisfaction scores than repeat visitors from this market.
- **Travel party size:** Visitors from Japan who were in larger travel parties (3 or more) gave higher satisfaction scores when rating Hawai'i Island.

SATISFACTION - KAUA'I

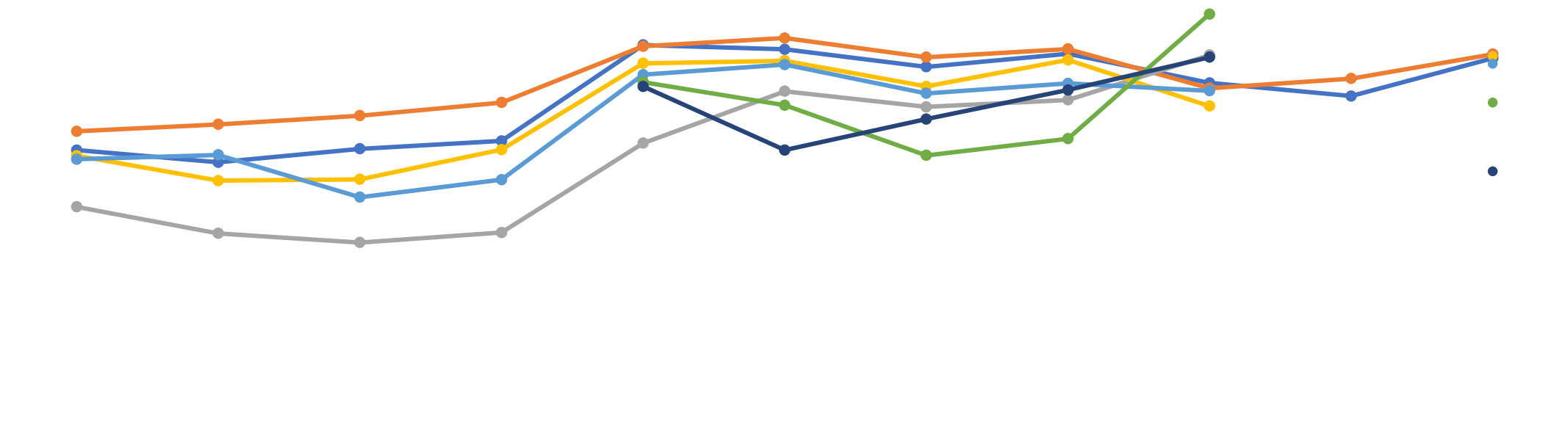
8-pt Rating Scale
8=Excellent/ 1=Poor



SATISFACTION - KAUA'I

Tracking Data – Rating of “Excellent” (7-8)

100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%



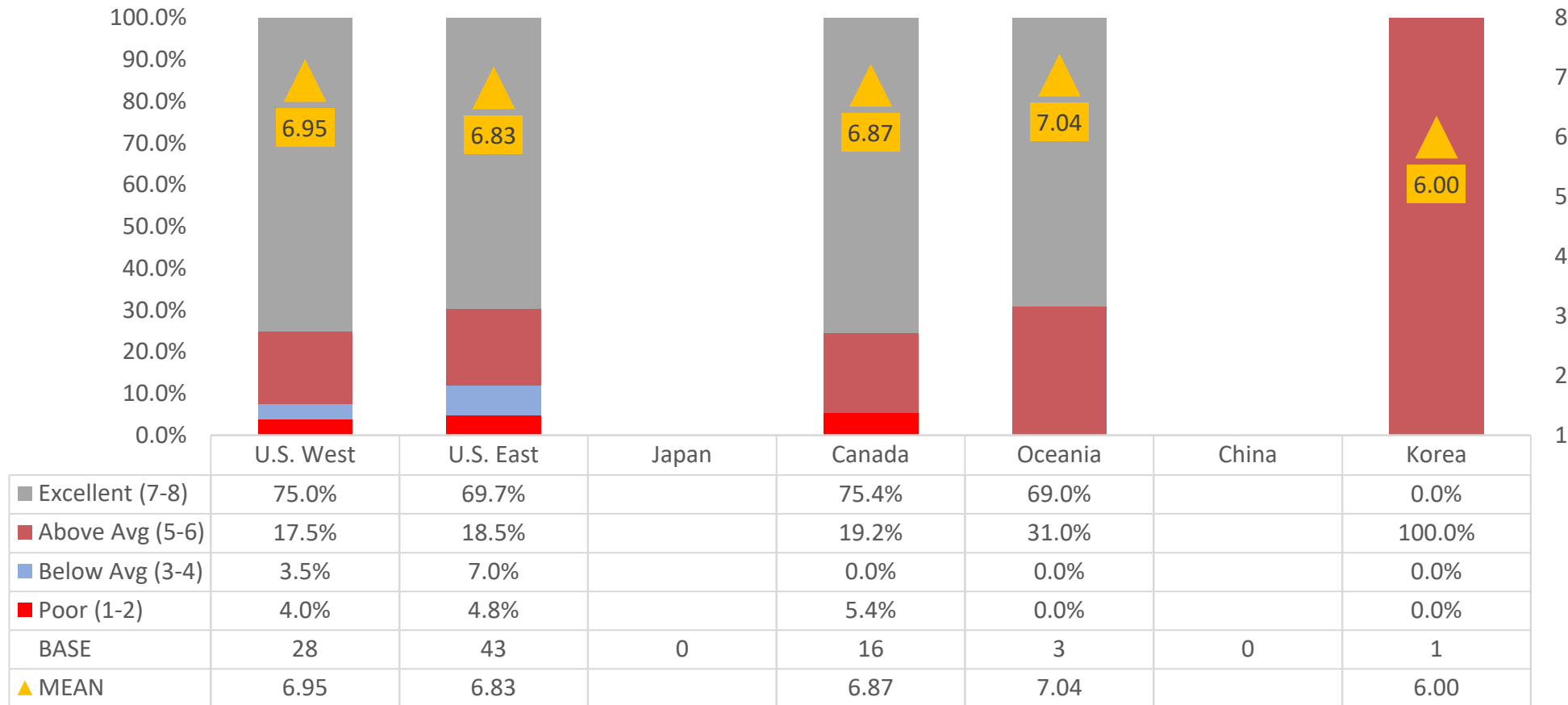
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
U.S. West	68.8%	66.0%	69.1%	70.9%	92.9%	91.9%	87.9%	90.9%	84.2%	81.2%	89.9%
U.S. East	73.1%	74.7%	76.7%	79.7%	92.6%	94.5%	90.1%	92.0%	83.0%	85.2%	90.8%
Japan	55.8%	49.7%	47.6%	49.9%	70.4%	82.3%	78.7%	80.3%	90.6%		90.4%
Canada	67.5%	61.8%	62.1%	68.9%	88.7%	89.3%	83.4%	89.5%	78.9%		90.3%
Oceania	66.7%	67.7%	58.0%	62.0%	86.1%	88.4%	81.8%	84.1%	82.4%		88.6%
China					84.4%	79.1%	67.6%	71.4%	100.0%		79.7%
Korea					83.4%	68.8%	75.9%	82.6%	90.1%		63.9%

SATISFACTION - KAUA'I

- **Age:** Among visitors from U.S. West and U.S. East, satisfaction was highest among younger respondents (under 35 years old) from these markets.
- **Gender:** Female visitors from U.S. West and U.S. East gave higher satisfaction scores than male visitors from these markets.

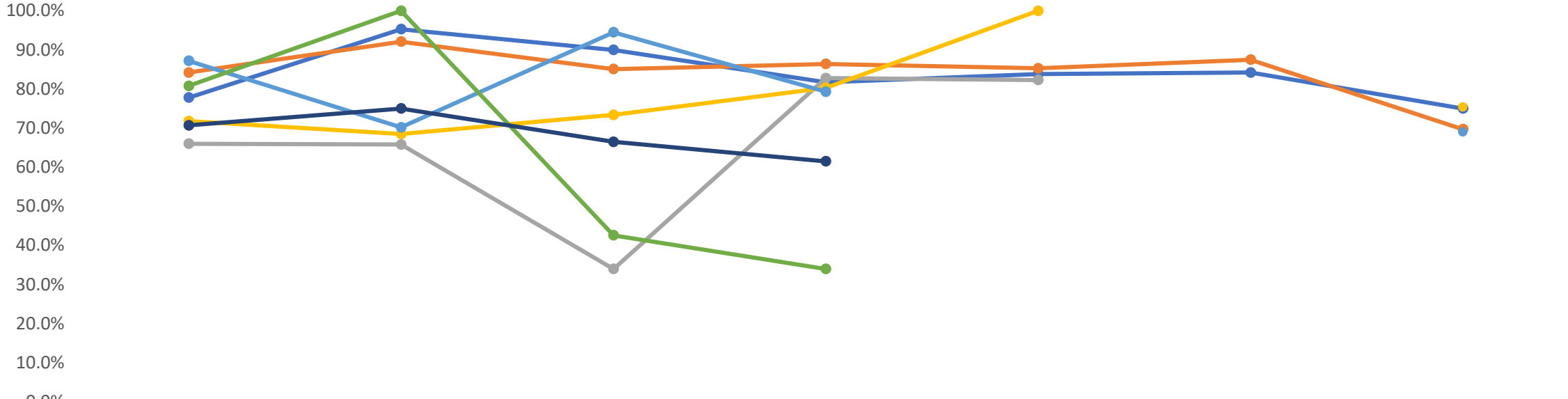
SATISFACTION - MOLOKA‘I

8-pt Rating Scale
8=Excellent/ 1=Poor



SATISFACTION - MOLOKA‘I

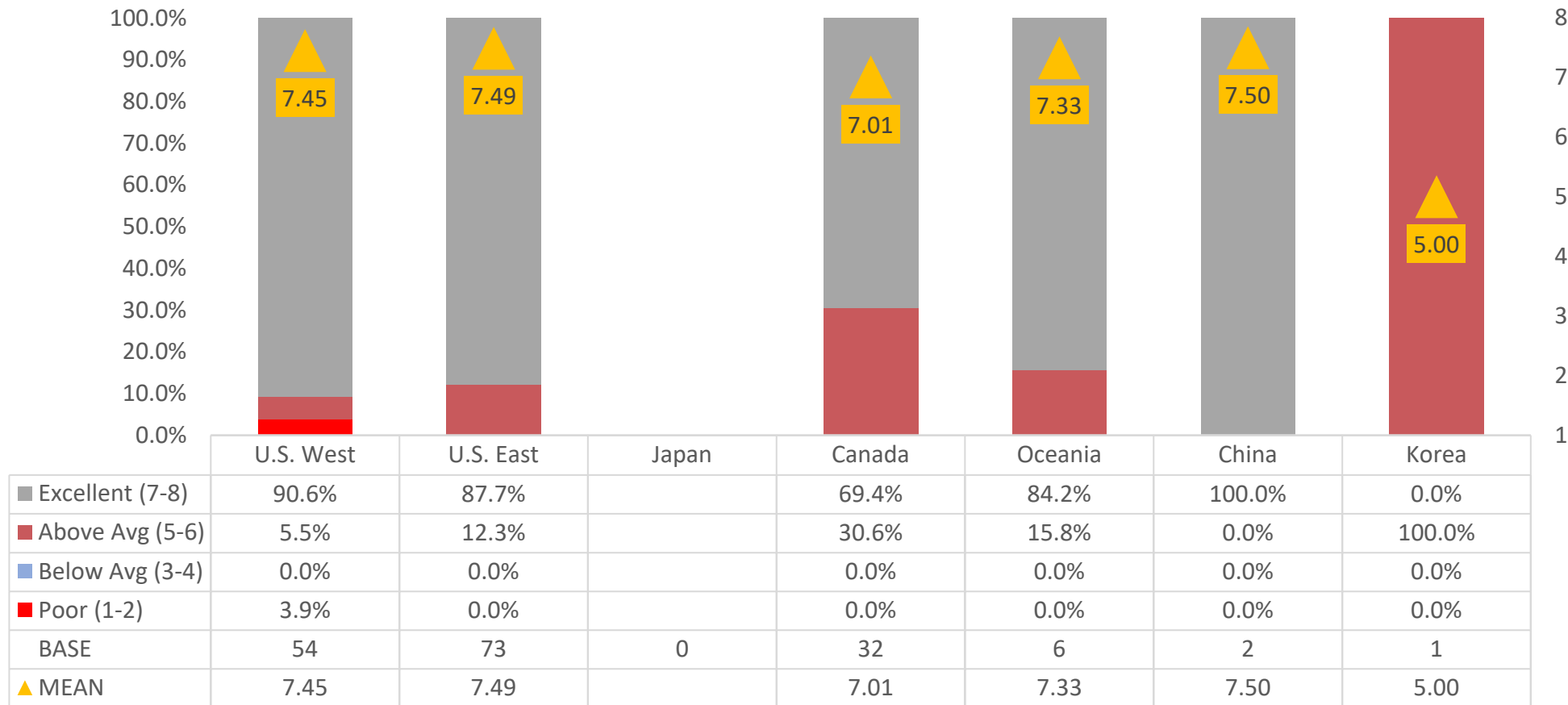
Tracking Data – Rating of “Excellent” (7-8)



	2016	2017	2018	2019	2020	2021	2022
U.S. West	77.8%	95.3%	90.0%	81.7%	83.8%	84.2%	75.0%
U.S. East	84.2%	92.1%	85.1%	86.4%	85.3%	87.5%	69.7%
Japan	66.0%	65.8%	34.0%	82.8%	82.3%		
Canada	71.8%	68.5%	73.4%	80.3%	100.0%		75.4%
Oceania	87.2%	70.2%	94.5%	79.3%			69.0%
China	80.8%	100.0%	42.6%	34.0%			
Korea	70.7%	75.0%	66.5%	61.5%			

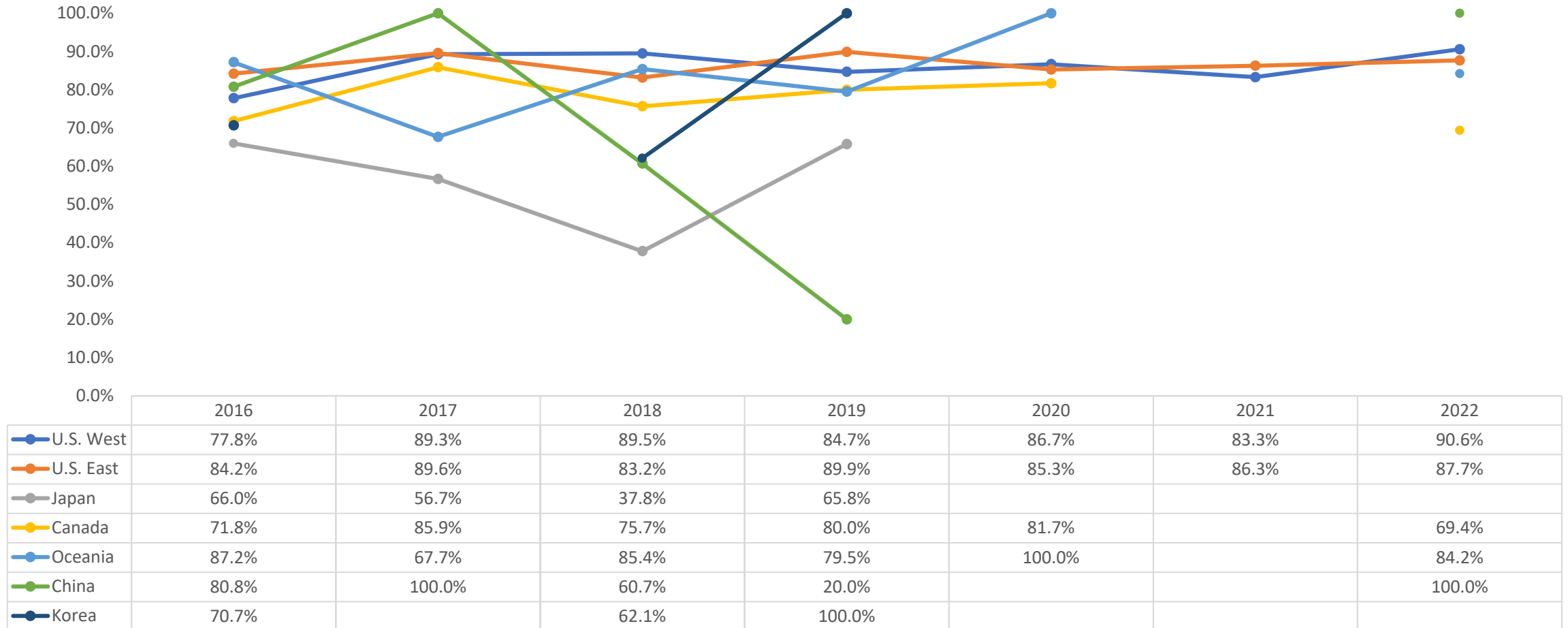
SATISFACTION - LĀNA‘Ī

8-pt Rating Scale
8=Excellent/ 1=Poor



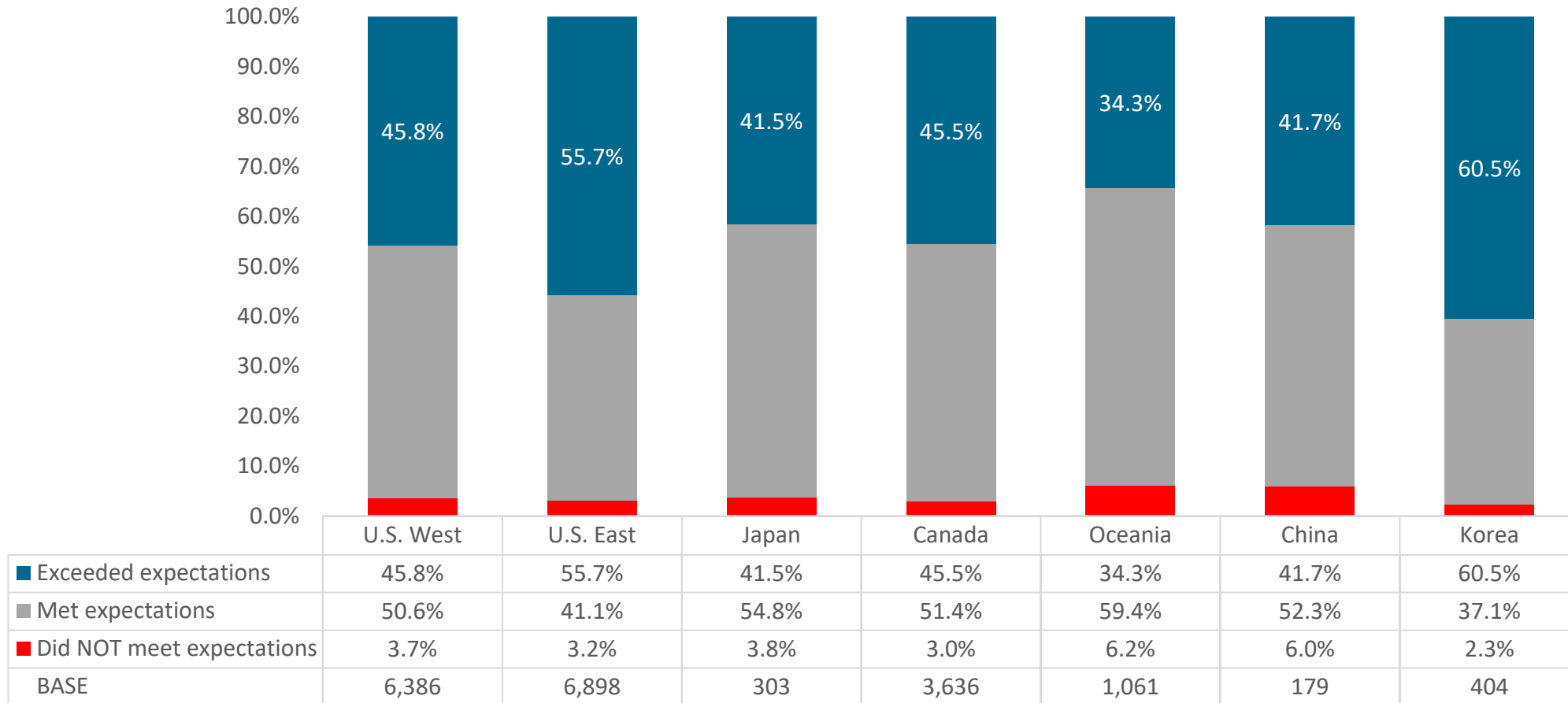
SATISFACTION - LĀNA‘I

Tracking Data – Rating of “Excellent” (7-8)



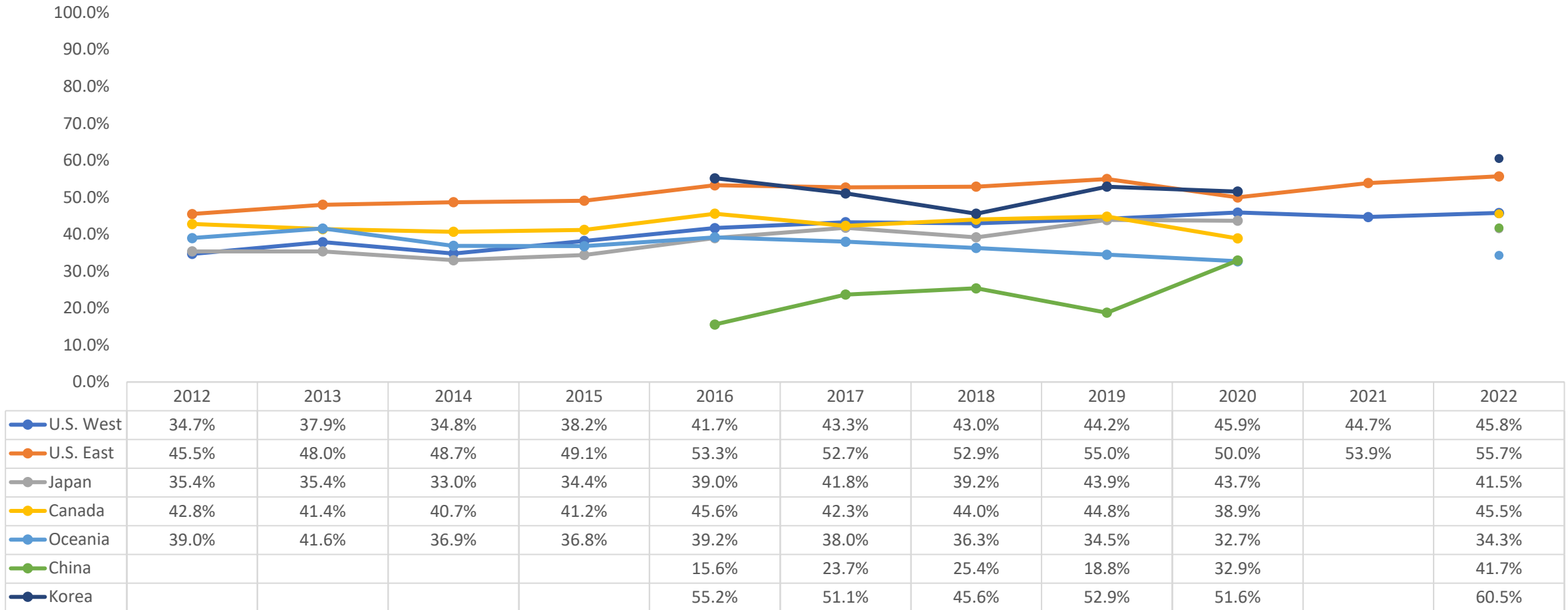
Section 2 – Trip Expectations

SATISFACTION - HAWAI'I TRIP EXPECTATIONS



SATISFACTION - HAWAI'I TRIP EXPECTATIONS

Tracking Data – Rating of “Exceeded expectations”



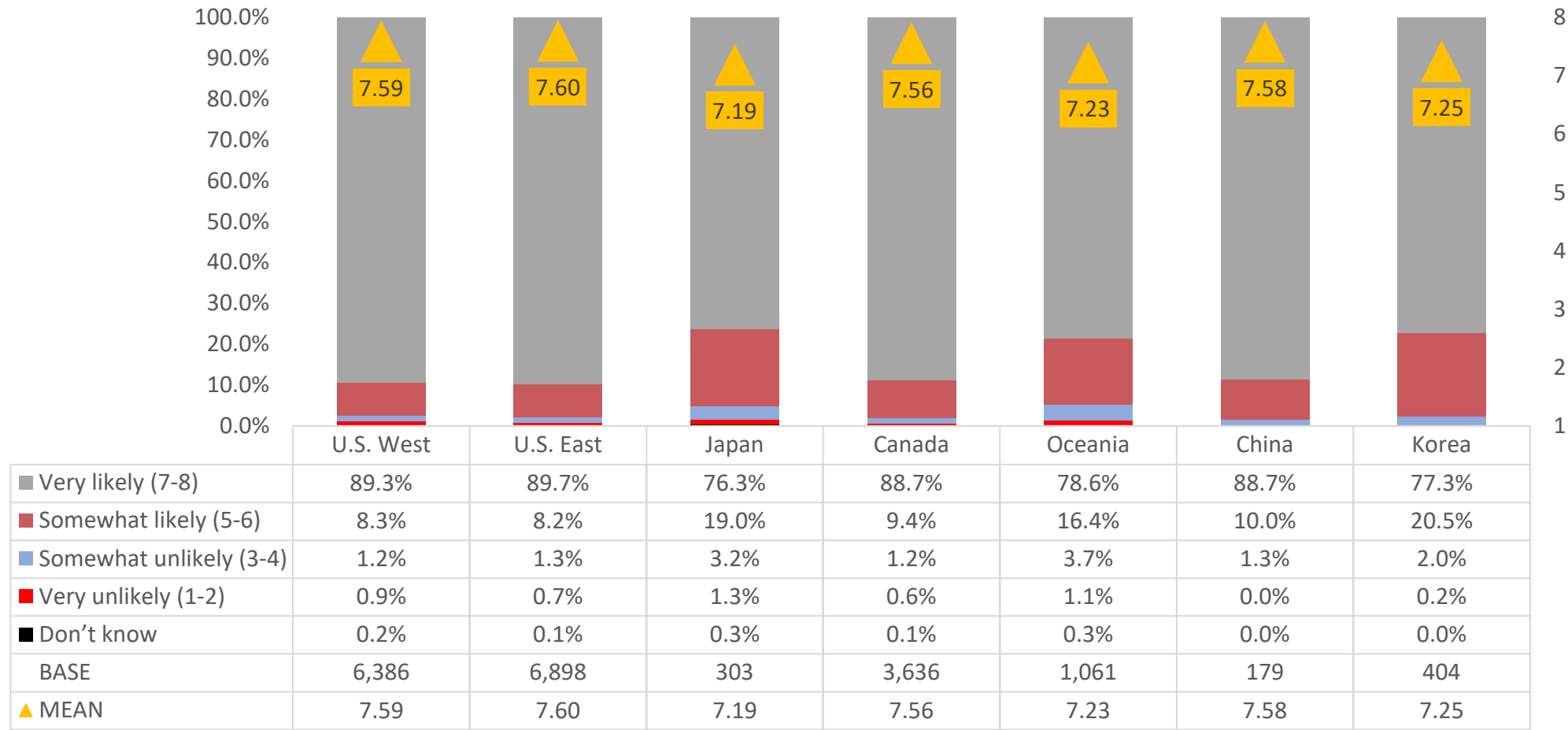
SATISFACTION - HAWAI'I TRIP EXPECTATIONS

- **Education:** Visitors from U.S. West without a college degree were more satisfied with their trip in terms of their prior expectations compared to college graduates from this market.
- **Age:** Visitors from U.S. East, U.S. West, Japan, Canada, and Oceania under the age of 35 were more likely to feel that their stay exceeded expectations.
- **Gender:** Female visitors gave higher satisfaction scores when rating trip expectations compared to male visitors from U.S. West, U.S. East, and Canada.
- **Hawai'i trips:** First-time visitors from U.S. West, U.S. East, Japan, Canada, and Oceania gave higher satisfaction scores than repeat visitors when rating their trip expectations.
- **Household income:** Visitors from U.S. West with annual household income below \$100K were the most satisfied when it came to trip expectations compared to more affluent visitors from this market.
- **Islands visited:** U.S. East respondents who visited multiple islands were more likely to feel their trip exceeded expectations compared to those who visited just a single island.

Section 3 – Brand/ Destination Advocacy

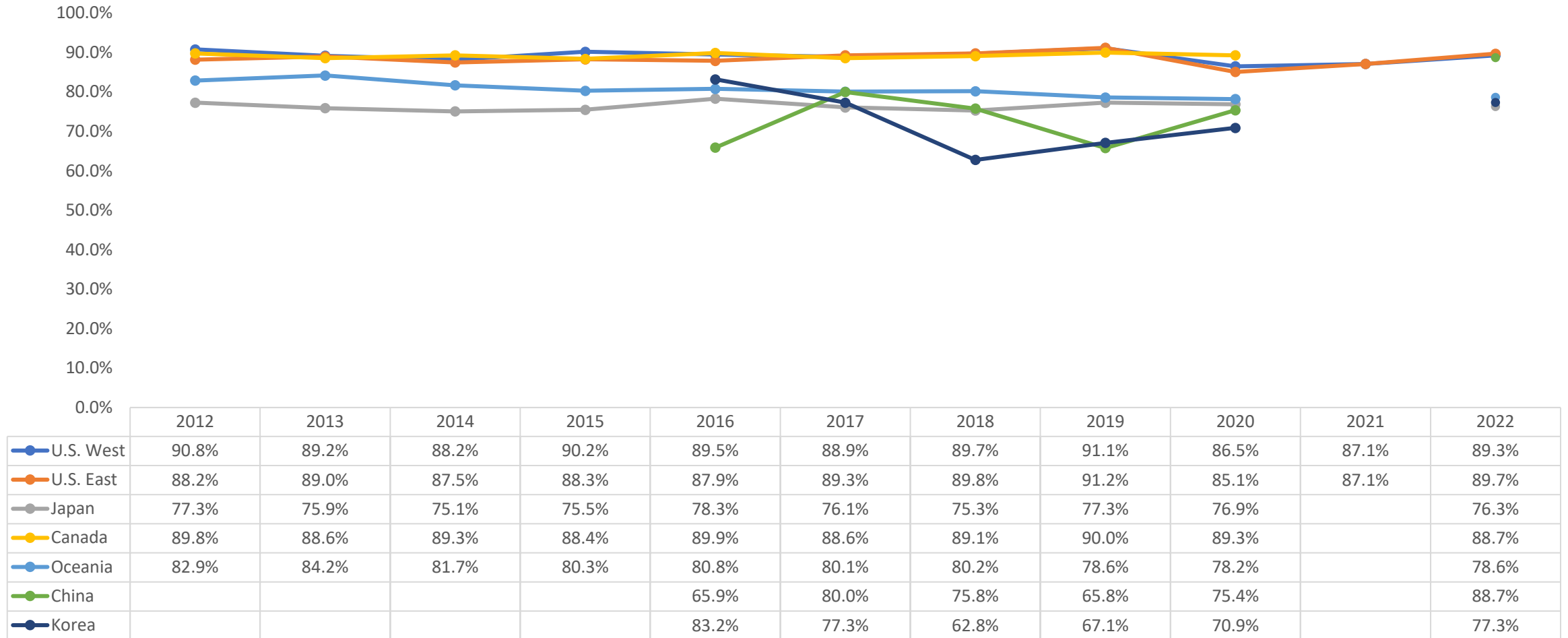
BRAND/ DESTINATION - ADVOCACY

8-pt Rating Scale
8=Very likely / 1=Very unlikely



BRAND/ DESTINATION - ADVOCACY

Tracking Data – Rating of “Very Likely” (7-8)



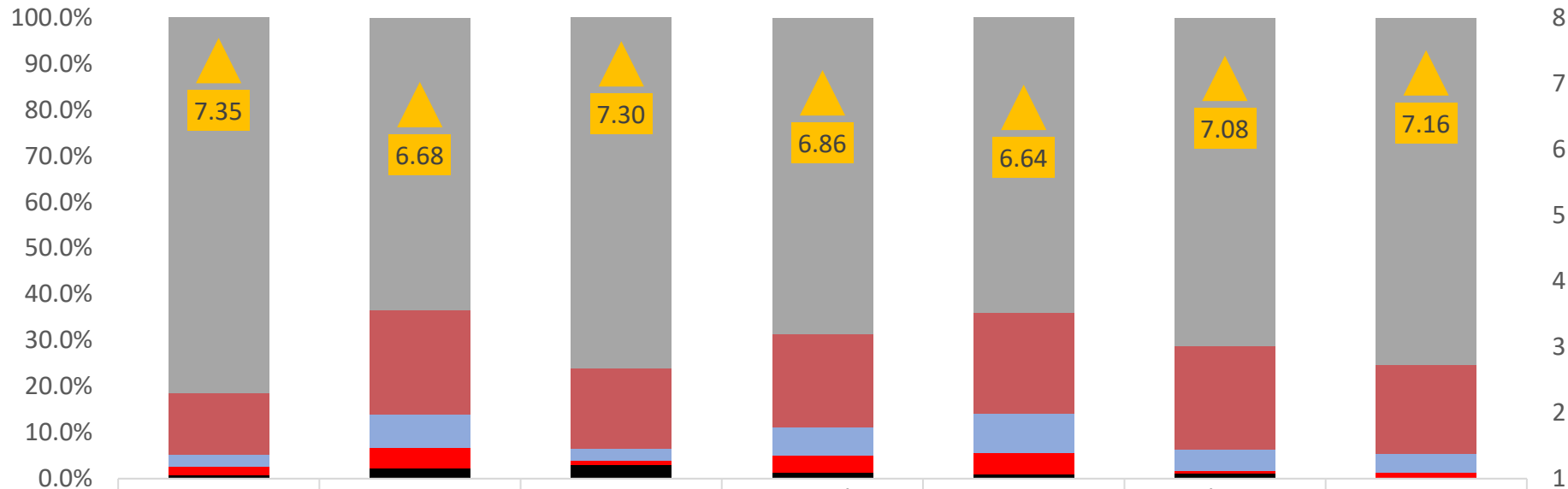
BRAND/ DESTINATION - ADVOCACY

- **Age:** Among visitors from U.S. East, younger respondents under the age of 35 were the strongest brand advocates for Hawai'i.
- **Gender:** Female visitors from U.S. West, U.S. East, Japan, and Canada all gave higher scores, indicating a greater likelihood to recommend travel to the state compared to male visitors from these markets.

Section 4 – Brand/ Destination Loyalty

LIKELIHOOD OF RETURN VISIT

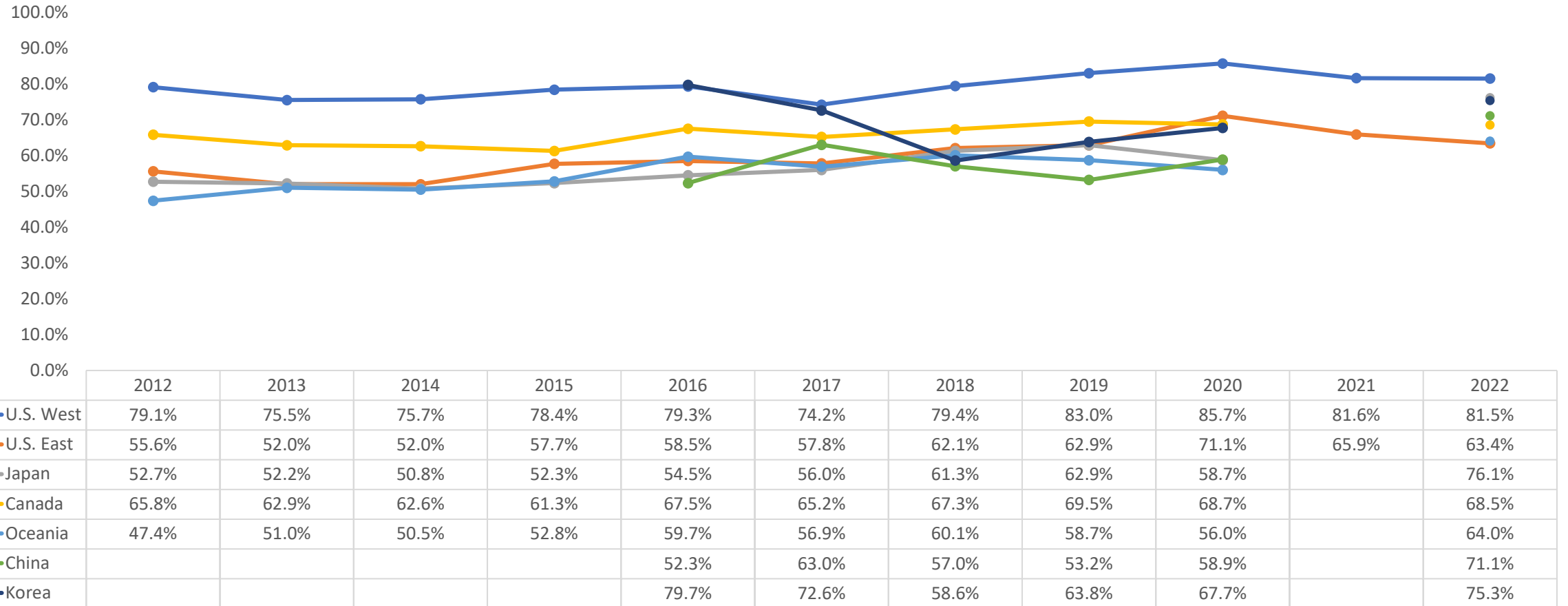
8-pt Rating Scale
8=Very likely / 1=Very unlikely



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Very likely (7-8)	81.5%	63.4%	76.1%	68.5%	64.0%	71.1%	75.3%
Somewhat likely (5-6)	13.4%	22.8%	17.4%	20.4%	22.0%	22.6%	19.4%
Somewhat unlikely (3-4)	2.6%	7.2%	2.5%	6.1%	8.6%	4.7%	4.0%
Very unlikely (1-2)	1.8%	4.6%	1.0%	3.6%	4.5%	0.5%	1.0%
Don't know	0.8%	2.0%	2.9%	1.4%	0.9%	1.0%	0.2%
BASE	6,386	6,898	303	3,636	1,061	179	404
▲ MEAN	7.35	6.68	7.30	6.86	6.64	7.08	7.16

LIKELIHOOD OF RETURN VISIT

Tracking Data – Rating of “Very Likely” (7-8)



LIKELIHOOD OF RETURN VISIT

- ***Trips to Hawai'i:*** Repeat visitors from U.S. West, U.S. East, Japan, Canada and Oceania expressed a greater likelihood to return to the state than first-time visitors from these markets.
- ***Islands visited:*** Among visitors from U.S. East and Canada, those who visited a single island expressed a greater likelihood to return to the state compared to those who went to multiple islands during their trip.
- ***Gender:*** A higher percentage of female visitors from U.S. West expressed a willingness to return to the state compared to male visitors from this market.
- ***Household income:*** Visitors from U.S. West from more affluent households expressed a higher likelihood of returning to the state than less affluent visitors from this market.
- ***College graduate:*** Visitors from U.S. West, U.S. East, and Japan without a college degree gave higher mean scores compared to visitors from these markets with a college degree.
- ***Travel party size:*** Among visitors from U.S. East and U.S. West, those in smaller travel parties (ranging from one or sometimes two individuals) expressed a stronger likelihood of returning to the state than those in larger travel parties of three or more.
- ***Age:*** Middle age and senior visitors from Japan expressed a higher likelihood of returning than visitors in younger age groups.

UNLIKELY TO RETURN - TOP REASONS U.S. WEST

TOP RESPONSES 10%+
ITEMS HIGHLIGHTED IN RED + 5.0 OR GREATER VARIANCE
ITEMS HIGHLIGHTED IN YELLOW -5.0 OR GREATER VARIANCE

2021 n=354	2022 n=321
34.2% Too expensive	53.1% Too expensive
32.5% Want to go someplace new	28.8% Want to go someplace new
26.0% Poor value	28.5% Poor value
23.0% COVID-19/ Pandemic	24.6% Too crowded/ congested/ traffic
20.3% Too crowded/ congested/ traffic	18.0% Too commercialized/ overdeveloped
15.5% Unfriendly people/ felt unwelcome	14.7% No reason to return/ nothing new
15.3% No reason to return/ nothing new	12.1% Unfriendly people/ felt unwelcome
11.3% Too commercialized/ overdeveloped	10.9% Flight too long
10.5% Poor service	10.3% Five years is too soon

UNLIKELY TO RETURN - TOP REASONS U.S. EAST

TOP RESPONSES 10%+
ITEMS HIGHLIGHTED IN RED +5.0 OR GREATER VARIANCE
ITEMS HIGHLIGHTED IN YELLOW -5.0 OR GREATER VARIANCE

2021 n=864	2022 n=961
44.3% Too expensive	53.7% Too expensive
31.4% Flight too long	40.5% Flight too long
31.0% Want to go someplace new	40.1% Want to go someplace new
18.4% Poor value	17.6% Poor value
16.5% COVID-19/ pandemic	17.4% Five years is too soon
14.9% Too crowded/ congested	14.4% Too crowded/ congested
12.7% Five years is too soon	13.4% Other financial obligations
12.0% Unfriendly people/ felt unwelcome	10.9% Too commercialized/ overdeveloped
11.0% Other financial obligations	
10.2% Poor service	

UNLIKELY TO RETURN - TOP REASONS JAPAN

TOP RESPONSES 10%+
ITEMS HIGHLIGHTED IN RED +5.0 OR GREATER VARIANCE
ITEMS HIGHLIGHTED IN YELLOW -5.0 OR GREATER VARIANCE

2020 n=381	2022 n=14
34.9% Too expensive	69.7% Too expensive
30.1% Five years is too soon	41.0% Want to go someplace new
28.6% Want to go someplace new	36.6% Five years is too soon
27.5% Other financial obligations	34.8% No reason to return/ nothing new
14.8% Flight too long	25.9% Too commercialized/ overdeveloped
	25.9% Other financial obligations
	15.2% Poor value
	15.2% Too crowded/ congested/ traffic
	15.2% Poor service
	15.2% Poor health/ old age
	10.7% Flight too long
	10.7% Unfriendly people/ felt unwelcome

CAUTION SMALL BASE = 14

UNLIKELY TO RETURN - TOP REASONS CANADA

TOP RESPONSES 10%+
ITEMS HIGHLIGHTED IN RED +5.0 OR GREATER VARIANCE
ITEMS HIGHLIGHTED IN YELLOW -5.0 OR GREATER VARIANCE

2020 n=181	2022 n=424
50.4% Too expensive	60.0% Too expensive
47.3% Want to go someplace new	41.8% Want to go someplace new
30.8% Flight is too long	32.9% Flight too long
20.9% Poor value	21.1% Poor value
16.4% Five years is too soon	16.4% Five years is too soon
15.7% Too commercialized/ overdeveloped	12.9% Too crowded/ congested/ traffic
15.4% Too crowded/ congested/ traffic	12.1% Other financial obligations
11.7% Other financial obligations	11.0% Too commercialized/ overdeveloped

UNLIKELY TO RETURN - TOP REASONS OCEANIA

TOP RESPONSES 10%+
ITEMS HIGHLIGHTED IN RED +5.0 OR GREATER VARIANCE
ITEMS HIGHLIGHTED IN YELLOW -5.0 OR GREATER VARIANCE

2020 n=61	2022 n=147
57.1% Too expensive	63.5% Too expensive
43.9% Want to go someplace new	40.7% Poor value
37.9% Poor value	37.8% Want to go someplace new
25.3% Too commercialized/ overdeveloped	20.3% Too commercialized/ overdeveloped
18.2% Too crowded/ congested/ traffic	17.0% No reason to return/ nothing new
17.8% Flight is too long	15.7% Too crowded/ congested/ traffic
13.2% No reason to return/ nothing new	13.3% Flight too long
11.4% Five years is too soon	13.3% Five years is too soon

UNLIKELY TO RETURN - TOP REASONS CHINA

TOP RESPONSES 10%+
 ITEMS HIGHLIGHTED IN RED +5.0 OR GREATER VARIANCE
 ITEMS HIGHLIGHTED IN YELLOW -5.0 OR GREATER VARIANCE

2020 n=12	2022 n=11
66.6% Flight is too long	45.9% Too expensive
50.1% Five years is too soon	45.9% Flight too long
41.6% Want to go someplace new	33.1% Five years is too soon
25.1% No reason to return/ nothing new	29.3% Too crowded/ congested/ traffic
16.6% Too expensive	27.1% No reason to return/ nothing new
	16.6% Want to go someplace new
	10.5% Poor value
	10.5% Poor service
	10.5% Dirty/ filthy
	10.5% Hotel- negative comment

CAUTION SMALL BASE = 11

UNLIKELY TO RETURN - TOP REASONS KOREA

TOP RESPONSES 10%+
ITEMS HIGHLIGHTED IN RED +5.0 OR GREATER VARIANCE
ITEMS HIGHLIGHTED IN YELLOW -5.0 OR GREATER VARIANCE

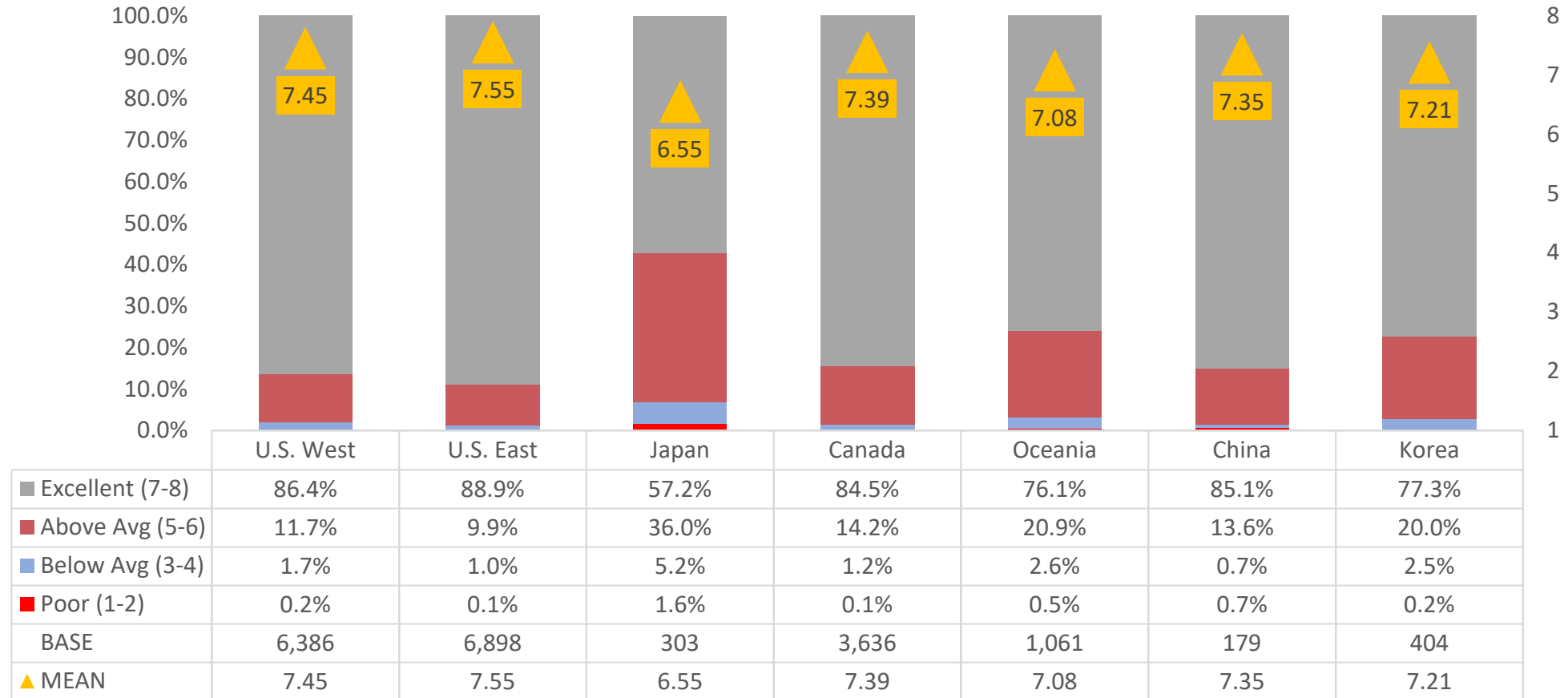
2020 n=32	2022 n=22
62.5% Too expensive	91.1% Too expensive
34.4% Flight is too long	58.9% Poor value
31.1% Poor value	31.1% No reason to return/ nothing new
21.9% Five years is too soon	31.1% Want to go someplace new
15.7% Too crowded/ congested/ traffic	26.6% Flight is too long
12.5% Other financial obligations	26.6% Five years is too soon
12.5% No reason to return/ nothing new	18.9% Other financial obligations
	17.7% Too crowded/ congested/ traffic

CAUTION SMALL BASE = 22

Section 5 – Experiences

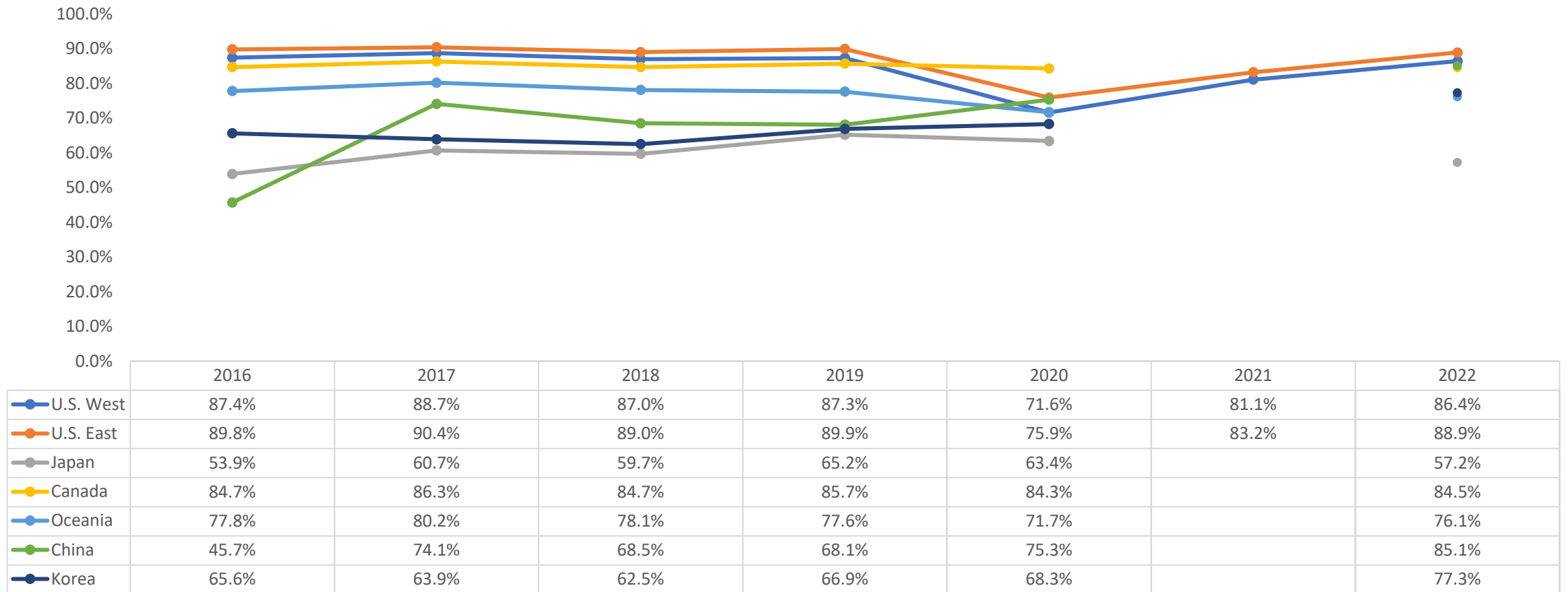
OFFERING A VARIETY OF EXPERIENCES

8-pt Rating Scale
8=Excellent/ 1=Poor



OFFERING A VARIETY OF EXPERIENCES

Tracking Data - Rating of "Excellent" (7-8)

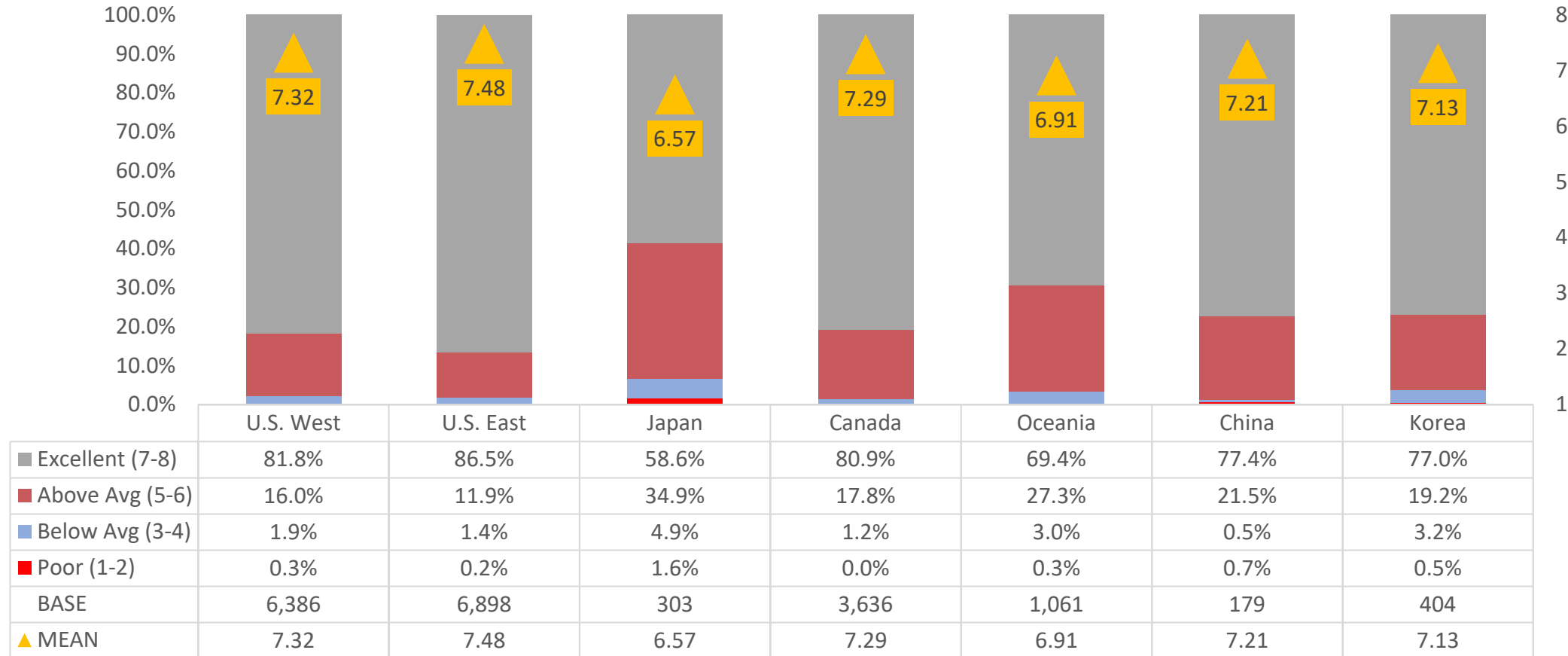


OFFERING A VARIETY OF EXPERIENCES

- **Age:** When evaluating their stay based on the variety of experiences offered, younger visitors under the age of 35 from U.S. West, Japan, and Canada gave the highest scores compared to those in other age groups.
- **Trips to Hawai'i:** First-time visitors from U.S. West and Japan gave higher satisfaction score in this area than repeat visitors from these markets.
- **Islands visited:** U.S. East visitors whose trip included stays on multiple islands gave higher scores compared to visitors from this market who stayed on a single island.
- **Gender:** Female visitors from U.S. West and U.S. East were more satisfied with the variety of experiences than their male counterparts.
- **Household income:** U.S. West visitors with annual household income of less than \$100K were the most satisfied with the variety of experiences offered during their stay.
- **College graduate:** Visitors from U.S. West and Japan without a college degree were more satisfied in this area than those with a college degree.

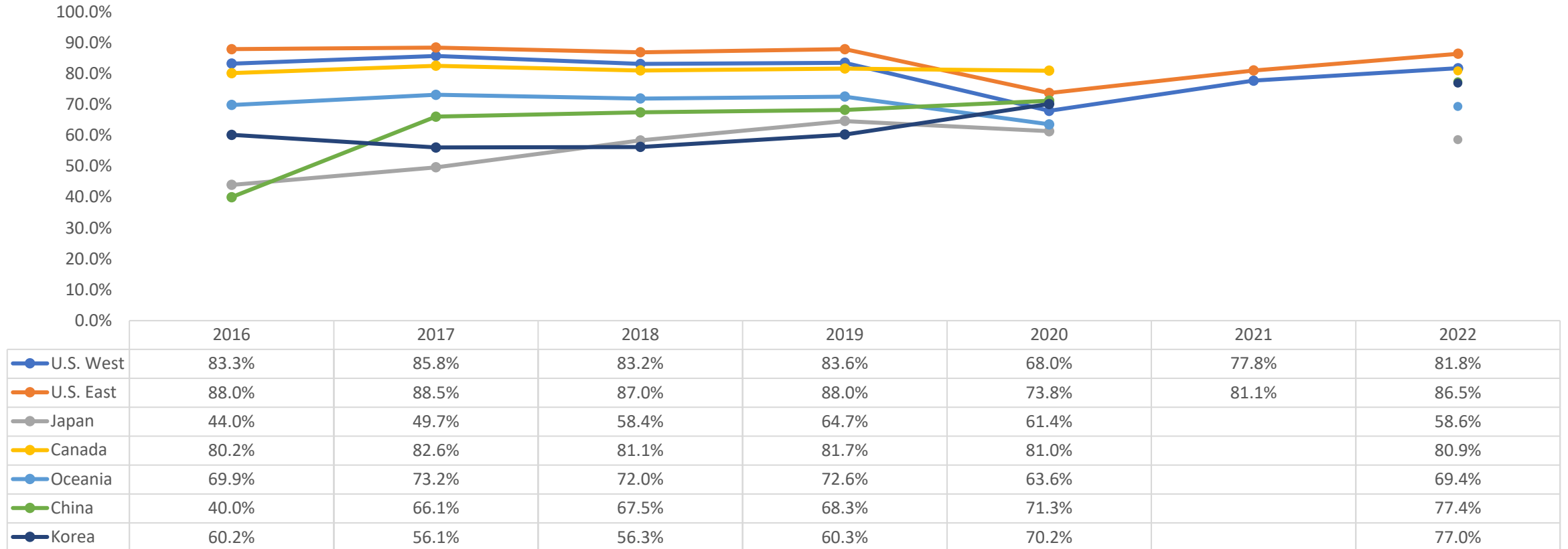
NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

8-pt Rating Scale
8=Excellent/ 1=Poor



NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

Tracking Data - Rating of "Excellent" (7-8)

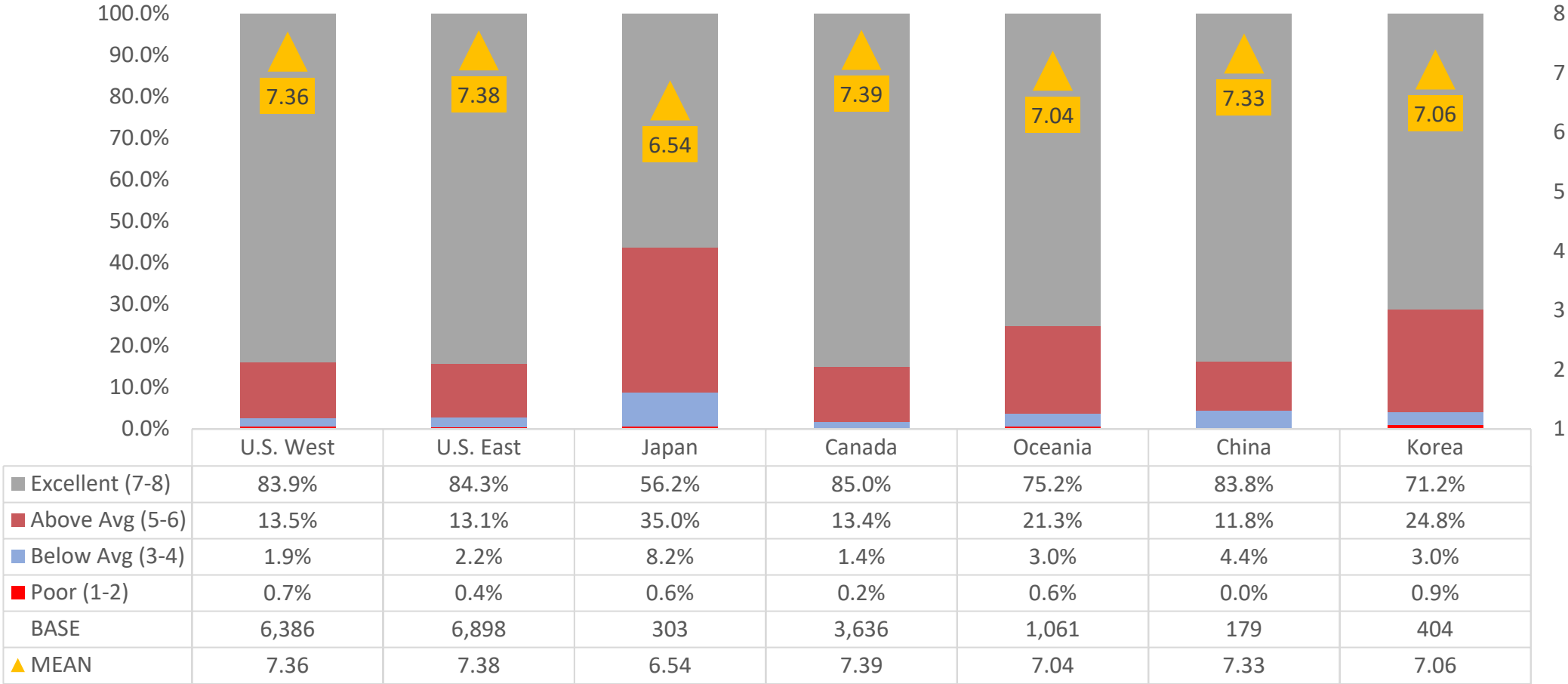


NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

- **Age:** When evaluating their stay based on the number of different and unique travel experiences, younger visitors under the age of 35 from U.S. West, U.S. East, and Canada were the most pleased.
- **Trips to Hawai'i:** First-time visitors from both U.S. West and Japan gave high satisfaction scores in this area than repeat visitors from these two markets.
- **Islands visited:** Visitors from U.S. East and Canada whose trip included stays on multiple islands gave higher mean scores compared to visitors from these markets who stayed on a single island.
- **Gender:** Female visitors from U.S. West and U.S. East were more satisfied with the number of different and unique experiences than their male counterparts.
- **Household income:** Visitors from U.S. West with annual household income of less than \$100K were the most satisfied when it came to rating their satisfaction with the number of different and unique experiences offered.
- **College graduate:** Visitors from U.S. West without a college degree were more satisfied in this area than those with a college degree.

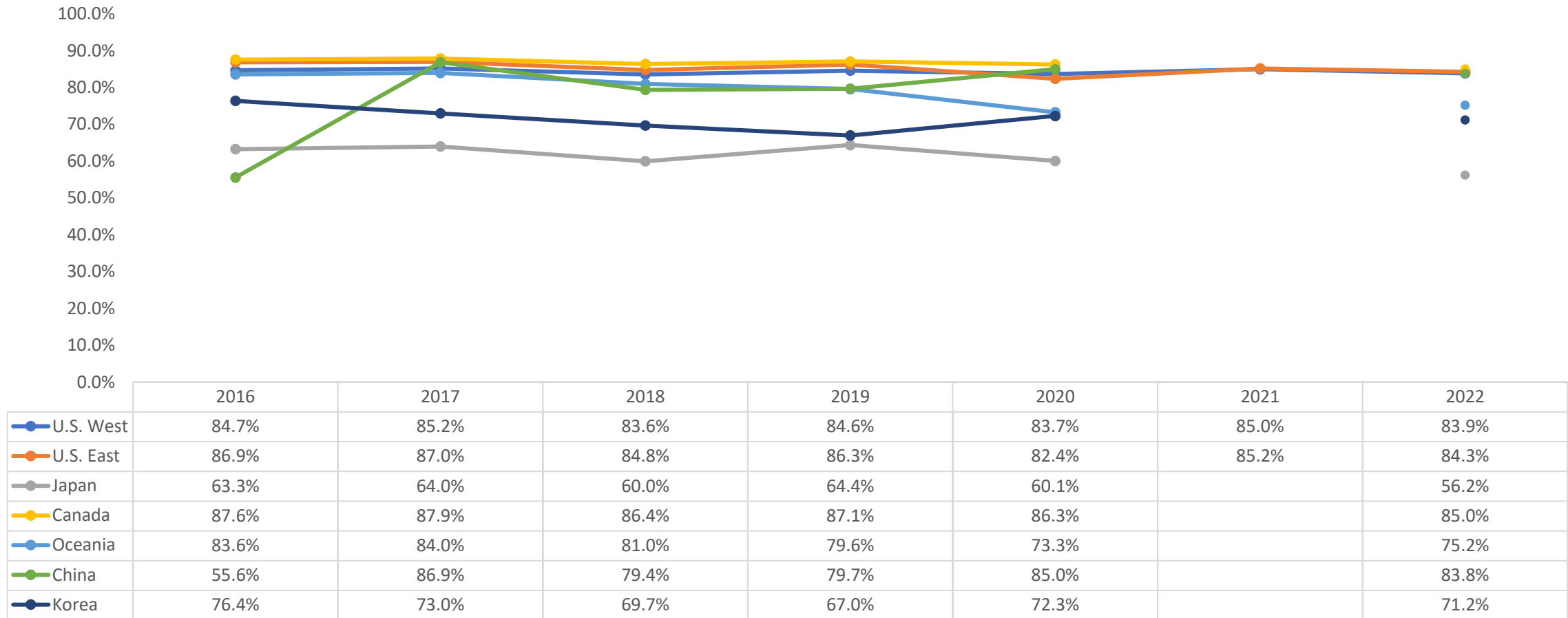
SAFE AND SECURE DESTINATION

8-pt Rating Scale
8=Excellent/ 1=Poor



SAFE AND SECURE DESTINATION

Tracking Data - Rating of "Excellent" (7-8)

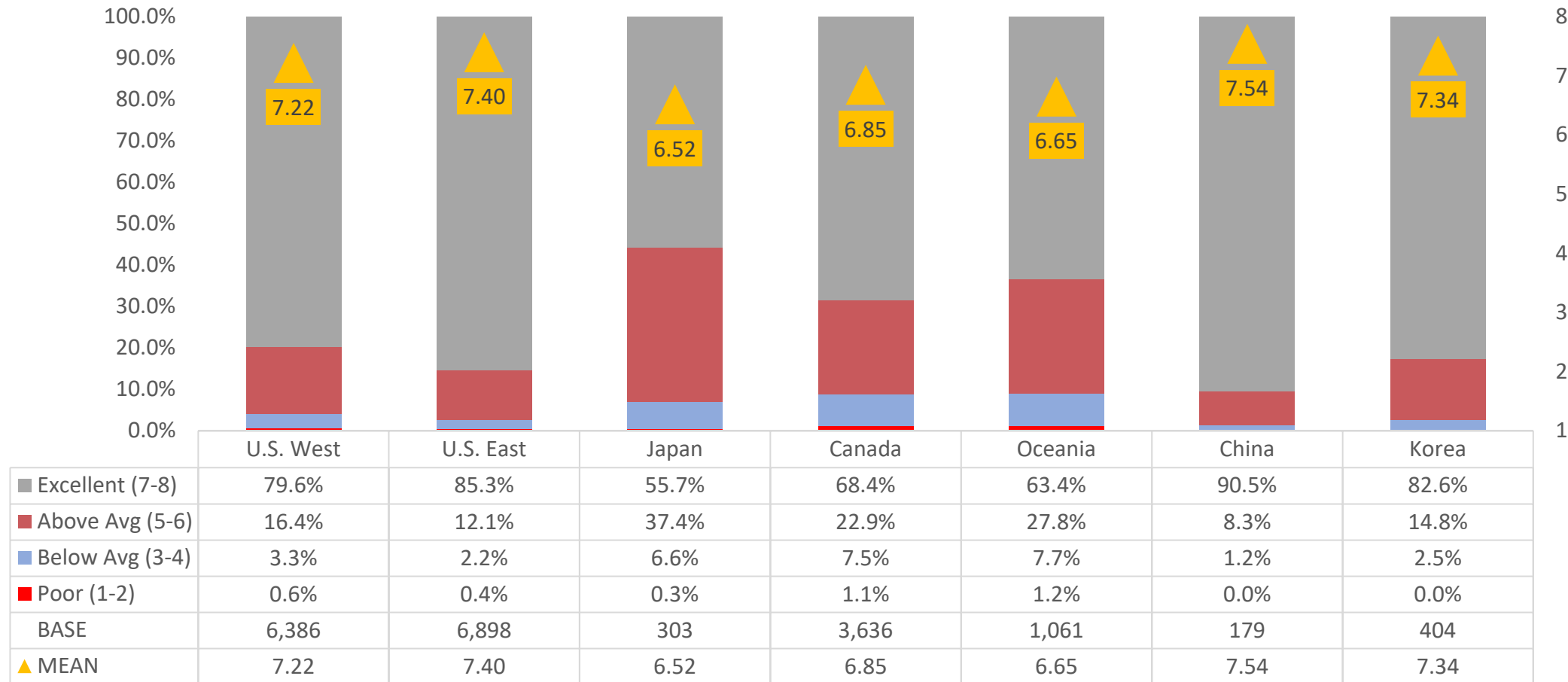


SAFE AND SECURE DESTINATION

- **Age:** When evaluating their stay based on whether they felt safe and secure, U.S. West visitors under the age of 35 were the most pleased compared to visitors from this market in other age groups.
- **Trips to Hawai'i:** Among visitors from Japan, first-time visitors gave higher satisfaction scores in this area than repeat visitors.
- **Islands visited:** U.S. West visitors whose trip included visiting a single island gave higher scores in this area compared to those who visited multiple islands. Conversely, U.S. East visitors who went to multiple islands felt safer than those who visited a single island.
- **Gender:** Female visitors from U.S. West and U.S. East were more satisfied when asked if they felt safe and secure during their stay compared to their male counterparts.
- **College graduate:** Visitors from U.S. East with a college degree were more satisfied in this area than those without a college degree from this market.
- **Travel party size:** Visitors who came in larger travel parties (3+ individuals) from U.S. West and U.S. East were more satisfied with their stay when rating safety and security compared to those in smaller travel parties (ranging from one or sometimes two individuals).

ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE

8-pt Rating Scale
8=Excellent/ 1=Poor

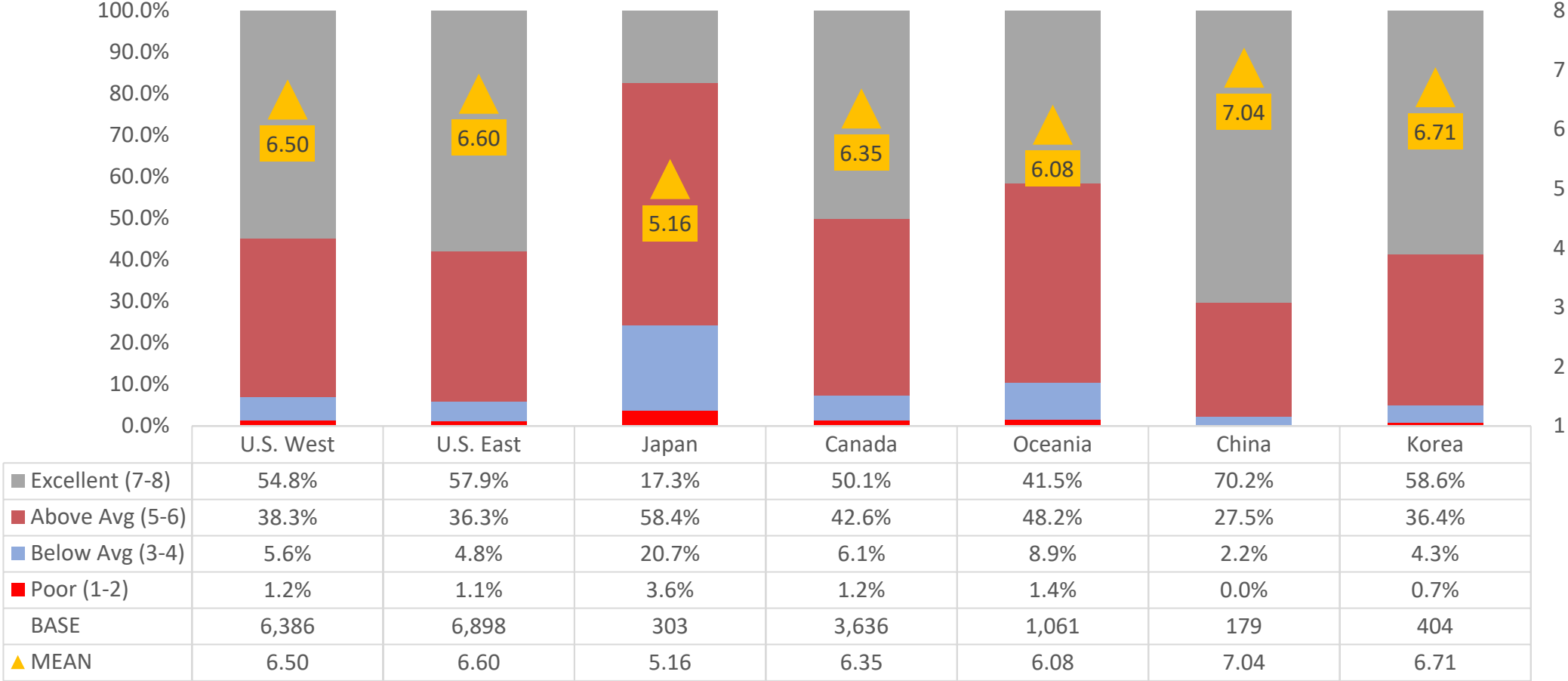


ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE

- **Age:** When evaluating their stay based on whether they felt the state promoted being environmentally friendly and sustainable, younger visitors under the age of 35 from U.S. West and Japan were the most pleased.
- **Trips to Hawai'i:** First-time visitors from U.S. West, U.S. East, Japan and Canada gave higher satisfaction scores for the state being environmentally friendly and sustainable compared to repeat visitors from these markets.
- **Gender:** Female visitors from U.S. West and U.S. East were more satisfied when rating the state on being environmentally friendly and sustainable than their male counterparts.
- **College graduate:** Among visitors from U.S. West and Oceania, those without a college degree were more satisfied in this area than those with a college degree.
- **Travel party size:** Visitors from U.S. West and U.S. East in larger travel parties (3+ individuals) were more satisfied with the state being environmentally friendly and sustainable compared to those who traveled alone.
- **Household income:** More affluent visitors from U.S. West with household annual income above \$150K were not as pleased in this area compared to visitors from this market who were less affluent.

VOLUNTEER/ GIVE-BACK OPPORTUNITIES

8-pt Rating Scale
8=Excellent/ 1=Poor



VOLUNTEER/ GIVE-BACK OPPORTUNITIES

- **Age:** When evaluating their stay based on whether they felt there were opportunities to volunteer and give-back, younger visitors under the age of 35 from U.S. West and Japan were the most pleased compared to visitors from other age groups.
- **Trips to Hawai'i:** First-time visitors from U.S. West, Japan and Canada gave higher satisfaction score when asked about volunteer opportunities compared to repeat visitors from these markets.
- **Gender:** Female respondents from U.S. West and U.S. East were more satisfied with opportunities to volunteer and give-back during their stay than their male counterparts.
- **College graduate:** Among visitors from U.S. West, U.S. East and Oceania, those without a college degree were more satisfied in this area than those with a college degree.
- **Household income:** Less affluent visitors from U.S. West and U.S. East gave higher marks to the state for volunteer and give-back opportunities.

Section 6 – Activities

ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.2%	98.1%	93.6%	98.3%	91.2%	99.5%	98.7%
On own (self guided)/ driving around the island	84.9%	82.1%	71.1%	85.6%	55.2%	71.4%	73.6%
Helicopter ride/ airplane tour	3.3%	7.2%	0.9%	6.3%	3.5%	5.2%	9.2%
Boat tour/ submarine ride/ whale watching	27.0%	35.3%	6.4%	26.5%	18.1%	46.3%	31.1%
Visiting towns/ communities	54.6%	55.4%	45.2%	59.7%	32.3%	31.9%	42.1%
Private limousine/ van tour/ tour bus	7.2%	15.0%	8.5%	9.5%	22.5%	10.9%	9.7%
Scenic views/ natural landmarks	60.5%	69.6%	31.6%	67.7%	48.9%	71.1%	58.2%
Movie and TV filming location tours	4.8%	6.7%	2.9%	5.9%	7.6%	16.4%	21.7%

ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.7%	97.7%	93.9%	98.7%	94.3%	98.3%	96.1%
Beach/ sunbathing	88.0%	87.3%	71.9%	90.3%	79.5%	80.2%	74.1%
Bodyboarding	12.1%	7.9%	1.2%	14.9%	4.5%	7.6%	5.5%
Stand up paddle boarding	6.6%	5.1%	2.3%	5.6%	5.8%	10.9%	8.7%
Surfing	6.9%	7.4%	4.1%	10.3%	8.8%	13.7%	17.3%
Canoeing/ kayaking	7.0%	6.8%	1.0%	7.8%	2.3%	12.0%	6.3%
Swimming in the ocean	69.2%	68.1%	34.7%	77.4%	64.2%	47.6%	53.8%
Snorkeling	46.5%	44.1%	11.9%	52.1%	24.4%	45.3%	46.7%
Freediving	1.9%	1.6%	0.6%	1.3%	0.8%	2.3%	4.2%
Windsurfing/ kitesurfing	0.2%	0.2%	0.7%	0.2%	0.3%	0.0%	0.8%
Jet skiing/ parasailing	1.6%	2.0%	0.0%	1.1%	0.8%	2.7%	4.1%
Scuba diving	2.3%	2.8%	0.3%	3.3%	1.2%	3.2%	2.7%
Fishing	2.9%	2.9%	0.3%	2.3%	0.7%	0.7%	2.3%
Golf	6.3%	6.8%	13.8%	9.6%	2.5%	1.3%	3.5%

ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.7%	97.7%	93.9%	98.7%	94.3%	98.3%	96.1%
Running/ jogging/ fitness/ walking	28.9%	27.6%	28.2%	32.2%	24.1%	15.0%	16.6%
Cycling	3.0%	3.1%	5.8%	5.9%	2.7%	3.5%	1.4%
Spa	8.9%	9.5%	8.6%	5.5%	6.4%	7.0%	9.3%
Hiking	46.3%	52.9%	22.8%	52.4%	23.5%	55.0%	22.9%
Backpacking/ camping	1.7%	1.8%	0.3%	1.8%	0.5%	4.4%	3.1%
Agritourism	12.3%	15.5%	9.0%	11.5%	6.8%	16.3%	15.1%
Sports event or tournament	1.4%	1.8%	2.9%	2.5%	1.2%	0.5%	0.7%
Parks/ botanical gardens	37.0%	42.8%	25.8%	40.0%	29.3%	38.5%	22.8%
Waterparks	1.5%	1.3%	2.2%	1.7%	1.3%	3.0%	6.5%
Mountain tubing/ waterfall rappel	1.6%	1.9%	1.6%	1.5%	0.8%	4.9%	1.8%
Zip lining	4.6%	4.7%	0.3%	3.2%	2.2%	2.7%	1.6%
Skydiving	0.3%	0.4%	1.4%	0.4%	0.1%	6.2%	5.1%
All terrain vehicle (ATV)	3.3%	4.4%	0.3%	3.4%	3.3%	6.1%	10.5%
Horseback riding	1.2%	1.8%	1.5%	1.5%	0.5%	5.3%	6.3%

ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.3%	98.8%	98.3%	99.2%	98.8%	97.3%	97.7%
Lunch/ sunset/ dinner/ evening cruise	22.8%	27.9%	8.4%	21.0%	18.8%	52.1%	44.7%
Live music/ stage show	29.4%	35.4%	18.8%	28.8%	20.4%	12.2%	20.2%
Nightclub/ dancing/ bar/ karaoke	7.4%	7.3%	3.3%	6.1%	9.1%	5.2%	3.8%
Fine dining	48.4%	51.6%	35.6%	43.8%	33.6%	33.0%	51.4%
Family restaurant	63.7%	60.5%	26.5%	63.1%	64.8%	24.0%	37.2%
Fast food	36.3%	34.7%	46.1%	46.8%	51.2%	44.7%	49.8%
Food truck	43.7%	44.0%	27.1%	44.6%	32.7%	37.6%	52.8%
Café/ coffee house	51.4%	48.9%	56.0%	56.8%	59.3%	48.8%	57.8%
Ethnic dining	27.9%	31.9%	12.6%	23.4%	15.1%	16.2%	26.6%
Farm to table cuisine	17.2%	19.2%	16.8%	13.2%	5.3%	7.5%	3.5%
Prepared own meal	49.0%	40.7%	43.9%	61.0%	23.9%	16.8%	10.1%

ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.9%	97.0%	98.8%	98.1%	97.6%	91.8%	95.8%
Malls/ department stores	44.2%	40.8%	74.6%	57.1%	71.0%	52.7%	73.8%
Designer boutiques	17.9%	19.7%	18.1%	20.8%	19.7%	10.7%	6.5%
Hotel/ resort stores	34.6%	40.9%	31.2%	31.8%	30.2%	21.6%	34.5%
Swap meet/ flea market	17.4%	14.7%	6.5%	13.7%	7.9%	3.5%	5.4%
Discount/ outlet stores	14.7%	15.4%	27.6%	19.8%	35.7%	4.6%	54.2%
Supermarkets	65.2%	56.2%	60.6%	68.7%	46.3%	50.2%	38.9%
Farmer's market	36.9%	32.5%	25.9%	42.8%	18.4%	35.2%	13.4%
Convenience stores	51.5%	51.8%	44.8%	55.8%	63.3%	52.6%	46.0%
Duty free stores	4.2%	4.7%	8.3%	5.3%	7.1%	6.5%	37.0%
Hawai'i made products	47.9%	49.4%	25.7%	47.2%	32.9%	23.6%	25.6%
Local shops and artisans	60.1%	62.6%	22.0%	61.1%	41.3%	29.2%	23.3%

ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	69.0%	78.8%	51.7%	70.2%	66.9%	61.4%	61.4%
Historic military sites and museums	17.9%	29.0%	9.4%	17.7%	31.4%	23.4%	20.8%
Historic Hawaiian sites and museums	30.0%	36.6%	15.3%	31.6%	26.0%	19.9%	13.1%
Other historical sites, museums, and homes	12.8%	14.6%	6.9%	12.9%	10.2%	13.1%	17.0%
Art museums	3.3%	3.3%	1.9%	3.4%	4.7%	6.4%	5.4%
Art galleries and exhibitions	11.0%	10.6%	5.9%	11.5%	8.0%	6.4%	1.2%
Lū'au/ Polynesian show/ hula show	27.8%	42.2%	14.1%	27.6%	22.6%	10.8%	18.1%
Lesson ex. ukulele, hula, canoe, lei making	4.5%	6.1%	4.4%	3.7%	3.2%	5.0%	2.8%
Play/ concert/ theatre	2.7%	2.1%	1.5%	2.7%	3.3%	1.8%	6.2%
Art/ craft fair	11.3%	10.3%	4.8%	10.7%	4.4%	9.6%	5.0%
Festival/ event	3.9%	4.2%	5.4%	3.6%	3.8%	1.7%	2.9%

ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.9%	93.7%	96.4%	95.7%	97.1%	96.9%	92.9%
Airport shuttle	14.1%	14.9%	12.7%	15.8%	29.8%	17.9%	14.3%
Trolley	3.3%	3.6%	19.6%	4.4%	11.2%	0.7%	17.5%
Public bus	4.4%	4.7%	24.8%	8.8%	24.9%	13.0%	13.1%
Tour bus/ tour van	6.9%	15.1%	8.6%	10.0%	20.7%	7.7%	22.9%
Taxi/ limo	7.3%	10.3%	33.4%	14.9%	36.8%	8.6%	16.1%
Rental car	74.5%	70.9%	45.3%	74.7%	34.1%	66.9%	55.8%
Ride share	17.2%	20.4%	22.9%	19.1%	37.6%	33.2%	21.6%
Car share	6.8%	5.9%	1.7%	5.8%	3.2%	5.2%	2.0%
Bicycle rental	2.7%	2.3%	4.7%	3.6%	2.1%	2.9%	3.2%

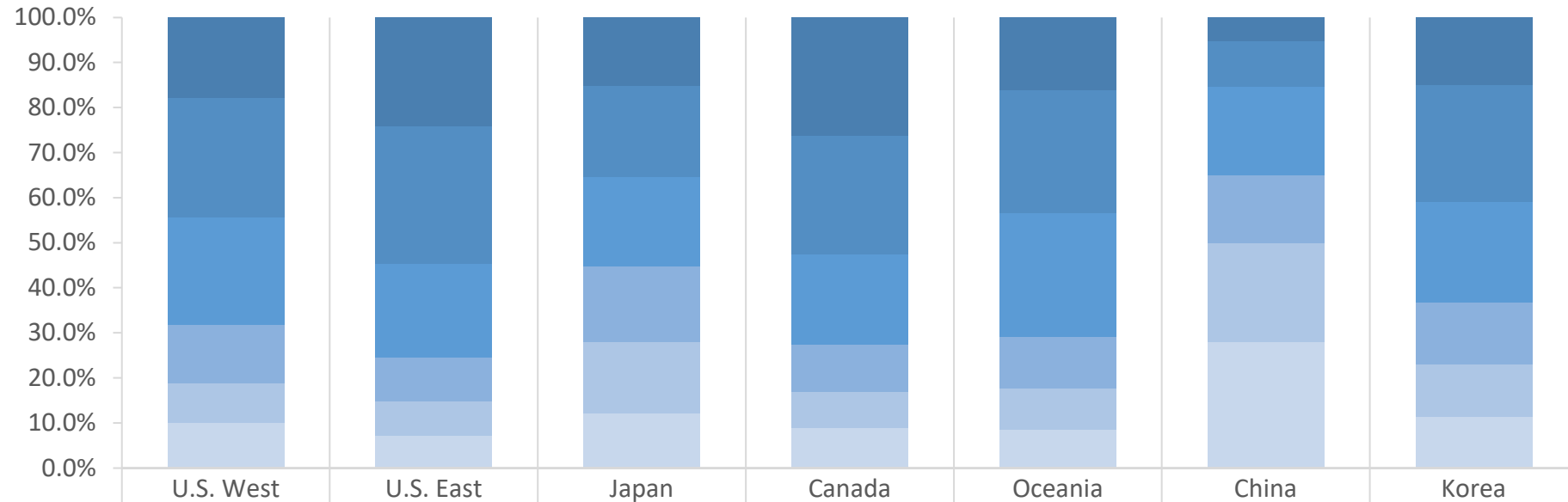
ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	32.4%	28.5%	28.6%	23.5%	15.6%	15.0%	27.8%
Visiting friends and family	30.3%	26.0%	28.0%	21.1%	13.7%	10.2%	24.6%
Giving back to the local community	2.9%	3.3%	1.2%	3.4%	2.3%	5.4%	3.6%

Section 7 – Travel Planning

TRAVEL PLANNING

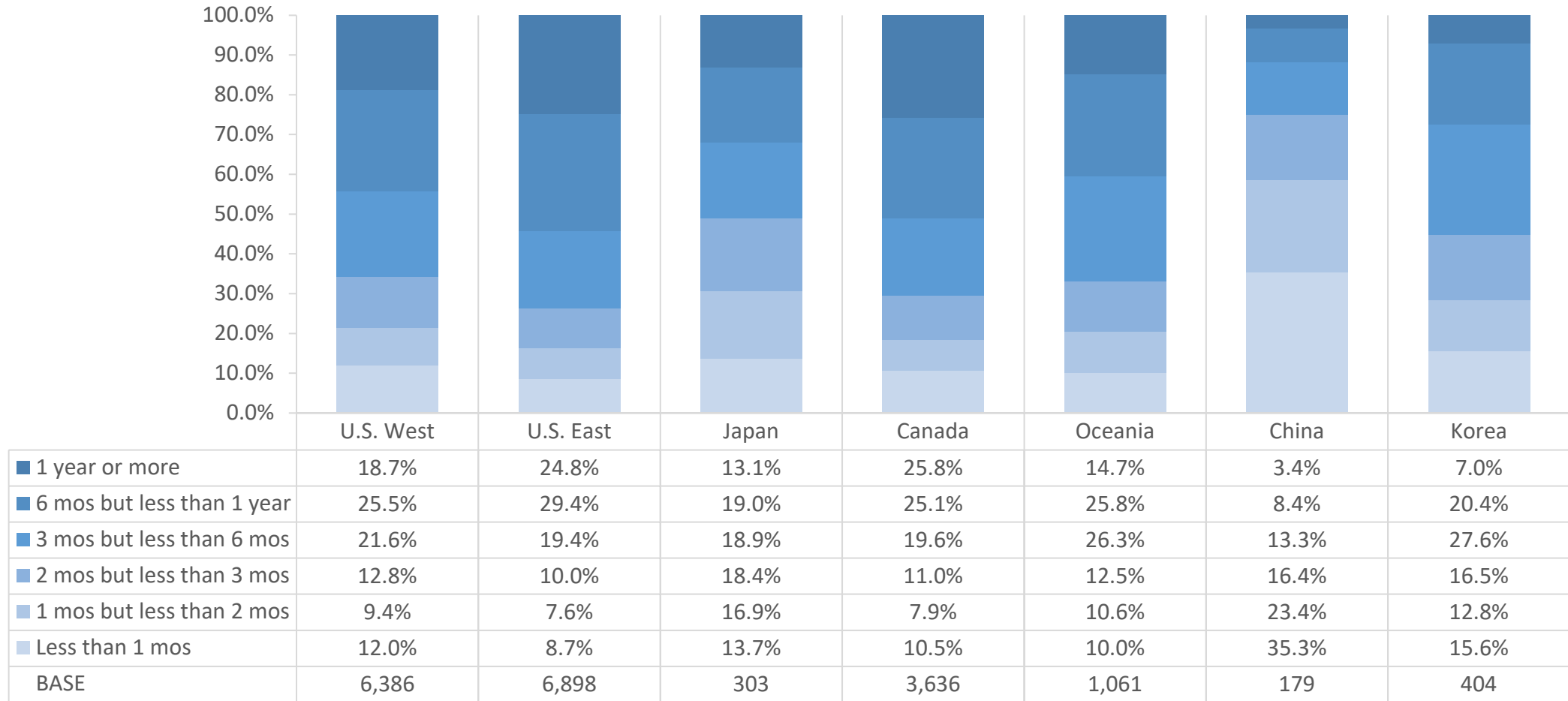
Decision to take vacation/ pleasure trip



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
■ 1 year or more	17.8%	24.2%	15.2%	26.2%	16.1%	5.4%	15.1%
■ 6 mos but less than 1 year	26.6%	30.5%	20.2%	26.5%	27.3%	9.9%	25.8%
■ 3 mos but less than 6 mos	23.8%	20.7%	19.9%	20.0%	27.6%	19.7%	22.5%
■ 2 mos but less than 3 mos	12.9%	9.8%	16.6%	10.4%	11.2%	15.0%	13.6%
■ 1 mos but less than 2 mos	8.8%	7.8%	16.0%	8.1%	9.4%	22.1%	11.7%
■ Less than 1 mos	10.1%	7.1%	12.1%	8.9%	8.4%	27.9%	11.3%
BASE	6,386	6,898	303	3,636	1,061	179	404

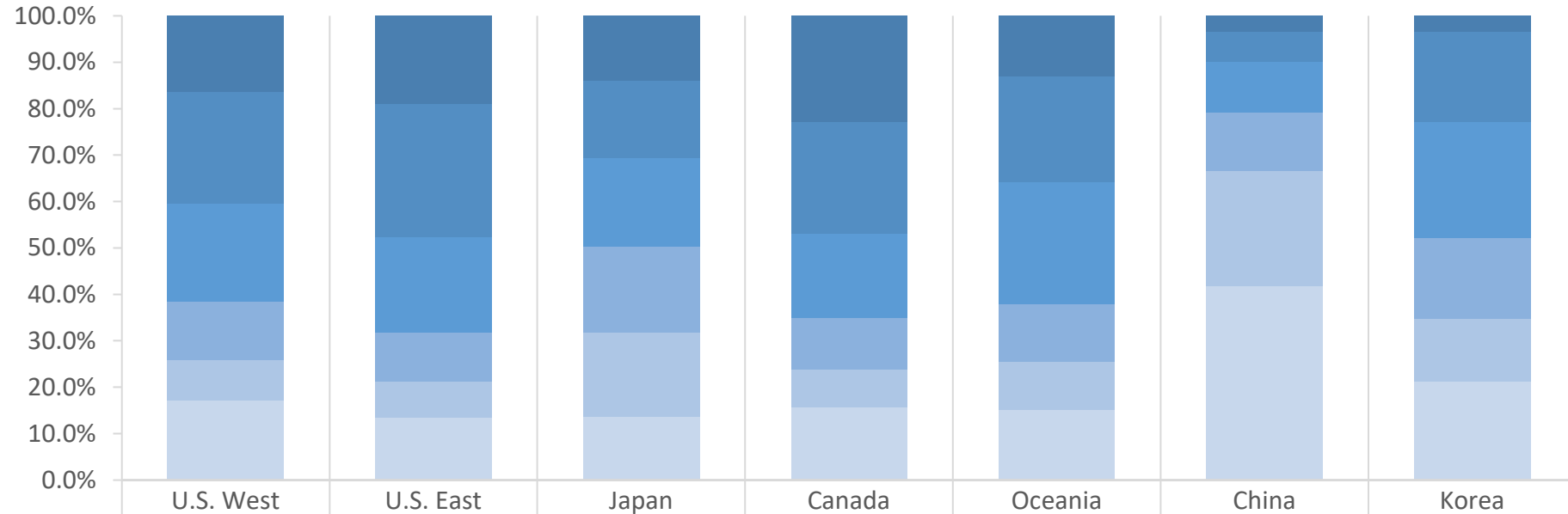
TRAVEL PLANNING

Decision to visit Hawai'i



TRAVEL PLANNING

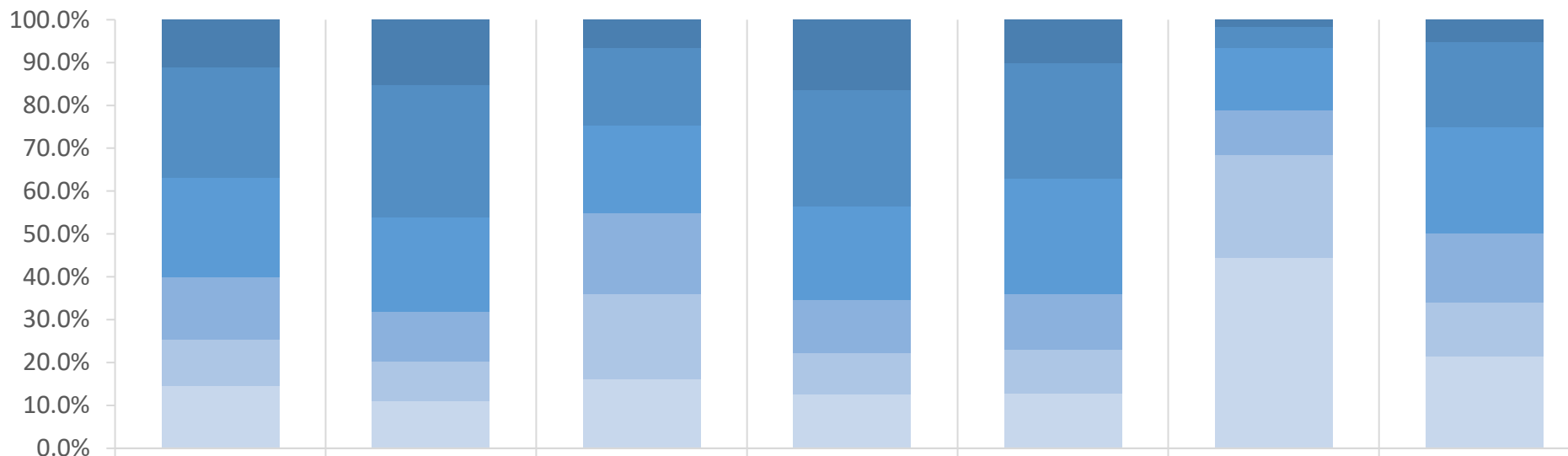
Decision on which island(s) to visit



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
■ 1 year or more	16.5%	19.0%	13.9%	22.8%	13.0%	3.4%	3.5%
■ 6 mos but less than 1 year	24.0%	28.6%	16.7%	24.2%	22.9%	6.5%	19.5%
■ 3 mos but less than 6 mos	21.1%	20.6%	19.1%	18.1%	26.3%	10.9%	24.9%
■ 2 mos but less than 3 mos	12.5%	10.5%	18.5%	11.2%	12.2%	12.5%	17.4%
■ 1 mos but less than 2 mos	8.9%	7.9%	18.1%	8.1%	10.4%	24.9%	13.4%
■ Less than 1 mos	17.0%	13.5%	13.7%	15.7%	15.2%	41.8%	21.3%
BASE	6,386	6,898	303	3,636	1,061	179	404

TRAVEL PLANNING

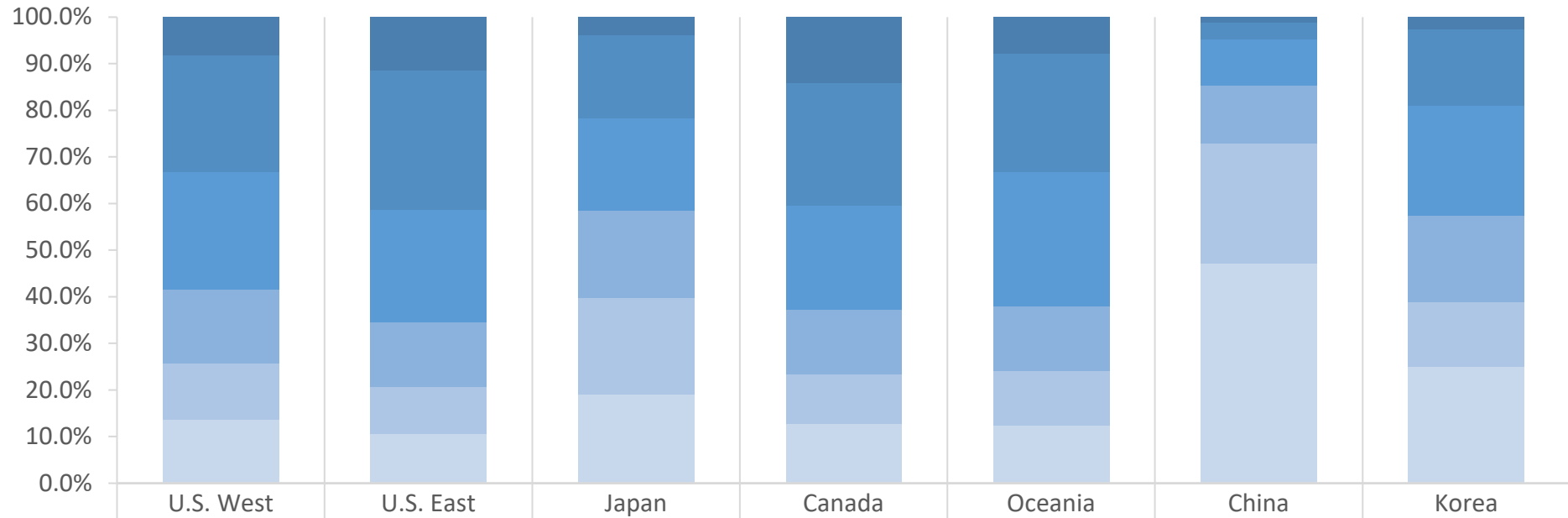
Determining the dates of your trip



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
■ 1 year or more	11.1%	15.2%	6.6%	16.4%	10.1%	1.7%	5.2%
■ 6 mos but less than 1 year	25.7%	30.9%	18.2%	27.2%	27.0%	4.8%	19.7%
■ 3 mos but less than 6 mos	23.4%	22.1%	20.3%	21.7%	26.9%	14.7%	24.8%
■ 2 mos but less than 3 mos	14.4%	11.6%	19.1%	12.5%	13.0%	10.3%	16.3%
■ 1 mos but less than 2 mos	10.8%	9.2%	19.8%	9.6%	10.1%	24.2%	12.6%
■ Less than 1 mos	14.6%	11.1%	16.1%	12.6%	12.9%	44.4%	21.3%
BASE	6,386	6,898	303	3,636	1,061	179	404

TRAVEL PLANNING

Begin booking your trip



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
■ 1 year or more	8.2%	11.4%	3.9%	14.1%	7.9%	1.2%	2.6%
■ 6 mos but less than 1 year	25.1%	29.9%	17.9%	26.3%	25.4%	3.5%	16.3%
■ 3 mos but less than 6 mos	25.3%	24.1%	19.7%	22.2%	28.7%	9.9%	23.6%
■ 2 mos but less than 3 mos	15.9%	13.9%	18.8%	14.0%	13.9%	12.5%	18.5%
■ 1 mos but less than 2 mos	11.9%	10.0%	20.7%	10.5%	11.7%	25.9%	13.9%
■ Less than 1 mos	13.7%	10.7%	19.0%	12.8%	12.4%	47.1%	24.9%
BASE	6,386	6,898	303	3,636	1,061	179	404

TRAVEL PLANNING SEGMENTATION

- **Age:** Older visitors from U.S. West and U.S. East planned their trips to the state further out from their arrival date compared to younger visitors from these markets.
- **Islands visited:** Among visitors from U.S. West, U.S. East and Japan, those who visited multiple islands during their trip tended to plan ahead over longer periods of time compared to those whose trip consisted of visiting a single island.
- **Trips to Hawai'i:** Repeat visitors from U.S. West and Oceania had longer travel planning windows while first-time visitors from these markets were more likely to make plans one or two months before their trip.
- **Household income:** Among U.S. West visitors, less affluent respondents had a shorter planning window while more affluent respondents planned their trip more in advance.
- **Travel party size:** Among visitors from U.S. West, U.S. East, Japan and Canada, the travel planning window grew longer as travel party size increased.

TRAVEL PLANNING

Sources of Information

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Personal experience	41.3%	30.6%	38.5%	40.2%	35.6%	26.4%	11.3%
Recommendations from friends/ family	37.2%	38.7%	13.9%	35.5%	27.4%	37.3%	16.5%
Travel information website	29.9%	36.5%	28.2%	39.8%	42.0%	41.1%	21.8%
Online travel booking site	20.1%	19.1%	14.9%	27.2%	22.4%	22.5%	14.7%
Information directly from airline	19.0%	16.5%	26.1%	14.5%	13.7%	6.5%	4.2%
Smartphone/ tablet app	16.5%	16.7%	13.5%	11.7%	10.5%	15.4%	22.2%
Information directly from hotel	14.9%	17.4%	13.3%	13.8%	13.2%	11.2%	2.8%
Social media	11.9%	15.5%	29.0%	16.8%	14.2%	56.1%	24.2%
Travel blogs	11.6%	16.3%	24.8%	17.3%	9.7%	18.8%	35.8%
Hawai'i destination website	10.7%	15.7%	22.5%	17.4%	12.6%	11.6%	3.2%
Travel agents/ companies specializing in pkg tours	9.2%	14.5%	11.8%	10.8%	32.9%	13.0%	46.7%

TRAVEL PLANNING

Sources of Information

- ***Trips to Hawai'i:*** First-time visitors to the state appeared to more actively seek out and rely on outside sources of information for trip planning compared to repeat visitors.
- ***Islands visited:*** Among visitors from U.S. West, U.S. East and Canada, those whose trip consisted of stays on multiple islands were more likely to rely on outside sources of information for travel planning.
- ***Age:*** Younger visitors from U.S. West, U.S. East, Japan and Canada were more likely to rely on digital sources for travel planning information. Conversely, older visitors showed a greater reliance on personal experience and information directly from the hotel.
- ***Gender:*** Female visitors from U.S. West , U.S. East, Japan and Canada were more likely to rely on the Hawai'i travel destination website and social media compared to male visitors from these markets.
- ***Travel party size:*** Among visitors from U.S. West and U.S. East, as travel party sizes increased, so to did their reliance on outside information to plan their trips.
- ***Household income:*** U.S. West and U.S. East visitors who were more affluent were more likely to rely on travel information websites, information directly from the airline and information directly from the hotel.
- ***College graduate:*** Visitors from U.S. West, U.S. East and Canada with a college degree were more likely to seek out information from outside sources for their trip planning.

Section 8 – Trip Purpose

PRIMARY TRIP PURPOSE

Top Responses

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Pleasure/ vacation	75.0%	67.3%	63.1%	79.8%	77.7%	76.7%	31.0%
Visiting friends/ relatives	10.1%	11.9%	9.0%	5.3%	5.5%	4.7%	5.7%
Honeymoon	2.1%	3.8%	4.9%	3.3%	1.7%	5.1%	53.5%
Anniversary/ birthday	3.0%	3.7%	0.9%	2.0%	1.7%	0.0%	0.3%
Business trip/ work	2.1%	2.6%	2.7%	1.1%	1.1%	3.2%	3.1%
Convention/ conference	1.2%	1.9%	1.3%	1.4%	0.7%	4.7%	1.8%
Wedding/ vow renewal	1.3%	1.7%	1.6%	1.4%	0.3%	0.7%	0.0%
Sports event	0.7%	1.0%	1.8%	1.4%	0.6%	0.0%	0.2%
Government/ military	0.5%	1.1%	0.6%	0.3%	0.6%	0.0%	0.2%
Incentive trip	0.4%	1.0%	1.0%	1.1%	0.5%	3.7%	0.5%
Get married	0.4%	0.7%	0.6%	0.6%	0.1%	0.0%	0.8%
Corporate meeting	0.3%	0.6%	3.6%	0.5%	0.1%	0.0%	0.3%
Layover	0.1%	0.1%	4.5%	0.1%	8.5%	0.0%	0.0%

PRIMARY + SECONDARY TRIP PURPOSE

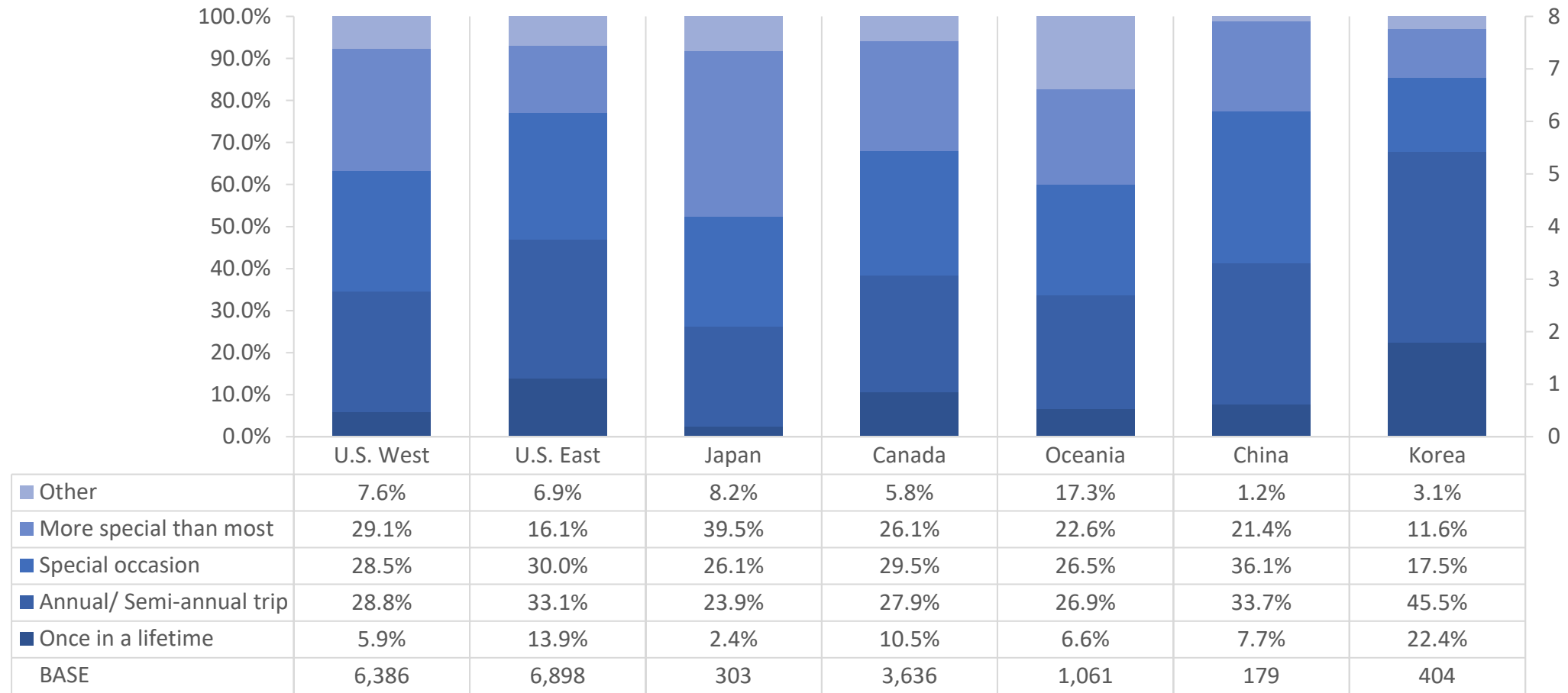
Multiple Responses

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Pleasure/ vacation	90.2%	87.3%	81.8%	92.7%	88.5%	86.6%	69.2%
Visiting friends/ relatives	20.3%	18.8%	21.6%	11.9%	10.6%	8.4%	9.6%
Anniversary/ birthday	5.7%	6.6%	0.9%	4.1%	2.7%	0.0%	0.3%
Honeymoon	2.9%	4.8%	5.2%	4.4%	2.4%	7.9%	55.0%
Business trip/ work	3.9%	3.9%	4.2%	1.9%	2.4%	4.4%	5.3%
Convention/ conference	1.6%	2.5%	2.8%	1.9%	1.1%	5.8%	2.8%
Wedding/ vow renewal	1.7%	2.2%	1.6%	2.0%	0.6%	0.7%	0.3%
Incentive trip	1.4%	1.9%	2.2%	2.1%	1.4%	8.1%	2.8%
Sports event	1.2%	1.2%	3.0%	1.8%	1.1%	1.2%	0.2%
Government/ military	0.6%	1.6%	0.6%	0.4%	0.9%	0.0%	0.2%
Other	0.9%	0.9%	2.0%	0.7%	0.9%	1.2%	1.1%
Corporate meeting	0.6%	0.8%	6.2%	0.8%	0.2%	0.0%	0.8%
Get married	0.5%	0.9%	0.9%	0.8%	0.4%	0.0%	7.7%
Funeral/ memorial	0.7%	0.4%	0.0%	0.2%	0.1%	0.0%	0.0%

PURPOSE OF TRIP - SEGMENTATION

- **Age:** Younger visitors under the age of 35 from U.S. East, U.S. West, Japan and Korea were more likely to be here on their honeymoon compared to visitors from other age groups.
- **Gender:** Among visitors from U.S. West, U.S. East and Japan, a higher percentage of female respondents visited friends and family compared to male respondents.
- **Trips to Hawai'i:** First-time visitors from U.S. West, U.S. East, Japan, Canada and Korea were more likely to list special occasions like anniversary/ birthdays and honeymoons as reasons for travel. Visiting friends and family was a reason cited more often by repeat visitors from these markets.
- **Travel party size:** Among visitors from U.S. West, U.S. East and Canada, visiting friends and family was a more popular reason with those in smaller travel parties (ranging from one to sometimes two individuals).

VACATION TRIP DESCRIPTION

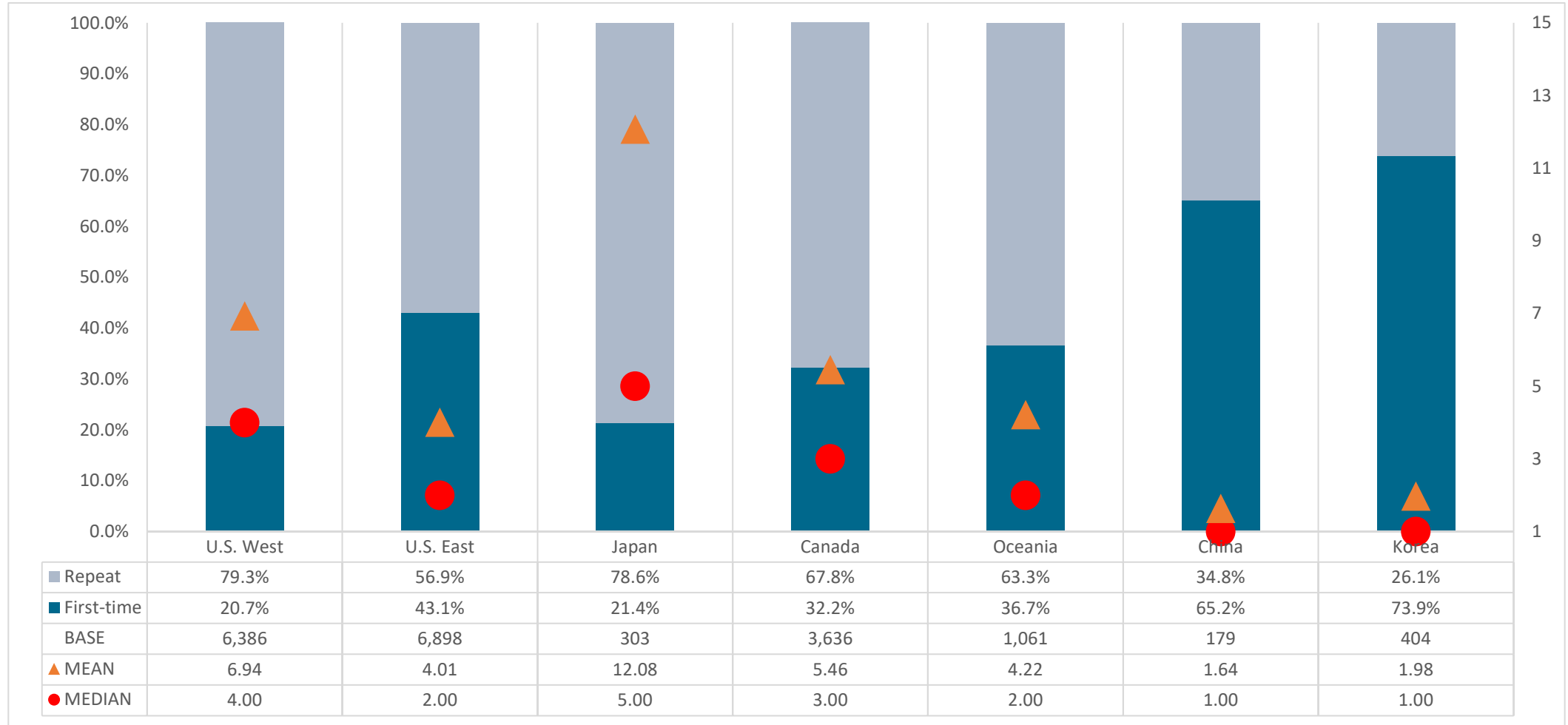


VACATION TRIP DESCRIPTION - SEGMENTATION

- **Age:** Younger visitors from U.S. West, U.S. East and Japan were more likely to view their trip as a once-in-a-lifetime experiences or a special occasion. Conversely, older visitors were more likely to view their trip as a regular occurrence.
- **Trips to Hawai'i:** First-time visitors to the state from U.S. West, U.S. East, Japan, Canada, Oceania and Korea were more likely to view their trip as a once-in-a-lifetime or a special occasion.
- **Gender:** More male visitors from U.S. West, U.S. East and Canada indicated that their trip was an annual or semi-annual trip compared to female visitors from these markets.
- **Household income:** Among visitors from U.S. West and Canada, a higher percentage of respondents who were less affluent viewed their trip as a special occasion or a once-in-a-lifetime experience. More affluent visitors indicated that their trip is a regular or semi-annual travel experience.
- **Islands visited:** Visitors from U.S. East and Canada who stayed on multiple islands were more likely to view their trip as a once-in-a-lifetime experience.

Section 9 – Trips to Hawai‘i

1st TIME VS REPEAT VISITOR



1st TIME VS REPEAT VISITOR

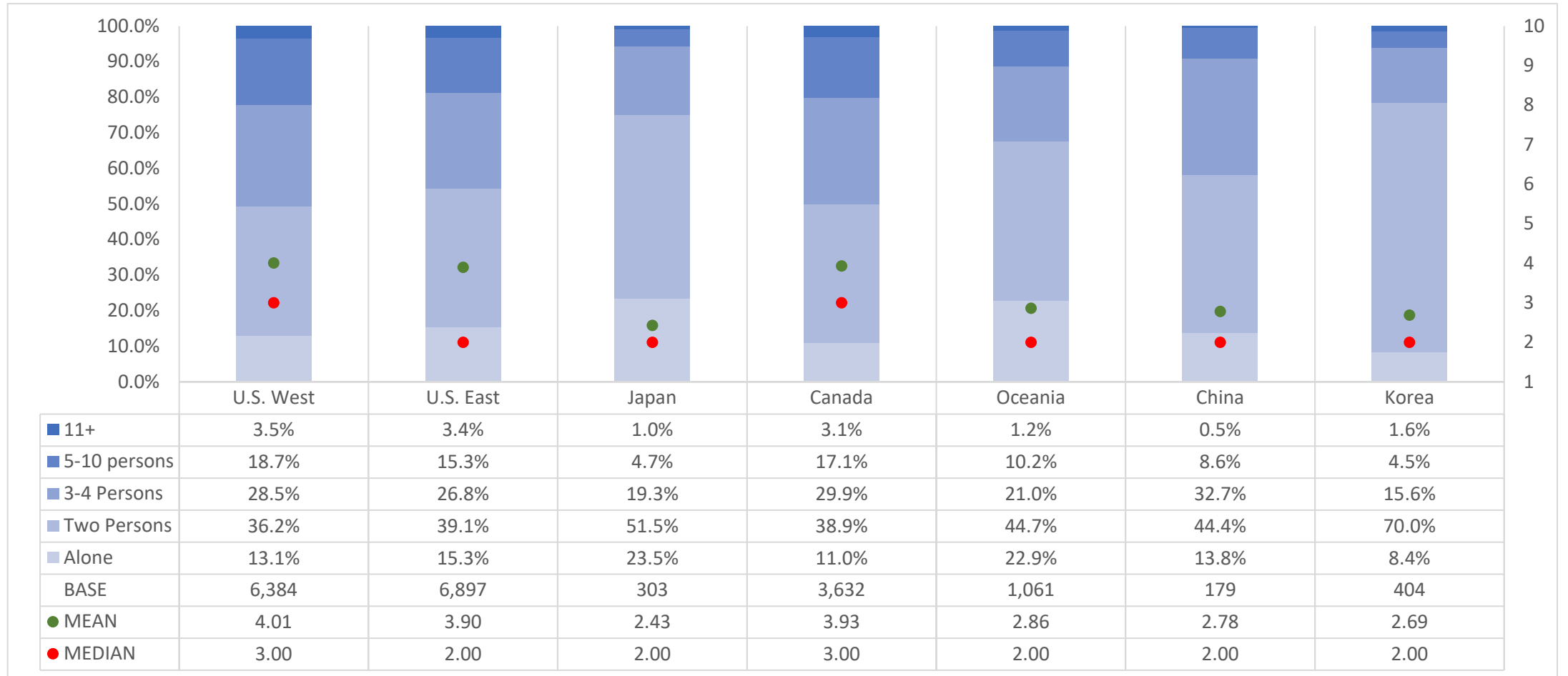
- **Travel party size:** Visitors who came in smaller travel parties (ranging from one to sometimes two individuals) have been to Hawai'i more on average from the following visitor markets: U.S. West, U.S. East and Japan.
- **Household income:** The average number of trips one has taken to Hawai'i increased as visitors became more affluent. This was the case with visitors from U.S. West and U.S. East.
- **Gender:** Male visitors from U.S. West, U.S. East and Canada have traveled to Hawai'i more often than female visitors from these markets.
- **Education:** Respondents from Japan and Canada without a college degree visited the state more often than college graduates from these visitor markets. The opposite was true among U.S. West visitors where college graduates were more frequent visitors.
- **Age:** The average number of trips to Hawai'i increased with age across most visitor markets.
- **Islands visited:** Among visitors from U.S. West, U.S. East and Canada, those whose trip consisted of a single island have been to the state more often than those who visited multiple islands.

Section 10 – Travel Party

TRAVEL PARTY MEMBERS

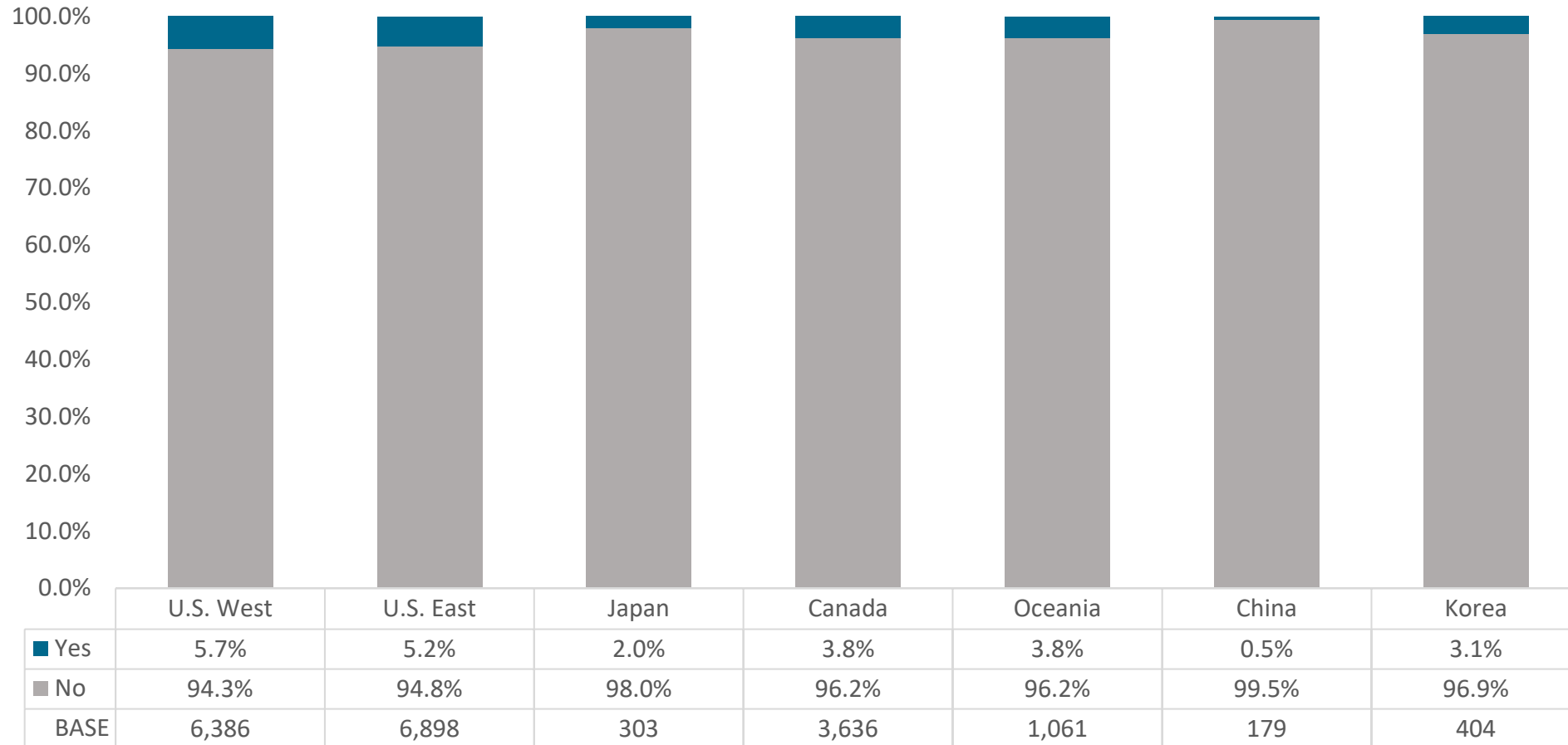
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Spouse	60.7%	59.8%	49.0%	64.2%	55.4%	29.3%	72.1%
Adult family member	29.5%	29.2%	14.0%	29.9%	21.7%	7.9%	12.0%
Child under 18	29.5%	22.6%	11.0%	25.1%	17.4%	14.2%	8.1%
Friend/ associate	16.0%	16.2%	16.8%	16.9%	12.6%	42.0%	10.1%
Alone	8.2%	10.0%	24.1%	6.0%	15.7%	11.0%	5.4%
Girlfriend/ boyfriend	7.0%	6.5%	2.7%	7.1%	4.8%	16.4%	3.9%
Same gender partner	1.1%	1.0%	0.0%	0.5%	1.1%	2.7%	0.2%

TRAVEL PARTY MEMBERS



Section 11 – Travelers with Disabilities

DISABLED TRAVELER - REQUIRED ASSISTANCE

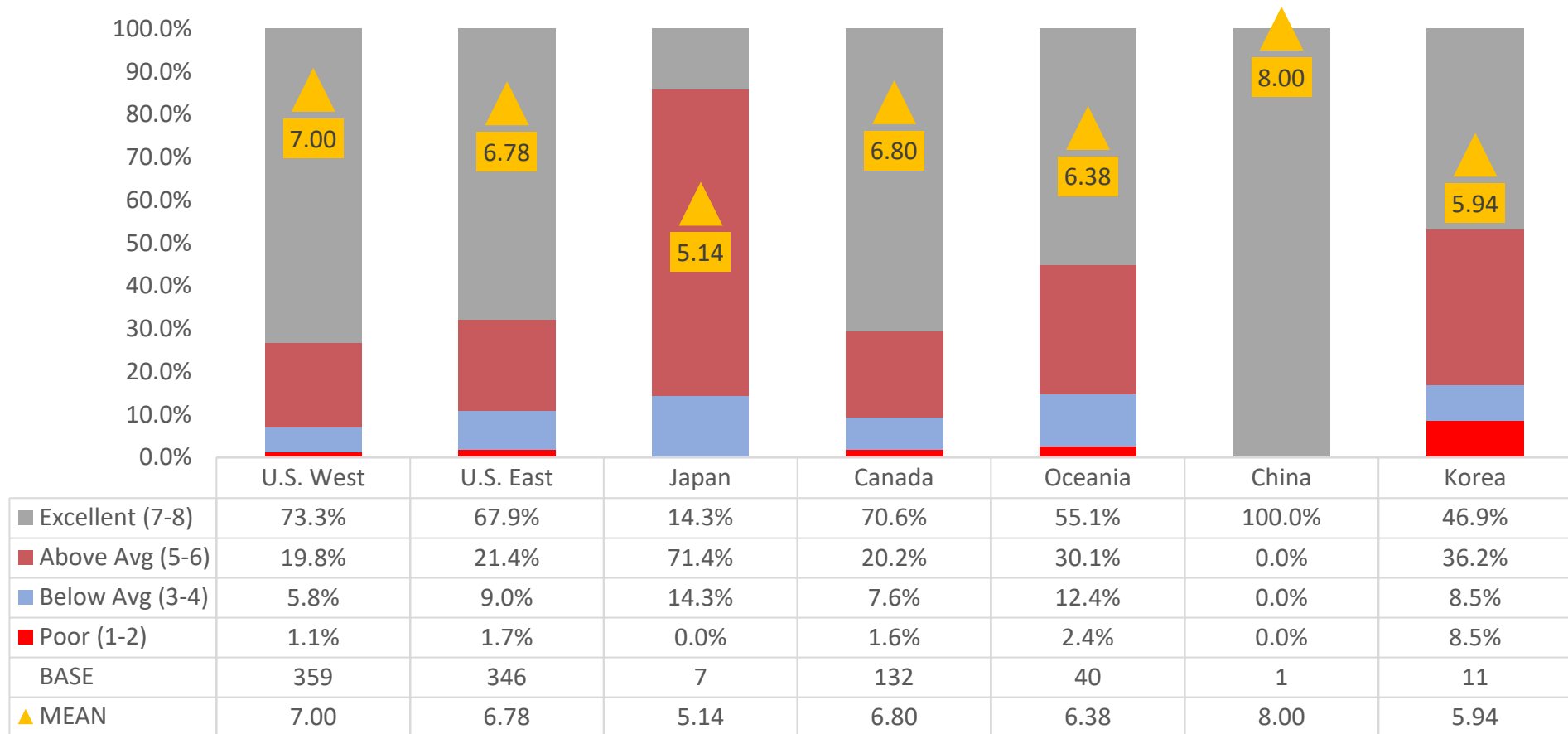


DISABLED TRAVELER - REQUIRED ASSISTANCE

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Mobility aid	73.5%	71.2%	57.1%	69.1%	75.0%	0.0%	27.1%
Personal assistance	25.0%	18.9%	14.3%	17.4%	14.8%	100.0%	15.3%
No one needed aid	3.9%	6.5%	14.3%	9.3%	4.8%	0.0%	47.9%
Other	5.1%	5.1%	0.0%	5.2%	0.0%	0.0%	0.0%
Orientation and mobility assistance	3.8%	2.3%	14.3%	4.2%	12.9%	0.0%	0.0%
Lift equipped van	1.6%	1.7%	0.0%	5.0%	0.0%	0.0%	0.0%
Ambulance/ hospital/ medical visit	1.3%	0.6%	0.0%	0.8%	0.0%	0.0%	0.0%
ASL interpreter/ texting/ captioning	0.3%	0.9%	0.0%	0.6%	0.0%	0.0%	0.0%
Print material in alternate format	0.0%	1.5%	0.0%	1.4%	0.0%	0.0%	0.0%
Respiratory equipment	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Service/ assistance animal	0.0%	0.3%	0.0%	0.0%	2.7%	0.0%	9.7%

OVERALL ACCESSIBILITY - AIRPORTS

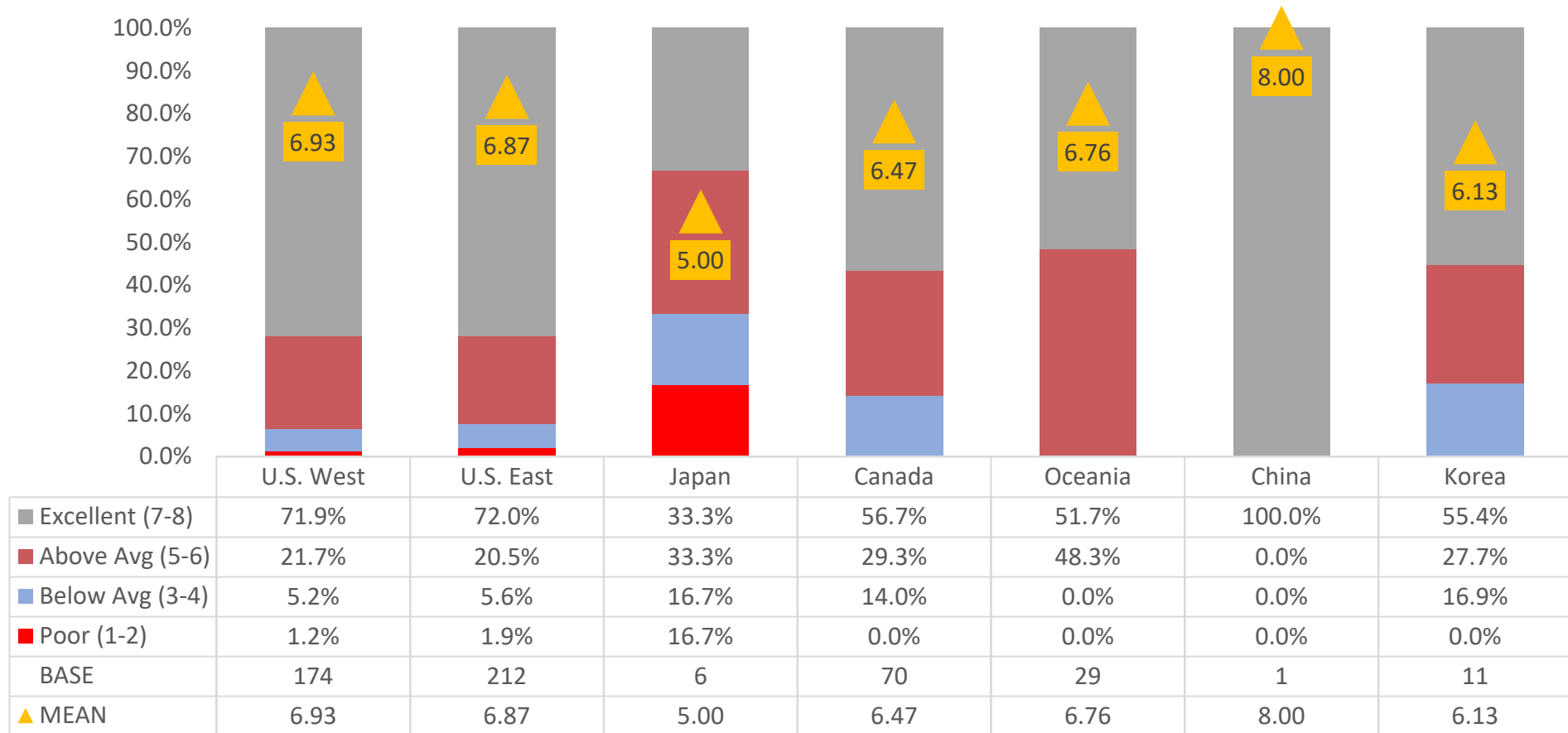
8-pt Rating Scale
8=Excellent/ 1=Poor



Caution
Small
Bases

OVERALL ACCESSIBILITY - PRIVATE TRANSPORTATION

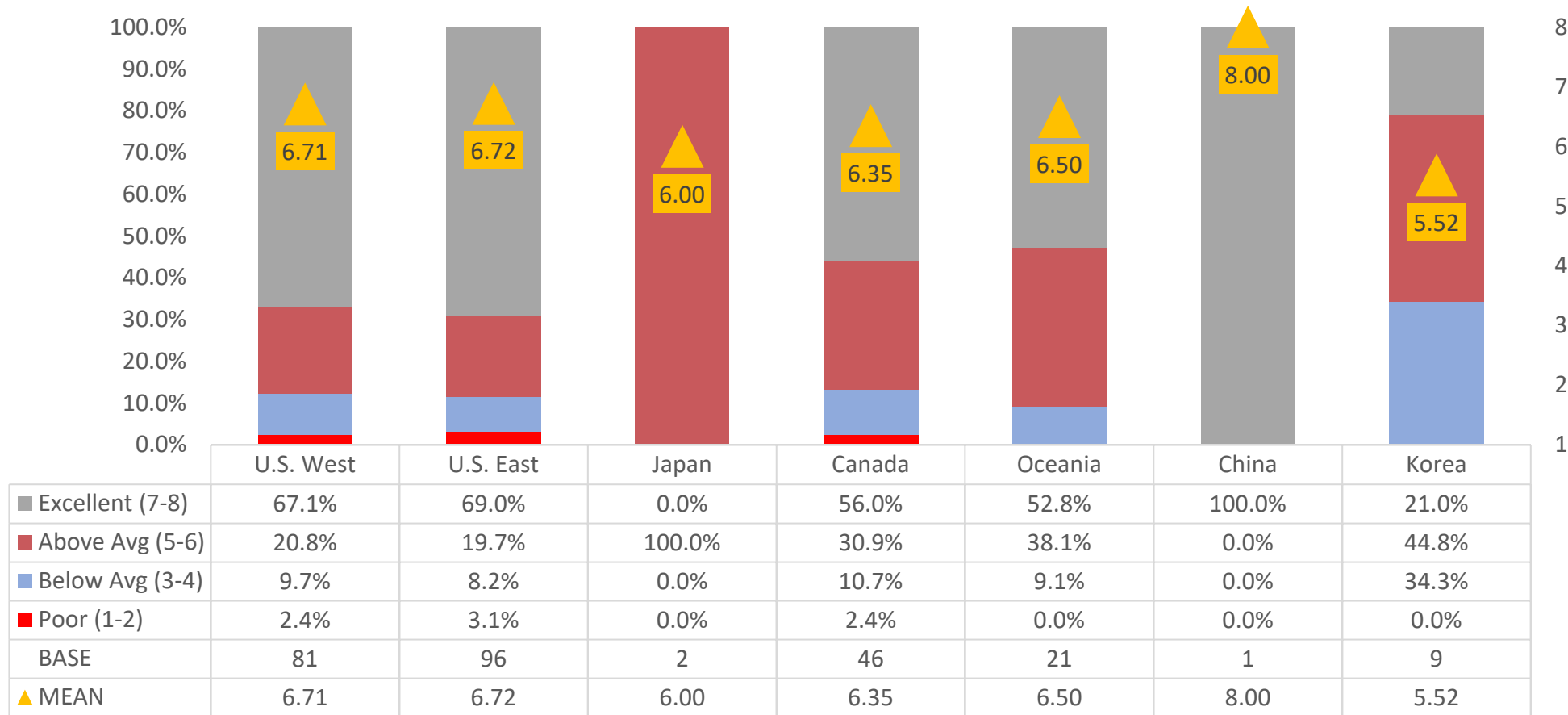
8-pt Rating Scale
8=Excellent/ 1=Poor



Caution
Small
Bases

OVERALL ACCESSIBILITY - PUBLIC TRANSPORTATION

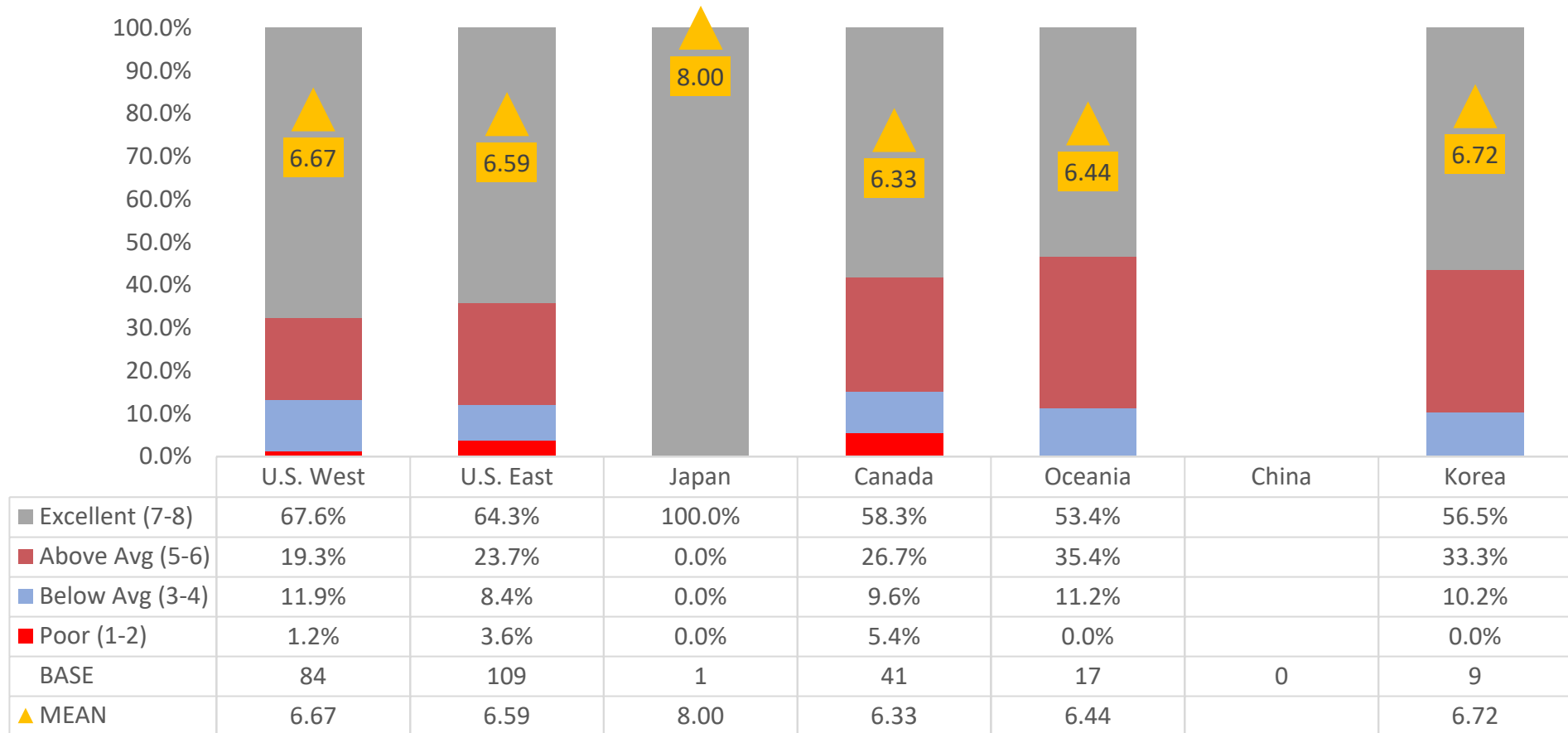
8-pt Rating Scale
8=Excellent/ 1=Poor



Caution
Small
Bases

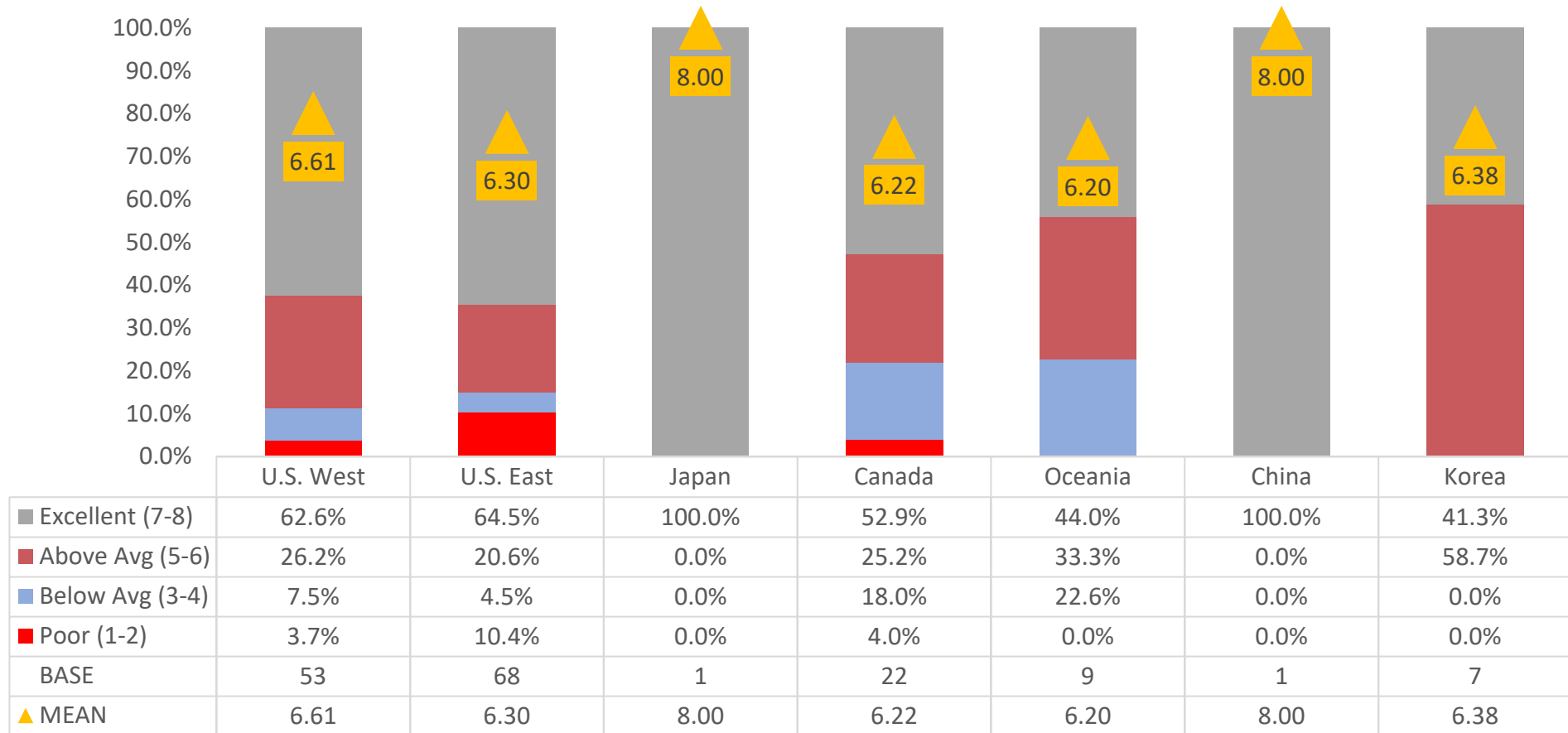
OVERALL ACCESSIBILITY - RIDE SHARE/ CAR SHARE

