

2007

Visitor Satisfaction & Activity Report



State of Hawaii
Department of Business, Economic Development & Tourism
Research & Economic Analysis Division

2007 VISITOR SATISFACTION AND
ACTIVITY REPORT

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ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Mr. Theodore E. Liu. This report was prepared by Mr. Daniel Nahoopii, Ms. Minh-Chau T. Chun, Mr. Lawrence Liu and Ms. Sarah Takemoto under the direction of Dr. Pearl Imada Iboshi.

Ms. Marsha Wienert, State Tourism Liaison reviewed this report and provided valuable comments.

The report is also available in Adobe Acrobat form on the DBEDT website, <http://www.hawaii.gov/dbedt/info/visitor-stats/>.

Due to space limitations, additional data tables were not included in this report but can be found on the DBEDT website.

For further information about obtaining visitor data and other sources, contact the DBEDT Library at (808) 586-2424, or e-mail library@dbedt.hawaii.gov.

For further information about obtaining copies of the report, contact the DBEDT Research and Economic Analysis Division at (808) 586-2466.

Changes to 2007 Visitor Satisfaction Survey

In 2007, several changes had been made to the Visitor Satisfaction Survey form (see Section 9 for the list of changes). Response categories that were added to question 9 in entertainment, shopping and cultural activities caused visitor activity participation in these categories to be higher than previous years.

1. INTRODUCTION

INTRODUCTION

Background

The Visitor Satisfaction Survey was initiated by the Hawai'i Visitors and Convention Bureau (HVCB, formerly known as the Hawai'i Visitors Bureau) in the 1950s. The survey has been conducted intermittently since that time and reports were published by HVCB for 1961, 1969-1977, 1984-1992, 1996 and 1998, focusing on visitors from the U.S. and Japan. In January 1999 the Legislature transferred the responsibility for visitor-related research projects from HVCB to the Department of Business, Economic Development and Tourism (DBEDT). DBEDT began conducting the Visitor Satisfaction survey in 2001. In 2002, DBEDT expanded the study to include Canadian and European visitors.

The survey measures satisfaction levels for different components of the visitor experience (accommodations, attractions, dining, shopping, etc.) and also provides data on what activities visitors engaged in during their vacation. In this report, DBEDT presents results from the 2007 Visitor Satisfaction Survey. Results from this and past Visitor Satisfaction Surveys, as well as, other visitor research publications are available on the DBEDT website: <http://hawaii.gov/dbedt/info/visitor-stats>.

Objectives

There are three main objectives of this report. The first objective is to present measurements of survey respondents' satisfaction with Hawai'i as a visitor destination, specifically visitors from the top five major market areas, U.S. West, U.S. East, Japan, Canada and Europe. This report attempts to portray the visitor's overall evaluation of the vacation experience covering various aspects of their trip to the islands for the island that they stayed the longest. These visitors were queried about their experiences with Hawai'i's accommodations, restaurants, airports, parks, beaches and attractions, as well as their engagement in activities such as sightseeing, shopping, transportation, cultural, entertainment and sports and fitness. It is hoped that this feedback will help Hawai'i's businesses take proactive measures in promotion, maintenance and improvement in these essential areas. Sectors of industries may also use these data to assess their performance. The change to present detailed satisfaction information by island was made to improve feedback to Hawai'i's visitor industry.

The second objective is to provide some insight into the destination selection and trip planning process taken by these visitors. The data show that visitors employ a variety of sources to plan, select and book a trip to the Hawaiian Islands. In particular, the data allows a closer look at the impact of the Internet and travel agents on the selection process, as well as the timetable involved in trip planning and booking.

The final objective is to analyze demographic information on visitors who responded to the study. This level of detail is not available from the DBEDT annual and monthly visitor reports. Information is provided on the average visitor's income level, employment status and education level. Furthermore, visitors are classified into lifestyle or lifestage segments as well as first-time or repeat visitors to highlight the different types of travelers to the Hawaiian Islands. Information on their purpose of trip and their travel companions helps to complete the picture of the Hawai'i visitors.

Condition of Visitor Industry

In the twelve months of 2007, total visitor days by air and cruise visitors grew .3 percent to 70.1 million days. A total of 7,627,819 visitors arrived by air or by cruise ships, virtually unchanged from 2006. The combined length of stay by these visitors was 9.19 days, similar to 2006. Arrivals by air declined slightly (-.4%) to 7,496,820 visitors as strong growth from Canada (+18.7%) and Oceania (+20.9%) and modest increases from U.S. West (+.8%), Other Asia (+3%), Europe (+1.9%) and Latin America (+4.9%) were offset by decline in arrivals from U.S. East (-2.7%), Japan (-4.9%), and other markets (-7.5%).

Definitions

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

Major Market Areas (MMAs): Visitors are classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
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 Life-Stage:

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

2. OVERALL TRENDS

OVERALL TRENDS

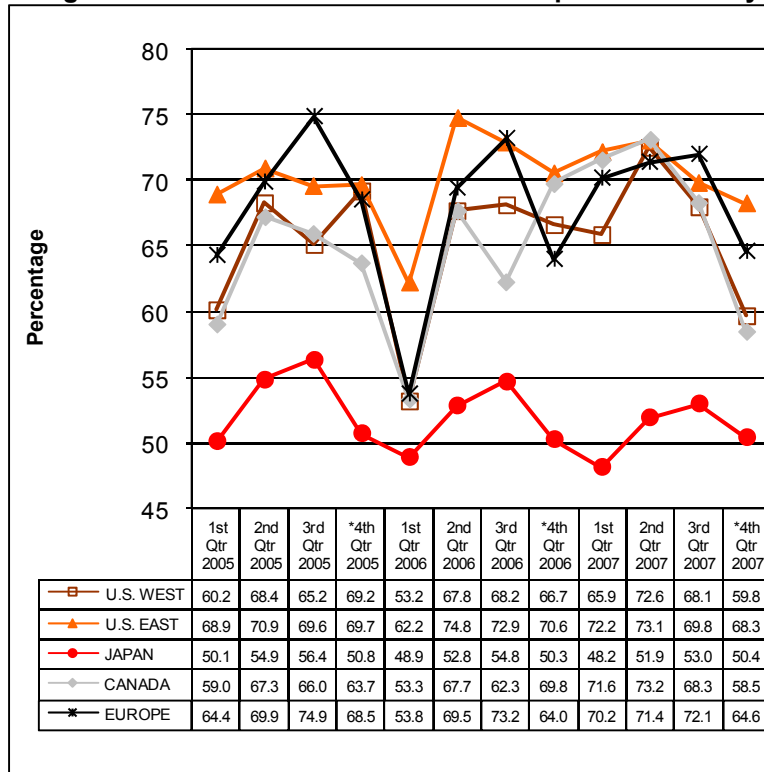
Visitor Satisfaction Ratings

Visitor satisfaction is an important indicator of industry performance. This measure provides vital feedback on how well services are delivered and how well the industry meets expectations. High satisfaction is also a leading-indicator of customer retention and loyalty. Satisfying visitors' needs and expectations encourages return trips to Hawai'i. Satisfied customers also develop a fondness for the destination which results in a higher likelihood to recommend Hawai'i to others.

Overall Rating of Most Recent Vacation to Hawai'i

Visitors continued to give high marks for their overall experience in Hawai'i. The majority of visitors rated their most recent trip to Hawai'i as *excellent*. Interestingly, this indicator of visitor satisfaction demonstrated a seasonal pattern, with typically the first quarter reported the lowest rating for each year. In general, more than half of visitors from any MMA continued to rate their most recent trip to Hawai'i as *excellent* (see Figure 1).

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

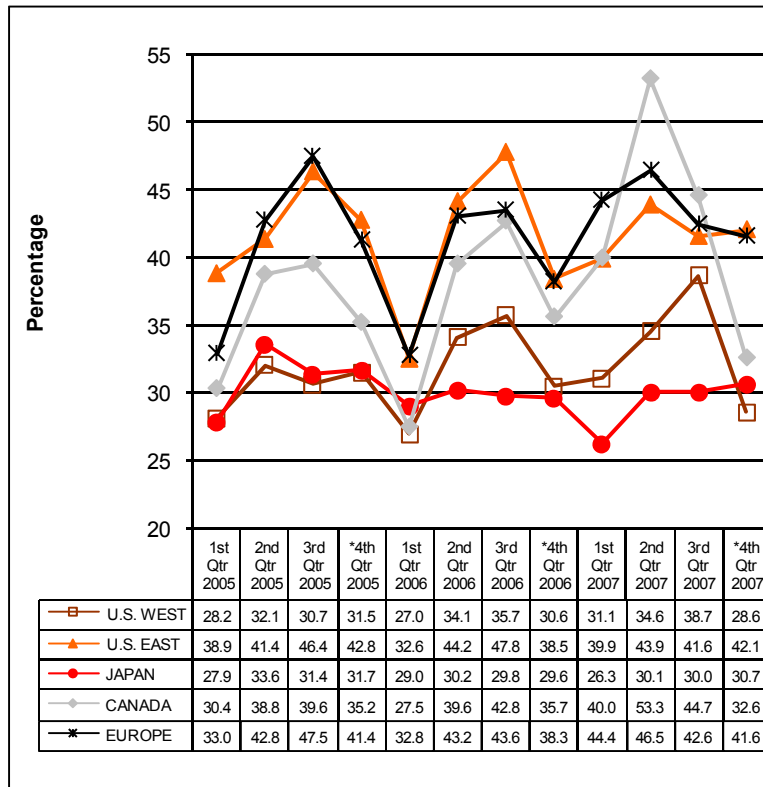


- The proportion of U.S. West and Canadian visitors who rated their most recent trip to Hawai'i as *excellent* in the first quarter of 2007 was higher than the first quarter of 2005 and 2006 (Figure 1).
- 2007 first quarter ratings were higher among U.S. East (+10 percentage points to 72.2%) and European (+16.4 percentage points to 70.2%) visitors than the first quarter of the previous year.
- 2007 second quarter ratings among U.S. West and Canadian visitors were moderately higher than 2005 and 2006 second quarter ratings.
- Canadians also gave higher ratings in the third quarter of 2007 (68.3%) than the same quarter of 2005 (66%) and 2006 (62.3%).
- Fourth quarter 2007 U.S. East, Japan and Europe visitor ratings were similar to the ratings of the same time last year.
- Half (50.4%) of Japanese visitors in the fourth quarter of 2007 rated their trip to Hawai'i as *excellent*. The Japanese rating has remained consistent compared to the fourth quarter of 2005 (50.8%) and 2006 (50.3%), with no significant change over the past four years. Japanese ratings continued to exhibit seasonal variations.
- U.S. West visitors rated the fourth quarter of 2007 (59.8%) lower than the previous year (66.7%).
- Ratings from Canadian visitors were lower in the fourth quarter of 2007 (58.5%) than in the fourth quarter of 2006 (69.8%).

Exceeded Expectations

The visitors' evaluation of the trip is influenced not only by the attributes and characteristics of the service but also by the needs, motivations and interests of the visitors. Therefore, it is important to measure how well the destination was able to provide the experience that was expected. Similar to the overall ratings, the ability to *exceed expectations* exhibits a seasonal pattern, with the first quarter lower than other times of the year. In 2007, less U.S. West, Canadian and European visitors felt that their trip *exceeded expectations* in fourth quarter compared the other quarters in the same year. However, in almost every MMA, except Japan, more visitors in the first quarter of 2007 felt that their trip *exceeded expectations* compared to the first quarter of 2005 and 2006. Overall, Hawai'i's ability to *exceed expectations* continues to be quite strong (see Figure 2).

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

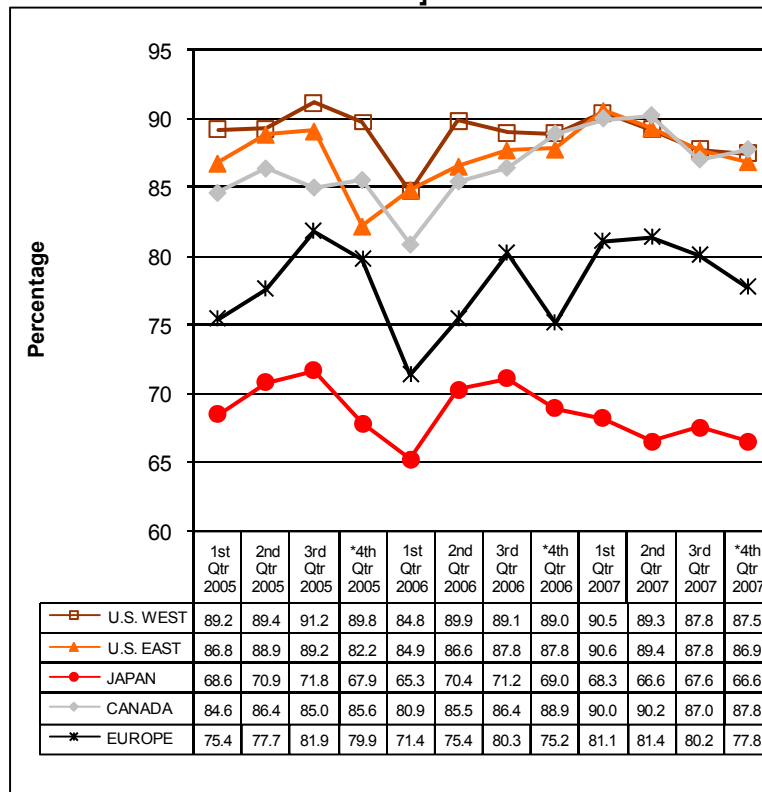


- The proportion of Canadian (40%) and European (44.4%) visitors that felt that their trip *exceeded expectations* in the first quarter of 2007 improved from the same period in 2005 and 2006.
- There were moderate improvements from U.S. West ratings in the first quarter of 2007 (31.1%) compared to first quarter of 2005 (28.2%) and 2006 (27%).
- In the first quarter of 2007, two out of five U.S. East (39.9%) felt that Hawai‘i exceeded their expectations as a vacation destination. This was an increase over the first quarter of 2006, when only one-third (32.6%) gave Hawai‘i a high rating.
- Europe second quarter ratings in 2007(46.5%) were only moderately higher while Canada ratings (53.3%) were noticeably higher than the same quarter in 2005 and 2006.
- Third quarter 2007 ratings by U.S. West (38.7%) and Canadian (44.7%) visitors were higher than third quarter ratings in 2005 and 2006.
- Despite low fourth quarter ratings from U.S. West (28.6%), Canadian (32.6%) and European (41.6%) visitors in 2007, ratings from all five MMA reported similar marks for the fourth quarter of 2007 compared to the same period in 2005 and 2006.

Likelihood to Recommend Hawai'i

When visitors are highly satisfied with their trip they will be more likely to recommend the destination to friends and family. Many Hawai'i visitors reported to be *very likely to recommend* this destination to others. Word-of-mouth advertising is important in marketing Hawai'i. These referrals develop more first-time visitors to Hawai'i and encourage previous visitors to return.

Figure 3: Very Likely to Recommend Hawai'i to Friends and Relatives
[Percentage of visitors who are "Very Likely" to recommend Hawai'i as a vacation place by MMA]

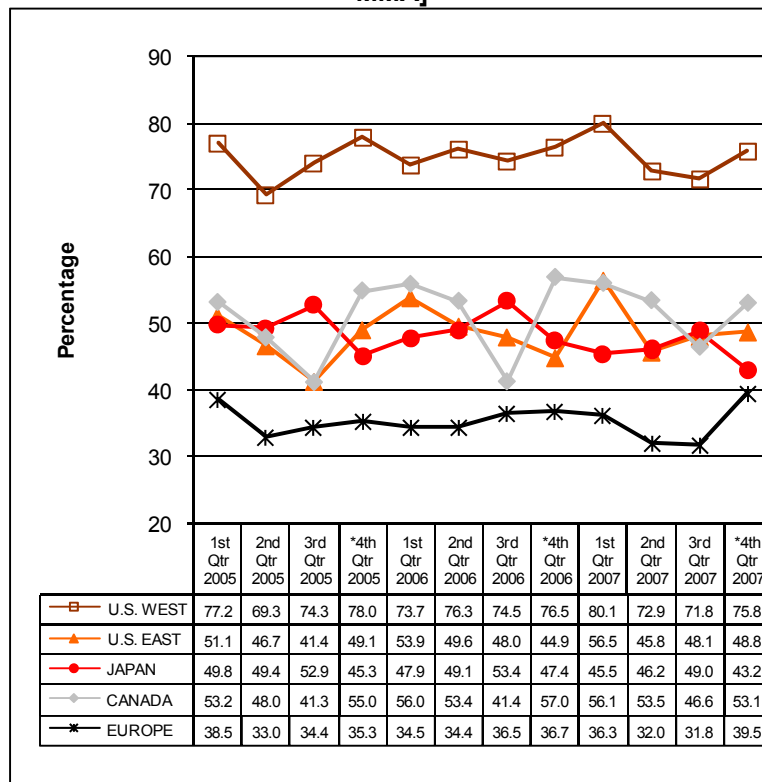


- From the first through the fourth quarter of 2007, the majority of U.S. West, U.S. East and Canadian visitors were *very likely to recommend* Hawai'i as a vacation place to their friends and relatives.
- Ratings by U.S. East (90.6%, +5.7 percentage points), U.S. West (90.5%, +5.7 percentage points), Canadian (90.2%, +9.1 percentage points) and European (81.1%, +9.7 percentage points) visitors in the first quarter of 2007 were higher than the first quarter in the previous year.
- Second quarter 2007 ratings moderately improved from Canada (90.2%) and Europe (81.4%) compared to the same period in 2005 and 2006.
- Third quarter 2007 ratings across all five MMAs were similar to the same period in 2005 and 2006.
- The proportion of visitors from all five MMAs who were willing to recommend Hawai'i was fairly similar between the fourth quarter of 2007 and 2006.

Likelihood to Revisit Hawai'i

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 to estimate future demand and changes in desires. Visitors appeared to be satisfied with their vacations and their sentiments toward returning in the near future seemed positive. The percentage of visitors who were *very likely to revisit to Hawai'i in the next five years* remained at a consistent level for most MMA, except Canada, and was not affected by seasonal variations (see Figure 4).

Figure 4: Very Likely to Revisit Hawai'i
[Percentage of visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



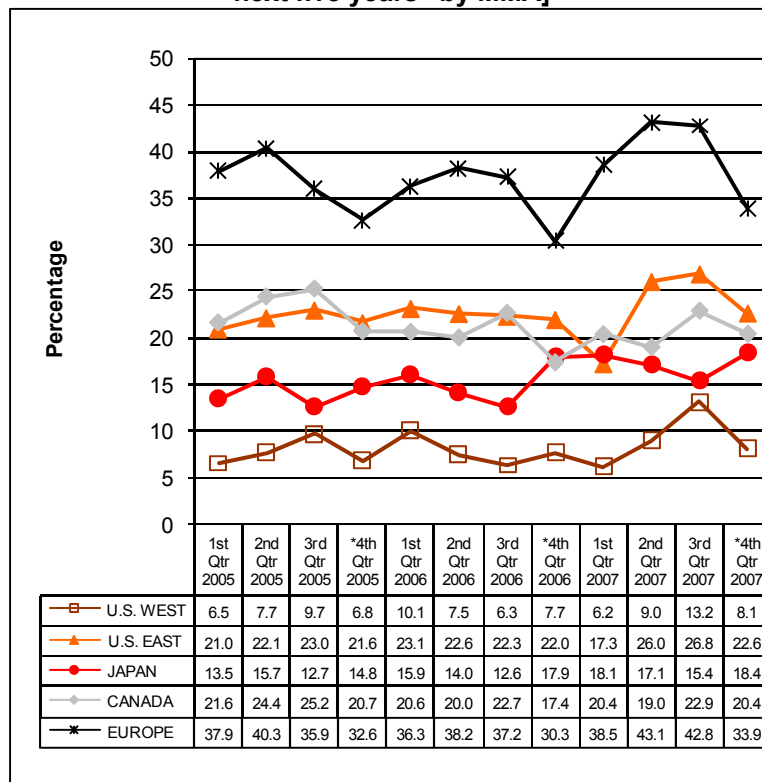
- U.S. West visitors continued to be the group most likely to return in the next five years.
- Typically, U.S. East visitors who came in the first quarter of each year were usually more likely to revisit than U.S. East visitors who came at other times. In 2007 (56.5%), the ratings improved from 2005 (51.1%) and 2006 (53.9%) first quarter ratings.
- Due to varied factors such as distance and the desire to take advantage of favorable exchange rates to explore new places, fewer Europeans were *very likely to revisit to Hawai'i in the next five years*.
- In the first quarter of 2007, U.S. West visitors (80.1%) were more likely to return compared to the same quarter a year ago (73.7%).

- For the second quarter of 2007, the proportion of U.S. West (72.9%), U.S. East (45.8%), Japanese (46.2%) and European (32%) visitors who were *very likely to revisit Hawai'i in the next five years* was lower, though not significantly, than the same period in 2006 (see Figure 4).
- Fewer U.S. West (71.8%), Japanese (49%), and European (31.8%) visitors in the third quarter of 2007 were *very likely to revisit* than in the same period in 2006.
- Typically, the likelihood of Canadian visitors revisiting Hawai'i exhibits a seasonal trend where the third quarter of each year yields lower ratings than the rest of the year. However, 2007 third quarter ratings (46.6%) were higher than the same period in 2005 (41.3%) and 2006 (41.4%).
- The likelihood of Japanese (43.2%) and Canadian (53.1%) visitors revisiting Hawai'i in the next five years in the fourth quarter of 2007 was fairly down from the same period in 2006.
- Fourth quarter ratings from U.S. East visitors (48.8%) increased compared to fourth quarter ratings of 2006 (44.9%).
- In the fourth quarter of 2007, two out of five (39.5%) European visitors were *very likely to revisit in the next five years* which was the highest level in three years.

Not Likely to Revisit Hawai'i

The percentage of respondents who answered that they were *“Not too likely” or “Not at all likely” to visit Hawai'i in the next five years* is fairly low among U.S. West, and Japan visitors and slightly higher for U.S. East and Canadian visitors. European respondents have the highest percentage of those who will not revisit the islands in the next five years (see Figure 5).

Figure 5: Not Likely to Revisit Hawai'i
[Percentage of visitors who are “Not too likely” or “Not at all likely” to visit Hawai'i in the next five years” by MMA]



- The proportion of those who were *not likely to revisit Hawai'i in the next five years* by U.S. East in the first quarter of 2007 decreased 5.8 percentage points to 17.3 percent from the first quarter of 2006.
- In the second quarter of 2007, the unlikelihood to revisit by U.S. East, Japan, Canada and Europe has slightly increased from the second quarter of 2005 and 2006.
- Third quarter ratings in 2007 by U.S. West visitors' increased 6.9 percentage points from the same quarter in 2006 (6.3%). See [Reasons for Not Revisiting Hawai'i](#) on the following page for an analysis of the visitors' specific reasons for not revisiting.
- Ratings among U.S. East (26.8%), Japan (15.4%) and Europe (42.8%) moderately increased in the third quarter of 2007 compared to the same period in 2005 and 2006.
- In the first three quarters of 2007, the share of visitors', who were *not likely to return in the next five years*, displayed a rising trend for U.S. West, U.S. East and Europe. However, in

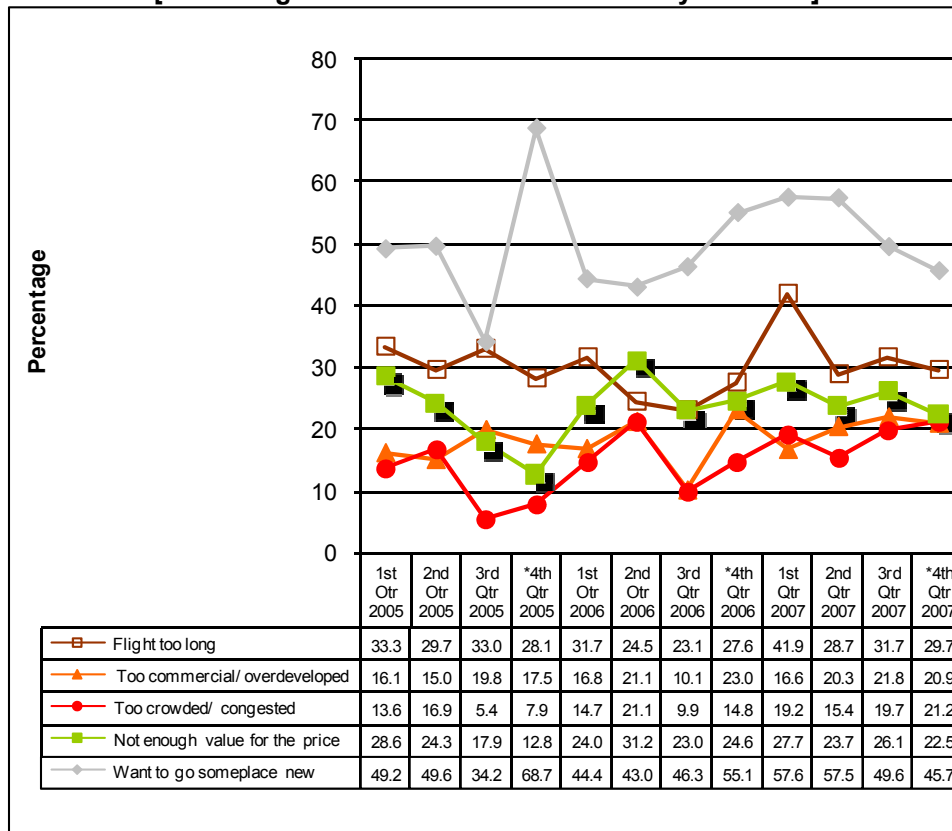
the fourth quarter of 2007, the ratings returned to levels similar to the same time period in 2006 (Figure 5).

- The proportions of Japanese and Canadian visitors who were *not likely to revisit Hawai'i* in the fourth quarter of 2007 (18.4% and 20.4%, respectively) were also similar to the proportions in the fourth quarter of 2006.

Reasons for Not Revisiting Hawai'i

Many of the visitors not planning to return in the next five years tell us that it is because they want to go someplace else (Figure 6 and Figure 7). 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).

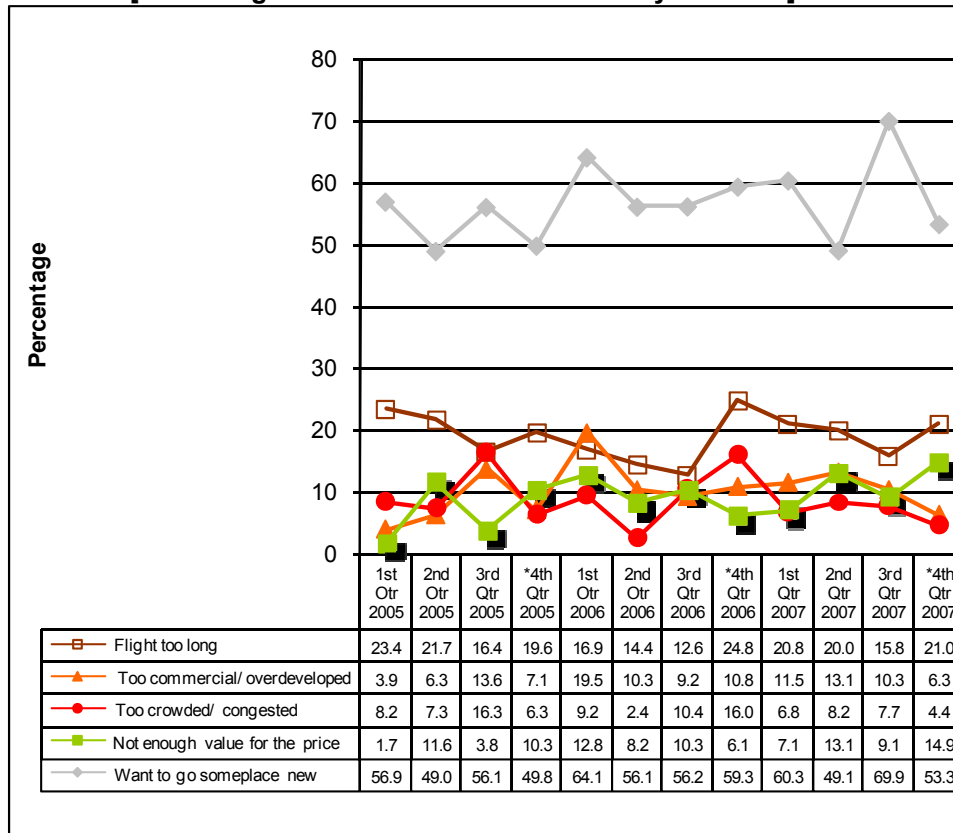
Figure 6: Reasons for Not Revisiting Hawai'i - U.S.
[Percentage of visitors who were not likely to revisit]



- Continuously over the past three years, of those *not likely to revisit Hawai'i* from the U.S., nearly half had a desire to visit a new destination (*want to go someplace new*).
- In the first quarter of 2007, the fraction of U.S. visitors that felt that the *flight was too long* (41.9% or 4.5 % of all U.S. visitors) and *wanted to go someplace new* (57.6% or 6.2% of all U.S. visitors) increased compared to the first quarter of 2005 and 2006.

- Fewer (-5.7 percentage points) U.S. visitors in the second quarter of 2007 felt that Hawai'i was *too crowded/ congested* (15.4% or 2.4% of all U.S. visitors) than a year ago. However the share in the second quarter of 2007 was similar to second quarter of 2005 (16.9%) (see Figure 6).
- In the second quarter of 2007, the share of U.S. visitors who *wanted to go someplace new* (57.5% or 8.9% of all U.S. visitors) was higher than the same period in 2005 and 2006.
- In the third quarter of 2007, the proportion of U.S. visitors that felt that the *flight was too long* (31.7% or 5.7% of all U.S. visitors), Hawai'i was *too commercial/ overdeveloped* (21.8% or 3.9% of all U.S. visitors) and *too crowded/ congested* (19.7% or 3.5% of all U.S. visitors) was higher than the third quarter of 2006.
- Of those *not likely to revisit Hawai'i* from the U.S. in the fourth quarter of 2007, only 45.7 percent (6% of all U.S. visitors) *want to go someplace new*. The proportion was lower than the fourth quarter of 2005 (68.7%) and 2006 (55.1%).
- In the fourth quarter of 2007, the proportions of U.S. visitors that felt that the *flight was too long* (29.7% or 3.9% of all U.S. visitors), or Hawai'i was *too commercial/ overdeveloped* (20.9% or 2.7% of all U.S. visitors) were similar to the fourth quarter of 2006.
- The proportion of U.S. visitors that felt Hawai'i was *too crowded/ congested* (21.2% or 2.8% of all U.S. visitors) in the fourth quarter of 2007 was higher than the fourth quarter of 2005 (7.9%) and 2006 (14.8%).

**Figure 7: Reasons for Not Revisiting Hawai'i - Japan
[Percentage of visitors who were not likely to revisit]**



- Japanese visitors' major concern towards Hawai'i being *too commercial/overdeveloped* has decreased 8 percentage points to 11.5 percent (or 2.1% of all Japanese visitors) in the first quarter of 2007 compared to the first quarter of 2006 (Figure 7).
- The desire to visit someplace else has decreased 7 percentage points to 49.1 percent (or 8.4% of all Japanese visitors) in the second quarter of 2007 versus the same period in 2006. However the second quarter of 2007 is comparable to the second quarter of 2005 (49%).
- Instead, more Japanese visitors in the second quarter of 2007 felt that the reason was that the *flight was too long* (20% or 3.4 % of all Japanese visitors) compared to the same quarter in 2006 (14.4%).
- The percentage of Japanese visitors in the third quarter of 2007 (69.9% or 10.8% of all Japanese visitors) that desired to visit someplace else has increased from the same period in 2005 (56.1%) and 2006 (56.2%).
- Of the 18.4 percent of Japanese visitors who were *not likely to return* in the fourth quarter of 2007, 53.3 percent (9.8% of all Japanese visitors) desired to visit someplace else, a decrease from the same period in 2006 (59.3%) (Figure 11).
- In the fourth quarter of 2007, the proportion of Japanese visitors who thought there was *not enough value for the price* (14.9% or 2.7% of all Japanese visitors) was higher than any previous quarter and higher than the same period in 2006 (6.1%).

3. SATISFACTION AND RATING

SATISFACTION RATINGS

In general, no destination was found to be more outstanding than the others given that each destination appealed to the various Major Marketing Areas in different ways. Nevertheless, many visitors consistently found that Kaua'i and Kona's accommodations and golf provided a satisfying experience. O'ahu continued to receive higher ratings on their shopping experience while Maui received higher ratings on their parks and beaches for 2007. Ratings in this section reflect the percentage of visitors who were *very satisfied*, unless otherwise mentioned.

Detailed Satisfaction Ratings by Destination

U.S. West Visitors (Tables 3.1 to 3.8)

- Many U.S. West visitors to O'ahu were *very satisfied* with the accommodations (71.3%) and its locations (78.7%). In all, 69.3 percent of these visitors were *very satisfied* with the island's activities/attractions as visitors praised the variety (69.5%), service (63.7%) and found it to be exciting (66.3%).
- U.S. West visitors who stayed on Maui were also *very satisfied* with the accommodations (79.6%) and its locations (83.5%). The 78.1 percent who enjoyed the island's parks and beaches typically favored its cleanliness and comfort (69.4%). In 2006, 24.1 percent of visitors were *somewhat dissatisfied* or *not satisfied at all* with the transportation, but only 8.9 percent in 2007. Overall transportation improved 8.6 percentage points in 2007 (55.7%), boosted by higher satisfaction in convenience (+11.9 percentage points to 56.9%) and having value for their money (+10.2 percentage points to 51.9%).
- Kaua'i's accommodations (84.4%) and its locations (83.8%) were also highly rated by U.S. West visitors. Overall, 76.5 percent of visitors enjoyed the island's parks and beaches. However fewer felt the facilities and maintenance were very satisfactory: security (57.7%), facility (60.9%) and cleanliness and comfort (64.7%).
- On the Kona side of Hawai'i Island, U.S. West visitors were generally *very satisfied* with the golf courses (72.9%) but 29 percent felt *somewhat dissatisfied* or *not satisfied at all* with the value for their money. A quarter (25.9%) of U.S. West visitors rated the transportation on Kona with either *somewhat dissatisfied* or *not satisfied at all* in 2007. Mainly visitors were not satisfied (*somewhat dissatisfied* or *not at all satisfied*) with the convenience (25.4% not satisfied), value for their money (31.4% not satisfied) and efficiency (26.7% not satisfied). The proportion of U.S. visitors who were not satisfied with the value for their money regarding transportation increased from 20.7 percent a year ago.

U.S. East Visitors (Tables 3.9 to 3.16)

- Overall U.S. East visitors felt *very satisfied* with accommodations on O‘ahu, Maui, Kaua‘i and on the Kona side of Hawai‘i Island.
- Three-quarters (75.7%) of U.S East visitors were very pleased with O‘ahu’s parks and beaches, particularly with the security (63.2%), facility (67.1%) and its cleanliness and comfort (66.5%).
- Maui’s accommodations (79.7%) and parks and beaches (79.1%) were both highly rated. Most U.S. East visitors were *very satisfied* with the accommodations because of its locations (82.5%) but fewer visitors were *very satisfied* with the value for their money (61.2%). More U.S. East visitors were *very satisfied* with Maui’s shopping in 2007 (65.2%) compared to 2006 (+5.1 percentage points). There was an increase in satisfaction for the sufficient shopping places, locations, variety and service.
- Accommodations on Kaua‘i (80.5%) received high ratings because of its location (85.5%) and cleanliness and comfort (78.2%). For the most part, U.S. East visitors were *very satisfied* with the island’s golf courses (78.7%) as a result of its locations (82.8%) and service (75.4%).
- Most of U.S. East visitors were very pleased with the accommodations (83.4%) on the Kona side of Hawai‘i Island and praised it for the service (81.7%), facility (80%) and location (80.7%). The majority (81.5%) of U.S. East visitors were *very satisfied* with the golf, particularly the service (86.7%) and locations (83.5%) of the golf courses in Kona.

Japanese Visitors (Tables 3.17 to 3.22)

- The number of Japanese that were *very satisfied* with accommodations was down .9 percent on O‘ahu from 2006 (44.1%), lead mainly by lower satisfaction rating with value for their money (29.7%, -2.8 percentage points).
- More than a few Japanese visitors were *somewhat dissatisfied* or *not satisfied at all* with restaurants on the island of O‘ahu (21.1% not satisfied) and on the Kona side of Hawai‘i (25.8% not satisfied). These restaurants were disappointing to Japanese visitors and scored low on value, quality and variety.
- Just about half (48.9%) of Japanese visitors were *very satisfied* and 45.4 percent were *somewhat satisfied* with O‘ahu’s parks and beaches. Many (41.7%) visitors rated the security of the island’s parks and beaches as very satisfying.
- More Japanese visitors were *very satisfied* with Maui’s accommodations, restaurants, shopping, activities/attractions, transportation and parks and beaches in 2007. However, fewer visitors were very pleased with overall golf on the island because visitors felt *somewhat dissatisfied* or *not satisfied at all* with the value for their money (40.4% not satisfied).
- Maui’s accommodations were highly rated by Japanese visitors (68.8%) due to its locations (76.9%).
- Over two-thirds (67.3%) of Japanese visitors felt fulfilled with their experiences with golf on the Kona side of Hawai‘i Island. Golf’s high ratings were due to its locations (68.7%) and services (53.2%).
- Quite a few Japanese visitors in Kona felt that the transportation was a bit disappointing (41.3 percent rated *somewhat dissatisfied* and *not satisfied at all*) and visitors complained about its convenience (41.8% not satisfied) and efficiency (44.7% not satisfied). Close to one-

third (33%) of the visitors were either *somewhat dissatisfied* or *not satisfied at all* with shopping in Kona and rated the variety of shopping (50.9%) and sufficient amount of shopping (49.6%) places poorly.

Canadian Visitors (Tables 3.23 to 3.30)

- In general Canadian visitors were very satisfied with their experience with the accommodations on O‘ahu (71.3%), Maui (76.3%), Kaua‘i (79.6%) and the Kona side of Hawai‘i Island (77.8%), mainly because of the accommodations’ locations and the cleanliness and comfort.
- More (+6.9 percentage points) Canadian visitors on O‘ahu visitors gave high ratings to the parks and beaches (76.5%) in 2007 because of increased satisfaction with the security, facility and the cleanliness and comfort.
- In 2007, the proportion of Canadian visitors who enjoyed golf on Kaua‘i (85.5%) and Kona (86.4%) increased from 2006. Visitors were especially pleased with the locations and services of golf courses on Kaua‘i and Kona.

European Visitors (Tables 3.31 to 3.38)

- Many European visitors were *very satisfied* with Maui’s (69.5%), Kaua‘i’s (68.3%) and O‘ahu’s (67.1%) accommodations and enjoyed the location and cleanliness and comfort.
- Golf courses on Kaua‘i (73.9%), O‘ahu (68.2%) and Maui (68%) received the highest ratings from European visitors. The visitors especially enjoyed the locations and services each island provided.
- In 2007, European satisfaction ratings for O‘ahu’s parks and beaches (75.1%) improved from 2006 (69.8%). More visitors felt *very satisfied* with the security (65.1%), facility (66.1%) and its cleanliness and comfort (66.2%) compared to a year ago.
- More than a few European visitors were discouraged (were *somewhat dissatisfied* or were *not satisfied at all*) with the restaurants on Maui and Kona due to the lack of variety and value for their money.
- Compared to the other islands, Kona’s activities/attractions received the highest ratings (63.1%) from European visitors due to it being exciting (60.8%) and providing variety (58.5%).
- European visitors were either *somewhat dissatisfied* (18.9%) or *not satisfied at all* (10.6%) with Kona’s transportation because of its convenience, cleanliness and comfort, efficiency and value for their money.

Overall Satisfaction Ratings by Lifestyle

U.S. West Visitors (Tables 3.39 to 3.42)

- Accommodations on O‘ahu were most highly rated by Family (76.4%) and Senior (78.5%) visitors while a few Wedding/Honeymoon visitors were not impressed (14.5% *somewhat dissatisfied* and 5.6% *not satisfied at all*). At the same time a large proportion of Young visitors (77.2%) were *very satisfied* with the activities and attractions. More Repeat visitors were *very satisfied* with O‘ahu’s accommodations and restaurants compared to First-timers. However fewer Repeat visitors were *very satisfied* with the activities/ attractions and the parks and beaches.
- Senior visitors (86%) were found to be *very satisfied* with Maui’s accommodations, while Middle Age (83%) and Young (81.6%) visitors were *very satisfied* with the parks and beaches in Maui. More Repeat visitors (80.8%) were very pleased with Maui’s accommodations compared to First-timers (74.6%).
- Wedding/Honeymoon visitors to Kaua‘i were most impressed with the accommodations (89.7%) and the parks and beaches (89.5%). More First-timers felt *very satisfied* with Kaua‘i’s shopping, activities/attractions, transportation, and parks and beaches than Repeat visitors. More than a few Middle Age visitors (24.1%) were *not satisfied at all* with the island’s transportation.
- Senior (82.4%) and Wedding/Honeymoon (81.4%) visitors were very impressed with the accommodations on the Kona side of Hawai‘i Island. Repeat visitors were found to be more *very satisfied* with Kona’s accommodations, golf, transportation and airport while more First-timers enjoyed Kona’s parks and beaches. Close to half (45.2%) of First-timers felt *not satisfied at all* with Kona’s transportation.

U.S. East Visitors (Tables 3.43 to 3.46)

- Family (79.2%) and Senior (81.1%) visitors were *very satisfied* with the accommodations on O‘ahu. Most Wedding/Honeymoon visitors were *very satisfied* with the island’s activities/attractions (86.3%). Repeat visitors mainly felt *very satisfied* with O‘ahu’s restaurants while First-timers were more pleased with the golf courses.
- Typically Wedding/Honeymoon and Family visitors felt *very satisfied* with Maui’s golf courses (88.6% and 89.3%, respectively) and activities/attractions (79.7% and 78.8%, respectively). Accommodations were found to be favorable by Seniors (84.8%), Wedding/Honeymoon (82.1%) and First-time (82.3%) visitors. In addition, Wedding Honeymoon visitors also felt very pleased with the parks and beaches (88.3%).
- The accommodations on Kaua‘i were mostly enjoyed by U.S. East Senior visitors (89.2%). Wedding/Honeymoon visitors were *very satisfied* with the activities and attractions (84.7%). Many (59%) of the Wedding/Honeymoon visitors were *somewhat dissatisfied* with the island’s transportation. First-timers were generally *very satisfied* with their experience on Kaua‘i and more so than Repeat visitors.
- Most of the Wedding/Honeymoon visitors surveyed were especially satisfied with Kona’s parks and beaches (91.9%) while Senior visitors were especially pleased with the accommodations (87.1%). First-time visitors were found to be generally *very satisfied* with Kona’s activities/attractions (80.1%) compared to Repeat visitors (73%).

Japanese Visitors (Tables 3.47 to 3.49)

- Wedding/Honeymoon visitors spoke highly of O‘ahu’s accommodations (58.8%), activities/attractions (51.7%), transportation (51.4%) and parks and beaches (60.6%) more than other lifestyle/lifestage segments. More First-timers were *very satisfied* with the island’s activities/attractions, transportation, and parks and beaches than Repeat visitors.
- Japanese Wedding/Honeymoon visitors were *very satisfied* with the accommodations (93.5%), restaurants (60.2%) and shopping (64.4%) on Maui. Whereas Family visitors were very pleased with the activities/attractions (58.6%) and parks and beaches (80.6%). Quite a few Young Japanese visitors were *somewhat dissatisfied* with the restaurants (34.9%) and shopping (34.5%) on the island. Repeat visitors enjoyed Maui’s accommodations (72.1%) more than First-timers (61.7%).
- Middle Age (86.3%) and Repeat (70.1%) visitors found golf on Kona to be especially satisfying. At the same time, Young (82.1%) and First-timers (67.3%) enjoyed Kona’s parks and beaches.

Canadian Visitors (Tables 3.51 to 3.53)

- The majority (80.5%) of Family Canadian visitors were *very satisfied* with O‘ahu’s accommodations. Activities/attractions were highly rated by Young visitors (78.6%) while transportation (79.6%) and parks and beaches (81.5%) were highly rated by Seniors. Repeat visitors continued to enjoy their experiences with O‘ahu’s accommodations, restaurant, shopping, golf courses and transportation more than First-timers.
- The accommodations on Maui were mainly enjoyed by Senior (79%) and Young (78.4%) visitors. For the most part, Middle Age Canadian visitors were particularly pleased with the activities/attractions (82%). However 10.9 percent of Young visitors were *not satisfied at all* with Maui’s transportation. Compared to Repeat visitors, more First-timers were *very satisfied* with Maui’s golf and parks and beaches.
- Accommodations (88.7%) on Kaua‘i were highly rated by Middle Age visitors while Senior visitors highly rated the parks and beaches (83%). Three out of five (62.1%) Family visitors were *not satisfied at all* with the transportation on Kaua‘i. Moreover, quite a few (30%) Young visitors felt *somewhat dissatisfied* with the island’s airport. Repeat visitors rated Kaua‘i’s accommodations, restaurants, shopping, activities/attractions, airport and parks and beaches more highly than First-time visitors. On the other hand, First-time visitors were slightly more satisfied with the golf courses on the island.
- On the Kona side of Hawai‘i Island, 82.7 percent of Middle Age and 80.2 percent of Wedding/Honeymoon visitors were *very satisfied* with the accommodations. More Repeat visitors continued to enjoy the island’s accommodations and golf courses, while First-timers found more enjoyment in the activities/attractions and parks and beaches.

European Visitors (Tables 3.54 to 3.57)

- Close to three-quarters of Wedding/Honeymoon visitors were very satisfied with O‘ahu’s accommodations (76.6%) and activities/attractions (73.2%). Most Young (81.5%) and Middle Age (79.7%) European visitors were *very satisfied* with golf facilities on O‘ahu. Repeat visitors were generally more satisfied with O‘ahu’s restaurants, shopping, golf, transportation and airports than First-timers.
- Both Wedding/Honeymoon (78.4%) and Senior (77.5%) visitors were more likely to enjoy the accommodations on Maui. Wedding/Honeymoon visitors were also more likely to enjoy the island’s parks and beaches (78.1%). Repeat visitors were more satisfied with Maui’s accommodations, shopping and airport while First-timers were more satisfied with all other categories.
- More Senior visitors enjoyed Kaua‘i’s accommodations (75.1%) and transportation (70.3%) compared to other lifestyle/lifestage segments. Several Young visitors (23.1 percent) were particularly *not satisfied at all* with the transportation on Kaua‘i. First-timers were generally more satisfied with their trip to Kaua‘i in comparison to Repeat visitors.
- Repeat visitors were more satisfied with Kona’s golf courses while First-timers were more satisfied with all other categories.

**Table 3.1 2007 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	71.3	24.2	4.0	0.5
location	78.7	18.2	2.5	0.6
service	69.5	24.0	5.4	1.1
facility	63.6	27.6	7.3	1.5
cleanliness and comfort	68.8	22.4	6.5	2.4
value for your money	58.8	30.2	8.7	2.3
RESTAURANT				
overall	57.1	39.0	3.4	0.4
location	63.0	32.9	3.8	0.3
variety	62.5	29.4	7.3	0.8
service	58.7	34.5	6.1	0.7
quality	57.7	36.8	4.5	1.1
value for your money	35.5	45.7	16.3	2.5
SHOPPING				
overall	67.6	29.3	2.9	0.1
sufficient shopping places	77.1	21.3	1.4	0.2
locations	73.4	24.0	2.2	0.4
variety	62.2	32.0	4.8	1.0
service	60.0	33.5	5.4	1.1
quality	53.0	40.9	5.6	0.6
value for your money	38.7	45.1	13.7	2.5
local/handmade items	53.1	36.3	9.2	1.5
GOLF				
overall	69.7	25.0	5.3	0.0
locations	75.0	23.5	1.6	0.0
service	64.9	30.5	2.6	1.9
value for your money	37.3	42.5	17.6	2.7
ACTIVITIES/ATTRACTIONS				
overall	69.3	28.8	1.7	0.2
exciting	66.3	30.7	2.8	0.2
variety	69.5	26.5	3.6	0.5
service	63.7	32.3	3.2	0.7
value for your money	47.2	37.8	12.4	2.5
TRANSPORTATION				
overall	64.0	30.3	3.9	1.8
convenience	67.4	27.8	3.3	1.5
cleanliness and comfort	62.9	29.5	6.3	1.3
efficiency	60.8	30.6	6.1	2.5
value for your money	59.2	30.6	7.2	3.0
AIRPORTS				
overall	53.0	40.5	5.4	1.1
signage	55.1	36.3	6.8	1.8
cleanliness and comfort	57.0	35.6	6.6	0.8
ease of getting around	52.2	34.1	10.8	2.9
availability of food	38.3	37.4	19.6	4.7
availability of shopping	40.1	42.9	14.8	2.2
friendliness of workers	53.8	35.4	8.2	2.6
PARKS & BEACHES				
overall	73.1	23.6	2.8	0.5
security	60.5	31.0	6.5	2.0
facility	63.7	30.2	5.1	1.1
cleanliness and comfort	61.2	30.4	6.3	2.1

**Table 3.2 2006 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	72.8	22.1	4.0	1.0
location	77.7	18.0	3.0	1.3
service	67.4	25.8	5.6	1.1
facility	63.8	28.0	6.9	1.3
cleanliness and comfort	68.2	24.7	4.9	2.1
value for your money	55.5	31.9	9.0	3.6
RESTAURANT				
overall	61.7	33.2	4.1	0.9
location	65.8	28.4	4.0	1.8
variety	62.6	28.8	6.6	1.9
service	59.6	34.1	4.9	1.5
quality	59.7	34.0	4.9	1.5
value for your money	38.2	45.2	12.0	4.7
SHOPPING				
overall	67.7	29.8	2.0	0.5
sufficient shopping places	74.7	23.0	2.2	0.2
locations	69.4	26.9	3.4	0.3
variety	62.9	30.3	6.3	0.4
service	61.4	34.2	3.7	0.8
quality	56.2	38.1	5.5	0.2
value for your money	42.0	43.0	12.1	2.9
GOLF				
overall	64.8	33.1	2.0	0.0
locations	61.7	37.0	1.3	0.0
service	57.1	37.7	3.6	1.6
value for your money	36.7	37.6	21.6	4.1
ACTIVITIES/ATTRACTIONS				
overall	70.6	26.5	2.6	0.3
exciting	64.1	31.4	3.9	0.5
variety	66.1	27.9	5.3	0.7
service	65.6	30.6	3.2	0.6
value for your money	44.2	41.8	10.4	3.5
TRANSPORTATION				
overall	64.4	28.9	5.8	0.9
convenience	65.2	27.8	6.1	0.9
cleanliness and comfort	63.1	30.6	4.7	1.5
efficiency	62.3	30.6	6.4	0.8
value for your money	59.5	31.7	6.2	2.6
AIRPORTS				
overall	56.2	37.3	5.7	0.9
signage	53.6	34.5	9.3	2.6
cleanliness and comfort	55.1	36.4	7.4	1.1
ease of getting around	51.7	33.8	11.4	3.2
availability of food	40.8	37.9	17.4	3.9
availability of shopping	44.4	40.4	12.7	2.5
friendliness of workers	58.1	34.3	5.8	1.7
PARKS & BEACHES				
overall	69.1	26.8	3.2	0.9
security	57.0	33.9	7.3	1.8
facility	60.7	31.2	6.5	1.7
cleanliness and comfort	61.4	28.1	8.0	2.5

**Table 3.3 2007 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.6	17.4	2.4	0.6
location	83.5	14.6	1.4	0.6
service	73.5	21.6	4.2	0.6
facility	73.0	20.7	4.9	1.5
cleanliness and comfort	75.4	19.2	3.7	1.7
value for your money	62.4	30.0	5.8	1.8
RESTAURANT				
overall	60.2	36.2	2.9	0.7
location	68.8	27.7	3.0	0.5
variety	63.2	28.5	6.7	1.5
service	62.2	34.1	3.1	0.5
quality	59.9	33.5	5.7	0.9
value for your money	28.1	49.3	17.9	4.6
SHOPPING				
overall	59.6	37.6	2.7	0.1
sufficient shopping places	66.7	29.4	3.8	0.1
locations	65.2	29.8	4.7	0.3
variety	54.0	36.0	9.1	1.0
service	60.1	36.2	3.6	0.1
quality	49.1	43.1	7.1	0.8
value for your money	33.1	49.5	14.3	3.2
local/handmade items	50.0	36.1	11.0	2.9
GOLF				
overall	79.3	17.7	1.9	1.1
locations	86.5	12.4	0.4	0.7
service	81.3	16.9	1.8	0.0
value for your money	31.0	43.6	18.4	7.0
ACTIVITIES/ATTRACTIONS				
overall	70.0	28.2	1.5	0.4
exciting	67.3	29.8	2.6	0.3
variety	67.3	29.6	2.8	0.3
service	68.1	29.5	2.3	0.2
value for your money	41.0	43.2	13.1	2.7
TRANSPORTATION				
overall	55.7	35.4	7.7	1.2
convenience	56.9	32.2	8.0	2.9
cleanliness and comfort	58.6	34.7	5.1	1.5
efficiency	52.2	35.9	9.6	2.2
value for your money	51.9	37.5	7.6	3.0
AIRPORTS				
overall	57.0	37.3	4.9	0.7
signage	57.3	35.2	5.9	1.7
cleanliness and comfort	57.3	35.9	6.2	0.6
ease of getting around	56.5	35.8	5.9	1.8
availability of food	37.3	40.3	17.7	4.7
availability of shopping	42.2	39.8	14.7	3.4
friendliness of workers	54.1	37.2	6.7	2.0
PARKS & BEACHES				
overall	78.1	19.8	2.1	0.0
security	60.5	30.1	7.9	1.5
facility	64.0	30.7	5.1	0.3
cleanliness and comfort	69.4	25.7	4.5	0.4

**Table 3.4 2006 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	77.7	18.9	2.1	1.3
location	79.9	16.9	2.4	0.8
service	69.3	25.4	4.0	1.3
facility	70.3	24.4	3.7	1.6
cleanliness and comfort	71.2	23.7	3.4	1.7
value for your money	61.5	29.3	5.9	3.3
RESTAURANT				
overall	56.5	40.8	2.7	0.0
location	65.2	29.4	5.3	0.2
variety	58.0	35.4	5.9	0.7
service	61.2	34.2	3.8	0.8
quality	61.3	32.3	5.4	1.1
value for your money	30.6	43.6	21.1	4.7
SHOPPING				
overall	60.1	35.7	4.3	0.0
sufficient shopping places	68.4	26.7	4.1	0.8
locations	64.3	31.3	3.9	0.5
variety	58.6	32.2	7.5	1.7
service	60.3	34.0	4.8	0.9
quality	54.7	37.2	6.5	1.6
value for your money	36.1	45.0	16.5	2.4
GOLF				
overall	75.2	19.4	3.8	1.5
locations	83.0	16.0	1.1	0.0
service	66.3	27.4	6.2	0.0
value for your money	26.0	44.3	20.8	8.9
ACTIVITIES/ATTRACTIONS				
overall	70.9	26.0	2.6	0.5
exciting	67.7	28.5	2.9	1.0
variety	71.3	24.0	3.8	0.9
service	65.9	30.1	4.0	0.0
value for your money	40.7	44.1	12.4	2.8
TRANSPORTATION				
overall	47.1	28.8	14.0	10.1
convenience	45.0	33.9	12.0	9.2
cleanliness and comfort	54.3	29.3	11.5	4.9
efficiency	46.9	30.1	14.1	8.9
value for your money	41.7	33.4	15.0	9.9
AIRPORTS				
overall	54.2	39.9	5.2	0.8
signage	55.4	38.1	5.5	1.0
cleanliness and comfort	55.4	36.4	7.1	1.1
ease of getting around	58.5	34.7	5.7	1.1
availability of food	36.2	37.7	19.1	6.9
availability of shopping	39.7	40.5	17.0	2.9
friendliness of workers	56.7	34.7	7.0	1.6
PARKS & BEACHES				
overall	78.6	18.4	2.7	0.3
security	60.7	31.0	6.7	1.6
facility	67.4	26.0	6.3	0.3
cleanliness and comfort	69.7	23.0	5.7	1.6

**Table 3.5 2007 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	84.4	13.5	2.0	0.2
location	83.8	13.9	2.1	0.1
service	74.2	21.5	3.3	1.0
facility	76.9	19.3	3.1	0.8
cleanliness and comfort	77.2	18.5	3.0	1.3
value for your money	68.8	26.2	3.5	1.5
RESTAURANT				
overall	52.8	41.7	4.5	1.0
location	59.7	34.1	5.8	0.4
variety	50.6	36.1	12.7	0.6
service	56.9	36.5	5.3	1.3
quality	53.9	38.3	7.1	0.6
value for your money	32.0	46.0	18.7	3.4
SHOPPING				
overall	50.7	42.3	7.0	0.0
sufficient shopping places	59.5	31.5	7.8	1.3
locations	56.9	33.8	8.5	0.8
variety	49.4	40.4	8.5	1.8
service	58.8	33.7	6.3	1.2
quality	48.1	43.6	7.9	0.3
value for your money	35.3	47.5	14.8	2.4
local/handmade items	50.3	36.1	12.0	1.7
GOLF				
overall	74.9	24.1	1.0	0.0
locations	78.4	18.9	2.7	0.0
service	72.7	20.5	4.0	2.8
value for your money	43.0	35.7	16.1	5.3
ACTIVITIES/ATTRACTIONS				
overall	72.0	26.0	1.5	0.5
exciting	70.2	26.9	2.5	0.4
variety	71.8	24.1	3.6	0.4
service	70.2	27.1	2.8	0.0
value for your money	45.6	43.4	9.3	1.7
TRANSPORTATION				
overall	49.7	25.1	9.7	15.4
convenience	53.5	22.3	11.1	13.1
cleanliness and comfort	57.5	26.2	7.9	8.4
efficiency	54.6	23.7	10.8	10.8
value for your money	45.9	34.6	8.7	10.7
AIRPORTS				
overall	55.9	37.3	5.7	1.1
signage	56.3	34.2	7.7	1.9
cleanliness and comfort	57.0	35.0	6.7	1.3
ease of getting around	54.8	32.8	11.4	1.0
availability of food	31.5	38.0	24.1	6.4
availability of shopping	37.5	39.2	19.5	3.8
friendliness of workers	54.0	35.1	7.4	3.5
PARKS & BEACHES				
overall	76.5	21.8	1.7	0.0
security	57.7	32.9	7.6	1.8
facility	60.9	33.7	5.2	0.2
cleanliness and comfort	64.7	29.0	5.7	0.6

