



2011

Visitor Satisfaction  
& Activity Report

HAWAII TOURISM

AUTHORITY

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## **1. ABOUT THIS REPORT**

The *2011 Visitor Satisfaction & Activity Report* presents the results of a survey conducted annually by the Hawai'i Tourism Authority (HTA) as part of its Tourism Research program.

There are three main objectives of the report. The first is to provide measurements of survey respondents' satisfaction with Hawai'i as a visitor destination, specifically visitors from U.S. West, U.S. East, Japan, Canada, Europe and Oceania. This report attempts to portray visitors' overall evaluation of their vacation experience by covering various aspects of their trip for the island that they stayed the longest. Visitors were asked to rate accommodations, restaurants, airports, parks, beaches, and attractions, as well as their engagement in activities such as sightseeing, shopping, transportation, culture, entertainment, and recreation. The aim is to provide feedback to the industry on areas that are essential to a quality visitor experience.

The second objective is to provide insight into the destination selection and trip planning process as well as the timetable involved in planning and booking a trip. The survey data show that visitors employ a variety of sources to plan, select and book a trip to the Hawai'i. In particular, it sheds light on the impact of the Internet and travel agents have on the decision-making process.

The third objective is to provide demographic profiles of Hawai'i visitors. The profiles include: income and education levels, employment status, life-stage segments, first-time or repeat visitors, make-up of the visitor party, and reasons for visiting. This level of detail is not available from the HTA annual and monthly visitor reports.

### **ANNUAL DATA COMPARISON**

Prior to 2002, surveys were conducted with U.S. and Japanese visitors only but have since expanded to include Canadian and European visitors. Oceania visitor participation was included in 2008 and 2009. However, in 2010, only visitors from the top four markets (U.S. West, U.S. East, Japan and Canada) were surveyed.

In this report, 2011 statistics collected from U.S. West, U.S. East, Japanese and Canadian visitors are compared to 2010 data. Statistics collected from European and Oceania visitors in 2011 are compared to 2009 statistics, the last year satisfaction and activities data were collected.

## DEFINITIONS

**Visitor:** An out-of-state traveler who stayed in Hawai'i for a duration of at least one night and less than one year.

**Major Market Area (MMA):** Geographical areas that classify visitors by their place of residence. For marketing purposes, HTA has defined the following MMAs:

1. U.S. West – Pacific states (Alaska, California, Oregon, Washington) and Mountain states (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)
2. U.S. East – Other states in the continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore, and Taiwan
8. Latin America – Argentina, Brazil, and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories

### Visitor Lifestyle and Lifestage:

- Wedding/Honeymoon: Visitors whose primary and secondary purpose of trip is to get married or honeymoon.
- Family: Visitors traveling with children under 18 years of age and are not in the above lifestage.
- Young: Visitors between 18 and 34 years of age and are not in the above lifestages.
- Middle Age: Visitors between 35 and 54 years of age and are not in the above lifestages.
- Seniors: Visitors 55 years of age or over and are not in the above lifestages.

## AVAILABILITY OF THIS REPORT

This report is available in pdf format on the HTA website. To download a copy, visit <http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction> and click on Visitor Satisfaction and Activity Report. For further information on the content of this report, contact the HTA at (808) 973-2255.

This report was produced by HTA's tourism research staff: Mr. Daniel Nahoopii, Director, Ms. Minh-Chau T. Chun, Mr. Lawrence Liu and Ms. Carrie Miyasato. The HTA is headed by Mr. Mike McCartney.

## 2. OVERVIEW OF VISITOR INDUSTRY

Overall growth was the outcome for Hawai'i's tourism industry in 2011 with total visitor arrivals, visitor days and expenditures up 4 percent, 4.6 percent and 10.7 percent respectively over 2010. The increases occurred in spite of economic uncertainties faced by many of Hawai'i's major market areas (MMA).

Domestically, there was modest to moderate growth in the U.S. economy in 2011. The Federal Reserve Board Beige Book reported that activities in the travel and tourism sector expanded in most U.S. districts by the year's end as consumer spending picked up. Total visitor expenditures and arrivals from U.S. West and U.S. visitors saw moderate gains compared to 2010.

Internationally, Other Asia MMA reported strong economic growth overall in 2011. There was moderate overall growth in the Europe MMA as some countries in the European Union continued struggle with economic challenges. Oceania MMA reported modest to moderate economic growth for 2011, as the region had to overcome a series of small natural disasters. Japan's economy which was recovering from a recession when the earthquake and tsunami occurred in March 2011, continued to face challenges resulting from the aftermath.

Total visitor days by air and cruise visitors grew 4.6 percent to 68.5 million days in 2011. A total of 7,299,047 visitors arrived by air or by cruise ships, up from 7,018,133 visitors in 2010. The combined length of stay by these visitors was 9.38 days, up slightly from 9.33 days in 2010. Total arrivals by air rose 3.7 percent to 7,174,397 visitors in 2011. Arrivals from most MMAs were higher compared to 2010. Arrivals from Japan were comparable to 2010, as significant losses from March through June were offset by arrivals growth in the other months of 2011.

There was robust growth in visitor arrivals and total spending from Oceania and Other Asia, the two strongest performing MMAs in 2011. Visitor arrivals and expenditures from Canada also rose by double digits. European arrivals and total expenditures growth were moderate compared to 2010. Though arrivals to the islands were unchanged from 2010, there was a double-digit increase in total expenditures by Japanese visitors compared to 2010.

A total of 2,441,554 visitors came to the state for the first-time in 2011, up 4.2 percent from the previous year. First-time visitors accounted for 18.6 percent of U.S. West, 41.6 percent of U.S. East, 41.1 percent of the Japanese and 36.9 percent of the Canadian markets; but comprised the majority of the smaller Other Asia (81.6%), European (69.9%), Latin America (68.9%) and Oceania (56.6%) markets. Of the total first-time visitors in 2011, less than half (47.6%) made their own travel arrangements. The majority of the first-time visitors went to O'ahu (73.7%), followed by Maui (29%), Hawai'i Island (18.5%) and Kaua'i (12.7%).

A total of 527,072 visitors came to honeymoon in 2011, an increase of 6.7 percent compared to the previous year. This group comprised 7.4 percent of total air visitors to Hawai'i, similar to 2010. Japanese visitors accounted for the largest share (40.4%) of honeymoon

visitors in 2011, about the same as 2010. Shares of honeymoon visitors from U.S. East (18.7%, down from 20.3% in 2010) and U.S. West (19.4%, down from 20.3% in 2010) decreased from the previous year. Seven out of ten (72.7%) honeymooners were first-time visitors to the state. Three out of four (75.3%) honeymooners visited O‘ahu, 29 percent visited Maui, 14.8 percent visited Hawai‘i Island and 13.1 percent visited Kaua‘i.

Those who came to get married in Hawai‘i rose 3.4 percent from 2010 to 119,908 visitors. This group accounted for 1.7 percent of total air visitors to the state, similar to 2010. Japanese visitors made up 46 percent of all visitors who came to get married in 2011, down from 47.6 percent in 2010. Share of U.S. West visitors who came to get married rose to 26.9 percent from 25.8% in 2010; while U.S. East visitors share (16.7%) were comparable to 2010. Three out of four (73.3%) visitors who came to get married went to O‘ahu, 23.7 percent visited Maui, 15.3 percent visited Hawai‘i Island and 10.7 percent visited Kaua‘i.

Over half (51.3%) of U.S. West visitors were females. The largest age group was between 41 to 59 years (33.5%), followed by the 25 to 40 years group (26.2%) and those 60 years and older (19.2%). There were slightly more female (50.1%) than male (49.9%) U.S. East visitors in 2011. Those between 41 to 59 years old were the largest age group (35.5%), followed by those between the ages 25 to 40 (26.4%) and those 60 years and older (20.2%).

There continued to be more female (59.2%) than male (40.8%) visitors from Japan. The dominant age group was younger compared to the U.S. markets with 36 percent at 25 to 40 years old, followed by those between 41 to 59 years (22.6%) and those over 60 years old (18.7%).

Those between 41 to 59 years old continued to be the largest age group (34.4%) of Canadian visitors, followed by those between 25 to 40 years (24.2%) and those over 60 years old (20.5%). There were more female (51.8%) than male (48.2%) Canadian visitors in 2011.

The largest age group for European visitors was between 25 to 40 years (37.9%), followed by those 41 to 59 years (31%) and those over 60 years old (14.8%). Over half (53.7%) of the visitors were males.

Those between 41 to 59 years old (30.4%), between 25 to 40 years (26.8%) and those over 60 years old (16.8%) were the three largest age groups from Oceania. Over half (53.6%) of the visitors were females.

For a comprehensive analysis of Hawai‘i’s visitor industry, please refer to the *2011 Annual Visitor Research Report* at:

<http://www.hawaiiitourismauthority.org/research/reports/annual-visitor-research/>

### 3. SATISFACTION & WILLINGNESS TO RECOMMEND OR REVISIT

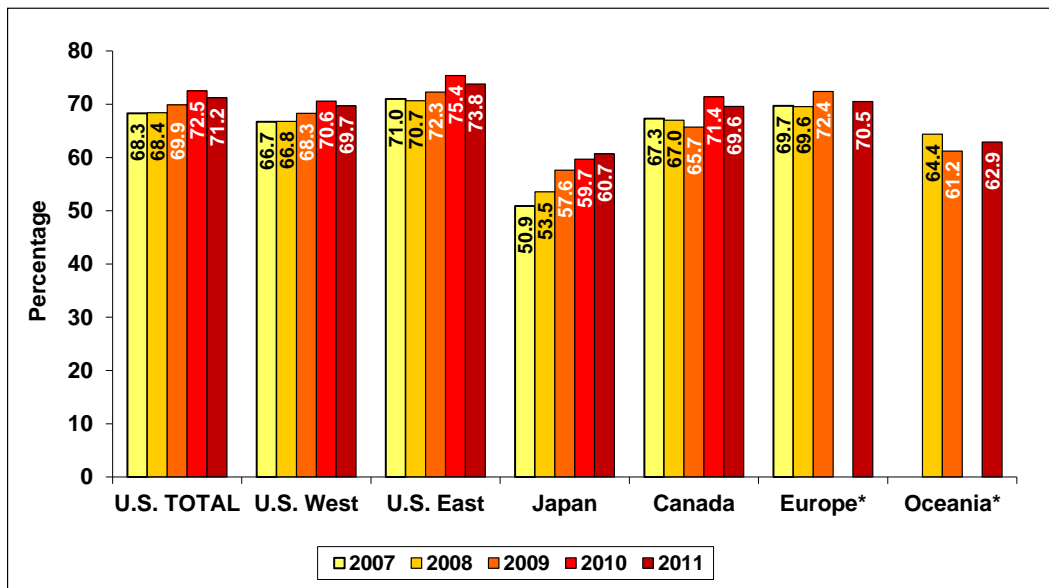
Visitor satisfaction levels are an important indicator of industry performance. These metrics provide important feedback on how well services are delivered and fulfill visitors' expectations. High satisfaction encourages return trips to Hawai'i and results in a higher likelihood to recommend Hawai'i as a vacation destination to others.

#### OVERALL RATING OF MOST RECENT VACATION TO HAWAI'I

(Tables 3.1 – 3.2)

Visitors continued to give high marks for their overall experience in Hawai'i and the majority of visitors in 2011 rated their most recent trip as *excellent* (Figure 1).

**Figure 1 Overall Rating of Trip**  
**[Percentage of visitors who rated most recent trip "Excellent" by MMA]**



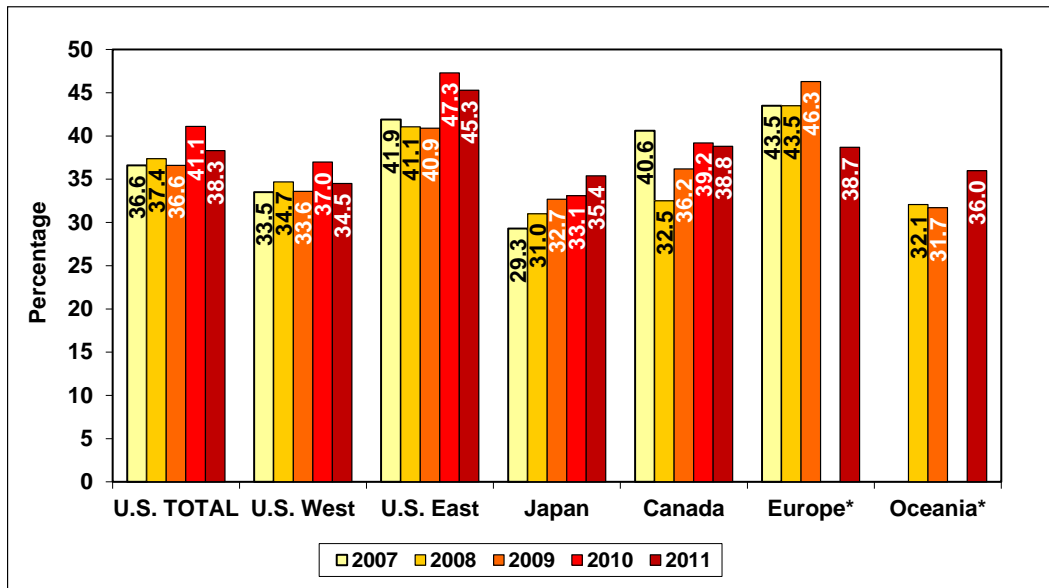
\*Visitors from Europe and Oceania were not surveyed in 2010

- In 2011, 71.2 percent of U.S. visitors surveyed rated their most recent trip to the islands as *excellent* (69.7 percent of U.S. West and 73.8 percent of U.S. East visitors gave *excellent* rating), consistent with the previous year (Figure 1).
- Six out of ten Japanese visitors surveyed in 2011 (60.7%) rated Hawai'i *excellent*, the highest percentage in the last five years.
- *Excellent* ratings from Canadian visitors in 2011 (69.6%) were about the same as 2010.
- Ratings from European (70.5%) and Oceania (62.9%) visitors in 2011 were similar to 2009.

**EXPECTATION OF VACATION BY LIFESTYLE (TABLES 3.5 – 3.6)**

Visitors’ evaluation of their trip is influenced not only by the attributes and characteristics of the service but also by their needs, motivations, and interests. Therefore, it is important to measure how well the destination is able to deliver on expectations. Overall, Hawai‘i’s ability to *exceed expectations* remained quite strong. Few visitors (less than five percent) felt that Hawai‘i did not meet their expectations at all.

**Figure 2 Trip Exceeds Expectations  
[Percentage of visitors who said this trip “Exceeded Expectations” by MMA]**



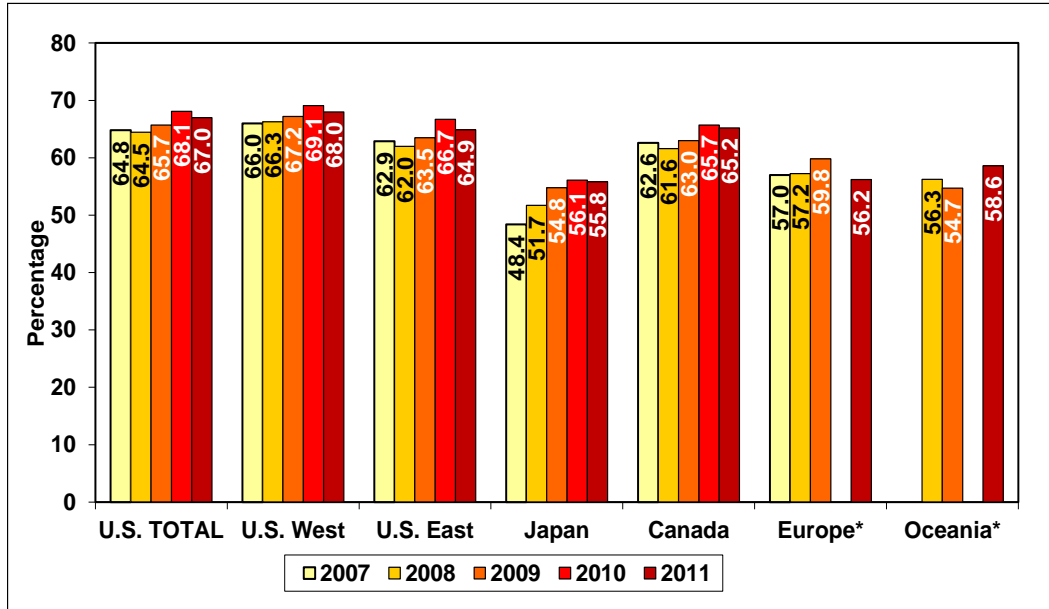
\*Visitors from Europe and Oceania were not surveyed in 2010

- In 2011, the percentages of visitors from U.S. West (34.5%), U.S. East (45.3%), Japan (35.4%) and Canada (38.8%) who said that Hawai‘i *exceeded* their expectations were similar to 2010 (Figure 2).
- A lower percentage of visitors from Europe in 2011 (38.7%) said that Hawai‘i *exceeded* their expectations compared to 2009 (46.3%).
- Ratings from Oceania visitors rose 4.3 percentage points from 2009 to 36 percent in 2011.

## OVERALL SATISFACTION

Taking into account all satisfaction levels of Hawai'i visitors produces an index of overall satisfaction. The index is the average of the following ratings: *excellent* for overall vacation, *exceeded* for trip expectations, *very likely* for likelihood to recommend Hawai'i, and *very likely* for likelihood to revisit.

**Figure 3 Overall Satisfaction**  
[Percentage of Visitors by MMA]



\* Visitors from Europe and Oceania were not surveyed in 2010

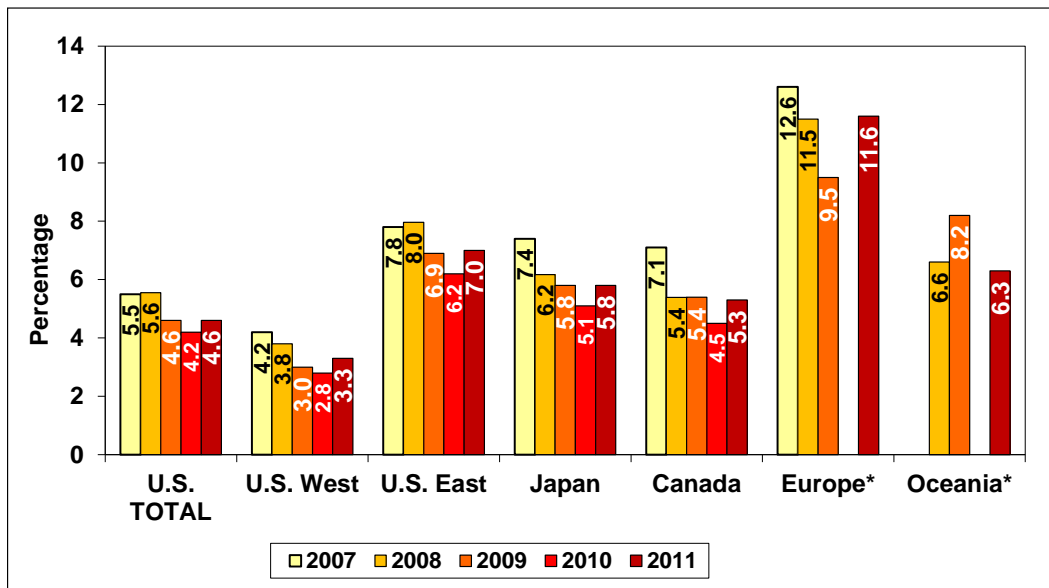
- Overall satisfaction ratings from U.S. West (68%), U.S. East (64.9%), Japanese (55.8%) and Canadian (65.2%) visitors in 2011 were consistent with 2010 (Figure 3).
- Overall satisfaction ratings from European visitors in 2011 (56.2%) fell 3.6 percentage points compared to 2009. Ratings from Oceania visitors increased 3.9 percentage points from 2009 to 58.6 percent in 2011. However, these changes were within the margins of errors for Europe and Oceania and were not considered statistically significant.



## OVERALL DISSATISFACTION

Taking into account all dissatisfaction levels of Hawai'i visitors produces an index of overall dissatisfaction. The index is the average of ratings: *below average* and *poor* for overall vacation, *did not meet* for trip expectations, *not too likely* and *not at all likely* for likelihood to recommend Hawai'i, and *not too likely* and *not at all likely* for likelihood to revisit. Over the last five years, overall dissatisfaction ratings among U.S. West, U.S. East, Japanese, Canadian and Oceania visitors has been less than 10 percent, and slightly over 10 percent among European visitors (Figure 4).

**Figure 4 Overall Dissatisfaction  
[Percentage of Visitors by MMA]**



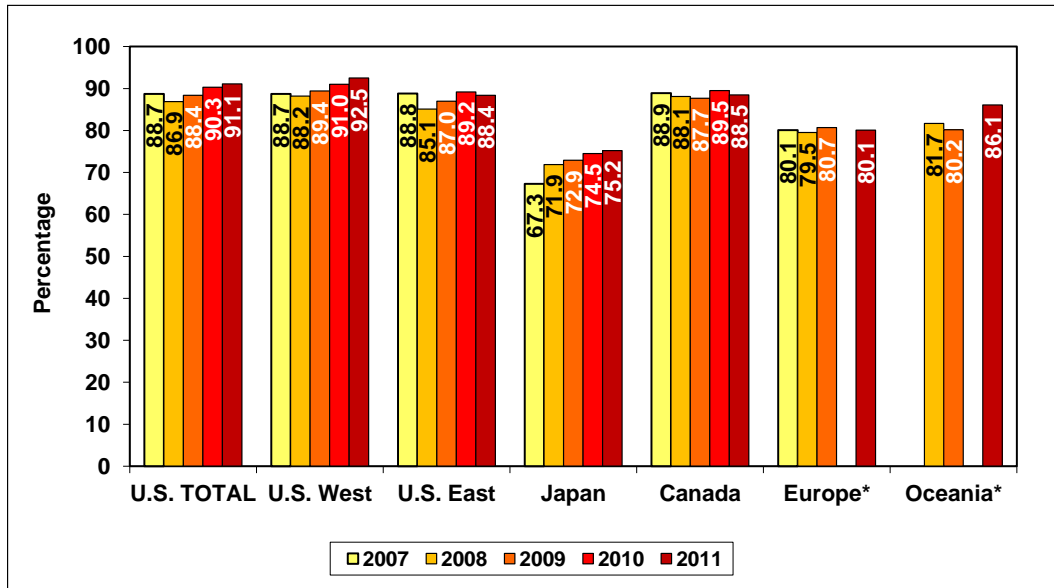
\*Visitors from Europe and Oceania were not surveyed in 2010

- Overall dissatisfaction ratings in 2011 from U.S. West (3.3%), U.S. East (7%), Japanese (5.8%) and Canadian (5.35%) visitors were similar to 2010.
- Overall dissatisfaction ratings by visitors from Europe (11.6%) and Oceania (6.3%) in 2011 were about the same as 2009.

**LIKELIHOOD TO RECOMMEND HAWAI‘I (Tables 3.7 – 3.8)**

Highly satisfied visitors are more likely to recommend their vacation destination to their friends and family. The majority of visitors surveyed in 2011 continued to respond that they would *very likely recommend* Hawai‘i to others. Word-of-mouth advertising is important in marketing Hawai‘i. These referrals, in time, develop more first-time visitors to Hawai‘i and encourage previous visitors to return.

**Figure 5 Very Likely to Recommend Hawai‘i to Friends and Relatives  
[Percentage of visitors “Very Likely”  
to recommend Hawai‘i for vacation by MMA]**



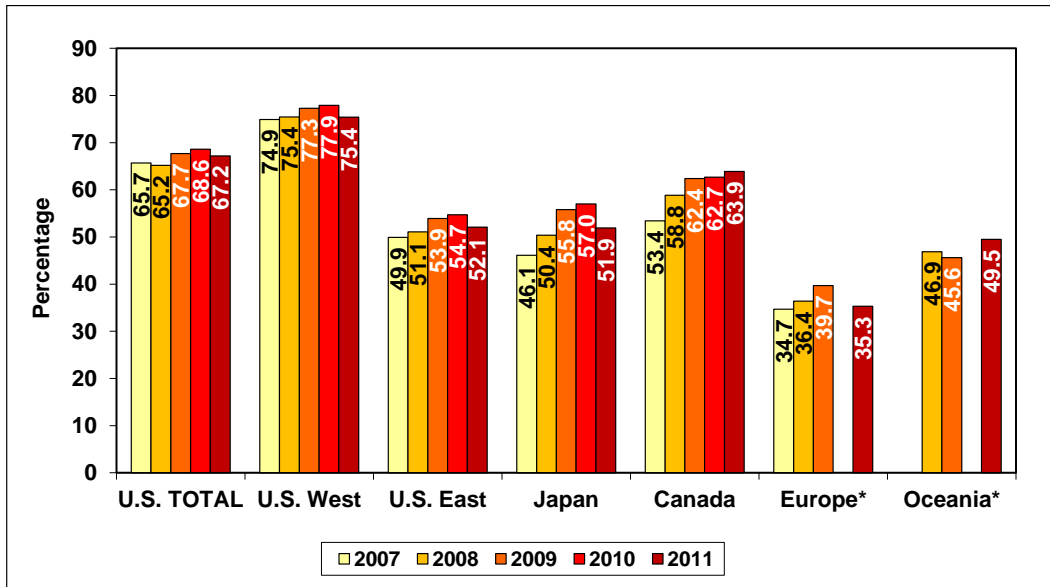
\*Visitors from Europe and Oceania were not surveyed in 2010

- Over the past five years, the likelihood to recommend Hawai‘i to others remained relatively stable among U.S. West, U.S. East, Japanese and Canadian visitors (Figure 5).
- The percentage of European visitors who were *very likely to recommend* Hawai‘i in 2011 (80.1%) were similar to 2009.
- A higher percentage of Oceania visitors in 2011 (86.1%) were *very likely to recommend* Hawai‘i compared to 2009 (80.2%).

## LIKELIHOOD TO REVISIT HAWAI'I (Tables 3.9 – 3.10)

A visitor's decision to return to Hawai'i is influenced by positive experiences on the most recent trip and other factors such as curiosity for new experiences, available time, financial situation, and other commitments. Likelihood to revisit Hawai'i as an indicator, helps estimate future demand and changes in desires. Visitors continued to be satisfied with their vacations and their sentiment toward returning in the near future appeared stable (Figure 6).

**Figure 6 Very Likely to Revisit Hawai'i  
[Percentage of visitors "Very Likely"  
to revisit in the next five years by MMA]**



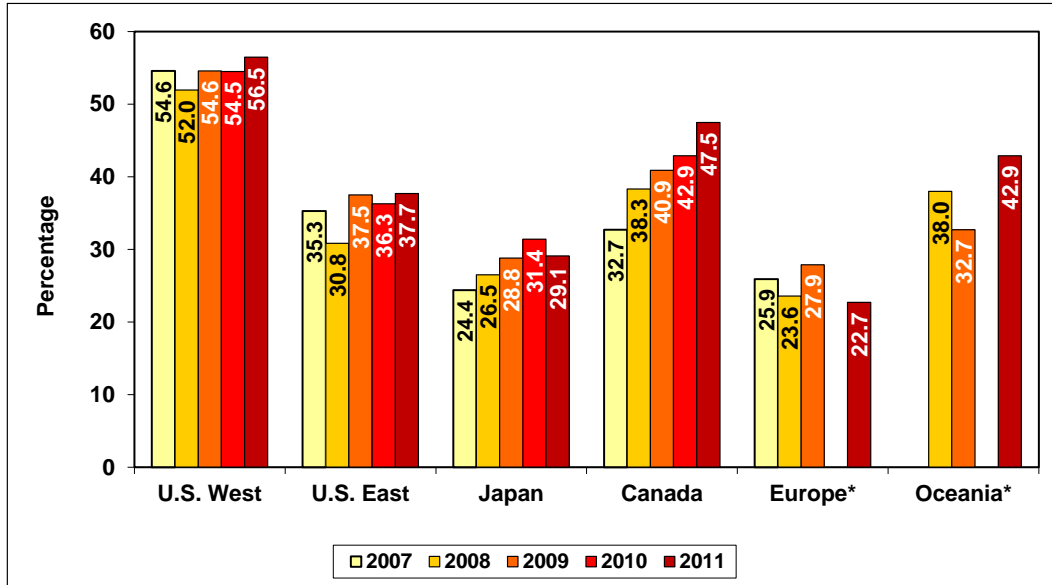
\*Visitors from Europe and Oceania were not surveyed in 2010

- Three out of four U.S. West visitors (75.4%) in 2011 responded that they were *very likely to revisit Hawai'i in the next five years*. This proportion had been fairly steady since 2005.
- The share of U.S. East visitors in 2011 (52.1%) who said they were *very likely* to return were similar to 2010.
- A lower percentage of Japanese visitors in 2011 (51.9%) responded that they were *very likely to revisit* compared to 2010 (57%).
- About the same percentage of Canadian visitors (63.9%) in 2011 said they were *very likely to revisit* compared to the previous year.
- Changes in ratings from Oceania (+3.9% to 49.5%) and European (-4.4% to 35.3%) visitors compared to 2009 were within margins of errors and not considered significant.

## First-time Visitors

Since likelihood to revisit is also highly correlated with visitation status (first-time or repeat visitor) and the ratio of first-time to repeat visitors varies across MMA, the segments are analyzed separately.

**Figure 7 First-Time Very Likely to Revisit Hawai'i**  
**[Percentage of first-time visitors "Very Likely"**  
**to revisit in the next five years by MMA]**



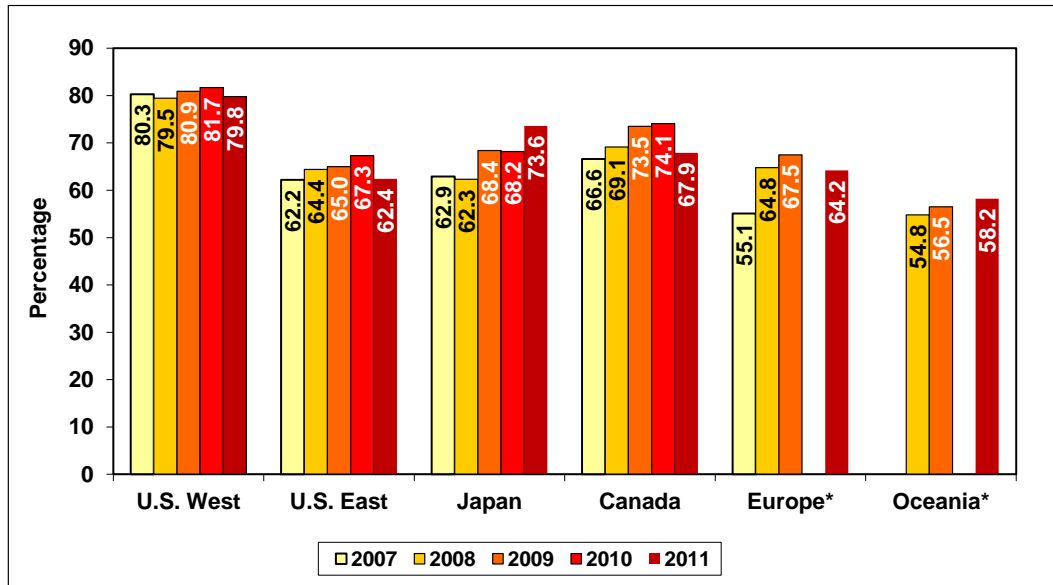
\*Visitors from Europe and Oceania were not surveyed in 2010

- In 2011, the percentages of first-time U.S. West (56.5%) and U.S. East (37.7%) visitors who were *very likely* to return were similar to 2010 (Figure 7).
- About the same proportion of Japanese first-time visitors in 2011 (29.1%) said they were *very likely to revisit* compared to 2010 (31.4%).
- The percentage of Canadian first-time visitors who were *very likely* to return has been steadily increasing over the last five years, to 47.5 percent in 2011.
- A higher percentage of Oceania visitors in 2011 (42.9%) said that they would *very likely to return* to Hawai'i compared to 2009 (32.7%).
- Ratings for Europe visitors in 2011 (22.7%) were 5.2 percentage points lower compared to 2009.

## Repeat Visitors

The majority of repeat visitors from the six visitor markets answered that they will *very likely* revisit Hawai'i in the next five years.

**Figure 8 Repeat Very Likely to Revisit Hawai'i  
[Percentage of repeat visitors "Very Likely"  
To revisit Hawai'i in the next five years by MMA]**



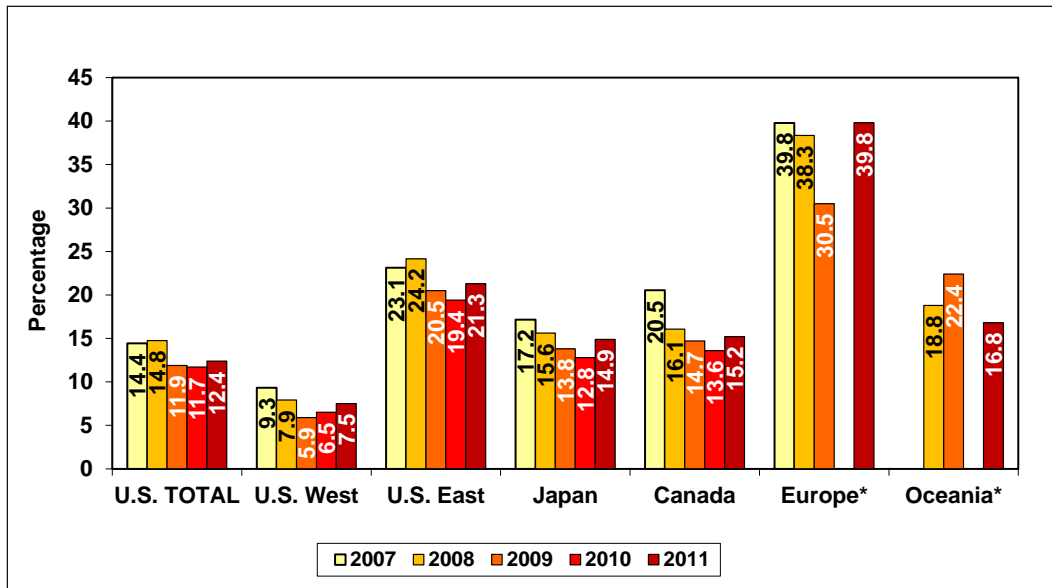
\*Visitors from Europe and Oceania were not surveyed in 2010

- Since 2005, four out of five U.S. West repeat visitors responded that they would *very likely* return to Hawai'i (Figure 8).
- A lower percentage of U.S. East repeat visitors in 2011 (62.4%) responded that they would *very likely* return compared to 2010 (67.3%).
- The percentage of Japanese repeat visitors who would *very likely* return rose 5.4 percentage points to 73.6 percent in 2011, the highest in the last five years.
- Ratings from Canadian repeat visitors fell 6.2 percentage points to 67.9 percent in 2011.
- Changes in Europe (-3.3 percentage points 64.2%) and Oceania (+1.7 percentage points to 58.2%) were about the same as 2009.

## NOT LIKELY TO REVISIT HAWAI‘I

The percentage of respondents who would *not at all likely* or *not too likely* to return to Hawai‘i in the next five years continued to be fairly low among U.S. West visitors; higher for U.S. East, Japanese, Canadian and Oceania visitors; and highest among European visitors (Figure 9).

**Figure 9 Not Likely to Revisit Hawai‘i**  
**[Percentage of visitors ‘Not Too Likely’ or ‘Not At All Likely’**  
**to visit in the next five years]**



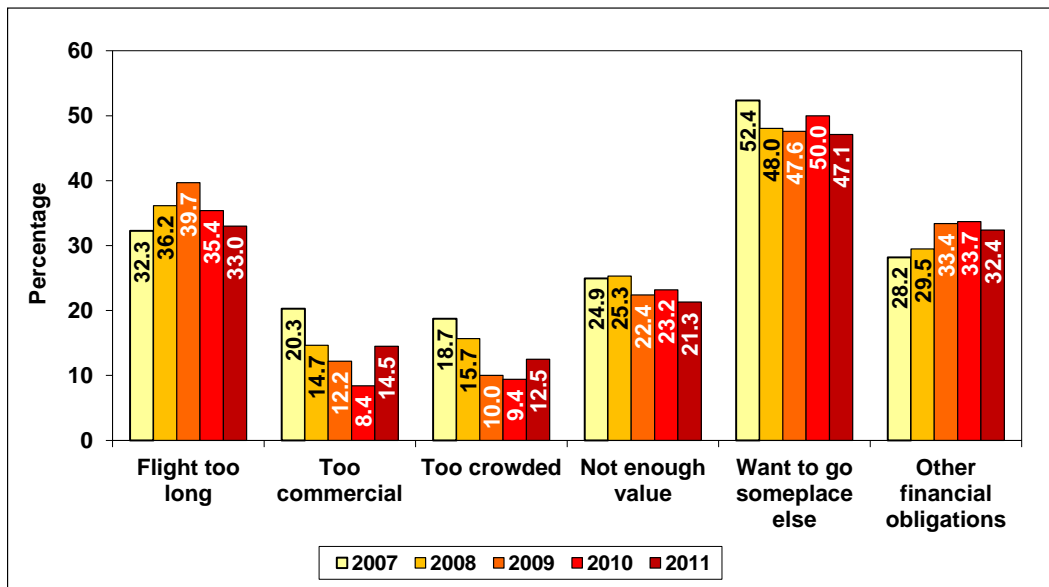
\*Visitors from Europe and Oceania were not surveyed in 2010

- In 2011, the proportion of U.S. East (21.3%), Canadian (15.2%), Japanese (14.9%) and U.S. West (7.5%) visitors who would not likely revisit Hawai‘i were similar to 2010.
- Fewer Oceania visitors in 2011 (16.8%) said that they would not likely revisit Hawai‘i compared to 2009 (22.4%).
- A higher percentage of Europe visitors in 2011 (39.8%) responded that they would not likely return compared to 2009 (30.5%).

## REASONS FOR NOT REVISITING HAWAI‘I (Tables 3.13 – 3.14)

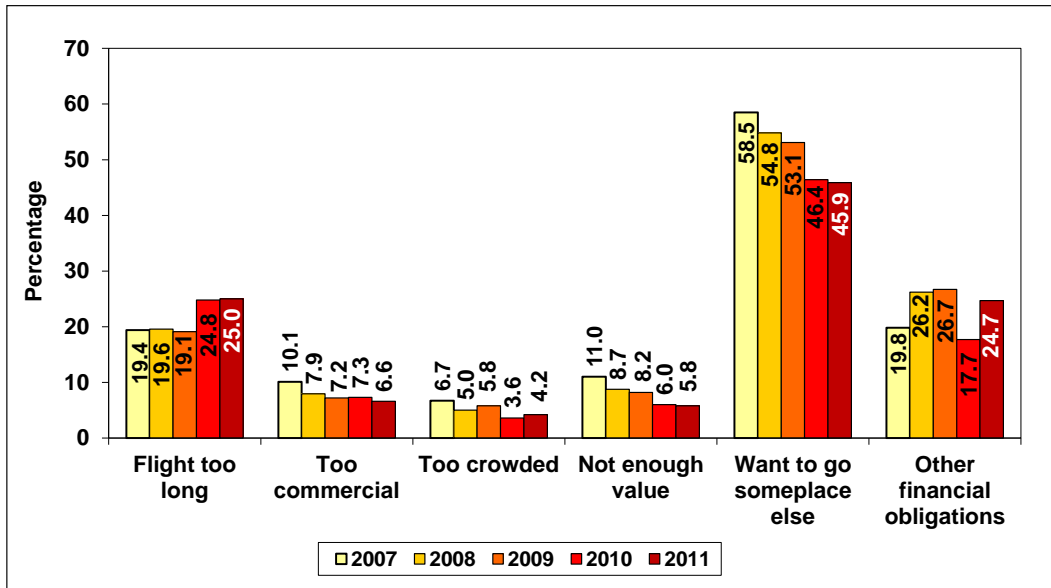
Many of the visitors not planning to return in the next five years said that it was because they want to go someplace else. Note that the statistic reported for each reason for not revisiting Hawai‘i is the percentage of those who were *not likely to revisit* Hawai‘i (from previous section).

**Figure 10 Reasons for Not Revisiting Hawai‘i – U.S.**  
**[Percentage of visitors who were ‘Not Likely’ to revisit]**



- More U.S. visitors felt that Hawai‘i was too commercial (+6.1 percentage points to 14.5%) compared to 2010.
- Similar to previous years, about half of U.S. visitors in 2011 who do not plan to return would rather visit a new destination (Figure 10).
- About the same percentage of U.S. visitors in 2011 felt that the flight was too long (33%) compared to the previous year.
- The percentage of U.S. visitors in 2011 who do not plan to return because of other financial obligations (32.4%), who felt that there was not enough value (21.3%), or felt that Hawai‘i was too crowded (12.5%) were consistent with 2010.

**Figure 11 Reasons for Not Revisiting Hawai'i – Japan**  
**[Percentage of visitors 'Not Likely' to revisit]**



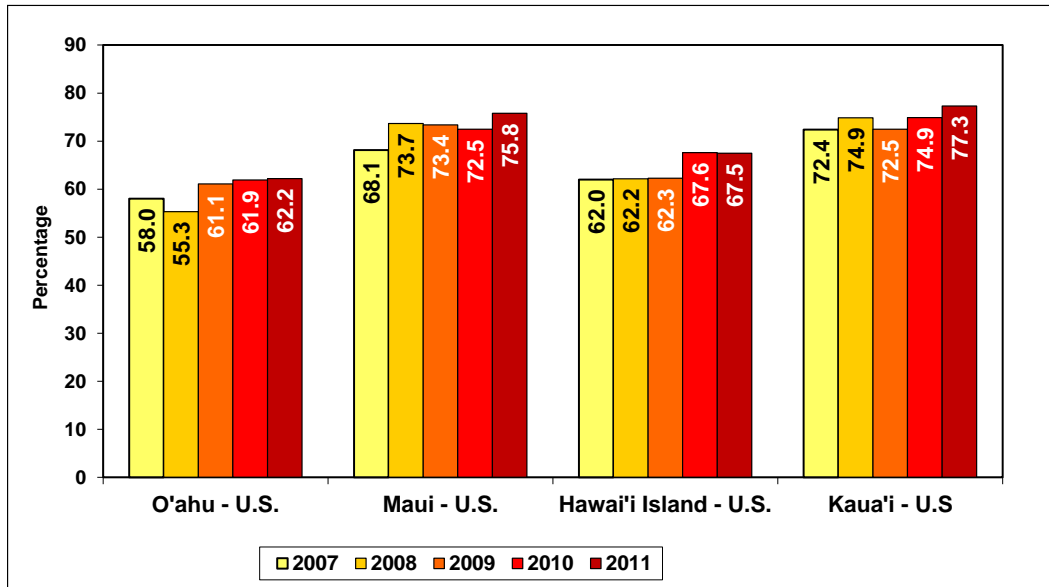
- The percent of Japanese visitors in 2011 who wanted to explore a new destination (45.9%) were about the same as 2010, but lower than 2009 (53.1%) (Figure 11).
- The percentage of Japanese visitors in 2011 who felt that the flight was too long (25%); that Hawai'i was too commercial (6.6%); too crowded (4.2%), or does not offer enough value (5.8%) were similar to 2010.
- A higher percentage of Japanese visitors in 2011 said that they will not revisit because of other financial obligations (+7 percentage points to 24.7%) compared to the previous year.



## INDIVIDUAL ISLAND EXPERIENCE (Tables 3.3 – 3.4)

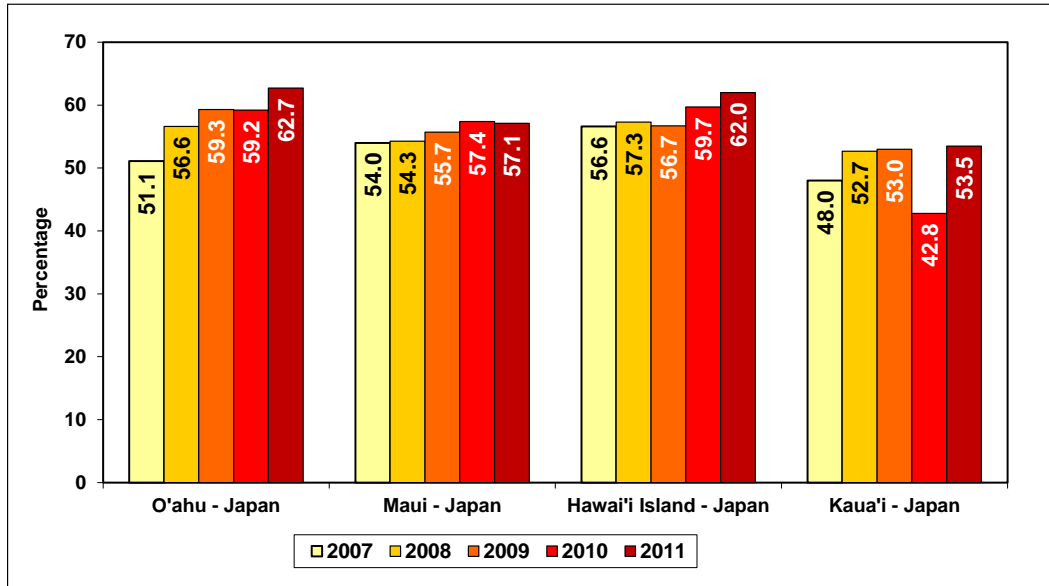
Each island has unique characteristics, activities, and products which resulted in varied visitor experiences. In general, the majority of visitors felt that the islands they visited were *excellent*.

**Figure 12 Island Experience Rated as Excellent – U.S.**  
**[Percentage of visitors by Island]**



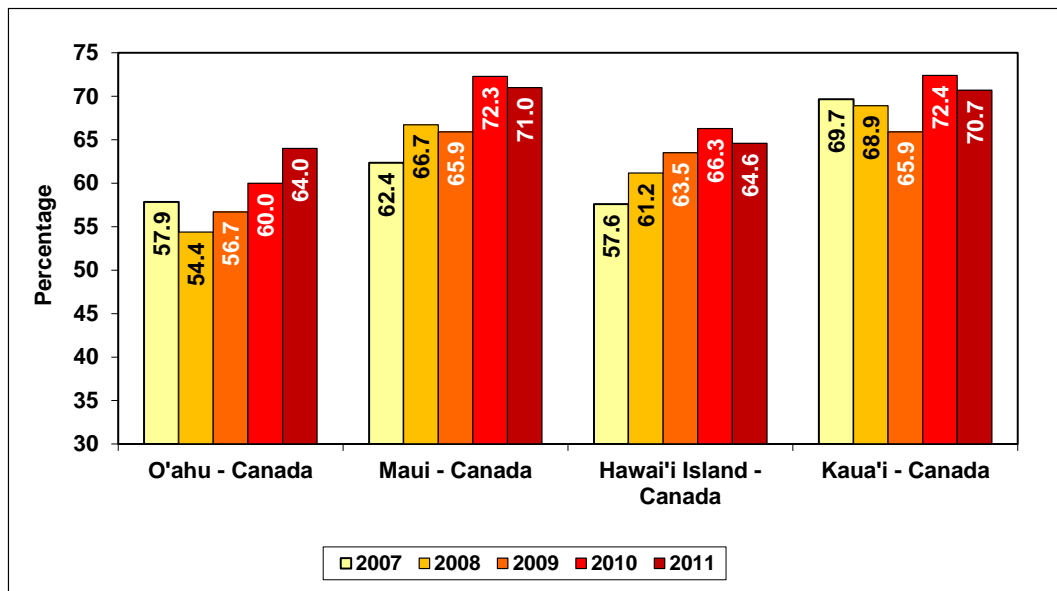
- Among U.S. visitors in 2011, a higher percentage of those who visited Maui or Kaua'i continued to rate these islands as *excellent* compared to those who went to O'ahu or Hawai'i Island (Figure 12).
- The percentage of U.S. visitors who rated Maui *excellent* in 2011 (75.8%) was 3.3 percentage points higher than the previous year.

Figure 13 Island Experience Rated as Excellent – Japan  
 [Percentage of Visitors by Island]



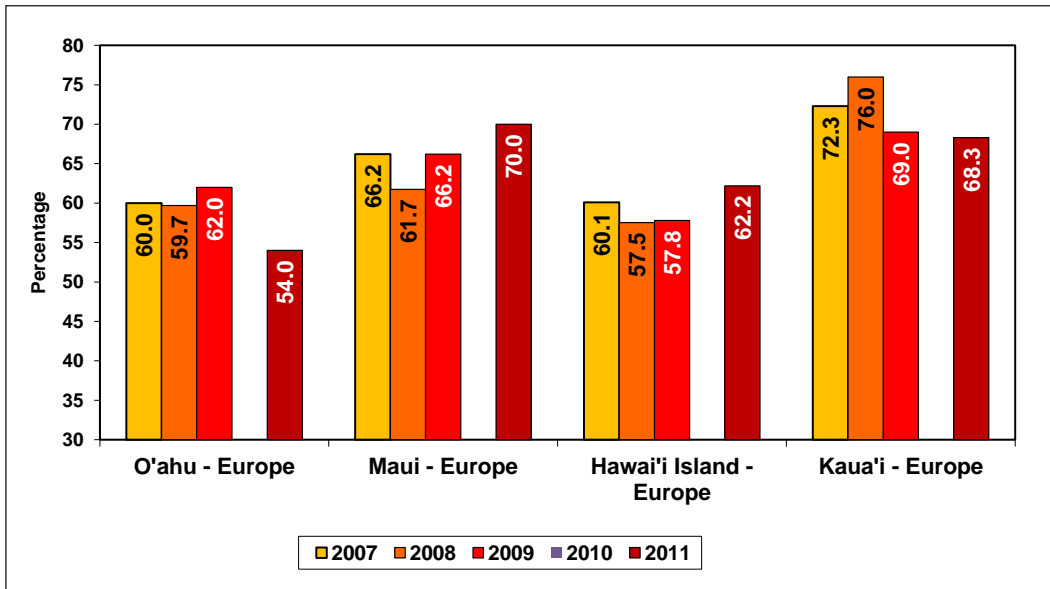
- In 2011, O'ahu and Hawai'i Island received a higher percentage of *excellent* ratings from Japanese visitors than Maui and Kaua'i.
- *Excellent* ratings for O'ahu by Japanese visitors improved 3.5 percentage points to 62.7 percent in 2011, the highest in the last five years (Figure 13).
- *Excellent* ratings to Hawai'i Island by Japanese visitors has slowly increased over the last three years to 62 percent in 2011.
- Maui's ratings of 57.1 percent were consistent with the previous year.
- Kaua'i *excellent* ratings of 53.5 percent in 2011 remained lower than the other islands but was much improved from 2010.

Figure 14 Island Experience Rated as Excellent – Canada  
 [Percentage of Visitors by Island]



- Similar to U.S. visitors, a higher percentage of Canadian visitors in 2011 continued to rate Maui (71%) or Kaua'i (70.7%) as *excellent* compared to those who went to O'ahu or Hawai'i Island (Figure 14)
- O'ahu's *excellent* rating among Canadian visitors rose 4 percentage points from 2010 to 64 percent, the highest in five years.
- Canada visitor ratings for Hawai'i Island (64.6%) were comparable to 2010.

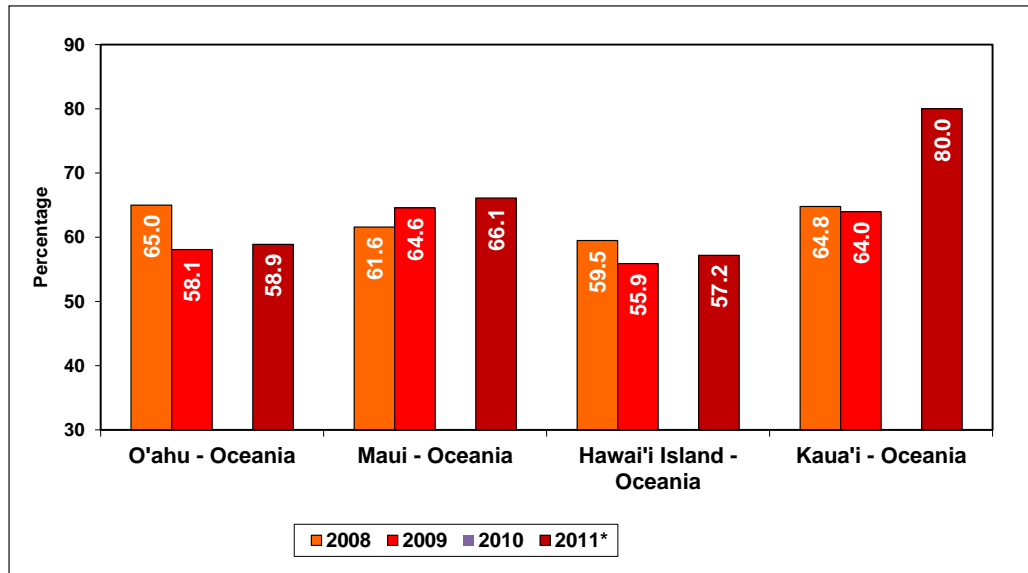
Figure 15 Island Experience Rated as Excellent – Europe  
 [Percentage of Visitors by Island]



\*Visitors from Europe were not surveyed in 2010.

- O'ahu's *excellent* rating by European visitors in 2011 declined 8 percentage points from 2009 to 54 percent, the lowest in four years of surveys (Figure 15).
- Changes in European visitors' ratings for Maui (+3.8% to 70%) and Hawai'i Island (+4.4% to 62.2%) compared to 2009 were within the margins of errors and not considered significant.

**Figure 16 Island Experience Rated as Excellent – Oceania  
[Percentage of Visitors by Island]**



\*Visitors from Oceania were not surveyed in 2010.

- *Excellent* ratings by Oceania visitors in 2011 for Kaua'i (80%) was much improved compared to 2009 (64%) and was also the higher than *excellent* ratings for O'ahu, Maui and Hawai'i Island.
- *Excellent* ratings by Oceania visitors in 2011 for Maui (66.1%), O'ahu (58.9%) and Hawai'i Island (57.2%) were about the same as 2009.

**Table 3.1 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>U.S. TOTAL</b>								
Excellent	71.2	89.3	75.7	75.3	68.3	67.6	73.1	70.4
Above average	26.5	10.4	22.8	22.8	29.3	29.5	25.2	27.0
Below average	2.3	0.2	1.6	1.9	2.2	2.9	1.6	2.5
Poor	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
<b>U.S. WEST</b>								
Excellent	69.7	93.2	74.6	73.4	64.4	67.1	73.2	68.9
Above average	28.0	6.8	23.9	24.9	33.2	29.9	25.4	28.6
Below average	2.3	0.0	1.5	1.7	2.4	3.0	1.4	2.5
Poor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>U.S. EAST</b>								
Excellent	73.8	84.8	78.1	78.7	74.7	68.4	73.1	74.3
Above average	23.9	14.8	20.1	18.9	23.0	28.6	25.0	23.0
Below average	2.3	0.5	1.8	2.3	2.0	2.9	1.8	2.6
Poor	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.1
<b>JAPAN</b>								
Excellent	60.7	72.5	63.7	71.1	62.6	50.4	62.0	59.8
Above average	37.6	27.3	35.5	27.8	35.0	47.3	36.4	38.5
Below average	1.5	0.2	0.8	1.1	2.1	2.0	1.5	1.5
Poor	0.1	0.0	0.0	0.0	0.2	0.2	0.2	0.1
<b>CANADA</b>								
Excellent	69.6	76.8	72.0	79.8	67.4	65.6	71.1	68.7
Above average	28.2	16.0	26.9	19.0	29.9	32.0	26.5	29.1
Below average	2.2	7.2	0.9	1.3	2.6	2.4	2.2	2.1
Poor	0.1	0.0	0.2	0.0	0.0	0.1	0.2	0.0
<b>EUROPE</b>								
Excellent	70.5	69.7	60.7	78.7	68.1	71.1	70.5	70.6
Above average	27.4	30.3	32.4	18.4	30.4	27.9	26.7	29.2
Below average	2.1	0.0	6.9	3.0	1.5	1.1	2.8	0.2
Poor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>OCEANIA</b>								
Excellent	62.9	91.2	69.5	79.3	54.8	56.6	65.5	59.6
Above average	34.5	5.9	30.5	19.1	41.6	40.1	32.3	37.4
Below average	2.5	3.0	0.0	1.1	3.6	3.3	2.1	2.9
Poor	0.1	0.0	0.0	0.6	0.0	0.1	0.1	0.1

Source: Hawai'i Tourism Authority

**Table 3.2 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle – 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>U.S. TOTAL</b>								
Excellent	72.5	83.3	74.3	76.6	68.8	71.7	76.8	71.1
Above average	25.7	15.7	24.3	21.8	28.9	26.6	21.4	27.1
Below average	1.7	1.0	1.3	1.5	2.3	1.5	1.8	1.6
Poor	0.1	0.0	0.1	0.2	0.0	0.2	0.0	0.2
<b>U.S. WEST</b>								
Excellent	70.6	76.6	74.2	72.0	66.0	70.7	71.3	70.5
Above average	27.7	20.8	24.4	26.7	31.9	27.4	26.4	27.9
Below average	1.6	2.5	1.3	1.1	2.1	1.5	2.3	1.5
Poor	0.2	0.0	0.1	0.3	0.0	0.3	0.0	0.2
<b>U.S. EAST</b>								
Excellent	75.4	87.9	74.6	82.5	72.4	73.2	79.7	72.4
Above average	22.8	12.1	23.9	15.5	24.9	25.3	18.7	25.6
Below average	1.8	0.0	1.4	2.0	2.6	1.4	1.5	2.0
Poor	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1
<b>JAPAN</b>								
Excellent	59.7	77.4	61.7	76.4	59.7	49.4	62.0	58.6
Above average	38.7	22.0	36.8	21.9	38.5	48.5	36.0	39.9
Below average	1.4	0.6	1.5	1.7	1.5	1.8	1.5	1.4
Poor	0.2	0.0	0.0	0.0	0.4	0.2	0.5	0.1
<b>CANADA</b>								
Excellent	71.4	85.7	69.8	71.7	72.3	68.1	75.6	68.9
Above average	27.3	14.3	29.0	27.5	26.8	30.0	22.5	30.0
Below average	1.3	0.0	1.2	0.7	0.9	1.8	1.9	1.0
Poor	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 3.3 Overall Rating of Experience on Each Island Visited – 2011**  
**[Percentage of Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
<b>SATISFACTION - O'ahu</b>							
Excellent	62.2	61.1	63.7	62.7	64.0	54.0	58.9
Above Average	34.3	35.6	32.5	35.4	30.1	40.0	35.9
Below Average	3.0	2.8	3.4	1.7	5.5	5.4	5.1
Poor	0.5	0.5	0.4	0.2	0.5	0.6	0.1
<b>SATISFACTION - Maui</b>							
Excellent	75.8	74.1	78.8	57.1	71.0	70.0	66.1
Above Average	22.1	24.0	18.8	37.8	28.1	22.4	30.2
Below Average	2.0	1.9	2.2	4.8	0.8	6.0	2.9
Poor	0.1	0.1	0.2	0.3	0.1	1.6	0.7
<b>SATISFACTION - Moloka'i</b>							
Excellent	62.1	66.5	54.1	28.3	59.8	45.8	43.5
Above Average	31.1	27.9	37.0	65.3	28.1	43.3	48.2
Below Average	4.5	4.0	5.4	6.4	11.5	5.5	8.3
Poor	2.3	1.6	3.5	0.0	0.6	5.4	0.0
<b>SATISFACTION - Lāna'i</b>							
Excellent	74.4	68.6	83.4	42.6	58.4	35.1	68.5
Above Average	18.9	23.1	12.4	57.4	40.9	61.1	31.5
Below Average	5.7	7.6	2.6	0.0	0.7	3.8	0.0
Poor	1.0	0.7	1.5	0.0	0.0	0.0	0.0
<b>SATISFACTION - Hawai'i Island</b>							
Excellent	67.5	63.1	73.9	62.0	64.6	62.2	57.2
Above Average	28.7	32.3	23.6	32.8	32.4	33.3	38.4
Below Average	3.2	3.8	2.4	4.8	2.9	4.5	2.9
Poor	0.5	0.8	0.1	0.4	0.0	0.0	1.5
<b>SATISFACTION - Hilo</b>							
Excellent	58.8	53.9	63.7	48.5	48.8	49.9	47.3
Above Average	35.5	39.1	31.9	44.3	41.0	40.8	47.8
Below Average	4.8	5.8	3.9	6.6	9.1	7.9	2.1
Poor	0.8	1.2	0.5	0.5	1.1	1.4	2.8
<b>SATISFACTION - Kona</b>							
Excellent	68.3	64.7	73.7	66.1	66.0	62.8	63.2
Above Average	27.4	30.7	22.3	30.3	31.2	29.9	33.7
Below Average	4.1	4.2	3.9	3.4	2.8	7.3	2.9
Poor	0.3	0.4	0.0	0.3	0.0	0.0	0.2
<b>SATISFACTION - Kaua'i</b>							
Excellent	77.3	75.3	80.6	53.5	70.7	68.3	80.0
Above Average	20.9	22.7	18.0	36.8	25.6	29.3	19.4
Below Average	1.5	1.6	1.4	8.0	3.6	2.3	0.7
Poor	0.2	0.4	0.0	1.7	0.2	0.1	0

Source: Hawai'i Tourism Authority



**Table 3.4 Overall Rating of Experience on Each Island Visited – 2010**  
**[Percentage of Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>
<b>SATISFACTION - O'ahu</b>					
Excellent	61.9	60.1	63.8	59.2	60.0
Above Average	33.7	35.3	31.9	38.2	35.5
Below Average	3.9	3.8	4.0	2.3	4.4
Poor	0.6	0.8	0.3	0.2	0.1
<b>SATISFACTION - Maui</b>					
Excellent	72.5	69.2	76.8	57.4	72.3
Above Average	25.2	28.7	20.6	37.4	26.1
Below Average	2.3	2.1	2.5	5.2	1.1
Poor	0.0	0.0	0.1	0.0	0.6
<b>SATISFACTION - Moloka'i</b>					
Excellent	52.2	43.6	61.3	14.9	62.2
Above Average	32.5	36.4	28.4	72.3	28.8
Below Average	14.3	18.7	9.5	12.8	9.0
Poor	1.0	1.2	0.8	0.0	0.0
<b>SATISFACTION - Lāna'i</b>					
Excellent	59.4	57.2	61.5	31.0	59.0
Above Average	36.1	38.9	33.5	69.0	33.5
Below Average	3.4	3.5	3.3	0.0	7.1
Poor	1.1	0.4	1.7	0.0	0.4
<b>SATISFACTION - Hawai'i Island</b>					
Excellent	67.6	65.6	69.9	59.7	66.3
Above Average	29.2	30.4	27.8	36.5	31.4
Below Average	3.0	3.8	2.1	3.4	2.3
Poor	0.2	0.2	0.2	0.4	0.0
<b>SATISFACTION - Hilo</b>					
Excellent	55.3	47.6	61.9	47.0	53.8
Above Average	37.1	43.0	32.0	47.3	38.0
Below Average	7.1	9.3	5.1	5.2	7.9
Poor	0.5	0.1	0.9	0.5	0.4
<b>SATISFACTION - Kona</b>					
Excellent	67.9	66.4	69.7	62.0	66.9
Above Average	28.3	28.8	27.5	34.5	30.4
Below Average	3.7	4.4	2.7	3.3	2.7
Poor	0.2	0.4	0.0	0.2	0.0
<b>SATISFACTION - Kaua'i</b>					
Excellent	74.9	73.3	76.9	42.8	72.4
Above Average	22.9	24.0	21.5	49.4	25.5
Below Average	1.7	1.9	1.3	7.8	2.1
Poor	0.6	0.8	0.3	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 3.5 Expectations of Vacation by Lifestyle – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>U.S. TOTAL</b>								
Exceeded your expectations	38.3	64.0	41.1	47.8	39.6	30.8	55.8	32.0
Met your expectations	59.3	34.8	57.7	49.6	57.6	66.5	41.8	65.7
Did not meet your expectations	2.4	1.2	1.2	2.6	2.8	2.7	2.4	2.4
<b>U.S. WEST</b>								
Exceeded your expectations	34.5	56.2	38.7	41.9	34.5	28.2	53.7	30.1
Met your expectations	63.2	43.8	60.0	56.4	62.4	69.1	43.7	67.6
Did not meet your expectations	2.3	0.0	1.3	1.7	3.1	2.7	2.5	2.2
<b>U.S. EAST</b>								
Exceeded your expectations	45.3	73.2	46.7	58.5	47.8	35.4	57.5	36.6
Met your expectations	52.2	24.3	52.3	37.1	49.8	61.8	40.2	60.8
Did not meet your expectations	2.5	2.6	1.0	4.3	2.4	2.7	2.2	2.7
<b>JAPAN</b>								
Exceeded your expectations	35.4	55.2	34.5	51.6	35.6	23.1	47.3	27.1
Met your expectations	60.4	42.5	62.3	44.7	59.2	72.0	48.5	68.7
Did not meet your expectations	4.2	2.3	3.2	3.6	5.2	4.8	4.2	4.2
<b>CANADA</b>								
Exceeded your expectations	38.8	55.3	39.3	57.0	39.6	30.5	54.0	30.0
Met your expectations	58.9	37.5	59.2	41.4	57.7	67.3	43.0	68.2
Did not meet your expectations	2.3	7.2	1.5	1.6	2.7	2.1	3.0	1.8
<b>EUROPE</b>								
Exceeded your expectations	38.7	42.1	47.8	52.3	30.3	32.7	42.9	28.8
Met your expectations	58.1	55.8	45.5	45.0	65.1	66.2	53.9	67.8
Did not meet your expectations	3.3	2.1	6.6	2.7	4.6	1.2	3.2	3.4
<b>OCEANIA</b>								
Exceeded your expectations	36.0	67.2	39.4	62.9	35.0	22.9	43.4	26.1
Met your expectations	61.2	29.8	60.5	34.3	60.6	74.0	54.1	70.7
Did not meet your expectations	2.8	3.0	0.1	2.8	4.3	3.1	2.5	3.2

Source: Hawai'i Tourism Authority

**Table 3.6 Expectations of Vacation by Lifestyle – 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>U.S. TOTAL</b>								
Exceeded your expectations	41.1	65.9	43.0	49.6	42.1	33.5	57.5	35.7
Met your expectations	57.1	33.1	55.0	49.2	55.6	64.9	40.0	62.7
Did not meet your expectations	1.8	0.9	1.9	1.2	2.3	1.7	2.5	1.6
<b>U.S. WEST</b>								
Exceeded your expectations	37.0	57.4	41.6	43.9	37.2	30.3	52.8	34.4
Met your expectations	61.4	41.4	56.5	55.2	60.5	68.4	44.8	64.1
Did not meet your expectations	1.6	1.2	1.8	0.9	2.3	1.3	2.4	1.5
<b>U.S. EAST</b>								
Exceeded your expectations	47.3	71.9	46.0	57.0	48.6	38.6	59.9	38.6
Met your expectations	50.7	27.3	51.8	41.4	49.1	59.3	37.6	59.7
Did not meet your expectations	2.0	0.8	2.1	1.6	2.3	2.2	2.5	1.7
<b>JAPAN</b>								
Exceeded your expectations	33.1	57.1	33.0	45.7	32.6	22.3	46.1	27.5
Met your expectations	63.4	40.8	63.2	51.3	64.5	73.3	49.3	69.5
Did not meet your expectations	3.5	2.1	3.9	3.0	2.9	4.4	4.6	3.0
<b>CANADA</b>								
Exceeded your expectations	39.2	55.1	43.9	52.3	42.1	27.3	54.1	30.6
Met your expectations	58.9	44.6	54.9	46.1	55.8	70.3	43.1	68.0
Did not meet your expectations	1.9	0.3	1.3	1.6	2.1	2.5	2.8	1.4

Source: Hawai'i Tourism Authority

**Table 3.7 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>U.S. TOTAL</b>								
Very likely	91.1	90.3	91.9	92.8	91.1	90.3	87.8	92.3
Somewhat likely	7.6	7.4	7.3	6.5	7.9	7.9	10.6	6.5
Not too likely	1.2	2.3	0.8	0.7	1.0	1.5	1.5	1.1
Not at all likely	0.1	0.0	0.0	0.0	0.0	0.3	0.1	0.2
<b>U.S. WEST</b>								
Very likely	92.5	90.3	92.6	95.1	93.0	91.7	90.0	93.1
Somewhat likely	6.4	6.9	7.0	4.2	6.5	6.6	8.6	5.9
Not too likely	1.0	2.8	0.4	0.7	0.5	1.6	1.4	0.9
Not at all likely	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
<b>U.S. EAST</b>								
Very likely	88.4	90.3	90.2	88.5	87.8	87.8	86.1	90.1
Somewhat likely	9.8	7.9	7.9	10.6	10.3	10.3	12.2	8.0
Not too likely	1.6	1.8	1.8	0.8	1.8	1.5	1.6	1.6
Not at all likely	0.2	0.0	0.0	0.0	0.1	0.5	0.1	0.3
<b>JAPAN</b>								
Very likely	75.2	79.0	77.6	81.2	79.4	68.0	69.5	79.2
Somewhat likely	22.4	20.2	20.5	17.2	18.2	28.7	27.2	19.1
Not too likely	2.1	0.8	1.9	1.5	2.3	2.8	3.1	1.5
Not at all likely	0.2	0.0	0.1	0.0	0.1	0.4	0.1	0.2
<b>CANADA</b>								
Very likely	88.5	87.9	89.9	88.9	85.4	89.6	84.9	90.6
Somewhat likely	10.3	8.9	8.5	10.7	12.7	9.9	12.9	8.8
Not too likely	1.1	3.2	1.3	0.5	1.9	0.4	2.0	0.6
Not at all likely	0.1	0.0	0.2	0.0	0.0	0.1	0.2	0.0
<b>EUROPE</b>								
Very likely	80.1	72.8	78.9	81.5	79.4	83.9	76.3	88.8
Somewhat likely	18.8	25.8	20.9	18.0	19.1	14.6	22.3	10.5
Not too likely	1.1	1.2	0.2	0.5	1.5	1.2	1.2	0.6
Not at all likely	0.1	0.2	0.0	0.0	0.0	0.4	0.1	0.1
<b>OCEANIA</b>								
Very likely	86.1	91.2	95.6	80.3	83.7	84.4	83.5	89.6
Somewhat likely	11.1	8.3	4.4	17.8	12.7	11.5	13.0	8.6
Not too likely	2.6	0.0	0.0	1.3	3.4	4.1	3.3	1.7
Not at all likely	0.2	0.5	0.0	0.6	0.2	0.1	0.2	0.2

Source: Hawai'i Tourism Authority

**Table 3.8 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle – 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>U.S. TOTAL</b>								
Very likely	90.3	92.9	91.5	89.5	88.3	91.2	88.5	90.9
Somewhat likely	8.3	6.1	7.2	8.9	9.6	7.9	8.9	8.1
Not too likely	1.3	1.0	1.2	1.4	2.0	0.9	2.4	1.0
Not at all likely	0.1	0.0	0.1	0.2	0.1	0.0	0.2	0.1
<b>U.S. WEST</b>								
Very likely	91.0	93.6	91.3	89.2	89.3	92.6	87.8	91.6
Somewhat likely	7.6	3.9	7.4	9.6	8.5	6.6	9.1	7.3
Not too likely	1.4	2.5	1.2	1.2	2.2	0.8	3.1	1.1
Not at all likely	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1
<b>U.S. EAST</b>								
Very likely	89.2	92.4	92.0	90.0	87.1	88.9	88.9	89.4
Somewhat likely	9.4	7.6	6.8	7.9	11.1	10.1	8.9	9.8
Not too likely	1.2	0.0	1.2	1.6	1.6	1.0	2.0	0.7
Not at all likely	0.1	0.0	0.0	0.4	0.3	0.0	0.3	0.1
<b>JAPAN</b>								
Very likely	74.5	79.8	75.2	79.8	80.0	66.6	66.4	78.0
Somewhat likely	23.0	18.6	22.8	18.5	17.9	29.9	29.5	20.2
Not too likely	2.1	1.7	1.6	1.6	1.5	2.9	3.4	1.5
Not at all likely	0.4	0.0	0.3	0.1	0.6	0.6	0.7	0.3
<b>CANADA</b>								
Very likely	89.5	90.6	91.7	86.1	88.4	90.5	85.4	91.9
Somewhat likely	9.3	9.0	7.0	11.1	11.0	8.5	12.3	7.5
Not too likely	1.0	0.0	1.3	2.3	0.6	0.7	2.0	0.4
Not at all likely	0.2	0.4	0.0	0.5	0.1	0.4	0.3	0.2

Source: Hawai'i Tourism Authority

**Table 3.9 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>U.S. TOTAL</b>								
Very likely	67.2	60.2	65.1	61.9	69.5	69.0	46.1	74.9
Somewhat likely	20.4	23.4	22.0	25.6	19.5	18.3	29.7	16.9
Not too likely	10.7	14.4	12.1	10.7	10.1	10.1	20.1	7.3
Not at all likely	1.7	1.9	0.8	1.7	0.9	2.6	4.0	0.9
<b>U.S. WEST</b>								
Very likely	75.4	76.8	72.6	67.4	78.2	77.5	56.5	79.8
Somewhat likely	17.0	18.1	18.9	22.7	15.2	15.4	25.7	15.0
Not too likely	7.0	5.1	8.3	8.7	6.2	6.5	16.4	4.9
Not at all likely	0.5	0.0	0.2	1.2	0.4	0.7	1.4	0.3
<b>U.S. EAST</b>								
Very likely	52.1	40.7	47.4	51.9	55.3	53.7	37.7	62.4
Somewhat likely	26.5	29.6	29.5	30.9	26.5	23.6	33.0	21.9
Not too likely	17.5	25.4	21.0	14.5	16.4	16.6	23.1	13.5
Not at all likely	3.8	4.2	2.2	2.7	1.8	6.1	6.1	2.2
<b>JAPAN</b>								
Very likely	51.9	25.3	55.5	48.5	62.3	53.3	29.1	73.6
Somewhat likely	33.2	41.0	30.9	37.1	28.6	33.3	44.8	17.4
Not too likely	13.3	28.8	12.8	12.0	8.3	12.4	23.2	8.1
Not at all likely	1.6	4.9	0.8	2.4	0.8	1.0	2.9	0.9
<b>CANADA</b>								
Very likely	63.9	56.2	65.1	57.6	64.6	65.7	47.5	67.9
Somewhat likely	20.9	14.5	21.8	27.9	20.8	18.8	26.9	25.1
Not too likely	13.2	21.2	11.3	14.1	12.5	13.7	21.8	6.3
Not at all likely	2.0	8.2	1.8	0.4	2.1	1.8	3.8	0.6
<b>EUROPE</b>								
Very likely	35.3	23.3	35.4	28.2	46.3	31.6	22.7	64.2
Somewhat likely	25.0	39.7	16.7	24.1	16.9	33.6	27.8	18.5
Not too likely	33.3	23.3	37.7	42.1	35.3	25.4	43.0	10.9
Not at all likely	6.5	13.7	10.2	5.6	1.4	9.4	6.5	6.4
<b>OCEANIA</b>								
Very likely	49.5	60.9	63.2	40.8	51.7	43.1	42.9	58.2
Somewhat likely	33.7	32.8	27.6	42.8	35.1	33.1	36.8	29.6
Not too likely	13.2	5.2	8.7	10.3	11.6	18.1	15.4	10.3
Not at all likely	3.6	1.1	0.4	6.2	1.6	5.8	4.9	1.9

Source: Hawai'i Tourism Authority

**Table 3.10 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle – 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>U.S. TOTAL</b>								
Very likely	68.6	45.9	70.5	63.4	69.2	71.6	42.5	77.2
Somewhat likely	19.8	34.8	18.9	23.8	19.5	17.3	31.9	15.8
Not too likely	9.8	16.1	8.7	10.9	9.9	9.1	21.2	6.0
Not at all likely	1.9	3.2	1.9	2.0	1.3	2.1	4.3	1.1
<b>U.S. WEST</b>								
Very likely	77.9	60.4	78.2	72.5	78.6	80.4	54.5	81.7
Somewhat likely	15.7	27.5	16.7	20.4	14.0	13.8	28.9	13.5
Not too likely	5.7	10.7	3.8	6.1	7.2	5.1	14.2	4.2
Not at all likely	0.8	1.3	1.3	1.1	0.2	0.8	2.4	0.5
<b>U.S. EAST</b>								
Very likely	54.7	35.6	54.2	51.5	56.7	57.8	36.3	67.3
Somewhat likely	25.9	40.0	23.7	28.2	26.8	22.8	33.5	20.7
Not too likely	15.9	19.9	19.0	17.1	13.5	15.3	24.8	9.7
Not at all likely	3.5	4.4	3.1	3.2	2.9	4.1	5.3	2.2
<b>JAPAN</b>								
Very likely	57.0	32.1	59.3	52.2	67.6	56.9	31.4	68.2
Somewhat likely	30.2	38.1	32.2	36.2	23.2	30.1	42.5	24.9
Not too likely	11.5	26.4	7.9	10.7	8.0	11.8	23.1	6.4
Not at all likely	1.3	3.4	0.6	0.8	1.3	1.1	3.1	0.5
<b>CANADA</b>								
Very likely	62.7	52.7	63.9	51.6	67.2	63.5	42.9	74.1
Somewhat likely	23.6	23.4	23.2	30.8	22.8	21.7	31.4	19.1
Not too likely	11.2	21.7	11.9	14.5	7.3	11.9	20.3	6.0
Not at all likely	2.4	2.2	1.0	3.0	2.6	2.9	5.4	0.7

Source: Hawai'i Tourism Authority

**Table 3.11 Likelihood to Recommend Islands – 2011**  
**[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
<b>RECOMMEND - Oah'u</b>							
Very likely	72.8	72.8	72.8	71.8	76.8	67.2	75.0
Somewhat likely	19.5	19.1	20.1	25.3	16.5	24.7	18.8
Not too likely	6.0	6.1	5.8	2.3	5.3	7.0	4.4
Not at all likely	1.7	2.0	1.3	0.6	1.4	1.1	1.8
<b>RECOMMEND - Maui</b>							
Very likely	85.6	84.7	87.3	61.1	85.2	74.7	75.2
Somewhat likely	11.2	12.0	9.7	34.0	13.5	20.0	19.7
Not too likely	2.5	2.4	2.8	3.9	1.0	4.7	4.2
Not at all likely	0.6	0.9	0.2	1.0	0.3	0.7	0.9
<b>RECOMMEND - Moloka'i</b>							
Very likely	50.8	51.7	49.2	25.9	69.8	69.7	46.5
Somewhat likely	24.8	19.1	36.5	38.4	19.0	14.6	27.5
Not too likely	14.7	16.1	11.7	28.2	9.3	11.5	22.9
Not at all likely	9.7	13.1	2.6	7.5	1.9	4.2	3.1
<b>RECOMMEND - Lāna'i</b>							
Very likely	61.4	62.3	59.6	28.7	63.5	75.1	69.6
Somewhat likely	19.4	15.1	28.7	42.1	17.5	11.9	9.3
Not too likely	11.8	12.4	10.7	23.3	15.8	13.1	21.1
Not at all likely	7.3	10.2	1.0	5.9	3.2	0.0	0.0
<b>RECOMMEND - Hawai'i Island</b>							
Very likely	75.5	73.3	78.8	62.9	76.5	72.9	75.5
Somewhat likely	20.6	22.7	17.3	30.5	20.4	22.9	20.3
Not too likely	3.0	2.8	3.4	5.5	2.7	4.2	2.5
Not at all likely	0.9	1.1	0.4	1.1	0.4	0.0	1.6
<b>RECOMMEND - Kona</b>							
Very likely	77.1	75.9	78.9	66.5	79.6	73.4	74.3
Somewhat likely	18.4	19.9	15.8	28.6	17.0	20.3	19.9
Not too likely	3.7	3.2	4.6	3.9	2.9	6.2	4.3
Not at all likely	0.9	1.0	0.7	1.0	0.5	0.0	1.5
<b>RECOMMEND - Hilo</b>							
Very likely	66.6	62.5	72.1	52.6	61.9	66.6	67.7
Somewhat likely	23.1	25.5	20.0	35.6	26.2	27.2	25.4
Not too likely	7.8	8.3	7.1	10.3	9.5	4.6	5.1
Not at all likely	2.5	3.8	0.8	1.4	2.5	1.6	1.8
<b>RECOMMEND - Kaua'i</b>							
Very likely	87.9	89.0	86.1	46.4	83.7	92.2	79.7
Somewhat likely	11.0	10.3	12.1	41.0	13.3	6.3	16.5
Not too likely	0.9	0.5	1.6	10.6	2.8	1.4	3.9
Not at all likely	0.2	0.2	0.2	2.0	0.2	0.1	0.0

Source: Hawai'i Tourism Authority



**Table 3.12 Likelihood to Recommend Islands – 2010**  
**[Percentage of Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>
<b>RECOMMEND - O'ahu</b>					
Very likely	71.9	72.2	71.6	71.0	74.9
Somewhat likely	20.1	19.2	21.2	25.3	19.2
Not too likely	5.9	6.4	5.3	3.1	4.1
Not at all likely	2.1	2.2	2.0	0.7	1.8
<b>RECOMMEND - Maui</b>					
Very likely	86.2	85.8	86.8	60.5	87.4
Somewhat likely	11.1	11.1	11.1	32.8	10.7
Not too likely	2.2	2.5	1.8	5.2	1.5
Not at all likely	0.5	0.6	0.3	1.6	0.4
<b>RECOMMEND - Moloka'i</b>					
Very likely	53.1	48.7	61.3	24.9	55.1
Somewhat likely	24.7	22.6	28.6	51.4	27.6
Not too likely	17.2	21.3	9.5	17.5	7.0
Not at all likely	5.0	7.4	0.6	6.3	10.2
<b>RECOMMEND - Lāna'i</b>					
Very likely	60.2	55.6	67.6	27.5	56.0
Somewhat likely	20.8	21.6	19.5	52.1	25.2
Not too likely	16.1	18.3	12.5	13.1	10.1
Not at all likely	3.0	4.5	0.5	7.3	8.6
<b>RECOMMEND - Hawai'i Island</b>					
Very likely	76.2	75.5	77.2	63.4	77.1
Somewhat likely	20.1	20.3	19.8	30.6	20.5
Not too likely	2.9	3.1	2.7	4.9	2.3
Not at all likely	0.7	1.0	0.4	1.1	0.2
<b>RECOMMEND - Kona</b>					
Very likely	78.9	79.0	78.9	66.0	77.9
Somewhat likely	17.1	16.5	17.9	28.8	19.6
Not too likely	3.4	3.6	3.0	4.1	2.2
Not at all likely	0.6	0.9	0.2	1.0	0.3
<b>RECOMMEND - Hilo</b>					
Very likely	64.7	61.1	68.7	52.1	61.8
Somewhat likely	23.6	24.2	23.0	38.1	27.2
Not too likely	8.1	10.1	5.9	8.0	8.9
Not at all likely	3.6	4.7	2.4	1.8	2.1
<b>RECOMMEND - Kaua'i</b>					
Very likely	86.8	86.2	87.6	49.3	83.5
Somewhat likely	10.9	11.3	10.3	36.3	12.9
Not too likely	1.8	1.7	1.8	11.8	3.4
Not at all likely	0.6	0.8	0.4	2.6	0.2

Source: Hawai'i Tourism Authority

**Table 3.13 Reasons for Not Revisiting Hawai'i – 2011**  
**[Percentage of Visitors not too likely or not at all likely to revisit**  
**in the next 5 years by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
Want to go someplace new	47.1	39.9	51.7	45.9	56.2	44.1	70.1
Flight is too long	33.0	13.7	45.4	25.0	30.7	61.5	13.9
Other financial obligations	32.4	28.6	34.8	24.7	27.3	26.1	16.7
Not enough value	21.3	26.4	18.1	5.8	18.8	9.1	9.2
Too commercial/overdeveloped	14.5	19.8	11.0	6.6	14.0	10.7	19.3
Too crowded/congested/traffic	12.5	14.2	11.4	4.2	10.3	3.2	14.0
Poor health / age restriction / getting too old	6.4	6.8	6.1	13.3	3.9	3.4	8.2
Unfriendly people / felt unwelcome	3.2	3.6	3.0	1.3	2.3	2.7	1.3
Poor service	2.3	3.8	1.3	2.4	2.4	1.7	1.2
Other	18.3	18.2	18.4	31.3	16.0	7.0	9.1

Source: Hawai'i Tourism Authority

**Table 3.14 Reasons for Not Revisiting Hawai'i – 2010**  
**[Percentage of Visitors not too likely or not at all likely to revisit**  
**in the next 5 years by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>
Flight is too long	35.4	17.2	44.4	24.8	33.8
Too commercial/overdeveloped	8.4	9.8	7.7	7.3	9.9
Too crowded/congested/traffic	9.4	14.2	7.1	3.6	7.5
Not enough value for the price/tickets too expensive	23.2	31.6	19.1	6.0	15.6
Want to go someplace new	50.0	53.7	48.2	46.4	60.9
Other financial obligations	34.1	34.7	33.7	17.7	31.6
Poor service	2.9	6.3	1.2	4.4	1.2
Unfriendly people/felt unwelcome	3.4	7.5	1.4	3.8	2.5
Poor health/age restriction/getting too old	3.4	4.6	2.8	11.5	3.1
Other	13.3	12.6	13.6	30.1	7.5

Source: Hawai'i Tourism Authority

#### 4. SATISFACTION RATINGS BY MMA

In general, no Hawai'i destination was found to be more outstanding than the others given that each island appealed to visitors from the major market areas in different ways. Ratings in this section reflect the percentage of visitors who were *very satisfied*, unless otherwise mentioned.

