## YouGov Destination Index Trends Responsible Travelers Segment

June 1, 2021



## **YouGov Syndicated Survey**

- HTA subscribes to YouGov's BrandIndex and Profiles databases for the U.S., Japan, and Canada
- YouGov has a global consumer panel with over 11 million participants in 55 countries who take over 20 million surveys each year
- 10,000 consumers are surveyed each day
- HTA receives access to new data each week
- YouGov has daily brand tracking metrics media-focused, brand health, purchase/intent, consumer status
- Responsible Traveler Segment
  - Respondents who self-identify as responsible travelers (i.e., wellness focused, environmental impact, culturally minded)



### **Destination Index**

### Metrics

- Buzz
  - Net % of people that heard something positive about the brand in past two weeks minus % of people heard something negative about brand in past two weeks
- Recommend
  - Net % would recommend to others minus % would tell to avoid
- Word of Mouth Exposure
  - Yes% talked with someone about the brand (in-person, online or through social media)
- Consideration
  - Yes% would consider purchasing a brand when next in market
- Purchase Intent
  - Yes % most likely to visit the brand in question, of all brands considered



## **2020 Significant Dates**

March 26, 2020 – mandated 14day quarantine for all travelers coming to Hawai'i goes into effect at 12:01 a.m.

#### June 24, 2020– Gov. Ige announces pretravel testing program to avoid the mandatory quarantine starting Aug. 1st

July 25-26, 2020– Hurricane Douglas passes close to the Hawaiian Islands August 6, 2020 – announcement that interisland travel quarantine will be reinstated starting Aug. 11<sup>th</sup>

September 16, 2020– pre-travel testing program launch pushed to Oct. 15<sup>th</sup> November 24, 2020– Kaua'i County announces they will opt out of Safe Travels program starting Dec. 2<sup>nd</sup>





















June 16, 2020– 14-day quarantine requirement for interisland travelers lifted

July 13, 2020

pre-travel testing program launch pushed back to Sept.

July 27, 2020 – Gov. Ige announces Hawai'i is being considered by Japan for resumption of international travel

August 18, 2020 – pre-travel testing program launch pushed back to Oct. 1st, at the earliest October 15, 2020 – pre-travel testing program officially begins



## **2021 Significant Dates**

January 12, 2021 – CDC recommends all international arrivals over the age of two get tested within three days before returning to the U.S.

January 26, 2021 – new CDC regulation goes into effect, requiring all international arrivals (2+ years of age) to the U.S. have a negative COVID-19 test within three days of departure to avoid a 10-day quarantine









June 1, 2021 – all arriving passengers to Maui County must upload the *AlohaSafe* COVID-19 exposure app to their cell phones

March 5, 2021 – Gov. Ige approves Kaua'i County reentry into Safe Travels Program beginning June 1<sup>th</sup>