**Table 3.6 2006 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.4	14.8	5.1	0.6
location	76.5	18.8	4.2	0.5
service	73.5	20.6	5.6	0.3
facility	70.5	19.9	8.7	0.9
cleanliness and comfort	73.9	18.5	6.7	0.9
value for your money	62.5	29.9	6.9	0.7
RESTAURANT				
overall	48.7	40.6	8.5	2.3
location	51.6	40.7	7.0	0.8
variety	49.2	37.6	12.0	1.3
service	53.5	38.4	6.2	2.0
quality	53.6	37.2	6.6	2.5
value for your money	29.7	46.4	17.2	6.7
SHOPPING				
overall	46.0	49.0	4.5	0.6
sufficient shopping places	51.4	41.4	5.9	1.2
locations	49.0	40.1	9.8	1.1
variety	48.7	41.8	8.1	1.4
service	54.0	42.5	3.5	0.0
quality	44.6	49.7	5.0	0.6
value for your money	27.7	57.0	13.9	1.4
GOLF				
overall	70.8	24.7	4.5	0.0
locations	72.3	25.6	2.2	0.0
service	78.9	21.1	0.0	0.0
value for your money	45.6	37.8	16.6	0.0
ACTIVITIES/ATTRACTIONS				
overall	70.5	26.3	3.2	0.0
exciting	67.9	26.4	5.1	0.6
variety	70.6	24.1	5.2	0.0
service	69.5	27.4	3.1	0.0
value for your money	43.4	43.7	11.6	1.3
TRANSPORTATION				
overall	63.1	13.6	13.9	9.3
convenience	60.9	14.1	16.5	8.5
cleanliness and comfort	67.2	21.1	3.1	8.5
efficiency	62.2	17.2	14.5	6.0
value for your money	53.9	30.2	9.7	6.3
AIRPORTS				
overall	60.2	34.0	5.2	0.6
signage	58.1	34.6	6.7	0.6
cleanliness and comfort	63.5	32.0	4.2	0.3
ease of getting around	59.8	30.9	6.6	2.7
availability of food	37.7	37.6	20.6	4.1
availability of shopping	40.4	37.6	19.3	2.8
friendliness of workers	59.1	30.2	8.3	2.4
PARKS & BEACHES				
overall	72.2	25.2	2.1	0.6
security	55.0	40.0	4.3	0.7
facility	58.1	34.3	7.1	0.6
cleanliness and comfort	58.8	33.3	6.8	1.1

**Table 3.7 2007 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.6	20.4	2.7	0.3
location	74.9	22.1	2.7	0.3
service	69.5	25.4	3.4	1.7
facility	69.3	27.6	2.5	0.7
cleanliness and comfort	74.9	20.1	4.4	0.6
value for your money	61.8	31.2	5.1	1.8
RESTAURANT				
overall	52.0	39.2	6.6	2.1
location	56.0	39.2	4.2	0.7
variety	46.4	40.7	10.7	2.3
service	54.6	41.0	3.9	0.4
quality	50.3	43.5	4.1	2.1
value for your money	28.0	47.0	21.5	3.4
SHOPPING				
overall	48.3	43.8	7.3	0.6
sufficient shopping places	55.4	36.3	5.9	2.4
locations	50.2	41.6	7.7	0.6
variety	46.0	41.6	10.9	1.5
service	51.1	43.9	4.4	0.6
quality	41.0	49.9	8.5	0.6
value for your money	28.6	51.7	18.0	1.7
local/handmade items	45.1	40.9	12.1	1.9
GOLF				
overall	72.9	20.6	4.8	1.6
locations	71.7	24.2	2.3	1.8
service	67.5	29.4	1.3	1.8
value for your money	32.4	38.6	22.3	6.7
ACTIVITIES/ATTRACTIONS				
overall	64.3	31.6	4.1	0.0
exciting	62.2	32.5	5.0	0.2
variety	62.4	30.0	7.4	0.2
service	62.0	32.5	4.5	1.0
value for your money	42.4	45.0	10.8	1.8
TRANSPORTATION				
overall	37.7	36.4	10.9	15.0
convenience	40.6	34.1	9.5	15.9
cleanliness and comfort	42.5	47.0	2.9	7.6
efficiency	39.3	33.9	13.0	13.7
value for your money	34.1	34.5	14.9	16.5
AIRPORTS				
overall	48.6	41.7	8.0	1.6
signage	49.6	38.5	8.8	3.0
cleanliness and comfort	51.4	39.1	8.0	1.4
ease of getting around	51.3	36.2	8.7	3.8
availability of food	21.7	40.2	26.6	11.5
availability of shopping	28.0	41.9	22.3	7.8
friendliness of workers	55.0	36.5	5.9	2.7
PARKS & BEACHES				
overall	70.7	24.0	4.8	0.5
security	55.6	38.0	6.4	0.0
facility	57.4	35.8	5.3	1.4
cleanliness and comfort	60.9	30.7	6.0	2.4

**Table 3.8 2006 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	84.1	13.7	1.2	1.0
location	75.6	19.6	1.8	2.9
service	72.1	25.3	2.6	0.0
facility	70.2	26.1	3.0	0.7
cleanliness and comfort	75.0	19.7	3.8	1.5
value for your money	65.3	28.6	5.0	1.0
RESTAURANT				
overall	51.2	43.6	3.9	1.3
location	50.3	39.1	8.6	1.9
variety	45.9	41.3	10.1	2.8
service	58.2	35.8	5.0	1.0
quality	55.0	41.2	2.4	1.4
value for your money	27.2	47.3	21.7	3.9
SHOPPING				
overall	45.1	45.4	8.5	1.1
sufficient shopping places	45.6	37.6	14.6	2.1
locations	46.3	40.1	12.9	0.6
variety	39.9	42.5	17.6	0.0
service	50.9	43.8	5.3	0.0
quality	43.6	50.3	6.0	0.0
value for your money	28.3	50.5	17.1	4.1
GOLF				
overall	87.3	12.7	0.0	0.0
locations	90.8	9.2	0.0	0.0
service	82.0	18.0	0.0	0.0
value for your money	40.4	39.3	12.5	7.8
ACTIVITIES/ATTRACTIONS				
overall	69.3	28.7	0.5	1.5
exciting	61.3	34.8	2.8	1.1
variety	59.8	32.9	6.2	1.1
service	59.5	37.1	2.3	1.1
value for your money	45.8	41.0	10.0	3.2
TRANSPORTATION				
overall	59.3	17.7	6.7	16.3
convenience	54.2	22.1	4.6	19.1
cleanliness and comfort	55.1	29.9	8.2	6.9
efficiency	55.8	22.2	4.2	17.8
value for your money	45.5	33.8	8.5	12.2
AIRPORTS				
overall	51.6	38.6	8.4	1.4
signage	51.3	37.6	9.3	1.8
cleanliness and comfort	51.7	36.8	10.2	1.2
ease of getting around	56.1	35.8	5.9	2.2
availability of food	23.9	35.9	28.4	11.8
availability of shopping	29.7	36.8	25.7	7.8
friendliness of workers	56.3	32.5	8.6	2.6
PARKS & BEACHES				
overall	68.2	28.9	1.8	1.1
security	60.7	31.6	5.7	2.0
facility	57.5	32.3	7.3	2.8
cleanliness and comfort	57.6	34.4	7.2	0.9

**Table 3.9 2007 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.6	21.2	1.7	0.5
location	79.0	18.5	1.8	0.7
service	73.4	21.9	4.3	0.4
facility	70.4	25.8	2.6	1.2
cleanliness and comfort	74.1	21.5	3.5	0.9
value for your money	60.4	29.1	7.6	2.9
RESTAURANT				
overall	62.0	33.8	3.8	0.5
location	68.7	27.4	3.3	0.6
variety	63.5	30.5	5.6	0.5
service	64.6	31.2	3.7	0.6
quality	60.9	33.8	4.8	0.5
value for your money	37.1	43.4	16.5	3.0
SHOPPING				
overall	66.3	30.9	2.2	0.5
sufficient shopping places	75.6	21.9	1.8	0.7
locations	70.3	26.8	2.3	0.7
variety	61.6	31.2	5.8	1.4
service	63.9	30.7	4.2	1.3
quality	54.3	40.0	4.4	1.3
value for your money	39.7	44.6	13.3	2.5
local/handmade items	54.3	35.0	9.5	1.2
GOLF				
overall	76.4	19.7	2.3	1.6
locations	83.6	16.4	0.0	0.0
service	77.3	22.7	0.0	0.0
value for your money	41.2	47.0	9.9	1.9
ACTIVITIES/ATTRACTIONS				
overall	74.3	22.9	2.2	0.6
exciting	69.1	27.8	2.1	1.0
variety	73.0	23.6	2.5	0.9
service	69.8	26.1	3.3	0.8
value for your money	49.2	39.7	8.4	2.8
TRANSPORTATION				
overall	65.6	29.7	3.2	1.5
convenience	66.9	26.9	4.5	1.7
cleanliness and comfort	61.6	33.6	3.9	0.8
efficiency	63.7	29.9	4.6	1.8
value for your money	60.2	29.6	7.3	2.9
AIRPORTS				
overall	60.7	34.5	3.8	0.9
signage	59.4	34.5	4.8	1.3
cleanliness and comfort	60.6	33.1	5.7	0.6
ease of getting around	59.2	31.4	8.0	1.4
availability of food	42.8	36.2	16.8	4.2
availability of shopping	49.5	36.3	10.4	3.7
friendliness of workers	60.3	31.3	5.7	2.6
PARKS & BEACHES				
overall	75.7	21.0	2.4	0.9
security	63.2	30.6	4.5	1.7
facility	67.1	28.3	3.8	0.7
cleanliness and comfort	66.5	26.9	5.2	1.5

**Table 3.10 2006 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	74.9	21.0	3.4	0.7
location	76.0	21.3	2.6	0.1
service	65.6	28.8	4.5	1.1
facility	66.6	25.6	6.6	1.1
cleanliness and comfort	69.3	23.4	6.4	0.9
value for your money	54.5	33.8	9.3	2.5
RESTAURANT				
overall	60.1	35.9	3.1	0.9
location	64.1	31.1	4.0	0.8
variety	58.8	32.2	8.0	1.0
service	60.9	33.6	4.5	1.1
quality	59.9	33.1	6.0	1.0
value for your money	34.5	44.3	15.8	5.4
SHOPPING				
overall	63.8	31.9	4.0	0.3
sufficient shopping places	72.0	25.3	2.4	0.2
locations	67.3	28.7	3.5	0.4
variety	60.3	31.3	8.5	0.0
service	58.9	36.8	4.0	0.3
quality	54.0	38.5	6.6	0.8
value for your money	35.4	47.3	13.6	3.7
GOLF				
overall	60.3	36.2	3.5	0.0
locations	60.7	36.9	2.5	0.0
service	48.4	42.6	7.3	1.7
value for your money	28.4	44.6	22.0	5.1
ACTIVITIES/ATTRACTIONS				
overall	71.6	26.3	1.9	0.2
exciting	65.0	31.6	3.3	0.1
variety	70.9	25.3	3.7	0.0
service	64.0	33.1	2.9	0.0
value for your money	45.6	42.4	10.1	1.8
TRANSPORTATION				
overall	61.8	32.5	4.6	1.0
convenience	62.7	32.1	4.1	1.0
cleanliness and comfort	58.6	34.7	6.1	0.6
efficiency	56.5	33.6	7.2	2.7
value for your money	56.3	32.7	10.0	0.9
AIRPORTS				
overall	57.0	38.4	3.2	1.3
signage	60.0	32.6	6.0	1.4
cleanliness and comfort	60.1	34.5	4.8	0.6
ease of getting around	54.5	36.0	7.6	1.8
availability of food	42.3	39.1	13.9	4.7
availability of shopping	44.7	41.4	10.7	3.2
friendliness of workers	56.1	36.5	5.5	1.9
PARKS & BEACHES				
overall	75.4	19.4	4.7	0.5
security	62.2	28.1	8.3	1.3
facility	66.4	26.4	6.8	0.4
cleanliness and comfort	65.4	24.7	7.6	2.3

**Table 3.11 2007 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.7	17.3	2.2	0.7
location	82.5	15.9	0.8	0.8
service	74.2	20.5	3.8	1.5
facility	73.3	20.9	4.8	1.0
cleanliness and comfort	77.3	18.2	3.6	0.9
value for your money	61.2	29.2	7.8	1.8
RESTAURANT				
overall	63.5	33.6	2.1	0.8
location	69.3	27.6	2.9	0.2
variety	65.0	30.5	3.8	0.7
service	65.8	30.4	2.9	0.8
quality	65.7	29.7	3.4	1.2
value for your money	32.7	45.5	17.1	4.8
SHOPPING				
overall	65.2	31.6	2.8	0.4
sufficient shopping places	71.9	24.1	3.7	0.3
locations	70.1	25.5	4.2	0.3
variety	62.7	29.1	7.6	0.6
service	66.9	29.4	3.5	0.1
quality	53.7	41.0	4.8	0.5
value for your money	38.6	47.3	12.4	1.7
local/handmade items	51.9	38.0	8.5	1.6
GOLF				
overall	77.6	17.6	3.6	1.2
locations	81.7	16.2	2.1	0.0
service	79.5	17.8	2.7	0.0
value for your money	36.4	28.9	22.5	12.2
ACTIVITIES/ATTRACTIONS				
overall	74.6	23.0	2.1	0.3
exciting	71.8	25.6	2.0	0.5
variety	72.4	25.0	2.2	0.4
service	69.2	27.6	2.7	0.5
value for your money	45.6	43.3	8.8	2.2
TRANSPORTATION				
overall	59.5	30.9	6.7	2.9
convenience	61.1	28.1	7.1	3.7
cleanliness and comfort	61.8	32.2	4.1	1.9
efficiency	59.5	33.3	5.5	1.8
value for your money	50.2	33.4	12.4	4.0
AIRPORTS				
overall	57.0	33.5	6.8	2.6
signage	59.2	32.7	5.8	2.3
cleanliness and comfort	59.9	29.6	7.8	2.7
ease of getting around	57.7	32.2	8.2	1.8
availability of food	39.5	37.0	17.0	6.5
availability of shopping	40.5	38.2	15.7	5.6
friendliness of workers	55.8	32.3	9.2	2.7
PARKS & BEACHES				
overall	79.1	18.4	1.6	1.0
security	61.6	31.8	5.1	1.6
facility	66.0	28.8	4.2	1.0
cleanliness and comfort	68.3	26.4	4.4	0.9

**Table 3.12 2006 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	83.8	13.0	3.0	0.1
location	83.4	14.1	2.3	0.2
service	78.2	16.8	4.6	0.5
facility	79.0	16.5	3.7	0.8
cleanliness and comfort	78.2	15.9	4.5	1.4
value for your money	59.6	28.4	10.6	1.4
RESTAURANT				
overall	63.2	32.8	4.0	0.0
location	68.0	28.2	3.3	0.6
variety	64.6	30.3	5.1	0.0
service	62.9	33.7	3.4	0.0
quality	63.6	31.8	4.4	0.2
value for your money	27.6	48.4	20.2	3.9
SHOPPING				
overall	60.1	35.9	3.8	0.3
sufficient shopping places	67.4	27.5	4.8	0.3
locations	64.3	31.0	4.3	0.4
variety	57.0	34.3	8.3	0.4
service	60.7	35.8	3.2	0.3
quality	55.8	39.6	4.4	0.3
value for your money	36.2	46.9	15.1	1.8
GOLF				
overall	86.3	9.7	4.1	0.0
locations	87.7	12.3	0.0	0.0
service	79.3	15.0	5.7	0.0
value for your money	50.1	34.5	13.1	2.3
ACTIVITIES/ATTRACTIONS				
overall	78.3	18.0	3.8	0.0
exciting	71.5	24.2	4.1	0.2
variety	78.1	17.6	4.3	0.0
service	73.1	22.8	4.0	0.0
value for your money	49.3	34.2	14.2	2.3
TRANSPORTATION				
overall	64.0	25.2	9.4	1.4
convenience	66.0	22.4	9.2	2.4
cleanliness and comfort	66.4	23.9	9.7	0.0
efficiency	61.6	27.2	11.2	0.0
value for your money	50.3	33.3	12.2	4.2
AIRPORTS				
overall	60.4	33.8	4.9	1.0
signage	57.6	37.4	4.1	0.9
cleanliness and comfort	55.9	36.4	7.0	0.6
ease of getting around	57.9	33.3	7.2	1.5
availability of food	37.4	35.8	20.8	6.0
availability of shopping	41.9	36.3	16.6	5.2
friendliness of workers	57.4	32.7	7.9	2.0
PARKS & BEACHES				
overall	79.8	18.3	1.7	0.2
security	60.1	34.4	5.5	0.0
facility	68.3	27.3	4.2	0.2
cleanliness and comfort	70.9	26.1	2.3	0.7

**Table 3.13 2007 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	80.5	17.7	1.5	0.3
location	85.5	11.7	2.2	0.6
service	74.7	21.5	2.6	1.1
facility	75.3	20.0	4.1	0.6
cleanliness and comfort	78.2	13.9	7.0	0.9
value for your money	65.4	27.0	6.6	1.0
RESTAURANT				
overall	55.0	38.6	5.0	1.5
location	60.7	30.4	7.2	1.7
variety	52.3	35.3	9.9	2.6
service	59.5	32.2	6.4	2.0
quality	59.2	32.1	7.0	1.6
value for your money	28.9	46.9	18.8	5.4
SHOPPING				
overall	53.2	43.1	3.7	0.0
sufficient shopping places	56.7	36.6	6.3	0.4
locations	54.9	38.2	6.6	0.3
variety	48.7	42.5	8.3	0.5
service	57.7	38.8	3.0	0.5
quality	47.5	45.3	6.2	1.0
value for your money	32.9	51.8	13.1	2.3
local/handmade items	50.1	35.9	12.2	1.7
GOLF				
overall	78.7	20.3	1.0	0.0
locations	82.8	17.2	0.0	0.0
service	75.4	24.6	0.0	0.0
value for your money	47.0	35.7	12.9	4.3
ACTIVITIES/ATTRACTIONS				
overall	75.7	21.2	2.8	0.3
exciting	73.1	23.0	3.9	0.0
variety	73.6	22.9	3.5	0.0
service	70.4	26.2	3.4	0.0
value for your money	43.4	44.8	10.3	1.5
TRANSPORTATION				
overall	58.7	33.4	5.0	2.9
convenience	55.2	33.5	5.8	5.5
cleanliness and comfort	57.9	36.7	5.5	0.0
efficiency	59.9	32.3	4.3	3.5
value for your money	58.9	36.2	1.7	3.2
AIRPORTS				
overall	54.7	39.8	5.5	0.0
signage	56.7	36.1	6.5	0.7
cleanliness and comfort	55.9	38.0	5.8	0.3
ease of getting around	63.1	27.8	8.6	0.5
availability of food	33.5	37.5	24.2	4.8
availability of shopping	38.3	44.5	15.8	1.4
friendliness of workers	57.5	33.3	8.7	0.5
PARKS & BEACHES				
overall	75.1	24.1	0.8	0.0
security	58.3	34.5	5.2	2.1
facility	61.2	31.1	6.9	0.8
cleanliness and comfort	65.0	29.8	4.9	0.3

**Table 3.14 2006 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	82.5	14.3	1.9	1.3
location	83.9	14.7	1.4	0.0
service	77.8	17.5	3.1	1.7
facility	74.3	21.3	4.4	0.0
cleanliness and comfort	80.3	16.6	2.3	0.8
value for your money	66.4	29.6	2.8	1.3
RESTAURANT				
overall	59.9	33.1	7.0	0.0
location	61.1	33.3	3.5	2.1
variety	54.7	34.7	7.7	2.9
service	60.5	33.3	4.8	1.4
quality	63.7	28.7	6.2	1.4
value for your money	32.8	44.8	18.4	4.0
SHOPPING				
overall	56.7	38.4	4.6	0.4
sufficient shopping places	59.2	33.5	5.4	1.9
locations	58.6	31.6	8.0	1.8
variety	48.2	43.9	7.4	0.4
service	62.2	35.2	2.0	0.7
quality	54.9	39.1	5.3	0.7
value for your money	37.8	47.1	12.1	3.1
GOLF				
overall	82.8	15.0	2.1	0.0
locations	77.9	22.1	0.0	0.0
service	79.7	20.3	0.0	0.0
value for your money	62.0	26.6	11.4	0.0
ACTIVITIES/ATTRACTIONS				
overall	78.5	20.3	1.2	0.0
exciting	73.0	26.6	0.3	0.0
variety	75.3	22.4	1.9	0.4
service	74.0	24.1	1.2	0.6
value for your money	44.2	41.9	13.3	0.6
TRANSPORTATION				
overall	68.1	24.0	3.3	4.7
convenience	65.2	19.5	10.7	4.6
cleanliness and comfort	75.6	22.3	2.1	0.0
efficiency	69.1	27.4	3.5	0.0
value for your money	62.8	24.9	9.0	3.2
AIRPORTS				
overall	60.1	37.6	2.3	0.0
signage	63.0	33.0	3.9	0.0
cleanliness and comfort	61.8	33.9	4.0	0.3
ease of getting around	66.5	28.5	4.7	0.3
availability of food	37.2	39.9	21.4	1.6
availability of shopping	42.7	43.0	11.8	2.5
friendliness of workers	71.9	20.1	5.1	2.9
PARKS & BEACHES				
overall	72.2	24.7	3.0	0.0
security	58.6	34.1	6.9	0.3
facility	58.6	36.7	3.7	1.1
cleanliness and comfort	59.7	33.2	6.0	1.0

**Table 3.15 2007 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	83.4	14.1	2.3	0.2
location	80.7	17.2	2.2	0.0
service	81.7	15.3	2.7	0.3
facility	80.0	15.0	3.8	1.2
cleanliness and comfort	80.9	13.1	4.0	2.0
value for your money	60.3	30.8	7.3	1.7
RESTAURANT				
overall	57.9	35.7	5.7	0.6
location	61.0	31.0	6.9	1.1
variety	54.3	36.0	9.2	0.5
service	67.2	27.3	5.0	0.6
quality	60.7	34.7	4.3	0.4
value for your money	30.3	45.0	19.4	5.3
SHOPPING				
overall	50.1	45.5	4.0	0.4
sufficient shopping places	53.1	40.7	5.7	0.4
locations	53.1	38.0	8.0	1.0
variety	48.6	43.3	5.8	2.3
service	61.3	36.3	2.3	0.0
quality	45.7	47.7	6.2	0.5
value for your money	31.9	50.3	15.7	2.0
local/handmade items	50.2	37.8	10.1	2.0
GOLF				
overall	81.5	18.5	0.0	0.0
locations	83.5	16.5	0.0	0.0
service	86.7	13.3	0.0	0.0
value for your money	41.0	42.5	11.4	5.0
ACTIVITIES/ATTRACTIONS				
overall	76.0	21.6	1.6	0.9
exciting	69.6	26.0	4.4	0.0
variety	73.5	23.6	2.6	0.4
service	72.6	25.0	2.5	0.0
value for your money	47.5	40.7	9.4	2.4
TRANSPORTATION				
overall	60.9	30.6	8.5	0.0
convenience	60.4	26.5	13.1	0.0
cleanliness and comfort	59.7	40.3	0.0	0.0
efficiency	55.4	31.7	11.4	1.6
value for your money	61.0	24.7	12.9	1.3
AIRPORTS				
overall	48.1	40.9	9.4	1.7
signage	49.3	36.3	11.9	2.5
cleanliness and comfort	51.1	35.1	11.2	2.7
ease of getting around	53.6	31.0	12.4	3.1
availability of food	21.4	41.7	26.2	10.7
availability of shopping	25.0	45.6	22.8	6.6
friendliness of workers	55.9	33.4	8.9	1.8
PARKS & BEACHES				
overall	79.0	18.9	1.4	0.8
security	63.0	29.8	5.4	1.8
facility	65.8	29.8	3.4	1.1
cleanliness and comfort	65.6	27.8	5.3	1.3

**Table 3.16 2006 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.6	18.1	0.6	1.7
location	78.5	17.3	4.2	0.0
service	72.6	20.9	5.2	1.3
facility	81.1	13.1	5.3	0.5
cleanliness and comfort	78.7	13.6	7.0	0.7
value for your money	60.4	36.1	1.7	1.8
RESTAURANT				
overall	57.3	37.0	4.4	1.2
location	55.7	31.8	9.4	3.0
variety	57.0	35.4	4.1	3.5
service	61.1	35.6	3.4	0.0
quality	62.5	32.7	4.8	0.0
value for your money	33.5	46.7	15.9	4.0
SHOPPING				
overall	51.5	41.4	5.8	1.3
sufficient shopping places	53.1	35.7	9.8	1.4
locations	51.1	32.9	14.7	1.4
variety	47.3	38.1	14.6	0.0
service	54.6	40.9	4.5	0.0
quality	47.3	48.1	4.5	0.0
value for your money	31.6	50.8	13.4	4.2
GOLF				
overall	86.5	13.5	0.0	0.0
locations	85.6	14.4	0.0	0.0
service	75.1	24.9	0.0	0.0
value for your money	48.2	38.5	13.2	0.0
ACTIVITIES/ATTRACTIONS				
overall	69.2	25.4	5.4	0.0
exciting	67.2	27.2	4.5	1.2
variety	67.0	30.1	1.8	1.1
service	68.5	29.3	2.2	0.0
value for your money	48.1	38.6	11.8	1.4
TRANSPORTATION				
overall	50.6	40.8	6.4	2.1
convenience	61.5	28.0	10.5	0.0
cleanliness and comfort	56.7	40.3	3.0	0.0
efficiency	59.7	32.5	7.8	0.0
value for your money	34.5	59.9	2.6	3.0
AIRPORTS				
overall	50.1	43.7	4.1	2.1
signage	46.9	39.4	9.6	4.1
cleanliness and comfort	48.3	39.4	8.9	3.4
ease of getting around	59.5	34.5	3.3	2.7
availability of food	24.5	42.8	24.5	8.2
availability of shopping	29.2	52.2	13.3	5.2
friendliness of workers	58.1	32.4	6.6	2.9
PARKS & BEACHES				
overall	72.8	22.8	3.0	1.4
security	57.4	30.3	7.3	5.0
facility	61.7	28.0	5.8	4.5
cleanliness and comfort	58.6	30.0	7.6	3.8

**Table 3.17 2007 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	43.2	46.9	8.6	1.3
location	48.7	36.6	11.8	2.9
service	27.4	51.4	19.1	2.2
facility	26.3	48.3	21.3	4.2
cleanliness and comfort	35.6	47.2	14.7	2.5
value for your money	29.7	50.8	17.1	2.4
RESTAURANT				
overall	20.8	58.1	19.2	1.9
location	29.5	55.1	14.0	1.4
variety	23.2	50.6	24.2	2.1
service	20.5	54.6	22.2	2.6
quality	17.3	46.3	30.1	6.3
value for your money	12.6	44.3	34.8	8.3
SHOPPING				
overall	37.5	52.5	9.3	0.7
sufficient shopping places	53.9	40.0	5.3	0.8
locations	39.9	50.7	8.8	0.6
variety	39.1	46.7	13.0	1.2
service	25.0	56.3	17.7	1.0
quality	21.2	58.5	19.3	1.1
value for your money	20.4	51.8	25.2	2.5
local/handmade items	21.8	52.1	23.4	2.8
GOLF				
overall	35.6	48.7	15.1	0.6
locations	45.7	43.7	10.2	0.4
service	19.2	49.4	28.2	3.2
value for your money	22.3	37.7	32.6	7.4
ACTIVITIES/ATTRACTIONS				
overall	37.1	53.2	9.0	0.7
exciting	38.5	52.0	8.9	0.6
variety	32.6	52.5	13.9	0.9
service	27.4	54.4	16.9	1.3
value for your money	20.7	50.0	26.0	3.3
TRANSPORTATION				
overall	40.4	47.6	11.1	1.0
convenience	42.7	43.6	12.0	1.6
cleanliness and comfort	30.0	53.6	14.6	1.8
efficiency	30.5	47.1	19.5	2.9
value for your money	40.1	47.2	11.3	1.4
AIRPORTS				
overall	20.3	61.3	17.2	1.2
signage	21.1	59.5	17.9	1.6
cleanliness and comfort	21.5	57.3	19.0	2.2
ease of getting around	16.8	50.4	28.4	4.4
availability of food	9.1	37.0	43.9	10.0
availability of shopping	13.2	44.2	36.0	6.6
friendliness of workers	17.8	56.8	21.1	4.3
PARKS & BEACHES				
overall	48.9	45.4	5.4	0.3
security	41.7	49.1	8.1	1.1
facility	31.0	53.1	14.6	1.2
cleanliness and comfort	37.6	47.8	13.2	1.4

**Table 3.18 2006 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	44.1	45.6	9.0	1.3
location	50.8	35.8	10.5	2.9
service	28.4	50.2	18.0	3.5
facility	26.5	48.0	21.0	4.5
cleanliness and comfort	37.1	46.3	13.6	3.0
value for your money	32.5	49.8	14.9	2.8
RESTAURANT				
overall	22.4	56.7	19.0	2.0
location	29.3	54.4	15.3	1.0
variety	23.7	50.7	23.6	2.0
service	21.3	54.5	21.2	3.0
quality	18.4	47.1	28.5	6.0
value for your money	14.9	47.3	30.5	7.4
SHOPPING				
overall	41.0	49.8	8.7	0.4
sufficient shopping places	54.0	39.4	6.2	0.5
locations	40.3	50.0	9.1	0.5
variety	39.4	46.9	12.5	1.2
service	26.9	56.0	15.7	1.4
quality	27.5	58.0	13.5	0.9
value for your money	22.9	54.6	20.1	2.4
GOLF				
overall	42.3	44.9	11.6	1.3
locations	51.5	38.2	9.7	0.6
service	23.2	46.2	27.6	3.0
value for your money	23.4	39.9	31.0	5.7
ACTIVITIES/ATTRACTIONS				
overall	38.0	51.9	9.2	1.0
exciting	43.1	47.0	8.9	1.0
variety	36.4	49.1	13.3	1.2
service	30.7	51.6	15.9	1.8
value for your money	24.1	47.9	24.5	3.5
TRANSPORTATION				
overall	39.8	48.7	10.3	1.2
convenience	42.0	43.9	12.4	1.7
cleanliness and comfort	30.7	51.7	16.1	1.5
efficiency	31.1	46.2	19.1	3.7
value for your money	40.0	47.5	10.7	1.9
AIRPORTS				
overall	22.1	60.0	16.5	1.4
signage	23.0	57.8	17.3	2.0
cleanliness and comfort	23.7	55.2	18.9	2.2
ease of getting around	18.4	51.8	25.9	3.8
availability of food	11.1	37.6	43.4	7.8
availability of shopping	14.4	44.0	35.7	5.9
friendliness of workers	19.7	54.6	21.1	4.5
PARKS & BEACHES				
overall	49.5	45.0	4.8	0.7
security	42.2	48.6	7.9	1.2
facility	33.0	51.8	14.0	1.2
cleanliness and comfort	39.0	47.3	11.9	1.8

**Table 3.19 2007 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.8	31.2	0.0	0.0
location	76.9	21.5	1.6	0.0
service	39.7	53.9	5.7	0.7
facility	45.4	51.0	3.6	0.0
cleanliness and comfort	57.1	40.1	2.8	0.0
value for your money	38.4	53.2	8.4	0.0
RESTAURANT				
overall	42.8	40.3	16.9	0.0
location	48.4	42.5	8.3	0.7
variety	23.5	48.9	25.3	2.3
service	29.7	55.2	14.4	0.8
quality	23.7	48.1	24.9	3.4
value for your money	21.1	44.3	28.7	5.8
SHOPPING				
overall	25.3	57.6	16.2	0.9
sufficient shopping places	26.3	47.5	25.3	0.9
locations	19.4	64.0	16.6	0.0
variety	22.7	44.4	31.6	1.3
service	19.0	64.6	16.4	0.0
quality	15.9	61.7	21.5	0.9
value for your money	9.8	60.4	25.5	4.3
local/handmade items	19.6	51.5	26.6	2.4
GOLF				
overall	52.3	47.7	0.0	0.0
locations	58.8	41.2	0.0	0.0
service	38.6	58.4	3.0	0.0
value for your money	18.8	40.8	40.4	0.0
ACTIVITIES/ATTRACTIONS				
overall	46.8	46.2	6.9	0.0
exciting	45.5	45.7	8.8	0.0
variety	35.1	46.7	18.2	0.0
service	41.8	46.4	11.8	0.0
value for your money	30.3	48.2	21.5	0.0
TRANSPORTATION				
overall	34.1	46.1	17.5	2.4
convenience	35.4	34.0	25.1	5.5
cleanliness and comfort	27.8	63.7	8.5	0.0
efficiency	25.7	40.4	25.8	8.1
value for your money	36.2	48.6	13.9	1.2
AIRPORTS				
overall	19.8	61.5	17.6	1.1
signage	16.7	61.5	20.6	1.2
cleanliness and comfort	19.0	57.4	23.6	0.0
ease of getting around	19.3	55.2	24.2	1.2
availability of food	12.7	39.5	36.5	11.3
availability of shopping	13.0	44.2	35.2	7.6
friendliness of workers	17.8	59.3	16.7	6.3
PARKS & BEACHES				
overall	53.0	45.7	1.3	0.0
security	40.0	55.9	4.1	0.0
facility	32.4	57.1	10.6	0.0
cleanliness and comfort	41.1	48.6	10.3	0.0

**Table 3.20 2006 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	59.1	35.8	4.7	0.4
location	60.9	30.3	8.4	0.5
service	42.9	43.6	10.2	3.2
facility	45.9	34.2	17.5	2.4
cleanliness and comfort	51.2	37.1	11.3	0.5
value for your money	33.9	41.3	23.8	1.0
RESTAURANT				
overall	23.4	53.6	21.5	1.5
location	29.8	54.0	15.4	0.8
variety	8.9	52.4	37.7	1.0
service	17.0	56.3	24.8	2.0
quality	14.4	49.1	27.7	8.8
value for your money	5.4	54.2	32.8	7.6
SHOPPING				
overall	16.1	61.7	20.3	2.0
sufficient shopping places	21.3	39.4	39.3	0.0
locations	21.8	59.6	18.6	0.0
variety	16.5	51.6	31.4	0.5
service	16.1	65.9	17.9	0.0
quality	19.5	59.1	21.5	0.0
value for your money	14.0	55.3	29.1	1.6
GOLF				
overall	67.7	30.9	1.4	0.0
locations	67.3	27.8	1.4	3.5
service	44.8	35.7	13.9	5.5
value for your money	17.0	53.9	21.1	8.0
ACTIVITIES/ATTRACTIONS				
overall	23.0	62.0	15.0	0.0
exciting	24.4	61.0	13.4	1.1
variety	20.7	58.5	20.8	0.0
service	29.3	52.3	17.2	1.1
value for your money	18.4	55.3	22.8	3.4
TRANSPORTATION				
overall	15.8	44.8	33.1	6.4
convenience	14.1	46.6	27.7	11.6
cleanliness and comfort	17.7	53.2	26.3	2.9
efficiency	11.6	44.2	33.9	10.3
value for your money	16.6	51.7	24.3	7.5
AIRPORTS				
overall	17.4	62.4	20.2	0.0
signage	18.6	54.2	25.4	1.8
cleanliness and comfort	16.2	62.4	20.0	1.5
ease of getting around	13.2	44.2	38.9	3.7
availability of food	0.0	41.3	48.8	9.9
availability of shopping	6.0	41.7	46.9	5.4
friendliness of workers	17.6	55.1	23.7	3.6
PARKS & BEACHES				
overall	46.5	49.1	4.5	0.0
security	45.8	47.5	5.8	0.9
facility	31.4	49.2	18.5	0.9
cleanliness and comfort	39.2	48.5	12.3	0.0

**Table 3.21 2007 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	55.8	37.1	6.3	0.8
location	59.8	33.2	4.0	3.0
service	39.6	46.7	9.9	3.7
facility	40.2	43.8	12.4	3.6
cleanliness and comfort	43.7	44.2	9.3	2.8
value for your money	34.8	50.4	11.6	3.1
RESTAURANT				
overall	25.0	49.2	22.4	3.4
location	40.5	42.1	15.1	2.3
variety	18.2	43.0	31.6	7.2
service	22.1	48.1	26.9	2.9
quality	22.7	37.1	34.9	5.2
value for your money	14.4	41.1	36.7	7.8
SHOPPING				
overall	9.5	57.6	29.4	3.6
sufficient shopping places	10.7	39.7	39.7	9.9
locations	19.2	49.3	24.0	7.5
variety	15.0	34.1	43.0	7.9
service	12.8	53.5	31.2	2.6
quality	9.2	63.7	22.1	4.9
value for your money	9.5	52.2	32.6	5.7
local/handmade items	19.5	50.8	23.3	6.4
GOLF				
overall	67.3	29.6	3.1	0.0
locations	68.7	28.2	3.1	0.0
service	53.2	41.4	4.3	1.1
value for your money	25.8	41.8	29.7	2.6
ACTIVITIES/ATTRACTIONS				
overall	34.8	58.0	4.7	2.5
exciting	36.9	52.9	7.1	3.1
variety	28.3	49.1	19.7	2.9
service	30.5	57.9	8.8	2.8
value for your money	28.1	45.9	21.2	4.8
TRANSPORTATION				
overall	14.8	43.8	32.1	9.2
convenience	10.4	47.9	28.7	13.1
cleanliness and comfort	20.8	48.4	25.3	5.6
efficiency	12.5	42.9	33.9	10.8
value for your money	13.9	47.9	31.5	6.6
AIRPORTS				
overall	18.2	63.9	14.4	3.5
signage	16.4	62.1	17.6	3.9
cleanliness and comfort	20.1	54.8	21.1	3.9
ease of getting around	18.4	53.2	21.7	6.6
availability of food	5.5	26.6	55.1	12.8
availability of shopping	5.4	30.1	48.7	15.9
friendliness of workers	16.5	56.0	23.3	4.2
PARKS & BEACHES				
overall	54.8	39.9	5.3	0.0
security	46.7	46.2	6.0	1.0
facility	37.1	49.5	11.9	1.5
cleanliness and comfort	41.6	48.8	7.9	1.7

**Table 3.22 2006 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	52.8	41.5	5.3	0.4
location	58.4	32.5	8.1	1.0
service	35.3	45.5	17.2	2.1
facility	36.7	49.3	12.8	1.2
cleanliness and comfort	47.1	41.1	10.7	1.1
value for your money	33.3	48.2	16.2	2.3
RESTAURANT				
overall	20.6	50.5	23.0	5.8
location	33.0	49.3	14.6	3.1
variety	20.2	40.9	33.4	5.5
service	21.7	48.9	21.9	7.6
quality	18.5	45.1	28.5	7.8
value for your money	14.9	45.4	28.6	11.1
SHOPPING				
overall	12.1	46.0	36.3	5.5
sufficient shopping places	12.3	35.2	41.9	10.6
locations	19.5	47.5	25.2	7.8
variety	12.8	29.8	45.3	12.1
service	12.3	52.7	31.0	4.0
quality	17.7	43.4	35.1	3.8
value for your money	14.6	39.8	38.3	7.3
GOLF				
overall	45.5	47.3	7.2	0.0
locations	50.2	41.4	8.5	0.0
service	15.5	57.7	15.4	11.4
value for your money	9.5	37.2	38.0	15.3
ACTIVITIES/ATTRACTIONS				
overall	37.7	46.6	15.3	0.4
exciting	34.9	50.9	13.4	0.9
variety	27.1	45.7	24.8	2.4
service	31.5	45.6	21.1	1.8
value for your money	24.2	42.4	29.0	4.5
TRANSPORTATION				
overall	18.4	43.5	30.5	7.6
convenience	11.5	40.1	35.6	12.9
cleanliness and comfort	17.7	57.2	19.2	5.9
efficiency	12.7	44.3	33.2	9.9
value for your money	19.4	48.7	25.2	6.7
AIRPORTS				
overall	18.2	56.2	23.6	2.0
signage	14.9	54.2	26.9	4.0
cleanliness and comfort	19.5	52.3	27.1	1.1
ease of getting around	14.1	57.8	25.6	2.6
availability of food	4.7	26.7	50.8	17.7
availability of shopping	5.7	24.0	52.2	18.1
friendliness of workers	12.1	55.2	23.9	8.7
PARKS & BEACHES				
overall	51.9	40.7	7.3	0.0
security	47.2	42.1	9.4	1.4
facility	35.9	47.6	16.1	0.4
cleanliness and comfort	44.2	44.3	11.0	0.4

**Table 3.23 2007 O'ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	71.3	25.0	2.9	0.8
location	80.8	16.4	2.0	0.7
service	66.1	28.2	3.6	2.1
facility	60.1	32.6	6.5	0.9
cleanliness and comfort	63.3	29.4	5.6	1.7
value for your money	57.0	33.6	7.7	1.8
RESTAURANT				
overall	56.2	39.4	3.4	1.0
location	62.7	33.6	2.8	0.9
variety	60.1	32.5	6.3	1.1
service	59.3	35.7	4.1	0.8
quality	55.3	37.5	5.9	1.4
value for your money	35.0	48.8	13.6	2.6
SHOPPING				
overall	63.3	35.0	1.7	0.0
sufficient shopping places	74.7	23.8	1.3	0.1
locations	71.7	25.6	2.2	0.5
variety	61.9	31.0	6.4	0.7
service	58.4	36.0	5.3	0.3
quality	52.1	42.1	5.7	0.2
value for your money	44.3	44.0	9.9	1.8
local/handmade items	50.0	37.2	9.9	2.9
GOLF				
overall	64.0	28.6	6.2	1.2
locations	73.1	21.0	6.0	0.0
service	63.1	33.7	3.1	0.0
value for your money	34.0	38.6	19.5	7.9
ACTIVITIES/ATTRACTIONS				
overall	66.3	31.0	2.4	0.3
exciting	58.1	37.8	3.8	0.3
variety	65.2	30.7	3.9	0.2
service	63.3	34.0	2.3	0.4
value for your money	41.7	46.0	11.0	1.3
TRANSPORTATION				
overall	68.4	26.4	3.7	1.5
convenience	69.5	24.9	4.6	1.0
cleanliness and comfort	66.6	29.4	4.0	0.0
efficiency	65.9	26.0	6.2	1.8
value for your money	67.0	26.7	5.6	0.7
AIRPORTS				
overall	53.7	40.1	5.4	0.8
signage	54.0	39.1	5.9	1.0
cleanliness and comfort	59.1	34.6	5.7	0.6
ease of getting around	53.7	35.4	9.3	1.6
availability of food	32.8	42.7	19.1	5.4
availability of shopping	34.0	45.5	16.2	4.3
friendliness of workers	57.1	36.4	5.0	1.5
PARKS & BEACHES				
overall	76.5	22.1	1.4	0.0
security	65.5	28.1	5.9	0.5
facility	65.9	28.2	5.7	0.3
cleanliness and comfort	65.1	27.2	6.4	1.3

**Table 3.24 2006 O'ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.9	25.8	3.7	0.6
location	77.7	18.9	3.2	0.2
service	59.3	32.6	6.1	2.0
facility	58.1	32.4	7.8	1.7
cleanliness and comfort	62.2	29.6	5.8	2.4
value for your money	50.2	38.0	9.4	2.4
RESTAURANT				
overall	56.3	37.5	5.3	0.9
location	64.6	31.1	3.6	0.7
variety	56.4	33.8	8.7	1.1
service	56.1	37.0	6.4	0.5
quality	52.1	39.5	7.8	0.6
value for your money	31.6	48.3	15.6	4.5
SHOPPING				
overall	67.6	29.5	2.6	0.3
sufficient shopping places	74.9	23.7	1.1	0.3
locations	71.2	26.7	2.0	0.1
variety	60.5	32.2	6.6	0.7
service	58.8	36.5	4.1	0.6
quality	53.9	41.7	4.1	0.4
value for your money	36.5	51.6	9.9	2.0
GOLF				
overall	60.5	30.6	9.0	0.0
locations	65.6	26.8	5.2	2.3
service	53.4	44.2	2.3	0.0
value for your money	35.6	31.8	32.5	0.0
ACTIVITIES/ATTRACTIONS				
overall	65.3	31.5	2.8	0.4
exciting	58.1	35.8	4.9	1.2
variety	64.7	32.3	2.5	0.6
service	62.1	32.5	5.0	0.4
value for your money	41.3	43.1	13.8	1.8
TRANSPORTATION				
overall	66.1	30.4	3.5	0.0
convenience	65.5	30.4	3.8	0.2
cleanliness and comfort	60.5	34.0	4.8	0.7
efficiency	58.4	32.8	8.0	0.8
value for your money	63.4	28.0	7.5	1.1
AIRPORTS				
overall	56.3	38.1	4.4	1.1
signage	55.6	36.3	6.3	1.8
cleanliness and comfort	59.5	33.6	6.1	0.8
ease of getting around	54.6	34.1	9.8	1.5
availability of food	39.0	35.0	21.2	4.9
availability of shopping	40.0	38.8	17.2	4.0
friendliness of workers	54.7	36.7	7.0	1.5
PARKS & BEACHES				
overall	69.6	26.3	2.4	1.6
security	59.7	31.8	7.1	1.4
facility	56.4	37.5	5.2	0.8
cleanliness and comfort	57.5	32.0	8.1	2.4

**Table 3.25 2007 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.3	19.5	3.1	1.0
location	78.8	17.5	3.1	0.6
service	68.5	25.0	5.2	1.3
facility	66.6	27.5	4.3	1.5
cleanliness and comfort	72.5	21.7	3.9	1.9
value for your money	54.8	35.0	6.5	3.7
RESTAURANT				
overall	49.1	46.8	3.3	0.9
location	58.4	39.7	1.5	0.3
variety	52.7	41.8	4.9	0.5
service	54.3	40.4	4.7	0.7
quality	53.6	40.2	5.6	0.6
value for your money	23.8	55.8	15.5	4.9
SHOPPING				
overall	52.9	43.8	3.3	0.0
sufficient shopping places	60.2	36.6	3.1	0.2
locations	58.2	38.5	3.3	0.0
variety	47.3	45.0	6.7	1.0
service	53.2	42.3	4.4	0.0
quality	46.8	48.8	4.2	0.3
value for your money	31.2	53.9	14.1	0.8
local/handmade items	44.2	39.4	14.6	1.8
GOLF				
overall	73.9	25.4	0.0	0.6
locations	80.5	18.9	0.0	0.6
service	71.8	27.6	0.0	0.6
value for your money	29.3	54.6	11.6	4.4
ACTIVITIES/ATTRACTIONS				
overall	72.2	25.3	2.3	0.2
exciting	66.7	30.6	2.2	0.4
variety	66.7	31.6	1.1	0.7
service	62.7	35.3	1.8	0.2
value for your money	42.1	45.6	10.6	1.7
TRANSPORTATION				
overall	53.6	37.4	4.9	4.1
convenience	52.9	33.6	8.9	4.6
cleanliness and comfort	60.1	35.7	3.2	1.0
efficiency	52.8	34.6	10.5	2.1
value for your money	52.8	31.3	11.9	4.1
AIRPORTS				
overall	41.1	49.1	8.7	1.2
signage	44.2	44.4	9.6	1.8
cleanliness and comfort	43.8	46.5	8.0	1.7
ease of getting around	46.7	42.4	9.9	1.0
availability of food	22.3	39.6	27.9	10.2
availability of shopping	21.9	46.0	23.4	8.7
friendliness of workers	42.9	45.7	8.3	3.1
PARKS & BEACHES				
overall	70.5	26.8	2.7	0.0
security	55.4	37.5	5.8	1.2
facility	59.3	33.1	5.9	1.6
cleanliness and comfort	62.8	29.4	6.0	1.9

**Table 3.26 2006 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	80.5	16.0	2.7	0.8
location	79.0	18.9	1.4	0.7
service	75.6	19.7	3.4	1.2
facility	76.8	19.6	2.6	1.0
cleanliness and comfort	74.7	19.8	4.0	1.5
value for your money	58.8	29.8	9.9	1.5
RESTAURANT				
overall	54.9	40.3	4.6	0.2
location	63.3	33.9	2.4	0.4
variety	55.2	37.4	6.6	0.8
service	58.3	36.4	4.4	1.0
quality	54.0	39.7	5.0	1.3
value for your money	27.9	49.0	21.4	1.7
SHOPPING				
overall	58.2	39.5	2.3	0.0
sufficient shopping places	64.3	30.8	4.9	0.0
locations	61.8	34.8	3.3	0.1
variety	50.9	37.2	9.6	2.3
service	64.0	33.0	2.4	0.6
quality	53.4	41.0	4.5	1.1
value for your money	34.8	50.0	13.2	2.0
GOLF				
overall	73.8	16.1	10.1	0.0
locations	77.9	20.8	1.3	0.0
service	67.9	26.2	5.9	0.0
value for your money	26.4	41.8	19.8	12.0
ACTIVITIES/ATTRACTIONS				
overall	68.0	30.4	1.6	0.0
exciting	63.1	35.3	1.4	0.3
variety	70.0	26.7	2.9	0.4
service	67.3	28.2	4.3	0.2
value for your money	41.5	42.9	13.5	2.1
TRANSPORTATION				
overall	57.5	32.3	5.1	5.1
convenience	54.0	31.2	10.3	4.4
cleanliness and comfort	56.3	33.0	7.4	3.3
efficiency	54.8	33.6	6.4	5.2
value for your money	50.6	39.2	3.9	6.4
AIRPORTS				
overall	53.2	38.2	7.3	1.3
signage	52.8	37.8	7.0	2.3
cleanliness and comfort	50.0	39.7	8.6	1.8
ease of getting around	54.1	35.3	8.6	2.0
availability of food	26.6	37.4	25.5	10.4
availability of shopping	30.6	38.5	20.2	10.6
friendliness of workers	53.2	35.2	5.9	5.7
PARKS & BEACHES				
overall	78.0	19.9	2.1	0.0
security	60.2	32.4	7.1	0.4
facility	61.2	32.2	5.0	1.6
cleanliness and comfort	62.2	30.9	4.9	1.9

**Table 3.27 2007 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.6	18.9	0.9	0.6
location	80.0	18.1	1.9	0.0
service	69.0	25.7	4.3	1.0
facility	67.1	28.5	3.4	1.0
cleanliness and comfort	75.1	20.6	2.7	1.5
value for your money	59.7	32.4	4.8	3.0
RESTAURANT				
overall	49.6	47.4	3.0	0.0
location	60.6	34.6	4.8	0.0
variety	51.0	38.7	9.4	0.9
service	54.4	42.3	3.1	0.3
quality	54.4	40.8	4.8	0.0
value for your money	30.1	46.5	20.7	2.7
SHOPPING				
overall	49.1	44.2	6.7	0.0
sufficient shopping places	48.5	42.2	9.2	0.0
locations	48.1	42.0	9.9	0.0
variety	44.8	43.5	11.7	0.0
service	52.3	44.0	3.8	0.0
quality	42.6	50.2	7.2	0.0
value for your money	30.3	57.2	12.5	0.0
local/handmade items	43.1	45.4	9.7	1.8
GOLF				
overall	85.5	14.5	0.0	0.0
locations	88.3	11.7	0.0	0.0
service	65.9	34.1	0.0	0.0
value for your money	50.5	34.3	8.0	7.2
ACTIVITIES/ATTRACTIONS				
overall	66.3	32.8	0.6	0.3
exciting	62.4	33.9	3.4	0.3
variety	70.3	27.5	1.9	0.3
service	61.5	36.1	2.1	0.3
value for your money	36.3	45.2	16.7	1.8
TRANSPORTATION				
overall	26.2	53.3	4.6	15.9
convenience	26.6	35.8	19.0	18.6
cleanliness and comfort	32.6	53.0	2.1	12.2
efficiency	30.9	42.9	10.1	16.0
value for your money	33.3	26.3	23.4	17.0
AIRPORTS				
overall	41.4	47.7	10.4	0.4
signage	44.1	37.2	15.7	3.0
cleanliness and comfort	54.9	35.3	9.1	0.8
ease of getting around	52.8	32.7	10.2	4.2
availability of food	25.0	41.7	25.5	7.8
availability of shopping	25.9	51.6	20.1	2.4
friendliness of workers	53.0	36.7	8.6	1.7
PARKS & BEACHES				
overall	77.0	20.9	1.1	1.0
security	64.9	27.7	6.6	0.7
facility	63.0	29.2	5.2	2.6
cleanliness and comfort	64.4	25.6	6.9	3.1

**Table 3.28 2006 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.3	18.7	5.0	0.0
location	68.6	24.6	6.8	0.0
service	63.7	31.4	4.9	0.0
facility	66.6	28.1	1.7	3.5
cleanliness and comfort	70.3	21.6	4.8	3.3
value for your money	61.1	26.6	11.3	1.1
RESTAURANT				
overall	50.5	44.2	4.4	0.9
location	54.5	39.6	5.1	0.9
variety	50.9	37.1	10.6	1.5
service	54.0	43.6	1.3	1.1
quality	53.5	38.2	7.9	0.3
value for your money	30.6	40.1	25.7	3.6
SHOPPING				
overall	49.8	47.3	2.9	0.0
sufficient shopping places	57.2	39.9	2.9	0.0
locations	60.3	34.2	5.5	0.0
variety	44.3	46.5	9.2	0.0
service	62.4	35.8	1.8	0.0
quality	54.5	42.5	3.0	0.0
value for your money	36.5	52.4	11.1	0.0
GOLF				
overall	73.1	21.7	2.9	2.4
locations	78.2	19.4	0.0	2.4
service	73.9	21.2	2.5	2.4
value for your money	46.0	34.2	17.4	2.4
ACTIVITIES/ATTRACTIONS				
overall	69.8	28.8	1.4	0.0
exciting	68.3	28.7	3.0	0.0
variety	74.4	24.4	1.2	0.0
service	66.6	31.7	1.7	0.0
value for your money	38.2	51.6	10.2	0.0
TRANSPORTATION				
overall	53.9	22.8	15.2	8.1
convenience	51.0	21.9	11.6	15.6
cleanliness and comfort	60.5	30.5	0.0	9.0
efficiency	49.9	16.3	9.2	24.5
value for your money	57.5	31.5	7.8	3.3
AIRPORTS				
overall	49.4	47.7	2.9	0.0
signage	53.8	40.7	4.5	1.0
cleanliness and comfort	56.1	40.4	2.3	1.2
ease of getting around	61.4	34.1	4.5	0.0
availability of food	30.3	43.0	20.7	5.9
availability of shopping	34.6	44.5	17.3	3.7
friendliness of workers	58.7	35.6	5.0	0.7
PARKS & BEACHES				
overall	66.8	27.6	5.6	0.0
security	63.7	30.7	4.1	1.5
facility	54.2	37.5	5.0	3.3
cleanliness and comfort	52.6	29.8	12.7	4.8

**Table 3.29 2007 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	77.8	21.0	1.3	0.0
location	74.3	21.4	4.3	0.0
service	65.6	29.2	4.3	0.9
facility	67.1	28.8	3.6	0.5
cleanliness and comfort	68.0	25.7	3.8	2.4
value for your money	60.4	31.8	6.5	1.3
RESTAURANT				
overall	47.6	46.3	5.9	0.3
location	45.5	45.0	9.5	0.0
variety	44.3	41.5	13.4	0.8
service	54.5	42.2	3.3	0.0
quality	48.3	44.4	5.8	1.5
value for your money	28.8	43.5	22.4	5.2
SHOPPING				
overall	43.0	47.7	8.1	1.2
sufficient shopping places	45.9	39.7	13.0	1.4
locations	43.5	41.3	14.3	0.9
variety	37.4	46.8	15.0	0.8
service	48.3	48.2	3.5	0.0
quality	39.3	50.0	10.7	0.0
value for your money	30.7	50.7	17.4	1.1
local/handmade items	29.8	51.6	16.0	2.6
GOLF				
overall	86.4	13.6	0.0	0.0
locations	83.8	16.2	0.0	0.0
service	73.3	26.7	0.0	0.0
value for your money	33.2	52.6	9.2	5.0
ACTIVITIES/ATTRACTIONS				
overall	63.1	34.0	1.1	1.7
exciting	59.8	34.0	5.2	0.9
variety	58.8	33.3	6.2	1.7
service	61.3	35.1	3.6	0.0
value for your money	47.0	44.3	7.2	1.4
TRANSPORTATION				
overall	38.5	38.5	16.4	6.5
convenience	53.1	24.4	15.9	6.6
cleanliness and comfort	56.0	36.4	7.6	0.0
efficiency	44.1	36.5	16.1	3.3
value for your money	43.3	40.8	14.4	1.4
AIRPORTS				
overall	39.9	50.0	7.2	2.9
signage	43.2	40.2	11.3	5.3
cleanliness and comfort	44.3	44.5	7.8	3.4
ease of getting around	47.8	34.7	10.5	7.1
availability of food	18.2	35.5	30.9	15.4
availability of shopping	18.9	38.5	32.7	9.8
friendliness of workers	50.4	40.4	6.5	2.7
PARKS & BEACHES				
overall	67.0	23.9	8.4	0.7
security	55.4	31.4	10.5	2.7
facility	56.5	32.9	9.5	1.1
cleanliness and comfort	60.9	26.9	11.6	0.7

**Table 3.30 2006 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	82.4	14.4	2.8	0.4
location	80.9	15.2	3.5	0.4
service	72.5	25.2	1.9	0.4
facility	74.4	21.5	3.6	0.4
cleanliness and comfort	71.5	23.2	3.7	1.7
value for your money	53.8	38.9	5.5	1.8
RESTAURANT				
overall	47.9	44.8	6.5	0.8
location	57.7	28.5	10.3	3.4
variety	52.6	35.9	7.0	4.5
service	57.4	36.5	6.1	0.0
quality	55.8	36.3	6.6	1.3
value for your money	25.7	45.7	26.4	2.2
SHOPPING				
overall	43.4	46.7	7.0	2.8
sufficient shopping places	45.3	37.4	14.6	2.7
locations	42.9	41.2	12.3	3.6
variety	39.4	43.5	14.0	3.2
service	50.3	44.0	4.6	1.1
quality	42.1	48.7	7.7	1.6
value for your money	24.0	53.4	19.5	3.1
GOLF				
overall	68.4	21.8	9.8	0.0
locations	63.6	31.8	4.6	0.0
service	55.6	39.7	0.0	4.7
value for your money	18.6	51.8	20.6	9.0
ACTIVITIES/ATTRACTIONS				
overall	59.1	33.0	7.5	0.4
exciting	47.8	42.4	7.5	2.3
variety	57.8	32.4	5.8	4.0
service	56.8	37.3	5.5	0.4
value for your money	28.9	51.5	14.2	5.4
TRANSPORTATION				
overall	34.8	35.8	10.4	19.0
convenience	29.4	30.8	22.0	17.9
cleanliness and comfort	35.2	55.4	6.9	2.4
efficiency	27.9	42.1	9.0	21.0
value for your money	28.9	40.9	21.7	8.6
AIRPORTS				
overall	44.9	45.1	7.7	2.3
signage	47.7	42.7	6.7	2.9
cleanliness and comfort	47.6	43.8	5.8	2.8
ease of getting around	42.2	47.4	7.1	3.4
availability of food	14.5	35.6	33.8	16.1
availability of shopping	18.0	40.1	23.9	18.0
friendliness of workers	44.9	42.9	7.6	4.6
PARKS & BEACHES				
overall	67.4	22.7	4.9	5.0
security	58.8	29.2	7.3	4.6
facility	52.8	36.5	6.4	4.3
cleanliness and comfort	56.3	29.7	9.0	5.0

