

Visitor Satisfaction Study

2018 ANNUAL REPORT

Prepared for:
Hawai'i Tourism Authority

[ANTHOLOGY®]

AnthologyGroup.com

METHODOLOGY – OVERALL

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

MMA	Completed	Margin of Error \pm	Response Rate
U.S. West	8,348	1.07	16.66
U.S. East	8,409	1.07	18.11
Japan	5,435	1.33	38.39
Canada	5,384	1.34	29.05
Europe	1,527	2.51	25.90
Oceania	2,228	2.08	22.53
China	806	3.45	16.10
Korea	1,603	2.45	43.67
All MMAs	33,740	.53	22.28

*Margins of error are presented at the 95 percent level of confidence.

METHODOLOGY – OVERALL (cont.)

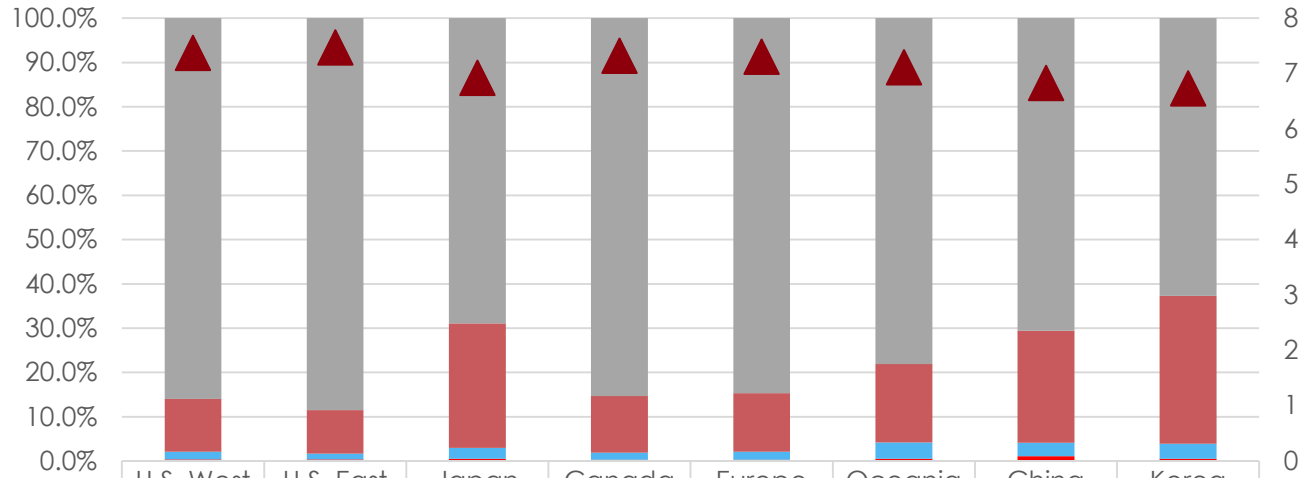
Monthly samples of visitors who stayed for at least two days are drawn from completed Domestic In-Flight and International Departure Survey databases. Selected U.S., Japanese, Canadian, European and Oceania visitors were sent an email invitation with a link to complete the survey online. Data were also collected via intercept surveys at the Daniel K. Inouye International Airport, Ellison Onizuka Kona International Airport and Kahului Airport using iPad tablets among departing Chinese, Japanese and Korean visitors. Data collected via email and from the iPad intercept surveys were merged to form a single database for analysis.

Collected data were statistically adjusted to reflect the distribution of cases by island and first-time/repeat visitor status in the In-Flight and Departure Surveys. Data were statistically adjusted to be representative of the population of visitor parties entering Hawai'i during each quarter. Data from all MMAs were reported as weighted data based on weights generated for 2018 data. The VSAT weighting system was developed to adjust for disproportionate sampling across all MMAs.

SECTION – VISITOR SATISFACTION

OVERALL SATISFACTION – MOST RECENT VISIT

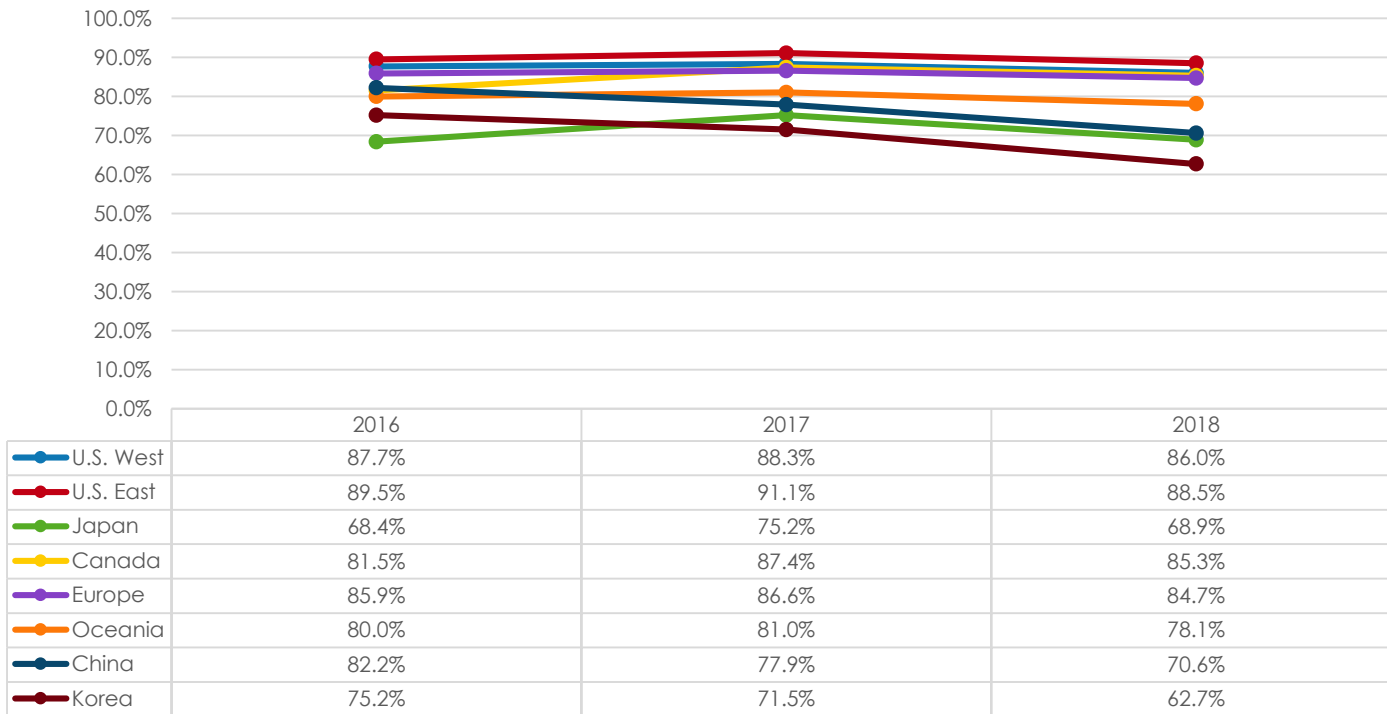
8-pt Rating Scale
8=Extremely Satisfied / 1=Not Satisfied at All



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Extremely satisfied (7-8)	86.0%	88.5%	68.9%	85.3%	84.7%	78.1%	70.6%	62.7%
Somewhat satisfied (5-6)	11.9%	9.8%	28.1%	12.8%	13.2%	17.7%	25.3%	33.4%
Somewhat dissatisfied (3-4)	1.7%	1.3%	2.5%	1.6%	1.8%	3.7%	3.0%	3.4%
Not at all satisfied (1-2)	0.4%	0.4%	0.5%	0.3%	0.3%	0.5%	1.1%	0.5%
BASE	8,348	8,409	5,435	5,384	1,527	2,228	806	1,603
MEAN	7.37	7.47	6.92	7.32	7.30	7.11	6.83	6.73

OVERALL SATISFACTION – MOST RECENT VISIT

TRACKING – TOP BOX “EXTREMELY SATISFIED” (7-8)



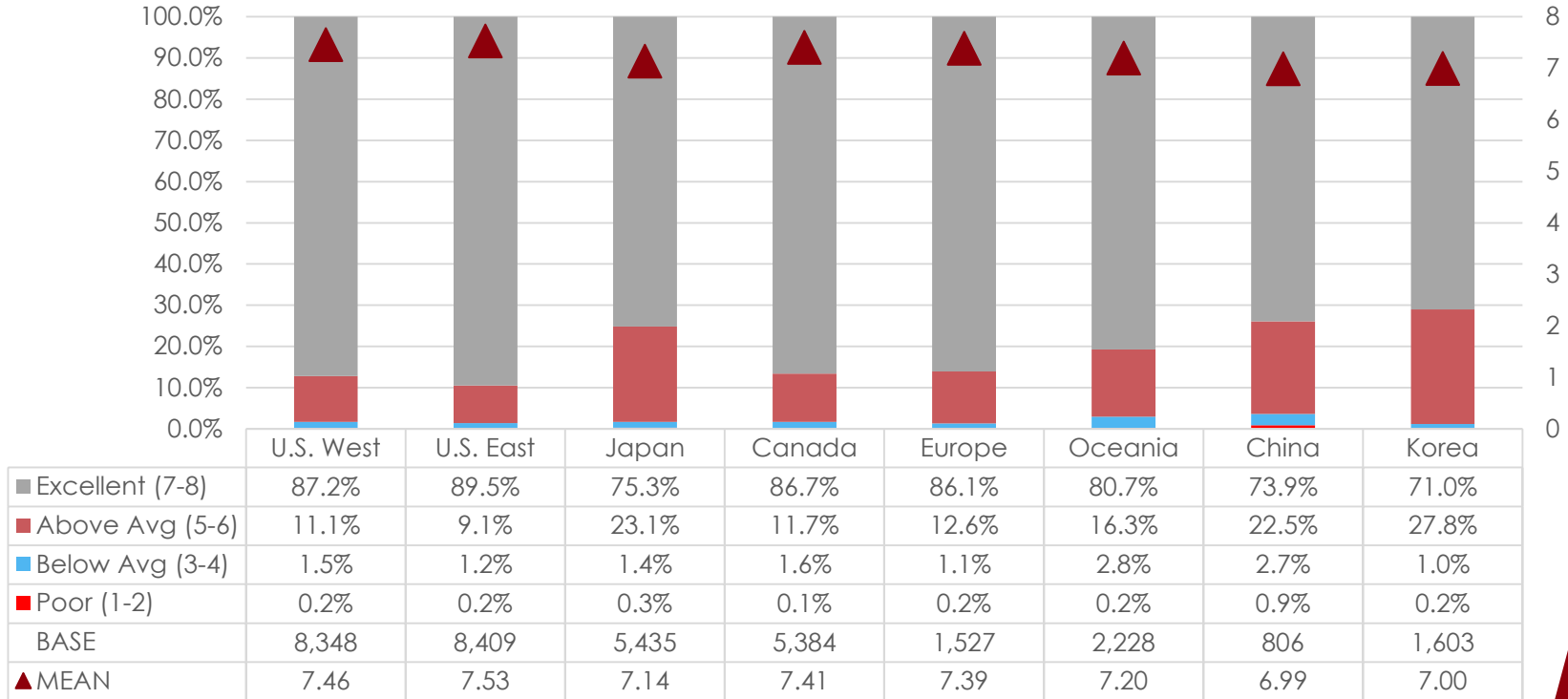
OVERALL SATISFACTION – MOST RECENT VISIT

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- Female visitors from the following areas tend to provide higher levels of satisfaction than males: U.S. West, U.S. East, Canada, and Oceania.
- Korean males are more satisfied with their trip than were Korean females.
- Chinese visitors who have obtained a college degree express higher levels of satisfaction than do those visitors from China that do not have degrees.
- Japanese visitors who traveled to multiple islands during their trip express higher levels of overall satisfaction than do those whose trip included just a single island. This same trend was also evident among Chinese visitors.
- Those in larger travel parties in the following MMAs express higher levels of satisfaction: U.S. West, U.S. East, and Japan.

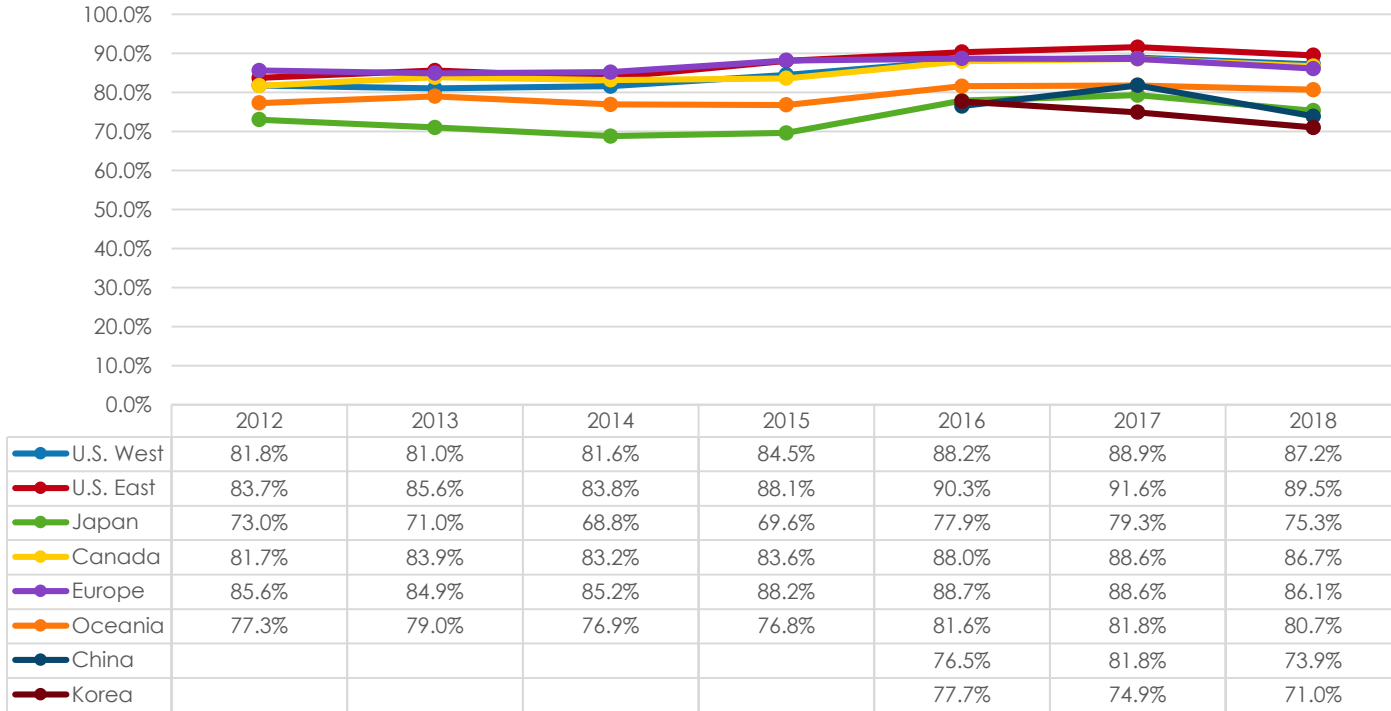
SATISFACTION – STATE OF HAWAI‘I BY MMA

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



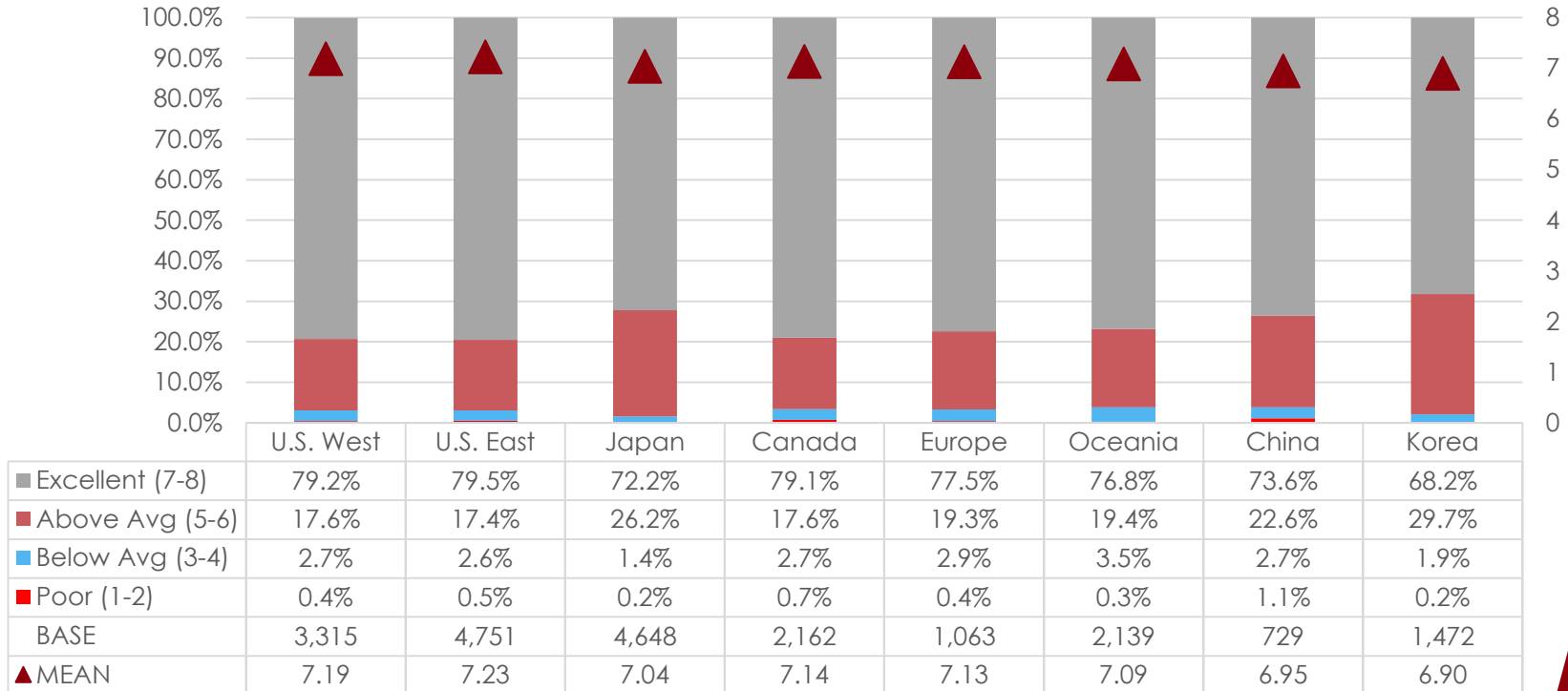
SATISFACTION – STATE OF HAWAI‘I BY MMA

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



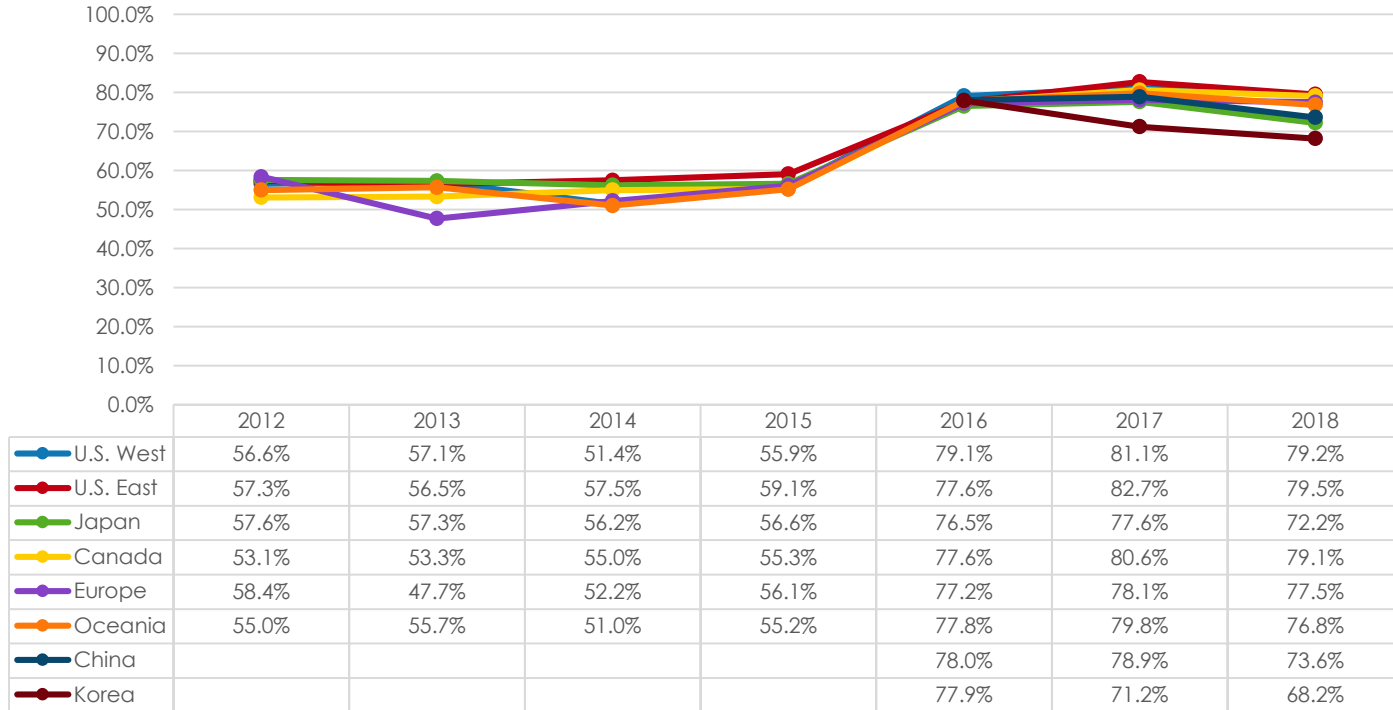
SATISFACTION – O‘AHU BY MMA

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



SATISFACTION – O‘AHU BY MMA

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



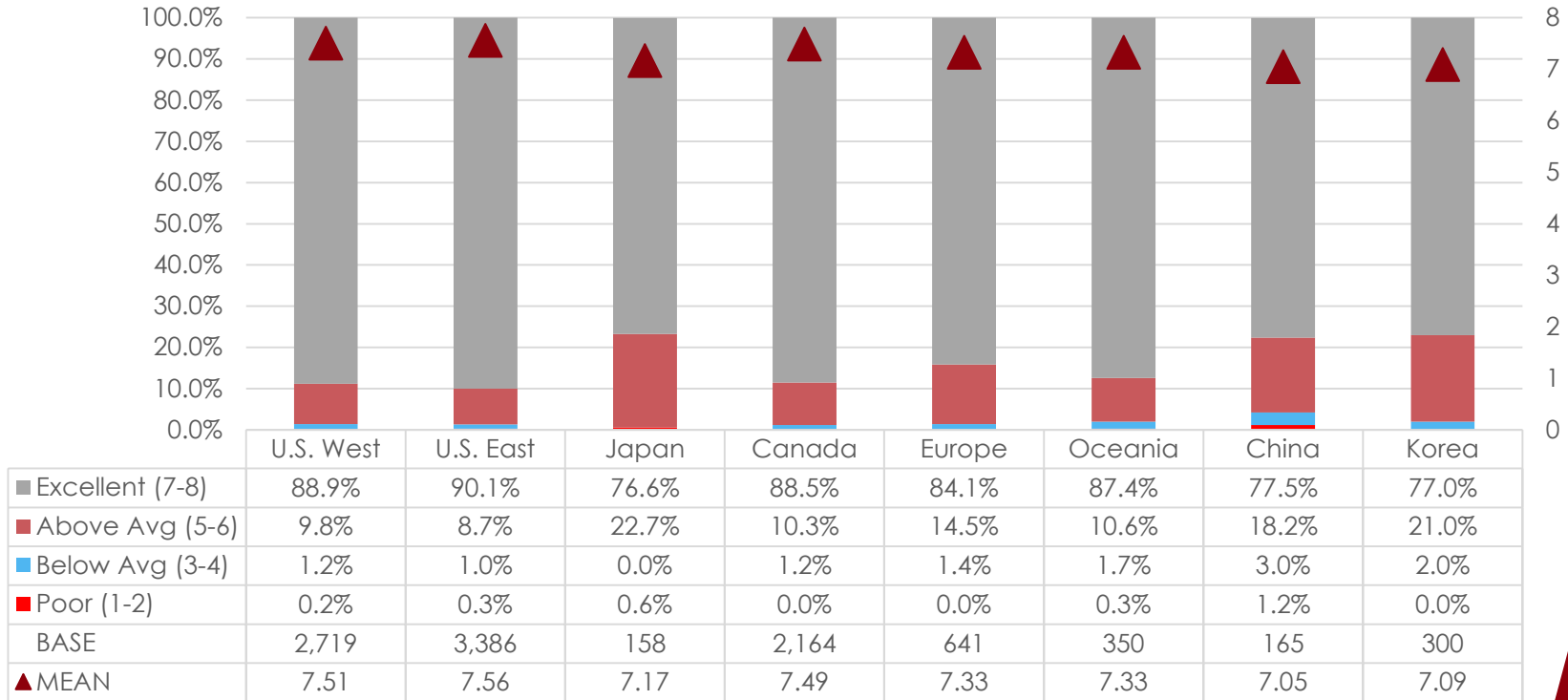
SATISFACTION – O‘AHU BY MMA

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- Among U.S. West and U.S. East visitors, those who are less affluent tended to be more satisfied overall with their visit on O‘ahu.
- When segmented by gender we find that females visiting from the Mainland U.S. are more satisfied with their visit to O‘ahu than were their male counterparts.

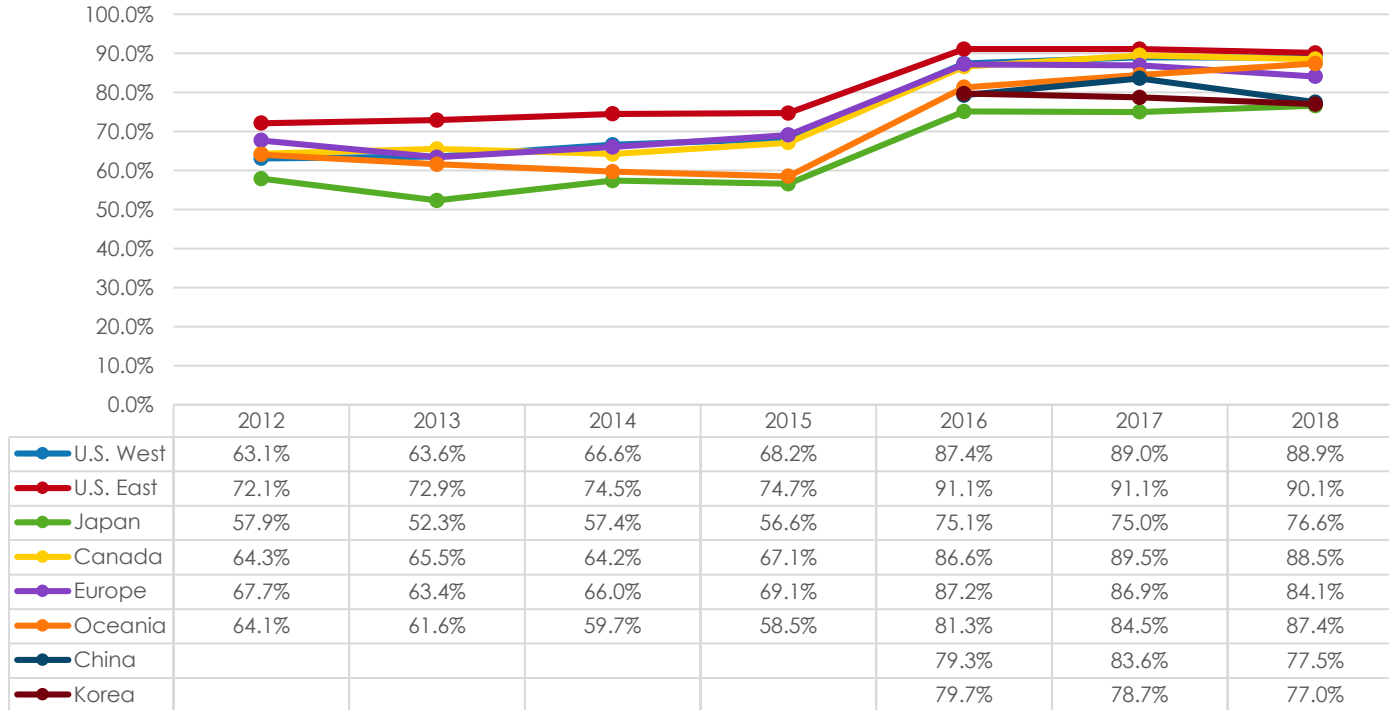
SATISFACTION – MAUI BY MMA

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



SATISFACTION – MAUI BY MMA

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



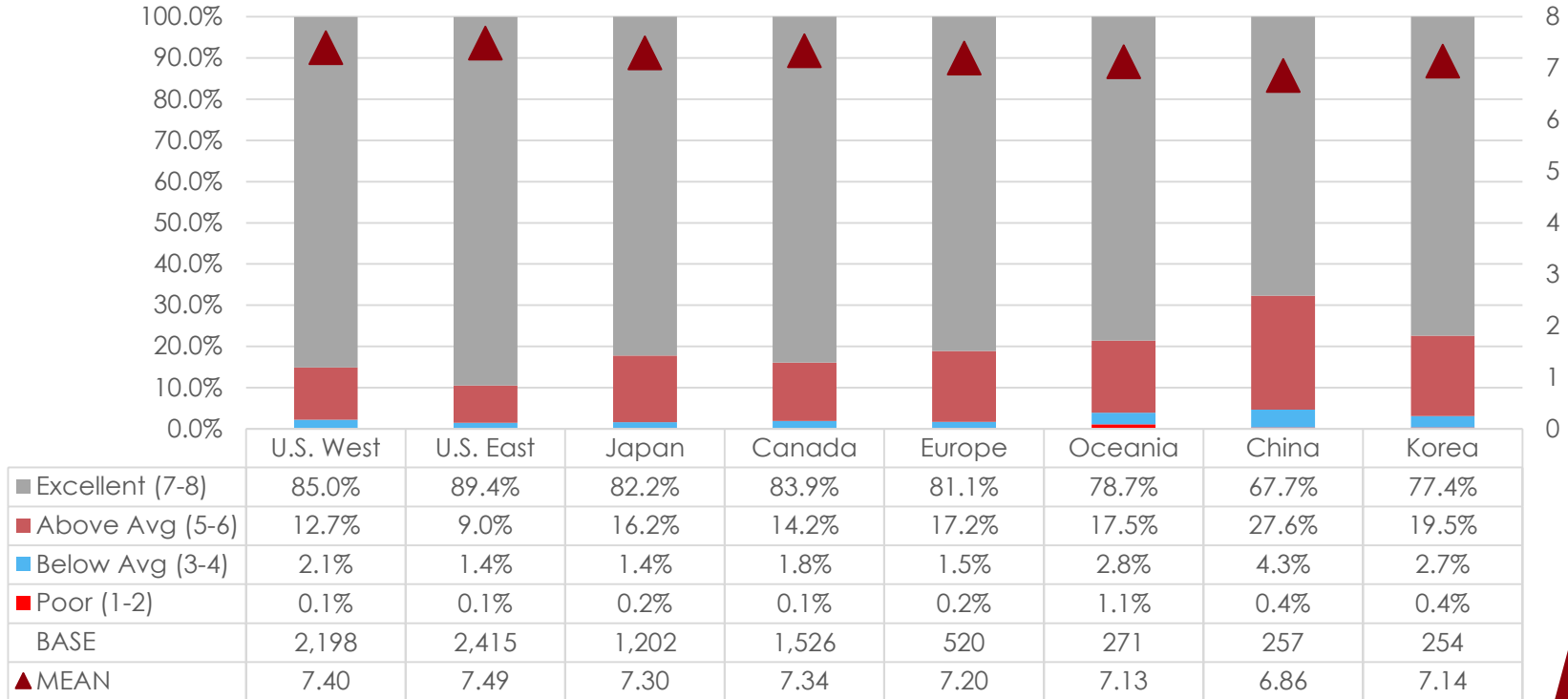
SATISFACTION – MAUI BY MMA

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- When segmented by gender we find that females visiting from the Mainland U.S. and Canada are more satisfied with their visit to Maui than were their male counterparts.
- Those traveling to Maui in larger travel parties (3+) from U.S. West tended to give higher satisfaction scores than those traveling to Maui by themselves or with just one other travel partner.

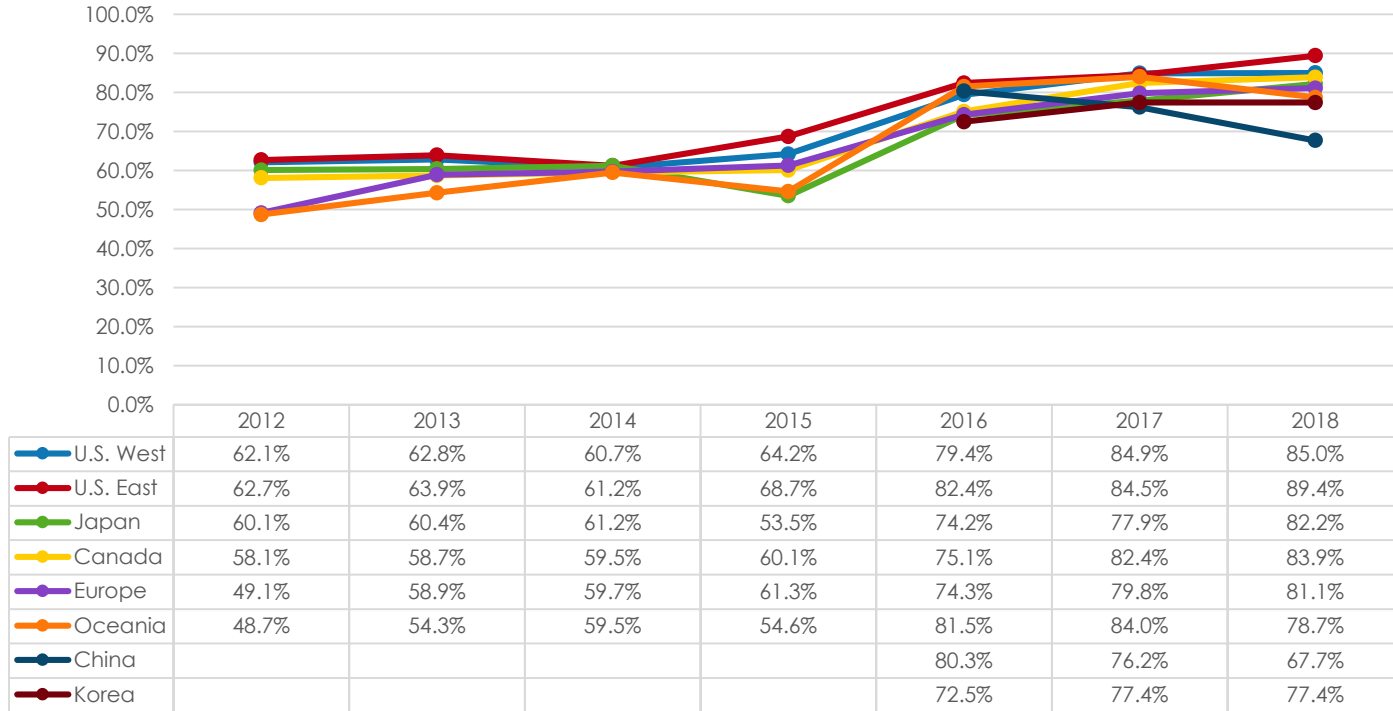
SATISFACTION – HAWAI'I ISLAND BY MMA

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



SATISFACTION – HAWAI‘I ISLAND BY MMA

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



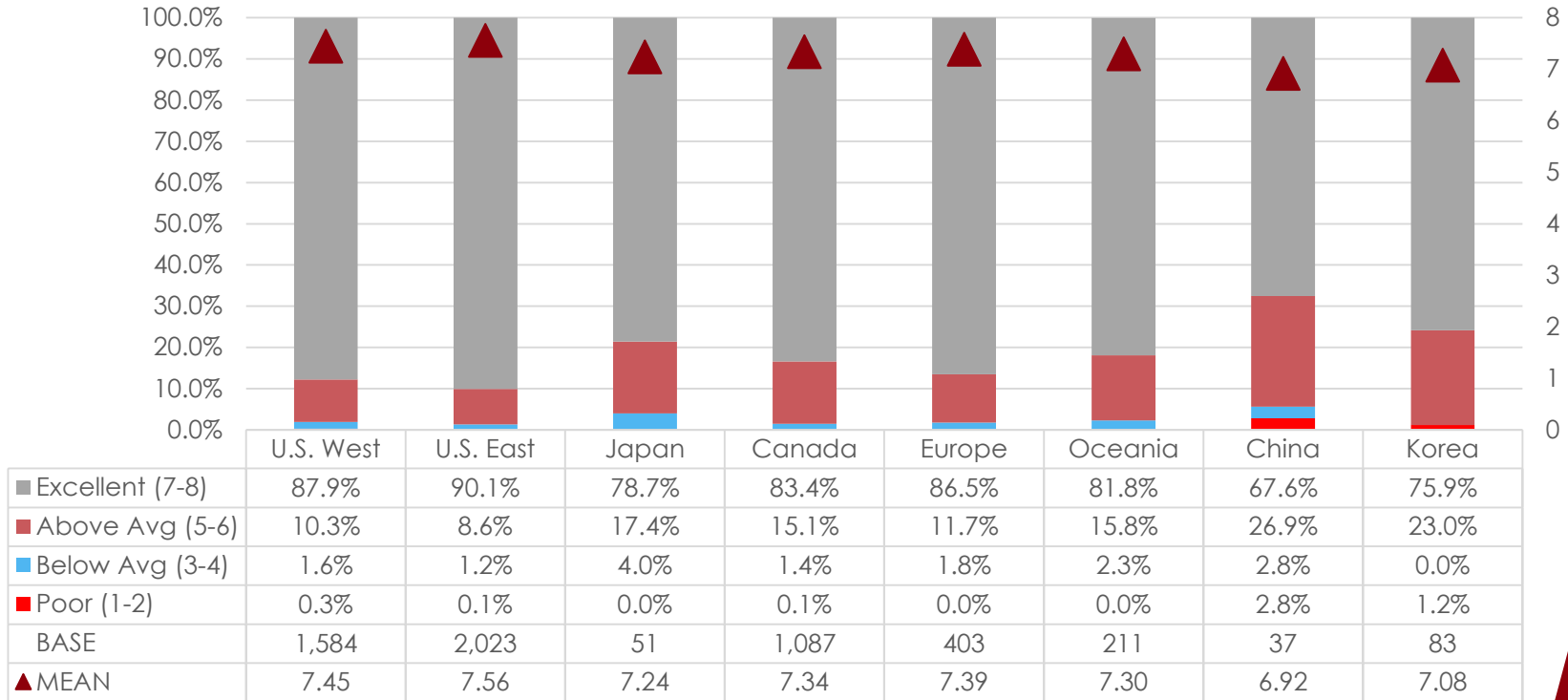
SATISFACTION – HAWAI'I ISLAND BY MMA

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- When segmented by gender we find that females visiting from the U.S. West are more satisfied with their visit to the Island of Hawai'i than were their male counterparts.
- Among Canadian and Japanese visitors by age distribution, we find travelers from these MMA between the ages of 35-49 were the most satisfied overall.

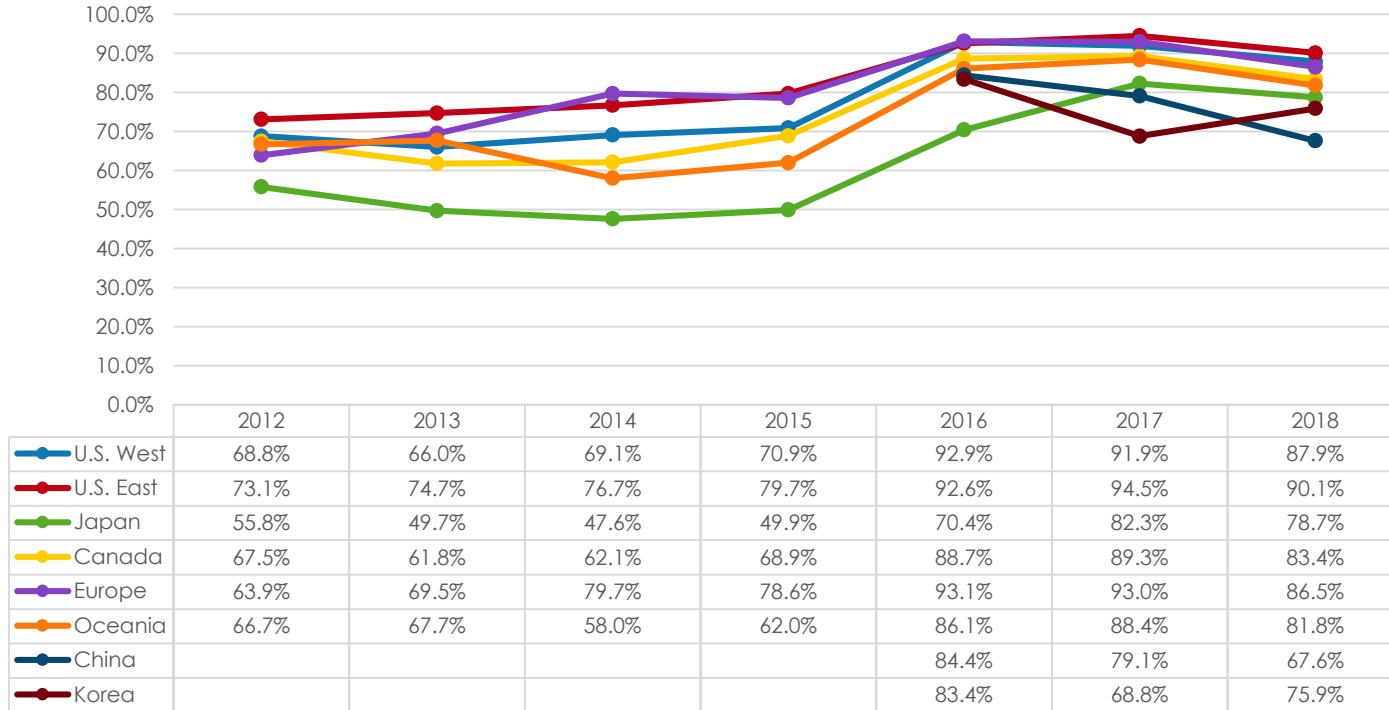
SATISFACTION – KAUA‘I BY MMA

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



SATISFACTION – KAUA‘I BY MMA

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



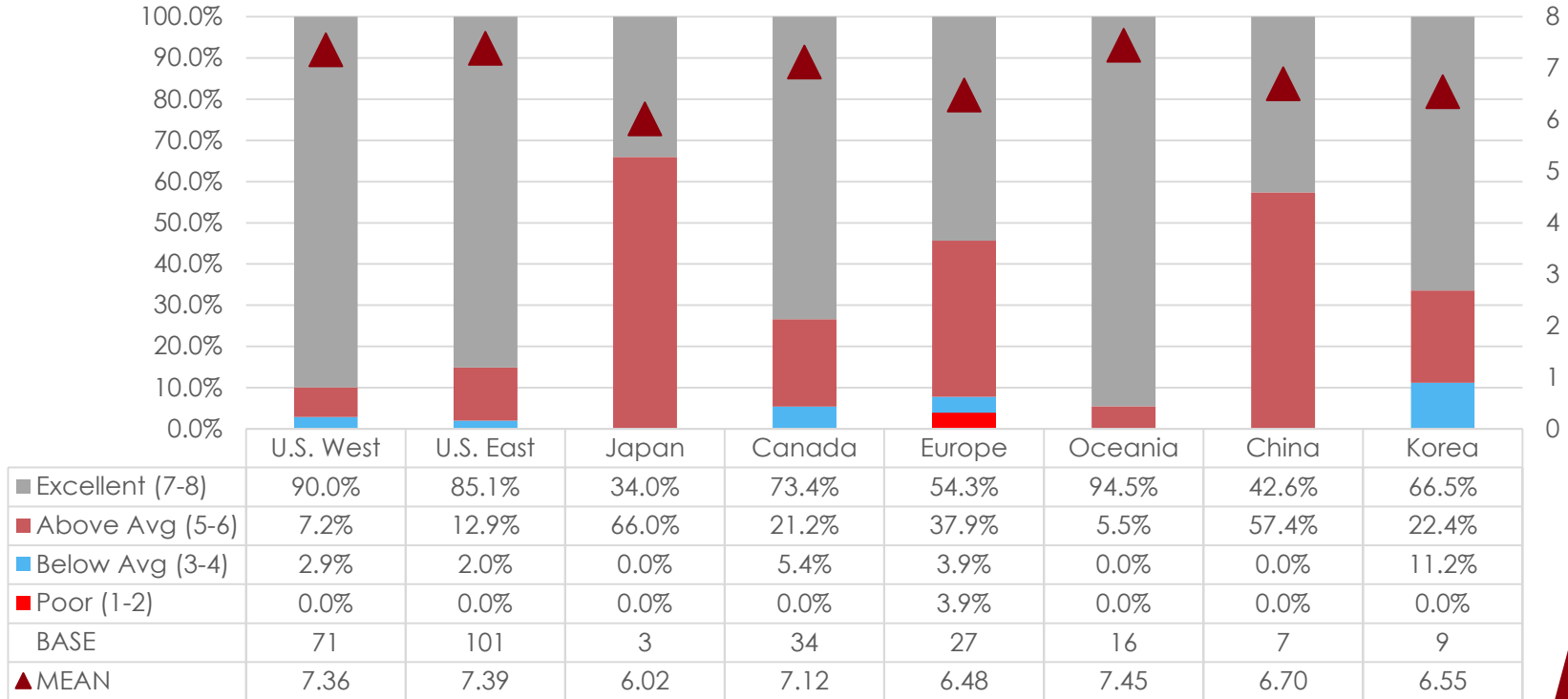
SATISFACTION – KAUA‘I BY MMA

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- Overall, visitors from U.S. East were the most satisfied with their visit to Kaua‘i.
- First-time visitors from U.S. West were more satisfied with their visit to Kaua‘i than repeat visitors.
- Among visitors to Kaua‘i from U.S. West MMA, less educated and less affluent travelers tended to be more satisfied with their trip.
- Among U.S. West visitors to Kaua‘i, we find that satisfaction is highest among younger segments of the sample.

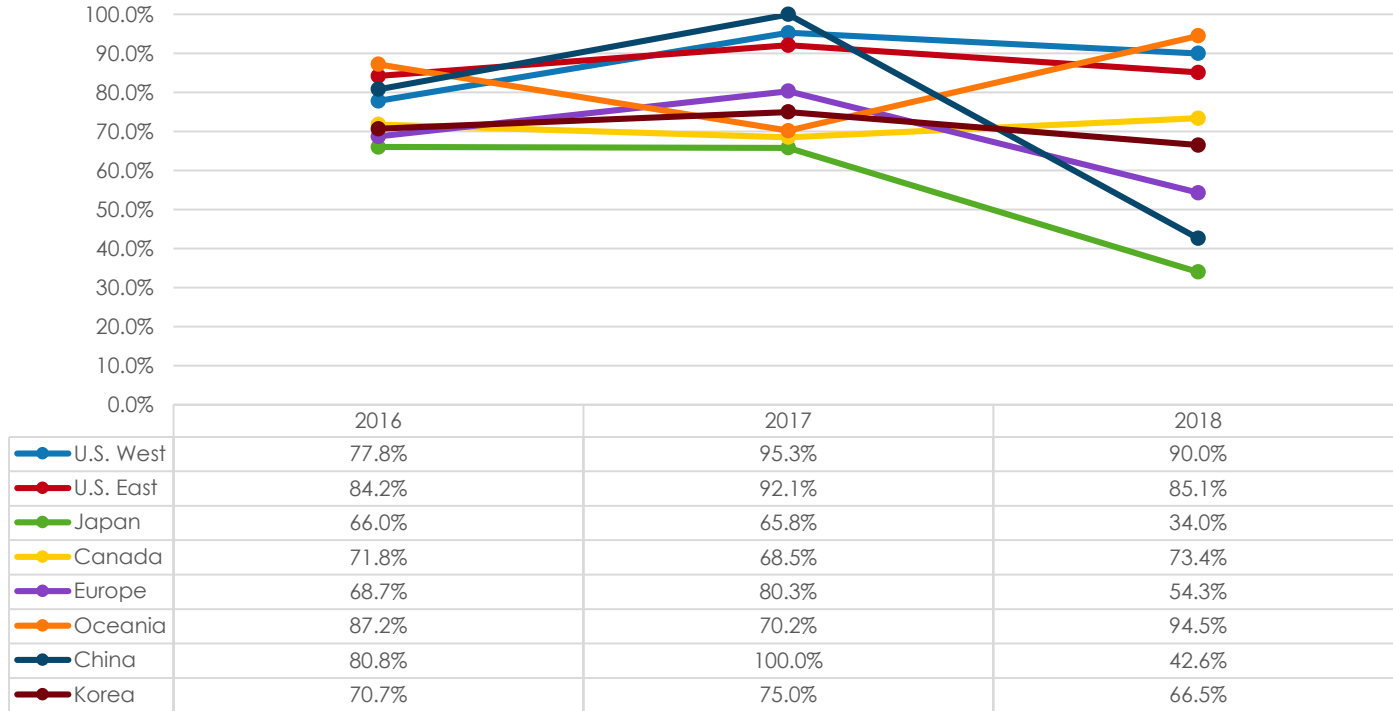
SATISFACTION – MOLOKA‘I BY MMA

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



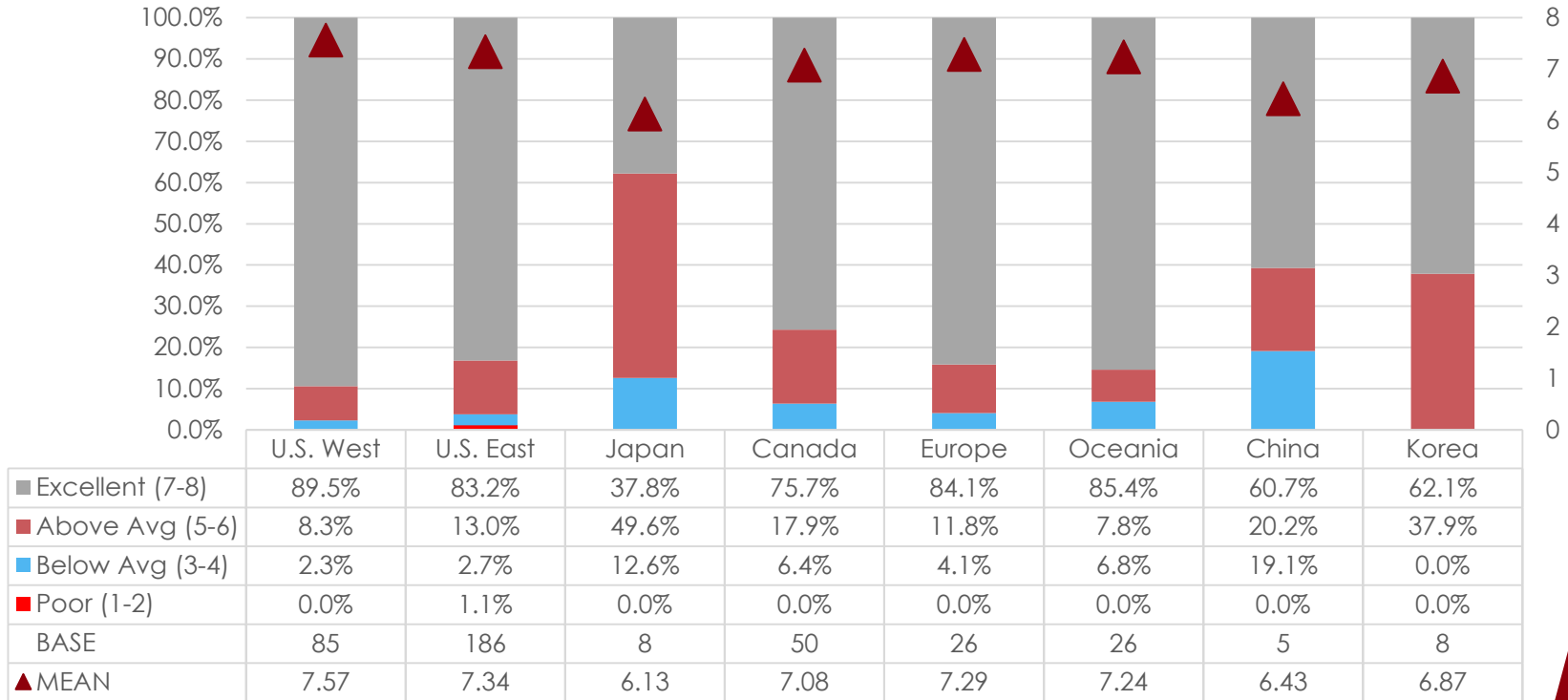
SATISFACTION – MOLOKA‘I BY MMA

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



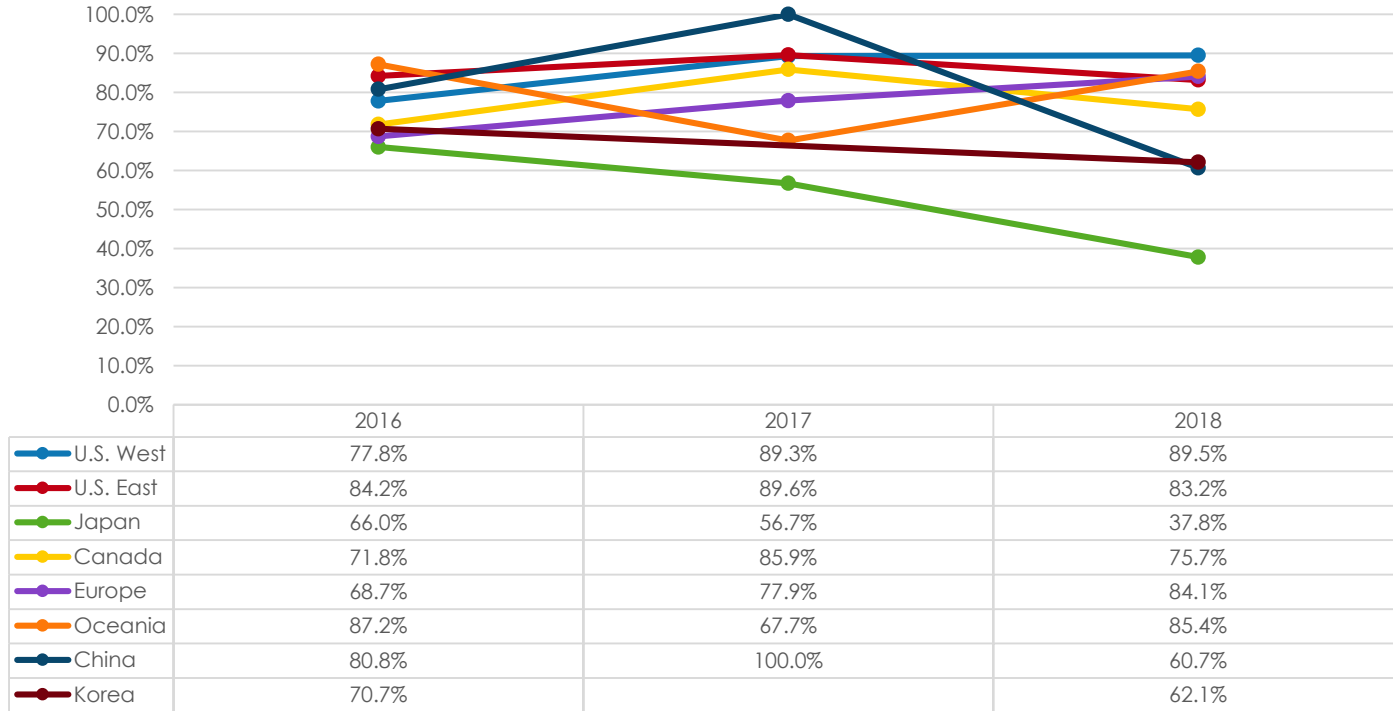
SATISFACTION – LANAI BY MMA

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



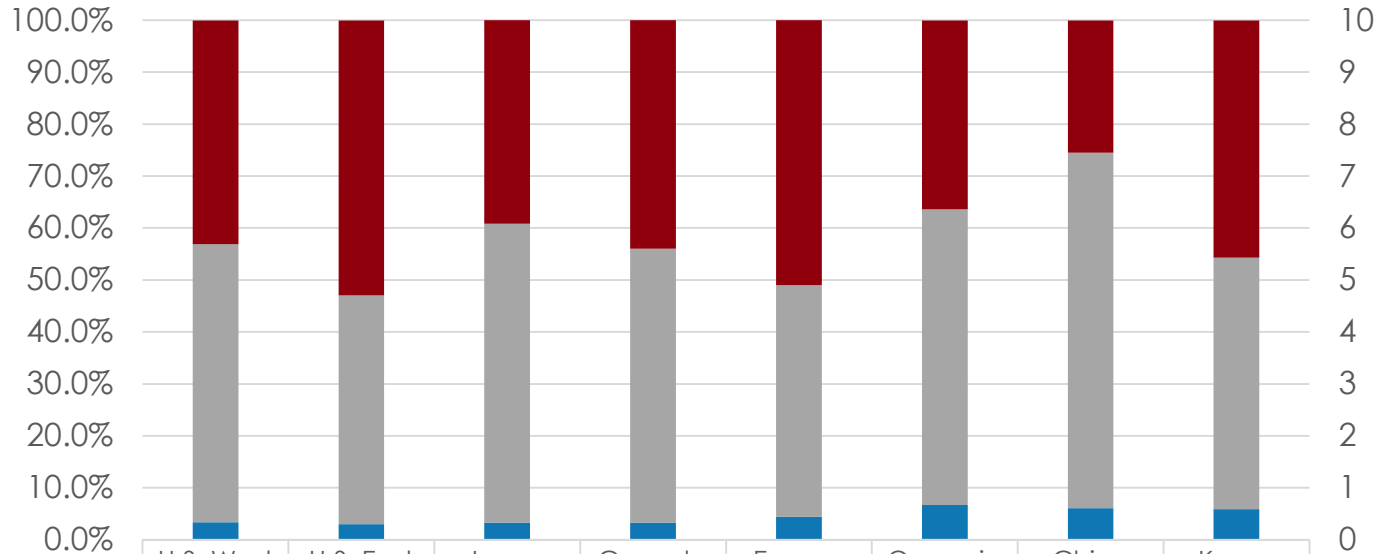
SATISFACTION – LANAI BY MMA

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



SECTION – TRIP EXPECTATIONS

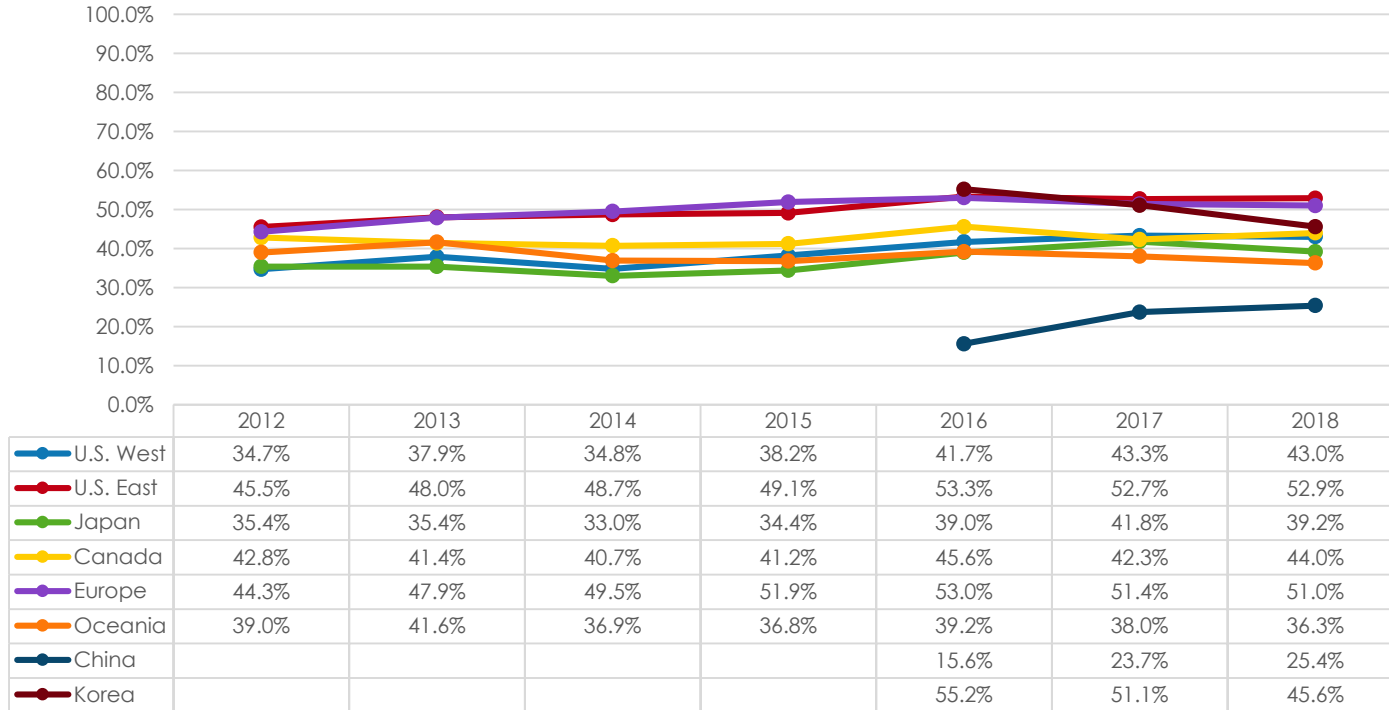
HAWAI'I TRIP EXPECTATIONS



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Exceeded expectations	43.0%	52.9%	39.2%	44.0%	51.0%	36.3%	25.4%	45.6%
■ Met expectations	53.5%	44.0%	57.5%	52.7%	44.6%	56.9%	68.4%	48.4%
■ Did NOT meet expectations	3.4%	3.0%	3.3%	3.3%	4.4%	6.7%	6.1%	5.9%
BASE	8,348	8,409	5,435	5,384	1,527	2,228	806	1,603

HAWAI'I TRIP EXPECTATIONS

TRACKING DATA – TOP BOX “EXCEEDED EXPECTATIONS”



HAWAI'I TRIP EXPECTATIONS

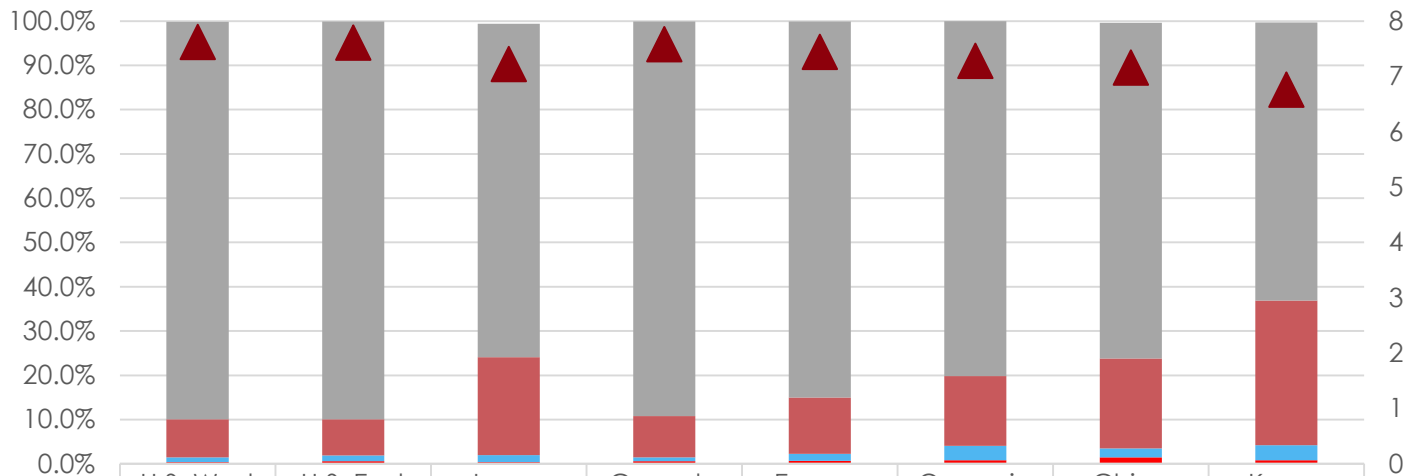
COMPARISON OF PERCENTAGES REVEAL THE FOLLOWING:

- First-time visitors were more satisfied than repeat visitors in each of the markets.
- When segmented by gender, we find females more likely to agree that the trip exceeded their expectations in the following MMAs: U.S. West, U.S. East, Japan, Canada, Europe, and Oceania.
- Among U.S. visitors, less affluent travelers were more likely to admit that this trip exceeded their expectations.
- When the results are segmented by age, we find younger travelers from the all visitor markets were more likely to feel that this trip exceeded their expectations.

SECTION – BRAND/ DESTINATION ADVOCACY

BRAND/DESTINATION – ADVOCACY

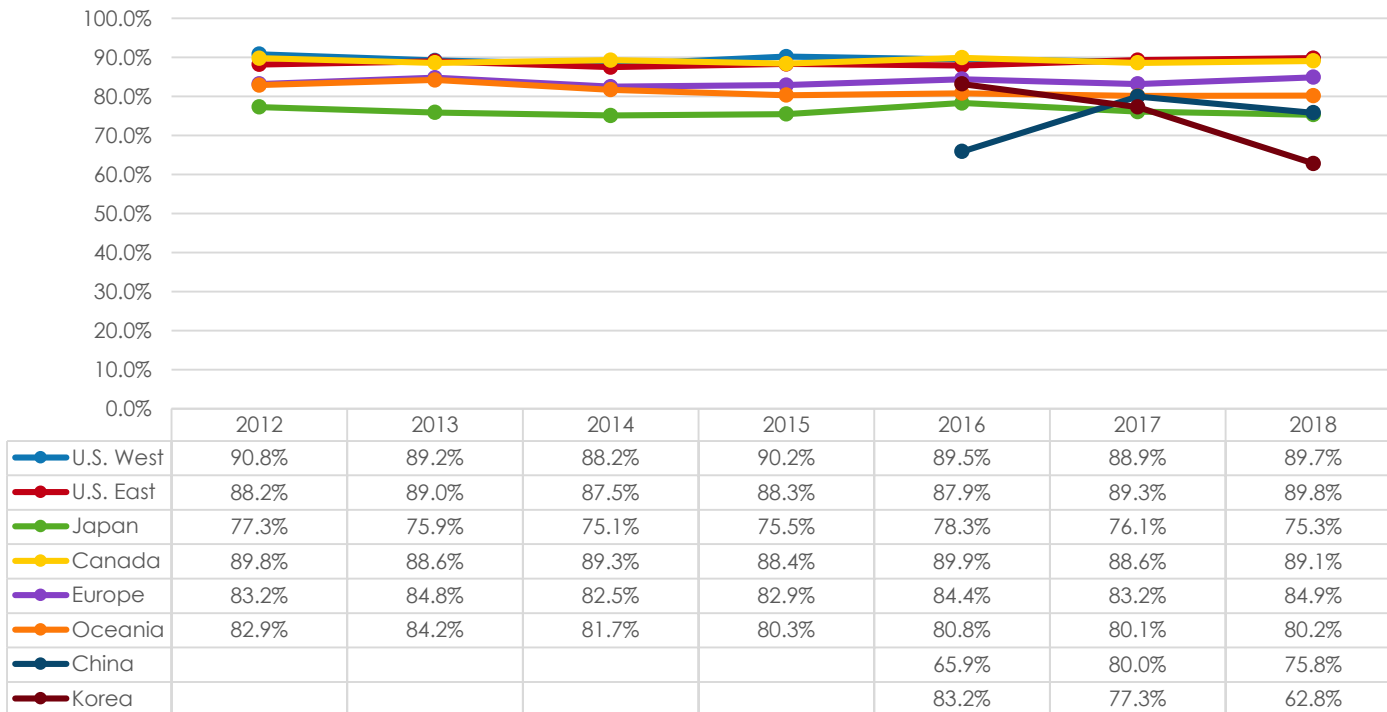
8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	89.7%	89.8%	75.3%	89.1%	84.9%	80.2%	75.8%	62.8%
■ Somewhat likely (5-6)	8.6%	8.2%	22.1%	9.3%	12.7%	15.7%	20.3%	32.7%
■ Somewhat unlikely (3-4)	1.1%	1.3%	1.6%	0.9%	1.6%	3.3%	2.0%	3.4%
■ Very unlikely (1-2)	0.4%	0.6%	0.4%	0.6%	0.7%	0.8%	1.5%	0.8%
BASE	8,348	8,409	5,435	5,384	1,527	2,228	806	1,603
▲ MEAN	7.62	7.61	7.22	7.58	7.44	7.28	7.16	6.76

BRAND/DESTINATION – ADVOCACY

TRACKING – TOP BOX “VERY LIKELY” (7-8)



BRAND/DESTINATION – ADVOCACY

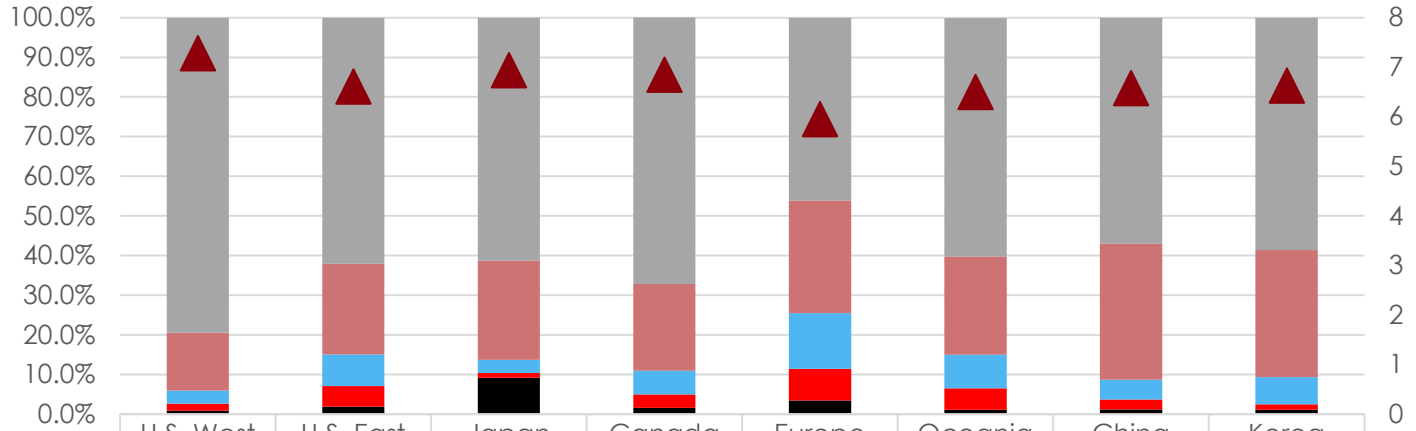
COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- Japanese visitors who went to multiple islands during their stay were more likely to recommend Hawai'i than were those whose trip was limited to a single island.
- Females tended to be more likely to recommend Hawai'i to friends and family. This trend was particularly evident among visitors from the U.S. West, U.S. East, Japan, Canada, Europe and Oceania.
- Repeat visitors from the following MMAs appear to be stronger advocates than first-time visitors from these markets: U.S. West, U.S. East, Japan and Canada.

SECTION – BRAND/ DESTINATION LOYALTY

LIKELIHOOD OF RETURN VISIT

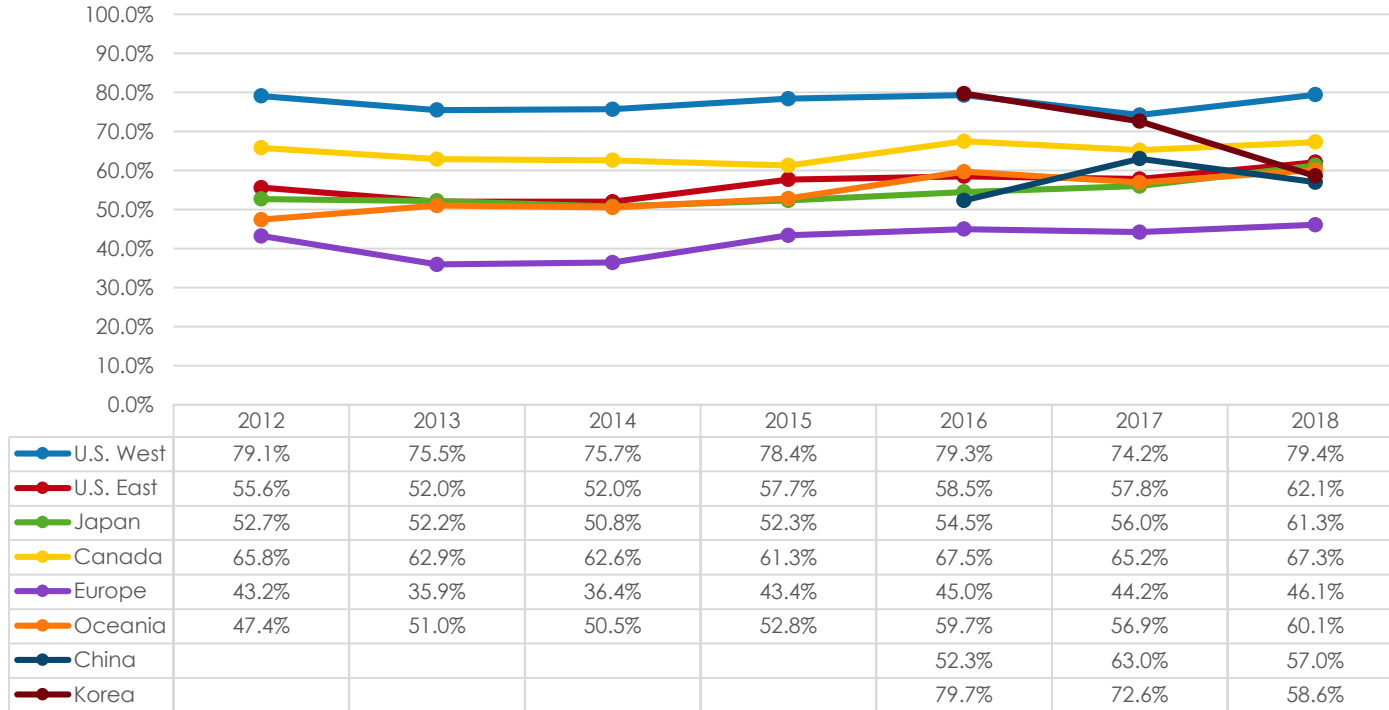
8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	79.4%	62.1%	61.3%	67.3%	46.1%	60.1%	57.0%	58.6%
■ Somewhat likely (5-6)	14.6%	22.8%	25.0%	21.8%	28.4%	24.8%	34.3%	32.0%
■ Somewhat unlikely (3-4)	3.3%	8.0%	3.3%	6.0%	14.0%	8.5%	5.0%	6.9%
■ Very unlikely (1-2)	1.8%	5.2%	1.2%	3.4%	8.0%	5.4%	2.5%	1.4%
■ Not Sure	0.9%	1.9%	9.2%	1.6%	3.5%	1.1%	1.2%	1.1%
BASE	8,348	8,409	5,435	5,384	1,527	2,228	806	1,603
▲ MEAN	7.28	6.61	6.94	6.85	5.95	6.50	6.58	6.63

LIKELIHOOD OF RETURN VISIT

TRACKING – TOP BOX “VERY LIKELY” (7-8)



LIKELIHOOD OF RETURN VISIT

COMPARISON OF MEANS REVEAL THE FOLLOWING:

- Those who are traveling by themselves versus in larger groups were the most likely express a desire to return from the following Markets: U.S. West, U.S. East, Japan, and Europe.
- In the U.S. West and U.S. East markets, more affluent visitors (\$100K+ household incomes) were the most likely to express a desire to return to Hawai'i.
- Females from Japan were more likely to indicate a desire to return to Hawai'i than were their male counterparts.
- Females from U.S. West were also more likely to want to return to Hawai'i than were male visitors.
- Those who visited just a single island were more likely to express a desire to return than were visitors who visited multiple islands during their trip. This sentiment is especially true among the following markets: U.S. West, U.S. East, Canada, Europe, and Oceania.

UNLIKELY TO RETURN – TOP REASONS U.S. WEST

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

2017	2018
51.5% Too expensive	47.4% Too expensive
45.0% Want to go someplace new	36.4% Want to go someplace new
29.1% Too crowded/ congested/ traffic	23.7% Too crowded/ congested/ traffic
25.3% Poor value	22.7% Poor value
22.8% Flight is too long	18.8% Too commercialized/ overdeveloped
17.5% Too commercialized/ overdeveloped	16.1% Flight is too long
16.2% Other financial obligations	14.4% No reason to return/ nothing new
14.0% Five years is too soon	14.3% Five years is too soon
	14.2% Other financial obligations

UNLIKELY TO RETURN – TOP REASONS U.S. EAST

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

2017	2018
58.8% Flight is too long	50.5% Too expensive
47.9% Too expensive	42.1% Flight is too long
45.2% Want to go someplace new	41.6% Want to go someplace new
19.7% Other financial obligations	17.8% Five years is too soon
19.3% Five years is too soon	17.0% Other financial obligations
14.0% Poor value	15.3% Too crowded/ congested/ traffic
11.4% Too crowded/ congested/ traffic	15.2% Poor value
10.2% Too commercialized/ overdeveloped	12.3% Too commercialized/ overdeveloped
	10.6% No compelling reason to return

UNLIKELY TO RETURN – TOP REASONS JAPAN

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

2017	2018
39.2% Want to go someplace new	41.7% Too expensive
38.1% Too expensive	30.4% Want to go someplace new
34.8% Five years is too soon	25.9% Flight is too long
25.9% Other financial obligations	25.8% Other financial obligations
22.3% Flight is too long	24.2% Five years is too soon

UNLIKELY TO RETURN – TOP REASONS CANADA

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

2017	2018
57.2% Too expensive	51.5% Too expensive
49.9% Want to go someplace new	46.7% Want to go someplace new
39.6% Flight is too long	33.1% Flight is too long
26.5% Poor value	22.4% Five years is too soon
21.1% Five years is too soon	21.7% Poor value
19.2% Other financial obligations	14.7% Too crowded/ congested/ traffic
14.6% Too commercialized/ overdeveloped	13.6% Other financial obligations
11.6% Too crowded/ congested/ traffic	13.6% Too commercialized/ overdeveloped
	10.2% No compelling reason to return

UNLIKELY TO RETURN – TOP REASONS EUROPE

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

2017	2018
66.4% Flight is too long	64.0% Flight is too long
50.2% Too expensive	49.0% Too expensive
42.5% Want to go someplace new	40.6% Want to go someplace new
24.4% Five years is too soon	21.8% Five years is too soon
19.5% Poor value	14.8% Too commercialized/ overdeveloped
16.1% Other financial obligations	13.5% Poor value
15.5% Too commercialized/ overdeveloped	13.3% Other financial obligations

UNLIKELY TO RETURN – TOP REASONS OCEANIA

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

2017	2018
54.5% Want to go someplace new	45.0% Want to go someplace new
36.9% Too expensive	42.6% Too expensive
34.4% Too commercialized/ overdeveloped	33.7% Poor value
30.5% Poor value	30.2% Too commercialized/ overdeveloped
22.9% Too crowded/ congested/ traffic	24.4% Too crowded/ congested/ traffic
17.4% Other financial obligations	19.3% No reason to return/ nothing new
17.1% Flight is too long	15.0% Flight is too long
14.9% Five years is too soon	14.4% Five years is too soon
	10.9% Other financial obligations

UNLIKELY TO RETURN – TOP REASONS CHINA

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

2017	2018
56.8% Want to go someplace new	42.8% Flight is too long
38.5% Flight is too long	39.8% Too expensive
32.4% Too expensive	31.4% Want to go someplace new
27.7% Poor value	31.3% Five years is too soon
27.1% Five years is too soon	25.7% Poor value
17.4% Other financial obligations	23.1% No reason to return/ Nothing new
	17.3% Too commercialized/ overdeveloped

UNLIKELY TO RETURN – TOP REASONS KOREA

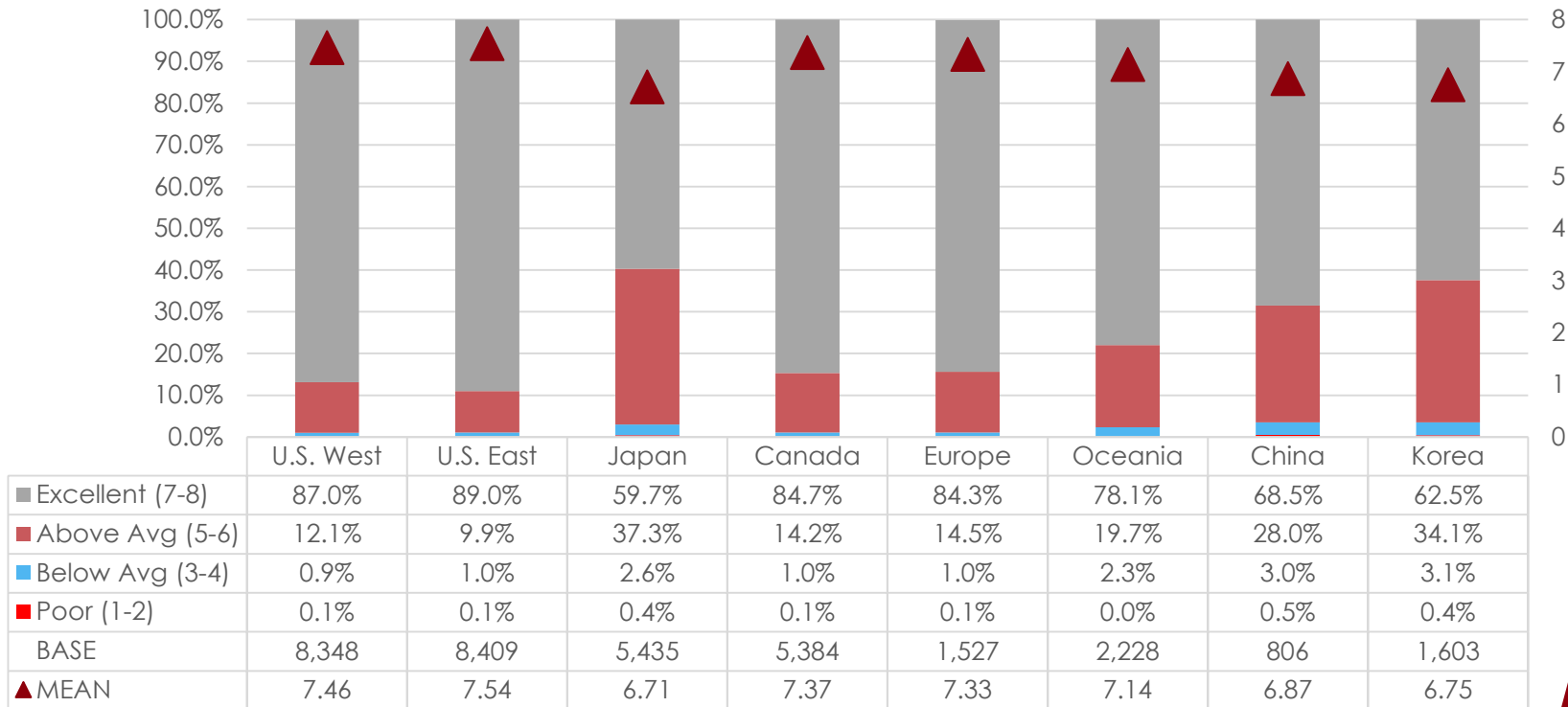
TOP RESPONSES 10%+
ITEMS HIGHLIGHTED IN RED +/- 5.0 OR GREATER VARIANCE

2017	2018
60.1% Too expensive	56.1% Too expensive
56.2% Poor value	35.2% Poor value
49.0% Flight is too long	31.7% Flight is too long
29.0% Want to go someplace new	28.3% No reason to return/ Nothing new
27.2% Other financial obligations	27.6% Want to go someplace new
21.3% Five years is too soon	27.0% Five years is too soon
20.0% Too commercialized/ overdeveloped	16.8% Other financial obligations
14.2% Too crowded/ congested/ traffic	12.2% Too commercialized/ overdeveloped
12.6% Unfriendly people	11.6% Unfriendly people
12.5% Poor service	11.4% Poor service

SECTION – EXPERIENCES

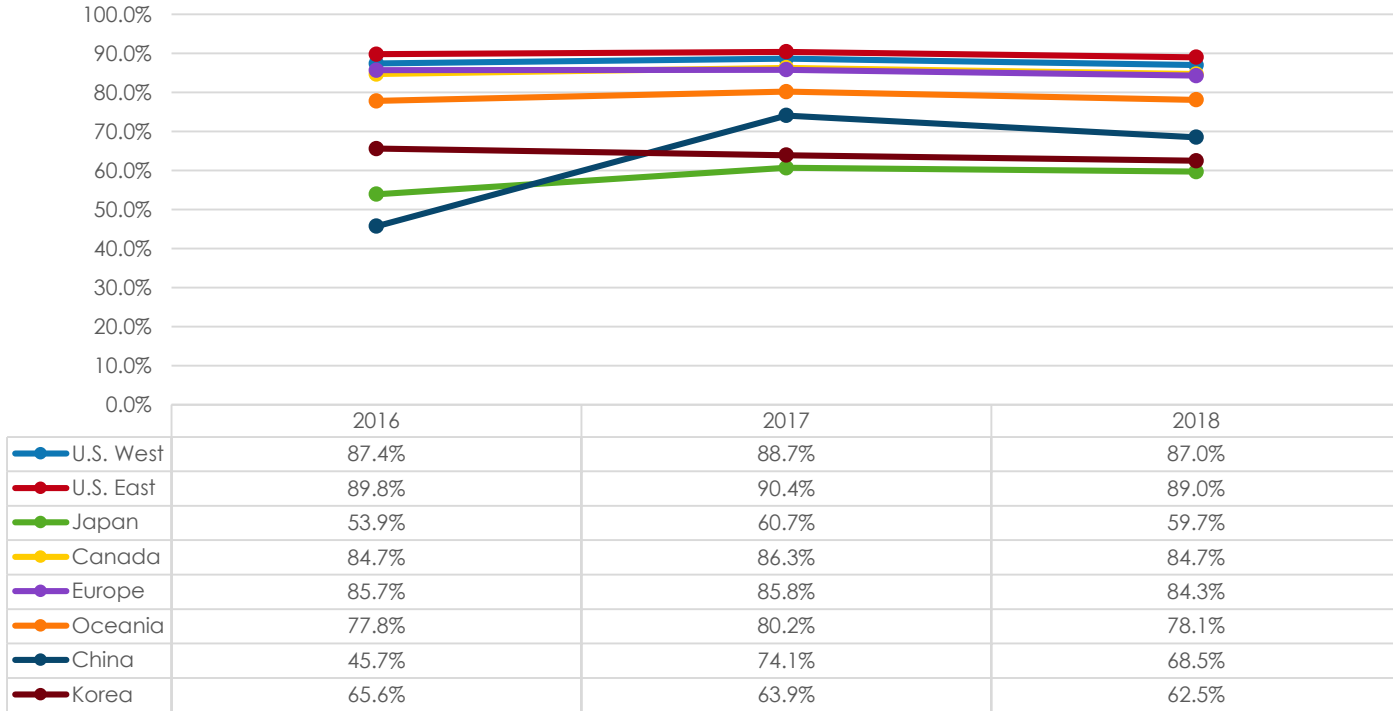
OFFERING A VARIETY OF EXPERIENCES

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



OFFERING A VARIETY OF EXPERIENCES

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



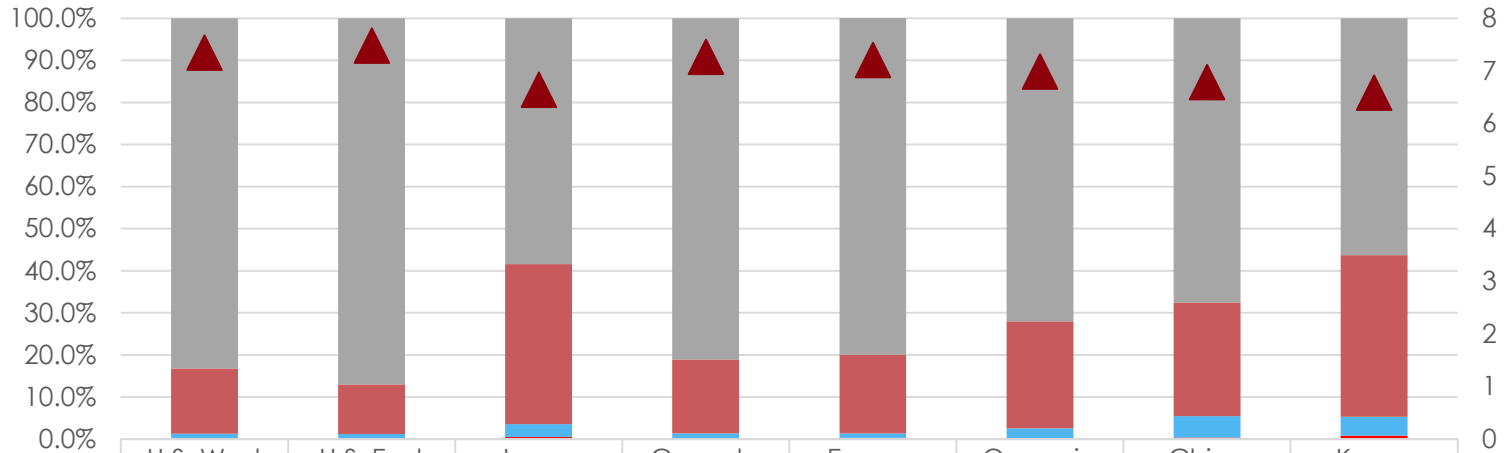
OFFERING A VARIETY OF EXPERIENCES

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- Among Japanese visitors, satisfaction in this area declines with age with seniors being the least satisfied overall with the variety of experiences.
- Repeat visitors from Japan are particularly unimpressed with the variety of experiences during their trip.
- When the results are broken down by gender we find females more satisfied than males among the following markets: U.S. West, U.S. East, Canada, Europe, and Oceania.

NUMBER OF DIFFERENT/UNIQUE EXPERIENCES

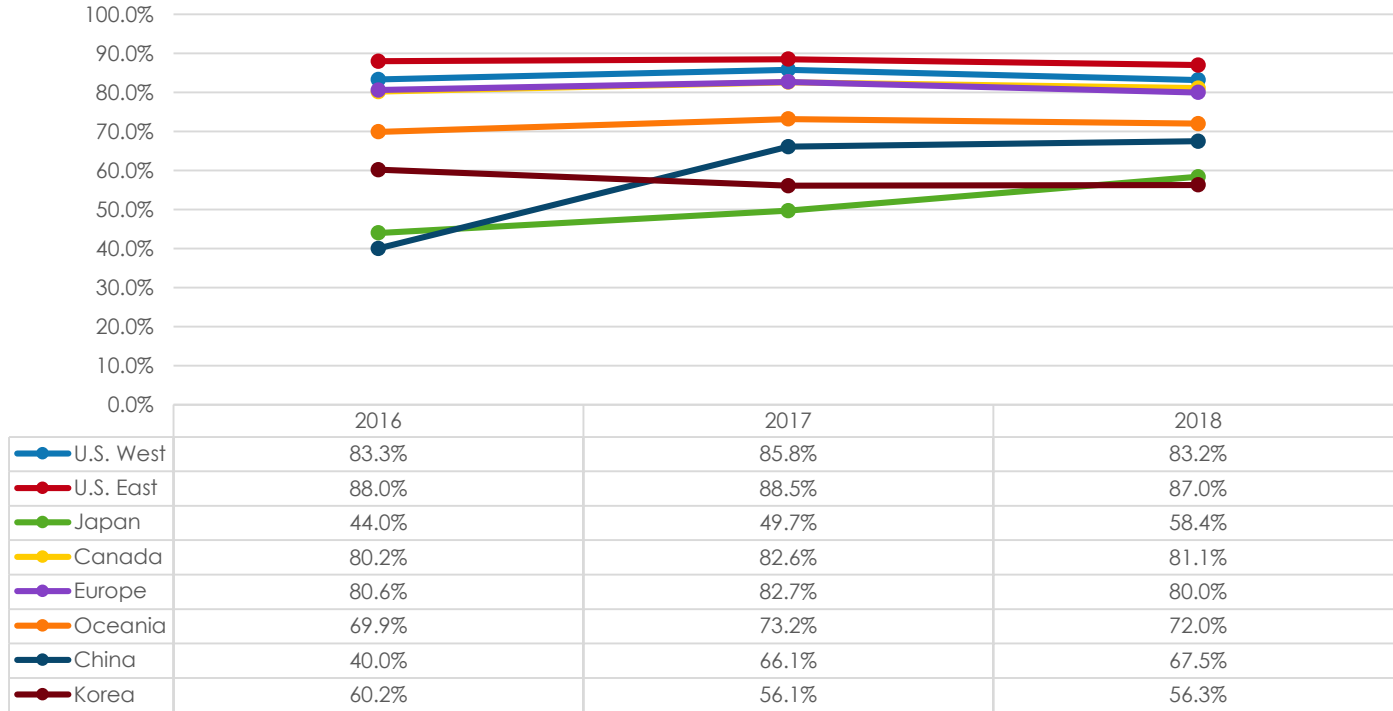
8-pt Rating Scale
8=Excellent / 1=Poor



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Excellent (7-8)	83.2%	87.0%	58.4%	81.1%	80.0%	72.0%	67.5%	56.3%
■ Above Avg (5-6)	15.5%	11.8%	38.0%	17.5%	18.7%	25.4%	27.0%	38.4%
■ Below Avg (3-4)	1.2%	1.1%	3.1%	1.3%	1.1%	2.5%	5.1%	4.5%
■ Poor (1-2)	0.1%	0.1%	0.5%	0.1%	0.3%	0.1%	0.4%	0.8%
BASE	8,348	8,409	5,435	5,384	1,527	2,228	806	1,603
▲ MEAN	7.35	7.48	6.64	7.27	7.21	6.99	6.79	6.59

NUMBER OF DIFFERENT/UNIQUE EXPERIENCES

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



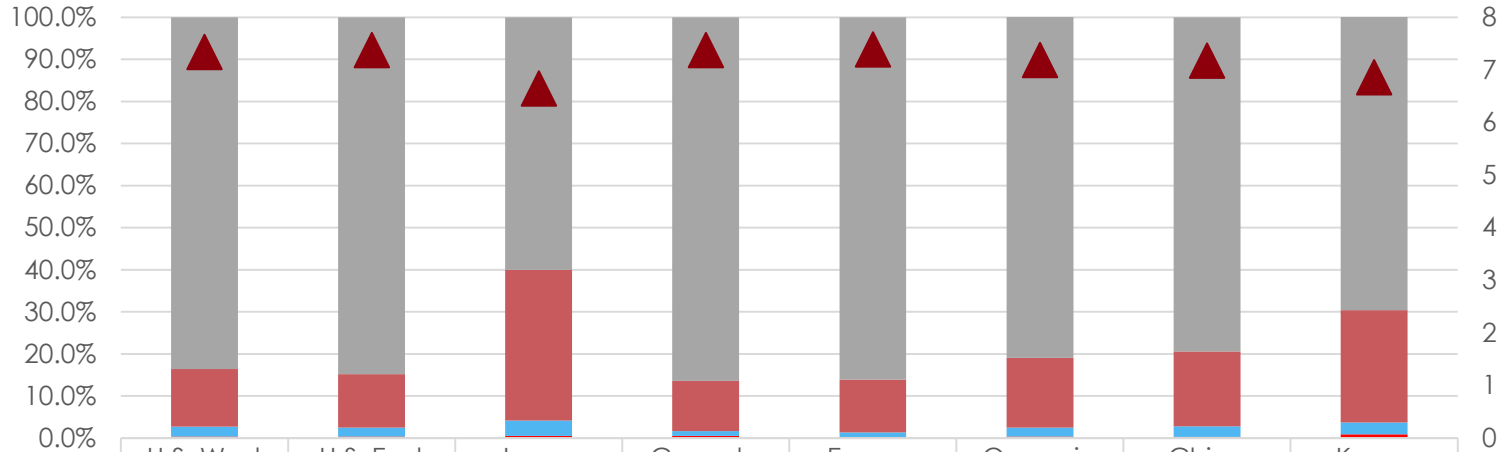
NUMBER OF DIFFERENT/UNIQUE EXPERIENCES

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- Respondents who visited multiple islands during the trip tended to be more satisfied in this area from the following markets: U.S. West, U.S. East, Japan, Canada, Oceania, and China.
- Female visitors from the following markets were more satisfied in terms of having different and unique experiences than were males: U.S. West, U.S. East, Canada, Oceania, and Korea.
- Satisfaction declines with age amongst visitors from Japan and Canada.

BEING A SAFE AND SECURE DESTINATION

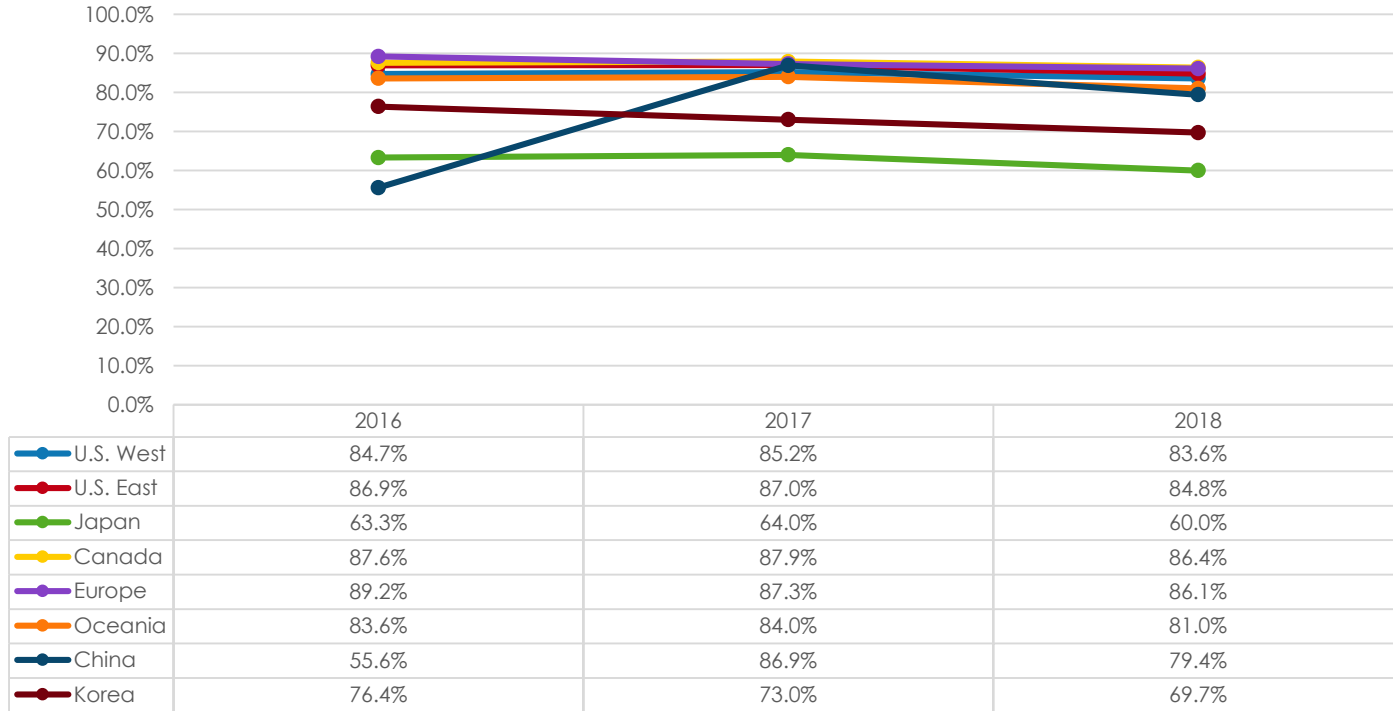
8-pt Rating Scale
8=Excellent / 1=Poor



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Excellent (7-8)	83.6%	84.8%	60.0%	86.4%	86.1%	81.0%	79.4%	69.7%
■ Above Avg (5-6)	13.7%	12.7%	35.8%	11.9%	12.5%	16.6%	17.8%	26.7%
■ Below Avg (3-4)	2.3%	2.1%	3.7%	1.2%	1.2%	2.1%	2.5%	2.8%
■ Poor (1-2)	0.4%	0.4%	0.5%	0.5%	0.2%	0.4%	0.3%	0.9%
BASE	8,348	8,409	5,435	5,384	1,527	2,228	806	1,603
▲ MEAN	7.34	7.38	6.65	7.38	7.39	7.19	7.18	6.86

BEING A SAFE AND SECURE DESTINATION

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



BEING A SAFE AND SECURE DESTINATION

COMPARISON OF MEAN SCORES REVEAL THE FOLLOWING:

- In general, visitors from all markets who are traveling by themselves to Hawai'i feel less safe compared to those traveling with others.
- More educated Japanese visitors or those with a college degree felt safer on their trip than did Japanese visitors without a college degree.
- Among U.S. West visitors, more affluent respondents felt safer on their trip.
- Among Japanese respondents, younger visitors felt the least safe and satisfaction in this area rises in the older age group.

SECTION – ACTIVITIES

ACTIVITIES – SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	95.8%	96.5%	95.5%	96.7%	95.7%	92.3%	95.7%	95.6%
On own (self-guided)	85.1%	81.8%	68.8%	85.5%	72.3%	48.7%	59.6%	76.9%
Helicopter/ airplane	6.6%	12.1%	2.3%	8.9%	15.0%	8.2%	22.8%	5.4%
Boat/ submarine/ whale	25.9%	31.1%	9.7%	25.2%	26.6%	18.7%	27.6%	16.2%
Visit towns	56.3%	57.0%	31.2%	59.5%	46.3%	31.4%	31.3%	35.3%
Limo/ van/ bus tour	7.8%	16.4%	19.5%	10.8%	21.3%	35.9%	18.4%	15.3%
Scenic views/ natural landmark	61.4%	69.9%	23.3%	68.0%	64.4%	51.7%	56.3%	53.3%
Movie/ TV/ film location	4.1%	7.0%	4.1%	5.0%	7.8%	9.6%	29.6%	12.8%

ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.0%	96.2%	96.2%	98.2%	96.5%	94.1%	94.1%	97.9%
Beach/ sunbathing	85.5%	83.8%	73.1%	90.6%	86.3%	78.4%	75.1%	78.5%
Bodyboard/ Standup paddle board	17.0%	11.3%	3.7%	17.1%	12.5%	9.6%	4.0%	6.7%
Surfing	6.7%	6.5%	3.6%	10.5%	12.1%	9.4%	7.9%	10.7%
Canoeing/ kayak	8.7%	7.6%	2.1%	7.0%	7.9%	4.0%	3.8%	4.7%
Swim- ocean	68.3%	65.1%	38.4%	76.5%	69.5%	64.1%	39.2%	49.0%
Snorkel	49.9%	42.9%	17.2%	54.0%	43.8%	27.7%	21.0%	45.4%
Windsurf/ Kitesurf	0.2%	0.3%	0.2%	0.5%	1.1%	0.2%	1.9%	1.3%
Jet ski/ Parasail	2.3%	1.8%	2.9%	1.2%	0.7%	1.4%	1.1%	5.7%
Scuba	3.1%	3.2%	2.2%	3.6%	3.8%	1.1%	3.6%	3.9%
Fishing	3.4%	3.1%	1.5%	2.4%	1.3%	1.1%	4.9%	1.6%
Golf	7.4%	6.7%	7.5%	8.0%	2.4%	3.1%	5.7%	3.6%

ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.0%	96.2%	96.2%	98.2%	96.5%	94.1%	94.1%	97.9%
Run/ Jog/ Fitness walk	30.8%	28.5%	14.7%	33.1%	19.1%	22.8%	20.6%	8.7%
Spa	10.1%	9.9%	6.5%	6.7%	5.6%	7.7%	5.5%	6.0%
Hiking/Backpack/Camp	32.4%	36.0%	7.4%	35.5%	26.9%	10.8%	13.7%	13.5%
Agritourism	13.6%	17.1%	12.2%	12.5%	10.5%	8.1%	17.3%	19.3%
Sport event/ tournament	2.8%	2.2%	1.8%	3.6%	2.4%	2.0%	1.7%	2.1%
Park/ botanical garden	38.2%	45.3%	24.0%	43.4%	40.9%	32.9%	41.1%	25.3%
Waterpark	1.5%	1.2%	3.5%	1.6%	3.1%	2.0%	13.1%	3.9%
Mountain tube/ waterfall rappel	2.0%	1.7%	0.7%	1.5%	3.8%	0.9%	1.5%	1.4%
Zip-lining	6.0%	5.9%	0.7%	3.6%	3.0%	2.4%	1.9%	1.6%
Skydiving	0.4%	0.5%	0.8%	0.4%	0.8%	0.1%	10.9%	3.5%
All terrain vehicle (ATV)	2.9%	3.8%	1.1%	2.3%	3.3%	3.3%	7.3%	6.6%
Horseback riding	2.3%	2.3%	5.0%	1.9%	1.7%	1.6%	11.1%	3.4%

ACTIVITIES – ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	98.4%	97.7%	98.3%	98.6%	97.1%	98.2%	96.1%	98.8%
Lunch/ sunset/ dinner/ evening cruise	23.0%	26.1%	15.7%	21.9%	29.9%	21.0%	60.7%	37.0%
Live music/ stage show	32.2%	37.3%	20.3%	33.3%	30.7%	25.3%	16.2%	15.1%
Nightclub/ dancing/ bar/ karaoke	9.4%	10.0%	6.6%	8.6%	8.1%	9.4%	9.7%	9.0%
Fine dining	53.6%	55.7%	45.4%	48.1%	40.6%	38.3%	47.6%	55.2%
Family restaurant	62.8%	58.3%	23.4%	63.4%	48.8%	67.7%	19.1%	37.6%
Fast food	36.5%	35.7%	53.0%	47.1%	46.4%	49.9%	43.5%	50.2%
Food truck	30.7%	31.2%	14.6%	35.2%	25.9%	23.9%	18.4%	47.5%
Café/ coffee house	46.6%	43.9%	53.8%	52.4%	53.0%	58.8%	37.3%	54.4%
Ethnic dining	31.9%	34.0%	10.3%	26.7%	18.6%	14.5%	18.5%	24.6%
Prepared own meal	55.1%	43.6%	18.7%	68.2%	37.6%	25.2%	18.0%	11.3%

ACTIVITIES – SHOPPING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.7%	95.9%	97.6%	97.4%	95.6%	96.9%	93.9%	97.1%
Mall/ department store	42.4%	43.1%	79.9%	59.1%	58.6%	78.0%	66.5%	77.2%
Designer boutique	17.5%	18.6%	25.1%	19.9%	17.7%	23.8%	9.0%	4.6%
Hotel/ resort store	33.5%	39.2%	35.4%	27.4%	30.7%	35.2%	24.7%	30.2%
Swap meet/ flea market	17.4%	15.6%	3.6%	17.4%	6.7%	9.2%	4.4%	3.6%
Discount/ outlet store	17.3%	17.8%	23.7%	22.5%	20.0%	49.4%	40.7%	61.6%
Supermarket	68.2%	59.2%	65.7%	73.9%	70.2%	54.0%	62.2%	57.1%
Farmer's market	37.2%	31.2%	18.1%	44.7%	28.9%	17.0%	13.1%	10.3%
Convenience store	46.5%	48.1%	45.6%	52.7%	36.0%	65.1%	42.2%	43.3%
Duty free store	3.7%	4.6%	42.1%	7.4%	6.9%	12.5%	50.7%	45.8%
Local shop/ artisan	65.7%	67.0%	10.7%	66.7%	59.1%	51.3%	24.8%	14.7%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	71.8%	77.1%	55.5%	72.9%	74.8%	74.6%	80.9%	66.4%
Historic military site	18.6%	28.3%	18.1%	16.8%	33.2%	45.5%	51.9%	18.9%
Other historical site	29.2%	31.4%	18.1%	29.4%	29.5%	21.7%	28.6%	28.6%
Museum/ art gallery	19.2%	18.3%	6.4%	19.8%	15.5%	14.5%	15.9%	7.3%
Luau/ Polynesian show/ hula show	32.0%	42.0%	12.9%	34.4%	34.2%	31.5%	13.2%	21.9%
Lesson- ex. ukulele, hula, canoe, lei making	7.1%	8.5%	6.4%	8.2%	8.1%	6.6%	10.7%	5.2%
Play/ concert/ theatre	4.7%	5.1%	3.1%	5.5%	5.5%	4.4%	3.8%	4.7%
Art/ craft fair	15.0%	13.5%	3.4%	14.5%	9.0%	5.6%	11.7%	5.9%
Festival event	5.3%	5.3%	3.1%	6.0%	4.7%	4.1%	1.8%	2.7%

ACTIVITIES – TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	92.8%	92.4%	95.9%	96.0%	94.4%	96.9%	92.7%	95.5%
Airport shuttle	18.4%	20.2%	24.0%	22.2%	26.8%	53.1%	19.5%	15.9%
Trolley	2.3%	3.4%	46.2%	4.5%	7.2%	22.6%	8.0%	21.8%
Public bus	4.4%	5.7%	16.9%	11.1%	18.7%	30.1%	18.8%	12.2%
Tour bus/ tour van	8.9%	18.0%	27.0%	12.4%	20.3%	37.0%	24.6%	30.7%
Taxi/ limo	7.6%	12.4%	31.7%	15.3%	25.9%	39.0%	24.6%	20.7%
Rental car	80.0%	74.2%	33.1%	81.1%	62.4%	31.0%	51.9%	62.0%
Ride share	12.1%	14.9%	3.2%	9.1%	11.9%	20.6%	14.7%	7.4%
Bicycle rental	2.7%	2.2%	2.9%	3.4%	3.3%	1.7%	3.2%	1.3%

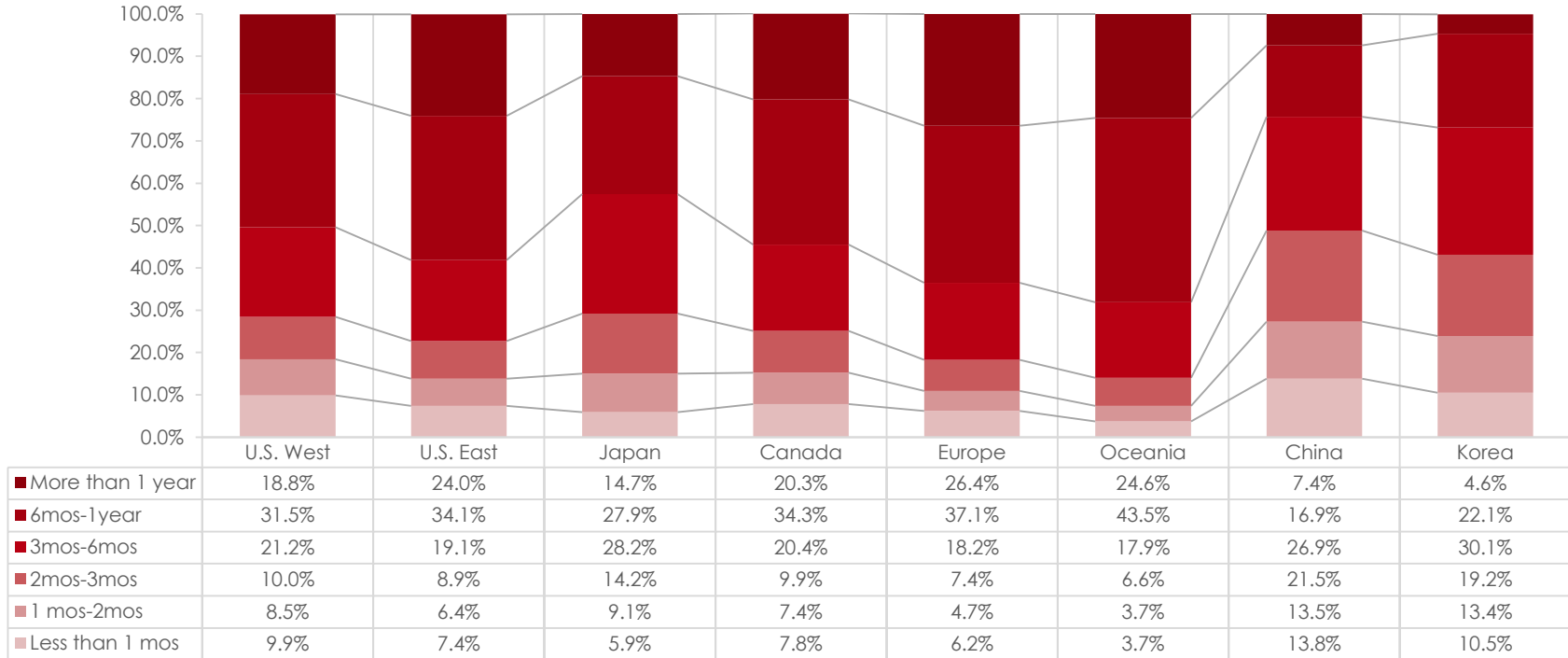
ACTIVITIES – OTHER

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	31.3%	26.4%	12.6%	20.1%	15.5%	9.1%	19.6%	16.2%
Visit friends/ family	30.5%	25.6%	11.9%	19.0%	13.4%	8.4%	17.7%	14.6%
Volunteer- non-profit	1.5%	1.3%	0.9%	1.3%	2.3%	0.9%	2.5%	1.8%

SECTION – TRAVEL PLANNING

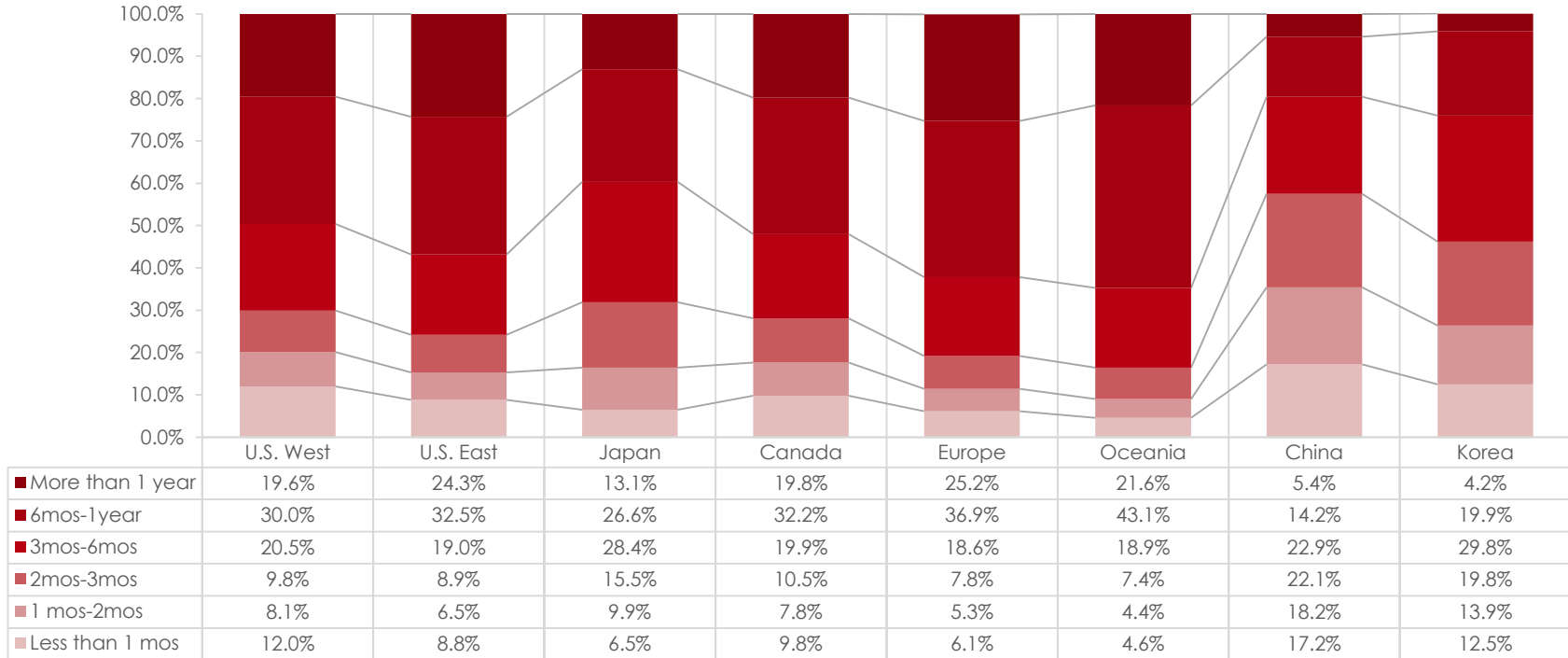
TRAVEL PLANNING

Decision to take vacation/ pleasure trip



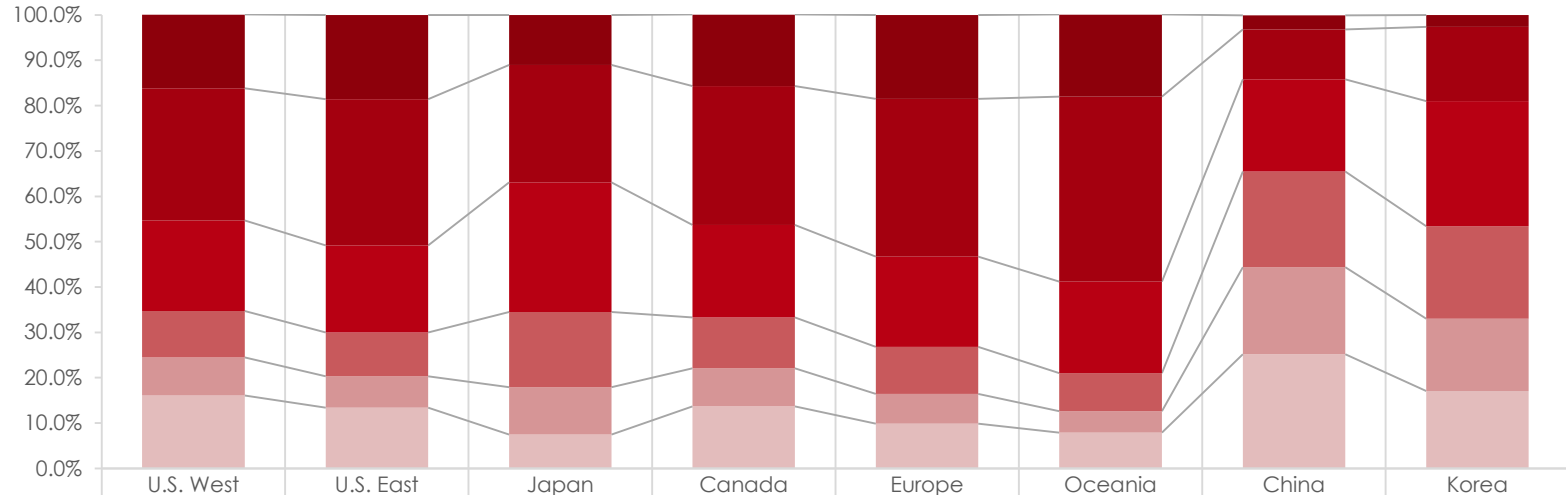
TRAVEL PLANNING

Decision to visit HAWAI'I



TRAVEL PLANNING

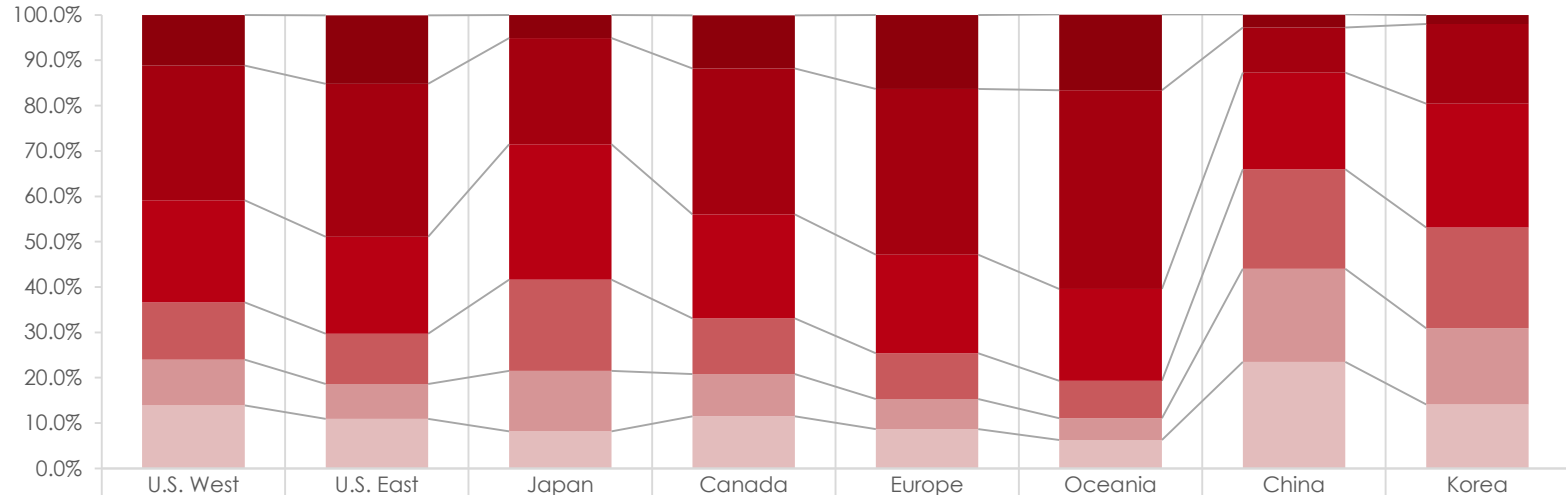
Decision on which island to visit



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
More than 1 year	16.3%	18.6%	11.0%	15.8%	18.5%	18.1%	3.1%	2.6%
6mos-1year	29.1%	32.2%	25.9%	30.6%	34.8%	40.8%	11.0%	16.4%
3mos-6mos	20.0%	19.2%	28.6%	20.4%	19.9%	20.2%	20.3%	27.6%
2mos-3mos	10.2%	9.7%	16.6%	11.2%	10.4%	8.4%	21.1%	20.4%
1 mos-2mos	8.4%	6.9%	10.4%	8.4%	6.5%	4.7%	19.2%	15.9%
Less than 1 mos	16.1%	13.4%	7.5%	13.7%	9.9%	7.9%	25.2%	17.1%

TRAVEL PLANNING

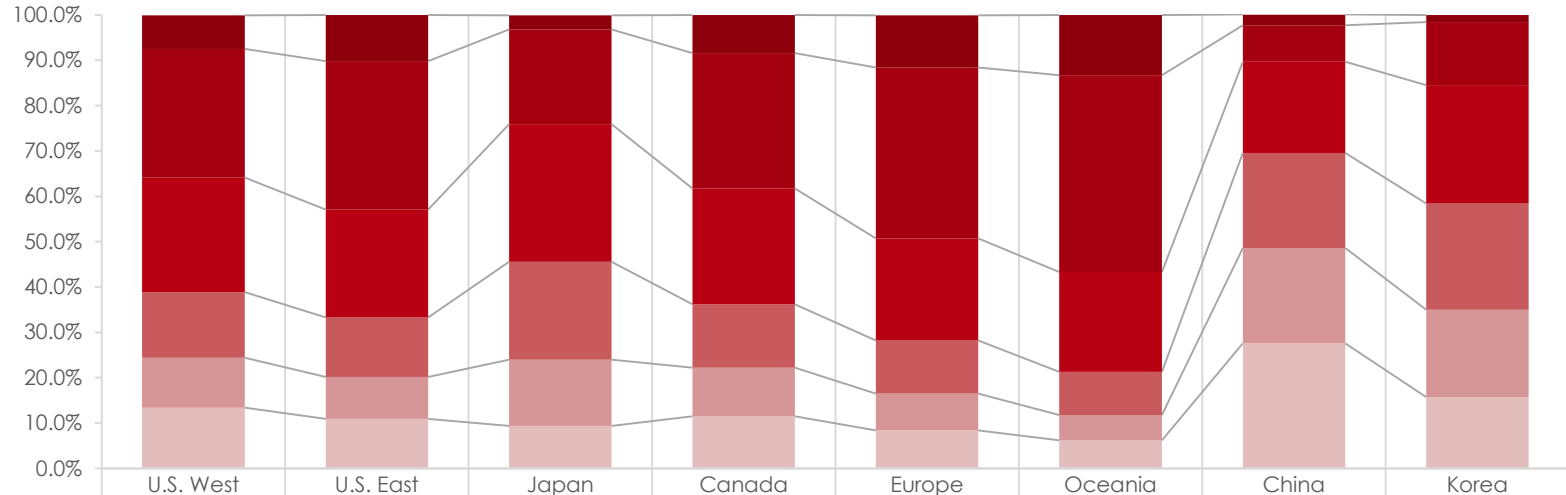
Determining the dates of your trip



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
More than 1 year	11.2%	15.1%	5.1%	11.7%	16.3%	16.7%	2.9%	2.0%
6mos-1year	29.7%	33.7%	23.4%	32.2%	36.6%	43.8%	9.9%	17.6%
3mos-6mos	22.5%	21.4%	29.9%	22.9%	21.7%	20.3%	21.3%	27.3%
2mos-3mos	12.6%	11.1%	20.1%	12.3%	10.1%	8.2%	22.0%	22.2%
1 mos-2mos	10.1%	7.7%	13.3%	9.3%	6.6%	4.8%	20.5%	16.8%
Less than 1 mos	13.9%	10.9%	8.2%	11.5%	8.7%	6.3%	23.5%	14.1%

TRAVEL PLANNING

Begin booking your trip



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
More than 1 year	7.4%	10.2%	3.1%	8.4%	11.5%	13.3%	2.4%	1.6%
6mos-1year	28.4%	32.7%	20.9%	29.9%	37.7%	43.4%	8.0%	13.9%
3mos-6mos	25.2%	23.8%	30.3%	25.5%	22.5%	22.0%	20.1%	26.1%
2mos-3mos	14.5%	13.1%	21.6%	14.0%	11.7%	9.5%	21.0%	23.4%
1 mos-2mos	11.0%	9.3%	14.6%	10.7%	8.1%	5.6%	21.0%	19.3%
Less than 1 mos	13.4%	10.9%	9.4%	11.5%	8.4%	6.2%	27.6%	15.7%

TRAVEL PLANNING SEGMENTATION

- Visitors from Asia have shorter travel planning and decision-making timeframes in general.
- Those who traveled here in smaller parties of one or two individuals tended to have shorter travel planning and decision-making windows prior to arrival.
- Older visitors from U.S. West, U.S. East, Canada, and Japan were more likely to have chosen Hawai'i as a destination at least six month prior to arrival. Younger segments from these MMAs appear to have shorter planning windows.