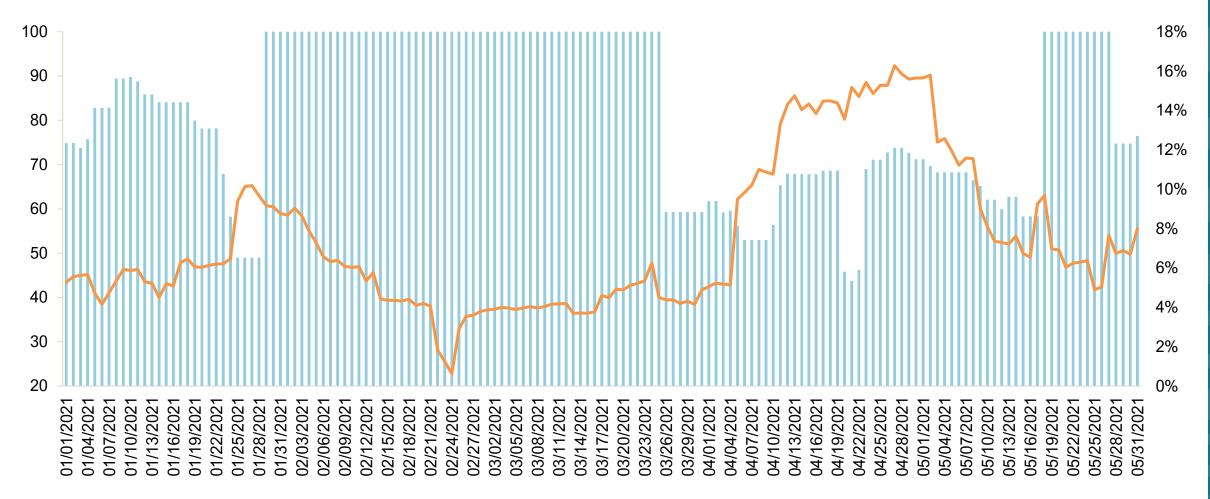


## U.S. Destination Index Trends Responsible Travelers Segment O'ahu



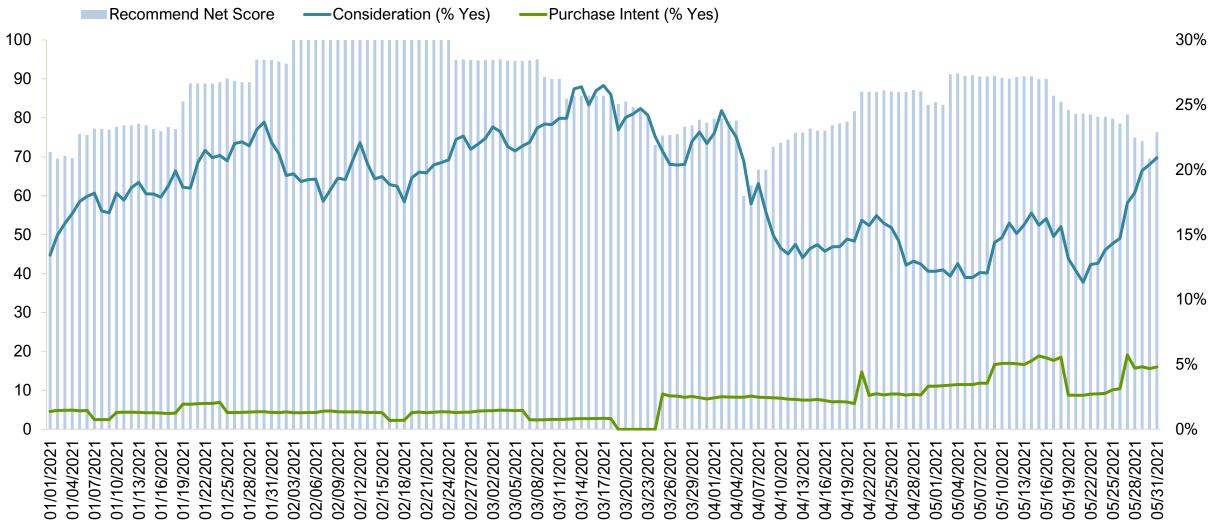
# O'ahu – Buzz Net Score and Word of Mouth Exposure (% Yes) U.S. Four-Week Moving Average

Buzz Net Score — Word of Mouth Exposure (% Yes)