**Table 3.31 2007 O'ahu Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	67.1	29.4	3.0	0.5
location	77.0	20.2	2.5	0.4
service	62.1	31.2	5.7	1.0
facility	58.9	32.5	7.0	1.6
cleanliness and comfort	65.8	26.8	6.0	1.4
value for your money	55.5	31.5	11.1	1.9
RESTAURANT				
overall	52.5	41.2	5.6	0.6
location	59.8	36.1	3.6	0.5
variety	52.4	37.4	8.9	1.3
service	59.6	36.0	3.9	0.5
quality	52.6	38.9	7.4	1.0
value for your money	43.6	43.0	11.7	1.7
SHOPPING				
overall	63.4	33.3	3.2	0.1
sufficient shopping places	73.4	24.5	2.0	0.1
locations	68.3	28.8	2.5	0.4
variety	56.4	35.3	7.9	0.4
service	63.2	33.1	3.5	0.2
quality	51.3	41.6	5.7	1.4
value for your money	46.5	42.4	9.4	1.7
local/handmade items	47.4	38.5	10.8	3.3
GOLF				
overall	68.2	21.6	2.1	8.1
locations	69.6	24.5	4.3	1.6
service	58.9	26.7	6.2	8.2
value for your money	42.7	35.8	8.1	13.5
ACTIVITIES/ATTRACTIONS				
overall	59.1	37.4	3.2	0.4
exciting	53.1	40.8	5.6	0.5
variety	57.7	35.3	6.2	0.7
service	56.8	38.8	3.9	0.6
value for your money	44.2	43.1	11.3	1.3
TRANSPORTATION				
overall	59.9	32.5	6.7	0.9
convenience	58.2	32.7	7.1	2.0
cleanliness and comfort	53.8	37.2	7.8	1.3
efficiency	56.4	32.2	9.3	2.1
value for your money	60.8	31.5	6.5	1.2
AIRPORTS				
overall	46.9	45.2	6.5	1.4
signage	46.1	44.4	7.9	1.6
cleanliness and comfort	50.6	41.1	7.5	0.8
ease of getting around	48.2	39.8	10.1	2.0
availability of food	30.4	42.8	22.2	4.6
availability of shopping	30.3	43.6	21.5	4.6
friendliness of workers	52.1	38.1	6.8	2.9
PARKS & BEACHES				
overall	75.1	21.1	3.4	0.3
security	65.1	29.7	3.9	1.2
facility	66.1	29.1	3.5	1.3
cleanliness and comfort	66.2	29.6	3.7	0.5

**Table 3.32 2006 O'ahu Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	67.1	27.8	4.4	0.7
location	72.1	23.5	3.5	0.9
service	62.3	31.1	5.0	1.6
facility	60.3	30.7	7.4	1.5
cleanliness and comfort	66.4	24.4	7.7	1.5
value for your money	49.6	37.2	10.0	3.3
RESTAURANT				
overall	51.3	40.5	7.1	1.0
location	56.3	36.3	6.0	1.4
variety	53.5	35.2	9.2	2.1
service	55.5	38.0	6.1	0.3
quality	51.1	38.1	9.1	1.7
value for your money	38.1	45.8	13.6	2.6
SHOPPING				
overall	61.9	35.4	2.6	0.1
sufficient shopping places	69.6	28.1	1.7	0.5
locations	65.3	31.2	2.8	0.8
variety	56.0	36.2	7.2	0.6
service	59.5	36.8	3.2	0.6
quality	51.9	41.4	5.7	0.9
value for your money	43.4	42.2	11.6	2.9
GOLF				
overall	70.7	24.4	3.6	1.3
locations	65.3	26.3	5.0	3.5
service	59.1	31.9	5.3	3.7
value for your money	48.7	32.6	13.8	4.8
ACTIVITIES/ATTRACTIONS				
overall	57.7	38.1	3.1	1.1
exciting	50.4	43.0	4.9	1.8
variety	52.7	39.9	5.8	1.6
service	52.5	41.6	4.6	1.3
value for your money	39.1	45.7	12.6	2.6
TRANSPORTATION				
overall	59.2	34.9	4.9	1.0
convenience	58.5	34.1	6.2	1.2
cleanliness and comfort	50.9	40.4	7.6	1.1
efficiency	56.0	34.3	8.1	1.7
value for your money	58.5	34.4	5.3	1.8
AIRPORTS				
overall	46.3	46.6	6.2	0.9
signage	46.3	43.9	8.2	1.6
cleanliness and comfort	47.6	44.9	6.8	0.7
ease of getting around	45.8	42.5	10.8	0.9
availability of food	27.4	44.8	22.0	5.8
availability of shopping	26.8	45.9	21.8	5.5
friendliness of workers	48.5	40.8	7.9	2.8
PARKS & BEACHES				
overall	69.8	27.2	2.4	0.6
security	61.8	32.9	4.2	1.1
facility	59.3	35.0	5.1	0.6
cleanliness and comfort	61.7	29.2	7.7	1.4

**Table 3.33 2007 Maui Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.5	26.9	2.0	1.5
location	76.0	21.8	1.8	0.4
service	60.5	34.5	3.7	1.3
facility	59.9	33.3	6.4	0.4
cleanliness and comfort	62.2	30.4	5.9	1.5
value for your money	41.4	45.3	9.7	3.6
RESTAURANT				
overall	40.7	48.6	8.0	2.7
location	51.4	43.7	4.2	0.7
variety	41.9	40.8	14.7	2.6
service	51.4	41.5	5.1	2.0
quality	42.9	46.3	8.5	2.3
value for your money	27.8	51.2	17.2	3.8
SHOPPING				
overall	38.9	53.0	7.2	0.9
sufficient shopping places	47.8	43.2	8.3	0.8
locations	44.8	47.1	7.3	0.8
variety	37.1	46.5	15.3	1.2
service	52.5	39.5	7.2	0.8
quality	36.5	51.1	10.9	1.5
value for your money	32.3	49.0	16.7	2.1
local/handmade items	39.4	40.7	15.5	4.4
GOLF				
overall	68.0	26.0	3.6	2.4
locations	69.0	28.6	0.0	2.5
service	63.0	30.4	4.1	2.4
value for your money	40.9	37.6	17.2	4.3
ACTIVITIES/ATTRACTIONS				
overall	53.9	42.2	3.1	0.8
exciting	53.1	42.6	3.5	0.8
variety	53.7	40.5	5.4	0.4
service	54.4	40.3	4.3	1.1
value for your money	30.3	54.9	12.8	2.1
TRANSPORTATION				
overall	47.0	37.9	11.8	3.3
convenience	40.0	43.1	14.9	2.1
cleanliness and comfort	46.9	43.6	8.6	0.9
efficiency	44.5	42.3	10.9	2.3
value for your money	45.0	40.3	12.9	1.8
AIRPORTS				
overall	34.6	54.6	9.1	1.7
signage	40.6	50.3	8.2	0.9
cleanliness and comfort	38.1	51.2	8.8	1.9
ease of getting around	44.0	45.5	9.0	1.5
availability of food	18.6	41.3	30.6	9.4
availability of shopping	17.0	43.8	31.4	7.8
friendliness of workers	45.4	42.0	8.9	3.7
PARKS & BEACHES				
overall	70.3	27.2	2.5	0.0
security	58.0	34.7	7.3	0.0
facility	53.4	39.8	4.9	1.9
cleanliness and comfort	61.3	31.7	5.9	1.1

**Table 3.34 2006 Maui Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.0	28.2	1.9	0.9
location	68.7	27.2	3.6	0.4
service	58.8	34.7	5.5	1.0
facility	57.8	34.7	6.8	0.7
cleanliness and comfort	64.0	28.6	6.8	0.6
value for your money	41.9	42.6	12.3	3.3
RESTAURANT				
overall	44.0	44.6	9.3	2.1
location	48.2	39.9	11.1	0.8
variety	41.4	42.9	12.5	3.2
service	50.4	40.7	6.0	2.9
quality	46.3	40.8	10.2	2.7
value for your money	24.9	51.7	16.5	7.0
SHOPPING				
overall	40.6	51.9	6.3	1.2
sufficient shopping places	46.7	45.1	7.1	1.1
locations	42.4	50.7	6.0	0.9
variety	36.0	49.2	11.7	3.1
service	51.3	42.5	4.7	1.4
quality	37.9	51.0	9.2	2.0
value for your money	26.9	53.9	15.0	4.2
GOLF				
overall	74.1	22.7	3.2	0.0
locations	80.0	16.8	3.2	0.0
service	82.7	14.0	3.4	0.0
value for your money	43.6	36.2	6.2	14.0
ACTIVITIES/ATTRACTIONS				
overall	57.9	35.7	5.5	1.0
exciting	57.4	34.8	6.4	1.3
variety	57.3	35.8	6.4	0.5
service	56.4	38.5	4.5	0.6
value for your money	32.4	48.1	16.2	3.4
TRANSPORTATION				
overall	35.9	45.6	13.0	5.5
convenience	30.5	47.9	12.2	9.3
cleanliness and comfort	44.5	45.1	10.0	0.3
efficiency	37.1	44.0	11.0	7.9
value for your money	37.8	43.3	14.4	4.5
AIRPORTS				
overall	36.8	54.0	8.7	0.5
signage	43.5	46.2	8.1	2.2
cleanliness and comfort	43.4	43.4	11.9	1.4
ease of getting around	43.7	45.4	7.8	3.1
availability of food	17.6	43.3	34.5	4.6
availability of shopping	16.4	47.0	29.2	7.4
friendliness of workers	44.8	44.7	8.6	1.9
PARKS & BEACHES				
overall	68.4	29.0	1.9	0.7
security	57.8	33.4	5.6	3.2
facility	55.3	37.0	6.6	1.1
cleanliness and comfort	60.1	32.7	5.9	1.2

**Table 3.35 2007 Kaua'i Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.3	27.2	2.6	1.9
location	69.4	26.5	3.6	0.5
service	66.4	28.7	2.4	2.4
facility	65.4	30.0	3.4	1.2
cleanliness and comfort	70.9	23.3	5.0	0.8
value for your money	52.8	35.3	8.2	3.7
RESTAURANT				
overall	45.3	45.7	7.6	1.5
location	44.1	46.8	6.3	2.9
variety	35.7	48.6	14.1	1.7
service	53.7	38.2	7.4	0.7
quality	49.9	38.4	10.8	0.8
value for your money	34.8	52.2	11.1	2.0
SHOPPING				
overall	34.1	54.4	10.7	0.8
sufficient shopping places	38.1	48.1	13.0	0.8
locations	41.3	47.9	8.9	1.8
variety	34.5	46.8	13.7	5.0
service	54.6	38.8	6.6	0.0
quality	39.1	50.0	9.4	1.5
value for your money	43.2	44.8	10.4	1.5
local/handmade items	40.1	37.5	18.0	4.5
GOLF				
overall	73.9	23.2	3.0	0.0
locations	73.8	26.2	0.0	0.0
service	89.1	7.4	3.5	0.0
value for your money	44.4	45.5	10.1	0.0
ACTIVITIES/ATTRACTIONS				
overall	61.0	33.7	5.3	0.0
exciting	61.8	33.2	3.7	1.2
variety	60.7	34.0	4.5	0.8
service	59.0	38.5	2.1	0.3
value for your money	42.8	43.5	12.0	1.7
TRANSPORTATION				
overall	45.7	36.4	10.9	7.1
convenience	44.2	38.2	9.6	8.0
cleanliness and comfort	55.4	32.9	6.9	4.8
efficiency	46.6	35.9	9.4	8.0
value for your money	37.6	48.0	8.1	6.3
AIRPORTS				
overall	39.4	51.2	8.9	0.5
signage	41.6	51.4	6.5	0.5
cleanliness and comfort	48.3	37.3	13.0	1.3
ease of getting around	47.7	42.2	7.5	2.6
availability of food	18.4	44.4	30.1	7.1
availability of shopping	20.2	41.0	33.2	5.6
friendliness of workers	50.4	41.2	5.2	3.2
PARKS & BEACHES				
overall	72.0	26.4	0.8	0.8
security	63.1	32.8	3.2	0.9
facility	60.7	34.6	4.7	0.0
cleanliness and comfort	65.4	30.8	3.8	0.0

**Table 3.36 2006 Kaua'i Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	72.5	19.9	4.7	2.9
location	71.2	16.9	9.5	2.4
service	66.6	25.6	5.8	2.0
facility	62.8	29.0	4.9	3.4
cleanliness and comfort	72.0	20.4	5.4	2.1
value for your money	50.2	34.0	11.3	4.5
RESTAURANT				
overall	41.7	42.9	11.7	3.8
location	46.0	41.3	10.5	2.2
variety	41.7	36.2	19.0	3.2
service	50.4	35.4	13.3	0.9
quality	46.2	38.7	14.0	1.2
value for your money	27.1	49.5	18.3	5.1
SHOPPING				
overall	33.4	54.6	10.2	1.8
sufficient shopping places	40.2	44.6	11.8	3.4
locations	41.1	48.1	9.2	1.5
variety	32.2	47.1	17.4	3.4
service	49.6	46.0	3.9	0.5
quality	36.4	51.0	11.8	0.8
value for your money	26.2	51.2	18.3	4.3
GOLF				
overall	88.6	11.4	0.0	0.0
locations	94.5	5.5	0.0	0.0
service	88.6	11.4	0.0	0.0
value for your money	67.5	18.5	8.0	6.0
ACTIVITIES/ATTRACTIONS				
overall	62.1	31.2	6.0	0.8
exciting	63.4	31.5	3.4	1.7
variety	58.9	32.6	6.0	2.5
service	54.0	38.1	6.4	1.5
value for your money	35.4	45.4	14.5	4.7
TRANSPORTATION				
overall	37.0	37.0	10.3	15.7
convenience	40.2	35.4	10.3	14.0
cleanliness and comfort	44.8	49.8	5.4	0.0
efficiency	42.8	33.3	12.6	11.3
value for your money	42.7	42.1	7.1	8.1
AIRPORTS				
overall	45.3	44.1	7.8	2.8
signage	47.7	41.7	8.3	2.3
cleanliness and comfort	47.9	40.5	8.2	3.4
ease of getting around	53.4	38.4	6.6	1.6
availability of food	21.7	43.0	27.8	7.5
availability of shopping	19.2	41.8	31.1	8.0
friendliness of workers	51.6	39.0	7.1	2.3
PARKS & BEACHES				
overall	69.8	28.2	1.7	0.2
security	52.9	40.1	4.7	2.2
facility	52.0	36.2	10.9	0.9
cleanliness and comfort	56.5	30.1	12.8	0.6

**Table 3.37 2007 Kona Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	63.5	32.5	4.0	0.0
location	76.3	20.8	2.9	0.0
service	56.3	34.9	6.7	2.1
facility	60.5	31.9	4.8	2.8
cleanliness and comfort	62.4	28.6	7.3	1.7
value for your money	39.8	46.5	12.2	1.5
RESTAURANT				
overall	38.4	52.1	9.5	0.0
location	57.6	36.6	3.6	2.3
variety	41.4	43.4	15.2	0.0
service	48.0	43.5	8.5	0.0
quality	47.4	43.8	6.8	2.1
value for your money	25.7	48.6	20.4	5.3
SHOPPING				
overall	29.8	59.4	10.0	0.8
sufficient shopping places	42.6	48.0	8.1	1.3
locations	33.3	54.4	12.3	0.0
variety	32.3	48.3	17.6	1.7
service	50.3	38.8	10.9	0.0
quality	29.8	62.3	6.1	1.8
value for your money	25.6	57.3	15.4	1.7
local/handmade items	36.3	37.0	20.6	6.2
GOLF				
overall	57.7	42.3	0.0	0.0
locations	68.3	31.7	0.0	0.0
service	55.3	44.7	0.0	0.0
value for your money	13.6	58.8	17.1	10.6
ACTIVITIES/ATTRACTIONS				
overall	63.1	34.6	1.5	0.8
exciting	60.8	37.6	1.5	0.0
variety	58.5	34.9	4.3	2.3
service	53.1	39.6	7.3	0.0
value for your money	31.1	47.7	18.8	2.4
TRANSPORTATION				
overall	28.8	41.7	18.9	10.6
convenience	26.7	42.2	24.9	6.2
cleanliness and comfort	37.5	45.7	13.5	3.3
efficiency	34.3	35.0	21.6	9.2
value for your money	23.4	49.5	20.6	6.5
AIRPORTS				
overall	38.3	44.5	13.6	3.7
signage	41.0	40.4	13.2	5.4
cleanliness and comfort	36.4	49.0	9.7	4.9
ease of getting around	42.0	42.8	11.1	4.0
availability of food	10.9	42.3	32.3	14.5
availability of shopping	9.6	38.8	35.7	15.9
friendliness of workers	45.4	37.3	10.7	6.6
PARKS & BEACHES				
overall	66.4	28.0	5.6	0.0
security	61.2	34.2	3.9	0.7
facility	54.8	37.9	5.9	1.4
cleanliness and comfort	57.7	34.8	5.7	1.8

Table 3.38 2006 Kona Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.4	28.4	2.3	0.9
location	65.9	29.5	4.3	0.3
service	59.4	33.6	6.5	0.5
facility	57.3	36.5	6.1	0.0
cleanliness and comfort	65.1	28.7	5.8	0.4
value for your money	50.7	33.3	14.0	2.0
RESTAURANT				
overall	42.3	46.8	8.8	2.2
location	46.5	44.1	7.9	1.4
variety	40.5	42.3	14.5	2.7
service	48.2	42.1	6.7	3.1
quality	48.9	38.4	7.6	5.1
value for your money	31.5	39.4	21.1	7.9
SHOPPING				
overall	39.6	48.1	10.9	1.4
sufficient shopping places	39.4	46.6	12.3	1.7
locations	36.9	50.8	11.6	0.7
variety	36.3	46.1	14.7	2.9
service	51.4	43.9	4.8	0.0
quality	37.8	50.5	11.3	0.5
value for your money	24.0	50.7	19.2	6.1
GOLF				
overall	65.1	30.1	0.0	4.8
locations	86.4	8.9	4.7	0.0
service	73.2	15.5	11.3	0.0
value for your money	35.5	28.9	29.0	6.6
ACTIVITIES/ATTRACTIONS				
overall	61.5	34.0	3.0	1.5
exciting	59.4	33.4	6.7	0.5
variety	51.6	40.6	2.7	5.1
service	52.5	42.2	3.2	2.1
value for your money	36.4	46.3	13.9	3.5
TRANSPORTATION				
overall	34.5	39.3	14.9	11.2
convenience	33.9	41.0	18.1	7.0
cleanliness and comfort	33.0	53.9	9.0	4.1
efficiency	32.0	49.9	10.0	8.2
value for your money	29.8	44.9	19.9	5.4
AIRPORTS				
overall	41.4	45.5	12.5	0.5
signage	38.7	51.4	7.9	2.1
cleanliness and comfort	41.8	42.3	14.2	1.6
ease of getting around	45.0	41.4	10.0	3.7
availability of food	21.1	38.4	29.7	10.9
availability of shopping	21.2	41.2	29.2	8.5
friendliness of workers	42.2	44.4	9.9	3.5
PARKS & BEACHES				
overall	60.1	30.5	8.4	1.0
security	54.7	39.8	5.5	0.0
facility	55.5	32.9	9.8	1.8
cleanliness and comfort	57.7	31.1	10.8	0.4

**Table 3.39 2007 O'ahu Overall Satisfaction Ratings by Lifestyle - U.S. West
[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
ACCOMMODATIONS - overall								
Very satisfied	71.3	53.5	76.4	58.2	69.3	78.5	66.0	73.2
Somewhat satisfied	24.2	26.4	19.8	35.9	25.9	18.9	29.0	22.6
Somewhat dissatisfied	4.0	14.5	3.8	5.0	4.2	2.4	4.4	3.8
Not satisfied at all	0.5	5.6	0.0	0.9	0.5	0.2	0.6	0.4
RESTAURANT - overall								
Very satisfied	57.1	47.7	60.2	46.0	50.9	68.8	51.8	59.0
Somewhat satisfied	39.0	46.3	36.8	48.5	45.0	28.2	45.0	36.9
Somewhat dissatisfied	3.4	6.0	2.4	4.7	3.9	2.8	2.7	3.7
Not satisfied at all	0.4	0.0	0.6	0.8	0.3	0.2	0.5	0.4
SHOPPING - overall								
Very satisfied	67.6	57.4	69.1	65.7	65.6	70.6	68.5	67.3
Somewhat satisfied	29.3	36.2	29.1	31.9	29.1	27.3	29.5	29.3
Somewhat dissatisfied	2.9	6.3	1.6	2.4	5.0	2.1	2.0	3.2
Not satisfied at all	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.2
GOLF - overall								
Very satisfied	69.7	0.0	82.6	50.8	61.4	74.9	66.7	70.3
Somewhat satisfied	25.0	0.0	14.4	21.1	38.6	21.0	13.6	27.4
Somewhat dissatisfied	5.3	0.0	3.0	28.1	0.0	4.1	19.7	2.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	69.3	53.3	68.6	77.2	66.4	68.4	80.3	64.8
Somewhat satisfied	28.8	40.2	29.1	20.7	31.9	30.9	17.7	33.4
Somewhat dissatisfied	1.7	6.6	2.1	2.2	1.7	0.3	2.0	1.5
Not satisfied at all	0.2	0.0	0.2	0.0	0.0	0.4	0.0	0.3
TRANSPORTATION - overall								
Very satisfied	64.0	81.6	64.9	59.4	51.3	75.8	66.0	63.1
Somewhat satisfied	30.3	10.4	30.7	33.3	38.6	22.9	28.3	31.2
Somewhat dissatisfied	3.9	8.0	4.0	4.3	6.3	0.8	4.7	3.4
Not satisfied at all	1.8	0.0	0.5	3.0	3.8	0.5	0.9	2.3
AIRPORTS - overall								
Very satisfied	53.0	45.4	53.9	49.8	47.1	60.6	53.2	52.9
Somewhat satisfied	40.5	48.6	39.8	43.1	44.3	35.1	39.1	41.0
Somewhat dissatisfied	5.4	5.9	5.1	5.3	7.1	4.1	5.2	5.5
Not satisfied at all	1.1	0.0	1.2	1.8	1.6	0.2	2.5	0.6
PARKS & BEACHES - overall								
Very satisfied	73.1	70.0	74.3	77.0	67.8	74.7	78.7	71.0
Somewhat satisfied	23.6	18.9	21.2	22.0	27.3	23.5	18.4	25.5
Somewhat dissatisfied	2.8	11.1	4.0	1.0	3.9	1.1	3.0	2.8
Not satisfied at all	0.5	0.0	0.4	0.0	1.0	0.6	0.0	0.7

**Table 3.40 2007 Maui Overall Satisfaction Ratings by Lifestyle - U.S. West
[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
ACCOMMODATIONS - overall								
Very satisfied	79.6	69.4	81.2	66.4	78.0	86.0	74.6	80.8
Somewhat satisfied	17.4	30.6	16.5	28.9	17.7	11.8	23.1	16.0
Somewhat dissatisfied	2.4	0.0	1.8	4.7	3.2	1.7	1.4	2.6
Not satisfied at all	0.6	0.0	0.4	0.0	1.2	0.5	0.9	0.5
RESTAURANT - overall								
Very satisfied	60.2	54.8	55.6	50.2	66.6	62.9	67.0	58.6
Somewhat satisfied	36.2	40.8	40.9	44.2	29.7	34.3	28.4	38.1
Somewhat dissatisfied	2.9	4.4	3.1	5.6	2.4	1.8	3.7	2.7
Not satisfied at all	0.7	0.0	0.4	0.0	1.2	1.0	0.9	0.7
SHOPPING - overall								
Very satisfied	59.6	51.9	59.2	47.3	60.5	64.7	57.6	60.0
Somewhat satisfied	37.6	40.6	36.2	49.3	39.0	32.8	39.3	37.2
Somewhat dissatisfied	2.7	7.5	4.6	3.5	0.4	2.1	3.1	2.6
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.1
GOLF- overall								
Very satisfied	79.3	74.3	73.8	85.6	100.0	70.3	95.1	77.1
Somewhat satisfied	17.7	25.7	23.3	5.3	0.0	25.8	4.9	19.5
Somewhat dissatisfied	1.9	0.0	3.0	0.0	0.0	2.9	0.0	2.2
Not satisfied at all	1.1	0.0	0.0	9.1	0.0	1.0	0.0	1.3
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	70.0	75.5	65.4	71.4	77.7	65.6	72.6	69.3
Somewhat satisfied	28.2	24.5	31.4	25.3	22.3	32.5	25.1	29.0
Somewhat dissatisfied	1.5	0.0	2.4	3.3	0.0	1.4	1.6	1.5
Not satisfied at all	0.4	0.0	0.8	0.0	0.0	0.5	0.7	0.3
TRANSPORTATION - overall								
Very satisfied	55.7	53.3	40.5	52.0	67.2	55.8	70.0	50.9
Somewhat satisfied	35.4	39.1	55.6	33.3	28.8	29.5	25.7	38.6
Somewhat dissatisfied	7.7	7.7	3.9	7.9	4.1	13.6	2.0	9.6
Not satisfied at all	1.2	0.0	0.0	6.7	0.0	1.1	2.2	0.9
AIRPORTS - overall								
Very satisfied	57.0	57.1	51.9	52.2	59.0	60.9	55.4	57.4
Somewhat satisfied	37.3	32.5	40.7	41.3	38.5	33.2	37.5	37.3
Somewhat dissatisfied	4.9	10.4	5.8	6.4	2.2	5.2	7.1	4.4
Not satisfied at all	0.7	0.0	1.5	0.0	0.4	0.8	0.0	0.9
PARKS & BEACHES - overall								
Very satisfied	78.1	79.3	75.1	81.6	83.0	75.0	87.0	75.9
Somewhat satisfied	19.8	20.7	23.3	17.6	15.0	21.8	12.3	21.7
Somewhat dissatisfied	2.1	0.0	1.7	0.8	2.0	3.2	0.7	2.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.41 2007 Kaua'i Overall Satisfaction Ratings by Lifestyle - U.S. West
[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
ACCOMMODATIONS - overall								
Very satisfied	84.4	89.7	76.3	83.4	86.5	87.8	84.7	84.3
Somewhat satisfied	13.5	6.9	19.6	16.6	11.6	10.7	13.4	13.5
Somewhat dissatisfied	2.0	3.4	4.1	0.0	1.3	1.5	1.1	2.2
Not satisfied at all	0.2	0.0	0.0	0.0	0.6	0.0	0.9	0.0
RESTAURANT - overall								
Very satisfied	52.8	70.1	50.9	47.3	44.9	59.9	49.4	53.5
Somewhat satisfied	41.7	24.9	44.3	39.8	47.4	37.8	39.7	42.1
Somewhat dissatisfied	4.5	5.0	4.8	9.5	5.1	2.3	10.9	3.3
Not satisfied at all	1.0	0.0	0.0	3.3	2.5	0.0	0.0	1.2
SHOPPING - overall								
Very satisfied	50.7	37.1	52.5	34.5	51.1	55.9	56.7	49.5
Somewhat satisfied	42.3	54.0	38.0	59.9	40.2	40.2	38.7	43.0
Somewhat dissatisfied	7.0	9.0	9.6	5.6	8.7	3.9	4.6	7.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF - overall								
Very satisfied	74.9	41.3	78.2	72.6	66.6	79.4	75.5	74.9
Somewhat satisfied	24.1	58.7	21.8	17.5	33.4	20.6	24.5	24.0
Somewhat dissatisfied	1.0	0.0	0.0	9.9	0.0	0.0	0.0	1.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	72.0	81.1	76.8	79.5	70.3	66.0	82.9	69.5
Somewhat satisfied	26.0	18.9	22.4	20.5	27.2	30.4	17.1	28.0
Somewhat dissatisfied	1.5	0.0	0.7	0.0	1.4	3.0	0.0	1.9
Not satisfied at all	0.5	0.0	0.0	0.0	1.1	0.5	0.0	0.6
TRANSPORTATION - overall								
Very satisfied	49.7	22.6	77.0	60.4	26.6	51.0	60.5	46.1
Somewhat satisfied	25.1	77.4	3.5	21.7	37.4	23.8	34.9	21.9
Somewhat dissatisfied	9.7	0.0	4.0	8.7	11.8	14.0	0.0	12.9
Not satisfied at all	15.4	0.0	15.5	9.2	24.1	11.1	4.6	19.0
AIRPORTS - overall								
Very satisfied	55.9	52.5	59.5	46.7	53.0	58.7	52.3	56.7
Somewhat satisfied	37.3	41.1	34.9	46.9	38.8	34.7	40.0	36.8
Somewhat dissatisfied	5.7	6.4	5.7	6.5	5.0	5.8	6.5	5.5
Not satisfied at all	1.1	0.0	0.0	0.0	3.1	0.8	1.2	1.1
PARKS & BEACHES - overall								
Very satisfied	76.5	89.5	79.8	80.9	73.9	72.9	88.3	73.9
Somewhat satisfied	21.8	10.5	18.5	19.1	24.3	24.8	11.7	24.1
Somewhat dissatisfied	1.7	0.0	1.7	0.0	1.8	2.3	0.0	2.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.42 2007 Kona Overall Satisfaction Ratings by Lifestyle - U.S. West
[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
ACCOMMODATIONS - overall								
Very satisfied	76.6	81.4	74.1	66.3	73.8	82.4	63.1	79.3
Somewhat satisfied	20.4	18.6	23.8	31.3	19.5	16.3	34.0	17.8
Somewhat dissatisfied	2.7	0.0	2.1	0.0	6.6	1.3	2.9	2.6
Not satisfied at all	0.3	0.0	0.0	2.4	0.0	0.0	0.0	0.3
RESTAURANT - overall								
Very satisfied	52.0	76.1	45.9	52.2	43.5	60.0	48.7	52.6
Somewhat satisfied	39.2	23.9	46.3	28.5	47.7	33.3	36.2	39.8
Somewhat dissatisfied	6.6	0.0	6.6	9.9	6.5	6.1	10.3	5.9
Not satisfied at all	2.1	0.0	1.2	9.5	2.2	0.7	4.7	1.6
SHOPPING - overall								
Very satisfied	48.3	30.8	44.4	31.7	48.7	55.9	47.5	48.5
Somewhat satisfied	43.8	56.5	48.5	47.6	40.5	41.8	41.2	44.3
Somewhat dissatisfied	7.3	0.0	5.7	20.8	10.7	2.2	11.3	6.4
Not satisfied at all	0.6	12.8	1.5	0.0	0.0	0.0	0.0	0.7
GOLF - overall								
Very satisfied	72.9	0.0	68.3	100.0	67.4	75.2	59.0	74.6
Somewhat satisfied	20.6	0.0	21.2	0.0	22.8	20.9	26.2	20.0
Somewhat dissatisfied	4.8	0.0	0.0	0.0	9.8	4.0	14.8	3.6
Not satisfied at all	1.6	0.0	10.6	0.0	0.0	0.0	0.0	1.8
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	64.3	56.7	74.4	57.2	67.3	58.5	61.6	64.9
Somewhat satisfied	31.6	43.3	23.4	37.9	28.6	36.2	36.8	30.5
Somewhat dissatisfied	4.1	0.0	2.2	4.9	4.1	5.3	1.6	4.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	37.7	0.0	34.0	13.7	50.4	41.9	23.7	42.1
Somewhat satisfied	36.4	100.0	46.7	27.9	34.2	34.8	31.2	38.0
Somewhat dissatisfied	10.9	0.0	4.7	5.8	12.3	16.2	0.0	14.3
Not satisfied at all	15.0	0.0	14.6	52.6	3.1	7.1	45.2	5.6
AIRPORTS - overall								
Very satisfied	48.6	20.3	51.6	37.0	44.0	54.4	35.6	51.3
Somewhat satisfied	41.7	58.3	42.2	38.3	47.3	38.3	47.7	40.5
Somewhat dissatisfied	8.0	0.0	3.8	24.7	8.0	5.7	14.8	6.6
Not satisfied at all	1.6	21.4	2.3	0.0	0.7	1.6	1.9	1.6
PARKS & BEACHES - overall								
Very satisfied	70.7	15.0	64.0	77.7	71.1	74.6	82.6	68.2
Somewhat satisfied	24.0	85.0	28.7	20.3	23.5	19.9	14.2	26.0
Somewhat dissatisfied	4.8	0.0	7.3	2.0	4.4	4.8	3.2	5.2
Not satisfied at all	0.5	0.0	0.0	0.0	1.0	0.7	0.0	0.6

**Table 3.43 2007 O'ahu Overall Satisfaction Ratings by Lifestyle - U.S. East
[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
ACCOMMODATIONS - overall								
Very satisfied	76.6	71.7	79.2	73.3	72.6	81.1	76.5	76.7
Somewhat satisfied	21.2	25.8	18.8	23.9	26.6	15.6	21.3	21.0
Somewhat dissatisfied	1.7	2.4	2.0	2.5	0.2	2.4	1.3	2.1
Not satisfied at all	0.5	0.0	0.0	0.4	0.5	1.0	0.9	0.2
RESTAURANT - overall								
Very satisfied	62.0	60.3	61.5	61.3	59.2	65.4	59.6	64.1
Somewhat satisfied	33.8	39.7	31.2	33.5	36.9	31.5	36.8	31.0
Somewhat dissatisfied	3.8	0.0	7.3	4.4	3.1	2.6	3.6	4.0
Not satisfied at all	0.5	0.0	0.0	0.7	0.7	0.5	0.0	0.9
SHOPPING - overall								
Very satisfied	66.3	63.9	75.1	61.7	65.7	64.3	64.8	67.7
Somewhat satisfied	30.9	36.1	23.2	35.4	30.8	32.7	30.8	31.1
Somewhat dissatisfied	2.2	0.0	1.4	2.9	1.9	3.0	4.0	0.6
Not satisfied at all	0.5	0.0	0.3	0.0	1.5	0.0	0.4	0.6
GOLF - overall								
Very satisfied	76.4	100.0	85.0	80.0	66.2	75.2	83.9	71.8
Somewhat satisfied	19.7	0.0	10.9	15.5	33.8	16.4	12.0	24.5
Somewhat dissatisfied	2.3	0.0	4.1	4.5	0.0	2.2	0.0	3.7
Not satisfied at all	1.6	0.0	0.0	0.0	0.0	6.2	4.2	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	74.3	86.3	81.5	75.1	71.3	70.3	76.3	72.4
Somewhat satisfied	22.9	13.7	16.0	19.9	25.2	28.0	21.3	24.4
Somewhat dissatisfied	2.2	0.0	2.1	4.2	2.1	1.4	1.6	2.8
Not satisfied at all	0.6	0.0	0.3	0.7	1.3	0.2	0.8	0.4
TRANSPORTATION - overall								
Very satisfied	65.6	71.7	67.0	60.8	58.0	72.6	67.5	63.5
Somewhat satisfied	29.7	28.3	28.1	34.7	33.5	25.2	28.4	31.1
Somewhat dissatisfied	3.2	0.0	3.5	4.5	4.1	2.3	3.4	3.0
Not satisfied at all	1.5	0.0	1.3	0.0	4.5	0.0	0.7	2.3
AIRPORTS - overall								
Very satisfied	60.7	61.7	65.1	54.6	57.5	63.8	58.2	62.8
Somewhat satisfied	34.5	35.6	30.5	41.7	37.7	30.4	37.5	31.9
Somewhat dissatisfied	3.8	2.7	3.9	3.0	3.3	4.9	2.8	4.7
Not satisfied at all	0.9	0.0	0.6	0.7	1.5	0.9	1.4	0.5
PARKS & BEACHES - overall								
Very satisfied	75.7	78.8	77.3	73.2	74.4	76.8	74.9	76.4
Somewhat satisfied	21.0	18.5	19.5	22.4	23.2	19.5	20.8	21.2
Somewhat dissatisfied	2.4	2.7	2.3	3.6	1.3	2.7	3.2	1.6
Not satisfied at all	0.9	0.0	0.8	0.7	1.1	1.0	1.1	0.7

**Table 3.44 2007 Maui Overall Satisfaction Ratings by Lifestyle - U.S. East
[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
ACCOMMODATIONS - overall								
Very satisfied	79.7	82.1	75.3	78.9	77.2	84.8	82.3	77.3
Somewhat satisfied	17.3	15.9	22.2	17.6	19.6	12.0	14.2	20.3
Somewhat dissatisfied	2.2	2.0	1.9	3.5	2.4	1.9	2.8	1.7
Not satisfied at all	0.7	0.0	0.6	0.0	0.8	1.2	0.8	0.7
RESTAURANT - overall								
Very satisfied	63.5	72.2	65.9	51.4	62.8	64.5	60.1	66.7
Somewhat satisfied	33.6	27.8	29.6	47.5	33.3	33.3	35.7	31.6
Somewhat dissatisfied	2.1	0.0	4.5	1.1	2.0	1.5	3.5	0.8
Not satisfied at all	0.8	0.0	0.0	0.0	1.8	0.7	0.7	0.9
SHOPPING - overall								
Very satisfied	65.2	63.7	68.6	48.3	64.6	69.8	65.9	64.5
Somewhat satisfied	31.6	33.2	25.5	49.3	32.4	28.3	31.2	32.1
Somewhat dissatisfied	2.8	3.1	5.2	2.3	2.2	2.0	2.9	2.8
Not satisfied at all	0.4	0.0	0.6	0.0	0.8	0.0	0.0	0.7
GOLF - overall								
Very satisfied	77.6	88.6	89.3	51.0	79.4	70.0	78.1	77.3
Somewhat satisfied	17.6	0.0	10.7	49.0	20.6	17.2	15.2	19.0
Somewhat dissatisfied	3.6	11.4	0.0	0.0	0.0	9.1	6.6	1.9
Not satisfied at all	1.2	0.0	0.0	0.0	0.0	3.7	0.0	1.9
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	74.6	79.7	78.8	69.4	76.1	70.7	76.3	72.9
Somewhat satisfied	23.0	15.7	17.2	29.3	21.4	28.4	20.6	25.4
Somewhat dissatisfied	2.1	4.6	3.2	1.2	2.0	1.0	2.8	1.4
Not satisfied at all	0.3	0.0	0.8	0.0	0.5	0.0	0.3	0.3
TRANSPORTATION - overall								
Very satisfied	59.5	62.4	55.0	25.4	52.7	72.7	68.0	47.9
Somewhat satisfied	30.9	37.6	40.8	55.0	37.3	15.3	24.3	39.9
Somewhat dissatisfied	6.7	0.0	2.1	19.5	8.6	6.3	7.1	6.2
Not satisfied at all	2.9	0.0	2.1	0.0	1.4	5.7	0.6	6.0
AIRPORTS - overall								
Very satisfied	57.0	56.1	52.2	45.1	58.3	63.3	57.8	56.3
Somewhat satisfied	33.5	32.0	38.4	38.8	33.0	29.3	33.1	33.9
Somewhat dissatisfied	6.8	11.9	6.5	14.2	4.4	5.5	6.5	7.1
Not satisfied at all	2.6	0.0	2.8	2.0	4.4	1.8	2.6	2.7
PARKS & BEACHES - overall								
Very satisfied	79.1	88.3	77.7	79.8	77.4	78.9	80.4	77.8
Somewhat satisfied	18.4	10.0	18.9	18.9	19.3	19.3	16.7	20.1
Somewhat dissatisfied	1.6	1.7	2.7	1.3	1.3	1.2	1.8	1.4
Not satisfied at all	1.0	0.0	0.6	0.0	2.1	0.6	1.2	0.7

**Table 3.45 2007 Kaua'i Overall Satisfaction Ratings by Lifestyle - U.S. East
[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
ACCOMMODATIONS - overall								
Very satisfied	80.5	85.1	82.0	79.6	70.8	89.2	79.4	81.2
Somewhat satisfied	17.7	14.9	13.6	16.4	27.6	10.8	18.7	17.0
Somewhat dissatisfied	1.5	0.0	4.4	4.0	0.7	0.0	2.0	1.3
Not satisfied at all	0.3	0.0	0.0	0.0	0.8	0.0	0.0	0.5
RESTAURANT - overall								
Very satisfied	55.0	61.9	42.0	51.6	55.9	63.4	65.2	48.3
Somewhat satisfied	38.6	38.1	45.7	37.7	36.5	35.9	28.3	45.4
Somewhat dissatisfied	5.0	0.0	10.0	5.2	7.0	0.0	3.9	5.7
Not satisfied at all	1.5	0.0	2.3	5.5	0.6	0.7	2.6	0.7
SHOPPING - overall								
Very satisfied	53.2	47.5	56.2	44.8	51.6	57.3	59.1	48.9
Somewhat satisfied	43.1	47.9	37.9	53.0	43.8	41.7	38.4	46.5
Somewhat dissatisfied	3.7	4.6	6.0	2.2	4.7	1.0	2.4	4.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF - overall								
Very satisfied	78.7	0.0	78.2	68.5	77.0	95.7	85.9	75.3
Somewhat satisfied	20.3	100.0	21.8	31.5	23.0	0.0	14.1	23.3
Somewhat dissatisfied	1.0	0.0	0.0	0.0	0.0	4.3	0.0	1.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	75.7	84.7	77.2	84.6	76.4	67.6	81.0	71.9
Somewhat satisfied	21.2	15.3	19.0	15.4	21.7	26.2	16.9	24.2
Somewhat dissatisfied	2.8	0.0	3.7	0.0	0.9	6.2	2.1	3.4
Not satisfied at all	0.3	0.0	0.0	0.0	0.9	0.0	0.0	0.5
TRANSPORTATION - overall								
Very satisfied	58.7	0.0	50.5	69.9	63.8	63.4	72.4	38.2
Somewhat satisfied	33.4	41.0	40.7	30.1	27.6	36.6	24.1	47.5
Somewhat dissatisfied	5.0	59.0	0.0	0.0	4.2	0.0	3.6	7.1
Not satisfied at all	2.9	0.0	8.9	0.0	4.4	0.0	0.0	7.2
AIRPORTS - overall								
Very satisfied	54.7	55.9	57.7	55.2	53.3	53.3	55.4	54.2
Somewhat satisfied	39.8	39.6	32.7	40.5	41.3	43.6	38.0	41.0
Somewhat dissatisfied	5.5	4.5	9.6	4.3	5.3	3.1	6.6	4.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PARKS & BEACHES - overall								
Very satisfied	75.1	74.4	84.5	82.3	74.8	65.3	79.8	71.8
Somewhat satisfied	24.1	21.1	15.5	17.7	23.9	34.7	19.1	27.6
Somewhat dissatisfied	0.8	4.5	0.0	0.0	1.3	0.0	1.0	0.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.46 2007 Kona Overall Satisfaction Ratings by Lifestyle - U.S. East
[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
ACCOMMODATIONS - overall								
Very satisfied	83.4	78.9	82.3	82.5	80.3	87.1	84.2	82.9
Somewhat satisfied	14.1	21.1	14.7	17.5	15.2	11.3	13.4	14.5
Somewhat dissatisfied	2.3	0.0	3.0	0.0	4.5	1.0	2.5	2.2
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.4
RESTAURANT - overall								
Very satisfied	57.9	64.1	38.6	58.8	63.0	64.1	54.5	60.3
Somewhat satisfied	35.7	22.2	49.2	41.2	32.4	31.0	38.6	33.8
Somewhat dissatisfied	5.7	13.6	12.2	0.0	4.6	3.2	6.9	4.9
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	1.7	0.0	1.1
SHOPPING - overall								
Very satisfied	50.1	53.5	43.8	44.7	41.0	61.8	47.5	52.0
Somewhat satisfied	45.5	46.5	56.2	51.1	50.0	34.5	46.7	44.6
Somewhat dissatisfied	4.0	0.0	0.0	4.2	9.0	2.7	5.8	2.8
Not satisfied at all	0.4	0.0	0.0	0.0	0.0	1.0	0.0	0.6
GOLF - overall								
Very satisfied	81.5	0.0	51.9	68.8	100.0	89.1	82.5	81.0
Somewhat satisfied	18.5	0.0	48.1	31.2	0.0	10.9	17.5	19.0
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
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	76.0	63.8	69.4	79.9	76.9	79.4	80.1	73.0
Somewhat satisfied	21.6	36.2	25.5	20.1	21.0	18.5	17.1	24.7
Somewhat dissatisfied	1.6	0.0	2.4	0.0	2.1	1.2	1.5	1.6
Not satisfied at all	0.9	0.0	2.6	0.0	0.0	1.0	1.3	0.6
TRANSPORTATION - overall								
Very satisfied	60.9	100.0	70.3	73.4	45.4	58.8	52.4	67.9
Somewhat satisfied	30.6	0.0	29.7	26.6	30.9	35.4	38.0	24.5
Somewhat dissatisfied	8.5	0.0	0.0	0.0	23.7	5.8	9.6	7.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AIRPORTS - overall								
Very satisfied	48.1	36.9	42.1	62.6	44.9	51.3	49.2	47.3
Somewhat satisfied	40.9	40.8	44.9	33.7	42.3	39.3	38.3	42.6
Somewhat dissatisfied	9.4	22.2	10.2	3.7	9.9	8.7	9.6	9.3
Not satisfied at all	1.7	0.0	2.8	0.0	2.9	0.7	2.9	0.8
PARKS & BEACHES - overall								
Very satisfied	79.0	91.9	71.0	78.7	82.7	79.5	77.8	79.7
Somewhat satisfied	18.9	8.1	25.4	21.3	14.5	19.1	20.6	17.7
Somewhat dissatisfied	1.4	0.0	1.2	0.0	2.8	0.7	1.5	1.3
Not satisfied at all	0.8	0.0	2.3	0.0	0.0	0.8	0.0	1.3

Table 3.47 2007 O'ahu Overall Satisfaction Ratings by Lifestyle - Japan
[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
ACCOMMODATIONS - overall								
Very satisfied	43.2	58.8	46.2	40.3	38.1	41.3	44.1	42.5
Somewhat satisfied	46.9	35.3	45.2	49.0	51.7	47.1	45.0	48.5
Somewhat dissatisfied	8.6	4.9	6.6	9.7	8.5	10.5	9.4	7.9
Not satisfied at all	1.3	1.0	2.0	1.0	1.6	1.0	1.6	1.1
RESTAURANT - overall								
Very satisfied	20.8	23.4	18.4	26.9	20.0	17.9	20.2	21.3
Somewhat satisfied	58.1	57.4	59.3	55.2	59.5	58.2	56.4	59.4
Somewhat dissatisfied	19.2	18.4	19.6	16.7	18.3	21.9	21.6	17.4
Not satisfied at all	1.9	0.8	2.6	1.2	2.1	2.1	1.8	1.9
SHOPPING - overall								
Very satisfied	37.5	49.0	34.4	50.7	35.6	27.3	37.5	37.5
Somewhat satisfied	52.5	44.4	55.2	43.1	53.8	59.4	52.2	52.7
Somewhat dissatisfied	9.3	6.5	9.3	5.9	9.7	12.3	9.5	9.1
Not satisfied at all	0.7	0.2	1.1	0.3	0.8	0.9	0.8	0.6
GOLF - overall								
Very satisfied	35.6	39.5	37.5	44.6	35.0	32.7	34.9	35.8
Somewhat satisfied	48.7	37.1	50.1	48.9	49.7	49.4	45.3	50.0
Somewhat dissatisfied	15.1	23.5	12.4	6.4	15.3	16.3	19.8	13.4
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	1.6	0.0	0.8
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	37.1	51.7	37.5	47.3	29.5	29.8	40.8	33.8
Somewhat satisfied	53.2	42.2	52.3	45.8	59.7	58.1	49.4	56.6
Somewhat dissatisfied	9.0	5.1	9.3	6.5	10.2	11.4	9.1	8.9
Not satisfied at all	0.7	1.0	0.9	0.4	0.6	0.7	0.7	0.7
TRANSPORTATION - overall								
Very satisfied	40.4	51.4	41.7	42.3	35.5	37.8	45.0	36.6
Somewhat satisfied	47.6	38.8	44.7	46.2	49.4	52.6	44.8	49.8
Somewhat dissatisfied	11.1	9.2	11.9	10.5	13.8	9.2	9.5	12.4
Not satisfied at all	1.0	0.7	1.6	1.0	1.3	0.4	0.7	1.2
AIRPORTS - overall								
Very satisfied	20.3	28.1	19.8	22.1	17.3	18.8	20.3	20.3
Somewhat satisfied	61.3	57.5	63.4	63.0	61.7	60.1	62.3	60.5
Somewhat dissatisfied	17.2	13.7	16.0	13.2	19.6	19.7	16.3	17.9
Not satisfied at all	1.2	0.7	0.7	1.7	1.4	1.4	1.1	1.4
PARKS & BEACHES - overall								
Very satisfied	48.9	60.6	51.5	57.3	40.9	44.4	54.3	44.6
Somewhat satisfied	45.4	35.5	42.2	39.4	52.0	49.2	40.9	49.0
Somewhat dissatisfied	5.4	3.6	5.7	3.1	6.9	6.0	4.6	6.0
Not satisfied at all	0.3	0.3	0.6	0.3	0.2	0.4	0.3	0.4

Table 3.48 2007 Maui Overall Satisfaction Ratings by Lifestyle - Japan
[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
ACCOMMODATIONS - overall								
Very satisfied	68.8	93.5	81.8	65.4	58.3	67.9	61.7	72.1
Somewhat satisfied	31.2	6.5	18.2	34.6	41.7	32.1	38.3	27.9
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
RESTAURANT - overall								
Very satisfied	42.8	60.2	48.2	45.7	22.2	54.5	47.2	40.4
Somewhat satisfied	40.3	39.8	51.8	19.4	57.3	25.4	31.1	45.3
Somewhat dissatisfied	16.9	0.0	0.0	34.9	20.5	20.1	21.6	14.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	25.3	64.4	37.7	39.9	8.5	21.1	34.6	20.9
Somewhat satisfied	57.6	35.6	48.5	25.6	72.8	64.4	51.4	60.6
Somewhat dissatisfied	16.2	0.0	6.9	34.5	18.7	14.5	13.9	17.2
Not satisfied at all	0.9	0.0	6.9	0.0	0.0	0.0	0.0	1.3
GOLF - overall								
Very satisfied	52.3	0.0	28.1	100.0	83.2	30.3	0.0	56.4
Somewhat satisfied	47.7	100.0	71.9	0.0	16.8	69.7	100.0	43.6
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
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	46.8	52.6	58.6	49.6	41.0	43.5	53.7	44.1
Somewhat satisfied	46.2	47.4	34.5	50.4	50.9	45.4	39.1	49.1
Somewhat dissatisfied	6.9	0.0	6.9	0.0	8.1	11.1	7.2	6.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	34.1	37.0	34.6	28.8	27.1	42.6	34.3	33.9
Somewhat satisfied	46.1	63.0	42.1	35.4	57.2	34.0	57.1	38.9
Somewhat dissatisfied	17.5	0.0	7.8	35.8	15.7	23.3	8.6	23.3
Not satisfied at all	2.4	0.0	15.5	0.0	0.0	0.0	0.0	3.9
AIRPORTS - overall								
Very satisfied	19.8	31.1	22.9	28.9	18.3	13.7	17.0	21.0
Somewhat satisfied	61.5	68.9	47.3	46.7	73.1	59.9	62.2	61.2
Somewhat dissatisfied	17.6	0.0	29.8	24.4	6.9	24.7	20.8	16.1
Not satisfied at all	1.1	0.0	0.0	0.0	1.7	1.8	0.0	1.7
PARKS & BEACHES - overall								
Very satisfied	53.0	66.7	80.6	53.9	37.9	52.3	43.9	57.5
Somewhat satisfied	45.7	33.3	19.4	46.1	62.1	43.7	56.1	40.6
Somewhat dissatisfied	1.3	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