##### U.S. West Visitors (Tables 4.1 – 4.8)

- The majority of U.S. West visitors in 2011 were *very satisfied* with the accommodations on Maui (84.5%), Kaua'i (81.3%), O'ahu (74.9%), and the Kona side of Hawai'i Island (81.3%). The percentage of U.S. West visitors who were *very satisfied* with accommodations on Maui increased 6 percentage points from 2010. Accommodations at these destinations were mainly praised for the locations, cleanliness and comfort, and service.
- A higher percentage of U.S. West visitors were *very satisfied* with parks and beaches on Kaua'i (+5.6 percentage points 84.2%) and Kona (+4.4 percentage points to 77.6%) compared to 2011. Ratings for Maui (79.8%) were similar to 2010, but ratings for O'ahu's parks and beaches (-3.4 percentage points to 70.9%) declined from a year ago. More than half of U.S. West visitors surveyed were very satisfied with the security, facility, and cleanliness and comfort of these parks and beaches.
- Similar to 2010, three out of four West visitors in 2011 were *very satisfied* with activities/attractions on Kaua'i (75.8%), O'ahu (75.2%), Maui (74.7%) for the variety, excitement and service. Ratings for activities on Kona (66.7%) fell 3.7 percentage points.
- Six out of ten U.S. West visitors were *very satisfied* with O'ahu's shopping (64.3%). The majority were *very satisfied* with the sufficient number of shopping places (71.6%), locations (68.7%), service (64%) and variety of merchandise (63.6%) and local/handmade items (53.3%). Ratings for shopping on Maui improved 5 percentage points to 60.1 percent of U.S. West respondents. Less than 37 percent of U.S. West visitors who shopped on O'ahu, Maui, Kaua'i, and Kona felt that there was value for their money.
- In 2011, a higher percentage of U.S. West visitors were *very satisfied* with restaurants on Maui (+4 percentage points to 63.2%) and Kaua'i (+9.9 percentage points to 60.1%) than on O'ahu (-5.5 percentage points to 57.2%). U.S. West visitors were especially pleased with the location, variety, service and quality. However, only one-third of these visitors to restaurants on O'ahu, Maui, Kaua'i, and Kona were *very satisfied* with the value.
- A higher percentage of U.S. West visitors in 2011 were *very satisfied* with Kaua'i's airport (+3.8 percentage points to 65.5%) and but fewer were *very satisfied* with airports on O'ahu (-6.6 percentage points to 52.6%) and Kona (-4.9 percentage points 47.8%) compared to 2010. Over half of U.S. West visitors were *very satisfied* with the cleanliness and comfort and friendliness of workers at these airports. A few (15-30% of the respondents) were *somewhat dissatisfied* or *not satisfied at all* with the availability of food and available of shopping.

##### U.S. East Visitors (Tables 4.9 – 4.16)

- A higher percentage of U.S. East visitors in 2011 were *very satisfied* with accommodations in Kona (89.4%), Kaua'i (85.4%) and Maui (84.1%) compared to O'ahu (74.1%). U.S.

East visitors' ratings for accommodations in Kona improved 8.4 percentage points from 2010.

- In 2011, parks and beaches on Kaua'i (83.2%), Maui (82.7%), O'ahu (79.8%), and Kona (73.2%) continued to be highly rated for the cleanliness and comfort, facility and security.
- U.S. East visitors continued to give higher ratings to their golf experience on the Maui (86.2%), Kaua'i (83.3%) and Kona (85.7%) than on O'ahu (75.9%). These visitors were particularly satisfied with the locations and service provided. However, a few visitors were either *somewhat dissatisfied* or *not satisfied at all* with the value for their money on O'ahu (21.4%) and Maui (26.2%) golf courses.
- A higher percentage of U.S. East visitors in 2011 were *very satisfied* with restaurants on O'ahu (+6.8 percentage points to 67.3%), Kaua'i (+3.8 percentage points to 61%) and Kona (+12.6 percentage points to 66.5%) compared to the previous year. The percentage of U.S. East visitors who were *very satisfied* with restaurants on Maui (66%) was similar to 2010.
- A higher percentage of U.S. East visitors in 2011 were *very satisfied* with Kaua'i (+3.8 percentage points to 64.1%) and Kona (+5.5 percentage points to 59.8%) airports compared to 2010.

#### Japanese Visitors Tables (4.17 – 4.22)

- Japanese visitors in 2011 continued to be more critical, with fewer *very satisfied* ratings compared to U.S, Canadian, European and Oceania visitors.
- A lower percentage of Japanese visitors surveyed were *very satisfied* with the accommodations on Maui (-3.2 percentage points to 64.7%) compared to 2010. In contrast, ratings for accommodations in Kona (70.9%) improved 8.8 percentage points. The percentage of Japanese visitors who were *very satisfied* with accommodations on O'ahu (51.9%) was similar to 2010. Due to the relatively small sample size, Japanese visitors ratings for Kaua'i will not be presented in this report.
- Half of the Japanese visitors surveyed were *very satisfied* with parks and beaches on O'ahu (51.6%), similar to 2010. Ratings for parks and beaches on Kona (+3.5 percentage points to 49.6%) improved, but ratings for parks and beaches on Maui (-5.4 percentage points to 44.5%) were lower compared to the previous year.
- In 2011, 48.6 percent of Japanese visitors were *very satisfied* and 46.1 percent were *somewhat satisfied* with O'ahu's shopping. Overall, Japanese visitors were very pleased with the sufficient number of shopping places (61.3%). However, three out of ten Japanese visitors were either *somewhat dissatisfied* or *not satisfied at all* with shopping on Maui (28.2%) and in Kona (27%), mainly due to the lack of shopping places, variety of merchandise and dissatisfaction with the local/handmade items.
- Over half of the Japanese visitors were *somewhat satisfied* with their restaurants experience. Only three out of ten Japanese visitors were *very satisfied* with restaurants on O'ahu (30.2%), Maui (27.1%), and Kona (31.6%). *Very satisfied* ratings for restaurants in Kona (+9.3 percentage points) and Maui (+3.7 percentage points) improved from 2010.
- Quite a few Japanese visitors to Maui (32.1%) and Kona (35.3%) were disappointed with the transportation (*somewhat dissatisfied* or *not satisfied at all*), especially with the convenience, efficiency, and value for their money.
- Only a quarter or less of the Japan visitor surveyed in 2011 were *very satisfied* with airports

on O‘ahu (25.6%), Maui (22.1%) and Kona (19.1%), rather, over half were *somewhat satisfied* with airports at these destinations. The majority of the Japan visitors were *somewhat dissatisfied* or *not satisfied at all* with the availability of food and shopping, especially at airports on Maui and Kona.

#### **Canadian Visitors (Tables 4.23 – 4.30)**

- A higher percentage of Canadian visitors were *very satisfied* with accommodations on Kaua‘i (83.2%), Maui (80.3%) and Kona (85.1%) compared to O‘ahu (65.6%). Ratings for accommodations on Kauai (+5.9 percentage points) and Kona (+7.3 percentage points) were higher compared to 2010.
- The majority of Canadian visitors on Maui (81.4%), O‘ahu (80.2%), Kaua‘i (76.8%) and Kona (75.7%) gave high ratings to the parks and beaches in 2011. Ratings for O‘ahu’s parks and beaches were higher (+3.5 percentage points) but ratings for parks and beaches on Maui (-3.9 percentage points) and Kaua‘i (-4.5 percentage points) declined from 2010.
- Three out of four Canadian visitors were *very satisfied* with activities/attractions on Kaua‘i (71.8%), Maui (69.8%), O‘ahu (69.2%) and Kona (66.3%) for the variety, excitement and service.
- Over half of Canadian respondents in 2011 were *very satisfied* with airports on Kaua‘i (57%), O‘ahu (54.5%), Maui (52.5%) and Kona (54.8%). Ratings for Maui’s airport improved (+3.5 percentage points) but ratings for O‘ahu’s airport (-3.6 percentage points) were lower compared to 2010.

#### **European Visitors (Tables 4.31 – 4.38)**

- Among European visitors in 2011, eight out of ten who went to O‘ahu (80.4%) or Maui (79.4%); and seven out of ten who went to Kaua‘i (72.9%) or Kona (70%) were *very satisfied* with parks and beaches at these destinations. Ratings for parks and beaches on Maui (+7.2 percentage points) and Kona (+4.6 percentage points) improved compared to 2009.
- A larger percentage of European visitors in 2011 were *very satisfied* with accommodations on Maui (75.5%), Kaua‘i (70.7%) and Kona (72.9%) compared to O‘ahu (65.2%). Ratings for accommodations on Maui (+6.6 percentage points) Kauai (+6 percentage points) and Kona (+8.3 percentage points) increased compared to 2009.
- A higher percentage of European visitors in 2011 were *very satisfied* with activities/attractions on Kaua‘i (78.9%) and Maui (64.5%) compared to O‘ahu (56.8%).
- About half of the European visitors were *very satisfied* with restaurants on Kaua‘i (52.7%), Maui (49.9%), O‘ahu (49.2%) and Kona (53.8%). *Very satisfied* ratings for restaurants in Kaua‘i (+19.1 percentage points) and Maui (+8.9 percentage points) improved from 2009.

#### **Oceania Visitors (Tables 4.39 – 4.46)**

- A higher percentage of Oceania visitors in 2011 were *very satisfied* with accommodations on Kaua‘i (84.1%) and Maui (78.2%) compared to accommodations on O‘ahu (65%) and Kona (63.3%). Ratings for accommodations on Kauai (+25.2 percentage points) and Maui (+11.9 percentage points) increased significantly compared to 2009.

- In 2011, 77 percent of Oceania visitors were *very satisfied* with shopping on O‘ahu compared to 69.2 percent in 2009.
- Three out of four Oceania visitors on Maui (76.8%), Kaua‘i (76.5%) and O‘ahu (75%) highly rated the parks and beaches. Ratings for parks and beaches on Maui (+11.7 percentage points) and Kaua‘i (+10.3 percentage points) were noticeably higher compared to 2009.

**Table 4.1 O‘ahu Detailed Satisfaction Ratings by Category – U.S. West 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	74.9	22.0	2.4	0.6
location	80.4	17.4	1.9	0.3
service	76.7	18.0	4.1	1.2
facility	67.1	25.0	6.3	1.5
cleanliness and comfort	72.4	21.7	3.8	2.1
value for your money	64.0	26.2	7.0	2.8
<b>RESTAURANT</b>				
overall	57.2	40.0	1.9	0.9
location	61.2	35.9	2.9	0.0
variety	59.1	35.0	5.3	0.6
service	59.5	36.3	3.5	0.7
quality	61.2	32.7	4.7	1.4
value for your money	34.5	44.2	18.2	3.2
<b>SHOPPING</b>				
overall	64.3	33.2	1.8	0.8
sufficient shopping places	71.6	26.8	1.6	0.0
locations	68.7	28.7	1.5	1.1
variety	63.6	29.6	6.0	0.8
service	64.0	30.7	4.0	1.4
quality	47.8	47.2	3.4	1.5
value for your money	36.8	45.3	15.0	2.9
local/handmade items	53.3	35.7	9.1	1.8
<b>GOLF</b>				
overall	68.4	25.4	6.2	0.0
locations	63.8	36.2	0.0	0.0
service	65.6	34.4	0.0	0.0
value for your money	48.3	30.6	14.8	6.3
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	75.2	22.1	2.7	0.1
exciting	64.6	31.7	3.6	0.1
variety	69.0	26.8	3.4	0.7
service	66.7	30.0	3.0	0.3
value for your money	47.0	39.7	11.6	1.7
<b>TRANSPORTATION</b>				
overall	67.5	25.2	5.6	1.7
convenience	65.0	28.4	4.8	1.8
cleanliness and comfort	57.6	34.2	7.7	0.4
efficiency	57.7	34.4	5.8	2.1
value for your money	53.4	33.6	9.8	3.3
<b>AIRPORTS</b>				
overall	52.6	37.4	8.8	1.2
signage	49.1	37.4	11.3	2.3
cleanliness and comfort	53.0	41.9	4.1	0.9
ease of getting around	48.9	37.1	9.6	4.4
availability of food	40.6	36.5	18.2	4.7
availability of shopping	46.0	37.7	13.9	2.4
friendliness of workers	53.8	36.2	8.7	1.4
<b>PARKS &amp; BEACHES</b>				
overall	70.9	24.7	3.7	0.7
security	64.0	29.3	5.5	1.2
facility	63.1	29.4	5.6	1.9
cleanliness and comfort	61.3	29.0	8.3	1.4

Source: Hawai‘i Tourism Authority



**Table 4.2 O‘ahu Detailed Satisfaction Ratings by Category – U.S. West 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	75.1	21.8	2.7	0.5
Location	81.2	17.2	1.4	0.2
Service	73.0	23.0	3.4	0.6
Facility	66.6	27.0	5.8	0.6
Cleanliness and comfort	72.1	21.1	6.2	0.7
Value for your money	63.9	27.4	7.1	1.6
<b>RESTAURANTS</b>				
Overall	62.7	32.8	4.0	0.6
Location	68.9	27.8	3.2	0.2
Variety	64.0	29.2	6.0	0.7
Service	62.9	31.7	4.4	0.9
Quality	60.5	32.7	6.4	0.4
Value for your money	38.6	43.5	15.2	2.6
<b>SHOPPING</b>				
Overall	66.6	30.4	2.7	0.3
Sufficient shopping places	73.2	24.7	1.8	0.3
Location	69.4	27.8	2.4	0.4
Variety	64.1	30.2	5.2	0.5
Service	60.5	33.8	5.1	0.6
Quality	52.0	41.6	5.5	1.0
Value for your money	38.5	44.3	14.9	2.3
Local/handmade items	52.2	34.3	11.4	2.1
<b>GOLF</b>				
Overall	65.2	33.6	0.0	1.2
Location	62.3	36.6	1.1	0.0
Service	57.9	39.0	3.1	0.0
Value for your money	34.1	42.4	14.8	8.7
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	73.1	26.0	0.8	0.0
Exciting	67.6	30.4	1.9	0.2
Variety	71.0	27.0	1.9	0.2
Service	67.6	28.9	3.3	0.2
Value for your money	48.2	42.1	7.6	2.1
<b>TRANSPORTATION</b>				
Overall	64.9	29.6	5.5	0.0
Convenience	67.3	27.6	4.8	0.3
Cleanliness and comfort	59.8	32.8	6.2	1.2
Efficiency	63.4	30.4	6.0	0.3
Value for your money	59.8	30.3	8.7	1.2
<b>AIRPORTS</b>				
Overall	59.2	35.3	5.2	0.3
Signage	54.9	37.2	6.3	1.6
Cleanliness and comfort	58.9	34.8	5.2	1.2
Ease of getting around	54.3	34.1	9.3	2.4
Availability of food	42.8	36.4	19.3	1.5
Availability of shopping	48.1	36.8	13.3	1.8
Friendliness of workers	58.2	34.4	5.5	1.8
<b>PARKS &amp; BEACHES</b>				
Overall	74.3	22.8	2.6	0.4
Security	62.1	30.8	5.4	1.7
Facility	65.1	28.0	5.6	1.3
Cleanliness and comfort	62.6	28.9	7.2	1.4

Source: Hawai‘i Tourism Authority

**Table 4.3 Maui Detailed Satisfaction Ratings by Category – U.S. West 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	84.5	14.5	0.7	0.2
location	89.8	9.2	1.0	0.0
service	79.0	18.1	2.5	0.5
facility	80.0	17.4	2.1	0.5
cleanliness and comfort	82.1	16.2	1.7	0.0
value for your money	64.3	29.2	5.4	1.0
<b>RESTAURANT</b>				
overall	63.2	33.2	3.6	0.0
location	68.4	29.7	1.9	0.0
variety	60.8	34.1	4.1	1.0
service	65.8	30.7	3.3	0.2
quality	64.2	31.2	3.9	0.6
value for your money	33.2	43.7	18.8	4.2
<b>SHOPPING</b>				
overall	60.1	34.9	4.6	0.5
sufficient shopping places	64.2	29.8	5.6	0.4
locations	60.4	34.5	4.3	0.7
variety	52.1	40.0	6.7	1.2
service	63.2	29.7	6.6	0.5
quality	46.9	43.8	7.9	1.4
value for your money	34.4	45.7	15.4	4.6
local/handmade items	52.1	37.6	7.6	2.7
<b>GOLF</b>				
overall	85.2	11.9	2.8	0.0
locations	86.0	11.7	2.4	0.0
service	78.7	15.4	5.9	0.0
value for your money	44.4	36.2	8.4	11.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	74.7	23.4	1.9	0.0
exciting	69.3	28.1	1.8	0.8
variety	70.7	25.9	2.8	0.6
service	70.8	27.1	1.9	0.2
value for your money	43.1	42.8	12.2	1.8
<b>TRANSPORTATION</b>				
overall	75.1	18.3	5.9	0.8
convenience	75.8	16.7	6.0	1.5
cleanliness and comfort	68.9	26.8	4.3	0.0
efficiency	74.8	20.1	3.5	1.5
value for your money	67.7	25.5	6.2	0.7
<b>AIRPORTS</b>				
overall	59.2	38.2	2.0	0.6
signage	61.0	32.9	5.5	0.6
cleanliness and comfort	58.2	35.2	5.7	1.0
ease of getting around	62.4	31.5	5.5	0.6
availability of food	41.1	40.2	14.6	4.1
availability of shopping	46.1	39.5	12.5	1.9
friendliness of workers	56.8	34.9	6.2	2.0
<b>PARKS &amp; BEACHES</b>				
overall	79.8	18.6	1.4	0.3
security	62.5	26.4	9.7	1.4
facility	70.8	25.6	2.8	0.8
cleanliness and comfort	73.3	23.1	2.5	1.1

Source: Hawai'i Tourism Authority

**Table 4.4 Maui Detailed Satisfaction Ratings by Category – U.S. West 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	78.5	19.6	1.6	0.3
Location	87.6	11.5	0.8	0.0
Service	70.3	24.0	5.3	0.5
Facility	70.5	24.4	4.6	0.4
Cleanliness and comfort	74.8	20.8	3.7	0.7
Value for your money	62.0	31.0	5.5	1.5
<b>RESTAURANTS</b>				
Overall	59.2	35.8	4.6	0.4
Location	67.9	28.5	3.5	0.1
Variety	61.5	31.1	7.2	0.2
Service	62.4	33.8	3.0	0.8
Quality	62.1	31.8	5.6	0.5
Value for your money	30.5	48.4	18.5	2.6
<b>SHOPPING</b>				
Overall	55.5	42.0	2.4	0.2
Sufficient shopping places	63.5	32.0	4.5	0.0
Location	62.1	33.9	4.0	0.0
Variety	50.6	38.6	10.0	0.8
Service	57.7	36.2	5.6	0.5
Quality	46.3	44.8	8.8	0.2
Value for your money	31.0	50.2	15.9	2.9
Local/handmade items	48.5	39.9	10.5	1.1
<b>GOLF</b>				
Overall	77.9	18.9	2.5	0.7
Location	77.6	19.3	2.4	0.7
Service	72.5	23.6	3.3	0.7
Value for your money	45.8	33.8	14.6	5.8
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	70.8	27.4	1.8	0.0
Exciting	66.0	30.6	3.4	0.0
Variety	71.4	25.5	3.1	0.0
Service	66.3	30.5	3.2	0.0
Value for your money	42.1	44.2	11.6	2.1
<b>TRANSPORTATION</b>				
Overall	58.8	30.4	9.5	1.3
Convenience	58.0	27.5	11.2	3.4
Cleanliness and comfort	59.7	35.1	5.2	0.0
Efficiency	55.1	34.6	9.6	0.7
Value for your money	52.1	33.9	9.9	4.2
<b>AIRPORTS</b>				
Overall	57.1	37.9	4.2	0.7
Signage	58.0	35.5	5.8	0.7
Cleanliness and comfort	54.8	36.2	8.0	1.0
Ease of getting around	55.4	37.3	6.1	1.3
Availability of food	32.7	39.5	22.4	5.5
Availability of shopping	35.5	43.0	16.5	5.0
Friendliness of workers	52.7	38.4	6.7	2.2
<b>PARKS &amp; BEACHES</b>				
Overall	78.1	21.2	0.7	0.0
Security	59.0	35.2	3.7	2.1
Facility	64.0	31.6	4.3	0.2
Cleanliness and comfort	65.4	29.4	4.8	0.4

Source: Hawai'i Tourism Authority

**Table 4.5 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	81.3	15.4	3.3	0.0
location	85.2	12.9	1.9	0.0
service	77.4	20.8	1.8	0.0
facility	76.1	18.7	3.8	1.3
cleanliness and comfort	77.6	17.7	4.1	0.5
value for your money	73.9	19.8	4.5	1.8
<b>RESTAURANT</b>				
overall	60.1	33.5	5.4	1.1
location	62.2	32.3	5.2	0.3
variety	57.0	32.6	9.7	0.7
service	67.0	28.3	4.1	0.6
quality	65.3	28.9	4.1	1.6
value for your money	34.1	46.0	15.9	4.0
<b>SHOPPING</b>				
overall	52.6	41.9	4.7	0.8
sufficient shopping places	58.9	33.3	6.4	1.4
locations	54.4	37.7	6.0	1.9
variety	49.1	40.2	9.6	1.1
service	64.5	27.8	7.0	0.7
quality	50.6	40.1	8.7	0.6
value for your money	36.6	49.5	11.9	2.0
local/handmade items	46.7	41.4	11.1	0.8
<b>GOLF</b>				
overall	71.2	27.1	1.7	0.0
locations	79.3	15.0	5.7	0.0
service	78.8	13.4	7.8	0.0
value for your money	52.2	34.1	9.6	4.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	75.8	19.3	4.3	0.6
exciting	71.4	24.4	4.2	0.0
variety	78.5	18.2	3.0	0.3
service	79.2	18.5	0.7	1.5
value for your money	53.0	35.4	8.5	3.1
<b>TRANSPORTATION</b>				
overall	39.5	33.7	18.8	8.1
convenience	43.8	30.5	17.0	8.7
cleanliness and comfort	48.7	37.1	12.5	1.8
efficiency	51.4	26.5	15.0	7.0
value for your money	38.8	30.4	17.9	12.9
<b>AIRPORTS</b>				
overall	65.5	30.3	3.7	0.5
signage	61.5	32.9	4.5	1.1
cleanliness and comfort	65.2	30.1	2.7	2.0
ease of getting around	66.5	26.4	4.9	2.2
availability of food	40.2	37.8	18.1	3.9
availability of shopping	47.2	37.7	13.1	2.1
friendliness of workers	65.7	26.1	6.1	2.0
<b>PARKS &amp; BEACHES</b>				
overall	84.2	14.3	1.5	0.0
security	67.8	29.3	2.9	0.0
facility	69.0	25.4	4.9	0.7
cleanliness and comfort	70.6	23.6	4.4	1.4

Source: Hawai'i Tourism Authority

**Table 4.6 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	80.5	16.2	2.2	1.1
Location	83.8	14.2	1.6	0.4
Service	72.4	22.0	4.2	1.4
Facility	71.0	22.4	5.3	1.4
Cleanliness and comfort	78.1	15.2	5.8	0.9
Value for your money	65.5	29.6	3.8	1.1
<b>RESTAURANTS</b>				
Overall	50.2	42.5	6.6	0.7
Location	57.9	36.0	4.8	1.3
Variety	48.6	40.2	8.9	2.3
Service	61.5	32.9	5.4	0.3
Quality	52.5	40.7	6.3	0.5
Value for your money	27.9	50.2	18.0	3.9
<b>SHOPPING</b>				
Overall	45.3	47.9	5.3	1.4
Sufficient shopping places	48.2	40.0	10.3	1.5
Location	52.3	38.2	8.4	1.1
Variety	46.2	39.7	12.1	2.1
Service	56.3	37.8	5.1	0.9
Quality	42.0	48.8	9.0	0.2
Value for your money	31.7	49.8	15.8	2.8
Local/handmade items	44.4	39.9	13.3	2.5
<b>GOLF</b>				
Overall	68.7	25.8	4.9	0.5
Location	70.7	26.9	2.4	0.0
Service	74.5	23.7	1.4	0.5
Value for your money	38.7	45.8	12.3	3.2
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	74.3	22.8	2.5	0.5
Exciting	70.1	25.6	3.7	0.7
Variety	70.1	24.5	4.7	0.8
Service	71.1	25.4	3.6	0.0
Value for your money	43.9	42.1	10.9	3.1
<b>TRANSPORTATION</b>				
Overall	45.8	39.5	8.4	6.3
Convenience	53.5	31.8	9.5	5.1
Cleanliness and comfort	61.2	32.3	3.0	3.5
Efficiency	52.1	37.9	5.7	4.3
Value for your money	48.3	37.0	12.4	2.4
<b>AIRPORTS</b>				
Overall	61.7	35.0	3.1	0.2
Signage	63.9	31.4	3.5	1.1
Cleanliness and comfort	64.6	31.4	3.7	0.3
Ease of getting around	64.4	30.8	3.1	1.7
Availability of food	34.8	38.2	22.7	4.3
Availability of shopping	37.4	42.9	16.2	3.5
Friendliness of workers	63.2	29.9	5.4	1.5
<b>PARKS &amp; BEACHES</b>				
Overall	78.6	18.4	2.7	0.3
Security	64.6	29.2	5.7	0.5
Facility	64.8	29.7	5.1	0.3
Cleanliness and comfort	64.4	29.6	5.0	1.0

Source: Hawai'i Tourism Authority

**Table 4.7 Kona Detailed Satisfaction Ratings by Category – U.S. West 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	81.3	15.1	2.5	1.1
location	84.9	13.5	1.6	0.0
service	74.9	19.2	4.8	1.2
facility	74.5	19.7	5.6	0.2
cleanliness and comfort	74.3	19.1	5.4	1.1
value for your money	61.8	30.8	6.2	1.2
<b>RESTAURANT</b>				
overall	56.0	38.4	4.6	1.0
location	60.9	33.7	4.5	1.0
variety	53.9	36.2	7.0	2.9
service	59.7	32.6	6.6	1.1
quality	57.4	31.3	8.2	3.1
value for your money	30.8	47.6	17.1	4.4
<b>SHOPPING</b>				
overall	51.3	42.1	5.3	1.3
sufficient shopping places	51.7	40.0	7.7	0.5
locations	52.8	37.8	9.4	0.0
variety	49.3	37.0	11.1	2.6
service	55.4	39.1	5.4	0.0
quality	45.7	41.5	11.5	1.3
value for your money	31.6	47.5	20.5	0.3
local/handmade items	45.7	38.7	13.5	2.1
<b>GOLF</b>				
overall	79.3	17.5	3.3	0.0
locations	87.9	10.4	1.7	0.0
service	84.3	15.4	0.3	0.0
value for your money	58.1	18.3	18.6	5.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	66.7	28.2	4.7	0.5
exciting	60.0	34.2	5.3	0.5
variety	63.0	29.6	6.4	1.0
service	66.9	28.4	4.8	0.0
value for your money	45.5	39.9	13.4	1.2
<b>TRANSPORTATION</b>				
overall	39.1	31.0	17.0	12.8
convenience	42.8	25.1	19.2	12.9
cleanliness and comfort	44.8	35.4	17.8	2.1
efficiency	41.3	33.8	12.2	12.6
value for your money	37.3	32.6	21.4	8.7
<b>AIRPORTS</b>				
overall	47.8	46.8	4.9	0.5
signage	49.4	42.2	6.9	1.5
cleanliness and comfort	53.3	34.1	11.0	1.7
ease of getting around	56.3	33.9	8.1	1.7
availability of food	23.0	37.7	28.3	11.1
availability of shopping	25.9	42.9	21.8	9.4
friendliness of workers	52.8	32.9	12.4	2.0
<b>PARKS &amp; BEACHES</b>				
overall	77.6	19.0	3.2	0.3
security	64.5	30.2	4.7	0.6
facility	65.7	27.0	6.5	0.8
cleanliness and comfort	67.6	20.7	10.3	1.4

Source: Hawai'i Tourism Authority

Table 4.8 Kona Detailed Satisfaction Ratings by Category – U.S. West 2010  
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>ACCOMMODATIONS</b>				
Overall	84.2	14.2	1.3	0.3
Location	80.1	16.3	3.0	0.6
Service	74.3	23.6	1.3	0.7
Facility	77.2	20.7	1.8	0.4
Cleanliness and comfort	82.4	13.6	3.2	0.8
Value for your money	67.1	28.1	4.1	0.7
<b>RESTAURANTS</b>				
Overall	55.9	37.9	5.7	0.6
Location	63.0	29.7	6.2	1.1
Variety	54.4	34.4	9.7	1.5
Service	60.9	33.1	5.4	0.6
Quality	56.4	37.3	5.6	0.7
Value for your money	29.0	51.7	16.4	2.8
<b>SHOPPING</b>				
Overall	52.7	42.6	4.6	0.0
Sufficient shopping places	55.5	37.8	6.4	0.3
Location	56.3	36.3	6.8	0.6
Variety	45.2	44.5	9.4	0.9
Service	57.7	38.7	3.3	0.2
Quality	45.9	48.4	4.9	0.8
Value for your money	31.0	52.9	13.9	2.3
Local/handmade items	47.0	38.1	13.7	1.2
<b>GOLF</b>				
Overall	70.6	25.2	4.2	0.0
Location	69.7	28.3	2.1	0.0
Service	73.3	23.1	2.2	1.3
Value for your money	46.4	31.8	18.2	3.6
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	70.4	26.2	3.2	0.2
Exciting	66.6	29.7	3.5	0.2
Variety	66.2	29.6	3.6	0.7
Service	70.5	27.5	1.8	0.2
Value for your money	47.4	42.3	8.6	1.7
<b>TRANSPORTATION</b>				
Overall	56.7	27.7	11.5	4.2
Convenience	58.2	27.0	9.8	5.0
Cleanliness and comfort	58.2	32.8	4.8	4.3
Efficiency	60.3	28.3	7.9	3.4
Value for your money	45.2	33.4	19.3	2.0
<b>AIRPORTS</b>				
Overall	52.7	37.2	8.3	1.8
Signage	51.1	36.5	10.1	2.2
Cleanliness and comfort	51.6	36.4	10.4	1.7
Ease of getting around	60.8	30.0	5.9	3.3
Availability of food	24.3	35.9	25.6	14.1
Availability of shopping	28.8	39.1	22.7	9.4
Friendliness of workers	56.5	31.2	10.1	2.1
<b>PARKS &amp; BEACHES</b>				
Overall	73.2	22.6	3.3	1.0
Security	64.9	28.6	5.2	1.3
Facility	66.7	28.7	3.9	0.6
Cleanliness and comfort	64.3	29.4	5.3	1.0

Source: Hawai'i Tourism Authority

**Table 4.9 O'ahu Detailed Satisfaction Ratings by Category – U.S. East 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	74.1	23.0	1.6	1.2
location	82.9	14.5	1.5	1.1
service	72.5	21.3	5.0	1.3
facility	68.7	25.5	4.6	1.2
cleanliness and comfort	72.5	20.0	5.9	1.6
value for your money	58.5	33.9	6.2	1.3
<b>RESTAURANT</b>				
overall	67.3	29.8	2.7	0.3
location	70.6	25.9	2.8	0.6
variety	66.7	27.6	4.4	1.3
service	68.3	27.9	2.9	0.9
quality	69.0	25.6	4.7	0.7
value for your money	35.9	44.6	16.6	2.9
<b>SHOPPING</b>				
overall	72.9	24.8	2.3	0.0
sufficient shopping places	77.8	19.2	2.6	0.4
locations	77.3	19.9	2.4	0.4
variety	72.8	20.2	6.2	0.8
service	66.7	27.0	5.4	0.9
quality	57.6	35.1	6.7	0.6
value for your money	42.4	43.3	12.4	1.8
local/handmade items	56.3	33.3	9.0	1.4
<b>GOLF</b>				
overall	75.9	19.1	3.3	1.7
locations	74.9	16.2	8.3	0.5
service	66.1	26.2	5.9	1.7
value for your money	41.8	36.7	14.4	7.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	74.9	22.8	1.7	0.6
exciting	70.0	27.0	2.4	0.6
variety	75.9	20.4	3.3	0.4
service	72.3	22.6	4.7	0.5
value for your money	51.0	38.4	8.7	1.8
<b>TRANSPORTATION</b>				
overall	65.5	26.8	7.5	0.1
convenience	66.2	24.9	7.1	1.8
cleanliness and comfort	61.7	31.0	5.2	2.2
efficiency	60.9	28.6	7.1	3.4
value for your money	56.2	32.5	10.0	1.3
<b>AIRPORTS</b>				
overall	62.3	32.8	4.3	0.6
signage	61.4	30.7	6.6	1.3
cleanliness and comfort	62.7	28.7	7.0	1.5
ease of getting around	56.2	32.8	7.2	3.7
availability of food	43.2	36.1	15.3	5.3
availability of shopping	48.5	36.1	10.8	4.5
friendliness of workers	61.0	28.8	7.6	2.6
<b>PARKS &amp; BEACHES</b>				
overall	79.8	18.5	1.6	0.1
security	70.6	24.5	4.0	0.9
facility	70.4	23.6	5.3	0.7
cleanliness and comfort	70.9	22.5	5.4	1.2

Source: Hawai'i Tourism Authority



**Table 4.10 O‘ahu Detailed Satisfaction Ratings by Category – U.S. East 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	77.2	19.7	2.4	0.7
Location	82.1	15.0	2.6	0.2
Service	76.3	18.1	4.1	1.5
Facility	73.1	20.9	4.5	1.5
Cleanliness and comfort	74.8	20.0	3.9	1.4
Value for your money	61.5	29.7	7.0	1.8
<b>RESTAURANTS</b>				
Overall	60.5	34.8	4.4	0.3
Location	72.8	24.1	2.9	0.2
Variety	70.1	24.8	4.5	0.6
Service	69.5	25.0	5.2	0.3
Quality	63.4	31.5	4.8	0.3
Value for your money	39.3	41.0	17.2	2.6
<b>SHOPPING</b>				
Overall	67.9	28.9	2.9	0.3
Sufficient shopping places	76.8	21.9	1.1	0.3
Location	74.2	23.6	1.8	0.4
Variety	69.3	26.5	3.5	0.7
Service	68.5	27.6	3.4	0.6
Quality	58.4	35.6	5.0	0.9
Value for your money	44.3	42.3	11.2	2.2
Local/handmade items	62.5	27.5	7.4	2.6
<b>GOLF</b>				
Overall	72.2	26.2	1.6	0.0
Location	72.8	24.4	2.7	0.0
Service	69.1	24.4	5.0	1.5
Value for your money	51.2	29.6	13.3	5.8
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	75.4	23.2	1.3	0.2
Exciting	71.5	27.2	0.9	0.5
Variety	73.9	23.7	2.1	0.4
Service	69.9	27.2	2.3	0.5
Value for your money	50.8	38.5	8.6	2.1
<b>TRANSPORTATION</b>				
Overall	69.0	24.1	4.8	2.0
Convenience	68.6	22.4	6.2	2.8
Cleanliness and comfort	69.6	24.6	4.5	1.4
Efficiency	65.8	25.9	5.4	2.9
Value for your money	60.9	28.6	7.3	3.2
<b>AIRPORTS</b>				
Overall	61.7	32.8	4.6	1.0
Signage	58.9	33.8	5.9	1.4
Cleanliness and comfort	61.5	32.2	5.1	1.2
Ease of getting around	59.7	30.4	7.2	2.6
Availability of food	42.8	35.9	17.7	3.6
Availability of shopping	48.1	36.7	12.7	2.5
Friendliness of workers	61.3	32.9	4.1	1.7
<b>PARKS &amp; BEACHES</b>				
Overall	78.5	19.6	1.6	0.3
Security	67.2	27.0	4.6	1.1
Facility	68.7	27.6	2.7	0.9
Cleanliness and comfort	70.1	24.1	4.5	1.3

Source: Hawai'i Tourism Authority

**Table 4.11 Maui Detailed Satisfaction Ratings by Category – U.S. East 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	84.1	13.5	2.1	0.3
location	85.8	12.7	1.0	0.5
service	81.0	15.8	2.6	0.6
facility	79.7	16.4	3.3	0.6
cleanliness and comfort	81.8	14.3	3.2	0.7
value for your money	60.7	30.9	6.9	1.5
<b>RESTAURANT</b>				
overall	66.0	28.9	5.1	0.0
location	71.2	25.3	2.7	0.8
variety	67.0	25.8	6.5	0.6
service	74.7	22.5	2.6	0.2
quality	68.2	25.8	4.7	1.4
value for your money	30.2	49.6	16.2	4.1
<b>SHOPPING</b>				
overall	66.6	30.8	2.1	0.6
sufficient shopping places	69.6	26.9	2.8	0.6
locations	71.3	24.6	3.9	0.2
variety	59.0	34.6	5.9	0.5
service	73.2	23.8	3.1	0.0
quality	54.0	38.2	7.6	0.2
value for your money	39.2	45.7	12.6	2.5
local/handmade items	55.8	33.0	9.9	1.4
<b>GOLF</b>				
overall	86.2	12.5	0.5	0.8
locations	83.5	15.8	0.0	0.8
service	82.2	17.0	0.0	0.8
value for your money	42.1	31.8	22.2	4.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	78.9	19.6	1.2	0.3
exciting	77.1	20.1	2.5	0.3
variety	78.8	18.2	2.6	0.3
service	78.9	19.5	1.3	0.4
value for your money	51.2	37.8	9.2	1.9
<b>TRANSPORTATION</b>				
overall	70.0	21.9	5.0	3.1
convenience	65.9	26.5	3.4	4.2
cleanliness and comfort	68.6	27.6	3.8	0.0
efficiency	62.9	25.7	6.6	4.8
value for your money	54.1	26.1	14.5	5.3
<b>AIRPORTS</b>				
overall	62.7	33.9	2.9	0.6
signage	64.2	28.5	4.9	2.4
cleanliness and comfort	62.8	30.7	5.6	0.9
ease of getting around	67.3	24.6	6.2	1.8
availability of food	46.6	34.0	16.3	3.0
availability of shopping	48.7	35.7	12.0	3.6
friendliness of workers	65.1	26.5	5.3	3.1
<b>PARKS &amp; BEACHES</b>				
overall	82.7	14.5	2.8	0.0
security	71.4	23.3	4.2	1.1
facility	73.8	21.2	4.6	0.4
cleanliness and comfort	75.6	19.9	3.1	1.4

Source: Hawai'i Tourism Authority

**Table 4.12 Maui Detailed Satisfaction Ratings by Category – U.S. East 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	84.7	12.8	2.2	0.3
Location	89.6	9.4	0.6	0.5
Service	78.4	16.4	4.1	1.1
Facility	80.7	15.8	3.4	0.1
Cleanliness and comfort	81.4	14.5	2.8	1.3
Value for your money	62.5	30.5	5.6	1.4
<b>RESTAURANTS</b>				
Overall	65.8	31.0	2.5	0.6
Location	71.4	25.2	3.4	0.1
Variety	63.5	31.6	4.0	0.9
Service	71.6	26.7	1.4	0.3
Quality	69.6	26.1	3.5	0.8
Value for your money	35.0	45.5	17.0	2.5
<b>SHOPPING</b>				
Overall	66.1	31.7	1.8	0.4
Sufficient shopping places	69.5	27.1	2.9	0.5
Location	67.5	30.1	2.0	0.3
Variety	58.9	35.6	4.7	0.8
Service	69.5	28.6	1.9	0.1
Quality	57.8	37.0	4.9	0.3
Value for your money	38.4	49.3	10.3	2.0
Local/handmade items	56.3	33.6	8.4	1.7
<b>GOLF</b>				
Overall	83.5	15.1	0.0	1.4
Location	87.5	11.3	1.3	0.0
Service	79.0	19.1	1.3	0.6
Value for your money	41.6	40.0	14.7	3.6
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	82.1	16.9	1.1	0.0
Exciting	80.3	18.3	1.3	0.0
Variety	77.6	19.7	2.5	0.2
Service	79.1	19.7	1.2	0.0
Value for your money	50.9	38.9	9.2	0.9
<b>TRANSPORTATION</b>				
Overall	65.6	28.9	5.1	0.5
Convenience	67.3	24.3	6.3	2.1
Cleanliness and comfort	70.0	27.4	1.4	1.3
Efficiency	64.3	27.4	6.2	2.1
Value for your money	62.0	31.7	3.3	3.0
<b>AIRPORTS</b>				
Overall	62.9	31.1	5.2	0.8
Signage	61.9	30.8	6.5	0.8
Cleanliness and comfort	61.0	30.4	6.6	2.0
Ease of getting around	60.1	33.6	5.1	1.3
Availability of food	36.7	39.0	20.6	3.7
Availability of shopping	43.6	41.1	11.6	3.6
Friendliness of workers	58.8	34.7	4.6	1.9
<b>PARKS &amp; BEACHES</b>				
Overall	83.6	13.8	2.4	0.3
Security	71.4	24.3	3.2	1.1
Facility	72.2	25.2	2.0	0.6
Cleanliness and comfort	76.2	20.8	2.5	0.5

Source: Hawai'i Tourism Authority

**Table 4.13 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	85.4	13.1	1.2	0.3
location	81.8	16.7	1.1	0.4
service	76.8	19.4	3.6	0.1
facility	78.6	17.5	3.6	0.3
cleanliness and comfort	77.5	18.3	3.2	1.1
value for your money	69.0	26.3	3.9	0.8
<b>RESTAURANT</b>				
overall	61.0	33.1	5.4	0.5
location	65.8	27.7	6.2	0.3
variety	53.0	36.2	9.1	1.6
service	66.4	30.1	2.9	0.6
quality	65.5	29.7	3.9	1.0
value for your money	31.8	50.6	14.5	3.1
<b>SHOPPING</b>				
overall	54.2	41.8	3.9	0.1
sufficient shopping places	55.7	38.2	5.5	0.6
locations	54.5	39.6	5.2	0.8
variety	48.8	41.1	9.5	0.6
service	64.9	32.4	1.9	0.8
quality	49.2	45.1	5.7	0.0
value for your money	37.2	47.9	13.5	1.4
local/handmade items	49.6	40.4	8.1	1.9
<b>GOLF</b>				
overall	83.3	15.0	1.0	0.8
locations	83.3	16.7	0.0	0.0
service	80.5	15.1	3.6	0.8
value for your money	53.5	35.2	7.7	3.7
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	81.6	17.3	1.0	0.1
exciting	77.7	20.8	1.5	0.1
variety	76.2	21.9	1.6	0.2
service	79.5	18.6	1.9	0.0
value for your money	51.0	40.0	7.7	1.4
<b>TRANSPORTATION</b>				
overall	66.2	30.9	2.0	0.9
convenience	61.1	32.8	4.2	1.9
cleanliness and comfort	66.3	31.3	1.4	0.9
efficiency	62.1	34.3	2.6	0.9
value for your money	56.8	35.8	6.1	1.4
<b>AIRPORTS</b>				
overall	64.1	31.9	2.8	1.2
signage	65.5	30.2	2.5	1.8
cleanliness and comfort	63.6	31.2	4.6	0.6
ease of getting around	67.9	27.5	2.8	1.8
availability of food	42.4	36.9	15.6	5.1
availability of shopping	46.5	38.7	11.7	3.1
friendliness of workers	67.0	28.1	3.9	1.0
<b>PARKS &amp; BEACHES</b>				
overall	83.2	15.5	1.0	0.3
security	64.4	30.5	5.0	0.2
facility	66.1	30.1	3.3	0.5
cleanliness and comfort	67.0	26.8	5.8	0.4

Source: Hawai'i Tourism Authority

**Table 4.14 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	83.4	15.3	1.1	0.1
Location	85.0	13.4	1.4	0.3
Service	76.1	20.6	2.7	0.6
Facility	77.9	18.4	3.7	0.0
Cleanliness and comfort	81.3	15.0	3.4	0.3
Value for your money	65.0	30.1	4.1	0.8
<b>RESTAURANTS</b>				
Overall	57.2	37.3	4.9	0.6
Location	62.7	33.5	3.6	0.2
Variety	54.2	35.1	10.5	0.3
Service	64.4	31.4	3.7	0.5
Quality	61.6	32.9	4.2	1.3
Value for your money	31.2	48.2	17.9	2.7
<b>SHOPPING</b>				
Overall	49.4	44.4	5.1	1.1
Sufficient shopping places	52.5	39.2	6.9	1.4
Location	51.7	39.8	8.0	0.5
Variety	47.0	41.4	10.4	1.2
Service	62.0	33.9	3.7	0.4
Quality	44.9	47.4	7.4	0.4
Value for your money	32.6	51.7	14.2	1.6
Local/handmade items	46.3	39.3	12.5	1.8
<b>GOLF</b>				
Overall	79.2	16.6	4.2	0.0
Location	79.1	18.1	2.8	0.0
Service	74.2	22.5	1.7	1.6
Value for your money	45.8	39.2	13.4	1.6
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	77.7	20.1	1.7	0.5
Exciting	74.4	23.0	2.2	0.4
Variety	72.3	24.2	3.3	0.2
Service	71.3	26.1	2.3	0.3
Value for your money	48.6	39.6	10.8	1.0
<b>TRANSPORTATION</b>				
Overall	53.3	35.9	7.2	3.5
Convenience	55.7	33.1	10.6	0.5
Cleanliness and comfort	55.5	34.9	9.6	0.0
Efficiency	55.7	34.8	8.6	0.9
Value for your money	54.1	33.0	9.5	3.3
<b>AIRPORTS</b>				
Overall	60.3	33.1	6.1	0.5
Signage	61.4	31.6	6.3	0.7
Cleanliness and comfort	61.9	31.9	6.0	0.2
Ease of getting around	62.4	30.5	5.8	1.3
Availability of food	38.1	33.8	25.4	2.8
Availability of shopping	41.1	36.8	19.7	2.5
Friendliness of workers	62.2	30.3	6.0	1.5
<b>PARKS &amp; BEACHES</b>				
Overall	81.7	15.7	2.4	0.3
Security	64.9	30.0	3.8	1.4
Facility	65.2	28.7	5.5	0.6
Cleanliness and comfort	65.6	26.6	7.0	0.9

Source: Hawai'i Tourism Authority

**Table 4.15 Kona Detailed Satisfaction Ratings by Category – U.S. East 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	89.4	7.1	3.5	0.0
location	83.0	13.8	2.3	0.9
service	82.9	13.6	3.4	0.0
facility	83.8	11.6	4.3	0.3
cleanliness and comfort	90.4	6.6	2.8	0.3
value for your money	67.9	28.0	3.0	1.1
<b>RESTAURANT</b>				
overall	66.5	30.6	2.6	0.3
location	58.2	36.1	5.4	0.3
variety	57.5	35.5	6.7	0.2
service	67.6	29.7	2.4	0.2
quality	63.6	32.4	4.1	0.0
value for your money	35.9	49.6	12.5	2.0
<b>SHOPPING</b>				
overall	55.6	40.2	4.2	0.0
sufficient shopping places	61.5	30.7	7.3	0.5
locations	58.8	34.3	6.9	0.0
variety	48.8	41.5	9.0	0.8
service	63.2	33.2	3.6	0.0
quality	47.5	45.0	7.2	0.3
value for your money	33.1	54.5	11.0	1.4
local/handmade items	48.8	39.2	10.8	1.2
<b>GOLF</b>				
overall	85.7	10.5	3.8	0.0
locations	90.2	5.7	4.1	0.0
service	80.3	15.3	4.2	0.2
value for your money	59.6	34.0	6.4	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	77.0	19.6	3.3	0.1
exciting	70.8	24.7	4.0	0.4
variety	70.0	25.5	4.1	0.4
service	72.0	25.4	2.3	0.3
value for your money	47.7	40.2	10.4	1.7
<b>TRANSPORTATION</b>				
overall	63.1	25.9	9.0	2.0
convenience	63.8	27.4	7.0	1.8
cleanliness and comfort	61.7	34.5	3.8	0.0
efficiency	68.2	25.8	5.6	0.3
value for your money	54.0	36.4	7.6	2.0
<b>AIRPORTS</b>				
overall	59.8	36.9	3.1	0.3
signage	60.1	31.4	7.8	0.7
cleanliness and comfort	57.7	32.3	10.0	0.0
ease of getting around	62.7	25.5	10.7	1.1
availability of food	36.1	30.0	25.9	8.0
availability of shopping	37.1	41.0	18.1	3.8
friendliness of workers	61.2	33.9	3.4	1.6
<b>PARKS &amp; BEACHES</b>				
overall	73.2	23.1	3.5	0.2
security	64.9	30.8	2.7	1.6
facility	67.5	26.1	4.3	2.1
cleanliness and comfort	67.4	25.5	5.1	2.0

Source: Hawai'i Tourism Authority

**Table 4.16 Kona Detailed Satisfaction Ratings by Category – U.S. East 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	81.0	16.9	2.0	0.1
Location	79.4	18.5	2.2	0.0
Service	75.8	21.4	2.8	0.1
Facility	74.1	21.9	3.9	0.1
Cleanliness and comfort	78.8	16.7	4.0	0.5
Value for your money	66.2	27.4	4.6	1.8
<b>RESTAURANTS</b>				
Overall	53.9	40.8	4.9	0.4
Location	57.4	36.4	5.0	1.2
Variety	54.7	34.1	9.0	2.2
Service	61.9	32.9	4.6	0.7
Quality	58.5	35.4	5.1	1.0
Value for your money	30.4	53.0	12.7	3.9
<b>SHOPPING</b>				
Overall	48.5	46.4	5.0	0.1
Sufficient shopping places	55.0	35.7	8.2	1.1
Location	54.2	38.4	6.3	1.1
Variety	46.7	44.2	7.6	1.4
Service	61.4	35.6	1.9	1.0
Quality	46.4	44.6	7.7	1.3
Value for your money	29.6	53.0	14.7	2.7
Local/handmade items	44.9	36.7	15.5	2.9
<b>GOLF</b>				
Overall	78.7	16.0	5.4	0.0
Location	76.2	19.0	4.9	0.0
Service	69.9	23.0	7.1	0.0
Value for your money	51.3	31.3	15.1	2.3
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	70.8	28.5	0.7	0.0
Exciting	70.1	28.7	1.2	0.0
Variety	72.4	25.4	2.0	0.2
Service	71.7	27.0	1.4	0.0
Value for your money	46.6	41.8	9.8	1.7
<b>TRANSPORTATION</b>				
Overall	49.4	34.3	7.9	8.4
Convenience	52.6	28.7	10.4	8.3
Cleanliness and comfort	57.7	33.7	4.7	3.9
Efficiency	53.6	30.6	7.7	8.1
Value for your money	42.4	37.9	10.4	9.3
<b>AIRPORTS</b>				
Overall	54.3	37.4	7.6	0.7
Signage	53.7	36.3	6.1	3.9
Cleanliness and comfort	52.2	38.1	7.3	2.5
Ease of getting around	58.1	30.3	8.7	2.8
Availability of food	26.2	34.3	25.3	14.2
Availability of shopping	29.7	39.2	19.4	11.7
Friendliness of workers	57.3	31.6	8.0	3.1
<b>PARKS &amp; BEACHES</b>				
Overall	72.4	25.0	2.6	0.0
Security	61.3	34.6	3.4	0.7
Facility	65.9	28.7	5.0	0.4
Cleanliness and comfort	65.3	29.7	3.8	1.2

Source: Hawai'i Tourism Authority

**Table 4.17 O‘ahu Detailed Satisfaction Ratings by Category – Japan 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	51.9	42.4	4.9	0.8
location	58.2	32.4	8.0	1.4
service	35.5	49.5	13.4	1.5
facility	31.5	49.1	17.1	2.3
cleanliness and comfort	40.6	46.1	11.9	1.4
value for your money	39.7	47.2	11.8	1.3
<b>RESTAURANT</b>				
overall	30.2	56.3	12.6	0.9
location	38.5	50.8	9.8	0.9
variety	31.5	50.5	16.3	1.7
service	28.5	52.7	17.1	1.7
quality	26.1	50.2	20.6	3.1
value for your money	21.8	52.5	22.3	3.4
<b>SHOPPING</b>				
overall	48.6	46.1	4.9	0.3
sufficient shopping places	61.3	34.3	4.2	0.2
locations	48.1	45.7	6.0	0.2
variety	47.4	42.7	9.2	0.8
service	32.6	54.4	12.0	0.9
quality	30.8	57.3	11.0	0.9
value for your money	35.0	52.5	11.6	1.0
local/handmade items	28.8	53.5	16.2	1.4
<b>GOLF</b>				
overall	43.9	41.6	13.2	1.3
locations	50.3	39.6	9.1	1.0
service	27.4	46.9	23.6	2.0
value for your money	28.0	42.8	24.4	4.8
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	43.7	48.4	7.3	0.7
exciting	45.8	46.7	7.0	0.5
variety	41.3	46.8	11.4	0.5
service	35.1	51.0	12.5	1.4
value for your money	29.6	49.9	18.2	2.3
<b>TRANSPORTATION</b>				
overall	41.8	47.5	9.6	1.1
convenience	43.9	43.1	11.1	1.9
cleanliness and comfort	33.8	50.7	14.2	1.2
efficiency	33.9	46.4	17.2	2.5
value for your money	42.5	46.3	9.6	1.6
<b>AIRPORTS</b>				
overall	25.6	58.9	14.5	1.1
signage	26.8	56.8	14.9	1.5
cleanliness and comfort	26.5	55.2	16.4	1.9
ease of getting around	20.9	47.6	26.3	5.2
availability of food	13.1	39.1	40.4	7.4
availability of shopping	16.2	43.2	34.4	6.2
friendliness of workers	22.7	54.1	19.7	3.5
<b>PARKS &amp; BEACHES</b>				
overall	51.6	43.8	4.2	0.4
security	45.8	47.2	6.3	0.7
facility	35.8	51.5	11.9	0.8
cleanliness and comfort	39.0	48.3	11.5	1.3

Source: Hawai‘i Tourism Authority



**Table 4.18 O‘ahu Detailed Satisfaction Ratings by Category – Japan 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	51.4	41.9	6.0	0.8
Location	56.6	33.3	8.3	1.7
Service	34.1	50.4	13.4	2.1
Facility	31.6	48.4	17.2	2.8
Cleanliness and comfort	40.6	46.2	11.3	2.0
Value for your money	38.6	48.8	11.1	1.6
<b>RESTAURANTS</b>				
Overall	28.5	56.2	14.4	1.0
Location	35.3	53.8	10.0	0.9
Variety	28.0	50.8	19.1	2.1
Service	25.2	53.6	18.6	2.6
Quality	23.1	50.7	22.2	3.9
Value for your money	18.3	51.2	26.0	4.5
<b>SHOPPING</b>				
Overall	47.2	46.3	6.2	0.4
Sufficient shopping places	58.3	36.2	4.9	0.5
Location	45.9	47.4	6.3	0.4
Variety	44.2	45.2	9.5	1.0
Service	30.4	54.9	13.6	1.1
Quality	28.2	58.6	12.1	1.1
Value for your money	30.8	53.5	14.5	1.2
Local/handmade items	27.9	52.0	18.3	1.8
<b>GOLF</b>				
Overall	40.9	49.5	9.2	0.4
Location	52.3	41.0	6.3	0.4
Service	26.3	49.3	21.4	3.1
Value for your money	24.8	47.0	24.0	4.2
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	42.4	50.1	7.1	0.3
Exciting	44.7	47.4	7.3	0.6
Variety	38.4	49.6	11.3	0.6
Service	35.0	51.6	12.4	1.1
Value for your money	27.1	50.7	19.5	2.7
<b>TRANSPORTATION</b>				
Overall	43.7	45.9	9.3	1.1
Convenience	44.1	43.8	10.6	1.5
Cleanliness and comfort	34.0	50.7	14.1	1.1
Efficiency	34.8	45.0	17.5	2.8
Value for your money	42.1	46.3	10.0	1.6
<b>AIRPORTS</b>				
Overall	24.4	56.7	17.5	1.4
Signage	23.5	57.2	17.3	2.0
Cleanliness and comfort	23.3	54.0	20.0	2.6
Ease of getting around	17.8	47.3	29.6	5.3
Availability of food	11.1	36.6	43.2	9.1
Availability of shopping	14.0	44.7	34.8	6.5
Friendliness of workers	20.5	53.2	22.2	4.0
<b>PARKS &amp; BEACHES</b>				
Overall	50.2	45.1	4.3	0.5
Security	43.7	48.3	7.0	1.0
Facility	34.1	51.4	13.4	1.1
Cleanliness and comfort	37.9	49.5	11.2	1.5

Source: Hawai‘i Tourism Authority

**Table 4.19 Maui Detailed Satisfaction Ratings by Category – Japan 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	64.7	33.4	1.9	0.0
location	70.8	25.8	3.4	0.0
service	44.9	46.0	9.1	0.0
facility	48.9	44.8	6.3	0.0
cleanliness and comfort	58.5	35.2	6.3	0.0
value for your money	47.7	44.6	7.6	0.0
<b>RESTAURANT</b>				
overall	27.1	60.5	10.7	1.7
location	43.4	47.8	7.5	1.3
variety	19.2	49.6	29.0	2.2
service	33.1	52.2	14.7	0.0
quality	26.4	51.5	18.4	3.7
value for your money	21.1	55.3	17.8	5.7
<b>SHOPPING</b>				
overall	24.0	47.8	26.9	1.3
sufficient shopping places	24.6	43.2	27.7	4.5
locations	31.0	45.7	22.0	1.3
variety	17.7	50.3	29.7	2.3
service	21.8	56.8	20.1	1.3
quality	15.1	64.9	17.2	2.7
value for your money	18.1	52.8	23.4	5.7
local/handmade items	18.4	50.7	27.3	3.5
<b>GOLF</b>				
overall	61.7	30.5	7.8	0.0
locations	68.2	31.8	0.0	0.0
service	45.9	50.8	3.3	0.0
value for your money	44.1	26.9	25.8	3.1
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	37.3	49.7	12.3	0.6
exciting	37.9	48.9	12.5	0.7
variety	29.7	49.4	20.3	0.7
service	37.3	50.2	11.9	0.6
value for your money	33.2	48.5	16.2	2.0
<b>TRANSPORTATION</b>				
overall	26.8	41.1	24.2	7.9
convenience	26.1	34.3	26.2	13.4
cleanliness and comfort	21.9	52.6	20.4	5.1
efficiency	16.9	45.2	29.0	8.9
value for your money	29.5	45.6	18.5	6.4
<b>AIRPORTS</b>				
overall	22.1	56.9	19.0	1.9
signage	20.8	51.2	23.6	4.4
cleanliness and comfort	18.2	52.9	25.2	3.7
ease of getting around	19.2	42.4	31.0	7.4
availability of food	6.8	35.8	46.2	11.1
availability of shopping	10.0	33.6	48.2	8.2
friendliness of workers	20.0	53.1	20.7	6.2
<b>PARKS &amp; BEACHES</b>				
overall	44.5	49.7	5.8	0.0
security	46.5	46.5	6.3	0.7
facility	32.4	56.6	10.2	0.7
cleanliness and comfort	36.0	56.7	6.6	0.7

Source: Hawai'i Tourism Authority

**Table 4.20 Maui Detailed Satisfaction Ratings by Category – Japan 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	67.9	26.5	5.6	0.0
Location	68.1	29.3	2.6	0.0
Service	44.4	42.4	12.3	0.9
Facility	45.1	43.8	11.2	0.0
Cleanliness and comfort	54.9	38.0	7.0	0.0
Value for your money	45.5	43.8	10.7	0.0
<b>RESTAURANTS</b>				
Overall	23.4	63.8	10.4	2.4
Location	38.7	50.3	10.1	0.9
Variety	18.1	49.9	29.9	2.0
Service	28.1	55.7	13.2	2.9
Quality	27.1	46.0	21.3	5.5
Value for your money	17.0	55.5	22.1	5.5
<b>SHOPPING</b>				
Overall	21.2	57.0	20.1	1.7
Sufficient shopping places	20.6	51.3	23.8	4.3
Location	28.7	43.5	23.9	3.9
Variety	9.8	58.2	29.3	2.8
Service	15.2	56.7	24.8	3.3
Quality	15.9	60.6	22.5	0.9
Value for your money	18.1	54.2	24.3	3.3
Local/handmade items	15.6	56.8	25.7	1.9
<b>GOLF</b>				
Overall	73.2	26.8	0.0	0.0
Location	70.8	25.8	3.4	0.0
Service	43.3	24.8	31.9	0.0
Value for your money	32.1	30.1	37.9	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	43.5	47.7	7.2	1.6
Exciting	40.5	45.2	11.6	2.7
Variety	28.8	44.8	23.7	2.7
Service	36.6	52.2	8.4	2.7
Value for your money	27.5	56.0	13.8	2.7
<b>TRANSPORTATION</b>				
Overall	15.5	52.5	29.0	3.0
Convenience	15.8	36.9	38.0	9.3
Cleanliness and comfort	19.9	54.3	24.3	1.5
Efficiency	10.9	42.3	35.8	11.0
Value for your money	16.3	55.9	21.3	6.5
<b>AIRPORTS</b>				
Overall	17.6	61.5	17.4	3.5
Signage	16.7	56.6	21.6	5.1
Cleanliness and comfort	17.2	59.1	18.4	5.2
Ease of getting around	8.4	56.4	28.8	6.4
Availability of food	5.0	31.8	52.9	10.3
Availability of shopping	8.3	31.4	48.5	11.8
Friendliness of workers	20.9	58.6	16.0	4.6
<b>PARKS &amp; BEACHES</b>				
Overall	49.9	46.3	2.8	0.9
Security	50.0	43.5	5.5	1.0
Facility	37.7	53.4	6.0	2.9
Cleanliness and comfort	46.5	43.2	7.4	2.9

Source: Hawai'i Tourism Authority

**Table 4.21 Kona Detailed Satisfaction Ratings by Category – Japan 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	70.9	27.1	2.0	0.0
location	70.4	26.1	3.5	0.0
service	49.2	43.7	6.8	0.3
facility	48.4	42.7	8.4	0.5
cleanliness and comfort	58.3	36.2	5.0	0.5
value for your money	51.2	43.0	5.6	0.3
<b>RESTAURANT</b>				
overall	31.6	53.0	13.8	1.6
location	42.1	47.3	8.8	1.9
variety	21.3	46.6	29.1	3.0
service	29.2	51.8	16.9	2.1
quality	25.3	47.2	23.9	3.6
value for your money	23.0	51.4	22.6	3.0
<b>SHOPPING</b>				
overall	17.7	55.3	23.5	3.5
sufficient shopping places	13.3	44.4	36.9	5.4
locations	24.5	51.2	21.3	3.1
variety	13.0	47.9	34.3	4.8
service	17.5	58.2	22.0	2.3
quality	17.9	59.1	21.1	1.9
value for your money	18.6	56.5	22.4	2.5
local/handmade items	23.2	50.0	24.7	2.1
<b>GOLF</b>				
overall	65.5	27.0	6.3	1.1
locations	78.5	19.1	2.4	0.0
service	43.5	43.1	11.9	1.5
value for your money	39.6	43.4	12.8	4.1
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	46.9	43.4	9.2	0.4
exciting	44.7	44.0	10.6	0.7
variety	34.8	46.8	17.3	1.0
service	42.9	43.9	12.1	1.1
value for your money	38.4	42.6	18.0	1.0
<b>TRANSPORTATION</b>				
overall	22.3	42.4	24.9	10.4
convenience	25.7	33.3	27.7	13.3
cleanliness and comfort	27.7	51.4	15.7	5.1
efficiency	22.7	36.4	29.4	11.5
value for your money	24.8	47.8	21.1	6.3
<b>AIRPORTS</b>				
overall	19.1	57.0	20.3	3.6
signage	15.4	52.9	27.4	4.3
cleanliness and comfort	18.5	56.4	21.7	3.3
ease of getting around	18.3	52.6	24.2	4.9
availability of food	6.6	28.6	51.2	13.6
availability of shopping	6.5	29.5	49.5	14.5
friendliness of workers	16.5	53.5	22.4	7.6
<b>PARKS &amp; BEACHES</b>				
overall	49.6	42.7	6.3	1.4
security	47.2	43.7	7.8	1.3
facility	38.6	49.4	11.3	0.8
cleanliness and comfort	41.3	45.7	12.3	0.7

Source: Hawai'i Tourism Authority

**Table 4.22 Kona Detailed Satisfaction Ratings by Category – Japan 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	62.1	33.2	4.7	0.0
Location	64.5	29.9	5.6	0.0
Service	39.2	48.2	11.9	0.7
Facility	42.2	47.4	10.0	0.5
Cleanliness and comfort	50.9	43.3	5.0	0.8
Value for your money	42.5	48.9	6.7	1.8
<b>RESTAURANTS</b>				
Overall	22.3	58.8	17.1	1.8
Location	40.6	46.9	11.8	0.6
Variety	14.0	48.9	33.3	3.9
Service	21.3	55.5	20.8	2.4
Quality	18.8	51.6	25.9	3.7
Value for your money	16.2	54.2	25.5	4.1
<b>SHOPPING</b>				
Overall	13.9	50.0	32.4	3.7
Sufficient shopping places	13.0	38.1	41.4	7.5
Location	19.2	51.1	25.6	4.0
Variety	10.2	44.7	36.9	8.3
Service	12.6	55.3	29.3	2.7
Quality	11.5	57.9	27.7	3.0
Value for your money	12.4	52.7	30.7	4.2
Local/handmade items	18.4	50.3	28.0	3.3
<b>GOLF</b>				
Overall	58.7	36.0	2.6	2.7
Location	65.9	29.8	3.6	0.8
Service	42.7	48.5	7.1	1.7
Value for your money	39.6	36.3	18.7	5.4
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	45.0	46.5	7.5	1.0
Exciting	42.9	47.4	8.9	0.8
Variety	32.3	49.4	17.2	1.1
Service	37.6	49.8	11.8	0.9
Value for your money	32.0	48.4	17.0	2.6
<b>TRANSPORTATION</b>				
Overall	15.8	41.4	30.6	12.2
Convenience	14.2	35.9	36.3	13.6
Cleanliness and comfort	15.7	55.4	22.3	6.7
Efficiency	13.7	37.3	37.0	12.1
Value for your money	18.4	41.9	29.3	10.4
<b>AIRPORTS</b>				
Overall	16.1	52.7	27.2	3.9
Signage	17.6	55.1	23.1	4.2
Cleanliness and comfort	17.2	55.6	24.7	2.6
Ease of getting around	16.1	54.0	25.4	4.6
Availability of food	5.3	23.0	50.5	21.2
Availability of shopping	4.4	24.1	49.8	21.6
Friendliness of workers	13.0	56.0	24.1	6.9
<b>PARKS &amp; BEACHES</b>				
Overall	46.1	46.3	6.8	0.8
Security	40.6	51.1	7.7	0.6
Facility	31.0	49.7	18.3	1.0
Cleanliness and comfort	36.7	51.5	11.2	0.6