8-pt Rating Scale
8=Excellent/ 1=Poor



OVERALL ACCESSIBILITY - DEPARTMENT OF AGRICULTURE ANIMAL QUARANTINE

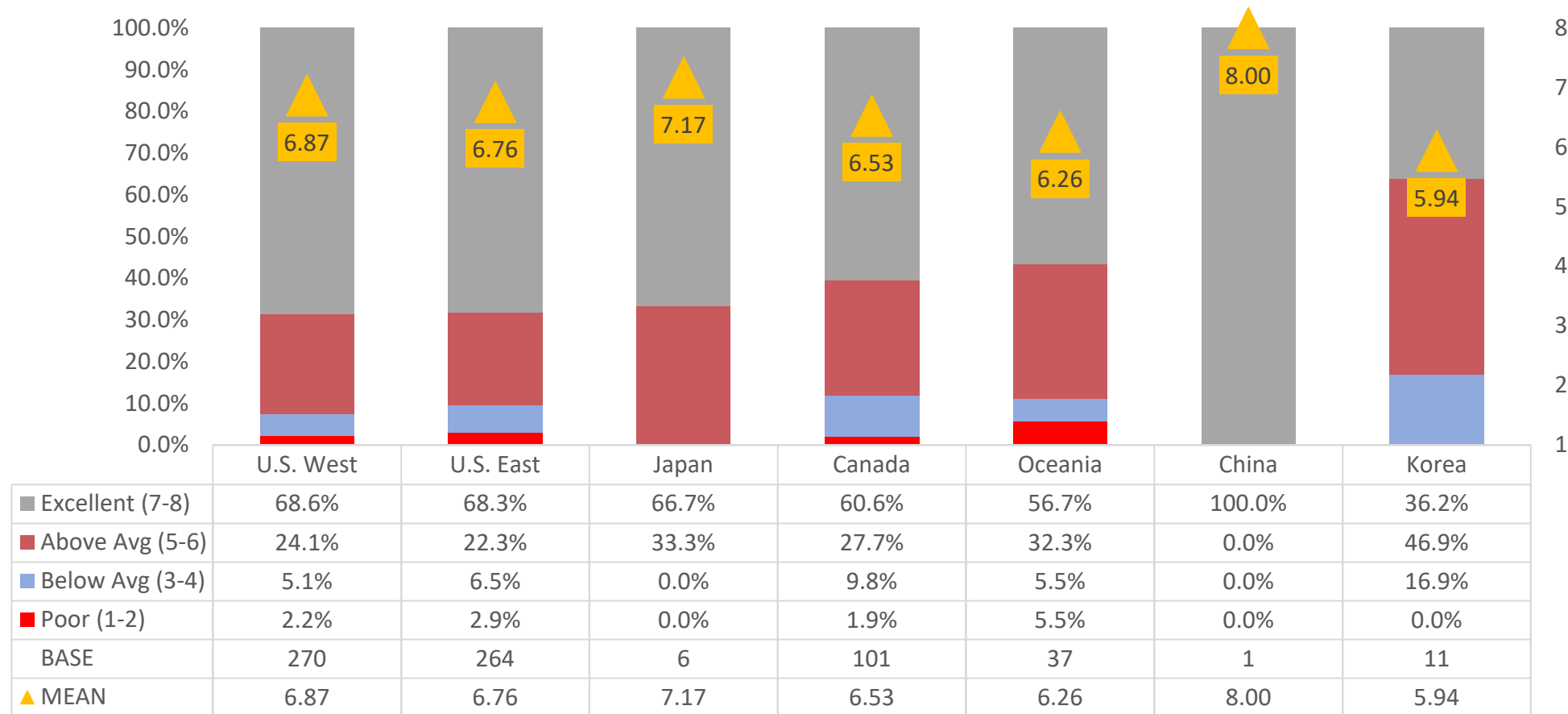
8-pt Rating Scale
8=Excellent/ 1=Poor



Caution
Small
Bases

OVERALL ACCESSIBILITY - HOTELS

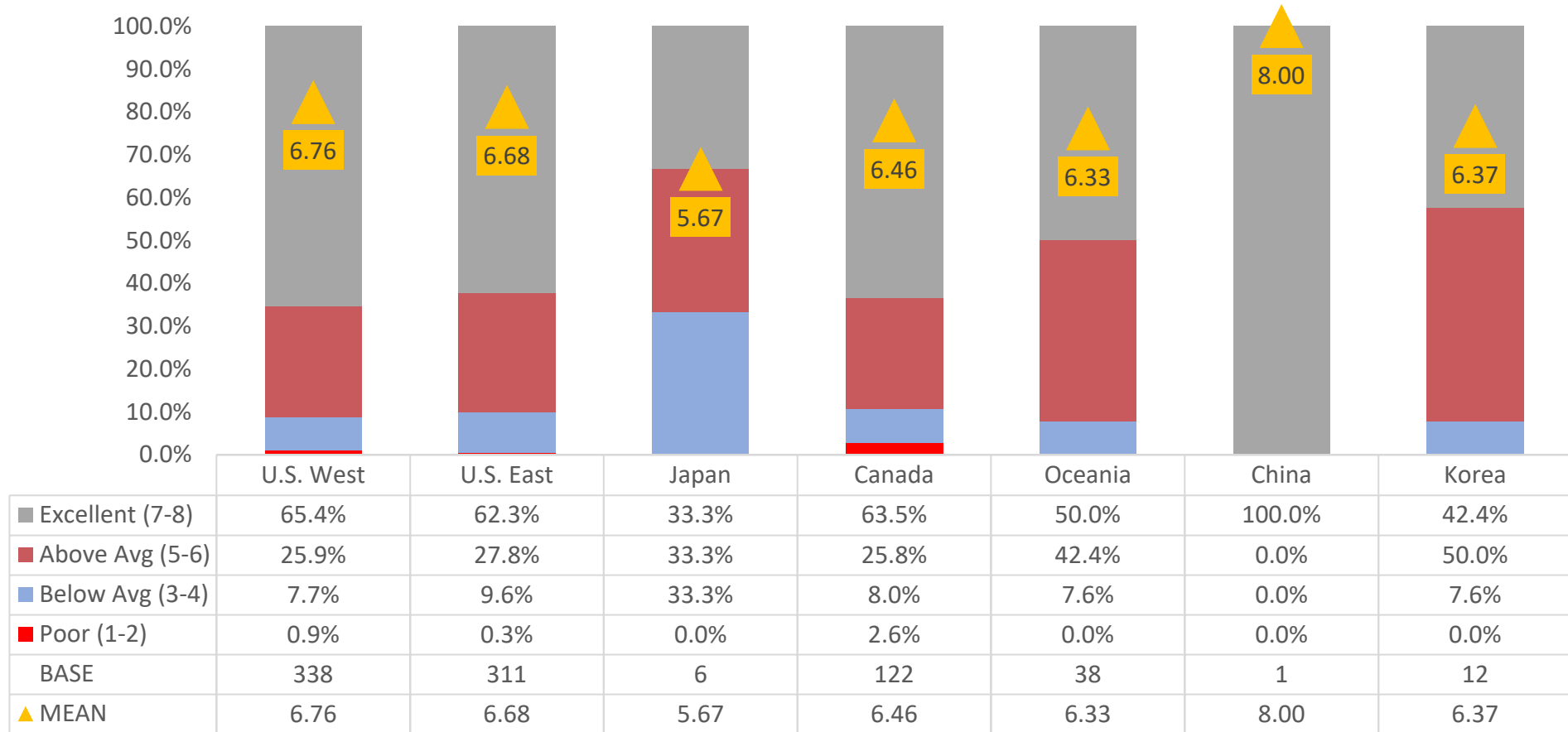
8-pt Rating Scale
8=Excellent/ 1=Poor



Caution
Small
Bases

OVERALL ACCESSIBILITY - RESTAURANTS

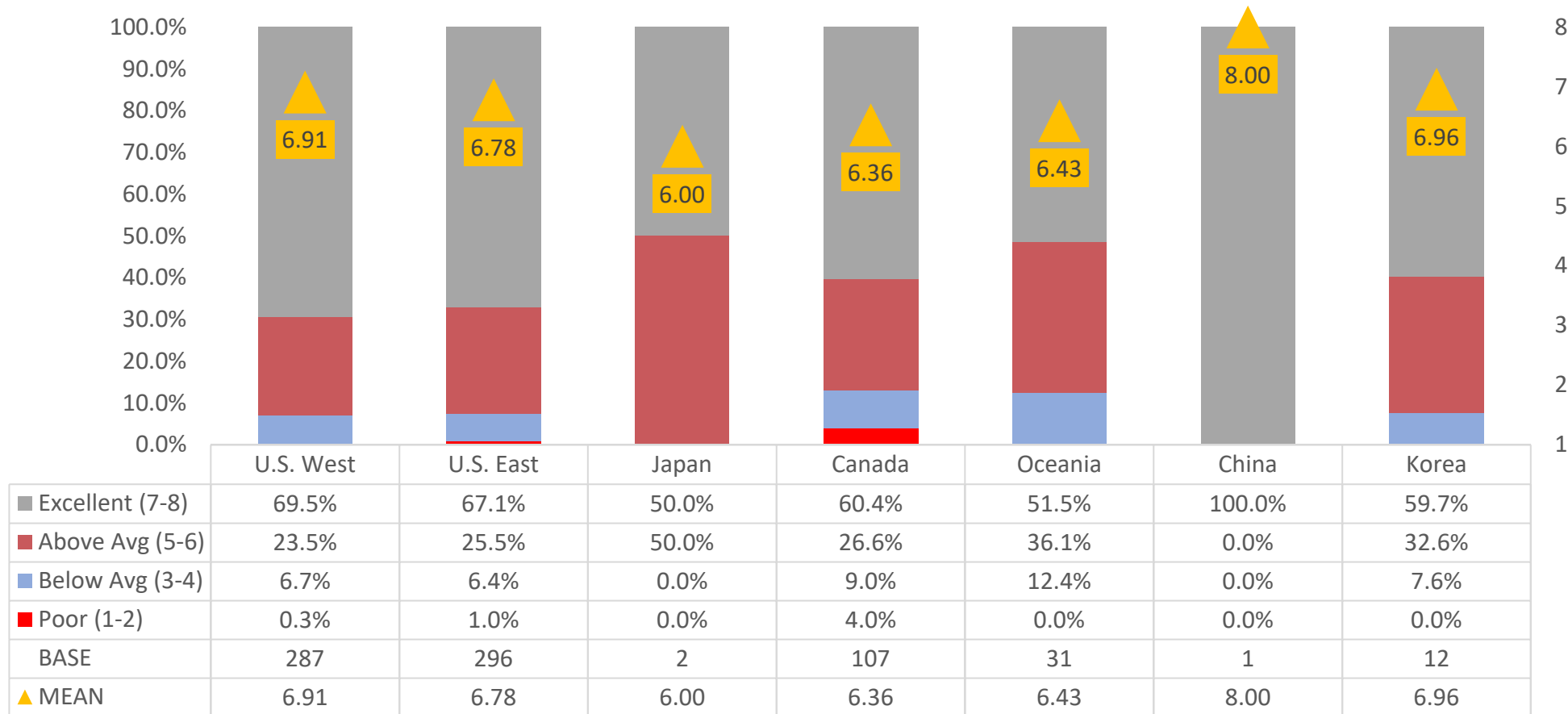
8-pt Rating Scale
8=Excellent/ 1=Poor



Caution
Small
Bases

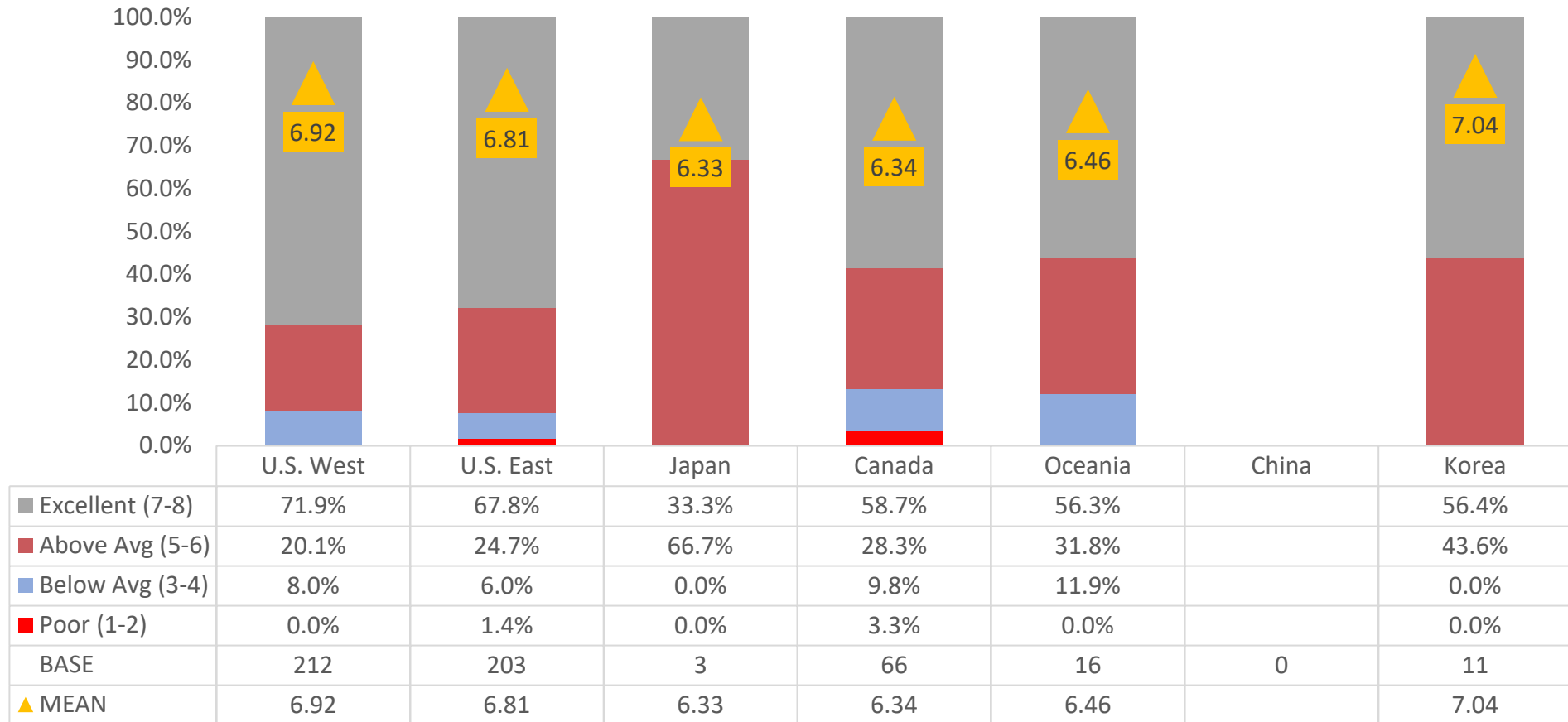
OVERALL ACCESSIBILITY - PUBLIC ATTRACTIONS

8-pt Rating Scale
8=Excellent/ 1=Poor



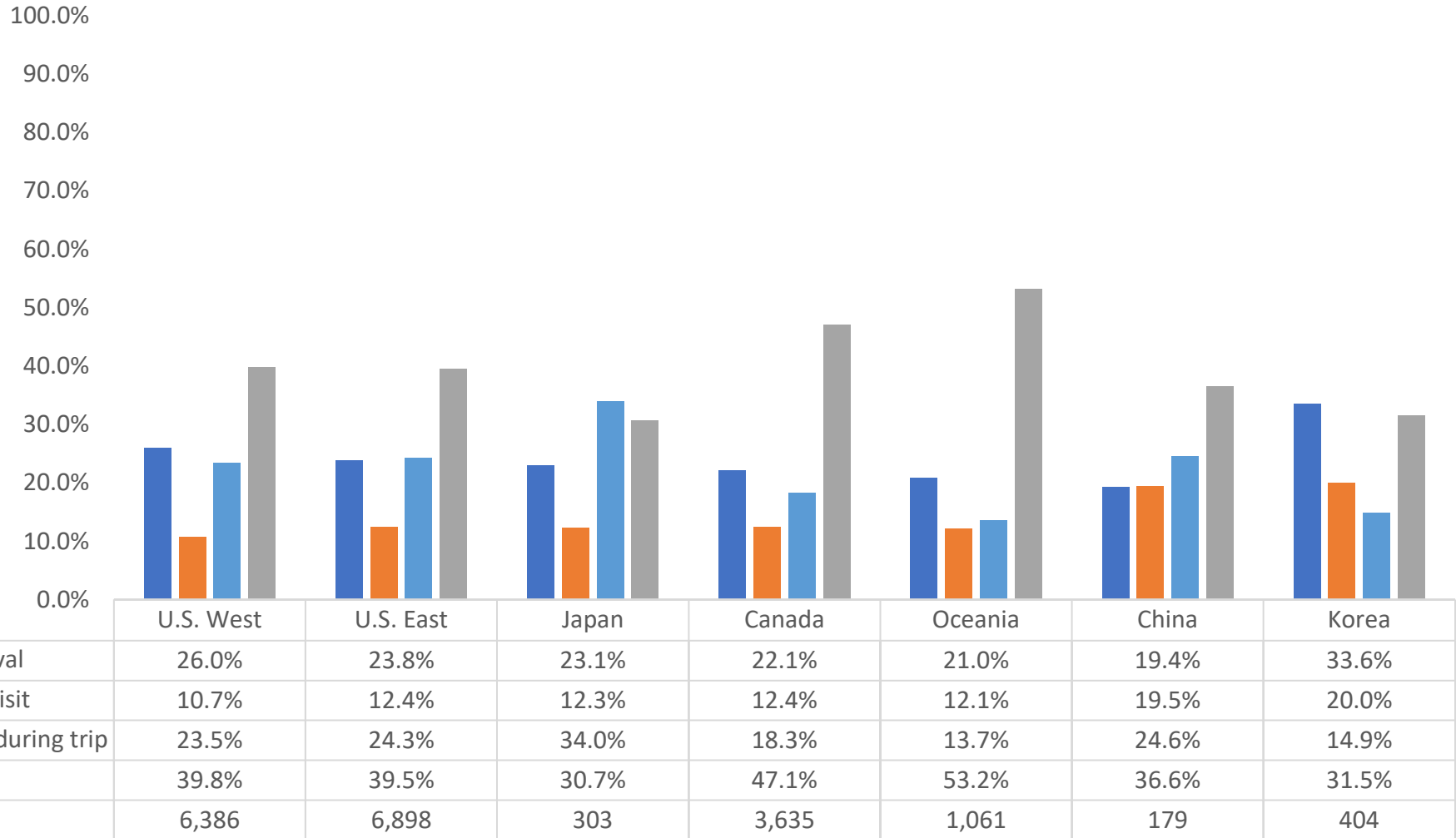
OVERALL ACCESSIBILITY - PRIVATE ATTRACTIONS

8-pt Rating Scale
8=Excellent/ 1=Poor

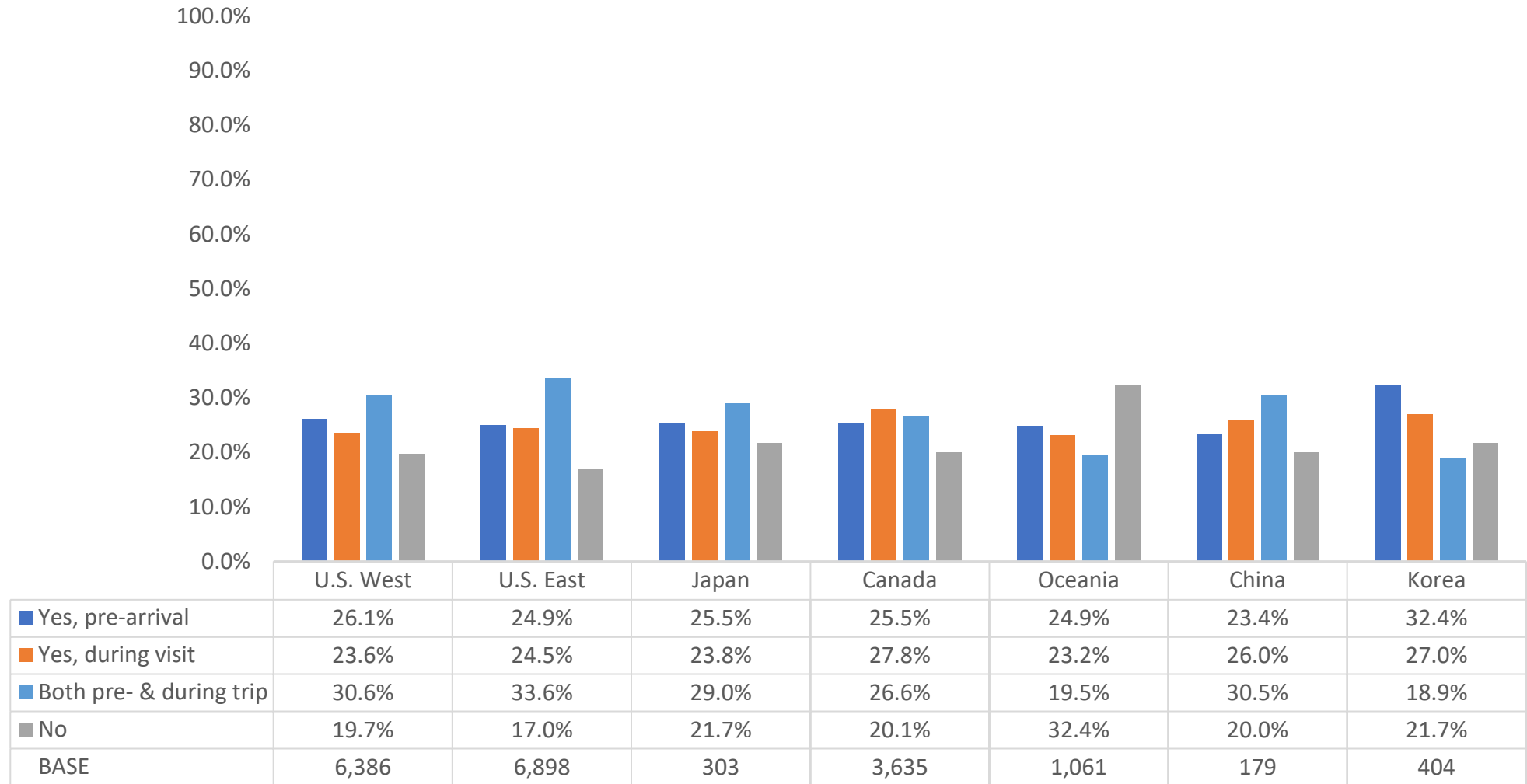


Section 12 – Alternative Messaging

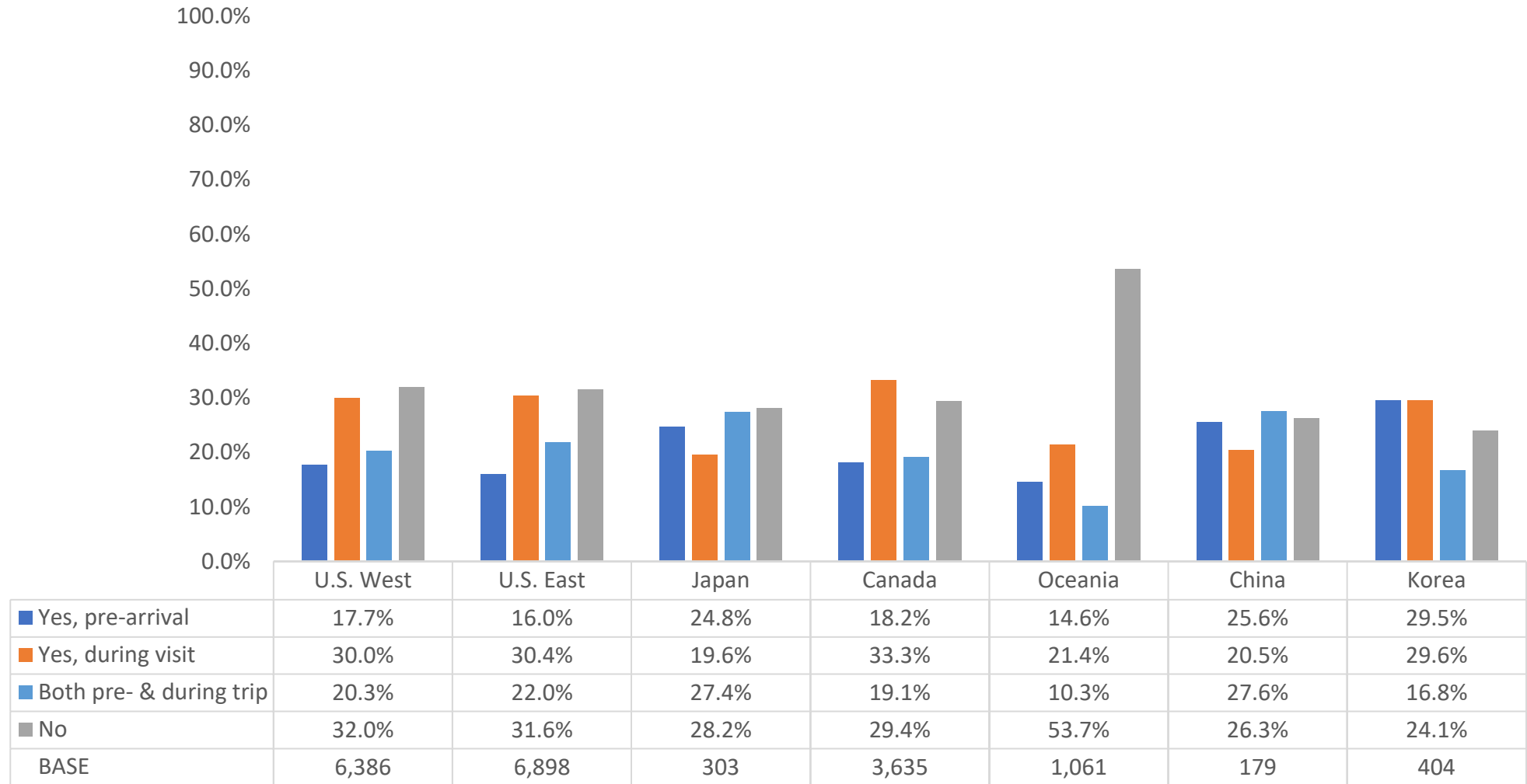
SAFE AND RESPONSIBLE TRAVEL



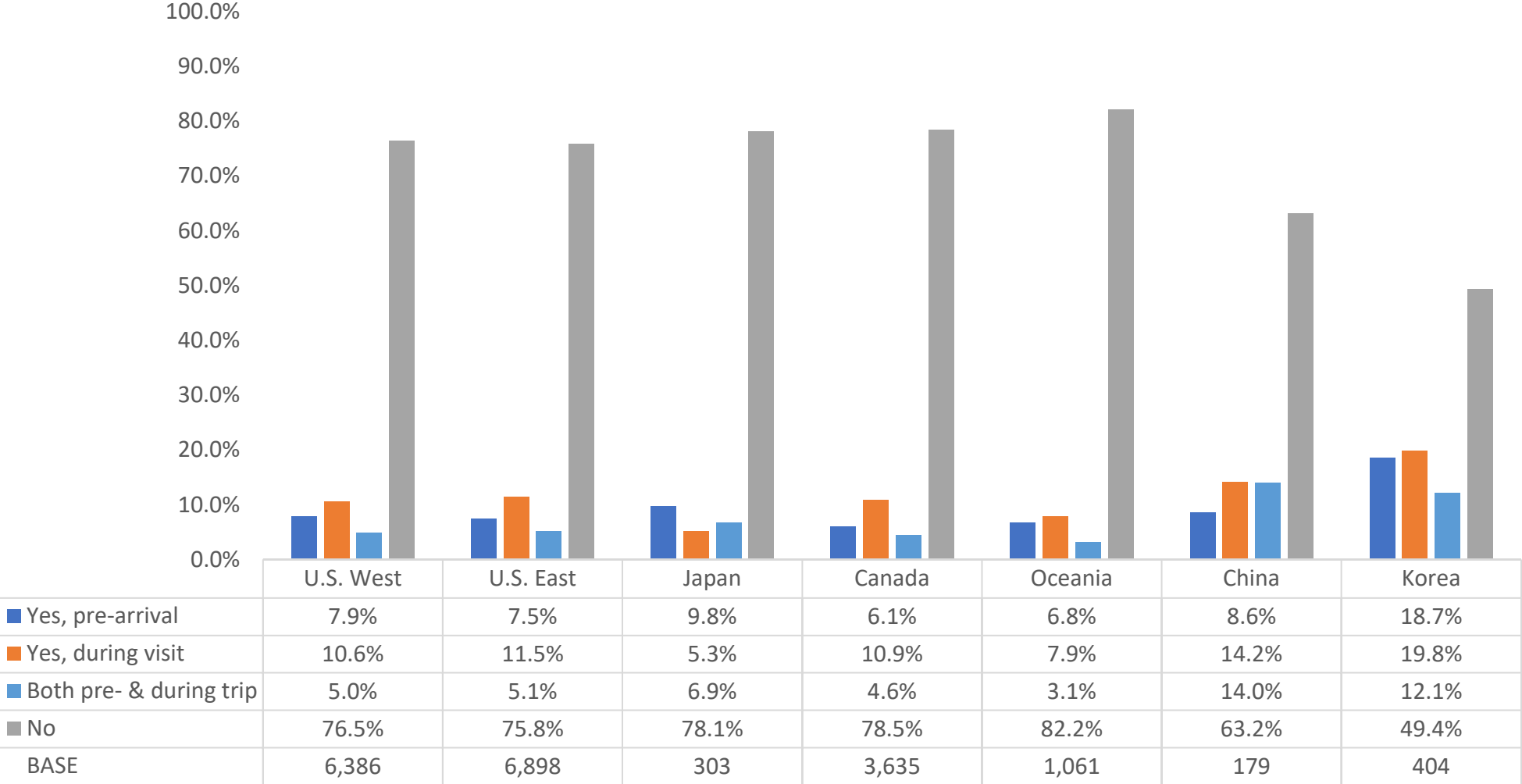
CARING FOR AND RESPECTING HAWAI'I'S CULTURE, PEOPLE, AND ENVIRONMENT



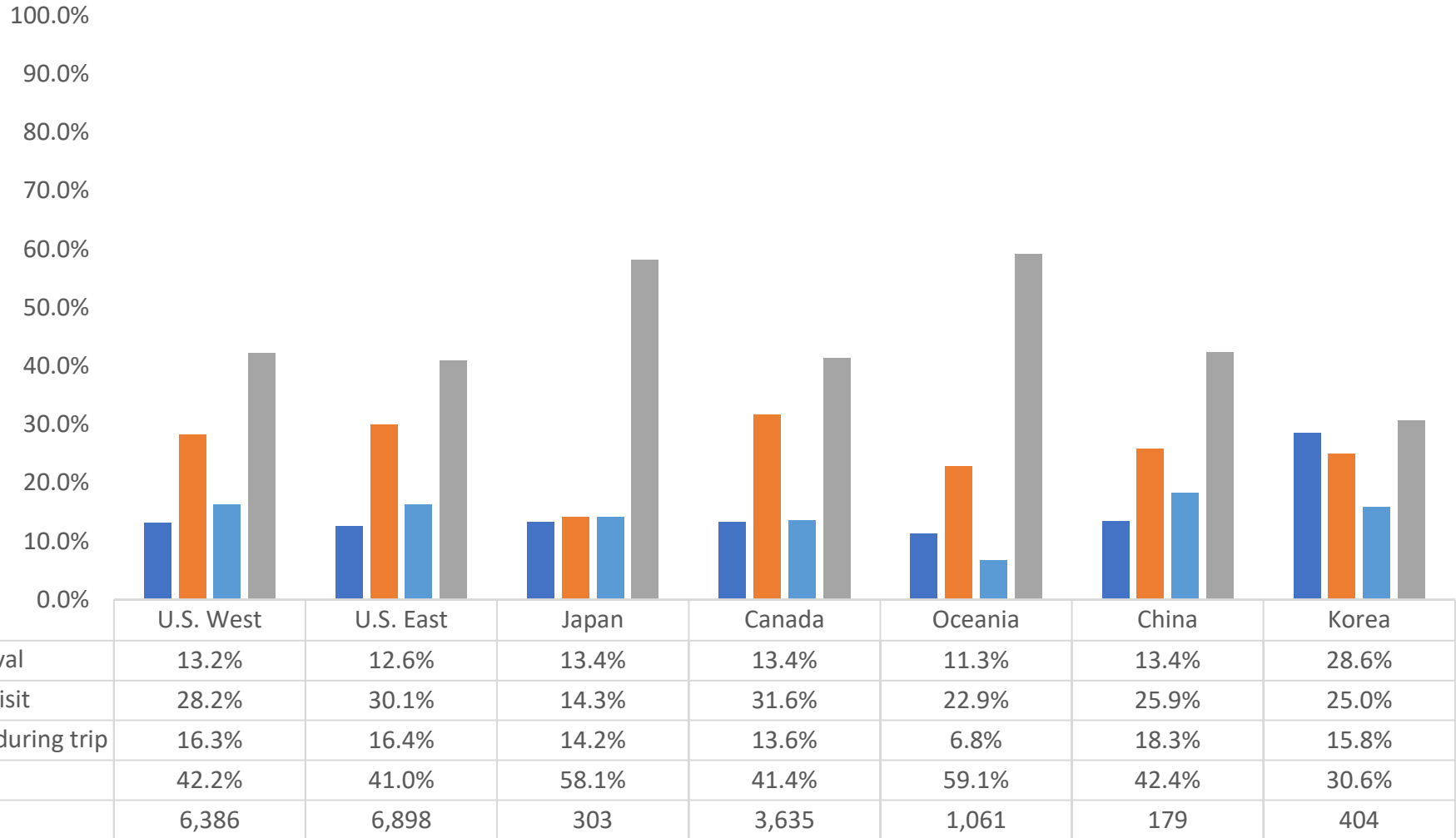
OCEAN AND HIKING SAFETY



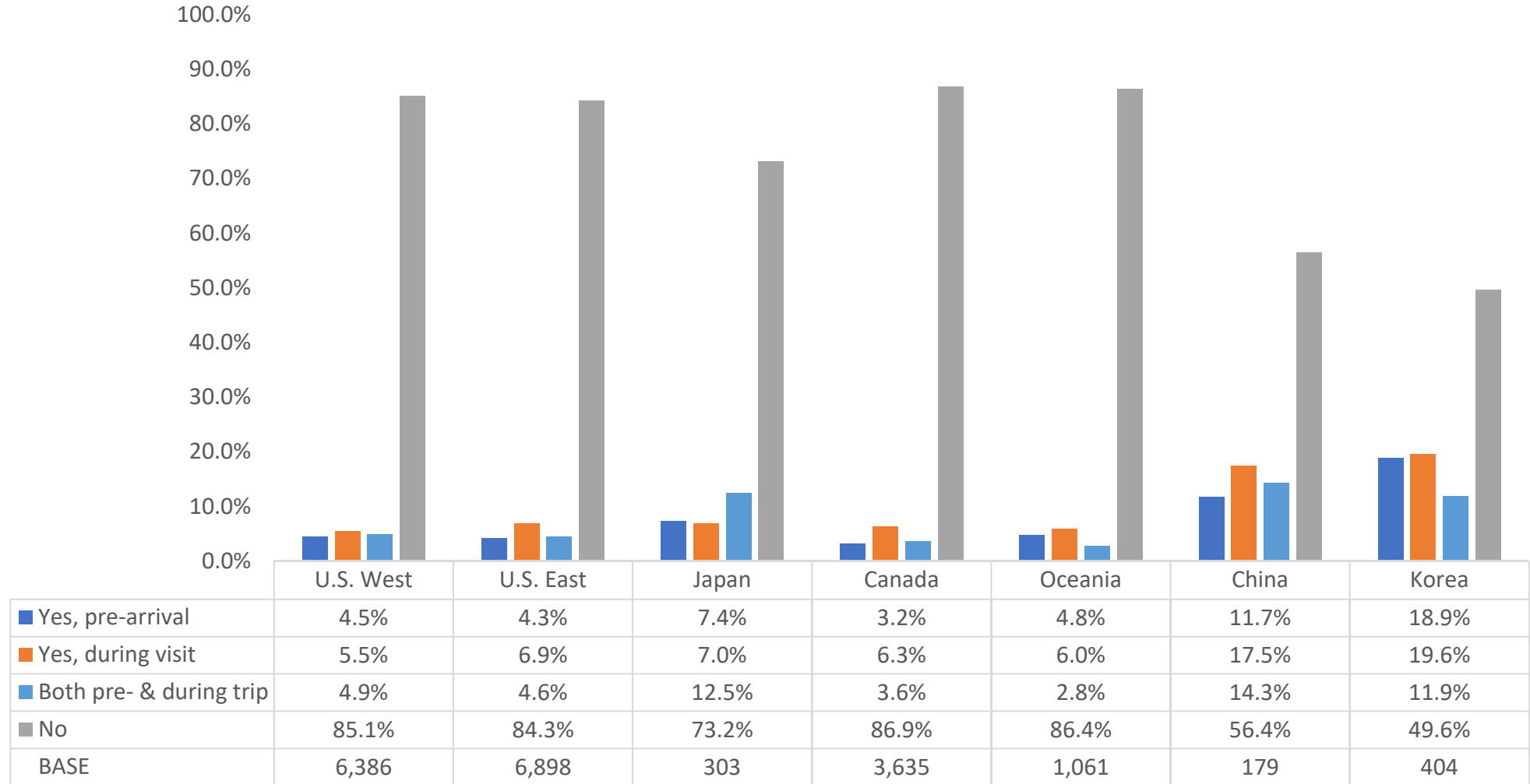
VOLUNTEER/ GIVE-BACK OPPORTUNITIES



SUPPORT LOCAL/ SHOP LOCAL



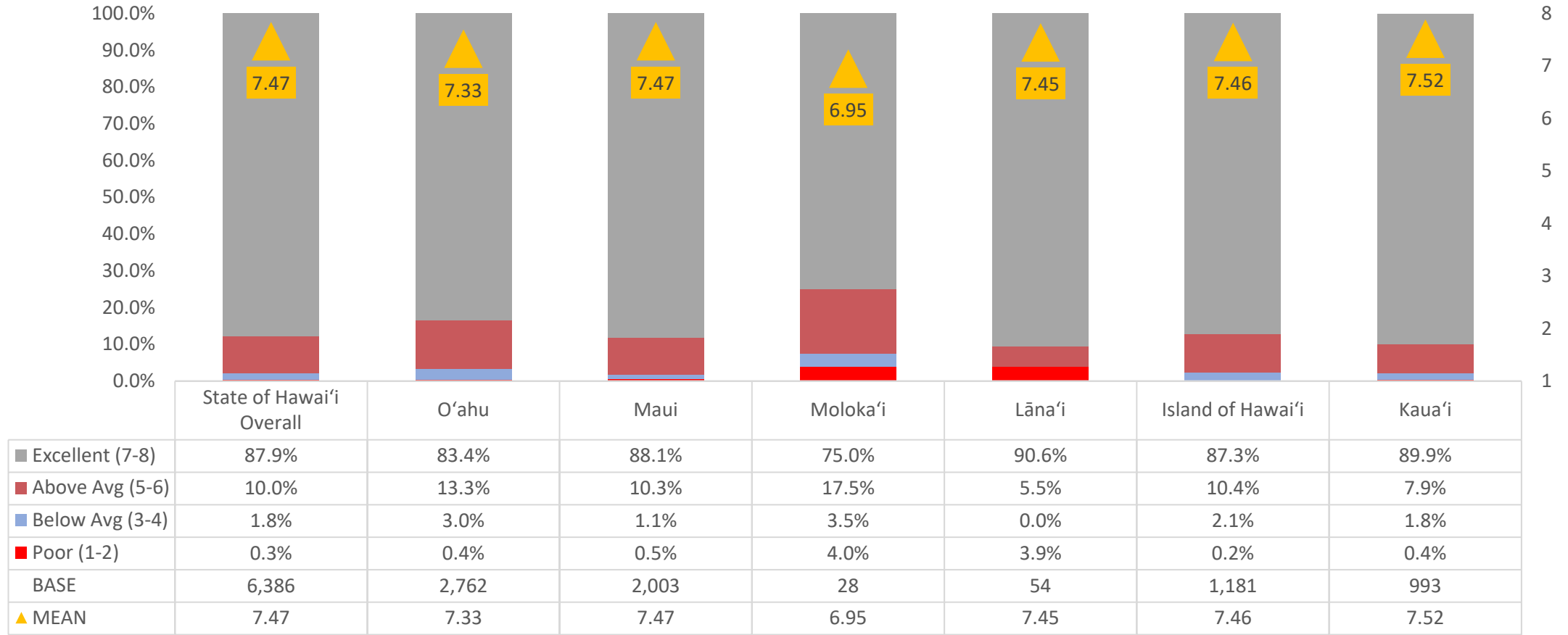
MĀLAMA HAWAI‘I



Section 13 – U.S. West

OVERALL SATISFACTION - MOST RECENT TRIP - U.S. WEST

8-pt Rating Scale
8=Excellent / 1=Poor



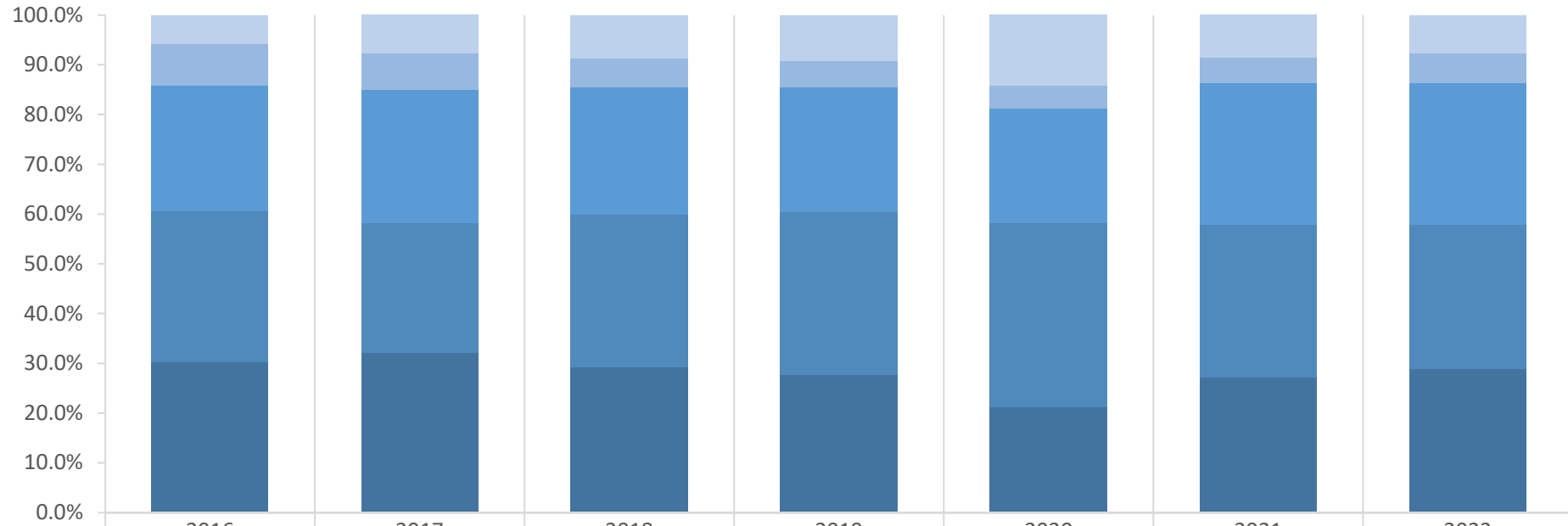
PRIMARY PURPOSE OF TRIP – U.S. WEST

	2018	2019	2020	2021	2022
Vacation	59.5%	61.5%	64.6%	76.3%	75.0%
Visit friends/ relatives	8.2%	7.7%	19.8%	10.8%	10.1%
Anniversary/ birthday	7.8%	8.4%	1.6%	2.2%	3.0%
Business trip/ work	3.9%	3.8%	4.3%	2.5%	2.1%
Honeymoon	2.0%	1.6%	1.4%	2.1%	2.1%
Wedding/ vow renewal	3.2%	2.6%	0.4%	0.9%	1.3%
Convention/ conference	2.6%	1.8%	0.5%	0.5%	1.2%
Government/ military	0.1%	0.1%	1.0%	0.4%	0.5%
Timeshare/ vacation home	3.0%	2.8%	0.8%	0.2%	0.2%
Family gathering/ reunion	2.5%	2.7%	0.1%	0.1%	0.1%

PRIMARY + SECONDARY PURPOSE OF TRIP - U.S. WEST

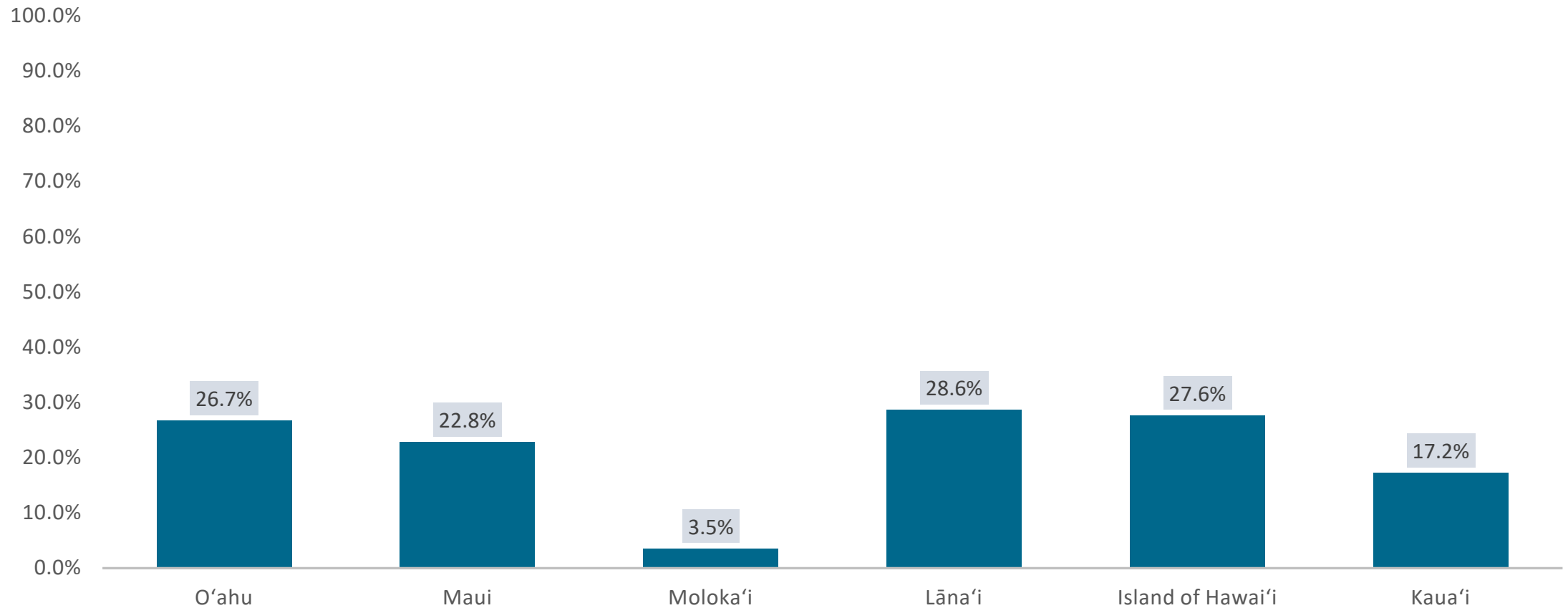
	2018	2019	2020	2021	2022
Vacation	82.8%	84.1%	81.5%	90.7%	90.2%
Visit friends/ relatives	16.6%	15.9%	28.8%	20.8%	20.3%
Anniversary/ birthday	14.1%	15.8%	3.5%	4.7%	5.7%
Business trip	5.5%	5.4%	7.1%	4.4%	3.9%
Honeymoon	2.7%	2.3%	2.1%	3.0%	2.9%
Attend wedding/ vow renewal	0.9%	3.1%	0.6%	1.3%	1.7%
Convention, conference, seminar	3.3%	2.3%	0.8%	0.6%	1.6%
Incentive trip	1.6%	1.9%	1.0%	1.2%	1.4%
Government/ military	0.3%	0.2%	1.2%	0.5%	0.6%
Vacation home/ timeshare	6.7%	6.3%	1.0%	0.5%	0.3%
Family gathering/ reunion	7.1%	6.8%	0.1%	0.3%	0.2%

VACATION DESCRIPTION - U.S. WEST

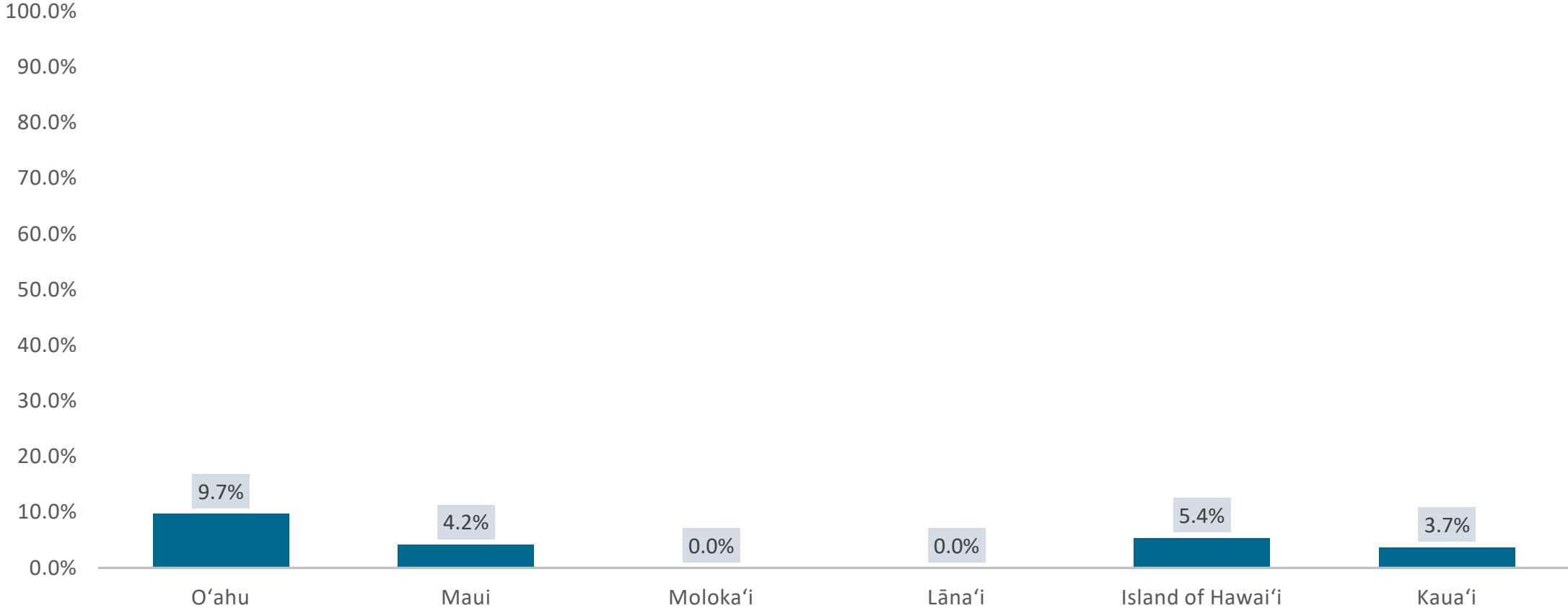


	2016	2017	2018	2019	2020	2021	2022
Other	5.8%	7.7%	8.7%	9.2%	14.2%	8.6%	7.6%
Once-in-a-lifetime	8.3%	7.2%	5.9%	5.4%	4.6%	5.2%	5.9%
More special than most trips	25.3%	26.8%	25.4%	25.0%	22.9%	28.4%	28.5%
Annual/ Semi-annual trip	30.3%	26.2%	30.8%	32.6%	37.1%	30.8%	29.1%
Special occasion	30.3%	32.1%	29.2%	27.8%	21.2%	27.1%	28.8%

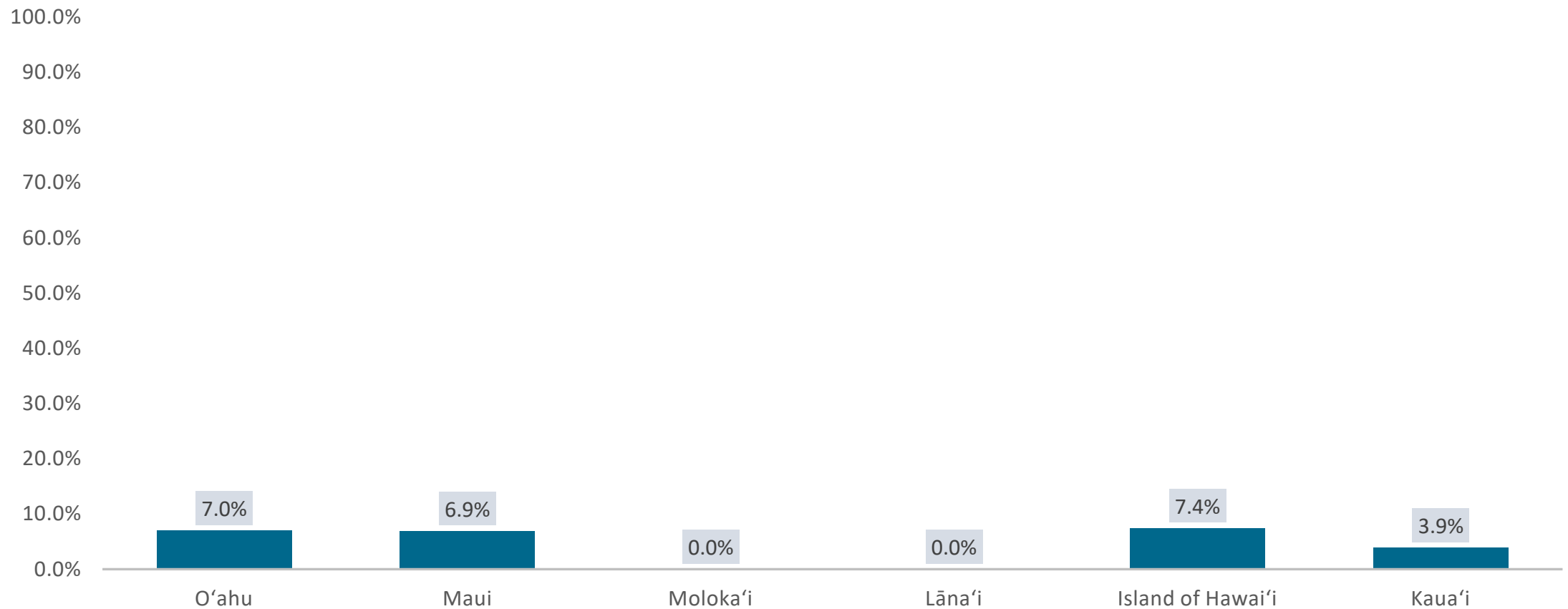
ADVERTISING AWARENESS - U.S. WEST



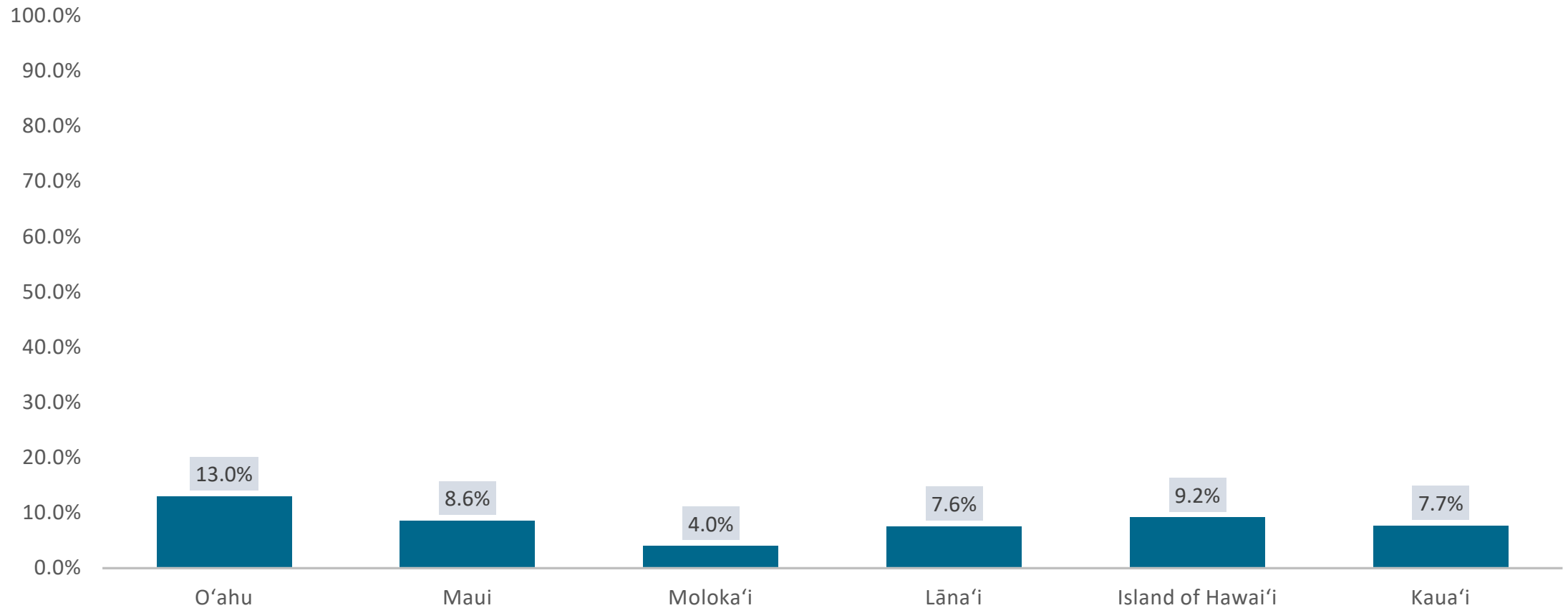
IMPACT OF LOCATION FILMING - U.S. WEST



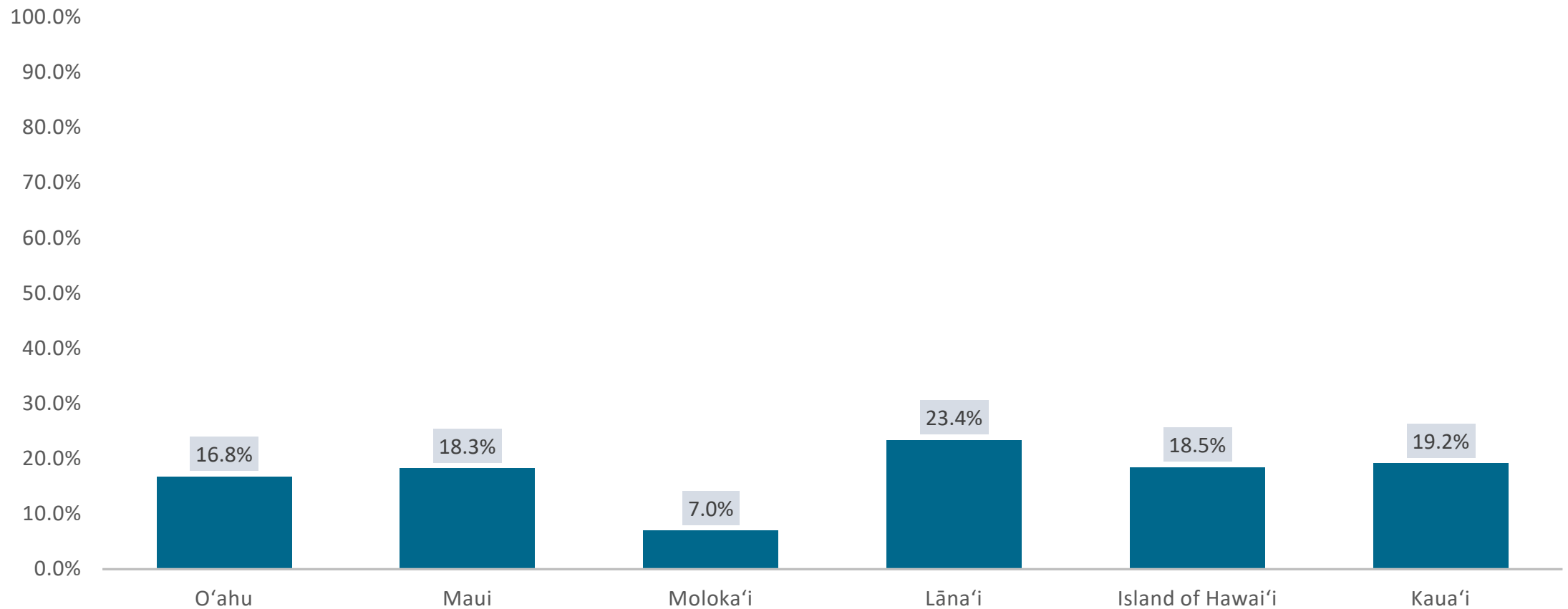
IMPACT OF HAWAIIAN MUSIC - U.S. WEST



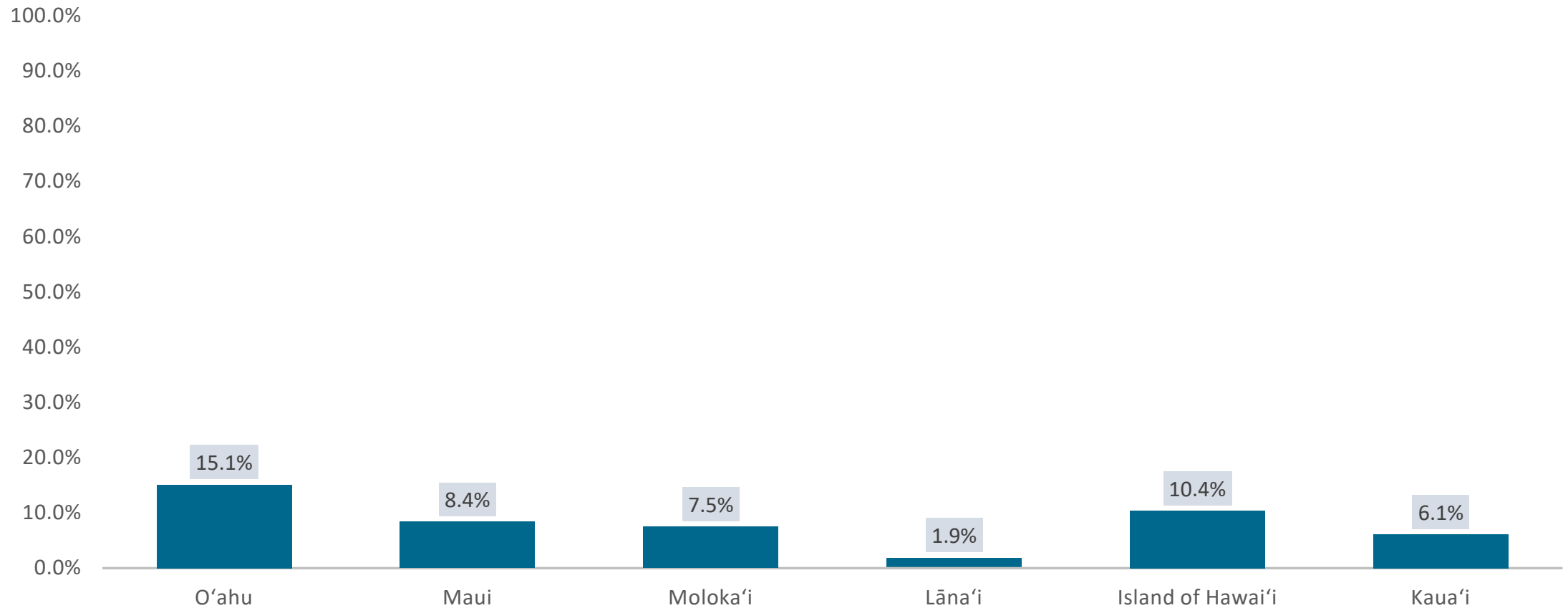
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - U.S. WEST



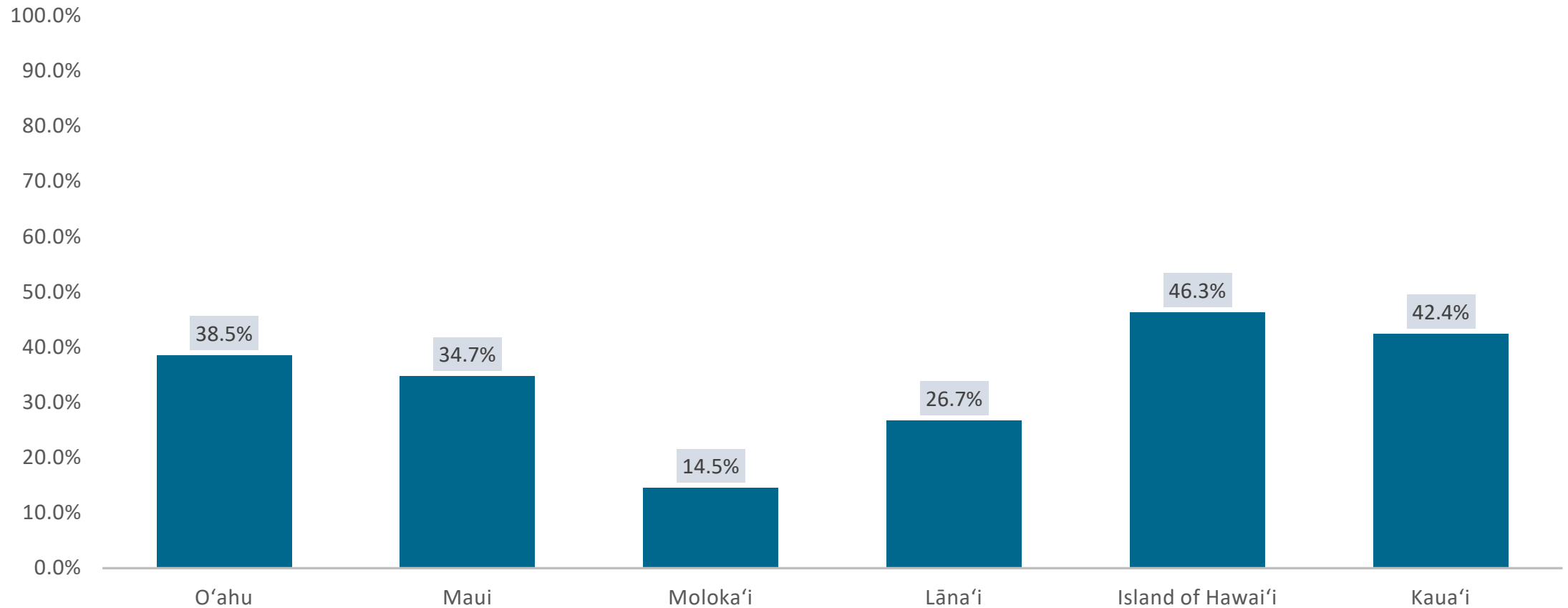
IMPACT OF OUTDOOR/ SPORTING EVENTS - U.S. WEST



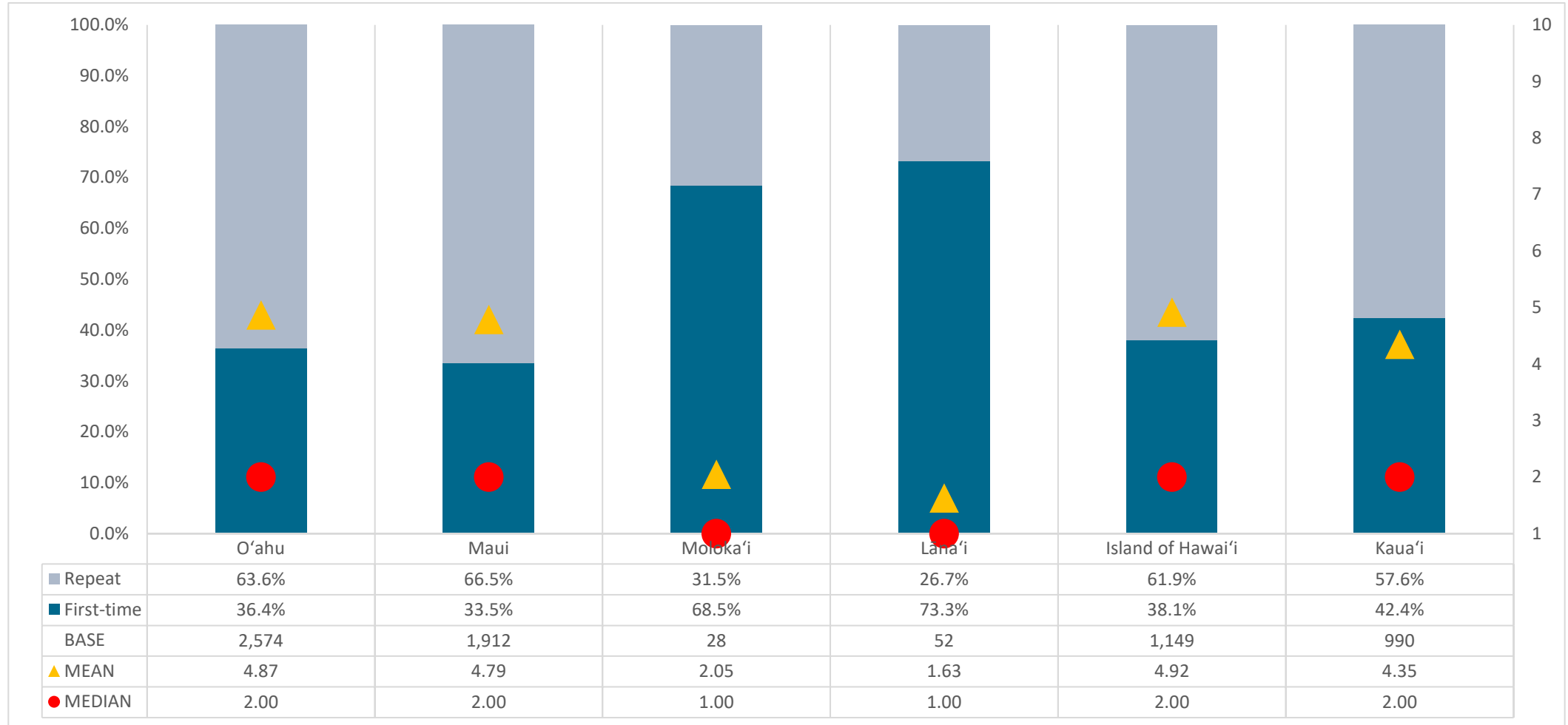
IMPACT OF HAWAIIAN CULTURAL EVENTS - U.S. WEST



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - U.S. WEST



1ST TIME VS REPEAT VISITORS - U.S. WEST

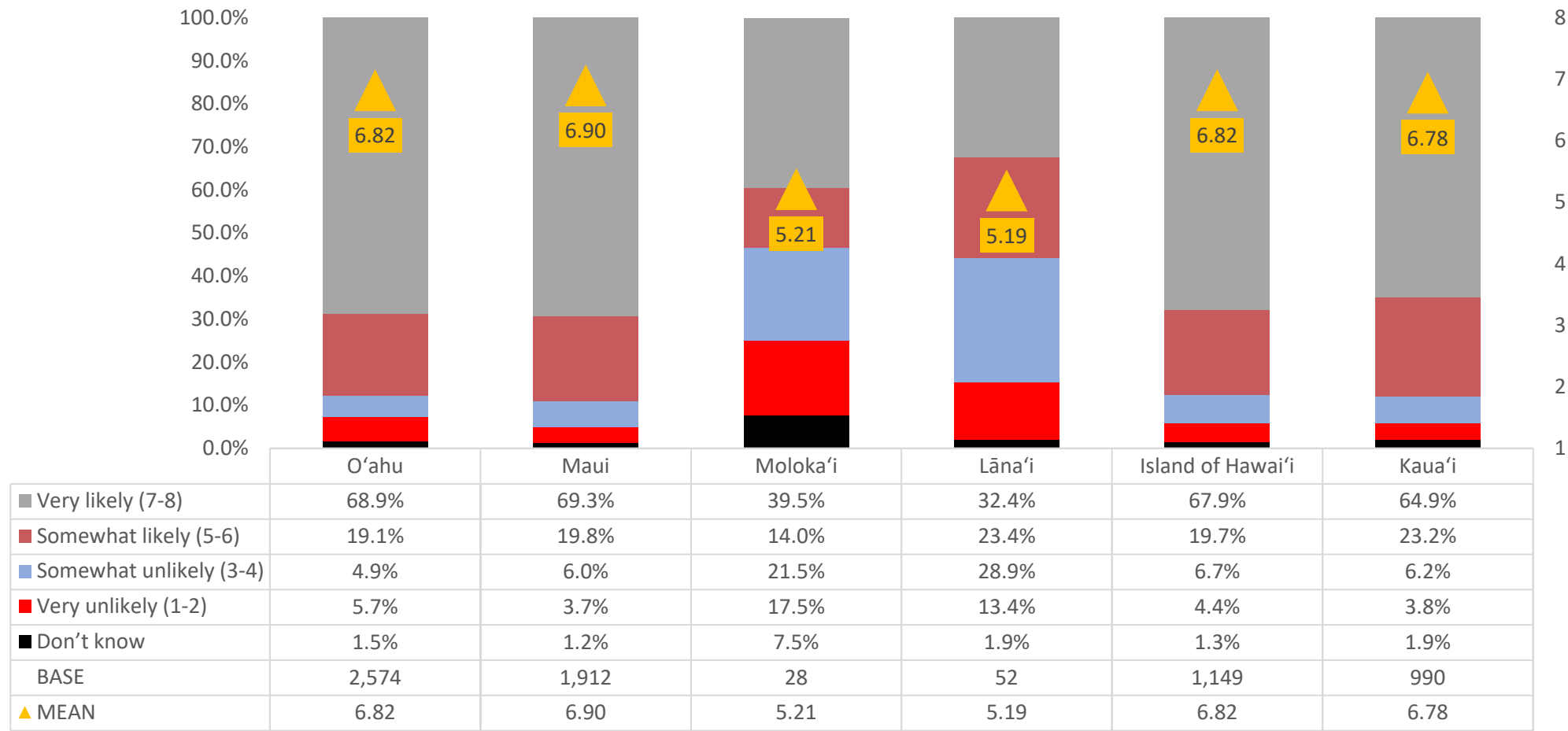


TRAVEL PARTY MEMBERS - U.S. WEST

	2016	2017	2018	2019	2020	2021	2022
Spouse	63.3%	64.5%	61.1%	60.8%	51.5%	58.4%	60.7%
Other adult family	28.8%	29.1%	29.9%	28.7%	22.1%	29.0%	29.5%
Child under 18	25.4%	22.9%	27.6%	25.2%	22.8%	27.9%	29.5%
Friends/ associates	16.5%	15.9%	15.7%	16.2%	15.5%	18.5%	16.0%
Alone	10.7%	9.0%	9.0%	8.7%	17.2%	8.5%	8.2%
Girlfriend/ boyfriend	6.4%	5.5%	7.1%	7.6%	8.9%	8.4%	7.0%
Same sex partner	.6%	1.1%	1.2%	1.6%	1.1%	1.1%	1.1%

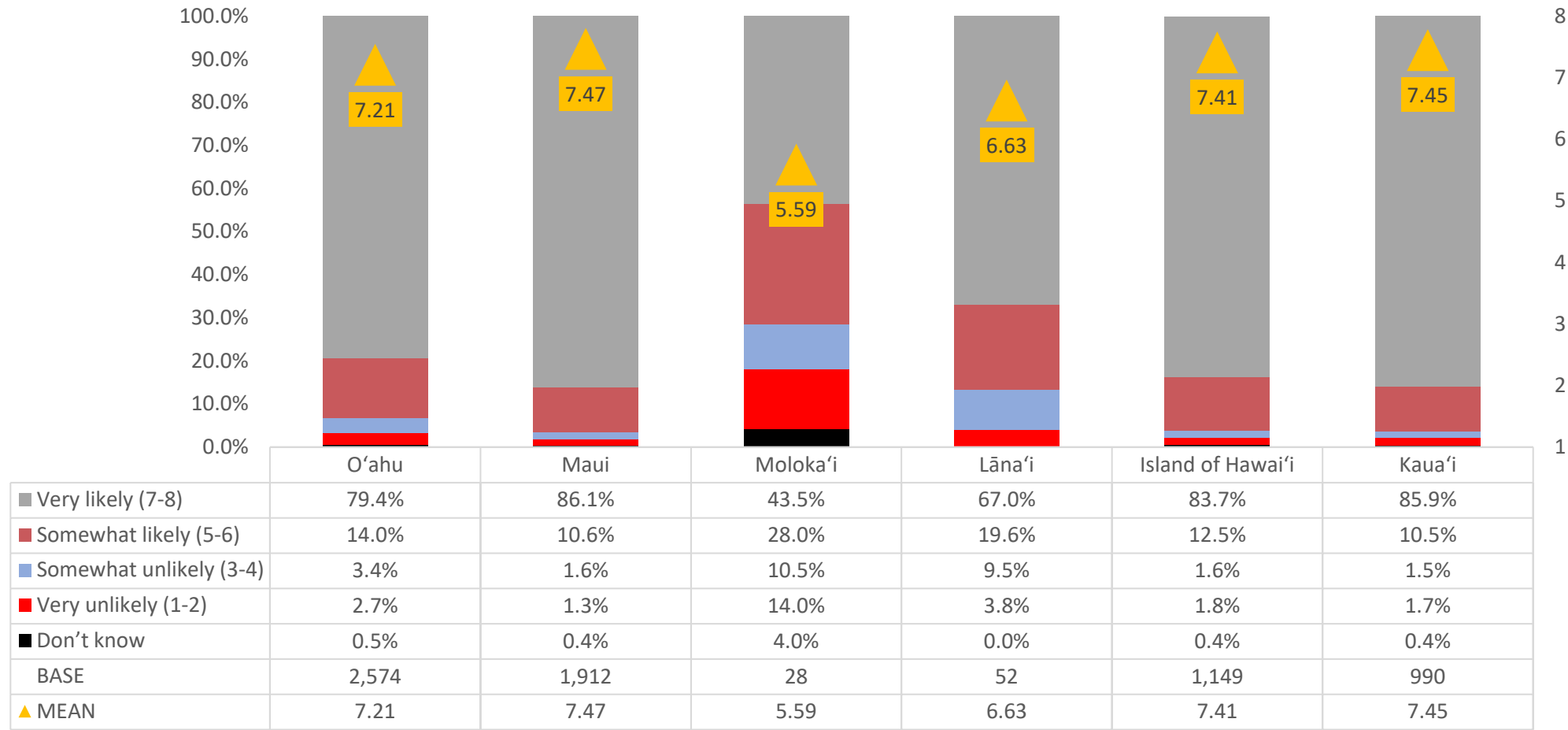
LIKELIHOOD OF RETURN VISIT - U.S. WEST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – U.S. WEST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.8%	96.9%	92.0%	90.2%	96.6%	98.3%
On own (self guided)/ driving around the island	80.3%	83.7%	64.0%	32.4%	87.9%	91.8%
Helicopter ride/ airplane tour	1.6%	2.6%	7.0%	1.9%	2.9%	8.7%
Boat tour/ submarine ride/ whale watching	18.5%	33.8%	25.5%	44.4%	27.4%	29.1%
Visiting towns/ communities	43.7%	58.4%	50.0%	17.2%	60.4%	64.1%
Private limousine/ van tour/ tour bus	11.6%	4.9%	7.0%	3.8%	4.6%	2.3%
Scenic views/ natural landmarks	54.1%	58.0%	50.0%	42.0%	67.4%	70.1%
Movie and TV filming location tours	9.7%	0.5%	0.0%	0.0%	0.8%	4.0%

ACTIVITIES - SIGHTSEEING - U.S. WEST

	2017	2018	2019	2020	2021	2022
TOTAL	96.7%	95.8%	95.0%	91.6%	94.8%	97.2%
On own (self guided)/ driving around the island	86.7%	85.1%	83.2%	81.8%	83.0%	84.9%
Helicopter ride/ airplane tour	8.7%	6.6%	5.9%	2.8%	3.3%	3.3%
Boat tour/ submarine ride/ whale watching	29.8%	25.9%	24.5%	20.9%	27.8%	27.0%
Visiting towns/ communities	34.6%	56.3%	53.9%	45.4%	50.7%	54.6%
Private limousine/ van tour/ tour bus	9.5%	7.8%	7.5%	3.0%	5.9%	7.2%
Scenic views/ natural landmarks	70.3%	61.4%	58.9%	52.3%	59.4%	60.5%
Movie and TV filming location tours	5.4%	4.1%	4.2%	3.0%	4.2%	4.8%

ACTIVITIES - RECREATION - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.6%	98.5%	82.0%	92.4%	97.6%	98.3%
Beach/ sunbathing	85.2%	91.0%	53.0%	75.2%	82.5%	88.5%
Bodyboarding	8.8%	13.4%	10.5%	1.9%	13.8%	14.4%
Stand up paddle boarding	7.8%	5.0%	3.5%	1.9%	6.8%	4.8%
Surfing	7.7%	6.7%	0.0%	1.9%	4.0%	7.4%
Canoeing/ kayaking	6.4%	3.8%	3.5%	1.9%	6.5%	13.6%
Swimming in the ocean	64.0%	73.0%	36.0%	55.9%	67.4%	69.2%
Snorkeling	32.0%	54.7%	36.0%	52.3%	56.9%	48.8%
Freediving	1.4%	2.0%	0.0%	0.0%	2.2%	2.2%
Windsurfing/ kitesurfing	0.0%	0.5%	0.0%	0.0%	0.0%	0.3%
Jet skiing/ parasailing	2.1%	1.9%	0.0%	0.0%	0.8%	0.2%
Scuba diving	1.8%	2.9%	4.0%	1.9%	2.7%	1.6%
Fishing	1.7%	2.4%	7.0%	0.0%	4.6%	4.2%
Golf	3.0%	7.5%	3.5%	1.9%	7.9%	9.6%

ACTIVITIES - RECREATION - U.S. WEST

	2017	2018	2019	2020	2021	2022
TOTAL	96.5%	97.0%	96.4%	93.7%	97.8%	97.7%
Beach/ sunbathing	85.3%	85.5%	84.7%	82.6%	88.6%	88.0%
Bodyboarding	20.3%	17.0%	14.0%	14.7%	14.0%	12.1%
Stand up paddle boarding	*	*	*	8.2%	7.4%	6.6%
Surfing	7.1%	6.7%	6.3%	10.3%	8.4%	6.9%
Canoeing/ kayaking	10.2%	8.7%	8.0%	7.0%	8.5%	7.0%
Swimming in the ocean	NA	68.3%	67.7%	66.5%	72.6%	69.2%
Snorkeling	NA	49.9%	48.1%	47.9%	52.3%	46.5%
Freediving	NA	NA	NA	2.1%	1.8%	1.9%
Windsurfing/ kitesurfing	0.4%	0.2%	0.3%	0.3%	0.3%	0.2%
Jet skiing/ parasailing	2.4%	2.3%	1.8%	1.4%	1.9%	1.6%
Scuba diving	4.1%	3.1%	3.4%	4.0%	3.1%	2.3%
Fishing	3.7%	3.4%	3.5%	3.9%	3.1%	2.9%
Golf	9.1%	7.4%	6.9%	8.3%	8.1%	6.3%

ACTIVITIES - RECREATION - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	95.6%	98.5%	82.0%	92.4%	97.6%	98.3%
Running/ jogging/ fitness walking	25.2%	31.7%	11.0%	11.4%	26.6%	31.3%
Cycling	2.6%	2.6%	0.0%	3.8%	2.1%	5.1%
Spa	8.0%	10.5%	3.5%	5.7%	7.6%	7.8%
Hiking	39.8%	41.6%	36.5%	30.5%	54.8%	55.8%
Backpacking/ camping	1.0%	1.1%	0.0%	1.9%	2.3%	3.5%
Agritourism	10.2%	9.8%	7.5%	3.8%	19.5%	11.9%
Sports event or tournament	2.1%	0.9%	0.0%	0.0%	1.1%	0.8%
Parks/ botanical gardens	34.7%	31.5%	11.0%	5.7%	45.2%	39.0%
Waterparks	2.5%	0.9%	0.0%	0.0%	1.0%	0.5%
Mountain tubing/ waterfall rappel	0.3%	0.4%	0.0%	0.0%	0.6%	8.2%
Zip lining	3.3%	5.6%	0.0%	1.9%	4.4%	5.1%
Skydiving	0.4%	0.2%	0.0%	0.0%	0.2%	0.2%
All terrain vehicle (ATV)	4.1%	1.3%	3.5%	1.9%	2.6%	4.9%
Horseback riding	1.5%	0.8%	0.0%	4.1%	1.6%	0.5%

ACTIVITIES - RECREATION - U.S. WEST

	2017	2018	2019	2020	2021	2022
TOTAL	96.5%	97.0%	96.4%	93.7%	97.8%	97.7%
Running/ jogging/ fitness walking	35.5%	30.8%	26.3%	38.8%	34.3%	28.9%
Cycling	NA	NA	NA	NA	NA	3.0%
Spa	9.2%	10.1%	9.6%	6.3%	8.8%	8.9%
Hiking	28.5%	32.4%	47.0%	45.5%	47.7%	46.3%
Backpacking/ camping	*	*	1.8%	1.8%	1.4%	1.7%
Agritourism	9.9%	13.6%	13.5%	8.1%	10.5%	12.3%
Sports event or tournament	1.9%	2.8%	2.8%	0.8%	0.6%	1.4%
Parks/ botanical gardens	40.7%	38.2%	35.4%	26.9%	33.1%	37.0%
Waterparks	NA	1.5%	1.4%	0.8%	1.2%	1.5%
Mountain tubing/ waterfall rappel	NA	2.0%	2.3%	1.3%	1.4%	1.6%
Zip lining	NA	6.0%	6.1%	3.2%	4.7%	4.6%
Skydiving	NA	0.4%	0.6%	0.4%	0.4%	0.3%
All terrain vehicle (ATV)	NA	2.9%	3.0%	2.7%	4.1%	3.3%
Horseback riding	NA	2.3%	2.1%	1.8%	1.7%	1.2%

* Combined with Hiking

ACTIVITIES - ENTERTAINMENT & DINING - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.2%	99.1%	85.5%	88.6%	99.4%	99.2%
Lunch/ sunset/ dinner/ evening cruise	22.1%	25.8%	3.5%	42.8%	18.2%	19.9%
Live music/ stage show	31.7%	26.3%	28.5%	5.7%	25.1%	27.8%
Nightclub/ dancing/ bar/ karaoke	10.3%	5.6%	3.5%	1.9%	5.4%	3.8%
Fine dining	43.7%	54.5%	18.0%	19.3%	45.0%	46.3%
Family restaurant	61.0%	64.1%	50.0%	21.0%	66.2%	62.9%
Fast food	45.8%	29.2%	25.0%	3.8%	29.9%	28.6%
Food truck	46.5%	47.4%	25.5%	0.0%	24.5%	46.8%
Café/ coffee house	49.9%	47.1%	22.0%	13.4%	55.2%	54.0%
Ethnic dining	31.8%	23.0%	18.5%	9.5%	25.4%	25.8%
Farm to table cuisine	11.5%	20.4%	7.0%	5.7%	20.5%	19.3%
Prepared own meal	29.2%	57.2%	49.5%	22.9%	60.1%	65.0%

ACTIVITIES - ENTERTAINMENT & DINING - U.S. WEST

	2017	2018	2019	2020	2021	2022
TOTAL	98.9%	98.4%	98.1%	97.7%	99.1%	99.3%
Lunch/ sunset/ dinner/ evening cruise	27.3%	23.0%	20.9%	16.4%	21.2%	22.8%
Live music/ stage show	31.6%	32.2%	30.3%	12.2%	20.4%	29.4%
Nightclub/ dancing/ bar/ karaoke	9.3%	9.4%	8.9%	4.7%	6.3%	7.4%
Fine dining	53.2%	53.6%	53.1%	44.0%	53.1%	48.4%
Family restaurant	70.8%	62.8%	61.8%	55.5%	61.1%	63.7%
Fast food	39.4%	36.5%	34.7%	37.4%	38.6%	36.3%
Food truck	NA	30.7%	30.6%	36.1%	40.9%	43.7%
Café/ coffee house	42.5%	46.6%	46.0%	41.6%	48.1%	51.4%
Ethnic dining	30.5%	31.9%	31.9%	23.2%	26.4%	27.9%
Farm to table cuisine	NA	NA	NA	NA	NA	17.2%
Prepared own meal	52.2%	55.1%	52.1%	64.6%	56.5%	49.0%

ACTIVITIES - SHOPPING - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.5%	97.6%	71.0%	49.9%	97.7%	97.9%
Malls/ department stores	57.4%	42.3%	3.5%	1.9%	27.8%	25.7%
Designer boutiques	18.8%	18.8%	7.0%	5.7%	12.3%	16.8%
Hotel/ resort stores	41.3%	32.4%	3.5%	15.5%	30.2%	23.0%
Swap meet/ flea market	22.3%	15.5%	4.0%	3.8%	15.5%	7.5%
Discount/ outlet stores	14.0%	18.3%	3.5%	0.0%	10.3%	12.7%
Supermarkets	48.9%	72.8%	46.5%	17.4%	74.7%	74.8%
Farmer's market	26.1%	31.9%	14.5%	3.8%	57.0%	46.3%
Convenience stores	56.8%	50.7%	21.5%	17.2%	42.4%	44.6%
Duty free stores	6.4%	4.0%	0.0%	0.0%	1.2%	1.2%
Hawai'i made products	45.3%	47.5%	32.5%	6.0%	48.2%	50.6%
Local shops and artisans	48.5%	65.6%	39.0%	24.8%	61.5%	72.4%

ACTIVITIES - SHOPPING - U.S. WEST

	2017	2018	2019	2020	2021	2022
TOTAL	97.0%	96.7%	95.9%	92.9%	97.1%	97.9%
Malls/ department stores	43.6%	42.4%	42.0%	34.8%	40.0%	44.2%
Designer boutiques	22.3%	17.5%	17.3%	13.9%	17.0%	17.9%
Hotel/ resort stores	33.0%	33.5%	33.1%	21.4%	32.7%	34.6%
Swap meet/ flea market	22.8%	17.4%	16.7%	10.2%	14.8%	17.4%
Discount/ outlet stores	20.9%	17.3%	15.9%	13.1%	13.0%	14.7%
Supermarkets	58.1%	68.2%	66.1%	71.8%	71.0%	65.2%
Farmer's market	33.0%	37.2%	37.0%	30.8%	35.2%	36.9%
Convenience stores	42.9%	46.5%	46.9%	44.2%	51.7%	51.5%
Duty free stores	3.1%	3.7%	3.8%	1.7%	2.8%	4.2%
Hawai'i made products	NA	NA	NA	NA	NA	47.9%
Local shops and artisans	68.4%	65.7%	64.7%	54.1%	62.8%	60.1%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	71.9%	64.2%	61.5%	30.5%	69.4%	65.4%
Historic military sites and museums	36.0%	4.3%	0.0%	1.9%	8.1%	5.7%
Historic Hawaiian sites and museums	26.9%	23.9%	43.5%	11.4%	43.8%	28.9%
Other historical sites, museums, and homes	13.1%	9.9%	7.0%	5.7%	14.8%	13.1%
Art museums	4.2%	3.0%	0.0%	0.0%	2.6%	1.7%
Art galleries and exhibitions	5.5%	16.2%	0.0%	9.5%	12.2%	12.2%
Lū'au/ Polynesian show/ hula show	32.0%	25.8%	7.5%	1.9%	21.1%	22.4%
Lesson ex. ukulele, hula, canoe, lei making	5.6%	3.5%	0.0%	3.8%	3.5%	3.4%
Play/ concert/ theatre	3.5%	1.9%	3.5%	0.0%	2.7%	1.3%
Art/ craft fair	5.0%	14.4%	7.5%	0.0%	13.2%	17.6%
Festival/ event	4.9%	2.9%	11.0%	3.8%	3.4%	2.4%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. WEST

	2017	2018	2019	2020	2021	2022
TOTAL	74.1%	71.8%	68.7%	45.0%	60.4%	69.0%
Historic military sites and museums	27.5%	18.6%	15.6%	12.2%	16.8%	17.9%
Historic Hawaiian sites and museums	NA	NA	NA	NA	28.4%	30.0%
Other historical sites, museums, and homes	30.9%	29.2%	26.8%	19.9%	11.8%	12.8%
Art museums	*	*	*	*	2.1%	3.3%
Art galleries and exhibitions	*	*	*	*	9.1%	11.0%
Lū'au/ Polynesian show/ hula show	37.3%	32.0%	29.4%	8.0%	19.8%	27.8%
Lesson ex. ukulele, hula, canoe, lei making	4.8%	7.1%	6.8%	2.7%	3.1%	4.5%
Play/ concert/ theatre	4.5%	4.7%	4.5%	1.2%	1.1%	2.7%
Art/ craft fair	14.4%	15.0%	14.6%	6.9%	7.9%	11.3%
Festival/ event	10.1%	5.3%	5.6%	4.9%	2.7%	3.9%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	92.7%	95.7%	75.0%	48.0%	92.8%	94.8%
Airport shuttle	17.1%	8.1%	7.5%	13.6%	14.8%	14.1%
Trolley	3.9%	4.3%	0.0%	0.0%	2.5%	0.2%
Public bus	8.6%	1.4%	4.0%	0.0%	2.0%	1.3%
Tour bus/ tour van	11.0%	4.1%	7.0%	13.4%	3.9%	3.5%
Taxi/ limo	11.5%	3.6%	7.5%	13.6%	5.2%	3.8%
Rental car	59.5%	83.9%	53.0%	21.0%	81.6%	84.2%
Ride share	29.0%	10.0%	0.0%	1.9%	8.7%	7.2%
Car share	8.1%	5.0%	3.5%	0.0%	5.5%	7.8%
Bicycle rental	3.0%	1.4%	0.0%	1.9%	2.2%	4.2%

ACTIVITIES – TRANSPORTATION – U.S. WEST

	2017	2018	2019	2020	2021	2022
TOTAL	95.1%	92.8%	92.3%	84.9%	91.8%	93.9%
Airport shuttle	19.6%	18.4%	15.6%	9.1%	14.4%	14.1%
Trolley	2.5%	2.3%	2.8%	1.3%	1.6%	3.3%
Public bus	5.2%	4.4%	3.9%	2.4%	4.1%	4.4%
Tour bus/ tour van	9.7%	8.9%	8.7%	2.8%	5.4%	6.9%
Taxi/ limo	13.4%	7.6%	6.2%	5.2%	10.0%	7.3%
Rental car	82.8%	80.0%	79.3%	74.8%	77.8%	74.5%
Ride share	NA	12.1%	15.1%	13.1%	16.7%	17.2%
Car share	NA	NA	NA	NA	NA	6.8%
Bicycle rental	NA	2.7%	2.2%	2.6%	3.0%	2.7%

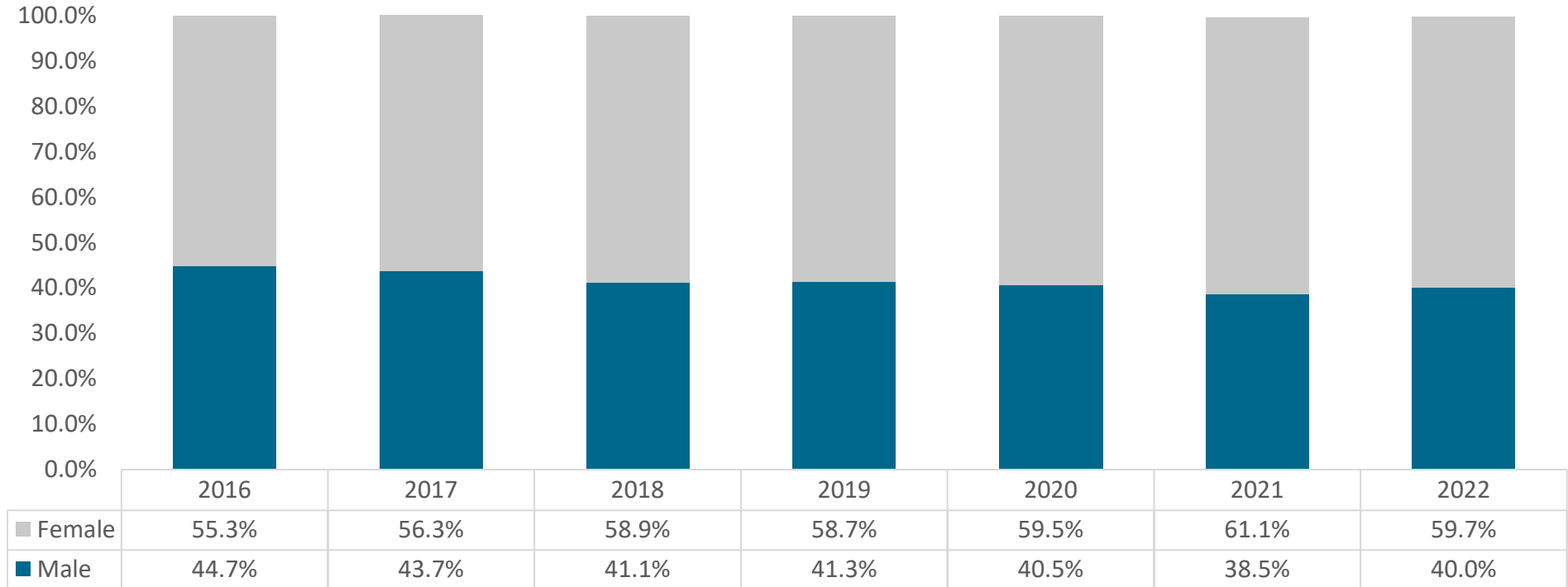
ACTIVITIES - OTHER - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	38.7%	24.5%	21.0%	9.5%	33.3%	25.8%
Visiting friends and family	36.7%	22.6%	21.0%	9.5%	31.6%	23.2%
Giving back to the local community	2.8%	2.3%	3.5%	0.0%	2.9%	3.7%

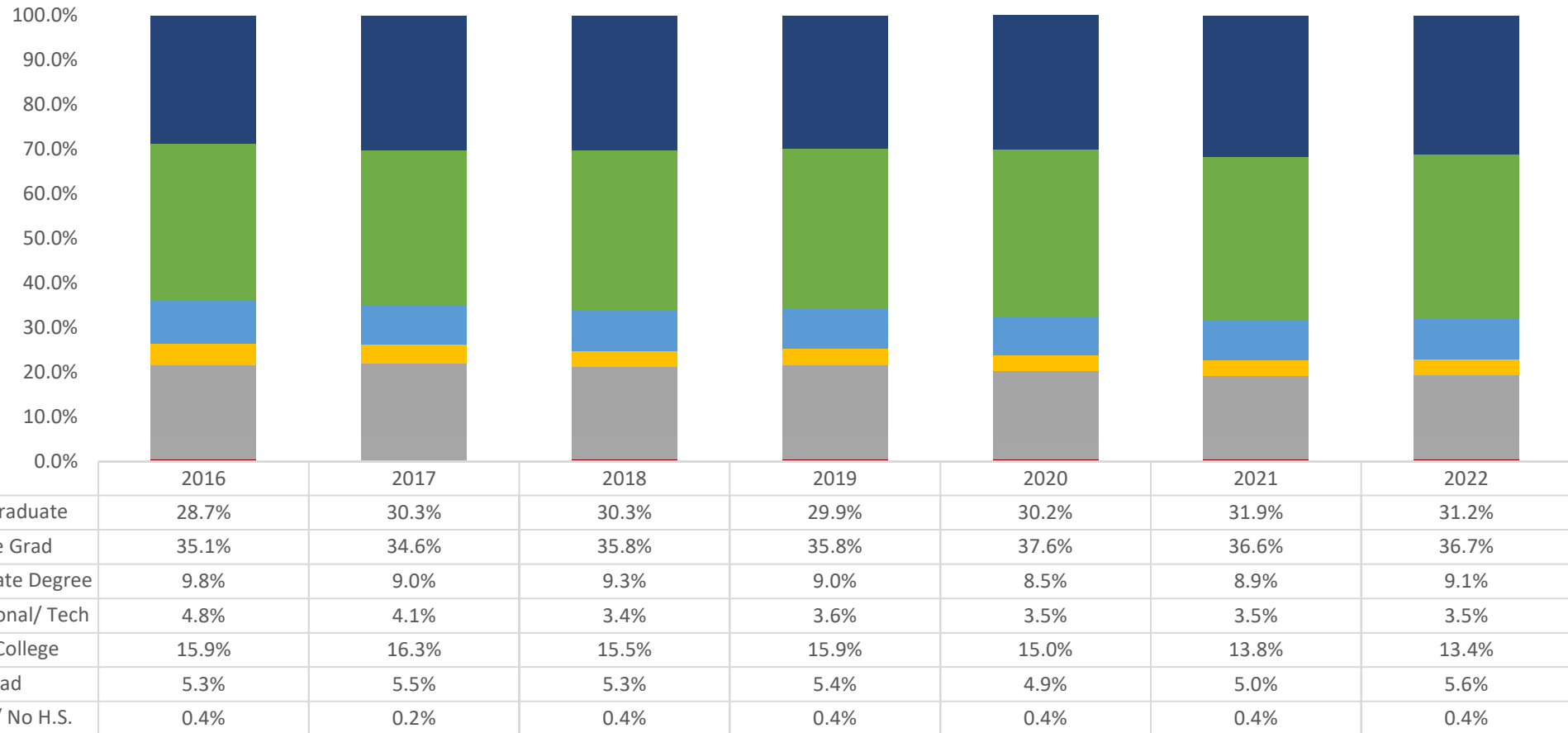
ACTIVITIES - OTHER - U.S. WEST

	2018	2019	2020	2021	2022
TOTAL	31.3%	29.7%	37.5%	31.7%	32.4%
Visiting friends and family	30.5%	29.0%	37.0%	30.7%	30.3%
Giving back to the local community	1.5%	1.0%	1.0%	1.5%	2.9%

VISITOR PROFILE - GENDER - U.S. WEST



VISITOR PROFILE - EDUCATION - U.S. WEST

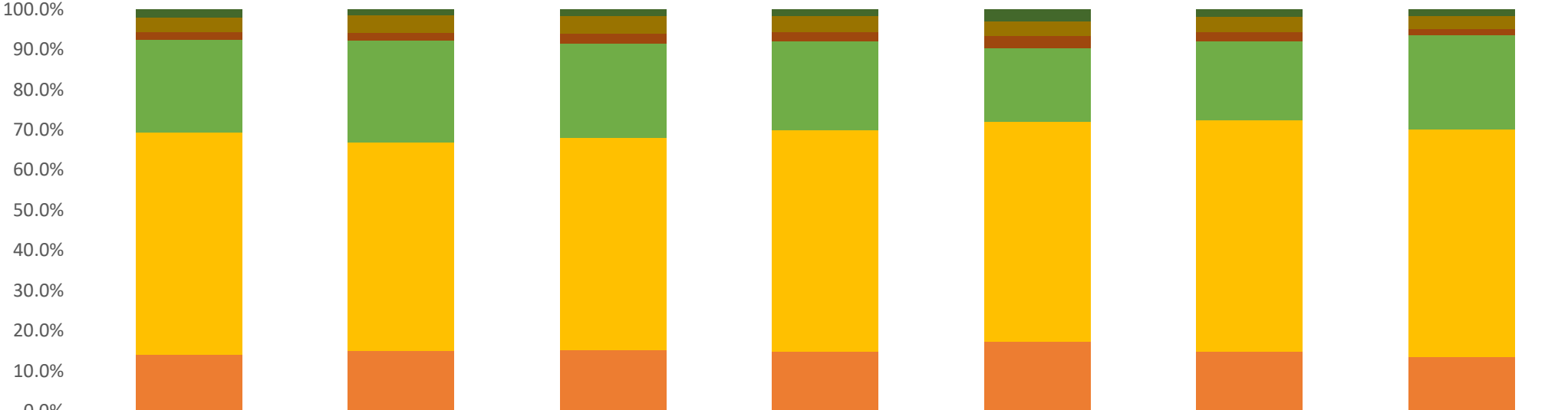


VISITOR PROFILE - AGE - U.S. WEST

70.00
60.00
50.00
40.00
30.00
20.00
10.00
0.00

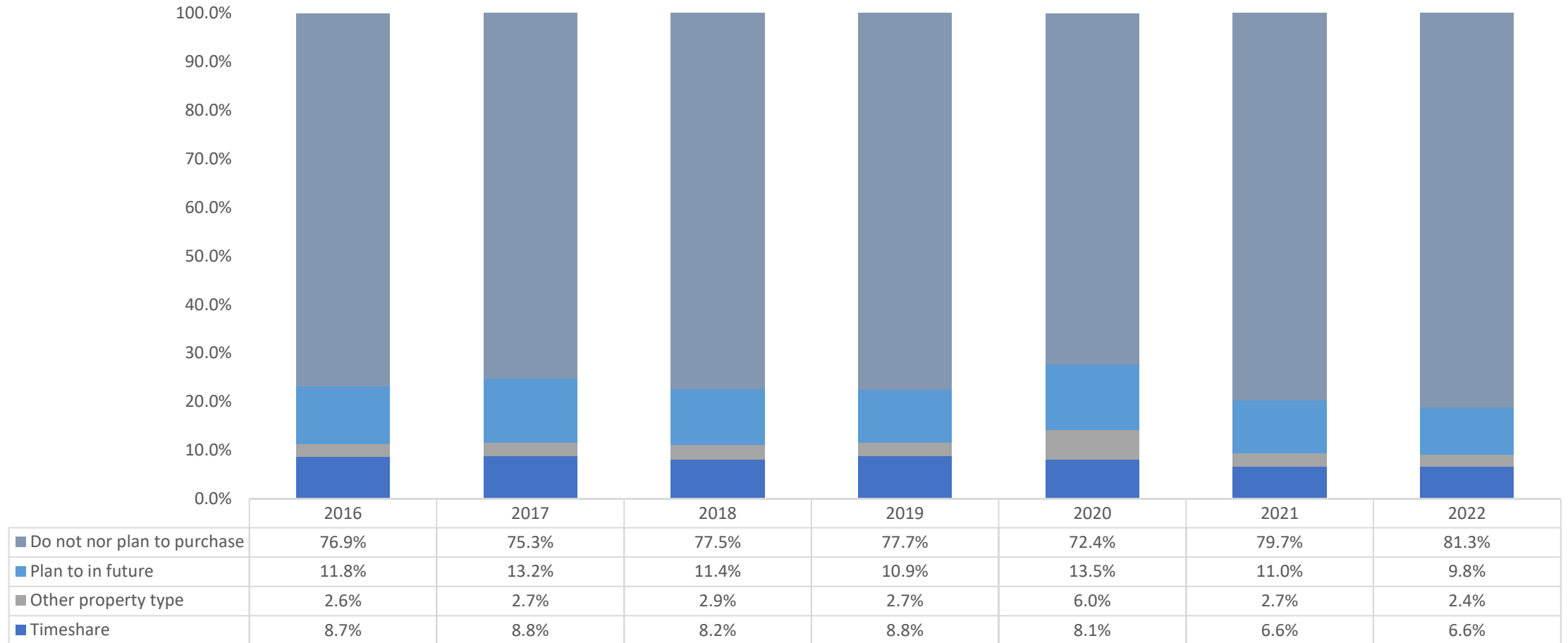
	2016	2017	2018	2019	2020	2021	2022
MEAN	51.09	52.33	50.94	50.69	48.90	48.91	50.83
MEDIAN	53.00	54.00	52.00	52.00	50.00	49.00	51.00

VISITOR PROFILE - EMPLOYMENT STATUS - U.S. WEST



	2016	2017	2018	2019	2020	2021	2022
Other	2.0%	1.3%	1.7%	1.6%	2.9%	1.9%	1.7%
Homemaker	3.7%	4.5%	4.3%	4.1%	3.7%	3.7%	3.2%
Student	1.9%	1.8%	2.5%	2.2%	3.1%	2.3%	1.5%
Retired	23.0%	25.5%	23.6%	22.3%	18.4%	19.8%	23.6%
Employed	55.3%	51.9%	52.7%	55.1%	54.7%	57.5%	56.6%
Self-employed	14.1%	14.9%	15.2%	14.7%	17.3%	14.8%	13.4%

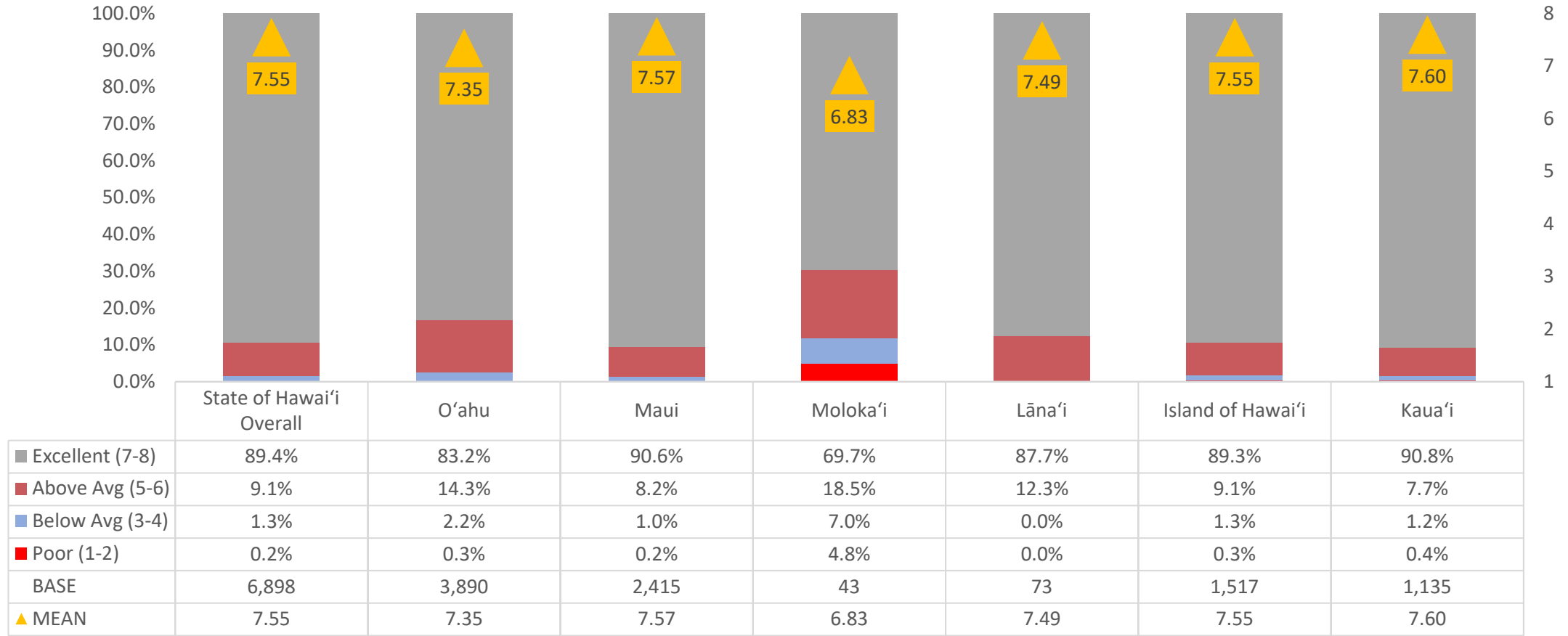
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - U.S. WEST



Section 14 – U.S. East

OVERALL SATISFACTION - MOST RECENT TRIP - U.S. EAST

8-pt Rating Scale
8=Excellent / 1=Poor



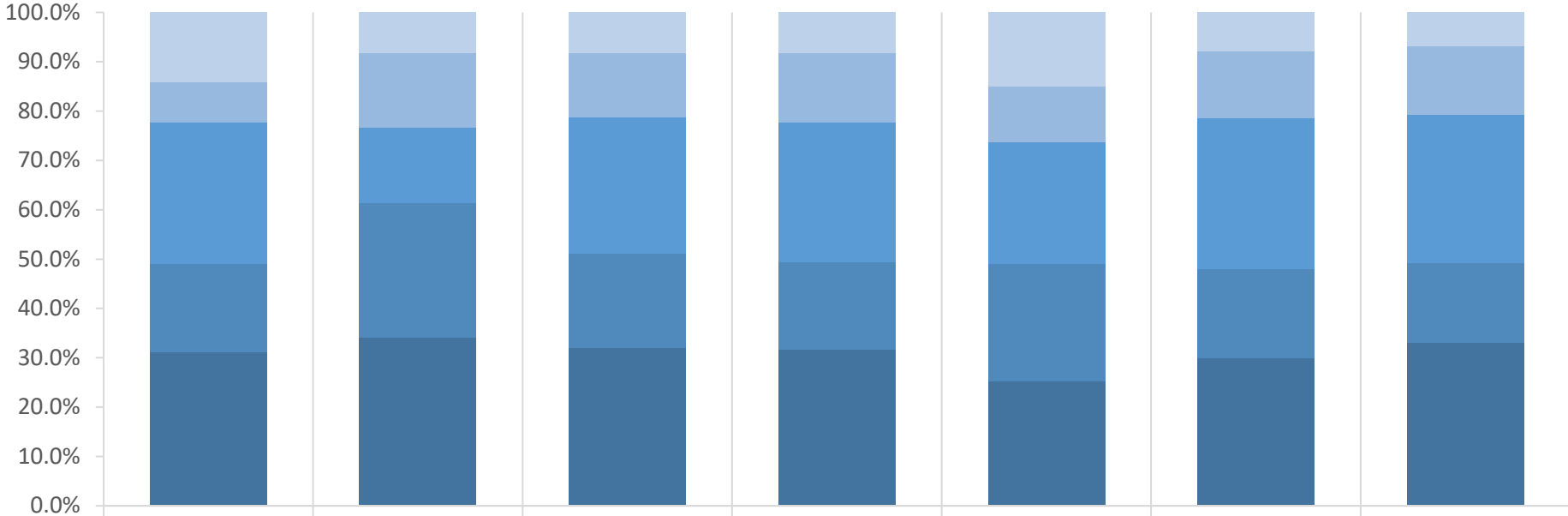
PRIMARY PURPOSE OF TRIP - U.S. EAST

	2018	2019	2020	2021	2022
Vacation	55.8%	56.2%	54.1%	68.8%	67.3%
Visit friends/ relatives	9.3%	8.6%	26.0%	14.3%	11.9%
Honeymoon	3.8%	3.9%	2.9%	5.2%	3.8%
Anniversary/ birthday	9.0%	9.9%	2.2%	2.7%	3.7%
Other business	4.7%	4.7%	4.3%	2.6%	2.6%
Convention, conference, seminar	4.1%	2.9%	1.3%	0.6%	1.9%
Attend wedding/ vow renewal	2.8%	2.3%	0.5%	0.9%	1.7%
Government/ military	0.5%	0.3%	2.6%	0.7%	1.1%
To get married	0.7%	0.9%	1.1%	0.8%	0.7%
Family gathering/ reunion	1.6%	2.0%	0.0%	0.0%	0.1%
Vacation home/ timeshare	2.2%	2.0%	0.2%	0.1%	0.0%

PRIMARY + SECONDARY PURPOSE OF TRIP - U.S. EAST

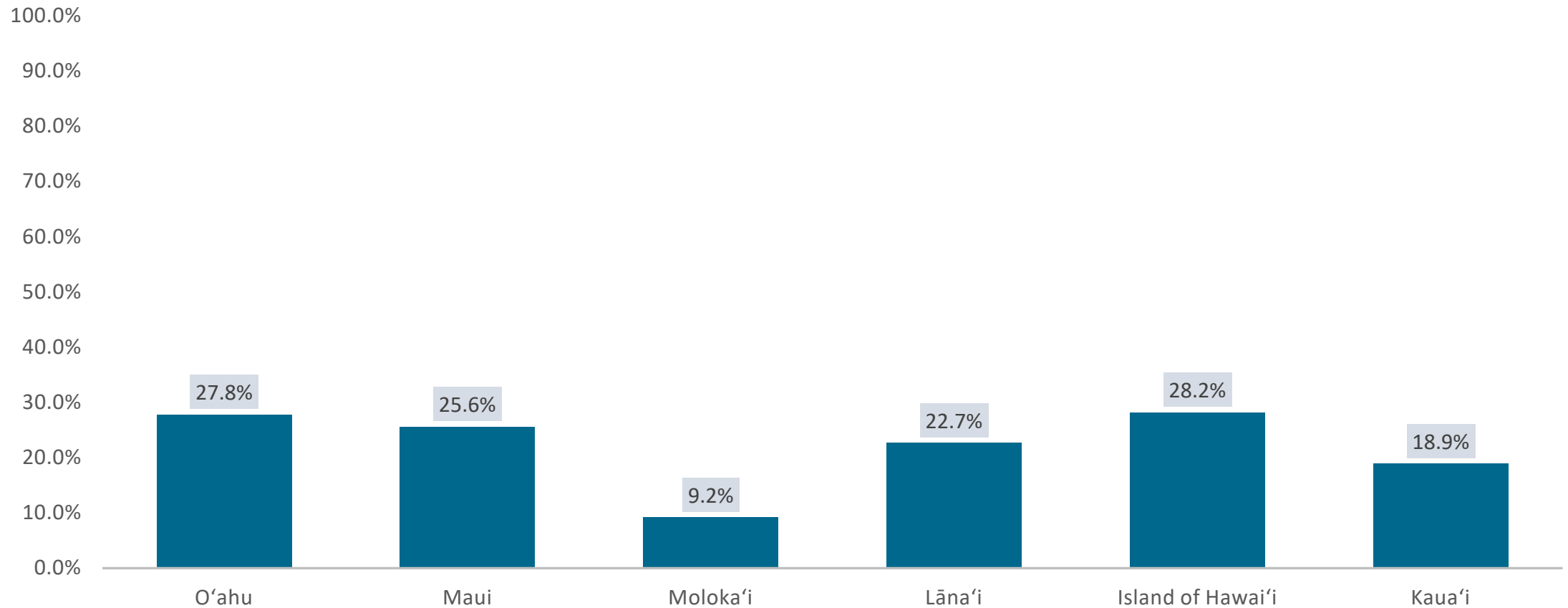
	2018	2019	2020	2021	2022
Vacation	82.6%	82.2%	76.7%	87.9%	87.3%
Visit friends/ relatives	16.1%	15.6%	33.6%	22.0%	18.8%
Anniversary/ birthday	16.0%	16.8%	3.7%	5.6%	6.6%
Honeymoon	4.5%	4.6%	3.9%	6.3%	4.8%
Other business	6.1%	6.1%	6.2%	4.1%	3.9%
Convention, conference, seminar	5.1%	3.6%	1.7%	0.9%	2.5%
Incentive trip	1.9%	2.6%	1.4%	1.8%	1.9%
Government/ military	0.6%	0.5%	3.0%	1.0%	1.6%
Family gathering/ reunion	5.2%	5.5%	0.0%	0.2%	0.3%
Vacation home/ timeshare	4.8%	4.4%	0.3%	0.3%	0.1%

VACATION TRIP DESCRIPTION - U.S. EAST

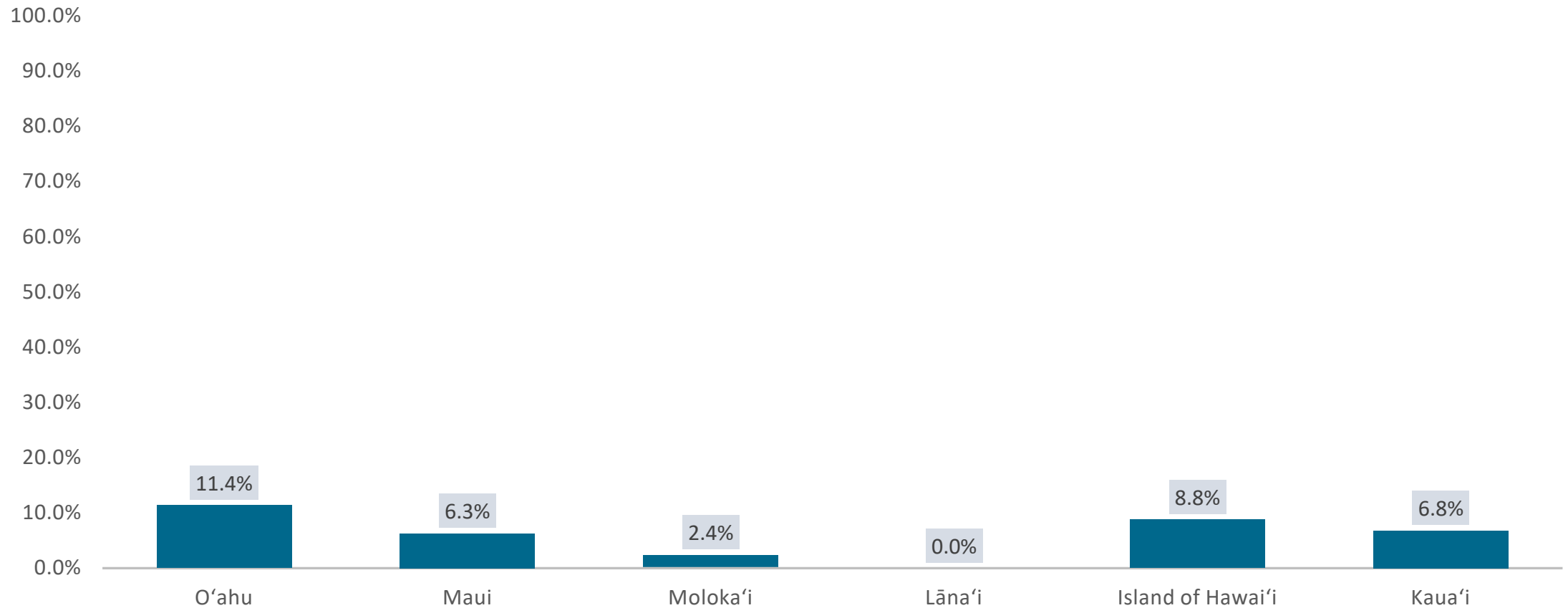


	2016	2017	2018	2019	2020	2021	2022
Other	14.1%	8.3%	8.2%	8.3%	15.0%	7.8%	6.9%
Once-in-a-lifetime	8.1%	15.0%	13.0%	14.0%	11.2%	13.7%	13.9%
More special than most trips	28.7%	15.4%	27.7%	28.2%	24.7%	30.6%	30.0%
Annual/ Semi-annual trip	18.0%	27.2%	19.0%	17.8%	23.8%	17.9%	16.1%
Special occasion	31.1%	34.1%	32.1%	31.7%	25.3%	30.0%	33.1%

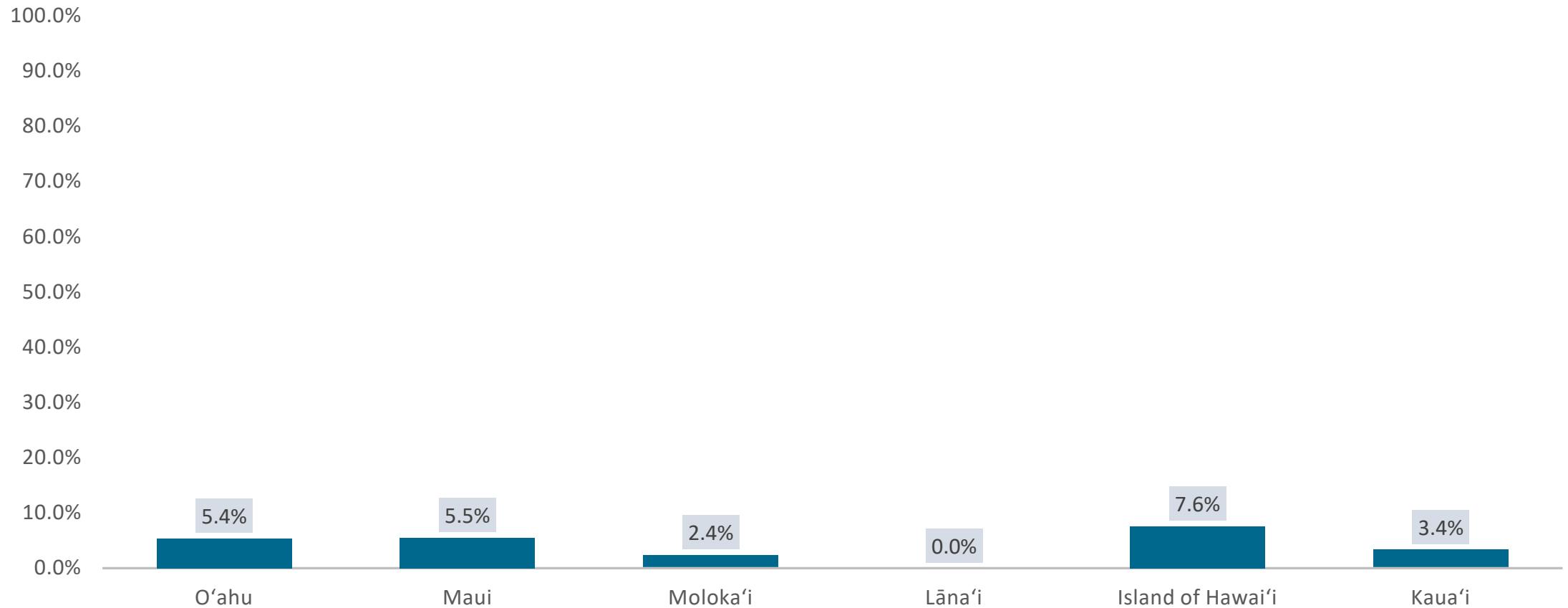
ADVERTISING AWARENESS - U.S. EAST



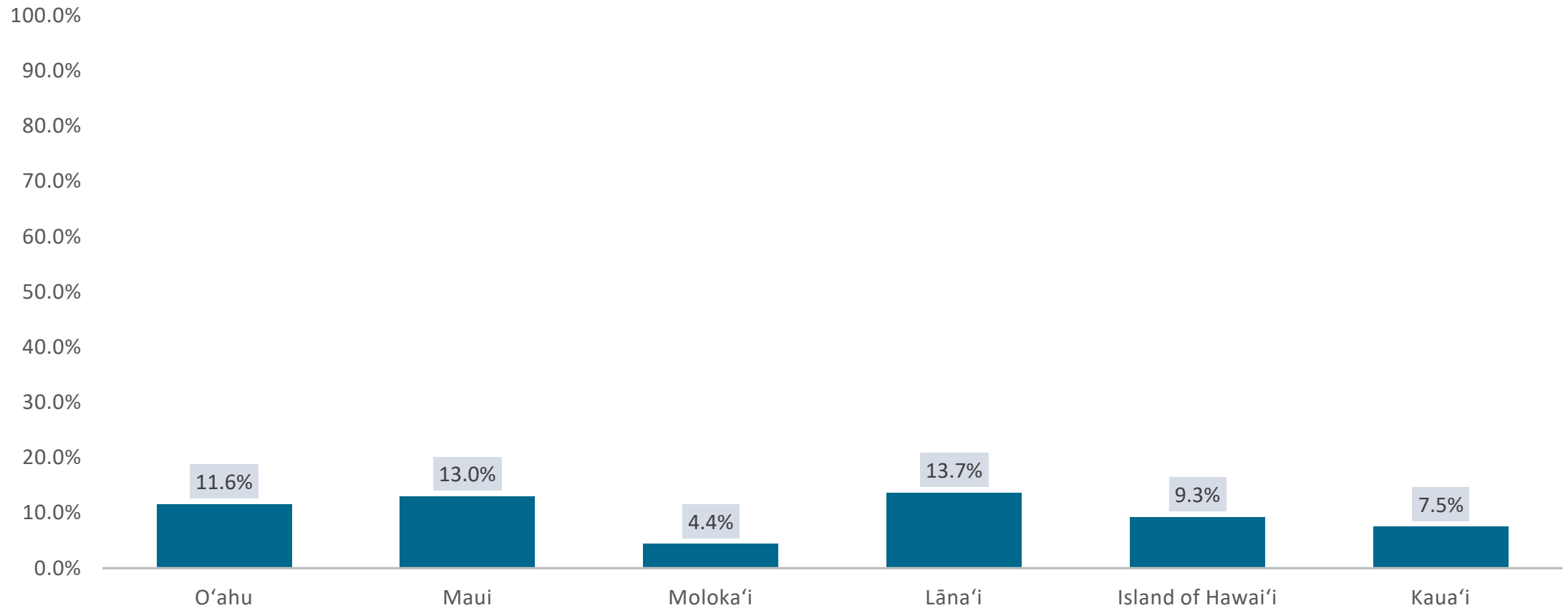
IMPACT OF LOCATION FILMING - U.S. EAST



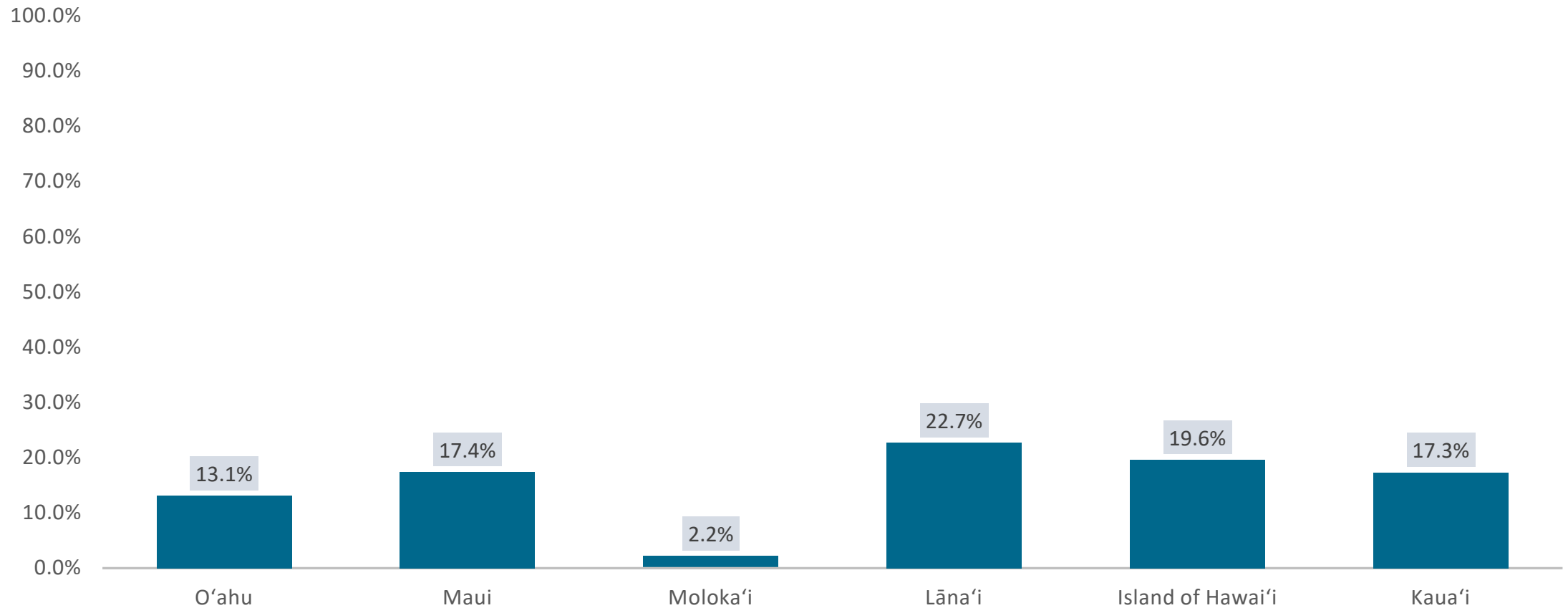
IMPACT OF HAWAIIAN MUSIC - U.S. EAST



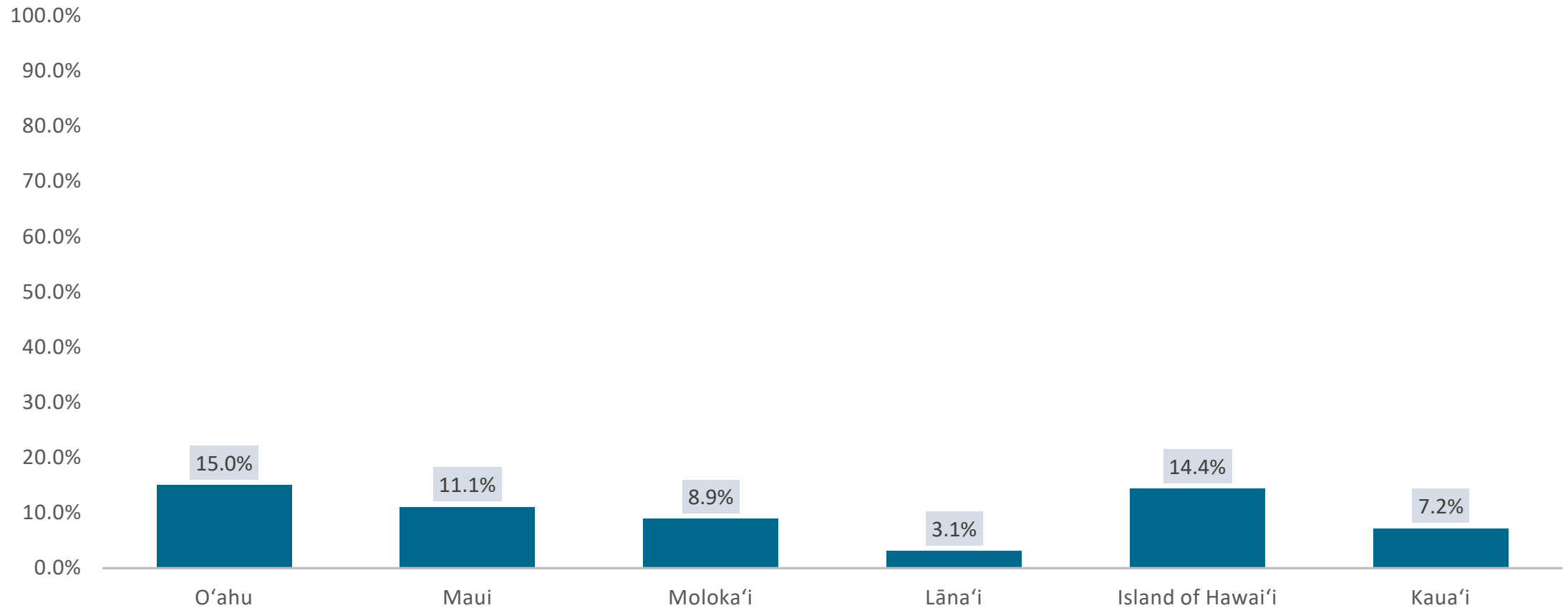
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - U.S. EAST



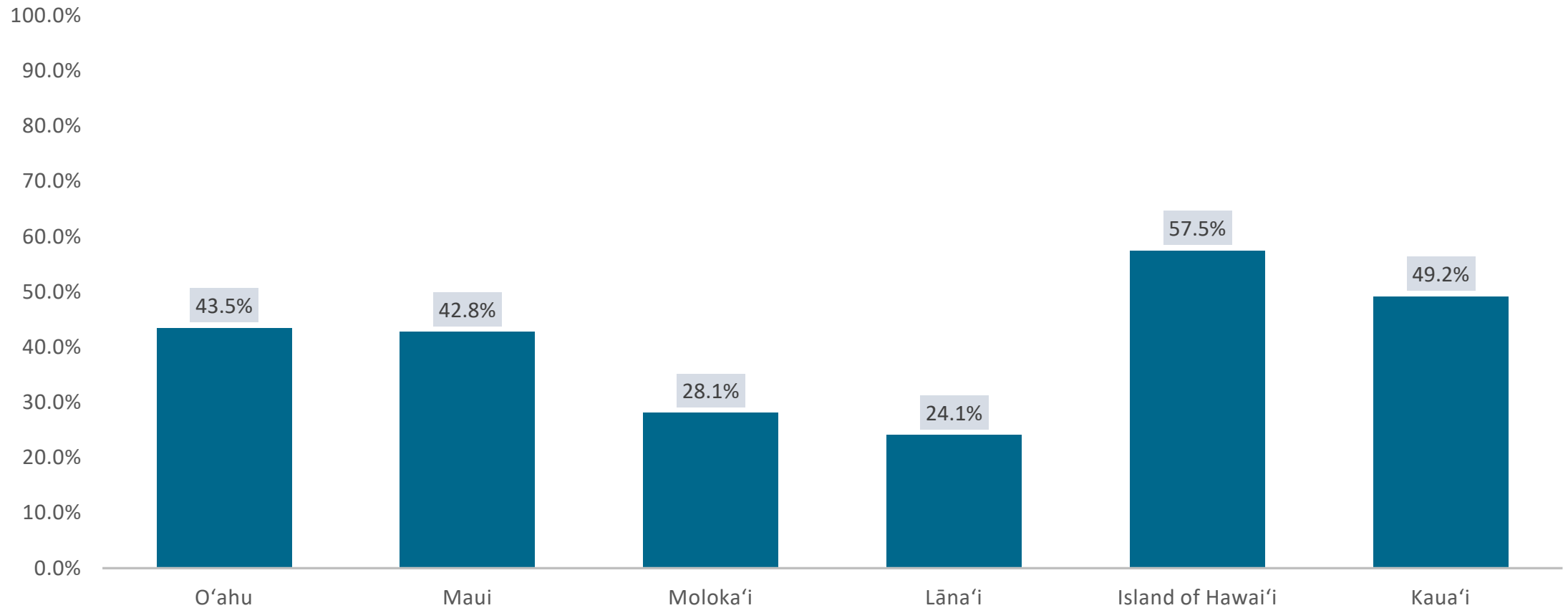
IMPACT OF OUTDOOR/ SPORTING EVENTS - U.S. EAST



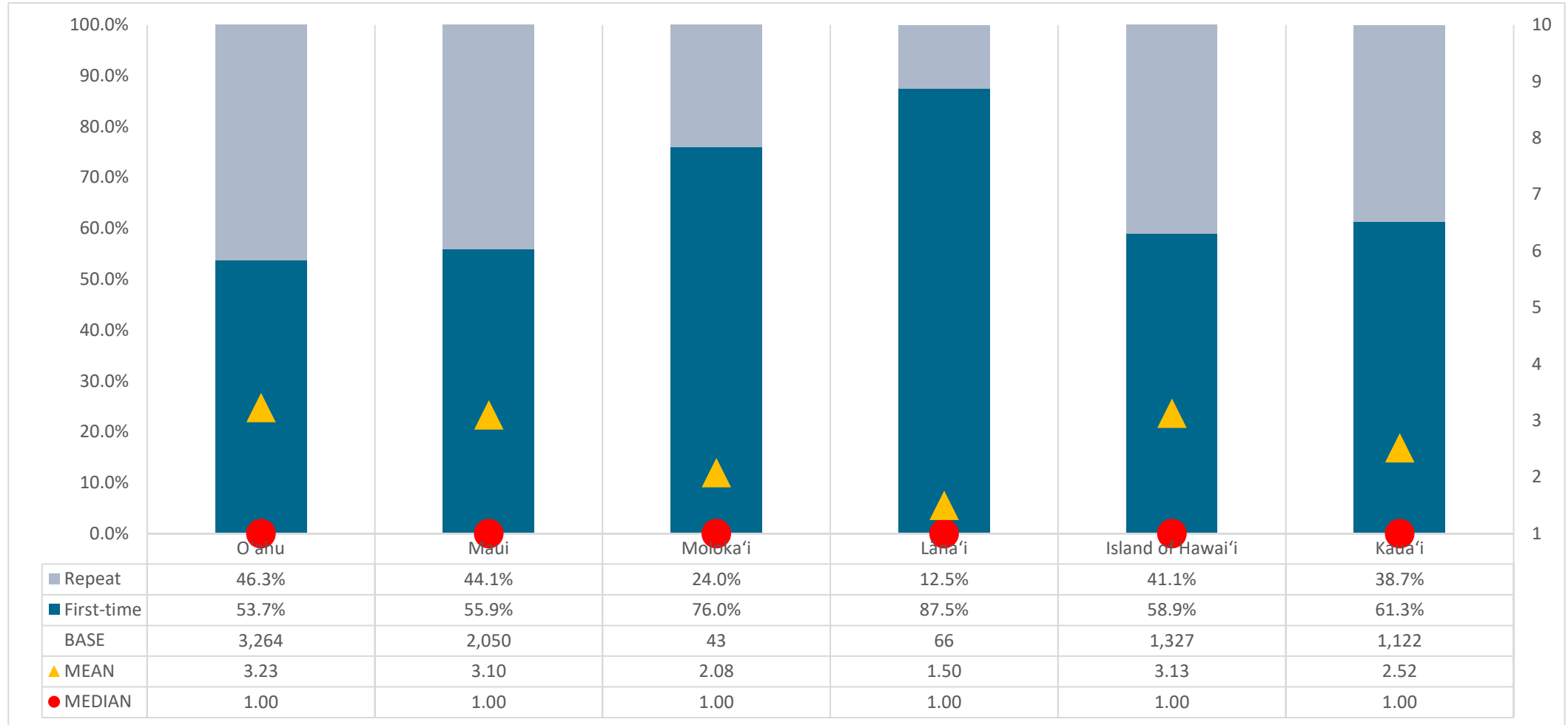
IMPACT OF HAWAIIAN CULTURAL EVENTS - U.S. EAST



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - U.S. EAST



1ST TIME VS REPEAT VISITORS - U.S. EAST

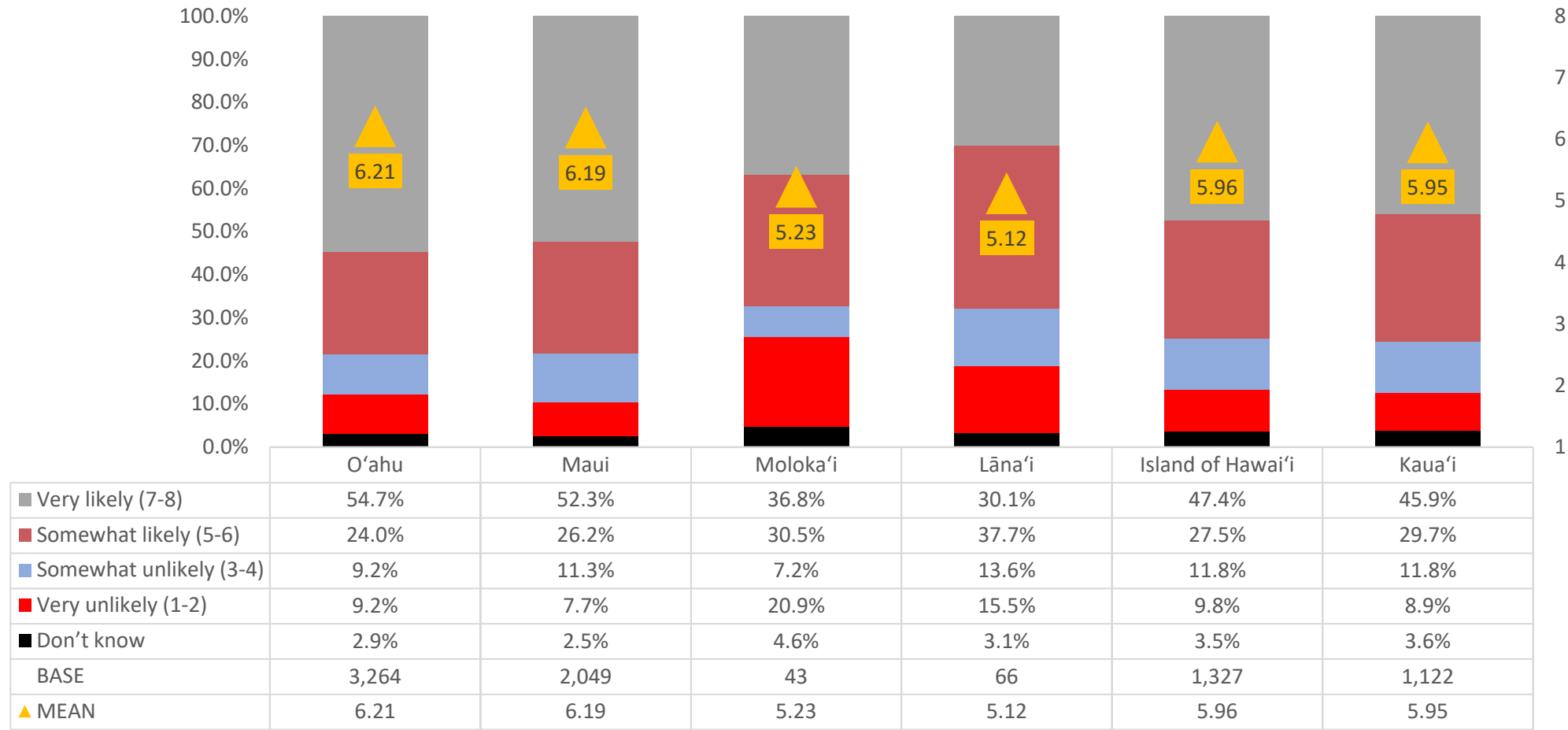


TRAVEL PARTY MEMBERS - U.S. EAST

	2016	2017	2018	2019	2020	2021	2022
Spouse	62.9%	60.9%	61.0%	62.0%	48.1%	56.0%	59.8%
Other adult family	25.5%	24.6%	26.5%	27.6%	20.3%	27.3%	29.2%
Child under 18	18.1%	15.6%	19.5%	18.9%	14.9%	20.9%	22.6%
Friends/ associates	17.6%	14.9%	17.5%	16.6%	13.9%	17.4%	16.2%
Alone	11.5%	12.3%	10.3%	9.9%	22.2%	10.2%	10.0%
Girlfriend/ boyfriend	5.7%	6.5%	6.6%	6.2%	7.6%	8.1%	6.5%
Same sex partner	0.8%	1.2%	1.2%	1.2%	1.0%	1.0%	1.0%

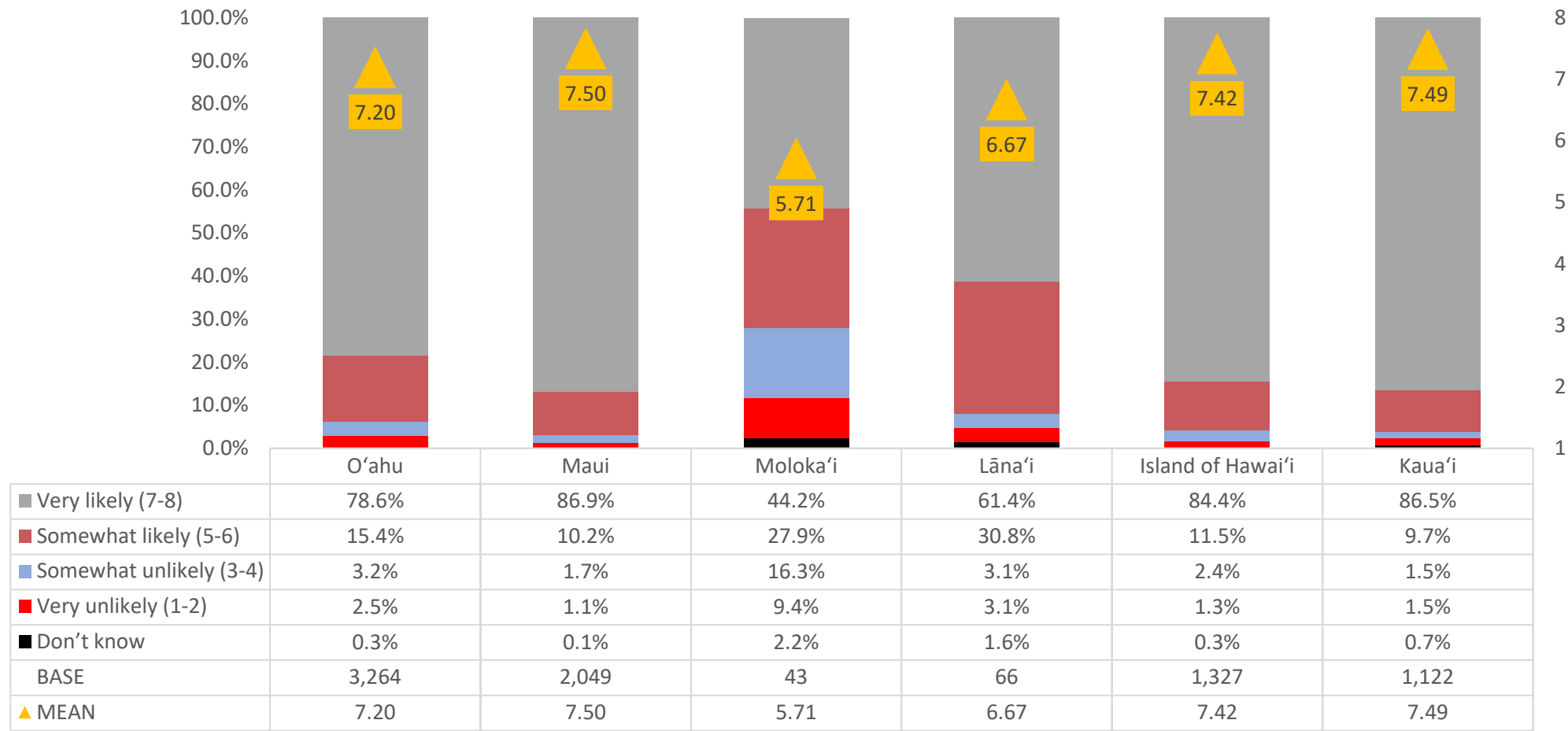
LIKELIHOOD OF RETURN VISIT - U.S. EAST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY - U.S. EAST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.7%	98.5%	95.3%	90.4%	98.2%	98.2%
On own (self guided)/ driving around the island	74.7%	84.6%	71.6%	26.2%	87.6%	83.5%
Helicopter ride/ airplane tour	2.7%	6.3%	7.1%	1.5%	6.5%	17.5%
Boat tour/ submarine ride/ whale watching	22.6%	45.8%	9.4%	30.3%	31.4%	36.7%
Visiting towns/ communities	43.5%	61.9%	52.5%	33.8%	57.9%	59.1%
Private limousine/ van tour/ tour bus	18.5%	12.6%	11.8%	16.8%	11.7%	8.5%
Scenic views/ natural landmarks	63.8%	68.8%	52.5%	47.7%	74.5%	74.9%
Movie and TV filming location tours	11.3%	0.7%	0.0%	0.0%	1.1%	6.3%

ACTIVITIES - SIGHTSEEING - U.S. EAST

	2017	2018	2019	2020	2021	2022
TOTAL	97.4%	96.5%	96.6%	93.0%	96.4%	98.1%
On own (self guided)/ driving around the island	82.0%	81.8%	81.1%	81.3%	83.2%	82.1%
Helicopter ride/ airplane tour	13.2%	12.1%	11.4%	3.9%	6.7%	7.2%
Boat tour/ submarine ride/ whale watching	33.2%	31.1%	31.7%	26.0%	35.4%	35.3%
Visiting towns/ communities	37.4%	57.0%	54.7%	47.9%	53.8%	55.4%
Private limousine/ van tour/ tour bus	19.9%	16.4%	16.9%	7.5%	12.5%	15.0%
Scenic views/ natural landmarks	77.7%	69.9%	67.2%	60.7%	68.9%	69.6%
Movie and TV filming location tours	8.3%	7.0%	6.0%	5.1%	6.2%	6.7%

