

# TravelTrak America CY 2022 (Select Data Points) Hawai'i Target Segment Tracking



Prepared for the:  
State of Hawai'i, Department of Business,  
Economic Development & Tourism  
March 2023

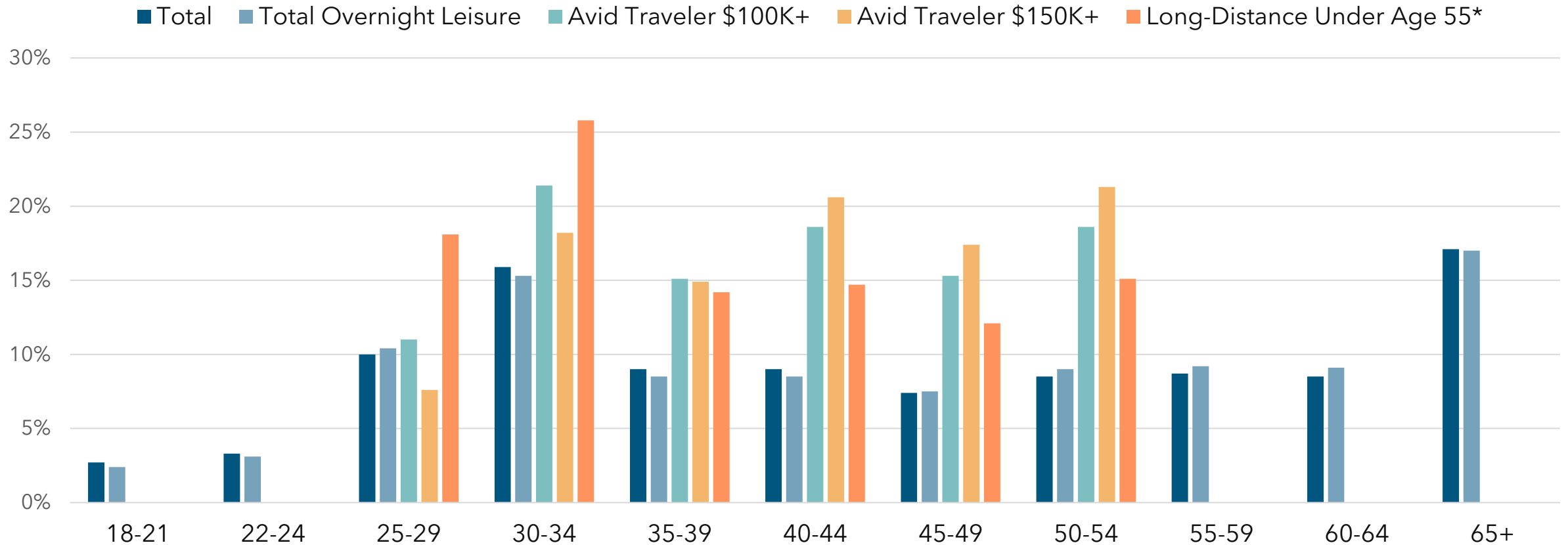


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Telephone: 1-808-528-4050  
omnitrak@omnitrakgroup.com



# Traveler Segment Demographics

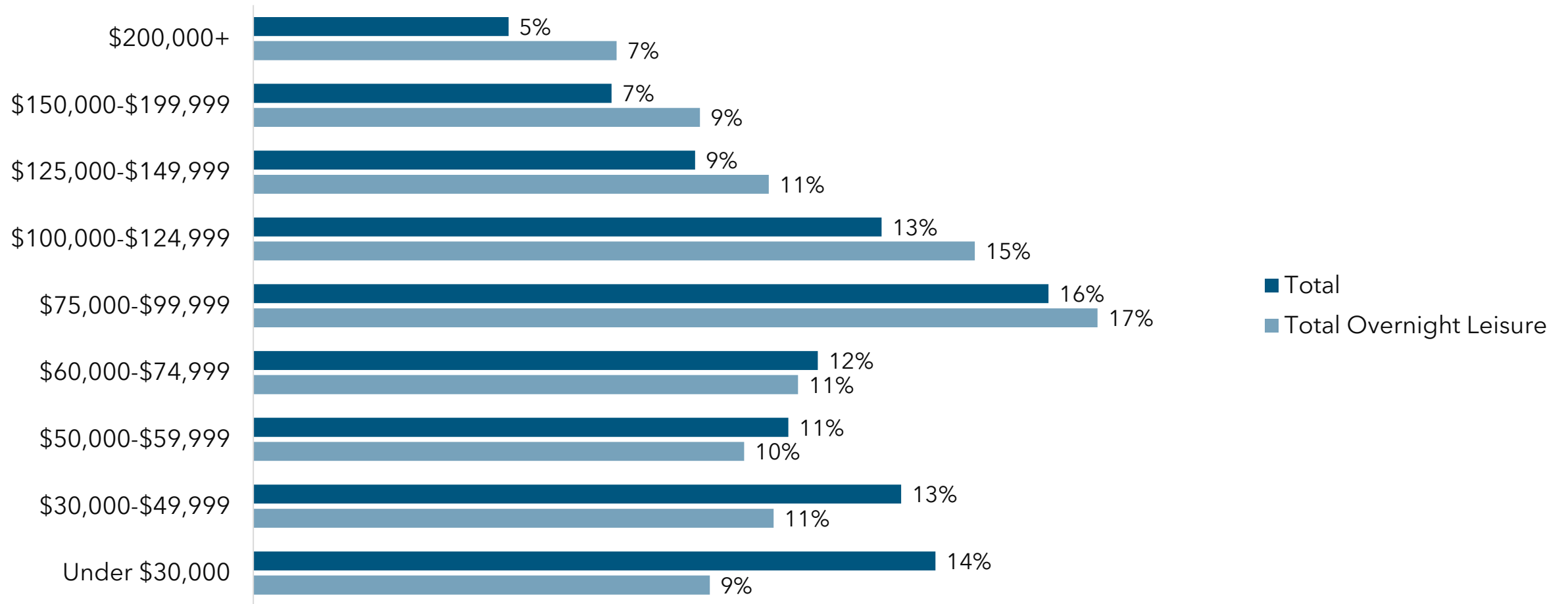
# 2022 Traveler Segments by Age Group



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

\*No age data included for Long-Distance travelers over the age of 55 for the Long Distance Travelers Under Age 55 category, due to the segment definition.

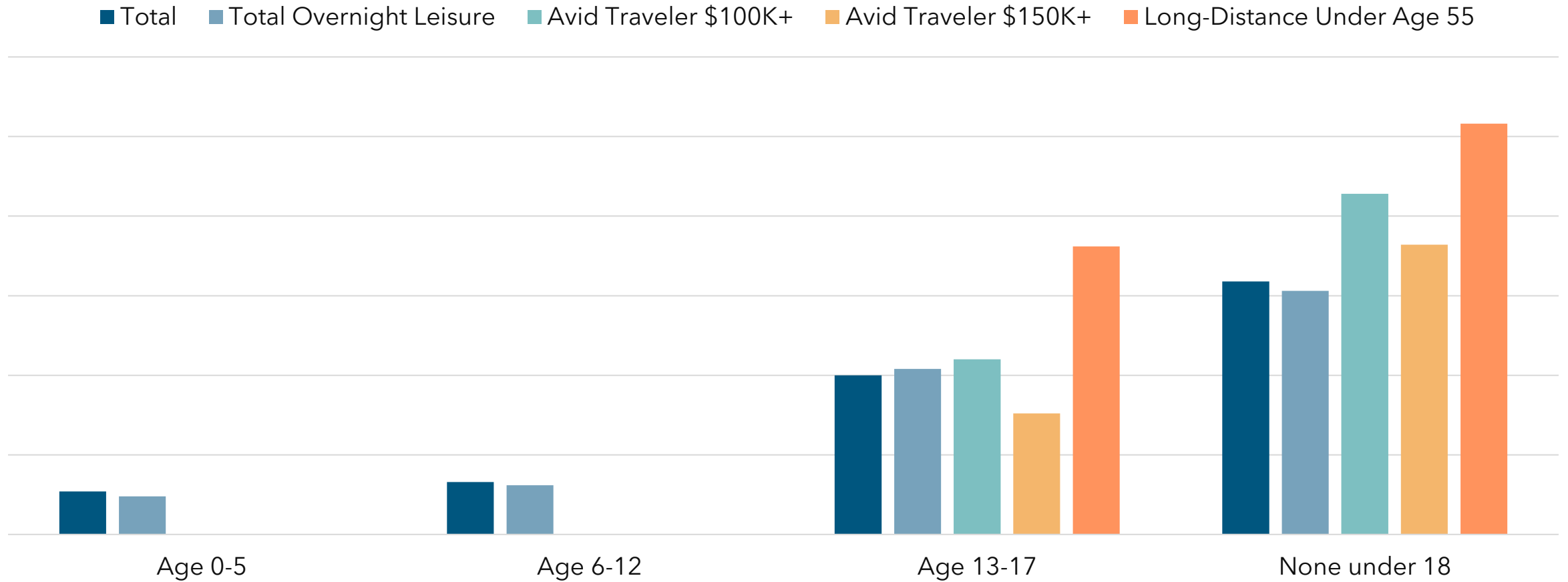
# 2022 Traveler Segments by Annual Household Income