Table 3.49 2007 Kona Overall Satisfaction Ratings by Lifestyle - Japan
[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
ACCOMMODATIONS - overall								
Very satisfied	55.8	58.5	55.1	51.4	62.3	48.4	57.1	55.0
Somewhat satisfied	37.1	35.7	41.2	37.5	34.1	38.3	37.9	36.6
Somewhat dissatisfied	6.3	5.8	3.7	11.1	3.6	10.2	4.4	7.6
Not satisfied at all	0.8	0.0	0.0	0.0	0.0	3.1	0.7	0.9
RESTAURANT - overall								
Very satisfied	25.0	20.3	29.5	36.9	30.3	12.9	23.6	25.8
Somewhat satisfied	49.2	57.6	45.5	41.1	45.9	54.7	48.3	49.8
Somewhat dissatisfied	22.4	22.0	25.0	22.0	18.0	26.3	24.4	21.0
Not satisfied at all	3.4	0.0	0.0	0.0	5.9	6.1	3.6	3.3
SHOPPING - overall								
Very satisfied	9.5	2.0	6.3	6.4	15.2	9.0	9.3	9.6
Somewhat satisfied	57.6	66.9	51.6	70.0	51.4	61.2	59.4	56.5
Somewhat dissatisfied	29.4	22.9	40.8	11.4	32.8	26.1	27.7	30.4
Not satisfied at all	3.6	8.2	1.4	12.2	0.5	3.7	3.6	3.6
GOLF - overall								
Very satisfied	67.3	0.0	51.4	0.0	86.3	69.0	41.8	70.1
Somewhat satisfied	29.6	100.0	36.2	0.0	13.7	31.0	58.2	26.5
Somewhat dissatisfied	3.1	0.0	12.4	0.0	0.0	0.0	0.0	3.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	34.8	50.6	24.3	53.6	34.8	23.4	35.1	34.5
Somewhat satisfied	58.0	49.4	64.6	46.4	52.6	71.7	56.8	58.9
Somewhat dissatisfied	4.7	0.0	4.6	0.0	8.2	4.8	4.5	4.9
Not satisfied at all	2.5	0.0	6.5	0.0	4.4	0.0	3.6	1.6
TRANSPORTATION - overall								
Very satisfied	14.8	26.0	12.7	32.5	11.9	8.5	21.8	10.0
Somewhat satisfied	43.8	47.7	39.6	20.6	36.8	60.5	50.4	39.2
Somewhat dissatisfied	32.1	14.3	40.5	32.7	40.9	24.7	15.4	43.7
Not satisfied at all	9.2	12.0	7.2	14.3	10.5	6.3	12.4	7.1
AIRPORTS - overall								
Very satisfied	18.2	18.1	10.6	30.3	16.6	21.3	18.1	18.2
Somewhat satisfied	63.9	73.3	66.4	65.9	62.0	58.8	65.1	63.1
Somewhat dissatisfied	14.4	8.7	13.1	0.0	20.0	16.6	16.7	12.9
Not satisfied at all	3.5	0.0	10.0	3.7	1.4	3.3	0.0	5.8
PARKS & BEACHES - overall								
Very satisfied	54.8	63.7	44.1	82.1	51.5	53.0	67.3	46.1
Somewhat satisfied	39.9	36.3	46.5	17.9	42.9	40.6	29.7	47.1
Somewhat dissatisfied	5.3	0.0	9.3	0.0	5.6	6.4	3.1	6.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 3.50 2007 O'ahu Overall Satisfaction Ratings by Lifestyle - Canada
[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
ACCOMMODATIONS - overall								
Very satisfied	71.3	73.3	80.5	68.7	71.8	67.1	67.1	74.3
Somewhat satisfied	25.0	19.9	14.3	27.5	26.5	28.5	28.0	22.8
Somewhat dissatisfied	2.9	6.8	3.4	3.3	1.6	3.4	4.0	2.2
Not satisfied at all	0.8	0.0	1.9	0.5	0.0	1.1	0.9	0.7
RESTAURANT - overall								
Very satisfied	56.2	56.0	52.1	53.5	56.1	59.5	48.5	61.8
Somewhat satisfied	39.4	40.2	43.7	44.6	40.0	34.5	46.9	34.0
Somewhat dissatisfied	3.4	3.8	2.1	1.9	3.5	4.6	3.5	3.3
Not satisfied at all	1.0	0.0	2.2	0.0	0.4	1.4	1.1	0.9
SHOPPING - overall								
Very satisfied	63.3	73.0	57.6	67.4	58.0	68.7	60.1	65.6
Somewhat satisfied	35.0	27.0	40.8	28.3	40.2	30.7	37.9	32.8
Somewhat dissatisfied	1.7	0.0	1.6	4.3	1.8	0.7	2.0	1.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF - overall								
Very satisfied	64.0	100.0	86.9	100.0	44.5	55.0	45.9	75.5
Somewhat satisfied	28.6	0.0	7.8	0.0	47.2	34.3	43.8	18.9
Somewhat dissatisfied	6.2	0.0	5.4	0.0	4.9	10.7	7.2	5.6
Not satisfied at all	1.2	0.0	0.0	0.0	3.4	0.0	3.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	66.3	76.9	63.8	78.6	60.7	66.3	64.7	67.7
Somewhat satisfied	31.0	23.1	33.1	21.4	35.0	31.3	32.6	29.7
Somewhat dissatisfied	2.4	0.0	3.1	0.0	3.3	2.4	2.0	2.6
Not satisfied at all	0.3	0.0	0.0	0.0	0.9	0.0	0.6	0.0
TRANSPORTATION - overall								
Very satisfied	68.4	52.3	67.6	57.8	62.8	79.6	60.4	74.1
Somewhat satisfied	26.4	33.2	25.2	36.5	31.9	17.5	34.8	20.5
Somewhat dissatisfied	3.7	14.5	4.9	3.6	3.2	2.3	4.8	2.9
Not satisfied at all	1.5	0.0	2.2	2.1	2.1	0.5	0.0	2.6
AIRPORTS - overall								
Very satisfied	53.7	42.8	51.8	47.2	50.2	61.5	49.6	56.7
Somewhat satisfied	40.1	30.9	45.8	48.5	42.7	31.8	43.2	37.7
Somewhat dissatisfied	5.4	21.6	1.9	3.0	6.3	6.2	6.8	4.4
Not satisfied at all	0.8	4.8	0.5	1.4	0.7	0.5	0.4	1.2
PARKS & BEACHES - overall								
Very satisfied	76.5	75.3	72.1	85.4	69.1	81.5	75.8	76.9
Somewhat satisfied	22.1	24.7	24.3	13.2	29.9	17.7	22.0	22.2
Somewhat dissatisfied	1.4	0.0	3.6	1.4	1.0	0.8	2.2	0.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 3.51 2007 Maui Overall Satisfaction Ratings by Lifestyle - Canada
[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
ACCOMMODATIONS - overall								
Very satisfied	76.3	73.7	73.0	78.4	76.3	79.0	76.8	76.0
Somewhat satisfied	19.5	23.7	21.2	19.7	18.8	17.4	22.2	17.5
Somewhat dissatisfied	3.1	2.6	1.8	1.9	4.9	3.0	0.7	4.9
Not satisfied at all	1.0	0.0	4.0	0.0	0.0	0.6	0.3	1.5
RESTAURANT - overall								
Very satisfied	49.1	51.5	37.7	38.8	55.7	57.1	46.7	50.8
Somewhat satisfied	46.8	47.1	59.2	56.1	41.4	35.8	51.4	43.5
Somewhat dissatisfied	3.3	1.4	3.0	5.1	1.9	4.7	1.3	4.7
Not satisfied at all	0.9	0.0	0.0	0.0	1.0	2.4	0.6	1.1
SHOPPING - overall								
Very satisfied	52.9	53.1	52.4	54.0	48.0	59.1	51.7	53.8
Somewhat satisfied	43.8	38.6	47.6	43.5	45.5	39.6	44.2	43.5
Somewhat dissatisfied	3.3	8.3	0.0	2.5	6.5	1.3	4.1	2.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF - overall								
Very satisfied	73.9	100.0	57.4	82.5	82.8	71.9	81.7	71.4
Somewhat satisfied	25.4	0.0	42.6	17.5	15.7	28.1	18.3	27.8
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.6	0.0	0.0	0.0	1.6	0.0	0.0	0.8
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	72.2	57.4	64.8	79.3	82.0	64.8	73.3	71.3
Somewhat satisfied	25.3	38.1	32.1	20.7	14.4	33.6	25.1	25.5
Somewhat dissatisfied	2.3	4.5	2.2	0.0	3.6	1.6	1.2	3.2
Not satisfied at all	0.2	0.0	0.9	0.0	0.0	0.0	0.5	0.0
TRANSPORTATION - overall								
Very satisfied	53.6	22.0	46.5	51.9	60.1	58.2	53.5	53.7
Somewhat satisfied	37.4	69.1	29.8	33.4	38.0	35.5	36.4	38.4
Somewhat dissatisfied	4.9	8.9	19.4	3.8	1.0	2.0	4.9	4.9
Not satisfied at all	4.1	0.0	4.4	10.9	1.0	4.3	5.1	3.0
AIRPORTS - overall								
Very satisfied	41.1	44.5	24.4	54.0	45.3	41.9	46.0	37.4
Somewhat satisfied	49.1	51.3	59.3	38.8	46.2	49.3	46.0	51.4
Somewhat dissatisfied	8.7	4.2	15.7	7.2	6.1	7.5	8.0	9.2
Not satisfied at all	1.2	0.0	0.5	0.0	2.3	1.3	0.0	2.0
PARKS & BEACHES - overall								
Very satisfied	70.5	85.4	63.3	72.4	70.2	72.1	73.4	68.4
Somewhat satisfied	26.8	14.6	36.7	27.6	22.8	26.0	25.1	28.0
Somewhat dissatisfied	2.7	0.0	0.0	0.0	7.0	1.9	1.5	3.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.52 2007 Kaua'i Overall Satisfaction Ratings by Lifestyle - Canada
[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
ACCOMMODATIONS - overall								
Very satisfied	79.6	42.4	77.5	72.4	88.7	79.2	76.9	81.0
Somewhat satisfied	18.9	57.6	19.7	23.1	10.3	20.8	20.6	18.0
Somewhat dissatisfied	0.9	0.0	2.7	0.0	1.0	0.0	2.5	0.0
Not satisfied at all	0.6	0.0	0.0	4.5	0.0	0.0	0.0	1.0
RESTAURANT - overall								
Very satisfied	49.6	18.3	50.0	28.7	49.2	69.1	36.0	57.0
Somewhat satisfied	47.4	81.7	47.1	67.2	47.6	28.4	60.7	40.2
Somewhat dissatisfied	3.0	0.0	2.9	4.2	3.2	2.5	3.3	2.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	49.1	26.5	53.3	33.4	50.1	56.8	48.3	49.5
Somewhat satisfied	44.2	73.5	37.1	48.0	46.5	39.1	46.3	43.2
Somewhat dissatisfied	6.7	0.0	9.5	18.6	3.4	4.1	5.4	7.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF - overall								
Very satisfied	85.5	100.0	93.5	100.0	86.5	69.9	88.1	84.8
Somewhat satisfied	14.5	0.0	6.5	0.0	13.5	30.1	11.9	15.2
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
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	66.3	52.5	63.2	59.6	60.3	84.8	60.8	69.4
Somewhat satisfied	32.8	47.5	35.2	40.4	39.0	13.8	38.3	29.8
Somewhat dissatisfied	0.6	0.0	0.0	0.0	0.7	1.4	0.9	0.4
Not satisfied at all	0.3	0.0	1.6	0.0	0.0	0.0	0.0	0.5
TRANSPORTATION - overall								
Very satisfied	26.2	18.4	0.0	58.5	19.5	28.3	28.8	24.8
Somewhat satisfied	53.3	81.6	37.9	33.7	54.0	60.0	53.6	53.1
Somewhat dissatisfied	4.6	0.0	0.0	7.8	8.3	0.0	3.2	5.4
Not satisfied at all	15.9	0.0	62.1	0.0	18.1	11.7	14.4	16.8
AIRPORTS - overall								
Very satisfied	41.4	29.4	43.3	25.4	43.6	48.5	33.9	45.4
Somewhat satisfied	47.7	70.6	44.7	44.6	51.2	43.1	51.9	45.5
Somewhat dissatisfied	10.4	0.0	11.9	30.0	4.0	8.4	13.0	9.1
Not satisfied at all	0.4	0.0	0.0	0.0	1.3	0.0	1.3	0.0
PARKS & BEACHES - overall								
Very satisfied	77.0	78.7	72.0	66.1	79.7	83.0	74.8	78.1
Somewhat satisfied	20.9	21.3	28.0	29.8	16.0	17.0	23.9	19.3
Somewhat dissatisfied	1.1	0.0	0.0	0.0	3.1	0.0	0.0	1.6
Not satisfied at all	1.0	0.0	0.0	4.1	1.2	0.0	1.2	0.9

Table 3.53 2007 Kona Overall Satisfaction Ratings by Lifestyle - Canada
[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
ACCOMMODATIONS - overall								
Very satisfied	77.8	80.2	75.1	65.8	82.7	77.7	72.4	79.3
Somewhat satisfied	21.0	19.8	24.9	34.2	17.3	19.4	27.6	19.1
Somewhat dissatisfied	1.3	0.0	0.0	0.0	0.0	2.9	0.0	1.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	47.6	46.2	29.4	44.9	57.9	48.9	59.8	44.2
Somewhat satisfied	46.3	53.8	60.4	55.1	32.9	47.0	36.8	48.9
Somewhat dissatisfied	5.9	0.0	10.2	0.0	8.1	4.1	2.0	6.9
Not satisfied at all	0.3	0.0	0.0	0.0	1.0	0.0	1.3	0.0
SHOPPING - overall								
Very satisfied	43.0	17.8	40.3	16.1	56.2	40.1	49.6	40.9
Somewhat satisfied	47.7	55.0	52.3	83.9	39.2	46.1	40.5	49.9
Somewhat dissatisfied	8.1	27.2	7.3	0.0	3.6	11.7	8.6	8.0
Not satisfied at all	1.2	0.0	0.0	0.0	1.0	2.2	1.4	1.2
GOLF - overall								
Very satisfied	86.4	0.0	60.1	100.0	92.7	100.0	74.1	88.9
Somewhat satisfied	13.6	100.0	39.9	0.0	7.3	0.0	25.9	11.1
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
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	63.1	65.7	52.2	69.5	70.0	62.2	69.4	61.2
Somewhat satisfied	34.0	34.3	47.8	30.5	25.9	33.8	25.8	36.6
Somewhat dissatisfied	1.1	0.0	0.0	0.0	4.1	0.0	4.8	0.0
Not satisfied at all	1.7	0.0	0.0	0.0	0.0	4.0	0.0	2.3
TRANSPORTATION - overall								
Very satisfied	38.5	31.6	21.9	24.2	33.2	56.6	50.5	30.5
Somewhat satisfied	38.5	68.4	48.7	75.8	40.6	17.2	43.1	35.5
Somewhat dissatisfied	16.4	0.0	29.4	0.0	15.9	16.8	3.5	25.1
Not satisfied at all	6.5	0.0	0.0	0.0	10.3	9.5	2.9	8.9
AIRPORTS - overall								
Very satisfied	39.9	16.0	37.5	39.8	49.9	35.4	43.4	38.9
Somewhat satisfied	50.0	74.5	60.0	41.6	43.6	50.2	53.0	49.2
Somewhat dissatisfied	7.2	9.4	2.5	18.6	5.6	8.2	2.3	8.6
Not satisfied at all	2.9	0.0	0.0	0.0	0.9	6.2	1.3	3.3
PARKS & BEACHES - overall								
Very satisfied	67.0	70.8	62.1	55.7	75.7	65.1	73.7	65.1
Somewhat satisfied	23.9	19.8	26.2	44.3	18.0	23.6	24.2	23.8
Somewhat dissatisfied	8.4	9.4	11.7	0.0	6.3	9.7	2.1	10.2
Not satisfied at all	0.7	0.0	0.0	0.0	0.0	1.7	0.0	1.0

Table 3.54 2007 O'ahu Overall Satisfaction Ratings by Lifestyle - Europe
[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
ACCOMMODATIONS - overall								
Very satisfied	67.1	76.6	71.0	53.1	69.1	72.6	65.9	70.6
Somewhat satisfied	29.4	19.7	27.9	41.5	26.7	25.3	30.2	26.8
Somewhat dissatisfied	3.0	3.7	1.1	3.8	4.1	1.6	3.1	2.6
Not satisfied at all	0.5	0.0	0.0	1.6	0.0	0.4	0.7	0.0
RESTAURANT - overall								
Very satisfied	52.5	60.8	62.2	39.2	52.6	57.8	51.1	56.6
Somewhat satisfied	41.2	35.4	34.3	52.3	40.9	36.5	42.3	38.0
Somewhat dissatisfied	5.6	3.9	2.3	7.9	5.5	5.3	5.9	4.8
Not satisfied at all	0.6	0.0	1.1	0.6	1.0	0.4	0.7	0.6
SHOPPING - overall								
Very satisfied	63.4	65.0	70.8	50.0	64.5	70.4	60.8	70.9
Somewhat satisfied	33.3	31.5	23.6	46.5	32.3	27.1	36.0	25.4
Somewhat dissatisfied	3.2	2.6	5.6	3.5	3.3	2.5	3.0	3.7
Not satisfied at all	0.1	1.0	0.0	0.0	0.0	0.0	0.1	0.0
GOLF - overall								
Very satisfied	68.2	67.1	52.1	81.5	79.7	31.0	64.9	74.0
Somewhat satisfied	21.6	32.9	35.4	12.2	20.3	33.1	30.8	5.7
Somewhat dissatisfied	2.1	0.0	12.5	2.3	0.0	0.0	1.8	2.6
Not satisfied at all	8.1	0.0	0.0	4.0	0.0	35.8	2.5	17.7
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	59.1	73.2	63.8	56.1	56.6	58.0	59.9	56.5
Somewhat satisfied	37.4	24.5	34.5	38.3	40.5	38.5	36.7	39.2
Somewhat dissatisfied	3.2	2.3	1.7	5.3	2.0	3.4	3.0	3.8
Not satisfied at all	0.4	0.0	0.0	0.4	1.0	0.0	0.3	0.5
TRANSPORTATION - overall								
Very satisfied	59.9	70.0	59.7	40.9	59.9	71.2	58.3	64.8
Somewhat satisfied	32.5	23.9	34.3	43.1	32.7	26.4	35.4	23.5
Somewhat dissatisfied	6.7	6.1	5.9	13.8	6.9	1.6	5.8	9.6
Not satisfied at all	0.9	0.0	0.0	2.2	0.4	0.8	0.5	2.2
AIRPORTS - overall								
Very satisfied	46.9	41.2	53.9	36.9	48.5	53.4	44.8	53.0
Somewhat satisfied	45.2	50.2	37.3	53.7	43.8	40.2	46.8	40.4
Somewhat dissatisfied	6.5	5.7	7.6	7.5	7.1	5.2	6.9	5.5
Not satisfied at all	1.4	2.9	1.2	2.0	0.7	1.2	1.5	1.2
PARKS & BEACHES - overall								
Very satisfied	75.1	82.7	84.1	71.3	72.9	75.7	74.7	76.3
Somewhat satisfied	21.1	13.6	14.8	24.5	22.9	20.8	22.2	18.2
Somewhat dissatisfied	3.4	3.7	1.1	4.2	3.6	3.2	2.8	5.2
Not satisfied at all	0.3	0.0	0.0	0.0	0.6	0.4	0.3	0.3

Table 3.55 2007 Maui Overall Satisfaction Ratings by Lifestyle - Europe
[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
ACCOMMODATIONS - overall								
Very satisfied	69.5	78.4	68.0	55.6	68.3	77.5	67.5	73.6
Somewhat satisfied	26.9	19.7	32.0	41.5	27.6	16.4	29.1	22.7
Somewhat dissatisfied	2.0	2.0	0.0	2.9	1.9	2.5	1.9	2.2
Not satisfied at all	1.5	0.0	0.0	0.0	2.2	3.5	1.5	1.5
RESTAURANT - overall								
Very satisfied	40.7	50.6	32.3	41.9	38.4	39.6	44.4	33.9
Somewhat satisfied	48.6	35.1	63.5	39.8	52.6	53.2	45.0	55.1
Somewhat dissatisfied	8.0	13.4	0.0	15.8	4.8	6.3	7.6	8.8
Not satisfied at all	2.7	1.0	4.2	2.5	4.3	0.9	3.0	2.3
SHOPPING - overall								
Very satisfied	38.9	38.4	33.8	37.0	38.1	44.7	38.1	40.6
Somewhat satisfied	53.0	55.7	60.5	57.7	53.0	43.4	51.9	55.2
Somewhat dissatisfied	7.2	4.8	5.7	5.3	8.9	8.6	9.0	3.6
Not satisfied at all	0.9	1.1	0.0	0.0	0.0	3.3	1.0	0.6
GOLF - overall								
Very satisfied	68.0	64.7	77.5	100.0	73.8	43.6	77.2	55.8
Somewhat satisfied	26.0	35.3	22.5	0.0	26.2	28.3	18.6	35.8
Somewhat dissatisfied	3.6	0.0	0.0	0.0	0.0	16.9	0.0	8.4
Not satisfied at all	2.4	0.0	0.0	0.0	0.0	11.2	4.2	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	53.9	69.2	68.9	49.7	49.6	44.1	56.9	47.5
Somewhat satisfied	42.2	29.8	31.1	45.4	46.9	47.8	38.4	50.3
Somewhat dissatisfied	3.1	1.0	0.0	2.6	3.5	6.1	3.5	2.2
Not satisfied at all	0.8	0.0	0.0	2.2	0.0	2.0	1.2	0.0
TRANSPORTATION - overall								
Very satisfied	47.0	51.8	56.0	34.3	47.3	49.6	47.3	46.0
Somewhat satisfied	37.9	39.8	26.8	42.7	40.1	34.0	36.4	42.2
Somewhat dissatisfied	11.8	8.5	17.2	13.2	12.6	9.6	13.0	8.4
Not satisfied at all	3.3	0.0	0.0	9.8	0.0	6.8	3.3	3.4
AIRPORTS - overall								
Very satisfied	34.6	43.4	44.5	27.1	27.2	41.1	32.5	38.4
Somewhat satisfied	54.6	45.5	49.7	53.4	64.7	49.0	54.1	55.6
Somewhat dissatisfied	9.1	11.1	5.8	14.9	5.9	9.3	11.5	4.6
Not satisfied at all	1.7	0.0	0.0	4.6	2.2	0.6	1.9	1.4
PARKS & BEACHES - overall								
Very satisfied	70.3	78.1	66.5	74.5	67.4	66.7	71.3	68.2
Somewhat satisfied	27.2	20.0	31.1	21.3	29.6	32.4	25.5	30.6
Somewhat dissatisfied	2.5	1.9	2.4	4.2	3.1	0.8	3.2	1.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.56 2007 Kaua'i Overall Satisfaction Ratings by Lifestyle - Europe
[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
ACCOMMODATIONS - overall								
Very satisfied	68.3	70.2	66.3	63.8	65.6	75.1	71.7	60.9
Somewhat satisfied	27.2	25.5	33.7	28.4	30.7	19.3	23.2	35.8
Somewhat dissatisfied	2.6	4.3	0.0	3.2	1.9	3.3	3.4	0.9
Not satisfied at all	1.9	0.0	0.0	4.7	1.8	2.3	1.7	2.5
RESTAURANT - overall								
Very satisfied	45.3	53.0	32.4	48.3	39.1	52.3	50.4	34.1
Somewhat satisfied	45.7	35.4	62.2	50.0	45.9	41.5	38.5	61.3
Somewhat dissatisfied	7.6	11.6	5.4	0.0	11.4	6.2	10.1	2.1
Not satisfied at all	1.5	0.0	0.0	1.7	3.6	0.0	1.0	2.5
SHOPPING - overall								
Very satisfied	34.1	26.8	34.3	25.3	34.9	45.0	34.7	32.7
Somewhat satisfied	54.4	63.6	54.7	55.7	55.7	45.2	53.7	56.1
Somewhat dissatisfied	10.7	9.6	11.0	19.0	6.8	9.9	10.5	11.3
Not satisfied at all	0.8	0.0	0.0	0.0	2.6	0.0	1.1	0.0
GOLF - overall								
Very satisfied	73.9	54.1	100.0	100.0	64.9	78.9	89.9	57.8
Somewhat satisfied	23.2	45.9	0.0	0.0	35.1	8.9	10.1	36.3
Somewhat dissatisfied	3.0	0.0	0.0	0.0	0.0	12.2	0.0	5.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	61.0	66.9	51.0	65.8	65.2	52.9	64.0	54.6
Somewhat satisfied	33.7	31.2	46.2	29.6	26.9	41.5	32.2	37.0
Somewhat dissatisfied	5.3	1.9	2.8	4.6	8.0	5.6	3.8	8.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	45.7	47.9	53.7	5.3	45.1	70.3	54.6	23.1
Somewhat satisfied	36.4	42.3	19.4	64.6	35.5	20.0	29.2	54.5
Somewhat dissatisfied	10.9	9.8	17.2	7.0	12.7	9.6	12.2	7.5
Not satisfied at all	7.1	0.0	9.8	23.1	6.7	0.0	4.0	15.0
AIRPORTS - overall								
Very satisfied	39.4	21.4	25.8	50.8	40.4	47.5	39.2	39.8
Somewhat satisfied	51.2	68.9	49.6	45.0	49.5	47.7	52.1	49.1
Somewhat dissatisfied	8.9	9.7	24.6	4.2	8.6	4.8	7.9	11.2
Not satisfied at all	0.5	0.0	0.0	0.0	1.6	0.0	0.7	0.0
PARKS & BEACHES - overall								
Very satisfied	72.0	74.5	56.3	70.2	76.1	73.7	72.0	72.0
Somewhat satisfied	26.4	23.3	36.8	29.8	22.4	26.3	25.6	28.0
Somewhat dissatisfied	0.8	2.2	0.0	0.0	1.5	0.0	1.2	0.0
Not satisfied at all	0.8	0.0	6.9	0.0	0.0	0.0	1.2	0.0

Table 3.57 2007 Kona Overall Satisfaction Ratings by Lifestyle - Europe
[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
ACCOMMODATIONS - overall								
Very satisfied	63.5	76.7	83.1	66.6	50.0	69.1	65.7	59.8
Somewhat satisfied	32.5	15.7	16.9	30.2	45.1	27.4	30.2	36.4
Somewhat dissatisfied	4.0	7.6	0.0	3.2	4.9	3.5	4.1	3.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	38.4	40.4	61.4	19.1	37.1	50.5	42.5	30.8
Somewhat satisfied	52.1	59.6	38.6	68.7	47.8	44.5	47.7	60.3
Somewhat dissatisfied	9.5	0.0	0.0	12.2	15.2	4.9	9.8	8.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	29.8	25.6	49.0	9.5	34.5	36.6	34.0	23.5
Somewhat satisfied	59.4	54.3	51.0	67.9	61.0	53.4	56.9	63.1
Somewhat dissatisfied	10.0	20.1	0.0	22.6	2.2	10.0	7.7	13.4
Not satisfied at all	0.8	0.0	0.0	0.0	2.3	0.0	1.4	0.0
GOLF - overall								
Very satisfied	57.7	0.0	100.0	0.0	53.5	100.0	52.5	63.5
Somewhat satisfied	42.3	100.0	0.0	100.0	46.5	0.0	47.5	36.5
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
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	63.1	85.9	58.5	56.3	54.9	75.9	65.5	59.2
Somewhat satisfied	34.6	14.1	34.4	43.7	40.7	24.1	33.1	37.0
Somewhat dissatisfied	1.5	0.0	7.1	0.0	2.2	0.0	0.0	3.8
Not satisfied at all	0.8	0.0	0.0	0.0	2.2	0.0	1.3	0.0
TRANSPORTATION - overall								
Very satisfied	28.8	16.5	67.1	13.5	33.3	42.1	33.4	19.8
Somewhat satisfied	41.7	48.1	32.9	47.8	35.9	42.8	39.3	46.4
Somewhat dissatisfied	18.9	20.6	0.0	25.2	17.9	15.0	18.6	19.6
Not satisfied at all	10.6	14.9	0.0	13.5	12.9	0.0	8.7	14.2
AIRPORTS - overall								
Very satisfied	38.3	43.0	30.4	39.0	39.8	36.9	45.8	26.0
Somewhat satisfied	44.5	29.0	44.1	44.7	45.9	48.5	46.0	42.0
Somewhat dissatisfied	13.6	18.9	25.5	16.3	14.3	2.5	6.9	24.6
Not satisfied at all	3.7	9.1	0.0	0.0	0.0	12.1	1.4	7.4
PARKS & BEACHES - overall								
Very satisfied	66.4	52.5	74.5	69.6	58.5	78.4	68.3	63.1
Somewhat satisfied	28.0	47.5	25.5	30.4	31.7	13.1	30.4	24.1
Somewhat dissatisfied	5.6	0.0	0.0	0.0	9.8	8.5	1.3	12.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

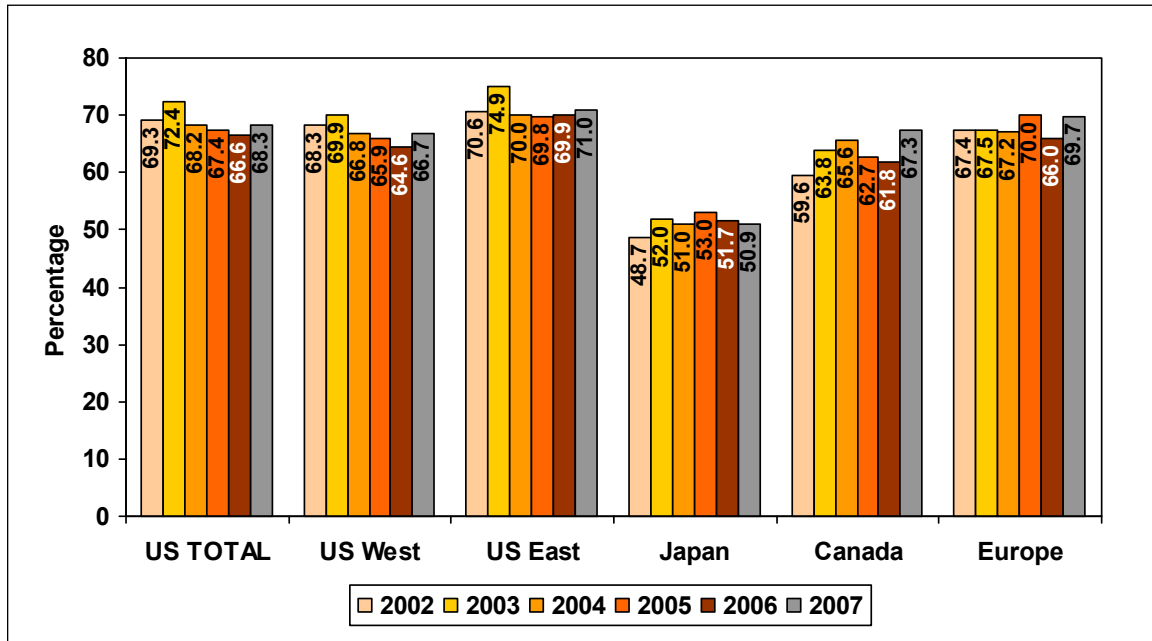
4. EXPERIENCE AND WILLINGNESS
TO RECOMMEND OR REVISIT

Overall Rating of Most Recent Vacation to Hawai'i (Tables 4.1 to 4.2)

Visitors continued to give high marks for their overall experience in Hawai'i. The majority of visitors rated their most recent trip to Hawai'i as *excellent* and there has been very little fluctuation year-over-year.

- In 2007, more than two-thirds (68.3%) of U.S visitors found their most recent trip *excellent*. The rating improved slightly (+1.7 percentage points) compared to the previous year and is comparable to 2004 rating (68.2%).
- U.S. West visitors (66.7%) tended to rate Hawai'i lower than their U.S. East counterparts (71%). In 2007, U.S. West visitors' overall rating increased by 2.1 percentage points from 2006.
- Half (50.9%) of Japanese visitors found Hawai'i *excellent* in 2007. This rating has remained fairly consistent over the past five years.
- The proportion of Canadian visitors who rated their most recent trip *excellent*, reached its highest rating of 67.3 percent.
- Seven out of ten (69.7%) European visitors rated Hawai'i *excellent* in 2007. This rating was 3.7 percentage points higher than the previous year and similar to 2005 ratings.

**Figure 8: Overall Rating of Trip
[Percentage of visitors who rated most recent trip "Excellent" by MMA]**

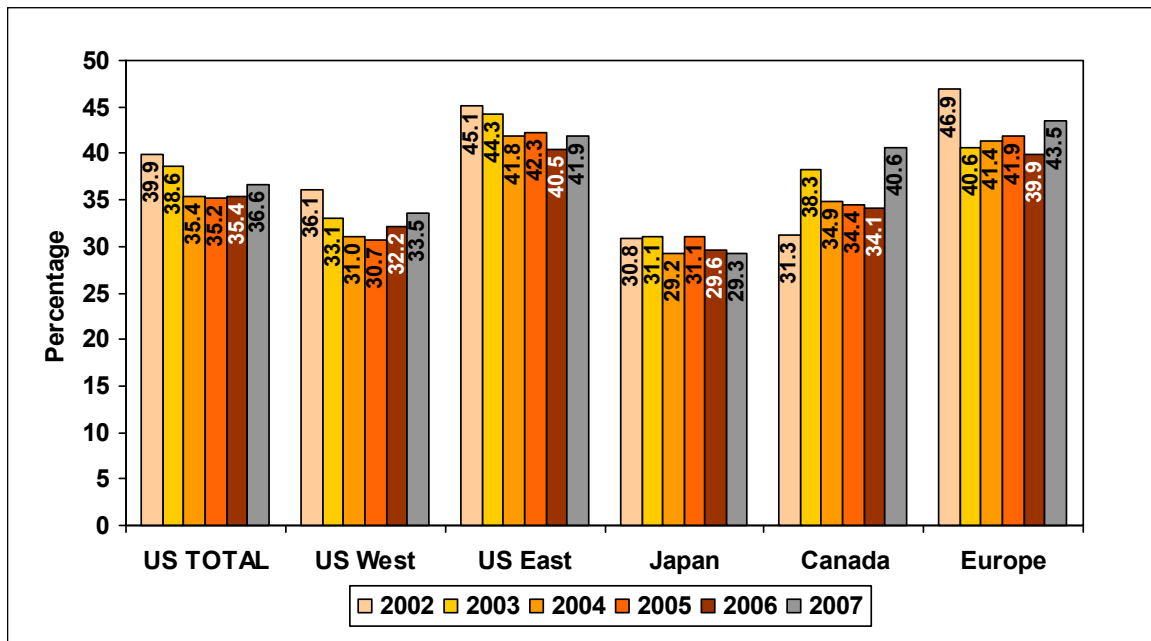


Expectations (Tables 4.5 to 4.6)

Few visitors (less than six percent) felt Hawai'i did not meet their expectations at all. Overall, this indicator showed that Hawai'i's ability to *exceed expectations* is quite strong. Even though the satisfaction ratings may be good, expectations were also set high because many visitors had been to Hawai'i before and know what to expect. Therefore another indicator of a high quality experience would be how well Hawai'i exceeded visitor expectations.

- U.S. East (41.9%) and European (43.5%) visitors rated Hawai'i the highest for exceeding their expectations. Ratings had increased from forty percent in 2006, but it is still within the survey's margin of error.
- Approximately a third of Japanese continued to find their experiences exceed their expectations.
- Canadian visitor ratings jumped 6.5 percentage points to a high of 40.6 percent in 2007.
- Over the past few years, Hawai'i found it easy to satisfy but difficult to exceed the expectations of U.S. West visitors (33.5%).

Figure 9: Trip Exceeds Expectations
[Percentage of visitors who said this trip "Exceeded Expectations" by MMA]

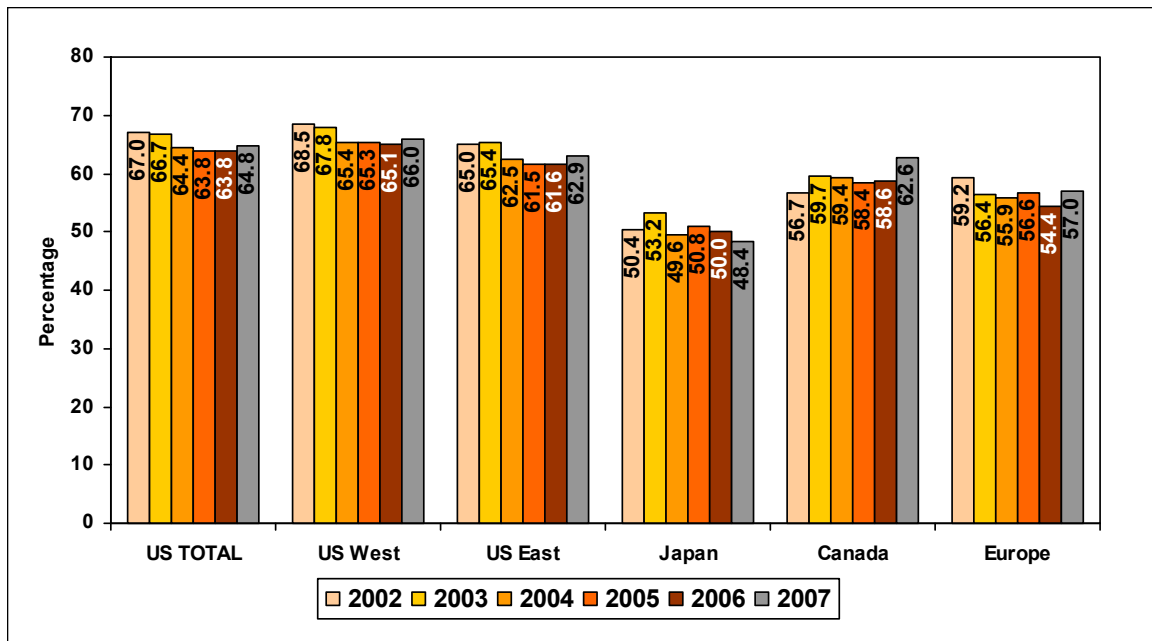


Overall Satisfaction/Dissatisfaction

Taking into account all the facets of satisfaction helps to give us a better picture of the overall opinions of our visitors. This index of overall satisfaction is the average ratings of *excellent* for overall vacation, *exceeded* for trip expectations, *very likely* for likelihood to recommend Hawai'i and *very likely* for likelihood to revisit, detailed in later sections.

- After the slight decline of 3.2 percentage points in overall satisfaction from 2002 to 2005, ratings from U.S. visitors improved one percentage point from 2006 ratings.
- Although overall satisfaction from the Japan decreased 1.6 percentage points from 2006, it was within the survey's margin of error.
- Canadian visitors' overall satisfaction showed gain (+4 percentage points) in 2007 after stable ratings over the previous five years.
- European visitors' overall satisfaction increased 2.6 percentage points from 2006.

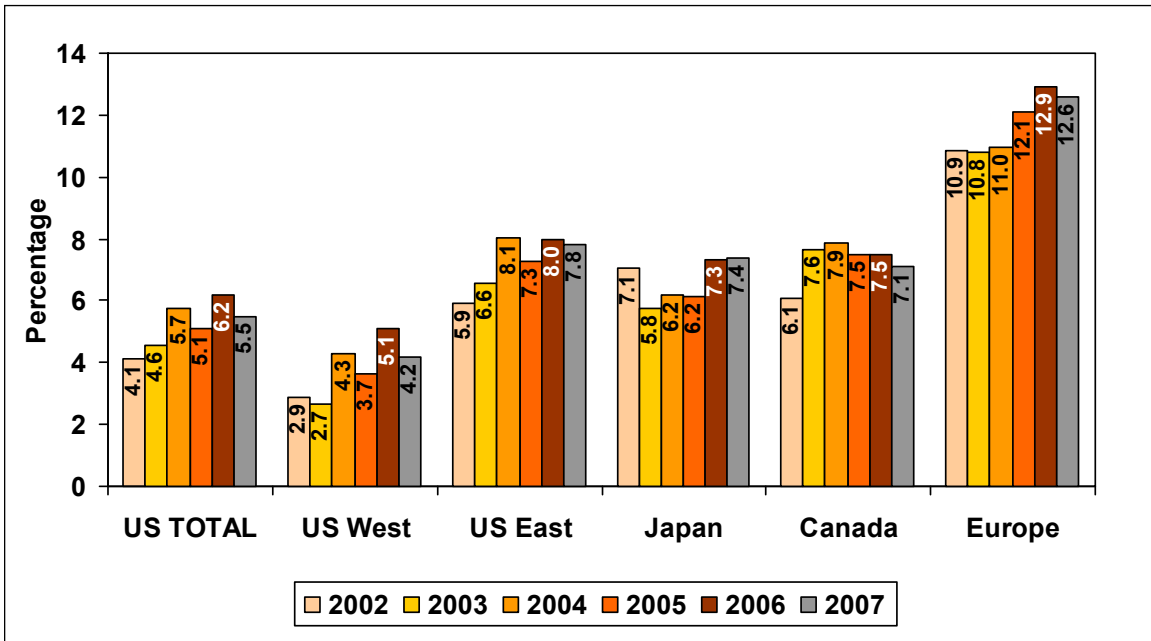
Figure 10: Overall Satisfaction [Percentage of Visitors by MMA]



The percentages of visitors dissatisfied with the islands remained quite low. This index of overall dissatisfaction is the average ratings of *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.

- European visitors showed another year of higher overall dissatisfaction than other markets, mainly due to not being likely to return in the near future (see Figure 16, page 88). Overall dissatisfaction from U.S. West, U.S. East and Canadian respondents were relatively similar to previous years.

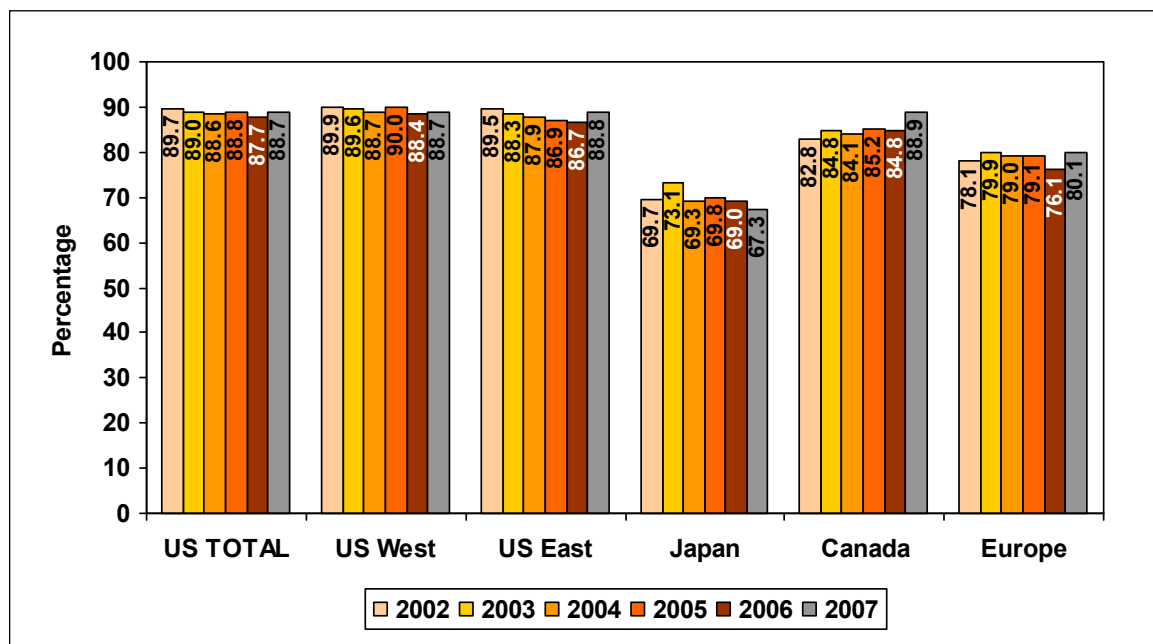
Figure 11: Overall Dissatisfaction [Percentage of Visitors by MMA]



Likelihood to Recommend Hawai'i (Tables 4.7 to 4.8)

- The likelihood to recommend Hawai'i to others has remained relatively stable over the past six years among the top five visitor markets.
- Even though slightly lower than other marketing areas, at least two-thirds of Japanese visitors were consistently *very likely to recommend Hawai'i* over the past six years.
- In 2007, more Canadian visitors (+4.1 percentage points) were *very likely to recommend Hawai'i* than previous years.

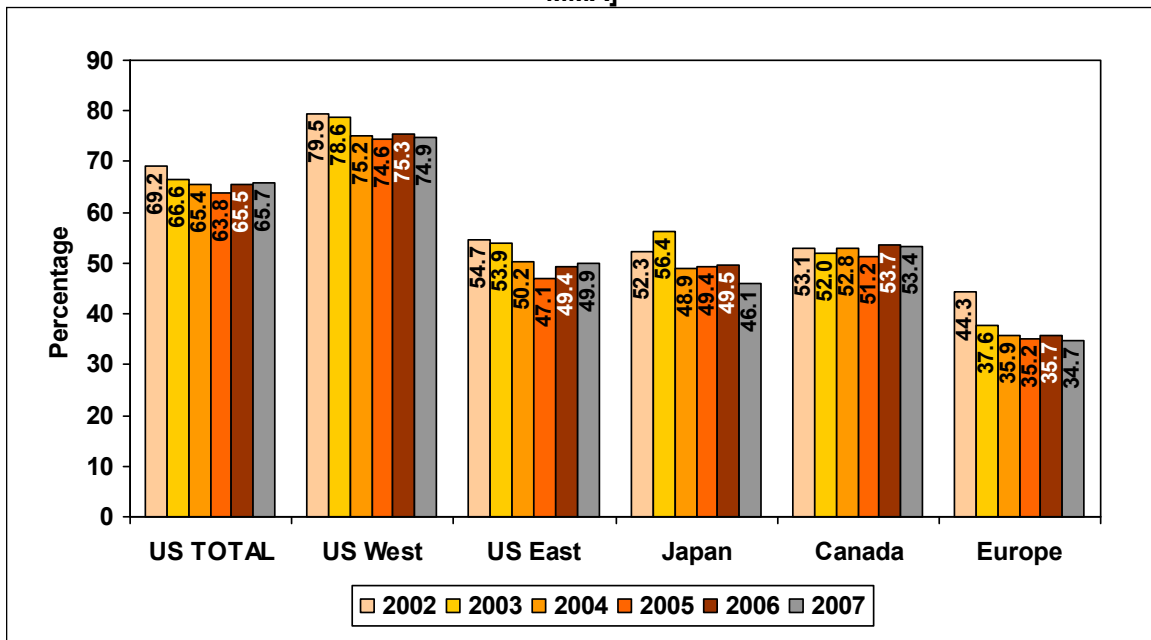
Figure 12: Very Likely to Recommend Hawai'i to Friends and Relatives
 [Percentage of visitors who are "Very Likely" to recommend Hawai'i as a vacation place by MMA]



Likelihood to Revisit Hawai'i (Tables 4.9 to 4.10)

- Visitors appear to be satisfied with their vacations and their sentiments toward returning in the near future appear stable. Figure 13, shows that the percentage of visitors who were *very likely to return to Hawai'i in the next five years* has been similar to previous years. The majority of U.S. West visitors were *very likely to visit Hawai'i in the next five years* but a rating of 74.9 percent was lower than the high of 79.5 percent in 2002.
- Similar to the previous year, half (49.9%) of U.S. East visitors were *very likely to return*.
- The proportion of Japanese visitors who were *very likely to return* was at a low 46.1 percent compared to previous years since 2002.
- Canada, like U.S. East, showed no significant change from the year before.

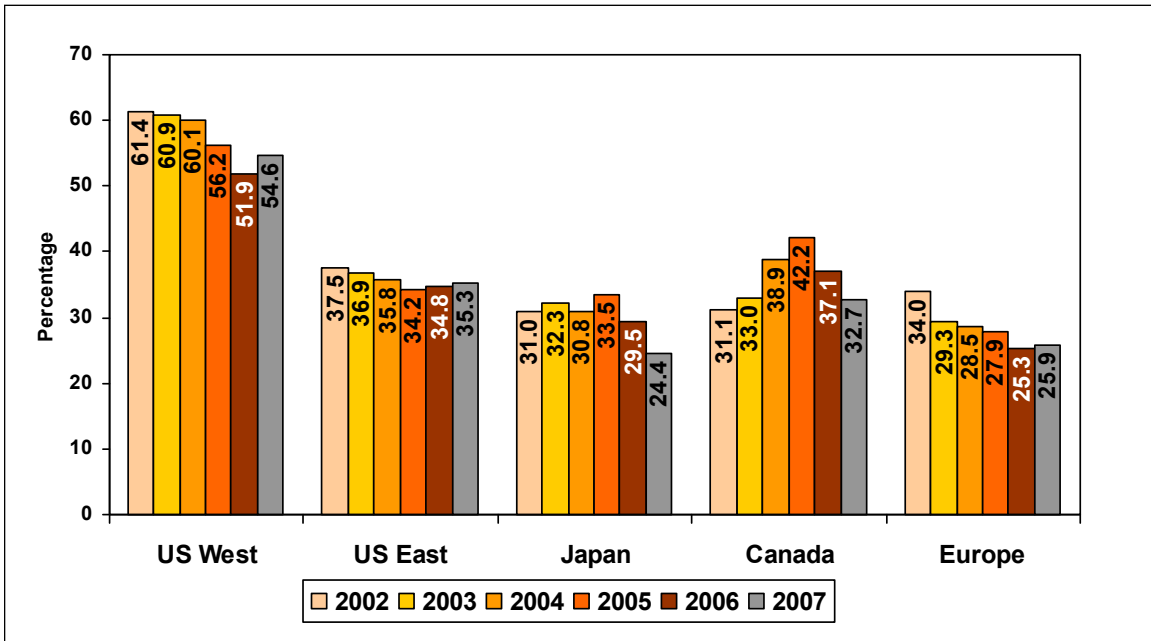
Figure 13: Very Likely to Revisit Hawai'i
 [Percentage of visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



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, a fitting representation is to analyze the first-time and repeat visitors separately.

- More than one-third (35.3%) of first-time visitors from U.S. East but less than a quarter (24.4%) from Japan were *very likely to return in the next five years* compared to over half of U.S. West visitors.
- 2007 saw a moderate increase (+2.7 percentage points from 2006) of first-time visitors from the U.S. West who were *very likely to revisit Hawai'i* than in previous years. This was the first increase in the ratings in 2002 through 2006.
- The intention of Canadian first-time visitors to return to Hawai'i fell significantly from 42.2 percent in 2005 to 32.7 percent in 2007.

Figure 14: First-Time Very Likely to Revisit Hawai'i
 [Percentage of first-time visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



- Repeat visitors from U.S. West and U.S. East were equally *very likely* to revisit compared to 2006.
- Japanese and European repeat visitors decreased (-2.7 and -3.6 percentage points) over the previous year but the ratings were within the survey’s margin of error.
- Canadian repeat visitors, though only slightly higher than 2006, showed significant increases (+8.3 percentage points) from 2005.

Figure 15: Repeat Very Likely to Revisit Hawai‘i
 [Percentage of repeat visitors who are “Very Likely” to revisit Hawai‘i in the next five years by MMA]

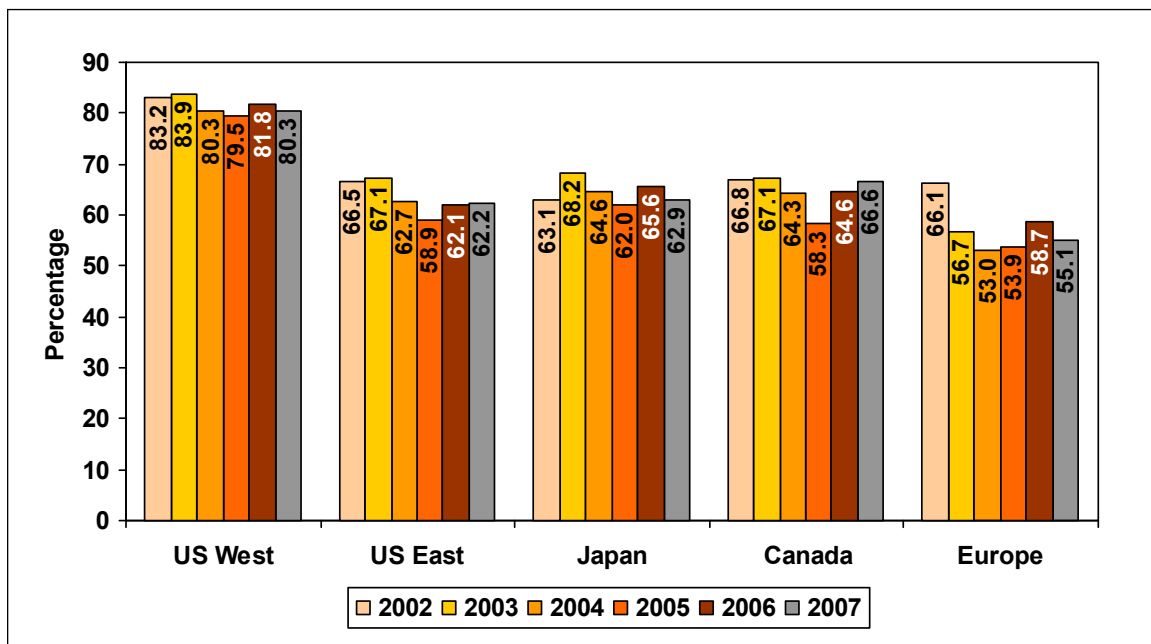
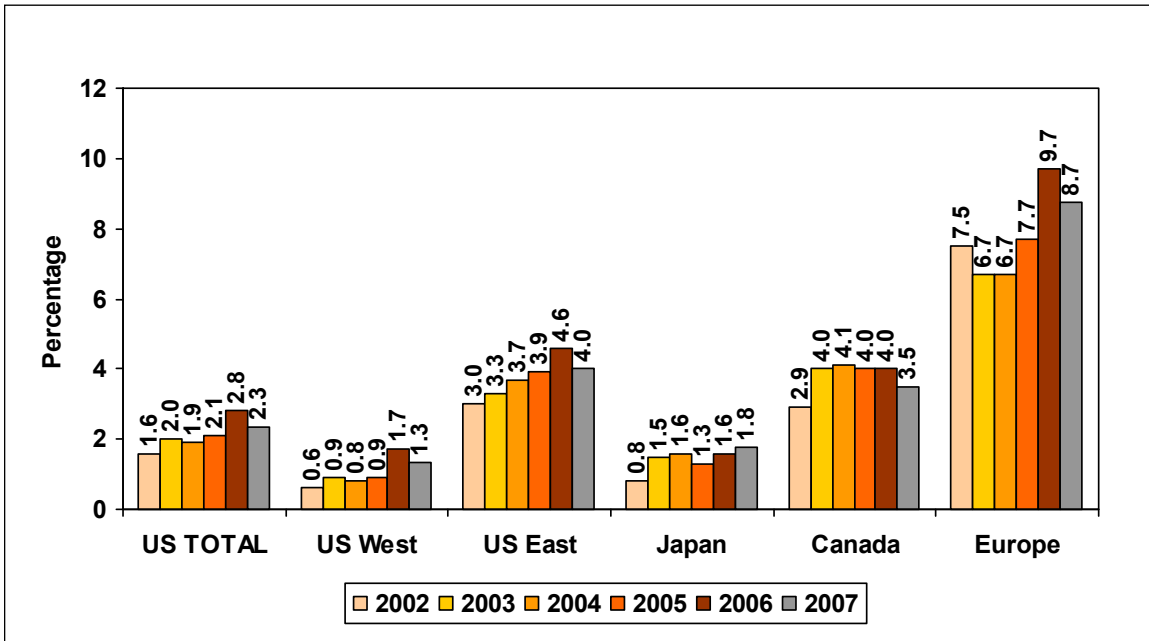


Figure 16, shows that the percentage of respondents who answered that they were *not at all likely or not too likely to return to Hawai'i in the next five years* was fairly low among U.S. West, and Japan visitors and slightly higher for U.S. East and Canadian visitors. European respondents had the highest percentage of those who will not revisit the islands in the next five years.

Figure 16: Not Likely to Revisit Hawai'i
[Percentage of visitors who are "Not too likely" or "Not at all likely" to visit Hawai'i in the next five years" by MMA]

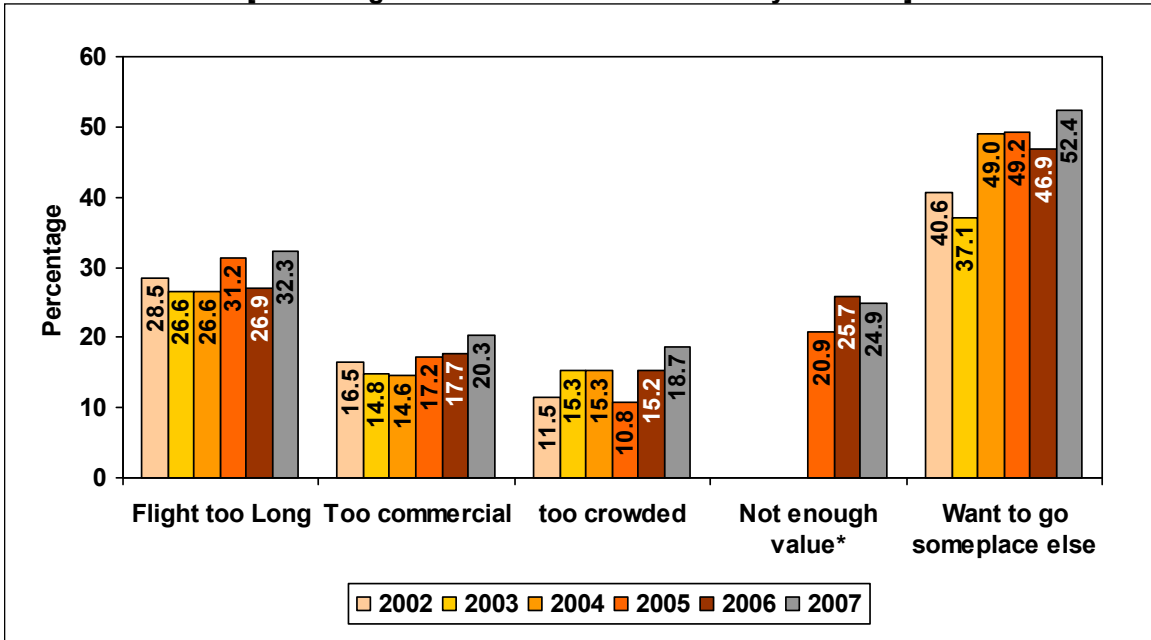


Reasons for Not Revisiting Hawai'i (Tables 4.13 to 4.15)

Many of the visitors not planning to return in the next five years tell us that it is because they want to go someplace else, see Figures 17 and 18.

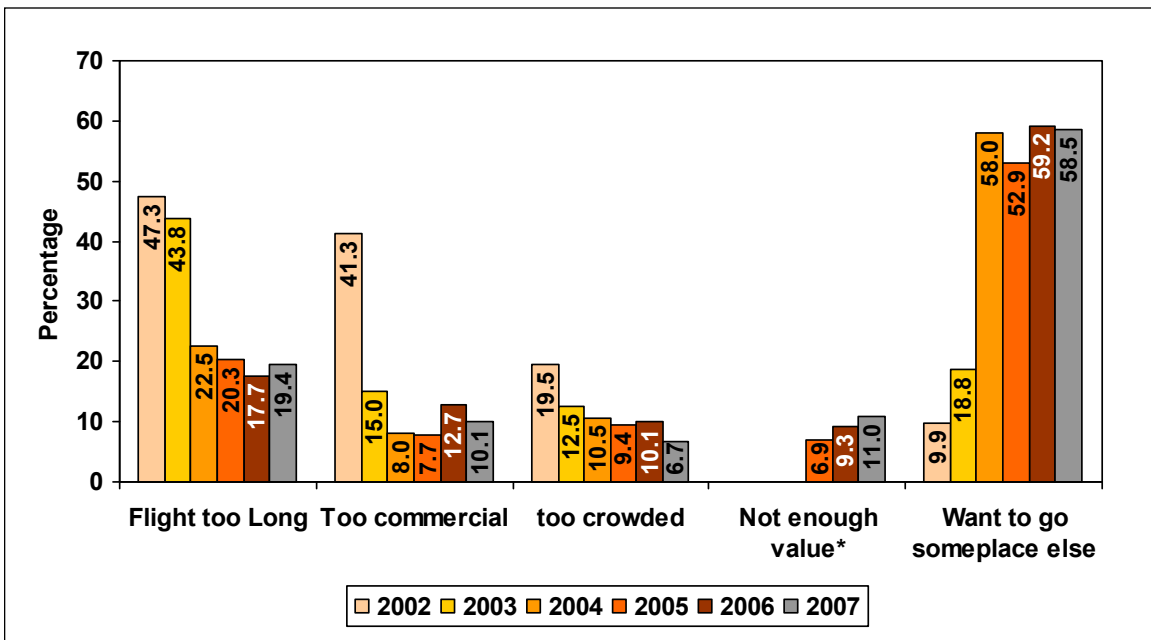
- Over the past three years nearly half of U.S. visitors who do not plan to return, would rather visit a new destination. In 2007, the percentage has reached a high of 52.4 percent (or 1.2% of all U.S. visitors) compared to 2002 through 2006 (Figure 17).
- A quarter (24.9% or .6% of all U.S. visitors) of U.S. visitors also thought Hawai'i did not offer enough value for the price.
- More than half of Japanese visitors felt they needed to go someplace else (58.5% or 1.1% of all Japanese visitors in 2007) (see Figure 18).
- In contrast, although few Japan visitors considered their Hawai'i trip to be unreasonable in value (11% or .2% of all Japanese visitors), more felt that Hawai'i was not enough value compared to two years ago (6.9% or .1% of all Japanese visitors).

Figure 17: Reasons for Not Revisiting Hawai'i - U.S.
[Percentage of visitors who were not likely to revisit]



* Comparable data not available in 2005. Survey changed to state: “Not enough value for the price” instead of “Too expensive”.

Figure 18: Reasons for Not Revisiting Hawai'i - Japan
[Percentage of visitors who were not likely to revisit]



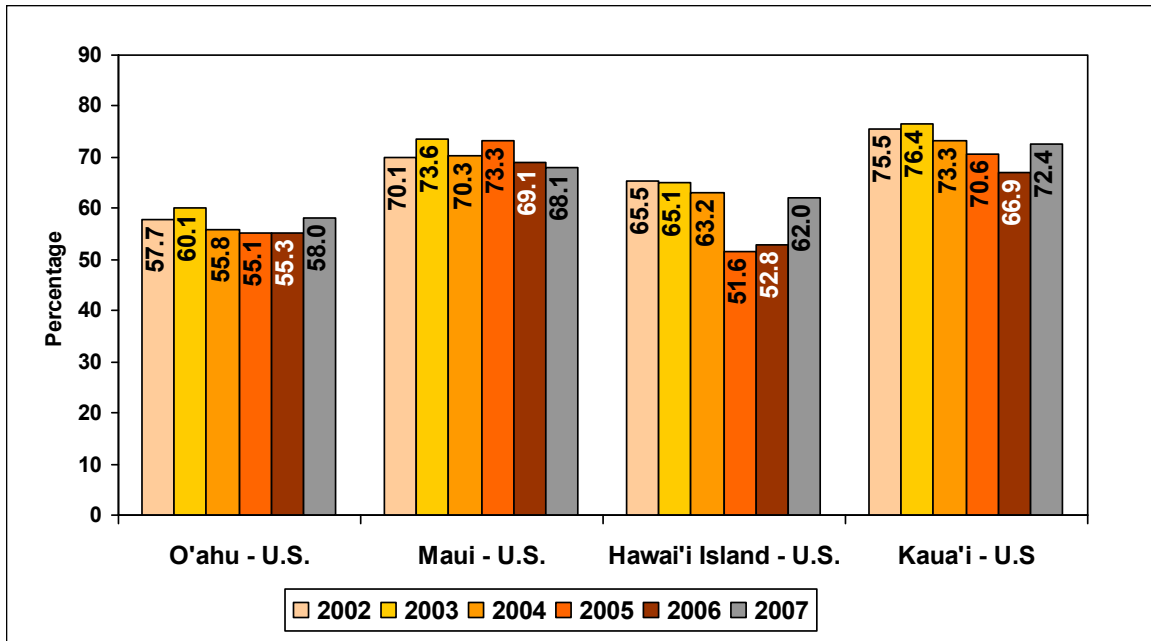
* Comparable data not available in 2005. Survey changed to state: “Not enough value for the price” instead of “Too expensive”.