Source: Hawai'i Tourism Authority

**Table 4.23 O‘ahu Detailed Satisfaction Ratings by Category – Canada 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	65.6	31.3	2.6	0.5
location	78.1	20.2	1.6	0.0
service	64.2	31.7	4.0	0.2
facility	60.4	32.0	6.8	0.8
cleanliness and comfort	62.6	32.0	4.4	1.1
value for your money	56.3	35.1	7.4	1.1
<b>RESTAURANT</b>				
overall	58.0	37.2	3.9	0.9
location	68.1	28.5	2.6	0.8
variety	62.1	30.5	5.9	1.5
service	61.1	34.4	3.2	1.4
quality	57.4	34.8	6.0	1.7
value for your money	35.7	48.3	14.0	2.0
<b>SHOPPING</b>				
overall	65.6	32.8	1.5	0.0
sufficient shopping places	78.2	20.1	1.6	0.0
locations	72.7	24.7	2.5	0.1
variety	62.4	30.5	6.8	0.4
service	63.6	32.0	4.4	0.0
quality	53.3	39.8	6.8	0.1
value for your money	40.9	47.0	11.2	0.9
local/handmade items	47.4	39.9	11.1	1.6
<b>GOLF</b>				
overall	59.2	24.6	16.2	0.0
locations	49.8	26.0	24.2	0.0
service	49.3	44.8	5.9	0.0
value for your money	36.0	31.7	26.6	5.7
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	69.2	29.6	1.2	0.0
exciting	60.7	35.7	3.7	0.0
variety	65.5	30.2	4.1	0.2
service	64.7	31.4	3.6	0.3
value for your money	41.6	43.3	13.9	1.2
<b>TRANSPORTATION</b>				
overall	68.5	27.1	3.1	1.3
convenience	70.1	23.5	5.0	1.4
cleanliness and comfort	64.6	30.4	3.4	1.5
efficiency	64.4	27.2	6.7	1.7
value for your money	62.9	29.9	5.1	2.2
<b>AIRPORTS</b>				
overall	54.5	40.0	4.2	1.2
signage	57.5	36.5	4.7	1.3
cleanliness and comfort	59.2	33.6	6.9	0.3
ease of getting around	55.9	34.5	7.9	1.7
availability of food	37.1	37.0	18.6	7.3
availability of shopping	33.9	40.0	21.3	4.8
friendliness of workers	53.2	36.9	9.4	0.4
<b>PARKS &amp; BEACHES</b>				
overall	80.2	16.5	3.2	0.2
security	64.5	29.0	4.7	1.8
facility	64.5	26.9	7.7	0.9
cleanliness and comfort	61.0	27.5	8.5	3.0

Source: Hawai‘i Tourism Authority

Table 4.24 O‘ahu Detailed Satisfaction Ratings by Category – Canada 2010  
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>ACCOMMODATIONS</b>				
Overall	67.1	28.3	4.3	0.3
Location	80.6	17.6	1.4	0.3
Service	67.4	26.2	5.6	0.8
Facility	60.4	32.3	6.1	1.3
Cleanliness and comfort	66.1	24.7	6.8	2.4
Value for your money	62.8	29.3	7.2	0.8
<b>RESTAURANTS</b>				
Overall	54.4	38.8	6.3	0.6
Location	68.8	28.6	2.4	0.2
Variety	62.3	29.8	6.3	1.6
Service	63.7	32.5	3.2	0.7
Quality	55.3	37.5	6.1	1.1
Value for your money	39.4	41.6	15.0	3.9
<b>SHOPPING</b>				
Overall	59.9	36.5	3.2	0.5
Sufficient shopping places	71.8	24.5	3.5	0.2
Location	71.2	26.5	2.1	0.2
Variety	59.9	31.3	7.7	1.1
Service	60.9	34.7	4.2	0.2
Quality	52.7	39.0	7.2	1.2
Value for your money	40.8	43.3	13.7	2.2
Local/handmade items	53.4	33.4	10.8	2.4
<b>GOLF</b>				
Overall	83.0	13.1	3.9	0.0
Location	75.3	15.9	5.8	3.0
Service	75.0	19.2	5.8	0.0
Value for your money	51.3	34.0	11.1	3.6
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	72.7	25.9	0.9	0.5
Exciting	66.8	31.5	1.3	0.3
Variety	71.0	26.8	2.1	0.0
Service	67.8	30.7	1.0	0.5
Value for your money	45.8	45.2	8.4	0.6
<b>TRANSPORTATION</b>				
Overall	73.8	22.4	3.9	0.0
Convenience	74.4	22.1	2.7	0.7
Cleanliness and comfort	73.0	23.5	3.5	0.0
Efficiency	71.3	23.2	4.8	0.8
Value for your money	66.5	26.6	6.5	0.4
<b>AIRPORTS</b>				
Overall	58.1	37.2	4.5	0.2
Signage	59.2	31.2	8.9	0.8
Cleanliness and comfort	59.4	35.5	4.9	0.3
Ease of getting around	58.5	33.4	7.4	0.7
Availability of food	40.1	39.9	15.9	4.1
Availability of shopping	40.0	46.6	11.1	2.3
Friendliness of workers	60.4	34.3	5.3	0.0
<b>PARKS &amp; BEACHES</b>				
Overall	76.7	20.6	2.1	0.6
Security	67.6	27.0	4.7	0.7
Facility	66.3	28.8	4.1	0.9
Cleanliness and comfort	64.0	29.0	4.7	2.3

Source: Hawai‘i Tourism Authority

**Table 4.25 Maui Detailed Satisfaction Ratings by Category – Canada 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	80.3	18.1	1.6	0.0
location	83.2	13.7	3.0	0.0
service	70.6	25.0	4.1	0.4
facility	73.4	20.9	5.7	0.0
cleanliness and comfort	74.0	21.0	4.6	0.4
value for your money	63.0	31.7	4.4	1.0
<b>RESTAURANT</b>				
overall	57.6	36.6	5.5	0.3
location	59.9	37.0	2.7	0.3
variety	57.9	35.4	6.1	0.6
service	66.9	28.7	3.9	0.5
quality	62.8	30.2	5.5	1.5
value for your money	33.0	48.0	13.8	5.3
<b>SHOPPING</b>				
overall	53.3	43.6	2.4	0.6
sufficient shopping places	60.0	34.3	5.3	0.4
locations	55.6	38.6	5.6	0.1
variety	48.1	42.0	9.1	0.8
service	59.5	36.0	4.0	0.5
quality	44.7	49.7	5.1	0.5
value for your money	37.3	50.7	9.8	2.2
local/handmade items	41.5	46.4	10.6	1.5
<b>GOLF</b>				
overall	78.8	19.2	2.0	0.0
locations	83.4	16.1	0.6	0.0
service	77.0	19.2	3.8	0.0
value for your money	41.7	36.6	17.5	4.2
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	69.8	28.9	1.3	0.0
exciting	62.5	34.3	2.8	0.4
variety	69.5	27.4	2.8	0.3
service	66.7	30.0	3.0	0.3
value for your money	48.4	37.1	13.0	1.5
<b>TRANSPORTATION</b>				
overall	65.0	28.3	5.2	1.5
convenience	61.3	31.5	5.7	1.5
cleanliness and comfort	66.4	27.3	4.9	1.5
efficiency	65.3	26.2	5.3	3.2
value for your money	64.1	27.2	5.1	3.6
<b>AIRPORTS</b>				
overall	52.5	40.8	5.7	1.0
signage	53.2	40.7	5.3	0.9
cleanliness and comfort	55.2	34.5	8.6	1.7
ease of getting around	57.0	37.5	4.3	1.2
availability of food	32.3	42.1	20.5	5.1
availability of shopping	30.3	45.2	20.3	4.1
friendliness of workers	60.7	34.3	4.0	1.0
<b>PARKS &amp; BEACHES</b>				
overall	81.4	17.6	1.0	0.0
security	67.7	28.4	2.9	1.0
facility	68.9	27.1	3.3	0.7
cleanliness and comfort	70.9	25.1	3.6	0.4

Source: Hawai'i Tourism Authority



**Table 4.26 Maui Detailed Satisfaction Ratings by Category – Canada 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	80.1	17.3	2.4	0.3
Location	84.4	14.2	0.6	0.7
Service	72.1	25.6	1.7	0.6
Facility	74.9	22.0	2.1	1.0
Cleanliness and comfort	74.0	20.5	4.9	0.6
Value for your money	60.8	31.8	5.8	1.5
<b>RESTAURANTS</b>				
Overall	57.5	35.0	6.9	0.6
Location	69.3	26.5	3.2	1.0
Variety	58.6	35.9	4.7	0.8
Service	65.7	31.2	2.9	0.2
Quality	59.3	33.8	6.7	0.3
Value for your money	32.9	50.0	14.2	2.8
<b>SHOPPING</b>				
Overall	58.5	35.5	5.1	0.9
Sufficient shopping places	62.4	32.3	3.8	1.4
Location	60.8	33.9	3.9	1.4
Variety	52.4	38.7	7.6	1.3
Service	63.6	33.4	2.8	0.2
Quality	50.0	44.7	4.9	0.4
Value for your money	36.7	49.9	12.1	1.2
Local/handmade items	46.8	39.6	11.2	2.4
<b>GOLF</b>				
Overall	70.8	24.5	3.5	1.2
Location	72.6	27.0	0.4	0.0
Service	68.6	28.0	3.3	0.0
Value for your money	42.5	35.5	14.8	7.2
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	76.7	21.4	1.7	0.2
Exciting	67.6	30.6	1.5	0.2
Variety	70.3	27.1	2.2	0.4
Service	69.4	29.1	1.4	0.2
Value for your money	44.8	43.9	8.6	2.7
<b>TRANSPORTATION</b>				
Overall	59.9	32.6	5.2	2.3
Convenience	57.2	34.7	4.4	3.7
Cleanliness and comfort	66.0	30.3	3.7	0.0
Efficiency	61.4	31.1	4.4	3.0
Value for your money	55.4	30.6	8.6	5.4
<b>AIRPORTS</b>				
Overall	49.0	44.9	4.9	1.2
Signage	53.1	40.2	6.2	0.6
Cleanliness and comfort	53.6	39.9	5.9	0.6
Ease of getting around	55.7	40.0	3.8	0.5
Availability of food	27.7	43.7	23.3	5.3
Availability of shopping	27.6	45.9	21.4	5.1
Friendliness of workers	54.3	36.2	7.1	2.4
<b>PARKS &amp; BEACHES</b>				
Overall	85.3	13.6	1.0	0.0
Security	69.2	27.3	2.8	0.7
Facility	69.9	26.7	2.7	0.7
Cleanliness and comfort	71.8	24.2	2.9	1.1

Source: Hawai'i Tourism Authority

**Table 4.27 Kaua'i Detailed Satisfaction Ratings by Category – Canada 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	83.2	14.2	2.6	0.0
location	81.3	16.8	1.6	0.3
service	70.8	27.1	1.7	0.4
facility	69.7	27.9	2.0	0.3
cleanliness and comfort	75.0	22.0	2.2	0.9
value for your money	67.3	27.2	4.5	1.1
<b>RESTAURANT</b>				
overall	51.3	44.7	3.3	0.6
location	56.0	38.3	5.1	0.6
variety	50.1	41.6	7.3	1.0
service	60.5	36.6	2.0	0.9
quality	55.4	38.0	5.5	1.1
value for your money	32.5	50.3	13.8	3.4
<b>SHOPPING</b>				
overall	50.0	44.1	4.8	1.2
sufficient shopping places	55.9	36.7	5.0	2.5
locations	53.8	37.9	7.7	0.7
variety	47.1	42.9	8.3	1.7
service	58.6	35.9	4.3	1.3
quality	45.7	47.1	5.5	1.7
value for your money	36.4	49.0	11.7	2.9
local/handmade items	43.7	43.2	11.0	2.2
<b>GOLF</b>				
overall	74.8	25.2	0.0	0.0
locations	75.7	24.3	0.0	0.0
service	62.2	36.4	1.4	0.0
value for your money	47.4	38.2	11.8	2.6
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	71.8	25.7	2.0	0.5
exciting	63.9	33.0	2.3	0.8
variety	65.8	31.0	2.6	0.5
service	67.6	29.4	2.1	0.9
value for your money	43.3	47.2	7.4	2.2
<b>TRANSPORTATION</b>				
overall	45.2	37.3	13.9	3.5
convenience	41.6	40.3	12.7	5.4
cleanliness and comfort	46.6	49.0	3.2	1.1
efficiency	44.6	44.3	8.5	2.6
value for your money	40.3	48.2	5.8	5.7
<b>AIRPORTS</b>				
overall	57.0	40.2	2.7	0.2
signage	59.8	34.5	4.8	0.9
cleanliness and comfort	60.8	35.6	2.4	1.2
ease of getting around	61.2	32.2	5.2	1.4
availability of food	30.0	39.2	23.0	7.9
availability of shopping	32.4	40.2	22.4	5.0
friendliness of workers	56.7	38.4	3.2	1.6
<b>PARKS &amp; BEACHES</b>				
overall	76.8	20.3	2.6	0.3
security	62.5	32.6	3.6	1.2
facility	59.2	34.5	4.6	1.8
cleanliness and comfort	60.5	29.9	7.8	1.8

Source: Hawai'i Tourism Authority

**Table 4.28 Kaua‘i Detailed Satisfaction Ratings by Category – Canada 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	77.3	20.2	2.3	0.3
Location	82.8	14.6	2.5	0.0
Service	74.0	21.9	3.6	0.5
Facility	73.2	23.2	3.1	0.5
Cleanliness and comfort	75.8	17.9	5.6	0.7
Value for your money	64.0	30.6	3.8	1.6
<b>RESTAURANTS</b>				
Overall	49.6	44.3	5.6	0.6
Location	58.7	36.5	4.5	0.3
Variety	53.6	34.9	10.4	1.1
Service	62.8	34.8	1.8	0.6
Quality	55.1	38.7	5.4	0.7
Value for your money	34.8	50.8	12.6	1.8
<b>SHOPPING</b>				
Overall	48.0	46.3	5.1	0.6
Sufficient shopping places	49.6	42.3	6.4	1.7
Location	49.4	43.1	6.5	1.0
Variety	46.4	40.4	11.3	1.9
Service	57.9	38.9	2.9	0.4
Quality	46.1	47.9	5.5	0.5
Value for your money	35.9	53.5	9.5	1.2
Local/handmade items	41.8	45.8	10.4	2.1
<b>GOLF</b>				
Overall	69.1	27.5	2.6	0.9
Location	78.1	16.0	5.1	0.9
Service	67.6	28.6	3.0	0.9
Value for your money	36.3	49.5	9.9	4.3
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	73.3	24.3	1.5	0.9
Exciting	66.2	30.8	2.3	0.8
Variety	68.3	27.6	3.2	0.9
Service	71.6	27.2	0.9	0.4
Value for your money	49.3	41.2	8.0	1.5
<b>TRANSPORTATION</b>				
Overall	43.6	34.0	10.9	11.5
Convenience	48.2	28.8	13.5	9.5
Cleanliness and comfort	53.9	41.4	2.7	2.0
Efficiency	47.2	36.6	9.3	6.8
Value for your money	49.0	37.4	9.7	4.0
<b>AIRPORTS</b>				
Overall	60.1	33.7	6.0	0.2
Signage	57.1	34.8	5.7	2.3
Cleanliness and comfort	61.1	34.6	4.2	0.2
Ease of getting around	62.2	32.5	3.0	2.3
Availability of food	27.3	46.1	21.6	5.0
Availability of shopping	30.2	47.7	17.9	4.2
Friendliness of workers	61.4	33.8	4.3	0.6
<b>PARKS &amp; BEACHES</b>				
Overall	81.3	17.2	1.3	0.2
Security	65.5	31.5	2.6	0.4
Facility	65.1	28.8	5.4	0.6
Cleanliness and comfort	65.2	28.5	5.2	1.1

Source: Hawai‘i Tourism Authority

**Table 4.29 Kona Detailed Satisfaction Ratings by Category – Canada 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	85.1	12.7	1.4	0.9
location	81.3	16.1	1.9	0.8
service	74.3	21.3	3.5	1.0
facility	78.6	17.4	3.0	0.9
cleanliness and comfort	78.3	18.0	2.6	1.1
value for your money	64.7	29.6	4.8	0.9
<b>RESTAURANT</b>				
overall	57.1	38.7	4.0	0.3
location	63.5	32.9	3.1	0.4
variety	57.6	35.8	5.8	0.7
service	64.0	33.7	2.1	0.2
quality	59.2	35.6	4.0	1.2
value for your money	39.2	44.1	13.6	3.1
<b>SHOPPING</b>				
overall	52.0	43.3	4.6	0.0
sufficient shopping places	56.2	36.5	6.5	0.9
locations	54.3	37.8	7.6	0.3
variety	46.9	43.0	8.1	2.0
service	59.4	36.9	3.2	0.5
quality	44.3	48.4	6.5	0.8
value for your money	34.4	51.0	13.1	1.5
local/handmade items	47.0	40.1	11.1	1.8
<b>GOLF</b>				
overall	74.4	19.1	6.5	0.0
locations	78.3	20.5	1.2	0.0
service	70.7	22.0	6.3	1.0
value for your money	43.0	34.5	14.2	8.3
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	66.3	30.4	3.1	0.3
exciting	64.5	30.8	4.4	0.3
variety	67.0	28.6	4.2	0.2
service	67.9	29.1	3.0	0.0
value for your money	43.5	45.8	9.7	1.0
<b>TRANSPORTATION</b>				
overall	47.3	33.5	11.9	7.3
convenience	45.8	33.4	12.3	8.5
cleanliness and comfort	57.8	32.0	7.1	3.1
efficiency	53.6	26.7	14.6	5.2
value for your money	44.4	32.9	13.2	9.4
<b>AIRPORTS</b>				
overall	54.8	39.1	5.5	0.6
signage	53.0	35.9	8.9	2.2
cleanliness and comfort	52.9	36.9	8.6	1.6
ease of getting around	55.9	32.4	9.4	2.3
availability of food	20.5	38.4	31.2	10.0
availability of shopping	24.0	39.2	26.7	10.1
friendliness of workers	61.1	30.4	6.6	1.9
<b>PARKS &amp; BEACHES</b>				
overall	75.7	21.7	1.7	0.8
security	66.9	28.3	3.5	1.3
facility	64.4	30.0	4.6	1.0
cleanliness and comfort	64.6	29.2	5.5	0.8

Source: Hawai'i Tourism Authority

**Table 4.30 Kona Detailed Satisfaction Ratings by Category – Canada 2010**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
Overall	77.8	19.8	2.3	0.2
Location	80.7	16.8	2.0	0.5
Service	75.8	20.8	3.2	0.2
Facility	74.4	22.4	3.2	0.0
Cleanliness and comfort	76.9	19.1	3.7	0.4
Value for your money	67.9	28.2	2.9	1.0
<b>RESTAURANTS</b>				
Overall	52.7	41.2	6.0	0.2
Location	61.4	34.8	3.8	0.0
Variety	57.3	35.0	7.0	0.8
Service	63.5	33.2	3.3	0.0
Quality	57.6	36.9	4.8	0.7
Value for your money	39.9	46.5	11.9	1.7
<b>SHOPPING</b>				
Overall	54.1	40.1	5.3	0.5
Sufficient shopping places	57.1	35.4	6.6	0.9
Location	57.1	36.5	5.9	0.5
Variety	51.1	40.7	6.8	1.4
Service	63.0	34.6	2.4	0.0
Quality	50.4	44.8	4.5	0.4
Value for your money	38.3	50.5	10.2	1.0
Local/handmade items	46.7	41.2	9.3	2.7
<b>GOLF</b>				
Overall	75.8	23.0	1.2	0.0
Location	74.4	24.1	0.8	0.7
Service	69.7	29.3	1.0	0.0
Value for your money	43.5	40.4	13.7	2.4
<b>ACTIVITIES/ATTRACTIONS</b>				
Overall	69.4	29.1	1.5	0.0
Exciting	66.2	30.8	3.0	0.0
Variety	68.7	27.6	3.3	0.4
Service	67.9	30.1	1.7	0.3
Value for your money	44.9	44.2	9.5	1.4
<b>TRANSPORTATION</b>				
Overall	49.2	36.0	8.6	6.2
Convenience	47.8	33.5	10.9	7.8
Cleanliness and comfort	56.4	35.8	7.1	0.7
Efficiency	50.1	32.9	10.7	6.3
Value for your money	48.1	34.8	10.9	6.2
<b>AIRPORTS</b>				
Overall	51.8	38.3	8.2	1.7
Signage	49.9	37.4	9.8	2.9
Cleanliness and comfort	51.8	38.5	8.6	1.1
Ease of getting around	56.0	34.5	6.9	2.6
Availability of food	20.4	36.5	30.7	12.3
Availability of shopping	22.1	42.8	24.9	10.2
Friendliness of workers	58.3	35.6	4.7	1.4
<b>PARKS &amp; BEACHES</b>				
Overall	75.4	20.9	3.0	0.7
Security	63.3	30.5	6.1	0.2
Facility	63.0	30.4	5.9	0.7
Cleanliness and comfort	64.1	26.6	7.5	1.9

Source: Hawai'i Tourism Authority

**Table 4.31 O'ahu Detailed Satisfaction Ratings by Category – Europe 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	65.2	30.9	0.8	3.0
location	71.1	24.1	3.4	1.4
service	52.7	40.5	3.7	3.0
facility	53.0	33.5	12.1	1.4
cleanliness and comfort	64.7	22.4	9.3	3.6
value for your money	51.5	35.3	11.9	1.4
<b>RESTAURANT</b>				
overall	49.2	41.2	4.5	5.0
location	50.1	36.2	12.7	1.1
variety	44.9	33.9	16.2	5.0
service	49.1	36.5	12.7	1.7
quality	51.7	35.5	8.3	4.4
value for your money	28.8	52.0	10.7	8.5
<b>SHOPPING</b>				
overall	57.5	39.4	3.0	0.0
sufficient shopping places	60.1	37.7	1.7	0.5
locations	59.2	32.8	7.4	0.5
variety	41.2	53.1	4.6	1.1
service	55.2	35.7	9.1	0.0
quality	37.5	52.9	9.6	0.0
value for your money	32.9	37.9	26.9	2.2
local/handmade items	35.0	43.6	18.7	2.7
<b>GOLF</b>				
overall	40.8	59.2	0.0	0.0
locations	41.7	58.3	0.0	0.0
service	40.0	60.0	0.0	0.0
value for your money	40.0	60.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	56.8	37.4	5.8	0.0
exciting	54.7	36.5	8.8	0.1
variety	43.0	48.2	8.7	0.0
service	47.9	47.8	4.4	0.0
value for your money	27.6	54.2	18.2	0.0
<b>TRANSPORTATION</b>				
overall	54.5	42.0	1.1	2.4
convenience	48.9	36.5	14.4	0.3
cleanliness and comfort	54.2	38.9	6.1	0.8
efficiency	43.3	43.6	12.2	0.9
value for your money	51.9	40.3	7.7	0.1
<b>AIRPORTS</b>				
overall	48.2	46.8	3.7	1.3
signage	41.1	48.6	6.1	4.1
cleanliness and comfort	42.8	49.2	6.6	1.4
ease of getting around	46.0	42.4	10.3	1.3
availability of food	19.9	58.1	18.2	3.8
availability of shopping	23.9	44.1	25.7	6.4
friendliness of workers	48.8	41.6	3.7	6.0
<b>PARKS &amp; BEACHES</b>				
overall	80.4	17.9	1.7	0.0
security	62.6	32.0	4.7	0.7
facility	58.0	38.5	3.4	0.2
cleanliness and comfort	60.7	29.7	9.5	0.1

Source: Hawai'i Tourism Authority

**Table 4.32 O'ahu Detailed Satisfaction Ratings by Category – Europe 2009**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	65.2	30.0	3.0	1.7
location	81.2	14.1	2.9	1.8
service	58.6	38.4	2.4	0.6
facility	53.1	40.8	5.7	0.5
cleanliness and comfort	56.9	39.0	3.7	0.4
value for your money	48.1	38.0	12.6	1.3
<b>RESTAURANT</b>				
overall	47.4	41.9	7.5	3.2
location	62.4	31.5	4.6	1.4
variety	51.3	31.4	15.2	2.0
service	55.0	36.9	6.0	2.0
quality	50.9	33.5	10.5	5.1
value for your money	31.5	44.3	18.5	5.7
<b>SHOPPING</b>				
overall	60.1	35.0	3.2	1.6
sufficient shopping places	68.8	27.1	3.7	0.4
locations	69.5	24.6	5.5	0.4
variety	55.9	34.6	7.2	2.3
service	61.8	33.8	3.4	1.0
quality	52.4	40.5	6.6	0.5
value for your money	43.0	39.4	15.5	2.1
local/handmade items	47.0	36.9	11.4	4.7
<b>GOLF</b>				
overall	62.5	27.4	10.1	0.0
locations	74.3	19.4	6.3	0.0
service	55.7	35.5	8.8	0.0
value for your money	48.9	33.9	16.7	0.5
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	61.5	33.8	3.3	1.3
exciting	52.2	40.0	5.7	2.0
variety	56.4	38.0	5.5	0.1
service	53.9	40.6	5.0	0.5
value for your money	40.2	47.0	11.0	1.8
<b>TRANSPORTATION</b>				
overall	52.8	42.2	4.5	0.5
convenience	52.0	40.5	7.0	0.6
cleanliness and comfort	50.7	40.3	9.0	0.0
efficiency	49.5	34.5	14.1	1.9
value for your money	52.2	37.9	9.4	0.5
<b>AIRPORTS</b>				
overall	39.6	48.1	12.2	0.2
signage	38.6	49.5	10.2	1.6
cleanliness and comfort	42.6	45.6	11.4	0.4
ease of getting around	42.3	40.6	14.4	2.7
availability of food	22.2	49.8	21.1	6.8
availability of shopping	20.5	46.3	25.8	7.4
friendliness of workers	46.7	36.8	12.8	3.7
<b>PARKS &amp; BEACHES</b>				
overall	76.1	22.5	1.4	0.0
security	69.6	26.4	3.6	0.4
facility	65.9	29.5	4.1	0.5
cleanliness and comfort	62.5	31.5	5.6	0.5

Source: Hawai'i Tourism Authority

Table 4.33 Maui Detailed Satisfaction Ratings by Category – Europe 2011  
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>ACCOMMODATIONS</b>				
overall	75.5	23.2	1.3	0.1
location	78.7	18.3	2.5	0.5
service	65.1	29.9	4.5	0.5
facility	66.3	29.0	3.9	0.8
cleanliness and comfort	68.4	27.2	3.3	1.1
value for your money	49.9	37.4	10.5	2.2
<b>RESTAURANT</b>				
overall	49.9	42.0	7.0	1.2
location	53.9	37.2	8.2	0.7
variety	38.2	44.7	14.5	2.6
service	55.9	39.1	4.0	1.1
quality	43.9	44.5	8.8	2.9
value for your money	25.7	53.8	15.2	5.3
<b>SHOPPING</b>				
overall	46.5	43.4	9.7	0.5
sufficient shopping places	50.4	37.7	9.8	2.1
locations	50.1	38.4	10.8	0.7
variety	40.1	40.2	17.7	2.0
service	53.1	40.4	6.1	0.4
quality	36.7	54.1	8.0	1.3
value for your money	30.4	49.8	16.5	3.3
local/handmade items	40.3	41.4	15.5	2.8
<b>GOLF</b>				
overall	76.9	20.5	2.6	0.0
locations	80.4	16.1	3.5	0.0
service	77.0	16.9	6.1	0.0
value for your money	45.3	32.3	17.1	5.3
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	64.5	30.6	4.5	0.4
exciting	61.0	31.6	6.7	0.7
variety	58.4	33.0	7.9	0.7
service	58.4	36.9	4.4	0.3
value for your money	30.7	49.3	16.5	3.6
<b>TRANSPORTATION</b>				
overall	50.4	35.7	9.1	4.7
convenience	46.2	41.2	10.1	2.5
cleanliness and comfort	49.4	44.0	6.0	0.7
efficiency	45.5	39.9	12.5	2.1
value for your money	49.4	41.5	5.6	3.5
<b>AIRPORTS</b>				
overall	51.9	41.9	5.3	0.9
signage	50.9	41.7	6.1	1.2
cleanliness and comfort	49.0	42.0	7.7	1.2
ease of getting around	51.7	40.7	6.5	1.1
availability of food	28.0	44.5	23.3	4.2
availability of shopping	25.4	46.6	23.4	4.6
friendliness of workers	54.9	35.9	6.6	2.5
<b>PARKS &amp; BEACHES</b>				
overall	79.4	19.0	1.2	0.4
security	62.4	30.8	5.4	1.4
facility	64.2	30.8	3.8	1.2
cleanliness and comfort	69.2	26.7	3.3	0.7

Source: Hawai'i Tourism Authority



**Table 4.34 Maui Detailed Satisfaction Ratings by Category – Europe 2009**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	68.9	28.1	2.8	0.2
location	70.8	26.4	2.3	0.5
service	61.1	33.5	4.4	0.9
facility	59.9	35.4	4.4	0.3
cleanliness and comfort	66.1	28.0	5.2	0.8
value for your money	41.7	45.4	11.2	1.8
<b>RESTAURANT</b>				
overall	41.0	50.0	8.3	0.7
location	52.1	41.6	5.7	0.6
variety	47.2	38.3	12.5	2.1
service	59.0	34.9	5.6	0.5
quality	46.0	43.0	9.5	1.6
value for your money	27.3	47.9	20.5	4.3
<b>SHOPPING</b>				
overall	43.9	47.3	8.3	0.6
sufficient shopping places	49.5	41.2	8.3	1.0
locations	48.9	43.7	6.7	0.6
variety	42.4	43.1	12.6	1.9
service	51.9	42.7	5.0	0.4
quality	34.0	56.1	8.7	1.2
value for your money	28.2	51.6	17.8	2.4
local/handmade items	34.2	43.7	18.6	3.5
<b>GOLF</b>				
overall	61.1	31.1	6.8	1.0
locations	67.8	25.0	6.8	0.4
service	58.9	33.9	6.8	0.5
value for your money	34.1	42.9	18.3	4.7
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	62.9	33.9	2.8	0.4
exciting	59.9	35.2	4.2	0.7
variety	59.4	35.4	4.8	0.4
service	60.5	35.8	3.6	0.1
value for your money	34.0	43.9	20.2	1.9
<b>TRANSPORTATION</b>				
overall	38.8	44.8	12.8	3.6
convenience	37.9	46.7	10.3	5.1
cleanliness and comfort	41.8	49.4	7.5	1.2
efficiency	41.2	46.0	9.7	3.1
value for your money	48.7	36.1	12.0	3.2
<b>AIRPORTS</b>				
overall	43.8	47.5	7.6	1.2
signage	46.1	46.9	6.3	0.7
cleanliness and comfort	45.5	44.9	8.8	0.8
ease of getting around	48.0	43.7	7.1	1.2
availability of food	26.1	43.0	24.8	6.0
availability of shopping	26.6	43.8	23.3	6.4
friendliness of workers	51.1	38.6	7.6	2.7
<b>PARKS &amp; BEACHES</b>				
overall	72.2	20.7	6.9	0.2
security	61.6	28.0	9.2	1.2
facility	59.9	30.4	9.2	0.4
cleanliness and comfort	64.2	25.4	9.5	0.8

Source: Hawai'i Tourism Authority

Table 4.35 Kaua'i Detailed Satisfaction Ratings by Category – Europe 2011  
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>ACCOMMODATIONS</b>				
overall	70.7	26.7	2.7	0.0
location	72.1	26.1	1.8	0.0
service	61.1	28.8	10.1	0.0
facility	60.0	31.4	7.4	1.2
cleanliness and comfort	70.1	27.6	1.1	1.1
value for your money	42.3	51.0	4.5	2.2
<b>RESTAURANT</b>				
overall	52.7	41.5	4.8	1.0
location	58.0	36.0	3.7	2.3
variety	44.2	38.8	14.5	2.5
service	58.2	36.1	4.4	1.3
quality	49.7	41.2	7.2	1.8
value for your money	29.2	48.3	19.4	3.1
<b>SHOPPING</b>				
overall	27.3	46.3	24.9	1.5
sufficient shopping places	34.2	48.3	16.8	0.7
locations	33.1	52.5	8.3	6.2
variety	28.6	51.2	17.8	2.4
service	48.0	42.5	3.5	6.1
quality	25.4	58.0	9.7	6.9
value for your money	18.7	47.5	26.5	7.3
local/handmade items	27.4	42.9	22.2	7.5
<b>GOLF</b>				
overall	90.3	9.7	0.0	0.0
locations	98.0	2.0	0.0	0.0
service	94.3	2.0	3.7	0.0
value for your money	82.7	17.3	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	78.9	21.1	0.0	0.0
exciting	81.1	18.9	0.0	0.0
variety	69.3	28.2	2.5	0.0
service	66.6	33.4	0.0	0.0
value for your money	29.3	55.2	14.9	0.6
<b>TRANSPORTATION</b>				
overall	47.3	37.7	10.7	4.3
convenience	43.2	34.7	16.5	5.7
cleanliness and comfort	45.7	38.4	16.0	0.0
efficiency	39.8	38.5	12.8	9.0
value for your money	45.4	34.7	16.8	3.1
<b>AIRPORTS</b>				
overall	36.2	55.2	8.7	0.0
signage	35.8	58.5	5.0	0.7
cleanliness and comfort	48.2	39.1	12.2	0.5
ease of getting around	49.3	33.5	17.2	0.0
availability of food	16.9	35.4	34.5	13.2
availability of shopping	14.1	49.4	28.6	7.8
friendliness of workers	59.1	31.7	8.6	0.6
<b>PARKS &amp; BEACHES</b>				
overall	72.9	26.0	1.1	0.0
security	62.4	24.6	7.3	5.7
facility	62.6	26.1	8.5	2.7
cleanliness and comfort	53.0	37.1	9.9	0.0

Source: Hawai'i Tourism Authority

**Table 4.36 Kaua‘i Detailed Satisfaction Ratings by Category – Europe 2009**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	64.7	29.3	5.6	0.4
location	68.6	27.3	4.1	0.0
service	54.9	36.7	5.8	2.5
facility	52.6	39.5	7.0	0.9
cleanliness and comfort	56.6	29.7	10.1	3.6
value for your money	43.2	37.4	15.4	4.0
<b>RESTAURANT</b>				
overall	33.6	55.4	8.4	2.6
location	38.7	49.0	10.6	1.7
variety	29.7	45.2	21.8	3.4
service	43.9	44.8	9.7	1.6
quality	34.6	49.2	12.4	3.8
value for your money	23.6	50.1	21.3	5.0
<b>SHOPPING</b>				
overall	30.2	57.2	9.0	3.5
sufficient shopping places	34.3	50.6	11.1	4.0
locations	33.6	51.9	13.2	1.3
variety	30.0	48.9	16.8	4.3
service	46.0	44.6	9.2	0.2
quality	31.7	57.1	10.5	0.6
value for your money	21.1	56.5	19.7	2.7
local/handmade items	28.5	51.8	18.4	1.3
<b>GOLF</b>				
overall	58.7	41.3	0.0	0.0
locations	45.7	50.7	3.6	0.0
service	71.6	14.3	7.5	6.5
value for your money	27.1	66.0	6.9	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	55.8	42.2	1.8	0.1
exciting	58.2	36.8	4.2	0.8
variety	55.9	37.7	5.1	1.2
service	56.1	41.6	2.3	0.0
value for your money	32.0	45.7	20.1	2.3
<b>TRANSPORTATION</b>				
overall	35.8	30.1	26.5	7.6
convenience	29.6	37.1	26.2	7.1
cleanliness and comfort	34.0	48.1	15.3	2.7
efficiency	33.7	36.8	25.4	4.1
value for your money	27.3	45.0	23.3	4.5
<b>AIRPORTS</b>				
overall	34.2	58.7	7.1	0.0
signage	40.0	52.8	5.4	1.8
cleanliness and comfort	39.6	54.2	5.6	0.6
ease of getting around	41.6	50.0	8.1	0.2
availability of food	18.9	44.6	31.1	5.3
availability of shopping	19.9	45.0	31.5	3.5
friendliness of workers	50.3	36.8	7.4	5.4
<b>PARKS &amp; BEACHES</b>				
overall	69.4	27.5	2.5	0.5
security	61.3	32.8	4.9	0.9
facility	58.5	29.8	10.6	1.1
cleanliness and comfort	62.0	29.1	6.8	2.1

Source: Hawai‘i Tourism Authority

**Table 4.37 Kona Detailed Satisfaction Ratings by Category – Europe 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	72.9	26.7	0.4	0.0
location	80.4	18.0	1.5	0.0
service	61.9	29.3	7.7	1.1
facility	62.1	37.5	0.4	0.0
cleanliness and comfort	69.8	26.3	3.9	0.0
value for your money	50.9	43.9	4.9	0.3
<b>RESTAURANT</b>				
overall	53.8	40.0	4.9	1.2
location	45.5	47.3	6.0	1.2
variety	44.9	39.4	14.5	1.2
service	58.4	32.9	8.6	0.0
quality	57.8	33.2	8.2	0.9
value for your money	39.9	45.7	10.5	3.9
<b>SHOPPING</b>				
overall	45.9	50.9	3.2	0.0
sufficient shopping places	56.8	35.4	5.1	2.6
locations	58.3	32.7	8.5	0.4
variety	38.7	49.1	8.6	3.6
service	46.5	51.3	1.1	1.1
quality	34.0	40.5	24.3	1.2
value for your money	20.6	49.9	28.2	1.2
local/handmade items	39.1	43.7	11.8	5.4
<b>GOLF</b>				
overall	82.8	15.7	1.5	0.0
locations	72.1	26.2	1.7	0.0
service	67.4	30.9	1.7	0.0
value for your money	42.4	48.0	5.6	3.9
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	69.7	29.2	0.6	0.6
exciting	60.5	33.0	6.0	0.6
variety	58.6	40.8	0.0	0.6
service	63.4	33.8	2.6	0.3
value for your money	41.7	49.2	8.4	0.8
<b>TRANSPORTATION</b>				
overall	53.8	38.3	5.0	2.9
convenience	46.7	47.9	3.2	2.2
cleanliness and comfort	66.8	29.4	3.8	0.0
efficiency	48.7	46.0	3.1	2.2
value for your money	49.5	28.0	21.1	1.4
<b>AIRPORTS</b>				
overall	47.2	44.7	8.1	0.0
signage	39.6	53.6	6.8	0.0
cleanliness and comfort	53.6	40.5	5.0	0.8
ease of getting around	60.7	31.7	5.4	2.2
availability of food	25.1	26.0	31.7	17.2
availability of shopping	25.5	39.8	30.7	4.0
friendliness of workers	66.6	28.4	2.1	2.9
<b>PARKS &amp; BEACHES</b>				
overall	70.0	25.0	4.1	1.0
security	67.7	29.3	3.0	0.0
facility	67.5	24.0	7.5	1.0
cleanliness and comfort	64.4	32.8	1.8	1.0

Source: Hawai'i Tourism Authority

**Table 4.38 Kona Detailed Satisfaction Ratings by Category – Europe 2009**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	64.6	31.0	3.3	1.0
location	65.2	30.7	4.1	0.0
service	57.7	35.6	5.6	1.0
facility	58.8	36.0	3.7	1.5
cleanliness and comfort	72.0	25.2	1.6	1.2
value for your money	41.3	37.4	13.9	7.5
<b>RESTAURANT</b>				
overall	28.7	53.0	17.8	0.5
location	44.1	41.5	11.9	2.4
variety	37.0	47.6	13.1	2.4
service	48.9	43.9	7.2	0.0
quality	37.7	53.6	6.7	2.0
value for your money	26.5	43.1	24.5	5.9
<b>SHOPPING</b>				
overall	29.2	51.5	18.7	0.5
sufficient shopping places	36.5	44.5	18.4	0.6
locations	30.2	50.6	18.0	1.1
variety	22.7	50.0	25.4	1.8
service	38.8	49.9	10.8	0.5
quality	22.6	58.2	18.0	1.2
value for your money	16.9	57.9	22.2	3.0
local/handmade items	22.4	49.2	19.9	8.5
<b>GOLF</b>				
overall	72.8	21.8	5.3	0.0
locations	73.7	21.5	4.8	0.0
service	67.8	26.9	5.2	0.0
value for your money	36.5	45.6	17.9	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	55.9	41.4	2.5	0.2
exciting	57.6	36.4	4.3	1.6
variety	51.1	44.3	4.4	0.2
service	53.0	42.6	3.6	0.8
value for your money	36.0	50.0	11.4	2.5
<b>TRANSPORTATION</b>				
overall	35.4	33.6	24.2	6.9
convenience	36.7	36.8	22.8	3.7
cleanliness and comfort	44.3	49.3	4.2	2.1
efficiency	32.7	42.6	21.9	2.8
value for your money	36.7	31.2	25.1	7.0
<b>AIRPORTS</b>				
overall	39.1	48.8	10.8	1.2
signage	38.2	43.3	14.4	4.1
cleanliness and comfort	36.1	49.6	12.6	1.6
ease of getting around	41.7	46.3	9.1	2.9
availability of food	17.6	38.4	32.1	11.8
availability of shopping	16.6	44.3	30.2	8.9
friendliness of workers	47.1	40.3	9.0	3.7
<b>PARKS &amp; BEACHES</b>				
overall	65.4	32.2	2.4	0.0
security	61.1	35.9	3.0	0.0
facility	60.9	35.4	3.7	0.0
cleanliness and comfort	59.2	36.3	4.3	0.2

Source: Hawai'i Tourism Authority

**Table 4.39 O‘ahu Detailed Satisfaction Ratings by Category – Oceania 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	65.0	31.6	2.9	0.6
location	84.8	14.5	0.4	0.3
service	68.4	27.5	3.4	0.7
facility	60.8	35.5	2.9	0.8
cleanliness and comfort	72.4	23.4	2.7	1.5
value for your money	62.6	28.7	7.3	1.4
<b>RESTAURANT</b>				
overall	61.5	35.0	3.0	0.4
location	66.5	31.8	1.3	0.4
variety	61.3	30.9	6.7	1.1
service	63.9	34.5	1.3	0.3
quality	54.3	37.8	6.1	1.9
value for your money	52.7	38.9	7.3	1.1
<b>SHOPPING</b>				
overall	77.0	21.9	0.9	0.1
sufficient shopping places	75.5	22.6	1.7	0.3
locations	72.8	25.2	1.8	0.2
variety	68.9	25.2	5.4	0.5
service	65.8	31.9	2.3	0.0
quality	58.8	37.5	3.4	0.3
value for your money	62.5	30.8	5.5	1.1
local/handmade items	50.8	38.5	9.7	1.0
<b>GOLF</b>				
overall	63.5	36.1	0.4	0.0
locations	65.7	34.3	0.0	0.0
service	77.1	20.6	2.3	0.0
value for your money	56.7	32.6	10.8	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	57.5	39.5	3.0	0.0
exciting	49.7	46.6	3.7	0.0
variety	55.6	38.9	5.5	0.0
service	62.3	33.3	4.3	0.1
value for your money	44.7	47.4	7.7	0.3
<b>TRANSPORTATION</b>				
overall	64.5	31.6	3.1	0.7
convenience	62.2	32.9	2.5	2.4
cleanliness and comfort	61.1	35.5	1.8	1.6
efficiency	61.3	32.6	4.2	1.8
value for your money	64.5	29.0	4.9	1.6
<b>AIRPORTS</b>				
overall	44.2	46.0	7.9	1.8
signage	41.3	43.9	12.0	2.8
cleanliness and comfort	44.4	42.6	11.6	1.4
ease of getting around	42.6	39.4	15.5	2.5
availability of food	25.1	41.8	26.2	6.9
availability of shopping	26.9	49.0	19.3	4.8
friendliness of workers	48.1	44.7	6.3	0.8
<b>PARKS &amp; BEACHES</b>				
overall	75.0	22.4	2.3	0.2
security	67.2	29.1	3.4	0.3
facility	65.0	31.8	3.0	0.2
cleanliness and comfort	66.3	30.3	3.1	0.2

Source: Hawai‘i Tourism Authority

**Table 4.40 O‘ahu Detailed Satisfaction Ratings by Category – Oceania 2009**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	69.1	26.7	3.8	0.4
location	80.4	18.9	0.6	0.1
service	64.1	31.7	4.0	0.3
facility	59.3	32.9	7.3	0.5
cleanliness and comfort	68.5	27.1	3.4	1.0
value for your money	52.7	37.6	6.9	2.9
<b>RESTAURANT</b>				
overall	52.2	41.1	6.7	0.1
location	68.3	27.6	3.7	0.4
variety	49.2	40.8	9.4	0.6
service	68.0	30.8	1.2	0.0
quality	51.1	42.2	6.4	0.3
value for your money	41.0	46.5	12.1	0.4
<b>SHOPPING</b>				
overall	69.2	28.8	2.0	0.0
sufficient shopping places	71.0	25.5	1.4	2.0
locations	68.3	28.1	2.0	1.6
variety	58.1	34.7	4.9	2.2
service	61.2	36.3	2.4	0.2
quality	56.7	37.2	4.3	1.8
value for your money	52.2	36.9	8.9	2.0
local/handmade items	48.0	42.2	7.9	2.0
<b>GOLF</b>				
overall	57.1	42.9	0.0	0.0
locations	36.9	59.7	3.5	0.0
service	36.9	63.1	0.0	0.0
value for your money	24.4	51.1	22.1	2.4
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	62.1	35.0	2.9	0.1
exciting	48.1	47.1	3.3	1.5
variety	57.4	39.8	2.6	0.2
service	59.7	35.9	3.4	1.1
value for your money	42.4	45.8	9.1	2.7
<b>TRANSPORTATION</b>				
overall	66.8	30.1	2.2	0.9
convenience	66.7	31.3	1.5	0.5
cleanliness and comfort	67.0	30.2	2.3	0.5
efficiency	63.1	31.4	3.9	1.6
value for your money	64.0	33.7	1.2	1.1
<b>AIRPORTS</b>				
overall	49.8	41.2	8.2	0.8
signage	50.9	39.8	8.5	0.9
cleanliness and comfort	51.5	40.9	6.5	1.1
ease of getting around	44.7	39.3	14.1	1.9
availability of food	28.7	43.9	21.6	5.9
availability of shopping	33.4	39.8	21.6	5.1
friendliness of workers	55.1	39.5	4.1	1.3
<b>PARKS &amp; BEACHES</b>				
overall	76.5	21.2	1.8	0.5
security	64.8	33.2	1.2	0.7
facility	64.7	32.1	2.7	0.5
cleanliness and comfort	67.7	28.9	2.9	0.5

Source: Hawai‘i Tourism Authority

**Table 4.41 Maui Detailed Satisfaction Ratings by Category – Oceania 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	78.2	14.5	6.4	0.9
location	82.2	16.7	0.5	0.5
service	65.5	28.1	5.7	0.7
facility	71.4	21.0	6.3	1.3
cleanliness and comfort	69.3	24.7	2.4	3.6
value for your money	56.5	30.9	11.4	1.3
<b>RESTAURANT</b>				
overall	58.2	37.8	3.0	1.0
location	64.8	29.2	4.5	1.5
variety	49.4	44.1	6.0	0.5
service	63.8	34.7	1.0	0.5
quality	57.9	38.3	3.5	0.3
value for your money	44.2	47.7	6.9	1.2
<b>SHOPPING</b>				
overall	46.9	46.4	6.7	0.0
sufficient shopping places	45.3	45.7	7.2	1.8
locations	45.0	46.5	7.6	1.0
variety	43.2	44.1	11.7	1.0
service	59.4	39.5	0.9	0.2
quality	48.7	47.3	3.5	0.6
value for your money	48.7	38.5	12.4	0.4
local/handmade items	43.9	41.8	14.0	0.3
<b>GOLF</b>				
overall	76.8	22.1	1.1	0.0
locations	85.5	13.3	1.1	0.0
service	79.6	18.1	1.3	1.0
value for your money	31.3	56.6	11.2	0.9
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	64.7	33.3	2.1	0.0
exciting	58.7	38.9	1.0	1.3
variety	54.7	42.4	2.2	0.8
service	68.4	31.0	0.4	0.2
value for your money	45.0	44.2	10.6	0.2
<b>TRANSPORTATION</b>				
overall	61.0	30.5	6.1	2.4
convenience	51.6	39.3	5.7	3.4
cleanliness and comfort	62.4	33.7	3.8	0.0
efficiency	57.4	37.2	4.8	0.6
value for your money	60.8	33.3	2.9	3.0
<b>AIRPORTS</b>				
overall	46.0	45.1	5.9	3.0
signage	51.7	34.9	10.6	2.8
cleanliness and comfort	45.9	44.3	7.2	2.6
ease of getting around	47.5	43.1	6.5	2.9
availability of food	25.9	51.5	18.4	4.3
availability of shopping	28.6	47.0	18.8	5.6
friendliness of workers	48.3	38.1	11.1	2.5
<b>PARKS &amp; BEACHES</b>				
overall	76.8	23.0	0.2	0.0
security	67.1	31.4	1.5	0.0
facility	69.1	28.3	2.7	0.0
cleanliness and comfort	69.3	28.1	2.6	0.0

Source: Hawai'i Tourism Authority



Table 4.42 Maui Detailed Satisfaction Ratings by Category – Oceania 2009  
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>ACCOMMODATIONS</b>				
overall	66.3	29.8	3.3	0.5
location	72.8	25.4	1.8	0.0
service	61.8	31.2	6.4	0.5
facility	62.4	31.8	5.3	0.5
cleanliness and comfort	66.3	27.6	5.6	0.5
value for your money	43.7	44.4	10.3	1.5
<b>RESTAURANT</b>				
overall	41.5	54.9	3.0	0.6
location	52.7	42.6	4.7	0.0
variety	48.0	44.0	6.9	1.1
service	52.1	44.9	2.4	0.6
quality	43.8	47.8	7.3	1.1
value for your money	24.3	57.8	16.6	1.3
<b>SHOPPING</b>				
overall	35.6	56.5	7.4	0.5
sufficient shopping places	42.2	45.1	12.1	0.5
locations	37.8	54.5	6.7	1.0
variety	32.9	50.6	15.4	1.1
service	43.7	50.1	5.2	1.1
quality	34.0	56.4	8.5	1.0
value for your money	25.3	52.7	20.5	1.5
local/handmade items	34.4	45.4	18.4	1.8
<b>GOLF</b>				
overall	81.5	13.2	5.4	0.0
locations	90.6	9.4	0.0	0.0
service	81.6	14.9	3.5	0.0
value for your money	34.0	34.5	22.8	8.7
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	62.7	35.0	2.4	0.0
exciting	51.8	39.8	8.4	0.0
variety	48.9	45.2	5.8	0.0
service	55.6	41.9	2.5	0.0
value for your money	33.8	53.5	11.0	1.7
<b>TRANSPORTATION</b>				
overall	51.9	37.0	10.2	0.8
convenience	51.6	33.9	10.9	3.6
cleanliness and comfort	47.2	42.8	10.0	0.0
efficiency	45.6	39.2	14.4	0.8
value for your money	41.1	45.8	10.3	2.8
<b>AIRPORTS</b>				
overall	35.7	58.5	4.8	1.0
signage	36.5	49.2	13.9	0.5
cleanliness and comfort	36.5	57.3	5.1	1.1
ease of getting around	35.2	45.5	18.8	0.5
availability of food	18.9	42.6	30.0	8.4
availability of shopping	20.1	48.1	24.7	7.2
friendliness of workers	47.2	37.4	12.7	2.7
<b>PARKS &amp; BEACHES</b>				
overall	65.1	34.4	0.5	0.0
security	55.1	35.3	8.3	1.4
facility	56.7	38.3	3.8	1.2
cleanliness and comfort	67.9	30.4	1.1	0.7

Source: Hawai'i Tourism Authority

**Table 4.43 Kaua‘i Detailed Satisfaction Ratings by Category – Oceania 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	84.1	13.0	2.8	0.0
location	87.3	12.7	0.0	0.0
service	74.5	22.4	2.1	1.1
facility	75.4	21.8	2.7	0.0
cleanliness and comfort	87.1	9.5	3.4	0.0
value for your money	74.1	23.9	2.0	0.0
<b>RESTAURANT</b>				
overall	39.4	58.1	2.4	0.0
location	53.3	40.0	6.6	0.0
variety	39.9	48.6	11.5	0.0
service	48.3	47.0	4.7	0.0
quality	45.2	48.9	5.9	0.0
value for your money	40.1	47.2	11.8	0.8
<b>SHOPPING</b>				
overall	39.7	45.9	12.2	2.1
sufficient shopping places	28.8	56.3	12.0	3.0
locations	29.9	54.1	13.6	2.3
variety	27.6	47.0	23.3	2.2
service	54.7	36.4	6.8	2.1
quality	30.6	55.0	11.4	3.0
value for your money	43.3	44.1	10.4	2.1
local/handmade items	34.1	42.9	20.8	2.3
<b>GOLF</b>				
overall	89.8	10.2	0.0	0.0
locations	85.8	14.2	0.0	0.0
service	91.7	8.3	0.0	0.0
value for your money	29.0	54.2	11.2	5.6
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	67.4	31.5	1.2	0.0
exciting	60.1	38.6	1.2	0.0
variety	58.8	37.5	2.8	0.8
service	66.6	27.4	6.0	0.0
value for your money	51.9	39.0	8.3	0.9
<b>TRANSPORTATION</b>				
overall	26.4	52.6	21.0	0.0
convenience	37.6	38.5	23.9	0.0
cleanliness and comfort	50.1	37.2	12.7	0.0
efficiency	28.3	50.1	21.6	0.0
value for your money	26.0	66.8	7.1	0.0
<b>AIRPORTS</b>				
overall	49.1	43.1	7.8	0.0
signage	38.6	52.5	8.1	0.8
cleanliness and comfort	48.1	38.3	13.5	0.0
ease of getting around	43.9	53.4	1.9	0.8
availability of food	21.9	51.5	26.5	0.0
availability of shopping	18.3	55.2	23.0	3.5
friendliness of workers	49.9	36.6	12.8	0.7
<b>PARKS &amp; BEACHES</b>				
overall	76.5	21.4	2.1	0.0
security	64.7	33.1	2.2	0.0
facility	51.3	44.8	3.9	0.0
cleanliness and comfort	61.1	34.7	4.2	0.0

Source: Hawai‘i Tourism Authority

Table 4.44 Kaua'i Detailed Satisfaction Ratings by Category – Oceania 2009  
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>ACCOMMODATIONS</b>				
overall	58.9	31.2	9.9	0.0
location	74.5	18.9	6.7	0.0
service	61.2	21.1	17.6	0.0
facility	56.9	31.9	9.2	1.9
cleanliness and comfort	56.3	35.3	6.5	1.9
value for your money	48.3	29.9	17.1	4.7
<b>RESTAURANT</b>				
overall	50.3	39.1	10.7	0.0
location	51.8	36.8	11.5	0.0
variety	43.2	34.4	15.4	7.0
service	62.1	37.9	0.0	0.0
quality	44.2	45.5	10.4	0.0
value for your money	37.5	42.4	16.0	4.1
<b>SHOPPING</b>				
overall	46.3	44.7	9.0	0.0
sufficient shopping places	47.0	35.2	17.8	0.0
locations	41.8	47.1	11.1	0.0
variety	41.3	38.3	20.4	0.0
service	64.2	33.0	2.8	0.0
quality	40.3	46.1	13.6	0.0
value for your money	37.4	48.7	11.6	2.3
local/handmade items	38.8	45.4	15.8	0.0
<b>GOLF</b>				
overall	82.6	17.4	0.0	0.0
locations	100.0	0.0	0.0	0.0
service	63.6	36.4	0.0	0.0
value for your money	45.5	54.5	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	75.8	20.2	4.0	0.0
exciting	58.9	37.0	4.1	0.0
variety	64.6	23.7	11.7	0.0
service	65.4	26.9	7.7	0.0
value for your money	53.1	33.4	13.5	0.0
<b>TRANSPORTATION</b>				
overall	15.1	67.5	17.3	0.0
convenience	19.9	45.9	30.4	3.8
cleanliness and comfort	37.8	54.3	7.9	0.0
efficiency	22.9	64.8	12.3	0.0
value for your money	28.8	46.9	20.5	3.8
<b>AIRPORTS</b>				
overall	51.1	33.5	13.6	1.8
signage	46.9	39.0	12.2	1.9
cleanliness and comfort	56.3	36.3	5.6	1.9
ease of getting around	51.8	31.9	10.5	5.9
availability of food	32.6	33.5	25.5	8.3
availability of shopping	32.1	38.1	23.5	6.3
friendliness of workers	57.4	29.0	9.9	3.8
<b>PARKS &amp; BEACHES</b>				
overall	66.2	31.1	2.6	0.0
security	57.4	39.4	3.1	0.0
facility	64.2	31.6	4.3	0.0
cleanliness and comfort	73.7	17.0	9.3	0.0

Source: Hawai'i Tourism Authority

**Table 4.45 Kona Detailed Satisfaction Ratings by Category – Oceania 2011**  
**[Percentage of Visitors]**

	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Somewhat dissatisfied</b>	<b>Not satisfied at all</b>
<b>ACCOMMODATIONS</b>				
overall	63.3	34.2	2.5	0.0
location	72.3	22.6	4.4	0.6
service	66.4	27.6	6.0	0.0
facility	64.2	31.3	4.5	0.0
cleanliness and comfort	71.8	21.3	7.0	0.0
value for your money	57.2	36.7	6.1	0.0
<b>RESTAURANT</b>				
overall	48.3	39.9	10.7	1.2
location	60.7	33.8	4.3	1.1
variety	50.0	44.1	4.7	1.1
service	57.0	35.0	2.7	5.3
quality	49.2	41.7	4.3	4.8
value for your money	43.7	40.9	12.4	3.1
<b>SHOPPING</b>				
overall	54.4	41.2	3.4	1.0
sufficient shopping places	48.1	47.5	3.7	0.8
locations	48.2	42.1	9.0	0.8
variety	51.2	36.4	9.5	3.0
service	48.9	43.8	7.4	0.0
quality	48.3	46.2	4.7	0.8
value for your money	43.2	47.5	9.3	0.0
local/handmade items	42.4	45.8	11.0	0.8
<b>GOLF</b>				
overall	38.5	61.5	0.0	0.0
locations	43.1	40.6	16.3	0.0
service	43.1	56.9	0.0	0.0
value for your money	0.0	33.1	66.9	0.0
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	68.3	29.0	2.7	0.0
exciting	66.1	26.3	7.7	0.0
variety	66.8	29.3	3.9	0.0
service	70.9	27.2	1.9	0.0
value for your money	58.3	37.6	4.0	0.0
<b>TRANSPORTATION</b>				
overall	56.4	26.2	9.0	8.4
convenience	51.7	30.3	13.5	4.4
cleanliness and comfort	52.4	43.6	2.9	1.0
efficiency	52.4	36.6	8.4	2.5
value for your money	44.0	42.1	10.4	3.6
<b>AIRPORTS</b>				
overall	55.2	38.4	6.4	0.0
signage	53.7	38.1	8.2	0.0
cleanliness and comfort	59.8	34.5	5.6	0.0
ease of getting around	55.5	37.3	6.0	1.2
availability of food	23.5	52.1	18.7	5.6
availability of shopping	21.5	43.7	25.4	9.4
friendliness of workers	52.6	44.1	3.4	0.0
<b>PARKS &amp; BEACHES</b>				
overall	64.3	33.0	2.7	0.0
security	62.5	32.1	4.3	1.1
facility	64.3	33.0	2.1	0.6
cleanliness and comfort	63.3	34.3	2.4	0.0

Source: Hawai'i Tourism Authority

Table 4.46 Kona Detailed Satisfaction Ratings by Category – Oceania 2009  
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>ACCOMMODATIONS</b>				
overall	68.1	19.7	10.8	1.3
location	72.7	20.1	5.8	1.4
service	64.3	26.0	8.4	1.3
facility	58.1	29.1	11.4	1.4
cleanliness and comfort	73.9	16.1	10.0	0.0
value for your money	46.6	38.9	8.8	5.7
<b>RESTAURANT</b>				
overall	49.2	43.5	5.9	1.4
location	59.0	38.6	1.0	1.4
variety	44.4	42.1	12.0	1.4
service	56.4	39.8	2.4	1.4
quality	49.9	41.1	7.7	1.4
value for your money	31.1	51.3	14.1	3.5
<b>SHOPPING</b>				
overall	45.9	43.7	8.5	1.8
sufficient shopping places	45.0	43.4	10.0	1.6
locations	42.3	42.9	14.8	0.0
variety	41.1	36.2	21.4	1.3
service	46.1	51.3	1.1	1.6
quality	37.5	49.8	11.1	1.6
value for your money	31.6	41.7	18.4	8.3
local/handmade items	33.2	41.6	16.3	8.9
<b>GOLF</b>				
overall	32.5	41.5	26.0	0.0
locations	88.1	0.0	11.9	0.0
service	61.6	11.8	26.6	0.0
value for your money	30.1	18.6	33.6	17.7
<b>ACTIVITIES/ATTRACTIONS</b>				
overall	69.0	25.2	5.8	0.0
exciting	60.4	31.2	8.4	0.0
variety	57.0	27.4	13.9	1.7
service	65.2	29.9	3.4	1.6
value for your money	41.0	41.0	14.7	3.3
<b>TRANSPORTATION</b>				
overall	39.6	32.4	20.1	7.9
convenience	38.8	25.5	32.1	3.6
cleanliness and comfort	46.4	33.2	20.3	0.0
efficiency	35.2	33.8	21.0	10.0
value for your money	34.4	27.8	37.8	0.0
<b>AIRPORTS</b>				
overall	43.1	43.4	5.4	8.1
signage	41.3	46.7	7.4	4.6
cleanliness and comfort	43.7	39.5	10.5	6.3
ease of getting around	38.5	47.6	9.1	4.7
availability of food	25.5	41.6	18.8	14.1
availability of shopping	22.7	43.9	24.6	8.7
friendliness of workers	50.9	42.3	5.5	1.4
<b>PARKS &amp; BEACHES</b>				
overall	60.5	26.8	8.2	4.6
security	55.8	35.2	4.1	4.8
facility	46.9	42.1	7.8	3.2
cleanliness and comfort	57.4	28.3	9.0	5.2

Source: Hawai'i Tourism Authority

**Table 4.47 O'ahu Overall Satisfaction Ratings by Lifestyle – U.S. West 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	74.9	57.4	83.9	69.2	67.5	79.6	71.3	76.1
Somewhat satisfied	22.0	42.6	13.3	28.8	28.8	16.9	22.4	21.9
Somewhat dissatisfied	2.4	0.0	2.8	1.9	2.5	2.7	3.9	2.0
Not satisfied at all	0.6	0.0	0.0	0.0	1.2	0.7	2.4	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	57.2	70.9	57.2	61.8	47.2	61.5	61.3	55.9
Somewhat satisfied	40.0	29.1	39.2	34.3	49.1	37.1	35.4	41.5
Somewhat dissatisfied	1.9	0.0	2.5	3.9	2.1	0.6	1.5	2.0
Not satisfied at all	0.9	0.0	1.1	0.0	1.5	0.8	1.8	0.7
<b>SHOPPING - overall</b>								
Very satisfied	64.3	44.1	68.5	65.9	59.4	66.4	66.6	63.5
Somewhat satisfied	33.2	55.9	26.3	34.0	37.0	32.2	30.3	34.1
Somewhat dissatisfied	1.8	0.0	5.2	0.1	0.7	1.4	1.1	2.0
Not satisfied at all	0.8	0.0	0.0	0.0	2.9	0.0	2.0	0.4
<b>GOLF- overall</b>								
Very satisfied	68.4	0.0	99.2	100.0	70.8	62.3	54.7	70.4
Somewhat satisfied	25.4	100.0	0.8	0.0	29.2	25.7	45.3	22.4
Somewhat dissatisfied	6.2	0.0	0.0	0.0	0.0	12.0	0.0	7.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	75.2	57.1	71.0	83.8	77.4	73.7	81.0	73.1
Somewhat satisfied	22.1	42.3	29.0	10.6	21.8	21.5	17.4	23.8
Somewhat dissatisfied	2.7	0.0	0.0	5.6	0.8	4.8	1.5	3.1
Not satisfied at all	0.1	0.6	0.0	0.1	0.0	0.0	0.1	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	67.5	43.9	78.5	73.2	44.8	76.5	59.7	71.0
Somewhat satisfied	25.2	16.4	21.4	19.9	45.8	18.4	26.5	24.6
Somewhat dissatisfied	5.6	13.1	0.1	6.9	7.6	5.1	9.5	3.8
Not satisfied at all	1.7	26.5	0.0	0.0	1.8	0.0	4.3	0.5
<b>AIRPORTS - overall</b>								
Very satisfied	52.6	40.6	52.8	48.2	49.7	57.8	48.8	53.7
Somewhat satisfied	37.4	56.6	38.6	44.0	38.9	30.7	46.8	34.5
Somewhat dissatisfied	8.8	2.8	8.6	6.9	10.8	8.8	4.4	10.1
Not satisfied at all	1.2	0.0	0.0	0.9	0.6	2.7	0.0	1.6
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	70.9	72.9	67.6	80.4	59.3	76.9	70.4	71.1
Somewhat satisfied	24.7	27.1	27.7	13.8	33.8	20.8	24.4	24.7
Somewhat dissatisfied	3.7	0.0	2.5	5.8	6.3	1.9	3.3	3.9
Not satisfied at all	0.7	0.0	2.1	0.0	0.7	0.3	1.9	0.4

Source: Hawai'i Tourism Authority

**Table 4.48 O‘ahu Overall Satisfaction Ratings by Lifestyle – U.S. West 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	75.1	72.1	79.7	62.0	75.5	78.3	71.1	76.0
Somewhat satisfied	21.8	27.9	17.6	34.1	20.9	18.7	26.0	20.7
Somewhat dissatisfied	2.7	0.0	1.8	2.9	3.1	3.0	0.8	3.2
Not satisfied at all	0.5	0.0	0.9	0.9	0.5	0.0	2.1	0.1
<b>RESTAURANTS - overall</b>								
Very satisfied	62.7	66.0	59.8	60.4	59.9	67.9	64.2	62.3
Somewhat satisfied	32.8	34.0	34.0	33.6	35.2	29.2	31.0	33.2
Somewhat dissatisfied	4.0	0.0	4.0	6.0	4.4	3.0	3.8	4.0
Not satisfied at all	0.6	0.0	2.2	0.1	0.5	0.0	1.0	0.5
<b>SHOPPING - overall</b>								
Very satisfied	66.6	76.2	66.9	62.0	67.7	66.7	69.1	66.0
Somewhat satisfied	30.4	23.8	30.8	31.9	29.8	30.7	29.2	30.7
Somewhat dissatisfied	2.7	0.0	2.3	6.2	2.5	1.9	1.6	3.0
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.3
<b>GOLF- overall</b>								
Very satisfied	65.2	100.0	72.7	42.9	68.6	55.9	40.6	67.8
Somewhat satisfied	33.6	0.0	27.3	57.1	31.4	40.2	59.4	30.9
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	1.2	0.0	0.0	0.0	0.0	3.9	0.0	1.4
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	73.1	67.5	76.7	72.2	75.2	69.6	77.8	71.8
Somewhat satisfied	26.0	32.5	23.3	26.0	23.5	29.8	22.2	27.1
Somewhat dissatisfied	0.8	0.0	0.0	1.8	1.3	0.5	0.0	1.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	64.9	58.0	73.3	49.9	62.1	70.0	69.4	63.5
Somewhat satisfied	29.6	24.3	25.4	41.8	31.1	25.5	26.6	30.5
Somewhat dissatisfied	5.5	17.8	1.3	8.2	6.8	4.5	3.9	6.0
Not satisfied at all	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	59.2	41.0	60.7	51.6	60.1	62.6	58.0	59.5
Somewhat satisfied	35.3	51.6	34.1	42.4	35.7	30.8	38.9	34.4
Somewhat dissatisfied	5.2	7.4	4.4	5.1	4.2	6.6	2.5	5.9
Not satisfied at all	0.3	0.0	0.9	0.8	0.0	0.0	0.6	0.2
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	74.3	75.5	73.6	75.3	75.8	72.8	79.5	73.0
Somewhat satisfied	22.8	24.5	24.8	23.6	21.0	22.3	17.9	24.0
Somewhat dissatisfied	2.6	0.0	1.3	0.0	2.8	4.9	2.6	2.6
Not satisfied at all	0.4	0.0	0.3	1.0	0.5	0.0	0.0	0.4

Source: Hawai'i Tourism Authority

**Table 4.49 Maui Overall Satisfaction Ratings by Lifestyle – U.S. West 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	84.5	86.6	83.4	83.9	79.6	87.4	80.3	85.4
Somewhat satisfied	14.5	13.4	15.1	16.1	19.2	11.6	18.5	13.6
Somewhat dissatisfied	0.7	0.0	1.5	0.0	0.0	1.0	1.1	0.7
Not satisfied at all	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.3
<b>RESTAURANT - overall</b>								
Very satisfied	63.2	57.7	59.0	65.3	60.0	67.6	66.4	62.5
Somewhat satisfied	33.2	42.3	33.3	32.4	38.5	29.1	27.3	34.5
Somewhat dissatisfied	3.6	0.0	7.6	2.3	1.5	3.2	6.3	3.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
<b>SHOPPING - overall</b>								
Very satisfied	60.1	46.4	55.9	67.6	62.1	61.6	66.4	58.7
Somewhat satisfied	34.9	45.6	35.6	29.6	35.0	34.1	24.3	37.2
Somewhat dissatisfied	4.6	8.0	8.4	2.8	2.9	3.2	7.1	4.0
Not satisfied at all	0.5	0.0	0.1	0.0	0.0	1.0	2.3	0.1
<b>GOLF- overall</b>								
Very satisfied	85.2	72.8	84.4	100.0	86.0	87.4	75.8	86.2
Somewhat satisfied	11.9	8.7	15.6	0.0	9.7	12.6	10.1	12.1
Somewhat dissatisfied	2.8	18.5	0.0	0.0	4.3	0.0	14.1	1.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	74.7	86.7	75.6	69.5	71.6	75.4	80.1	73.4
Somewhat satisfied	23.4	8.6	22.2	28.4	27.1	23.0	13.9	25.7
Somewhat dissatisfied	1.9	4.7	2.1	2.2	1.3	1.6	6.0	0.9
Not satisfied at all	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
<b>TRANSPORTATION - overall</b>								
Very satisfied	75.1	58.5	71.0	72.4	75.3	82.0	73.2	75.9
Somewhat satisfied	18.3	29.7	15.8	23.2	14.5	17.9	18.9	18.0
Somewhat dissatisfied	5.9	11.8	10.0	4.4	10.2	0.1	7.9	5.1
Not satisfied at all	0.8	0.0	3.3	0.0	0.0	0.0	0.0	1.1
<b>AIRPORTS - overall</b>								
Very satisfied	59.2	60.0	60.2	48.9	55.7	62.9	48.8	61.5
Somewhat satisfied	38.2	35.5	36.8	47.9	40.0	36.1	47.1	36.3
Somewhat dissatisfied	2.0	0.0	3.0	3.2	2.8	1.1	4.1	1.6
Not satisfied at all	0.6	4.5	0.0	0.0	1.4	0.0	0.0	0.7
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	79.8	80.6	80.0	86.3	79.3	78.1	80.8	79.5
Somewhat satisfied	18.6	19.4	17.7	13.6	19.6	19.7	17.7	18.8
Somewhat dissatisfied	1.4	0.0	1.2	0.1	1.1	2.1	0.0	1.7
Not satisfied at all	0.3	0.0	1.2	0.0	0.0	0.0	1.5	0.0

Source: Hawai'i Tourism Authority



**Table 4.50 Maui Overall Satisfaction Ratings by Lifestyle – U.S. West 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	78.5	81.2	78.2	70.5	73.5	84.1	82.0	77.9
Somewhat satisfied	19.6	18.8	19.5	25.5	25.4	14.3	13.9	20.5
Somewhat dissatisfied	1.6	0.0	1.8	2.8	1.1	1.6	3.0	1.4
Not satisfied at all	0.3	0.0	0.5	1.2	0.0	0.0	1.1	0.1
<b>RESTAURANTS - overall</b>								
Very satisfied	59.2	74.6	52.0	59.9	51.8	67.6	56.9	59.5
Somewhat satisfied	35.8	25.4	40.0	36.1	42.6	29.0	35.0	35.9
Somewhat dissatisfied	4.6	0.0	7.3	2.9	5.1	3.4	7.0	4.2
Not satisfied at all	0.4	0.0	0.7	1.1	0.5	0.0	1.2	0.3
<b>SHOPPING - overall</b>								
Very satisfied	55.5	51.9	51.6	50.6	53.1	61.1	53.1	55.8
Somewhat satisfied	42.0	48.1	44.4	45.1	44.7	37.4	42.9	41.8
Somewhat dissatisfied	2.4	0.0	4.1	4.3	1.6	1.5	4.0	2.2
Not satisfied at all	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.2
<b>GOLF- overall</b>								
Very satisfied	77.9	100.0	72.5	64.6	87.2	77.0	100.0	75.0
Somewhat satisfied	18.9	0.0	20.4	35.4	10.0	20.8	0.0	21.4
Somewhat dissatisfied	2.5	0.0	4.0	0.0	2.8	2.2	0.0	2.8
Not satisfied at all	0.7	0.0	3.1	0.0	0.0	0.0	0.0	0.8
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	70.8	79.7	68.7	77.8	69.1	70.0	79.1	69.4
Somewhat satisfied	27.4	20.3	30.5	20.8	27.5	28.3	18.2	28.9
Somewhat dissatisfied	1.8	0.0	0.8	1.3	3.3	1.7	2.7	1.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	58.8	45.4	54.8	72.5	58.0	56.9	73.3	56.0
Somewhat satisfied	30.4	54.6	39.5	23.6	21.0	32.7	18.0	32.8
Somewhat dissatisfied	9.5	0.0	5.7	0.2	20.9	8.5	8.6	9.7
Not satisfied at all	1.3	0.0	0.0	3.8	0.1	1.9	0.1	1.5
<b>AIRPORTS - overall</b>								
Very satisfied	57.1	52.5	55.2	48.6	55.9	62.4	54.3	57.6
Somewhat satisfied	37.9	36.6	39.3	44.2	37.0	35.7	41.1	37.4
Somewhat dissatisfied	4.2	10.9	3.4	7.1	6.1	1.9	4.5	4.1
Not satisfied at all	0.7	0.0	2.1	0.0	1.0	0.0	0.0	0.8
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	78.1	72.3	79.2	77.3	75.8	79.8	79.9	77.8
Somewhat satisfied	21.2	27.7	20.2	21.3	23.4	19.7	18.7	21.5
Somewhat dissatisfied	0.7	0.0	0.7	1.5	0.8	0.5	1.4	0.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.51 Kaua‘i Overall Satisfaction Ratings by Lifestyle – U.S. West 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	81.3	47.7	77.8	85.0	77.0	88.0	76.6	82.2
Somewhat satisfied	15.4	43.9	17.4	13.5	19.5	9.7	17.5	15.0
Somewhat dissatisfied	3.3	8.5	4.7	1.5	3.6	2.3	5.8	2.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	60.1	40.1	55.7	36.0	63.8	68.0	42.0	63.3
Somewhat satisfied	33.5	39.1	38.3	51.4	28.8	28.7	40.3	32.2
Somewhat dissatisfied	5.4	7.9	6.0	11.0	5.6	3.3	14.7	3.7
Not satisfied at all	1.1	12.9	0.0	1.6	1.8	0.0	3.0	0.7
<b>SHOPPING - overall</b>								
Very satisfied	52.6	36.2	44.2	26.7	56.9	62.3	51.1	52.8
Somewhat satisfied	41.9	46.8	52.9	62.6	38.9	32.2	41.4	42.0
Somewhat dissatisfied	4.7	17.0	2.8	5.0	3.3	5.5	4.8	4.7
Not satisfied at all	0.8	0.0	0.0	5.7	0.9	0.0	2.7	0.5
<b>GOLF- overall</b>								
Very satisfied	71.2	100.0	62.9	64.3	84.8	71.5	44.1	73.1
Somewhat satisfied	27.1	0.0	37.1	35.7	15.2	24.5	55.9	25.0
Somewhat dissatisfied	1.7	0.0	0.0	0.0	0.0	4.0	0.0	1.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	75.8	72.5	69.7	81.6	77.2	77.2	80.3	74.9
Somewhat satisfied	19.3	27.5	26.3	7.4	19.8	17.3	9.2	21.4
Somewhat dissatisfied	4.3	0.0	4.0	11.1	0.7	5.6	10.5	3.0
Not satisfied at all	0.6	0.0	0.0	0.0	2.3	0.0	0.0	0.7
<b>TRANSPORTATION - overall</b>								
Very satisfied	39.5	43.6	42.2	11.9	52.0	39.6	35.4	41.1
Somewhat satisfied	33.7	16.9	40.4	56.3	20.8	32.7	35.5	33.0
Somewhat dissatisfied	18.8	13.6	17.3	22.3	18.3	20.9	11.9	21.6
Not satisfied at all	8.1	25.9	0.0	9.4	8.9	6.9	17.2	4.4
<b>AIRPORTS - overall</b>								
Very satisfied	65.5	49.6	64.8	51.2	75.7	63.9	59.9	66.5
Somewhat satisfied	30.3	50.4	33.0	23.9	21.0	34.9	24.9	31.3
Somewhat dissatisfied	3.7	0.0	2.2	24.8	2.4	0.4	15.2	1.5
Not satisfied at all	0.5	0.0	0.0	0.0	1.0	0.8	0.0	0.6
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	84.2	52.6	90.0	90.9	81.8	83.5	81.3	84.8
Somewhat satisfied	14.3	47.4	7.3	9.1	17.2	14.9	18.7	13.5
Somewhat dissatisfied	1.5	0.0	2.7	0.0	1.0	1.6	0.0	1.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai‘i Tourism Authority