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

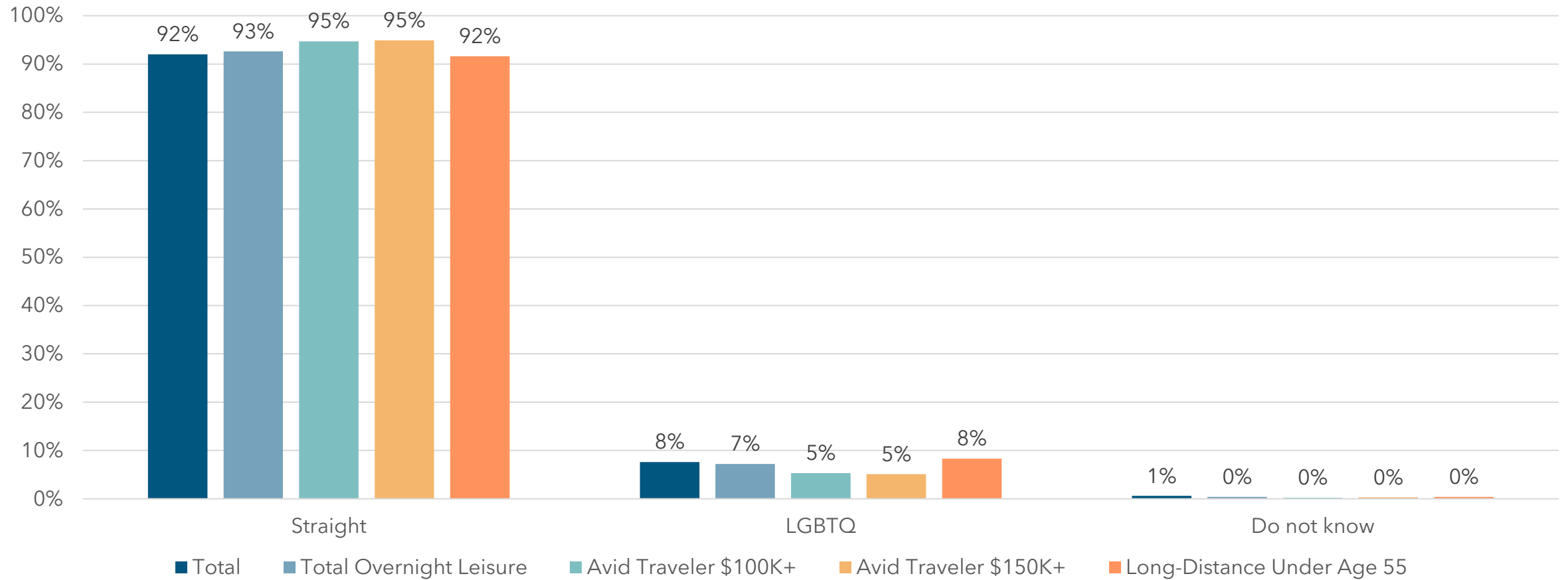


# 2022 Traveler Segments by Presence of Children in the Household



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

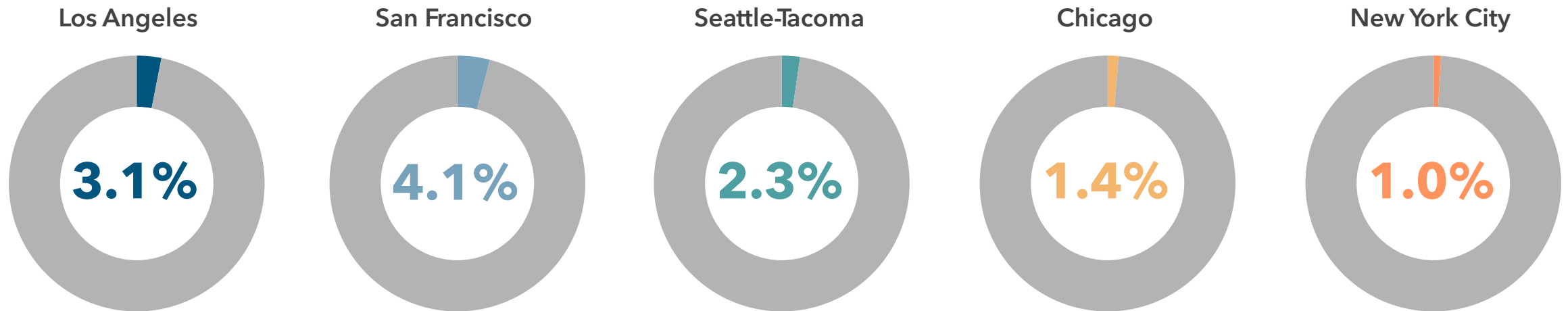
# 2022 Traveler Segments by Gender Identity



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.



# 2022 Hawai'i Market Share of Leisure Overnight Outbound Travel from Key Origin Markets



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.