TRAVEL PLANNING- SOURCES OF INFORMATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Personal experience	42.0%	32.1%	21.5%	37.9%	19.6%	25.5%	21.1%	10.7%
Recommendations from friends/ relatives	31.4%	35.6%	15.4%	34.3%	27.5%	28.3%	22.0%	15.9%
Online travel booking sites	28.3%	27.8%	12.7%	37.8%	29.5%	25.6%	33.0%	15.5%
Travel agents/ Packaged tour companies	13.1%	20.2%	53.9%	14.7%	39.3%	56.5%	47.4%	46.0%
Travel information websites	18.6%	23.5%	13.1%	26.6%	28.9%	23.7%	25.1%	10.6%
Mobile apps	19.0%	19.4%	8.7%	16.1%	17.9%	13.5%	21.7%	18.4%
Guide books	13.3%	18.3%	24.4%	18.7%	28.0%	8.0%	16.0%	12.0%
Travel blogs	11.1%	15.5%	20.2%	20.0%	22.6%	13.6%	15.5%	38.5%
GoHawaii.com	12.3%	18.0%	6.8%	21.5%	25.7%	15.9%	11.2%	1.7%
Information from Airlines	13.6%	12.9%	9.4%	10.4%	9.6%	7.7%	7.4%	3.4%
Social media	9.1%	11.4%	16.0%	13.5%	14.6%	12.0%	13.6%	19.9%
Information from Hotels/resort front desk/concierge/tour desk)	11.4%	15.6%	7.3%	9.9%	9.8%	9.4%	7.3%	3.7%

TRAVEL PLANNING- SOURCES OF INFORMATION

- Visitors from Japan, Oceania, China, and Korea were more reliant on travel agents and companies that specialize in packaged tours than were visitors from the other markets.
- Japanese and European visitors were the most reliant on guide books.
- Word-of-mouth recommendations from friends and relatives were more likely to be mentioned by visitors from the U.S. Mainland and Canada.
- Japanese visitors were the least reliant on mobile apps as an informational source for this most recent trip.
- Japanese and Korean visitors were also the least likely to have visited GoHawaii.com prior to arrival.

SECTION – TRIP PURPOSE

PRIMARY PURPOSE OF TRIP

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Vacation	59.5%	55.8%	65.4%	74.3%	66.6%	73.8%	71.2%	52.7%
Anniversary/ birthday	7.8%	9.0%	3.6%	5.7%	5.7%	5.7%	2.0%	3.8%
Visit friends/ relatives	8.2%	9.3%	1.2%	3.1%	4.2%	2.2%	3.2%	0.7%
Honeymoon	2.0%	3.8%	10.2%	2.3%	8.3%	2.4%	3.7%	28.9%
Business trip	3.9%	4.7%	2.4%	0.9%	1.7%	0.5%	3.8%	1.5%
Wedding/ vow renewal	3.2%	2.8%	4.5%	2.8%	1.6%	1.1%	1.6%	0.6%
Convention, conference, seminar	2.6%	4.1%	0.9%	1.8%	3.4%	0.4%	2.9%	2.0%
Vacation home/ timeshare	3.0%	2.2%	1.9%	2.1%	0.4%	0.2%	0.6%	0.1%
Family gathering/ reunion	2.5%	1.6%	0.9%	2.1%	1.2%	1.2%	1.7%	1.1%
Sporting event	1.5%	0.9%	1.1%	1.3%	1.3%	0.5%	0.2%	0.1%

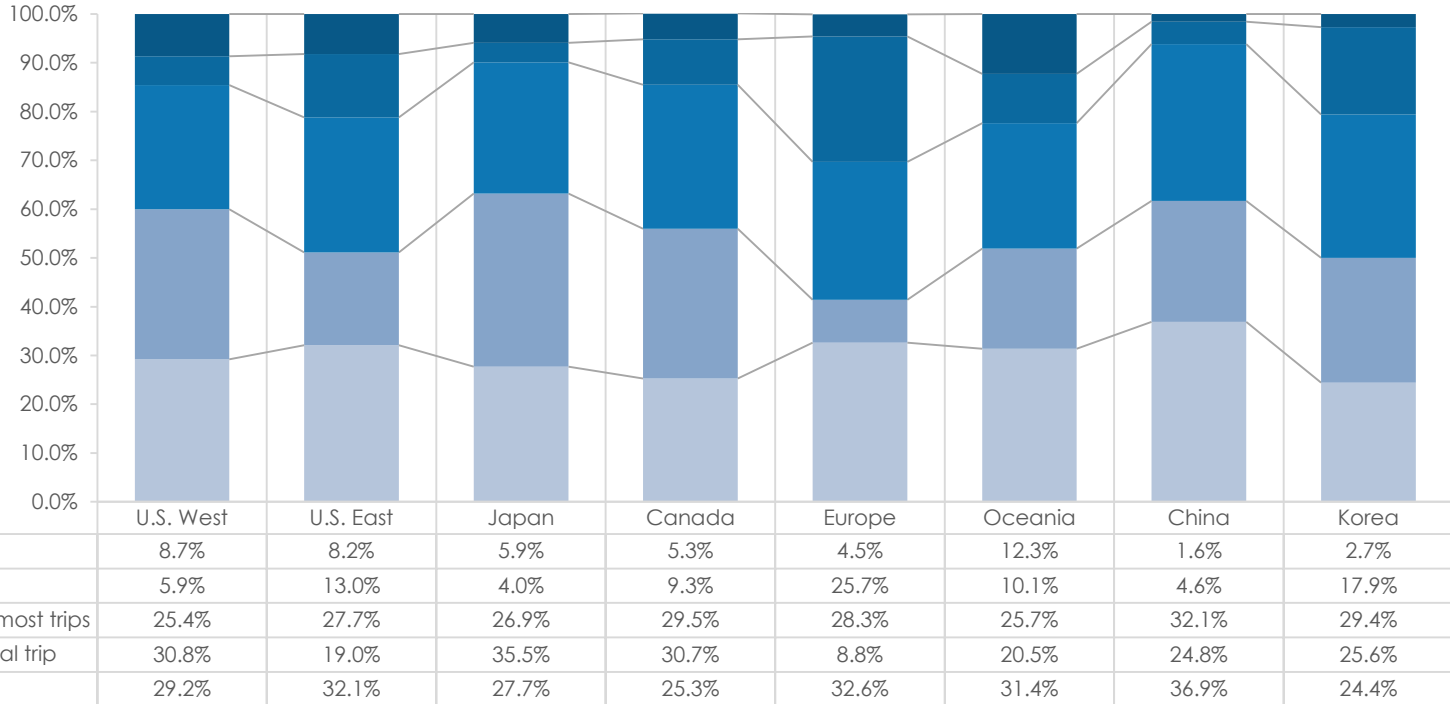
SECONDARY PURPOSE OF TRIP – MULTIPLE RESPONSE

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Vacation	82.8%	82.6%	86.0%	91.4%	86.5%	89.8%	89.0%	80.0%
Anniversary/ birthday	14.1%	16.0%	7.2%	12.1%	12.4%	12.1%	3.7%	11.2%
Visit friends/ relatives	16.6%	16.1%	4.7%	8.4%	8.7%	4.2%	6.4%	2.7%
Shopping/ fashion	1.1%	0.7%	26.3%	1.5%	2.0%	9.2%	16.8%	13.9%
Family gathering/ reunion	7.1%	5.2%	4.4%	5.4%	3.5%	3.0%	5.1%	2.7%
Honeymoon	2.7%	4.5%	12.9%	2.9%	9.8%	2.9%	5.1%	31.6%
Vacation home/ timeshare	6.7%	4.8%	4.8%	5.1%	0.9%	1.2%	2.6%	0.2%
Business trip	5.5%	6.1%	3.3%	1.5%	2.2%	0.7%	5.1%	2.7%

SECONDARY PURPOSE OF TRIP - SEGMENTATION

- Visitors from Asia, Japanese in particular more so than other MMAs were the most likely to list shopping as a reason for visiting. A third of the Japanese females without a college degree listed shopping and fashion as one of the reasons for visiting.
- A third of the Korean visitors who took part in the study were here on their honeymoon.
- One in five visitors from Oceania indicated that Hawai'i was a layover stop on their way home or to another destination.
- Repeat visitors were more likely to indicate they were here to visit friends as a reason for their trip, more so than first-time visitors.

VACATION TRIP DESCRIPTION

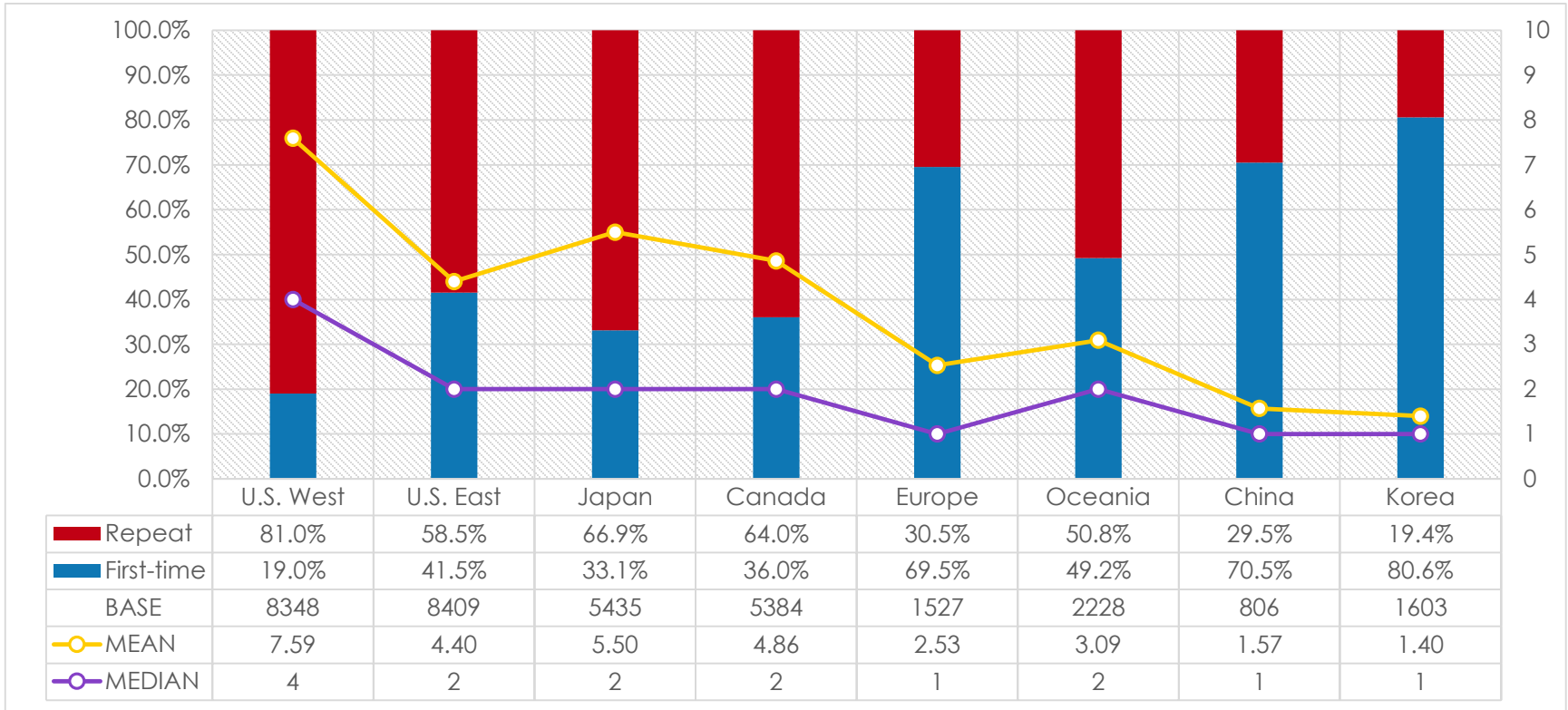


VACATION TRIP DESCRIPTION - SEGMENTATION

- One in four European visitors described their trip as a once in a lifetime experience.
- Visitors from Japan, U.S. West, and Canada were the most likely to describe their trip as an annual or semi-annual occurrence.
- Visitors from the U.S. who hail from more affluent households were also more likely to describe their trip as a fairly regularly occurrence.

SECTION – TRIPS TO HAWAI‘I

1ST TIME VS REPEAT VISITOR



1ST TIME VS REPEAT VISITOR

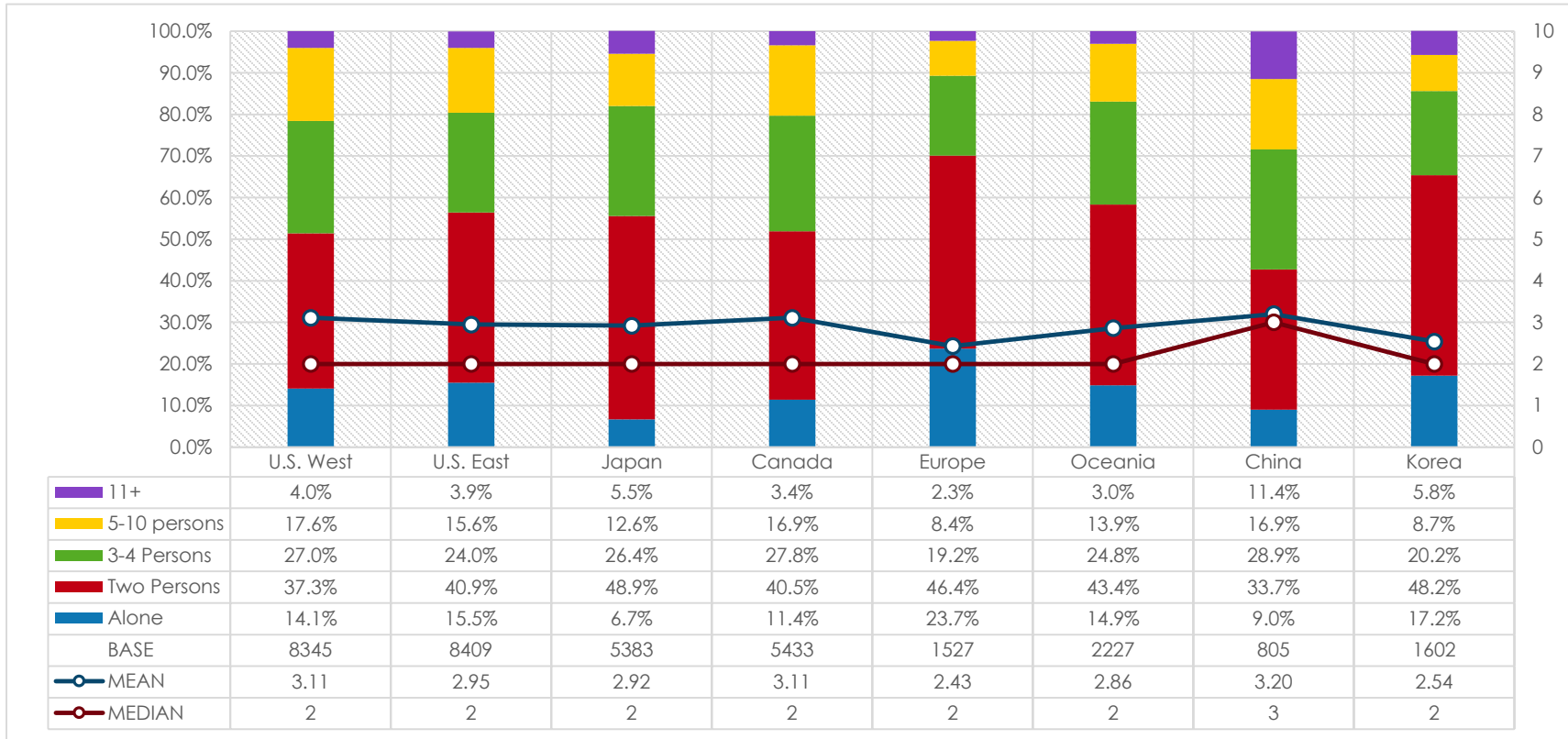
- More affluent visitors from the U.S. and Canada were more likely to have traveled to Hawai'i previously.
- Males traveled more frequently to Hawai'i among the following visitor markets compared to females: U.S. West, U.S. East, and Canada.
- Those who were traveling in smaller travel parties were more likely to be repeat visitors among the following MMAs: U.S. West (1-2 persons), U.S. East (1-2 persons), and Japan (Alone).

SECTION – TRAVEL PARTY

TRAVEL PARTY MEMBERS

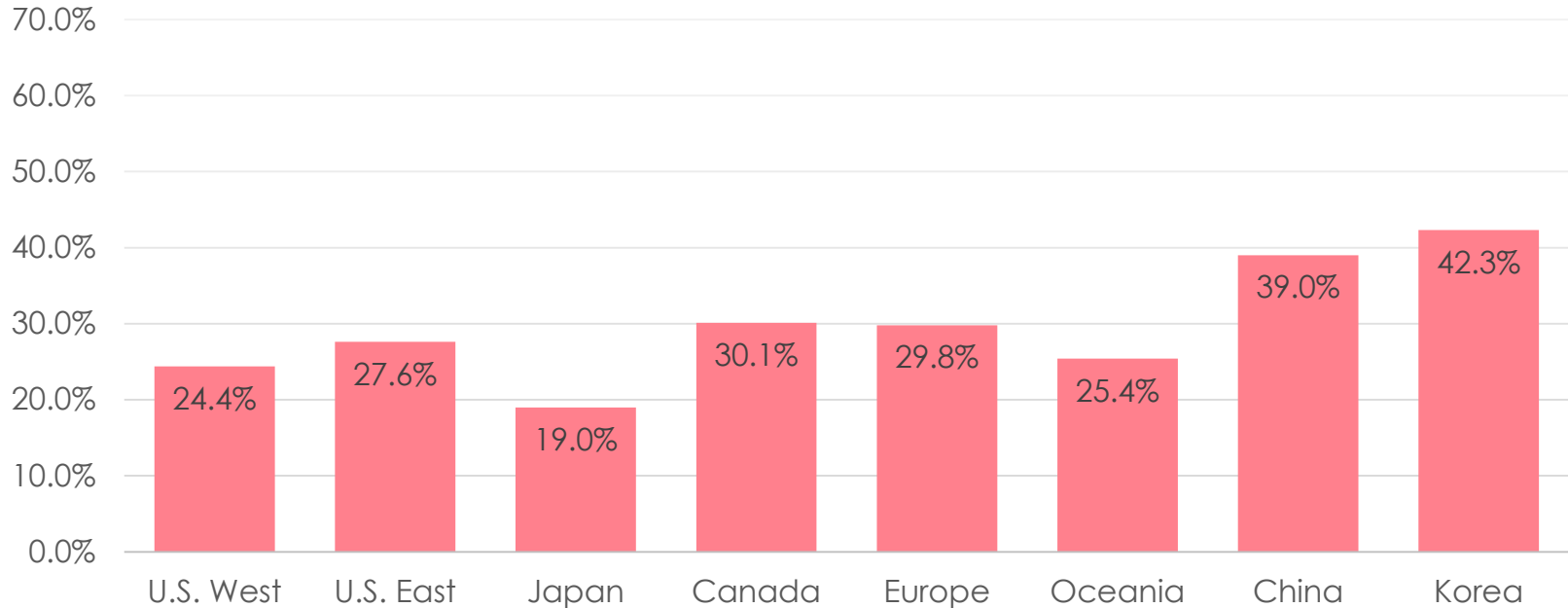
	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Spouse	61.1%	61.0%	50.6%	63.3%	51.4%	66.8%	45.3%	62.0%
Other adult family	29.9%	26.5%	23.8%	28.6%	17.1%	22.3%	25.0%	16.4%
Child under 18	27.6%	19.5%	15.9%	22.9%	14.1%	23.1%	22.4%	14.6%
Friends/ associates	15.7%	17.5%	21.9%	18.2%	14.1%	15.7%	24.3%	14.2%
Alone	9.0%	10.3%	7.1%	6.0%	13.4%	7.1%	8.5%	3.1%
Girlfriend/ boyfriend	7.1%	6.6%	6.9%	8.3%	12.0%	4.1%	9.7%	7.4%
Same-sex partner	1.2%	1.2%	0.3%	0.9%	1.7%	1.1%	2.2%	0.2%

TRAVEL PARTY SIZE

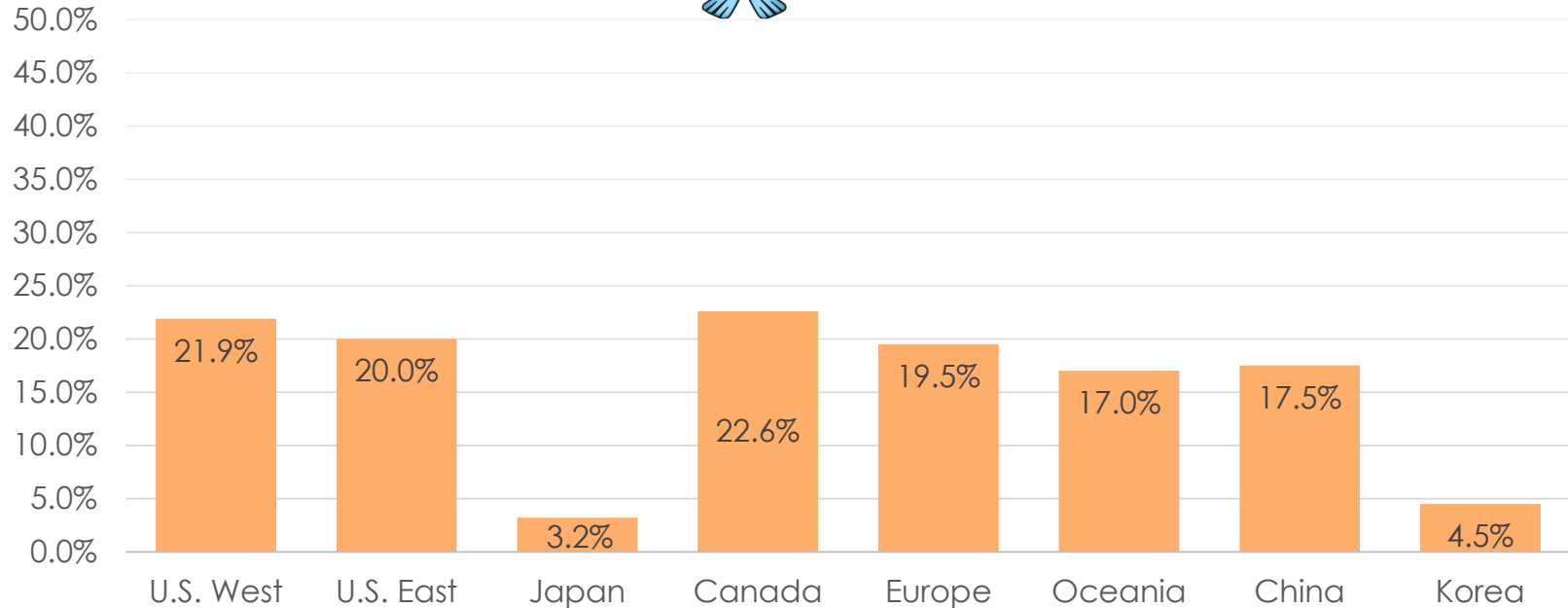


SECTION – SIGNAGE

HVCB POST-ARRIVAL EXPERIENCE LOGO



OCEAN SAFETY LOGO



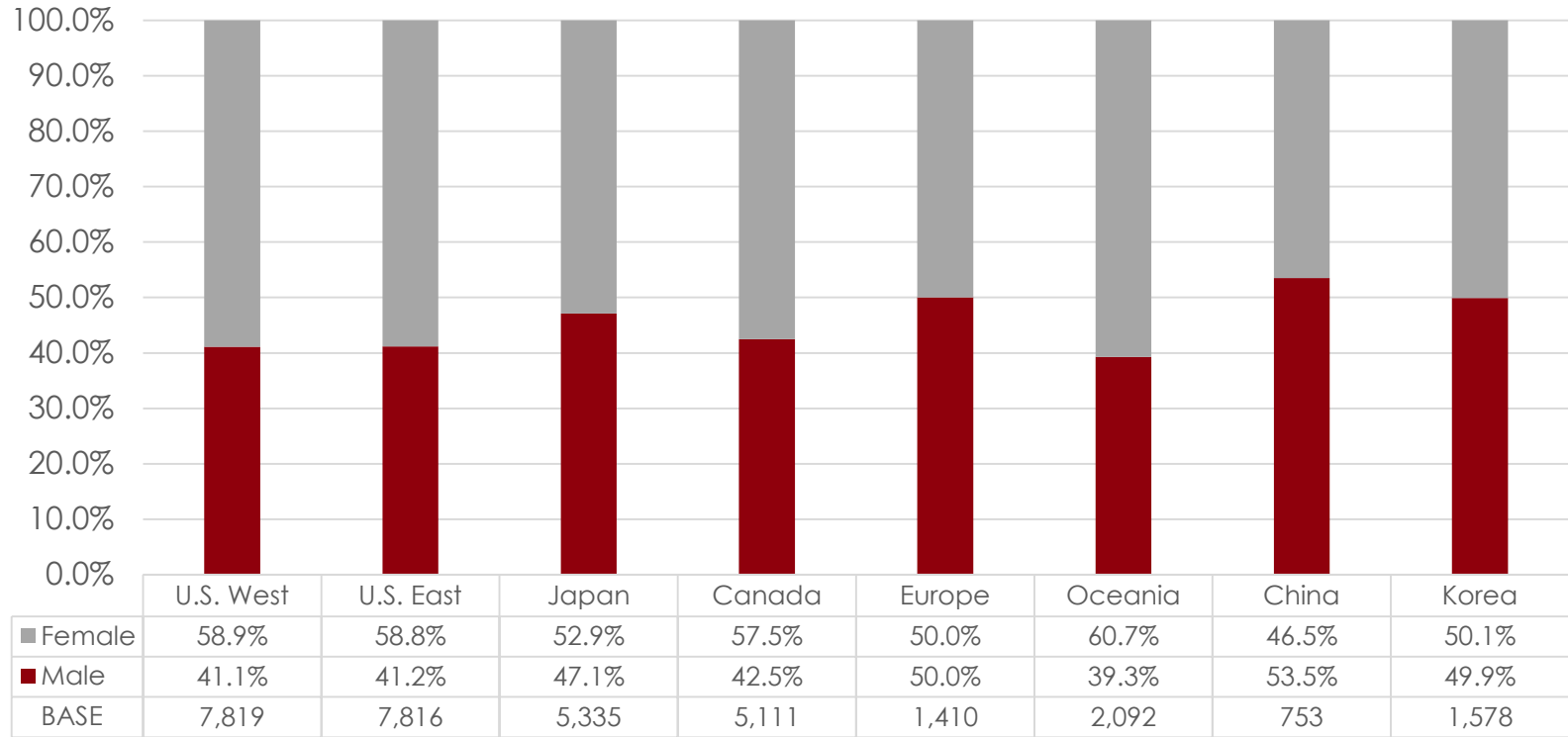
OCEAN SAFETY LOGO



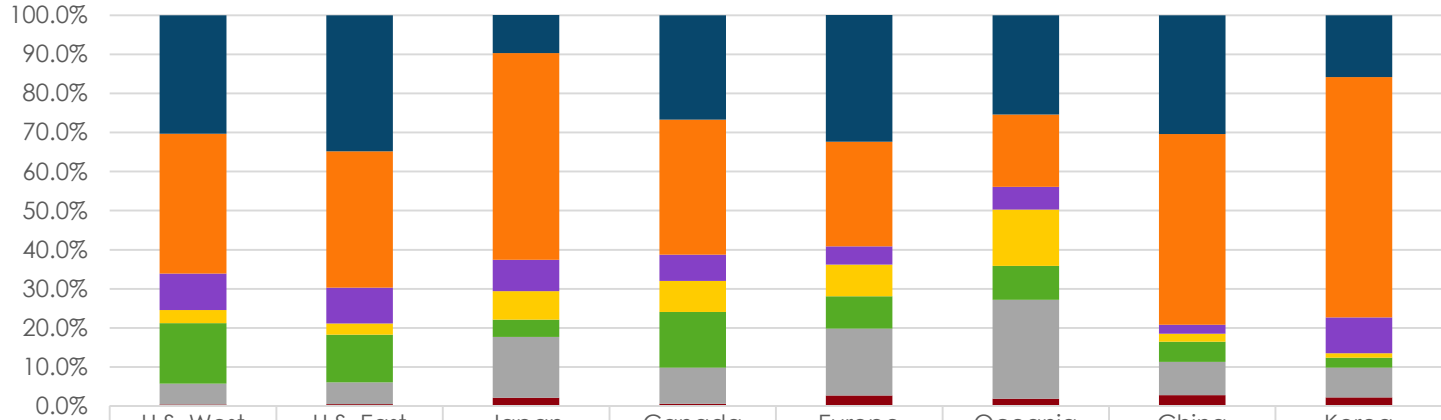
- Females were less likely to recall seeing this logo from the following visitor markets: U.S. West, U.S. East, and Japan.
- Visitors from the U.S. in larger travel parties of three or more were more likely to recall seeing this logo than were those in smaller groups.

SECTION – VISITOR PROFILE

VISITOR PROFILE – GENDER



VISITOR PROFILE – EDUCATION

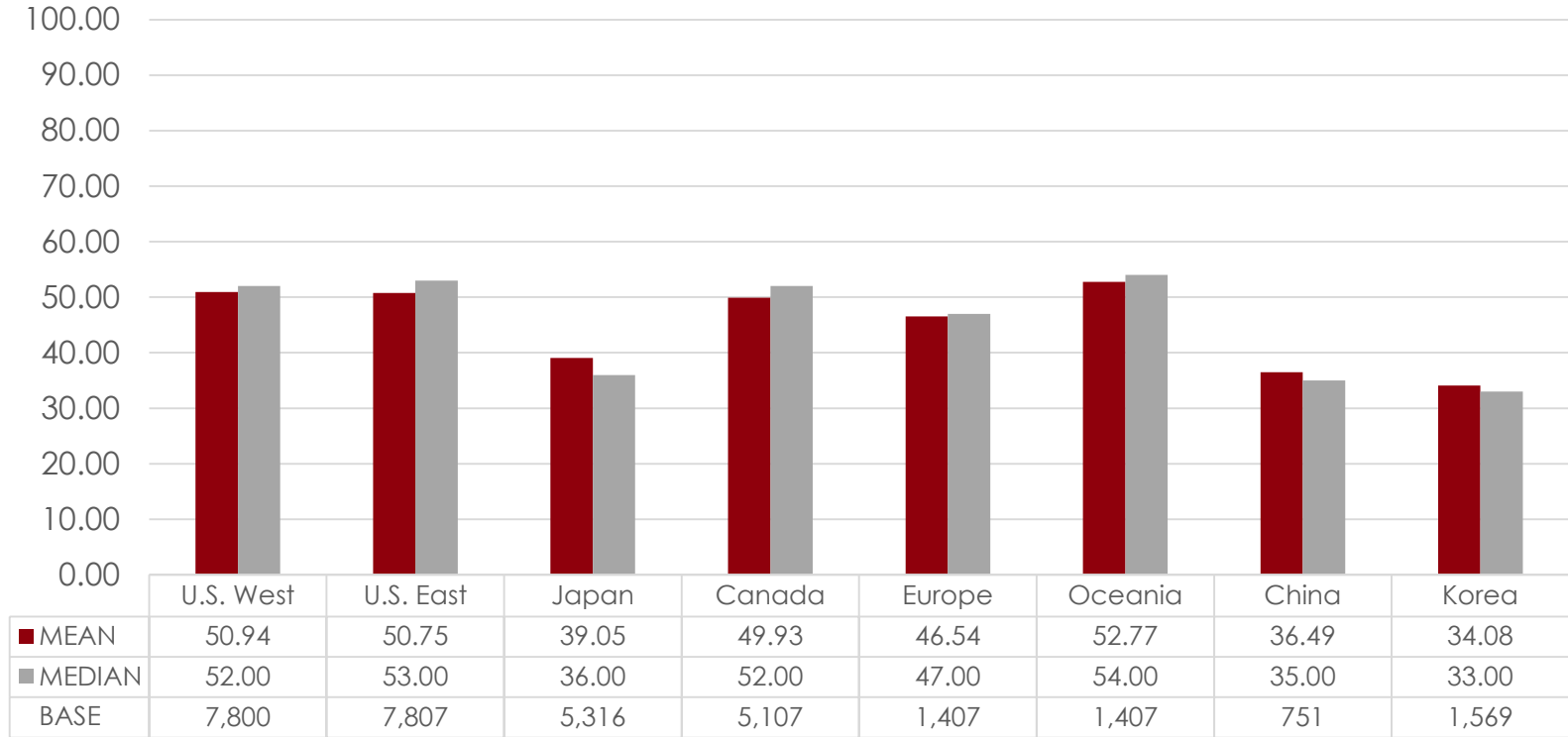


	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Post-Graduate	30.3%	34.8%	9.8%	26.7%	32.5%	25.4%	30.4%	15.8%
■ College Grad	35.8%	34.9%	52.9%	34.6%	26.7%	18.5%	48.8%	61.5%
■ Associate Degree	9.3%	9.2%	8.0%	6.7%	4.7%	5.8%	2.3%	9.2%
■ Vocational/ Tech	3.4%	2.8%	7.3%	7.9%	8.1%	14.4%	2.0%	1.1%
■ Some College	15.5%	12.2%	4.4%	14.3%	8.3%	8.7%	5.2%	2.6%
■ H.S. Grad	5.3%	5.6%	15.6%	9.2%	17.1%	25.3%	8.5%	7.6%
■ Some / No H.S.	0.4%	0.5%	2.1%	0.6%	2.7%	1.9%	2.8%	2.2%
BASE	7,803	7,804	5,334	5,100	1,407	2,085	750	1,578

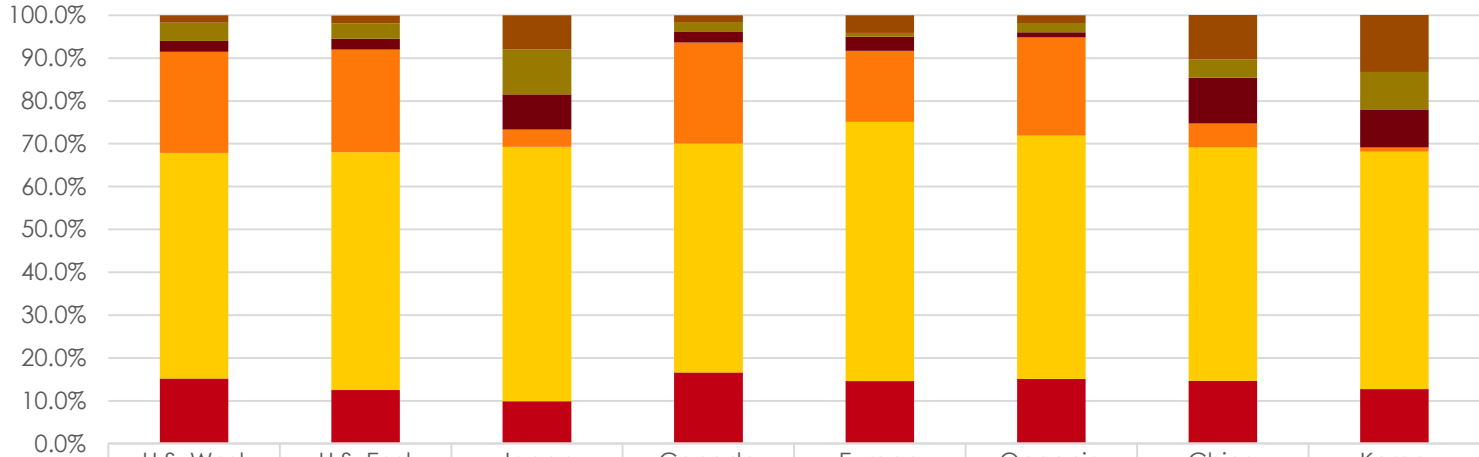
VISITOR PROFILE – HOUSEHOLD INCOME (US\$)

	U.S. West	U.S. East	Canada	Europe	Oceania
< \$40,000	7.1%	6.5%	7.7%	15.1%	9.7%
\$40,000 to \$59,999	8.1%	8.5%	9.7%	15.2%	11.0%
\$60,000 to \$79,999	10.9%	11.4%	12.4%	15.9%	13.3%
\$80,000 to \$99,999	10.3%	10.6%	14.3%	12.6%	12.1%
\$100,000 to \$124,999	15.0%	14.7%	15.7%	10.7%	15.5%
\$125,000 to \$149,999	12.2%	10.9%	11.5%	8.9%	10.4%
\$150,000 to \$174,999	9.1%	8.5%	8.8%	5.4%	9.8%
\$175,000 to \$199,999	5.8%	5.9%	5.5%	4.6%	5.6%
\$200,000 to \$249,999	7.8%	8.7%	5.5%	4.2%	5.6%
\$250,000 +	13.7%	14.2%	8.9%	7.2%	7.0%

VISITOR PROFILE – AGE

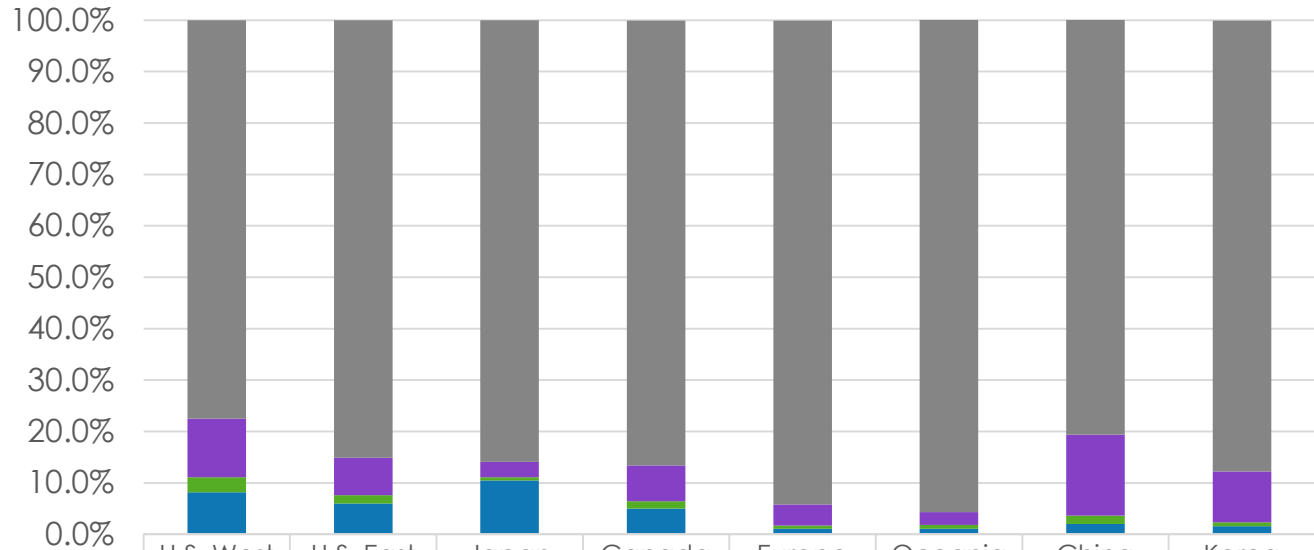


VISITOR PROFILE – EMPLOYMENT STATUS



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Other	1.7%	1.8%	7.9%	1.6%	4.1%	1.8%	10.4%	13.3%
Homemaker	4.3%	3.6%	10.6%	2.3%	0.9%	2.2%	4.3%	8.8%
Student	2.5%	2.5%	8.2%	2.5%	3.3%	1.2%	10.7%	8.9%
Retired	23.6%	24.0%	4.0%	23.6%	16.6%	22.9%	5.6%	0.9%
Employed	52.7%	55.5%	59.4%	53.4%	60.5%	56.8%	54.4%	55.5%
Self-employed	15.2%	12.5%	9.9%	16.6%	14.6%	15.1%	14.7%	12.7%
BASE	7,803	7,804	5,334	5,100	1,407	2,085	750	1,578

VISITOR PROFILE – HAWAII PROPERTY OWNER



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Do not nor plan to purchase	77.5%	85.1%	85.9%	86.5%	94.1%	95.8%	80.7%	87.7%
Plan to in future	11.4%	7.3%	3.0%	7.0%	4.1%	2.5%	15.8%	9.9%
Other Property Type	2.9%	1.6%	0.6%	1.4%	0.6%	0.7%	1.6%	0.7%
Timeshare	8.2%	6.0%	10.5%	5.0%	1.1%	1.1%	2.0%	1.6%
BASE	7,803	7,804	5,334	5,100	1,407	2,085	750	1,578

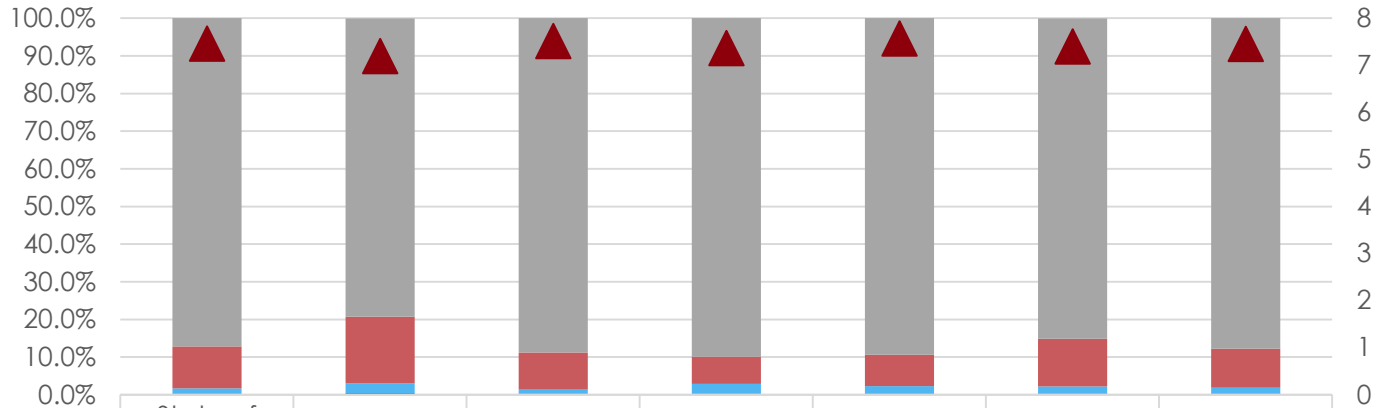
COMPETITIVE BRANDSET

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Other U.S.	80.6%	85.7%	19.7%	72.1%	59.4%	56.2%	38.7%	21.3%
California	68.3%	48.0%	8.7%	41.0%	50.3%	45.6%	23.9%	12.6%
Las Vegas	55.6%	36.9%	7.6%	38.6%	38.0%	38.8%	23.7%	11.4%
Europe	31.9%	36.7%	21.6%	42.3%	87.4%	38.1%	37.4%	28.0%
Florida	31.7%	62.4%	5.6%	34.4%	31.5%	13.2%	7.2%	5.8%
New York City	30.3%	49.0%	8.7%	30.9%	43.9%	36.9%	21.4%	9.9%
Canada	28.1%	30.2%	6.0%	73.1%	23.9%	24.5%	18.6%	7.5%
Mexico	35.7%	28.5%	2.8%	38.6%	14.2%	7.0%	4.1%	3.3%
Caribbean	19.9%	37.7%	2.5%	35.5%	21.6%	6.6%	2.7%	2.3%
Japan	7.1%	6.3%	33.1%	6.8%	9.9%	11.0%	52.9%	46.5%
Alaska	16.5%	12.2%	1.2%	8.0%	4.2%	12.9%	4.1%	2.3%
Other Asia	7.9%	7.0%	20.6%	10.0%	18.4%	23.1%	24.1%	33.5%
Australia	5.9%	5.3%	11.4%	8.6%	17.0%	73.6%	19.7%	10.9%

SECTION – U.S. WEST

OVERALL SATISFACTION – MOST RECENT VISIT – U.S. WEST

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



	State of Hawai'i Overall	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Excellent (7-8)	87.2%	79.2%	88.9%	90.0%	89.5%	85.0%	87.9%
■ Above Average (5-6)	11.1%	17.6%	9.8%	7.2%	8.3%	12.7%	10.3%
■ Below Average (3-4)	1.5%	2.7%	1.2%	2.9%	2.3%	2.1%	1.6%
■ Poor (1-2)	0.2%	0.4%	0.2%	0.0%	0.0%	0.1%	0.3%
BASE	8,348	3,315	2,719	71	85	2,198	1,584
▲ MEAN	7.46	7.19	7.51	7.36	7.57	7.40	7.45

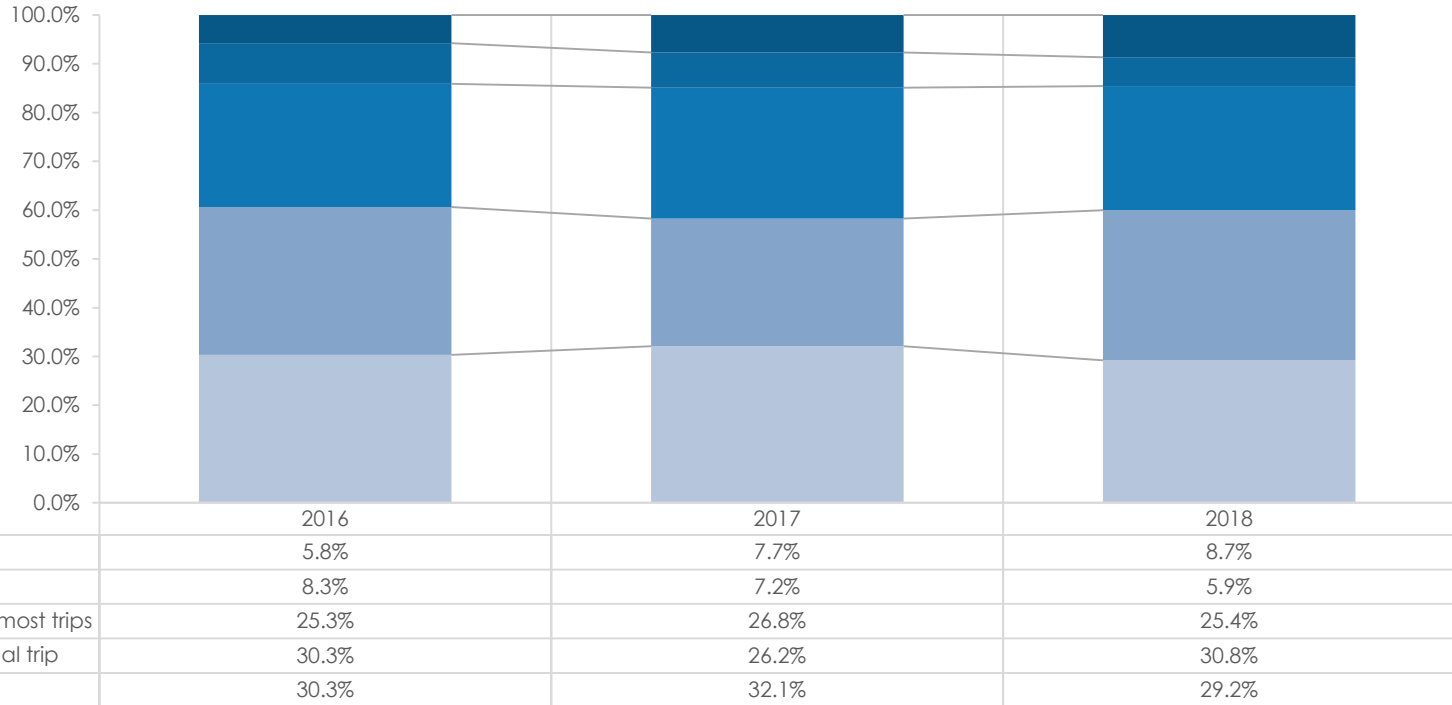
PRIMARY PURPOSE OF TRIP U.S. WEST

	2017	2018
Vacation	60.3%	59.5%
Visit friends or relatives	8.8%	8.2%
Anniversary/ birthday	9.8%	7.8%
Attend a business meeting or conduct business	4.0%	3.9%
Attend/ participate in a wedding/ vow renewal	3.2%	3.2%
Have a vacation home/ timeshare	0.3%	3.0%
Attend a convention, conference or seminar	2.8%	2.6%
Family gathering/ reunion	1.8%	2.5%
Honeymoon	2.4%	2.0%

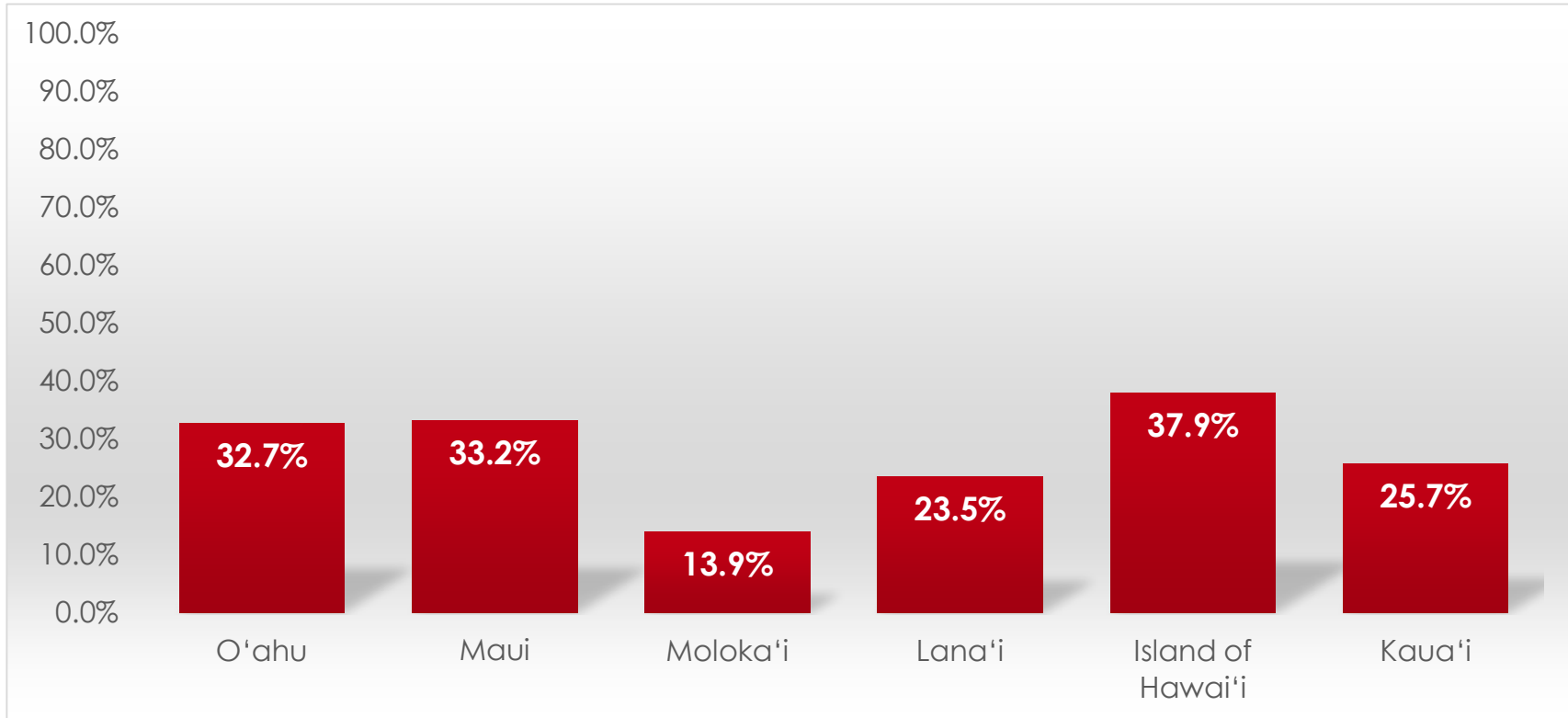
SECONDARY PURPOSE OF TRIP – MULTIPLE RESPONSE U.S. WEST

	2017	2018
Vacation	88.8%	82.8%
Visit friends/ relatives	20.4%	16.6%
Anniversary/ birthday	20.6%	14.1%
Family gathering/ reunion	9.0%	7.1%
Vacation home/ timeshare	.4%	6.7%
Business trip	6.4%	5.5%
Attend wedding/ vow renewal	3.7%	3.7%
Convention, conference, seminar	3.8%	3.3%
Honeymoon	3.3%	2.7%

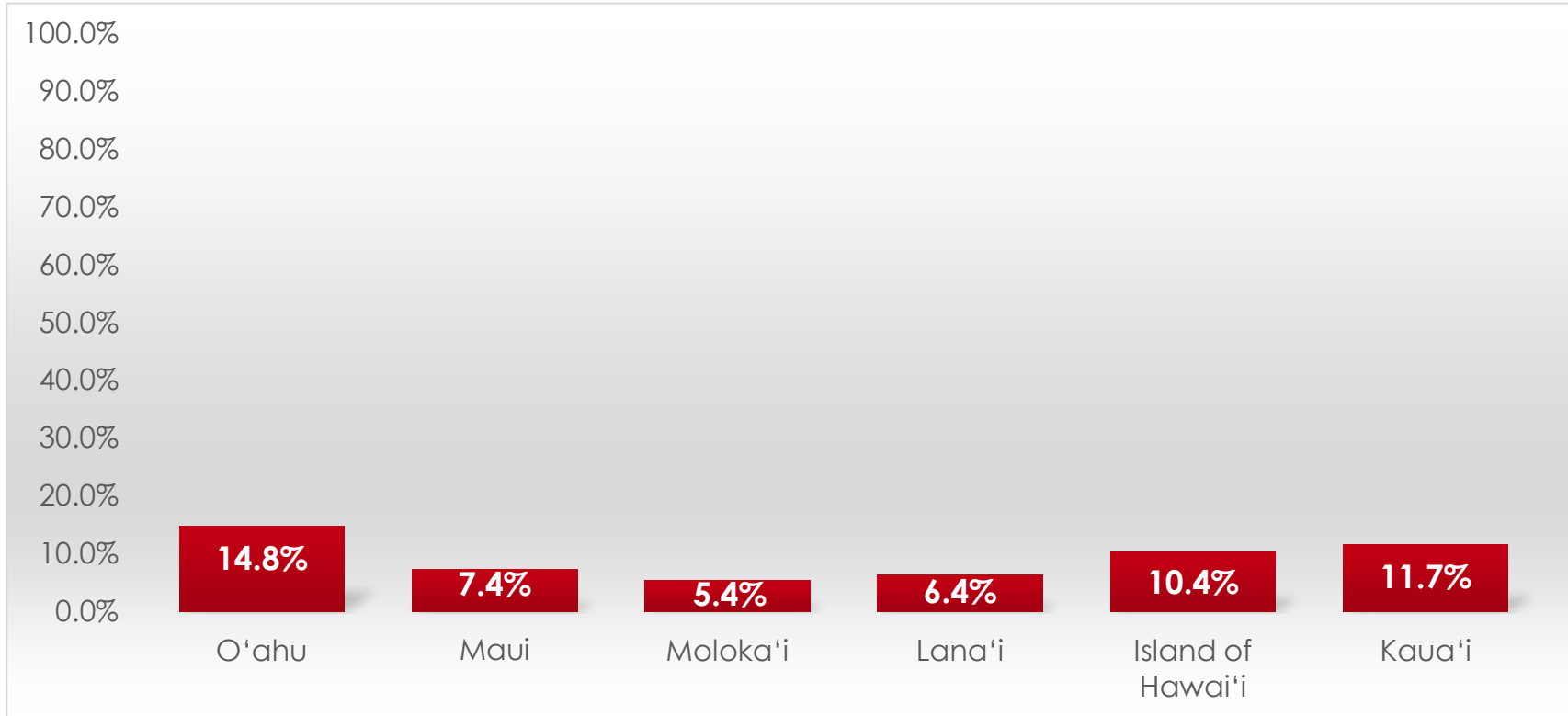
VACATION TRIP DESCRIPTION – U.S. WEST



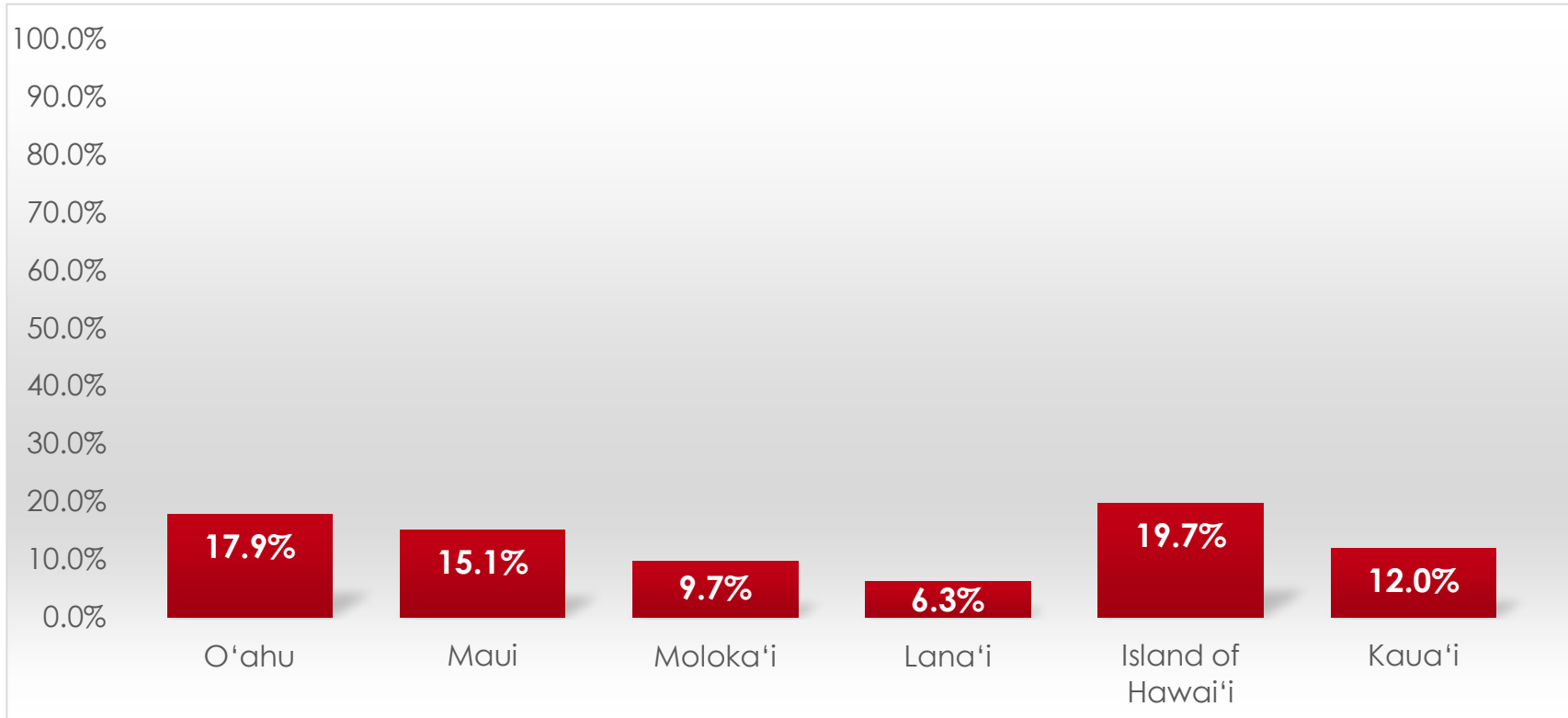
ADVERTISING AWARENESS – U.S. WEST



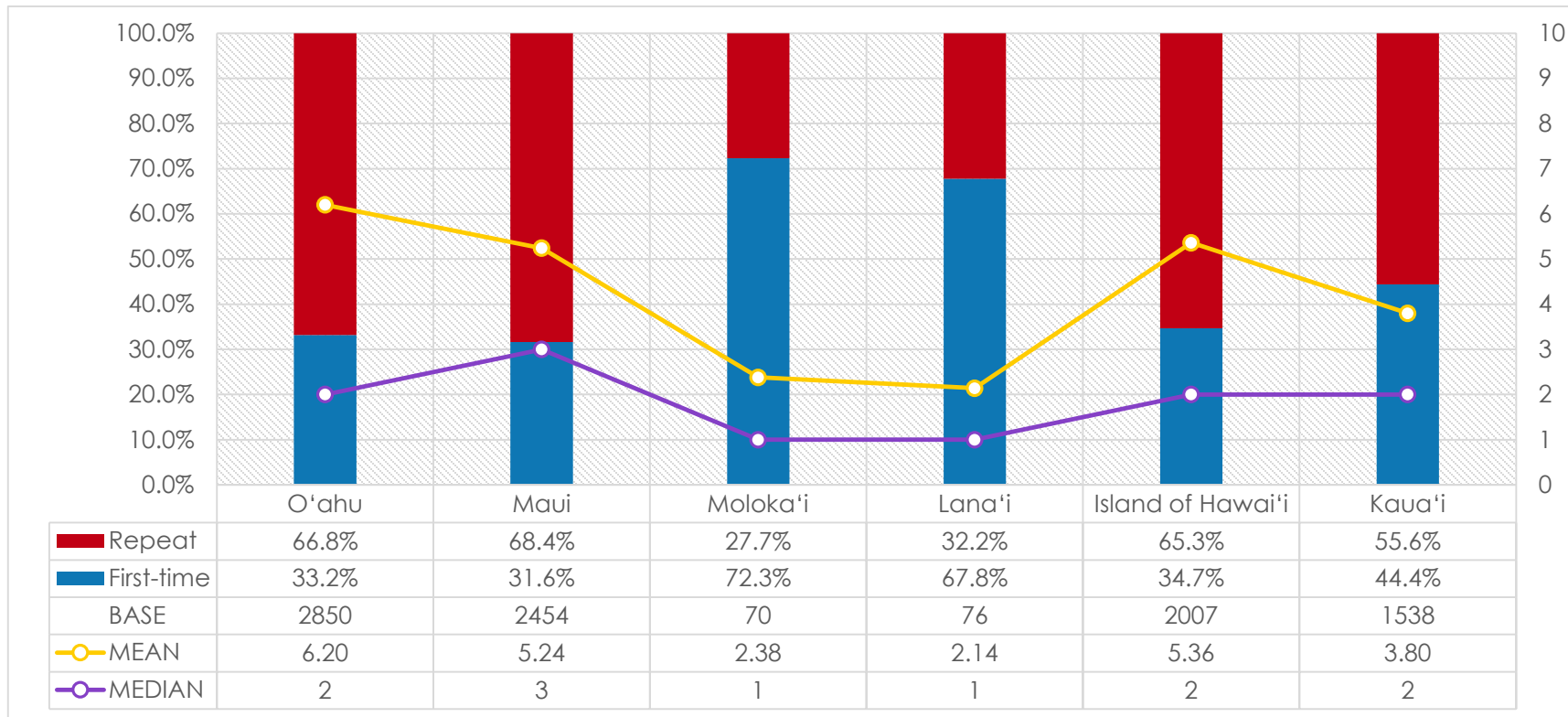
IMPACT OF LOCATION FILMING – U.S. WEST



IMPACT OF HAWAIIAN MUSIC – U.S. WEST



1ST TIME VS REPEAT VISITOR – U.S. WEST

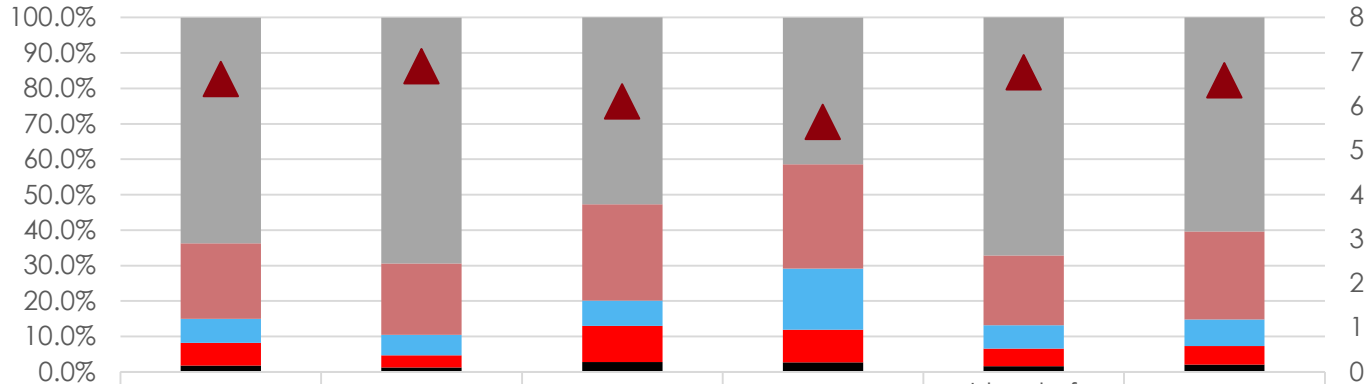


TRAVEL PARTY MEMBERS – U.S. WEST

	2016	2017	2018
Spouse	63.3%	64.5%	61.1%
Other adult family	28.8%	29.1%	29.9%
Child under 18	25.4%	22.9%	27.6%
Friends/ associates	16.5%	15.9%	15.7%
Alone	10.7%	9.0%	9.0%
Girlfriend/ boyfriend	6.4%	5.5%	7.1%
Same-sex partner	.6%	1.1%	1.2%

LIKELIHOOD OF RETURN VISIT – U.S. WEST

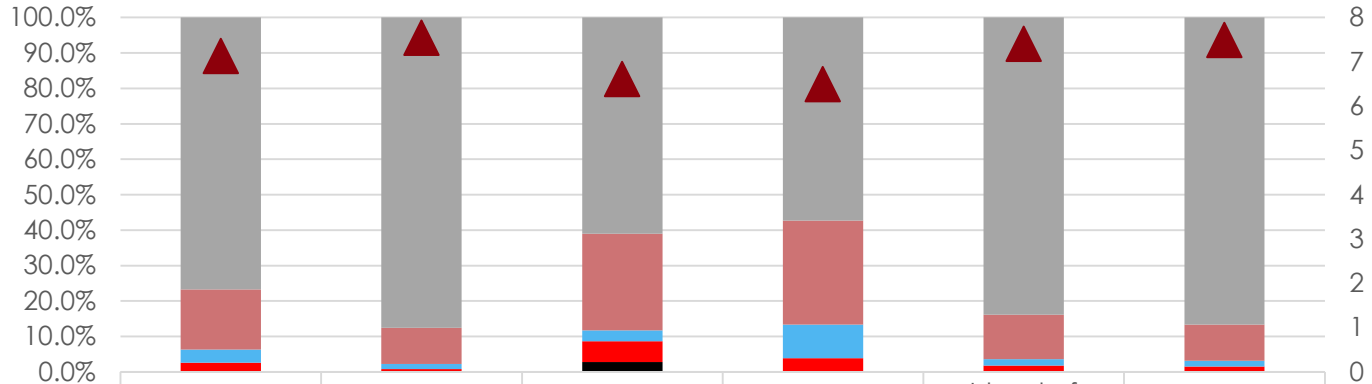
8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	63.6%	69.3%	52.8%	41.3%	67.1%	60.5%
■ Somewhat likely (5-6)	21.3%	20.1%	27.2%	29.4%	19.7%	24.8%
■ Somewhat unlikely (3-4)	6.8%	5.8%	7.1%	17.3%	6.6%	7.5%
■ Very unlikely (1-2)	6.4%	3.4%	10.2%	9.2%	5.0%	5.2%
■ Not sure	1.8%	1.3%	2.8%	2.7%	1.6%	2.1%
BASE	2,828	2,433	70	75	1,995	1,530
▲ MEAN	6.61	6.90	6.10	5.64	6.76	6.58

BRAND/DESTINATION ADVOCACY – U.S. WEST

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



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	76.7%	87.6%	61.1%	57.3%	83.8%	86.6%
■ Somewhat likely (5-6)	17.0%	10.2%	27.3%	29.3%	12.6%	10.2%
■ Somewhat unlikely (3-4)	3.7%	1.5%	3.0%	9.5%	1.8%	1.7%
■ Very unlikely (1-2)	2.5%	0.7%	5.9%	3.9%	1.7%	1.2%
■ Not sure	0.1%	0.1%	2.8%	0.0%	0.1%	0.3%
BASE	2,809	2,425	69	75	1,979	1,526
▲ MEAN	7.13	7.54	6.61	6.49	7.40	7.49

ACTIVITIES – SIGHTSEEING – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.8%	95.9%	98.5%	85.4%	96.6%	97.0%
On own (self-guided)	78.7%	85.0%	81.1%	34.8%	87.8%	87.4%
Helicopter/ airplane	2.4%	3.9%	10.2%	2.7%	7.2%	14.8%
Boat/ submarine/ whale	14.7%	33.3%	7.2%	25.2%	23.9%	27.4%
Visit towns	43.4%	57.3%	53.7%	32.3%	59.5%	64.9%
Limo/ van/ bus tour	11.1%	5.4%	5.9%	9.2%	6.8%	5.6%
Scenic views/ natural landmark	54.6%	57.3%	58.3%	35.7%	63.5%	71.8%
Movie/ TV/ film location	7.9%	0.5%	0.0%	1.2%	1.2%	5.1%

STATEWIDE - ACTIVITIES – SIGHTSEEING - U.S. WEST

	2017	2018
TOTAL	96.7%	95.8%
On own (self-guided)	86.7%	85.1%
Helicopter/ airplane	8.7%	6.6%
Boat/ submarine/ whale	29.8%	25.9%
Visit towns	34.6%	56.3%
Limo/ van/ bus tour	9.5%	7.8%
Scenic views/ natural landmark	70.3%	61.4%
Movie/ TV/ film location	5.4%	4.1%

ACTIVITIES – RECREATION – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.9%	97.9%	92.8%	88.1%	96.6%	96.5%
Beach/ sunbathing	81.9%	89.1%	63.7%	70.9%	80.8%	82.3%
Bodyboard/ Standup paddle board	15.3%	17.2%	5.7%	2.7%	15.5%	15.4%
Surfing	7.9%	6.8%	1.5%	1.4%	3.5%	6.3%
Canoeing/ kayak	6.2%	4.8%	7.2%	2.6%	8.8%	15.4%
Swim- ocean	61.6%	72.9%	37.9%	57.6%	66.0%	62.0%
Snorkel	35.8%	56.3%	24.8%	44.0%	54.8%	45.7%
Windsurf/ Kitesurf	0.2%	0.3%	0.0%	0.0%	0.2%	0.2%
Jet ski/ Parasail	2.4%	3.4%	0.0%	0.0%	1.9%	0.2%
Scuba	2.0%	3.8%	1.5%	4.1%	3.6%	2.2%
Fishing	2.4%	2.7%	10.0%	2.7%	4.7%	3.3%
Golf	4.8%	7.6%	3.0%	8.1%	8.3%	8.4%

STATEWIDE - ACTIVITIES – RECREATION – U.S. WEST

	2017	2018
TOTAL	96.5%	97.0%
Beach/ sunbathing	85.3%	85.5%
Bodyboard/ Standup paddle board	20.3%	17.0%
Surfing	7.1%	6.7%
Canoeing/ kayak	10.2%	8.7%
Swim- ocean	NA	68.3%
Snorkel	NA	49.9%
Windsurf/ Kitesurf	0.4%	0.2%
Jet ski/ Parasail	2.4%	2.3%
Scuba	4.1%	3.1%
Fishing	3.7%	3.4%
Golf	9.1%	7.4%

ACTIVITIES – RECREATION – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	93.9%	97.9%	92.8%	88.1%	96.6%	96.5%
Run/ Jog/ Fitness walk	28.4%	32.6%	17.4%	6.8%	26.6%	30.0%
Spa	7.8%	12.6%	1.5%	10.7%	8.4%	8.5%
Hiking/Backpack/Camp	31.6%	27.4%	39.1%	14.6%	29.4%	37.2%
Agritourism	12.3%	11.2%	5.9%	2.6%	16.9%	11.6%
Sport event/ tournament	4.0%	1.6%	1.5%	4.1%	3.1%	0.9%
Park/ botanical garden	33.2%	32.3%	25.8%	12.1%	43.6%	41.1%
Waterpark	2.7%	0.9%	0.0%	1.2%	0.9%	0.7%
Mountain tube/ waterfall rappel	0.6%	1.1%	0.0%	0.0%	0.8%	7.1%
Zip-lining	4.2%	7.6%	0.0%	1.4%	4.5%	6.3%
Skydiving	0.8%	0.0%	0.0%	0.0%	0.2%	0.2%
All terrain vehicle (ATV)	2.5%	1.6%	1.5%	6.6%	2.6%	4.8%
Horseback riding	1.7%	1.7%	1.5%	1.4%	2.7%	2.5%

STATEWIDE - ACTIVITIES – RECREATION – U.S. WEST

	2017	2018
TOTAL	96.5%	97.0%
Run/ Jog/ Fitness walk	35.5%	30.8%
Spa	9.2%	10.1%
Hiking/Backpack/Camp	28.5%	32.4%
Agritourism	9.9%	13.6%
Sport event/ tournament	1.9%	2.8%
Park/ botanical garden	40.7%	38.2%
Waterpark	NA	1.5%
Mountain tube/ waterfall rappel	NA	2.0%
Zip-lining	NA	6.0%
Skydiving	NA	0.4%
All terrain vehicle (ATV)	NA	2.9%
Horseback riding	NA	2.3%

ACTIVITIES – ENTERTAINMENT & DINING – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.1%	98.4%	97.2%	89.4%	98.4%	97.9%
Lunch/ sunset/ dinner/ evening cruise	20.0%	25.1%	15.6%	28.2%	18.4%	23.2%
Live music/ stage show	31.5%	32.4%	23.0%	5.3%	28.4%	27.2%
Nightclub/ dancing/ bar/ karaoke	11.5%	7.9%	5.9%	1.4%	8.7%	5.5%
Fine dining	46.8%	59.9%	14.4%	28.2%	49.9%	53.3%
Family restaurant	59.0%	62.4%	45.2%	21.3%	63.5%	60.5%
Fast food	43.6%	32.5%	25.1%	10.3%	31.1%	30.5%
Food truck	39.4%	24.3%	15.4%	1.2%	18.2%	33.7%
Café/ coffee house	41.2%	44.6%	28.7%	17.5%	51.3%	45.0%
Ethnic dining	34.6%	27.3%	20.2%	13.4%	31.3%	26.8%
Prepared own meal	37.6%	59.6%	47.8%	17.2%	60.1%	60.3%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – U.S. WEST

	2017	2018
TOTAL	98.9%	98.4%
Lunch/ sunset/ dinner/ evening cruise	27.3%	23.0%
Live music/ stage show	31.6%	32.2%
Nightclub/ dancing/ bar/ karaoke	9.3%	9.4%
Fine dining	53.2%	53.6%
Family restaurant	70.8%	62.8%
Fast food	39.4%	36.5%
Food truck	NA	30.7%
Café/ coffee house	42.5%	46.6%
Ethnic dining	30.5%	31.9%
Prepared own meal	52.2%	55.1%

ACTIVITIES – SHOPPING – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	95.1%	96.8%	88.7%	57.3%	97.0%	96.1%
Mall/ department store	51.0%	44.7%	3.0%	5.0%	31.4%	25.1%
Designer boutique	15.5%	20.7%	4.3%	7.8%	13.7%	17.0%
Hotel/ resort store	37.1%	34.5%	7.1%	18.7%	28.9%	23.2%
Swap meet/ flea market	21.4%	15.6%	7.4%	1.2%	16.9%	8.5%
Discount/ outlet store	16.0%	21.6%	4.3%	3.8%	12.9%	12.7%
Supermarket	52.8%	72.2%	50.6%	10.7%	72.6%	71.0%
Farmer's market	22.1%	32.6%	40.9%	9.4%	52.3%	41.2%
Convenience store	50.5%	46.2%	23.3%	11.6%	40.2%	39.0%
Duty free store	5.8%	3.6%	0.0%	0.0%	2.0%	1.0%
Local shop/ artisan	52.6%	68.0%	52.2%	29.3%	68.1%	74.9%

STATEWIDE - ACTIVITIES – SHOPPING – U.S. WEST

	2017	2018
TOTAL	97.0%	96.7%
Mall/ department store	43.6%	42.4%
Designer boutique	22.3%	17.5%
Hotel/ resort store	33.0%	33.5%
Swap meet/ flea market	22.8%	17.4%
Discount/ outlet store	20.9%	17.3%
Supermarket	58.1%	68.2%
Farmer's market	33.0%	37.2%
Convenience store	42.9%	46.5%
Duty free store	3.1%	3.7%
Local shop/ artisan	68.4%	65.7%

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

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	75.7%	66.0%	63.7%	41.0%	72.4%	64.4%
Historic military site	45.0%	3.3%	7.4%	1.2%	7.4%	4.3%
Other historical site	24.3%	21.4%	47.9%	24.1%	40.1%	27.9%
Museum/ art gallery	16.7%	20.5%	13.0%	12.1%	19.7%	15.4%
Luau/ Polynesian show/ hula show	34.8%	31.8%	4.3%	3.8%	24.5%	26.2%
Lesson- ex. ukulele, hula, canoe, lei making	8.6%	6.1%	4.4%	1.4%	6.0%	4.7%
Play/ concert/ theatre	6.1%	4.3%	2.8%	2.7%	3.3%	2.8%
Art/ craft fair	6.8%	16.6%	4.3%	2.7%	18.7%	17.8%
Festival event	5.3%	3.1%	4.3%	3.9%	6.5%	4.9%

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

	2017	2018
TOTAL	74.1%	71.8%
Historic military site	27.5%	18.6%
Other historical site	30.9%	29.2%
Museum/ art gallery	22.9%	19.2%
Luau/ Polynesian show/ hula show	37.3%	32.0%
Lesson- ex. ukulele, hula, canoe, lei making	4.8%	7.1%
Play/ concert/ theatre	4.5%	4.7%
Art/ craft fair	14.4%	15.0%
Festival event	10.1%	5.3%

ACTIVITIES – TRANSPORTATION – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	90.9%	93.9%	82.4%	63.8%	92.6%	94.9%
Airport shuttle	21.3%	15.5%	7.1%	9.5%	15.2%	15.6%
Trolley	3.3%	1.7%	1.5%	0.0%	2.0%	0.6%
Public bus	9.7%	1.9%	1.3%	1.4%	1.6%	1.2%
Tour bus/ tour van	12.7%	6.0%	7.2%	25.0%	7.2%	6.8%
Taxi/ limo	11.4%	5.3%	5.9%	8.0%	5.7%	3.6%
Rental car	63.5%	86.8%	62.4%	21.3%	84.3%	87.6%
Ride share	21.4%	8.9%	3.0%	0.0%	7.2%	3.5%
Bicycle rental	2.5%	1.8%	4.3%	1.4%	2.0%	4.1%

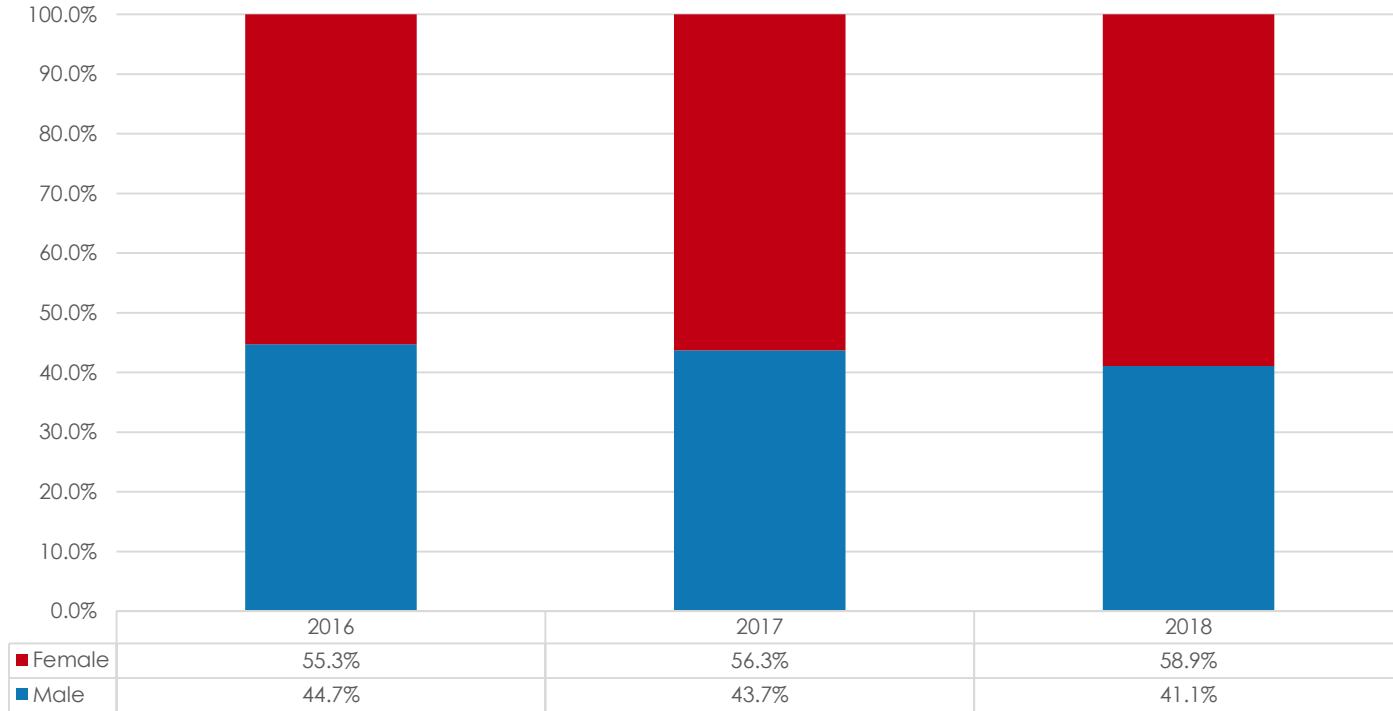
STATEWIDE - ACTIVITIES – TRANSPORTATION – U.S. WEST

	2017	2018
TOTAL	95.1%	92.8%
Airport shuttle	19.6%	18.4%
Trolley	2.5%	2.3%
Public bus	5.2%	4.4%
Tour bus/ tour van	9.7%	8.9%
Taxi/ limo	13.4%	7.6%
Rental car	82.8%	80.0%
Ride share	NA	12.1%
Bicycle rental	NA	2.7%

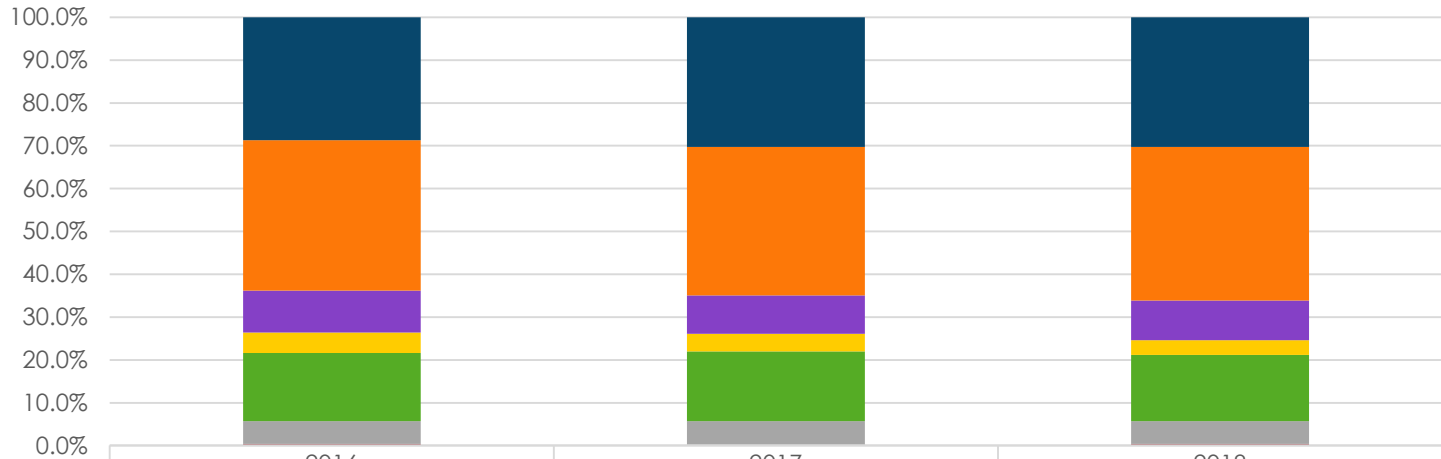
ACTIVITIES – OTHER – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	40.4%	22.3%	21.7%	12.2%	33.6%	18.6%
Visit friends/ family	39.7%	21.9%	21.7%	10.9%	32.4%	17.4%
Volunteer- non-profit	1.3%	0.7%	1.5%	1.4%	1.9%	1.9%

VISITOR PROFILE – GENDER – U.S. WEST

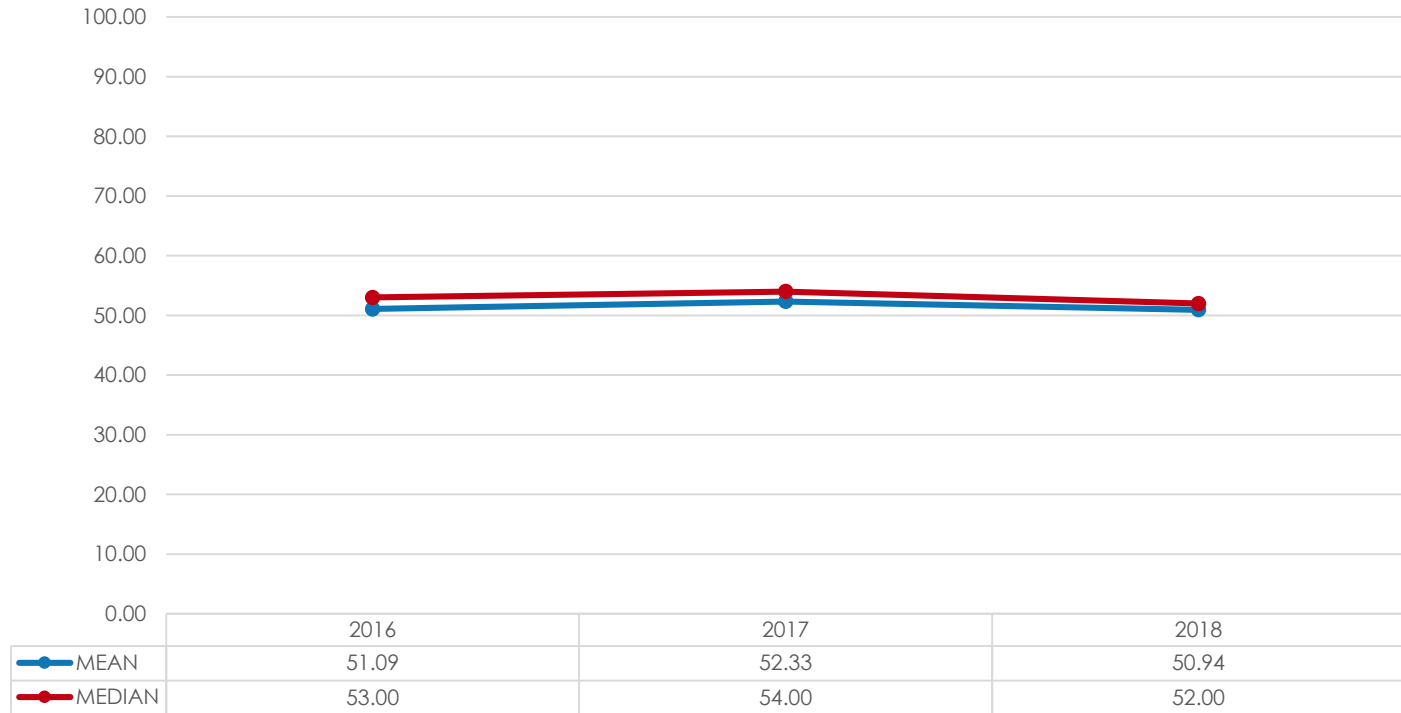


VISITOR PROFILE – EDUCATION – U.S. WEST

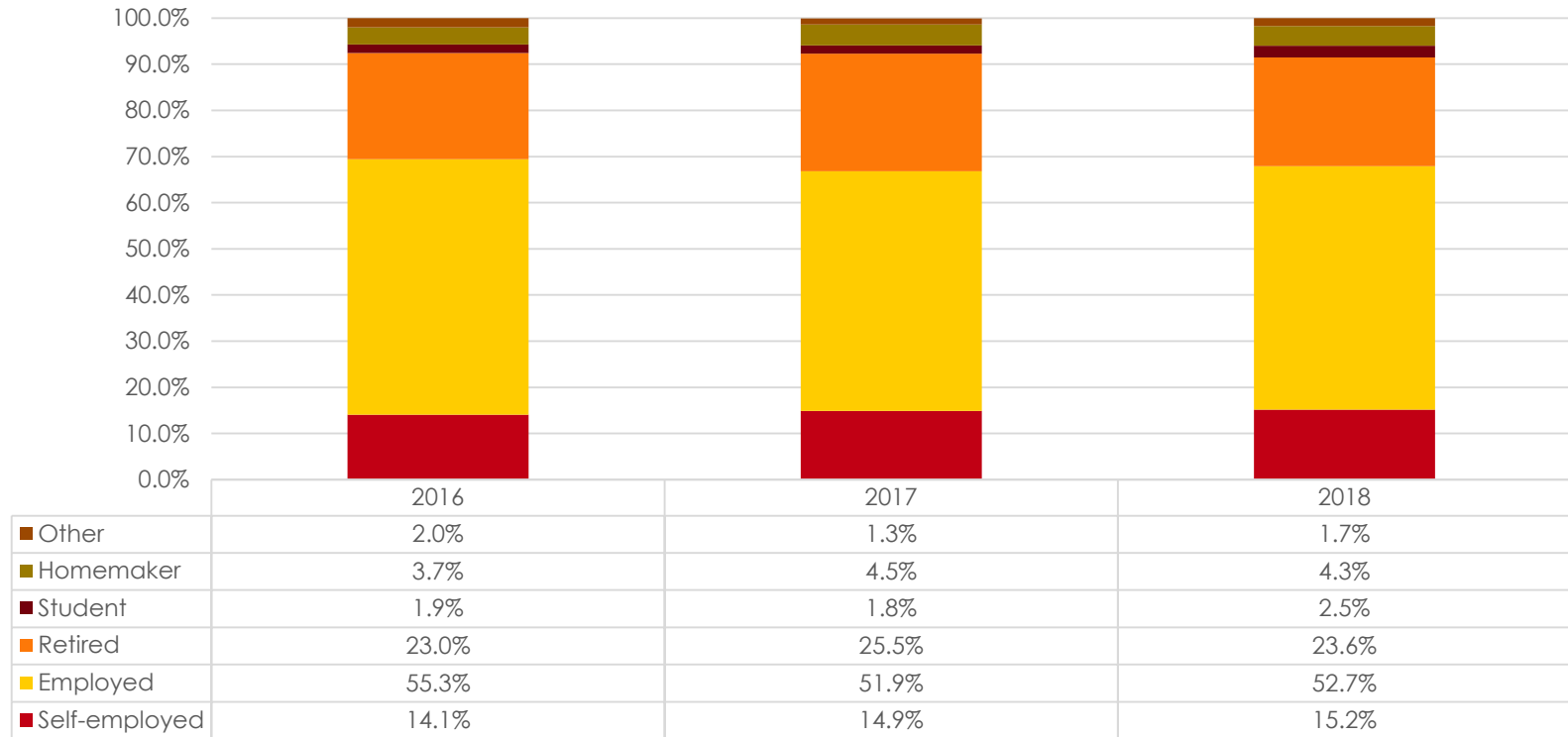


	2016	2017	2018
■ Post-Graduate	28.7%	30.3%	30.3%
■ College Grad	35.1%	34.6%	35.8%
■ Associate Degree	9.8%	9.0%	9.3%
■ Vocational/ Tech	4.8%	4.1%	3.4%
■ Some College	15.9%	16.3%	15.5%
■ H.S. Grad	5.3%	5.5%	5.3%
■ Some / No H.S.	0.4%	0.2%	0.4%

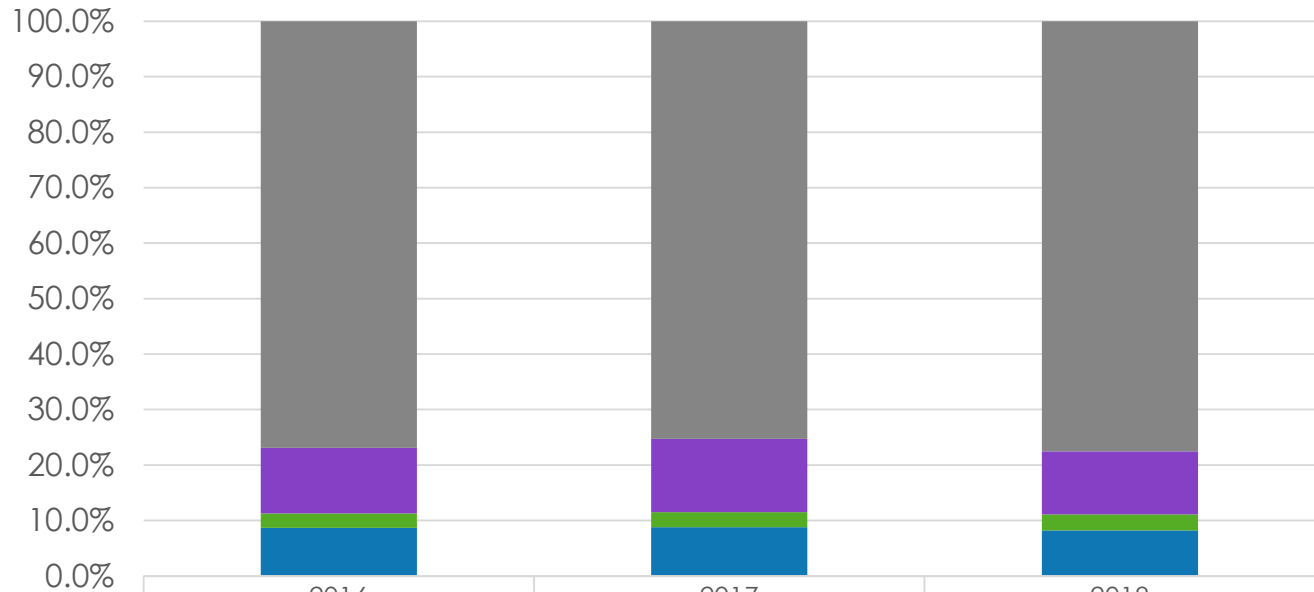
VISITOR PROFILE – AGE – U.S. WEST



VISITOR PROFILE – EMPLOYMENT STATUS – U.S. WEST



VISITOR PROFILE – HAWAII PROPERTY OWNER – U.S. WEST

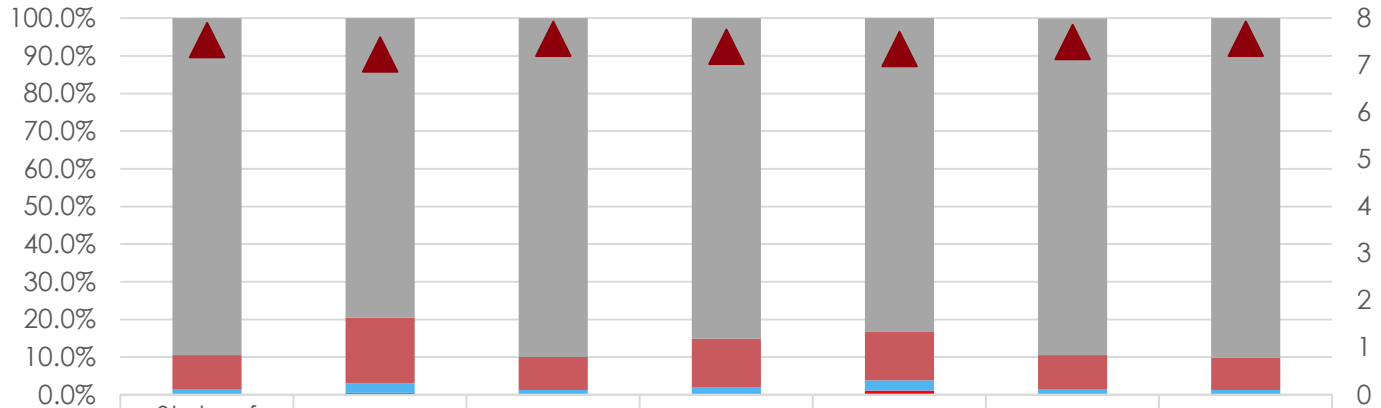


■ Do not nor plan to purchase	76.9%
■ Plan to in future	11.8%
■ Other Property Type	2.6%
■ Timeshare	8.7%

SECTION – U.S. EAST

OVERALL SATISFACTION – MOST RECENT VISIT – U.S. EAST

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



	State of Hawai'i Overall	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Excellent (7-8)	89.5%	79.5%	90.1%	85.1%	83.2%	89.4%	90.1%
■ Above Average (5-6)	9.1%	17.4%	8.7%	12.9%	13.0%	9.0%	8.6%
■ Below Average (3-4)	1.2%	2.6%	1.0%	2.0%	2.7%	1.4%	1.2%
■ Poor (1-2)	0.2%	0.5%	0.3%	0.0%	1.1%	0.1%	0.1%
BASE	8,409	4,751	3,386	101	186	2,415	2,023
▲ MEAN	7.53	7.23	7.56	7.39	7.34	7.49	7.56

PRIMARY TRIP PURPOSE U.S. EAST

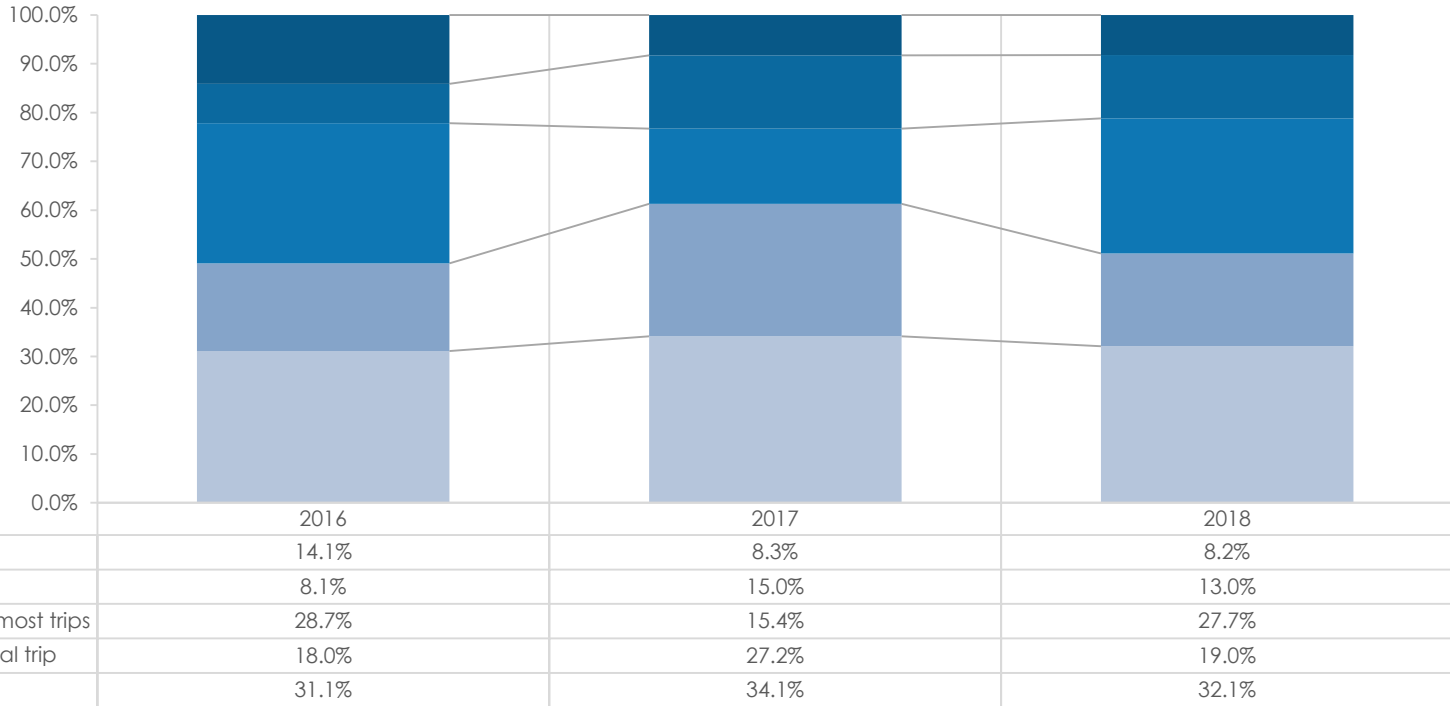
	2017	2018
Vacation	52.9%	55.8%
Visit friends/ relatives	10.3%	9.3%
Anniversary/ birthday	9.8%	9.0%
Business trip	5.3%	4.7%
Convention, conference, seminar	4.5%	4.1%
Honeymoon	4.9%	3.8%
Attend wedding/ vow renewal	2.7%	2.8%
Vacation home/ timeshare	0.3%	2.2%
Family gathering/ reunion	1.6%	1.6%

SECONDARY TRIP PURPOSE – MULTIPLE RESPONSE

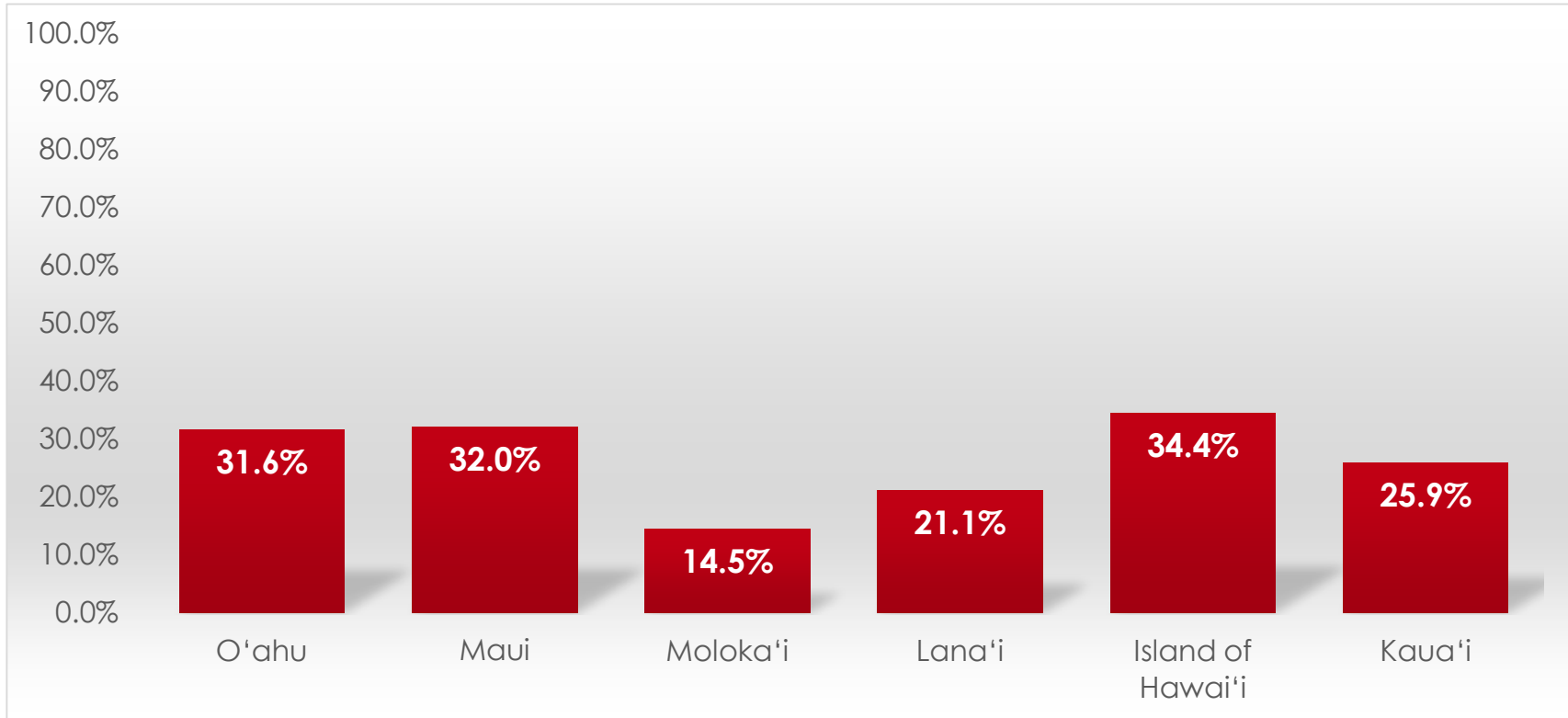
U.S. EAST

	2017	2018
Vacation	87.5%	82.6%
Visit friends/ relatives	21.1%	16.1%
Anniversary/ birthday	20.7%	16.0%
Business trip	7.0%	6.1%
Family gathering/ reunion	6.1%	5.2%
Convention, conference, seminar	5.9%	5.1%
Vacation home/ timeshare	0.4%	4.8%
Honeymoon	6.0%	4.5%

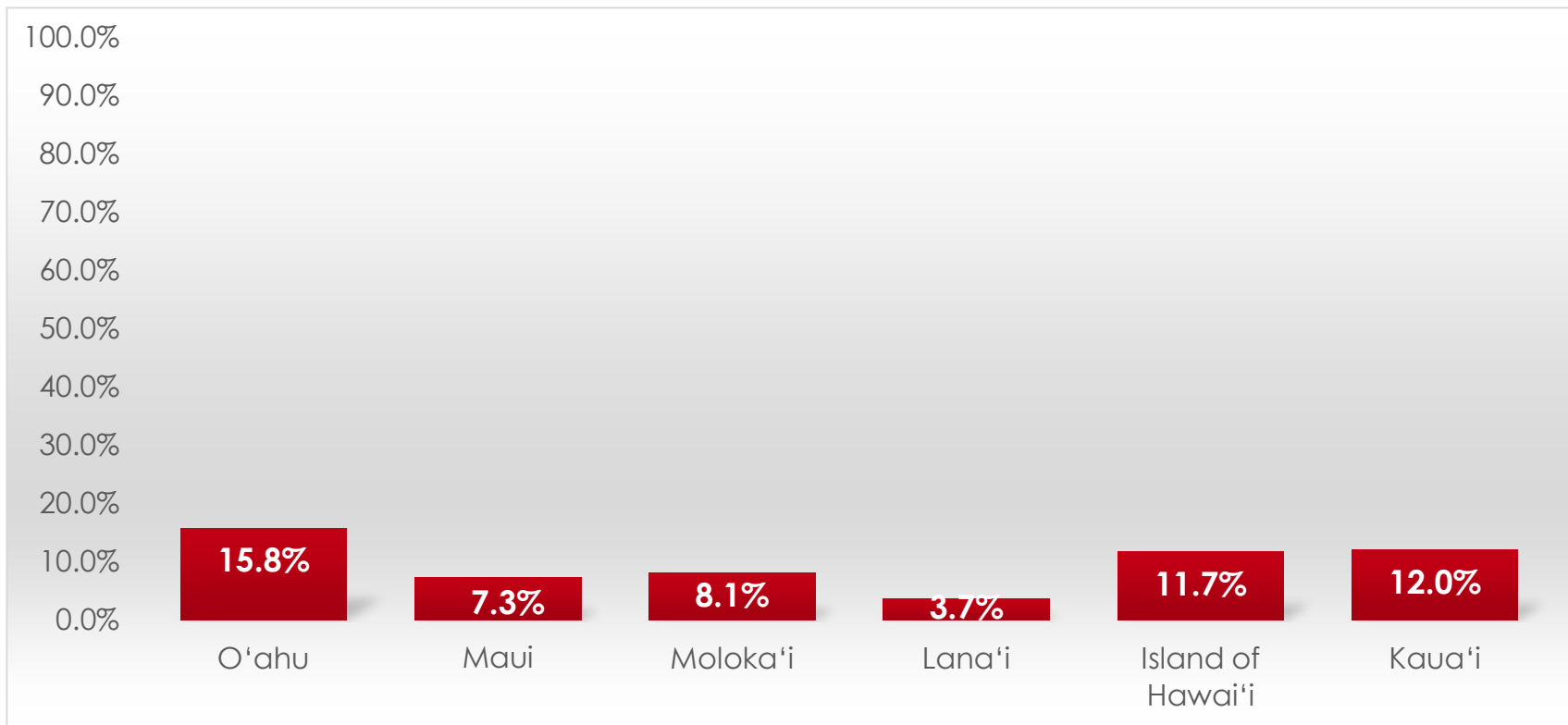
VACATION TRIP DESCRIPTION – U.S. EAST



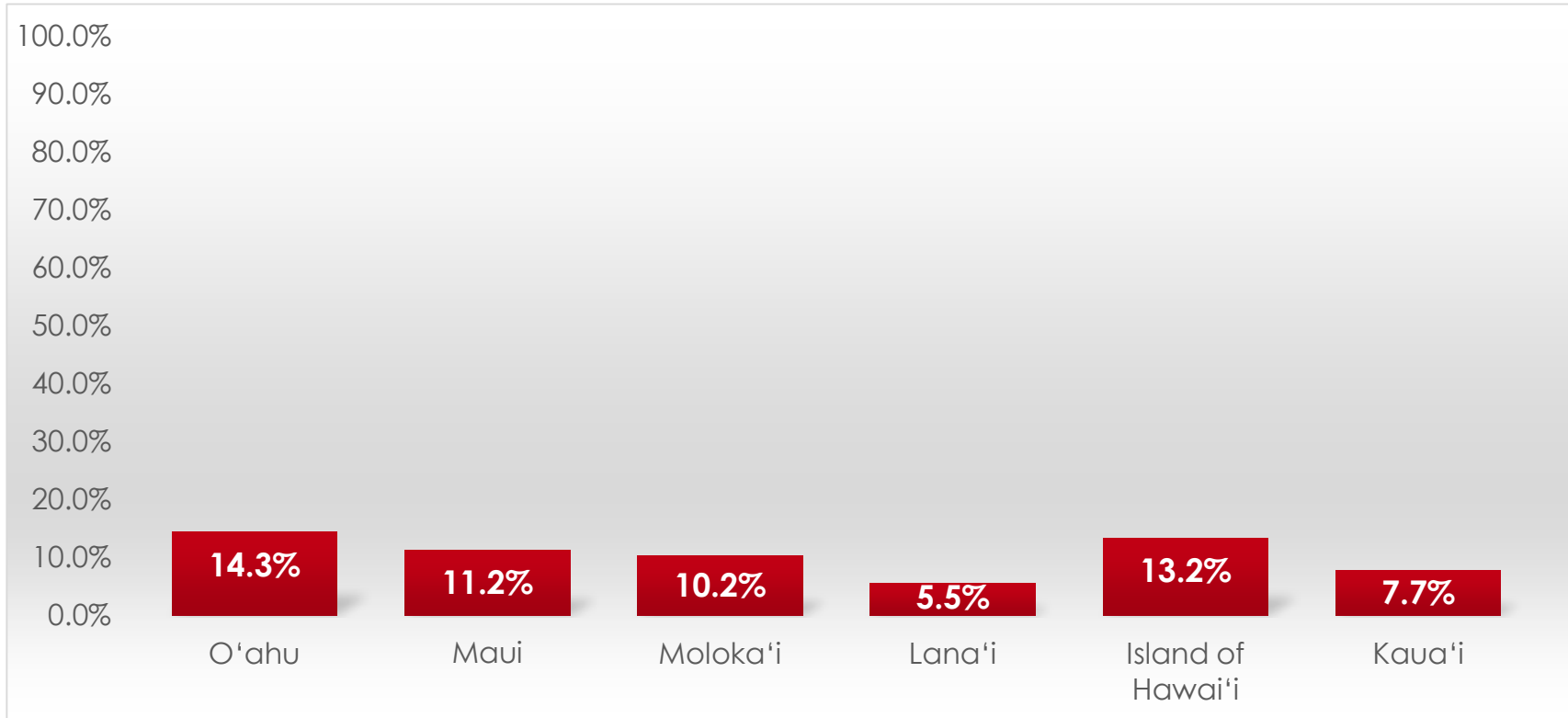
ADVERTISING AWARENESS – U.S. EAST



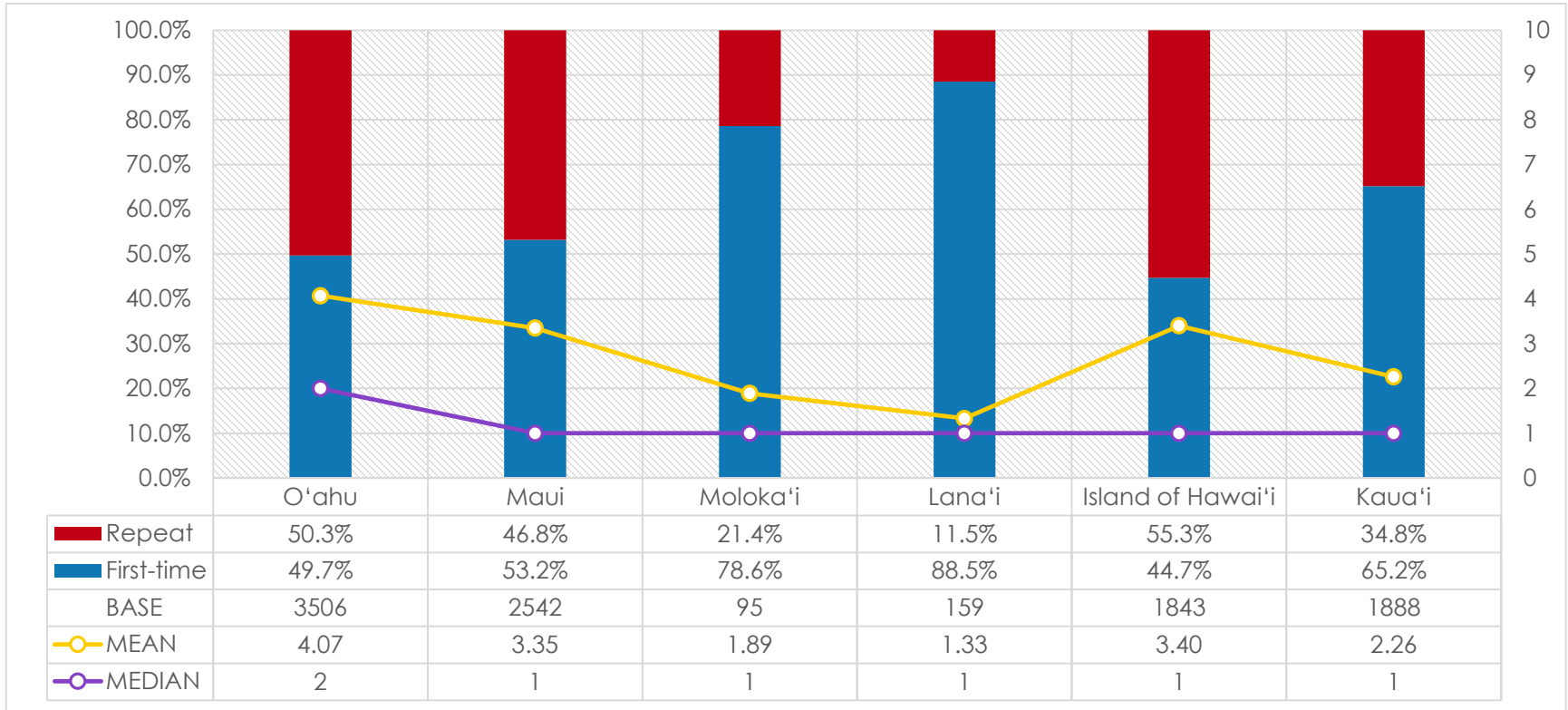
IMPACT OF LOCATION FILMING – U.S. EAST



IMPACT OF HAWAIIAN MUSIC – U.S. EAST



1ST TIME VS REPEAT VISITOR – U.S. EAST

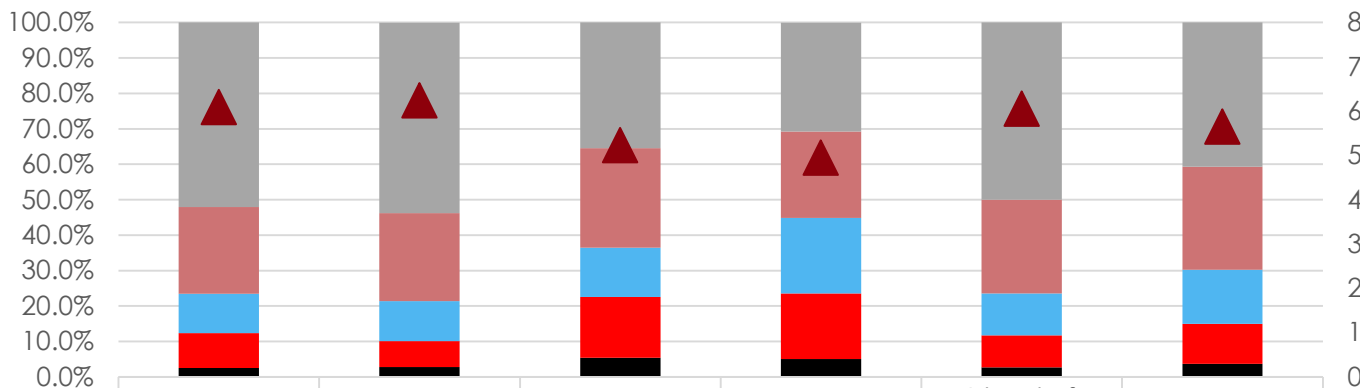


TRAVEL PARTY MEMBERS – U.S. EAST

	2016	2017	2018
Spouse	62.9%	60.9%	61.0%
Other adult family	25.5%	24.6%	26.5%
Child under 18	18.1%	15.6%	19.5%
Friends/ associates	17.6%	14.9%	17.5%
Alone	11.5%	12.3%	10.3%
Girlfriend/ boyfriend	5.7%	6.5%	6.6%
Same-sex partner	.8%	1.2%	1.2%

LIKELIHOOD OF RETURN VISIT – U.S. EAST

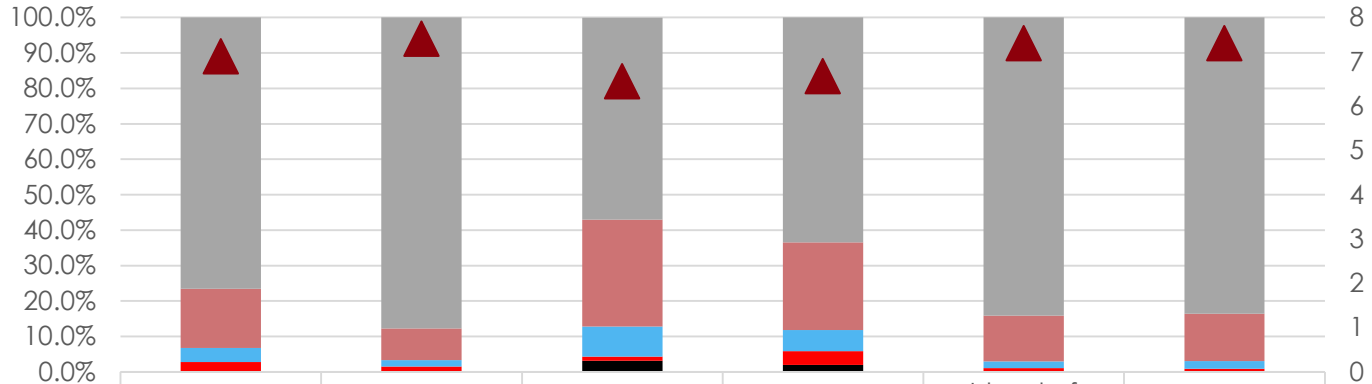
8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	52.1%	53.7%	35.5%	30.7%	50.1%	40.7%
■ Somewhat likely (5-6)	24.4%	24.8%	28.0%	24.3%	26.4%	29.1%
■ Somewhat unlikely (3-4)	11.1%	11.3%	13.9%	21.3%	11.9%	15.2%
■ Very unlikely (1-2)	9.9%	7.3%	17.2%	18.5%	9.0%	11.3%
■ Not sure	2.5%	2.8%	5.4%	5.1%	2.7%	3.7%
BASE	3,483	2,522	93	156	1,826	1,869
▲ MEAN	6.09	6.24	5.23	4.95	6.05	5.65

BRAND/DESTINATION ADVOCACY – U.S. EAST

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



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	76.5%	87.7%	56.9%	63.5%	84.1%	83.7%
■ Somewhat likely (5-6)	16.7%	9.0%	30.2%	24.8%	12.9%	13.3%
■ Somewhat unlikely (3-4)	4.0%	1.8%	8.5%	5.9%	1.9%	2.2%
■ Very unlikely (1-2)	2.6%	1.4%	1.1%	3.9%	0.9%	0.7%
■ Not sure	0.2%	0.1%	3.2%	2.0%	0.2%	0.2%
BASE	3,454	2,501	93	154	1,815	1,858
▲ MEAN	7.12	7.52	6.56	6.67	7.42	7.42

14] Q. How likely are you to recommend ___ as a place to visit to your friends and family?