Individual Island Experience (Tables 4.3 to 4.4)

In general the majority of visitors felt that the islands they visited were *excellent*. However, the sentiment towards each island does vary by major market area.

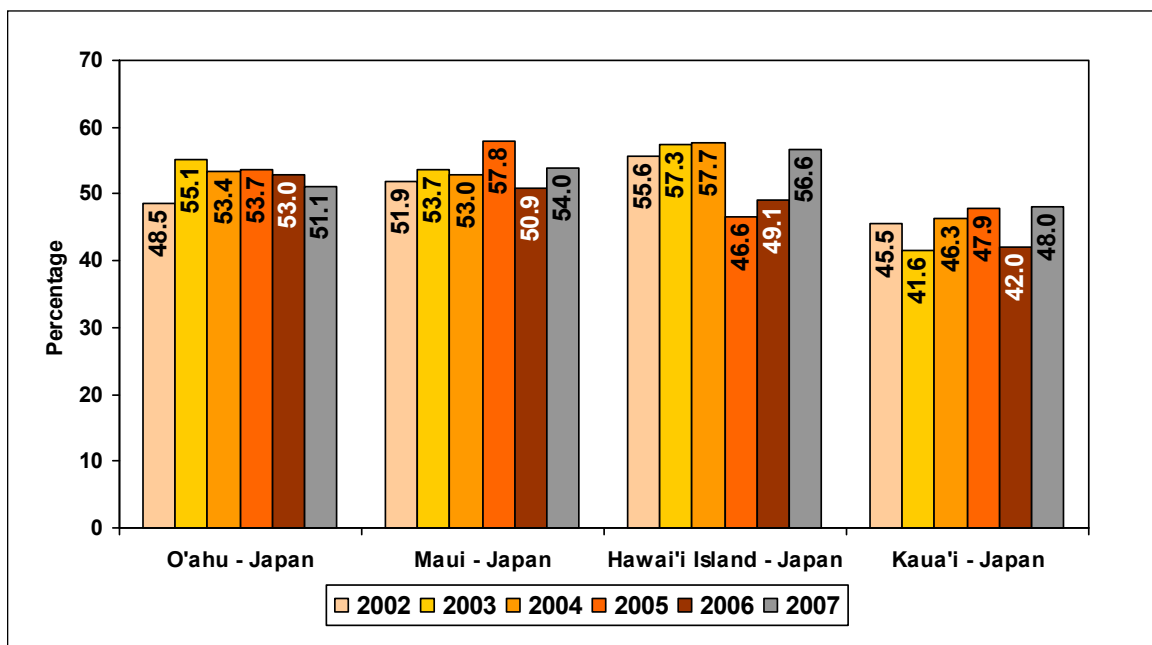
- For 2007, Kaua'i was the favored destination of all MMA except Japan.
- Among U.S. visitors, a visit to Maui and Kaua'i is more likely to result in an *excellent* experience than O'ahu and Hawai'i Island.
- Maui's *excellent* ratings of 68.1 percent in 2007 was one percentage point lower than in 2006.
- *Excellent* ratings by U.S. visitors increased substantially for Hawai'i Island (+9.2 percentage points) and Kaua'i (+5.5 percentage points) compared to 2006 while O'ahu (+2.7 percentage points) showed moderate improvements.

Figure 19: Island Experience Rated as Excellent – U.S. [Percentage of visitors by Island]



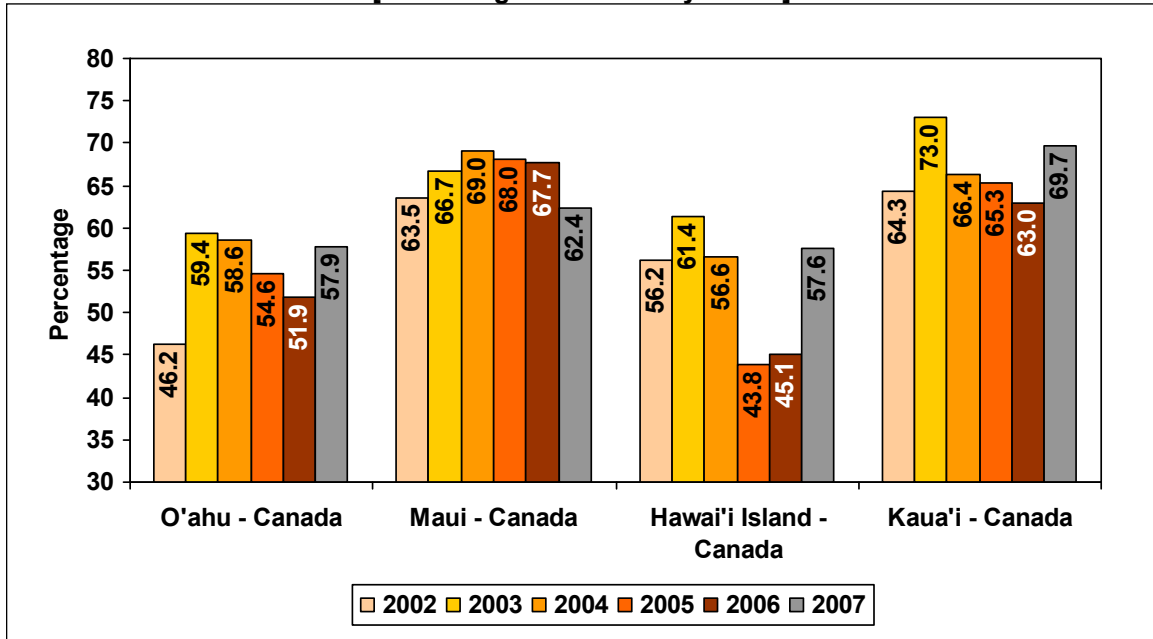
- Overall, the Japan market did not rate Kaua'i as highly as the other islands. However, a higher percentage of Japanese visitors rated Kaua'i as *excellent* in 2007 (48%) compared to 2006 (42%).
- O'ahu slightly decreased its standing to 51.1 percent while Maui (54%) experienced slight increases in *excellent* ratings.
- Japanese visitors' experience on Hawai'i Island (56.6%) improved 7.5 percentage points compared to 2006.
- From 2003 through 2007, Japanese visitors ratings for O'ahu exhibited a decline of four percentage points.
- Hawai'i Island had improved its *excellent* ratings 10 percentage points since the large drop in 2005 (46.6%).

Figure 20: Island Experience Rated as Excellent – Japan [Percentage of visitors by Island]



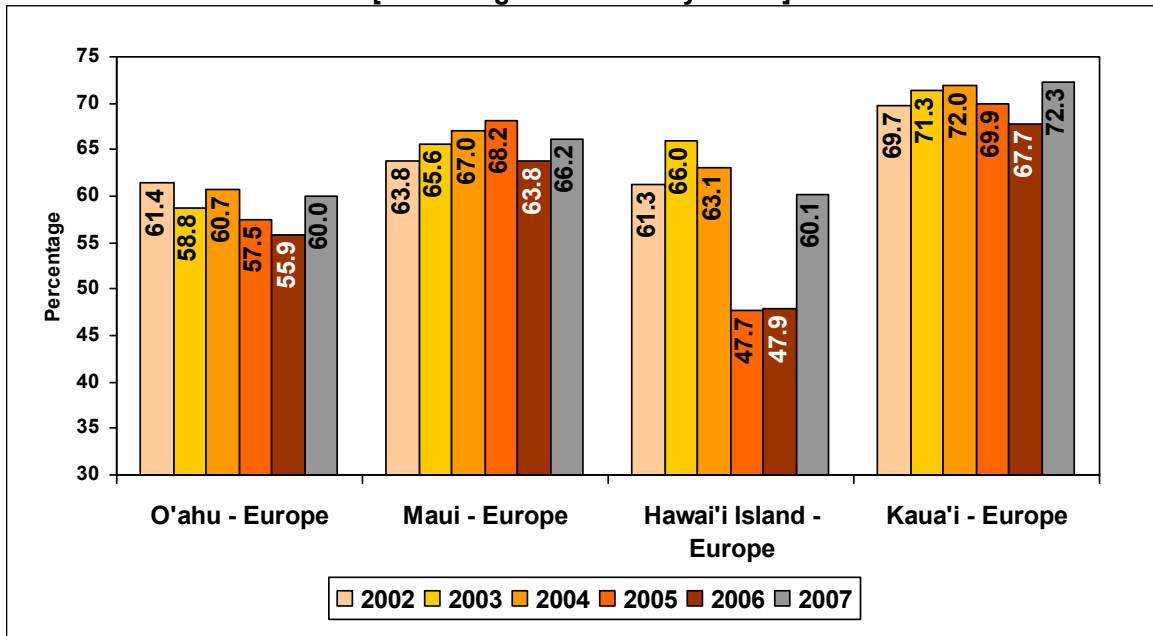
- Canadian visitors found that Kaua'i (69.7%) and Maui (62.4%) were more likely to offer an *excellent* experience (see Figure 21).
- After three consecutive years (2003 to 2006) of declines in O'ahu and Kaua'i *excellent* ratings, both islands significantly improved in their ratings in 2007 (+6 and +6.7 percentage points respectively).
- In addition, the proportion of Canadian visitors who rated their experience *excellent* on Hawai'i Island substantially increased 12.5 percentage points compared to 2006.
- On the other hand, Maui has decreased 6.6 percentage points since 2004.

Figure 21: Island Experience Rated as Excellent – Canada
 [Percentage of visitors by Island]



- Ratings among European visitors moderately improved on O'ahu, Maui and Kaua'i in 2007 compared to the previous year while Hawai'i Island showed significant improvements (Figure 22).
- Kaua'i showed a steady decline in *excellent* ratings from 2004 through 2006 but increased by 4.6 percentage points in 2007 (72.3%).

Figure 22: Island Experience Rated as Excellent – Europe
 [Percentage of visitors by Island]



**Table 4.1 2007 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle
[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
U.S. TOTAL								
Excellent	68.3	79.4	69.8	73.6	66.1	65.7	70.0	67.6
Above average	29.0	18.8	27.7	24.9	30.3	31.6	27.3	29.8
Below average	2.3	1.9	2.2	1.4	3.1	2.2	2.3	2.3
Poor	0.4	0.0	0.3	0.2	0.5	0.5	0.5	0.3
U.S. WEST								
Excellent	66.7	77.9	67.8	73.3	63.7	64.7	68.2	66.3
Above average	30.4	19.6	29.5	25.1	32.6	32.3	29.2	30.7
Below average	2.6	2.5	2.4	1.7	3.3	2.6	2.3	2.7
Poor	0.3	0.0	0.2	0.0	0.5	0.4	0.3	0.3
U.S. EAST								
Excellent	71.0	80.6	73.8	74.1	69.8	67.4	71.5	70.6
Above average	26.7	18.1	24.2	24.6	26.9	30.4	25.7	27.6
Below average	1.9	1.3	1.7	0.8	2.8	1.6	2.2	1.6
Poor	0.4	0.0	0.3	0.5	0.5	0.5	0.6	0.3
JAPAN								
Excellent	50.9	66.5	52.5	60.9	50.9	38.6	52.0	50.1
Above average	45.8	30.6	44.5	37.6	45.7	57.0	44.0	47.2
Below average	3.2	2.3	3.0	1.3	3.3	4.4	3.9	2.6
Poor	0.1	0.6	0.0	0.1	0.1	0.0	0.2	0.1
CANADA								
Excellent	67.3	81.0	66.6	72.7	69.5	61.9	69.6	65.9
Above average	29.6	19.0	29.9	25.1	27.8	34.2	26.7	31.4
Below average	3.1	0.0	3.5	2.2	2.7	3.9	3.7	2.7
Poor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EUROPE								
Excellent	69.7	83.3	69.4	70.3	66.8	67.4	69.8	69.4
Above average	27.3	15.9	28.8	25.2	29.2	30.7	27.0	28.1
Below average	2.7	0.8	1.4	3.8	3.8	1.8	2.8	2.3
Poor	0.3	0.0	0.5	0.7	0.2	0.2	0.4	0.2

**Table 4.2 2006 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle
[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
U.S. TOTAL								
Excellent	66.6	74.3	69.6	70.7	66.0	61.9	69.3	65.4
Above average	29.3	22.8	26.4	26.5	29.7	33.2	26.5	30.6
Below average	3.7	2.9	3.4	2.4	3.6	4.7	3.5	3.8
Poor	0.4	0.0	0.6	0.4	0.7	0.1	0.7	0.3
U.S. WEST								
Excellent	64.6	68.5	67.0	70.8	62.8	61.4	68.1	63.6
Above average	30.7	29.6	28.2	25.7	32.2	33.2	26.1	31.9
Below average	4.3	1.9	4.0	3.5	4.0	5.4	4.7	4.2
Poor	0.5	0.0	0.9	0.0	1.0	0.0	1.2	0.3
U.S. EAST								
Excellent	69.9	79.8	75.6	70.5	71.1	62.8	70.1	69.6
Above average	27.1	16.4	22.4	27.8	25.8	33.2	26.9	27.3
Below average	2.8	3.8	2.0	0.8	3.0	3.6	2.6	2.9
Poor	0.3	0.0	0.0	0.9	0.2	0.4	0.4	0.2
JAPAN								
Excellent	51.7	69.4	52.8	62.4	47.0	40.3	55.2	48.9
Above average	45.0	30.3	43.3	36.4	49.8	54.4	41.5	47.8
Below average	3.1	0.3	3.5	1.2	3.1	5.1	3.2	3.1
Poor	0.2	0.0	0.4	0.0	0.1	0.2	0.1	0.2
CANADA								
Excellent	61.8	66.4	59.1	67.3	63.1	59.2	66.5	58.7
Above average	34.4	33.6	37.1	29.1	33.1	36.4	30.0	37.3
Below average	3.7	0.0	3.8	3.5	3.7	4.4	3.4	4.0
Poor	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0
EUROPE								
Excellent	66.0	75.1	74.8	73.9	64.4	55.6	66.0	65.9
Above average	29.7	23.2	20.7	24.3	31.2	37.2	29.5	30.0
Below average	3.9	1.7	3.4	1.8	4.0	6.4	4.0	3.9
Poor	0.4	0.0	1.1	0.0	0.4	0.7	0.5	0.2

**Table 4.3 2007 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
SATISFACTION - O'ahu						
Excellent	58.0	56.2	60.4	51.1	57.9	60.0
Above Average	36.1	37.9	33.7	43.8	35.9	33.5
Below Average	4.7	4.8	4.5	4.7	5.9	5.9
Poor	1.2	1.0	1.4	0.4	0.4	0.6
SATISFACTION - Maui						
Excellent	68.1	67.8	68.7	54.0	62.4	66.2
Above Average	28.1	28.2	28.0	37.8	34.0	29.6
Below Average	3.3	3.8	2.5	7.7	3.5	3.3
Poor	0.5	0.3	0.8	0.4	0.2	0.9
SATISFACTION - Moloka'i						
Excellent	53.6	54.6	50.7	64.3	65.6	46.1
Above Average	35.6	35.1	37.1	35.7	26.0	33.7
Below Average	8.8	7.6	12.1	0.0	8.4	14.1
Poor	2.0	2.7	0.0	0.0	0.0	6.0
SATISFACTION - Lāna'i						
Excellent	60.6	63.3	57.7	86.3	55.4	47.3
Above Average	30.2	21.4	39.8	13.7	42.5	47.6
Below Average	7.8	14.0	1.1	0.0	2.1	5.1
Poor	1.3	1.3	1.4	0.0	0.0	0.0
SATISFACTION - Hawai'i Island						
Excellent	62.0	59.3	65.2	56.6	57.6	60.1
Above Average	33.8	36.2	31.0	38.0	36.6	34.6
Below Average	3.7	4.2	3.2	4.5	5.5	5.1
Poor	0.5	0.3	0.6	0.9	0.3	0.2
SATISFACTION - Hilo						
Excellent	52.3	52.0	52.6	47.2	45.6	52.7
Above Average	39.1	39.6	38.6	47.3	44.4	37.1
Below Average	7.2	6.7	7.7	4.9	9.3	9.6
Poor	1.4	1.8	1.1	0.5	0.7	0.6
SATISFACTION - Kona						
Excellent	60.7	58.1	63.9	59.1	58.0	56.8
Above Average	34.5	36.9	31.6	36.2	36.4	36.4
Below Average	4.1	4.6	3.4	3.7	5.2	6.4
Poor	0.7	0.4	1.1	1.0	0.4	0.4
SATISFACTION - Kaua'i						
Excellent	72.4	70.4	75.5	48.0	69.7	72.3
Above Average	24.9	26.9	21.7	39.6	27.7	25.4
Below Average	2.5	2.5	2.4	11.9	1.9	1.9
Poor	0.2	0.1	0.3	0.6	0.8	0.4

**Table 4.4 2006 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
SATISFACTION - O'ahu						
Excellent	55.3	54.2	56.6	53.0	51.9	55.9
Above Average	37.5	38.4	36.5	42.1	40.6	36.4
Below Average	6.3	6.6	5.9	4.2	6.0	6.9
Poor	0.9	0.8	1.0	0.6	1.6	0.8
SATISFACTION - Maui						
Excellent	69.1	65.9	73.5	50.9	67.7	63.8
Above Average	26.6	28.6	23.7	44.5	30.6	32.3
Below Average	3.9	4.9	2.5	4.3	1.4	3.6
Poor	0.4	0.6	0.3	0.3	0.2	0.3
SATISFACTION - Moloka'i						
Excellent	60.4	61.0	59.3	42.5	57.4	56.2
Above Average	33.6	31.9	36.6	39.8	27.3	35.0
Below Average	3.7	4.6	2.2	11.1	6.2	6.9
Poor	2.2	2.4	1.9	6.6	9.2	1.9
SATISFACTION - Lāna'i						
Excellent	65.7	65.2	66.2	56.3	57.6	55.5
Above Average	28.9	32.5	24.9	32.8	40.2	42.2
Below Average	4.2	0.0	8.9	10.9	2.2	2.3
Poor	1.2	2.4	0.0	0.0	0.0	0.0
SATISFACTION - Hawai'i Island						
Excellent	52.8	51.3	54.8	49.1	45.1	47.9
Above Average	40.6	43.1	37.4	42.9	46.7	42.6
Below Average	5.8	4.8	7.1	7.0	7.7	8.4
Poor	0.8	0.8	0.7	1.0	0.5	1.1
SATISFACTION - Hilo						
Excellent	52.6	52.8	52.5	45.6	43.9	47.4
Above Average	38.9	39.5	38.4	44.9	43.5	44.1
Below Average	6.5	5.0	7.8	8.8	10.8	7.8
Poor	2.0	2.7	1.4	0.8	1.8	0.7
SATISFACTION - Kona						
Excellent	58.9	56.8	61.6	54.5	56.3	54.5
Above Average	36.6	39.1	33.3	39.0	38.7	38.6
Below Average	3.5	3.1	4.1	5.4	4.0	5.7
Poor	1.0	1.0	1.0	1.1	0.9	1.1
SATISFACTION - Kaua'i						
Excellent	66.9	62.7	72.3	42.0	63.0	67.7
Above Average	27.3	30.4	23.2	40.5	31.6	27.0
Below Average	4.8	6.1	3.1	16.9	5.4	4.9
Poor	1.0	0.8	1.3	0.6	0.0	0.3

**Table 4.5 2007 Expectations of Vacation by Lifestyle
[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
U.S. TOTAL								
Exceeded your expectations	36.6	58.7	37.5	47.2	36.6	29.2	51.5	30.2
Met your expectations	60.4	39.5	59.7	50.1	59.6	68.0	44.7	67.2
Did not meet your expectations	3.0	1.8	2.8	2.7	3.8	2.8	3.8	2.7
U.S. WEST								
Exceeded your expectations	33.5	48.9	35.3	44.8	33.3	26.5	50.1	29.1
Met your expectations	63.6	49.4	61.6	52.9	63.2	70.8	46.7	68.1
Did not meet your expectations	2.9	1.7	3.1	2.3	3.5	2.7	3.2	2.9
U.S. EAST								
Exceeded your expectations	41.9	67.0	41.8	51.9	41.6	34.0	52.6	32.8
Met your expectations	55.0	31.1	56.0	44.8	54.1	63.2	43.2	64.9
Did not meet your expectations	3.1	1.9	2.3	3.3	4.2	2.8	4.2	2.2
JAPAN								
Exceeded your expectations	29.3	50.7	25.7	43.0	27.0	17.4	40.3	20.8
Met your expectations	65.3	44.9	69.1	52.4	67.8	76.1	53.7	74.4
Did not meet your expectations	5.4	4.4	5.2	4.5	5.2	6.5	6.0	4.9
CANADA								
Exceeded your expectations	40.6	64.9	36.2	54.4	45.2	30.0	53.6	32.3
Met your expectations	56.3	34.6	61.6	43.5	51.1	66.2	41.8	65.5
Did not meet your expectations	3.1	0.6	2.2	2.1	3.7	3.8	4.5	2.2
EUROPE								
Exceeded your expectations	43.5	60.7	41.5	44.9	42.8	37.5	49.2	30.4
Met your expectations	52.7	38.5	55.6	50.4	52.3	59.1	46.6	66.7
Did not meet your expectations	3.8	0.8	2.9	4.6	4.9	3.4	4.2	2.9

**Table 4.6 2006 Expectations of Vacation by Lifestyle
[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
U.S. TOTAL								
Exceeded your expectations	35.4	57.6	38.0	43.8	35.7	26.0	51.5	28.1
Met your expectations	59.8	38.2	56.6	52.3	59.4	69.1	42.6	67.5
Did not meet your expectations	4.9	4.2	5.4	4.0	4.9	5.0	5.9	4.4
U.S. WEST								
Exceeded your expectations	32.2	55.5	35.3	43.8	30.9	23.4	52.8	26.5
Met your expectations	62.5	39.2	59.2	51.7	63.7	71.2	40.4	68.6
Did not meet your expectations	5.3	5.3	5.5	4.5	5.4	5.4	6.9	4.9
U.S. EAST								
Exceeded your expectations	40.5	59.6	44.0	43.8	43.0	30.3	50.6	31.8
Met your expectations	55.3	37.3	50.7	53.1	52.9	65.5	44.3	64.9
Did not meet your expectations	4.1	3.1	5.3	3.2	4.1	4.2	5.1	3.3
JAPAN								
Exceeded your expectations	29.6	47.1	30.3	45.2	25.0	15.8	39.7	21.5
Met your expectations	63.5	49.5	62.3	51.7	66.6	75.4	52.9	72.0
Did not meet your expectations	6.9	3.4	7.4	3.1	8.4	8.8	7.3	6.5
CANADA								
Exceeded your expectations	34.1	50.2	34.7	49.5	35.3	23.8	48.1	24.9
Met your expectations	61.3	48.5	60.4	42.9	61.8	71.2	46.9	70.8
Did not meet your expectations	4.6	1.3	4.9	7.6	2.9	5.0	5.0	4.3
EUROPE								
Exceeded your expectations	39.9	51.2	41.6	50.2	35.8	32.0	45.1	28.4
Met your expectations	54.0	44.4	53.7	45.9	57.9	59.6	47.8	67.9
Did not meet your expectations	6.1	4.3	4.7	4.0	6.3	8.5	7.1	3.8

**Table 4.7 2007 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle
[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
U.S. TOTAL								
Very likely	88.7	92.2	90.4	87.6	88.8	87.7	85.1	90.3
Somewhat likely	9.3	6.0	7.7	10.7	9.1	10.4	12.4	8.0
Not too likely	1.5	1.8	1.4	1.4	1.4	1.6	1.6	1.5
Not at all likely	0.4	0.0	0.5	0.3	0.7	0.3	0.9	0.2
U.S. WEST								
Very likely	88.7	93.7	90.4	86.9	89.2	87.5	84.2	89.9
Somewhat likely	9.6	3.0	8.2	11.8	9.1	10.7	14.2	8.4
Not too likely	1.3	3.3	0.8	1.3	1.1	1.7	0.9	1.5
Not at all likely	0.3	0.0	0.6	0.0	0.6	0.1	0.8	0.2
U.S. EAST								
Very likely	88.8	90.9	90.4	88.9	88.1	88.0	85.9	91.2
Somewhat likely	8.7	8.5	6.6	8.5	9.0	9.9	10.9	6.9
Not too likely	1.8	0.5	2.6	1.8	1.9	1.5	2.1	1.5
Not at all likely	0.7	0.0	0.4	0.9	1.0	0.6	1.1	0.3
JAPAN								
Very likely	67.3	73.0	68.2	75.8	70.7	56.9	60.6	72.5
Somewhat likely	28.8	24.5	27.9	21.9	25.4	37.9	33.9	24.9
Not too likely	3.6	2.2	3.8	2.2	3.5	4.8	5.2	2.3
Not at all likely	0.3	0.3	0.2	0.1	0.4	0.3	0.3	0.3
CANADA								
Very likely	88.9	93.5	88.7	89.0	88.4	88.9	86.4	90.6
Somewhat likely	9.6	6.5	10.3	10.1	9.5	9.4	11.1	8.6
Not too likely	1.5	0.0	1.0	0.9	1.9	1.7	2.4	0.9
Not at all likely	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
EUROPE								
Very likely	80.1	89.4	80.9	78.7	79.4	78.0	78.2	84.3
Somewhat likely	16.1	9.8	17.3	16.5	15.2	18.7	16.9	14.2
Not too likely	3.4	0.8	1.3	3.9	4.7	3.3	4.3	1.5
Not at all likely	0.4	0.0	0.5	0.9	0.7	0.0	0.6	0.0

**Table 4.8 2006 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle
[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
U.S. TOTAL								
Very likely	87.7	90.9	88.6	85.5	87.6	87.5	83.7	89.5
Somewhat likely	9.9	6.4	9.1	11.9	9.9	10.4	12.2	8.9
Not too likely	1.8	2.1	2.2	1.9	1.4	1.7	3.1	1.1
Not at all likely	0.6	0.6	0.2	0.7	1.1	0.4	1.0	0.4
U.S. WEST								
Very likely	88.4	88.7	88.4	86.1	88.2	89.3	83.0	89.8
Somewhat likely	9.2	9.3	8.9	11.5	9.1	8.7	12.1	8.4
Not too likely	1.8	1.9	2.4	1.9	1.4	1.7	3.7	1.3
Not at all likely	0.6	0.0	0.3	0.5	1.3	0.4	1.2	0.5
U.S. EAST								
Very likely	86.7	93.0	88.9	84.7	86.8	84.7	84.3	88.8
Somewhat likely	11.1	3.7	9.4	12.6	11.1	13.2	12.2	10.1
Not too likely	1.7	2.2	1.7	1.8	1.4	1.7	2.7	0.8
Not at all likely	0.6	1.1	0.0	0.9	0.8	0.5	0.9	0.3
JAPAN								
Very likely	69.0	75.0	69.5	76.4	72.1	58.9	62.4	74.2
Somewhat likely	27.1	23.4	26.8	20.1	23.9	35.6	32.4	22.8
Not too likely	3.8	1.6	3.5	3.6	3.8	5.3	5.2	2.7
Not at all likely	0.1	0.0	0.2	0.0	0.1	0.2	0.1	0.2
CANADA								
Very likely	84.8	89.2	85.9	79.8	85.1	85.4	79.7	88.1
Somewhat likely	13.6	8.6	13.3	16.0	13.5	13.5	16.9	11.3
Not too likely	1.6	2.2	0.8	4.3	1.0	1.2	3.1	0.5
Not at all likely	0.1	0.0	0.0	0.0	0.3	0.0	0.2	0.0
EUROPE								
Very likely	76.1	83.2	81.9	77.2	74.9	72.0	74.6	79.4
Somewhat likely	18.3	11.9	12.5	19.1	19.6	20.6	19.1	16.6
Not too likely	5.0	4.4	4.4	3.6	4.9	6.4	5.6	3.6
Not at all likely	0.6	0.5	1.1	0.0	0.6	0.9	0.7	0.4

**Table 4.9 2007 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle
[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
U.S. TOTAL								
Very likely	65.7	48.0	65.7	60.2	69.9	66.4	43.7	75.1
Somewhat likely	19.9	30.5	20.2	26.6	18.1	17.4	30.5	15.4
Not too likely	12.1	18.9	12.0	11.3	10.1	13.4	20.9	8.3
Not at all likely	2.3	2.6	2.1	2.0	1.9	2.9	4.9	1.2
U.S. WEST								
Very likely	74.9	62.7	73.4	68.2	79.3	76.3	54.6	80.3
Somewhat likely	15.8	25.7	16.3	21.4	13.9	13.8	26.0	13.1
Not too likely	8.0	10.8	8.4	9.2	6.0	8.5	16.0	5.8
Not at all likely	1.3	0.8	1.9	1.2	0.8	1.5	3.4	0.8
U.S. EAST								
Very likely	49.9	35.6	50.1	44.5	55.7	49.0	35.3	62.2
Somewhat likely	27.0	34.6	28.1	36.7	24.6	23.6	33.9	21.2
Not too likely	19.1	25.8	19.2	15.3	16.2	22.0	24.7	14.4
Not at all likely	4.0	4.1	2.5	3.5	3.6	5.4	6.1	2.2
JAPAN								
Very likely	46.1	26.6	47.9	46.0	55.4	44.4	24.4	62.9
Somewhat likely	36.7	44.7	36.0	41.4	32.5	35.3	47.2	28.6
Not too likely	15.4	23.5	14.7	11.9	11.6	18.0	25.1	7.9
Not at all likely	1.8	5.3	1.4	0.8	0.4	2.3	3.3	0.6
CANADA								
Very likely	53.4	43.1	57.0	48.2	57.6	50.8	32.7	66.6
Somewhat likely	26.1	31.1	25.9	30.4	25.8	23.9	34.5	20.7
Not too likely	17.0	20.6	15.6	17.8	12.5	21.4	27.2	10.6
Not at all likely	3.5	5.2	1.4	3.5	4.1	3.9	5.7	2.1
EUROPE								
Very likely	34.7	23.4	33.0	38.2	39.7	31.5	25.9	55.1
Somewhat likely	25.6	22.7	31.3	28.6	24.1	24.1	26.4	23.6
Not too likely	31.0	40.8	26.8	26.2	28.1	35.5	37.0	17.1
Not at all likely	8.7	13.2	8.9	7.1	8.1	8.9	10.7	4.2

**Table 4.10 2006 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle
[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
U.S. TOTAL								
Very likely	65.5	45.9	64.9	60.8	69.0	68.2	42.2	76.0
Somewhat likely	21.1	35.1	23.1	27.2	17.7	18.1	31.2	16.6
Not too likely	10.5	14.7	9.9	9.3	11.0	10.3	20.5	6.0
Not at all likely	2.8	4.3	2.1	2.7	2.4	3.5	6.0	1.4
U.S. WEST								
Very likely	75.3	50.4	72.0	65.2	80.7	80.3	51.9	81.8
Somewhat likely	16.9	36.3	19.6	26.8	12.0	12.9	29.4	13.5
Not too likely	6.0	12.2	7.0	6.7	5.2	4.9	15.1	3.5
Not at all likely	1.7	1.2	1.3	1.4	2.1	1.9	3.6	1.2
U.S. EAST								
Very likely	49.4	41.7	49.0	54.2	50.9	48.0	34.8	62.1
Somewhat likely	28.1	34.1	30.8	27.9	26.5	26.7	32.6	24.1
Not too likely	17.9	17.1	16.3	13.2	19.9	19.2	24.7	12.0
Not at all likely	4.6	7.2	3.8	4.6	2.8	6.2	7.9	1.7
JAPAN								
Very likely	49.5	24.6	50.9	50.0	57.4	52.4	29.5	65.6
Somewhat likely	35.4	46.6	36.1	37.5	31.0	31.9	46.5	26.4
Not too likely	13.5	25.5	12.4	11.9	9.2	13.8	21.3	7.2
Not at all likely	1.6	3.3	0.6	0.6	2.3	1.8	2.6	0.7
CANADA								
Very likely	53.7	29.7	55.4	45.1	57.7	56.6	37.1	64.6
Somewhat likely	26.4	33.9	29.1	34.4	24.9	21.7	31.9	22.8
Not too likely	15.9	30.9	12.1	13.9	14.5	17.8	23.4	11.0
Not at all likely	4.0	5.5	3.4	6.7	2.9	4.0	7.7	1.6
EUROPE								
Very likely	35.7	26.0	49.0	38.4	38.0	30.8	25.3	58.7
Somewhat likely	28.8	29.3	24.1	29.3	29.7	28.7	30.6	24.9
Not too likely	25.8	28.6	18.9	27.1	22.9	29.0	31.4	13.4
Not at all likely	9.7	16.1	8.0	5.1	9.4	11.5	12.7	3.1

**Table 4.11 2007 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
RECOMMEND - Oah'u						
Excellent	68.3	67.4	69.5	62.6	72.7	68.4
Above Average	21.3	21.7	20.7	31.3	18.8	20.5
Below Average	7.4	7.8	6.9	5.2	6.9	8.6
Poor	2.9	3.0	2.8	0.8	1.6	2.5
RECOMMEND - Maui						
Excellent	81.6	80.6	83.3	58.1	82.7	75.5
Above Average	14.8	15.4	14.0	36.1	14.7	18.6
Below Average	2.9	3.3	2.2	4.4	1.9	4.7
Poor	0.7	0.7	0.6	1.4	0.6	1.2
RECOMMEND - Moloka'i						
Excellent	60.5	58.7	64.8	28.0	53.2	40.8
Above Average	23.6	27.1	14.9	39.1	30.1	34.6
Below Average	12.8	10.8	17.9	24.2	10.1	16.6
Poor	3.1	3.4	2.5	8.7	6.6	8.0
RECOMMEND - Lāna'i						
Excellent	58.9	56.7	62.4	25.9	56.2	43.3
Above Average	21.7	21.1	22.5	41.8	24.4	34.0
Below Average	16.2	19.1	11.7	24.1	14.3	20.5
Poor	3.2	3.1	3.4	8.3	5.1	2.2
RECOMMEND - Hawai'i Island						
Excellent	72.1	71.9	72.3	57.3	68.9	63.0
Above Average	23.0	22.9	23.1	36.1	25.2	27.9
Below Average	3.6	4.1	3.0	5.5	4.1	7.5
Poor	1.4	1.2	1.5	1.0	1.8	1.5
RECOMMEND - Kona						
Excellent	74.0	74.7	73.0	60.3	69.6	62.6
Above Average	20.8	20.3	21.5	33.0	24.3	27.7
Below Average	3.7	3.9	3.5	5.5	4.5	8.1
Poor	1.5	1.2	2.0	1.2	1.5	1.6
RECOMMEND - Hilo						
Excellent	62.0	60.7	63.4	50.1	58.7	55.4
Above Average	26.8	27.8	25.7	40.2	28.0	30.4
Below Average	7.9	7.3	8.5	8.4	11.6	9.4
Poor	3.3	4.1	2.4	1.3	1.8	4.7
RECOMMEND - Kaua'i						
Excellent	86.4	86.6	86.1	46.0	79.6	78.7
Above Average	11.5	11.2	11.9	38.6	17.3	18.3
Below Average	1.9	2.1	1.5	13.3	2.8	2.4
Poor	0.2	0.1	0.5	2.2	0.3	0.6

**Table 4.12 2006 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
RECOMMEND - O'ahu						
Very likely	67.3	67.7	66.8	64.3	67.9	64.1
Somewhat likely	22.0	20.5	23.9	29.5	23.1	24.9
Not too likely	7.9	8.9	6.6	5.6	5.9	9.0
Not at all likely	2.8	3.0	2.6	0.7	3.0	1.9
RECOMMEND - Maui						
Very likely	82.9	81.4	85.3	59.4	85.3	72.5
Somewhat likely	14.2	15.3	12.6	34.7	12.4	22.2
Not too likely	2.0	2.5	1.3	5.7	2.0	4.5
Not at all likely	0.8	0.9	0.8	0.2	0.3	0.7
RECOMMEND - Moloka'i						
Very likely	49.7	48.9	51.3	32.0	47.6	55.8
Somewhat likely	31.8	30.9	33.5	40.6	30.7	25.6
Not too likely	12.0	14.9	5.9	25.1	20.2	13.7
Not at all likely	6.5	5.2	9.3	2.3	1.5	4.8
RECOMMEND - Lāna'i						
Very likely	59.6	56.0	65.4	36.9	49.2	51.8
Somewhat likely	23.7	26.4	19.3	41.6	39.2	36.8
Not too likely	13.9	14.4	13.0	21.4	10.3	10.6
Not at all likely	2.8	3.1	2.3	0.0	1.3	0.9
RECOMMEND - Hawai'i Island						
Very likely	62.5	63.7	60.7	51.3	60.3	53.5
Somewhat likely	30.4	29.7	31.3	38.5	30.8	34.9
Not too likely	5.8	5.6	6.0	9.2	8.0	9.8
Not at all likely	1.4	1.1	2.0	1.0	1.0	1.9
RECOMMEND - Kona						
Very likely	72.6	74.3	70.0	58.8	71.7	61.1
Somewhat likely	21.3	20.3	22.8	33.9	21.8	28.5
Not too likely	4.5	4.1	5.1	6.2	5.5	8.2
Not at all likely	1.6	1.2	2.1	1.1	1.0	2.2
RECOMMEND - Hilo						
Very likely	58.1	55.8	60.8	48.0	55.5	53.0
Somewhat likely	29.2	29.9	28.5	38.2	28.5	35.2
Not too likely	9.9	11.6	8.0	11.9	13.8	9.7
Not at all likely	2.7	2.7	2.8	1.8	2.3	2.1
RECOMMEND - Kaua'i						
Very likely	83.8	82.6	85.5	46.4	77.4	73.5
Somewhat likely	12.5	13.4	11.2	36.6	20.3	21.3
Not too likely	2.5	2.8	2.2	14.3	1.9	4.7
Not at all likely	1.2	1.3	1.2	2.7	0.4	0.5

Table 4.13 2007 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Flight too long	32.3	15.1	44.0	19.4	31.3	54.1
Too commercial/overdeveloped	20.3	27.2	15.5	10.1	16.6	13.3
Too crowded/congested/traffic	18.7	24.8	14.6	6.7	11.4	6.5
Not enough value for the price	24.9	26.2	24.1	11.0	18.3	9.4
Want to go someplace new	52.4	50.0	54.0	58.5	67.6	53.6
Other financial obligations	28.2	25.7	29.9	19.8	27.7	25.6
Poor service	3.5	4.3	3.0	2.6	2.0	1.2
Unfriendly people/felt unwelcome	6.0	7.9	4.7	1.8	0.9	1.7
Poor health/age restriction	5.7	6.8	5.0	10.9	3.2	4.7
Other	9.6	11.4	8.4	21.4	10.1	8.8

Table 4.14 2006 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Flight too long	26.9	7.2	38.0	17.7	28.8	54.0
Too commercial/overdeveloped	17.7	26.9	12.6	12.7	18.4	15.1
Too crowded/congested	15.2	20.6	12.1	10.1	10.6	6.5
Not enough value for the price	25.7	32.0	22.2	9.3	21.2	12.1
Want to go someplace new	46.9	42.3	49.5	59.2	60.1	53.7
Other	33.6	34.5	33.1	35.5	31.2	18.5

Table 4.15 2007 Other Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Security/laws/regulations	0.5	1.1	0.1	1.2	0.0	0.2
Severe Weather	1.0	1.1	0.9	0.4	1.7	0.1
Too expensive/no money	3.6	3.2	3.9	4.8	4.7	3.5
No time/no vacation	0.2	0.4	0.2	6.5	0.4	0.0
Other	4.2	5.7	3.2	5.3	3.3	4.7

Table 4.16 2006 Other Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Once in a lifetime	0.9	0.4	1.2	0.0	0.3	0.7
Poor service	1.3	1.8	1.1	2.4	3.2	0.6
Unfriendly people/felt unwelcome	0.9	1.8	0.3	1.2	0.0	0.5
Poor health/age restriction	1.9	0.6	2.6	1.7	2.9	1.5
Other financial obligation	1.8	2.3	1.6	2.1	1.2	0.6
Weather/natural calamities	1.0	1.9	0.5	1.5	1.9	1.1
No time/vacation	0.7	0.0	1.1	7.3	0.2	0.6
Too expensive/no money	16.1	14.0	17.3	11.9	15.7	9.0
HI doesn't meet expectations	2.1	2.9	1.7	0.1	0.0	0.5

5. ACTIVITY PARTICIPATION

ACTIVITY PARTICIPATION

This measure provides vital feedback on the frequency and popularity of an activity across the islands by MMA and lifestyle/lifestage. Visitors from the top five MMAs were more likely to participate in *entertainment* and *shopping* activities across the state. The many visitors across every MMA who made *sightseeing* a part of their trip were more likely to be *self-guided*. Those who participated in *recreation* activities were likely to participate in *swimming/sunbathing/beach* activities. Almost every MMA, except Japan, were likely to visit a *family restaurant/diner, local shops/artisans* and utilize a *rental car* on every island.

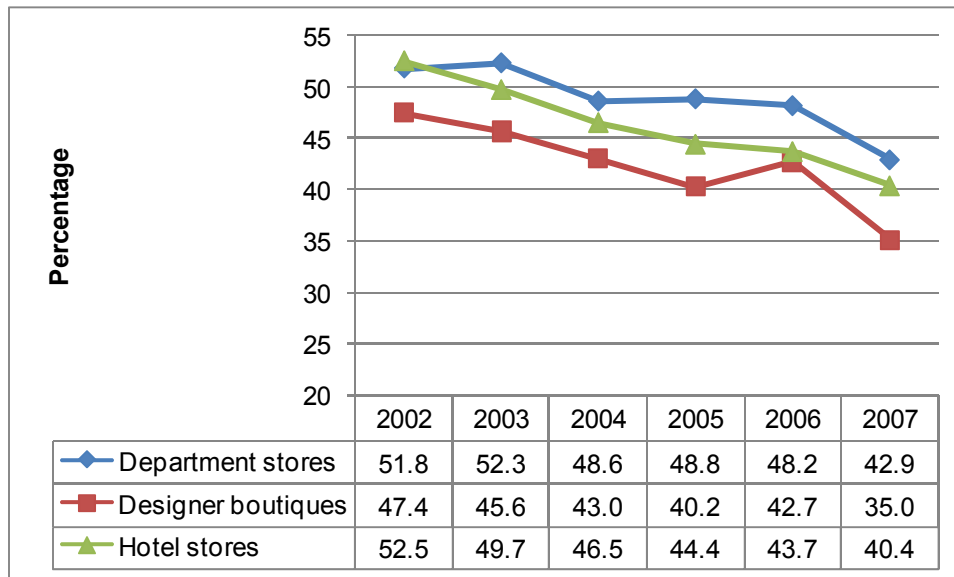
Activity Participation by Island

- Visitors from every MMA to O‘ahu were generally more active than visitors who visited other islands. On the island of O‘ahu, visitors were more likely to participate in an *entertainment* activity. It was more common on O‘ahu for visitors to be at *night clubs/dancing/bars/karaoke* and *family restaurant/diners* compared to other islands. In addition, O‘ahu visitors were more likely to be involved in a *culture* activity, especially in a *Polynesian show/li‘au/hula* and *festival*. O‘ahu was also known for their *department stores, hotel stores, swap meets, discount/outlet stores, convenience stores and duty free shops*. Visitors also utilized O‘ahu’s *public buses* and *taxi/limousines* more often than visitors on other islands.
- Compared to the other islands, visitors from the U.S. East, Japan and Canada were more likely to shop in Maui’s *local shops/artisans*. Among the U.S. West, U.S. East and European visitors, Maui was the place to shop at *supermarkets*.
- U.S. West, U.S. East, Canadian and European visitors to Kaua‘i were more likely to take a *helicopter or plane tour* and or take part in *backpacking/biking/camping* than on other islands.
- Compared to activities at other destinations, Kona’s *historic sites* was very popular while Hilo visitors were more likely to be on *tour bus excursions*.

U.S. West (Tables 5.1 to 5.2)

U.S. West visitors were highly engaged in a variety of activities even though many U.S. West visitors (79.1 % of the total 2007 U.S. West arrivals to the state) were Repeat visitors. U.S. West visitors tended to be more independent travelers with high *rental car* (76.7%) and *self-guided tour* (77.8%) participation across all islands. U.S. West visitors tended to *shop* (93.9%) at *supermarkets* (65.8%) more than U.S. East and Japanese visitors. U.S. West visitors also shopped heavily at *local shop/artisans* (72.3%), particularly on Kaua‘i (72.4%) and Maui (70.1%) and less so on O‘ahu (58.7%), Hilo (44.1%) or Lāna‘i (28.6%). In addition, U.S. West visitors were more likely to go *surfing/bodyboarding* (24.8%) and *prepare their own meal* (52.5%). Three out of four took in a *family restaurant/diner* (74.6%).

**Figure 23: U.S. West Shopping Participation: 2002 – 2007
[Percentage of Visitors]**



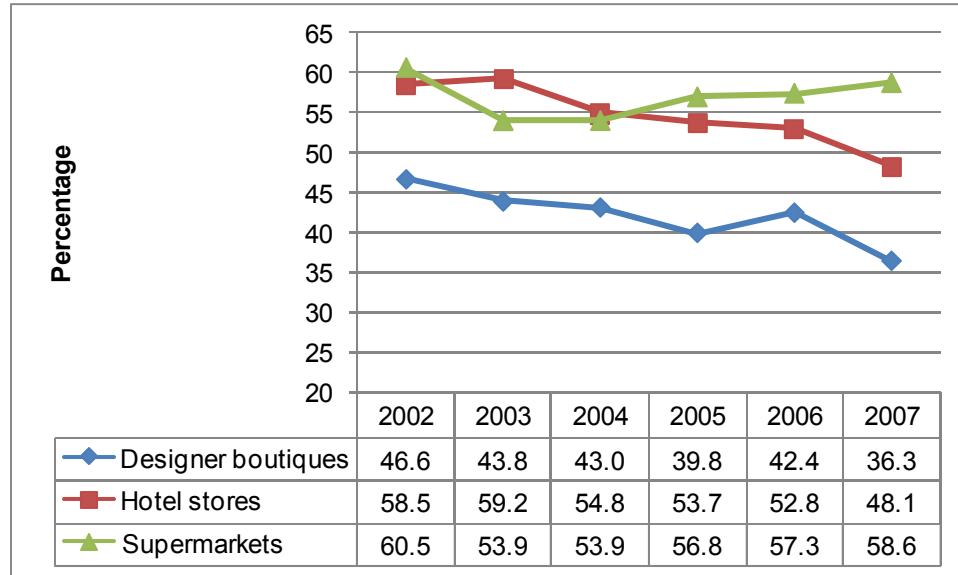
- Since 2002, U.S. West visitors *shopping* declined at *department stores* (-8.9 percentage points), *designer boutiques* (-12.4 percentage points) and *hotel stores* (-12.1 percentage points) (see Figure 23).
- Half of U.S. West Visitors who visited Maui (55.2%), Kaua'i (44.9%), Kona (50.9%), and Lāna'i (59.6%) went *snorkeling/scuba diving*.
- U.S. West visitors were more likely to participate in *entertainment* (90.6%) on O'ahu than other islands, particularly in *ethnic dining* (40.8%).
- U.S. West visitors were more likely to *shop* (92.2%) in Maui, especially in *designer boutiques* (37.6%) and *supermarkets* (67.3%). *Transportation* (87%) and *rental car* (82.6%) use was also higher on Maui than on other islands. More visitors also favored the island's *boat/submarine/whale watching tours* (31.6%). Maui visitors were heavy into their *recreation* activities (87.5%) and in comparison to the other islands, Maui visitors were more involved in *swimming/sunbathing/beach* (79.1%), *surfing/body boarding* (23.8%), *running/jogging/fitness walking* (37.2%) and or relaxing at a *spa* (13.4%). *Entertainment* activities such as a *lounge act/stage show* (26.1%) and *fine dining* (61.3%) were more popular with U.S. West visitors on Maui. In addition *culture* activities such as *museums/art galleries* (31.1%) and *plays/concerts* (7.1%) were also popular in Maui.
- In contrast to other islands, visitors to Kaua'i were more involved in *sightseeing* activities (91.1%), specifically *self-guided* (79.8%) and *helicopter/plane* (14.4%) tours. The many U.S. West visitors who participated in *recreation* (88.3%) and *culture* (76.3%) activities were more likely to participate on Kaua'i. *Backpacking/hiking/camping* (28%) and visiting the island's *parks/gardens* (53.9%) were especially more common on this island. Since the concentration of visitors who *prepared their own meal* (56.7%) was more frequent on Kaua'i, many U.S. West visitors shopped in Kaua'i's *supermarkets* (64.3%).

- Over half (55.2%) of U.S. West visitors to Kona visited its *historic* sites.
- U.S. West visitors were more likely to participate in *golf* (16.8%) and or a *sports event/tournament* (8.4%) on Moloka'i. Many visitors who visited Moloka'i took part in the island's *cultural* activities (67.2%), including 64.5 percent who visited *historic sites* (the highest concentration compared to all other islands).
- Three out of five (59.6%) U.S. West visitors to Lāna'i went on a *snorkeling/scuba diving* excursion (more frequent compared to all other islands). While several took a *private limousine/van tour* (18.7%) and/or went to a *spa* (13.2%).

U.S. East (Tables 5.3 to 5.4)

In contrast to their U.S. West counterparts, U.S. East visitors were generally more into *lounge act/stage show* (29.5%) and shopping at *hotel stores* (48.1%). Also compared to U.S. West visitors, U.S. East visitors were also more involved in *sight-seeing* activities (92.2%), *boat/submarine/whale watching* tours (34.2%) and *tour bus excursions* (22.8%). In addition, U.S. East visitors were more interested in *culture* (87.7%) activities, particularly in visiting *historic sites* (64.5%), *Polynesian show/li'au/hula* (53.5%) and *parks/gardens* (61.2%). U.S. East visitors utilized more (+5.2 percentage points) *rental cars* in 2007 (75.1%) than in 2006. Over half of the U.S. East visitors who participated in *shopping* in Hawai'i, shopped at *local shops/artisans* (72.1%), *supermarkets* (58.6%), and *convenience stores* (57.3%).

**Figure 24: U.S. East Shopping Participation: 2002 – 2007
[Percentage of Visitors]**



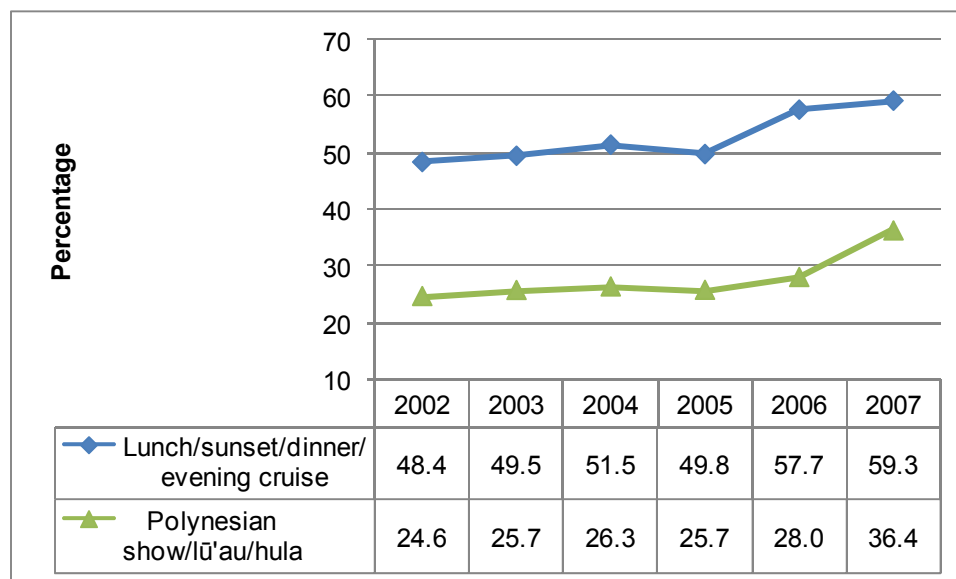
- Even though many U.S. East visitors had a high tendency to *shop*, participation has decreased in *designer boutiques* (-10.3 percentage points) and *hotel stores* (-10.4 percentage points) since 2002. However, *supermarket* shopping has gradually improved (+4.7 percentage points) from 2003 (see Figure 24).

- More U.S. East participated in an *entertainment* (88.6%) activity on O‘ahu. *Ethnic dining* (35.8%) participation was particularly more common on O‘ahu than on other islands. More U.S. East visitors were likely to spend their *shopping* (88.4%) experience on O‘ahu. The proportion of U.S. East visitors who participated in *culture* activities (82.9%) was also higher on O‘ahu, particularly in *historic sites* (62.8%).
- In comparison to other islands, a larger proportion of U.S. East visitors participated in *recreation* activities (81%) on Maui. U.S. East visitors to Maui were more apt to *swimming/sunbathing/beach* (72.1%), *snorkeling/scuba diving* (45%), *running/jogging/fitness walking* (30.1%) and *spa* (10.4%) activities. More visitors utilized Maui’s *transportation* (80.2%) and its *rental cars* (73%) than on other islands. Just like their U.S. West counterparts, *boat/submarine/whale watching* (35%) participation was more common on Maui. U.S. East visitors also favored Maui’s *lunch/sunset/dinner/evening cruise* (25.6%), *lounge act/stage show* (24.2%) and *fine dining* (52.9%). U.S. East visitors tended to shop in *designer boutiques* (32.1%), *supermarkets* (51%) and *local shops/artisans* (64.2%) on Maui. More visitors also took in a *Polynesian show/lū‘au/hula* (41.1%) and *museum/art gallery* (24.2%) on Maui.
- Similar to U.S. West, U.S. East visitors to Kaua‘i were more likely to participate in a *sightseeing* activity (94.3%) than on other islands, especially a *helicopter/plane tour* (23.1%). Kaua‘i’s *parks/gardens* (52.9%) was also favored by U.S. East visitors.

Japan (Tables 5.5 to 5.6)

Even though the Japanese visited all islands, much of their activities were concentrated on O‘ahu. Fewer Japanese visitors tended to spend time on the neighbor islands and over half were Repeat visitors (56.3% of respondents). Japanese were less likely to participate in *recreation* (80.5%) and *culture* (74.4%) activities than other visitor markets. Instead Japanese visitors exceedingly participated in Hawai‘i’s *shopping* (99.1%) and *entertainment* (96%). Given that Japanese visitors were top spenders in shopping activities, it was common to find them shopping in all types of stores: *convenience stores* (78.2%), *duty free shops* (75.7%), *designer boutiques* (59.4%), *supermarkets* (57.4%), *hotel stores* (49.8%) and *discount/outlet stores* (41%). However few shopped at *local shop/artisans* (33.8%) compared to other MMAs. Those that participated in *entertainment* indulged in *fine dining* (81.6%) and a *lunch/sunset/dinner/evening cruise* (59.3%) while very few *prepared their own meal* (12.7%). Compared to 2006, more (+8.5 percentage points) Japanese visitors indulged in fine-dining in 2007. Japanese visitors continued to be heavy users of the *trolley* (68.2%) statewide, particularly on O‘ahu (70.3%).

**Figure 25: Japan Entertainment & Culture Participation: 2002 – 2007
[Percentage of Visitors]**

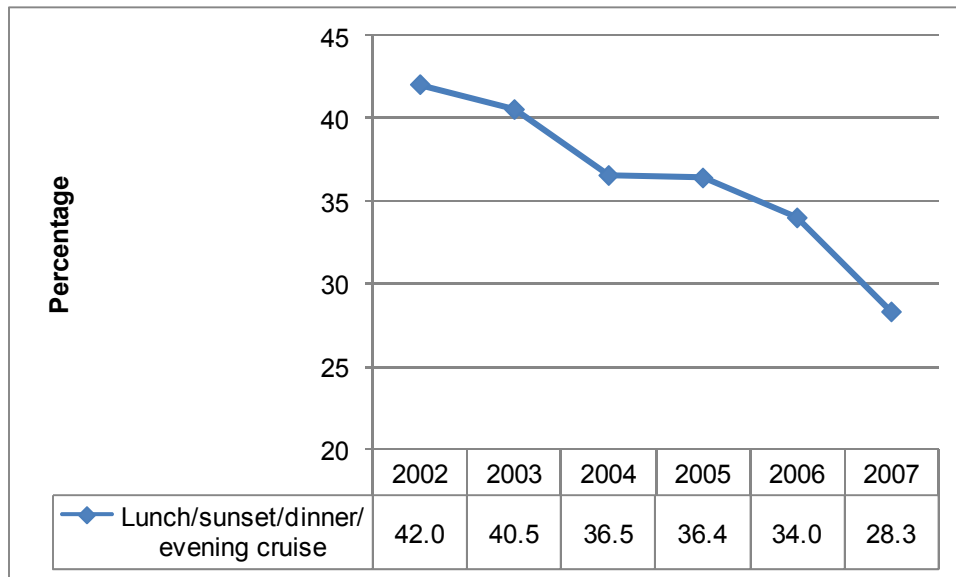


- Increasingly more Japanese visitors participated in a *lunch/sunset dinner/evening cruise* (+10.9 percentage points) and *Polynesian show/lū'au/hula* (+11.8 percentage points) in 2007 than in 2002 (Figure 25).
- *Tour bus excursions* were the main choice of *sightseeing* activity on Maui (57.4%), Kauaʻi (69.7%), Hilo (69.1%), and Kona (52.3%). On Oʻahu over half (52.8%) opted for *self-guided* sightseeing.
- Japanese visitors preferred to shop at *local shops/artisans* (36.1%) than in other types of stores while on Maui.
- Japanese visitors were more likely to *rent a car* in Kona (29.8%) than on other islands.

Canada (Tables 5.7 to 5.8)

Canadian visitors were generally diverse in their activity participation and the most active relative to all other MMAs during their trip to Hawaiʻi. However, much of their activities were concentrated on Oʻahu. In comparison to other MMAs, Canadian visitors were more likely to participate in *recreation* (93.5%) and *culture* (88.7%) activities statewide. In terms of *recreation*, Canadians were more likely to go *swimming/sunbathing/beach* (87.8%), *snorkeling/scuba diving* (50.7%), *running/jogging/fitness walking* (43.1%) and *surfing/bodyboarding* (29.6%). *Culture* activities such as *museum/art galleries* (31.9%), *Polynesian show/lū'au/hula* (53.1%), *parks/gardens* (65.3%) were more popular among Canadians. Canadian visitors had a higher tendency to *shop* (97.3%) at *local shops/artisans* (76.9%) and *swap meets* (39.9%). In addition, Canadians were more likely to dine in a *family restaurant/diner* (76.7%), *prepare their own meal* (59.3%) and/or watch a *lounge act/stage show* (30.5%). More Canadian visitors also preferred *self-guided* tours (81%).