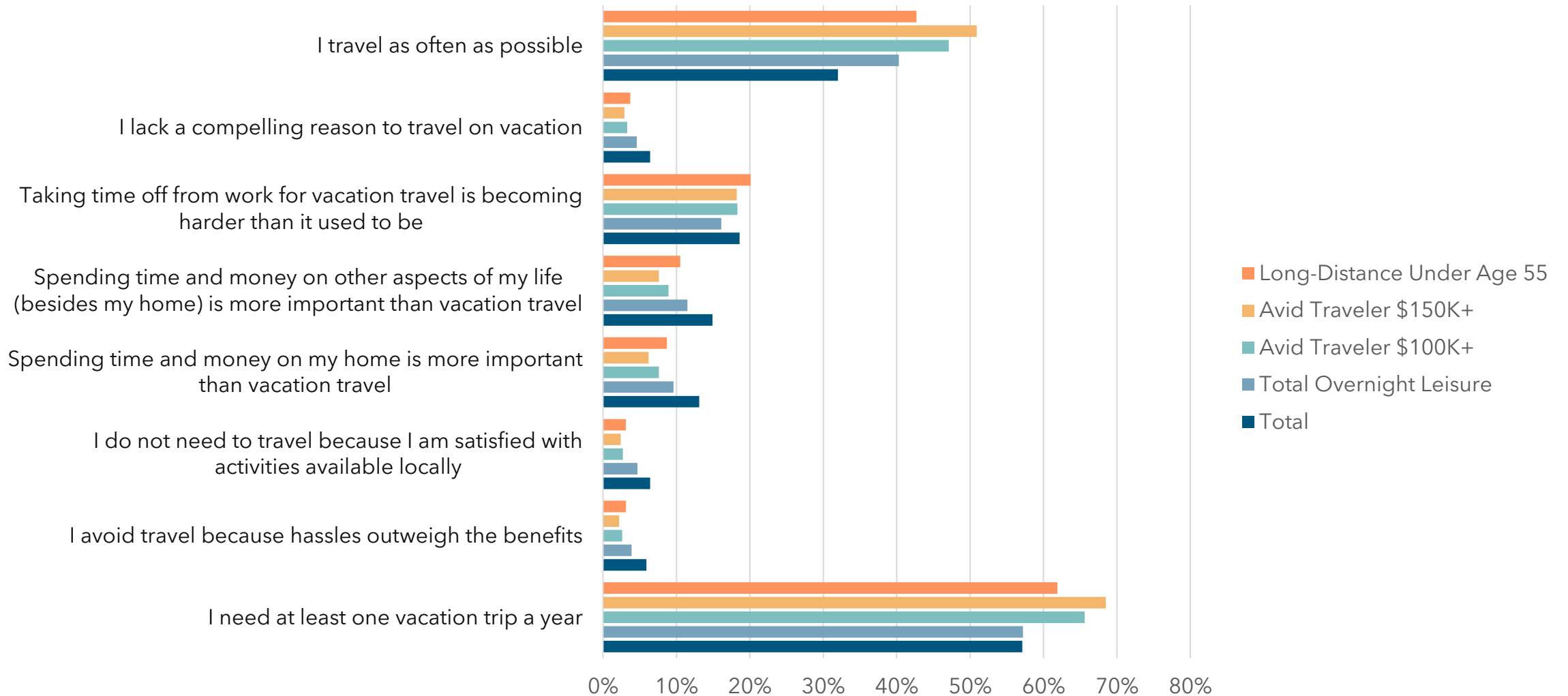


# **Traveler Segment Travel Attitudes & Hawai'i Travel Motivations**



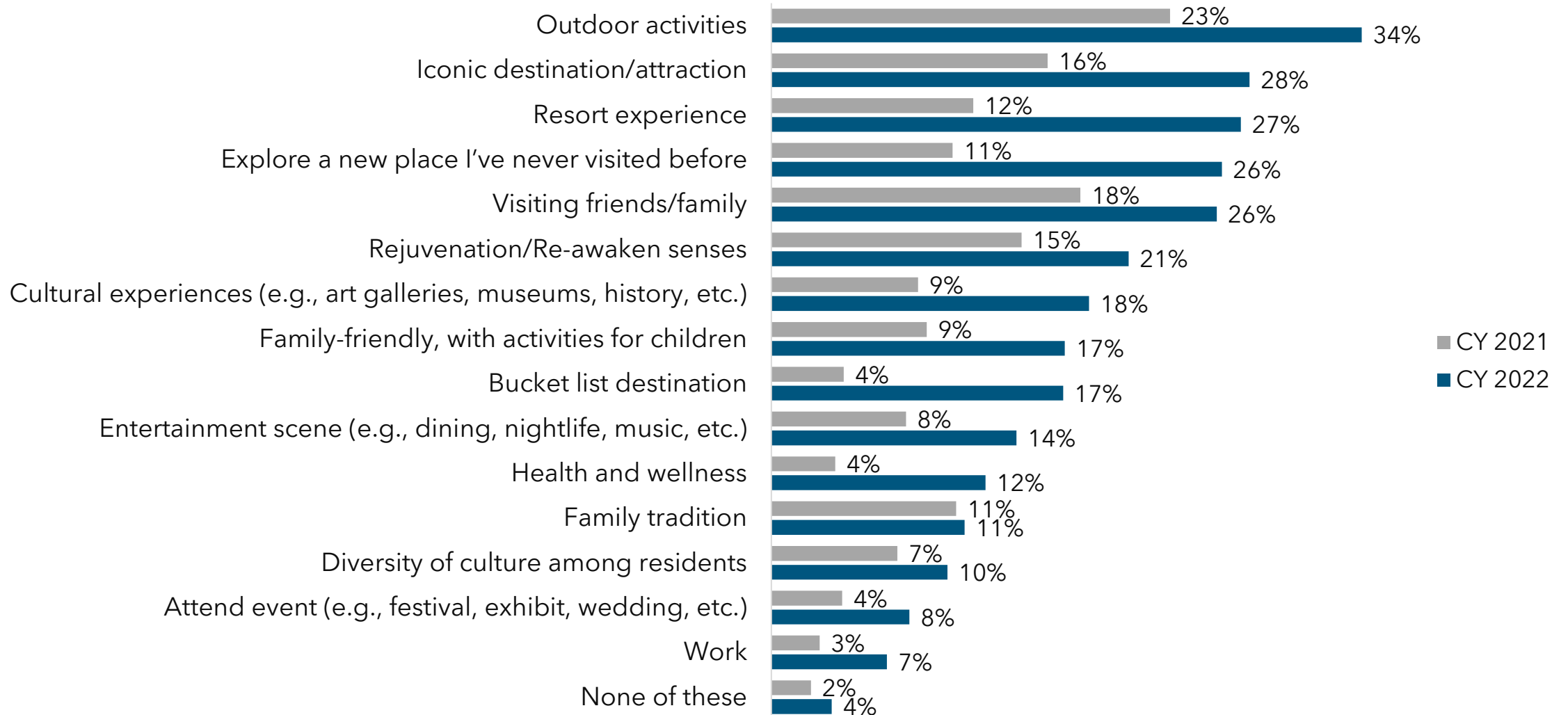


# 2022 Traveler Segment Attitudes Towards Vacation Travel



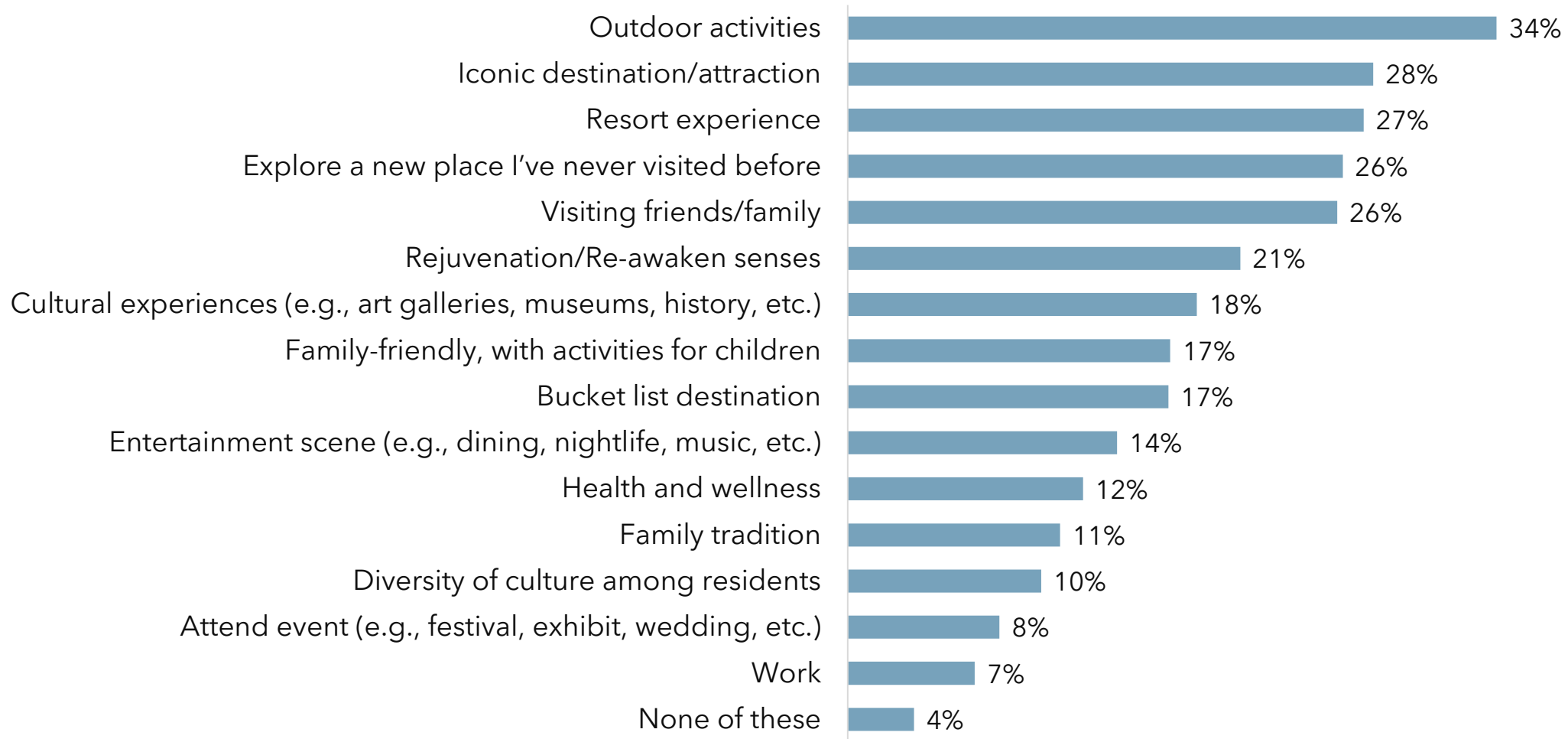
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Total Market Traveler Motivations for Hawai'i Visit YoY