**Table 4.52 Kaua‘i Overall Satisfaction Ratings by Lifestyle – U.S. West 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	80.5	75.4	76.2	83.5	74.2	86.2	78.0	80.8
Somewhat satisfied	16.2	24.6	20.4	15.3	17.6	12.1	15.7	16.3
Somewhat dissatisfied	2.2	0.0	2.9	1.2	4.1	1.5	4.5	1.9
Not satisfied at all	1.1	0.0	0.5	0.0	4.1	0.3	1.8	1.0
<b>RESTAURANTS - overall</b>								
Very satisfied	50.2	47.8	46.6	39.2	47.6	57.0	40.3	51.6
Somewhat satisfied	42.5	31.9	48.8	52.7	42.5	37.5	46.9	41.9
Somewhat dissatisfied	6.6	20.3	4.6	6.1	9.2	4.7	12.8	5.7
Not satisfied at all	0.7	0.0	0.0	2.0	0.7	0.7	0.0	0.8
<b>SHOPPING - overall</b>								
Very satisfied	45.3	35.1	46.6	38.4	45.1	47.7	51.2	44.5
Somewhat satisfied	47.9	59.0	47.0	58.8	46.5	45.1	48.8	47.7
Somewhat dissatisfied	5.3	0.0	5.6	0.0	7.6	6.0	0.0	6.1
Not satisfied at all	1.4	5.9	0.8	2.9	0.8	1.3	0.0	1.6
<b>GOLF- overall</b>								
Very satisfied	68.7	100.0	73.1	69.1	63.2	69.0	12.4	69.8
Somewhat satisfied	25.8	0.0	21.7	30.9	27.6	26.1	87.6	24.7
Somewhat dissatisfied	4.9	0.0	5.2	0.0	9.2	4.0	0.0	5.0
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	0.9	0.0	0.5
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	74.3	91.9	67.6	81.3	70.1	76.3	82.4	72.8
Somewhat satisfied	22.8	8.1	30.3	15.8	28.6	18.5	13.9	24.3
Somewhat dissatisfied	2.5	0.0	2.1	2.9	0.9	4.0	3.7	2.3
Not satisfied at all	0.5	0.0	0.0	0.0	0.4	1.1	0.0	0.6
<b>TRANSPORTATION - overall</b>								
Very satisfied	45.8	50.5	57.4	44.2	45.5	37.5	57.2	43.4
Somewhat satisfied	39.5	0.0	31.3	49.7	40.5	44.9	42.8	38.7
Somewhat dissatisfied	8.4	49.5	11.3	0.0	0.0	10.7	0.0	10.2
Not satisfied at all	6.3	0.0	0.0	6.1	14.1	6.9	0.0	7.7
<b>AIRPORTS - overall</b>								
Very satisfied	61.7	65.1	61.2	55.8	57.1	65.8	56.0	62.4
Somewhat satisfied	35.0	31.1	37.6	40.8	36.2	31.7	40.3	34.3
Somewhat dissatisfied	3.1	0.0	1.2	3.4	6.7	2.5	3.7	3.0
Not satisfied at all	0.2	3.9	0.0	0.0	0.0	0.0	0.0	0.2
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	78.6	94.1	80.0	91.0	77.8	72.3	84.6	77.7
Somewhat satisfied	18.4	5.9	17.1	9.0	21.0	22.2	15.4	18.8
Somewhat dissatisfied	2.7	0.0	2.9	0.0	1.1	4.7	0.0	3.1
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.3

Source: Hawai‘i Tourism Authority

**Table 4.53 Kona Overall Satisfaction Ratings by Lifestyle – U.S. West 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	81.3	100.0	75.6	87.3	77.0	85.3	79.3	81.6
Somewhat satisfied	15.1	0.0	19.5	12.7	20.5	10.7	20.7	14.3
Somewhat dissatisfied	2.5	0.0	4.9	0.0	2.5	1.5	0.0	2.9
Not satisfied at all	1.1	0.0	0.0	0.0	0.0	2.4	0.0	1.3
<b>RESTAURANT - overall</b>								
Very satisfied	56.0	100.0	56.8	44.9	55.7	57.6	60.9	55.3
Somewhat satisfied	38.4	0.0	38.8	46.6	40.7	35.8	39.1	38.3
Somewhat dissatisfied	4.6	0.0	3.5	8.5	3.6	5.0	0.0	5.3
Not satisfied at all	1.0	0.0	0.9	0.0	0.0	1.6	0.0	1.1
<b>SHOPPING - overall</b>								
Very satisfied	51.3	0.0	54.6	47.7	34.2	58.8	60.9	49.7
Somewhat satisfied	42.1	0.0	39.8	35.1	56.7	37.2	29.3	44.1
Somewhat dissatisfied	5.3	0.0	3.7	17.2	9.0	2.2	9.8	4.6
Not satisfied at all	1.3	0.0	2.0	0.0	0.0	1.9	0.0	1.5
<b>GOLF- overall</b>								
Very satisfied	79.3	0.0	79.5	81.8	90.3	74.7	100.0	76.4
Somewhat satisfied	17.5	0.0	20.5	18.2	9.7	18.8	0.0	19.9
Somewhat dissatisfied	3.3	0.0	0.0	0.0	0.0	6.5	0.0	3.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	66.7	0.0	64.6	60.5	73.1	65.6	74.1	65.3
Somewhat satisfied	28.2	100.0	29.5	39.5	25.4	26.5	23.2	29.1
Somewhat dissatisfied	4.7	0.0	4.2	0.0	1.6	7.7	2.7	5.1
Not satisfied at all	0.5	0.0	1.6	0.0	0.0	0.1	0.0	0.6
<b>TRANSPORTATION - overall</b>								
Very satisfied	39.1	0.0	39.8	79.5	27.1	35.7	100.0	31.1
Somewhat satisfied	31.0	0.0	38.1	8.7	27.6	38.8	0.0	35.1
Somewhat dissatisfied	17.0	0.0	22.0	1.9	41.0	0.0	0.0	19.3
Not satisfied at all	12.8	0.0	0.0	10.0	4.3	25.5	0.0	14.5
<b>AIRPORTS - overall</b>								
Very satisfied	47.8	0.0	34.0	58.6	51.1	52.1	51.4	47.2
Somewhat satisfied	46.8	0.0	57.3	32.1	48.9	42.4	44.7	47.1
Somewhat dissatisfied	4.9	100.0	6.7	9.4	0.0	5.4	3.8	5.1
Not satisfied at all	0.5	0.0	1.9	0.0	0.0	0.0	0.0	0.6
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	77.6	100.0	77.0	90.7	75.8	76.4	85.9	76.2
Somewhat satisfied	19.0	0.0	23.0	9.3	13.6	21.0	14.1	19.8
Somewhat dissatisfied	3.2	0.0	0.0	0.0	9.4	2.6	0.0	3.7
Not satisfied at all	0.3	0.0	0.0	0.0	1.2	0.0	0.0	0.3

Source: Hawai'i Tourism Authority

**Table 4.54 Kona Overall Satisfaction Ratings by Lifestyle – U.S. West 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	84.2	100.0	88.9	77.1	78.5	86.7	85.7	84.1
Somewhat satisfied	14.2	0.0	9.7	22.9	18.1	12.3	14.0	14.2
Somewhat dissatisfied	1.3	0.0	0.6	0.0	3.4	0.6	0.2	1.4
Not satisfied at all	0.3	0.0	0.8	0.0	0.0	0.4	0.0	0.4
<b>RESTAURANTS - overall</b>								
Very satisfied	55.9	61.4	54.0	38.6	52.0	63.9	47.8	56.6
Somewhat satisfied	37.9	38.6	36.4	45.2	43.6	33.2	45.4	37.3
Somewhat dissatisfied	5.7	0.0	8.8	13.2	4.4	2.8	6.2	5.6
Not satisfied at all	0.6	0.0	0.8	3.0	0.0	0.1	0.6	0.6
<b>SHOPPING - overall</b>								
Very satisfied	52.7	74.8	36.2	42.7	48.7	66.4	39.5	53.9
Somewhat satisfied	42.6	25.2	57.5	54.4	43.2	31.7	58.6	41.2
Somewhat dissatisfied	4.6	0.0	6.3	2.8	8.0	1.9	1.9	4.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	70.6	64.9	67.4	72.0	63.4	73.9	77.8	70.2
Somewhat satisfied	25.2	35.1	32.6	0.0	26.5	24.0	22.2	25.4
Somewhat dissatisfied	4.2	0.0	0.0	28.0	10.1	2.1	0.0	4.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	70.4	97.9	71.4	63.6	69.8	70.9	79.8	69.5
Somewhat satisfied	26.2	2.1	28.0	31.1	26.5	24.5	16.8	27.1
Somewhat dissatisfied	3.2	0.0	0.6	5.3	3.6	4.1	3.4	3.2
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.2
<b>TRANSPORTATION - overall</b>								
Very satisfied	56.7	100.0	60.9	41.6	51.1	58.6	69.0	55.8
Somewhat satisfied	27.7	0.0	32.1	42.8	30.7	21.2	31.0	27.5
Somewhat dissatisfied	11.5	0.0	3.0	15.5	17.7	11.4	0.0	12.3
Not satisfied at all	4.2	0.0	4.0	0.0	0.5	8.8	0.0	4.4
<b>AIRPORTS - overall</b>								
Very satisfied	52.7	97.9	48.1	42.2	52.3	57.1	50.3	53.0
Somewhat satisfied	37.2	0.0	42.4	44.9	36.5	33.9	41.5	36.8
Somewhat dissatisfied	8.3	2.1	4.2	10.8	10.5	8.6	5.4	8.5
Not satisfied at all	1.8	0.0	5.4	2.1	0.8	0.4	2.8	1.7
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	73.2	97.9	74.5	69.7	70.2	74.5	76.0	72.9
Somewhat satisfied	22.6	2.1	23.4	22.6	24.2	21.6	17.1	23.1
Somewhat dissatisfied	3.3	0.0	2.1	4.7	3.8	3.4	6.6	3.0
Not satisfied at all	1.0	0.0	0.1	3.0	1.8	0.5	0.4	1.0

Source: Hawai'i Tourism Authority

**Table 4.55 O‘ahu Overall Satisfaction Ratings by Lifestyle – U.S. East 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	74.1	93.5	79.5	65.8	69.8	75.9	72.2	75.7
Somewhat satisfied	23.0	5.7	16.6	30.3	27.5	21.9	25.0	21.4
Somewhat dissatisfied	1.6	0.0	0.6	3.7	1.5	1.6	2.1	1.3
Not satisfied at all	1.2	0.8	3.4	0.2	1.2	0.6	0.8	1.6
<b>RESTAURANT - overall</b>								
Very satisfied	67.3	63.4	66.0	73.0	65.9	66.9	68.3	66.5
Somewhat satisfied	29.8	36.5	34.0	24.8	28.2	30.3	29.0	30.4
Somewhat dissatisfied	2.7	0.1	0.0	2.2	5.0	2.6	2.7	2.6
Not satisfied at all	0.3	0.0	0.0	0.0	0.8	0.1	0.0	0.5
<b>SHOPPING - overall</b>								
Very satisfied	72.9	58.8	75.2	68.4	70.8	76.5	74.9	71.4
Somewhat satisfied	24.8	37.2	22.3	29.7	27.6	20.8	22.2	26.8
Somewhat dissatisfied	2.3	4.0	2.5	1.9	1.5	2.7	2.9	1.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	75.9	73.3	72.6	100.0	72.7	70.6	56.8	80.0
Somewhat satisfied	19.1	26.7	24.6	0.0	15.5	24.6	27.8	17.3
Somewhat dissatisfied	3.3	0.0	2.8	0.0	11.7	1.2	6.0	2.7
Not satisfied at all	1.7	0.0	0.0	0.0	0.0	3.7	9.4	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	74.9	86.4	80.8	77.6	66.1	75.6	76.0	74.0
Somewhat satisfied	22.8	13.6	15.6	20.2	32.9	21.6	20.7	24.6
Somewhat dissatisfied	1.7	0.0	3.6	0.9	1.0	1.9	2.0	1.4
Not satisfied at all	0.6	0.0	0.0	1.3	0.0	1.0	1.3	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	65.5	73.3	70.9	56.0	67.8	64.9	65.9	65.1
Somewhat satisfied	26.8	26.7	25.5	30.2	21.9	29.3	28.5	25.1
Somewhat dissatisfied	7.5	0.0	3.7	13.8	10.3	5.5	5.5	9.5
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.2
<b>AIRPORTS - overall</b>								
Very satisfied	62.3	56.9	70.3	66.1	55.8	62.3	68.5	57.6
Somewhat satisfied	32.8	43.1	25.0	31.2	38.9	31.8	26.5	37.6
Somewhat dissatisfied	4.3	0.0	4.8	2.7	5.0	4.6	4.9	3.8
Not satisfied at all	0.6	0.0	0.0	0.0	0.3	1.4	0.1	1.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	79.8	88.8	83.1	85.5	71.1	81.0	85.6	75.3
Somewhat satisfied	18.5	11.2	16.9	14.5	25.9	16.5	12.4	23.3
Somewhat dissatisfied	1.6	0.0	0.0	0.0	2.9	2.4	2.0	1.3
Not satisfied at all	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1

Source: Hawai'i Tourism Authority

**Table 4.56 O‘ahu Overall Satisfaction Ratings by Lifestyle – U.S. East 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	77.2	87.6	72.9	79.7	74.8	78.3	80.6	74.2
Somewhat satisfied	19.7	12.4	26.1	16.0	22.6	17.5	16.1	22.9
Somewhat dissatisfied	2.4	0.0	1.1	3.9	1.1	3.8	3.2	1.8
Not satisfied at all	0.7	0.0	0.0	0.4	1.5	0.3	0.2	1.1
<b>RESTAURANTS - overall</b>								
Very satisfied	60.5	39.4	65.3	55.8	60.2	64.1	59.8	61.2
Somewhat satisfied	34.8	47.9	30.1	36.6	35.9	33.0	33.7	35.7
Somewhat dissatisfied	4.4	12.7	4.6	6.5	3.9	2.7	6.3	2.7
Not satisfied at all	0.3	0.0	0.0	1.2	0.0	0.2	0.2	0.4
<b>SHOPPING - overall</b>								
Very satisfied	67.9	63.2	78.5	60.9	67.4	68.5	70.4	65.6
Somewhat satisfied	28.9	32.9	19.5	37.5	28.0	28.6	27.2	30.6
Somewhat dissatisfied	2.9	4.0	1.4	1.7	4.3	2.6	2.0	3.7
Not satisfied at all	0.3	0.0	0.6	0.0	0.3	0.3	0.4	0.2
<b>GOLF- overall</b>								
Very satisfied	72.2	100.0	57.2	82.7	68.8	77.7	76.6	70.2
Somewhat satisfied	26.2	0.0	38.2	17.3	28.9	22.3	23.4	27.5
Somewhat dissatisfied	1.6	0.0	4.6	0.0	2.3	0.0	0.0	2.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	75.4	82.7	79.9	82.1	72.1	71.3	80.0	70.8
Somewhat satisfied	23.2	13.7	16.5	17.9	27.2	26.9	18.6	27.7
Somewhat dissatisfied	1.3	3.6	3.0	0.0	0.7	1.5	1.2	1.4
Not satisfied at all	0.2	0.0	0.6	0.0	0.0	0.3	0.2	0.2
<b>TRANSPORTATION - overall</b>								
Very satisfied	69.0	71.8	74.8	61.4	69.5	70.2	69.0	69.1
Somewhat satisfied	24.1	23.7	21.4	18.6	25.7	26.5	24.1	24.1
Somewhat dissatisfied	4.8	0.0	2.7	15.8	2.8	2.3	6.6	2.8
Not satisfied at all	2.0	4.4	1.1	4.2	2.0	1.1	0.3	4.0
<b>AIRPORTS - overall</b>								
Very satisfied	61.7	74.9	58.5	66.3	55.6	64.5	64.2	59.4
Somewhat satisfied	32.8	25.1	38.7	26.4	37.8	30.1	30.2	35.0
Somewhat dissatisfied	4.6	0.0	2.8	5.4	5.9	4.2	4.9	4.3
Not satisfied at all	1.0	0.0	0.0	1.9	0.8	1.2	0.6	1.2
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	78.5	83.0	85.0	87.0	74.0	74.6	82.0	75.2
Somewhat satisfied	19.6	17.0	14.3	13.0	24.4	21.5	16.9	22.2
Somewhat dissatisfied	1.6	0.0	0.7	0.0	1.1	3.6	0.9	2.2
Not satisfied at all	0.3	0.0	0.0	0.0	0.5	0.3	0.2	0.3

Source: Hawai'i Tourism Authority

**Table 4.57 Maui Overall Satisfaction Ratings by Lifestyle – U.S. East 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	84.1	92.3	82.2	85.6	77.6	87.2	87.9	81.1
Somewhat satisfied	13.5	7.6	15.2	14.4	19.0	10.2	10.7	15.7
Somewhat dissatisfied	2.1	0.1	2.5	0.0	2.3	2.6	0.7	3.2
Not satisfied at all	0.3	0.0	0.0	0.0	1.1	0.0	0.6	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	66.0	51.7	64.1	66.5	61.7	72.5	64.3	67.4
Somewhat satisfied	28.9	35.9	31.0	27.4	30.6	25.6	28.2	29.4
Somewhat dissatisfied	5.1	12.4	4.9	6.1	7.7	1.8	7.5	3.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
<b>SHOPPING - overall</b>								
Very satisfied	66.6	66.4	73.0	67.8	72.2	59.8	72.6	61.6
Somewhat satisfied	30.8	33.5	25.5	31.0	24.7	36.5	24.2	36.2
Somewhat dissatisfied	2.1	0.0	1.5	1.2	1.9	3.0	2.0	2.1
Not satisfied at all	0.6	0.2	0.0	0.0	1.2	0.6	1.1	0.1
<b>GOLF- overall</b>								
Very satisfied	86.2	67.7	89.8	90.8	91.2	84.4	87.8	85.5
Somewhat satisfied	12.5	32.3	10.2	0.0	8.8	13.9	11.2	13.1
Somewhat dissatisfied	0.5	0.0	0.0	9.2	0.0	0.0	0.0	0.7
Not satisfied at all	0.8	0.0	0.0	0.0	0.0	1.7	1.0	0.8
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	78.9	80.8	74.9	90.7	82.7	75.3	81.4	76.7
Somewhat satisfied	19.6	15.3	23.4	8.7	15.7	23.6	15.5	23.2
Somewhat dissatisfied	1.2	3.8	1.7	0.6	0.4	1.0	2.4	0.1
Not satisfied at all	0.3	0.2	0.0	0.0	1.2	0.1	0.7	0.1
<b>TRANSPORTATION - overall</b>								
Very satisfied	70.0	77.6	89.5	69.0	51.0	76.0	72.5	67.5
Somewhat satisfied	21.9	22.4	2.5	19.5	36.9	17.7	20.1	23.8
Somewhat dissatisfied	5.0	0.0	8.0	0.0	7.2	4.7	4.5	5.6
Not satisfied at all	3.1	0.0	0.0	11.5	4.9	1.6	3.0	3.2
<b>AIRPORTS - overall</b>								
Very satisfied	62.7	39.9	60.6	80.0	60.0	66.4	64.7	61.0
Somewhat satisfied	33.9	48.3	35.9	16.2	34.7	32.9	32.2	35.2
Somewhat dissatisfied	2.9	11.8	3.4	3.8	2.8	0.7	1.7	3.8
Not satisfied at all	0.6	0.0	0.0	0.0	2.5	0.0	1.3	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	82.7	78.7	84.4	95.5	82.6	79.9	84.9	80.8
Somewhat satisfied	14.5	21.3	14.3	4.5	9.7	18.5	11.0	17.6
Somewhat dissatisfied	2.8	0.0	1.3	0.0	7.8	1.5	4.2	1.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0

Source: Hawai'i Tourism Authority



**Table 4.58 Maui Overall Satisfaction Ratings by Lifestyle – U.S. East 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	84.7	84.6	80.0	81.7	84.6	88.5	90.0	81.4
Somewhat satisfied	12.8	12.0	16.9	16.2	11.7	10.6	8.1	15.7
Somewhat dissatisfied	2.2	3.5	2.6	0.3	3.8	0.9	1.1	2.9
Not satisfied at all	0.3	0.0	0.6	1.7	0.0	0.0	0.8	0.0
<b>RESTAURANTS - overall</b>								
Very satisfied	65.8	72.7	56.8	65.0	63.3	70.9	68.4	64.2
Somewhat satisfied	31.0	23.6	39.4	31.6	33.6	26.5	28.8	32.4
Somewhat dissatisfied	2.5	3.6	3.8	1.7	2.6	1.9	1.7	3.1
Not satisfied at all	0.6	0.2	0.0	1.7	0.6	0.7	1.1	0.4
<b>SHOPPING - overall</b>								
Very satisfied	66.1	57.8	67.1	61.7	68.1	68.3	70.0	63.3
Somewhat satisfied	31.7	39.4	32.9	37.3	29.5	28.2	28.6	33.8
Somewhat dissatisfied	1.8	2.8	0.0	1.0	1.4	3.1	1.2	2.2
Not satisfied at all	0.4	0.0	0.0	0.0	1.0	0.5	0.2	0.6
<b>GOLF- overall</b>								
Very satisfied	83.5	97.7	79.8	100.0	79.0	81.7	89.4	80.4
Somewhat satisfied	15.1	2.3	17.5	0.0	21.0	15.5	9.0	18.3
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	1.4	0.0	2.8	0.0	0.0	2.8	1.6	1.3
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	82.1	76.6	86.2	85.4	81.3	81.1	82.2	82.0
Somewhat satisfied	16.9	21.8	13.0	14.6	16.6	18.5	17.1	16.7
Somewhat dissatisfied	1.1	1.6	0.9	0.0	2.1	0.4	0.7	1.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	65.6	37.2	56.6	56.8	75.7	72.8	68.7	63.2
Somewhat satisfied	28.9	59.5	39.6	32.8	19.1	23.1	30.7	27.6
Somewhat dissatisfied	5.1	3.3	3.8	10.4	5.2	2.7	0.6	8.4
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.5	0.0	0.8
<b>AIRPORTS - overall</b>								
Very satisfied	62.9	55.4	64.4	54.3	61.3	69.4	60.7	64.2
Somewhat satisfied	31.1	33.1	28.2	38.9	31.3	28.4	31.9	30.6
Somewhat dissatisfied	5.2	10.5	3.8	6.8	7.0	2.0	6.7	4.3
Not satisfied at all	0.8	1.0	3.6	0.0	0.4	0.2	0.7	0.9
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	83.6	85.4	79.2	92.0	82.7	82.3	87.1	81.3
Somewhat satisfied	13.8	12.0	16.7	8.0	14.5	14.7	10.6	15.8
Somewhat dissatisfied	2.4	2.5	3.4	0.0	2.7	2.5	1.9	2.6
Not satisfied at all	0.3	0.0	0.8	0.0	0.0	0.5	0.3	0.2

Source: Hawai'i Tourism Authority

**Table 4.59 Kaua‘i Overall Satisfaction Ratings by Lifestyle – U.S. East 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	85.4	93.8	84.2	86.0	79.4	88.5	84.6	85.9
Somewhat satisfied	13.1	4.4	13.0	12.1	19.2	10.8	13.7	12.7
Somewhat dissatisfied	1.2	0.0	2.8	1.9	0.9	0.7	0.9	1.3
Not satisfied at all	0.3	1.9	0.0	0.0	0.5	0.0	0.7	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	61.0	71.3	58.3	50.0	57.2	64.4	54.6	65.4
Somewhat satisfied	33.1	20.8	34.7	43.5	37.3	30.6	38.5	29.5
Somewhat dissatisfied	5.4	7.9	6.9	4.7	5.1	4.5	6.7	4.6
Not satisfied at all	0.5	0.0	0.0	1.8	0.5	0.5	0.3	0.6
<b>SHOPPING - overall</b>								
Very satisfied	54.2	52.8	53.1	65.5	54.0	53.1	49.8	57.4
Somewhat satisfied	41.8	38.7	44.8	28.3	44.1	41.8	47.7	37.5
Somewhat dissatisfied	3.9	8.5	2.0	4.4	1.9	5.1	2.2	5.1
Not satisfied at all	0.1	0.0	0.0	1.7	0.0	0.0	0.3	0.0
<b>GOLF- overall</b>								
Very satisfied	83.3	87.0	82.3	62.1	90.7	82.5	84.0	83.0
Somewhat satisfied	15.0	13.0	17.7	19.5	9.3	15.6	16.0	14.6
Somewhat dissatisfied	1.0	0.0	0.0	0.0	0.0	1.9	0.0	1.4
Not satisfied at all	0.8	0.0	0.0	18.4	0.0	0.0	0.0	1.1
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	81.6	96.6	75.4	86.4	85.8	76.2	85.7	78.6
Somewhat satisfied	17.3	3.4	24.6	11.9	13.9	21.5	13.8	19.9
Somewhat dissatisfied	1.0	0.0	0.0	1.7	0.0	2.3	0.5	1.3
Not satisfied at all	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.1
<b>TRANSPORTATION - overall</b>								
Very satisfied	66.2	70.5	83.3	40.1	61.1	72.9	59.0	79.5
Somewhat satisfied	30.9	19.3	16.7	49.5	36.4	27.1	36.5	20.5
Somewhat dissatisfied	2.0	10.2	0.0	10.4	0.0	0.0	3.1	0.0
Not satisfied at all	0.9	0.0	0.0	0.0	2.5	0.0	1.3	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	64.1	68.1	64.6	67.0	65.9	61.1	67.0	62.1
Somewhat satisfied	31.9	30.1	31.1	25.9	30.7	34.7	30.5	32.9
Somewhat dissatisfied	2.8	1.9	4.3	4.9	3.1	1.7	2.0	3.3
Not satisfied at all	1.2	0.0	0.0	2.2	0.4	2.5	0.5	1.7
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	83.2	95.8	85.0	76.0	85.2	78.7	84.7	82.1
Somewhat satisfied	15.5	4.2	13.0	22.7	13.4	20.0	14.5	16.2
Somewhat dissatisfied	1.0	0.0	0.0	1.3	1.4	1.2	0.4	1.4
Not satisfied at all	0.3	0.0	1.9	0.0	0.0	0.0	0.4	0.3

Source: Hawai‘i Tourism Authority

**Table 4.60 Kaua‘i Overall Satisfaction Ratings by Lifestyle – U.S. East 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	83.4	76.2	79.3	85.0	81.2	87.9	82.5	83.9
Somewhat satisfied	15.3	21.4	19.3	15.0	17.5	10.9	16.1	14.9
Somewhat dissatisfied	1.1	2.4	1.3	0.0	1.3	1.0	1.4	1.0
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
<b>RESTAURANTS - overall</b>								
Very satisfied	57.2	73.6	52.2	48.4	54.1	60.3	59.1	56.2
Somewhat satisfied	37.3	24.0	39.9	43.1	36.4	38.1	34.8	38.6
Somewhat dissatisfied	4.9	0.8	7.2	8.5	8.3	1.6	5.2	4.8
Not satisfied at all	0.6	1.5	0.7	0.0	1.2	0.0	0.9	0.4
<b>SHOPPING - overall</b>								
Very satisfied	49.4	63.3	43.5	49.8	46.0	51.4	56.0	46.0
Somewhat satisfied	44.4	32.5	53.2	42.3	43.9	43.8	37.1	48.2
Somewhat dissatisfied	5.1	4.2	0.0	7.9	8.6	4.5	6.1	4.6
Not satisfied at all	1.1	0.0	3.3	0.0	1.5	0.3	0.7	1.3
<b>GOLF- overall</b>								
Very satisfied	79.2	82.0	72.7	87.8	82.2	77.2	76.1	80.3
Somewhat satisfied	16.6	18.0	24.0	12.2	16.0	15.0	20.2	15.2
Somewhat dissatisfied	4.2	0.0	3.3	0.0	1.9	7.8	3.7	4.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	77.7	91.8	72.5	88.0	74.7	75.9	78.0	77.5
Somewhat satisfied	20.1	8.2	26.8	9.6	20.5	22.4	18.3	21.1
Somewhat dissatisfied	1.7	0.0	0.8	2.4	3.2	1.4	2.9	1.1
Not satisfied at all	0.5	0.0	0.0	0.0	1.5	0.2	0.8	0.3
<b>TRANSPORTATION - overall</b>								
Very satisfied	53.3	51.8	55.1	33.3	60.0	56.5	47.9	56.6
Somewhat satisfied	35.9	48.2	44.9	59.0	21.9	30.1	42.1	32.1
Somewhat dissatisfied	7.2	0.0	0.0	7.7	14.0	6.1	2.2	10.3
Not satisfied at all	3.5	0.0	0.0	0.0	4.1	7.3	7.8	0.9
<b>AIRPORTS - overall</b>								
Very satisfied	60.3	61.1	44.2	63.0	64.0	63.9	60.4	60.2
Somewhat satisfied	33.1	31.9	44.5	33.6	30.8	29.7	31.3	34.1
Somewhat dissatisfied	6.1	7.0	10.6	2.9	4.4	6.1	7.7	5.3
Not satisfied at all	0.5	0.0	0.7	0.5	0.8	0.2	0.6	0.4
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	81.7	74.7	78.5	88.1	83.0	81.9	79.5	82.9
Somewhat satisfied	15.7	25.3	19.1	6.7	12.7	16.7	16.4	15.3
Somewhat dissatisfied	2.4	0.0	2.3	5.2	4.0	0.9	3.9	1.5
Not satisfied at all	0.3	0.0	0.0	0.0	0.3	0.5	0.3	0.3

Source: Hawai‘i Tourism Authority

**Table 4.61 Kona Overall Satisfaction Ratings by Lifestyle – U.S. East 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	89.4	92.4	98.6	76.3	89.0	89.3	83.9	91.6
Somewhat satisfied	7.1	6.5	1.4	6.8	10.9	7.2	13.1	4.7
Somewhat dissatisfied	3.5	1.1	0.0	16.9	0.0	3.5	3.0	3.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1
<b>RESTAURANT - overall</b>								
Very satisfied	66.5	89.7	67.0	54.7	65.7	68.0	58.3	70.0
Somewhat satisfied	30.6	1.5	33.0	36.5	34.0	28.8	35.2	28.6
Somewhat dissatisfied	2.6	8.8	0.0	8.8	0.3	2.5	6.5	0.9
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.5
<b>SHOPPING - overall</b>								
Very satisfied	55.6	27.6	66.9	65.5	46.3	56.1	50.7	57.5
Somewhat satisfied	40.2	72.4	31.9	29.9	53.3	36.2	47.2	37.3
Somewhat dissatisfied	4.2	0.0	1.2	4.3	0.4	7.8	2.1	5.1
Not satisfied at all	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	85.7	100.0	100.0	33.0	77.8	87.7	80.1	87.5
Somewhat satisfied	10.5	0.0	0.0	67.0	22.2	3.9	19.9	7.3
Somewhat dissatisfied	3.8	0.0	0.0	0.0	0.0	8.4	0.0	5.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	77.0	64.8	91.8	66.5	75.0	76.7	75.2	77.8
Somewhat satisfied	19.6	19.1	6.9	27.0	25.0	19.4	19.6	19.6
Somewhat dissatisfied	3.3	16.1	1.3	6.5	0.0	3.7	4.9	2.6
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.2	0.3	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	63.1	76.3	70.9	48.6	65.5	60.0	68.1	59.7
Somewhat satisfied	25.9	23.7	11.0	49.5	17.6	33.8	15.5	33.0
Somewhat dissatisfied	9.0	0.0	18.1	0.0	12.0	5.6	15.3	4.8
Not satisfied at all	2.0	0.0	0.0	1.9	4.8	0.6	1.1	2.5
<b>AIRPORTS - overall</b>								
Very satisfied	59.8	83.8	63.5	61.8	46.9	63.2	70.4	55.6
Somewhat satisfied	36.9	8.4	36.2	33.3	49.0	33.6	26.7	40.9
Somewhat dissatisfied	3.1	7.7	0.3	4.4	3.4	3.1	2.7	3.2
Not satisfied at all	0.3	0.0	0.0	0.6	0.7	0.1	0.2	0.3
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	73.2	84.4	72.8	68.4	80.6	70.1	71.2	74.0
Somewhat satisfied	23.1	0.0	19.0	29.1	18.1	27.6	25.9	21.9
Somewhat dissatisfied	3.5	15.6	8.2	2.6	1.3	1.7	2.8	3.7
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.3

Source: Hawai'i Tourism Authority

**Table 4.62 Kona Overall Satisfaction Ratings by Lifestyle – U.S. East 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	81.0	84.4	85.0	61.7	83.5	70.8	81.6	80.7
Somewhat satisfied	16.9	15.6	15.0	30.7	13.5	25.3	17.1	16.8
Somewhat dissatisfied	2.0	0.0	0.0	7.6	3.0	4.0	1.3	2.4
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
<b>RESTAURANTS - overall</b>								
Very satisfied	53.9	30.4	37.0	56.2	53.0	65.8	55.8	52.9
Somewhat satisfied	40.8	39.6	55.3	39.0	42.3	32.0	39.5	41.6
Somewhat dissatisfied	4.9	30.0	7.7	4.7	3.4	2.2	4.7	4.9
Not satisfied at all	0.4	0.0	0.0	0.0	1.2	0.0	0.0	0.6
<b>SHOPPING - overall</b>								
Very satisfied	48.5	68.7	36.6	39.7	46.1	59.2	46.7	49.4
Somewhat satisfied	46.4	20.0	60.3	55.0	45.9	37.9	47.1	46.0
Somewhat dissatisfied	5.0	11.3	3.1	5.2	8.1	2.7	6.2	4.4
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
<b>GOLF- overall</b>								
Very satisfied	78.7	100.0	87.0	100.0	52.4	76.3	73.0	82.1
Somewhat satisfied	16.0	0.0	2.8	0.0	27.5	23.7	18.4	14.5
Somewhat dissatisfied	5.4	0.0	10.2	0.0	20.1	0.0	8.5	3.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	70.8	83.6	71.6	66.8	67.0	74.5	72.6	69.7
Somewhat satisfied	28.5	16.4	25.4	33.2	33.0	25.1	27.2	29.3
Somewhat dissatisfied	0.7	0.0	3.0	0.0	0.0	0.4	0.2	1.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	49.4	42.2	69.6	47.8	41.2	49.7	40.3	55.5
Somewhat satisfied	34.3	57.8	29.7	15.1	44.8	30.1	38.6	31.4
Somewhat dissatisfied	7.9	0.0	0.7	1.5	14.1	8.8	9.2	6.9
Not satisfied at all	8.4	0.0	0.0	35.5	0.0	11.4	11.9	6.1
<b>AIRPORTS - overall</b>								
Very satisfied	54.3	84.3	40.0	58.6	50.3	61.1	54.7	54.1
Somewhat satisfied	37.4	15.7	48.2	33.1	41.5	31.8	35.5	38.5
Somewhat dissatisfied	7.6	0.0	9.7	8.0	7.5	7.0	9.9	6.4
Not satisfied at all	0.7	0.0	2.1	0.3	0.7	0.1	0.0	1.1
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	72.4	71.3	65.5	74.7	70.8	76.9	69.3	74.0
Somewhat satisfied	25.0	28.7	32.9	25.3	25.3	19.8	28.3	23.3
Somewhat dissatisfied	2.6	0.0	1.7	0.0	4.0	3.2	2.4	2.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.63 O‘ahu Overall Satisfaction Ratings by Lifestyle – Japan 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	51.9	61.9	55.0	55.1	51.2	46.1	50.8	52.7
Somewhat satisfied	42.4	34.6	41.0	39.6	42.2	47.3	43.3	41.8
Somewhat dissatisfied	4.9	3.2	3.4	4.4	5.8	5.6	4.8	4.9
Not satisfied at all	0.8	0.3	0.7	0.9	0.8	1.0	1.0	0.6
<b>RESTAURANT - overall</b>								
Very satisfied	30.2	33.8	29.7	39.8	32.0	24.0	29.3	30.9
Somewhat satisfied	56.3	54.5	58.1	48.7	55.6	59.8	54.9	57.4
Somewhat dissatisfied	12.6	10.2	11.3	10.7	11.6	15.4	14.5	11.1
Not satisfied at all	0.9	1.4	0.9	0.8	0.8	0.8	1.3	0.6
<b>SHOPPING - overall</b>								
Very satisfied	48.6	60.0	48.5	62.6	50.3	37.3	49.6	47.9
Somewhat satisfied	46.1	37.3	46.8	35.3	44.8	54.6	45.0	46.9
Somewhat dissatisfied	4.9	2.6	4.1	2.0	4.7	7.6	5.0	4.9
Not satisfied at all	0.3	0.0	0.6	0.1	0.2	0.6	0.4	0.3
<b>GOLF- overall</b>								
Very satisfied	43.9	76.1	41.7	40.8	49.4	39.3	53.0	41.4
Somewhat satisfied	41.6	23.9	44.9	42.5	38.6	43.7	28.7	45.2
Somewhat dissatisfied	13.2	0.0	10.5	12.4	10.8	16.5	17.2	12.1
Not satisfied at all	1.3	0.0	2.9	4.4	1.2	0.4	1.1	1.3
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	43.7	57.1	41.7	58.1	42.5	31.6	47.7	40.2
Somewhat satisfied	48.4	38.6	49.0	36.4	50.4	57.3	45.1	51.1
Somewhat dissatisfied	7.3	3.5	8.4	5.0	6.4	10.4	6.3	8.2
Not satisfied at all	0.7	0.8	0.9	0.4	0.7	0.6	0.9	0.5
<b>TRANSPORTATION - overall</b>								
Very satisfied	41.8	54.0	37.5	47.3	36.8	40.5	46.7	38.1
Somewhat satisfied	47.5	37.8	47.1	44.0	51.1	50.2	44.7	49.6
Somewhat dissatisfied	9.6	7.1	14.1	7.9	10.2	8.6	8.0	10.8
Not satisfied at all	1.1	1.1	1.3	0.8	1.9	0.7	0.6	1.5
<b>AIRPORTS - overall</b>								
Very satisfied	25.6	31.6	26.2	29.6	26.0	21.2	26.3	25.0
Somewhat satisfied	58.9	56.1	58.5	56.5	57.9	61.7	57.5	59.9
Somewhat dissatisfied	14.5	11.8	14.2	12.4	15.4	15.8	14.9	14.2
Not satisfied at all	1.1	0.5	1.1	1.6	0.8	1.3	1.3	1.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	51.6	60.4	52.7	60.1	50.3	45.4	54.2	49.8
Somewhat satisfied	43.8	36.8	42.1	37.0	45.2	49.0	41.6	45.4
Somewhat dissatisfied	4.2	2.5	4.9	2.7	4.3	5.0	3.8	4.5
Not satisfied at all	0.4	0.3	0.3	0.2	0.2	0.6	0.4	0.4

Source: Hawai'i Tourism Authority

**Table 4.64 O‘ahu Overall Satisfaction Ratings by Lifestyle – Japan 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	51.4	59.8	53.2	52.5	48.9	49.3	50.7	51.6
Somewhat satisfied	41.9	33.3	41.2	40.8	44.1	43.5	42.6	41.5
Somewhat dissatisfied	6.0	6.6	5.0	5.3	6.0	6.4	5.9	6.0
Not satisfied at all	0.8	0.2	0.6	1.4	1.0	0.7	0.8	0.8
<b>RESTAURANTS - overall</b>								
Very satisfied	28.5	32.5	26.4	34.8	29.1	24.9	27.8	28.7
Somewhat satisfied	56.2	51.2	57.3	53.0	57.2	57.8	53.7	57.4
Somewhat dissatisfied	14.4	15.8	15.1	11.8	12.7	16.1	17.2	13.1
Not satisfied at all	1.0	0.5	1.3	0.5	1.0	1.2	1.3	0.8
<b>SHOPPING - overall</b>								
Very satisfied	47.2	56.7	45.2	61.4	47.9	38.0	48.5	46.6
Somewhat satisfied	46.3	40.1	48.4	34.3	46.8	52.2	44.9	46.9
Somewhat dissatisfied	6.2	3.3	5.1	4.0	5.1	9.5	6.3	6.1
Not satisfied at all	0.4	0.0	1.3	0.3	0.2	0.3	0.2	0.5
<b>GOLF- overall</b>								
Very satisfied	40.9	35.0	46.2	45.0	49.4	35.4	34.2	42.2
Somewhat satisfied	49.5	46.8	40.6	55.0	43.3	54.3	48.9	49.7
Somewhat dissatisfied	9.2	18.3	13.1	0.0	7.3	9.5	16.9	7.6
Not satisfied at all	0.4	0.0	0.0	0.0	0.0	0.8	0.0	0.5
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	42.4	60.2	39.9	54.4	38.6	33.6	47.7	39.7
Somewhat satisfied	50.1	35.4	52.3	41.6	55.0	55.2	44.8	52.9
Somewhat dissatisfied	7.1	4.1	7.2	4.0	5.9	11.0	6.9	7.3
Not satisfied at all	0.3	0.3	0.6	0.0	0.4	0.2	0.6	0.2
<b>TRANSPORTATION - overall</b>								
Very satisfied	43.7	56.6	37.9	46.8	39.4	44.0	50.4	40.5
Somewhat satisfied	45.9	35.9	49.7	45.3	48.0	46.1	41.6	47.9
Somewhat dissatisfied	9.3	7.3	10.7	7.7	10.9	8.8	7.6	10.1
Not satisfied at all	1.1	0.2	1.6	0.2	1.7	1.1	0.4	1.5
<b>AIRPORTS - overall</b>								
Very satisfied	24.4	32.5	25.9	31.4	21.3	20.6	25.4	24.0
Somewhat satisfied	56.7	51.0	58.0	52.5	58.9	57.9	52.8	58.5
Somewhat dissatisfied	17.5	16.1	14.1	15.3	17.8	20.4	20.2	16.3
Not satisfied at all	1.4	0.4	2.0	0.8	2.0	1.1	1.7	1.2
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	50.2	61.3	52.8	56.3	45.6	46.2	54.0	48.4
Somewhat satisfied	45.1	36.4	42.0	39.1	49.4	48.6	41.4	46.8
Somewhat dissatisfied	4.3	1.8	4.3	4.1	4.7	4.9	3.9	4.5
Not satisfied at all	0.5	0.5	0.9	0.5	0.3	0.3	0.7	0.3

Source: Hawai'i Tourism Authority

**Table 4.65 Maui Overall Satisfaction Ratings by Lifestyle – Japan 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	64.7	84.5	72.0	57.2	68.6	56.0	56.5	67.6
Somewhat satisfied	33.4	15.5	28.0	29.5	29.6	44.0	37.8	31.8
Somewhat dissatisfied	1.9	0.0	0.0	13.3	1.8	0.0	5.7	0.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	27.1	44.8	22.9	33.4	23.8	24.6	21.6	29.0
Somewhat satisfied	60.5	17.1	62.9	55.4	65.1	69.1	63.0	59.7
Somewhat dissatisfied	10.7	33.8	14.2	6.1	11.2	4.5	13.3	9.8
Not satisfied at all	1.7	4.3	0.0	5.1	0.0	1.8	2.1	1.5
<b>SHOPPING - overall</b>								
Very satisfied	24.0	27.1	32.3	36.3	23.3	17.5	19.9	25.3
Somewhat satisfied	47.8	38.4	51.2	45.6	50.6	46.8	49.3	47.3
Somewhat dissatisfied	26.9	34.5	16.5	18.2	26.1	32.3	30.9	25.6
Not satisfied at all	1.3	0.0	0.0	0.0	0.0	3.3	0.0	1.8
<b>GOLF- overall</b>								
Very satisfied	61.7	0.0	67.0	70.1	78.3	56.3	33.7	65.3
Somewhat satisfied	30.5	0.0	33.0	29.9	0.0	37.0	26.6	31.0
Somewhat dissatisfied	7.8	0.0	0.0	0.0	21.7	6.7	39.7	3.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	37.3	48.9	37.3	69.7	39.3	23.6	34.0	38.7
Somewhat satisfied	49.7	32.4	50.5	30.3	50.5	59.3	40.2	53.5
Somewhat dissatisfied	12.3	18.8	12.2	0.0	7.6	17.0	25.9	6.9
Not satisfied at all	0.6	0.0	0.0	0.0	2.6	0.0	0.0	0.9
<b>TRANSPORTATION - overall</b>								
Very satisfied	26.8	35.2	26.5	32.5	18.8	26.6	26.2	27.1
Somewhat satisfied	41.1	33.8	40.9	35.3	31.4	52.4	42.1	40.6
Somewhat dissatisfied	24.2	4.3	24.8	32.2	43.4	17.8	19.0	26.7
Not satisfied at all	7.9	26.7	7.8	0.0	6.4	3.2	12.7	5.6
<b>AIRPORTS - overall</b>								
Very satisfied	22.1	4.5	26.1	34.8	17.7	24.0	3.6	28.8
Somewhat satisfied	56.9	81.4	55.2	53.7	49.8	57.0	71.0	51.9
Somewhat dissatisfied	19.0	0.0	18.7	11.6	32.5	17.4	20.4	18.4
Not satisfied at all	1.9	14.1	0.0	0.0	0.0	1.6	5.0	0.9
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	44.5	43.1	37.7	60.5	38.2	48.6	38.1	47.0
Somewhat satisfied	49.7	49.2	53.0	39.5	58.0	45.5	53.6	48.2
Somewhat dissatisfied	5.8	7.7	9.3	0.0	3.8	5.9	8.2	4.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority



**Table 4.66 Maui Overall Satisfaction Ratings by Lifestyle – Japan 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	67.9	57.4	75.3	64.1	68.7	66.9	59.6	69.9
Somewhat satisfied	26.5	42.6	24.7	27.8	18.7	30.2	36.1	24.1
Somewhat dissatisfied	5.6	0.0	0.0	8.1	12.6	2.9	4.4	6.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANTS - overall</b>								
Very satisfied	23.4	21.7	29.6	18.7	35.8	14.8	27.3	22.2
Somewhat satisfied	63.8	78.3	65.1	72.0	50.6	68.5	64.8	63.6
Somewhat dissatisfied	10.4	0.0	5.4	9.2	13.6	11.2	7.9	11.1
Not satisfied at all	2.4	0.0	0.0	0.0	0.0	5.5	0.0	3.2
<b>SHOPPING - overall</b>								
Very satisfied	21.2	40.3	7.4	33.3	19.5	21.4	21.3	21.1
Somewhat satisfied	57.0	38.0	66.2	66.7	61.9	49.9	56.2	57.2
Somewhat dissatisfied	20.1	21.7	26.4	0.0	12.6	28.7	18.6	20.6
Not satisfied at all	1.7	0.0	0.0	0.0	6.1	0.0	3.8	1.1
<b>GOLF- overall</b>								
Very satisfied	73.2	100.0	66.2	100.0	40.5	77.8	49.4	74.8
Somewhat satisfied	26.8	0.0	33.8	0.0	59.5	22.2	50.6	25.2
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	43.5	0.0	53.0	36.1	43.9	47.1	46.0	42.5
Somewhat satisfied	47.7	100.0	24.1	63.9	46.9	44.9	48.4	47.4
Somewhat dissatisfied	7.2	0.0	22.9	0.0	9.3	3.9	5.6	7.9
Not satisfied at all	1.6	0.0	0.0	0.0	0.0	4.0	0.0	2.2
<b>TRANSPORTATION - overall</b>								
Very satisfied	15.5	35.1	0.0	8.5	11.7	23.6	25.2	11.4
Somewhat satisfied	52.5	0.0	72.0	43.1	57.5	52.8	61.1	48.8
Somewhat dissatisfied	29.0	64.9	28.0	48.4	30.7	15.9	13.7	35.6
Not satisfied at all	3.0	0.0	0.0	0.0	0.0	7.7	0.0	4.2
<b>AIRPORTS - overall</b>								
Very satisfied	17.6	26.7	0.0	22.4	9.8	24.9	3.9	21.3
Somewhat satisfied	61.5	73.3	79.3	47.7	71.0	53.9	80.6	56.3
Somewhat dissatisfied	17.4	0.0	20.7	29.9	12.7	17.3	11.6	19.0
Not satisfied at all	3.5	0.0	0.0	0.0	6.5	3.9	3.9	3.4
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	49.9	51.4	72.3	82.8	48.2	34.2	34.6	54.1
Somewhat satisfied	46.3	48.6	27.7	17.2	40.6	63.6	61.1	42.3
Somewhat dissatisfied	2.8	0.0	0.0	0.0	7.5	2.2	0.0	3.6
Not satisfied at all	0.9	0.0	0.0	0.0	3.7	0.0	4.3	0.0

Source: Hawai'i Tourism Authority

**Table 4.67 Kona Overall Satisfaction Ratings by Lifestyle – Japan 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	70.9	78.3	70.0	75.6	78.0	64.6	70.1	71.3
Somewhat satisfied	27.1	21.7	28.5	24.4	19.5	32.5	27.6	26.9
Somewhat dissatisfied	2.0	0.0	1.5	0.0	2.6	2.9	2.3	1.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	31.6	38.5	30.6	43.6	30.6	27.3	31.9	31.4
Somewhat satisfied	53.0	48.1	47.4	45.8	56.2	56.2	53.2	52.9
Somewhat dissatisfied	13.8	9.7	18.6	10.6	12.0	15.2	13.8	13.9
Not satisfied at all	1.6	3.7	3.5	0.0	1.1	1.2	1.0	1.9
<b>SHOPPING - overall</b>								
Very satisfied	17.7	19.2	10.4	21.9	20.3	17.0	22.8	15.0
Somewhat satisfied	55.3	43.8	65.5	49.8	54.6	56.6	49.5	58.3
Somewhat dissatisfied	23.5	34.9	19.8	24.0	22.0	22.8	24.7	22.9
Not satisfied at all	3.5	2.1	4.3	4.3	3.1	3.7	3.0	3.8
<b>GOLF- overall</b>								
Very satisfied	65.5	100.0	65.7	100.0	53.7	67.7	54.8	67.7
Somewhat satisfied	27.0	0.0	23.1	0.0	32.4	28.3	34.6	25.5
Somewhat dissatisfied	6.3	0.0	11.2	0.0	14.0	1.8	10.6	5.5
Not satisfied at all	1.1	0.0	0.0	0.0	0.0	2.1	0.0	1.3
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	46.9	70.6	45.1	57.9	40.5	39.3	55.2	43.0
Somewhat satisfied	43.4	25.7	41.6	38.3	42.4	54.0	38.0	46.0
Somewhat dissatisfied	9.2	3.7	13.4	3.7	15.5	6.8	6.8	10.3
Not satisfied at all	0.4	0.0	0.0	0.0	1.6	0.0	0.0	0.6
<b>TRANSPORTATION - overall</b>								
Very satisfied	22.3	21.5	12.1	28.1	19.6	26.2	28.6	19.0
Somewhat satisfied	42.4	58.7	55.5	39.0	38.7	35.7	49.6	38.6
Somewhat dissatisfied	24.9	17.1	21.1	29.0	26.2	26.8	19.1	28.0
Not satisfied at all	10.4	2.8	11.3	4.0	15.4	11.2	2.7	14.4
<b>AIRPORTS - overall</b>								
Very satisfied	19.1	24.7	11.2	32.5	21.8	15.4	24.8	16.1
Somewhat satisfied	57.0	62.3	63.4	38.8	54.9	59.5	54.6	58.3
Somewhat dissatisfied	20.3	10.5	22.5	21.0	19.3	22.3	15.2	23.0
Not satisfied at all	3.6	2.5	2.9	7.7	4.0	2.8	5.4	2.6
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	49.6	69.3	45.9	64.0	49.0	42.6	52.9	47.9
Somewhat satisfied	42.7	30.7	42.8	31.0	44.1	47.8	42.7	42.7
Somewhat dissatisfied	6.3	0.0	8.9	2.3	4.5	9.2	3.4	7.8
Not satisfied at all	1.4	0.0	2.4	2.8	2.4	0.5	1.0	1.6

Source: Hawai'i Tourism Authority

**Table 4.68 Kona Overall Satisfaction Ratings by Lifestyle – Japan 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	62.1	66.0	68.4	76.9	62.9	56.4	62.8	61.9
Somewhat satisfied	33.2	31.9	27.6	23.1	33.6	36.7	33.2	33.2
Somewhat dissatisfied	4.7	2.1	4.0	0.0	3.5	6.9	3.9	4.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANTS - overall</b>								
Very satisfied	22.3	28.8	20.2	35.4	27.8	15.3	23.2	22.0
Somewhat satisfied	58.8	51.6	56.2	54.5	54.1	65.0	60.6	58.3
Somewhat dissatisfied	17.1	19.6	21.0	10.2	17.4	16.8	15.5	17.6
Not satisfied at all	1.8	0.0	2.6	0.0	0.7	2.9	0.6	2.2
<b>SHOPPING - overall</b>								
Very satisfied	13.9	13.9	11.6	17.2	14.3	13.6	15.9	13.2
Somewhat satisfied	50.0	42.0	43.2	47.3	44.3	58.1	53.7	48.8
Somewhat dissatisfied	32.4	34.5	40.1	33.6	38.5	25.4	25.1	34.9
Not satisfied at all	3.7	9.6	5.1	1.9	2.9	3.0	5.3	3.2
<b>GOLF- overall</b>								
Very satisfied	58.7	60.4	50.9	83.3	64.2	56.9	59.1	58.6
Somewhat satisfied	36.0	39.6	49.1	16.7	35.8	35.3	40.9	35.3
Somewhat dissatisfied	2.6	0.0	0.0	0.0	0.0	3.8	0.0	3.0
Not satisfied at all	2.7	0.0	0.0	0.0	0.0	4.0	0.0	3.1
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	45.0	70.6	43.5	61.9	52.6	29.6	56.7	41.3
Somewhat satisfied	46.5	23.1	41.1	35.9	42.3	59.8	39.4	48.7
Somewhat dissatisfied	7.5	3.2	11.9	2.2	5.2	10.0	2.8	8.9
Not satisfied at all	1.0	3.1	3.5	0.0	0.0	0.7	1.1	1.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	15.8	19.8	10.2	25.8	15.7	14.1	23.3	13.2
Somewhat satisfied	41.4	32.6	55.6	31.6	30.8	47.9	40.0	41.8
Somewhat dissatisfied	30.6	32.6	20.1	28.0	46.0	24.8	27.3	31.7
Not satisfied at all	12.2	14.9	14.1	14.6	7.6	13.2	9.3	13.2
<b>AIRPORTS - overall</b>								
Very satisfied	16.1	16.0	15.1	24.4	17.6	13.8	19.6	15.0
Somewhat satisfied	52.7	61.3	49.7	54.1	50.0	53.5	53.6	52.4
Somewhat dissatisfied	27.2	22.7	26.2	19.7	31.0	27.7	24.7	28.1
Not satisfied at all	3.9	0.0	9.0	1.8	1.3	5.0	2.1	4.5
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	46.1	57.9	47.7	55.8	56.7	34.9	52.3	44.1
Somewhat satisfied	46.3	39.9	47.7	44.2	35.1	54.2	44.5	46.8
Somewhat dissatisfied	6.8	2.2	1.6	0.0	8.1	10.0	3.2	8.0
Not satisfied at all	0.8	0.0	3.0	0.0	0.0	1.0	0.0	1.1

Source: Hawai'i Tourism Authority

**Table 4.69 O‘ahu Overall Satisfaction Ratings by Lifestyle – Canada 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	65.6	67.4	76.7	50.2	55.1	75.1	60.0	69.8
Somewhat satisfied	31.3	32.6	22.6	44.8	39.8	22.8	35.8	28.0
Somewhat dissatisfied	2.6	0.0	0.0	5.0	5.1	1.1	3.6	1.8
Not satisfied at all	0.5	0.0	0.8	0.0	0.0	1.0	0.7	0.3
<b>RESTAURANT - overall</b>								
Very satisfied	58.0	46.3	52.0	63.5	56.8	60.3	54.8	60.4
Somewhat satisfied	37.2	38.1	39.2	33.2	39.8	36.4	38.3	36.4
Somewhat dissatisfied	3.9	15.6	8.0	2.3	2.8	2.1	5.4	2.7
Not satisfied at all	0.9	0.0	0.8	1.0	0.6	1.2	1.5	0.5
<b>SHOPPING - overall</b>								
Very satisfied	65.6	76.5	69.7	54.8	66.7	67.8	58.6	71.0
Somewhat satisfied	32.8	18.9	30.3	43.5	32.0	30.0	39.7	27.7
Somewhat dissatisfied	1.5	4.5	0.0	1.5	1.3	2.1	1.6	1.3
Not satisfied at all	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0
<b>GOLF- overall</b>								
Very satisfied	59.2	100.0	100.0	34.1	55.8	60.5	53.5	67.4
Somewhat satisfied	24.6	0.0	0.0	8.0	44.2	39.5	19.2	32.6
Somewhat dissatisfied	16.2	0.0	0.0	57.9	0.0	0.0	27.3	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	69.2	53.3	76.4	70.2	62.3	70.8	68.8	69.5
Somewhat satisfied	29.6	46.7	22.4	29.6	36.9	26.7	30.1	29.2
Somewhat dissatisfied	1.2	0.0	1.2	0.1	0.7	2.4	1.1	1.3
Not satisfied at all	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	68.5	55.4	63.4	53.5	63.0	83.8	58.2	76.2
Somewhat satisfied	27.1	44.6	31.4	42.8	25.4	16.1	35.6	20.8
Somewhat dissatisfied	3.1	0.0	3.2	3.4	8.1	0.0	5.7	1.3
Not satisfied at all	1.3	0.0	2.1	0.3	3.5	0.1	0.6	1.8
<b>AIRPORTS - overall</b>								
Very satisfied	54.5	41.7	66.1	39.6	40.2	68.2	51.3	57.0
Somewhat satisfied	40.0	58.3	32.8	51.6	52.3	26.7	42.9	37.8
Somewhat dissatisfied	4.2	0.0	1.1	6.9	6.3	3.4	5.4	3.3
Not satisfied at all	1.2	0.0	0.0	1.9	1.2	1.6	0.4	1.8
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	80.2	75.8	84.4	83.8	78.7	77.3	81.8	79.0
Somewhat satisfied	16.5	24.2	14.5	10.9	17.3	19.2	15.8	16.9
Somewhat dissatisfied	3.2	0.0	0.3	5.3	4.0	3.4	2.0	4.1
Not satisfied at all	0.2	0.0	0.7	0.0	0.0	0.1	0.4	0.0

Source: Hawai'i Tourism Authority

**Table 4.70 O'ahu Overall Satisfaction Ratings by Lifestyle – Canada 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	67.1	74.2	67.8	58.5	63.3	73.2	68.6	66.1
Somewhat satisfied	28.3	25.8	28.7	37.1	27.1	25.9	27.9	28.6
Somewhat dissatisfied	4.3	0.0	3.5	4.3	9.5	0.1	2.7	5.3
Not satisfied at all	0.3	0.0	0.0	0.0	0.1	0.8	0.7	0.1
<b>RESTAURANTS - overall</b>								
Very satisfied	54.4	47.8	47.6	44.3	57.0	60.6	54.7	54.2
Somewhat satisfied	38.8	50.5	46.9	41.4	37.6	33.5	38.2	39.1
Somewhat dissatisfied	6.3	0.0	5.5	14.3	5.5	4.4	6.3	6.3
Not satisfied at all	0.6	1.7	0.0	0.0	0.0	1.5	0.8	0.4
<b>SHOPPING - overall</b>								
Very satisfied	59.9	68.9	58.1	61.6	51.8	67.1	60.2	59.6
Somewhat satisfied	36.5	31.1	36.0	34.7	46.1	28.8	34.6	37.7
Somewhat dissatisfied	3.2	0.0	5.9	3.7	1.4	3.4	4.6	2.3
Not satisfied at all	0.5	0.0	0.0	0.0	0.8	0.7	0.6	0.4
<b>GOLF- overall</b>								
Very satisfied	83.0	0.0	85.2	100.0	81.5	82.9	82.5	83.3
Somewhat satisfied	13.1	100.0	14.8	0.0	18.5	1.8	17.5	10.5
Somewhat dissatisfied	3.9	0.0	0.0	0.0	0.0	15.4	0.0	6.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	72.7	84.6	70.0	77.4	75.0	69.0	77.1	69.5
Somewhat satisfied	25.9	15.4	28.4	22.6	24.4	28.2	20.8	29.6
Somewhat dissatisfied	0.9	0.0	1.6	0.0	0.1	1.8	1.7	0.4
Not satisfied at all	0.5	0.0	0.0	0.0	0.5	0.9	0.4	0.5
<b>TRANSPORTATION - overall</b>								
Very satisfied	73.8	51.9	74.0	57.6	74.1	81.9	74.2	73.5
Somewhat satisfied	22.4	48.1	26.0	37.3	21.3	13.7	20.9	23.3
Somewhat dissatisfied	3.9	0.0	0.0	5.1	4.6	4.4	4.9	3.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	58.1	74.4	60.1	47.9	52.1	65.9	58.5	57.8
Somewhat satisfied	37.2	25.6	35.3	49.6	41.5	29.7	35.9	38.0
Somewhat dissatisfied	4.5	0.0	3.4	2.5	6.4	4.4	5.5	3.8
Not satisfied at all	0.2	0.0	1.1	0.0	0.0	0.1	0.1	0.3
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	76.7	86.9	72.9	75.0	79.8	76.3	78.7	75.5
Somewhat satisfied	20.6	13.1	25.8	22.7	18.4	19.0	18.3	22.1
Somewhat dissatisfied	2.1	0.0	1.3	2.3	1.8	3.0	2.2	2.1
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	1.7	0.8	0.4

Source: Hawai'i Tourism Authority

**Table 4.71 Maui Overall Satisfaction Ratings by Lifestyle – Canada 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	80.3	82.1	78.8	77.0	76.3	85.4	76.2	82.5
Somewhat satisfied	18.1	17.9	18.8	23.0	23.3	12.1	22.8	15.6
Somewhat dissatisfied	1.6	0.0	2.4	0.0	0.4	2.5	1.0	1.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	57.6	68.4	55.6	55.8	57.3	58.4	51.4	61.0
Somewhat satisfied	36.6	22.5	36.4	44.2	40.0	33.5	40.8	34.2
Somewhat dissatisfied	5.5	9.1	8.0	0.0	2.7	7.1	7.7	4.3
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.9	0.0	0.5
<b>SHOPPING - overall</b>								
Very satisfied	53.3	58.6	49.7	42.3	49.0	62.4	46.7	57.2
Somewhat satisfied	43.6	41.4	45.6	55.7	45.8	36.6	49.9	40.0
Somewhat dissatisfied	2.4	0.0	4.7	0.0	5.0	0.1	2.5	2.4
Not satisfied at all	0.6	0.0	0.0	2.0	0.3	0.8	0.9	0.4
<b>GOLF- overall</b>								
Very satisfied	78.8	36.6	74.2	0.0	73.4	93.0	69.3	81.4
Somewhat satisfied	19.2	63.4	25.8	100.0	22.4	7.0	29.4	16.4
Somewhat dissatisfied	2.0	0.0	0.0	0.0	4.3	0.0	1.3	2.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	69.8	87.8	64.7	77.9	70.3	67.3	74.9	66.5
Somewhat satisfied	28.9	12.2	33.9	21.5	29.1	30.3	24.1	32.1
Somewhat dissatisfied	1.3	0.0	1.4	0.6	0.6	2.3	1.0	1.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	65.0	23.4	55.8	60.2	61.6	82.0	70.5	62.0
Somewhat satisfied	28.3	46.0	36.9	28.0	31.0	17.6	25.0	30.1
Somewhat dissatisfied	5.2	30.6	7.2	1.7	6.7	0.4	4.0	5.8
Not satisfied at all	1.5	0.0	0.0	10.1	0.8	0.0	0.6	2.0
<b>AIRPORTS - overall</b>								
Very satisfied	52.5	52.2	47.1	45.2	51.4	59.7	48.0	55.0
Somewhat satisfied	40.8	42.2	44.5	50.1	39.7	35.7	44.3	38.8
Somewhat dissatisfied	5.7	5.6	7.3	4.6	6.9	3.9	7.6	4.6
Not satisfied at all	1.0	0.0	1.1	0.0	2.0	0.7	0.0	1.5
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	81.4	78.8	73.8	78.3	88.7	83.2	81.5	81.4
Somewhat satisfied	17.6	12.8	25.3	21.1	10.9	16.1	16.8	18.0
Somewhat dissatisfied	1.0	8.4	0.9	0.6	0.3	0.6	1.7	0.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.72 Maui Overall Satisfaction Ratings by Lifestyle – Canada 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	80.1	74.8	78.4	81.1	78.3	83.1	77.4	81.6
Somewhat satisfied	17.3	12.6	19.4	16.6	19.1	15.1	19.5	16.0
Somewhat dissatisfied	2.4	12.6	2.1	2.3	2.7	0.9	3.1	2.1
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.4
<b>RESTAURANTS - overall</b>								
Very satisfied	57.5	47.7	48.1	60.9	52.5	69.0	55.7	58.5
Somewhat satisfied	35.0	45.0	37.7	35.9	37.3	28.6	33.7	35.8
Somewhat dissatisfied	6.9	7.3	12.7	2.9	9.3	2.2	9.9	5.1
Not satisfied at all	0.6	0.0	1.5	0.3	0.8	0.2	0.8	0.6
<b>SHOPPING - overall</b>								
Very satisfied	58.5	38.1	59.0	61.9	54.5	63.3	56.4	59.8
Somewhat satisfied	35.5	56.2	37.0	27.4	39.9	31.2	36.5	34.9
Somewhat dissatisfied	5.1	5.7	4.0	6.5	5.5	4.6	5.8	4.7
Not satisfied at all	0.9	0.0	0.0	4.3	0.0	0.9	1.3	0.7
<b>GOLF- overall</b>								
Very satisfied	70.8	15.1	84.4	63.7	59.3	81.4	62.4	73.5
Somewhat satisfied	24.5	84.9	9.6	36.3	37.8	11.7	37.6	20.4
Somewhat dissatisfied	3.5	0.0	5.9	0.0	2.9	3.6	0.0	4.6
Not satisfied at all	1.2	0.0	0.0	0.0	0.0	3.4	0.0	1.6
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	76.7	85.2	72.6	88.0	76.0	72.8	76.6	76.7
Somewhat satisfied	21.4	7.6	23.8	12.0	21.6	26.9	19.4	22.8
Somewhat dissatisfied	1.7	7.2	2.7	0.0	2.4	0.3	4.0	0.1
Not satisfied at all	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.3
<b>TRANSPORTATION - overall</b>								
Very satisfied	59.9	79.4	46.5	49.3	56.3	74.8	56.2	62.3
Somewhat satisfied	32.6	20.6	35.2	43.5	40.3	17.7	37.4	29.4
Somewhat dissatisfied	5.2	0.0	9.2	3.7	2.9	7.5	6.0	4.6
Not satisfied at all	2.3	0.0	9.1	3.6	0.5	0.0	0.4	3.7
<b>AIRPORTS - overall</b>								
Very satisfied	49.0	41.1	48.1	46.2	42.8	58.1	48.4	49.3
Somewhat satisfied	44.9	51.2	47.0	44.4	49.4	38.6	47.0	43.7
Somewhat dissatisfied	4.9	7.7	4.8	9.4	5.3	1.8	4.0	5.4
Not satisfied at all	1.2	0.0	0.0	0.0	2.5	1.5	0.6	1.5
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	85.3	77.5	85.5	87.6	84.1	86.3	88.2	83.7
Somewhat satisfied	13.6	21.5	12.4	12.4	14.0	13.6	11.2	14.9
Somewhat dissatisfied	1.0	1.0	1.9	0.0	1.9	0.1	0.6	1.3
Not satisfied at all	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1

Source: Hawai'i Tourism Authority

**Table 4.73 Kaua‘i Overall Satisfaction Ratings by Lifestyle – Canada 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	83.2	69.7	83.7	79.7	85.9	82.9	83.1	83.2
Somewhat satisfied	14.2	23.9	13.6	17.1	9.8	15.9	15.8	13.5
Somewhat dissatisfied	2.6	6.4	2.7	3.1	4.3	1.2	1.1	3.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	51.3	47.1	42.1	36.8	62.6	52.4	55.3	49.4
Somewhat satisfied	44.7	52.9	52.8	63.2	32.4	43.7	42.5	45.7
Somewhat dissatisfied	3.3	0.0	2.6	0.0	4.5	3.9	1.8	4.1
Not satisfied at all	0.6	0.0	2.5	0.0	0.5	0.0	0.4	0.8
<b>SHOPPING - overall</b>								
Very satisfied	50.0	47.3	39.0	44.8	49.1	57.2	50.1	49.9
Somewhat satisfied	44.1	46.5	55.7	49.0	41.9	38.4	48.4	42.0
Somewhat dissatisfied	4.8	0.0	3.9	6.2	7.2	3.9	0.0	7.1
Not satisfied at all	1.2	6.2	1.3	0.0	1.8	0.6	1.6	1.0
<b>GOLF- overall</b>								
Very satisfied	74.8	50.3	64.7	46.1	76.5	79.2	75.9	74.4
Somewhat satisfied	25.2	49.7	35.3	53.9	23.5	20.8	24.1	25.6
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	71.8	88.1	61.5	79.4	74.9	72.1	72.2	71.6
Somewhat satisfied	25.7	11.9	35.4	17.3	23.4	25.2	27.1	25.0
Somewhat dissatisfied	2.0	0.0	3.2	3.3	1.6	1.4	0.0	3.0
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.3	0.7	0.4
<b>TRANSPORTATION - overall</b>								
Very satisfied	45.2	40.0	39.6	25.8	42.0	54.0	53.5	39.1
Somewhat satisfied	37.3	21.6	36.5	74.2	27.6	37.5	40.7	34.8
Somewhat dissatisfied	13.9	0.0	16.4	0.0	26.6	8.5	5.8	20.0
Not satisfied at all	3.5	38.3	7.5	0.0	3.8	0.0	0.0	6.1
<b>AIRPORTS - overall</b>								
Very satisfied	57.0	35.1	51.4	55.2	61.2	59.1	55.1	57.8
Somewhat satisfied	40.2	64.9	43.2	43.3	38.1	37.6	44.2	38.3
Somewhat dissatisfied	2.7	0.0	5.5	1.5	0.7	2.8	0.0	3.9
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.5	0.7	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	76.8	92.6	77.0	76.8	81.8	72.7	77.7	76.4
Somewhat satisfied	20.3	7.4	20.1	23.2	13.4	24.8	18.1	21.3
Somewhat dissatisfied	2.6	0.0	2.9	0.0	4.8	2.0	4.2	1.9
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.4

Source: Hawai‘i Tourism Authority



**Table 4.74 Kaua‘i Overall Satisfaction Ratings by Lifestyle – Canada 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	77.3	71.8	81.0	76.4	73.7	78.2	77.3	77.2
Somewhat satisfied	20.2	23.2	17.9	23.6	24.3	17.9	21.0	19.7
Somewhat dissatisfied	2.3	5.0	1.1	0.0	1.9	3.4	1.6	2.7
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.4
<b>RESTAURANTS - overall</b>								
Very satisfied	49.6	64.2	41.6	47.9	45.8	54.4	49.4	49.6
Somewhat satisfied	44.3	31.8	47.4	44.6	50.4	40.6	43.6	44.7
Somewhat dissatisfied	5.6	4.0	10.9	5.2	3.8	4.2	6.0	5.3
Not satisfied at all	0.6	0.0	0.0	2.3	0.0	0.8	1.0	0.3
<b>SHOPPING - overall</b>								
Very satisfied	48.0	51.8	38.6	52.3	45.0	53.1	51.4	46.3
Somewhat satisfied	46.3	36.8	52.7	35.4	50.8	44.0	44.5	47.2
Somewhat dissatisfied	5.1	11.4	8.6	12.4	3.5	1.9	4.1	5.6
Not satisfied at all	0.6	0.0	0.0	0.0	0.8	0.9	0.0	0.9
<b>GOLF- overall</b>								
Very satisfied	69.1	89.1	70.8	79.7	62.7	67.7	77.4	66.8
Somewhat satisfied	27.5	0.0	24.9	20.3	37.3	28.0	20.2	29.4
Somewhat dissatisfied	2.6	0.0	4.3	0.0	0.0	3.6	0.0	3.3
Not satisfied at all	0.9	10.9	0.0	0.0	0.0	0.8	2.4	0.5
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	73.3	84.2	75.2	74.5	66.7	74.7	77.3	71.1
Somewhat satisfied	24.3	15.8	22.4	20.8	32.6	22.1	22.3	25.4
Somewhat dissatisfied	1.5	0.0	2.4	1.5	0.0	2.1	0.4	2.1
Not satisfied at all	0.9	0.0	0.0	3.2	0.8	1.0	0.0	1.4
<b>TRANSPORTATION - overall</b>								
Very satisfied	43.6	75.4	30.7	46.2	29.3	50.5	52.7	36.0
Somewhat satisfied	34.0	24.6	55.4	40.7	39.1	25.1	32.7	35.1
Somewhat dissatisfied	10.9	0.0	0.0	7.2	16.2	13.0	10.2	11.4
Not satisfied at all	11.5	0.0	13.9	6.0	15.4	11.5	4.5	17.4
<b>AIRPORTS - overall</b>								
Very satisfied	60.1	54.6	54.3	48.0	63.2	64.2	61.5	59.4
Somewhat satisfied	33.7	45.4	37.4	41.6	31.6	30.3	34.0	33.6
Somewhat dissatisfied	6.0	0.0	8.2	10.5	5.2	5.0	4.0	7.0
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	81.3	92.6	84.0	80.3	80.8	79.4	83.8	80.0
Somewhat satisfied	17.2	7.4	14.4	19.7	18.1	18.5	15.0	18.4
Somewhat dissatisfied	1.3	0.0	1.6	0.0	1.2	1.7	1.2	1.3
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3