**Figure 26: Canada Entertainment Participation: 2002 – 2007
[Percentage of Visitors]**

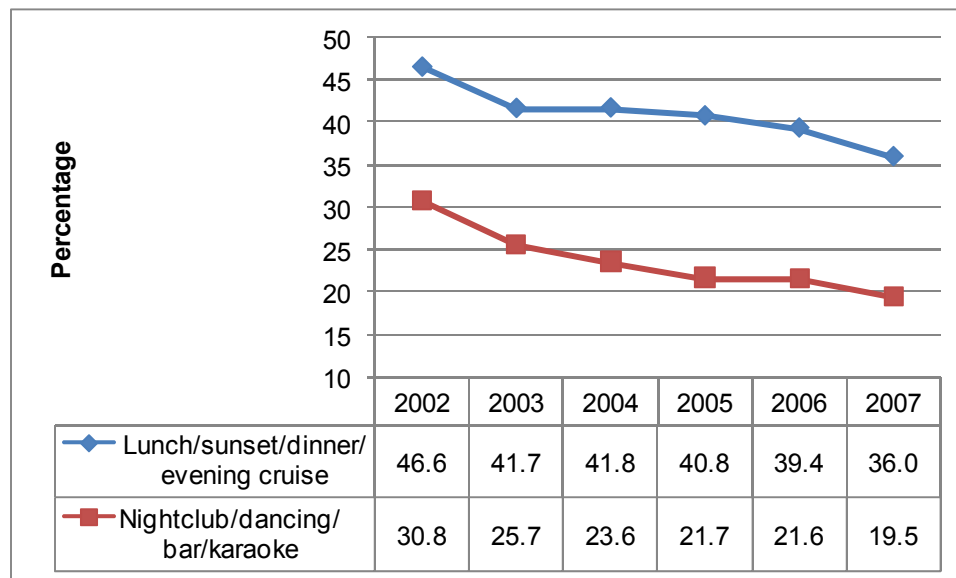


- Canadian visitor’s participation in *lunch/sunset/dinner/evening cruise* (28.3%) across the state dropped 5.7 percentage points from 2006 and 13.7 percentage points from 2002 (Figure 26).
- O‘ahu was the place where the majority of Canadians participated *shopping* (92.9%), *entertainment* (88.2%), *transportation* (86.9%), *culture* (82.2%) and *recreation* (81.7%). Canadians preferred to shop in O‘ahu’s *designer boutiques* (36.9%). In terms of *entertainment*, more Canadian visitors enjoyed a *family restaurant/diner* (70.6%) and *ethnic dining* (30.5%) on O‘ahu than on other islands. Canadians were also more likely to visit *historic sites* (53.3%), *Polynesian show/lū‘au/hula* (45.8%), *parks/gardens* (53%) and utilized the *public bus* (43.1%) on O‘ahu.
- The bulk of Canadian visitors to Maui did their sightseeing *self-guided* (69.8%) and utilized a *rental car* (70%). At the same time, 29.7 percent of Canadian visitors went on a *boat/submarine/whale watching* tour. *Snorkeling/scuba diving* (43.4%) participation was higher on Maui compared to the other islands. Maui visitors were more likely to shop in *local shops/artisans* (65.4%) and *supermarkets* (54.7%).
- Many Canadians who traveled to Hilo (42.1%), Moloka‘i (38.3%) and Lāna‘i (41.2%) took a *tour bus excursion*. In addition, Canadian visitors who participated in golf preferred to golf on Lāna‘i (17.6%).

Europe (Tables 5.9 to 5.10)

Participation in *sightseeing* (95.2%) activities, particularly in a *helicopter/plane tour* (19.5%) were more common in Europeans than other MMAs. Just like their Japanese and Canadian counterparts, much of their activities were concentrated on O‘ahu. In terms of *recreation* activities, European visitors were more likely to go *swimming/sunbathing/beach* (88.4%) than other MMAs. European visitors had the highest propensity to shop at *supermarkets* (72.5%) and *department stores* (66.7%) statewide. In addition, European visitors had a higher tendency to participate in a *nightclub/dancing/bar/karaoke* (19.5%) and or use the *public bus* (36.5%).

**Figure 27: Europe Entertainment Participation: 2002 – 2007
[Percentage of Visitors]**



- Since 2002, *lunch/sunset/dinner/evening cruise* (36%) and *nightclub/dancing/bar/karaoke* (19.5%) participation decreased (-10.6 and -11.3 percentage points, respectively) among European visitors (see Figure 27).
- O‘ahu was the place for Europeans to participate in *shopping* (94.8%), *entertainment* (90.5%), *transportation* (88.8%) and *culture* (83.8%). Europeans were more likely shop at O‘ahu’s *department stores* (67.9%) and *local shops/artisans* (60.4%). More Europeans tended to go to O‘ahu’s *night club/bar/karaoke* (20%). At the same time, visitors on O‘ahu utilized the *public bus* (44.8%) and *taxi/limousine* (40.5%). The many European visitors who experienced O‘ahu’s *culture* activities went to the island’s *historic sites* (57.1%).
- Seven out of ten Maui (68.3%), Kaua‘i (68.2%), Kona (69.4%) and Moloka‘i (69.9%) visitors participated in *self-guided* tours.
- Over three-fifths (65.3%) of Maui visitors went to a *supermarket* (more frequent compared to all other islands). In addition, more European visitors on Maui participated in *snorkeling/scuba diving* (40.8%), *boat/submarine/whale watching* tours (32.9%) and went to an *art/craft fairs* (9.8%) in comparison to other islands.

- Kaua'i was more popular with *sightseeing* activities (96.3%) and its *helicopter or plane* tours (25.8%) in comparison to the other islands. In addition, European visitors were more likely to spend time *backpacking/hiking/camping* (25.6%) and or utilize a *rental car* (68.9%).
- Over half of European visitors to Kona *rented a car* (64.4%) and visited the area's *historic sites* (52%).

Activity Participation by Lifestage

The differentiation in Lifestage segments' behavior was due to shared preferences and a result of the difference in visitor characteristics such as length of stay, ratio of repeat to first-timers, age, income and lifestyle.

- Wedding/Honeymoon visitors across every MMA were more likely to participate in a *lunch/sunset/dinner/evening cruise* and *fine dining*.
- Family visitors across every MMA were more involved in *swimming/sunbathing/beach* activities and using a *rental car*. In addition, Family visitors were more likely to shop at *supermarkets* and *prepare their own meal*.
- *Backpacking/hiking/camping* was more popular with Young visitors from the U.S., Canada and Europe. Young visitors also were more involved in *self-guided tours*.
- Senior visitors in every Major Marketing Area were the least likely to participate in *recreation* activities, particularly in beach activities.
- First-timers were generally more active. New destinations lead them to be more active in activities such as *sightseeing* and *culture*. First-timers were also more likely to participate in *tour bus excursions* than Repeat visitors. *Lunch/sunset/dinner/evening cruises* and *Polynesian show/lu'au/hulas* were also more popular among First-time visitors.
- Repeat visitors had a higher tendency to participate in *running/jogging/fitness walking* and use a *rental car* while in Hawai'i. In addition, Repeat visitors were more likely to shop at *supermarkets* and *prepare their own meal*.

U.S. West (Tables 5.11 to 5.12)

- U.S. West First-timers (91.7%) were generally more active in *recreation* activities compared to U.S. West Repeat visitors (88.4%), especially in *snorkeling/scuba diving* (57.8%) and *backpacking/hiking/camping* (32.1%). Repeat (19.8%) visitors were more likely to visit an *art/craft fair* in Hawai'i.
- Family visitors were more actively involved in a wide range of *recreation* activities than other lifestyles. More of these visitors were involved in *swimming/sunbathing/beach* (94.8%), *snorkeling/scuba diving* (66.8%), *surfing/body boarding* (45%) and *running/jogging/fitness walking* (41.9%).
- U.S. West Wedding/Honeymoon visitors were the most likely to participate in *snorkeling/scuba diving* (67.6%) and *backpacking/hiking/camping* (36.1%). The majority of U.S. West Wedding/Honeymoon visitors were also heavily involved in *entertainment* activities (97.6%) and *fine dining* (65.7%). They also were more likely to shop at *supermarkets* (72%) and utilize a *rental car* (84.8%).

- U.S. West Seniors were more likely to *golf* (16.7%) and shop at *discount/outlet stores* (36.4%). In addition, U.S. West Seniors had a higher tendency to visit a *museum/art gallery* (34.3%) and an *art/craft fair* (24.7%).
- *Ethnic dining* was found to be a popular activity among U.S. West Wedding/Honeymoon (53.1%) and Young (51.8%) visitors.

U.S. East (Tables 5.13 to 5.14)

- Activity participation among U.S. East First-time and Repeat visitors were similar to U.S. West First-time and Repeat visitors. *Helicopter or plane tours* (20%) and *historic sites* (70.9%) were also popular among First-timers. Nonetheless, U.S. East Repeat visitors were also more likely to shop at *swap meets* (35.1%) and visit an *art/craft fair* (19.5%) compared to U.S. East First-timers.
- Compared to other lifestyles, Wedding/Honeymoon visitors were very diverse in *sightseeing* activities (95.3%), especially with *helicopter or plane tours* (29.4%) and *boat/submarine/whale watching tours* (51.9%). U.S. East Wedding/Honeymoon visitors were also more likely to go to a *spa* (23.1%), *lounge act/stage show* (41.9%) and *Polynesian show/lū'au/hula* (71.5%) in Hawai'i.
- Family visitors were more likely to shop in *supermarkets* (66.8%) and *prepare their own meal* (50.5%). These visitors were also heavy participants in *culture* activities (91.3%), especially in *museum/art galleries* (33.5%) and *parks/gardens* (64.9%).
- Half of Young U.S. East visitors (51.9%) shopped at *hotel stores*.
- *Rental cars* were more likely to be utilized by Wedding/Honeymoon (81.1%) and Family (81.7%) visitors.

Japan (Tables 5.15 to 5.16)

- More Japanese First-timers experienced a *lunch/sunset/dinner/evening cruise* (69.6%) than Japanese Repeat visitors. At the same time, Repeat visitors were more likely to shop at *supermarkets* (64.2%), *designer boutiques* (62%) and *discount/outlet stores* (43.5%).
- Most Japanese Wedding/Honeymoon visitors (97.9%) took part in an *entertainment* activity, especially in *fine dining* (88.9%) and a *lunch/sunset/dinner/evening cruise* (74.9%).
- Japanese Senior visitors were found to be the least active in *recreation* (65.3%) activities, instead they were more likely to participate in *culture* activities (80.6%) such as a *Polynesian show/lū'au/hula* (46%), *historic sites* (38.2%) and *museum/art galleries* (22.6%). This segment was also more involved in *lounge act/stage shows* (31.6%).

Canada (Tables 5.17 to 5.18)

- Canadian First-timers were a lot more adventurous compared to Canadian Repeat visitors. Canadian First-timers were more likely to participate in *sightseeing* activities (96.3%), especially *boat/submarine/whale watching tours* (40.2%). More Canadian First-timers experienced Hawai'i's *culture* activities (93.2%) and experienced *historic sites* (69.9%), *Polynesian show/lū'au/hula* (67.5%) and *parks/gardens* (68.6%). In addition First-timers were more likely to watch a *lounge act/stage show* (35%). On the other hand, Repeat visitors had a higher tendency to go *running/jogging/fitness walking* (49.5%), use a *rental car* (76.2%), partake in *fine dining* (60.5%) and *prepare their own meal* (65.5%).

- The many Wedding/Honeymoon visitors (92.8%) who chose to participate in some kind of *sightseeing* activity were more likely to participate in *boat/submarine/whale watching* (55.7%). More Canadian Wedding/Honeymoon visitors shopped in *hotel stores* (56.7%) compared to other lifestyles. Furthermore, 94.3 percent of the Wedding/Honeymoon visitors who chose to experience a *culture* activity viewed *Polynesian show/lū'au* (73.2%) and *historic sites* (70.1%). *Transportation* was also highly utilized by Canadian Wedding/Honeymoon visitors (98.4%).
- More Canadian Family visitors were involved in *recreation* (99.1%) and *entertainment* (99%) activities than other lifestyles/lifestages. Canadian Family visitors were highly involved in a variety of *recreation* activities such as *swimming/sunbathing/beach* (96.9%), *snorkeling/scuba diving* (66.6%), *surfing/body boarding* (55.7%) and *running/jogging/fitness walking* (49.8%). These visitors were also more likely to shop at *supermarkets* (81.4%) and *prepare their own meal* (71.7%). In addition, Family visitors preferred *self-guided* tours (86%) and used a *rental car* (85.2%) during their vacation in Hawai'i.
- Young Canadian visitors also preferred *self-guided* tours (86.6%) and were heavily involved in a number of *recreation* activities (98.7%), such as *swimming/sunbathing/beach* (96.8%), *snorkeling/scuba diving* (66.9%) and *backpacking/hiking/camping* (47.7%). Half of Young Canadian visitors (50.4%) shopped at a *swap meet* while 76.2 percent visited Hawai'i's *parks/gardens*.
- Middle Age Canadians were more likely to shop in *department stores* (69.2%) and *discount/outlet stores* (44.7%) in Hawai'i.
- The majority of Canadian Wedding/Honeymoon (80.1%) and Middle Age (80.2%) visitors shopped at *local shops/artisans*.

Europe (Tables 5.19 to 5.20)

- Many European First-timers had a higher tendency to take part in a *nightclub/dancing/karaoke* (21.3%) than European Repeat visitors (15.4%). Watching a *play/concert* (14.4%) and visiting *parks/gardens* (66.7%) became more popular among Repeat visitors. Moreover, Repeat visitors shopped at *department stores* (71.5%) more often than First-timers (64.6%).
- More European Wedding/Honeymoon visitors chose to experience a *Polynesian show/lū'au/hula* (59.6%) during their visit in Hawai'i than other European lifestyles/lifestages.
- European Young visitors were more likely to spend in a *supermarket* (78.9%) and *prepare their own meal* (52.4%). Young visitors were also more likely to go to a *nightclub/dancing/bar/karaoke* (34.2%).
- Family visitors were very active and more likely to participate in *recreation* (98.6%), *entertainment* (97.7%), *shopping* (98.8%) and *transportation* (97.4%) activities. *Lounge act/stage shows* (31.7%) and *family restaurant/diners* (85.5%) were more popular among European Family visitors.
- Canadian Seniors frequented *local shops/artisans* (74.1%) and *historic sites* (65.3%) in Hawai'i.
- The *public bus* was used frequently by European Young (39.6%) and Senior (40.3%) visitors.

**Table 5.1 2007 Activity Participation – U.S. West
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	85.4	82.0	85.8	91.1	90.8	84.4	88.2	73.5
Helicopter/plane tour	9.0	2.4	5.9	14.4	6.5	6.4	9.3	1.7
Boat/submarine/whale watching	24.7	11.9	31.6	23.6	0.8	15.0	9.2	28.7
Tour bus excursion	11.8	15.6	7.0	8.1	16.8	9.1	15.0	5.7
Private limousine/van tour	4.7	5.1	2.7	1.8	3.8	3.0	7.5	18.7
Self-guided	77.8	69.9	74.9	79.8	69.0	72.8	56.3	38.8
ALL RECREATION	89.1	79.8	87.5	88.3	45.4	81.4	65.0	79.0
Swimming/sunbathing/beach	81.4	71.7	79.1	77.9	25.7	66.2	51.6	67.3
Surfing/bodyboarding	24.8	20.5	23.8	22.5	4.9	13.0	11.8	15.4
Snorkeling/scuba diving	50.6	29.5	55.2	44.9	11.4	50.9	24.0	59.6
Jet skiing/parasailing/windsurfing	5.1	4.1	6.2	0.8	0.0	2.0	1.2	0.0
Golf	13.9	6.6	13.7	14.0	2.2	13.1	16.8	10.3
Running/jogging/fitness walking	38.1	31.9	37.2	36.4	9.2	26.5	14.1	14.9
Spa	12.4	7.0	13.4	10.9	0.8	10.2	8.5	13.2
Backpacking/hiking/camping	21.8	15.0	16.2	28.0	22.8	13.4	22.9	13.2
Sports event/tournament	5.0	5.8	2.1	2.1	0.7	1.7	8.4	1.7
ALL ENTERTAINMENT	94.1	90.6	90.1	89.5	59.1	81.2	80.3	56.8
Lunch/sunset/dinner/evening cruise	25.8	23.8	26.1	21.2	9.4	18.1	3.0	17.5
Lounge act/stage show	23.9	20.7	24.9	14.9	1.4	13.2	8.8	3.2
Nightclub/dancing/bar/karaoke	14.8	16.9	11.0	7.8	5.4	8.0	5.2	2.4
Fine dining	60.4	50.2	61.3	54.0	18.9	45.7	23.4	39.8
Family restaurant/diner	74.6	70.5	67.7	68.3	38.3	56.5	53.7	21.2
Ethnic dining	41.7	40.8	33.1	31.7	18.3	25.3	15.3	10.6
Prepared own meal	52.5	31.9	49.8	56.7	24.4	46.9	40.4	7.6
ALL SHOPPING	93.9	91.8	92.2	90.3	62.7	83.2	67.5	53.7
Department stores	42.9	48.9	31.1	26.4	16.1	21.7	1.8	7.2
Designer boutiques	35.0	27.3	37.6	26.0	3.0	24.6	1.4	4.7
Hotel stores	40.4	41.5	34.5	24.8	4.3	25.3	3.5	20.5
Swap meet	30.4	29.4	20.0	21.0	14.2	20.8	3.8	1.7
Discount/outlet stores	34.4	30.9	30.3	29.2	10.5	23.9	0.0	1.7
Supermarkets	65.8	44.7	67.3	64.3	29.1	51.9	33.1	13.5
Convenience stores	55.3	55.1	53.2	40.7	19.9	36.6	14.6	21.2
Duty free	5.7	6.3	4.0	3.3	0.4	2.1	0.0	4.9
Local shops/artisans	72.3	58.7	70.1	72.4	44.1	62.8	53.1	28.6
ALL CULTURE	80.4	75.8	73.8	76.3	60.0	66.5	67.2	31.8
Historic site	56.6	52.4	44.8	49.1	36.5	55.2	64.5	24.7
Museum/art gallery	30.5	25.6	31.1	22.2	14.4	18.7	18.1	12.3
Polynesian show/luau/hula	41.0	37.9	37.2	28.0	2.8	21.2	16.0	3.5
Play/concert	5.9	4.1	7.1	2.1	0.9	1.7	5.2	1.7
Art/craft fair	18.9	10.1	18.2	20.8	7.9	12.7	17.4	3.1
Parks/gardens	53.6	46.3	42.7	53.9	48.9	38.3	32.8	24.8
Festival	5.9	5.4	3.8	3.9	1.7	2.4	3.6	3.4
ALL TRANSPORTATION	86.9	81.5	87.0	85.0	57.4	74.9	53.1	37.0
Trolley	7.7	12.0	2.9	1.0	1.4	1.8	0.0	3.2
Public Bus	12.3	20.7	3.2	3.6	3.4	2.7	0.0	9.2
Taxi/limousine	14.4	21.0	6.0	4.0	2.6	7.4	1.4	12.8
Rental Car	76.7	57.6	82.6	81.1	52.4	67.8	51.7	19.7
MEETING	7.5	9.1	2.9	2.9	3.3	4.1	2.3	0.0
CONVENTION	3.8	3.2	2.6	1.1	0.0	2.0	0.0	1.8
INCENTIVE/REWARD	3.4	1.9	2.8	2.5	0.5	1.7	0.0	0.0

**Table 5.2 2006 Activity Participation – U.S. West
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	86.7	83.7	88.6	93.0	90.1	86.3	86.3	81.5
Helicopter or plane tour	10.1	3.0	7.6	15.9	6.4	7.9	11.3	8.8
Boat/submarine/whale watching	26.9	14.7	31.6	27.7	1.6	15.8	0.0	38.6
Tour bus excursion	11.2	14.6	7.8	6.2	14.4	8.3	18.3	8.8
Private limousine/van tour	5.0	5.0	3.5	2.1	4.9	2.7	6.7	26.8
Self-guided	79.6	74.4	75.6	80.9	71.8	76.2	66.8	35.7
ALL RECREATION	90.8	80.6	90.9	85.7	40.4	84.1	38.2	65.1
Swimming/sunbathing/beach	83.0	71.0	82.8	75.8	22.9	72.4	28.2	60.2
Surfing/bodyboarding	26.6	20.5	29.7	22.1	3.6	14.4	2.9	14.6
Snorkeling/scuba diving	52.3	32.2	56.7	44.1	13.3	54.2	12.1	49.9
Jet skiing/parasailing/windsurfing	5.7	3.6	6.5	1.1	0.0	4.3	0.0	4.3
Golf	13.3	6.0	12.2	15.9	0.3	15.1	4.4	8.7
Running/jogging/fitness walking	39.5	32.6	37.8	37.7	8.4	33.4	16.2	23.2
Gym/health spa	16.0	10.1	13.2	13.1	1.2	18.0	7.7	21.7
Backpacking/hiking/camping	21.7	15.5	15.2	29.4	17.8	16.1	15.0	3.0
Sports event or tournament	4.8	5.4	2.6	1.6	1.3	2.3	0.0	0.0
ALL ENTERTAINMENT	79.1	71.4	78.1	69.4	25.7	61.6	38.1	50.0
Lunch/sunset/dinner/evening cruise	29.8	26.3	30.6	25.4	9.3	19.2	15.1	24.5
Lounge act/stage show	23.7	22.9	23.1	14.8	4.0	10.0	9.5	9.4
Nightclub/dancing/bar/karaoke	15.5	18.4	12.0	6.5	3.3	7.2	7.2	1.7
Fine dining	64.2	54.6	61.7	57.7	17.6	50.6	18.6	36.2
ALL SHOPPING	93.6	89.8	91.7	85.3	51.3	82.0	52.3	40.2
Department stores	48.2	52.6	36.2	33.6	20.9	35.7	0.0	5.9
Designer boutiques	42.7	32.3	46.2	38.0	9.1	29.5	12.9	5.3
Hotel stores	43.7	44.7	36.7	24.7	7.1	36.0	17.3	19.1
Swap meet	34.4	34.4	22.1	24.5	19.9	26.8	10.6	1.7
Discount/outlet stores	37.1	33.1	35.2	29.4	16.0	28.0	0.0	0.0
Supermarkets	69.8	47.2	74.3	68.2	28.2	60.2	29.9	6.7
Convenience stores	61.6	60.3	56.6	48.6	21.4	45.6	15.8	16.4
Duty free	5.4	5.3	3.4	4.5	2.8	2.2	0.0	0.0
ALL CULTURE	73.9	67.0	69.3	67.9	43.1	67.9	63.2	34.2
Historic site	54.2	49.2	41.0	51.9	40.1	55.6	59.0	15.7
Museum/art gallery	29.5	22.1	29.4	22.8	15.0	22.7	31.2	8.1
Polynesian show/luau	37.5	34.9	35.9	27.5	0.8	19.4	18.0	13.7
Art/craft fair	19.5	9.2	18.8	24.7	7.9	15.8	7.7	0.0
Festival	5.7	5.4	3.7	3.9	2.3	2.9	0.0	0.0
ALL TRANSPORTATION	85.7	81.5	84.0	82.3	44.2	73.3	59.9	34.9
Trolley	5.6	9.7	1.6	0.2	0.0	1.4	5.2	4.8
Public Bus	9.9	18.4	2.4	1.4	3.4	2.0	0.0	0.0
Taxi/limousine	13.9	21.4	5.9	2.1	4.0	7.2	0.0	21.6
Rental Car	76.9	60.6	80.5	80.2	39.0	69.1	54.7	16.2
MEETING	7.2	7.5	4.8	2.2	3.5	5.0	4.3	1.7
CONVENTION	3.3	3.3	0.7	1.2	0.0	2.9	0.0	5.0
INCENTIVE/REWARD	3.2	1.7	2.4	1.8	0.0	2.4	0.0	7.6

**Table 5.3 2007 Activity Participation – U.S. East
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	92.2	88.7	91.7	94.3	90.8	88.3	87.5	72.7
Helicopter/plane tour	16.2	2.7	9.3	23.1	11.7	8.3	17.3	0.0
Boat/submarine/whale watching	34.2	14.1	35.0	27.9	2.3	20.1	5.0	17.5
Tour bus excursion	22.8	25.2	18.3	18.1	34.1	21.4	22.2	16.9
Private limousine/van tour	8.4	5.9	4.9	3.2	4.7	4.6	5.0	19.7
Self-guided	80.4	70.6	70.9	69.6	49.2	61.6	50.8	30.4
ALL RECREATION	89.6	76.3	81.0	74.5	32.1	67.6	34.1	58.5
Swimming/sunbathing/beach	82.7	69.8	72.1	64.8	15.5	53.4	27.3	40.1
Surfing/bodyboarding	17.6	11.9	16.0	12.3	1.5	7.7	3.0	2.2
Snorkeling/scuba diving	45.8	24.3	45.0	31.8	5.3	36.7	14.2	30.4
Jet skiing/parasailing/windsurfing	3.7	2.3	3.0	0.3	0.5	2.3	0.0	3.0
Golf	12.3	5.5	10.2	12.1	0.6	8.1	5.2	16.1
Running/jogging/fitness walking	36.1	28.4	30.1	25.2	10.4	20.5	24.0	13.3
Spa	13.2	6.7	10.4	8.3	0.6	9.8	0.0	13.4
Backpacking/hiking/camping	25.1	16.8	17.1	24.0	13.7	13.7	15.2	7.4
Sports event/tournament	4.1	3.4	1.9	0.8	0.4	1.8	0.0	2.7
ALL ENTERTAINMENT	94.4	88.6	84.0	78.2	45.2	72.5	60.0	45.9
Lunch/sunset/dinner/evening cruise	30.9	23.1	25.6	22.5	8.9	19.2	9.0	14.9
Lounge act/stage show	29.5	22.8	24.2	13.4	3.4	12.2	7.0	5.5
Nightclub/dancing/bar/karaoke	15.5	15.7	9.3	6.7	1.2	7.0	0.0	8.1
Fine dining	64.1	52.7	52.9	44.7	11.1	36.9	13.6	26.6
Family restaurant/diner	73.2	63.3	60.1	54.4	33.1	47.9	42.7	18.6
Ethnic dining	41.6	35.8	27.0	24.1	8.8	20.2	11.8	3.4
Prepared own meal	42.8	26.7	32.0	32.7	12.0	27.5	33.5	8.0
ALL SHOPPING	95.0	88.4	87.8	82.7	52.5	80.5	52.4	53.9
Department stores	44.0	41.6	27.1	19.8	9.3	22.5	0.0	3.5
Designer boutiques	36.3	27.0	32.1	20.8	3.1	19.8	6.8	4.6
Hotel stores	48.1	44.2	32.1	21.7	3.9	25.2	16.3	15.6
Swap meet	32.9	29.5	15.6	18.0	8.3	17.9	13.6	0.0
Discount/outlet stores	36.0	29.1	26.2	21.7	11.4	22.1	13.0	4.5
Supermarkets	58.6	35.0	51.0	44.7	13.1	36.6	19.3	6.8
Convenience stores	57.3	52.2	45.3	38.1	12.8	31.5	15.2	19.6
Duty free	5.9	5.4	1.9	2.4	0.4	2.8	0.0	1.4
Local shops/artisans	72.1	56.1	64.2	62.1	34.1	57.2	38.2	38.1
ALL CULTURE	87.7	82.9	75.8	77.5	62.7	68.4	60.7	45.3
Historic site	64.5	62.8	42.3	45.3	36.4	49.9	54.0	33.6
Museum/art gallery	30.6	24.2	24.2	14.8	9.0	14.4	9.7	8.9
Polynesian show/luau/hula	53.5	41.0	41.1	29.0	1.1	23.8	5.3	4.3
Play/concert	6.8	4.5	6.3	2.3	0.4	2.3	4.2	0.0
Art/craft fair	16.0	7.4	14.5	13.5	2.8	7.8	16.9	5.3
Parks/gardens	61.2	50.3	46.6	52.9	46.0	37.9	24.8	19.7
Festival	5.3	4.8	2.6	1.4	0.8	2.0	4.4	0.0
ALL TRANSPORTATION	87.1	79.3	80.2	75.6	43.8	64.7	40.0	37.7
Trolley	9.0	10.9	4.0	2.6	1.8	2.6	0.0	0.0
Public Bus	14.8	20.0	4.0	2.8	2.7	2.3	0.0	13.4
Taxi/limousine	20.3	25.0	6.5	2.7	3.7	7.0	5.2	12.0
Rental Car	75.1	53.1	73.0	70.0	35.7	57.7	34.8	13.9
MEETING	8.6	8.6	2.7	2.4	0.6	2.8	4.7	0.0
CONVENTION	6.9	6.3	1.9	1.8	0.2	3.5	0.0	0.0
INCENTIVE/REWARD	4.9	2.1	3.3	2.1	0.0	3.7	2.5	4.9

**Table 5.4 2006 Activity Participation – U.S. East
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	90.2	86.1	92.5	91.5	89.7	89.4	95.8	75.5
Helicopter or plane tour	17.3	3.2	8.0	26.2	13.1	10.0	13.3	6.9
Boat/submarine/whale watching	35.2	16.2	35.2	28.7	1.3	20.9	15.5	10.5
Tour bus excursion	25.1	28.0	21.5	23.8	30.6	24.3	26.3	20.6
Private limousine/van tour	8.9	5.8	6.1	5.3	7.3	7.7	12.7	13.1
Self-guided	76.8	64.6	68.1	61.0	48.5	57.6	50.3	30.1
ALL RECREATION	87.6	73.4	78.4	68.4	33.0	64.4	53.7	45.4
Swimming/sunbathing/beach	79.9	66.0	71.5	57.9	17.6	53.9	32.2	35.3
Surfing/bodyboarding	19.3	14.2	14.2	10.7	1.9	6.9	0.0	1.5
Snorkeling/scuba diving	44.8	24.8	38.1	30.6	7.2	36.5	34.9	27.7
Jet skiing/parasailing/windsurfing	4.3	2.6	4.6	0.3	0.0	1.4	0.0	0.0
Golf	12.6	4.7	11.1	10.6	0.6	10.3	2.4	10.9
Running/jogging/fitness walking	35.3	27.9	27.4	22.9	10.2	20.5	16.5	12.5
Gym/health spa	15.7	9.0	13.0	11.2	0.2	11.8	0.0	12.5
Backpacking/hiking/camping	26.9	17.1	17.4	21.4	20.4	16.9	15.4	3.0
Sports event or tournament	5.3	5.1	2.0	1.7	0.0	1.2	0.0	0.0
ALL ENTERTAINMENT	79.2	70.2	70.8	57.2	22.4	50.3	25.7	26.9
Lunch/sunset/dinner/evening cruise	34.6	28.1	29.4	23.1	11.7	21.3	15.1	17.2
Lounge act/stage show	31.0	24.9	26.0	15.1	4.0	14.5	0.0	0.0
Nightclub/dancing/bar/karaoke	18.0	17.3	12.1	8.7	3.2	6.8	0.0	1.5
Fine dining	63.7	53.4	56.5	45.5	11.1	38.0	10.6	20.4
ALL SHOPPING	92.8	87.7	83.9	74.2	42.0	70.3	35.5	32.2
Department stores	48.4	45.7	33.6	23.0	16.9	22.6	0.0	14.8
Designer boutiques	42.4	31.2	40.7	24.3	6.5	25.6	6.0	6.2
Hotel stores	52.8	48.8	39.1	24.3	5.0	30.3	20.0	12.9
Swap meet	33.9	32.2	13.1	16.0	11.9	13.1	8.8	0.0
Discount/outlet stores	37.5	30.5	28.4	27.3	12.6	21.6	0.0	6.4
Supermarkets	57.3	33.8	47.4	47.5	17.2	34.5	21.5	3.0
Convenience stores	60.0	55.0	47.3	38.7	19.1	32.6	19.4	5.2
Duty free	7.0	6.1	3.5	3.3	0.2	3.7	0.0	0.0
ALL CULTURE	80.6	76.0	68.3	54.3	45.7	55.8	43.2	23.0
Historic site	64.3	65.1	44.5	40.0	41.7	47.1	37.2	19.1
Museum/art gallery	28.9	22.8	22.3	12.8	16.1	11.0	8.7	9.8
Polynesian show/luau	51.3	40.0	40.9	23.3	3.9	20.1	0.0	0.0
Art/craft fair	16.7	8.5	12.3	13.9	6.7	6.2	6.0	2.2
Festival	5.1	4.1	3.2	1.4	1.0	1.1	0.0	0.0
ALL TRANSPORTATION	84.5	77.6	77.5	67.9	36.9	58.9	56.0	22.9
Trolley	9.7	11.8	3.9	1.1	1.2	2.2	0.0	0.0
Public Bus	15.6	22.6	4.1	2.3	2.8	2.4	8.8	8.6
Taxi/limousine	21.3	24.3	9.1	3.4	1.7	9.0	7.9	7.9
Rental Car	69.9	48.5	69.2	63.4	31.1	49.9	43.0	8.5
MEETING	7.7	7.4	2.9	1.8	0.5	3.3	0.0	0.0
CONVENTION	6.5	6.1	1.2	1.4	0.5	4.8	0.0	2.6
INCENTIVE/REWARD	4.2	1.0	4.1	1.9	0.4	3.3	0.0	2.4

**Table 5.5 2007 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	92.3	88.7	93.4	96.6	97.0	92.9	100.0	100.0
Helicopter/plane tour	3.9	2.0	5.0	4.1	7.1	4.4	71.3	0.0
Boat/submarine/whale watching	18.2	16.9	12.5	7.1	0.6	5.2	0.0	0.0
Tour bus excursion	47.8	39.7	57.4	69.7	69.1	52.3	0.0	24.9
Private limousine/van tour	17.8	15.4	5.2	5.6	10.3	15.9	0.0	41.6
Self-guided	54.5	52.8	32.5	21.3	19.1	31.5	28.7	33.5
ALL RECREATION	80.5	77.8	43.8	28.1	14.6	54.0	42.7	75.1
Swimming/sunbathing/beach	65.9	63.6	30.0	18.8	9.0	38.8	42.7	33.5
Surfing/bodyboarding	7.1	6.9	2.1	5.0	0.7	1.3	0.0	0.0
Snorkeling/scuba diving	18.4	17.0	8.8	5.2	1.2	10.6	0.0	0.0
Jet skiing/parasailing/windsurfing	4.2	4.1	1.7	0.0	0.0	0.5	0.0	0.0
Golf	9.0	7.4	8.8	8.8	0.5	9.7	0.0	75.1
Running/jogging/fitness walking	19.1	18.1	12.8	4.4	2.3	10.0	0.0	0.0
Spa	8.5	7.3	4.0	0.0	0.3	8.4	0.0	0.0
Backpacking/hiking/camping	7.9	7.1	1.9	3.0	3.8	4.3	0.0	0.0
Sports event/tournament	3.1	2.9	1.8	0.0	0.2	1.0	0.0	0.0
ALL ENTERTAINMENT	96.0	96.0	74.8	55.9	57.3	79.7	42.7	75.1
Lunch/sunset/dinner/evening cruise	59.3	58.5	30.1	15.4	16.1	30.6	0.0	33.5
Lounge act/stage show	25.7	24.6	10.3	1.9	3.3	10.7	0.0	0.0
Nightclub/dancing/bar/karaoke	6.5	6.5	2.1	0.0	0.4	1.6	0.0	0.0
Fine dining	81.6	81.0	58.0	36.3	36.0	61.8	42.7	75.1
Family restaurant/diner	49.9	48.5	24.3	18.8	17.2	25.7	0.0	0.0
Ethnic dining	14.4	13.2	6.4	8.0	3.6	6.7	0.0	0.0
Prepared own meal	12.7	10.6	10.3	10.0	5.1	11.4	0.0	0.0
ALL SHOPPING	99.1	99.2	68.8	48.5	48.3	79.9	28.7	0.0
Department stores	52.5	54.3	5.5	1.0	2.3	2.6	0.0	0.0
Designer boutiques	59.4	60.6	14.3	0.0	2.0	11.3	0.0	0.0
Hotel stores	49.8	47.3	19.6	9.1	5.6	38.2	0.0	0.0
Swap meet	15.0	14.2	5.0	0.6	3.0	6.4	0.0	0.0
Discount/outlet stores	41.0	40.6	11.2	10.9	8.2	10.6	0.0	0.0
Supermarkets	57.4	53.7	29.9	17.2	15.6	35.9	28.7	0.0
Convenience stores	78.2	78.7	27.3	12.6	6.8	27.1	28.7	0.0
Duty free	75.7	76.8	7.6	1.1	3.5	15.1	0.0	0.0
Local shops/artisans	33.8	25.6	36.1	27.4	29.4	31.7	28.7	0.0
ALL CULTURE	74.4	72.7	45.5	45.1	48.3	46.9	28.7	100.0
Historic site	28.8	24.6	21.9	26.2	27.5	27.2	28.7	24.9
Museum/art gallery	17.9	16.7	9.4	2.2	8.7	4.1	0.0	0.0
Polynesian show/luau/hula	36.4	35.5	10.6	6.2	4.3	12.9	0.0	0.0
Play/concert	1.8	1.7	0.9	0.0	0.0	0.3	0.0	0.0
Art/craft fair	2.2	1.9	0.6	1.2	1.2	0.9	0.0	0.0
Parks/gardens	48.7	46.1	25.0	30.5	28.1	22.9	28.7	100.0
Festival	6.0	5.8	0.7	0.8	1.8	1.2	0.0	0.0
ALL TRANSPORTATION	94.2	94.0	42.9	26.7	23.0	52.3	28.7	75.1
Trolley	68.2	70.3	4.7	0.7	0.8	7.1	0.0	0.0
Public Bus	25.0	24.9	8.8	0.9	3.5	1.8	0.0	0.0
Taxi/limousine	43.3	41.9	13.4	8.3	8.2	18.7	0.0	75.1
Rental Car	17.4	12.7	20.5	16.8	11.5	29.8	28.7	0.0
MEETING	2.0	1.6	1.3	0.0	0.3	0.8	0.0	0.0
CONVENTION	1.3	0.9	0.0	0.0	0.0	0.8	0.0	0.0
INCENTIVE/REWARD	2.8	2.4	0.7	0.5	0.8	0.9	0.0	0.0

**Table 5.6 2006 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	92.0	88.8	90.3	97.5	89.8	91.3	100.0	52.4
Helicopter or plane tour	4.4	2.4	5.9	8.3	6.4	3.6	71.0	10.1
Boat/submarine/whale watching	18.3	16.7	14.8	6.1	2.0	3.6	0.0	12.3
Tour bus excursion	46.1	39.7	47.8	67.7	62.6	56.6	0.0	10.1
Private limousine/van tour	16.8	15.1	7.6	6.8	8.3	12.9	0.0	0.0
Self-guided	55.1	53.8	32.3	20.4	17.6	27.2	42.4	19.9
ALL RECREATION	80.7	77.8	51.9	24.6	14.8	49.3	20.9	89.9
Swimming/sunbathing/beach	66.3	63.9	31.5	16.0	8.1	35.7	20.9	49.2
Surfing/bodyboarding	7.4	7.0	5.3	3.0	0.0	1.9	0.0	0.0
Snorkeling/scuba diving	18.6	17.0	11.5	6.1	1.1	9.6	0.0	0.0
Jet skiing/parasailing/windsurfing	4.9	4.7	2.7	0.0	0.0	0.1	0.0	0.0
Golf	8.9	6.8	12.7	4.2	1.2	13.1	0.0	57.6
Running/jogging/fitness walking	20.9	19.7	12.1	4.7	2.5	11.1	20.9	0.0
Gym/health spa	6.6	5.6	5.7	0.7	0.1	5.2	0.0	0.0
Backpacking/hiking/camping	7.4	6.5	4.9	7.1	4.2	2.9	0.0	0.0
Sports event or tournament	3.8	3.5	3.1	0.0	0.0	0.8	0.0	0.0
ALL ENTERTAINMENT	87.7	87.9	64.2	45.0	36.4	57.2	72.8	54.2
Lunch/sunset/dinner/evening cruise	57.7	57.2	28.2	17.2	12.0	23.9	25.0	29.3
Lounge act/stage show	24.2	23.1	12.0	5.7	3.5	8.5	0.0	29.3
Nightclub/dancing/bar/karaoke	7.7	7.0	5.2	3.9	1.2	3.3	0.0	12.3
Fine dining	73.1	72.5	50.8	34.3	30.2	48.0	47.8	54.2
ALL SHOPPING	98.3	99.1	62.2	42.8	31.6	64.9	32.5	24.5
Department stores	55.1	56.7	8.5	3.7	2.0	4.1	0.0	0.0
Designer boutiques	61.4	62.5	15.8	2.3	4.5	8.0	11.6	0.0
Hotel stores	51.6	49.3	19.0	8.0	4.9	35.0	0.0	24.5
Swap meet	15.4	14.4	8.2	8.0	3.8	4.5	0.0	0.0
Discount/outlet stores	43.6	42.7	15.1	4.7	6.1	10.4	0.0	0.0
Supermarkets	59.1	56.2	32.6	23.8	12.1	28.5	0.0	0.0
Convenience stores	79.5	80.5	30.6	9.6	6.7	21.7	20.9	0.0
Duty free	80.6	82.2	10.8	3.3	4.8	16.4	0.0	0.0
ALL CULTURE	55.7	52.7	34.3	22.2	24.7	32.7	20.9	0.0
Historic site	28.4	25.1	22.9	16.3	19.2	22.3	20.9	0.0
Museum/art gallery	18.4	17.5	7.8	1.0	6.8	4.6	0.0	0.0
Polynesian show/luau	28.0	26.1	9.9	3.7	4.0	10.5	0.0	0.0
Art/craft fair	3.8	3.2	3.6	4.7	0.1	0.7	0.0	0.0
Festival	5.9	5.7	3.5	0.0	0.3	0.7	0.0	0.0
ALL TRANSPORTATION	92.1	92.6	47.0	23.9	18.1	43.8	20.9	12.3
Trolley	65.0	67.4	7.6	2.0	2.3	4.3	0.0	0.0
Public Bus	24.1	24.7	2.4	1.0	1.1	1.1	0.0	0.0
Taxi/limousine	44.5	44.0	20.8	5.0	3.3	15.2	0.0	0.0
Rental Car	17.7	13.5	20.9	16.4	13.1	25.8	20.9	12.3
MEETING	1.9	1.7	1.9	0.9	0.3	0.4	0.0	0.0
CONVENTION	1.5	1.5	0.7	0.0	0.2	0.0	0.0	0.0
INCENTIVE/REWARD	3.2	3.1	0.6	1.0	0.2	2.1	0.0	0.0

**Table 5.7 2007 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	93.2	86.7	92.2	92.7	91.8	91.0	82.2	86.7
Helicopter or plane tour	14.5	2.6	5.9	19.3	9.3	6.3	6.4	4.6
Boat/submarine/whale watching	31.8	12.9	29.7	21.1	2.4	17.7	4.4	12.3
Tour bus excursion	26.7	29.6	21.2	28.1	42.1	23.4	38.3	41.2
Private limousine/van tour	9.3	6.0	4.9	5.0	8.8	5.2	3.2	8.0
Self-guided	81.0	66.2	69.8	59.6	41.0	61.7	34.2	32.9
ALL RECREATION	93.5	81.7	77.8	69.3	33.0	67.8	53.8	55.4
Swimming/sunbathing/beach	87.8	74.8	70.7	58.8	14.1	51.7	46.1	30.4
Surfing/bodyboarding	29.6	20.7	24.5	12.9	1.5	12.4	0.0	1.1
Snorkeling/scuba diving	50.7	30.8	43.4	26.9	6.6	33.9	31.8	14.4
Jet skiing/parasailing/windsurfing	3.3	2.0	2.3	0.8	0.3	1.0	0.0	0.0
Golf	14.0	4.5	12.2	9.7	0.6	10.0	12.2	17.6
Running/jogging/fitness walking	43.1	34.9	34.2	28.4	11.5	26.8	20.2	13.5
Spa	8.5	4.5	6.2	4.2	0.4	3.2	0.0	2.4
Backpacking/hiking/camping	22.6	13.6	14.4	20.0	14.8	13.0	17.5	1.1
Sports event or tournament	5.7	6.0	2.6	0.6	0.3	1.2	0.0	0.0
ALL ENTERTAINMENT	95.0	88.2	78.4	63.9	38.0	63.1	53.3	29.5
Lunch/sunset/dinner/evening cruise	28.3	22.8	21.4	20.5	9.3	14.8	5.6	6.0
Lounge act/stage show	30.5	25.9	20.6	13.4	3.2	11.8	23.7	4.2
Nightclub/dancing/bar/karaoke	12.4	11.8	7.2	4.4	1.0	3.2	6.1	0.0
Fine dining	58.2	46.5	43.5	32.4	9.2	29.9	21.7	9.1
Family restaurant/diner	76.7	70.6	55.3	41.5	25.3	43.7	41.4	13.7
Ethnic dining	35.8	30.5	21.6	15.9	5.1	14.6	17.2	5.3
Prepared own meal	59.3	36.3	47.5	38.2	9.1	36.4	44.2	5.1
ALL SHOPPING	97.3	92.9	87.7	79.0	57.4	79.9	64.3	44.7
Department stores	65.5	62.7	38.3	33.7	15.0	32.0	0.0	5.7
Designer boutiques	43.7	36.9	35.3	15.0	3.2	17.0	0.0	4.9
Hotel stores	43.0	42.0	24.0	13.9	2.5	17.3	4.4	7.0
Swap meet	39.9	34.6	20.8	16.1	6.2	22.0	11.7	1.4
Discount/outlet stores	38.4	34.5	25.3	16.7	7.7	17.1	6.3	1.2
Supermarkets	70.5	47.7	54.7	40.8	13.7	42.4	42.0	3.9
Convenience stores	68.7	68.0	49.5	34.3	17.8	39.5	20.0	6.5
Duty free	8.2	9.5	3.2	1.3	0.6	1.2	0.0	0.0
Local shops/artisans	76.9	61.3	65.4	61.2	34.6	57.8	46.8	29.5
ALL CULTURE	88.7	82.2	73.4	72.0	54.7	63.8	53.6	35.3
Historic site	60.8	53.3	42.2	40.7	30.8	46.1	50.4	25.8
Museum/art gallery	31.9	20.1	26.3	16.5	7.8	15.9	22.8	15.7
Polynesian show/luau/hula	53.1	45.8	32.5	24.6	2.4	17.4	9.7	1.9
Play/concert	6.7	5.5	5.5	2.3	0.3	1.6	7.6	1.9
Art/craft fair	17.4	10.5	12.6	12.1	2.7	9.5	12.8	1.1
Parks/gardens	65.3	53.0	48.0	50.7	40.5	40.7	34.9	12.7
Festival	5.1	4.6	1.2	2.6	0.3	2.6	0.0	1.6
ALL TRANSPORTATION	92.5	86.9	79.2	63.5	38.6	58.2	53.8	20.6
Trolley	15.3	21.4	4.7	1.7	1.9	2.6	0.0	3.4
Public Bus	29.1	43.1	7.1	2.4	2.8	1.4	5.9	11.3
Taxi/limousine	28.6	36.7	8.4	6.5	3.2	5.5	10.5	2.3
Rental Car	73.4	45.6	70.0	56.9	31.3	53.3	41.8	4.7
MEETING	2.7	1.4	1.4	1.0	0.0	0.9	0.0	0.0
CONVENTION	4.2	3.3	2.3	0.6	0.3	1.2	0.0	0.0
INCENTIVE/REWARD	2.9	1.2	2.1	1.6	0.3	1.4	0.0	1.3

**Table 5.8 2006 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	93.8	88.4	93.4	93.8	89.6	91.7	85.2	74.6
Helicopter or plane tour	14.5	2.7	9.0	21.1	9.2	6.8	13.8	0.0
Boat/submarine/whale watching	33.3	16.0	32.8	22.7	1.7	21.6	14.0	30.7
Tour bus excursion	24.9	31.4	18.0	21.3	27.7	23.0	3.1	17.6
Private limousine/van tour	9.5	7.5	6.0	4.7	5.7	3.6	5.1	29.9
Self-guided	81.3	66.0	74.3	66.8	53.6	67.8	58.4	18.7
ALL RECREATION	93.7	83.2	84.7	68.2	38.1	70.9	59.5	67.3
Swimming/sunbathing/beach	88.9	77.7	78.4	59.0	19.5	60.1	39.5	42.7
Surfing/bodyboarding	27.5	20.0	22.2	15.0	2.3	13.0	9.2	7.7
Snorkeling/scuba diving	52.1	32.6	46.6	30.8	8.6	44.8	14.0	40.7
Jet skiing/parasailing/windsurfing	2.5	2.0	1.7	0.4	0.0	1.3	0.0	2.1
Golf	15.3	4.1	16.5	14.0	2.8	9.7	19.7	30.3
Running/jogging/fitness walking	45.7	36.3	38.1	28.8	12.0	28.5	20.9	12.2
Gym/health spa	12.7	8.0	10.3	7.0	0.6	8.9	0.0	0.0
Backpacking/hiking/camping	20.6	14.7	14.3	19.3	18.5	10.1	5.1	0.0
Sports event or tournament	6.3	5.9	3.2	1.1	0.8	3.5	5.0	0.0
ALL ENTERTAINMENT	80.9	71.7	67.5	55.9	20.6	46.5	38.3	39.1
Lunch/sunset/dinner/evening cruise	34.0	28.0	26.1	25.0	9.6	20.9	10.4	10.5
Lounge act/stage show	34.5	27.9	28.4	18.7	2.2	12.9	5.0	0.0
Nightclub/dancing/bar/karaoke	15.0	13.8	9.5	7.2	1.5	5.8	5.0	0.0
Fine dining	60.4	51.2	47.4	40.6	12.6	31.2	35.4	33.7
ALL SHOPPING	97.1	93.7	88.3	74.8	48.7	76.6	51.7	40.6
Department stores	68.9	65.2	46.9	37.7	19.1	37.3	24.9	6.6
Designer boutiques	47.2	34.2	43.7	25.9	6.5	25.5	0.0	12.5
Hotel stores	48.7	45.4	31.5	22.9	4.7	27.2	17.1	21.1
Swap meet	42.4	38.8	25.3	19.7	8.5	22.1	14.2	0.0
Discount/outlet stores	40.4	37.9	29.6	19.2	7.7	19.4	0.0	5.5
Supermarkets	73.6	53.4	62.8	53.1	21.3	46.6	38.8	10.7
Convenience stores	71.3	70.2	55.1	43.8	21.4	44.1	12.6	5.5
Duty free	9.7	9.9	5.3	4.0	1.0	1.7	0.0	0.0
ALL CULTURE	82.5	72.4	71.2	57.7	36.0	58.6	58.2	23.6
Historic site	61.3	52.6	43.6	42.3	31.8	50.9	51.6	19.1
Museum/art gallery	29.4	19.8	25.3	17.6	4.6	13.3	19.2	5.5
Polynesian show/luau	52.0	43.2	37.7	28.4	3.0	22.1	0.0	4.5
Art/craft fair	17.9	10.4	13.0	14.9	4.1	8.9	23.7	0.0
Festival	6.2	5.9	3.2	1.3	0.5	2.3	5.0	0.0
ALL TRANSPORTATION	91.8	85.9	82.2	66.5	42.6	66.4	46.4	24.4
Trolley	15.0	22.1	4.8	0.5	0.3	0.9	0.0	6.4
Public Bus	28.0	44.1	4.8	1.8	1.9	2.7	0.0	5.2
Taxi/limousine	29.1	39.0	11.2	5.9	4.9	7.6	0.0	7.6
Rental Car	69.4	38.9	74.0	63.6	37.2	61.0	46.4	10.8
MEETING	3.4	2.7	2.3	0.5	0.4	1.1	0.0	0.0
CONVENTION	5.1	4.0	2.7	0.8	0.6	3.3	0.0	0.0
INCENTIVE/REWARD	3.3	1.7	2.7	0.9	1.3	0.9	0.0	6.4

**Table 5.9 2007 Activity Participation – Europe
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	95.2	91.2	93.6	96.3	94.0	92.1	83.5	89.2
Helicopter or plane tour	19.5	5.9	10.0	25.8	13.0	12.0	0.0	3.2
Boat/submarine/whale watching	31.6	14.0	32.9	24.2	2.7	16.6	3.1	24.0
Tour bus excursion	34.7	37.5	17.8	17.8	24.7	19.0	13.0	18.6
Private limousine/van tour	16.0	11.7	15.3	10.6	12.1	10.3	2.5	7.1
Self-guided	72.1	63.4	68.3	68.2	59.6	69.4	69.9	51.5
ALL RECREATION	91.3	84.5	84.7	77.5	43.5	70.5	63.3	59.9
Swimming/sunbathing/beach	88.4	81.3	78.3	70.0	25.5	62.9	51.6	47.3
Surfing/bodyboarding	21.2	18.2	15.9	9.5	2.1	5.9	3.7	0.0
Snorkeling/scuba diving	42.2	26.6	40.8	31.7	8.5	37.3	14.6	23.4
Jet skiing/parasailing/windsurfing	4.1	1.9	5.6	0.1	0.3	1.5	0.0	0.0
Golf	5.8	2.2	6.6	5.5	0.6	4.3	0.0	8.0
Running/jogging/fitness walking	25.9	19.7	22.4	16.9	8.8	16.8	10.8	13.5
Spa	9.6	6.5	6.2	4.9	0.9	5.7	0.0	3.2
Backpacking/hiking/camping	19.2	9.3	19.0	25.6	23.7	19.4	16.6	10.6
Sports event or tournament	5.9	4.9	2.0	0.8	0.9	4.1	0.0	4.4
ALL ENTERTAINMENT	94.2	90.5	84.6	82.0	56.4	76.4	54.2	55.3
Lunch/sunset/dinner/evening cruise	36.0	30.5	31.6	26.7	13.7	20.6	5.8	8.1
Lounge act/stage show	27.0	20.5	18.3	15.0	1.1	8.0	2.0	6.4
Nightclub/dancing/bar/karaoke	19.5	20.0	12.0	4.7	4.0	5.8	0.0	4.4
Fine dining	54.3	43.7	46.0	37.1	12.5	32.7	1.6	24.1
Family restaurant/diner	68.6	63.7	52.9	49.5	33.9	47.8	17.2	19.6
Ethnic dining	29.3	22.7	20.6	19.2	6.5	13.2	10.1	2.0
Prepared own meal	37.4	24.1	36.3	35.6	16.4	25.7	37.2	9.5
ALL SHOPPING	97.6	94.8	88.6	83.4	60.1	80.9	56.8	46.3
Department stores	66.7	67.9	40.3	28.7	17.9	26.8	10.2	7.7
Designer boutiques	37.4	35.8	25.0	9.3	4.7	10.2	0.0	6.3
Hotel stores	41.7	39.4	21.7	16.2	2.6	14.9	2.7	14.9
Swap meet	23.4	21.0	11.1	6.8	5.9	9.0	0.0	0.0
Discount/outlet stores	32.7	31.8	18.3	15.9	6.3	10.4	0.0	0.0
Supermarkets	72.5	60.2	65.3	59.9	34.1	53.5	31.7	15.5
Convenience stores	49.1	47.8	32.2	27.0	14.4	23.7	17.8	6.9
Duty free	15.1	14.6	6.5	4.7	1.3	3.0	0.0	0.0
Local shops/artisans	71.3	60.4	59.7	52.9	29.1	47.8	33.8	26.5
ALL CULTURE	87.0	83.8	71.1	66.1	54.0	67.3	31.0	26.2
Historic site	61.4	57.1	39.1	37.3	26.9	52.0	25.3	9.1
Museum/art gallery	28.2	22.8	22.0	9.1	11.4	11.7	6.2	3.2
Polynesian show/luau/hula	49.3	41.1	29.9	26.4	2.1	15.5	0.0	2.4
Play/concert	9.8	8.5	5.2	2.8	2.2	1.6	5.2	0.0
Art/craft fair	10.8	6.2	9.8	6.9	2.6	3.5	5.4	0.0
Parks/gardens	61.5	54.9	45.7	44.3	39.0	36.0	8.8	17.0
Festival	6.4	6.2	2.2	0.9	0.8	1.3	2.0	0.0
ALL TRANSPORTATION	91.6	88.8	82.3	79.3	59.5	73.7	63.4	27.7
Trolley	20.7	23.5	6.2	2.4	0.7	5.2	0.0	8.9
Public Bus	36.5	44.8	10.4	5.0	3.5	2.8	0.0	6.0
Taxi/limousine	38.5	40.5	18.6	12.3	4.7	9.9	7.3	7.3
Rental Car	57.4	37.3	65.6	68.9	52.1	64.4	58.7	14.4
MEETING	4.4	3.4	1.2	1.8	0.3	1.3	0.0	1.7
CONVENTION	4.8	4.7	0.8	0.4	0.3	1.4	0.0	0.0
INCENTIVE/REWARD	1.8	0.6	1.1	0.7	0.0	0.6	0.0	0.0