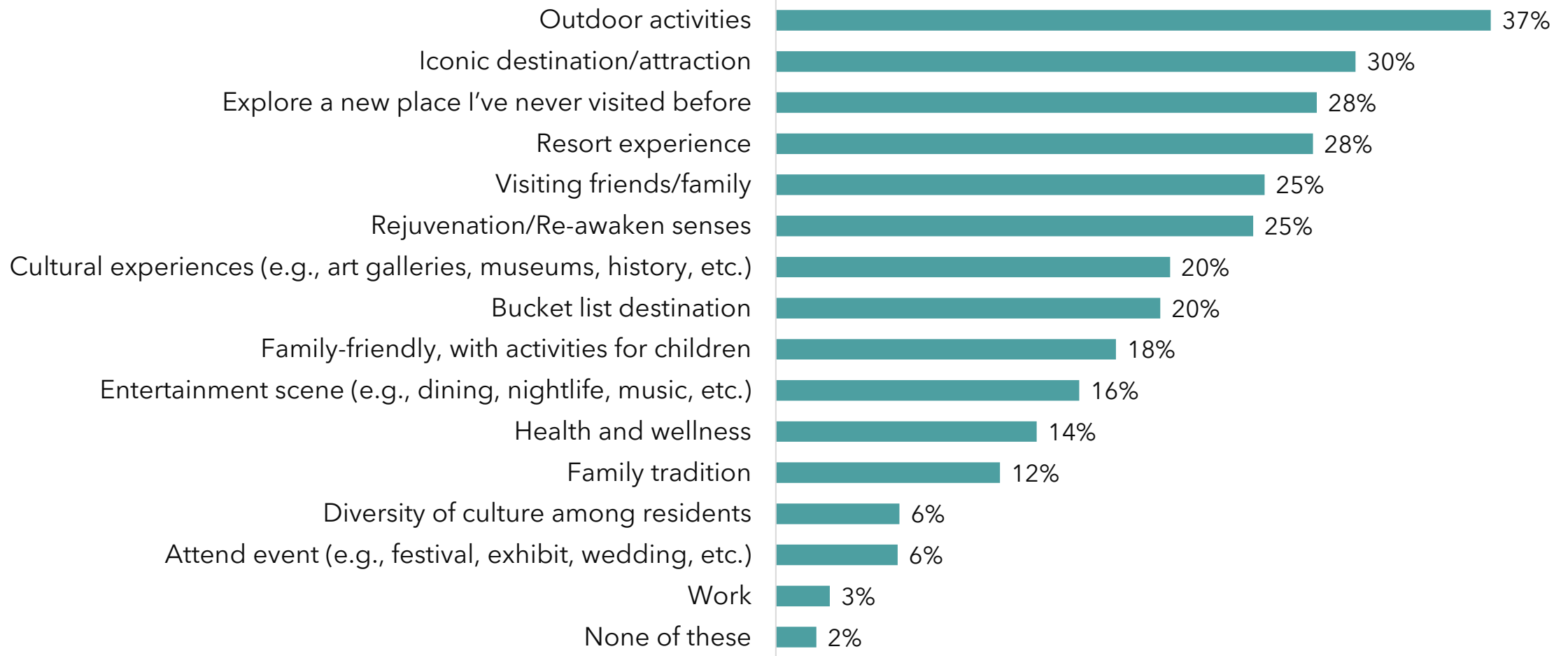
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Total Overnight Leisure Traveler Motivations for Hawai'i Visit



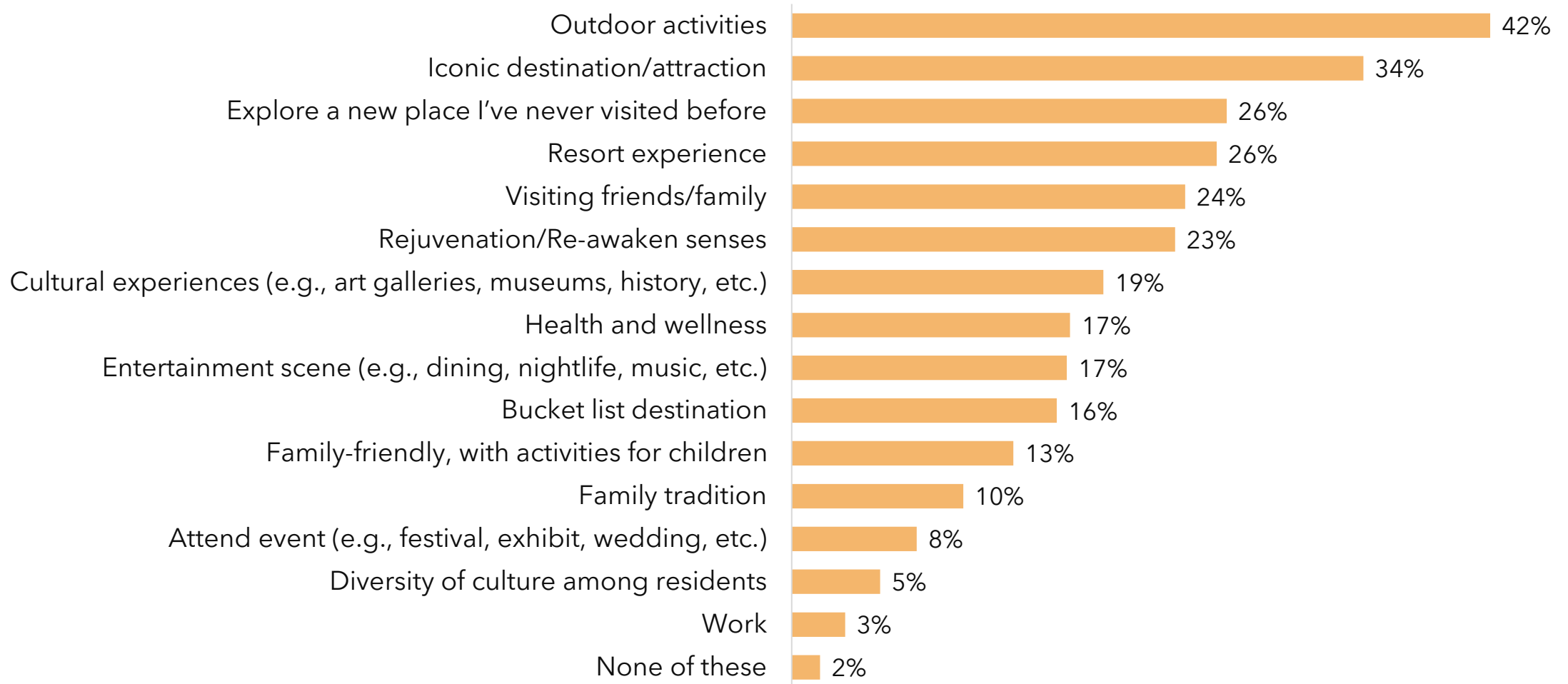
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Avid Traveler \$100k+ Motivations for Hawai'i Visit



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

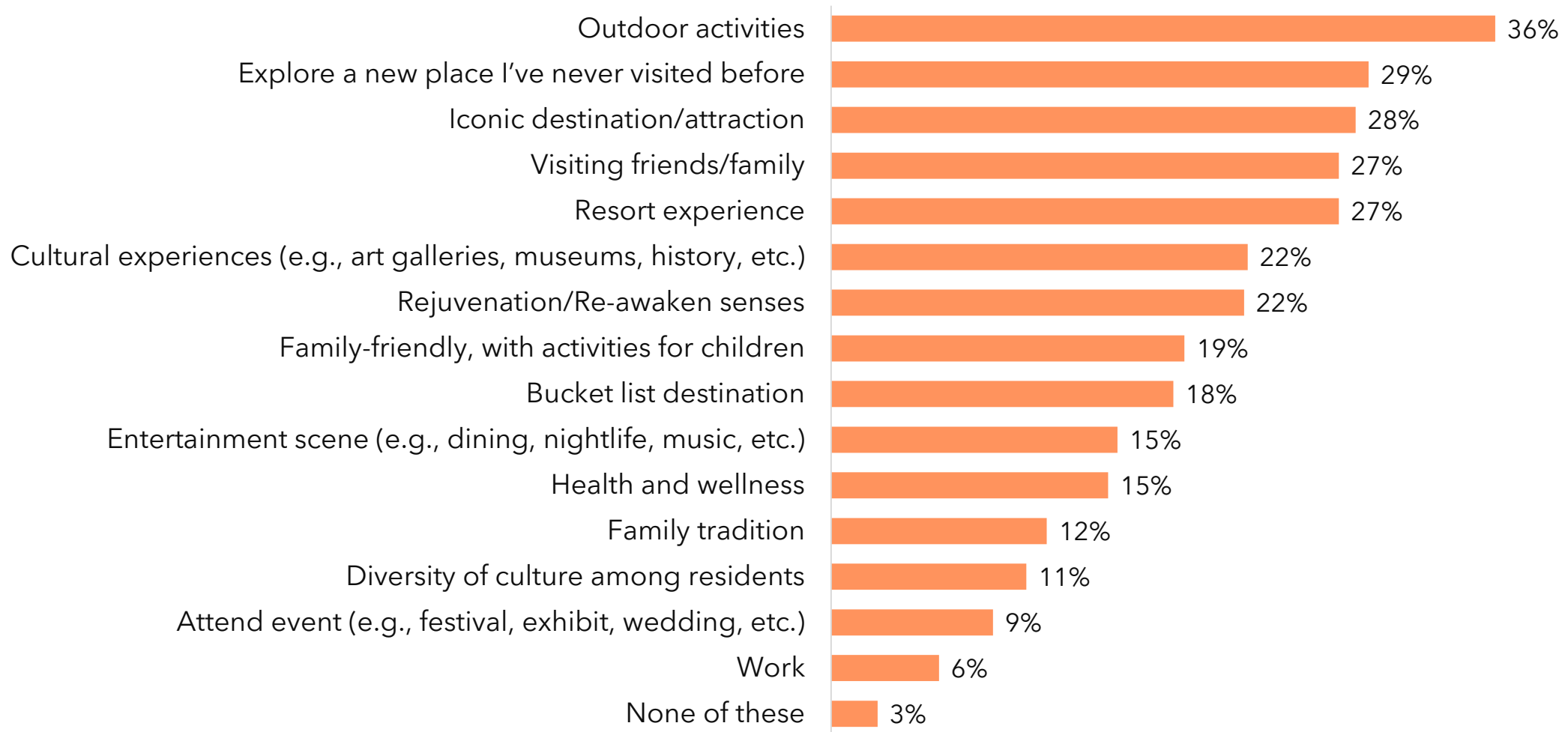
# 2022 Avid Traveler \$150k+ Motivations for Hawai'i Visit



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.