Buzz Question: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

### O'ahu – Recommend Net Score, Consideration (% Yes), Purchase Intent (% Yes) **U.S. Four-Week Moving Average**

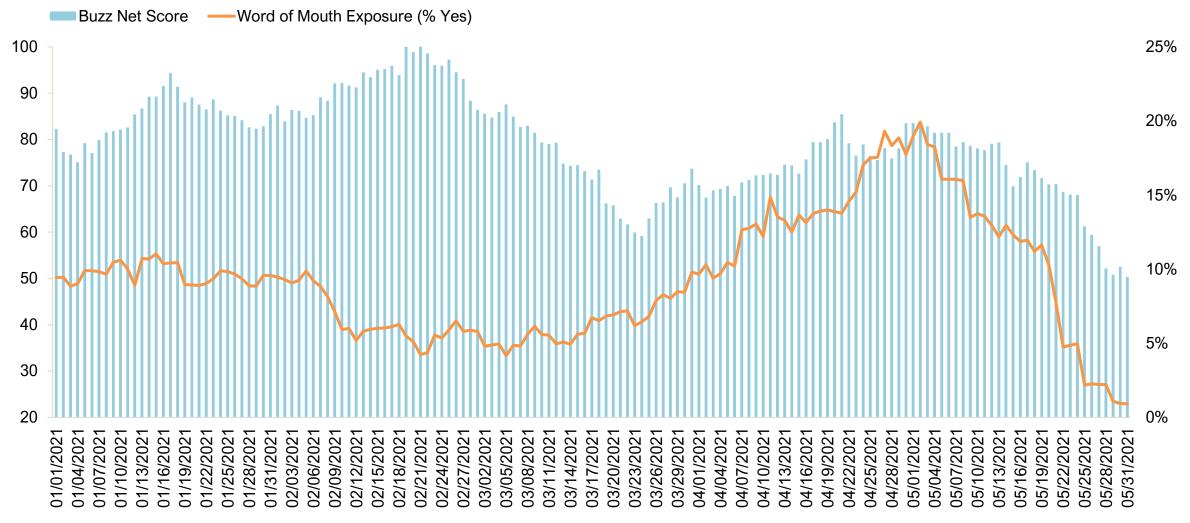


Recommend Question: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID? Consideration Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider? Purchase Intent Question: (Net) Of the destinations considered, which are you most likely to visit?