ACTIVITIES - RECREATION - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.7%	98.1%	87.9%	95.2%	97.7%	96.6%
Beach/ sunbathing	83.9%	89.2%	69.0%	67.5%	80.3%	83.6%
Bodyboarding	6.5%	9.2%	0.0%	0.0%	6.0%	7.9%
Stand up paddle boarding	5.8%	3.6%	2.2%	0.0%	5.6%	2.0%
Surfing	7.4%	8.3%	0.0%	0.0%	3.9%	5.6%
Canoeing/ kayaking	4.7%	3.8%	0.0%	0.0%	7.1%	13.5%
Swimming in the ocean	64.4%	70.4%	43.1%	44.6%	64.4%	60.0%
Snorkeling	30.4%	53.0%	21.6%	47.4%	50.0%	40.0%
Freediving	1.2%	2.2%	2.2%	1.6%	1.0%	0.9%
Windsurfing/ kitesurfing	0.2%	0.3%	0.0%	0.0%	0.0%	0.1%
Jet skiing/ parasailing	2.6%	1.9%	0.0%	0.0%	0.6%	0.2%
Scuba diving	2.5%	2.7%	0.0%	2.9%	3.2%	2.2%
Fishing	2.1%	2.5%	2.2%	0.0%	4.1%	2.6%
Golf	3.7%	8.5%	0.0%	7.7%	7.4%	7.7%

ACTIVITIES - RECREATION - U.S. EAST

	2017	2018	2019	2020	2021	2022
TOTAL	96.0%	96.2%	96.3%	92.9%	97.7%	97.7%
Beach/ sunbathing	84.8%	83.8%	83.0%	81.5%	89.7%	87.3%
Bodyboarding	13.8%	11.3%	10.4%	8.7%	9.2%	7.9%
Stand up paddle boarding	*	*	*	6.6%	6.6%	5.1%
Surfing	7.8%	6.5%	6.3%	8.5%	9.0%	7.4%
Canoeing/ kayaking	9.1%	7.6%	7.4%	7.3%	8.5%	6.8%
Swimming in the ocean	NA	65.1%	65.4%	62.3%	72.1%	68.1%
Snorkeling	NA	42.9%	43.4%	39.8%	49.5%	44.1%
Freediving	NA	NA	NA	1.8%	1.7%	1.6%
Windsurfing/ kitesurfing	0.4%	0.3%	0.3%	0.4%	0.2%	0.2%
Jet skiing/ parasailing	3.0%	1.8%	1.8%	1.5%	2.6%	2.0%
Scuba diving	4.0%	3.2%	3.4%	3.8%	3.5%	2.8%
Fishing	2.9%	3.1%	3.5%	3.6%	3.4%	2.9%
Golf	6.7%	6.7%	6.4%	7.4%	7.5%	6.8%

* Combined with bodyboarding

ACTIVITIES - RECREATION - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.7%	98.1%	87.9%	95.2%	97.7%	96.6%
Running/ jogging/ fitness walking	24.6%	29.1%	19.0%	12.3%	24.5%	24.7%
Cycling	2.1%	3.7%	2.5%	6.1%	2.3%	3.7%
Spa	8.1%	11.3%	0.0%	7.7%	7.4%	6.8%
Hiking	45.3%	51.0%	42.9%	35.4%	59.9%	57.5%
Backpacking/ camping	1.3%	1.2%	0.0%	0.0%	2.6%	2.4%
Agritourism	14.6%	11.9%	14.1%	7.7%	21.4%	9.7%
Sports event or tournament	1.9%	1.2%	0.0%	0.0%	2.3%	0.6%
Parks/ botanical gardens	40.0%	36.3%	21.4%	20.1%	49.3%	38.9%
Waterparks	1.6%	0.7%	0.0%	0.0%	1.2%	0.7%
Mountain tubing/ waterfall rappel	0.5%	1.1%	2.5%	0.0%	0.2%	7.8%
Zip lining	2.8%	6.1%	0.0%	0.0%	5.0%	3.7%
Skydiving	0.7%	0.1%	2.2%	0.0%	0.3%	0.1%
All terrain vehicle (ATV)	4.8%	2.6%	0.0%	3.0%	2.4%	5.6%
Horseback riding	1.6%	1.3%	2.5%	1.6%	1.9%	1.6%

ACTIVITIES – RECREATION – U.S. EAST

	2017	2018	2019	2020	2021	2022
TOTAL	96.0%	96.2%	96.3%	92.9%	97.7%	97.7%
Running/ jogging/ fitness walking	36.3%	28.5%	24.5%	35.5%	31.9%	27.6%
Cycling	NA	NA	NA	NA	NA	3.1%
Spa	11.6%	9.9%	10.0%	6.9%	9.8%	9.5%
Hiking	33.8%	36.0%	51.3%	49.1%	56.0%	52.9%
Backpacking/ camping	*	*	2.3%	2.6%	2.1%	1.8%
Agritourism	13.1%	17.1%	16.1%	10.8%	13.5%	15.5%
Sports event or tournament	2.3%	2.2%	2.9%	1.0%	0.6%	1.8%
Parks/ botanical gardens	47.6%	45.3%	43.0%	34.6%	41.8%	42.8%
Waterparks	NA	1.2%	1.3%	1.1%	1.2%	1.3%
Mountain tubing/ waterfall rappel	NA	1.7%	2.1%	1.3%	1.6%	1.9%
Zip lining	NA	5.9%	5.6%	3.0%	4.9%	4.7%
Skydiving	NA	0.5%	0.6%	0.4%	0.7%	0.4%
All terrain vehicle (ATV)	NA	3.8%	3.5%	4.0%	5.4%	4.4%
Horseback riding	NA	2.3%	2.5%	2.1%	2.8%	1.8%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.9%	99.2%	81.0%	82.8%	98.1%	96.9%
Lunch/ sunset/ dinner/ evening cruise	24.6%	30.4%	9.6%	22.6%	20.5%	26.6%
Live music/ stage show	34.4%	35.3%	19.2%	7.7%	27.5%	25.2%
Nightclub/ dancing/ bar/ karaoke	9.5%	4.9%	4.9%	1.5%	5.4%	3.5%
Fine dining	46.6%	58.1%	17.0%	27.8%	41.3%	48.5%
Family restaurant	58.2%	58.5%	33.7%	18.5%	62.4%	54.7%
Fast food	41.9%	27.9%	17.0%	1.6%	26.8%	22.5%
Food truck	45.7%	46.7%	28.8%	4.4%	25.6%	39.8%
Café/ coffee house	46.2%	46.3%	31.5%	16.8%	51.0%	44.5%
Ethnic dining	33.9%	27.0%	14.3%	4.5%	28.4%	23.8%
Farm to table cuisine	12.9%	23.7%	12.1%	13.6%	19.8%	20.6%
Prepared own meal	26.2%	44.7%	42.9%	17.0%	49.2%	45.5%

ACTIVITIES - ENTERTAINMENT & DINING - U.S. EAST

	2017	2018	2019	2020	2021	2022
TOTAL	97.9%	97.7%	97.3%	96.9%	99.0%	98.8%
Lunch/ sunset/ dinner/ evening cruise	33.2%	26.1%	26.2%	20.7%	27.2%	27.9%
Live music/ stage show	39.6%	37.3%	35.9%	17.2%	28.4%	35.4%
Nightclub/ dancing/ bar/ karaoke	10.6%	10.0%	9.1%	6.0%	6.3%	7.3%
Fine dining	58.2%	55.7%	53.8%	44.0%	55.2%	51.6%
Family restaurant	65.8%	58.3%	58.4%	52.7%	57.9%	60.5%
Fast food	34.9%	35.7%	35.2%	39.8%	40.5%	34.7%
Food truck	NA	31.2%	31.4%	37.3%	44.3%	44.0%
Café/ coffee house	44.8%	43.9%	43.1%	40.3%	48.6%	48.9%
Ethnic dining	36.1%	34.0%	34.3%	27.0%	31.2%	31.9%
Farm to table cuisine	NA	NA	NA	NA	NA	19.2%
Prepared own meal	40.6%	43.6%	42.2%	55.9%	48.2%	40.7%

ACTIVITIES - SHOPPING - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.7%	97.5%	83.5%	65.9%	95.1%	93.0%
Malls/ department stores	50.2%	38.9%	6.9%	0.0%	22.6%	18.7%
Designer boutiques	18.2%	22.9%	2.5%	2.9%	14.0%	16.9%
Hotel/ resort stores	44.6%	38.1%	12.3%	13.8%	35.7%	24.9%
Swap meet/ flea market	16.7%	14.0%	4.9%	0.0%	10.7%	6.3%
Discount/ outlet stores	14.8%	18.0%	4.9%	1.5%	8.5%	11.9%
Supermarkets	38.1%	65.8%	33.9%	20.3%	63.8%	59.9%
Farmer's market	22.4%	27.7%	31.2%	0.0%	47.8%	35.0%
Convenience stores	56.9%	48.1%	16.7%	13.8%	43.4%	37.9%
Duty free stores	6.6%	4.0%	0.0%	1.5%	1.8%	1.2%
Hawai'i made products	45.1%	49.7%	38.2%	10.6%	48.2%	46.9%
Local shops and artisans	51.3%	67.3%	55.1%	42.5%	63.6%	68.2%

ACTIVITIES - SHOPPING - U.S. EAST

	2017	2018	2019	2020	2021	2022
TOTAL	95.9%	95.9%	95.4%	91.9%	96.7%	97.0%
Malls/ department stores	44.3%	43.1%	40.4%	36.5%	40.4%	40.8%
Designer boutiques	23.1%	18.6%	18.1%	15.3%	18.9%	19.7%
Hotel/ resort stores	39.5%	39.2%	37.9%	25.5%	37.7%	40.9%
Swap meet/ flea market	18.2%	15.6%	14.8%	11.8%	15.1%	14.7%
Discount/ outlet stores	19.1%	17.8%	16.2%	14.2%	14.6%	15.4%
Supermarkets	51.4%	59.2%	58.6%	62.8%	63.7%	56.2%
Farmer's market	28.2%	31.2%	30.3%	26.9%	31.8%	32.5%
Convenience stores	44.6%	48.1%	48.0%	45.4%	53.3%	51.8%
Duty free stores	4.1%	4.6%	4.4%	2.8%	3.3%	4.7%
Hawai'i made products	NA	NA	NA	NA	NA	49.4%
Local shops and artisans	67.6%	67.0%	66.9%	56.7%	66.0%	62.6%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	82.9%	74.1%	66.7%	33.6%	77.4%	64.6%
Historic military sites and museums	51.8%	6.3%	14.3%	2.9%	15.9%	6.4%
Historic Hawaiian sites and museums	35.2%	27.5%	50.9%	12.3%	47.8%	29.6%
Other historical sites, museums, and homes	14.8%	10.8%	16.5%	4.8%	16.6%	11.2%
Art museums	3.9%	2.7%	2.5%	0.0%	2.6%	1.9%
Art galleries and exhibitions	5.3%	15.9%	4.9%	4.5%	11.1%	10.3%
Lū'au/ Polynesian show/ hula show	42.0%	41.8%	9.4%	8.8%	32.1%	29.1%
Lesson ex. ukulele, hula, canoe, lei making	7.2%	4.6%	2.2%	3.0%	4.5%	3.3%
Play/ concert/ theatre	2.6%	1.8%	0.0%	0.0%	1.7%	0.4%
Art/ craft fair	5.6%	12.8%	4.9%	1.6%	10.4%	12.4%
Festival/ event	4.8%	2.5%	2.2%	4.8%	3.4%	3.0%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. EAST

	2017	2018	2019	2020	2021	2022
TOTAL	81.3%	77.1%	75.6%	57.8%	71.5%	78.8%
Historic military sites and museums	42.9%	28.3%	27.2%	23.4%	27.4%	29.0%
Historic Hawaiian sites and museums	NA	NA	NA	NA	34.3%	36.6%
Other historical sites, museums, and homes	34.7%	31.4%	31.1%	23.9%	13.1%	14.6%
Art museums	*	*	*	*	2.5%	3.3%
Art galleries and exhibitions	*	*	*	*	9.1%	10.6%
Lū'au/ Polynesian show/ hula show	47.6%	42.0%	41.3%	16.1%	31.7%	42.2%
Lesson ex. ukulele, hula, canoe, lei making	6.3%	8.5%	8.1%	3.8%	4.4%	6.1%
Play/ concert/ theatre	4.7%	5.1%	4.3%	1.8%	1.4%	2.1%
Art/ craft fair	12.8%	13.5%	11.9%	7.0%	7.6%	10.3%
Festival/ event	9.8%	5.3%	5.2%	5.0%	2.2%	4.2%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	91.4%	96.3%	79.0%	61.6%	94.2%	96.6%
Airport shuttle	16.6%	10.3%	9.2%	12.0%	14.0%	12.9%
Trolley	4.0%	4.4%	0.0%	0.0%	2.4%	0.5%
Public bus	8.0%	1.6%	0.0%	0.0%	1.8%	1.6%
Tour bus/ tour van	18.6%	11.0%	4.9%	16.8%	12.5%	11.2%
Taxi/ limo	14.3%	5.6%	4.7%	18.5%	6.6%	5.1%
Rental car	55.4%	82.6%	55.3%	20.3%	79.4%	75.9%
Ride share	30.2%	13.7%	2.2%	4.6%	9.8%	6.9%
Car share	5.5%	4.5%	9.6%	0.0%	6.0%	8.2%
Bicycle rental	1.9%	2.0%	0.0%	1.6%	1.1%	3.9%

ACTIVITIES - TRANSPORTATION - U.S. EAST

	2017	2018	2019	2020	2021	2022
TOTAL	95.0%	92.4%	93.2%	81.2%	91.9%	93.7%
Airport shuttle	26.3%	20.2%	17.6%	10.2%	15.6%	14.9%
Trolley	4.5%	3.4%	3.7%	1.7%	2.1%	3.6%
Public bus	7.5%	5.7%	4.8%	3.4%	5.4%	4.7%
Tour bus/ tour van	20.6%	18.0%	18.6%	7.8%	11.2%	15.1%
Taxi/ limo	20.1%	12.4%	10.0%	7.1%	13.1%	10.3%
Rental car	75.3%	74.2%	74.4%	66.1%	75.3%	70.9%
Ride share	NA	14.9%	18.3%	16.5%	19.4%	20.4%
Car share	NA	NA	NA	NA	NA	5.9%
Bicycle rental	NA	2.2%	2.3%	2.5%	3.7%	2.3%

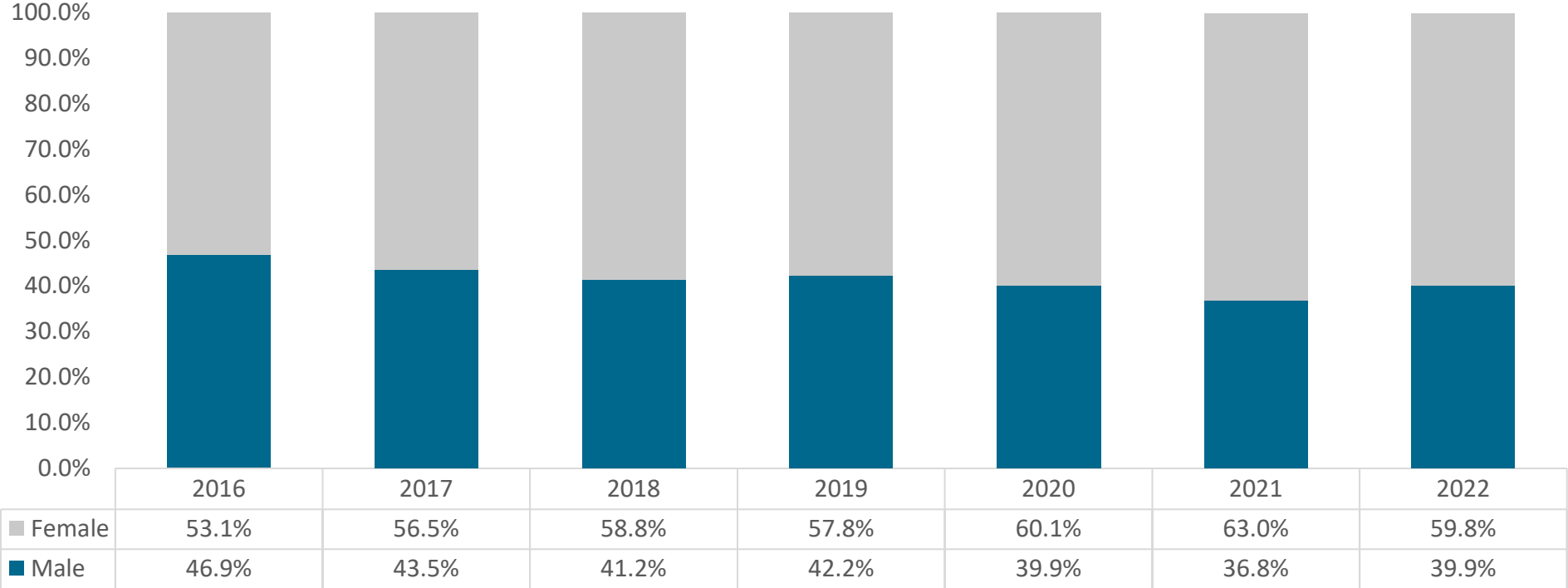
ACTIVITIES - OTHER - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	34.1%	19.4%	23.9%	0.0%	25.7%	16.4%
Visiting friends and family	32.0%	16.4%	14.3%	0.0%	23.9%	14.8%
Giving back to the local community	2.9%	3.4%	11.8%	0.0%	3.0%	2.6%

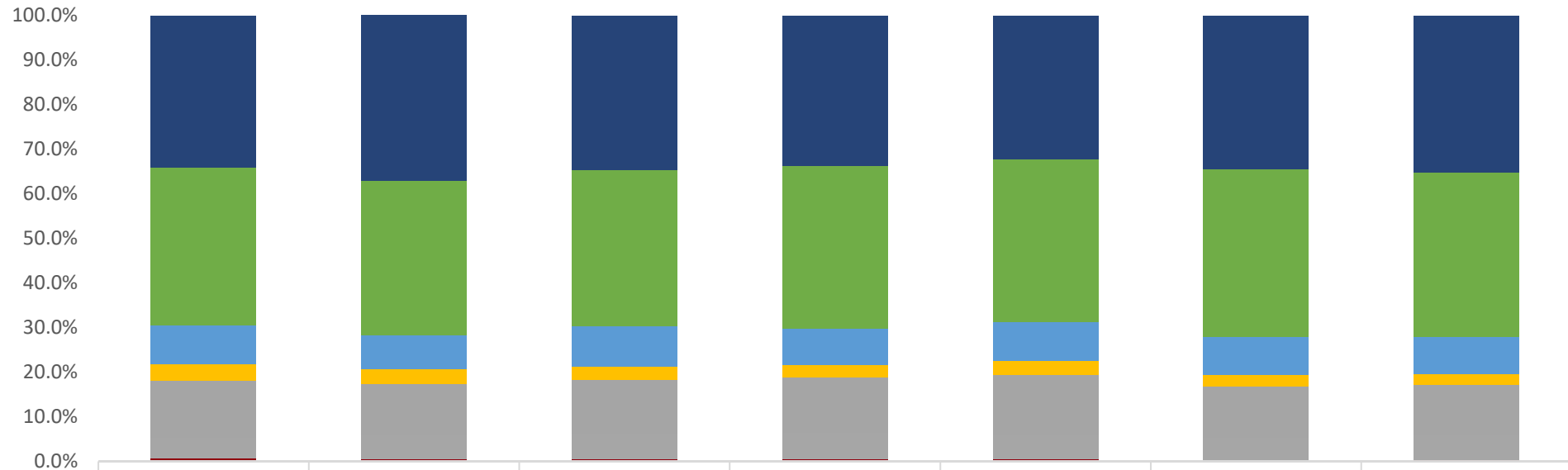
ACTIVITIES - OTHER - U.S. EAST

	2018	2019	2020	2021	2022
TOTAL	26.4%	25.2%	39.8%	28.2%	28.5%
Visiting friends and family	25.6%	24.4%	39.2%	27.3%	26.0%
Giving back to the local community	1.3%	1.1%	1.1%	1.5%	3.3%

VISITOR PROFILE - GENDER - U.S. EAST

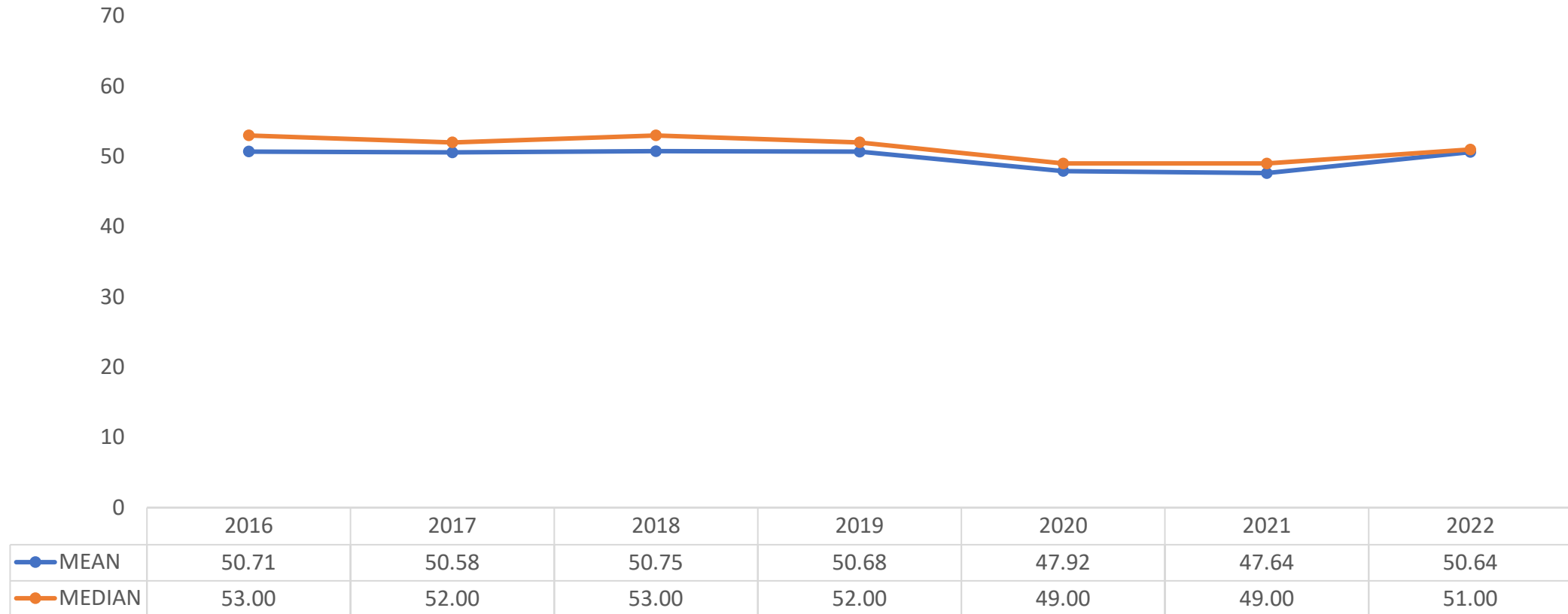


VISITOR PROFILE - EDUCATION - U.S. EAST

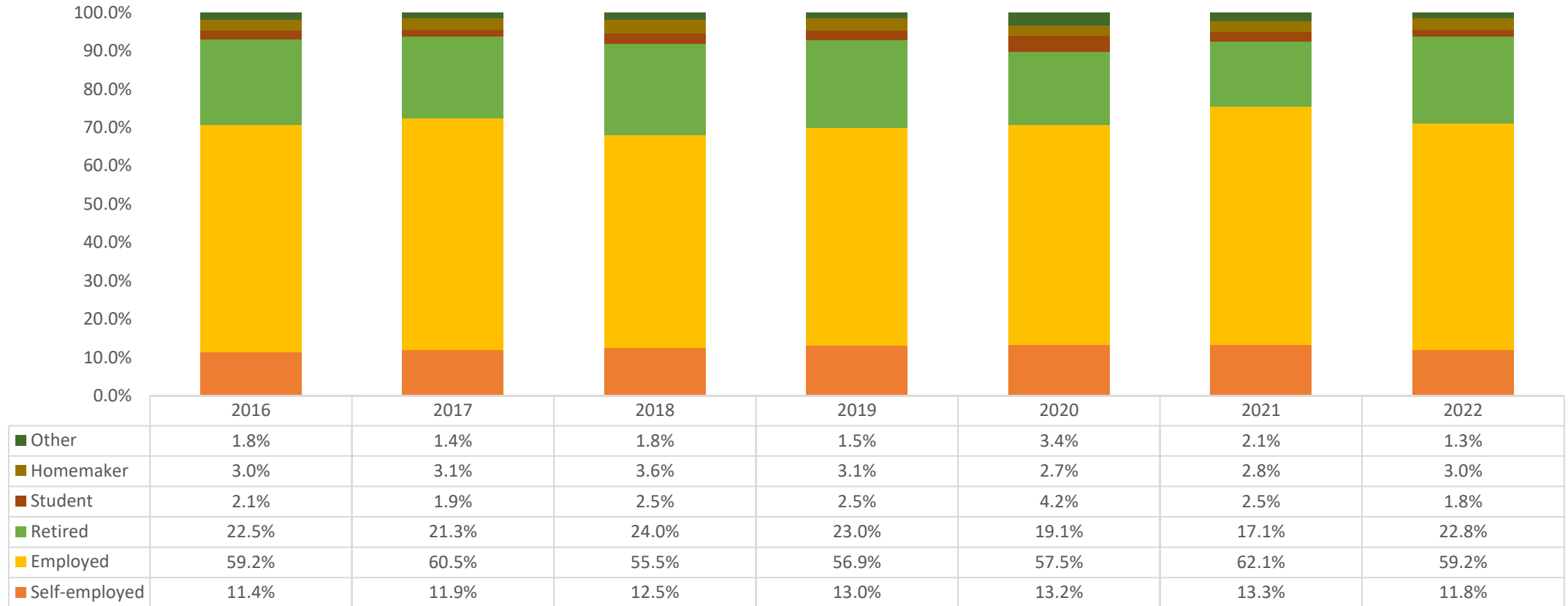


	2016	2017	2018	2019	2020	2021	2022
■ Post-Graduate	34.2%	37.1%	34.8%	33.8%	32.4%	34.6%	35.4%
■ College Grad	35.3%	34.8%	34.9%	36.4%	36.4%	37.5%	36.8%
■ Associate Degree	8.8%	7.6%	9.2%	8.3%	8.9%	8.5%	8.3%
■ Vocational/ Tech	3.6%	3.2%	2.8%	2.7%	3.0%	2.5%	2.4%
■ Some College	12.7%	11.6%	12.2%	12.4%	13.4%	11.6%	11.3%
■ H.S. Grad	4.8%	5.3%	5.6%	5.9%	5.5%	5.1%	5.6%
■ Some / No H.S.	0.6%	0.5%	0.5%	0.5%	0.5%	0.2%	0.3%

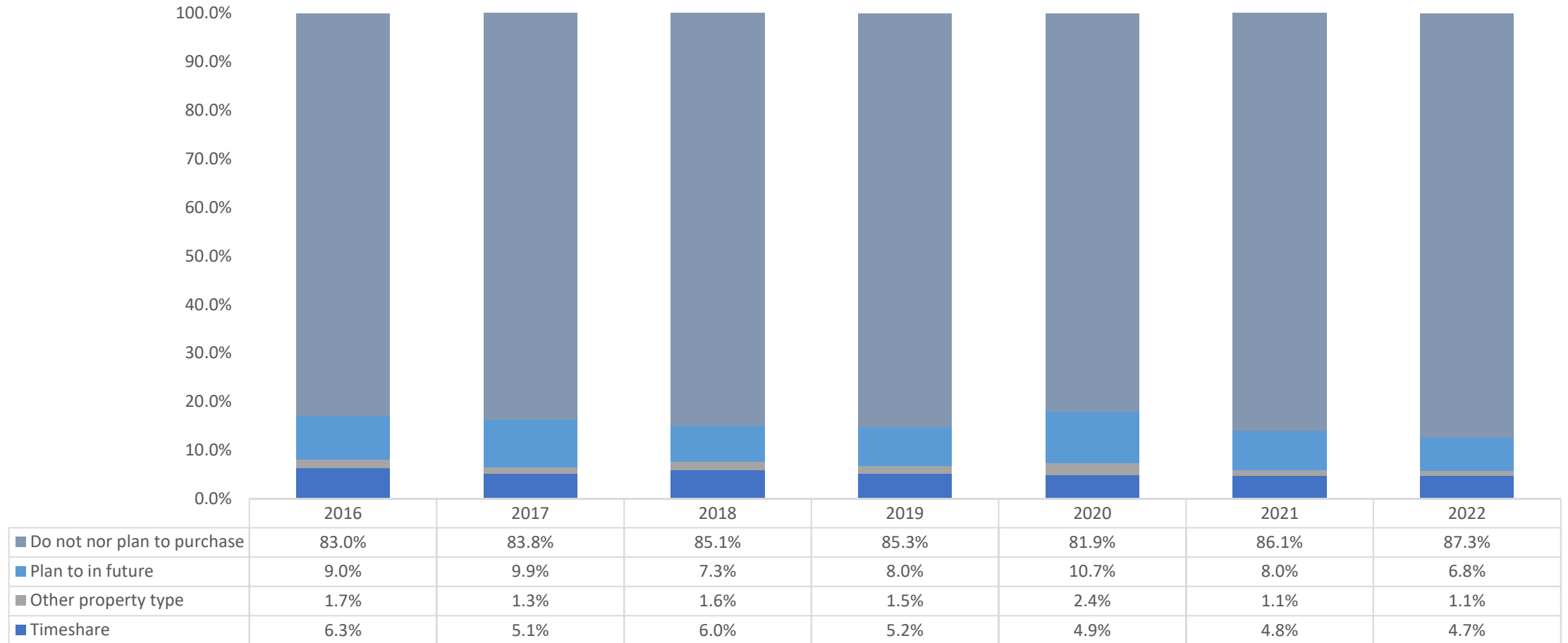
VISITOR PROFILE - AGE - U.S. EAST



VISITOR PROFILE - EMPLOYMENT STATUS - U.S. EAST



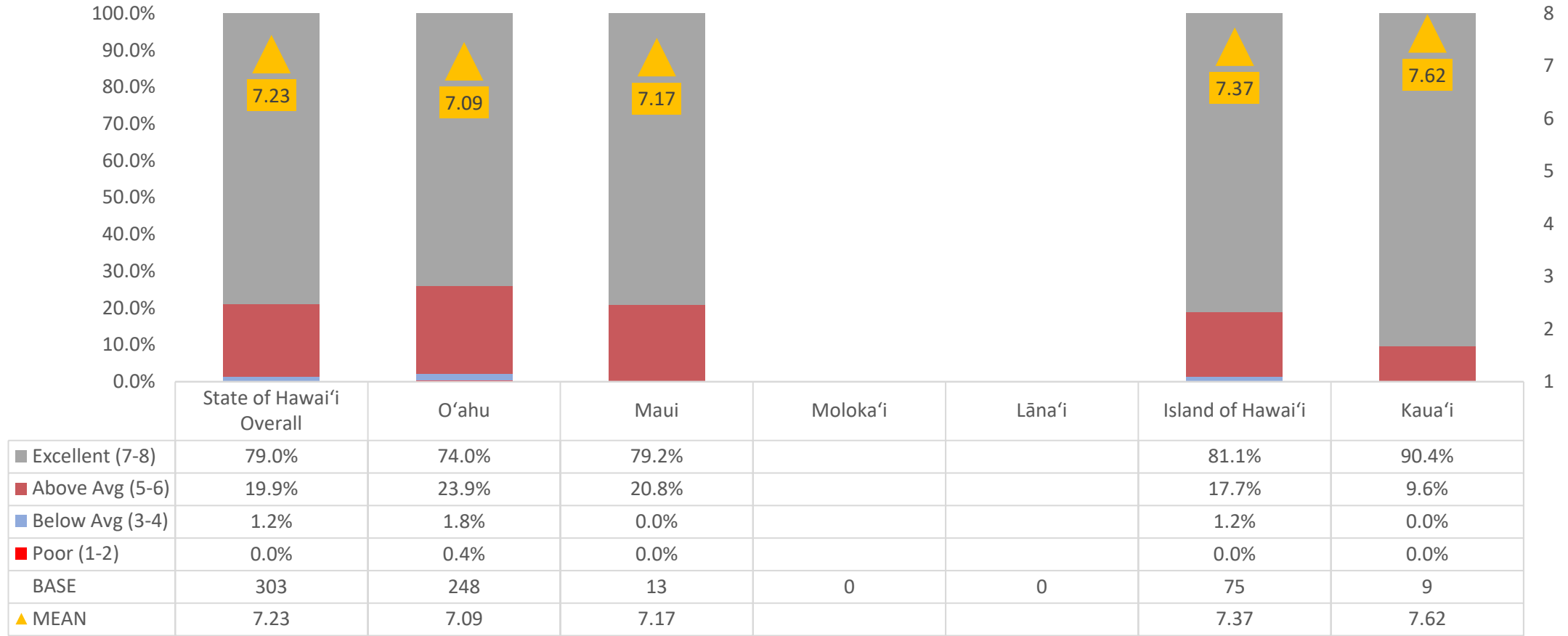
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - U.S. EAST



Section 15 – Japan

OVERALL SATISFACTION - MOST RECENT TRIP - JAPAN

8-pt Rating Scale
8=Excellent / 1=Poor



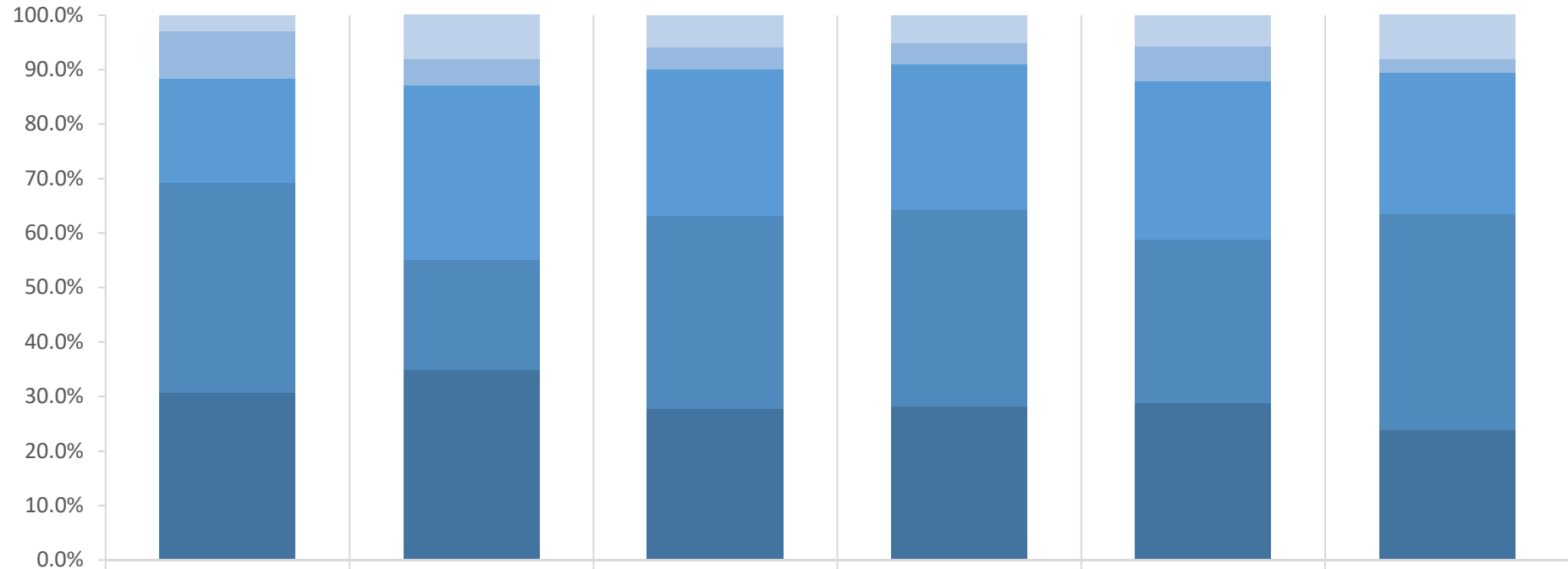
PRIMARY PURPOSE OF TRIP - JAPAN

	2018	2019	2020	2022
Vacation	65.4%	68.1%	68.8%	63.1%
Visit friends/ relatives	1.2%	1.0%	2.1%	9.0%
Honeymoon	10.2%	10.1%	14.0%	4.9%
Layover/ break up long flight	0.4%	0.2%	0.2%	4.5%
Corporate meeting	0.0%	0.0%	0.9%	3.6%
Other business	2.4%	2.3%	1.5%	2.7%
Incentive trip	0.9%	1.0%	3.7%	1.0%
Wedding/ vow renewal	4.5%	3.7%	1.3%	1.6%
Anniversary/ birthday	3.6%	2.1%	0.4%	0.9%
Get married	2.6%	2.4%	2.8%	0.6%
Vacation home/ timeshare	1.9%	2.3%	0.0%	0.0%

PRIMARY + SECONDARY PURPOSE OF TRIP - JAPAN

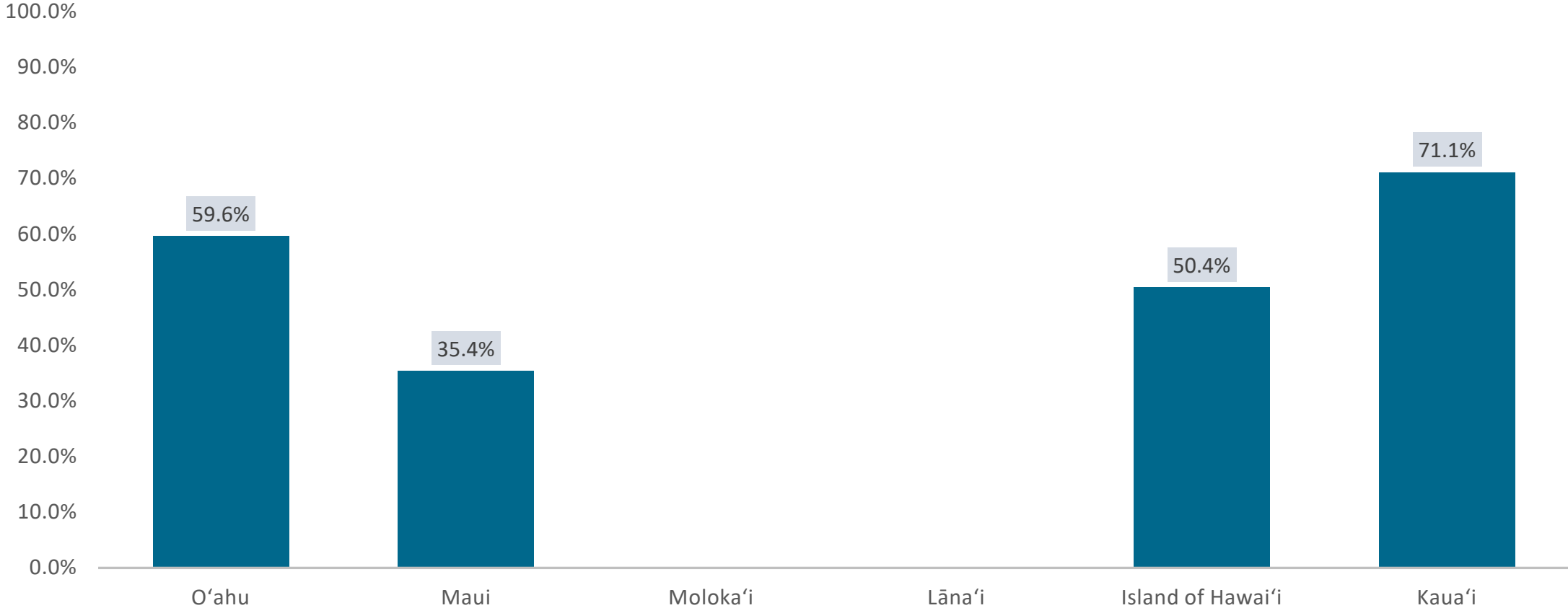
	2018	2019	2020	2022
Vacation	86.0%	87.7%	82.3%	81.8%
Visit friends/ relatives	4.7%	3.6%	5.7%	21.6%
Corporate meeting	0.0%	0.0%	2.2%	6.2%
Honeymoon	12.9%	12.5%	16.1%	5.2%
Layover/ break up long flight	0.0%	0.5%	0.2%	4.8%
Other business	3.3%	3.2%	2.1%	4.2%
Sports event	0.0%	0.0%	1.8%	3.0%
Convention/ conference	0.0%	1.1%	1.2%	2.8%
Incentive trip	2.0%	2.1%	7.6%	2.2%
Attend wedding/ vow renewal	5.2%	4.1%	1.3%	1.6%
Get married	3.5%	3.3%	4.6%	0.9%
Anniversary/ birthday	7.2%	6.1%	0.6%	0.9%
Vacation home/ timeshare	4.8%	5.3%	0.0%	0.3%
Family gathering/ reunion	4.4%	4.0%	0.1%	0.0%

VACATION TRIP DESCRIPTION - JAPAN

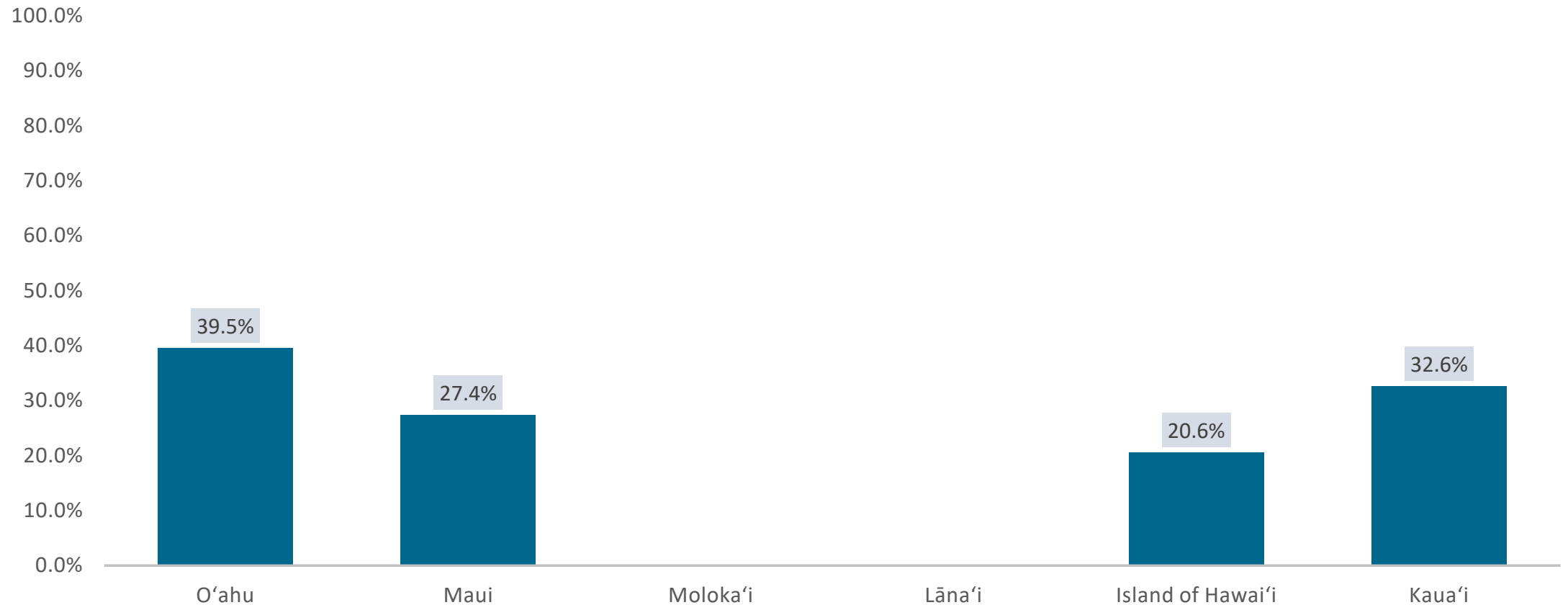


	2016	2017	2018	2019	2020	2022
Other	2.9%	8.2%	5.9%	5.1%	5.7%	8.2%
Once-in-a-lifetime	8.7%	4.8%	4.0%	3.9%	6.5%	2.4%
More special than most trips	19.2%	32.0%	26.9%	26.7%	29.0%	26.1%
Annual/ Semi-annual trip	38.4%	20.2%	35.5%	36.1%	29.9%	39.5%
Special occasion	30.8%	34.9%	27.7%	28.2%	28.9%	23.9%

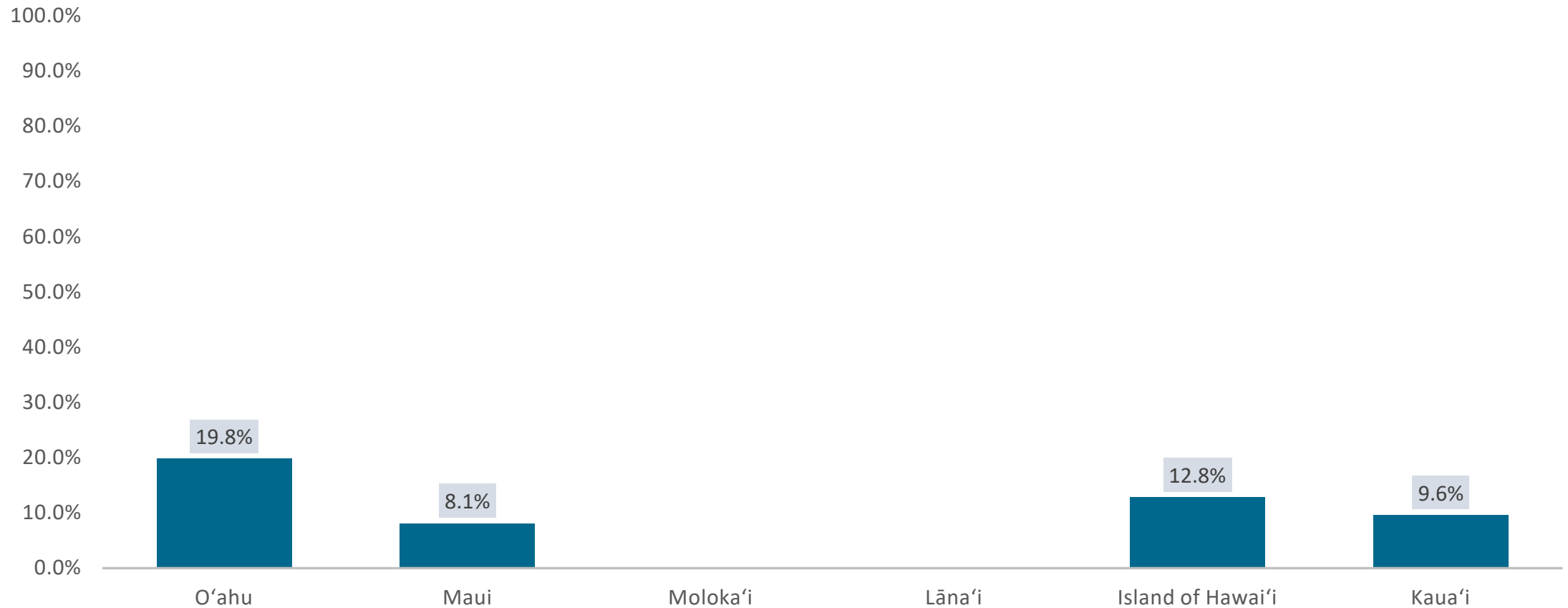
ADVERTISING AWARENESS - JAPAN



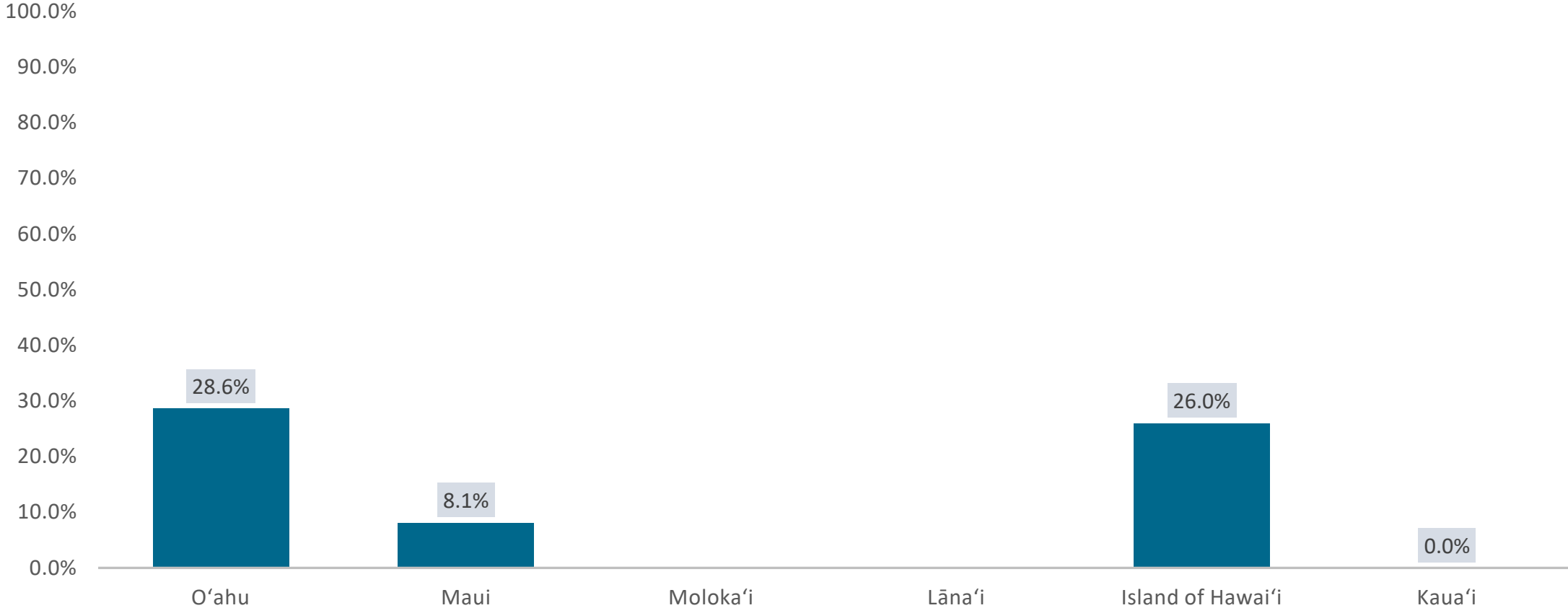
IMPACT OF LOCATION FILMING - JAPAN



IMPACT OF HAWAIIAN MUSIC - JAPAN



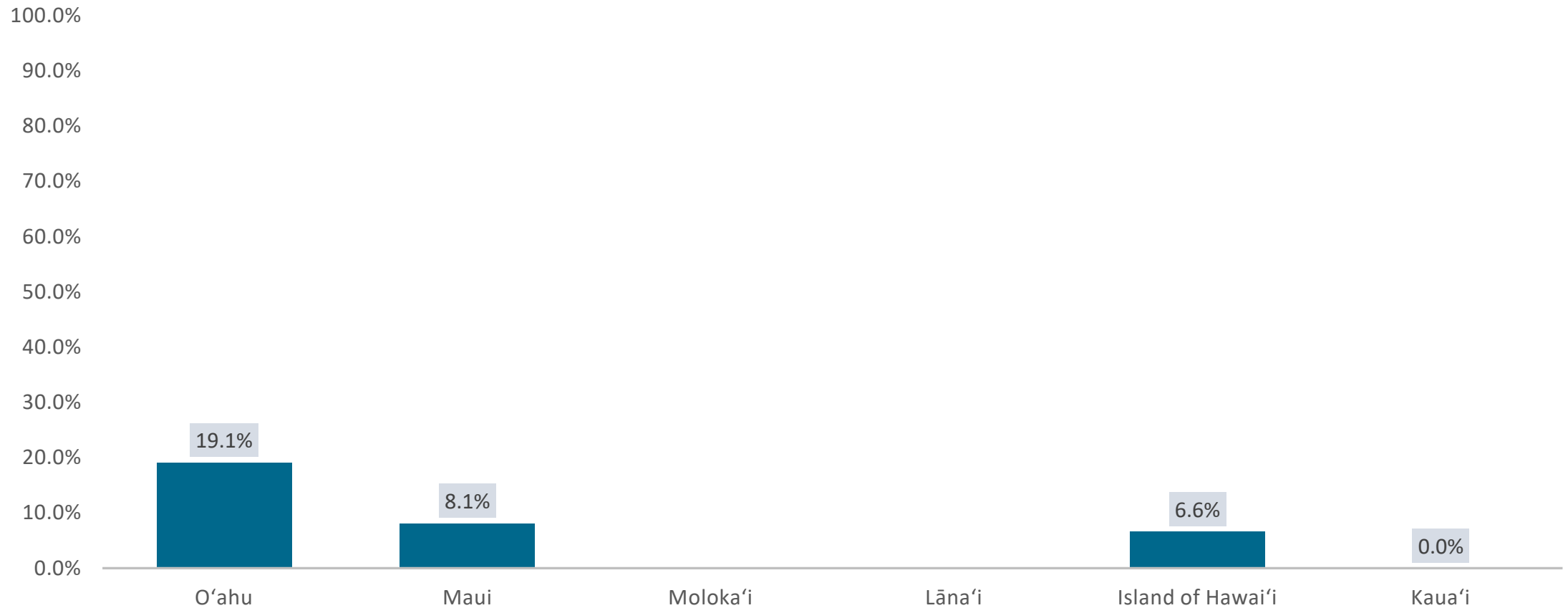
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - JAPAN



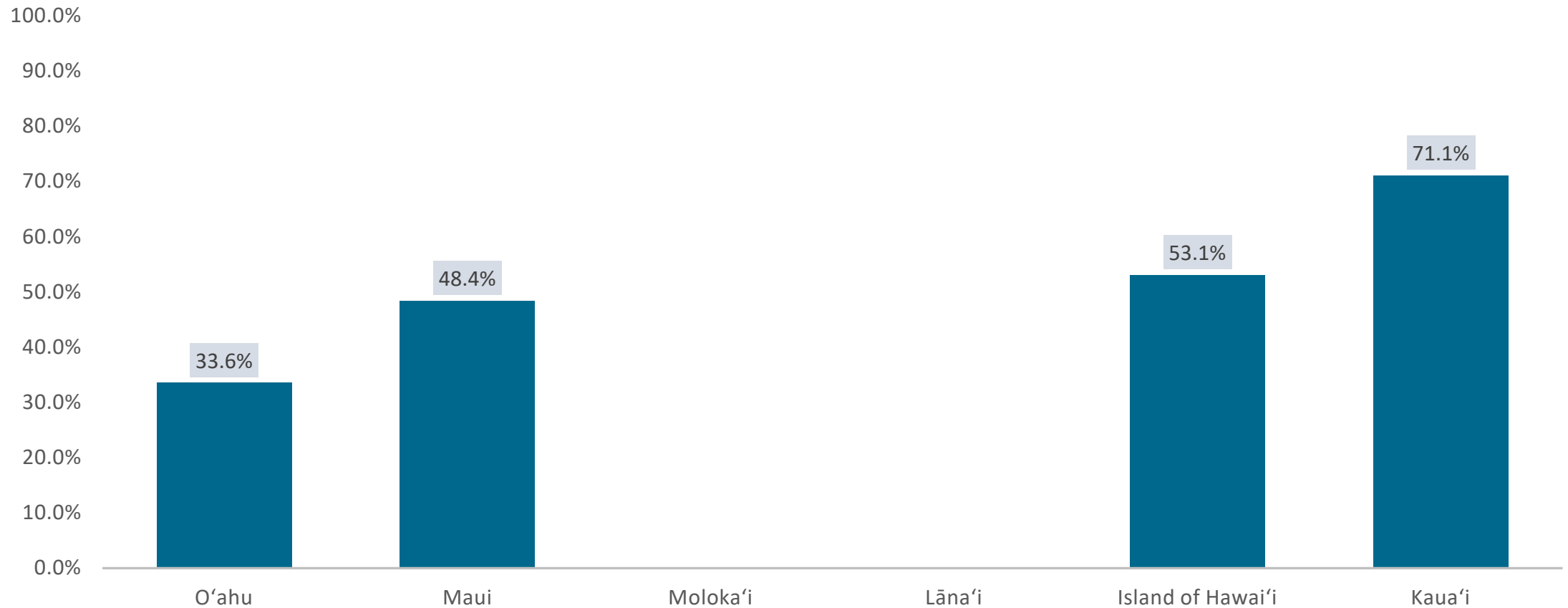
IMPACT OF OUTDOOR/ SPORTING EVENTS - JAPAN



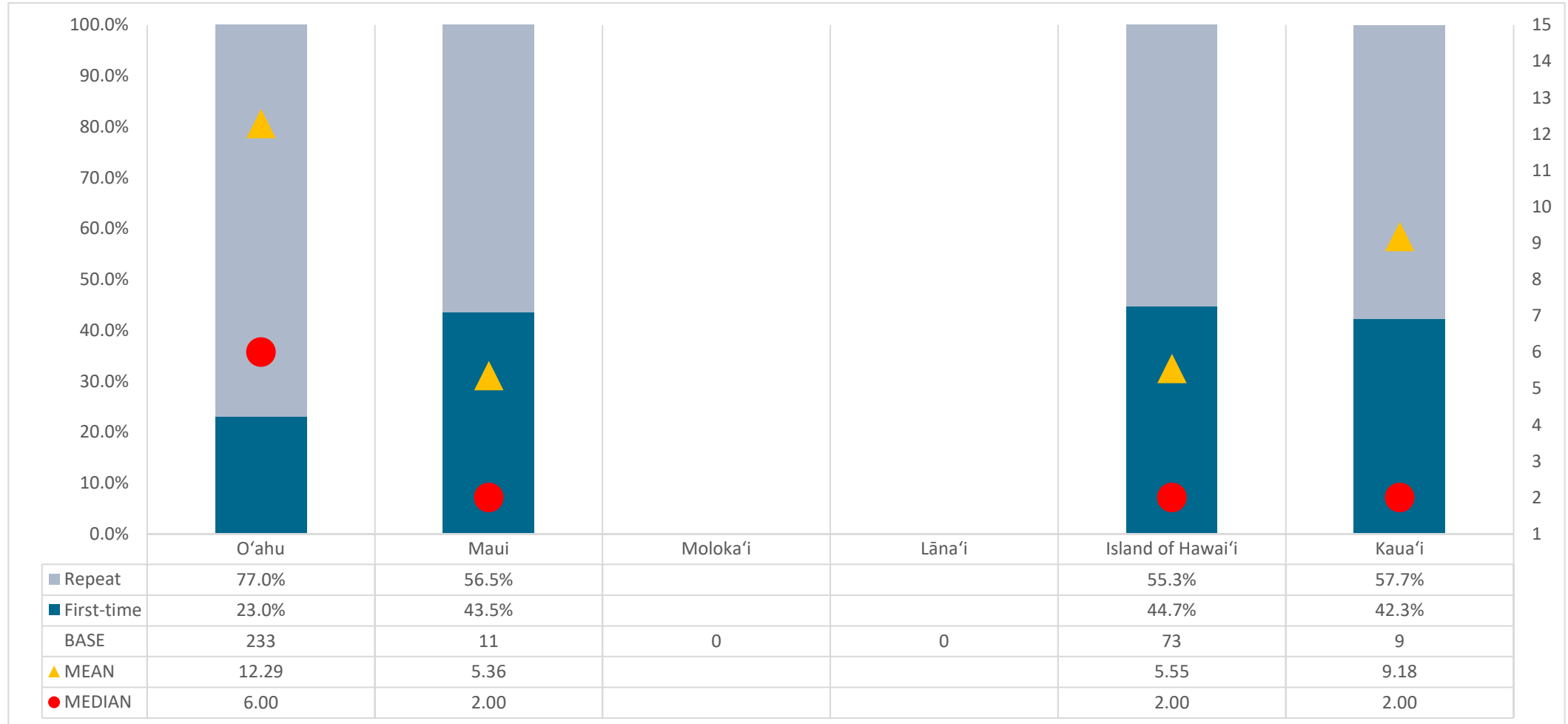
IMPACT OF HAWAIIAN CULTURAL EVENTS - JAPAN



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - JAPAN



1ST TIME VS REPEAT VISITORS - JAPAN

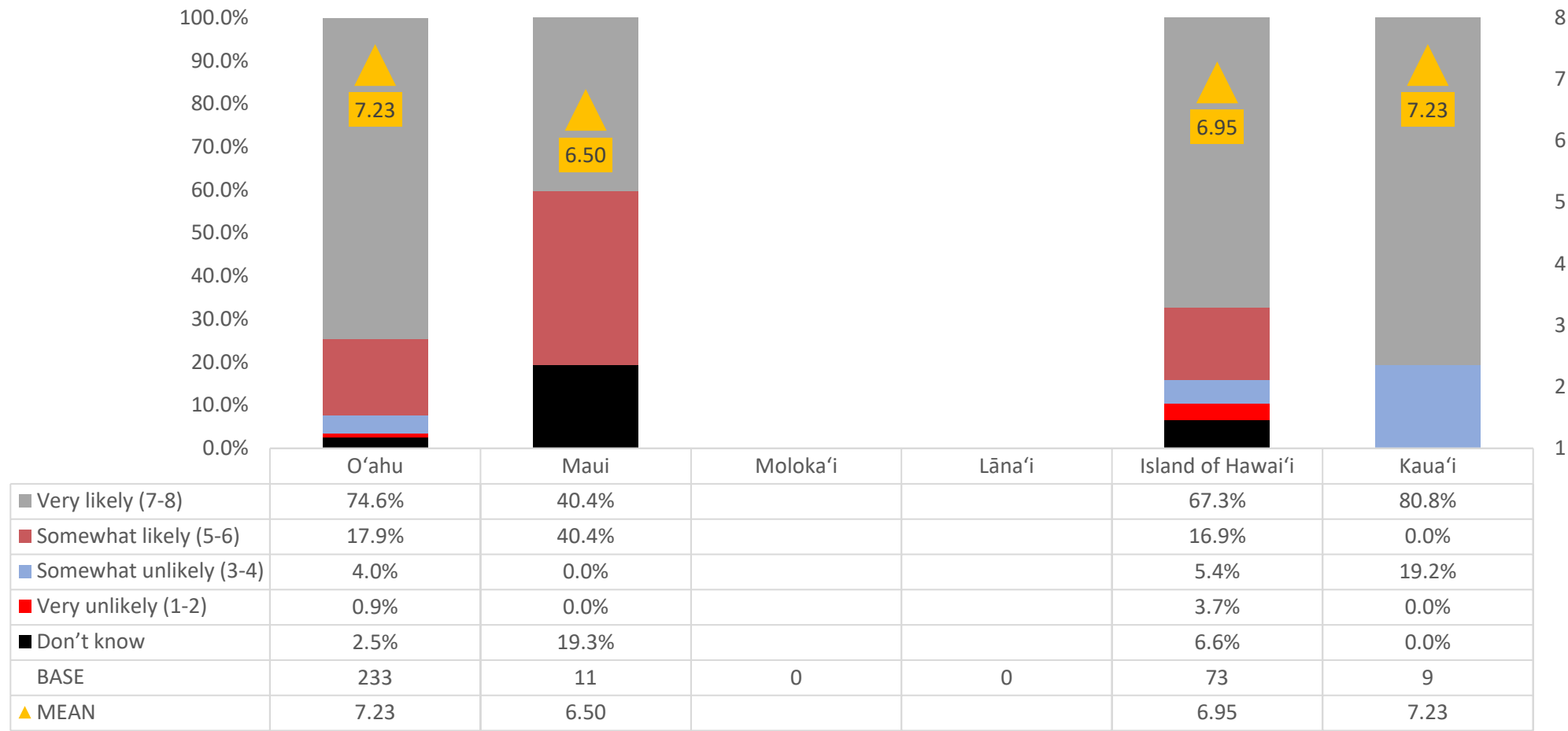


TRAVEL PARTY MEMBERS - JAPAN

	2016	2017	2018	2019	2020	2022
Spouse	65.0%	51.9%	50.6%	56.6%	46.5%	49.0%
Other adult family	31.5%	26.2%	23.8%	23.6%	24.5%	14.0%
Child under 18	17.7%	15.0%	15.9%	17.0%	10.3%	11.0%
Friends/ associates	17.4%	21.7%	21.9%	21.2%	29.8%	16.8%
Alone	4.9%	7.5%	7.1%	5.7%	4.9%	24.1%
Girlfriend/ boyfriend	2.5%	3.8%	6.9%	4.2%	3.9%	2.7%
Same sex partner	0.2%	0.4%	0.3%	0.2%	0.2%	0.0%

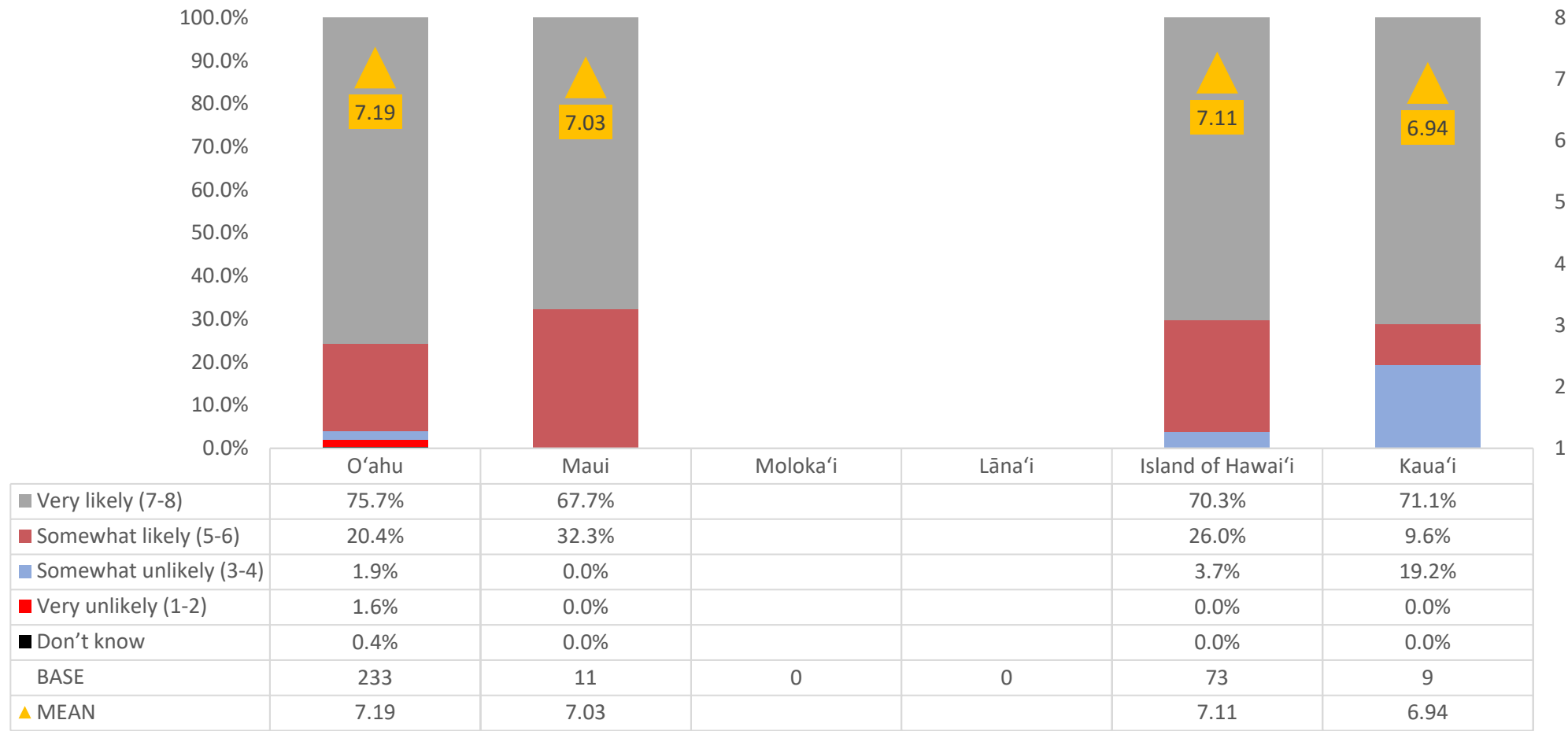
LIKELIHOOD OF RETURN VISIT - JAPAN

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – JAPAN

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	91.3%	100.0%	0.0%	0.0%	95.0%	100.0%
On own (self guided)/ driving around the island	67.2%	48.4%	0.0%	0.0%	85.1%	61.5%
Helicopter ride/ airplane tour	0.4%	0.0%	0.0%	0.0%	1.2%	9.6%
Boat tour/ submarine ride/ whale watching	5.4%	8.1%	0.0%	0.0%	5.5%	23.0%
Visiting towns/ communities	42.9%	67.7%	0.0%	0.0%	41.8%	80.8%
Private limousine/ van tour/ tour bus	7.3%	0.0%	0.0%	0.0%	12.4%	0.0%
Scenic views/ natural landmarks	29.8%	43.5%	0.0%	0.0%	28.4%	42.3%
Movie and TV filming location tours	2.9%	0.0%	0.0%	0.0%	2.5%	0.0%

ACTIVITIES - SIGHTSEEING - JAPAN

	2017	2018	2019	2020	2022
TOTAL	86.1%	95.5%	95.5%	94.0%	93.6%
On own (self guided)/ driving around the island	43.2%	68.8%	65.1%	63.3%	71.1%
Helicopter ride/ airplane tour	1.3%	2.3%	2.2%	1.1%	0.9%
Boat tour/ submarine ride/ whale watching	12.2%	9.7%	10.6%	12.7%	6.4%
Visiting towns/ communities	29.0%	31.2%	32.7%	29.0%	45.2%
Private limousine/ van tour/ tour bus	27.9%	19.5%	23.1%	21.2%	8.5%
Scenic views/ natural landmarks	25.4%	23.3%	20.8%	18.1%	31.6%
Movie and TV filming location tours	6.3%	4.1%	3.9%	4.5%	2.9%

ACTIVITIES - RECREATION - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	92.9%	100.0%	0.0%	0.0%	96.3%	90.4%
Beach/ sunbathing	70.3%	75.8%	0.0%	0.0%	68.9%	71.1%
Bodyboarding	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%
Stand up paddle boarding	0.9%	8.1%	0.0%	0.0%	4.2%	9.6%
Surfing	4.5%	16.1%	0.0%	0.0%	2.5%	0.0%
Canoeing/ kayaking	0.4%	0.0%	0.0%	0.0%	3.0%	0.0%
Swimming in the ocean	34.8%	32.3%	0.0%	0.0%	28.8%	51.9%
Snorkeling	7.6%	8.1%	0.0%	0.0%	22.1%	19.2%
Freediving	0.0%	8.1%	0.0%	0.0%	1.2%	0.0%
Windsurfing/ kitesurfing	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba diving	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Fishing	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%
Golf	8.3%	8.1%	0.0%	0.0%	30.4%	0.0%

ACTIVITIES - RECREATION - JAPAN

	2017	2018	2019	2020	2022
TOTAL	88.5%	96.2%	96.0%	94.3%	93.9%
Beach/ sunbathing	68.3%	73.1%	71.6%	69.3%	71.9%
Bodyboarding	5.0%	3.7%	3.5%	1.5%	1.2%
Stand up paddle boarding	*	*	*	1.5%	2.3%
Surfing	3.7%	3.6%	2.5%	2.9%	4.1%
Canoeing/ kayaking	2.8%	2.1%	2.7%	2.1%	1.0%
Swimming in the ocean	NA	38.4%	34.2%	29.8%	34.7%
Snorkeling	NA	17.2%	19.3%	14.3%	11.9%
Freediving	NA	NA	NA	0.5%	0.6%
Windsurfing/ kitesurfing	0.5%	0.2%	0.2%	0.2%	0.7%
Jet skiing/ parasailing	3.7%	2.9%	2.4%	2.9%	0.0%
Scuba diving	3.0%	2.2%	1.7%	1.9%	0.3%
Fishing	1.2%	1.5%	0.8%	0.4%	0.3%
Golf	5.4%	7.5%	7.3%	6.9%	13.8%

* Combined with bodyboarding

ACTIVITIES - RECREATION - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	92.9%	100.0%	0.0%	0.0%	96.3%	90.4%
Running/ jogging/ fitness walking	29.9%	19.3%	0.0%	0.0%	20.4%	19.2%
Cycling	5.7%	19.3%	0.0%	0.0%	3.0%	0.0%
Spa	10.3%	19.3%	0.0%	0.0%	0.0%	0.0%
Hiking	18.6%	35.4%	0.0%	0.0%	31.3%	32.6%
Backpacking/ camping	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Agritourism	4.7%	16.1%	0.0%	0.0%	22.1%	19.2%
Sports event or tournament	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Parks/ botanical gardens	23.4%	24.2%	0.0%	0.0%	28.8%	51.9%
Waterparks	1.7%	0.0%	0.0%	0.0%	3.7%	0.0%
Mountain tubing/ waterfall rappel	1.7%	0.0%	0.0%	0.0%	1.2%	0.0%
Zip lining	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Skydiving	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
All terrain vehicle (ATV)	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Horseback riding	0.4%	0.0%	0.0%	0.0%	5.0%	0.0%

ACTIVITIES - RECREATION - JAPAN

	2017	2018	2019	2020	2022
TOTAL	88.5%	96.2%	96.0%	94.3%	93.9%
Running/ jogging/ fitness walking	14.9%	14.7%	12.0%	16.9%	28.2%
Cycling	NA	NA	NA	NA	5.8%
Spa	6.9%	6.5%	6.9%	6.8%	8.6%
Hiking	7.1%	7.4%	18.2%	18.4%	22.8%
Backpacking/ camping	*	*	0.2%	0.2%	0.3%
Agritourism	2.7%	12.2%	14.2%	11.5%	9.0%
Sports event or tournament	1.9%	1.8%	1.8%	1.3%	2.9%
Parks/ botanical gardens	20.1%	24.0%	21.3%	16.7%	25.8%
Waterparks	NA	3.5%	2.6%	1.8%	2.2%
Mountain tubing/ waterfall rappel	NA	0.7%	0.5%	0.5%	1.6%
Zip lining	NA	0.7%	1.1%	0.9%	0.3%
Skydiving	NA	0.8%	0.7%	1.1%	1.4%
All terrain vehicle (ATV)	NA	1.1%	1.0%	1.2%	0.3%
Horseback riding	NA	5.0%	4.3%	3.0%	1.5%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.5%	100.0%	0.0%	0.0%	96.3%	100.0%
Lunch/ sunset/ dinner/ evening cruise	8.4%	8.1%	0.0%	0.0%	7.2%	0.0%
Live music/ stage show	18.4%	27.4%	0.0%	0.0%	18.4%	9.6%
Nightclub/ dancing/ bar/ karaoke	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Fine dining	40.4%	35.4%	0.0%	0.0%	15.4%	19.2%
Family restaurant	24.9%	32.3%	0.0%	0.0%	24.6%	32.6%
Fast food	50.0%	32.3%	0.0%	0.0%	29.6%	28.9%
Food truck	30.7%	40.4%	0.0%	0.0%	12.4%	9.6%
Café/ coffee house	57.9%	75.8%	0.0%	0.0%	46.0%	48.1%
Ethnic dining	13.8%	16.1%	0.0%	0.0%	7.5%	9.6%
Farm to table cuisine	18.2%	8.1%	0.0%	0.0%	15.4%	19.2%
Prepared own meal	37.8%	24.2%	0.0%	0.0%	58.0%	38.5%

ACTIVITIES - ENTERTAINMENT & DINING - JAPAN

	2017	2018	2019	2020	2022
TOTAL	92.6%	98.3%	97.5%	97.0%	98.3%
Lunch/ sunset/ dinner/ evening cruise	46.6%	15.7%	13.4%	16.3%	8.4%
Live music/ stage show	17.4%	20.3%	17.9%	15.3%	18.8%
Nightclub/ dancing/ bar/ karaoke	4.1%	6.6%	4.8%	5.6%	3.3%
Fine dining	36.2%	45.4%	42.6%	35.4%	35.6%
Family restaurant	26.3%	23.4%	24.0%	25.9%	26.5%
Fast food	46.4%	53.0%	52.6%	56.2%	46.1%
Food truck	NA	14.6%	13.4%	15.5%	27.1%
Café/ coffee house	48.4%	53.8%	50.2%	49.9%	56.0%
Ethnic dining	7.0%	10.3%	8.6%	6.0%	12.6%
Farm to table cuisine	NA	NA	NA	NA	16.8%
Prepared own meal	16.7%	18.7%	19.5%	14.5%	43.9%

ACTIVITIES - SHOPPING - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.5%	100.0%	0.0%	0.0%	98.8%	100.0%
Malls/ department stores	80.1%	40.4%	0.0%	0.0%	56.2%	28.9%
Designer boutiques	22.3%	8.1%	0.0%	0.0%	2.5%	0.0%
Hotel/ resort stores	32.6%	51.6%	0.0%	0.0%	19.2%	9.6%
Swap meet/ flea market	6.6%	0.0%	0.0%	0.0%	6.2%	0.0%
Discount/ outlet stores	31.7%	0.0%	0.0%	0.0%	17.9%	9.6%
Supermarkets	58.4%	32.3%	0.0%	0.0%	58.7%	80.8%
Farmer's market	20.5%	24.2%	0.0%	0.0%	35.8%	28.9%
Convenience stores	52.5%	24.2%	0.0%	0.0%	17.2%	9.6%
Duty free stores	10.4%	0.0%	0.0%	0.0%	2.5%	0.0%
Hawai'i made products	24.6%	35.4%	0.0%	0.0%	25.4%	51.9%
Local shops and artisans	18.5%	59.6%	0.0%	0.0%	18.4%	71.1%

ACTIVITIES - SHOPPING - JAPAN

	2017	2018	2019	2020	2022
TOTAL	96.6%	97.6%	98.0%	97.6%	98.8%
Malls/ department stores	82.2%	79.9%	78.2%	81.5%	74.6%
Designer boutiques	33.5%	25.1%	20.2%	25.0%	18.1%
Hotel/ resort stores	39.2%	35.4%	34.7%	33.8%	31.2%
Swap meet/ flea market	8.9%	3.6%	3.6%	3.1%	6.5%
Discount/ outlet stores	34.1%	23.7%	20.8%	25.3%	27.6%
Supermarkets	57.7%	65.7%	68.6%	69.1%	60.6%
Farmer's market	18.6%	18.1%	19.1%	15.1%	25.9%
Convenience stores	54.1%	45.6%	42.7%	47.4%	44.8%
Duty free stores	43.6%	42.1%	32.1%	38.4%	8.3%
Hawai'i made products	NA	NA	NA	NA	25.7%
Local shops and artisans	15.3%	10.7%	11.4%	11.8%	22.0%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	52.6%	51.6%	0.0%	0.0%	46.3%	28.9%
Historic military sites and museums	9.4%	0.0%	0.0%	0.0%	9.2%	0.0%
Historic Hawaiian sites and museums	14.4%	16.1%	0.0%	0.0%	16.7%	9.6%
Other historical sites, museums, and homes	5.1%	16.1%	0.0%	0.0%	9.2%	9.6%
Art museums	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Art galleries and exhibitions	6.6%	0.0%	0.0%	0.0%	2.5%	9.6%
Lū'au/ Polynesian show/ hula show	14.2%	19.3%	0.0%	0.0%	9.2%	9.6%
Lesson ex. ukulele, hula, canoe, lei making	4.1%	0.0%	0.0%	0.0%	5.5%	0.0%
Play/ concert/ theatre	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Art/ craft fair	5.1%	0.0%	0.0%	0.0%	2.5%	9.6%
Festival/ event	5.8%	0.0%	0.0%	0.0%	3.7%	0.0%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - JAPAN

	2017	2018	2019	2020	2022
TOTAL	39.9%	55.5%	55.2%	53.1%	51.7%
Historic military sites and museums	11.3%	18.1%	16.0%	14.7%	9.4%
Historic Hawaiian sites and museums	NA	NA	NA	NA	15.3%
Other historical sites, museums, and homes	10.6%	18.1%	17.5%	14.3%	6.9%
Art museums	*	*	*	*	1.9%
Art galleries and exhibitions	*	*	*	*	5.9%
Lū'au/ Polynesian show/ hula show	10.5%	12.9%	14.0%	13.3%	14.1%
Lesson ex. ukulele, hula, canoe, lei making	6.3%	6.4%	7.1%	7.0%	4.4%
Play/ concert/ theatre	2.3%	3.1%	3.6%	3.1%	1.5%
Art/ craft fair	2.2%	3.4%	3.4%	4.4%	4.8%
Festival/ event	3.2%	3.1%	2.6%	2.2%	5.4%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	96.1%	91.9%	0.0%	0.0%	97.5%	90.4%
Airport shuttle	14.3%	19.3%	0.0%	0.0%	5.5%	0.0%
Trolley	23.4%	8.1%	0.0%	0.0%	5.5%	0.0%
Public bus	31.3%	0.0%	0.0%	0.0%	3.0%	0.0%
Tour bus/ tour van	6.9%	8.1%	0.0%	0.0%	12.9%	0.0%
Taxi/ limo	37.0%	0.0%	0.0%	0.0%	20.9%	28.9%
Rental car	35.4%	48.4%	0.0%	0.0%	74.6%	61.5%
Ride share	23.5%	16.1%	0.0%	0.0%	18.1%	0.0%
Car share	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	6.1%	0.0%	0.0%	0.0%	1.2%	0.0%

ACTIVITIES - TRANSPORTATION - JAPAN

	2017	2018	2019	2020	2022
TOTAL	98.6%	95.9%	96.9%	96.8%	96.4%
Airport shuttle	32.0%	24.0%	25.5%	28.0%	12.7%
Trolley	56.1%	46.1%	44.1%	53.6%	19.6%
Public bus	19.2%	16.9%	13.3%	16.0%	24.8%
Tour bus/ tour van	31.2%	27.0%	31.1%	27.5%	8.6%
Taxi/ limo	33.2%	31.7%	28.5%	27.8%	33.4%
Rental car	23.4%	33.1%	32.8%	23.1%	45.3%
Ride share	NA	3.2%	5.2%	5.3%	22.9%
Car share	NA	NA	NA	NA	1.7%
Bicycle rental	NA	2.9%	2.8%	4.0%	4.7%

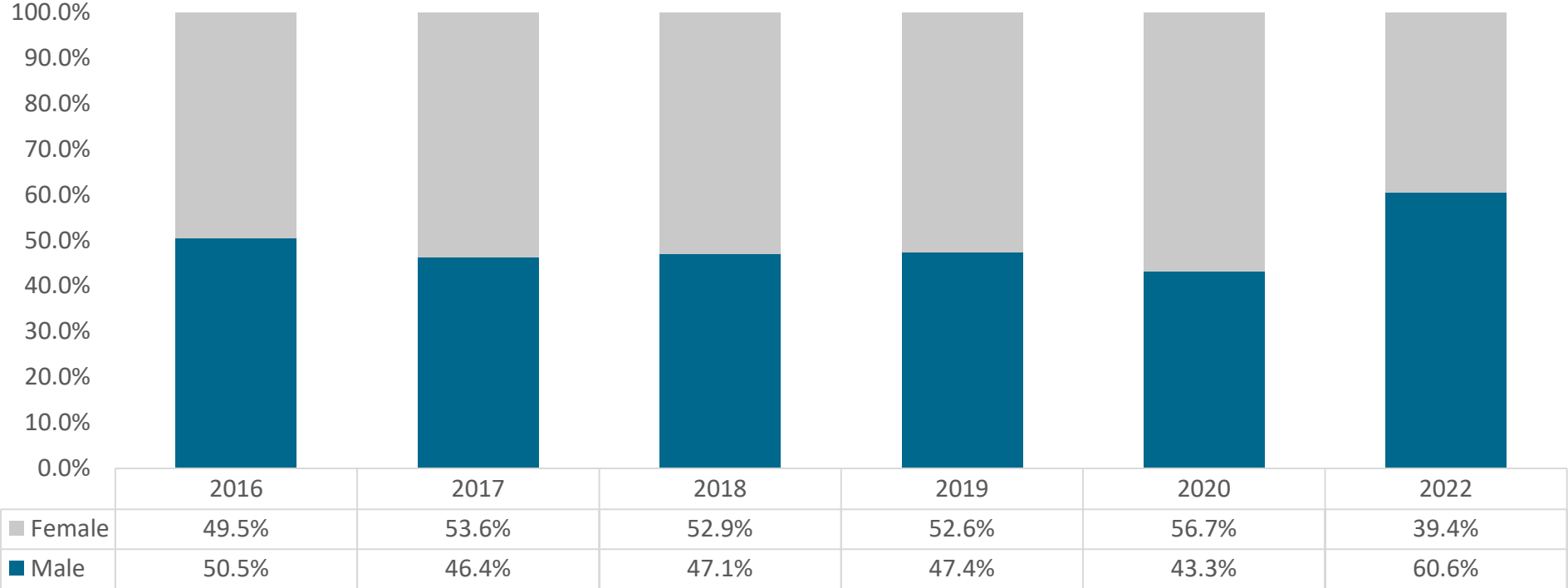
ACTIVITIES - OTHER - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	29.0%	16.1%	0.0%	0.0%	22.9%	48.1%
Visiting friends and family	28.3%	16.1%	0.0%	0.0%	22.9%	48.1%
Giving back to the local community	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%

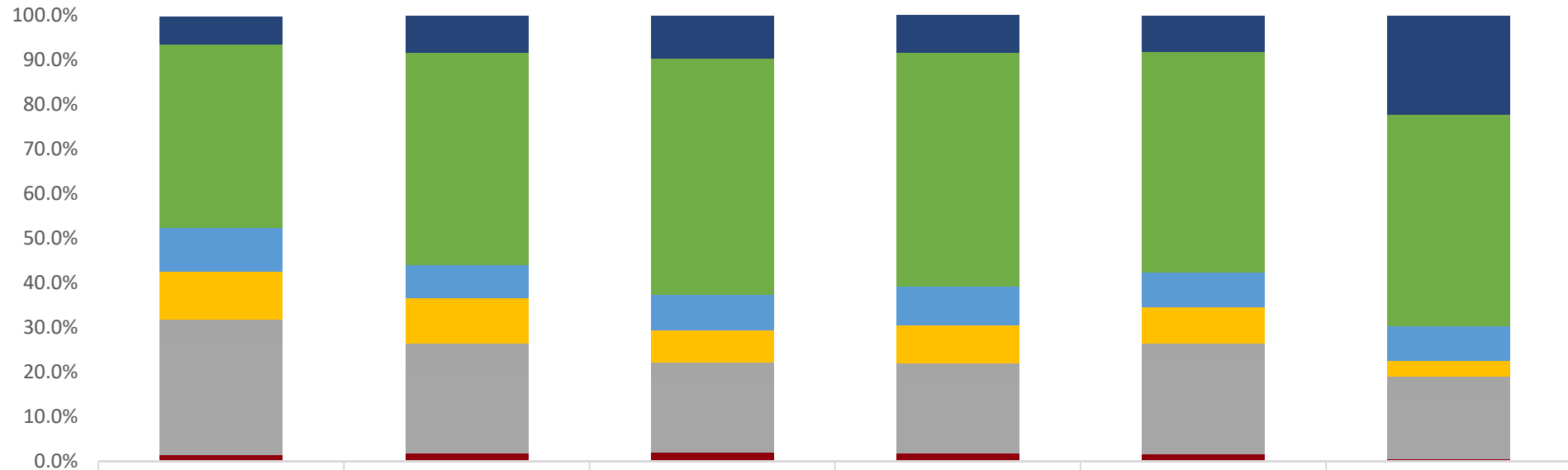
ACTIVITIES - OTHER - JAPAN

	2018	2019	2020	2022
TOTAL	12.6%	11.8%	13.5%	28.6%
Visiting friends and family	11.9%	11.3%	12.4%	28.0%
Giving back to the local community	0.9%	0.7%	1.3%	1.2%

VISITOR PROFILE - GENDER - JAPAN



VISITOR PROFILE - EDUCATION - JAPAN



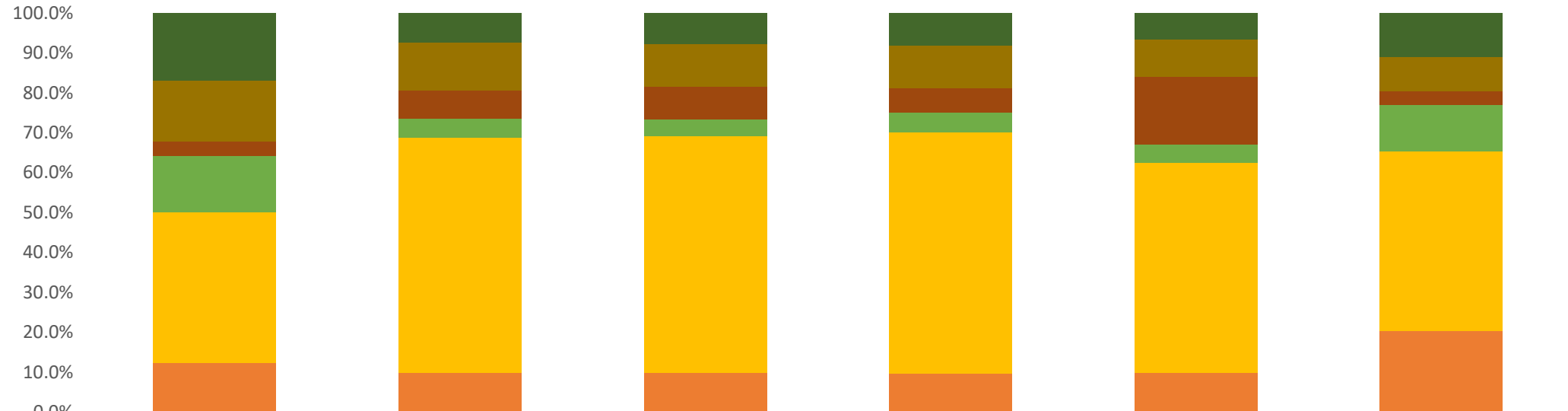
	2016	2017	2018	2019	2020	2022
■ Post-Graduate	6.5%	8.4%	9.8%	8.4%	8.1%	22.3%
■ College Grad	41.0%	47.5%	52.9%	52.6%	49.6%	47.4%
■ Associate Degree	9.9%	7.5%	8.0%	8.6%	7.7%	7.7%
■ Vocational/ Tech	10.7%	10.2%	7.3%	8.6%	8.1%	3.5%
■ Some College	5.8%	6.2%	4.4%	4.5%	4.3%	4.9%
■ H.S. Grad	24.6%	18.2%	15.6%	15.5%	20.6%	13.6%
■ Some / No H.S.	1.4%	1.9%	2.1%	1.9%	1.6%	0.6%

VISITOR PROFILE - AGE - JAPAN

70
60
50
40
30
20
10
0

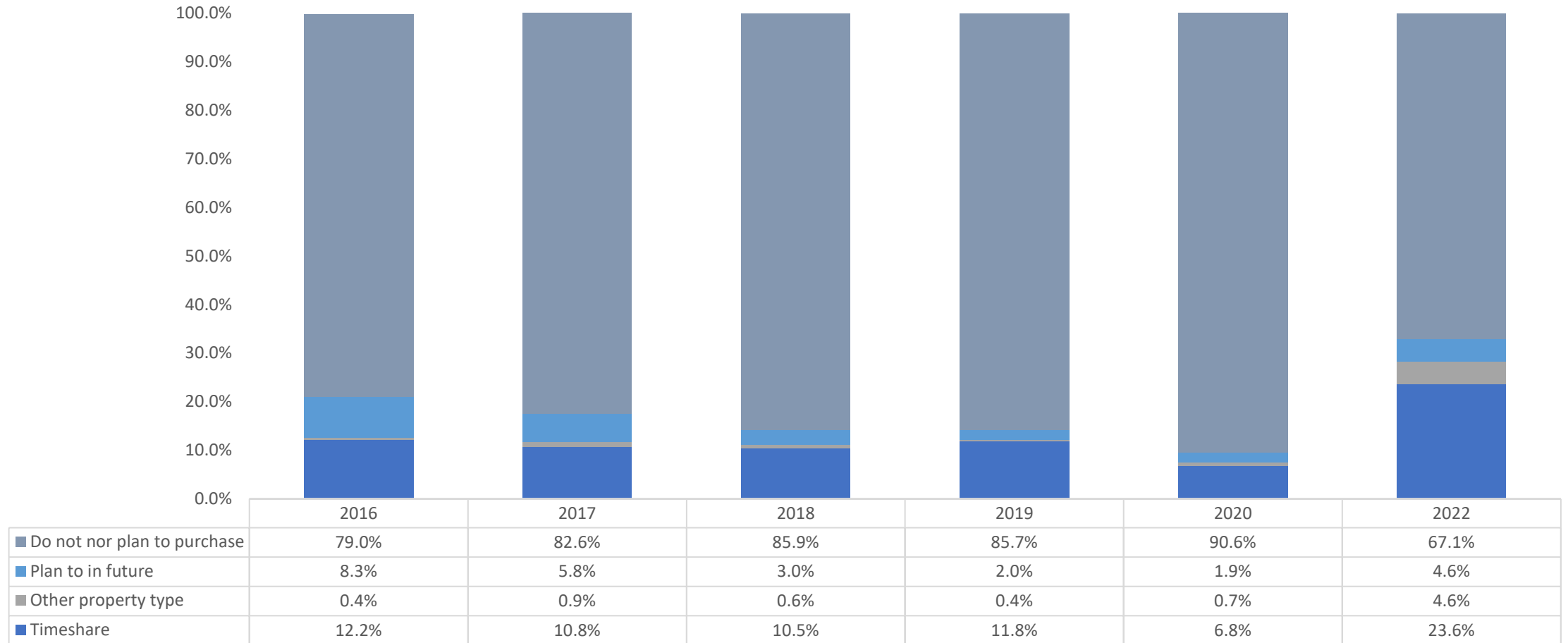
	2016	2017	2018	2019	2020	2022
MEAN	49.55	40.62	39.05	41.79	39.19	51.38
MEDIAN	51.00	38.00	36.00	40.00	35.00	55.00

VISITOR PROFILE - EMPLOYMENT STATUS - JAPAN



	2016	2017	2018	2019	2020	2022
Other	17.0%	7.4%	7.9%	8.2%	6.5%	11.1%
Homemaker	15.3%	12.1%	10.6%	10.8%	9.4%	8.4%
Student	3.6%	6.9%	8.2%	5.9%	16.9%	3.3%
Retired	14.0%	4.8%	4.0%	5.0%	4.5%	11.8%
Employed	37.9%	58.9%	59.4%	60.4%	52.8%	45.0%
Self-employed	12.3%	9.9%	9.9%	9.7%	9.8%	20.3%

VISITOR PROFILE - HAWAI'I PROPERTY OWNER - JAPAN



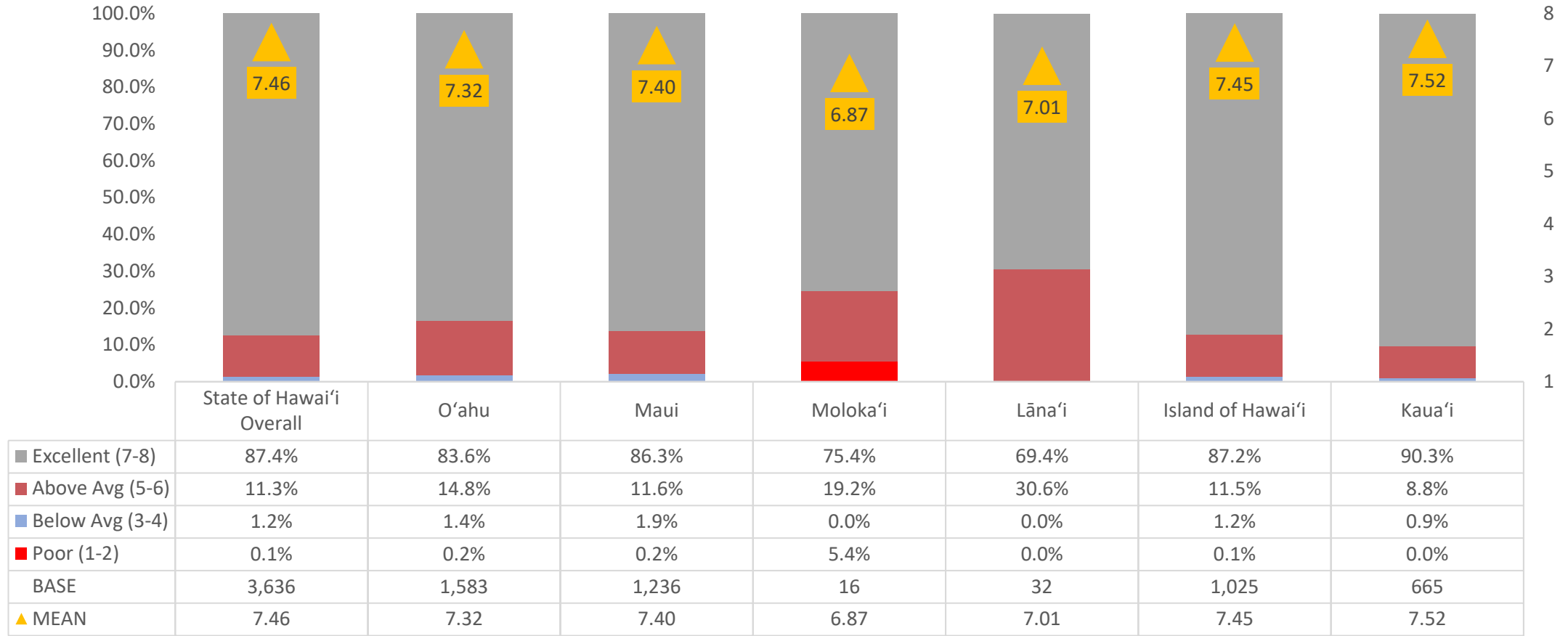
VISITOR PROFILE - HOUSEHOLD INCOME (YEN)

	2018	2019	2020	2022
< ¥3.5 million	21.2%	17.0%	23.3%	7.6%
¥3.5 - ¥4.5 million	14.1%	13.6%	12.8%	3.9%
¥4.5 - ¥5.5 million	10.8%	10.5%	10.0%	7.8%
¥5.5 - ¥6.5 million	7.4%	7.8%	7.5%	7.0%
¥6.5 - ¥7.5 million	7.0%	6.2%	5.2%	4.8%
¥7.5 - ¥8.5 million	6.8%	7.7%	9.2%	9.5%
¥8.5 - ¥10.0 million	8.7%	9.9%	9.5%	10.5%
¥10.0 - ¥15.0 million	13.3%	15.3%	13.1%	22.0%
¥15.0 - ¥20.0 million	4.7%	5.8%	3.9%	11.6%
¥20.0 million +	5.9%	6.4%	5.5%	15.3%

Section 16 – Canada

OVERALL SATISFACTION - MOST RECENT TRIP - CANADA

8-pt Rating Scale
8=Excellent / 1=Poor



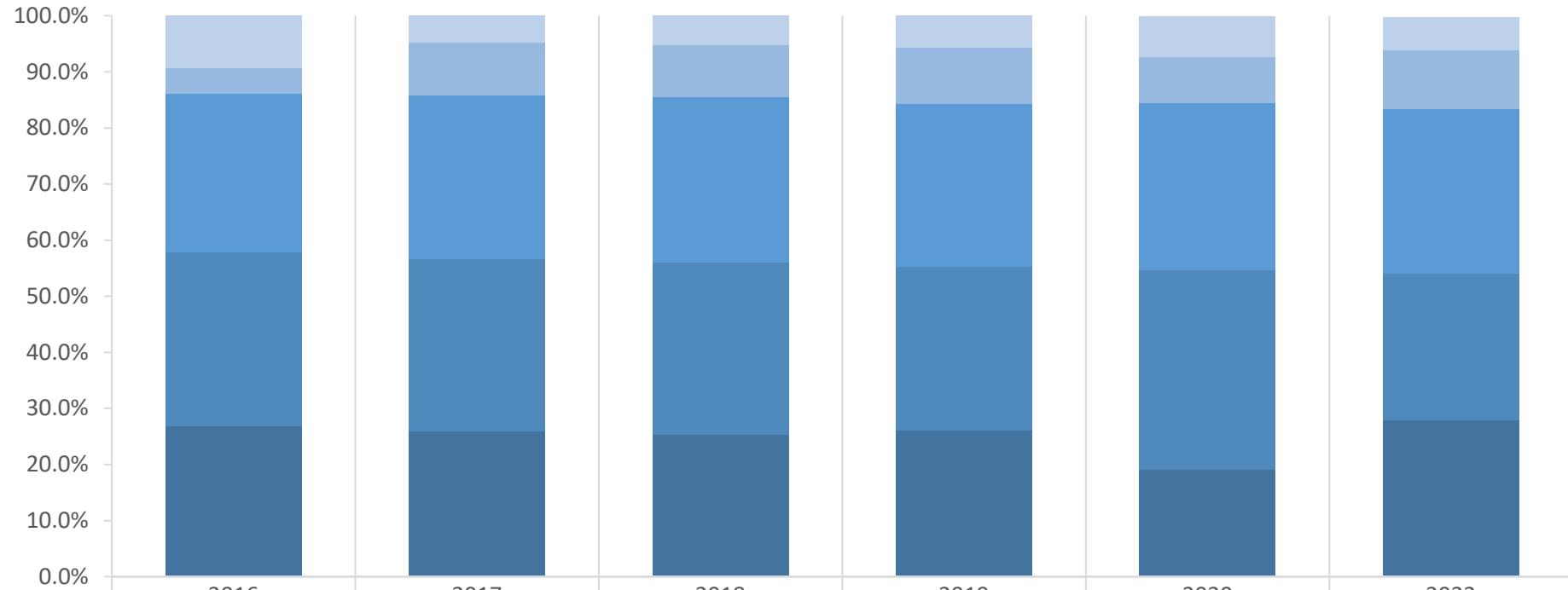
PRIMARY PURPOSE OF TRIP - CANADA

	2018	2019	2020	2022
Vacation	74.3%	74.5%	84.6%	79.8%
Visit friends/ relatives	3.1%	2.9%	4.3%	5.3%
Honeymoon	2.8%	2.6%	1.7%	3.3%
Anniversary/ birthday	5.7%	6.8%	1.6%	2.0%
Convention/ conference	1.8%	1.4%	1.8%	1.4%
Sports event	0.0%	0.0%	0.5%	1.4%
Wedding/ vow renewal	2.8%	2.1%	0.7%	1.4%
Family gathering/ reunion	2.1%	2.1%	0.2%	0.2%

PRIMARY + SECONDARY PURPOSE OF TRIP - CANADA

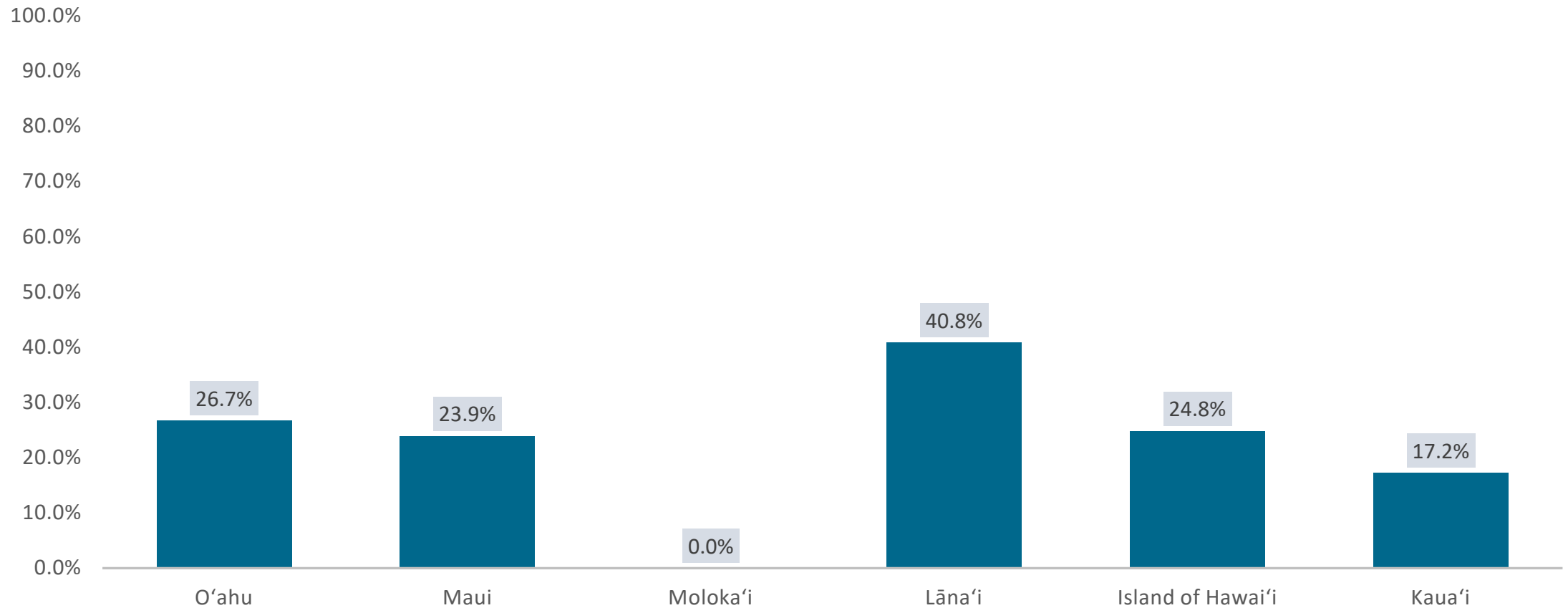
	2018	2019	2020	2022
Vacation	91.4%	91.7%	94.8%	92.7%
Visit friends/ relatives	8.4%	7.1%	11.7%	11.9%
Anniversary/ birthday	12.1%	13.6%	3.2%	4.1%
Convention/ conference	2.5%	2.1%	2.8%	1.9%
Honeymoon	2.9%	2.9%	2.0%	4.4%
Other business	0.0%	0.0%	1.2%	1.9%
Incentive trip	1.5%	1.2%	1.8%	2.1%
Sports event	0.0%	0.0%	1.3%	1.8%
Family gathering/ reunion	5.4%	5.8%	0.2%	0.4%
Vacation home/ timeshare	5.1%	4.7%	0.0%	0.4%
Attend wedding/ vow renewal	3.2%	2.4%	0.8%	2.0%

VACATION TRIP DESCRIPTION - CANADA

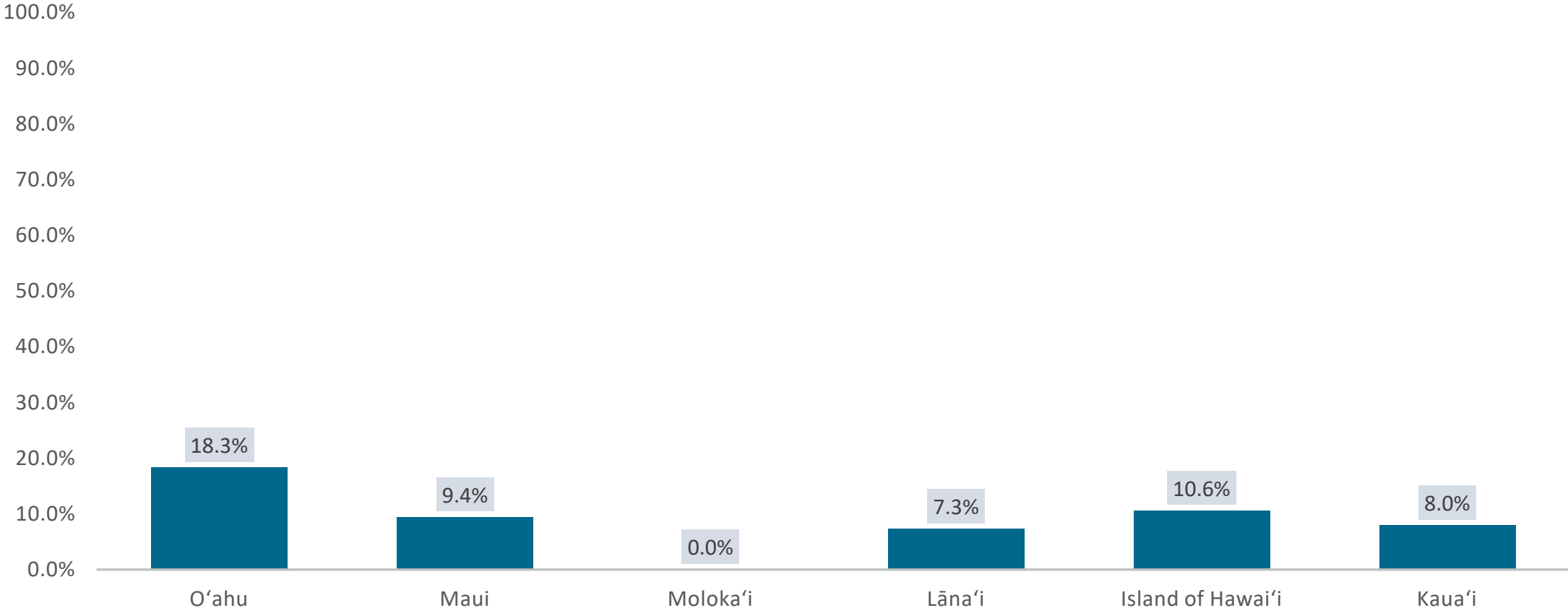


Other	9.3%	4.8%	5.3%	5.8%	7.2%	5.8%
Once-in-a-lifetime	4.6%	9.4%	9.3%	10.0%	8.2%	10.5%
More special than most trips	28.2%	29.1%	29.5%	29.1%	29.9%	29.5%
Annual/ Semi-annual trip	31.1%	30.8%	30.7%	29.0%	35.5%	26.1%
Special occasion	26.8%	25.9%	25.3%	26.2%	19.1%	27.9%

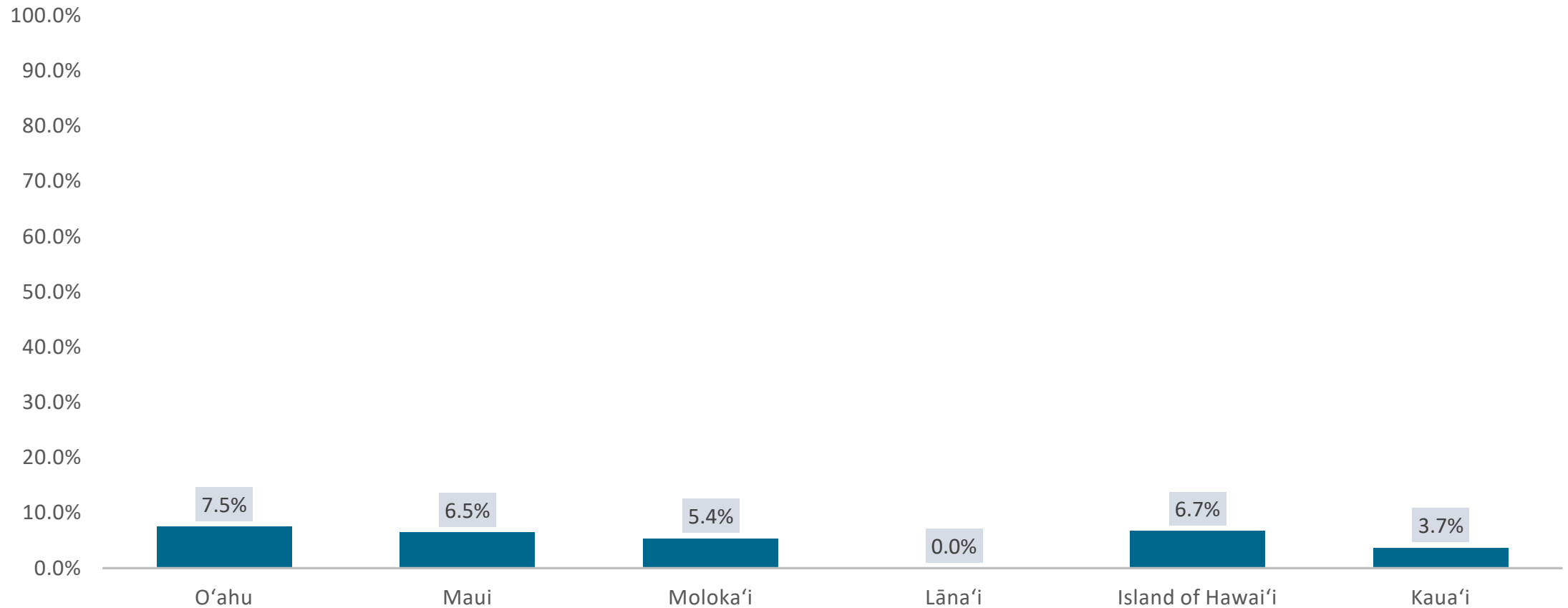
ADVERTISING AWARENESS - CANADA



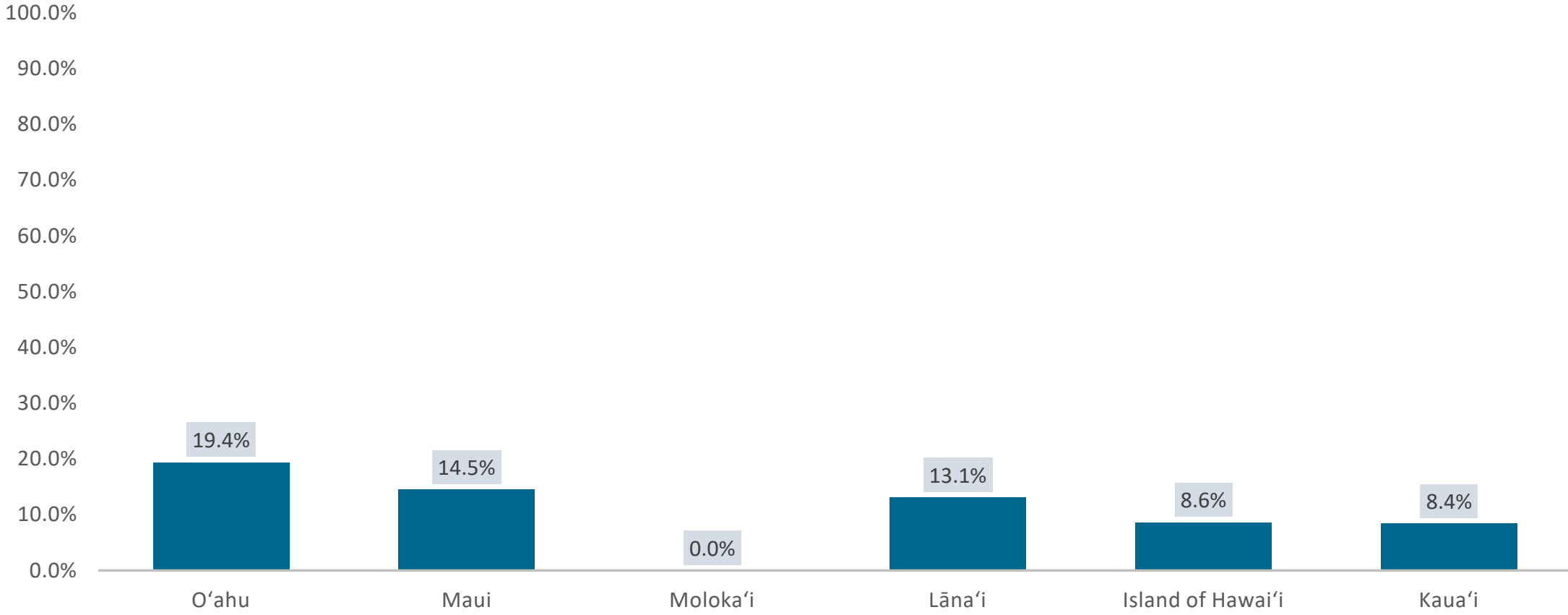
IMPACT OF LOCATION FILMING - CANADA



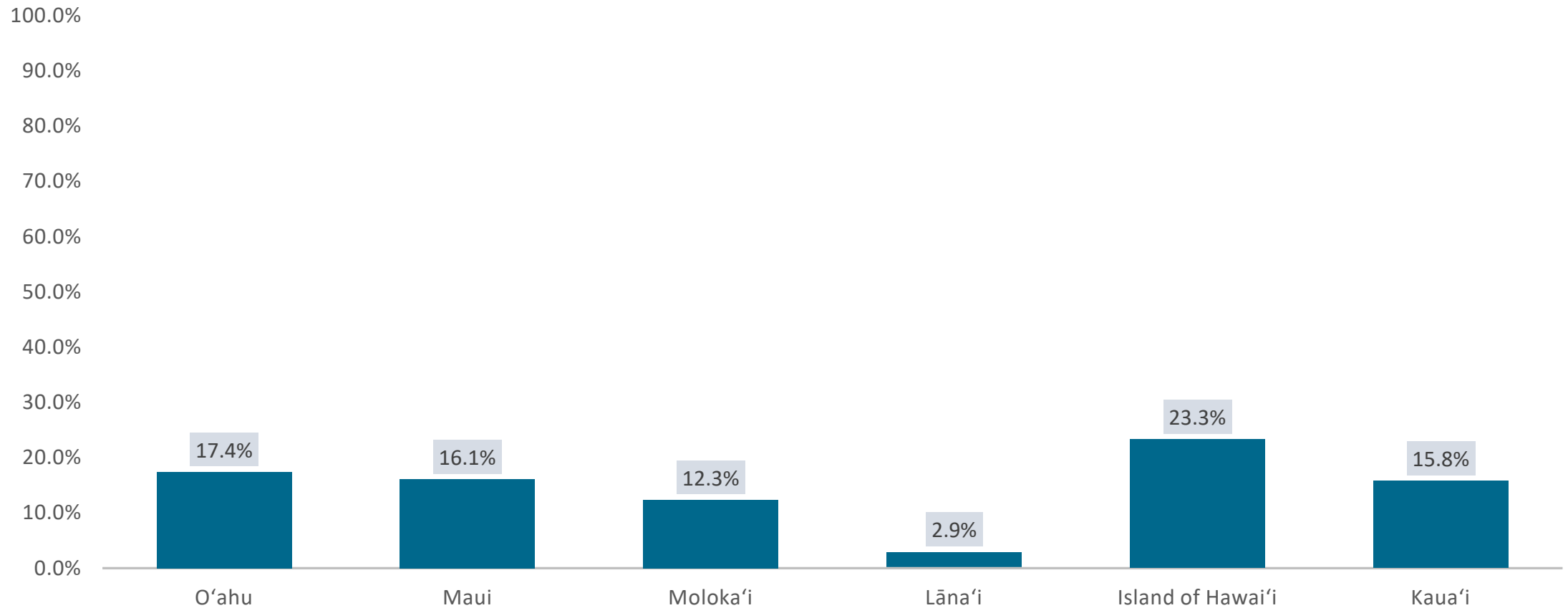
IMPACT OF HAWAIIAN MUSIC - CANADA



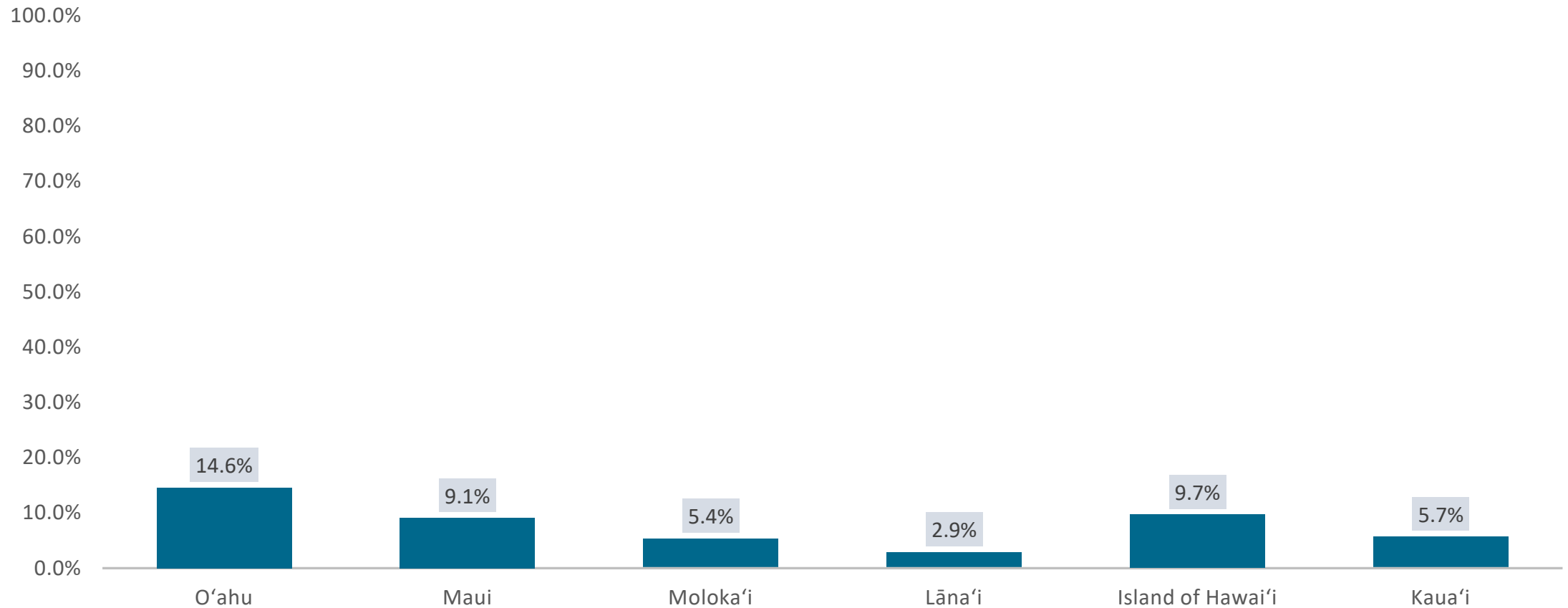
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - CANADA



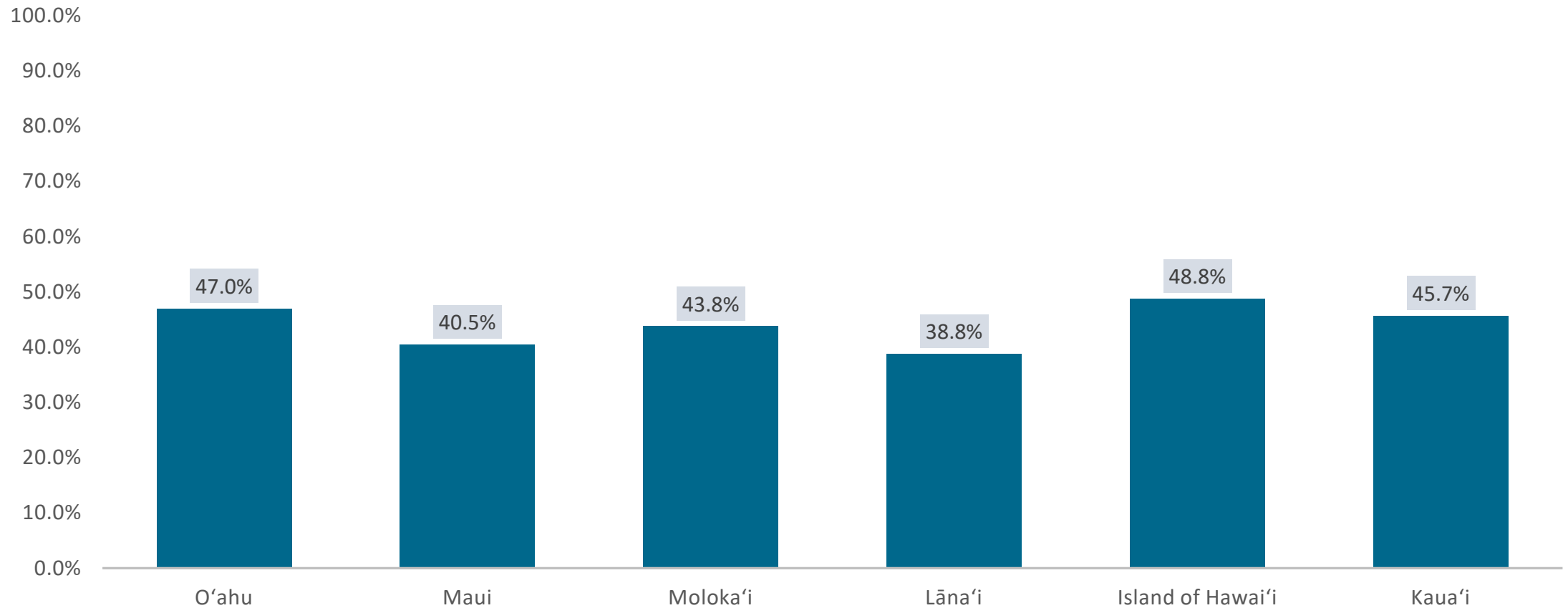
IMPACT OF OUTDOOR/ SPORTING EVENTS - CANADA



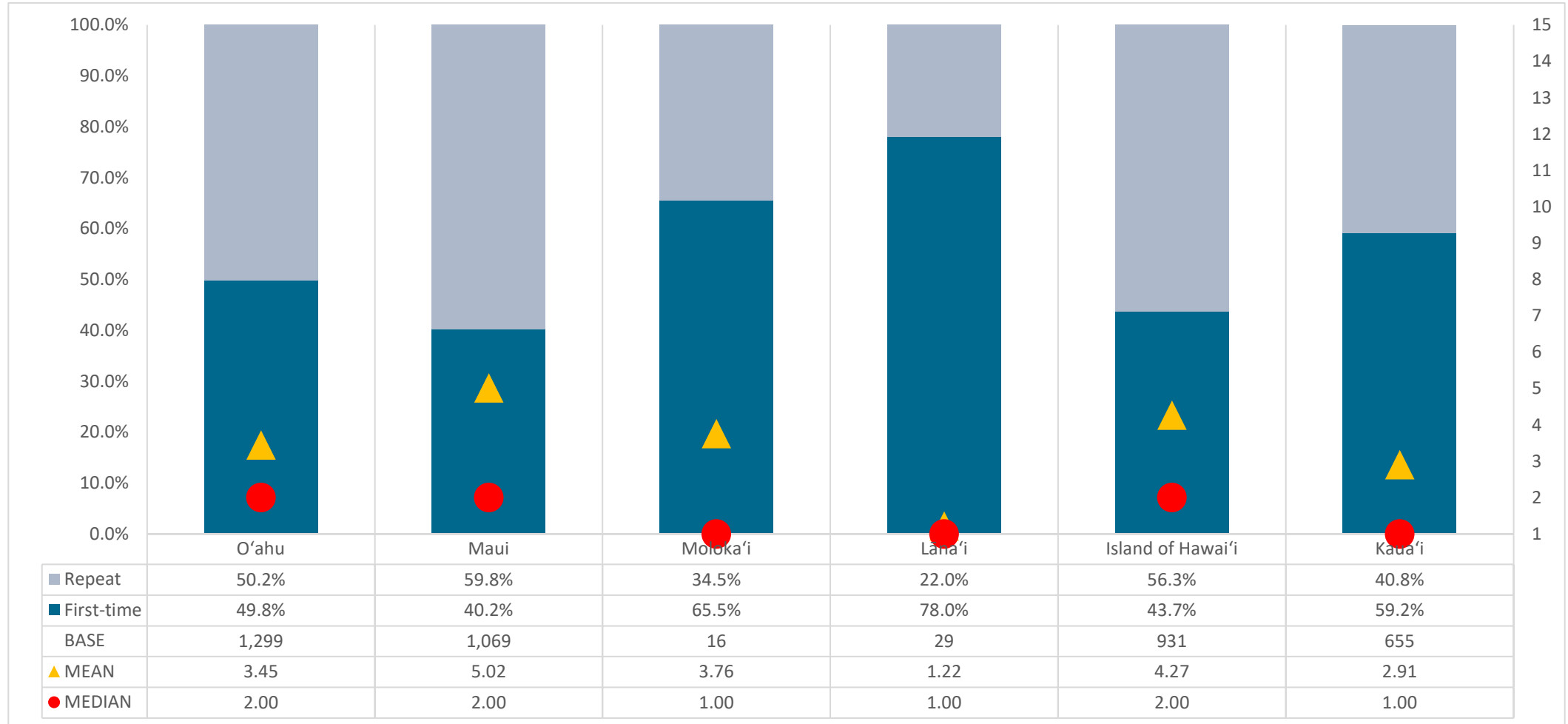
IMPACT OF HAWAIIAN CULTURAL EVENTS - CANADA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - CANADA



1ST TIME VS REPEAT VISITORS - CANADA

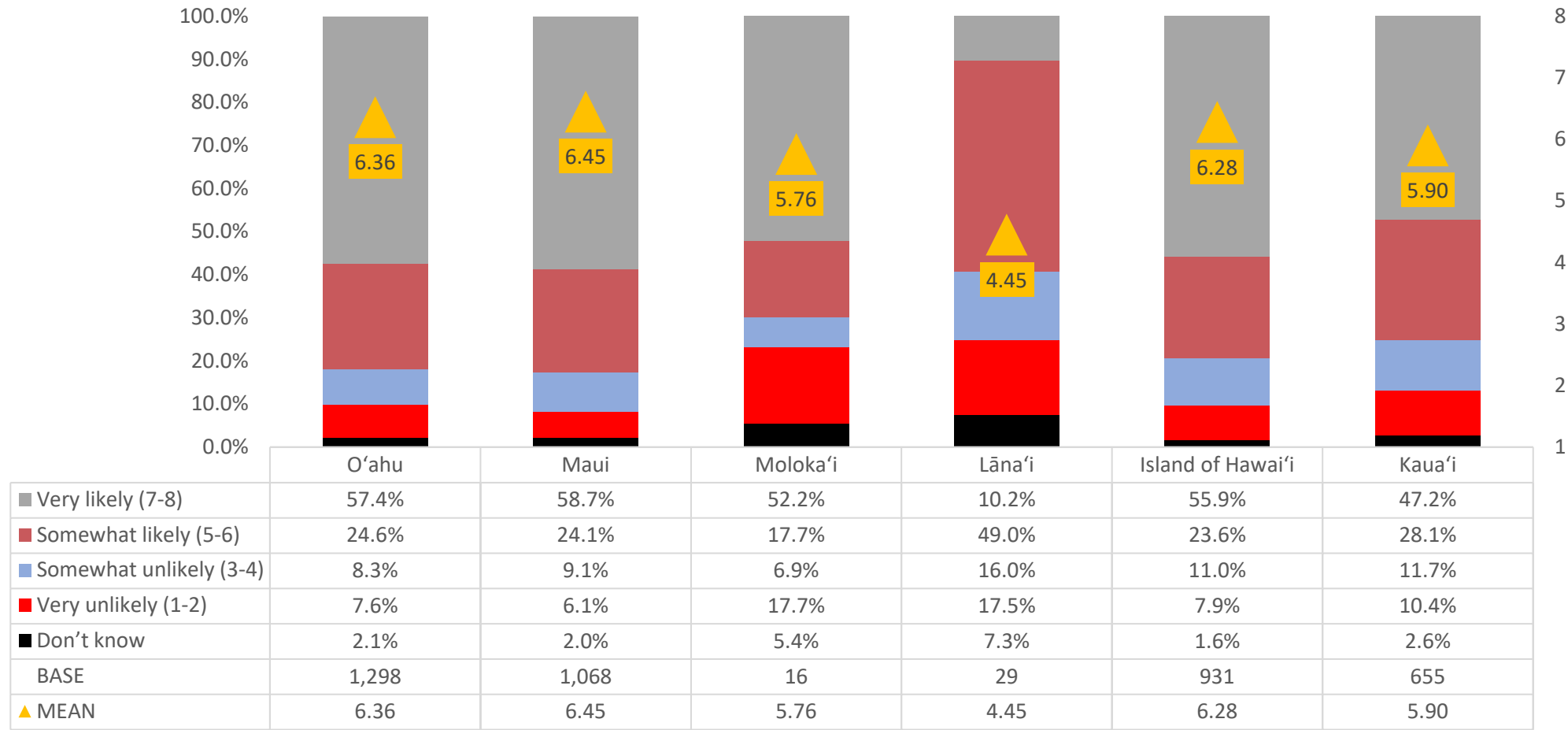


TRAVEL PARTY MEMBERS - CANADA

	2016	2017	2018	2019	2020	2022
Spouse	69.7%	66.6%	63.3%	62.1%	66.4%	64.2%
Other adult family	27.2%	25.1%	28.6%	28.3%	27.3%	29.9%
Child under 18	23.2%	23.9%	22.9%	23.7%	17.7%	25.1%
Friends/ associates	18.6%	17.9%	18.2%	17.0%	17.9%	16.9%
Alone	6.6%	6.4%	6.0%	6.0%	6.4%	6.0%
Girlfriend/ boyfriend	6.7%	7.0%	8.3%	8.6%	6.9%	7.1%
Same sex partner	0.6%	0.9%	0.9%	1.2%	0.9%	0.5%

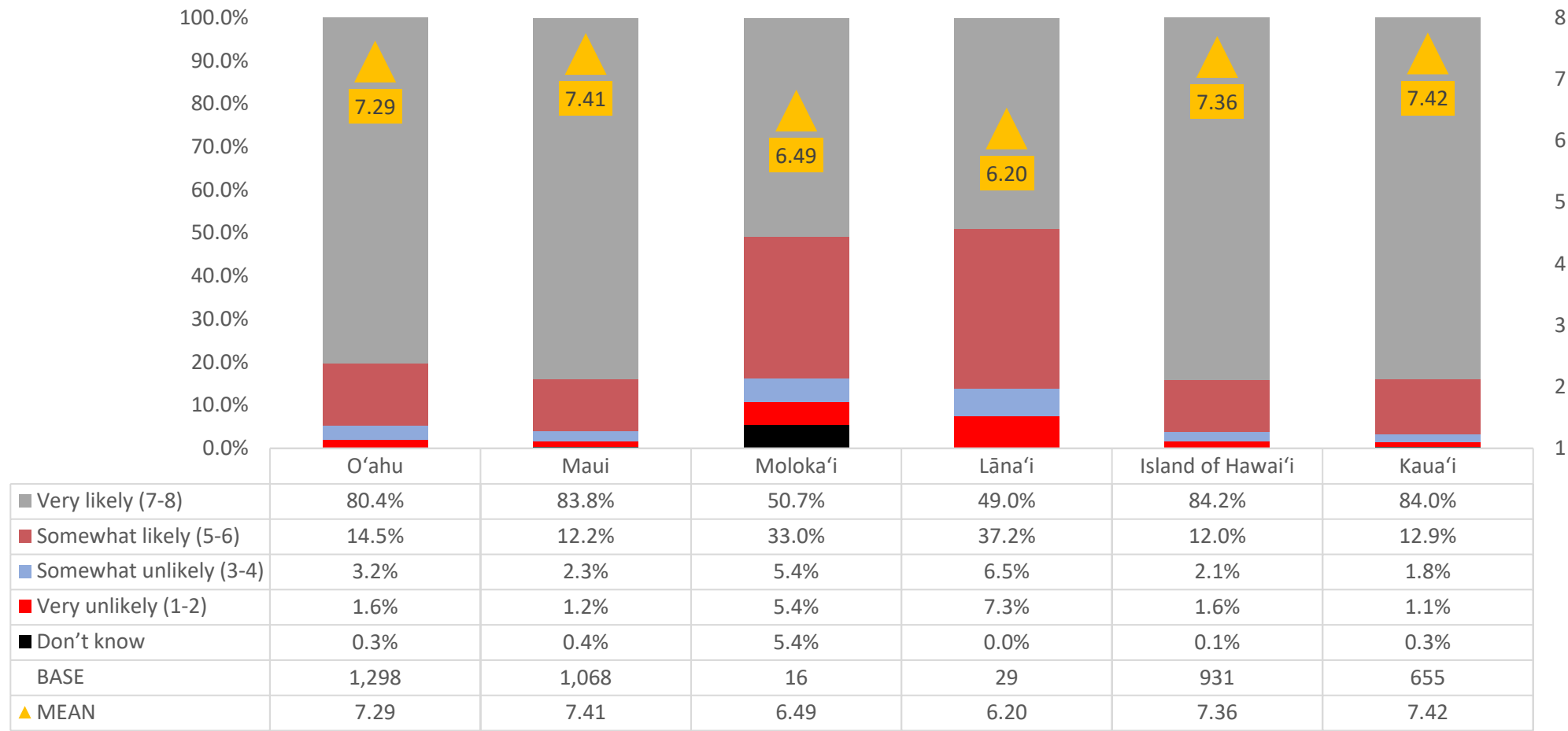
LIKELIHOOD OF RETURN VISIT - CANADA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY - CANADA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.6%	98.1%	100.0%	92.7%	98.0%	98.9%
On own (self guided)/ driving around the island	76.7%	88.1%	94.6%	59.2%	90.0%	87.3%
Helicopter ride/ airplane tour	2.4%	5.0%	6.9%	0.0%	5.1%	15.4%
Boat tour/ submarine ride/ whale watching	19.1%	28.7%	10.8%	14.7%	26.3%	27.6%
Visiting towns/ communities	46.1%	65.0%	68.5%	24.1%	62.1%	66.6%
Private limousine/ van tour/ tour bus	15.6%	6.0%	0.0%	6.5%	6.3%	5.9%
Scenic views/ natural landmarks	64.1%	63.9%	63.1%	59.2%	69.9%	73.6%
Movie and TV filming location tours	13.6%	0.5%	0.0%	0.0%	1.7%	4.3%

ACTIVITIES - SIGHTSEEING - CANADA

	2017	2018	2019	2020	2022
TOTAL	97.9%	96.7%	96.2%	95.7%	98.3%
On own (self guided)/ driving around the island	87.5%	85.5%	84.0%	84.0%	85.6%
Helicopter ride/ airplane tour	10.1%	8.9%	7.6%	3.6%	6.3%
Boat tour/ submarine ride/ whale watching	29.6%	25.2%	25.7%	27.8%	26.5%
Visiting towns/ communities	40.0%	59.5%	57.0%	58.0%	59.7%
Private limousine/ van tour/ tour bus	11.2%	10.8%	9.7%	9.1%	9.5%
Scenic views/ natural landmarks	76.6%	68.0%	65.2%	63.4%	67.7%
Movie and TV filming location tours	5.9%	5.0%	5.1%	3.7%	5.9%

ACTIVITIES - RECREATION - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	97.9%	98.5%	87.7%	96.3%	98.2%	98.3%
Beach/ sunbathing	89.8%	92.0%	68.5%	75.9%	86.0%	88.5%
Bodyboarding	8.9%	18.5%	5.4%	3.7%	15.0%	16.5%
Stand up paddle boarding	6.5%	4.5%	0.0%	0.0%	5.7%	3.3%
Surfing	12.7%	10.1%	0.0%	0.0%	6.0%	10.5%
Canoeing/ kayaking	4.7%	4.8%	0.0%	0.0%	8.2%	15.0%
Swimming in the ocean	74.8%	77.9%	68.5%	53.1%	77.2%	71.8%
Snorkeling	38.1%	58.0%	54.7%	30.6%	59.7%	48.2%
Freediving	1.2%	1.1%	6.9%	0.0%	1.6%	0.8%
Windsurfing/ kitesurfing	0.3%	0.2%	0.0%	0.0%	0.0%	0.3%
Jet skiing/ parasailing	1.8%	1.3%	5.4%	0.0%	0.3%	0.2%
Scuba diving	2.2%	2.8%	6.9%	0.0%	3.9%	3.7%
Fishing	1.3%	1.1%	0.0%	3.7%	4.4%	2.2%
Golf	3.0%	12.0%	0.0%	6.5%	12.4%	10.6%

ACTIVITIES - RECREATION - CANADA

	2017	2018	2019	2020	2022
TOTAL	98.7%	98.2%	98.6%	98.2%	98.7%
Beach/ sunbathing	91.2%	90.6%	90.7%	89.9%	90.3%
Bodyboarding	23.9%	17.1%	17.2%	12.4%	14.9%
Stand up paddle boarding	*	*	*	3.8%	5.6%
Surfing	12.0%	10.5%	10.3%	7.5%	10.3%
Canoeing/ kayaking	8.4%	7.0%	6.4%	5.9%	7.8%
Swimming in the ocean	NA	76.5%	77.6%	69.7%	77.4%
Snorkeling	NA	54.0%	55.3%	46.8%	52.1%
Freediving	NA	NA	NA	1.0%	1.3%
Windsurfing/ kitesurfing	0.8%	0.5%	0.3%	0.3%	0.2%
Jet skiing/ parasailing	1.3%	1.2%	1.0%	0.5%	1.1%
Scuba diving	5.0%	3.6%	3.1%	3.3%	3.3%
Fishing	2.5%	2.4%	2.4%	2.2%	2.3%
Golf	9.5%	8.0%	7.5%	9.1%	9.6%

* Combined with bodyboarding

ACTIVITIES - RECREATION - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.9%	98.5%	87.7%	96.3%	98.2%	98.3%
Running/ jogging/ fitness walking	26.2%	33.5%	31.5%	2.9%	33.5%	31.8%
Cycling	3.7%	3.3%	19.2%	0.0%	8.6%	7.9%
Spa	4.6%	7.7%	0.0%	10.2%	2.8%	4.9%
Hiking	50.5%	47.2%	57.6%	40.8%	52.8%	57.1%
Backpacking/ camping	1.5%	1.7%	0.0%	0.0%	1.3%	2.7%
Agritourism	10.8%	7.3%	19.2%	0.0%	15.8%	8.9%
Sports event or tournament	1.7%	1.5%	0.0%	0.0%	4.9%	1.4%
Parks/ botanical gardens	39.7%	31.3%	5.4%	17.5%	43.2%	41.5%
Waterparks	2.2%	1.2%	5.4%	0.0%	1.8%	0.6%
Mountain tubing/ waterfall rappel	0.3%	0.6%	0.0%	0.0%	0.4%	6.2%
Zip lining	1.9%	3.7%	0.0%	0.0%	3.4%	3.7%
Skydiving	0.4%	0.2%	0.0%	0.0%	0.2%	0.5%
All terrain vehicle (ATV)	5.8%	0.9%	0.0%	0.0%	2.1%	3.6%
Horseback riding	1.5%	0.5%	0.0%	3.7%	1.9%	1.6%

ACTIVITIES - RECREATION - CANADA

	2017	2018	2019	2020	2022
TOTAL	98.7%	98.2%	98.6%	98.2%	98.7%
Running/ jogging/ fitness walking	41.0%	33.1%	28.9%	37.1%	32.2%
Cycling	NA	NA	NA	NA	5.9%
Spa	6.6%	6.7%	6.4%	4.8%	5.5%
Hiking	29.3%	35.5%	52.2%	45.1%	52.4%
Backpacking/ camping	*	*	2.6%	3.0%	1.8%
Agritourism	9.5%	12.5%	12.1%	11.6%	11.5%
Sports event or tournament	3.2%	3.6%	2.8%	2.9%	2.5%
Parks/ botanical gardens	46.2%	43.4%	39.8%	39.7%	40.0%
Waterparks	NA	1.6%	1.7%	1.1%	1.7%
Mountain tubing/ waterfall rappel	NA	1.5%	1.8%	1.4%	1.5%
Zip lining	NA	3.6%	3.2%	1.8%	3.2%
Skydiving	NA	0.4%	0.3%	0.3%	0.4%
All terrain vehicle (ATV)	NA	2.3%	2.3%	2.0%	3.4%
Horseback riding	NA	1.9%	1.8%	1.5%	1.5%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.5%	99.6%	94.6%	69.4%	99.7%	97.1%
Lunch/ sunset/ dinner/ evening cruise	22.1%	20.2%	12.3%	17.5%	18.3%	18.1%
Live music/ stage show	33.7%	23.1%	6.9%	3.7%	23.2%	26.7%
Nightclub/ dancing/ bar/ karaoke	9.0%	4.3%	6.9%	0.0%	4.9%	2.4%
Fine dining	45.0%	46.4%	19.2%	16.7%	37.2%	39.2%
Family restaurant	62.7%	63.9%	31.5%	16.7%	62.9%	55.0%
Fast food	60.0%	39.1%	26.1%	0.0%	39.8%	37.4%
Food truck	52.4%	46.9%	38.4%	9.4%	25.5%	45.5%
Café/ coffee house	53.7%	54.5%	35.4%	17.5%	58.3%	55.4%
Ethnic dining	29.3%	21.4%	17.7%	3.7%	17.7%	18.9%
Farm to table cuisine	10.3%	14.0%	12.3%	10.2%	13.6%	13.2%
Prepared own meal	34.7%	67.3%	63.1%	22.0%	73.0%	68.1%

ACTIVITIES - ENTERTAINMENT & DINING - CANADA

	2017	2018	2019	2020	2022
TOTAL	99.0%	98.6%	98.4%	98.9%	99.2%
Lunch/ sunset/ dinner/ evening cruise	27.4%	21.9%	21.2%	19.8%	21.0%
Live music/ stage show	33.0%	33.3%	30.7%	30.0%	28.8%
Nightclub/ dancing/ bar/ karaoke	8.3%	8.6%	7.2%	6.6%	6.1%
Fine dining	47.5%	48.1%	44.8%	46.2%	43.8%
Family restaurant	71.9%	63.4%	62.8%	64.2%	63.1%
Fast food	44.1%	47.1%	45.0%	45.4%	46.8%
Food truck	NA	35.2%	36.1%	32.4%	44.6%
Café/ coffee house	54.8%	52.4%	52.1%	52.4%	56.8%
Ethnic dining	26.5%	26.7%	25.6%	22.8%	23.4%
Farm to table cuisine	NA	NA	NA	NA	13.2%
Prepared own meal	69.3%	68.2%	66.8%	66.5%	61.0%

ACTIVITIES - SHOPPING - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.3%	98.3%	94.6%	43.7%	97.5%	96.6%
Malls/ department stores	72.3%	53.5%	12.3%	0.0%	45.7%	39.2%
Designer boutiques	22.8%	22.3%	17.7%	3.7%	15.2%	17.8%
Hotel/ resort stores	40.7%	27.8%	13.8%	13.1%	28.5%	17.6%
Swap meet/ flea market	15.4%	16.9%	0.0%	0.0%	9.6%	7.4%
Discount/ outlet stores	20.6%	25.8%	0.0%	0.0%	12.8%	12.5%
Supermarkets	49.6%	74.6%	45.3%	21.2%	74.5%	74.8%
Farmer's market	27.8%	35.5%	24.6%	2.9%	58.2%	49.5%
Convenience stores	66.7%	52.8%	49.3%	10.2%	46.3%	44.9%
Duty free stores	9.7%	3.0%	0.0%	3.7%	3.6%	1.2%
Hawai'i made products	43.9%	46.7%	50.7%	23.3%	45.2%	49.8%
Local shops and artisans	48.6%	66.1%	64.6%	34.3%	60.4%	68.7%

ACTIVITIES - SHOPPING - CANADA

	2017	2018	2019	2020	2022
TOTAL	97.8%	97.4%	96.5%	97.5%	98.1%
Malls/ department stores	59.7%	59.1%	56.2%	54.8%	57.1%
Designer boutiques	25.4%	19.9%	18.4%	19.2%	20.8%
Hotel/ resort stores	27.5%	27.4%	28.8%	28.0%	31.8%
Swap meet/ flea market	23.0%	17.4%	16.7%	18.6%	13.7%
Discount/ outlet stores	25.6%	22.5%	22.6%	23.4%	19.8%
Supermarkets	66.0%	73.9%	72.3%	74.7%	68.7%
Farmer's market	42.4%	44.7%	43.1%	43.2%	42.8%
Convenience stores	50.0%	52.7%	51.9%	54.1%	55.8%
Duty free stores	5.9%	7.4%	6.5%	4.8%	5.3%
Hawai'i made products	NA	NA	NA	NA	47.2%
Local shops and artisans	71.7%	66.7%	64.7%	65.3%	61.1%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	76.0%	63.9%	33.0%	47.4%	67.8%	64.0%
Historic military sites and museums	41.3%	4.3%	6.9%	6.5%	7.7%	4.2%
Historic Hawaiian sites and museums	30.2%	22.3%	12.3%	20.4%	41.0%	30.7%
Other historical sites, museums, and homes	12.0%	10.5%	13.8%	0.0%	14.9%	11.5%
Art museums	4.0%	3.5%	0.0%	0.0%	2.1%	2.8%
Art galleries and exhibitions	7.2%	15.0%	6.9%	16.7%	10.0%	11.9%
Lū'au/ Polynesian show/ hula show	33.4%	23.9%	0.0%	10.2%	20.3%	23.9%
Lesson ex. ukulele, hula, canoe, lei making	5.8%	2.2%	0.0%	0.0%	2.0%	3.4%
Play/ concert/ theatre	3.8%	2.8%	0.0%	0.0%	1.1%	1.6%
Art/ craft fair	4.0%	12.8%	6.9%	0.0%	11.0%	15.4%
Festival/ events	3.4%	3.2%	0.0%	3.7%	3.9%	2.5%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - CANADA