# 2022 Long-Distance Traveler Under Age 55 Motivations for Hawai'i Visit



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.



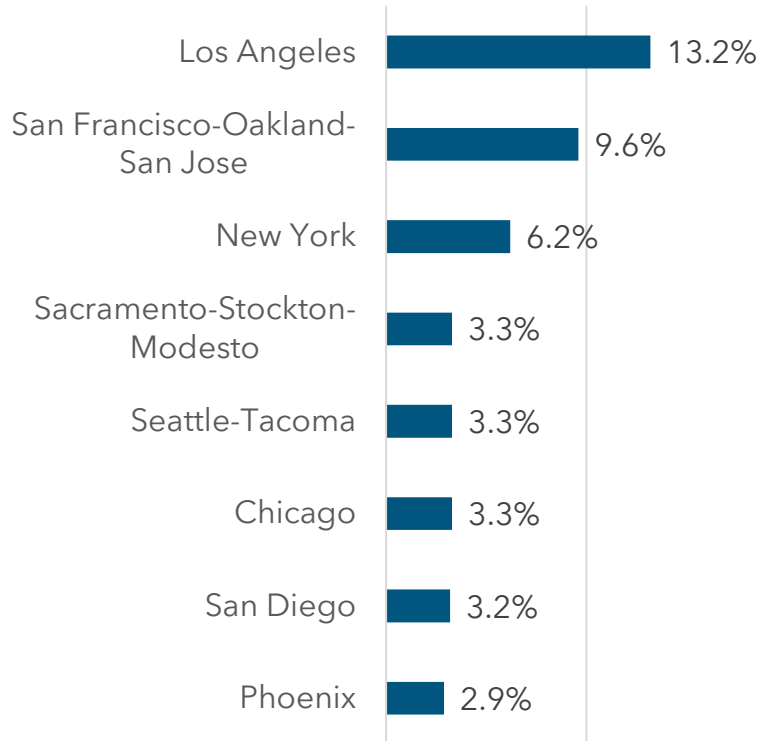
# **Traveler Segment Future Hawai'i Travel Intentions**