Source: Hawai‘i Tourism Authority

**Table 4.75 Kona Overall Satisfaction Ratings by Lifestyle – Canada 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	85.1	78.2	87.9	79.7	85.8	84.5	86.1	84.7
Somewhat satisfied	12.7	12.5	10.0	19.4	11.9	13.5	11.8	13.0
Somewhat dissatisfied	1.4	9.3	2.1	0.9	0.0	1.4	1.1	1.5
Not satisfied at all	0.9	0.0	0.0	0.0	2.3	0.6	0.9	0.8
<b>RESTAURANT - overall</b>								
Very satisfied	57.1	60.0	55.7	38.0	56.3	61.6	55.5	57.7
Somewhat satisfied	38.7	34.2	39.5	55.4	38.3	35.7	39.3	38.4
Somewhat dissatisfied	4.0	5.8	4.8	6.7	4.4	2.7	4.3	3.9
Not satisfied at all	0.3	0.0	0.0	0.0	0.9	0.0	0.9	0.0
<b>SHOPPING - overall</b>								
Very satisfied	52.0	29.2	60.8	39.9	47.1	54.0	50.5	52.6
Somewhat satisfied	43.3	66.4	33.4	46.5	48.3	43.4	42.6	43.7
Somewhat dissatisfied	4.6	4.4	5.7	13.5	4.7	2.6	6.9	3.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	74.4	100.0	84.6	100.0	68.6	70.5	85.0	72.7
Somewhat satisfied	19.1	0.0	15.4	0.0	17.8	23.0	15.0	19.8
Somewhat dissatisfied	6.5	0.0	0.0	0.0	13.7	6.5	0.0	7.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	66.3	69.3	70.7	56.3	74.8	58.9	70.3	64.4
Somewhat satisfied	30.4	30.7	24.5	38.0	21.5	39.2	25.9	32.5
Somewhat dissatisfied	3.1	0.0	3.6	5.7	3.7	2.0	2.9	3.1
Not satisfied at all	0.3	0.0	1.2	0.0	0.0	0.0	0.9	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	47.3	42.3	43.2	21.7	52.2	52.0	42.4	49.3
Somewhat satisfied	33.5	12.8	47.0	16.9	40.2	28.3	28.6	35.5
Somewhat dissatisfied	11.9	45.0	4.7	52.9	2.9	9.5	19.1	8.9
Not satisfied at all	7.3	0.0	5.1	8.5	4.7	10.2	9.8	6.3
<b>AIRPORTS - overall</b>								
Very satisfied	54.8	53.8	52.7	44.5	60.0	54.2	55.2	54.6
Somewhat satisfied	39.1	46.2	42.7	47.0	33.8	38.9	39.2	39.1
Somewhat dissatisfied	5.5	0.0	3.8	8.5	4.8	7.0	4.1	6.1
Not satisfied at all	0.6	0.0	0.8	0.0	1.5	0.0	1.4	0.3
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	75.7	84.5	77.3	74.0	76.7	73.9	75.9	75.7
Somewhat satisfied	21.7	9.8	22.4	20.3	20.9	23.1	19.8	22.5
Somewhat dissatisfied	1.7	5.7	0.3	3.1	0.0	3.1	2.3	1.5
Not satisfied at all	0.8	0.0	0.0	2.6	2.4	0.0	2.0	0.3

Source: Hawai'i Tourism Authority

**Table 4.76 Kona Overall Satisfaction Ratings by Lifestyle – Canada 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	77.8	84.2	82.0	71.2	77.2	77.1	79.3	77.1
Somewhat satisfied	19.8	15.8	16.2	27.3	19.8	20.2	19.4	20.0
Somewhat dissatisfied	2.3	0.0	1.8	1.5	2.4	2.8	1.4	2.7
Not satisfied at all	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.3
<b>RESTAURANTS - overall</b>								
Very satisfied	52.7	55.3	47.9	44.2	54.9	56.1	51.3	53.4
Somewhat satisfied	41.2	44.7	43.9	45.2	37.8	41.0	43.8	39.9
Somewhat dissatisfied	6.0	0.0	8.3	10.5	6.7	2.9	5.0	6.4
Not satisfied at all	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.2
<b>SHOPPING - overall</b>								
Very satisfied	54.1	45.2	54.5	36.6	55.9	58.1	53.9	54.3
Somewhat satisfied	40.1	46.6	38.6	50.5	38.2	39.1	39.9	40.1
Somewhat dissatisfied	5.3	0.0	6.0	12.9	5.9	2.4	5.9	5.1
Not satisfied at all	0.5	8.2	0.9	0.0	0.0	0.3	0.4	0.5
<b>GOLF- overall</b>								
Very satisfied	75.8	100.0	66.6	59.3	76.4	80.1	73.2	76.8
Somewhat satisfied	23.0	0.0	29.1	40.7	23.6	19.0	22.4	23.2
Somewhat dissatisfied	1.2	0.0	4.3	0.0	0.0	0.9	4.4	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	69.4	86.0	70.8	59.8	72.9	67.3	75.5	66.1
Somewhat satisfied	29.1	14.0	29.2	34.6	24.9	32.0	23.4	32.2
Somewhat dissatisfied	1.5	0.0	0.0	5.6	2.2	0.8	1.1	1.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	49.2	44.7	53.6	44.6	49.1	48.5	43.5	52.3
Somewhat satisfied	36.0	55.3	43.0	31.5	36.4	32.3	33.1	37.6
Somewhat dissatisfied	8.6	0.0	3.4	10.9	10.0	9.8	14.8	5.2
Not satisfied at all	6.2	0.0	0.0	13.0	4.5	9.4	8.6	4.9
<b>AIRPORTS - overall</b>								
Very satisfied	51.8	38.6	53.4	46.7	53.1	51.9	52.3	51.5
Somewhat satisfied	38.3	50.3	33.7	43.0	37.5	39.9	39.9	37.4
Somewhat dissatisfied	8.2	11.1	10.7	10.3	7.5	6.4	6.3	9.2
Not satisfied at all	1.7	0.0	2.2	0.0	1.9	1.8	1.5	1.8
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	75.4	50.3	79.3	73.4	77.0	73.2	78.2	73.9
Somewhat satisfied	20.9	49.7	18.5	23.3	18.6	22.3	19.7	21.5
Somewhat dissatisfied	3.0	0.0	1.5	3.3	2.4	4.6	1.6	3.7
Not satisfied at all	0.7	0.0	0.8	0.0	1.9	0.0	0.5	0.9

Source: Hawai'i Tourism Authority

**Table 4.77 O'ahu Overall Satisfaction Ratings by Lifestyle – Europe 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	65.2	87.0	53.8	66.3	64.2	61.7	62.5	72.2
Somewhat satisfied	30.9	13.0	33.8	29.6	31.0	38.3	34.7	21.3
Somewhat dissatisfied	0.8	0.0	0.0	4.1	0.1	0.0	1.1	0.1
Not satisfied at all	3.0	0.0	12.4	0.0	4.7	0.0	1.7	6.4
<b>RESTAURANT - overall</b>								
Very satisfied	49.2	29.4	20.5	39.1	65.9	52.5	45.2	59.1
Somewhat satisfied	41.2	35.0	56.9	52.8	32.9	39.3	41.4	40.9
Somewhat dissatisfied	4.5	0.8	22.6	8.1	1.2	0.0	6.4	0.0
Not satisfied at all	5.0	34.7	0.0	0.0	0.0	8.2	7.0	0.0
<b>SHOPPING - overall</b>								
Very satisfied	57.5	51.5	47.8	39.2	64.0	69.9	56.1	60.6
Somewhat satisfied	39.4	47.7	52.2	46.3	35.9	30.1	39.6	39.0
Somewhat dissatisfied	3.0	0.8	0.0	14.5	0.2	0.0	4.3	0.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	40.8	0.0	100.0	45.4	80.7	0.0	18.3	62.7
Somewhat satisfied	59.2	100.0	0.0	54.6	19.3	0.0	81.7	37.3
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	56.8	25.7	38.7	48.5	69.5	69.8	57.3	55.7
Somewhat satisfied	37.4	73.4	47.4	37.1	30.3	25.7	34.5	44.3
Somewhat dissatisfied	5.8	0.9	13.9	14.4	0.2	4.6	8.2	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	54.5	43.8	34.1	38.8	62.6	67.0	48.1	72.8
Somewhat satisfied	42.0	55.4	65.2	56.1	37.1	22.6	47.2	27.2
Somewhat dissatisfied	1.1	0.9	0.0	5.1	0.4	0.0	1.5	0.0
Not satisfied at all	2.4	0.0	0.6	0.0	0.0	10.4	3.2	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	48.2	42.6	33.9	23.1	58.2	61.9	45.6	54.6
Somewhat satisfied	46.8	57.4	52.4	73.4	36.1	34.6	50.0	39.1
Somewhat dissatisfied	3.7	0.0	0.0	3.5	5.7	3.5	2.6	6.2
Not satisfied at all	1.3	0.0	13.7	0.0	0.0	0.0	1.8	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	80.4	86.2	55.5	60.5	88.2	91.6	80.4	80.5
Somewhat satisfied	17.9	13.8	30.7	39.0	11.8	7.1	17.4	19.2
Somewhat dissatisfied	1.7	0.0	13.8	0.5	0.0	1.3	2.3	0.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.78 O‘ahu Overall Satisfaction Ratings by Lifestyle – Europe 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	65.2	75.3	78.9	61.5	56.2	77.1	58.6	84.0
Somewhat satisfied	30.0	24.7	14.0	30.1	40.8	19.5	37.3	9.5
Somewhat dissatisfied	3.0	0.0	7.1	6.9	1.5	0.0	2.8	3.6
Not satisfied at all	1.7	0.0	0.0	1.5	1.5	3.4	1.3	2.9
<b>RESTAURANT - overall</b>								
Very satisfied	47.4	48.8	49.3	42.6	40.2	65.5	41.5	63.7
Somewhat satisfied	41.9	50.5	38.5	41.6	47.2	32.1	44.1	35.8
Somewhat dissatisfied	7.5	0.6	11.8	8.3	9.7	2.4	10.0	0.5
Not satisfied at all	3.2	0.0	0.4	7.5	2.8	0.0	4.4	0.0
<b>SHOPPING - overall</b>								
Very satisfied	60.1	49.7	61.6	60.6	58.8	63.4	56.0	71.3
Somewhat satisfied	35.0	50.3	37.1	33.8	32.6	36.1	38.5	25.6
Somewhat dissatisfied	3.2	0.0	1.3	4.3	5.0	0.5	3.3	3.1
Not satisfied at all	1.6	0.0	0.0	1.3	3.6	0.0	2.2	0.0
<b>GOLF- overall</b>								
Very satisfied	62.5	100.0	0.0	45.9	83.4	58.7	54.4	82.5
Somewhat satisfied	27.4	0.0	100.0	36.3	0.9	41.3	31.4	17.5
Somewhat dissatisfied	10.1	0.0	0.0	17.9	15.7	0.0	14.1	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	61.5	68.0	75.7	60.2	60.8	58.0	60.4	65.1
Somewhat satisfied	33.8	32.0	23.4	35.4	33.9	35.6	33.5	34.9
Somewhat dissatisfied	3.3	0.0	0.4	4.3	1.8	6.4	4.4	0.0
Not satisfied at all	1.3	0.0	0.4	0.1	3.5	0.0	1.7	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	52.8	68.4	54.0	41.8	49.3	69.5	49.3	63.8
Somewhat satisfied	42.2	31.6	44.1	42.9	50.5	30.3	45.2	32.8
Somewhat dissatisfied	4.5	0.0	1.9	13.9	0.1	0.0	4.8	3.4
Not satisfied at all	0.5	0.0	0.0	1.4	0.0	0.2	0.7	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	39.6	67.7	49.0	31.8	32.5	51.2	33.7	55.3
Somewhat satisfied	48.1	13.9	50.4	56.2	53.8	35.3	51.0	40.3
Somewhat dissatisfied	12.2	18.4	0.7	11.6	13.5	13.6	15.2	4.2
Not satisfied at all	0.2	0.0	0.0	0.4	0.1	0.0	0.2	0.2
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	76.1	81.7	95.8	72.9	70.1	81.5	76.6	74.5
Somewhat satisfied	22.5	17.7	3.8	22.6	29.8	18.5	21.5	25.5
Somewhat dissatisfied	1.4	0.5	0.4	4.5	0.1	0.0	1.9	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.79 Maui Overall Satisfaction Ratings by Lifestyle – Europe 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	75.5	74.9	70.8	75.0	71.0	84.4	73.8	79.2
Somewhat satisfied	23.2	24.2	27.8	22.1	27.8	15.0	25.0	19.0
Somewhat dissatisfied	1.3	0.9	1.4	2.5	1.2	0.6	1.2	1.5
Not satisfied at all	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.3
<b>RESTAURANT - overall</b>								
Very satisfied	49.9	49.6	47.4	48.1	48.8	54.4	46.3	57.7
Somewhat satisfied	42.0	39.9	49.3	41.9	46.5	34.5	43.5	38.6
Somewhat dissatisfied	7.0	8.6	2.5	10.0	2.1	11.1	8.4	3.7
Not satisfied at all	1.2	1.9	0.8	0.0	2.5	0.0	1.7	0.0
<b>SHOPPING - overall</b>								
Very satisfied	46.5	42.6	47.8	42.7	50.5	47.8	43.1	53.7
Somewhat satisfied	43.4	44.9	48.1	49.0	40.5	38.2	47.0	35.6
Somewhat dissatisfied	9.7	12.6	3.2	7.5	8.2	14.0	9.5	10.0
Not satisfied at all	0.5	0.0	0.9	0.9	0.8	0.0	0.4	0.7
<b>GOLF- overall</b>								
Very satisfied	76.9	83.7	81.6	35.0	78.1	91.0	77.0	76.8
Somewhat satisfied	20.5	16.3	6.6	60.6	15.6	9.0	21.2	19.0
Somewhat dissatisfied	2.6	0.0	11.8	4.4	6.4	0.0	1.8	4.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	64.5	61.5	67.4	72.0	57.1	69.0	65.5	62.1
Somewhat satisfied	30.6	25.5	31.2	26.6	39.3	27.1	29.6	32.8
Somewhat dissatisfied	4.5	12.1	0.0	1.4	3.3	3.9	4.4	4.6
Not satisfied at all	0.4	0.9	1.4	0.0	0.3	0.0	0.4	0.5
<b>TRANSPORTATION - overall</b>								
Very satisfied	50.4	52.8	49.6	53.2	50.4	44.6	52.9	42.3
Somewhat satisfied	35.7	25.0	45.6	33.5	41.5	37.9	32.8	45.7
Somewhat dissatisfied	9.1	19.4	4.8	8.4	2.9	8.1	11.3	1.9
Not satisfied at all	4.7	2.8	0.0	4.9	5.2	9.3	3.1	10.1
<b>AIRPORTS - overall</b>								
Very satisfied	51.9	46.4	61.5	47.1	51.7	56.2	48.3	59.5
Somewhat satisfied	41.9	46.2	33.2	45.4	45.3	35.6	44.8	35.9
Somewhat dissatisfied	5.3	6.5	5.3	7.6	2.2	6.2	5.8	4.3
Not satisfied at all	0.9	1.0	0.0	0.0	0.8	2.1	1.1	0.3
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	79.4	78.1	80.7	76.1	78.8	83.4	81.0	75.7
Somewhat satisfied	19.0	21.0	16.7	23.0	19.5	14.3	17.2	22.9
Somewhat dissatisfied	1.2	0.8	2.2	0.8	1.7	0.9	1.3	1.2
Not satisfied at all	0.4	0.0	0.4	0.0	0.0	1.4	0.5	0.1

Source: Hawai'i Tourism Authority

**Table 4.80 Maui Overall Satisfaction Ratings by Lifestyle – Europe 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	68.9	57.3	77.2	67.6	68.1	80.9	65.9	75.6
Somewhat satisfied	28.1	40.0	20.8	26.0	29.5	18.0	30.3	23.2
Somewhat dissatisfied	2.8	2.4	2.0	6.1	2.1	1.1	3.5	1.2
Not satisfied at all	0.2	0.3	0.0	0.3	0.3	0.0	0.3	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	41.0	34.1	44.7	39.3	41.3	49.3	36.7	50.8
Somewhat satisfied	50.0	57.8	48.1	49.5	48.3	44.6	53.8	41.4
Somewhat dissatisfied	8.3	7.1	7.2	9.6	10.2	5.7	8.6	7.8
Not satisfied at all	0.7	0.9	0.0	1.6	0.2	0.4	1.0	0.0
<b>SHOPPING - overall</b>								
Very satisfied	43.9	49.3	41.3	39.7	39.8	50.7	43.5	44.8
Somewhat satisfied	47.3	39.6	51.1	50.2	51.1	44.5	46.5	49.0
Somewhat dissatisfied	8.3	9.7	7.6	9.1	8.8	4.9	9.3	5.9
Not satisfied at all	0.6	1.4	0.0	1.0	0.2	0.0	0.7	0.3
<b>GOLF- overall</b>								
Very satisfied	61.1	49.7	57.6	62.4	60.5	69.6	61.2	60.9
Somewhat satisfied	31.1	42.6	42.4	24.3	32.9	21.7	31.4	30.7
Somewhat dissatisfied	6.8	7.7	0.0	11.2	6.6	6.3	5.6	8.5
Not satisfied at all	1.0	0.0	0.0	2.1	0.0	2.5	1.8	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	62.9	67.6	65.2	65.3	57.5	62.2	61.6	65.9
Somewhat satisfied	33.9	28.5	29.1	31.6	39.3	36.8	34.4	32.8
Somewhat dissatisfied	2.8	3.2	4.9	2.4	2.9	1.0	3.4	1.3
Not satisfied at all	0.4	0.7	0.8	0.7	0.2	0.0	0.6	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	38.8	30.8	40.5	33.6	41.7	55.7	36.6	45.3
Somewhat satisfied	44.8	58.1	41.9	42.7	38.3	34.0	47.8	36.1
Somewhat dissatisfied	12.8	9.0	15.7	16.4	15.5	9.4	11.7	15.8
Not satisfied at all	3.6	2.1	1.9	7.3	4.5	1.0	3.9	2.8
<b>AIRPORTS - overall</b>								
Very satisfied	43.8	46.2	47.7	43.9	39.9	45.6	43.1	45.2
Somewhat satisfied	47.5	46.3	45.6	45.4	48.6	50.3	47.4	47.7
Somewhat dissatisfied	7.6	6.5	6.7	8.8	10.0	3.4	8.5	5.6
Not satisfied at all	1.2	0.9	0.0	1.9	1.5	0.7	1.0	1.5
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	72.2	55.1	80.7	80.5	73.3	76.1	70.2	76.7
Somewhat satisfied	20.7	19.3	18.0	15.9	24.4	22.7	20.3	21.5
Somewhat dissatisfied	6.9	25.6	1.3	3.0	2.4	0.8	9.2	1.8
Not satisfied at all	0.2	0.0	0.0	0.6	0.0	0.4	0.3	0.0

Source: Hawai'i Tourism Authority

**Table 4.81 Kaua‘i Overall Satisfaction Ratings by Lifestyle – Europe 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	70.7	71.0	73.5	60.4	71.1	76.9	61.5	89.9
Somewhat satisfied	26.7	16.5	26.5	34.6	28.9	21.7	35.2	8.9
Somewhat dissatisfied	2.7	12.5	0.0	5.0	0.0	1.4	3.4	1.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	52.7	14.8	36.8	61.0	53.3	62.2	44.0	68.6
Somewhat satisfied	41.5	58.2	50.8	34.8	44.2	35.6	50.4	25.2
Somewhat dissatisfied	4.8	27.0	0.0	4.2	2.5	2.2	5.6	3.5
Not satisfied at all	1.0	0.0	12.4	0.0	0.0	0.0	0.0	2.8
<b>SHOPPING - overall</b>								
Very satisfied	27.3	0.0	28.4	22.2	34.2	27.5	27.4	26.9
Somewhat satisfied	46.3	76.1	47.3	68.8	22.1	58.1	44.1	51.5
Somewhat dissatisfied	24.9	0.0	24.3	9.0	43.7	14.4	26.3	21.5
Not satisfied at all	1.5	23.9	0.0	0.0	0.0	0.0	2.2	0.0
<b>GOLF- overall</b>								
Very satisfied	90.3	0.0	77.0	0.0	0.0	100.0	78.5	93.5
Somewhat satisfied	9.7	0.0	23.0	0.0	100.0	0.0	21.5	6.5
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	78.9	70.6	73.2	80.3	79.8	80.6	78.1	80.3
Somewhat satisfied	21.1	29.4	26.8	19.7	20.2	19.4	21.9	19.7
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	47.3	0.0	51.3	50.4	42.8	63.2	46.8	49.0
Somewhat satisfied	37.7	100.0	28.3	38.3	47.0	5.1	40.3	27.8
Somewhat dissatisfied	10.7	0.0	8.7	11.3	3.8	27.9	9.0	17.3
Not satisfied at all	4.3	0.0	11.7	0.0	6.5	3.8	3.9	5.9
<b>AIRPORTS - overall</b>								
Very satisfied	36.2	46.7	28.8	29.9	43.0	31.6	33.5	40.8
Somewhat satisfied	55.2	37.0	60.6	70.1	42.5	63.6	54.8	55.9
Somewhat dissatisfied	8.7	16.3	10.6	0.0	14.5	4.8	11.7	3.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	72.9	100.0	68.7	55.1	80.0	74.3	71.4	75.4
Somewhat satisfied	26.0	0.0	31.3	44.9	20.0	21.9	27.4	23.5
Somewhat dissatisfied	1.1	0.0	0.0	0.0	0.0	3.8	1.1	1.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai‘i Tourism Authority



**Table 4.82 Kaua'i Overall Satisfaction Ratings by Lifestyle – Europe 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	64.7	79.3	69.4	60.8	51.5	75.2	67.0	60.5
Somewhat satisfied	29.3	17.3	21.7	30.3	42.5	21.3	27.2	33.5
Somewhat dissatisfied	5.6	3.4	8.9	6.9	6.0	3.5	5.3	6.1
Not satisfied at all	0.4	0.0	0.0	2.0	0.0	0.0	0.6	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	33.6	26.3	38.8	42.5	30.2	30.5	31.6	37.6
Somewhat satisfied	55.4	60.3	52.7	41.7	60.3	61.0	56.9	52.6
Somewhat dissatisfied	8.4	8.2	8.5	11.4	6.3	8.5	8.2	8.7
Not satisfied at all	2.6	5.2	0.0	4.4	3.2	0.0	3.4	1.1
<b>SHOPPING - overall</b>								
Very satisfied	30.2	51.9	28.4	24.0	25.8	32.3	28.0	34.0
Somewhat satisfied	57.2	42.0	48.2	71.0	60.2	53.4	59.9	52.7
Somewhat dissatisfied	9.0	2.7	14.6	5.0	12.1	8.2	11.2	5.4
Not satisfied at all	3.5	3.4	8.8	0.0	1.9	6.0	0.9	8.0
<b>GOLF- overall</b>								
Very satisfied	58.7	0.0	100.0	43.3	71.1	81.6	65.2	55.5
Somewhat satisfied	41.3	100.0	0.0	56.7	28.9	18.4	34.8	44.5
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	55.8	81.2	41.8	62.8	50.2	51.1	57.8	51.7
Somewhat satisfied	42.2	18.8	58.2	36.2	44.6	48.2	39.5	47.9
Somewhat dissatisfied	1.8	0.0	0.0	1.0	5.2	0.0	2.7	0.0
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.4
<b>TRANSPORTATION - overall</b>								
Very satisfied	35.8	42.6	52.7	44.1	30.5	25.5	36.1	35.2
Somewhat satisfied	30.1	8.7	47.3	19.8	42.9	26.9	31.5	27.3
Somewhat dissatisfied	26.5	48.7	0.0	24.7	14.1	42.7	30.2	19.7
Not satisfied at all	7.6	0.0	0.0	11.5	12.5	4.9	2.2	17.7
<b>AIRPORTS - overall</b>								
Very satisfied	34.2	48.3	39.8	34.5	27.6	32.6	31.1	40.0
Somewhat satisfied	58.7	48.7	57.3	60.1	69.8	48.3	60.3	55.7
Somewhat dissatisfied	7.1	3.1	2.8	5.4	2.6	19.1	8.6	4.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	69.4	90.7	66.3	69.8	61.8	70.2	72.5	63.5
Somewhat satisfied	27.5	9.3	33.7	26.1	31.4	29.3	23.0	36.2
Somewhat dissatisfied	2.5	0.0	0.0	1.7	6.8	0.5	3.7	0.3
Not satisfied at all	0.5	0.0	0.0	2.4	0.0	0.0	0.8	0.0

Source: Hawai'i Tourism Authority

**Table 4.83 Kona Overall Satisfaction Ratings by Lifestyle – Europe 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	72.9	79.5	81.0	65.8	63.8	81.4	72.0	75.1
Somewhat satisfied	26.7	20.5	19.0	34.2	36.2	17.5	27.5	24.9
Somewhat dissatisfied	0.4	0.0	0.0	0.0	0.0	1.1	0.5	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	53.8	37.7	37.7	43.6	34.4	89.0	52.2	56.6
Somewhat satisfied	40.0	62.3	57.2	38.8	61.9	9.8	38.8	42.3
Somewhat dissatisfied	4.9	0.0	5.1	16.1	0.7	1.2	7.6	0.0
Not satisfied at all	1.2	0.0	0.0	1.5	3.0	0.0	1.4	1.0
<b>SHOPPING - overall</b>								
Very satisfied	45.9	44.6	24.8	56.7	33.7	63.7	53.6	30.6
Somewhat satisfied	50.9	55.4	69.4	41.5	59.9	36.3	42.3	67.8
Somewhat dissatisfied	3.2	0.0	5.8	1.9	6.4	0.0	4.1	1.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	82.8	100.0	100.0	54.2	94.9	89.0	77.5	90.2
Somewhat satisfied	15.7	0.0	0.0	40.7	5.1	11.0	22.5	6.1
Somewhat dissatisfied	1.5	0.0	0.0	5.1	0.0	0.0	0.0	3.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	69.7	82.6	45.6	64.8	71.6	76.4	80.1	48.2
Somewhat satisfied	29.2	17.4	54.4	33.7	26.1	23.6	18.8	50.7
Somewhat dissatisfied	0.6	0.0	0.0	0.0	1.7	0.0	0.8	0.0
Not satisfied at all	0.6	0.0	0.0	1.5	0.7	0.0	0.3	1.1
<b>TRANSPORTATION - overall</b>								
Very satisfied	53.8	0.0	71.4	60.1	14.5	82.2	55.9	45.8
Somewhat satisfied	38.3	100.0	22.2	37.5	65.1	12.3	35.4	49.2
Somewhat dissatisfied	5.0	0.0	0.0	0.0	15.7	5.5	6.3	0.0
Not satisfied at all	2.9	0.0	6.4	2.4	4.7	0.0	2.4	5.0
<b>AIRPORTS - overall</b>								
Very satisfied	47.2	39.7	46.9	73.7	29.1	47.9	64.8	20.9
Somewhat satisfied	44.7	43.9	53.1	19.6	61.5	43.0	22.9	77.3
Somewhat dissatisfied	8.1	16.4	0.0	6.7	9.3	9.2	12.3	1.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	70.0	66.6	52.1	86.4	57.9	75.3	79.7	52.1
Somewhat satisfied	25.0	17.0	47.9	13.6	42.1	10.9	18.8	36.2
Somewhat dissatisfied	4.1	0.0	0.0	0.0	0.0	13.7	0.0	11.7
Not satisfied at all	1.0	16.4	0.0	0.0	0.0	0.0	1.5	0.0

Source: Hawai'i Tourism Authority

**Table 4.84 Kona Overall Satisfaction Ratings by Lifestyle – Europe 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	64.6	81.8	66.2	60.0	63.5	65.0	68.6	57.9
Somewhat satisfied	31.0	18.2	30.9	33.5	29.8	33.6	27.1	37.7
Somewhat dissatisfied	3.3	0.0	2.9	4.1	6.1	0.0	3.4	3.2
Not satisfied at all	1.0	0.0	0.0	2.4	0.5	1.4	0.9	1.2
<b>RESTAURANT - overall</b>								
Very satisfied	28.7	44.8	25.9	33.6	25.6	26.6	36.5	16.3
Somewhat satisfied	53.0	47.0	70.8	55.3	56.9	42.3	48.9	59.5
Somewhat dissatisfied	17.8	0.0	3.3	11.1	17.5	31.1	13.8	24.1
Not satisfied at all	0.5	8.2	0.0	0.0	0.0	0.0	0.8	0.0
<b>SHOPPING - overall</b>								
Very satisfied	29.2	43.1	27.9	24.0	26.7	33.5	33.5	20.9
Somewhat satisfied	51.5	40.6	39.5	58.3	60.0	44.2	50.9	52.8
Somewhat dissatisfied	18.7	16.3	32.6	17.7	13.2	20.5	15.6	24.8
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.8	0.0	1.5
<b>GOLF- overall</b>								
Very satisfied	72.8	0.0	100.0	20.7	66.0	100.0	59.5	82.6
Somewhat satisfied	21.8	0.0	0.0	79.3	22.2	0.0	27.9	17.4
Somewhat dissatisfied	5.3	0.0	0.0	0.0	11.8	0.0	12.6	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	55.9	81.4	52.4	53.3	56.2	52.4	55.3	57.3
Somewhat satisfied	41.4	18.6	40.7	46.7	38.5	47.6	42.7	38.3
Somewhat dissatisfied	2.5	0.0	7.0	0.0	4.6	0.0	1.7	4.3
Not satisfied at all	0.2	0.0	0.0	0.0	0.7	0.0	0.3	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	35.4	42.4	21.0	18.9	37.4	47.2	45.9	18.2
Somewhat satisfied	33.6	57.6	48.2	53.0	34.9	11.2	36.4	28.8
Somewhat dissatisfied	24.2	0.0	30.8	15.9	17.6	37.9	16.3	37.2
Not satisfied at all	6.9	0.0	0.0	12.2	10.2	3.8	1.4	15.8
<b>AIRPORTS - overall</b>								
Very satisfied	39.1	41.1	21.6	49.9	38.2	39.5	48.3	22.3
Somewhat satisfied	48.8	51.4	57.6	38.9	51.0	49.0	41.8	61.7
Somewhat dissatisfied	10.8	7.5	18.5	10.0	9.1	11.1	9.1	13.9
Not satisfied at all	1.2	0.0	2.3	1.2	1.7	0.4	0.8	2.1
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	65.4	78.7	68.7	75.8	65.0	54.9	72.1	52.9
Somewhat satisfied	32.2	21.3	28.8	21.6	32.8	42.1	25.6	44.4
Somewhat dissatisfied	2.4	0.0	2.5	2.5	2.2	3.0	2.3	2.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.85 O‘ahu Overall Satisfaction Ratings by Lifestyle – Oceania 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	65.0	92.3	53.6	58.8	62.5	70.7	64.1	66.0
Somewhat satisfied	31.6	7.0	44.4	39.1	32.9	25.2	32.5	30.5
Somewhat dissatisfied	2.9	0.0	2.0	1.2	3.7	3.5	3.1	2.6
Not satisfied at all	0.6	0.7	0.0	0.9	0.9	0.5	0.3	0.9
<b>RESTAURANT - overall</b>								
Very satisfied	61.5	86.1	52.8	51.0	66.7	62.7	59.0	64.7
Somewhat satisfied	35.0	13.3	44.6	46.3	26.8	34.9	37.9	31.4
Somewhat dissatisfied	3.0	0.7	1.8	2.7	6.3	2.0	2.9	3.2
Not satisfied at all	0.4	0.0	0.8	0.0	0.3	0.4	0.1	0.7
<b>SHOPPING - overall</b>								
Very satisfied	77.0	76.7	84.7	77.1	70.8	77.1	73.2	81.8
Somewhat satisfied	21.9	23.3	15.3	19.5	28.4	21.6	25.5	17.4
Somewhat dissatisfied	0.9	0.0	0.0	3.3	0.8	0.9	1.0	0.8
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.3	0.2	0.0
<b>GOLF- overall</b>								
Very satisfied	63.5	56.3	90.1	58.0	43.8	69.3	33.0	84.2
Somewhat satisfied	36.1	43.7	9.9	38.9	56.2	30.7	66.0	15.8
Somewhat dissatisfied	0.4	0.0	0.0	3.1	0.0	0.0	1.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	57.5	88.3	50.7	57.5	63.5	53.2	61.8	51.7
Somewhat satisfied	39.5	11.7	47.9	42.5	28.3	45.2	33.7	47.2
Somewhat dissatisfied	3.0	0.0	1.4	0.0	8.1	1.6	4.5	1.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	64.5	82.9	45.7	43.8	66.8	75.8	62.0	67.6
Somewhat satisfied	31.6	14.1	53.5	53.4	22.5	22.7	31.6	31.7
Somewhat dissatisfied	3.1	3.0	0.7	2.8	8.0	1.4	5.2	0.5
Not satisfied at all	0.7	0.0	0.0	0.0	2.6	0.2	1.2	0.2
<b>AIRPORTS - overall</b>								
Very satisfied	44.2	54.7	29.7	35.5	46.8	50.8	42.2	46.7
Somewhat satisfied	46.0	39.9	64.5	60.6	42.2	36.6	46.2	45.8
Somewhat dissatisfied	7.9	5.5	5.4	2.8	6.7	11.3	9.1	6.4
Not satisfied at all	1.8	0.0	0.5	1.1	4.3	1.3	2.4	1.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	75.0	89.4	69.0	72.9	73.4	78.2	73.0	77.7
Somewhat satisfied	22.4	10.6	29.3	24.2	20.9	20.6	23.4	21.1
Somewhat dissatisfied	2.3	0.0	1.7	1.6	5.7	0.9	3.5	0.8
Not satisfied at all	0.2	0.0	0.0	1.3	0.0	0.3	0.2	0.3

Source: Hawai'i Tourism Authority

**Table 4.86 O'ahu Overall Satisfaction Ratings by Lifestyle – Oceania 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	69.1	61.6	71.0	76.1	57.8	74.3	73.8	65.2
Somewhat satisfied	26.7	38.4	20.9	23.1	39.0	20.5	24.0	29.0
Somewhat dissatisfied	3.8	0.0	8.1	0.6	2.6	4.5	1.6	5.6
Not satisfied at all	0.4	0.0	0.0	0.2	0.6	0.6	0.6	0.2
<b>RESTAURANT - overall</b>								
Very satisfied	52.2	35.3	40.4	53.2	51.2	59.1	57.1	48.3
Somewhat satisfied	41.1	45.9	56.2	41.7	43.6	31.9	38.2	43.3
Somewhat dissatisfied	6.7	18.8	3.4	5.1	5.0	9.0	4.6	8.3
Not satisfied at all	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0
<b>SHOPPING - overall</b>								
Very satisfied	69.2	38.6	81.1	53.9	66.8	76.1	66.0	71.9
Somewhat satisfied	28.8	61.4	14.8	41.8	31.8	23.1	32.6	25.5
Somewhat dissatisfied	2.0	0.0	4.1	4.3	1.4	0.8	1.3	2.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
<b>GOLF- overall</b>								
Very satisfied	57.1	72.6	20.7	83.9	43.5	84.8	67.9	51.8
Somewhat satisfied	42.9	27.4	79.3	16.1	56.5	15.2	32.1	48.2
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	62.1	54.7	39.3	58.9	71.2	68.0	64.8	59.6
Somewhat satisfied	35.0	22.4	59.0	40.3	27.8	27.5	32.5	37.3
Somewhat dissatisfied	2.9	22.9	1.7	0.5	0.8	4.5	2.7	3.0
Not satisfied at all	0.1	0.0	0.0	0.2	0.1	0.0	0.1	0.1
<b>TRANSPORTATION - overall</b>								
Very satisfied	66.8	46.3	69.1	46.7	69.5	74.2	68.2	65.5
Somewhat satisfied	30.1	38.2	29.6	49.6	26.2	24.1	29.9	30.3
Somewhat dissatisfied	2.2	15.5	1.3	3.7	0.8	1.7	1.8	2.5
Not satisfied at all	0.9	0.0	0.0	0.0	3.5	0.0	0.1	1.7
<b>AIRPORTS - overall</b>								
Very satisfied	49.8	24.7	53.2	33.8	57.5	52.3	50.0	49.7
Somewhat satisfied	41.2	64.5	41.2	61.2	33.8	35.3	43.8	38.8
Somewhat dissatisfied	8.2	8.0	4.0	4.8	7.6	12.0	5.6	10.5
Not satisfied at all	0.8	2.8	1.6	0.2	1.0	0.3	0.5	1.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	76.5	52.9	77.7	77.3	78.6	76.2	79.0	74.4
Somewhat satisfied	21.2	47.1	21.3	22.1	18.6	20.4	19.3	22.8
Somewhat dissatisfied	1.8	0.0	0.5	0.6	1.5	3.2	0.9	2.5
Not satisfied at all	0.5	0.0	0.5	0.0	1.3	0.1	0.8	0.2

Source: Hawai'i Tourism Authority

**Table 4.87 Maui Overall Satisfaction Ratings by Lifestyle – Oceania 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	78.2	86.3	86.9	68.1	64.6	90.6	72.7	89.4
Somewhat satisfied	14.5	2.9	6.8	16.5	34.3	3.8	18.5	6.3
Somewhat dissatisfied	6.4	10.7	5.4	15.4	0.5	3.2	8.0	2.9
Not satisfied at all	0.9	0.0	0.9	0.0	0.5	2.4	0.7	1.4
<b>RESTAURANT - overall</b>								
Very satisfied	58.2	80.4	51.8	63.6	41.8	66.8	56.2	62.2
Somewhat satisfied	37.8	8.8	46.6	36.4	50.7	30.1	39.2	35.0
Somewhat dissatisfied	3.0	0.0	1.6	0.0	7.4	3.1	3.1	2.8
Not satisfied at all	1.0	10.7	0.0	0.0	0.0	0.0	1.5	0.0
<b>SHOPPING - overall</b>								
Very satisfied	46.9	63.8	40.2	50.1	51.8	39.4	50.1	40.4
Somewhat satisfied	46.4	21.5	58.4	43.3	36.3	57.1	42.9	53.6
Somewhat dissatisfied	6.7	14.7	1.4	6.6	12.0	3.5	7.0	6.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	76.8	100.0	59.6	80.7	57.3	93.3	72.8	89.0
Somewhat satisfied	22.1	0.0	40.4	15.9	42.7	6.7	25.8	11.0
Somewhat dissatisfied	1.1	0.0	0.0	3.5	0.0	0.0	1.4	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	64.7	71.8	55.5	68.6	67.9	62.2	69.7	51.8
Somewhat satisfied	33.3	17.4	44.5	28.6	31.3	37.0	28.0	46.8
Somewhat dissatisfied	2.1	10.7	0.0	2.8	0.8	0.8	2.3	1.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	61.0	18.4	70.6	59.3	55.7	74.8	60.8	61.5
Somewhat satisfied	30.5	81.6	29.4	21.8	31.0	19.6	30.2	30.9
Somewhat dissatisfied	6.1	0.0	0.0	8.8	13.4	3.3	5.8	6.7
Not satisfied at all	2.4	0.0	0.0	10.1	0.0	2.3	3.2	0.9
<b>AIRPORTS - overall</b>								
Very satisfied	46.0	37.4	40.8	41.8	45.6	57.0	50.9	35.8
Somewhat satisfied	45.1	62.6	53.9	45.8	39.3	37.6	44.6	46.1
Somewhat dissatisfied	5.9	0.0	5.3	0.0	15.1	4.6	3.8	10.2
Not satisfied at all	3.0	0.0	0.0	12.4	0.0	0.8	0.7	7.9
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	76.8	94.2	70.8	70.6	79.1	79.2	75.9	78.8
Somewhat satisfied	23.0	5.8	29.2	29.4	20.9	20.1	24.1	20.6
Somewhat dissatisfied	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.88 Maui Overall Satisfaction Ratings by Lifestyle – Oceania 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	66.3	71.4	83.1	60.2	59.7	65.3	65.3	67.1
Somewhat satisfied	29.8	28.6	11.0	29.1	38.5	33.2	30.6	29.2
Somewhat dissatisfied	3.3	0.0	5.8	10.7	1.8	0.0	4.1	2.7
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.6	0.0	0.9
<b>RESTAURANT - overall</b>								
Very satisfied	41.5	50.0	46.3	35.4	55.6	26.3	47.2	37.1
Somewhat satisfied	54.9	42.9	50.9	64.6	40.8	68.2	51.7	57.4
Somewhat dissatisfied	3.0	7.1	2.8	0.0	3.6	3.5	1.2	4.5
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	2.0	0.0	1.0
<b>SHOPPING - overall</b>								
Very satisfied	35.6	42.9	50.9	40.4	27.1	29.5	40.3	31.7
Somewhat satisfied	56.5	35.7	49.1	33.8	70.6	67.0	52.8	59.5
Somewhat dissatisfied	7.4	14.3	0.0	25.8	2.2	3.5	6.9	7.8
Not satisfied at all	0.5	7.1	0.0	0.0	0.0	0.0	0.0	1.0
<b>GOLF- overall</b>								
Very satisfied	81.5	33.3	100.0	89.3	82.6	79.1	65.9	87.4
Somewhat satisfied	13.2	0.0	0.0	10.7	17.4	20.9	14.6	12.6
Somewhat dissatisfied	5.4	66.7	0.0	0.0	0.0	0.0	19.5	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	62.7	57.1	79.3	70.7	45.8	64.8	67.0	58.8
Somewhat satisfied	35.0	28.6	20.7	29.3	49.8	35.2	30.6	38.9
Somewhat dissatisfied	2.4	14.3	0.0	0.0	4.4	0.0	2.4	2.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	51.9	62.5	69.5	38.4	33.3	62.9	45.2	56.4
Somewhat satisfied	37.0	25.0	30.5	36.5	47.7	34.7	40.4	34.8
Somewhat dissatisfied	10.2	12.5	0.0	25.1	15.8	2.3	12.4	8.8
Not satisfied at all	0.8	0.0	0.0	0.0	3.2	0.0	2.0	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	35.7	23.3	27.4	40.7	50.1	27.9	44.2	28.7
Somewhat satisfied	58.5	63.3	64.8	59.3	45.4	65.0	51.0	64.8
Somewhat dissatisfied	4.8	13.3	7.9	0.0	2.7	5.5	4.8	4.8
Not satisfied at all	1.0	0.0	0.0	0.0	1.8	1.6	0.0	1.8
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	65.1	66.7	78.1	73.3	65.0	51.8	71.4	59.6
Somewhat satisfied	34.4	33.3	21.9	26.7	33.2	48.2	27.5	40.4
Somewhat dissatisfied	0.5	0.0	0.0	0.0	1.8	0.0	1.1	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.89 Kaua'i Overall Satisfaction Ratings by Lifestyle – Oceania 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	84.1	100.0	84.1	73.0	65.0	88.9	87.5	80.1
Somewhat satisfied	13.0	0.0	15.9	27.0	17.4	11.1	8.9	18.0
Somewhat dissatisfied	2.8	0.0	0.0	0.0	17.6	0.0	3.6	1.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	39.4	0.0	53.0	11.2	50.1	48.3	26.3	54.5
Somewhat satisfied	58.1	100.0	40.5	81.2	49.9	50.2	73.7	40.2
Somewhat dissatisfied	2.4	0.0	6.5	7.7	0.0	1.5	0.0	5.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SHOPPING - overall</b>								
Very satisfied	39.7	23.0	28.0	0.0	48.8	51.4	31.3	51.3
Somewhat satisfied	45.9	77.0	52.5	12.1	51.2	42.8	49.6	40.8
Somewhat dissatisfied	12.2	0.0	19.5	66.9	0.0	5.8	15.4	7.9
Not satisfied at all	2.1	0.0	0.0	21.0	0.0	0.0	3.7	0.0
<b>GOLF- overall</b>								
Very satisfied	89.8	0.0	100.0	100.0	100.0	85.0	100.0	74.3
Somewhat satisfied	10.2	0.0	0.0	0.0	0.0	15.0	0.0	25.7
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	67.4	93.2	49.4	37.9	76.4	67.7	71.2	62.7
Somewhat satisfied	31.5	6.8	50.6	62.1	23.6	30.2	28.8	34.7
Somewhat dissatisfied	1.2	0.0	0.0	0.0	0.0	2.1	0.0	2.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	26.4	0.0	21.5	0.0	24.6	44.2	21.2	34.3
Somewhat satisfied	52.6	100.0	47.8	0.0	37.7	52.5	56.6	46.6
Somewhat dissatisfied	21.0	0.0	30.7	100.0	37.7	3.3	22.2	19.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	49.1	6.8	50.3	18.8	67.7	58.3	37.1	63.6
Somewhat satisfied	43.1	93.2	33.1	81.2	32.3	31.2	55.4	28.2
Somewhat dissatisfied	7.8	0.0	16.6	0.0	0.0	10.5	7.5	8.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	76.5	100.0	88.4	33.1	62.1	80.5	74.2	79.3
Somewhat satisfied	21.4	0.0	11.6	66.9	37.9	15.7	22.0	20.7
Somewhat dissatisfied	2.1	0.0	0.0	0.0	0.0	3.7	3.8	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority



**Table 4.90 Kaua'i Overall Satisfaction Ratings by Lifestyle – Oceania 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	58.9	100.0	56.5	63.2	40.3	70.8	49.2	69.4
Somewhat satisfied	31.2	0.0	24.2	21.1	52.9	24.2	38.8	22.9
Somewhat dissatisfied	9.9	0.0	19.4	15.8	6.7	5.0	12.0	7.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	50.3	100.0	39.3	56.3	46.8	56.3	48.5	52.1
Somewhat satisfied	39.1	0.0	41.9	43.8	38.7	38.1	34.2	43.9
Somewhat dissatisfied	10.7	0.0	18.8	0.0	14.4	5.6	17.3	4.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SHOPPING - overall</b>								
Very satisfied	46.3	100.0	49.7	60.0	39.6	43.5	50.5	41.2
Somewhat satisfied	44.7	0.0	41.0	40.0	38.7	56.5	37.3	53.8
Somewhat dissatisfied	9.0	0.0	9.3	0.0	21.6	0.0	12.3	5.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>GOLF- overall</b>								
Very satisfied	82.6	0.0	100.0	0.0	55.6	100.0	55.6	100.0
Somewhat satisfied	17.4	0.0	0.0	0.0	44.4	0.0	44.4	0.0
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	75.8	100.0	54.0	81.3	78.7	85.7	73.4	78.3
Somewhat satisfied	20.2	0.0	46.0	0.0	21.3	7.9	26.6	13.4
Somewhat dissatisfied	4.0	0.0	0.0	18.8	0.0	6.4	0.0	8.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	15.1	0.0	0.0	0.0	28.2	18.2	7.8	24.2
Somewhat satisfied	67.5	0.0	70.3	50.0	60.6	81.8	76.5	56.5
Somewhat dissatisfied	17.3	0.0	29.7	50.0	11.3	0.0	15.7	19.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>AIRPORTS - overall</b>								
Very satisfied	51.1	0.0	49.7	63.2	34.8	62.5	50.4	51.9
Somewhat satisfied	33.5	100.0	7.9	36.8	58.3	27.5	34.1	32.7
Somewhat dissatisfied	13.6	0.0	42.4	0.0	0.0	10.0	15.5	11.5
Not satisfied at all	1.8	0.0	0.0	0.0	7.0	0.0	0.0	3.8
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	66.2	0.0	49.7	63.2	66.1	86.4	55.9	78.5
Somewhat satisfied	31.1	100.0	50.3	15.8	33.9	13.6	39.3	21.5
Somewhat dissatisfied	2.6	0.0	0.0	21.1	0.0	0.0	4.9	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.91 Kona Overall Satisfaction Ratings by Lifestyle – Oceania 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	63.3	0.0	60.3	48.4	68.7	67.2	62.5	64.6
Somewhat satisfied	34.2	100.0	39.7	51.6	22.2	32.8	37.5	29.2
Somewhat dissatisfied	2.5	0.0	0.0	0.0	9.1	0.0	0.0	6.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	48.3	0.0	31.0	72.9	47.3	45.9	43.1	55.6
Somewhat satisfied	39.9	0.0	69.0	27.1	40.9	28.8	44.1	33.8
Somewhat dissatisfied	10.7	0.0	0.0	0.0	11.8	21.8	12.7	7.7
Not satisfied at all	1.2	0.0	0.0	0.0	0.0	3.5	0.0	2.9
<b>SHOPPING - overall</b>								
Very satisfied	54.4	0.0	69.2	52.3	64.7	41.5	63.8	44.5
Somewhat satisfied	41.2	0.0	30.8	47.7	29.0	51.2	34.7	48.1
Somewhat dissatisfied	3.4	0.0	0.0	0.0	2.9	7.3	1.6	5.4
Not satisfied at all	1.0	0.0	0.0	0.0	3.4	0.0	0.0	2.0
<b>GOLF- overall</b>								
Very satisfied	38.5	0.0	0.0	0.0	60.5	0.0	0.0	45.1
Somewhat satisfied	61.5	0.0	0.0	0.0	39.5	100.0	100.0	54.9
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	68.3	100.0	88.7	43.2	63.8	74.6	71.7	62.9
Somewhat satisfied	29.0	0.0	11.3	56.8	36.2	18.3	25.0	35.5
Somewhat dissatisfied	2.7	0.0	0.0	0.0	0.0	7.2	3.3	1.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	56.4	0.0	50.4	15.9	57.0	71.2	62.8	47.1
Somewhat satisfied	26.2	0.0	0.0	70.6	26.4	28.8	15.9	41.4
Somewhat dissatisfied	9.0	0.0	24.0	0.0	12.8	0.0	11.6	5.2
Not satisfied at all	8.4	0.0	25.6	13.5	3.8	0.0	9.8	6.3
<b>AIRPORTS - overall</b>								
Very satisfied	55.2	0.0	93.9	66.9	41.3	41.3	62.2	45.4
Somewhat satisfied	38.4	0.0	3.6	27.6	47.1	53.7	34.5	43.9
Somewhat dissatisfied	6.4	0.0	2.5	5.5	11.6	5.0	3.3	10.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	64.3	0.0	58.5	69.6	67.1	64.4	75.3	49.1
Somewhat satisfied	33.0	0.0	41.5	24.9	30.5	35.6	24.7	44.6
Somewhat dissatisfied	2.7	100.0	0.0	5.5	2.4	0.0	0.0	6.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 4.92 Kona Overall Satisfaction Ratings by Lifestyle – Oceania 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ACCOMMODATIONS - overall</b>								
Very satisfied	68.1	100.0	76.3	86.3	51.4	64.9	71.8	65.5
Somewhat satisfied	19.7	0.0	12.2	13.7	31.8	19.1	19.5	19.9
Somewhat dissatisfied	10.8	0.0	11.5	0.0	16.8	11.6	5.5	14.6
Not satisfied at all	1.3	0.0	0.0	0.0	0.0	4.3	3.2	0.0
<b>RESTAURANT - overall</b>								
Very satisfied	49.2	40.0	38.2	31.6	61.4	53.4	49.1	49.2
Somewhat satisfied	43.5	0.0	54.7	61.6	35.2	39.5	44.4	43.0
Somewhat dissatisfied	5.9	60.0	0.0	6.8	3.4	7.1	2.7	7.8
Not satisfied at all	1.4	0.0	7.1	0.0	0.0	0.0	3.8	0.0
<b>SHOPPING - overall</b>								
Very satisfied	45.9	0.0	60.7	31.6	45.2	50.2	40.5	49.1
Somewhat satisfied	43.7	100.0	22.4	54.7	44.0	44.9	46.2	42.3
Somewhat dissatisfied	8.5	0.0	8.0	13.7	10.9	4.9	8.3	8.6
Not satisfied at all	1.8	0.0	8.9	0.0	0.0	0.0	4.9	0.0
<b>GOLF- overall</b>								
Very satisfied	32.5	0.0	41.7	0.0	0.0	37.5	0.0	38.3
Somewhat satisfied	41.5	100.0	0.0	0.0	0.0	43.8	0.0	48.9
Somewhat dissatisfied	26.0	0.0	58.3	0.0	0.0	18.8	100.0	12.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>ACTIVITIES/ATTRACTIONS - overall</b>								
Very satisfied	69.0	40.0	73.7	44.5	79.1	72.1	67.5	70.1
Somewhat satisfied	25.2	60.0	18.4	55.5	10.0	24.2	28.3	23.0
Somewhat dissatisfied	5.8	0.0	7.9	0.0	10.9	3.7	4.2	6.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>TRANSPORTATION - overall</b>								
Very satisfied	39.6	0.0	45.0	24.7	33.7	52.9	37.0	41.7
Somewhat satisfied	32.4	0.0	30.0	34.2	39.3	30.4	26.7	36.9
Somewhat dissatisfied	20.1	0.0	9.0	41.1	27.0	10.8	27.5	14.3
Not satisfied at all	7.9	100.0	15.9	0.0	0.0	6.0	8.8	7.2
<b>AIRPORTS - overall</b>								
Very satisfied	43.1	0.0	47.1	24.7	53.2	44.9	41.8	43.8
Somewhat satisfied	43.4	0.0	40.7	61.6	34.3	48.7	45.6	42.2
Somewhat dissatisfied	5.4	28.6	0.0	13.7	4.1	3.7	5.9	5.1
Not satisfied at all	8.1	71.4	12.2	0.0	8.4	2.8	6.6	8.9
<b>PARKS &amp; BEACHES - overall</b>								
Very satisfied	60.5	28.6	60.1	52.1	51.9	75.5	48.9	66.7
Somewhat satisfied	26.8	71.4	14.1	47.9	31.0	14.0	42.5	18.4
Somewhat dissatisfied	8.2	0.0	7.1	0.0	11.7	10.5	4.0	10.3
Not satisfied at all	4.6	0.0	18.7	0.0	5.4	0.0	4.5	4.6

Source: Hawai'i Tourism Authority

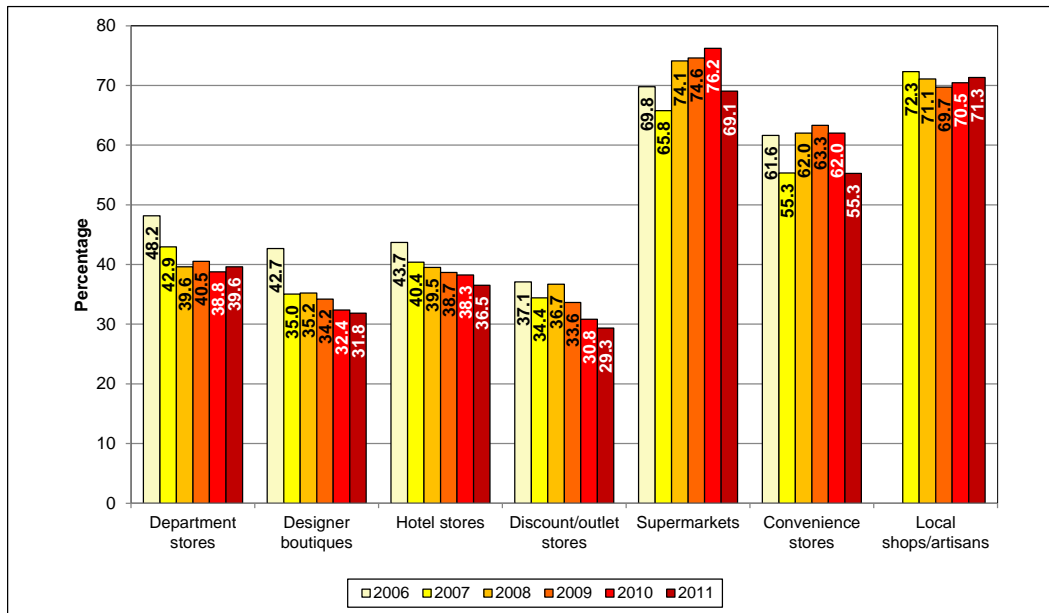
## 5. ACTIVITY PARTICIPATION

This measure provides feedback on the frequency and popularity of an activity across the islands. Most U.S. Japanese, Canadian, Europe and Oceania visitors in 2011 participated in entertainment and shopping activities during their stay. Those who participated in recreation activities were likely to participate in swimming/sunbathing/beach activities.

### U.S. West (Tables 5.1 – 5.2)

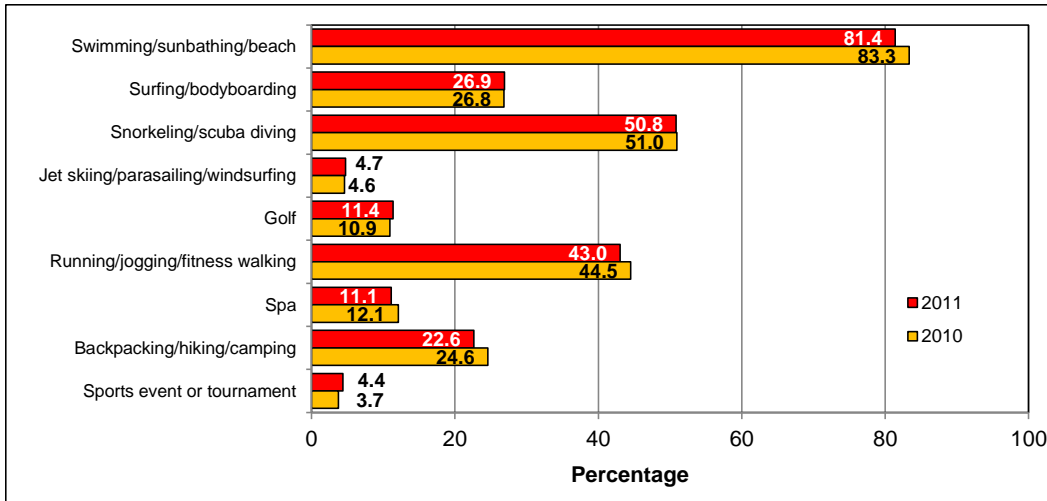
Similar to previous years, the majority of U.S. West visitors in 2011 were independent travelers who went on self-guided tour (73.8%) and had high rental car (74.9%) usage across most islands.

**Figure 17 U.S. West Statewide Shopping Participation, 2006-2011**  
[Percentage of Visitors]



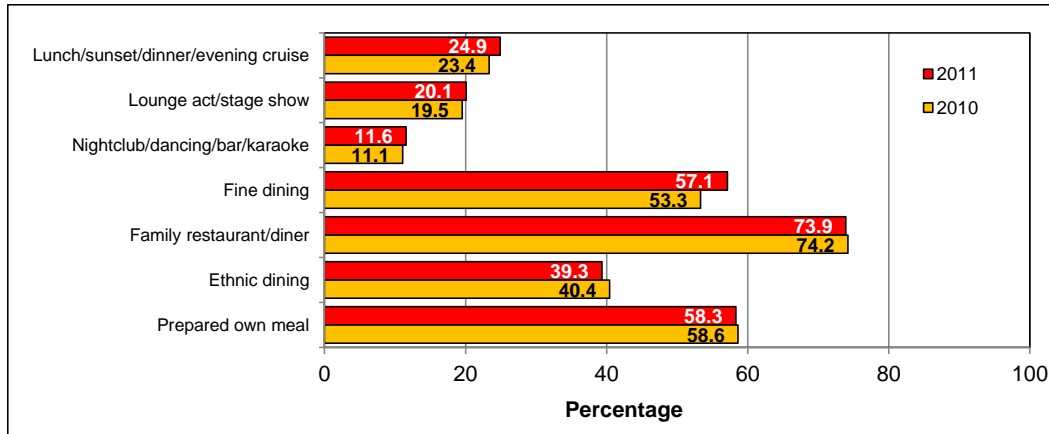
- Fewer U.S. West visitors in 2011 shopped in supermarkets (-7.1 percentage points to 69.1%) and in convenience stores (-6.8 percentage points to 55.3%) compared to the previous year (Figure 5).
- Local shop/artisans (71.3%) were popular with U.S. West visitors, particularly on Kauaʻi (77.4%), Maui (75.4%) and Kona (71.4%); but less so on Oʻahu (61.4%), Hilo (42.6%) or Lānaʻi (19.8%).
- The percentage of U.S. West visitors who shopped at designer boutiques and hotel stores have slowly declined since 2006. Shopping in discount/outlet stores decreased to 29.3 percent of U.S. West visitors in 2011, the lowest percentage in six years.
- Nearly all U.S. West visitors shopped while they were on Kauaʻi (95.9%), Maui (94.3%) and Oʻahu (92.1%). A higher percentage of U.S. West visitors shopped in supermarkets and in local shops/artisans on Kauaʻi and Maui compared to Oʻahu.

**Figure 18 U.S. West Statewide Recreation Participation, 2011 vs. 2010**  
**[Percentage of Visitors]**



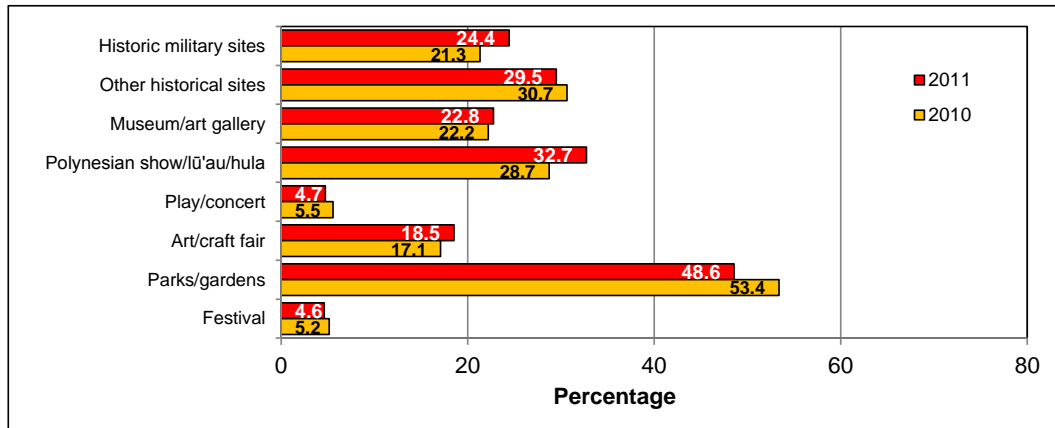
- More U.S. West visitors in 2011 participated in snorkeling/scuba diving (50.8%), running/jogging/fitness walking (43%) and surfing/bodyboarding (26.9%) compared to U.S. East and Japanese visitors (Figure 18).
- In 2011, more U.S. West visitors participated in recreation activities on Kaua'i (92.3%) and Maui (92%) than on other island destinations. Swimming/sunbathing/beach (87%) and snorkeling/scuba diving (57.3%) were especially popular on Maui. A higher percentage of U.S. West visitors went backpacking/hiking/camping (33.5%) or surfing/bodyboarding (29.3%) on Kaua'i.

**Figure 19 U.S. West Statewide Entertainment Participation, 2011 vs. 2010**  
**[Percentage of Visitors]**



- A higher percentage of U.S. West visitors in 2011 indulged in fine dining (+3.8 percentage points to 57.1%) than in the previous year (Figure19).
- More U.S. West visitors (58.3%) prepared their own meal compared to U.S. East (46.9%), European (39.8%), Oceania (22.4%) and Japanese (16.4%) visitors.
- U.S. West visitors' participation in entertainment activities were similarly high on Kaua'i (95.6%), Maui (94%) and O'ahu (92.3%) but there are differences between the types of activities on each island. U.S. West visitors had the highest tendency to prepare their own meal (71.5%) while on Kaua'i. A higher percentage of U.S. West visitors participated in fine dining (61.6%) and lunch/sunset/dinner/evening cruise (28.1%) while on Maui. More U.S. West visitors on O'ahu went to night club/dancing/bar/karaoke (14.4%) and indulged in ethnic dining (43.7%).

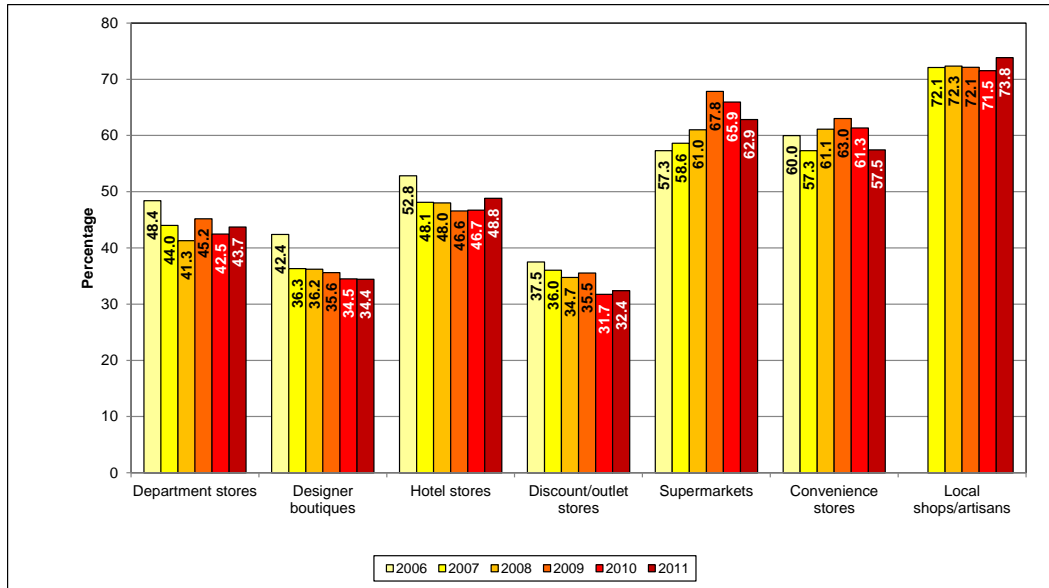
**Figure 20 U.S. West Statewide Culture Participation, 2011 vs. 2010**  
**[Percentage of Visitors]**



- A higher percentage of U.S. West visitors in 2011 went to Polynesian show/lū'au/hula (+4 percentage points to 32.7%), but fewer went to parks/gardens (-4.8 percentage points to 48.6%) compared to the previous year (Figure 20).

U.S. East (Tables 5.3 – 5.4)

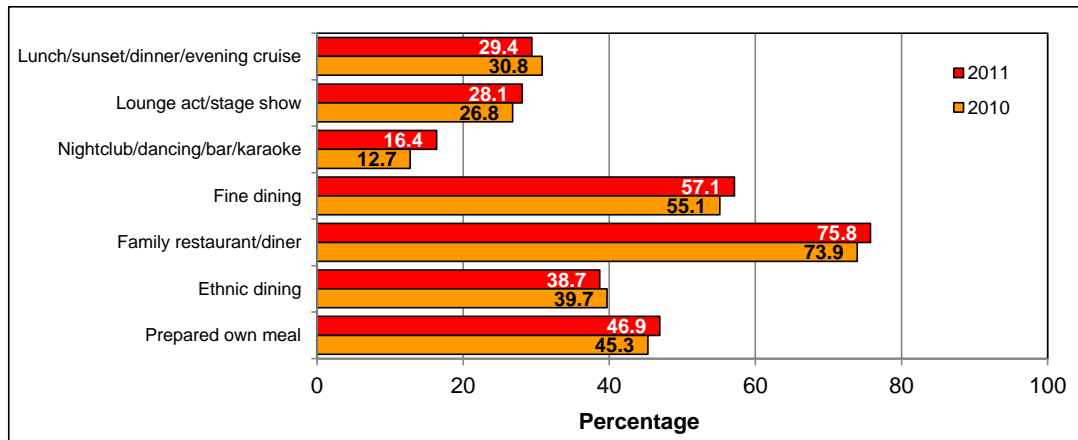
Figure 21 U.S. East Statewide Shopping Participation, 2006-2011  
[Percentage of Visitors]



- A higher percentage of U.S. East visitors (48.8%) in 2011 shopped at hotel stores than U.S. West visitors (36.5%) (Figure 21).
- Similar to the prior year, over half of the U.S. East visitors in 2011 shopped at local shops/artisans (73.8%).
- While the majority of U.S. East visitors in 2011 continued to shop in supermarkets (62.9%), the percentage of U.S. East supermarket shoppers had been declining for the last two years.
- Fewer U.S. East visitors shopped in convenience stores (-3.9 percentage points to 57.5%) compared to 2010.
- A higher percentage of U.S. East visitors in 2011 shopped at designer boutiques (39.6%) and local shops/artisans (73.7%) on Maui than on other islands.



**Figure 22 U.S. East Statewide Entertainment Participation, 2011 vs. 2010**  
**[Percentage of Visitors]**

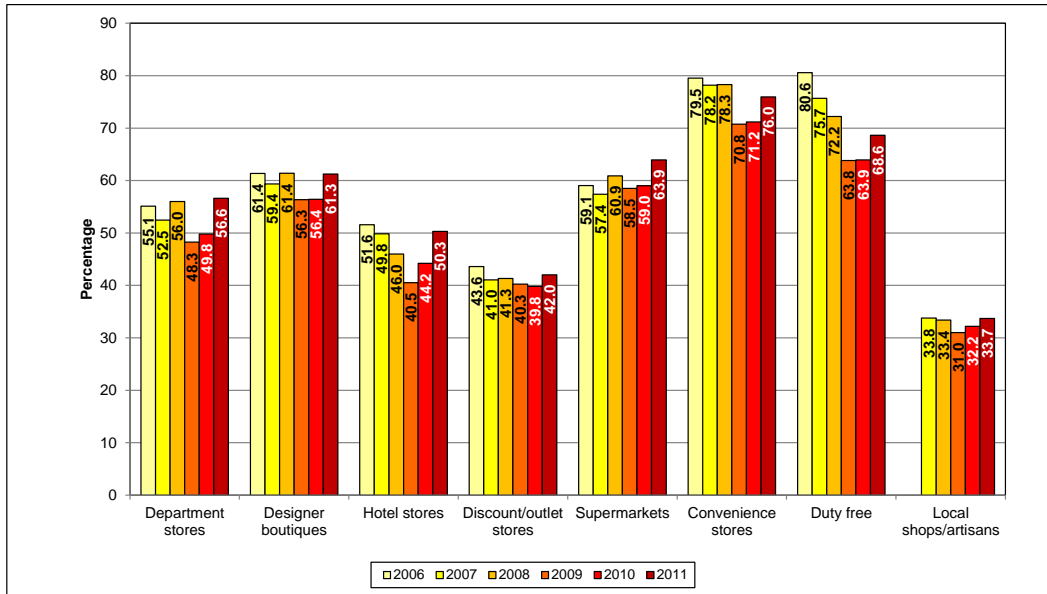


- A higher percentage of U.S. East visitors in 2011 went to lunch/sunset/dinner/evening cruises (29.4%) and lounge act/stage show (28.1%) compared to U.S. West visitors (Figure 22).
- Similar to the previous year, over half of U.S. East visitors indulged in fine dining (57.1%) while 75.8 percent went to a family restaurant/diner in 2011.
- A higher percentage of U.S. East visitors went to night club/dancing/bar/karaoke (+3.6 percentage points to 16.4%) compared to 2010.
- More U.S. East visitors in 2011 participated in an entertainment (91.6%) and culture (86.5%) activity on O‘ahu than on the other islands.
- A larger proportion of U.S. East visitors participated in recreation activities (84.8%) on Maui compared to other islands; particularly swimming/sunbathing/beach (78%), snorkeling/scuba diving (47%), surfing/body boarding (21.5%) and running/jogging/fitness walking (37.3%).
- Activities such as backpacking/hiking/camping (32%), helicopter/plane tours (30%), prepared their own meal (49.4%) were more popular on Kaua‘i than on other islands.
- U.S. East visitors (89.8%) in 2011 continued to be more involved in sight seeing activities than their U.S. West counterpart (82.8%). U.S. East visitor were especially interested in boat/submarine/whale watching (32.2%), tour bus excursions (21.9%) and helicopter/plane tours (17.8%).
- U.S. East visitors (84.1%) in 2011 also showed higher participation in culture activities compared to U.S. West visitors (73.8%). Parks/gardens (57.3%), Polynesian show/lū‘au/hula (49%), historic military sites (41.9%) and other historical sites (31.6%) were popular with U.S. East visitors.

## Japan (Tables 5.5 – 5.6)

Similar to previous years, much of the activities that Japanese visitors participated in were concentrated on O‘ahu.

**Figure 23 Japan Statewide Shopping Participation, 2006-2011**  
[Percentage of Visitors]



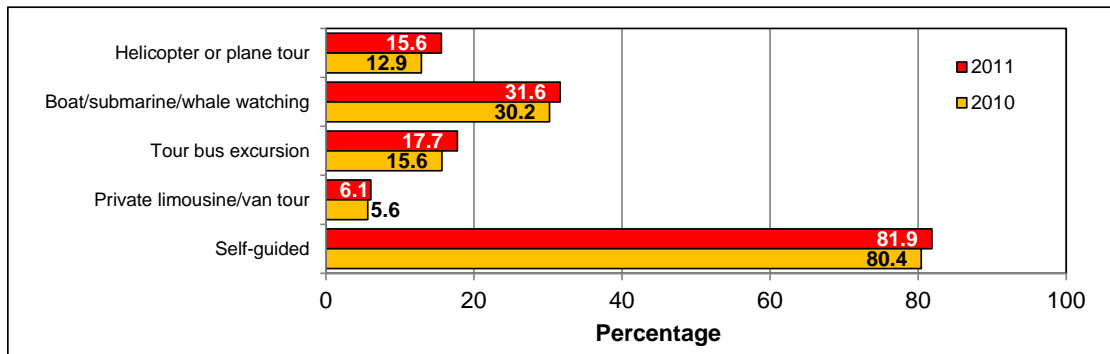
- A higher percentage of Japanese visitors in 2011 participated in shopping (+6.4 percentage points to 98.4%) compared to 2010. More Japanese visitors shopped in convenience stores (+4.8 percentage points to 76%), duty free shops (+4.7 percentage points to 68.6%), supermarkets (+4.9 percentage points to 63.9%), designer boutiques (+4.8 percentage points to 56.4%) and department stores (+6.8 percentage points to 56.6%) than in the prior year (Figure 23).
- Fewer Japanese visitors shopped at local shop/artisans (33.7%) compared to other visitor markets.
- More Japanese visitors in 2011 participated in entertainment activities (+6.6 percentage points to 96%) than in the previous year. A higher percentage of Japanese visitors indulged in fine dining (+6 percentage points to 81.2%) and lunch/sunset/dinner/evening cruise (+5.9 percentage points to 58%) compared to other visitor groups. Fewer Japanese visitors ate at family restaurant/diner (51.8%) and prepared their own meal (16.4%) than U.S. West, U.S. East, Canadian, European and Oceania visitors.

- Sightseeing activities (92.2%) were also popular with Japanese visitors in 2011. However, fewer Japanese visitors went on self-guided tours (59%) compared to U.S. West (73.8%), U.S. East (78.2%), Canadian (81.9%) and European (71.9%) visitors. In contrast, more Japanese visitors went on tour bus excursions (44%) than visitors from U.S. West (10%), U.S. East (21.9%), Canada (17.7%) and Europe (28.5%).
- Tour bus excursions were the main choice of sightseeing activity on Hilo (72.7%) and Kona (46.9%). On O‘ahu, 58.2 percent of the Japanese visitors opted for self-guided sightseeing.
- Japanese visitors in 2011 did not participate in recreation activities (80.5%) as much as European (94.9%), Canadian (94.8%), U.S. East (89.2%), U.S. West (88.1%) and Oceania (86.2%) visitors.
- Among all visitor groups, Japanese visitors in 2011 continued to be heaviest user of trolleys on O‘ahu (75.7%). Usage of rental cars (20.4%) by Japanese visitors continued to be lower compared to other visitor markets.