ACTIVITIES – SIGHTSEEING – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	95.0%	96.3%	97.8%	92.0%	96.1%	96.8%
On own (self-guided)	75.3%	83.0%	53.0%	29.0%	83.2%	74.7%
Helicopter/ airplane	3.6%	7.7%	10.5%	0.6%	14.9%	22.2%
Boat/ submarine/ whale	17.1%	39.3%	13.9%	30.3%	26.5%	29.4%
Visit towns	46.2%	57.6%	44.5%	34.3%	58.7%	55.8%
Limo/ van/ bus tour	18.0%	13.1%	18.2%	20.9%	14.9%	14.4%
Scenic views/ natural landmark	63.3%	66.8%	55.2%	52.0%	72.5%	71.1%
Movie/ TV/ film location	10.7%	0.8%	1.1%	0.0%	2.1%	8.5%

STATEWIDE - ACTIVITIES – SIGHTSEEING - U.S. EAST

	2017	2018
TOTAL	97.4%	96.5%
On own (self-guided)	82.0%	81.8%
Helicopter/ airplane	13.2%	12.1%
Boat/ submarine/ whale	33.2%	31.1%
Visit towns	37.4%	57.0%
Limo/ van/ bus tour	19.9%	16.4%
Scenic views/ natural landmark	77.7%	69.9%
Movie/ TV/ film location	8.3%	7.0%

ACTIVITIES – RECREATION – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.3%	96.9%	79.6%	82.8%	96.2%	92.5%
Beach/ sunbathing	81.4%	86.8%	50.7%	59.9%	78.2%	71.7%
Bodyboard/ Standup paddle board	10.4%	10.5%	2.1%	2.0%	10.6%	7.0%
Surfing	7.2%	6.9%	1.0%	0.0%	3.1%	4.4%
Canoeing/ kayak	5.1%	4.7%	6.6%	2.0%	7.5%	10.5%
Swim- ocean	59.8%	68.4%	32.3%	42.1%	62.3%	50.1%
Snorkel	29.1%	48.8%	26.8%	38.8%	50.1%	31.9%
Windsurf/ Kitesurf	0.3%	0.4%	0.0%	0.0%	0.2%	0.0%
Jet ski/ Parasail	1.9%	2.5%	0.0%	0.0%	1.0%	0.1%
Scuba	2.1%	3.5%	3.2%	3.3%	4.2%	1.8%
Fishing	2.1%	2.3%	0.0%	4.0%	4.4%	2.1%
Golf	3.4%	8.5%	0.0%	6.0%	7.4%	5.8%

STATEWIDE - ACTIVITIES – RECREATION – U.S. EAST

	2017	2018
TOTAL	96.0%	96.2%
Beach/ sunbathing	84.8%	83.8%
Bodyboard/ Standup paddle board	13.8%	11.3%
Surfing	7.8%	6.5%
Canoeing/ kayak	9.1%	7.6%
Swim- ocean	NA	65.1%
Snorkel	NA	42.9%
Windsurf/ Kitesurf	0.4%	0.3%
Jet ski/ Parasail	3.0%	1.8%
Scuba	4.0%	3.2%
Fishing	2.9%	3.1%
Golf	6.7%	6.7%

ACTIVITIES – RECREATION – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	93.3%	96.9%	79.6%	82.8%	96.2%	92.5%
Run/ Jog/ Fitness walk	26.0%	29.2%	13.0%	12.5%	23.7%	23.5%
Spa	7.1%	11.9%	1.0%	8.5%	8.2%	6.7%
Hiking/Backpack/Camp	34.6%	29.7%	25.9%	12.5%	33.8%	33.9%
Agritourism	14.9%	13.1%	15.2%	8.6%	19.3%	13.9%
Sport event/ tournament	2.9%	1.6%	3.2%	0.0%	2.0%	0.3%
Park/ botanical garden	39.9%	36.9%	25.8%	17.6%	51.8%	43.0%
Waterpark	1.6%	0.9%	0.0%	0.0%	0.8%	0.4%
Mountain tube/ waterfall rappel	0.6%	0.8%	0.0%	0.0%	0.8%	4.6%
Zip-lining	2.6%	6.7%	0.0%	1.3%	5.3%	6.9%
Skydiving	0.8%	0.2%	0.0%	0.0%	0.4%	0.2%
All terrain vehicle (ATV)	2.9%	1.5%	1.0%	5.3%	3.6%	5.7%
Horseback riding	2.1%	1.6%	3.3%	2.6%	2.7%	1.5%

STATEWIDE - ACTIVITIES – RECREATION – U.S. EAST

	2017	2018
TOTAL	96.0%	96.2%
Run/ Jog/ Fitness walk	36.3%	28.5%
Spa	11.6%	9.9%
Hiking/Backpack/Camp	33.8%	36.0%
Agritourism	13.1%	17.1%
Sport event/ tournament	2.3%	2.2%
Park/ botanical garden	47.6%	45.3%
Waterpark	NA	1.2%
Mountain tube/ waterfall rappel	NA	1.7%
Zip-lining	NA	5.9%
Skydiving	NA	0.5%
All terrain vehicle (ATV)	NA	3.8%
Horseback riding	NA	2.3%

ACTIVITIES – ENTERTAINMENT & DINING – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.7%	97.7%	86.1%	74.9%	97.9%	93.6%
Lunch/ sunset/ dinner/ evening cruise	21.7%	26.7%	11.7%	30.2%	18.8%	25.5%
Live music/ stage show	34.4%	36.3%	20.4%	5.9%	29.8%	26.8%
Nightclub/ dancing/ bar/ karaoke	11.7%	7.0%	3.3%	2.0%	8.8%	5.9%
Fine dining	50.6%	61.1%	17.3%	25.7%	50.7%	46.5%
Family restaurant	55.7%	55.8%	44.3%	14.5%	61.6%	49.2%
Fast food	41.9%	28.6%	18.2%	2.0%	31.7%	23.6%
Food truck	36.7%	23.6%	14.1%	1.9%	17.1%	29.8%
Café/ coffee house	40.8%	39.3%	33.4%	15.8%	45.5%	37.1%
Ethnic dining	36.7%	26.9%	11.8%	5.2%	31.7%	26.0%
Prepared own meal	31.9%	42.4%	40.2%	13.8%	47.5%	39.3%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – U.S. EAST

	2017	2018
TOTAL	97.9%	97.7%
Lunch/ sunset/ dinner/ evening cruise	33.2%	26.1%
Live music/ stage show	39.6%	37.3%
Nightclub/ dancing/ bar/ karaoke	10.6%	10.0%
Fine dining	58.2%	55.7%
Family restaurant	65.8%	58.3%
Fast food	34.9%	35.7%
Food truck	NA	31.2%
Café/ coffee house	44.8%	43.9%
Ethnic dining	36.1%	34.0%
Prepared own meal	40.6%	43.6%

ACTIVITIES – SHOPPING – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.5%	95.9%	75.4%	64.5%	95.9%	91.2%
Mall/ department store	52.4%	39.9%	5.2%	9.0%	29.8%	20.8%
Designer boutique	17.0%	19.5%	1.1%	4.6%	14.0%	15.4%
Hotel/ resort store	41.2%	41.5%	6.4%	16.6%	33.4%	23.9%
Swap meet/ flea market	18.3%	12.3%	10.7%	1.3%	14.3%	5.9%
Discount/ outlet store	18.0%	18.4%	7.4%	5.8%	11.7%	12.0%
Supermarket	45.8%	61.2%	40.0%	9.2%	62.9%	52.3%
Farmer's market	18.7%	24.6%	31.3%	5.9%	44.1%	31.0%
Convenience store	54.0%	43.3%	21.5%	12.5%	41.4%	34.6%
Duty free store	6.5%	3.5%	1.0%	3.3%	2.7%	1.3%
Local shop/ artisan	55.6%	67.4%	50.6%	31.5%	68.4%	71.0%

STATEWIDE - ACTIVITIES – SHOPPING – U.S. EAST

	2017	2018
TOTAL	95.9%	95.9%
Mall/ department store	44.3%	43.1%
Designer boutique	23.1%	18.6%
Hotel/ resort store	39.5%	39.2%
Swap meet/ flea market	18.2%	15.6%
Discount/ outlet store	19.1%	17.8%
Supermarket	51.4%	59.2%
Farmer's market	28.2%	31.2%
Convenience store	44.6%	48.1%
Duty free store	4.1%	4.6%
Local shop/ artisan	67.6%	67.0%

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

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	81.1%	69.5%	74.3%	48.6%	73.4%	64.5%
Historic military site	55.4%	4.9%	6.3%	4.6%	14.1%	6.7%
Other historical site	27.2%	22.4%	48.6%	22.2%	40.5%	26.8%
Museum/ art gallery	16.5%	16.3%	11.8%	7.3%	18.8%	13.2%
Luau/ Polynesian show/ hula show	39.2%	40.8%	15.9%	14.3%	31.8%	30.6%
Lesson- ex. ukulele, hula, canoe, lei making	8.8%	6.8%	7.6%	0.7%	7.3%	5.3%
Play/ concert/ theatre	5.8%	4.5%	2.1%	0.7%	3.9%	1.8%
Art/ craft fair	8.0%	15.0%	9.7%	3.3%	12.9%	14.1%
Festival event	5.2%	2.9%	10.8%	7.3%	5.4%	3.3%

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

	2017	2018
TOTAL	81.3%	77.1%
Historic military site	42.9%	28.3%
Other historical site	34.7%	31.4%
Museum/ art gallery	21.9%	18.3%
Luau/ Polynesian show/ hula show	47.6%	42.0%
Lesson- ex. ukulele, hula, canoe, lei making	6.3%	8.5%
Play/ concert/ theatre	4.7%	5.1%
Art/ craft fair	12.8%	13.5%
Festival event	9.8%	5.3%

ACTIVITIES – TRANSPORTATION – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	90.1%	95.3%	81.8%	69.6%	93.7%	94.8%
Airport shuttle	23.2%	17.2%	6.5%	12.6%	16.6%	13.1%
Trolley	4.4%	1.7%	1.0%	1.9%	2.9%	2.0%
Public bus	10.0%	2.3%	4.3%	2.0%	2.2%	1.6%
Tour bus/ tour van	19.2%	13.2%	29.8%	27.5%	16.0%	20.1%
Taxi/ limo	16.9%	8.4%	7.6%	14.4%	8.8%	5.0%
Rental car	58.0%	83.3%	45.5%	14.6%	80.8%	73.6%
Ride share	23.5%	10.3%	3.1%	4.5%	7.6%	4.2%
Bicycle rental	1.5%	1.7%	1.0%	0.0%	1.2%	3.7%

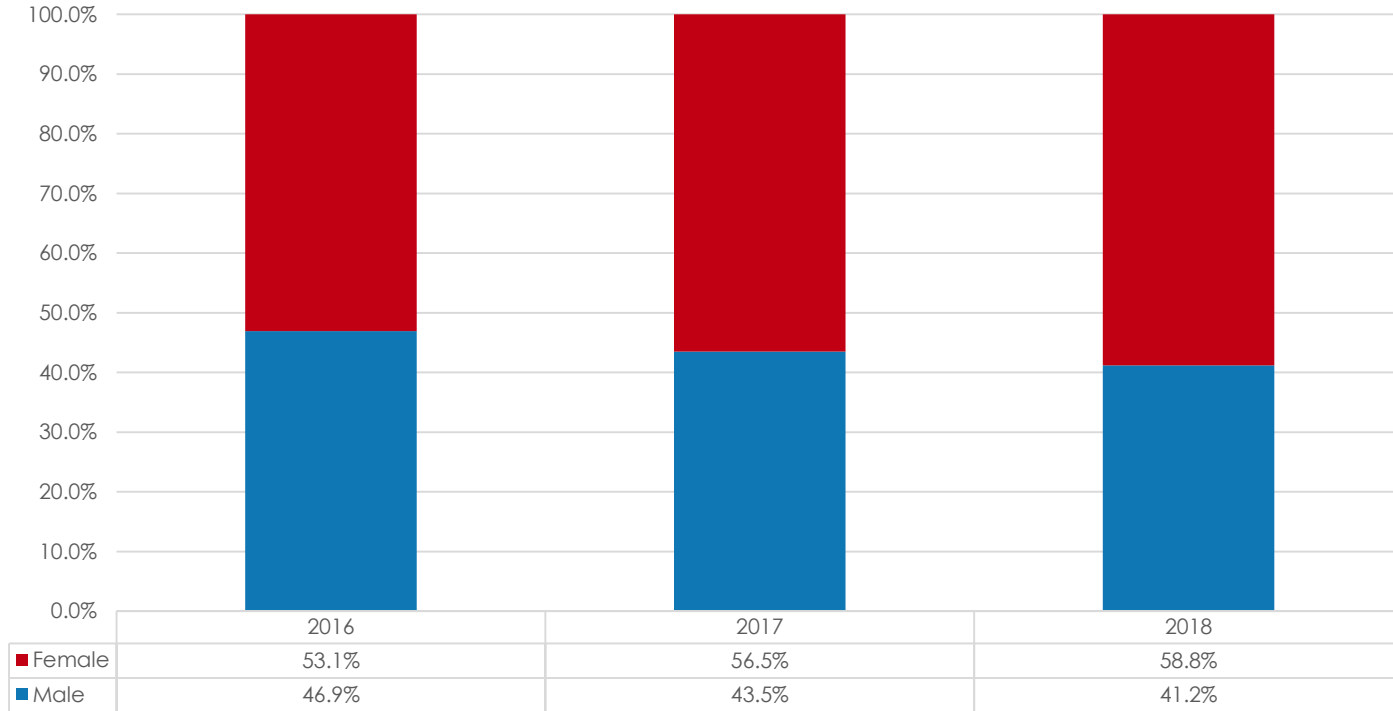
STATEWIDE - ACTIVITIES – TRANSPORTATION – U.S. EAST

	2017	2018
TOTAL	95.0%	92.4%
Airport shuttle	26.3%	20.2%
Trolley	4.5%	3.4%
Public bus	7.5%	5.7%
Tour bus/ tour van	20.6%	18.0%
Taxi/ limo	20.1%	12.4%
Rental car	75.3%	74.2%
Ride share	NA	14.9%
Bicycle rental	NA	2.2%

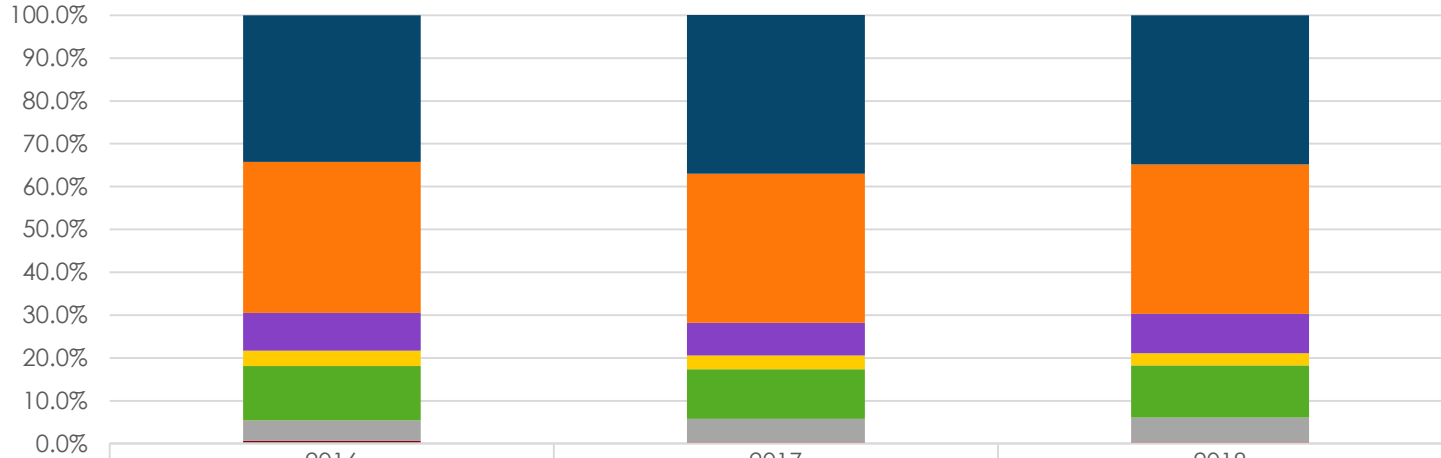
ACTIVITIES – OTHER – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	34.6%	15.3%	19.4%	11.8%	22.4%	12.6%
Visit friends/ family	34.0%	14.8%	16.3%	6.5%	21.7%	11.8%
Volunteer- non-profit	1.0%	0.8%	4.3%	5.3%	1.2%	1.3%

VISITOR PROFILE – GENDER – U.S. EAST

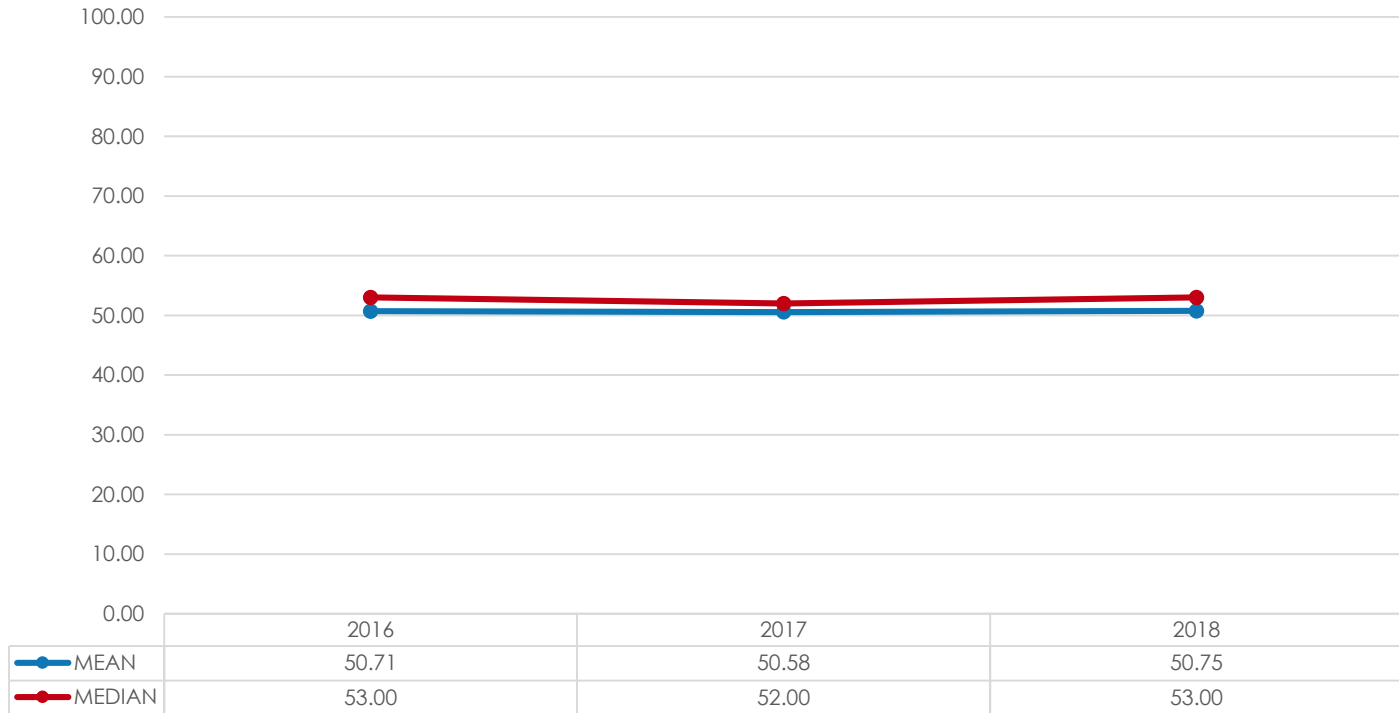


VISITOR PROFILE – EDUCATION – U.S. EAST

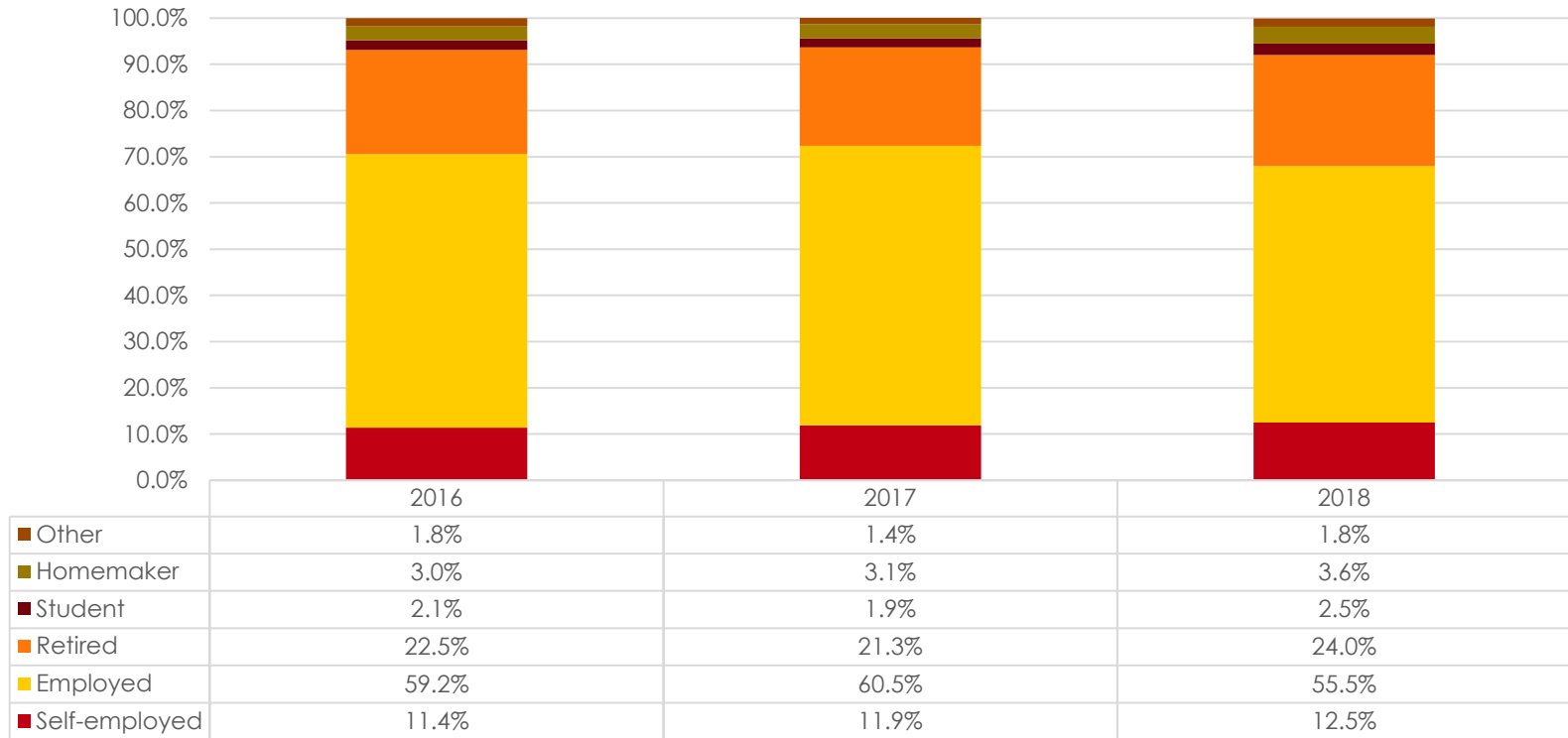


	2016	2017	2018
Post-Graduate	34.2%	37.1%	34.8%
College Grad	35.3%	34.8%	34.9%
Associate Degree	8.8%	7.6%	9.2%
Vocational/ Tech	3.6%	3.2%	2.8%
Some College	12.7%	11.6%	12.2%
H.S. Grad	4.8%	5.3%	5.6%
Some / No H.S.	0.6%	0.5%	0.5%

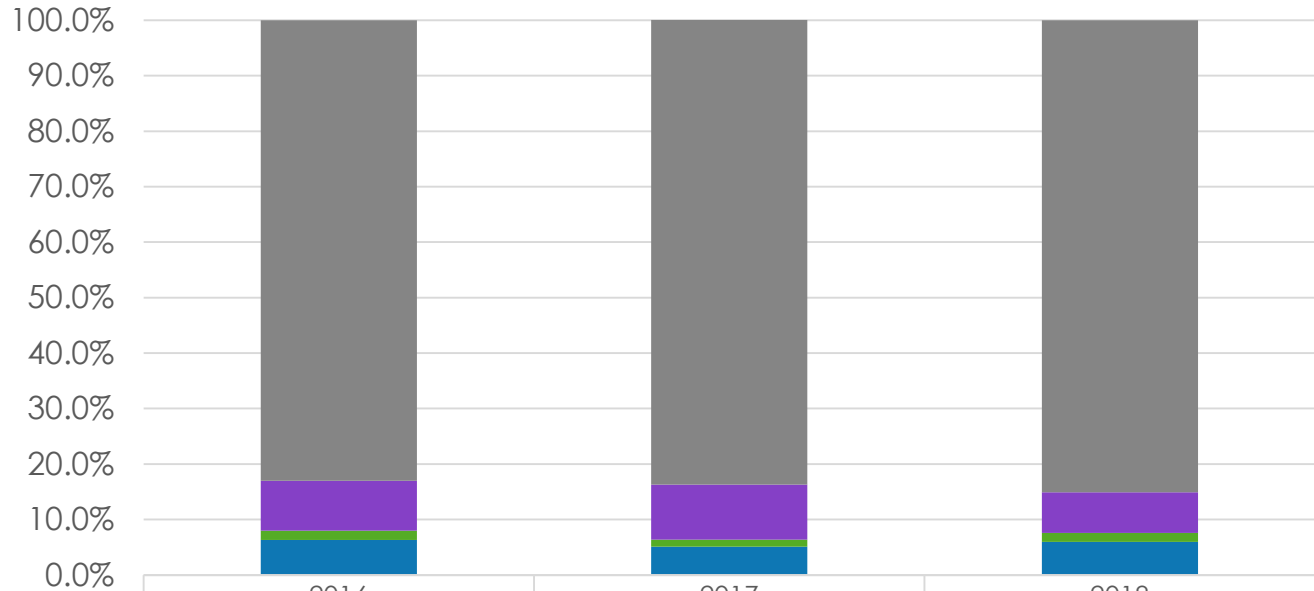
VISITOR PROFILE – AGE – U.S. EAST



VISITOR PROFILE – EMPLOYMENT STATUS – U.S. EAST



VISITOR PROFILE – HAWAII PROPERTY OWNER – U.S. EAST

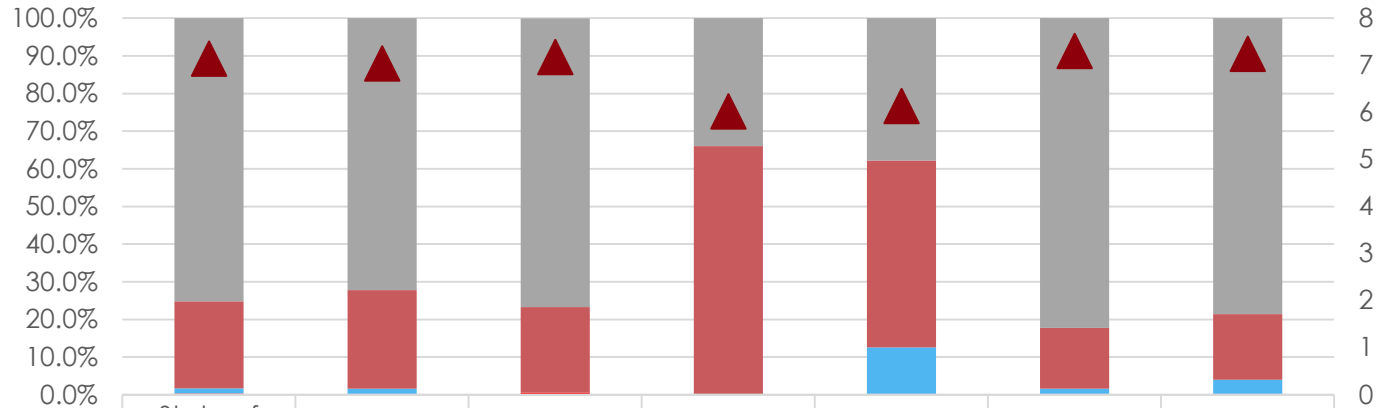


	2016	2017	2018
Do not nor plan to purchase	83.0%	83.8%	85.1%
Plan to in future	9.0%	9.9%	7.3%
Other Property Type	1.7%	1.3%	1.6%
Timeshare	6.3%	5.1%	6.0%

SECTION – JAPAN

OVERALL SATISFACTION – MOST RECENT VISIT – JAPAN

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



	State of Hawai'i Overall	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Excellent (7-8)	75.3%	72.2%	76.6%	34.0%	37.8%	82.2%	78.7%
■ Above Average (5-6)	23.1%	26.2%	22.7%	66.0%	49.6%	16.2%	17.4%
■ Below Average (3-4)	1.4%	1.4%	0.0%	0.0%	12.6%	1.4%	4.0%
■ Poor (1-2)	0.3%	0.2%	0.6%	0.0%	0.0%	0.2%	0.0%
BASE	5,435	4,648	158	3	8	1,202	51
▲ MEAN	7.14	7.04	7.17	6.02	6.13	7.30	7.24

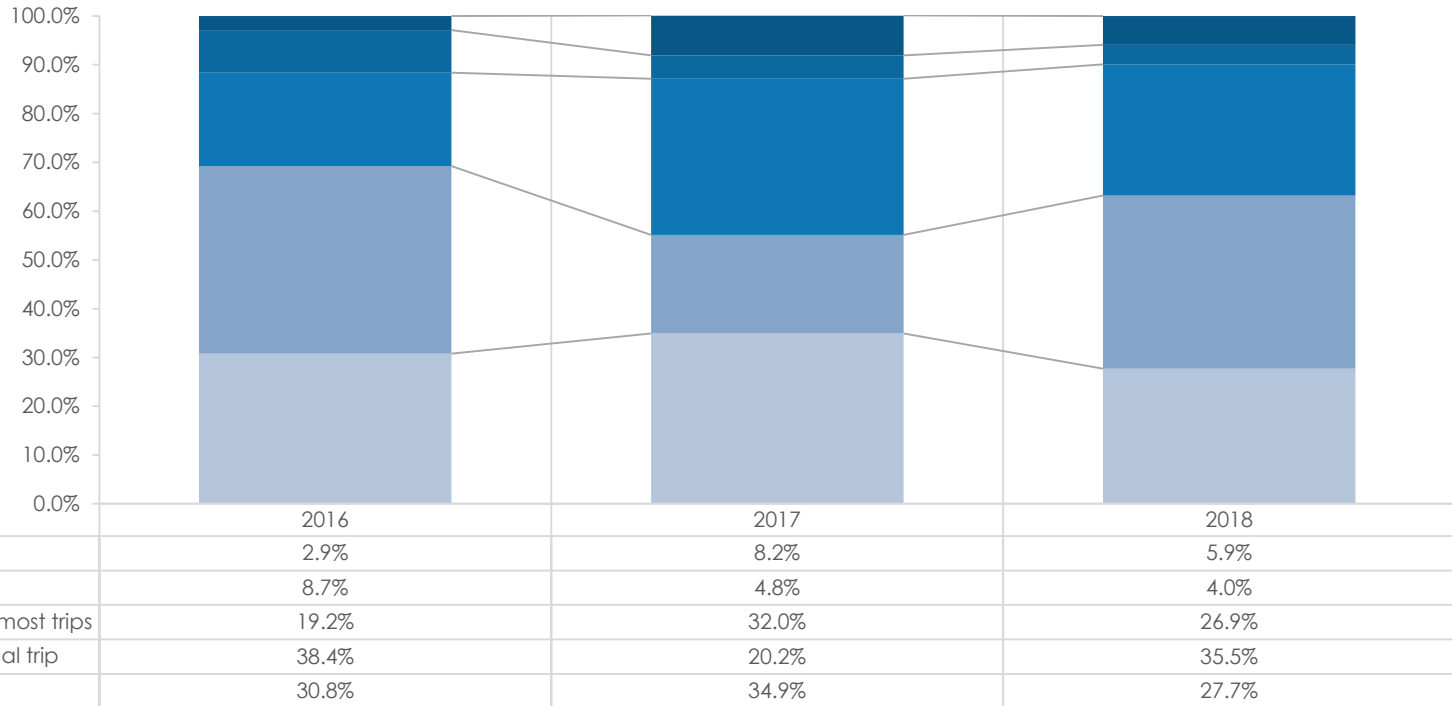
PRIMARY TRIP PURPOSE JAPAN

	2017	2018
Vacation	63.5%	65.4%
Honeymoon	14.3%	10.2%
Attend wedding/ vow renewal	5.9%	4.5%
Anniversary/ birthday	2.0%	3.6%
Get married	2.3%	2.6%
Business trip	1.8%	2.4%
Vacation home/ timeshare	0.0%	1.9%
Shopping	2.5%	1.6%
Visit friends or relatives	1.4%	1.2%

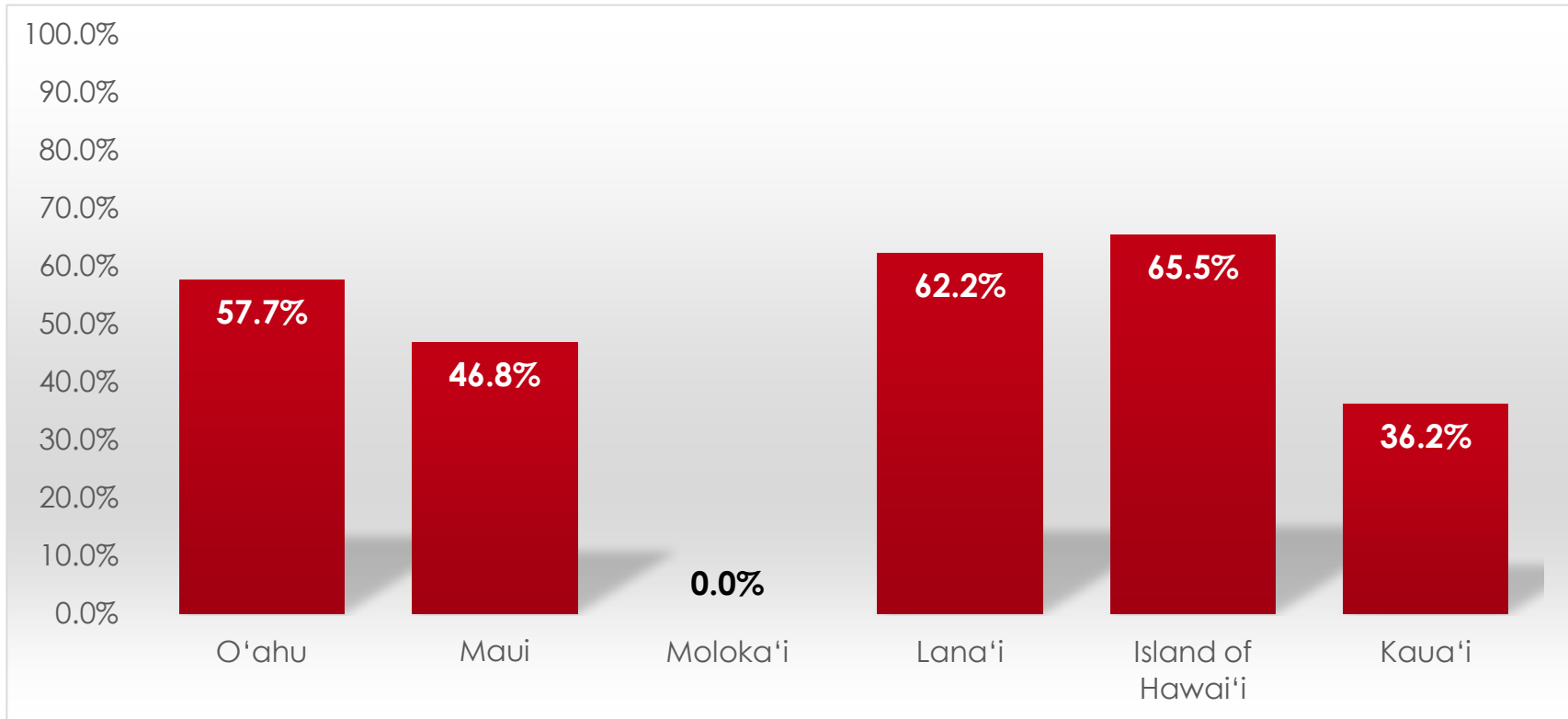
SECONDARY TRIP PURPOSE – MULTIPLE RESPONSE JAPAN

	2017	2018
Vacation	90.9%	86.0%
Shopping/ fashion	38.6%	26.3%
Honeymoon	17.2%	12.9%
Anniversary/ birthday	8.8%	7.2%
Attend wedding/ vow renewal	8.0%	5.2%
Vacation home/ timeshare	0.1%	4.8%
Visit friends/ relatives	6.0%	4.7%
Family gathering/ reunion	6.2%	4.4%
Get married	3.6%	3.5%
Business trip	3.5%	3.3%

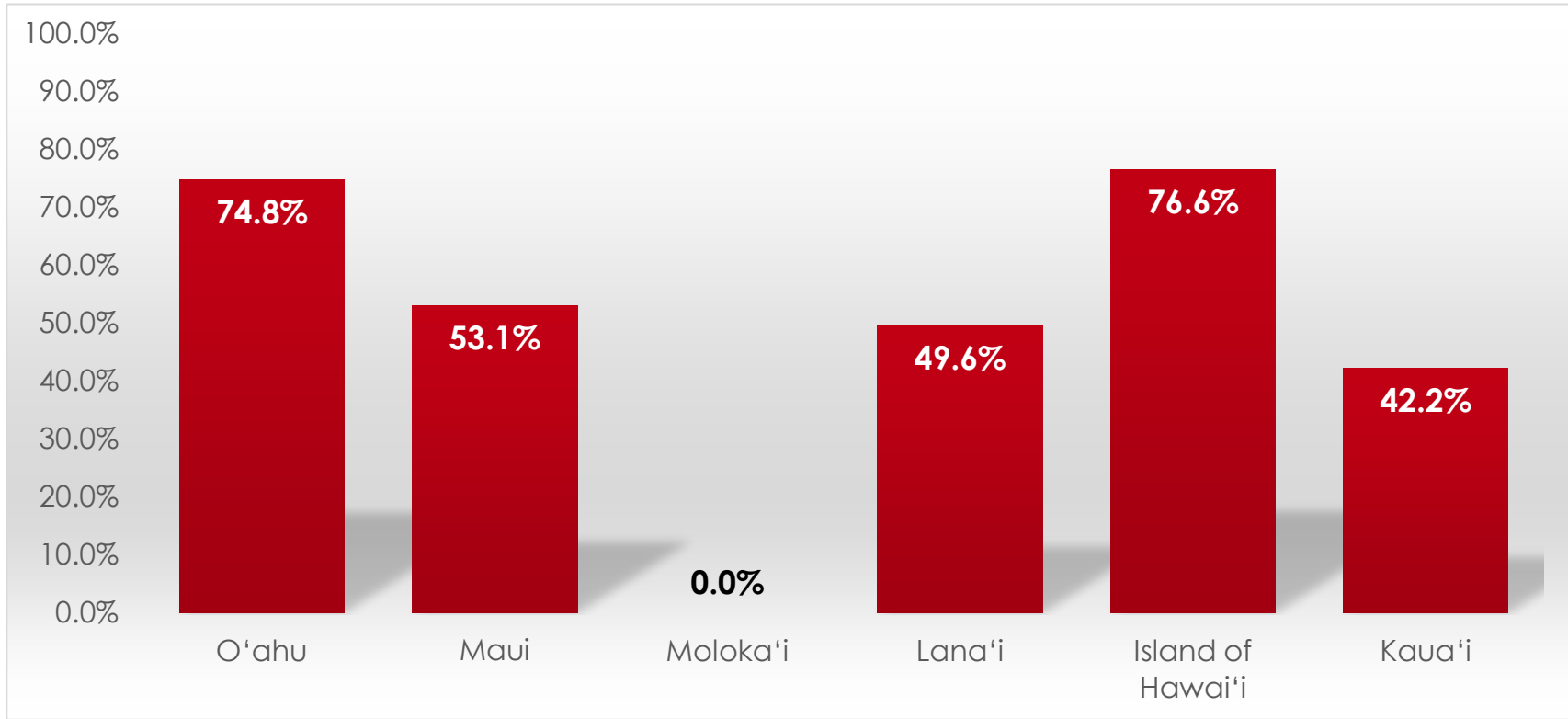
VACATION TRIP DESCRIPTION – JAPAN



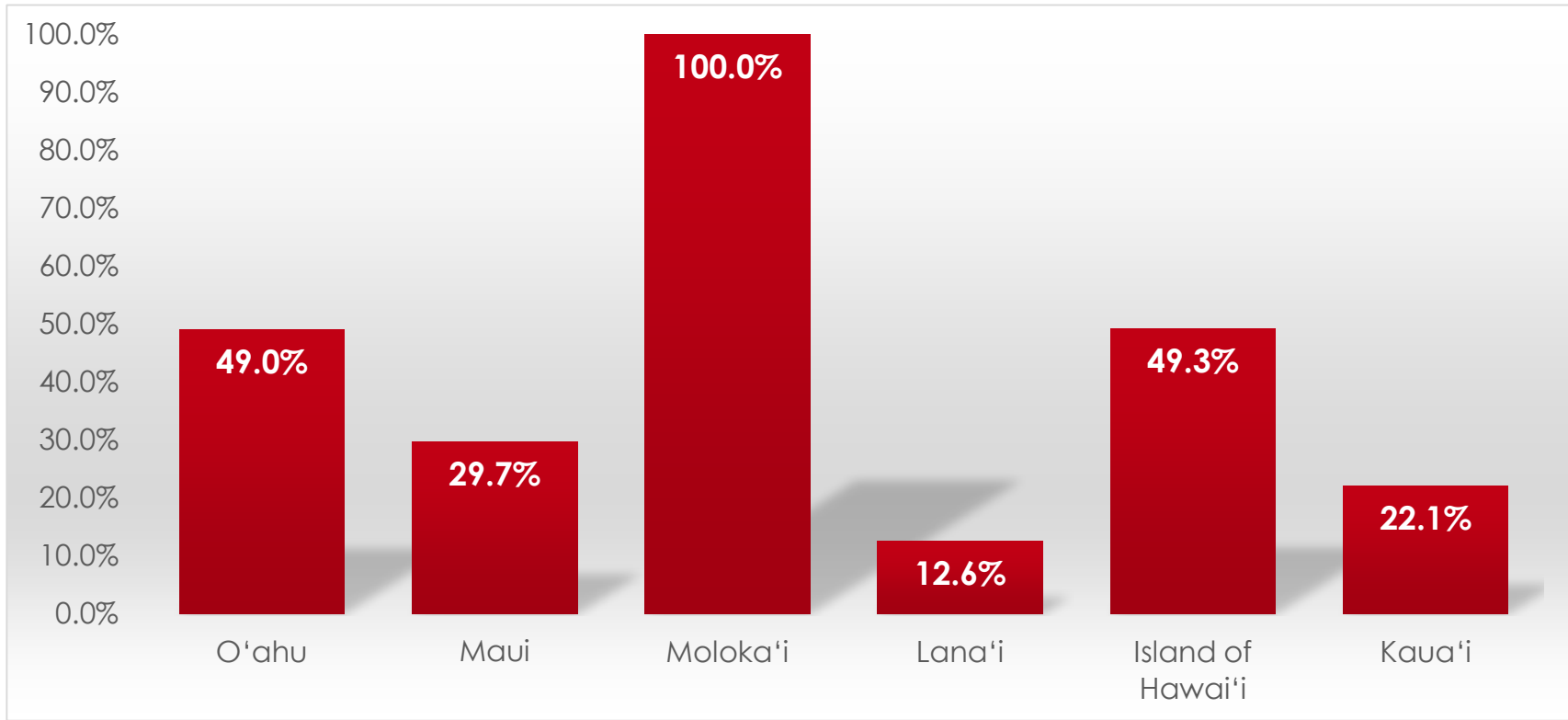
ADVERTISING AWARENESS – JAPAN



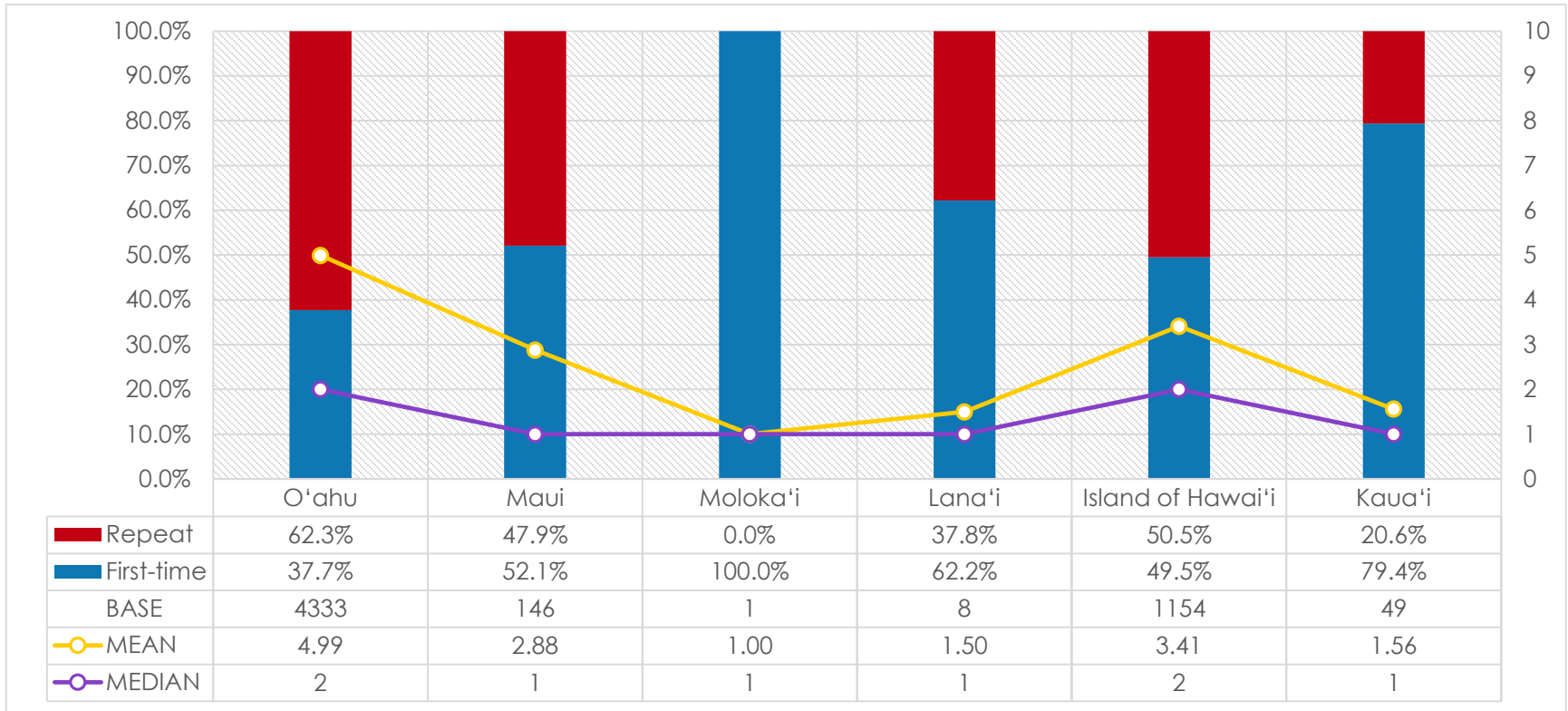
IMPACT OF LOCATION FILMING – JAPAN



IMPACT OF HAWAIIAN MUSIC – JAPAN



1ST TIME VS REPEAT VISITOR – JAPAN

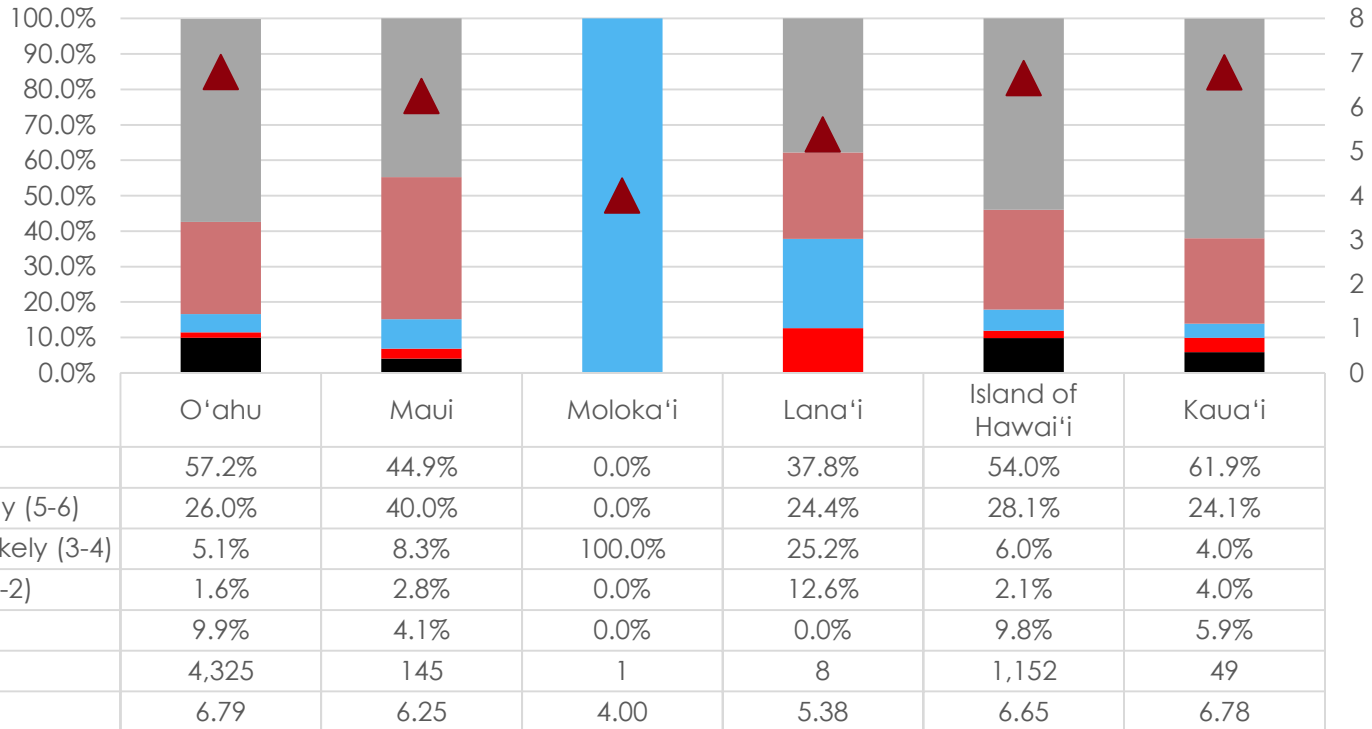


TRAVEL PARTY MEMBERS – JAPAN

	2016	2017	2018
Spouse	65.0%	51.9%	50.6%
Other adult family	31.5%	26.2%	23.8%
Child under 18	17.7%	15.0%	15.9%
Friends/ associates	17.4%	21.7%	21.9%
Alone	4.9%	7.5%	7.1%
Girlfriend/ boyfriend	2.5%	3.8%	6.9%
Same-sex partner	.2%	.4%	0.3%

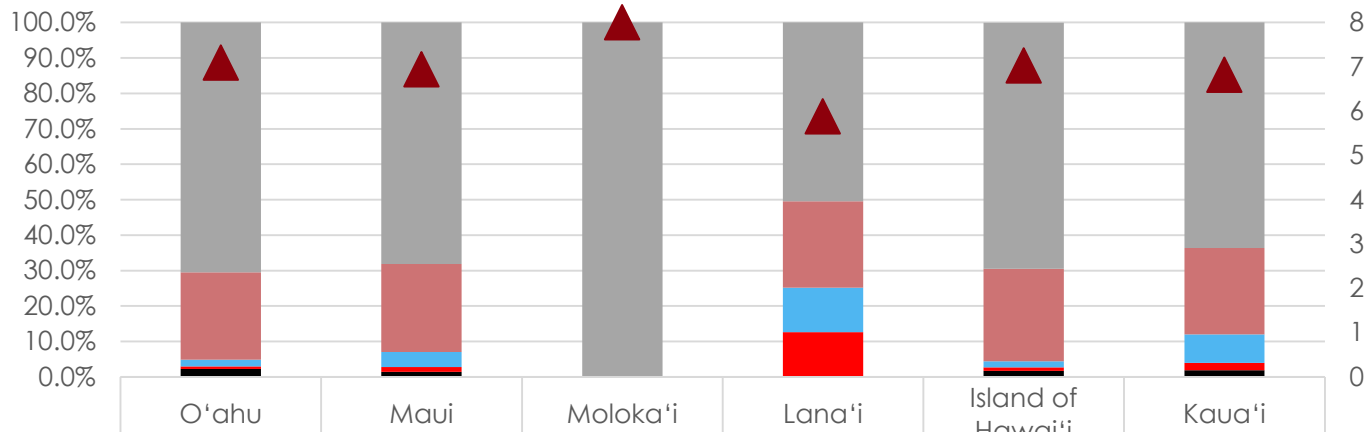
LIKELIHOOD OF RETURN VISIT – JAPAN

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



BRAND/DESTINATION ADVOCACY – JAPAN

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



■ Very likely (7-8)	70.5%	68.2%	100.0%	50.4%	69.4%	63.6%
■ Somewhat likely (5-6)	24.6%	24.9%	0.0%	24.4%	26.1%	24.4%
■ Somewhat unlikely (3-4)	1.9%	4.2%	0.0%	12.6%	1.7%	8.0%
■ Very unlikely (1-2)	0.7%	1.4%	0.0%	12.6%	1.0%	2.1%
■ Not sure	2.3%	1.4%	0.0%	0.0%	1.7%	1.9%
BASE	4,318	145	1	8	1,152	49
▲ MEAN	7.09	6.94	8.00	5.88	7.03	6.82

ACTIVITIES – SIGHTSEEING – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.1%	93.7%	100.0%	87.4%	96.5%	97.9%
On own (self-guided)	67.5%	68.9%	100.0%	62.2%	68.0%	51.4%
Helicopter/ airplane	1.6%	3.4%	0.0%	0.0%	3.7%	6.2%
Boat/ submarine/ whale	10.1%	14.4%	0.0%	0.0%	5.8%	6.2%
Visit towns	30.8%	37.6%	0.0%	25.2%	28.3%	26.8%
Limo/ van/ bus tour	17.7%	15.1%	0.0%	0.0%	25.2%	34.5%
Scenic views/ natural landmark	20.3%	29.5%	0.0%	0.0%	30.4%	41.0%
Movie/ TV/ film location	4.4%	2.1%	0.0%	0.0%	2.0%	10.3%

STATEWIDE - ACTIVITIES – SIGHTSEEING - JAPAN

	2017	2018
TOTAL	86.1%	95.5%
On own (self-guided)	43.2%	68.8%
Helicopter/ airplane	1.3%	2.3%
Boat/ submarine/ whale	12.2%	9.7%
Visit towns	29.0%	31.2%
Limo/ van/ bus tour	27.9%	19.5%
Scenic views/ natural landmark	25.4%	23.3%
Movie/ TV/ film location	6.3%	4.1%

ACTIVITIES – RECREATION – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.6%	94.5%	100.0%	100.0%	95.2%	94.1%
Beach/ sunbathing	75.6%	65.3%	0.0%	74.8%	57.9%	41.0%
Bodyboard/ Standup paddle board	3.5%	4.2%	0.0%	0.0%	3.6%	4.0%
Surfing	4.1%	3.5%	0.0%	12.6%	1.1%	0.0%
Canoeing/ kayak	1.9%	2.1%	0.0%	0.0%	2.8%	0.0%
Swim- ocean	39.9%	37.1%	0.0%	25.2%	27.7%	14.5%
Snorkel	15.5%	22.2%	0.0%		21.0%	8.1%
Windsurf/ Kitesurf	0.2%	1.4%	0.0%	0.0%	0.1%	0.0%
Jet ski/ Parasail	3.5%	2.1%	0.0%	0.0%	0.2%	2.1%
Scuba	2.1%	1.4%	0.0%	0.0%	2.3%	0.0%
Fishing	1.5%	1.4%	0.0%	0.0%	1.5%	0.0%
Golf	5.4%	11.9%	0.0%	0.0%	14.1%	6.2%

STATEWIDE - ACTIVITIES – RECREATION – JAPAN

	2017	2018
TOTAL	88.5%	96.2%
Beach/ sunbathing	68.3%	73.1%
Bodyboard/ Standup paddle board	5.0%	3.7%
Surfing	3.7%	3.6%
Canoeing/ kayak	2.8%	2.1%
Swim- ocean	NA	38.4%
Snorkel	NA	17.2%
Windsurf/ Kitesurf	0.5%	0.2%
Jet ski/ Parasail	3.7%	2.9%
Scuba	3.0%	2.2%
Fishing	1.2%	1.5%
Golf	5.4%	7.5%

ACTIVITIES – RECREATION – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.6%	94.5%	100.0%	100.0%	95.2%	94.1%
Run/ Jog/ Fitness walk	14.7%	12.4%	0.0%	0.0%	14.0%	4.1%
Spa	6.6%	2.8%	0.0%	0.0%	5.3%	2.1%
Hiking/Backpack/Camp	7.9%	4.1%	0.0%	0.0%	5.0%	6.2%
Agritourism	9.1%	14.3%	100.0%	0.0%	20.6%	28.6%
Sport event/ tournament	1.5%	5.6%	0.0%	0.0%	2.2%	0.0%
Park/ botanical garden	22.8%	23.9%	100.0%	0.0%	24.3%	44.9%
Waterpark	3.6%	0.0%	0.0%	0.0%	3.1%	0.0%
Mountain tube/ waterfall rappel	0.4%	0.7%	0.0%	0.0%	1.7%	0.0%
Zip-lining	0.6%	2.1%	0.0%	0.0%	0.5%	0.0%
Skydiving	1.0%	0.7%	0.0%	0.0%	0.1%	0.0%
All terrain vehicle (ATV)	1.2%	1.4%	0.0%	0.0%	0.5%	0.0%
Horseback riding	4.8%	6.8%	0.0%	0.0%	4.7%	0.0%

STATEWIDE - ACTIVITIES – RECREATION – JAPAN

	2017	2018
TOTAL	88.5%	96.2%
Run/ Jog/ Fitness walk	14.9%	14.7%
Spa	6.9%	6.5%
Hiking/Backpack/Camp	7.1%	7.4%
Agritourism	2.7%	12.2%
Sport event/ tournament	1.9%	1.8%
Park/ botanical garden	20.1%	24.0%
Waterpark	NA	3.5%
Mountain tube/ waterfall rappel	NA	0.7%
Zip-lining	NA	0.7%
Skydiving	NA	0.8%
All terrain vehicle (ATV)	NA	1.1%
Horseback riding	NA	5.0%

ACTIVITIES – ENTERTAINMENT & DINING – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.4%	97.9%	100.0%	87.4%	96.6%	85.8%
Lunch/ sunset/ dinner/ evening cruise	17.0%	13.7%	0.0%	24.4%	8.0%	10.1%
Live music/ stage show	19.6%	16.4%	0.0%	12.6%	19.4%	16.4%
Nightclub/ dancing/ bar/ karaoke	7.2%	10.2%	0.0%	12.6%	2.9%	4.1%
Fine dining	48.0%	43.9%	0.0%	37.8%	30.9%	26.7%
Family restaurant	23.0%	19.4%	0.0%	0.0%	23.4%	10.3%
Fast food	55.1%	33.2%	0.0%	0.0%	45.1%	14.2%
Food truck	16.5%	9.0%	0.0%	0.0%	6.2%	6.1%
Café/ coffee house	55.4%	40.6%	100.0%	0.0%	44.4%	32.9%
Ethnic dining	10.4%	13.7%	0.0%	0.0%	8.2%	4.1%
Prepared own meal	14.5%	19.5%	0.0%	0.0%	33.2%	14.5%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – JAPAN

	2017	2018
TOTAL	92.6%	98.3%
Lunch/ sunset/ dinner/ evening cruise	46.6%	15.7%
Live music/ stage show	17.4%	20.3%
Nightclub/ dancing/ bar/ karaoke	4.1%	6.6%
Fine dining	36.2%	45.4%
Family restaurant	26.3%	23.4%
Fast food	46.4%	53.0%
Food truck	NA	14.6%
Café/ coffee house	48.4%	53.8%
Ethnic dining	7.0%	10.3%
Prepared own meal	16.7%	18.7%

ACTIVITIES – SHOPPING – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.9%	97.2%	100.0%	87.4%	95.9%	85.8%
Mall/ department store	85.0%	62.0%	0.0%	24.4%	56.4%	40.9%
Designer boutique	29.8%	9.7%	0.0%	0.0%	5.8%	6.2%
Hotel/ resort store	36.5%	28.7%	0.0%	12.6%	27.7%	24.8%
Swap meet/ flea market	3.7%	5.5%	0.0%	0.0%	2.6%	2.1%
Discount/ outlet store	27.7%	16.6%	0.0%	0.0%	6.6%	1.9%
Supermarket	63.7%	50.4%	0.0%	25.2%	72.5%	47.0%
Farmer's market	17.1%	6.2%	0.0%	0.0%	21.3%	8.1%
Convenience store	51.4%	24.9%	0.0%	0.0%	21.4%	2.1%
Duty free store	50.1%	27.2%	0.0%	25.2%	7.0%	6.2%
Local shop/ artisan	9.2%	12.4%	100.0%	0.0%	14.9%	20.5%

STATEWIDE - ACTIVITIES – SHOPPING – JAPAN

	2017	2018
TOTAL	96.6%	97.6%
Mall/ department store	82.2%	79.9%
Designer boutique	33.5%	25.1%
Hotel/ resort store	39.2%	35.4%
Swap meet/ flea market	8.9%	3.6%
Discount/ outlet store	34.1%	23.7%
Supermarket	57.7%	65.7%
Farmer's market	18.6%	18.1%
Convenience store	54.1%	45.6%
Duty free store	43.6%	42.1%
Local shop/ artisan	15.3%	10.7%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	53.3%	61.7%	0.0%	62.2%	58.9%	67.5%
Historic military site	18.5%	18.4%	0.0%	12.6%	13.6%	18.5%
Other historical site	14.9%	27.4%	0.0%	12.6%	26.4%	36.9%
Museum/ art gallery	6.9%	8.2%	0.0%	0.0%	2.7%	8.3%
Luau/ Polynesian show/ hula show	12.2%	6.2%	0.0%	12.6%	14.1%	8.1%
Lesson- ex. ukulele, hula, canoe, lei making	6.2%	2.8%	0.0%	12.6%	5.9%	12.3%
Play/ concert/ theatre	3.3%	2.0%	0.0%	0.0%	2.2%	4.1%
Art/ craft fair	3.2%	5.5%	0.0%	0.0%	3.3%	0.0%
Festival event	2.8%	7.0%	0.0%	11.8%	3.4%	2.1%

STATEWIDE - ACTIVITIES – HISTORY, CULTURE, FINE ARTS – JAPAN

	2017	2018
TOTAL	39.9%	55.5%
Historic military site	11.3%	18.1%
Other historical site	10.6%	18.1%
Museum/ art gallery	6.9%	6.4%
Luau/ Polynesian show/ hula show	10.5%	12.9%
Lesson- ex. ukulele, hula, canoe, lei making	6.3%	6.4%
Play/ concert/ theatre	2.3%	3.1%
Art/ craft fair	2.2%	3.4%
Festival event	3.2%	3.1%

ACTIVITIES – TRANSPORTATION – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.7%	95.8%	0.0%	100.0%	96.4%	97.9%
Airport shuttle	25.1%	12.4%	0.0%	37.8%	18.9%	18.6%
Trolley	54.3%	8.3%	0.0%	0.0%	14.1%	0.0%
Public bus	20.2%	11.0%	0.0%	0.0%	2.9%	2.1%
Tour bus/ tour van	25.3%	26.7%	0.0%	11.8%	30.6%	48.6%
Taxi/ limo	33.5%	23.6%	0.0%	25.2%	22.8%	14.2%
Rental car	27.0%	60.1%	0.0%	12.6%	50.6%	37.2%
Ride share	3.5%	1.4%	0.0%	12.6%	1.9%	2.1%
Bicycle rental	3.4%	1.4%	0.0%	0.0%	1.0%	0.0%

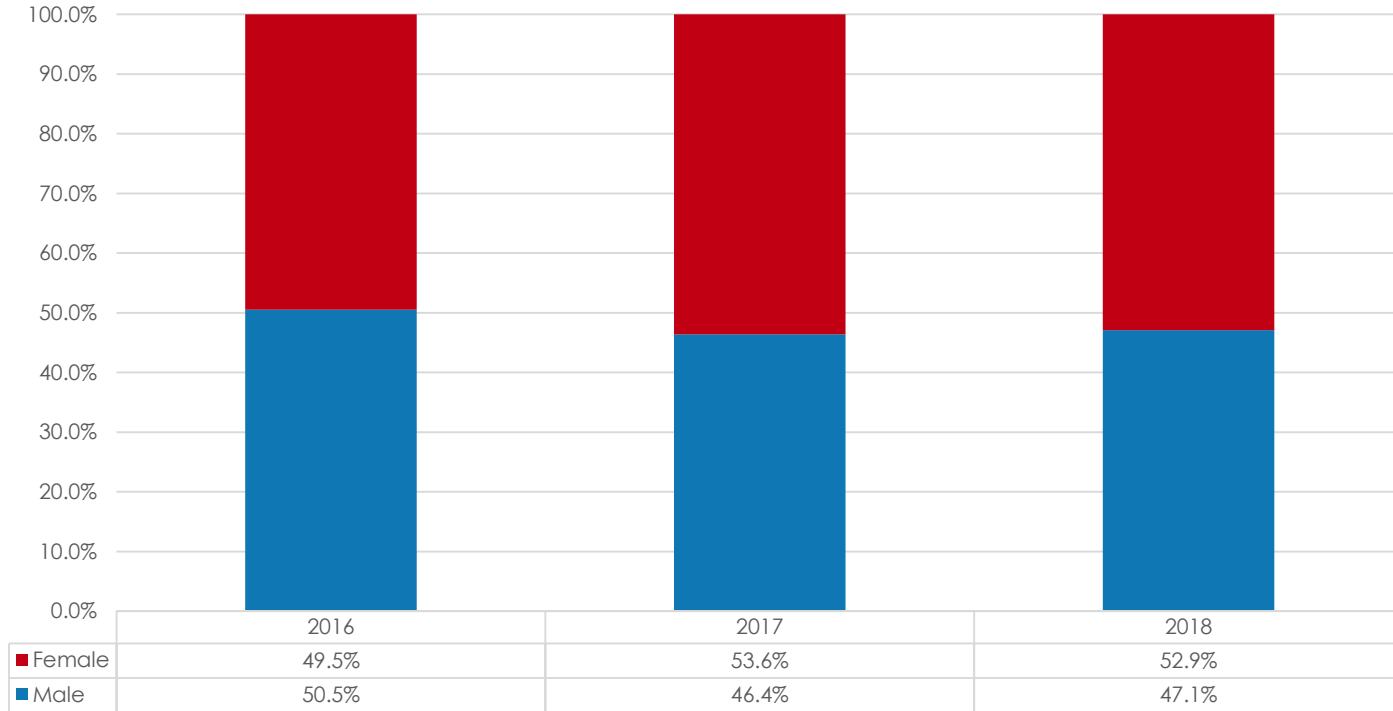
STATEWIDE - ACTIVITIES – TRANSPORTATION – JAPAN

	2017	2018
TOTAL	98.6%	95.9%
Airport shuttle	32.0%	24.0%
Trolley	56.1%	46.1%
Public bus	19.2%	16.9%
Tour bus/ tour van	31.2%	27.0%
Taxi/ limo	33.2%	31.7%
Rental car	23.4%	33.1%
Ride share	NA	3.2%
Bicycle rental	NA	2.9%

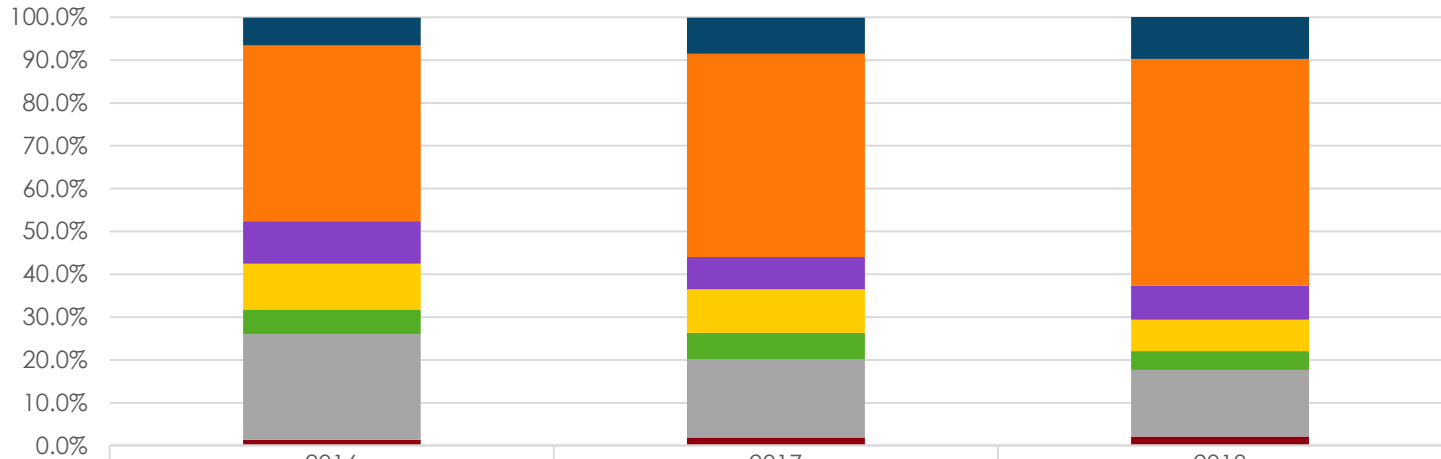
ACTIVITIES – OTHER – JAPAN

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWA'I	KAUA'I
TOTAL	11.9%	12.4%	100.0%	24.4%	13.0%	8.1%
Visit friends/ family	11.2%	11.7%	100.0%	11.8%	12.8%	6.2%
Volunteer- non-profit	0.8%	0.7%	0.0%	12.6%	0.6%	1.9%

VISITOR PROFILE – GENDER – JAPAN

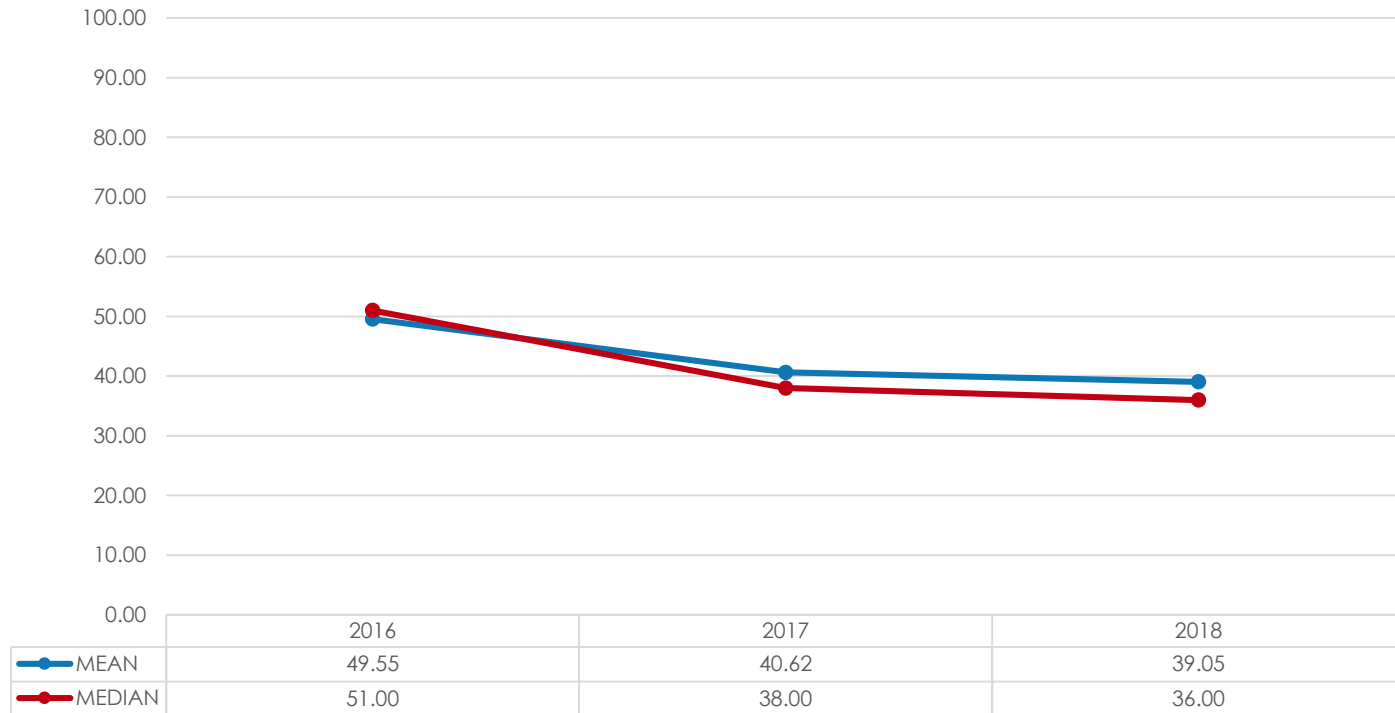


VISITOR PROFILE – EDUCATION – JAPAN

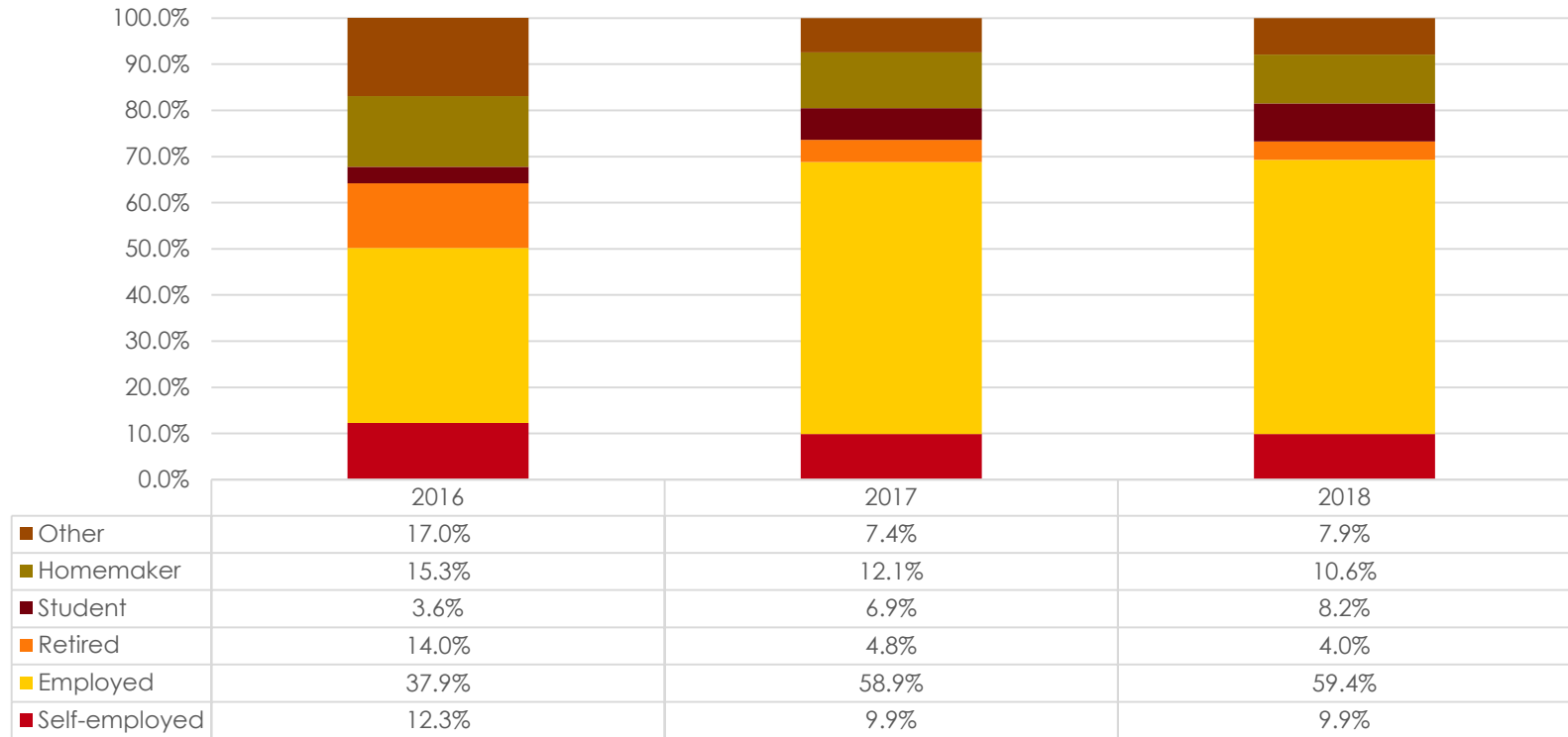


	2016	2017	2018
■ Post-Graduate	6.5%	8.4%	9.8%
■ College Grad	41.0%	47.5%	52.9%
■ Associate Degree	9.9%	7.5%	8.0%
■ Vocational/ Tech	10.7%	10.2%	7.3%
■ Some College	5.8%	6.2%	4.4%
■ H.S. Grad	24.6%	18.2%	15.6%
■ Some / No H.S.	1.4%	1.9%	2.1%

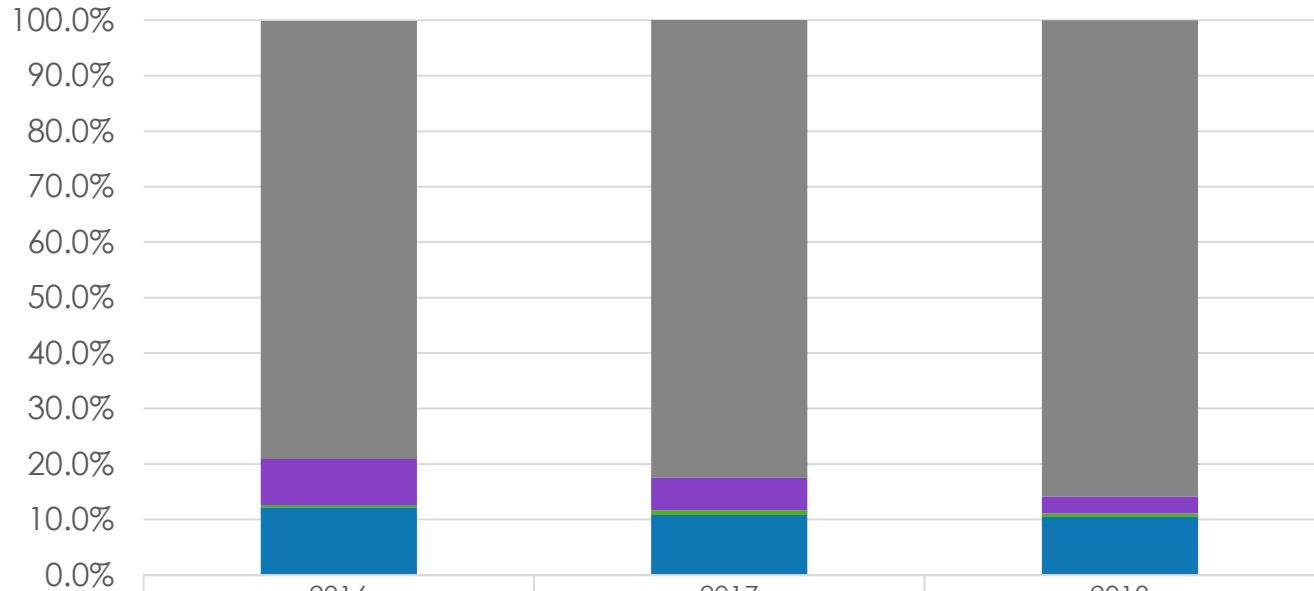
VISITOR PROFILE – AGE – JAPAN



VISITOR PROFILE – EMPLOYMENT STATUS – JAPAN



VISITOR PROFILE – HAWAII PROPERTY OWNER – JAPAN



	2016	2017	2018
■ Do not nor plan to purchase	79.0%	82.6%	85.9%
■ Plan to in future	8.3%	5.8%	3.0%
■ Other Property Type	0.4%	0.9%	0.6%
■ Timeshare	12.2%	10.8%	10.5%

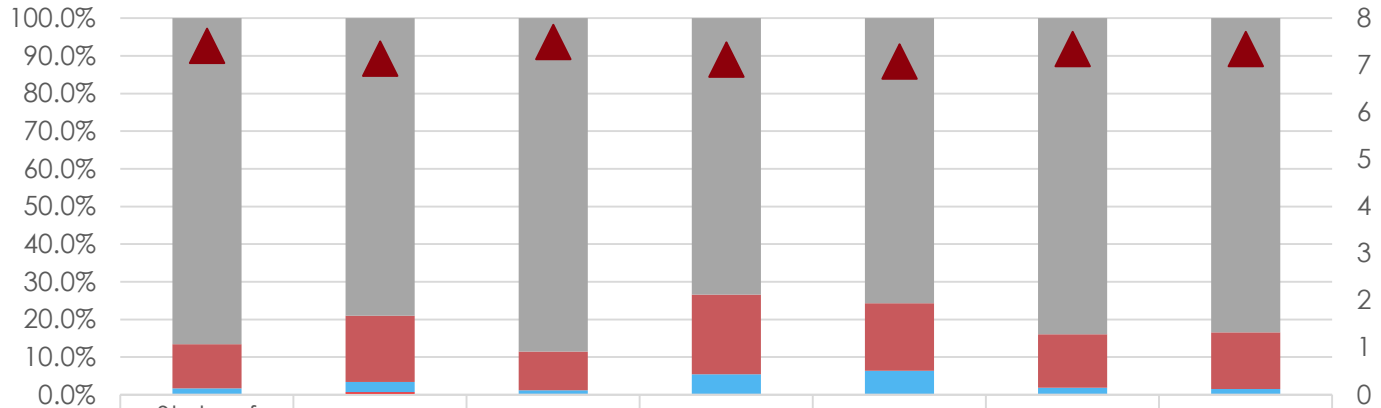
VISITOR PROFILE – HOUSEHOLD INCOME (YEN)

	Japanese
< ¥3.5 million	21.2%
¥3.5 - ¥4.5 million	14.1%
¥4.5 - ¥5.5 million	10.8%
¥5.5 - ¥6.5 million	7.4%
¥6.5 - ¥7.5 million	7.0%
¥7.5 - ¥8.5 million	6.8%
¥8.5 - ¥10.0 million	8.7%
¥10.0 - ¥15.0 million	13.3%
¥15.0 - ¥20.0 million	4.7%
¥20.0 million +	5.9%

SECTION – CANADA

OVERALL SATISFACTION – MOST RECENT VISIT – CANADA

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



	State of Hawai'i Overall	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Excellent (7-8)	86.7%	79.1%	88.5%	73.4%	75.7%	83.9%	83.4%
■ Above Average (5-6)	11.7%	17.6%	10.3%	21.2%	17.9%	14.2%	15.1%
■ Below Average (3-4)	1.6%	2.7%	1.2%	5.4%	6.4%	1.8%	1.4%
■ Poor (1-2)	0.1%	0.7%	0.0%	0.0%	0.0%	0.1%	0.1%
BASE	5,384	2,162	2,164	34	50	1,526	1,087
▲ MEAN	7.41	7.14	7.49	7.12	7.08	7.34	7.34

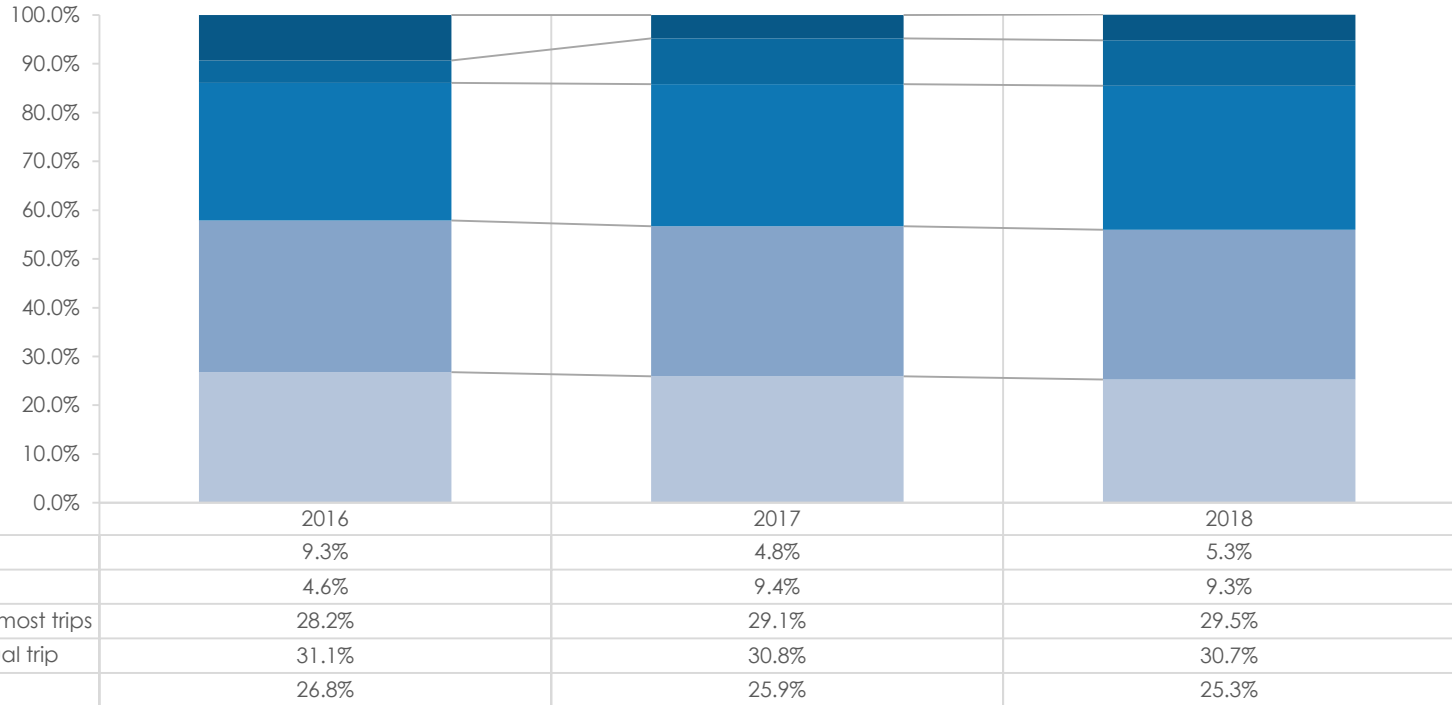
PRIMARY TRIP PURPOSE CANADA

	2017	2018
Vacation	75.5%	74.3%
Anniversary/ birthday	6.7%	5.7%
Visit friends or relatives	3.0%	3.1%
Attend wedding/ vow renewal	2.0%	2.8%
Honeymoon	2.5%	2.3%
Vacation home/ timeshare	0.1%	2.1%
Family gathering/ reunion	1.4%	2.1%
Convention, conference or seminar	2.4%	1.8%
Business trip	1.4%	0.9%

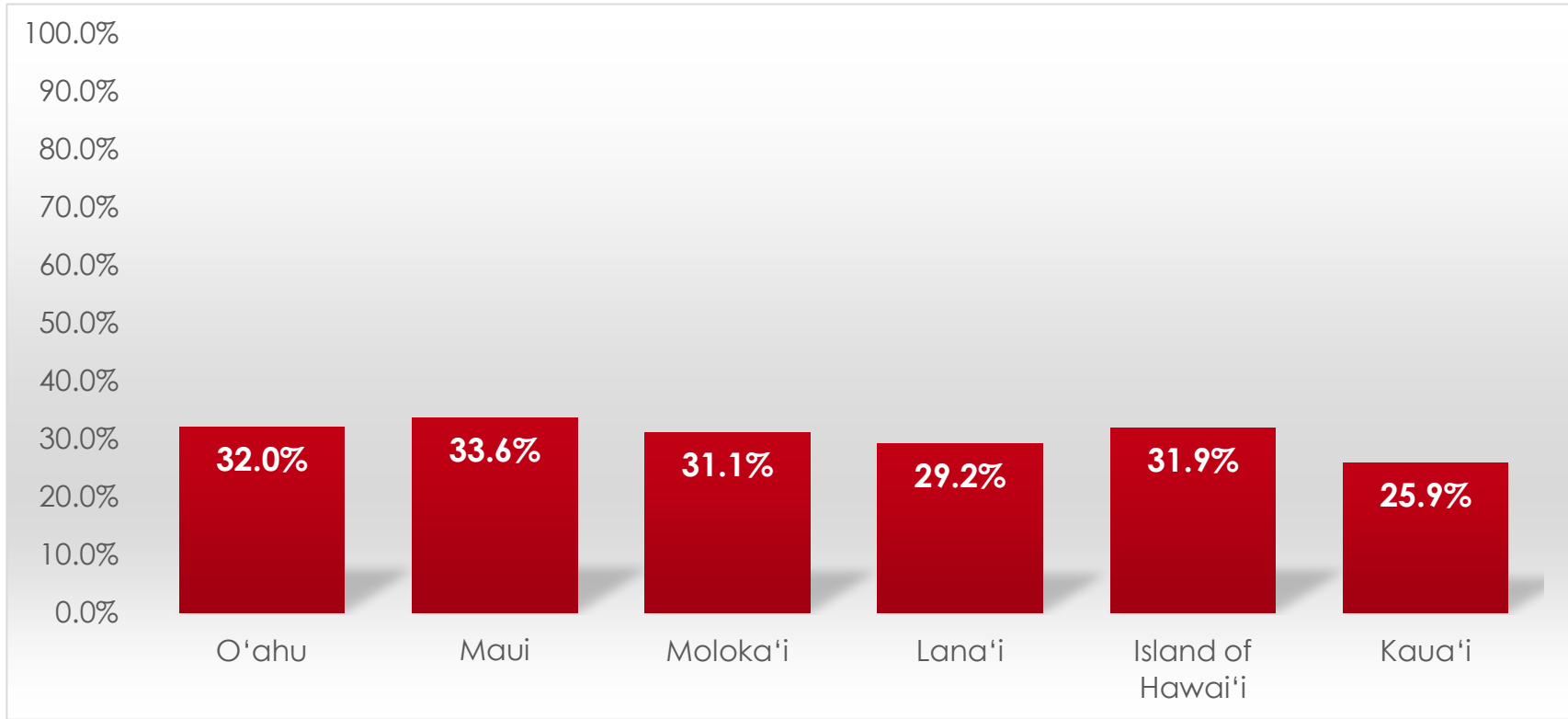
TRIP PURPOSE – MULTIPLE RESPONSE CANADA

	2017	2018
Vacation	96.4%	91.4%
Anniversary/ birthday	18.0%	12.1%
Visit friends/ relatives	12.5%	8.4%
Family gathering/ reunion	7.7%	5.4%
Vacation home/ timeshare	.4%	5.1%
Attend wedding/ vow renewal	2.3%	3.2%
Honeymoon	3.4%	2.9%
Convention, conference, seminar	3.5%	2.5%
Sporting event	2.0%	2.1%

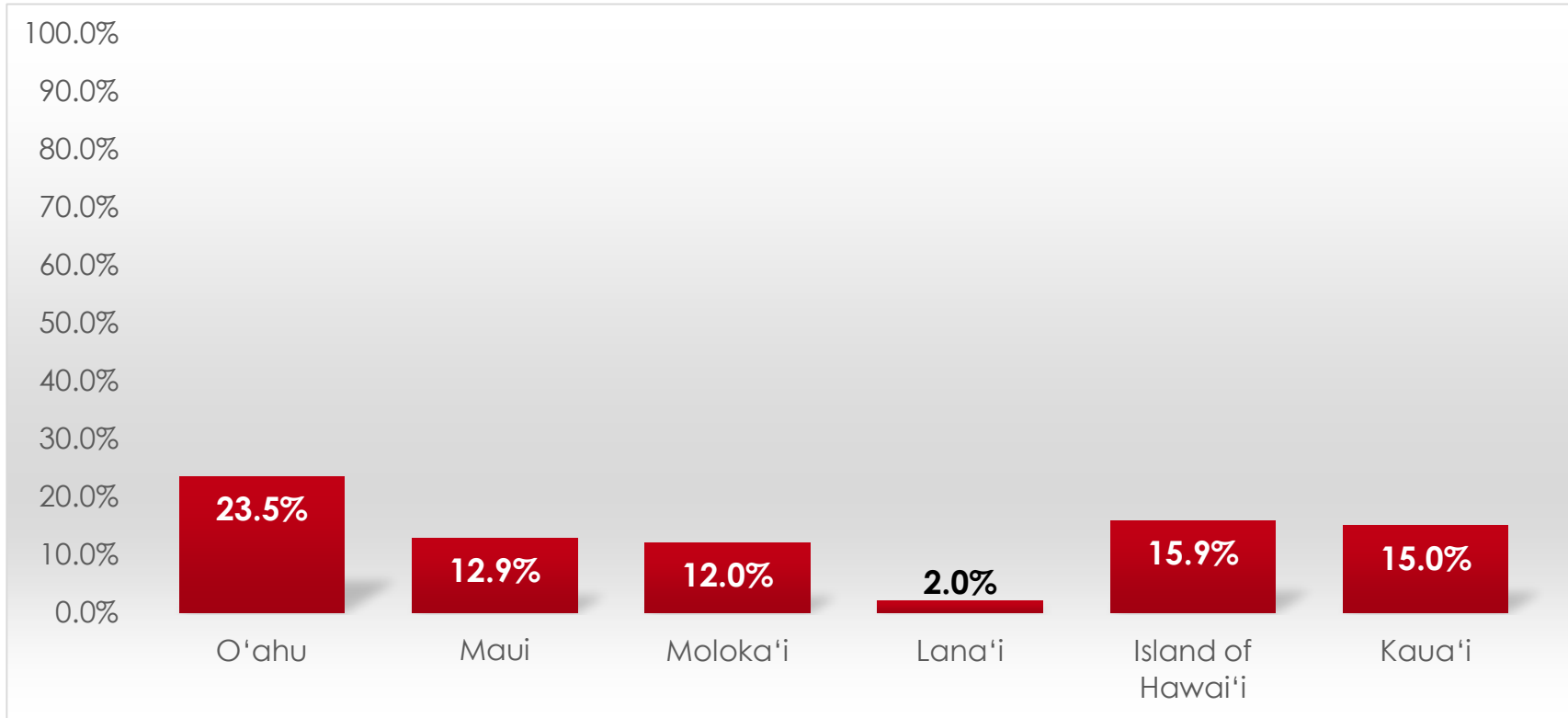
VACATION TRIP DESCRIPTION – CANADA



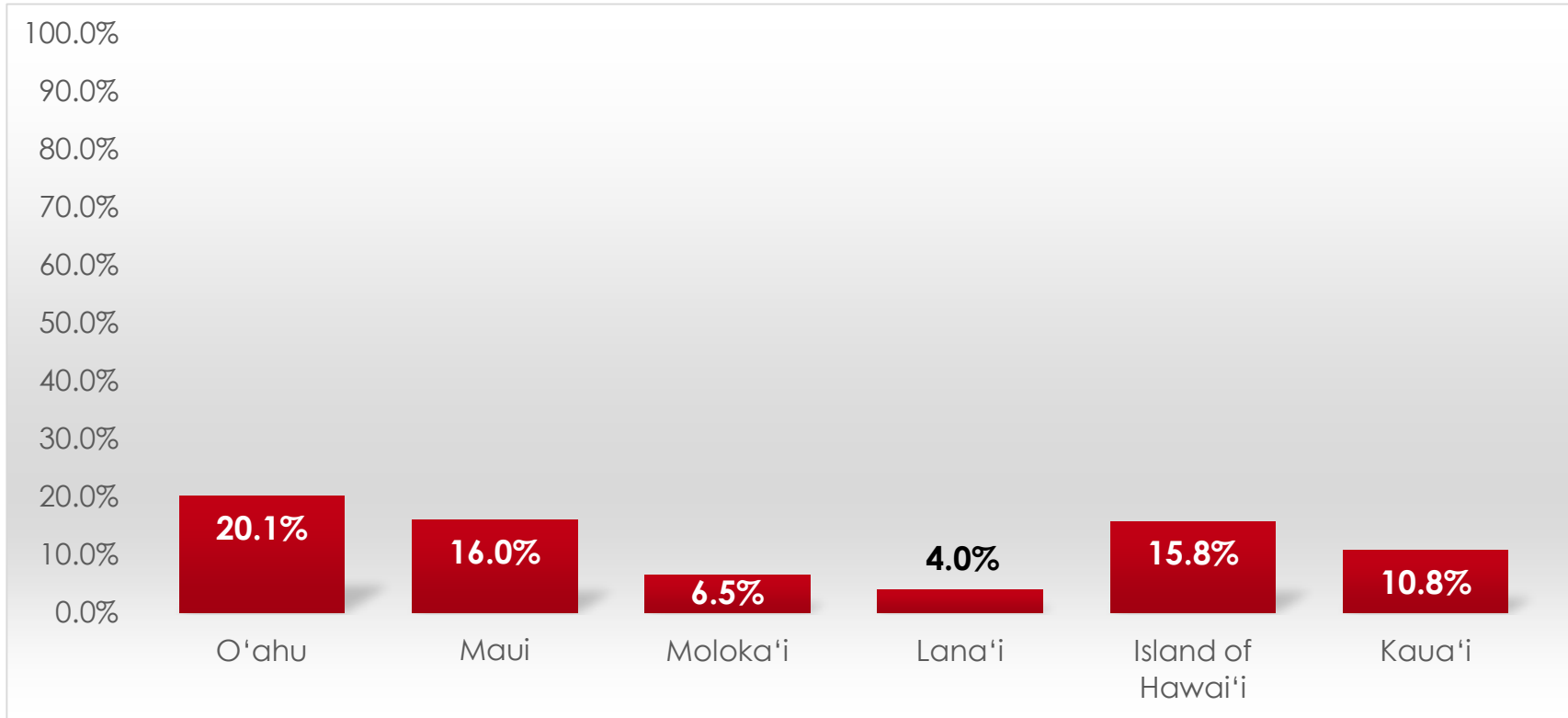
ADVERTISING AWARENESS – CANADA



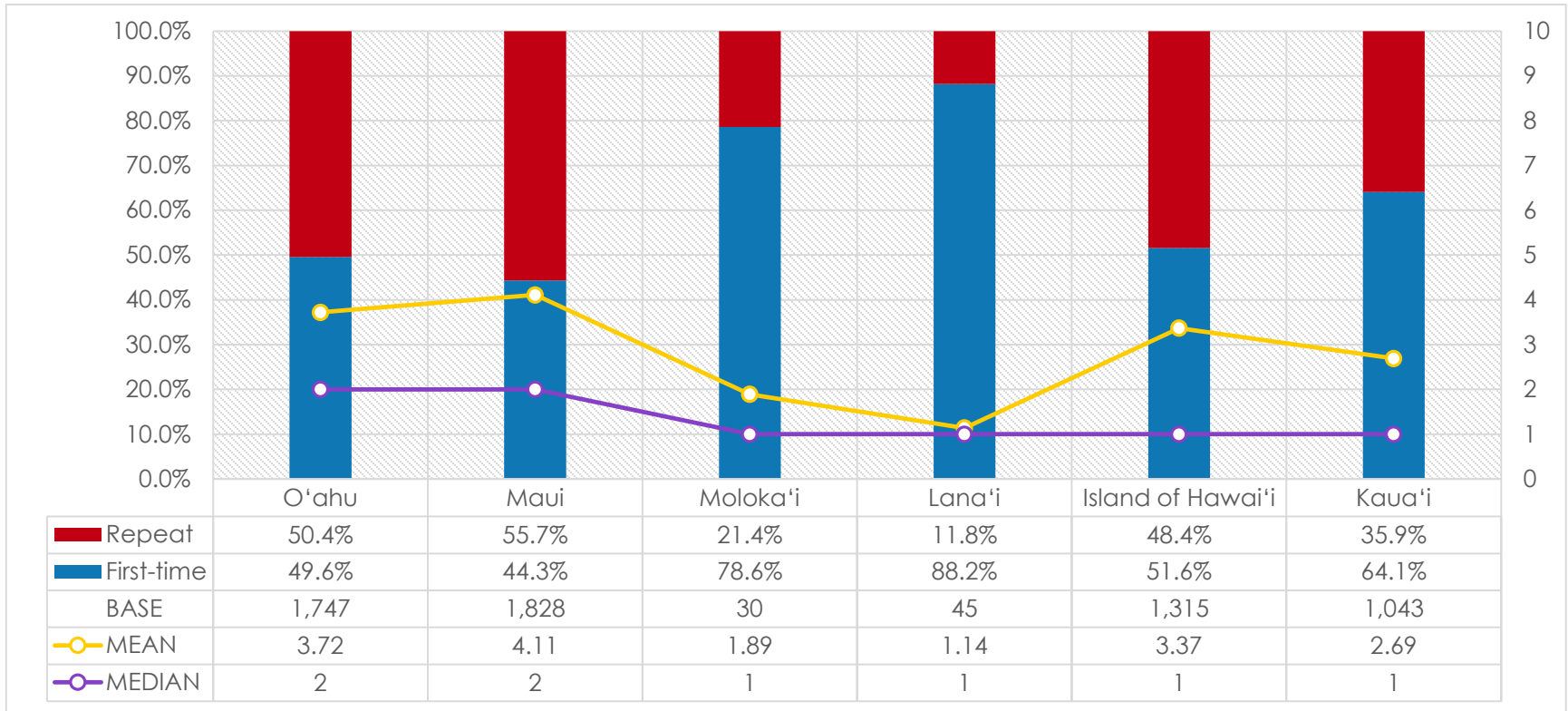
IMPACT OF LOCATION FILMING – CANADA



IMPACT OF HAWAIIAN MUSIC – CANADA



1ST TIME VS REPEAT VISITOR – CANADA

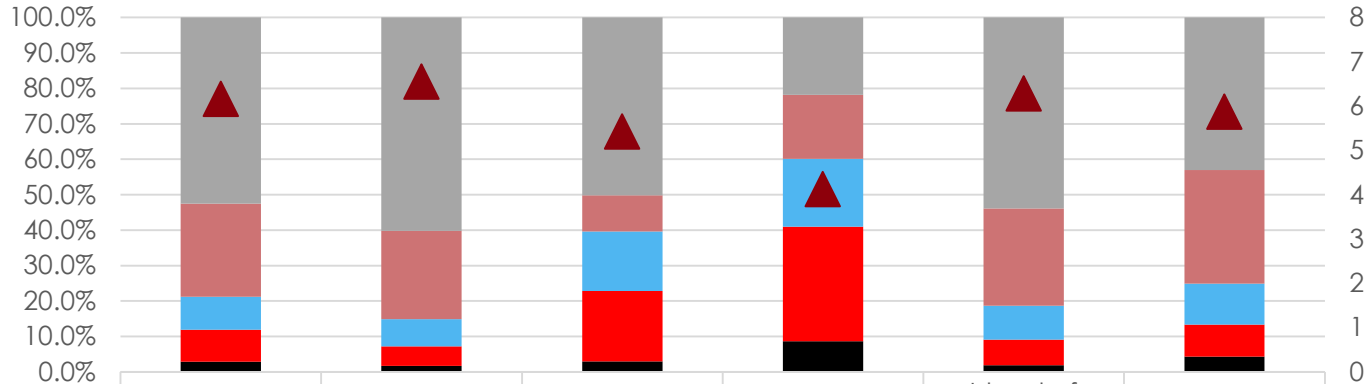


TRAVEL PARTY MEMBERS – CANADA

	2016	2017	2018
Spouse	69.7%	66.6%	63.3%
Other adult family	27.2%	25.1%	28.6%
Child under 18	23.2%	23.9%	22.9%
Friends/ associates	18.6%	17.9%	18.2%
Alone	6.6%	6.4%	6.0%
Girlfriend/ boyfriend	6.7%	7.0%	8.3%
Same-sex partner	.6%	.9%	0.9%