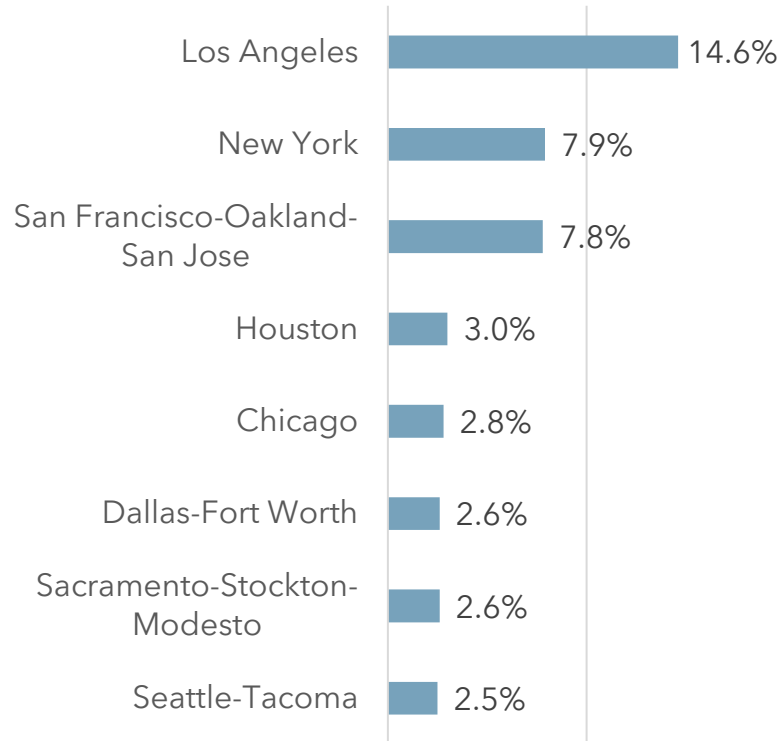


# Top Origin Markets for Hawai'i Leisure Travel Intentions

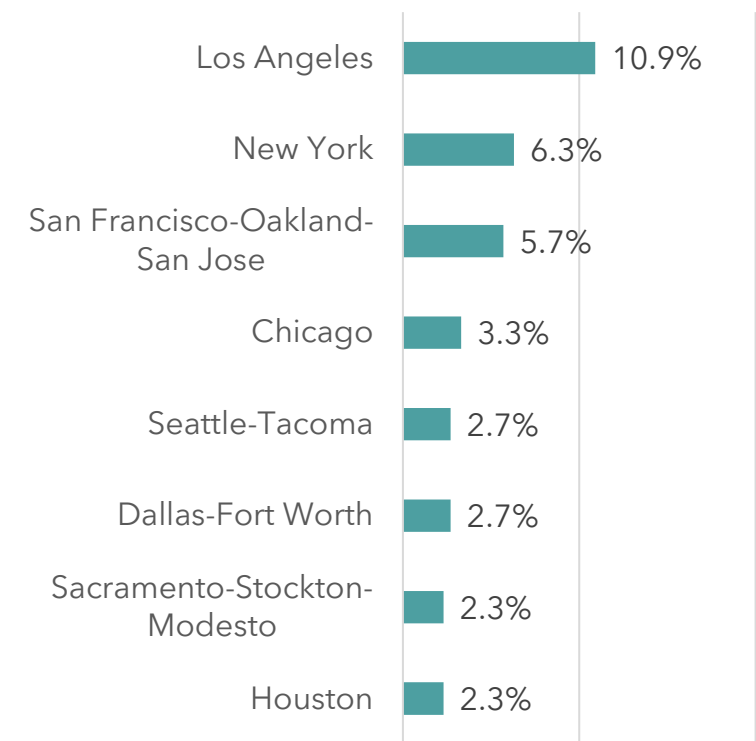
Plans to Visit Next 6 Months



Considering Visit Next 6 Months

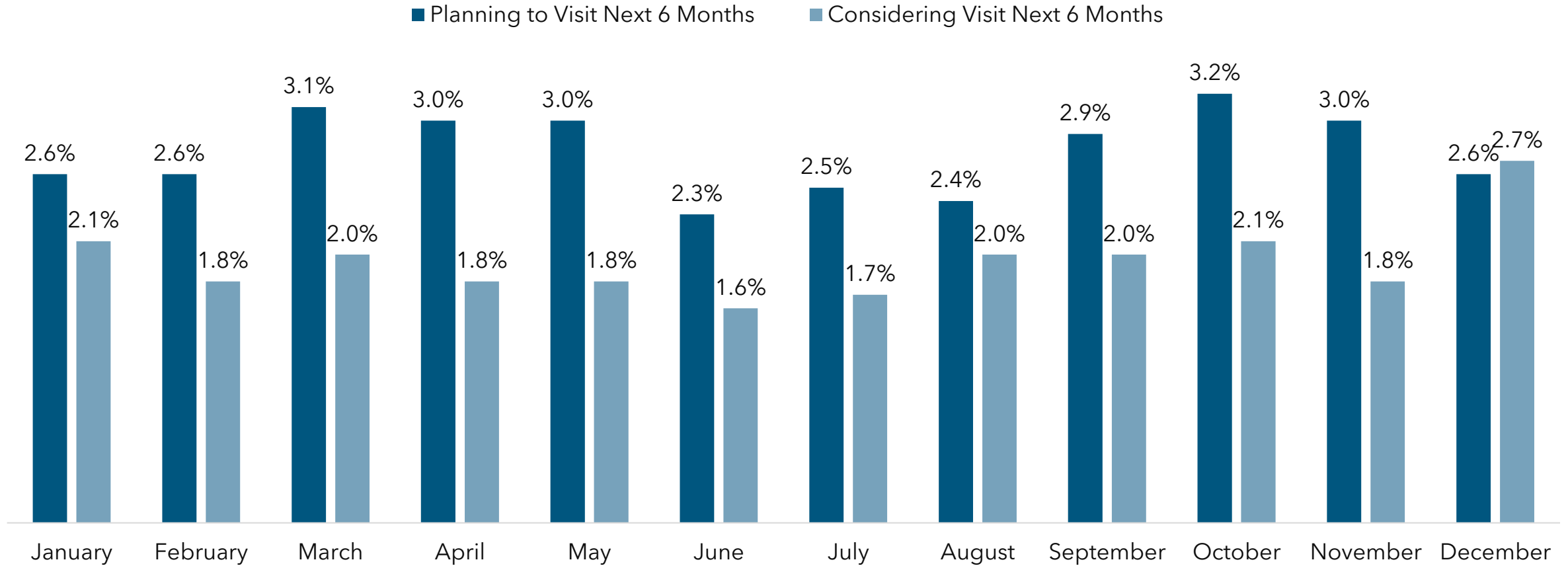


Interest Next 2 Years



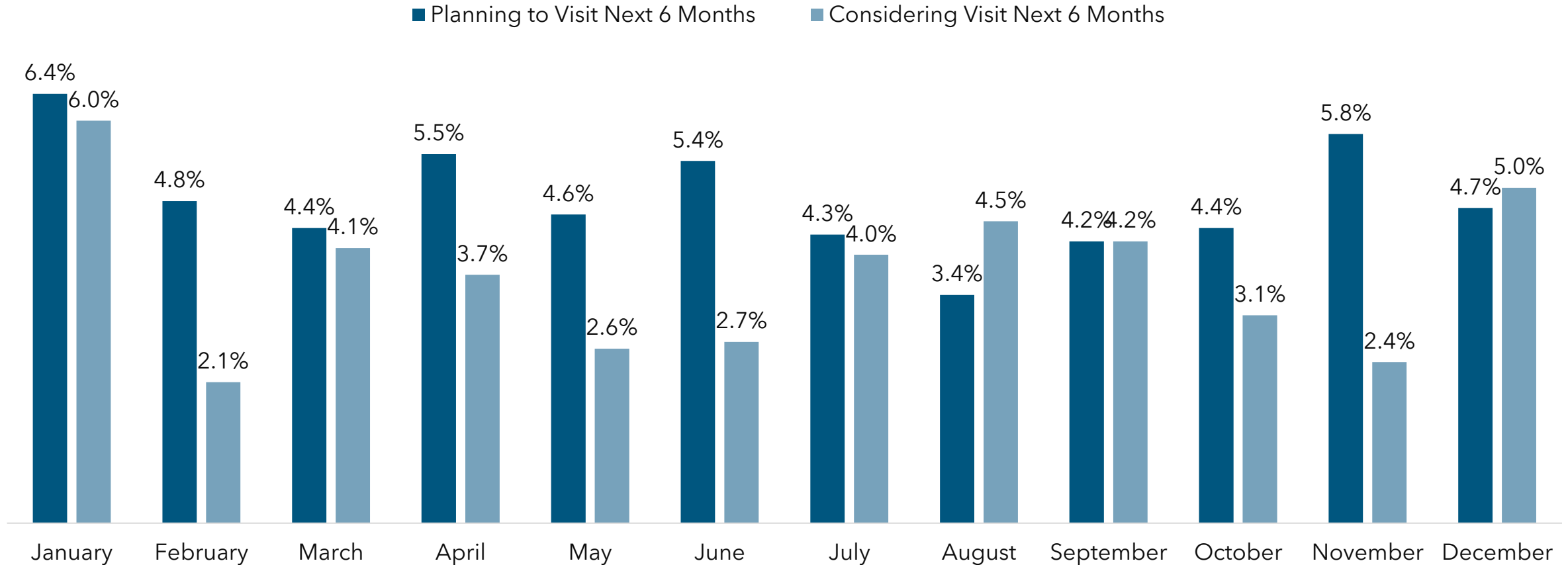
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Total Market Hawai'i Travel Intentions, Next 6 Months



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

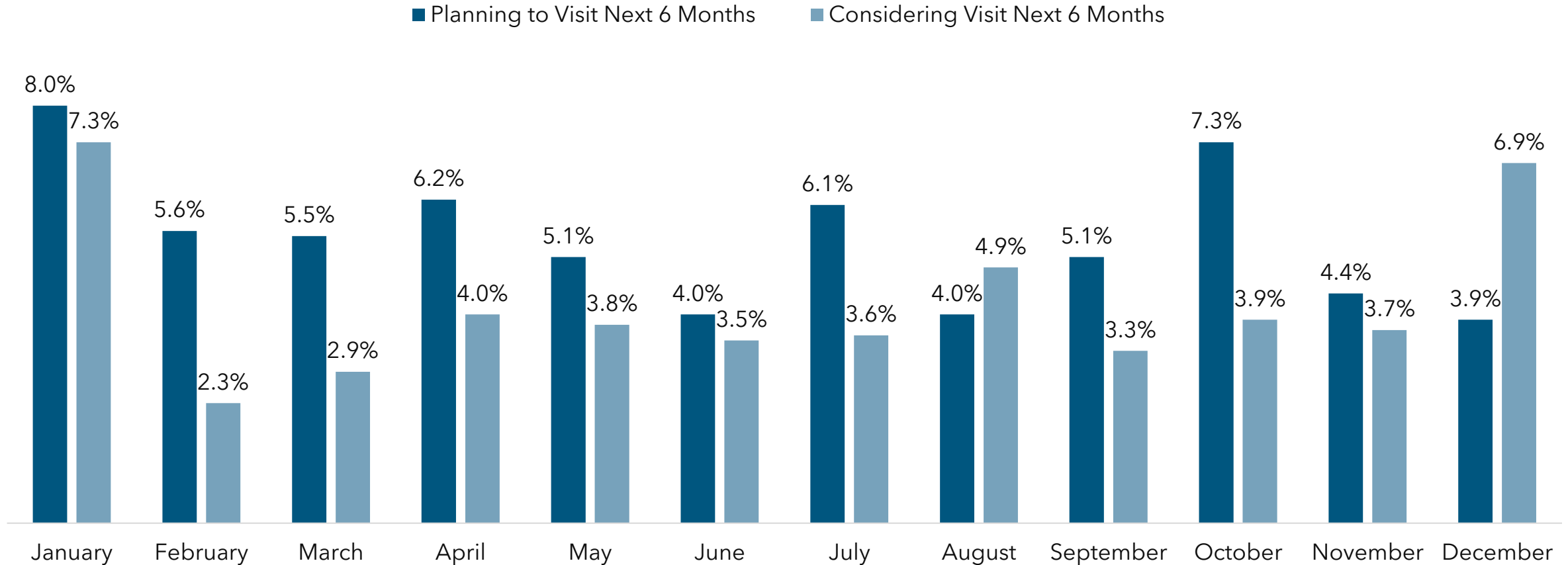
# 2022 Avid Traveler \$100k+ Hawai'i Travel Intentions, Next 6 Months



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

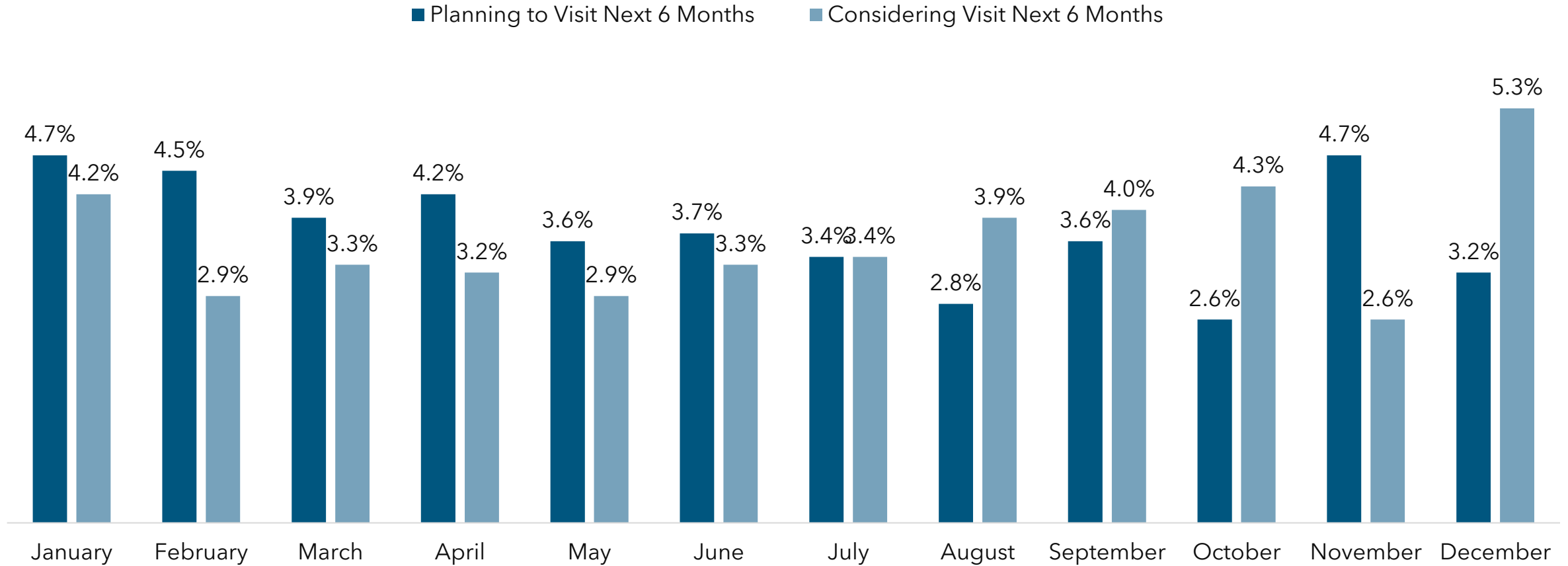


# 2022 Avid Traveler \$150k+ Hawai'i Travel Intentions, Next 6 Months



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Long-Distance Traveler Under Age 55 Hawai'i Travel Intentions, Next 6 Months