	2017	2018	2019	2020	2022
TOTAL	74.7%	72.9%	69.7%	68.0%	70.2%
Historic military sites and museums	23.6%	16.8%	16.7%	16.3%	17.7%
Historic Hawaiian sites and museums	NA	NA	NA	NA	31.6%
Other historical sites, museums, and homes	33.1%	29.4%	26.5%	29.1%	12.9%
Art museums	*	*	*	*	3.4%
Art galleries and exhibitions	*	*	*	*	11.5%
Lū'au/ Polynesian show/ hula show	36.5%	34.4%	32.9%	28.4%	27.6%
Lesson ex. ukulele, hula, canoe, lei making	5.1%	8.2%	7.4%	7.0%	3.7%
Play/ concert/ theatre	6.1%	5.5%	4.4%	4.6%	2.7%
Art/ craft fair	14.2%	14.5%	13.7%	14.0%	10.7%
Festival/ events	10.4%	6.0%	5.0%	4.8%	3.6%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.1%	96.8%	80.8%	79.6%	94.1%	94.6%
Airport shuttle	19.2%	10.2%	0.0%	17.5%	14.9%	15.0%
Trolley	6.2%	3.9%	0.0%	0.0%	4.1%	0.7%
Public bus	19.9%	3.3%	6.9%	0.0%	3.2%	1.8%
Tour bus/ tour van	14.9%	5.8%	0.0%	13.1%	7.0%	9.3%
Taxi/ limo	24.9%	9.1%	6.9%	11.0%	10.3%	6.9%
Rental car	55.1%	84.1%	54.7%	41.6%	83.0%	80.8%
Ride share	34.1%	12.6%	0.0%	13.9%	11.6%	6.7%
Car share	8.6%	3.9%	19.2%	0.0%	3.9%	4.6%
Bicycle rental	3.7%	2.0%	12.3%	2.9%	2.9%	5.2%

ACTIVITIES - TRANSPORTATION - CANADA

	2017	2018	2019	2020	2022
TOTAL	97.8%	96.0%	95.3%	96.8%	95.7%
Airport shuttle	23.8%	22.2%	18.6%	19.6%	15.8%
Trolley	4.7%	4.5%	5.5%	6.6%	4.4%
Public bus	12.6%	11.1%	10.4%	12.0%	8.8%
Tour bus/ tour van	11.5%	12.4%	10.9%	11.6%	10.0%
Taxi/ limo	17.5%	15.3%	13.0%	14.6%	14.9%
Rental car	82.8%	81.1%	79.9%	79.8%	74.7%
Ride share	NA	9.1%	13.7%	12.5%	19.1%
Care share	NA	NA	NA	NA	5.8%
Bicycle rental	NA	3.4%	3.2%	3.7%	3.6%

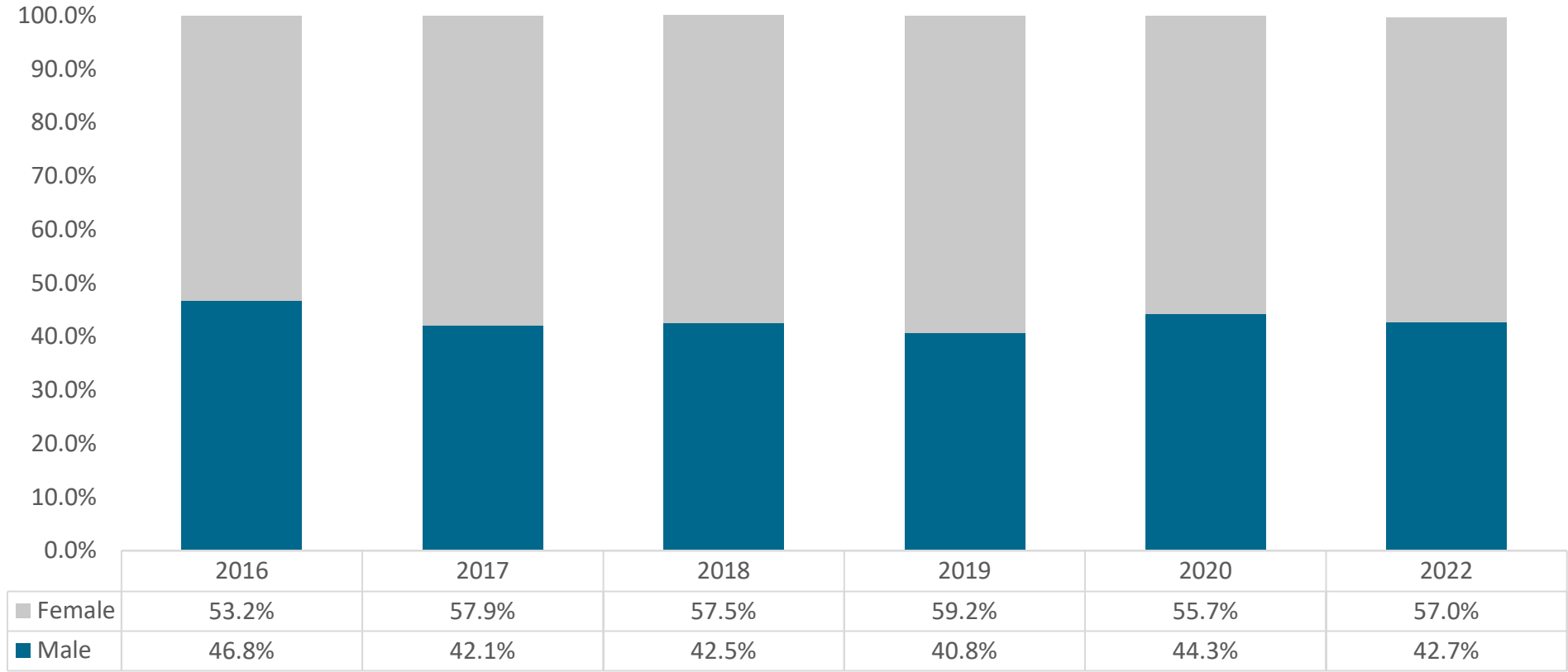
ACTIVITIES - OTHER - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'	KAUA'I
TOTAL	21.4%	22.9%	13.8%	7.3%	25.0%	19.2%
Visiting friends and family	18.4%	21.1%	13.8%	7.3%	23.5%	15.7%
Giving back to the local community	3.5%	3.0%	6.9%	0.0%	2.6%	4.2%

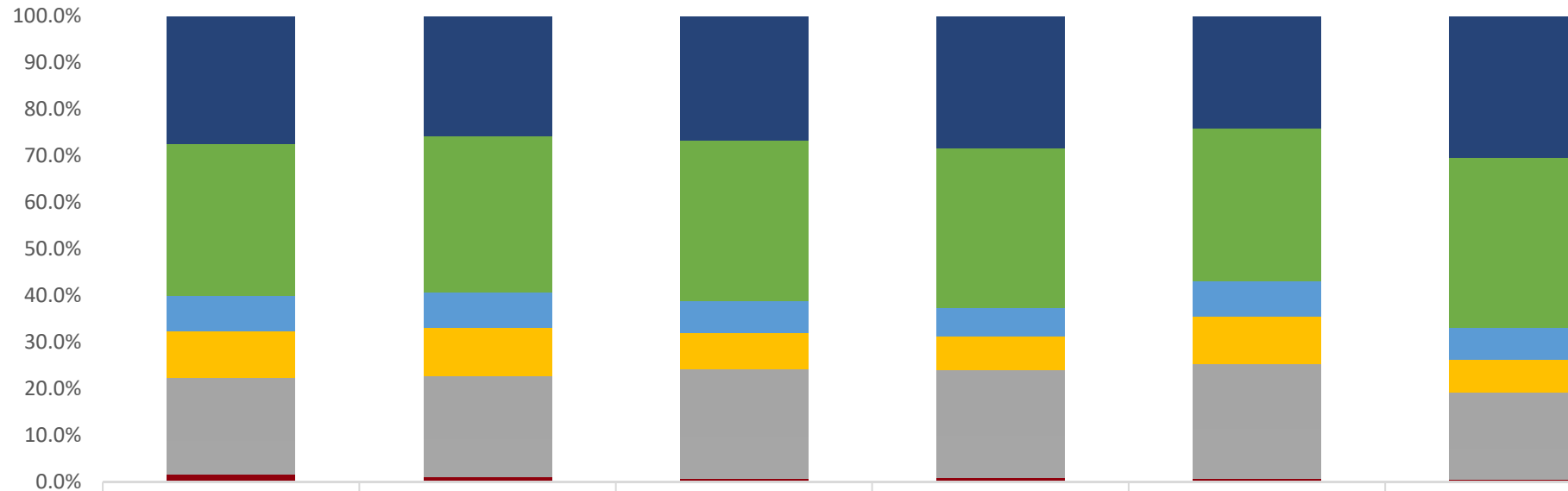
ACTIVITIES - OTHER - CANADA

	2018	2019	2020	2022
TOTAL	20.1%	18.6%	23.5%	23.5%
Visiting friends and family	19.0%	17.9%	22.6%	21.1%
Giving back to the local community	1.3%	0.9%	1.3%	3.4%

VISITOR PROFILE - GENDER - CANADA

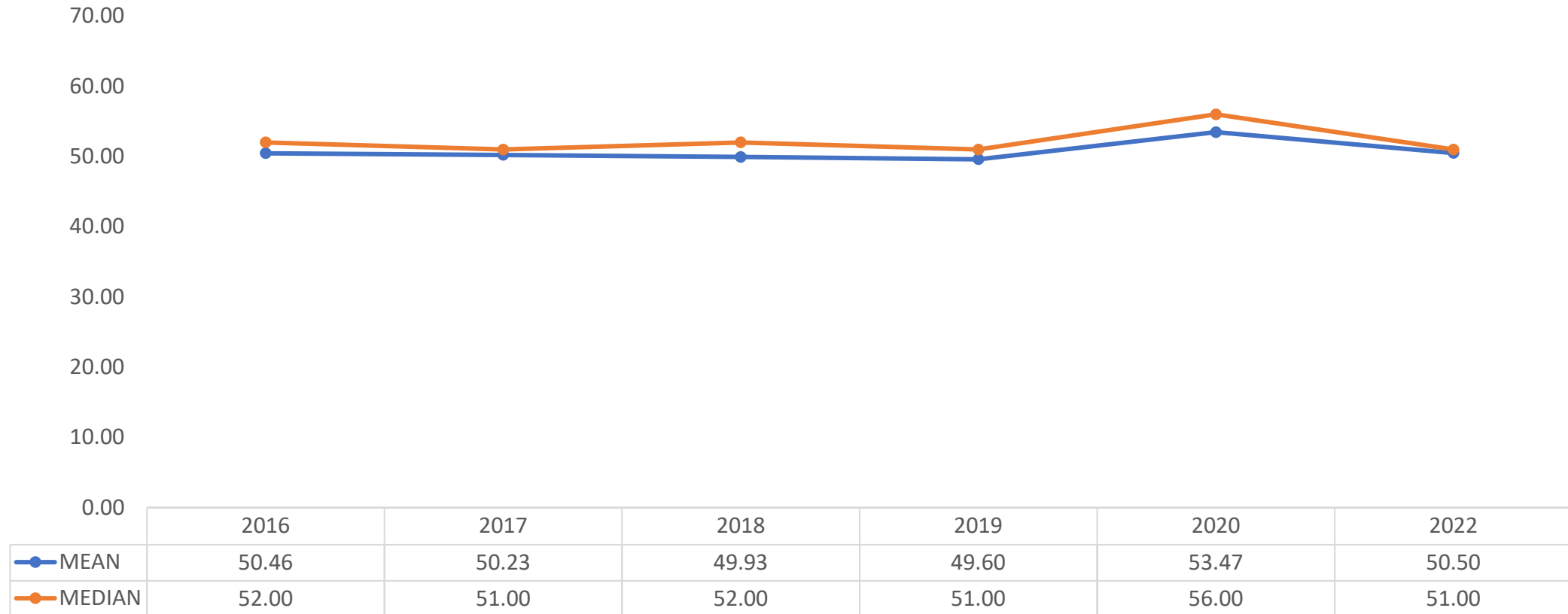


VISITOR PROFILE - EDUCATION - CANADA

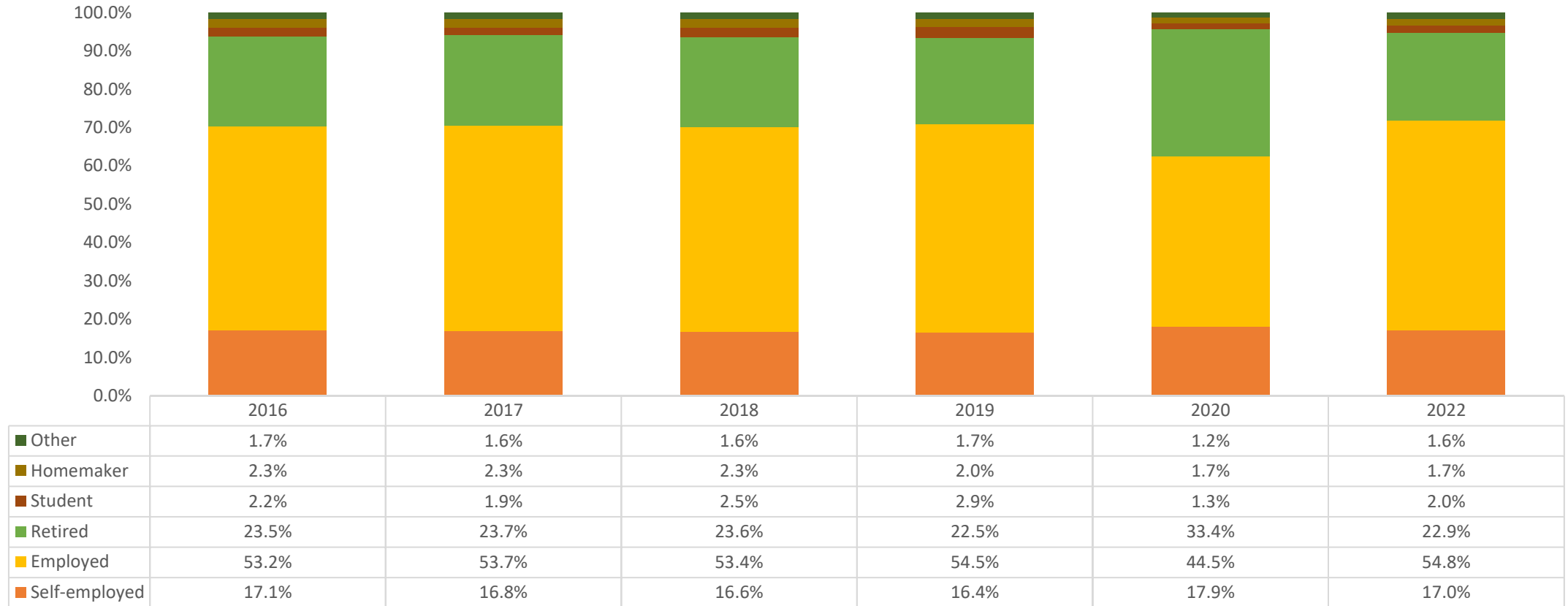


	2016	2017	2018	2019	2020	2022
■ Post-Graduate	28.1%	25.8%	26.7%	28.4%	24.1%	30.5%
■ College Grad	32.6%	33.6%	34.6%	34.3%	32.7%	36.5%
■ Associate Degree	7.7%	7.5%	6.7%	6.1%	7.6%	6.7%
■ Vocational/ Tech	10.0%	10.4%	7.9%	7.3%	10.4%	7.2%
■ Some College	13.4%	13.6%	14.3%	14.0%	13.8%	12.0%
■ H.S. Grad	7.1%	8.1%	9.2%	9.0%	10.7%	6.7%
■ Some / No H.S.	1.7%	1.0%	0.6%	0.9%	0.7%	0.4%

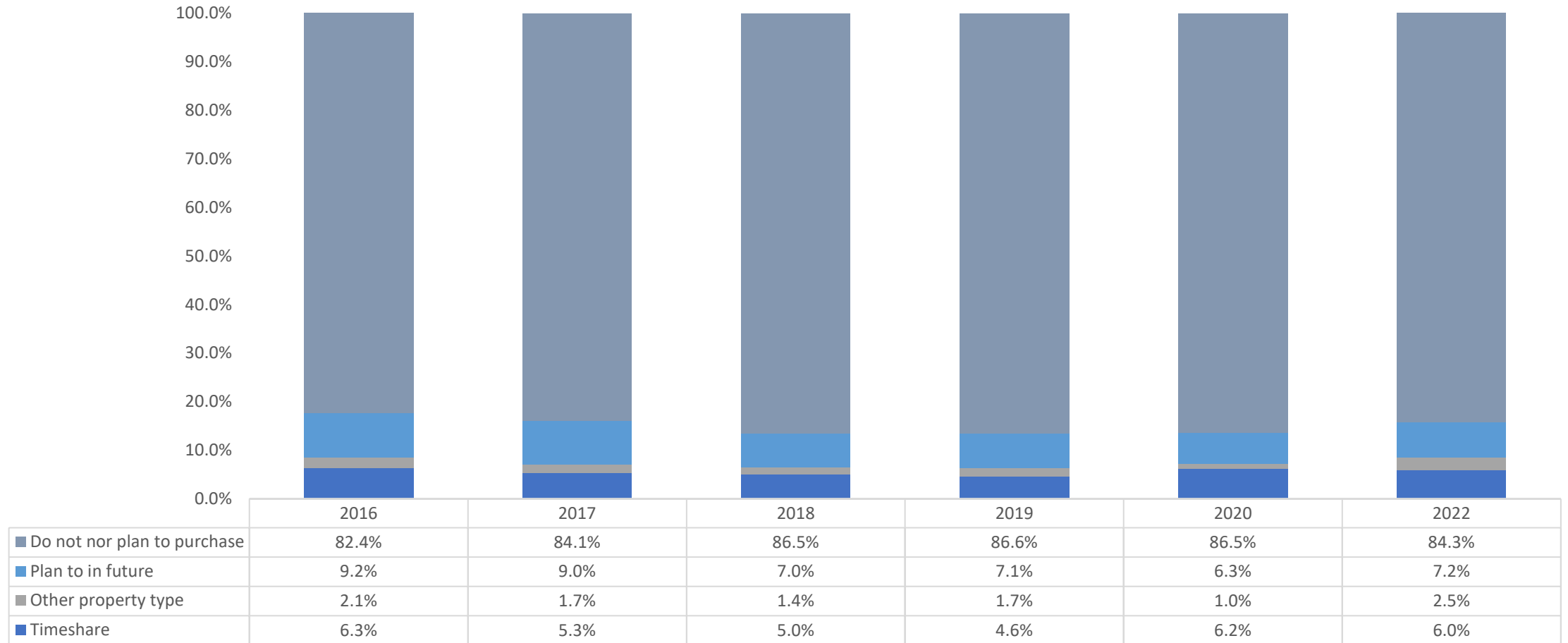
VISITOR PROFILE - AGE - CANADA



VISITOR PROFILE - EMPLOYMENT STATUS - CANADA



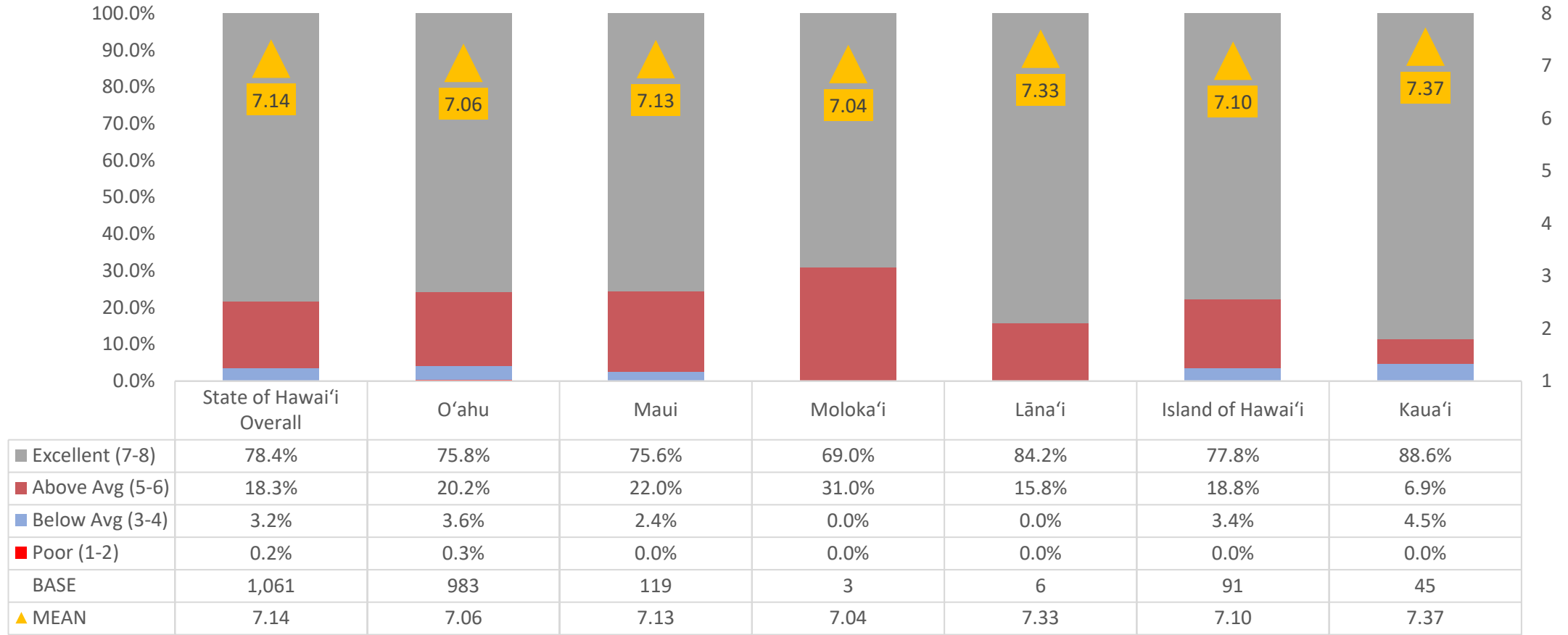
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - CANADA



Section 17 – Oceania

OVERALL SATISFACTION - MOST RECENT TRIP - OCEANIA

8-pt Rating Scale
8=Excellent / 1=Poor



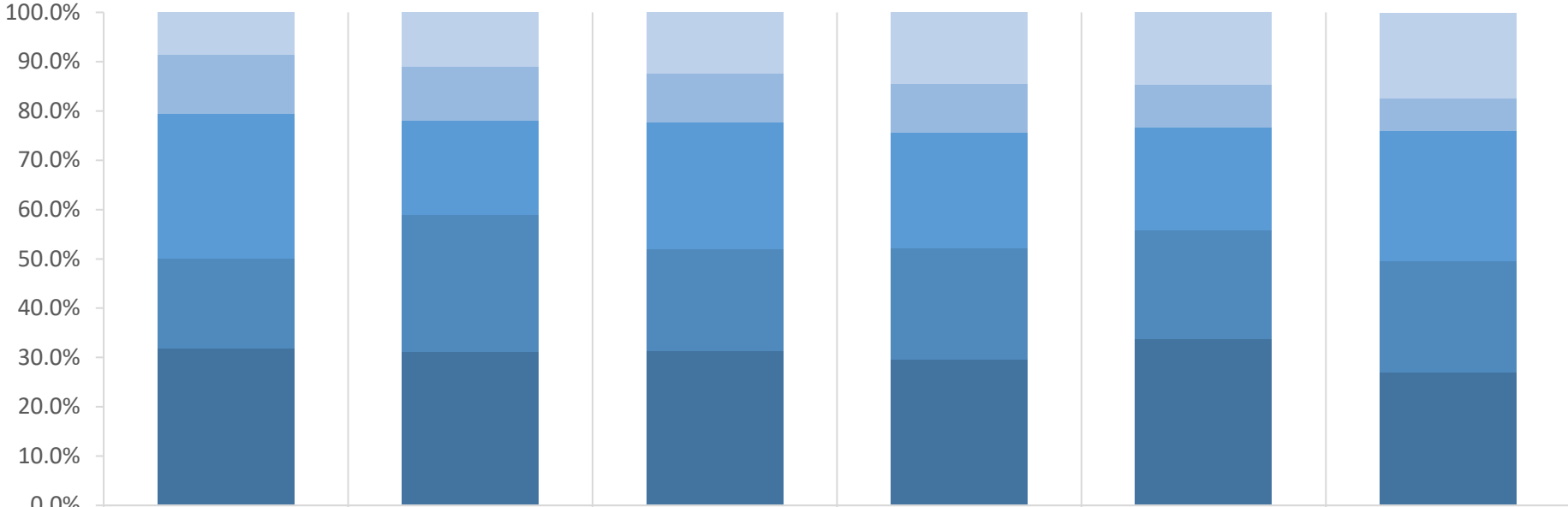
PRIMARY PURPOSE OF TRIP - OCEANIA

	2018	2019	2020	2022
Vacation	73.8%	71.8%	82.6%	77.7%
Layover/ break up long flight	9.9%	11.9%	3.9%	8.5%
Visiting friends and family	2.2%	2.0%	2.1%	5.5%
Anniversary/ birthday	5.7%	5.1%	5.0%	1.7%
Honeymoon	2.4%	1.9%	1.6%	1.7%
Wedding/ vow renewal	0.4%	1.3%	0.6%	0.3%

PRIMARY + SECONDARY PURPOSE OF TRIP - OCEANIA

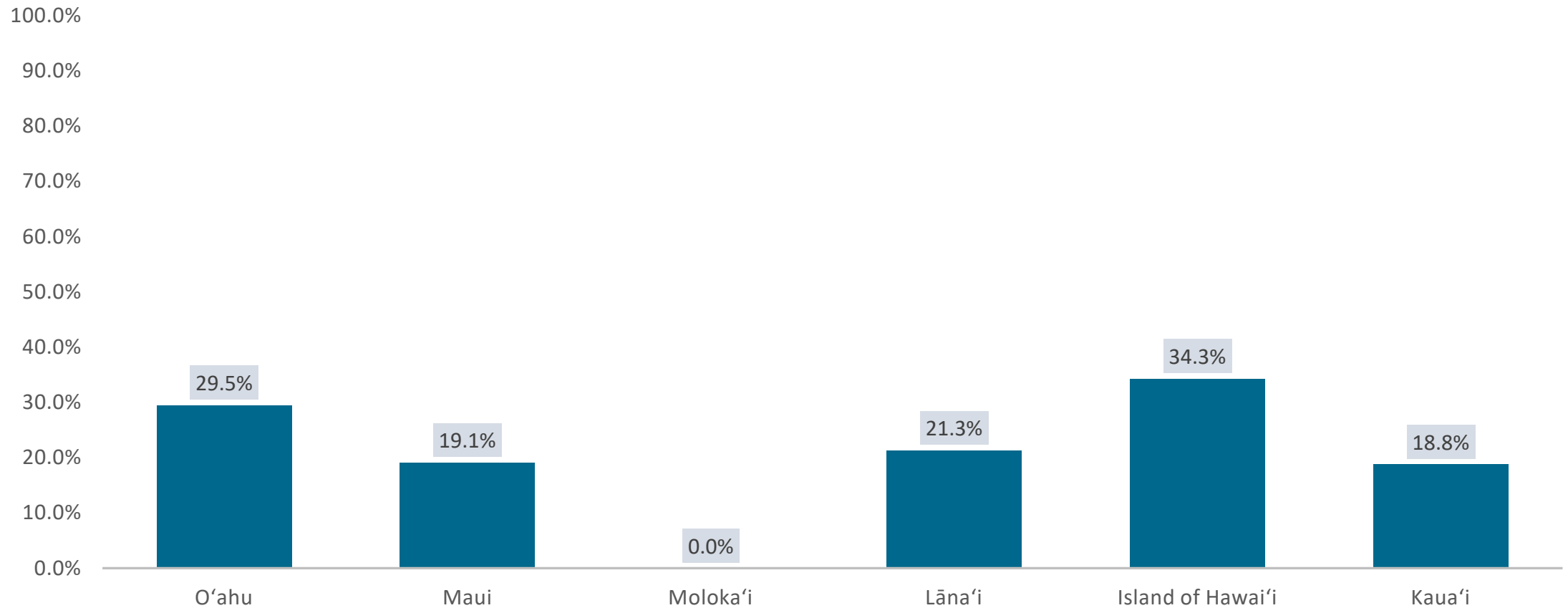
	2018	2019	2020	2022
Vacation	89.8%	88.9%	91.6%	88.5%
Layover/ break up long trip	20.5%	22.6%	7.9%	14.6%
Visit friends/ relatives	4.2%	4.1%	6.0%	10.6%
Anniversary/ birthday	12.1%	9.3%	7.1%	2.7%
Other business	-	-	2.0%	2.4%
Honeymoon	2.9%	2.2%	2.0%	2.4%

VACATION TRIP DESCRIPTION - OCEANIA

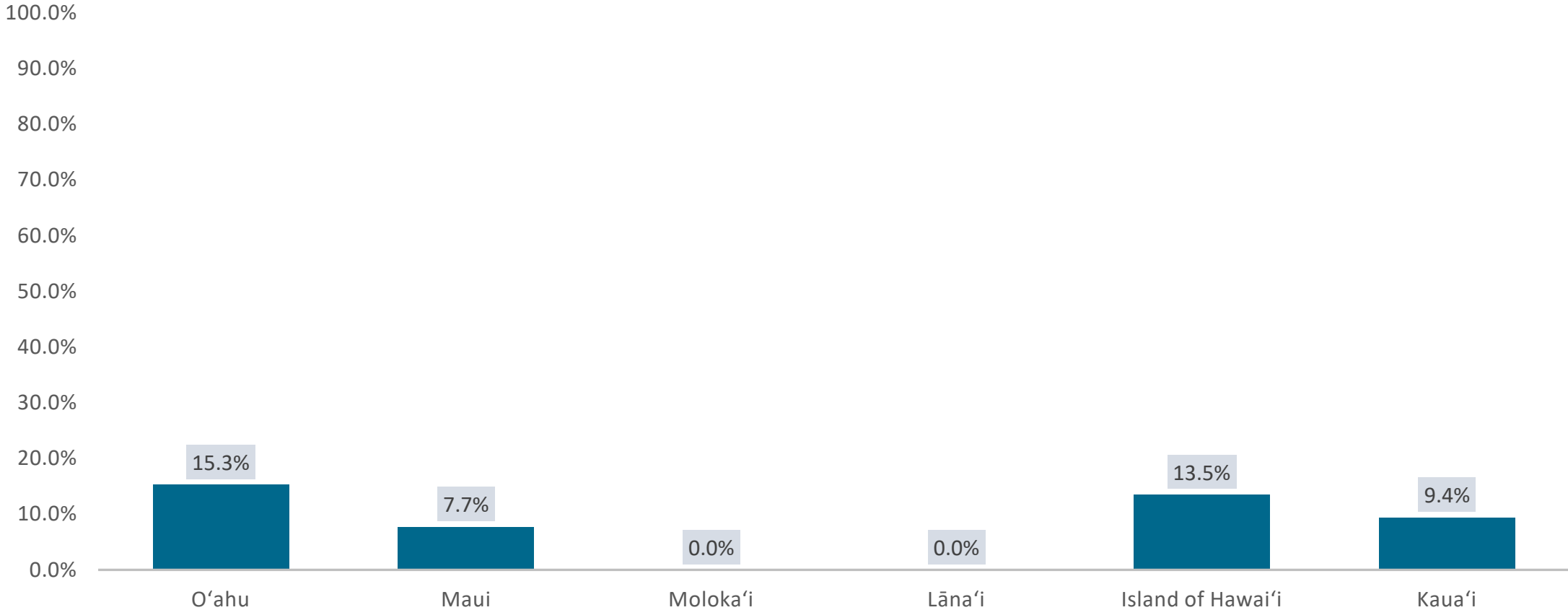


	2016	2017	2018	2019	2020	2022
Other	8.6%	11.1%	12.3%	14.5%	14.6%	17.3%
Once-in-a-lifetime	11.9%	10.9%	10.1%	9.8%	8.8%	6.6%
More special than most trips	29.4%	19.2%	25.7%	23.6%	20.7%	26.5%
Annual/ Semi-annual trip	18.3%	27.7%	20.5%	22.6%	22.1%	22.6%
Special occasion	31.8%	31.2%	31.4%	29.5%	33.8%	26.9%

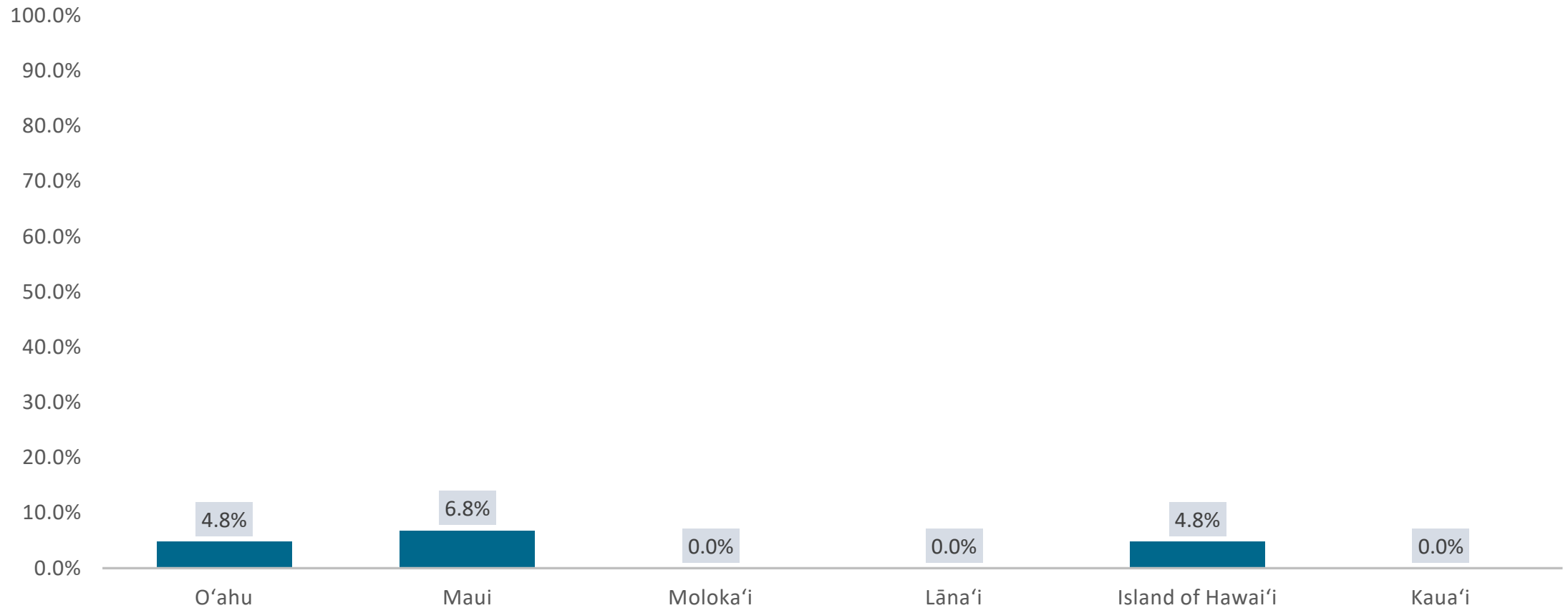
ADVERTISING AWARENESS - OCEANIA



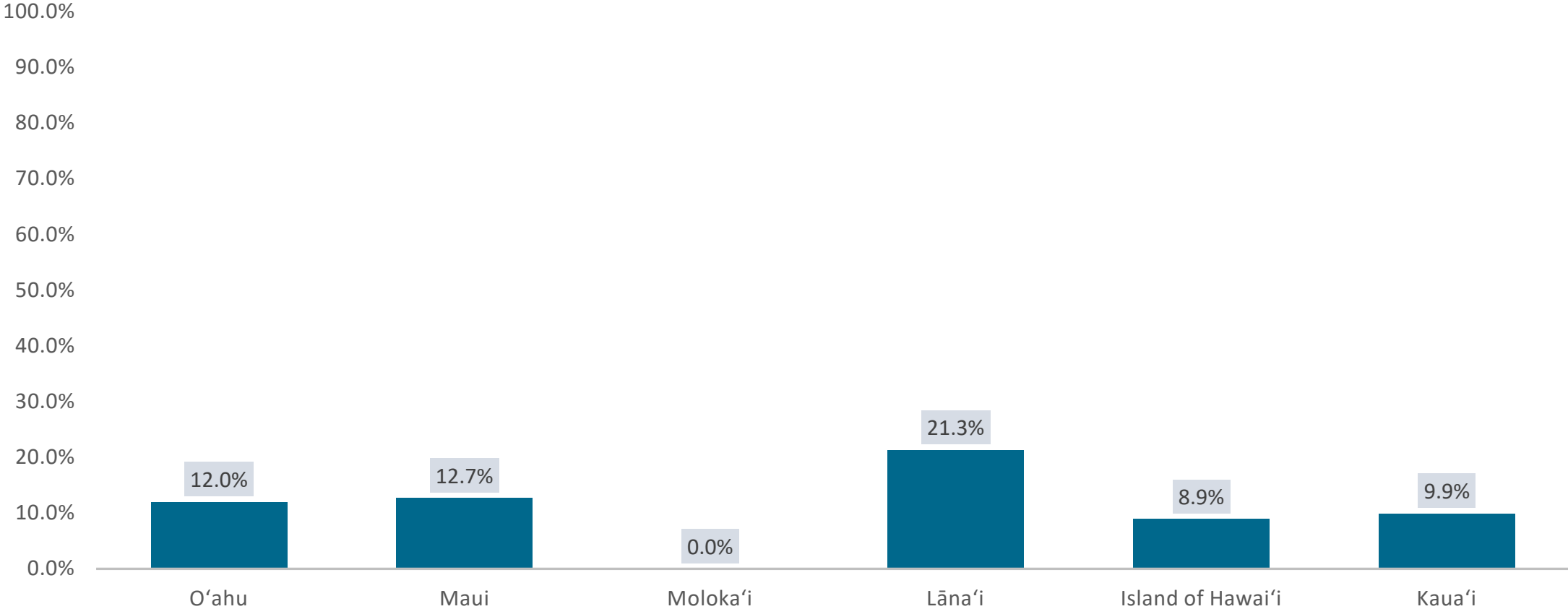
IMPACT OF LOCATION FILMING - OCEANIA



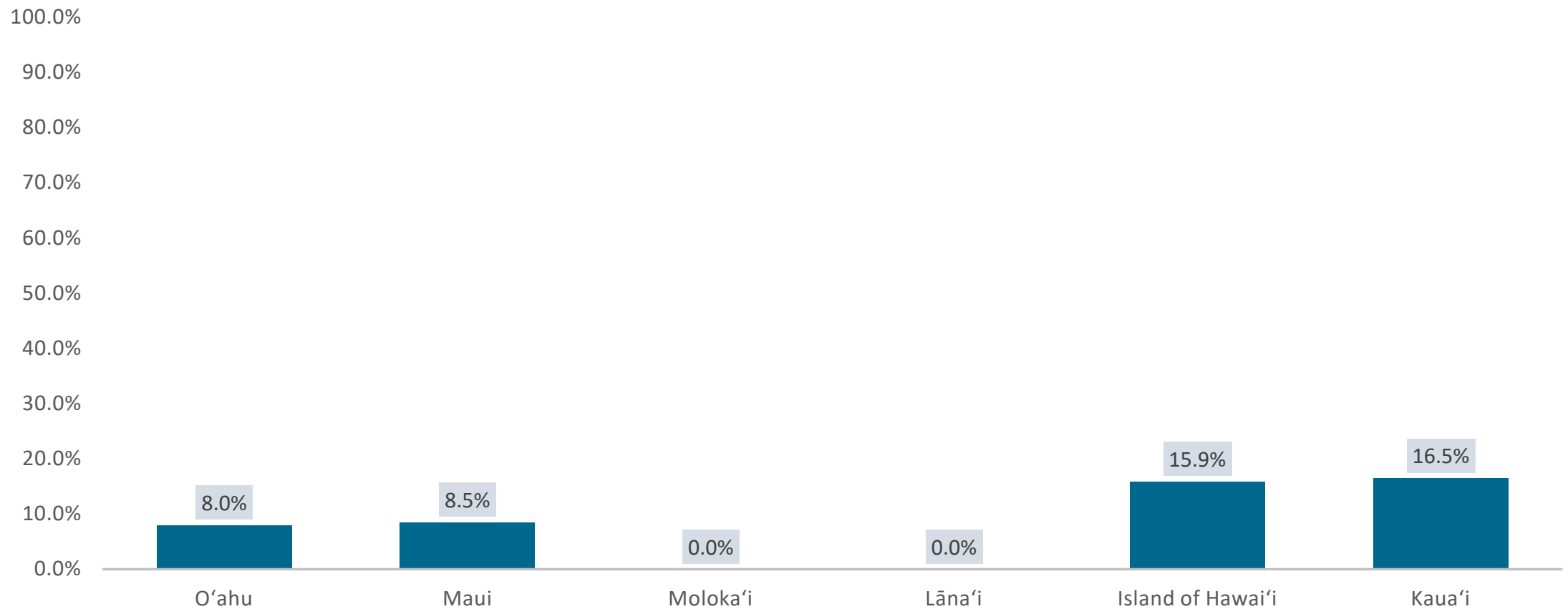
IMPACT OF HAWAIIAN MUSIC - OCEANIA



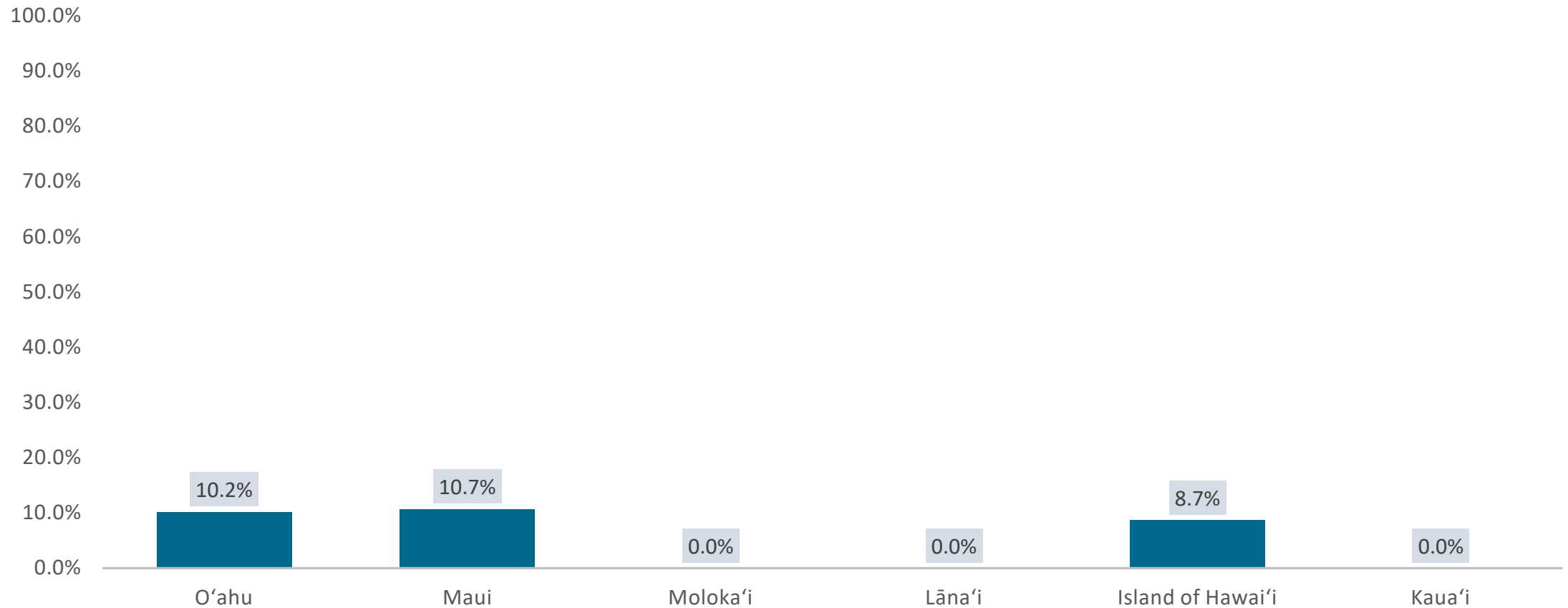
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - OCEANIA



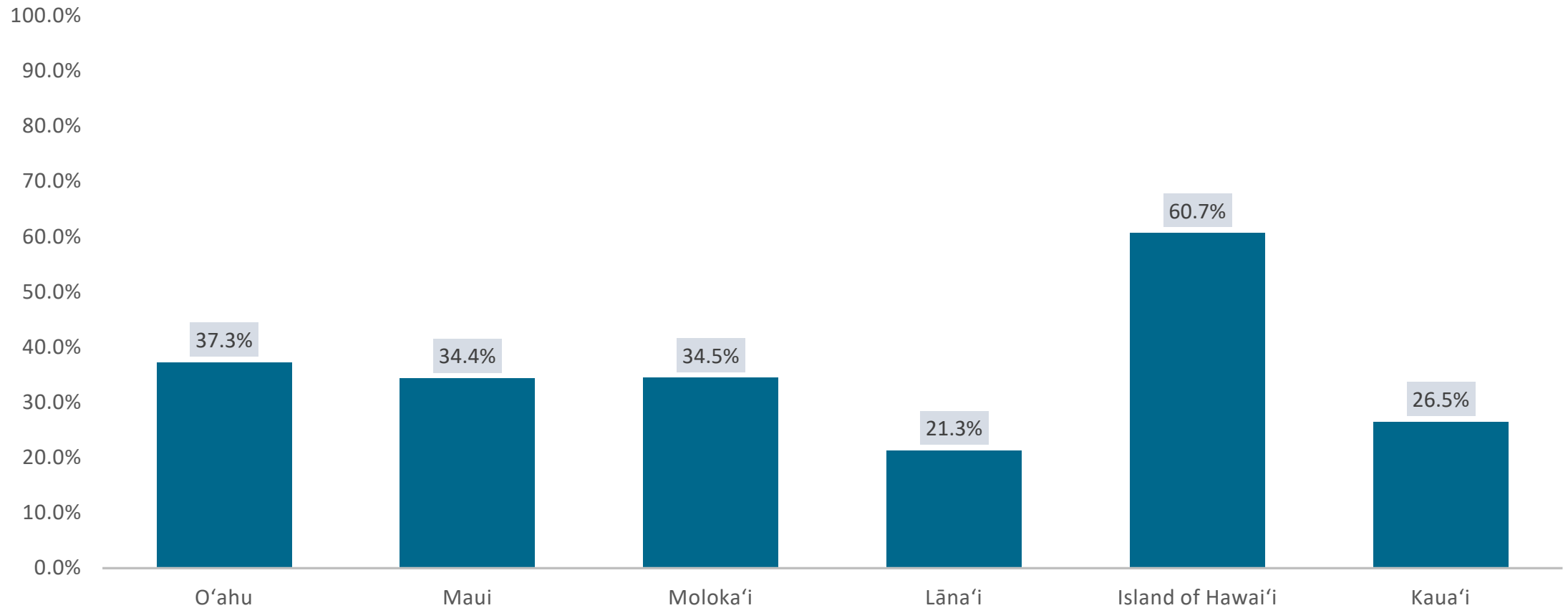
IMPACT OF OUTDOOR/ SPORTING EVENTS - OCEANIA



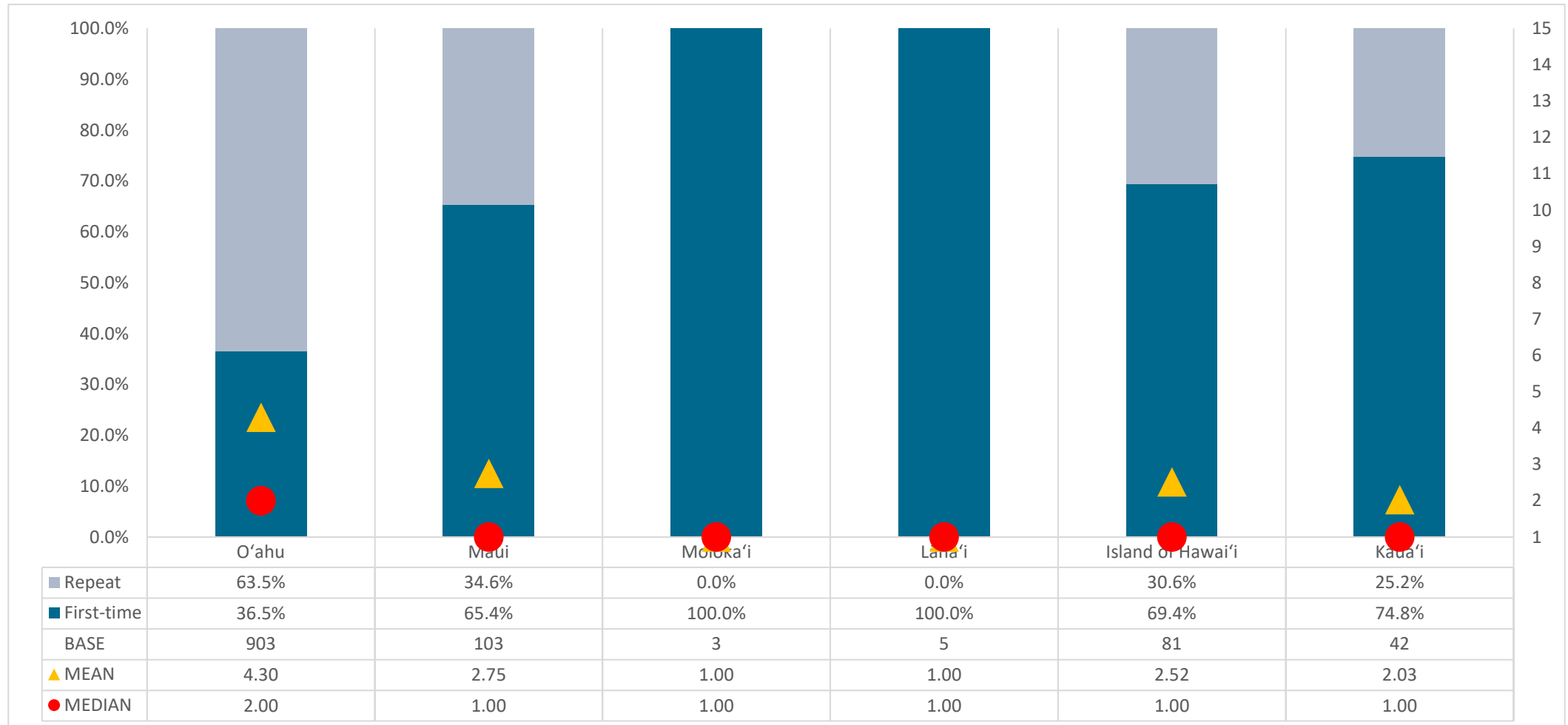
IMPACT OF HAWAIIAN CULTURAL EVENTS - OCEANIA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - OCEANIA



1ST TIME VS REPEAT VISITORS - OCEANIA

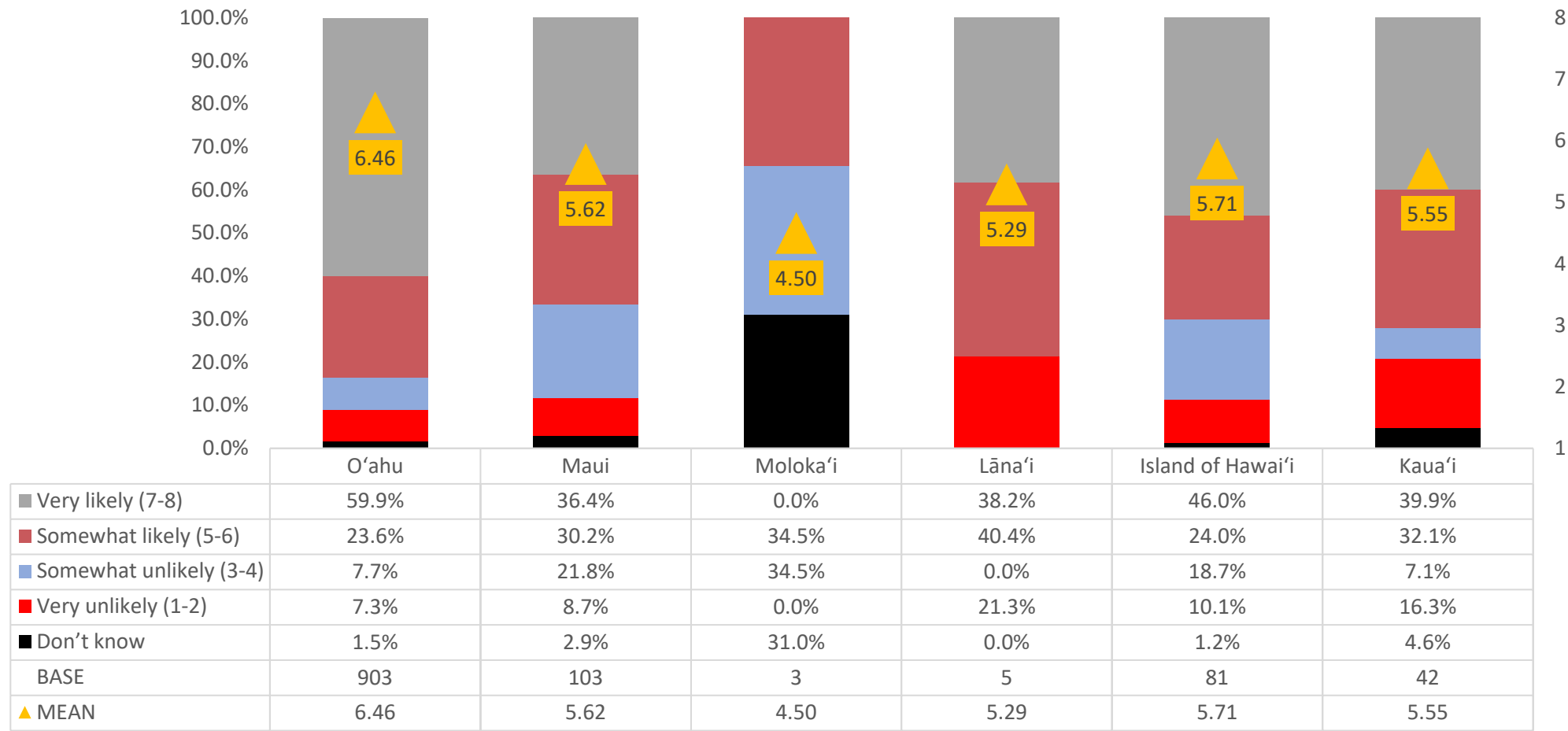


TRAVEL PARTY MEMBERS - OCEANIA

	2016	2017	2018	2019	2020	2022
Spouse	67.5%	67.7%	66.8%	62.8%	56.2%	55.4%
Other adult family	21.5%	22.2%	22.3%	23.9%	30.0%	21.7%
Child under 18	22.4%	25.2%	23.1%	21.3%	27.7%	17.4%
Friends/ associates	16.0%	15.9%	15.7%	16.4%	11.8%	12.6%
Alone	7.0%	7.2%	7.1%	7.7%	9.9%	15.7%
Girlfriend/ boyfriend	4.7%	4.5%	4.1%	4.9%	5.6%	4.8%
Same sex partner	1.1%	1.0%	1.1%	1.1%	0.9%	1.1%

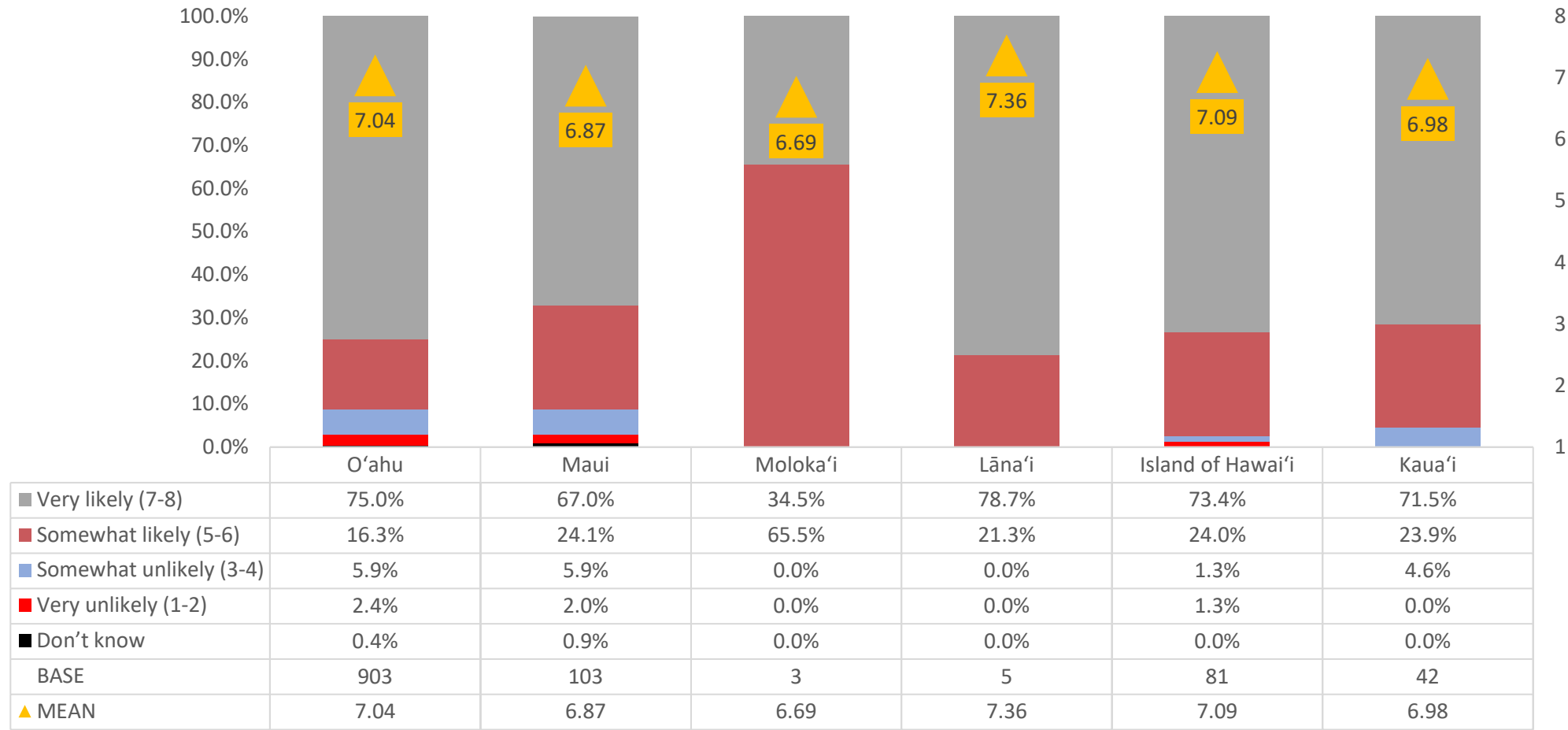
LIKELIHOOD OF RETURN VISIT - OCEANIA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY - OCEANIA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	89.9%	94.1%	100.0%	100.0%	98.7%	97.4%
On own (self guided)/ driving around the island	50.6%	68.9%	34.5%	21.3%	71.2%	82.9%
Helicopter ride/ airplane tour	2.5%	5.0%	0.0%	0.0%	5.2%	14.5%
Boat tour/ submarine ride/ whale watching	14.9%	23.2%	0.0%	38.2%	30.7%	23.9%
Visiting towns/ communities	29.0%	36.2%	65.5%	40.4%	47.8%	45.3%
Private limousine/ van tour/ tour bus	23.2%	12.5%	34.5%	0.0%	25.1%	12.2%
Scenic views/ natural landmarks	46.2%	47.6%	34.5%	21.3%	67.7%	59.5%
Movie and TV filming location tours	8.5%	0.0%	0.0%	0.0%	6.5%	0.0%

ACTIVITIES - SIGHTSEEING - OCEANIA

	2017	2018	2019	2020	2022
TOTAL	92.9%	92.3%	92.0%	91.0%	91.2%
On own (self guided)/ driving around the island	46.8%	48.7%	48.2%	54.9%	55.2%
Helicopter ride/ airplane tour	7.2%	8.2%	7.1%	1.5%	3.5%
Boat tour/ submarine ride/ whale watching	20.0%	18.7%	16.4%	19.3%	18.1%
Visiting towns/ communities	20.2%	31.4%	29.4%	31.0%	32.3%
Private limousine/ van tour/ tour bus	35.9%	35.9%	32.4%	27.6%	22.5%
Scenic views/ natural landmarks	62.9%	51.7%	50.3%	47.3%	48.9%
Movie and TV filming location tours	8.4%	9.6%	10.2%	9.5%	7.6%

ACTIVITIES - RECREATION - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.8%	96.0%	34.5%	100.0%	96.4%	90.6%
Beach/ sunbathing	79.7%	78.8%	34.5%	57.4%	62.7%	69.0%
Bodyboarding	3.7%	10.6%	0.0%	0.0%	3.7%	4.6%
Stand up paddle boarding	6.1%	4.8%	0.0%	0.0%	0.0%	4.6%
Surfing	9.2%	7.5%	0.0%	0.0%	3.7%	5.1%
Canoeing/ kayaking	2.0%	2.0%	0.0%	0.0%	2.5%	4.6%
Swimming in the ocean	62.7%	69.8%	34.5%	59.6%	61.5%	50.1%
Snorkeling	19.6%	42.8%	0.0%	19.1%	47.7%	33.9%
Freediving	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%
Scuba diving	1.0%	1.9%	0.0%	0.0%	2.5%	0.0%
Fishing	0.7%	0.9%	0.0%	0.0%	1.2%	0.0%
Golf	1.7%	6.7%	0.0%	0.0%	6.1%	4.6%

ACTIVITIES - RECREATION - OCEANIA

	2017	2018	2019	2020	2022
TOTAL	92.2%	94.1%	93.4%	94.3%	94.3%
Beach/ sunbathing	78.7%	78.4%	75.8%	74.3%	79.5%
Bodyboarding	12.1%	9.6%	8.1%	3.9%	4.5%
Stand up paddle boarding	*	*	*	6.1%	5.8%
Surfing	9.3%	9.4%	7.5%	7.7%	8.8%
Canoeing/ kayaking	4.2%	4.0%	3.5%	2.2%	2.3%
Swimming in the ocean	NA	64.1%	64.2%	62.4%	64.2%
Snorkeling	NA	27.7%	27.2%	28.2%	24.4%
Freediving	NA	NA	NA	0.0%	0.8%
Windsurfing/ kitesurfing	0.3%	0.2%	0.0%	0.4%	0.3%
Jet skiing/ parasailing	1.4%	1.4%	1.3%	1.7%	0.8%
Scuba diving	1.5%	1.1%	0.6%	0.0%	1.2%
Fishing	1.1%	1.1%	0.7%	2.3%	0.7%
Golf	3.2%	3.1%	2.8%	1.9%	2.5%

* Combined with bodyboarding

ACTIVITIES - RECREATION - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.8%	96.0%	34.5%	100.0%	96.4%	90.6%
Running/ jogging/ fitness walking	23.5%	25.2%	0.0%	38.2%	16.5%	23.9%
Cycling	2.3%	4.8%	0.0%	0.0%	1.3%	4.8%
Spa	6.1%	6.8%	0.0%	0.0%	7.6%	2.3%
Hiking	20.7%	31.3%	34.5%	0.0%	32.8%	28.8%
Backpacking/ camping	0.4%	0.9%	0.0%	0.0%	1.2%	0.0%
Agritourism	6.6%	2.0%	0.0%	21.3%	11.3%	2.3%
Sports event or tournament	1.0%	0.9%	0.0%	0.0%	2.7%	2.6%
Parks/ botanical gardens	28.2%	23.6%	0.0%	19.1%	41.2%	21.6%
Waterparks	1.4%	0.0%	0.0%	0.0%	1.2%	0.0%
Mountain tubing/ waterfall rappel	0.6%	0.0%	0.0%	0.0%	0.0%	6.9%
Zip lining	1.9%	0.9%	0.0%	0.0%	4.9%	2.6%
Skydiving	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
All terrain vehicle (ATV)	3.2%	2.1%	0.0%	0.0%	3.7%	2.3%
Horseback riding	0.4%	0.0%	0.0%	19.1%	0.0%	0.0%

ACTIVITIES - RECREATION - OCEANIA

	2017	2018	2019	2020	2022
TOTAL	92.2%	94.1%	93.4%	94.3%	94.3%
Running/ jogging/ fitness walking	28.2%	22.8%	20.1%	26.0%	24.1%
Cycling	NA	NA	NA	NA	2.7%
Spa	7.4%	7.7%	6.1%	5.7%	6.4%
Hiking	9.1%	10.8%	22.9%	21.7%	23.5%
Backpacking/ camping	*	*	0.6%	1.0%	0.5%
Agritourism	5.1%	8.1%	8.6%	9.6%	6.8%
Sports event or tournament	1.9%	2.0%	2.5%	2.0%	1.2%
Parks/ botanical gardens	29.7%	32.9%	30.4%	27.1%	29.3%
Waterparks	NA	2.0%	1.4%	0.9%	1.3%
Mountain tubing/ waterfall rappel	NA	0.9%	1.2%	0.9%	0.8%
Zip lining	NA	2.4%	3.1%	2.4%	2.2%
Skydiving	NA	0.1%	0.1%	0.0%	0.1%
All terrain vehicle (ATV)	NA	3.3%	4.1%	3.8%	3.3%
Horseback riding	NA	1.6%	1.0%	0.7%	0.5%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.7%	97.9%	100.0%	80.9%	100.0%	100.0%
Lunch/ sunset/ dinner/ evening cruise	18.5%	15.7%	0.0%	38.2%	15.0%	16.8%
Live music/ stage show	20.6%	19.8%	0.0%	0.0%	12.3%	9.4%
Nightclub/ dancing/ bar/ karaoke	9.0%	7.6%	34.5%	0.0%	10.1%	2.3%
Fine dining	33.7%	31.8%	0.0%	19.1%	28.8%	28.0%
Family restaurant	65.8%	59.8%	34.5%	0.0%	61.4%	55.0%
Fast food	54.3%	33.9%	34.5%	0.0%	27.8%	40.5%
Food truck	31.5%	37.4%	34.5%	21.3%	24.3%	24.2%
Café/ coffee house	59.0%	63.3%	65.5%	21.3%	65.1%	45.3%
Ethnic dining	14.6%	10.8%	0.0%	0.0%	20.3%	14.2%
Farm to table cuisine	4.1%	6.7%	0.0%	21.3%	10.2%	9.7%
Prepared own meal	18.5%	45.6%	69.0%	0.0%	45.2%	38.2%

ACTIVITIES - ENTERTAINMENT & DINING - OCEANIA

	2017	2018	2019	2020	2022
TOTAL	98.6%	98.2%	97.9%	98.4%	98.8%
Lunch/ sunset/ dinner/ evening cruise	24.2%	21.0%	18.6%	17.0%	18.8%
Live music/ stage show	23.9%	25.3%	23.2%	20.1%	20.4%
Nightclub/ dancing/ bar/ karaoke	9.0%	9.4%	8.0%	6.4%	9.1%
Fine dining	39.0%	38.3%	34.7%	35.1%	33.6%
Family restaurant	75.3%	67.7%	66.3%	69.6%	64.8%
Fast food	48.6%	49.9%	48.9%	51.5%	51.2%
Food truck	NA	23.9%	23.8%	24.0%	32.7%
Café/ coffee house	58.0%	58.8%	58.8%	64.4%	59.3%
Ethnic dining	16.5%	14.5%	15.5%	15.4%	15.1%
Farm to table cuisine	NA	NA	NA	NA	5.3%
Prepared own meal	23.5%	25.2%	25.5%	25.0%	23.9%

ACTIVITIES - SHOPPING - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.5%	96.2%	100.0%	21.3%	97.5%	97.4%
Malls/ department stores	76.8%	38.7%	34.5%	21.3%	30.2%	33.1%
Designer boutiques	20.8%	14.6%	0.0%	0.0%	8.8%	4.8%
Hotel/ resort stores	30.9%	24.0%	34.5%	21.3%	16.2%	14.2%
Swap meet/ flea market	8.2%	5.7%	0.0%	0.0%	4.9%	2.3%
Discount/ outlet stores	37.8%	28.7%	31.0%	0.0%	15.1%	12.0%
Supermarkets	41.8%	67.6%	34.5%	0.0%	55.0%	61.8%
Farmer's market	16.3%	20.4%	0.0%	21.3%	30.2%	30.8%
Convenience stores	64.6%	47.2%	69.0%	21.3%	57.4%	50.1%
Duty free stores	7.5%	5.1%	0.0%	0.0%	5.2%	0.0%
Hawai'i made products	32.6%	30.0%	0.0%	21.3%	45.0%	29.0%
Local shops and artisans	37.8%	51.3%	0.0%	0.0%	53.9%	54.7%

ACTIVITIES - SHOPPING - OCEANIA

	2017	2018	2019	2020	2022
TOTAL	98.0%	96.9%	96.7%	96.2%	97.6%
Malls/ department stores	81.9%	78.0%	75.1%	75.6%	71.0%
Designer boutiques	26.1%	23.8%	19.6%	22.0%	19.7%
Hotel/ resort stores	35.1%	35.2%	33.9%	30.3%	30.2%
Swap meet/ flea market	13.7%	9.2%	9.8%	8.8%	7.9%
Discount/ outlet stores	53.3%	49.4%	44.6%	41.3%	35.7%
Supermarkets	45.0%	54.0%	50.6%	54.1%	46.3%
Farmer's market	15.1%	17.0%	18.1%	16.7%	18.4%
Convenience stores	62.0%	65.1%	64.1%	66.6%	63.3%
Duty free stores	11.9%	12.5%	10.8%	7.0%	7.1%
Hawai'i made products	NA	NA	NA	NA	32.9%
Local shops and artisans	53.2%	51.3%	50.8%	46.6%	41.3%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	66.8%	56.6%	69.0%	21.3%	76.1%	57.3%
Historic military sites and museums	35.0%	5.9%	34.5%	0.0%	16.5%	2.6%
Historic Hawaiian sites and museums	23.6%	23.0%	0.0%	0.0%	51.1%	31.3%
Other historical sites, museums, and homes	9.5%	6.8%	34.5%	0.0%	17.1%	9.1%
Art museums	4.8%	2.9%	0.0%	0.0%	3.7%	0.0%
Art galleries and exhibitions	7.1%	13.5%	0.0%	0.0%	10.9%	4.8%
Lū'au/ Polynesian show/ hula show	22.2%	25.6%	0.0%	21.3%	15.3%	14.5%
Lesson ex. ukulele, hula, canoe, lei making	3.0%	3.8%	0.0%	0.0%	3.9%	2.3%
Play/ concert/ theatre	3.2%	4.8%	0.0%	0.0%	2.5%	0.0%
Art/ craft fair	3.5%	8.7%	0.0%	0.0%	7.3%	6.9%
Festival/ events	3.6%	2.8%	0.0%	0.0%	5.0%	2.3%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - OCEANIA

	2017	2018	2019	2020	2022
TOTAL	74.0%	74.6%	71.6%	69.1%	66.9%
Historic military sites and museums	52.8%	45.5%	41.8%	40.5%	31.4%
Historic Hawaiian sites and museums	NA	NA	NA	NA	26.0%
Other historical sites, museums, and homes	23.7%	21.7%	21.7%	20.3%	10.2%
Art museums	*	*	*	*	4.7%
Art galleries and exhibitions	*	*	*	*	8.0%
Lū'au/ Polynesian show/ hula show	34.3%	31.5%	28.1%	26.2%	22.6%
Lesson ex. ukulele, hula, canoe, lei making	4.0%	6.6%	6.1%	8.3%	3.2%
Play/ concert/ theatre	3.2%	4.4%	3.4%	3.0%	3.3%
Art/ craft fair	5.4%	5.6%	6.9%	5.4%	4.4%
Festival/ events	6.8%	4.1%	4.8%	2.3%	3.8%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.3%	97.1%	69.0%	80.9%	93.9%	93.1%
Airport shuttle	31.4%	16.7%	34.5%	40.4%	20.5%	12.2%
Trolley	12.0%	6.8%	0.0%	21.3%	3.7%	0.0%
Public bus	27.3%	8.6%	0.0%	0.0%	11.2%	12.0%
Tour bus/ tour van	21.0%	11.8%	34.5%	0.0%	22.4%	9.9%
Taxi/ limo	40.4%	14.8%	34.5%	40.4%	18.4%	9.1%
Rental car	26.2%	65.8%	34.5%	0.0%	67.6%	66.9%
Ride share	39.7%	21.2%	0.0%	0.0%	20.1%	16.8%
Car share	3.1%	2.9%	0.0%	0.0%	1.3%	2.6%
Bicycle rental	1.9%	4.7%	0.0%	0.0%	0.0%	0.0%

ACTIVITIES - TRANSPORTATION - OCEANIA

	2017	2018	2019	2020	2022
TOTAL	98.7%	96.9%	96.6%	96.7%	97.1%
Airport shuttle	60.8%	53.1%	48.5%	40.2%	29.8%
Trolley	23.7%	22.6%	22.8%	21.9%	11.2%
Public bus	27.7%	30.1%	29.4%	23.4%	24.9%
Tour bus/ tour van	35.8%	37.0%	35.3%	35.2%	20.7%
Taxi/ limo	43.2%	39.0%	35.9%	34.8%	36.8%
Rental car	31.8%	31.0%	32.5%	38.8%	34.1%
Ride share	NA	20.6%	24.7%	27.1%	37.6%
Car share	NA	NA	NA	NA	3.2%
Bicycle rental	NA	1.7%	1.7%	1.6%	2.1%

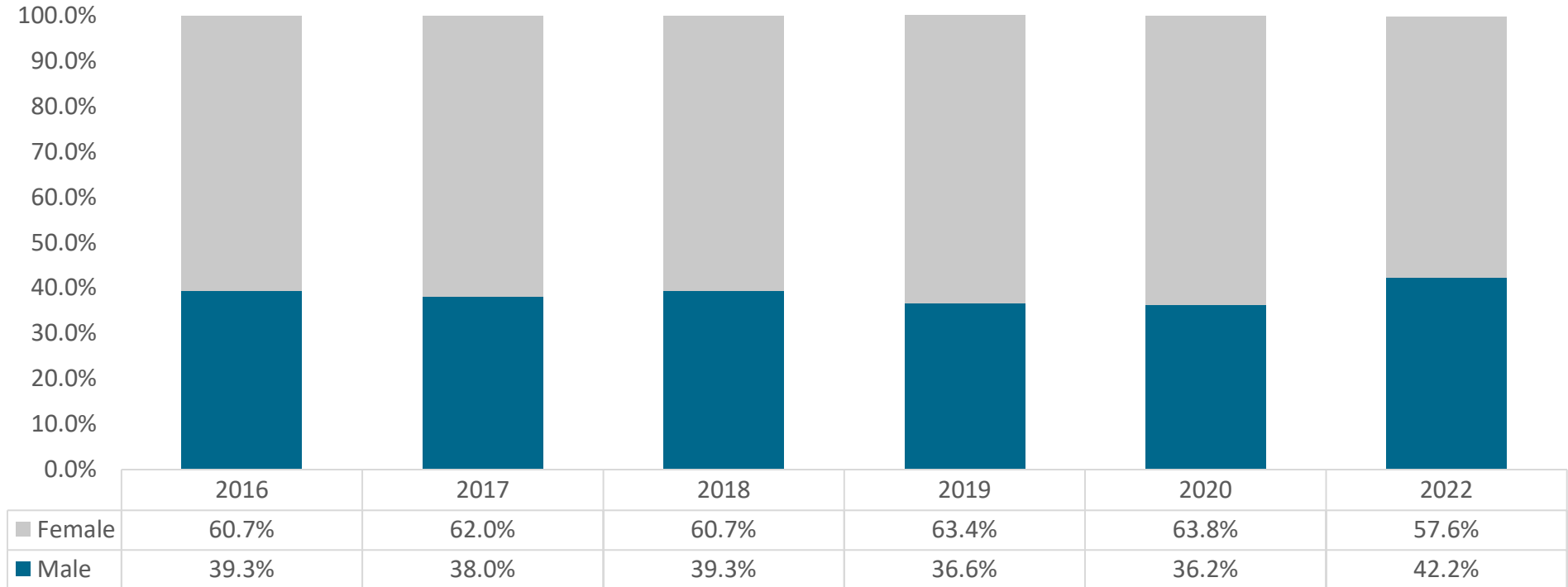
ACTIVITIES - OTHER - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	14.0%	23.2%	0.0%	0.0%	14.3%	21.1%
Visiting friends and family	12.1%	21.3%	0.0%	0.0%	13.1%	21.1%
Giving back to the local community	2.1%	2.8%	0.0%	0.0%	2.4%	0.0%

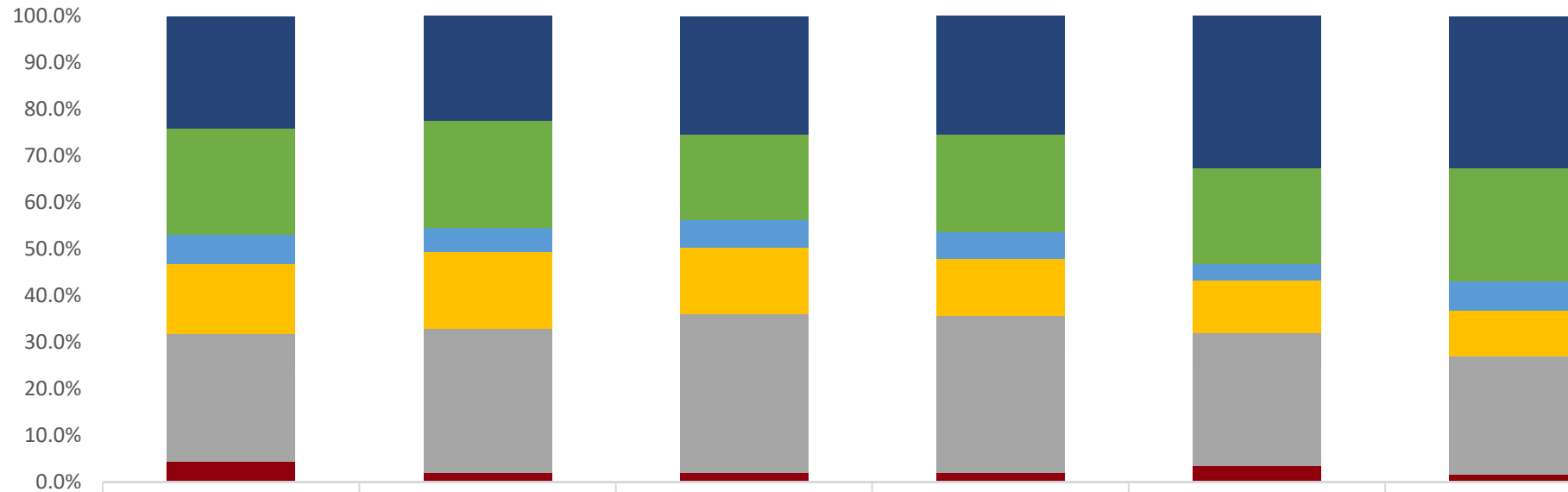
ACTIVITIES - OTHER - OCEANIA

	2018	2019	2020	2022
TOTAL	9.1%	9.2%	6.3%	15.6%
Visiting friends and family	8.4%	8.8%	6.3%	13.7%
Giving back to the local community	0.9%	0.7%	0.7%	2.3%

VISITOR PROFILE - GENDER - OCEANIA



VISITOR PROFILE - EDUCATION - OCEANIA



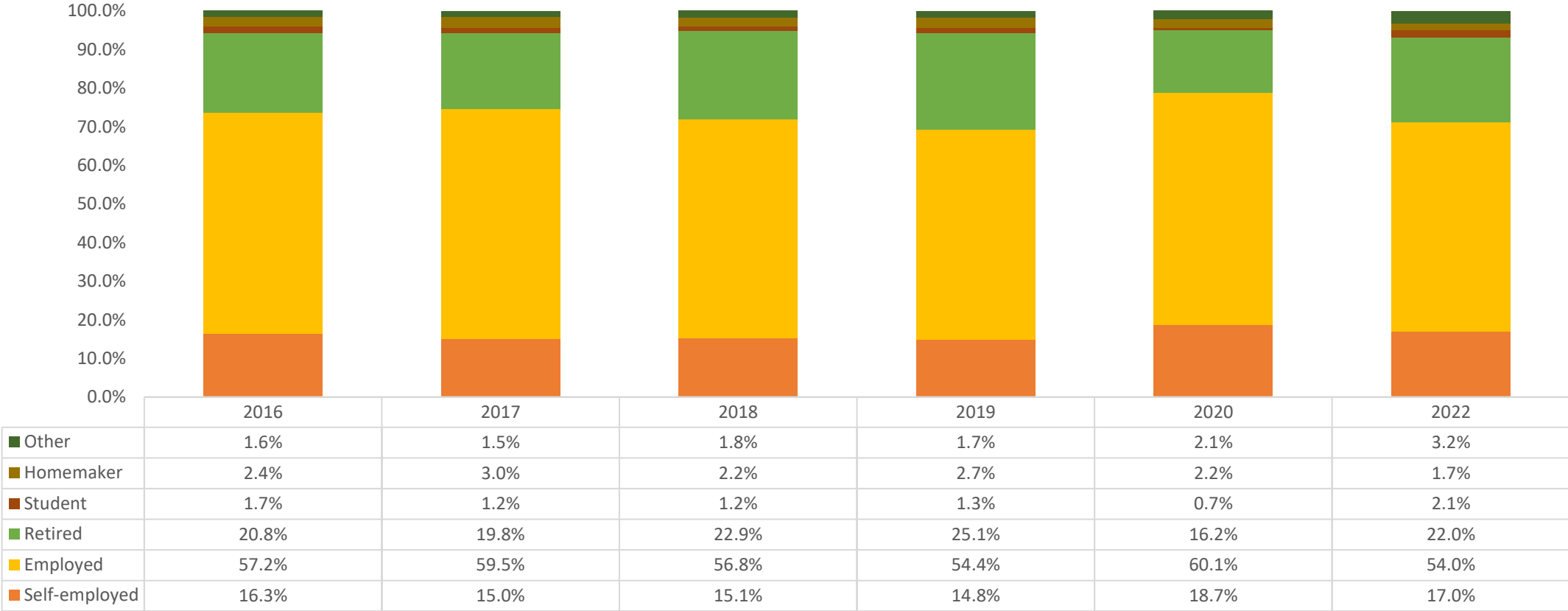
	2016	2017	2018	2019	2020	2022
■ Post-Graduate	24.1%	22.6%	25.4%	25.5%	32.7%	32.7%
■ College Grad	22.9%	23.0%	18.5%	21.1%	20.6%	24.3%
■ Associate Degree	6.2%	5.1%	5.8%	5.6%	3.4%	6.2%
■ Vocational/ Tech	15.0%	16.6%	14.4%	12.3%	11.4%	9.9%
■ Some College	8.4%	9.4%	8.7%	7.5%	7.8%	8.0%
■ H.S. Grad	19.1%	21.5%	25.3%	26.1%	20.8%	17.2%
■ Some / No H.S.	4.3%	1.9%	1.9%	2.0%	3.4%	1.7%

VISITOR PROFILE - AGE - OCEANIA

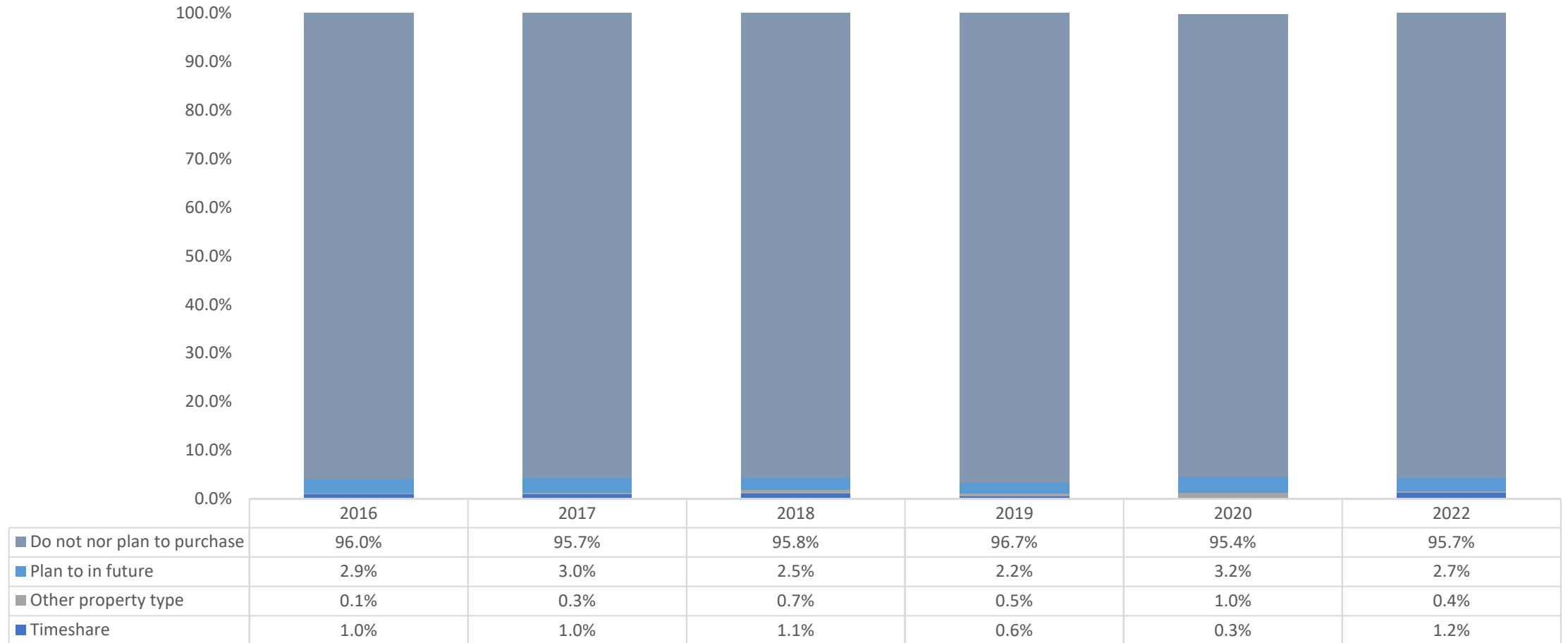
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	2016	2017	2018	2019	2020	2022
MEAN	51.58	51.53	52.77	53.18	50.73	52.27
MEDIAN	54.00	53.00	54.00	55.00	50.00	54.00

VISITOR PROFILE - EMPLOYMENT STATUS - OCEANIA



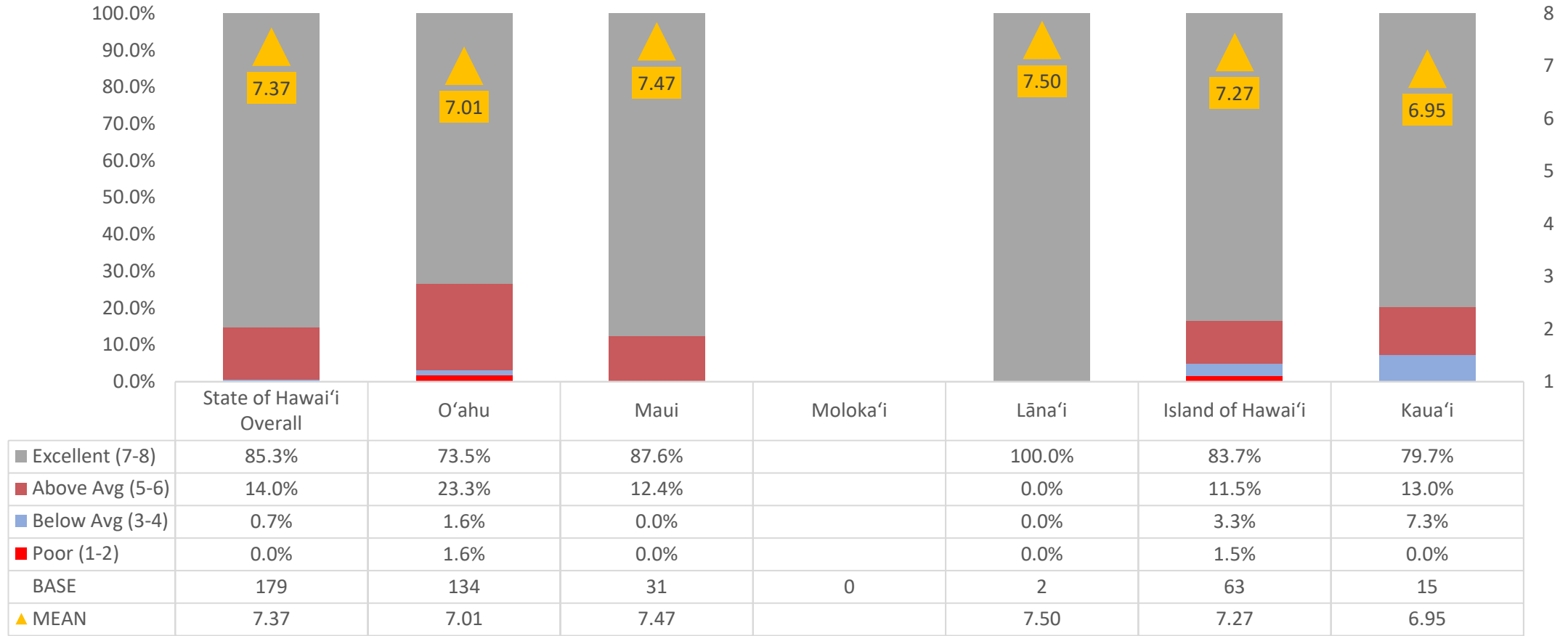
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - OCEANIA



Section 18 – China

OVERALL SATISFACTION - MOST RECENT TRIP - CHINA

8-pt Rating Scale
8=Excellent / 1=Poor



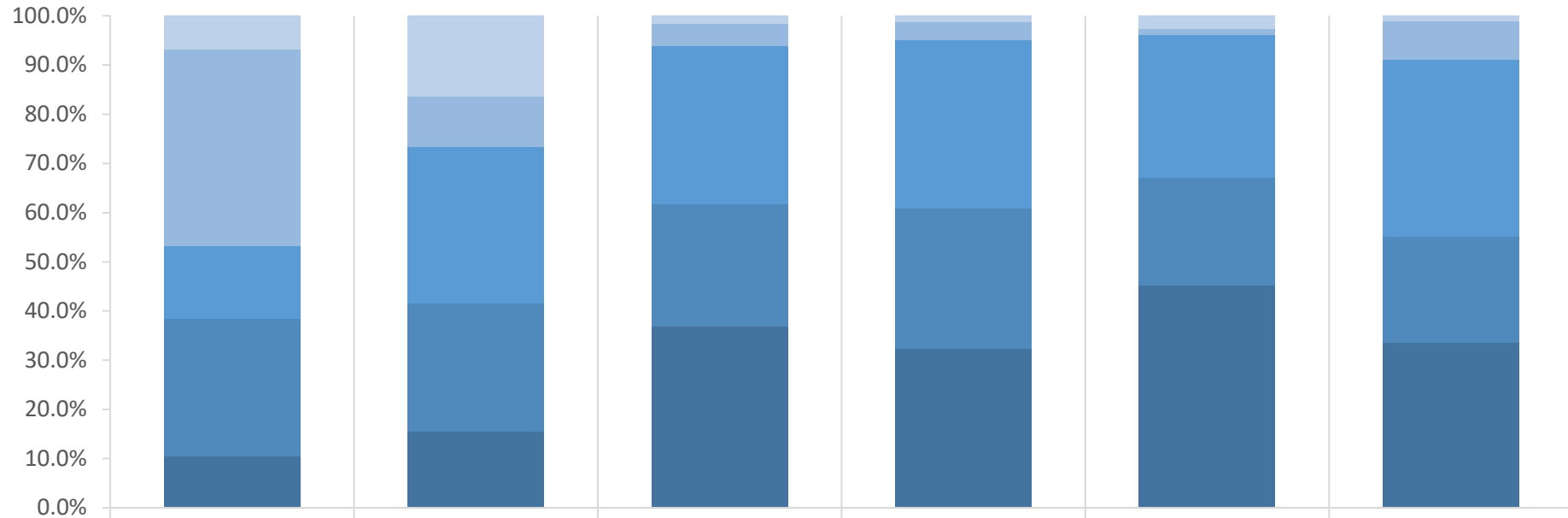
PRIMARY PURPOSE OF TRIP - CHINA

	2018	2019	2020	2022
Vacation	71.2%	72.6%	79.5%	76.7%
Honeymoon	3.7%	2.3%	6.8%	5.1%
Visit friends/ relatives	3.2%	2.4%	4.1%	4.7%
Convention/conference	2.9%	4.2%	2.7%	4.7%
Incentive trip	2.3%	1.1%	2.8%	3.7%
Other business	3.8%	5.3%	1.4%	3.2%
Layover/ break up long flight	1.1%	1.3%	1.4%	-

PRIMARY + SECONDARY PURPOSE OF TRIP - CHINA

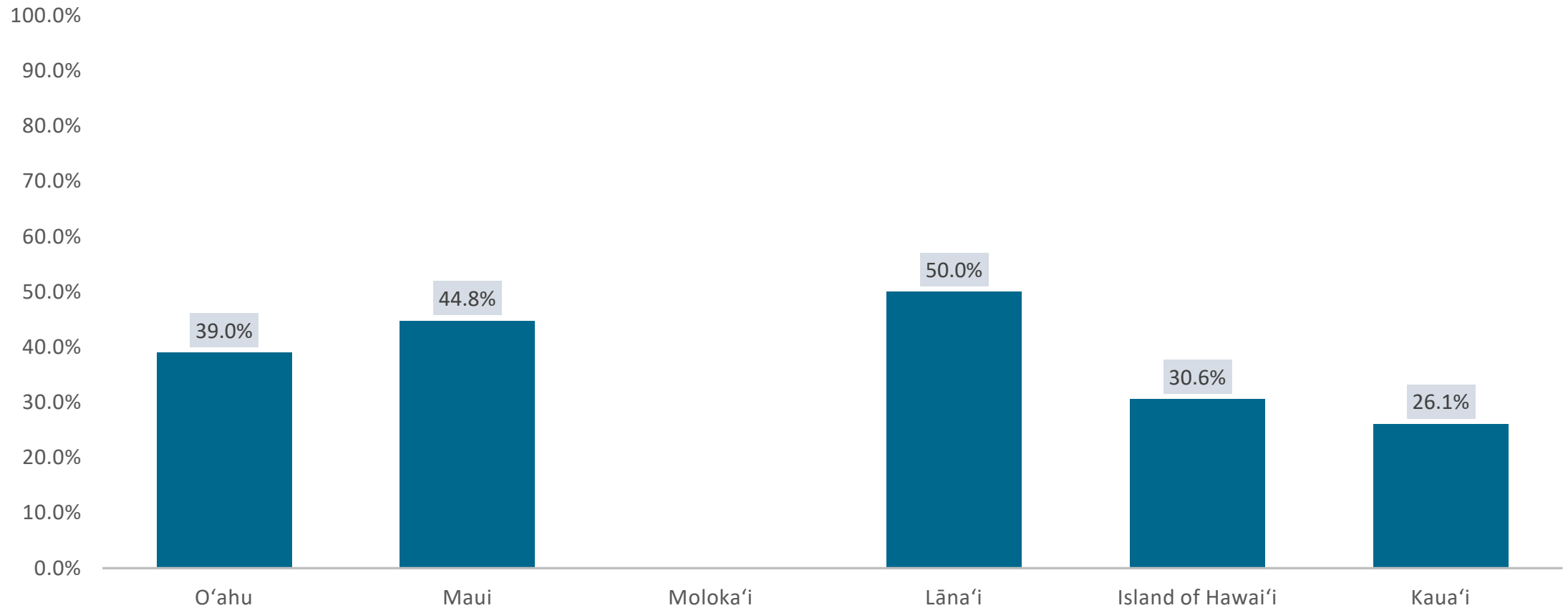
	2018	2019	2020	2022
Vacation	89.0%	88.1%	85.0%	86.6%
Visit friends/ relatives	6.4%	4.4%	8.2%	8.4%
Incentive trip	3.5%	2.3%	11.0%	8.1%
Honeymoon	5.1%	3.0%	8.2%	7.9%
Convention/ conference	4.0%	5.0%	2.7%	5.8%
Other business	5.1%	6.3%	9.6%	4.4%
Corporate meeting	0.0%	0.0%	2.7%	0.0%

VACATION TRIP DESCRIPTION - CHINA

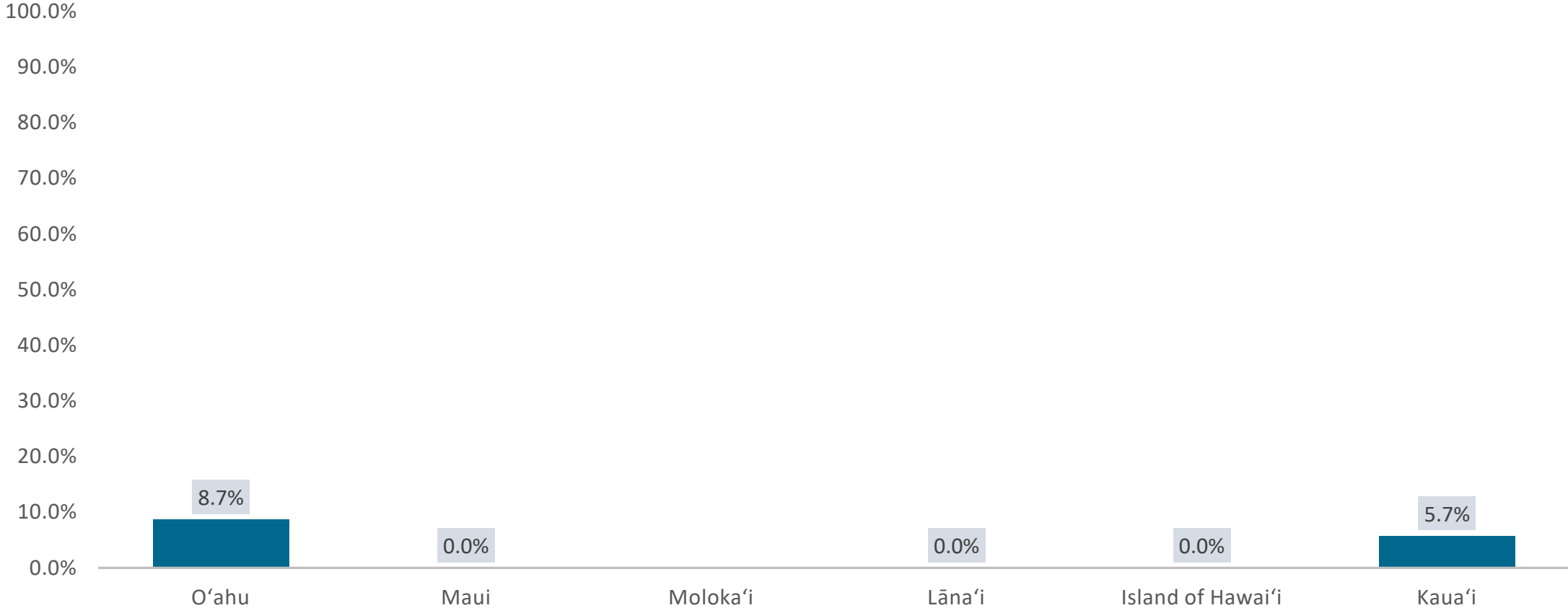


	2016	2017	2018	2019	2020	2022
Other	6.9%	16.3%	1.6%	1.3%	2.7%	1.2%
Once-in-a-lifetime	39.9%	10.4%	4.6%	3.6%	1.4%	7.7%
More special than most trips	14.7%	31.8%	32.1%	34.2%	28.9%	36.1%
Annual/ Semi-annual trip	28.1%	25.9%	24.8%	28.6%	21.9%	21.4%
Special occasion	10.4%	15.6%	36.9%	32.3%	45.2%	33.7%

ADVERTISING AWARENESS - CHINA

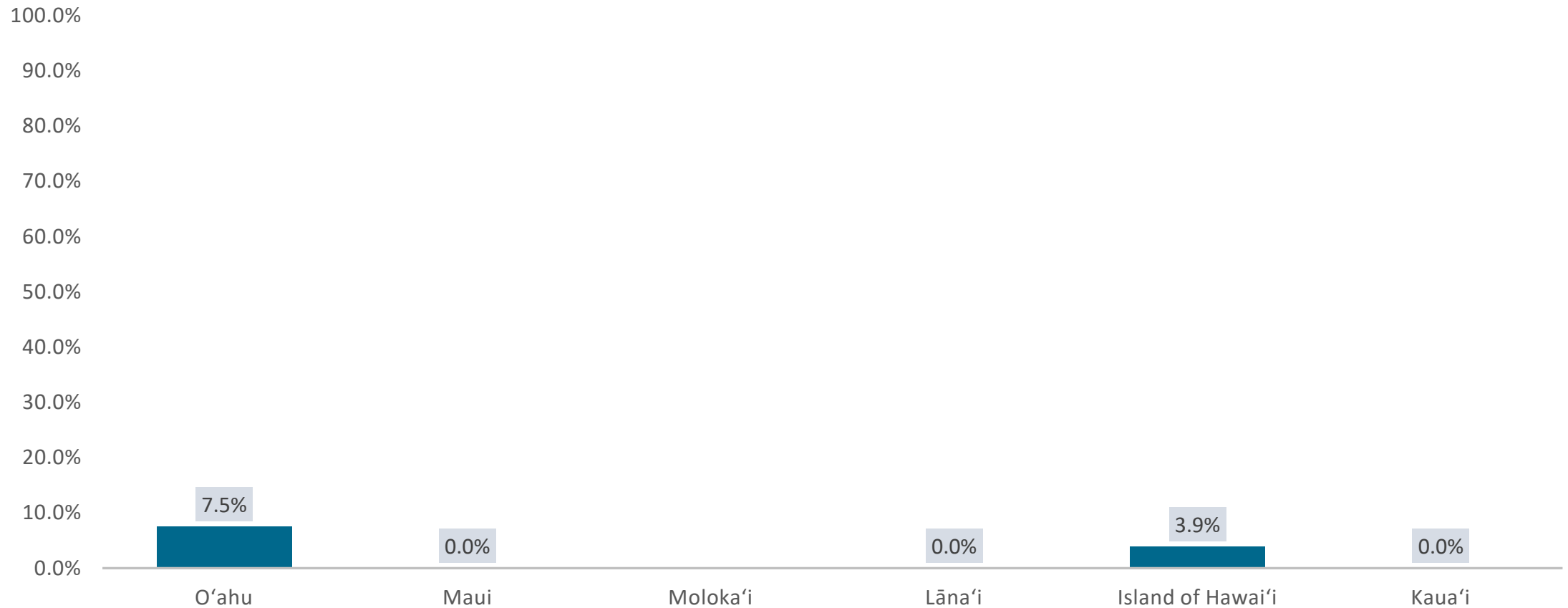


IMPACT OF LOCATION FILMING - CHINA

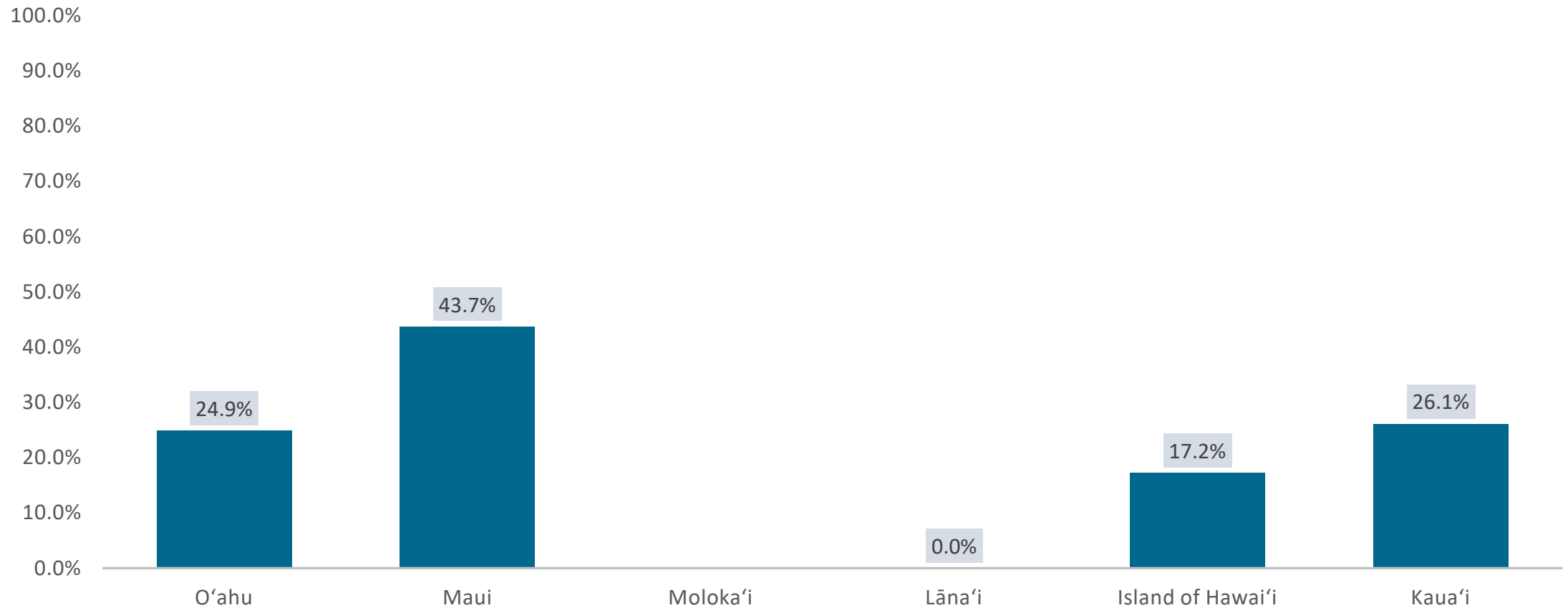


301 Q Which of the following, if any, motivated you to visit the island of _____?

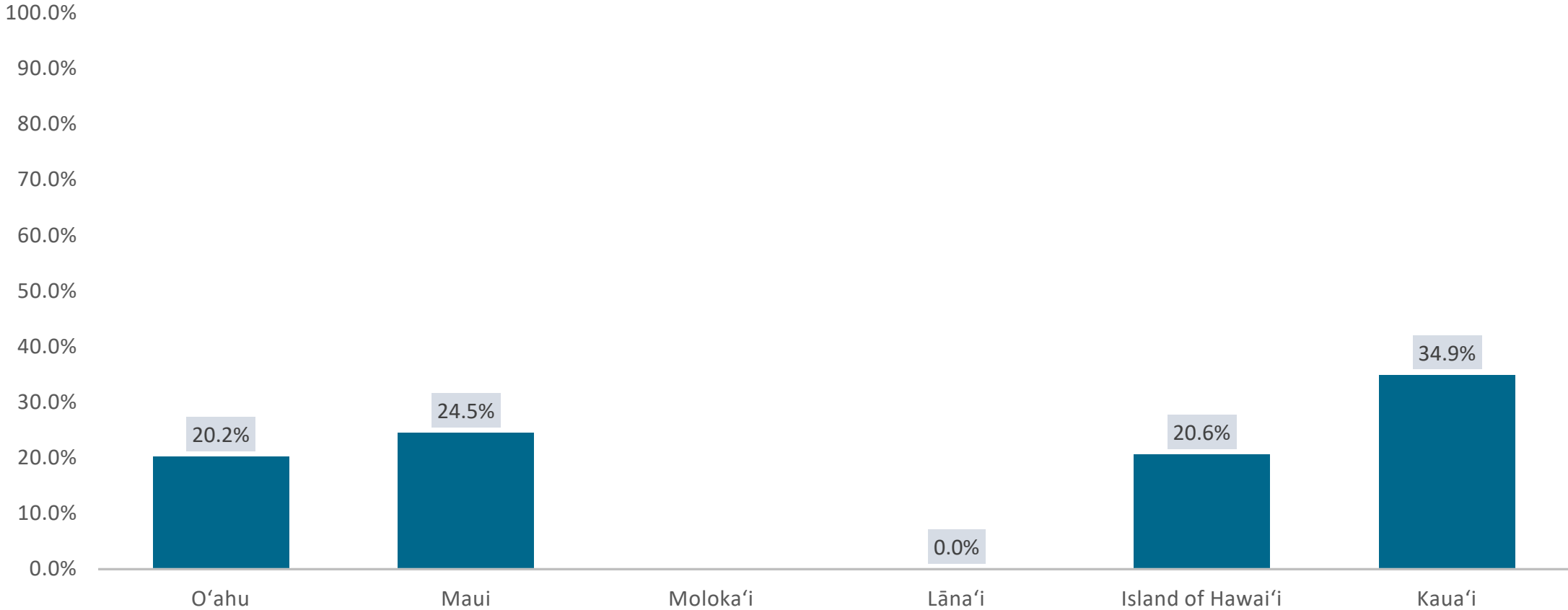
IMPACT OF HAWAIIAN MUSIC - CHINA



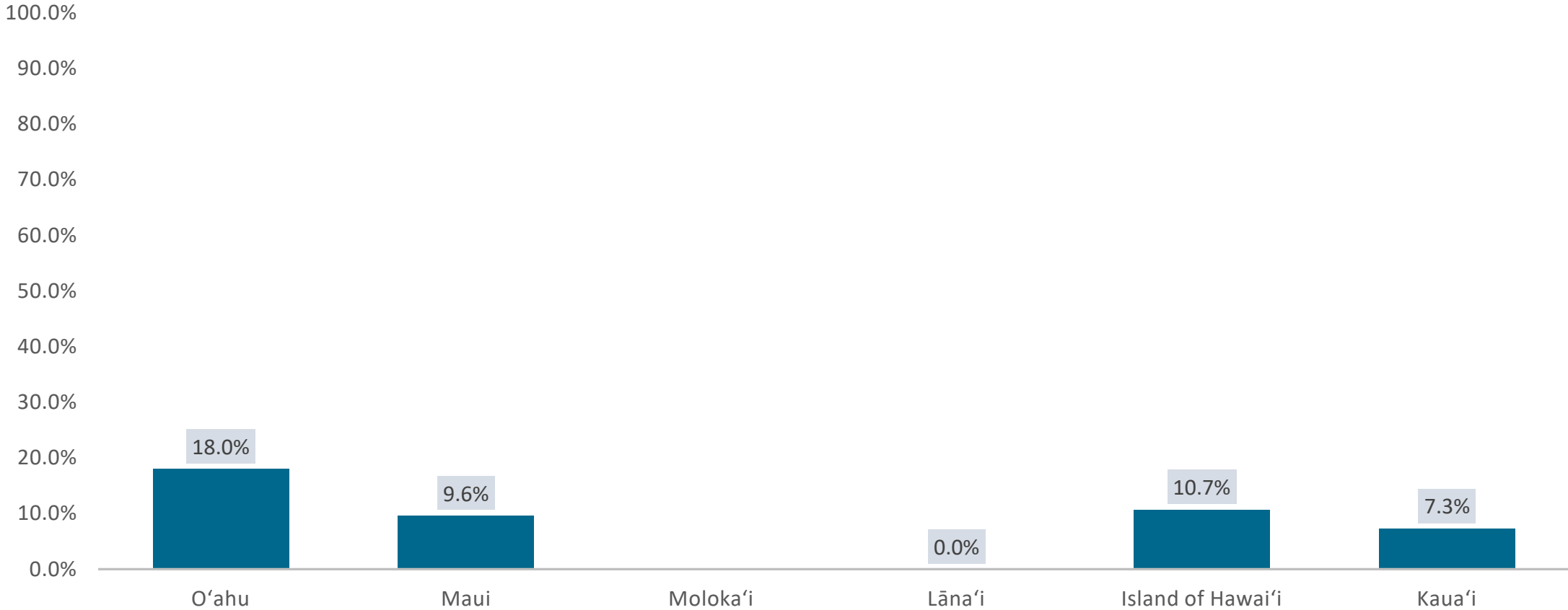
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - CHINA



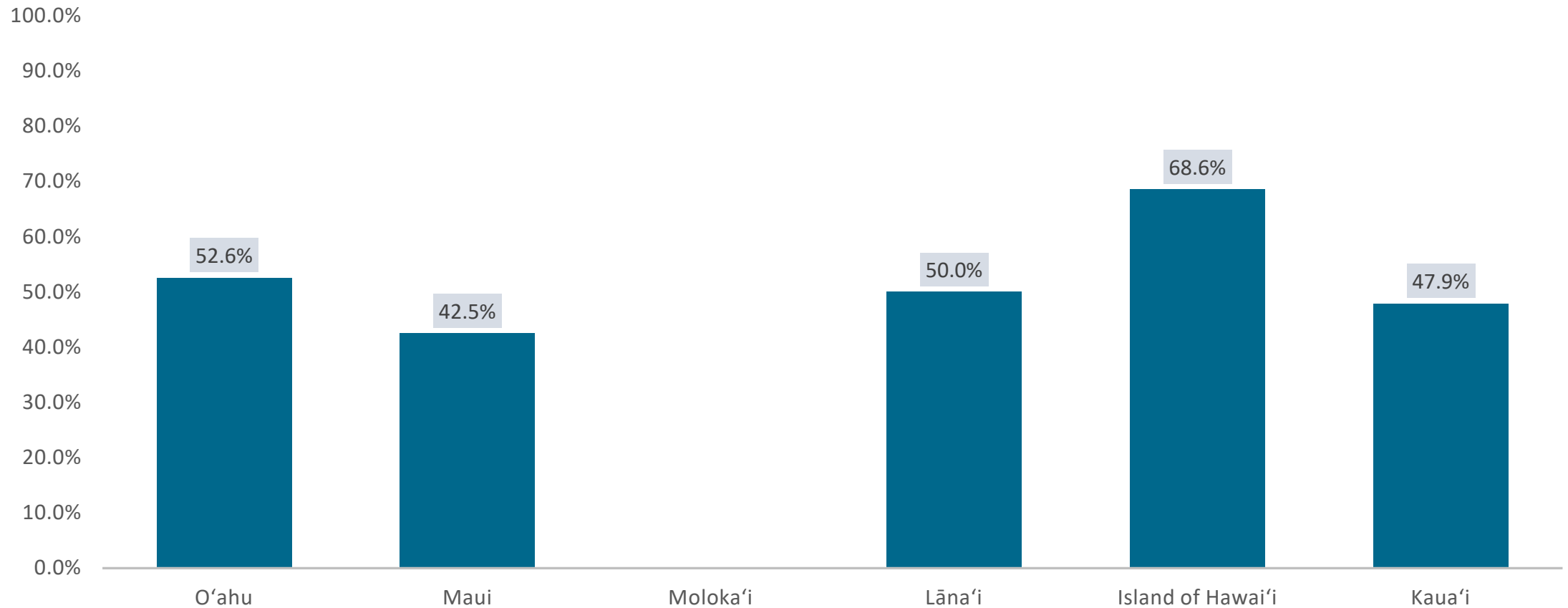
IMPACT OF OUTDOOR/ SPORTING EVENTS - CHINA



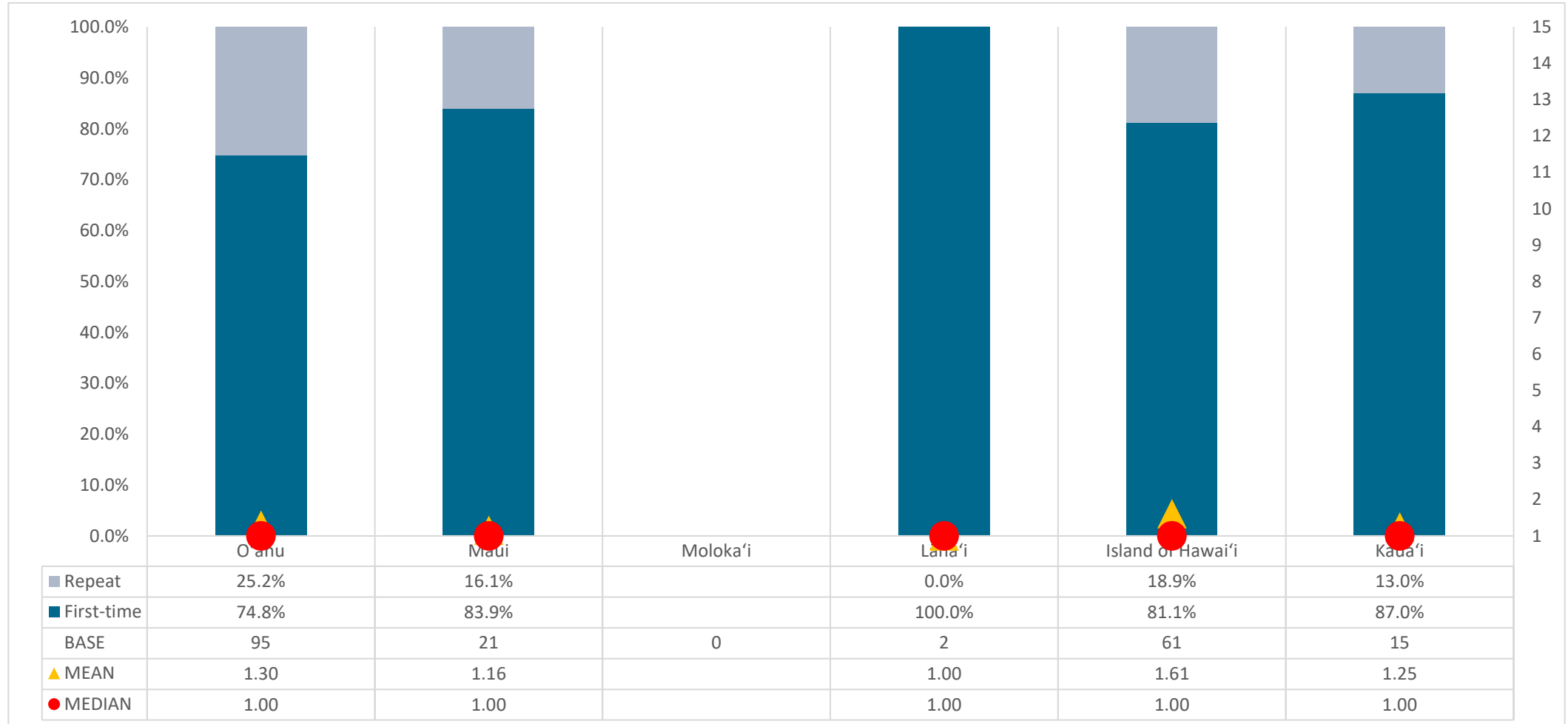
IMPACT OF HAWAIIAN CULTURAL EVENTS - CHINA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - CHINA



1ST TIME VS REPEAT VISITORS - CHINA



TRAVEL PARTY MEMBERS - CHINA

	2016	2017	2018	2019	2020	2022
Spouse	47.6%	50.4%	45.3%	37.8%	57.5%	29.3%
Other adult family	21.0%	21.0%	25.0%	20.3%	31.5%	7.9%
Child under 18	15.0%	14.2%	22.4%	15.9%	27.3%	14.2%
Friends/ associates	21.5%	25.2%	24.3%	29.8%	20.5%	42.0%
Alone	13.9%	10.7%	8.5%	11.0%	5.5%	11.0%
Girlfriend/ boyfriend	4.1%	3.1%	9.7%	9.7%	6.9%	16.4%
Same sex partner	1.8%	1.8%	2.2%	1.5%	-	2.7%

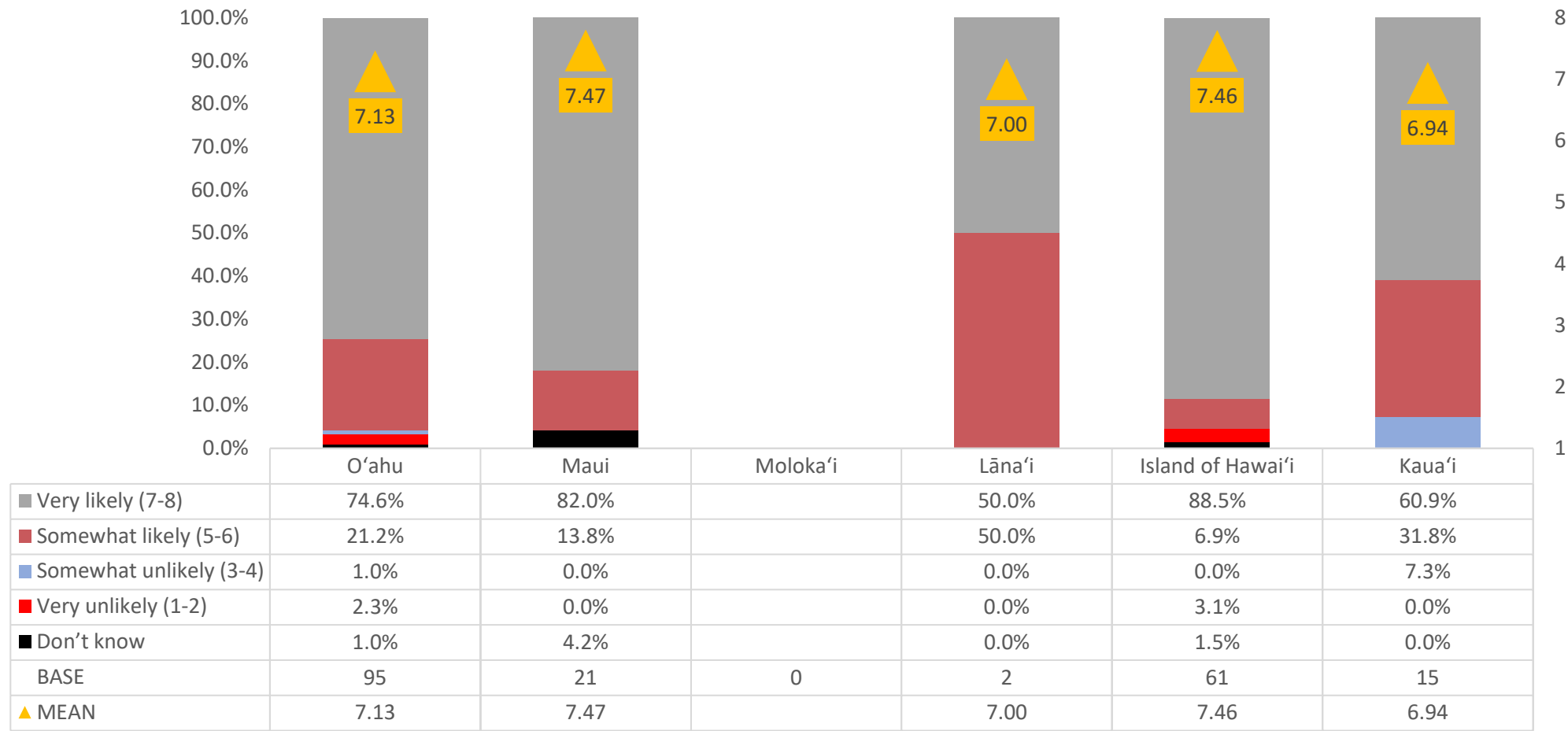
LIKELIHOOD OF RETURN VISIT - CHINA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY - CHINA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	100.0%	100.0%	0.0%	100.0%	98.5%	100.0%
On own (self guided)/ driving around the island	68.1%	70.1%	0.0%	0.0%	75.9%	73.9%
Helicopter ride/ airplane tour	2.0%	4.2%	0.0%	0.0%	1.5%	34.9%
Boat tour/ submarine ride/ whale watching	46.7%	47.9%	0.0%	100.0%	39.1%	44.8%
Visiting towns/ communities	29.7%	25.6%	0.0%	50.0%	32.3%	20.3%
Private limousine/ van tour/ tour bus	11.2%	9.6%	0.0%	0.0%	13.0%	0.0%
Scenic views/ natural landmarks	76.5%	64.0%	0.0%	50.0%	65.9%	55.2%
Movie and TV filming location tours	24.2%	0.0%	0.0%	0.0%	11.1%	5.7%

ACTIVITIES - SIGHTSEEING - CHINA

	2017	2018	2019	2020	2022
TOTAL	97.2%	95.7%	96.0%	94.5%	99.5%
On own (self guided)/ driving around the island	63.5%	59.6%	55.6%	56.2%	71.4%
Helicopter ride/ airplane tour	14.3%	22.8%	20.8%	27.4%	5.2%
Boat tour/ submarine ride/ whale watching	30.4%	27.6%	27.4%	27.3%	46.3%
Visiting towns/ communities	20.7%	31.3%	30.9%	28.7%	31.9%
Private limousine/ van tour/ tour bus	22.0%	18.4%	14.8%	20.5%	10.9%
Scenic views/ natural landmarks	65.5%	56.3%	46.3%	60.2%	71.1%
Movie and TV filming location tours	21.3%	29.6%	28.4%	39.7%	16.4%

ACTIVITIES - RECREATION - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.0%	94.6%	0.0%	100.0%	98.5%	100.0%
Beach/ sunbathing	83.3%	72.4%	0.0%	100.0%	75.5%	78.2%
Bodyboarding	12.0%	5.4%	0.0%	0.0%	1.5%	7.3%
Stand up paddle boarding	16.2%	5.4%	0.0%	0.0%	5.4%	0.0%
Surfing	12.7%	24.5%	0.0%	0.0%	5.0%	26.1%
Canoeing/ kayaking	11.0%	4.2%	0.0%	0.0%	15.0%	7.3%
Swimming in the ocean	52.4%	44.8%	0.0%	100.0%	40.7%	33.3%
Snorkeling	39.7%	71.3%	0.0%	100.0%	40.2%	26.1%
Freediving	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	5.2%	4.2%	0.0%	0.0%	0.0%	0.0%
Scuba diving	4.2%	8.4%	0.0%	0.0%	0.0%	0.0%
Fishing	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Golf	0.0%	5.4%	0.0%	0.0%	1.9%	0.0%

ACTIVITIES - RECREATION - CHINA

	2017	2018	2019	2020	2022
TOTAL	94.7%	94.1%	93.5%	95.9%	98.3%
Beach/ sunbathing	81.9%	75.1%	71.3%	78.0%	80.2%
Bodyboarding	6.2%	4.0%	2.4%	2.8%	7.6%
Stand up paddle boarding	*	*	*	2.8%	10.9%
Surfing	7.6%	7.9%	6.7%	5.5%	13.7%
Canoeing/ kayaking	3.9%	3.8%	3.1%	0.0%	12.0%
Swimming in the ocean	NA	39.2%	34.3%	27.4%	47.6%
Snorkeling	NA	21.0%	22.6%	21.9%	45.3%
Freediving	NA	NA	NA	9.6%	2.3%
Windsurfing/ kitesurfing	1.3%	1.9%	0.9%	0.0%	0.0%
Jet skiing/ parasailing	2.3%	1.1%	1.1%	1.4%	2.7%
Scuba diving	4.5%	3.6%	4.1%	1.4%	3.2%
Fishing	4.1%	4.9%	3.5%	2.7%	0.7%
Golf	2.8%	5.7%	4.2%	2.7%	1.3%

* Combined with bodyboarding

ACTIVITIES - RECREATION - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.0%	94.6%	0.0%	100.0%	98.5%	100.0%
Running/ jogging/ fitness walking	17.0%	16.1%	0.0%	50.0%	5.0%	21.8%
Cycling	5.5%	0.0%	0.0%	0.0%	1.9%	0.0%
Spa	10.2%	0.0%	0.0%	50.0%	0.0%	13.0%
Hiking	51.1%	47.9%	0.0%	50.0%	67.4%	39.1%
Backpacking/ camping	6.5%	0.0%	0.0%	0.0%	1.5%	5.7%
Agritourism	20.5%	0.0%	0.0%	50.0%	15.0%	0.0%
Sports event or tournament	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%
Parks/ botanical gardens	38.2%	20.3%	0.0%	0.0%	49.4%	5.7%
Waterparks	4.5%	5.4%	0.0%	0.0%	0.0%	0.0%
Mountain tubing/ waterfall rappel	3.0%	4.2%	0.0%	0.0%	5.0%	13.0%
Zip lining	2.3%	0.0%	0.0%	50.0%	3.1%	0.0%
Skydiving	10.7%	0.0%	0.0%	0.0%	0.0%	7.3%
All terrain vehicle (ATV)	9.5%	0.0%	0.0%	0.0%	3.1%	7.3%
Horseback riding	7.0%	0.0%	0.0%	50.0%	3.5%	0.0%

ACTIVITIES - RECREATION - CHINA

	2017	2018	2019	2020	2022
TOTAL	94.7%	94.1%	93.5%	95.9%	98.3%
Running/ jogging/ fitness walking	22.4%	20.6%	13.7%	20.5%	15.0%
Cycling	NA	NA	NA	NA	3.5%
Spa	2.6%	5.5%	6.4%	2.7%	7.0%
Hiking	20.4%	13.7%	31.7%	38.4%	55.0%
Backpacking/ camping	*	*	4.3%	6.9%	4.4%
Agritourism	24.5%	17.3%	17.1%	26.0%	16.3%
Sports event or tournament	2.2%	1.7%	1.3%	0.0%	0.5%
Parks/ botanical gardens	50.2%	41.1%	32.1%	42.4%	38.5%
Waterparks	NA	13.1%	9.9%	9.6%	3.0%
Mountain tubing/ waterfall rappel	NA	1.5%	0.8%	0.0%	4.9%
Zip lining	NA	1.9%	1.3%	0.0%	2.7%
Skydiving	NA	10.9%	5.4%	2.8%	6.2%
All terrain vehicle (ATV)	NA	7.3%	7.9%	12.3%	6.1%
Horseback riding	NA	11.1%	6.6%	5.5%	5.3%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.0%	94.6%	0.0%	50.0%	98.5%	100.0%
Lunch/ sunset/ dinner/ evening cruise	56.3%	54.4%	0.0%	0.0%	42.1%	44.8%
Live music/ stage show	12.2%	34.1%	0.0%	0.0%	6.5%	0.0%
Nightclub/ dancing/ bar/ karaoke	7.8%	8.4%	0.0%	0.0%	1.9%	0.0%
Fine dining	41.2%	45.6%	0.0%	0.0%	17.7%	13.0%
Family restaurant	22.5%	24.5%	0.0%	0.0%	28.4%	7.3%
Fast food	50.9%	41.7%	0.0%	0.0%	38.1%	27.6%
Food truck	42.7%	56.3%	0.0%	0.0%	23.0%	31.8%
Café/ coffee house	50.6%	49.0%	0.0%	0.0%	48.2%	42.2%
Ethnic dining	22.9%	8.4%	0.0%	0.0%	9.6%	5.7%
Farm to table cuisine	10.5%	4.2%	0.0%	50.0%	3.1%	0.0%
Prepared own meal	11.0%	25.6%	0.0%	0.0%	19.5%	21.8%

ACTIVITIES - ENTERTAINMENT & DINING - CHINA

	2017	2018	2019	2020	2022
TOTAL	95.5%	96.1%	95.9%	95.9%	97.3%
Lunch/ sunset/ dinner/ evening cruise	56.3%	60.7%	56.6%	54.9%	52.1%
Live music/ stage show	24.3%	16.2%	14.9%	15.1%	12.2%
Nightclub/ dancing/ bar/ karaoke	6.7%	9.7%	10.7%	1.4%	5.2%
Fine dining	52.3%	47.6%	47.4%	42.5%	33.0%
Family restaurant	21.6%	19.1%	23.4%	31.5%	24.0%
Fast food	48.9%	43.5%	43.5%	49.3%	44.7%
Food truck	NA	18.4%	22.9%	15.1%	37.6%
Café/ coffee house	28.6%	37.3%	35.5%	30.1%	48.8%
Ethnic dining	20.4%	18.5%	22.1%	30.1%	16.2%
Farm to table cuisine	NA	NA	NA	NA	7.5%
Prepared own meal	21.3%	18.0%	20.7%	24.7%	16.8%

ACTIVITIES - SHOPPING - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.0%	80.8%	0.0%	50.0%	95.4%	81.2%
Malls/ department stores	73.1%	39.4%	0.0%	0.0%	31.4%	27.6%
Designer boutiques	17.2%	5.4%	0.0%	0.0%	3.1%	0.0%
Hotel/ resort stores	26.7%	16.1%	0.0%	50.0%	13.8%	5.7%
Swap meet/ flea market	1.3%	0.0%	0.0%	0.0%	6.5%	7.3%
Discount/ outlet stores	6.5%	0.0%	0.0%	0.0%	1.5%	7.3%
Supermarkets	48.1%	37.2%	0.0%	0.0%	49.4%	55.2%
Farmer's market	29.0%	31.8%	0.0%	0.0%	49.0%	7.3%
Convenience stores	60.3%	44.8%	0.0%	0.0%	49.4%	26.1%
Duty free stores	11.5%	0.0%	0.0%	0.0%	3.1%	0.0%
Hawai'i made products	32.1%	13.8%	0.0%	0.0%	15.0%	13.0%
Local shops and artisans	27.0%	23.4%	0.0%	0.0%	31.8%	34.9%

ACTIVITIES - SHOPPING - CHINA

	2017	2018	2019	2020	2022
TOTAL	97.2%	93.9%	93.2%	95.9%	91.8%
Malls/ department stores	78.7%	66.5%	62.3%	68.5%	52.7%
Designer boutiques	13.7%	9.0%	11.8%	4.1%	10.7%
Hotel/ resort stores	18.6%	24.7%	22.8%	20.5%	21.6%
Swap meet/ flea market	6.6%	4.4%	5.3%	1.4%	3.5%
Discount/ outlet stores	34.0%	40.7%	41.7%	34.2%	4.6%
Supermarkets	40.6%	62.2%	59.9%	69.8%	50.2%
Farmer's market	13.3%	13.1%	13.3%	15.1%	35.2%
Convenience stores	44.3%	42.2%	42.2%	45.2%	52.6%
Duty free stores	61.4%	50.7%	54.8%	48.0%	6.5%
Hawai'i made products	NA	NA	NA	NA	23.6%
Local shops and artisans	29.7%	24.8%	29.4%	23.3%	29.2%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	65.1%	55.2%	0.0%	50.0%	56.8%	33.3%
Historic military sites and museums	33.1%	8.4%	0.0%	0.0%	16.5%	5.7%
Historic Hawaiian sites and museums	19.5%	9.6%	0.0%	0.0%	25.3%	0.0%
Other historical sites, museums, and homes	14.4%	4.2%	0.0%	0.0%	15.0%	0.0%
Art museums	7.5%	10.7%	0.0%	0.0%	3.5%	0.0%
Art galleries and exhibitions	3.2%	9.6%	0.0%	50.0%	6.9%	7.3%
Lū'au/ Polynesian show/ hula show	14.7%	12.7%	0.0%	0.0%	6.1%	0.0%
Lesson ex. ukulele, hula, canoe, lei making	4.8%	5.4%	0.0%	0.0%	5.4%	0.0%
Play/ concert/ theatre	1.0%	0.0%	0.0%	0.0%	1.9%	7.3%
Art/ craft fair	7.2%	10.7%	0.0%	50.0%	8.4%	13.0%
Festival/ events	0.0%	4.2%	0.0%	0.0%	1.5%	7.3%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - CHINA

	2017	2018	2019	2020	2022
TOTAL	84.6%	80.9%	78.7%	78.0%	61.4%
Historic military sites and museums	67.6%	51.9%	43.0%	52.0%	23.4%
Historic Hawaiian sites and museums	NA	NA	NA	NA	19.9%
Other historical sites, museums, and homes	23.1%	28.6%	27.3%	28.8%	13.1%
Art museums	*	*	*	*	6.4%
Art galleries and exhibitions	*	*	*	*	6.4%
Lū'au/ Polynesian show/ hula show	17.9%	13.2%	16.4%	9.6%	10.8%
Lesson ex. ukulele, hula, canoe, lei making	3.5%	10.7%	11.7%	5.5%	5.0%
Play/ concert/ theatre	5.2%	3.8%	3.8%	2.7%	1.8%
Art/ craft fair	7.0%	11.7%	11.6%	13.7%	9.6%
Festival/ events	3.6%	1.8%	1.8%	2.7%	1.7%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	99.0%	100.0%	0.0%	50.0%	96.9%	88.5%
Airport shuttle	12.5%	9.6%	0.0%	50.0%	25.3%	26.1%
Trolley	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Public bus	23.7%	0.0%	0.0%	0.0%	3.5%	0.0%
Tour bus/ tour van	10.5%	0.0%	0.0%	50.0%	5.0%	0.0%
Taxi/ limo	9.5%	5.4%	0.0%	0.0%	8.9%	5.7%
Rental car	56.7%	89.3%	0.0%	0.0%	82.0%	53.6%
Ride share	48.3%	24.5%	0.0%	0.0%	19.5%	13.0%
Car share	4.5%	0.0%	0.0%	0.0%	5.0%	13.0%
Bicycle rental	3.0%	0.0%	0.0%	0.0%	1.9%	7.3%

ACTIVITIES - TRANSPORTATION - CHINA

	2017	2018	2019	2020	2022
TOTAL	98.1%	92.7%	84.4%	84.9%	96.9%
Airport shuttle	31.9%	19.5%	13.5%	11.0%	17.9%
Trolley	3.4%	8.0%	4.9%	5.5%	0.7%
Public bus	18.6%	18.8%	15.0%	16.5%	13.0%
Tour bus/ tour van	35.6%	24.6%	21.8%	12.3%	7.7%
Taxi/ limo	23.2%	24.6%	21.0%	20.5%	8.6%
Rental car	44.8%	51.9%	46.9%	54.8%	66.9%
Ride share	NA	14.7%	14.4%	15.1%	33.2%
Car share	NA	NA	NA	NA	5.2%
Bicycle rental	NA	3.2%	2.4%	1.4%	2.9%

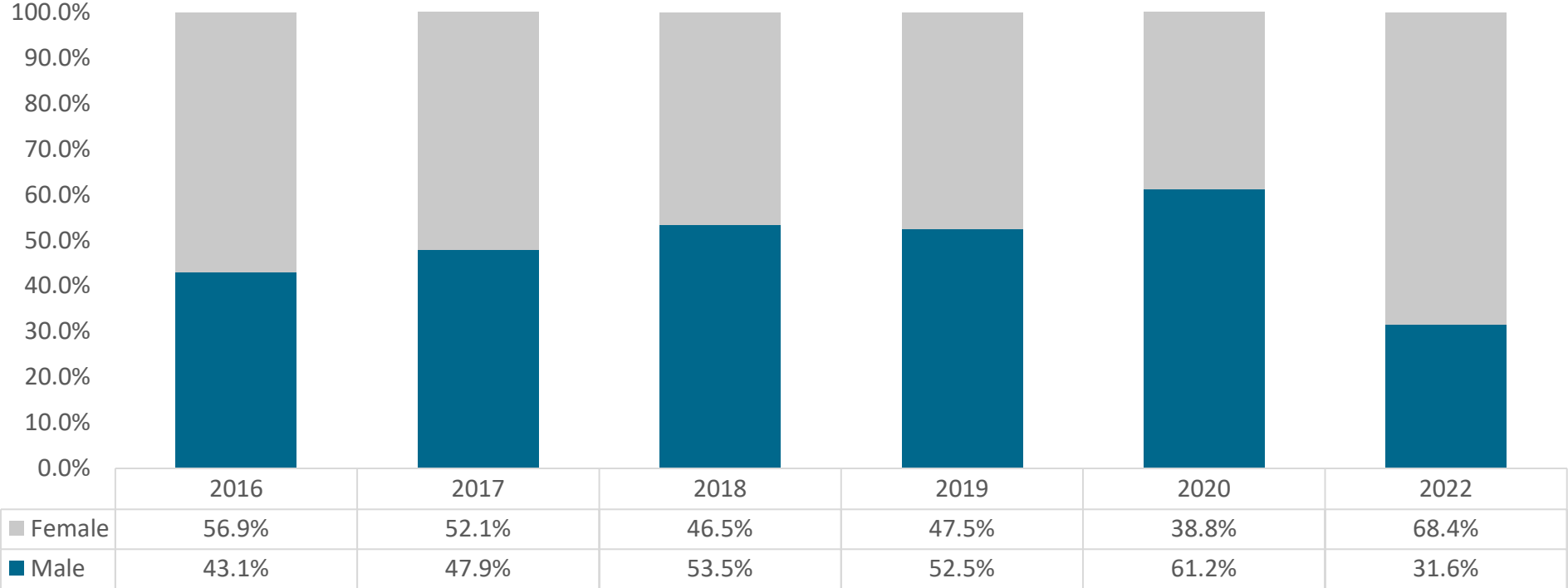
ACTIVITIES - OTHER - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	17.0%	16.1%	0.0%	0.0%	10.4%	14.6%
Visiting friends and family	11.3%	10.7%	0.0%	0.0%	8.9%	7.3%
Giving back to the local community	6.8%	5.4%	0.0%	0.0%	1.5%	7.3%

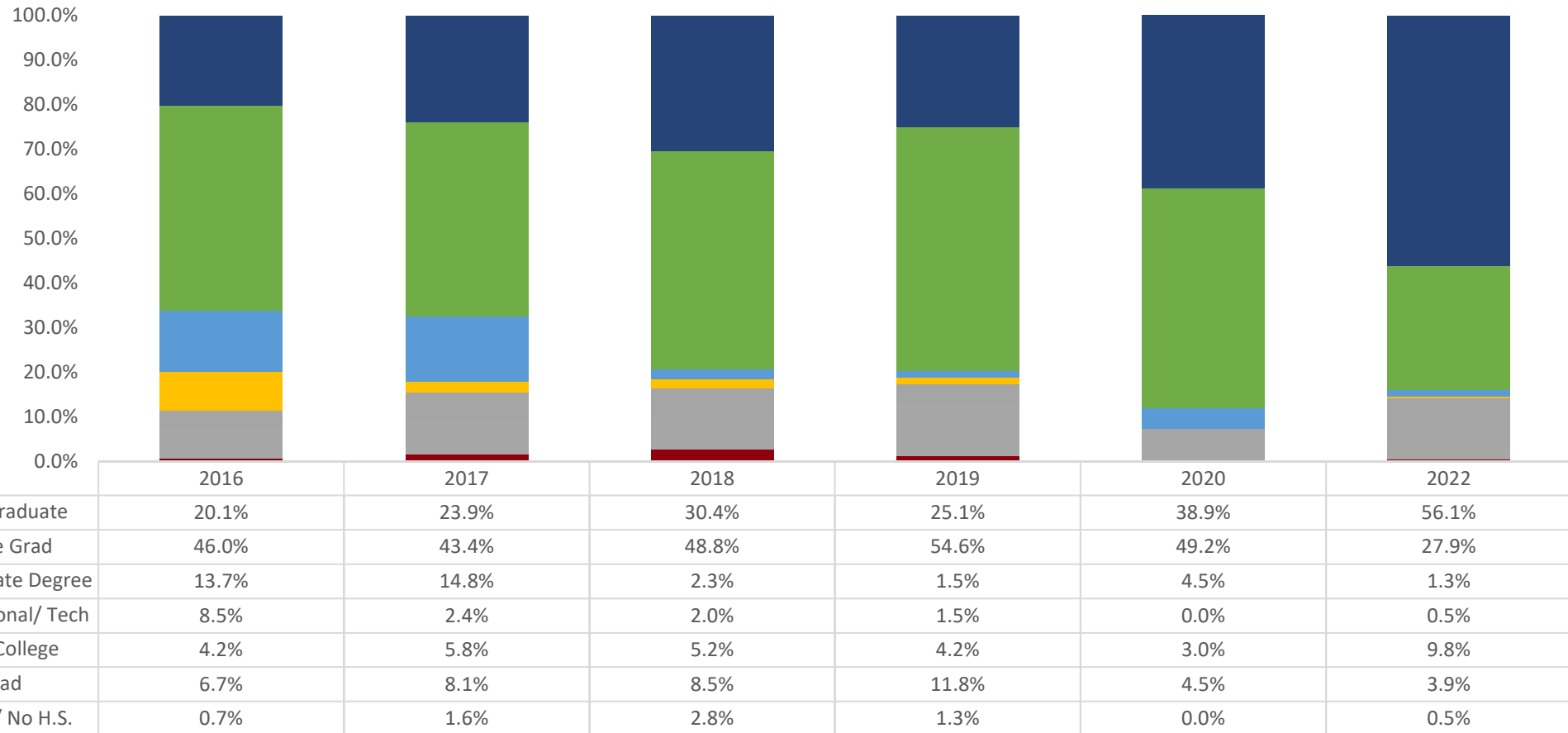
ACTIVITIES - OTHER - CHINA

	2018	2019	2020	2022
TOTAL	19.6%	19.0%	15.1%	15.0%
Visiting friends and family	17.7%	16.9%	15.1%	10.2%
Giving back to the local community	2.5%	2.8%	0.0%	5.4%