### Canada (Tables 5.7 – 5.8)

Canadian visitors continued to be strong participants in most activities during their trip to Hawai‘i. Much of their activities were concentrated on Maui and O‘ahu.

**Figure 24 Canada Statewide Sightseeing Participation, 2011 vs. 2010**  
[Percentage of Visitors]



- Similar to the prior year, Canadian visitors in 2011 actively participated in sightseeing activities (92.1%) across all islands. The majority went sightseeing self-guided (81.9%), while a few went on boat/submarine/whale watching tour (31.6%), tour bus excursion (17.7%) and helicopter or plane tour (15.6%) (Figure 24).
- Helicopter/plane tour (21%) on Kaua‘i were popular with Canadian visitors; so were boat/submarine/whale watching tours (39.2%) on Maui; and tour bus excursions (26.6%) on O‘ahu.
- A higher percentage of Canadian visitors (94.8%) in 2011 participated in recreation activities compared to U.S. West, U.S. East, Japanese and Oceania visitors. Many Canadian visitors went swimming/sunbathing/beach (88.2%), snorkeling/scuba diving (58.2%), running/jogging/fitness walking (50.8%), surfing/bodyboarding (34.9%) and golfing (14.9%) while on Maui.
- Eight out of ten Canadian visitors participated in culture activities (82.7%) statewide.

Much of the visits to parks/gardens (53.2%), Polynesian show/lū'au/hula (46.2%), historic military sites (49.4%) and other historical sites (26.8%) took place on O'ahu.

- In 2011, 96.6 percent of Canadian visitors participated in entertainment activities, especially on Maui and O'ahu. More Canadian visitors indulged in fine dining (54.7%) and lunch/sunset/dinner/evening cruise (28.7%) while on Maui; while more went to family restaurant/diner (73.6%), ethnic dining (35.6%), lounge act/state show (27.1%) and nightclub/dancing/bar/karaoke (18.9%) while on O'ahu.
- More visitors from Canada prepared their own meal (67%) than other visitor groups.
- A higher percentage of Canadian visitors in 2011 shopped at local shops/artisans (77%) and swap meets (37.2%) compared to U.S. West, U.S. East, Japanese, European and Oceania visitors. Most Canadian visitors shopped while on O'ahu (95.2%), especially in convenience stores (74%), department stores (65.2%), hotel stores (46.1%), discount outlets (37.1%) and duty free stores (14.5%). However, more Canadian visitors shopped in supermarkets (76.9%) and local shops/artisans (75.3%) on Maui compared to other islands.
- More Canadian visitors utilized a rental car while on Maui (84.3%) and Kaua'i (81.4%) compared to other island destinations.

### **Europe (Tables 5.9 – 5.10)**

Similar to Japanese visitors in 2011, much of the shopping, entertainment, recreation and cultural activities that European visitor participated in were concentrated on O'ahu while sightseeing activities were more popular on Kaua'i.

- In 2011, a higher percentage of European visitors participated in sightseeing (93.7%) activities compared to other visitor groups. The majority of European visitors continued to go sightseeing self-guided (71.9%), similar to 2009. More European visitors went on private limousine/van tour (+7.8 percentage points to 19.6%) and helicopter/plane tour (+4.9 percentage points to 18.2%) compared to 2009.
- Most European visitors participated in entertainment activities (95.1%). Similar to 2009, A higher percentage of European visitors in 2011 went to nightclub/dancing/bar/karaoke (21.9%) compared to U.S. West (11.6%), U.S. East (16.4%), Japanese (6.1%), Canadian (14.4%) and Oceania (14.7%) visitors.
- More visitors from Europe indulged in fine dining (+6.2 percentage points, to 51.7%) and ate at a family restaurant/diner (+5.1 percentage points, to 70.1%); but fewer indulged in ethnic dining (-7.2 percentage points to 27.6%) compared to 2009.
- In terms of recreation activities (94.9%), a higher percentage of European visitors in 2011 went swimming/sunbathing/beach (92.1%) compared to other visitor groups.
- More European visitors went surfing/body boarding (+6 percentage points to 33.2%) and running/jogging/fitness walking (+7 percentage points to 32.2%) compared to 2009.
- Most European visitors participated in shopping (95.7%), especially at supermarkets (77.5%), local shops/artisans (74.4%) and department stores (65.7%) statewide. Significantly fewer European visitors shopped in convenience stores (-11.5 percentage points to 41.3%) and duty free stores (-14 percentage points to 11.3%) compared to 2009.
- A higher percentage of European visitors in 2011 participated in cultural (85.7%)

activities compared to other visitor groups. Many European visitors went to parks/gardens (64.7%), while two-out-of-five visited historical military sites (44.4%) and/or saw Polynesian show/lū'au/hula (41.8%).

### **Oceania (Table 5.11)**

- Similar to European and Canadian visitors, entertainment (95.6%) and sightseeing (92.1%) activities were very popular with visitors from Oceania in 2011.
- A higher percentage of Oceania visitors went on tour bus excursion (48.5%) compared to Japanese (44%), European (28.5%), U.S. East (21.9%), Canadian (17.7%), and U.S. West (10%) visitors. Fewer Oceania visitors went on self-guided tours (57.1%), than the other visitor markets.
- Oceania visitors were also very active shoppers (97.1%) and a higher percentage of them shopped in department stores (79.2%) and discount/outlet stores (55.9%) compared to other visitor groups. Like Japanese visitors, Oceania visitors did most of their shopping on O'ahu (97.9%).
- More Oceania visitors on O'ahu participated in swimming/sunbathing/beach (76.6%), running/jogging/fitness walking (35.2%) compared to other Hawai'i destinations. More Oceania visitors on O'ahu also went to family restaurant/diner (75.2%), fine dining (44.1%), lunch/sunset/dinner/evening cruise (31.1%), historical military sites (62%) and Polynesian show/luau/hula (38.5%) and night club/bar/karaoke (14.7%).
- A higher proportion of Oceania visitors in 2011 used the public bus (45.2%) and/or taxi/limousine (49.7%) than visitors from other markets.

**Table 5.1 Activity Participation – U.S. West 2011**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	82.8	82.1	83.4	86.8	85.3	84.4	83.8	72.9
Helicopter/plane tour	9.2	3.6	5.2	13.9	3.2	6.9	10.9	9.0
Boat/submarine/whale watching	23.4	12.2	28.7	26.8	3.7	18.8	20.2	30.9
Tour bus excursion	10.0	14.8	4.6	5.3	14.6	6.0	5.3	9.3
Private limousine/van tour	3.9	3.0	2.6	2.0	3.7	2.8	2.4	9.6
Self-guided	73.8	72.4	74.1	77.6	66.4	73.2	69.8	33.5
<b>ALL RECREATION</b>	88.1	82.8	92.0	92.3	51.8	84.9	65.4	78.4
Swimming/sunbathing/beach	81.4	74.3	87.0	84.6	31.4	73.8	60.5	52.7
Surfing/bodyboarding	26.9	23.8	26.7	29.3	5.4	18.2	6.9	17.5
Snorkeling/scuba diving	50.8	34.9	57.3	55.9	15.4	51.6	32.7	44.8
Jet skiing/parasailing/windsurfing	4.7	4.3	5.1	2.2	0.0	2.0	0.0	0.0
Golf	11.4	6.0	13.3	13.9	1.2	11.2	5.6	12.2
Running/jogging/fitness walking	43.0	38.0	45.8	46.8	19.4	39.5	19.2	18.4
Spa	11.1	6.4	13.7	11.5	0.7	9.2	2.1	9.2
Backpacking/hiking/camping	22.6	18.5	17.1	33.5	21.9	17.1	22.5	19.8
Sports event/tournament	4.4	5.4	2.4	2.0	1.3	4.4	4.8	1.7
<b>ALL ENTERTAINMENT</b>	93.5	92.3	94.0	95.6	66.7	91.0	75.9	81.5
Lunch/sunset/dinner/evening cruise	24.9	18.7	28.1	23.0	13.8	20.0	20.2	39.3
Lounge act/stage show	20.1	20.3	20.2	14.9	1.1	10.8	10.1	12.8
Nightclub/dancing/bar/karaoke	11.6	14.4	8.7	6.1	2.4	10.2	7.2	1.9
Fine dining	57.1	48.9	61.6	59.1	20.0	48.9	8.3	24.8
Family restaurant/diner	73.9	71.4	72.8	71.8	50.3	70.0	41.8	30.5
Ethnic dining	39.3	43.7	31.2	34.6	18.8	35.0	10.9	5.8
Prepared own meal	58.3	42.9	62.0	71.5	29.1	58.5	51.9	28.2
<b>ALL SHOPPING</b>	92.7	92.1	94.3	95.9	60.9	89.5	67.8	49.2
Department stores	39.6	46.3	32.6	27.4	14.6	32.4	1.3	0.1
Designer boutiques	31.8	26.0	35.0	28.6	7.0	27.5	0.9	4.2
Hotel stores	36.5	40.9	37.3	22.5	2.8	26.0	5.4	16.3
Swap meet	30.5	29.3	23.1	29.9	21.7	34.3	16.7	2.1
Discount/outlet stores	29.3	22.1	32.9	29.9	8.4	27.1	3.0	0.9
Supermarkets	69.1	55.5	72.8	76.6	34.1	67.4	47.0	30.1
Convenience stores	55.3	55.9	58.4	50.4	22.1	46.1	16.4	8.4
Duty free	4.4	6.6	2.0	2.1	1.2	2.0	0.0	0.1
Local shops/artisans	71.3	61.4	75.4	77.4	42.6	71.4	55.9	19.8
<b>ALL CULTURE</b>	73.8	79.2	66.6	70.2	51.6	66.9	49.0	42.0
Historic site	24.4	51.2	3.0	3.1	4.4	3.9	2.1	1.2
Museum/art gallery	22.8	18.5	24.4	18.9	15.2	23.3	11.9	8.3
Polynesian show/luau/hula	32.7	38.4	29.1	26.2	2.0	15.6	9.7	18.5
Play/concert	4.7	3.2	4.4	4.6	1.0	4.0	1.6	2.6
Art/craft fair	18.5	9.9	22.9	20.8	9.0	18.5	11.9	3.3
Parks/gardens	48.6	43.4	44.4	53.4	43.0	50.6	25.7	11.7
Festival	4.6	4.9	2.5	2.8	2.9	4.7	3.1	2.7
Other historical sites	29.5	29.6	20.4	26.4	19.3	39.3	34.6	9.4
<b>ALL TRANSPORTATION</b>	84.6	81.5	85.4	90.8	60.3	82.1	62.2	42.5
Trolley	6.6	10.7	3.2	0.6	0.9	4.3	0.7	5.2
Public Bus	10.5	19.4	4.3	1.0	1.0	2.3	0.9	6.1
Taxi/limousine	11.6	18.0	6.2	3.1	3.1	5.5	4.7	6.2
Rental Car	74.9	60.8	81.7	88.7	56.6	76.2	59.7	30.2
<b>MEETING</b>	6.4	8.6	3.4	1.3	1.9	5.8	1.2	2.9
<b>CONVENTION</b>	2.6	2.6	1.3	1.2	0.2	2.0	0.1	2.0
<b>INCENTIVE/REWARD</b>	2.8	1.6	3.3	1.6	0.1	2.0	0.3	2.4

Source: Hawai'i Tourism Authority

**Table 5.2 Activity Participation – U.S. West 2010**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	83.2	82.6	86.9	71.5	88.6	85.9	84.4	66.7
Helicopter/plane tour	8.2	3.3	4.5	10.4	8.2	4.2	7.6	0.8
Boat/submarine/whale watching	24.1	13.2	31.3	18.0	3.6	18.8	16.2	29.9
Tour bus excursion	8.3	11.8	5.1	2.4	6.1	5.3	23.2	8.8
Private limousine/van tour	3.7	3.0	2.1	1.7	2.5	2.7	1.8	2.2
Self-guided	75.4	74.6	75.5	65.8	76.6	75.8	60.1	37.7
<b>ALL RECREATION</b>	89.8	83.0	91.1	88.7	52.8	85.6	75.0	98.5
Swimming/sunbathing/beach	83.3	76.6	85.4	79.6	32.3	73.3	63.3	78.6
Surfing/bodyboarding	26.8	23.1	26.9	24.9	6.5	20.5	12.4	14.8
Snorkeling/scuba diving	51.0	32.8	56.7	51.2	16.2	53.8	33.6	64.1
Jet skiing/parasailing/windsurfing	4.6	4.4	4.0	1.5	0.8	2.6	0.1	0.4
Golf	10.9	4.9	11.4	11.2	2.6	12.9	2.0	17.1
Running/jogging/fitness walking	44.5	39.7	42.8	44.9	13.3	39.0	34.5	23.8
Spa	12.1	7.0	13.2	12.7	1.9	9.6	1.3	10.3
Backpacking/hiking/camping	24.6	18.5	19.2	35.3	24.4	19.1	19.5	10.0
Sports event/tournament	3.7	2.8	3.1	1.1	1.8	3.9	2.9	1.6
<b>ALL ENTERTAINMENT</b>	94.8	94.0	94.3	94.8	71.0	89.9	83.4	58.5
Lunch/sunset/dinner/evening cruise	23.4	21.1	23.3	23.3	7.8	17.2	8.6	17.8
Lounge act/stage show	19.5	18.5	20.9	13.8	0.7	11.0	6.4	6.8
Nightclub/dancing/bar/karaoke	11.1	14.4	6.7	7.8	1.3	7.9	3.7	2.6
Fine dining	53.3	47.2	48.3	58.1	17.0	50.4	6.1	41.0
Family restaurant/diner	74.2	73.1	69.3	72.5	49.6	67.9	45.3	28.6
Ethnic dining	40.4	39.9	43.2	30.9	17.1	23.6	9.0	7.3
Prepared own meal	58.6	40.5	57.2	70.0	34.3	60.7	66.0	16.0
<b>ALL SHOPPING</b>	94.0	94.2	93.3	94.3	55.1	89.4	78.6	52.6
Department stores	38.8	48.2	27.1	28.7	9.5	30.7	7.6	5.2
Designer boutiques	32.4	28.8	34.9	24.3	4.7	23.0	1.4	12.2
Hotel stores	38.3	43.3	35.1	23.8	3.0	25.7	5.2	29.6
Swap meet	30.2	31.0	19.9	27.3	14.8	31.0	12.3	0.5
Discount/outlet stores	30.8	27.6	30.3	29.3	12.2	25.2	6.8	0.3
Supermarkets	76.2	61.3	77.6	80.2	31.4	70.0	49.7	15.9
Convenience stores	62.0	62.8	56.4	47.5	21.2	44.5	15.0	10.2
Duty free	10.0	10.4	2.6	1.6	0.6	1.3	0.3	0.3
Local shops/artisans	70.5	59.4	72.0	73.4	38.1	63.6	52.9	30.9
<b>ALL CULTURE</b>	76.1	75.7	70.3	77.5	63.6	68.9	64.1	29.5
Historic military sites	21.3	43.9	3.4	7.5	3.0	5.6	1.8	1.1
Other historical sites	30.7	27.0	22.0	32.0	24.7	35.6	43.0	13.0
Museum/art gallery	22.2	16.3	23.3	21.3	14.1	16.8	15.0	11.1
Polynesian show/luau/hula	28.7	30.7	26.3	20.0	1.8	18.5	5.4	1.2
Play/concert	5.5	4.4	5.9	6.3	0.9	2.3	2.1	0.5
Art/craft fair	17.1	9.1	16.7	22.9	7.7	16.4	8.0	1.9
Parks/gardens	53.4	49.2	45.8	59.5	51.6	48.3	34.6	21.5
Festival	5.2	5.4	3.2	5.5	2.5	3.1	2.5	1.3
<b>ALL TRANSPORTATION</b>	85.7	83.0	88.6	89.3	58.0	82.0	61.1	30.9
Trolley	6.0	11.0	2.5	1.2	0.6	2.2	0.0	4.0
Public bus	10.1	20.2	4.2	1.1	3.2	0.9	0.7	10.4
Taxi/limousine	11.8	20.5	4.6	2.6	2.9	7.2	13.7	6.4
Rental car	77.0	62.0	83.8	86.4	52.6	78.1	55.6	13.6
<b>MEETING</b>	7.1	10.1	4.8	3.5	4.1	5.1	2.6	2.1
<b>CONVENTION</b>	2.7	2.8	1.7	1.3	0.8	1.8	0.2	1.2
<b>INCENTIVE/REWARD</b>	3.5	2.6	2.3	3.4	1.8	3.8	0.1	1.0

Source: Hawai'i Tourism Authority

**Table 5.3 Activity Participation – U.S. East 2011**  
**[Percentage of Visitors by Island**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	89.8	86.3	91.6	94.2	92.6	90.7	93.5	71.6
Helicopter/plane tour	17.8	4.6	12.2	30.0	10.2	9.9	6.7	0.3
Boat/submarine/whale watching	32.2	15.7	41.2	30.6	1.1	17.2	28.2	26.2
Tour bus excursion	21.9	25.7	18.1	12.1	25.5	14.2	14.1	7.5
Private limousine/van tour	7.7	6.6	6.4	2.2	2.3	5.8	11.6	4.5
Self-guided	78.2	69.7	70.7	76.3	62.7	72.4	59.2	44.8
<b>ALL RECREATION</b>	89.2	81.0	84.8	82.0	49.6	72.0	60.4	72.3
Swimming/sunbathing/beach	82.0	73.5	78.0	73.1	23.7	61.7	44.0	47.1
Surfing/bodyboarding	20.7	14.9	21.5	16.7	4.7	9.9	2.6	5.2
Snorkeling/scuba diving	46.4	32.6	47.0	39.3	9.3	35.2	31.2	38.2
Jet skiing/parasailing/windsurfing	4.3	2.3	4.5	0.4	0.0	4.2	0.4	9.8
Golf	10.6	5.4	9.8	12.5	1.4	10.4	2.2	10.2
Running/jogging/fitness walking	39.5	33.1	37.3	31.7	15.3	28.1	17.7	17.7
Spa	12.2	6.9	12.1	12.5	0.4	6.7	1.1	10.2
Backpacking/hiking/camping	25.3	18.4	17.7	32.0	28.7	17.1	18.3	10.5
Sports event/tournament	4.8	4.6	3.2	0.3	1.2	2.7	0.7	1.4
<b>ALL ENTERTAINMENT</b>	94.5	91.6	89.0	89.4	56.8	81.7	66.5	43.7
Lunch/sunset/dinner/evening cruise	29.4	24.0	30.6	23.7	7.3	19.8	5.8	8.0
Lounge act/stage show	28.1	23.2	23.9	20.1	1.7	15.2	7.6	3.1
Nightclub/dancing/bar/karaoke	16.4	16.8	10.5	10.4	2.3	9.1	8.7	3.5
Fine dining	57.1	46.5	60.3	53.4	18.5	40.7	13.2	33.9
Family restaurant/diner	75.8	73.4	64.7	64.8	44.2	59.3	50.2	20.9
Ethnic dining	38.7	36.8	28.5	28.4	15.8	20.2	13.1	3.9
Prepared own meal	46.9	33.1	39.7	49.4	19.6	38.4	41.8	4.2
<b>ALL SHOPPING</b>	95.1	91.7	92.7	89.1	61.0	86.5	58.3	52.0
Department stores	43.7	46.2	27.9	23.2	10.1	27.5	2.2	7.3
Designer boutiques	34.4	26.9	39.6	25.1	9.1	23.2	5.2	12.8
Hotel stores	48.8	47.5	46.1	29.7	8.3	27.4	10.1	20.4
Swap meet	28.6	28.6	15.0	17.1	13.9	17.5	15.0	0.9
Discount/outlet stores	32.4	29.8	27.2	24.7	12.7	18.9	3.2	2.5
Supermarkets	62.9	44.4	59.7	60.0	20.9	51.3	41.5	12.1
Convenience stores	57.5	56.8	51.7	39.9	18.9	39.7	23.7	11.3
Duty free	4.5	5.1	2.2	1.6	0.4	2.0	0.0	1.0
Local shops/artisans	73.8	61.8	73.7	73.3	43.4	61.7	46.1	44.8
<b>ALL CULTURE</b>	84.1	86.5	76.8	72.4	59.2	61.8	53.4	33.9
Historic site	41.9	66.0	4.8	5.3	5.0	4.2	4.1	3.9
Museum/art gallery	23.4	19.5	24.3	10.8	17.5	9.9	15.0	13.4
Polynesian show/luau/hula	49.0	42.3	40.9	34.3	3.3	24.0	6.7	3.0
Play/concert	5.6	3.5	5.9	4.3	3.6	0.9	2.7	0.4
Art/craft fair	16.2	9.1	17.9	14.0	6.1	7.8	12.3	7.4
Parks/gardens	57.3	49.8	50.6	52.5	48.2	43.5	35.1	14.5
Festival	5.6	5.6	4.1	1.7	2.3	1.8	3.1	0.3
Other historical sites	31.6	28.1	21.9	27.1	24.9	25.3	41.2	6.2
<b>ALL TRANSPORTATION</b>	87.4	80.4	83.5	81.1	56.3	71.6	52.7	38.5
Trolley	10.2	13.0	5.2	1.3	2.4	2.7	0.0	4.9
Public Bus	15.9	22.8	5.9	1.0	0.8	2.8	0.5	16.5
Taxi/limousine	18.8	24.6	9.6	3.2	2.1	3.5	4.1	8.5
Rental Car	72.9	52.6	76.9	78.9	53.0	67.8	51.7	13.1
<b>MEETING</b>	6.6	6.4	2.7	3.0	1.9	5.2	0.7	2.8
<b>CONVENTION</b>	6.2	6.5	2.2	0.4	1.6	5.2	0.0	1.6
<b>INCENTIVE/REWARD</b>	4.2	3.0	4.8	1.5	0.0	2.3	0.0	5.7

Source: Hawai'i Tourism Authority



**Table 5.4 Activity Participation – U.S. East 2010**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	89.4	88.8	91.6	76.2	93.6	90.3	91.7	80.7
Helicopter/plane tour	14.8	3.9	9.7	19.2	12.8	7.8	7.2	1.4
Boat/submarine/whale watching	30.7	15.4	36.7	19.7	2.6	22.1	6.4	23.3
Tour bus excursion	17.8	21.0	12.7	8.3	27.5	15.0	35.5	19.0
Private limousine/van tour	7.3	5.1	5.7	2.7	5.0	5.0	1.8	1.3
Self-guided	77.8	71.5	72.5	61.9	60.3	72.0	53.7	41.7
<b>ALL RECREATION</b>	89.3	79.3	87.2	80.2	40.1	75.5	37.4	66.6
Swimming/sunbathing/beach	83.4	72.6	80.5	72.1	20.8	63.8	27.8	57.0
Surfing/bodyboarding	21.1	17.4	17.2	16.3	1.9	8.6	3.1	4.3
Snorkeling/scuba diving	45.6	27.6	44.4	37.0	8.7	41.7	14.9	38.5
Jet skiing/parasailing/windsurfing	4.7	3.5	4.7	0.5	0.3	1.5	0.0	0.0
Golf	10.5	4.9	11.3	10.0	1.2	6.8	2.2	10.1
Running/jogging/fitness walking	39.4	32.2	40.1	32.8	12.3	25.6	12.5	20.5
Spa	13.1	6.7	13.5	9.2	1.7	9.0	0.4	13.3
Backpacking/hiking/camping	26.9	20.6	19.6	26.9	18.6	18.1	14.2	10.6
Sports event/tournament	3.6	3.2	2.5	0.7	0.6	1.3	1.0	0.8
<b>ALL ENTERTAINMENT</b>	93.1	90.1	88.7	85.2	54.3	80.0	35.2	49.0
Lunch/sunset/dinner/evening cruise	30.8	22.7	32.2	22.1	8.4	18.9	7.2	12.7
Lounge act/stage show	26.8	19.2	27.1	16.0	2.5	11.0	7.9	2.2
Nightclub/dancing/bar/karaoke	12.7	13.9	7.6	5.8	1.3	4.5	4.3	3.7
Fine dining	55.1	47.5	46.2	47.9	11.1	41.4	5.5	31.4
Family restaurant/diner	73.9	69.3	61.4	61.7	35.2	54.0	23.4	17.5
Ethnic dining	39.7	30.5	40.1	28.4	13.5	21.4	8.5	4.4
Prepared own meal	45.3	30.0	36.7	44.2	16.0	35.0	23.7	9.3
<b>ALL SHOPPING</b>	93.3	89.5	90.4	87.9	50.2	86.4	48.3	42.9
Department stores	42.5	45.0	30.0	23.1	8.4	22.9	0.7	0.6
Designer boutiques	34.5	27.2	32.3	23.4	4.2	20.5	1.5	4.0
Hotel stores	46.7	45.8	40.1	27.3	3.7	26.3	8.0	23.2
Swap meet	28.9	26.4	15.7	20.5	10.8	21.3	6.4	0.5
Discount/outlet stores	31.7	24.8	26.8	25.4	8.3	23.1	1.8	0.5
Supermarkets	65.9	46.5	59.0	59.3	17.6	51.8	21.8	11.7
Convenience stores	61.3	59.7	46.9	40.2	13.9	39.4	12.9	10.5
Duty free	12.5	13.4	3.9	2.2	0.9	1.3	0.3	0.0
Local shops/artisans	71.5	58.1	70.6	68.8	31.8	60.8	37.8	24.2
<b>ALL CULTURE</b>	84.3	84.7	75.6	70.6	53.3	66.1	30.4	27.2
Historic military sites	38.7	63.8	3.4	5.2	5.2	4.4	1.0	1.0
Other historical sites	36.4	33.3	22.9	25.6	19.8	33.4	20.6	7.8
Museum/art gallery	23.2	17.5	21.1	13.2	9.7	14.6	3.4	9.4
Polynesian show/luau/hula	48.4	38.1	43.5	31.9	2.5	23.2	3.3	2.0
Play/concert	5.3	2.8	4.7	3.4	1.6	3.1	0.9	0.1
Art/craft fair	14.8	7.1	14.1	13.0	3.8	13.8	4.8	1.3
Parks/gardens	58.4	50.0	50.3	50.6	45.5	44.5	19.9	16.4
Festival	4.2	3.5	2.2	2.4	1.1	2.4	1.5	1.1
<b>ALL TRANSPORTATION</b>	84.9	77.9	85.9	81.7	55.8	71.4	36.8	30.2
Trolley	9.3	12.0	4.4	2.5	2.3	2.4	0.0	3.2
Public bus	12.8	18.2	4.8	2.8	6.3	1.6	0.2	6.4
Taxi/limousine	18.1	22.8	9.4	5.2	2.9	5.1	2.4	8.5
Rental car	73.1	54.5	76.7	75.6	46.5	65.9	35.4	16.7
<b>MEETING</b>	9.1	10.3	3.3	3.1	0.9	3.6	1.9	1.5
<b>CONVENTION</b>	4.8	3.4	3.8	1.0	1.0	3.0	0.0	0.5
<b>INCENTIVE/REWARD</b>	5.1	2.3	4.8	3.3	1.3	3.7	0.1	2.3

Source: Hawai'i Tourism Authority

**Table 5.5 Activity Participation – Japan 2011**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	92.2	90.8	89.9	92.2	94.8	92.0	100.0	33.5
Helicopter/plane tour	3.3	1.9	4.2	11.2	6.6	3.0	37.1	0.0
Boat/submarine/whale watching	14.8	14.1	13.7	10.9	0.3	4.7	12.4	0.0
Tour bus excursion	44.0	40.7	42.7	40.7	72.7	46.9	10.9	16.2
Private limousine/van tour	15.5	14.1	8.2	9.0	10.0	16.5	0.0	0.0
Self-guided	59.0	58.2	37.6	38.0	11.9	40.0	52.1	17.2
<b>ALL RECREATION</b>	80.5	79.6	52.4	45.2	10.8	59.3	43.5	68.9
Swimming/sunbathing/beach	65.2	64.4	35.6	30.8	4.7	41.6	23.4	15.9
Surfing/bodyboarding	6.4	6.3	4.2	2.1	0.0	1.5	8.6	0.0
Snorkeling/scuba diving	18.5	17.6	8.9	8.8	1.4	13.8	11.0	15.9
Jet skiing/parasailing/windsurfing	4.0	4.0	0.8	0.8	0.3	0.2	0.0	0.0
Golf	9.4	8.1	11.4	14.3	0.9	12.8	12.4	35.7
Running/jogging/fitness walking	21.3	21.1	18.8	13.6	4.0	10.8	11.5	17.2
Spa	10.9	10.8	2.8	4.5	0.8	5.1	0.0	0.0
Backpacking/hiking/camping	9.7	9.6	4.7	6.4	2.6	4.2	11.5	17.2
Sports event/tournament	3.0	2.8	1.9	2.7	0.0	1.2	0.0	0.0
<b>ALL ENTERTAINMENT</b>	96.0	96.1	76.9	71.1	53.4	83.0	43.5	49.2
Lunch/sunset/dinner/evening cruise	58.0	57.9	29.2	23.1	17.0	35.8	0.0	14.9
Lounge act/stage show	24.0	23.9	7.9	8.4	1.4	9.1	0.0	0.0
Nightclub/dancing/bar/karaoke	6.1	6.1	0.9	0.0	0.0	2.5	0.0	0.0
Fine dining	81.2	81.2	57.2	56.4	33.3	64.6	32.5	49.2
Family restaurant/diner	51.8	51.4	23.8	25.2	18.7	26.3	22.5	17.2
Ethnic dining	13.0	12.7	5.8	6.8	2.0	6.6	0.0	0.0
Prepared own meal	16.4	14.5	19.1	22.7	0.3	21.9	23.4	14.9
<b>ALL SHOPPING</b>	98.4	98.9	71.7	63.2	44.3	83.3	43.5	35.9
Department stores	56.6	58.7	7.3	8.1	0.9	6.9	0.0	0.0
Designer boutiques	61.3	62.7	14.6	6.9	2.9	13.9	0.0	0.0
Hotel stores	50.3	50.1	17.8	18.8	3.5	30.3	0.0	18.6
Swap meet	19.1	18.6	7.3	2.8	2.6	9.7	11.0	0.0
Discount/outlet stores	42.0	42.5	12.0	20.3	3.3	11.6	11.5	17.2
Supermarkets	63.9	62.2	32.5	40.1	12.3	51.6	34.9	17.2
Convenience stores	76.0	77.2	29.5	12.4	5.7	33.5	24.0	35.9
Duty free	68.6	70.5	9.1	6.0	2.7	7.3	0.0	0.0
Local shops/artisans	33.7	29.9	36.7	35.0	29.6	33.8	32.0	0.0
<b>ALL CULTURE</b>	72.4	71.9	45.8	51.5	39.4	43.8	23.4	17.0
Historic site	16.8	17.3	1.6	0.0	0.9	0.8	0.0	0.0
Museum/art gallery	12.8	11.9	9.9	9.4	6.7	6.6	0.0	0.0
Polynesian show/luau/hula	32.6	32.6	12.3	11.0	1.1	9.6	0.0	0.0
Play/concert	1.7	1.6	2.2	0.0	0.3	0.9	0.0	0.0
Art/craft fair	2.9	2.8	0.8	1.4	0.9	0.9	0.0	0.0
Parks/gardens	47.0	46.3	26.8	27.6	23.8	23.4	12.4	0.0
Festival	7.4	7.3	2.7	1.3	0.9	1.8	0.0	17.0
Other historical sites	16.3	14.8	14.3	17.5	17.9	16.6	23.4	0.0
<b>ALL TRANSPORTATION</b>	94.9	95.6	48.9	50.4	15.0	59.5	51.1	35.9
Trolley	72.6	75.7	4.2	0.0	0.7	5.3	0.0	0.0
Public Bus	22.9	23.6	7.2	3.3	1.4	0.7	0.0	0.0
Taxi/limousine	41.4	41.5	15.3	11.4	5.1	20.3	16.2	18.6
Rental Car	20.4	16.6	26.8	37.4	8.7	37.5	34.9	17.2
<b>MEETING</b>	1.5	1.2	2.5	2.7	0.2	0.6	0.0	0.0
<b>CONVENTION</b>	1.0	0.8	1.7	0.9	0.0	0.6	0.0	0.0
<b>INCENTIVE/REWARD</b>	2.7	2.6	3.2	0.0	0.3	0.7	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.6 Activity Participation – Japan 2010**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	85.2	89.9	91.1	91.2	96.4	92.3	100.0	63.6
Helicopter/plane tour	3.3	1.9	3.1	3.9	9.6	4.7	67.0	0.0
Boat/submarine/whale watching	14.2	14.4	14.3	1.0	0.4	7.4	0.0	0.0
Tour bus excursion	41.0	39.1	40.1	59.4	66.0	46.1	33.0	0.0
Private limousine/van tour	16.0	15.0	14.6	9.1	10.8	20.9	0.0	0.0
Self-guided	54.6	57.3	38.0	26.6	18.6	40.3	0.0	63.6
<b>ALL RECREATION</b>	75.1	79.0	50.8	37.3	17.7	63.1	0.0	100.0
Swimming/sunbathing/beach	61.0	64.3	33.2	28.9	8.4	46.6	0.0	31.6
Surfing/bodyboarding	7.3	7.4	5.2	3.7	0.3	3.2	0.0	0.0
Snorkeling/scuba diving	16.9	16.8	7.2	9.2	1.6	13.2	0.0	14.4
Jet skiing/parasailing/windsurfing	2.9	3.0	1.6	0.0	0.0	0.0	0.0	0.0
Golf	10.6	9.1	13.2	8.9	0.9	16.8	0.0	85.6
Running/jogging/fitness walking	21.0	21.2	13.9	10.5	5.2	15.9	0.0	0.0
Spa	8.0	8.1	5.7	0.9	0.9	4.2	0.0	0.0
Backpacking/hiking/camping	8.6	8.8	6.1	0.9	3.4	5.1	0.0	0.0
Sports event/tournament	2.1	2.1	1.2	0.0	0.0	0.8	0.0	0.0
<b>ALL ENTERTAINMENT</b>	89.5	95.9	73.3	65.7	53.5	84.7	33.0	50.8
Lunch/sunset/dinner/evening cruise	52.1	55.5	32.8	19.9	16.1	33.8	0.0	0.0
Lounge act/stage show	22.5	23.1	13.6	6.0	1.4	12.3	0.0	19.1
Nightclub/dancing/bar/karaoke	6.0	6.3	2.8	2.5	1.0	2.5	0.0	0.0
Fine dining	75.3	80.2	56.1	42.7	40.5	64.5	0.0	50.8
Family restaurant/diner	47.3	49.6	26.0	21.8	14.1	32.2	33.0	0.0
Ethnic dining	13.9	14.3	6.7	5.5	1.7	8.2	0.0	0.0
Prepared own meal	16.4	15.3	17.1	20.1	1.4	20.8	0.0	0.0
<b>ALL SHOPPING</b>	92.1	99.2	79.3	61.1	50.3	85.7	0.0	36.4
Department stores	49.8	55.8	7.2	2.3	1.9	3.3	0.0	0.0
Designer boutiques	56.4	62.3	13.5	2.1	0.7	12.3	0.0	0.0
Hotel stores	44.2	46.5	23.7	5.6	7.2	27.8	0.0	36.4
Swap meet	18.0	18.2	5.2	2.5	5.2	13.3	0.0	0.0
Discount/outlet stores	39.8	42.9	14.2	10.7	6.1	14.5	0.0	0.0
Supermarkets	59.0	60.9	31.5	33.0	13.7	54.4	0.0	17.2
Convenience stores	71.2	77.7	33.4	20.0	9.2	36.9	0.0	0.0
Duty free	63.9	71.0	7.3	2.5	2.3	8.3	0.0	0.0
Local shops/artisans	32.2	29.6	33.1	32.1	30.4	33.1	0.0	17.2
<b>ALL CULTURE</b>	68.9	72.8	46.0	48.4	38.6	49.7	0.0	0.0
Historic military sites	15.7	17.3	2.8	0.9	0.9	0.7	0.0	0.0
Other historical sites	16.2	14.5	14.6	24.3	19.6	19.6	0.0	0.0
Museum/art gallery	12.9	13.0	9.7	5.7	8.6	6.2	0.0	0.0
Polynesian show/luau/hula	30.2	31.4	14.6	13.8	1.9	13.5	0.0	0.0
Play/concert	2.0	1.9	0.0	1.8	0.7	0.9	0.0	0.0
Art/craft fair	3.2	3.1	3.3	0.0	1.0	1.5	0.0	0.0
Parks/gardens	45.5	47.3	26.4	31.1	28.0	29.5	0.0	0.0
Festival	6.3	6.5	0.5	0.0	0.3	2.8	0.0	0.0
<b>ALL TRANSPORTATION</b>	88.2	95.3	53.8	39.8	23.4	60.8	0.0	19.1
Trolley	66.3	74.4	7.6	1.1	1.0	7.2	0.0	0.0
Public bus	22.3	24.7	7.5	0.9	0.7	1.3	0.0	0.0
Taxi/limousine	37.4	39.5	22.4	16.8	9.6	20.7	0.0	19.1
Rental car	18.7	15.2	25.7	25.1	13.7	38.3	0.0	0.0
<b>MEETING</b>	1.8	1.4	1.8	0.0	0.0	0.3	0.0	0.0
<b>CONVENTION</b>	1.0	0.7	1.2	0.9	0.3	0.4	0.0	0.0
<b>INCENTIVE/REWARD</b>	2.3	2.3	1.5	0.9	1.4	0.4	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.7 Activity Participation – Canada 2011**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	92.1	88.5	91.0	94.3	90.8	94.0	99.1	94.9
Helicopter or plane tour	15.6	5.3	9.3	21.0	12.9	10.3	24.2	0.0
Boat/submarine/whale watching	31.6	16.2	39.2	28.0	2.0	21.9	21.4	31.0
Tour bus excursion	17.7	26.6	10.3	8.5	21.3	12.0	8.7	7.2
Private limousine/van tour	6.1	6.0	4.5	3.6	6.2	4.1	18.8	4.8
Self-guided	81.9	73.0	79.1	80.5	66.2	80.5	42.2	62.0
<b>ALL RECREATION</b>	94.8	89.9	94.0	87.9	46.7	87.9	39.2	75.0
Swimming/sunbathing/beach	89.3	85.0	88.2	80.0	22.9	76.9	37.4	65.2
Surfing/bodyboarding	31.6	22.9	34.9	23.5	1.7	22.2	0.7	22.1
Snorkeling/scuba diving	52.9	32.3	58.2	48.9	13.0	56.5	18.0	54.8
Jet skiing/parasailing/windsurfing	3.7	1.6	4.1	0.5	0.0	2.8	0.0	0.0
Golf	12.8	4.9	14.9	10.4	1.1	13.4	4.2	10.9
Running/jogging/fitness walking	48.5	40.1	50.8	44.9	14.0	41.7	14.0	33.1
Spa	10.1	6.3	8.6	6.0	1.9	8.9	1.1	2.7
Backpacking/hiking/camping	25.1	19.4	19.2	33.5	26.8	22.4	9.9	13.6
Sports event or tournament	6.0	6.7	3.4	0.8	0.4	4.0	6.4	0.0
<b>ALL ENTERTAINMENT</b>	96.6	94.0	94.3	91.1	60.8	89.8	59.8	80.1
Lunch/sunset/dinner/evening cruise	27.8	23.2	28.7	24.2	9.9	20.2	23.9	26.8
Lounge act/stage show	28.1	27.1	23.1	23.1	2.6	15.5	6.1	5.9
Nightclub/dancing/bar/karaoke	14.4	18.9	8.8	6.0	1.0	10.0	1.4	0.0
Fine dining	54.7	48.7	54.7	45.8	10.5	43.4	5.5	33.6
Family restaurant/diner	76.9	73.6	72.6	68.1	40.1	67.5	28.7	24.2
Ethnic dining	34.4	35.6	24.8	29.4	12.9	25.0	5.1	5.5
Prepared own meal	67.0	40.9	71.0	72.4	23.9	64.3	30.0	42.9
<b>ALL SHOPPING</b>	96.1	95.2	92.8	91.0	57.7	89.5	53.7	63.0
Department stores	61.3	65.2	45.1	43.0	18.7	51.1	0.7	0.0
Designer boutiques	43.1	41.9	39.3	27.1	8.4	32.4	3.7	0.0
Hotel stores	37.3	46.1	27.0	15.1	3.0	27.2	3.8	35.7
Swap meet	37.2	36.1	25.6	23.1	14.8	32.7	12.1	0.0
Discount/outlet stores	34.5	37.1	28.0	22.1	5.0	22.9	0.7	0.0
Supermarkets	76.5	55.5	76.9	73.9	27.7	70.5	27.5	20.7
Convenience stores	65.9	74.0	54.2	45.1	18.0	45.6	13.1	12.6
Duty free	11.1	14.5	6.6	3.8	0.4	4.3	0.0	2.7
Local shops/artisans	77.0	65.4	75.3	73.0	37.8	70.7	32.3	30.6
<b>ALL CULTURE</b>	82.7	81.8	72.4	77.6	59.7	73.8	32.2	56.6
Historic site	26.6	49.4	3.6	5.6	2.2	6.4	0.0	3.5
Museum/art gallery	24.4	15.7	23.0	21.1	14.4	22.4	4.2	9.1
Polynesian show/luau/hula	45.3	46.2	34.6	34.3	3.4	25.7	5.0	11.4
Play/concert	7.2	5.9	6.2	5.4	1.1	2.9	6.9	6.6
Art/craft fair	19.0	11.1	17.4	17.8	9.1	16.2	3.6	7.2
Parks/gardens	57.4	53.2	46.8	61.7	50.3	51.0	21.1	36.5
Festival	6.1	6.5	2.8	2.7	1.2	4.7	0.7	3.5
Other historical sites	33.9	26.8	24.9	30.0	20.5	43.6	20.3	9.5
<b>ALL TRANSPORTATION</b>	93.2	93.5	89.4	85.4	51.6	82.4	34.6	38.4
Trolley	15.1	28.4	2.9	1.8	0.7	4.2	0.0	1.9
Public Bus	23.0	44.6	6.5	3.3	4.2	2.2	0.0	11.1
Taxi/limousine	25.2	39.9	13.3	3.9	4.5	9.8	1.3	12.3
Rental Car	74.9	47.8	84.3	81.4	46.7	76.8	34.6	21.8
<b>MEETING</b>	3.6	1.8	1.5	0.9	1.1	2.0	0.0	0.0
<b>CONVENTION</b>	5.3	5.4	1.1	0.5	0.8	4.1	0.0	1.7
<b>INCENTIVE/REWARD</b>	3.3	1.4	1.9	0.9	0.7	3.0	0.0	2.7

Source: Hawai'i Tourism Authority

**Table 5.8 Activity Participation – Canada 2010**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	90.1	91.4	92.2	67.0	93.2	93.8	95.4	82.4
Helicopter or plane tour	12.9	2.5	9.4	16.4	10.9	8.9	9.1	0.0
Boat/submarine/whale watching	30.2	16.8	35.3	14.7	1.5	20.8	12.0	24.2
Tour bus excursion	15.6	24.9	8.8	6.2	19.5	13.7	31.9	18.4
Private limousine/van tour	5.6	5.5	4.2	2.8	4.7	3.1	0.7	8.8
Self-guided	80.4	72.8	81.3	58.0	67.4	77.7	47.8	40.3
<b>ALL RECREATION</b>	94.7	88.1	92.9	88.3	51.0	86.5	47.7	70.4
Swimming/sunbathing/beach	90.7	82.7	88.9	81.1	23.2	76.3	28.3	47.1
Surfing/bodyboarding	28.8	17.8	31.1	24.5	4.2	20.9	1.4	13.4
Snorkeling/scuba diving	58.4	36.7	62.1	48.3	12.0	52.6	17.3	33.6
Jet skiing/parasailing/windsurfing	4.1	2.9	4.1	1.4	0.8	2.6	0.0	2.1
Golf	13.0	4.3	12.5	14.3	4.0	13.4	7.0	11.7
Running/jogging/fitness walking	48.0	41.4	43.2	42.1	17.4	38.8	18.1	7.0
Spa	8.9	5.9	8.2	6.1	0.7	6.4	0.0	5.7
Backpacking/hiking/camping	25.4	22.0	19.5	29.3	25.2	17.5	11.5	3.1
Sports event or tournament	4.4	4.1	2.7	1.4	0.8	3.9	9.1	0.0
<b>ALL ENTERTAINMENT</b>	95.6	94.4	90.8	89.2	63.1	88.4	59.9	42.3
Lunch/sunset/dinner/evening cruise	26.4	24.5	23.8	25.1	9.7	19.8	22.7	11.3
Lounge act/stage show	26.2	21.8	25.6	20.5	2.2	14.7	6.8	0.6
Nightclub/dancing/bar/karaoke	9.6	12.9	5.3	4.8	1.3	5.5	2.8	1.1
Fine dining	47.4	45.5	32.6	45.3	11.2	40.5	7.1	20.7
Family restaurant/diner	76.2	76.6	61.7	64.1	40.5	64.7	28.2	18.2
Ethnic dining	40.8	32.9	43.0	27.0	11.7	24.3	1.6	7.7
Prepared own meal	66.3	46.0	57.2	69.2	27.5	63.4	28.0	2.9
<b>ALL SHOPPING</b>	96.9	97.6	94.9	93.5	48.5	89.5	55.1	26.6
Department stores	60.8	64.1	45.3	46.1	9.8	47.8	11.2	1.9
Designer boutiques	42.9	38.9	41.1	27.7	5.2	27.3	1.1	5.4
Hotel stores	37.9	41.8	31.0	20.9	2.1	24.6	3.5	10.7
Swap meet	39.3	36.8	26.4	29.2	13.6	33.1	8.9	0.0
Discount/outlet stores	37.6	39.0	30.5	22.6	7.5	27.9	10.5	0.0
Supermarkets	82.8	66.8	76.5	73.3	22.7	66.9	31.3	4.9
Convenience stores	73.6	75.1	62.2	52.3	17.5	47.0	6.8	6.0
Duty free	18.0	21.2	6.0	4.0	1.6	2.4	0.0	0.0
Local shops/artisans	77.6	65.7	73.4	74.5	35.9	69.3	37.4	19.3
<b>ALL CULTURE</b>	87.0	85.7	79.3	80.4	59.6	74.0	54.5	37.4
Historic military sites	23.2	47.0	2.9	6.1	2.3	5.5	1.4	0.0
Other historical sites	35.1	26.2	25.6	28.4	21.9	40.3	41.9	14.6
Museum/art gallery	24.3	15.4	23.0	18.5	12.4	19.0	3.0	5.3
Polynesian show/luau/hula	43.9	39.2	38.1	32.0	1.9	23.2	3.1	8.0
Play/concert	6.7	5.1	5.3	5.7	0.9	4.3	1.9	0.8
Art/craft fair	21.0	12.1	19.4	20.2	8.7	17.0	11.9	1.9
Parks/gardens	63.0	58.2	53.9	61.1	48.2	50.9	15.9	21.2
Festival	5.0	4.4	3.3	4.0	1.4	3.1	1.9	0.6
<b>ALL TRANSPORTATION</b>	93.9	91.4	92.0	87.4	61.6	83.9	36.1	31.9
Trolley	12.3	24.2	3.0	2.1	0.8	4.1	0.0	5.7
Public bus	21.9	44.4	6.1	3.1	4.2	3.3	1.4	11.9
Taxi/limousine	19.7	33.9	8.2	7.0	2.5	7.6	1.9	7.6
Rental car	79.6	47.8	87.4	81.0	56.5	78.7	33.5	9.3
<b>MEETING</b>	3.0	2.0	2.0	2.4	0.7	2.4	0.9	0.6
<b>CONVENTION</b>	3.4	3.2	2.1	1.5	0.6	2.6	0.0	2.3
<b>INCENTIVE/REWARD</b>	2.8	2.4	1.9	2.0	0.0	2.3	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.9 Activity Participation – Europe 2011**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	93.7	89.7	91.3	97.7	97.1	94.9	91.0	87.1
Helicopter or plane tour	18.2	6.5	4.6	39.2	14.4	8.9	12.8	6.7
Boat/submarine/whale watching	27.1	13.4	32.1	23.2	5.8	10.9	13.3	49.0
Tour bus excursion	28.5	32.2	15.3	15.4	9.5	13.9	7.2	4.3
Private limousine/van tour	19.6	19.0	12.8	7.9	6.0	8.9	16.8	13.1
Self-guided	71.9	62.0	70.9	67.6	81.6	78.6	67.5	32.4
<b>ALL RECREATION</b>	94.9	89.8	87.6	81.5	54.4	82.8	66.8	95.7
Swimming/sunbathing/beach	92.1	88.1	82.7	77.6	37.1	75.5	59.3	79.1
Surfing/bodyboarding	33.2	32.7	23.2	11.3	3.1	5.1	0.0	4.0
Snorkeling/scuba diving	49.1	34.8	44.2	32.9	16.1	41.1	24.4	48.8
Jet skiing/parasailing/windsurfing	3.0	0.8	4.6	0.7	0.0	0.7	0.0	0.0
Golf	6.2	2.4	5.1	7.2	0.0	4.4	0.0	15.1
Running/jogging/fitness walking	32.2	27.9	21.6	16.6	7.8	16.7	16.9	12.4
Spa	11.3	7.2	11.0	5.4	3.4	5.7	0.0	15.6
Backpacking/hiking/camping	23.2	17.8	14.6	29.9	29.7	10.8	35.1	15.0
Sports event or tournament	5.1	2.9	3.5	0.1	0.0	3.4	0.0	3.3
<b>ALL ENTERTAINMENT</b>	95.1	94.6	84.3	82.4	70.0	82.0	74.0	61.2
Lunch/sunset/dinner/evening cruise	43.8	42.4	31.4	31.6	24.6	25.8	13.7	19.7
Lounge act/stage show	22.2	15.6	19.8	18.6	0.7	10.3	5.9	4.3
Nightclub/dancing/bar/karaoke	21.9	23.0	16.6	6.8	6.8	12.2	1.5	0.0
Fine dining	51.7	45.1	43.0	26.4	17.6	27.3	4.4	33.2
Family restaurant/diner	70.1	67.2	57.2	51.5	39.5	48.0	28.4	14.2
Ethnic dining	27.6	25.4	17.4	11.7	9.9	9.5	18.3	6.7
Prepared own meal	39.8	27.2	35.0	39.8	26.1	29.1	46.3	4.3
<b>ALL SHOPPING</b>	95.7	94.3	86.3	83.4	52.1	78.1	71.9	19.0
Department stores	65.7	71.5	42.8	24.1	20.2	24.5	13.4	5.7
Designer boutiques	40.9	41.4	25.3	8.3	5.8	17.4	0.0	0.0
Hotel stores	37.8	36.8	26.3	12.4	1.6	15.5	4.4	9.0
Swap meet	24.1	24.7	9.4	7.6	10.9	13.8	6.0	0.0
Discount/outlet stores	29.5	28.8	18.9	13.6	6.8	9.5	5.0	0.0
Supermarkets	77.5	68.1	65.6	64.1	37.6	60.5	58.1	5.7
Convenience stores	41.3	43.6	31.3	27.5	9.0	16.8	12.7	5.7
Duty free	11.3	11.3	8.1	1.8	1.7	4.7	0.0	0.0
Local shops/artisans	74.4	68.2	65.3	60.0	30.0	44.4	44.9	13.3
<b>ALL CULTURE</b>	85.7	85.3	67.5	59.7	61.6	65.2	52.8	16.6
Historic site	44.4	60.2	2.2	1.0	0.4	3.8	6.0	0.0
Museum/art gallery	25.7	25.1	15.2	6.4	15.7	5.5	2.9	0.0
Polynesian show/luau/hula	41.8	34.5	29.2	17.1	2.2	16.4	2.9	0.0
Play/concert	8.3	6.6	4.6	0.5	1.3	3.4	9.2	5.6
Art/craft fair	11.7	6.5	9.0	4.7	4.4	9.7	13.4	0.0
Parks/gardens	64.7	59.5	48.7	48.8	50.9	39.0	36.1	11.0
Festival	5.5	4.7	1.9	0.5	1.5	1.7	0.0	0.0
Other historical sites	34.6	29.9	24.0	17.0	24.7	30.3	32.5	7.7
<b>ALL TRANSPORTATION</b>	88.8	85.6	87.8	82.1	73.1	85.0	71.4	36.3
Trolley	17.8	21.7	5.2	2.9	0.2	3.9	0.0	0.0
Public Bus	29.1	32.5	16.0	2.0	1.4	1.1	3.2	5.7
Taxi/limousine	37.3	42.6	17.4	9.3	0.9	6.8	0.0	19.6
Rental Car	61.8	40.6	73.5	71.4	71.6	79.5	68.3	11.0
<b>MEETING</b>	5.9	4.0	2.2	0.2	0.2	2.6	0.0	0.0
<b>CONVENTION</b>	7.4	8.4	0.9	1.1	0.5	0.5	0.0	0.0
<b>INCENTIVE/REWARD</b>	3.1	1.6	1.3	1.7	0.0	0.9	0.0	11.4

Source: Hawai'i Tourism Authority

**Table 5.10 Activity Participation – Europe 2009**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	92.7	92.7	94.2	69.4	96.8	94.9	94.9	90.8
Helicopter or plane tour	13.3	3.3	5.3	14.2	13.1	6.6	4.1	2.9
Boat/submarine/whale watching	31.5	15.3	31.3	16.6	3.8	11.4	11.3	18.6
Tour bus excursion	30.3	32.6	14.4	10.1	20.3	18.2	11.9	53.1
Private limousine/van tour	11.8	9.2	9.6	6.1	4.7	8.6	4.7	6.8
Self-guided	73.8	69.2	77.0	55.4	70.2	75.5	74.8	20.5
<b>ALL RECREATION</b>	90.5	87.6	86.3	86.5	57.7	75.5	85.2	49.8
Swimming/sunbathing/beach	87.7	83.7	81.6	78.6	34.5	67.8	78.3	41.6
Surfing/bodyboarding	27.2	22.5	19.4	13.1	3.4	4.6	6.9	2.2
Snorkeling/scuba diving	45.1	29.0	43.6	33.3	14.2	32.9	24.3	17.6
Jet skiing/parasailing/windsurfing	3.4	1.3	3.4	0.1	0.0	0.2	0.0	1.2
Golf	5.7	2.5	5.2	3.9	0.6	4.9	0.0	5.9
Running/jogging/fitness walking	25.2	19.6	19.8	14.9	5.6	15.8	5.6	5.9
Spa	10.2	6.9	7.6	7.6	1.6	5.3	0.0	5.7
Backpacking/hiking/camping	23.6	13.9	23.3	41.1	35.0	17.6	43.7	6.6
Sports event or tournament	6.5	4.3	2.9	1.3	1.0	6.3	0.0	5.4
<b>ALL ENTERTAINMENT</b>	92.7	92.2	86.1	87.1	71.5	83.1	85.1	79.2
Lunch/sunset/dinner/evening cruise	40.5	37.4	32.8	30.0	18.9	24.8	15.7	57.1
Lounge act/stage show	24.7	19.6	13.3	10.7	0.9	10.1	8.5	46.4
Nightclub/dancing/bar/karaoke	19.0	20.7	7.4	5.4	1.3	8.2	0.0	0.0
Fine dining	45.4	39.0	27.4	35.6	13.4	31.4	1.1	15.4
Family restaurant/diner	65.1	58.4	48.2	48.0	40.8	48.5	31.4	58.3
Ethnic dining	34.8	25.5	33.8	15.6	8.7	17.2	2.3	1.3
Prepared own meal	40.8	27.8	33.5	44.0	28.6	33.1	62.5	10.7
<b>ALL SHOPPING</b>	95.1	94.8	90.5	89.8	54.9	84.9	82.7	70.7
Department stores	62.3	64.9	37.9	29.3	9.0	27.6	6.3	2.4
Designer boutiques	40.2	41.2	20.4	13.2	2.9	12.2	1.0	1.8
Hotel stores	41.8	40.0	22.9	17.9	4.5	16.3	4.7	7.8
Swap meet	25.4	22.6	15.1	12.6	6.0	12.1	5.7	0.0
Discount/outlet stores	32.6	32.7	17.6	7.7	4.0	12.2	0.0	0.0
Supermarkets	76.0	67.1	71.5	77.7	32.9	68.1	46.3	57.3
Convenience stores	52.7	52.4	29.7	23.2	13.2	24.3	28.4	47.2
Duty free	25.3	26.5	7.1	1.6	0.4	4.6	0.0	0.8
Local shops/artisans	68.3	56.4	61.2	55.6	28.0	44.7	38.4	9.9
<b>ALL CULTURE</b>	89.5	88.3	79.4	75.3	64.8	71.4	75.3	64.7
Historic military sites	42.0	55.1	2.5	4.9	1.7	3.2	3.8	2.0
Other historical sites	41.9	33.5	29.0	29.7	22.5	42.3	36.9	46.8
Museum/art gallery	24.3	19.8	20.0	9.6	10.6	8.3	2.5	4.9
Polynesian show/luau/hula	43.7	36.1	24.2	18.9	1.7	14.1	2.1	44.7
Play/concert	9.6	8.3	5.9	2.3	1.5	1.4	5.1	1.6
Art/craft fair	10.0	3.5	11.0	9.9	2.5	3.3	1.0	0.0
Parks/gardens	65.8	61.9	53.1	54.4	53.8	47.8	56.9	10.7
Festival	6.0	5.6	1.6	3.5	0.7	0.7	1.3	0.8
<b>ALL TRANSPORTATION</b>	90.9	89.9	90.0	86.9	73.5	81.4	85.3	28.6
Trolley	14.0	14.9	6.4	2.8	0.9	1.9	0.0	5.5
Public Bus	37.7	46.3	10.5	2.8	3.1	2.3	0.8	7.4
Taxi/limousine	32.2	34.9	15.4	9.3	2.2	6.7	15.1	8.8
Rental Car	64.0	45.9	76.8	79.0	70.3	76.3	73.8	11.1
<b>MEETING</b>	4.4	3.7	1.6	1.4	1.3	1.9	0.0	0.0
<b>CONVENTION</b>	5.4	4.3	2.5	1.4	0.2	2.5	1.2	0.0
<b>INCENTIVE/REWARD</b>	2.4	1.5	1.7	0.8	1.3	2.5	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.11 Activity Participation – Oceania 2011**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	92.1	89.4	81.7	89.7	97.1	90.6	46.1	75.5
Helicopter or plane tour	11.3	4.6	7.5	24.2	21.2	10.0	0.0	0.0
Boat/submarine/whale watching	23.9	18.4	24.5	18.1	0.3	14.9	0.0	6.9
Tour bus excursion	48.5	47.7	26.0	30.4	57.4	32.1	0.0	6.9
Private limousine/van tour	10.2	8.9	6.5	3.9	4.8	9.4	6.7	6.9
Self-guided	57.1	51.1	50.1	52.8	33.0	54.9	39.4	54.7
<b>ALL RECREATION</b>	86.2	82.9	86.5	72.5	42.3	62.4	54.9	49.3
Swimming/sunbathing/beach	79.6	76.6	74.7	56.4	27.2	46.1	35.2	49.3
Surfing/bodyboarding	20.7	18.4	14.1	10.0	1.7	5.8	0.0	21.5
Snorkeling/scuba diving	24.5	16.7	34.7	15.7	6.2	22.4	7.4	6.9
Jet skiing/parasailing/windsurfing	4.0	2.3	2.8	0.0	0.0	2.0	0.0	0.0
Golf	6.9	4.1	9.0	7.5	0.2	0.2	0.0	35.4
Running/jogging/fitness walking	38.3	35.2	29.5	22.8	12.4	22.5	7.4	28.4
Spa	11.3	9.1	8.1	9.2	0.3	4.1	0.0	9.9
Backpacking/hiking/camping	7.9	4.8	5.7	12.7	17.9	3.7	19.6	9.9
Sports event or tournament	3.6	1.8	1.6	4.5	0.0	4.3	0.0	9.9
<b>ALL ENTERTAINMENT</b>	95.6	94.8	90.6	76.0	51.5	74.7	41.1	59.9
Lunch/sunset/dinner/evening cruise	32.3	31.1	21.2	20.1	11.3	20.1	7.4	9.9
Lounge act/stage show	20.8	17.0	18.4	16.6	1.4	6.9	6.7	0.0
Nightclub/dancing/bar/karaoke	14.7	14.3	7.8	5.9	0.7	5.7	0.0	0.0
Fine dining	46.2	44.1	38.8	25.4	6.9	21.4	0.0	59.9
Family restaurant/diner	77.8	75.2	63.1	51.3	40.4	55.0	7.4	0.0
Ethnic dining	22.7	21.8	10.6	11.6	4.3	12.6	0.0	0.0
Prepared own meal	22.4	15.0	25.8	31.2	12.7	20.5	19.6	9.9
<b>ALL SHOPPING</b>	97.1	97.9	90.4	64.5	66.2	78.2	80.3	68.5
Department stores	79.2	81.3	26.7	22.5	14.1	39.8	0.0	0.0
Designer boutiques	52.8	52.4	40.5	10.4	3.5	14.6	0.0	0.0
Hotel stores	48.4	46.7	28.9	8.3	1.0	14.4	0.0	6.9
Swap meet	32.2	31.0	16.6	14.4	8.6	15.0	0.0	0.0
Discount/outlet stores	55.9	57.5	15.5	12.6	4.1	18.5	0.0	0.0
Supermarkets	57.1	51.8	50.3	38.2	29.3	40.8	19.6	28.4
Convenience stores	76.2	76.4	51.3	34.7	28.1	39.7	34.6	47.7
Duty free	29.6	30.4	5.1	3.7	2.8	5.8	0.0	0.0
Local shops/artisans	68.3	64.4	56.0	45.4	33.7	45.3	26.1	42.3
<b>ALL CULTURE</b>	81.5	81.9	59.4	65.1	59.9	61.9	33.8	21.5
Historic site	58.7	62.0	4.6	3.5	8.1	5.9	0.0	11.6
Museum/art gallery	15.5	12.8	10.8	6.9	11.7	12.6	0.0	0.0
Polynesian show/luau/hula	43.1	38.5	27.2	21.0	1.5	14.1	7.4	9.9
Play/concert	4.7	3.7	2.9	1.4	0.0	1.0	0.0	0.0
Art/craft fair	5.5	3.5	7.4	6.1	3.8	3.1	0.0	0.0
Parks/gardens	49.0	47.1	36.3	47.8	52.9	36.5	0.0	9.9
Festival	3.7	3.0	2.2	1.2	0.3	1.0	6.7	0.0
Other historical sites	28.5	25.1	14.6	26.6	16.6	22.7	19.6	0.0
<b>ALL TRANSPORTATION</b>	93.0	92.5	72.0	69.4	35.4	69.7	33.8	35.4
Trolley	47.9	50.4	10.2	5.2	5.0	11.3	0.0	0.0
Public Bus	45.2	45.8	18.7	10.5	3.7	6.7	0.0	16.8
Taxi/limousine	49.7	49.6	21.8	13.0	3.1	18.7	19.6	6.9
Rental Car	34.0	22.6	45.5	49.5	26.2	47.4	14.1	11.6
<b>MEETING</b>	2.0	0.7	0.1	0.3	0.0	1.8	0.0	0.0
<b>CONVENTION</b>	2.0	0.8	2.0	0.0	0.0	0.7	0.0	0.0
<b>INCENTIVE/REWARD</b>	2.0	0.9	2.0	0.0	0.0	0.0	0.0	0.0

Source: Hawai'i Tourism Authority



**Table 5.12 Activity Participation – Oceania 2009**  
**[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
<b>ALL SIGHTSEEING</b>	90.8	91.2	90.1	70.6	98.0	95.7	100.0	79.5
Helicopter or plane tour	8.8	4.5	9.0	18.8	20.6	14.8	0.0	9.9
Boat/submarine/whale watching	17.3	12.6	26.5	15.3	0.9	20.6	0.0	19.9
Tour bus excursion	47.8	47.3	15.8	20.4	51.8	31.5	0.0	9.9
Private limousine/van tour	7.8	7.1	5.9	1.4	5.2	5.2	20.0	9.9
Self-guided	61.1	60.0	62.3	45.4	40.1	57.2	100.0	49.7
<b>ALL RECREATION</b>	83.6	83.8	87.6	66.9	29.4	53.3	100.0	80.1
Swimming/sunbathing/beach	79.7	79.6	74.1	56.4	9.2	44.7	100.0	70.2
Surfing/bodyboarding	16.5	15.5	12.2	13.1	2.3	9.5	20.0	9.9
Snorkeling/scuba diving	19.4	14.4	39.9	23.3	3.7	26.0	60.0	9.9
Jet skiing/parasailing/windsurfing	2.5	1.7	5.4	0.0	0.0	0.8	0.0	0.0
Golf	6.0	5.1	7.8	3.7	0.9	3.6	0.0	29.8
Running/jogging/fitness walking	31.3	30.4	28.4	15.3	8.9	21.7	60.0	29.8
Spa	11.0	10.2	14.7	3.6	1.1	2.7	0.0	9.9
Backpacking/hiking/camping	6.5	3.9	13.3	21.8	17.4	9.1	40.0	0.0
Sports event or tournament	2.7	1.9	0.3	0.8	1.7	5.7	0.0	0.0
<b>ALL ENTERTAINMENT</b>	94.6	95.9	80.5	69.3	43.7	74.1	100.0	59.6
Lunch/sunset/dinner/evening cruise	23.5	22.2	17.3	15.8	5.8	14.5	0.0	19.9
Lounge act/stage show	19.9	18.2	16.5	20.4	0.4	9.1	40.0	0.0
Nightclub/dancing/bar/karaoke	11.9	11.5	5.8	3.4	1.9	5.8	0.0	0.0
Fine dining	40.1	38.9	30.8	20.3	8.8	23.0	20.0	39.7
Family restaurant/diner	73.3	73.6	51.3	46.8	34.8	56.8	100.0	29.8
Ethnic dining	20.5	17.9	29.6	15.2	8.3	15.8	20.0	0.0
Prepared own meal	26.9	23.5	26.4	30.0	10.8	22.9	80.0	9.9
<b>ALL SHOPPING</b>	96.1	98.6	90.0	81.1	38.3	72.0	100.0	80.1
Department stores	72.6	75.2	35.6	18.5	7.8	17.7	20.0	9.9
Designer boutiques	42.1	43.0	28.5	9.7	4.0	15.0	20.0	19.9
Hotel stores	39.8	40.2	23.6	21.5	2.8	18.9	20.0	29.8
Swap meet	32.3	31.1	9.2	19.0	11.5	13.3	20.0	9.9
Discount/outlet stores	46.4	47.1	20.0	20.1	12.9	22.7	0.0	9.9
Supermarkets	57.1	54.3	55.0	41.7	13.2	36.6	100.0	9.9
Convenience stores	74.5	75.5	53.9	31.4	19.5	35.3	60.0	19.9
Duty free	21.4	21.8	3.0	2.7	1.9	2.9	0.0	0.0
Local shops/artisans	63.5	62.9	55.7	47.1	23.8	44.3	100.0	40.4
<b>ALL CULTURE</b>	83.5	83.6	63.1	57.7	70.6	60.6	100.0	29.8
Historic military sites	56.1	59.8	3.9	1.4	1.9	2.1	0.0	0.0
Other historical sites	28.5	25.3	20.1	14.9	38.8	41.1	60.0	19.9
Museum/art gallery	15.7	14.0	14.4	6.8	12.7	10.6	0.0	9.9
Polynesian show/luau/hula	40.2	38.3	25.1	23.7	2.8	15.4	0.0	0.0
Play/concert	4.9	4.5	2.7	2.7	0.9	3.3	40.0	9.9
Art/craft fair	7.6	6.7	4.7	6.1	0.9	7.2	40.0	0.0
Parks/gardens	50.2	48.2	43.4	46.1	54.3	43.1	100.0	19.9
Festival	4.7	4.4	0.3	2.7	0.9	1.6	20.0	0.0
<b>ALL TRANSPORTATION</b>	86.1	87.1	80.6	51.8	42.4	59.0	40.0	39.7
Trolley	39.7	40.9	8.3	0.7	1.4	6.4	0.0	0.0
Public Bus	46.5	47.8	20.9	5.4	3.8	6.3	0.0	0.0
Taxi/limousine	43.3	43.8	26.9	10.7	4.2	19.8	20.0	9.9
Rental Car	31.6	24.7	48.7	44.3	36.8	43.7	20.0	29.8
<b>MEETING</b>	1.9	1.3	1.3	0.0	1.7	2.0	0.0	0.0
<b>CONVENTION</b>	2.5	1.8	3.7	0.0	0.0	3.8	0.0	0.0
<b>INCENTIVE/REWARD</b>	1.2	0.8	0.6	0.7	0.0	0.4	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.13 Activity Participation by Lifestyle – U.S. West 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	92.2	81.7	84.5	79.8	83.8	86.5	81.9
Helicopter or plane tour	14.8	7.4	4.8	9.8	10.6	10.5	8.9
Boat/submarine/whale watching	23.0	25.2	24.6	25.0	21.1	26.1	22.7
Tour bus excursion	6.1	9.2	13.9	6.7	11.7	20.1	7.7
Private limousine/van tour	9.9	3.3	0.6	5.3	3.8	5.2	3.6
Self-guided	82.5	73.5	72.8	70.6	75.5	72.8	74.1
<b>ALL RECREATION</b>	93.5	97.4	94.5	86.1	82.0	91.4	87.4
Swimming/sunbathing/beach	91.5	95.1	92.0	79.2	71.5	86.1	80.3
Surfing/bodyboarding	23.9	47.3	29.0	27.4	15.3	20.2	28.4
Snorkeling/scuba diving	55.9	68.7	60.3	51.6	37.7	51.5	50.7
Jet skiing/parasailing/windsurfing	9.4	7.4	7.2	4.8	2.2	8.2	4.0
Golf	15.8	13.7	2.3	8.5	13.9	5.9	12.6
Running/jogging/fitness walking	24.8	49.5	37.5	47.5	40.1	31.3	45.7
Spa	22.5	9.0	12.4	13.5	9.4	11.4	11.0
Backpacking/hiking/camping	31.8	24.2	39.1	26.5	14.1	24.7	22.2
Sports event or tournament	3.2	2.2	5.8	6.5	4.0	5.3	4.2
<b>ALL ENTERTAINMENT</b>	99.1	97.4	94.1	90.4	92.6	92.7	93.7
Lunch/sunset/dinner/evening cruise	48.0	21.5	30.8	26.9	21.9	33.2	23.0
Lounge act/stage show	37.5	20.6	20.9	21.4	17.3	30.7	17.7
Nightclub/dancing/bar/karaoke	13.9	6.3	31.1	14.9	6.9	15.4	10.7
Fine dining	72.1	48.2	58.4	62.8	56.9	50.1	58.7
Family restaurant/diner	74.5	85.0	77.7	70.1	69.1	72.6	74.2
Ethnic dining	41.1	35.4	49.8	43.1	36.2	34.8	40.4
Prepared own meal	39.3	67.4	58.6	50.8	59.5	49.1	60.4
<b>ALL SHOPPING</b>	93.7	95.0	92.5	92.2	91.6	94.5	92.3
Department stores	30.5	37.2	35.7	40.3	42.5	34.3	40.8
Designer boutiques	37.1	33.1	31.6	37.5	27.4	28.3	32.6
Hotel stores	39.2	39.8	37.3	42.9	30.5	37.9	36.2
Swap meet	20.1	28.0	40.7	29.5	30.6	31.7	30.3
Discount/outlet stores	27.9	32.5	20.3	27.0	31.7	30.5	29.1
Supermarkets	56.7	75.3	66.9	68.8	67.5	62.8	70.5
Convenience stores	39.7	62.7	67.7	55.1	49.3	55.6	55.2
Duty free	11.1	3.6	6.6	6.4	2.5	7.2	3.8
Local shops/artisans	63.1	75.7	71.5	68.8	71.1	74.8	70.6
<b>ALL CULTURE</b>	72.5	81.1	74.7	72.9	70.1	84.6	71.3
Historic site	25.3	26.8	28.8	24.4	21.9	39.9	20.9
Museum/art gallery	21.2	25.2	20.9	18.8	24.4	22.6	22.8
Polynesian show/luau/hula	44.5	44.6	37.4	29.4	25.9	57.0	27.2
Play/concert	6.2	3.0	4.4	4.4	5.9	3.8	4.9
Art/craft fair	12.8	22.1	11.0	16.5	20.4	15.9	19.1
Parks/gardens	41.0	52.1	47.5	50.0	46.8	52.3	47.7
Festival	2.9	2.0	2.1	6.0	6.0	2.5	5.1
Other historical sites	18.2	34.0	25.6	27.3	30.5	30.5	29.3
<b>ALL TRANSPORTATION</b>	86.5	90.1	81.0	82.4	83.8	82.6	85.1
Trolley	5.6	5.6	5.5	6.8	7.5	9.8	5.9
Public Bus	17.5	7.4	11.7	9.1	12.0	14.4	9.6
Taxi/limousine	12.4	13.1	14.4	11.9	9.8	14.3	11.0
Rental Car	67.8	82.3	74.6	71.9	73.3	67.7	76.5
<b>MEETING</b>	0.1	2.4	6.8	13.9	4.5	4.7	6.7
<b>CONVENTION</b>	0.1	1.0	1.7	5.5	2.3	2.2	2.7
<b>INCENTIVE/REWARD</b>	0.0	3.4	2.0	3.9	2.4	5.3	2.2

Source: Hawai'i Tourism Authority

**Table 5.14 Activity Participation by Lifestyle – U.S. West 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	92.4	84.3	85.9	81.6	82.2	95.0	81.3
Helicopter or plane tour	7.8	8.6	7.3	8.3	8.3	10.0	7.9
Boat/submarine/whale watching	34.5	28.9	26.3	23.8	20.0	35.2	22.2
Tour bus excursion	6.1	8.5	7.7	7.9	8.8	18.6	6.6
Private limousine/van tour	3.8	3.2	2.2	2.8	5.1	5.8	3.4
Self-guided	86.2	76.8	78.8	73.4	74.0	82.2	74.3
<b>ALL RECREATION</b>	97.1	97.5	94.0	89.6	83.5	94.5	89.0
Swimming/sunbathing/beach	92.5	94.8	91.9	82.6	73.7	90.5	82.2
Surfing/bodyboarding	30.4	47.6	35.9	22.5	14.6	29.9	26.3
Snorkeling/scuba diving	56.5	68.8	60.3	47.4	39.7	61.2	49.3
Jet skiing/parasailing/windsurfing	10.9	6.8	4.5	3.1	4.0	5.1	4.5
Golf	8.0	10.9	4.2	10.1	14.0	5.3	11.8
Running/jogging/fitness walking	35.6	54.0	38.2	45.3	41.3	41.1	45.1
Spa	12.4	14.1	9.6	13.3	10.9	9.7	12.5
Backpacking/hiking/camping	45.6	26.6	40.5	28.1	14.0	38.1	22.4
Sports event or tournament	6.9	3.9	2.8	3.5	3.9	3.1	3.9
<b>ALL ENTERTAINMENT</b>	99.1	97.7	96.5	94.1	92.7	97.7	94.3
Lunch/sunset/dinner/evening cruise	43.5	22.0	30.7	21.5	21.4	32.6	21.8
Lounge act/stage show	30.5	20.1	21.2	17.2	19.4	32.3	17.4
Nightclub/dancing/bar/karaoke	19.9	8.2	25.5	12.3	6.3	19.0	9.8
Fine dining	69.4	51.2	53.4	50.1	55.5	55.4	53.0
Family restaurant/diner	71.9	85.1	72.1	71.0	71.0	75.5	74.0
Ethnic dining	47.9	46.1	46.8	40.2	34.7	44.8	39.7
Prepared own meal	53.9	69.0	57.1	50.9	59.0	54.9	59.2
<b>ALL SHOPPING</b>	97.6	97.1	94.8	93.6	91.9	97.3	93.4
Department stores	45.8	38.2	39.2	37.2	39.5	37.3	39.0
Designer boutiques	32.2	34.2	34.4	32.3	30.7	27.9	33.1
Hotel stores	45.7	43.3	33.8	39.7	35.3	43.5	37.4
Swap meet	32.1	34.0	31.5	30.3	27.4	32.7	29.8
Discount/outlet stores	26.5	30.6	25.8	30.2	33.4	27.8	31.3
Supermarkets	70.9	86.3	72.6	73.4	74.0	72.0	76.9
Convenience stores	69.7	68.4	69.2	60.4	56.5	65.1	61.5
Duty free	18.7	10.3	22.2	10.0	5.0	17.4	8.8
Local shops/artisans	78.4	77.3	66.3	68.4	68.8	78.0	69.2
<b>ALL CULTURE</b>	88.0	81.6	75.1	72.9	74.6	90.6	73.7
Historic military sites	30.1	23.6	21.7	20.0	20.1	40.2	18.2
Other historical sites	32.6	31.1	29.0	31.0	30.6	40.5	29.0
Museum/art gallery	22.1	20.9	16.1	20.6	26.1	22.7	22.1
Polynesian show/luau/hula	52.5	36.6	30.3	23.5	25.5	54.2	24.6
Play/concert	3.1	3.9	5.1	4.3	7.7	6.0	5.5
Art/craft fair	13.0	14.3	10.1	18.1	20.6	14.2	17.5
Parks/gardens	59.4	57.5	56.4	52.2	50.3	64.9	51.5
Festival	2.9	4.5	4.1	5.3	5.9	2.1	5.7
<b>ALL TRANSPORTATION</b>	91.8	91.5	78.1	84.3	85.4	85.9	85.7
Trolley	3.8	7.3	6.5	6.0	5.4	9.2	5.5
Public bus	16.3	7.6	11.5	11.9	9.4	17.4	8.9
Taxi/limousine	11.2	10.1	13.0	14.3	10.7	15.7	11.2
Rental car	86.9	86.0	68.2	72.6	77.0	75.2	77.2
<b>MEETING</b>	1.2	5.2	5.7	10.9	6.5	4.0	7.6
<b>CONVENTION</b>	0.0	2.6	3.3	3.1	2.5	3.3	2.7
<b>INCENTIVE/REWARD</b>	4.2	3.2	3.7	5.7	2.0	5.5	3.1