LIKELIHOOD OF RETURN VISIT – CANADA

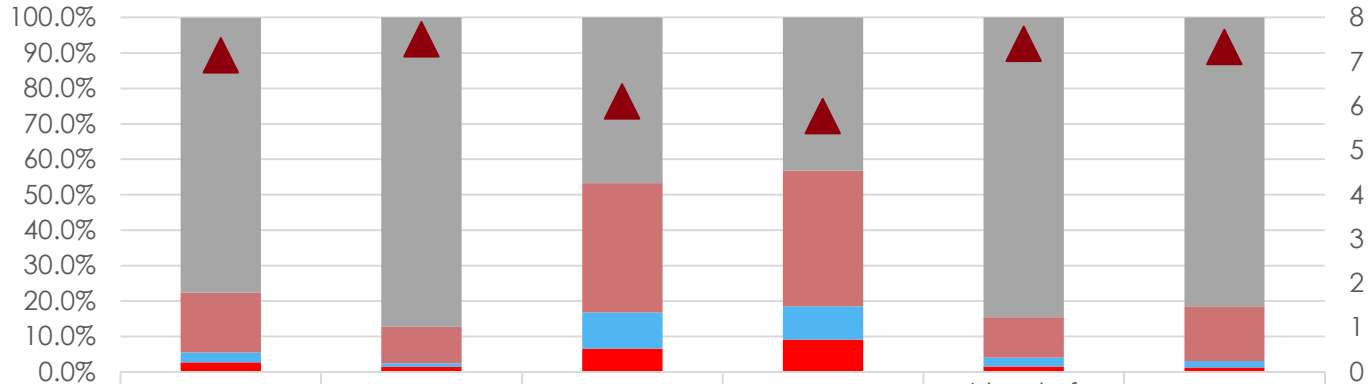
8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	52.6%	60.3%	50.3%	21.8%	54.0%	43.0%
■ Somewhat likely (5-6)	26.3%	24.9%	10.2%	18.1%	27.4%	32.1%
■ Somewhat unlikely (3-4)	9.3%	7.7%	16.8%	19.1%	9.6%	11.5%
■ Very unlikely (1-2)	9.0%	5.5%	19.8%	32.3%	7.2%	9.1%
■ Not sure	2.9%	1.7%	3.0%	8.7%	1.9%	4.3%
BASE	1,739	1,818	30	45	1,304	1,038
▲ MEAN	6.16	6.55	5.42	4.12	6.28	5.87

BRAND/DESTINATION ADVOCACY – CANADA

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



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	77.5%	87.4%	46.7%	43.2%	84.6%	81.5%
■ Somewhat likely (5-6)	16.9%	10.3%	36.5%	38.3%	11.3%	15.4%
■ Somewhat unlikely (3-4)	2.8%	1.0%	10.2%	9.4%	2.6%	1.8%
■ Very unlikely (1-2)	2.5%	1.3%	6.6%	9.1%	1.3%	1.1%
■ Not sure	0.2%	0.1%	0.0%	0.0%	0.2%	0.2%
BASE	1,728	1,812	30	45	1,294	1,035
▲ MEAN	7.14	7.50	6.10	5.77	7.40	7.33

ACTIVITIES – SIGHTSEEING – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	94.7%	97.2%	100.0%	93.6%	96.7%	97.1%
On own (self-guided)	75.4%	88.4%	64.0%	39.6%	88.4%	84.6%
Helicopter/ airplane	2.2%	5.4%	13.2%	0.0%	10.3%	19.8%
Boat/ submarine/ whale	14.9%	28.6%	13.7%	28.5%	23.0%	26.9%
Visit towns	45.5%	62.2%	53.3%	31.6%	62.1%	63.9%
Limo/ van/ bus tour	16.8%	7.4%	6.6%	18.1%	7.6%	7.5%
Scenic views/ natural landmark	62.6%	63.5%	71.1%	22.1%	70.2%	76.3%
Movie/ TV/ film location	10.7%	0.8%	0.0%	2.0%	1.3%	4.8%

STATEWIDE - ACTIVITIES – SIGHTSEEING - CANADA

	2017	2018
TOTAL	97.9%	96.7%
On own (self-guided)	87.5%	85.5%
Helicopter/ airplane	10.1%	8.9%
Boat/ submarine/ whale	29.6%	25.2%
Visit towns	40.0%	59.5%
Limo/ van/ bus tour	11.2%	10.8%
Scenic views/ natural landmark	76.6%	68.0%
Movie/ TV/ film location	5.9%	5.0%

ACTIVITIES – RECREATION – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.5%	98.5%	89.8%	79.9%	98.2%	96.7%
Beach/ sunbathing	87.8%	92.7%	71.1%	51.0%	87.9%	84.4%
Bodyboard/ Standup paddle board	13.0%	18.6%	14.3%	0.0%	18.0%	13.5%
Surfing	9.7%	11.6%	7.1%	2.4%	6.9%	10.0%
Canoeing/ kayak	4.5%	3.8%	6.6%	0.0%	7.8%	12.0%
Swim- ocean	71.5%	77.7%	41.2%	42.3%	76.2%	69.0%
Snorkel	38.2%	59.0%	44.2%	39.9%	61.8%	46.3%
Windsurf/ Kitesurf	0.4%	0.7%	0.0%	0.0%	0.2%	0.3%
Jet ski/ Parasail	2.3%	0.7%	0.0%	0.0%	0.8%	0.1%
Scuba	1.8%	4.0%	7.1%	0.0%	4.9%	2.6%
Fishing	1.4%	2.3%	3.0%	0.0%	3.1%	2.3%
Golf	3.2%	9.3%	7.1%	4.4%	8.1%	10.1%

STATEWIDE - ACTIVITIES – RECREATION – CANADA

	2017	2018
TOTAL	98.7%	98.2%
Beach/ sunbathing	91.2%	90.6%
Bodyboard/ Standup paddle board	23.9%	17.1%
Surfing	12.0%	10.5%
Canoeing/ kayak	8.4%	7.0%
Swim- ocean	NA	76.5%
Snorkel	NA	54.0%
Windsurf/ Kitesurf	0.8%	0.5%
Jet ski/ Parasail	1.3%	1.2%
Scuba	5.0%	3.6%
Fishing	2.5%	2.4%
Golf	9.5%	8.0%

ACTIVITIES – RECREATION – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.5%	98.5%	89.8%	79.9%	98.2%	96.7%
Run/ Jog/ Fitness walk	29.2%	33.1%	20.3%	4.4%	30.4%	33.9%
Spa	5.1%	7.8%	3.6%	2.0%	5.0%	6.1%
Hiking/Backpack/Camp	34.9%	28.2%	50.8%	6.7%	35.7%	43.1%
Agritourism	12.8%	8.2%	19.8%	6.7%	15.0%	10.2%
Sport event/ tournament	3.6%	2.2%	6.6%	0.0%	5.7%	1.1%
Park/ botanical garden	39.0%	36.4%	27.5%	15.1%	51.2%	41.6%
Waterpark	2.1%	1.1%	0.0%	0.0%	1.7%	0.8%
Mountain tube/ waterfall rappel	0.7%	0.5%	0.0%	0.0%	0.9%	4.4%
Zip-lining	2.2%	4.1%	0.0%	0.0%	3.2%	3.5%
Skydiving	0.8%	0.0%	0.0%	0.0%	0.5%	0.1%
All terrain vehicle (ATV)	2.5%	0.8%	0.0%	2.4%	2.1%	3.9%
Horseback riding	1.7%	0.8%	0.0%	0.0%	2.8%	2.2%

STATEWIDE - ACTIVITIES – RECREATION – CANADA

	2017	2018
TOTAL	98.7%	98.2%
Run/ Jog/ Fitness walk	41.0%	33.1%
Spa	6.6%	6.7%
Hiking/Backpack/Camp	29.3%	35.5%
Agritourism	9.5%	12.5%
Sport event/ tournament	3.2%	3.6%
Park/ botanical garden	46.2%	43.4%
Waterpark	NA	1.6%
Mountain tube/ waterfall rappel	NA	1.5%
Zip-lining	NA	3.6%
Skydiving	NA	0.4%
All terrain vehicle (ATV)	NA	2.3%
Horseback riding	NA	1.9%

ACTIVITIES – ENTERTAINMENT & DINING – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.2%	99.1%	89.8%	84.2%	98.1%	95.9%
Lunch/ sunset/ dinner/ evening cruise	19.2%	21.3%	16.2%	28.5%	18.7%	22.6%
Live music/ stage show	34.2%	30.9%	27.5%	2.4%	28.6%	27.2%
Nightclub/ dancing/ bar/ karaoke	11.0%	6.6%	6.6%	0.0%	7.7%	5.4%
Fine dining	43.5%	52.1%	13.7%	19.4%	43.4%	44.2%
Family restaurant	65.4%	63.8%	38.2%	10.0%	61.4%	54.1%
Fast food	58.9%	40.9%	24.4%	8.0%	41.7%	37.2%
Food truck	43.8%	33.3%	10.2%	4.7%	18.7%	37.0%
Café/ coffee house	48.7%	48.8%	36.0%	22.5%	55.8%	49.6%
Ethnic dining	28.7%	23.7%	6.0%	0.0%	25.2%	22.8%
Prepared own meal	48.5%	72.3%	58.0%	22.1%	74.1%	66.9%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – CANADA

	2017	2018
TOTAL	99.0%	98.6%
Lunch/ sunset/ dinner/ evening cruise	27.4%	21.9%
Live music/ stage show	33.0%	33.3%
Nightclub/ dancing/ bar/ karaoke	8.3%	8.6%
Fine dining	47.5%	48.1%
Family restaurant	71.9%	63.4%
Fast food	44.1%	47.1%
Food truck	NA	35.2%
Café/ coffee house	54.8%	52.4%
Ethnic dining	26.5%	26.7%
Prepared own meal	69.3%	68.2%



ACTIVITIES – SHOPPING – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.5%	97.9%	87.4%	62.4%	96.8%	94.5%
Mall/ department store	70.4%	56.6%	3.0%	4.4%	50.9%	38.4%
Designer boutique	20.9%	19.3%	6.6%	6.4%	14.9%	17.8%
Hotel/ resort store	33.0%	24.2%	3.0%	11.4%	24.2%	19.8%
Swap meet/ flea market	17.0%	19.2%	10.2%	2.0%	14.8%	9.6%
Discount/ outlet store	23.5%	27.7%	3.0%	4.0%	14.7%	13.0%
Supermarket	59.5%	77.2%	43.7%	15.4%	76.1%	71.7%
Farmer's market	27.7%	39.2%	41.2%	4.4%	57.5%	47.7%
Convenience store	62.2%	50.8%	33.5%	12.7%	45.1%	37.5%
Duty free store	12.1%	6.8%	3.0%	0.0%	4.4%	2.0%
Local shop/ artisan	55.1%	68.3%	70.6%	28.9%	67.5%	70.8%

STATEWIDE - ACTIVITIES – SHOPPING – CANADA

	2017	2018
TOTAL	97.8%	97.4%
Mall/ department store	59.7%	59.1%
Designer boutique	25.4%	19.9%
Hotel/ resort store	27.5%	27.4%
Swap meet/ flea market	23.0%	17.4%
Discount/ outlet store	25.6%	22.5%
Supermarket	66.0%	73.9%
Farmer's market	42.4%	44.7%
Convenience store	50.0%	52.7%
Duty free store	5.9%	7.4%
Local shop/ artisan	71.7%	66.7%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	77.4%	65.8%	70.1%	47.4%	74.3%	63.4%
Historic military site	41.8%	2.9%	9.6%	10.7%	8.7%	4.8%
Other historical site	25.1%	19.5%	36.5%	16.1%	42.1%	27.7%
Museum/ art gallery	17.1%	18.4%	10.2%	14.2%	21.1%	16.5%
Luau/ Polynesian show/ hula show	37.3%	33.0%	3.6%	8.4%	26.7%	27.3%
Lesson- ex. ukulele, hula, canoe, lei making	9.9%	6.8%	13.7%	0.0%	6.5%	5.8%
Play/ concert/ theatre	6.5%	5.2%	0.0%	0.0%	4.1%	4.1%
Art/ craft fair	7.4%	14.8%	3.6%	0.0%	16.4%	16.8%
Festival event	7.4%	3.5%	12.6%	9.1%	6.0%	4.1%

STATEWIDE - ACTIVITIES – HISTORY, CULTURE, FINE ARTS – CANADA

	2017	2018
TOTAL	74.7%	72.9%
Historic military site	23.6%	16.8%
Other historical site	33.1%	29.4%
Museum/ art gallery	22.8%	19.8%
Luau/ Polynesian show/ hula show	36.5%	34.4%
Lesson- ex. ukulele, hula, canoe, lei making	5.1%	8.2%
Play/ concert/ theatre	6.1%	5.5%
Art/ craft fair	14.2%	14.5%
Festival event	10.4%	6.0%

ACTIVITIES – TRANSPORTATION – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.5%	96.5%	80.8%	68.8%	95.7%	95.5%
Airport shuttle	31.7%	17.7%	0.0%	13.1%	16.7%	14.2%
Trolley	8.1%	1.9%	3.0%	0.0%	4.7%	0.8%
Public bus	26.3%	4.8%	0.0%	4.7%	3.4%	2.0%
Tour bus/ tour van	19.3%	8.3%	9.6%	22.9%	8.4%	9.7%
Taxi/ limo	28.0%	7.8%	3.0%	13.1%	11.3%	7.2%
Rental car	60.3%	89.2%	65.1%	14.7%	87.8%	85.8%
Ride share	17.0%	6.5%	0.0%	4.4%	4.5%	3.1%
Bicycle rental	2.5%	2.1%	3.0%	0.0%	2.6%	6.5%

STATEWIDE - ACTIVITIES – TRANSPORTATION – CANADA

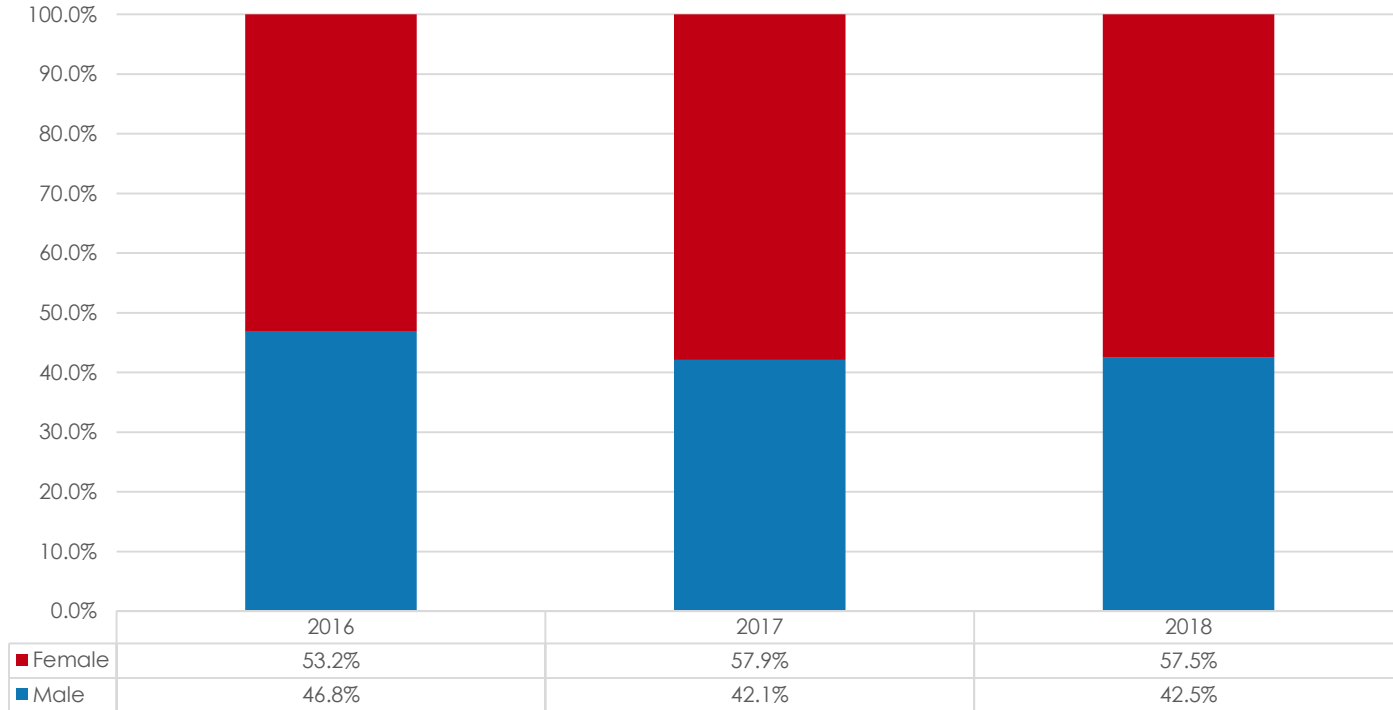
	2017	2018
TOTAL	97.8%	96.0%
Airport shuttle	23.8%	22.2%
Trolley	4.7%	4.5%
Public bus	12.6%	11.1%
Tour bus/ tour van	11.5%	12.4%
Taxi/ limo	17.5%	15.3%
Rental car	82.8%	81.1%
Ride share	NA	9.1%
Bicycle rental	NA	3.4%



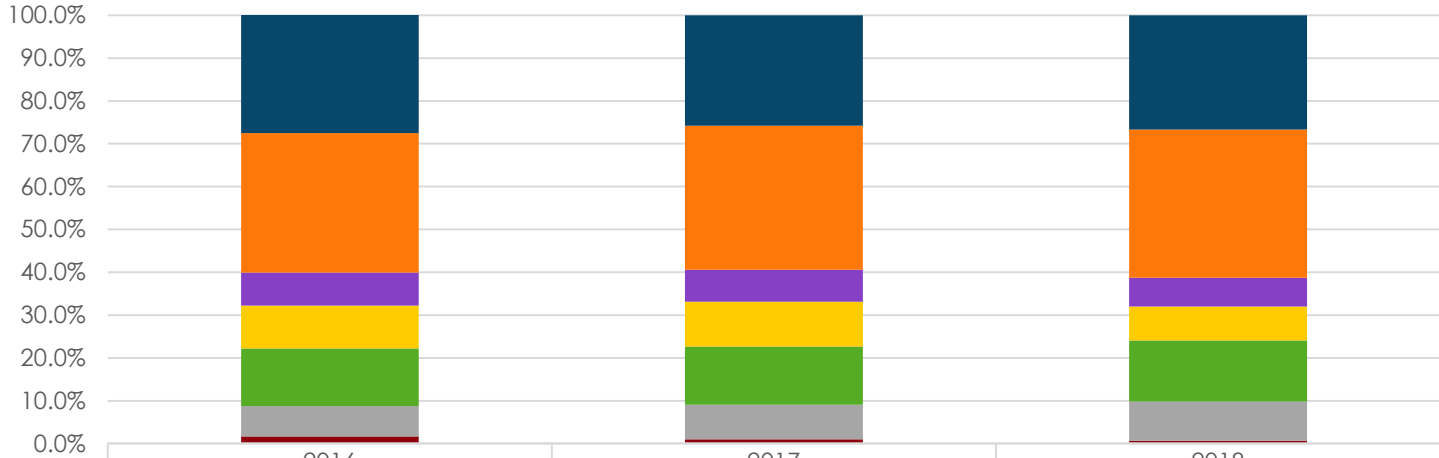
ACTIVITIES – OTHER – CANADA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	18.7%	18.7%	23.4%	8.7%	19.9%	15.1%
Visit friends/ family	18.1%	17.8%	20.3%	6.4%	18.9%	13.5%
Volunteer- non-profit	0.6%	1.0%	3.0%	2.4%	1.5%	2.4%

VISITOR PROFILE – GENDER – CANADA

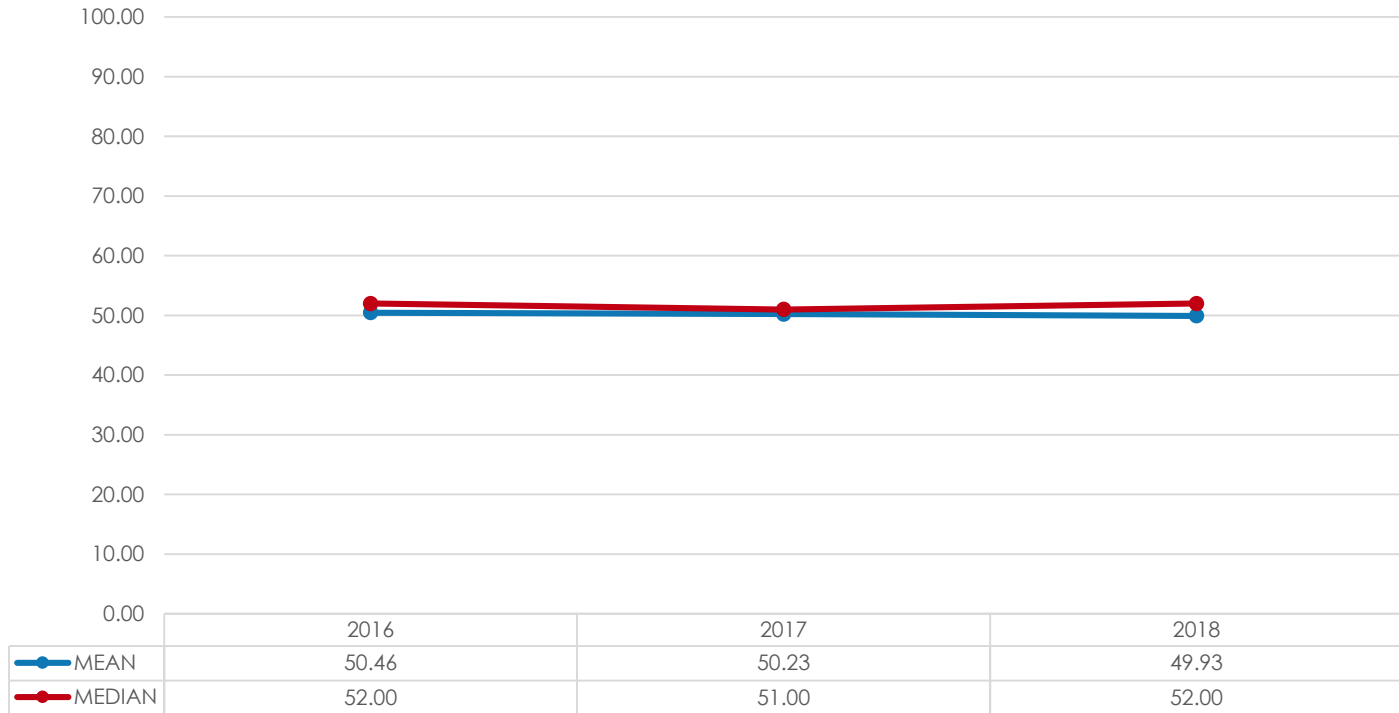


VISITOR PROFILE – EDUCATION – CANADA

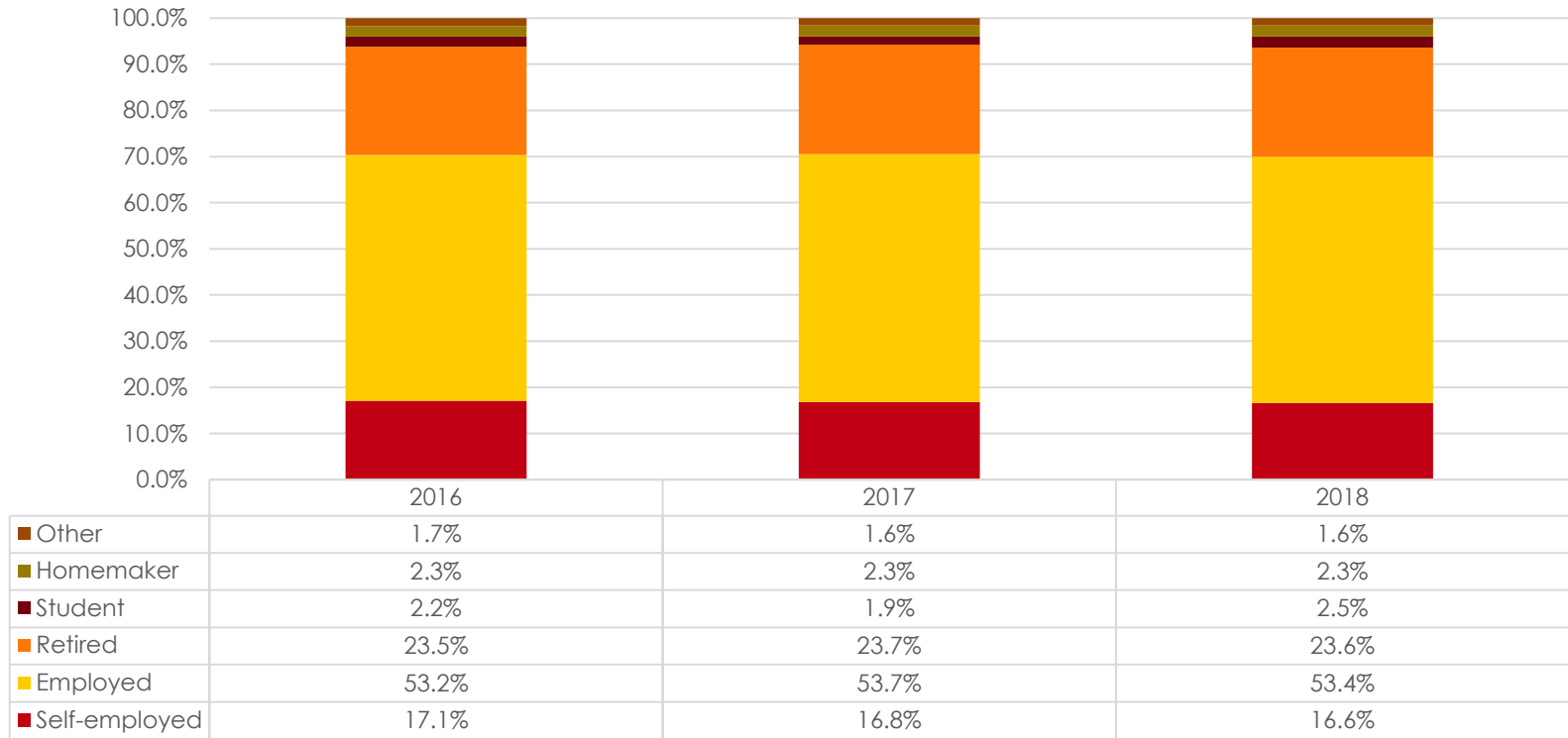


	2016	2017	2018
Post-Graduate	28.1%	25.8%	26.7%
College Grad	32.6%	33.6%	34.6%
Associate Degree	7.7%	7.5%	6.7%
Vocational/ Tech	10.0%	10.4%	7.9%
Some College	13.4%	13.6%	14.3%
H.S. Grad	7.1%	8.1%	9.2%
Some / No H.S.	1.7%	1.0%	0.6%

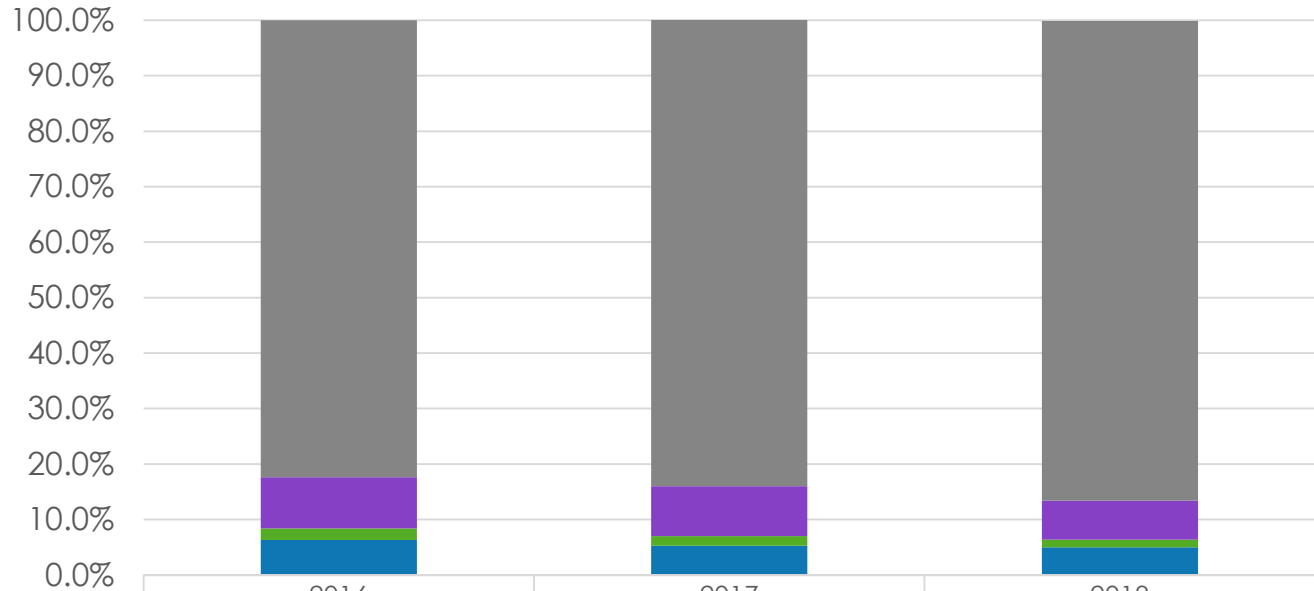
VISITOR PROFILE – AGE – CANADA



VISITOR PROFILE – EMPLOYMENT STATUS – CANADA



VISITOR PROFILE – HAWAII PROPERTY OWNER – CANADA

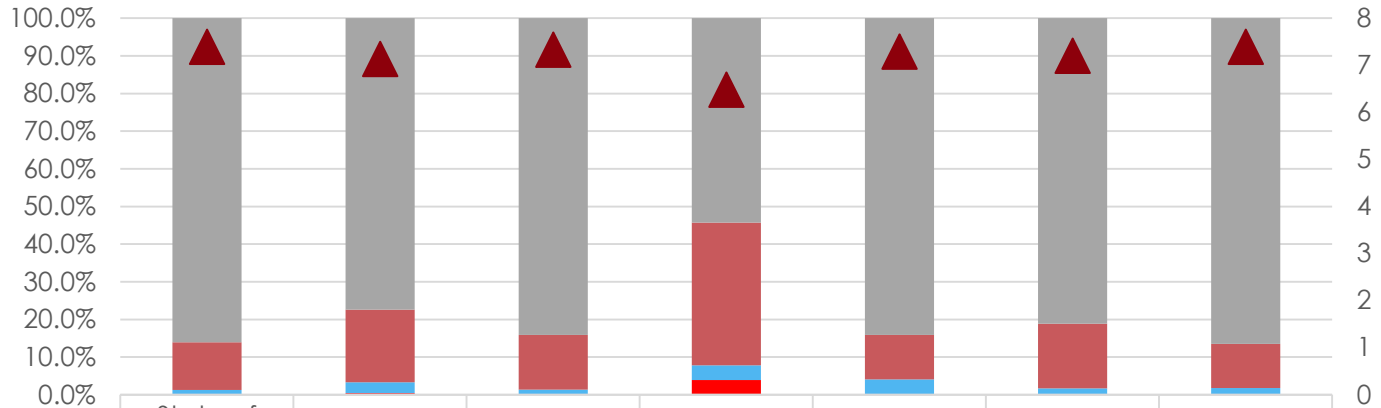


	2016	2017	2018
■ Do not nor plan to purchase	82.4%	84.1%	86.5%
■ Plan to in future	9.2%	9.0%	7.0%
■ Other Property Type	2.1%	1.7%	1.4%
■ Timeshare	6.3%	5.3%	5.0%

SECTION – EUROPE

OVERALL SATISFACTION – MOST RECENT VISIT – EUROPE

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



	State of Hawai'i Overall	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Excellent (7-8)	86.1%	77.5%	84.1%	54.3%	84.1%	81.1%	86.5%
■ Above Average (5-6)	12.6%	19.3%	14.5%	37.9%	11.8%	17.2%	11.7%
■ Below Average (3-4)	1.1%	2.9%	1.4%	3.9%	4.1%	1.5%	1.8%
■ Poor (1-2)	0.2%	0.4%	0.0%	3.9%	0.0%	0.2%	0.0%
BASE	1,527	1,063	641	27	26	520	403
▲ MEAN	7.39	7.13	7.33	6.48	7.29	7.20	7.39

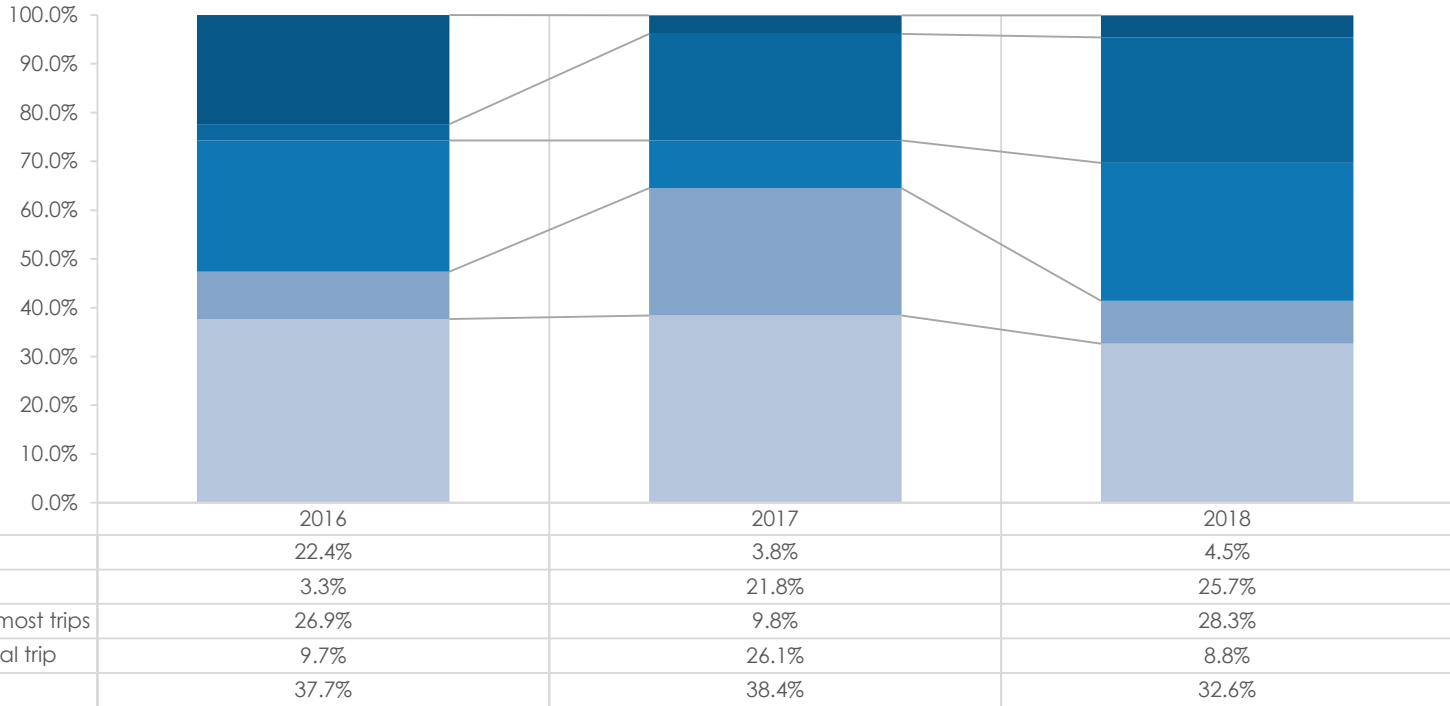
PRIMARY TRIP PURPOSE EUROPE

	2017	2018
Vacation	63.7%	66.6%
Honeymoon	7.9%	8.3%
Anniversary/ birthday	7.1%	5.7%
Visit friends/ relatives	4.9%	4.2%
Convention, conference, seminar	5.0%	3.4%
Business trip	1.8%	1.7%
Attend wedding/ vow renewal	1.8%	1.6%
Family gathering	0.9%	1.2%
Sporting event	1.5%	1.3%

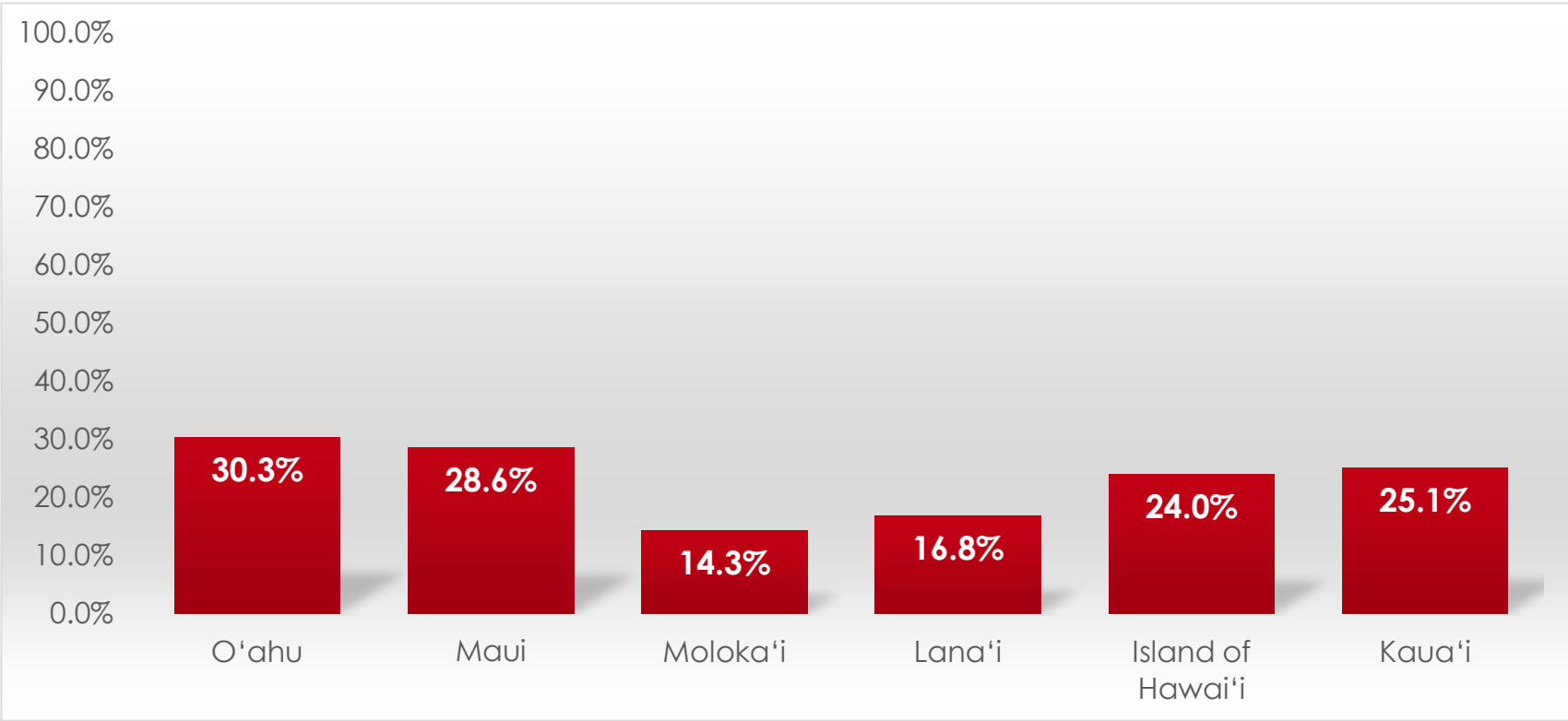
SECONDARY TRIP PURPOSE – MULTIPLE RESPONSE EUROPE

	2017	2018
Vacation	91.7%	86.5%
Anniversary/ birthday	18.8%	12.4%
Honeymoon	9.9%	9.8%
Visit friends/ relatives	11.6%	8.7%
Family gathering/ reunion	3.7%	3.5%
Business trip	2.9%	2.2%
Shopping/ fashion	4.8%	2.0%

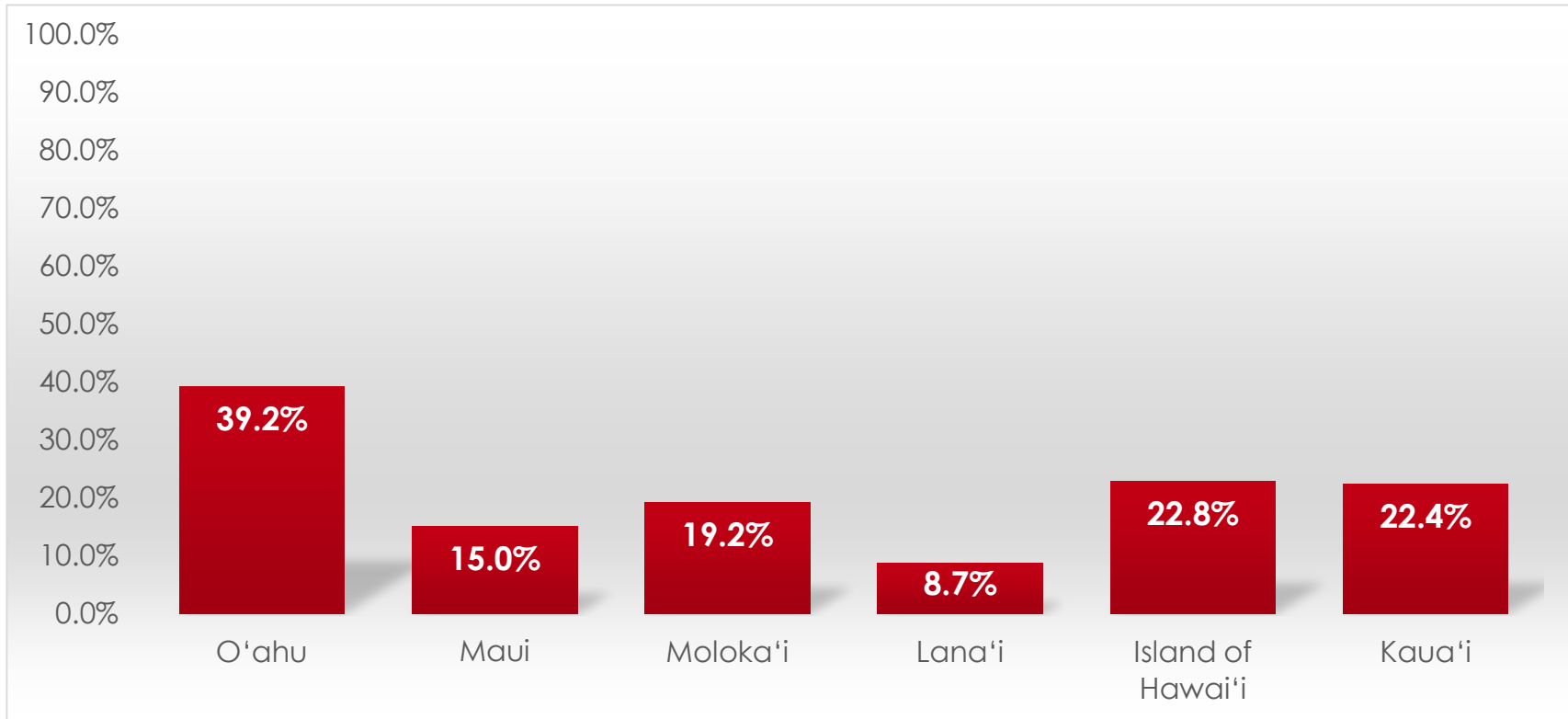
VACATION TRIP DESCRIPTION – EUROPE



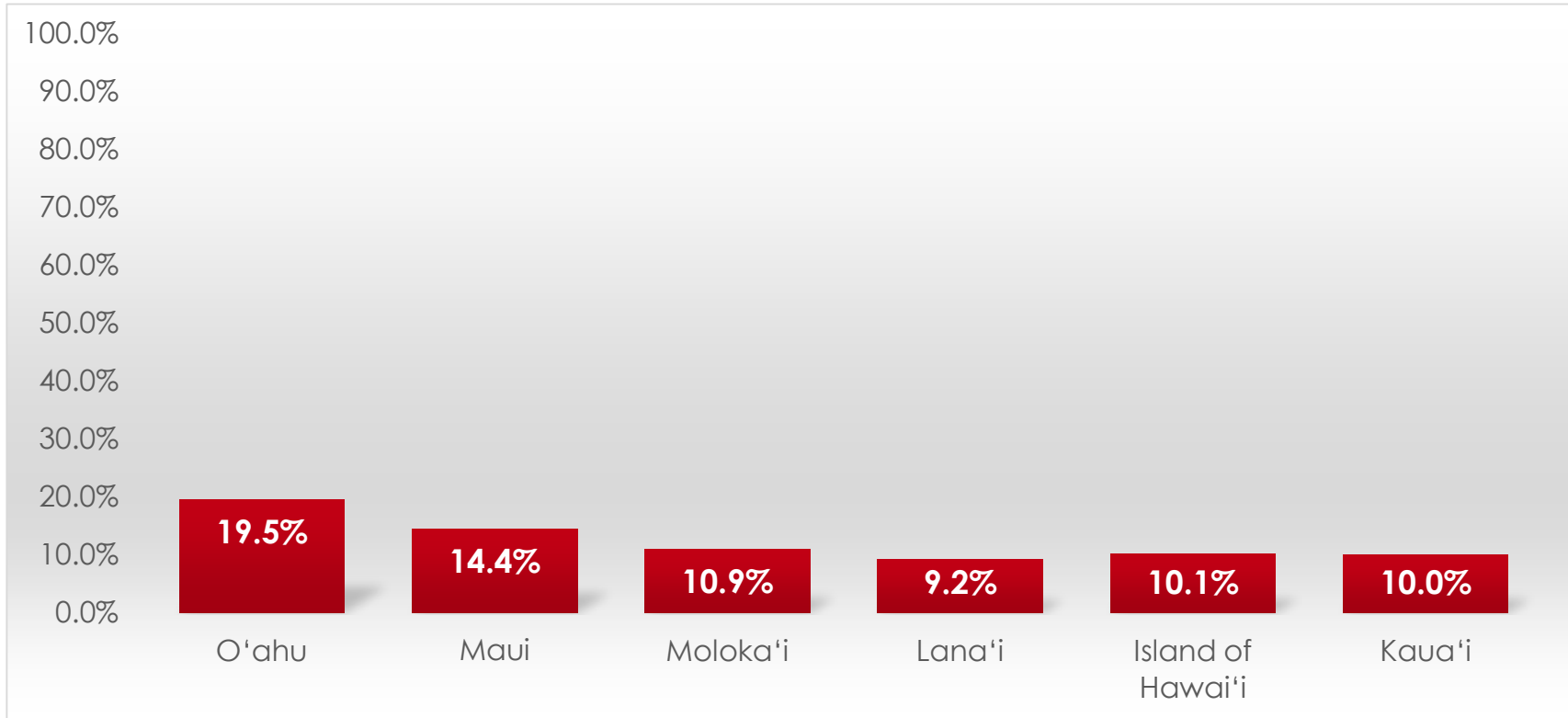
ADVERTISING AWARENESS – EUROPE



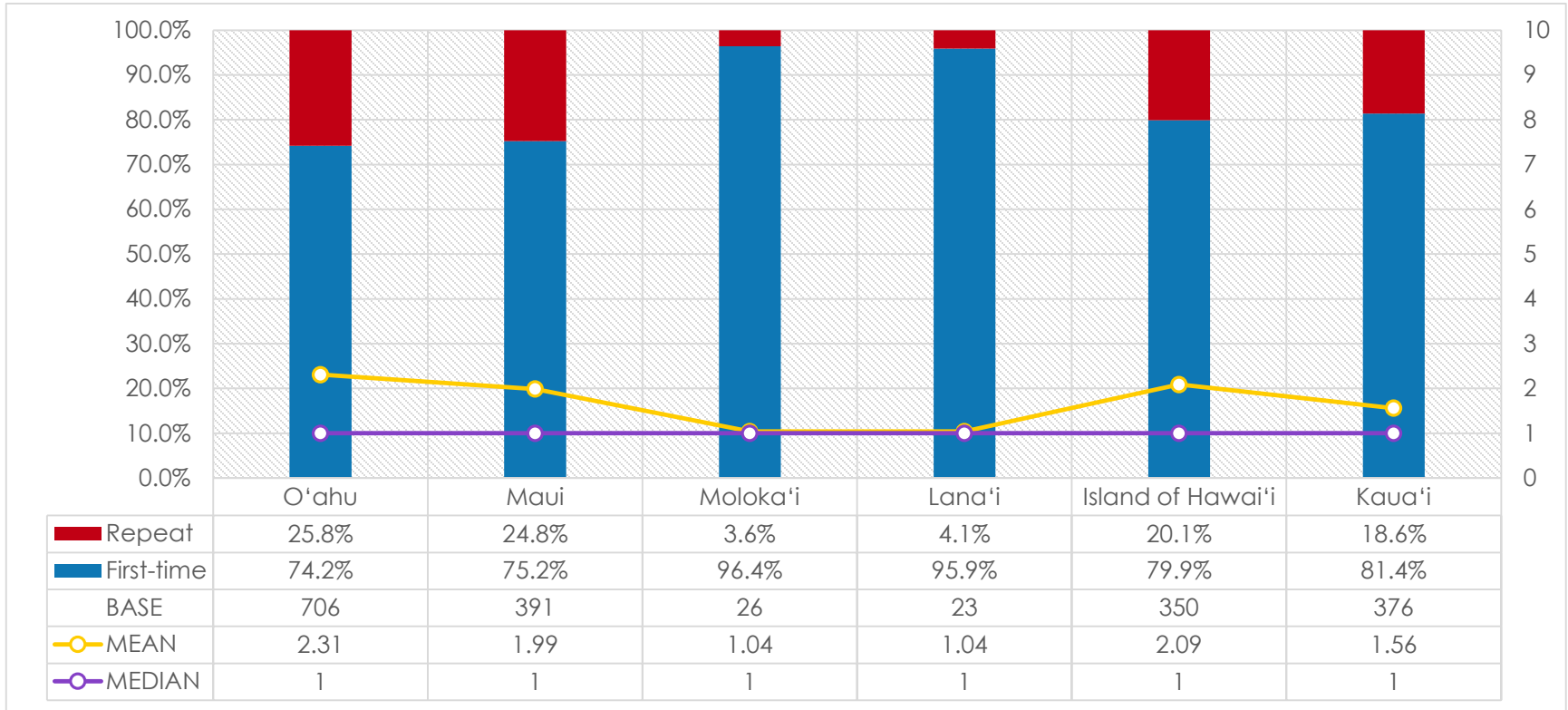
IMPACT OF LOCATION FILMING – EUROPE



IMPACT OF HAWAIIAN MUSIC – EUROPE



1ST TIME VS REPEAT VISITOR – EUROPE

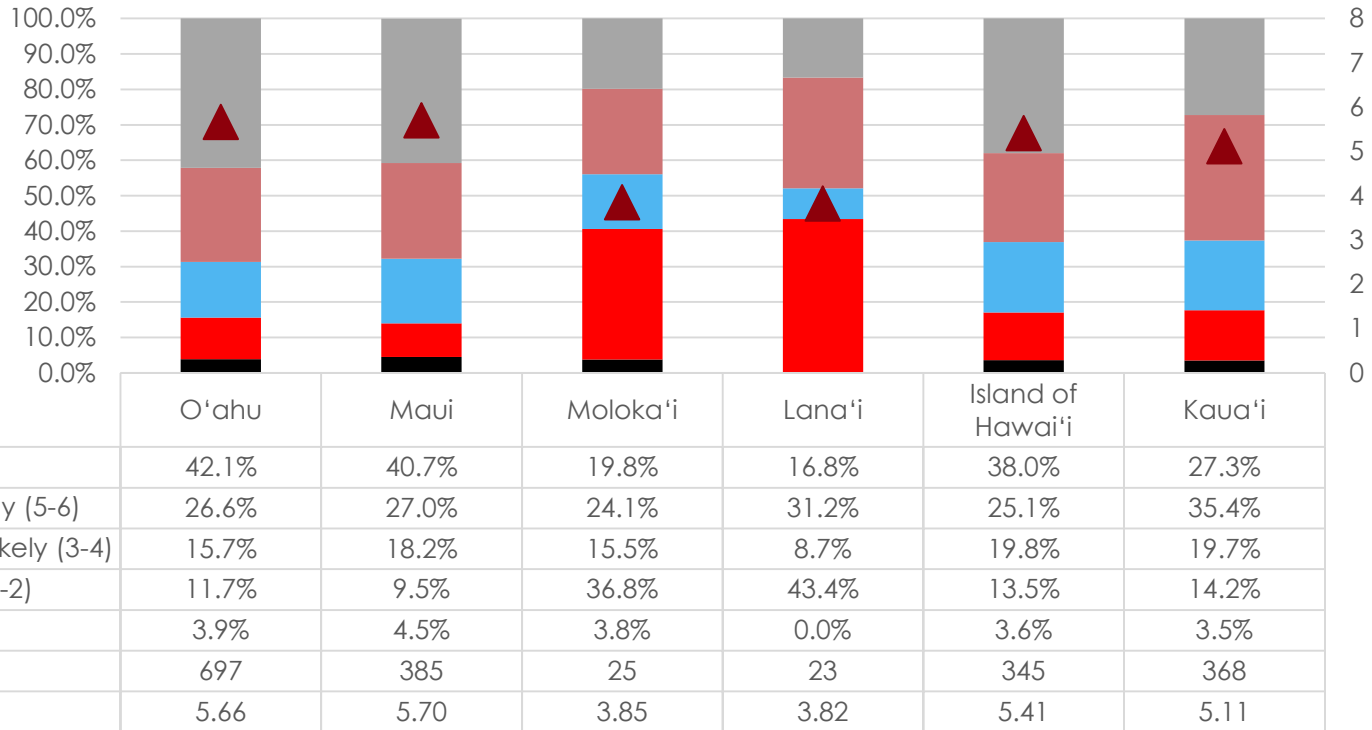


TRAVEL PARTY MEMBERS – EUROPE

	2016	2017	2018
Spouse	55.5%	52.8%	51.4%
Other adult family	14.7%	16.7%	17.1%
Child under 18	12.8%	11.6%	14.1%
Friends/ associates	15.3%	15.5%	14.1%
Alone	13.8%	13.4%	13.4%
Girlfriend/ boyfriend	11.5%	11.1%	12.0%
Same-sex partner	.6%	1.6%	1.7%

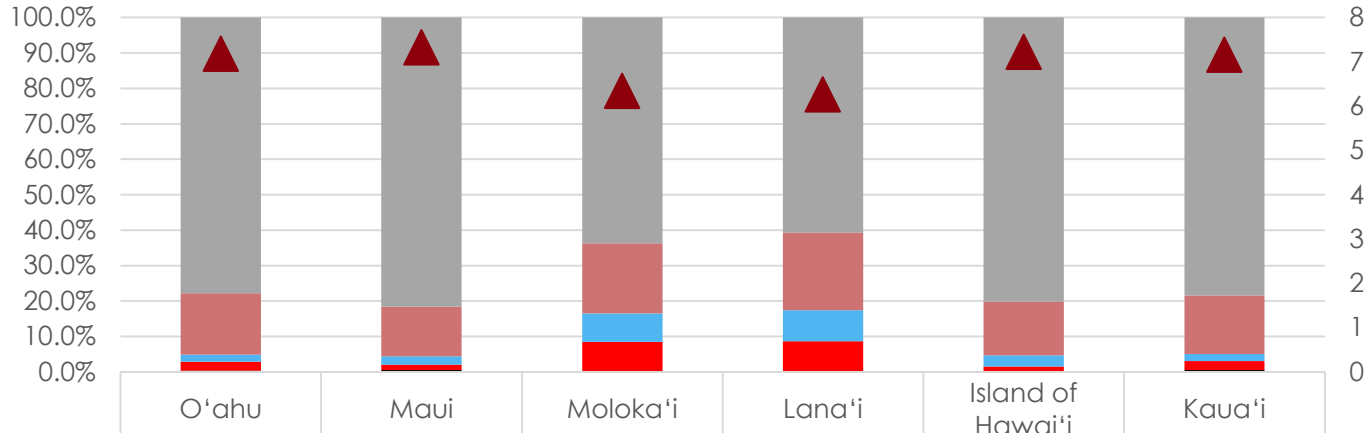
LIKELIHOOD OF RETURN VISIT – EUROPE

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



BRAND/DESTINATION ADVOCACY – EUROPE

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



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	77.8%	81.6%	63.7%	60.7%	80.1%	78.4%
■ Somewhat likely (5-6)	17.3%	14.0%	19.8%	21.9%	15.2%	16.5%
■ Somewhat unlikely (3-4)	2.0%	2.3%	8.0%	8.7%	3.2%	2.0%
■ Very unlikely (1-2)	2.5%	1.6%	8.5%	8.7%	1.2%	2.6%
■ Not sure	0.4%	0.5%	0.0%	0.0%	0.3%	0.5%
BASE	694	383	25	23	341	362
▲ MEAN	7.18	7.32	6.34	6.26	7.22	7.16

ACTIVITIES – SIGHTSEEING – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	93.5%	95.5%	100.0%	87.3%	95.7%	95.2%
On own (self-guided)	59.4%	75.7%	64.7%	21.9%	79.9%	80.1%
Helicopter/ airplane	4.6%	9.5%	11.8%	4.6%	16.3%	28.6%
Boat/ submarine/ whale	14.9%	31.6%	3.8%	39.8%	26.1%	25.3%
Visit towns	35.1%	51.5%	40.1%	26.0%	49.0%	46.0%
Limo/ van/ bus tour	28.2%	14.0%	11.8%	30.6%	16.6%	10.3%
Scenic views/ natural landmark	55.7%	60.4%	48.6%	35.2%	67.2%	69.3%
Movie/ TV/ film location	13.2%	0.8%	3.8%	0.0%	2.4%	4.7%

STATEWIDE - ACTIVITIES – SIGHTSEEING - EUROPE

	2017	2018
TOTAL	98.0%	95.7%
On own (self-guided)	75.5%	72.3%
Helicopter/ airplane	16.8%	15.0%
Boat/ submarine/ whale	32.1%	26.6%
Visit towns	26.7%	46.3%
Limo/ van/ bus tour	23.1%	21.3%
Scenic views/ natural landmark	75.8%	64.4%
Movie/ TV/ film location	9.9%	7.8%

ACTIVITIES – RECREATION – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.5%	97.6%	88.2%	82.7%	95.7%	91.9%
Beach/ sunbathing	86.1%	89.5%	56.1%	61.8%	81.0%	76.8%
Bodyboard/ Standup paddle board	10.6%	15.4%	0.0%	4.6%	10.3%	7.6%
Surfing	13.4%	13.2%	0.0%	4.6%	6.3%	6.9%
Canoeing/ kayak	4.9%	5.2%	4.3%	4.6%	7.6%	10.8%
Swim- ocean	65.1%	76.9%	27.8%	22.5%	64.9%	58.8%
Snorkel	30.2%	51.4%	26.8%	21.4%	53.0%	38.1%
Windsurf/ Kitesurf	0.1%	3.8%	0.0%	0.0%	0.3%	0.3%
Jet ski/ Parasail	1.0%	0.3%	0.0%	0.0%	0.6%	0.0%
Scuba	1.9%	4.2%	0.0%	4.6%	6.1%	2.3%
Fishing	1.1%	1.5%	0.0%	0.0%	1.4%	0.3%
Golf	1.4%	3.4%	0.0%	4.1%	2.9%	1.6%

STATEWIDE - ACTIVITIES – RECREATION – EUROPE

	2017	2018
TOTAL	97.5%	96.5%
Beach/ sunbathing	88.5%	86.3%
Bodyboard/ Standup paddle board	15.5%	12.5%
Surfing	12.9%	12.1%
Canoeing/ kayak	7.1%	7.9%
Swim- ocean	NA	69.5%
Snorkel	NA	43.8%
Windsurf/ Kitesurf	1.5%	1.1%
Jet ski/ Parasail	0.9%	0.7%
Scuba	5.7%	3.8%
Fishing	1.3%	1.3%
Golf	4.4%	2.4%

ACTIVITIES – RECREATION – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.5%	97.6%	88.2%	82.7%	95.7%	91.9%
Run/ Jog/ Fitness walk	19.0%	19.6%	8.0%	4.6%	17.5%	12.7%
Spa	5.0%	5.8%	0.0%	0.0%	5.3%	3.6%
Hiking/Backpack/Camp	20.9%	22.5%	16.5%	4.1%	29.9%	31.4%
Agritourism	11.3%	7.0%	4.3%	4.1%	12.2%	4.3%
Sport event/ tournament	1.8%	1.8%	0.0%	0.0%	4.3%	0.5%
Park/ botanical garden	36.1%	35.4%	25.0%	4.6%	44.3%	38.6%
Waterpark	3.6%	1.8%	3.8%	0.0%	3.3%	1.4%
Mountain tube/ waterfall rappel	2.8%	4.2%	8.5%	0.0%	2.3%	4.7%
Zip-lining	1.4%	4.4%	0.0%	0.0%	2.4%	2.8%
Skydiving	1.0%	0.0%	0.0%	0.0%	0.9%	0.5%
All terrain vehicle (ATV)	1.5%	1.0%	4.3%	4.1%	4.2%	5.0%
Horseback riding	1.6%	1.8%	0.0%	0.0%	1.2%	1.4%

STATEWIDE - ACTIVITIES – RECREATION – EUROPE

	2017	2018
TOTAL	97.5%	96.5%
Run/ Jog/ Fitness walk	29.4%	19.1%
Spa	8.0%	5.6%
Hiking/Backpack/Camp	26.3%	26.9%
Agritourism	8.4%	10.5%
Sport event/ tournament	3.7%	2.4%
Park/ botanical garden	43.3%	40.9%
Waterpark	NA	3.1%
Mountain tube/ waterfall rappel	NA	3.8%
Zip-lining	NA	3.0%
Skydiving	NA	0.8%
All terrain vehicle (ATV)	NA	3.3%
Horseback riding	NA	1.7%

ACTIVITIES – ENTERTAINMENT & DINING – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.1%	96.5%	88.2%	82.7%	99.4%	93.0%
Lunch/ sunset/ dinner/ evening cruise	26.3%	27.6%	27.8%	22.5%	27.2%	26.6%
Live music/ stage show	30.2%	28.2%	23.6%	4.6%	25.1%	20.1%
Nightclub/ dancing/ bar/ karaoke	11.4%	4.8%	0.0%	4.6%	5.4%	1.7%
Fine dining	38.7%	45.8%	23.6%	8.7%	36.1%	33.1%
Family restaurant	49.1%	48.9%	19.3%	13.3%	49.5%	36.3%
Fast food	54.5%	36.4%	32.6%	8.1%	40.6%	31.3%
Food truck	28.1%	18.6%	8.0%	0.0%	21.2%	27.2%
Café/ coffee house	52.8%	45.5%	48.1%	26.0%	57.0%	42.1%
Ethnic dining	18.6%	15.9%	11.3%	4.6%	14.9%	14.9%
Prepared own meal	25.3%	40.5%	27.3%	26.0%	41.3%	37.1%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – EUROPE

	2017	2018
TOTAL	98.5%	97.1%
Lunch/ sunset/ dinner/ evening cruise	35.7%	29.9%
Live music/ stage show	31.8%	30.7%
Nightclub/ dancing/ bar/ karaoke	10.3%	8.1%
Fine dining	44.6%	40.6%
Family restaurant	55.5%	48.8%
Fast food	46.6%	46.4%
Food truck	NA	25.9%
Café/ coffee house	54.1%	53.0%
Ethnic dining	21.2%	18.6%
Prepared own meal	42.9%	37.6%

ACTIVITIES – SHOPPING – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.8%	95.8%	75.9%	52.0%	96.8%	93.2%
Mall/ department store	71.9%	54.3%	8.0%	9.2%	46.5%	32.3%
Designer boutique	20.0%	16.5%	0.0%	4.6%	11.9%	11.7%
Hotel/ resort store	34.1%	28.1%	8.5%	4.1%	26.0%	14.0%
Swap meet/ flea market	7.6%	4.8%	0.0%	0.0%	6.4%	2.5%
Discount/ outlet store	24.4%	20.6%	0.0%	4.6%	15.4%	6.5%
Supermarket	60.8%	69.2%	60.4%	4.1%	74.6%	70.0%
Farmer's market	19.2%	19.2%	23.6%	4.6%	39.4%	34.5%
Convenience store	45.6%	26.6%	11.8%	4.6%	32.6%	18.0%
Duty free store	10.4%	4.2%	0.0%	0.0%	4.5%	1.3%
Local shop/ artisan	51.8%	57.0%	35.8%	34.7%	63.2%	58.1%

STATEWIDE - ACTIVITIES – SHOPPING – EUROPE

	2017	2018
TOTAL	96.7%	95.6%
Mall/ department store	63.5%	58.6%
Designer boutique	19.6%	17.7%
Hotel/ resort store	29.0%	30.7%
Swap meet/ flea market	11.9%	6.7%
Discount/ outlet store	24.5%	20.0%
Supermarket	64.1%	70.2%
Farmer's market	29.9%	28.9%
Convenience store	33.4%	36.0%
Duty free store	6.4%	6.9%
Local shop/ artisan	62.8%	59.1%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	80.6%	62.0%	47.6%	51.5%	70.2%	56.7%
Historic military site	58.1%	3.4%	0.0%	8.1%	21.2%	6.0%
Other historical site	26.0%	21.2%	19.8%	17.3%	37.8%	24.7%
Museum/ art gallery	13.4%	15.4%	7.5%	16.8%	18.5%	9.9%
Luau/ Polynesian show/ hula show	33.4%	32.4%	11.8%	17.9%	25.5%	21.9%
Lesson- ex. ukulele, hula, canoe, lei making	10.2%	6.5%	0.0%	4.6%	5.4%	3.9%
Play/ concert/ theatre	6.0%	3.5%	0.0%	0.0%	4.7%	3.5%
Art/ craft fair	5.7%	8.3%	3.8%	4.6%	10.2%	9.3%
Festival event	4.3%	3.1%	8.5%	4.1%	4.0%	2.8%

STATEWIDE - ACTIVITIES – HISTORY, CULTURE, FINE ARTS – EUROPE

	2017	2018
TOTAL	77.3%	74.8%
Historic military site	43.2%	33.2%
Other historical site	34.1%	29.5%
Museum/ art gallery	19.2%	15.5%
Luau/ Polynesian show/ hula show	36.2%	34.2%
Lesson- ex. ukulele, hula, canoe, lei making	5.7%	8.1%
Play/ concert/ theatre	4.8%	5.5%
Art/ craft fair	7.6%	9.0%
Festival event	8.1%	4.7%

ACTIVITIES – TRANSPORTATION – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	95.4%	95.1%	80.2%	61.2%	96.6%	93.3%
Airport shuttle	31.8%	22.0%	7.5%	13.8%	21.2%	14.6%
Trolley	10.8%	2.9%	3.8%	0.0%	4.9%	2.0%
Public bus	29.5%	9.3%	3.8%	0.0%	12.2%	2.6%
Tour bus/ tour van	26.8%	12.5%	7.5%	36.3%	15.8%	11.7%
Taxi/ limo	35.5%	16.4%	11.8%	20.9%	19.6%	9.0%
Rental car	40.7%	73.9%	64.7%	4.1%	78.0%	75.7%
Ride share	15.8%	7.6%	0.0%	0.0%	11.8%	1.7%
Bicycle rental	2.8%	1.3%	0.0%	4.6%	3.8%	2.5%

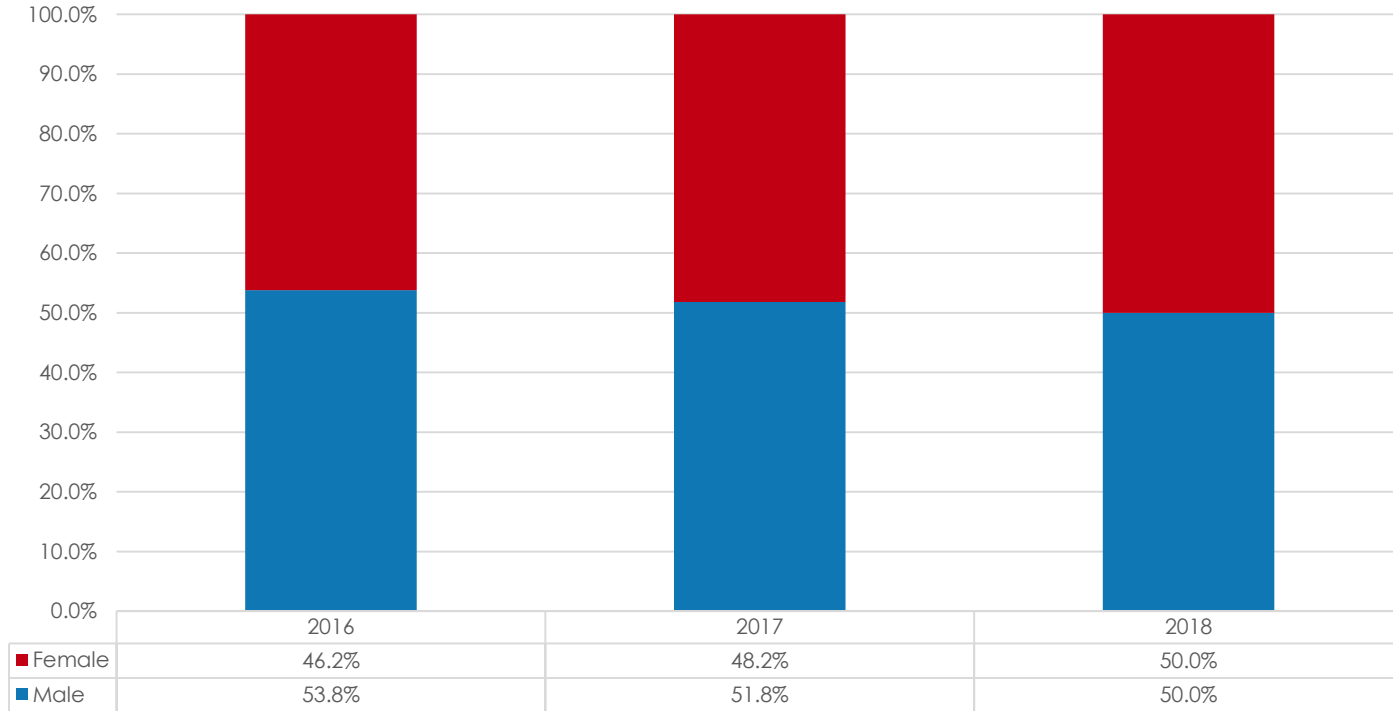
STATEWIDE - ACTIVITIES – TRANSPORTATION – EUROPE

	2017	2018
TOTAL	98.0%	94.4%
Airport shuttle	31.7%	26.8%
Trolley	7.8%	7.2%
Public bus	19.8%	18.7%
Tour bus/ tour van	18.2%	20.3%
Taxi/ limo	31.6%	25.9%
Rental car	66.5%	62.4%
Ride share	NA	11.9%
Bicycle rental	NA	3.3%

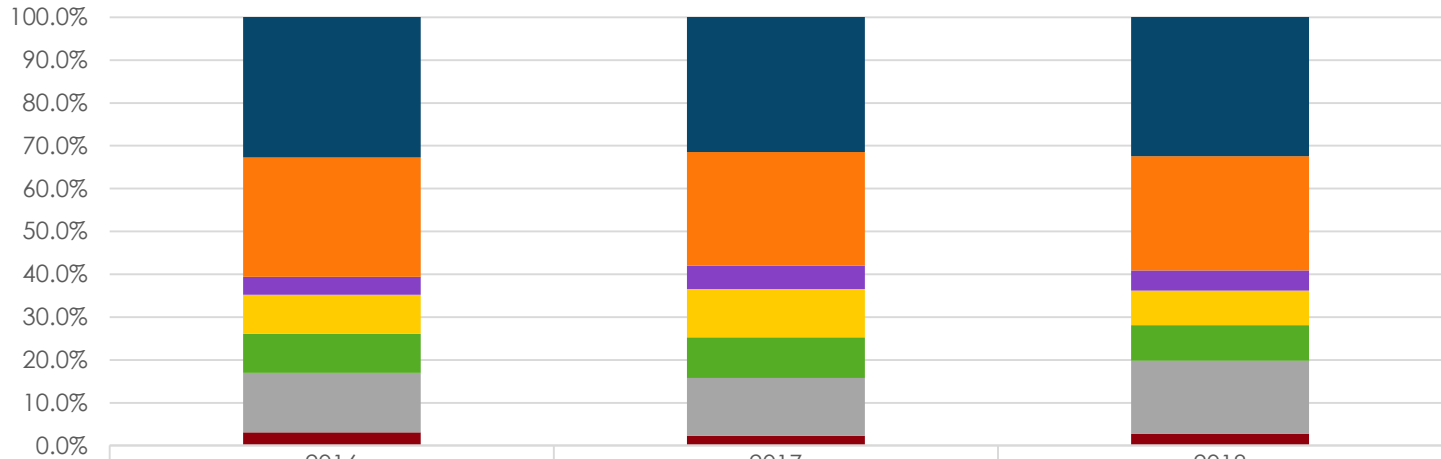
ACTIVITIES – OTHER – EUROPE

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	16.3%	12.8%	0.0%	4.1%	13.7%	9.1%
Visit friends/ family	14.3%	9.9%	0.0%	0.0%	13.5%	7.5%
Volunteer- non-profit	2.1%	3.1%	0.0%	4.1%	0.3%	1.9%

VISITOR PROFILE – GENDER – EUROPE

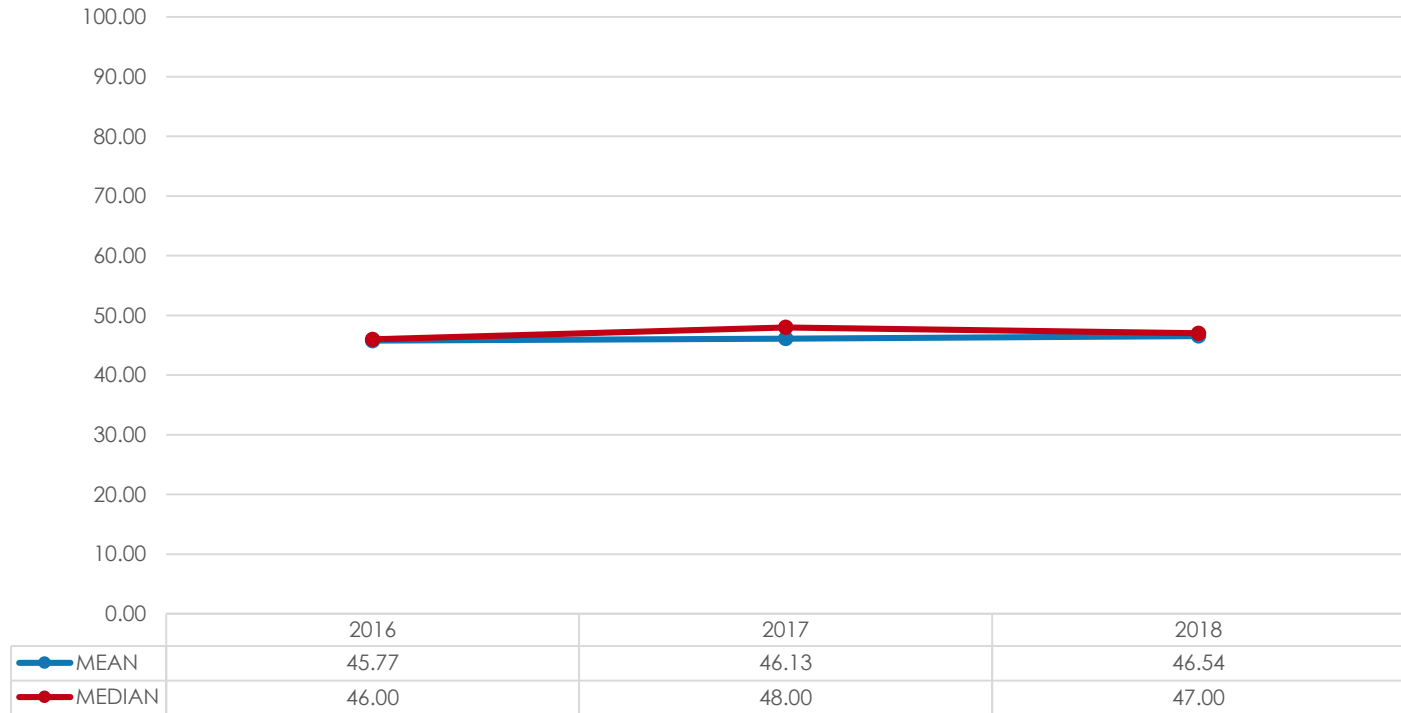


VISITOR PROFILE – EDUCATION – EUROPE

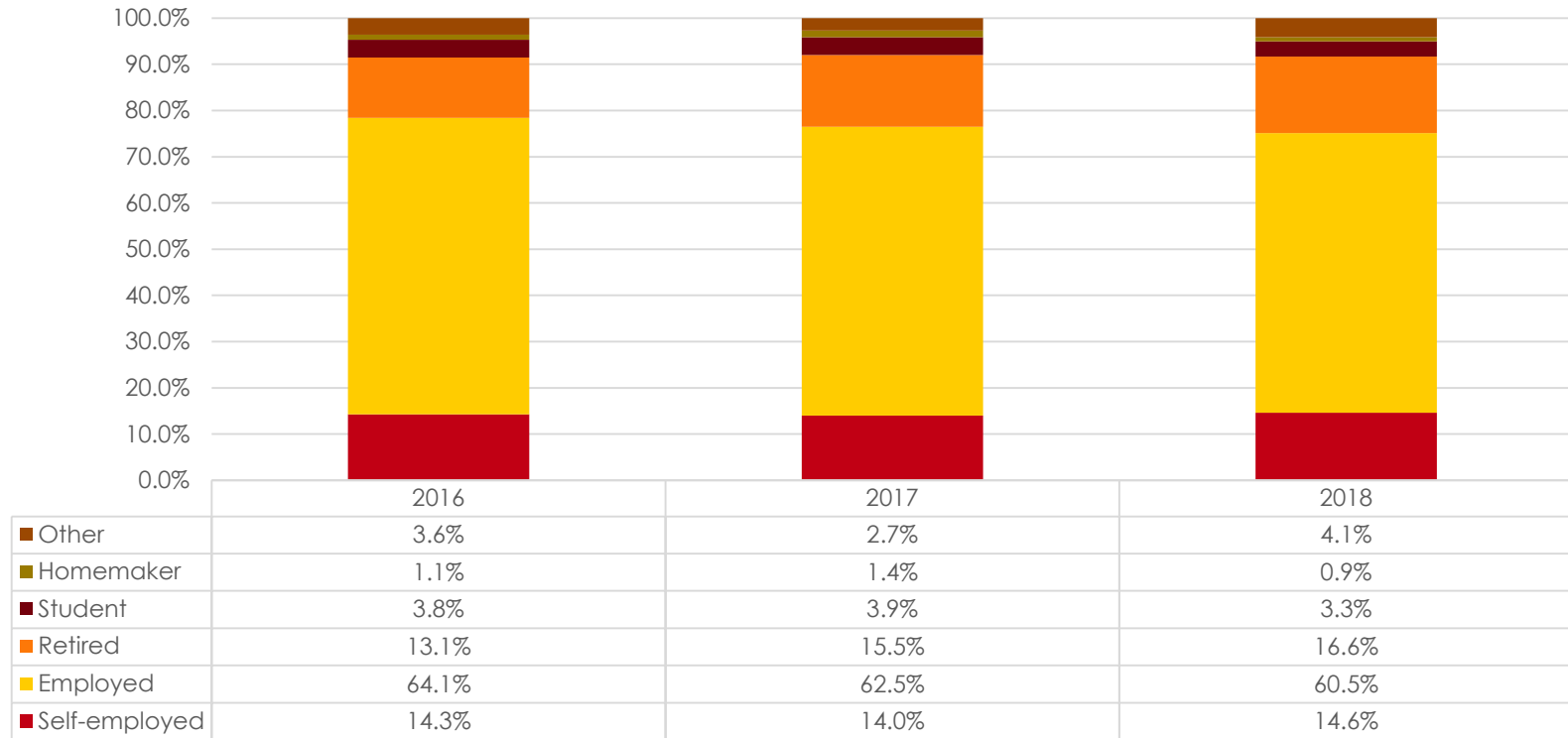


	2016	2017	2018
Post-Graduate	32.8%	31.7%	32.5%
College Grad	27.9%	26.5%	26.7%
Associate Degree	4.2%	5.4%	4.7%
Vocational/ Tech	9.1%	11.3%	8.1%
Some College	9.1%	9.5%	8.3%
H.S. Grad	13.9%	13.5%	17.1%
Some / No H.S.	3.1%	2.3%	2.7%

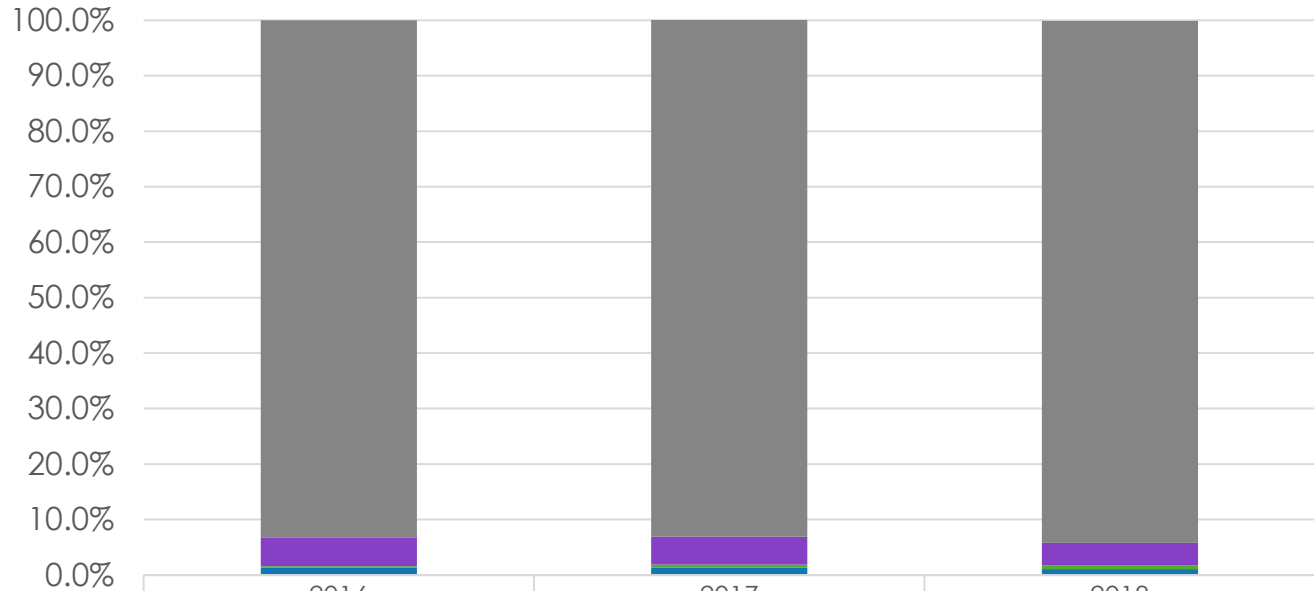
VISITOR PROFILE – AGE – EUROPE



VISITOR PROFILE – EMPLOYMENT STATUS – EUROPE



VISITOR PROFILE – HAWAII PROPERTY OWNER – EUROPE

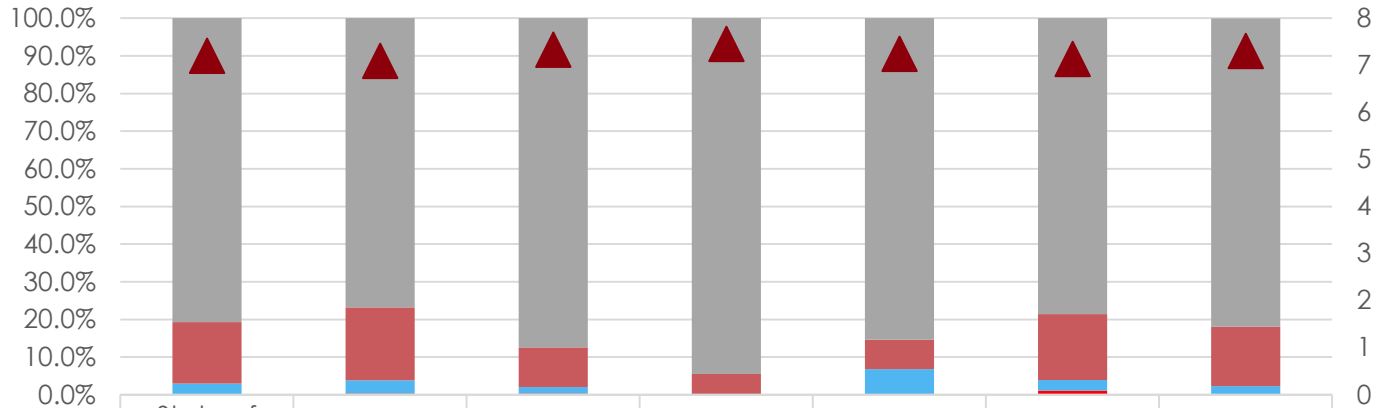


■ Do not nor plan to purchase	93.2%	93.2%	94.1%
■ Plan to in future	5.2%	5.0%	4.1%
■ Other Property Type	0.3%	0.6%	0.6%
■ Timeshare	1.3%	1.3%	1.1%

SECTION – OCEANIA

OVERALL SATISFACTION – MOST RECENT VISIT – OCEANIA

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



	State of Hawai'i Overall	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Excellent (7-8)	80.7%	76.8%	87.4%	94.5%	85.4%	78.7%	81.8%
■ Above Average (5-6)	16.3%	19.4%	10.6%	5.5%	7.8%	17.5%	15.8%
■ Below Average (3-4)	2.8%	3.5%	1.7%	0.0%	6.8%	2.8%	2.3%
■ Poor (1-2)	0.2%	0.3%	0.3%	0.0%	0.0%	1.1%	0.0%
BASE	2,228	2,139	350	16	26	271	211
▲ MEAN	7.20	7.09	7.33	7.45	7.24	7.13	7.30

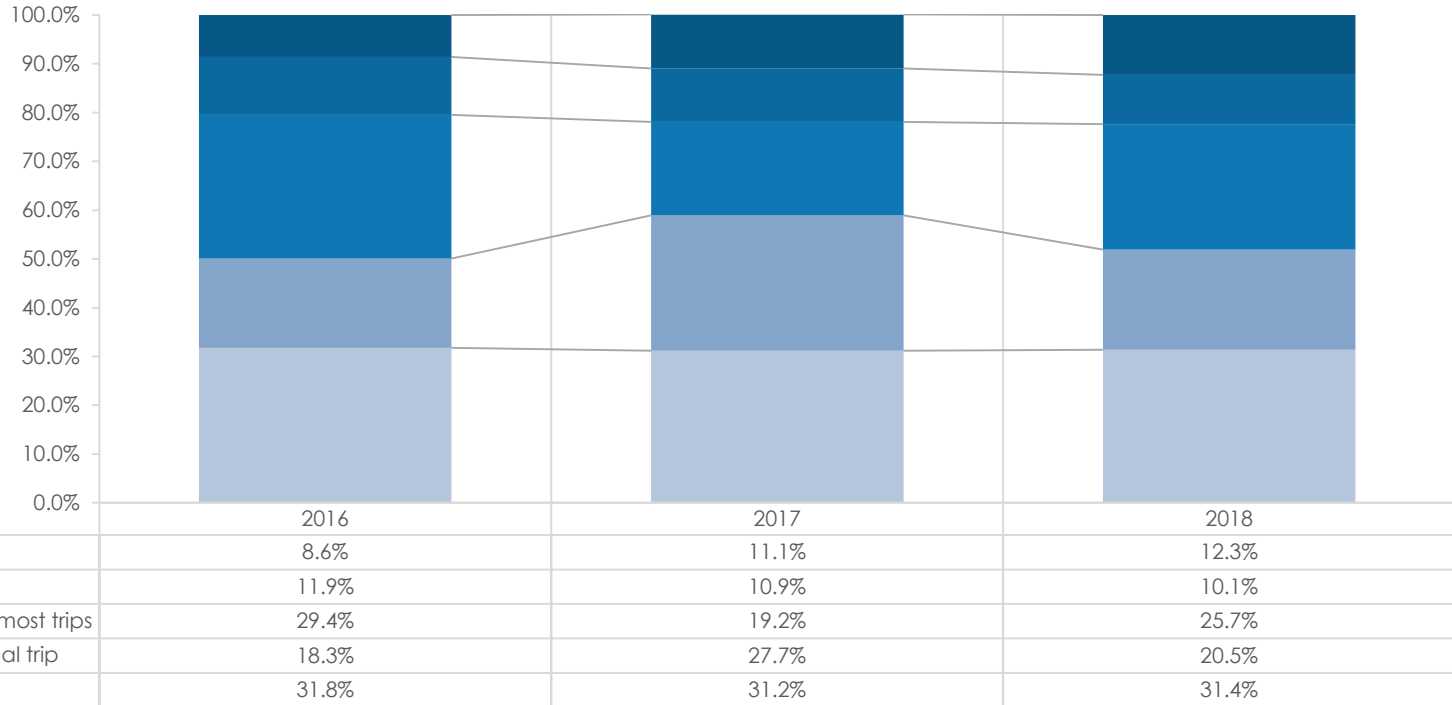
PRIMARY TRIP PURPOSE OCEANIA

	2017	2018
Vacation	80.9%	73.8%
Layover/ break up long flight	2.4%	9.9%
Anniversary/ birthday	6.3%	5.7%
Honeymoon	3.1%	2.4%
Visit friends or relatives	1.8%	2.2%
Family gathering/ reunion	0.6%	1.2%
Attend wedding/ vow renewal	0.3%	1.1%

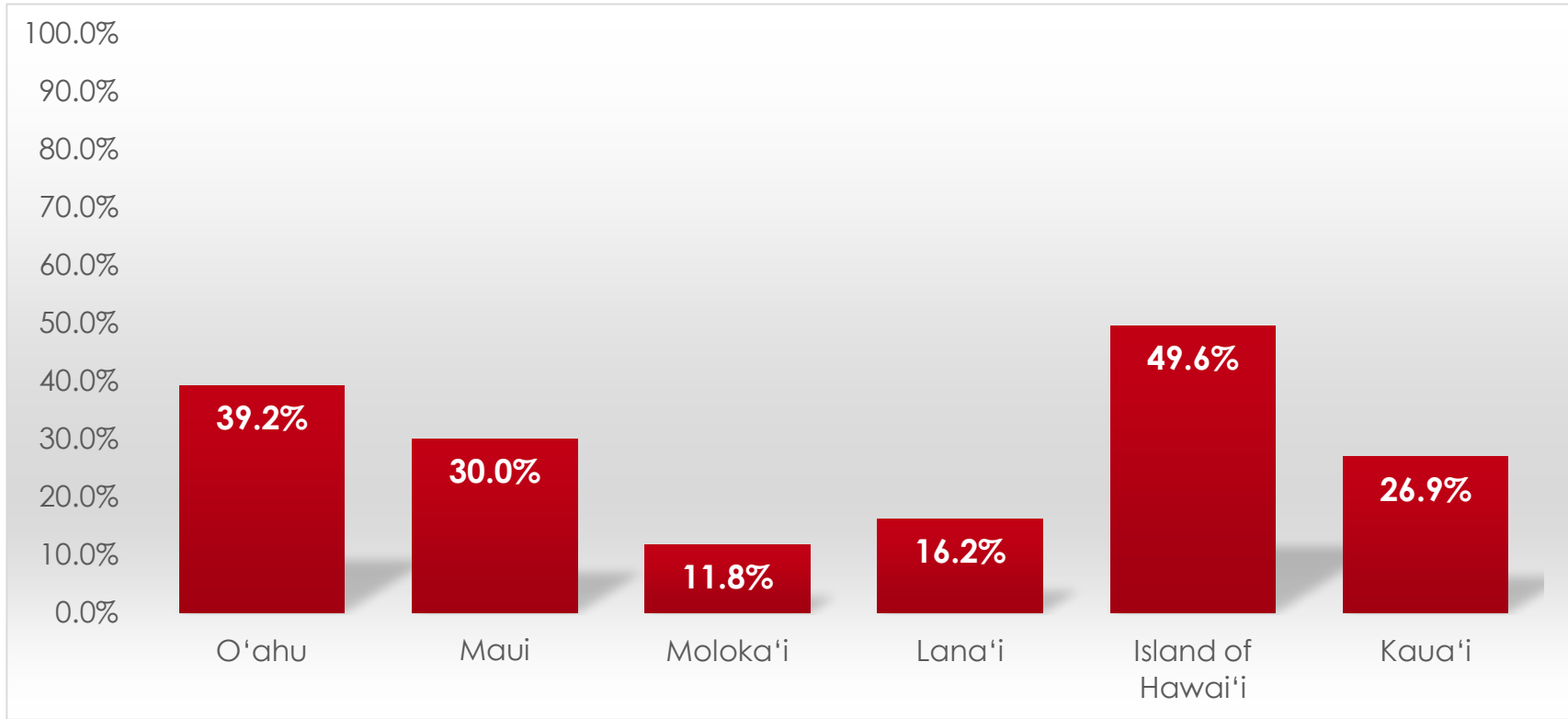
SECONDARY TRIP PURPOSE – MULTIPLE RESPONSE OCEANIA

	2017	2018
Vacation	96.3%	89.8%
Layover/ break up long trip	9.7%	20.5%
Anniversary/ birthday	16.0%	12.1%
Shopping/ fashion	20.3%	9.2%
Visit friends/ relatives	5.2%	4.2%
Family gathering/ reunion	4.6%	3.0%
Honeymoon	3.7%	2.9%

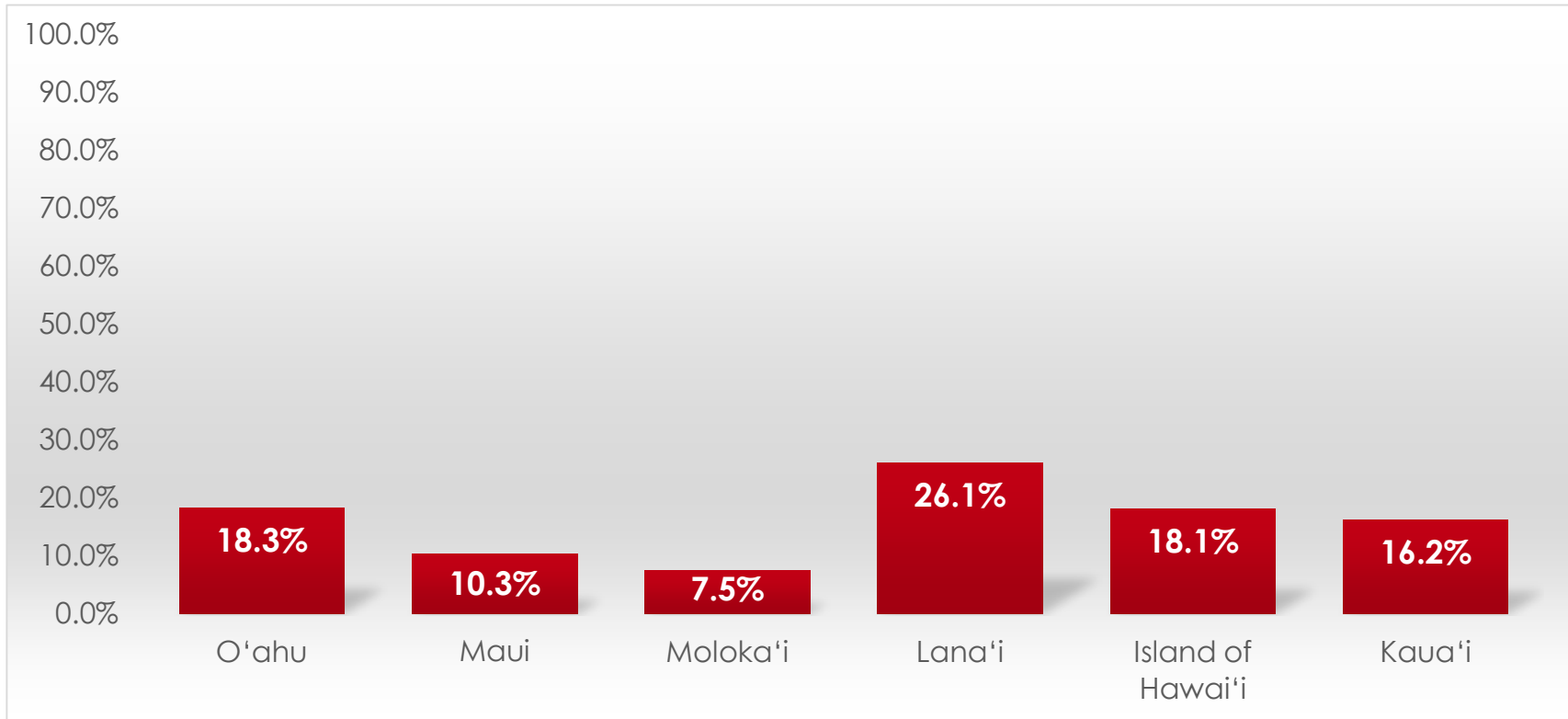
VACATION TRIP DESCRIPTION – OCEANIA



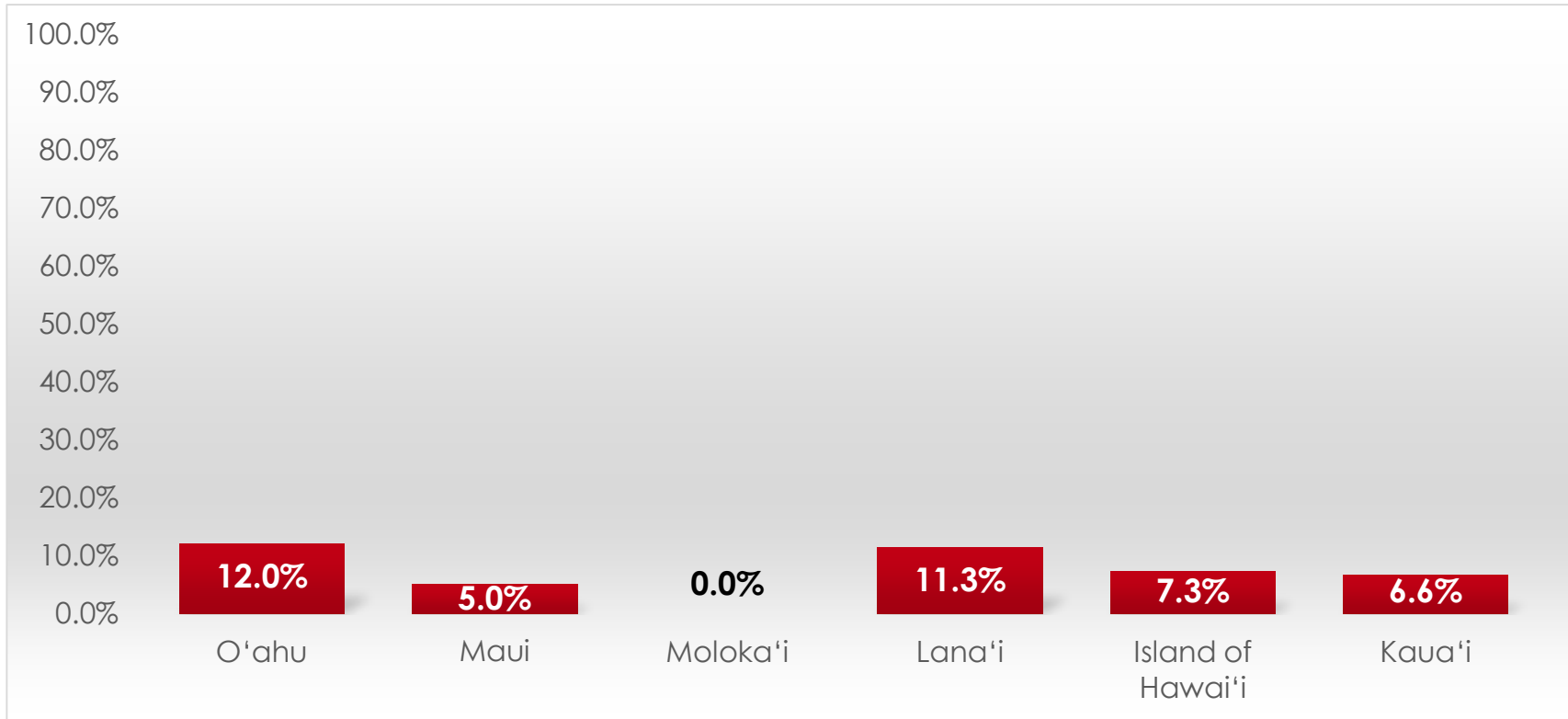
ADVERTISING AWARENESS – OCEANIA



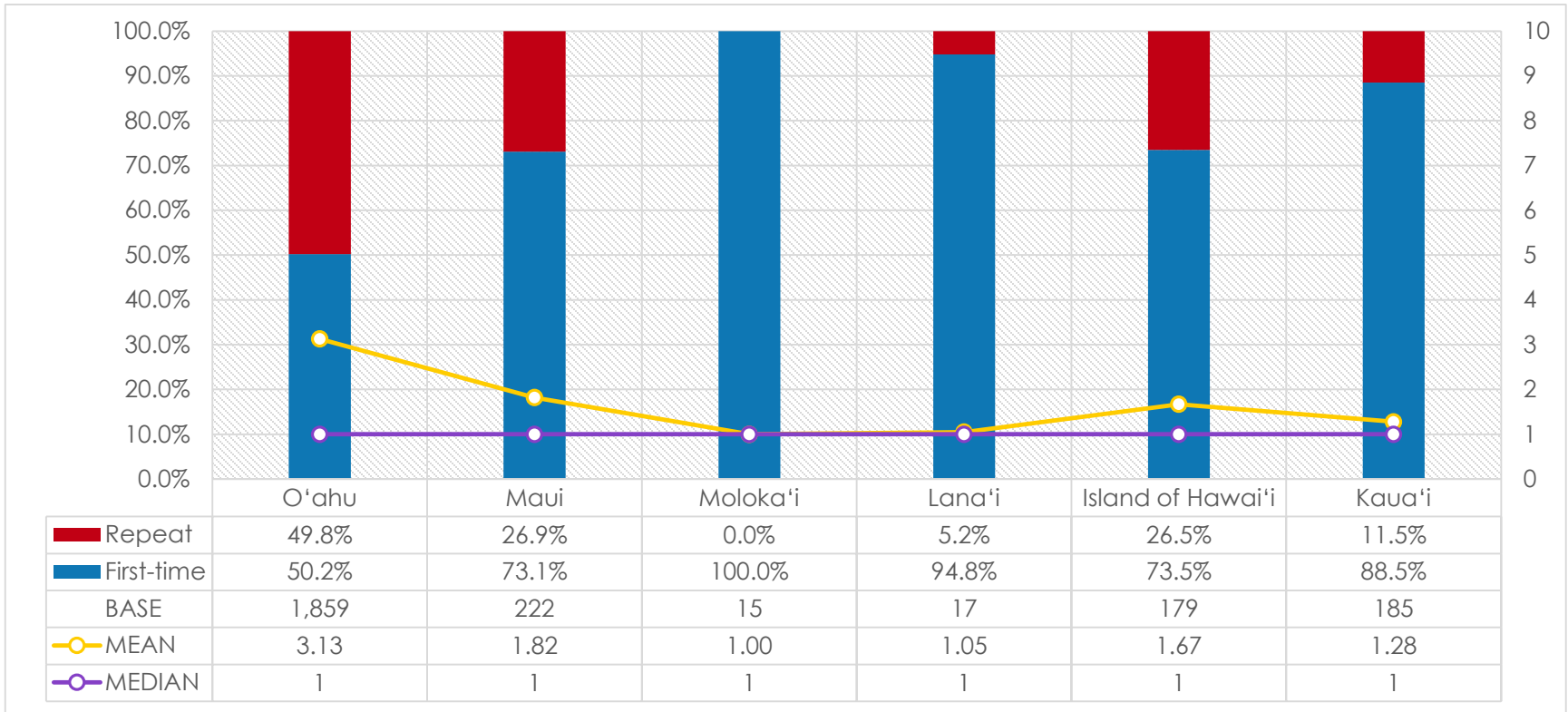
IMPACT OF LOCATION FILMING – OCEANIA



IMPACT OF HAWAIIAN MUSIC – OCEANIA



1ST TIME VS REPEAT VISITOR – OCEANIA

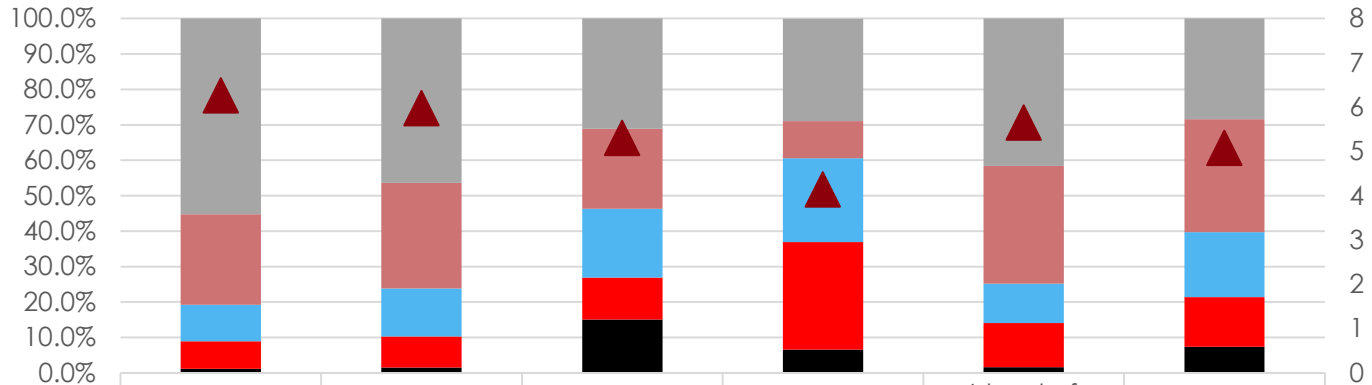


TRAVEL PARTY MEMBERS – OCEANIA

	2016	2017	2018
Spouse	67.5%	67.7%	66.8%
Other adult family	21.5%	22.2%	22.3%
Child under 18	22.4%	25.2%	23.1%
Friends/ associates	16.0%	15.9%	15.7%
Alone	7.0%	7.2%	7.1%
Girlfriend/ boyfriend	4.7%	4.5%	4.1%
Same-sex partner	1.1%	1.0%	1.1%

LIKELIHOOD OF RETURN VISIT – OCEANIA

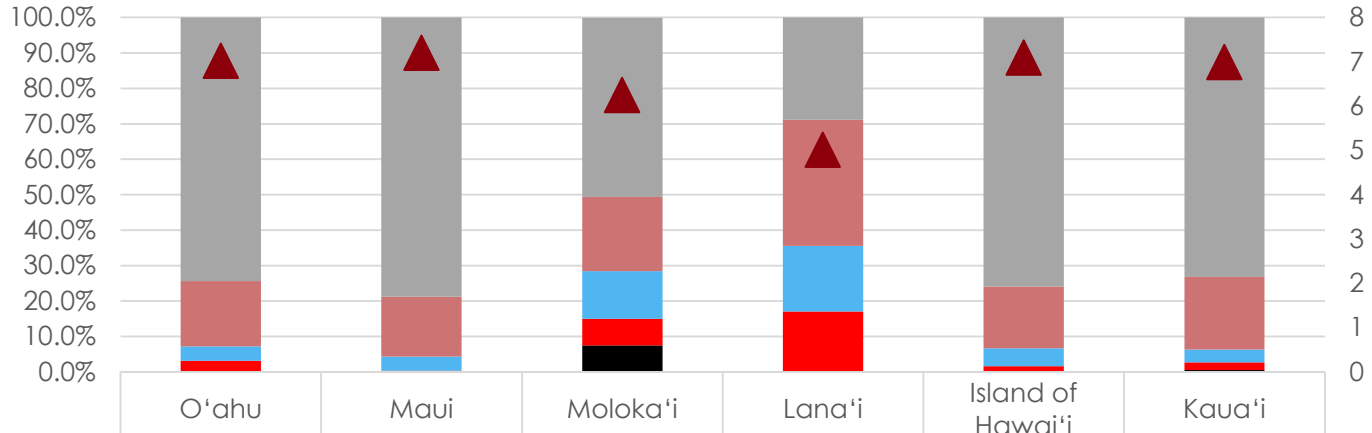
8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	55.2%	46.5%	31.2%	28.9%	41.6%	28.4%
■ Somewhat likely (5-6)	25.6%	29.8%	22.6%	10.4%	33.2%	31.9%
■ Somewhat unlikely (3-4)	10.3%	13.5%	19.4%	23.7%	11.1%	18.3%
■ Very unlikely (1-2)	7.7%	8.8%	11.8%	30.3%	12.5%	14.0%
■ Not sure	1.2%	1.5%	15.1%	6.6%	1.6%	7.4%
BASE	1,844	219	15	17	178	185
▲ MEAN	6.26	5.97	5.30	4.14	5.65	5.08

BRAND/DESTINATION ADVOCACY – OCEANIA

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



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	74.4%	78.8%	50.5%	28.9%	75.9%	73.3%
■ Somewhat likely (5-6)	18.4%	16.9%	21.0%	35.5%	17.4%	20.5%
■ Somewhat unlikely (3-4)	4.0%	3.9%	13.4%	18.5%	5.1%	3.6%
■ Very unlikely (1-2)	2.9%	0.4%	7.5%	17.1%	1.6%	2.2%
■ Not sure	0.3%	0.0%	7.5%	0.0%	0.0%	0.5%
BASE	1,829	217	15	17	178	184
▲ MEAN	7.02	7.20	6.25	5.01	7.09	6.99

ACTIVITIES – SIGHTSEEING – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	90.9%	93.3%	94.1%	77.7%	95.4%	97.7%
On own (self-guided)	44.0%	58.6%	44.6%	5.2%	64.3%	54.2%
Helicopter/ airplane	5.1%	7.7%	13.4%	6.6%	25.5%	16.4%
Boat/ submarine/ whale	15.4%	27.3%	5.9%	18.5%	23.1%	16.4%
Visit towns	25.9%	45.0%	19.4%	13.3%	45.7%	43.6%
Limo/ van/ bus tour	37.1%	17.7%	13.4%	28.9%	27.5%	24.4%
Scenic views/ natural landmark	48.6%	52.5%	38.7%	31.8%	57.3%	59.5%
Movie/ TV/ film location	9.8%	0.8%	0.0%	13.3%	5.5%	9.4%

STATEWIDE - ACTIVITIES – SIGHTSEEING - OCEANIA

	2017	2018
TOTAL	92.9%	92.3%
On own (self-guided)	46.8%	48.7%
Helicopter/ airplane	7.2%	8.2%
Boat/ submarine/ whale	20.0%	18.7%
Visit towns	20.2%	31.4%
Limo/ van/ bus tour	35.9%	35.9%
Scenic views/ natural landmark	62.9%	51.7%
Movie/ TV/ film location	8.4%	9.6%

ACTIVITIES – RECREATION – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	93.5%	91.5%	79.0%	74.9%	92.8%	90.5%
Beach/ sunbathing	79.9%	69.7%	61.3%	18.5%	62.4%	53.0%
Bodyboard/ Standup paddle board	10.2%	6.0%	0.0%	0.0%	3.9%	2.7%
Surfing	10.0%	4.1%	5.9%	0.0%	5.1%	3.3%
Canoeing/ kayak	3.7%	2.3%	0.0%	0.0%	5.3%	5.9%
Swim- ocean	65.5%	59.0%	36.0%	5.2%	56.3%	36.8%
Snorkel	24.2%	34.9%	47.9%	5.2%	38.6%	23.7%
Windsurf/ Kitesurf	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
Jet ski/ Parasail	1.4%	1.5%	0.0%	0.0%	1.1%	0.0%
Scuba	0.7%	3.0%	0.0%	0.0%	1.1%	1.0%
Fishing	0.9%	1.9%	0.0%	0.0%	1.1%	1.2%
Golf	2.3%	4.8%	11.8%	0.0%	5.1%	5.2%

STATEWIDE - ACTIVITIES – RECREATION – OCEANIA

	2017	2018
TOTAL	92.2%	94.1%
Beach/ sunbathing	78.7%	78.4%
Bodyboard/ Standup paddle board	12.1%	9.6%
Surfing	9.3%	9.4%
Canoeing/ kayak	4.2%	4.0%
Swim- ocean	NA	64.1%
Snorkel	NA	27.7%
Windsurf/ Kitesurf	0.3%	0.2%
Jet ski/ Parasail	1.4%	1.4%
Scuba	1.5%	1.1%
Fishing	1.1%	1.1%
Golf	3.2%	3.1%

ACTIVITIES – RECREATION – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.5%	91.5%	79.0%	74.9%	92.8%	90.5%
Run/ Jog/ Fitness walk	23.0%	22.2%	5.9%	0.0%	15.3%	14.4%
Spa	7.2%	8.3%	0.0%	0.0%	4.8%	7.8%
Hiking/Backpack/Camp	9.8%	10.4%	7.5%	0.0%	10.7%	11.7%
Agritourism	7.7%	4.1%	0.0%	0.0%	10.3%	8.3%
Sport event/ tournament	2.2%	0.5%	0.0%	0.0%	1.8%	0.5%
Park/ botanical garden	30.0%	25.4%	5.9%	34.1%	39.7%	42.0%
Waterpark	2.0%	0.0%	0.0%	0.0%	2.8%	2.2%
Mountain tube/ waterfall rappel	0.3%	0.4%	0.0%	0.0%	1.5%	5.6%
Zip-lining	1.3%	2.5%	7.5%	5.2%	5.8%	6.1%
Skydiving	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
All terrain vehicle (ATV)	3.0%	1.1%	0.0%	6.6%	4.2%	3.0%
Horseback riding	1.4%	0.9%	5.9%	5.2%	2.3%	1.2%

STATEWIDE - ACTIVITIES – RECREATION – OCEANIA

	2017	2018
TOTAL	92.2%	94.1%
Run/ Jog/ Fitness walk	28.2%	22.8%
Spa	7.4%	7.7%
Hiking/Backpack/Camp	9.1%	10.8%
Agritourism	5.1%	8.1%
Sport event/ tournament	1.9%	2.0%
Park/ botanical garden	29.7%	32.9%
Waterpark	NA	2.0%
Mountain tube/ waterfall rappel	NA	0.9%
Zip-lining	NA	2.4%
Skydiving	NA	0.1%
All terrain vehicle (ATV)	NA	3.3%
Horseback riding	NA	1.6%