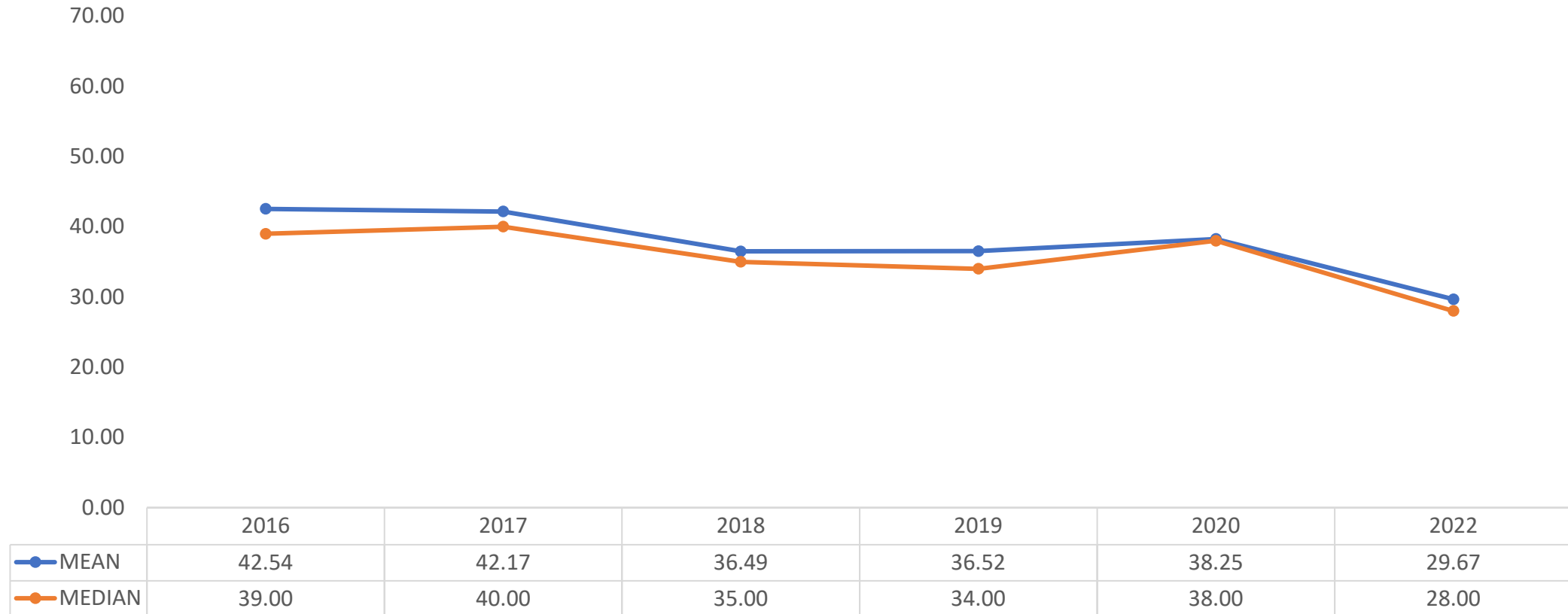
VISITOR PROFILE - GENDER - CHINA



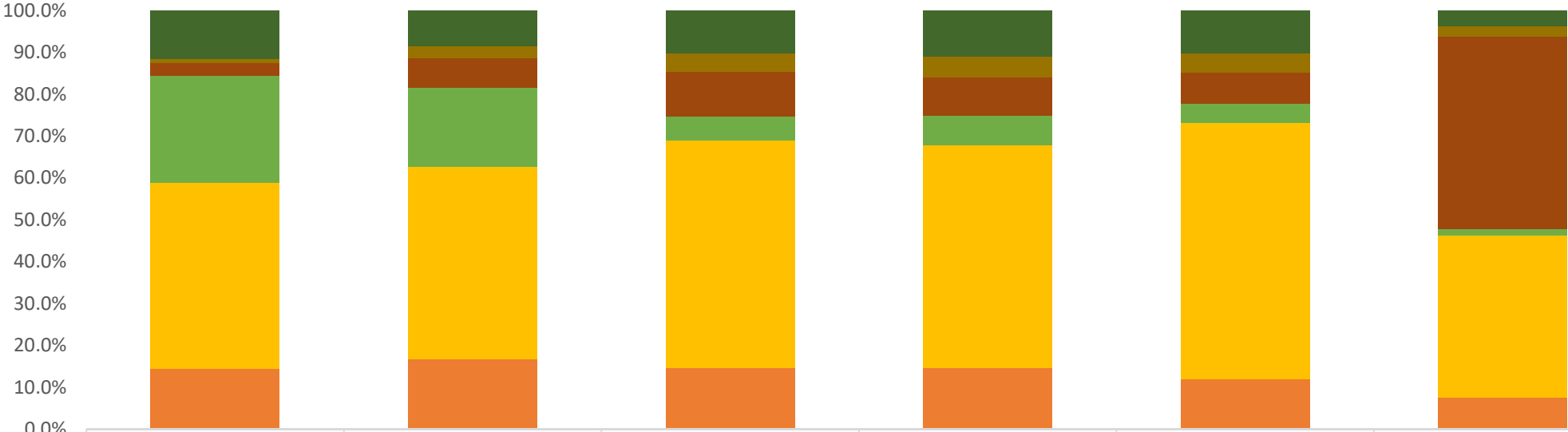
VISITOR PROFILE - EDUCATION - CHINA



VISITOR PROFILE - AGE - CHINA

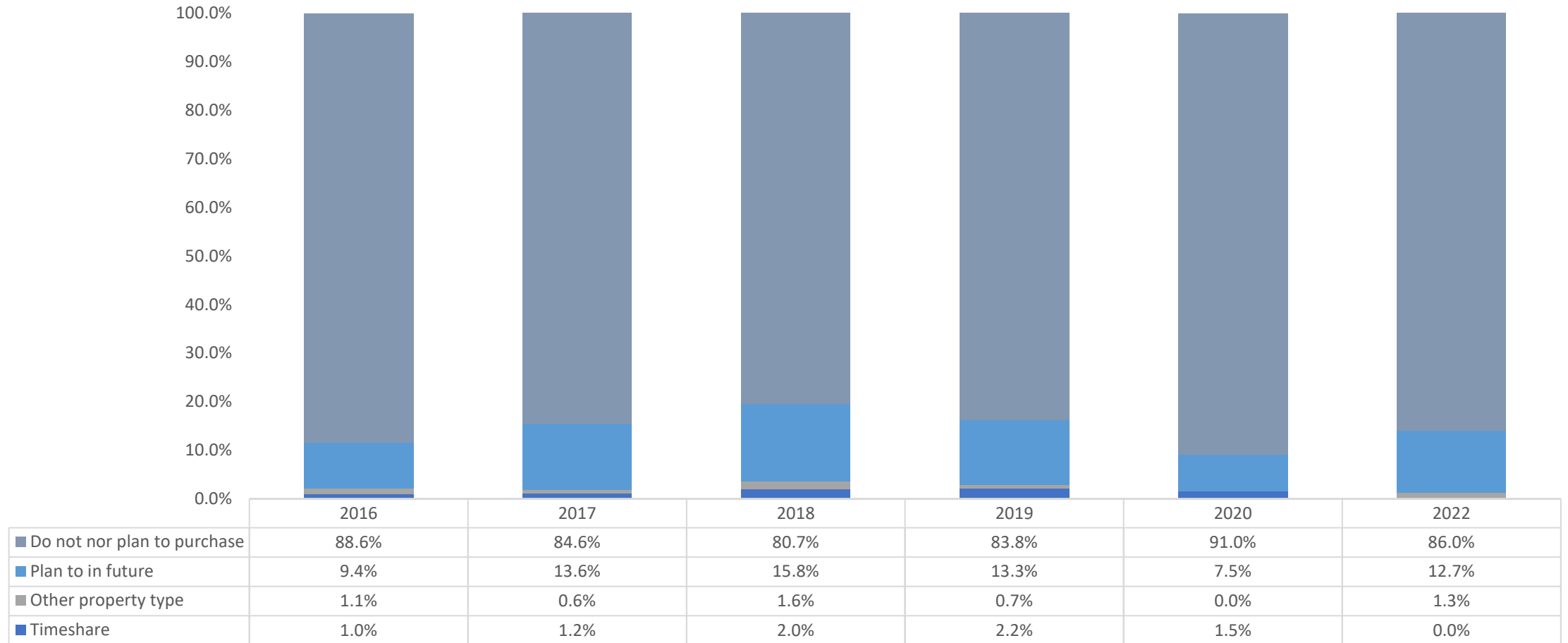


VISITOR PROFILE - EMPLOYMENT STATUS - CHINA



	2016	2017	2018	2019	2020	2022
Other	11.5%	8.6%	10.4%	11.2%	10.4%	3.8%
Homemaker	0.8%	2.7%	4.3%	4.9%	4.5%	2.6%
Student	3.1%	7.0%	10.7%	9.2%	7.5%	46.0%
Retired	25.7%	18.9%	5.6%	7.1%	4.5%	1.3%
Employed	44.5%	46.0%	54.4%	53.2%	61.2%	38.8%
Self-employed	14.3%	16.7%	14.7%	14.6%	12.0%	7.6%

VISITOR PROFILE - HAWAI'I PROPERTY OWNER - CHINA



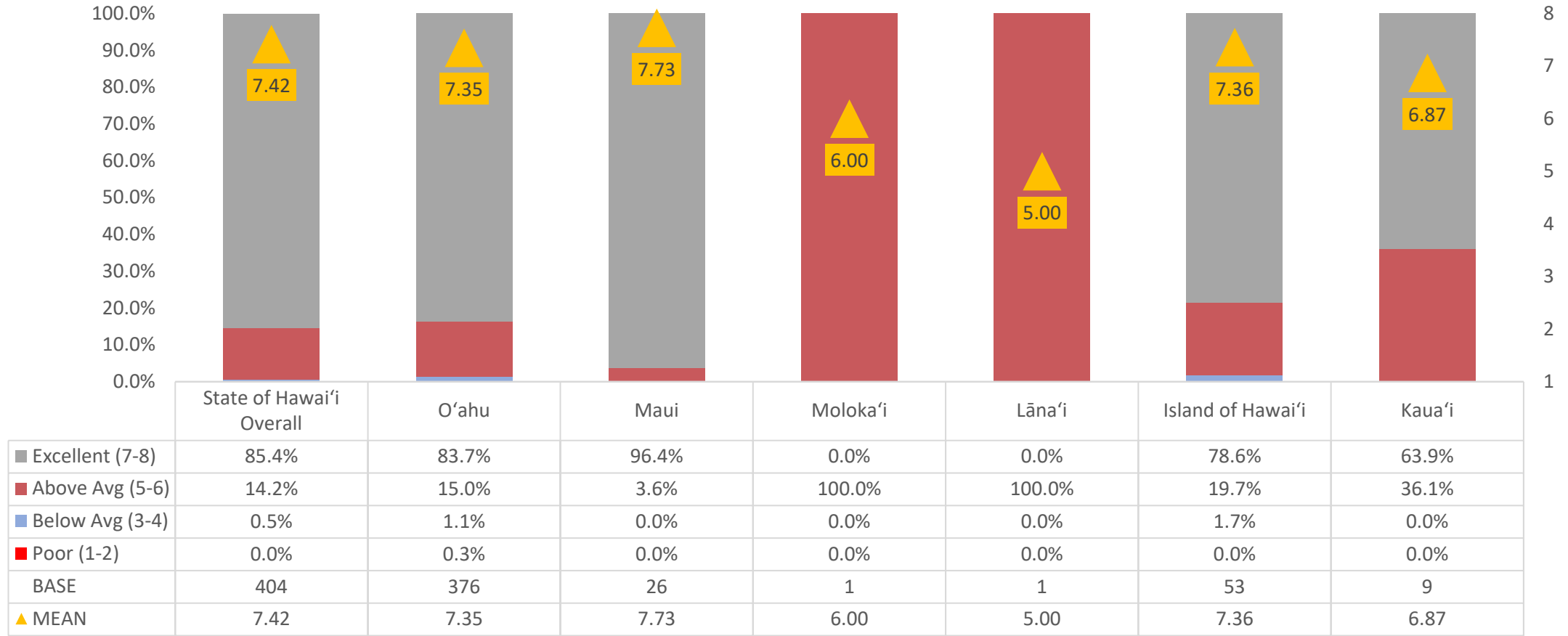
VISITOR PROFILE - HOUSEHOLD INCOME - CHINESE YUAN

	2018	2019	2020	2022
< ¥250,799	30.4%	33.1%	13.8%	9.9%
¥250,800 ¥376,099	23.0%	23.1%	24.6%	23.4%
¥376,100 ¥501,399	15.4%	15.5%	13.9%	14.0%
¥501,400 ¥626,799	8.0%	7.7%	9.2%	4.2%
¥626,800 ¥783,499	5.4%	4.4%	12.3%	7.0%
¥783,500 ¥940,199	6.3%	5.6%	7.7%	12.1%
¥940,200 ¥1,096,899	2.8%	2.8%	4.6%	5.7%
¥1,096,900 ¥1,253,599	3.2%	2.2%	-	3.6%
¥1,253,600 ¥1,560,799	1.8%	1.5%	4.6%	2.9%
¥1,560,800+	3.7%	4.3%	9.2%	17.3%

Section 19 – Korea

OVERALL SATISFACTION - MOST RECENT TRIP - KOREA

8-pt Rating Scale
8=Excellent / 1=Poor



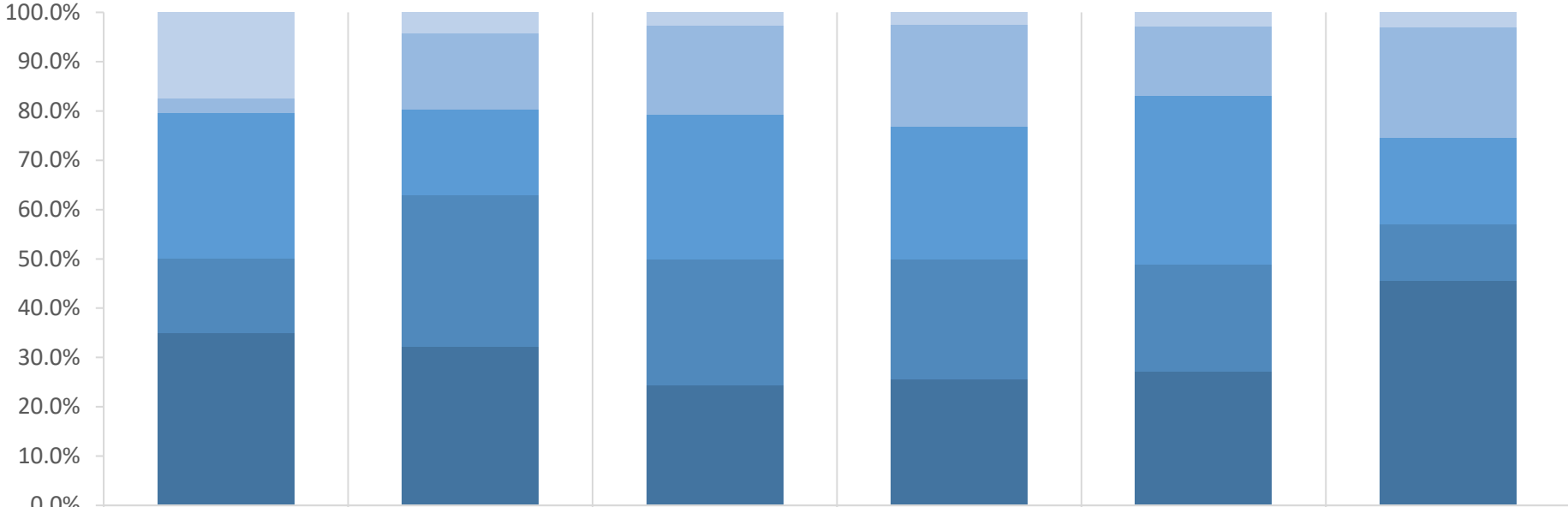
PRIMARY PURPOSE OF TRIP - KOREA

	2018	2019	2020	2022
Honeymoon	28.9%	32.8%	27.0%	53.5%
Vacation	52.7%	52.3%	61.2%	31.0%
Visit friends/ relatives	3.1%	1.0%	2.3%	5.7%
Other business	0.0%	0.0%	0.0%	3.1%
Attend school	1.5%	0.0%	3.3%	2.1%
Convention/ conference	2.0%	1.1%	2.0%	1.8%
Get married/ vow renewal	2.4%	3.0%	1.3%	0.8%
Incentive/ reward	3.1%	1.7%	0.3%	0.5%
Anniversary/ birthday	3.8%	2.8%	0.7%	0.3%

PRIMARY + SECONDARY PURPOSE OF TRIP - KOREA

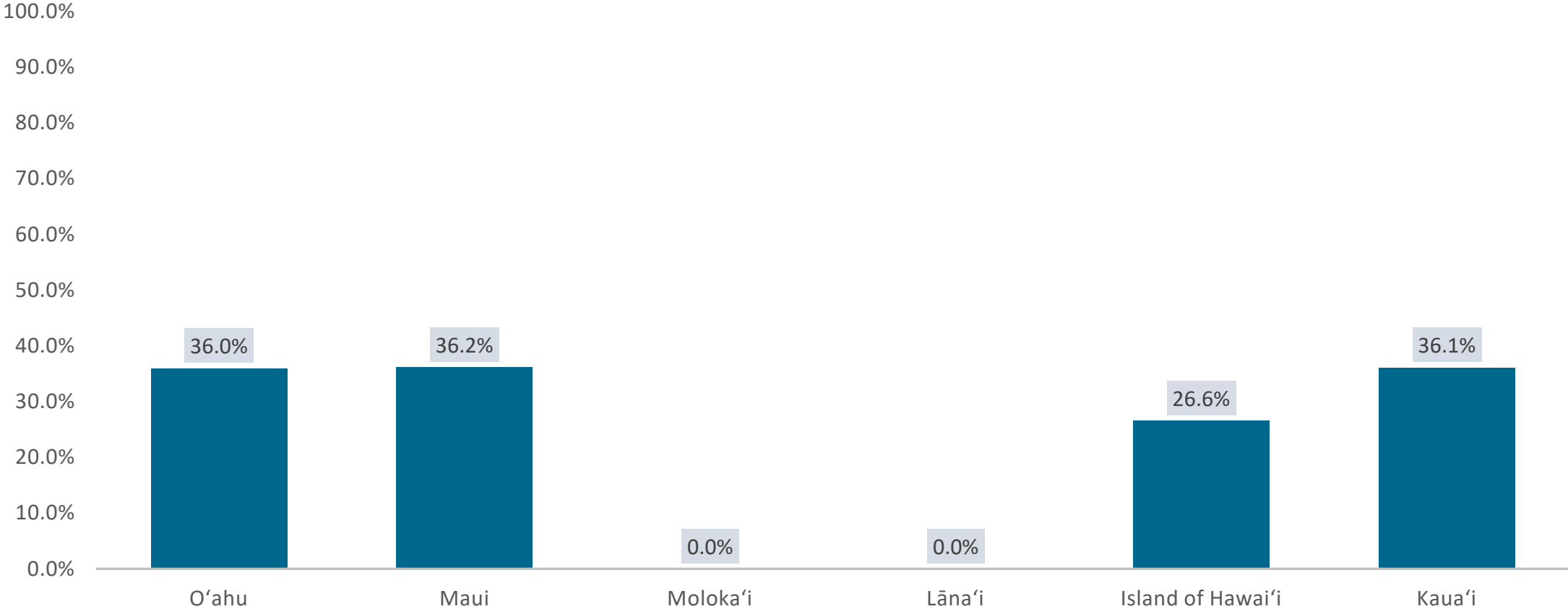
	2018	2019	2020	2022
Vacation	80.0%	77.5%	82.7%	69.2%
Honeymoon	31.6%	36.2%	28.0%	55.0%
Visit friends/ relatives	2.7%	2.5%	5.9%	9.6%
Get married/ vow renewal	5.8%	7.6%	3.3%	7.7%
Attend school	2.2%	0.0%	3.9%	2.8%
Incentive trip	6.9%	4.0%	2.3%	2.8%
Convention/ conference	2.7%	1.4%	2.0%	2.8%
Anniversary/ birthday	11.2%	10.8%	1.3%	0.3%

VACATION TRIP DESCRIPTION - KOREA

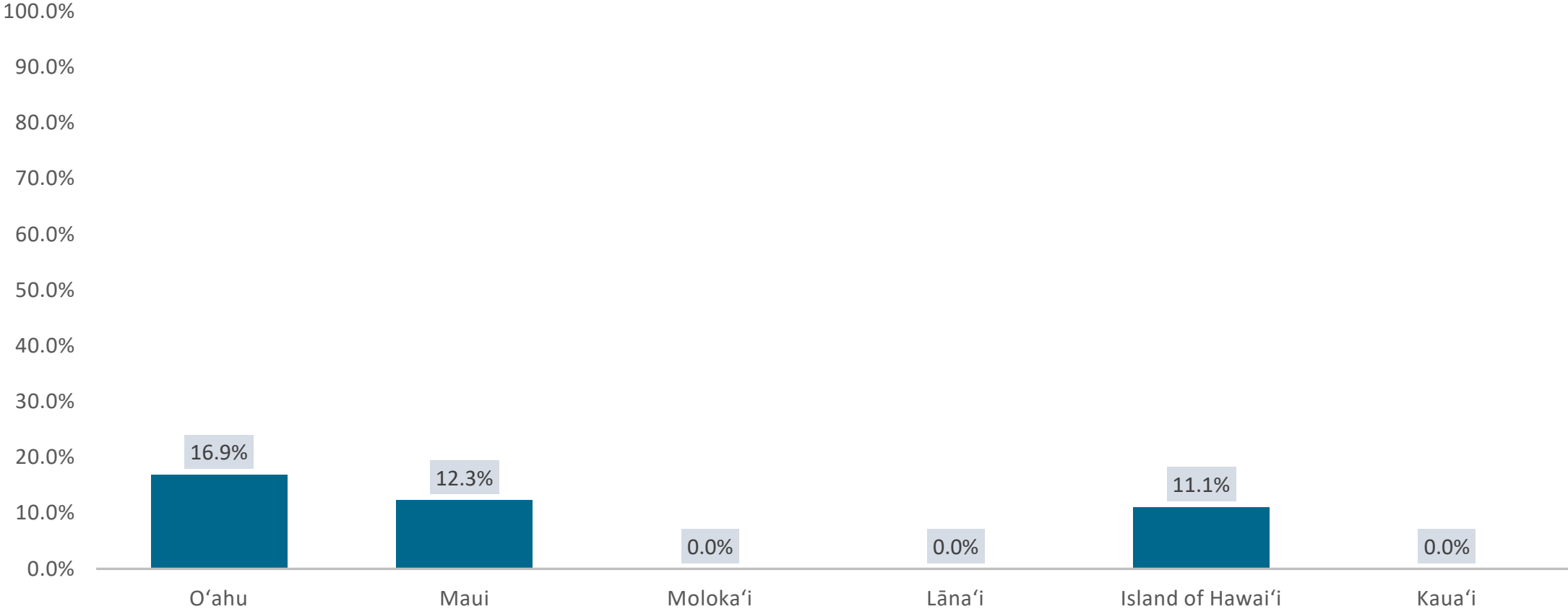


	2016	2017	2018	2019	2020	2022
Other	17.6%	4.3%	2.7%	2.5%	2.9%	3.1%
Once-in-a-lifetime	2.9%	15.5%	17.9%	20.6%	14.0%	22.4%
More special than most trips	29.5%	17.2%	29.4%	27.0%	34.3%	17.5%
Annual/ Semi-annual trip	15.1%	30.9%	25.6%	24.2%	21.7%	11.6%
Special occasion	35.0%	32.1%	24.4%	25.7%	27.1%	45.5%

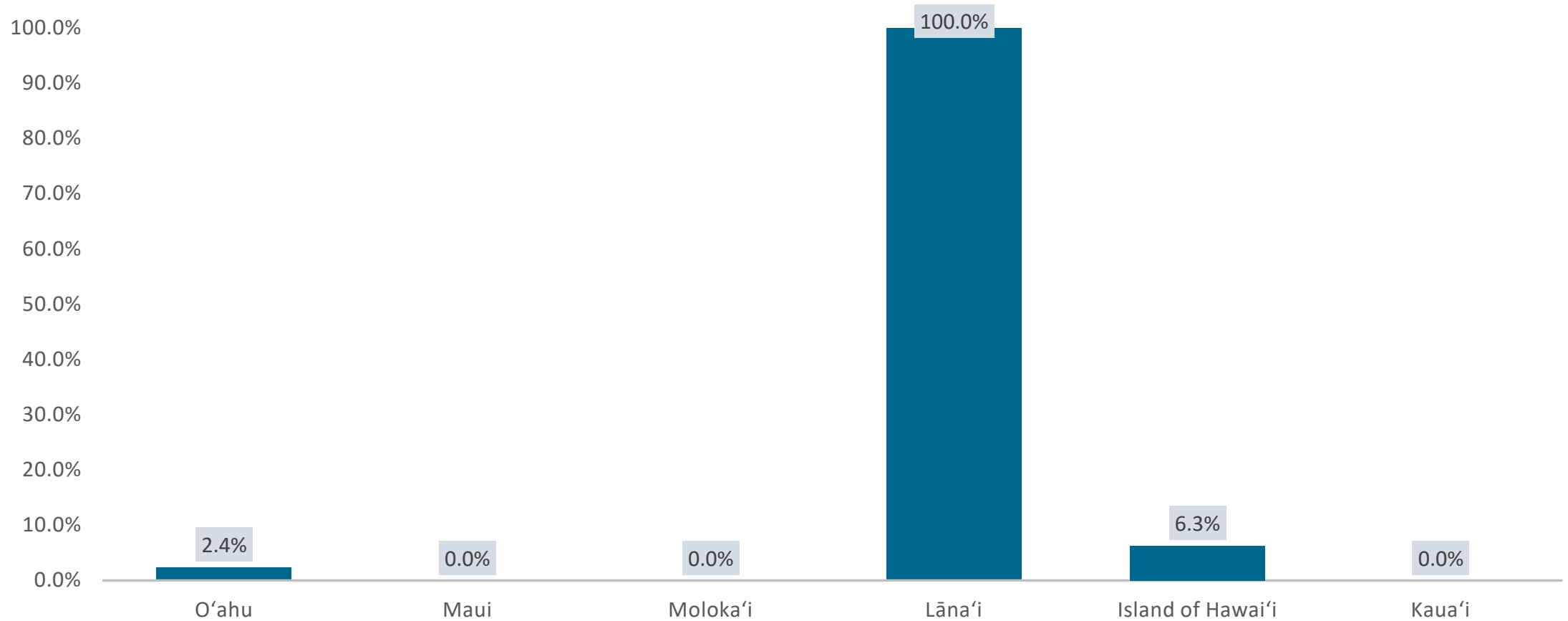
ADVERTISING AWARENESS - KOREA



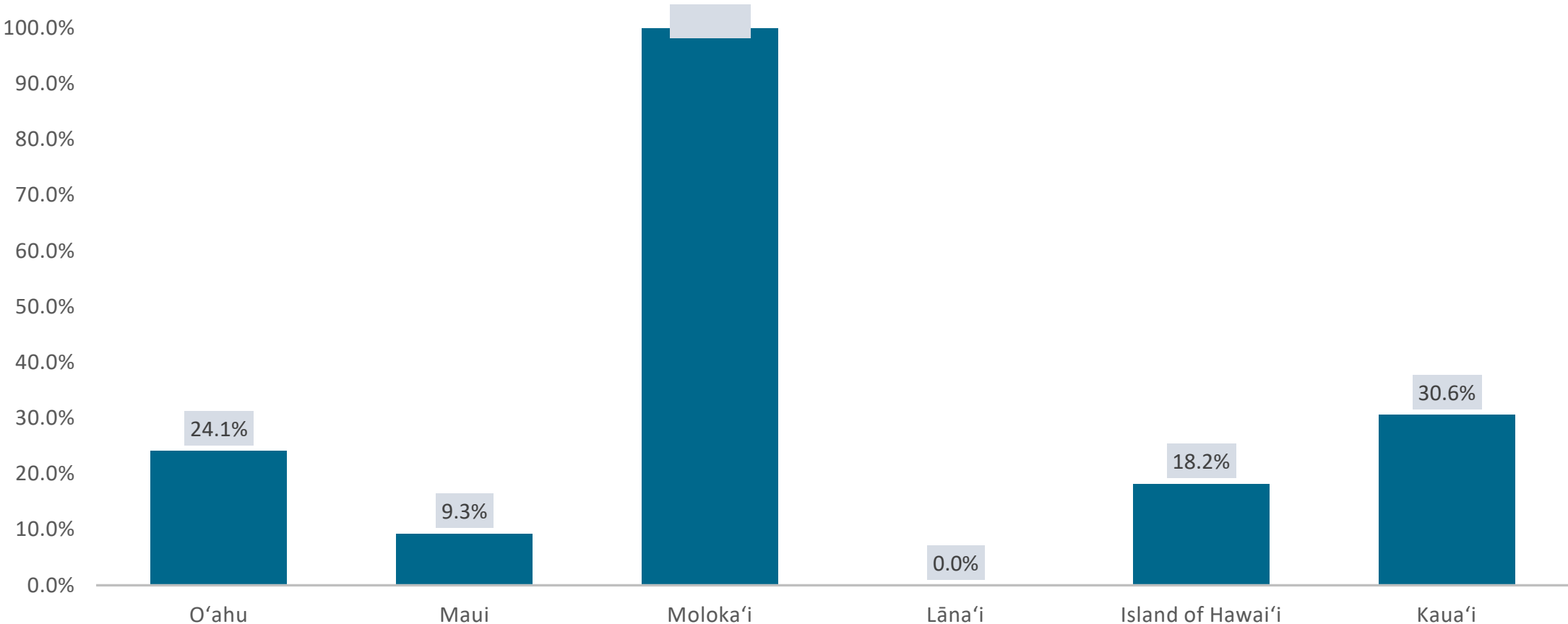
IMPACT OF LOCATION FILMING - KOREA



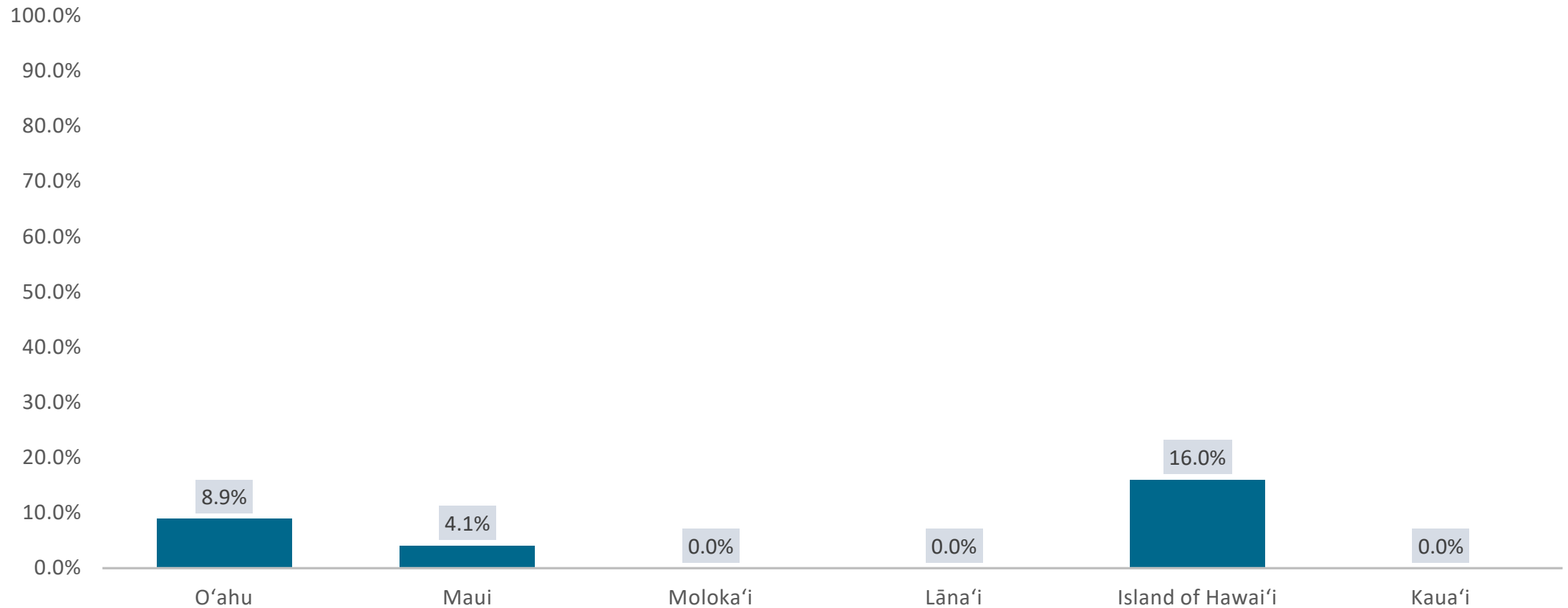
IMPACT OF HAWAIIAN MUSIC - KOREA



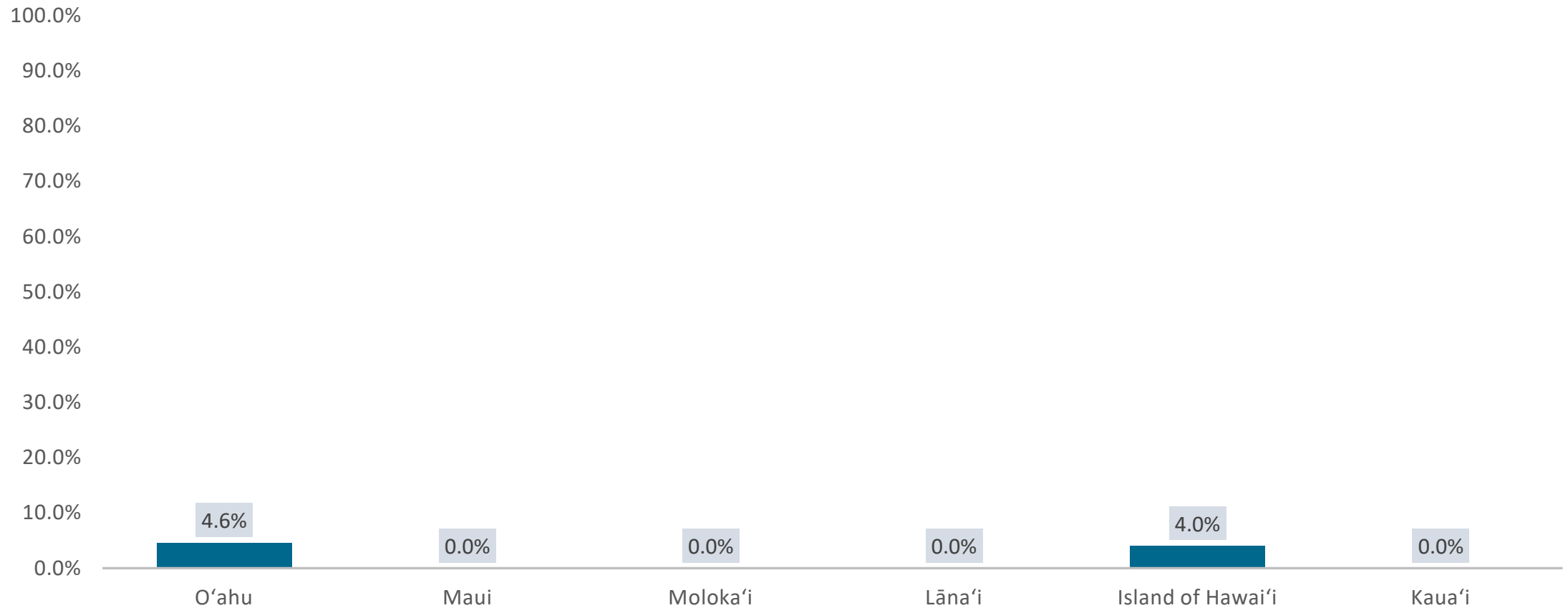
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - KOREA



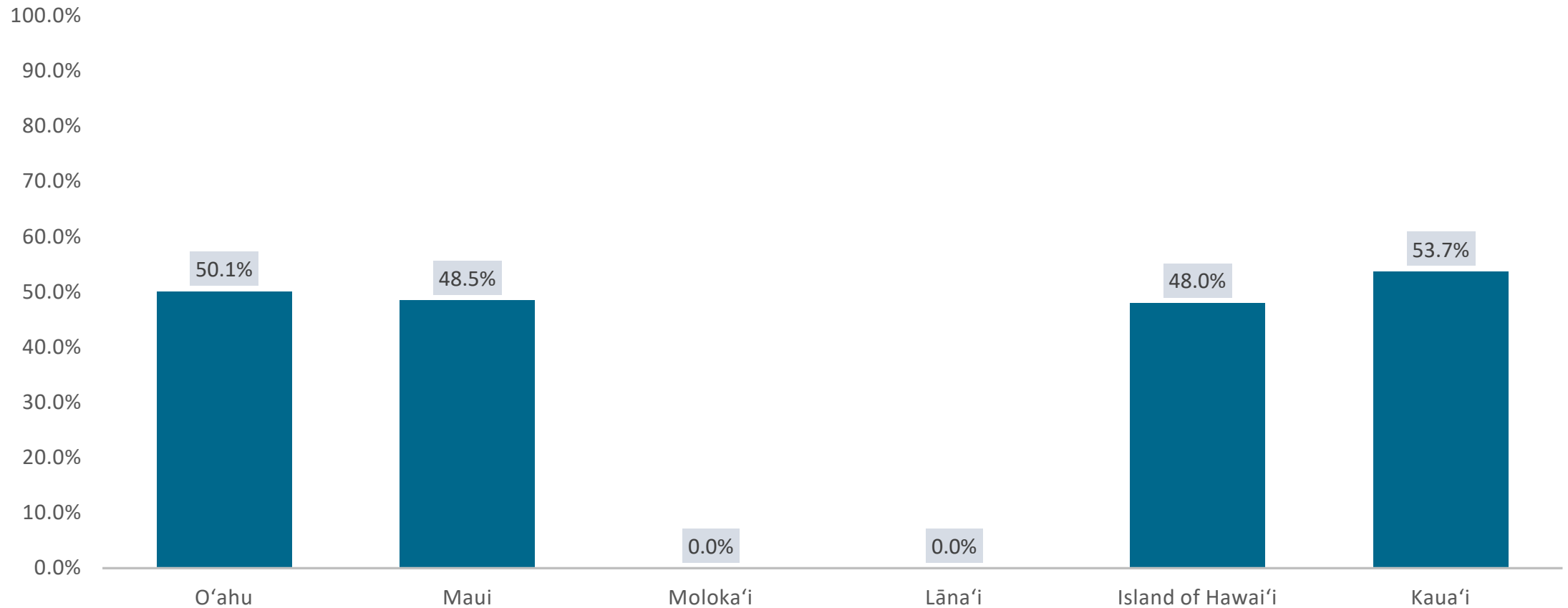
IMPACT OF OUTDOOR/ SPORTING EVENTS - KOREA



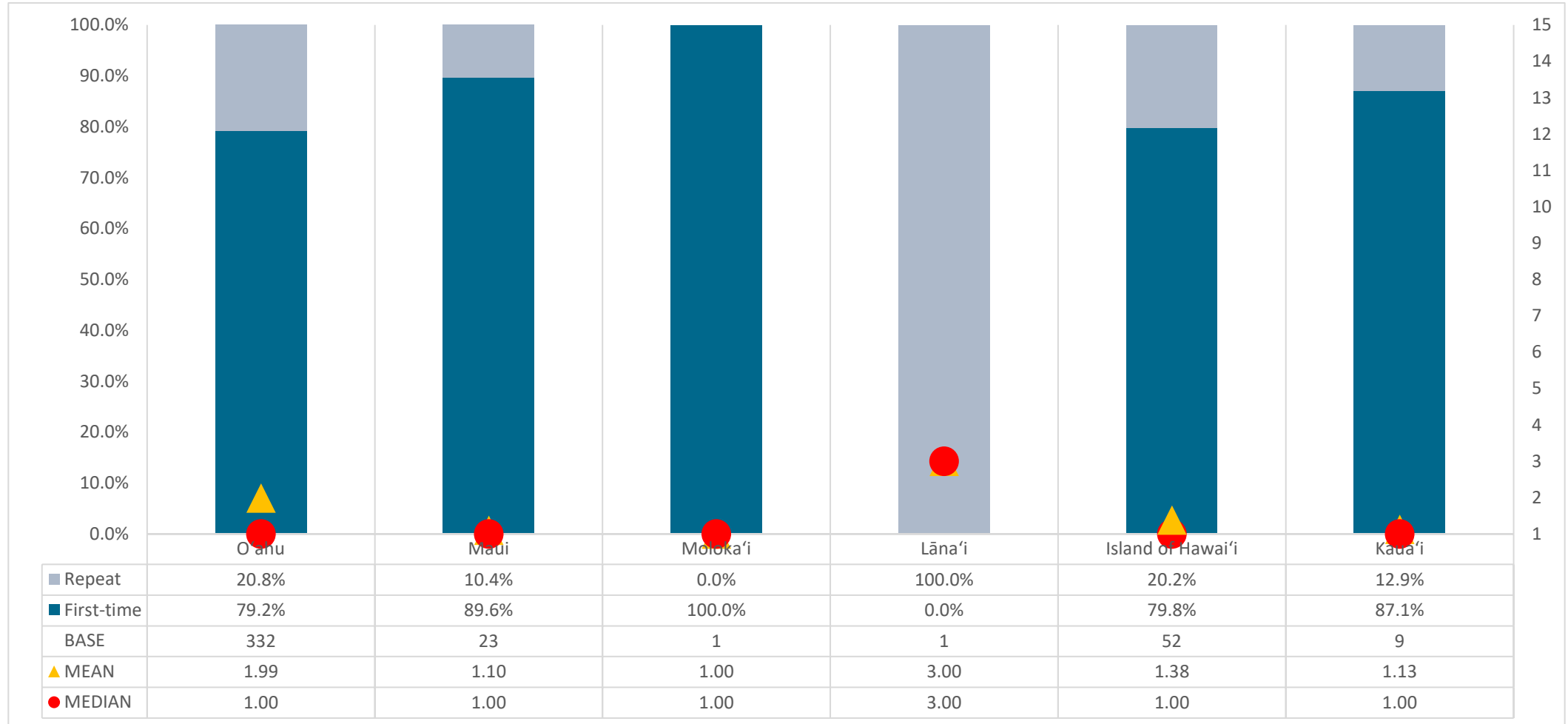
IMPACT OF HAWAIIAN CULTURAL EVENTS - KOREA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - KOREA



1ST TIME VS REPEAT VISITORS - KOREA



TRAVEL PARTY MEMBERS – KOREA

	2016	2017	2018	2019	2020	2022
Spouse	65.0%	68.7%	62.0%	66.6%	56.2%	72.1%
Other adult family	18.2%	17.2%	16.4%	20.8%	34.3%	12.0%
Child under 18	11.6%	17.4%	14.6%	13.3%	18.7%	8.1%
Friends/ associates	13.8%	12.2%	14.2%	11.2%	9.8%	10.1%
Alone	4.5%	4.7%	3.1%	3.4%	4.6%	5.4%
Girlfriend/ boyfriend	3.5%	2.5%	7.4%	2.1%	0.3%	3.9%
Same sex partner	.3%	.3%	0.2%	0.0%	0.0%	0.2%

LIKELIHOOD OF RETURN VISIT - KOREA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY - KOREA

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.7%	100.0%	100.0%	100.0%	98.2%	100.0%
On own (self guided)/ driving around the island	74.2%	73.1%	100.0%	0.0%	69.3%	59.2%
Helicopter ride/ airplane tour	9.1%	12.3%	0.0%	0.0%	8.0%	0.0%
Boat tour/ submarine ride/ whale watching	31.3%	14.5%	0.0%	0.0%	34.7%	12.9%
Visiting towns/ communities	41.9%	50.4%	100.0%	0.0%	40.9%	12.9%
Private limousine/ van tour/ tour bus	10.4%	0.0%	0.0%	0.0%	9.3%	30.6%
Scenic views/ natural landmarks	56.3%	55.6%	100.0%	100.0%	70.3%	53.7%
Movie and TV filming location tours	23.7%	0.0%	0.0%	0.0%	17.8%	20.4%

ACTIVITIES - SIGHTSEEING - KOREA

	2017	2018	2019	2020	2022
TOTAL	98.6%	95.6%	97.3%	97.4%	98.7%
On own (self guided)/ driving around the island	72.7%	76.9%	76.0%	77.7%	73.6%
Helicopter ride/ airplane tour	8.2%	5.4%	3.8%	2.3%	9.2%
Boat tour/ submarine ride/ whale watching	13.4%	16.2%	16.9%	20.3%	31.1%
Visiting towns/ communities	14.4%	35.3%	34.9%	36.4%	42.1%
Private limousine/ van tour/ tour bus	20.3%	15.3%	15.8%	18.3%	9.7%
Scenic views/ natural landmarks	53.1%	53.3%	53.3%	61.0%	58.2%
Movie and TV filming location tours	13.0%	12.8%	16.1%	21.9%	21.7%

ACTIVITIES - RECREATION - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'	KAUA'I
TOTAL	97.3%	95.9%	100.0%	100.0%	90.7%	87.1%
Beach/ sunbathing	77.3%	56.7%	100.0%	0.0%	63.6%	63.9%
Bodyboarding	5.4%	10.4%	0.0%	0.0%	6.3%	0.0%
Stand up paddle boarding	8.7%	0.0%	0.0%	0.0%	11.6%	0.0%
Surfing	20.6%	0.0%	0.0%	0.0%	5.8%	0.0%
Canoeing/ kayaking	6.1%	5.2%	0.0%	0.0%	5.8%	12.9%
Swimming in the ocean	52.4%	64.9%	100.0%	0.0%	58.3%	25.9%
Snorkeling	46.3%	52.6%	0.0%	0.0%	47.5%	12.9%
Freediving	4.9%	0.0%	0.0%	0.0%	1.8%	0.0%
Windsurfing/ kitesurfing	0.7%	0.0%	0.0%	100.0%	2.2%	0.0%
Jet skiing/ parasailing	4.4%	8.2%	0.0%	0.0%	0.0%	0.0%
Scuba diving	2.7%	0.0%	0.0%	0.0%	3.5%	0.0%
Fishing	2.4%	0.0%	0.0%	0.0%	0.0%	12.9%
Golf	3.7%	4.1%	0.0%	0.0%	2.2%	0.0%

ACTIVITIES – RECREATION – KOREA

	2017	2018	2019	2020	2022
TOTAL	94.7%	97.9%	98.4%	99.0%	96.1%
Beach/ sunbathing	71.8%	78.5%	75.2%	82.3%	74.1%
Bodyboarding	9.5%	6.7%	7.0%	2.0%	5.5%
Stand up paddle boarding	*	*	*	6.2%	8.7%
Surfing	11.6%	10.7%	12.3%	9.2%	17.3%
Canoeing/ kayaking	6.1%	4.7%	5.8%	3.3%	6.3%
Swimming in the ocean	NA	49.0%	45.3%	49.2%	53.8%
Snorkeling	NA	45.4%	45.5%	44.8%	46.7%
Freediving	NA	NA	NA	1.3%	4.2%
Windsurfing/ kitesurfing	1.0%	1.3%	0.7%	0.3%	0.8%
Jet skiing/ parasailing	7.7%	5.7%	5.2%	4.9%	4.1%
Scuba diving	3.9%	3.9%	3.5%	2.3%	2.7%
Fishing	2.2%	1.6%	1.5%	1.3%	2.3%
Golf	3.5%	3.6%	3.0%	7.3%	3.5%

* Combined with bodyboarding

ACTIVITIES – RECREATION – KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	97.3%	95.9%	100.0%	100.0%	90.7%	87.1%
Running/ jogging/ fitness walking	17.4%	9.3%	0.0%	0.0%	12.0%	36.1%
Cycling	1.1%	0.0%	0.0%	0.0%	3.5%	0.0%
Spa	9.4%	14.5%	0.0%	100.0%	1.8%	12.9%
Hiking	21.4%	24.7%	0.0%	0.0%	25.8%	46.3%
Backpacking/ camping	1.9%	12.3%	0.0%	0.0%	6.3%	0.0%
Agritourism	15.3%	0.0%	0.0%	0.0%	23.6%	0.0%
Sports event or tournament	0.9%	0.0%	0.0%	0.0%	1.8%	0.0%
Parks/ botanical gardens	21.1%	32.9%	0.0%	0.0%	31.1%	10.2%
Waterparks	7.3%	0.0%	0.0%	0.0%	1.8%	12.9%
Mountain tubing/ waterfall rappel	1.9%	5.2%	0.0%	0.0%	0.0%	0.0%
Zip lining	1.7%	4.1%	0.0%	0.0%	0.0%	0.0%
Skydiving	5.8%	0.0%	0.0%	0.0%	0.0%	12.9%
All terrain vehicle (ATV)	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Horseback riding	6.6%	5.2%	0.0%	0.0%	0.0%	25.9%

ACTIVITIES – RECREATION – KOREA

	2017	2018	2019	2020	2022
TOTAL	94.7%	97.9%	98.4%	99.0%	96.1%
Running/ jogging/ fitness walking	6.8%	8.7%	9.2%	11.8%	16.6%
Cycling	NA	NA	NA	NA	1.4%
Spa	6.4%	6.0%	7.7%	3.6%	9.3%
Hiking	13.9%	13.5%	21.6%	25.3%	22.9%
Backpacking/ camping	*	*	1.8%	0.7%	3.1%
Agritourism	18.8%	19.3%	21.3%	26.6%	15.1%
Sports event or tournament	2.3%	2.1%	1.5%	1.6%	0.7%
Parks/ botanical gardens	23.6%	25.3%	24.9%	26.6%	22.8%
Waterparks	NA	3.9%	2.9%	3.6%	6.5%
Mountain tubing/ waterfall rappel	NA	1.4%	0.8%	1.6%	1.8%
Zip lining	NA	1.6%	1.2%	1.6%	1.6%
Skydiving	NA	3.5%	2.9%	1.6%	5.1%
All terrain vehicle (ATV)	NA	6.6%	10.8%	9.8%	10.5%
Horseback riding	NA	3.4%	1.0%	1.6%	6.3%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'	KAUA'I
TOTAL	97.8%	95.9%	100.0%	100.0%	100.0%	69.4%
Lunch/ sunset/ dinner/ evening cruise	45.9%	25.8%	0.0%	0.0%	44.8%	10.2%
Live music/ stage show	20.3%	26.9%	0.0%	0.0%	16.0%	12.9%
Nightclub/ dancing/ bar/ karaoke	3.3%	0.0%	0.0%	0.0%	8.5%	0.0%
Fine dining	53.3%	48.5%	100.0%	100.0%	36.4%	25.9%
Family restaurant	37.6%	24.7%	0.0%	0.0%	37.7%	25.9%
Fast food	52.0%	28.8%	0.0%	0.0%	45.8%	23.1%
Food truck	54.3%	47.4%	0.0%	0.0%	48.3%	12.9%
Café/ coffee house	60.2%	52.6%	100.0%	0.0%	49.8%	12.9%
Ethnic dining	23.9%	34.0%	100.0%	0.0%	40.4%	0.0%
Farm to table cuisine	2.8%	0.0%	0.0%	0.0%	9.3%	0.0%
Prepared own meal	7.6%	16.4%	0.0%	0.0%	21.3%	23.1%

ACTIVITIES - ENTERTAINMENT & DINING - KOREA

	2017	2018	2019	2020	2022
TOTAL	97.5%	98.8%	98.0%	98.7%	97.7%
Lunch/ sunset/ dinner/ evening cruise	47.5%	37.0%	35.8%	35.7%	44.7%
Live music/ stage show	15.3%	15.1%	14.5%	14.4%	20.2%
Nightclub/ dancing/ bar/ karaoke	6.4%	9.0%	4.0%	4.9%	3.8%
Fine dining	49.7%	55.2%	48.3%	44.6%	51.4%
Family restaurant	50.0%	37.6%	37.0%	47.9%	37.2%
Fast food	54.8%	50.2%	57.4%	62.6%	49.8%
Food truck	NA	47.5%	52.1%	60.0%	52.8%
Café/ coffee house	48.6%	54.4%	56.0%	59.7%	57.8%
Ethnic dining	25.6%	24.6%	26.3%	25.0%	26.6%
Farm to table cuisine	NA	NA	NA	NA	3.5%
Prepared own meal	16.3%	11.3%	13.8%	21.3%	10.1%

ACTIVITIES - SHOPPING - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.8%	90.7%	100.0%	100.0%	100.0%	76.9%
Malls/ department stores	77.2%	52.6%	0.0%	0.0%	63.9%	20.4%
Designer boutiques	6.3%	13.4%	0.0%	100.0%	5.3%	0.0%
Hotel/ resort stores	35.8%	13.4%	0.0%	0.0%	35.6%	25.9%
Swap meet/ flea market	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Discount/ outlet stores	56.1%	39.2%	0.0%	0.0%	49.6%	23.1%
Supermarkets	36.3%	42.2%	100.0%	0.0%	47.0%	43.5%
Farmer's market	13.2%	8.2%	0.0%	0.0%	20.1%	0.0%
Convenience stores	47.1%	21.6%	0.0%	0.0%	52.8%	43.5%
Duty free stores	38.6%	9.3%	0.0%	0.0%	32.4%	36.1%
Hawai'i made products	25.6%	16.4%	0.0%	0.0%	33.4%	0.0%
Local shops and artisans	21.5%	37.0%	0.0%	0.0%	33.4%	0.0%

ACTIVITIES - SHOPPING - KOREA

	2017	2018	2019	2020	2022
TOTAL	97.7%	97.1%	97.4%	96.1%	95.8%
Malls/ department stores	77.8%	77.2%	76.7%	82.3%	73.8%
Designer boutiques	4.4%	4.6%	4.3%	5.9%	6.5%
Hotel/ resort stores	26.4%	30.2%	28.8%	24.9%	34.5%
Swap meet/ flea market	6.2%	3.6%	2.9%	3.0%	5.4%
Discount/ outlet stores	72.4%	61.6%	62.1%	63.3%	54.2%
Supermarkets	52.5%	57.1%	57.5%	63.9%	38.9%
Farmer's market	7.2%	10.3%	9.1%	12.2%	13.4%
Convenience stores	48.9%	43.3%	49.4%	61.0%	46.0%
Duty free stores	40.1%	45.8%	43.7%	41.6%	37.0%
Hawai'i made products	NA	NA	NA	NA	25.6%
Local shops and artisans	16.0%	14.7%	15.5%	19.7%	23.3%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	62.3%	42.2%	100.0%	100.0%	61.0%	33.3%
Historic military sites and museums	20.2%	12.3%	0.0%	0.0%	30.7%	0.0%
Historic Hawaiian sites and museums	14.3%	5.2%	0.0%	0.0%	14.7%	0.0%
Other historical sites, museums, and homes	15.5%	12.3%	100.0%	0.0%	25.4%	12.9%
Art museums	6.3%	0.0%	0.0%	0.0%	1.8%	0.0%
Art galleries and exhibitions	1.1%	0.0%	0.0%	0.0%	1.8%	0.0%
Lū'au/ Polynesian show/ hula show	19.9%	12.3%	0.0%	0.0%	10.3%	10.2%
Lesson ex. ukulele, hula, canoe, lei making	2.7%	0.0%	0.0%	0.0%	4.5%	0.0%
Play/ concert/ theatre	7.0%	4.1%	0.0%	100.0%	0.0%	0.0%
Art/ craft fair	3.7%	12.3%	0.0%	0.0%	9.8%	0.0%
Festival/ events	3.3%	0.0%	0.0%	0.0%	0.0%	10.2%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - KOREA

	2017	2018	2019	2020	2022
TOTAL	60.9%	66.4%	64.6%	66.2%	61.4%
Historic military sites and museums	18.0%	18.9%	15.5%	16.4%	20.8%
Historic Hawaiian sites and museums	NA	NA	NA	NA	13.1%
Other historical sites, museums, and homes	28.6%	28.6%	28.9%	25.6%	17.0%
Art museums	*	*	*	*	5.4%
Art galleries and exhibitions	*	*	*	*	1.2%
Lū'au/ Polynesian show/ hula show	24.1%	21.9%	22.6%	29.8%	18.1%
Lesson ex. ukulele, hula, canoe, lei making	2.9%	5.2%	5.4%	6.9%	2.8%
Play/ concert/ theatre	3.0%	4.7%	4.9%	4.6%	6.2%
Art/ craft fair	5.8%	5.9%	4.3%	4.6%	5.0%
Festival/ events	1.1%	2.7%	1.5%	1.6%	2.9%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	91.7%	95.9%	100.0%	100.0%	98.2%	100.0%
Airport shuttle	15.1%	8.2%	0.0%	0.0%	12.9%	0.0%
Trolley	19.3%	0.0%	0.0%	0.0%	16.9%	0.0%
Public bus	14.3%	0.0%	0.0%	100.0%	7.1%	10.2%
Tour bus/ tour van	22.8%	0.0%	0.0%	0.0%	32.0%	40.8%
Taxi/ limo	18.3%	4.1%	0.0%	0.0%	6.3%	0.0%
Rental car	52.0%	79.5%	100.0%	0.0%	66.8%	49.0%
Ride share	22.7%	21.6%	0.0%	0.0%	15.1%	0.0%
Care share	2.2%	0.0%	0.0%	0.0%	1.8%	0.0%
Bicycle rental	2.5%	0.0%	0.0%	0.0%	8.8%	0.0%

ACTIVITIES - TRANSPORTATION - KOREA

	2017	2018	2019	2020	2022
TOTAL	98.8%	95.5%	95.0%	98.0%	92.9%
Airport shuttle	18.8%	15.9%	16.2%	15.1%	14.3%
Trolley	30.2%	21.8%	23.4%	27.2%	17.5%
Public bus	15.5%	12.2%	11.3%	14.1%	13.1%
Tour bus/ tour van	35.0%	30.7%	33.4%	30.5%	22.9%
Taxi/ limo	21.5%	20.7%	21.3%	24.9%	16.1%
Rental car	61.1%	62.0%	54.6%	61.3%	55.8%
Ride share	NA	7.4%	12.0%	17.7%	21.6%
Car share	NA	NA	NA	NA	2.0%
Bicycle rental	NA	1.3%	1.3%	1.6%	3.2%

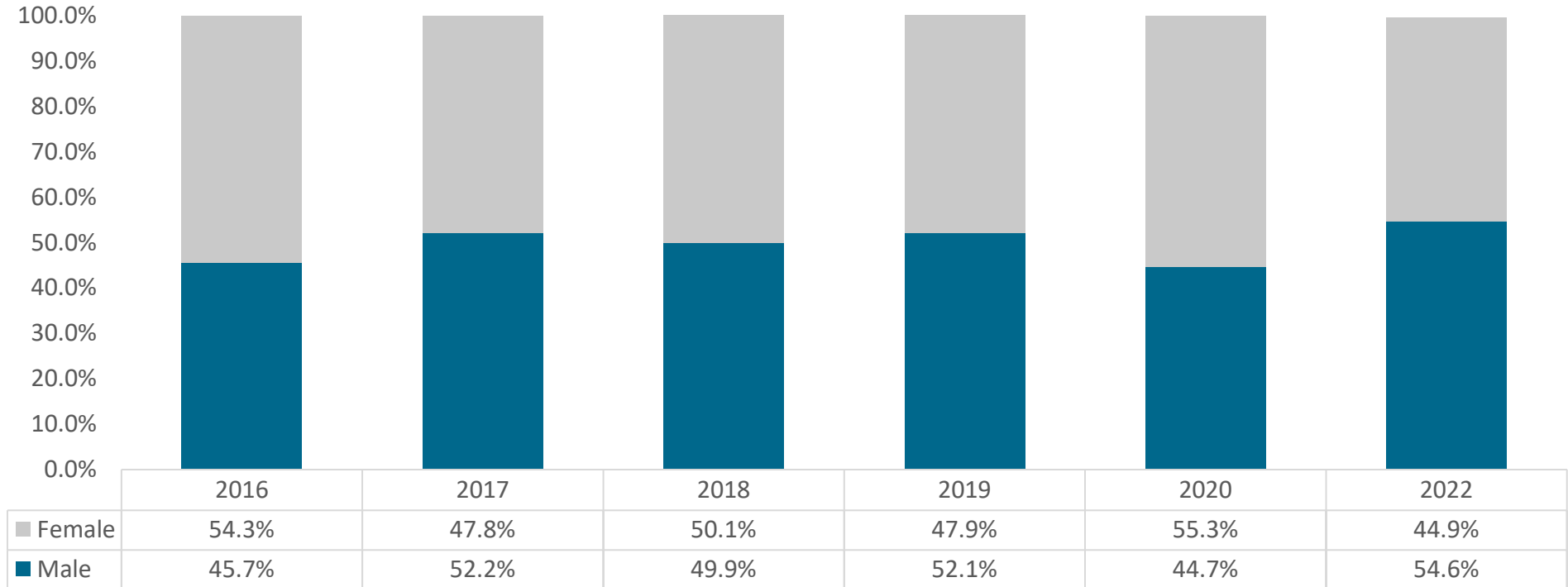
ACTIVITIES - OTHER - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	27.7%	31.0%	0.0%	100.0%	20.1%	23.1%
Visiting friends and family	24.0%	31.0%	0.0%	100.0%	17.8%	23.1%
Giving back to the local community	4.0%	0.0%	0.0%	0.0%	2.2%	0.0%

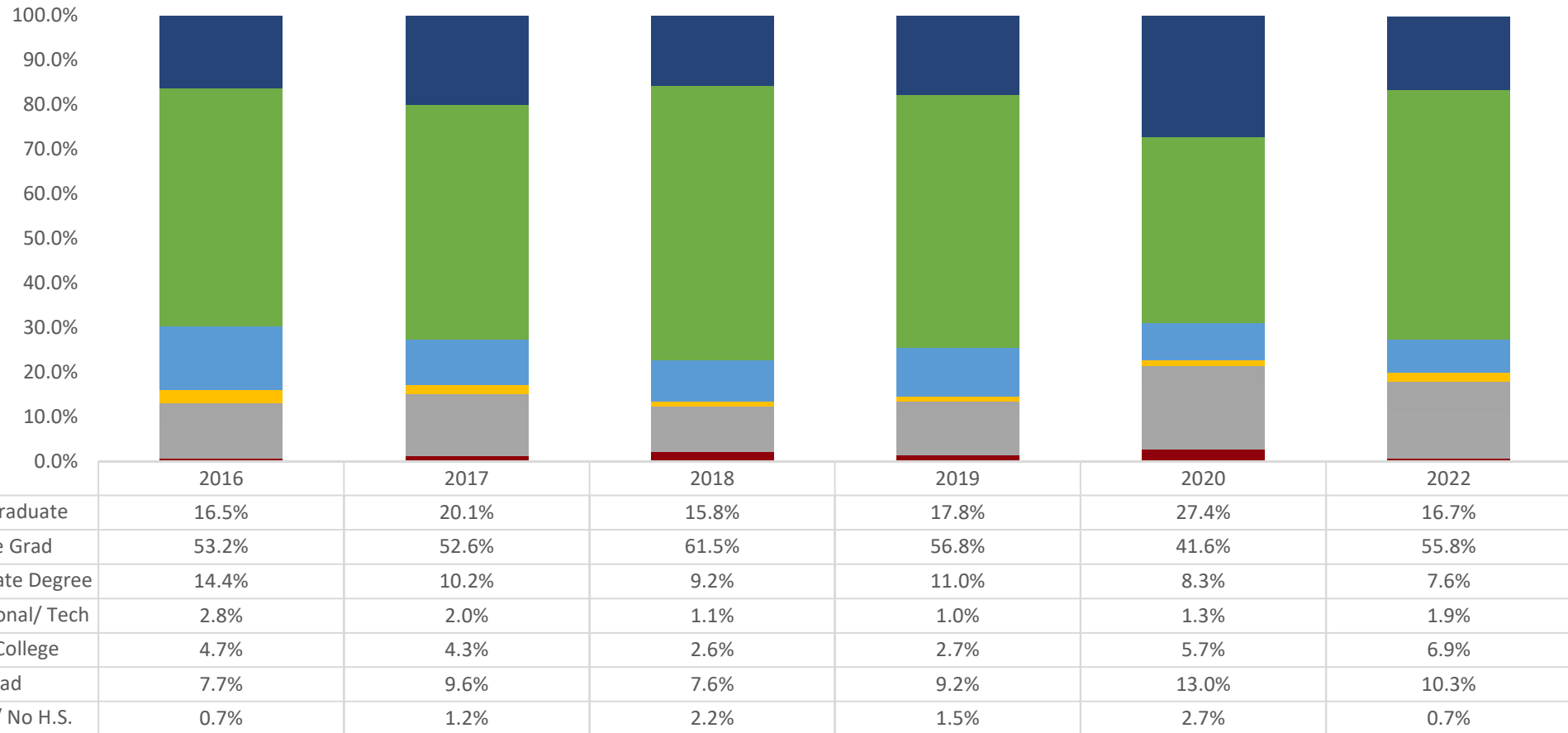
ACTIVITIES - OTHER - KOREA

	2018	2019	2020	2022
TOTAL	16.2%	18.7%	19.4%	27.8%
Visiting friends and family	14.6%	17.7%	19.4%	24.6%
Giving back to the local community	1.8%	1.0%	0.3%	3.6%

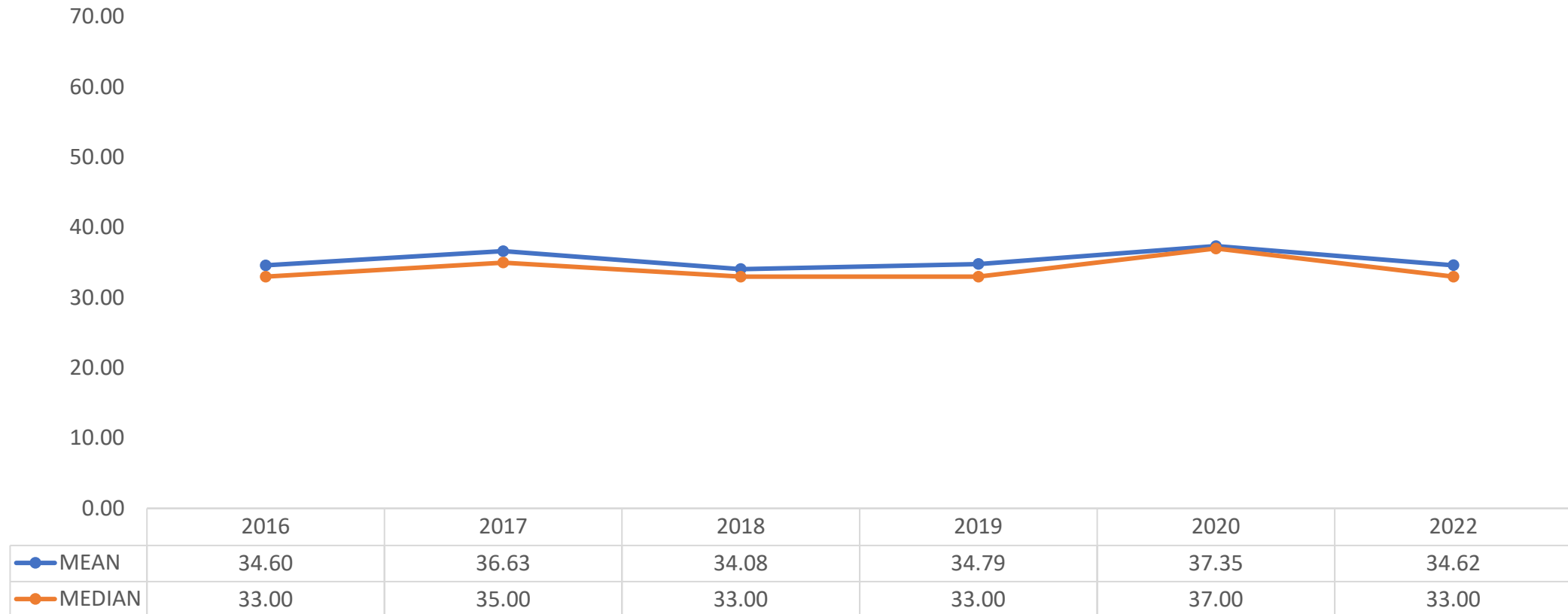
VISITOR PROFILE - GENDER - KOREA



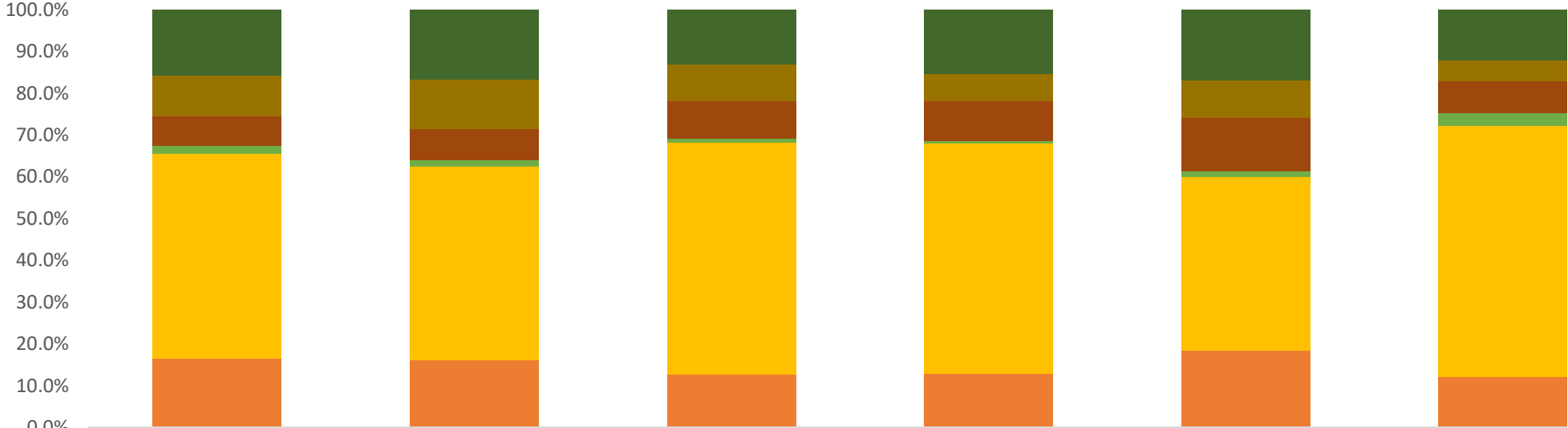
VISITOR PROFILE - EDUCATION - KOREA



VISITOR PROFILE - AGE - KOREA

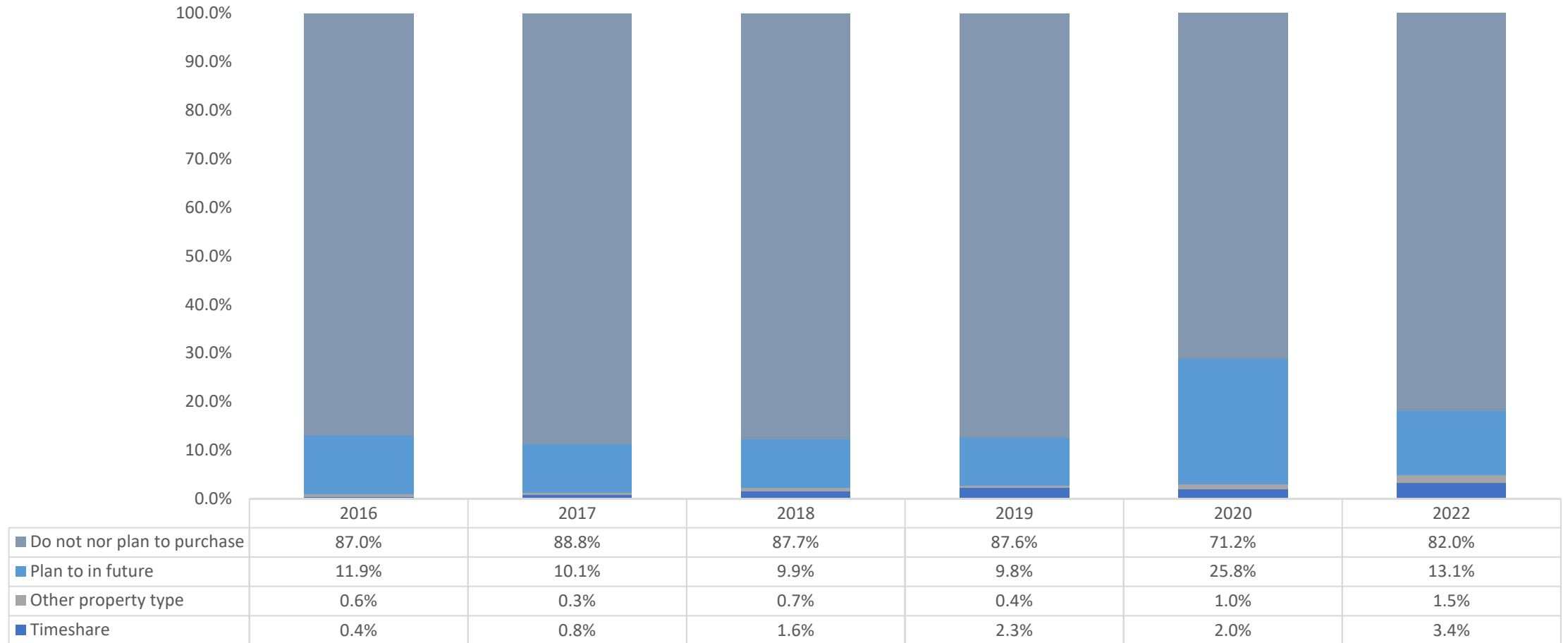


VISITOR PROFILE - EMPLOYMENT STATUS - KOREA



	2016	2017	2018	2019	2020	2022
Other	15.9%	16.9%	13.3%	15.5%	17.0%	12.3%
Homemaker	9.8%	11.8%	8.8%	6.4%	9.0%	4.8%
Student	7.0%	7.3%	8.9%	9.5%	12.7%	7.7%
Retired	1.8%	1.6%	0.9%	0.6%	1.3%	2.9%
Employed	49.1%	46.4%	55.5%	55.1%	41.6%	60.3%
Self-employed	16.5%	16.1%	12.7%	12.9%	18.4%	12.0%

VISITOR PROFILE - HAWAI'I PROPERTY OWNER - KOREA

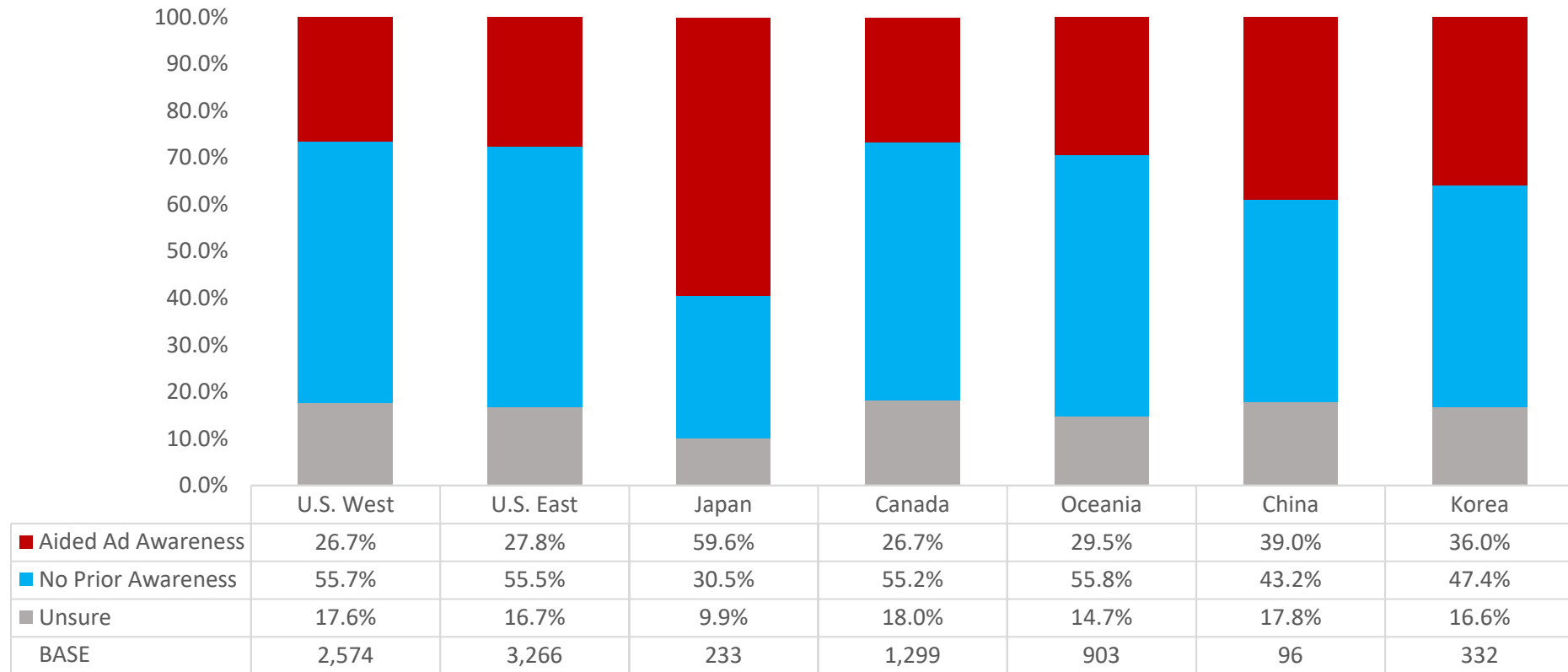


VISITOR PROFILE - HOUSEHOLD INCOME - KOREAN WON

	2018	2019	2020	2022
< ₩16,305,000	16.0%	13.0%	10.2%	5.4%
₩16,305,000 21,171,999	9.3%	9.6%	7.3%	5.5%
₩27,174,000 38,041,999	16.6%	13.7%	8.4%	14.3%
₩38,044,000 48,911,999	10.2%	10.9%	11.7%	10.1%
₩48,912,000 59,781,999	10.4%	9.3%	10.9%	10.3%
₩59,782,000 70,652,999	11.9%	10.8%	12.8%	7.6%
₩70,653,000 81,520,999	7.1%	7.5%	6.9%	9.3%
₩81,521,000 92,390,999	3.5%	5.3%	6.9%	7.2%
₩92,391,000 103,259,999	4.3%	4.5%	6.2%	6.3%
₩103,260,000+	10.9%	15.4%	18.7%	24.2%

Section 20 – O‘ahu

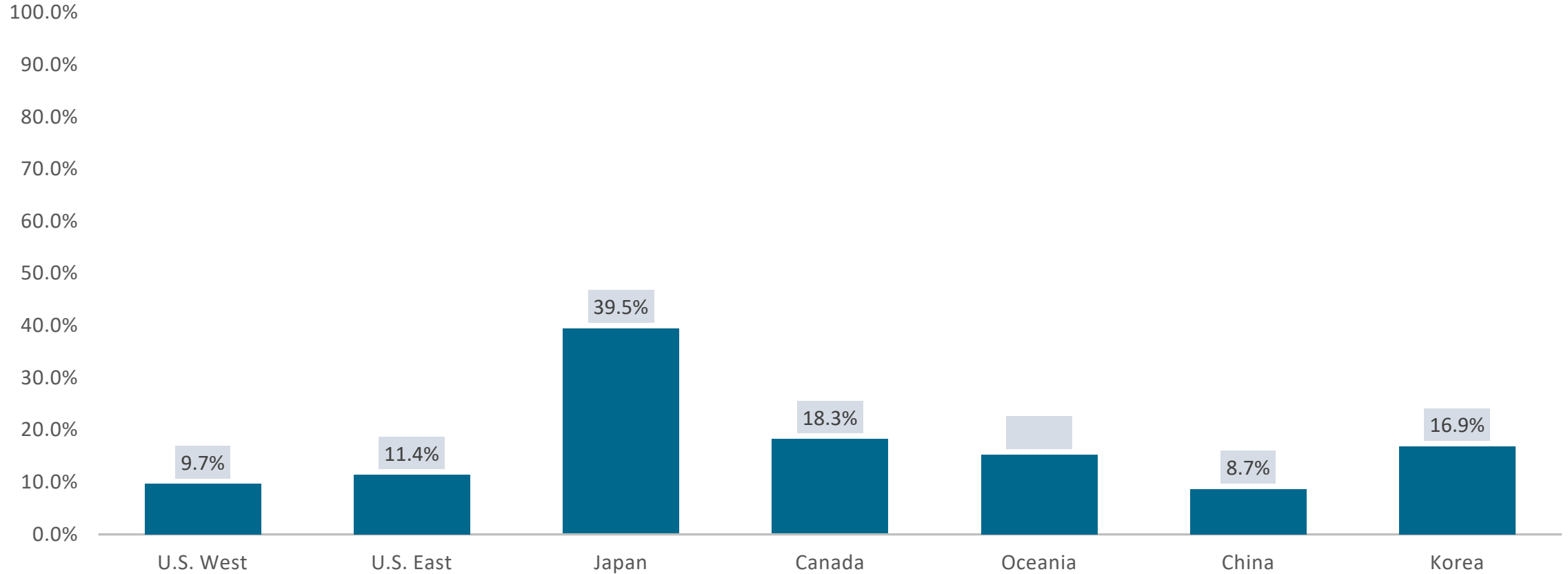
AIDED ADVERTISING AWARENESS - O'AHU



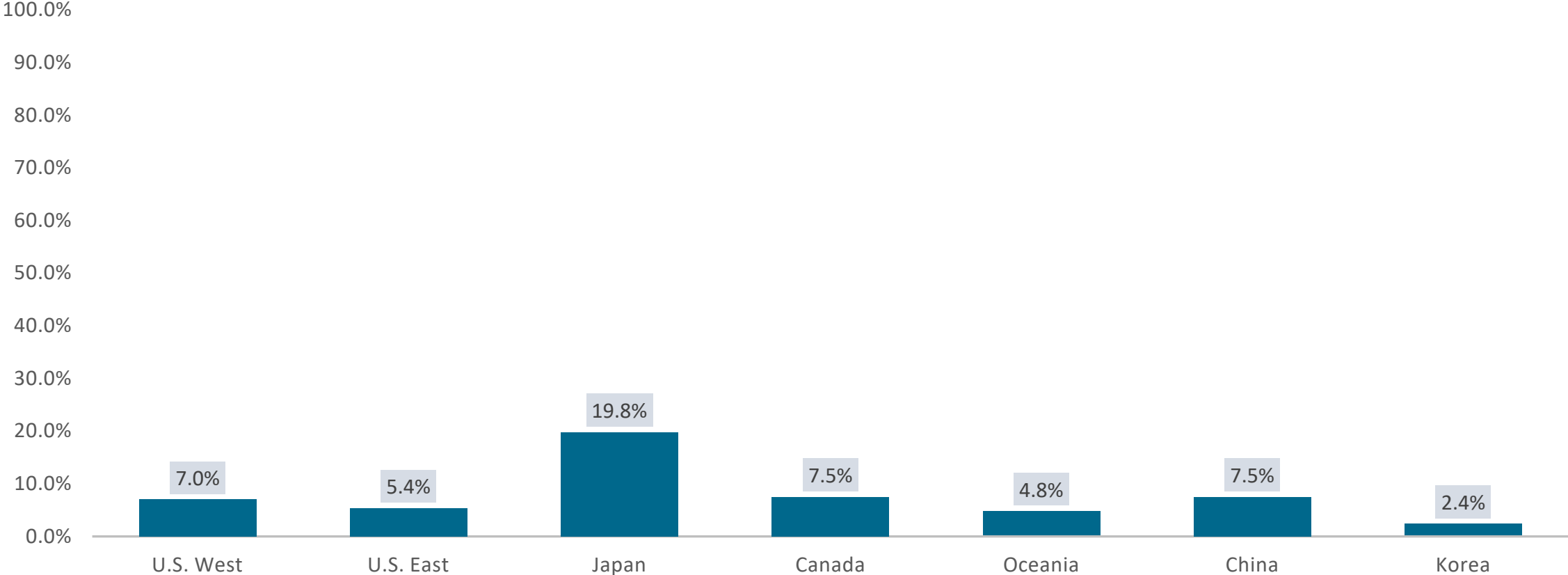
AIDED ADVERTISING AWARENESS - O'AHU

- **Islands visited:** Visitors from U.S. West, U.S. East, Japan and Canada who stayed on multiple islands during their trip were more likely to have been exposed to advertising for O'ahu compared to visitors whose trip was only to O'ahu.
- **Age:** Advertising awareness for O'ahu was highest among seniors from U.S. West, U.S. East and Japan visitor markets.
- **Travel party size:** Visitors from Korea who came in larger travel parties of three or more individuals were the most likely to have been exposed to marketing for O'ahu compared to those who came in smaller groups.
- **Gender:** Male visitors from U.S. East had higher advertising awareness for O'ahu compared to females from this visitor market.
- **Trip to Hawai'i:** Repeat visitors from U.S. East, Japan and Korea were more likely to recall advertising for O'ahu than first-time visitors from these markets.
- **Education:** Visitors from Japan without a college degree were more likely to recall advertising for O'ahu than college graduates from this market.

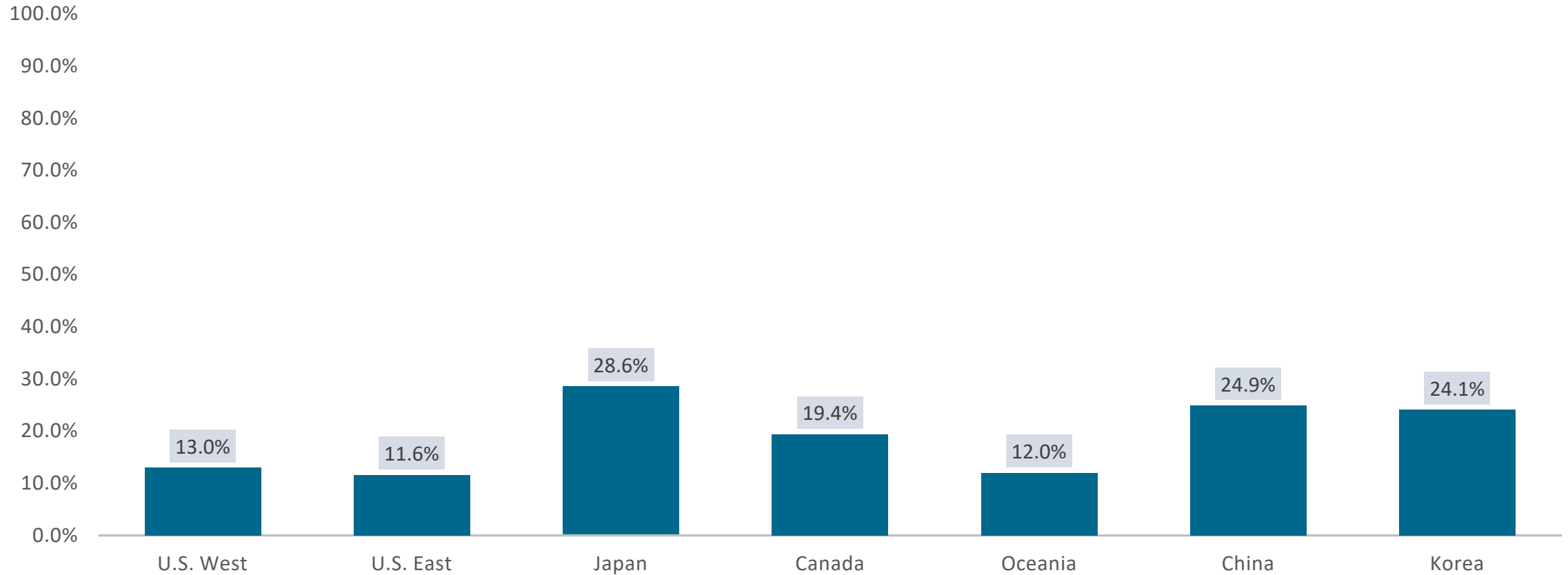
IMPACT OF LOCATION FILMING - O'AHU



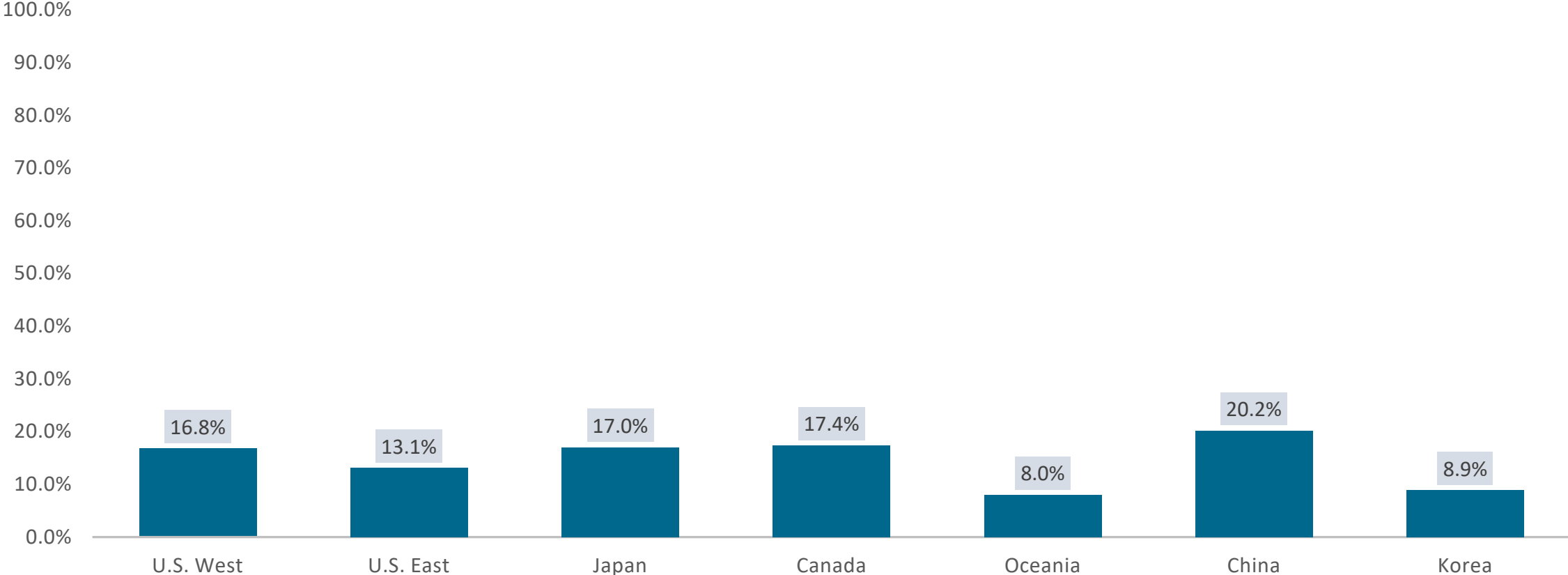
IMPACT OF HAWAIIAN MUSIC - O'AHU



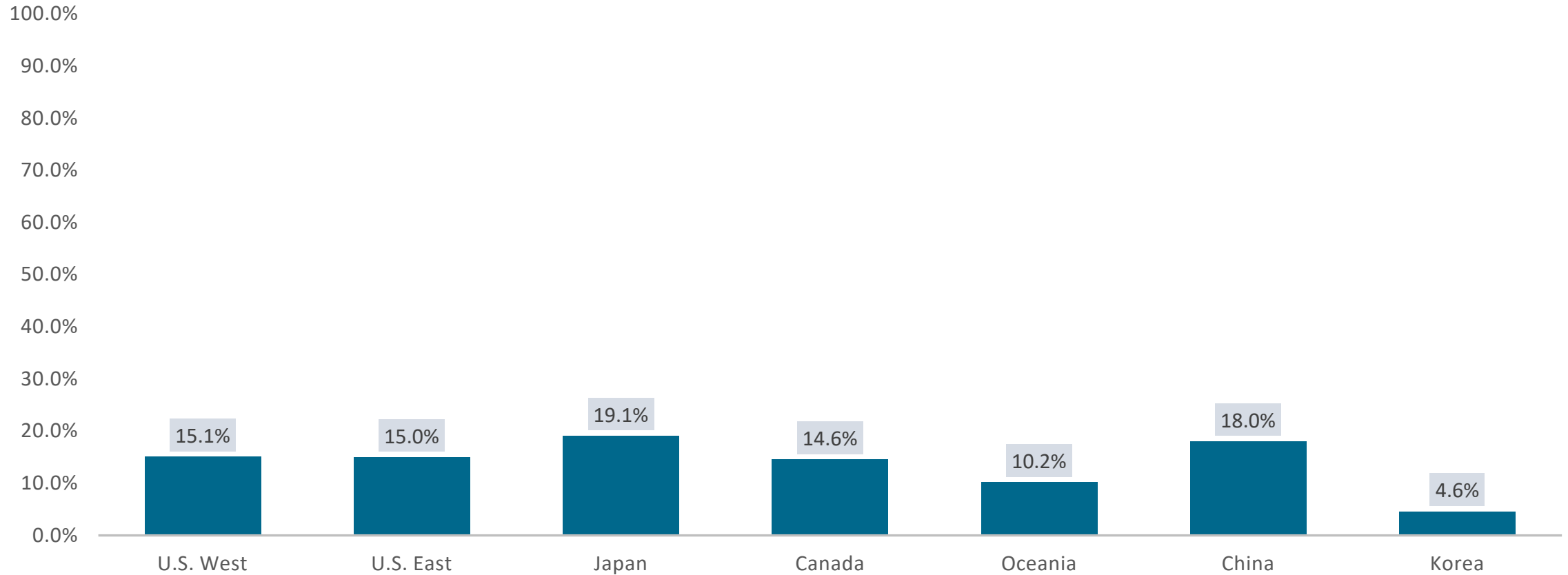
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - O‘AHU



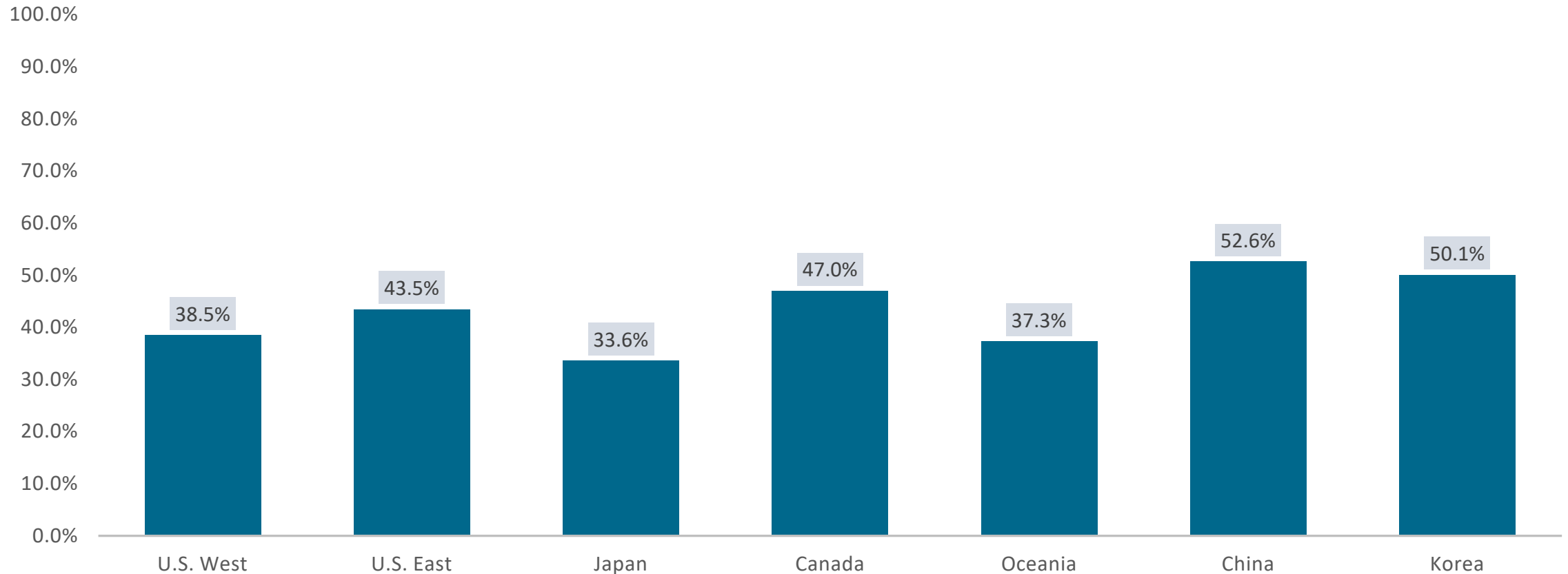
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - O'AHU



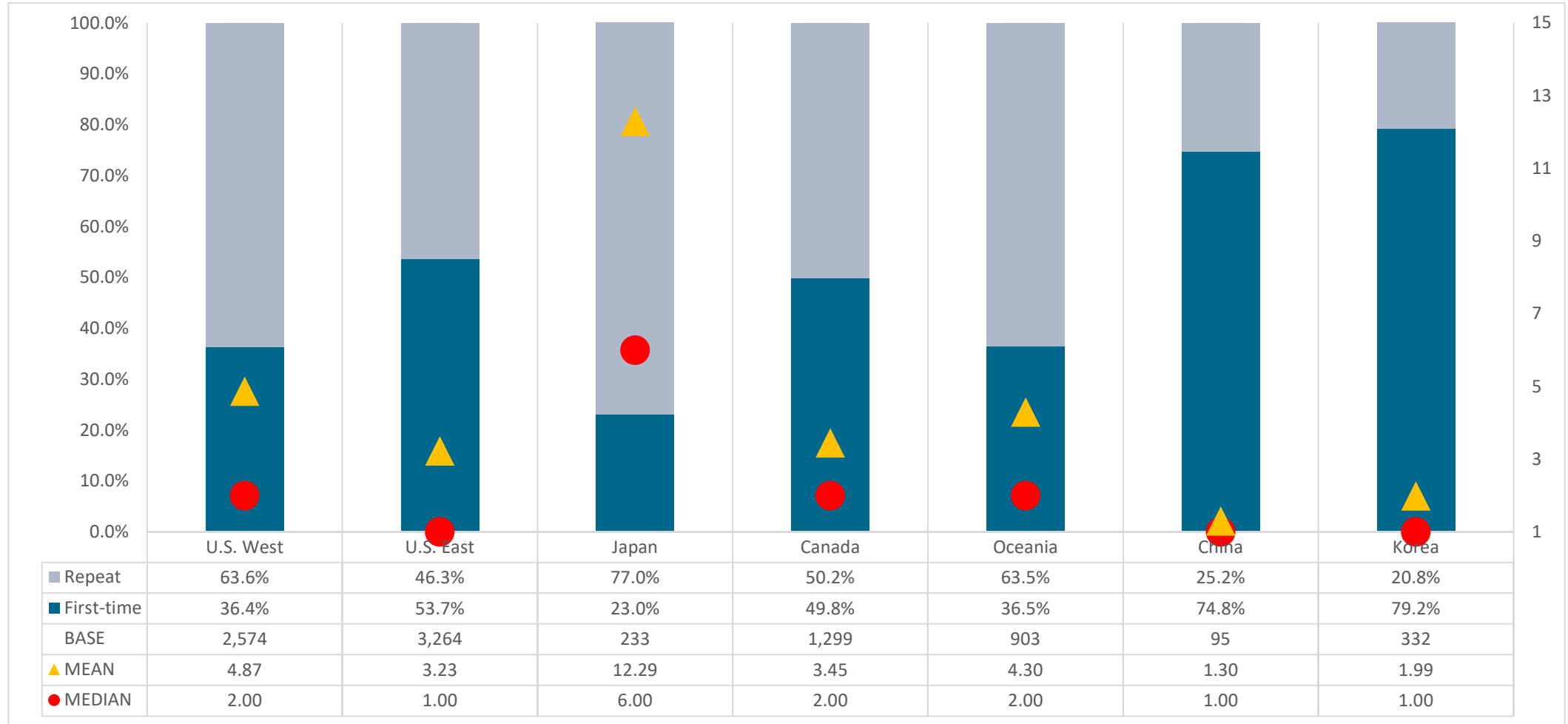
IMPACT OF HAWAIIAN CULTURAL EVENTS - O'AHU



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - O'AHU



1st TIME VS REPEAT VISITOR - O‘AHU



1st TIME VS REPEAT VISITOR - O'AHU

- **Gender:** Male visitors from U.S. West and U.S. East have traveled to O'ahu more often than females from these visitor markets.
- **Age:** The likelihood of being a repeat visitor to O'ahu increased among visitors from U.S. West, U.S. East, Japan, Canada and Oceania as they got older.
- **Education:** Among visitors from U.S. West, those with a college degree have been to O'ahu more often than those without a college degree. Conversely, among Japanese and Canadian visitors, those without a college degree have traveled to the island on a more frequent basis.
- **Household income:** Among visitors from U.S. West and U.S. East, the number of trips to O'ahu increased as respondents become more affluent.
- **Travel party size:** Among visitors from U.S. West and U.S. East, those who traveled to O'ahu alone have visited the most often.

STRENGTHS/ POSITIVE ASPECTS - O‘AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Variety of activities/ attractions/ many choices	17.4%	19.8%	9.6%	21.1%	11.1%	17.4%	32.4%
Beach/ ocean	18.6%	13.6%	20.9%	18.4%	18.5%	20.7%	13.3%
Nature/ natural beauty/ scenery	11.4%	14.4%	14.2%	14.0%	9.7%	12.3%	15.6%
Feeling of the “Aloha Spirit”	7.7%	7.9%	5.8%	8.9%	10.8%	2.0%	9.0%
Food/ restaurant variety/ dining options	8.5%	5.7%	6.7%	6.3%	5.0%	14.4%	3.5%
Friendliness of the local people	6.6%	6.6%	6.6%	5.8%	11.0%	7.8%	8.5%
Events/ celebrations with friends/ family	7.6%	7.1%	2.6%	2.8%	2.7%	1.0%	2.1%
Military historical sites	2.6%	5.7%	0.0%	2.4%	2.4%	1.0%	0.0%
Local culture/ people/ music	3.6%	3.1%	1.1%	3.3%	3.6%	1.0%	2.2%
Overall customer service/ hospitality/ the people	3.0%	3.2%	3.9%	2.3%	4.1%	2.3%	1.4%
Accommodations/ was as promised	2.1%	2.2%	10.4%	3.4%	3.1%	1.0%	0.6%
Food/ restaurant/ good service	1.7%	0.9%	2.3%	1.2%	1.7%	3.2%	0.0%

STRENGTHS/ POSITIVE ASPECTS - O'AHU

- **Gender:** A higher percentage of female visitors from U.S. West singled out the beach/ocean as well as the natural beauty of the island compared to male visitors. The variety of activities/attractions was more of a draw among male visitors from Japan.
- **Trips to Hawai'i:** First-time visitors to O'ahu from U.S. West and U.S. East were more likely to list the variety of activities/attractions as the one thing that made their trip more enjoyable, compared to repeat visitors from these markets.
- **Age:** Younger visitors from U.S. West and U.S. East were more positively impacted by O'ahu's natural beauty, variety of activities/attractions and the variety of dining options. Older visitors were happy to be on the island spending time with loved ones.
- **Travel party size:** Visitors from U.S. West and U.S. East who came in larger travel parties (3+ people) were the most likely to list the variety of activities/attractions as the one thing that made their trip more enjoyable.
- **Household income:** More affluent visitors from U.S. West were the most likely to identify the beach/ocean as a positive aspect that drove satisfaction.
- **Islands visited:** Respondents from U.S. West, U.S. East and Canada who visited multiple islands in addition to O'ahu were more likely to list military historical sites, while beach/ocean was more of a driver of satisfaction among those who visited only O'ahu during their trip.

AREAS OF OPPORTUNITIES - O'AHU

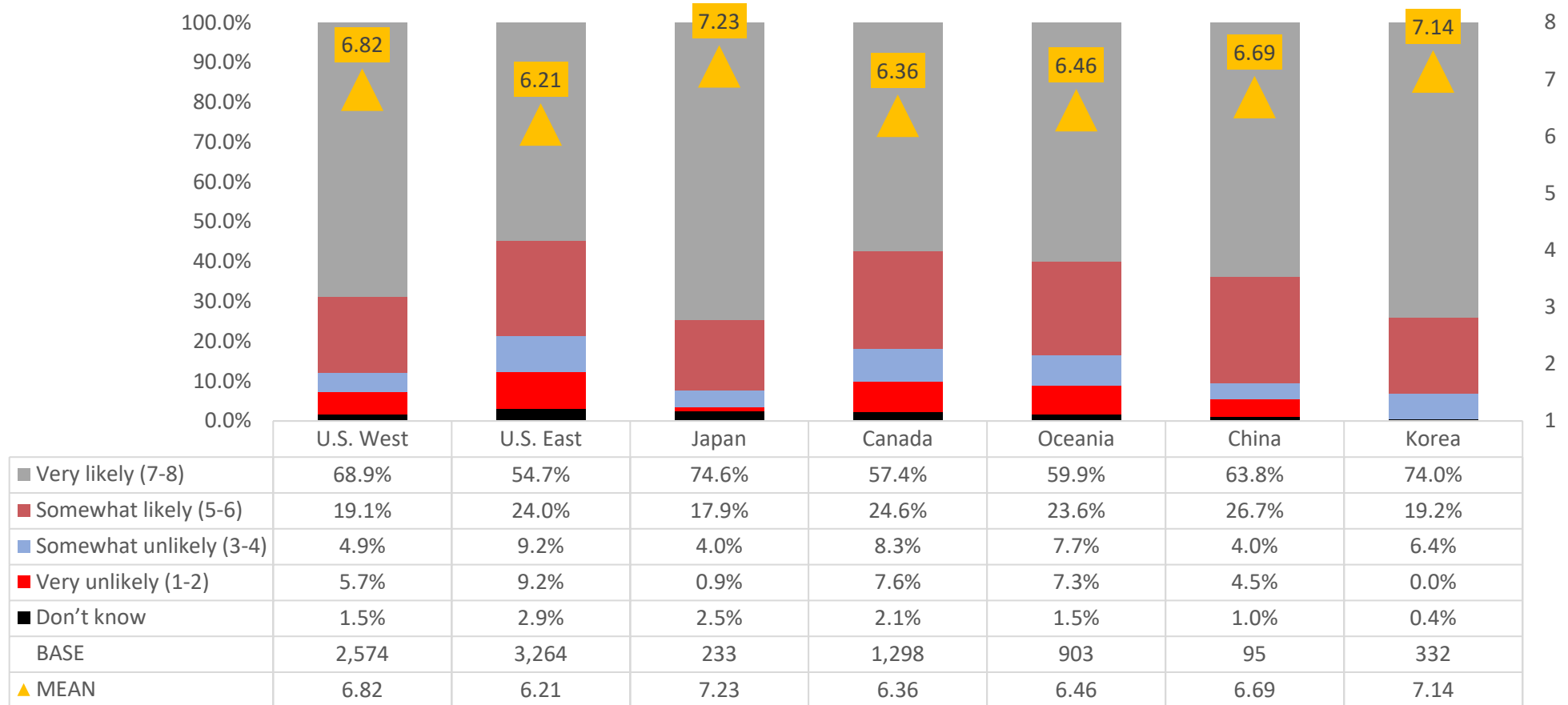
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	34.5%	35.0%	24.3%	33.7%	37.9%	30.2%	47.9%
Traffic (congested/slow)	14.8%	17.6%	10.1%	12.0%	5.2%	8.7%	2.9%
Driving experience (signage, road surface, traffic violations, bad drivers)	7.9%	7.9%	2.3%	4.9%	2.4%	9.5%	3.3%
Would like to experience more local culture	5.8%	6.7%	1.9%	7.2%	5.4%	3.2%	4.8%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	5.1%	3.1%	5.9%	3.7%	2.4%	9.2%	2.4%
Homelessness	3.9%	4.3%	3.5%	3.6%	5.0%	0.0%	0.9%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	2.9%	2.3%	15.2%	2.7%	4.0%	8.5%	6.3%
Cost/ expensive (specific/non specific)	2.4%	2.6%	7.8%	6.7%	8.4%	1.0%	4.4%
Food/ restaurant variety/ dining options	2.6%	3.2%	4.0%	4.3%	4.5%	3.0%	5.7%

AREAS OF OPPORTUNITIES - O'AHU

- ***Trips to Hawai'i:*** A higher percentage of first-time visitors from U.S. West listed rental car issues compared to repeat visitors from this market. First-time visitors from U.S. East wanted more local culture during their stay. More first-time visitors from Japan complained about dining options than repeat visitors from this market.
- ***Age:*** Among visitors from U.S. East, those under the age of 35 were more likely to have issues with the lack of exposure to local culture, the overall driving experience, and issues with their accommodations compared to other age groups.
- ***Gender:*** Male visitors from U.S. East were more likely to identify traffic on O'ahu as the one thing they would like to see improve. A higher percentage of female visitors from this market mentioned they would like to experience more local culture.
- ***Household income:*** Visitors from U.S. East who were more affluent were more likely to have a complaint regarding traffic.

LIKELIHOOD OF RETURN VISIT - O'AHU

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



LIKELIHOOD OF RETURN VISIT - O‘AHU

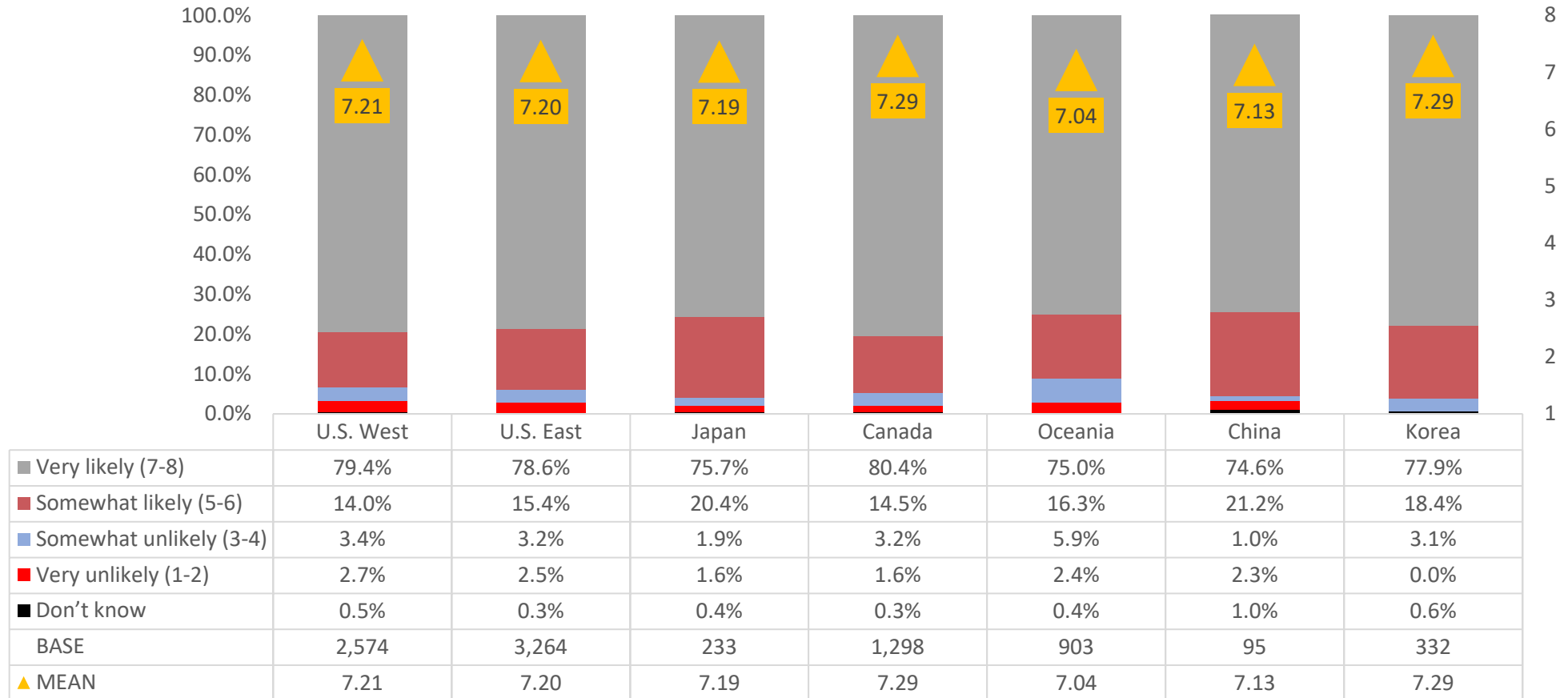
- **Education:** U.S. East visitors without a college degree expressed a higher likelihood of returning to the island compared to those with a college degree.
- **Age:** Among U.S. West visitors, younger respondents (under the age of 35) appeared to be the most likely to return to O‘ahu. The opposite was true for visitors from Japan, where older visitors were more likely to return.
- **Gender:** Female visitors from Japan gave a higher mean score than their male counterparts, signifying a greater likelihood of return.
- **Islands visited:** Among visitors from U.S. West, U.S. East and Canada, those who only visited O‘ahu showed a greater likelihood of returning than those who went to multiple islands during their trip.
- **Travel party size:** Visitors who came to O‘ahu in smaller travel parties (ranging from one to sometimes two individuals) from U.S. West and U.S. East were the most likely to return.

REASONS FOR NOT RETURNING - O‘AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Want to go someplace new	37.2%	42.6%	27.0%	42.6%	37.2%	34.3%	29.4%
Too expensive/ cost	30.5%	41.8%	56.0%	45.7%	53.5%	34.3%	44.3%
Too crowded/ congested/ traffic	36.2%	26.2%	22.0%	23.0%	8.9%	13.3%	8.4%
Too commercial/ overdeveloped	34.3%	23.5%	29.0%	21.6%	20.8%	21.0%	4.2%
Not enough value for the price	14.9%	14.1%	22.0%	15.9%	26.3%	47.6%	26.3%
Flight too long	4.9%	24.9%	12.0%	22.9%	10.3%	44.8%	22.1%
No reason to return/ nothing new	10.4%	10.9%	22.0%	12.4%	12.1%	31.5%	21.0%
Other financial obligations	5.3%	8.9%	17.0%	7.1%	8.3%	0.0%	16.8%
Unfriendly people/ felt unwelcome	5.6%	3.3%	12.0%	3.2%	3.5%	23.8%	0.0%
Other (please specify)	3.9%	2.3%	12.0%	1.6%	4.6%	21.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	0.7%	4.1%	17.0%	5.0%	2.1%	13.3%	4.2%
Poor health/ age restriction	1.3%	4.1%	12.0%	2.3%	2.8%	0.0%	4.2%

BRAND/ DESTINATION ADVOCACY - O‘AHU

8-pt Rating Scale
8=Very likely/ 1=Very unlikely

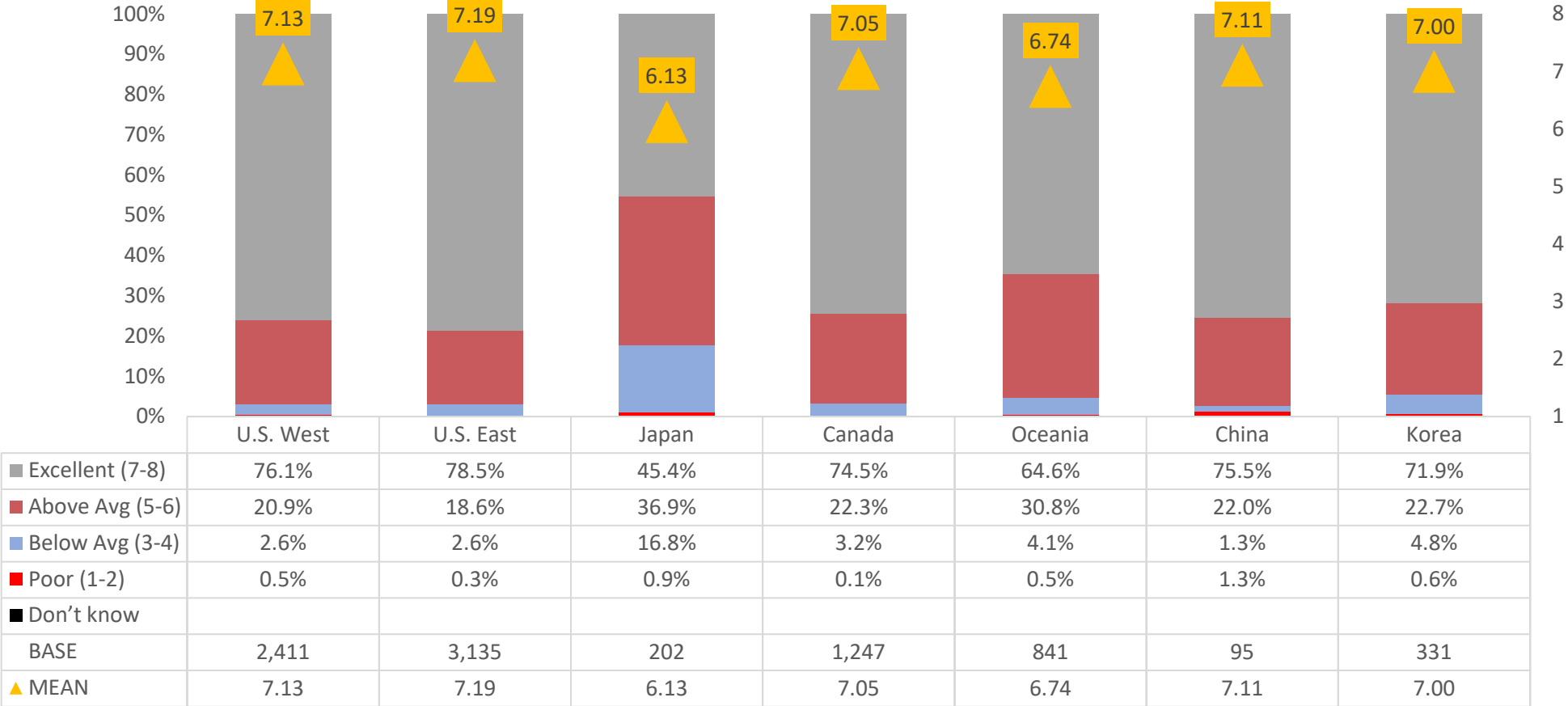


BRAND/ DESTINATION ADVOCACY - O'AHU

- **Islands visited:** Visitors from U.S. West and U.S. East who only stayed on O'ahu were more likely to recommend the island to others compared to those who visited multiple islands during their trip.
- **Age:** U.S. West visitors under the age of 35 were the strongest advocates for O'ahu compared to older visitors from this market.
- **Gender:** Female visitors from U.S. West and U.S. East were more likely to recommend O'ahu compared to male visitors from these two markets.
- **Household income:** Among U.S. West and U.S. East visitors, those with household income of less than \$100K were the most likely to recommend O'ahu compared to more affluent visitors.
- **Trips to Hawai'i:** First-time visitors from U.S. West were stronger advocates for O'ahu than repeat visitors.
- **Travel party size:** Visitors from U.S. East in smaller travel parties (one to sometimes two individuals) were more likely to recommend O'ahu to others.

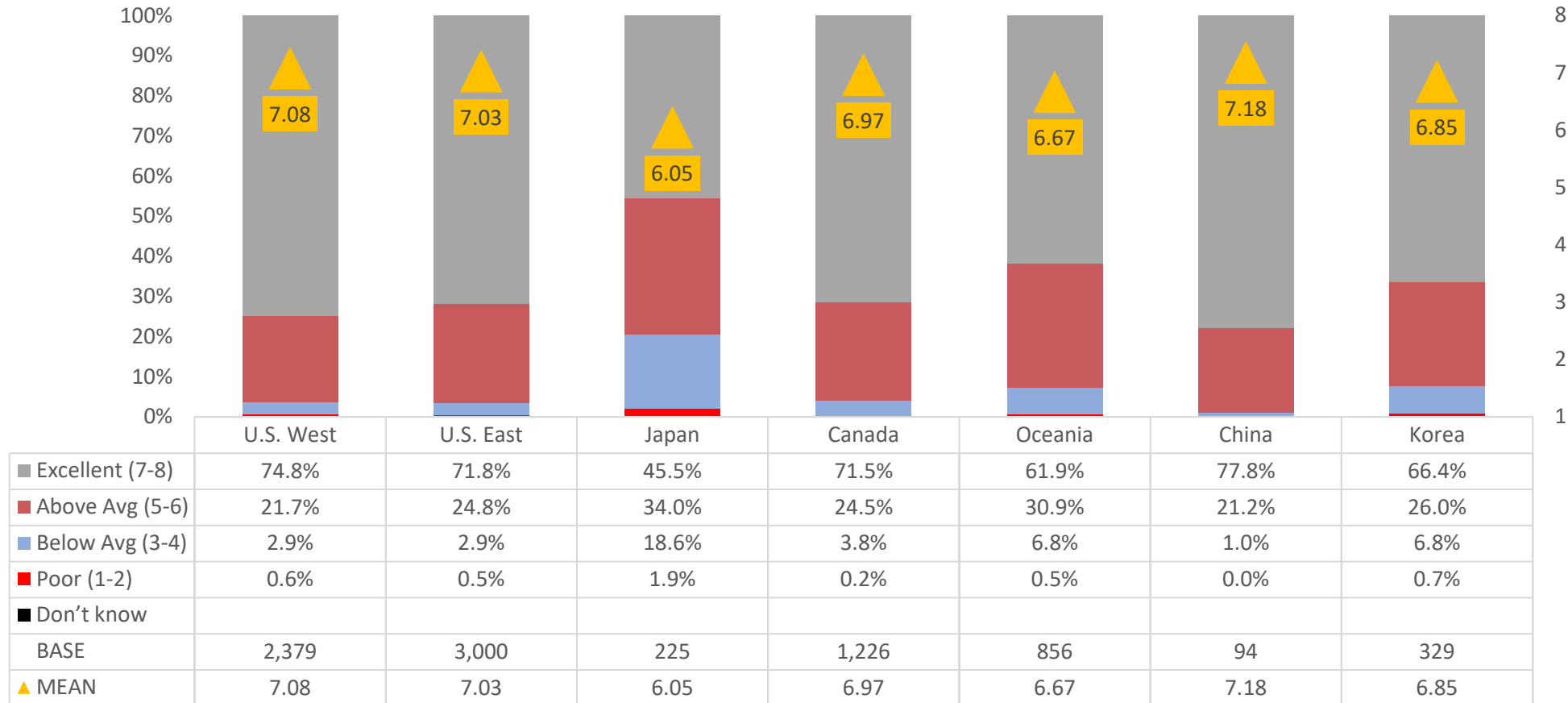
ENTERTAINMENT/ ATTRACTIONS - O‘AHU

8-pt Rating Scale
8=Excellent/ 1=Poor



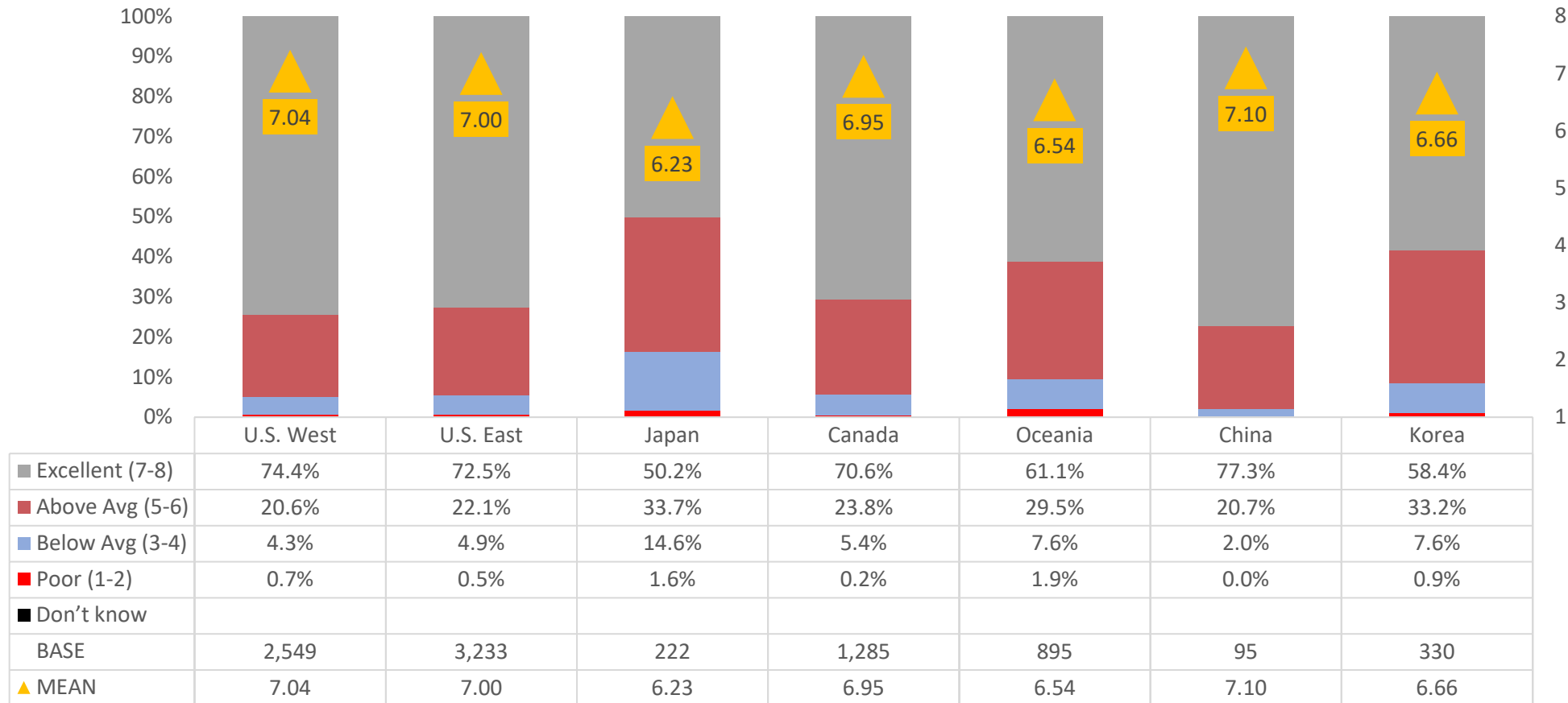
SHOPPING - O‘AHU

8-pt Rating Scale
8=Excellent/ 1=Poor



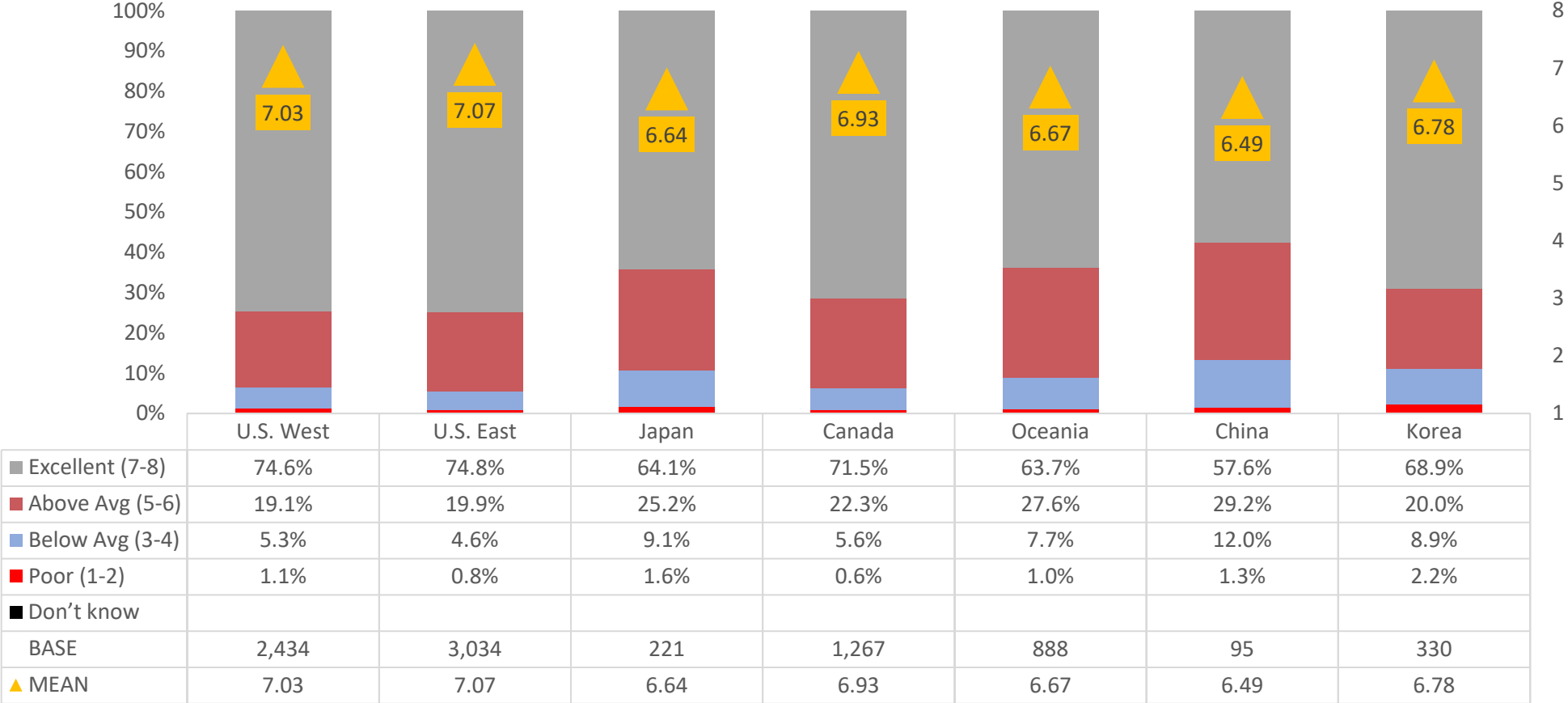
DINING/ FOOD & BEVERAGE - O‘AHU

8-pt Rating Scale
8=Excellent/ 1=Poor



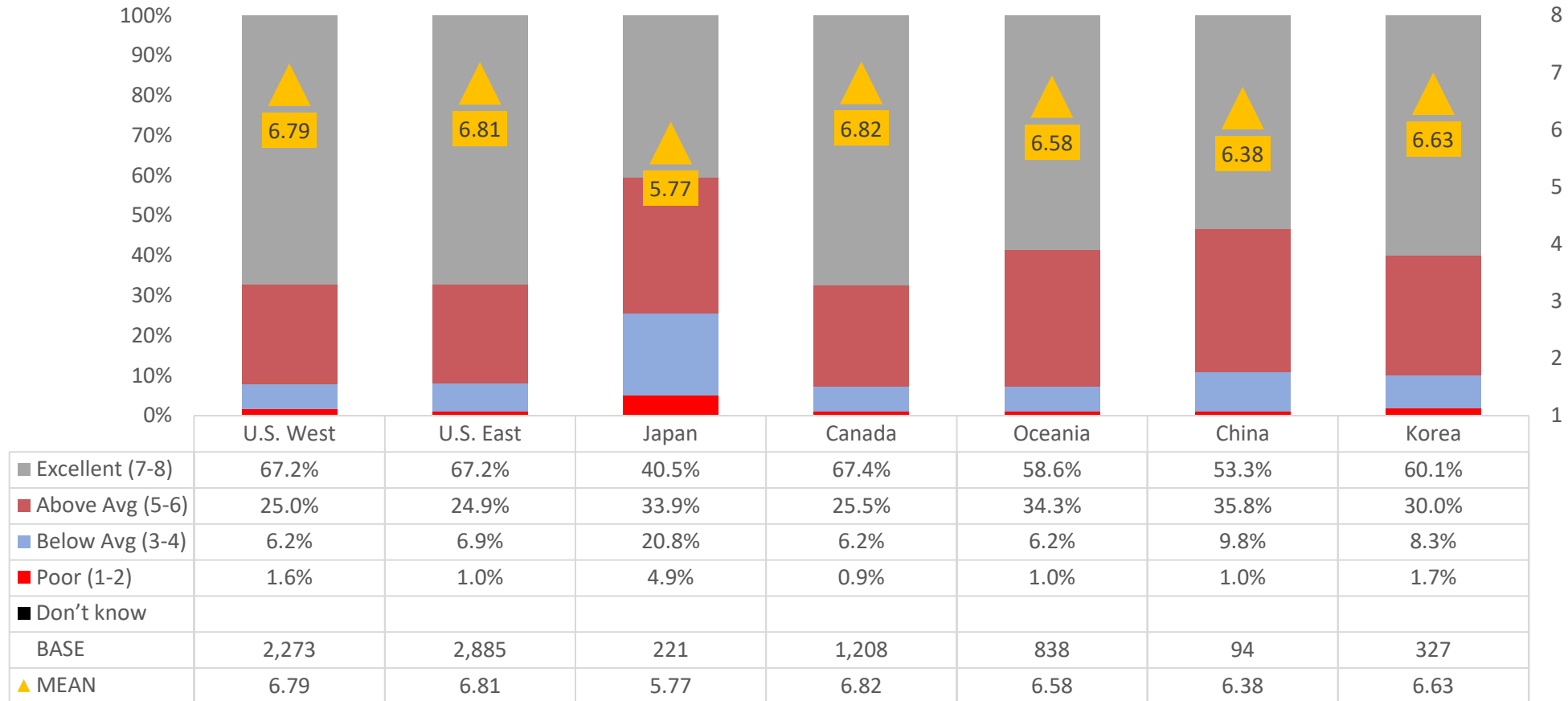
LODGING/ ACCOMMODATIONS - O'AHU

8-pt Rating Scale
8=Excellent/ 1=Poor



TRANSPORTATION ON ISLAND - O‘AHU

8-pt Rating Scale
8=Excellent/ 1=Poor



O‘AHU ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.8%	97.7%	91.3%	97.6%	89.9%	100.0%	98.7%
On own (self guided)/ driving around the island	80.3%	74.7%	67.2%	76.7%	50.6%	68.1%	74.2%
Helicopter ride/ airplane tour	1.6%	2.7%	0.4%	2.4%	2.5%	2.0%	9.1%
Boat tour/ submarine ride/ whale watching	18.5%	22.6%	5.4%	19.1%	14.9%	46.7%	31.3%
Visiting towns/ communities	43.7%	43.5%	42.9%	46.1%	29.0%	29.7%	41.9%
Private limousine/ van tour/ tour bus	11.6%	18.5%	7.3%	15.6%	23.2%	11.2%	10.4%
Scenic views/ natural landmarks	54.1%	63.8%	29.8%	64.1%	46.2%	76.5%	56.3%
Movie and TV filming location tours	9.7%	11.3%	2.9%	13.6%	8.5%	24.2%	23.7%

O‘AHU ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	95.6%	95.7%	92.9%	97.9%	93.8%	98.0%	97.3%
Beach/ sunbathing	85.2%	83.9%	70.3%	89.8%	79.7%	83.3%	77.3%
Bodyboarding	8.8%	6.5%	1.1%	8.9%	3.7%	12.0%	5.4%
Stand up paddle boarding	7.8%	5.8%	0.9%	6.5%	6.1%	16.2%	8.7%
Surfing	7.7%	7.4%	4.5%	12.7%	9.2%	12.7%	20.6%
Canoeing/ kayaking	6.4%	4.7%	0.4%	4.7%	2.0%	11.0%	6.1%
Swimming in the ocean	64.0%	64.4%	34.8%	74.8%	62.7%	52.4%	52.4%
Snorkeling	32.0%	30.4%	7.6%	38.1%	19.6%	39.7%	46.3%
Freediving	1.4%	1.2%	0.0%	1.2%	0.9%	4.5%	4.9%
Windsurfing/ kitesurfing	0.0%	0.2%	0.9%	0.3%	0.0%	0.0%	0.7%
Jet skiing/ parasailing	2.1%	2.6%	0.0%	1.8%	0.8%	5.2%	4.4%
Scuba diving	1.8%	2.5%	0.0%	2.2%	1.0%	4.2%	2.7%
Fishing	1.7%	2.1%	0.0%	1.3%	0.7%	0.0%	2.4%
Golf	3.0%	3.7%	8.3%	3.0%	1.7%	0.0%	3.7%

O‘AHU ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	95.6%	95.7%	92.9%	97.9%	93.8%	98.0%	97.3%
Running/ jogging/ fitness walking	25.2%	24.6%	29.9%	26.2%	23.5%	17.0%	17.4%
Cycling	2.6%	2.1%	5.7%	3.7%	2.3%	5.5%	1.1%
Spa	8.0%	8.1%	10.3%	4.6%	6.1%	10.2%	9.4%
Hiking	39.8%	45.3%	18.6%	50.5%	20.7%	51.1%	21.4%
Backpacking/ camping	1.0%	1.3%	0.4%	1.5%	0.4%	6.5%	1.9%
Agritourism	10.2%	14.6%	4.7%	10.8%	6.6%	20.5%	15.3%
Sports event or tournament	2.1%	1.9%	3.7%	1.7%	1.0%	0.0%	0.9%
Parks/ botanical gardens	34.7%	40.0%	23.4%	39.7%	28.2%	38.2%	21.1%
Waterparks	2.5%	1.6%	1.7%	2.2%	1.4%	4.5%	7.3%
Mountain tubing/ waterfall rappel	0.3%	0.5%	1.7%	0.3%	0.6%	3.0%	1.9%
Zip lining	3.3%	2.8%	0.4%	1.9%	1.9%	2.3%	1.7%
Skydiving	0.4%	0.7%	1.8%	0.4%	0.1%	10.7%	5.8%
All terrain vehicle (ATV)	4.1%	4.8%	0.4%	5.8%	3.2%	9.5%	12.9%
Horseback riding	1.5%	1.6%	0.4%	1.5%	0.4%	7.0%	6.6%

O‘AHU ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.2%	98.9%	98.5%	99.5%	98.7%	98.0%	97.8%
Lunch/ sunset/ dinner/ evening cruise	22.1%	24.6%	8.4%	22.1%	18.5%	56.3%	45.9%
Live music/ stage show	31.7%	34.4%	18.4%	33.7%	20.6%	12.2%	20.3%
Nightclub/ dancing/ bar/ karaoke	10.3%	9.5%	4.3%	9.0%	9.0%	7.8%	3.3%
Fine dining	43.7%	46.6%	40.4%	45.0%	33.7%	41.2%	53.3%
Family restaurant	61.0%	58.2%	24.9%	62.7%	65.8%	22.5%	37.6%
Fast food	45.8%	41.9%	50.0%	60.0%	54.3%	50.9%	52.0%
Food truck	46.5%	45.7%	30.7%	52.4%	31.5%	42.7%	54.3%
Café/ coffee house	49.9%	46.2%	57.9%	53.7%	59.0%	50.6%	60.2%
Ethnic dining	31.8%	33.9%	13.8%	29.3%	14.6%	22.9%	23.9%
Farm to table cuisine	11.5%	12.9%	18.2%	10.3%	4.1%	10.5%	2.8%
Prepared own meal	29.2%	26.2%	37.8%	34.7%	18.5%	11.0%	7.6%

O‘AHU ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.5%	96.7%	98.5%	98.3%	97.5%	96.0%	95.8%
Malls/ department stores	57.4%	50.2%	80.1%	72.3%	76.8%	73.1%	77.2%
Designer boutiques	18.8%	18.2%	22.3%	22.8%	20.8%	17.2%	6.3%
Hotel/ resort stores	41.3%	44.6%	32.6%	40.7%	30.9%	26.7%	35.8%
Swap meet/ flea market	22.3%	16.7%	6.6%	15.4%	8.2%	1.3%	6.6%
Discount/ outlet stores	14.0%	14.8%	31.7%	20.6%	37.8%	6.5%	56.1%
Supermarkets	48.9%	38.1%	58.4%	49.6%	41.8%	48.1%	36.3%
Farmer’s market	26.1%	22.4%	20.5%	27.8%	16.3%	29.0%	13.2%
Convenience stores	56.8%	56.9%	52.5%	66.7%	64.6%	60.3%	47.1%
Duty free stores	6.4%	6.6%	10.4%	9.7%	7.5%	11.5%	38.6%
Hawai‘i made products	45.3%	45.1%	24.6%	43.9%	32.6%	32.1%	25.6%
Local shops and artisans	48.5%	51.3%	18.5%	48.6%	37.8%	27.0%	21.5%

O‘AHU ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	71.9%	82.9%	52.6%	76.0%	66.8%	65.1%	62.3%
Historic military sites and museums	36.0%	51.8%	9.4%	41.3%	35.0%	33.1%	20.2%
Historic Hawaiian sites and museums	26.9%	35.2%	14.4%	30.2%	23.6%	19.5%	14.3%
Other historical sites, museums, and homes	13.1%	14.8%	5.1%	12.0%	9.5%	14.4%	15.5%
Art museums	4.2%	3.9%	2.4%	4.0%	4.8%	7.5%	6.3%
Art galleries and exhibitions	5.5%	5.3%	6.6%	7.2%	7.1%	3.2%	1.1%
Lū‘au/ Polynesian show/ hula show	32.0%	42.0%	14.2%	33.4%	22.2%	14.7%	19.9%
Lesson ex. ukulele, hula, canoe, lei making	5.6%	7.2%	4.1%	5.8%	3.0%	4.8%	2.7%
Play/ concert/ theatre	3.5%	2.6%	1.9%	3.8%	3.2%	1.0%	7.0%
Art/ craft fair	5.0%	5.6%	5.1%	4.0%	3.5%	7.2%	3.7%
Festival/ event	4.9%	4.8%	5.8%	3.4%	3.6%	0.0%	3.3%

O‘AHU ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	92.7%	91.4%	96.1%	97.1%	97.3%	99.0%	91.7%
Airport shuttle	17.1%	16.6%	14.3%	19.2%	31.4%	12.5%	15.1%
Trolley	3.9%	4.0%	23.4%	6.2%	12.0%	1.3%	19.3%
Public bus	8.6%	8.0%	31.3%	19.9%	27.3%	23.7%	14.3%
Tour bus/ tour van	11.0%	18.6%	6.9%	14.9%	21.0%	10.5%	22.8%
Taxi/ limo	11.5%	14.3%	37.0%	24.9%	40.4%	9.5%	18.3%
Rental car	59.5%	55.4%	35.4%	55.1%	26.2%	56.7%	52.0%
Ride share	29.0%	30.2%	23.5%	34.1%	39.7%	48.3%	22.7%
Car share	8.1%	5.5%	2.3%	8.6%	3.1%	4.5%	2.2%
Bicycle rental	3.0%	1.9%	6.1%	3.7%	1.9%	3.0%	2.5%

O‘AHU ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	38.7%	34.1%	29.0%	21.4%	14.0%	17.0%	27.7%
Visiting friends and family	36.7%	32.0%	28.3%	18.4%	12.1%	11.3%	24.0%
Giving back to the local community	2.8%	2.9%	1.5%	3.5%	2.1%	6.8%	4.0%

ATTRACTIONS - O‘AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Atlantis Submarine & Cruises	2.9%	4.2%	2.6%	3.0%	3.0%	5.0%	8.3%
Bernice P. Bishop Museum	3.2%	4.2%	1.9%	2.7%	2.1%	2.0%	2.4%
Byodo In Temple	11.0%	12.2%	3.2%	13.9%	6.8%	25.4%	1.7%
Chinatown & Honolulu Art District	11.9%	11.7%	15.3%	13.4%	8.4%	16.2%	2.6%
Diamond Head State Monument	24.7%	35.1%	23.6%	41.9%	27.3%	45.7%	40.9%
Dole Plantation	31.7%	36.5%	11.3%	39.5%	21.4%	23.2%	38.9%
Foster Botanical Garden	3.8%	4.4%	0.4%	4.4%	1.7%	7.2%	2.6%
Hale‘iwa	20.1%	21.9%	26.1%	21.6%	12.1%	6.2%	13.2%
Hanauma Bay Nature Reserve	10.6%	10.8%	10.4%	16.9%	6.0%	21.2%	17.8%
Harold L. Lyon Arboretum	0.4%	0.9%	0.0%	0.7%	0.2%	1.0%	2.2%
Hawai‘i State Art Museum	1.0%	1.0%	1.8%	1.0%	1.6%	0.0%	3.2%
Honolulu Museum of Art	2.3%	1.6%	5.5%	2.6%	2.8%	4.2%	2.4%
Hawaiian Mission Houses, Historic Site and Archive	1.0%	1.1%	0.4%	0.9%	1.0%	0.0%	1.6%
Hawai‘i’s Plantation Village	2.1%	1.9%	0.0%	1.9%	1.2%	1.0%	4.1%

ATTRACTIONS - O‘AHU

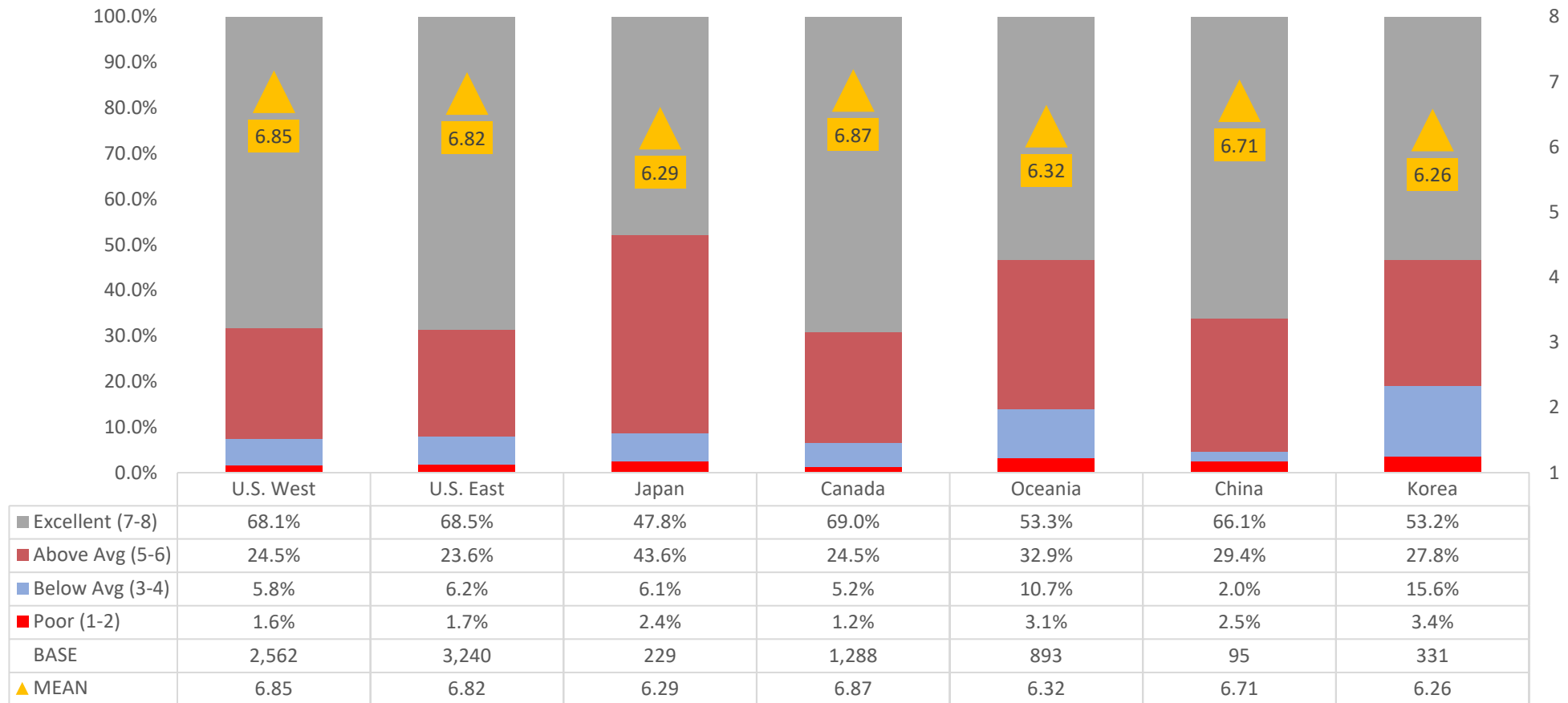
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Honolulu Zoo	6.5%	8.2%	4.1%	10.1%	7.2%	6.2%	6.2%
Ho‘omaluhia Botanical Garden	5.2%	6.0%	0.8%	7.5%	3.5%	6.8%	3.1%
‘Iolani Palace State Monument	4.7%	6.5%	5.6%	6.0%	4.4%	2.0%	16.6%
Kailua Town	13.4%	12.8%	17.1%	15.1%	6.6%	6.8%	6.4%
Kaiwi State Scenic Shoreline/ Makapu‘u Trail	4.8%	7.3%	5.8%	6.9%	1.6%	6.2%	2.6%
Kaka‘ako Street Art	1.8%	2.1%	17.6%	1.9%	2.1%	1.3%	5.4%
Koko Head Crater Trail	6.2%	7.5%	2.3%	11.2%	4.9%	4.2%	9.8%
Kualoa Private Nature Reserve	14.2%	16.1%	3.2%	19.5%	11.1%	35.7%	17.4%
Lanikai or Kailua Beach	27.5%	26.9%	28.6%	34.4%	13.0%	27.4%	25.0%
Mānoa Falls & Trail	10.8%	13.6%	4.7%	13.6%	4.1%	3.2%	6.9%
National Memorial Cemetery of the Pacific	7.9%	12.2%	0.8%	7.7%	6.7%	6.0%	5.2%
Nu‘uanu Pali Lookout	10.4%	13.5%	1.9%	13.5%	7.0%	6.2%	13.3%

ATTRACTIONS - O‘AHU

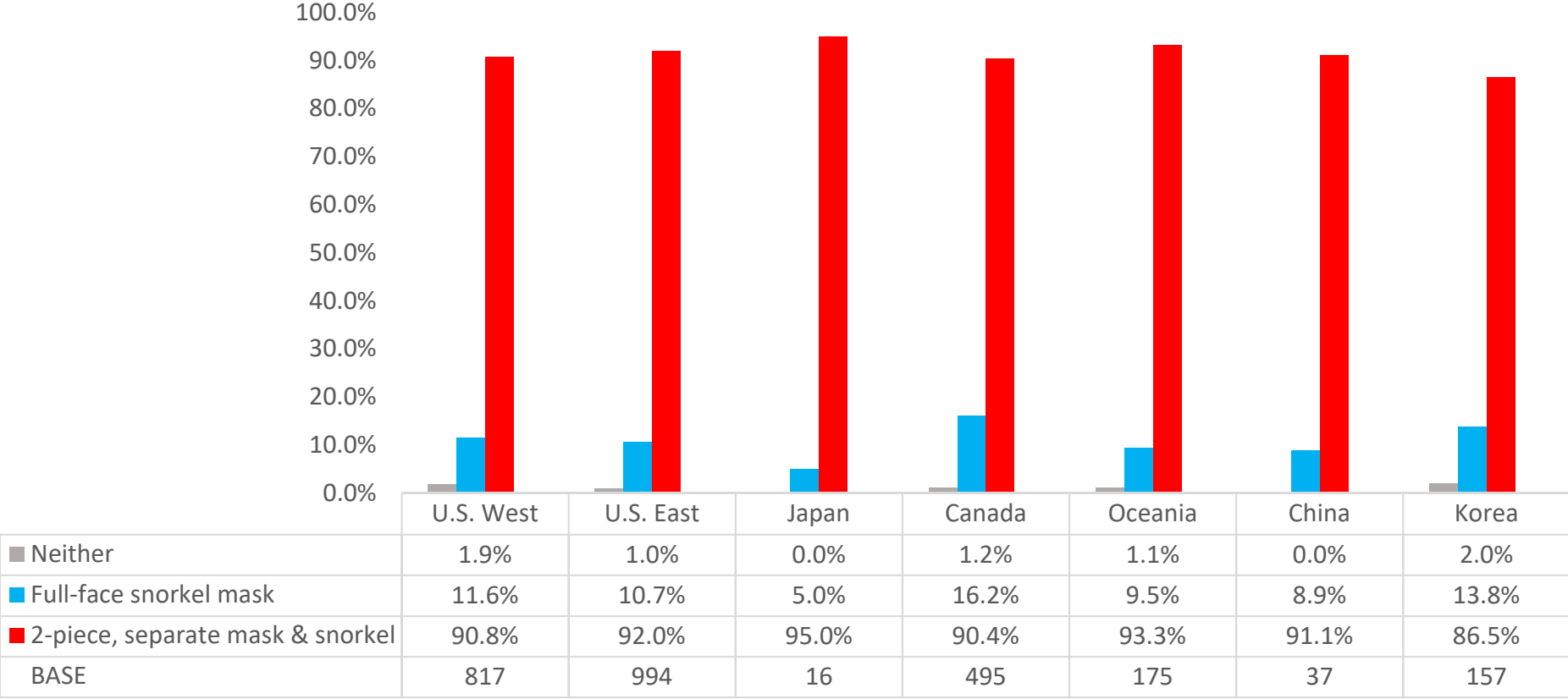
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
North Shore Beaches	44.7%	48.0%	26.8%	50.6%	30.4%	28.4%	28.6%
Pearl Harbor National Memorial	31.1%	48.8%	5.0%	37.7%	30.9%	35.2%	9.7%
Battleship Missouri Memorial	11.3%	20.5%	1.7%	16.8%	15.5%	22.2%	3.8%
Pearl Harbor Aviation Museum	10.6%	16.8%	4.5%	14.8%	13.9%	19.9%	6.3%
Pacific Fleet Submarine Museum	4.6%	6.8%	0.8%	6.9%	6.4%	7.5%	3.4%
Polynesian Cultural Center	14.7%	16.3%	2.4%	16.6%	7.8%	7.2%	9.2%
Queen Emma’s Summer Palace	1.8%	1.8%	0.4%	1.0%	2.4%	0.0%	4.3%
Sea Life Park Hawai‘i	4.3%	4.4%	0.0%	5.0%	3.1%	5.8%	7.5%
Waikīkī Aquarium	4.1%	4.9%	1.7%	6.0%	3.2%	8.7%	3.4%
Waimānalo Beach Park	9.3%	9.7%	5.8%	14.2%	6.3%	5.2%	9.1%
Waimea Valley	16.8%	19.8%	6.5%	18.0%	10.6%	5.8%	7.9%

DANIEL K. INOUYE INTERNATIONAL AIRPORT

8-pt Rating Scale
8=Excellent/ 1=Poor



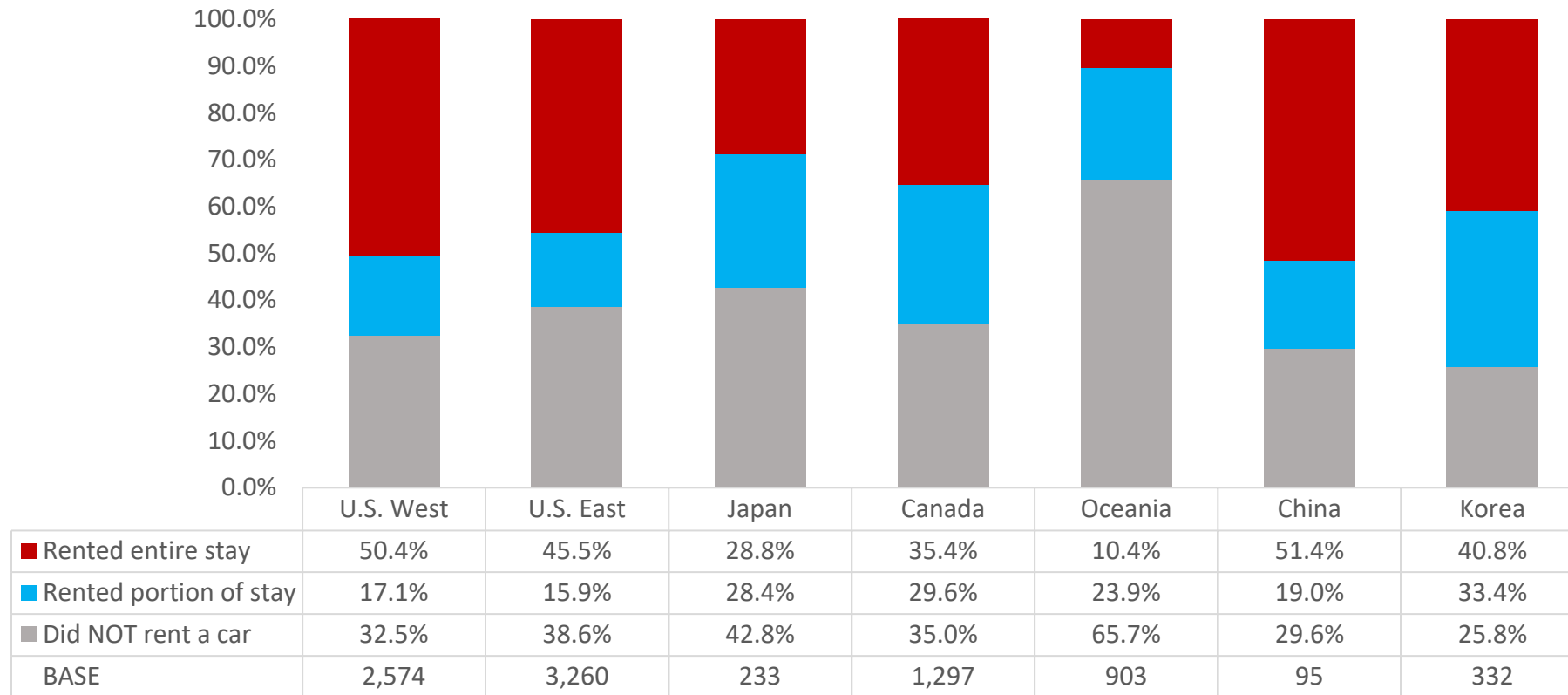
SNORKELING EQUIPMENT USED - O‘AHU



SNORKELING OCEAN SAFETY - O‘AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Did not have to be assisted or rescued	97.4%	97.0%	100.0%	98.4%	100.0%	89.3%	97.3%
Yes, needed assistance using 2 piece mask & snorkel	2.6%	2.7%	0.0%	1.6%	0.0%	7.5%	2.1%
Yes, while snorkeling using a full face snorkel mask	0.0%	0.3%	0.0%	0.0%	0.0%	3.2%	0.6%
BASE	801	984	16	489	173	37	154

CAR RENTAL - O'AHU

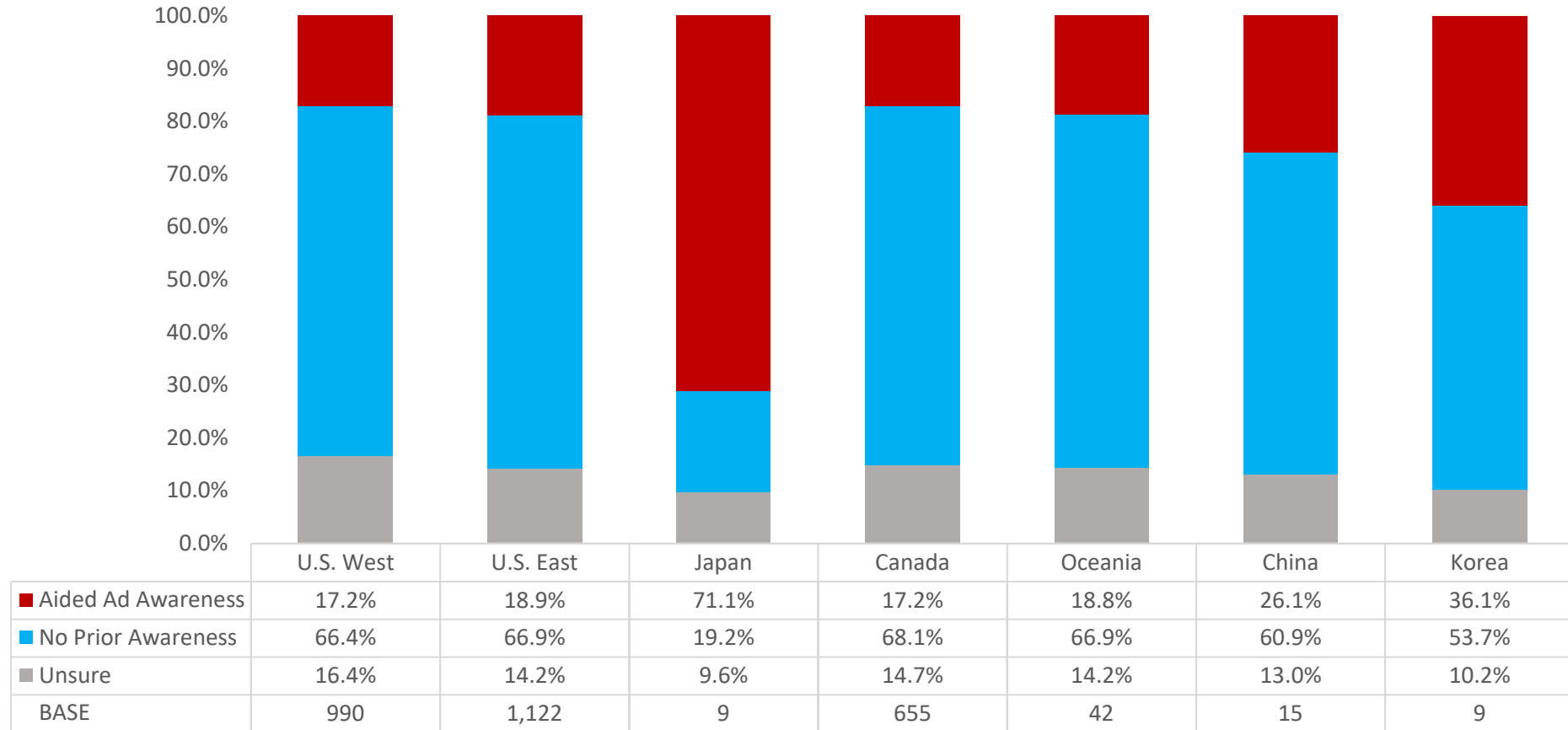


REASONS FOR PARTIAL CAR RENTAL - O‘AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Parking was too expensive at my hotel/ lodging	43.0%	33.5%	32.4%	43.3%	27.5%	34.3%	33.9%
Car rental rates were too expensive	28.4%	26.5%	24.3%	38.5%	27.1%	29.0%	24.4%
I only needed a vehicle on certain dates	75.4%	73.8%	63.6%	67.6%	81.9%	72.4%	60.3%
Vehicles were not available for all of my trip dates	3.2%	6.2%	4.5%	4.9%	5.1%	10.5%	12.4%
BASE	437	519	66	387	217	18	112

Section 21 – Kaua‘i

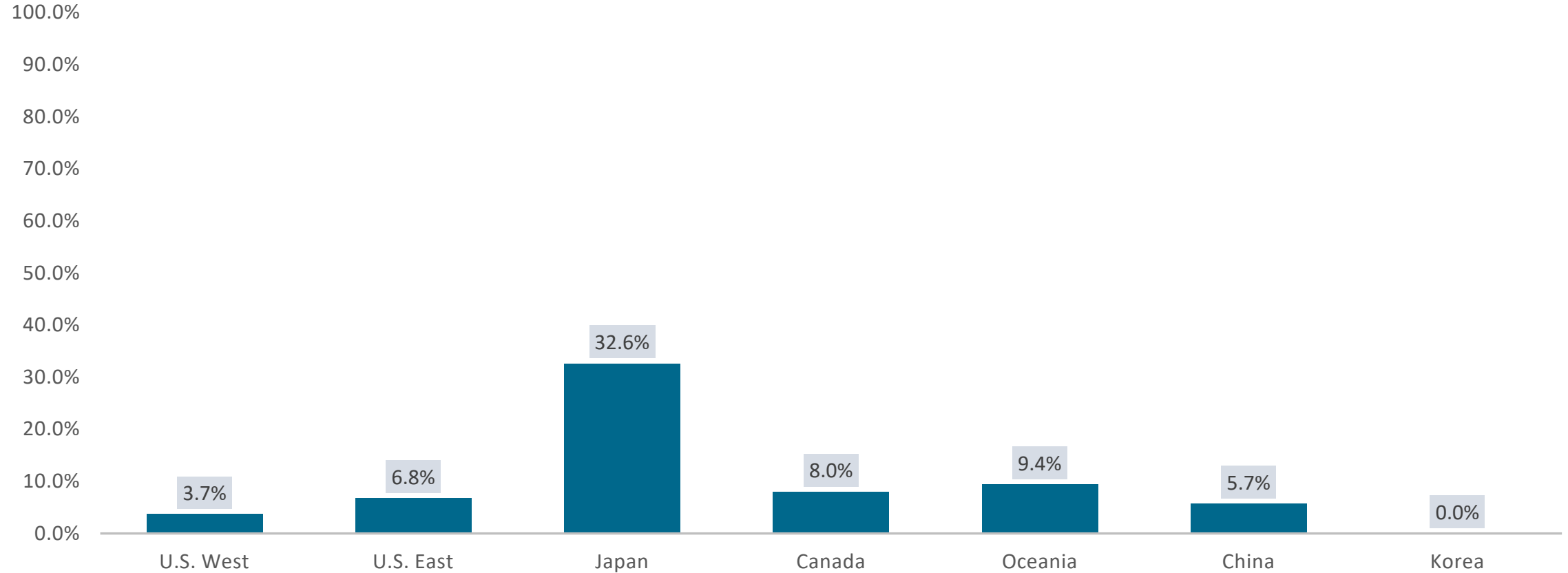
AIDED ADVERTISING AWARENESS - KAUA'I



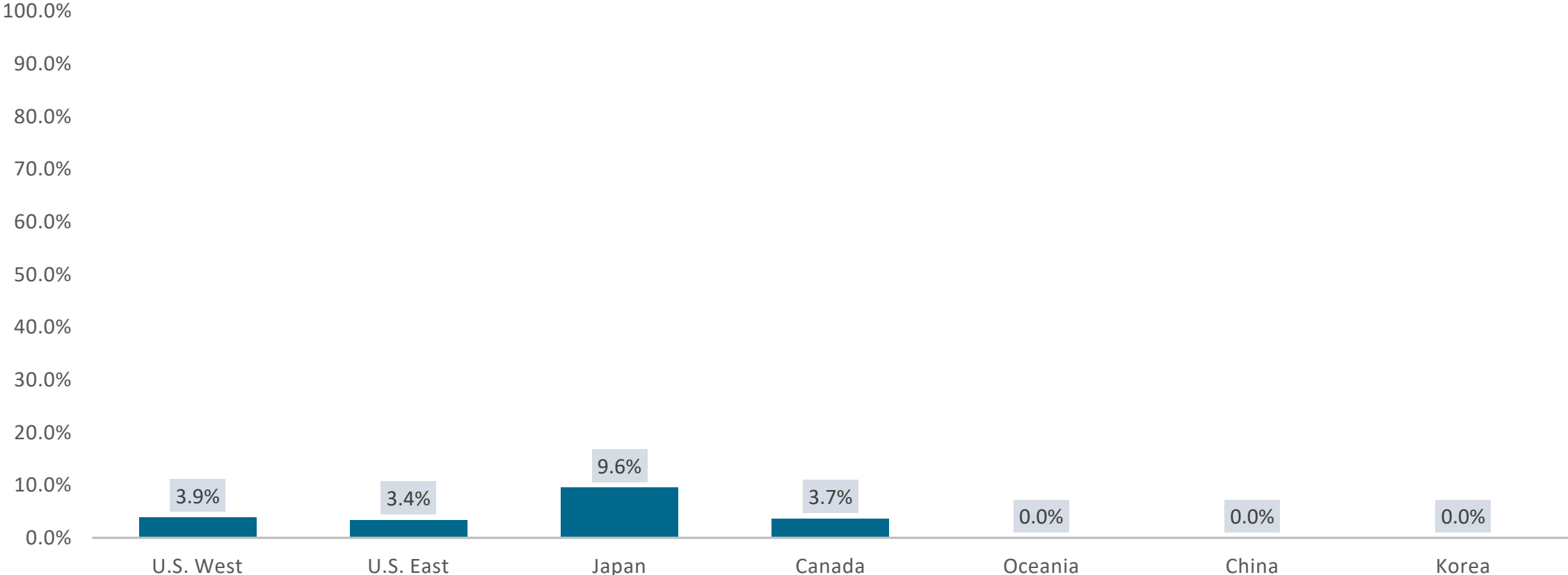
AIDED ADVERTISING AWARENESS - KAUA'I

- ***Trips to Hawai'i:*** Repeat visitors from U.S. West were more likely to have been exposed to advertisement for Kaua'i than first-time visitors to the island.
- ***Age:*** Among U.S. West and U.S. East visitors, advertising awareness for Kaua'i was highest among seniors (65+) compared to visitors from other age groups.
- ***Islands visited:*** U.S. West visitors who stayed exclusively on Kaua'i were more likely to recall advertising for Kaua'i compared to those who visited multiple islands during their trip. The opposite was true among U.S. East visitors where those who visited multiple islands, including Kaua'i, were more likely to recall advertising for Kaua'i.
- ***Education:*** Visitors without a college degree from U.S. West and U.S. East were more likely to recall advertising for the island than college graduates from these visitor markets.