**Table 5.10 2006 Activity Participation – Europe
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	94.0	90.1	92.7	92.3	92.0	93.0	95.3	70.2
Helicopter or plane tour	17.3	4.8	10.0	23.6	14.8	10.3	0.0	1.4
Boat/submarine/whale watching	29.3	16.5	30.0	14.8	3.2	12.8	22.3	24.1
Tour bus excursion	36.1	39.0	18.9	19.8	24.3	20.7	18.6	26.0
Private limousine/van tour	13.8	10.6	13.6	8.8	8.5	9.3	5.9	6.8
Self-guided	72.3	63.0	69.0	67.2	59.5	69.6	63.3	22.7
ALL RECREATION	91.4	84.4	83.0	73.6	39.1	69.2	60.6	43.4
Swimming/sunbathing/beach	87.0	80.1	76.9	66.9	20.5	59.8	47.1	40.0
Surfing/bodyboarding	20.4	16.8	18.3	10.7	1.4	6.9	9.5	0.0
Snorkeling/scuba diving	37.3	22.9	38.1	27.2	6.7	34.9	27.4	16.7
Jet skiing/parasailing/windsurfing	3.9	2.3	5.0	0.5	0.0	1.5	0.0	0.0
Golf	5.8	3.1	6.3	3.7	0.8	4.6	3.4	4.2
Running/jogging/fitness walking	25.2	22.0	18.9	17.0	5.8	15.3	14.1	9.6
Gym/health spa	10.6	7.7	6.6	5.8	2.1	6.7	0.0	5.1
Backpacking/hiking/camping	18.0	10.6	14.9	22.7	23.9	17.5	25.2	7.6
Sports event or tournament	5.8	4.4	2.7	1.8	0.5	5.1	0.0	0.0
ALL ENTERTAINMENT	79.4	73.6	66.2	56.4	27.6	53.5	27.2	30.5
Lunch/sunset/dinner/evening cruise	39.4	34.5	31.4	26.4	14.0	25.1	11.9	21.7
Lounge act/stage show	26.8	23.0	17.1	12.2	3.6	8.2	9.8	10.7
Nightclub/dancing/bar/karaoke	21.6	22.1	11.1	8.6	1.9	9.7	0.0	4.3
Fine dining	59.1	51.0	46.3	39.4	15.1	36.4	13.6	8.0
ALL SHOPPING	96.1	93.6	85.7	79.2	54.9	74.1	74.3	23.7
Department stores	70.5	72.8	44.8	34.2	23.8	34.1	18.8	11.2
Designer boutiques	41.1	37.5	30.4	13.9	5.9	17.2	0.0	3.4
Hotel stores	49.2	46.7	28.1	18.1	4.4	23.5	14.4	6.3
Swap meet	26.5	26.1	13.2	6.9	7.3	9.5	3.4	0.0
Discount/outlet stores	34.3	34.1	18.3	12.4	8.7	13.0	3.7	2.8
Supermarkets	74.8	62.7	66.5	61.5	38.2	58.0	59.7	5.4
Convenience stores	53.9	53.5	31.6	30.5	16.5	28.9	11.8	6.2
Duty free	16.4	17.0	6.7	3.9	1.6	4.9	0.0	2.9
ALL CULTURE	80.2	76.4	62.6	52.0	41.0	55.9	42.0	16.1
Historic site	63.7	60.6	43.4	39.6	34.1	49.7	36.6	9.7
Museum/art gallery	27.4	23.4	19.9	10.3	12.7	10.6	1.6	2.9
Polynesian show/luau	42.4	36.0	25.5	21.4	3.9	13.8	0.0	6.4
Art/craft fair	13.3	9.5	10.3	8.8	3.4	5.5	11.1	0.0
Festival	6.8	5.7	4.2	0.9	1.9	1.7	5.7	0.0
ALL TRANSPORTATION	91.1	87.3	81.2	74.3	52.4	72.2	59.7	18.5
Trolley	19.8	23.1	6.7	2.0	1.6	2.3	0.0	1.2
Public Bus	39.0	47.0	12.0	4.0	2.9	4.9	0.0	6.6
Taxi/limousine	37.6	39.2	17.6	12.5	5.2	11.8	10.5	4.9
Rental Car	54.3	34.4	65.3	65.8	46.0	61.7	55.1	8.7
MEETING	4.7	4.0	1.3	0.8	0.1	3.0	0.0	0.0
CONVENTION	4.4	4.1	0.9	0.4	0.0	2.0	0.0	0.0
INCENTIVE/REWARD	2.9	1.3	1.5	0.9	0.7	1.6	0.0	1.2

Table 5.11 2007 Activity Participation by Lifestyle – U.S. West
[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
ALL SIGHTSEEING	88.3	88.6	85.0	82.9	85.0	91.7	83.7
Helicopter or plane tour	9.9	8.1	7.2	10.5	9.1	8.5	9.2
Boat/submarine/whale watching	32.5	27.6	23.6	26.2	21.4	32.2	22.7
Tour bus excursion	12.3	9.3	12.0	11.3	13.9	23.3	8.8
Private limousine/van tour	5.7	4.1	2.7	4.3	6.3	7.1	4.1
Self-guided	77.9	80.2	79.7	76.8	76.3	81.0	77.0
ALL RECREATION	94.1	96.5	93.5	90.2	80.9	91.7	88.4
Swimming/sunbathing/beach	89.5	94.8	89.2	79.3	69.9	84.8	80.5
Surfing/bodyboarding	24.7	45.0	33.7	19.7	11.3	25.1	24.7
Snorkeling/scuba diving	67.6	66.8	57.5	51.6	34.4	57.8	48.7
Jet skiing/parasailing/windsurfing	4.6	8.4	6.3	4.7	2.7	7.8	4.4
Golf	6.8	13.5	7.1	15.0	16.7	7.3	15.7
Running/jogging/fitness walking	31.5	41.9	34.5	38.9	36.8	26.9	41.0
Spa	21.2	14.0	12.7	13.0	10.0	10.5	13.0
Backpacking/hiking/camping	36.1	22.5	36.8	24.1	12.4	32.1	19.1
Sports event or tournament	3.0	4.1	5.2	5.4	5.4	6.3	4.7
ALL ENTERTAINMENT	97.6	96.5	94.7	94.1	91.9	93.9	94.2
Lunch/sunset/dinner/evening cruise	42.5	27.1	32.2	23.7	22.4	33.7	23.7
Lounge act/stage show	34.5	27.5	21.3	21.7	23.2	27.3	23.0
Nightclub/dancing/bar/karaoke	15.5	9.6	29.8	17.4	10.3	17.8	14.0
Fine dining	65.7	59.0	58.1	63.9	59.2	55.8	61.6
Family restaurant/diner	83.3	85.1	74.6	69.4	70.5	72.7	75.1
Ethnic dining	53.1	41.2	51.8	41.9	36.9	43.5	41.2
Prepared own meal	55.3	58.1	52.7	48.8	51.4	45.0	54.5
ALL SHOPPING	97.7	95.9	95.2	92.7	92.5	94.7	93.6
Department stores	42.3	45.2	44.4	41.1	42.3	40.6	43.6
Designer boutiques	35.4	40.1	34.9	35.9	30.9	36.8	34.6
Hotel stores	47.6	46.0	37.3	40.5	37.1	43.8	39.5
Swap meet	33.8	31.0	33.7	29.6	29.0	32.2	29.9
Discount/outlet stores	31.1	35.2	30.4	33.6	36.4	37.0	33.7
Supermarkets	72.0	69.8	65.5	63.8	64.1	57.6	68.0
Convenience stores	65.3	58.7	67.1	54.5	48.0	56.1	55.1
Duty free	8.1	6.2	8.1	5.4	4.4	8.5	5.0
Local shops/artisans	69.5	73.9	70.9	72.3	72.2	74.1	71.9
ALL CULTURE	91.2	85.4	79.2	78.0	78.4	89.6	78.0
Historic site	56.8	62.3	51.3	53.7	57.0	66.4	54.0
Museum/art gallery	24.5	29.4	25.6	29.7	34.3	31.7	30.2
Polynesian show/luau/hula	59.0	54.3	42.6	33.4	35.6	58.8	36.3
Play/concert	5.8	4.7	6.1	5.0	7.3	5.3	6.0
Art/craft fair	18.7	17.1	12.0	16.6	24.7	15.3	19.8
Parks/gardens	56.1	55.7	51.3	53.6	52.9	58.9	52.2
Festival	1.5	5.9	5.2	5.1	7.2	5.6	6.0
ALL TRANSPORTATION	92.6	90.1	80.0	88.0	86.2	87.2	86.9
Trolley	6.7	9.0	8.7	6.9	7.3	10.7	7.0
Public Bus	11.7	11.7	14.5	11.9	12.2	18.2	10.8
Taxi/limousine	16.0	13.0	16.9	16.4	12.7	18.6	13.3
Rental Car	84.8	83.4	64.2	77.7	75.7	71.6	78.1
MEETING	0.0	5.1	6.6	12.4	6.4	5.3	8.1
CONVENTION	0.9	3.0	5.0	5.2	3.1	3.9	3.8
INCENTIVE/REWARD	2.6	2.6	3.5	4.7	2.9	3.2	3.4

**Table 5.12 2006 Activity Participation by Lifestyle – U.S. West
[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
ALL SIGHTSEEING	96.0	87.2	87.1	84.2	87.2	94.3	84.7
Helicopter or plane tour	15.4	9.6	9.4	10.5	9.6	13.6	9.1
Boat/submarine/whale watching	33.4	34.6	27.5	26.4	20.5	40.5	23.2
Tour bus excursion	16.9	9.0	12.3	10.8	12.0	22.4	8.1
Private limousine/van tour	6.2	5.3	3.6	3.1	6.7	6.7	4.5
Self-guided	86.6	79.4	79.6	77.7	80.3	83.0	78.6
ALL RECREATION	93.4	97.6	95.2	90.6	83.9	94.5	89.8
Swimming/sunbathing/beach	91.6	94.2	91.6	83.9	69.3	88.3	81.5
Surfing/bodyboarding	21.7	45.9	34.1	23.5	12.8	22.3	27.8
Snorkeling/scuba diving	62.5	65.6	66.9	51.0	36.5	57.1	51.0
Jet skiing/parasailing/windsurfing	10.8	7.0	5.6	4.8	4.7	5.4	5.7
Golf	6.5	14.6	7.4	10.1	18.5	7.7	14.9
Running/jogging/fitness walking	23.6	40.3	30.3	43.6	40.9	29.7	42.2
Gym/health spa	13.1	17.5	14.7	18.1	14.0	9.2	17.9
Backpacking/hiking/camping	35.5	24.3	30.6	23.3	12.9	27.9	19.9
Sports event or tournament	0.6	3.9	5.8	4.3	6.1	3.4	5.2
ALL ENTERTAINMENT	88.1	76.3	81.3	78.8	79.4	78.4	79.3
Lunch/sunset/dinner/evening cruise	49.7	28.8	35.7	29.2	26.2	38.9	27.3
Lounge act/stage show	29.1	30.2	20.0	21.2	21.6	32.7	21.2
Nightclub/dancing/bar/karaoke	22.0	10.0	36.9	16.1	10.0	20.8	14.0
Fine dining	62.9	59.8	64.1	63.8	68.1	58.8	65.7
ALL SHOPPING	96.7	97.9	91.5	91.9	92.3	94.8	93.3
Department stores	45.2	48.5	50.0	46.3	49.2	50.9	47.4
Designer boutiques	43.6	45.8	42.1	45.5	38.0	40.8	43.2
Hotel stores	33.9	46.8	44.5	43.7	42.4	44.2	43.6
Swap meet	33.0	36.1	39.6	33.5	32.1	37.1	33.7
Discount/outlet stores	34.7	39.8	28.4	39.1	36.9	36.6	37.2
Supermarkets	65.9	78.8	64.1	67.9	67.4	63.8	71.4
Convenience stores	66.8	64.9	68.3	62.9	54.9	63.5	61.1
Duty free	12.7	6.6	4.2	6.4	3.1	7.9	4.7
ALL CULTURE	83.3	81.0	74.9	67.6	72.5	87.5	70.1
Historic site	54.8	57.8	55.9	51.7	53.1	66.2	50.9
Museum/art gallery	11.8	31.6	20.4	29.5	33.9	30.6	29.2
Polynesian show/luau	57.6	51.5	42.9	29.2	29.5	63.6	30.3
Art/craft fair	13.9	17.9	13.0	18.7	24.6	15.0	20.8
Festival	5.4	5.9	4.7	5.1	6.4	3.0	6.4
ALL TRANSPORTATION	92.0	89.3	74.5	84.1	87.7	85.5	85.7
Trolley	8.8	5.8	4.8	5.1	5.9	6.1	5.5
Public Bus	9.3	6.7	13.1	8.8	12.3	11.4	9.5
Taxi/limousine	8.5	11.6	19.6	14.0	14.2	18.6	12.6
Rental Car	84.4	85.0	63.4	75.0	76.7	73.4	77.9
MEETING	1.0	2.8	3.9	10.3	10.0	4.1	8.1
CONVENTION	0.0	1.7	1.7	4.8	4.3	3.6	3.2
INCENTIVE/REWARD	1.0	2.8	2.3	4.1	3.3	4.6	2.8

Table 5.13 2007 Activity Participation by Lifestyle – U.S. East
[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
ALL SIGHTSEEING	95.3	92.9	95.5	90.3	91.6	94.9	89.9
Helicopter or plane tour	29.4	11.8	10.1	17.0	17.9	20.0	12.9
Boat/submarine/whale watching	51.9	35.4	31.3	34.0	31.6	37.9	31.0
Tour bus excursion	31.7	14.7	14.8	20.0	31.4	32.4	14.6
Private limousine/van tour	8.3	6.8	6.2	8.7	10.0	10.4	6.7
Self-guided	79.7	83.1	85.4	80.6	76.9	80.2	80.6
ALL RECREATION	96.7	96.2	96.3	91.5	80.1	91.0	88.3
Swimming/sunbathing/beach	92.3	94.9	92.7	83.7	69.1	85.3	80.5
Surfing/bodyboarding	15.6	36.5	27.5	13.1	7.2	17.8	17.5
Snorkeling/scuba diving	63.0	59.8	59.5	46.2	28.9	49.2	42.8
Jet skiing/parasailing/windsurfing	6.5	4.2	3.5	4.7	2.2	3.9	3.6
Golf	5.5	13.9	7.9	14.2	12.5	9.5	14.7
Running/jogging/fitness walking	29.8	38.1	40.4	36.9	33.7	32.3	39.3
Spa	23.1	14.5	16.9	14.1	8.4	12.8	13.5
Backpacking/hiking/camping	34.0	26.9	43.5	28.6	12.7	29.8	21.1
Sports event or tournament	2.8	3.8	5.2	4.6	3.6	4.3	3.9
ALL ENTERTAINMENT	96.6	96.5	97.6	95.1	91.0	94.5	94.3
Lunch/sunset/dinner/evening cruise	39.8	24.1	32.4	33.4	30.7	36.7	26.1
Lounge act/stage show	41.9	31.0	28.5	27.4	28.6	33.6	26.0
Nightclub/dancing/bar/karaoke	27.2	8.4	31.1	18.1	9.5	18.6	12.8
Fine dining	68.3	56.9	70.3	67.5	62.4	64.7	63.7
Family restaurant/diner	71.1	86.3	76.5	70.9	66.5	71.2	74.9
Ethnic dining	50.7	45.6	50.5	43.0	33.2	42.3	41.1
Prepared own meal	36.8	50.5	48.5	40.8	39.0	36.3	48.3
ALL SHOPPING	97.1	98.0	97.5	94.2	92.7	95.6	94.5
Department stores	43.4	42.8	47.1	45.1	42.7	43.9	44.0
Designer boutiques	40.1	37.3	45.4	37.4	30.7	36.4	36.2
Hotel stores	50.5	48.8	51.9	48.3	45.8	48.6	47.7
Swap meet	36.1	35.2	34.5	33.7	29.6	30.2	35.1
Discount/outlet stores	30.8	34.8	29.8	40.1	36.3	36.0	36.0
Supermarkets	56.6	66.8	62.0	59.5	52.0	51.6	64.5
Convenience stores	60.0	59.2	68.9	59.8	49.2	57.3	57.3
Duty free	4.7	8.2	10.8	5.9	2.8	6.2	5.6
Local shops/artisans	75.1	74.3	72.1	74.3	68.3	73.8	70.6
ALL CULTURE	92.8	91.3	85.4	86.8	86.4	91.3	84.8
Historic site	68.4	67.0	62.3	63.7	63.7	70.9	59.0
Museum/art gallery	32.7	33.5	27.6	32.4	27.9	30.3	30.9
Polynesian show/luau/hula	71.5	59.5	53.2	49.2	50.9	63.7	45.0
Play/concert	10.8	4.6	5.9	7.5	7.0	5.8	7.6
Art/craft fair	17.2	14.5	10.0	18.3	16.9	11.9	19.5
Parks/gardens	60.6	64.9	59.4	61.4	59.6	61.8	60.6
Festival	2.3	4.5	4.4	5.4	6.5	3.9	6.4
ALL TRANSPORTATION	95.1	89.1	85.2	87.2	85.1	87.3	87.0
Trolley	10.7	5.6	9.8	10.6	8.9	10.9	7.3
Public Bus	17.0	10.4	14.2	13.7	18.1	17.5	12.5
Taxi/limousine	24.9	17.0	21.4	20.5	21.0	24.1	17.2
Rental Car	81.1	81.7	72.6	75.3	70.9	72.8	77.1
MEETING	3.2	5.8	8.6	14.8	5.7	8.0	9.1
CONVENTION	2.4	7.9	9.4	7.6	5.6	7.3	6.6
INCENTIVE/REWARD	3.1	5.3	6.0	6.3	3.3	6.0	3.9

Table 5.14 2006 Activity Participation by Lifestyle – U.S. East
[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
ALL SIGHTSEEING	98.6	90.4	89.2	90.8	88.0	93.2	87.6
Helicopter or plane tour	36.3	14.3	15.1	17.0	15.7	21.4	13.8
Boat/submarine/whale watching	41.7	39.7	33.5	36.9	30.3	38.6	32.3
Tour bus excursion	34.0	19.6	16.5	21.8	32.9	35.1	16.4
Private limousine/van tour	9.6	10.2	2.6	8.7	11.1	10.6	7.5
Self-guided	85.6	77.1	83.1	77.0	71.5	75.0	78.3
ALL RECREATION	96.0	93.6	95.2	91.7	75.1	87.5	87.7
Swimming/sunbathing/beach	88.7	89.6	91.9	81.9	65.4	82.0	78.1
Surfing/bodyboarding	21.7	39.7	28.0	14.5	8.4	20.2	18.6
Snorkeling/scuba diving	50.5	56.5	59.4	48.7	26.9	48.5	41.5
Jet skiing/parasailing/windsurfing	7.9	7.1	8.2	2.9	1.6	6.1	2.8
Golf	15.4	12.6	13.9	11.4	12.6	9.0	15.8
Running/jogging/fitness walking	37.9	38.1	37.9	38.3	29.2	32.0	38.2
Gym/health spa	24.4	17.6	16.1	17.6	10.4	12.6	18.3
Backpacking/hiking/camping	34.2	25.5	46.1	30.6	14.3	31.9	22.6
Sports event or tournament	3.7	4.6	8.9	5.8	4.0	5.3	5.3
ALL ENTERTAINMENT	91.8	77.5	83.5	80.8	73.8	80.5	78.1
Lunch/sunset/dinner/evening cruise	56.4	33.9	35.0	32.1	31.9	40.6	29.4
Lounge act/stage show	39.6	33.0	26.1	29.5	31.2	36.6	26.1
Nightclub/dancing/bar/karaoke	27.2	12.0	35.4	16.7	12.8	20.6	15.7
Fine dining	77.9	59.8	67.6	66.3	58.3	61.9	65.3
ALL SHOPPING	94.5	95.4	96.6	93.3	88.8	91.6	93.8
Department stores	51.3	47.3	52.5	43.7	51.0	46.3	50.2
Designer boutiques	44.5	46.9	49.2	43.9	35.0	43.1	41.8
Hotel stores	64.8	59.7	46.6	54.7	47.0	55.2	50.7
Swap meet	35.4	32.8	38.4	34.7	31.5	36.4	31.7
Discount/outlet stores	40.0	39.5	32.4	44.2	31.6	39.3	35.9
Supermarkets	60.7	63.3	60.9	57.2	51.8	50.8	63.0
Convenience stores	63.7	66.3	72.6	59.1	51.0	58.3	61.4
Duty free	2.7	8.9	6.4	7.2	7.2	7.7	6.4
ALL CULTURE	92.0	84.4	79.3	77.6	79.1	87.4	74.6
Historic site	67.2	70.5	60.6	62.9	63.0	70.2	59.1
Museum/art gallery	31.4	26.2	24.6	33.8	27.0	30.9	27.2
Polynesian show/luau	71.6	55.3	45.1	48.0	49.8	64.6	39.7
Art/craft fair	18.3	13.8	12.4	17.5	19.0	16.0	17.4
Festival	8.2	2.7	4.8	4.9	5.8	4.1	5.9
ALL TRANSPORTATION	91.8	87.1	80.8	84.2	83.3	83.7	85.3
Trolley	9.9	10.2	9.3	9.7	9.6	11.6	8.0
Public Bus	15.5	12.4	17.7	12.5	19.4	16.7	14.6
Taxi/limousine	20.2	24.4	18.9	20.4	21.6	22.5	20.2
Rental Car	83.2	75.5	64.6	72.4	63.5	66.2	73.2
MEETING	0.8	5.9	9.2	11.5	6.1	5.6	9.5
CONVENTION	0.8	6.2	7.0	7.4	7.0	7.7	5.5
INCENTIVE/REWARD	0.8	2.4	6.5	6.8	2.6	4.3	4.1

Table 5.15 2007 Activity Participation by Lifestyle – Japan
[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
ALL SIGHTSEEING	93.9	89.6	93.8	91.8	92.9	95.5	89.9
Helicopter or plane tour	4.6	2.2	2.3	4.1	5.2	4.2	3.7
Boat/submarine/whale watching	18.3	20.7	19.4	15.3	18.7	22.1	15.1
Tour bus excursion	61.9	37.5	42.4	41.1	56.8	59.2	38.9
Private limousine/van tour	19.0	18.4	15.9	15.4	20.2	21.0	15.3
Self-guided	49.5	56.4	59.4	59.1	48.4	47.3	60.1
ALL RECREATION	88.8	92.9	88.7	81.6	65.3	77.9	82.6
Swimming/sunbathing/beach	78.0	87.6	77.2	64.1	45.0	64.0	67.5
Surfing/bodyboarding	10.7	12.5	9.9	6.5	1.7	5.0	8.7
Snorkeling/scuba diving	29.6	25.5	27.6	16.5	6.8	20.7	16.6
Jet skiing/parasailing/windsurfing	11.3	3.8	7.0	2.9	1.1	5.1	3.4
Golf	4.0	10.4	2.6	10.9	12.0	5.0	12.1
Running/jogging/fitness walking	15.7	15.5	16.0	20.5	22.7	16.2	21.3
Spa	9.1	6.3	10.7	12.9	4.4	6.3	10.2
Backpacking/hiking/camping	6.9	5.6	9.0	8.3	8.4	8.1	7.6
Sports event or tournament	1.0	2.0	3.8	4.8	2.5	2.5	3.5
ALL ENTERTAINMENT	97.9	96.7	97.3	96.8	93.5	96.7	95.5
Lunch/sunset/dinner/evening cruise	74.9	51.5	62.2	54.9	59.5	69.6	51.2
Lounge act/stage show	29.4	20.6	22.8	22.1	31.6	29.9	22.4
Nightclub/dancing/bar/karaoke	7.6	4.2	10.2	6.5	5.1	5.7	7.1
Fine dining	88.9	85.8	87.1	83.1	72.2	81.5	81.7
Family restaurant/diner	45.8	62.5	51.2	50.1	43.9	47.6	51.8
Ethnic dining	12.2	12.1	14.5	15.4	15.5	12.0	16.3
Prepared own meal	1.2	21.3	13.3	14.1	11.2	5.4	18.5
ALL SHOPPING	99.3	99.9	99.8	99.3	98.1	98.9	99.3
Department stores	69.1	51.6	68.4	54.8	35.5	52.3	52.6
Designer boutiques	67.5	58.5	65.8	61.5	51.1	55.9	62.0
Hotel stores	58.9	56.6	39.3	49.3	49.0	51.7	48.4
Swap meet	10.0	12.9	15.6	15.3	17.4	12.3	17.0
Discount/outlet stores	40.9	41.5	45.2	42.8	36.9	37.9	43.5
Supermarkets	48.1	64.5	62.2	60.9	51.4	48.6	64.2
Convenience stores	87.3	81.4	83.0	82.0	66.9	77.3	78.9
Duty free	85.6	74.8	79.3	77.1	69.0	76.3	75.2
Local shops/artisans	34.9	28.9	39.1	34.2	32.6	30.8	36.1
ALL CULTURE	69.9	71.8	68.0	75.0	80.6	77.7	71.9
Historic site	26.7	22.7	22.2	26.8	38.2	34.6	24.2
Museum/art gallery	16.0	16.3	13.5	17.3	22.6	16.9	18.7
Polynesian show/luau/hula	35.9	30.2	28.8	34.2	46.0	42.4	31.7
Play/concert	1.2	1.2	1.4	2.1	2.2	0.5	2.7
Art/craft fair	0.9	1.8	2.1	2.6	2.6	1.0	3.2
Parks/gardens	44.7	50.0	44.9	50.6	50.2	50.0	47.8
Festival	5.1	3.9	6.2	5.2	8.1	5.0	6.8
ALL TRANSPORTATION	98.8	97.7	96.1	95.2	88.6	92.9	95.2
Trolley	85.5	73.3	74.7	67.6	55.5	71.6	65.5
Public Bus	13.9	22.8	29.4	24.5	28.4	20.2	28.6
Taxi/limousine	46.9	46.8	40.0	39.7	45.0	43.6	43.1
Rental Car	11.9	25.5	16.4	21.1	12.4	10.4	22.8
MEETING	0.3	0.6	2.3	3.3	2.2	2.0	2.0
CONVENTION	0.3	1.2	1.3	1.7	1.3	1.1	1.4
INCENTIVE/REWARD	1.0	2.2	1.7	4.0	3.4	3.3	2.4

Table 5.16 2006 Activity Participation by Lifestyle – Japan
[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
ALL SIGHTSEEING	94.2	92.0	90.7	90.4	92.9	94.5	89.9
Helicopter or plane tour	4.1	3.5	3.2	3.8	6.7	4.1	4.6
Boat/submarine/whale watching	22.4	19.8	13.3	15.1	20.4	22.3	15.2
Tour bus excursion	55.7	43.7	36.3	40.4	54.8	59.5	35.4
Private limousine/van tour	20.4	18.3	14.1	14.4	16.9	20.2	14.0
Self-guided	49.5	55.7	62.1	59.2	49.7	46.5	62.0
ALL RECREATION	89.8	82.5	91.3	79.4	69.7	77.6	83.2
Swimming/sunbathing/beach	80.9	74.4	79.6	60.8	47.4	64.9	67.4
Surfing/bodyboarding	7.0	9.4	17.0	5.4	1.3	6.7	7.9
Snorkeling/scuba diving	31.6	18.8	34.8	14.6	6.4	20.9	16.8
Jet skiing/parasailing/windsurfing	13.3	4.0	9.4	2.9	1.0	7.1	3.1
Golf	2.1	7.4	2.9	10.9	15.7	4.6	12.5
Running/jogging/fitness walking	15.5	19.3	21.0	22.1	24.2	17.6	23.6
Gym/health spa	6.5	5.1	9.5	9.4	4.4	4.5	8.3
Backpacking/hiking/camping	4.4	6.4	8.4	7.0	9.7	7.7	7.2
Sports event or tournament	0.0	2.2	5.1	6.5	4.6	3.3	4.3
ALL ENTERTAINMENT	96.1	87.4	91.2	83.2	85.8	91.0	85.0
Lunch/sunset/dinner/evening cruise	77.4	52.8	62.5	49.5	58.0	70.0	47.7
Lounge act/stage show	23.3	22.5	20.2	22.5	30.1	28.2	21.0
Nightclub/dancing/bar/karaoke	8.1	4.9	10.9	7.8	8.9	8.7	6.9
Fine dining	79.4	73.4	82.1	71.9	65.6	72.9	73.2
ALL SHOPPING	99.0	99.1	99.5	98.2	96.7	98.9	97.9
Department stores	63.9	57.6	74.0	55.1	37.5	53.6	56.3
Designer boutiques	69.0	66.9	68.4	59.7	49.0	59.6	62.8
Hotel stores	62.1	56.6	37.5	47.3	52.9	54.2	49.5
Swap meet	11.6	17.0	15.1	16.2	15.0	13.8	16.7
Discount/outlet stores	44.6	44.5	44.5	46.7	39.0	42.1	44.8
Supermarkets	47.1	64.3	67.0	61.2	52.2	52.5	64.3
Convenience stores	89.5	83.9	87.3	79.4	65.8	78.1	80.7
Duty free	89.7	84.7	86.6	78.5	70.1	83.1	78.5
ALL CULTURE	47.3	55.2	48.0	53.0	66.6	62.8	49.9
Historic site	21.0	28.2	21.5	29.5	35.1	34.8	23.3
Museum/art gallery	11.3	18.7	12.9	20.3	22.9	18.5	18.4
Polynesian show/luau	23.3	27.3	22.2	23.1	38.2	34.7	22.7
Art/craft fair	2.8	3.5	4.0	3.5	4.6	3.9	3.6
Festival	5.2	4.7	3.5	6.1	8.7	5.1	6.5
ALL TRANSPORTATION	96.4	95.9	95.2	92.4	84.1	90.3	93.6
Trolley	83.7	69.7	73.1	60.9	49.8	67.9	62.6
Public Bus	13.2	21.8	31.0	25.5	26.4	19.6	27.7
Taxi/limousine	45.1	49.6	44.8	41.3	40.9	44.8	44.3
Rental Car	9.6	21.0	17.9	21.9	14.0	11.5	22.6
MEETING	0.0	0.6	1.7	4.3	2.4	1.2	2.4
CONVENTION	0.0	0.6	2.2	1.8	2.7	1.5	1.6
INCENTIVE/REWARD	0.3	2.0	2.0	5.2	4.8	3.3	3.0

Table 5.17 2007 Activity Participation by Lifestyle – Canada
[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
ALL SIGHTSEEING	92.8	93.8	94.9	91.7	93.7	96.3	91.2
Helicopter or plane tour	28.5	12.0	12.0	16.4	13.6	18.0	12.3
Boat/submarine/whale watching	55.7	35.5	35.9	31.6	25.3	40.2	26.5
Tour bus excursion	33.5	19.8	16.3	23.4	37.4	39.8	18.4
Private limousine/van tour	11.6	8.1	7.3	8.2	11.6	11.3	8.0
Self-guided	84.3	86.0	86.6	80.7	75.7	79.7	81.9
ALL RECREATION	95.8	99.1	98.7	95.0	86.4	93.5	93.5
Swimming/sunbathing/beach	95.8	96.9	96.8	88.9	76.6	88.1	87.5
Surfing/bodyboarding	27.7	55.7	49.5	22.6	12.9	29.2	29.8
Snorkeling/scuba diving	61.7	66.6	66.9	51.6	32.6	55.1	47.9
Jet skiing/parasailing/windsurfing	2.7	3.9	7.3	2.5	2.0	3.7	3.0
Golf	9.3	17.9	7.6	15.8	13.3	9.5	16.9
Running/jogging/fitness walking	27.7	49.8	41.3	45.5	39.6	33.0	49.5
Spa	12.5	8.2	7.2	11.1	6.2	6.9	9.4
Backpacking/hiking/camping	29.8	20.4	47.7	23.0	11.9	27.2	19.6
Sports event or tournament	0.0	5.5	5.1	8.2	4.6	4.4	6.6
ALL ENTERTAINMENT	96.7	99.0	96.9	96.1	90.9	93.8	95.9
Lunch/sunset/dinner/evening cruise	48.5	25.4	39.0	28.3	22.9	36.4	23.1
Lounge act/stage show	34.0	30.4	30.9	32.0	28.4	35.0	27.6
Nightclub/dancing/bar/karaoke	11.7	6.9	23.0	17.4	6.6	12.5	12.4
Fine dining	83.5	55.5	57.7	67.2	48.5	54.6	60.5
Family restaurant/diner	81.3	85.7	80.7	77.7	68.3	75.7	77.3
Ethnic dining	43.6	32.3	45.0	39.9	29.1	38.8	33.8
Prepared own meal	48.0	71.7	66.3	55.5	54.1	49.6	65.5
ALL SHOPPING	98.9	98.0	97.7	98.3	95.6	96.6	97.8
Department stores	64.0	65.5	60.0	69.2	64.6	62.8	67.3
Designer boutiques	52.8	48.0	46.4	47.4	35.5	41.6	45.1
Hotel stores	56.7	45.3	33.5	49.4	38.1	41.9	43.8
Swap meet	33.1	37.7	50.4	43.9	33.9	42.2	38.5
Discount/outlet stores	32.1	37.9	33.6	44.7	35.8	37.3	39.2
Supermarkets	64.6	81.4	71.3	70.0	65.0	62.1	75.8
Convenience stores	74.5	74.9	75.5	70.5	59.9	67.9	69.3
Duty free	16.8	6.2	17.5	7.4	5.1	9.6	7.2
Local shops/artisans	80.1	75.9	76.5	80.2	74.2	79.4	75.3
ALL CULTURE	94.3	88.2	90.0	89.2	87.2	93.2	85.8
Historic site	70.1	60.5	67.4	59.4	58.5	69.9	55.0
Museum/art gallery	33.7	31.8	34.0	32.8	29.9	32.9	31.2
Polynesian show/luau/hula	73.2	55.3	51.9	54.1	49.0	67.5	44.0
Play/concert	9.4	5.7	6.9	6.7	6.8	5.5	7.4
Art/craft fair	11.3	20.9	10.1	18.8	17.9	13.8	19.7
Parks/gardens	69.8	61.0	76.2	66.1	62.1	68.6	63.3
Festival	5.5	3.4	4.3	4.7	6.6	3.9	5.9
ALL TRANSPORTATION	98.4	96.6	92.8	94.0	87.9	91.2	93.3
Trolley	19.1	15.3	14.0	15.6	15.0	18.3	13.3
Public Bus	24.1	24.6	34.6	25.6	33.4	30.4	28.3
Taxi/limousine	33.9	29.4	27.7	33.8	23.1	31.4	26.9
Rental Car	80.5	85.2	78.1	74.6	62.5	68.9	76.2
MEETING	2.5	1.3	2.6	4.3	2.1	2.3	3.0
CONVENTION	2.5	3.5	2.1	7.2	2.9	4.7	3.9
INCENTIVE/REWARD	4.3	1.9	2.3	4.7	1.9	3.4	2.6

Table 5.18 2006 Activity Participation by Lifestyle – Canada
[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
ALL SIGHTSEEING	98.5	93.2	93.6	94.4	93.0	95.7	92.6
Helicopter or plane tour	28.6	12.5	9.0	16.0	14.6	17.4	12.6
Boat/submarine/whale watching	42.4	39.0	33.4	33.7	28.5	41.5	28.0
Tour bus excursion	33.7	18.2	16.3	20.7	34.4	36.0	17.5
Private limousine/van tour	6.1	10.8	8.9	8.2	10.7	11.1	8.5
Self-guided	91.6	84.4	82.8	85.1	74.1	78.3	83.3
ALL RECREATION	97.6	99.3	98.2	95.4	86.7	91.8	94.9
Swimming/sunbathing/beach	90.5	95.9	97.9	92.0	78.2	87.2	90.0
Surfing/bodyboarding	36.0	53.1	41.8	21.5	11.1	27.0	27.8
Snorkeling/scuba diving	61.3	69.4	65.2	56.5	31.5	52.2	52.0
Jet skiing/parasailing/windsurfing	3.4	4.5	3.2	3.0	0.5	3.9	1.6
Golf	14.1	16.8	9.7	15.1	17.0	10.8	18.2
Running/jogging/fitness walking	30.9	49.7	41.7	49.1	44.5	37.5	51.1
Gym/health spa	12.9	12.7	19.4	13.1	9.5	11.0	13.8
Backpacking/hiking/camping	31.1	19.9	37.2	22.8	10.6	24.1	18.3
Sports event or tournament	0.8	5.5	10.8	8.0	4.3	6.9	6.0
ALL ENTERTAINMENT	86.0	77.8	83.5	81.8	80.0	80.9	80.9
Lunch/sunset/dinner/evening cruise	42.5	29.6	39.3	34.5	32.4	39.8	30.1
Lounge act/stage show	45.9	34.6	33.7	35.7	31.8	42.1	29.5
Nightclub/dancing/bar/karaoke	10.1	8.4	32.5	19.1	8.7	16.7	13.9
Fine dining	67.1	56.8	57.0	62.8	60.7	53.4	65.0
ALL SHOPPING	100.0	99.7	95.4	97.1	95.9	97.0	97.2
Department stores	76.4	72.2	64.9	65.1	70.8	67.0	70.1
Designer boutiques	58.1	57.1	49.2	48.4	38.0	45.6	48.2
Hotel stores	53.5	59.4	43.1	52.3	41.2	46.7	50.0
Swap meet	41.0	48.6	43.2	45.3	36.2	41.3	43.1
Discount/outlet stores	42.0	36.1	38.7	40.8	43.1	38.5	41.7
Supermarkets	78.5	79.2	70.7	74.8	69.8	64.3	79.7
Convenience stores	75.1	77.8	73.0	71.0	66.5	69.2	72.7
Duty free	16.9	6.1	13.4	10.8	8.2	11.9	8.3
ALL CULTURE	93.7	87.0	77.7	79.9	82.6	88.5	78.6
Historic site	67.1	64.5	54.6	59.7	62.8	66.2	58.0
Museum/art gallery	24.8	37.0	24.7	27.3	29.7	26.8	31.1
Polynesian show/luau	72.6	55.3	50.1	49.4	49.9	66.4	42.4
Art/craft fair	5.3	25.6	13.2	15.7	19.4	15.7	19.3
Festival	4.2	4.8	6.1	3.4	9.7	4.4	7.4
ALL TRANSPORTATION	92.8	96.4	89.4	93.4	88.6	89.0	93.6
Trolley	11.0	14.7	14.2	13.5	17.4	15.9	14.4
Public Bus	17.6	26.5	30.7	22.6	34.1	26.1	29.3
Taxi/limousine	22.5	32.2	27.1	28.9	29.5	31.6	27.5
Rental Car	79.6	77.1	67.5	75.8	58.9	67.1	70.9
MEETING	1.3	2.3	3.9	5.0	2.7	3.8	3.2
CONVENTION	0.0	3.4	5.5	8.9	3.3	6.7	4.0
INCENTIVE/REWARD	3.5	0.8	4.5	5.6	2.3	4.4	2.7

Table 5.19 2007 Activity Participation by Lifestyle – Europe
[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
ALL SIGHTSEEING	94.0	96.5	94.2	94.3	96.9	95.7	94.1
Helicopter or plane tour	25.2	19.5	14.2	20.8	19.7	19.7	18.8
Boat/submarine/whale watching	40.0	34.8	29.2	29.8	31.2	32.2	30.3
Tour bus excursion	36.3	30.2	23.8	30.2	48.1	39.8	22.6
Private limousine/van tour	11.6	17.9	14.4	18.3	15.9	17.2	13.3
Self-guided	69.9	70.8	81.2	75.1	63.4	68.9	79.6
ALL RECREATION	98.5	98.6	96.7	92.8	80.8	92.0	89.7
Swimming/sunbathing/beach	96.0	97.5	94.4	89.7	77.0	89.0	87.0
Surfing/bodyboarding	25.7	34.4	39.3	18.7	4.5	20.2	23.4
Snorkeling/scuba diving	48.3	59.8	57.2	41.7	23.7	41.6	43.6
Jet skiing/parasailing/windsurfing	5.8	8.1	6.5	3.0	1.7	3.4	5.8
Golf	5.0	7.0	3.5	7.1	6.0	4.2	9.5
Running/jogging/fitness walking	18.4	27.6	31.2	28.6	21.3	22.1	34.6
Spa	12.1	11.7	9.0	11.0	6.9	8.8	11.4
Backpacking/hiking/camping	22.6	10.6	37.1	19.3	7.5	19.4	18.8
Sports event or tournament	3.6	6.1	9.9	6.5	3.3	5.3	7.4
ALL ENTERTAINMENT	96.8	97.7	96.4	94.6	89.9	93.7	95.2
Lunch/sunset/dinner/evening cruise	43.4	34.3	39.2	34.2	33.2	37.0	33.5
Lounge act/stage show	28.6	31.7	22.6	26.5	28.6	28.3	23.7
Nightclub/dancing/bar/karaoke	26.3	6.4	34.2	19.0	10.8	21.3	15.4
Fine dining	69.7	53.1	53.8	57.2	46.3	53.8	55.6
Family restaurant/diner	73.7	85.5	66.4	69.0	62.5	68.4	69.1
Ethnic dining	31.8	27.2	29.5	33.4	24.5	28.8	30.5
Prepared own meal	24.3	47.5	52.4	37.2	28.4	32.4	49.2
ALL SHOPPING	98.4	98.8	98.5	97.3	96.4	97.3	98.1
Department stores	65.5	68.8	70.5	66.5	63.7	64.6	71.5
Designer boutiques	41.6	42.5	32.1	43.3	31.8	37.2	37.9
Hotel stores	54.7	49.4	28.4	42.5	43.4	42.7	39.6
Swap meet	22.0	18.2	25.8	22.6	24.5	22.3	25.9
Discount/outlet stores	26.3	30.9	33.6	32.0	35.6	30.7	37.2
Supermarkets	69.9	74.3	78.9	72.2	68.7	70.1	78.3
Convenience stores	58.7	51.6	47.3	49.8	45.3	48.3	51.0
Duty free	17.4	13.6	15.9	16.7	12.6	16.5	12.1
Local shops/artisans	71.3	67.7	68.1	71.9	74.1	70.9	72.1
ALL CULTURE	90.5	82.5	83.2	88.6	88.2	87.5	85.9
Historic site	62.4	59.0	56.6	61.5	65.3	62.0	60.1
Museum/art gallery	28.4	23.6	25.7	31.5	27.8	27.1	30.5
Polynesian show/luau/hula	59.6	48.7	40.7	48.9	52.4	51.6	43.9
Play/concert	5.6	7.9	11.7	11.4	8.9	7.8	14.4
Art/craft fair	10.5	4.5	8.9	11.6	13.6	8.9	15.4
Parks/gardens	58.8	55.9	65.6	63.1	59.5	59.3	66.7
Festival	6.9	3.3	7.5	5.8	6.9	5.6	8.1
ALL TRANSPORTATION	92.1	97.4	92.6	93.4	87.0	91.7	91.4
Trolley	22.9	21.7	12.6	20.4	25.9	23.2	14.9
Public Bus	32.4	24.1	39.6	35.9	40.3	38.4	32.0
Taxi/limousine	50.6	38.2	36.0	37.6	36.8	41.6	31.2
Rental Car	53.5	71.9	66.0	60.7	44.3	54.1	65.0
MEETING	0.9	2.8	5.1	6.2	3.6	3.9	5.5
CONVENTION	0.9	3.7	7.2	6.2	3.3	5.7	2.9
INCENTIVE/REWARD	0.9	0.5	3.3	2.0	1.1	2.0	1.3

Table 5.20 2006 Activity Participation by Lifestyle – Europe
[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
ALL SIGHTSEEING	92.5	95.6	93.3	94.5	93.9	94.5	92.7
Helicopter or plane tour	28.0	18.0	14.1	17.4	15.1	18.5	14.6
Boat/submarine/whale watching	32.4	29.4	29.1	29.8	27.9	30.4	27.0
Tour bus excursion	29.0	23.8	26.1	36.1	49.7	42.4	22.1
Private limousine/van tour	13.3	18.3	11.8	15.4	12.5	13.6	14.4
Self-guided	72.5	76.7	78.5	73.1	65.5	67.2	83.6
ALL RECREATION	96.7	97.8	98.4	91.2	82.5	90.2	94.0
Swimming/sunbathing/beach	93.7	97.1	94.6	86.0	77.0	86.3	88.6
Surfing/bodyboarding	25.6	37.1	37.1	15.9	6.1	19.4	22.7
Snorkeling/scuba diving	52.1	53.7	52.2	34.5	18.9	35.7	40.9
Jet skiing/parasailing/windsurfing	5.7	9.8	3.8	3.8	1.7	2.9	6.3
Golf	4.1	7.9	4.4	5.1	7.6	4.5	8.7
Running/jogging/fitness walking	14.4	32.4	29.1	30.5	18.7	21.9	32.6
Gym/health spa	14.5	13.4	11.4	13.2	5.1	9.2	13.9
Backpacking/hiking/camping	14.1	15.8	34.5	19.6	6.5	17.1	20.0
Sports event or tournament	4.0	5.9	10.8	6.5	2.3	4.9	7.9
ALL ENTERTAINMENT	89.7	73.8	83.8	78.4	75.1	80.3	77.4
Lunch/sunset/dinner/evening cruise	46.4	34.2	44.1	37.8	36.6	42.1	33.3
Lounge act/stage show	26.7	31.4	18.9	28.1	29.8	28.0	24.2
Nightclub/dancing/bar/karaoke	28.5	16.5	39.4	20.1	9.4	22.7	19.2
Fine dining	70.7	56.8	58.7	60.1	54.5	57.8	62.0
ALL SHOPPING	98.7	98.7	97.0	94.5	95.3	96.3	95.6
Department stores	67.2	83.1	78.0	69.8	63.2	69.0	73.8
Designer boutiques	47.8	55.7	39.6	43.0	33.1	42.1	38.9
Hotel stores	61.4	64.9	37.9	50.1	47.1	52.7	41.6
Swap meet	21.6	31.6	27.6	26.9	25.5	25.9	27.7
Discount/outlet stores	25.6	42.5	33.6	34.2	35.5	30.7	42.2
Supermarkets	76.4	77.9	78.3	73.5	72.2	71.7	81.7
Convenience stores	63.4	55.3	51.2	50.6	55.5	52.9	56.2
Duty free	16.9	20.2	18.5	16.7	13.1	17.5	13.8
ALL CULTURE	79.7	80.8	79.6	80.5	80.2	81.4	77.4
Historic site	59.2	62.9	63.3	66.3	63.3	63.6	63.9
Museum/art gallery	20.7	27.0	26.9	29.7	28.1	25.3	32.1
Polynesian show/luau	41.1	45.3	33.2	43.1	47.7	44.1	38.5
Art/craft fair	10.8	14.4	10.7	15.2	14.0	11.5	17.5
Festival	3.1	5.6	9.4	6.9	6.6	5.1	10.6
ALL TRANSPORTATION	94.5	94.7	93.2	92.3	85.8	90.6	92.1
Trolley	20.5	18.2	16.1	20.7	21.6	22.2	14.3
Public Bus	33.0	28.1	47.8	36.9	40.5	41.3	34.1
Taxi/limousine	44.9	43.6	41.4	35.9	31.9	40.8	30.4
Rental Car	60.8	67.9	59.6	56.2	41.9	48.7	66.8
MEETING	1.3	4.3	3.6	7.8	3.6	3.5	7.3
CONVENTION	0.7	4.4	5.8	4.8	4.5	4.3	4.7
INCENTIVE/REWARD	0.7	2.5	2.4	5.2	1.8	2.4	4.0

6. TRIP PLANNING

TRIP PLANNING

Trip Planning and Booking Timetable

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. Japanese visitors tend to keep a short planning window while U.S. East, Europeans and some Canadians, tend to plan much farther in advance.

U.S. West (Table 6.2)

- The majority of U.S. West visitors decided to take a vacation (68.9%) and decided to visit Hawai'i (67%) four months or more before their actual arrival dates.
- U.S. West visitors tend to decide on the islands they want to visit (62.8%) approximately the same time as they are deciding to visit Hawai'i.
- The bulk of visitors booked airlines (38.2%), purchased tickets (38.3%) and reserved accommodations (33.9%) around one to three months out. By that time about eight out of ten visitors had completed their transactions.
- Much of the rental car reservations (40.3%) were also done around one to three months out but 27.2 percent wait until less than one month of arriving.
- The purchasing of tour and attraction packages (65.5%) was typically done less than one month out or even while on the vacation.

U.S. East (Table 6.3)

- A higher percentage of U.S. East visitors start earlier than their U.S. West counterparts in deciding on a vacation and deciding to visit Hawai'i. Half of all U.S. East visitors decided on a vacation (50.3%) and decided to visit Hawai'i (49.4%) at least seven months before arrival as compared to four months before arrival for U.S. West visitors.
- At least half of visitors set dates, booked airlines and accommodations, and purchased tickets by the time four months were left.
- Similar to U.S. West visitors, most U.S. East visitors made car reservations (64.7%) no earlier than three months before arrival and purchased tours and attractions (60.4%) less than one month before arrival.

Japan (Table 6.4)

- Japanese visitors were much later to act than other MMAs. They also maintained a very narrow booking window. Most of the decision making occurred within just one to three months before the actual vacation date.
- During that one to three month window, half of the visitors decided on which islands to visit (47.4%), set the date for the trip (54.3%), made airline reservations (59.6%), purchased the tickets (59.1%), and made accommodation reservations (58.7%).
- Half (49.9%) of all rental car reservations and three-fifths (63.9%) of all purchases of tour and attraction packages were done within one month before arrival

Canada (Table 6.5)

- Canadian visitors start planning very similarly to the U.S. West visitors. Approximately two-thirds of visitors decided to take a vacation (70.3%) and decided to visit Hawai'i (67.1%) four months or more before their actual arrival dates.
- They tend to decide on the islands they want to visit approximately the same time as they are deciding to visit Hawai'i.
- The bulk of visitors booked airlines (39.2%), purchased tickets (39%), and reserved accommodations (35.2%) around one to three months out. By that time more than eight out of ten visitors had completed their transactions.
- Some of the rental car reservations (37.5%) were done around one to three months out but more (38.6%) waited until less than one month of arrival.
- The bulk of tour and attraction package purchases were done (70.4%) less than one month out or even while on the vacation.

Europe (Table 6.6)

- European visitors will start early like their U.S. East counterparts. About half decided to take a vacation (52.4%) and decided to visit Hawai'i (49.6%) about seven or more months before arrival.
- European visitors made the decision on the islands they want to visit a little bit later than when they decided to visit Hawai'i. It took until four months before the trip for a majority (66.8%) of visitors to select the islands visited.
- More than half of visitors set dates, booked airlines and accommodations, and made purchases no later than four months out.
- Two out of five (41.7%) European visitors made car reservations and 72.8 percent purchased tours and attraction packages near to vacation time or during the vacation.

Island Visitation Decision Timetable (Table 6.7)

Before arriving in Hawai'i, most visitors to Hawai'i in 2007 had already made a decision of exactly which islands they intended to visit. The larger destinations of O'ahu, Maui, Kaua'i, and Kona were definitely predetermined.

- More than nine out of every ten visitors had decided before they arrived in Hawai'i to visit O'ahu, Maui, Kaua'i and Kona. The only exception was Japanese visitors to Kaua'i. A slightly smaller amount (87%) of Japanese visitors decided to visit Kaua'i before they had landed in Hawai'i.
- To a lesser extent Hilo was also a prearranged trip, with about four out of five visitors decided before hand to visit.
- The other destinations of Moloka'i and Lāna'i were also visited by many who decided to visit before their arrival in Hawai'i. More than half of U.S. West, U.S. East, Canadian and European visitors added their trip to Moloka'i and Lāna'i before their arrival in Hawai'i. On the other hand, more than half Japanese visitors decided to visit only after they arrived in Hawai'i.

Sources of Information Used to Plan Trip (Tables 6.8 to 6.14)

The value of the Internet as a trip-planning tool is high among U.S., Canadian and European visitors (8 out of 10 visitors). However, only half (55.9%) of Japanese visitors used the Internet to plan and seek out information in 2007. Assistance from travel agents for trip-planning continued to be low in the U.S. market (27.5%), while higher usage has decreased in Japan (76.7%, -14.5 percentage points), similarly European (56.8%, -14.8 percentage points) markets from 2006. Information from airlines and hotels/resorts were popular with U.S. visitors while Japanese visitors utilized magazines and books.

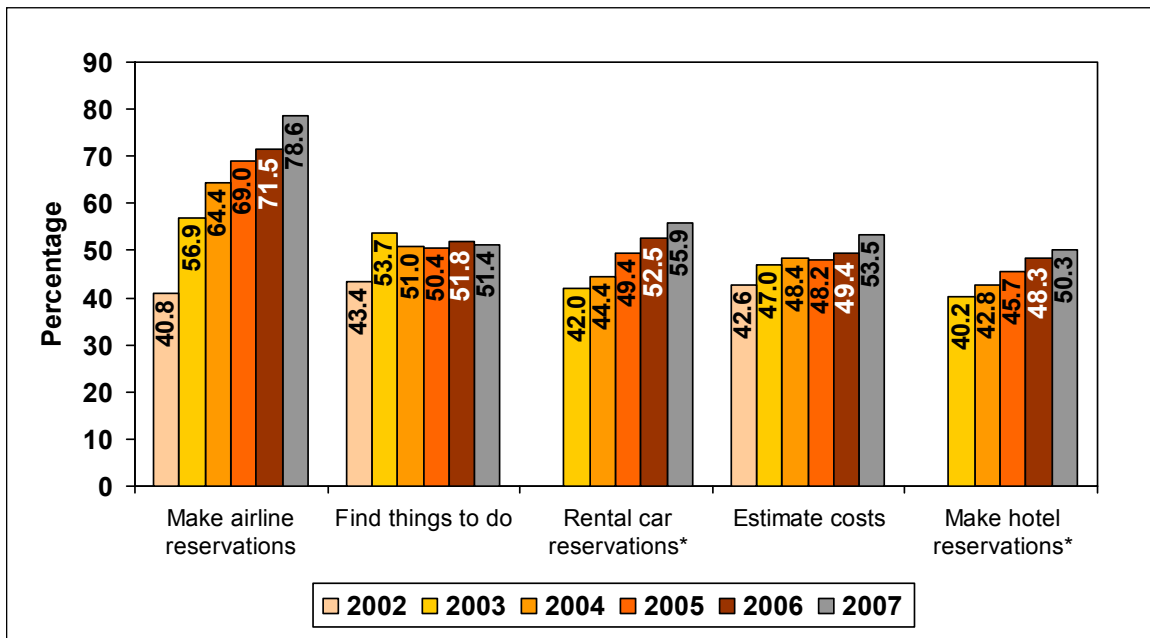
- More than four out of five (84.5%) U.S. Visitors used the Internet to help plan their trip.
- The percentage of U.S. visitors that used the Internet was about three times the number who relied on travel agents (27.5%) for trip-planning information.
- Since many U.S. West visitors had been to Hawai'i before, they relied on personal experiences to help them plan their trips (44%).
- U.S. West was the least likely to rely on guide books (17%) compared to all other MMAs.
- Japanese visitors continued to put heavy reliance on personal experience (34.7%), travel magazines (38.3%) and travel books (34.9%) for information.
- Few Japanese used airlines as a source of information (9.3%), while a fifth of U.S. (21.2%) and Canadian (20.4%) visitors do gather information from airlines.
- U.S. Wedding/Honeymoon visitors were more reliant on travel agents (40.3%) and magazines (13.7%) than other segments.
- U.S. First-timers relied heavily on the advice of friends/relatives, travel agents and guide books.
- Magazine use was high among all Japanese lifestyle stage segments except Seniors.

Internet Use (Table 6.15)

Among those visitors who did use the Internet (84.5% of U.S. visitors and 55.9% of Japanese visitors), the way in which the Internet was used for planning and booking of trips differed between the U.S. and Japan markets. Note that the statistic reported for each internet use is the percentage of those who used the internet.

- The number one use for the Internet by U.S. visitors was online airline reservations. This use has increased steadily from 40.8 percent (or 23.6% of all U.S. visitors) in 2002 to 78.6 percent (or 66.4% of all U.S. visitors) in 2007 (Figure 28).
- Use of the Internet for rental car reservation has also increased to over half of U.S. visitors (or 47.2% of all U.S. visitors in 2007) (Figure 28). In particular, 58.1 percent of U.S. West (or 49.5% of all U.S. West visitors) and 52.1 of U.S. East (or 43.4% of all U.S. East visitors) made their rental car reservations through the Internet.
- Making hotel reservations has been increasingly more common with U.S. visitors (50.3% or 42.5% of all U.S. visitors in 2007 vs. 40.2% or 24.8% of all U.S. visitors in 2002) (Figure 28).
- Many (61.3%) of U.S. East visitors (or 51.1% of all U.S. East visitors) used the Internet to find things to do. More than half of U.S. West (53.4% or 45.5% of all U.S. West visitors) and U.S. East (53.8% or 44.8% of all U.S. East visitors) visitors used the Internet to estimate costs.

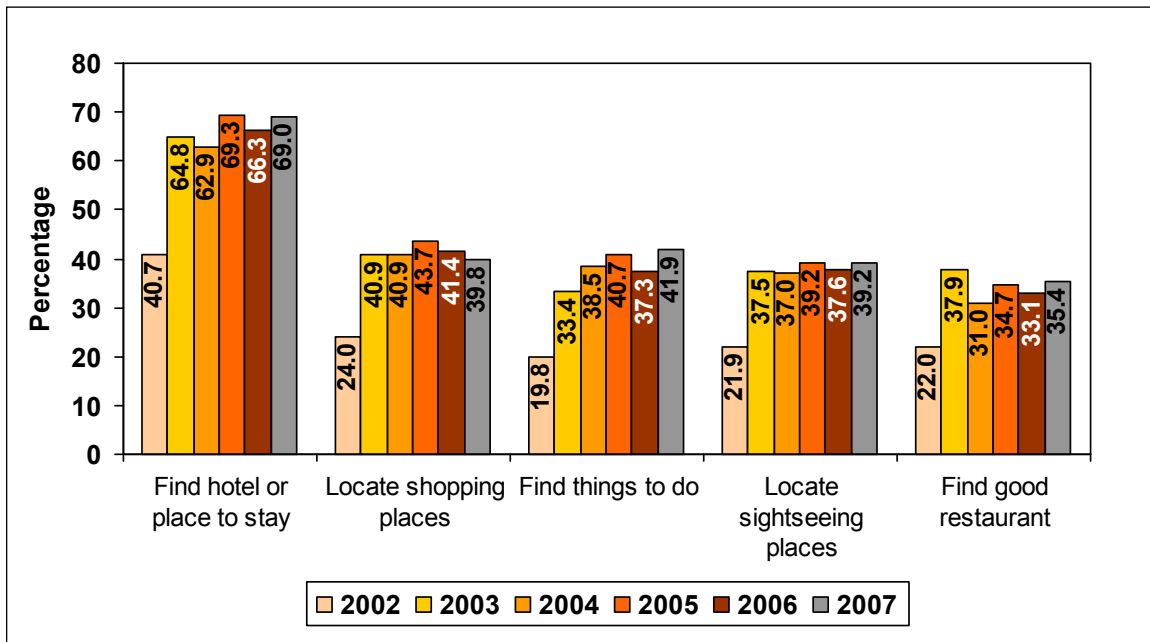
Figure 28: Internet Use - U.S. [Percentage of visitors who used the Internet]



* Make hotel reservations and rental car reservations were added starting in 2003.