# U.S. Destination Index Trends Responsible Travelers Segment Maui

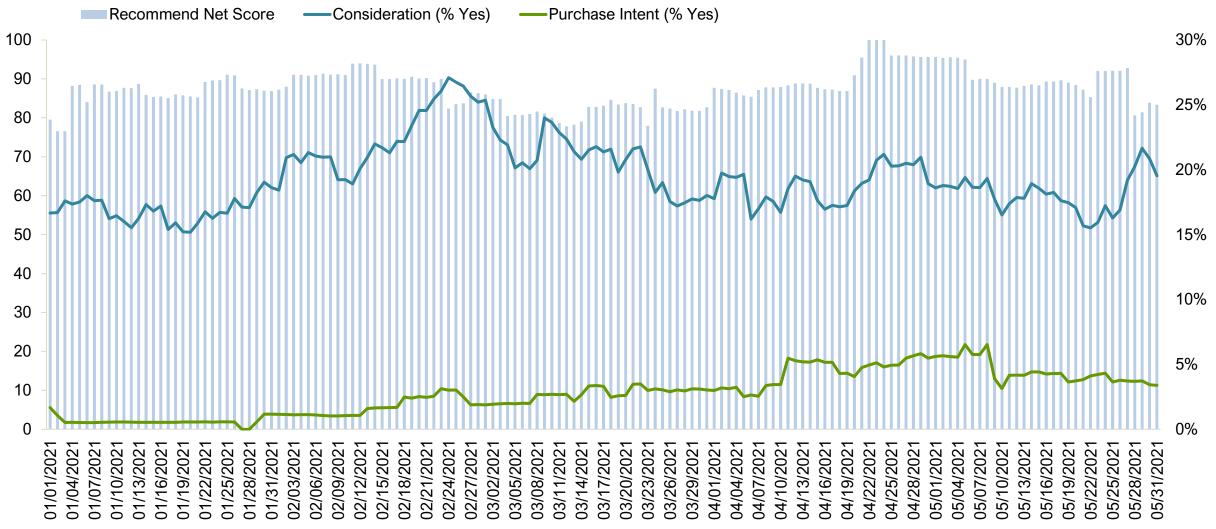


# Maui – Buzz Net Score and Word of Mouth Exposure (% Yes) U.S. Four-Week Moving Average



**Buzz Question**: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

## Maui – Recommend Net Score, Consideration (% Yes), Purchase Intent (% Yes) U.S. Four-Week Moving Average

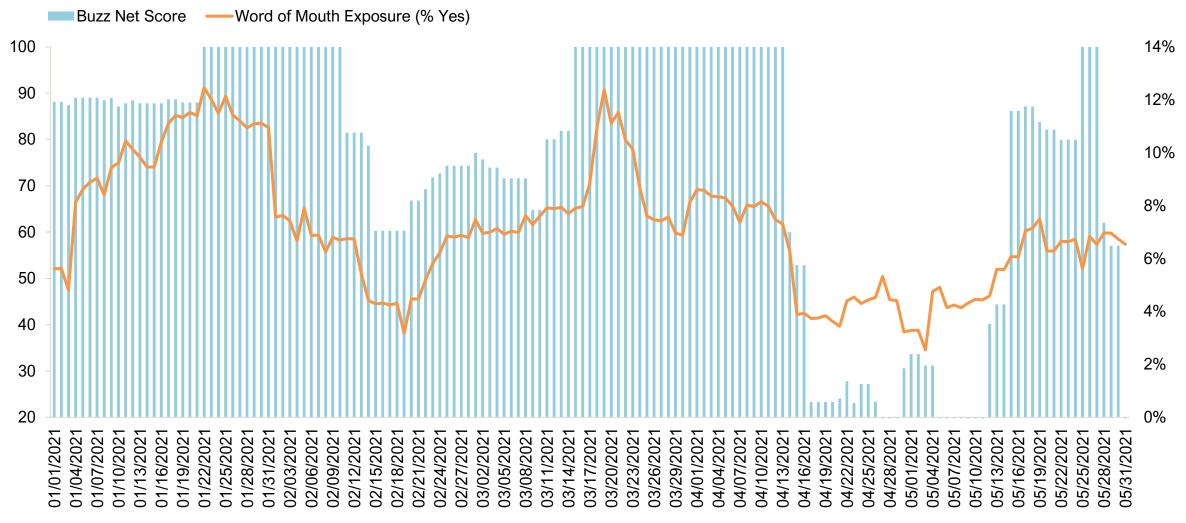


**Recommend Question**: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID? **Consideration Question**: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider? **Purchase Intent Question**: (Net) Of the destinations considered, which are you most likely to visit?