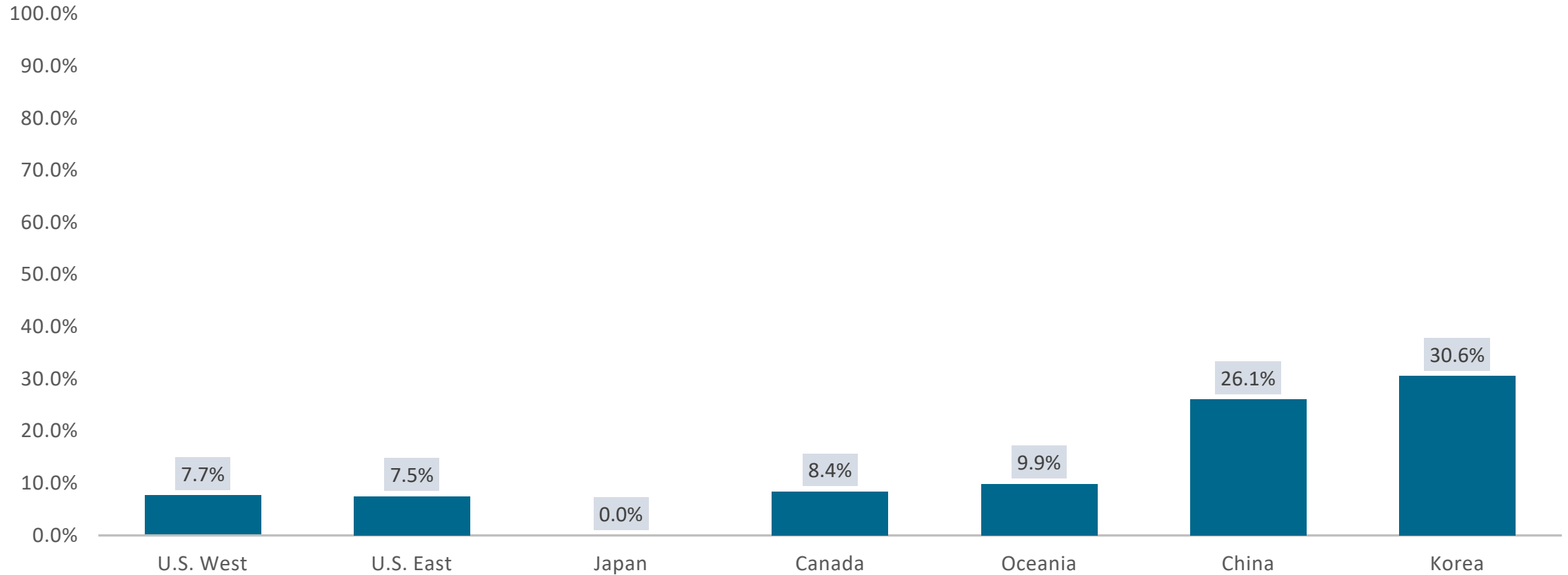
IMPACT OF LOCATION FILMING - KAUA'I



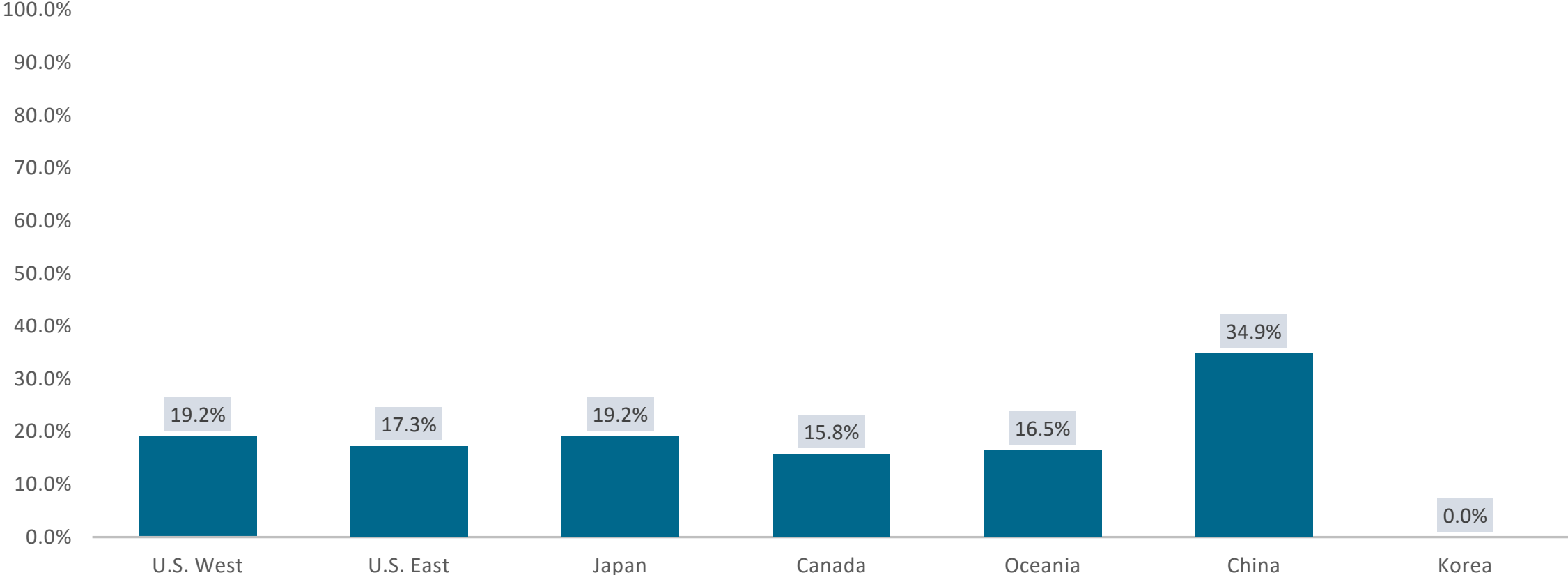
IMPACT OF HAWAIIAN MUSIC - KAUA'I



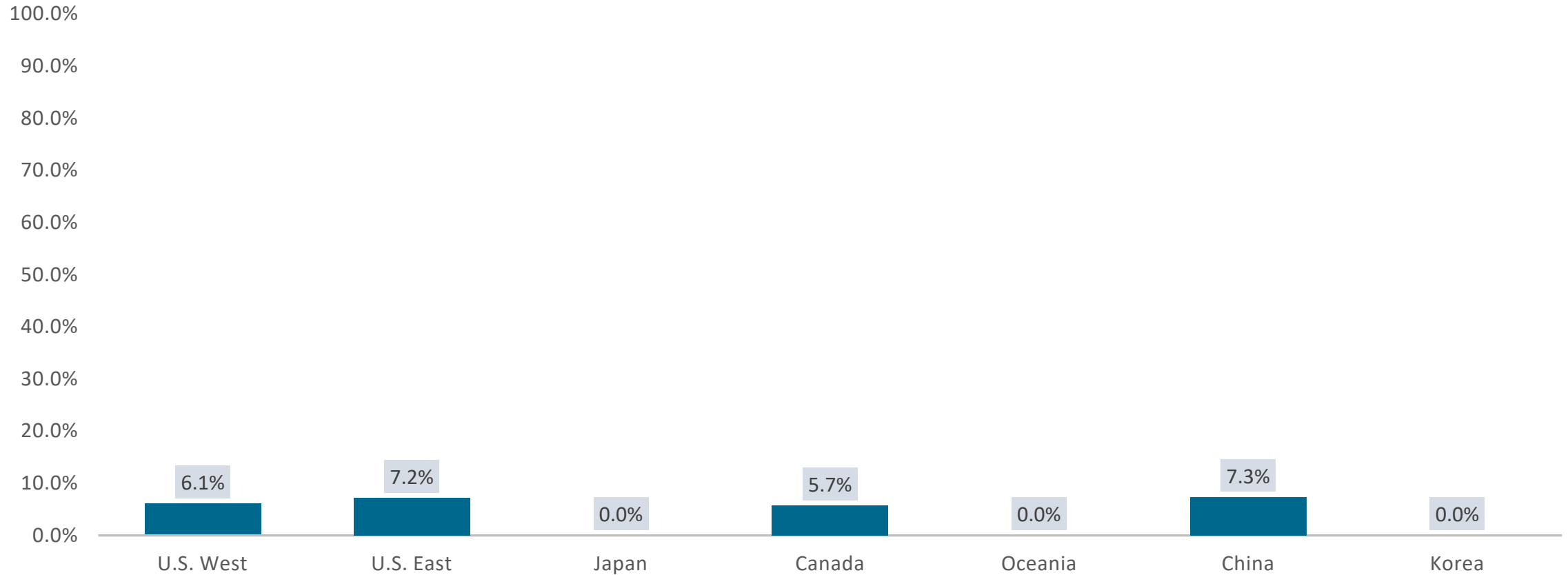
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - KAUA'I



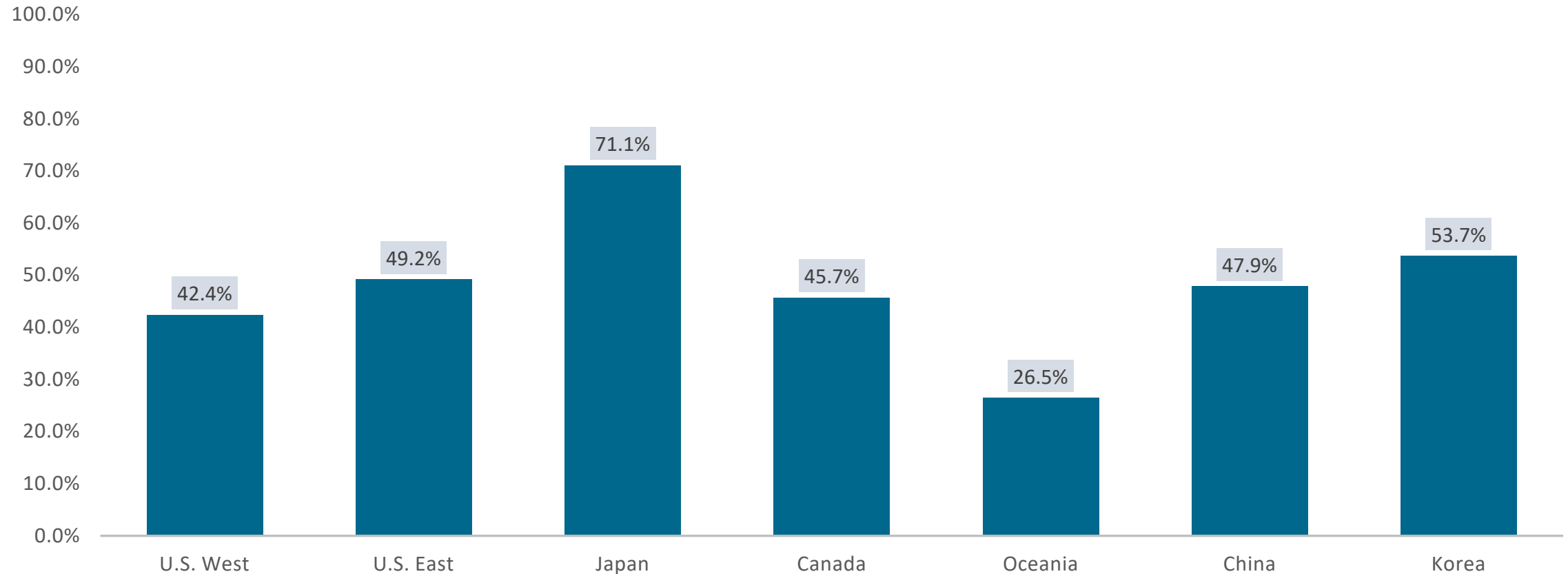
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - KAUA'I



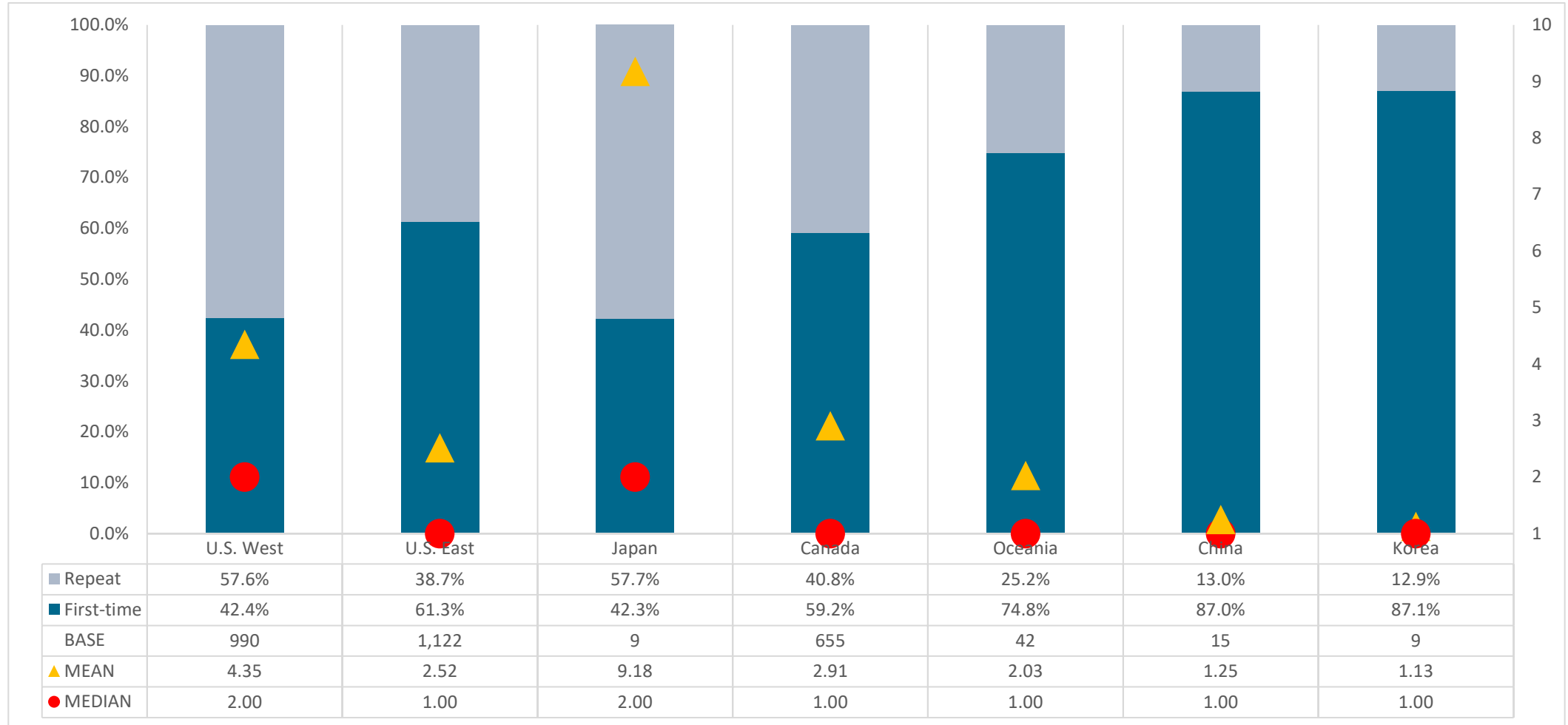
IMPACT OF HAWAIIAN CULTURAL EVENTS - KAUA'I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - KAUA'I



1st TIME VS REPEAT VISITOR - KAUA'I



1st TIME VS REPEAT VISITOR - KAUA'I

- **Islands visited:** Among visitors from U.S. East and Canada, those who stayed exclusively on Kaua'i have been to the island on a more frequent basis compared to those who visited multiple islands during their trip.
- **Age:** Senior visitors from U.S. West, U.S. East and Canada have traveled to Kaua'i on a more frequent basis compared to visitors from other age groups.
- **Gender:** Male visitors from U.S. West and U.S. East have been to Kaua'i more often than female visitors from these markets.
- **Household income:** Among U.S. West visitors, the average number of trips to Kaua'i was highest among more affluent respondents.
- **Education:** Travelers from U.S. West with a college degree have visited Kaua'i more often compared to those without a college degree.

STRENGTHS/ POSITIVE ASPECTS - KAUA‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Nature/ natural beauty/ scenery	36.4%	44.3%	61.5%	44.5%	48.1%	53.6%	66.7%
Beach/ ocean	15.7%	8.6%	19.2%	11.3%	7.4%	0.0%	0.0%
Variety of activities/ attractions/ many choices	12.4%	13.4%	0.0%	12.0%	11.7%	11.5%	10.2%
Friendliness of the local people	8.2%	6.8%	0.0%	5.9%	4.6%	7.3%	0.0%
Feeling of the “Aloha Spirit”	6.4%	6.6%	0.0%	7.8%	4.8%	0.0%	23.1%
Accommodations/ was as promised	3.6%	3.1%	0.0%	2.6%	0.0%	7.3%	0.0%
Events/ celebrations with friends/ family	2.9%	2.2%	19.2%	3.1%	9.4%	0.0%	0.0%
Local culture/ people/ music	2.0%	2.4%	0.0%	2.8%	0.0%	0.0%	0.0%
Overall customer service/ hospitality/ the people	1.6%	1.6%	0.0%	2.3%	0.0%	0.0%	0.0%
Food/ restaurant variety/ dining options	1.3%	1.9%	0.0%	1.2%	0.0%	7.3%	0.0%
Accommodations/ good service from staff	1.7%	1.1%	0.0%	0.6%	0.0%	5.7%	0.0%

STRENGTHS/ POSITIVE ASPECTS - KAUA'I

- **Education:** College graduates from U.S. West and U.S. East were more likely to cite Kaua'i's natural beauty as a driver of trip satisfaction compared to those without a college degree from these visitor markets.
- **Age:** Among U.S. West visitors, Kaua'i's natural beauty was more a driver of trip satisfaction among younger respondents compared to those from other age groups.
- **Gender:** Female visitors from U.S. West were more likely to list the "Aloha Spirit" as something they particularly enjoyed about their stay on Kaua'i compared to male visitors.
- **Islands visited:** U.S. West and U.S. East visitors whose most recent trip was only to Kaua'i were more likely to list the beach/ocean as a driver of satisfaction, more so than those who stayed on multiple islands. U.S. East visitors who went to multiple islands were more likely to list the island's natural beauty as its key strength.
- **Travel party size:** Visitors who traveled to Kaua'i from U.S. West in larger travel parties (3+ individuals) were more likely to cite beach/ocean as a driver of satisfaction.
- **Trips to Hawai'i:** Among respondents from U.S. West and U.S. East, Kaua'i's natural beauty was a stronger driver of satisfaction with first-time visitors to the island compared to repeat visitors.

AREAS OF OPPORTUNITIES - KAUA'I

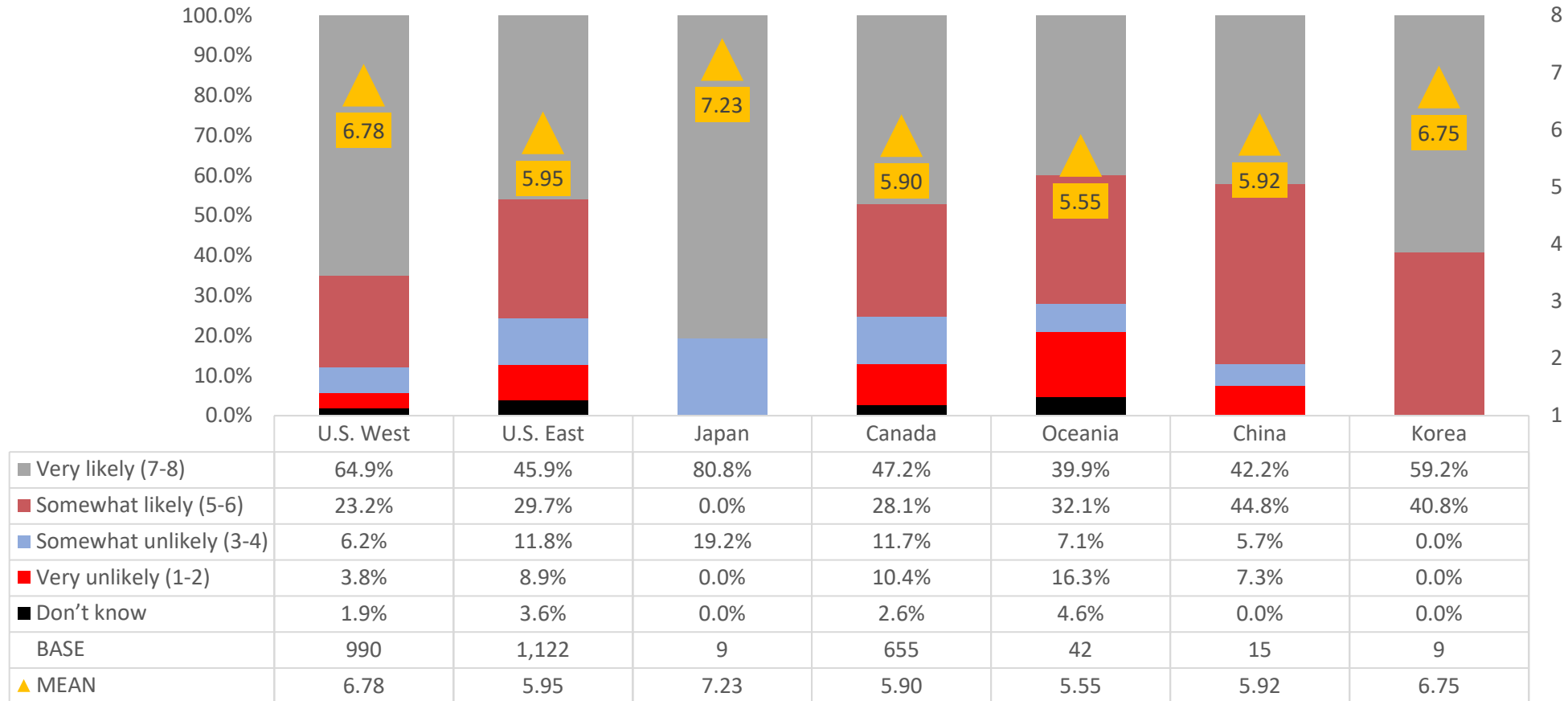
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	28.2%	40.5%	19.2%	29.6%	40.2%	26.1%	69.4%
Traffic (congested/ slow)	16.5%	13.8%	42.3%	12.7%	9.4%	7.3%	0.0%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	10.6%	9.0%	0.0%	13.0%	11.7%	13.0%	10.2%
Food/ restaurant variety/ dining options	9.5%	8.9%	0.0%	7.8%	2.6%	13.0%	10.2%
Driving experience (signage, road surface, traffic violations, bad drivers)	7.5%	4.8%	0.0%	5.6%	7.1%	7.3%	0.0%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	4.2%	3.9%	19.2%	5.3%	9.4%	20.3%	0.0%
Would like to experience more local culture	4.2%	3.7%	0.0%	6.1%	2.6%	0.0%	10.2%
Cost/ Expensive (specific/ non specific)	2.6%	1.6%	0.0%	4.9%	2.3%	0.0%	0.0%

AREAS OF OPPORTUNITIES - KAUA'I

- **Education:** Visitors with a college degree from U.S. East were more likely to express dissatisfaction with the food/restaurant variety/dining option than those without a college degree.
- **Age:** Among U.S. West visitors, dissatisfaction with food/restaurant quality was mentioned more frequently by younger respondents than those from other age groups.
- **Gender:** Driving experience was more of an issue among male visitors from U.S. West and U.S. East than it was for female visitors. Traffic was also another complaint heard more frequently among male visitors from U.S. East.
- **Household income:** Complaints about their rental car experience was highest among more affluent visitors from U.S. West. More affluent visitors from U.S. East were disappointed with the food/restaurant variety/dining options on the island.
- **Trips to Hawai'i:** Repeat visitors from U.S. West were more likely to express dissatisfaction with their rental car experience. First-time visitors from U.S. West had more complaints about their driving experience.

LIKELIHOOD OF RETURN VISIT - KAUA'I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



LIKELIHOOD OF RETURN VISIT - KAUA'I

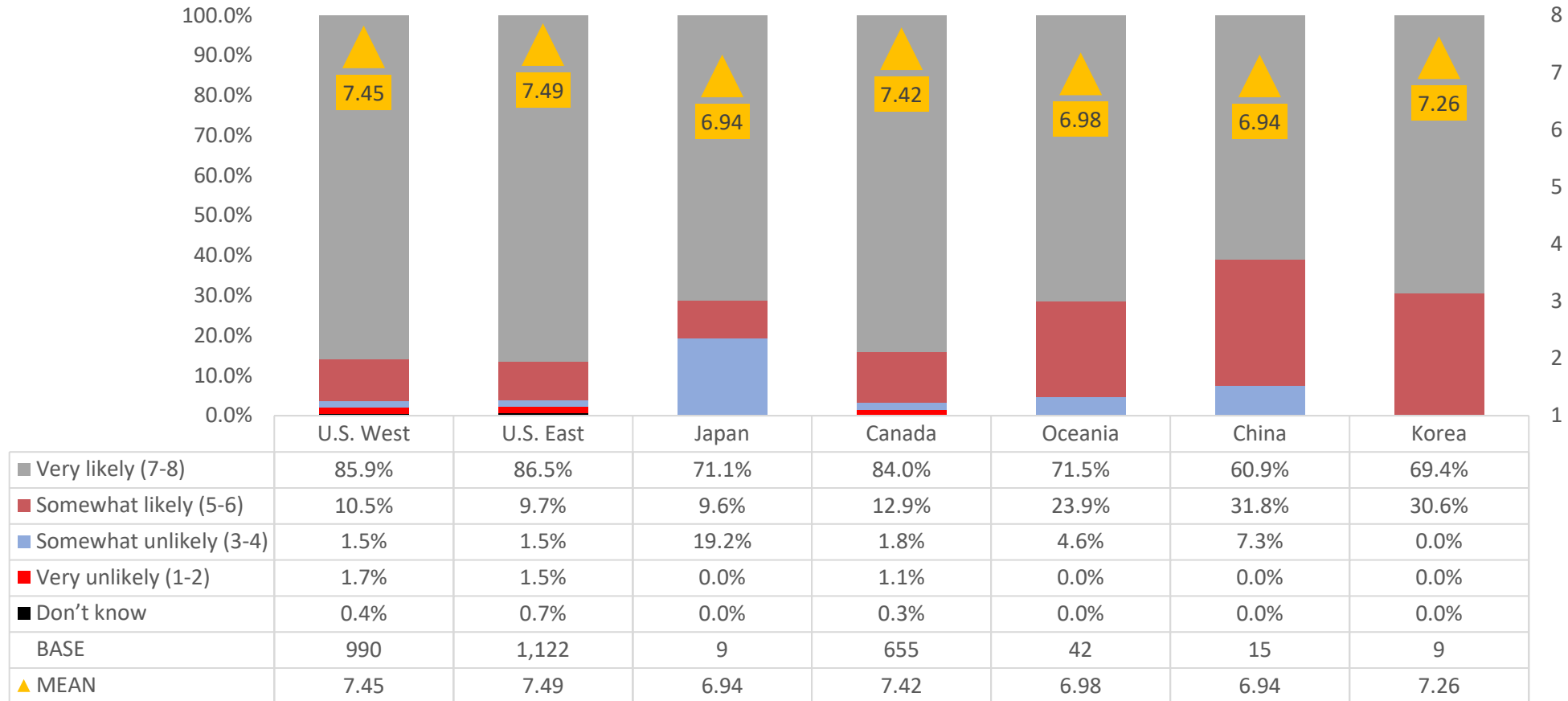
- **Gender:** Female visitors from U.S. West expressed a greater likelihood of returning to Kaua'i than male visitors.
- **Islands visited:** Visitors from U.S. East and Canada who stayed exclusively on Kaua'i expressed a stronger likelihood of returning to the island than visitors from these markets whose trip included stays on multiple islands.
- **Travel party size:** U.S. West visitors who traveled to Kaua'i in groups of two persons expressed a stronger likelihood of returning to the island compared to those who came in larger travel parties (3+). U.S. East visitors who came alone were the most likely to indicate a possible return compared to those from this market who came in larger parties.
- **Education:** U.S. East visitors without a college degree appeared more likely to return to the island compared to college graduates from this market.

REASONS FOR NOT RETURNING - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Want to go someplace new	49.6%	48.5%	50.0%	60.0%	41.8%	44.1%	0.0%
Too expensive/ cost	27.6%	35.1%	0.0%	29.4%	16.4%	0.0%	0.0%
Flight too long	6.0%	32.7%	0.0%	18.6%	0.0%	0.0%	0.0%
No reason to return/ nothing new	11.8%	10.6%	0.0%	11.7%	40.9%	0.0%	0.0%
Not enough value for the price	10.5%	9.4%	0.0%	5.0%	9.1%	0.0%	0.0%
Other financial obligations	7.6%	8.8%	50.0%	7.8%	8.2%	0.0%	0.0%
Too crowded/ congested/ traffic	6.8%	8.8%	0.0%	3.1%	0.0%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	3.5%	5.4%	0.0%	5.1%	9.1%	0.0%	0.0%
Nothing to do/ boring	5.4%	3.3%	0.0%	2.7%	0.0%	44.1%	0.0%
Poor health/ age restriction	2.5%	4.8%	0.0%	2.4%	0.0%	0.0%	0.0%
Other (please specify)	5.1%	2.2%	0.0%	0.0%	8.2%	0.0%	0.0%
Unfriendly people/ felt unwelcome	3.3%	2.6%	0.0%	3.9%	8.2%	55.9%	0.0%
Too commercial/ overdeveloped	4.2%	1.9%	0.0%	1.7%	0.0%	0.0%	0.0%

BRAND/ DESTINATION ADVOCACY - KAUA'I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



KAUA‘I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.3%	98.2%	100.0%	98.9%	97.4%	100.0%	100.0%
On own (self guided)/ driving around the island	91.8%	83.5%	61.5%	87.3%	82.9%	73.9%	59.2%
Helicopter ride/ airplane tour	8.7%	17.5%	9.6%	15.4%	14.5%	34.9%	0.0%
Boat tour/ submarine ride/ whale watching	29.1%	36.7%	23.0%	27.6%	23.9%	44.8%	12.9%
Visiting towns/ communities	64.1%	59.1%	80.8%	66.6%	45.3%	20.3%	12.9%
Private limousine/ van tour/ tour bus	2.3%	8.5%	0.0%	5.9%	12.2%	0.0%	30.6%
Scenic views/ natural landmarks	70.1%	74.9%	42.3%	73.6%	59.5%	55.2%	53.7%
Movie and TV filming location tours	4.0%	6.3%	0.0%	4.3%	0.0%	5.7%	20.4%

KAUA‘I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.3%	96.6%	90.4%	98.3%	90.6%	100.0%	87.1%
Beach/ sunbathing	88.5%	83.6%	71.1%	88.5%	69.0%	78.2%	63.9%
Bodyboarding	14.4%	7.9%	0.0%	16.5%	4.6%	7.3%	0.0%
Stand up paddle boarding	4.8%	2.0%	9.6%	3.3%	4.6%	0.0%	0.0%
Surfing	7.4%	5.6%	0.0%	10.5%	5.1%	26.1%	0.0%
Canoeing/ kayaking	13.6%	13.5%	0.0%	15.0%	4.6%	7.3%	12.9%
Swimming in the ocean	69.2%	60.0%	51.9%	71.8%	50.1%	33.3%	25.9%
Snorkeling	48.8%	40.0%	19.2%	48.2%	33.9%	26.1%	12.9%
Freediving	2.2%	0.9%	0.0%	0.8%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.3%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%
Jet skiing/ p rasailing	0.2%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%
Scuba diving	1.6%	2.2%	0.0%	3.7%	0.0%	0.0%	0.0%
Fishing	4.2%	2.6%	0.0%	2.2%	0.0%	0.0%	12.9%
Golf	9.6%	7.7%	0.0%	10.6%	4.6%	0.0%	0.0%

KAUA‘I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.3%	96.6%	90.4%	98.3%	90.6%	100.0%	87.1%
Running/ jogging/ fitness walking	31.3%	24.7%	19.2%	31.8%	23.9%	21.8%	36.1%
Cycling	5.1%	3.7%	0.0%	7.9%	4.8%	0.0%	0.0%
Spa	7.8%	6.8%	0.0%	4.9%	2.3%	13.0%	12.9%
Hiking	55.8%	57.5%	32.6%	57.1%	28.8%	39.1%	46.3%
Backpacking/ camping	3.5%	2.4%	0.0%	2.7%	0.0%	5.7%	0.0%
Agritourism	11.9%	9.7%	19.2%	8.9%	2.3%	0.0%	0.0%
Sports event or tournament	0.8%	0.6%	0.0%	1.4%	2.6%	0.0%	0.0%
Parks/ botanical gardens	39.0%	38.9%	51.9%	41.5%	21.6%	5.7%	10.2%
Waterparks	0.5%	0.7%	0.0%	0.6%	0.0%	0.0%	12.9%
Mountain tubing/ waterfall rappel	8.2%	7.8%	0.0%	6.2%	6.9%	13.0%	0.0%
Zip lining	5.1%	3.7%	0.0%	3.7%	2.6%	0.0%	0.0%
Skydiving	0.2%	0.1%	0.0%	0.5%	0.0%	7.3%	12.9%
All terrain vehicle (ATV)	4.9%	5.6%	0.0%	3.6%	2.3%	7.3%	0.0%
Horseback riding	0.5%	1.6%	0.0%	1.6%	0.0%	0.0%	25.9%

KAUA‘I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.2%	96.9%	100.0%	97.1%	100.0%	100.0%	69.4%
Lunch/ sunset/ dinner/ evening cruise	19.9%	26.6%	0.0%	18.1%	16.8%	44.8%	10.2%
Live music/ stage show	27.8%	25.2%	9.6%	26.7%	9.4%	0.0%	12.9%
Nightclub/ dancing/ bar/ karaoke	3.8%	3.5%	0.0%	2.4%	2.3%	0.0%	0.0%
Fine dining	46.3%	48.5%	19.2%	39.2%	28.0%	13.0%	25.9%
Family restaurant	62.9%	54.7%	32.6%	55.0%	55.0%	7.3%	25.9%
Fast food	28.6%	22.5%	28.9%	37.4%	40.5%	27.6%	23.1%
Food truck	46.8%	39.8%	9.6%	45.5%	24.2%	31.8%	12.9%
Café/ coffee house	54.0%	44.5%	48.1%	55.4%	45.3%	42.2%	12.9%
Ethnic dining	25.8%	23.8%	9.6%	18.9%	14.2%	5.7%	0.0%
Farm to table cuisine	19.3%	20.6%	19.2%	13.2%	9.7%	0.0%	0.0%
Prepared own meal	65.0%	45.5%	38.5%	68.1%	38.2%	21.8%	23.1%

KAUA‘I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.9%	93.0%	100.0%	96.6%	97.4%	81.2%	76.9%
Malls/ department stores	25.7%	18.7%	28.9%	39.2%	33.1%	27.6%	20.4%
Designer boutiques	16.8%	16.9%	0.0%	17.8%	4.8%	0.0%	0.0%
Hotel/ resort stores	23.0%	24.9%	9.6%	17.6%	14.2%	5.7%	25.9%
Swap meet/ flea market	7.5%	6.3%	0.0%	7.4%	2.3%	7.3%	0.0%
Discount/ outlet stores	12.7%	11.9%	9.6%	12.5%	12.0%	7.3%	23.1%
Supermarkets	74.8%	59.9%	80.8%	74.8%	61.8%	55.2%	43.5%
Farmer’s market	46.3%	35.0%	28.9%	49.5%	30.8%	7.3%	0.0%
Convenience stores	44.6%	37.9%	9.6%	44.9%	50.1%	26.1%	43.5%
Duty free stores	1.2%	1.2%	0.0%	1.2%	0.0%	0.0%	36.1%
Hawai‘i based products	50.6%	46.9%	51.9%	49.8%	29.0%	13.0%	0.0%
Local shops and artisans	72.4%	68.2%	71.1%	68.7%	54.7%	34.9%	0.0%

KAUA‘I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	65.4%	64.6%	28.9%	64.0%	57.3%	33.3%	33.3%
Historic military sites and museums	5.7%	6.4%	0.0%	4.2%	2.6%	5.7%	0.0%
Historic Hawaiian sites and museums	28.9%	29.6%	9.6%	30.7%	31.3%	0.0%	0.0%
Other historical sites, museums, and homes	13.1%	11.2%	9.6%	11.5%	9.1%	0.0%	12.9%
Art museums	1.7%	1.9%	0.0%	2.8%	0.0%	0.0%	0.0%
Art galleries and exhibitions	12.2%	10.3%	9.6%	11.9%	4.8%	7.3%	0.0%
Lū‘au/ Polynesian show/ hula show	22.4%	29.1%	9.6%	23.9%	14.5%	0.0%	10.2%
Lesson ex. ukulele, hula, canoe, lei making	3.4%	3.3%	0.0%	3.4%	2.3%	0.0%	0.0%
Play/ concert/ theatre	1.3%	0.4%	0.0%	1.6%	0.0%	7.3%	0.0%
Art/ craft fair	17.6%	12.4%	9.6%	15.4%	6.9%	13.0%	0.0%
Festival/ event	2.4%	3.0%	0.0%	2.5%	2.3%	7.3%	10.2%

KAUA‘I ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	94.8%	96.6%	90.4%	94.6%	93.1%	88.5%	100.0%
Airport shuttle	14.1%	12.9%	0.0%	15.0%	12.2%	26.1%	0.0%
Trolley	0.2%	0.5%	0.0%	0.7%	0.0%	0.0%	0.0%
Public bus	1.3%	1.6%	0.0%	1.8%	12.0%	0.0%	10.2%
Tour bus/ tour van	3.5%	11.2%	0.0%	9.3%	9.9%	0.0%	40.8%
Taxi/ limo	3.8%	5.1%	28.9%	6.9%	9.1%	5.7%	0.0%
Rental car	84.2%	75.9%	61.5%	80.8%	66.9%	53.6%	49.0%
Ride share	7.2%	6.9%	0.0%	6.7%	16.8%	13.0%	0.0%
Car share	7.8%	8.2%	0.0%	4.6%	2.6%	13.0%	0.0%
Bicycle rental	4.2%	3.9%	0.0%	5.2%	0.0%	7.3%	0.0%

KAUA'I ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	25.8%	16.4%	48.1%	19.2%	21.1%	14.6%	23.1%
Visiting friends and family	23.2%	14.8%	48.1%	15.7%	21.1%	7.3%	23.1%
Giving back to the local community	3.7%	2.6%	0.0%	4.2%	0.0%	7.3%	0.0%

ATTRACTIONS - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Fern Grotto	8.3%	9.1%	0.0%	10.0%	12.0%	7.3%	0.0%
Hanalei Town	58.1%	47.7%	42.3%	63.3%	42.2%	5.7%	12.9%
Hanalei Beach	55.3%	48.9%	51.9%	61.3%	45.3%	20.3%	12.9%
Kalapaki Beach	21.7%	23.6%	9.6%	29.9%	12.0%	5.7%	10.2%
Kalalau Trail	14.1%	16.5%	0.0%	19.0%	17.1%	14.6%	12.9%
Bike Path in Kapa'a	8.6%	7.6%	0.0%	11.8%	2.3%	7.3%	12.9%
Kaua'i Museum	2.9%	3.0%	0.0%	3.5%	2.6%	0.0%	0.0%
Kā'ē Beach	11.1%	13.9%	9.6%	16.3%	12.0%	7.3%	0.0%
Kīlauea Lighthouse	26.7%	26.6%	0.0%	30.9%	21.6%	14.6%	0.0%
Kōke'e	10.0%	11.3%	23.0%	12.9%	2.6%	7.3%	10.2%

ATTRACTIONS - KAUA'I

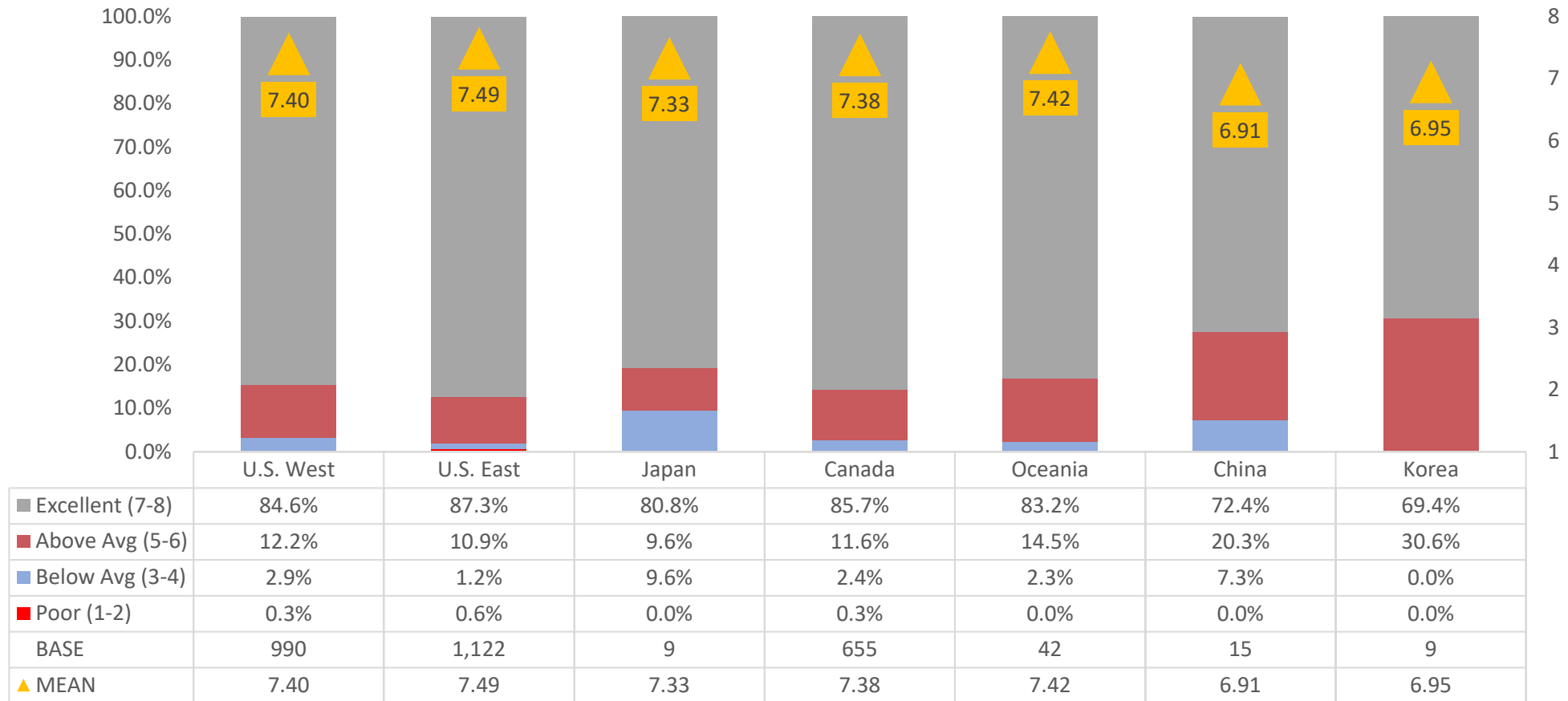
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Kōke'e Museum	3.8%	4.0%	0.0%	4.5%	2.3%	7.3%	0.0%
Na 'Āina Kai Gardens	2.1%	2.4%	0.0%	1.3%	2.6%	0.0%	0.0%
Nā Pali Coast	42.8%	55.9%	42.3%	46.3%	43.3%	40.6%	33.3%
Allerton Garden	8.8%	6.7%	19.2%	7.7%	7.1%	0.0%	0.0%
Limahuli Garden	7.1%	4.1%	0.0%	6.5%	2.3%	7.3%	0.0%
Old Kōloa Town	41.0%	30.3%	28.9%	43.5%	33.1%	7.3%	12.9%
Ōpaeka'a Falls	13.6%	19.9%	9.6%	19.4%	9.4%	5.7%	23.1%

ATTRACTIONS - KAUA'I

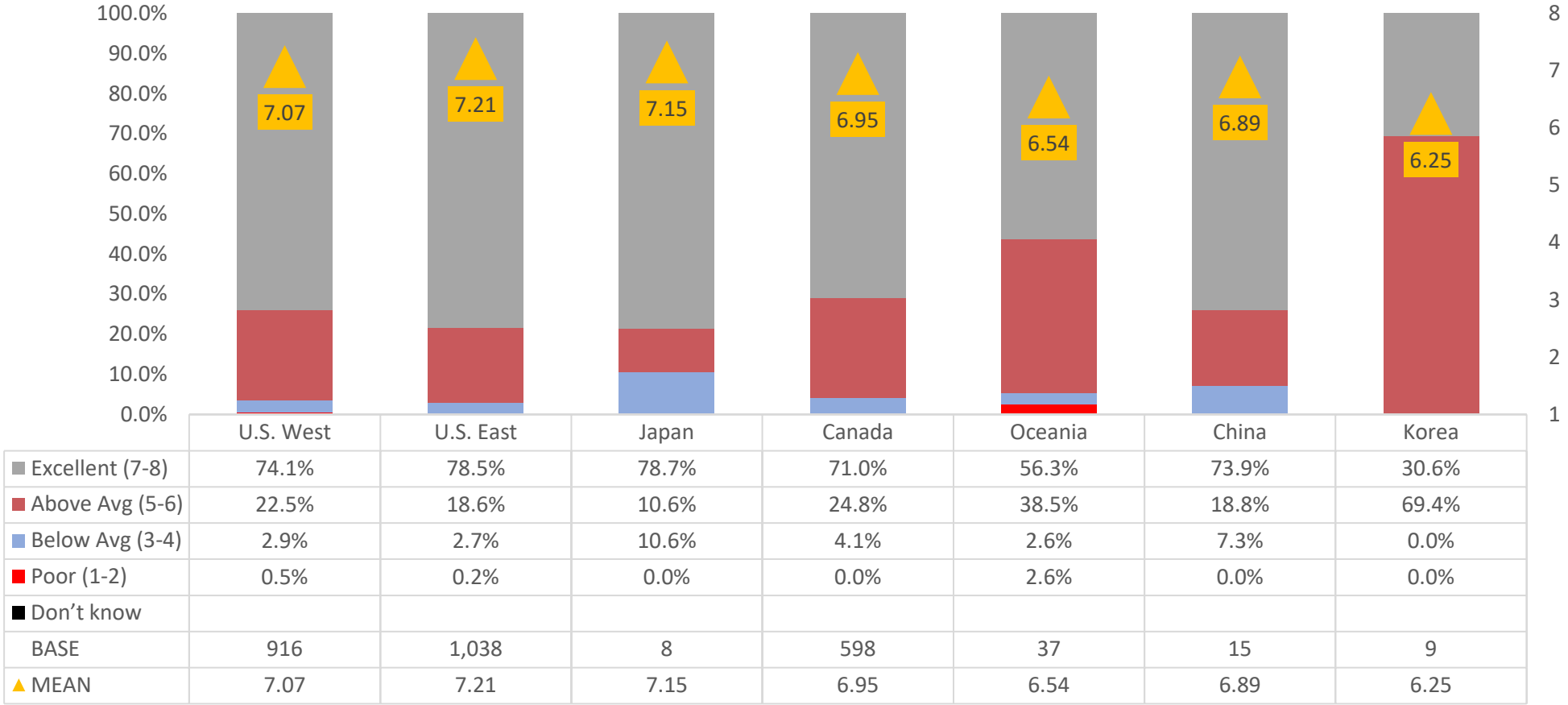
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Po'ipū Beach	69.4%	61.2%	28.9%	67.7%	55.0%	26.1%	20.4%
Smith's Tropical Paradise Gardens	7.9%	7.7%	0.0%	6.3%	0.0%	0.0%	0.0%
Spouting Horn	34.5%	31.6%	0.0%	36.2%	33.6%	0.0%	20.4%
Wailua Falls	33.0%	40.1%	32.6%	45.0%	31.8%	20.3%	12.9%
Wailua River	22.8%	23.6%	19.2%	24.3%	18.8%	7.3%	0.0%
Waimea Canyon	49.8%	58.2%	42.3%	66.9%	57.3%	26.1%	46.3%
Disc Golf	1.0%	0.7%	0.0%	1.0%	0.0%	0.0%	0.0%
Mini Golf	3.5%	1.4%	0.0%	5.1%	0.0%	0.0%	0.0%

FRIENDLINESS OF KAUA‘I RESIDENTS

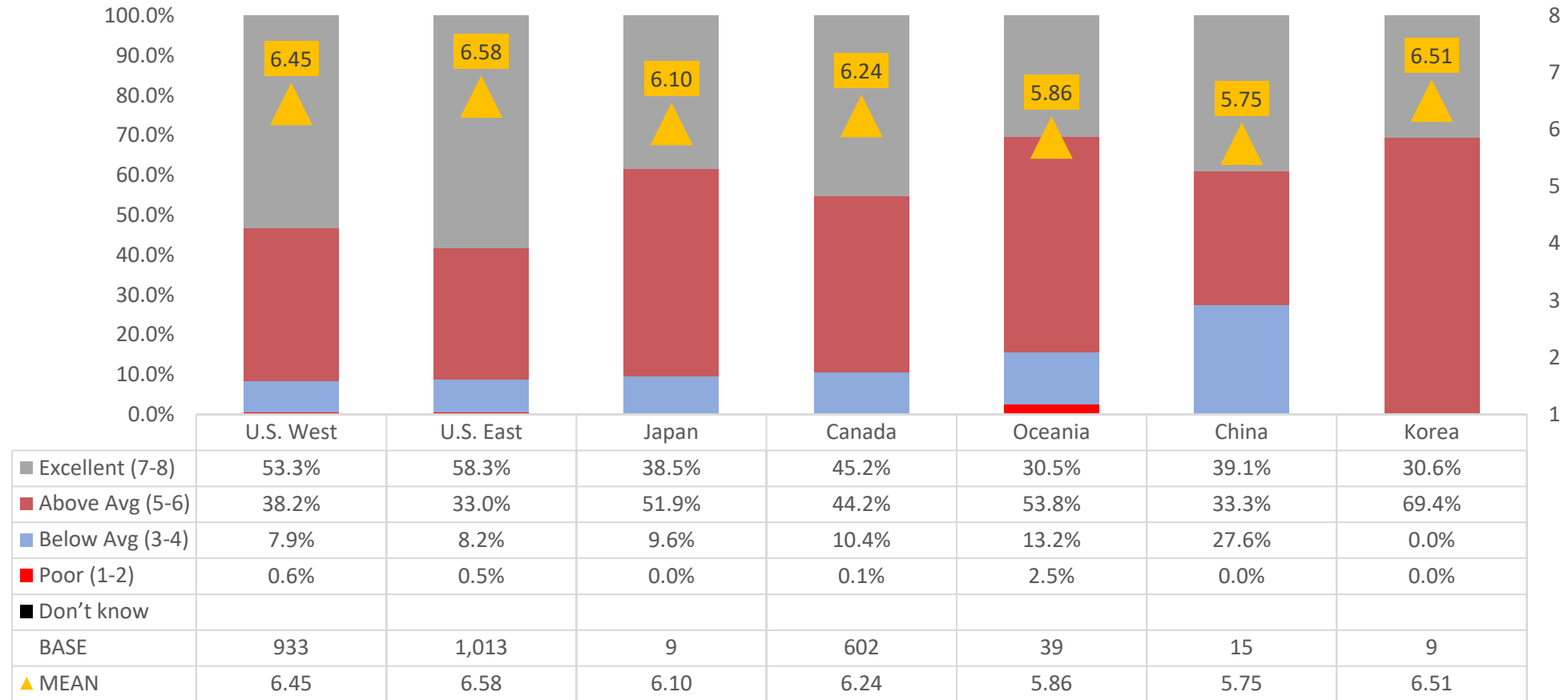
8-pt Rating Scale
8=Excellent/ 1=Poor



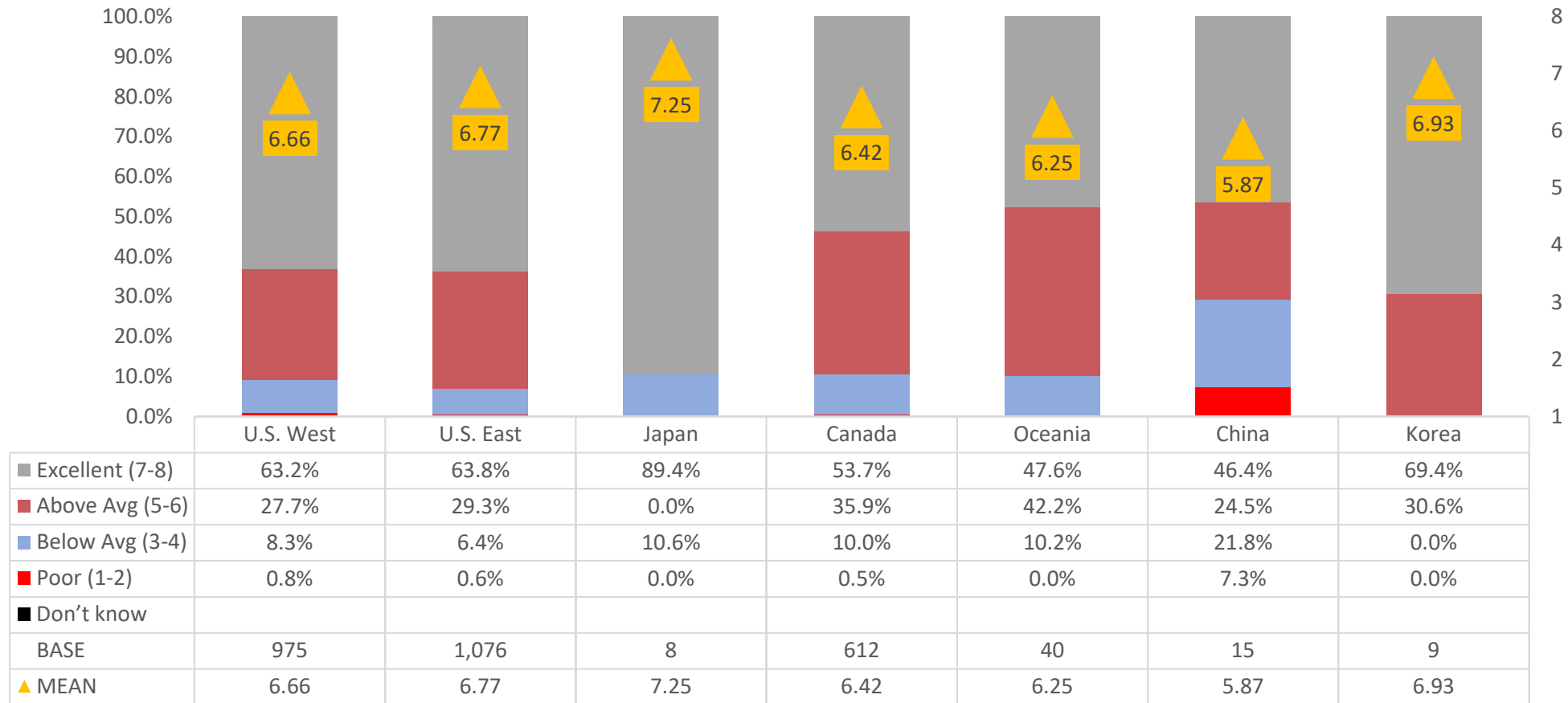
ENTERTAINMENT/ ATTRACTIONS - KAUA'I



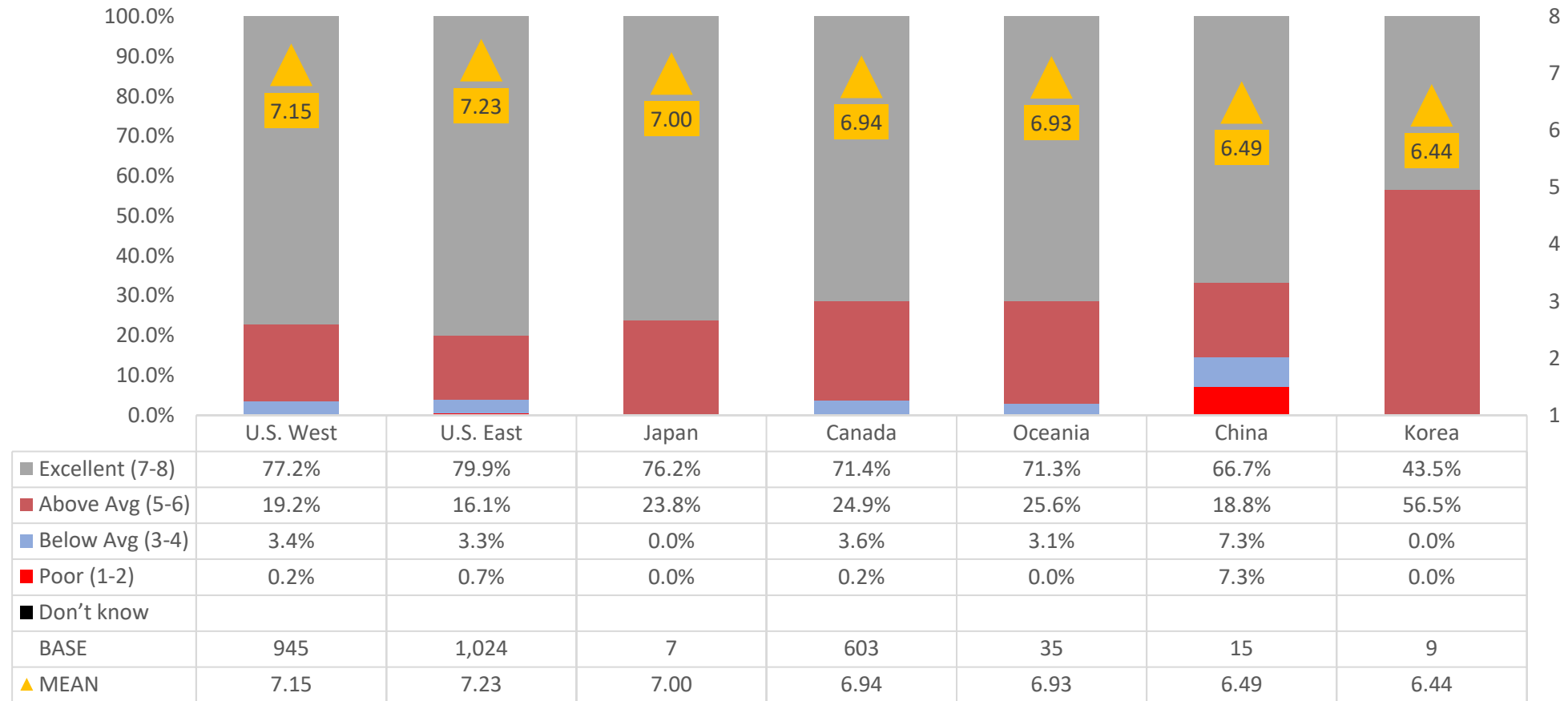
SHOPPING - KAUA'I



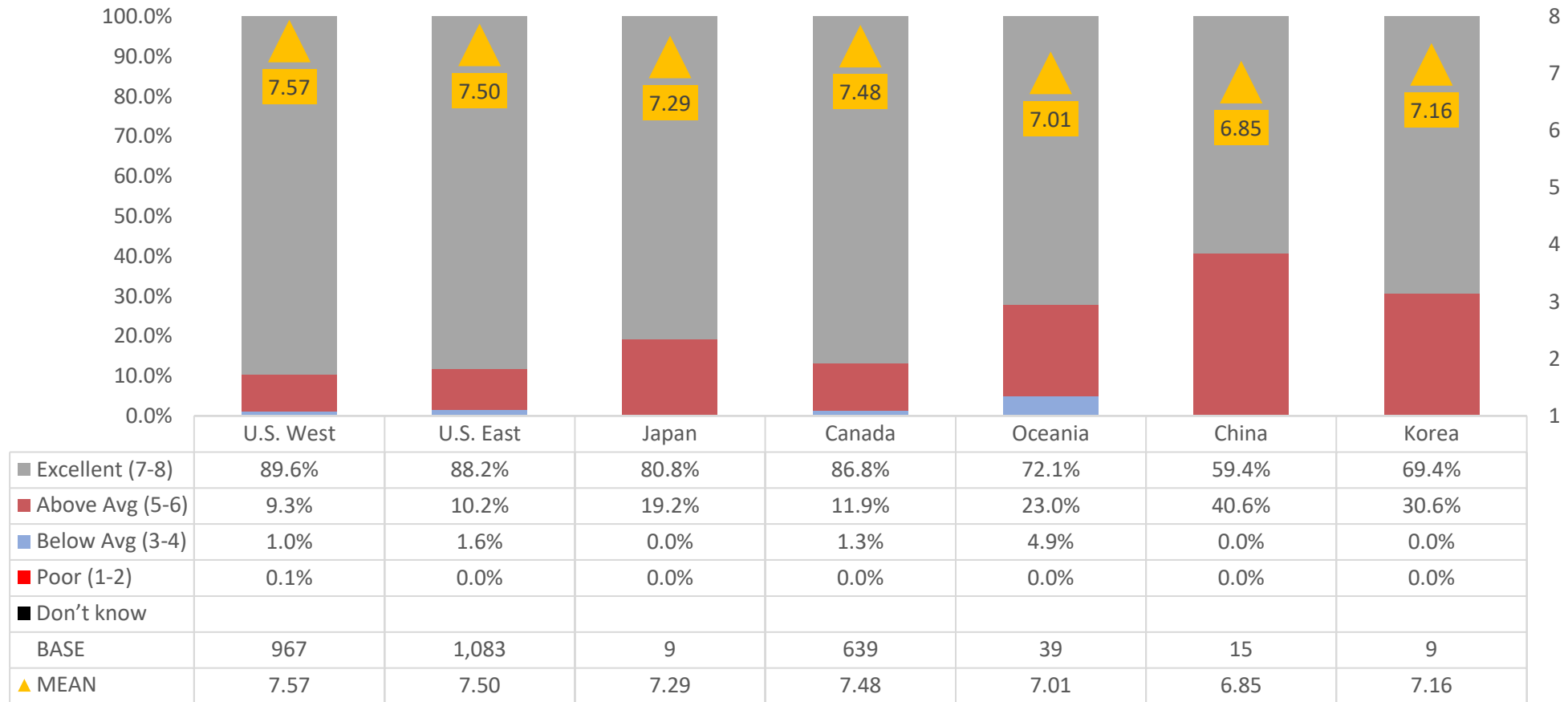
DINING/ FOOD & BEVERAGE - KAUA'I



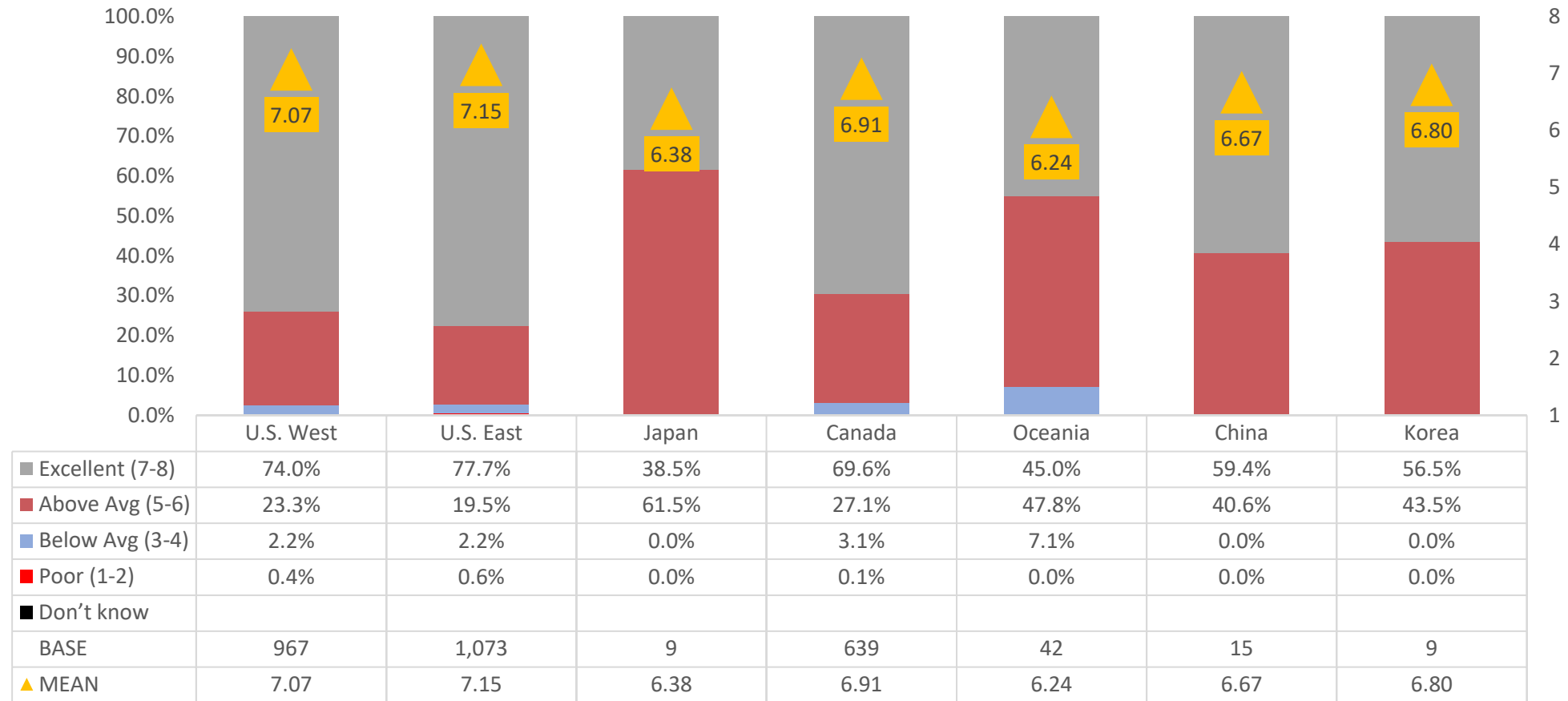
LODGING/ ACCOMMODATIONS - KAUA'I



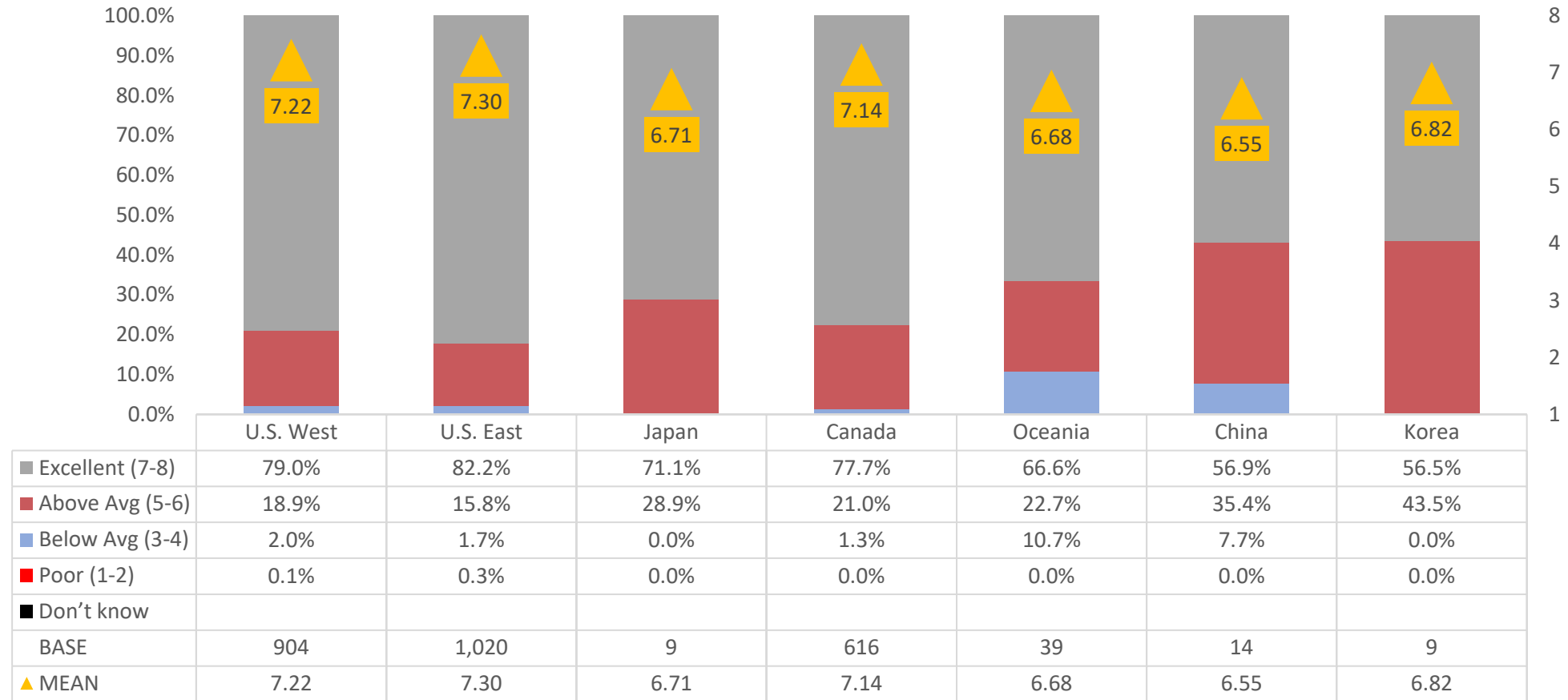
BEACHES - KAUA'I



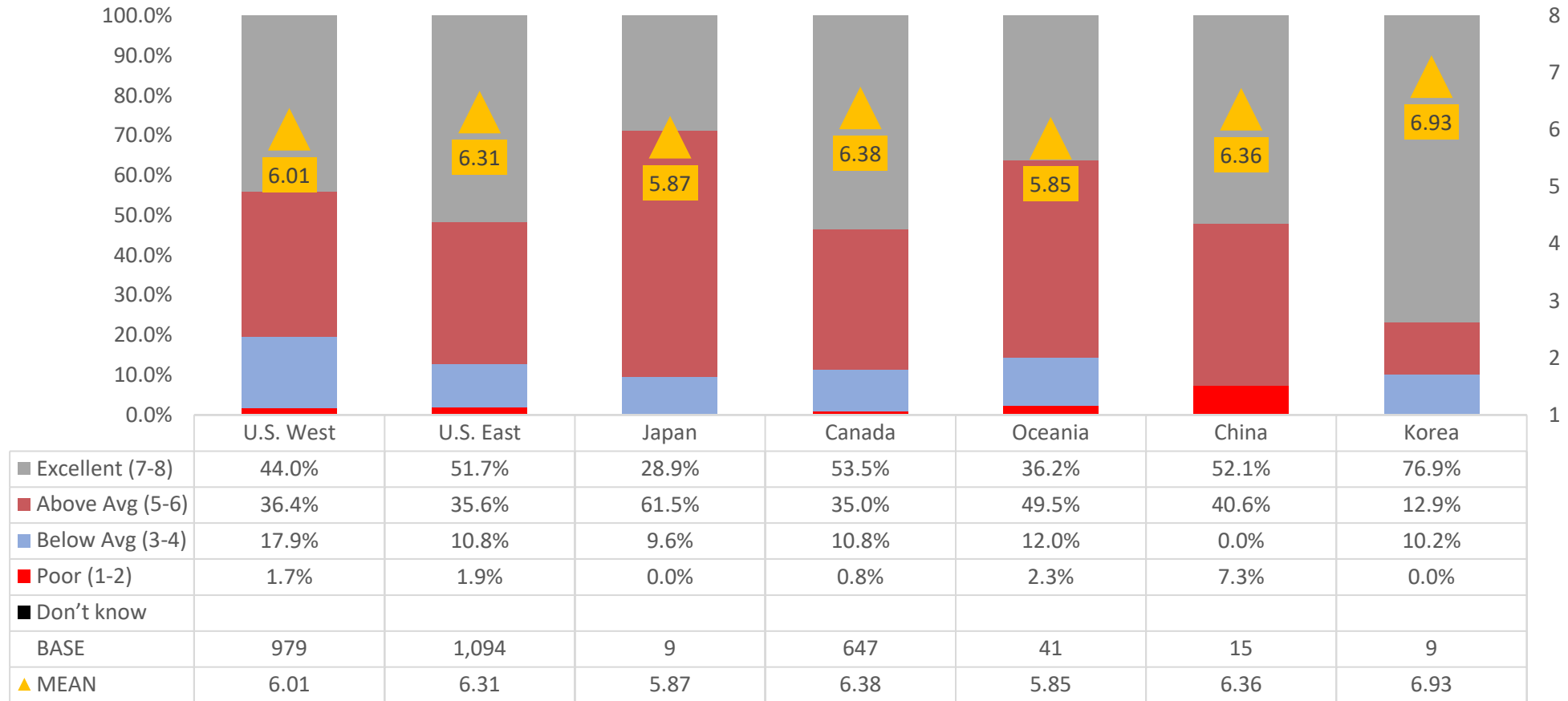
PUBLIC AREAS - KAUA'I



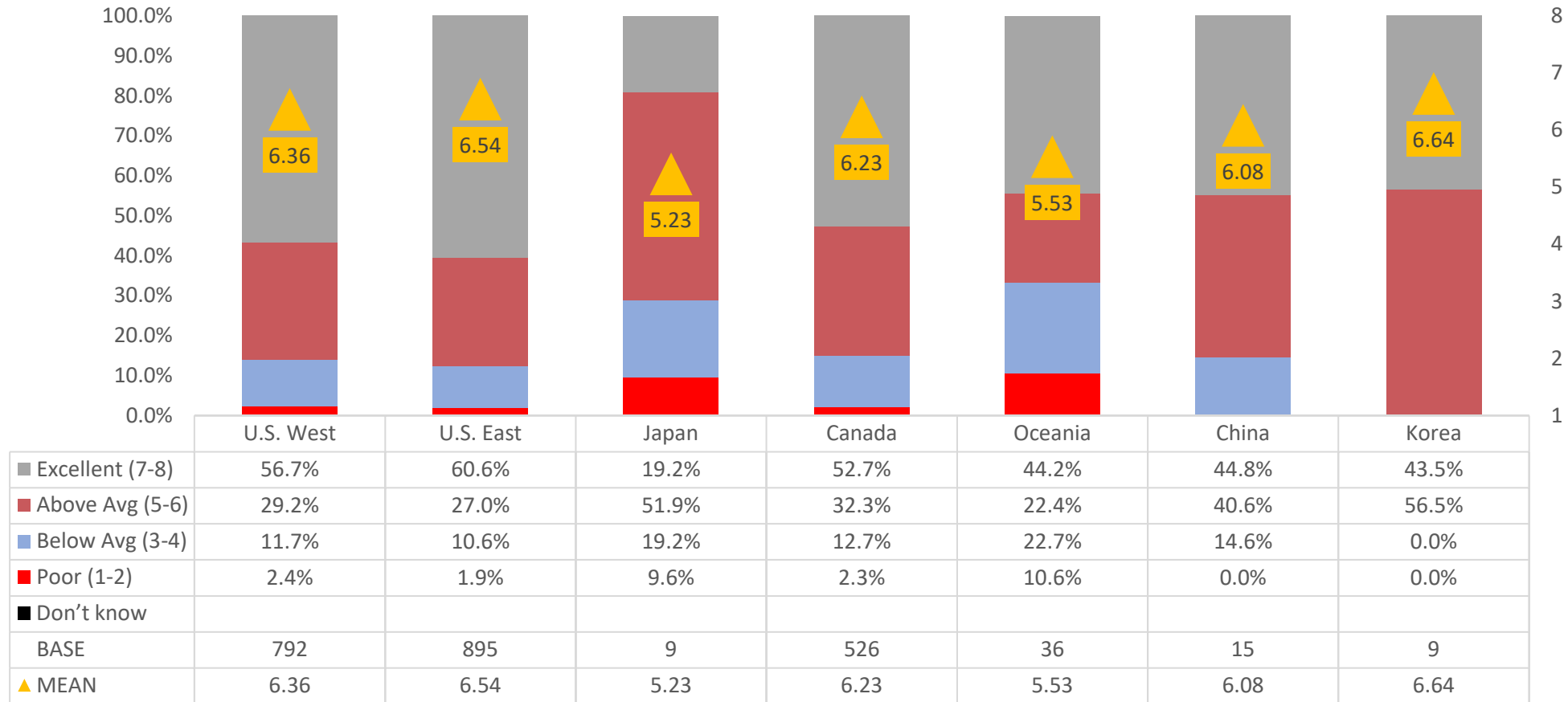
PARKS - KAUA'I



ROADS - KAUA'I



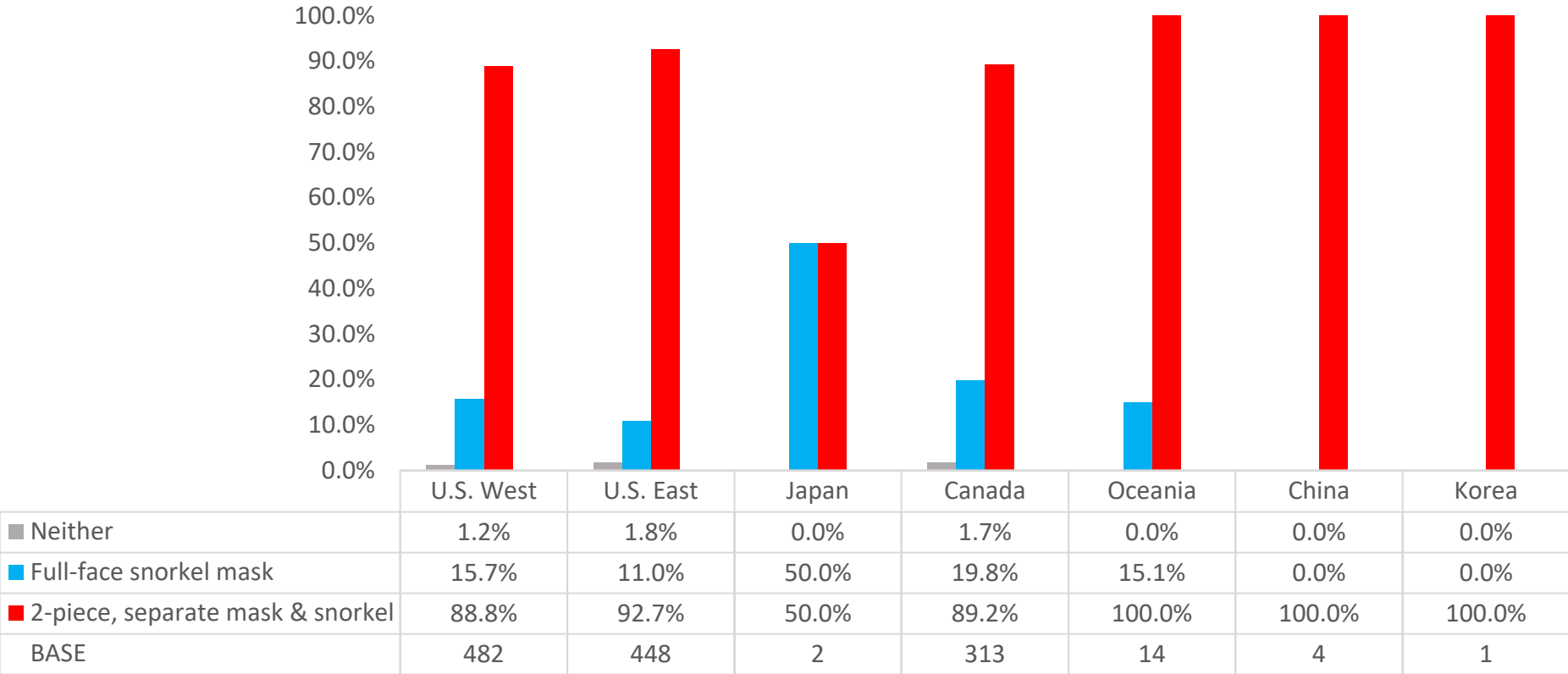
TRANSPORTATION ON ISLAND - KAUA'I



TOP TRIP INFLUENCERS - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Been here before	45.3%	30.1%	38.5%	32.9%	18.3%	0.0%	12.9%
Friend recommendation	30.3%	33.0%	0.0%	32.6%	29.0%	20.3%	46.3%
Visiting Family/ Friends	4.5%	3.6%	9.6%	3.3%	2.3%	0.0%	0.0%
Cruise line stop/ Part of tour	0.8%	6.7%	9.6%	6.3%	14.2%	0.0%	0.0%
Location/ Never been, but went to other islands	3.0%	2.6%	0.0%	2.8%	4.6%	0.0%	0.0%
Article/ Blog	1.8%	4.0%	23.0%	4.6%	0.0%	14.6%	10.2%
Attending Conference/ Event	2.5%	2.9%	0.0%	2.4%	7.7%	14.6%	0.0%
Own a timeshare	2.5%	1.8%	0.0%	2.8%	6.9%	0.0%	0.0%
Social Media Post	1.9%	2.3%	0.0%	2.7%	9.7%	44.8%	20.4%
Nature/ Beauty/ Scenery	1.2%	1.8%	9.6%	1.2%	4.8%	0.0%	0.0%
Travel Agent	0.5%	2.9%	9.6%	2.2%	0.0%	5.7%	10.2%

SNORKELING EQUIPMENT USED - KAUA'I

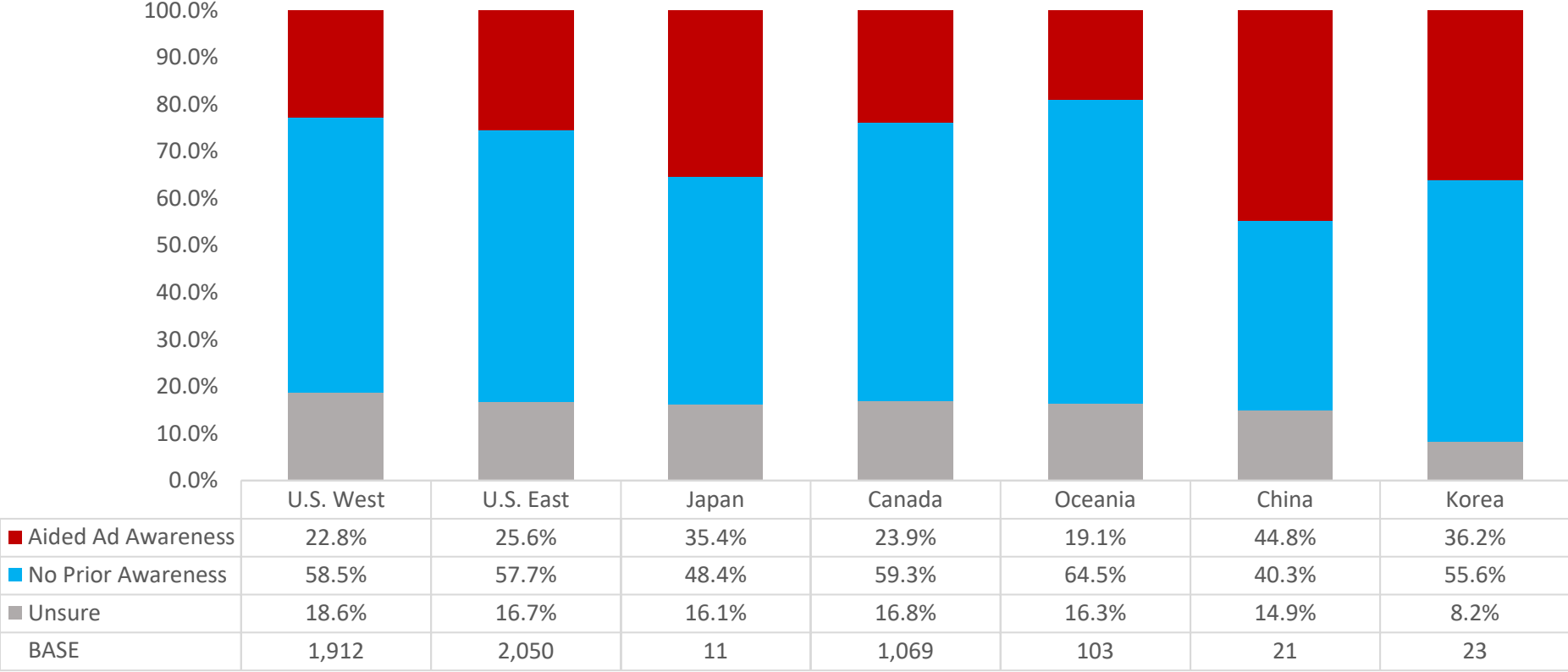


SNORKELING OCEAN SAFETY - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Did not have to be assisted or rescued	98.1%	99.1%	100.0%	99.7%	100.0%	100.0%	0.0%
Yes, needed assistance using 2 piece mask & snorkel	1.7%	0.9%	0.0%	0.3%	0.0%	0.0%	100.0%
Yes, while doing another type of ocean activity	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BASE	476	440	2	308	14	4	1

Section 22 – Maui

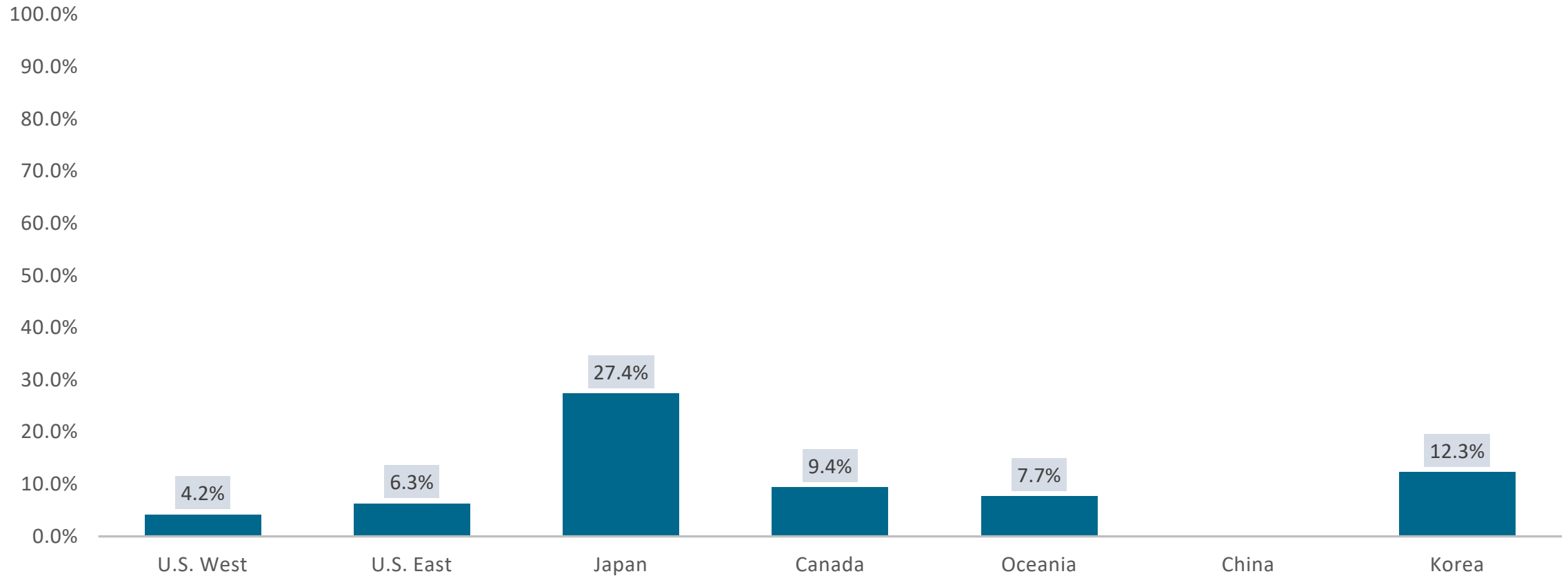
AIDED ADVERTISING AWARENESS - MAUI



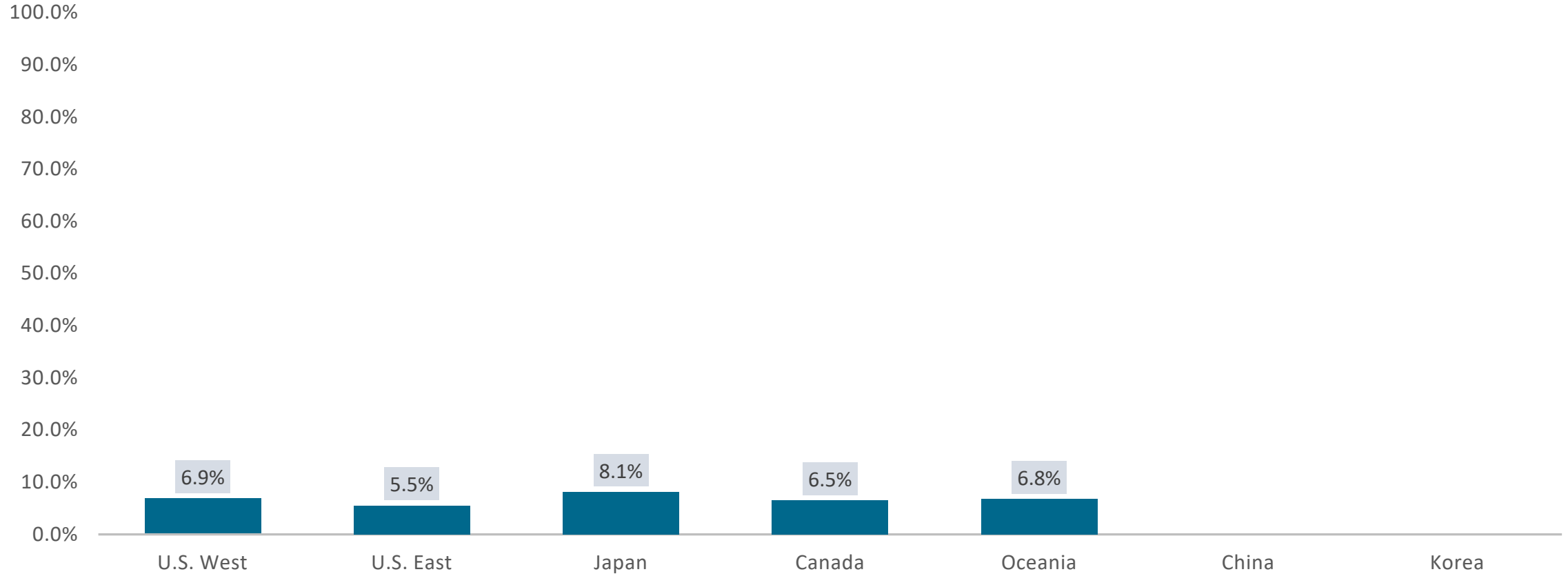
AIDED ADVERTISING AWARENESS - MAUI

- ***Trips to Hawai'i:*** Repeat visitors from U.S. West were more likely to recall advertising for Maui compared to first-time visitors from this market.
- ***Age:*** Advertising awareness for Maui was highest among older visitors (seniors 65+) from U.S. West and U.S. East.
- ***Islands visited:*** Visitors from U.S. West, U.S. East and Canada who stayed on multiple islands were more likely to have been exposed to advertising related to Maui than those who spent their entire trip on Maui.

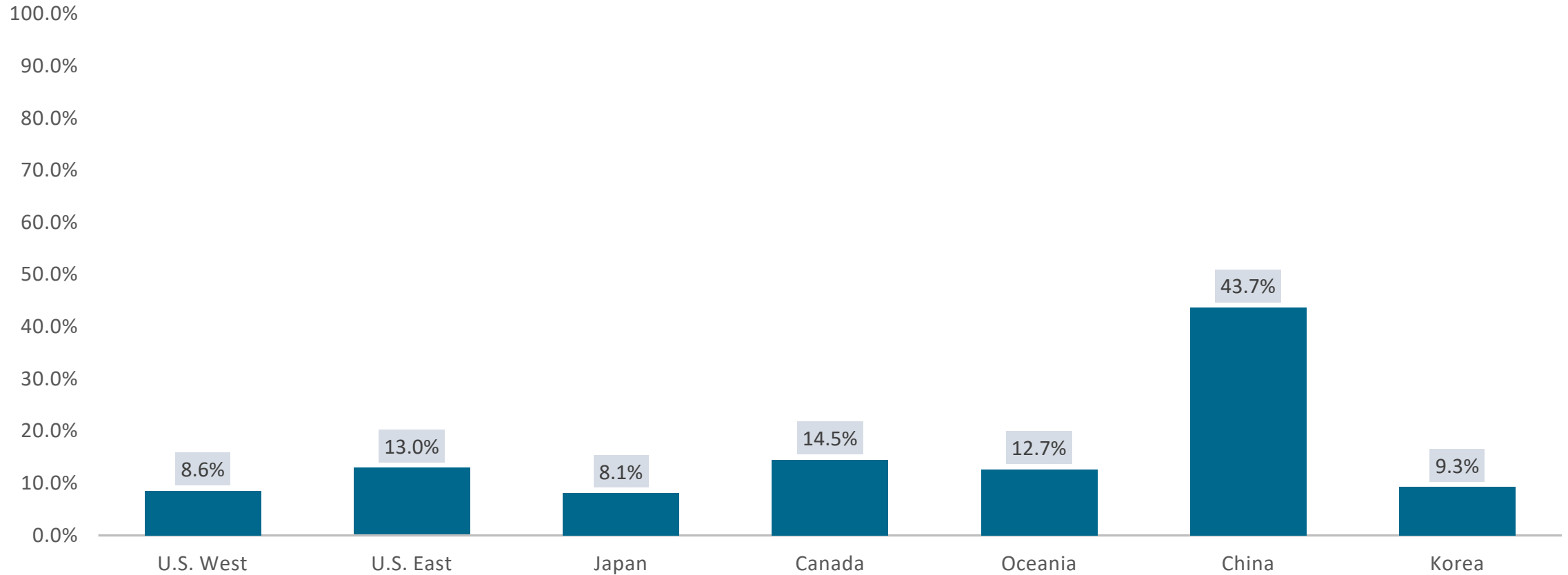
IMPACT OF LOCATION FILMING - MAUI



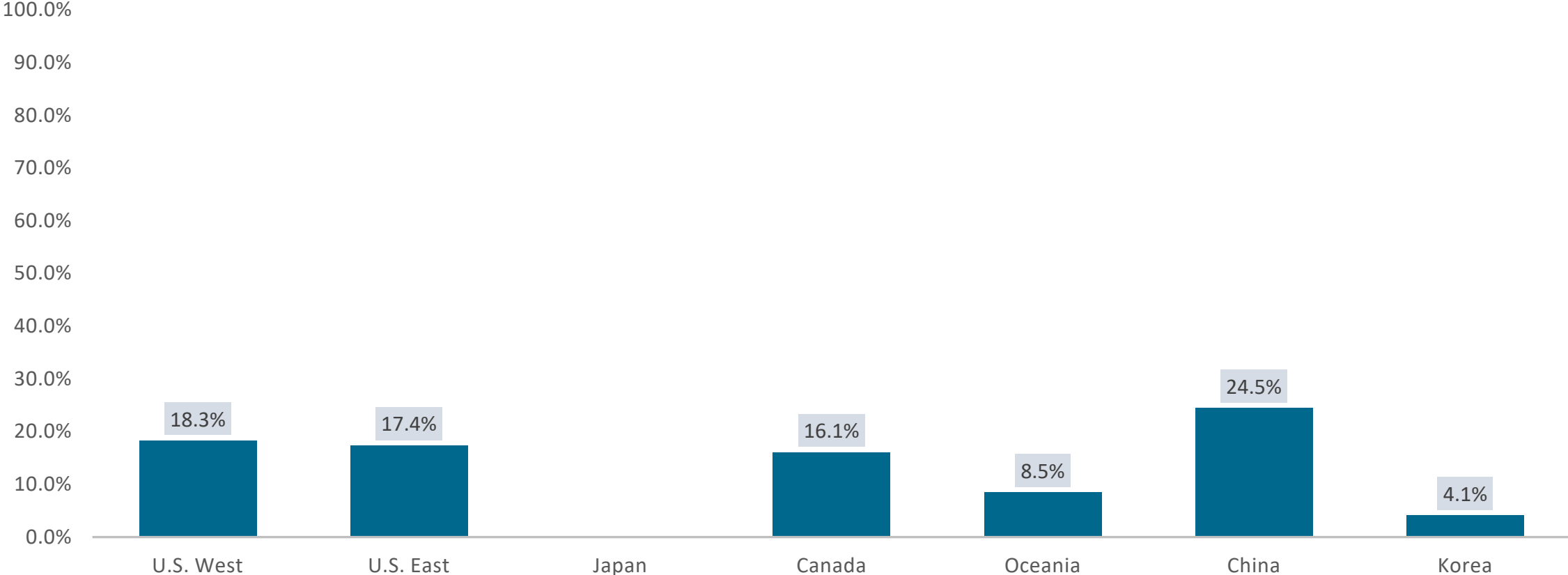
IMPACT OF HAWAIIAN MUSIC - MAUI



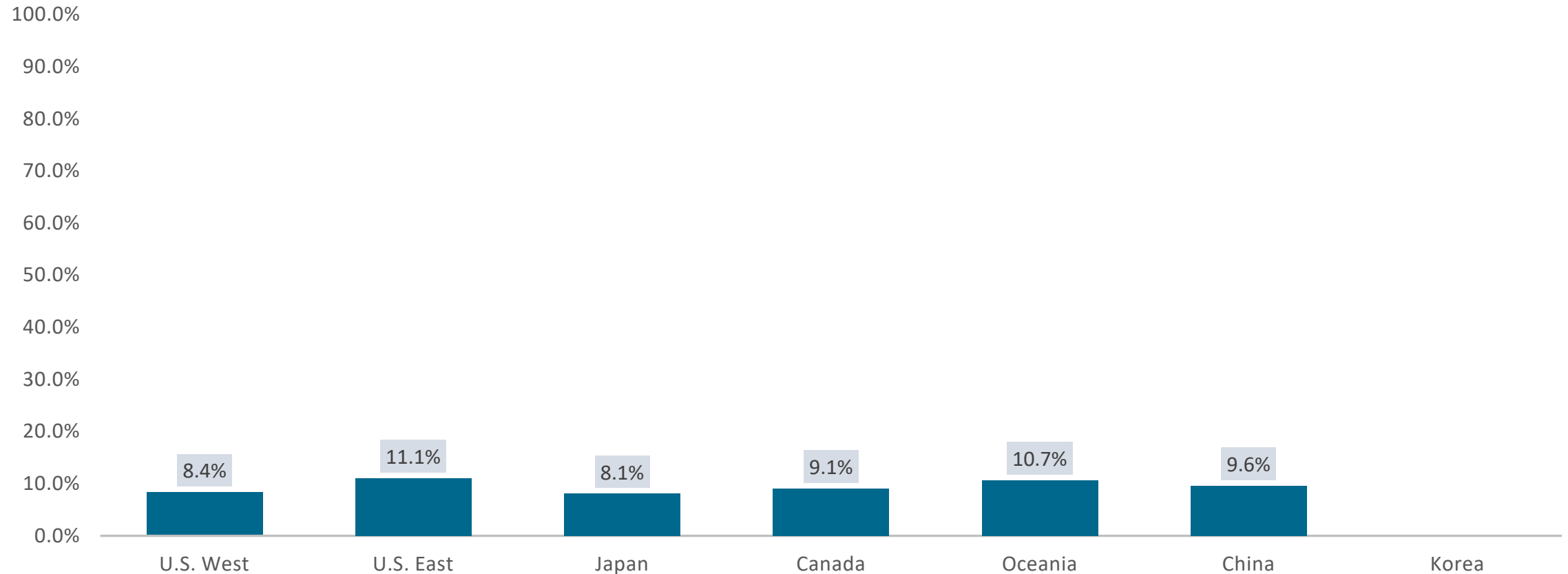
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - MAUI



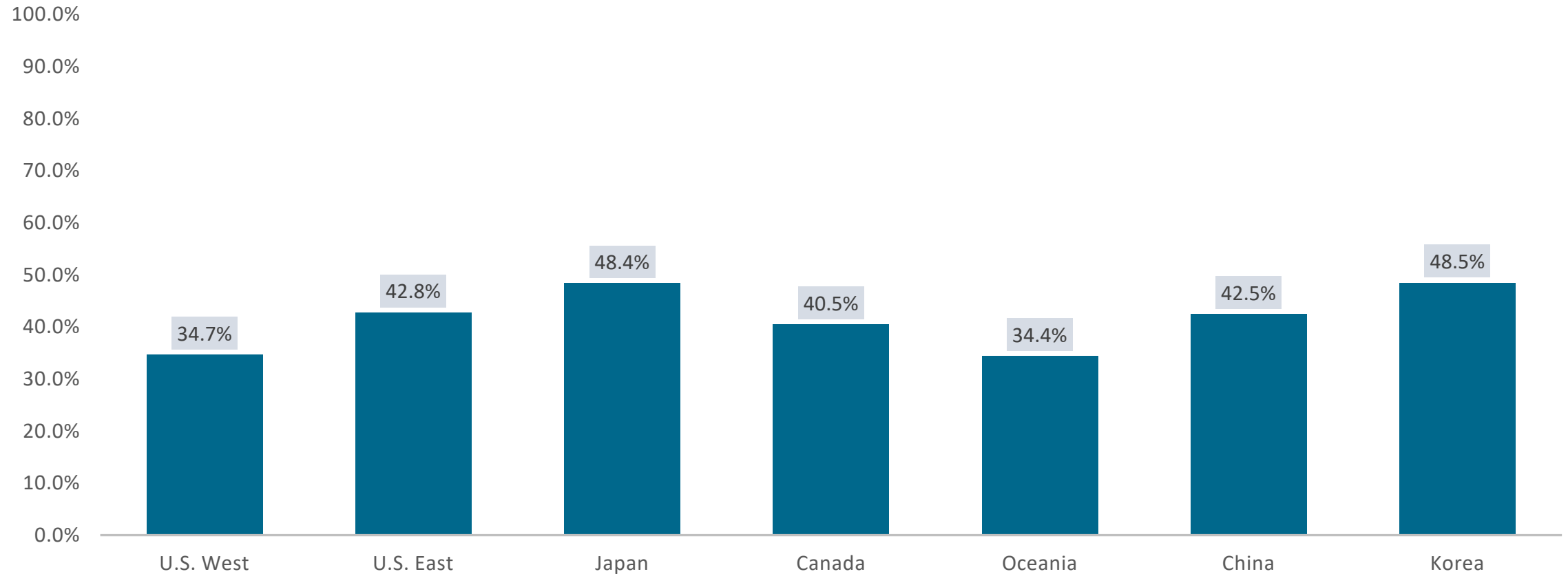
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - MAUI



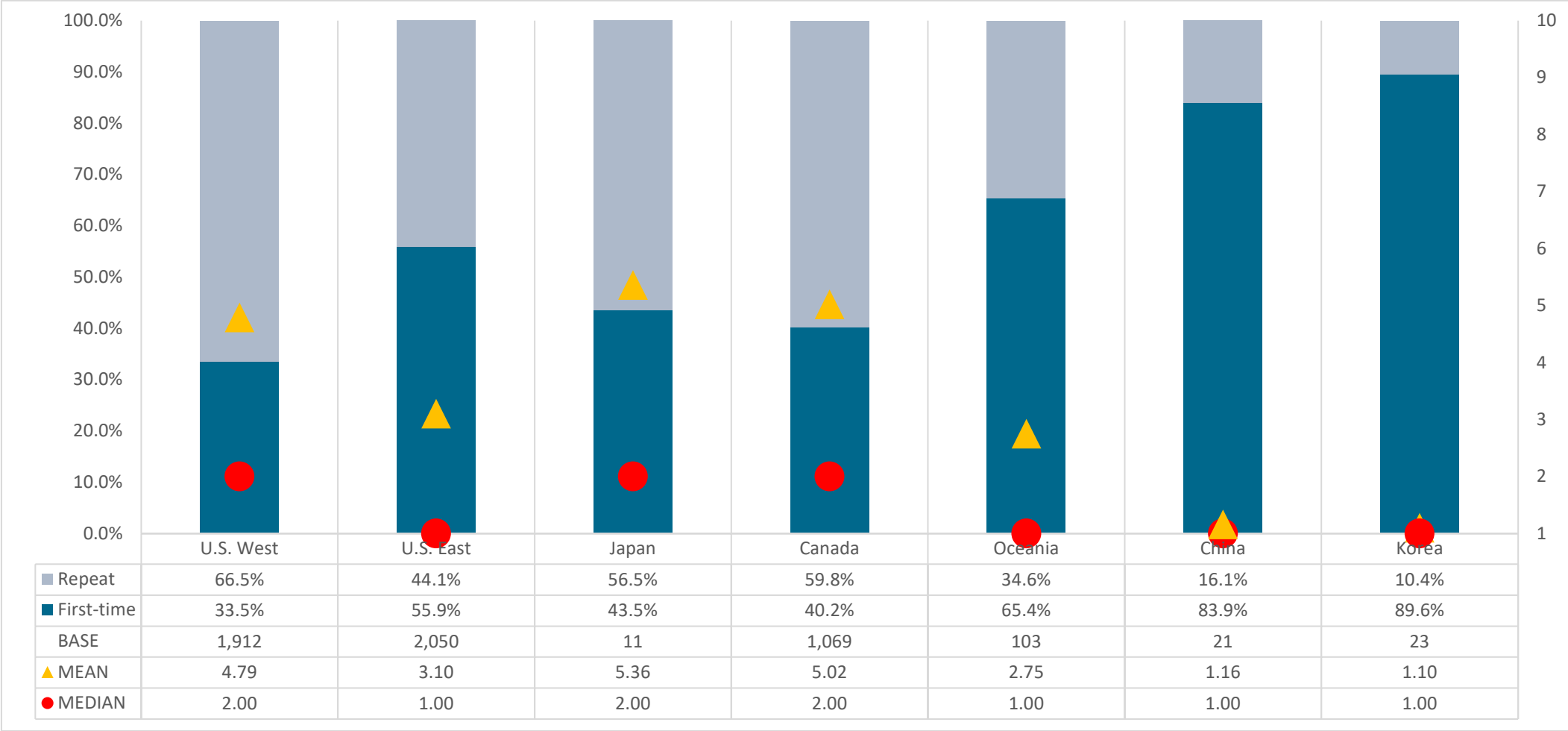
IMPACT OF HAWAIIAN CULTURAL EVENTS - MAUI



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - MAUI



1st TIME VS REPEAT VISITOR - MAUI



1st TIME VS REPEAT VISITOR - MAUI

- **Age:** The likelihood of being a repeat visitor to Maui increased among visitors from U.S. West, U.S. East and Canada as they got older.
- **Islands visited:** U.S. East and Canada visitors whose trip was entirely on Maui have visited the island more often in the past compared to those whose most recent trip also included stops on other islands.
- **Household income:** Among U.S. West visitors, the number of trips to Maui increased as visitors become more affluent.

STRENGTHS/ POSITIVE ASPECTS - MAUI

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Beach/ ocean	24.0%	16.1%	8.1%	27.0%	12.5%	23.4%	13.4%
Nature/ natural beauty/ scenery	18.6%	26.0%	48.4%	21.1%	21.7%	37.2%	32.9%
Variety of activities/ attractions/ many choices	12.6%	18.5%	0.0%	12.4%	7.8%	24.5%	28.0%
Feeling of the "Aloha Spirit"	9.2%	9.9%	0.0%	8.9%	14.6%	0.0%	9.3%
Events/ celebrations with friends/ family	5.5%	4.5%	0.0%	3.8%	4.8%	0.0%	0.0%
Friendliness of the local people	4.2%	4.5%	16.1%	5.9%	11.8%	0.0%	4.1%
Food/ restaurant variety/ dining options	4.8%	3.7%	0.0%	2.6%	0.0%	5.4%	4.1%
Food/ restaurant variety/ dining options	4.6%	2.8%	19.3%	3.6%	3.8%	0.0%	0.0%
Accommodations/ was as promised	2.8%	2.8%	0.0%	2.2%	4.7%	0.0%	0.0%
Overall customer service/ hospitality/ the people	2.5%	2.0%	0.0%	2.0%	6.5%	0.0%	0.0%

STRENGTHS/ POSITIVE ASPECTS - MAUI

- **Age:** Among U.S. visitors, those under the age of 35 were more likely to mention the Maui's natural beauty as the most positive aspect of their stay.
- **Gender:** Female visitors from U.S. West and U.S. East were more likely to cite the "Aloha Spirit" as a driver of satisfaction. Conversely, male visitors from U.S. West were more likely to identify the variety of attractions/activities as the most positive aspect of their stay.
- **Travel party size:** U.S. West visitors who came in larger (3+ individuals) travel parties were more likely to list the beach/ocean as the one thing that made their stay enjoyable.
- **Trips to Hawai'i:** First-time visitors to Maui from U.S. West, U.S. East and Canada were more likely to identify the variety of activities/attractions as well as the island's natural beauty as drivers of satisfaction. Repeat visitors from U.S. West, U.S. East and Canada were more likely to name beach/ocean as a driver of satisfaction.

AREAS OF OPPORTUNITIES - MAUI

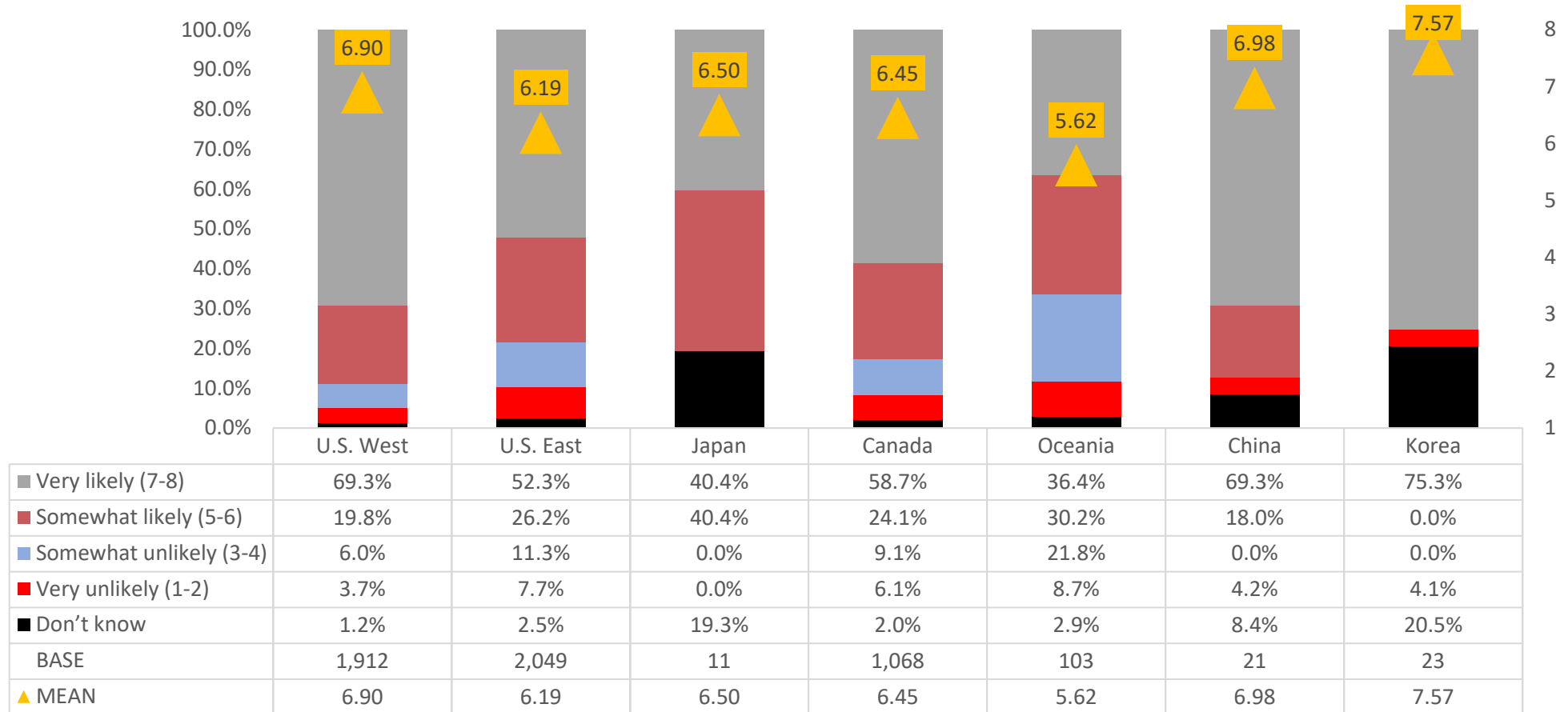
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	39.2%	42.5%	59.6%	38.2%	37.6%	23.4%	36.2%
Traffic (congested/ slow)	10.1%	8.6%	0.0%	7.2%	4.0%	4.2%	4.1%
Would like to experience more local culture	7.6%	6.7%	8.1%	6.4%	8.8%	0.0%	4.1%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	6.2%	5.3%	0.0%	5.3%	2.0%	5.4%	4.1%
Food/ restaurant variety/ dining options	6.0%	5.4%	8.1%	5.3%	4.0%	18.0%	0.0%
Driving experience (signage, road surface, traffic violations, bad drivers)	5.6%	5.2%	0.0%	5.4%	4.9%	10.7%	8.2%
Cost/ expensive (specific/ non specific)	3.1%	4.8%	0.0%	8.3%	6.0%	0.0%	12.3%
Travel problems (cost, airport, airline, TSA/ customs, cruise)	2.7%	1.4%	0.0%	1.8%	6.5%	0.0%	0.0%

AREAS OF OPPORTUNITIES - MAUI

- **Age:** A higher percentage of U.S. East visitors under the age of 35 cited the lack of exposure to local culture as their greatest disappointment of their trip compared to older visitors from this market. These younger visitors also took issue with the driving experience on Maui in greater numbers.
- **Trips to Hawai'i:** First-time visitors to Maui from U.S. West, U.S. East and Canada were more disappointed in the lack of exposure to local culture while this was less of an issue for repeat visitors.
- **Household income:** More affluent travelers from U.S. West were more likely to take issue with the traffic on Maui.

LIKELIHOOD OF RETURN VISIT - MAUI

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



LIKELIHOOD OF RETURN VISIT - MAUI

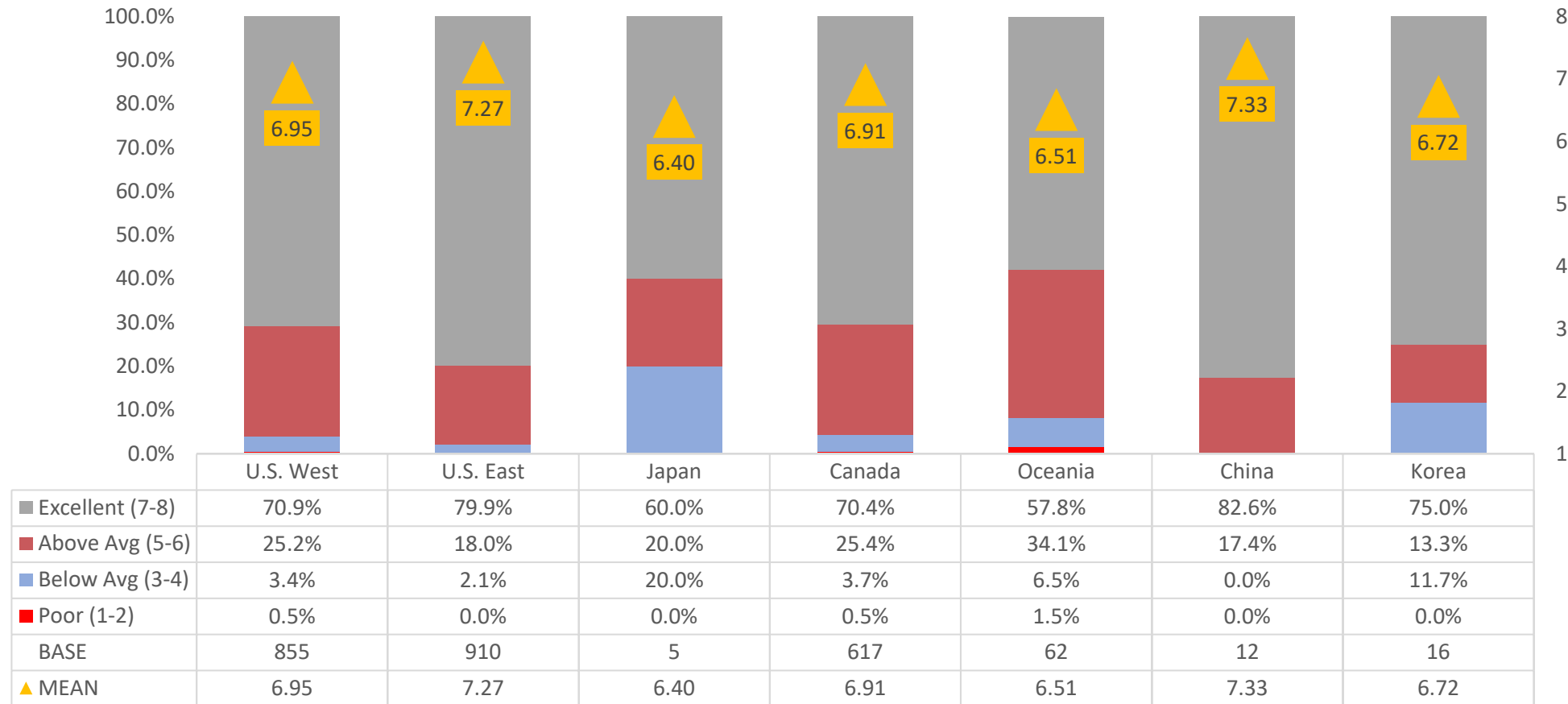
- **Islands visited:** Visitors from U.S. West, U.S. East and Canada who stayed exclusively on Maui expressed a greater likelihood of return compared to those who also visited multiple islands during their trip.
- **Travel party size:** The likelihood of return was highest among U.S. West and U.S. East visitors who traveled to Maui alone.
- **Gender:** Female visitors from U.S. West provided higher mean scores, signifying a greater likelihood of returning to Maui compared to male visitors from this market.
- **Age:** From U.S. West, younger visitors under the age of 35 were the least likely to return to Maui compared to other age groups. Seniors (65+) from U.S. East were the most likely to return from this visitor market.
- **Education:** U.S. West visitors without a college degree appeared more likely to return to Maui compared to college graduates from this visitor market.

REASONS FOR NOT RETURNING - MAUI

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Want to go someplace new	51.2%	49.2%	100.0%	46.3%	47.7%	66.7%	33.3%
Too expensive/ cost	36.5%	43.3%	0.0%	57.7%	62.3%	33.3%	66.7%
Flight too long	4.5%	33.0%	0.0%	22.0%	9.0%	0.0%	0.0%
Not enough value for the price	13.5%	10.8%	0.0%	18.2%	23.4%	0.0%	50.0%
No reason to return/ nothing new	11.4%	9.0%	0.0%	15.1%	14.6%	33.3%	16.7%
Too crowded/ congested/ traffic	8.7%	8.5%	0.0%	7.7%	6.2%	0.0%	0.0%
Too commercial/ overdeveloped	8.7%	6.6%	0.0%	7.5%	9.4%	0.0%	0.0%
Other financial obligations	5.4%	9.9%	0.0%	8.6%	2.8%	0.0%	16.7%
Unfriendly people/ felt unwelcome	10.5%	4.0%	0.0%	5.2%	0.0%	0.0%	33.3%
Nothing to do/ boring	6.2%	1.8%	0.0%	2.4%	0.0%	0.0%	16.7%
Poor health/ age restriction	3.8%	4.1%	0.0%	2.7%	2.8%	0.0%	0.0%

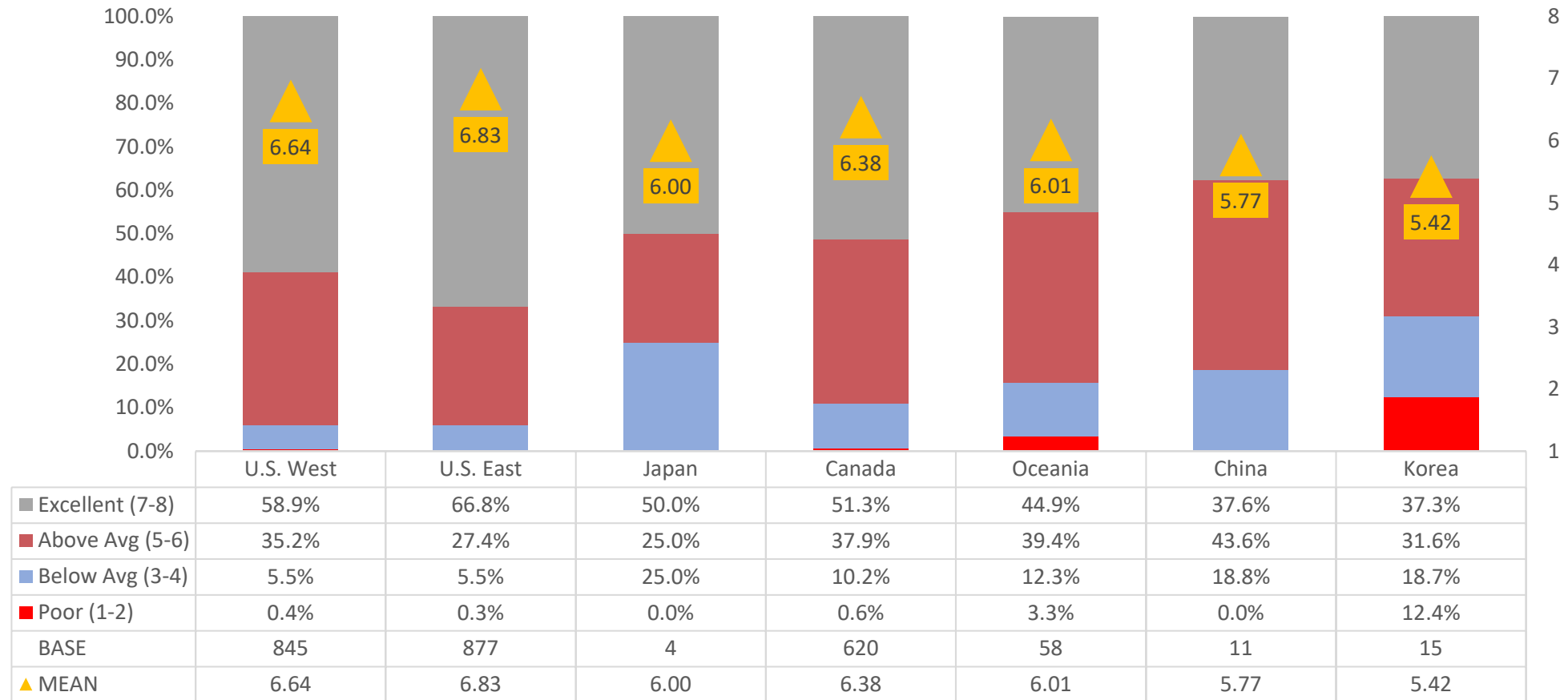
ENTERTAINMENT/ ATTRACTIONS - MAUI

8-pt Rating Scale
8=Excellent/ 1=Poor



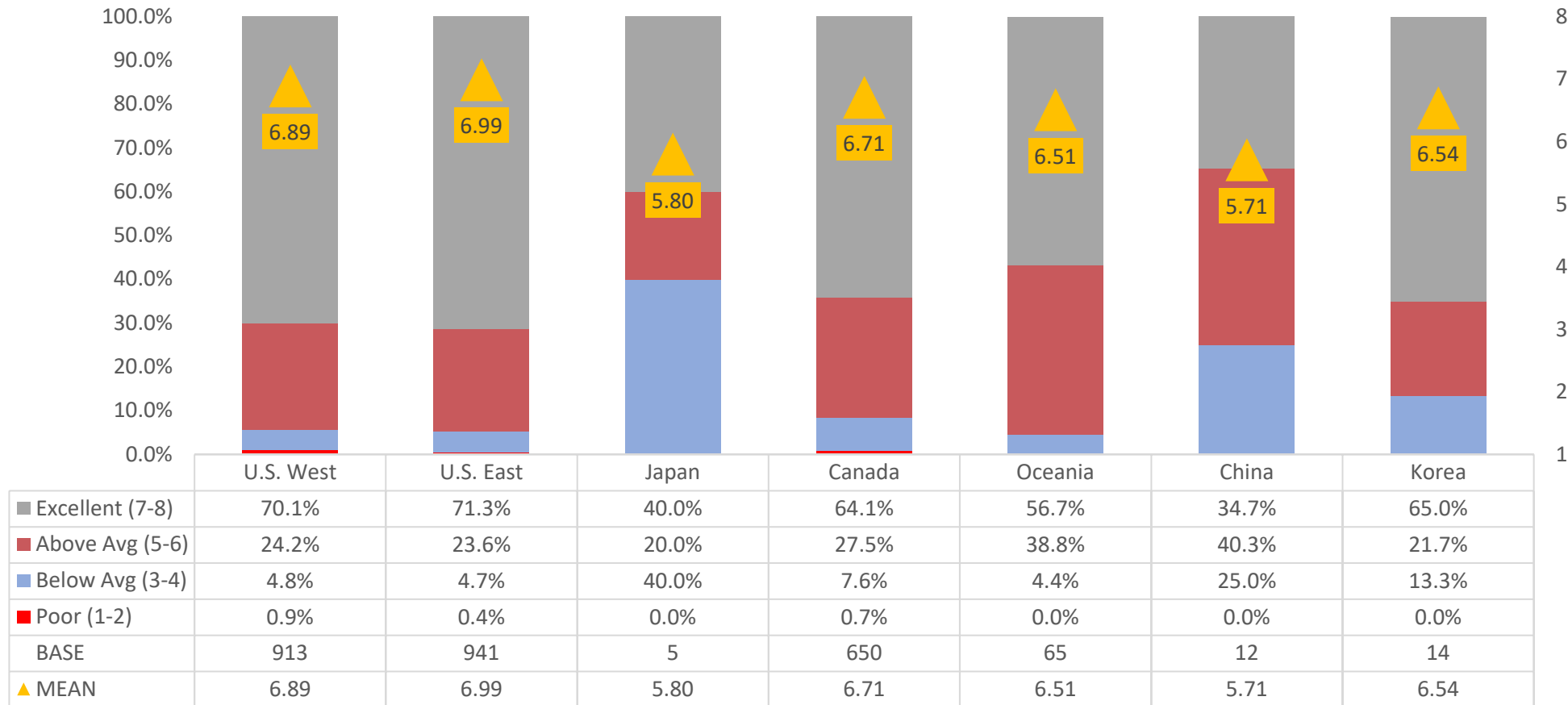
SHOPPING - MAUI

8-pt Rating Scale
8=Excellent/ 1=Poor



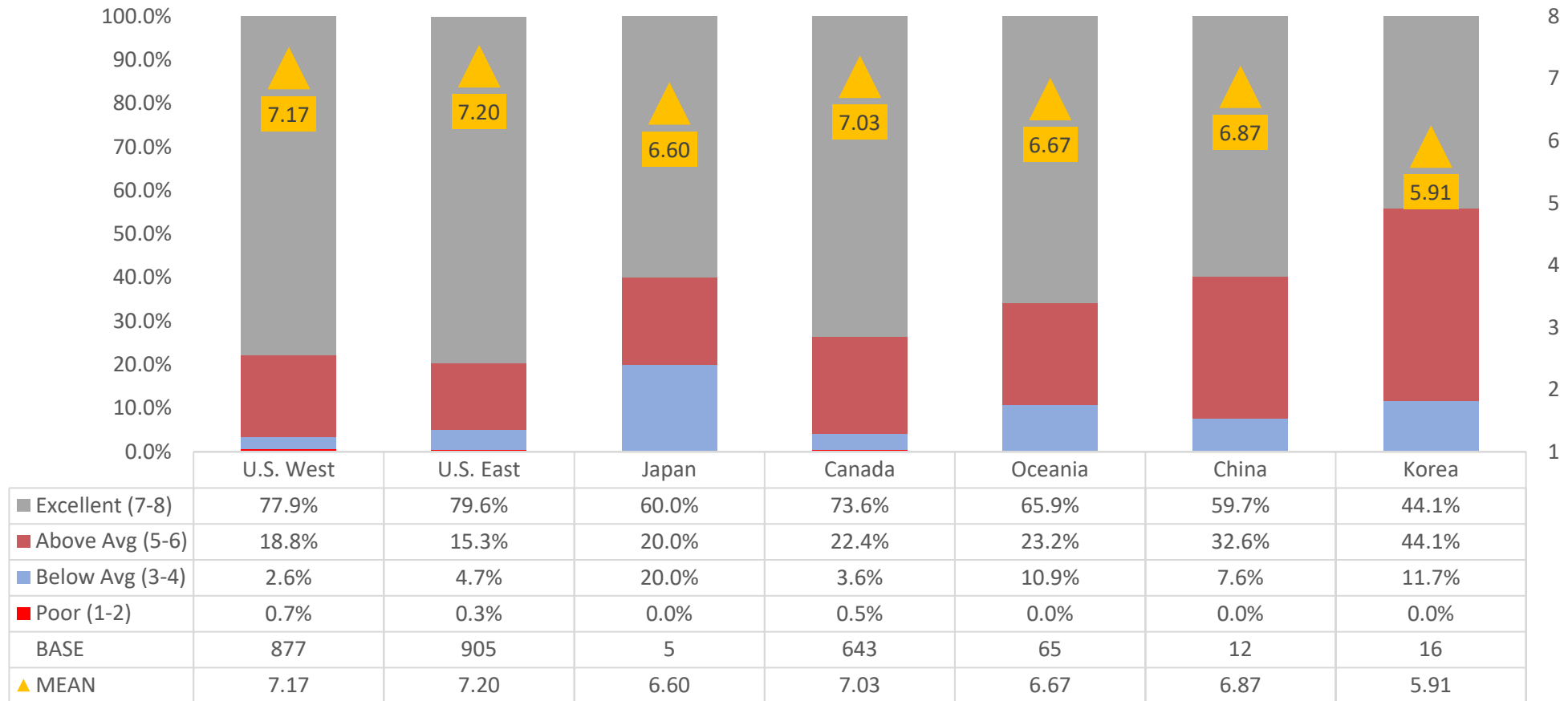
DINING/ FOOD & BEVERAGE - MAUI

8-pt Rating Scale
8=Excellent/ 1=Poor



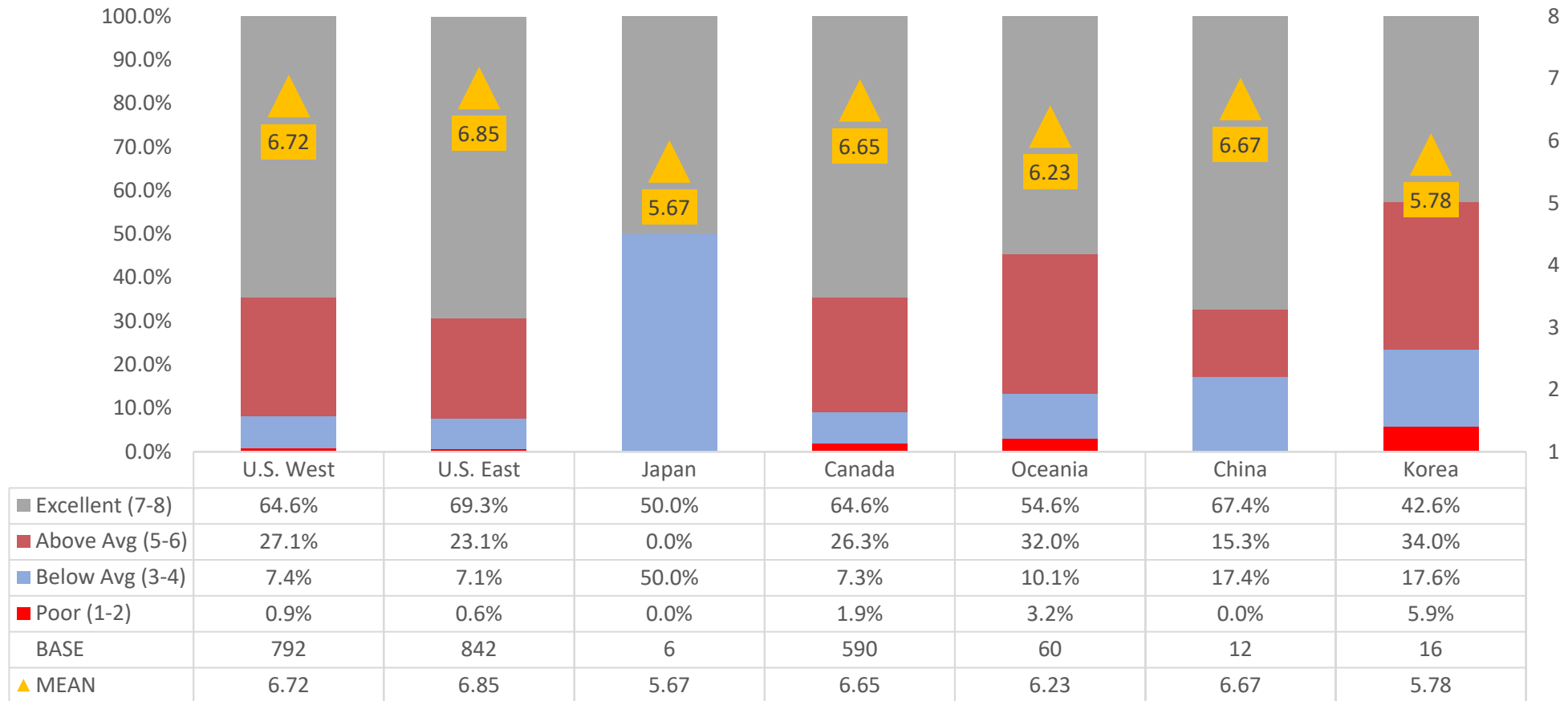
LODGING/ ACCOMMODATIONS - MAUI

8-pt Rating Scale
8=Excellent/ 1=Poor



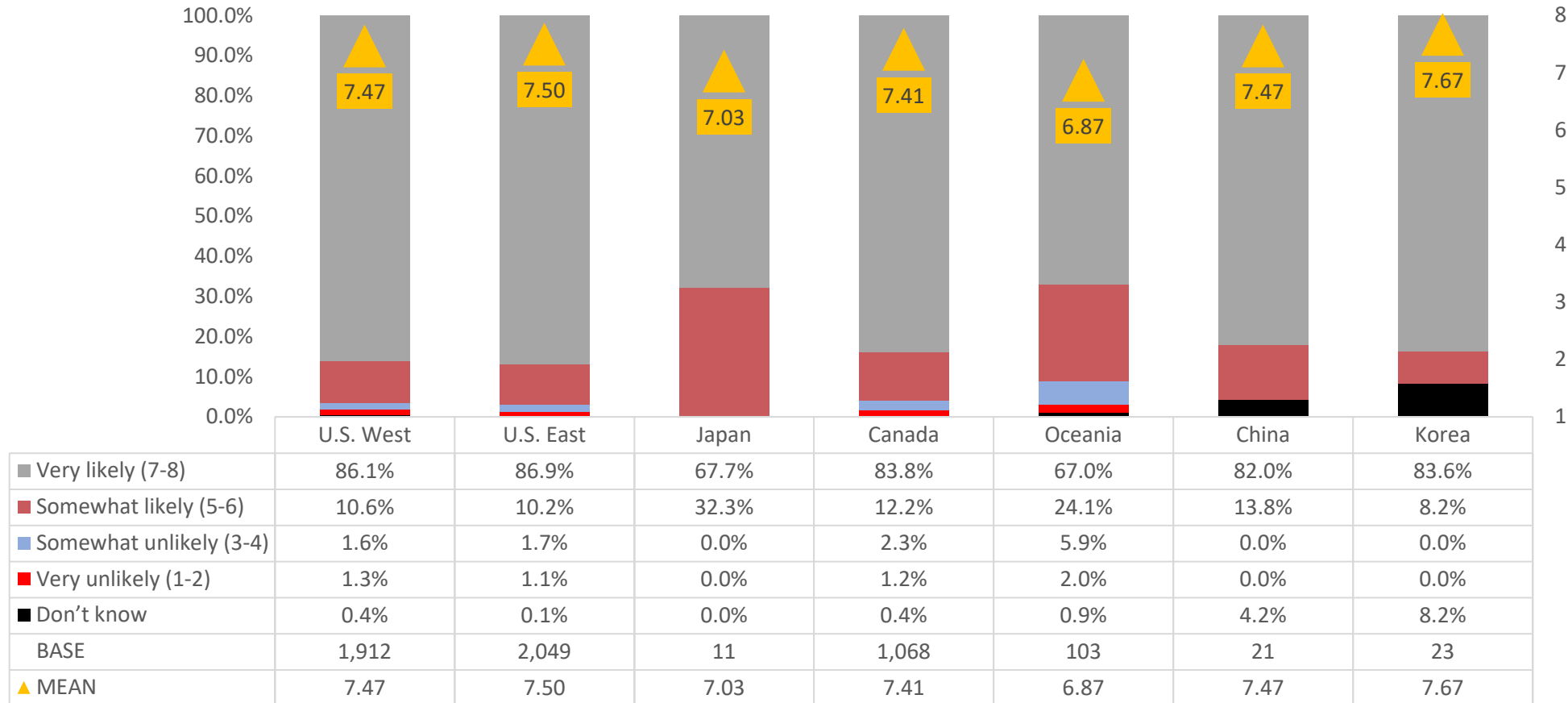
TRANSPORTATION ON ISLAND - MAUI

8-pt Rating Scale
8=Excellent/ 1=Poor



BRAND/ DESTINATION ADVOCACY - MAUI

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



BRAND/ DESTINATION ADVOCACY - MAUI

- **Islands visited:** Visitors from U.S. West and U.S. East who stayed exclusively on Maui expressed a greater likelihood of recommending Maui to others, compared to those who also visited another island in addition to Maui during their trip.
- **Gender:** Female respondents from U.S. East were more likely to recommend Maui to others than male respondents from this visitor market.
- **Education:** Visitors from U.S. West without a college degree were more likely to recommend Maui than those who were college graduates.