Source: Hawai'i Tourism Authority

**Table 5.15 Activity Participation by Lifestyle – U.S. East 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	95.3	94.1	86.4	86.9	89.9	93.0	87.5
Helicopter or plane tour	33.5	14.7	11.9	22.1	15.7	23.8	13.5
Boat/submarine/whale watching	47.3	35.1	22.8	35.0	29.5	40.0	26.6
Tour bus excursion	29.6	14.8	15.5	18.6	27.8	31.3	15.3
Private limousine/van tour	9.9	6.7	4.9	6.8	9.3	9.9	6.2
Self-guided	86.8	80.7	81.8	75.8	76.7	78.7	77.9
<b>ALL RECREATION</b>	96.5	96.7	98.0	89.5	82.3	90.1	88.5
Swimming/sunbathing/beach	91.7	91.8	95.8	82.3	72.4	83.3	81.0
Surfing/bodyboarding	30.2	43.7	25.5	18.3	9.9	19.9	21.3
Snorkeling/scuba diving	52.7	64.8	60.5	52.8	29.7	47.0	46.0
Jet skiing/parasailing/windsurfing	8.4	5.9	4.6	3.4	3.6	3.9	4.6
Golf	8.6	10.6	6.9	7.9	13.8	7.7	12.8
Running/jogging/fitness walking	44.3	41.8	42.5	42.1	35.4	34.1	43.4
Spa	30.6	14.1	9.0	12.2	9.6	12.4	12.0
Backpacking/hiking/camping	61.5	28.0	36.8	30.8	12.5	30.8	21.4
Sports event or tournament	2.2	3.4	2.9	4.2	6.7	3.8	5.5
<b>ALL ENTERTAINMENT</b>	96.8	97.6	97.0	93.4	92.9	94.9	94.2
Lunch/sunset/dinner/evening cruise	43.9	25.0	30.5	29.9	28.6	34.2	26.0
Lounge act/stage show	43.9	29.2	31.8	23.9	27.0	37.4	21.4
Nightclub/dancing/bar/karaoke	31.8	12.0	31.2	18.4	10.7	20.6	13.3
Fine dining	79.0	52.7	56.6	61.5	53.2	57.1	57.1
Family restaurant/diner	65.9	87.7	80.3	74.4	71.7	74.7	76.5
Ethnic dining	54.2	32.7	56.2	38.2	34.7	39.8	37.9
Prepared own meal	34.4	57.3	53.5	41.4	46.1	39.0	52.6
<b>ALL SHOPPING</b>	99.9	96.8	95.4	95.9	93.2	95.1	95.2
Department stores	50.3	42.6	43.5	44.1	43.1	39.8	46.5
Designer boutiques	43.0	38.7	36.0	33.0	31.9	35.6	33.6
Hotel stores	68.7	53.1	37.0	53.6	44.3	53.0	45.8
Swap meet	19.6	29.5	38.9	27.8	27.1	27.6	29.3
Discount/outlet stores	24.0	34.5	19.4	31.9	36.5	29.8	34.2
Supermarkets	63.8	70.3	62.8	61.2	60.7	56.9	67.1
Convenience stores	76.8	64.5	65.7	54.7	51.3	56.4	58.2
Duty free	5.7	5.3	6.6	5.2	3.0	5.7	3.7
Local shops/artisans	77.9	77.0	70.0	76.7	71.1	75.1	72.9
<b>ALL CULTURE</b>	97.3	89.0	79.7	81.5	83.0	89.1	80.5
Historic site	46.1	45.0	37.9	39.2	42.8	54.8	32.7
Museum/art gallery	36.8	18.7	20.5	20.9	25.9	23.9	23.0
Polynesian show/luau/hula	77.2	56.3	49.2	47.1	43.1	66.5	36.5
Play/concert	4.9	4.5	3.5	5.0	7.2	6.0	5.4
Art/craft fair	11.2	9.7	8.7	16.1	21.9	13.9	17.9
Parks/gardens	70.7	58.6	48.9	60.4	55.2	61.5	54.3
Festival	0.5	3.2	3.3	5.6	8.0	4.3	6.6
Other historical sites	50.9	26.2	22.9	29.3	35.0	35.8	28.5
<b>ALL TRANSPORTATION</b>	94.8	86.4	86.0	88.6	86.4	90.1	85.5
Trolley	10.0	6.2	4.0	10.1	13.8	11.9	9.1
Public Bus	15.2	12.0	16.3	16.8	16.9	19.4	13.4
Taxi/limousine	23.5	15.6	27.3	18.9	17.1	23.1	15.7
Rental Car	91.2	80.5	70.9	74.8	66.4	73.8	72.2
<b>MEETING</b>	2.2	3.4	4.2	11.2	6.1	4.2	8.2
<b>CONVENTION</b>	2.2	1.8	6.9	10.1	5.9	6.6	5.9
<b>INCENTIVE/REWARD</b>	1.7	6.6	1.7	4.9	3.7	4.6	3.9

Source: Hawai'i Tourism Authority

**Table 5.16 Activity Participation by Lifestyle – U.S. East 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	95.0	92.8	85.6	89.6	88.6	94.0	86.4
Helicopter or plane tour	33.6	13.7	8.9	13.7	15.4	20.3	11.0
Boat/submarine/whale watching	44.5	37.4	24.2	28.3	30.1	36.1	26.9
Tour bus excursion	23.6	14.3	10.3	17.5	21.5	28.2	10.6
Private limousine/van tour	12.4	5.2	3.2	5.2	10.7	7.9	6.8
Self-guided	83.6	84.2	79.2	79.6	72.1	78.6	77.3
<b>ALL RECREATION</b>	99.5	97.9	96.1	88.8	81.6	90.3	88.7
Swimming/sunbathing/beach	97.2	94.8	93.5	80.7	74.3	85.0	82.3
Surfing/bodyboarding	23.6	41.3	34.4	15.4	11.3	20.1	21.7
Snorkeling/scuba diving	55.6	68.1	55.0	44.2	31.9	47.1	44.7
Jet skiing/parasailing/windsurfing	3.0	6.9	4.8	4.7	4.1	5.2	4.4
Golf	5.8	13.1	6.9	10.2	12.0	7.4	12.6
Running/jogging/fitness walking	39.3	43.8	42.2	40.4	35.7	35.0	42.5
Spa	20.0	15.0	15.9	14.6	8.6	10.5	14.8
Backpacking/hiking/camping	47.3	30.3	46.8	27.0	13.7	32.3	23.2
Sports event or tournament	1.6	3.4	3.3	3.8	4.0	2.5	4.4
<b>ALL ENTERTAINMENT</b>	99.7	97.4	94.1	93.8	89.1	94.0	92.5
Lunch/sunset/dinner/evening cruise	44.7	28.5	35.2	26.9	30.8	35.1	27.9
Lounge act/stage show	41.8	26.9	25.5	24.0	27.1	33.3	22.3
Nightclub/dancing/bar/karaoke	18.4	5.7	23.6	13.5	9.6	13.2	12.5
Fine dining	73.5	55.6	58.0	54.1	51.6	58.1	53.1
Family restaurant/diner	79.4	83.5	74.0	73.9	69.0	74.0	73.9
Ethnic dining	50.0	42.1	51.3	38.1	33.5	41.9	38.2
Prepared own meal	35.9	56.5	49.3	42.3	43.0	38.3	50.1
<b>ALL SHOPPING</b>	99.7	96.3	94.7	93.1	90.5	94.4	92.6
Department stores	40.4	45.4	38.0	43.5	42.6	42.3	42.6
Designer boutiques	33.8	42.9	35.9	35.2	29.9	34.1	34.8
Hotel stores	65.3	52.7	42.6	47.7	41.9	51.8	43.2
Swap meet	31.1	26.5	36.9	28.1	26.8	30.8	27.5
Discount/outlet stores	34.3	32.9	27.9	34.7	29.8	29.1	33.6
Supermarkets	70.8	78.6	69.9	63.3	60.4	60.5	69.7
Convenience stores	70.3	69.0	71.2	62.1	51.8	61.3	61.4
Duty free	25.1	9.6	24.2	12.6	6.8	14.3	11.3
Local shops/artisans	66.7	79.7	69.8	70.7	70.2	72.4	70.9
<b>ALL CULTURE</b>	96.7	88.4	81.3	83.7	82.1	92.1	78.9
Historic military sites	39.9	38.0	35.7	39.8	39.3	53.4	28.7
Other historical sites	37.8	39.0	33.5	35.7	36.7	43.1	31.7
Museum/art gallery	25.5	25.1	20.0	21.6	24.6	23.5	22.9
Polynesian show/luau/hula	76.0	56.3	47.7	43.0	45.1	66.0	36.3
Play/concert	4.0	5.5	3.5	2.9	8.1	4.0	6.2
Art/craft fair	8.0	15.7	10.1	15.5	17.0	11.8	17.0
Parks/gardens	63.5	60.5	61.7	56.0	57.3	62.3	55.7
Festival	1.3	3.0	3.9	4.2	5.4	3.2	4.9
<b>ALL TRANSPORTATION</b>	91.2	87.8	82.0	87.6	81.6	84.8	85.0
Trolley	11.0	7.9	7.4	8.6	10.9	12.2	7.2
Public bus	12.4	7.6	14.9	12.9	14.2	15.7	10.9
Taxi/limousine	15.9	14.6	23.8	17.8	17.8	20.2	16.6
Rental car	82.4	79.7	68.0	76.1	68.4	70.0	75.3
<b>MEETING</b>	0.8	5.4	12.6	12.8	7.5	6.6	10.8
<b>CONVENTION</b>	0.5	4.5	5.8	7.1	3.3	4.0	5.3
<b>INCENTIVE/REWARD</b>	1.5	6.1	5.0	5.7	4.8	4.2	5.7

Source: Hawai'i Tourism Authority

**Table 5.17 Activity Participation by Lifestyle – Japan 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	95.1	91.9	93.9	90.0	92.3	94.8	90.4
Helicopter or plane tour	3.0	3.5	2.6	3.1	3.6	3.4	3.2
Boat/submarine/whale watching	20.9	18.4	15.9	11.4	13.2	19.7	11.4
Tour bus excursion	63.0	35.8	43.6	37.1	46.3	57.4	34.7
Private limousine/van tour	16.7	14.2	13.3	13.6	17.7	18.4	13.4
Self-guided	52.0	61.4	62.7	61.2	57.3	51.4	64.3
<b>ALL RECREATION</b>	88.1	93.4	84.7	80.2	71.1	77.3	82.7
Swimming/sunbathing/beach	76.4	87.8	74.9	63.7	49.2	64.3	65.9
Surfing/bodyboarding	8.8	10.4	7.7	7.6	2.6	4.4	7.8
Snorkeling/scuba diving	35.2	23.8	27.5	16.3	8.8	21.7	16.2
Jet skiing/parasailing/windsurfing	12.2	4.3	7.9	2.0	1.1	5.8	2.7
Golf	2.6	7.8	3.8	9.5	14.4	4.1	13.2
Running/jogging/fitness walking	13.6	20.7	19.1	22.7	24.0	16.2	24.9
Spa	18.3	7.5	14.1	13.5	7.1	10.2	11.4
Backpacking/hiking/camping	11.3	10.5	12.7	8.3	8.8	10.8	9.0
Sports event or tournament	1.3	1.9	2.2	4.0	3.5	2.2	3.5
<b>ALL ENTERTAINMENT</b>	99.4	97.8	97.2	96.4	93.5	96.6	95.6
Lunch/sunset/dinner/evening cruise	81.9	51.6	67.0	52.6	53.3	68.6	50.6
Lounge act/stage show	31.2	21.1	20.9	22.9	25.0	28.9	20.6
Nightclub/dancing/bar/karaoke	7.3	2.5	7.8	7.9	5.3	5.3	6.6
Fine dining	89.3	85.7	87.6	82.8	73.3	81.7	80.9
Family restaurant/diner	52.1	64.2	49.8	53.7	45.8	50.6	52.6
Ethnic dining	8.6	12.1	11.8	14.3	14.4	9.8	15.3
Prepared own meal	3.2	27.6	8.8	16.3	18.6	6.8	23.0
<b>ALL SHOPPING</b>	99.4	98.8	99.6	98.8	97.3	99.1	98.0
Department stores	72.9	59.3	73.8	59.9	41.6	57.0	56.4
Designer boutiques	71.3	63.6	71.7	63.3	51.7	60.9	61.5
Hotel stores	63.1	52.0	50.2	46.9	47.8	53.8	47.9
Swap meet	16.5	18.9	19.2	20.8	18.8	15.6	21.5
Discount/outlet stores	42.9	43.5	42.2	44.6	39.4	37.1	45.5
Supermarkets	58.1	68.7	68.4	68.5	58.9	56.8	68.9
Convenience stores	83.2	81.4	83.1	78.8	66.7	77.2	75.1
Duty free	80.4	70.1	76.4	72.2	58.9	70.0	67.7
Local shops/artisans	35.5	34.0	36.0	37.9	29.4	30.7	35.9
<b>ALL CULTURE</b>	70.2	71.5	67.2	70.0	77.1	76.2	69.8
Historic site	14.8	15.6	12.3	13.3	21.9	21.8	13.2
Museum/art gallery	9.9	12.1	8.0	11.7	16.6	10.8	14.2
Polynesian show/luau/hula	37.9	29.4	26.4	30.2	36.2	40.1	27.3
Play/concert	1.7	1.1	1.4	1.6	2.2	1.6	1.8
Art/craft fair	1.5	3.6	1.8	3.4	3.1	2.4	3.2
Parks/gardens	40.5	47.5	44.3	46.7	50.1	47.9	46.4
Festival	2.0	5.3	9.0	8.2	8.8	4.5	9.4
Other historical sites	15.1	12.5	12.3	14.5	20.9	19.4	14.0
<b>ALL TRANSPORTATION</b>	98.5	97.2	96.9	95.5	91.5	95.1	94.7
Trolley	91.7	71.9	83.7	71.1	63.7	81.2	66.6
Public Bus	11.9	22.3	22.3	24.1	25.9	15.0	28.3
Taxi/limousine	39.9	44.5	34.4	39.9	44.2	41.2	41.5
Rental Car	11.8	31.8	16.8	24.8	16.5	12.2	26.0
<b>MEETING</b>	0.5	1.4	1.3	2.4	1.3	1.1	1.8
<b>CONVENTION</b>	0.5	0.8	0.8	1.5	1.0	0.9	1.0
<b>INCENTIVE/REWARD</b>	0.6	2.3	1.5	3.4	3.4	2.7	2.6

Source: Hawai'i Tourism Authority

**Table 5.18 Activity Participation by Lifestyle – Japan 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	85.7	83.9	85.6	80.9	88.5	89.7	83.2
Helicopter or plane tour	1.7	4.0	3.4	2.8	3.8	4.2	2.9
Boat/submarine/whale watching	17.7	19.3	11.6	9.8	15.3	18.2	12.4
Tour bus excursion	50.7	33.8	43.4	35.2	44.7	55.2	34.9
Private limousine/van tour	21.5	15.6	16.0	13.2	16.7	22.2	13.3
Self-guided	45.7	57.2	57.7	55.3	54.3	44.9	58.9
<b>ALL RECREATION</b>	81.6	85.4	83.2	71.8	68.3	72.1	76.4
Swimming/sunbathing/beach	70.0	80.8	73.3	59.0	47.3	59.8	61.6
Surfing/bodyboarding	9.1	12.8	10.7	8.4	2.3	6.3	7.7
Snorkeling/scuba diving	31.2	25.3	26.9	15.2	6.9	20.3	15.4
Jet skiing/parasailing/windsurfing	9.6	3.7	5.2	1.2	1.2	4.8	2.1
Golf	3.0	7.8	4.1	8.9	17.7	4.7	13.2
Running/jogging/fitness walking	13.8	20.5	17.8	20.3	25.0	15.5	23.4
Spa	8.8	7.3	12.9	8.8	5.6	7.8	8.1
Backpacking/hiking/camping	10.1	10.3	8.8	6.9	8.6	9.5	8.2
Sports event or tournament	1.1	1.3	0.8	3.1	2.5	1.3	2.5
<b>ALL ENTERTAINMENT</b>	89.1	88.6	90.7	87.3	91.1	89.9	89.3
Lunch/sunset/dinner/evening cruise	69.9	45.2	60.4	46.7	50.8	65.4	46.2
Lounge act/stage show	21.0	22.7	20.7	19.1	25.8	28.5	19.8
Nightclub/dancing/bar/karaoke	4.5	3.8	8.9	8.6	4.4	6.0	6.0
Fine dining	77.2	76.8	82.8	75.6	71.0	73.2	76.2
Family restaurant/diner	43.5	56.8	46.8	47.0	44.8	45.1	48.3
Ethnic dining	7.2	13.6	14.0	14.8	15.1	10.6	15.3
Prepared own meal	2.5	29.1	11.0	15.1	17.8	5.9	20.9
<b>ALL SHOPPING</b>	91.6	91.4	92.4	89.3	94.4	92.6	91.8
Department stores	61.1	52.5	67.9	50.9	38.0	49.1	50.1
Designer boutiques	61.7	59.7	66.2	56.4	49.9	56.3	56.5
Hotel stores	52.1	48.0	42.3	40.2	44.2	48.9	42.2
Swap meet	11.8	18.7	17.8	19.8	18.1	13.1	20.1
Discount/outlet stores	38.5	43.5	42.1	40.0	37.7	35.4	41.8
Supermarkets	49.0	64.6	63.8	63.9	54.0	49.6	63.1
Convenience stores	80.8	70.3	77.1	72.3	65.9	72.3	70.7
Duty free	71.9	63.1	71.5	63.9	59.3	65.3	63.4
Local shops/artisans	34.1	29.8	37.6	34.7	28.8	31.5	32.5
<b>ALL CULTURE</b>	64.5	67.5	62.1	65.4	75.8	73.4	66.9
Historic military sites	13.3	15.8	11.0	13.2	20.0	20.7	13.6
Other historical sites	11.5	14.3	13.1	14.7	20.7	18.1	15.4
Museum/art gallery	7.3	13.1	8.0	11.6	17.0	10.3	14.0
Polynesian show/luau/hula	29.0	30.2	28.0	24.2	35.7	38.5	26.6
Play/concert	0.6	1.6	1.1	2.2	2.6	1.4	2.2
Art/craft fair	0.6	2.7	1.5	3.6	4.6	2.2	3.7
Parks/gardens	41.1	44.7	43.2	43.6	49.3	45.3	45.6
Festival	2.5	6.5	6.0	7.0	6.8	4.5	7.0
<b>ALL TRANSPORTATION</b>	90.3	88.2	90.7	86.2	88.3	88.3	88.2
Trolley	84.0	62.8	76.2	62.6	61.8	73.9	62.9
Public bus	10.1	16.7	22.6	24.1	26.6	14.7	25.6
Taxi/limousine	32.0	42.2	31.0	34.3	41.7	37.1	37.6
Rental car	11.7	28.4	15.7	22.0	15.2	10.6	22.2
<b>MEETING</b>	0.4	1.5	1.6	2.0	2.1	1.6	1.8
<b>CONVENTION</b>	0.4	1.0	0.6	1.3	1.2	1.1	1.0
<b>INCENTIVE/REWARD</b>	0.4	1.8	1.6	2.8	3.1	3.2	2.0

Source: Hawai'i Tourism Authority

**Table 5.19 Activity Participation by Lifestyle – Canada 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	98.7	91.2	94.1	90.6	92.3	96.1	89.8
Helicopter or plane tour	28.2	12.6	10.2	19.4	15.3	20.2	12.9
Boat/submarine/whale watching	39.4	33.7	30.9	31.5	30.1	38.2	27.8
Tour bus excursion	21.2	12.8	24.1	14.8	20.2	27.6	12.0
Private limousine/van tour	6.6	3.1	5.4	5.2	8.5	7.0	5.5
Self-guided	86.8	82.7	84.5	81.9	80.0	82.9	81.3
<b>ALL RECREATION</b>	99.3	98.1	98.9	94.2	91.6	95.4	94.6
Swimming/sunbathing/beach	89.4	97.2	96.0	88.6	83.0	89.3	89.3
Surfing/bodyboarding	39.7	51.9	51.2	26.1	16.4	32.7	30.9
Snorkeling/scuba diving	57.9	68.0	59.3	56.1	39.6	55.4	51.5
Jet skiing/parasailing/windsurfing	4.2	4.4	4.7	3.4	3.2	3.2	4.0
Golf	3.7	10.8	5.6	14.9	15.8	9.2	14.9
Running/jogging/fitness walking	40.5	45.3	45.9	48.2	52.1	41.3	52.7
Spa	14.5	10.6	13.7	9.3	8.7	8.4	11.0
Backpacking/hiking/camping	31.0	24.5	49.9	29.0	14.1	32.9	20.5
Sports event or tournament	1.9	6.6	6.5	6.3	5.8	5.5	6.4
<b>ALL ENTERTAINMENT</b>	99.5	97.0	99.3	95.8	95.7	97.1	96.3
Lunch/sunset/dinner/evening cruise	49.4	22.8	22.5	28.7	29.9	31.8	25.5
Lounge act/stage show	38.3	27.3	38.1	24.9	26.4	38.0	22.2
Nightclub/dancing/bar/karaoke	15.9	10.4	27.0	16.7	10.9	16.9	13.0
Fine dining	71.9	44.1	57.9	60.0	54.6	55.1	54.5
Family restaurant/diner	83.9	84.7	73.4	72.7	75.7	75.6	77.6
Ethnic dining	54.4	30.9	43.7	33.6	32.1	40.8	30.7
Prepared own meal	59.5	76.4	65.6	58.5	68.5	61.9	70.0
<b>ALL SHOPPING</b>	99.3	98.2	96.8	93.2	96.2	96.3	95.9
Department stores	67.7	65.2	50.7	60.3	62.7	58.1	63.2
Designer boutiques	51.3	46.7	51.9	44.0	36.9	42.8	43.4
Hotel stores	57.3	41.1	41.3	32.4	35.1	37.3	37.2
Swap meet	36.7	36.1	47.3	36.0	35.5	38.9	36.3
Discount/outlet stores	35.2	36.6	27.0	33.1	36.6	32.5	35.7
Supermarkets	79.2	83.2	72.7	73.7	75.4	73.6	78.1
Convenience stores	71.8	68.0	78.5	65.2	60.6	65.2	66.3
Duty free	7.7	8.7	21.9	13.6	7.7	15.8	8.4
Local shops/artisans	92.5	77.9	82.2	75.5	74.2	80.4	75.0
<b>ALL CULTURE</b>	88.7	84.8	88.8	78.9	81.4	89.2	78.9
Historic site	34.2	26.2	29.1	26.4	25.5	35.0	21.7
Museum/art gallery	30.9	26.1	20.4	24.1	24.2	22.4	25.5
Polynesian show/luau/hula	61.6	50.5	60.2	36.6	41.7	65.0	33.7
Play/concert	4.5	5.8	9.7	4.1	9.5	6.3	7.7
Art/craft fair	21.9	18.1	16.4	17.6	21.1	14.8	21.5
Parks/gardens	73.1	58.2	59.5	54.9	56.4	61.0	55.2
Festival	0.2	4.7	5.8	5.1	8.2	4.6	6.9
Other historical sites	38.2	33.3	27.3	36.8	34.0	36.6	32.3
<b>ALL TRANSPORTATION</b>	95.3	92.7	94.1	92.9	93.3	93.0	93.4
Trolley	19.9	14.5	10.8	15.2	16.2	17.3	13.8
Public Bus	30.2	14.8	25.4	22.6	26.4	25.5	21.5
Taxi/limousine	32.6	20.1	40.0	25.5	22.3	27.6	23.8
Rental Car	91.1	80.1	73.1	76.2	70.2	74.4	75.3
<b>MEETING</b>	0.0	3.7	2.6	5.4	3.1	3.5	3.7
<b>CONVENTION</b>	0.0	5.2	7.6	6.1	4.5	6.9	4.3
<b>INCENTIVE/REWARD</b>	1.7	5.6	3.3	3.8	1.8	4.6	2.5

Source: Hawai'i Tourism Authority



**Table 5.20 Activity Participation by Lifestyle – Canada 2010**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	93.6	92.1	88.1	86.7	92.2	91.9	89.1
Helicopter or plane tour	26.1	9.8	12.7	12.5	13.9	16.3	10.9
Boat/submarine/whale watching	43.8	35.0	28.4	29.0	27.8	34.8	27.6
Tour bus excursion	14.9	8.5	11.5	15.8	21.5	24.3	10.7
Private limousine/van tour	12.0	4.0	5.2	4.1	7.4	8.4	4.0
Self-guided	80.9	86.1	79.7	78.8	78.7	78.0	81.8
<b>ALL RECREATION</b>	92.3	98.9	94.0	95.5	92.0	93.4	95.4
Swimming/sunbathing/beach	91.3	97.5	91.2	92.1	85.2	89.2	91.6
Surfing/bodyboarding	31.7	54.8	36.9	25.5	12.6	28.7	28.9
Snorkeling/scuba diving	65.0	75.3	69.7	59.8	42.0	61.8	56.5
Jet skiing/parasailing/windsurfing	3.9	4.2	5.1	5.7	2.3	3.7	4.3
Golf	10.8	10.4	7.7	13.0	16.8	9.5	14.9
Running/jogging/fitness walking	38.7	50.5	33.0	53.5	48.9	40.4	52.4
Spa	23.8	10.3	9.6	9.8	5.5	8.5	9.1
Backpacking/hiking/camping	32.5	24.3	42.2	29.4	15.3	32.6	21.3
Sports event or tournament	2.0	3.4	5.8	4.6	4.4	4.2	4.5
<b>ALL ENTERTAINMENT</b>	93.5	96.7	91.8	95.1	97.1	95.4	95.7
Lunch/sunset/dinner/evening cruise	39.1	25.9	29.4	28.1	23.0	31.4	23.6
Lounge act/stage show	38.0	23.3	20.1	27.2	28.5	33.9	21.8
Nightclub/dancing/bar/karaoke	6.1	4.5	17.4	14.0	6.2	10.2	9.3
Fine dining	56.2	37.6	37.1	52.0	52.7	44.0	49.4
Family restaurant/diner	78.0	78.1	75.7	76.6	74.7	76.2	76.2
Ethnic dining	55.6	39.5	47.7	43.6	35.1	44.9	38.5
Prepared own meal	51.4	71.5	65.0	60.6	70.1	60.9	69.5
<b>ALL SHOPPING</b>	93.5	98.4	95.3	95.8	98.0	96.4	97.2
Department stores	61.1	61.5	54.2	64.6	59.7	59.9	61.3
Designer boutiques	42.9	47.2	42.2	46.9	37.2	43.9	42.3
Hotel stores	39.5	39.0	32.6	41.5	36.1	36.8	38.4
Swap meet	36.6	38.1	39.6	42.8	37.3	42.5	37.6
Discount/outlet stores	30.8	38.6	32.5	36.6	40.4	35.5	38.7
Supermarkets	78.8	90.4	77.7	83.4	80.2	78.9	85.1
Convenience stores	67.7	75.9	75.6	77.2	68.8	70.3	75.4
Duty free	35.4	12.1	36.2	16.6	13.7	24.9	14.0
Local shops/artisans	73.5	80.1	73.8	78.1	77.6	80.1	76.2
<b>ALL CULTURE</b>	90.2	88.4	80.7	86.9	88.5	90.9	84.8
Historic military sites	24.5	19.3	22.6	23.7	25.1	34.5	16.7
Other historical sites	39.0	35.5	31.9	31.9	38.5	38.3	33.3
Museum/art gallery	20.8	22.0	16.6	24.7	28.9	23.1	25.0
Polynesian show/luau/hula	61.7	43.5	39.5	45.5	42.9	58.8	35.4
Play/concert	0.0	3.5	5.2	6.2	10.1	5.2	7.5
Art/craft fair	8.3	21.4	19.4	21.1	22.5	19.0	22.1
Parks/gardens	58.1	63.2	62.1	65.2	61.8	66.5	61.0
Festival	2.0	5.3	3.7	4.4	6.3	3.5	5.9
<b>ALL TRANSPORTATION</b>	97.4	96.2	90.9	93.4	93.7	94.1	93.7
Trolley	13.6	11.1	9.5	13.5	13.2	14.5	11.1
Public bus	8.3	13.4	26.5	24.6	24.1	24.4	20.5
Taxi/limousine	22.0	13.8	20.8	21.0	21.4	23.7	17.4
Rental car	90.2	90.1	75.3	76.0	77.2	79.2	79.9
<b>MEETING</b>	0.0	2.5	2.5	3.6	3.4	2.7	3.2
<b>CONVENTION</b>	0.7	2.9	2.6	5.2	2.8	3.5	3.4
<b>INCENTIVE/REWARD</b>	2.8	4.0	2.1	3.3	2.1	4.0	2.2

Source: Hawai'i Tourism Authority

**Table 5.21 Activity Participation by Lifestyle – Europe 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	86.2	93.2	97.2	91.1	98.2	93.0	95.2
Helicopter or plane tour	17.0	13.9	8.8	22.2	23.4	18.4	17.6
Boat/submarine/whale watching	23.8	31.5	20.9	18.9	44.2	26.7	27.9
Tour bus excursion	49.4	26.2	10.2	26.1	38.9	33.0	17.9
Private limousine/van tour	19.1	28.2	16.8	17.8	21.4	21.2	15.9
Self-guided	46.1	75.1	90.0	70.5	69.0	68.2	80.3
<b>ALL RECREATION</b>	92.0	98.0	99.9	96.5	88.1	95.2	94.0
Swimming/sunbathing/beach	90.7	96.5	97.7	93.0	84.7	92.8	90.6
Surfing/bodyboarding	40.5	58.9	56.4	24.5	10.3	32.4	35.0
Snorkeling/scuba diving	48.9	69.7	65.3	43.5	34.0	50.2	46.5
Jet skiing/parasailing/windsurfing	2.1	5.0	3.9	2.1	3.2	1.5	6.6
Golf	5.6	4.6	6.8	3.3	10.8	2.9	14.0
Running/jogging/fitness walking	21.3	31.5	34.8	37.8	27.7	23.6	52.2
Spa	24.4	7.2	16.2	6.3	9.0	9.9	14.4
Backpacking/hiking/camping	15.5	26.8	47.1	19.2	9.6	19.7	31.2
Sports event or tournament	1.5	1.3	10.6	4.3	4.8	5.2	5.1
<b>ALL ENTERTAINMENT</b>	90.3	97.7	98.2	97.5	90.1	94.1	97.4
Lunch/sunset/dinner/evening cruise	56.4	31.8	51.0	41.0	39.8	40.9	50.3
Lounge act/stage show	43.0	13.6	22.9	15.4	24.5	21.6	23.7
Nightclub/dancing/bar/karaoke	16.4	8.7	48.2	17.5	12.9	24.0	17.1
Fine dining	56.7	50.4	50.2	51.4	51.3	48.1	60.0
Family restaurant/diner	54.5	91.5	70.5	70.5	68.2	68.7	73.5
Ethnic dining	36.6	34.3	32.5	16.8	31.5	28.2	26.3
Prepared own meal	21.0	36.7	67.9	32.1	36.3	36.2	48.3
<b>ALL SHOPPING</b>	95.4	97.6	97.9	95.3	93.4	95.0	97.3
Department stores	62.9	67.8	66.4	75.4	51.7	62.4	73.4
Designer boutiques	53.4	44.8	26.5	51.7	30.6	37.5	48.7
Hotel stores	60.5	44.8	25.2	39.2	32.9	37.1	39.5
Swap meet	22.6	24.7	31.4	22.2	20.6	24.9	22.3
Discount/outlet stores	20.9	39.7	29.2	35.9	20.8	24.8	40.4
Supermarkets	76.5	77.4	88.5	74.7	72.0	74.5	84.3
Convenience stores	33.2	43.7	41.8	46.7	36.0	38.7	47.2
Duty free	12.6	7.3	6.1	13.4	13.9	9.7	15.0
Local shops/artisans	71.9	64.9	74.1	72.5	82.8	75.5	72.1
<b>ALL CULTURE</b>	78.3	86.1	91.6	83.7	86.8	84.6	88.3
Historic site	50.7	45.0	44.4	37.2	51.1	48.1	35.8
Museum/art gallery	8.2	33.3	26.6	28.5	26.5	23.1	31.6
Polynesian show/luau/hula	49.6	30.9	48.6	28.9	54.7	44.8	34.8
Play/concert	16.9	1.4	9.7	7.5	6.8	9.0	6.7
Art/craft fair	8.5	14.3	8.0	12.2	14.9	10.7	14.0
Parks/gardens	53.8	63.7	73.1	70.3	55.0	58.2	79.8
Festival	1.1	1.0	9.4	3.6	8.9	4.8	7.2
Other historical sites	22.1	36.9	27.8	41.1	36.6	29.6	46.1
<b>ALL TRANSPORTATION</b>	92.8	97.4	89.5	83.0	90.8	90.9	83.8
Trolley	29.3	35.1	8.5	16.6	15.0	21.0	10.5
Public Bus	21.3	22.8	27.0	31.9	33.7	28.2	31.4
Taxi/limousine	59.7	57.2	25.7	33.2	34.2	41.6	27.4
Rental Car	45.5	69.6	77.8	57.6	58.0	61.9	61.4
<b>MEETING</b>	0.6	12.4	3.0	4.5	10.6	6.7	4.2
<b>CONVENTION</b>	0.2	6.8	1.1	11.5	11.2	8.5	5.0
<b>INCENTIVE/REWARD</b>	0.0	1.0	1.6	2.0	8.5	2.9	3.5

Source: Hawai'i Tourism Authority

**Table 5.22 Activity Participation by Lifestyle – Europe 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	94.3	89.4	93.5	92.7	92.6	94.7	88.0
Helicopter or plane tour	13.8	13.8	9.3	15.1	14.2	13.4	12.8
Boat/submarine/whale watching	44.1	32.4	26.0	32.3	30.3	34.3	25.0
Tour bus excursion	32.5	7.9	27.4	32.9	37.3	37.2	14.0
Private limousine/van tour	10.1	8.6	12.2	9.6	16.8	12.4	10.3
Self-guided	73.9	83.0	82.0	73.2	62.3	71.8	78.5
<b>ALL RECREATION</b>	99.2	99.4	96.0	86.6	83.4	90.7	90.1
Swimming/sunbathing/beach	97.2	98.8	95.2	82.8	78.6	88.3	86.2
Surfing/bodyboarding	36.4	48.1	41.9	20.1	9.9	28.4	24.3
Snorkeling/scuba diving	60.3	64.5	55.1	40.4	27.2	47.8	38.7
Jet skiing/parasailing/windsurfing	1.4	8.0	4.1	1.7	4.4	2.2	6.3
Golf	3.3	8.8	2.9	4.5	10.2	3.5	10.8
Running/jogging/fitness walking	12.3	35.4	26.8	29.0	19.4	23.8	28.7
Spa	15.1	14.5	9.2	10.3	7.3	8.8	13.5
Backpacking/hiking/camping	35.5	29.5	35.5	16.1	14.6	23.9	22.6
Sports event or tournament	3.5	7.6	9.2	6.3	4.9	5.7	8.3
<b>ALL ENTERTAINMENT</b>	98.0	98.1	94.4	89.1	92.1	92.9	92.4
Lunch/sunset/dinner/evening cruise	57.5	38.3	46.5	37.9	31.6	45.5	28.7
Lounge act/stage show	45.0	33.1	14.2	19.0	32.2	26.0	21.4
Nightclub/dancing/bar/karaoke	20.5	12.5	37.2	15.7	6.4	20.8	14.7
Fine dining	45.3	37.8	45.0	44.6	50.3	43.7	49.4
Family restaurant/diner	72.8	78.1	64.0	64.1	59.2	62.9	70.2
Ethnic dining	50.7	40.3	34.5	30.1	33.1	33.7	37.3
Prepared own meal	37.9	59.0	54.3	32.6	33.1	37.2	49.4
<b>ALL SHOPPING</b>	97.5	99.6	97.5	91.6	95.4	95.6	94.0
Department stores	64.3	66.3	66.8	61.2	56.6	60.6	66.1
Designer boutiques	45.5	41.4	39.8	40.3	37.7	39.1	42.6
Hotel stores	53.2	43.3	35.4	38.9	47.5	43.4	38.0
Swap meet	27.9	25.9	25.2	23.2	27.7	23.5	29.9
Discount/outlet stores	21.9	44.5	28.3	34.5	34.1	28.0	43.5
Supermarkets	71.9	84.1	79.7	75.8	71.1	74.6	79.5
Convenience stores	60.8	61.8	60.9	50.7	39.9	49.9	59.3
Duty free	20.8	30.9	33.5	23.7	18.8	23.0	30.8
Local shops/artisans	70.7	73.9	71.6	60.0	74.3	66.8	71.9
<b>ALL CULTURE</b>	94.0	94.8	90.4	86.9	88.6	91.3	85.3
Historic military sites	48.2	40.3	44.8	37.8	43.6	46.6	31.3
Other historical sites	36.2	45.5	45.9	36.1	47.8	41.4	43.1
Museum/art gallery	17.4	35.5	22.6	17.4	35.2	19.9	34.7
Polynesian show/luau/hula	68.5	49.9	41.0	33.8	48.4	45.5	39.4
Play/concert	12.1	14.9	8.3	5.8	13.4	6.4	17.0
Art/craft fair	18.5	16.0	6.0	8.4	10.4	8.8	12.7
Parks/gardens	59.6	70.6	69.6	64.1	65.4	65.6	66.3
Festival	4.0	8.7	4.2	8.0	4.6	5.1	8.2
<b>ALL TRANSPORTATION</b>	98.2	97.5	92.7	86.0	90.7	90.7	91.3
Trolley	14.7	8.4	15.3	11.4	18.6	13.3	15.9
Public Bus	43.6	15.8	48.3	34.9	36.8	40.9	30.0
Taxi/limousine	32.5	21.5	31.9	37.6	28.5	35.6	24.2
Rental Car	71.2	88.9	71.7	57.0	53.5	60.9	71.3
<b>MEETING</b>	1.0	1.6	6.3	5.2	3.8	3.7	6.1
<b>CONVENTION</b>	0.8	1.4	6.8	7.9	3.7	5.3	5.7
<b>INCENTIVE/REWARD</b>	7.7	1.8	1.7	1.5	0.6	2.7	1.5

Source: Hawai'i Tourism Authority

**Table 5.23 Activity Participation by Lifestyle – Oceania 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey-moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	99.7	94.2	86.2	89.8	93.4	92.9	91.0
Helicopter or plane tour	29.6	11.6	10.0	10.6	9.9	11.9	10.4
Boat/submarine/whale watching	39.4	24.9	27.0	26.8	18.9	26.7	20.2
Tour bus excursion	65.6	39.6	39.3	53.3	50.8	58.1	36.0
Private limousine/van tour	14.0	8.3	8.7	12.3	9.9	11.6	8.4
Self-guided	67.1	62.0	55.3	54.0	56.1	52.9	62.6
<b>ALL RECREATION</b>	91.3	97.4	94.8	85.9	77.8	87.0	85.0
Swimming/sunbathing/beach	86.3	94.1	87.2	77.1	71.2	80.2	78.9
Surfing/bodyboarding	51.5	38.6	24.4	14.5	11.4	20.5	21.0
Snorkeling/scuba diving	38.8	38.1	35.8	23.8	13.4	26.5	21.9
Jet skiing/parasailing/windsurfing	7.0	3.8	8.8	3.9	2.4	4.5	3.4
Golf	0.7	5.7	7.7	6.4	8.4	5.2	9.3
Running/jogging/fitness walking	42.2	54.3	43.6	39.0	28.2	37.0	39.9
Spa	25.7	19.2	13.1	11.7	5.2	8.4	15.1
Backpacking/hiking/camping	6.3	2.5	17.7	12.8	4.8	9.1	6.4
Sports event or tournament	0.0	3.4	8.1	4.1	2.6	3.0	4.5
<b>ALL ENTERTAINMENT</b>	100.0	99.7	97.6	93.4	93.8	94.9	96.4
Lunch/sunset/dinner/evening cruise	67.0	26.5	29.4	30.6	33.0	30.9	34.2
Lounge act/stage show	22.3	15.9	16.2	24.6	22.2	21.2	20.3
Nightclub/dancing/bar/karaoke	45.0	9.9	30.6	11.5	10.6	15.0	14.2
Fine dining	84.8	39.8	47.2	47.3	43.8	44.1	48.8
Family restaurant/diner	69.9	94.2	86.0	77.6	68.4	81.0	73.6
Ethnic dining	29.2	30.2	28.5	25.0	15.4	23.5	21.6
Prepared own meal	7.7	26.9	39.0	16.2	20.7	21.8	23.3
<b>ALL SHOPPING</b>	100.0	99.8	95.5	95.1	97.3	95.9	98.8
Department stores	86.1	86.0	67.0	82.2	77.1	76.3	82.9
Designer boutiques	85.6	71.2	49.6	59.6	37.3	54.4	50.8
Hotel stores	62.9	64.1	39.8	52.3	39.6	50.1	46.1
Swap meet	44.1	40.0	36.4	28.4	28.2	38.2	24.4
Discount/outlet stores	76.4	72.9	45.9	62.2	44.9	55.7	56.2
Supermarkets	45.8	61.5	71.6	48.3	57.1	54.4	60.6
Convenience stores	84.2	84.7	81.2	76.2	69.8	76.7	75.5
Duty free	23.7	46.0	30.8	23.6	25.7	28.6	30.8
Local shops/artisans	70.4	83.9	59.6	75.2	59.2	72.0	63.5
<b>ALL CULTURE</b>	84.0	77.0	78.7	81.5	84.1	88.4	72.4
Historic site	57.4	56.9	58.2	57.2	60.8	68.0	46.6
Museum/art gallery	9.6	12.1	11.0	17.0	18.1	16.4	14.2
Polynesian show/luau/hula	45.7	48.4	56.7	46.6	33.9	54.8	27.7
Play/concert	1.3	4.4	2.5	2.5	7.3	3.3	6.6
Art/craft fair	4.3	7.8	6.1	5.2	4.6	5.4	5.7
Parks/gardens	54.2	31.2	51.2	45.4	58.4	50.7	46.9
Festival	4.0	2.4	4.9	3.5	4.1	3.5	4.0
Other historical sites	27.4	22.5	32.3	29.3	29.9	33.3	22.4
<b>ALL TRANSPORTATION</b>	93.9	96.8	90.5	90.1	93.5	90.5	96.1
Trolley	61.3	51.5	28.5	52.4	48.0	50.8	44.2
Public Bus	45.3	29.0	46.5	49.9	49.6	43.6	47.3
Taxi/limousine	32.6	61.1	41.2	43.6	52.5	42.1	59.5
Rental Car	47.9	45.5	38.2	36.1	24.6	36.9	30.2
<b>MEETING</b>	0.0	0.9	2.9	1.8	2.5	1.9	2.0
<b>CONVENTION</b>	0.0	2.6	3.5	1.7	1.8	1.4	2.9
<b>INCENTIVE/REWARD</b>	0.0	0.7	2.1	3.5	1.8	2.4	1.3

Source: Hawai'i Tourism Authority

**Table 5.24 Activity Participation by Lifestyle – Oceania 2009**  
**[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

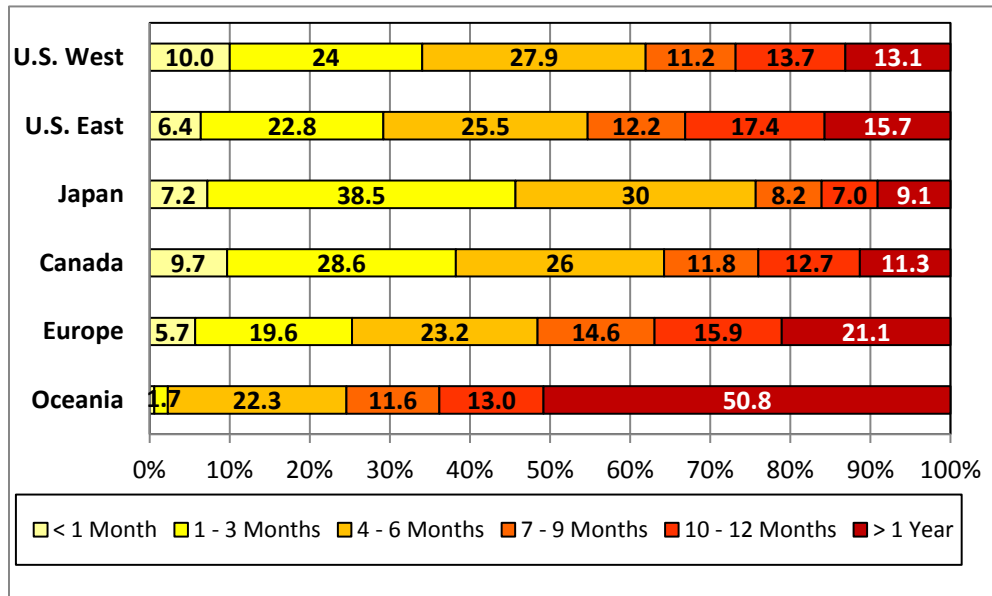
	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey-moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
<b>ALL SIGHTSEEING</b>	82.1	91.9	90.9	91.6	90.4	89.8	91.6
Helicopter or plane tour	6.2	12.9	3.9	7.1	10.5	9.9	7.8
Boat/submarine/whale watching	38.4	18.0	26.2	14.9	13.2	22.8	12.5
Tour bus excursion	49.5	48.4	40.6	51.9	47.6	59.0	38.1
Private limousine/van tour	10.7	12.0	5.6	8.9	6.0	7.8	7.8
Self-guided	69.2	66.9	63.6	55.6	60.8	45.4	74.7
<b>ALL RECREATION</b>	97.3	92.0	93.3	86.5	72.9	81.3	85.6
Swimming/sunbathing/beach	94.5	91.0	93.1	82.1	66.6	77.7	81.5
Surfing/bodyboarding	18.6	29.3	25.7	15.5	7.8	14.6	18.1
Snorkeling/scuba diving	42.7	27.0	29.5	18.9	10.4	16.3	22.1
Jet skiing/parasailing/windsurfing	1.7	2.8	3.4	3.0	1.7	2.7	2.3
Golf	1.4	7.1	7.3	2.9	7.7	5.6	6.4
Running/jogging/fitness walking	25.4	27.6	18.6	42.0	31.1	29.5	32.8
Spa	30.2	9.9	14.6	16.7	4.3	14.8	7.7
Backpacking/hiking/camping	18.4	3.5	12.8	8.0	3.0	6.2	6.7
Sports event or tournament	0.0	4.5	2.2	3.1	2.0	1.4	3.8
<b>ALL ENTERTAINMENT</b>	87.9	100.0	98.0	95.3	90.9	92.3	96.5
Lunch/sunset/dinner/evening cruise	25.6	21.4	37.0	20.9	20.5	26.3	21.1
Lounge act/stage show	18.7	21.5	11.6	25.4	18.9	24.9	15.5
Nightclub/dancing/bar/karaoke	18.3	8.9	30.0	9.8	6.4	14.2	9.9
Fine dining	70.7	44.7	29.5	40.1	39.9	34.8	44.6
Family restaurant/diner	77.6	90.7	68.6	72.1	68.5	65.5	80.0
Ethnic dining	31.4	21.8	22.8	19.8	18.5	19.3	21.5
Prepared own meal	10.6	29.9	39.2	18.7	27.8	22.9	30.5
<b>ALL SHOPPING</b>	95.5	99.1	98.3	96.1	94.0	94.2	97.7
Department stores	81.2	79.3	72.2	74.1	68.1	65.5	78.7
Designer boutiques	61.2	43.5	41.1	46.3	37.4	35.2	48.2
Hotel stores	45.1	59.9	33.5	40.5	33.2	35.5	43.5
Swap meet	14.9	26.9	47.5	34.0	28.4	36.7	28.4
Discount/outlet stores	31.7	57.0	55.6	34.1	48.1	45.6	47.1
Supermarkets	63.5	61.0	64.3	48.7	57.9	51.0	62.5
Convenience stores	86.3	88.6	71.8	77.0	67.0	74.4	74.5
Duty free	37.5	17.4	36.6	15.0	19.8	22.8	20.2
Local shops/artisans	50.7	71.0	52.4	76.0	57.5	60.1	66.5
<b>ALL CULTURE</b>	84.8	83.4	80.0	86.1	83.2	84.7	82.6
Historic military sites	60.1	56.6	53.5	55.7	57.0	66.8	46.9
Other historical sites	36.4	33.8	14.2	29.3	31.2	27.4	29.5
Museum/art gallery	20.4	25.7	11.5	11.8	15.7	12.5	18.4
Polynesian show/luau/hula	46.1	42.0	50.1	38.0	36.3	49.2	32.3
Play/concert	4.0	2.9	2.6	3.2	7.9	4.7	5.0
Art/craft fair	7.2	10.7	5.3	10.5	5.4	4.2	10.6
Parks/gardens	44.9	39.9	50.9	52.8	52.8	47.6	52.5
Festival	2.1	3.3	3.1	3.9	6.7	2.2	6.8
<b>ALL TRANSPORTATION</b>	91.8	93.9	83.5	81.9	86.4	77.2	93.8
Trolley	64.1	36.7	38.3	37.2	41.0	39.9	39.4
Public Bus	31.6	41.4	47.3	35.0	57.6	37.3	54.4
Taxi/limousine	62.1	59.1	42.6	40.0	37.8	34.1	51.3
Rental Car	40.4	39.5	42.6	27.8	25.7	24.5	37.8
<b>MEETING</b>	1.7	0.5	1.0	2.7	2.4	0.9	2.8
<b>CONVENTION</b>	5.7	1.0	4.3	3.5	1.3	2.6	2.4
<b>INCENTIVE/REWARD</b>	1.7	0.4	0.8	0.5	2.2	0.6	1.8

Source: Hawaii Tourism Authority

## 6. TRIP PLANNING

Information on how visitors plan their trips and when they make reservations can greatly enhance preparation of effective marketing and promotion plans. Trip planning behavior differs across the major market areas. Visitors from Japan tend to keep a short planning window while those from U.S. West, U.S. East, Canada, Europe and Oceania tend to plan farther in advance (Figure 25).

**Figure 25 2011 Decide to Take a Vacation by MMA**  
[Percentage of Visitors]



### U.S. West (Table 6.2)

- The percentage of U.S. West visitors making vacation related decisions four months or more prior to arrival increased compared to 2010: decided to take a vacation (65.9% vs. 61.5%); decided to visit Hawaii (64.9% vs. 61%); and decided on the island they want to visit (63% vs. 57.7%).
- Four out of ten U.S. West visitors made airline reservations (38.7%), purchased tickets (38.9%), and reserved accommodations (35.8%) one to three months before arriving in the islands.
- Four out of ten visitors (39.3%) made rental car reservations one to three months out, and three out of ten (30.9%) waited until less than one month before arrival.
- The majority of U.S. West visitors purchased tour and attraction packages (69.1%) less than one month before arrival or during their vacation.

### U.S. East (Table 6.3)

- A larger percentage of U.S. East visitors continue to start planning earlier than their U.S. West counterparts, seven months or more prior to arrival. Similar to 2010, 45.3 percent of U.S. East visitors decided to take a vacation, 44.3 percent decided to visit

Hawaii and 38 percent decided on the islands they wanted to visit at least seven months before coming.

- One out of four visitors made airlines reservations (40.5%) purchased tickets (40.6%) and made accommodation reservations (37.3%) one to three months before arrival.
- The majority of visitors made rental car reservations (67.1%) three months or less before arrival, and purchased tour and attraction packages (63.8%) less than one month before arrival.

#### **Japan (Table 6.4)**

- Japanese visitors in 2011 continued to have a shortest planning and booking window among the visitors surveyed. Most of their travel decisions were made within one to three months before the vacation date.
- Within three months or less, 45.7 percent decided to take a vacation, 50.2 percent decided to visit Hawai'i , and 54.8 percent decided on the islands they want to visit.
- Between one to three months before arrival, 57.9 percent of the visitors made airline reservations 58.8 percent purchased the tickets, and 57 percent made accommodation reservations.
- Within one month or less of arrival, six out of ten visitors purchased tour and attraction packages (59.5%) and 50.8 percent made rental car reservations.

#### **Canada (Table 6.5)**

- In 2011, Canadian visitors decided to take a vacation (35.8%), decided to visit Hawaii (35.8%) and decided on the islands they wanted to visit (31.5%), at least seven months prior to arrival.
- One out of four Canadian visitors made airline reservations (39.6%), purchased tickets (39.8%), and one out of three reserved accommodations (36%), one to three months before their trip.
- Some visitors made rental car reservations (38.5%) one to three months out, while some (35.7%) waited until less than one month of arrival.
- The majority purchased tour and attraction packages (77.4%) less than one month before or while on the vacation.

#### **Europe (Table 6.6)**

- European visitors in 2011 decided to take a vacation (51.6%), decided to visit Hawaii (48.1%) and decided on the islands they wanted to visit (39.6%), at least seven months prior to arrival.
- One out of three visitors made airline reservations (33.5%), purchased tickets (34.1%), and reserved accommodations (27.4%), one to three months before their trip.
- Some visitors made rental car reservations (31%) one to three months out, while others (39.6%) waited until less than one month before their trip.
- Many purchased tour and attraction packages (60%) less than one month before or while on the vacation.

### **Oceania (Table 6.7)**

- Oceania visitors had the longest planning and booking window, with visitors deciding to take a vacation (75.4%), deciding to visit Hawaii (73.3%) and deciding on the islands they wanted to visit (64.8%), from seven months to more than a year prior to arrival.
- One out of three visitors made airline reservations (33.6%), purchased tickets (33.5%), and reserved accommodations (33.6%), more than one year before their trip.
- A similar percentage made rental car reservations more than one year out (27.4%) as did those who reserved one to three months out (27.2%)
- A large percentages of visitors purchased tour and attraction packages less than one month before or while on the vacation (42.5%) and more than one year out (32.7).

### **ISLAND VISITATION / DECISION TIMETABLE (Table 6.8)**

Before arriving, the majority of the visitors in 2011 had already decided on which islands to visit. The larger destinations of O‘ahu, Maui, Kaua‘i, and Kona were definitely predetermined.

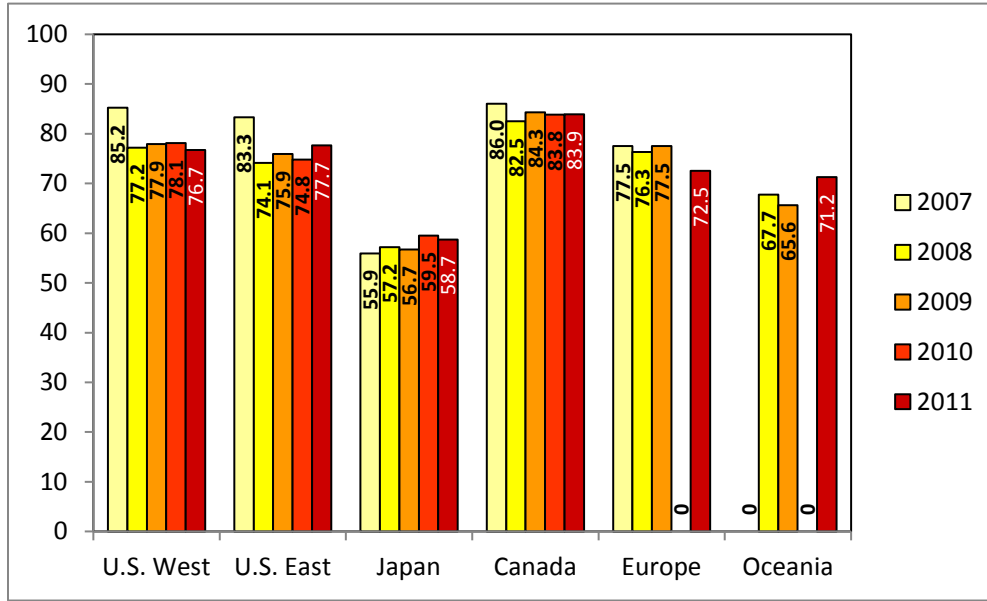
- Over 93 percent of visitors from U.S. West, U.S. East, Canada, Europe, and Oceania had decided before their arrival to visit O‘ahu, Maui, Kaua‘i, and/or Kona.
- Most Japanese visitors already decided to visit O‘ahu (99.4%), Kona (96.6%) and Maui (93.3%), while a lower percentage of Japan visitors decided to visit Kaua‘i (89.5%) and Hilo (87.8%) prior to their arrival.



## SOURCES OF INFORMATION USED TO PLAN TRIP

### Internet

Figure 26 Internet Usage for Trip Planning  
[Percentage of Visitors by MMA]

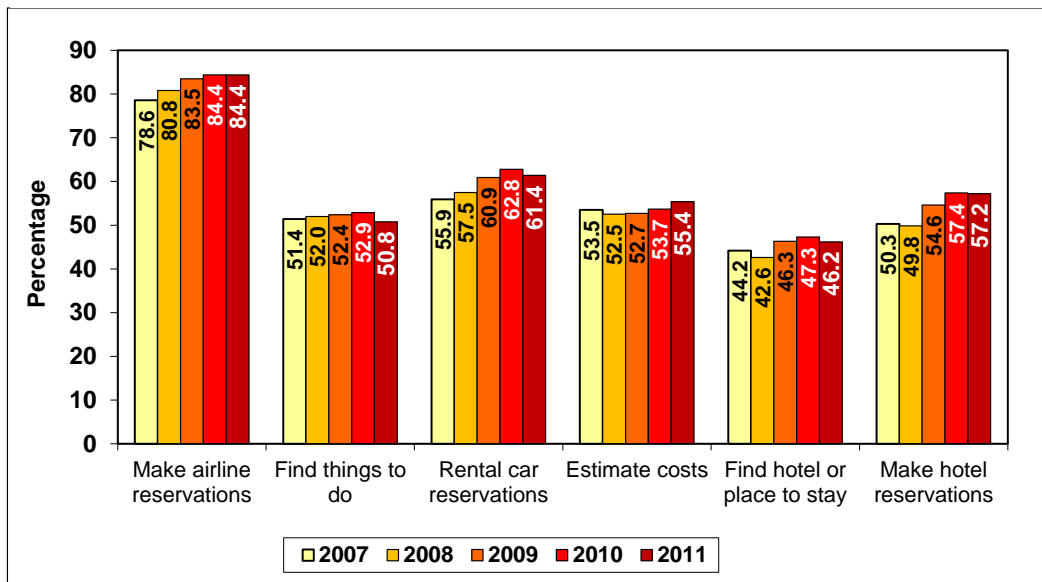


- Similar to the past three years, close to 84 percent of Canadian visitors, three out of four U.S. West and U.S. East visitors, and nearly 60 percent of Japanese visitors used the Internet as a trip planning tool in 2011 (Figure 26).
- A higher percentage of Oceania visitors in 2011 (+5.6 percentage points to 71.2%) used the Internet to plan their trip, compared to 2009. In contrast, fewer European visitors used the Internet for trip planning in 2011 (72.5%) compared to 2009 (77.5%).

## Purpose of Internet Use (Table 6.17)

Among the proportion of visitors who used the Internet, the category in which the Internet was used for planning and booking trips differed among visitor markets. Note that the statistic reported for each Internet use is the percentage of those who used the Internet.

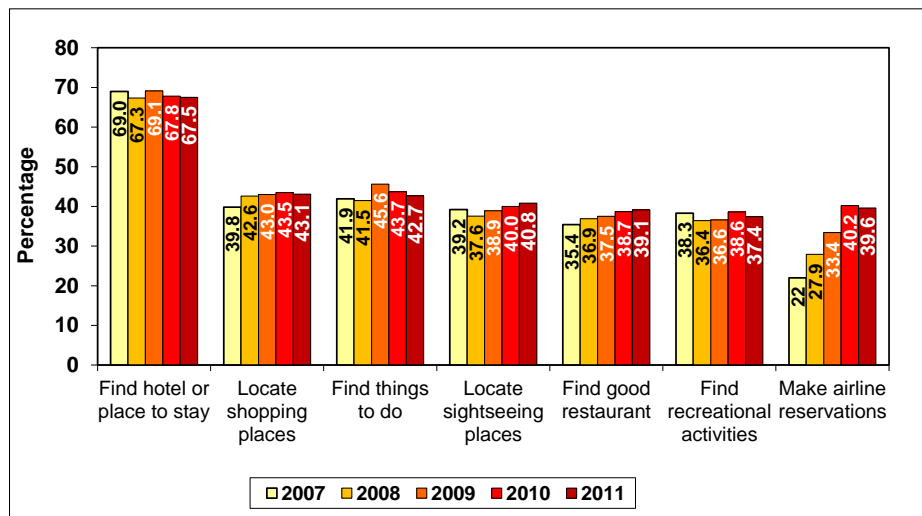
**Figure 27 Internet Use – U.S.**  
[Percentage of visitors who used the Internet]



## U.S. Visitors

- Similar to the previous year, the number one use of the Internet by U.S. visitors in 2011 was for airline reservations (84.4% or 65% of all U.S. visitors) (Figure 27).
- The second most popular use of the Internet by U.S. visitors was to make rental car reservations (61.4% or 47.3% of all U.S. visitors in 2011).
- The percentage of U.S. visitors who used the Internet to make hotel reservations (57.2%), estimate costs (55.4%), find things to do (50.8%) and find an accommodation have also been fairly steady over the last five years.

**Figure 28 Internet Use – Japan**  
**[Percentage of visitors who used the Internet]**



### Japanese Visitors

- Usage of the Internet by Japanese visitors to find accommodations, locate shopping places, find things to do, locate sightseeing places, find good restaurants and find recreational activities have been consistent over the past five years (Figure28).
- The majority of Japanese visitors in 2011 continued to use the Internet to find an accommodation (67.5%, 39.6% of all Japanese visitors).
- A growing percentage of Japanese visitors from 2007 to 2010 were using the Internet to make airline reservations.

### Canadian Visitors

- In 2011, three out of four (78.7%) Canadian visitors (66% of all Canada visitors) used the Internet to make airline reservations, similar to 2010.
- This group of visitors also used the Internet make to hotel reservations (67.7%), find an accommodation (62.8%), estimate costs (59.8%) and find things to do (59.3%).

### European Visitors

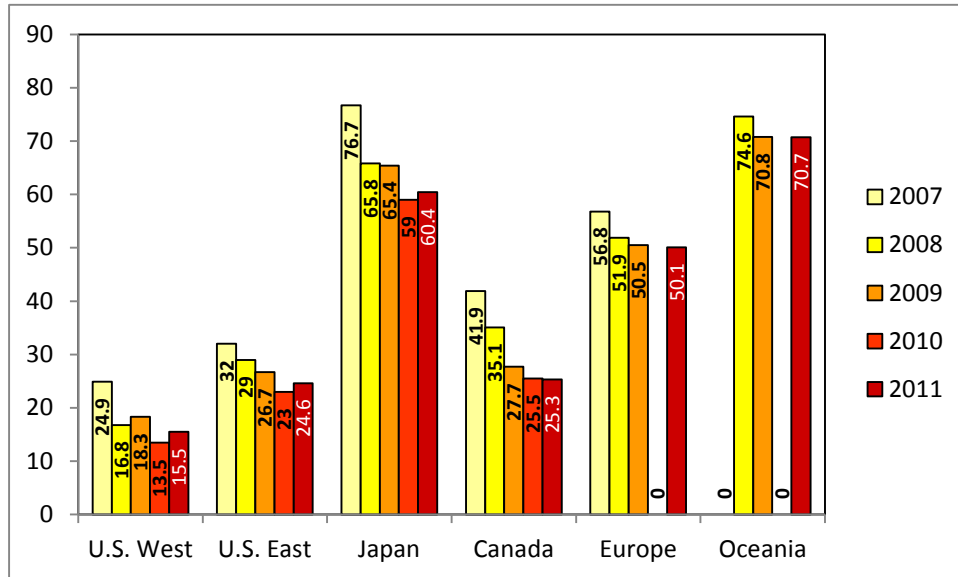
- The number one use among European visitors was to find things to do (65.7%).
- European visitors also used the Internet to make airline reservations (56.9%), find an accommodation (55.1%) and locate sightseeing place (49.7%).

### Oceania Visitors

- Similar to Japanese visitors, the majority of Oceania visitors in 2011 used the Internet to find an accommodation (75.7%).
- Oceania visitors also used the Internet make to find things to do (62.6%), make hotel reservations (59.7%), and estimate costs (57.3%).

## Travel Agent

**Figure 29 Internet Usage for Trip Planning  
[Percentage of Visitors by MMA]**

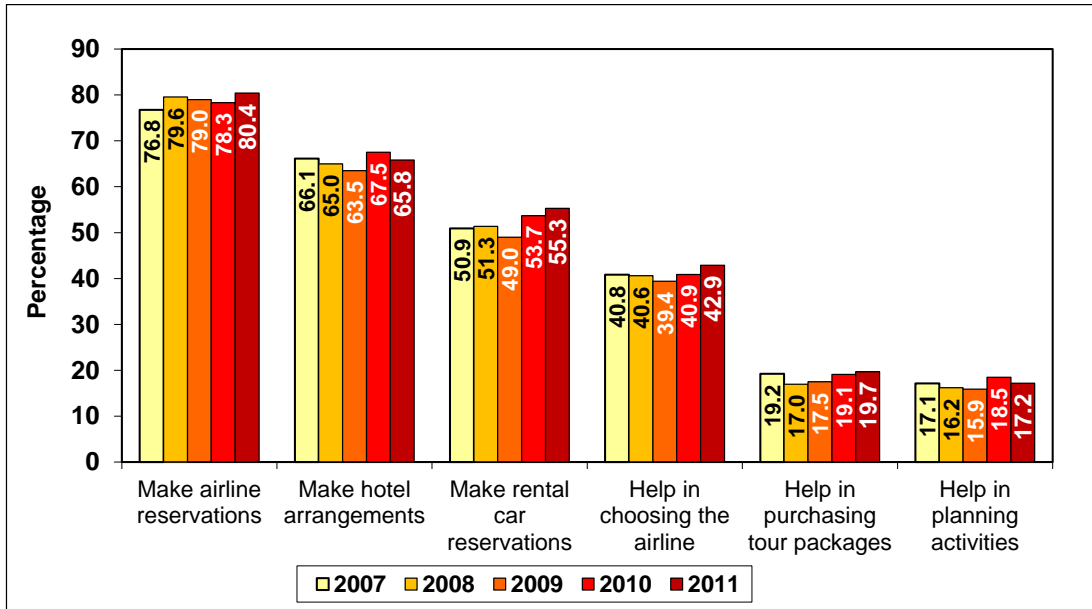


- Assistance from travel agents for trip planning in 2011 continued to be low among U.S. West (15.5%), U.S. East (24.6%) and Canada (25.3%) visitors, but much higher for Oceania (70.7%), Japanese (60.4%) and European (50.1%) visitors (Figure 29).
- The percentage of U.S. West, U.S. East, Japanese and Canadian visitors in 2011 who used travel agents were similar to 2010 but have been trending downwards from 2007.

### Purpose of Travel Agent Use (Table 6.18)

Consistent with previous years, visitors from all six major markets in 2011 used travel agents mostly for making airline reservations (91.7% Oceania, 82.4% Canadian, 81.6% European, 80.4% U.S. and 79.3% Japanese visitors). Travel agents were also used to assist in hotel arrangements, rental car reservation and to select an airline. Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent.

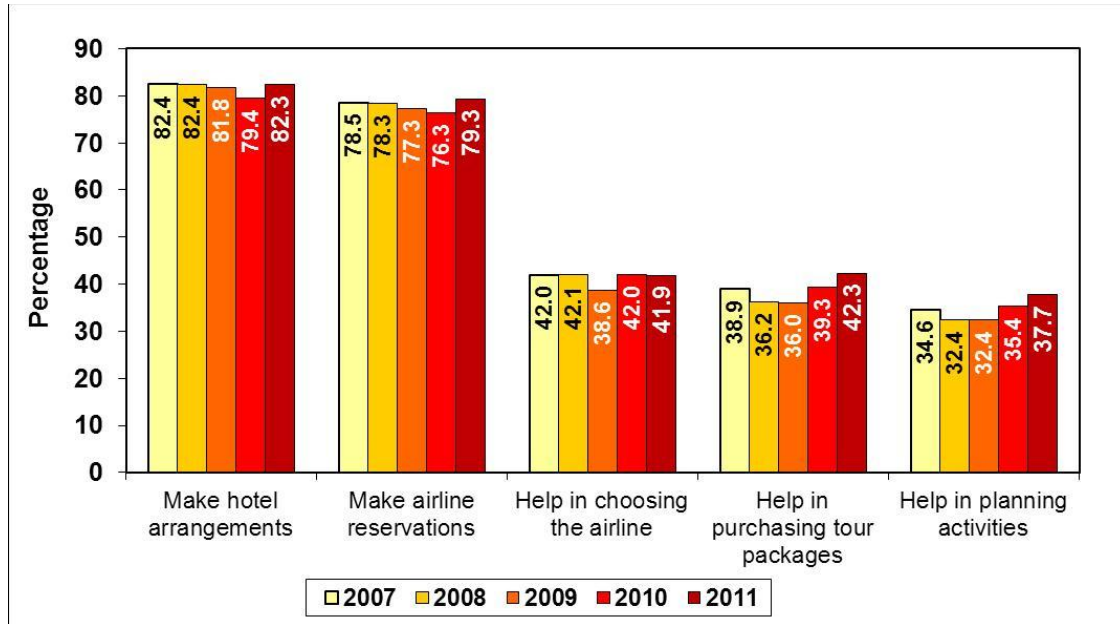
**Figure 30 Travel Agent Use – U.S.**  
**[Percentage of visitors who used a Travel Agent]**



### U.S. Visitors

- Similar to the previous year surveyed, travel agent use among U.S. visitors to make rental car reservations (55.3%) was more common compared to European (30.4%), Canadian (26.2%), Oceania (12.7%) and Japanese (5%) visitors.

**Figure 31 Travel Agent Use – Japan**  
**[Percentage of visitors who used a Travel Agent]**



**Japanese Visitors**

- More than any other visitor market, Japanese visitors in 2011 relied heavily on travel agents to book their hotel (82.3% or 49.7% of all Japanese visitors) and airline reservations (79.3% or 47.9% of all Japanese visitors) (Figure 31).

**Other Sources Of Information Used For Trip Planning (Table 6.9)**

- Similar to previous years, half of U.S. West visitors in 2011 continued to rely on personal experiences (48%) to help them plan their trips, higher than any other visitor groups.
- Over the past few years, more Japanese visitors continued to use travel magazines (37.2%) and travel books (33%) for information compared to other visitor markets.
- Canadian (20.9%), U.S. West (20.9%) and U.S. East (19.2%) visitors in 2011 were more likely to use airlines as a source of information than visitors from Europe (13.8%), Japan (12%) and Oceania (10.6%).