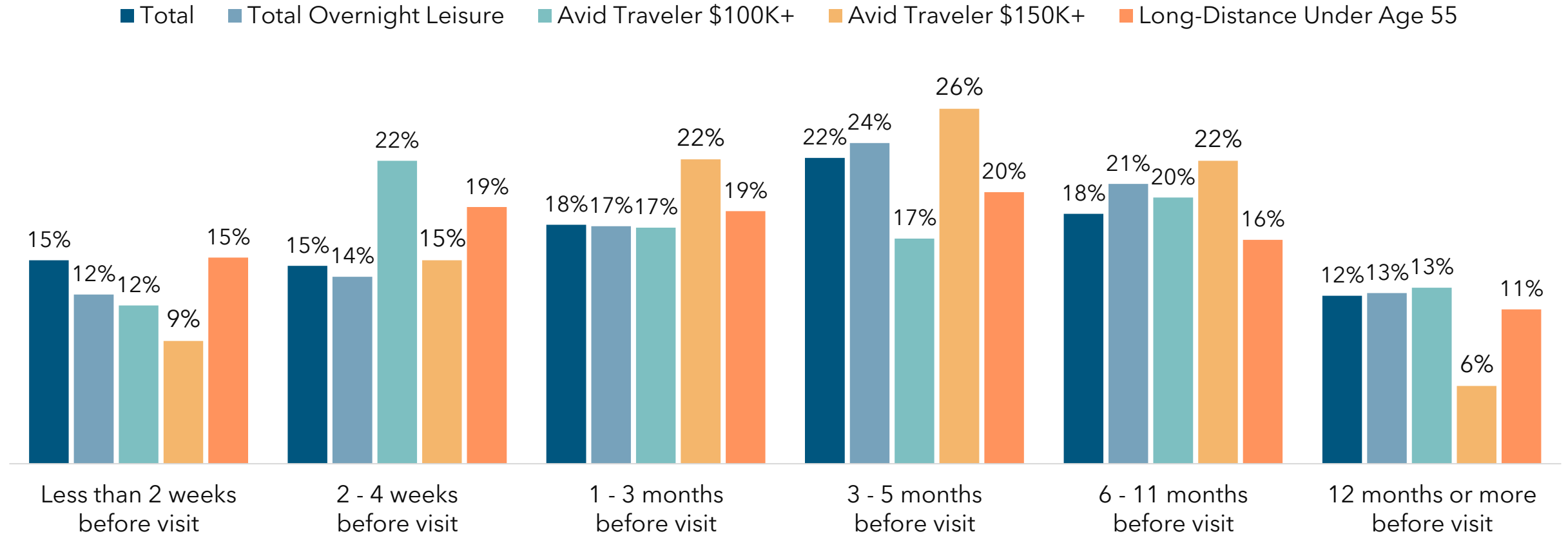
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.



# **Traveler Segment Advance Decision Windows for Visiting Hawai'i**



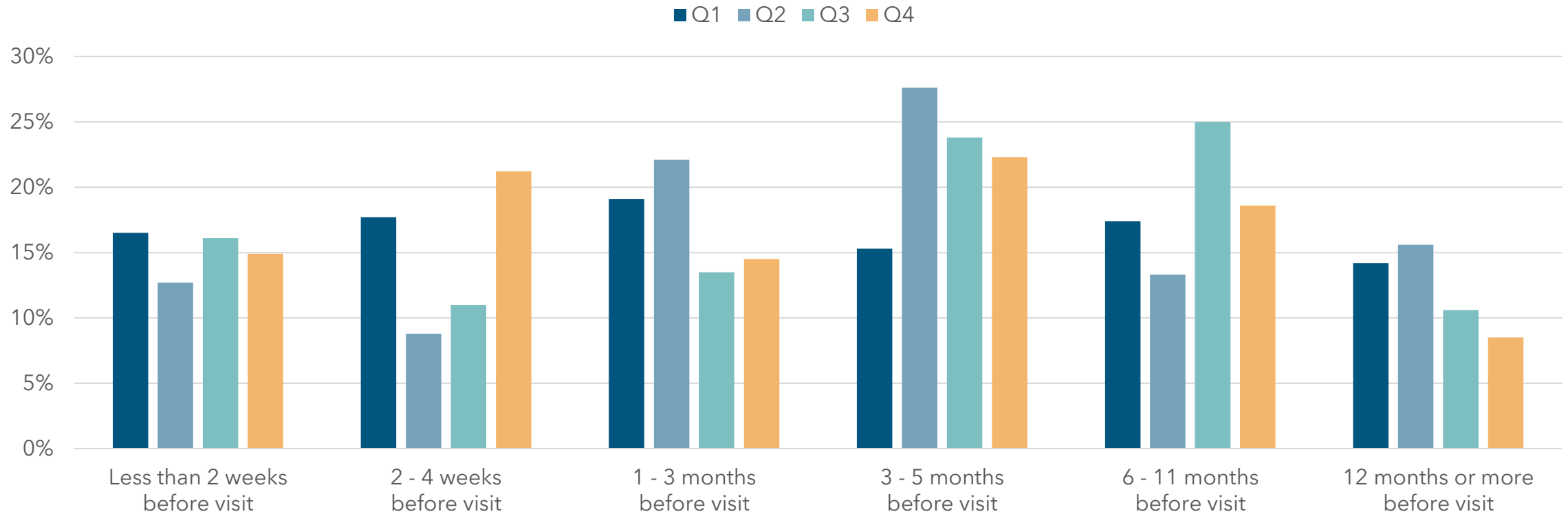
# 2022 Total Market Advance Decision Window to Visit Hawai'i