## U.S. Destination Index Trends Responsible Travelers Segment Kaua'i



# Kaua'i – Buzz Net Score and Word of Mouth Exposure (% Yes) U.S. Four-Week Moving Average



**Buzz Question**: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

## Kaua'i – Recommend Net Score, Consideration (% Yes), Purchase Intent (% Yes) **U.S. Four-Week Moving Average**

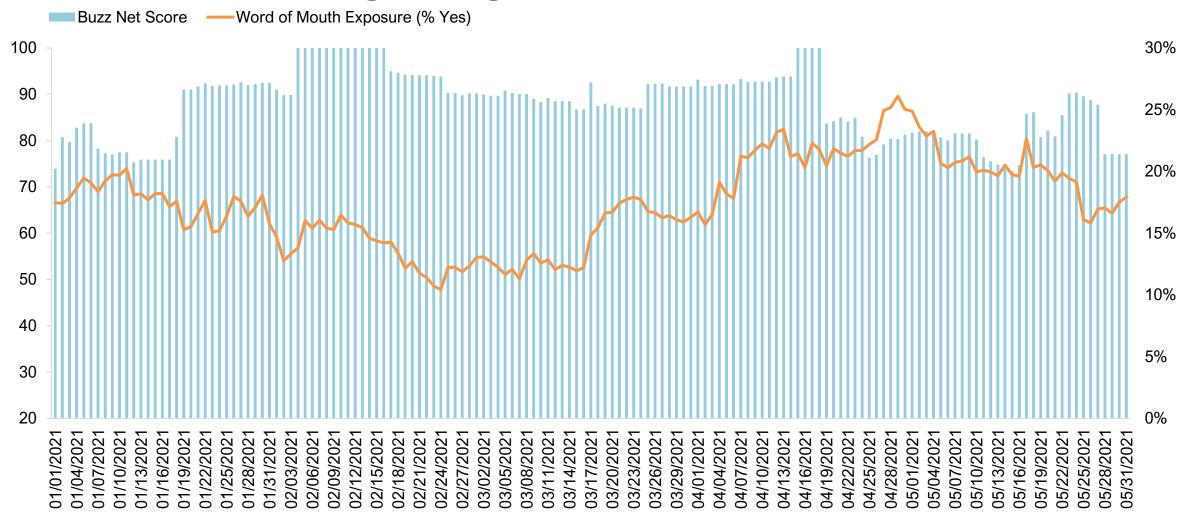


Recommend Question: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID? Consideration Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider? Purchase Intent Question: (Net) Of the destinations considered, which are you most likely to visit?

## U.S. Destination Index Trends Responsible Travelers Segment Island of Hawaii

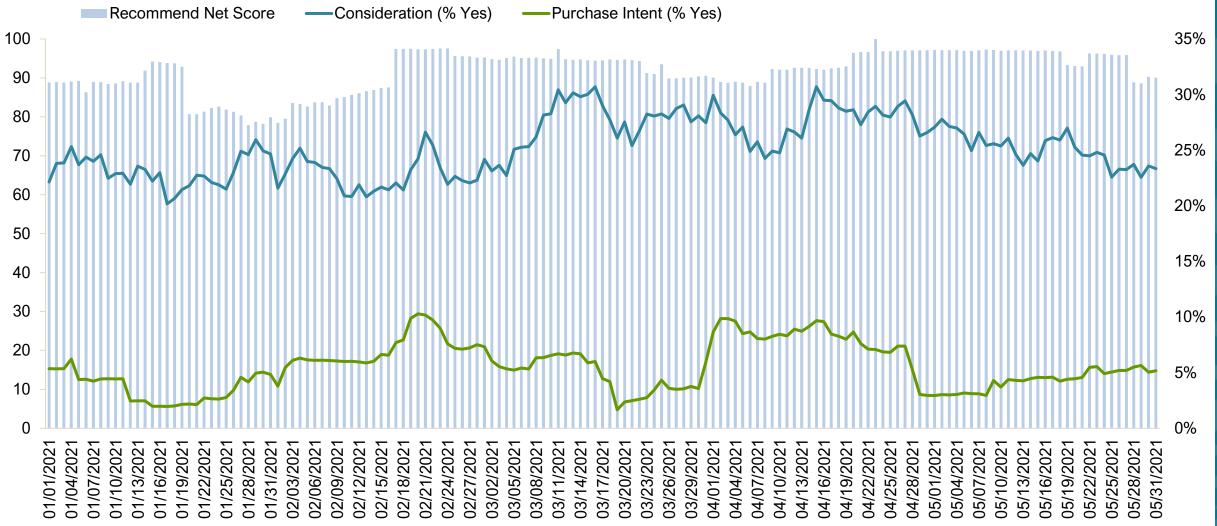


# Island of Hawai'i – Buzz Net Score and Word of Mouth Exposure (% Yes) U.S. Four-Week Moving Average



**Buzz Question**: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

### Island of Hawai'i – Recommend Net Score, Consideration (% Yes), Purchase Intent (% Yes) **U.S. Four-Week Moving Average**



Recommend Question: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID? Consideration Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider? Purchase Intent Question: (Net) Of the destinations considered, which are you most likely to visit?