ACTIVITIES – ENTERTAINMENT & DINING – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.7%	97.7%	79.0%	74.9%	96.7%	91.1%
Lunch/ sunset/ dinner/ evening cruise	20.1%	17.9%	7.5%	23.7%	18.2%	16.9%
Live music/ stage show	24.2%	22.8%	25.3%	10.4%	17.4%	16.1%
Nightclub/ dancing/ bar/ karaoke	9.7%	5.5%	0.0%	0.0%	8.5%	2.1%
Fine dining	37.8%	37.9%	21.0%	0.0%	32.6%	33.7%
Family restaurant	70.4%	55.7%	25.3%	18.5%	61.5%	38.0%
Fast food	53.0%	30.4%	11.8%	10.4%	39.4%	23.1%
Food truck	24.4%	17.2%	5.9%	0.0%	16.7%	16.9%
Café/ coffee house	58.9%	53.7%	19.4%	22.3%	56.8%	53.6%
Ethnic dining	14.7%	6.5%	17.7%	6.6%	14.2%	8.8%
Prepared own meal	21.5%	32.0%	7.5%	10.4%	35.0%	30.1%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – OCEANIA

	2017	2018
TOTAL	98.6%	98.2%
Lunch/ sunset/ dinner/ evening cruise	24.2%	21.0%
Live music/ stage show	23.9%	25.3%
Nightclub/ dancing/ bar/ karaoke	9.0%	9.4%
Fine dining	39.0%	38.3%
Family restaurant	75.3%	67.7%
Fast food	48.6%	49.9%
Food truck	NA	23.9%
Café/ coffee house	58.0%	58.8%
Ethnic dining	16.5%	14.5%
Prepared own meal	23.5%	25.2%

ACTIVITIES – SHOPPING – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.8%	93.0%	86.6%	76.3%	93.3%	87.0%
Mall/ department store	83.3%	41.8%	32.8%	18.5%	51.2%	33.1%
Designer boutique	24.7%	16.2%	7.5%	5.2%	16.2%	12.6%
Hotel/ resort store	36.3%	26.5%	21.0%	17.1%	26.4%	14.4%
Swap meet/ flea market	9.7%	2.3%	0.0%	0.0%	8.0%	3.3%
Discount/ outlet store	52.8%	31.6%	7.5%	17.1%	31.4%	11.1%
Supermarket	51.9%	57.6%	19.4%	5.2%	56.9%	42.5%
Farmer's market	15.3%	14.0%	13.4%	10.4%	22.6%	21.2%
Convenience store	69.2%	42.2%	21.0%	23.7%	49.4%	28.6%
Duty free store	13.3%	3.7%	7.5%	0.0%	11.9%	1.7%
Local shop/ artisan	48.4%	59.2%	31.2%	28.9%	60.1%	57.6%

STATEWIDE - ACTIVITIES – SHOPPING – OCEANIA

	2017	2018
TOTAL	98.0%	96.9%
Mall/ department store	81.9%	78.0%
Designer boutique	26.1%	23.8%
Hotel/ resort store	35.1%	35.2%
Swap meet/ flea market	13.7%	9.2%
Discount/ outlet store	53.3%	49.4%
Supermarket	45.0%	54.0%
Farmer's market	15.1%	17.0%
Convenience store	62.0%	65.1%
Duty free store	11.9%	12.5%
Local shop/ artisan	53.2%	51.3%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	74.3%	58.9%	82.3%	64.5%	66.1%	59.1%
Historic military site	50.5%	4.6%	15.1%	6.6%	31.4%	9.0%
Other historical site	18.9%	21.3%	25.3%	17.1%	29.8%	26.6%
Museum/ art gallery	12.9%	17.1%	28.5%	17.1%	19.4%	9.9%
Luau/ Polynesian show/ hula show	30.4%	25.3%	25.3%	10.4%	21.8%	23.0%
Lesson- ex. ukulele, hula, canoe, lei making	6.3%	5.5%	7.5%	0.0%	7.2%	4.4%
Play/ concert/ theatre	4.2%	3.8%	0.0%	0.0%	4.1%	3.5%
Art/ craft fair	4.6%	8.5%	7.5%	17.1%	6.8%	4.6%
Festival event	4.2%	3.0%	0.0%	13.3%	1.0%	3.1%

STATEWIDE - ACTIVITIES – HISTORY, CULTURE, FINE ARTS – OCEANIA

	2017	2018
TOTAL	74.0%	74.6%
Historic military site	52.8%	45.5%
Other historical site	23.7%	21.7%
Museum/ art gallery	14.3%	14.5%
Luau/ Polynesian show/ hula show	34.3%	31.5%
Lesson- ex. ukulele, hula, canoe, lei making	4.0%	6.6%
Play/ concert/ theatre	3.2%	4.4%
Art/ craft fair	5.4%	5.6%
Festival event	6.8%	4.1%

ACTIVITIES – TRANSPORTATION – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.6%	93.7%	94.1%	76.3%	93.8%	95.5%
Airport shuttle	56.9%	34.0%	13.4%	18.5%	35.8%	19.2%
Trolley	24.7%	5.1%	0.0%	0.0%	16.3%	4.5%
Public bus	33.0%	11.1%	21.0%	6.6%	14.4%	5.0%
Tour bus/ tour van	36.7%	21.4%	32.8%	40.8%	34.1%	39.1%
Taxi/ limo	41.5%	20.1%	19.4%	17.1%	22.0%	13.7%
Rental car	24.1%	50.7%	19.4%	11.8%	53.4%	48.7%
Ride share	22.0%	11.6%	0.0%	0.0%	12.6%	7.2%
Bicycle rental	1.5%	1.4%	0.0%	0.0%	2.1%	1.6%

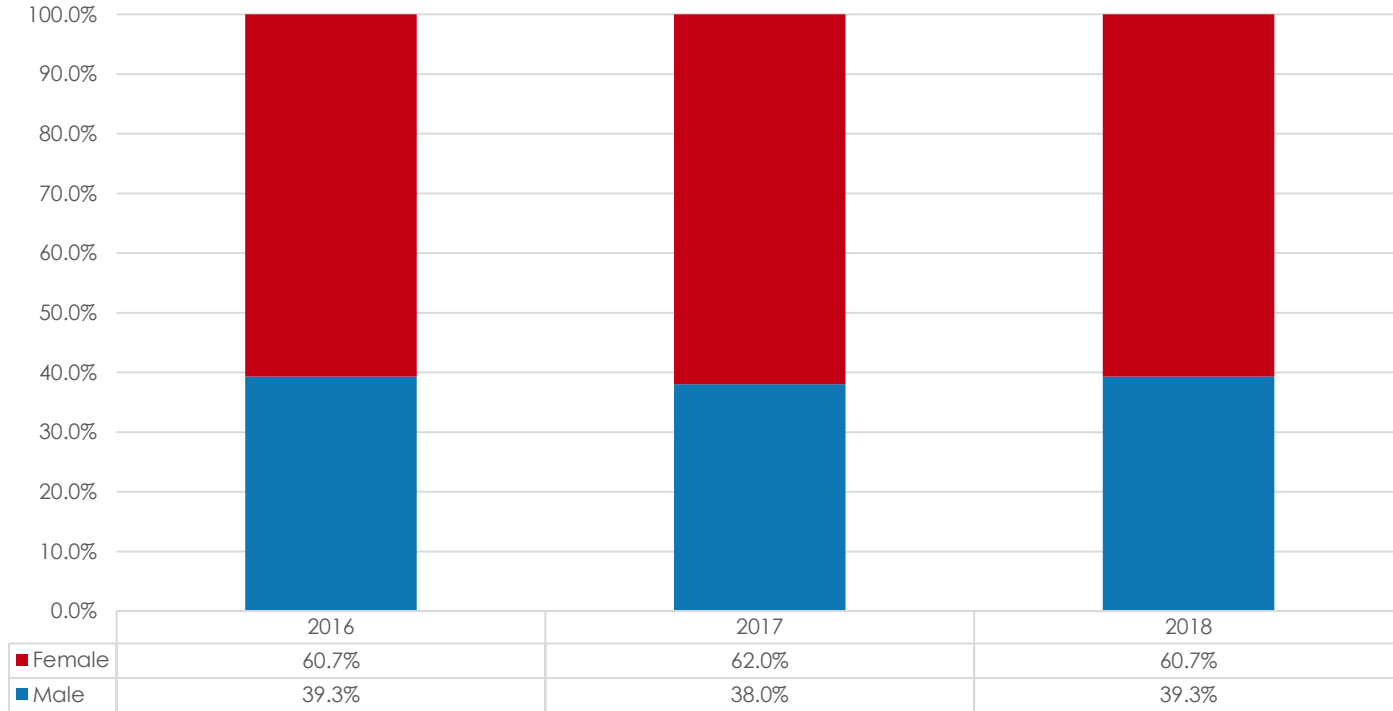
STATEWIDE - ACTIVITIES – TRANSPORTATION – OCEANIA

	2017	2018
TOTAL	98.7%	96.9%
Airport shuttle	60.8%	53.1%
Trolley	23.7%	22.6%
Public bus	27.7%	30.1%
Tour bus/ tour van	35.8%	37.0%
Taxi/ limo	43.2%	39.0%
Rental car	31.8%	31.0%
Ride share	NA	20.6%
Bicycle rental	NA	1.7%

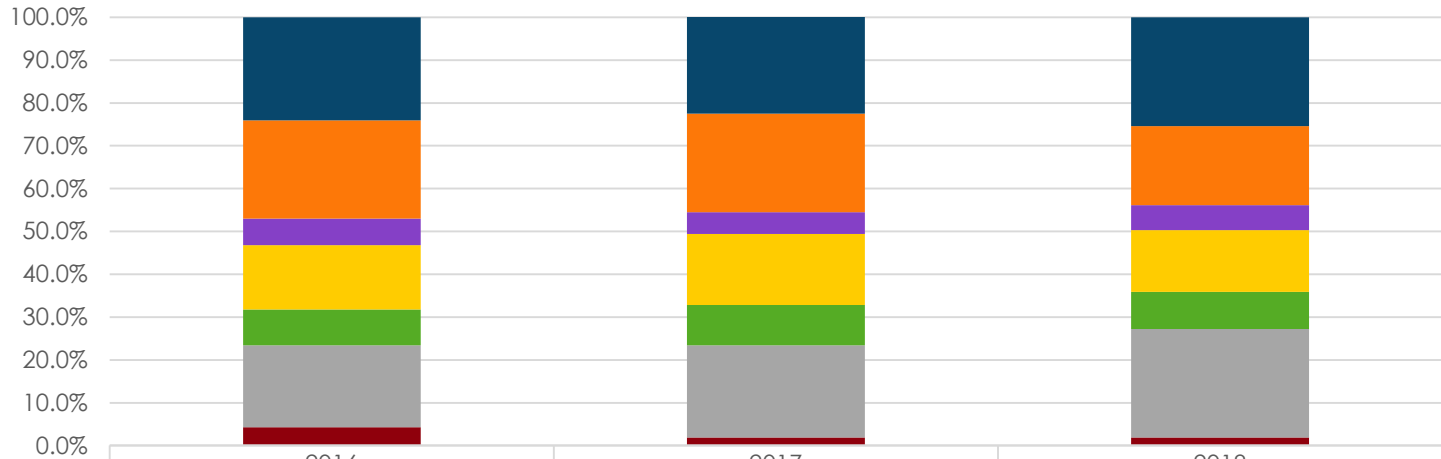
ACTIVITIES – OTHER – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWA'I	KAUA'I
TOTAL	8.1%	9.9%	21.0%	5.2%	6.6%	10.7%
Visit friends/ family	7.5%	8.9%	5.9%	5.2%	6.6%	10.7%
Volunteer- non-profit	0.7%	0.9%	15.1%	0.0%	0.5%	0.0%

VISITOR PROFILE – GENDER – OCEANIA

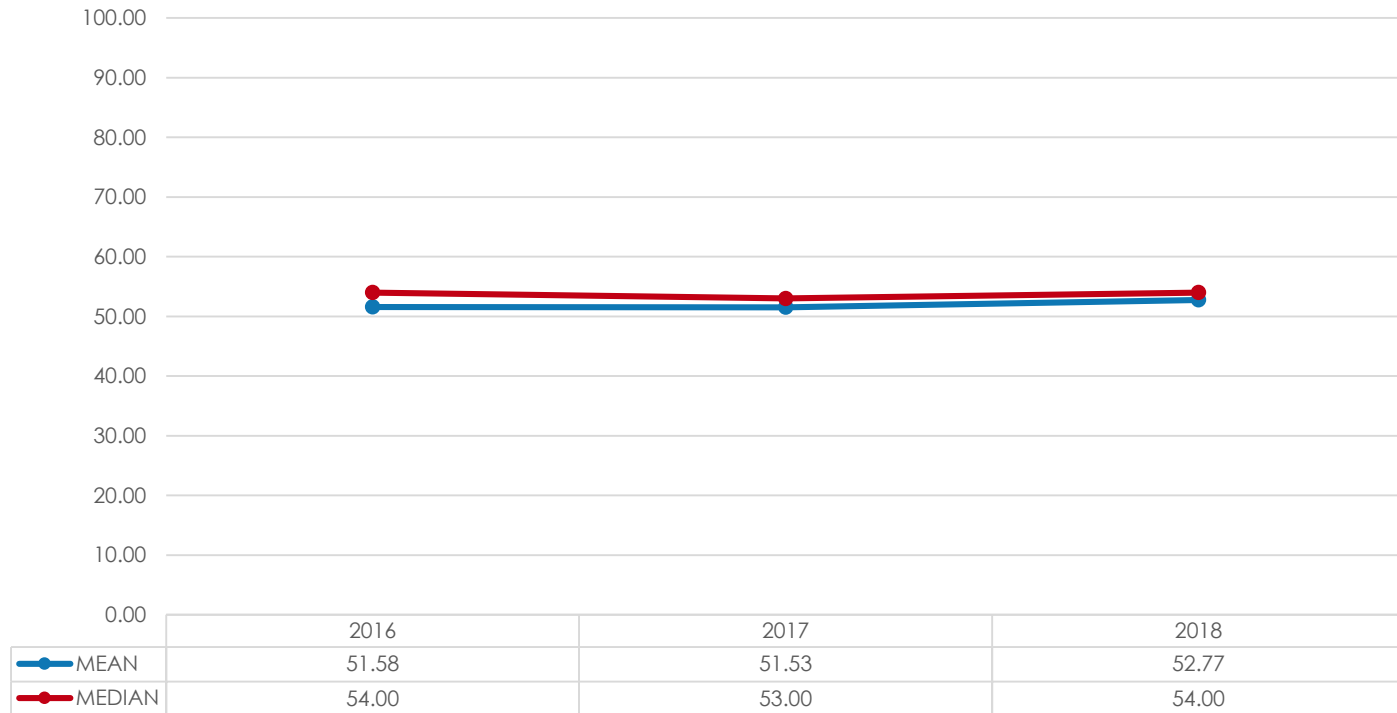


VISITOR PROFILE – EDUCATION – OCEANIA

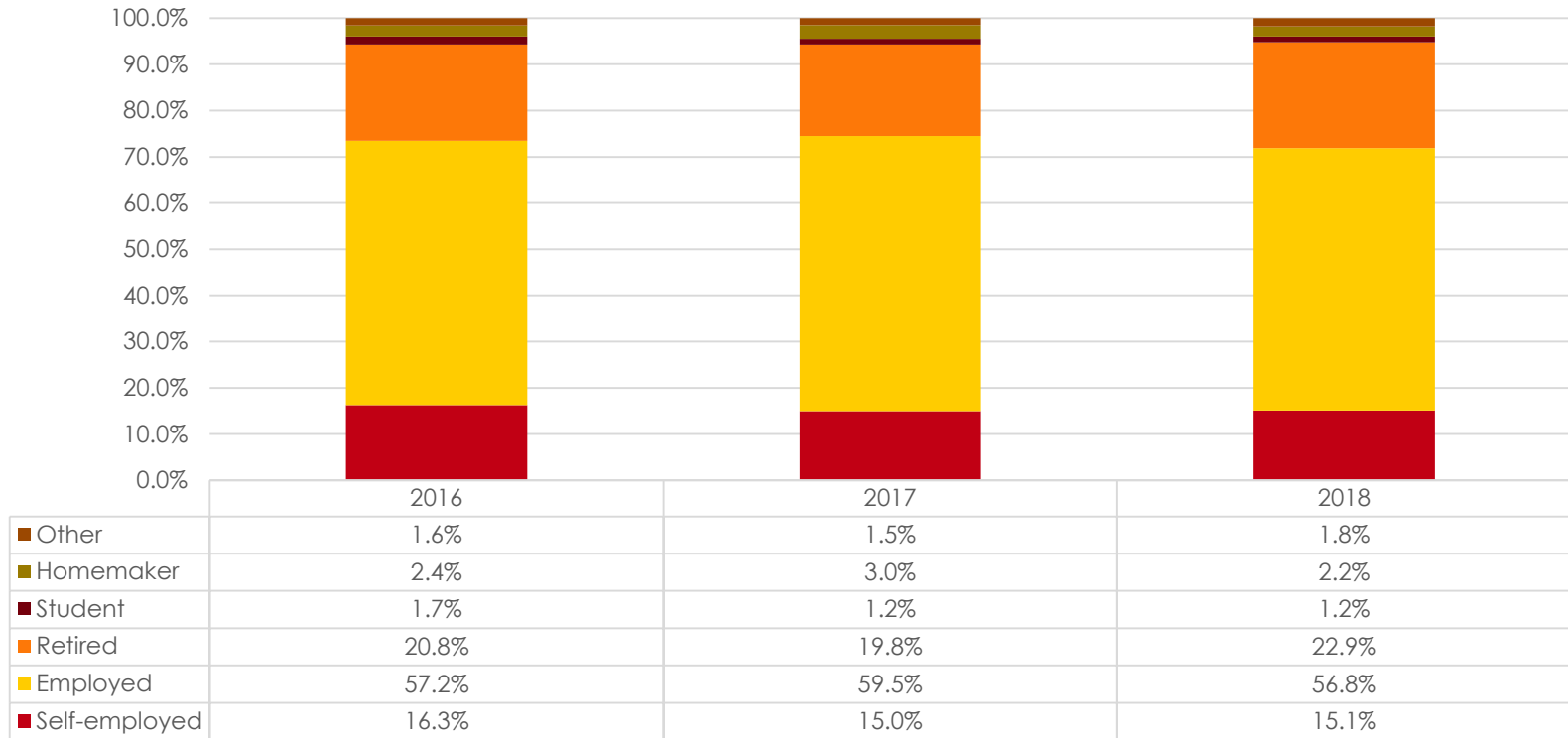


	2016	2017	2018
Post-Graduate	24.1%	22.6%	25.4%
College Grad	22.9%	23.0%	18.5%
Associate Degree	6.2%	5.1%	5.8%
Vocational/ Tech	15.0%	16.6%	14.4%
Some College	8.4%	9.4%	8.7%
H.S. Grad	19.1%	21.5%	25.3%
Some / No H.S.	4.3%	1.9%	1.9%

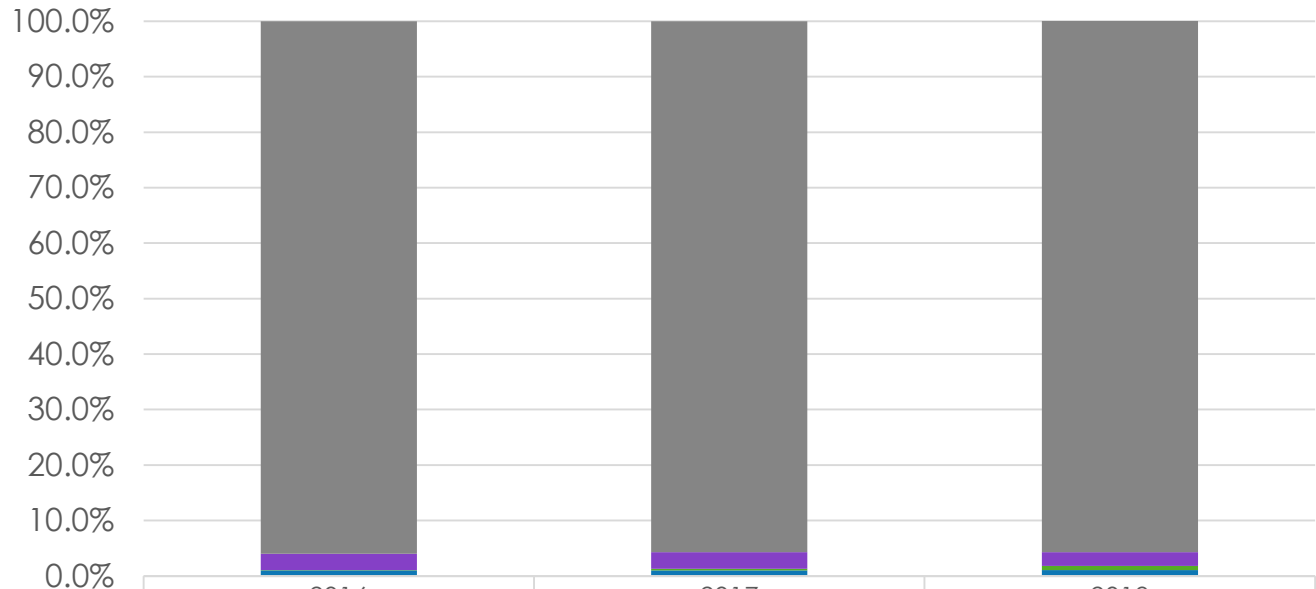
VISITOR PROFILE – AGE – OCEANIA



VISITOR PROFILE – EMPLOYMENT STATUS – OCEANIA



VISITOR PROFILE – HAWAII PROPERTY OWNER – OCEANIA

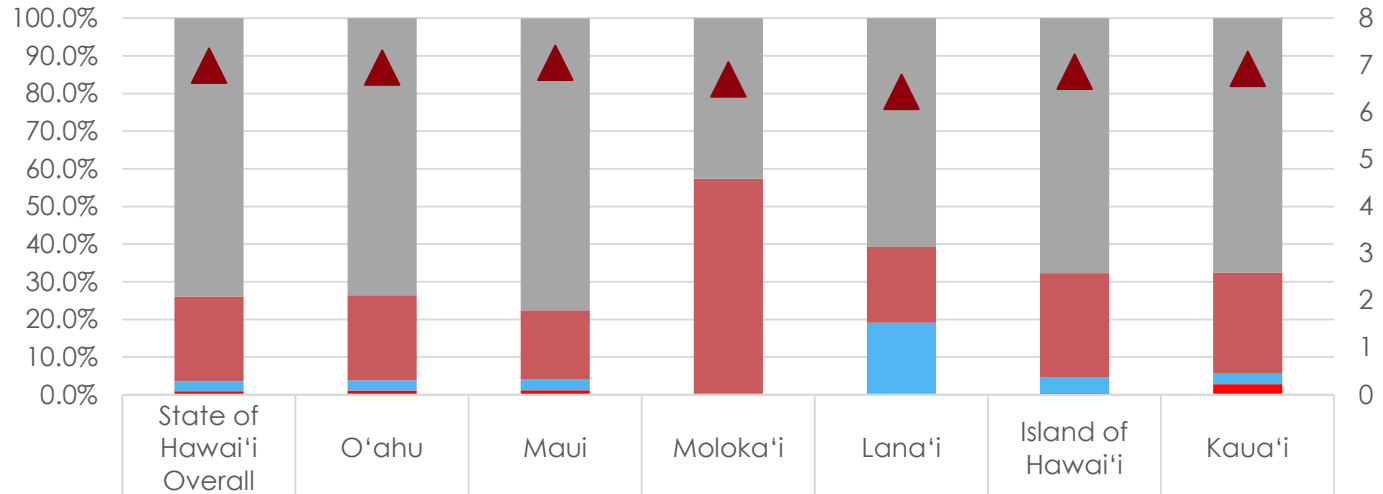


	2016	2017	2018
■ Do not nor plan to purchase	96.0%	95.7%	95.8%
■ Plan to in future	2.9%	3.0%	2.5%
■ Other Property Type	0.1%	0.3%	0.7%
■ Timeshare	1.0%	1.0%	1.1%

SECTION – CHINA

OVERALL SATISFACTION – MOST RECENT VISIT – CHINA

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



■ Excellent (7-8)	73.9%	73.6%	77.5%	42.6%	60.7%	67.7%	67.6%
■ Above Average (5-6)	22.5%	22.6%	18.2%	57.4%	20.2%	27.6%	26.9%
■ Below Average (3-4)	2.7%	2.7%	3.0%	0.0%	19.1%	4.3%	2.8%
■ Poor (1-2)	0.9%	1.1%	1.2%	0.0%	0.0%	0.4%	2.8%
BASE	806	729	165	7	5	257	37
▲ MEAN	6.99	6.95	7.05	6.70	6.43	6.86	6.92

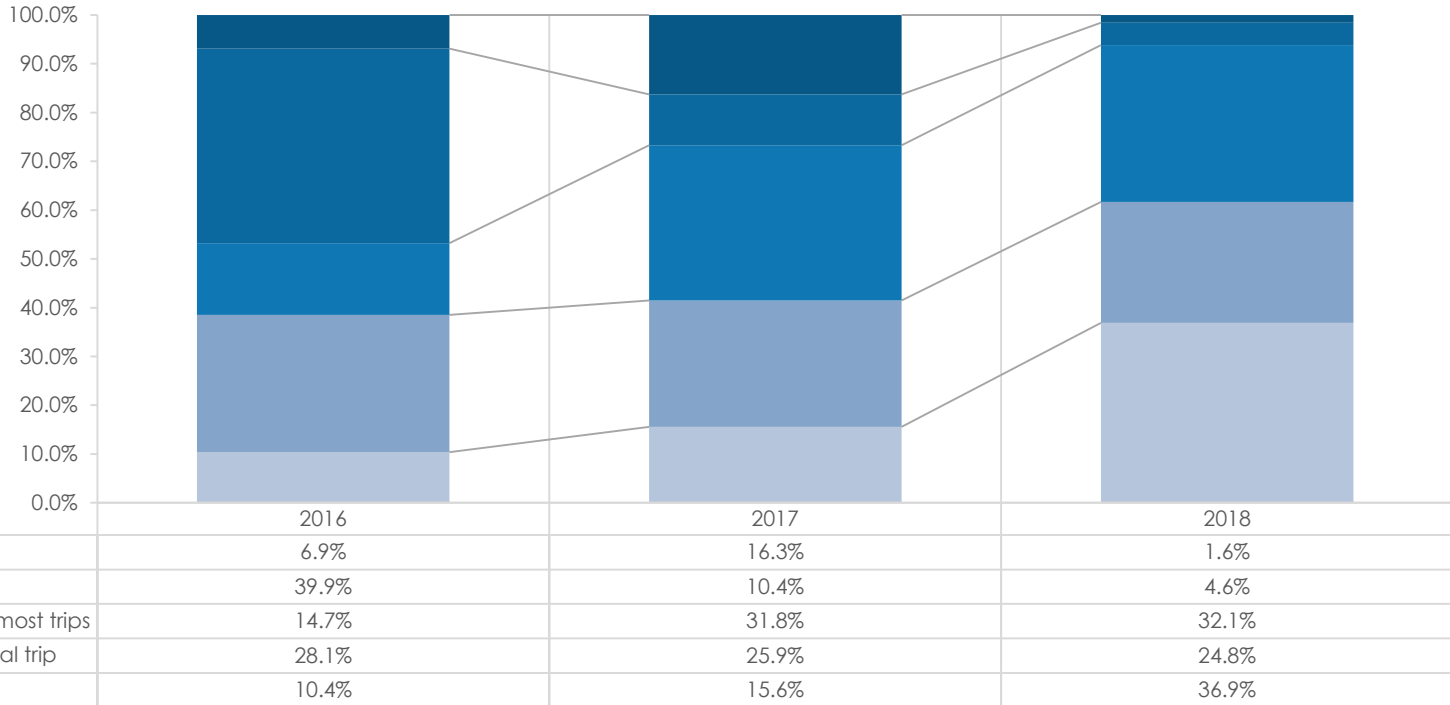
PRIMARY TRIP PURPOSE CHINA

	2017	2018
Vacation	73.0%	71.2%
Business trip	1.9%	3.8%
Honeymoon	5.2%	3.7%
Visit friends/ relatives	2.6%	3.2%
Convention, conference, seminar	3.2%	2.9%
Incentive/ reward	2.3%	2.3%
Education related/ visit campuses	1.9%	2.1%
Anniversary/ birthday	0.9%	2.0%

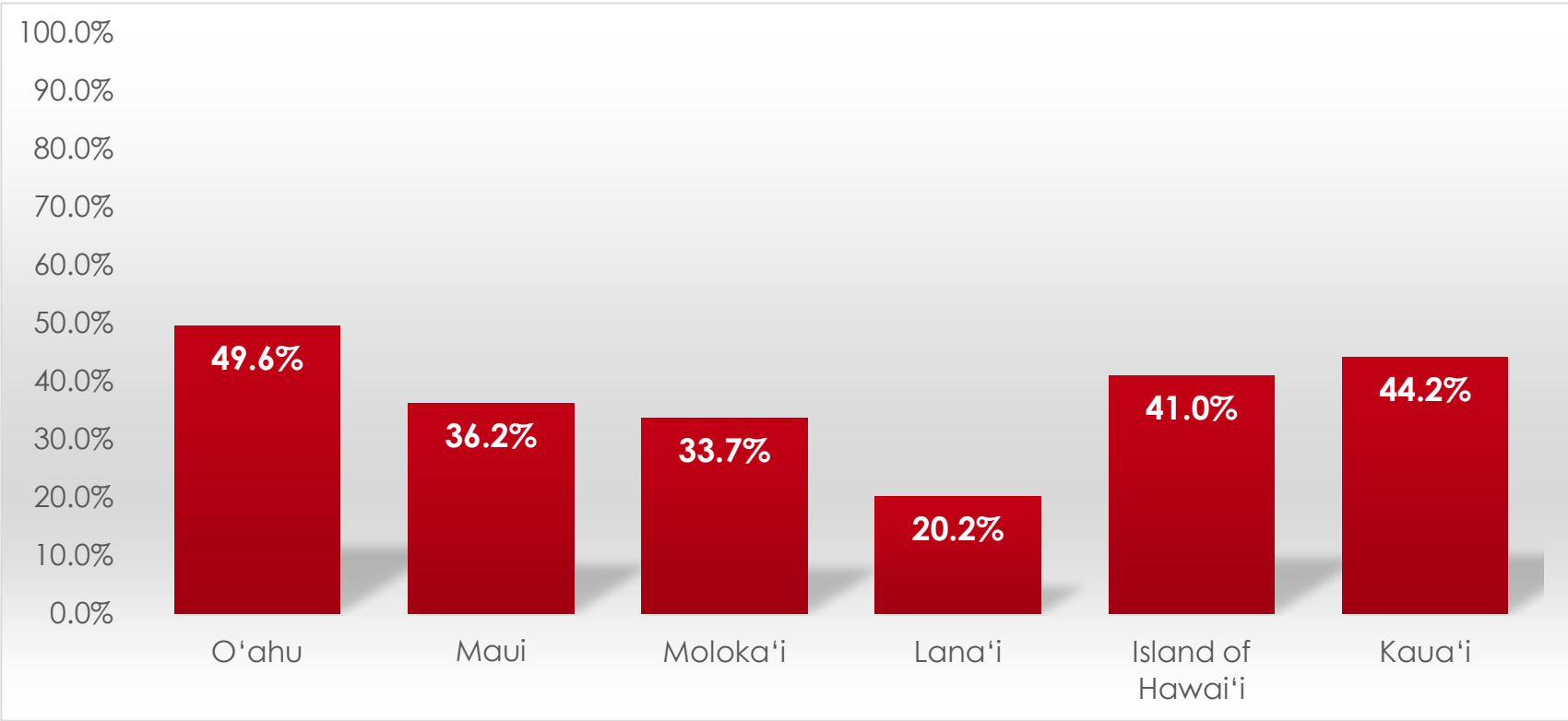
SECONDARY TRIP PURPOSE – MULTIPLE RESPONSE CHINA

	2017	2018
Vacation	91.9%	89.0%
Shopping/ fashion	35.3%	16.8%
Visit friends/ relatives	7.9%	6.4%
Family gathering/ reunion	8.5%	5.1%
Honeymoon	10.1%	5.1%
Business trip	5.4%	5.1%
Convention, conference, seminar	5.5%	4.0%
Anniversary/ birthday	7.7%	3.7%
Incentive/ reward	7.6%	3.5%

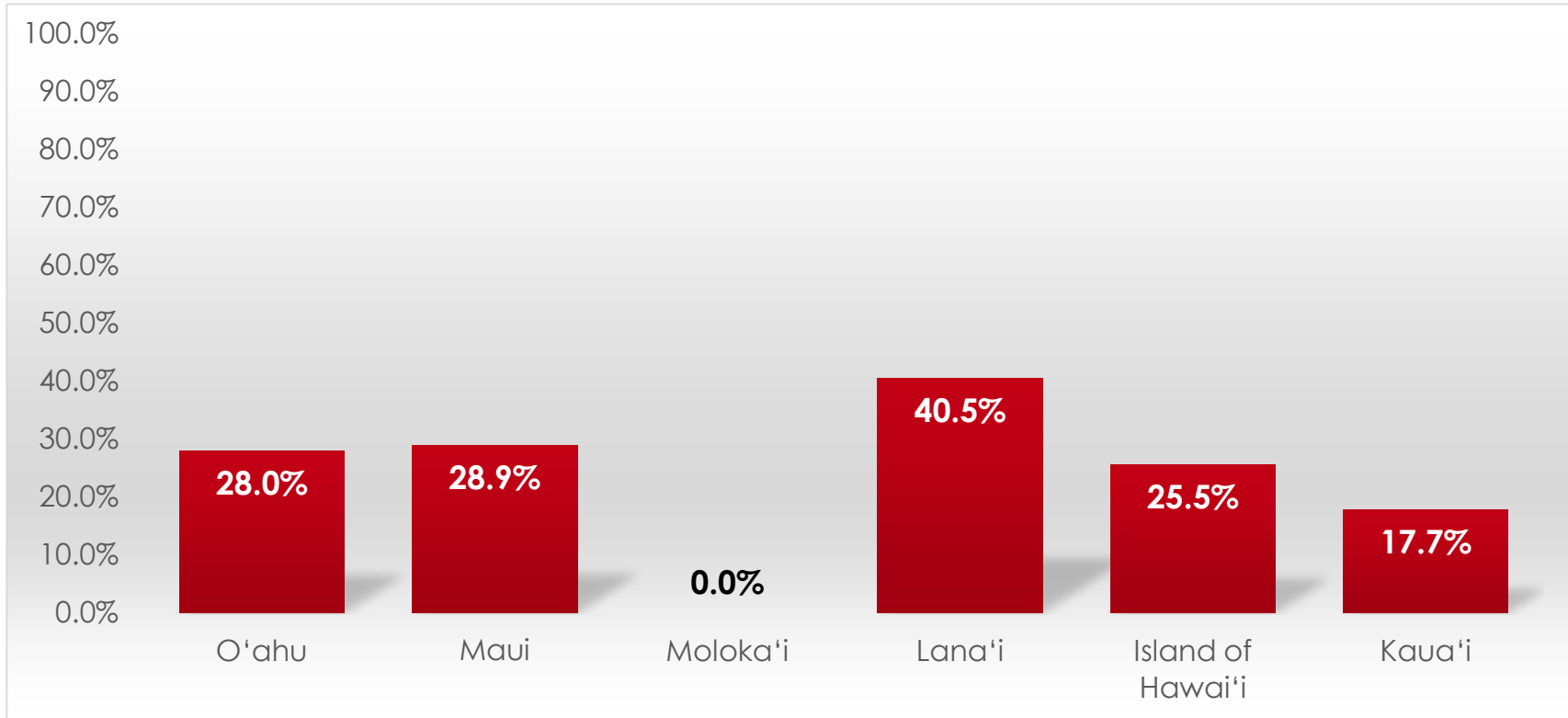
VACATION TRIP DESCRIPTION – CHINA



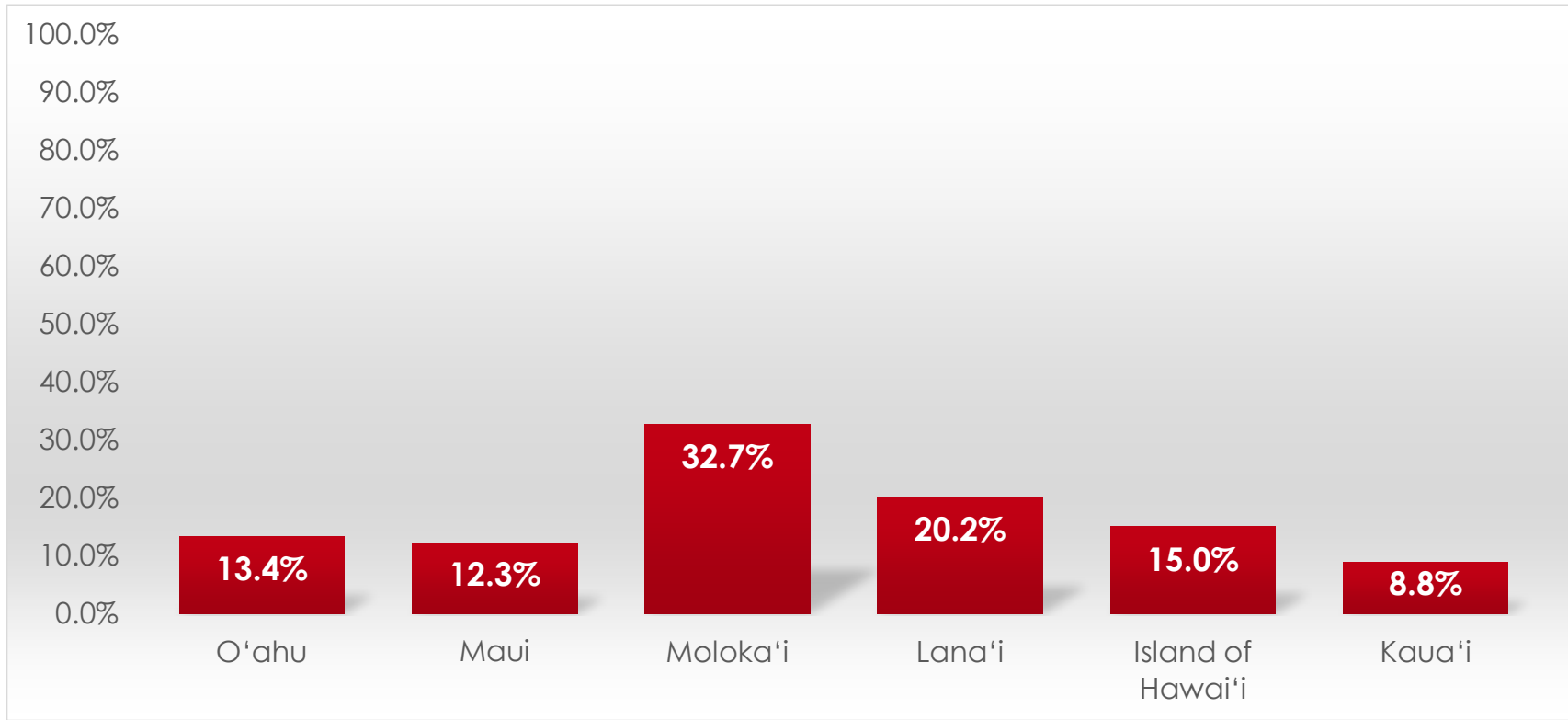
ADVERTISING AWARENESS – CHINA



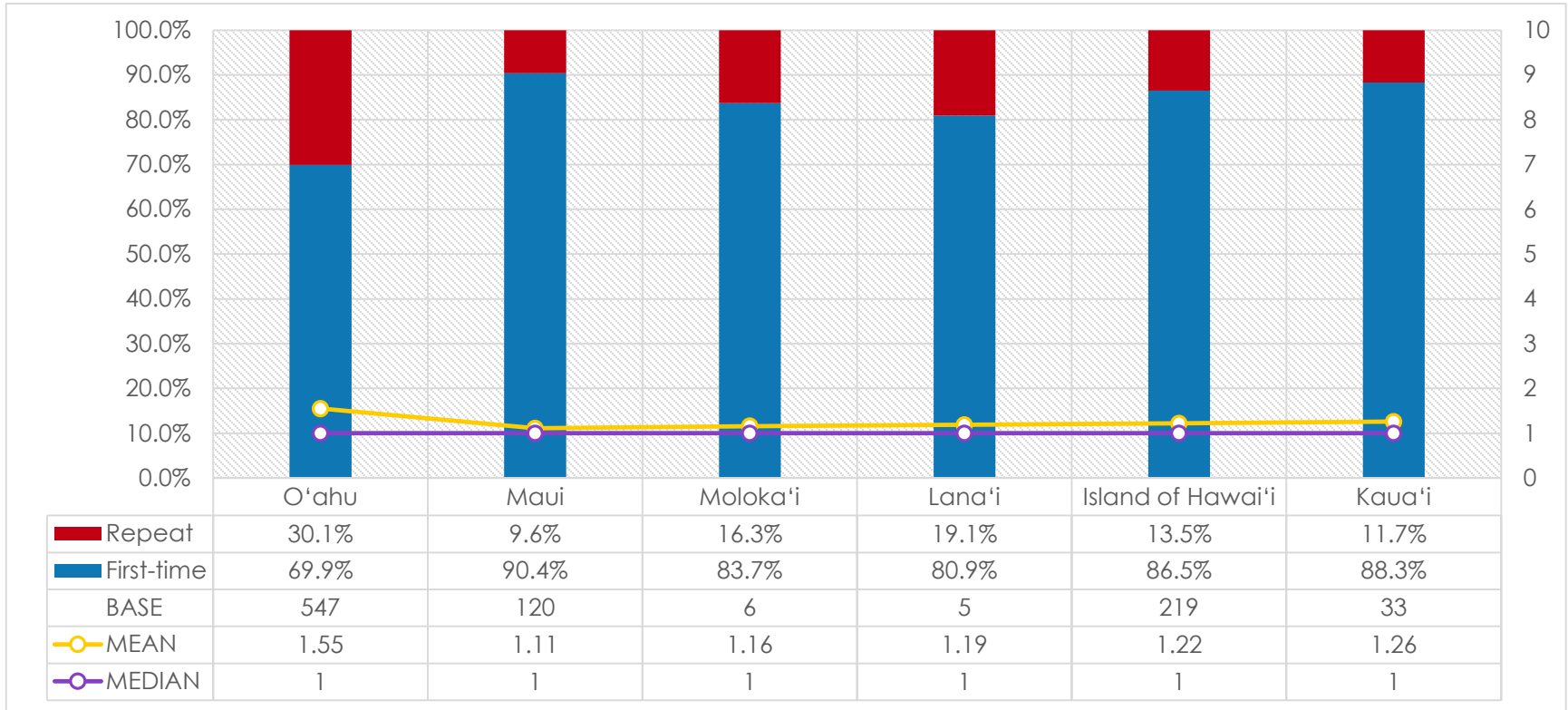
IMPACT OF LOCATION FILMING – CHINA



IMPACT OF HAWAIIAN MUSIC – CHINA



1ST TIME VS REPEAT VISITOR – CHINA

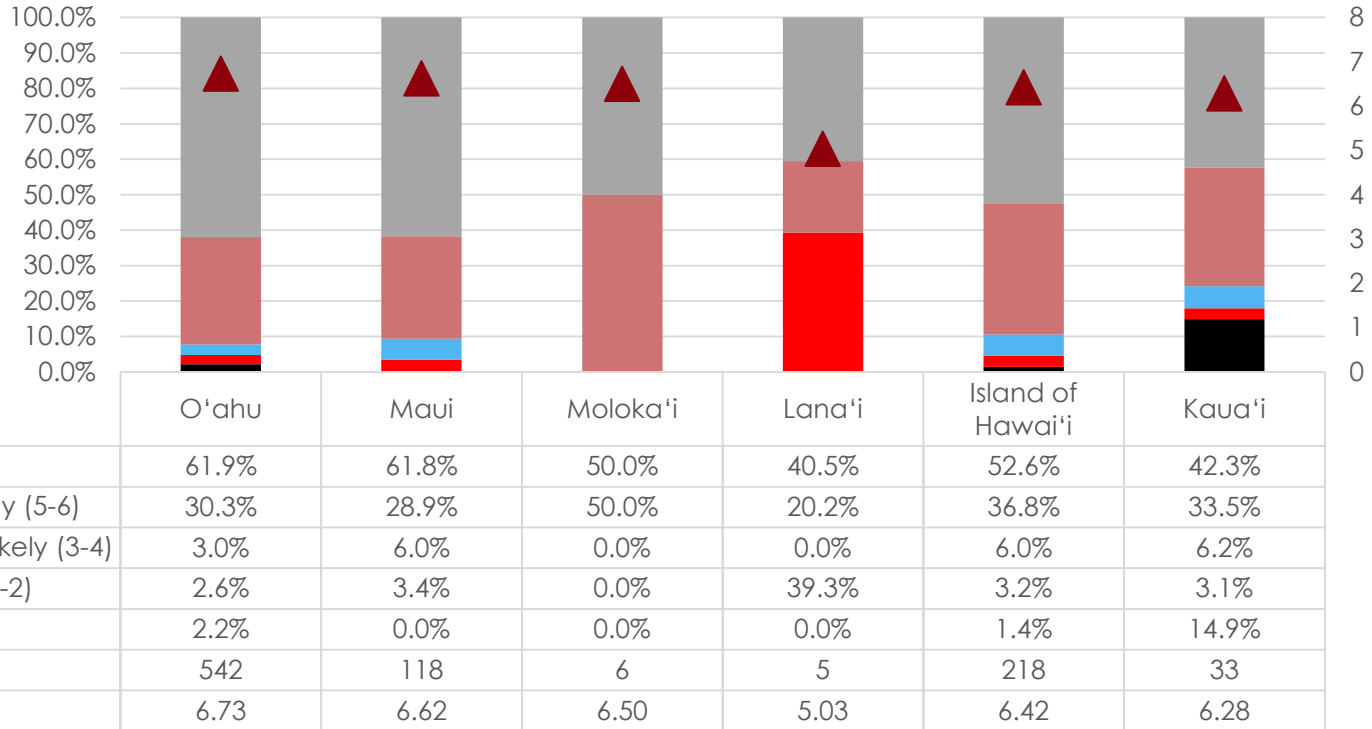


TRAVEL PARTY MEMBERS – CHINA

	2016	2017	2018
Spouse	47.6%	50.4%	45.3%
Other adult family	21.0%	21.0%	25.0%
Child under 18	15.0%	14.2%	22.4%
Friends/ associates	21.5%	25.2%	24.3%
Alone	13.9%	10.7%	8.5%
Girlfriend/ boyfriend	4.1%	3.1%	9.7%
Same-sex partner	1.8%	1.8%	2.2%

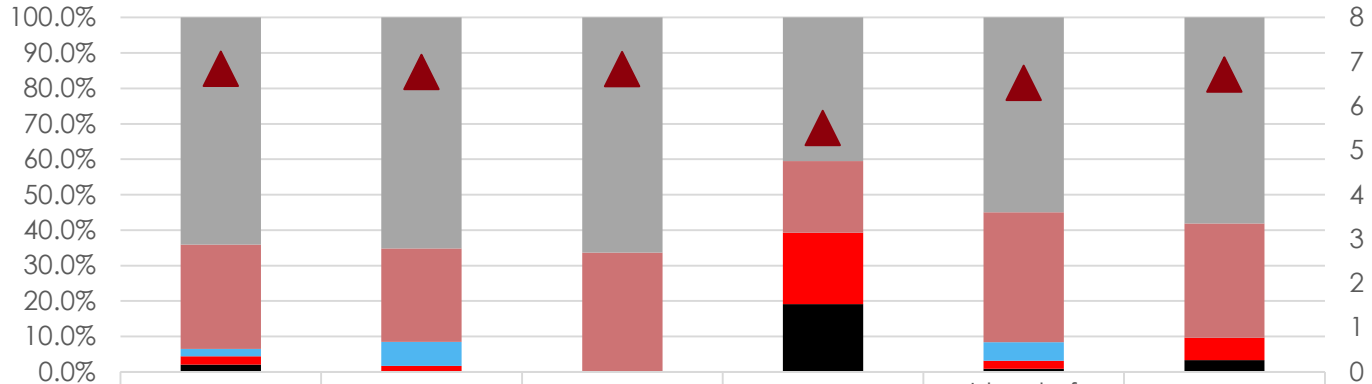
LIKELIHOOD OF RETURN VISIT – CHINA

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



BRAND/DESTINATION ADVOCACY – CHINA

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



	O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
■ Very likely (7-8)	64.2%	65.2%	66.3%	40.5%	55.0%	58.1%
■ Somewhat likely (5-6)	29.4%	26.3%	33.7%	20.2%	36.6%	32.2%
■ Somewhat unlikely (3-4)	2.1%	6.8%	0.0%	0.0%	5.2%	0.0%
■ Very unlikely (1-2)	2.3%	1.7%	0.0%	20.2%	2.3%	6.4%
■ Not sure	2.1%	0.0%	0.0%	19.1%	0.9%	3.3%
BASE	537	118	6	5	216	31
▲ MEAN	6.84	6.77	6.83	5.50	6.52	6.71

ACTIVITIES – SIGHTSEEING – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.3%	94.0%	100.0%	100.0%	98.1%	80.8%
On own (self-guided)	56.3%	65.0%	50.0%	80.9%	53.2%	61.4%
Helicopter/ airplane	8.0%	5.1%	0.0%	20.2%	57.4%	19.4%
Boat/ submarine/ whale	25.6%	36.9%	0.0%	40.5%	16.4%	26.0%
Visit towns	27.2%	30.6%	0.0%	40.5%	29.9%	32.2%
Limo/ van/ bus tour	17.9%	8.6%	16.3%	0.0%	21.0%	15.7%
Scenic views/ natural landmark	64.4%	64.1%	50.0%	79.8%	15.9%	61.6%
Movie/ TV/ film location	13.7%	6.1%	17.3%	20.2%	75.6%	16.3%

STATEWIDE - ACTIVITIES – SIGHTSEEING - CHINA

	2017	2018
TOTAL	97.2%	95.7%
On own (self-guided)	63.5%	59.6%
Helicopter/ airplane	14.3%	22.8%
Boat/ submarine/ whale	30.4%	27.6%
Visit towns	20.7%	31.3%
Limo/ van/ bus tour	22.0%	18.4%
Scenic views/ natural landmark	65.5%	56.3%
Movie/ TV/ film location	21.3%	29.6%

ACTIVITIES – RECREATION – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	92.5%	94.9%	82.7%	100.0%	95.8%	83.9%
Beach/ sunbathing	74.7%	75.4%	32.7%	80.9%	65.2%	68.0%
Bodyboard/ Standup paddle board	3.2%	6.0%	0.0%	20.2%	3.7%	6.4%
Surfing	7.7%	5.2%	17.3%	0.0%	5.6%	16.1%
Canoeing/ kayak	3.5%	4.3%	0.0%	0.0%	2.3%	6.4%
Swim- ocean	38.1%	38.7%	16.3%	20.2%	35.9%	28.9%
Snorkel	17.1%	29.1%	0.0%	0.0%	22.5%	22.3%
Windsurf/ Kitesurf	1.5%	1.7%	0.0%	19.1%	1.8%	3.1%
Jet ski/ Parasail	0.9%	0.0%	0.0%	19.1%	1.4%	3.1%
Scuba	3.2%	2.6%	16.3%	19.1%	1.9%	6.4%
Fishing	3.9%	2.6%	16.3%	0.0%	5.0%	9.5%
Golf	4.8%	5.1%	0.0%	19.1%	4.1%	9.5%

STATEWIDE - ACTIVITIES – RECREATION – CHINA

	2017	2018
TOTAL	94.7%	94.1%
Beach/ sunbathing	81.9%	75.1%
Bodyboard/ Standup paddle board	6.2%	4.0%
Surfing	7.6%	7.9%
Canoeing/ kayak	3.9%	3.8%
Swim- ocean	NA	39.2%
Snorkel	NA	21.0%
Windsurf/ Kitesurf	1.3%	1.9%
Jet ski/ Parasail	2.3%	1.1%
Scuba	4.5%	3.6%
Fishing	4.1%	4.9%
Golf	2.8%	5.7%

ACTIVITIES – RECREATION – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	92.5%	94.9%	82.7%	100.0%	95.8%	83.9%
Run/ Jog/ Fitness walk	21.8%	17.9%	0.0%	20.2%	15.8%	16.1%
Spa	4.9%	2.6%	16.3%	39.3%	3.2%	19.2%
Hiking/Backpack/Camp	11.3%	13.6%	0.0%	60.7%	15.9%	16.3%
Agritourism	16.0%	15.4%	16.3%	20.2%	15.9%	19.4%
Sport event/ tournament	1.7%	0.9%	16.3%	0.0%	0.4%	3.1%
Park/ botanical garden	35.3%	34.1%	0.0%	39.3%	46.2%	48.3%
Waterpark	13.7%	8.6%	0.0%	19.1%	6.4%	19.0%
Mountain tube/ waterfall rappel	0.9%	2.6%	0.0%	19.1%	1.8%	3.1%
Zip-lining	1.3%	1.7%	0.0%	19.1%	1.8%	6.4%
Skydiving	10.7%	5.2%	16.3%	19.1%	8.4%	15.7%
All terrain vehicle (ATV)	6.2%	8.6%	0.0%	20.2%	6.6%	6.2%
Horseback riding	12.1%	4.3%	0.0%	0.0%	6.5%	12.6%

STATEWIDE - ACTIVITIES – RECREATION – CHINA

	2017	2018
TOTAL	94.7%	94.1%
Run/ Jog/ Fitness walk	22.4%	20.6%
Spa	2.6%	5.5%
Hiking/Backpack/Camp	20.4%	13.7%
Agritourism	24.5%	17.3%
Sport event/ tournament	2.2%	1.7%
Park/ botanical garden	50.2%	41.1%
Waterpark	NA	13.1%
Mountain tube/ waterfall rappel	NA	1.5%
Zip-lining	NA	1.9%
Skydiving	NA	10.9%
All terrain vehicle (ATV)	NA	7.3%
Horseback riding	NA	11.1%

ACTIVITIES – ENTERTAINMENT & DINING – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.2%	96.6%	82.7%	79.8%	97.2%	90.3%
Lunch/ sunset/ dinner/ evening cruise	57.7%	66.7%	33.7%	79.8%	51.2%	51.6%
Live music/ stage show	14.9%	23.1%	49.0%	0.0%	9.8%	9.5%
Nightclub/ dancing/ bar/ karaoke	10.5%	8.5%	0.0%	0.0%	3.3%	9.5%
Fine dining	51.4%	48.5%	0.0%	20.2%	28.9%	38.6%
Family restaurant	17.7%	12.6%	0.0%	20.2%	21.4%	12.6%
Fast food	42.4%	35.2%	33.7%	40.5%	48.5%	38.9%
Food truck	17.8%	11.9%	17.3%	39.3%	15.0%	19.2%
Café/ coffee house	37.8%	33.3%	0.0%	19.1%	29.4%	28.9%
Ethnic dining	17.7%	15.4%	0.0%	40.5%	18.5%	9.5%
Prepared own meal	15.2%	20.4%	0.0%	20.2%	19.6%	16.5%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – CHINA

	2017	2018
TOTAL	95.5%	96.1%
Lunch/ sunset/ dinner/ evening cruise	56.3%	60.7%
Live music/ stage show	24.3%	16.2%
Nightclub/ dancing/ bar/ karaoke	6.7%	9.7%
Fine dining	52.3%	47.6%
Family restaurant	21.6%	19.1%
Fast food	48.9%	43.5%
Food truck	NA	18.4%
Café/ coffee house	28.6%	37.3%
Ethnic dining	20.4%	18.5%
Prepared own meal	21.3%	18.0%

ACTIVITIES – SHOPPING – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.1%	93.2%	66.3%	59.5%	95.4%	87.0%
Mall/ department store	73.9%	40.1%	33.7%	0.0%	51.8%	45.3%
Designer boutique	9.6%	4.3%	32.7%	0.0%	7.0%	9.5%
Hotel/ resort store	24.0%	25.7%	16.3%	39.3%	18.3%	15.9%
Swap meet/ flea market	4.8%	1.7%	0.0%	19.1%	2.4%	3.1%
Discount/ outlet store	42.3%	38.6%	0.0%	0.0%	26.1%	25.8%
Supermarket	60.3%	56.5%	17.3%	39.3%	69.5%	44.8%
Farmer's market	9.0%	15.3%	17.3%	20.2%	18.5%	19.4%
Convenience store	44.2%	38.5%	0.0%	19.1%	39.2%	26.0%
Duty free store	56.9%	30.9%	16.3%	0.0%	31.3%	28.9%
Local shop/ artisan	24.6%	25.6%	0.0%	0.0%	21.9%	32.5%

STATEWIDE - ACTIVITIES – SHOPPING – CHINA

	2017	2018
TOTAL	97.2%	93.9%
Mall/ department store	78.7%	66.5%
Designer boutique	13.7%	9.0%
Hotel/ resort store	18.6%	24.7%
Swap meet/ flea market	6.6%	4.4%
Discount/ outlet store	34.0%	40.7%
Supermarket	40.6%	62.2%
Farmer's market	13.3%	13.1%
Convenience store	44.3%	42.2%
Duty free store	61.4%	50.7%
Local shop/ artisan	29.7%	24.8%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	81.2%	76.1%	82.7%	79.8%	77.9%	70.9%
Historic military site	59.1%	24.8%	33.7%	79.8%	37.0%	28.7%
Other historical site	24.2%	25.5%	32.7%	40.5%	34.8%	22.5%
Museum/ art gallery	15.2%	8.5%	16.3%	20.2%	14.0%	22.3%
Luau/ Polynesian show/ hula show	12.5%	18.0%	0.0%	20.2%	9.9%	6.4%
Lesson- ex. ukulele, hula, canoe, lei making	10.0%	7.8%	33.7%	40.5%	8.0%	16.1%
Play/ concert/ theatre	4.1%	0.9%	0.0%	0.0%	3.7%	3.1%
Art/ craft fair	8.4%	13.5%	17.3%	20.2%	12.6%	13.2%
Festival event	1.3%	3.4%	0.0%	0.0%	1.4%	0.0%

STATEWIDE - ACTIVITIES – HISTORY, CULTURE, FINE ARTS – CHINA

	2017	2018
TOTAL	84.6%	80.9%
Historic military site	67.6%	51.9%
Other historical site	23.1%	28.6%
Museum/ art gallery	23.9%	15.9%
Luau/ Polynesian show/ hula show	17.9%	13.2%
Lesson- ex. ukulele, hula, canoe, lei making	3.5%	10.7%
Play/ concert/ theatre	5.2%	3.8%
Art/ craft fair	7.0%	11.7%
Festival event	3.6%	1.8%

ACTIVITIES – TRANSPORTATION – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.1%	92.4%	49.0%	79.8%	93.5%	93.8%
Airport shuttle	17.1%	19.8%	0.0%	40.5%	20.9%	9.7%
Trolley	9.4%	5.2%	16.3%	0.0%	3.7%	0.0%
Public bus	23.3%	3.5%	16.3%	19.1%	10.2%	3.1%
Tour bus/ tour van	26.4%	18.0%	32.7%	0.0%	15.7%	32.0%
Taxi/ limo	25.5%	13.6%	0.0%	39.3%	23.2%	16.1%
Rental car	45.6%	65.0%	0.0%	59.5%	57.8%	58.3%
Ride share	16.0%	6.0%	0.0%	0.0%	11.7%	9.5%
Bicycle rental	3.4%	0.0%	0.0%	0.0%	3.2%	3.3%

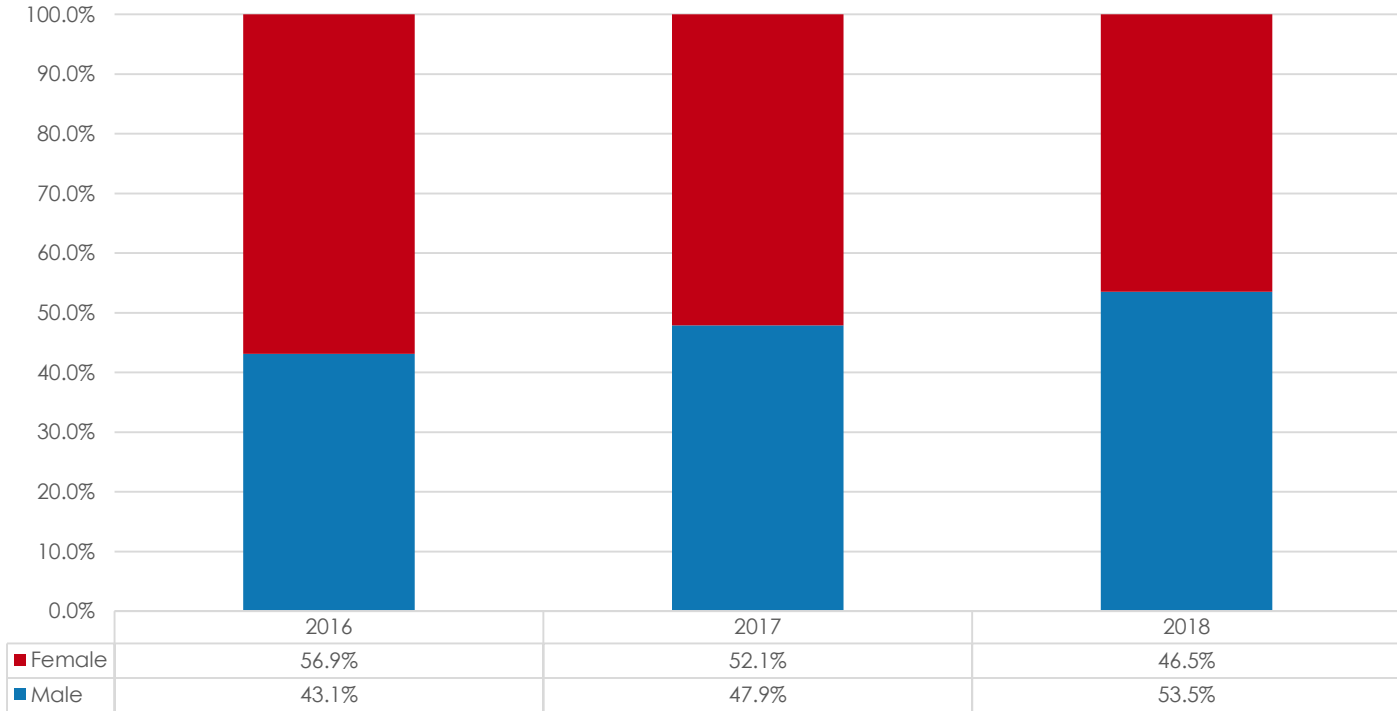
STATEWIDE - ACTIVITIES – TRANSPORTATION – CHINA

	2017	2018
TOTAL	98.1%	92.7%
Airport shuttle	31.9%	19.5%
Trolley	3.4%	8.0%
Public bus	18.6%	18.8%
Tour bus/ tour van	35.6%	24.6%
Taxi/ limo	23.2%	24.6%
Rental car	44.8%	51.9%
Ride share	NA	14.7%
Bicycle rental	NA	3.2%

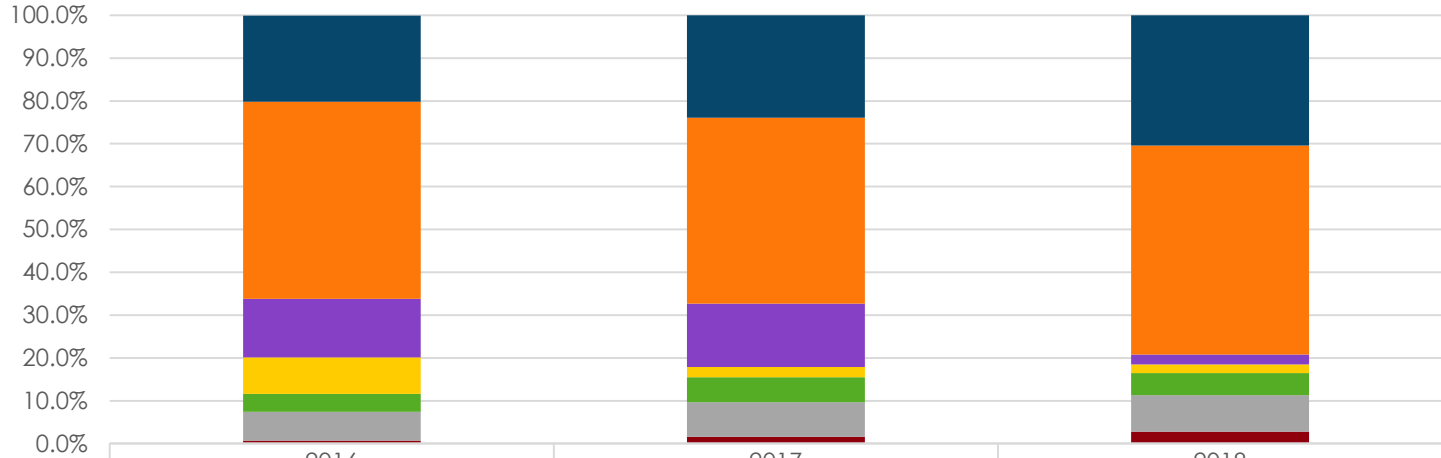
ACTIVITIES – OTHER – CHINA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	19.9%	10.2%	32.7%	39.3%	15.3%	19.4%
Visit friends/ family	18.1%	5.9%	16.3%	39.3%	14.4%	16.3%
Volunteer- non-profit	2.4%	4.3%	16.3%	0.0%	1.4%	3.1%

VISITOR PROFILE – GENDER – CHINA

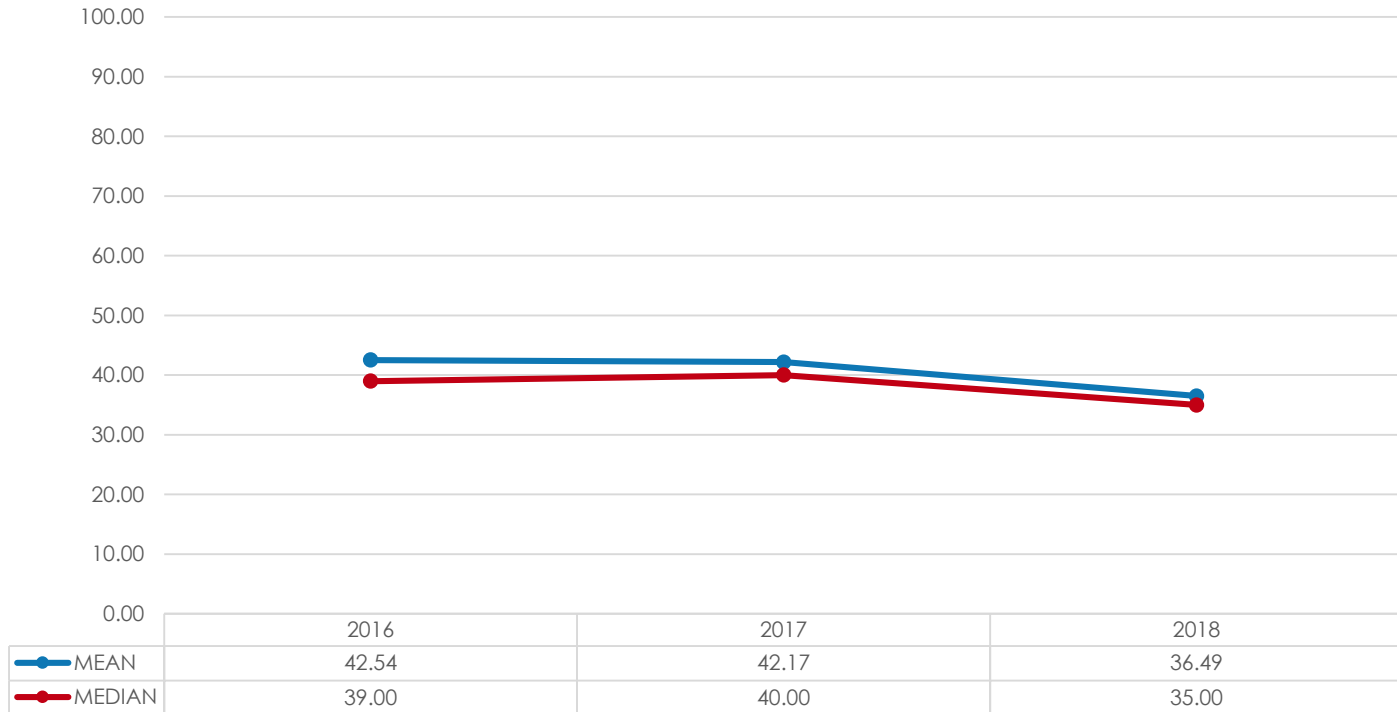


VISITOR PROFILE – EDUCATION – CHINA

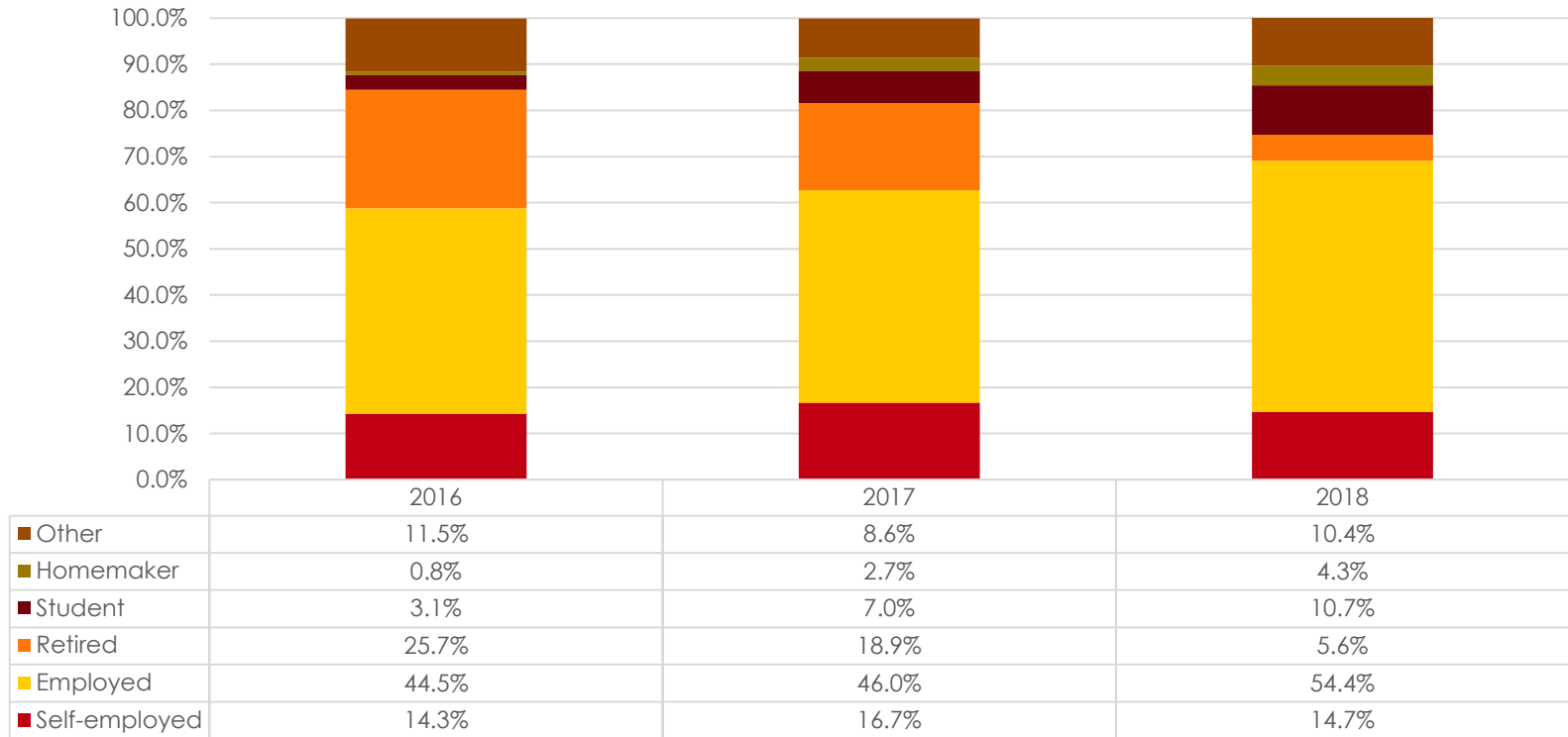


	2016	2017	2018
Post-Graduate	20.1%	23.9%	30.4%
College Grad	46.0%	43.4%	48.8%
Associate Degree	13.7%	14.8%	2.3%
Vocational/ Tech	8.5%	2.4%	2.0%
Some College	4.2%	5.8%	5.2%
H.S. Grad	6.7%	8.1%	8.5%
Some / No H.S.	0.7%	1.6%	2.8%

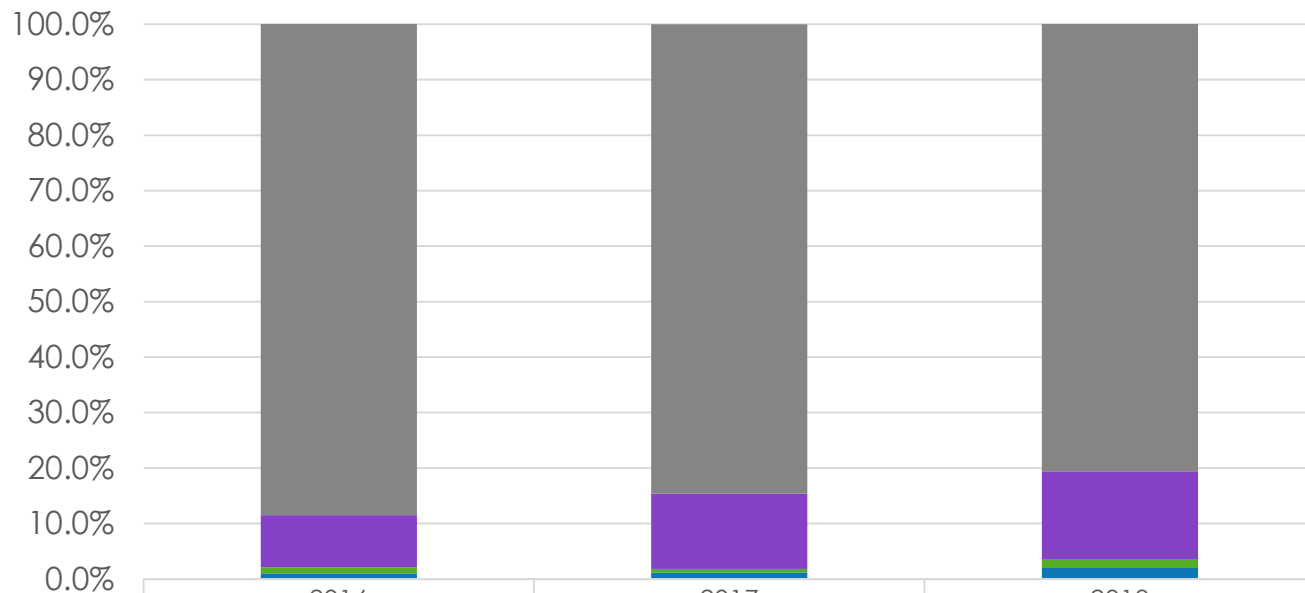
VISITOR PROFILE – AGE – CHINA



VISITOR PROFILE – EMPLOYMENT STATUS – CHINA



VISITOR PROFILE – HAWAII PROPERTY OWNER – CHINA



■ Do not nor plan to purchase	88.6%
■ Plan to in future	9.4%
■ Other Property Type	1.1%
■ Timeshare	1.0%

	2016	2017	2018
Do not nor plan to purchase	88.6%	84.6%	80.7%
Plan to in future	9.4%	13.6%	15.8%
Other Property Type	1.1%	0.6%	1.6%
Timeshare	1.0%	1.2%	2.0%

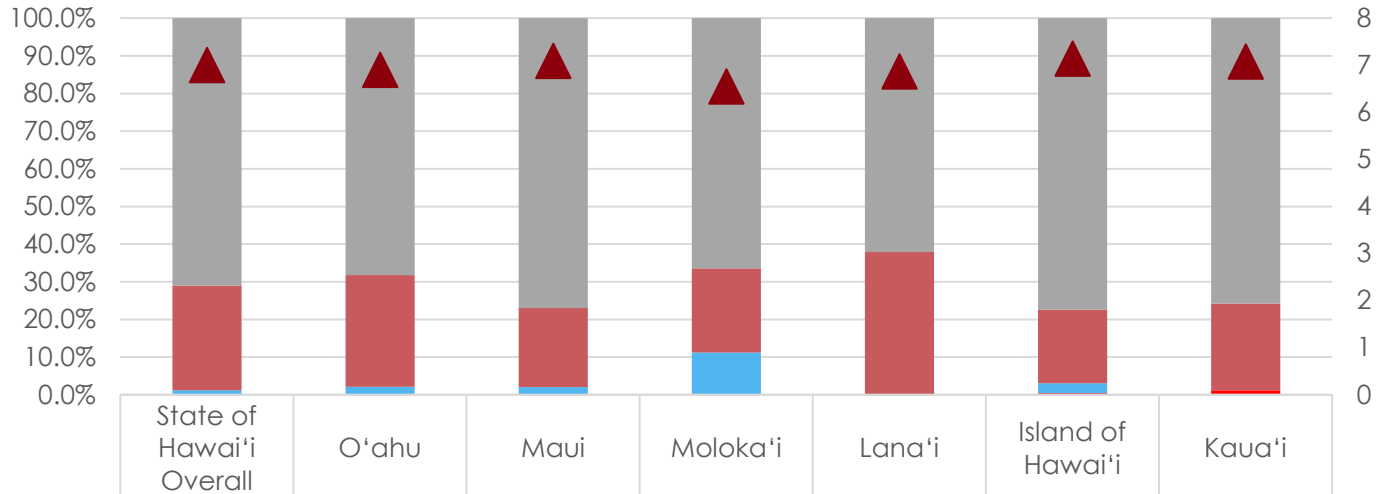
VISITOR PROFILE – HOUSEHOLD INCOME (Chinese Yuan)

	Chinese
< ¥250,799	30.4%
¥250,800 - ¥376,099	23.0%
¥376,100 - ¥501,399	15.4%
¥501,400 - ¥626,799	8.0%
¥626,800 - ¥783,499	5.4%
¥783,500 - ¥940,199	6.3%
¥940,200 - ¥1,096,899	2.8%
¥1,096,900 - ¥1,253,599	3.2%
¥1,253,600 - ¥1,560,799	1.8%
¥1,560,800+	3.7%

SECTION – KOREA

OVERALL SATISFACTION – MOST RECENT VISIT – KOREA

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



■ Excellent (7-8)	71.0%	68.2%	77.0%	66.5%	62.1%	77.4%	75.9%
■ Above Average (5-6)	27.8%	29.7%	21.0%	22.4%	37.9%	19.5%	23.0%
■ Below Average (3-4)	1.0%	1.9%	2.0%	11.2%	0.0%	2.7%	0.0%
■ Poor (1-2)	0.2%	0.2%	0.0%	0.0%	0.0%	0.4%	1.2%
BASE	1,603	1,472	300	9	8	254	83
▲ MEAN	7.00	6.90	7.09	6.55	6.87	7.14	7.08

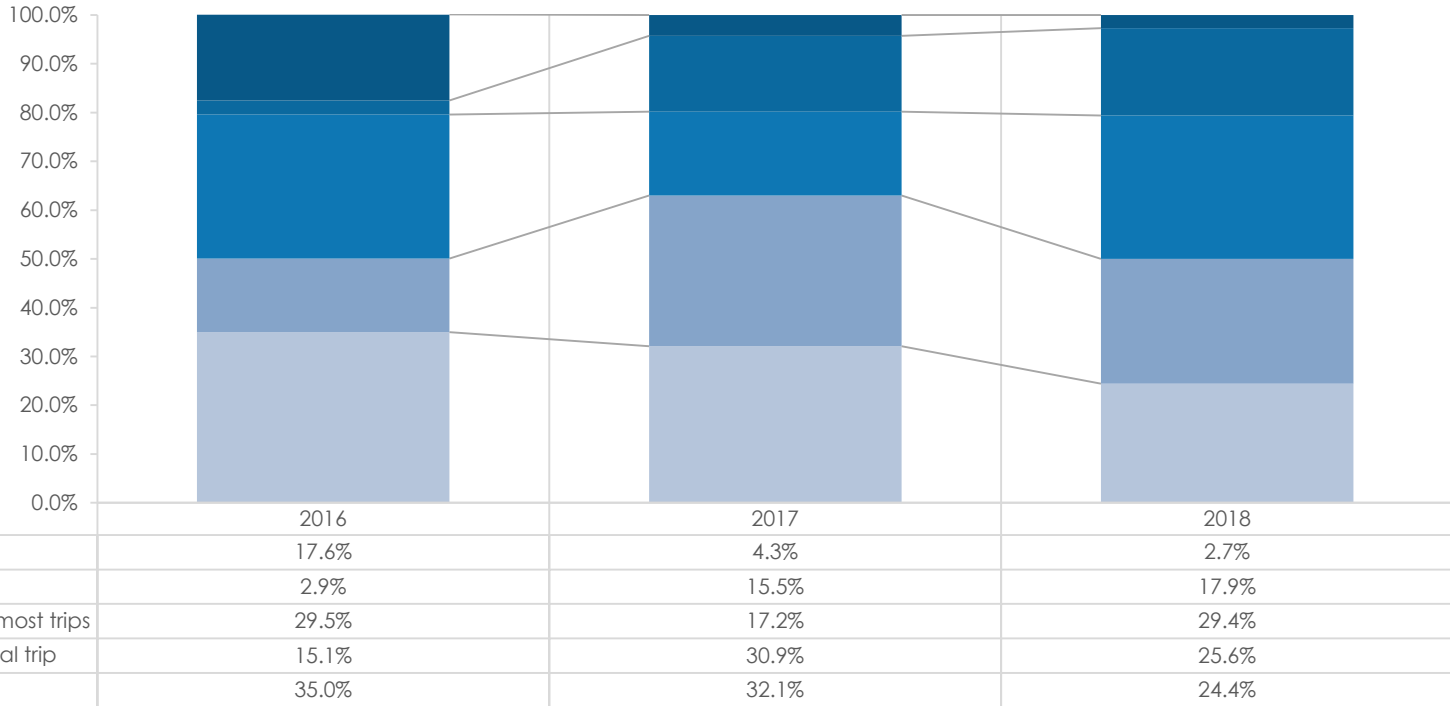
PRIMARY TRIP PURPOSE KOREA

	2017	2018
Vacation	47.3%	52.7%
Honeymoon	32.5%	28.9%
Anniversary/ birthday	3.9%	3.8%
Incentive/ Reward	3.3%	3.1%
Get married/ vow renewal	1.3%	2.4%
Business trip	1.5%	1.5%
Education/ visit campus	1.3%	1.5%

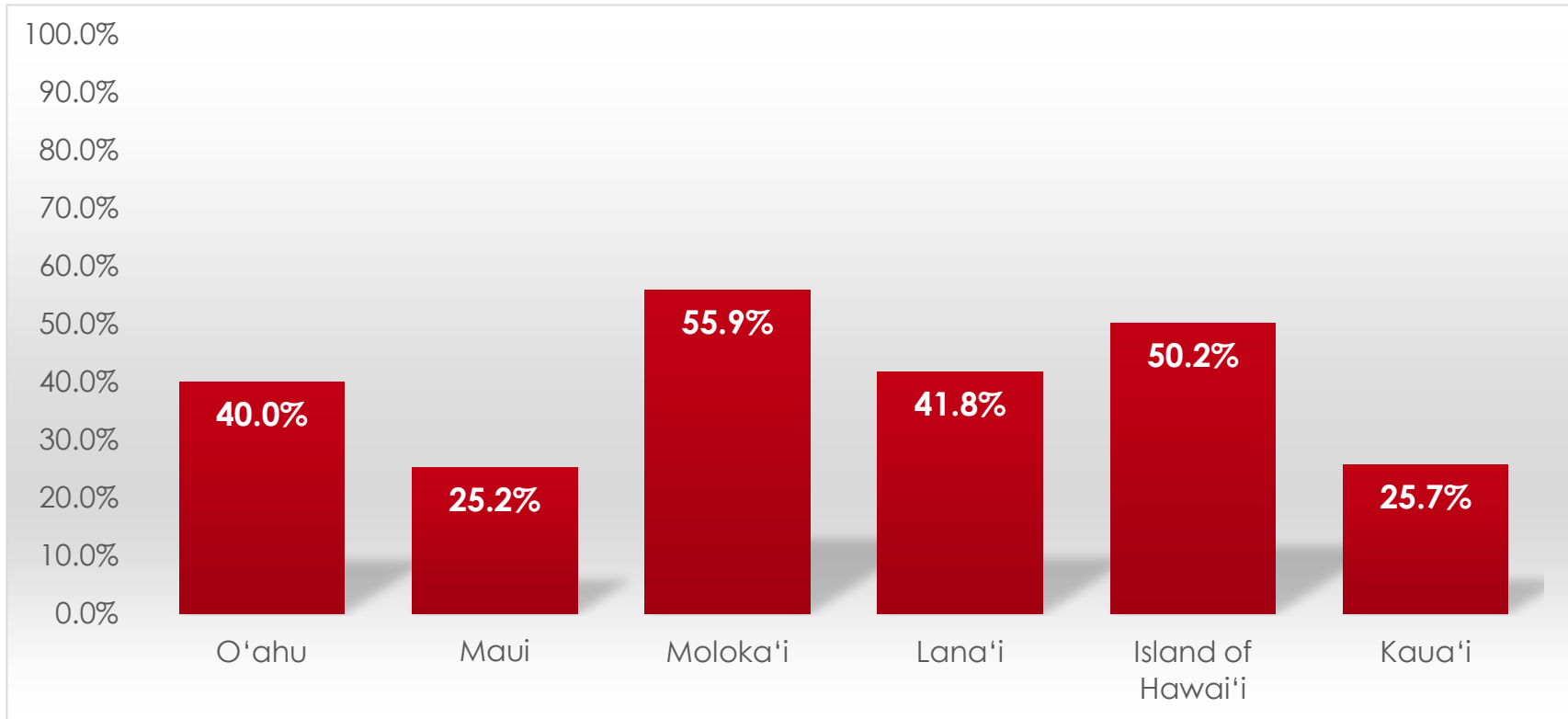
SECONDARY TRIP PURPOSE – MULTIPLE RESPONSE KOREA

	2017	2018
Vacation	88.0%	80.0%
Honeymoon	35.6%	31.6%
Shopping/ fashion	27.1%	13.9%
Anniversary/ birthday	18.6%	11.2%
Incentive/ Reward	11.8%	6.9%
Get married/ vow renewal	5.5%	5.8%
Visit friends/ relatives	7.7%	2.7%
Family gathering/ reunion	8.0%	2.7%
Business trip	2.4%	2.7%

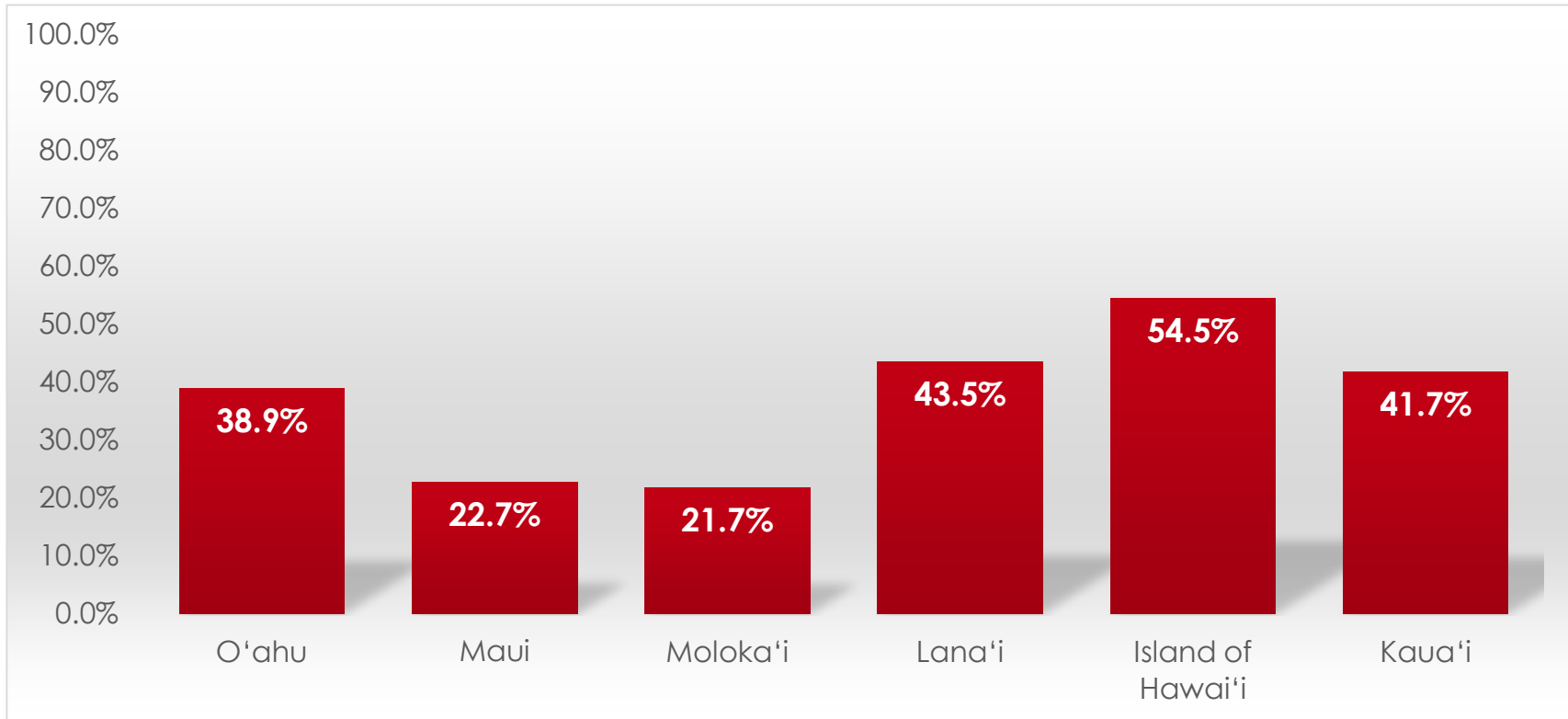
VACATION TRIP DESCRIPTION – KOREA



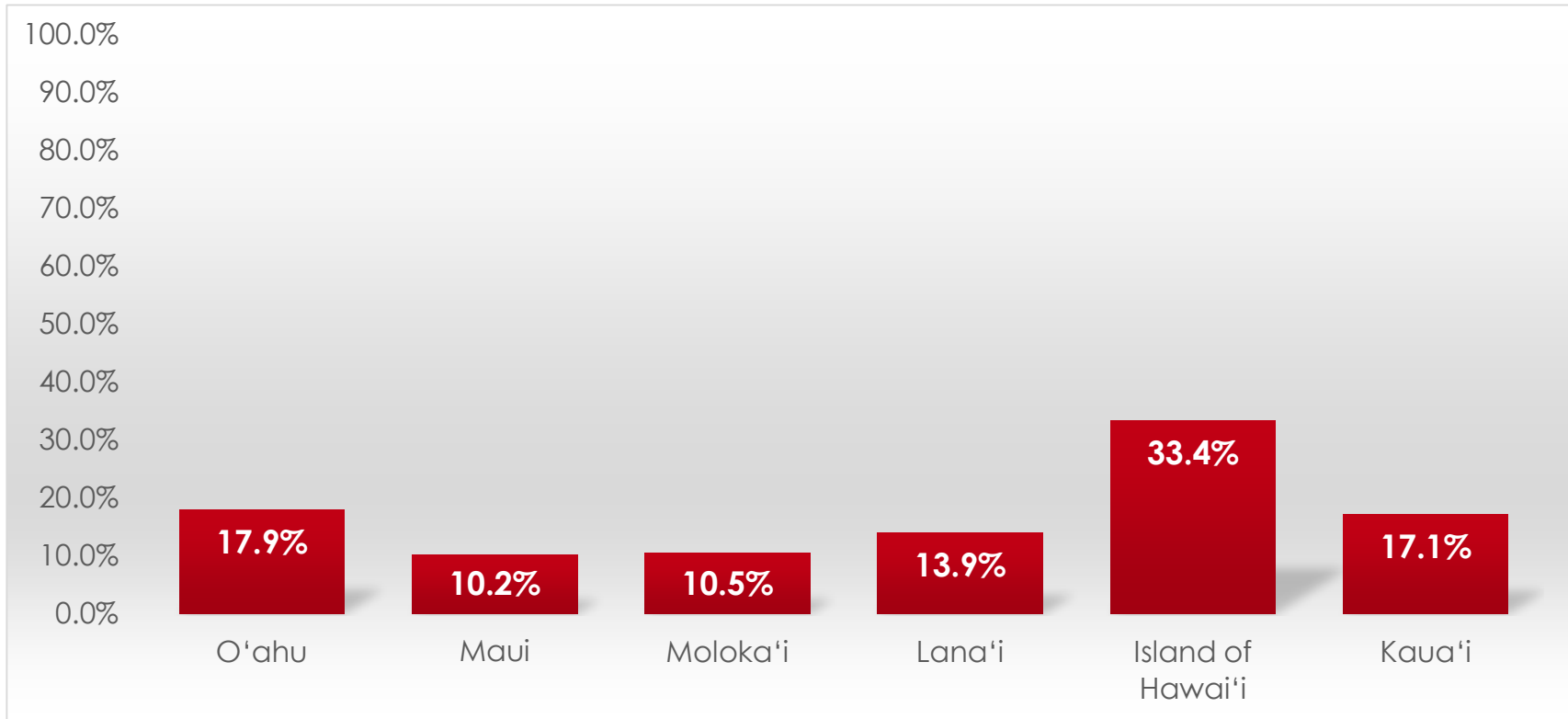
ADVERTISING AWARENESS – KOREA



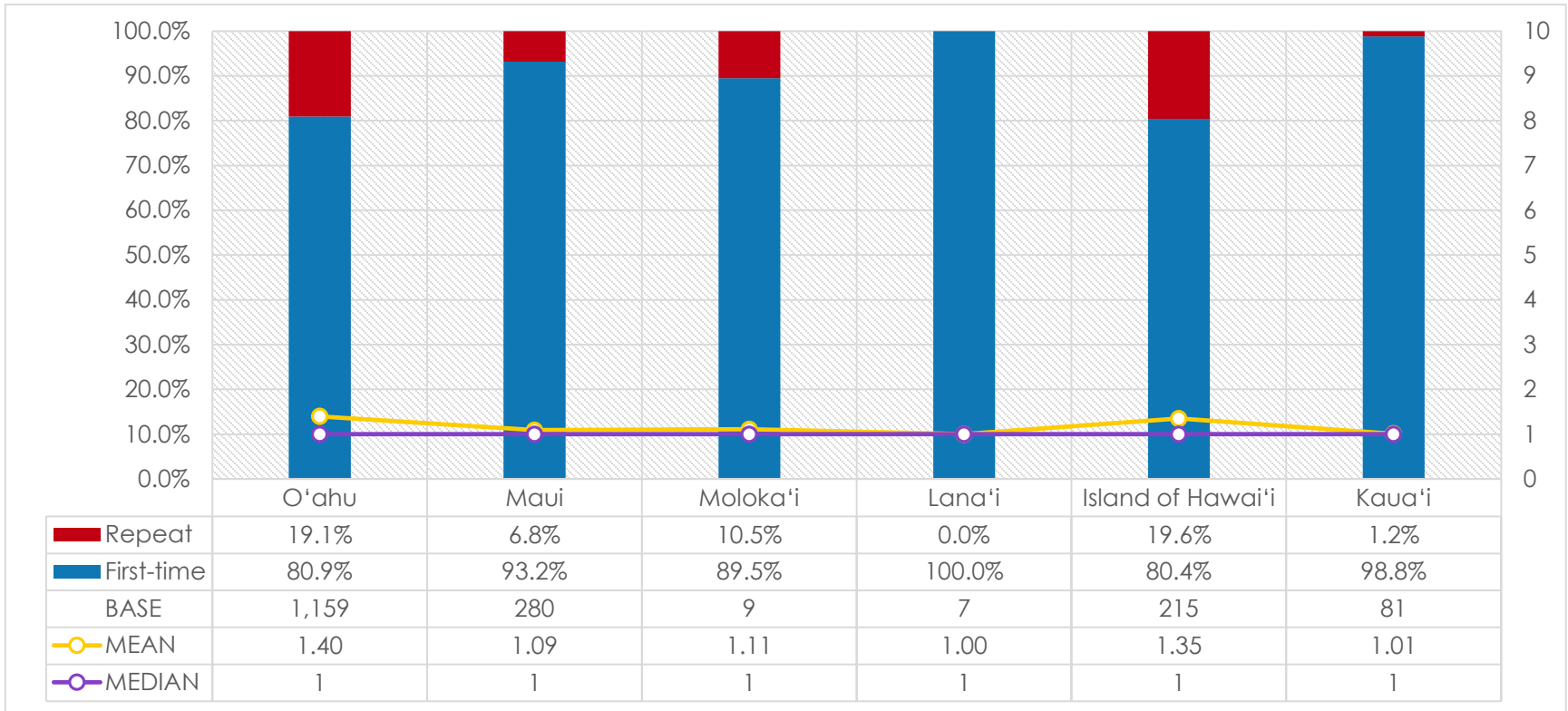
IMPACT OF LOCATION FILMING – KOREA



IMPACT OF HAWAIIAN MUSIC – KOREA



1ST TIME VS REPEAT VISITOR – KOREA

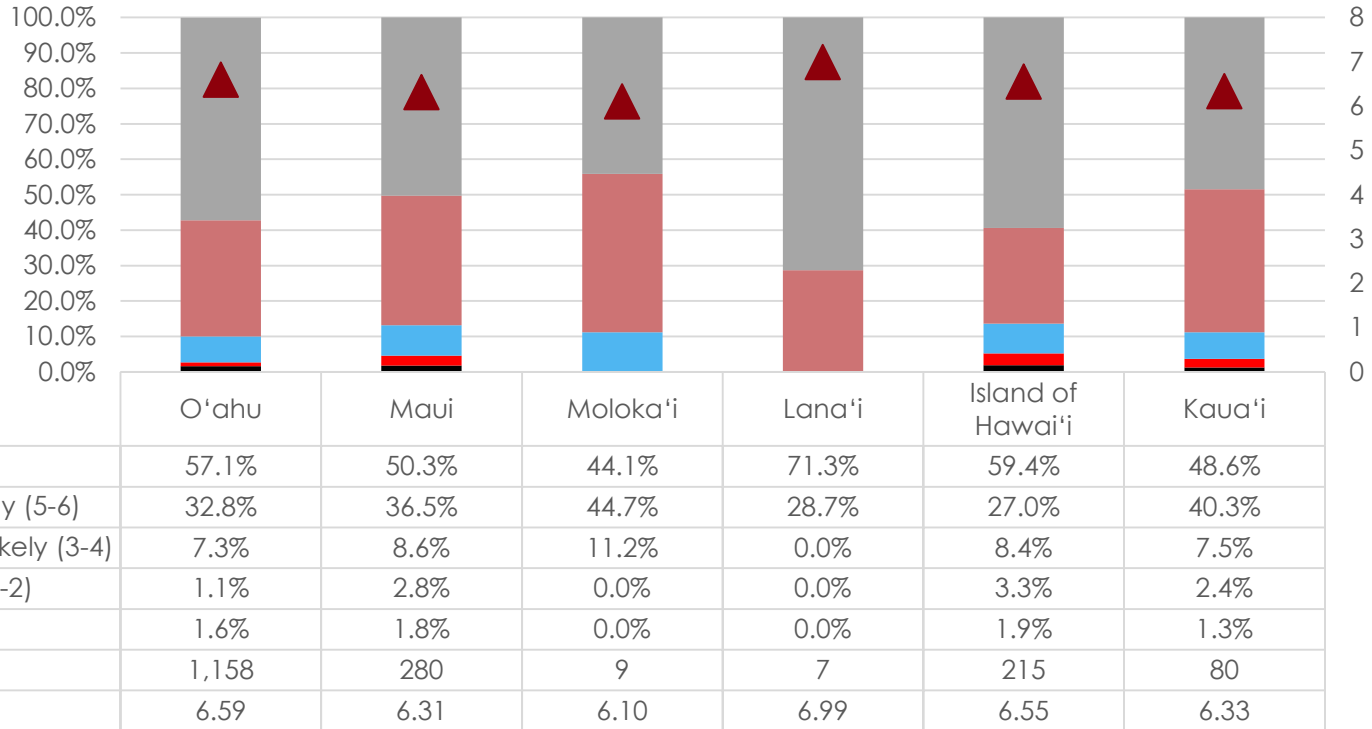


TRAVEL PARTY MEMBERS – KOREA

	2016	2017	2018
Spouse	65.0%	68.7%	62.0%
Other adult family	18.2%	17.2%	16.4%
Child under 18	11.6%	17.4%	14.6%
Friends/ associates	13.8%	12.2%	14.2%
Alone	4.5%	4.7%	3.1%
Girlfriend/ boyfriend	3.5%	2.5%	7.4%
Same-sex partner	.3%	.3%	0.2%

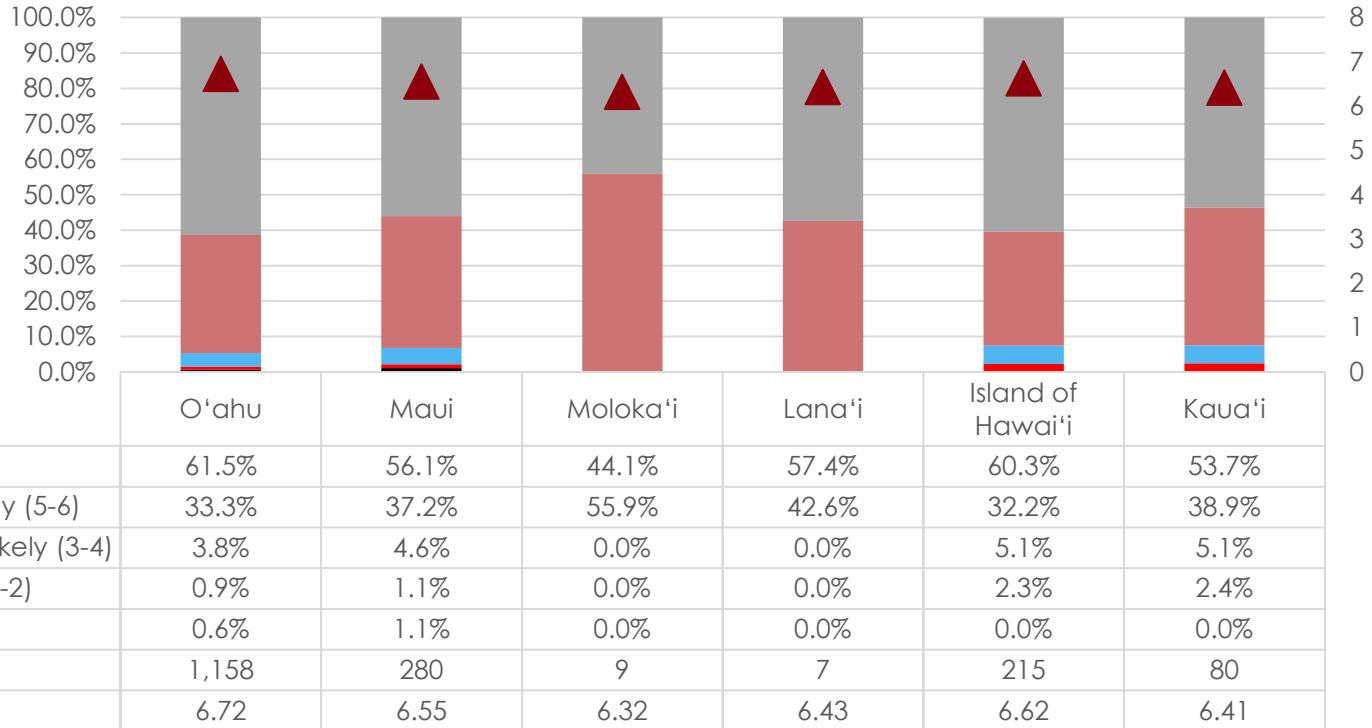
LIKELIHOOD OF RETURN VISIT – KOREA

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



BRAND/DESTINATION ADVOCACY – KOREA

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



ACTIVITIES – SIGHTSEEING – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	94.8%	97.2%	100.0%	100.0%	95.7%	96.2%
On own (self-guided)	75.5%	84.0%	66.5%	86.1%	75.2%	61.1%
Helicopter/ airplane	3.1%	2.9%	0.0%	0.0%	14.9%	15.0%
Boat/ submarine/ whale	14.7%	18.2%	44.1%	27.8%	16.9%	6.1%
Visit towns	38.0%	20.7%	11.2%	0.0%	36.0%	20.2%
Limo/ van/ bus tour	15.7%	8.2%	11.2%	14.8%	14.0%	22.5%
Scenic views/ natural landmark	55.2%	46.8%	11.2%	28.7%	47.3%	49.9%
Movie/ TV/ film location	14.0%	3.6%	0.0%	0.0%	15.0%	16.3%

STATEWIDE - ACTIVITIES – SIGHTSEEING - KOREA

	2017	2018
TOTAL	98.6%	95.6%
On own (self-guided)	72.7%	76.9%
Helicopter/ airplane	8.2%	5.4%
Boat/ submarine/ whale	13.4%	16.2%
Visit towns	14.4%	35.3%
Limo/ van/ bus tour	20.3%	15.3%
Scenic views/ natural landmark	53.1%	53.3%
Movie/ TV/ film location	13.0%	12.8%

ACTIVITIES – RECREATION – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.7%	95.7%	100.0%	100.0%	96.7%	87.4%
Beach/ sunbathing	82.5%	71.5%	44.7%	56.5%	68.6%	51.0%
Bodyboard/ Standup paddle board	6.4%	4.5%	11.2%	0.0%	8.4%	3.7%
Surfing	11.0%	6.0%	11.2%	13.9%	15.1%	2.5%
Canoeing/ kayak	5.3%	1.1%	0.0%	0.0%	5.2%	2.4%
Swim- ocean	51.9%	34.6%	22.4%	86.1%	44.4%	21.0%
Snorkel	46.0%	42.9%	88.8%	43.5%	45.0%	15.0%
Windsurf/ Kitesurf	1.6%	0.3%	0.0%	0.0%	0.9%	0.0%
Jet ski/ Parasail	6.8%	1.4%	0.0%	0.0%	4.7%	0.0%
Scuba	4.4%	2.5%	21.7%	0.0%	1.8%	0.0%
Fishing	2.0%	1.4%	0.0%	0.0%	0.5%	0.0%
Golf	4.2%	1.0%	0.0%	28.7%	0.9%	3.8%

STATEWIDE - ACTIVITIES – RECREATION – KOREA

	2017	2018
TOTAL	94.7%	97.9%
Beach/ sunbathing	71.8%	78.5%
Bodyboard/ Standup paddle board	9.5%	6.7%
Surfing	11.6%	10.7%
Canoeing/ kayak	6.1%	4.7%
Swim- ocean	NA	49.0%
Snorkel	NA	45.4%
Windsurf/ Kitesurf	1.0%	1.3%
Jet ski/ Parasail	7.7%	5.7%
Scuba	3.9%	3.9%
Fishing	2.2%	1.6%
Golf	3.5%	3.6%

ACTIVITIES – RECREATION – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.7%	95.7%	100.0%	100.0%	96.7%	87.4%
Run/ Jog/ Fitness walk	9.4%	6.1%	0.0%	13.9%	8.5%	4.9%
Spa	5.7%	6.8%	0.0%	27.8%	5.1%	6.3%
Hiking/Backpack/Camp	12.4%	17.1%	0.0%	0.0%	16.8%	14.9%
Agritourism	20.3%	6.0%	0.0%	14.8%	18.6%	31.2%
Sport event/ tournament	1.7%	1.4%	0.0%	0.0%	3.8%	1.3%
Park/ botanical garden	25.9%	17.8%	0.0%	0.0%	25.6%	17.6%
Waterpark	3.5%	3.9%	0.0%	0.0%	5.2%	0.0%
Mountain tube/ waterfall rappel	0.3%	2.5%	0.0%	0.0%	4.2%	3.8%
Zip-lining	1.6%	1.4%	0.0%	13.9%	1.4%	1.3%
Skydiving	4.3%	0.0%	0.0%	0.0%	4.2%	0.0%
All terrain vehicle (ATV)	7.7%	1.1%	0.0%	28.7%	6.1%	0.0%
Horseback riding	4.5%	0.4%	0.0%	0.0%	1.4%	0.0%

STATEWIDE - ACTIVITIES – RECREATION – KOREA

	2017	2018
TOTAL	94.7%	97.9%
Run/ Jog/ Fitness walk	6.8%	8.7%
Spa	6.4%	6.0%
Hiking/Backpack/Camp	13.9%	13.5%
Agritourism	18.8%	19.3%
Sport event/ tournament	2.3%	2.1%
Park/ botanical garden	23.6%	25.3%
Waterpark	NA	3.9%
Mountain tube/ waterfall rappel	NA	1.4%
Zip-lining	NA	1.6%
Skydiving	NA	3.5%
All terrain vehicle (ATV)	NA	6.6%
Horseback riding	NA	3.4%

ACTIVITIES – ENTERTAINMENT & DINING – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.9%	98.2%	100.0%	100.0%	98.2%	96.3%
Lunch/ sunset/ dinner/ evening cruise	37.3%	31.0%	11.2%	71.3%	38.3%	27.4%
Live music/ stage show	15.5%	8.6%	0.0%	13.9%	18.3%	3.7%
Nightclub/ dancing/ bar/ karaoke	11.0%	2.9%	0.0%	13.9%	5.2%	0.0%
Fine dining	60.4%	45.7%	22.4%	42.6%	42.5%	23.9%
Family restaurant	38.9%	32.4%	11.2%	27.8%	37.8%	16.1%
Fast food	53.2%	34.7%	22.4%	13.9%	50.4%	30.0%
Food truck	53.2%	24.6%	11.2%	28.7%	43.6%	18.6%
Café/ coffee house	58.9%	37.5%	33.5%	13.9%	46.2%	31.2%
Ethnic dining	24.0%	26.1%	11.2%	13.9%	20.6%	27.5%
Prepared own meal	10.6%	8.1%	21.7%	0.0%	15.5%	13.6%

STATEWIDE - ACTIVITIES – ENTERTAINMENT & DINING – KOREA

	2017	2018
TOTAL	97.5%	98.8%
Lunch/ sunset/ dinner/ evening cruise	47.5%	37.0%
Live music/ stage show	15.3%	15.1%
Nightclub/ dancing/ bar/ karaoke	6.4%	9.0%
Fine dining	49.7%	55.2%
Family restaurant	50.0%	37.6%
Fast food	54.8%	50.2%
Food truck	NA	47.5%
Café/ coffee house	48.6%	54.4%
Ethnic dining	25.6%	24.6%
Prepared own meal	16.3%	11.3%

ACTIVITIES – SHOPPING – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.8%	94.6%	77.6%	86.1%	98.6%	80.1%
Mall/ department store	85.3%	46.4%	11.2%	43.5%	72.3%	21.4%
Designer boutique	5.2%	2.9%	0.0%	0.0%	3.2%	1.3%
Hotel/ resort store	32.8%	17.9%	11.2%	13.9%	25.8%	13.7%
Swap meet/ flea market	3.5%	2.8%	0.0%	0.0%	5.7%	0.0%
Discount/ outlet store	66.2%	51.2%	44.1%	28.7%	55.6%	21.4%
Supermarket	60.1%	45.0%	32.9%	71.3%	54.1%	41.0%
Farmer's market	10.2%	7.1%	0.0%	13.9%	14.0%	6.2%
Convenience store	47.7%	26.0%	22.4%	13.9%	42.5%	24.8%
Duty free store	52.8%	13.6%	11.2%	13.9%	44.0%	8.8%
Local shop/ artisan	14.7%	13.2%	11.2%	27.8%	15.9%	11.2%

STATEWIDE - ACTIVITIES – SHOPPING – KOREA

	2017	2018
TOTAL	97.7%	97.1%
Mall/ department store	77.8%	77.2%
Designer boutique	4.4%	4.6%
Hotel/ resort store	26.4%	30.2%
Swap meet/ flea market	6.2%	3.6%
Discount/ outlet store	72.4%	61.6%
Supermarket	52.5%	57.1%
Farmer's market	7.2%	10.3%
Convenience store	48.9%	43.3%
Duty free store	40.1%	45.8%
Local shop/ artisan	16.0%	14.7%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	67.5%	49.8%	44.1%	56.5%	70.1%	65.1%
Historic military site	21.9%	7.2%	0.0%	0.0%	15.3%	7.6%
Other historical site	27.5%	25.3%	21.7%	28.7%	27.5%	38.9%
Museum/ art gallery	7.5%	5.7%	0.0%	0.0%	7.0%	6.3%
Luau/ Polynesian show/ hula show	22.8%	10.3%	11.2%	28.7%	28.6%	7.4%
Lesson- ex. ukulele, hula, canoe, lei making	5.5%	3.2%	11.2%	0.0%	6.6%	1.3%
Play/ concert/ theatre	5.0%	2.1%	0.0%	0.0%	5.1%	3.8%
Art/ craft fair	5.6%	5.3%	0.0%	13.9%	5.1%	6.2%
Festival event	3.0%	0.4%	0.0%	0.0%	3.7%	2.5%

STATEWIDE - ACTIVITIES – HISTORY, CULTURE, FINE ARTS – KOREA

	2017	2018
TOTAL	60.9%	66.4%
Historic military site	18.0%	18.9%
Other historical site	28.6%	28.6%
Museum/ art gallery	8.4%	7.3%
Luau/ Polynesian show/ hula show	24.1%	21.9%
Lesson- ex. ukulele, hula, canoe, lei making	2.9%	5.2%
Play/ concert/ theatre	3.0%	4.7%
Art/ craft fair	5.8%	5.9%
Festival event	1.1%	2.7%

ACTIVITIES – TRANSPORTATION – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	94.8%	96.8%	100.0%	85.2%	94.9%	95.0%
Airport shuttle	17.5%	6.1%	11.2%	27.8%	14.4%	6.3%
Trolley	27.4%	3.2%	0.0%	13.9%	13.2%	1.3%
Public bus	14.7%	1.8%	0.0%	0.0%	10.2%	2.5%
Tour bus/ tour van	32.6%	12.9%	0.0%	70.5%	28.7%	48.9%
Taxi/ limo	23.6%	6.4%	0.0%	27.8%	20.5%	6.3%
Rental car	59.3%	80.8%	88.8%	28.7%	56.4%	41.0%
Ride share	8.6%	2.8%	0.0%	0.0%	6.9%	1.3%
Bicycle rental	1.5%	0.4%	0.0%	0.0%	0.9%	0.0%

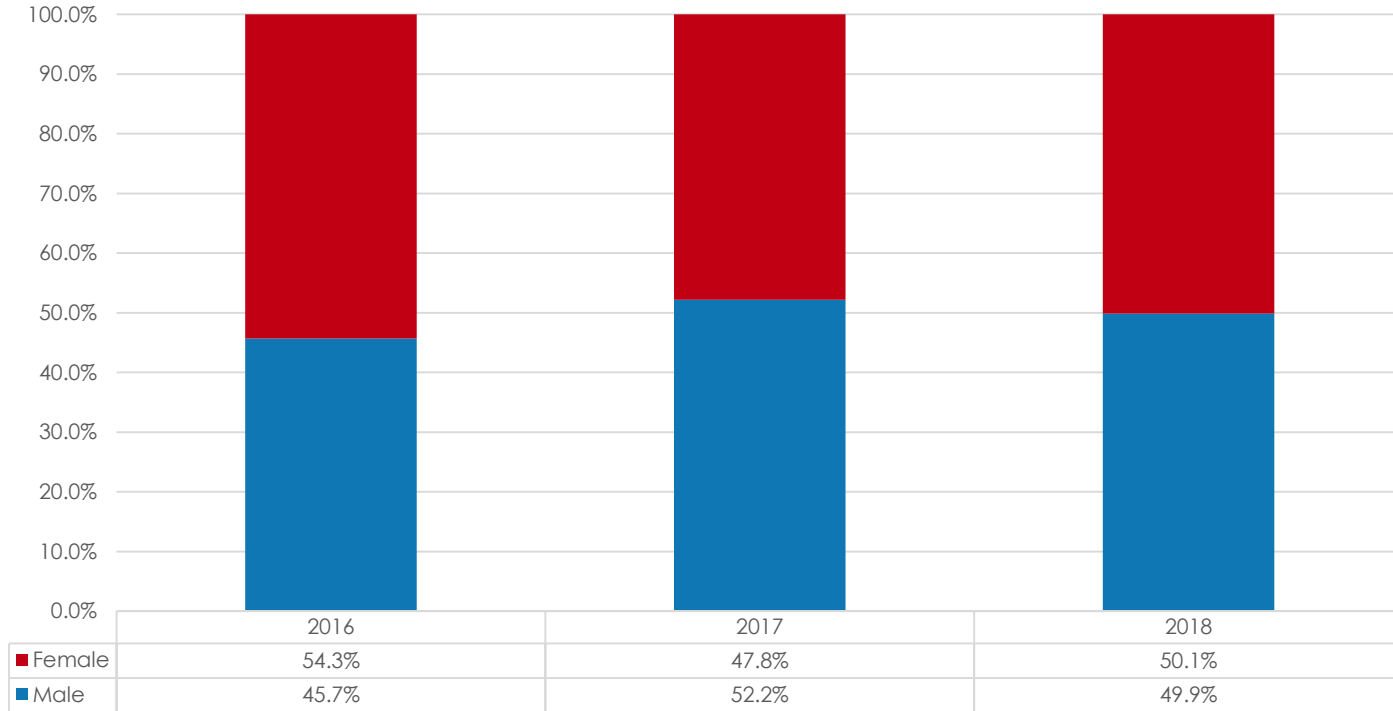
STATEWIDE - ACTIVITIES – TRANSPORTATION – KOREA