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

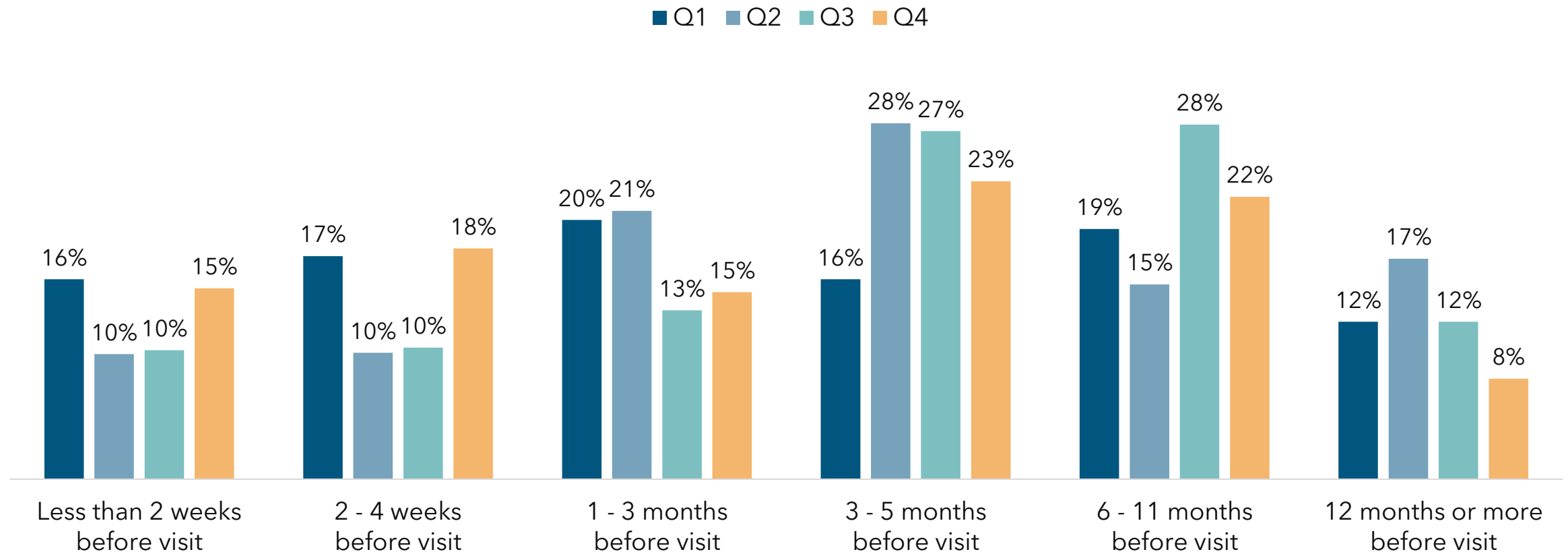


# 2022 Total Advance Decision Window to Visit Hawai'i by Quarter



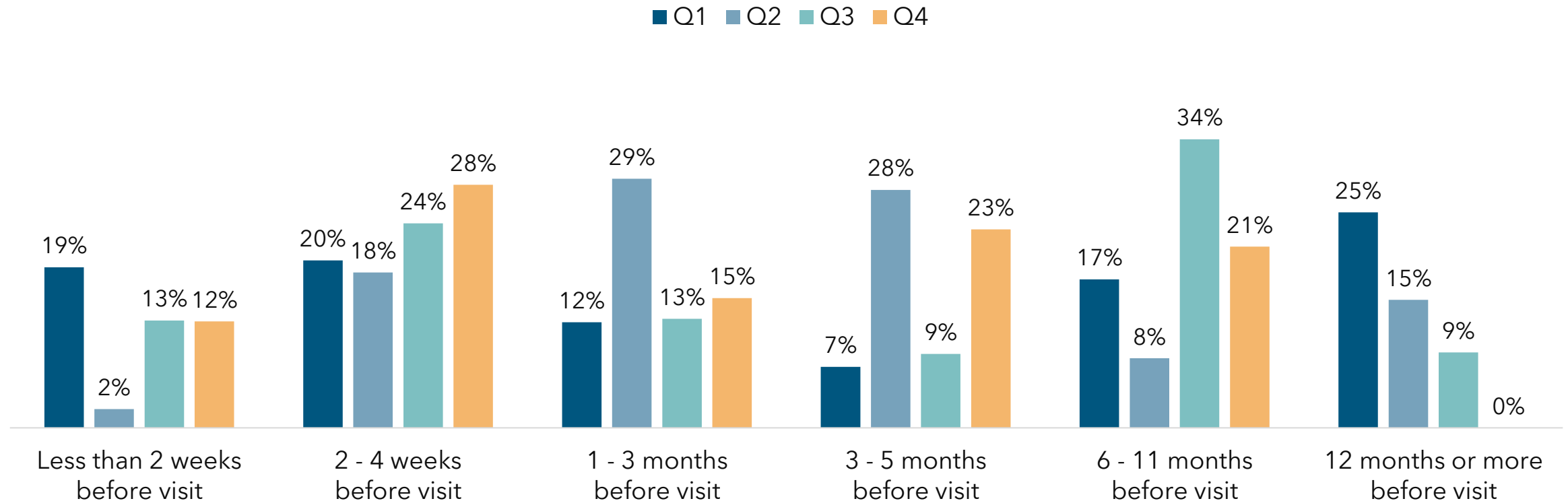
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Total Overnight Leisure Traveler Advance Decision Window to Visit Hawai'i



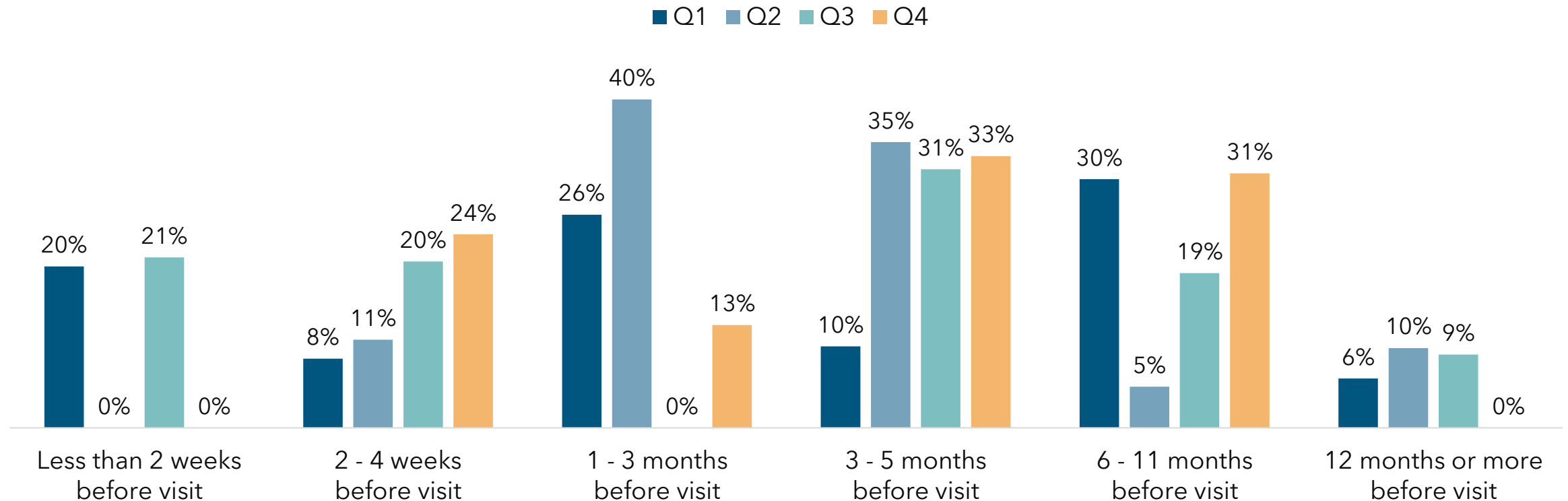
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Avid Traveler \$100k+ Advance Decision Window to Visit Hawai'i



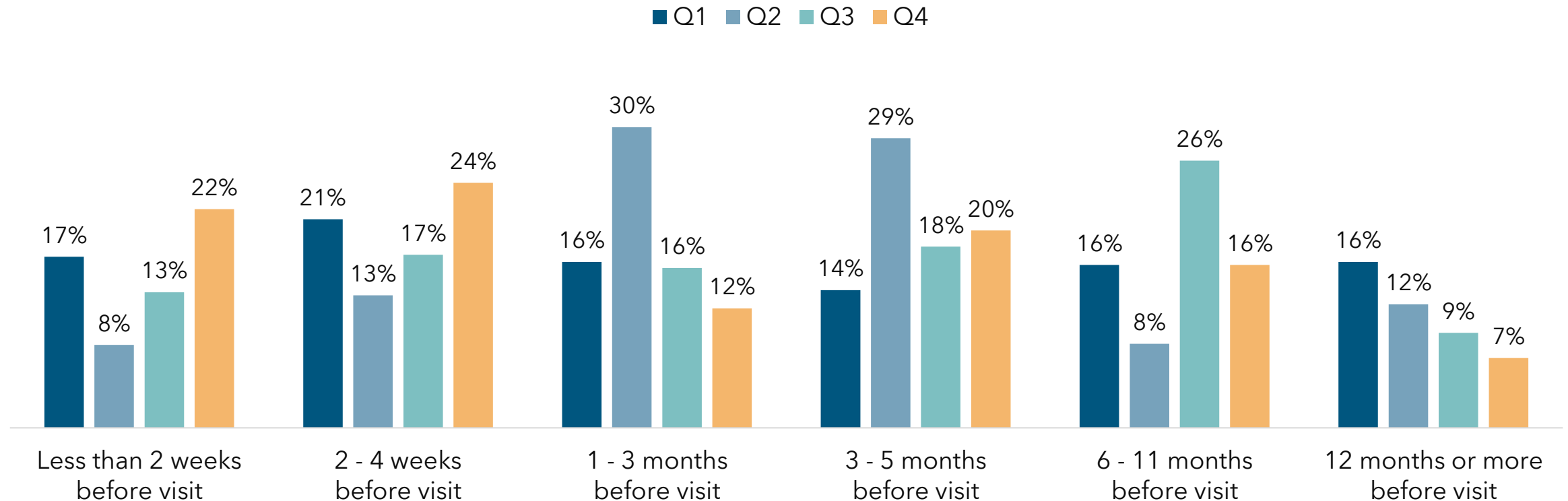
Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Avid Traveler \$150k+ Advance Decision Window to Visit Hawai'i



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# 2022 Long-Distance Traveler Under Age 55 Advance Decision Window to Visit Hawai'i



Source: Omnitrak TravelTrak America, CY2022 data, survey of 144,000+ U.S. households annually.

# TravelTrak America Syndicated Research

TravelTrak America is a comprehensive national travel study of U.S. households focusing on domestic travel. The syndicated study collects general information on travelers (e.g., demographics, perceptions, travel intent) and detailed information about past-month travel.



## Methodology:

Omnitrak sources survey respondents from a single managed panel provider to administer the monthly TravelTrak America survey to a nationally representative sample of U.S. households.

Each month a variety of general information (e.g., demographics, perceptions, travel intent, etc.) is collected from more than 144,000 U.S. households. Within this research, “Travelers” are defined as having taken one or more trip(s) more than 50 miles from home (each-way, excluding commuters) during the past 12 months.