MAUI ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.9%	98.5%	100.0%	98.1%	94.1%	100.0%	100.0%
On own (self guided)/ driving around the island	83.7%	84.6%	48.4%	88.1%	68.9%	70.1%	73.1%
Helicopter ride/ airplane tour	2.6%	6.3%	0.0%	5.0%	5.0%	4.2%	12.3%
Boat tour/ submarine ride/ whale watching	33.8%	45.8%	8.1%	28.7%	23.2%	47.9%	14.5%
Visiting towns/ communities	58.4%	61.9%	67.7%	65.0%	36.2%	25.6%	50.4%
Private limousine/ van tour/ tour bus	4.9%	12.6%	0.0%	6.0%	12.5%	9.6%	0.0%
Scenic views/ natural landmarks	58.0%	68.8%	43.5%	63.9%	47.6%	64.0%	55.6%
Movie and TV filming location tours	0.5%	0.7%	0.0%	0.5%	0.0%	0.0%	0.0%

MAUI ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.5%	98.1%	100.0%	98.5%	96.0%	94.6%	95.9%
Beach/ sunbathing	91.0%	89.2%	75.8%	92.0%	78.8%	72.4%	56.7%
Bodyboarding	13.4%	9.2%	0.0%	18.5%	10.6%	5.4%	10.4%
Stand up paddle boarding	5.0%	3.6%	8.1%	4.5%	4.8%	5.4%	0.0%
Surfing	6.7%	8.3%	16.1%	10.1%	7.5%	24.5%	0.0%
Canoeing/ kayaking	3.8%	3.8%	0.0%	4.8%	2.0%	4.2%	5.2%
Swimming in the ocean	73.0%	70.4%	32.3%	77.9%	69.8%	44.8%	64.9%
Snorkeling	54.7%	53.0%	8.1%	58.0%	42.8%	71.3%	52.6%
Freediving	2.0%	2.2%	8.1%	1.1%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.5%	0.3%	0.0%	0.2%	2.8%	0.0%	0.0%
Jet skiing/parasailing	1.9%	1.9%	0.0%	1.3%	1.9%	4.2%	8.2%
Scuba diving	2.9%	2.7%	0.0%	2.8%	1.9%	8.4%	0.0%
Fishing	2.4%	2.5%	8.1%	1.1%	0.9%	0.0%	0.0%
Golf	7.5%	8.5%	8.1%	12.0%	6.7%	5.4%	4.1%

MAUI ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.5%	98.1%	100.0%	98.5%	96.0%	94.6%	95.9%
Running/ jogging/ fitness walking	31.7%	29.1%	19.3%	33.5%	25.2%	16.1%	9.3%
Cycling	2.6%	3.7%	19.3%	3.3%	4.8%	0.0%	0.0%
Spa	10.5%	11.3%	19.3%	7.7%	6.8%	0.0%	14.5%
Hiking	41.6%	51.0%	35.4%	47.2%	31.3%	47.9%	24.7%
Backpacking/ camping	1.1%	1.2%	0.0%	1.7%	0.9%	0.0%	12.3%
Agritourism	9.8%	11.9%	16.1%	7.3%	2.0%	0.0%	0.0%
Sports event or tournament	0.9%	1.2%	0.0%	1.5%	0.9%	0.0%	0.0%
Parks/ botanical gardens	31.5%	36.3%	24.2%	31.3%	23.6%	20.3%	32.9%
Waterparks	0.9%	0.7%	0.0%	1.2%	0.0%	5.4%	0.0%
Mountain tubing/ waterfall rappel	0.4%	1.1%	0.0%	0.6%	0.0%	4.2%	5.2%
Zip lining	5.6%	6.1%	0.0%	3.7%	0.9%	0.0%	4.1%
Skydiving	0.2%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%
All terrain vehicle (ATV)	1.3%	2.6%	0.0%	0.9%	2.1%	0.0%	0.0%
Horseback riding	0.8%	1.3%	0.0%	0.5%	0.0%	0.0%	5.2%

MAUI ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.1%	99.2%	100.0%	99.6%	97.9%	94.6%	95.9%
Lunch/ sunset/ dinner/ evening cruise	25.8%	30.4%	8.1%	20.2%	15.7%	54.4%	25.8%
Live music/ stage show	26.3%	35.3%	27.4%	23.1%	19.8%	34.1%	26.9%
Nightclub/ dancing/ bar/ karaoke	5.6%	4.9%	0.0%	4.3%	7.6%	8.4%	0.0%
Fine dining	54.5%	58.1%	35.4%	46.4%	31.8%	45.6%	48.5%
Family restaurant	64.1%	58.5%	32.3%	63.9%	59.8%	24.5%	24.7%
Fast food	29.2%	27.9%	32.3%	39.1%	33.9%	41.7%	28.8%
Food truck	47.4%	46.7%	40.4%	46.9%	37.4%	56.3%	47.4%
Café/ coffee house	47.1%	46.3%	75.8%	54.5%	63.3%	49.0%	52.6%
Ethnic dining	23.0%	27.0%	16.1%	21.4%	10.8%	8.4%	34.0%
Farm to table cuisine	20.4%	23.7%	8.1%	14.0%	6.7%	4.2%	0.0%
Prepared own meal	57.2%	44.7%	24.2%	67.3%	45.6%	25.6%	16.4%

MAUI ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.6%	97.5%	100.0%	98.3%	96.2%	80.8%	90.7%
Malls/ department stores	42.3%	38.9%	40.4%	53.5%	38.7%	39.4%	52.6%
Designer boutiques	18.8%	22.9%	8.1%	22.3%	14.6%	5.4%	13.4%
Hotel/ resort stores	32.4%	38.1%	51.6%	27.8%	24.0%	16.1%	13.4%
Swap meet/ flea market	15.5%	14.0%	0.0%	16.9%	5.7%	0.0%	0.0%
Discount/ outlet stores	18.3%	18.0%	0.0%	25.8%	28.7%	0.0%	39.2%
Supermarkets	72.8%	65.8%	32.3%	74.6%	67.6%	37.2%	42.2%
Farmer's market	31.9%	27.7%	24.2%	35.5%	20.4%	31.8%	8.2%
Convenience stores	50.7%	48.1%	24.2%	52.8%	47.2%	44.8%	21.6%
Duty free stores	4.0%	4.0%	0.0%	3.0%	5.1%	0.0%	9.3%
Hawai'i based products	47.5%	49.7%	35.4%	46.7%	30.0%	13.8%	16.4%
Local shops and artisans	65.6%	67.3%	59.6%	66.1%	51.3%	23.4%	37.0%

MAUI ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	64.2%	74.1%	51.6%	63.9%	56.6%	55.2%	42.2%
Historic military sites and museums	4.3%	6.3%	0.0%	4.3%	5.9%	8.4%	12.3%
Historic Hawaiian sites and museums	23.9%	27.5%	16.1%	22.3%	23.0%	9.6%	5.2%
Other historical sites, museums, and homes	9.9%	10.8%	16.1%	10.5%	6.8%	4.2%	12.3%
Art museum	3.0%	2.7%	0.0%	3.5%	2.9%	10.7%	0.0%
Art galleries/ exhibitions	16.2%	15.9%	0.0%	15.0%	13.5%	9.6%	0.0%
Lū'au/ Polynesian show/ hula show	25.8%	41.8%	19.3%	23.9%	25.6%	12.7%	12.3%
Lesson ex. ukulele, hula, canoe, lei making	3.5%	4.6%	0.0%	2.2%	3.8%	5.4%	0.0%
Play/ concert/ theatre	1.9%	1.8%	0.0%	2.8%	4.8%	0.0%	4.1%
Art/ craft fair	14.4%	12.8%	0.0%	12.8%	8.7%	10.7%	12.3%
Festival/ events	2.9%	2.5%	0.0%	3.2%	2.8%	4.2%	0.0%

MAUI ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	95.7%	96.3%	91.9%	96.8%	97.1%	100.0%	95.9%
Airport shuttle	8.1%	10.3%	19.3%	10.2%	16.7%	9.6%	8.2%
Trolley	4.3%	4.4%	8.1%	3.9%	6.8%	0.0%	0.0%
Public bus	1.4%	1.6%	0.0%	3.3%	8.6%	0.0%	0.0%
Tour bus/ tour van	4.1%	11.0%	8.1%	5.8%	11.8%	0.0%	0.0%
Taxi/ limo	3.6%	5.6%	0.0%	9.1%	14.8%	5.4%	4.1%
Rental car	83.9%	82.6%	48.4%	84.1%	65.8%	89.3%	79.5%
Ride share	10.0%	13.7%	16.1%	12.6%	21.2%	24.5%	21.6%
Car share	5.0%	4.5%	0.0%	3.9%	2.9%	0.0%	0.0%
Bicycle rental	1.4%	2.0%	0.0%	2.0%	4.7%	0.0%	0.0%

MAUI ACTIVITIES - OTHER

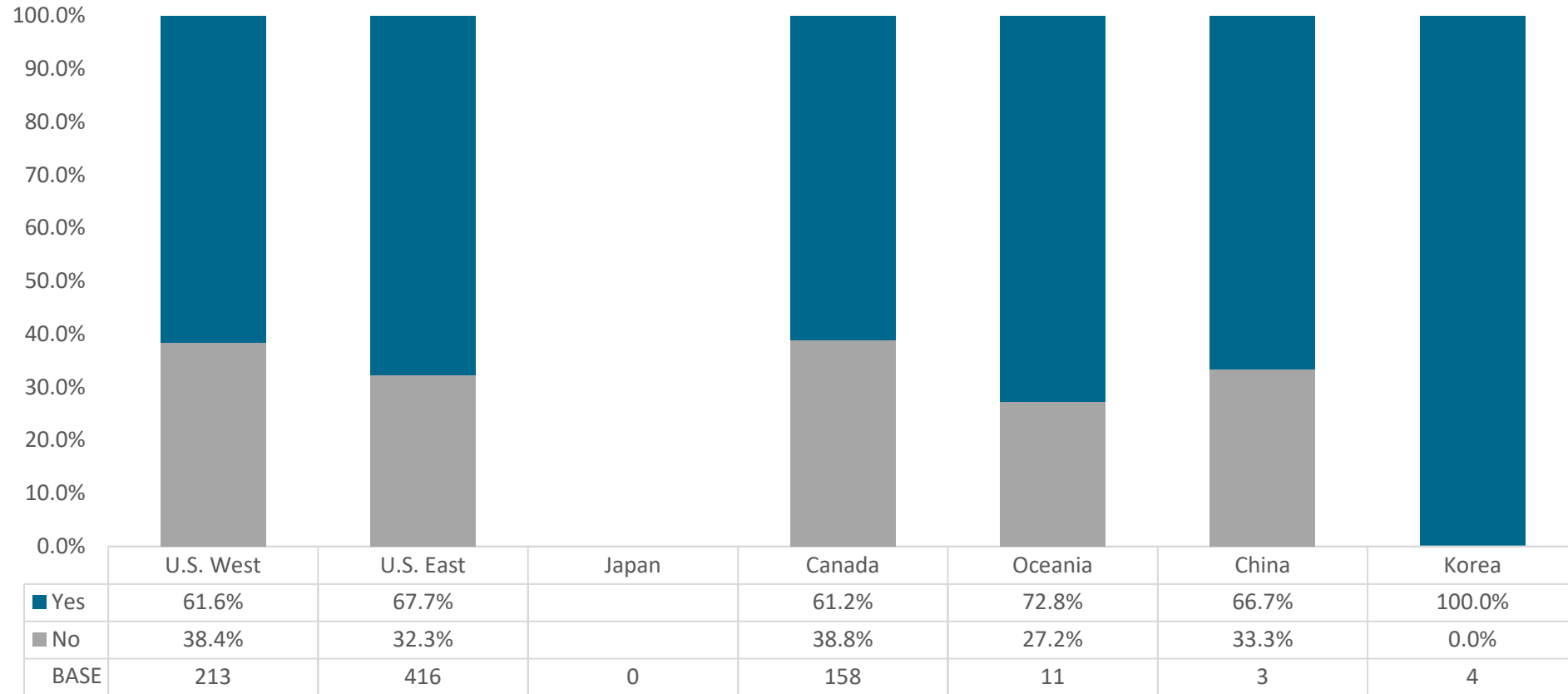
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	24.5%	19.4%	16.1%	22.9%	23.2%	16.1%	31.0%
Visiting friends and family	22.6%	16.4%	16.1%	21.1%	21.3%	10.7%	31.0%
Giving back to the local community	2.3%	3.4%	0.0%	3.0%	2.8%	5.4%	0.0%

ATTRACTIONS - MAUI

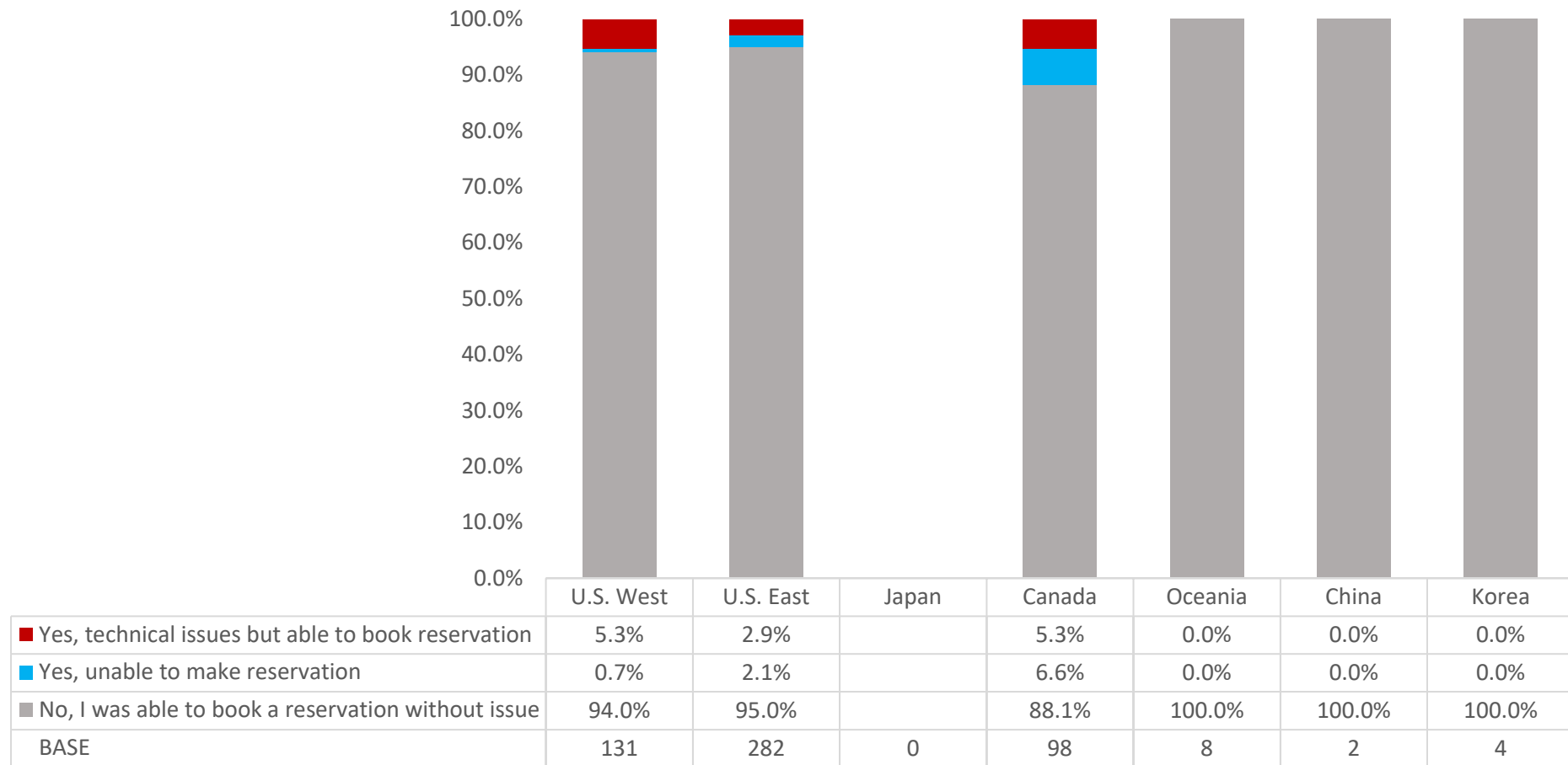
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Alexander & Baldwin Sugar Museum	1.9%	1.6%	0.0%	2.0%	0.0%	4.2%	9.3%
Aquarium Maui /Maui Ocean Center	15.6%	14.3%	8.1%	18.0%	6.8%	8.4%	9.3%
Baldwin Missionary Home Museum	3.9%	3.8%	0.0%	4.2%	1.9%	0.0%	9.3%
Hale Pa'i Printing House	0.3%	0.1%	0.0%	0.1%	0.9%	0.0%	0.0%
Haleakalā National Park	28.2%	47.2%	43.5%	39.3%	33.2%	57.5%	50.4%
Haleki'i Pihana Heiau State Monument	1.5%	2.1%	8.1%	1.2%	2.0%	5.4%	0.0%
Hana Cultural Center	6.8%	11.6%	8.1%	10.4%	9.8%	13.8%	9.3%
Īao Valley State Monument	11.4%	10.2%	24.2%	8.6%	7.8%	0.0%	8.2%
Kepaniwai Park & Heritage Gardens	3.4%	4.7%	0.0%	4.6%	5.9%	5.4%	9.3%
Kula Botanical Garden	7.2%	7.6%	8.1%	5.1%	5.8%	5.4%	12.3%
Maui Historical Society Bailey House Museum	1.7%	1.5%	0.0%	1.5%	2.8%	0.0%	5.2%
Wai'ānapanapa State Park	11.3%	20.1%	0.0%	14.3%	10.7%	16.1%	18.6%
Whaler's Village Museum	14.3%	15.8%	8.1%	13.3%	11.3%	5.4%	12.3%
Wo Hing Temple Museum	1.1%	1.1%	0.0%	1.2%	1.9%	0.0%	0.0%

488 Q. During this trip, which of the following activities did you participate in?

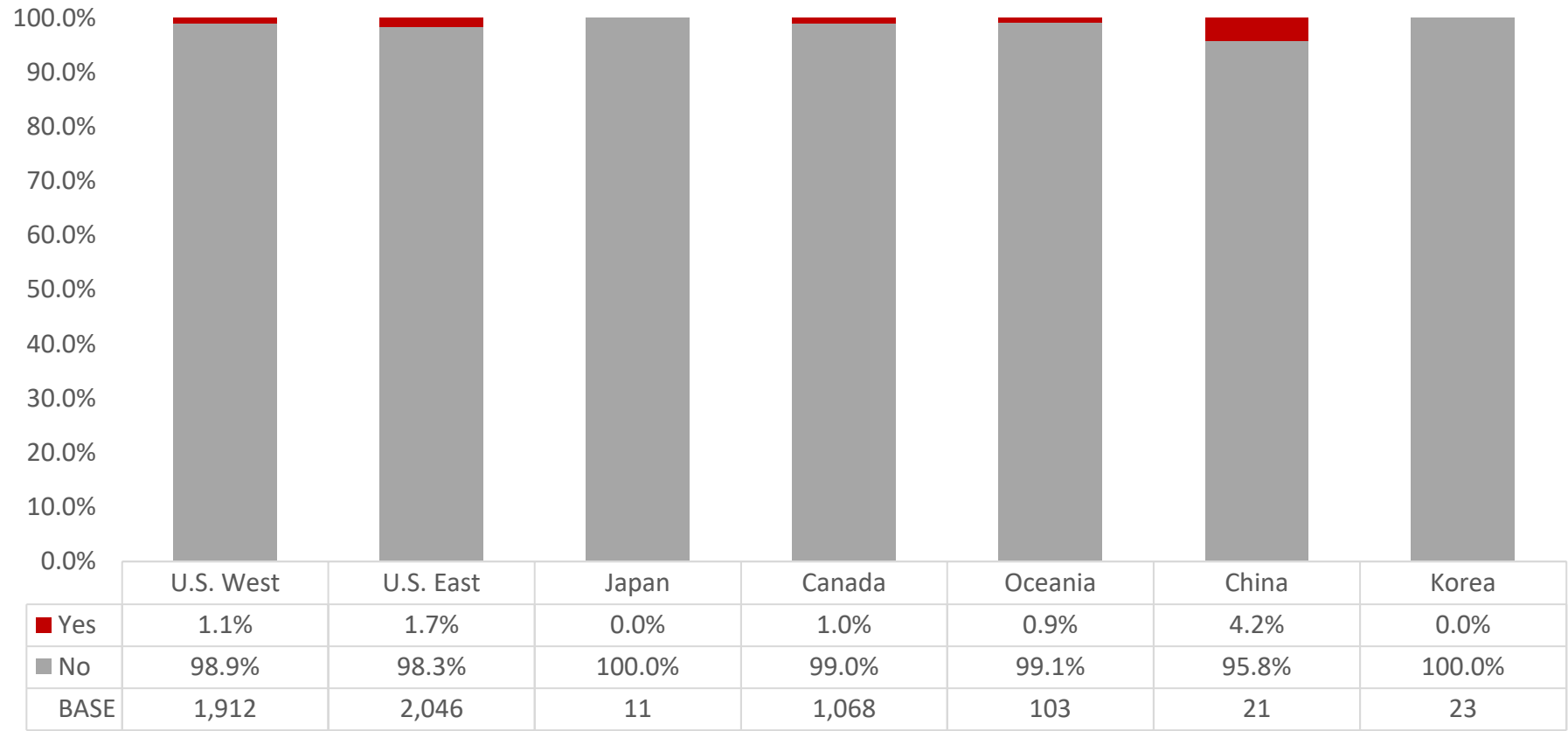
WAI'ĀNAPANAPA STATE PARK - RESERVATIONS SYSTEM USE



WAI‘ĀNAPANAPA STATE PARK - RESERVATIONS SYSTEM PROBLEMS



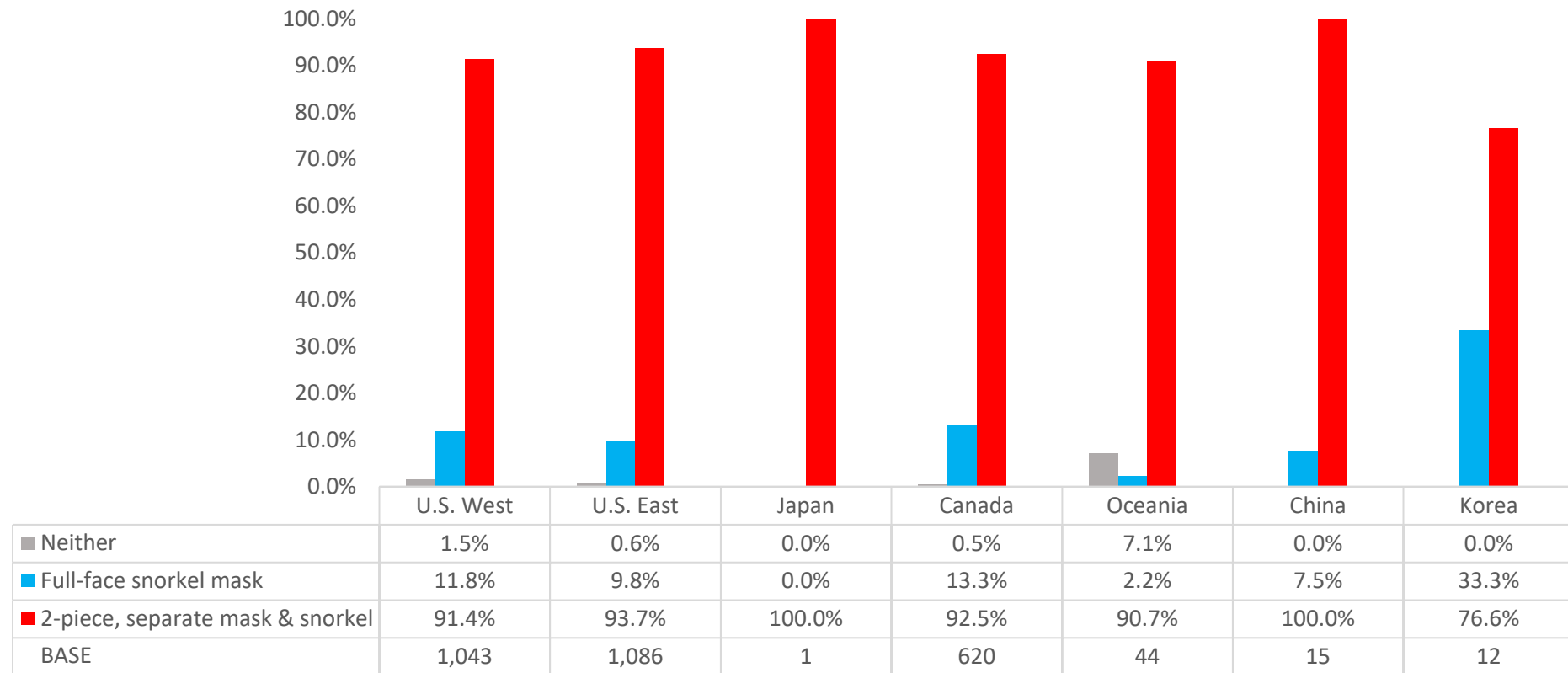
VISITED MAUI FOR SPECIFIC FESTIVAL OR SPORTING EVENT



VISITED MAUI FOR SPECIFIC FESTIVAL OR SPORTING EVENT

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Other sporting event	18.9%	41.7%	0.0%	29.0%	0.0%	0.0%	0.0%
Sentry Tournament of Golf Champions	18.9%	12.1%	0.0%	9.7%	0.0%	0.0%	0.0%
Wedding/ Honeymoon/ Anniversary/ Birthday/ Funeral/ Graduation	4.7%	23.2%	0.0%	29.0%	0.0%	0.0%	0.0%
Maui Marathon	9.5%	8.6%	0.0%	24.8%	0.0%	0.0%	0.0%
Convention/ Conference/ Retreat/ Seminar/ Meeting/ Workshop/ Training/ Work event	14.8%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawai'i Food and Wine Festival	4.7%	5.5%	0.0%	7.6%	0.0%	100.0%	0.0%
Other festival/ concert	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other (please specify festival/event name)	4.7%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kapalua Food & Wine Festival	4.7%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Whale Watching	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maui Film Festival	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
American Windsurfing Tour	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
BASE	21	34	0	11	1	1	0

SNORKELING EQUIPMENT USED - MAUI

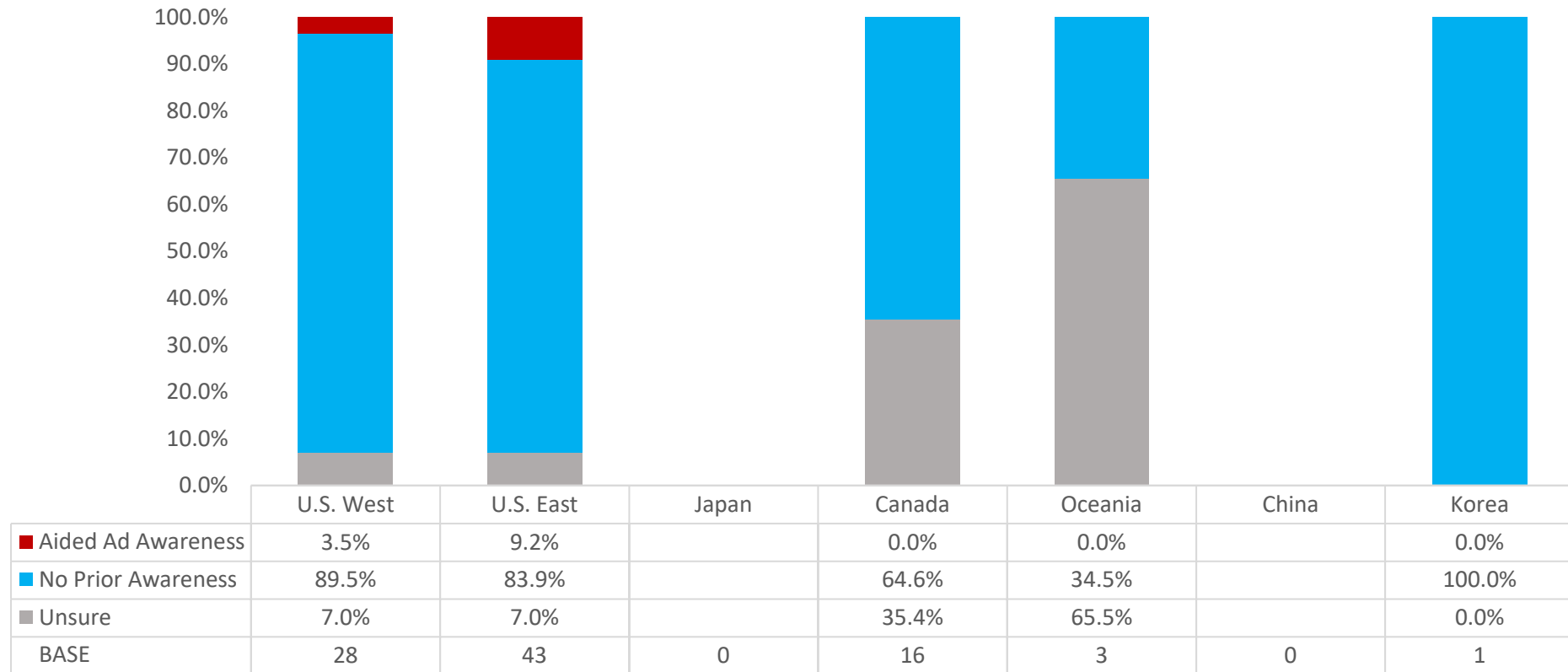


SNORKELING OCEAN SAFETY - MAUI

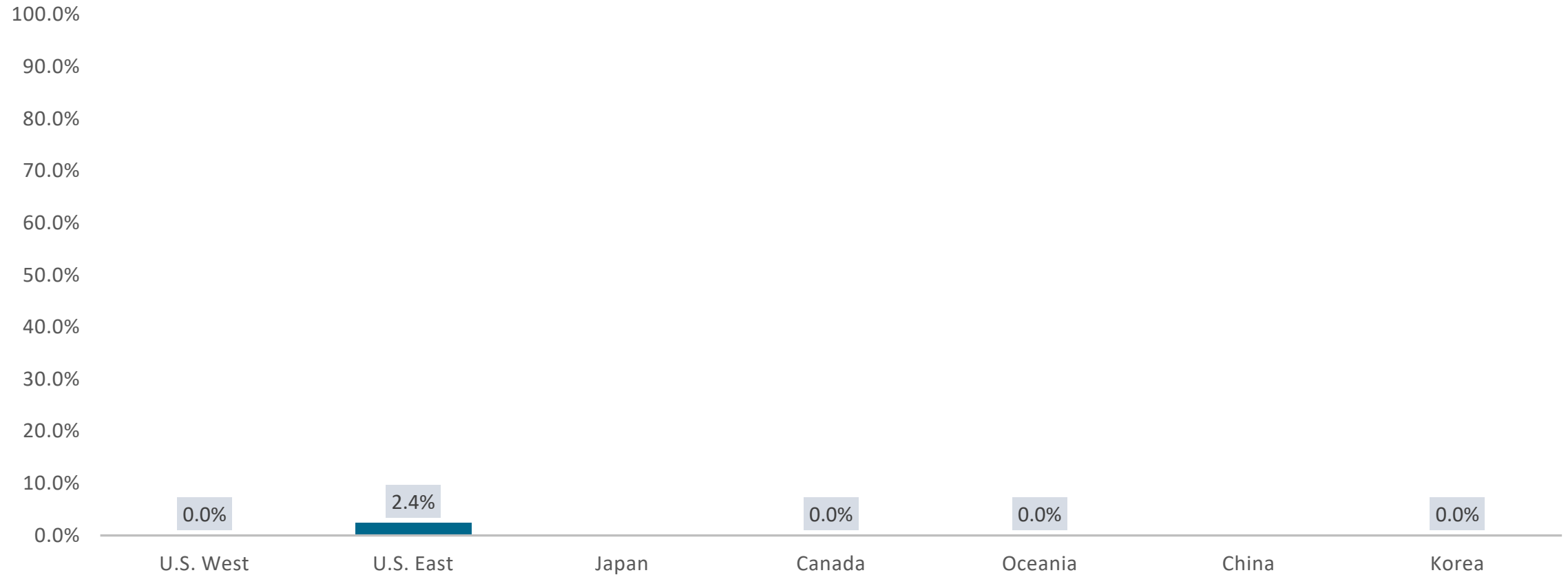
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Did not have to be assisted or rescued	91.4%	93.7%	100.0%	92.5%	90.7%	100.0%	76.6%
Yes, needed assistance using 2 piece mask & snorkel	11.8%	9.8%	0.0%	13.3%	2.2%	7.5%	33.3%
Yes, while doing another type of ocean activity	1.5%	0.6%	0.0%	0.5%	7.1%	0.0%	0.0%
BASE	1,043	1,086	1	620	44	15	12

Section 23 – Moloka‘i

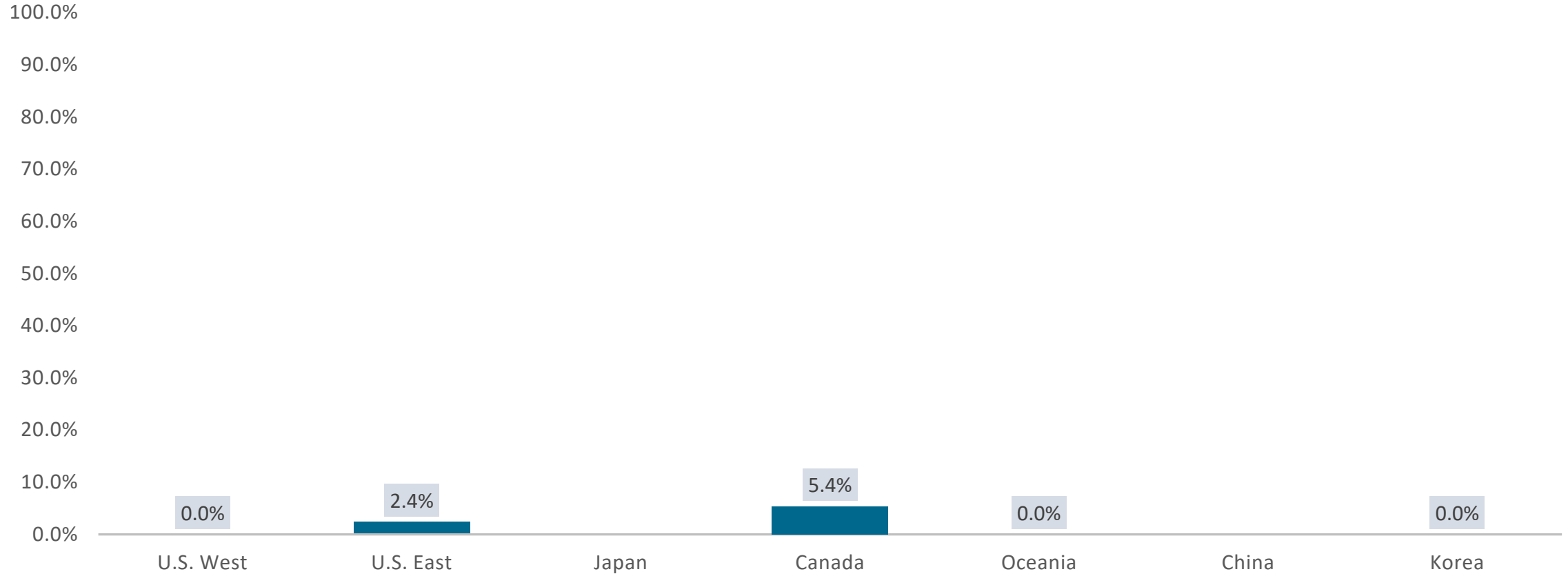
AIDED ADVERTISING AWARENESS - MOLOKA'I



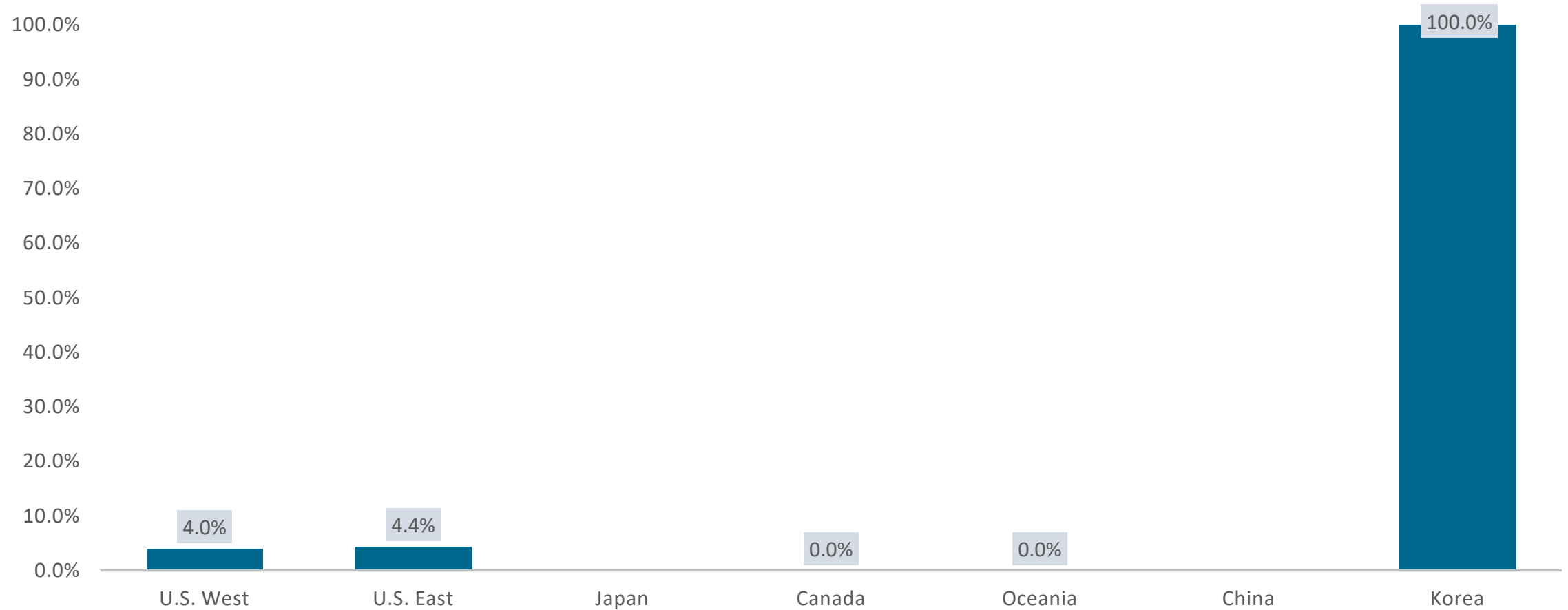
IMPACT OF LOCATION FILMING - MOLOKA'I



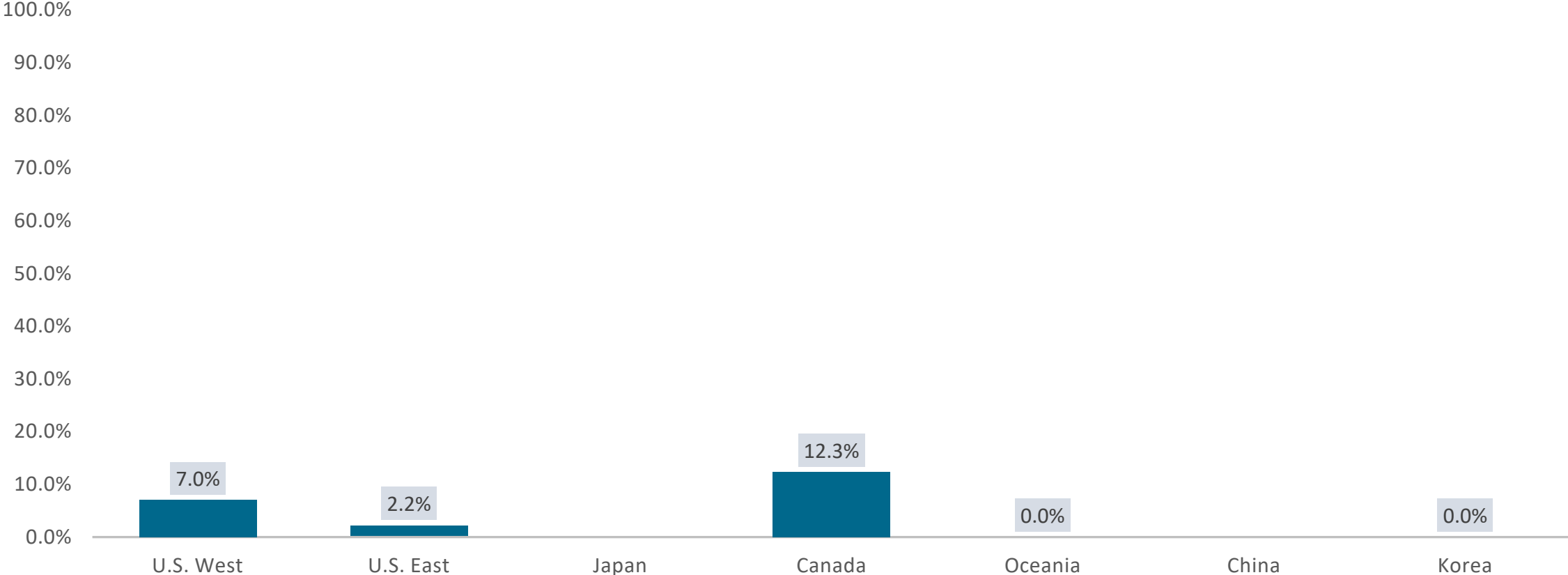
IMPACT OF HAWAIIAN MUSIC - MOLOKA'I



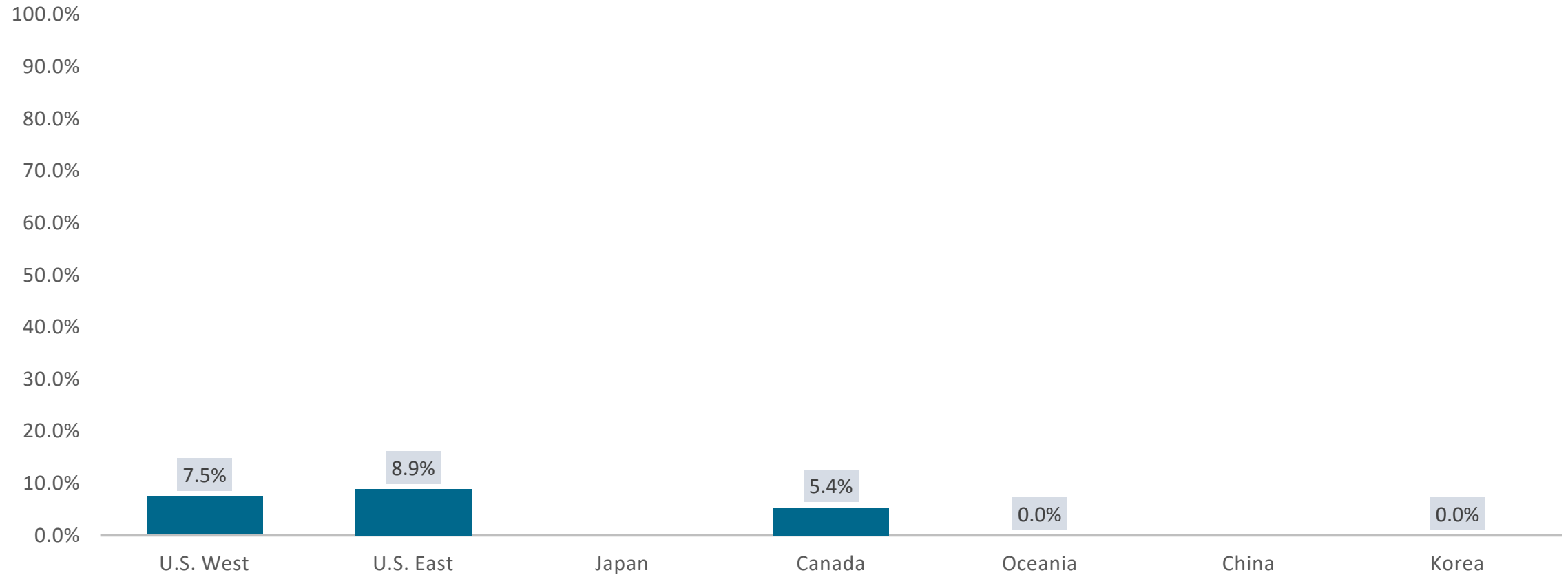
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - MOLOKA'I



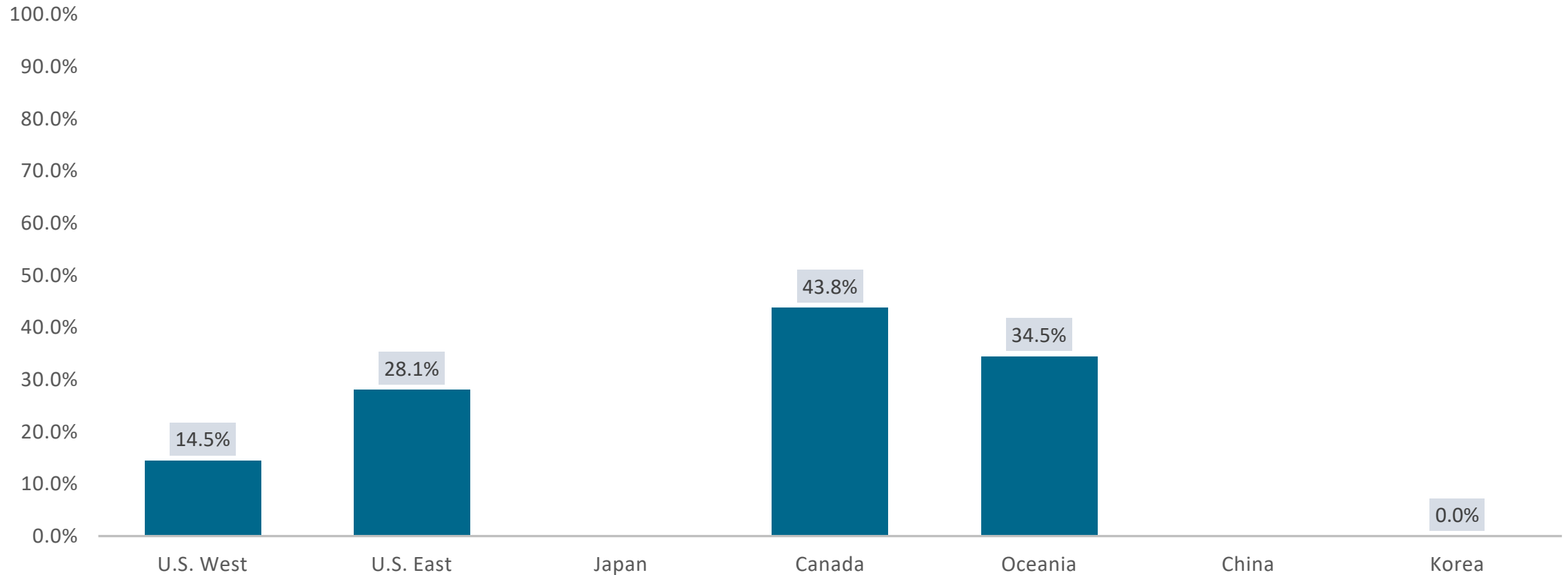
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - MOLOKA'I



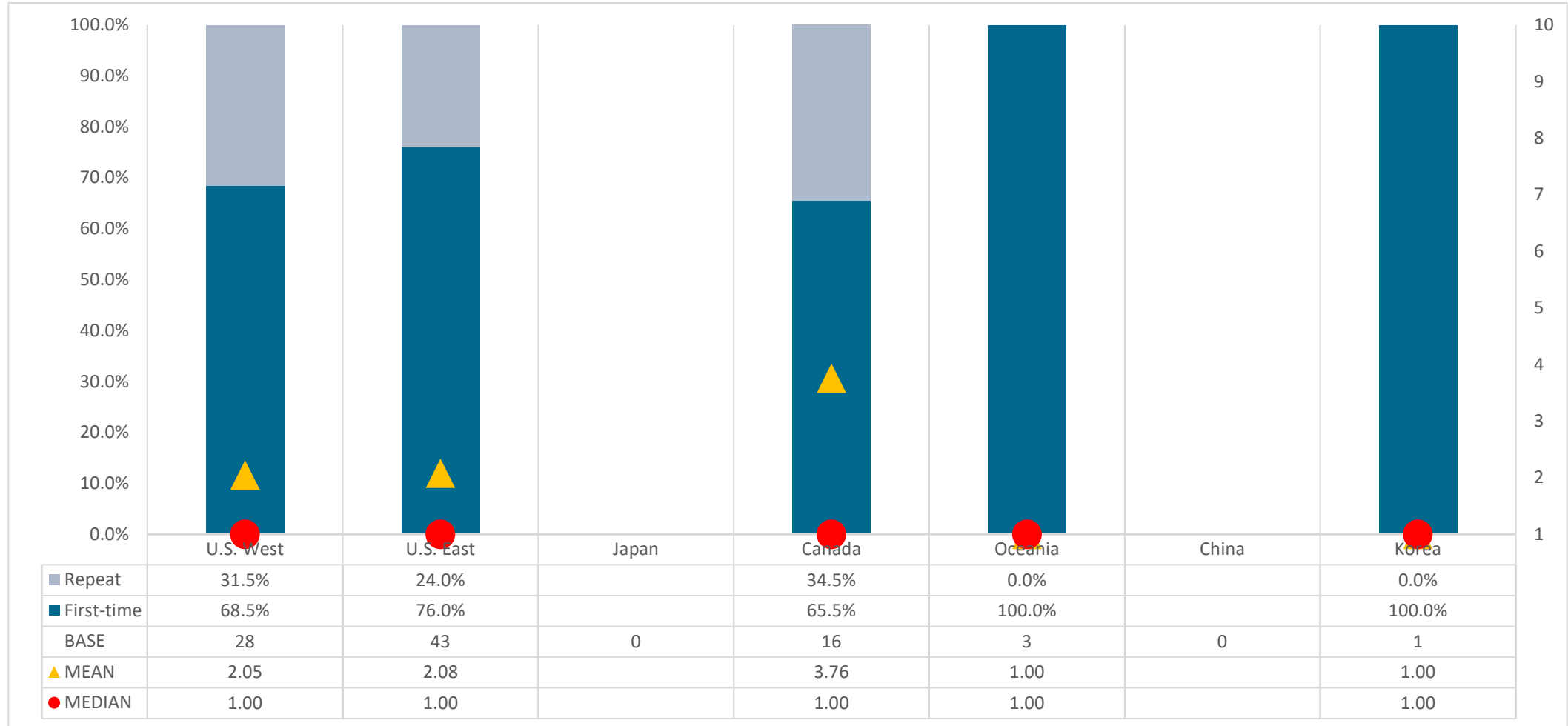
IMPACT OF HAWAIIAN CULTURAL EVENTS - MOLOKA'I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - MOLOKA'I



1st TIME VS REPEAT VISITOR - MOLOKA'I



STRENGTHS/ POSITIVE ASPECTS - MOLOKA'I

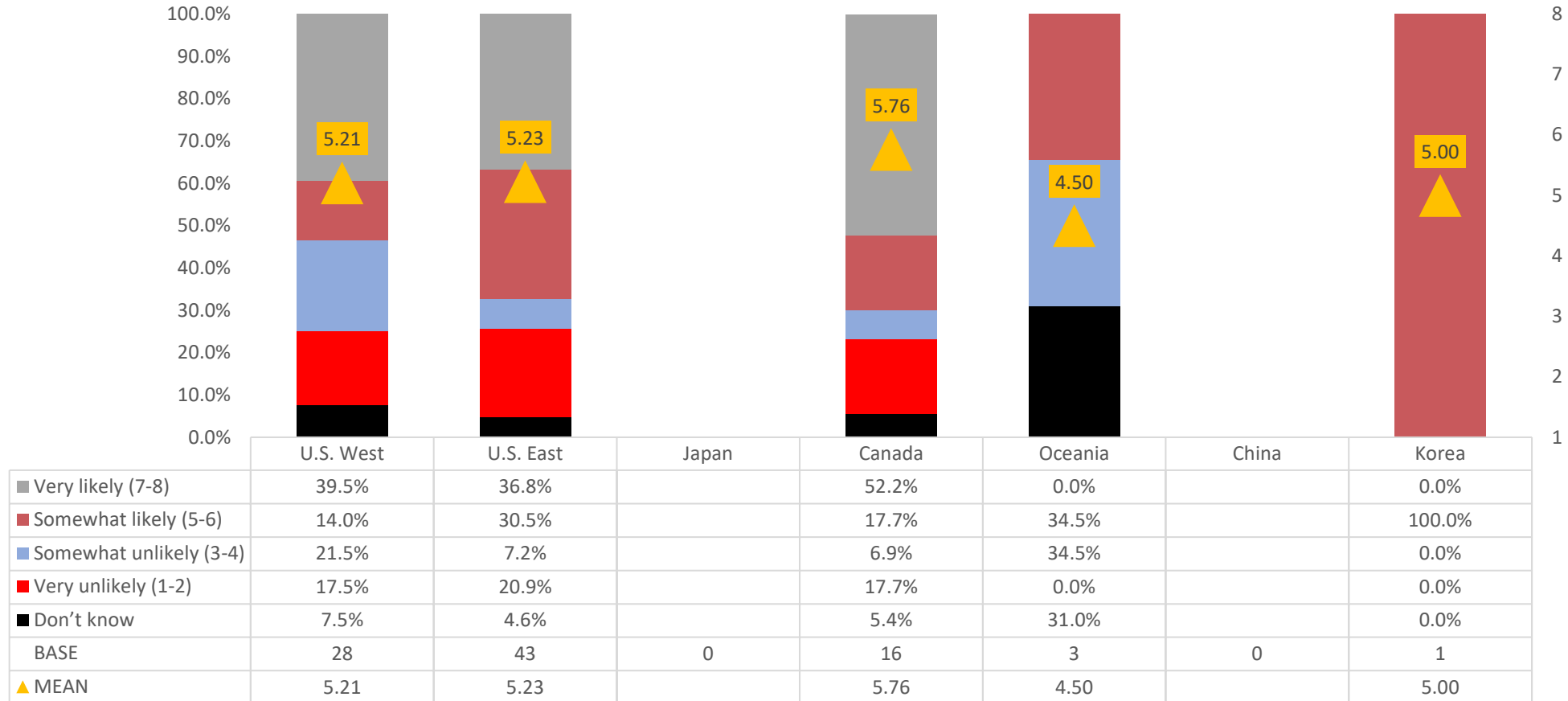
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Nature/ natural beauty/ scenery	14.0%	23.3%	0.0%	26.1%	0.0%	0.0%	0.0%
Local culture/ people/ music	17.5%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Beach/ ocean	7.0%	18.9%	0.0%	33.0%	0.0%	0.0%	0.0%
Hawaiian cultural sites	15.0%	9.6%	0.0%	0.0%	34.5%	0.0%	0.0%
Friendliness of the local people	18.0%	4.6%	0.0%	12.3%	0.0%	0.0%	0.0%
Feeling of the "Aloha Spirit"	7.0%	4.6%	0.0%	12.3%	0.0%	0.0%	100.0%
Other (please specify)	7.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Variety of activities/ attractions/ many choices	0.0%	11.5%	0.0%	10.8%	0.0%	0.0%	0.0%
Nothing/ negative comment	3.5%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Accommodations/ was as promised	3.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Not crowded/ few tourists	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

AREAS OF OPPORTUNITIES - MOLOKA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	54.0%	44.4%	0.0%	38.4%	65.5%	0.0%	0.0%
Food/ restaurant variety/ dining options	7.0%	11.5%	0.0%	13.8%	0.0%	0.0%	0.0%
Would like to experience more local culture	7.0%	7.0%	0.0%	12.3%	34.5%	0.0%	0.0%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	7.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Other (please specify)	7.5%	2.2%	0.0%	5.4%	0.0%	0.0%	0.0%
Friendliness of local people	3.5%	7.0%	0.0%	10.8%	0.0%	0.0%	0.0%
Unfriendly/ felt unwelcome/ Japanese catered to	3.5%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%
Driving experience (signage, road surface, traffic violations, bad drivers)	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%

LIKELIHOOD OF RETURN VISIT - MOLOKA'I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely

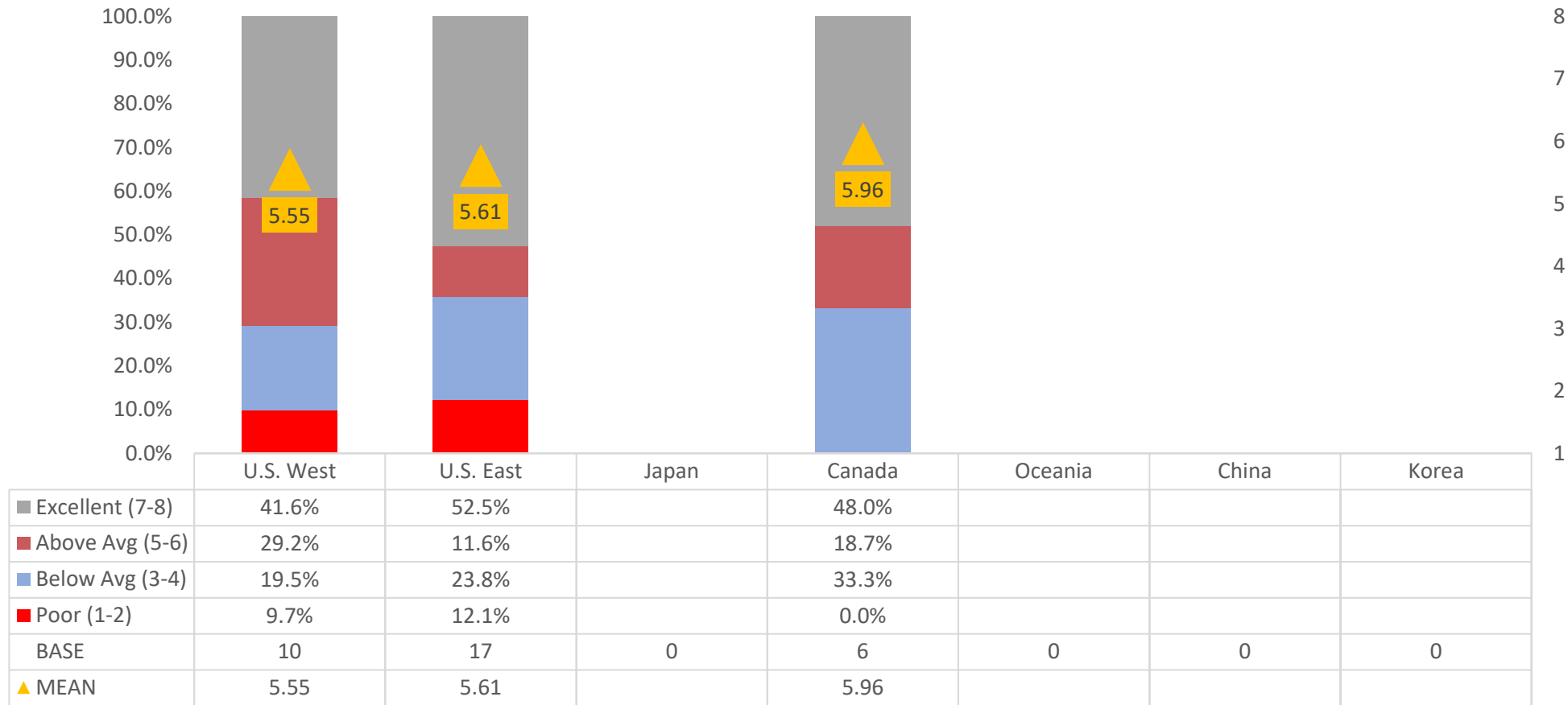


REASONS FOR NOT RETURNING - MOLOKA‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No reason to return/ nothing new	45.2%	49.3%	0.0%	23.0%	47.3%	0.0%	0.0%
Want to go someplace new	37.7%	28.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Too expensive/cost	23.6%	7.3%	0.0%	18.0%	0.0%	0.0%	0.0%
Other (please specify)	17.1%	6.7%	0.0%	18.0%	0.0%	0.0%	0.0%
Unfriendly people/ felt unwelcome	7.5%	21.3%	0.0%	36.0%	0.0%	0.0%	0.0%
Nothing to do/ boring	15.1%	6.7%	0.0%	18.0%	0.0%	0.0%	0.0%
Not enough value for the price	15.1%	0.0%	0.0%	59.0%	0.0%	0.0%	0.0%
Already visited/ been there several times	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poor service	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Flight too long	0.0%	6.7%	0.0%	0.0%	52.7%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%

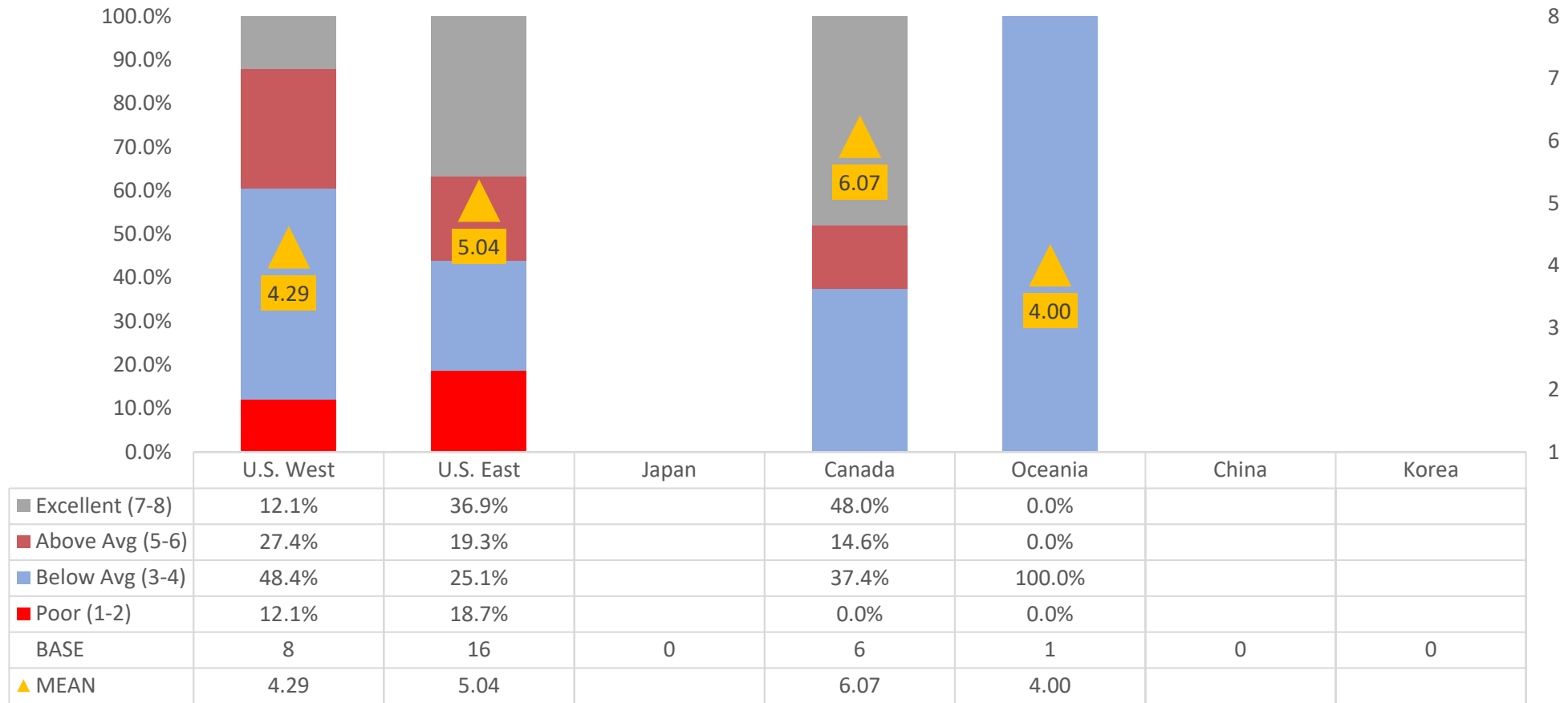
ENTERTAINMENT/ ATTRACTIONS - MOLOKA'I

8-pt Rating Scale
8=Excellent/ 1=Poor



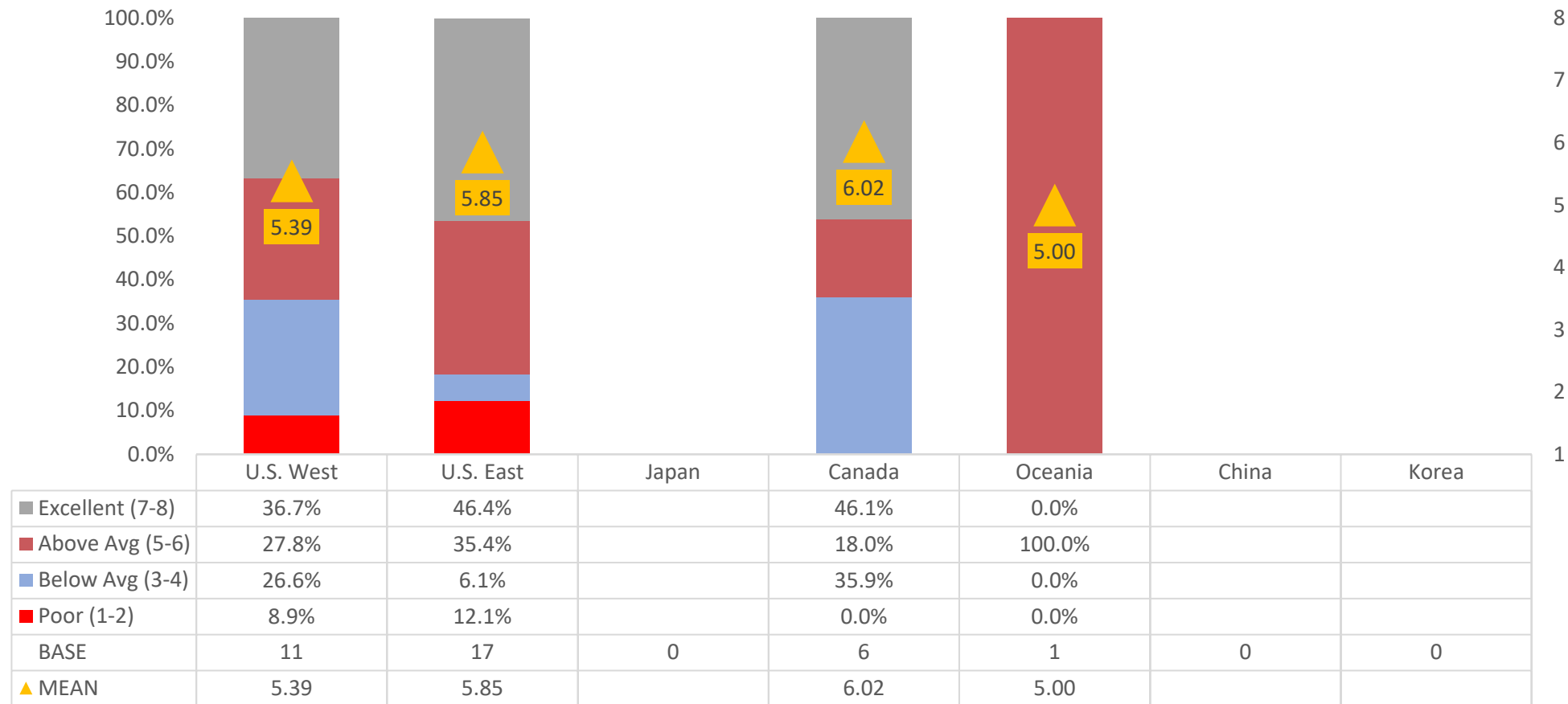
SHOPPING - MOLOKA'I

8-pt Rating Scale
8=Excellent/ 1=Poor



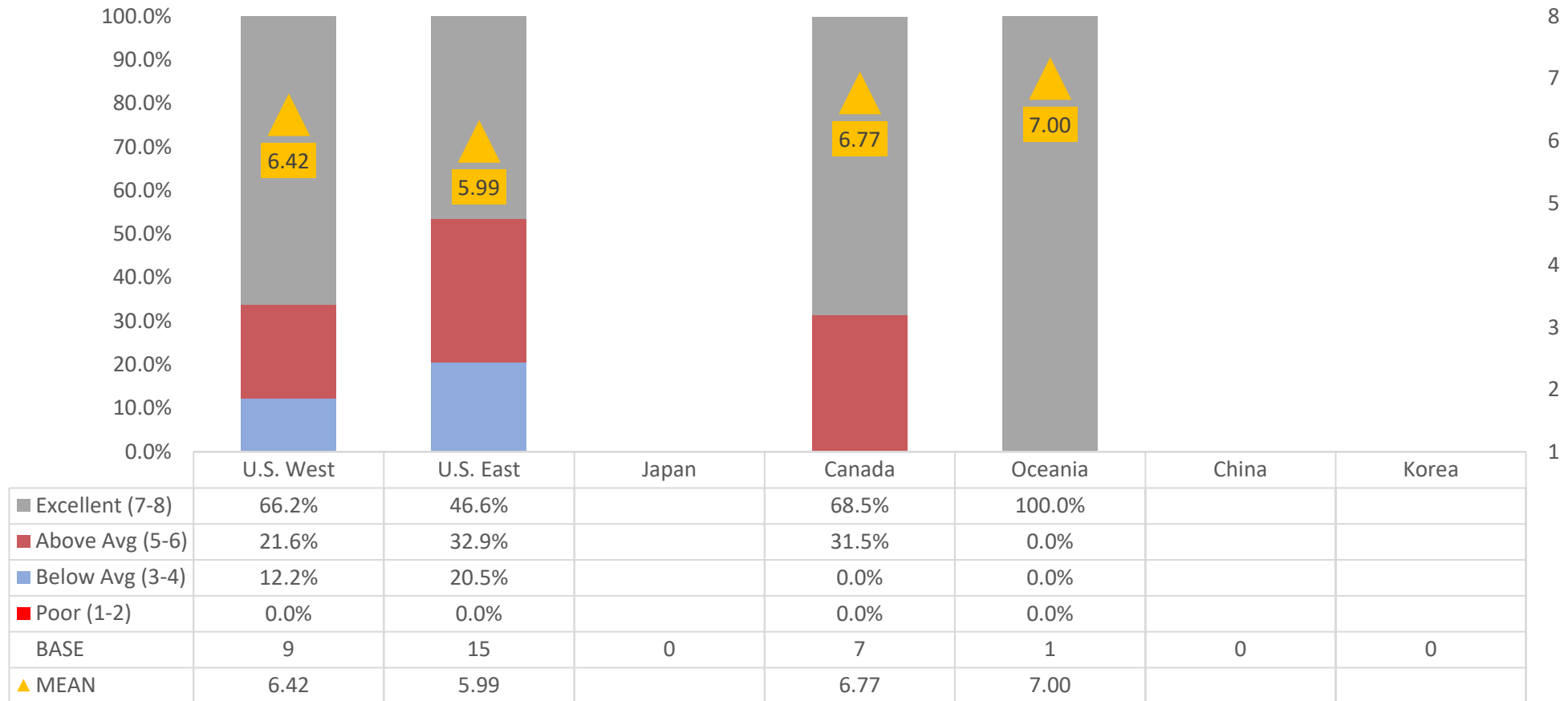
DINING/ FOOD & BEVERAGE - MOLOKA'I

8-pt Rating Scale
8=Excellent/ 1=Poor



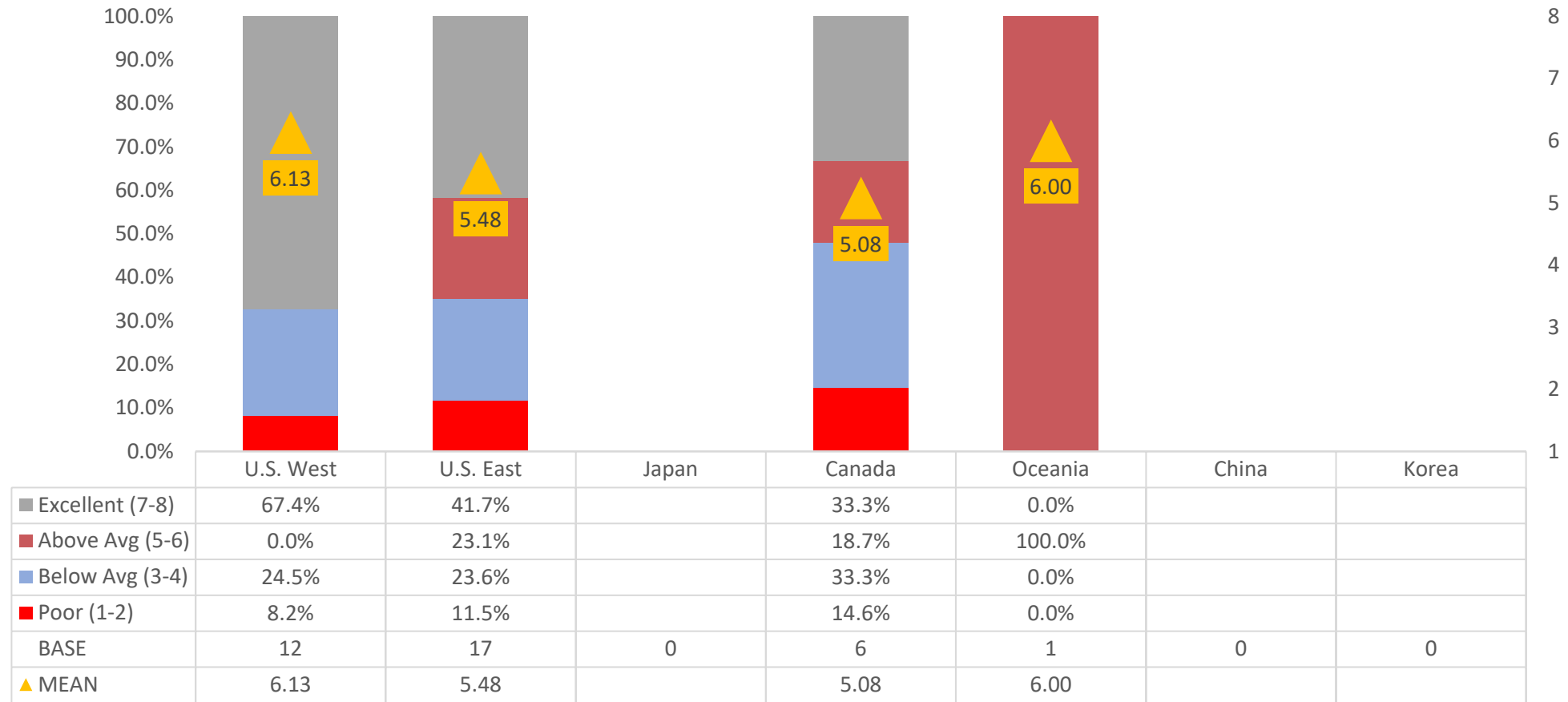
LODGING/ ACCOMMODATIONS - MOLOKA'I

8-pt Rating Scale
8=Excellent/ 1=Poor



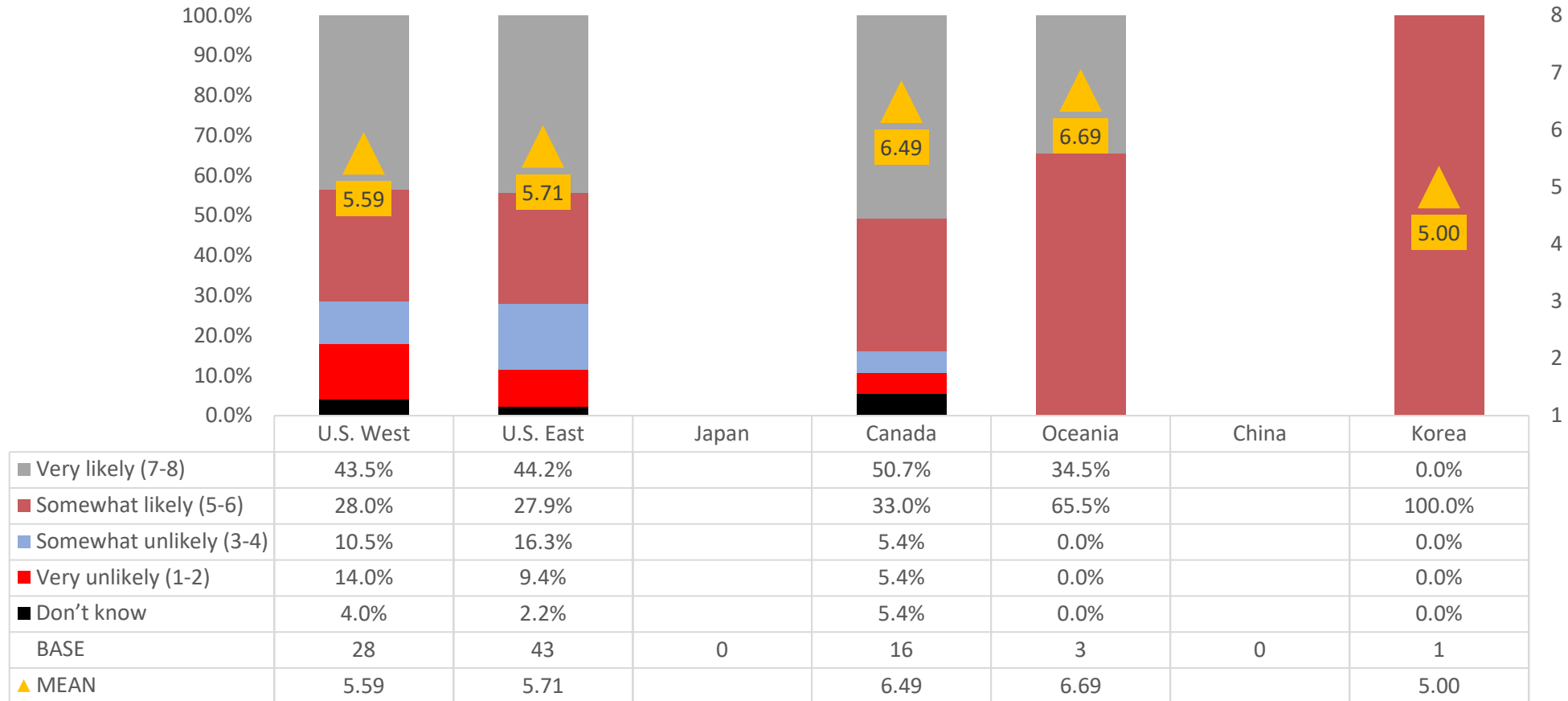
TRANSPORTATION ON ISLAND - MOLOKA'I

8-pt Rating Scale
8=Excellent/ 1=Poor



BRAND/ DESTINATION ADVOCACY - MOLOKA'I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



MOLOKA‘I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	92.0%	95.3%	0.0%	100.0%	100.0%	0.0%	100.0%
On own (self guided)/ driving around the island	64.0%	71.6%	0.0%	94.6%	34.5%	0.0%	100.0%
Helicopter ride/ airplane tour	7.0%	7.1%	0.0%	6.9%	0.0%	0.0%	0.0%
Boat tour/ submarine ride/ whale watching	25.5%	9.4%	0.0%	10.8%	0.0%	0.0%	0.0%
Visiting towns/ communities	50.0%	52.5%	0.0%	68.5%	65.5%	0.0%	100.0%
Private limousine/ van tour/ tour bus	7.0%	11.8%	0.0%	0.0%	34.5%	0.0%	0.0%
Scenic views/ natural landmarks	50.0%	52.5%	0.0%	63.1%	34.5%	0.0%	100.0%
Movie and TV filming location tours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA‘I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	82.0%	87.9%	0.0%	87.7%	34.5%	0.0%	100.0%
Beach/ sunbathing	53.0%	69.0%	0.0%	68.5%	34.5%	0.0%	100.0%
Bodyboarding	10.5%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%
Stand up paddle boarding	3.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Surfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canoeing/ kayaking	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swimming in the ocean	36.0%	43.1%	0.0%	68.5%	34.5%	0.0%	100.0%
Snorkeling	36.0%	21.6%	0.0%	54.7%	0.0%	0.0%	0.0%
Freediving	0.0%	2.2%	0.0%	6.9%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%
Scuba diving	4.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%
Fishing	7.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Golf	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA‘I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	82.0%	87.9%	0.0%	87.7%	34.5%	0.0%	100.0%
Running/ jogging/ fitness walking	11.0%	19.0%	0.0%	31.5%	0.0%	0.0%	0.0%
Cycling	0.0%	2.5%	0.0%	19.2%	0.0%	0.0%	0.0%
Spa	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hiking	36.5%	42.9%	0.0%	57.6%	34.5%	0.0%	0.0%
Backpacking/ camping	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Agritourism	7.5%	14.1%	0.0%	19.2%	0.0%	0.0%	0.0%
Sports event or tournament	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parks/ botanical gardens	11.0%	21.4%	0.0%	5.4%	0.0%	0.0%	0.0%
Waterparks	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%
Mountain tubing/ waterfall rappel	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Zip lining	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skydiving	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
All terrain vehicle (ATV)	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Horseback riding	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA‘I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	85.5%	81.0%	0.0%	94.6%	100.0%	0.0%	100.0%
Lunch/ sunset/ dinner/ evening cruise	3.5%	9.6%	0.0%	12.3%	0.0%	0.0%	0.0%
Live music/ stage show	28.5%	19.2%	0.0%	6.9%	0.0%	0.0%	0.0%
Nightclub/ dancing/ bar/ karaoke	3.5%	4.9%	0.0%	6.9%	34.5%	0.0%	0.0%
Fine dining	18.0%	17.0%	0.0%	19.2%	0.0%	0.0%	100.0%
Family restaurant	50.0%	33.7%	0.0%	31.5%	34.5%	0.0%	0.0%
Fast food	25.0%	17.0%	0.0%	26.1%	34.5%	0.0%	0.0%
Food truck	25.5%	28.8%	0.0%	38.4%	34.5%	0.0%	0.0%
Café/ coffee house	22.0%	31.5%	0.0%	35.4%	65.5%	0.0%	100.0%
Ethnic dining	18.5%	14.3%	0.0%	17.7%	0.0%	0.0%	100.0%
Farm to table cuisine	7.0%	12.1%	0.0%	12.3%	0.0%	0.0%	0.0%
Prepared own meal	49.5%	42.9%	0.0%	63.1%	69.0%	0.0%	0.0%

MOLOKA‘I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	71.0%	83.5%	0.0%	94.6%	100.0%	0.0%	100.0%
Malls/ department stores	3.5%	6.9%	0.0%	12.3%	34.5%	0.0%	0.0%
Designer boutiques	7.0%	2.5%	0.0%	17.7%	0.0%	0.0%	0.0%
Hotel/ resort stores	3.5%	12.3%	0.0%	13.8%	34.5%	0.0%	0.0%
Swap meet/ flea market	4.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Discount/ outlet stores	3.5%	4.9%	0.0%	0.0%	31.0%	0.0%	0.0%
Supermarkets	46.5%	33.9%	0.0%	45.3%	34.5%	0.0%	100.0%
Farmer’s market	14.5%	31.2%	0.0%	24.6%	0.0%	0.0%	0.0%
Convenience stores	21.5%	16.7%	0.0%	49.3%	69.0%	0.0%	0.0%
Duty free stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawai‘i based products	32.5%	38.2%	0.0%	50.7%	0.0%	0.0%	0.0%
Local shops and artisans	39.0%	55.1%	0.0%	64.6%	0.0%	0.0%	0.0%

MOLOKA‘I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	61.5%	66.7%	0.0%	33.0%	69.0%	0.0%	100.0%
Historic military sites and museums	0.0%	14.3%	0.0%	6.9%	34.5%	0.0%	0.0%
Historic Hawaiian sites and museums	43.5%	50.9%	0.0%	12.3%	0.0%	0.0%	0.0%
Other historical sites, museums, and homes	7.0%	16.5%	0.0%	13.8%	34.5%	0.0%	100.0%
Art museums	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Art galleries and exhibitions	0.0%	4.9%	0.0%	6.9%	0.0%	0.0%	0.0%
Lū‘au/ Polynesian show/ hula show	7.5%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesson ex. ukulele, hula, canoe, lei making	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Play/ concert/ theatre	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Art/ craft fair	7.5%	4.9%	0.0%	6.9%	0.0%	0.0%	0.0%
Festival/ event	11.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA‘I ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	75.0%	79.0%	0.0%	80.8%	69.0%	0.0%	100.0%
Airport shuttle	7.5%	9.2%	0.0%	0.0%	34.5%	0.0%	0.0%
Trolley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Public bus	4.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%
Tour bus/ tour van	7.0%	4.9%	0.0%	0.0%	34.5%	0.0%	0.0%
Taxi/ limo	7.5%	4.7%	0.0%	6.9%	34.5%	0.0%	0.0%
Rental car	53.0%	55.3%	0.0%	54.7%	34.5%	0.0%	100.0%
Ride share	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Car share	3.5%	9.6%	0.0%	19.2%	0.0%	0.0%	0.0%
Bicycle rental	0.0%	0.0%	0.0%	12.3%	0.0%	0.0%	0.0%

MOLOKA‘I ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	21.0%	23.9%	0.0%	13.8%	0.0%	0.0%	0.0%
Visiting friends and family	21.0%	14.3%	0.0%	13.8%	0.0%	0.0%	0.0%
Giving back to the local community	3.5%	11.8%	0.0%	6.9%	0.0%	0.0%	0.0%

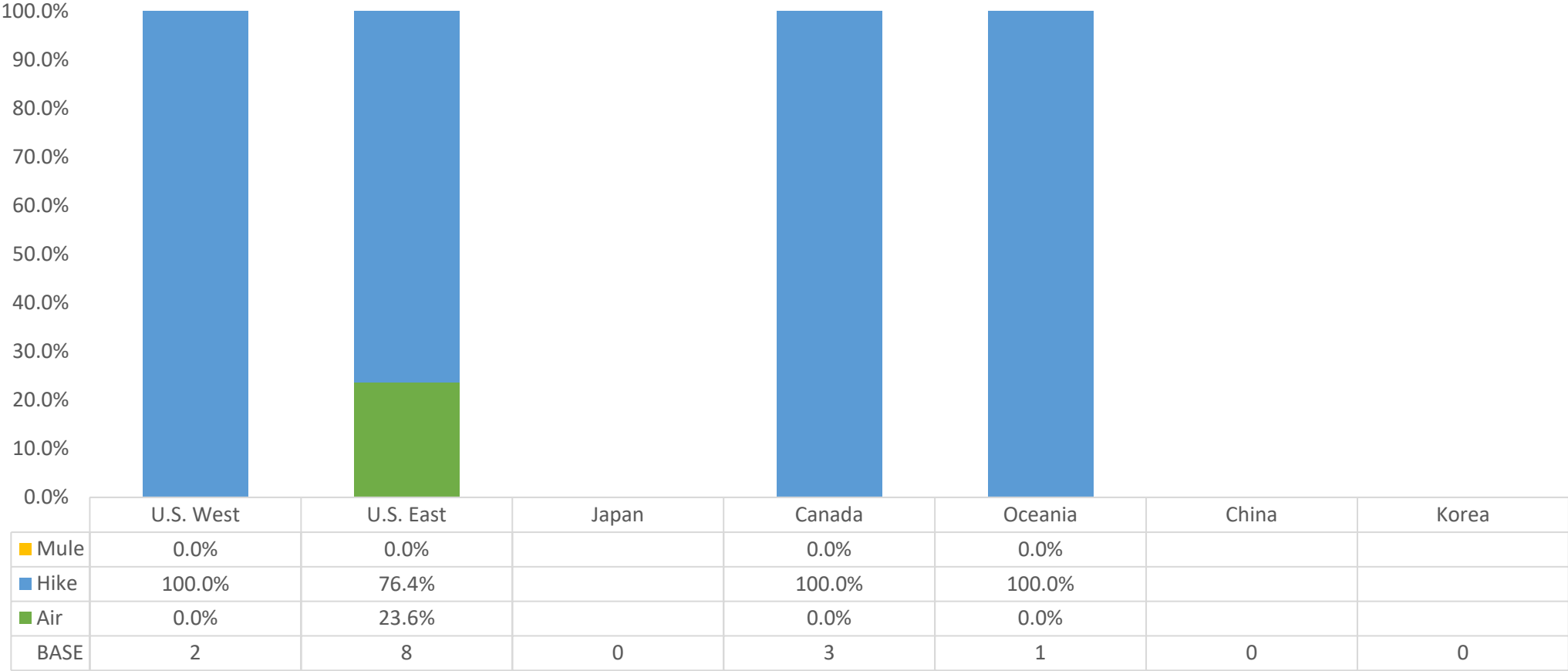
MOLOKA‘I ATTRACTIONS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Ali‘i Fishpond	3.5%	9.6%	0.0%	12.3%	0.0%	0.0%	0.0%
Hālawā Beach Park	22.0%	28.8%	0.0%	31.5%	34.5%	0.0%	0.0%
Hālawā Valley	25.5%	35.7%	0.0%	33.0%	34.5%	0.0%	0.0%
Kalaupapa National Historic Park	7.5%	19.0%	0.0%	16.2%	34.5%	0.0%	0.0%
Kamakou	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Kapuāiwa Coconut Grove	14.5%	9.6%	0.0%	12.3%	0.0%	0.0%	0.0%
Kapukahehu Beach	14.5%	17.0%	0.0%	36.9%	34.5%	0.0%	0.0%
Kūmimi Beach Park	25.0%	24.1%	0.0%	31.5%	0.0%	0.0%	0.0%

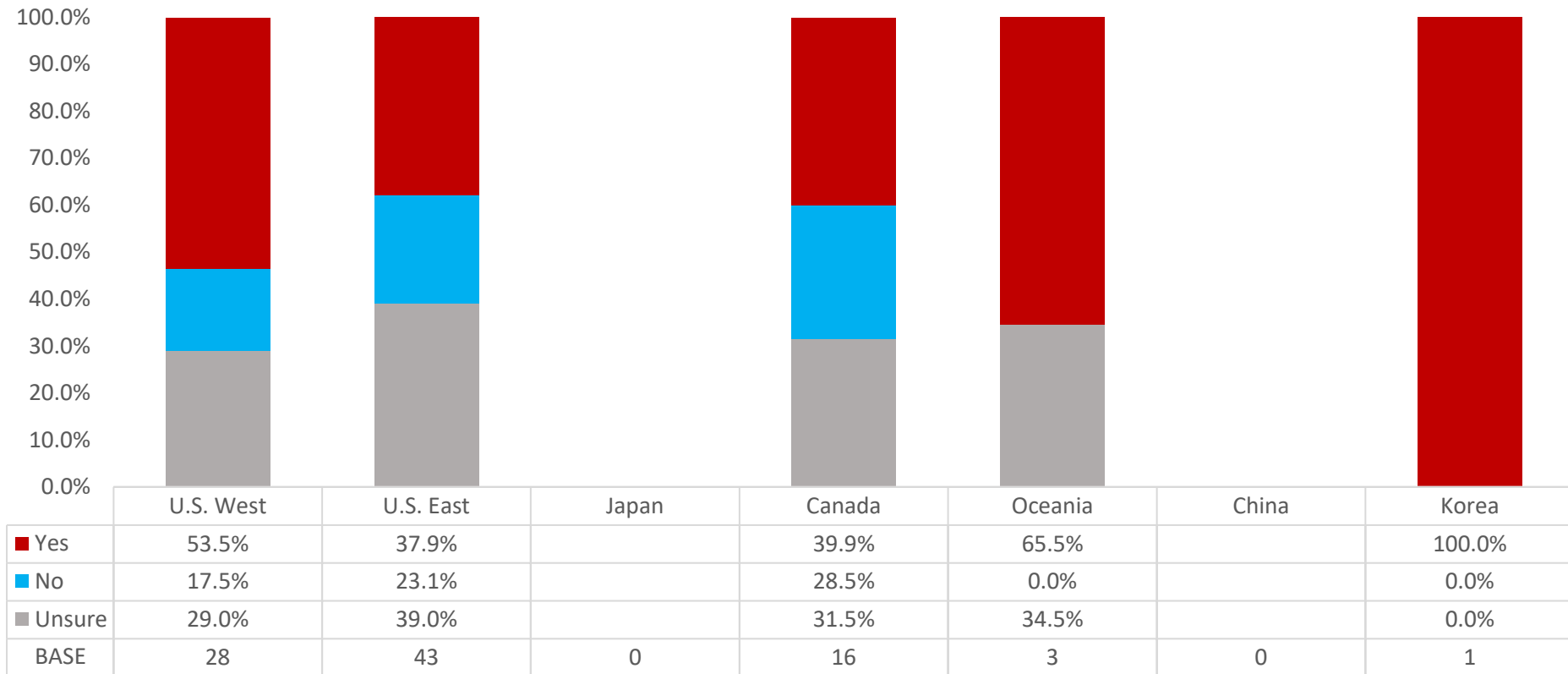
MOLOKA‘I ATTRACTIONS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Moloka‘i Mule Ride	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moloka‘i Museum & Cultural Center	22.0%	24.1%	0.0%	6.9%	0.0%	0.0%	100.0%
Olo‘upena Falls	4.0%	9.8%	0.0%	23.1%	0.0%	0.0%	0.0%
One Ali‘i Beach Park	7.5%	17.0%	0.0%	24.6%	0.0%	0.0%	0.0%
Pālā‘au State Park	18.5%	28.6%	0.0%	43.8%	34.5%	0.0%	100.0%
Pāpōhaku Beach	28.5%	40.4%	0.0%	50.7%	34.5%	0.0%	0.0%
Wailau Valley	3.5%	4.9%	0.0%	24.6%	0.0%	0.0%	0.0%

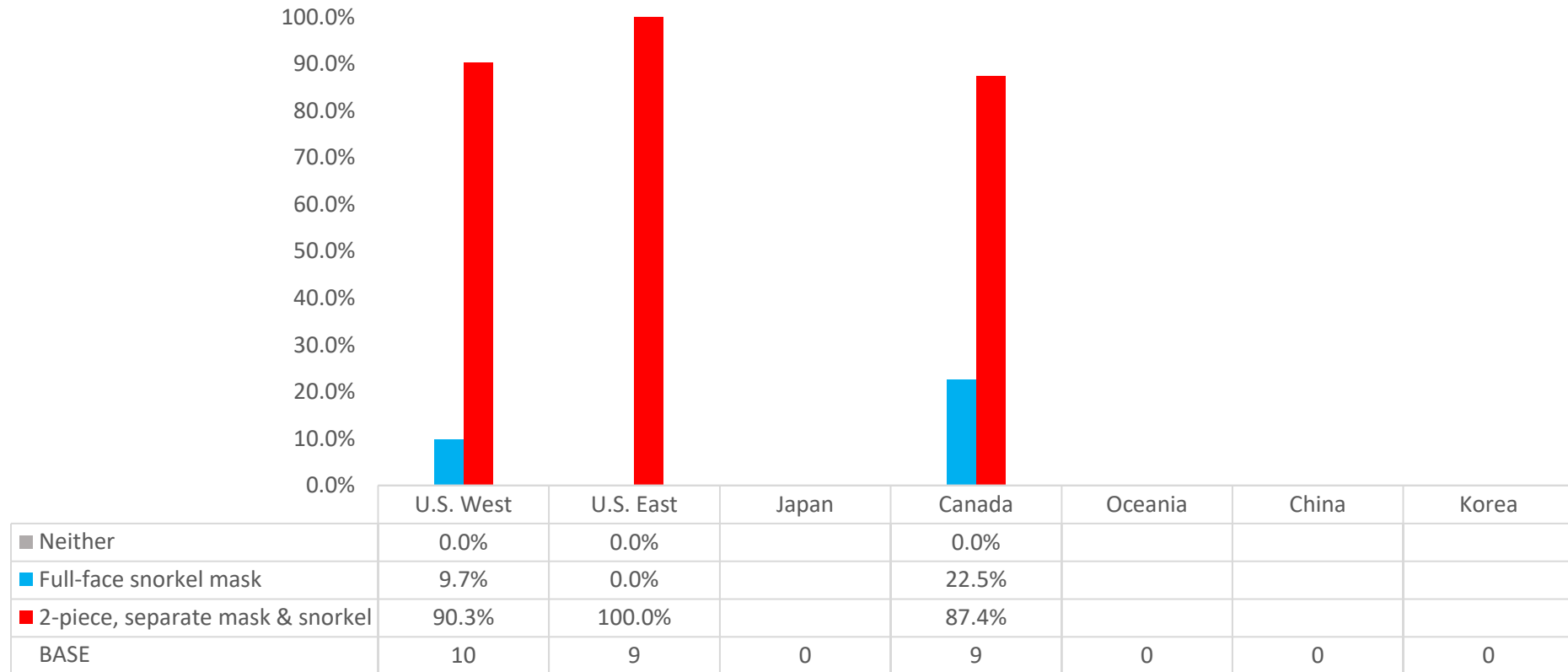
KALAUPAPA NATIONAL HISTORIC PARK EXPERIENCE



MOLOKA'I VISITOR CENTER



SNORKELING EQUIPMENT USED - MOLOKA'I

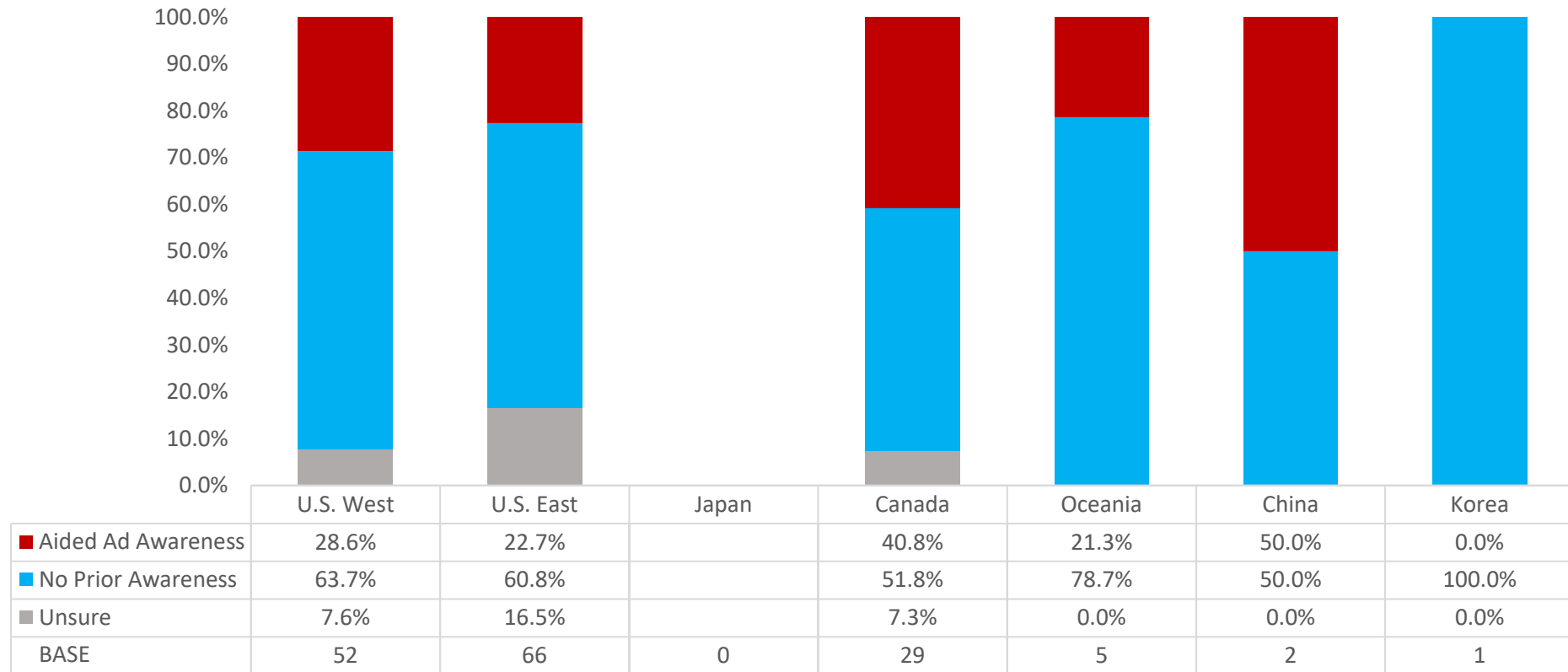


SNORKELING OCEAN SAFETY - MOLOKA'I

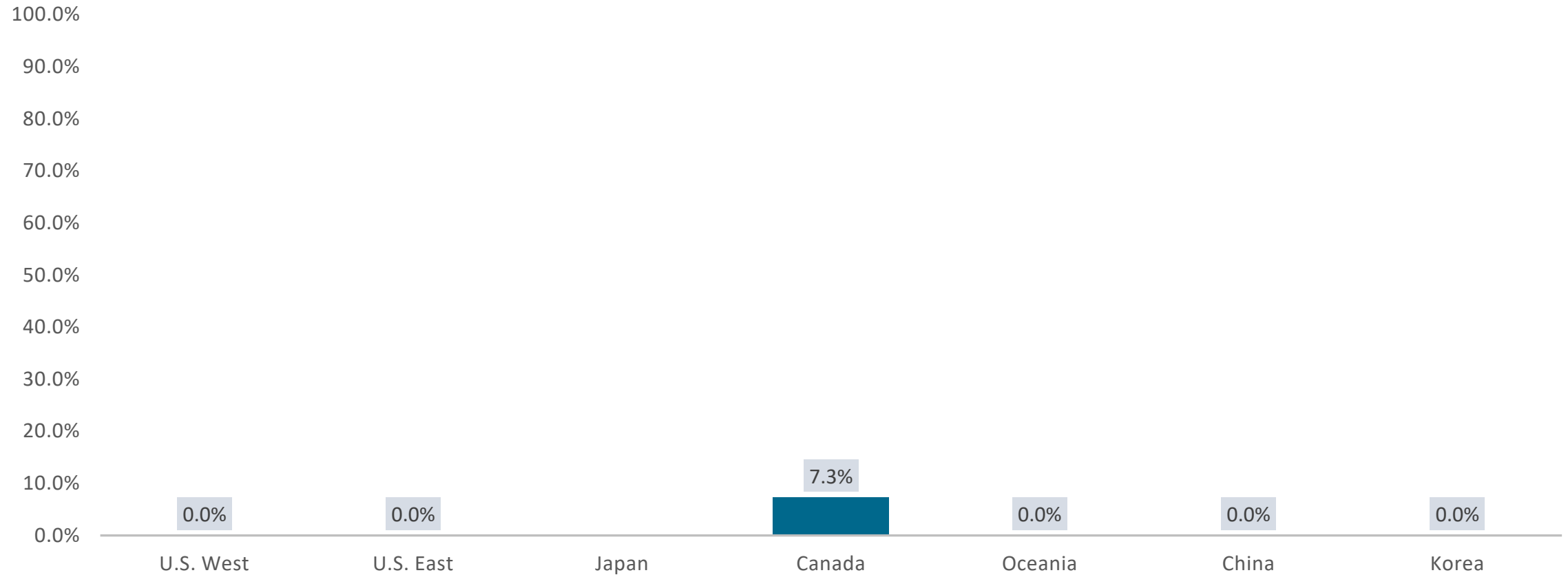
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Did not have to be assisted or rescued	100.0%	100.0%		100.0%			
Yes, needed assistance using 2 piece mask & snorkel	0.0%	0.0%		0.0%			
Yes, while doing another type of ocean activity	0.0%	0.0%		0.0%			
BASE	10	9	0	9	0	0	0

Section 24 – Lāna‘i

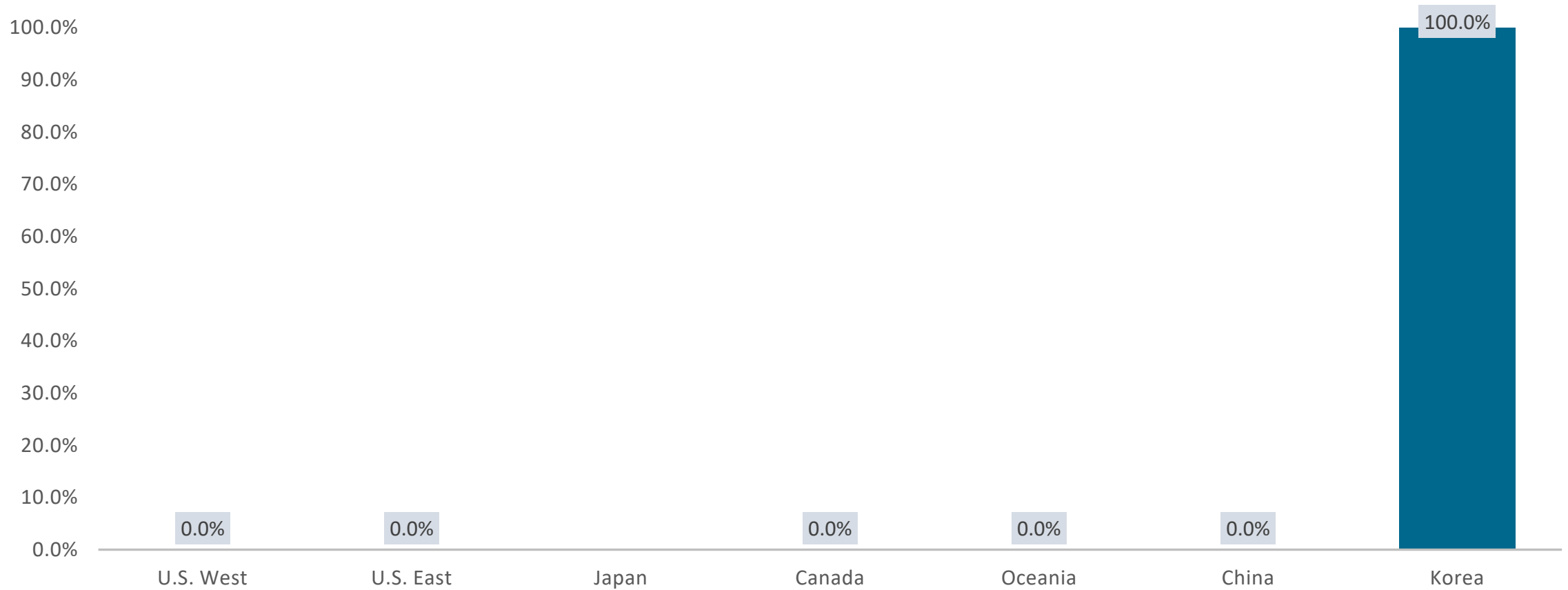
AIDED ADVERTISING AWARENESS - LĀNA'I



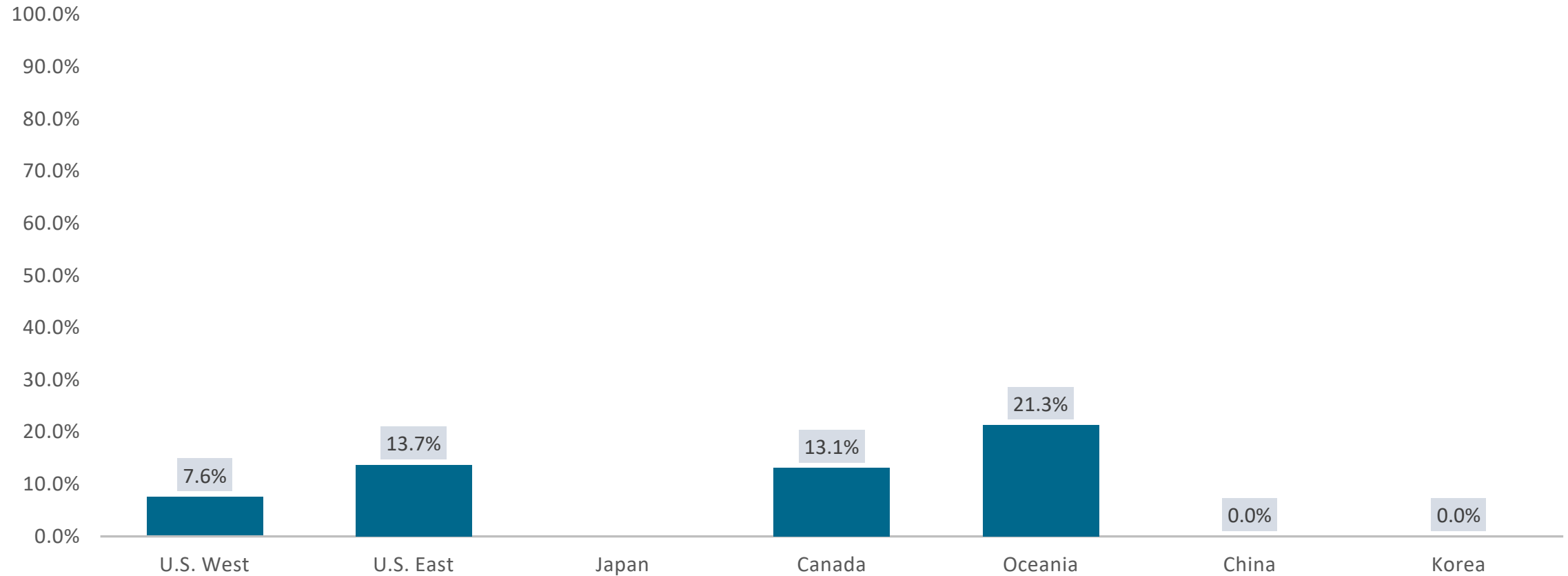
IMPACT OF LOCATION FILMING - LĀNA‘I



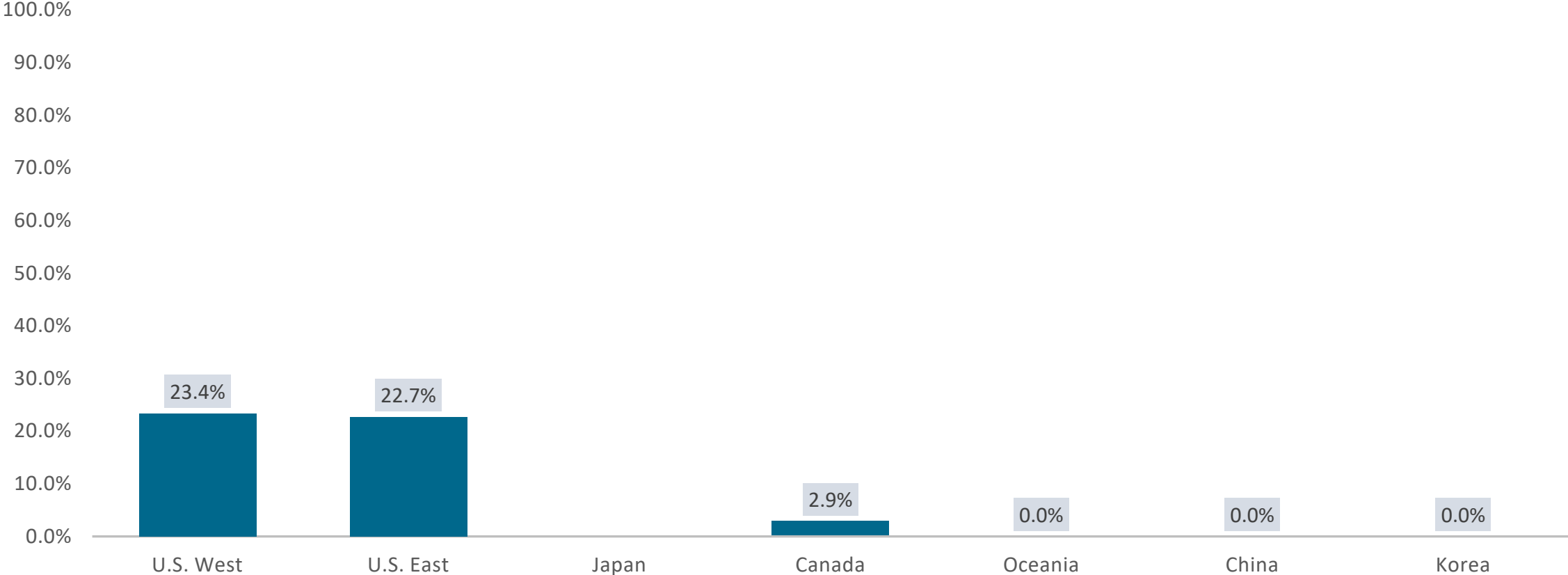
IMPACT OF HAWAIIAN MUSIC - LĀNA'I



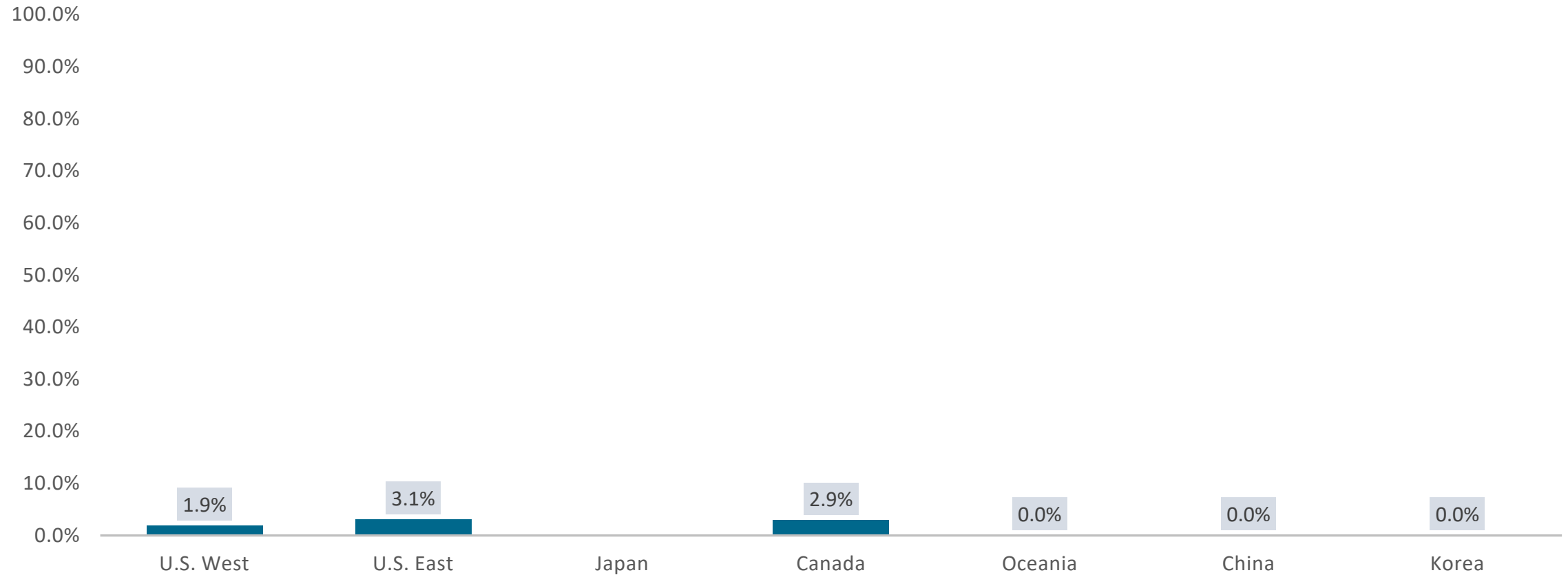
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - LĀNA‘I



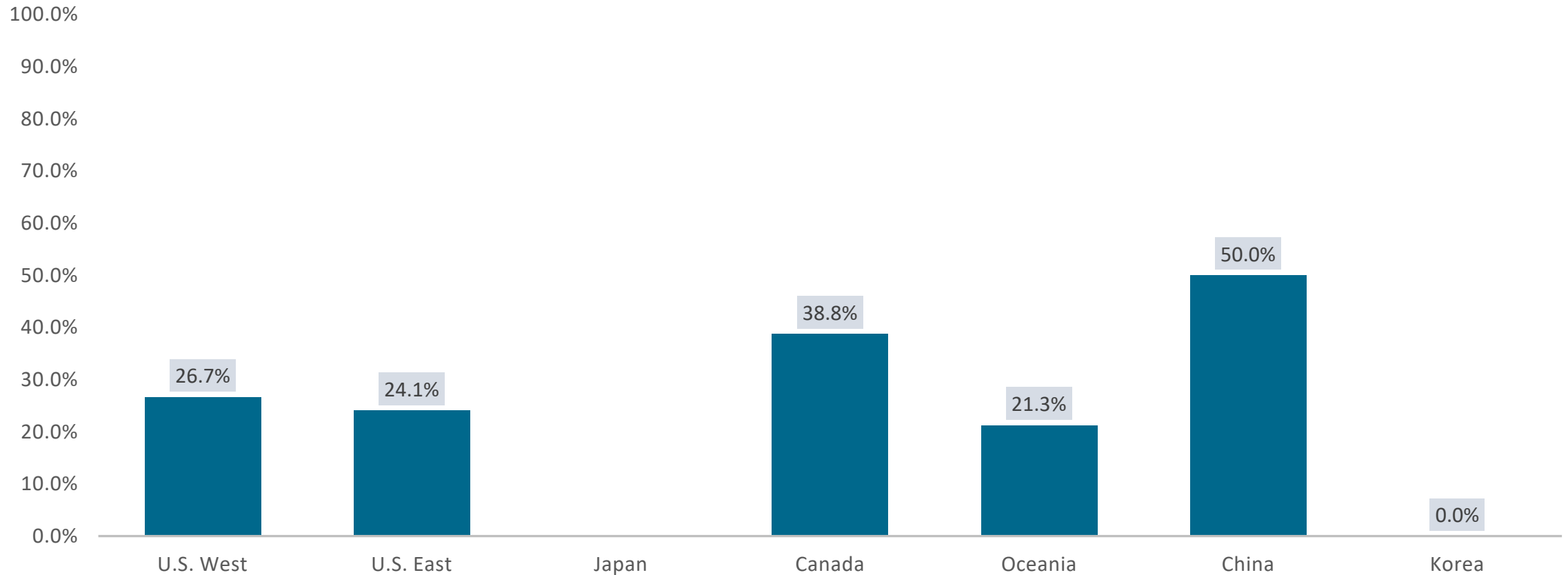
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - LĀNA‘I



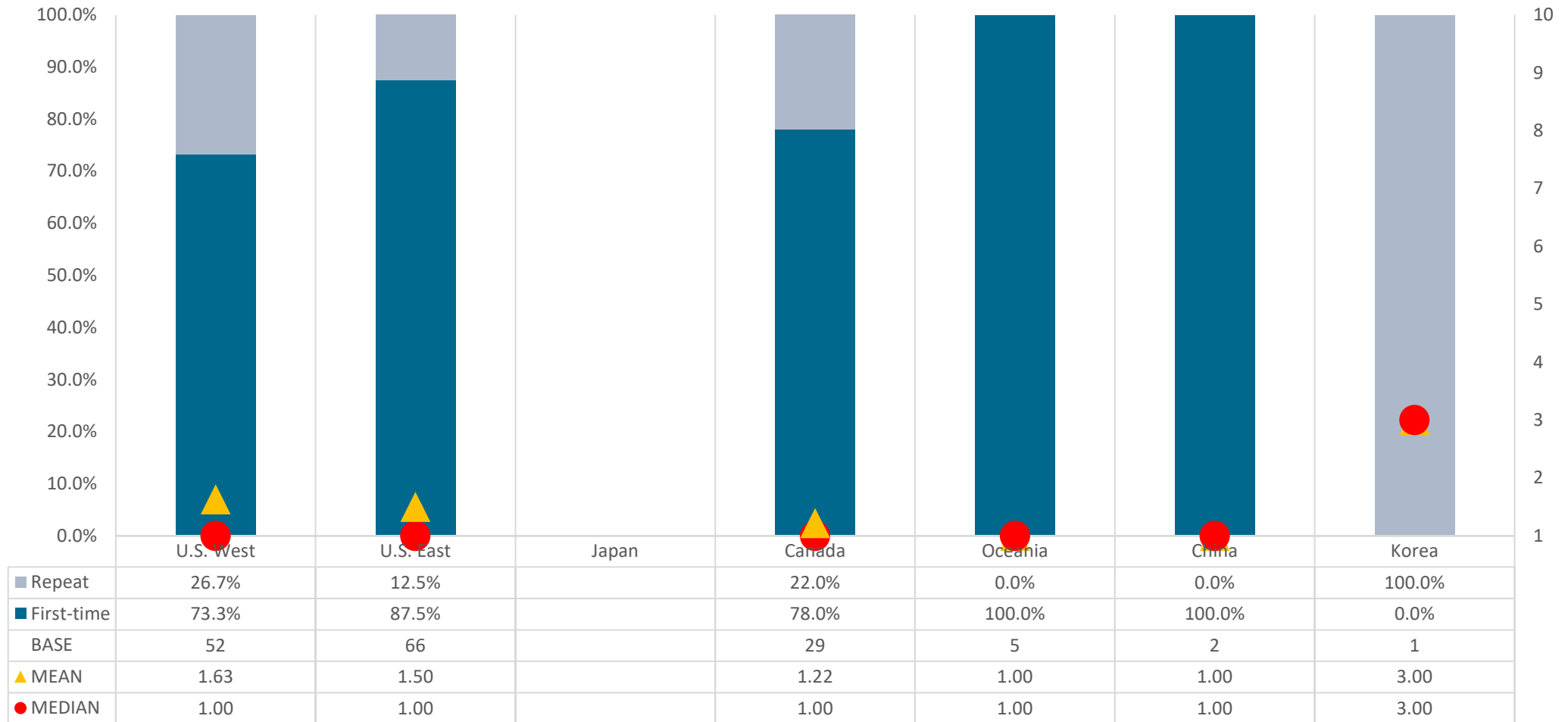
IMPACT OF HAWAIIAN CULTURAL EVENTS - LĀNA‘I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - LĀNA‘Ī



1st TIME VS REPEAT VISITOR - LĀNA'I



STRENGTHS/ POSITIVE ASPECTS - LĀNA‘I

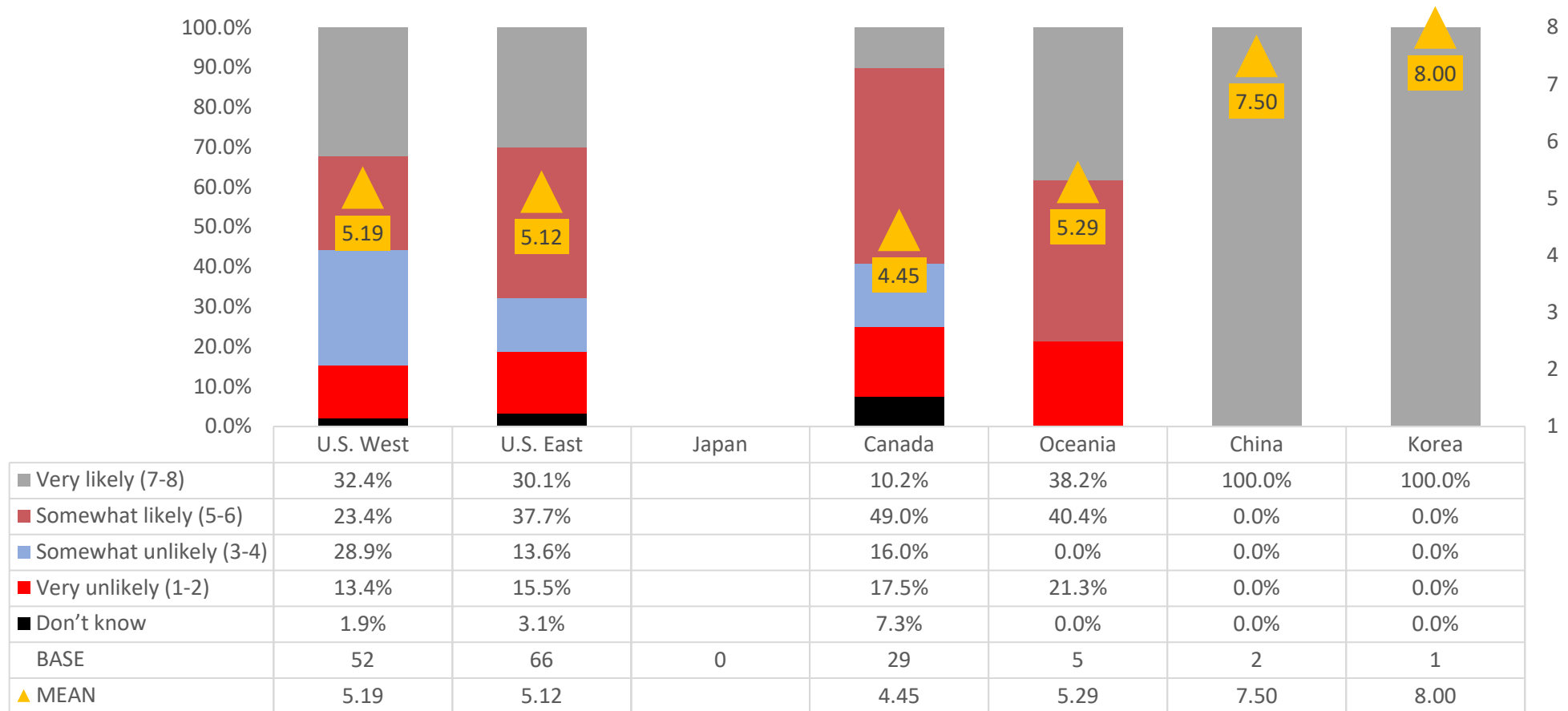
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Beach/ ocean	42.0%	19.8%	0.0%	18.3%	19.1%	0.0%	0.0%
Nature/ natural beauty/ scenery	15.5%	13.4%	0.0%	27.8%	0.0%	100.0%	0.0%
Variety of activities/ attractions/ many choices	12.0%	10.7%	0.0%	13.9%	19.1%	0.0%	0.0%
Overall customer service/ hospitality/ the people	5.7%	9.3%	0.0%	7.3%	0.0%	0.0%	0.0%
Location	1.9%	10.8%	0.0%	7.3%	21.3%	0.0%	0.0%
Friendliness of the local people	3.8%	7.7%	0.0%	3.7%	21.3%	0.0%	0.0%
Events/ celebrations with friends/ family	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Feeling of the “Aloha Spirit”	1.9%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Availability of ground transportation/ tour buses/ limos, availability of taxi cabs, ride share options etc.	3.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%

AREAS OF OPPORTUNITIES - LĀNA‘Ī

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	67.0%	63.3%	0.0%	49.0%	19.1%	0.0%	100.0%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	9.8%	13.7%	0.0%	16.7%	40.4%	0.0%	0.0%
Food/ restaurant variety/ dining options	9.8%	9.3%	0.0%	3.7%	19.1%	100.0%	0.0%
Variety of activities/ attractions	7.6%	3.1%	0.0%	3.7%	0.0%	0.0%	0.0%
Would like to experience more local culture	1.9%	4.4%	0.0%	3.7%	0.0%	0.0%	0.0%
Food/ restaurant quality	0.0%	3.1%	0.0%	3.7%	0.0%	0.0%	0.0%
COVID 19 pandemic	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Activities/attractions (not specified as part of a package)	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

LIKELIHOOD OF RETURN VISIT - LĀNA‘I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely

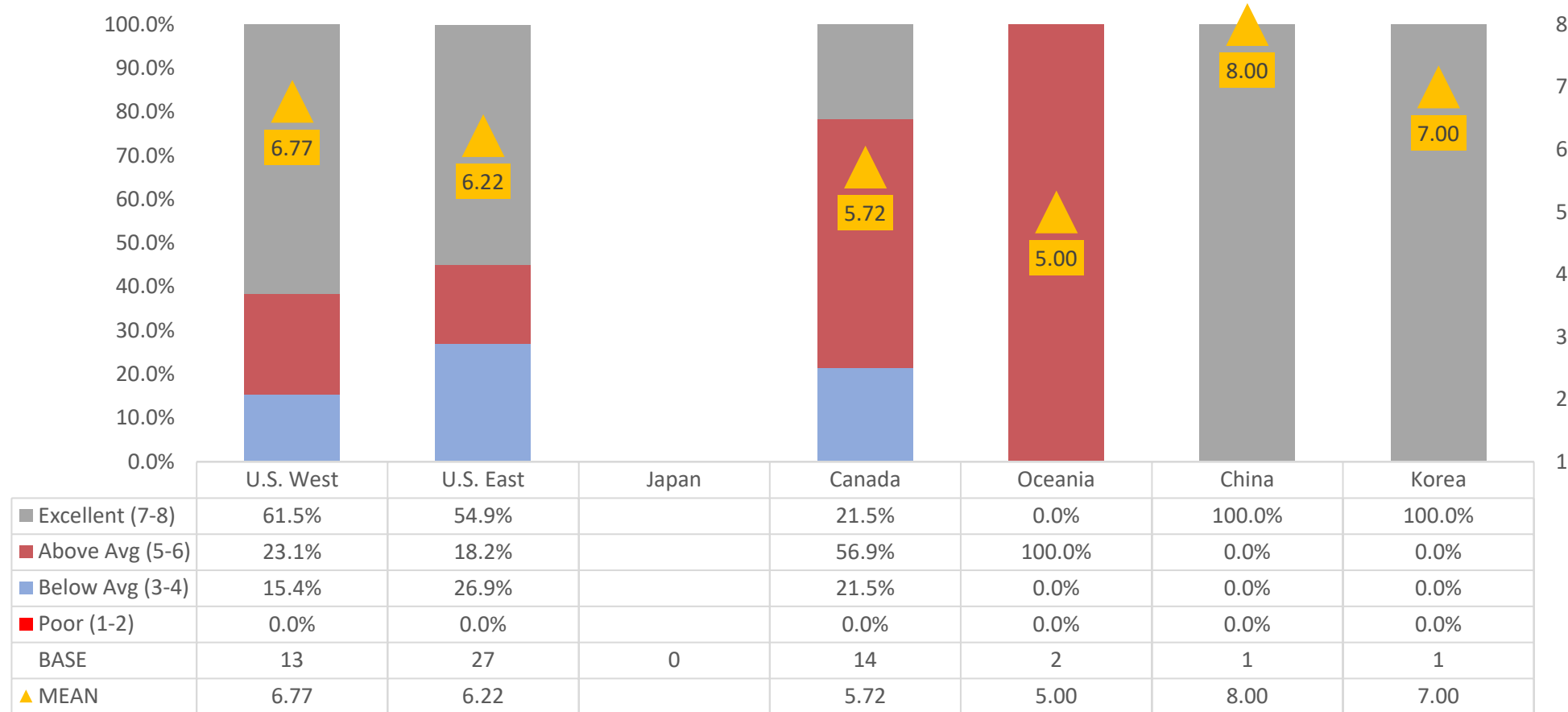


REASONS FOR NOT RETURNING LĀNA‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Want to go someplace new	43.2%	42.9%	0.0%	16.0%	100.0%	0.0%	0.0%
No reason to return/ nothing new	26.5%	19.5%	0.0%	50.0%	0.0%	0.0%	0.0%
Too expensive/ cost	8.6%	23.9%	0.0%	35.9%	0.0%	0.0%	0.0%
Nothing to do/ boring	8.6%	9.7%	0.0%	7.0%	0.0%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	8.6%	4.9%	0.0%	9.0%	0.0%	0.0%	0.0%
Other (please specify)	8.6%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Not enough value for the price	4.3%	4.9%	0.0%	9.0%	0.0%	0.0%	0.0%
Flight too long	0.0%	9.3%	0.0%	16.0%	0.0%	0.0%	0.0%
Poor health/ age restriction	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%