- Two out of three (66.6%) Canadians (or 57.3% of all Canadian visitors) used the Internet to make airlines reservations in 2007. Canadians also used the Internet to estimate costs (59% or 50.7% of all Canadian visitors), find an accommodation (58.1% or 50% of all Canadian visitors), find things to do (56.7% or 48.8% of all Canadian visitors) and make hotel reservations (55.8% or 48% of all Canadian visitors).
- Europeans used the Internet to find hotel or place to stay (60.7% or 47% of all European visitors) and to find things to do (55.6% or 43.1% of all European visitors).
- Use of the Internet among Japanese has not changed much over the past four years compared to the U.S. market, where there has been a surge of online reservations. Among Japanese Internet users, the Internet was mainly used to find a hotel or place to stay (69% or 38.6% of all Japanese visitors). Locating shopping places (39.8% or 22.2% of all Japanese visitors) or sightseeing places (39.2% or 21.9% of all Japanese visitors) remained a popular use (see Figure 29). Few Japanese used the Internet for airline (22% or 12.3% of all Japanese visitors), hotel (23.6% or 13.2% of all Japanese visitors) or car (13.4% or 7.5% of all Japanese visitors) reservations. Also, very few used it to estimate costs (17.4% or 9.7% of all Japanese visitors).

Figure 29: Internet Use - Japan [Percentage of visitors who used the Internet]



Use of Travel Agent (Table 6.16)

Visitors used travel agents mostly for assistance in making airline reservations and hotel arrangements. Agents were also utilized to assist in choosing an airline. As mentioned earlier, Japanese travelers had the heaviest reliance on travel agents (76.7%), followed by Europeans (56.8%), Canadians (41.9%) and U.S. (27.5%). Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent.

- Travel Agents were used mainly by Japanese to make hotel arrangements (82.4% or 63.2% of all Japanese visitors) and airline reservations (78.5% or 60.2% of all Japanese visitors). Many Japanese (34.6% or 26.5% of all Japanese visitors) were likely to use agents to help them plan activities. More than a third of Japanese visitors used an agent to purchase packages (38.9% or 29.8% of all Japanese visitors). Very few Japanese visitors used an agent to make rental car reservations (6.1% or 4.7% of all Japanese visitors).
- For U.S. visitors who used travel agents, 66.1 percent (or 18.2% of all U.S. visitors) used travel agents to make hotel arrangements and 76.8 percent (or 21.1% of all U.S. visitors) to make airline reservations. U.S. East visitors were very reliant on agents for airline reservations (76.6% or 24.5% of all U.S. East visitors), so too were Canadians (78.8% or 33% of all Canadian visitors) and Europeans (87% or 49.4% of all European visitors).
- Canadians (25.9% or 10.9% of all Canadian visitors) and Europeans (26.3% or 14.9% of all European visitors) had less reliance on agents for rental car reservations compared to U.S. West (54.2% or 13.5% of all U.S. West visitors) and U.S. East (46.6% or 14.9% of all U.S. East visitors). However European visitors relied heavily on agents to make hotel arrangements (68.5% or 38.9% of all European visitors).

**Table 6.1 2007 Trip Planning & Booking Timetable – U.S. Total
[Percentage of 2007 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	7.8	21.2	25.4	12.4	15.6	17.6
Decide to visit Hawaii	8.5	22.0	24.8	12.2	14.4	18.1
Decide on which islands to visit	11.0	24.0	25.1	12.9	14.0	13.0
Set date for the trip	10.8	28.4	27.0	13.3	12.7	7.8
Make airline reservations	13.5	36.9	28.5	12.0	7.7	1.5
Purchase tickets	14.1	37.1	28.1	12.0	7.4	1.2
Make accommodation reservations	14.0	33.1	25.5	12.2	10.5	4.7
Make rental car reservations	28.2	38.3	20.4	8.1	3.8	1.2
Purchase tour or attraction packages	63.3	21.4	9.4	3.0	1.7	1.2

**Table 6.2 2007 Trip Planning & Booking Timetable – U.S. West
[Percentage of 2007 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	9.2	22.0	26.0	11.9	15.1	15.9
Decide to visit Hawaii	10.0	23.0	25.2	11.1	13.8	16.9
Decide on which islands to visit	12.0	25.3	24.6	12.2	13.6	12.4
Set date for the trip	12.2	30.0	26.7	12.2	12.0	6.9
Make airline reservations	15.0	38.2	28.0	10.6	6.8	1.3
Purchase tickets	15.7	38.3	27.4	10.9	6.5	1.2
Make accommodation reservations	15.2	33.9	25.0	11.0	10.1	4.9
Make rental car reservations	27.2	40.3	19.8	7.5	4.0	1.1
Purchase tour or attraction packages	65.5	20.1	8.5	2.5	1.9	1.4

**Table 6.3 2007 Trip Planning & Booking Timetable – U.S. East
[Percentage of 2007 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	5.5	20.0	24.2	13.2	16.4	20.7
Decide to visit Hawaii	6.2	20.3	24.1	13.9	15.4	20.1
Decide on which islands to visit	9.4	21.9	25.9	14.1	14.7	14.0
Set date for the trip	8.4	25.6	27.4	15.2	14.0	9.4
Make airline reservations	10.9	34.6	29.2	14.2	9.2	1.9
Purchase tickets	11.4	35.1	29.1	14.0	9.0	1.3
Make accommodation reservations	12.0	31.9	26.4	14.3	11.0	4.2
Make rental car reservations	30.0	34.7	21.4	9.0	3.5	1.4
Purchase tour or attraction packages	60.4	23.2	10.6	3.6	1.3	0.9

Table 6.4 2007 Trip Planning & Booking Timetable – Japan
[Percentage of 2007 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	8.7	42.0	28.7	6.5	5.8	8.4
Decide to visit Hawaii	10.8	45.4	24.9	5.6	5.2	8.0
Decide on which islands to visit	14.4	47.4	22.7	5.1	4.7	5.8
Set date for the trip	17.3	54.3	20.7	3.6	2.4	1.8
Make airline reservations	20.8	59.6	15.7	2.4	1.2	0.4
Purchase tickets	25.7	59.1	12.4	1.8	0.5	0.6
Make accommodation reservations	20.5	58.7	16.2	2.6	1.1	0.8
Make rental car reservations	49.9	37.1	10.0	1.6	0.5	0.9
Purchase tour or attraction packages	63.9	30.4	4.7	0.7	0.3	0.1

Table 6.5 2007 Trip Planning & Booking Timetable – Canada
[Percentage of 2007 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	7.3	22.3	24.8	12.8	16.8	15.9
Decide to visit Hawaii	7.8	25.1	22.3	13.2	15.3	16.3
Decide on which islands to visit	11.2	26.8	24.2	12.8	14.1	10.9
Set date for the trip	10.4	30.3	26.1	12.6	12.7	7.9
Make airline reservations	13.1	39.2	27.0	11.4	7.5	1.9
Purchase tickets	13.8	39.0	26.8	11.2	7.4	1.9
Make accommodation reservations	15.3	35.2	23.8	11.6	9.5	4.6
Make rental car reservations	38.6	37.5	15.2	4.8	3.2	0.7
Purchase tour or attraction packages	70.4	19.5	5.3	1.8	1.8	1.2

Table 6.6 2007 Trip Planning & Booking Timetable –Europe
[Percentage of 2007 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	5.6	17.4	24.5	16.6	16.3	19.5
Decide to visit Hawaii	7.2	19.7	23.5	15.8	14.7	19.1
Decide on which islands to visit	11.1	22.1	24.7	15.2	13.8	13.1
Set date for the trip	9.5	23.5	27.2	15.2	13.8	10.7
Make airline reservations	11.9	27.9	27.2	16.3	12.4	4.4
Purchase tickets	13.2	29.9	26.0	15.3	11.2	4.3
Make accommodation reservations	16.1	29.8	24.0	14.4	10.7	5.0
Make rental car reservations	41.7	29.1	16.1	7.1	4.2	1.8
Purchase tour or attraction packages	72.8	11.7	7.5	3.6	2.1	2.3

**Table 6.7 2007 Island Visitation Decision Timetable
[Percentage of 2007 Visitors by MMA]**

		U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Decide on Oahu	Decide before arrival in Hawaii	97.4	96.9	98.0	98.7	97.8	98.3
	Decide after arrival in Hawaii	2.6	3.1	2.0	1.3	2.2	1.7
Decide on Maui	Decide before arrival in Hawaii	96.9	96.5	97.4	94.2	97.2	92.9
	Decide after arrival in Hawaii	3.1	3.5	2.6	5.8	2.8	7.1
Decide on Molokai	Decide before arrival in Hawaii	61.9	61.5	62.8	24.9	75.5	66.2
	Decide after arrival in Hawaii	38.1	38.5	37.2	75.1	24.5	33.8
Decide on Lanai	Decide before arrival in Hawaii	55.4	50.6	61.2	35.2	73.7	69.4
	Decide after arrival in Hawaii	44.6	49.4	38.8	64.8	26.3	30.6
Decide on Hilo	Decide before arrival in Hawaii	87.3	86.2	88.5	88.5	88.0	78.3
	Decide after arrival in Hawaii	12.7	13.8	11.5	11.5	12.0	21.7
Decide on Kona	Decide before arrival in Hawaii	93.8	92.3	95.6	95.9	95.8	91.8
	Decide after arrival in Hawaii	6.2	7.7	4.4	4.1	4.2	8.2
Decide on Kauai	Decide before arrival in Hawaii	96.9	97.3	96.3	87.0	96.4	92.6
	Decide after arrival in Hawaii	3.1	2.7	3.7	13.0	3.6	7.4

**Table 6.8 2007 Sources of Information Used for Trip Planning
[Percentage of 2007 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Internet	84.5	85.2	83.3	55.9	86.0	77.5
Personal experience	41.4	44.0	36.8	34.7	38.9	21.9
Travel agents	27.5	24.9	32.0	76.7	41.9	56.8
Friends/relatives	34.4	32.0	38.6	26.4	35.7	26.7
Books	19.4	17.0	23.7	34.9	22.5	29.1
Airlines	21.2	21.4	20.8	9.3	20.4	15.2
Hotels/resorts	19.9	19.4	20.9	8.9	19.1	15.1
Magazines	7.1	6.2	8.6	38.3	7.4	6.4
Wholesalers	9.6	8.8	11.0	17.7	9.5	14.0
Hawaii's visitor bureaus	10.1	7.9	14.0	10.8	15.2	7.3
Newspapers	1.7	1.9	1.2	2.5	2.0	1.3

**Table 6.9 2007 Sources of Information Used for Trip Planning – U.S. Total
[Percentage of 2007 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
Internet	84.5	86.3	87.6	92.5	87.6	76.6	85.8	84.0
Personal experience	41.4	24.4	47.5	27.8	37.8	47.6	9.2	55.2
Friends/relatives	34.4	53.8	34.8	49.1	33.1	27.1	51.9	26.9
Travel agents	27.5	40.3	28.4	16.8	26.2	30.6	35.4	24.1
Airlines	21.2	12.6	21.4	17.1	20.9	23.8	16.8	23.0
Hotels/resorts	19.9	24.1	23.1	14.4	19.8	19.5	19.0	20.3
Books	19.4	28.6	21.6	24.3	21.2	13.6	27.5	16.0
Hawaii's visitor bureaus	10.1	15.5	10.9	10.2	12.3	7.1	13.1	8.8
Wholesalers	9.6	13.5	10.6	8.9	8.3	9.7	14.2	7.6
Magazines	7.1	13.7	5.6	6.4	7.7	7.0	9.6	6.0
Newspapers	1.7	1.6	1.0	0.8	2.2	2.0	1.9	1.6

**Table 6.10 2007 Sources of Information Used for Trip Planning – U.S. West
[Percentage of 2007 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
Internet	85.2	87.5	86.9	92.4	88.6	78.2	87.2	84.6
Personal experience	44.0	33.5	48.2	28.5	42.0	49.9	10.9	52.8
Friends/relatives	32.0	46.1	33.9	46.5	30.6	24.6	51.2	26.9
Travel Agents	24.9	29.6	28.7	15.6	23.3	26.9	32.5	22.9
Airlines	21.4	9.7	21.5	17.1	20.6	24.7	16.1	22.8
Hotels/resorts	19.4	17.3	22.9	13.4	19.6	19.3	17.9	19.7
Books	17.0	18.9	19.2	22.1	17.9	12.5	25.7	14.7
Wholesalers	8.8	10.5	10.4	10.1	7.0	8.3	13.6	7.5
Hawaii's visitor bureaus	7.9	15.2	8.0	7.9	9.7	5.7	9.0	7.6
Magazines	6.2	7.6	5.2	4.9	7.0	6.6	8.6	5.5
Newspapers	1.9	1.2	1.0	1.1	2.4	2.6	2.7	1.7

**Table 6.11 2007 Sources of Information Used for Trip Planning – U.S. East
[Percentage of 2007 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
Internet	83.3	85.3	89.0	92.5	86.1	73.7	84.6	82.2
Friends/relatives	38.6	60.2	36.5	54.2	37.0	31.7	52.5	26.9
Personal experience	36.8	16.7	45.9	26.4	31.4	43.5	7.9	61.2
Travel agents	32.0	49.3	27.8	19.4	30.7	37.2	37.7	27.2
Books	23.7	36.7	26.3	28.7	26.3	15.6	28.9	19.3
Hotels/resorts	20.9	29.8	23.7	16.5	20.0	19.8	19.9	21.7
Airlines	20.8	15.1	21.4	16.9	21.3	22.4	17.4	23.6
Hawaii's visitor bureaus	14.0	15.7	17.0	14.8	16.3	9.5	16.3	12.1
Wholesalers	11.0	15.9	11.1	6.3	10.2	12.4	14.6	7.9
Magazines	8.6	18.9	6.5	9.3	8.8	7.6	10.3	7.2
Newspapers	1.2	1.9	0.8	0.3	1.9	1.0	1.2	1.2

**Table 6.12 2007 Sources of Information Used for Trip Planning – Japan
[Percentage of 2007 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
Travel agents	76.7	89.4	72.2	76.3	74.2	76.7	85.0	70.3
Internet	55.9	53.6	70.8	68.0	63.7	34.8	50.1	60.4
Magazines	38.3	51.5	44.7	46.8	40.0	23.4	41.7	35.7
Books	34.9	45.1	41.7	44.6	34.7	22.0	37.5	32.9
Personal experience	34.7	18.7	44.0	28.8	41.2	33.3	5.8	57.3
Friends/relatives	26.4	44.4	22.7	33.3	21.5	21.9	37.7	17.6
Wholesalers	17.7	12.2	14.1	21.4	18.0	19.5	18.7	16.9
Hawaii's visitor bureaus	10.8	7.0	15.1	9.6	14.8	6.9	7.4	13.4
Airlines	9.3	8.3	10.7	10.0	10.5	7.4	7.3	10.8
Hotels/resorts	8.9	7.5	13.0	8.3	10.3	6.2	5.7	11.4
Newspapers	2.5	0.9	1.9	1.0	1.9	4.7	2.8	2.2

Table 6.13 2007 Sources of Information Used for Trip Planning – Canada
[Percentage of 2007 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
Internet	86.0	90.6	93.4	96.1	88.9	74.2	86.8	85.5
Travel agents	41.9	48.8	35.1	31.6	40.6	50.4	51.0	36.1
Personal experience	38.9	15.0	50.0	26.1	38.2	41.2	4.2	60.9
Friends/relatives	35.7	53.2	32.0	49.8	35.7	29.9	48.9	27.4
Books	22.5	28.8	20.7	34.5	25.5	15.2	30.5	17.5
Airlines	20.4	11.3	22.7	18.8	19.4	21.8	15.6	23.5
Hotels/resorts	19.1	21.5	19.8	17.2	21.7	16.9	18.3	19.7
Hawaii's visitor bureaus	15.2	11.3	16.6	19.4	19.9	8.8	18.5	13.1
Wholesalers	9.5	8.4	6.0	7.3	9.4	12.6	11.7	8.0
Magazines	7.4	12.1	7.1	8.5	8.7	5.3	9.4	6.1
Newspapers	2.0	0.0	1.4	0.7	2.1	3.0	2.5	1.7

Table 6.14 2007 Sources of Information Used for Trip Planning – Europe
[Percentage of 2007 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
Internet	77.5	79.8	77.4	88.4	82.0	63.8	76.9	79.0
Travel agents	56.8	72.8	56.2	46.9	54.9	60.4	59.4	50.8
Books	29.1	38.4	29.5	35.4	29.6	20.3	33.8	18.1
Friends/relatives	26.7	30.5	26.5	36.2	26.3	18.8	29.9	19.1
Personal experience	21.9	7.2	31.0	20.2	24.3	23.3	2.7	66.9
Airlines	15.2	9.7	19.5	14.3	17.8	13.7	12.2	22.2
Hotels/resorts	15.1	19.9	20.5	10.8	16.7	13.0	14.2	17.1
Wholesalers	14.0	10.7	10.3	5.7	16.4	20.1	15.7	10.0
Hawaii's visitor bureaus	7.3	10.4	7.8	7.6	8.5	4.6	7.6	6.7
Magazines	6.4	6.2	9.1	8.0	6.3	4.4	6.8	5.3
Newspapers	1.3	1.6	0.6	0.9	1.2	1.9	1.6	0.7

Table 6.15 2007 Internet Usage for Trip Planning
[Percentage of 2007 Visitors Who Used Internet by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Make airline reservations	78.6	81.6	73.4	22.0	66.6	53.0
Find things to do	51.4	45.9	61.3	41.9	56.7	55.6
Rental car reservations	55.9	58.1	52.1	13.4	49.2	35.5
Estimate costs	53.5	53.4	53.8	17.4	59.0	54.6
Find hotel or place to stay	44.2	43.5	45.4	69.0	58.1	60.7
Make hotel reservations	50.3	50.8	49.4	23.6	55.8	49.4
Maps and directions	40.7	40.0	41.9	28.1	45.7	40.5
Find recreational activities	38.2	34.8	44.4	38.3	42.5	27.6
Locate sightseeing places	28.6	23.5	37.6	39.2	36.6	40.3
Find good restaurant	20.5	18.1	24.7	35.4	20.3	15.0
Locate shopping places	7.5	6.6	9.1	39.8	15.8	12.4
Find evening activities	12.4	10.2	16.3	5.1	14.9	10.3
Other	4.3	3.9	4.9	6.7	5.4	5.5

**Table 6.16 2007 Usage of Travel Agent by MMA
[Percentage of 2007 Visitors Who Used Travel Agents by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Make airline reservations	76.8	76.9	76.6	78.5	78.8	87.0
Make hotel arrangements	66.1	64.4	68.5	82.4	57.5	68.5
Help in choosing the airline	40.8	39.9	42.1	42.0	47.6	47.0
Make rental car reservations	50.9	54.2	46.6	6.1	25.9	26.3
Help in purchasing your packages	19.2	15.8	23.9	38.9	15.7	9.6
Help in planning activities	17.1	13.8	21.6	34.6	14.7	11.9
Help in deciding travel to Hawai'i	8.1	7.7	8.7	11.8	10.2	12.6

7. SAFETY ISSUES AND OTHER NUISANCES

SAFETY ISSUES AND OTHER NUISANCES

The safety of Hawai'i's visitors is very important to the State of Hawai'i and industry partners. Therefore, the 2007 Visitor Satisfaction Survey questionnaire also asked visitors if they had experienced any adversity or safety issues while in Hawai'i. Overall, more than four out of five visitors experienced no problems while in Hawai'i. Also, there was no significant difference between lifestyle/stages or visitation status due to low issue and nuisance incidence.

- In general, the most common issue was visitors experiencing severe weather/natural calamities (approximately 1 out of 20).
- Japanese visitors were the least likely to experience a problem on their trip (9.3% of visitors). Beyond weather problems were encounters with drug dealers (1.4%) and wallets being stolen (1.3%).
- U.S. East (2.1%), Canadian (2.9%) and European (2.2%) visitors were most prone to encounters with drug dealers.

Table 7.1 2007 Issues and Other Nuisance [Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
no problems	88.3	87.6	89.4	90.7	86.4	89.7
severe weather/natural calamities	5.2	5.7	4.4	5.6	7.1	4.3
drug dealers	1.9	1.7	2.1	1.4	2.9	2.2
solicited by prostitutes	1.5	1.5	1.4	0.6	1.5	2.3
wallet stolen	1.3	1.4	1.2	1.3	1.2	1.6
parking ticket	1.5	1.5	1.7	0.5	0.8	1.0
car vandalized	1.4	1.5	1.1	0.3	1.2	1.2
violence	1.0	1.3	0.6	0.7	0.8	0.8
room vandalized	0.1	0.1	0.0	0.1	0.3	0.1

Table 7.2 2006 Issues and Other Nuisance [Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
no problems	93.5	93.2	94.0	96.7	93.3	93.1
drug dealers	1.8	2.0	1.5	0.8	2.7	2.5
wallet stolen	1.4	1.9	0.7	1.4	1.3	1.2
parking ticket	1.6	1.5	1.8	0.4	1.3	0.5
car vandalized	1.3	1.3	1.3	0.3	0.7	1.3
solicited by prostitutes	1.1	1.1	1.0	0.4	1.5	2.3
room vandalized	0.4	0.5	0.3	0.4	0.5	0.5
violence	0.4	0.4	0.3	0.2	0.4	0.4

8. VISITOR PROFILE

2007 VISITOR PROFILE

Lifestyle/Lifestage* Segments and Visitation Status (Table 8.1)

U.S. Visitors

- Slightly less than in 2006, 2.9 percent of U.S. West visitors and 5.8 percent of U.S. East visitors were categorized as Wedding/Honeymoon segment.
- Middle Age (27.6%) and Seniors (33.4%) made up the majority of U.S. visitor respondents.
- The Family segment was 22 percent of U.S. visitor respondents while the Young segment accounted for 13.1 percent.
- U.S. East respondents were almost evenly distributed between First Timers (45.8%) and Repeat Visitors (54.2%). U.S. West respondents were mainly Repeat Visitors (79.1%).

Japanese Visitors

- Fewer (15.9% vs. 28.6% in 2006) Japanese respondents were categorized as Family. There was 11.5 percent that was classified as the Wedding/Honeymoon segment.
- More Middle Age (26.5%) and Senior (29.6%) visitors were accounted for than in 2006.
- Over half (56.3%) were Repeat Visitors.

Canadian Visitors

- One-third of Canadian visitors were Seniors (32.7%).
- More Repeat Visitors (61.1%) came in 2007 than first-timers (38.9%).

European Visitors

- There were slightly more Middle Age visitors (30.4%) than Seniors (28.6%) from Europe, and slightly more in the Wedding/Honeymoon segment (10.7%) than Family segment (9.1%).
- Europeans were mostly First Timers (70%).

Employment, Income and Education (Tables 8.2 to 8.9)

U.S. West

- The majority (74.3%) of the respondents work, 15.2 percent have retired while 8.6 percent were homemakers and/or students.
- Survey results for 2007 showed that approximately 16.6 percent of U.S. West respondents reported annual household income of less than \$50,000.
- U.S. West visitors with household income from \$70,000 to \$125,000 comprised the largest groups of respondents at about 35.2 percent.

* For definition see page 165

- In addition, 25.4 percent of U.S. West visitors reported annual household income of \$150,000 or more. The proportion increased from 24.8 percent in 2006.
- Three out of five (62%) of the respondents have some college or college degrees, 28.4 percent have post graduate degrees, and 6.6 percent were high school graduates.

U.S. East

- The percentages of working visitors, retirees, homemakers and students were not much different than the respondents from the U.S. West. The majority (77.6%) of the respondents work, 14.1 percent have retired while 6.8 percent were homemakers and/or students.
- Survey results for 2007 showed that 16 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 \$125,000 comprised the largest groups of respondents at 37.3 percent.
- In addition, 24.6 percent of U.S. East visitors reported annual household income of \$150,000 or more. The proportion has slightly increased from 22.4 percent in 2007.
- Similar to the U.S. West, 59.2 percent of the respondents have some college or college degrees, 30.2 percent have post graduate degrees, and 8.2 percent were high school graduates.

Japanese Visitors

- Three out of five (63%) of the respondents work for a living, however there were more homemakers (21.6%) and fewer retirees (7%) compared to their U.S. counterparts.
- More than one-third (36.7%) of the visitors from Japan reported annual household income of less than 5 million yen (approximately \$46,000 U.S.).
- Respondents with income between 5 million yen (approximately \$46,000 U.S.) and 9.99 million yen (approximately \$93,000 U.S.) accounted for 37.7 percent of Japanese visitors surveyed.
- About 9 percent of the respondents who visited Hawai'i reported annual household income of 15 million yen (approximately \$140,000 U.S.) or more.
- About 54.3 percent have some college or college degrees, 3.6 percent have post graduate degrees and a larger percentage (31%) were high school graduates in contrast to their counterparts from other visitor markets.

Canadian Visitors

- Three-quarters (74.1%) of the respondents work and about 6.3 percent were homemaker and/or students. Slightly more retirees (16.6%) from Canada responded to the survey compared to visitors from the other markets.
- A smaller proportion than the previous year (23.9% in 2006), 17.6 percent, of the Canadian visitors surveyed reported annual household income of less than \$50,000.
- Canadians with income between \$50,000 and \$99,999 comprised the largest group (36.1%) while 21 percent of the respondents reported annual household income of \$150,000 or more.
- More than half (58%) of the respondents have some college or college degrees, 22.7 percent have post graduate degrees and 11.6 percent were high school graduates.

European Visitors

- The majority of European visitors worked (79.7%). A slightly larger proportion of visitors were Students (3.3%) compared to the other markets.
- More than a quarter (28.8%) of the European visitors surveyed reported annual household income of \$50,000 or less.
- Those with income between \$50,000 and \$99,999 accounted for almost 34.2 percent while 16.5 percent of the European respondents reported annual household income of \$150,000 or more.
- Several (42.8%) respondents have some college or college degrees, 24.2 percent have post graduate degrees while 14.5 percent were high school graduates.

Other Visitor Characteristics (Tables 8.10 to 8.13 and 8.18)

U.S. West Visitors

- Over half (57.2%) of the U.S. West visitors who responded to the 2007 survey were female and 42.8 percent were male. The mean age was 49 years old. Most of the U.S. West respondents (96%) had traveled on vacation more than 500 miles from home in the past three years. Half (51.3%) had visited California, 44.1 percent visited Las Vegas and 29.8 percent had visited Mexico in the last three years.
- Close to half (48.4%) of the respondents had friends or relatives in Hawai'i; 13.5 percent had lived in Hawai'i before. Close to 10.6 percent owned timeshare property in Hawai'i while 3.6 percent owned other types of property in the islands.
- Even though 66 percent of the U.S. West visitors stayed in a hotel on O'ahu, almost one-fifth of O'ahu visitors stayed at a friend's or family's home (17.9%). On Maui more U.S. West visitors stayed in condos (35.3%) than in hotels (31.6%). Several visitors stayed in a timeshare while on Kaua'i (26.6%) and Hawai'i Island (14.0%).

U.S. East Visitors

- Similar to U.S. West visitors, over half (56.1%) of the U.S. East visitors who responded to the 2007 survey were females and 43.9 percent were male. The mean age was also the same, 49 years.
- The majority (94.1%) of the visitors had taken a long distance trip of more than 500 miles from their homes in the past three years. Almost half (47.9%) had been to Florida and over one quarter (27.6%) had been to the Caribbean in the past three years.
- A few, 10.9 percent of the respondents, had previously lived in Hawai'i, 34.9 percent had friends or relatives here, while 6.4 percent own timeshare property in the islands.
- On O'ahu most U.S. East visitors stayed in hotels (69.9%). Many visitors to Maui (21.9%), Kaua'i (30.4%) and Hawai'i Island (25.1%) actually spent their nights on a cruise ship.

Japanese Visitors

- There were more females than male Japanese visitors, who responded to the survey, at 55.6 percent to 44.4 percent, respectively. In contrast to U.S. visitors surveyed the mean age was slightly younger at 46 years old.
- Seven out of ten (69.8%) of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years. Many (23%) had visited Guam/Saipan, 22.3 percent has visited Korea, 19.3 percent had visited China, and 20.4 had visited Other Asian countries in the past three years. Many Japanese visitors (24.1%) had also been to Europe.
- Few Japanese respondents had lived in Hawai'i before (2.2%), owned timeshare property in Hawai'i (2.5%) or had friends or relatives in the islands (15%) compared to U.S. visitors.
- Japanese visitors mainly stayed in hotels while on O'ahu (89.1%), Maui (70.9%), Hawai'i Island (83%), and Kaua'i (61.7%). On Kaua'i some stayed in cruise ships (23.1%) or condos (13%).

Canadian Visitors

- There were also more female respondents (57.1%) than male respondents (42.9%) among Canadian visitors surveyed. Like their U.S. counterparts, the mean age was 49 years old.
- The majority (95.6%) of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years. Many Canadians had traveled to California (35.1%), Europe (32%), or around Canada (45.3%) in the past three years.
- Only 2.6 percent had lived in Hawai'i before, 5.3 percent own timeshare property in the islands, and 18.8 percent had friends or relatives in Hawai'i.
- Canadian visitors preferred hotels on O'ahu (67.1%) but used condos while on Maui (34.7%). Like U.S. East visitors, many visit the neighbor islands by day but retire to the cruise ship at night. Almost half (46.2%) of Kaua'i visitors said they stayed overnight on the cruise ship, 37.8 percent on Hawai'i Island and 32.1 percent on Maui.

European Visitors

- In contrast to U.S., Japanese or Canadian visitors, there were more male (55.1%) respondents from Europe compared to female (44.9%). The mean age was 45 years old.
- Almost all of the respondents (97.6%) had taken a long distance trip of more than 500 miles from their homes in the past three years. In the past three years, 40.1 percent visited California and 34.2 percent visited Las Vegas while 78.5 preferred to tour around Europe.
- A few respondents (16.6%) had friends or relatives in Hawai'i and 7.4 percent had lived in Hawai'i before. Only .8 percent own timeshare property in the islands while .4 percent own other types of property in Hawai'i.
- Europeans mainly use hotels while visiting the islands – 81.3 percent on O'ahu, 46 percent on Maui, 55.9 percent on Hawai'i Island and 46.3 percent on Kaua'i. Some stayed in condos while visiting Maui (18.9%).

Primary Purpose of Trips (Table 8.14)

U.S. Visitors

- The majority, 67.2 percent of the U.S. West and 61.9 percent of U.S. East visitors, surveyed in 2007 listed vacation as the primary reason for coming to the islands.
- Other reasons for U.S. respondents to visit Hawai'i were to: visit friends/ relatives (9.9% U.S. West and 9.8% U.S. East); attend business meetings/conduct business (6.6% U.S. West and 6.5% U.S. East); attend a convention/conference/seminar (2.6% U.S. West and 4.5% U.S. East); celebrate an anniversary/birthday (3.3% U.S. West and 4.2% U.S. East); or attend/participate in wedding (3.3% U.S. West and 3.4% U.S. East).

Japanese Visitors

- Vacation was the primary reason for 64.7 percent of Japanese respondents to visit Hawai'i.
- In addition, 7.2 percent of Japanese respondents listed attending/participating in weddings, 8.5 percent to honeymoon, 2.8 percent for shopping/fashion, 2.4 percent to get married, 2.3 percent to visit friends/relatives as other primary reasons for visiting Hawai'i.

Canadian Visitors

- Four out of five, 79.7 percent of Canadian respondents, indicated that vacation was their primary reason for coming to the islands.
- Other significant reasons included: 3.8 percent came to visit friends/relatives; 3.1 percent came on their honeymoon; 2.9 percent attended a convention/conference/seminar.

European Visitors

- Vacation was also the primary reason for 69.5 percent of the European respondents to visit Hawai'i.
- In addition, 8.8 percent came to honeymoon, 5.8 percent visited friends/relatives, 4.5 percent attended a convention/conference/seminar and 3.2 percent celebrated an anniversary/birthday.

Secondary Purpose of Trips (Table 8.15)

U.S. Visitors

- Another 38 percent of U.S. West and 44.8 percent of U.S. East surveyed in 2007 listed vacation as their secondary purpose of trip. Other secondary reasons to come to Hawai'i were to visit friends/relatives (24.6% U.S. West and 18.9% U.S. East), to celebrate an anniversary/birthday (11.7% U.S. West and 14.8% U.S. East), and to attend business meetings/conduct business (4.1% U.S. West and 4% U.S. East).

Japanese Visitors

- Shopping/fashion was the prevailing secondary purpose of trip among 46.9 percent of the Japanese respondents.
- Vacation (23.4%) was the next secondary purpose of the trip among the respondents. In addition, 4.8 percent celebrated an anniversary/birthday and 4.7 percent visited friends/relatives.

Canadian Visitors

- One-third (33.7 %) of the Canadian respondents indicated that vacation was their secondary purpose for coming to Hawai'i, 19.2 percent visited friends/relatives, 16.9 percent celebrated an anniversary/birthday and 7.3 percent came for shopping/fashion.
- Combined, 5.1 percent attended a business meeting/conduct business and/or attended conventions/conferences/seminars.

European Visitors

- Similarly, vacation was the secondary purpose of trip for 38.6 percent of the European visitors surveyed, while 17 percent visited friends/relatives and 14.4 percent celebrated an anniversary/birthday. In addition, 6.3 percent listed shopping and fashion.

Travel Companions (Table 8.16)

U.S. Visitors

- The majority of the U.S. West and U.S. East respondents in 2007 traveled to the islands with their spouses (59.7% U.S. West and 64.7% U.S. East), with children (23.9% U.S. West and 20.2% U.S. East) and with other adult family members (27.7% U.S. West and 25.8% U.S. East).
- Additionally, 19.7 percent of U.S. West and 20.3 percent of U.S. East visitors came with friends/business associates while 11 percent of U.S. West and 8.6 percent of U.S. East visitors came alone.

Japanese Visitors

- Three out of five (59.2%) Japanese visitors, surveyed came with their spouses, 30.4 percent were with other adult family members, and 17 percent were with children.
- Similar to their U.S. counterparts, 20.9 percent of Japanese visitors surveyed traveled with friends or business associates while fewer came by themselves (4.2%).

Canadian Visitors

- A larger percentage of the Canadian visitors surveyed came with their spouses (69.8%) compared to respondents from the U.S. West, U.S. East, Japan and Europe.
- Similar to U.S. East visitors, 19.1 percent were with children, 25.7 percent with other adult family members, and 21.5 percent with friends or business associates.

European Visitors

- More than half, 55.5 percent of the European respondents, traveled to Hawai'i with their spouses, while 9.4 percent came with children, and 14.2 percent with other adult family members. Another 18.3 percent of visitors traveled with friends or associates.
- A higher percentage of European visitors surveyed traveled with their girlfriends or boyfriends (12.7%) and themselves (12.2%) compared to respondents from the other markets.

**Table 8.1 Lifestyle/Lifestage and Visitation Status
[Percentage of 2007 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
LIFESTYLE/LIFESTAGE SEGMENTS						
Wedding / Honeymoon	4.0	2.9	5.8	11.5	4.0	10.7
Family	22.0	23.3	19.7	15.9	18.9	9.1
Young	13.1	13.7	12.0	16.4	13.8	21.2
Middle age	27.6	26.3	29.6	26.5	30.6	30.4
Seniors	33.4	33.8	32.8	29.6	32.7	28.6
VISITATION STATUS						
First timers	30.1	20.9	45.8	43.7	38.9	70.0
Repeat visitors	69.9	79.1	54.2	56.3	61.1	30.0

Table 8.2 Income Level – U.S. Total [Percentage of 2007 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.3	1.6	0.9	0.7	0.7
\$15,000 - \$24,999	1.8	2.2	1.9	1.2	1.7
\$25,000 - \$29,999	1.9	2.1	1.3	1.9	2.7
\$30,000 - \$34,999	2.4	2.9	1.1	2.7	1.5
\$35,000 - \$39,999	2.4	2.8	2.8	1.8	2.2
\$40,000 - \$44,999	3.2	3.5	2.7	2.4	2.9
\$45,000 - \$49,999	3.4	3.7	3.2	3.3	4.5
\$50,000 - \$69,999	13.0	12.8	12.6	12.9	13.4
\$70,000 - \$99,999	20.0	21.6	21.6	19.7	20.6
\$100,000 - \$124,999	15.9	15.1	18.4	17.0	16.6
\$125,000 - \$149,999	9.5	8.9	9.4	9.5	9.7
\$150,000 - \$199,999	10.7	10.3	11.2	12.2	10.3
\$200,000 or more	14.4	12.5	12.7	14.7	13.3

Table 8.3 Income Level – U.S. West [Percentage of 2007 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.2	1.6	1.1	0.9	0.9
\$15,000 - \$24,999	1.7	1.9	1.7	1.1	1.9
\$25,000 - \$29,999	1.9	2.4	0.6	1.8	2.1
\$30,000 - \$34,999	2.5	3.4	1.1	2.7	1.6
\$35,000 - \$39,999	2.7	3.1	3.1	2.0	2.2
\$40,000 - \$44,999	3.2	3.8	3.3	2.3	2.3
\$45,000 - \$49,999	3.4	4.0	3.1	3.5	4.8
\$50,000 - \$69,999	13.3	12.7	13.9	13.4	14.3
\$70,000 - \$99,999	19.2	20.1	21.9	18.4	19.4
\$100,000 - \$124,999	16.0	15.2	19.7	16.5	16.9
\$125,000 - \$149,999	9.5	8.7	8.2	9.4	9.5
\$150,000 - \$199,999	10.5	9.7	10.3	12.0	10.0
\$200,000 or more	14.9	13.4	12.1	16.0	14.1

Table 8.4 Income Level – U.S. East [Percentage of 2007 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.4	1.5	0.6	0.4	0.5
\$15,000 - \$24,999	1.9	2.5	2.3	1.4	1.4
\$25,000 - \$29,999	1.9	1.8	2.4	2.0	3.3
\$30,000 - \$34,999	2.2	2.3	1.1	2.7	1.5
\$35,000 - \$39,999	2.0	2.4	2.5	1.5	2.2
\$40,000 - \$44,999	3.1	3.2	1.9	2.6	3.5
\$45,000 - \$49,999	3.5	3.4	3.4	3.1	4.3
\$50,000 - \$69,999	12.5	13.0	10.8	12.1	12.3
\$70,000 - \$99,999	21.5	23.4	21.2	21.7	21.9
\$100,000 - \$124,999	15.8	15.0	16.5	17.7	16.3
\$125,000 - \$149,999	9.5	9.1	11.3	9.6	10.0
\$150,000 - \$199,999	11.2	11.1	12.4	12.5	10.7
\$200,000 or more	13.4	11.4	13.6	12.8	12.2

Table 8.5 Income Level – Japan [Percentage of 2007 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME in 10,000 Japanese Yen					
150 or less	3.6	3.7	4.4	2.7	3.0
150 - 249.999	5.1	5.1	2.4	4.9	4.2
250 - 299.999	5.2	5.3	8.1	5.1	3.4
300 - 349.999	5.5	5.5	7.0	3.6	4.8
350 - 399.999	5.7	5.5	4.0	6.6	5.9
400 - 449.999	5.0	5.0	3.0	4.6	5.1
450 - 499.999	6.6	6.6	9.6	6.2	8.1
500 - 699.999	18.3	18.6	18.4	20.9	21.6
700 - 999.999	19.4	19.3	19.5	18.7	17.0
1,000 - 1,249.999	10.7	10.7	9.8	12.9	10.2
1,250 - 1,499.999	6.1	5.9	3.4	4.0	6.7
1,500 - 1,999.999	4.5	4.5	4.1	3.5	5.0
2,000 or more	4.4	4.2	6.3	6.3	4.8

Table 8.6 Income Level – Canada [Percentage of 2007 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.0	0.9	0.2	1.0	1.5
\$15,000 - \$24,999	1.6	1.6	0.7	0.9	1.7
\$25,000 - \$29,999	2.0	2.2	1.7	1.7	1.3
\$30,000 - \$34,999	2.8	3.3	2.3	2.1	3.4
\$35,000 - \$39,999	3.2	3.7	4.6	2.8	4.4
\$40,000 - \$44,999	3.7	4.0	2.3	3.2	3.2
\$45,000 - \$49,999	3.3	3.5	3.6	3.2	4.6
\$50,000 - \$69,999	13.7	16.3	17.3	14.3	14.8
\$70,000 - \$99,999	22.4	23.7	22.5	20.6	22.5
\$100,000 - \$124,999	15.0	15.0	15.9	16.1	15.2
\$125,000 - \$149,999	10.2	11.2	9.5	10.3	8.7
\$150,000 - \$199,999	8.4	6.8	8.3	8.2	8.3
\$200,000 or more	12.6	7.9	11.1	15.5	10.3

Table 8.7 Income Level – Europe [Percentage of 2007 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	3.6	3.5	3.0	3.8	2.9
\$15,000 - \$24,999	4.2	4.4	4.5	4.0	4.0
\$25,000 - \$29,999	4.1	4.1	3.9	4.1	4.4
\$30,000 - \$34,999	3.0	3.5	1.3	2.5	2.6
\$35,000 - \$39,999	3.0	3.3	2.8	2.1	2.4
\$40,000 - \$44,999	6.6	6.6	5.2	6.9	7.3
\$45,000 - \$49,999	4.3	4.5	3.0	4.5	3.9
\$50,000 - \$69,999	15.8	17.5	16.6	12.6	15.2
\$70,000 - \$99,999	18.4	18.4	18.4	17.4	19.6
\$100,000 - \$124,999	13.2	12.2	13.3	13.5	11.1
\$125,000 - \$149,999	7.2	7.2	7.9	7.2	6.7
\$150,000 - \$199,999	7.5	6.9	8.2	9.5	9.8
\$200,000 or more	9.0	8.0	11.9	11.7	10.1

Table 8.8 Employment [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
EMPLOYMENT STATUS						
Working	75.6	74.3	77.6	63.0	74.1	79.7
Retired	14.8	15.2	14.1	7.0	16.6	12.0
Student	2.4	2.5	2.2	1.6	2.6	3.3
Homemaker	5.6	6.1	4.6	21.6	3.7	1.9
Other	1.7	1.8	1.5	6.7	2.9	3.1

Table 8.9 Education [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
HIGHEST LEVEL OF SCHOOL						
No high school	0.0	0.0	0.0	1.4	0.2	2.3
Some high school	0.3	0.4	0.2	0.9	1.8	6.3
High school grad	7.2	6.6	8.2	31.0	11.6	14.5
Some college	17.2	18.1	15.7	2.1	15.7	13.3
2-year degree	9.6	10.1	8.8	16.2	9.1	3.6
4-year degree	34.1	33.8	34.7	36.0	33.2	25.9
Post grad degree	29.1	28.4	30.2	3.6	22.7	24.2
Vocational/technical	2.5	2.7	2.1	8.8	5.7	9.8

Table 8.10 Gender and Age [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
GENDER						
Male	43.2	42.8	43.9	44.4	42.9	55.1
Female	56.8	57.2	56.1	55.6	57.1	44.9
AGE						
Mean (Years)	49.0	49.0	49.0	46.0	49.0	45.0

Table 8.11 Relationship with Hawai'i [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
BEEN TO HAWAI'I BEFORE						
Yes	71.3	79.5	57.3	57.6	62.9	31.4
No	28.7	20.5	42.7	42.4	37.1	68.6
LIVED IN HAWAI'I BEFORE						
Yes	12.7	13.5	10.9	2.2	2.6	7.4
No	87.3	86.5	89.1	97.8	97.4	92.6
HAVE FRIENDS AND/OR RELATIVES IN HAWAI'I						
Yes	43.4	48.4	34.9	15.0	18.8	16.6
No	56.6	51.6	65.1	85.0	81.2	83.4
DO YOU OWN PROPERTY IN HAWAI'I?						
Own time share property in Hawai'i	9.0	10.6	6.4	2.5	5.3	0.8
Own other types of property in Hawai'i	2.8	3.6	1.5	0.3	0.9	0.4
None	88.2	85.8	92.1	97.2	93.8	98.9

Table 8.12 Travel History [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
HOW MANY TRIPS HAVE YOU TAKEN IN THE PAST 3 YEARS?						
1 trip	9.9	8.9	11.8	29.0	12.6	8.6
2 to 4 trips	42.8	42.3	43.6	48.4	50.7	42.4
5 to 9 trips	28.8	29.5	27.6	17.2	26.1	31.9
10 or more trips	18.5	19.3	17.0	5.3	10.6	17.1
LONG DISTANCE TRAVEL (>500 miles from home)						
yes	95.3	96.0	94.1	69.8	95.6	97.6
no	4.7	4.0	5.9	30.2	4.4	2.4

Table 8.13 Places Visited in the Past Three Years [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Alaska	11.6	12.7	9.8	0.8	5.9	3.2
California	46.6	51.3	38.5	6.5	35.1	40.1
Florida	32.1	23.0	47.9	2.4	26.8	22.4
Las Vegas	39.9	44.1	32.5	6.5	28.7	34.2
New York City	22.5	20.6	25.9	5.1	16.2	27.1
Other U.S.	54.0	52.6	56.3	9.1	39.2	32.2
Bali	0.6	0.8	0.2	5.9	1.0	3.9
China	4.1	4.6	3.1	19.3	4.7	7.6
Fiji	0.8	1.1	0.4	0.7	1.2	2.4
Guam/Saipan	0.2	0.3	0.2	23.0	0.3	0.1
Korea	0.7	0.7	0.6	22.3	1.0	1.1
Thailand	2.4	2.9	1.7	10.1	3.3	9.4
Other Asia	6.2	7.2	4.3	20.4	6.6	15.6
Australia	3.7	4.1	3.1	13.4	5.4	15.6
New Zealand	2.5	2.9	1.9	3.7	2.9	7.7
Europe	25.9	26.4	24.9	24.1	32.0	78.5
Canada	16.2	16.2	16.2	7.1	45.3	15.5
Caribbean	18.7	13.6	27.6	1.0	29.3	18.1
Mexico	27.0	29.8	22.3	1.2	26.8	9.4
Other	6.1	7.0	4.4	5.1	6.5	14.8

Table 8.14 Primary Purpose of Trip [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
PRIMARY PURPOSE						
Vacation	65.2	67.2	61.9	64.7	79.7	69.5
Business meeting/conduct business	6.5	6.6	6.5	0.9	1.8	1.5
Convention, conference, seminar	3.3	2.6	4.5	0.8	2.9	4.5
Incentive/reward	1.4	1.0	2.1	2.1	0.8	0.6
Visit friends/relatives	9.8	9.9	9.8	2.3	3.8	5.8
Get married	0.7	0.8	0.5	2.4	0.5	0.9
Attend/participate in wedding	3.3	3.3	3.4	7.2	2.5	1.9
Honeymoon	2.7	1.6	4.6	8.5	3.1	8.8
Anniversary/birthday	3.6	3.3	4.2	2.0	2.6	3.2
Sports event	1.2	1.3	0.9	3.0	1.2	1.8
Cultural/musical event	0.4	0.3	0.4	1.0	0.1	0.2
Medical treatment	0.0	0.0	0.0	0.1	0.0	0.0
Shopping/fashion	0.0	0.0	0.0	2.8	0.2	0.0
Other	1.8	2.1	1.3	2.1	0.9	1.2

Table 8.15 Secondary Purpose of Trip [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
SECONDARY PURPOSE						
Vacation	40.6	38.0	44.8	23.4	33.7	38.6
Business meeting/conduct business	4.0	4.1	4.0	0.9	3.6	1.7
Convention, conference, seminar	2.0	2.1	1.8	0.9	1.5	1.8
Incentive/reward	3.4	3.3	3.8	1.6	1.2	1.2
Visit friends/relatives	22.5	24.6	18.9	4.7	19.2	17.0
Get married	0.2	0.2	0.3	0.9	0.4	0.3
Attend/participate in wedding	1.7	1.9	1.3	3.0	1.0	1.3
Honeymoon	1.4	1.3	1.7	3.9	1.6	3.1
Anniversary/birthday	12.8	11.7	14.8	4.8	16.9	14.4
Sports event	2.9	3.8	1.5	3.2	5.1	4.3
Cultural/musical event	1.5	1.3	1.7	2.1	1.9	2.7
Medical treatment	0.4	0.5	0.1	0.5	0.2	0.5
Shopping/fashion	2.4	2.8	1.7	46.9	7.3	6.3
Other	4.2	4.4	3.7	3.1	6.3	6.8

Table 8.16 Companion Type [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
TRAVEL PARTY						
Spouse	61.5	59.7	64.7	59.2	69.8	55.5
With kids	22.6	23.9	20.2	17.0	19.1	9.4
Other adult family members	27.0	27.7	25.8	30.4	25.7	14.2
Friends/associates	19.9	19.7	20.3	20.9	21.5	18.3
Girl/boy friend	7.0	7.5	6.2	2.3	7.0	12.7
Same sex partner	1.7	1.6	1.7	0.9	1.0	1.3
Alone	10.1	11.0	8.6	4.2	5.4	12.2

Table 8.17 Year of Last Visit to Hawai'i [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
YEAR OF LAST VISIT TO HAWAI'I						
1990 or prior	10.0	8.2	14.0	9.8	18.0	8.2
1991-2000	15.5	14.5	17.8	19.8	19.6	19.9
2001	3.1	3.0	3.3	3.6	3.8	5.6
2002	5.0	4.5	6.0	4.2	3.6	8.8
2003	5.4	5.4	5.4	5.8	5.3	5.5
2004	8.1	8.2	8.1	8.6	6.9	9.4
2005	18.0	17.8	18.4	14.9	14.2	16.2
2006	35.0	38.4	27.1	33.2	28.5	26.5

Table 8.18 Accommodation Usage by Island [Percentage of 2007 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
ACCOMMODATION ON O'AHU						
Hotel	67.7	66.0	69.9	89.1	67.1	81.3
Condo	6.4	6.9	5.8	8.8	13.5	3.5
Bed & Breakfast	0.4	0.2	0.6	0.1	1.1	2.5
Time Share	6.6	6.5	6.7	1.4	6.4	1.4
Friends or Family's Home	16.0	17.9	13.5	1.4	5.2	7.8
Home I Own	0.4	0.5	0.3	0.1	0.1	0.1
Home that I Rented	2.5	2.7	2.3	0.2	3.2	2.4
Cruise Ship	3.6	3.0	4.4	0.2	7.9	2.1
Other Accom	1.9	1.5	2.3	0.4	2.3	3.3
ACCOMMODATION ON MAUI						
Hotel	34.4	31.6	38.4	70.9	22.0	46.0
Condo	30.1	35.3	22.4	13.0	34.7	18.9
Bed & Breakfast	1.6	1.4	1.8	0.7	1.5	8.7
Time Share	14.8	17.4	11.1	2.3	7.8	2.1
Friends or Family's Home	5.4	5.5	5.2	2.1	3.2	5.4
Home I Own	0.9	1.4	0.2	0.1	0.3	0.5
Home that I Rented	1.9	1.5	2.5	1.0	2.9	4.2
Cruise Ship	15.4	10.9	21.9	10.4	32.1	15.6
Other Accom	1.0	0.7	1.5	1.1	1.8	4.8
ACCOMMODATION ON HILO						
Hotel	27.2	27.5	27.0	72.2	19.3	40.0
Condo	3.1	4.4	1.8	3.1	3.0	2.2
Bed & Breakfast	8.0	7.2	8.7	2.7	6.9	12.5
Time Share	1.7	2.2	1.2	1.3	1.3	0.0
Friends or Family's Home	10.2	15.3	4.9	5.3	3.5	3.4
Home I Own	0.6	1.1	0.0	1.2	0.0	0.0
Home that I Rented	4.8	6.9	2.6	1.4	4.0	4.2
Cruise Ship	42.9	35.5	50.6	15.7	61.1	30.7
Other Accom	5.3	6.2	4.3	3.0	4.0	11.9
ACCOMMODATION ON KONA						
Hotel	36.3	32.8	40.5	82.5	24.5	53.6
Condo	17.6	22.7	11.3	7.1	19.4	9.4
Bed & Breakfast	2.1	2.2	2.0	0.8	2.7	8.1
Time Share	14.7	15.6	13.6	3.5	12.5	2.0
Friends or Family's Home	7.4	10.0	4.2	1.1	2.2	2.7
Home I Own	1.2	1.8	0.6	0.4	0.2	0.0
Home that I Rented	3.0	3.5	2.3	0.7	3.1	4.2
Cruise Ship	20.6	15.3	27.2	4.1	37.4	19.9
Other Accom	1.6	1.7	1.5	1.5	1.9	4.4
ACCOMMODATION ON BIG ISLAND						
Hotel	38.9	35.7	42.8	83.0	26.3	55.9
Condo	16.3	20.8	10.8	6.7	18.7	9.2
Bed & Breakfast	4.5	4.1	5.0	1.0	5.8	11.1
Time Share	13.2	14.0	12.3	3.3	11.9	1.7
Friends or Family's Home	10.4	14.2	5.7	2.4	3.8	4.2
Home I Own	1.3	2.0	0.5	0.7	0.2	0.0
Home that I Rented	4.4	5.5	3.1	0.9	4.3	5.7
Cruise Ship	19.2	14.5	25.1	4.3	37.8	18.8
Other Accom	3.0	3.3	2.7	1.6	2.9	9.0
ACCOMMODATION ON KAUAI						
Hotel	27.8	25.5	31.2	61.7	17.3	46.3
Condo	20.3	23.7	15.0	13.0	16.2	11.3
Bed & Breakfast	1.7	1.7	1.8	0.0	2.9	7.3
Time Share	22.6	26.6	16.4	1.3	14.4	6.2
Friends or Family's Home	6.4	8.4	3.3	0.0	2.5	2.6
Home I Own	0.3	0.5	0.1	0.0	0.4	0.0
Home that I Rented	4.8	5.5	3.6	0.0	3.4	4.3
Cruise Ship	20.2	13.7	30.4	23.1	46.2	20.7
Other Accom	1.4	1.6	1.1	0.8	1.3	5.3

9. DEFINITIONS AND SURVEY METHODOLOGY

DEFINITION AND SURVEY METHODOLOGY

Definitions

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

Major Market Areas (MMAs): Visitors are classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the State more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
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 Life-Stage:

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

Survey Methodology

The Visitor Satisfaction Survey was a mail survey conducted among U.S., Japanese, Canadian, and European visitors to Hawai'i. The survey was designed to measure the satisfaction levels 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.

Survey questionnaires were mailed to selected U.S., Japanese, Canadian and European visitors 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. The Japanese, Canadian, and European samples were drawn from the completed Departure Survey forms.

There are two versions of the Visitor Satisfaction Survey form, one in English and the other in Japanese. The 2007 survey has 8 pages and 33 questions. Surveys forms were printed in a booklet form and in two-color print. The English survey instrument is presented in Section 10 of this report.

Table 9.1 Response Rate

Area	Mail out	Received	Return Rate
U.S.	19,750	5,218	26%
Japan	11,558	3,611	31%
Canada/Europe	12,250	3,601	29%

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 1.8 percent greater than or less than the figures listed in this report).

Table 9.2 Sample Size

MMA	Sample Size	Visitors to Hawai'i	Confidence Interval
U.S. West	2,942	3,244,707	+/- 1.8%
U.S. East	2,276	1,901,502	+/- 2.1%
Japan	3,611	1,296,421	+/- 1.6%
Canada	1,680	333,397	+/- 2.4%
Europe	2,185	108,022	+/- 2.1%

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 asked to select only one island to rate based on the location where they stayed the most nights. This resulted in responses unevenly distributed between islands; mainly concentrated on O'ahu, Maui and Kaua'i. Therefore, data limitations hamper us from reporting fully on Lāna'i, Moloka'i, and to a lesser extent, Kona and Hilo.

Changes to 2007 Visitor Satisfaction Survey

In 2007, several changes had been made to the Visitor Satisfaction Survey form. Response categories that were added to question 9 in entertainment, shopping and cultural activities caused visitor activity participation in these categories to be higher than previous years.

- In questions 4b, 5a, 5b, 8, 9, 17, 24 and 32, response categories were added from most frequent 2006 responses and additional comments from respondents.
- In questions 6a and 6b, "Big Island of Hawai'i" was split into "Hilo" and "Kona."
- Questions 14, 17, 18, 18a, 19, 19a, and 19b were rephrased and response categories were revised.
- In question 18, "500 miles or longer in the past 3 years" was changed from "more than 1,000 miles from your home in the past 3 years," in 2006.

10. 2007 VISITOR SATISFACTION
SURVEY FORM (ENGLISH VERSION)



2007 VISITOR SATISFACTION SURVEY

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	
CORRECT MARKS: ● ● ● ●	INCORRECT MARKS: ⊗ ⊙ ⊖ ⊕ ⊙

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) _____

--	--	--	--	--	--	--	--

- 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"/>

- 6a. Please mark if you visited any of the following places.
 6b. If you stayed overnight or longer, how many nights did you stay at each place? (Write 0 if day only trip)

	Q6a. Visited	Q6b. Number of Nights
Island of O'ahu (Waikiki/Honolulu) -----	<input type="radio"/>	<input type="text"/> <input type="text"/>
Island of Maui -----	<input type="radio"/>	<input type="text"/> <input type="text"/>
Island of Moloka'i -----	<input type="radio"/>	<input type="text"/> <input type="text"/>
Island of Lana'i -----	<input type="radio"/>	<input type="text"/> <input type="text"/>
Big Island of Hawai'i (Hilo) -----	<input type="radio"/>	<input type="text"/> <input type="text"/>
Big Island of Hawai'i (Kona) -----	<input type="radio"/>	<input type="text"/> <input type="text"/>
Island of Kaua'i -----	<input type="radio"/>	<input type="text"/> <input type="text"/>

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 indicate where you stayed the most nights on your most recent trip. (Please choose one below)

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

For the location you have indicated above, how satisfied were you with...

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied At All	Not Applicable
Accommodations (overall) -----	<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"/>
Restaurants (overall) -----	<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"/>
Shopping (overall) -----	<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"/>
Golf Courses (overall) -----	<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"/>
Activities & Attractions (overall) -----	<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"/>
Transportation by bus, taxi, trolley (overall) -----	<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"/>
Airports (overall) -----	<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"/>
Parks & Beaches (overall) -----	<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
Sightseeing							
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"/>
Recreation							
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"/>
Entertainment							
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"/>
Shopping							
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"/>
Cultural							
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"/>
Transportation							
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"/>
Business							
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"/>

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13. Of the islands that you visited during your most recent trip, which ones did you decide to visit before your arrival in Hawai'i and which ones did you decide after your arrival?

	Decided Before Arrival in Hawai'i	Decided After Arrival in Hawai'i
Island of O'ahu (Waikiki/Honolulu) -----	<input type="radio"/>	<input type="radio"/>
Island of Maui -----	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i -----	<input type="radio"/>	<input type="radio"/>
Island of Lana'i -----	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo) -----	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona) -----	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i -----	<input type="radio"/>	<input type="radio"/>

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
- 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

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 2006 (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
 - More than \$10,000

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.

Please come for another visit to the islands of Aloha soon!