**Table 6.1 Trip Planning & Booking Timetable – 2011**  
**U.S. Total [Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.8	23.6	27.1	11.5	15.0	14.0
Decide to visit Hawaii	9.5	23.8	25.8	11.7	13.7	15.4
Decide on which islands to visit	11.0	25.3	26.5	12.1	13.6	11.5
Set date for the trip	11.7	29.9	28.5	12.8	10.7	6.4
Make airline reservations	14.4	39.3	27.9	10.9	6.2	1.3
Purchase tickets	15.4	39.5	27.5	10.3	6.2	1.1
Make accommodation reservations	14.8	36.3	25.0	10.9	8.5	4.4
Make rental car reservations	30.8	38.3	18.8	6.8	4.2	1.1
Purchase tour or attraction packages	66.8	19.3	8.8	2.4	1.5	1.2

Source: Hawai'i Tourism Authority

**Table 6.2 Trip Planning & Booking Timetable – U.S. West – 2011**  
**[Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	10.0	24.0	27.9	11.2	13.7	13.1
Decide to visit Hawaii	11.2	23.9	26.1	11.8	13.3	13.7
Decide on which islands to visit	11.9	25.2	26.3	12.0	13.3	11.4
Set date for the trip	12.7	30.0	28.2	13.0	10.1	6.0
Make airline reservations	15.5	38.7	28.2	10.9	5.5	1.2
Purchase tickets	16.4	38.9	28.0	10.2	5.6	0.9
Make accommodation reservations	16.0	35.8	24.8	10.4	8.2	4.8
Make rental car reservations	30.9	39.3	18.4	6.4	3.8	1.3
Purchase tour or attraction packages	69.1	19.1	7.6	2.1	0.7	1.4

Source: Hawai'i Tourism Authority

**Table 6.3 Trip Planning & Booking Timetable – U.S. East – 2011**  
**[Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	6.4	22.8	25.5	12.2	17.4	15.7
Decide to visit Hawaii	6.5	23.8	25.4	11.4	14.4	18.5
Decide on which islands to visit	9.4	25.6	26.9	12.2	14.0	11.8
Set date for the trip	9.9	29.8	29.0	12.4	11.7	7.1
Make airline reservations	12.2	40.5	27.4	10.8	7.4	1.7
Purchase tickets	13.5	40.6	26.5	10.6	7.2	1.5
Make accommodation reservations	12.8	37.3	25.4	11.9	9.0	3.6
Make rental car reservations	30.7	36.4	19.6	7.6	5.0	0.8
Purchase tour or attraction packages	63.8	19.5	10.6	2.7	2.5	1.0

Source: Hawai'i Tourism Authority

**Table 6.4 Trip Planning & Booking Timetable – Japan – 2011**  
[Percentage of Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	7.2	38.5	30.0	8.2	7.0	9.1
Decide to visit Hawaii	8.6	41.6	27.1	7.8	6.2	8.7
Decide on which islands to visit	10.8	44.0	25.9	7.0	5.2	7.1
Set date for the trip	13.4	50.4	24.1	5.8	4.1	2.2
Make airline reservations	15.4	57.9	20.5	3.5	2.2	0.5
Purchase tickets	19.9	58.8	16.7	2.7	1.6	0.4
Make accommodation reservations	15.5	57.0	19.3	4.1	2.8	1.3
Make rental car reservations	50.8	37.5	8.8	1.4	0.7	0.8
Purchase tour or attraction packages	59.5	33.5	5.6	0.9	0.1	0.3

Source: Hawai'i Tourism Authority

**Table 6.5 Trip Planning & Booking Timetable – Canada – 2011**  
[Percentage of Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.7	28.6	26.0	11.8	12.7	11.3
Decide to visit Hawaii	11.0	28.0	25.2	12.0	12.0	11.8
Decide on which islands to visit	13.5	29.4	25.6	11.1	11.9	8.5
Set date for the trip	13.1	33.5	26.2	12.2	10.7	4.2
Make airline reservations	15.7	39.6	28.2	10.8	4.6	1.1
Purchase tickets	16.4	39.8	27.6	11.0	4.3	0.9
Make accommodation reservations	17.8	36.0	25.0	10.7	7.9	2.6
Make rental car reservations	35.7	38.5	17.2	5.3	2.4	1.0
Purchase tour or attraction packages	77.4	14.3	6.6	0.5	0.3	0.9

Source: Hawai'i Tourism Authority

**Table 6.6 Trip Planning & Booking Timetable – Europe – 2011**  
[Percentage of Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	5.7	19.6	23.2	14.6	15.9	21.1
Decide to visit Hawaii	4.1	21.8	26.0	15.8	11.7	20.6
Decide on which islands to visit	8.8	24.5	27.1	14.6	14.3	10.7
Set date for the trip	8.7	25.6	23.2	17.5	13.2	11.8
Make airline reservations	10.5	33.5	23.5	17.2	10.1	5.2
Purchase tickets	10.9	34.1	24.8	15.5	9.5	5.1
Make accommodation reservations	19.7	27.4	24.3	14.3	8.4	5.9
Make rental car reservations	39.6	31.0	15.7	5.5	3.3	4.9
Purchase tour or attraction packages	60.0	15.7	8.9	5.0	3.9	6.6

Source: Hawai'i Tourism Authority



**Table 6.7 Trip Planning & Booking Timetable – Oceania – 2011**  
**[Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	0.6	1.7	22.3	11.6	13.0	50.8
Decide to visit Hawaii	0.7	10.2	15.8	16.7	8.8	47.8
Decide on which islands to visit	1.9	11.4	21.8	13.8	7.4	43.6
Set date for the trip	1.4	15.8	15.7	16.2	6.1	44.8
Make airline reservations	2.1	16.4	22.9	15.5	9.4	33.6
Purchase tickets	3.3	23.1	19.4	11.2	9.4	33.5
Make accommodation reservations	5.8	18.7	20.9	12.6	8.4	33.6
Make rental car reservations	22.9	27.2	15.3	5.4	1.7	27.4
Purchase tour or attraction packages	42.5	20.2	3.2	1.2	0.2	32.7

Source: Hawai'i Tourism Authority

**Table 6.8 Island Visitation Decision Timetable – 2011**  
**[Percentage of Visitors by MMA]**

		U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Decide on Oahu	Decide before arrival in Hawaii	98.0	98.7	97.2	99.4	94.1	96.0	99.2
	Decide after arrival in Hawaii	2.0	1.3	2.8	0.6	5.9	4.0	0.8
Decide on Maui	Decide before arrival in Hawaii	98.7	98.9	98.2	93.3	96.9	96.0	96.7
	Decide after arrival in Hawaii	1.3	1.1	1.8	6.7	3.1	4.0	3.3
Decide on Molokai	Decide before arrival in Hawaii	78.1	68.8	91.7	69.9	70.0	65.8	93.7
	Decide after arrival in Hawaii	21.9	31.2	8.3	30.1	30.0	34.2	6.3
Decide on Lanai	Decide before arrival in Hawaii	71.4	74.6	67.2	77.5	49.2	60.0	75.1
	Decide after arrival in Hawaii	28.6	25.4	32.8	22.5	50.8	40.0	24.9
Decide on Hilo	Decide before arrival in Hawaii	88.2	85.0	91.5	87.8	79.4	93.7	88.5
	Decide after arrival in Hawaii	11.8	15.0	8.5	12.2	20.6	6.3	11.5
Decide on Kona	Decide before arrival in Hawaii	96.0	96.3	95.6	96.6	96.8	97.5	93.4
	Decide after arrival in Hawaii	4.0	3.7	4.4	3.4	3.2	2.5	6.6
Decide on Kauai	Decide before arrival in Hawaii	96.2	96.7	95.3	89.5	95.4	98.9	95.6
	Decide after arrival in Hawaii	3.8	3.3	4.7	10.5	4.6	1.1	4.4

Source: Hawai'i Tourism Authority

**Table 6.9 Sources of Information Used for Trip Planning – 2011**  
**[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Internet	77.0	76.7	77.7	58.7	83.9	72.5	71.2
Personal experience	44.0	48.0	36.8	35.3	38.8	20.2	28.0
Friends/relatives	32.9	30.3	37.6	26.6	37.6	31.7	28.4
Travel agents	18.7	15.5	24.6	60.4	25.3	50.1	70.7
Books	16.4	13.9	20.9	33.0	20.1	31.5	9.6
Hotels/resorts	19.9	18.3	22.9	12.7	21.1	13.3	19.4
Airlines	20.3	20.9	19.2	12.0	20.9	13.8	10.6
Magazines	5.9	5.3	7.1	37.2	6.2	5.9	6.3
Wholesalers	8.7	7.3	11.2	15.8	6.1	17.8	6.3
Hawaii Visitors & Convention Bureau	8.7	6.8	12.2	11.1	13.3	6.5	7.6
Information - None	2.8	2.7	3.0	1.8	2.4	0.8	0.9
Newspapers	1.6	1.7	1.4	2.5	1.3	0.9	3.4

Source: Hawai'i Tourism Authority

**Table 6.10 Sources of Information Used for Trip Planning – U.S. Total – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	77.0	79.7	80.1	81.4	79.2	72.8	78.6	76.5
Personal experience	44.0	30.0	46.6	26.8	38.3	52.4	6.5	57.6
Friends/relatives	32.9	49.5	34.5	51.1	33.0	25.2	54.1	25.2
Airlines	20.3	14.3	23.0	11.9	17.4	23.6	14.6	22.4
Hotels/resorts	19.9	23.0	21.6	19.6	19.5	19.1	20.6	19.7
Travel agents	18.7	23.9	16.6	12.8	19.7	20.2	26.7	15.8
Books	16.4	28.3	17.0	17.4	16.1	14.7	21.4	14.6
Hawaii's visitor bureaus	8.7	14.3	8.7	8.5	9.6	7.6	12.3	7.4
Wholesalers	8.7	15.9	7.3	11.0	9.1	7.8	13.6	6.9
Magazines	5.9	10.5	5.9	8.7	4.9	5.4	7.6	5.3
Information - None	2.8	2.1	3.6	4.5	1.6	2.7	3.2	2.7
Newspapers	1.6	2.2	0.8	1.2	1.2	2.2	1.5	1.6

Source: Hawai'i Tourism Authority

**Table 6.11 Sources of Information Used for Trip Planning – U.S. West – 2011**  
**[[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	76.7	74.4	78.9	83.7	78.8	72.6	77.6	76.5
Personal experience	48.0	39.8	48.0	28.4	42.1	57.5	8.2	57.0
Friends/relatives	30.3	43.7	31.4	47.9	30.1	23.7	54.2	24.8
Airlines	20.9	14.1	22.8	11.8	18.8	24.2	13.0	22.7
Hotels/resorts	18.3	11.1	20.2	19.4	17.2	18.2	17.5	18.4
Travel Agents	15.5	17.8	15.6	11.0	14.8	16.8	21.0	14.2
Books	13.9	20.4	15.5	16.8	11.2	13.2	17.1	13.2
Wholesalers	7.3	14.3	6.1	11.4	7.7	6.0	10.8	6.5
Hawaii's visitor bureaus	6.8	9.8	7.4	4.7	7.6	6.2	8.9	6.3
Magazines	5.3	10.6	4.4	7.2	4.2	5.4	7.8	4.7
Information - None	2.7	2.0	3.8	3.2	1.4	2.8	2.9	2.6
Newspapers	1.7	2.5	0.0	1.4	1.4	2.7	1.7	1.6

Source: Hawai'i Tourism Authority

**Table 6.12 Sources of Information Used for Trip Planning – U.S. East – 2011**  
**[[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	77.7	85.9	82.8	77.2	79.8	73.1	79.3	76.5
Friends/relatives	37.6	56.4	41.7	57.1	37.6	28.0	54.0	26.0
Personal experience	36.8	18.5	43.4	23.9	32.1	43.1	5.2	59.2
Travel Agents	24.6	31.1	19.0	16.2	27.7	26.2	31.3	19.8
Hotels/resorts	22.9	36.9	24.9	19.9	23.1	20.8	23.1	22.8
Books	20.9	37.5	20.4	18.5	24.0	17.4	24.8	18.1
Airlines	19.2	14.5	23.5	12.2	15.1	22.6	15.9	21.5
Hawaii's visitor bureaus	12.2	19.6	11.7	15.5	12.8	10.1	15.0	10.2
Wholesalers	11.2	17.7	9.9	10.3	11.4	11.0	15.8	8.0
Magazines	7.1	10.3	9.3	11.3	6.0	5.4	7.5	6.9
Information - None	3.0	2.2	3.3	6.9	2.1	2.6	3.5	2.7
Newspapers	1.4	1.7	2.6	0.9	0.9	1.3	1.3	1.4

Source: Hawai'i Tourism Authority

**Table 6.13 Sources of Information Used for Trip Planning – Japan – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Travel Agents	60.4	84.9	54.0	68.5	52.8	57.2	74.1	50.7
Internet	58.7	56.6	71.4	66.8	68.6	44.1	52.8	62.8
Magazines	37.2	47.3	41.8	49.5	39.3	25.9	39.9	35.3
Personal Experience	35.3	10.6	46.2	26.1	42.5	37.1	5.6	56.1
Books	33.0	40.9	38.4	43.3	36.0	22.2	37.0	30.2
Friends/relatives	26.6	43.8	24.5	39.6	20.7	20.9	39.6	17.5
Wholesalers	15.8	18.2	14.3	18.1	14.0	16.1	17.9	14.4
Hotels/resorts	12.7	9.0	19.3	10.5	14.9	10.3	8.7	15.4
Airlines	12.0	9.1	14.5	11.0	14.2	10.8	9.3	13.9
Hawaii's visitor bureaus	11.1	8.9	12.8	11.8	15.7	7.7	8.1	13.1
Newspapers	2.5	0.4	0.6	1.7	1.8	4.8	1.7	3.0
Information - None	1.8	0.5	1.2	1.4	2.4	2.3	1.5	2.1

Source: Hawai'i Tourism Authority

**Table 6.14 Sources of Information Used for Trip Planning – Canada – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	83.9	89.8	91.0	90.1	84.6	76.8	86.1	82.6
Personal experience	38.8	16.3	42.2	20.8	33.7	48.3	4.8	58.7
Friends/relatives	37.6	53.8	41.6	58.5	37.4	27.1	54.4	27.8
Travel Agents	25.3	46.5	18.7	15.0	26.6	29.5	30.7	22.1
Hotels/resorts	21.1	35.1	23.7	19.1	17.4	21.4	22.3	20.4
Airlines	20.9	10.8	24.9	17.9	19.0	21.9	15.2	24.3
Books	20.1	43.3	21.4	19.5	22.1	16.0	26.4	16.4
Hawaii's visitor bureaus	13.3	19.3	17.4	12.2	14.3	10.0	16.5	11.4
Magazines	6.2	7.7	5.5	9.0	5.1	6.3	7.9	5.3
Wholesalers	6.1	7.5	4.5	8.0	6.4	6.1	8.5	4.7
Information - None	2.4	0.0	1.1	1.7	4.8	2.0	3.9	1.5
Newspapers	1.3	0.0	1.5	0.3	0.5	2.2	1.4	1.2

Source: Hawai'i Tourism Authority

**Table 6.15 Sources of Information Used for Trip Planning – Europe – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	72.5	77.7	83.3	86.0	71.2	55.0	74.3	68.5
Travel Agents	50.1	63.8	52.1	34.2	48.6	59.1	54.7	39.7
Friends/relatives	31.7	13.9	35.7	44.9	32.3	25.9	35.7	22.3
Books	31.5	29.2	35.0	30.8	29.6	34.4	33.1	27.6
Personal experience	20.2	7.6	19.2	17.0	26.5	20.7	3.5	58.7
Wholesalers	17.8	31.2	16.3	3.4	13.7	30.4	18.4	16.3
Airlines	13.8	5.0	21.0	14.4	19.4	6.8	10.0	22.6
Hotels/resorts	13.3	7.1	30.5	15.6	13.4	6.9	12.1	15.9
Hawaii's visitor bureaus	6.5	5.4	11.6	7.3	4.7	7.0	6.5	6.6
Magazines	5.9	7.4	11.5	4.9	2.5	8.5	6.6	4.3
Newspapers	0.9	1.1	0.0	0.5	1.3	1.2	1.0	0.9
Information - None	0.8	0.0	0.0	0.5	1.5	0.9	1.0	0.4

Source: Hawai'i Tourism Authority

**Table 6.16 Sources of Information Used for Trip Planning – Oceania – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	71.2	75.9	79.5	82.7	73.0	62.1	70.6	72.0
Travel agents	70.7	86.5	73.3	64.3	67.0	71.7	80.7	58.0
Friends/relatives	28.4	39.2	22.4	53.1	29.6	21.6	37.3	17.1
Personal experience	28.0	8.7	40.2	11.6	23.4	32.1	7.0	54.5
Hotels/resorts	19.4	14.8	30.2	19.4	15.2	17.3	19.9	18.8
Airlines	10.6	6.0	11.3	10.5	6.1	13.5	5.5	17.0
Books	9.6	9.1	10.2	11.8	13.7	6.2	11.3	7.4
Hawaii's visitor bureaus	7.6	2.3	7.3	13.0	8.0	6.6	7.7	7.5
Magazines	6.3	13.2	4.9	6.9	5.3	6.5	8.7	3.2
Wholesalers	6.3	4.7	2.0	5.2	9.9	6.7	6.9	5.5
Newspapers	3.4	0.0	2.7	2.3	4.4	4.0	4.5	2.1
Information - None	0.9	0.0	0.4	1.4	2.1	0.5	1.1	0.7

Source: Hawai'i Tourism Authority

**Table 6.17 Internet Usage for Trip Planning – 2011**  
**[Percentage of Visitors Who Used Internet by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
Make airline reservations	84.4	87.2	79.1	39.6	78.7	56.9	43.3
Make hotel reservations	57.2	58.7	54.5	30.7	67.7	47.9	59.7
Rental car reservations	61.4	64.4	55.9	16.4	60.0	42.0	18.7
Find hotel or place to stay	46.2	45.6	47.2	67.5	62.8	55.1	75.7
Find things to do	50.8	45.2	61.1	42.7	59.3	65.7	62.6
Estimate costs	55.4	54.2	57.6	17.3	59.8	48.2	57.3
Find recreational activities	40.7	36.8	47.9	37.4	45.0	27.1	35.2
Maps and directions	37.9	36.2	41.1	33.1	44.0	35.7	32.4
Locate sightseeing places	32.4	27.7	41.2	40.8	40.4	49.7	36.7
Find good restaurant	31.1	29.3	34.4	39.1	31.0	21.7	15.5
Locate shopping places	10.6	9.4	12.9	43.1	19.9	12.8	33.6
Internet - Book tours and activities	18.7	16.2	23.5	1.4	18.7	17.7	18.1
Find evening activities	14.0	11.9	17.9	6.1	17.5	11.3	10.2

Source: Hawai'i Tourism Authority

**Table 6.18 Usage of Travel Agent by MMA – 2011**  
**[Percentage of Visitors Who Used Travel Agents by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
Make airline reservations	80.4	81.8	78.8	79.3	82.4	81.6	91.7
Make hotel arrangements	65.8	62.1	70.1	82.3	55.6	75.4	72.7
Help in choosing the airline	42.9	38.9	47.5	41.9	43.9	47.5	53.3
Make rental car reservations	55.3	60.0	49.7	5.0	26.2	30.4	12.7
Help in purchasing your packages	19.7	15.8	24.3	42.3	7.8	18.5	16.0
Help in planning activities	17.2	11.5	24.0	37.7	9.6	14.2	15.8
Help in deciding travel to Hawai'i	8.6	5.7	12.0	10.0	8.1	14.8	10.1

Source: Hawai'i Tourism Authority

## 7. SAFETY ISSUES & NUISANCES

The safety of Hawai'i's visitors is very important to the State and industry partners. Therefore, the 2011 survey asked visitors if they experienced any adversity or safety issues during their stay. Nine out of ten visitors from U.S. West, U.S. East, Japan and Oceania and majority of European (87.5%) and Canadian (86%) visitors reported no problems. The top issues experienced by visitors from these MMAs were severe weather/natural calamities and solicitation by drug dealers.

- Canadian visitors reported more issue with weather and natural calamities (9.2%), compared to visitors from other markets.
- Solicitation by drug dealers (4.3%) and prostitutes (2.6%) were highest among the 12.5% of European visitors who reported problems. A lower percentage of Japanese and Canadian respondents reported incident in both categories compared to last year.
- A higher percentage of U.S. East (1.4%) respondents received parking tickets compared to other visitor groups. Visitors from Oceania received the lowest number of parking tickets (0.2%).

**Table 7.1 Issues and Other Nuisance – 2011**  
[Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
No problem	90.1	90.4	89.6	90.2	86.0	87.5	89.5
Severe weather/natural calamities	5.2	5.1	5.3	7.1	9.2	5.0	2.9
Drug dealers	2.0	1.9	2.2	1.0	3.4	4.3	3.2
Solicited by prostitutes	1.2	0.9	1.6	0.5	1.3	2.6	3.1
Parking ticket	1.2	1.0	1.4	0.8	0.7	0.7	0.2
Wallet stolen	0.9	1.1	0.6	1.2	0.8	0.7	0.6
Car vandalized	0.7	0.7	0.6	0.4	0.4	1.0	0.2
Violence	0.5	0.4	0.6	0.3	0.7	0.7	0.9
Room vandalized	0.1	0.0	0.1	0.2	0.0	0.1	0.0

Source: Hawai'i Tourism Authority

**Table 7.2 Issues and Other Nuisance – 2010**  
[Percentage of Visitors by MMA]

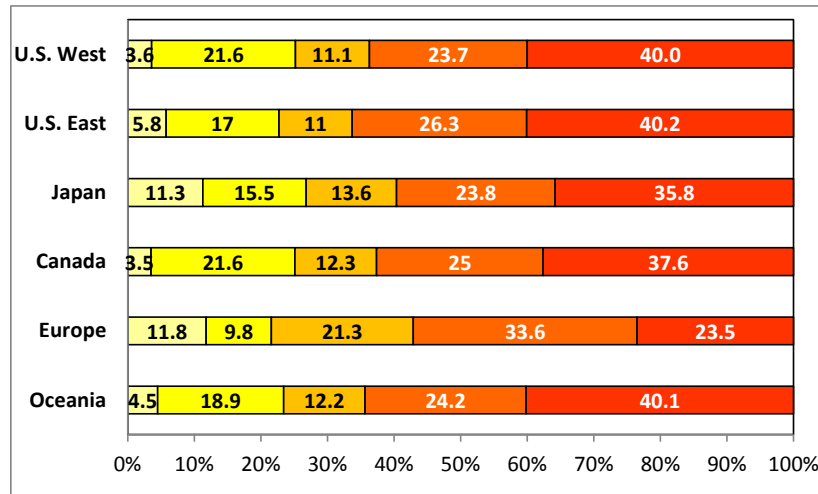
	U.S. Total	U.S. West	U.S. East	Japan	Canada
No problems	89.5	89.8	89.2	90.9	84.9
Severe weather/natural calamities	4.1	3.9	4.4	5.6	6.6
Drug dealers	2.8	2.9	2.6	1.2	3.6
Parking ticket	1.6	1.8	1.2	0.8	1.0
Car vandalized	1.1	1.4	0.8	0.6	0.8
Solicited by prostitutes	1.0	0.9	1.2	0.8	2.4
Violence	1.0	1.0	1.1	0.7	1.5
Wallet stolen	1.0	0.9	1.0	1.4	1.5
Room vandalized	0.2	0.3	0.2	0.2	0.1

Source: Hawai'i Tourism Authority

## 8. VISITOR PROFILES

### LIFESTYLE/LIFESTAGE SEGMENTS & VISITATION STATUS (Table 8.1)

Figure 32 Lifestyle/Lifestage by MMA  
[Percentage by Visitors]



#### U.S. Visitors

- In 2011, Middle Age and Seniors were the two largest segments of U.S. West and U.S. East respondents, followed by Family, Young and Wedding/Honeymoon segments.
- The majority of U.S. West (80.1%) and U.S. East (58.4%) respondents were Repeat Visitors.

#### Japan Visitors

- In 2011, 15.5 percent of Japanese respondents were in the Family segment and 11.3 percent were in the Wedding/Honeymoon segment.
- Middle Age (23.8%) and Senior (35.8%) segments comprised over half of Japanese visitors.
- Three out of five (58.9%) were Repeat Visitors.

#### Canadian Visitors

- One-third of Canadian respondents were Seniors (37.6%), while 25 percent were Middle Age and 21.6 percent were Family respondents.
- In 2011, there were more Repeat visitors (63.1%) compared to First-timers (36.9%).

#### European Visitors

- One-third of European respondents were Middle Age (33.6%) and 23.5 percent were Seniors while 21.3 percent were Young respondents.
- The majority of European respondents (69.9%) were First-timers.



## **Oceania Visitors**

- Forty percent of respondents from Oceania were Seniors. Middle Age respondents accounted for 24.2 percent and Families comprised 18.9% of the respondents.
- The majority of Oceania respondents (56.6%) were First-timers.

## **EMPLOYMENT, INCOME & EDUCATION (Tables 8.2 – 8.10)**

### **U.S. West**

- Two out of three (64.1%) U.S. West respondents were working in 2011, 25.1 percent were retired.
- Approximately 16 percent of U.S. West respondents reported annual household income of less than \$50,000.
- U.S. West respondents with household income from \$70,000 to \$124,999 comprised the largest group of respondents (37.6 %); while 26.4 percent of U.S. West respondents reported annual household income of \$150,000 or more.
- Six out of ten of the respondents had some college or college degrees (61.1%), while 29.6 percent had post graduate degrees, and 6.2 percent were high school graduates.

### **U.S. East**

- The percentages of working, retirees, homemakers and students respondents were similar to the U.S. West. The majority of U.S. East respondents in 2011 were working (69.7%), 21.6 percent were retired while 6.2 percent were homemakers and/or students.
- In 2011, 14.8 percent of U.S. East respondents reported annual household income of less than \$50,000.
- U.S. East visitors with household income from \$70,000 to \$124,999 accounted for the largest group of respondents (36.8%), while 25.2 percent had annual household income of \$150,000 or more.
- Half of the respondents had some college or college degrees (55.3%), while 33.1 percent had post graduate degrees, and 8.9 percent were high school graduates.

### **Japan**

- In 2011, 58.9 percent of respondents from Japan were working. Similar to previous years, there were more homemakers (21%) compared to the U.S. West, U.S. East, Canadian, European and Oceania markets.
- More than one-third (40%) of the respondents from Japan reported annual household income of less than 5 million yen.
- Respondents with income between 5 million yen and 9.99 million yen accounted for 37 percent of Japan visitors surveyed.
- One out of ten respondents who visited Hawai'i reported annual household income of 15 million yen or more.
- More than half (55.8%) had some college or college degrees and 3.7 percent had post graduate degrees and 29.8 percent were high school graduates (29.8%).

## **Canada**

- The majority of Canadian respondents 2011 were working (67.5%) while 25 percent were retired. Homemaker and/or students comprised 5.8 percent of the respondents.
- The share of Canadian respondents with annual household income of less than \$50,000 was 18.1 percent in 2011.
- Four out of ten Canadian respondents reported income levels between \$70,000 and \$124,999 (36.9%), while 22 percent reported annual household income of \$150,000 or more.
- More than half (51.6%) of the respondents had some college or college degrees, 23 percent had post graduate degrees, and 15.3 percent were high school graduates.

## **Europe**

- The majority of European respondents 2011 were working (77.6%) while 13.6 percent were retired. Homemaker and/or students comprised 5.9 percent of the respondents.
- The share of European respondents with annual household income of less than \$50,000 was 34.5 percent in 2011.
- Four out of ten European respondents reported income levels between \$70,000 and \$124,999 (27.5%), while 20 percent reported annual household income of \$150,000 or more.
- Thirty-nine percent of the respondents had some college or college degrees, 31.2 percent had post graduate degrees, and 17.8 percent were high school graduates.

## **Oceania**

- The majority of respondents from Oceania in 2011 were working (72.4%) while 20.9 percent were retired. Homemaker and/or students comprised 4.6 percent of the respondents.
- The share of Oceania respondents with annual household income of less than \$50,000 was 16 percent in 2011.
- Four out of ten Oceania respondents reported income levels between \$70,000 and \$124,999 (38.2%), while 23.5 percent reported annual household income of \$150,000 or more.
- One third (33.4%) of the respondents had some college or college degrees and 16.4 percent had post graduate degrees. One out of three (32.4%) were high school graduates, higher than any other visitor markets.

## **OTHER VISITOR CHARACTERISTICS (Tables 8.11 – 8.14, 8.17 – 8.19)**

### **U.S. West**

- Six out of ten (60.2%) U.S. West visitors who responded to the 2011 survey were female and 39.8 percent were male. The median age was 54 years old.
- Most of the U.S. West respondents (84.6%) had traveled on vacation more than 500 miles from home in the past three years.
- Similar to 2010, more than half (51.6%) had visited California, 40.9 percent visited Las Vegas, and 26.4 percent had been to Europe in the last three years. Fewer U.S. West visitors in 2011 had been to Mexico (22.7%) compared to 2010 (28.4%).
- Half (49.2%) of the respondents had friends or relatives in Hawai'i while 9.6 percent had lived in Hawai'i before.
- Consistent with 2010, U.S. West respondents in 2011 traveled to the islands with their spouses (68.9%), with other adult family members (30.3%), and with children (25%). Additionally, 21.6 percent of U.S. West visitors came with friends/business associates.
- A higher percentage of U.S. West visitors in 2011 stayed in hotels while on O'ahu (61.5%), and Hawai'i Island (37.6%) compared to other types of accommodations. While on Kaua'i a higher proportion of U.S. West visitors stayed in timeshare properties (35.6%). A similar proportion of U.S. West visitors stayed in hotels (34.8%) and in condominium properties (35.3%) while on Maui.

### **U.S. East**

- Over half (56.2%) of the U.S. East visitors who responded to the 2011 survey were females and 43.8 percent were male. The median age was 53 years.
- The majority (77.8%) of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years.
- A number of U.S. East visitors in 2011 had been to Florida (46.8%), California (37%), Las Vegas (30.5%), New York (25.7%), Europe (27.6%), and/or the Caribbean (26.8%) in the past three years, similar to 2010.
- Some (6.1%) of the respondents had previously lived in Hawai'i, 35 percent had friends or relatives here while 6.2 percent own timeshare property in the islands.
- Similar to 2010, U.S. East respondents in 2011 also came to Hawai'i with their spouses (71.7%) and with other adult family members (27.7%). A higher percentage came with friends/business associates (18.7%) compared to children (19.4%).
- On all island destinations, a higher percentage of U.S. East visitors chose to stay in hotels over any other types of accommodations. Condominium properties (24.2%) were the second most frequented accommodations by U.S. East visitors while on Maui. Timeshare properties (24.3%) were the second most popular accommodations among U.S. East visitors on Kaua'i.

## Japan

- There were more females than males among Japanese visitors who responded to the survey, 55.7 percent to 44.3 percent, respectively. The median age was 49 years old.
- A lower percentage of Japanese respondents in 2011 (68.7%) said that they had taken a long distance trip of more than 500 miles from their homes in the past three years compared to respondents in 2010 (73.8%).
- Similar to 2010, many Japanese respondents in 2011 had visited Korea (31.7%), China (18.9%), Guam/Saipan (18.9%), and/or Other Asian countries (20.3%) in the past three years.
- Few (1.4%) Japanese respondents had lived in Hawai'i before, or had friends or relatives in the islands (16.4%) compared to U.S. visitors.
- A higher percentage of Japanese respondents (8.4%) owned timeshare properties in Hawai'i compared to U.S. East (6.2%) and Canadian (5.2%) respondents.
- Consistent with the previous year, two out of three (65.5%) Japanese visitors surveyed in 2011 came with their spouses, 34 percent were with other adult family members, and 17 percent were with children.
- Similar to U.S. visitors, 17.7 percent of Japan visitors surveyed traveled with friends or business associates.
- Hotels were the primary lodging for Japanese visitors in 2011 accommodating over half of the Japanese respondents while they were on O'ahu (83.7%), Hawai'i Island (73.3%), Maui (61.5%) and Kaua'i (50.2%). Condominium properties were the second most popular accommodations with Japanese visitors on Maui (25.6%), and Kaua'i (22.8%) . Timeshare properties (were the second most popular accommodations with Japanese visitors on Hawai'i Island (15.6%).

## Canada

- There were more female respondents (60.6%) than male respondents (39.4%) among Canada respondents surveyed in 2011. The media age was 52 years old.
- Similar to 2010, 87.5 percent of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years. Many had traveled to California (37.2%), Las Vegas (33.5%), Europe (31.8%) in the past three years. A lower percentage of the respondents in 2011 (41%) traveled around Canada compared to 2010 (46.6%)
- Only 1.5 percent had lived in Hawai'i before; 5.2 percent own timeshare property in the islands and 18.2 percent had friends or relatives in Hawai'i.
- Consistent with last year, a larger percentage of the Canada visitors surveyed in 2011 came with their spouses (69.9%) compared to respondents from U.S. West, U.S. East and Japan.
- Similar to U.S. West visitors, 29.6 percent were with other adult family members, 23.3 percent with children, and 22.5 percent with friends or business associates.
- Hotels were the primary lodging for the majority of Canadian visitors while they were on O'ahu (72.2%). However, while on Maui (52.3%), Kaua'i (34.6%) and Kona (31.1%), condominium properties were the most popular choice for lodging.

## Europe

- There were more male respondents (52.8%) than female respondents (47.2%) among Europe respondents surveyed in 2011. The media age was 45 years old.
- Nine out of ten respondents (89.6%) had taken a long distance trip of more than 500 miles from their homes in the past three years.
- Similar to 2009, many Europe respondents in 2011 had traveled to California (48.3%) and around Europe (72.1%) in the past three years. A higher percentage of 2011 respondents went to New York City (37.6%) compared to respondents in 2009 (28.5%)
- Only 2 percent had lived in Hawai'i before; 0.8 percent own timeshare property in the islands and 22.5 percent had friends or relatives in Hawai'i.
- More than half of Europe visitors surveyed came with their spouses (57.6%).
- Europe respondents also traveled with other adult family members (20.7%), with children (12.2%), and with friends or business associates (19.7%).
- Hotels were the main lodging choice for European visitors while they were on O'ahu (86.4%), Hawai'i Island (64.4%), Maui (57%) and Kaua'i (43.1%). Two out of ten European visitors stayed in condominium properties while on Kaua'i (19.6%) and Maui (15.5%).

## Oceania

- There were more female respondents (57.2%) than male respondents (42.8%) among Oceania respondents surveyed in 2011. The media age was 52 years old.
- Five out of six respondents (82.2%) had taken a long distance trip of more than 500 miles from their homes in the past three years.
- A higher percentage of 2011 respondents had traveled to California (+4.9 percentage points to 49.7%), Las Vegas (+5.3 percentage points to 45.4%), around Australia (+9 percentage points to 43.1%), and around New Zealand (+13.3 percentage points to 26.5%) in the past three years compared to respondents in 2009.
- Very few had lived in Hawai'i before (0.5%) and own timeshare property (0.7) in the islands and 22.5 percent had friends or relatives in Hawai'i.
- Three out of four Oceania visitors surveyed traveled with their spouses (72%).
- Oceania respondents also traveled with other adult family members (21.8%), with children (20.7%), and with friends or business associates (21.6%).
- The majority of Oceania respondents stayed in hotels while they were on O'ahu (93.3%), Maui (64%), Hawai'i Island (59.7%). While in Hilo (47.5%) and Kaua'i (40.1%) A higher percentage of Oceania visitors stayed on cruise ships than any other types accommodations.

## **PRIMARY PURPOSE OF TRIP (Table 8.13)**

### **U.S.**

- In 2011, the majority of U.S. West (69.8%) and U.S. East (69.2%) visitors surveyed listed vacation as the primary reason for coming to the islands. The percentage of U.S. East visitors who listed vacation as the primary reason rose 7.8 percentage points compared to 2010.
- Other reasons for U.S. respondents to visit Hawai'i were to visit friends/relatives (10.5% U.S. West and 10.7% U.S. East); attend business meetings/conduct business (4.5% U.S. West and 6.3% U.S. East); attend a convention/conference/seminar (1.7% U.S. West and 4.7% U.S. East); celebrate an anniversary/birthday (3.2% U.S. West and 5.6% U.S. East); attend/participate in wedding (3% U.S. West and 2.7% U.S. East); or to honeymoon (2.2% U.S. West and 4.2% U.S. East).

### **Japan**

- Vacation was the primary reason for 63 percent of Japanese respondents to visit Hawai'i.
- Similar to 2010, Japanese respondents also listed honeymoon (8.4%), attend/participate in wedding (8.9%), shopping/fashion (3.6%), visit friends/relatives (2.6%), and sports events (2%) as other primary reasons for visiting.

### **Canada**

- Four out of five (82.2%) of Canadian respondents, indicated that vacation was their primary reason for coming to the islands.
- Other significant reasons were to celebrate an anniversary/birthday (2.6%), attend a convention/conference/seminar (3%), to visit friends/relatives (2.1%), and to honeymoon (2.4%)

### **Europe**

- Vacation was the primary reason for 67.1 percent of European respondents to visit Hawai'i, similar to those who responded in 2009.
- In addition, European respondents listed honeymoon (10.3%), visit friends/relatives (7.5%), attend a convention, conference or seminar (4.9%), and attend business meetings/conduct business (3.5%) as other primary reasons for visiting.

### **Oceania**

- A higher percentage of 2011 respondents from Oceania listed vacation (86.8%) as the primary reason to visit Hawai'i compared to those who responded in 2009 (81.2%)
- In addition, Oceania respondents listed honeymoon (4.1 %), and celebrate an anniversary/birthday as other primary reasons for visiting.

## **SECONDARY PURPOSE OF TRIP (Table 8.14)**

### **U.S.**

- Another 39.9 percent of U.S. West and 48.9 percent of U.S. East surveyed in 2011 listed vacation as their secondary purpose of trip.
- Other secondary reasons to come to Hawai'i were to visit friends/relatives (20% U.S. West and 15.2% U.S. East); to celebrate an anniversary/birthday (13.7% U.S. West and 14.4% U.S. East); and to attend a business meetings/conduct business (4.9% U.S. West and 3.9% U.S. East).

### **Japan**

- Similar to previous years, shopping/fashion was the prevailing secondary purpose of trip among 49.9 percent of the Japanese respondents.
- Vacation (21%) was the next secondary purpose of the trip among the respondents. In addition, 3.6 percent visited friends/relatives; 4.6 percent celebrated an anniversary/birthday; 3.7 percent honeymooned; and 2.5 percent attended/participated in wedding.

### **Canada**

- Two-fifths of the Canadian respondents indicated that vacation (36.9%) was their secondary purpose for coming to Hawai'i.
- Other secondary purposes of trips were to visit friends/relatives (15.8%), celebrate an anniversary/birthday (16.6%), and shopping/fashion (5.2%).

### **Europe**

- A higher percentage of European respondents in 2011 indicated that vacation (+4.7 percentage points to 43%) was their secondary purpose for coming to Hawai'i compared to those who responded in 2009.
- A higher percentage of European visitors also mentioned visiting friends/relatives (+12.9 percentage points to 27%) and celebrating an anniversary/birthday (+4.5 percentage points to 15%) as their secondary purposes of trips compared to 2009 .

### **Oceania**

- Similar to 2009, 31.9 percent of the Oceania respondents indicated that vacation was their secondary purpose for coming to Hawai'i.
- Next only to Japanese visitors, a high percentage of Oceania visitors also indicated that shopping/fashion (27.7%) was their secondary purpose for their visit to the islands.
- Other secondary purposes of trips were celebrate an anniversary/birthday (10.7%) and to visit friends/relatives (5.8%).

**Table 8.1 Lifestyle/Lifestage and Visitation Status – 2011**  
**[Percentage of Visitors by MMA]**

	Total	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
<b>LIFESTYLE/LIFESTAGE SEGMENTS</b>								
Wedding / Honeymoon	5.7	4.3	3.6	5.6	11.3	3.5	11.8	4.5
Family	19.0	20.0	21.6	17.0	15.5	21.6	9.8	18.9
Young	11.8	11.1	11.1	11.0	13.6	12.3	21.3	12.2
Middle age	24.6	24.6	23.7	26.3	23.8	25.0	33.6	24.2
Seniors	38.8	40.1	40.0	40.2	35.8	37.6	23.5	40.1
<b>VISITATION STATUS</b>								
First timers	31.8	26.7	19.9	41.6	41.1	36.9	69.9	56.6
Repeat visitors	68.2	73.3	80.1	58.4	58.9	63.1	30.1	43.4

Source: Hawai'i Tourism Authority

**Table 8.2 Total U.S. Visitors Income Level – 2011**  
**[Percentage of Visitors by Island]**

	State	O'ahu	Kaua'i	Maui	Hawai'i
<b>INCOME</b>					
\$14,999 or less	1.2	1.1	0.8	1.1	1.0
\$15,000 - \$24,999	1.6	2.2	1.1	1.4	0.8
\$25,000 - \$29,999	2.5	3.2	1.4	2.0	2.0
\$30,000 - \$34,999	2.1	2.4	2.6	1.6	1.5
\$35,000 - \$39,999	2.1	2.9	2.9	2.0	1.9
\$40,000 - \$44,999	2.5	3.2	1.4	1.9	2.8
\$45,000 - \$49,999	3.4	3.4	3.3	3.0	2.5
\$50,000 - \$69,999	11.5	13.5	11.3	8.0	12.8
\$70,000 - \$99,999	19.0	20.0	16.9	19.6	20.5
\$100,000 - \$124,999	18.3	19.3	19.9	17.8	16.2
\$125,000 - \$149,999	9.6	7.8	10.9	12.1	10.7
\$150,000 - \$199,999	11.4	10.4	11.6	11.8	11.5
\$200,000 or more	14.6	10.7	16.0	17.8	15.9

Source: Hawai'i Tourism Authority



**Table 8.3 U.S. West Visitors Income Level – 2011**  
**[Percentage of Visitors by Island]**

	<b>State</b>	<b>O'ahu</b>	<b>Kaua'i</b>	<b>Maui</b>	<b>Hawai'i</b>
<b>INCOME</b>					
\$14,999 or less	1.0	0.4	0.9	1.2	1.0
\$15,000 - \$24,999	1.6	2.0	1.4	1.8	0.9
\$25,000 - \$29,999	2.8	4.1	1.0	1.7	2.7
\$30,000 - \$34,999	2.5	3.1	3.0	1.7	1.8
\$35,000 - \$39,999	2.2	3.4	3.3	1.6	1.7
\$40,000 - \$44,999	2.4	2.8	1.2	1.6	3.3
\$45,000 - \$49,999	3.5	2.9	3.3	3.1	2.1
\$50,000 - \$69,999	11.0	14.0	11.3	7.1	12.4
\$70,000 - \$99,999	19.6	20.3	17.1	21.6	23.3
\$100,000 - \$124,999	18.0	18.5	20.8	17.1	15.2
\$125,000 - \$149,999	8.9	6.4	10.6	12.4	10.6
\$150,000 - \$199,999	12.7	11.7	12.5	13.0	10.7
\$200,000 or more	13.7	10.3	13.6	16.0	14.3

Source: Hawai'i Tourism Authority

**Table 8.4 U.S. East Visitors Income Level – 2011**  
**[Percentage of Visitors by Island]**

	<b>State</b>	<b>O'ahu</b>	<b>Kaua'i</b>	<b>Maui</b>	<b>Hawai'i</b>
<b>INCOME</b>					
\$14,999 or less	1.6	1.9	0.6	0.8	0.9
\$15,000 - \$24,999	1.7	2.4	0.5	0.5	0.8
\$25,000 - \$29,999	2.0	2.0	2.2	2.5	1.1
\$30,000 - \$34,999	1.5	1.4	1.9	1.5	1.0
\$35,000 - \$39,999	1.9	2.2	2.0	2.6	2.1
\$40,000 - \$44,999	2.8	3.7	1.7	2.3	2.0
\$45,000 - \$49,999	3.3	4.0	3.2	2.8	3.1
\$50,000 - \$69,999	12.4	12.9	11.2	9.8	13.3
\$70,000 - \$99,999	17.9	19.6	16.6	16.0	16.3
\$100,000 - \$124,999	18.9	20.4	18.5	19.1	17.7
\$125,000 - \$149,999	10.9	9.6	11.3	11.6	10.7
\$150,000 - \$199,999	9.1	8.7	10.1	9.4	12.6
\$200,000 or more	16.1	11.1	20.2	21.0	18.3

Source: Hawai'i Tourism Authority

**Table 8.5 Japanese Visitors Income Level – 2011**  
**[Percentage of Visitors by Island]**

	<b>State</b>	<b>O'ahu</b>	<b>Kaua'i</b>	<b>Maui</b>	<b>Hawai'i</b>
<b>INCOME in 10,000 Japanese Yen</b>					
150 or less	3.8	3.8	4.4	3.4	2.3
150 - 249.999	5.2	5.3	7.3	3.4	3.8
250 - 299.999	6.1	6.3	3.5	5.0	5.2
300 - 349.999	5.6	5.7	3.1	3.4	5.3
350 - 399.999	6.8	6.8	5.1	5.3	6.2
400 - 449.999	5.9	6.0	8.9	5.0	6.5
450 - 499.999	6.7	6.6	5.7	6.5	5.8
500 - 699.999	17.0	17.0	14.4	14.8	17.7
700 - 999.999	20.1	20.3	19.7	20.7	20.3
1,000 - 1,249.999	9.7	9.5	13.4	13.5	11.4
1,250 - 1,499.999	4.6	4.4	7.2	7.2	5.7
1,500 - 1,999.999	4.3	4.3	1.5	4.4	5.1
2,000 or more	4.1	3.9	5.9	7.4	4.6

Source: Hawai'i Tourism Authority

**Table 8.6 Canadian Visitors Income Level – 2011**  
**[Percentage of Visitors by Island]**

	<b>State</b>	<b>O'ahu</b>	<b>Kaua'i</b>	<b>Maui</b>	<b>Hawai'i</b>
<b>INCOME</b>					
\$14,999 or less	1.1	1.3	1.4	0.6	0.6
\$15,000 - \$24,999	1.7	2.6	1.3	0.6	1.4
\$25,000 - \$29,999	2.3	2.6	1.0	2.0	1.6
\$30,000 - \$34,999	2.0	2.2	2.4	1.5	1.9
\$35,000 - \$39,999	2.7	3.2	2.1	1.7	2.4
\$40,000 - \$44,999	4.0	3.4	5.6	4.4	5.0
\$45,000 - \$49,999	4.3	5.6	4.5	3.5	2.7
\$50,000 - \$69,999	14.4	16.4	11.7	12.4	13.2
\$70,000 - \$99,999	18.1	19.7	18.3	17.8	17.3
\$100,000 - \$124,999	18.8	17.6	14.6	23.1	15.5
\$125,000 - \$149,999	8.7	8.0	10.3	9.0	9.0
\$150,000 - \$199,999	8.8	6.5	12.1	9.6	12.4
\$200,000 or more	13.2	10.8	14.6	13.9	16.9

Source: Hawai'i Tourism Authority

**Table 8.7 European Visitors Income Level – 2011**  
**[Percentage of Visitors by Island]**

	State	O'ahu	Kaua'i	Maui	Hawai'i
<b>INCOME</b>					
\$14,999 or less	5.2	6.3	7.2	3.4	4.8
\$15,000 - \$24,999	8.7	11.1	1.9	6.1	5.4
\$25,000 - \$29,999	4.0	4.5	4.1	3.4	2.1
\$30,000 - \$34,999	4.9	5.3	10.8	9.7	7.7
\$35,000 - \$39,999	2.4	1.9	7.2	2.5	2.1
\$40,000 - \$44,999	4.1	5.0	0.6	2.4	1.6
\$45,000 - \$49,999	5.2	6.2	1.8	3.1	2.2
\$50,000 - \$69,999	12.1	11.5	9.5	12.5	9.2
\$70,000 - \$99,999	17.4	16.8	20.2	19.2	25.4
\$100,000 - \$124,999	10.1	8.2	7.3	10.9	8.4
\$125,000 - \$149,999	5.5	5.0	9.0	6.4	8.2
\$150,000 - \$199,999	9.9	8.4	7.2	12.0	10.8
\$200,000 or more	10.5	9.7	13.1	8.4	12.2

Source: Hawai'i Tourism Authority

**Table 8.8 Oceania Visitors Income Level – 2011**  
**[Percentage of Visitors by Island]**

	State	O'ahu	Kaua'i	Maui	Hawai'i
<b>INCOME</b>					
\$14,999 or less	0.8	0.8	0.3	1.9	0.3
\$15,000 - \$24,999	2.0	1.5	0.9	3.2	2.5
\$25,000 - \$29,999	2.9	2.9	2.8	6.2	0.4
\$30,000 - \$34,999	2.0	1.9	1.8	1.1	0.7
\$35,000 - \$39,999	3.6	3.9	5.9	2.3	14.9
\$40,000 - \$44,999	3.3	3.4	2.0	3.7	0.7
\$45,000 - \$49,999	1.4	1.5	4.3	1.4	1.3
\$50,000 - \$69,999	13.4	13.9	16.0	12.3	12.6
\$70,000 - \$99,999	19.8	20.3	21.1	17.8	25.8
\$100,000 - \$124,999	18.4	18.8	20.2	17.3	12.8
\$125,000 - \$149,999	8.8	8.9	9.7	5.2	9.8
\$150,000 - \$199,999	10.0	9.0	5.6	11.1	5.9
\$200,000 or more	13.5	13.3	9.5	16.6	12.2

Source: Hawai'i Tourism Authority

**Table 8.9 Employment – 2011**  
**Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
<b>EMPLOYMENT STATUS</b>							
Working	66.1	64.1	69.7	58.9	67.5	77.6	72.4
Retired	23.9	25.1	21.6	11.5	25.0	13.6	20.9
Student	2.2	2.4	1.7	1.6	1.7	4.8	1.0
Homemaker	5.0	5.3	4.5	21.0	4.0	1.1	3.6
Other	2.9	3.1	2.5	7.1	1.8	3.0	2.2

Source: Hawai'i Tourism Authority

**Table 8.10 Education – 2011**  
**[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
<b>HIGHEST LEVEL OF SCHOOL</b>							
No high school	0.1	0.1	0.1	1.3	0.3	0.5	0.8
Some high school	0.4	0.5	0.3	0.5	2.2	6.5	8.1
High school grad	7.1	6.2	8.9	29.8	15.3	17.8	32.4
Some college	16.0	17.0	14.2	1.9	15.8	8.8	9.1
2-year degree	9.3	9.1	9.6	15.8	8.1	5.1	6.3
4-year degree	33.7	35.0	31.5	38.1	27.7	25.1	18.0
Post grad degree	30.9	29.6	33.1	3.7	23.1	31.2	16.4
Vocational/technical	2.5	2.5	2.3	8.8	7.5	5.0	8.8

Source: Hawai'i Tourism Authority

**Table 8.11 Gender and Age – 2011**  
**[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
<b>GENDER</b>							
Male	41.2	39.8	43.8	44.3	39.4	52.8	42.8
Female	58.8	60.2	56.2	55.7	60.6	47.2	57.2
<b>AGE</b>							
Median (Years)	54.0	54.0	53.0	49.0	52.0	45.0	52.0

Source: Hawai'i Tourism Authority

**Table 8.12 Travel History – 2011**  
**[Percentage of 2010 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
<b>HAVE YOU TAKEN LONG DISTANCE TRIPS IN THE PAST 3 YEARS?</b>							
Yes	82.1	84.6	77.8	68.7	87.5	89.6	82.2
no	17.9	15.4	22.2	31.3	12.5	10.4	17.8

Source: Hawai'i Tourism Authority

**Table 8.13 Relationship with Hawai'i – 2011**  
**[Percentage of 2011 Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
<b>BEEN TO HAWAI'I BEFORE</b>							
Yes	73.3	80.1	58.4	58.9	63.1	30.1	43.4
No	26.7	19.9	41.6	41.1	36.9	69.9	56.6
<b>LIVED IN HAWAI'I BEFORE</b>							
Yes	8.3	9.6	6.1	1.4	1.5	2.0	0.5
No	91.7	90.4	93.9	98.6	98.5	98.0	99.5
<b>HAVE FRIENDS AND/OR RELATIVES IN HAWAI'I</b>							
Yes	44.1	49.2	35.0	16.4	18.2	22.5	7.3
No	55.9	50.8	65.0	83.6	81.8	77.5	92.7
<b>DO YOU OWN PROPERTY IN HAWAI'I?</b>							
Own time share pr	9.4	11.1	6.2	8.4	5.2	0.8	0.7
Own other types o	3.2	3.9	1.9	0.6	2.2	2.9	0.1
None	87.4	85.0	91.9	91.0	92.6	96.2	99.2

**Table 8.14 Places Visited in the Past 3 Years – 2011**  
**[Percentage of 2011 Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
Other U.S.	49.7	50.7	47.5	7.6	37.3	36.7	31.5
California	46.7	51.6	37.0	5.5	37.2	48.3	49.7
Las Vegas	37.4	40.9	30.5	5.3	33.5	33.3	45.4
Europe	26.8	26.4	27.6	23.7	31.8	72.1	40.1
Florida	29.3	20.5	46.8	1.8	22.6	20.3	9.8
New York City	22.6	21.0	25.7	4.2	17.4	37.6	35.1
Mexico	22.2	22.7	21.1	1.2	32.1	8.6	9.0
Canada	15.3	16.1	13.6	4.6	41.0	18.1	23.2
Caribbean	17.7	13.1	26.8	0.9	24.3	16.5	3.9
Other	14.1	13.7	14.8	6.4	10.7	18.6	9.6
Alaska	11.7	12.7	9.9	0.6	8.0	2.3	13.0
Other Asia	6.0	6.5	5.2	20.3	6.5	15.6	20.3
China	4.0	4.7	2.7	18.9	4.5	11.3	8.4
Australia	3.5	4.1	2.5	8.6	4.4	12.0	43.1
Korea	0.6	0.6	0.7	31.7	0.8	0.8	1.0
Thailand	2.1	2.0	2.3	8.6	1.9	8.8	17.0
Guam/Saipan	0.4	0.3	0.4	18.9	0.2	0.2	0.3
New Zealand	2.3	2.8	1.3	2.7	3.0	6.2	26.5
None	1.0	1.0	0.8	8.1	0.8	0.1	0.2
Bali	0.4	0.4	0.4	6.8	0.8	7.4	13.2
Fiji	0.5	0.6	0.2	0.5	1.1	0.9	12.4

Source: Hawai'i Tourism Authority

**Table 8.15 Primary Purpose of Trip – 2011**  
**[Percentage of 2011 Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
<b>PRIMARY PURPOSE</b>							
Vacation	65.8	69.2	59.5	63.0	82.2	67.1	86.8
Business meeting/conduct business	5.1	4.5	6.3	0.9	1.3	3.5	0.5
Convention, conference, seminar	2.8	1.7	4.7	0.5	3.0	4.9	0.9
Incentive/reward	1.0	0.9	1.2	1.3	0.7	0.8	0.3
Visit friends/relatives	10.5	10.5	10.7	2.6	2.1	7.5	1.1
Get married	1.0	1.0	1.0	2.2	0.5	0.5	0.1
Attend/participate in wedding	2.9	3.0	2.7	8.9	3.0	1.0	1.1
Honeymoon	2.9	2.2	4.2	8.4	2.4	10.3	4.1
Anniversary/birthday	4.1	3.2	5.6	1.3	2.6	1.2	2.6
Sports event	0.6	0.6	0.5	2.0	1.3	0.6	0.4
Cultural/musical event	0.4	0.4	0.4	0.9	0.3	1.0	0.1
Medical treatment	0.1	0.2	0.0	0.1	0.0	0.0	0.0
Shopping/fashion	0.0	0.0	0.0	3.6	0.0	0.3	0.2
Other	2.8	2.6	3.2	4.4	0.8	1.2	1.8

**Table 8.16 Secondary Purpose of Trip – 2011**  
**[Percentage of 2011 Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
<b>SECONDARY PURPOSE</b>							
Vacation	43.2	39.9	48.9	21.0	36.9	43.0	31.9
Business meeting/conduct business	4.5	4.9	3.9	1.0	2.4	0.9	1.2
Convention, conference, seminar	1.0	1.1	0.7	0.3	2.4	1.3	0.7
Incentive/reward	2.7	2.4	3.2	1.0	1.6	0.6	0.3
Visit friends/relatives	18.3	20.0	15.2	3.6	15.8	27.0	5.8
Get married	0.1	0.1	0.1	0.9	0.4	2.1	0.3
Attend/participate in wedding	1.4	1.6	0.9	2.5	1.9	0.5	0.4
Honeymoon	1.9	2.0	1.7	3.7	2.2	1.3	0.8
Anniversary/birthday	14.0	13.7	14.4	4.6	16.6	15.0	10.7
Sports event	1.3	1.6	0.6	2.3	3.2	0.4	0.8
Cultural/musical event	1.6	1.9	1.2	1.5	1.3	1.3	2.5
Medical treatment	0.0	0.1	0.0	0.3	0.2	0.0	0.0
Shopping/fashion	1.6	1.6	1.6	49.9	5.2	3.2	27.7
Other	8.5	9.0	7.5	7.3	9.7	3.5	16.8

**Table 8.17 Companion Type – 2011**  
**[Percentage of Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
<b>TRAVEL PARTY</b>							
Spouse	69.9	68.9	71.7	65.5	69.9	57.6	72.0
With kids	23.0	25.0	19.4	17.0	23.3	12.2	20.7
Other adult family members	29.4	30.3	27.7	34.0	29.6	20.7	21.8
Friends/associates	20.6	21.6	18.7	17.7	22.5	19.7	21.6
Girl/boy friend	6.9	8.0	5.0	2.1	5.6	15.1	4.6
Same sex partner	1.9	2.3	1.2	0.7	0.8	1.6	1.4

**Table 8.18 Year of Last Visit to Hawai'i**  
**[Percentage of 2011 Visitors by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
<b>YEAR OF LAST VISIT TO HAWAI'I</b>							
1990 or prior	7.5	5.8	11.7	7.8	10.5	9.2	19.7
1991-2000	8.5	7.1	11.9	12.0	10.7	14.7	17.1
2001	2.1	1.9	2.4	3.1	1.6	1.7	2.0
2002	1.1	1.1	1.2	1.6	1.8	0.4	1.5
2003	1.3	1.0	2.0	1.6	1.2	2.9	0.6
2004	2.9	2.9	2.7	2.3	1.1	2.4	1.1
2005	3.8	3.8	3.7	2.8	2.2	4.5	2.6
2006	5.3	5.1	6.1	3.5	4.0	1.9	3.0
2007	5.0	4.6	5.9	4.3	4.3	6.3	6.3
2008	6.3	5.8	7.6	6.8	6.4	14.5	14.1
2009	17.2	18.2	14.9	14.8	16.9	9.2	11.4
2010	30.5	32.9	24.8	32.8	32.1	19.3	18.0
2011	8.5	9.8	5.2	6.5	7.3	13.0	2.5



**Table 8.19 Accommodation Usage by Island – 2011**  
**[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
<b>ACCOMMODATION ON O'AHU</b>							
Hotel	64.5	61.5	68.7	83.7	72.2	86.4	93.3
Condo	9.2	10.7	7.1	10.0	17.7	3.8	3.7
Bed & Breakfast	0.5	0.6	0.4	0.1	1.0	1.4	0.5
Time Share	8.6	10.3	6.4	6.0	5.2	1.1	0.9
Friends or Family's Home	17.4	18.4	16.0	1.8	2.2	10.9	1.1
Home I Own	0.5	0.5	0.6	0.2	0.1	0.0	0.0
Home that I Rented	4.3	5.5	2.7	0.2	4.2	6.5	0.5
Cruise Ship	0.5	0.3	0.9	0.1	1.2	0.9	0.3
Other Accom	1.9	2.0	1.8	0.3	1.8	1.3	0.8
<b>ACCOMMODATION ON MAUI</b>							
Hotel	39.4	34.8	47.7	61.5	27.8	57.0	64.0
Condo	31.4	35.3	24.2	25.6	52.3	15.5	13.1
Bed & Breakfast	1.1	0.8	1.8	0.3	1.4	5.9	2.0
Time Share	18.1	20.8	13.3	2.5	9.5	1.0	2.0
Friends or Family's Home	6.5	7.9	3.8	4.2	2.8	6.7	4.0
Home I Own	1.3	1.6	0.9	0.9	1.6	0.4	0.0
Home that I Rented	3.2	4.0	1.7	0.4	2.8	5.3	3.0
Cruise Ship	5.0	1.9	10.6	3.1	7.1	10.4	13.0
Other Accom	0.5	0.3	0.8	3.4	1.1	2.5	1.3
<b>ACCOMMODATION ON HILO</b>							
Hotel	35.8	35.7	35.9	79.2	30.5	41.1	24.7
Condo	8.6	15.1	2.4	4.2	10.3	1.9	2.2
Bed & Breakfast	10.1	11.1	9.2	0.0	11.2	22.6	9.4
Time Share	5.6	7.9	3.4	5.9	2.0	2.8	1.2
Friends or Family's Home	12.4	17.8	7.2	2.5	2.9	6.4	10.9
Home I Own	0.8	0.8	0.8	0.0	0.1	0.0	0.0
Home that I Rented	10.6	12.2	9.1	2.0	9.6	2.3	1.9
Cruise Ship	20.5	6.6	34.0	4.4	32.8	24.4	47.5
Other Accom	3.4	3.8	3.0	2.8	7.0	5.7	6.2
<b>ACCOMMODATION ON KONA</b>							
Hotel	38.2	33.1	46.2	71.4	30.5	61.0	55.7
Condo	22.4	28.5	12.9	10.3	31.1	8.0	6.5
Bed & Breakfast	2.2	3.2	0.7	0.6	3.1	6.4	1.9
Time Share	15.9	18.3	12.1	16.6	14.7	2.1	2.1
Friends or Family's Home	9.4	9.9	8.5	1.3	5.5	1.4	5.8
Home I Own	2.5	3.7	0.6	0.1	2.0	0.0	0.0
Home that I Rented	6.7	7.8	4.9	0.8	8.7	9.6	3.2
Cruise Ship	8.2	2.7	16.8	1.0	9.6	11.3	25.7
Other Accom	1.8	2.3	1.0	0.5	2.6	3.0	1.8
<b>ACCOMMODATION ON BIG ISLAND</b>							
Hotel	43.8	37.6	53.0	73.3	35.7	64.4	59.7
Condo	20.9	27.0	11.7	9.7	30.4	7.7	6.1
Bed & Breakfast	2.1	3.0	0.7	0.5	3.0	6.1	1.8
Time Share	14.8	17.4	11.0	15.6	14.4	2.0	2.0
Friends or Family's Home	8.7	9.4	7.7	1.2	5.4	1.3	5.5
Home I Own	2.3	3.5	0.6	0.1	2.0	0.0	0.0
Home that I Rented	6.2	7.4	4.4	0.7	8.5	9.2	3.0
Cruise Ship	7.6	2.6	15.2	1.0	9.4	10.9	24.2
Other Accom	1.7	2.1	0.9	0.5	2.6	2.9	1.6
<b>ACCOMMODATION ON KAUAI</b>							
Hotel	30.8	26.5	37.8	50.2	18.9	43.1	32.2
Condo	22.5	25.9	17.0	22.8	34.6	19.6	10.2
Bed & Breakfast	0.8	0.6	1.0	0.0	0.7	4.1	2.2
Time Share	31.3	35.6	24.3	14.8	26.5	10.3	7.9
Friends or Family's Home	4.5	5.4	3.0	2.6	3.1	2.4	5.0
Home I Own	0.8	1.0	0.5	0.0	0.3	0.0	0.0
Home that I Rented	6.4	7.0	5.5	3.2	10.8	3.2	3.2
Cruise Ship	8.0	3.6	15.1	7.7	12.8	15.8	40.1
Other Accom	1.4	1.0	2.0	0.0	1.8	4.8	3.8

## 9. SURVEY METHODOLOGY

The Visitor Satisfaction Survey is designed to measure the satisfaction levels of visitors with the State of Hawai'i as a vacation destination, and to obtain information on their trip planning, activity patterns, overall trip experiences, and profile.

There are two versions of the Visitor Satisfaction Survey questionnaire, one in English and the other in Japanese. The 2011 survey has eight pages and 33 questions. The English survey instrument is presented in Section 10 of this report.

In 2011, survey forms were mailed to selected visitors from U.S. West, U.S. East, Japanese, Canada, Europe and Oceania after they had returned home from their trip to Hawai'i. The U.S. samples were drawn from the completed Domestic In-Flight Survey forms. Samples from Japanese, Canadian, European and Oceania visitors were drawn from completed Departure Survey forms and completed Domestic In-Flight Survey forms.

English and Japanese speaking respondents were also given the option of filling out the Visitor Satisfaction Survey questionnaire online.

Data collected from the online surveys were downloaded and merged in with the database containing statistics scanned from the mailed VSAT surveys on a weekly basis.

**Table 9.1 Response Rate**

<b>MMA</b>	<b>Mailed</b>	<b>Received</b>	<b>Return Rate</b>
U.S.	26,166	7,093	27.1%
Japan	13,842	5,726	41.4%
Canada	11,138	3,337	30.0%
Europe	6,253	1,874	30.0%
Oceania	5,562	1,643	29.5%

The general level of accuracy at the 95% confidence level for responses by MMA is listed in Table 9.2 (e.g., we are 95 percent confident that the true percentage of U.S. West visitors is within 1.69 percent greater than or less than the figures listed in this report).

**Table 9.2 Sample Size**

<b>MMA</b>	<b>Sample Size</b>	<b>Visitors to Hawai'i</b>	<b>Confidence Interval</b>
U.S. West	3,344	2,994,731	+/- 1.69%
U.S. East	3,749	1,642,279	+/- 1.6%
Japan	5,726	1,241,805	+/- 1.29%
Canada	3,337	477,564	+/- 1.69%
Europe	1,874	119,825	+/- 2.25%
Oceania	1,643	209,976	+/- 2.41%

The collected data was weighted to adjust for differences with the actual visitor characteristics measured in the Basic Data Series caused by sampling and non-responses. The data was weighted during analysis to reflect the actual visitor ratio of first-timers to repeat visitors and the proportion of O'ahu only and Neighbor island visitors.

Due to the low number of samples achieved, data for Lāna'i and Moloka'i were not presented in most of the data tables in this report.

Visitors' satisfaction and rating of their experiences were reported on a destination by destination basis instead of an aggregated statewide measure. The data collection methodology was changed to better reflect the specificity and uniqueness of each island. Respondents were assigned only one island to rate based on a random selection. However, data limitations hamper us from reporting fully on Lāna'i, Moloka'i, and to a lesser extent, Kona and Hilo.

10. SURVEY FORM



Hawai'i Tourism Authority

2011 VISITOR SATISFACTION SURVEY

If you have internet access and a PC, we ask that you fill out this survey on the web at  
<http://e-survey.smshawaii.com/VisitorSurvey.html>  
 Your password is the 6 digit number on the label in the bottom right corner of this page.

Aloha! Please answer each question candidly, thinking of your most recent trip to Hawai'i. We need your feedback to evaluate how well we take care of those who visit our islands. Your answers will help us improve the Hawai'i experience for all visitors. Your responses will be kept completely confidential; answers from all respondents will be tallied as totals, not individual responses. Mahalo.

**Instructions:** Please answer each question by marking the circle [●] or writing in the space provided with a black pen or dark lead pencil. Return the completed survey in the postage-paid envelope as soon as possible.

MARKING INSTRUCTIONS	
<b>CORRECT MARKS:</b> ● ● ● ● ● ●	<b>INCORRECT MARKS:</b> ⊗ ⊘ ⊙ ⊖ ⊕

- 1. Overall, how would you rate your most recent trip in Hawai'i?  
 Excellent  
 Above average  
 Below average  
 Poor
  
- 2. Would you say this trip to Hawai'i...?  
 Exceeded your expectations  
 Met your expectations  
 Did not meet your expectations
  
- 3. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  
 Very likely  
 Somewhat likely  
 Not too likely  
 Not at all likely

- 4a. How likely are you to visit Hawai'i in the next five years?  
 Very likely ——— SKIP TO Q5a  
 Somewhat likely ——— SKIP TO Q5a  
 Not too likely ——— CONTINUE  
 Not at all likely ——— CONTINUE

**IF YOU MARKED NOT TOO LIKELY OR NOT AT ALL LIKELY...**

- 4b. Why would you be unlikely to revisit Hawai'i? *(Mark all that apply)*  
 Flight is too long  
 Too commercial/overdeveloped  
 Too crowded/congested/traffic  
 Not enough value for the price  
 Want to go someplace new  
 Other financial obligations  
 Poor service  
 Unfriendly people/felt unwelcome  
 Poor health/age restriction  
 Other (Specify) \_\_\_\_\_

DO NOT WRITE IN THESE BOXES

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- 5a. What was the primary purpose of your most recent trip to Hawai'i?  
 5b. And what, if any, was the secondary purpose of your most recent visit?

	Q5a. Primary Purpose (one answer only)	Q5b. Secondary Purpose
Vacation	<input type="radio"/>	<input type="radio"/>
Attend a business meeting or conduct business	<input type="radio"/>	<input type="radio"/>
Attend a convention, conference or seminar	<input type="radio"/>	<input type="radio"/>
Incentive/reward	<input type="radio"/>	<input type="radio"/>
Visit friends or relatives	<input type="radio"/>	<input type="radio"/>
Get married	<input type="radio"/>	<input type="radio"/>
Attend/participate in a wedding	<input type="radio"/>	<input type="radio"/>
Honeymoon	<input type="radio"/>	<input type="radio"/>
Anniversary/birthday	<input type="radio"/>	<input type="radio"/>
Attend/participate in a sporting event	<input type="radio"/>	<input type="radio"/>
Attend/participate in a cultural/historical/musical event	<input type="radio"/>	<input type="radio"/>
Medical treatment	<input type="radio"/>	<input type="radio"/>
Shopping/fashion	<input type="radio"/>	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>	<input type="radio"/>

6. If you stayed overnight or longer, how many nights did you stay at each place? (Write 0 if day only trip)  
 6b. Please tell us if you decided on visiting that island before or after you arrived in Hawai'i.

	Q6.		6b. Decided to Visit:	Before Arriving In Hawai'i	After Arriving In Hawai'i
	Visited	# of Nights			
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. For each island you stayed overnight or longer, what type of accommodation did you stay in?

	Hotel	Condo	B&B	Time Share	Friends' or Family's Home	Home I Own	Home that I Rented	Cruise Ship	Other
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please tell us how satisfied you were with the following aspects of O'ahu.

If you did not stay overnight there, please indicate where you stayed the longest, and answer for that location.

- O'ahu     
  Maui     
  Moloka'i     
  Lana'i     
  Kaua'i  
 Big Island of Hawai'i (Hilo)     
  Big Island of Hawai'i (Kona)

For the location indicated above, how satisfied were you with...	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied At All	Not Applicable
<b>Accommodations (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
location -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
facility -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Restaurants (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
location -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of choices -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality and taste of the food -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Shopping (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a sufficient number of shopping places -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locations -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of merchandise -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality of merchandise -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of local specialty items/handmade goods -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Golf Courses (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locations -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Activities &amp; Attractions (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
exciting -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of choices -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Transportation by bus, taxi, trolley (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convenience -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
efficiency -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Airports (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
signage -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ease of getting around -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of food -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of shopping -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendliness of workers -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Parks &amp; Beaches (overall)</b> -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
security -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
facility -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. For each island you visited on your most recent trip, which of the following did you see or do?

	O'ahu	Maui	Kaua'i	Big Island of Hawai'i (Hilo)	Big Island of Hawai'i (Kona)	Moloka'i	Lana'i
<b>Sightseeing</b>							
Helicopter ride or airplane tour -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boat tour/submarine ride/whale watching ---	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour bus excursion -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private limousine/van tour -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On own (self-guided) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Recreation</b>							
Swimming in the ocean/sunbathing/beach ---	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surfing/body boarding -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkeling/scuba diving -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jet skiing/parasailing/windsurfing -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Running/jogging/fitness walking -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spa -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backpacking/hiking/camping -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports event or tournament -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Entertainment</b>							
Lunch/sunset/dinner/evening cruise -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lounge act or stage show -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightclub/dancing/bar/karaoke -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fine dining -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family restaurant/diner -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethnic dining -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepared own meal-----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Shopping</b>							
Department stores -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Designer boutiques -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel stores -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swap meet or flea markets -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount/outlet stores -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supermarkets -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience stores -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duty free stores -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shops and artisans -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Cultural</b>							
Historic military site -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other historic site-----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum/art gallery -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polynesian show/luau/hula show -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play/concert -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art/craft fair -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks/Gardens -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival (Specify) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Transportation</b>							
Trolley -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public bus -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi/limousine -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rental car -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Business</b>							
Meeting -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convention -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentive/reward -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Regarding your most recent trip, how would you rate your experience on each island you visited...

	Excellent	Above Average	Below Average	Poor	Did not visit
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. And, how likely are you to recommend those islands as a vacation place to your friends and relatives...

	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely	Did not visit
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Thinking back to your most recent trip to Hawai'i, how far in advance of departure did you do each of the following? (Please mark one circle in each row)

	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide to visit Hawai'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide on which islands to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Set the date for the trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make airline reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make accommodation reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make rental car reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase tour or attraction packages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



13. If you came to Hawai'i on vacation, would you describe your most recent trip to Hawai'i as: *[Select only one]*

- A once in a lifetime trip
- A special occasion
- More special than most trips we take
- A regular annual or semi-annual trip
- Other

14. Which of the following did you use when you were planning and booking this trip? *(Mark all that apply)*

- Travel agents
- Companies specializing in packaged tours
- Information from airline/commercial carriers
- Information from hotels or resorts
- Internet
- Hawai'i's visitor bureaus
- Magazines
- Newspapers
- Books
- Advice from friends or relatives
- Personal experience from past visit(s)
- None of the above

**IF USED TRAVEL AGENT IN Q14, PLEASE ANSWER Q15.**  
**IF NOT, SKIP TO Q16.**

15. When planning and booking this trip, for which of the following did you use a travel agent? *(Mark all that apply)*

- Help in deciding whether or not to travel to Hawai'i
- Help in choosing the airline
- Help in planning what to see and what to do
- Make airline reservations for you
- Make hotel or other lodging arrangements for you
- Make rental car reservations for you
- Help you purchase any tour or attraction packages

**IF USED INTERNET IN Q14, PLEASE ANSWER Q16.**  
**IF NOT, SKIP TO Q17.**

16. When planning and booking your trip, how did you use the Internet? *(Mark all that apply)*

- Estimate the costs of things
- Find things to do
- Find a good hotel or place to stay
- Find good restaurants
- Find recreational activities
- Find evening activities
- Locate the best sightseeing places
- Find good shopping places
- Print out maps and directions
- Make airline reservations
- Make hotel/lodging arrangements
- Make rental car reservations
- Book tours or activities
- Other (Specify) \_\_\_\_\_

17. On this trip, who was in your travel party? *(Mark all that apply)*

- Myself
- My spouse
- My child(ren)/grandchild(ren) under 18
- Other adult members of my family
- My friends/associates
- My girlfriend/boyfriend
- Same sex partner

17b. Since you have returned home, how many people have you yourself told about your most recent trip to Hawai'i? Your best estimate is okay. *[if zero, enter '0']*

people

18. Not counting this most recent trip to Hawai'i, have you taken any overnight leisure trips by air of 500 miles or longer in the past 3 years?

- Yes (how many?) →
- No

18a. Not counting this most recent trip to Hawai'i, which of the following destinations have you visited for leisure in the past 3 years? (Mark all that apply)

- Alaska  Bali
- California  China
- Florida  Korea
- Las Vegas  Thailand
- New York City  Other Asia
- Other U.S.  Australia
- Canada  Fiji
- Mexico  Guam/Saipan
- Caribbean  New Zealand
- Europe  None
- Other non-Hawai'i destinations (Specify) \_\_\_\_\_

19. Not counting this most recent trip to Hawai'i, have you ever been to Hawai'i before?

- Yes \_\_\_\_\_ ANSWER Q19a AND b
- No \_\_\_\_\_ SKIP TO Q20

19a. Not counting this most recent trip to Hawai'i, what was the year of your last visit to Hawai'i?

19b. And on that visit, which island did you visit? (Mark all that apply)

- Island of O'ahu
- Island of Maui
- Island of Moloka'i
- Island of Lana'i
- Big Island of Hawai'i (Hilo)
- Big Island of Hawai'i (Kona)
- Island of Kaua'i

20. Did you ever live in Hawai'i before?

- Yes
- No

21. Do you have friends and/or relatives who live in Hawai'i?

- Yes
- No

22. Do you own property in Hawai'i?

- Yes, I own timeshare units
- Yes, I own other types of property
- No

23. Please indicate your highest level of educational training:

- No high school
- Some high school
- High school graduate
- Some college
- Associates (2 year) degree
- College graduate (4 year)
- Post graduate degree
- Vocational/technical

24. Which of the following categories includes your household's total annual income from all sources before taxes for 2010 (in US dollars)?

- Up to \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$44,999
- \$45,000 to \$49,999
- \$50,000 to \$69,999
- \$70,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

25. What is your age?

26. What is your gender?

- Male
- Female

27. What is your employment status?

- Working
- Retired
- Student
- Homemaker
- Other

28. On your most recent trip, what airport did you first arrive in Hawai'i?

- Honolulu International Airport on O'ahu
- Kahului Airport on Maui
- Kona International Airport on Hawai'i
- Hilo International Airport on Hawai'i
- Lihue Airport on Kaua'i

29. Regarding the first airport you arrived at, how would you rate the quality of the airport?

- Excellent
- Above average
- Below average
- Poor

30. When you arrived at the airport, did it make you feel like you were in Hawai'i?

- Yes
- No

31. After you arrived at the airport, did you immediately take another flight to another island?

- Yes
- No

32. The comfort and safety of our visitors are important to us. We would like to know if you experienced any of the following while in Hawai'i? (Mark all that apply)

- Wallet/purse/valuables stolen
- Room was vandalized/robbed
- Car was vandalized/robbed
- Physical violence/harm/harassment
- Solicited by prostitutes
- Solicited by drug dealers
- Received parking or other auto violations
- Severe weather/natural calamities
- None of the above

33. And finally, how much did you and the immediate members of your travel party spend on your trip to Hawai'i? Please include all shopping, dining, lodging, airfare and all other spending (in US dollars).

- Less than \$1,000
- \$1,000 to \$1,999
- \$2,000 to \$2,999
- \$3,000 to \$3,999
- \$4,000 to \$4,999
- \$5,000 to \$5,999
- \$6,000 to \$6,999
- \$7,000 to \$7,999
- \$8,000 to \$8,999
- \$9,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- More than \$20,000

**MAHALO FOR YOUR KOKUA (thanks for your help).**  
**Your feedback is important and your opinion counts. Please return the completed survey in the postage-paid envelope as soon as possible.**

HAWAII TOURISM  
AUTHORITY