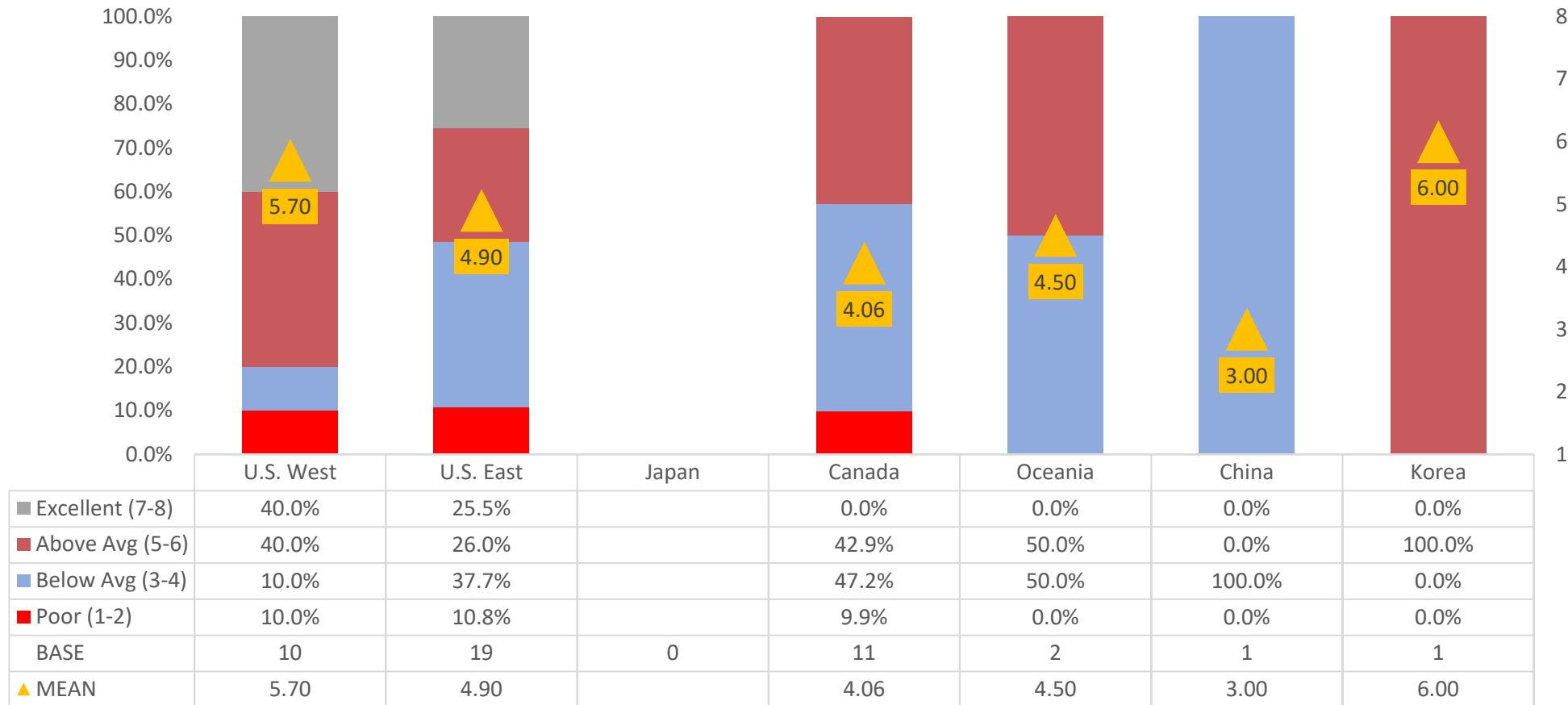
ENTERTAINMENT/ ATTRACTIONS - LĀNA‘I

8-pt Rating Scale
8=Excellent/ 1=Poor



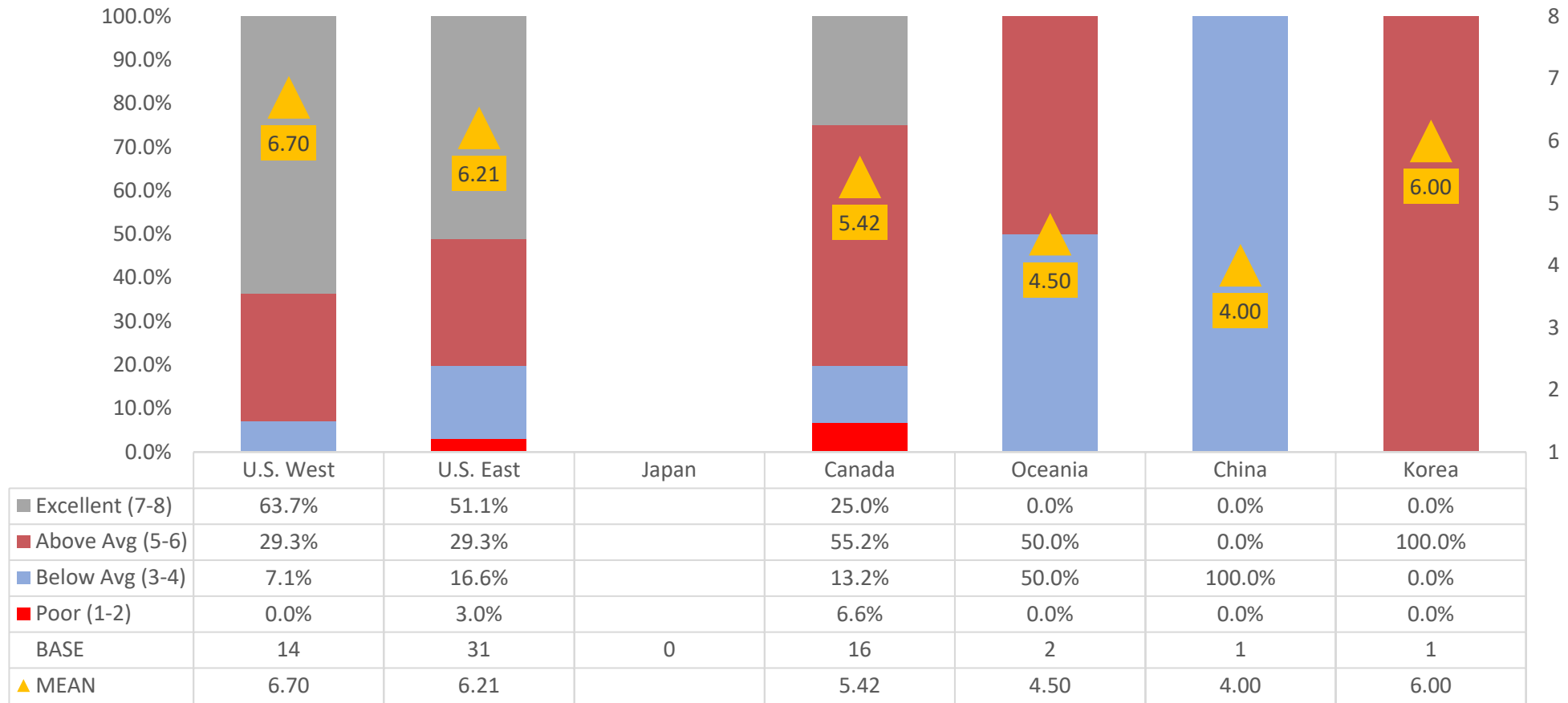
SHOPPING - LĀNA‘I

8-pt Rating Scale
8=Excellent/ 1=Poor



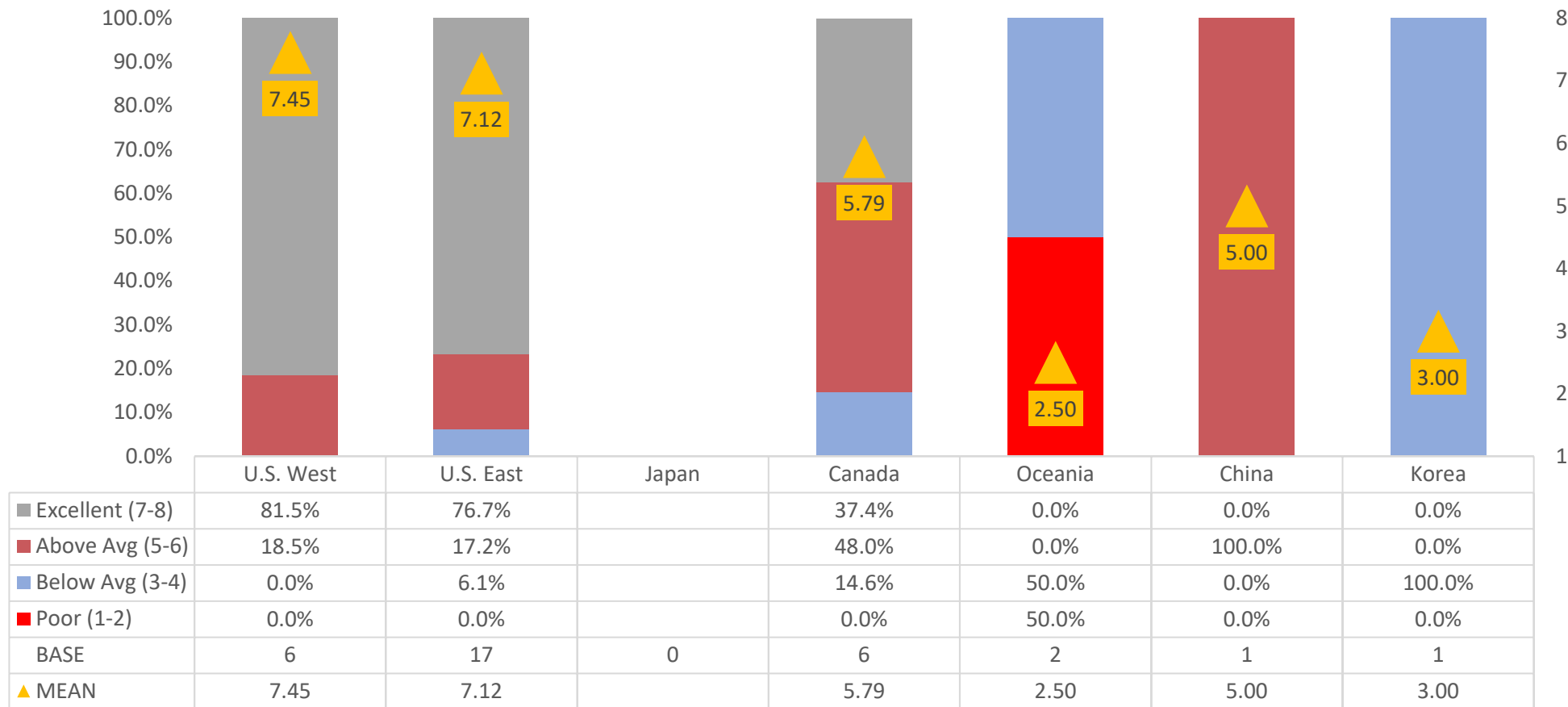
DINING/ FOOD & BEVERAGE - LĀNA'Ī

8-pt Rating Scale
8=Excellent/ 1=Poor



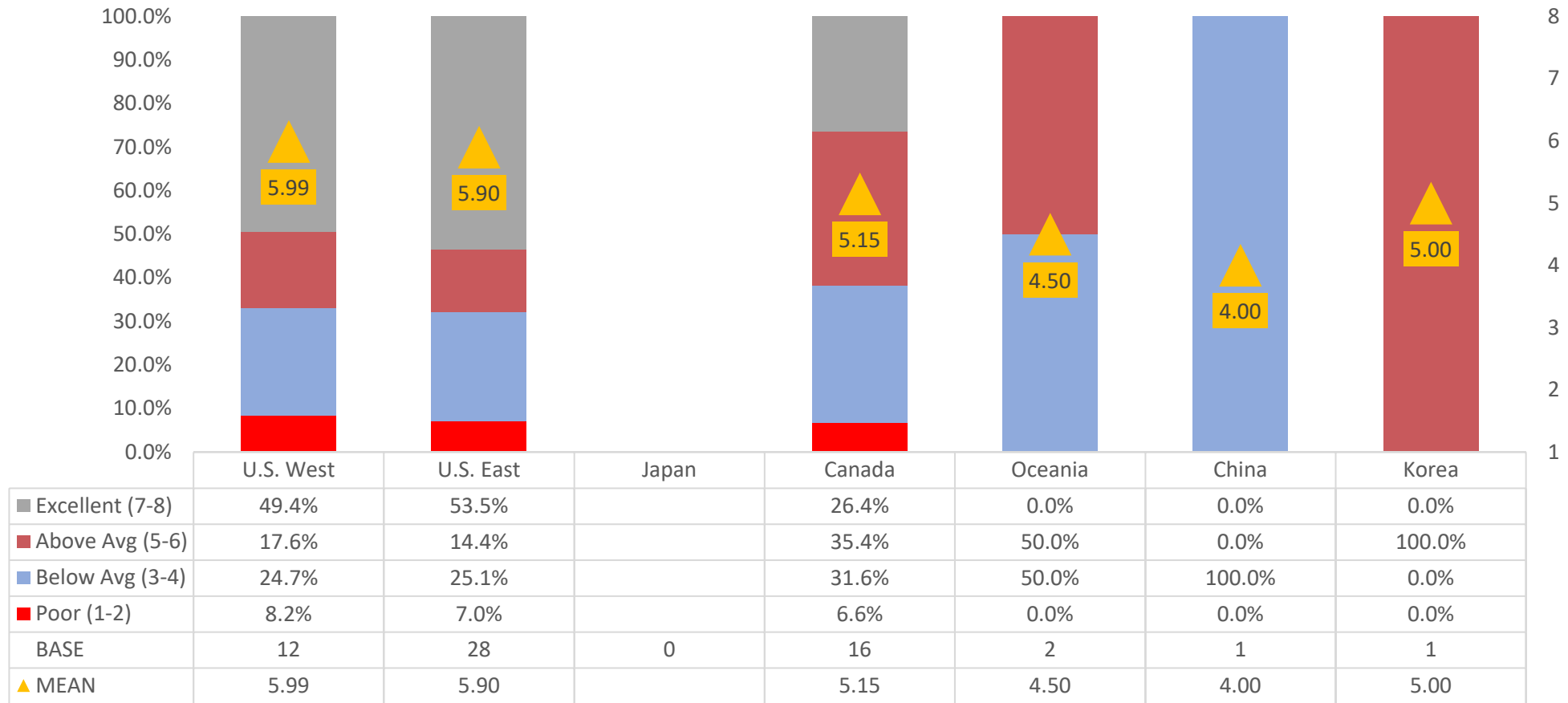
LODGING/ ACCOMMODATIONS - LĀNA‘I

8-pt Rating Scale
8=Excellent/ 1=Poor



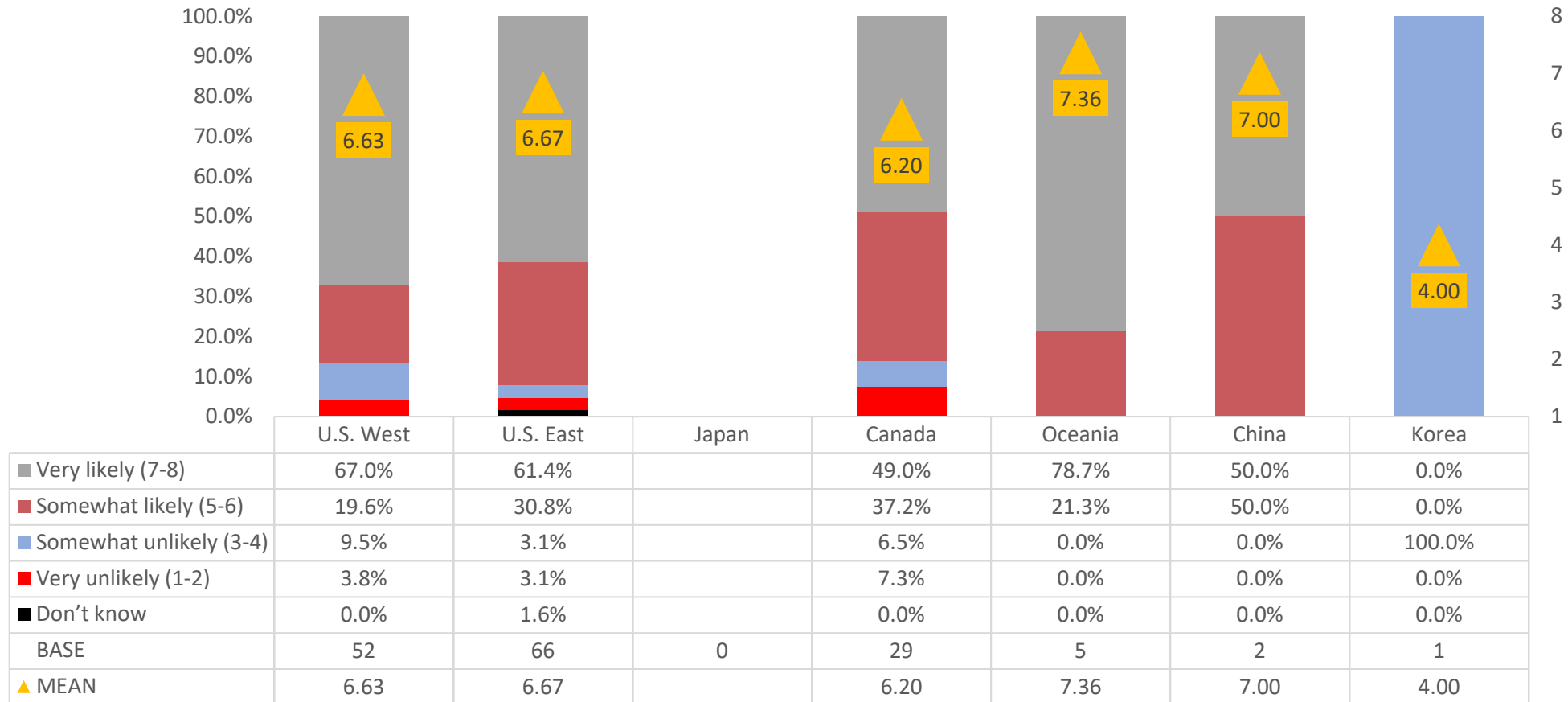
TRANSPORTATION ON ISLAND - LĀNA‘I

8-pt Rating Scale
8=Excellent/ 1=Poor



BRAND/ DESTINATION ADVOCACY - LĀNA‘I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



LĀNA‘I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	90.2%	90.4%	0.0%	92.7%	100.0%	100.0%	100.0%
On own (self guided)/ driving around the island	32.4%	26.2%	0.0%	59.2%	21.3%	0.0%	0.0%
Helicopter ride/ airplane tour	1.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Boat tour/ submarine ride/ whale watching	44.4%	30.3%	0.0%	14.7%	38.2%	100.0%	0.0%
Visiting towns/ communities	17.2%	33.8%	0.0%	24.1%	40.4%	50.0%	0.0%
Private limousine/ van tour/ tour bus	3.8%	16.8%	0.0%	6.5%	0.0%	0.0%	0.0%
Scenic views/ natural landmarks	42.0%	47.7%	0.0%	59.2%	21.3%	50.0%	100.0%
Movie and TV filming location tours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

LĀNA‘I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	92.4%	95.2%	0.0%	96.3%	100.0%	100.0%	100.0%
Beach/ sunbathing	75.2%	67.5%	0.0%	75.9%	57.4%	100.0%	0.0%
Bodyboarding	1.9%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%
Stand up paddle boarding	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surfing	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canoeing/ kayaking	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swimming in the ocean	55.9%	44.6%	0.0%	53.1%	59.6%	100.0%	0.0%
Snorkeling	52.3%	47.4%	0.0%	30.6%	19.1%	100.0%	0.0%
Freediving	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Jet skiing/ parasailing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba diving	1.9%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Fishing	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%
Golf	1.9%	7.7%	0.0%	6.5%	0.0%	0.0%	0.0%

LĀNA‘I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	92.4%	95.2%	0.0%	96.3%	100.0%	100.0%	100.0%
Running/ jogging/ fitness walking	11.4%	12.3%	0.0%	2.9%	38.2%	50.0%	0.0%
Cycling	3.8%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Spa	5.7%	7.7%	0.0%	10.2%	0.0%	50.0%	100.0%
Hiking	30.5%	35.4%	0.0%	40.8%	0.0%	50.0%	0.0%
Backpacking/ camping	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Agritourism	3.8%	7.7%	0.0%	0.0%	21.3%	50.0%	0.0%
Sports event or tournament	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%
Parks/ botanical gardens	5.7%	20.1%	0.0%	17.5%	19.1%	0.0%	0.0%
Waterparks	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mountain tubing/ waterfall rappel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zip lining	1.9%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%
Skydiving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All terrain vehicle (ATV)	1.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Horseback riding	4.1%	1.6%	0.0%	3.7%	19.1%	50.0%	0.0%

LĀNA‘I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	88.6%	82.8%	0.0%	69.4%	80.9%	50.0%	100.0%
Lunch/ sunset/ dinner/ evening cruise	42.8%	22.6%	0.0%	17.5%	38.2%	0.0%	0.0%
Live music/ stage show	5.7%	7.7%	0.0%	3.7%	0.0%	0.0%	0.0%
Nightclub/ dancing/ bar/ karaoke	1.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Fine dining	19.3%	27.8%	0.0%	16.7%	19.1%	0.0%	100.0%
Family restaurant	21.0%	18.5%	0.0%	16.7%	0.0%	0.0%	0.0%
Fast food	3.8%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Food truck	0.0%	4.4%	0.0%	9.4%	21.3%	0.0%	0.0%
Café/ coffee house	13.4%	16.8%	0.0%	17.5%	21.3%	0.0%	0.0%
Ethnic dining	9.5%	4.5%	0.0%	3.7%	0.0%	0.0%	0.0%
Farm to table cuisine	5.7%	13.6%	0.0%	10.2%	21.3%	50.0%	0.0%
Prepared own meal	22.9%	17.0%	0.0%	22.0%	0.0%	0.0%	0.0%

LĀNA‘I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	49.9%	65.9%	0.0%	43.7%	21.3%	50.0%	100.0%
Malls/ department stores	1.9%	0.0%	0.0%	0.0%	21.3%	0.0%	0.0%
Designer boutiques	5.7%	2.9%	0.0%	3.7%	0.0%	0.0%	100.0%
Hotel/ resort stores	15.5%	13.8%	0.0%	13.1%	21.3%	50.0%	0.0%
Swap meet/ flea market	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Discount/ outlet stores	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Supermarkets	17.4%	20.3%	0.0%	21.2%	0.0%	0.0%	0.0%
Farmer’s market	3.8%	0.0%	0.0%	2.9%	21.3%	0.0%	0.0%
Convenience stores	17.2%	13.8%	0.0%	10.2%	21.3%	0.0%	0.0%
Duty free stores	0.0%	1.5%	0.0%	3.7%	0.0%	0.0%	0.0%
Hawai‘i based products	6.0%	10.6%	0.0%	23.3%	21.3%	0.0%	0.0%
Local shops and artisans	24.8%	42.5%	0.0%	34.3%	0.0%	0.0%	0.0%

LĀNA‘I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	30.5%	33.6%	0.0%	47.4%	21.3%	50.0%	100.0%
Historic military sites and museums	1.9%	2.9%	0.0%	6.5%	0.0%	0.0%	0.0%
Historic Hawaiian sites and museums	11.4%	12.3%	0.0%	20.4%	0.0%	0.0%	0.0%
Other historical sites, museums, and homes	5.7%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Art museum	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Art galleries/ exhibitions	9.5%	4.5%	0.0%	16.7%	0.0%	50.0%	0.0%
Lū‘au/ Polynesian show/ hula show	1.9%	8.8%	0.0%	10.2%	21.3%	0.0%	0.0%
Lesson ex. ukulele, hula, canoe, lei making	3.8%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Play/ concert/ theatre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Art/ craft fair	0.0%	1.6%	0.0%	0.0%	0.0%	50.0%	0.0%
Festival/ event	3.8%	4.8%	0.0%	3.7%	0.0%	0.0%	0.0%

LĀNA‘I ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	48.0%	61.6%	0.0%	79.6%	80.9%	50.0%	100.0%
Airport shuttle	13.6%	12.0%	0.0%	17.5%	40.4%	50.0%	0.0%
Trolley	0.0%	0.0%	0.0%	0.0%	21.3%	0.0%	0.0%
Public bus	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Tour bus/ tour van	13.4%	16.8%	0.0%	13.1%	0.0%	50.0%	0.0%
Taxi/ limo	13.6%	18.5%	0.0%	11.0%	40.4%	0.0%	0.0%
Rental car	21.0%	20.3%	0.0%	41.6%	0.0%	0.0%	0.0%
Ride share	1.9%	4.6%	0.0%	13.9%	0.0%	0.0%	0.0%
Car share	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	1.9%	1.6%	0.0%	2.9%	0.0%	0.0%	0.0%

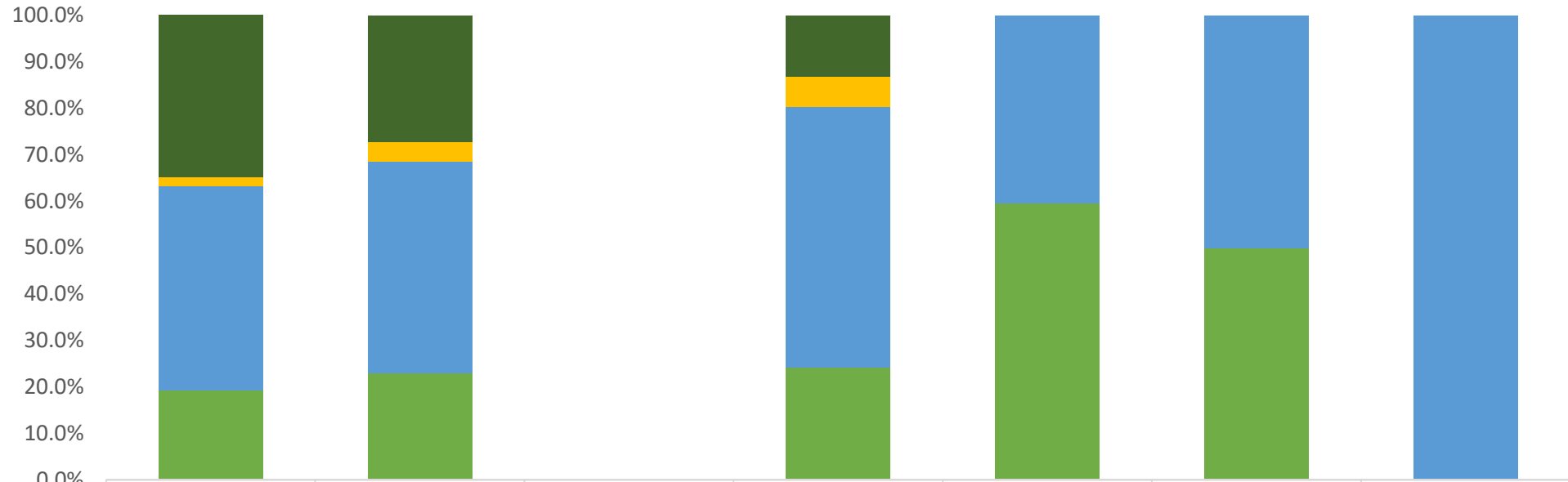
LĀNA‘I ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	9.5%	0.0%	0.0%	7.3%	0.0%	0.0%	100.0%
Visiting friends and family	9.5%	0.0%	0.0%	7.3%	0.0%	0.0%	100.0%
Giving back to the local community	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

LĀNA‘I ATTRACTIONS

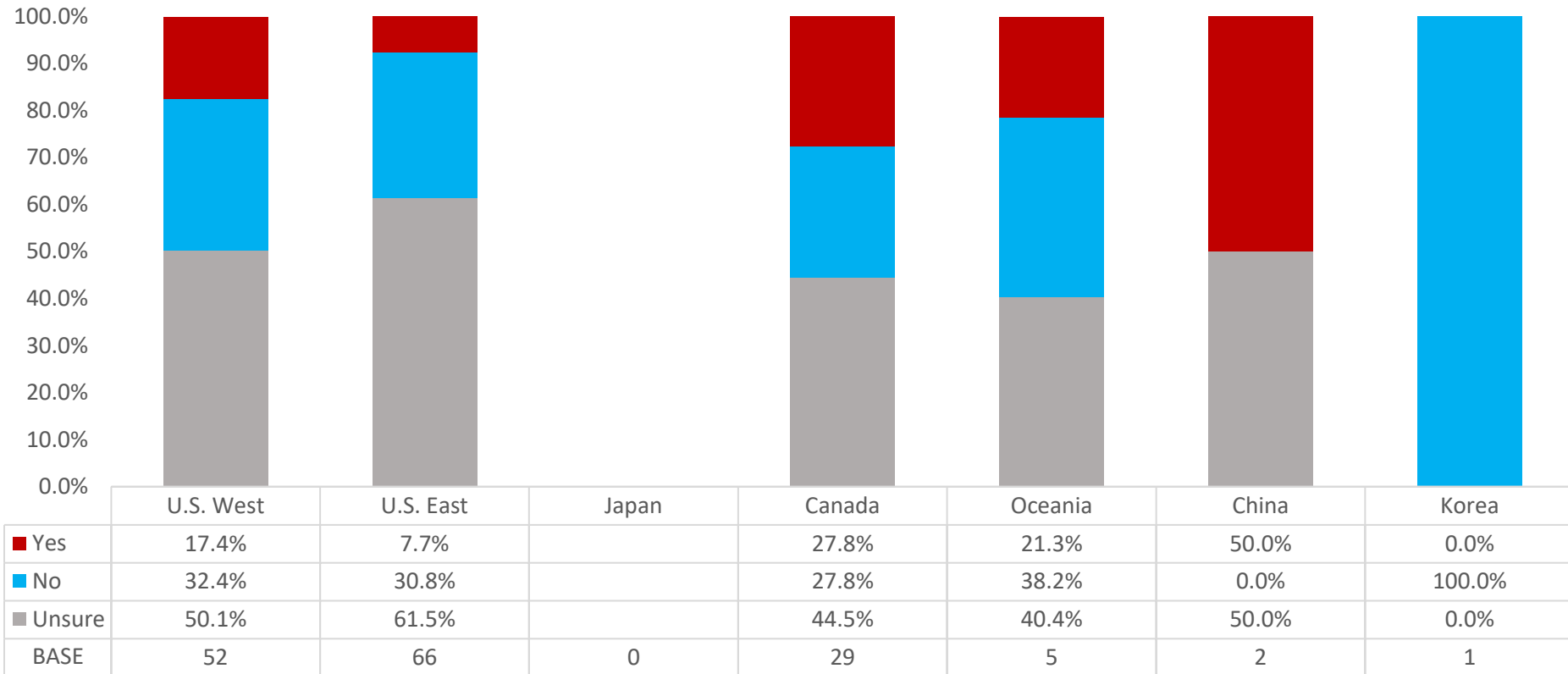
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Hawaiian Village at Kaunolū Fishing Village	1.9%	3.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Hulopo‘e Bay	30.5%	41.3%	0.0%	51.8%	59.6%	50.0%	0.0%
Kaiolohia	17.2%	13.9%	0.0%	27.0%	0.0%	0.0%	0.0%
Kanepu‘u Preserve	5.7%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Keahiakawelo	5.7%	10.7%	0.0%	11.0%	0.0%	0.0%	0.0%
Manele Golf Course	3.8%	6.1%	0.0%	6.5%	0.0%	50.0%	0.0%
Munro Trail	0.0%	1.6%	0.0%	3.7%	0.0%	0.0%	100.0%
Polihua Beach	13.4%	12.2%	0.0%	13.9%	0.0%	0.0%	0.0%
Pu‘u Pehe	24.8%	24.5%	0.0%	33.0%	0.0%	0.0%	0.0%

TRANSPORTATION TO LĀNA‘I

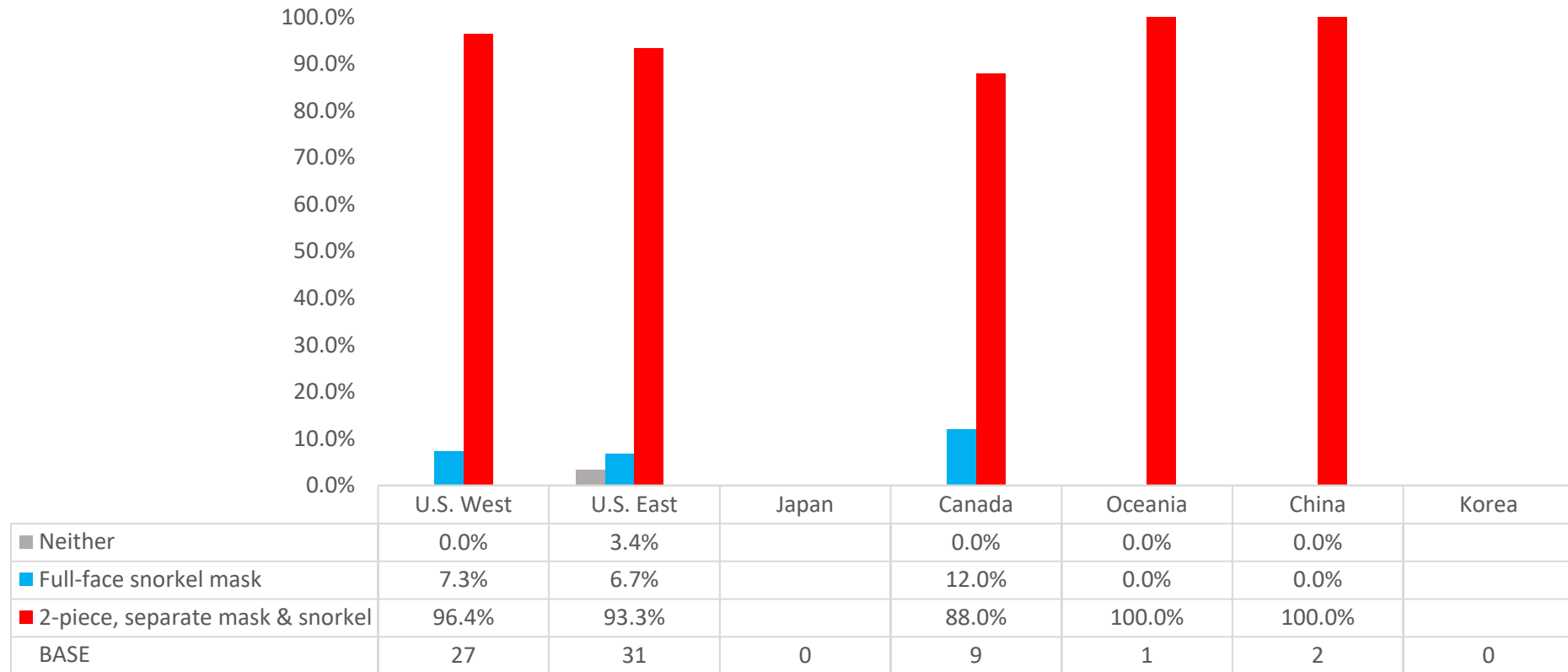


	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
■ Other							
■ Private boat	34.9%	27.1%		13.1%	0.0%	0.0%	0.0%
■ Cruise ship	1.9%	4.3%		6.5%	0.0%	0.0%	0.0%
■ Expenditures Ferry	43.9%	45.6%		56.3%	40.4%	50.0%	100.0%
■ Air	19.3%	23.0%		24.1%	59.6%	50.0%	0.0%
Base	52	66	0	29	5	2	1

LĀNA‘I VISITOR CENTER



SNORKELING EQUIPMENT USED - LĀNA‘I

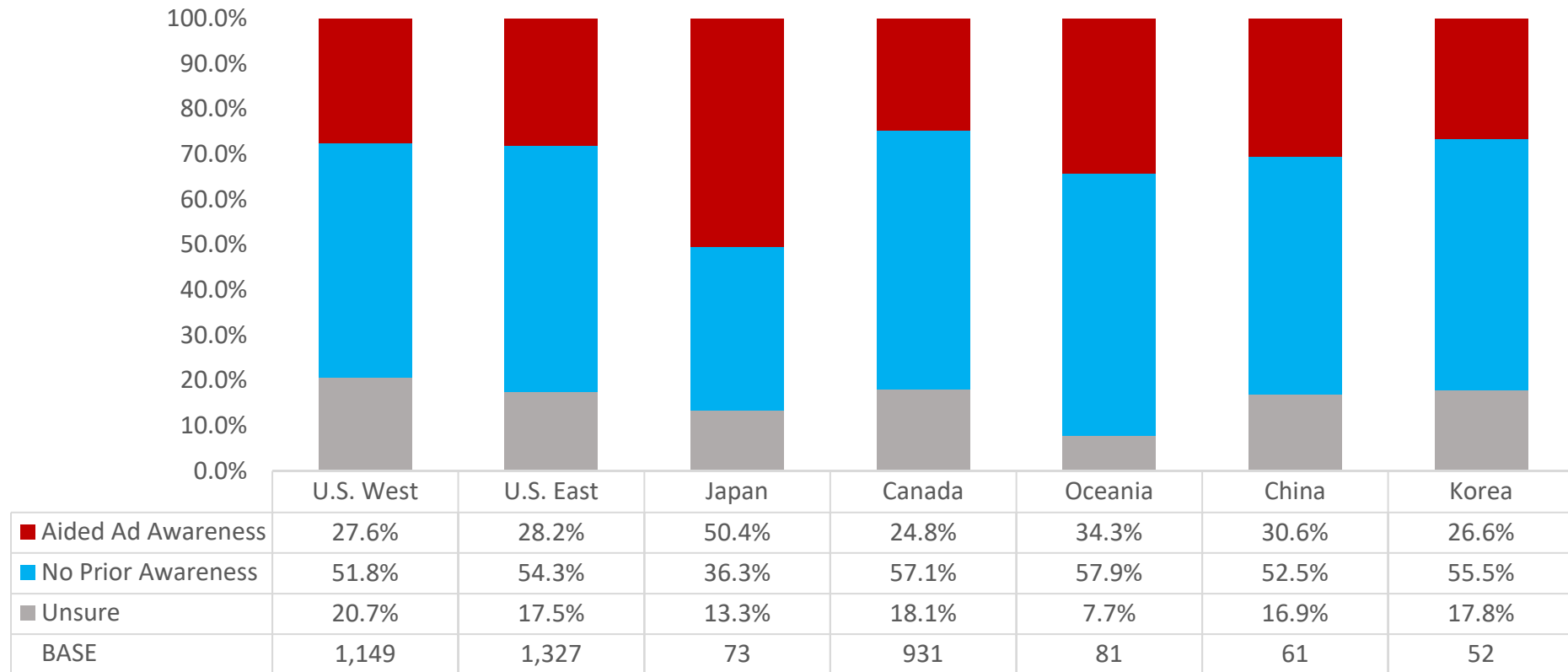


SNORKELING OCEAN SAFETY - LĀNA‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Did not have to be assisted or rescued	96.4%	100.0%		100.0%	100.0%	100.0%	
Yes, needed assistance using 2 piece mask & snorkel	3.6%	0.0%		0.0%	0.0%	0.0%	
Yes, while doing another type of ocean activity	0.0%	0.0%		0.0%	0.0%	0.0%	
BASE	27	30	0	9	1	2	0

Section 25 – Island of Hawai‘i

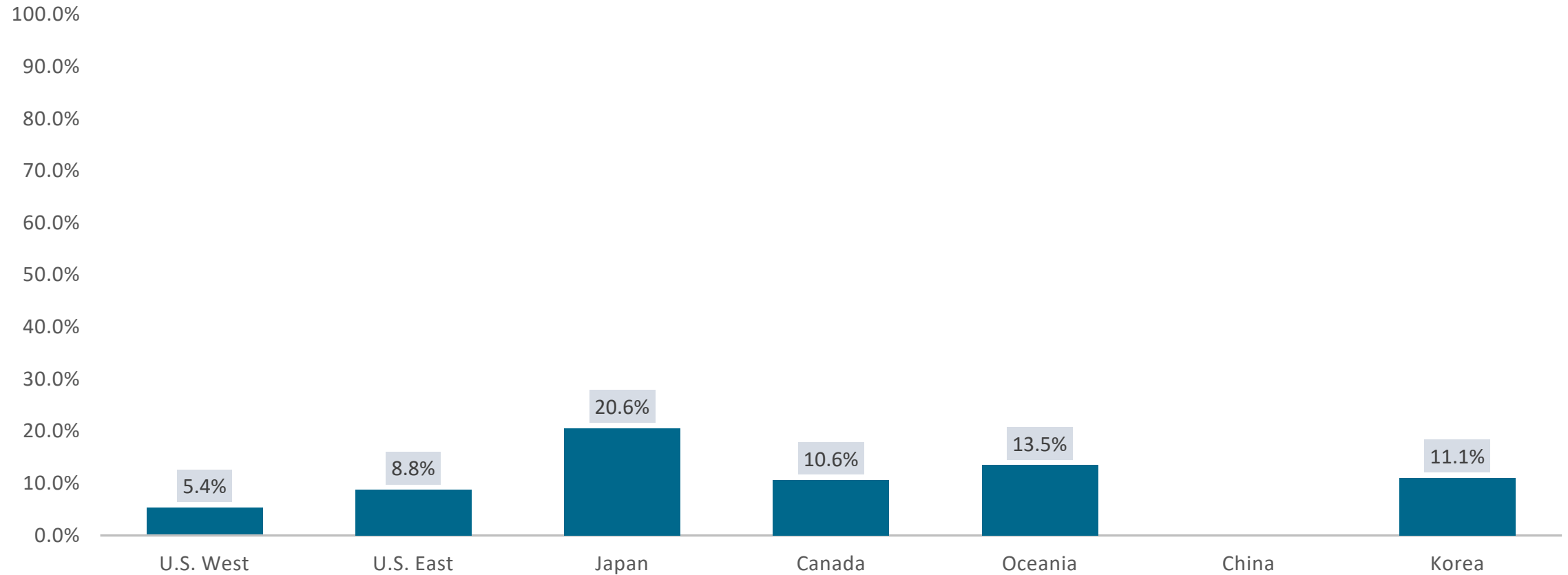
AIDED ADVERTISING AWARENESS - ISLAND OF HAWAI'I



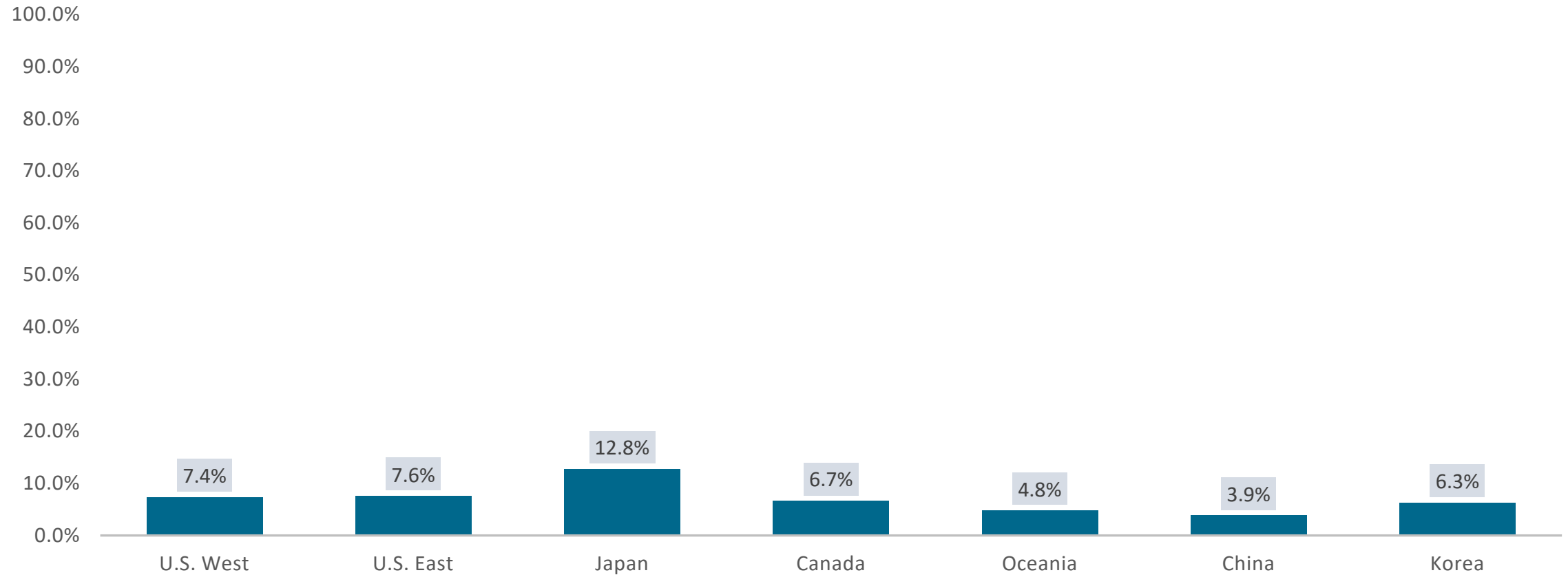
AIDED ADVERTISING AWARENESS - ISLAND OF HAWAI‘I

- ***Trips to Hawaii:*** Repeat visitors from U.S. West were more likely to recall advertising for Hawai‘i Island than first-time visitors from this market.
- ***Islands visited:*** Visitors from U.S. East who traveled to multiple islands during their trip were more likely to have been exposed to ads related to Hawai‘i Island than those whose trip was only to Hawai‘i Island.
- ***Age:*** Among visitors from U.S. West, advertising awareness was lower among young adults under the age of 35. Advertising awareness among U.S. East visitors was highest among seniors (65+).

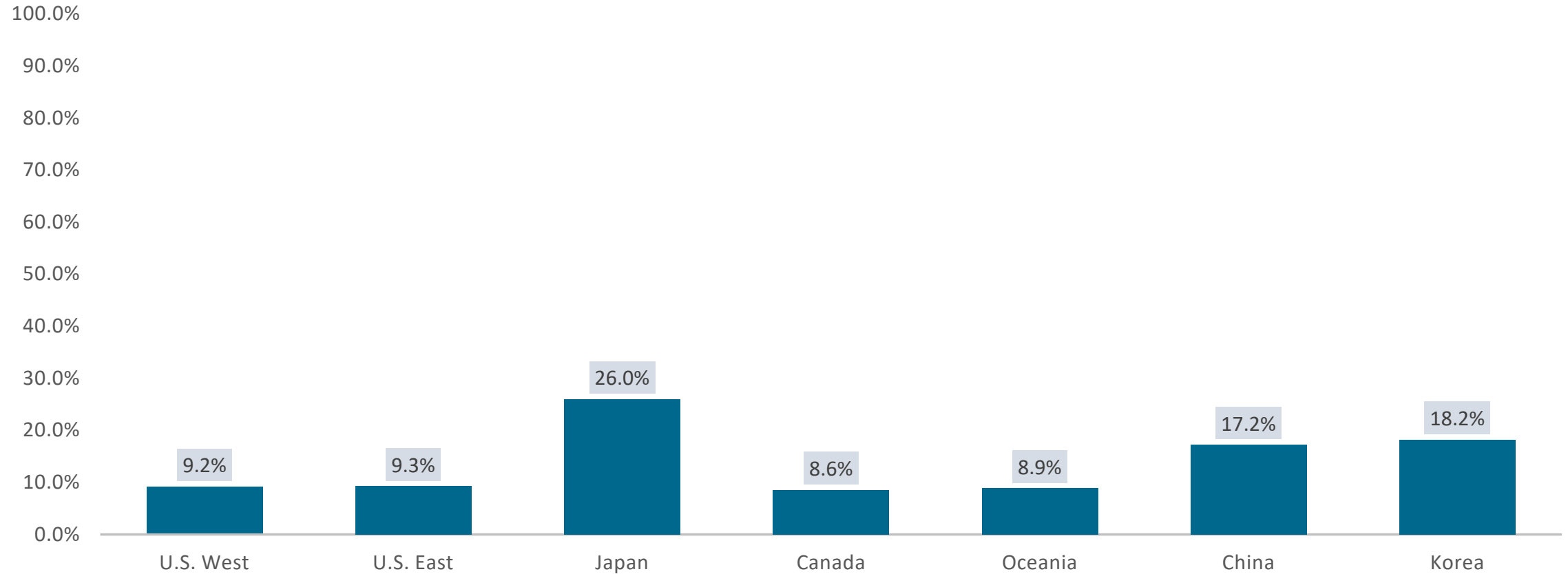
IMPACT OF LOCATION FILMING - ISLAND OF HAWAI'I



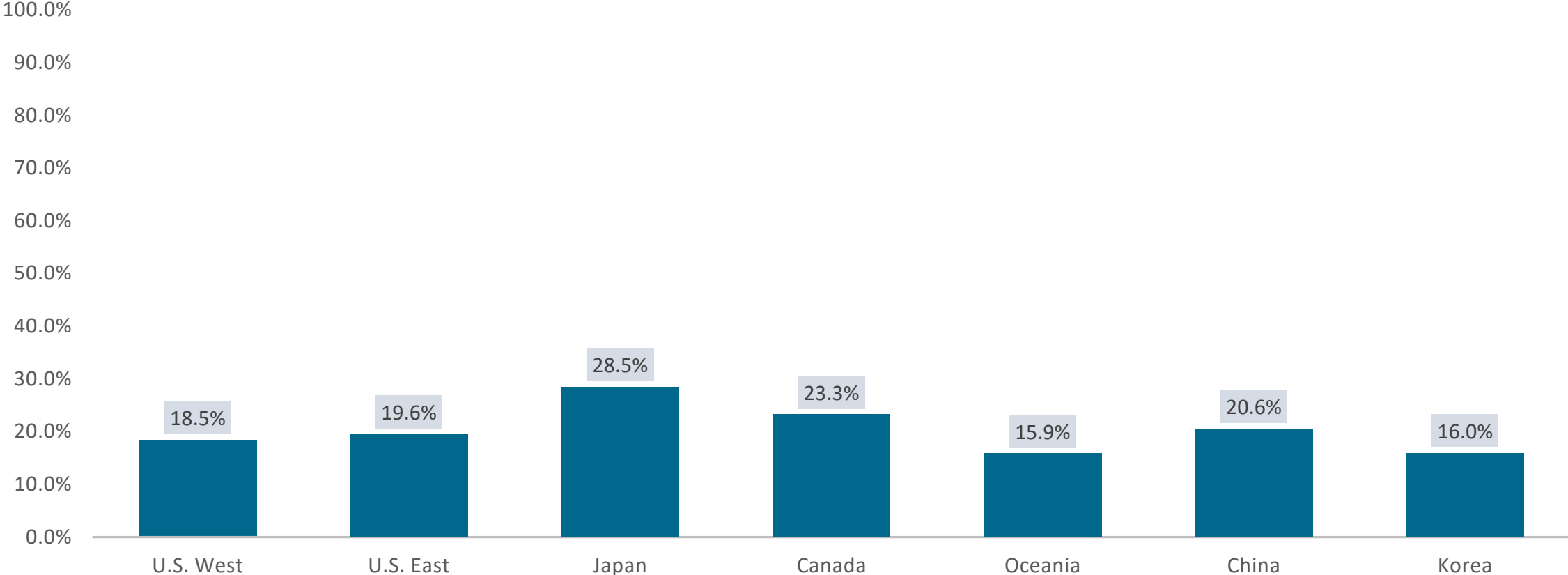
IMPACT OF HAWAIIAN MUSIC - ISLAND OF HAWAI'I



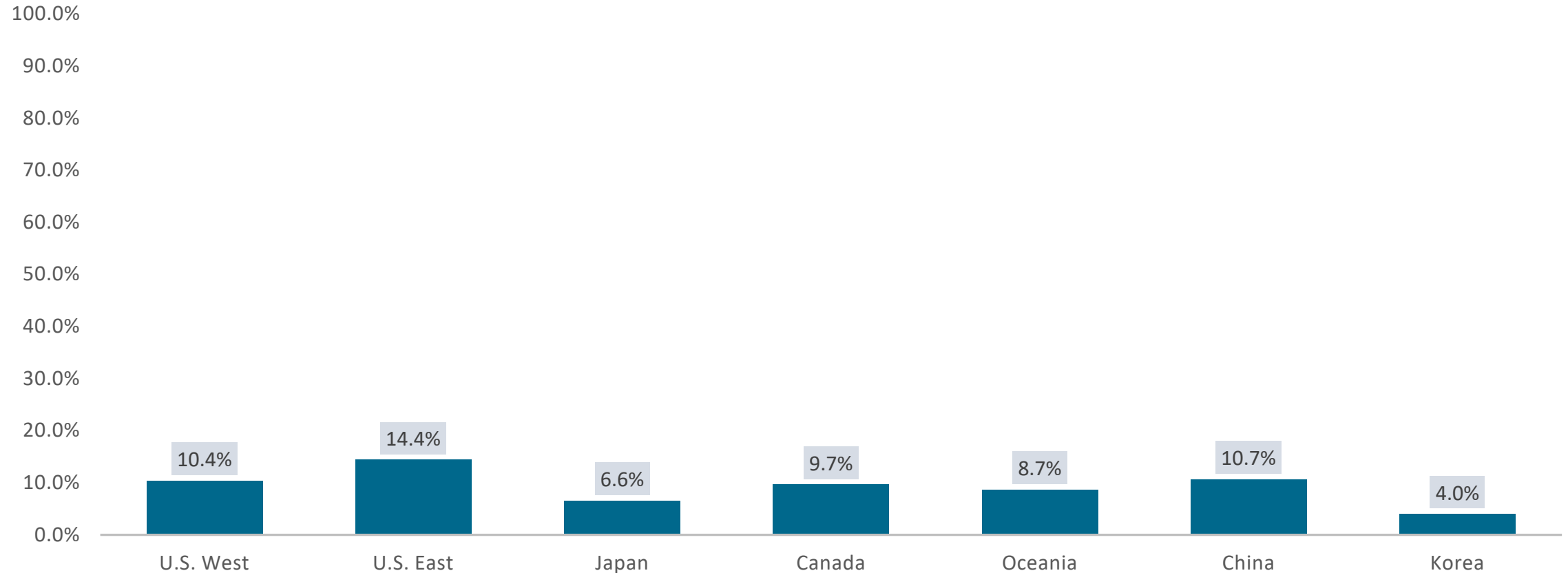
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - ISLAND OF HAWAI'I



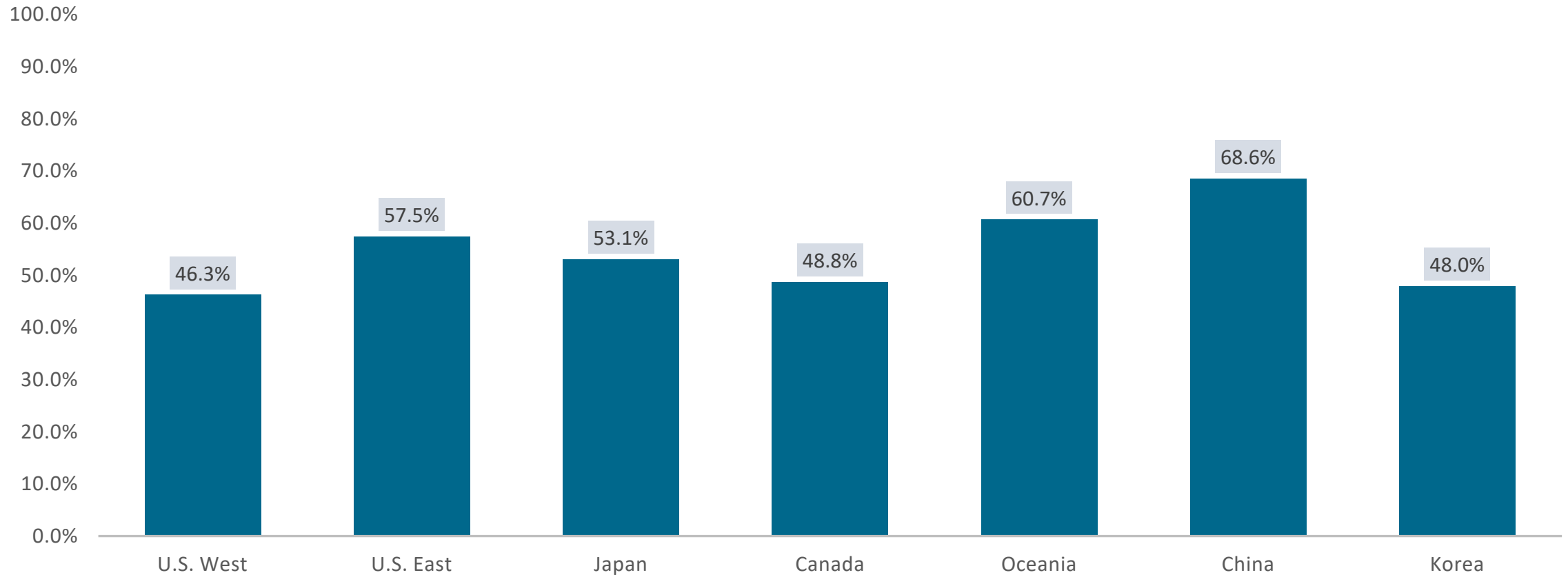
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - ISLAND OF HAWAI'I



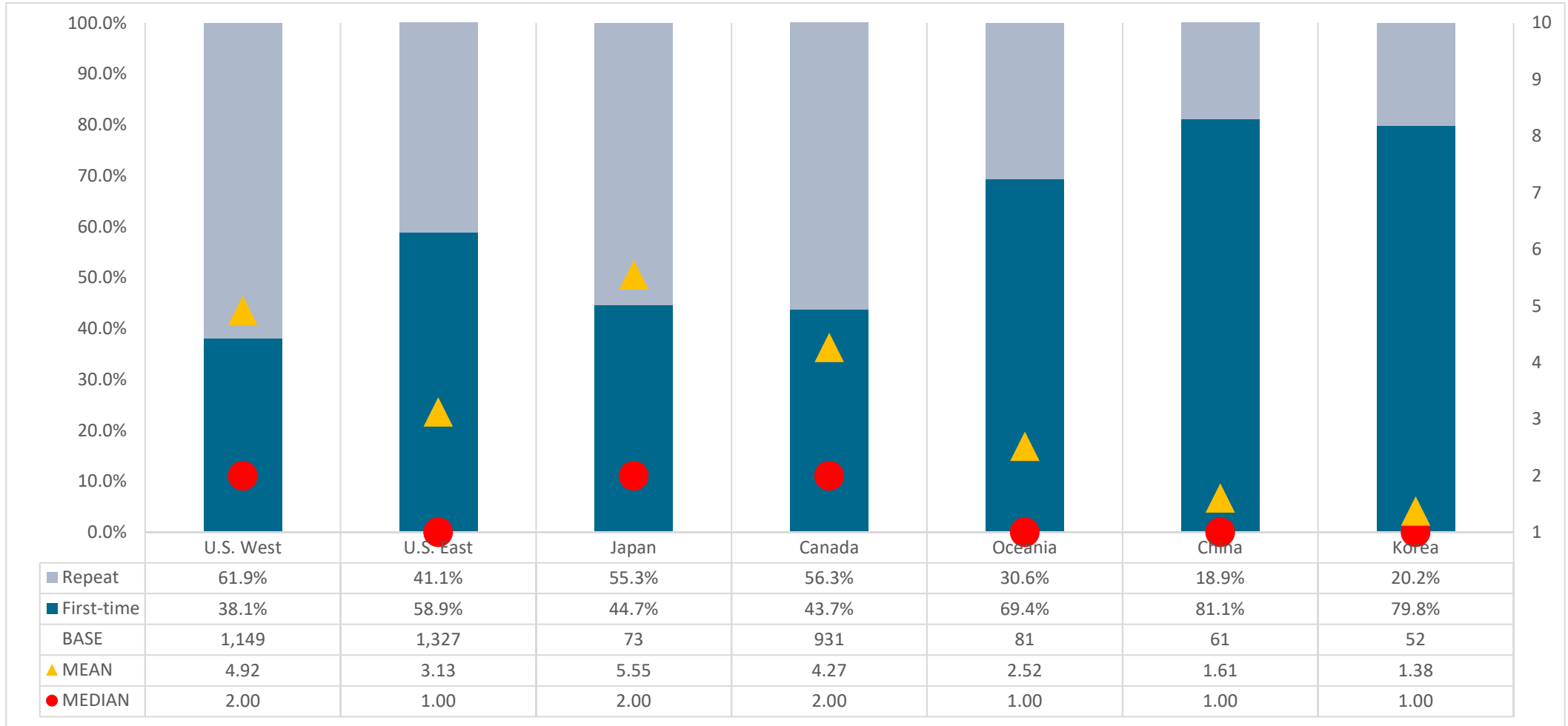
IMPACT OF HAWAIIAN CULTURAL EVENTS - ISLAND OF HAWAI'I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - ISLAND OF HAWAI'I



1st TIME VS REPEAT VISITOR - ISLAND OF HAWAI'I



1st TIME VS REPEAT VISITOR - ISLAND OF HAWAI'I

- **Age:** The average number of trips to Hawai'i Island increased among U.S. West, U.S. East and Canadian visitors as they got older.
- **Travel party size:** Visitors from U.S. West and U.S. East who were traveling alone have visited Hawai'i Island the most compared to those who were on their trip with other companions.

STRENGTHS/ POSITIVE ASPECTS - ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Nature/ natural beauty/ scenery	24.3%	32.8%	42.5%	25.5%	32.4%	36.0%	33.4%
Variety of activities/ attractions/ many choices	16.5%	20.3%	12.3%	16.8%	23.7%	24.1%	19.4%
Beach/ ocean	17.9%	8.9%	9.8%	17.3%	5.0%	5.4%	11.1%
Feeling of the “Aloha Spirit”	7.7%	8.0%	9.1%	10.1%	6.2%	1.9%	3.5%
Friendliness of the local people	7.6%	5.8%	3.7%	7.4%	7.3%	6.5%	13.8%
Events/ celebrations with friends/ family	7.0%	4.7%	2.5%	4.3%	6.0%	3.1%	0.0%
Accommodations/ was as promised	3.0%	3.1%	9.1%	4.2%	3.7%	1.9%	0.0%
Local culture/ people/ music	2.7%	2.4%	1.2%	1.7%	3.5%	3.5%	2.2%
Food/ restaurant variety/ dining options	2.3%	2.5%	0.0%	1.7%	1.2%	6.1%	1.8%
Overall customer service/ hospitality/ the people	2.3%	2.2%	1.2%	2.7%	1.2%	3.1%	2.2%
Hawaiian cultural sites	1.9%	1.9%	0.0%	1.4%	2.4%	0.0%	1.8%
Food/ restaurant quality	1.1%	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%

STRENGTHS/ POSITIVE ASPECTS - ISLAND OF HAWAI‘I

- **Travel party size:** Among visitors from U.S. West, as travel party size got larger, the level of satisfaction with the variety of activities/attractions also increased.
- **Age:** Younger visitors from U.S. West and U.S. East under the age of 35 were more positively impacted by the island’s natural beauty.
- **Gender:** Female respondents from U.S. East listed the “aloha spirit” in higher proportions than male respondents when asked to identify drivers of trip satisfaction. Male visitors from U.S. West mentioned the variety of activities/attractions as a positive aspect of their stay.
- **Trips to Hawai‘i:** First-time visitors to Hawai‘i Island from U.S. West were more positively impacted by the island’s natural beauty. Repeat visitors from U.S. West and first-time visitors from U.S. East were more likely to list the variety of activities/attractions as a driver of satisfaction.

AREAS OF OPPORTUNITIES - ISLAND OF HAWAI'I

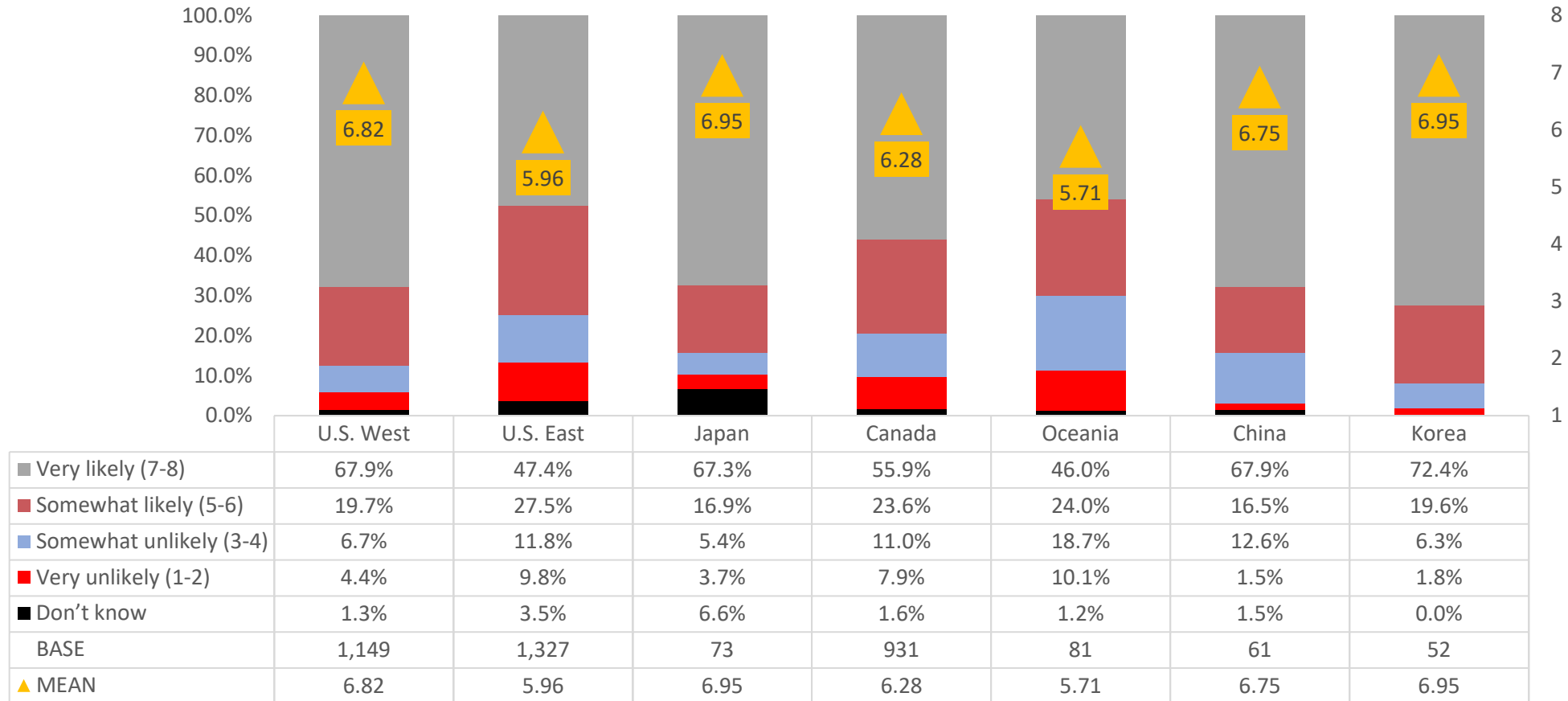
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	38.4%	40.9%	21.9%	35.4%	41.4%	27.2%	34.2%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	8.3%	6.7%	7.9%	9.0%	7.3%	9.6%	3.5%
Food/ restaurant variety/ dining options	7.6%	8.2%	7.4%	6.4%	7.6%	11.9%	4.0%
Would like to experience more local culture	5.7%	7.2%	1.2%	6.4%	7.5%	4.6%	3.5%
Traffic (congested/slow)	5.7%	5.2%	0.0%	4.3%	1.3%	3.5%	0.0%
Driving experience (signage, road surface, traffic violations, bad drivers)	4.5%	5.5%	3.7%	4.2%	3.7%	8.4%	1.8%
Cost/ expensive (specific/non specific)	3.9%	3.6%	5.4%	6.9%	5.1%	3.1%	0.0%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	3.3%	3.0%	20.6%	3.9%	6.4%	11.5%	8.0%
Food/ restaurant quality	2.6%	2.1%	11.1%	2.6%	1.2%	6.9%	5.8%

AREAS OF OPPORTUNITIES - ISLAND OF HAWAI'I

- **Travel party size:** U.S. West visitors who came in larger travel parties (3+ individuals) were more likely to have been disappointed with their food/restaurant dining options on island compared to those who traveled alone.
- **Age:** The inability to experience more of the local culture was more of an issue for younger travelers, (under the age of 35) from U.S. West. The availability of ground transportation was also a concern for younger visitors from U.S. West and U.S. East.
- **Gender:** Male visitors from U.S. West listed traffic more often than female visitors as an inconvenience during their stay.
- **Household income:** More affluent visitors from U.S. West and U.S. East were more likely to have had issues regarding the lack of variety in restaurants and dining options on island.
- **Trips to Hawai'i:** First-time visitors from U.S. West were more likely to have complaints related to their driving experience. Disappointment in their ability to experience more of the local culture was also more of an issue for first-time visitors from this market.

LIKELIHOOD OF RETURN VISIT - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



LIKELIHOOD OF RETURN VISIT - ISLAND OF HAWAI'I

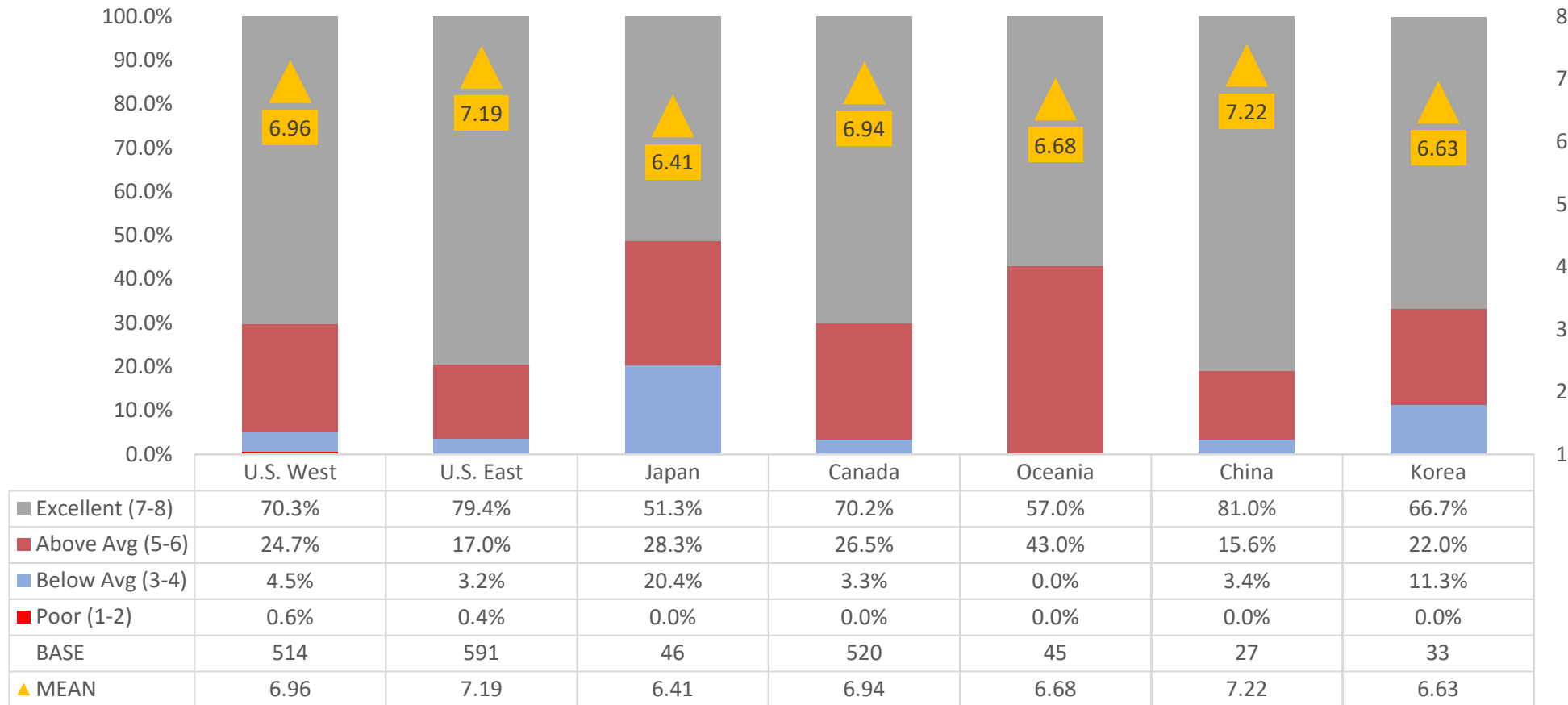
- **Education:** Visitors from U.S. West without a college degree expressed a stronger likelihood to return compared to those with a college degree from this visitor market.
- **Islands visited:** U.S. East and Canadian visitors whose trip was only to Hawai'i Island expressed a stronger likelihood to return compared to those whose stay included stops on multiple islands.
- **Travel party size:** Visitors from U.S. West and U.S. East who traveled alone were more likely to return to Hawai'i Island than those who came in a larger travel party (3+ individuals).

REASONS FOR NOT RETURNING - ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Want to go someplace new	56.8%	49.7%	42.2%	50.2%	69.8%	77.9%	22.0%
Too expensive/ cost	16.9%	35.1%	68.7%	38.5%	38.0%	22.1%	44.1%
Flight too long	7.7%	35.1%	18.7%	18.3%	16.6%	41.6%	22.0%
No reason to return/ nothing new	17.6%	12.3%	18.7%	13.2%	12.2%	12.4%	22.0%
Not enough value for the price	12.8%	9.3%	7.8%	12.7%	8.3%	0.0%	100.0%
Other financial obligations	5.1%	10.4%	26.5%	7.8%	20.5%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	4.1%	6.9%	0.0%	8.9%	4.4%	0.0%	0.0%
Unfriendly people/ felt unwelcome	5.6%	2.7%	0.0%	1.6%	0.0%	0.0%	22.0%
Poor health/ age restriction	2.7%	4.9%	0.0%	2.2%	3.9%	0.0%	0.0%
Nothing to do/ boring	2.1%	2.6%	7.8%	0.9%	0.0%	0.0%	50.0%
Too commercial/ overdeveloped	2.7%	2.4%	0.0%	0.9%	8.7%	0.0%	0.0%
Poor service	2.8%	2.1%	0.0%	1.0%	0.0%	0.0%	0.0%

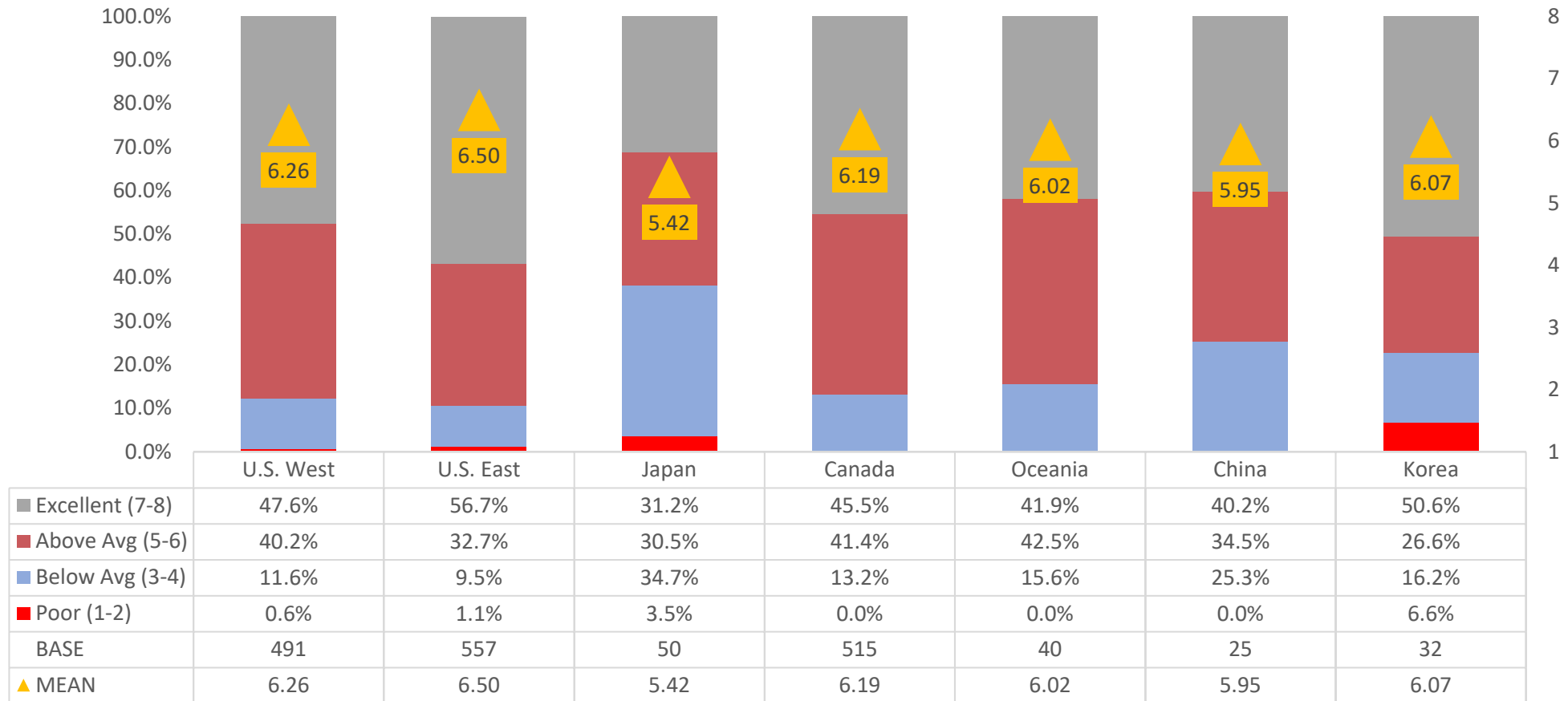
ENTERTAINMENT/ ATTRACTIONS - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Excellent/ 1=Poor



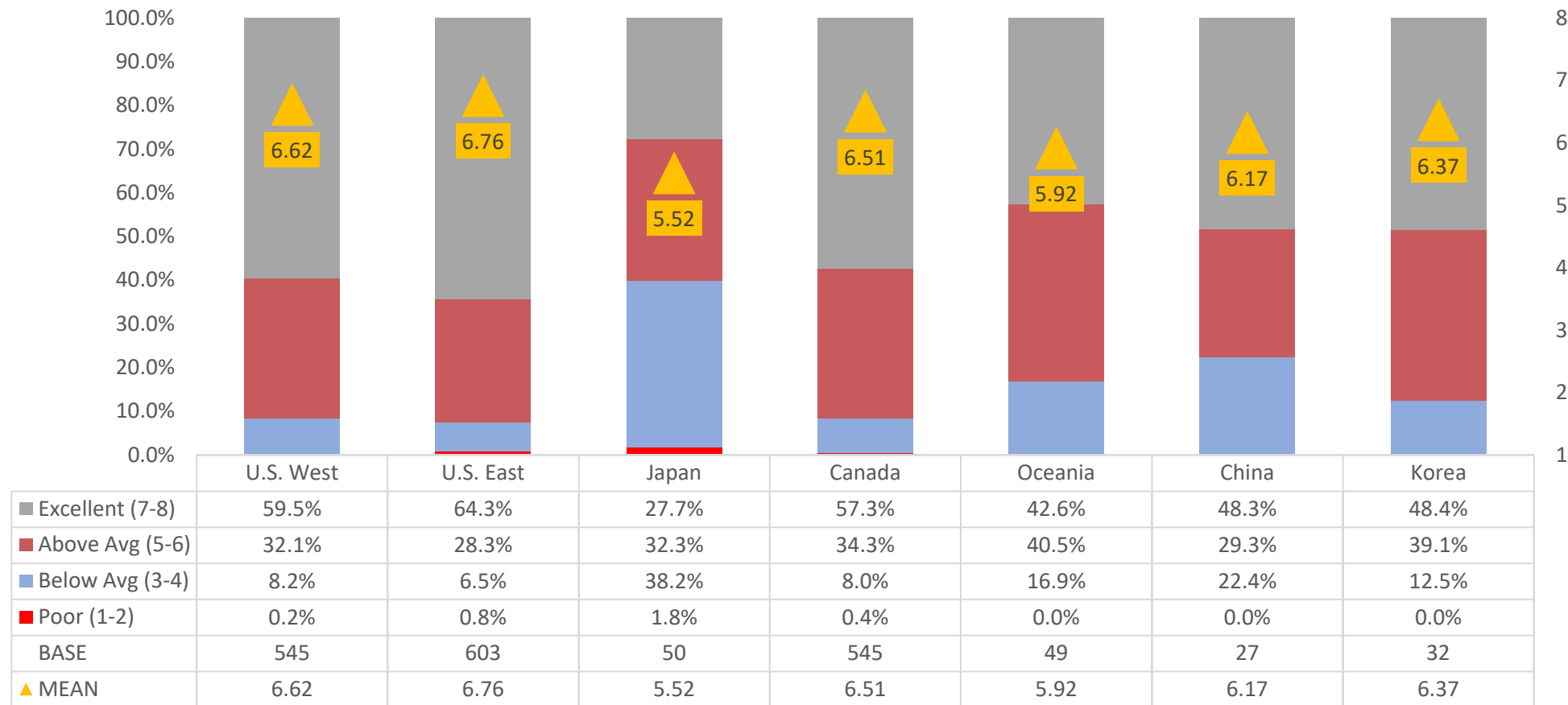
SHOPPING - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Excellent/ 1=Poor



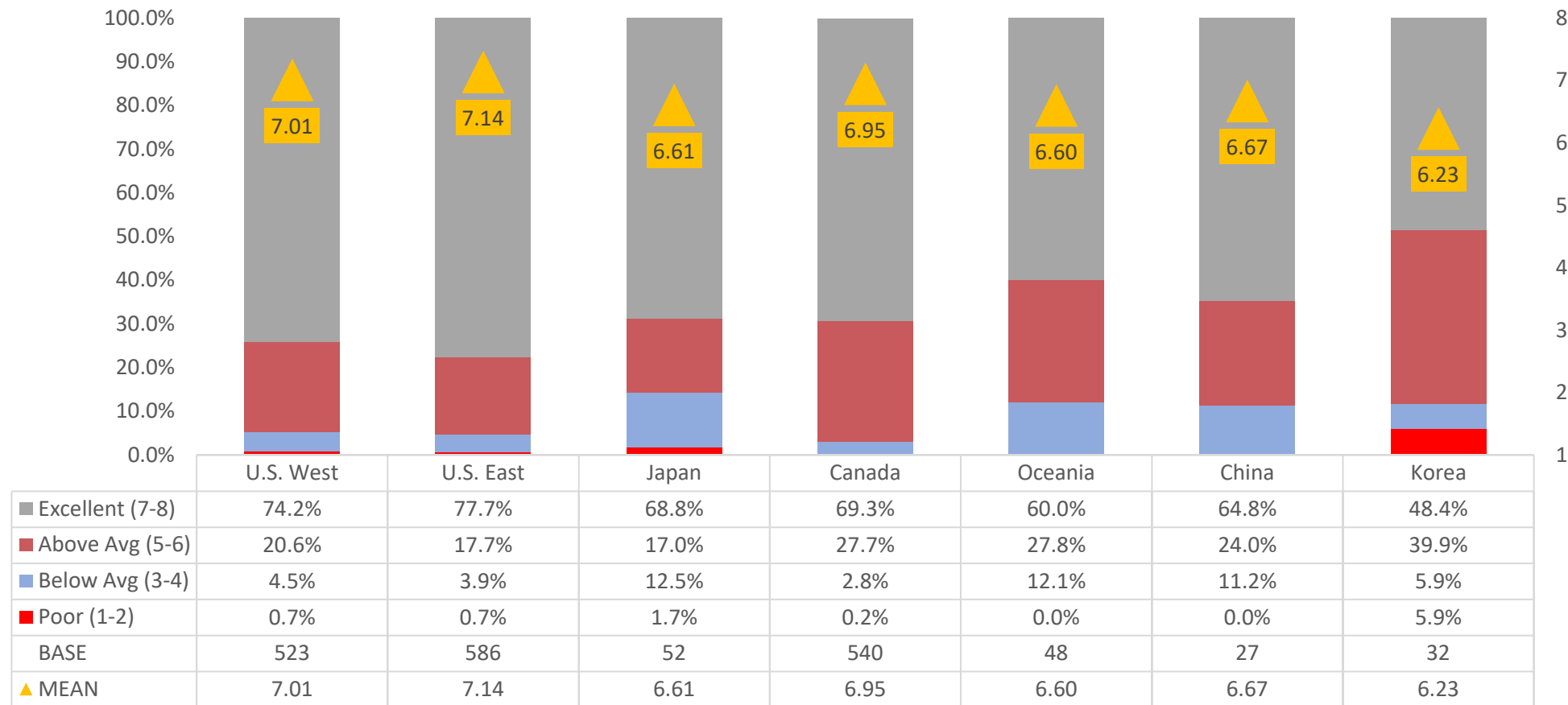
DINING/ FOOD & BEVERAGE - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Excellent/ 1=Poor



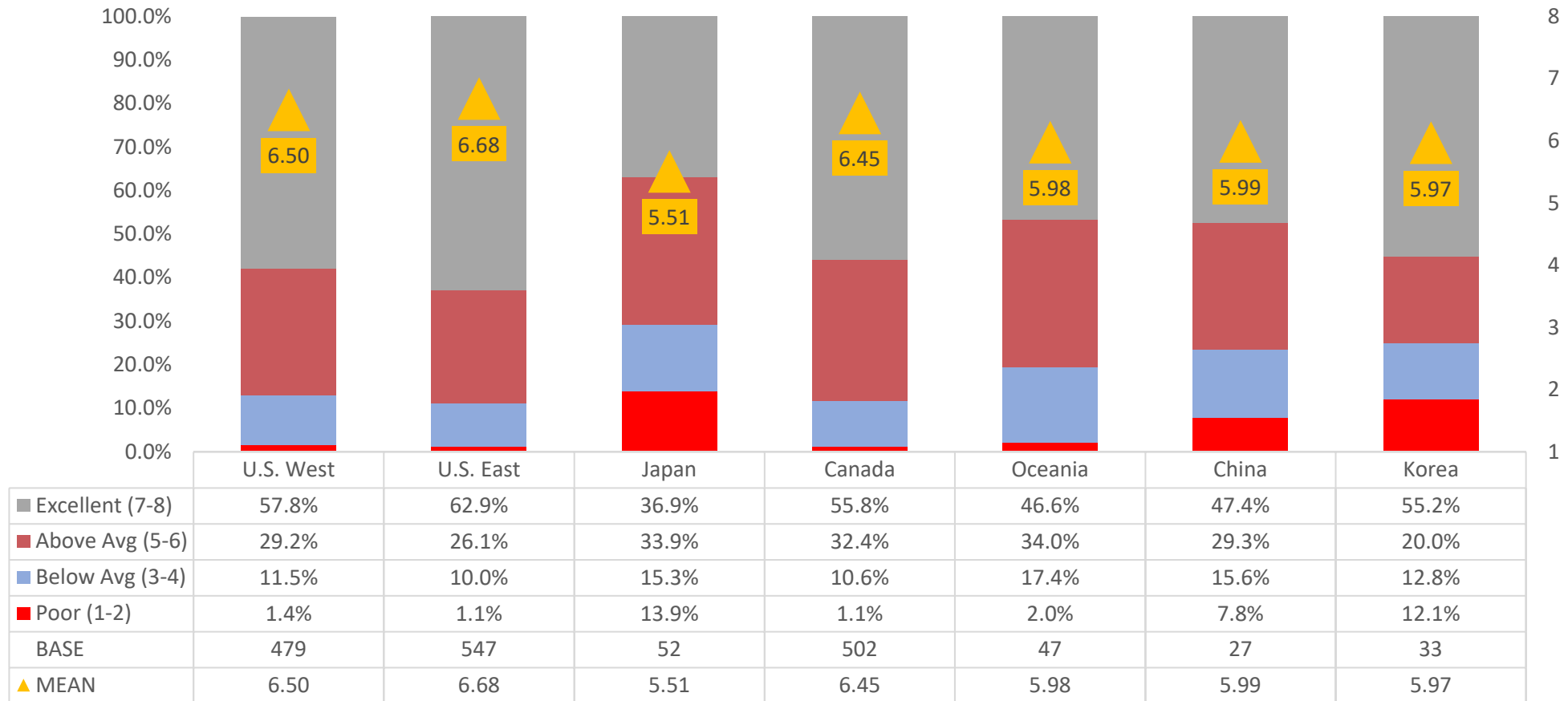
LODGING/ ACCOMMODATIONS - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Excellent/ 1=Poor



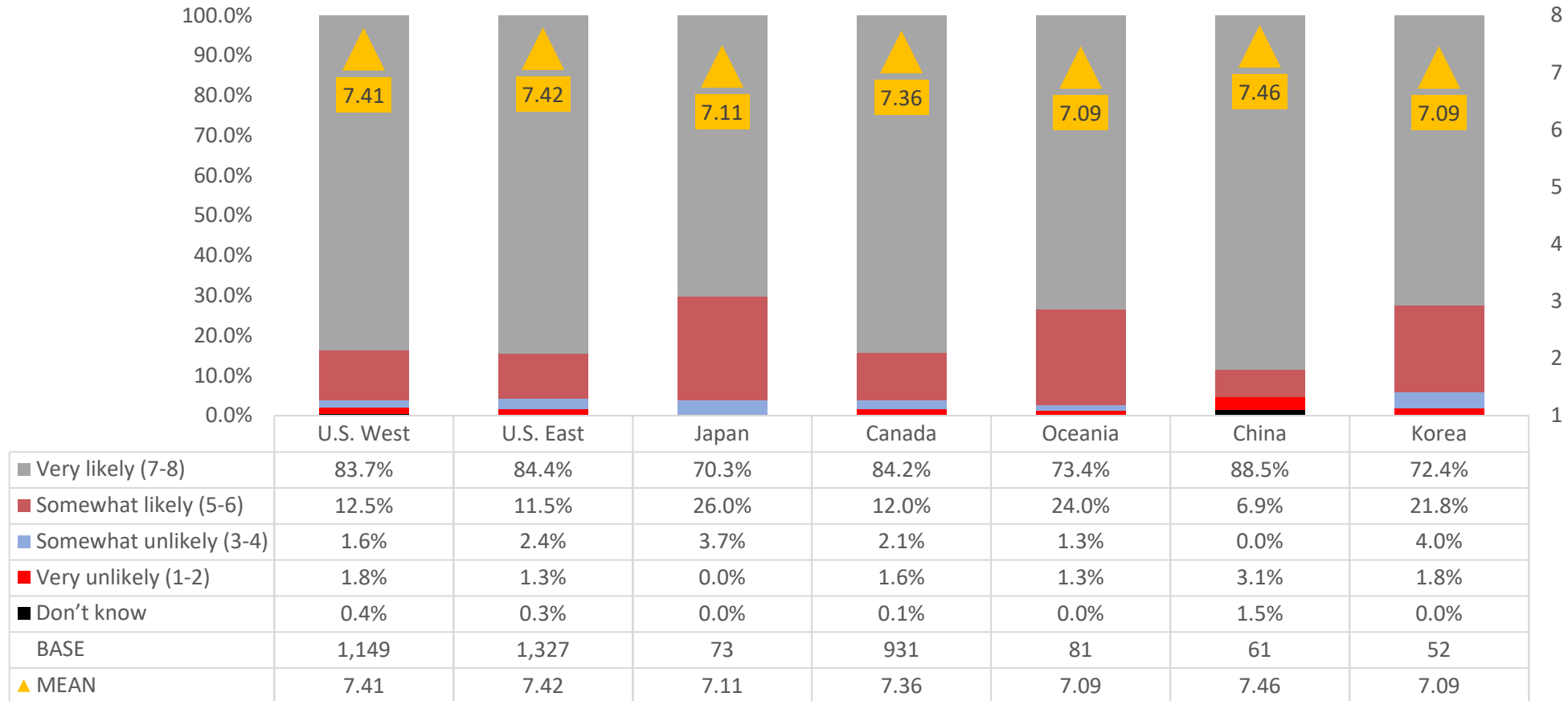
TRANSPORTATION ON ISLAND - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Excellent/ 1=Poor



BRAND/ DESTINATION ADVOCACY - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Very likely/ 1=Very unlikely



BRAND/ DESTINATION ADVOCACY - ISLAND OF HAWAI'I

- **Gender:** Female respondents from U.S. East gave higher mean advocacy scores than male respondents from this visitor market.
- **Education:** U.S. West visitors without a college degree were more likely to recommend Hawai'i Island to others compared to those with a college degree.

ISLAND OF HAWAI‘I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.6%	98.2%	95.0%	98.0%	98.7%	98.5%	98.2%
On own (self guided)/ driving around the island	87.9%	87.6%	85.1%	90.0%	71.2%	75.9%	69.3%
Helicopter ride/ airplane tour	2.9%	6.5%	1.2%	5.1%	5.2%	1.5%	8.0%
Boat tour/ submarine ride/ whale watching	27.4%	31.4%	5.5%	26.3%	30.7%	39.1%	34.7%
Visiting towns/ communities	60.4%	57.9%	41.8%	62.1%	47.8%	32.3%	40.9%
Private limousine/ van tour/ tour bus	4.6%	11.7%	12.4%	6.3%	25.1%	13.0%	9.3%
Scenic views/ natural landmarks	67.4%	74.5%	28.4%	69.9%	67.7%	65.9%	70.3%
Movie and TV filming location tours	0.8%	1.1%	2.5%	1.7%	6.5%	11.1%	17.8%

ISLAND OF HAWAI‘I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.6%	97.7%	96.3%	98.2%	96.4%	98.5%	90.7%
Beach/ sunbathing	82.5%	80.3%	68.9%	86.0%	62.7%	75.5%	63.6%
Bodyboarding	13.8%	6.0%	1.2%	15.0%	3.7%	1.5%	6.3%
Stand up paddle boarding	6.8%	5.6%	4.2%	5.7%	0.0%	5.4%	11.6%
Surfing	4.0%	3.9%	2.5%	6.0%	3.7%	5.0%	5.8%
Canoeing/ kayaking	6.5%	7.1%	3.0%	8.2%	2.5%	15.0%	5.8%
Swimming in the ocean	67.4%	64.4%	28.8%	77.2%	61.5%	40.7%	58.3%
Snorkeling	56.9%	50.0%	22.1%	59.7%	47.7%	40.2%	47.5%
Freediving	2.2%	1.0%	1.2%	1.6%	0.0%	0.0%	1.8%
Windsurfing/ kitesurfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Jet skiing/ parasailing	0.8%	0.6%	0.0%	0.3%	0.0%	0.0%	0.0%
Scuba diving	2.7%	3.2%	1.2%	3.9%	2.5%	0.0%	3.5%
Fishing	4.6%	4.1%	0.0%	4.4%	1.2%	1.9%	0.0%
Golf	7.9%	7.4%	30.4%	12.4%	6.1%	1.9%	2.2%

ISLAND OF HAWAI‘I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.6%	97.7%	96.3%	98.2%	96.4%	98.5%	90.7%
Running/ jogging/ fitness walking	26.6%	24.5%	20.4%	33.5%	16.5%	5.0%	12.0%
Cycling	2.1%	2.3%	3.0%	8.6%	1.3%	1.9%	3.5%
Spa	7.6%	7.4%	0.0%	2.8%	7.6%	0.0%	1.8%
Hiking	54.8%	59.9%	31.3%	52.8%	32.8%	67.4%	25.8%
Backpacking/ camping	2.3%	2.6%	0.0%	1.3%	1.2%	1.5%	6.3%
Agritourism	19.5%	21.4%	22.1%	15.8%	11.3%	15.0%	23.6%
Sports event or tournament	1.1%	2.3%	0.0%	4.9%	2.7%	0.0%	1.8%
Parks/ botanical gardens	45.2%	49.3%	28.8%	43.2%	41.2%	49.4%	31.1%
Waterparks	1.0%	1.2%	3.7%	1.8%	1.2%	0.0%	1.8%
Mountain tubing/ waterfall rappel	0.6%	0.2%	1.2%	0.4%	0.0%	5.0%	0.0%
Zip lining	4.4%	5.0%	0.0%	3.4%	4.9%	3.1%	0.0%
Skydiving	0.2%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%
All terrain vehicle (ATV)	2.6%	2.4%	0.0%	2.1%	3.7%	3.1%	0.0%
Horseback riding	1.6%	1.9%	5.0%	1.9%	0.0%	3.5%	0.0%

ISLAND OF HAWAI‘I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.4%	98.1%	96.3%	99.7%	100.0%	98.5%	100.0%
Lunch/ sunset/ dinner/ evening cruise	18.2%	20.5%	7.2%	18.3%	15.0%	42.1%	44.8%
Live music/ stage show	25.1%	27.5%	18.4%	23.2%	12.3%	6.5%	16.0%
Nightclub/ dancing/ bar/ karaoke	5.4%	5.4%	0.0%	4.9%	10.1%	1.9%	8.5%
Fine dining	45.0%	41.3%	15.4%	37.2%	28.8%	17.7%	36.4%
Family restaurant	66.2%	62.4%	24.6%	62.9%	61.4%	28.4%	37.7%
Fast food	29.9%	26.8%	29.6%	39.8%	27.8%	38.1%	45.8%
Food truck	24.5%	25.6%	12.4%	25.5%	24.3%	23.0%	48.3%
Café/ coffee house	55.2%	51.0%	46.0%	58.3%	65.1%	48.2%	49.8%
Ethnic dining	25.4%	28.4%	7.5%	17.7%	20.3%	9.6%	40.4%
Farm to table cuisine	20.5%	19.8%	15.4%	13.6%	10.2%	3.1%	9.3%
Prepared own meal	60.1%	49.2%	58.0%	73.0%	45.2%	19.5%	21.3%

ISLAND OF HAWAI‘I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.7%	95.1%	98.8%	97.5%	97.5%	95.4%	100.0%
Malls/ department stores	27.8%	22.6%	56.2%	45.7%	30.2%	31.4%	63.9%
Designer boutiques	12.3%	14.0%	2.5%	15.2%	8.8%	3.1%	5.3%
Hotel/ resort stores	30.2%	35.7%	19.2%	28.5%	16.2%	13.8%	35.6%
Swap meet/ flea market	15.5%	10.7%	6.2%	9.6%	4.9%	6.5%	0.0%
Discount/ outlet stores	10.3%	8.5%	17.9%	12.8%	15.1%	1.5%	49.6%
Supermarkets	74.7%	63.8%	58.7%	74.5%	55.0%	49.4%	47.0%
Farmer’s market	57.0%	47.8%	35.8%	58.2%	30.2%	49.0%	20.1%
Convenience stores	42.4%	43.4%	17.2%	46.3%	57.4%	49.4%	52.8%
Duty free stores	1.2%	1.8%	2.5%	3.6%	5.2%	3.1%	32.4%
Hawai‘i based products	48.2%	48.2%	25.4%	45.2%	45.0%	15.0%	33.4%
Local shops and artisans	61.5%	63.6%	18.4%	60.4%	53.9%	31.8%	33.4%

ISLAND OF HAWAI‘I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	69.4%	77.4%	46.3%	67.8%	76.1%	56.8%	61.0%
Historic military sites and museums	8.1%	15.9%	9.2%	7.7%	16.5%	16.5%	30.7%
Historic Hawaiian sites and museums	43.8%	47.8%	16.7%	41.0%	51.1%	25.3%	14.7%
Other historical sites, museums, and homes	14.8%	16.6%	9.2%	14.9%	17.1%	15.0%	25.4%
Art museums	2.6%	2.6%	0.0%	2.1%	3.7%	3.5%	1.8%
Art galleries and exhibitions	12.2%	11.1%	2.5%	10.0%	10.9%	6.9%	1.8%
Lū‘au/ Polynesian show/ hula show	21.1%	32.1%	9.2%	20.3%	15.3%	6.1%	10.3%
Lesson ex. ukulele, hula, canoe, lei making	3.5%	4.5%	5.5%	2.0%	3.9%	5.4%	4.5%
Play/ concert/ theatre	2.7%	1.7%	0.0%	1.1%	2.5%	1.9%	0.0%
Art/ craft fair	13.2%	10.4%	2.5%	11.0%	7.3%	8.4%	9.8%
Festival/ event	3.4%	3.4%	3.7%	3.9%	5.0%	1.5%	0.0%

ISLAND OF HAWAI‘I ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	92.8%	94.2%	97.5%	94.1%	93.9%	96.9%	98.2%
Airport shuttle	14.8%	14.0%	5.5%	14.9%	20.5%	25.3%	12.9%
Trolley	2.5%	2.4%	5.5%	4.1%	3.7%	0.0%	16.9%
Public bus	2.0%	1.8%	3.0%	3.2%	11.2%	3.5%	7.1%
Tour bus/ tour van	3.9%	12.5%	12.9%	7.0%	22.4%	5.0%	32.0%
Taxi/ limo	5.2%	6.6%	20.9%	10.3%	18.4%	8.9%	6.3%
Rental car	81.6%	79.4%	74.6%	83.0%	67.6%	82.0%	66.8%
Ride share	8.7%	9.8%	18.1%	11.6%	20.1%	19.5%	15.1%
Car share	5.5%	6.0%	0.0%	3.9%	1.3%	5.0%	1.8%
Bicycle rental	2.2%	1.1%	1.2%	2.9%	0.0%	1.9%	8.8%

ISLAND OF HAWAI‘I ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	33.3%	25.7%	22.9%	25.0%	14.3%	10.4%	20.1%
Visiting friends and family	31.6%	23.9%	22.9%	23.5%	13.1%	8.9%	17.8%
Giving back to the local community	2.9%	3.0%	0.0%	2.6%	2.4%	1.5%	2.2%

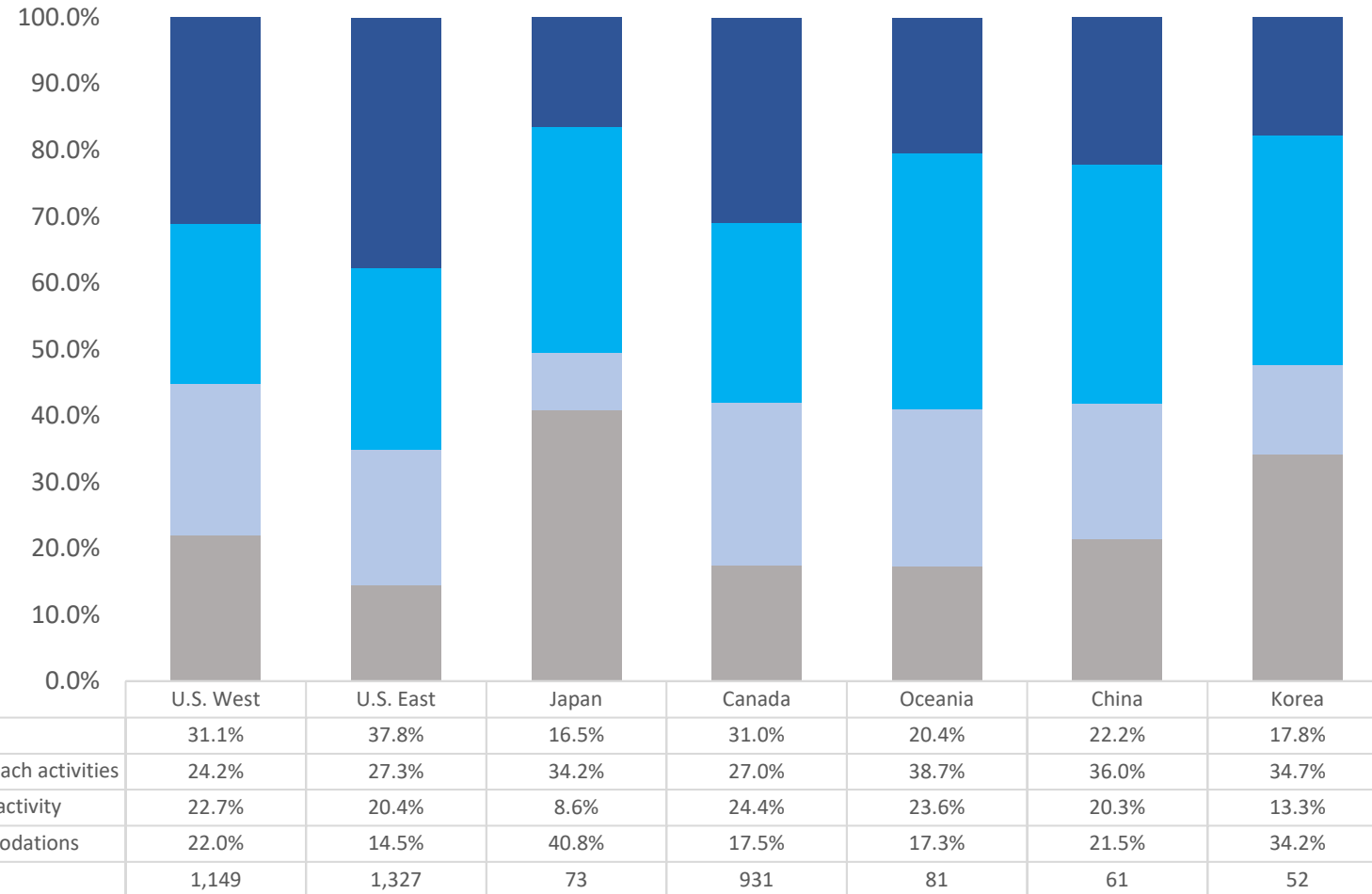
ATTRACTIONS- ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
‘Akaka Falls	31.0%	36.6%	10.0%	30.3%	29.1%	33.5%	19.6%
Botanical Gardens	22.2%	20.7%	6.2%	19.3%	21.4%	19.9%	10.7%
H.N. Greenwell Store	2.2%	4.1%	0.0%	4.8%	1.2%	0.0%	10.7%
Hawai‘i Volcanoes National Park	57.3%	73.1%	47.5%	59.0%	64.2%	81.6%	65.8%
Hilo Farmers Market	29.6%	25.0%	24.6%	27.5%	16.3%	36.0%	18.3%
Hulihe‘e Palace	3.2%	2.9%	5.0%	4.2%	2.4%	1.9%	3.5%
‘Imiloa Astronomy Ctr	2.3%	2.3%	6.2%	1.7%	3.6%	9.2%	4.0%
Kaloko Honokōhau National Historical Park	8.9%	11.0%	6.7%	10.0%	7.8%	16.1%	4.0%
Kona Coffee Living History Farm	12.1%	17.1%	34.6%	14.2%	17.3%	20.6%	36.9%
Lili‘uokalani Park and Garden	9.6%	10.1%	5.0%	8.1%	10.0%	3.5%	6.3%

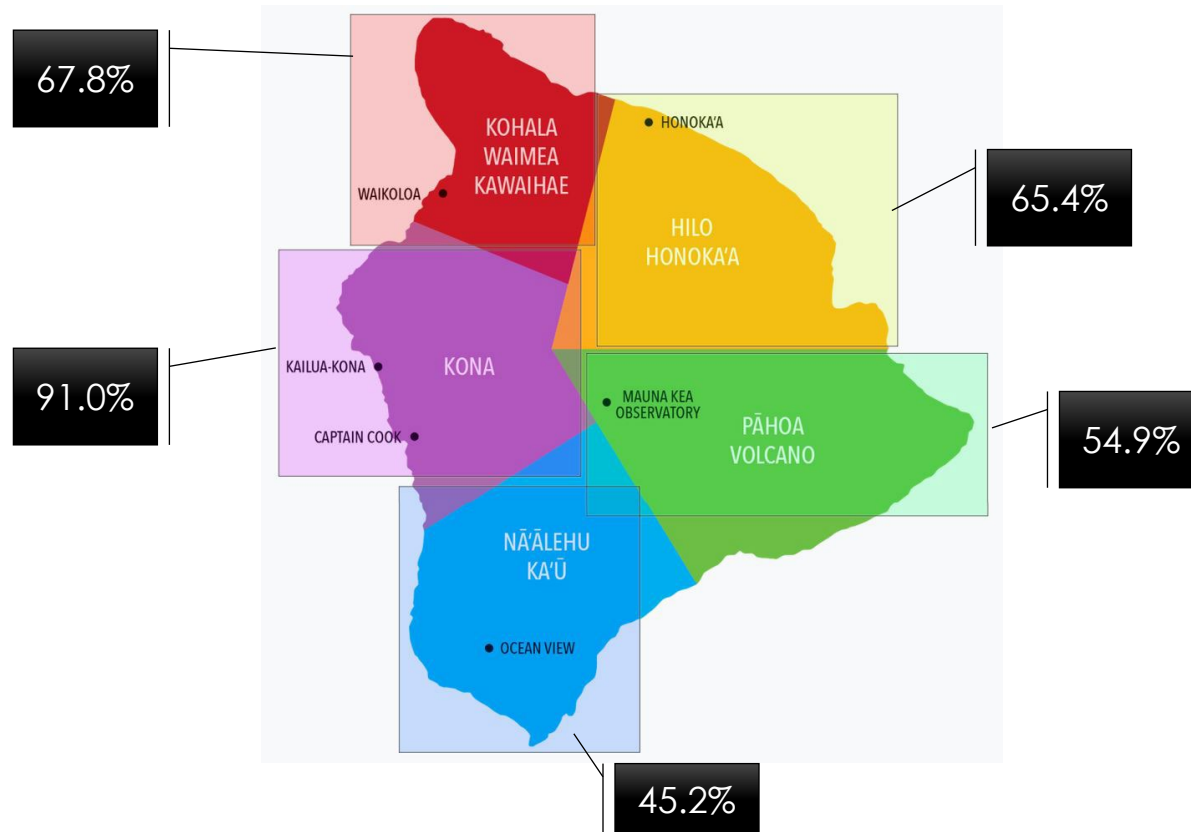
ATTRACTIONS- ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Lyman House Memorial Museum	1.2%	1.7%	0.0%	0.4%	1.3%	0.0%	0.0%
Maunakea Visitor Ctr/ Summit	15.2%	18.5%	25.1%	20.0%	24.0%	37.2%	43.2%
Orchid Farm	1.8%	2.0%	0.0%	2.5%	0.0%	1.5%	4.0%
Pacific Tsunami Museum	2.9%	3.0%	3.7%	1.6%	1.2%	1.5%	4.0%
Pana‘ewa Rainforest Zoo & Garden	5.3%	3.4%	3.7%	3.1%	5.2%	5.0%	1.8%
Pu‘uhonua o Hōnaunau National Historical Park	20.9%	22.2%	8.0%	22.2%	10.1%	18.4%	7.5%
Pu‘ukoholā Heiau National Historical Site	11.3%	12.7%	5.0%	9.4%	7.7%	6.5%	4.5%
Punalu‘u Black Sand Beach	34.4%	43.8%	18.4%	38.6%	34.1%	39.5%	25.4%
Rainbow Falls	29.2%	35.0%	14.9%	28.8%	36.3%	16.1%	26.6%
Volcano Art Center	8.9%	10.8%	10.0%	9.5%	17.7%	4.6%	13.3%

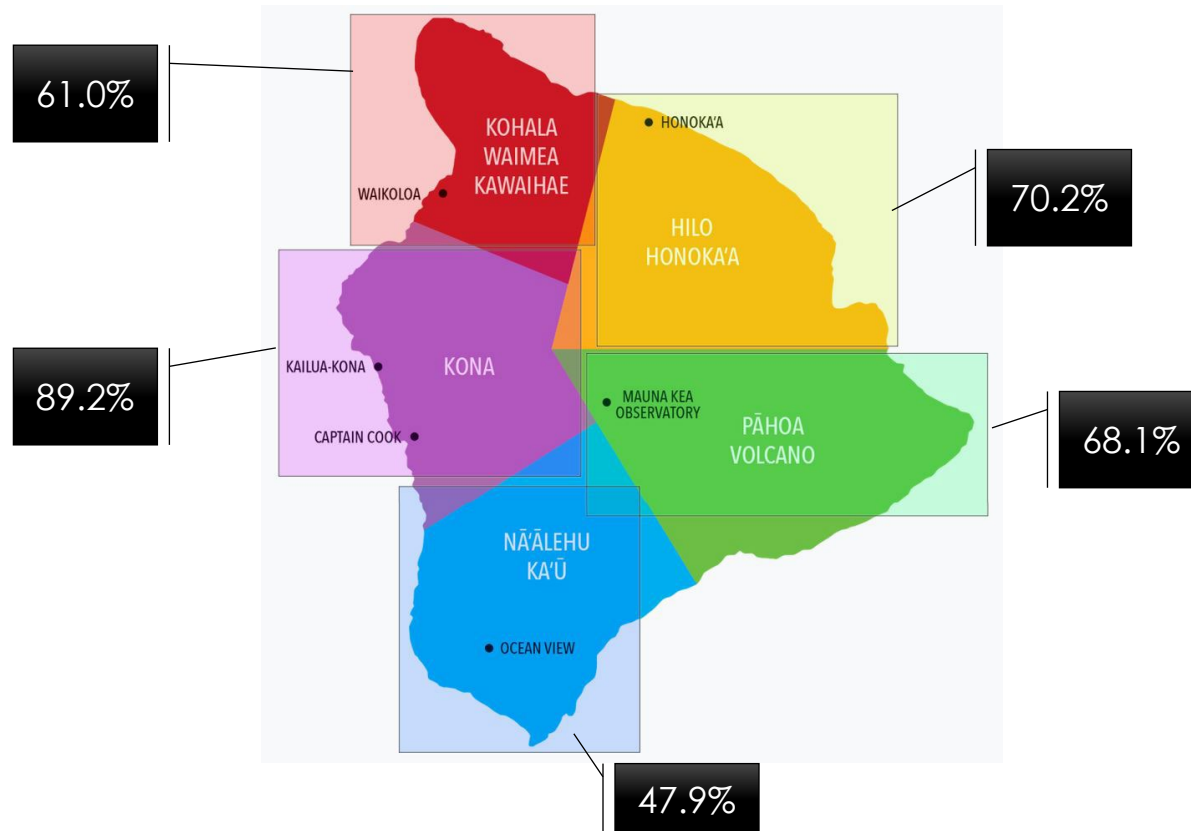
TRAVEL ON ISLAND OF HAWAI'I



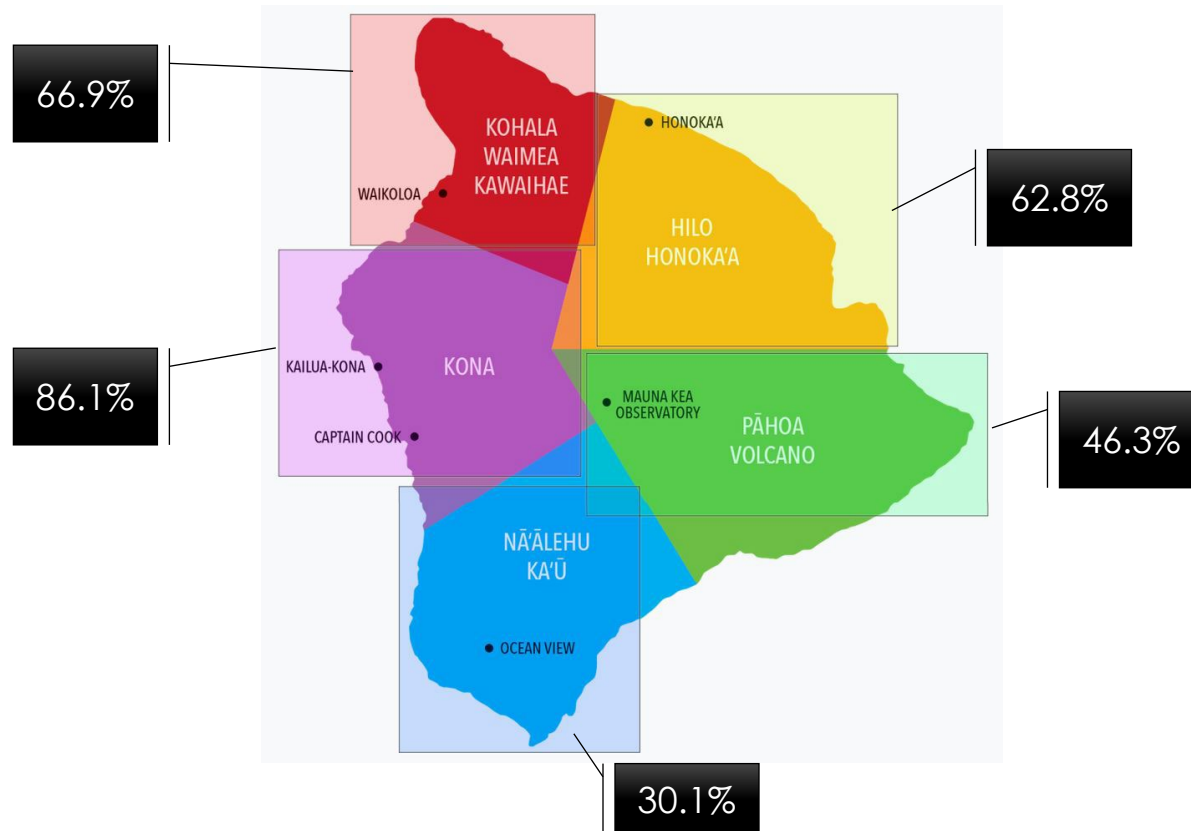
AREAS VISITED ISLAND OF HAWAI'I U.S. WEST



AREAS VISITED ISLAND OF HAWAI'I U.S. EAST

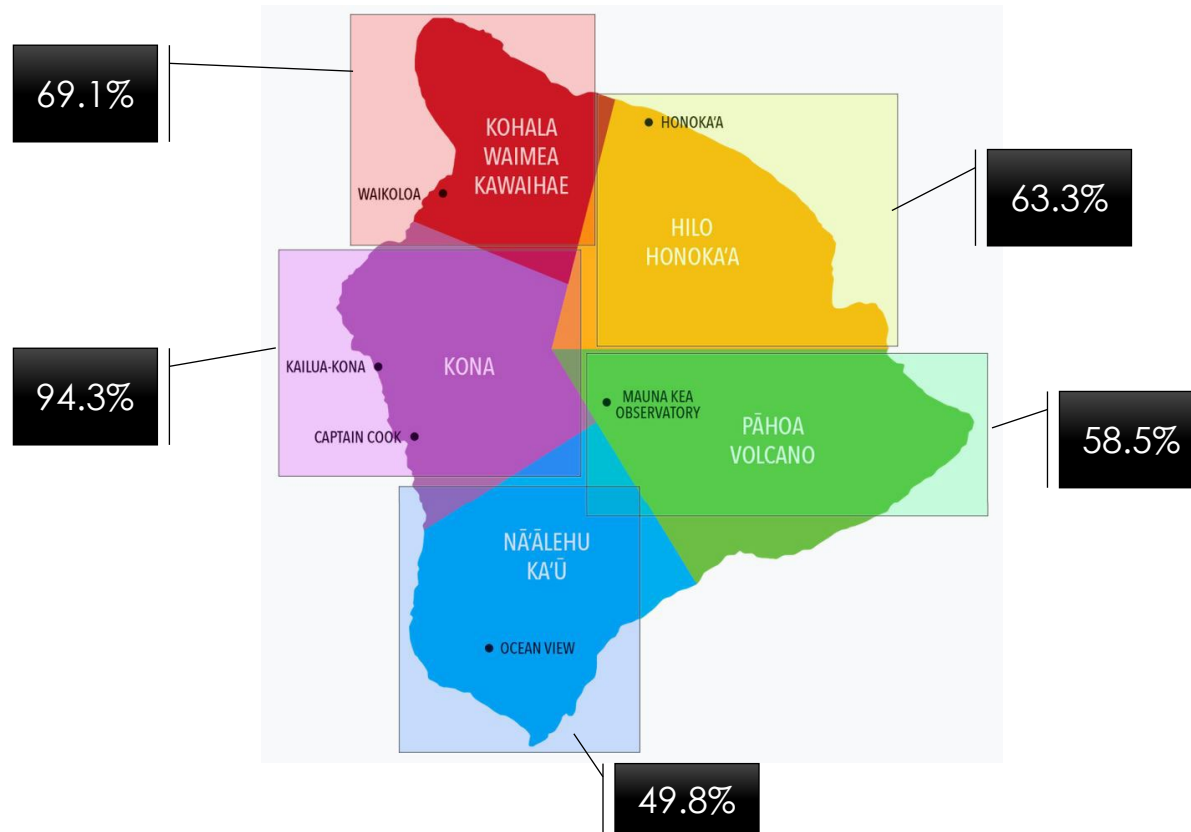


AREAS VISITED ISLAND OF HAWAI'I JAPAN



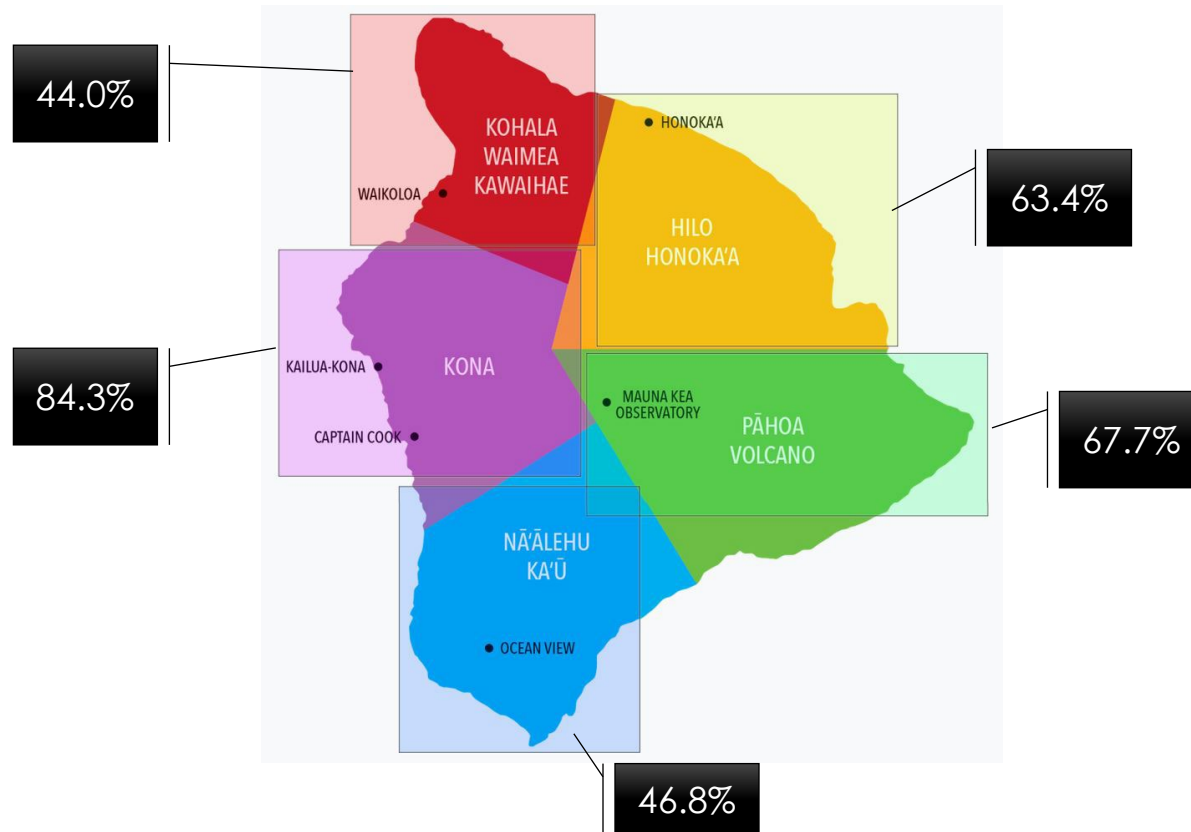
598 Q. Which of the following areas did you visit during your stay on Hawai'i Island?

AREAS VISITED ISLAND OF HAWAI'I CANADA



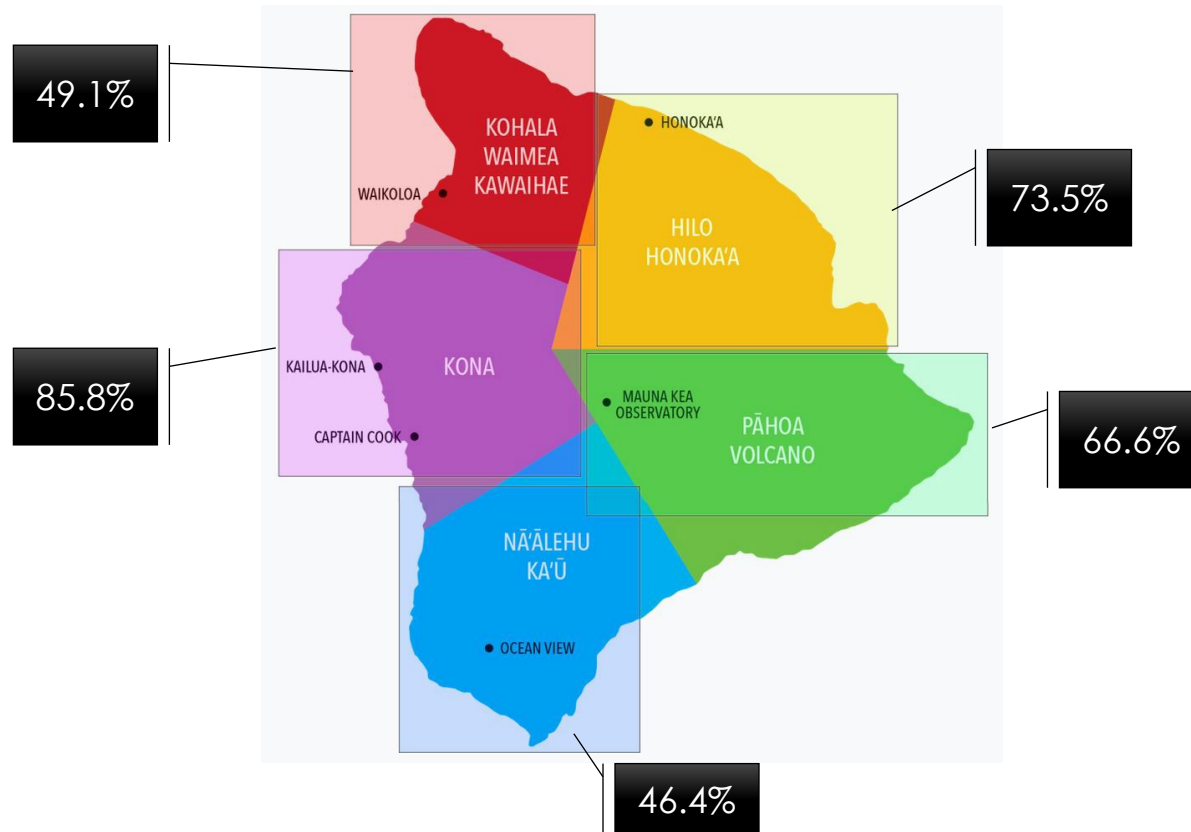
599 Q. Which of the following areas did you visit during your stay on Hawai'i Island?

AREAS VISITED ISLAND OF HAWAI'I OCEANIA



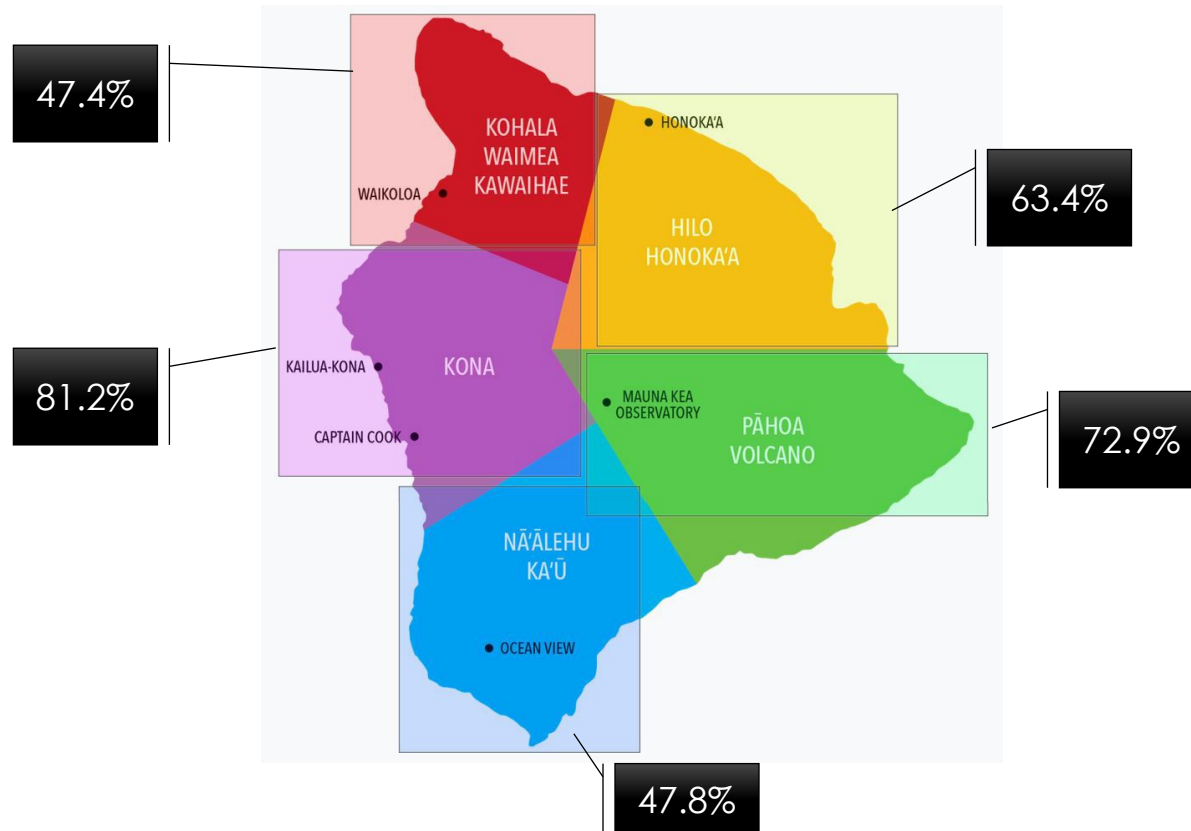
600 Q. Which of the following areas did you visit during your stay on Hawai'i Island?

AREAS VISITED ISLAND OF HAWAI'I CHINA



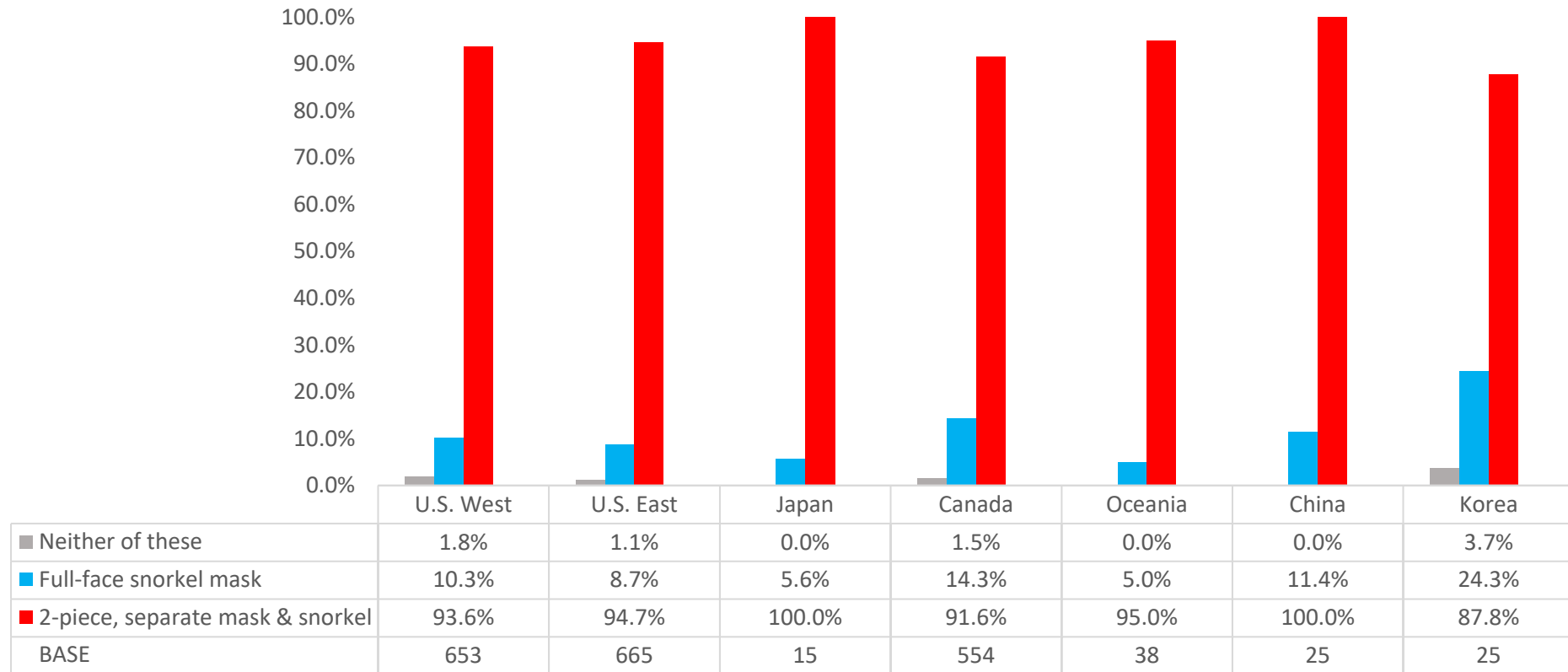
601 Q. Which of the following areas did you visit during your stay on Hawai'i Island?

AREAS VISITED ISLAND OF HAWAI'I KOREA



602 Q. Which of the following areas did you visit during your stay on Hawai'i Island?

SNORKELING EQUIPMENT USED - ISLAND OF HAWAI‘I

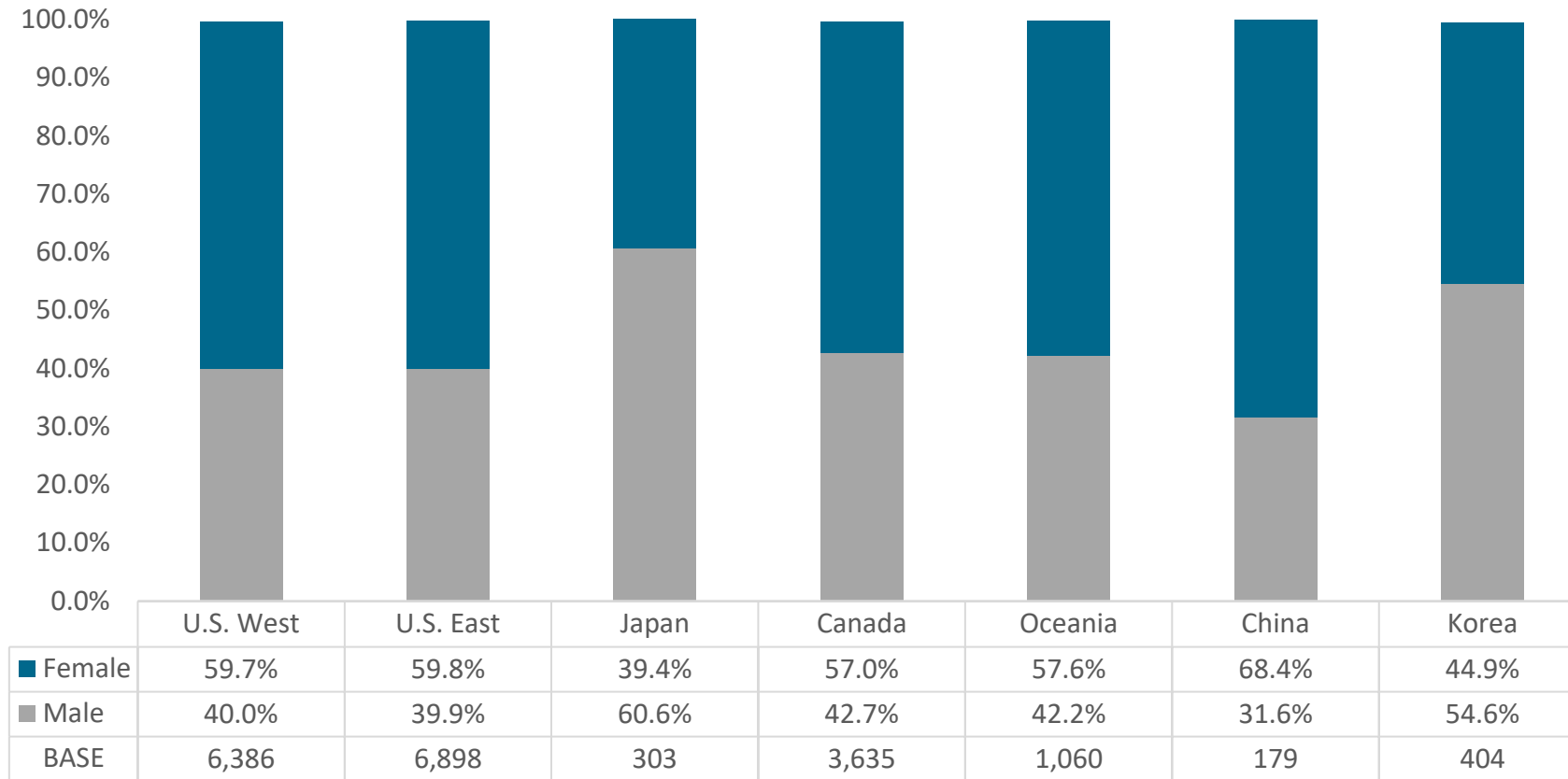


SNORKELING OCEAN SAFETY- ISLAND OF HAWAI‘I

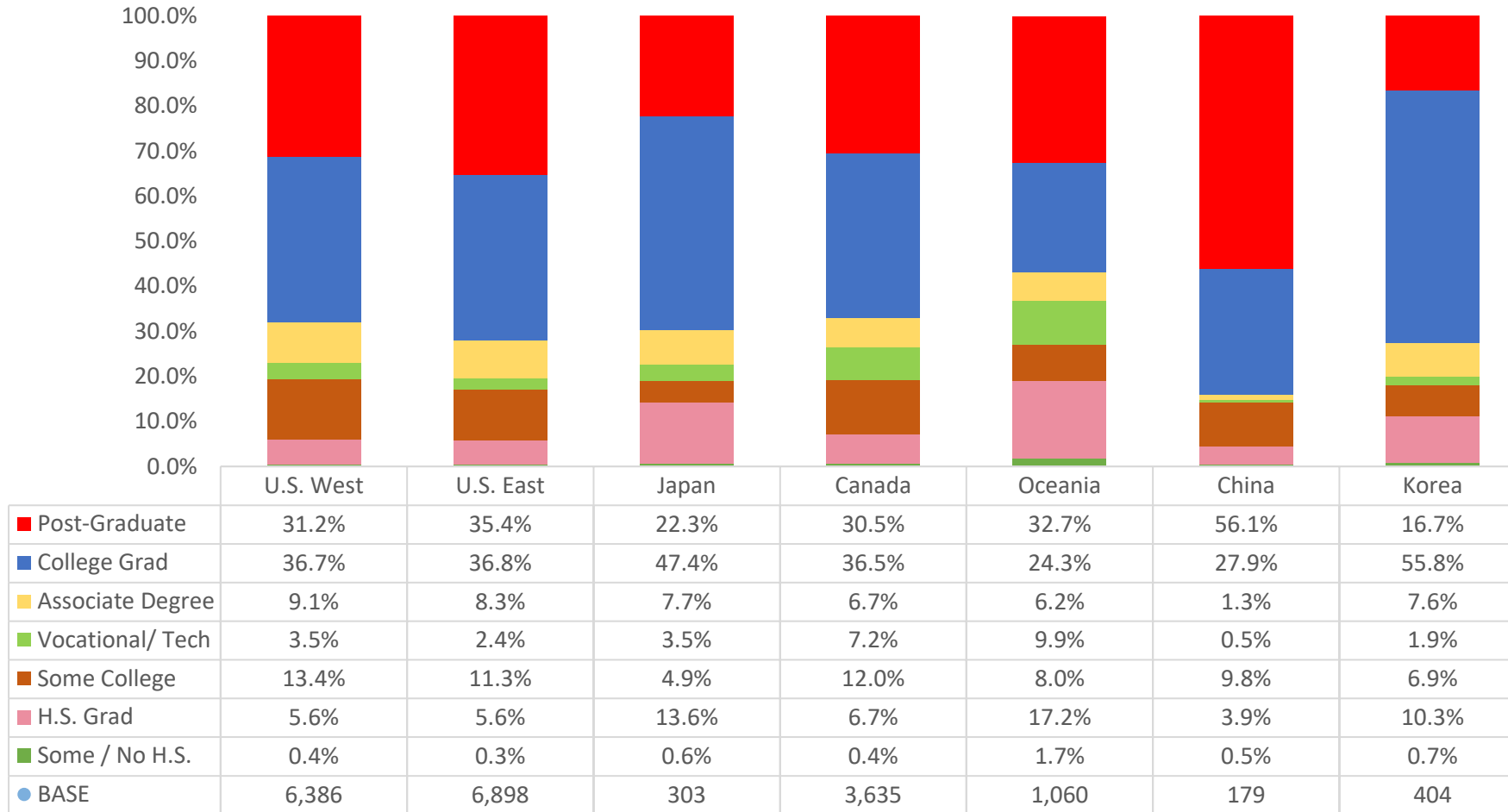
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Did not have to be assisted or rescued	99.1%	98.4%	100.0%	99.1%	100.0%	96.2%	100.0%
Yes, needed assistance using 2 piece mask & snorkel	0.8%	1.6%	0.0%	0.5%	0.0%	3.8%	0.0%
Yes, while doing another type of ocean activity	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
BASE	641	658	15	546	38	25	24

Section 26 – Visitor Profile

VISITOR PROFILE - GENDER



VISITOR PROFILE - EDUCATION



VISITOR PROFILE – HOUSEHOLD INCOME (US\$)

	U.S. West	U.S. East	Canada	Oceania
< \$40,000	5.1%	5.0%	4.2%	6.9%
\$40,000 to \$59,999	6.1%	6.8%	6.5%	7.5%
\$60,000 to \$79,999	8.6%	9.1%	8.9%	9.9%
\$80,000 to \$99,999	9.1%	10.1%	10.1%	9.3%
\$100,000 to \$124,999	13.2%	13.1%	12.5%	12.2%
\$125,000 to \$149,999	11.7%	11.7%	12.4%	12.5%
\$150,000 to \$174,999	10.1%	10.3%	10.5%	9.9%
\$175,000 to \$199,999	7.1%	6.5%	8.7%	7.8%
\$200,000 to \$249,999	9.6%	8.9%	9.2%	8.6%
\$250,000 +	19.4%	18.6%	17.1%	15.5%

VISITOR PROFILE - HOUSEHOLD INCOME (YEN)

	Japan
350Y万円未満	7.6%
350Y万円以上、450Y万円未満	3.9%
450Y万円以上、550Y万円未満	7.8%
550Y万円以上、650Y万円未満	7.0%
650Y万円以上、750Y万円未満	4.8%
750Y万円以上、850Y万円未満	9.5%
850Y万円以上、1,000Y万円未満	10.5%
1,000Y万円以上、1,500Y万円未満	22.0%
1,500Y万円以上、2,000Y万円未満	11.6%
2,000Y万円以上	15.3%

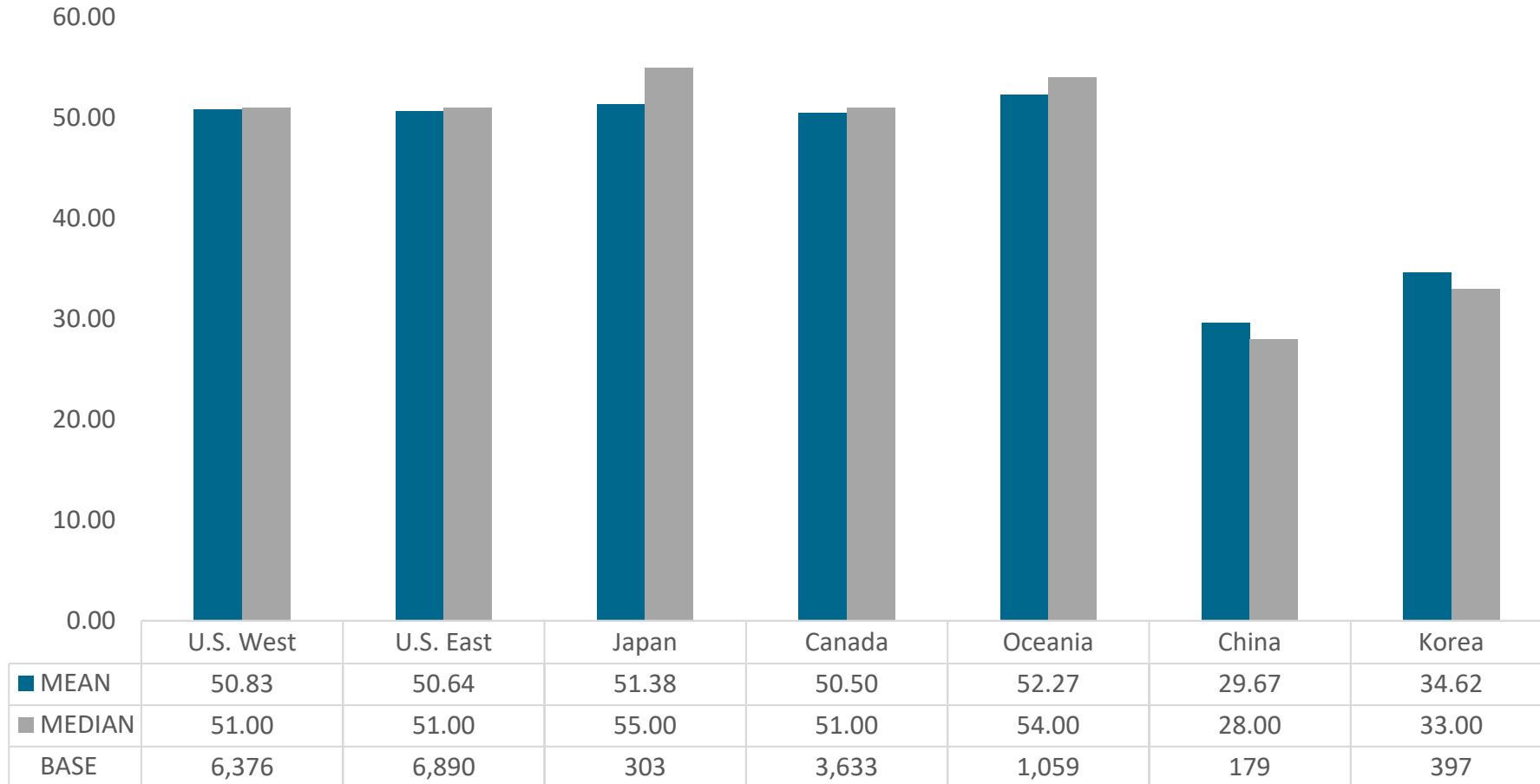
VISITOR PROFILE - HOUSEHOLD INCOME (WON)

	Korea
16,305,000 KRW 이하	5.4%
16,305,000 27,173,999 KRW	5.5%
27,174,000 38,041,999 KRW	14.3%
38,042,000 48,911,999 KRW	10.1%
48,912,000 59,781,999 KRW	10.3%
59,782,000 70,652,999 KRW	7.6%
70,653,000 81,520,999 KRW	9.3%
81,521,000 92,390,999 KRW	7.2%
92,391,000 103,259,999 KRW	6.3%
103,260,000 149,999,999 KRW	11.0%
150,000,000 KRW 199,999,999 KRW	6.2%
200,000,000 KRW +	7.0%

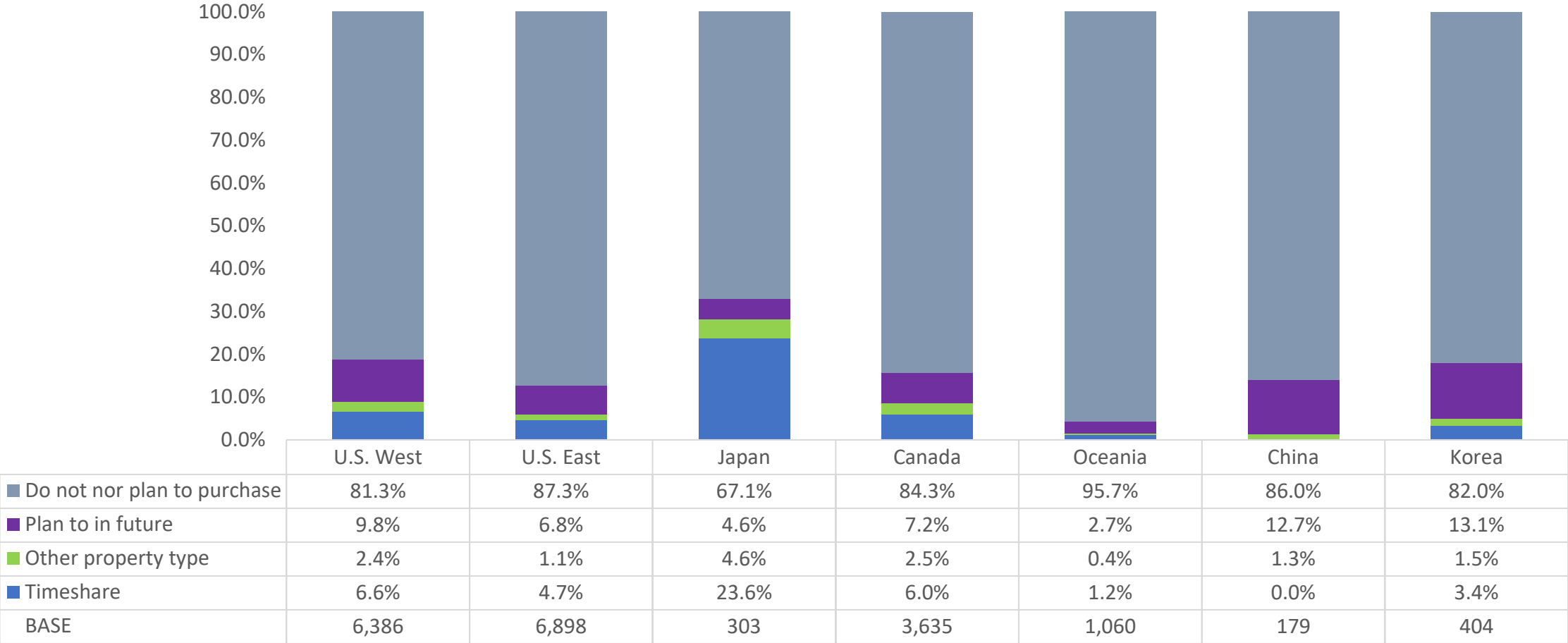
VISITOR PROFILE - HOUSEHOLD INCOME (YUAN)

	China
约人民币250799元以下	9.9%
约人民币250800至376099元	23.4%
约人民币376100至501399元	14.0%
约人民币501400至626799元	4.2%
约人民币626800至783499元	7.0%
约人民币783500至940199元	12.1%
约人民币940200至1096899元	5.7%
约人民币1096900至1253599元	3.6%
约人民币1253600至1560799元	2.9%
约人民币1560800元以上	17.3%

VISITOR PROFILE - AGE



VISITOR PROFILE - HAWAI'I PROPERTY OWNER



EMPLOYMENT STATUS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Self employed	13.4%	11.8%	20.3%	17.0%	17.0%	7.6%	12.0%
Employed, working for someone else	56.6%	59.2%	45.0%	54.8%	54.0%	38.8%	60.3%
Retired	23.6%	22.8%	11.8%	22.9%	22.0%	1.3%	2.9%
Student	1.5%	1.8%	3.3%	2.0%	2.1%	46.0%	7.7%
Homemaker	3.2%	3.0%	8.4%	1.7%	1.7%	2.6%	4.8%
Other	1.7%	1.3%	11.1%	1.6%	3.2%	3.8%	12.3%

COMPETITIVE BRANDSET

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Other U.S. States	74.3%	80.6%	44.9%	62.6%	60.2%	60.2%	24.0%
California	61.4%	44.3%	25.6%	36.0%	43.5%	50.8%	16.4%
Las Vegas	51.6%	35.1%	16.4%	31.1%	31.5%	30.5%	9.9%
Florida	26.6%	58.3%	9.4%	26.2%	17.0%	24.1%	3.9%
New York City	28.1%	44.1%	24.8%	26.5%	34.6%	48.7%	13.5%
Europe	29.0%	32.1%	32.0%	39.1%	36.6%	22.1%	18.7%
Mexico	33.1%	26.4%	5.9%	32.0%	10.7%	13.3%	3.7%
Canada	21.6%	22.4%	9.9%	61.3%	22.9%	13.0%	6.9%
Caribbean	12.8%	29.0%	0.9%	25.7%	7.2%	2.9%	1.8%
Alaska	12.9%	9.7%	1.8%	6.3%	7.8%	11.4%	1.8%
Japan	7.2%	5.1%	43.3%	6.9%	12.6%	26.1%	28.3%
Other Asia	7.2%	5.0%	21.9%	8.0%	16.2%	14.0%	17.5%
Central America	6.6%	8.1%	2.3%	7.2%	3.5%	5.5%	1.4%
Australia	5.3%	4.3%	13.8%	7.5%	71.4%	2.9%	5.2%
South America	5.4%	6.9%	2.0%	6.7%	5.4%	1.6%	2.8%
China	4.8%	3.7%	14.9%	5.7%	9.3%	70.4%	12.8%
Thailand	4.6%	2.9%	19.8%	4.8%	15.4%	14.9%	16.5%
None of these	4.6%	4.2%	5.8%	4.2%	2.1%	4.0%	22.3%
New Zealand	4.0%	2.8%	3.2%	3.8%	37.2%	1.2%	1.2%
Korea	2.9%	2.5%	20.2%	2.9%	3.5%	13.9%	36.3%
Vietnam	2.4%	1.7%	11.0%	3.6%	9.2%	3.9%	18.2%
Bali	1.7%	1.1%	7.0%	2.3%	17.2%	3.2%	6.0%
Tahiti	1.5%	1.0%	1.2%	1.7%	2.7%	0.7%	2.0%
Fiji	1.0%	0.3%	0.3%	1.0%	14.6%	0.0%	0.3%
Guam/ Saipan	0.6%	0.7%	5.8%	0.2%	0.5%	0.7%	11.8%

Section 27 – Island Survey Methodology

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT O‘AHU

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai‘i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island specific surveys. The following table summarizes the number of surveys completed for the island of O‘ahu.

MMA	Completed	Margin of Error ±
U.S. West	2,762	1.86
U.S. East	3,890	1.57
Japan	248	6.22
Canada	1,583	2.46
Oceania	983	3.13
China	134	8.47
Korea	376	5.05
All MMAs	9,976	0.98

617 * Margins of error are presented at the 95% level of confidence

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT KAUA'I

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai'i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island specific surveys. The following table summarizes the number of surveys completed for the island of Kaua'i.

MMA	Completed	Margin of Error ±
U.S. West	993	3.11
U.S. East	1,135	2.91
Japan	9	32.67
Canada	665	3.80
Oceania	45	14.61
China	15	25.30
Korea	9	32.67
All MMAs	2,871	1.83

618 * Margins of error are presented at the 95% level of confidence

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT MAUI

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai'i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island specific surveys. The following table summarizes the number of surveys completed for the island of Maui.

MMA	Completed	Margin of Error ±
U.S. West	2,003	2.19
U.S. East	2,415	1.99
Japan	13	27.18
Canada	1,236	2.79
Oceania	119	8.98
China	31	17.60
Korea	26	19.22
All MMAs	5,843	1.28

619 * Margins of error are presented at the 95% level of confidence

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT ISLAND OF HAWAI‘I

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai‘i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island specific surveys. The following table summarizes the number of surveys completed for the island of Hawai‘i.

MMA	Completed	Margin of Error ±
U.S. West	1,181	2.85
U.S. East	1,517	2.52
Japan	75	11.32
Canada	1,025	3.06
Oceania	91	10.27
China	63	12.35
Korea	53	13.46
All MMAs	4,005	1.55

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT LĀNA‘I

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai‘i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island specific surveys. The following table summarizes the number of surveys completed for the island of Lāna‘i.

MMA	Completed	Margin of Error ±
U.S. West	54	13.34
U.S. East	73	11.47
Japan	0	
Canada	32	17.32
Oceania	6	40.01
China	2	69.30
Korea	1	98.00
All MMAs	168	7.56

621 * Margins of error are presented at the 95% level of confidence

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT MOLOKA'I

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai'i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island specific surveys. The following table summarizes the number of surveys completed for the island of Moloka'i.

MMA	Completed	Margin of Error ±
U.S. West	28	18.52
U.S. East	43	14.94
Japan	0	-
Canada	16	24.50
Oceania	3	56.58
China	0	-
Korea	1	98.00
All MMAs	91	10.27