	2017	2018
TOTAL	98.8%	95.5%
Airport shuttle	18.8%	15.9%
Trolley	30.2%	21.8%
Public bus	15.5%	12.2%
Tour bus/ tour van	35.0%	30.7%
Taxi/ limo	21.5%	20.7%
Rental car	61.1%	62.0%
Ride share	NA	7.4%
Bicycle rental	NA	1.3%

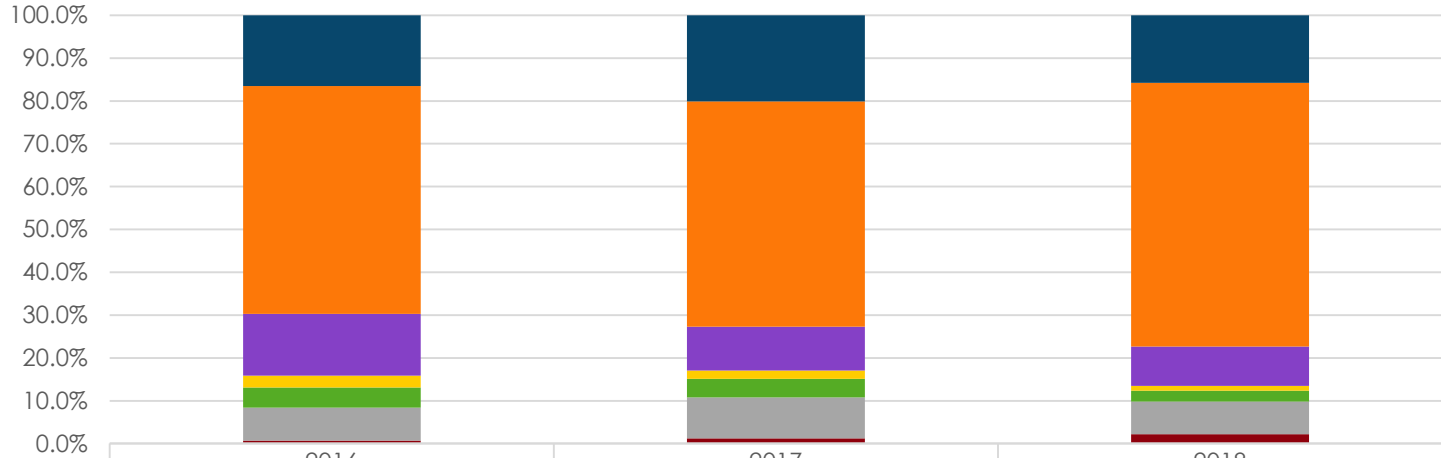
ACTIVITIES – OTHER – KOREA

	O'AHU	MAUI	MOLOKA'I	LANA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	15.3%	11.3%	11.2%	0.0%	21.4%	23.8%
Visit friends/ family	14.1%	9.5%	11.2%	0.0%	17.6%	22.5%
Volunteer- non-profit	1.2%	1.8%	0.0%	0.0%	4.2%	2.5%

VISITOR PROFILE – GENDER – KOREA

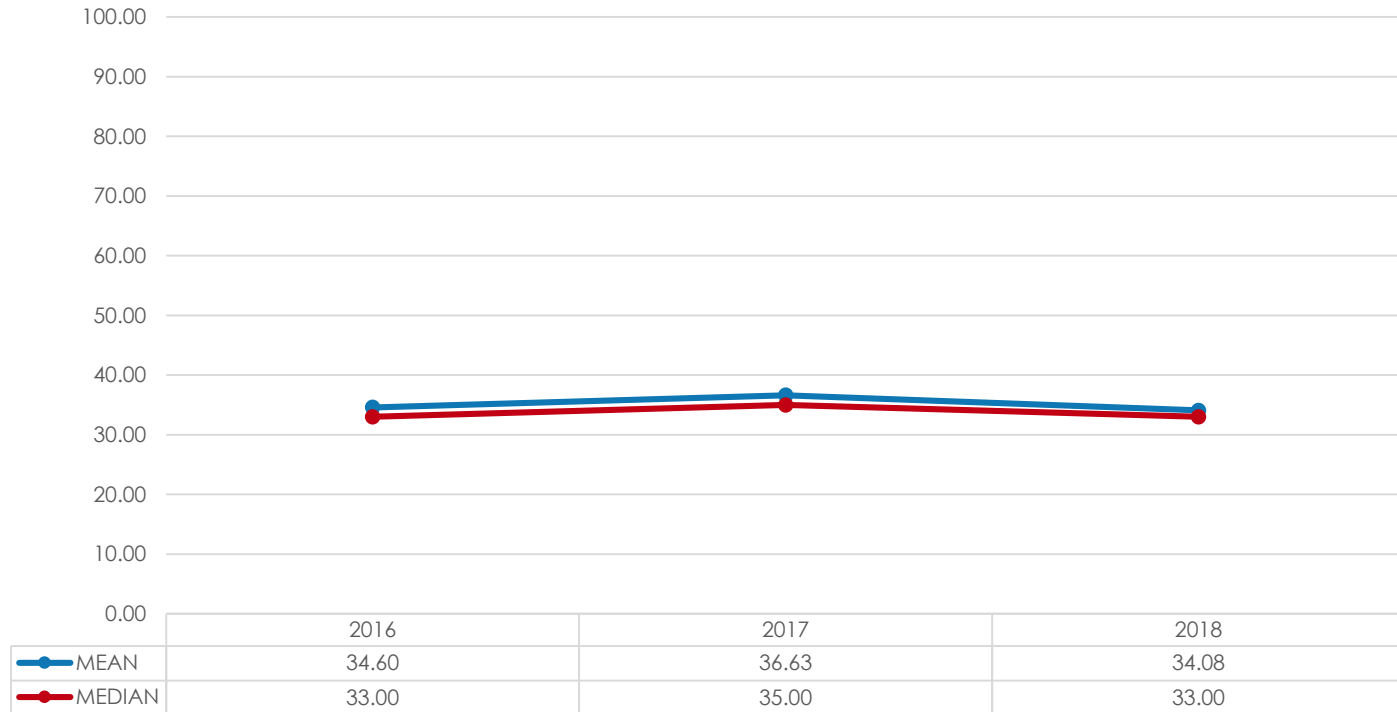


VISITOR PROFILE – EDUCATION – KOREA

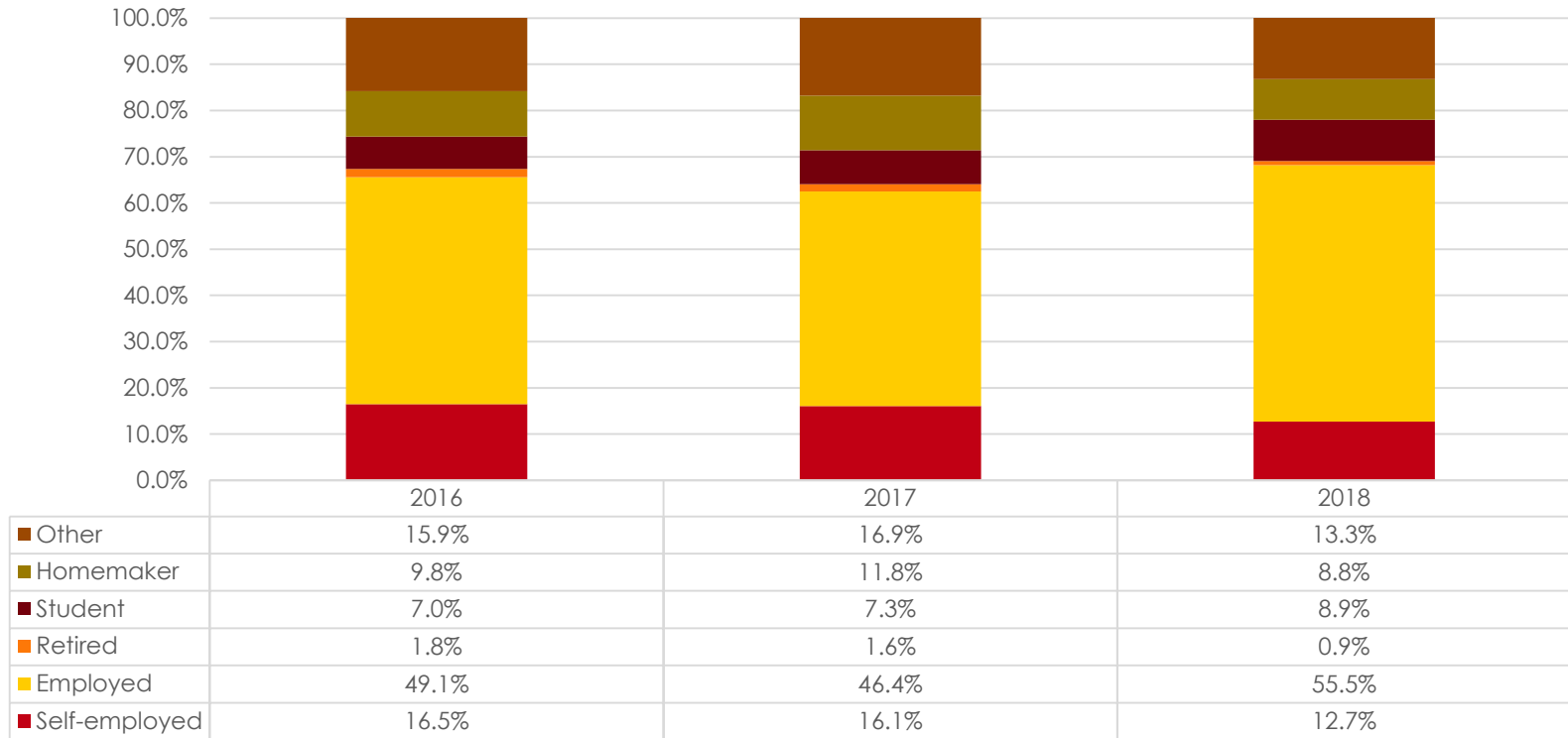


	2016	2017	2018
Post-Graduate	16.5%	20.1%	15.8%
College Grad	53.2%	52.6%	61.5%
Associate Degree	14.4%	10.2%	9.2%
Vocational/ Tech	2.8%	2.0%	1.1%
Some College	4.7%	4.3%	2.6%
H.S. Grad	7.7%	9.6%	7.6%
Some / No H.S.	0.7%	1.2%	2.2%

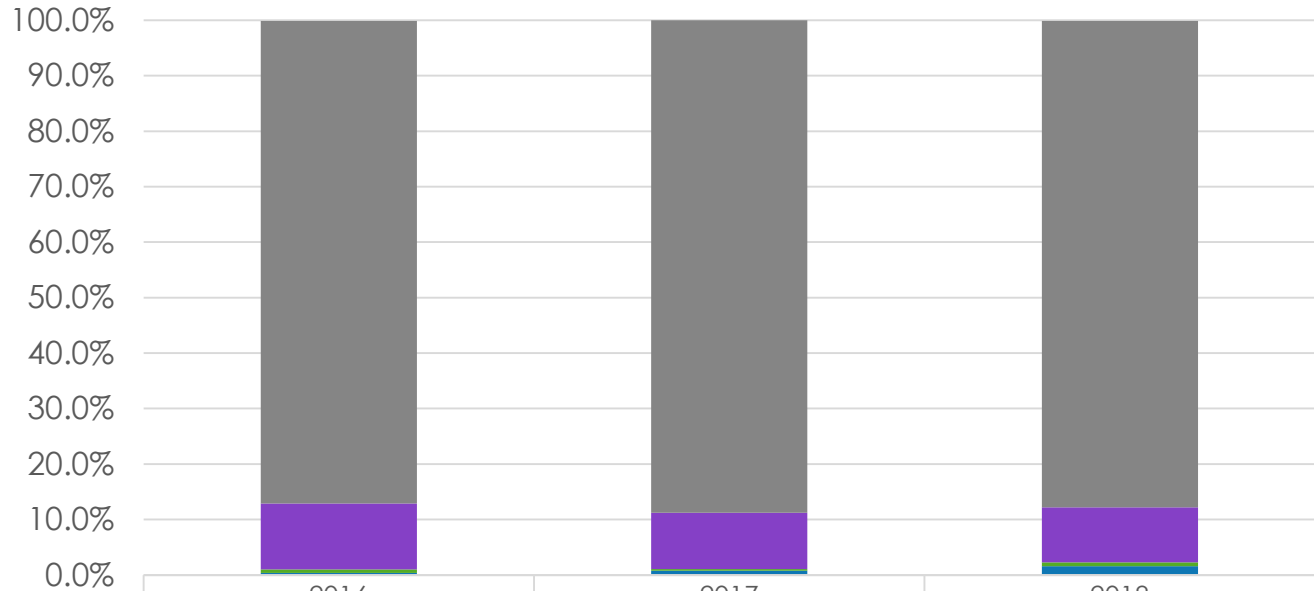
VISITOR PROFILE – AGE – KOREA



VISITOR PROFILE – EMPLOYMENT STATUS – KOREA



VISITOR PROFILE – HAWAII PROPERTY OWNER – KOREA



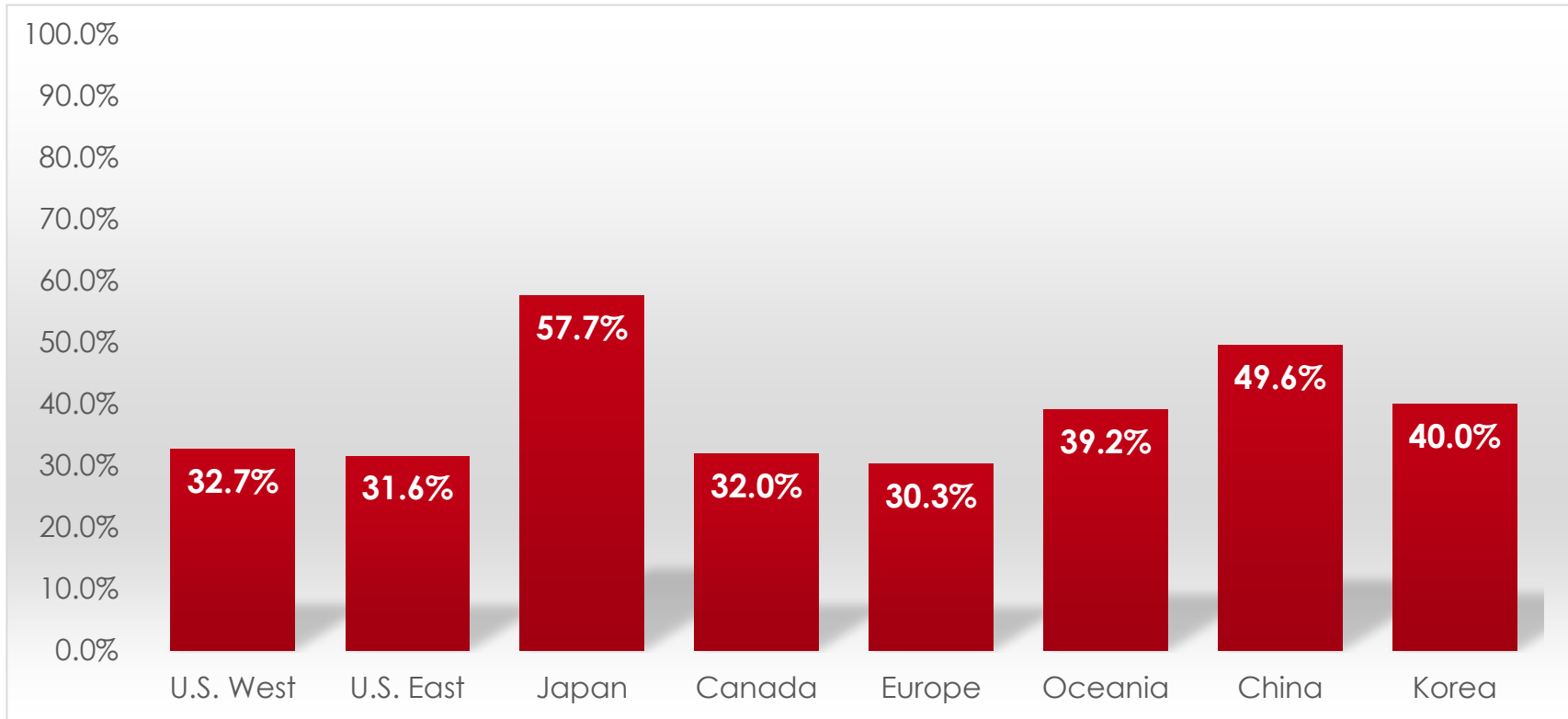
	2016	2017	2018
Do not nor plan to purchase	87.0%	88.8%	87.7%
Plan to in future	11.9%	10.1%	9.9%
Other Property Type	0.6%	0.3%	0.7%
Timeshare	0.4%	0.8%	1.6%

VISITOR PROFILE – HOUSEHOLD INCOME (KOREAN WON)

	Korean
< ₩16,305,000	16.0%
₩16,305,000-21,171,999	9.3%
₩27,174,000-38,041,999	16.6%
₩38,044,000-48,911,999	10.2%
₩48,912,000-59,781,999	10.4%
₩59,782,000-70,652,999	11.9%
₩70,653,000-81,520,999	7.1%
₩81,521,000-92,390,999	3.5%
₩92,391,000-103,259,999	4.3%
₩103,260,000+	10.9%

SECTION – O'AHU

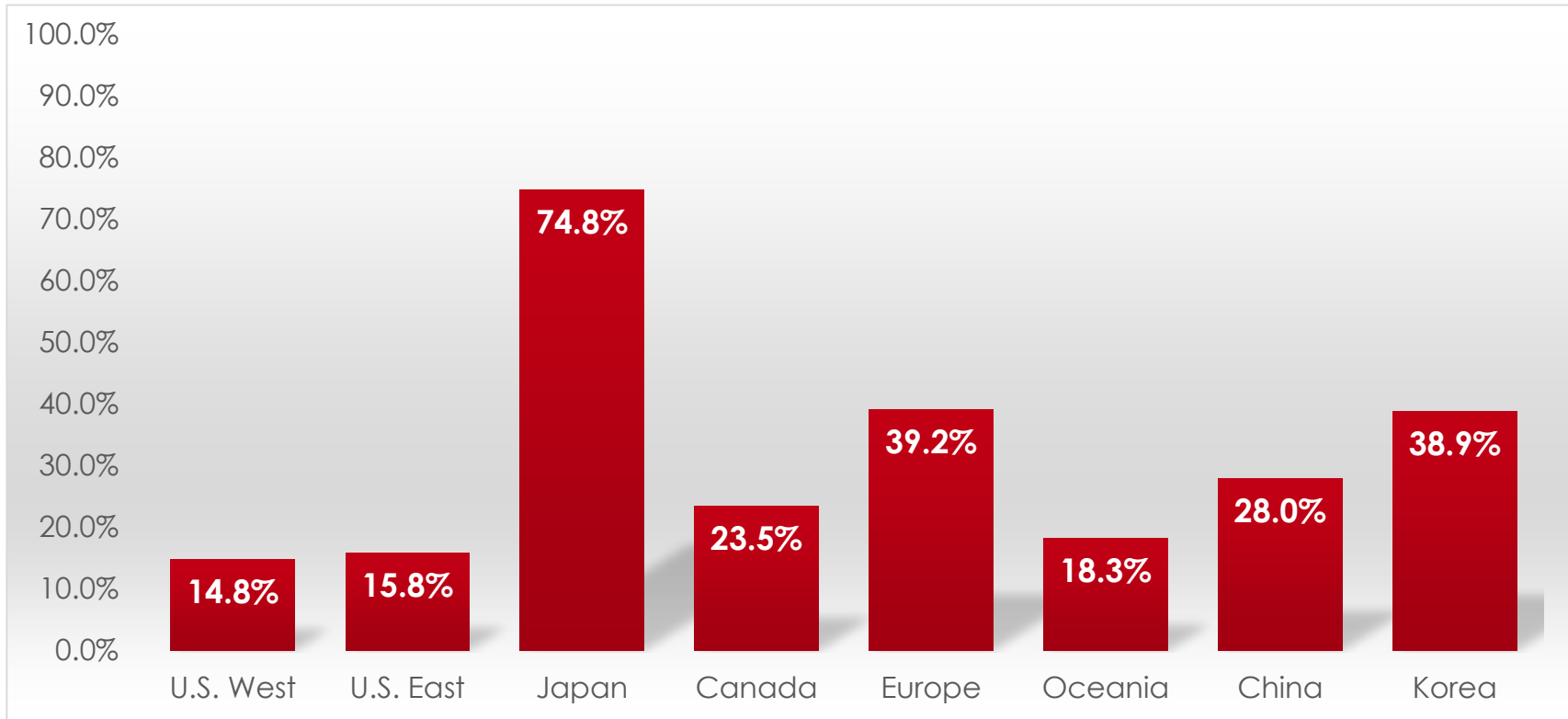
ADVERTISING AWARENESS – O‘AHU



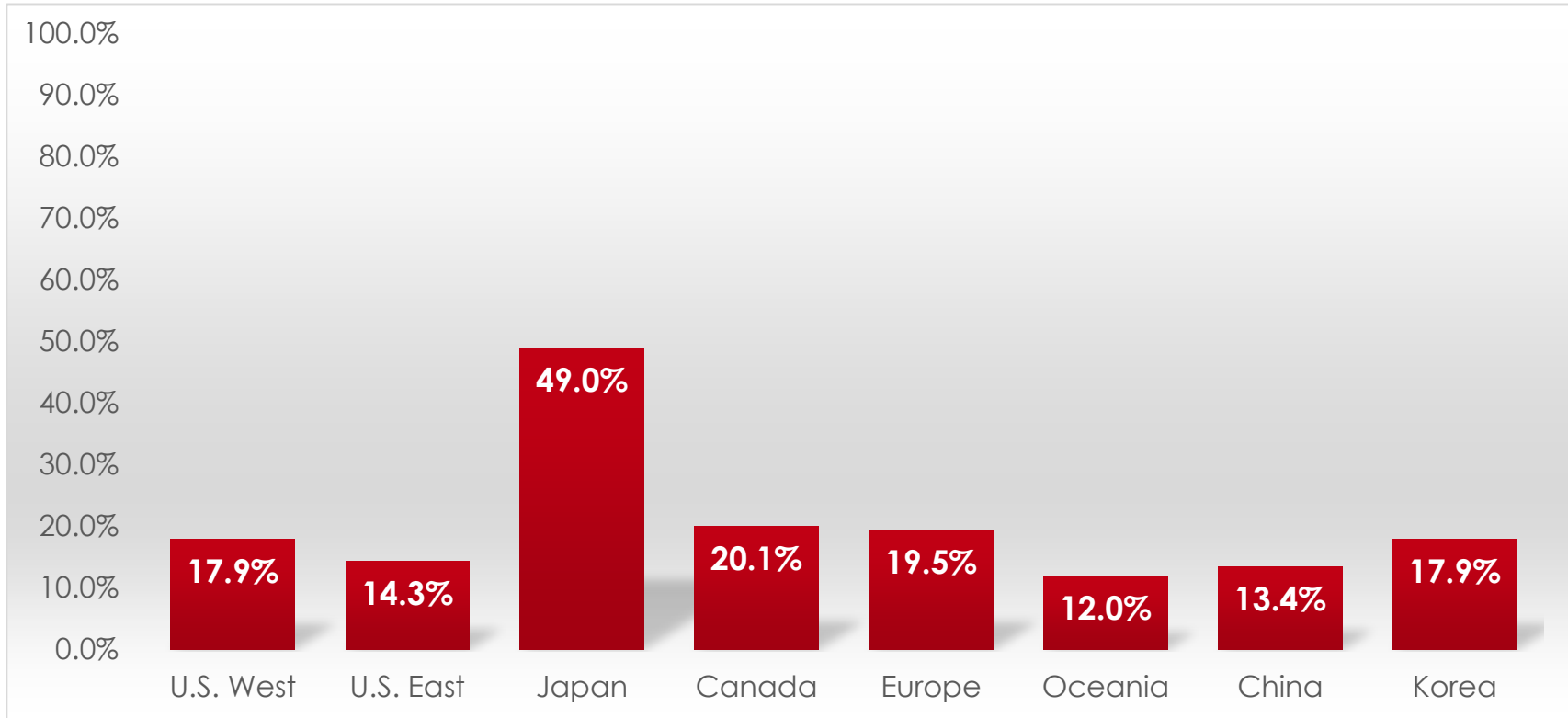
ADVERTISING AWARENESS – O‘AHU

- Younger visitors were less likely to be exposed to marketing for the island of O‘ahu in the following MMAs: U.S. West, U.S. East, and Japan.
- Visitors without a college degree who hailed from Canada and Japan were more likely to be exposed to marketing for the island of O‘ahu than were those with a college degree. The opposite is true among Korean visitors where more educated segments of the sample were more likely to be exposed to marketing for O‘ahu.
- Those who visited multiple islands during their trip were more likely to be exposed to marketing for O‘ahu.
- Male visitors from the U.S. East were more likely to be exposed to marketing for O‘ahu than were female visitors from this region.
- Repeat visitors from the following MMAs were more likely to be exposed to marketing for O‘ahu than first-time visitors: U.S. West, U.S. East, Japan, and Oceania.

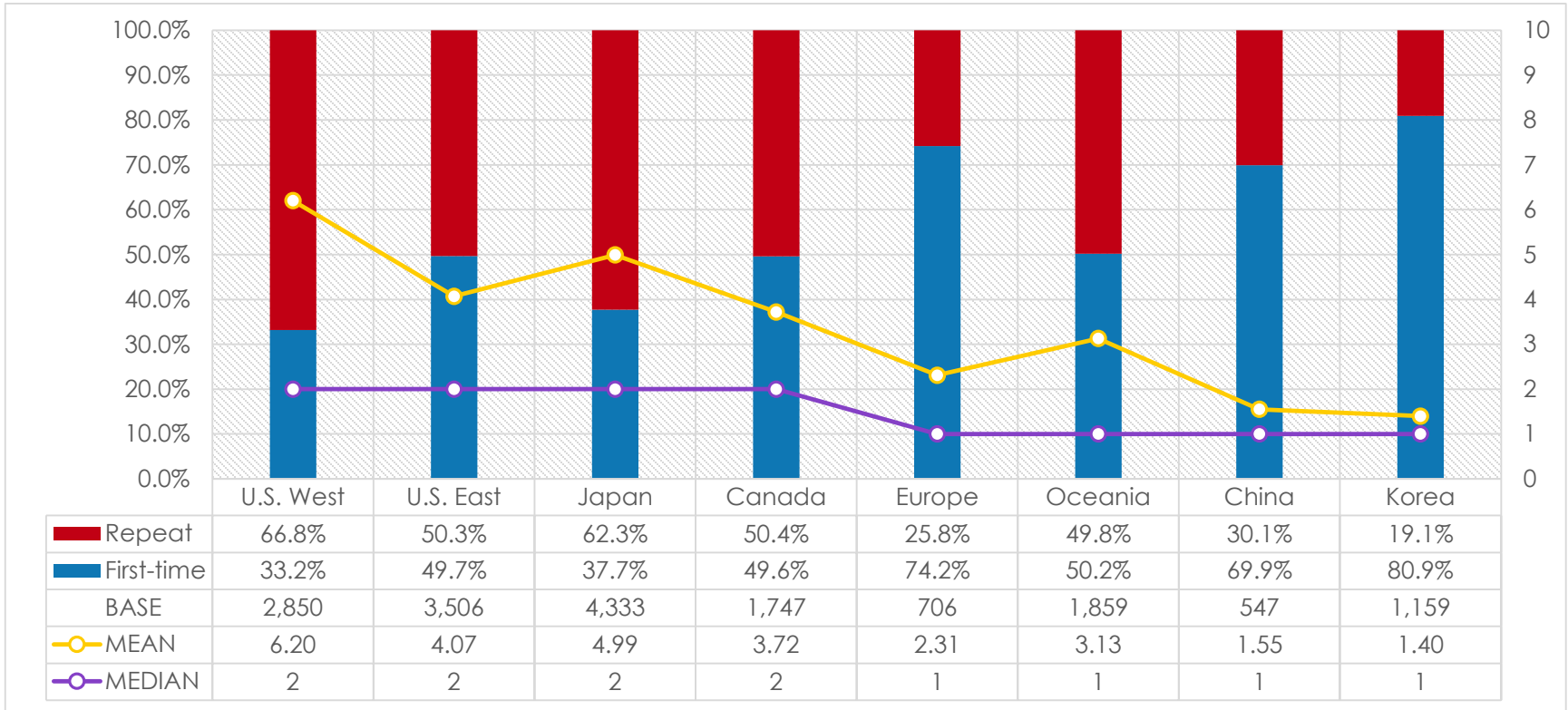
IMPACT OF LOCATION FILMING – O‘AHU



IMPACT OF HAWAIIAN MUSIC – O‘AHU



1ST TIME VS REPEAT VISITOR - O'AHU



1ST TIME VS REPEAT VISITOR - O'AHU

- Visitors from U.S. West that were more affluent visited O'ahu more frequently.
- Those who were in smaller travel parties in the following MMAs were more likely to be more frequent visitors to O'ahu: U.S. West, U.S. East, and Japan.
- Male visitors from U.S. West, U.S. East, and Canada traveled more frequently to O'ahu than their female counterparts. The opposite is true among Japanese visitors where females visited O'ahu more frequently than males.
- When we examine visitors from U.S. West we find that more educated segments visit O'ahu more frequently in the past. The opposite is true among Canadian and Japanese visitors where we find those without a college degree visiting Oahu on a more frequent basis.

ACCOMMODATIONS - O'AHU

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Hotel	58.5%	60.4%	82.4%	56.6%	72.8%	85.6%	79.7%	91.3%
Friends/ relative	18.1%	17.6%	1.6%	6.5%	7.1%	2.2%	8.1%	2.8%
Condominium	9.6%	7.5%	11.3%	18.4%	6.5%	7.6%	6.2%	1.2%
Timeshare unit	9.9%	9.7%	7.1%	10.6%	2.5%	2.7%	1.6%	1.0%
Rental house	12.0%	8.1%	.6%	12.8%	8.0%	3.2%	2.4%	4.6%
Private room/ home	1.9%	2.0%	.8%	1.9%	2.3%	1.3%	2.9%	.7%
AirBnB/ VRBO	1.4%	1.5%	.1%	2.8%	1.7%	1.2%	0.0%	.1%
Cruise ship	.7%	1.9%	.2%	1.6%	1.7%	1.4%	.4%	0.0%

STRENGTHS/ POSITIVE ASPECTS - O'AHU

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Variety of activities	19.1%	23.2%	19.3%	23.4%	19.4%	19.7%	19.5%	24.8%
Beach/ ocean	16.3%	11.4%	24.7%	15.3%	13.3%	13.5%	20.8%	21.3%
Natural beauty	12.4%	16.6%	19.8%	17.7%	19.0%	10.1%	25.0%	25.4%
Aloha spirit	9.9%	8.8%	3.1%	9.2%	15.7%	10.1%	7.9%	2.7%
Customer service/ the people	5.7%	6.3%	4.0%	6.5%	9.2%	14.2%	1.8%	8.1%
Local culture- people, music	8.4%	6.0%	3.6%	5.8%	5.9%	5.9%	3.0%	2.3%
Food	6.5%	5.5%	6.3%	4.3%	4.2%	4.6%	4.2%	5.5%
Event- celebrate w/ friends and family	7.0%	5.8%	4.3%	3.6%	2.7%	2.3%	1.1%	1.1%

STRENGTHS/ POSITIVE ASPECTS - O'AHU

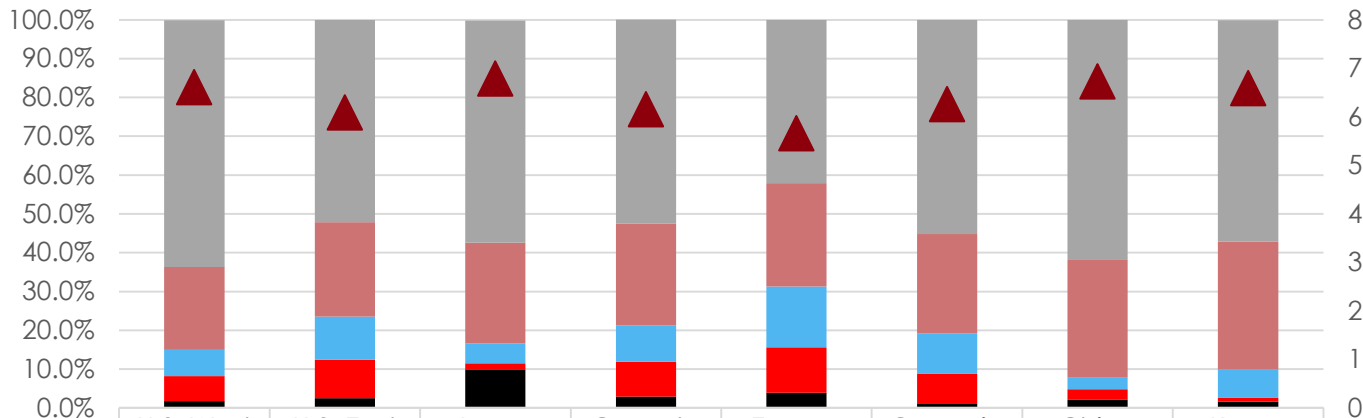
- Visitors from Asia tended to focus more on facets like beaches and O'ahu's natural beauty while those from the U.S, Canada, Oceania, and Europe were more likely to single out visitor experience aspects like hospitality and the Aloha spirit.
- Among Japanese visitors younger segments of the sample were more likely to mention the variety of activities and the beach when asked to identify positive aspects of their trip.
- Younger visitors from U.S. West and U.S. East were also more likely to mention the beach and ocean when asked for facets of their trip that made their stay on O'ahu more enjoyable
- Male visitors from U.S. West, U.S. East, and Japan were more likely to single out the food as a positive aspect of their trip than were females from these MMAs.

AREAS OF OPPORTUNITIES - O'AHU

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Nothing	31.4%	32.8%	33.3%	34.5%	40.7%	46.0%	44.0%	29.0%
Traffic	22.0%	21.8%	5.8%	14.8%	8.7%	5.8%	4.6%	6.1%
Driving experience	8.7%	7.7%	5.5%	6.7%	3.4%	2.9%	3.3%	6.5%
Not enough local culture	6.1%	7.3%	6.1%	8.4%	8.9%	6.6%	9.8%	8.0%
Safety	4.1%	3.7%	6.8%	4.0%	3.9%	2.4%	2.6%	4.8%
Ground transportation	1.7%	2.1%	7.4%	1.5%	2.5%	2.6%	7.0%	4.5%
Food – quality	1.7%	1.1%	6.3%	1.2%	2.1%	2.4%	3.1%	7.2%
Food - variety	2.3%	1.9%	3.1%	3.7%	4.8%	5.0%	5.0%	7.7%

LIKELIHOOD OF RETURN VISIT – O‘AHU

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	63.6%	52.1%	57.2%	52.6%	42.1%	55.2%	61.9%	57.1%
■ Somewhat likely (5-6)	21.3%	24.4%	26.0%	26.3%	26.6%	25.6%	30.3%	32.8%
■ Somewhat unlikely (3-4)	6.8%	11.1%	5.1%	9.3%	15.7%	10.3%	3.0%	7.3%
■ Very unlikely (1-2)	6.4%	9.9%	1.6%	9.0%	11.7%	7.7%	2.6%	1.1%
■ Not sure	1.8%	2.5%	9.9%	2.9%	3.9%	1.2%	2.2%	1.6%
BASE	2,828	3,483	4,325	1,739	697	1,844	542	1,158
▲ MEAN	6.61	6.09	6.79	6.16	5.66	6.26	6.73	6.59

LIKELIHOOD OF RETURN VISIT – O‘AHU

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

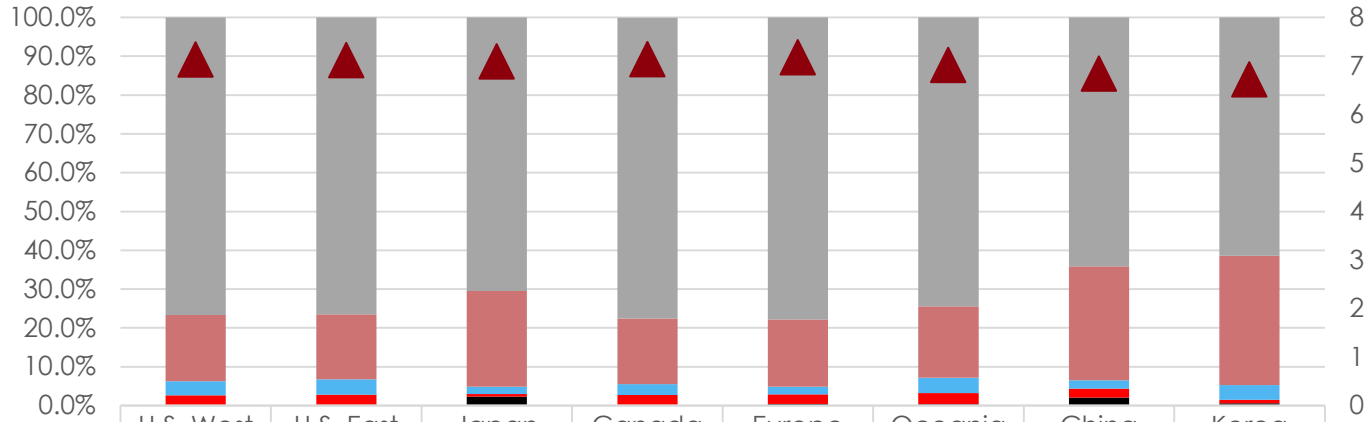
- Those who traveled to Hawai‘i on their own were the most likely to indicate a return in the next five years is likely from the following MMAs: U.S. West, U.S. East, and Japan.
- Those who visited just O‘ahu on their trip were more likely than those who also visited a Neighbor Island to return to O‘ahu in the next five years among the following MMAs: U.S. West, U.S. East, Canada, and Oceania.
- When segmented by gender we find Japanese females more likely to return to O‘ahu in the next five years compared to males. This was also true among female visitors from Oceania.
- When segmented by age we find younger visitors from U.S. West and U.S. East more likely to return to O‘ahu than older visitors from these MMAs. The opposite is true among Japanese visitors where younger travelers are less likely to return in five years.

REASONS FOR NOT RETURNING - O'AHU

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Want to visit someplace new	38.8%	39.4%	24.5%	44.8%	38.7%	44.6%	27.6%	29.4%
Cost/ expensive	28.8%	36.5%	34.2%	39.6%	43.1%	33.8%	40.0%	43.1%
Flight is too long	9.5%	27.5%	26.1%	21.3%	51.5%	12.5%	34.9%	27.7%
Too commercialized/ overdeveloped	31.2%	24.1%	4.8%	28.5%	19.0%	25.2%	15.2%	11.2%
Too crowded/ congested	32.6%	26.5%	4.8%	25.0%	9.7%	15.4%	7.6%	12.1%
Other financial obligations	8.9%	11.1%	26.0%	8.3%	9.3%	8.8%	0.0%	18.1%
Not enough value	12.9%	14.1%	6.2%	13.8%	11.2%	20.0%	22.7%	26.8%
No compelling reason to return/ nothing new	11.7%	12.3%	10.7%	10.5%	8.4%	14.1%	20.1%	23.3%

O'AHU - BRAND/DESTINATION – ADVOCACY

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	76.7%	76.5%	70.5%	77.5%	77.8%	74.4%	64.2%	61.5%
■ Somewhat likely (5-6)	17.0%	16.7%	24.6%	16.9%	17.3%	18.4%	29.4%	33.3%
■ Somewhat unlikely (3-4)	3.7%	4.0%	1.9%	2.8%	2.0%	4.0%	2.1%	3.8%
■ Very unlikely (1-2)	2.5%	2.6%	0.7%	2.5%	2.5%	2.9%	2.3%	0.9%
■ Not sure	0.1%	0.2%	2.3%	0.2%	0.4%	0.3%	2.1%	0.6%
BASE	2,809	3,454	4,318	1,728	694	1,829	537	1,158
▲ MEAN	7.13	7.12	7.09	7.14	7.18	7.02	6.84	6.72

O'AHU - BRAND/DESTINATION – ADVOCACY

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- Brand advocacy for O'ahu is lower among visitors from China and Korea compared to other MMAs.
- Among U.S. visitors, brand advocacy is higher among younger, less affluent, and less educated segments of the sample.
- When segmented by gender we find brand advocacy for O'ahu is stronger among females than it is for males in the following MMAs: U.S. West, U.S. East, Japan, and Oceania.
- Repeat visitors from Japan and Oceania were more likely to recommend O'ahu to friends and family than were first-time visitors from these MMAs.

O'AHU ACTIVITIES – SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	93.8%	95.0%	95.1%	94.7%	93.5%	90.9%	95.3%	94.8%
On own (self-guided)	78.7%	75.3%	67.5%	75.4%	59.4%	44.0%	56.3%	75.5%
Helicopter/ airplane	2.4%	3.6%	1.6%	2.2%	4.6%	5.1%	8.0%	3.1%
Boat/ submarine/ whale	14.7%	17.1%	10.1%	14.9%	14.9%	15.4%	25.6%	14.7%
Visit towns	43.4%	46.2%	30.8%	45.5%	35.1%	25.9%	27.2%	38.0%
Limo/ van/ bus tour	11.1%	18.0%	17.7%	16.8%	28.2%	37.1%	17.9%	15.7%
Scenic views/ natural landmark	54.6%	63.3%	20.3%	62.6%	55.7%	48.6%	64.4%	55.2%
Movie/ TV/ film location	7.9%	10.7%	4.4%	10.7%	13.2%	9.8%	13.7%	14.0%

O'AHU ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	93.9%	93.3%	95.6%	96.5%	95.5%	93.5%	92.5%	98.7%
Beach/ sunbathing	81.9%	81.4%	75.6%	87.8%	86.1%	79.9%	74.7%	82.5%
Bodyboard/ Standup paddle board	15.3%	10.4%	3.5%	13.0%	10.6%	10.2%	3.2%	6.4%
Surfing	7.9%	7.2%	4.1%	9.7%	13.4%	10.0%	7.7%	11.0%
Canoeing/ kayak	6.2%	5.1%	1.9%	4.5%	4.9%	3.7%	3.5%	5.3%
Swim- ocean	61.6%	59.8%	39.9%	71.5%	65.1%	65.5%	38.1%	51.9%
Snorkel	35.8%	29.1%	15.5%	38.2%	30.2%	24.2%	17.1%	46.0%
Windsurf/ Kitesurf	0.2%	0.3%	0.2%	0.4%	0.1%	0.1%	1.5%	1.6%
Jet ski/ Parasail	2.4%	1.9%	3.5%	2.3%	1.0%	1.4%	0.9%	6.8%
Scuba	2.0%	2.1%	2.1%	1.8%	1.9%	0.7%	3.2%	4.4%
Fishing	2.4%	2.1%	1.5%	1.4%	1.1%	0.9%	3.9%	2.0%
Golf	4.8%	3.4%	5.4%	3.2%	1.4%	2.3%	4.8%	4.2%

O'AHU ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	93.9%	93.3%	95.6%	96.5%	95.5%	93.5%	92.5%	98.7%
Run/ Jog/ Fitness walk	28.4%	26.0%	14.7%	29.2%	19.0%	23.0%	21.8%	9.4%
Spa	7.8%	7.1%	6.6%	5.1%	5.0%	7.2%	4.9%	5.7%
Hiking/Backpack/Camp	31.6%	34.6%	7.9%	34.9%	20.9%	9.8%	11.3%	12.4%
Agritourism	12.3%	14.9%	9.1%	12.8%	11.3%	7.7%	16.0%	20.3%
Sport event/ tournament	4.0%	2.9%	1.5%	3.6%	1.8%	2.2%	1.7%	1.7%
Park/ botanical garden	33.2%	39.9%	22.8%	39.0%	36.1%	30.0%	35.3%	25.9%
Waterpark	2.7%	1.6%	3.6%	2.1%	3.6%	2.0%	13.7%	3.5%
Mountain tube/ waterfall rappel	0.6%	0.6%	0.4%	0.7%	2.8%	0.3%	0.9%	0.3%
Zip-lining	4.2%	2.6%	0.6%	2.2%	1.4%	1.3%	1.3%	1.6%
Skydiving	0.8%	0.8%	1.0%	0.8%	1.0%	0.1%	10.7%	4.3%
All terrain vehicle (ATV)	2.5%	2.9%	1.2%	2.5%	1.5%	3.0%	6.2%	7.7%
Horseback riding	1.7%	2.1%	4.8%	1.7%	1.6%	1.4%	12.1%	4.5%

O'AHU ACTIVITIES – ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	98.1%	98.7%	98.4%	99.2%	98.1%	98.7%	96.2%	98.9%
Lunch/ sunset/ dinner/ evening cruise	20.0%	21.7%	17.0%	19.2%	26.3%	20.1%	57.7%	37.3%
Live music/ stage show	31.5%	34.4%	19.6%	34.2%	30.2%	24.2%	14.9%	15.5%
Nightclub/ dancing/ bar/ karaoke	11.5%	11.7%	7.2%	11.0%	11.4%	9.7%	10.5%	11.0%
Fine dining	46.8%	50.6%	48.0%	43.5%	38.7%	37.8%	51.4%	60.4%
Family restaurant	59.0%	55.7%	23.0%	65.4%	49.1%	70.4%	17.7%	38.9%
Fast food	43.6%	41.9%	55.1%	58.9%	54.5%	53.0%	42.4%	53.2%
Food truck	39.4%	36.7%	16.5%	43.8%	28.1%	24.4%	17.8%	53.2%
Café/ coffee house	41.2%	40.8%	55.4%	48.7%	52.8%	58.9%	37.8%	58.9%
Ethnic dining	34.6%	36.7%	10.4%	28.7%	18.6%	14.7%	17.7%	24.0%
Prepared own meal	37.6%	31.9%	14.5%	48.5%	25.3%	21.5%	15.2%	10.6%

O‘AHU ACTIVITIES – SHOPPING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	95.1%	95.5%	97.9%	97.5%	95.8%	97.8%	95.1%	97.8%
Mall/ department store	51.0%	52.4%	85.0%	70.4%	71.9%	83.3%	73.9%	85.3%
Designer boutique	15.5%	17.0%	29.8%	20.9%	20.0%	24.7%	9.6%	5.2%
Hotel/ resort store	37.1%	41.2%	36.5%	33.0%	34.1%	36.3%	24.0%	32.8%
Swap meet/ flea market	21.4%	18.3%	3.7%	17.0%	7.6%	9.7%	4.8%	3.5%
Discount/ outlet store	16.0%	18.0%	27.7%	23.5%	24.4%	52.8%	42.3%	66.2%
Supermarket	52.8%	45.8%	63.7%	59.5%	60.8%	51.9%	60.3%	60.1%
Farmer's market	22.1%	18.7%	17.1%	27.7%	19.2%	15.3%	9.0%	10.2%
Convenience store	50.5%	54.0%	51.4%	62.2%	45.6%	69.2%	44.2%	47.7%
Duty free store	5.8%	6.5%	50.1%	12.1%	10.4%	13.3%	56.9%	52.8%
Local shop/ artisan	52.6%	55.6%	9.2%	55.1%	51.8%	48.4%	24.6%	14.7%

O‘AHU ACTIVITIES – HISTORY, CULTURE, FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	75.7%	81.1%	53.3%	77.4%	80.6%	74.3%	81.2%	67.5%
Historic military site	45.0%	55.4%	18.5%	41.8%	58.1%	50.5%	59.1%	21.9%
Other historical site	24.3%	27.2%	14.9%	25.1%	26.0%	18.9%	24.2%	27.5%
Museum/ art gallery	16.7%	16.5%	6.9%	17.1%	13.4%	12.9%	15.2%	7.5%
Luau/ Polynesian show/ hula show	34.8%	39.2%	12.2%	37.3%	33.4%	30.4%	12.5%	22.8%
Lesson- ex. ukulele, hula, canoe, lei making	8.6%	8.8%	6.2%	9.9%	10.2%	6.3%	10.0%	5.5%
Play/ concert/ theatre	6.1%	5.8%	3.3%	6.5%	6.0%	4.2%	4.1%	5.0%
Art/ craft fair	6.8%	8.0%	3.2%	7.4%	5.7%	4.6%	8.4%	5.6%
Festival event	5.3%	5.2%	2.8%	7.4%	4.3%	4.2%	1.3%	3.0%

O‘AHU ACTIVITIES – TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	90.9%	90.1%	95.7%	96.5%	95.4%	97.6%	93.1%	94.8%
Airport shuttle	21.3%	23.2%	25.1%	31.7%	31.8%	56.9%	17.1%	17.5%
Trolley	3.3%	4.4%	54.3%	8.1%	10.8%	24.7%	9.4%	27.4%
Public bus	9.7%	10.0%	20.2%	26.3%	29.5%	33.0%	23.3%	14.7%
Tour bus/ tour van	12.7%	19.2%	25.3%	19.3%	26.8%	36.7%	26.4%	32.6%
Taxi/ limo	11.4%	16.9%	33.5%	28.0%	35.5%	41.5%	25.5%	23.6%
Rental car	63.5%	58.0%	27.0%	60.3%	40.7%	24.1%	45.6%	59.3%
Ride share	21.4%	23.5%	3.5%	17.0%	15.8%	22.0%	16.0%	8.6%
Bicycle rental	2.5%	1.5%	3.4%	2.5%	2.8%	1.5%	3.4%	1.5%



O'AHU ACTIVITIES – OTHER

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	40.4%	34.6%	11.9%	18.7%	16.3%	8.1%	19.9%	15.3%
Visit friends/ family	39.7%	34.0%	11.2%	18.1%	14.3%	7.5%	18.1%	14.1%
Volunteer- non-profit	1.3%	1.0%	0.8%	0.6%	2.1%	0.7%	2.4%	1.2%

ATTRACTIONS – O‘AHU

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Atlantis Submarine & Cruises	3.1%	4.2%	6.7%	4.8%	4.6%	4.0%	27.2%	12.8%
Bernice P. Bishop Museum	5.0%	4.5%	1.8%	5.0%	3.4%	2.6%	5.4%	2.4%
Byodo-In Temple	9.6%	10.0%	0.9%	10.5%	9.9%	6.4%	4.9%	1.0%
Diamond Head State Monument	29.9%	41.3%	20.9%	47.4%	46.3%	39.7%	29.8%	40.5%
Dole Plantation	34.6%	38.4%	11.4%	42.0%	31.8%	27.0%	35.7%	45.6%
Haleiwa	28.2%	26.2%	20.6%	28.5%	23.9%	12.5%	16.3%	22.1%
Hanauma Bay Nature Reserve	23.3%	24.3%	20.4%	33.9%	28.9%	18.9%	48.4%	47.3%
Harold L. Lyon Arboretum	0.9%	1.4%	2.6%	1.7%	0.9%	0.3%	2.8%	9.5%
Hawaii State Art Museum or Honolulu Museum of Art	2.8%	2.8%	4.0%	3.7%	3.3%	2.5%	3.9%	5.9%
Hawaii’s Plantation Village	2.4%	2.3%	1.8%	2.7%	2.3%	2.9%	9.2%	5.8%

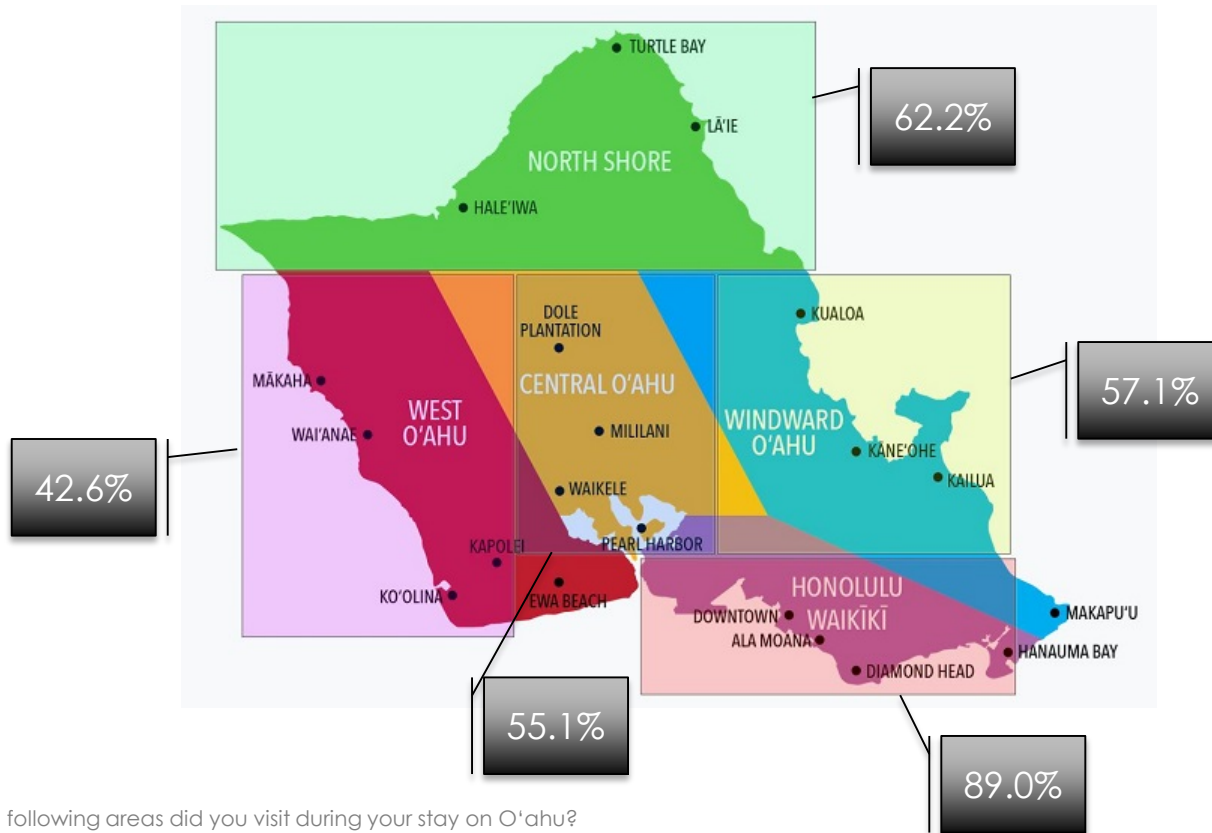
ATTRACTIONS – O‘AHU (cont.)

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Ho‘omaluhia Botanical Garden	3.9%	4.5%	6.6%	4.8%	6.4%	3.8%	3.9%	5.2%
Iolani Palace State Monument	7.7%	11.1%	15.7%	10.2%	16.1%	9.8%	19.6%	25.4%
Kaiwi State Scenic Shoreline/ Makapuu Trail	7.6%	12.2%	6.8%	10.6%	6.1%	3.7%	8.7%	8.5%
Kualoa Private Nature Reserve	10.1%	11.6%	6.6%	13.2%	13.1%	10.4%	19.6%	12.0%
Lanikai or Kailua Beach	27.4%	29.9%	18.3%	34.9%	31.9%	14.7%	15.0%	23.5%
Manoa Falls & Trail	12.7%	15.2%	3.0%	16.7%	17.5%	6.4%	9.9%	3.6%
National Memorial Cemetery of the Pacific	11.6%	16.6%	3.0%	10.5%	21.3%	16.3%	14.6%	4.5%
Nuuanu Pali Lookout	17.2%	20.6%	8.0%	22.0%	19.3%	12.1%	33.6%	15.2%

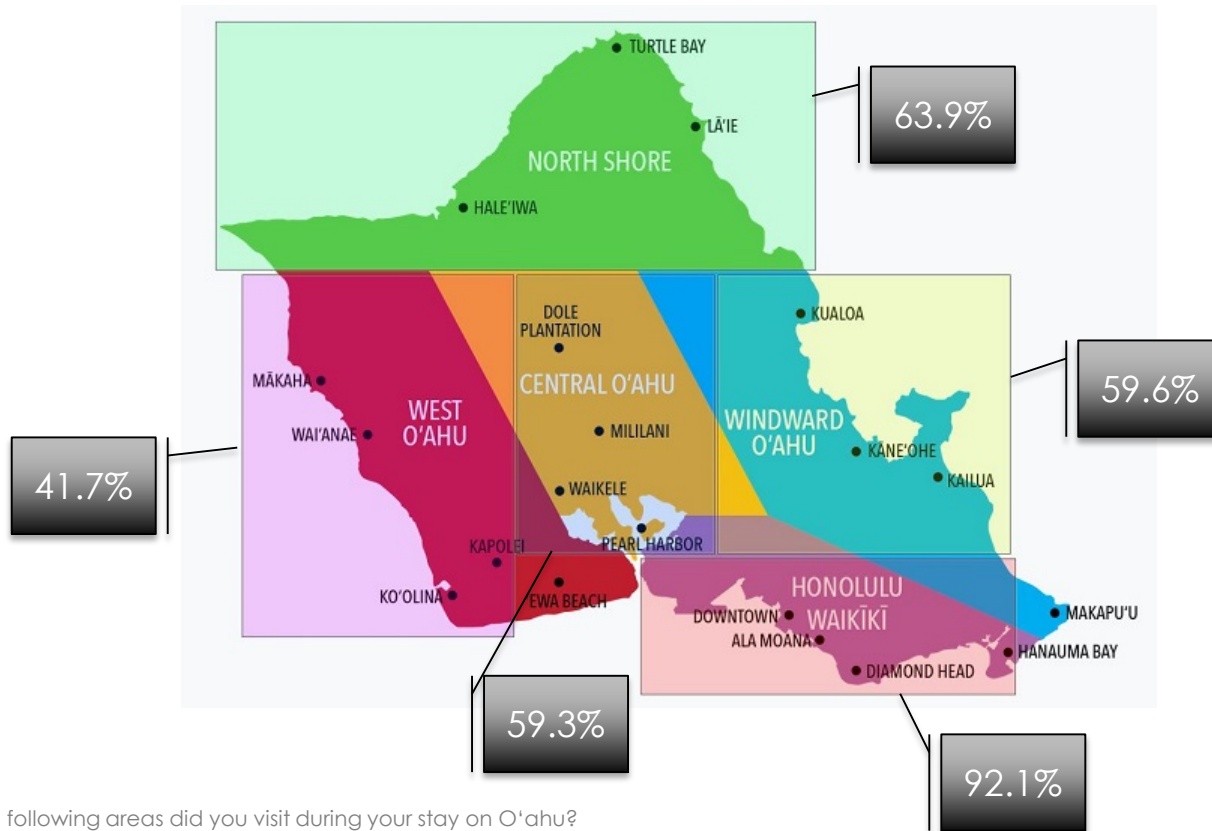
ATTRACTIONS – O‘AHU (cont.)

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Pearl Harbor	38.9%	52.6%	14.0%	39.7%	56.6%	46.9%	60.0%	25.3%
Polynesian Cultural Center	22.5%	21.0%	4.8%	24.8%	18.3%	13.2%	32.1%	22.0%
Sea Life Park Hawaii	4.5%	4.7%	4.7%	6.4%	4.8%	3.4%	13.5%	8.7%
Waikiki Aquarium	6.2%	6.7%	7.3%	9.2%	6.0%	6.3%	11.4%	4.1%
Waimanalo Beach Park	13.9%	14.3%	4.2%	18.1%	19.4%	8.4%	9.6%	9.5%
Waimea Bay	27.7%	27.6%	3.3%	31.5%	29.7%	25.7%	8.6%	11.2%
Waimea Valley	16.0%	17.8%	3.6%	18.6%	20.4%	10.7%	3.9%	5.7%

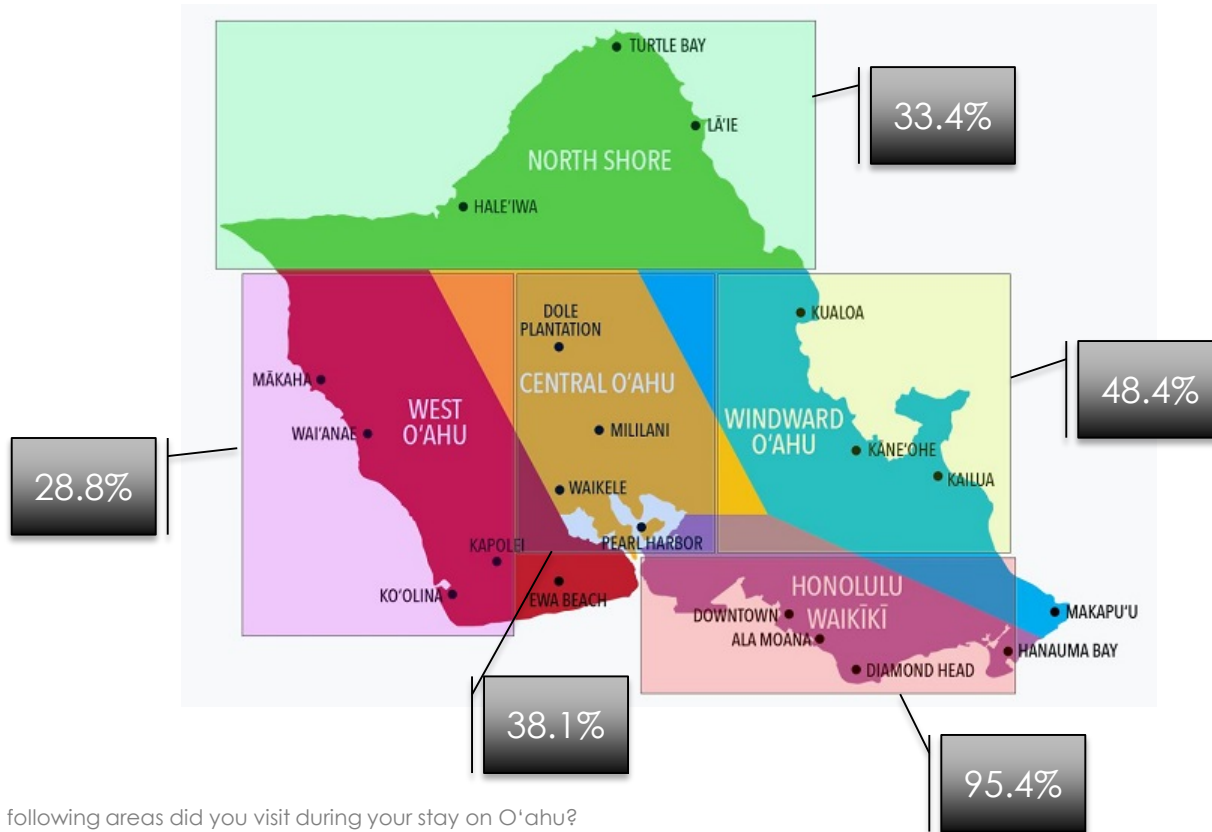
AREAS VISITED U.S. WEST



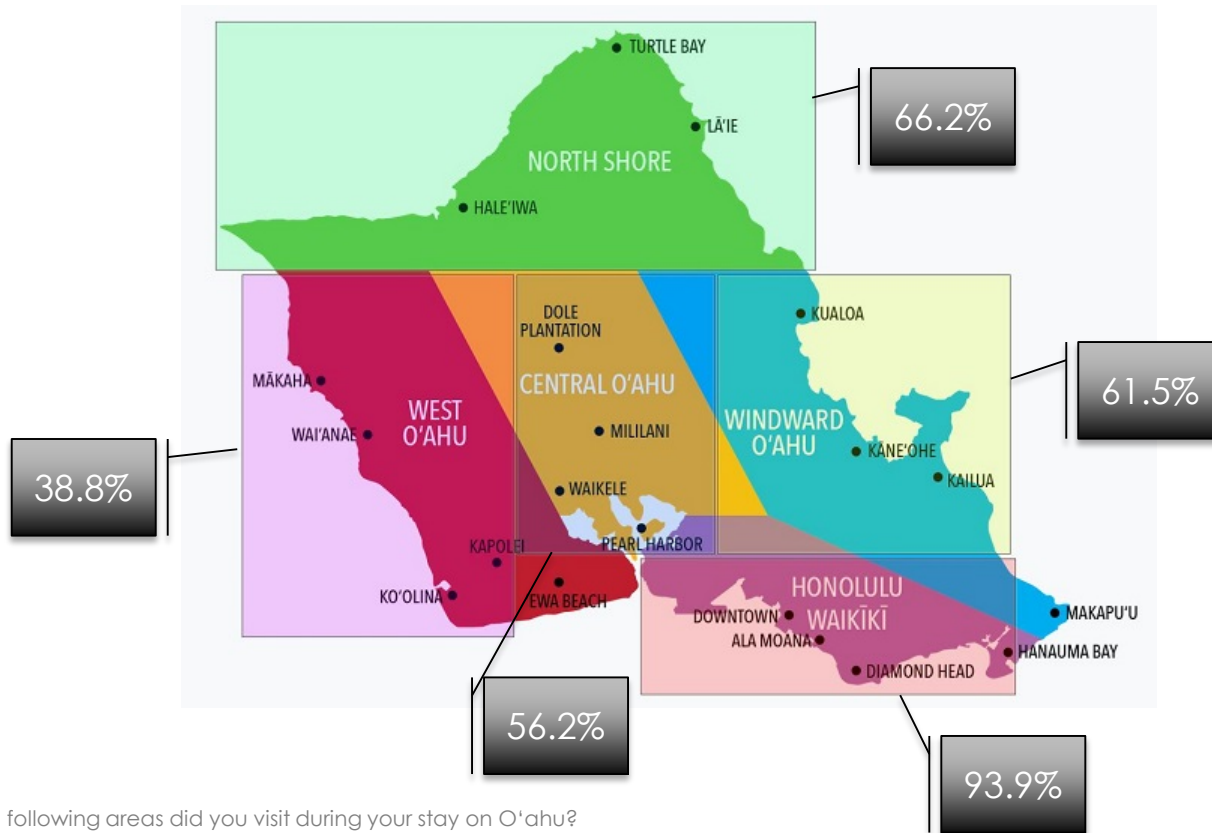
AREAS VISITED U.S. EAST



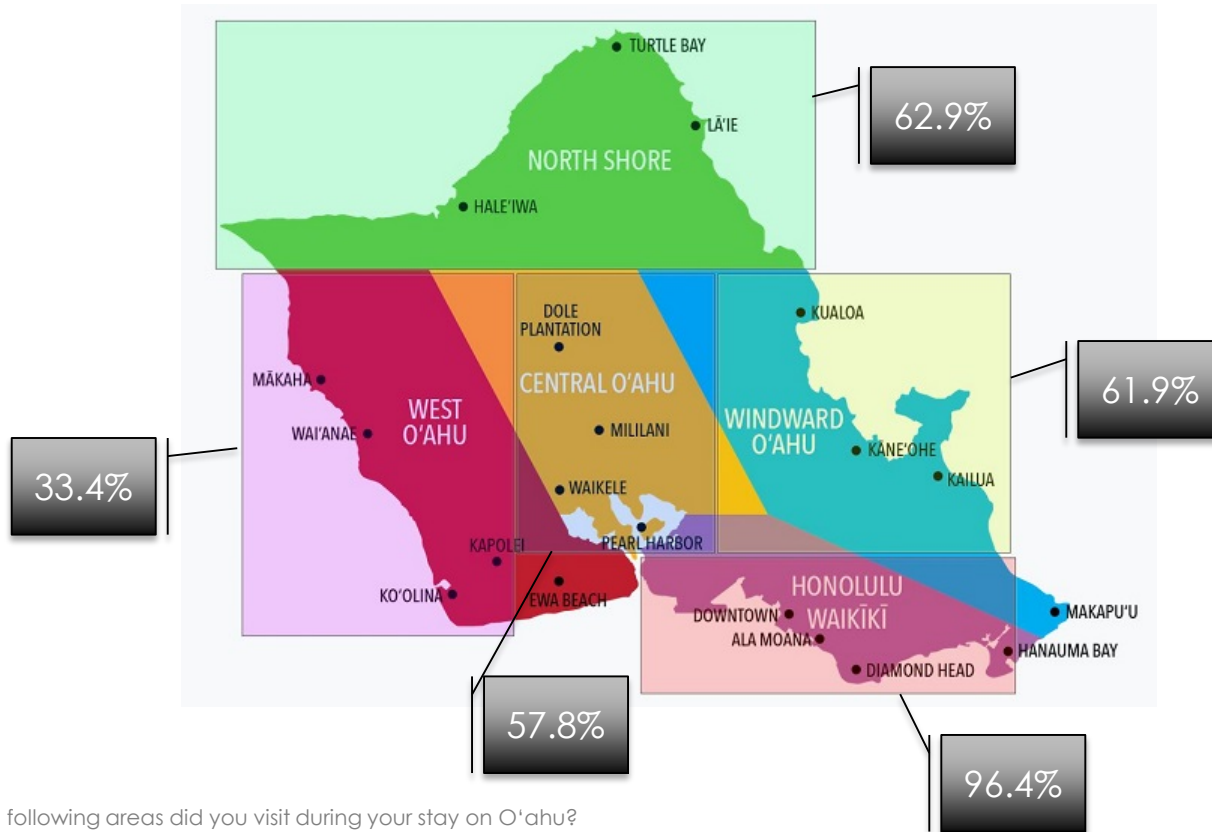
AREAS VISITED JAPAN



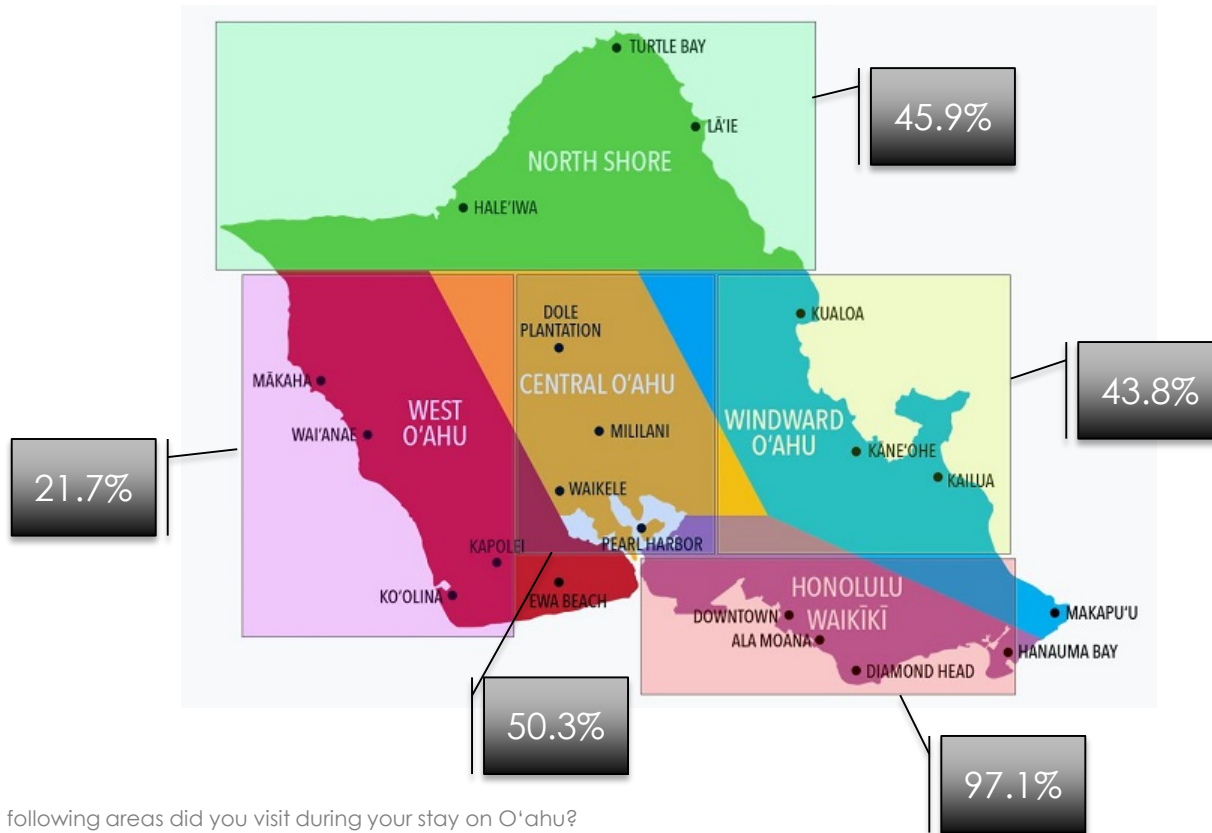
AREAS VISITED CANADA



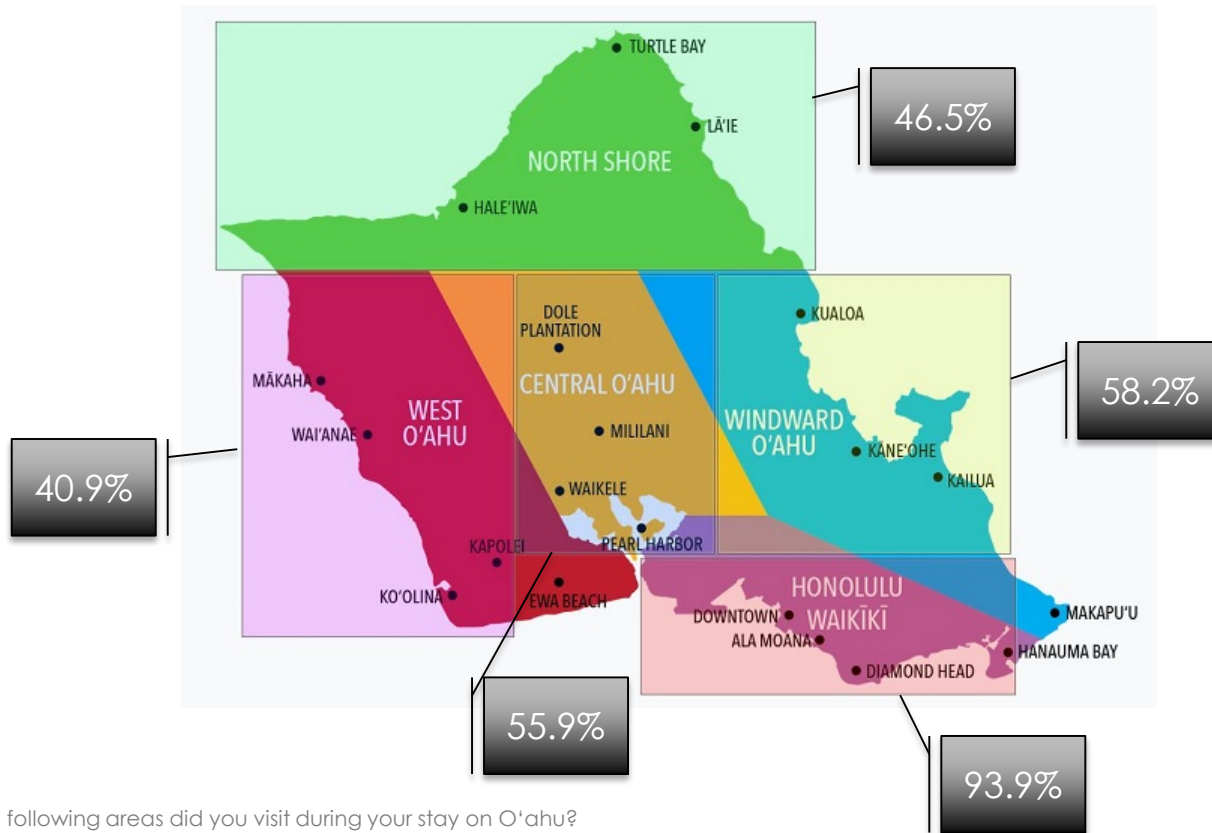
AREAS VISITED EUROPE



AREAS VISITED OCEANIA

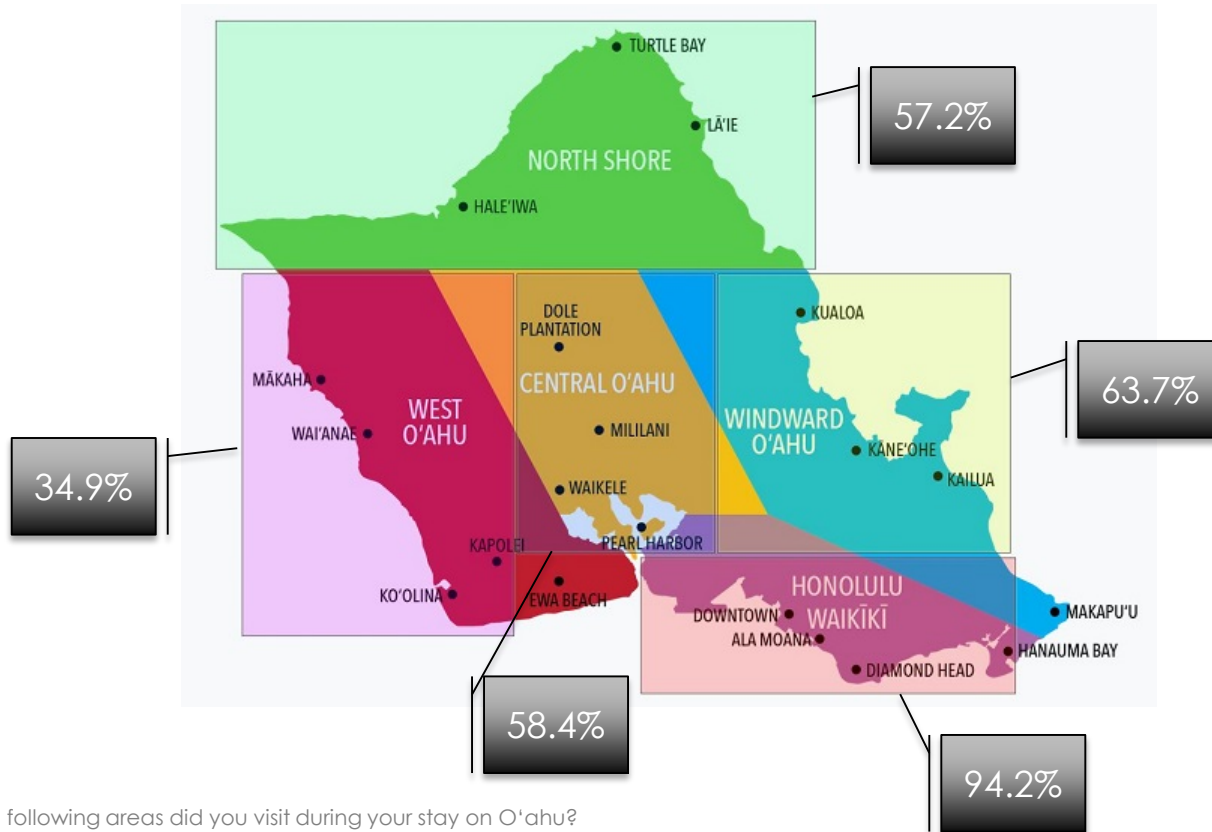


AREAS VISITED CHINA



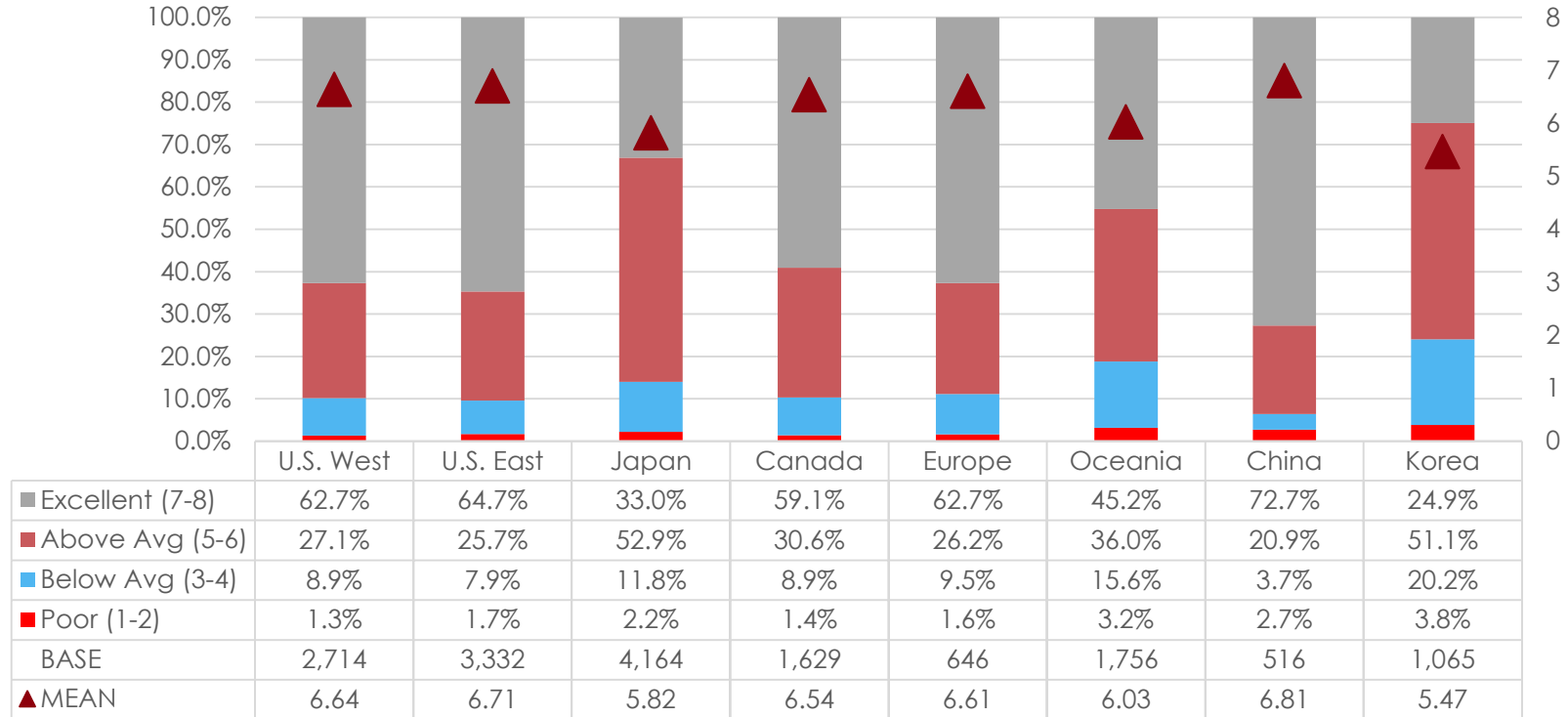
390 Q Which of the following areas did you visit during your stay on O'ahu?

AREAS VISITED KOREA



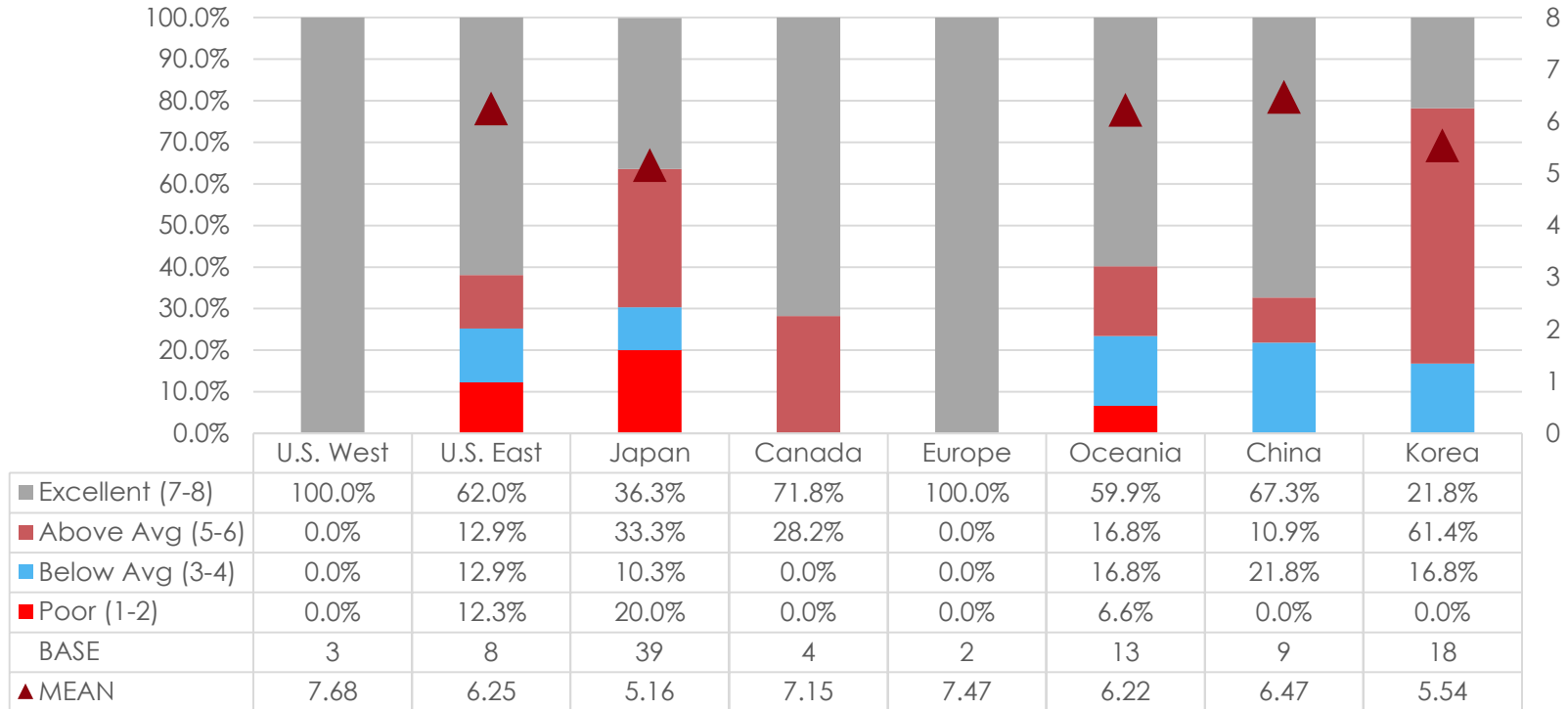
SATISFACTION – Daniel K. Inouye International Airport

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

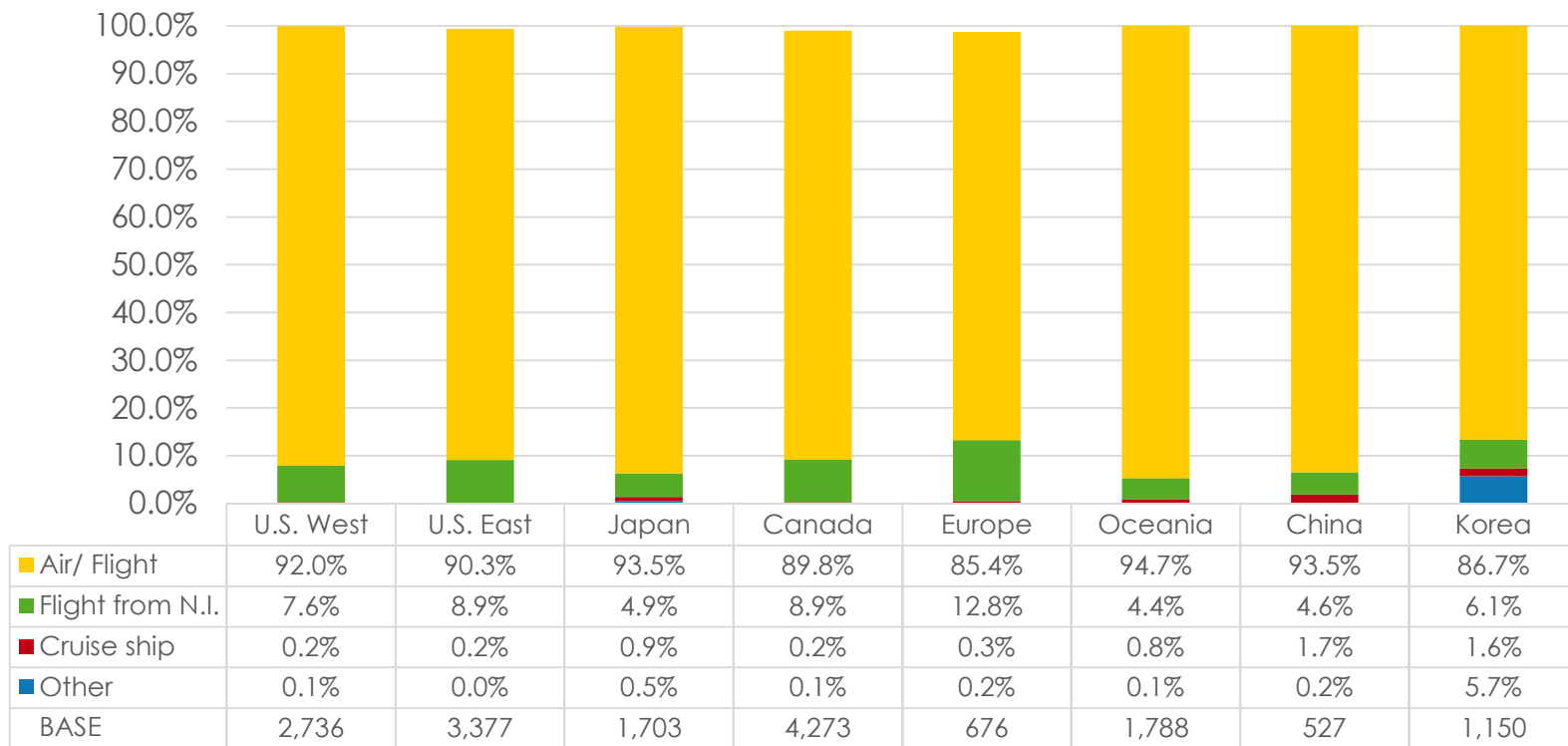


SATISFACTION – Honolulu Harbor

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



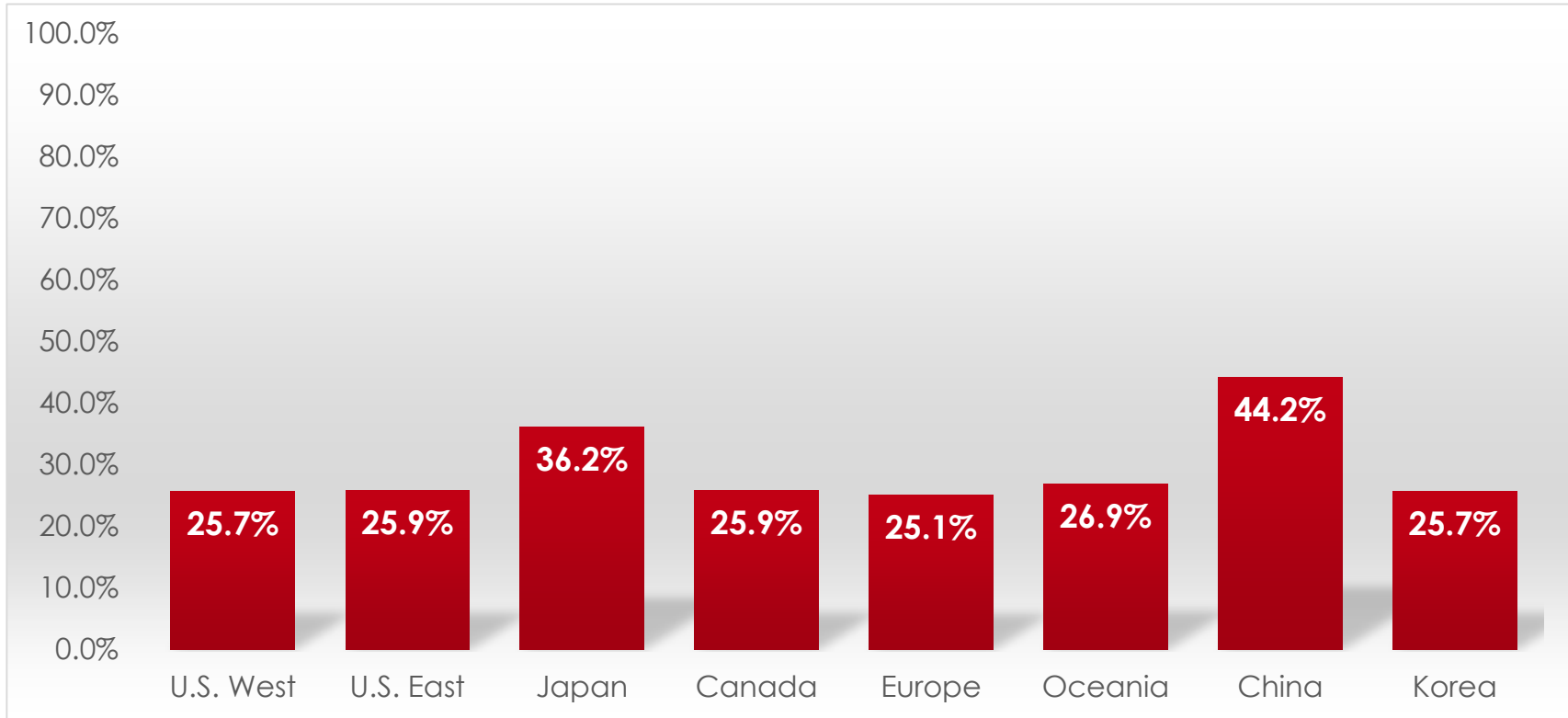
TRANSPAC TRAVEL OPTIONS – O‘AHU



SECTION – KAUA‘I

ADVERTISING AWARENESS – KAUA‘I

Caution small base: Japan, China, and Korea less than 100 respondents

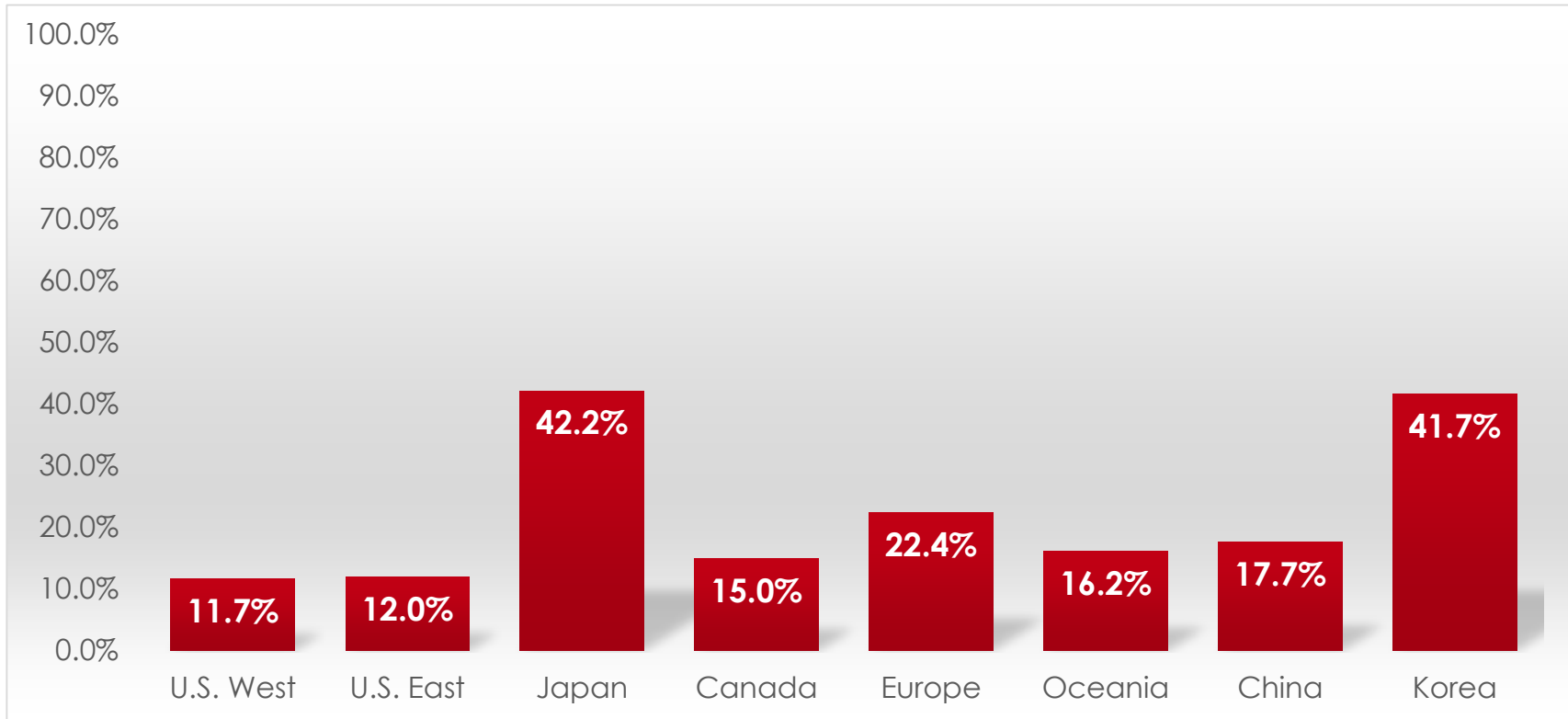


ADVERTISING AWARENESS – KAUA‘I

- Among U.S. visitors, aided advertising awareness for Kaua‘i increases with age with younger segments of the sample the least likely to have been exposed to marketing for the island.
- Visitors without a college degree from the U.S. were more likely to be exposed to marketing than were more educated visitors.
- First-time visitors to Kaua‘i were less likely to be exposed to advertising for the island compared to repeat visitors in the following MMAs: U.S. West, U.S. East, and Canada.

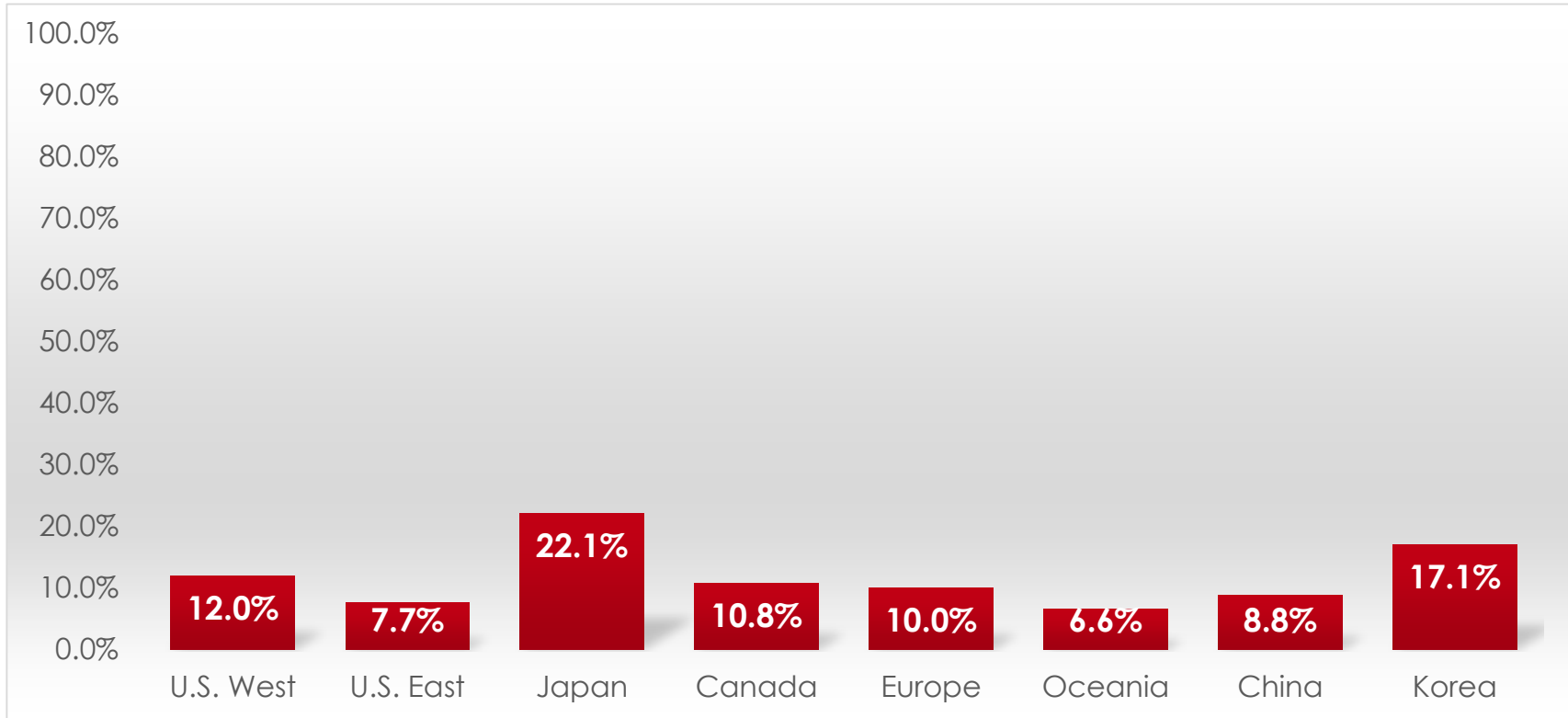
IMPACT OF LOCATION FILMING—KAUA'I

Caution small base: Japan, China, and Korea less than 100 respondents

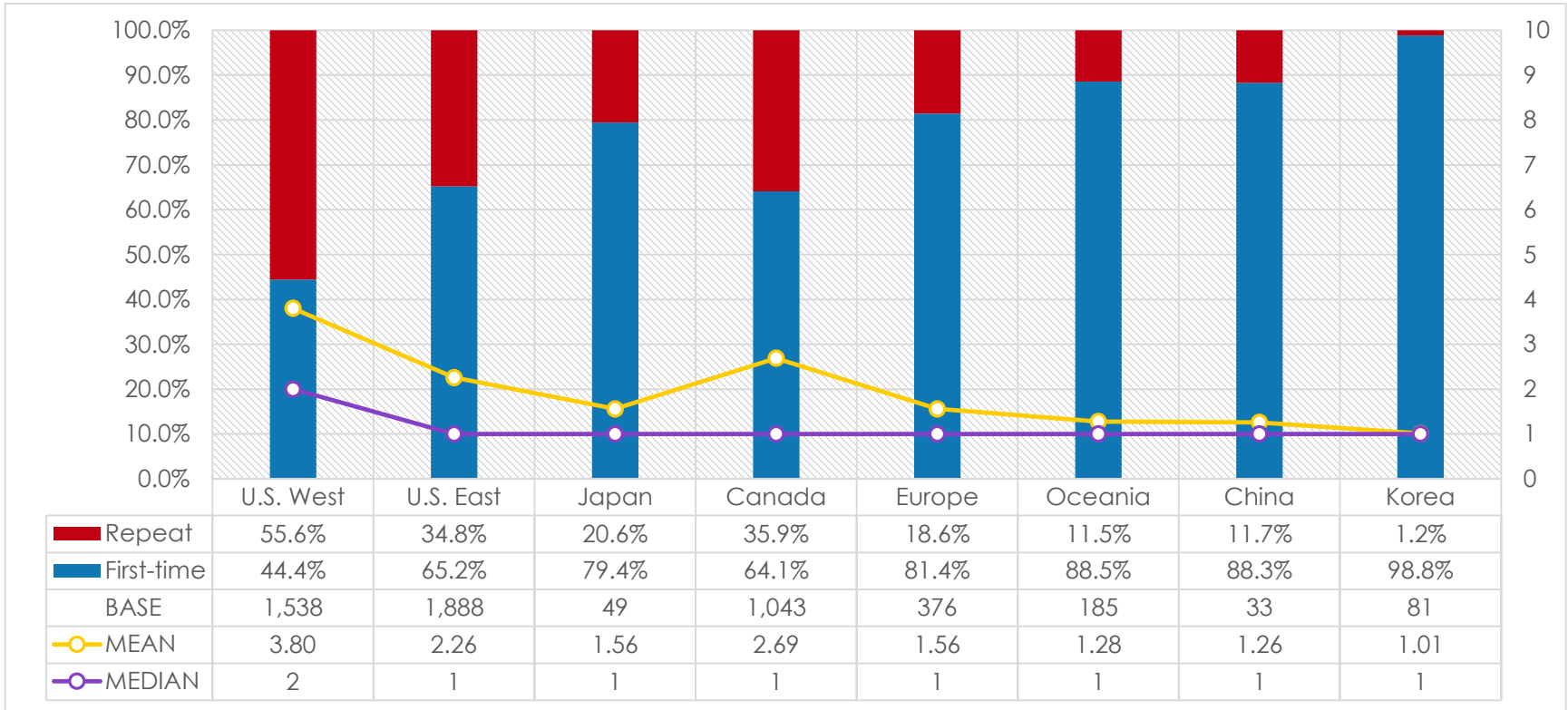


IMPACT OF HAWAIIAN MUSIC – KAUA‘I

Caution small base: Japan, China, and Korea less than 100 respondents



1ST TIME VS REPEAT VISITOR - KAUA'I



1ST TIME VS REPEAT VISITOR - KAUA'I

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- Among U.S. visitors, males had a higher probability of being repeat visitors to the island than did females.
- Among U.S. West visitors the frequency of visits to Kaua'i is higher among those in smaller travel parties.
- Among visitors hailing from the U.S., the number of visits to Kaua'i increases as they become more affluent.

ACCOMMODATIONS - KAUA'I

Caution small base: Japan, China, and Korea less than 100 respondents

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Hotel	32.6%	34.7%	47.2%	27.7%	53.0%	33.8%	69.2%	63.0%
Condominium	27.8%	17.5%	6.2%	29.9%	13.7%	15.1%	6.2%	0.0%
Timeshare	26.0%	18.6%	12.3%	19.4%	5.4%	4.1%	6.2%	1.3%
Cruise ship	5.3%	20.9%	14.1%	9.9%	11.0%	34.4%	9.3%	0.0%
Rental house	12.4%	8.4%	6.2%	14.0%	7.7%	4.7%	6.0%	6.1%
Friend/ relative	6.6%	4.2%	0.0%	3.6%	3.6%	3.1%	3.1%	0.0%
Camping/ beach	1.2%	0.7%	1.9%	3.4%	2.6%	0.5%	0.0%	1.3%
Day trip	0.7%	1.2%	14.2%	0.5%	1.6%	3.4%	6.0%	22.1%

STRENGTHS/ POSITIVE ASPECTS - KAUA'I

Caution small base: Japan, China, and Korea less than 100 respondents

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Natural beauty	38.5%	47.3%	61.4%	47.9%	55.7%	39.2%	42.3%	67.7%
Variety of activities	13.9%	16.9%	12.0%	14.1%	12.4%	20.9%	18.0%	14.8%
Aloha spirit	9.6%	8.0%	4.1%	9.3%	10.1%	5.6%	12.0%	2.5%
Beach/ ocean	11.0%	5.6%	1.9%	9.0%	4.1%	1.4%	3.1%	2.5%
Customer service	6.8%	5.1%	4.1%	3.4%	4.0%	10.1%	3.1%	6.3%
Local culture	5.9%	4.9%	4.0%	4.3%	3.6%	8.4%	3.1%	2.5%

STRENGTHS/ POSITIVE ASPECTS - KAUA'I

Caution small base: Japan, China, and Korea less than 100 respondents

- Younger visitors, particularly those under 35 from U.S. West, U.S. East, and Canada were more likely to single out Kaua'i's natural beauty than were older visitors from these MMAs.
- When segmented by repeat vs first-time visitors to Kaua'i from the U.S. we find that first-time visitors focus more on the natural beauty of the island and the variety of activities when asked about positive aspects of their trip while repeat visitors place a greater emphasis on things like the aloha spirit, the hospitality of the locals they come into contact with, and local culture.

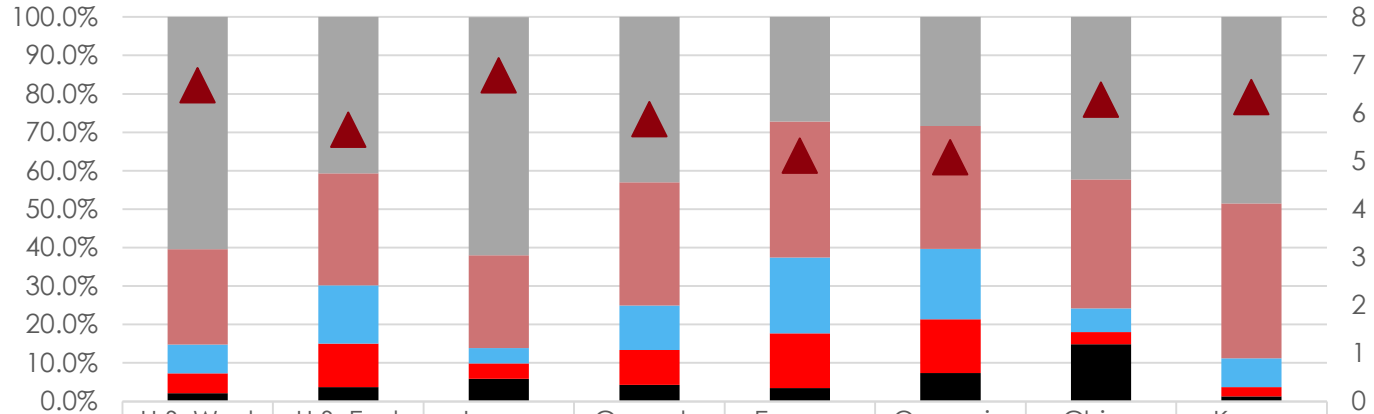
AREAS OF OPPORTUNITIES - KAUA'I

Caution small base: Japan, China, and Korea less than 100 respondents

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Nothing	37.5%	47.1%	40.8%	36.9%	44.5%	48.2%	51.4%	38.5%
Traffic	22.3%	17.4%	4.1%	21.7%	6.5%	7.7%	6.2%	3.7%
Driving experience	6.4%	5.1%	2.1%	5.6%	4.1%	5.7%	3.1%	2.5%
Not enough local culture	6.0%	4.7%	6.1%	4.3%	10.1%	6.2%	6.0%	10.2%
Food – variety	4.4%	3.9%	4.1%	3.8%	4.8%	2.3%	9.3%	12.5%
Rental car	3.8%	3.1%	0.0%	3.5%	2.2%	4.2%	0.0%	1.3%
Variety of attractions	2.5%	2.8%	4.0%	2.3%	5.4%	5.4%	12.0%	10.0%

LIKELIHOOD OF RETURN VISIT – KAUA‘I

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Very likely (7-8)	60.5%	40.7%	61.9%	43.0%	27.3%	28.4%	42.3%	48.6%
Somewhat likely (5-6)	24.8%	29.1%	24.1%	32.1%	35.4%	31.9%	33.5%	40.3%
Somewhat unlikely (3-4)	7.5%	15.2%	4.0%	11.5%	19.7%	18.3%	6.2%	7.5%
Very unlikely (1-2)	5.2%	11.3%	4.0%	9.1%	14.2%	14.0%	3.1%	2.4%
Not sure	2.1%	3.7%	5.9%	4.3%	3.5%	7.4%	14.9%	1.3%
BASE	1,530	1,869	49	1,038	368	185	33	80
MEAN	6.58	5.65	6.78	5.87	5.11	5.08	6.28	6.33

LIKELIHOOD OF RETURN VISIT – KAUA‘I

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- When segmented by educational background we find those visitors without a college degree from U.S. West, U.S. East, and Canada were more likely to indicate they would return to Kaua‘i than were those with a college degree from these areas.
- When segmented by repeat vs first-time visitors to Kaua‘i from the U.S. we find that first-time visitors focus more on the natural beauty of the island and the variety of activities when asked about positive aspects of their trip while repeat visitors place a greater emphasis on things like the aloha spirit, the hospitality of the locals they come into contact with, and local culture.

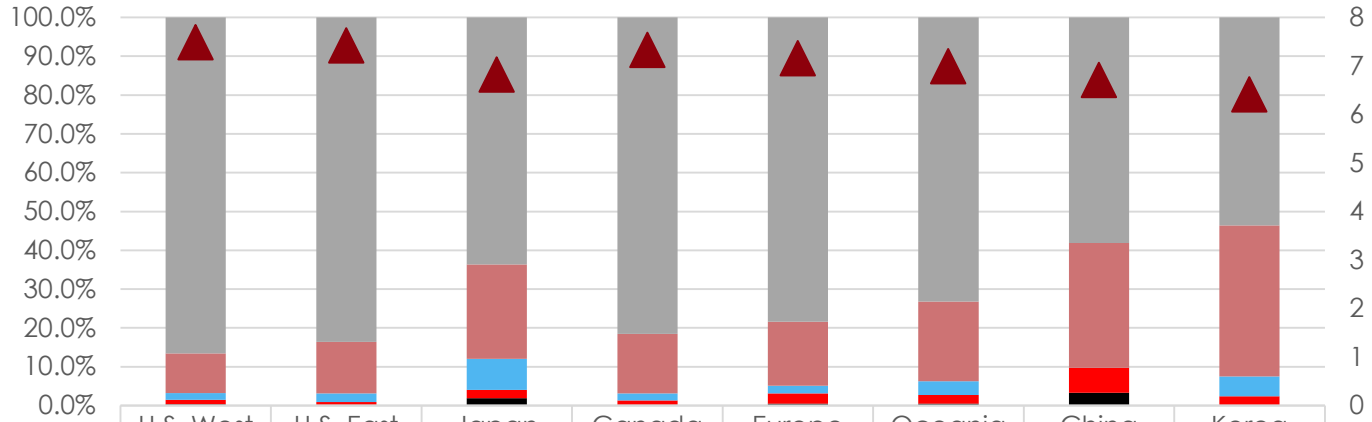
REASONS FOR NOT RETURNING - KAUA'I

Caution small base: Japan, Oceania, China, and Korea less than 100 respondents

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Want to visit someplace new	48.1%	49.1%	0.0%	60.4%	42.1%	53.6%	36.9%	45.0%
Cost/ expensive	22.8%	27.4%	0.0%	31.3%	32.2%	23.3%	24.8%	11.4%
Flight is too long	10.1%	30.2%	0.0%	22.5%	54.1%	2.8%	12.0%	22.8%
No compelling reason to return/ nothing new	13.9%	12.6%	14.8%	11.0%	10.3%	27.0%	25.5%	10.7%
Other financial obligations	7.7%	12.0%	70.4%	8.9%	8.8%	6.5%	0.0%	0.0%
Not enough value	11.8%	5.5%	0.0%	8.1%	6.0%	5.6%	24.8%	0.0%
Too crowded/ congested	8.1%	4.8%	0.0%	6.4%	3.7%	3.2%	12.8%	10.7%
Poor health/ age	5.5%	6.9%	0.0%	5.2%	4.5%	3.2%	12.8%	0.0%

KAUA'I - BRAND/DESTINATION – ADVOCACY

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	86.6%	83.7%	63.6%	81.5%	78.4%	73.3%	58.1%	53.7%
■ Somewhat likely (5-6)	10.2%	13.3%	24.4%	15.4%	16.5%	20.5%	32.2%	38.9%
■ Somewhat unlikely (3-4)	1.7%	2.2%	8.0%	1.8%	2.0%	3.6%	0.0%	5.1%
■ Very unlikely (1-2)	1.2%	0.7%	2.1%	1.1%	2.6%	2.2%	6.4%	2.4%
■ Not sure	0.3%	0.2%	1.9%	0.2%	0.5%	0.5%	3.3%	0.0%
BASE	1,526	1,858	49	1,035	362	184	31	80
▲ MEAN	7.49	7.42	6.82	7.33	7.16	6.99	6.71	6.41

KAUA'I - BRAND/DESTINATION – ADVOCACY

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- Among visitors from U.S. East, young travelers under the age of 35 are the strongest advocates for Kaua'i.
- Among visitors from U.S. West we find those who visited just Kaua'i were stronger advocates than were visitors from this MMA who also ventured to another island during their trip.

KAUA'I ACTIVITIES – SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.0%	96.8%	97.9%	97.1%	95.2%	97.7%	80.8	96.2%
On own (self-guided)	87.4%	74.7%	51.4%	84.6%	80.1%	54.2%	61.4%	61.1%
Helicopter/ airplane	14.8%	22.2%	6.2%	19.8%	28.6%	16.4%	19.4%	15.0%
Boat/ submarine/ whale	27.4%	29.4%	6.2%	26.9%	25.3%	16.4%	26.0%	6.1%
Visit towns	64.9%	55.8%	26.8%	63.9%	46.0%	43.6%	32.2%	20.2%
Limo/ van/ bus tour	5.6%	14.4%	34.5%	7.5%	10.3%	24.4%	15.7%	22.5%
Scenic views/ natural landmark	71.8%	71.1%	41.0%	76.3%	69.3%	59.5%	61.6%	49.9%
Movie/ TV/ film location	5.1%	8.5%	10.3%	4.8%	4.7%	9.4%	16.3%	16.3%

Caution small base: Japan, China, and Korea less than 100 respondents

KAUA'I ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.5%	92.5%	94.1%	96.7%	91.9%	90.5%	83.9%	87.4%
Beach/ sunbathing	82.3%	71.7%	41.0%	84.4%	76.8%	53.0%	68.0%	51.0%
Bodyboard/ Standup paddle board	15.4%	7.0%	4.0%	13.5%	7.6%	2.7%	6.4%	3.7%
Surfing	6.3%	4.4%	0.0%	10.0%	6.9%	3.3%	16.1%	2.5%
Canoeing/ kayak	15.4%	10.5%	0.0%	12.0%	10.8%	5.9%	6.4%	2.4%
Swim- ocean	62.0%	50.1%	14.5%	69.0%	58.8%	36.8%	28.9%	21.0%
Snorkel	45.7%	31.9%	8.1%	46.3%	38.1%	23.7%	22.3%	15.0%
Windsurf/ Kitesurf	0.2%	0.0%	0.0%	0.3%	0.3%	0.0%	3.1%	0.0%
Jet ski/ Parasail	0.2%	0.1%	2.1%	0.1%	0.0%	0.0%	3.1%	0.0%
Scuba	2.2%	1.8%	0.0%	2.6%	2.3%	1.0%	6.4%	0.0%
Fishing	3.3%	2.1%	0.0%	2.3%	0.3%	1.2%	9.5%	0.0%
Golf	8.4%	5.8%	6.2%	10.1%	1.6%	5.2%	9.5%	3.8%

Caution small base: Japan, China, and Korea less than 100 respondents

KAUA'I ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.5%	92.5%	94.1%	96.7%	91.9%	90.5%	83.9%	87.4%
Run/ Jog/ Fitness walk	30.0%	23.5%	4.1%	33.9%	12.7%	14.4%	16.1%	4.9%
Spa	8.5%	6.7%	2.1%	6.1%	3.6%	7.8%	19.2%	6.3%
Hiking/Backpack/Camp	37.2%	33.9%	6.2%	43.1%	31.4%	11.7%	16.3%	14.9%
Agritourism	11.6%	13.9%	28.6%	10.2%	4.3%	8.3%	19.4%	31.2%
Sport event/ tournament	0.9%	0.3%	0.0%	1.1%	0.5%	0.5%	3.1%	1.3%
Park/ botanical garden	41.1%	43.0%	44.9%	41.6%	38.6%	42.0%	48.3%	17.6%
Waterpark	0.7%	0.4%	0.0%	0.8%	1.4%	2.2%	19.0%	0.0%
Mountain tube/ waterfall rappel	7.1%	4.6%	0.0%	4.4%	4.7%	5.6%	3.1%	3.8%
Zip-lining	6.3%	6.9%	0.0%	3.5%	2.8%	6.1%	6.4%	1.3%
Skydiving	0.2%	0.2%	0.0%	0.1%	0.5%	0.0%	15.7%	0.0%
All terrain vehicle (ATV)	4.8%	5.7%	0.0%	3.9%	5.0%	3.0%	6.2%	0.0%
Horseback riding	2.5%	1.5%	0.0%	2.2%	1.4%	1.2%	12.6%	0.0%

Caution small base: Japan, China, and Korea less than 100 respondents

KAUA'I ACTIVITIES – ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.9%	93.6%	85.8%	95.9%	93.0%	91.1%	90.3%	96.3%
Lunch/ sunset/ dinner/ evening cruise	23.2%	25.5%	10.1%	22.6%	26.6%	16.9%	51.6%	27.4%
Live music/ stage show	27.2%	26.8%	16.4%	27.2%	20.1%	16.1%	9.5%	3.7%
Nightclub/ dancing/ bar/ karaoke	5.5%	5.9%	4.1%	5.4%	1.7%	2.1%	9.5%	0.0%
Fine dining	53.3%	46.5%	26.7%	44.2%	33.1%	33.7%	38.6%	23.9%
Family restaurant	60.5%	49.2%	10.3%	54.1%	36.3%	38.0%	12.6%	16.1%
Fast food	30.5%	23.6%	14.2%	37.2%	31.3%	23.1%	38.9%	30.0%
Food truck	33.7%	29.8%	6.1%	37.0%	27.2%	16.9%	19.2%	18.6%
Café/ coffee house	45.0%	37.1%	32.9%	49.6%	42.1%	53.6%	28.9%	31.2%
Ethnic dining	26.8%	26.0%	4.1%	22.8%	14.9%	8.8%	9.5%	27.5%
Prepared own meal	60.3%	39.3%	14.5%	66.9%	37.1%	30.1%	16.5%	13.6%

Caution small base: Japan, China, and Korea less than 100 respondents

KAUA'I ACTIVITIES – SHOPPING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.1%	91.2%	85.8%	94.5%	93.2%	87.0%	87.0%	80.1%
Mall/ department store	25.1%	20.8%	40.9%	38.4%	32.3%	33.1%	45.3%	21.4%
Designer boutique	17.0%	15.4%	6.2%	17.8%	11.7%	12.6%	9.5%	1.3%
Hotel/ resort store	23.2%	23.9%	24.8%	19.8%	14.0%	14.4%	15.9%	13.7%
Swap meet/ flea market	8.5%	5.9%	2.1%	9.6%	2.5%	3.3%	3.1%	0.0%
Discount/ outlet store	12.7%	12.0%	1.9%	13.0%	6.5%	11.1%	25.8%	21.4%
Supermarket	71.0%	52.3%	47.0%	71.7%	70.0%	42.5%	44.8%	41.0%
Farmer's market	41.2%	31.0%	8.1%	47.7%	34.5%	21.2%	19.4%	6.2%
Convenience store	39.0%	34.6%	2.1%	37.5%	18.0%	28.6%	26.0%	24.8%
Duty free store	1.0%	1.3%	6.2%	2.0%	1.3%	1.7%	28.9%	8.8%
Local shop/ artisan	74.9%	71.0%	20.5%	70.8%	58.1%	57.6%	32.5%	11.2%

Caution small base: Japan, China, and Korea less than 100 respondents

KAUA‘I ACTIVITIES – HISTORY, CULTURE, FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	64.4%	64.5%	67.5%	63.4%	56.7%	59.1%	70.9%	65.1%
Historic military site	4.3%	6.7%	18.5%	4.8%	6.0%	9.0%	28.7%	7.6%
Other historical site	27.9%	26.8%	36.9%	27.7%	24.7%	26.6%	22.5%	38.9%
Museum/ art gallery	15.4%	13.2%	8.3%	16.5%	9.9%	9.9%	22.3%	6.3%
Luau/ Polynesian show/ hula show	26.2%	30.6%	8.1%	27.3%	21.9%	23.0%	6.4%	7.4%
Lesson- ex. ukulele, hula, canoe, lei making	4.7%	5.3%	12.3%	5.8%	3.9%	4.4%	16.1%	1.3%
Play/ concert/ theatre	2.8%	1.8%	4.1%	4.1%	3.5%	3.5%	3.1%	3.8%
Art/ craft fair	17.8%	14.1%	0.0%	16.8%	9.3%	4.6%	13.2%	6.2%
Festival event	4.9%	3.3%	2.1%	4.1%	2.8%	3.1%	0.0%	2.5%

Caution small base: Japan, China, and Korea less than 100 respondents

KAUA'I ACTIVITIES – TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	94.9%	94.8%	97.9%	95.5%	93.3%	95.5%	93.8%	95.0%
Airport shuttle	15.6%	13.1%	18.6%	14.2%	14.6%	19.2%	9.7%	6.3%
Trolley	0.6%	2.0%	0.0%	0.8%	2.0%	4.5%	0.0%	1.3%
Public bus	1.2%	1.6%	2.1%	2.0%	2.6%	5.0%	3.1%	2.5%
Tour bus/ tour van	6.8%	20.1%	48.6%	9.7%	11.7%	39.1%	32.0%	48.9%
Taxi/ limo	3.6%	5.0%	14.2%	7.2%	9.0%	13.7%	16.1%	6.3%
Rental car	87.6%	73.6%	37.2%	85.8%	75.7%	48.7%	58.3%	41.0%
Ride share	3.5%	4.2%	2.1%	3.1%	1.7%	7.2%	9.5%	1.3%
Bicycle rental	4.1%	3.7%	0.0%	6.5%	2.5%	1.6%	3.3%	0.0%

Caution small base: Japan, China, and Korea less than 100 respondents

KAUA'I ACTIVITIES – OTHER

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	18.6%	12.6%	8.1%	15.1%	9.1%	10.7%	19.4%	23.8%
Visit friends/ family	17.4%	11.8%	6.2%	13.5%	7.5%	10.7%	16.3%	22.5%
Volunteer- non-profit	1.9%	1.3%	1.9%	2.4%	1.9%	0.0%	3.1%	2.5%

Caution small base: Japan, China, and Korea less than 100 respondents

ATTRACTIONS – KAUA'I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Fern Grotto	13.4%	13.9%	49.2%	11.9%	12.8%	20.0%	19.0%	3.8%
Hanalei	58.3%	46.5%	30.8%	61.4%	54.0%	36.6%	29.1%	16.1%
Kalapaki Beach	26.4%	28.2%	10.3%	36.3%	32.1%	18.1%	45.3%	8.7%
Kaua'i Museum	4.8%	4.7%	4.1%	6.1%	3.3%	4.5%	28.5%	5.0%
Kilauea Lighthouse	40.6%	37.7%	26.8%	42.5%	38.9%	29.3%	38.9%	21.3%
Koke'e	11.1%	11.6%	8.3%	19.5%	22.1%	8.5%	22.7%	6.3%
Koke'e Museum	2.5%	2.3%	4.1%	4.2%	3.4%	2.7%	6.4%	3.7%
Lihu'e Town	52.4%	42.8%	30.8%	54.0%	42.1%	36.0%	12.8%	18.6%
Na Aina Kai Gardens	3.7%	2.6%	2.1%	3.4%	3.0%	2.1%	12.6%	2.5%
Napali Coast	42.8%	52.3%	24.5%	52.3%	59.5%	37.4%	38.8%	26.2%

Caution small base: Japan, China, and Korea less than 100 respondents

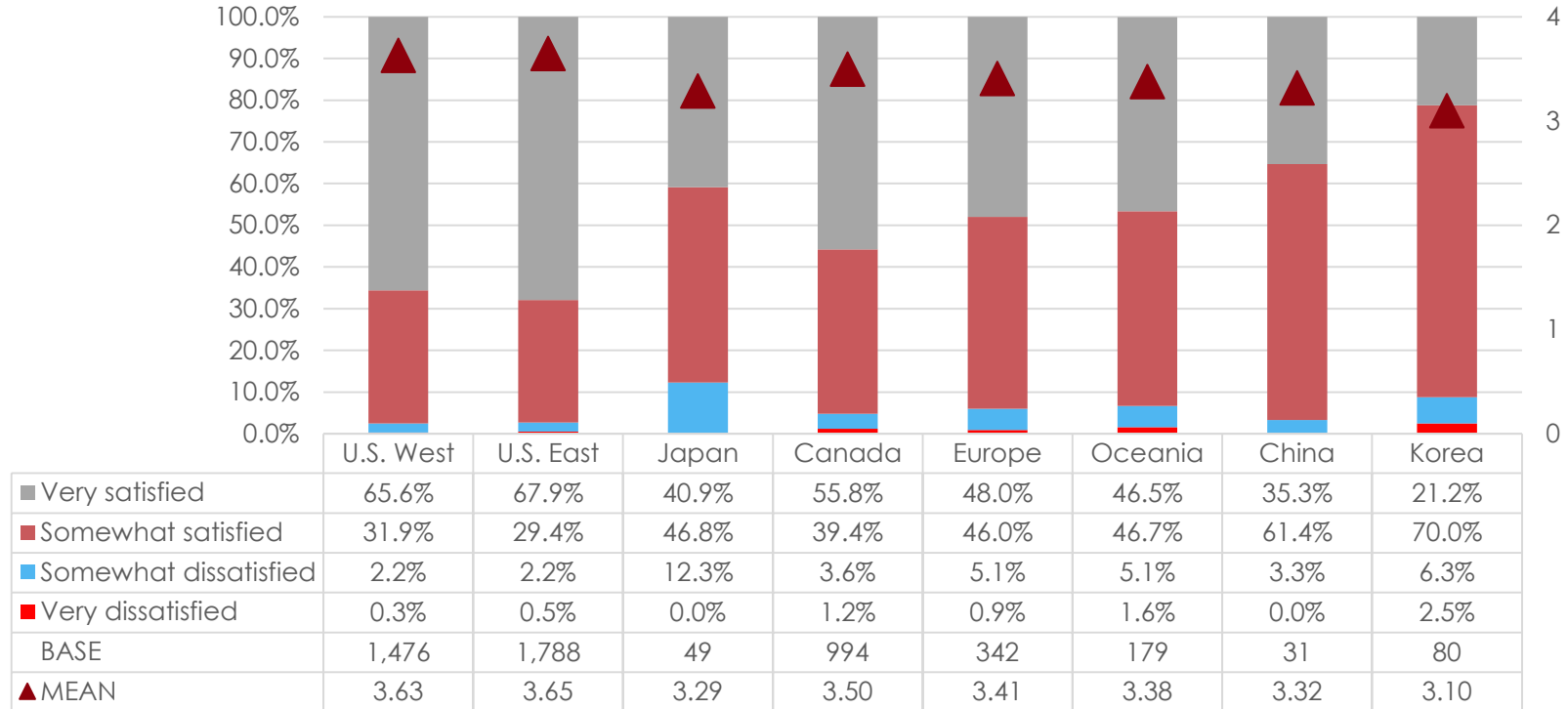
ATTRACTIONS – KAUA‘I (cont.)

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Allerton Garden	10.7%	10.2%	10.3%	9.6%	8.8%	11.7%	22.5%	1.3%
Limahuli Garden	4.3%	4.0%	6.2%	3.4%	5.4%	5.0%	12.6%	2.5%
Old Koloa Town	45.1%	31.0%	14.3%	46.1%	33.3%	27.8%	22.5%	10.0%
Po‘ipu Beach	67.6%	54.8%	32.9%	68.7%	60.5%	41.9%	35.5%	38.5%
Smith’s Tropical Paradise Gardens	54.6%	45.6%	14.3%	58.0%	40.3%	36.0%	15.7%	11.1%
Princeville	11.1%	10.2%	4.1%	8.5%	6.4%	2.5%	15.9%	1.3%
Wailua Falls	48.7%	52.4%	39.1%	57.2%	59.3%	46.0%	61.6%	51.2%
Waimea Canyon	59.2%	66.1%	75.6%	71.5%	75.7%	61.6%	41.9%	62.4%

Caution small base: Japan, China, and Korea less than 100 respondents

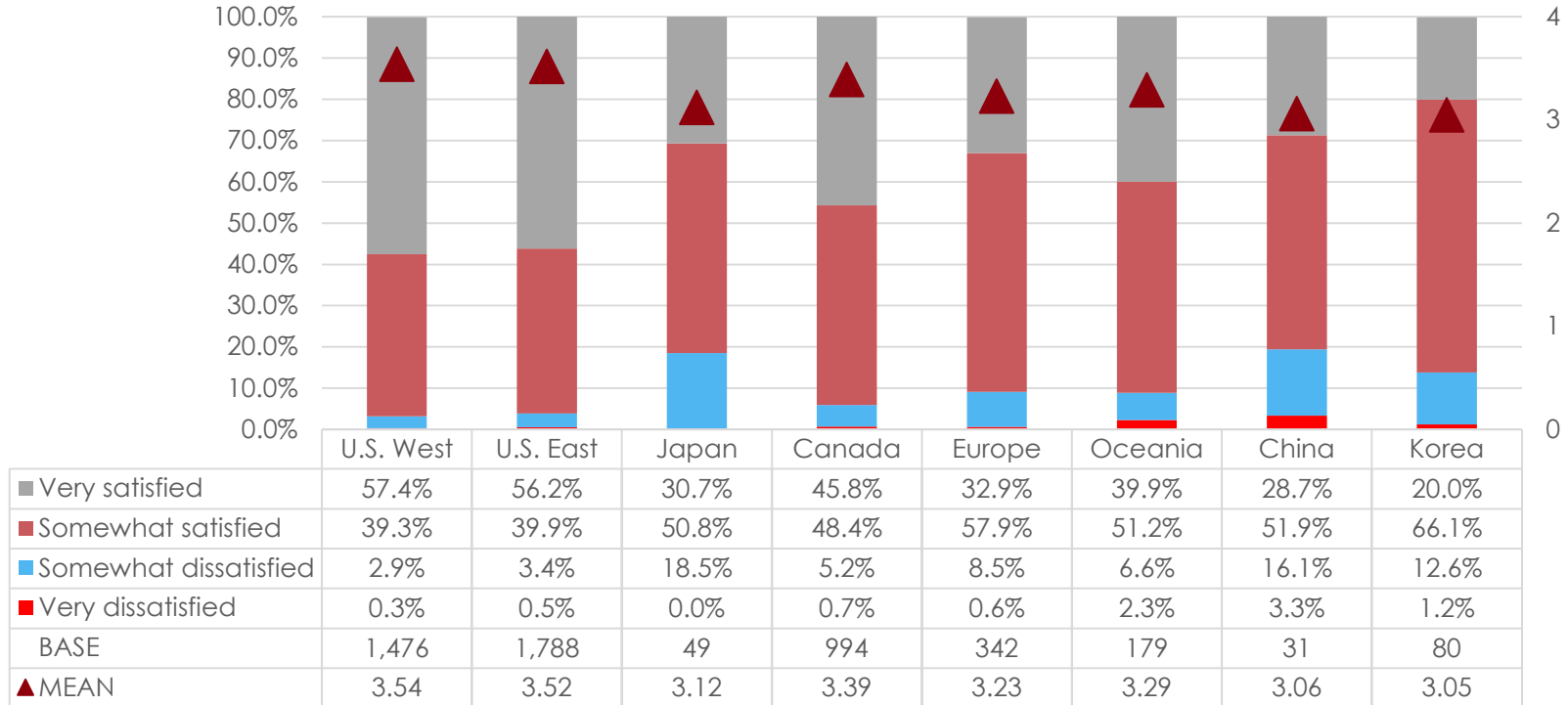
SATISFACTION – ENTERTAINMENT

4-pt Rating Scale
4=Very Satisfied / 1=Very Dissatisfied



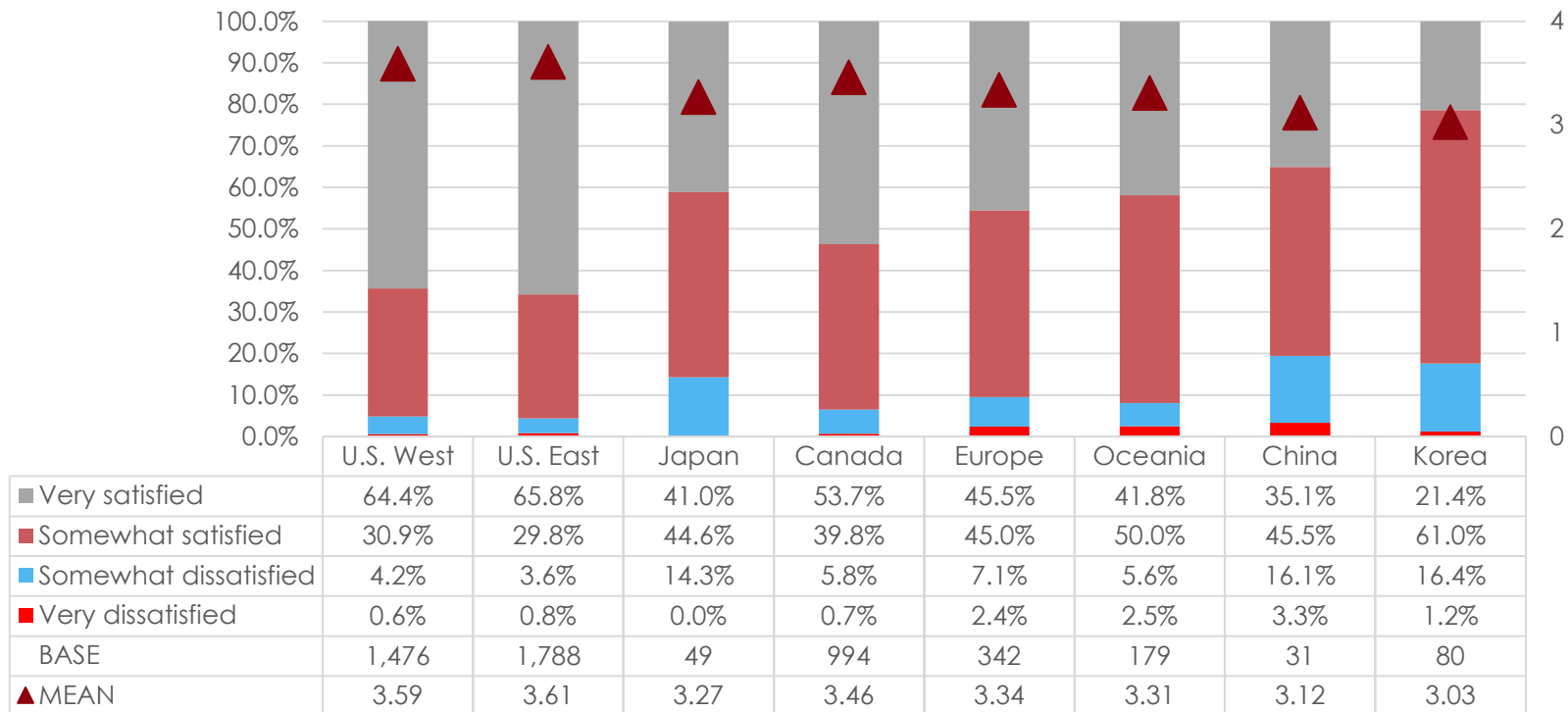
SATISFACTION – SHOPPING

4-pt Rating Scale
4=Very Satisfied / 1=Very Dissatisfied



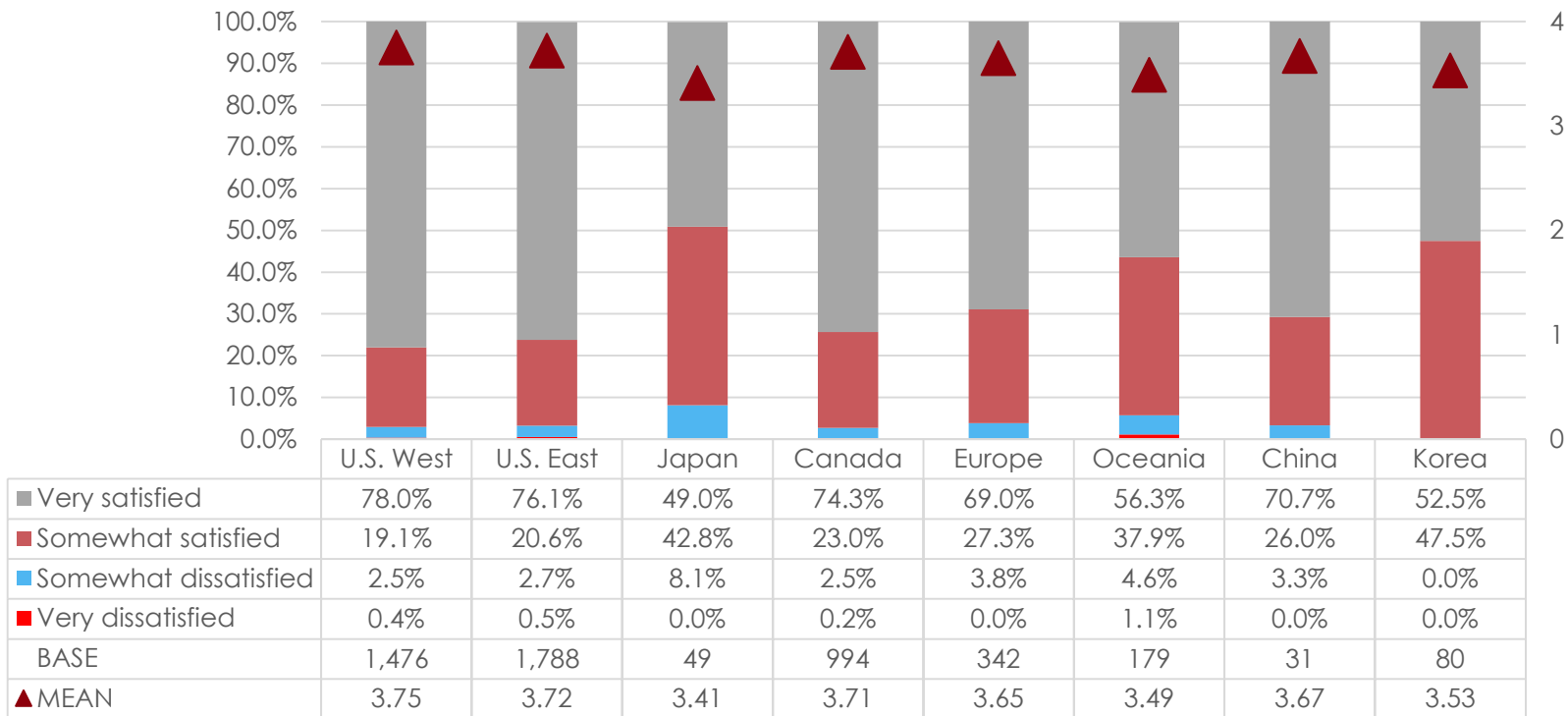
SATISFACTION – DINING

4-pt Rating Scale
4=Very Satisfied / 1=Very Dissatisfied



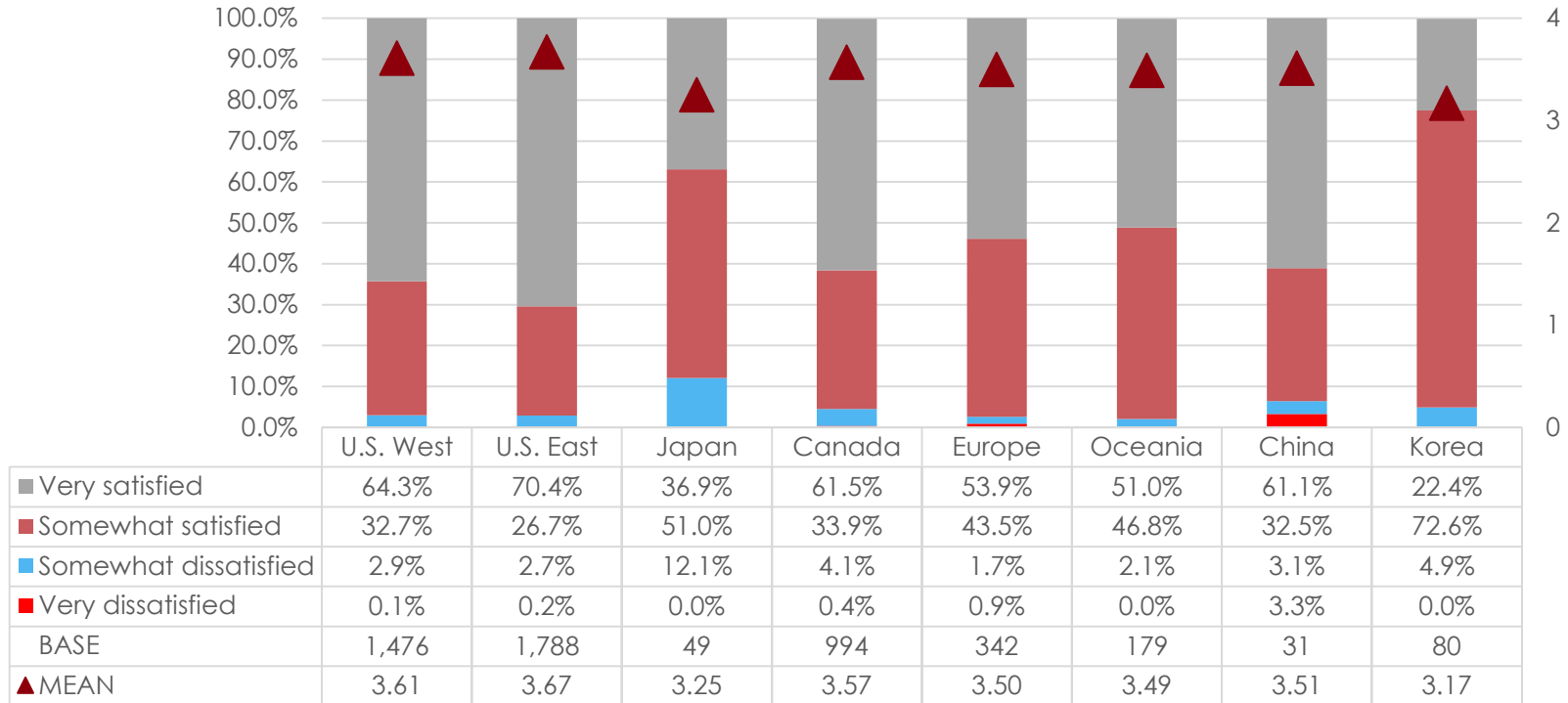
SATISFACTION – BEACHES

4-pt Rating Scale
4=Very Satisfied / 1=Very Dissatisfied



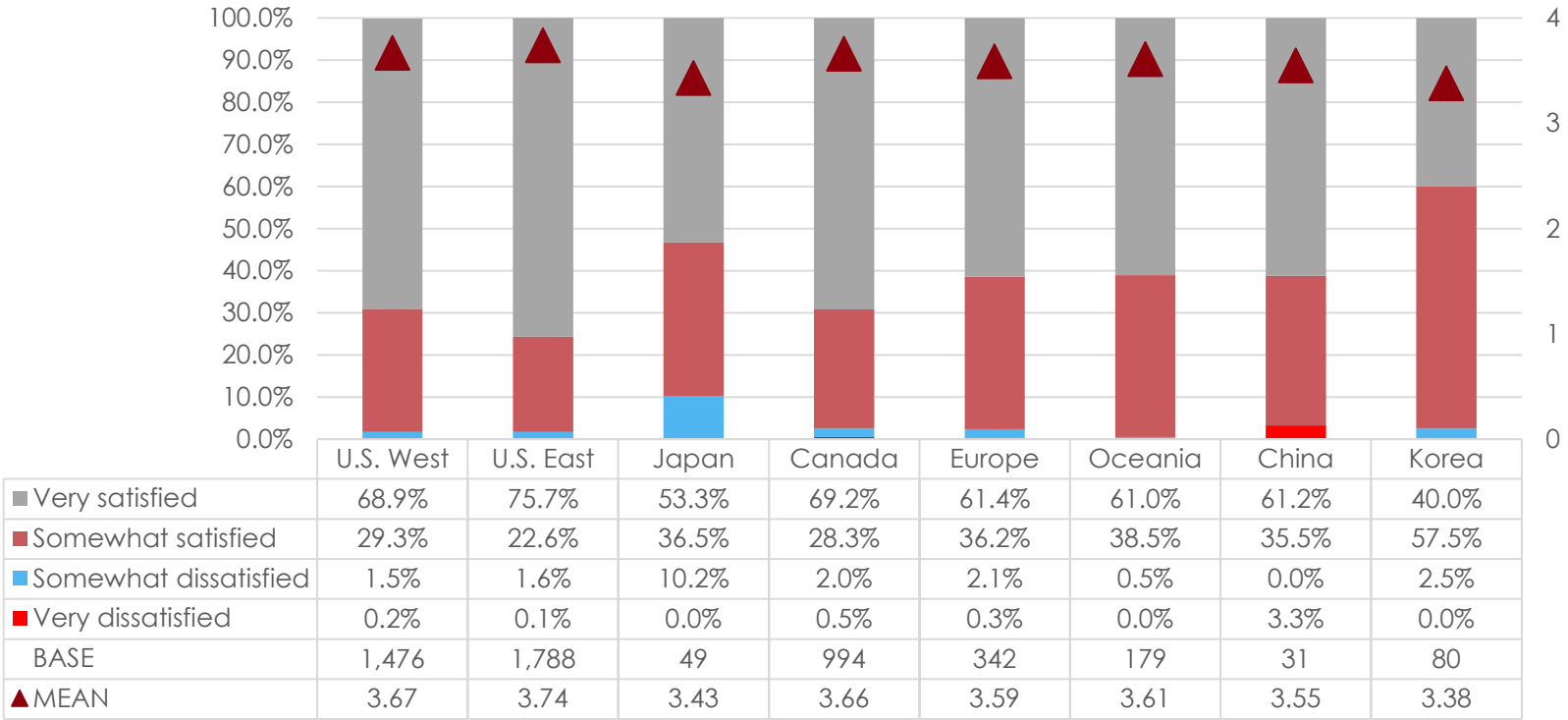
SATISFACTION – PUBLIC AREAS

4-pt Rating Scale
4=Very Satisfied / 1=Very Dissatisfied



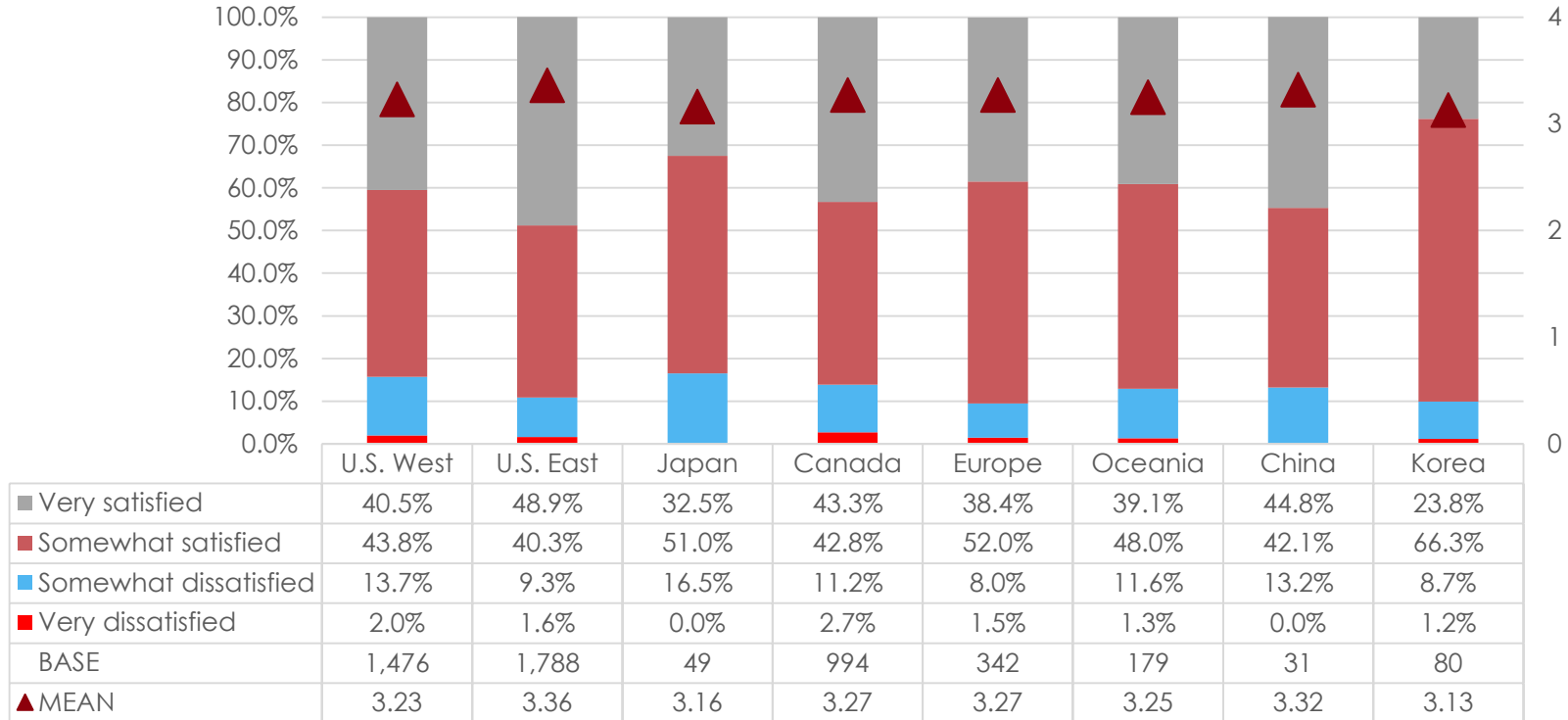
SATISFACTION – PARKS

4-pt Rating Scale
4=Very Satisfied / 1=Very Dissatisfied



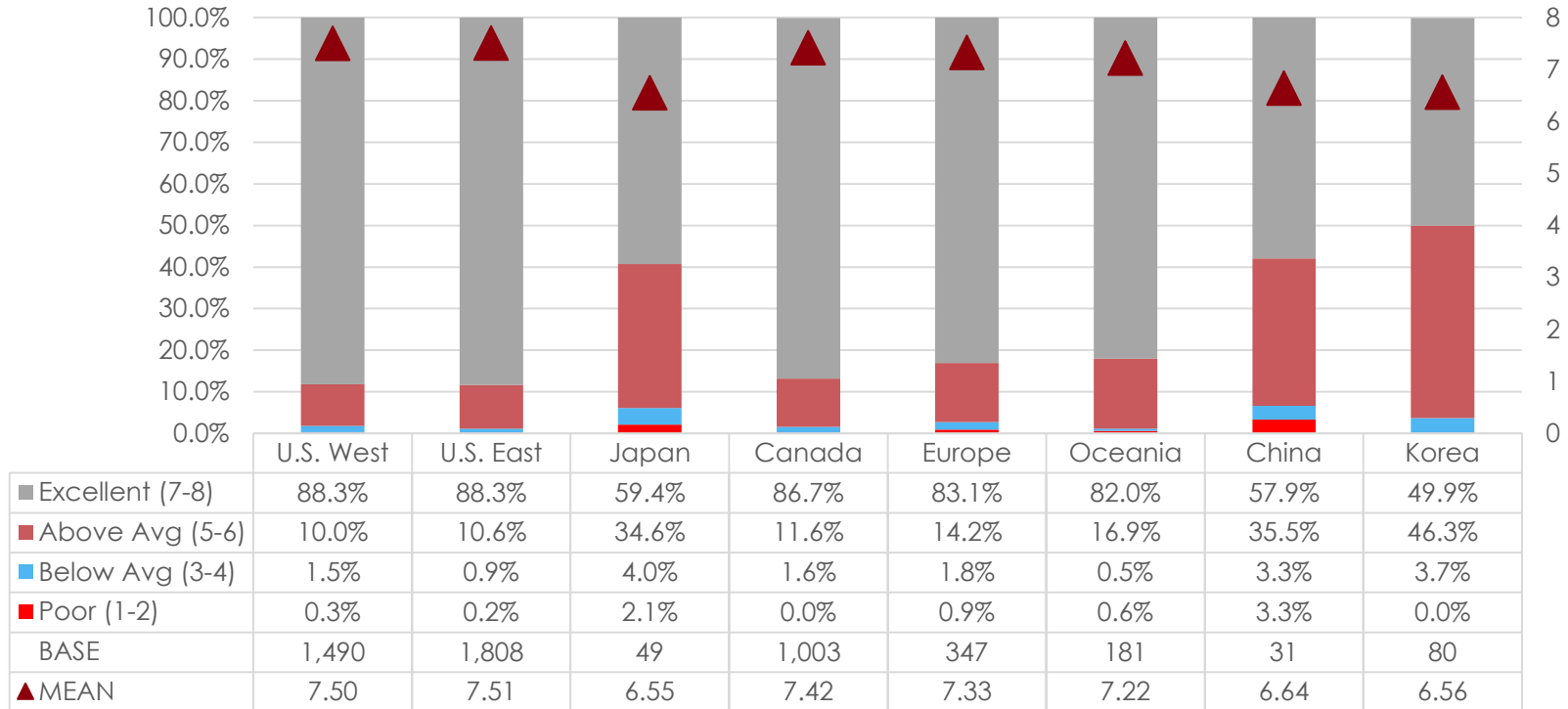
SATISFACTION – ROADS

4-pt Rating Scale
4=Very Satisfied / 1=Very Dissatisfied



FRIENDLINESS OF KAUA'I RESIDENTS

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



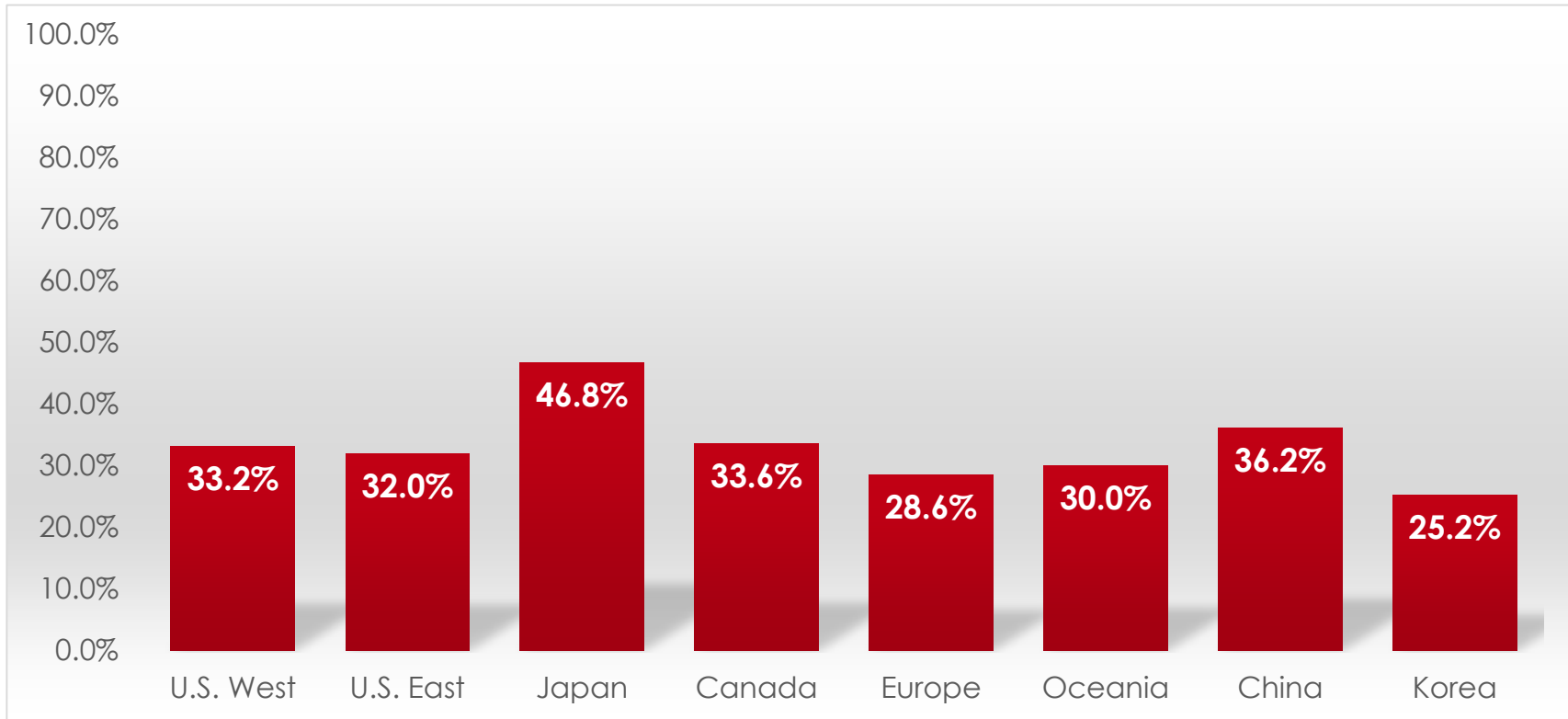
TOP INFLUENCERS – KAUA‘I TRIP

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Friend recommendation	36.0%	35.6%	26.2%	41.1%	30.5%	28.3%	55.0%	28.8%
Been here before	22.6%	14.2%	6.2%	13.9%	3.9%	4.5%	0.0%	0.0%
Travel agent	2.2%	8.6%	24.4%	3.9%	14.0%	14.3%	12.8%	21.4%
Article/ blog	3.0%	6.4%	16.5%	7.6%	19.5%	8.2%	22.5%	26.1%
Cruise line stop	1.9%	8.4%	2.1%	4.4%	5.0%	15.6%	0.0%	0.0%
Visit friends/ family	5.4%	3.7%	0.0%	2.8%	2.5%	3.4%	0.0%	0.0%
Attending conference/ Event	4.3%	4.5%	2.1%	5.0%	1.5%	1.0%	0.0%	1.3%
Nature/ beauty	4.3%	4.1%	0.0%	4.4%	2.4%	2.9%	0.0%	1.3%

Caution small base: Japan, China, and Korea less than 100 respondents

SECTION – MAUI

AIDED ADVERTISING AWARENESS – MAUI

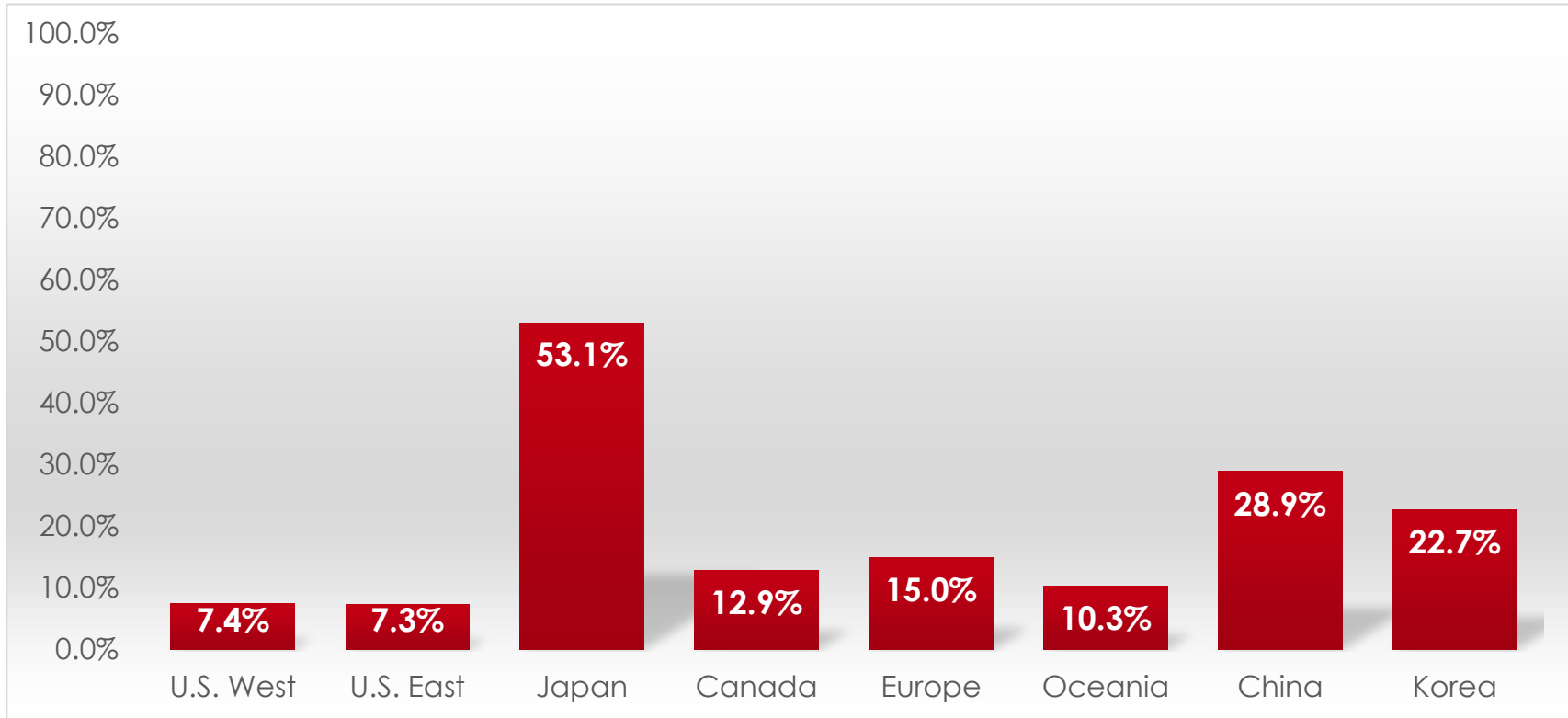


431 Q. Do you remember seeing or hearing advertising for the island of Maui prior to your arrival?

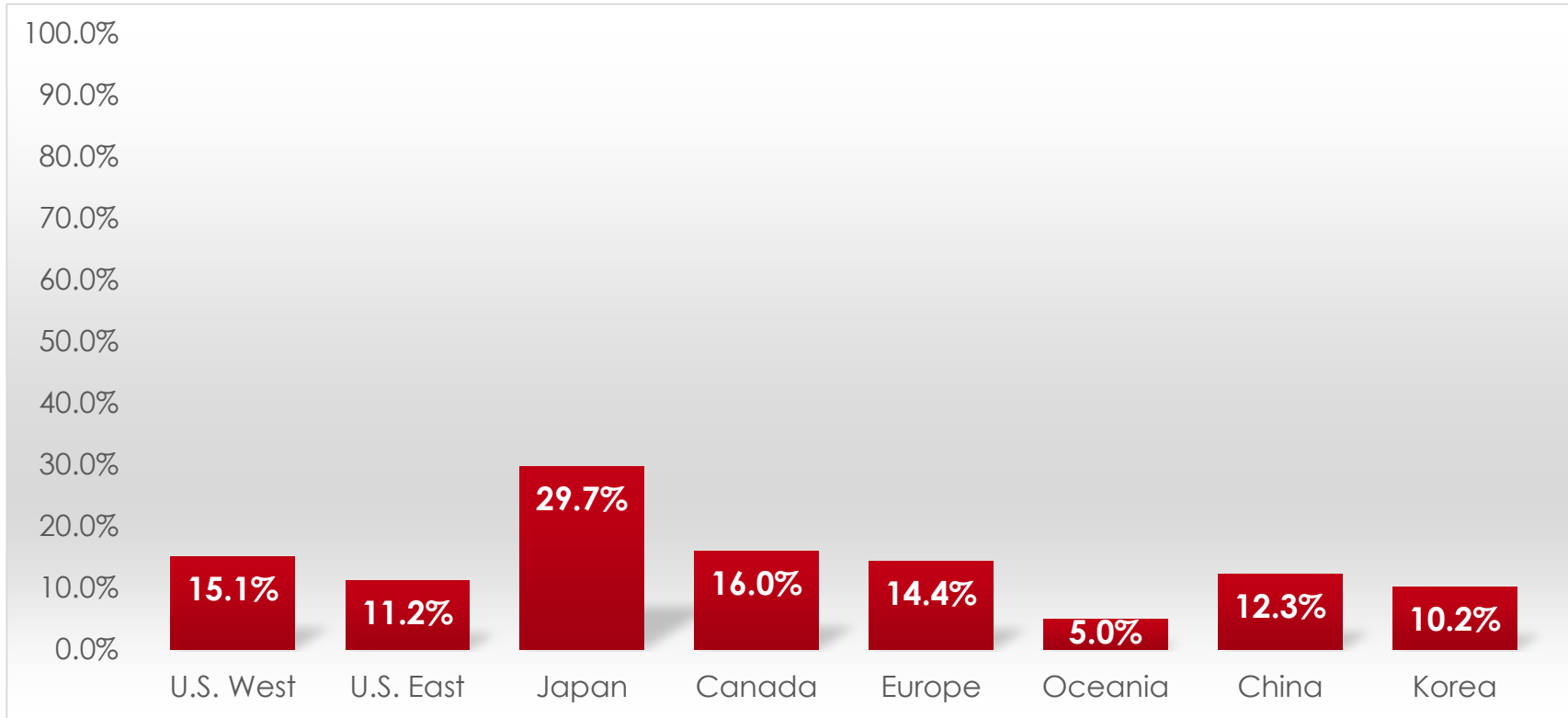
AIDED ADVERTISING AWARENESS – MAUI

- Among U.S. visitors, aided advertising awareness for Maui increases with age with younger segments of the sample the least likely to have been exposed to marketing for the island.
- Visitors without a college degree from the U.S. East and Oceania were more likely to be exposed to marketing than were more educated visitors from these MMAs.
- Among Canadian visitors, repeat visitors to Maui were more likely to have been exposed to advertising from Maui than were first-time visitors from this MMA.

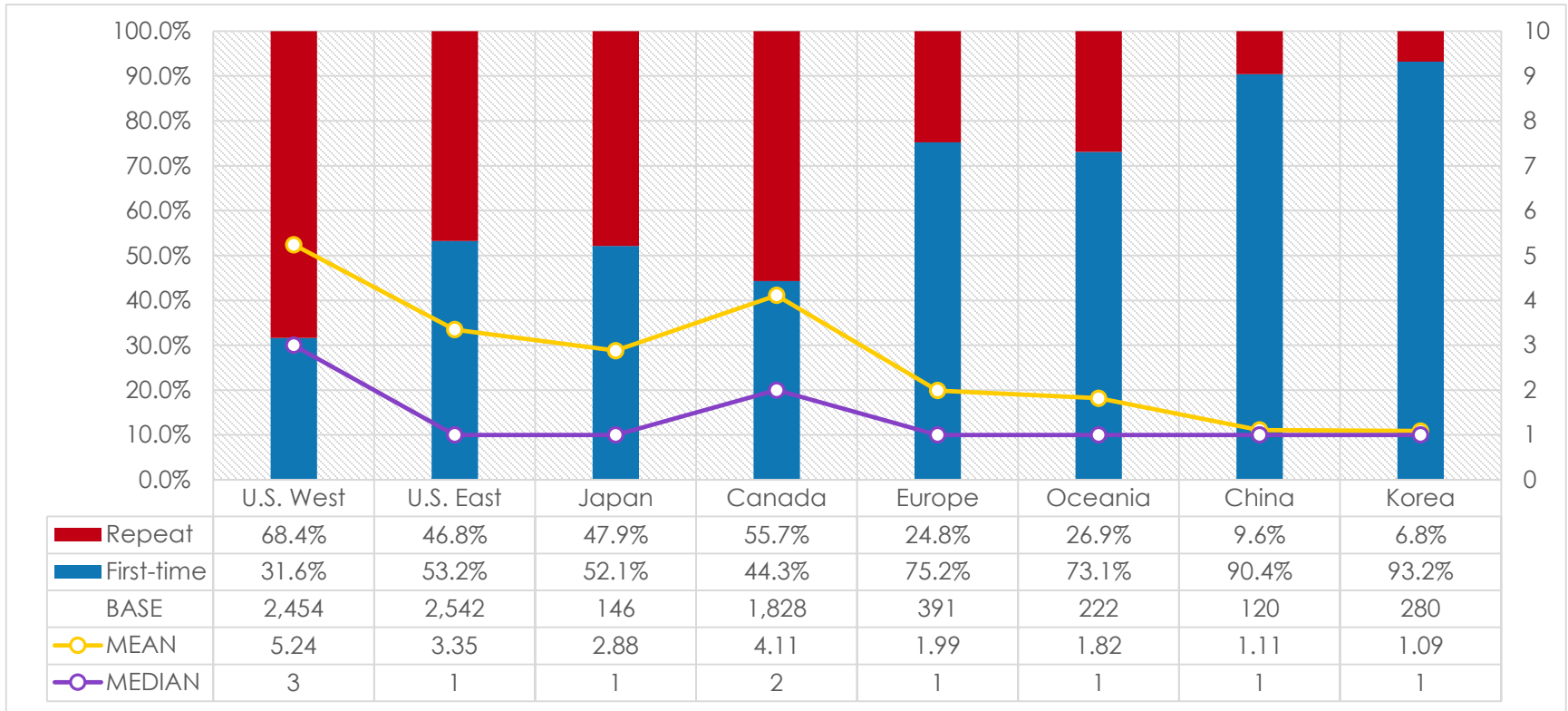
IMPACT OF LOCATION FILMING– MAUI



IMPACT OF HAWAIIAN MUSIC – MAUI



1ST TIME VS REPEAT VISITOR - MAUI



1ST TIME VS REPEAT VISITOR - MAUI

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- Among U.S. visitors, males have visited Maui more often on average than females.
- Among U.S. visitors more affluent visitors have come to Maui more often than less affluent travelers.

ACCOMMODATIONS - MAUI

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Hotel	39.3%	48.8%	69.7%	30.9%	54.7%	52.8%	74.2%	87.6%
Condominium	38.2%	28.8%	17.3%	51.6%	20.7%	22.1%	9.2%	1.1%
Timeshare	21.1%	15.1%	3.4%	10.4%	2.5%	4.8%	3.3%	0.7%
Rental house	6.7%	6.4%	2.0%	8.1%	10.2%	3.6%	3.3%	4.2%
Friend/ relative	7.1%	4.8%	2.8%	6.0%	7.4%	3.4%	.8%	1.1%
Cruise ship	1.1%	3.6%	0.0%	1.4%	1.8%	8.5%	0.0%	0.0%

STRENGTHS/ POSITIVE ASPECTS - MAUI

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Natural beauty	17.4%	29.0%	29.3%	26.4%	32.3%	21.5%	42.7%	47.3%
Beach/ ocean	23.4%	13.7%	15.9%	19.6%	16.4%	13.1%	15.2%	11.8%
Variety of activities	16.5%	20.5%	18.0%	14.4%	14.3%	17.5%	23.6%	19.5%
Aloha spirit	10.9%	10.1%	3.5%	12.5%	16.6%	9.2%	2.5%	2.5%
Customer service	6.4%	6.5%	2.1%	5.5%	7.2%	11.7%	.9%	4.3%
Local culture	5.5%	5.1%	4.8%	4.8%	3.1%	4.7%	2.5%	3.2%

STRENGTHS/ POSITIVE ASPECTS - MAUI

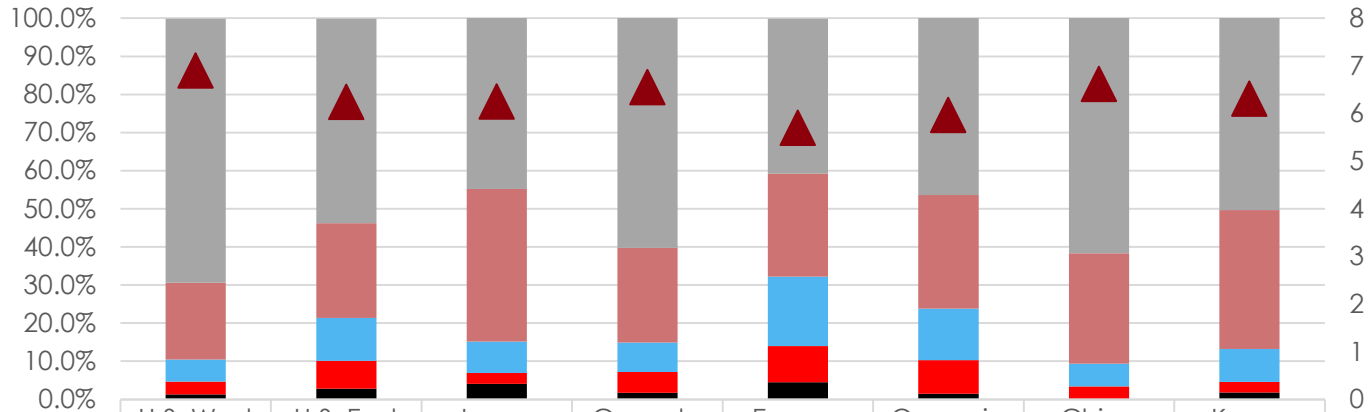
- Younger visitors from the U.S. were more likely to list Maui's natural beauty and the Aloha spirit as positive aspects of their trip than older visitors from the U.S.
- Male visitors from the U.S, more so than their female counterparts singled out the variety of activities on Maui as a positive aspect of their trip.

AREAS OF OPPORTUNITIES - MAUI

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Nothing	40.4%	45.0%	33.2%	41.9%	47.2%	56.4%	36.3%	27.2%
Traffic	15.1%	12.6%	4.1%	10.5%	6.7%	7.8%	2.4%	6.0%
Rental car	7.6%	6.8%	4.1%	8.4%	3.1%	2.6%	5.1%	9.7%
Not enough local culture	7.5%	6.4%	7.6%	7.5%	5.2%	5.5%	10.3%	11.4%
Driving experience	6.9%	6.6%	11.0%	5.1%	5.1%	2.5%	3.3%	3.5%
Cost/ expensive	3.4%	2.9%	1.4%	5.9%	5.0%	1.9%	.9%	0.4%

LIKELIHOOD OF RETURN VISIT – MAUI

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Very likely (7-8)	69.3%	53.7%	44.9%	60.3%	40.7%	46.5%	61.8%	50.3%
Somewhat likely (5-6)	20.1%	24.8%	40.0%	24.9%	27.0%	29.8%	28.9%	36.5%
Somewhat unlikely (3-4)	5.8%	11.3%	8.3%	7.7%	18.2%	13.5%	6.0%	8.6%
Very unlikely (1-2)	3.4%	7.3%	2.8%	5.5%	9.5%	8.8%	3.4%	2.8%
Not sure	1.3%	2.8%	4.1%	1.7%	4.5%	1.5%	0.0%	1.8%
BASE	2,433	2,522	145	1,818	385	219	118	280
MEAN	6.90	6.24	6.25	6.55	5.70	5.97	6.62	6.31

LIKELIHOOD OF RETURN VISIT – MAUI

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

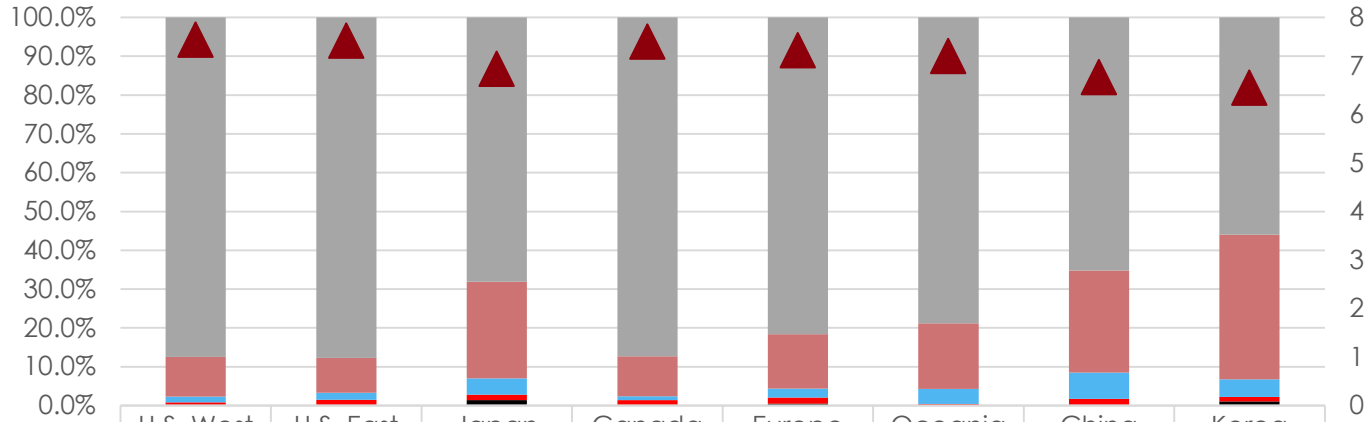
- Visitors from U.S. West without a college degree indicate a greater likelihood of revisiting Maui than do college graduates that hail from this MMA. This trend was also evident among Canadian visitors.
- Among visitors to Maui from U.S. West, more affluent visitors express a greater likelihood of returning to Maui than do less affluent visitors from this MMA.

REASONS FOR NOT RETURNING - MAUI

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Want to visit someplace new	43.4%	44.8%	31.5%	49.2%	29.7%	66.1%	45.4%	35.4%
Cost/ expensive	32.3%	40.0%	18.2%	45.4%	39.1%	28.7%	27.6%	24.3%
Flight is too long	5.8%	32.8%	4.6%	23.3%	58.4%	12.8%	36.2%	8.2%
Other financial obligations	10.4%	13.4%	17.6%	10.4%	11.6%	5.2%	17.8%	16.2%
No compelling reason to return	13.1%	8.4%	18.2%	10.7%	8.2%	14.1%	8.7%	18.8%
Not enough value	11.8%	8.5%	0.0%	14.2%	8.3%	9.7%	9.2%	19.0%
Too crowded/ congested	14.7%	7.2%	0.0%	8.9%	2.3%	0.0%	0.0%	0.0%
Too commercialized/ overdeveloped	9.6%	8.1%	0.0%	7.5%	6.4%	2.2%	27.6%	5.5%
Unfriendly people	5.9%	3.7%	0.0%	2.4%	2.4%	0.0%	9.2%	8.0%

MAUI - BRAND/DESTINATION – ADVOCACY

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	87.6%	87.7%	68.2%	87.4%	81.6%	78.8%	65.2%	56.1%
■ Somewhat likely (5-6)	10.2%	9.0%	24.9%	10.3%	14.0%	16.9%	26.3%	37.2%
■ Somewhat unlikely (3-4)	1.5%	1.8%	4.2%	1.0%	2.3%	3.9%	6.8%	4.6%
■ Very unlikely (1-2)	0.7%	1.4%	1.4%	1.3%	1.6%	0.4%	1.7%	1.1%
■ Not sure	0.1%	0.1%	1.4%	0.1%	0.5%	0.0%	0.0%	1.1%
BASE	2,425	2,501	145	1,812	383	217	118	280
▲ MEAN	7.54	7.52	6.94	7.50	7.32	7.20	6.77	6.55

MAUI - BRAND/DESTINATION – ADVOCACY

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- Younger visitors from the U.S. were the stronger advocates for Maui than seniors.
- Female visitors to Maui from the U.S. were also stronger advocates for Maui than their male counterparts.

MAUI ACTIVITIES – SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	95.9%	96.3%	93.7%	97.2%	95.5%	93.3%	94.0%	97.2%
On own (self-guided)	85.0%	83.0%	68.9%	88.4%	75.7%	58.6%	65.0%	84.0%
Helicopter/ airplane	3.9%	7.7%	3.4%	5.4%	9.5%	7.7%	5.1%	2.9%
Boat/ submarine/ whale	33.3%	39.3%	14.4%	28.6%	31.6%	27.3%	36.9%	18.2%
Visit towns	57.3%	57.6%	37.6%	62.2%	51.5%	45.0%	30.6%	20.7%
Limo/ van/ bus tour	5.4%	13.1%	15.1%	7.4%	14.0%	17.7%	8.6%	8.2%
Scenic views/ natural landmark	57.3%	66.8%	29.5%	63.5%	60.4%	52.5%	64.1%	46.8%
Movie/ TV/ film location	0.5%	0.8%	2.1%	0.8%	0.8%	0.8%	6.1%	3.6%

MAUI ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.9%	96.9%	94.5%	98.5%	97.6%	91.5%	94.9%	95.7%
Beach/ sunbathing	89.1%	86.8%	65.3%	92.7%	89.5%	69.7%	75.4%	71.5%
Bodyboard/ Standup paddle board	17.2%	10.5%	4.2%	18.6%	15.4%	6.0%	6.0%	4.5%
Surfing	6.8%	6.9%	3.5%	11.6%	13.2%	4.1%	5.2%	6.0%
Canoeing/ kayak	4.8%	4.7%	2.1%	3.8%	5.2%	2.3%	4.3%	1.1%
Swim- ocean	72.9%	68.4%	37.1%	77.7%	76.9%	59.0%	38.7%	34.6%
Snorkel	56.3%	48.8%	22.2%	59.0%	51.4%	34.9%	29.1%	42.9%
Windsurf/ Kitesurf	0.3%	0.4%	1.4%	0.7%	3.8%	0.0%	1.7%	0.3%
Jet ski/ Parasail	3.4%	2.5%	2.1%	0.7%	0.3%	1.5%	0.0%	1.4%
Scuba	3.8%	3.5%	1.4%	4.0%	4.2%	3.0%	2.6%	2.5%
Fishing	2.7%	2.3%	1.4%	2.3%	1.5%	1.9%	2.6%	1.4%
Golf	7.6%	8.5%	11.9%	9.3%	3.4%	4.8%	5.1%	1.0%

MAUI ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.9%	96.9%	94.5%	98.5%	97.6%	91.5%	94.9%	95.7%
Run/ Jog/ Fitness walk	32.6%	29.2%	12.4%	33.1%	19.6%	22.2%	17.9%	6.1%
Spa	12.6%	11.9%	2.8%	7.8%	5.8%	8.3%	2.6%	6.8%
Hiking/Backpack/Camp	27.4%	29.7%	4.1%	28.2%	22.5%	10.4%	13.6%	17.1%
Agritourism	11.2%	13.1%	14.3%	8.2%	7.0%	4.1%	15.4%	6.0%
Sport event/ tournament	1.6%	1.6%	5.6%	2.2%	1.8%	0.5%	0.9%	1.4%
Park/ botanical garden	32.3%	36.9%	23.9%	36.4%	35.4%	25.4%	34.1%	17.8%
Waterpark	0.9%	0.9%	0.0%	1.1%	1.8%	0.0%	8.6%	3.9%
Mountain tube/ waterfall rappel	1.1%	0.8%	0.7%	0.5%	4.2%	0.4%	2.6%	2.5%
Zip-lining	7.6%	6.7%	2.1%	4.1%	4.4%	2.5%	1.7%	1.4%
Skydiving	0.0%	0.2%	0.7%	0.0%	0.0%	0.0%	5.2%	0.0%
All terrain vehicle (ATV)	1.6%	1.5%	1.4%	0.8%	1.0%	1.1%	8.6%	1.1%
Horseback riding	1.7%	1.6%	6.8%	0.8%	1.8%	0.9%	4.3%	0.4%

MAUI ACTIVITIES – ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	98.4%	97.7%	97.9%	99.1%	96.5%	97.7%	96.6%	98.2%
Lunch/ sunset/ dinner/ evening cruise	25.1%	26.7%	13.7%	21.3%	27.6%	17.9%	66.7%	31.0%
Live music/ stage show	32.4%	36.3%	16.4%	30.9%	28.2%	22.8%	23.1%	8.6%
Nightclub/ dancing/ bar/ karaoke	7.9%	7.0%	10.2%	6.6%	4.8%	5.5%	8.5%	2.9%
Fine dining	59.9%	61.1%	43.9%	52.1%	45.8%	37.9%	48.5%	45.7%
Family restaurant	62.4%	55.8%	19.4%	63.8%	48.9%	55.7%	12.6%	32.4%
Fast food	32.5%	28.6%	33.2%	40.9%	36.4%	30.4%	35.2%	34.7%
Food truck	24.3%	23.6%	9.0%	33.3%	18.6%	17.2%	11.9%	24.6%
Café/ coffee house	44.6%	39.3%	40.6%	48.8%	45.5%	53.7%	33.3%	37.5%
Ethnic dining	27.3%	26.9%	13.7%	23.7%	15.9%	6.5%	15.4%	26.1%
Prepared own meal	59.6%	42.4%	19.5%	72.3%	40.5%	32.0%	20.4%	8.1%

MAUI ACTIVITIES – SHOPPING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.8%	95.9%	97.2%	97.9%	95.8%	93.0%	93.2%	94.6%
Mall/ department store	44.7%	39.9%	62.0%	56.6%	54.3%	41.8%	40.1%	46.4%
Designer boutique	20.7%	19.5%	9.7%	19.3%	16.5%	16.2%	4.3%	2.9%
Hotel/ resort store	34.5%	41.5%	28.7%	24.2%	28.1%	26.5%	25.7%	17.9%
Swap meet/ flea market	15.6%	12.3%	5.5%	19.2%	4.8%	2.3%	1.7%	2.8%
Discount/ outlet store	21.6%	18.4%	16.6%	27.7%	20.6%	31.6%	38.6%	51.2%
Supermarket	72.2%	61.2%	50.4%	77.2%	69.2%	57.6%	56.5%	45.0%
Farmer's market	32.6%	24.6%	6.2%	39.2%	19.2%	14.0%	15.3%	7.1%
Convenience store	46.2%	43.3%	24.9%	50.8%	26.6%	42.2%	38.5%	26.0%
Duty free store	3.6%	3.5%	27.2%	6.8%	4.2%	3.7%	30.9%	13.6%
Local shop/ artisan	68.0%	67.4%	12.4%	68.3%	57.0%	59.2%	25.6%	13.2%

MAUI ACTIVITIES – HISTORY, CULTURE, FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	66.0%	69.5%	61.7%	65.8%	62.0%	58.9%	76.1%	49.8%
Historic military site	3.3%	4.9%	18.4%	2.9%	3.4%	4.6%	24.8%	7.2%
Other historical site	21.4%	22.4%	27.4%	19.5%	21.2%	21.3%	25.5%	25.3%
Museum/ art gallery	20.5%	16.3%	8.2%	18.4%	15.4%	17.1%	8.5%	5.7%
Luau/ Polynesian show/ hula show	31.8%	40.8%	6.2%	33.0%	32.4%	25.3%	18.0%	10.3%
Lesson- ex. ukulele, hula, canoe, lei making	6.1%	6.8%	2.8%	6.8%	6.5%	5.5%	7.8%	3.2%
Play/ concert/ theatre	4.3%	4.5%	2.0%	5.2%	3.5%	3.8%	0.9%	2.1%
Art/ craft fair	16.6%	15.0%	5.5%	14.8%	8.3%	8.5%	13.5%	5.3%
Festival event	3.1%	2.9%	7.0%	3.5%	3.1%	3.0%	3.4%	0.4%

MAUI ACTIVITIES – TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	93.9%	95.3%	95.8%	96.5%	95.1%	93.7%	92.4%	96.8%
Airport shuttle	15.5%	17.2%	12.4%	17.7%	22.0%	34.0%	19.8%	6.1%
Trolley	1.7%	1.7%	8.3%	1.9%	2.9%	5.1%	5.2%	3.2%
Public bus	1.9%	2.3%	11.0%	4.8%	9.3%	11.1%	3.5%	1.8%
Tour bus/ tour van	6.0%	13.2%	26.7%	8.3%	12.5%	21.4%	18.0%	12.9%
Taxi/ limo	5.3%	8.4%	23.6%	7.8%	16.4%	20.1%	13.6%	6.4%
Rental car	86.8%	83.3%	60.1%	89.2%	73.9%	50.7%	65.0%	80.8%
Ride share	8.9%	10.3%	1.4%	6.5%	7.6%	11.6%	6.0%	2.8%
Bicycle rental	1.8%	1.7%	1.4%	2.1%	1.3%	1.4%	0.0%	0.4%

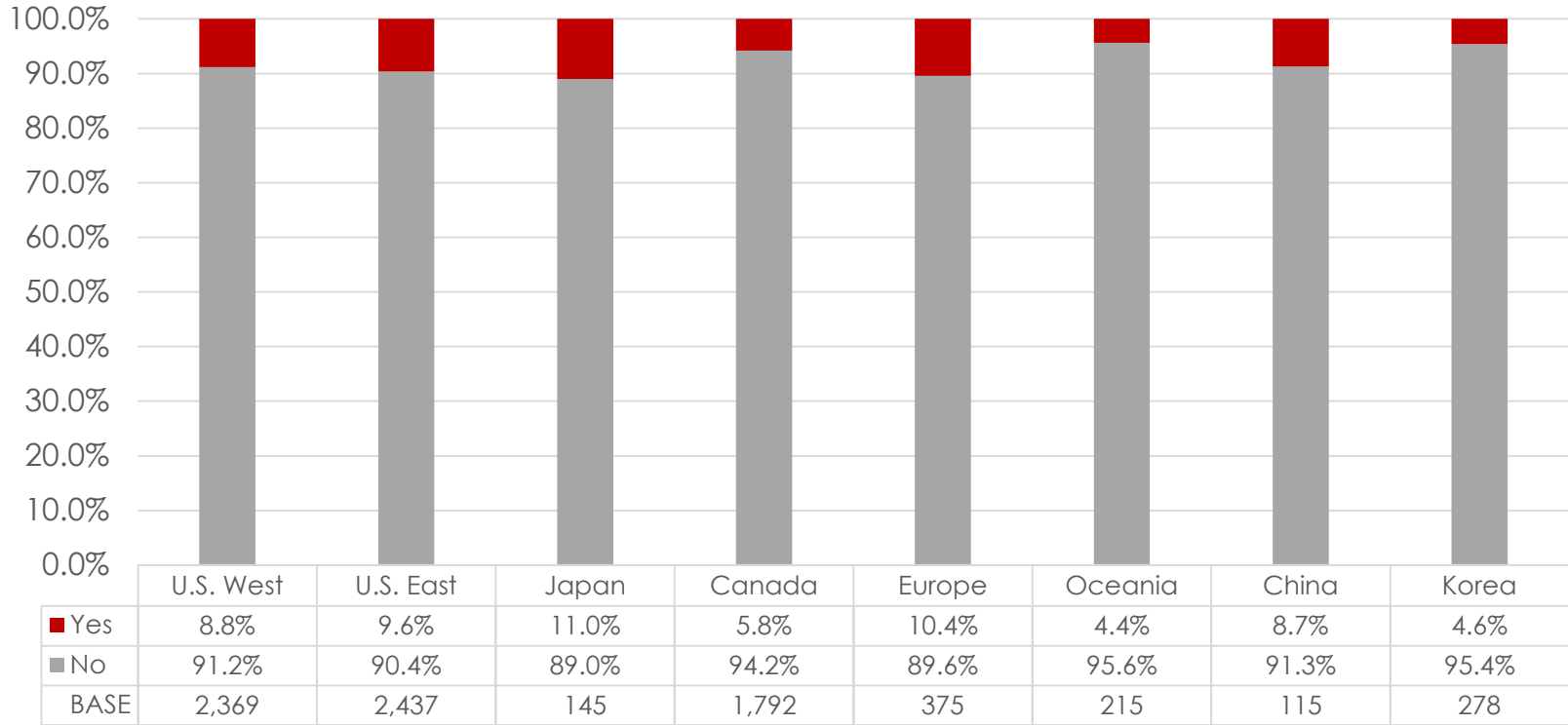
MAUI ACTIVITIES – OTHER

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	22.3%	15.3%	12.4%	18.7%	12.8%	9.9%	10.2%	11.3%
Visit friends/ family	21.9%	14.8%	11.7%	17.8%	9.9%	8.9%	5.9%	9.5%
Volunteer- non-profit	0.7%	0.8%	0.7%	1.0%	3.1%	0.9%	4.3%	1.8%

ATTRACTIONS – MAUI

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Alexander & Baldwin Sugar Museum	3.9%	3.2%	3.4%	3.9%	2.7%	2.0%	4.3%	3.9%
Aquarium Maui /Maui Ocean Center	20.1%	18.4%	10.3%	21.6%	14.2%	8.1%	23.9%	7.1%
Baldwin Missionary Home Museum	5.5%	4.1%	2.0%	4.6%	5.2%	6.4%	3.4%	2.5%
Hale Pa'i Printing House	0.3%	0.3%	2.7%	0.7%	0.3%	0.4%	0.8%	2.5%
Haleakala National Park	30.1%	44.1%	35.5%	44.0%	50.9%	33.1%	51.3%	61.2%
Haleki'i-Pihana Heiau State Monument	2.5%	3.2%	8.1%	3.0%	4.2%	3.9%	4.2%	3.2%
Hana Cultural Center	9.5%	12.7%	4.1%	12.5%	16.9%	16.3%	30.9%	3.5%
'Iao Valley State Monument	16.3%	14.6%	23.3%	17.2%	18.5%	8.0%	4.2%	5.0%
Kula Botanical Garden	8.0%	6.7%	17.7%	10.2%	10.0%	8.7%	11.8%	6.8%
Maui Historical Society Bailey House Museum	3.6%	3.0%	5.4%	2.9%	2.1%	4.9%	6.9%	3.6%
Whaler's Village Museum	16.2%	15.5%	7.0%	13.9%	14.6%	13.9%	18.9%	3.9%
Wo Hing Temple Museum	2.6%	2.3%	0.0%	3.7%	2.8%	5.4%	11.0%	1.1%

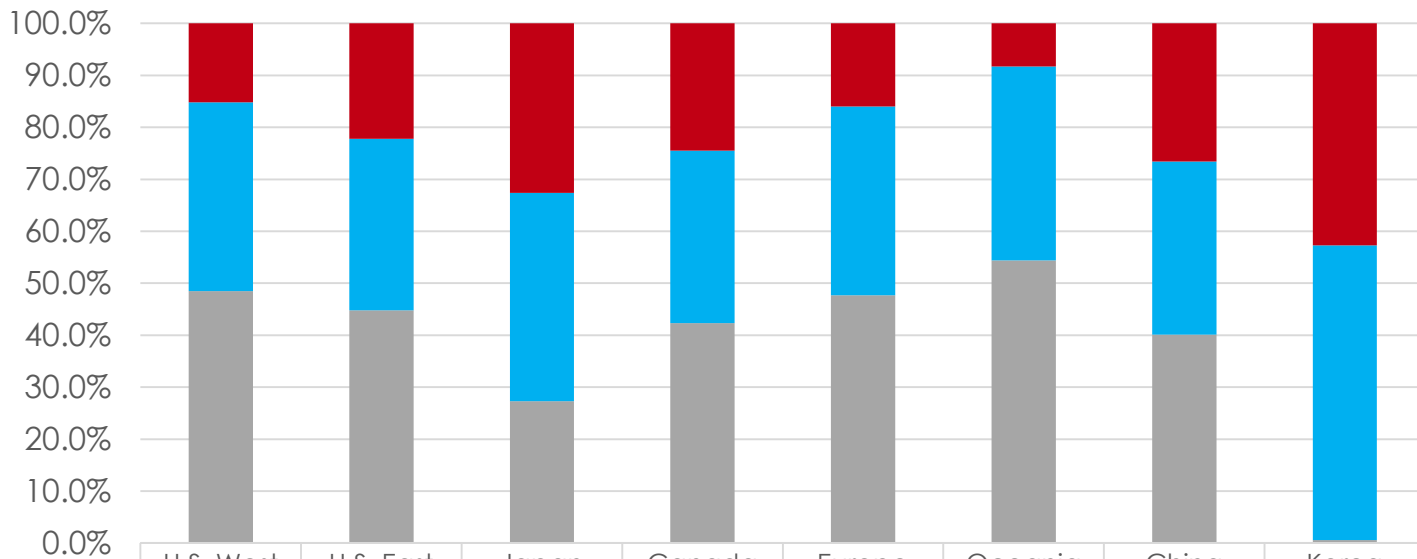
VISITED MAUI FOR SPECIFIC EVENT



VISITED MAUI FOR SPECIFIC EVENT

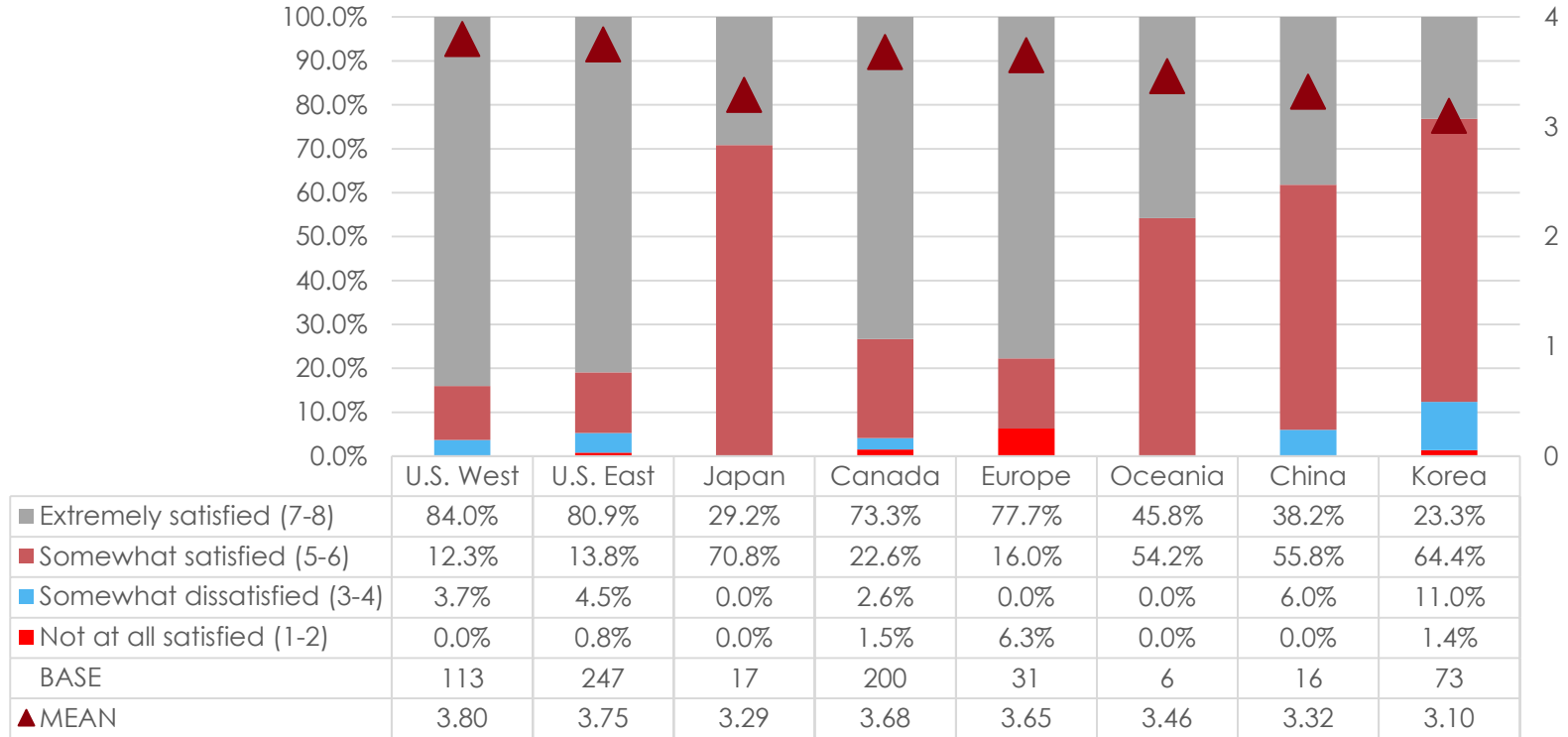
	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Wedding/ honeymoon, anniversary/ birthday/ funeral	46.4%	27.3%	0.0%	41.8%	18.7%	56.1%	0.0%	7.4%
Convention/ conference/ retreat/ seminar/ meeting/ workshop/ training	31.6%	46.0%	24.2%	24.6%	23.5%	0.0%	20.3%	23.3%
Other Festival/ concert	2.9%	3.4%	12.7%	3.9%	2.8%	9.6%	0.0%	0.0%
Sentry Tournament of Golf Champions	3.4%	3.5%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
Hawaii Food & Wine Festival	1.9%	2.1%	12.7%	5.5%	15.9%	0.0%	19.2%	23.3%
Maui Marathon	0.4%	3.9%	12.7%	4.1%	5.2%	0.0%	10.2%	7.4%

HALEAKALA NATIONAL PARK RESERVATION SYSTEM



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Yes	15.2%	22.2%	32.6%	24.5%	16.0%	8.3%	26.6%	42.7%
■ No	36.3%	33.0%	40.1%	33.2%	36.3%	37.3%	33.3%	56.7%
■ Didn't visit at sunrise	48.5%	44.8%	27.3%	42.3%	47.7%	54.4%	40.1%	0.6%
● BASE	733	1,106	52	811	194	71	60	171

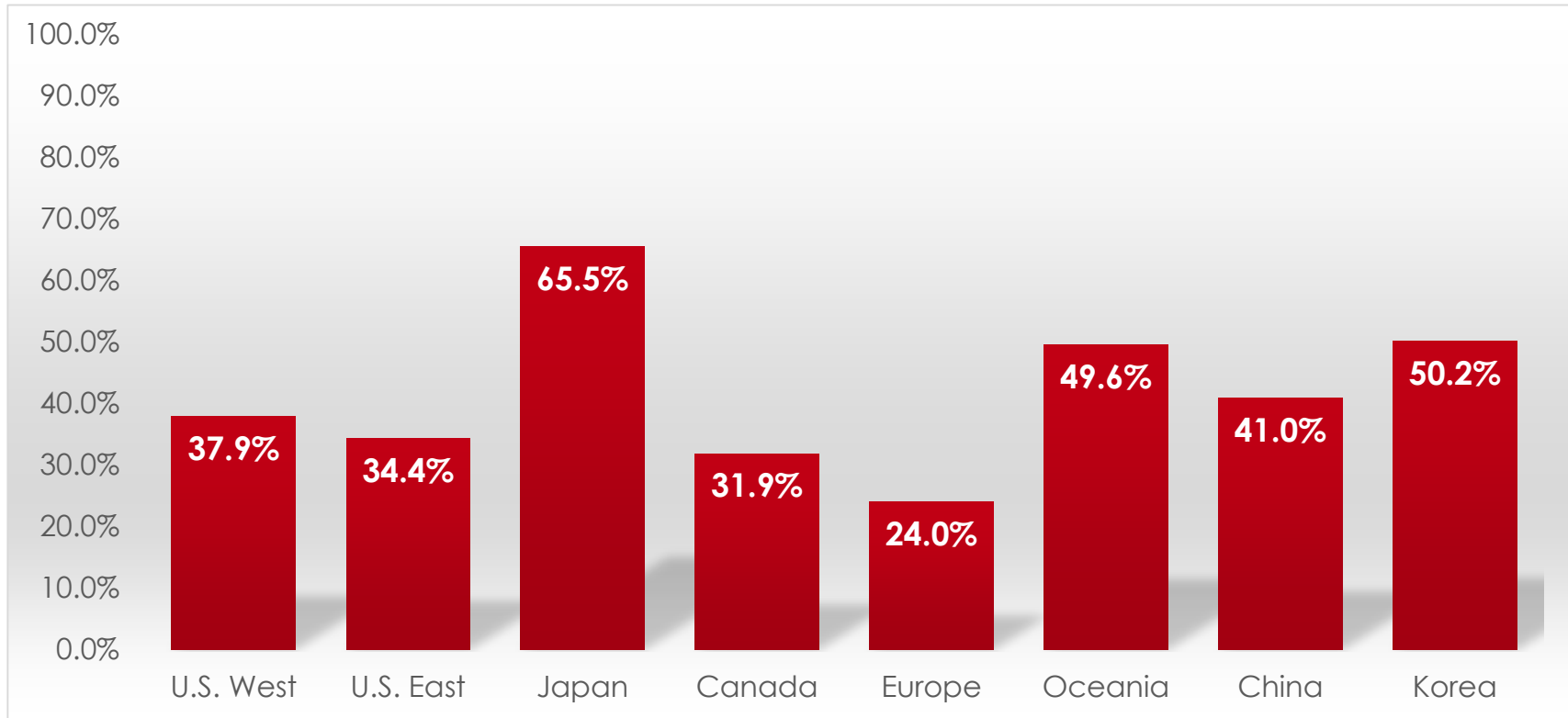
HALEAKALA NATIONAL PARK RESERVATION SYSTEM



Caution small base: Japan, Europe, Oceania, China, and Korea less than 100 respondents

SECTION – ISLAND OF HAWAI‘I

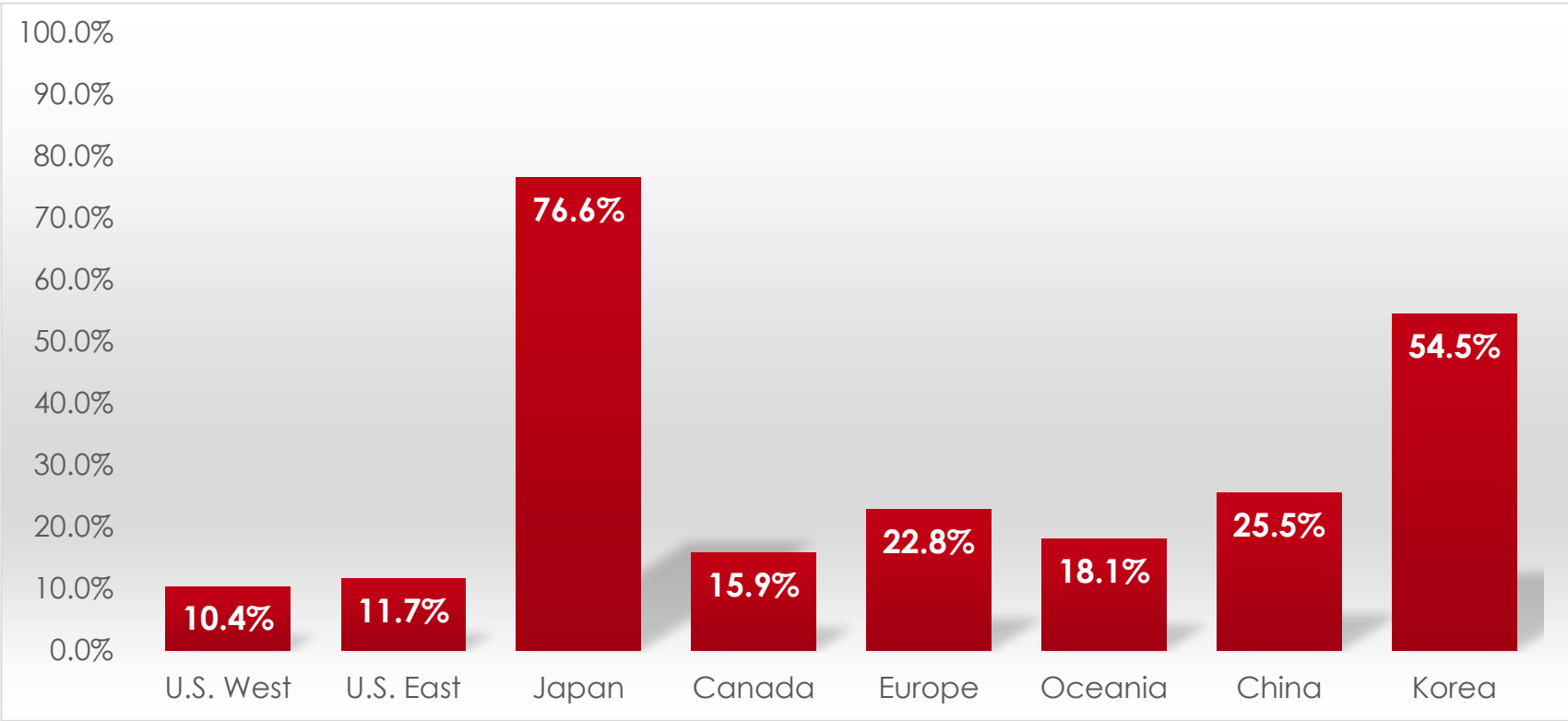
AIDED ADVERTISING AWARENESS – ISLAND OF HAWAI'I



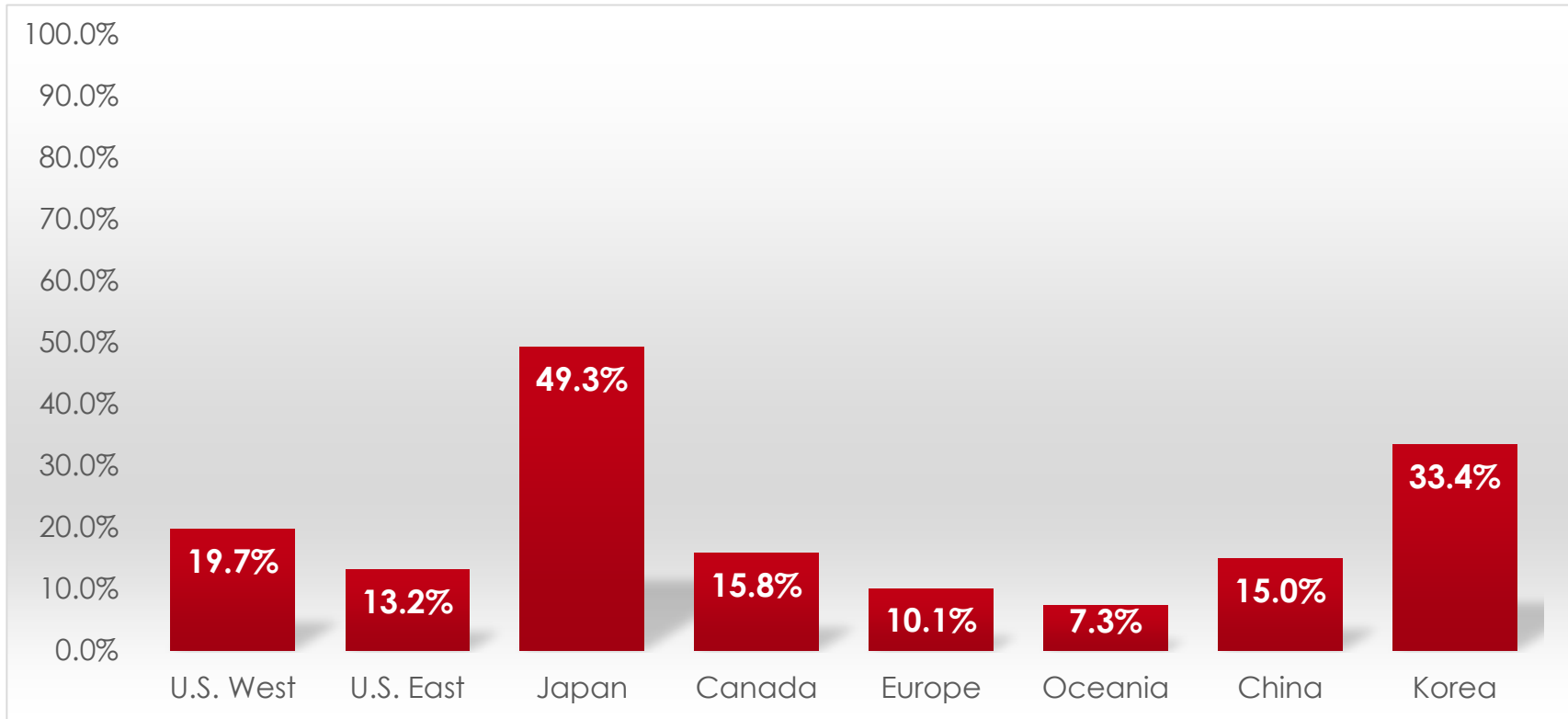
AIDED ADVERTISING AWARENESS – ISLAND OF HAWAI'I

- Younger visitors to the Island of Hawai'i or those under the age of 35 were the least likely to be exposed to marketing for the destination.
- Similar to the U.S., visitors to the Island of Hawai'i from Japan under the age of 35 were also the least likely to have been exposed to any marketing for the island.
- Repeat visitors to the Island of Hawai'i from U.S. West, U.S. East, and Japan were more likely to be exposed to marketing for the island than were first-time visitors from these MMAs.
- Among visitors from U.S. West, more affluent travelers were more likely to be exposed to marketing regarding the Island of Hawai'i.
- Less educated visitors from Japan were more likely to be exposed to marketing than were those with a college degree.

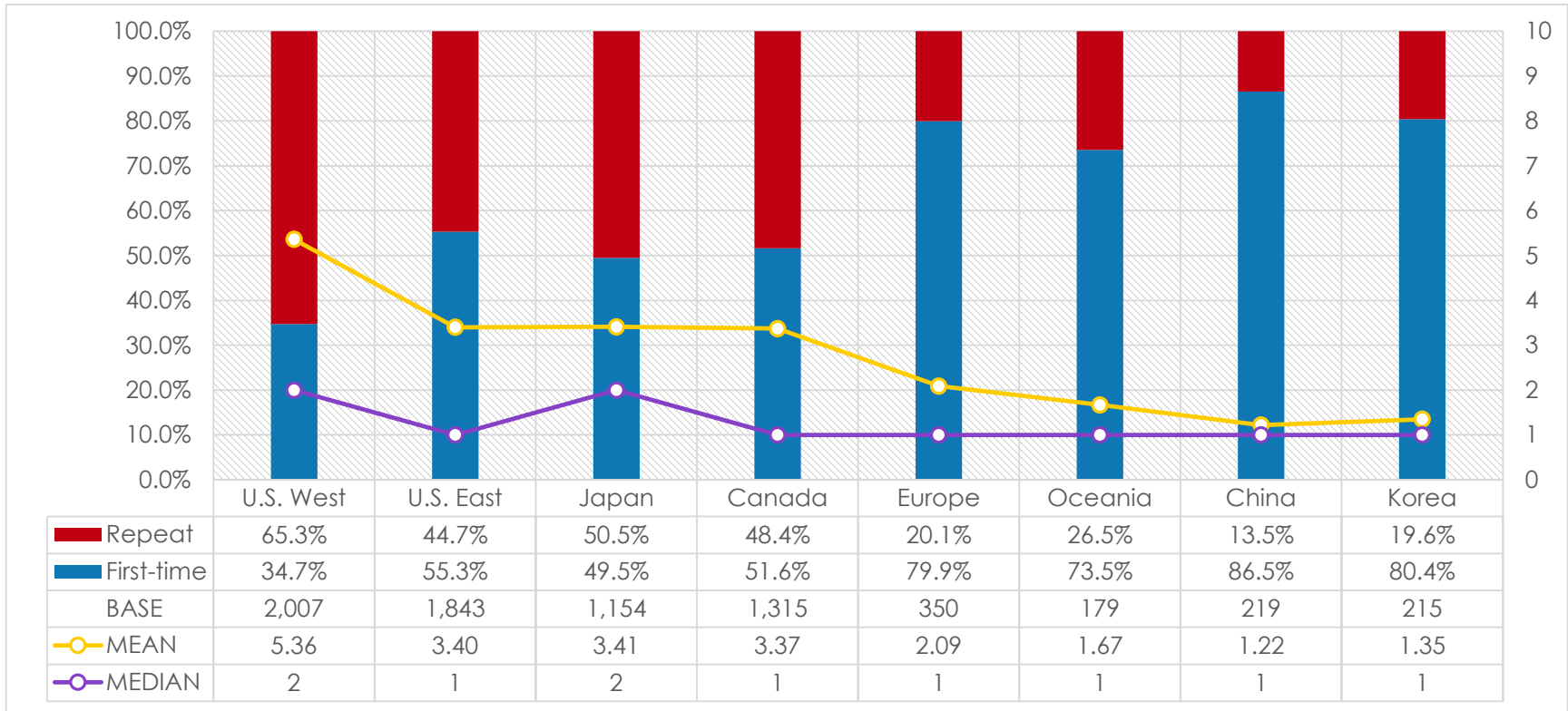
IMPACT OF LOCATION FILMING— ISLAND OF HAWAI'I



IMPACT OF HAWAIIAN MUSIC – ISLAND OF HAWAI'I



1ST TIME VS REPEAT VISITOR – ISLAND OF HAWAI‘I



1ST TIME VS REPEAT VISITOR – ISLAND OF HAWAI'I

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- The average number of visits increase with age with the highest mean average present among seniors in the following MMAs: U.S. West, U.S. East, Canada, Japan, and Europe.
- Females from both U.S. West, and U.S. East were more likely to be first-time visitors to the Island of Hawai'i than were their male counterparts.
- Among U.S. visitors, those in larger travel parties were more likely to be first-time visitors to the Island of Hawai'i.
- When segmented by household income we find more affluent visitors from U.S. West and Canada to the Island of Hawai'i were more likely to be repeat visitors.

ACCOMMODATIONS – ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Hotel	37.9%	45.1%	61.9%	31.0%	61.5%	58.8%	77.7%	89.4%
Condominium	24.7%	16.5%	20.2%	30.3%	13.9%	16.7%	5.0%	1.4%
Timeshare	19.7%	16.7%	14.4%	14.8%	4.7%	6.8%	.9%	3.2%
Rental house	18.7%	16.5%	0.9%	27.9%	17.1%	9.2%	3.1%	7.9%
Friend/ relative	14.3%	10.0%	2.5%	7.8%	6.2%	2.0%	3.6%	2.3%
Bed & Breakfast	3.1%	4.1%	0.8%	4.4%	8.6%	2.4%	15.6%	0.9%

STRENGTHS/ POSITIVE ASPECTS – ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Natural beauty	25.4%	31.7%	41.9%	28.2%	41.5%	27.2%	47.8%	26.1%
Variety of activities	17.7%	24.4%	20.2%	20.0%	18.0%	31.0%	21.1%	32.6%
Beach/ ocean	15.7%	9.4%	13.9%	14.9%	7.5%	3.8%	6.4%	14.4%
Aloha spirit	10.7%	9.0%	2.5%	11.0%	14.6%	11.4%	5.0%	3.7%
Local culture	7.4%	5.5%	3.5%	4.6%	4.7%	4.6%	5.1%	0.9%
Customer service	5.5%	5.5%	2.0%	5.9%	5.2%	6.2%	2.7%	6.1%

STRENGTHS/ POSITIVE ASPECTS – ISLAND OF HAWAI‘I

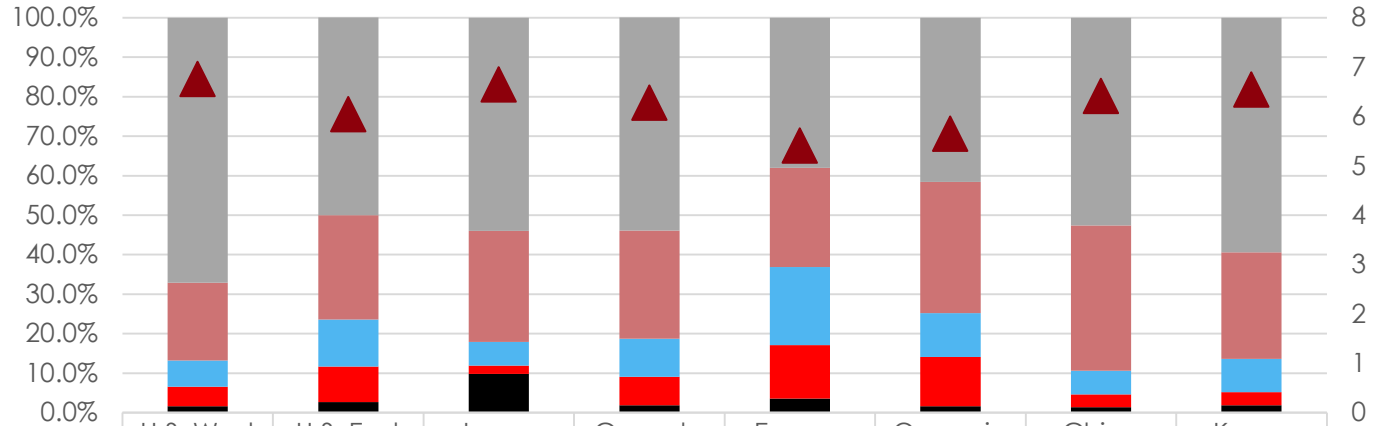
- Among visitors from U.S. West we find younger travelers more likely to single out the beach as a positive aspect of their trip while seniors were more satisfied with the variety of activities.
- More educated travelers from the U.S. were more likely to be impressed with the natural beauty they encountered on the island more so than those visitors without a college degree.
- First-time visitors to the Island of Hawai‘i were more likely to cite the natural beauty they encountered as a positive aspect of their trip more so than repeat visitors from the following MMAs: U.S. West, U.S. East, Canada, and Japan.
- Repeat visitors to the Island of Hawai‘i from U.S West and U.S. East were more likely to mention the Aloha Spirit and being exposed to local culture as positive aspects of their trip than were first-time visitors from these MMAs.

AREAS OF OPPORTUNITIES – ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Nothing	40.2%	46.4%	32.3%	38.7%	45.2%	57.3%	40.8%	28.0%
Traffic	11.8%	9.2%	2.2%	14.1%	2.9%	2.1%	1.4%	4.6%
Not enough local culture	6.9%	7.4%	4.1%	7.4%	4.7%	6.8%	10.6%	12.2%
Ground transportation	2.8%	2.9%	22.4%	3.5%	6.7%	2.6%	6.9%	3.7%
Food- variety	4.6%	5.0%	9.1%	3.4%	6.7%	5.6%	9.1%	7.4%
Driving experience	5.9%	5.2%	1.7%	6.4%	2.3%	3.3%	1.4%	2.4%
Rental car	4.6%	3.7%	2.7%	5.2%	2.8%	2.8%	2.8%	2.8%

LIKELIHOOD OF RETURN VISIT – ISLAND OF HAWAI‘I

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	67.1%	50.1%	54.0%	54.0%	38.0%	41.6%	52.6%	59.4%
■ Somewhat likely (5-6)	19.7%	26.4%	28.1%	27.4%	25.1%	33.2%	36.8%	27.0%
■ Somewhat unlikely (3-4)	6.6%	11.9%	6.0%	9.6%	19.8%	11.1%	6.0%	8.4%
■ Very unlikely (1-2)	5.0%	9.0%	2.1%	7.2%	13.5%	12.5%	3.2%	3.3%
■ Not sure	1.6%	2.7%	9.8%	1.9%	3.6%	1.6%	1.4%	1.9%
BASE	1,995	1,826	1,152	1,304	345	178	218	215
▲ MEAN	6.76	6.05	6.65	6.28	5.41	5.65	6.42	6.55

LIKELIHOOD OF RETURN VISIT – ISLAND OF HAWAI‘I

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

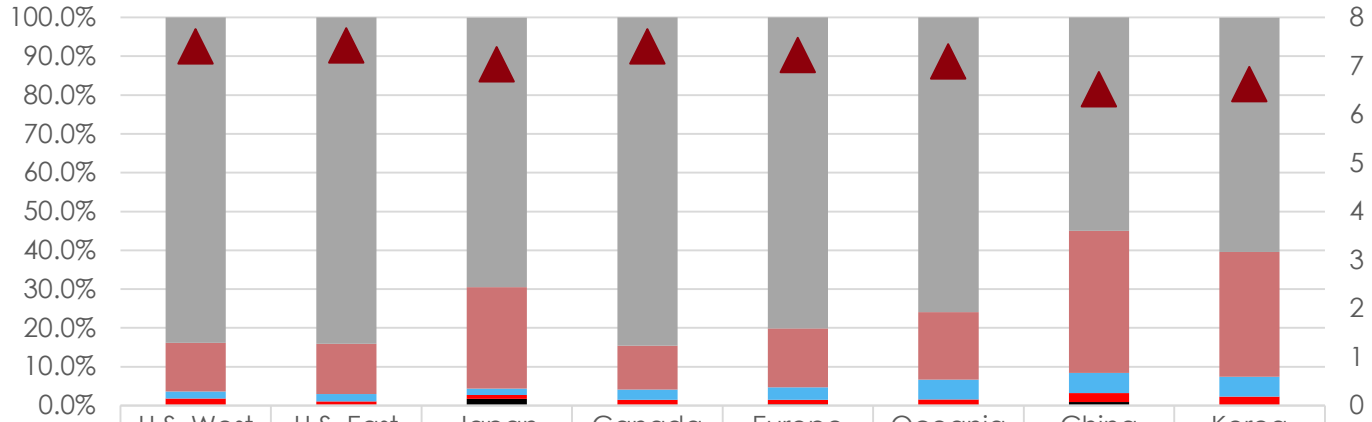
- Among Japanese visitors the likelihood of return increases with age. Japanese visitors under the age of 35 were the least likely to indicate a return to Hawai‘i island in the next five years.
- Females from U.S. West are more likely to return in five years than their male counterparts.
- Those from U.S. West who are traveling by themselves are the most likely to return to Hawai‘i Island within the next five years.

REASONS FOR NOT RETURNING – ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Want to visit someplace new	52.5%	52.0%	48.9%	60.2%	42.6%	55.1%	41.0%	20.7%
Cost/ expensive	26.3%	37.0%	19.6%	27.2%	47.6%	6.5%	27.5%	27.4%
Flight is too long	8.1%	27.9%	8.1%	16.6%	59.2%	7.6%	4.6%	34.4%
No compelling reason to return	17.8%	8.0%	8.8%	13.8%	8.0%	28.5%	31.5%	20.7%
Other financial obligations	10.5%	13.7%	16.9%	9.9%	16.2%	11.0%	0.0%	20.5%
Not enough value	11.3%	6.0%	3.4%	8.6%	8.0%	10.1%	13.5%	27.6%
Poor health/ old age	5.6%	4.7%	8.8%	3.0%	0.7%	6.5%	4.6%	0.0%

ISLAND OF HAWAI'I - BRAND/DESTINATION – ADVOCACY

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	83.8%	84.1%	69.4%	84.6%	80.1%	75.9%	55.0%	60.3%
■ Somewhat likely (5-6)	12.6%	12.9%	26.1%	11.3%	15.2%	17.4%	36.6%	32.2%
■ Somewhat unlikely (3-4)	1.8%	1.9%	1.7%	2.6%	3.2%	5.1%	5.2%	5.1%
■ Very unlikely (1-2)	1.7%	0.9%	1.0%	1.3%	1.2%	1.6%	2.3%	2.3%
■ Not sure	0.1%	0.2%	1.7%	0.2%	0.3%	0.0%	0.9%	0.0%
BASE	1,979	1,815	1,152	1,294	341	178	216	215
▲ MEAN	7.40	7.42	7.03	7.40	7.22	7.09	6.52	6.62

ISLAND OF HAWAI'I - BRAND/DESTINATION – ADVOCACY

SEGMENTATION BASED ON DIFFERENCES IN MEAN SCORES

- Among visitors from U.S. West, females were more likely to recommend the Island of Hawai'i than were males from this MMA.
- Repeat visitors to the Island of Hawaii were stronger advocates for visiting this destination than were first-time visitors from the following MMAs: U.S. West, U.S. East, Canada, and Japan.

ISLAND OF HAWAI'I - ACTIVITIES – SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.6%	96.1%	96.5%	96.7%	95.7%	95.4%	98.1%	95.7%
On own (self-guided)	87.8%	83.2%	68.0%	88.4%	79.9%	64.3%	53.2%	75.2%
Helicopter/ airplane	7.2%	14.9%	3.7%	10.3%	16.3%	25.5%	57.4%	14.9%
Boat/ submarine/ whale	23.9%	26.5%	5.8%	23.0%	26.1%	23.1%	16.4%	16.9%
Visit towns	59.5%	58.7%	28.3%	62.1%	49.0%	45.7%	29.9%	36.0%
Limo/ van/ bus tour	6.8%	14.9%	25.2%	7.6%	16.6%	27.5%	21.0%	14.0%
Scenic views/ natural landmark	63.5%	72.5%	30.4%	70.2%	67.2%	57.3%	15.9%	47.3%
Movie/ TV/ film location	1.2%	2.1%	2.0%	1.3%	2.4%	5.5%	75.6%	15.0%

ISLAND OF HAWAI'I - ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.6%	96.2%	95.2%	98.2%	95.7%	92.8%	95.8%	96.7%
Beach/ sunbathing	80.8%	78.2%	57.9%	87.9%	81.0%	62.4%	65.2%	68.6%
Bodyboard/ Standup paddle board	15.5%	10.6%	3.6%	18.0%	10.3%	3.9%	3.7%	8.4%
Surfing	3.5%	3.1%	1.1%	6.9%	6.3%	5.1%	5.6%	15.1%
Canoeing/ kayak	8.8%	7.5%	2.8%	7.8%	7.6%	5.3%	2.3%	5.2%
Swim- ocean	66.0%	62.3%	27.7%	76.2%	64.9%	56.3%	35.9%	44.4%
Snorkel	54.8%	50.1%	21.0%	61.8%	53.0%	38.6%	22.5%	45.0%
Windsurf/ Kitesurf	0.2%	0.2%	0.1%	0.2%	0.3%	1.1%	1.8%	0.9%
Jet ski/ Parasail	1.9%	1.0%	0.2%	0.8%	0.6%	1.1%	1.4%	4.7%
Scuba	3.6%	4.2%	2.3%	4.9%	6.1%	1.1%	1.9%	1.8%
Fishing	4.7%	4.4%	1.5%	3.1%	1.4%	1.1%	5.0%	0.5%
Golf	8.3%	7.4%	14.1%	8.1%	2.9%	5.1%	4.1%	0.9%

ISLAND OF HAWAI'I - ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	96.6%	96.2%	95.2%	98.2%	95.7%	92.8%	95.8%	96.7%
Run/ Jog/ Fitness walk	26.6%	23.7%	14.0%	30.4%	17.5%	15.3%	15.8%	8.5%
Spa	8.4%	8.2%	5.3%	5.0%	5.3%	4.8%	3.2%	5.1%
Hiking/Backpack/Camp	29.4%	33.8%	5.0%	35.7%	29.9%	10.7%	15.9%	16.8%
Agritourism	16.9%	19.3%	20.6%	15.0%	12.2%	10.3%	15.9%	18.6%
Sport event/ tournament	3.1%	2.0%	2.2%	5.7%	4.3%	1.8%	0.4%	3.8%
Park/ botanical garden	43.6%	51.8%	24.3%	51.2%	44.3%	39.7%	46.2%	25.6%
Waterpark	0.9%	0.8%	3.1%	1.7%	3.3%	2.8%	6.4%	5.2%
Mountain tube/ waterfall rappel	0.8%	0.8%	1.7%	0.9%	2.3%	1.5%	1.8%	4.2%
Zip-lining	4.5%	5.3%	0.5%	3.2%	2.4%	5.8%	1.8%	1.4%
Skydiving	0.2%	0.4%	0.1%	0.5%	0.9%	0.0%	8.4%	4.2%
All terrain vehicle (ATV)	2.6%	3.6%	0.5%	2.1%	4.2%	4.2%	6.6%	6.1%
Horseback riding	2.7%	2.7%	4.7%	2.8%	1.2%	2.3%	6.5%	1.4%

ISLAND OF HAWAI'I - ACTIVITIES – ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	98.4%	97.9%	96.6%	98.1%	99.4%	96.7%	97.2%	98.2%
Lunch/ sunset/ dinner/ evening cruise	18.4%	18.8%	8.0%	18.7%	27.2%	18.2%	51.2%	38.3%
Live music/ stage show	28.4%	29.8%	19.4%	28.6%	25.1%	17.4%	9.8%	18.3%
Nightclub/ dancing/ bar/ karaoke	8.7%	8.8%	2.9%	7.7%	5.4%	8.5%	3.3%	5.2%
Fine dining	49.9%	50.7%	30.9%	43.4%	36.1%	32.6%	28.9%	42.5%
Family restaurant	63.5%	61.6%	23.4%	61.4%	49.5%	61.5%	21.4%	37.8%
Fast food	31.1%	31.7%	45.1%	41.7%	40.6%	39.4%	48.5%	50.4%
Food truck	18.2%	17.1%	6.2%	18.7%	21.2%	16.7%	15.0%	43.6%
Café/ coffee house	51.3%	45.5%	44.4%	55.8%	57.0%	56.8%	29.4%	46.2%
Ethnic dining	31.3%	31.7%	8.2%	25.2%	14.9%	14.2%	18.5%	20.6%
Prepared own meal	60.1%	47.5%	33.2%	74.1%	41.3%	35.0%	19.6%	15.5%

ISLAND OF HAWAI'I - ACTIVITIES – SHOPPING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.0%	95.9%	95.9%	96.8%	96.8%	93.3%	95.4%	98.6%
Mall/ department store	31.4%	29.8%	56.4%	50.9%	46.5%	51.2%	51.8%	72.3%
Designer boutique	13.7%	14.0%	5.8%	14.9%	11.9%	16.2%	7.0%	3.2%
Hotel/ resort store	28.9%	33.4%	27.7%	24.2%	26.0%	26.4%	18.3%	25.8%
Swap meet/ flea market	16.9%	14.3%	2.6%	14.8%	6.4%	8.0%	2.4%	5.7%
Discount/ outlet store	12.9%	11.7%	6.6%	14.7%	15.4%	31.4%	26.1%	55.6%
Supermarket	72.6%	62.9%	72.5%	76.1%	74.6%	56.9%	69.5%	54.1%
Farmer's market	52.3%	44.1%	21.3%	57.5%	39.4%	22.6%	18.5%	14.0%
Convenience store	40.2%	41.4%	21.4%	45.1%	32.6%	49.4%	39.2%	42.5%
Duty free store	2.0%	2.7%	7.0%	4.4%	4.5%	11.9%	31.3%	44.0%
Local shop/ artisan	68.1%	68.4%	14.9%	67.5%	63.2%	60.1%	21.9%	15.9%

ISLAND OF HAWAI'I – HISTORY, CULTURE, FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	72.4%	73.4%	58.9%	74.3%	70.2%	66.1%	77.9%	70.1%
Historic military site	7.4%	14.1%	13.6%	8.7%	21.2%	31.4%	37.0%	15.3%
Other historical site	40.1%	40.5%	26.4%	42.1%	37.8%	29.8%	34.8%	27.5%
Museum/ art gallery	19.7%	18.8%	2.7%	21.1%	18.5%	19.4%	14.0%	7.0%
Luau/ Polynesian show/ hula show	24.5%	31.8%	14.1%	26.7%	25.5%	21.8%	9.9%	28.6%
Lesson- ex. ukulele, hula, canoe, lei making	6.0%	7.3%	5.9%	6.5%	5.4%	7.2%	8.0%	6.6%
Play/ concert/ theatre	3.3%	3.9%	2.2%	4.1%	4.7%	4.1%	3.7%	5.1%
Art/ craft fair	18.7%	12.9%	3.3%	16.4%	10.2%	6.8%	12.6%	5.1%
Festival event	6.5%	5.4%	3.4%	6.0%	4.0%	1.0%	1.4%	3.7%

ISLAND OF HAWAI'I - ACTIVITIES – TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	92.6%	93.7%	96.4%	95.7%	96.6%	93.8%	93.5%	94.9%
Airport shuttle	15.2%	16.6%	18.9%	16.7%	21.2%	35.8%	20.9%	14.4%
Trolley	2.0%	2.9%	14.1%	4.7%	4.9%	16.3%	3.7%	13.2%
Public bus	1.6%	2.2%	2.9%	3.4%	12.2%	14.4%	10.2%	10.2%
Tour bus/ tour van	7.2%	16.0%	30.6%	8.4%	15.8%	34.1%	15.7%	28.7%
Taxi/ limo	5.7%	8.8%	22.8%	11.3%	19.6%	22.0%	23.2%	20.5%
Rental car	84.3%	80.8%	50.6%	87.8%	78.0%	53.4%	57.8%	56.4%
Ride share	7.2%	7.6%	1.9%	4.5%	11.8%	12.6%	11.7%	6.9%
Bicycle rental	2.0%	1.2%	1.0%	2.6%	3.8%	2.1%	3.2%	0.9%

ISLAND OF HAWAI'I - ACTIVITIES – OTHER

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	33.6%	22.4%	13.0%	19.9%	13.7%	6.6%	15.3%	21.4%
Visit friends/ family	32.4%	21.7%	12.8%	18.9%	13.5%	6.6%	14.4%	17.6%
Volunteer- non-profit	1.9%	1.2%	0.6%	1.5%	0.3%	0.5%	1.4%	4.2%

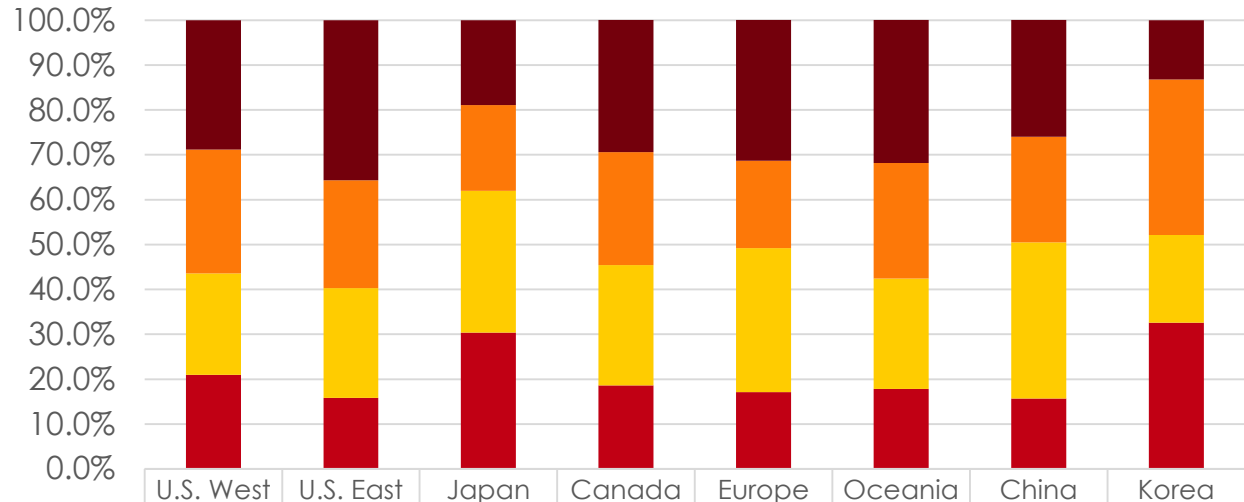
ATTRACTIONS – ISLAND OF HAWAI‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
‘Akaka Falls	31.8%	39.4%	23.0%	38.2%	43.5%	26.3%	30.2%	29.9%
Botanical Gardens	22.0%	23.1%	3.8%	22.4%	23.0%	21.8%	20.5%	9.7%
H.N. Greenwell Store	4.4%	5.2%	0.5%	5.9%	2.3%	2.3%	1.4%	3.3%
Hawaii Volcanoes National Park	36.4%	48.4%	31.5%	49.7%	58.0%	53.8%	60.9%	42.1%
Hilo Farmers Market	24.2%	24.6%	13.9%	26.8%	24.3%	19.1%	20.9%	14.1%
Hulihe‘e Palace	7.5%	7.5%	4.7%	8.2%	8.3%	9.6%	7.4%	6.1%
‘Imiloa Astronomy Ctr	4.0%	5.3%	1.3%	5.5%	6.8%	6.6%	13.5%	3.8%
Kaloko-Honokohau National Historical Park	9.8%	12.3%	1.5%	12.0%	12.6%	5.7%	12.6%	4.7%
Kona Coffee Living History Farm	15.7%	18.2%	16.0%	16.5%	21.1%	18.1%	17.7%	27.8%
Lili‘uokalani Park and Garden	8.6%	10.7%	2.4%	6.8%	8.8%	8.5%	3.7%	6.1%

ATTRACTIONS – ISLAND OF HAWAI'I (cont.)

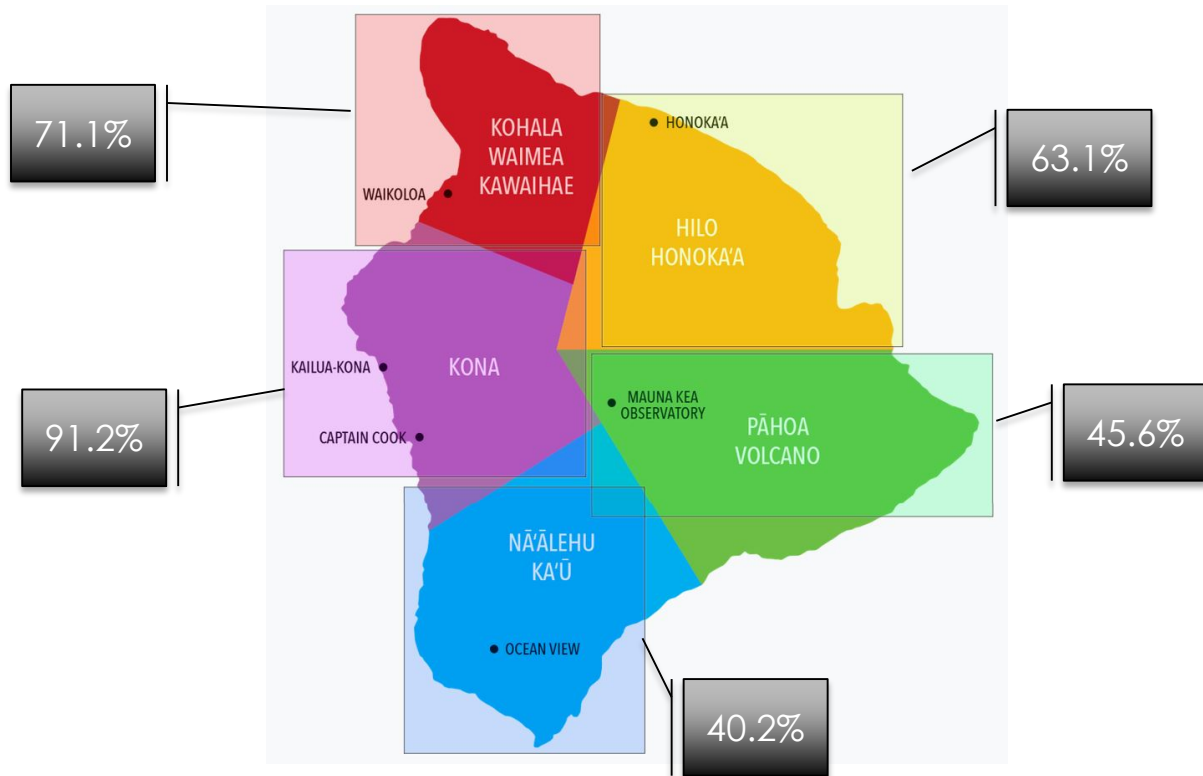
	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Lyman House Memorial Museum	2.8%	2.3%	0.6%	0.7%	2.0%	1.8%	2.2%	0.9%
Mauna	27.4%	36.9%	37.3%	38.4%	43.1%	20.2%	40.1%	31.3%
Orchid Farm	5.1%	6.2%	0.9%	4.8%	6.0%	7.5%	14.3%	1.4%
Pacific Tsunami Museum	4.0%	4.5%	1.6%	3.4%	5.3%	6.2%	4.2%	1.9%
Pana'ewa Rainforest Zoo & Garden	4.9%	5.7%	0.5%	5.5%	5.0%	3.4%	5.0%	2.3%
Pu'uhonua o Honaunau National Historical Park	22.9%	24.4%	3.7%	26.3%	29.9%	10.2%	14.0%	6.1%
Pu'ukohola Heia National Historical Site	11.3%	13.3%	2.5%	12.6%	15.6%	8.6%	4.2%	2.3%
Punalu'u Black Sand Beach	33.8%	42.4%	14.0%	42.4%	44.9%	36.9%	50.0%	18.6%
Rainbow Falls	27.3%	36.1%	14.3%	31.0%	37.7%	25.8%	51.6%	10.7%
Volcano Art Center	9.7%	9.5%	7.0%	11.5%	12.7%	14.7%	9.8%	7.0%

TRAVEL ON ISLAND OF HAWAI'I

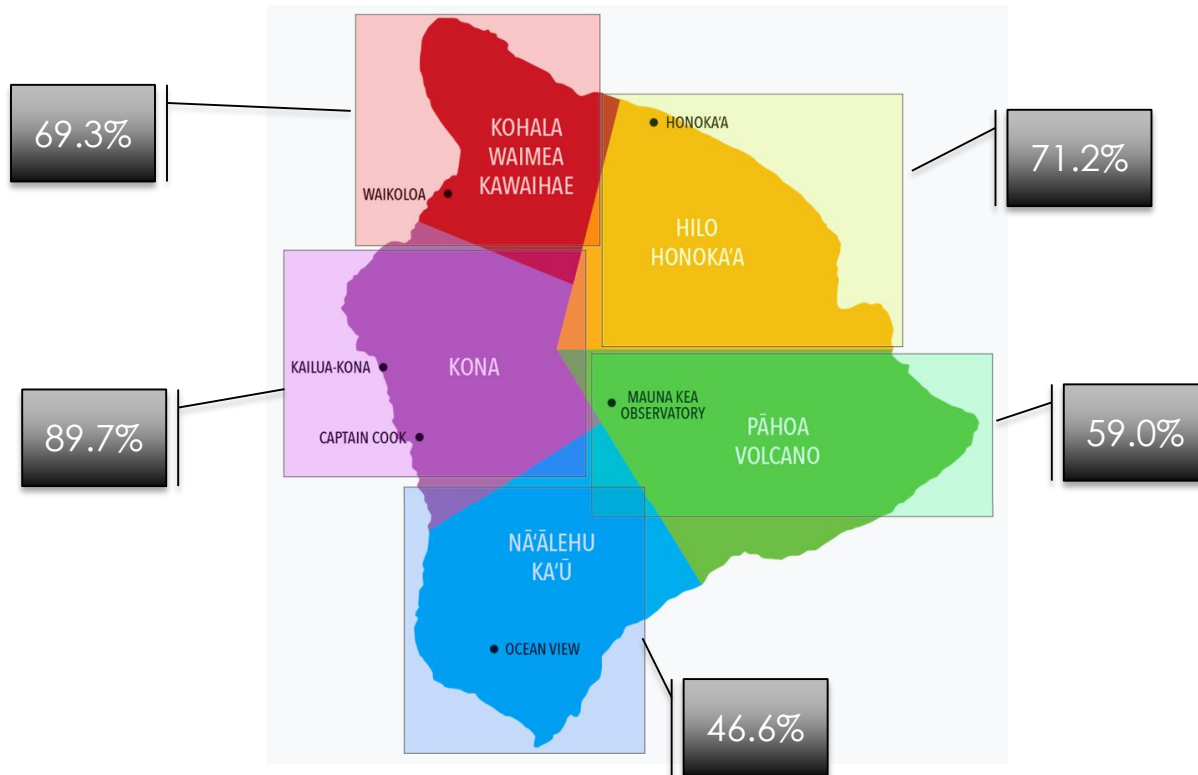


Traveled to other side of island	28.8%	35.7%	18.9%	29.5%	31.4%	31.9%	26.1%	13.2%
Traveled more than 1 hour	27.6%	24.0%	19.1%	25.2%	19.5%	25.8%	23.5%	34.7%
Traveled 1 hour or less one way to reach activity	22.6%	24.5%	31.6%	26.8%	32.1%	24.6%	34.8%	19.5%
Enjoy activities- short drive from accommodations	21.0%	15.8%	30.4%	18.6%	17.1%	17.8%	15.7%	32.6%
BASE	1,935	1,771	1,148	1,264	336	171	204	211

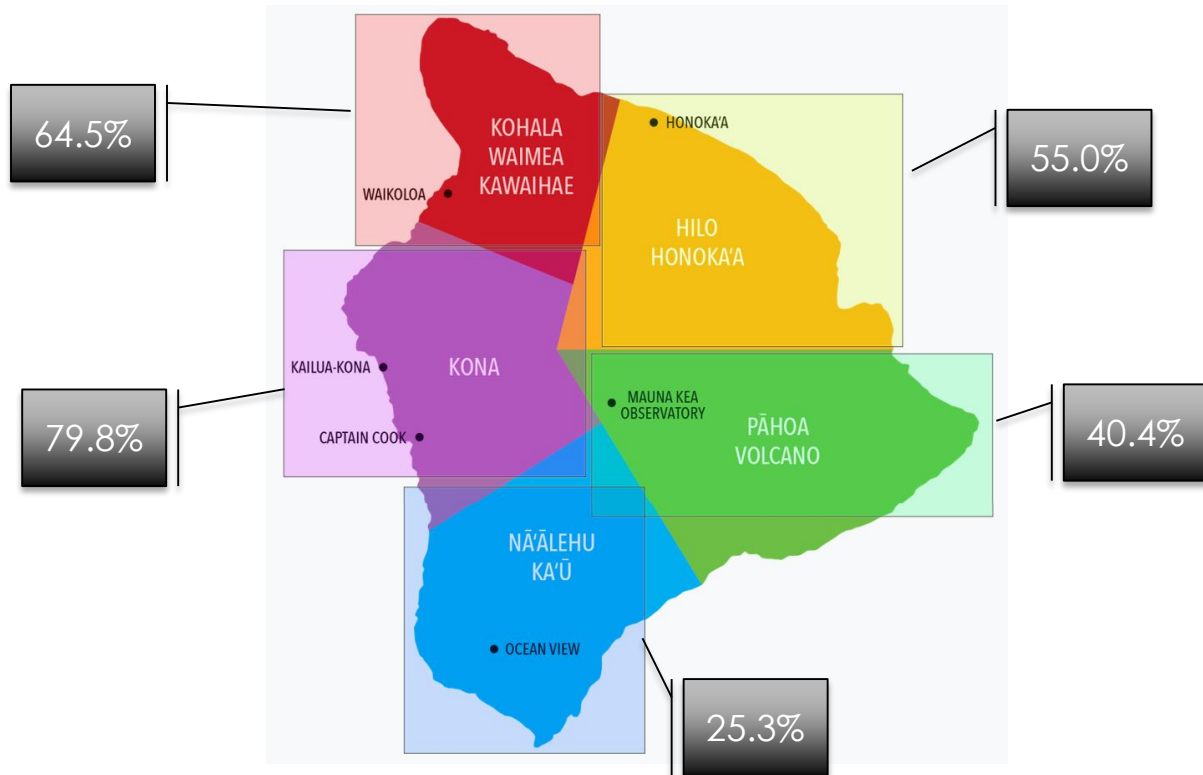
AREAS VISITED U.S. WEST



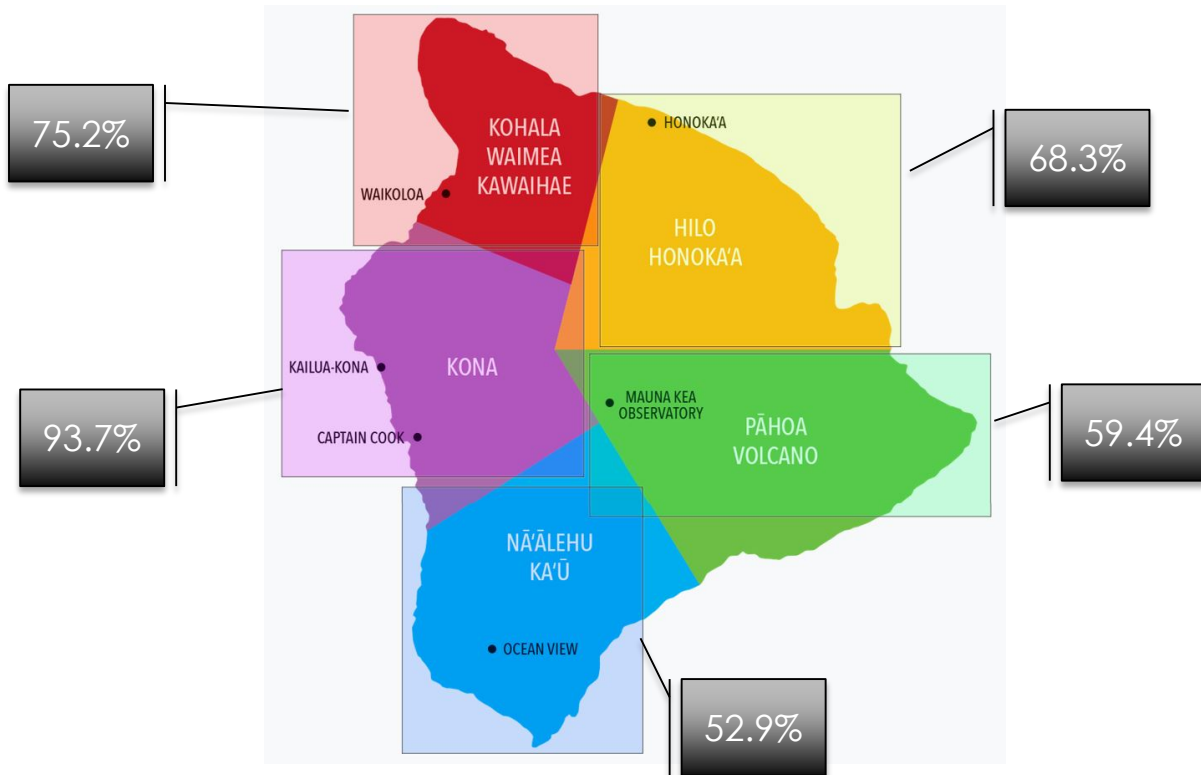
AREAS VISITED U.S. EAST



AREAS VISITED JAPAN

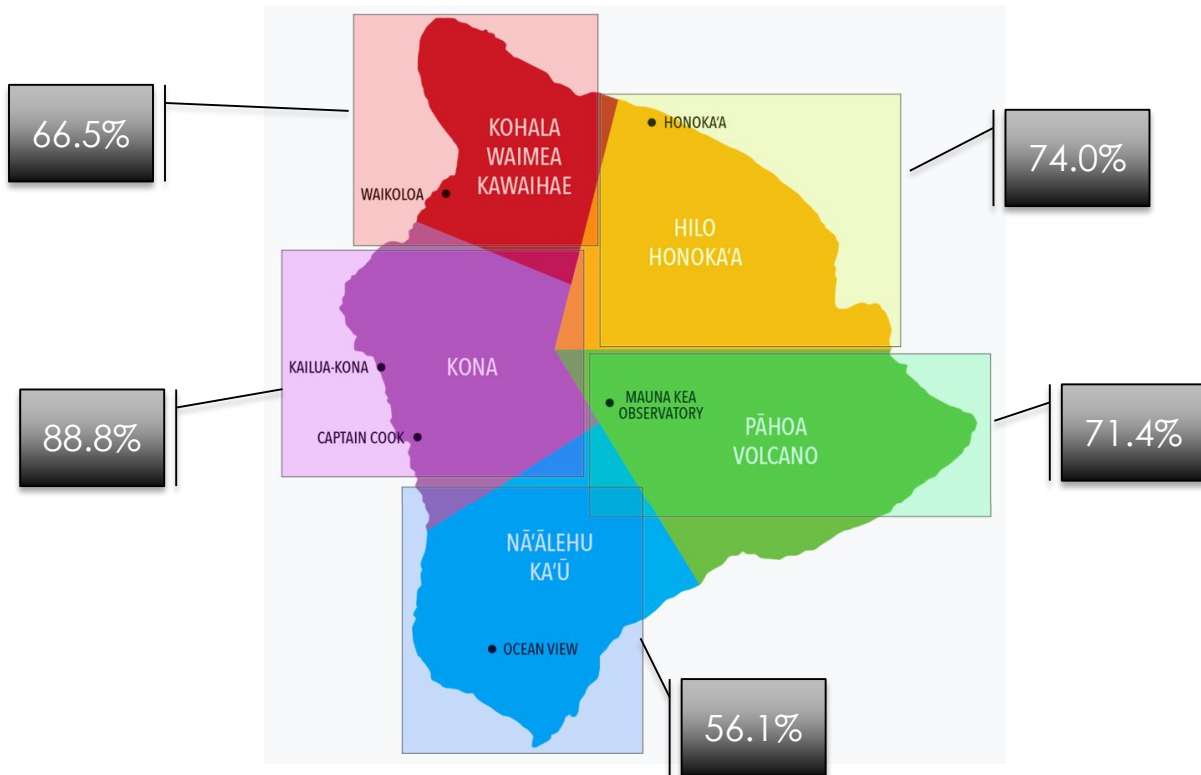


AREAS VISITED CANADA

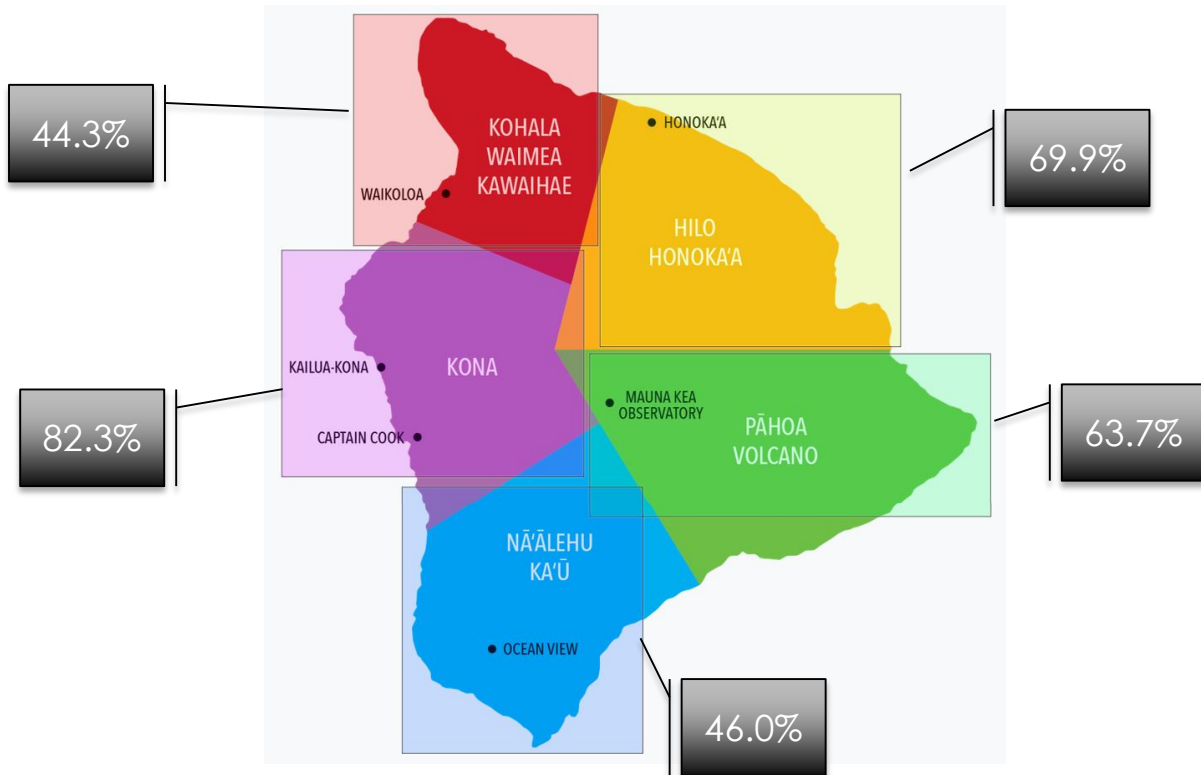


489 Q Which of the following areas did you visit during your stay on Hawai'i Island?

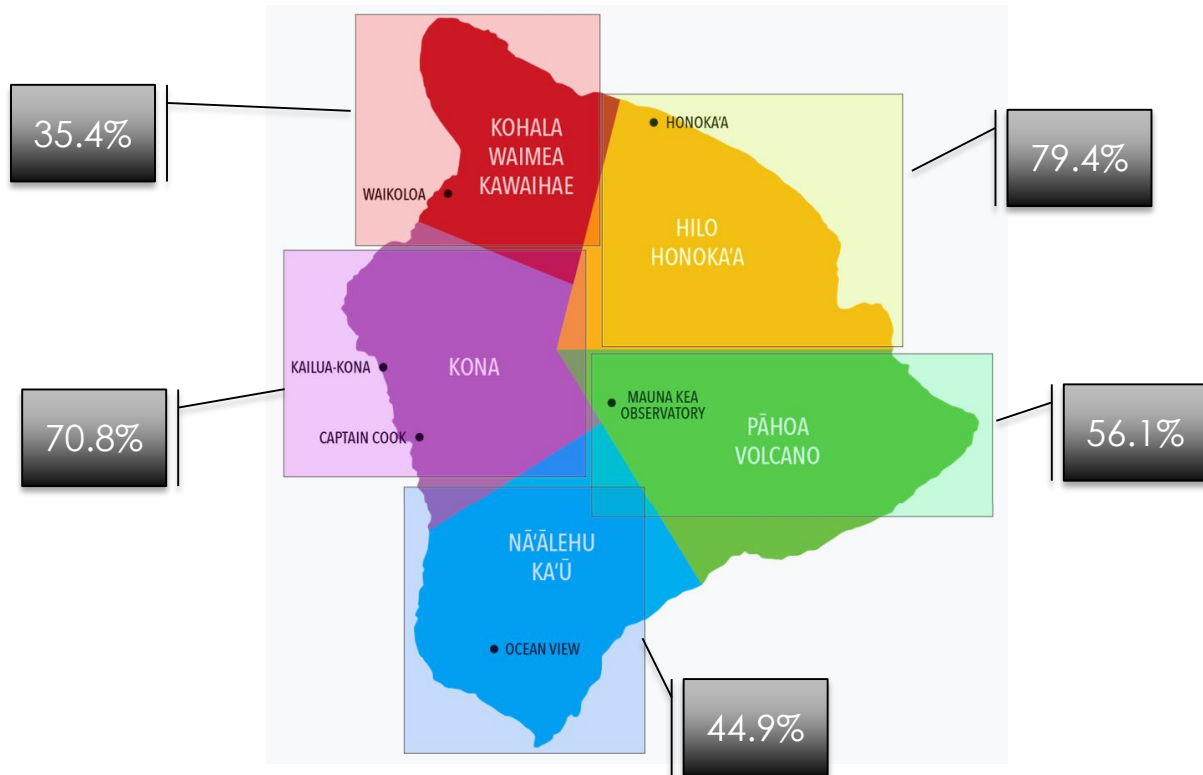
AREAS VISITED EUROPE



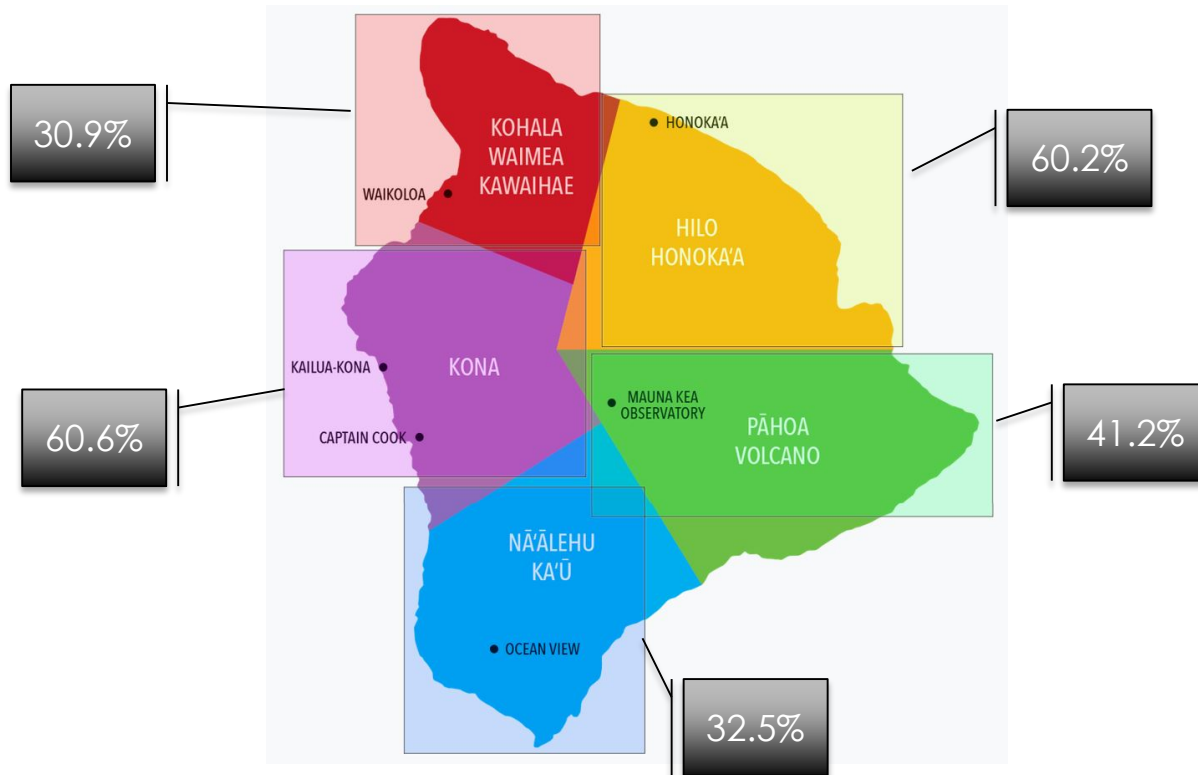
AREAS VISITED OCEANIA



AREAS VISITED CHINA

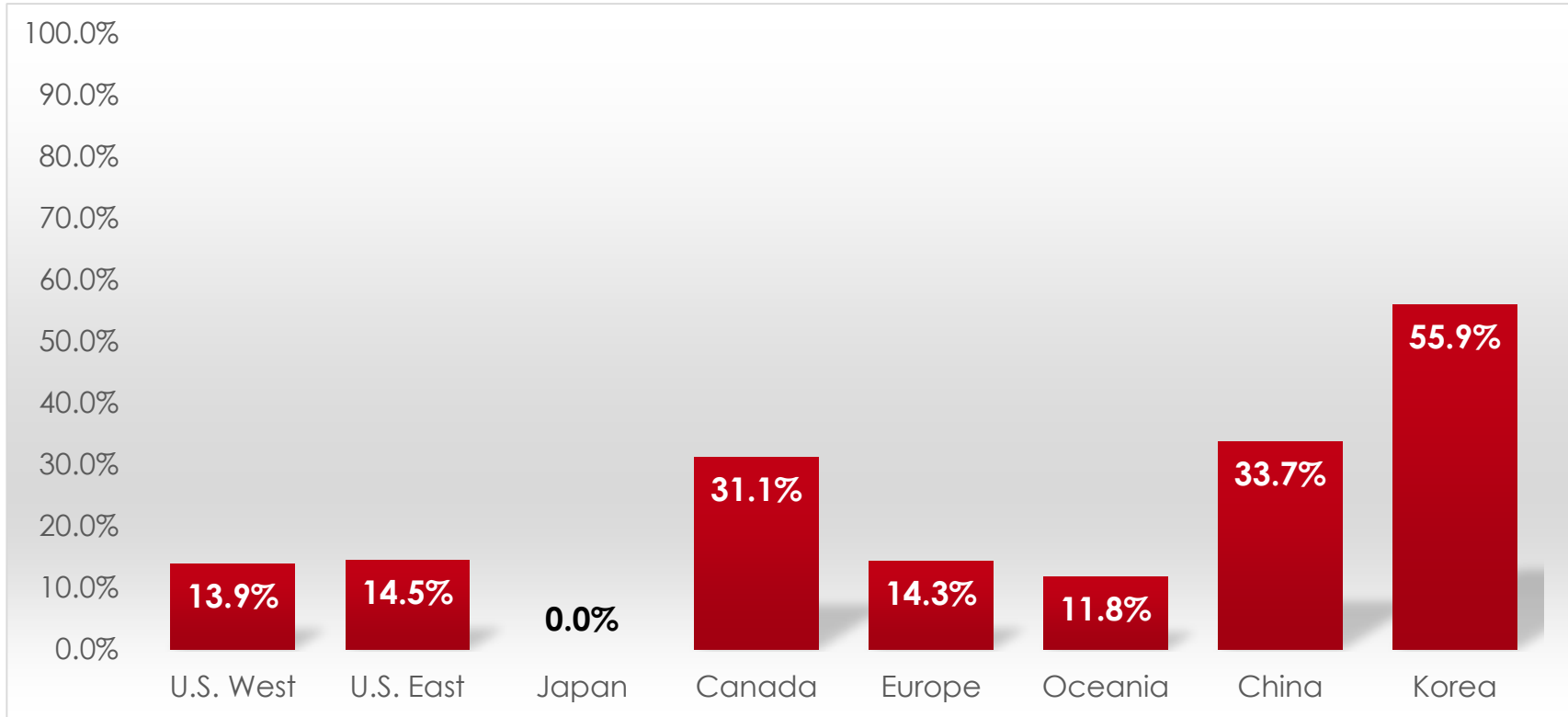


AREAS VISITED KOREA



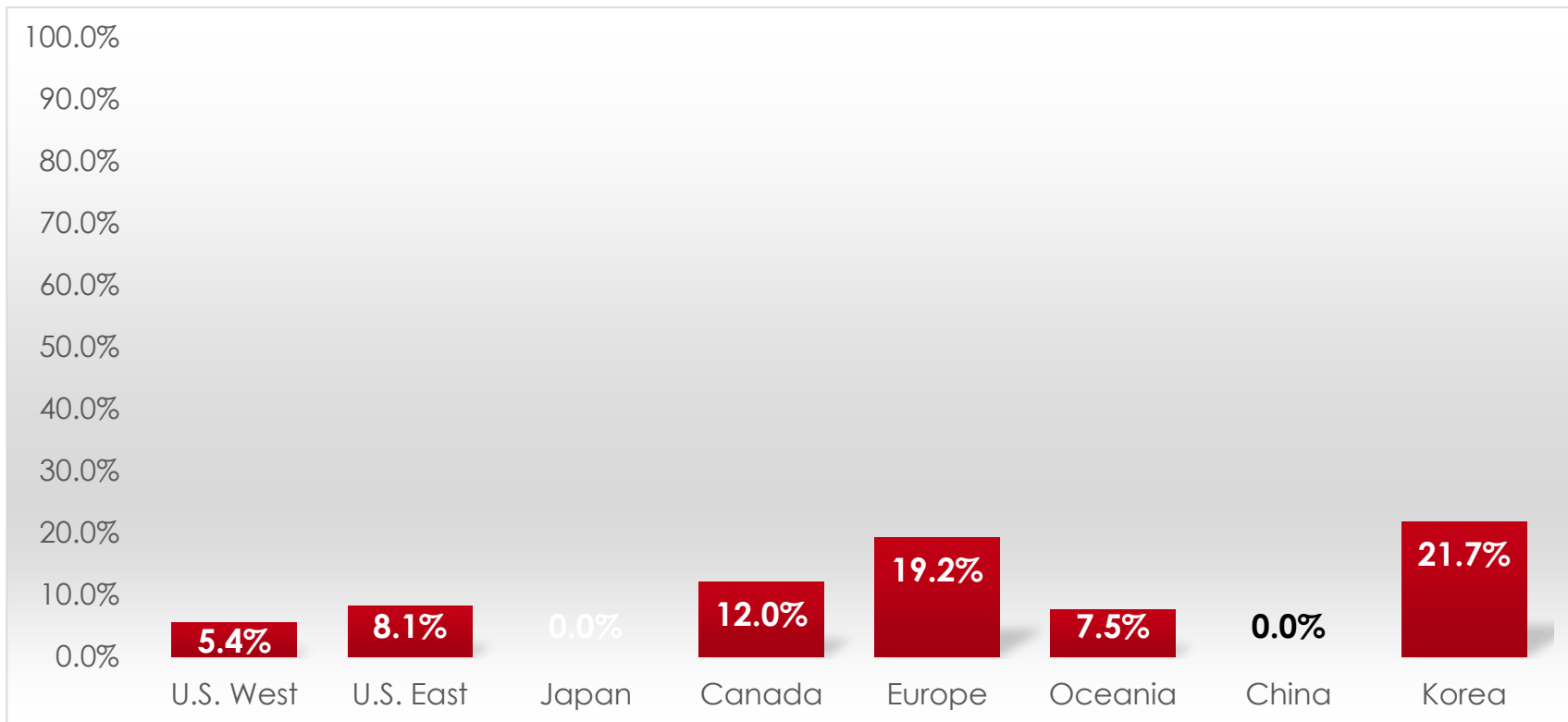
SECTION – ISLAND OF MOLOKA‘I

AIDED ADVERTISING AWARENESS – MOLOKA'I



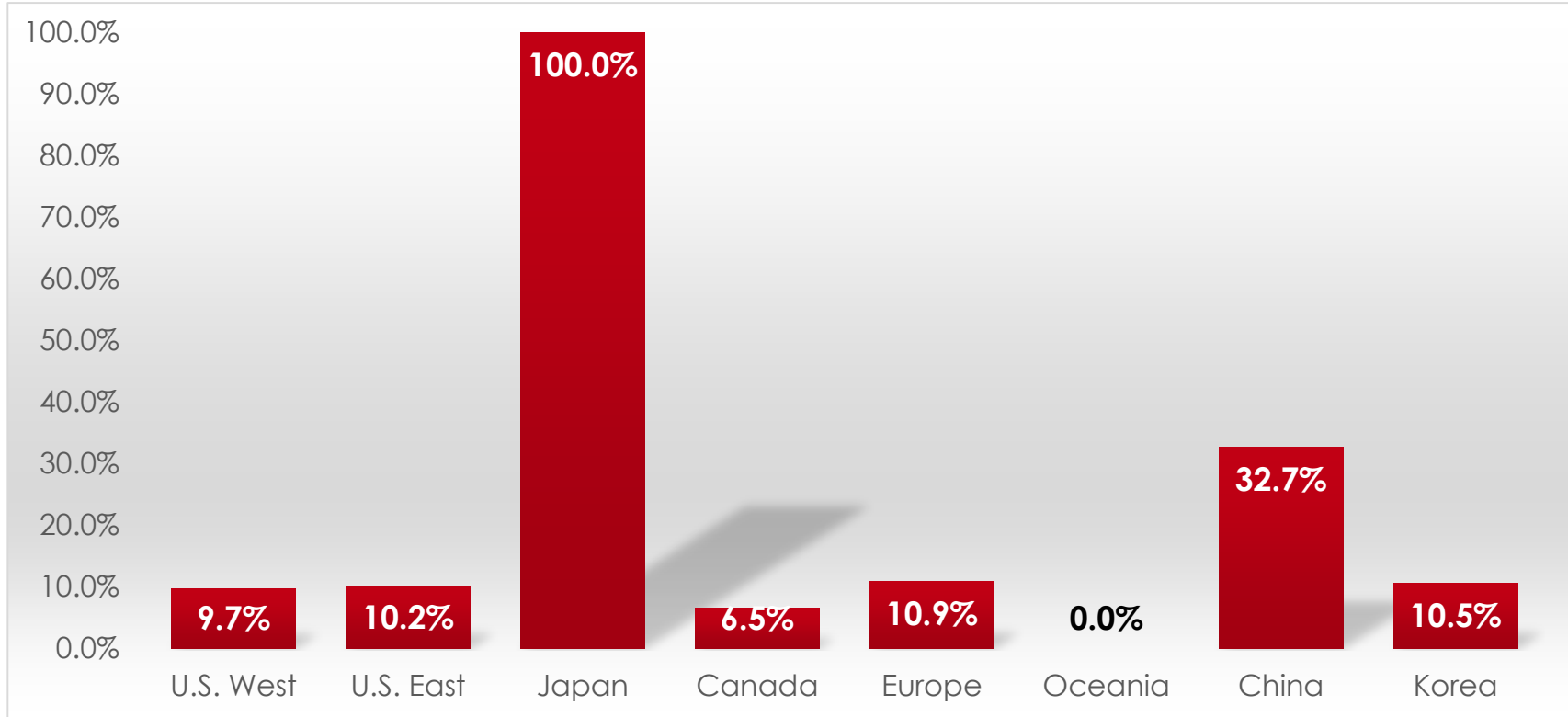
Sample sizes for Moloka'i are relatively small.

IMPACT OF LOCATION FILMING— MOLOKA‘I



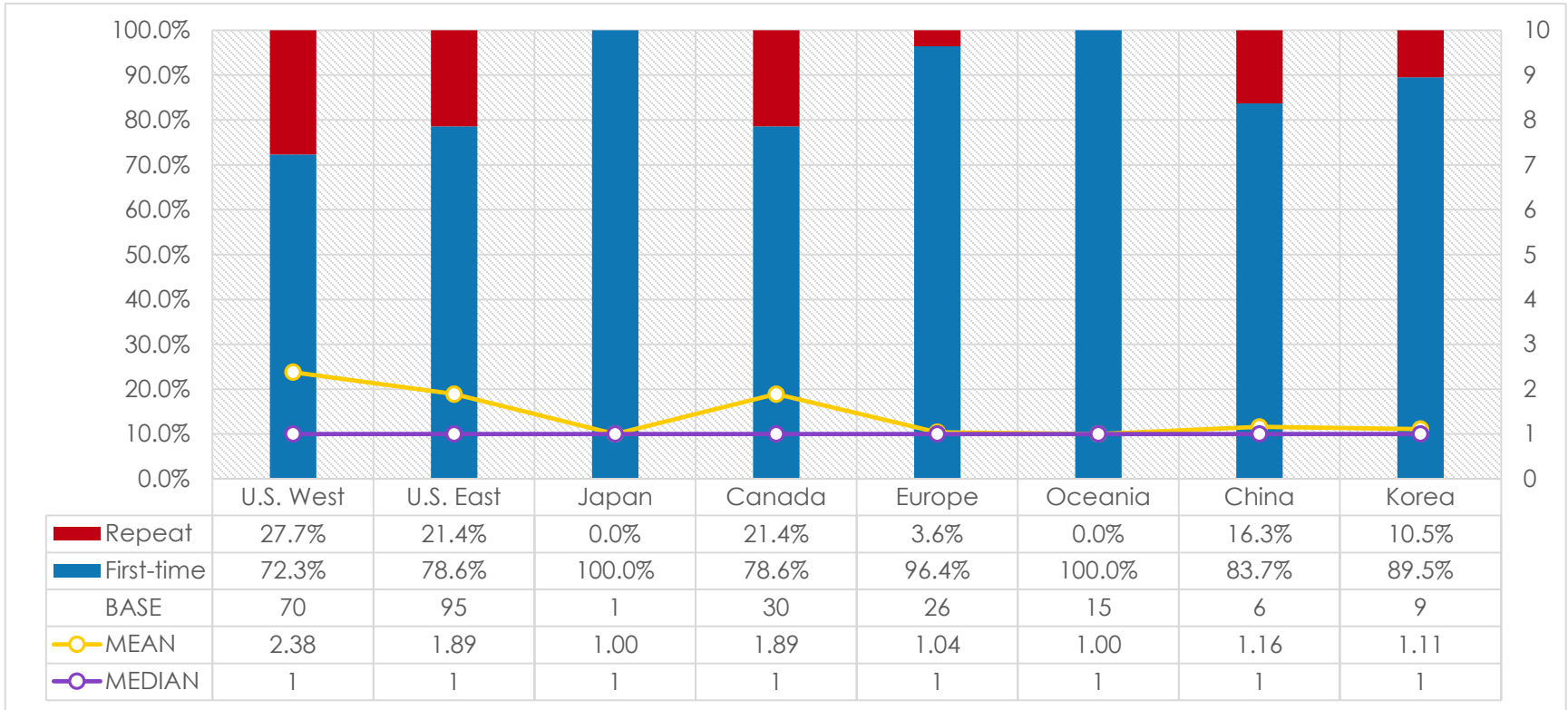
Sample sizes for Moloka'i are relatively small.

IMPACT OF HAWAIIAN MUSIC – MOLOKA‘I



Sample sizes for Moloka'i are relatively small.

1ST TIME VS REPEAT VISITOR – MOLOKA‘I



ACCOMMODATIONS – MOLOKA‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Hotel	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Sample sizes for Moloka‘i are relatively small.

STRENGTHS/ POSITIVE ASPECTS – MOLOKA‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Natural beauty	29.0%	28.0%	0.0%	37.1%	46.6%	21.0%	16.3%	0.0%
Local culture	12.5%	22.6%	100.0%	20.3%	11.3%	5.9%	17.3%	0.0%
Aloha spirit	17.3%	11.8%	0.0%	7.1%	22.6%	19.4%	0.0%	0.0%
Activities- variety	12.5%	4.2%	0.0%	3.0%	0.0%	15.1%	0.0%	77.6%
Beach/ ocean	8.6%	9.6%	0.0%	3.0%	0.0%	5.9%	0.0%	22.4%

Sample sizes for Moloka‘i are relatively small.

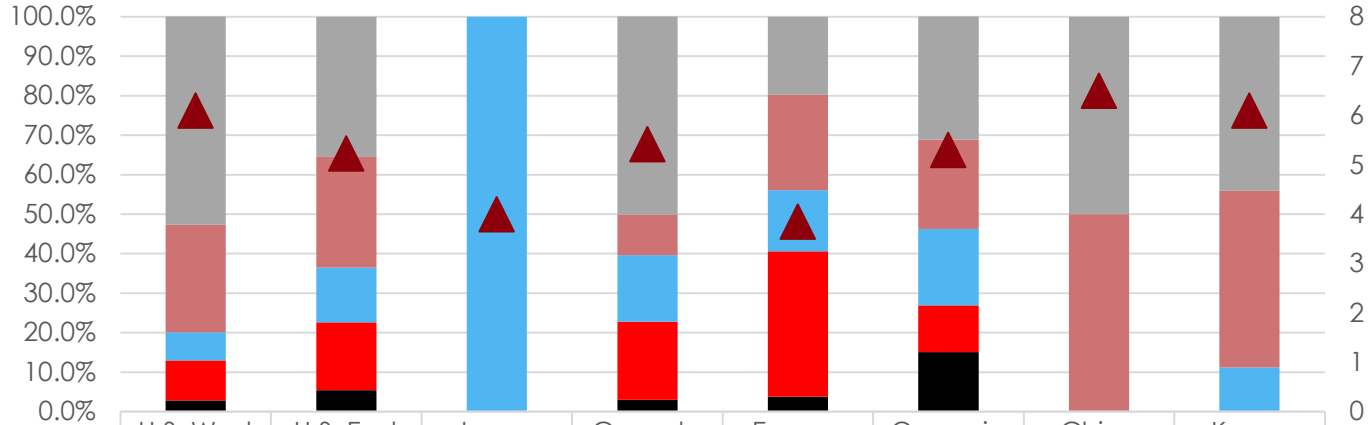
AREAS OF OPPORTUNITIES – MOLOKA‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Nothing	55.7%	58.7%	0.0%	45.6%	51.9%	82.3%	50.0%	33.5%
Food- variety	17.3%	13.1%	100.0%	23.9%	3.8%	0.0%	16.3%	11.2%
Not enough local culture	8.6%	3.2%	0.0%	10.7%	3.8%	0.0%	0.0%	11.2%
Activities- variety	1.5%	5.4%	0.0%	0.0%	12.3%	0.0%	0.0%	0.0%
Safety concerns	4.4%	1.1%	0.0%	0.0%	0.0%	0.0%	16.3%	11.2%

Sample sizes for Moloka‘i are relatively small.

LIKELIHOOD OF RETURN VISIT – MOLOKA'I

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	52.8%	35.5%	0.0%	50.3%	19.8%	31.2%	50.0%	44.1%
■ Somewhat likely (5-6)	27.2%	28.0%	0.0%	10.2%	24.1%	22.6%	50.0%	44.7%
■ Somewhat unlikely (3-4)	7.1%	13.9%	100.0%	16.8%	15.5%	19.4%	0.0%	11.2%
■ Very unlikely (1-2)	10.2%	17.2%	0.0%	19.8%	36.8%	11.8%	0.0%	0.0%
■ Not sure	2.8%	5.4%	0.0%	3.0%	3.8%	15.1%	0.0%	0.0%
BASE	70	93	1	30	25	15	6	9
▲ MEAN	6.10	5.23	4.00	5.42	3.85	5.30	6.50	6.10

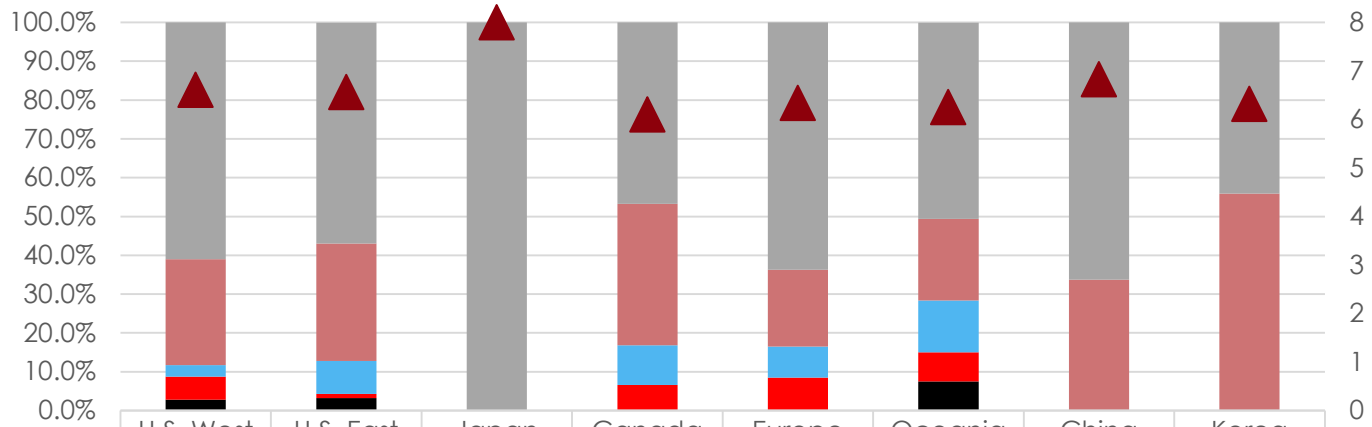
REASONS FOR NOT RETURNING – MOLOKA‘I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Want to visit someplace new	34.7%	49.9%	100.0%	50.0%	28.6%	58.1%	0.0%	100.0%
No compelling reason to return	36.3%	35.4%	0.0%	16.7%	14.3%	29.1%	0.0%	100.0%
Flight too long	0.0%	11.7%	0.0%	0.0%	42.9%	0.0%	0.0%	0.0%
Value	7.3%	3.0%	0.0%	16.7%	15.2%	12.8%	0.0%	0.0%
Age/ poor health	7.3%	6.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%
Inconvenient travel connection	13.7%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%
Too expensive	0.0%	5.8%	0.0%	7.6%	21.9%	0.0%	0.0%	0.0%

Sample sizes for Moloka‘i are relatively small.

MOLOKA'I - BRAND/DESTINATION – ADVOCACY

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	61.1%	56.9%	100.0%	46.7%	63.7%	50.5%	66.3%	44.1%
■ Somewhat likely (5-6)	27.3%	30.2%	0.0%	36.5%	19.8%	21.0%	33.7%	55.9%
■ Somewhat unlikely (3-4)	3.0%	8.5%	0.0%	10.2%	8.0%	13.4%	0.0%	0.0%
■ Very unlikely (1-2)	5.9%	1.1%	0.0%	6.6%	8.5%	7.5%	0.0%	0.0%
■ Not sure	2.8%	3.2%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%
BASE	69	93	1	30	25	15	6	9
▲ MEAN	6.61	6.56	8.00	6.10	6.34	6.25	6.83	6.32

MOLOKA'I - ACTIVITIES – SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	98.5%	97.8%	100.0%	100.0%	100.0%	94.1%	100.0%	100.0%
On own (self-guided)	81.1%	53.0%	100.0%	64.0%	64.7%	44.6%	50.0%	66.5%
Helicopter/ airplane	10.2%	10.5%	0.0%	13.2%	11.8%	13.4%	0.0%	0.0%
Boat/ submarine/ whale	7.2%	13.9%	0.0%	13.7%	3.8%	5.9%	0.0%	44.1%
Visit towns	53.7%	44.5%	0.0%	53.3%	40.1%	19.4%	0.0%	11.2%
Limo/ van/ bus tour	5.9%	18.2%	0.0%	6.6%	11.8%	13.4%	16.3%	11.2%
Scenic views/ natural landmark	58.3%	55.2%	0.0%	71.1%	48.6%	38.7%	50.0%	11.2%
Movie/ TV/ film location	0.0%	1.1%	0.0%	0.0%	3.8%	0.0%	17.3%	0.0%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	92.8%	79.6%	100.0%	89.8%	88.2%	79.0%	82.7%	100.0%
Beach/ sunbathing	63.7%	50.7%	0.0%	71.1%	56.1%	61.3%	32.7%	44.7%
Bodyboard/ Standup paddle board	5.7%	2.1%	0.0%	14.3%	0.0%	0.0%	0.0%	11.2%
Surfing	1.5%	1.0%	0.0%	7.1%	0.0%	5.9%	17.3%	11.2%
Canoeing/ kayak	7.2%	6.6%	0.0%	6.6%	4.3%	0.0%	0.0%	0.0%
Swim- ocean	37.9%	32.3%	0.0%	41.2%	27.8%	36.0%	16.3%	22.4%
Snorkel	24.8%	26.8%	0.0%	44.2%	26.8%	47.9%	0.0%	88.8%
Windsurf/ Kitesurf	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet ski/ Parasail	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba	1.5%	3.2%	0.0%	7.1%	0.0%	0.0%	16.3%	21.7%
Fishing	10.0%	0.0%	0.0%	3.0%	0.0%	0.0%	16.3%	0.0%
Golf	3.0%	0.0%	0.0%	7.1%	0.0%	11.8%	0.0%	0.0%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	92.8%	79.6%	100.0%	89.8%	88.2%	79.0%	82.7%	100.0%
Run/ Jog/ Fitness walk	17.4%	13.0%	0.0%	20.3%	8.0%	5.9%	0.0%	0.0%
Spa	1.5%	1.0%	0.0%	3.6%	0.0%	0.0%	16.3%	0.0%
Hiking/Backpack/Camp	39.1%	25.9%	0.0%	50.8%	16.5%	7.5%	0.0%	0.0%
Agritourism	5.9%	15.2%	100.0%	19.8%	4.3%	0.0%	16.3%	0.0%
Sport event/ tournament	1.5%	3.2%	0.0%	6.6%	0.0%	0.0%	16.3%	0.0%
Park/ botanical garden	25.8%	25.8%	100.0%	27.5%	25.0%	5.9%	0.0%	0.0%
Waterpark	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%
Mountain tube/ waterfall rappel	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%
Zip-lining	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%
Skydiving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.3%	0.0%
All terrain vehicle (ATV)	1.5%	1.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%
Horseback riding	1.5%	3.3%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	97.2%	86.1%	100.0%	89.8%	88.2%	79.0%	82.7%	100.0%
Lunch/ sunset/ dinner/ evening cruise	15.6%	11.7%	0.0%	16.2%	27.8%	7.5%	33.7%	11.2%
Live music/ stage show	23.0%	20.4%	0.0%	27.5%	23.6%	25.3%	49.0%	0.0%
Nightclub/ dancing/ bar/ karaoke	5.9%	3.3%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%
Fine dining	14.4%	17.3%	0.0%	13.7%	23.6%	21.0%	0.0%	22.4%
Family restaurant	45.2%	44.3%	0.0%	38.2%	19.3%	25.3%	0.0%	11.2%
Fast food	25.1%	18.2%	0.0%	24.4%	32.6%	11.8%	33.7%	22.4%
Food truck	15.4%	14.1%	0.0%	10.2%	8.0%	5.9%	17.3%	11.2%
Café/ coffee house	28.7%	33.4%	100.0%	36.0%	48.1%	19.4%	0.0%	33.5%
Ethnic dining	20.2%	11.8%	0.0%	6.0%	11.3%	17.7%	0.0%	11.2%
Prepared own meal	47.8%	40.2%	0.0%	58.0%	27.3%	7.5%	0.0%	21.7%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – SHOPPING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	88.7%	75.4%	100.0%	87.4%	75.9%	86.6%	66.3%	77.6%
Mall/ department store	3.0%	5.2%	0.0%	3.0%	8.0%	32.8%	33.7%	11.2%
Designer boutique	4.3%	1.1%	0.0%	6.6%	0.0%	7.5%	32.7%	0.0%
Hotel/ resort store	7.1%	6.4%	0.0%	3.0%	8.5%	21.0%	16.3%	11.2%
Swap meet/ flea market	7.4%	10.7%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%
Discount/ outlet store	4.3%	7.4%	0.0%	3.0%	0.0%	7.5%	0.0%	44.1%
Supermarket	50.6%	40.0%	0.0%	43.7%	60.4%	19.4%	17.3%	32.9%
Farmer's market	40.9%	31.3%	0.0%	41.2%	23.6%	13.4%	17.3%	0.0%
Convenience store	23.3%	21.5%	0.0%	33.5%	11.8%	21.0%	0.0%	22.4%
Duty free store	0.0%	1.0%	0.0%	3.0%	0.0%	7.5%	16.3%	11.2%
Local shop/ artisan	52.2%	50.6%	100.0%	70.6%	35.8%	31.2%	0.0%	11.2%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I – HISTORY, CULTURE, FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	63.7%	74.3%	0.0%	70.1%	47.6%	82.3%	82.7%	44.1%
Historic military site	7.4%	6.3%	0.0%	9.6%	0.0%	15.1%	33.7%	0.0%
Other historical site	47.9%	48.6%	0.0%	36.5%	19.8%	25.3%	32.7%	21.7%
Museum/ art gallery	13.0%	11.8%	0.0%	10.2%	7.5%	28.5%	16.3%	0.0%
Luau/ Polynesian show/ hula show	4.3%	15.9%	0.0%	3.6%	11.8%	25.3%	0.0%	11.2%
Lesson- ex. ukulele, hula, canoe, lei making	4.4%	7.6%	0.0%	13.7%	0.0%	7.5%	33.7%	11.2%
Play/ concert/ theatre	2.8%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Art/ craft fair	4.3%	9.7%	0.0%	3.6%	3.8%	7.5%	17.3%	0.0%
Festival event	4.3%	10.8%	0.0%	12.6%	8.5%	0.0%	0.0%	0.0%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	82.4%	81.8%	0.0%	80.8%	80.2%	94.1%	49.0%	100.0%
Airport shuttle	7.1%	6.5%	0.0%	0.0%	7.5%	13.4%	0.0%	11.2%
Trolley	1.5%	1.0%	0.0%	3.0%	3.8%	0.0%	16.3%	0.0%
Public bus	1.3%	4.3%	0.0%	0.0%	3.8%	21.0%	16.3%	0.0%
Tour bus/ tour van	7.2%	29.8%	0.0%	9.6%	7.5%	32.8%	32.7%	0.0%
Taxi/ limo	5.9%	7.6%	0.0%	3.0%	11.8%	19.4%	0.0%	0.0%
Rental car	62.4%	45.5%	0.0%	65.1%	64.7%	19.4%	0.0%	88.8%
Ride share	3.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	4.3%	1.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – OTHER

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	21.7%	19.4%	100.0%	23.4%	0.0%	21.0%	32.7%	11.2%
Visit friends/ family	21.7%	16.3%	100.0%	20.3%	0.0%	5.9%	16.3%	11.2%
Volunteer- non-profit	1.5%	4.3%	0.0%	3.0%	0.0%	15.1%	16.3%	0.0%

Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – ATTRACTIONS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Ali'i Fishpond	17.4%	7.7%	0.0%	10.2%	7.5%	5.9%	16.3%	0.0%
Halawa Beach Park	36.3%	29.2%	0.0%	23.9%	32.6%	21.0%	0.0%	0.0%
Halawa Valley	33.0%	24.9%	0.0%	30.5%	40.1%	19.4%	32.7%	0.0%
Kalaupapa National Historic Park	41.7%	38.8%	0.0%	43.1%	28.3%	13.4%	49.0%	0.0%
Kamakou	1.5%	7.6%	0.0%	7.1%	3.8%	0.0%	33.7%	0.0%
Kauaiwa Coconut Grove	10.3%	10.8%	0.0%	13.7%	16.0%	0.0%	32.7%	0.0%
Kapukahehu Beach	21.8%	17.3%	0.0%	23.9%	24.1%	5.9%	16.3%	11.2%
Kumimi Beach Park	27.6%	21.6%	0.0%	36.5%	35.8%	13.4%	16.3%	22.4%

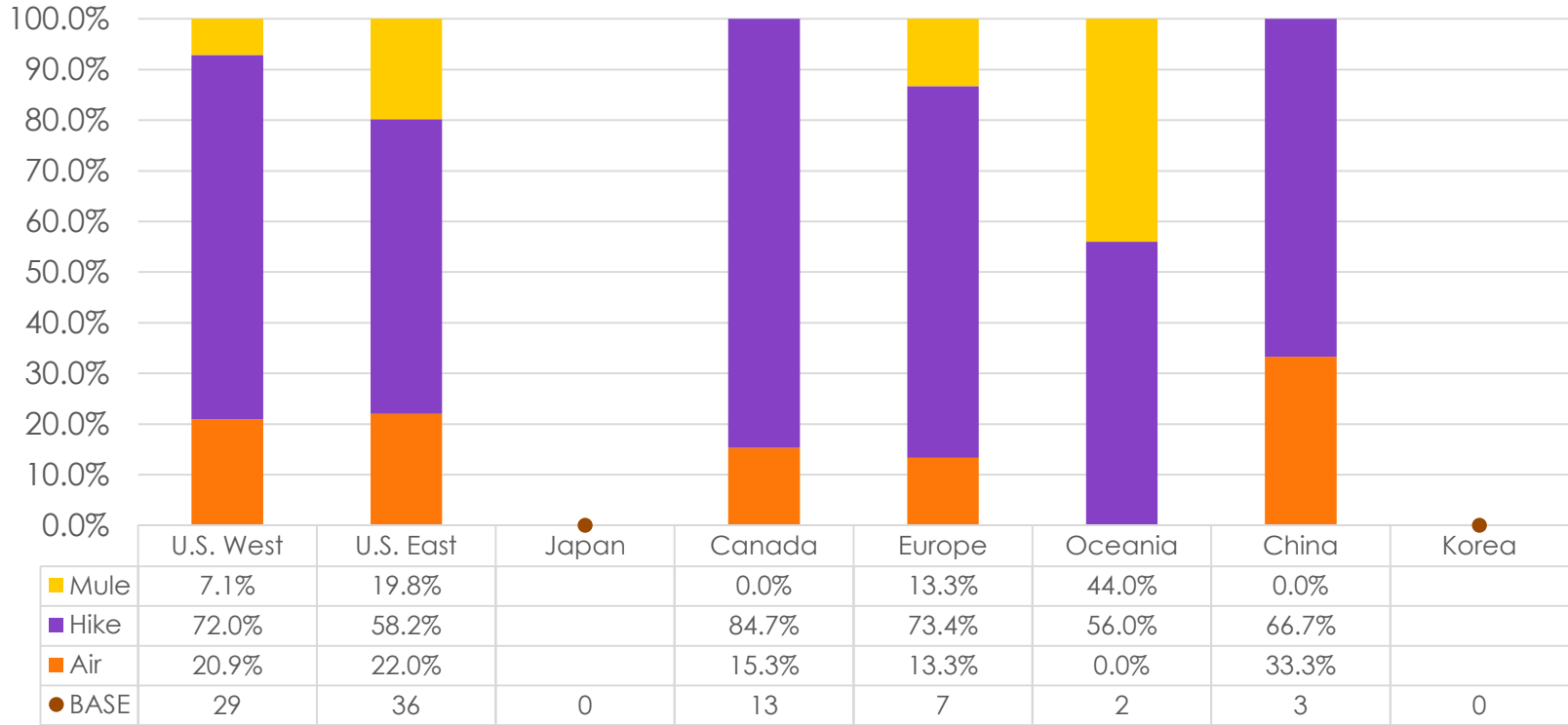
Sample sizes for Moloka'i are relatively small.

MOLOKA'I - ACTIVITIES – ATTRACTIONS

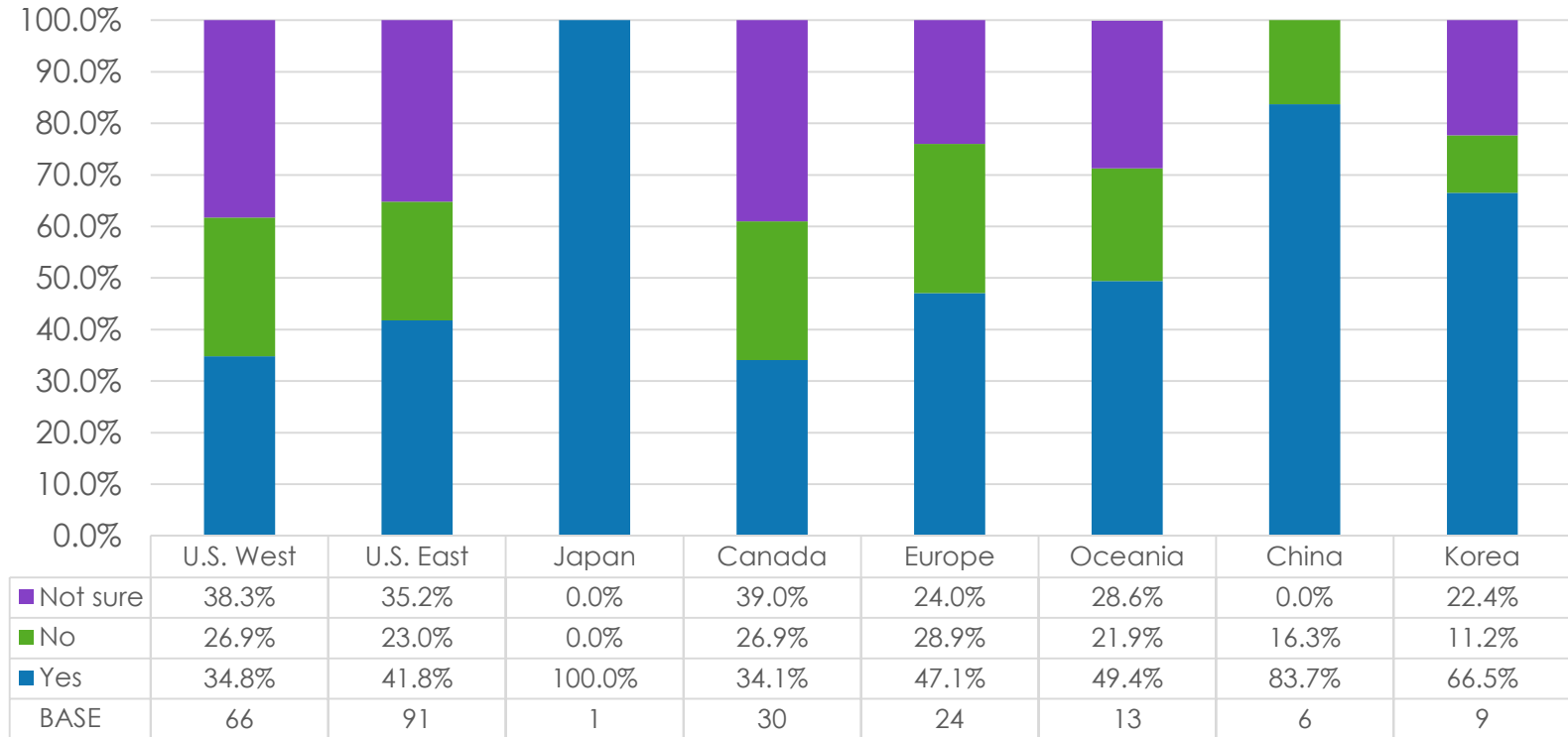
	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Moloka'i Mule Ride	7.2%	10.9%	0.0%	13.2%	3.8%	5.9%	0.0%	0.0%
Moloka'i Museum & Cultural Center	13.1%	14.0%	0.0%	13.7%	19.3%	5.9%	17.3%	0.0%
Olo'upena Falls	13.1%	12.8%	0.0%	6.6%	0.0%	0.0%	0.0%	10.5%
One Ali'i Beach Park	21.8%	11.9%	0.0%	23.9%	19.8%	0.0%	0.0%	10.5%
Pala'au State Park	17.2%	20.6%	0.0%	43.7%	24.1%	0.0%	33.7%	32.9%
Papohaku Beach	40.6%	29.4%	0.0%	49.7%	24.1%	21.0%	0.0%	0.0%
Wailau Valley	18.9%	14.1%	0.0%	16.2%	24.1%	0.0%	16.3%	0.0%

Sample sizes for Moloka'i are relatively small.

KALAUPAPA NATIONAL HISTORICAL PARK - EXPERIENCE

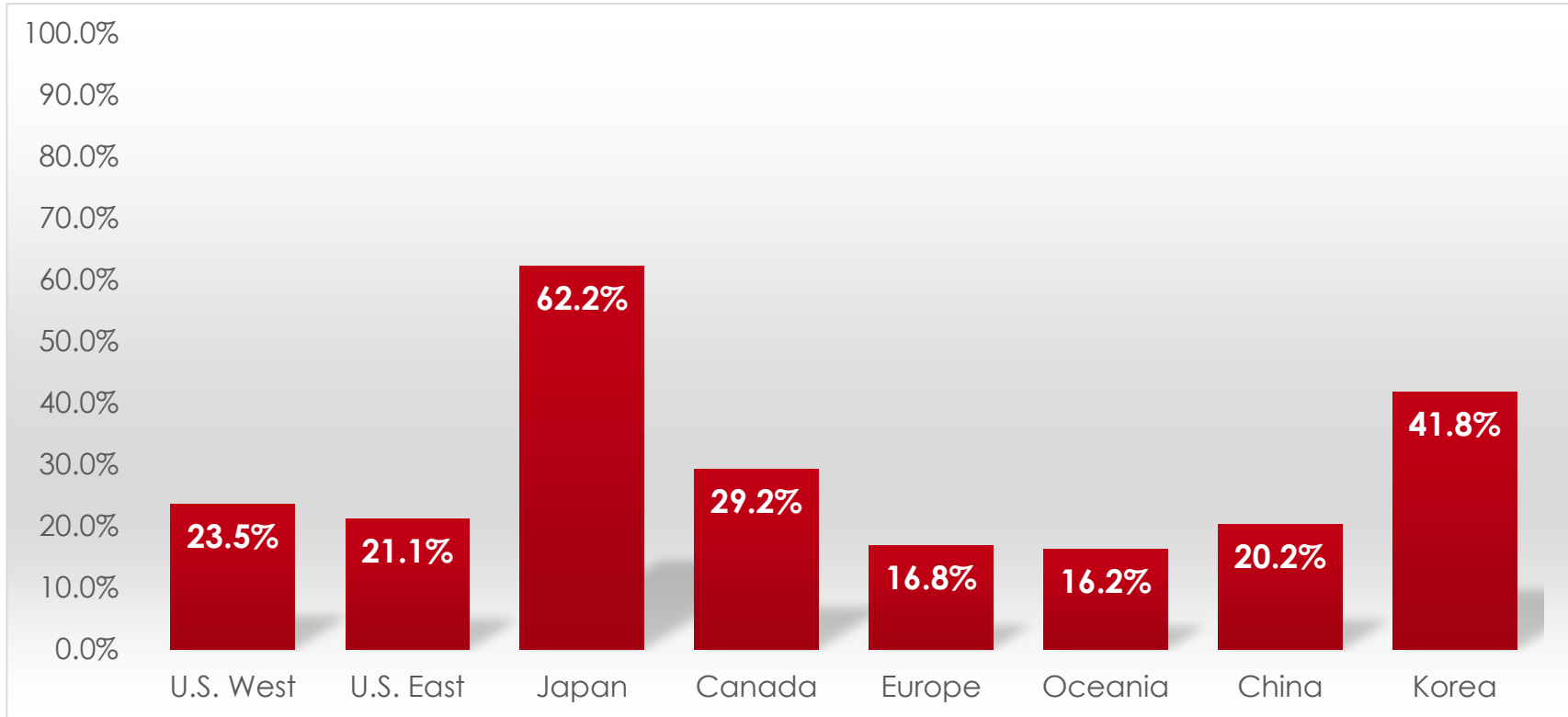


AIRPORT VISITORS CENTER



SECTION – ISLAND OF LANA'I

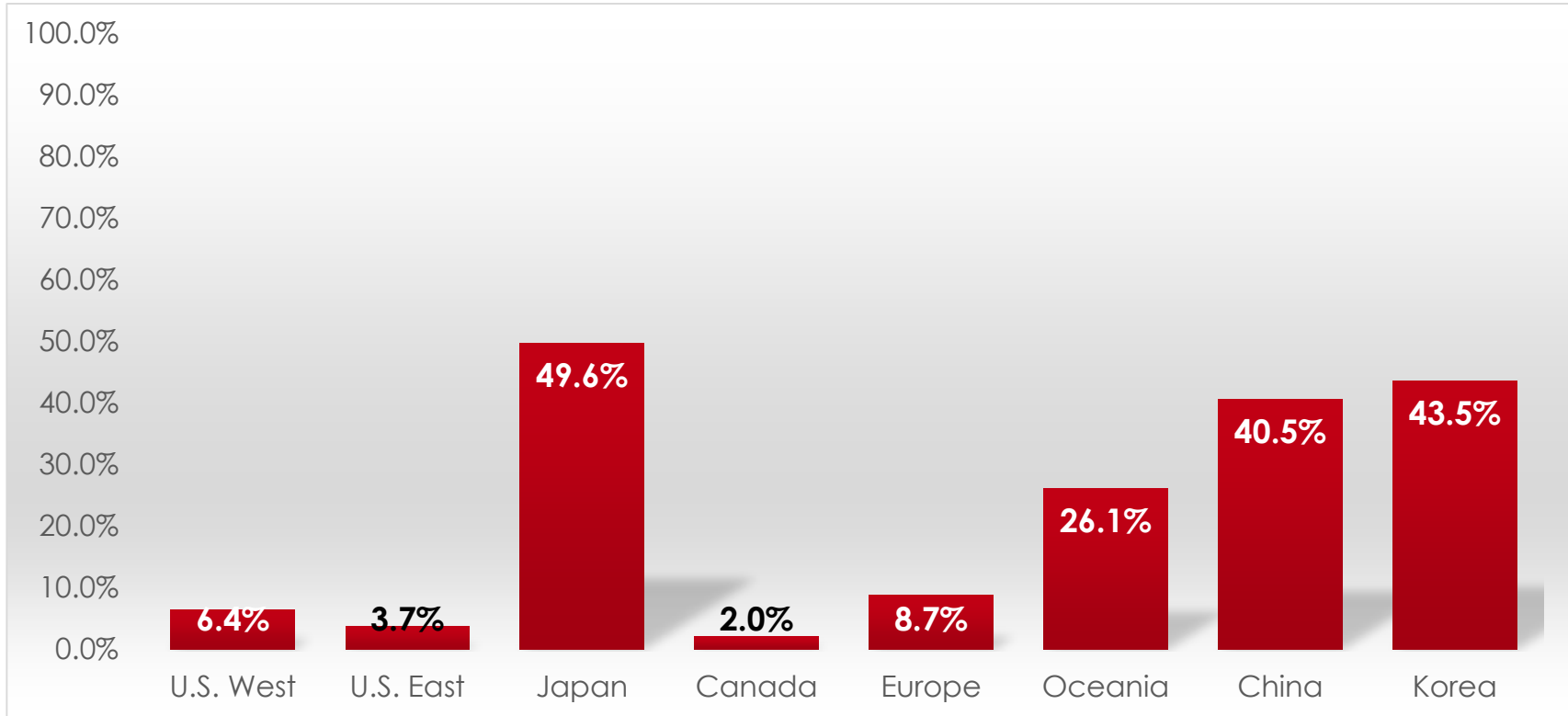
AIDED ADVERTISING AWARENESS – LANAI



Sample sizes for Lanai are relatively small.

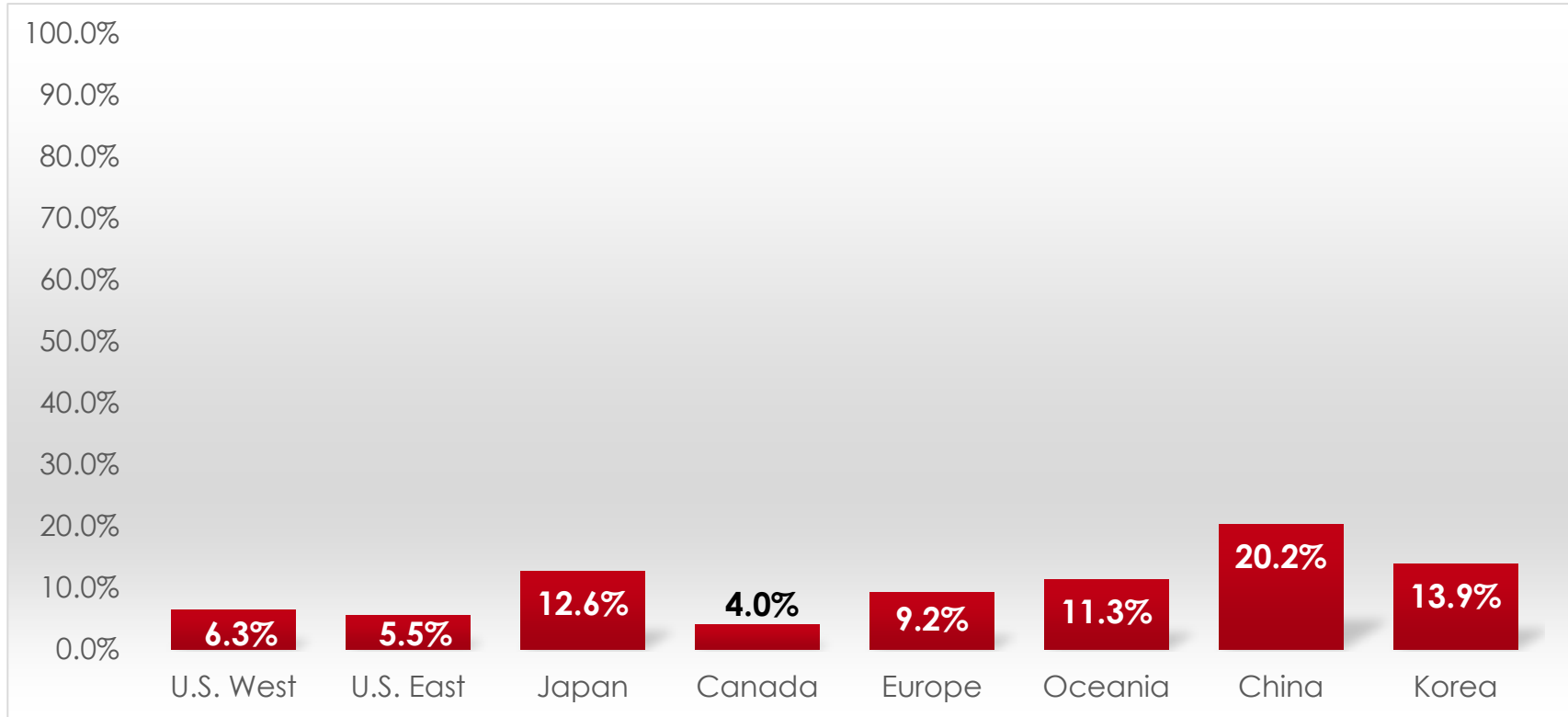
518 Q. Do you remember seeing or hearing advertising for the Lanai prior to your arrival?

IMPACT OF LOCATION FILMING—LANA'I



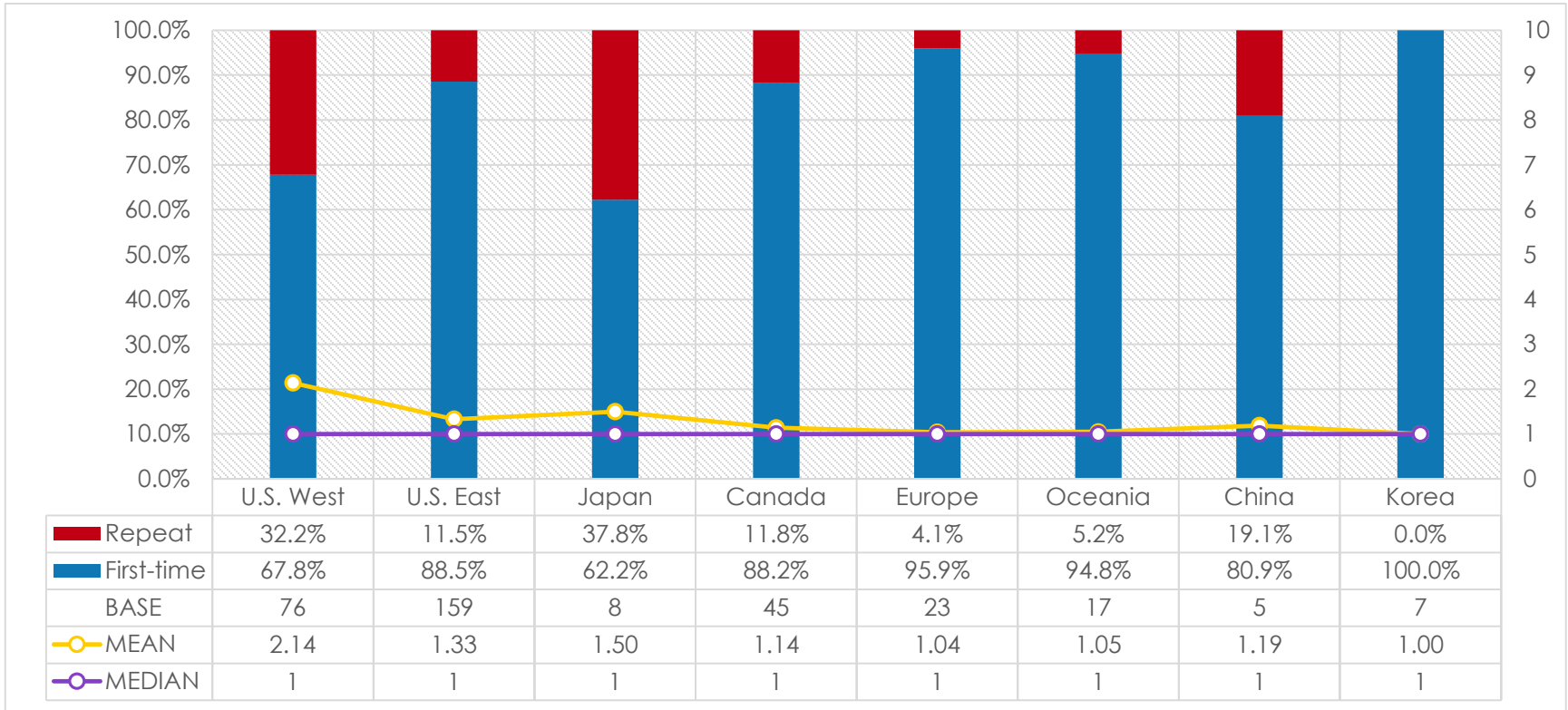
Sample sizes for Lana'i are relatively small.

IMPACT OF HAWAIIAN MUSIC – LANAI



Sample sizes for Lānaʻi are relatively small.

1ST TIME VS REPEAT VISITOR –LANA'I



ACCOMMODATIONS – LANA'I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Day trip	43.7%	38.7%	12.6%	54.8%	33.6%	11.8%	0.0%	0.0%
Hotel	25.3%	26.5%	50.4%	15.4%	13.3%	18.5%	60.7%	86.1%
Cruise ship	8.6%	26.0%	0.0%	19.4%	40.9%	71.1%	20.2%	13.9%
Friend/ relative	9.2%	3.1%	0.0%	4.4%	0.0%	10.4%	0.0%	0.0%
Campsite/ beach	6.6%	1.9%	11.8%	2.0%	4.6%	0.0%	20.2%	0.0%

Sample sizes for Lāna'i are relatively small.

STRENGTHS/ POSITIVE ASPECTS – LANAI

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Natural beauty	25.2%	17.8%	12.6%	17.8%	21.9%	39.3%	0.0%	14.8%
Beach/ ocean	19.9%	14.0%	24.4%	31.2%	31.2%	0.0%	0.0%	0.0%
Customer service	16.1%	15.2%	12.6%	11.4%	4.6%	0.0%	20.2%	0.0%
Activities- variety	5.3%	10.0%	12.6%	6.7%	8.7%	25.1%	0.0%	28.7%
Aloha spirit	4.1%	6.9%	12.6%	6.4%	17.3%	19.9%	20.2%	13.9%
Local culture	4.1%	7.5%	0.0%	6.7%	4.1%	5.2%	0.0%	0.0%

Sample sizes for Lanai are relatively small.

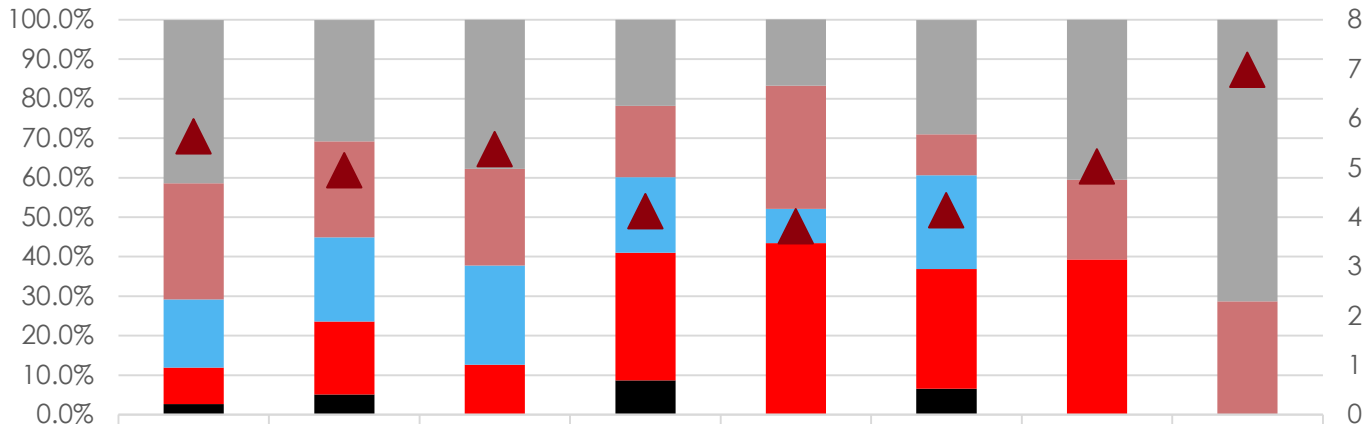
AREAS OF OPPORTUNITIES – LANA'I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Nothing	61.1%	66.2%	25.2%	64.1%	73.4%	67.3%	79.8%	43.5%
Activities- variety	5.4%	7.0%	12.6%	2.0%	0.0%	5.2%	0.0%	41.8%
Food- variety	8.1%	3.8%	25.2%	6.7%	4.6%	0.0%	0.0%	14.8%
Ground transportation	3.9%	3.8%	0.0%	7.1%	9.2%	11.8%	0.0%	0.0%
Driving experience	5.4%	1.9%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Lack of local culture	1.4%	4.5%	0.0%	6.7%	0.0%	5.2%	0.0%	0.0%

Sample sizes for Lana'i are relatively small.

LIKELIHOOD OF RETURN VISIT – LANAI

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	41.3%	30.7%	37.8%	21.8%	16.8%	28.9%	40.5%	71.3%
■ Somewhat likely (5-6)	29.4%	24.3%	24.4%	18.1%	31.2%	10.4%	20.2%	28.7%
■ Somewhat unlikely (3-4)	17.3%	21.3%	25.2%	19.1%	8.7%	23.7%	0.0%	0.0%
■ Very unlikely (1-2)	9.2%	18.5%	12.6%	32.3%	43.4%	30.3%	39.3%	0.0%
■ Not sure	2.7%	5.1%	0.0%	8.7%	0.0%	6.6%	0.0%	0.0%
BASE	75	156	8	45	23	17	5	7
▲ MEAN	5.64	4.95	5.38	4.12	3.82	4.14	5.03	6.99

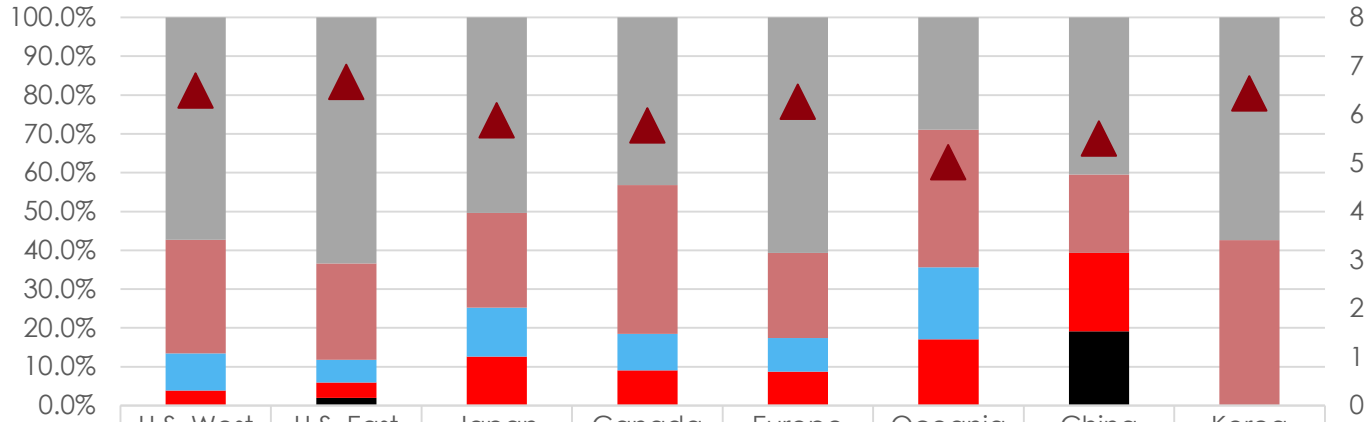
REASONS FOR NOT RETURNING – LANA'I

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Want to visit someplace new	44.8%	33.4%	33.3%	39.6%	25.5%	46.5%	51.5%	0.0%
No compelling reason to return	23.2%	26.3%	33.3%	24.5%	7.8%	19.3%	0.0%	0.0%
Too expensive	13.9%	24.5%	33.3%	17.9%	8.8%	0.0%	0.0%	0.0%
Flight too long	0.0%	20.1%	0.0%	3.5%	25.5%	34.2%	48.5%	0.0%
Nothing to do/ boring	9.3%	7.4%	33.3%	4.1%	16.7%	9.6%	48.5%	0.0%
Poor health/ Age	0.0%	8.7%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%
Value	4.1%	4.4%	0.0%	7.5%	0.0%	9.6%	0.0%	0.0%
Other financial obligations	0.0%	5.8%	0.0%	10.4%	17.7%	0.0%	0.0%	0.0%

Sample sizes for Lāna'i are relatively small.

LANA'I - BRAND/DESTINATION – ADVOCACY

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



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
■ Very likely (7-8)	57.3%	63.5%	50.4%	43.2%	60.7%	28.9%	40.5%	57.4%
■ Somewhat likely (5-6)	29.3%	24.8%	24.4%	38.3%	21.9%	35.5%	20.2%	42.6%
■ Somewhat unlikely (3-4)	9.5%	5.9%	12.6%	9.4%	8.7%	18.5%	0.0%	0.0%
■ Very unlikely (1-2)	3.9%	3.9%	12.6%	9.1%	8.7%	17.1%	20.2%	0.0%
■ Not sure	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
BASE	75	154	8	45	23	17	5	7
▲ MEAN	6.49	6.67	5.88	5.77	6.26	5.01	5.50	6.43

LANA'I - ACTIVITIES – SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	85.4%	92.0%	87.4%	93.6%	87.3%	77.7%	100.0%	100.0%
On own (self-guided)	34.8%	29.0%	62.2%	39.6%	21.9%	5.2%	80.9%	86.1%
Helicopter/ airplane	2.7%	0.6%	0.0%	0.0%	4.6%	6.6%	20.2%	0.0%
Boat/ submarine/ whale	25.2%	30.3%	0.0%	28.5%	39.8%	18.5%	40.5%	27.8%
Visit towns	32.3%	34.3%	25.2%	31.6%	26.0%	13.3%	40.5%	0.0%
Limo/ van/ bus tour	9.2%	20.9%	0.0%	18.1%	30.6%	28.9%	0.0%	14.8%
Scenic views/ natural landmark	35.7%	52.0%	0.0%	22.1%	35.2%	31.8%	79.8%	28.7%
Movie/ TV/ film location	1.2%	0.0%	0.0%	2.0%	0.0%	13.3%	20.2%	0.0%

Sample sizes for Lānaʻi are relatively small.

LANA'I - ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	88.1%	82.8%	100.0%	79.9%	82.7%	74.9%	100.0%	100.0%
Beach/ sunbathing	70.9%	59.9%	74.8%	51.0%	61.8%	18.5%	80.9%	56.5%
Bodyboard/ Standup paddle board	2.7%	2.0%	0.0%	0.0%	4.6%	0.0%	20.2%	0.0%
Surfing	1.4%	0.0%	12.6%	2.4%	4.6%	0.0%	0.0%	13.9%
Canoeing/ kayak	2.6%	2.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%
Swim- ocean	57.6%	42.1%	25.2%	42.3%	22.5%	5.2%	20.2%	86.1%
Snorkel	44.0%	38.8%	0.0%	39.9%	21.4%	5.2%	0.0%	43.5%
Windsurf/ Kitesurf	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
Jet ski/ Parasail	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
Scuba	4.1%	3.3%	0.0%	0.0%	4.6%	0.0%	19.1%	0.0%
Fishing	2.7%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Golf	8.1%	6.0%	0.0%	4.4%	4.1%	0.0%	19.1%	28.7%

Sample sizes for Lāna'i are relatively small.

LANA'I - ACTIVITIES – RECREATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	88.1%	82.8%	100.0%	79.9%	82.7%	74.9%	100.0%	100.0%
Run/ Jog/ Fitness walk	6.8%	12.5%	0.0%	4.4%	4.6%	0.0%	20.2%	13.9%
Spa	10.7%	8.5%	0.0%	2.0%	0.0%	0.0%	39.3%	27.8%
Hiking/Backpack/Camp	14.6%	12.5%	0.0%	6.7%	4.1%	0.0%	60.7%	0.0%
Agritourism	2.6%	8.6%	0.0%	6.7%	4.1%	0.0%	20.2%	14.8%
Sport event/ tournament	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Park/ botanical garden	12.1%	17.6%	0.0%	15.1%	4.6%	34.1%	39.3%	0.0%
Waterpark	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
Mountain tube/ waterfall rappel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
Zip-lining	1.4%	1.3%	0.0%	0.0%	0.0%	5.2%	19.1%	13.9%
Skydiving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
All terrain vehicle (ATV)	6.6%	5.3%	0.0%	2.4%	4.1%	6.6%	20.2%	28.7%
Horseback riding	1.4%	2.6%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%

Sample sizes for Lāna'i are relatively small.

LANA'I - ACTIVITIES – ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	89.4%	74.9%	87.4%	84.2%	82.7%	74.9%	79.8%	100.0%
Lunch/ sunset/ dinner/ evening cruise	28.2%	30.2%	24.4%	28.5%	22.5%	23.7%	79.8%	71.3%
Live music/ stage show	5.3%	5.9%	12.6%	2.4%	4.6%	10.4%	0.0%	13.9%
Nightclub/ dancing/ bar/ karaoke	1.4%	2.0%	12.6%	0.0%	4.6%	0.0%	0.0%	13.9%
Fine dining	28.2%	25.7%	37.8%	19.4%	8.7%	0.0%	20.2%	42.6%
Family restaurant	21.3%	14.5%	0.0%	10.0%	13.3%	18.5%	20.2%	27.8%
Fast food	10.3%	2.0%	0.0%	8.0%	8.1%	10.4%	40.5%	13.9%
Food truck	1.2%	1.9%	0.0%	4.7%	0.0%	0.0%	39.3%	28.7%
Café/ coffee house	17.5%	15.8%	0.0%	22.5%	26.0%	22.3%	19.1%	13.9%
Ethnic dining	13.4%	5.2%	0.0%	0.0%	4.6%	6.6%	40.5%	13.9%
Prepared own meal	17.2%	13.8%	0.0%	22.1%	26.0%	10.4%	20.2%	0.0%

Sample sizes for Lāna'i are relatively small.

LANA'I - ACTIVITIES – SHOPPING

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	57.3%	64.5%	87.4%	62.4%	52.0%	76.3%	59.5%	86.1%
Mall/ department store	5.0%	9.0%	24.4%	4.4%	9.2%	18.5%	0.0%	43.5%
Designer boutique	7.8%	4.6%	0.0%	6.4%	4.6%	5.2%	0.0%	0.0%
Hotel/ resort store	18.7%	16.6%	12.6%	11.4%	4.1%	17.1%	39.3%	13.9%
Swap meet/ flea market	1.2%	1.3%	0.0%	2.0%	0.0%	0.0%	19.1%	0.0%
Discount/ outlet store	3.8%	5.8%	0.0%	4.0%	4.6%	17.1%	0.0%	28.7%
Supermarket	10.7%	9.2%	25.2%	15.4%	4.1%	5.2%	39.3%	71.3%
Farmer's market	9.4%	5.9%	0.0%	4.4%	4.6%	10.4%	20.2%	13.9%
Convenience store	11.6%	12.5%	0.0%	12.7%	4.6%	23.7%	19.1%	13.9%
Duty free store	0.0%	3.3%	25.2%	0.0%	0.0%	0.0%	0.0%	13.9%
Local shop/ artisan	29.3%	31.5%	0.0%	28.9%	34.7%	28.9%	0.0%	27.8%

Sample sizes for Lāna'i are relatively small.

LANA'I – HISTORY, CULTURE, FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	41.0%	48.6%	62.2%	47.4%	51.5%	64.5%	79.8%	56.5%
Historic military site	1.2%	4.6%	12.6%	10.7%	8.1%	6.6%	79.8%	0.0%
Other historical site	24.1%	22.2%	12.6%	16.1%	17.3%	17.1%	40.5%	28.7%
Museum/ art gallery	12.1%	7.3%	0.0%	14.2%	16.8%	17.1%	20.2%	0.0%
Luau/ Polynesian show/ hula show	3.8%	14.3%	12.6%	8.4%	17.9%	10.4%	20.2%	28.7%
Lesson- ex. ukulele, hula, canoe, lei making	1.4%	0.7%	12.6%	0.0%	4.6%	0.0%	40.5%	0.0%
Play/ concert/ theatre	2.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Art/ craft fair	2.7%	3.3%	0.0%	0.0%	4.6%	17.1%	20.2%	13.9%
Festival event	3.9%	7.3%	11.8%	9.1%	4.1%	13.3%	0.0%	0.0%

Sample sizes for Lāna'i are relatively small.

LANA'I - ACTIVITIES – TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	63.8%	69.6%	100.0%	68.8%	61.2%	76.3%	79.8%	85.2%
Airport shuttle	9.5%	12.6%	37.8%	13.1%	13.8%	18.5%	40.5%	27.8%
Trolley	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	13.9%
Public bus	1.4%	2.0%	0.0%	4.7%	0.0%	6.6%	19.1%	0.0%
Tour bus/ tour van	25.0%	27.5%	11.8%	22.9%	36.3%	40.8%	0.0%	70.5%
Taxi/ limo	8.0%	14.4%	25.2%	13.1%	20.9%	17.1%	39.3%	27.8%
Rental car	21.3%	14.6%	12.6%	14.7%	4.1%	11.8%	59.5%	28.7%
Ride share	0.0%	4.5%	12.6%	4.4%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	1.4%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%

Sample sizes for Lāna'i are relatively small.

LANA'I - ACTIVITIES – OTHER

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
TOTAL	12.2%	11.8%	24.4%	8.7%	4.1%	5.2%	39.9%	0.0%
Visit friends/ family	10.9%	6.5%	11.8%	6.4%	0.0%	5.2%	39.9%	0.0%
Volunteer- non-profit	1.4%	5.3%	12.6%	2.4%	4.1%	0.0%	0.0%	0.0%

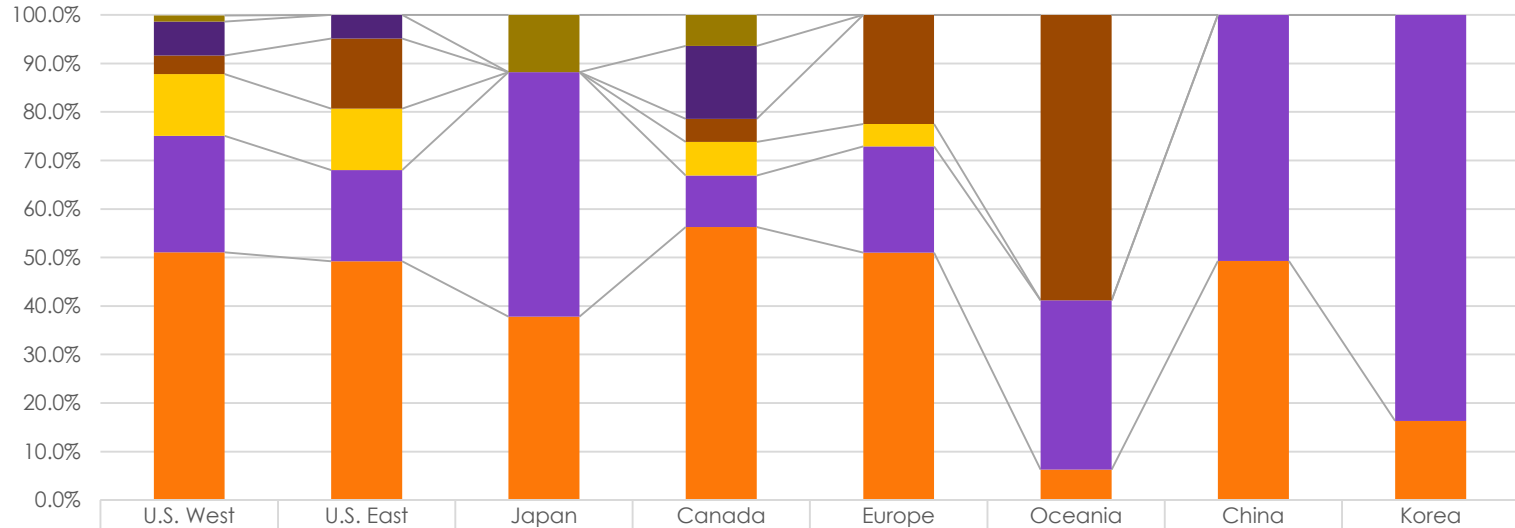
Sample sizes for Lāna'i are relatively small.

LANA'I - ACTIVITIES – ATTRACTIONS

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Hawaiian Village at Kaunolu Fishing Village	8.1%	5.3%	0.0%	4.4%	9.2%	18.5%	40.5%	14.8%
Hulopoe Bay	31.1%	29.7%	0.0%	27.2%	25.5%	11.8%	59.5%	13.9%
Kaiolohia	22.9%	16.6%	12.6%	20.1%	21.4%	11.8%	59.5%	14.8%
Kanepuu Preserve	5.3%	5.3%	25.2%	0.0%	17.9%	5.2%	0.0%	0.0%
Keahiakawelo	14.8%	13.9%	0.0%	13.8%	12.7%	6.6%	40.5%	28.7%
Manele Golf Course	10.9%	8.0%	12.6%	13.4%	4.1%	0.0%	0.0%	14.8%
Munro Trail	5.4%	1.3%	0.0%	4.4%	4.1%	0.0%	40.5%	0.0%
Polihua Beach	18.6%	11.9%	0.0%	20.1%	12.7%	6.6%	40.5%	0.0%
Puu Pehe	21.7%	16.5%	0.0%	25.2%	12.2%	6.6%	40.5%	13.9%

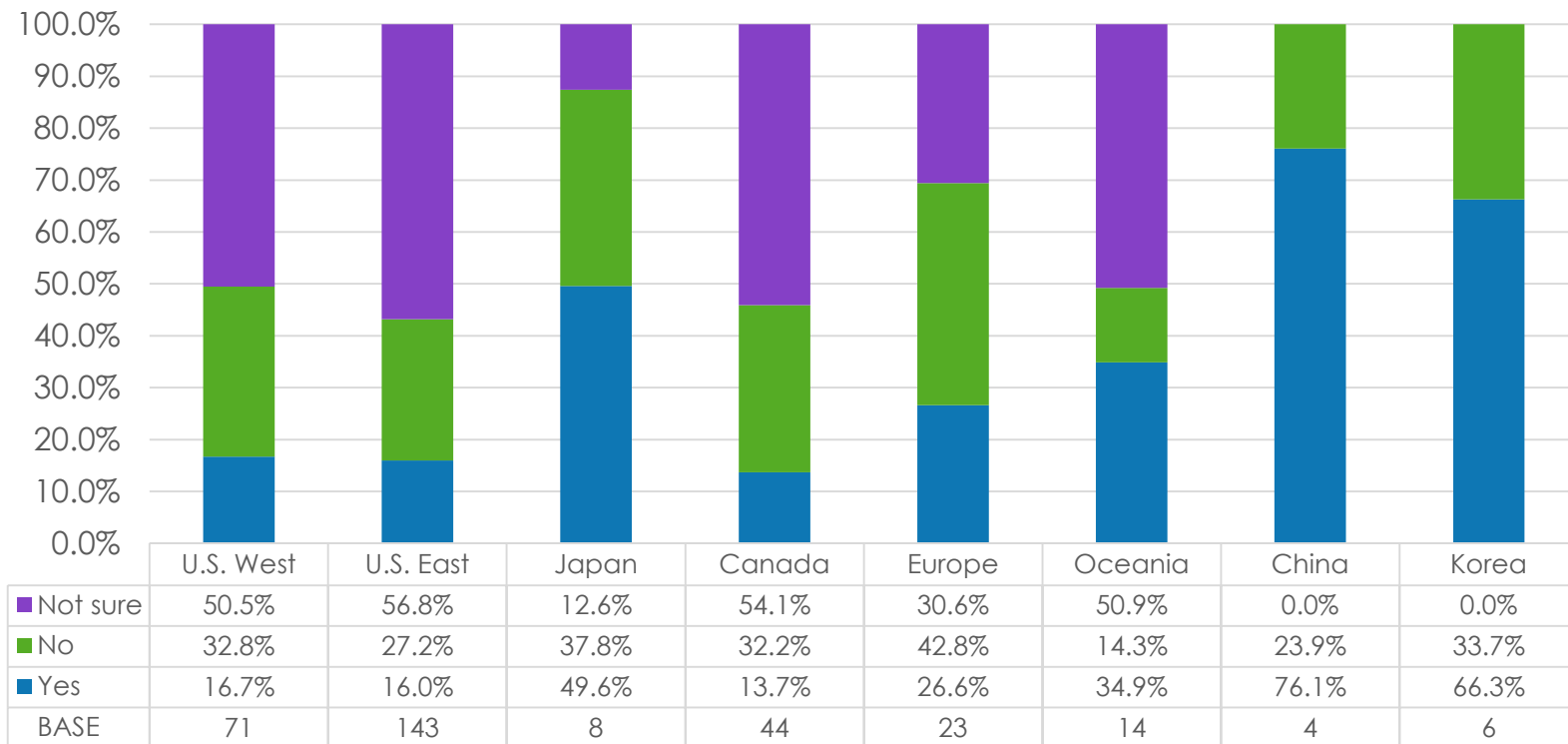
Sample sizes for Lāna'i are relatively small.

TRANSPORTATION TO LANA'I



	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Other	1.3%	0.0%	11.8%	6.5%	0.0%	0.0%	0.0%	0.0%
Private boat	7.0%	4.9%	0.0%	15.0%	0.0%	0.0%	0.0%	0.0%
Cruise ship	3.8%	14.4%	0.0%	4.8%	22.5%	58.9%	0.0%	0.0%
Tour boat	12.7%	12.7%	0.0%	6.9%	4.6%	0.0%	0.0%	0.0%
Air	24.0%	18.8%	50.4%	10.6%	21.9%	34.9%	50.7%	83.7%
Expeditions Ferry	51.1%	49.2%	37.8%	56.3%	51.0%	6.3%	49.3%	16.3%
Base	71	143	8	44	23	14	4	6

AIRPORT VISITORS CENTER



SECTION – ISLAND SURVEY METHODOLOGY

METHODOLOGY & SAMPLE SIZE – ISLAND VSAT (O‘AHU)

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

MMA	Completed	Margin of Error \pm
US West	3,315	1.70
US East	4,751	1.42
Japan	4,648	1.44
Canada	2,162	2.11
Europe	1,063	3.01
Oceania	2,139	2.12
China	729	3.63
Korea	1,472	2.55
All MMAs	20,279	.69

*Margins of error are presented at the 95 percent level of confidence.

METHODOLOGY & SAMPLE SIZE – ISLAND VSAT (KAUA‘I)

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

MMA	Completed	Margin of Error \pm
US West	1,584	2.46
US East	2,023	2.18
Japan	51	13.72
Canada	1,087	2.97
Europe	403	4.88
Oceania	211	6.75
China	37	16.11
Korea	83	10.76
All MMAs	5,479	1.32

*Margins of error are presented at the 95 percent level of confidence.

METHODOLOGY & SAMPLE SIZE – ISLAND VSAT (MAUI)

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

MMA	Completed	Margin of Error \pm
US West	2,719	1.88
US East	3,386	1.68
Japan	158	7.80
Canada	2,164	2.11
Europe	641	3.87
Oceania	350	5.24
China	165	7.63
Korea	300	5.66
All MMAs	9,883	.99

*Margins of error are presented at the 95 percent level of confidence.

METHODOLOGY & SAMPLE SIZE – ISLAND VSAT (MOLOKA‘I)

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

MMA	Completed	Margin of Error \pm
US West	71	11.87
US East	101	9.95
Japan	3	56.58
Canada	34	16.81
Europe	27	9.62
Oceania	15	25.30
China	7	37.04
Korea	9	32.67
All MMAs	267	6.00

*Margins of error are presented at the 95 percent level of confidence.

METHODOLOGY & SAMPLE SIZE – ISLAND VSAT (LANA‘I)

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

MMA	Completed	Margin of Error \pm
US West	85	10.63
US East	186	7.19
Japan	8	34.65
Canada	50	13.86
Europe	26	19.22
Oceania	26	19.22
China	5	43.83
Korea	8	34.65
All MMAs	394	4.94

*Margins of error are presented at the 95 percent level of confidence.

METHODOLOGY & SAMPLE SIZE – ISLAND VSAT (ISLAND OF HAWAI'I)

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

MMA	Completed	Margin of Error \pm
US West	2,198	2.09
US East	2,415	1.99
Japan	1,202	2.83
Canada	1,526	2.51
Europe	520	4.30
Oceania	271	5.95
China	257	6.11
Korea	254	6.15
All MMAs	8,643	1.05

*Margins of error are presented at the 95 percent level of confidence.