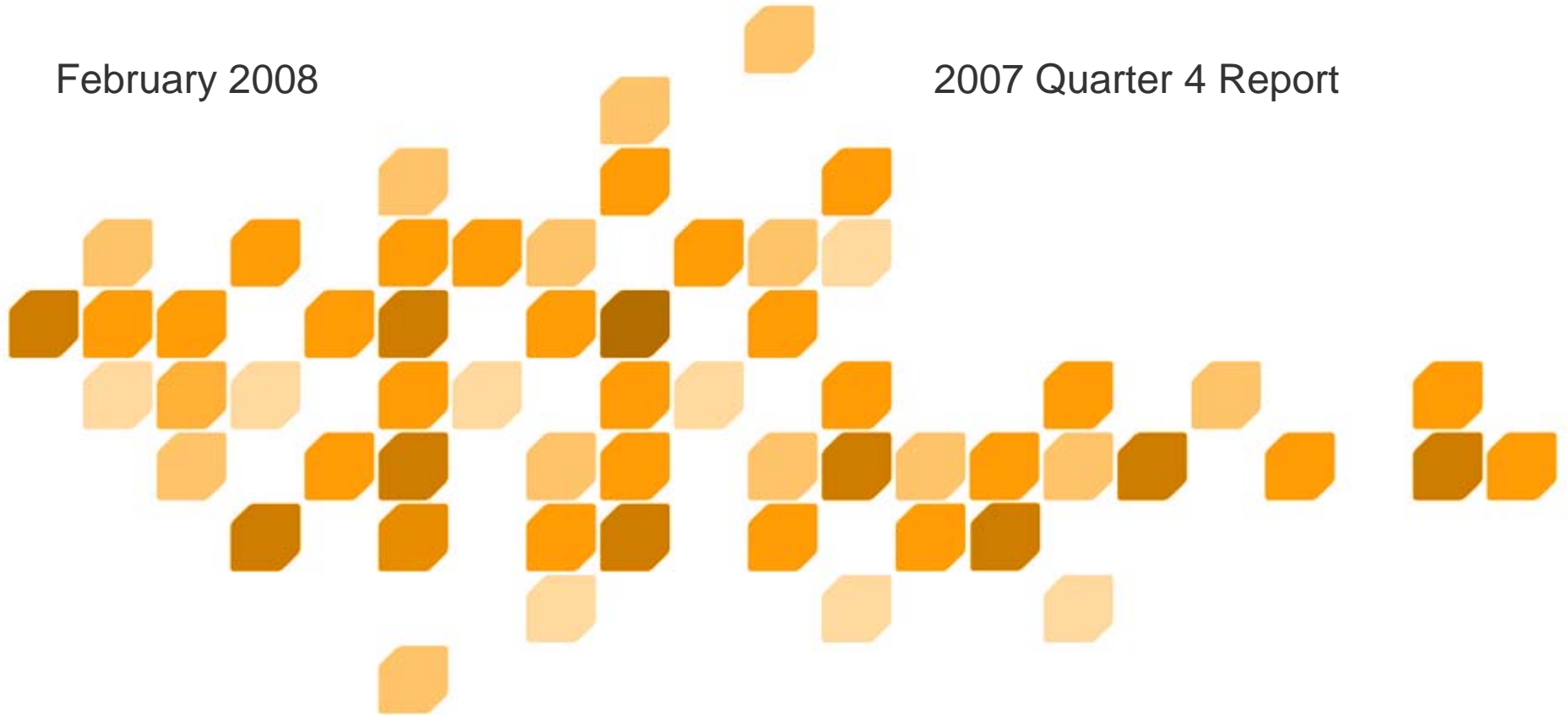


February 2008

2007 Quarter 4 Report



Purposes and Methodology



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Research Objectives

This is the 20th quarterly report of a tracking study for Hawaii.

Over time, this research tracks the impact and effectiveness of advertising campaigns. This wave (Q4, 2007) is the fourth wave using a new assessment of Hawaii vis-à-vis its competition. For each of various image attributes, respondents indicate which one(s), if any, of the listed destinations they **prefer**. TNS believes that being **preferred** on an attribute is far more relevant because it suggests that, when selected, Hawaii persuades people about that item and is a bigger achievement than simply creating awareness. If travelers prefer a destination, they perceive it as a leader.

Specifically, the study measures and monitors changes for the key topic listed below.

- Consideration of Hawaii as a Destination
- Importance of Attributes Grouped Within Factors
- Preference for Hawaii vs. Competitors on Each Image Attribute (Ranked by Importance Within Factors)
- Preference for Hawaii by Behavioral Segments and Spending Levels

In addition, the study tracks data on these topics as well (in the appendix):

- Intent and/or Actual Visits to Hawaii
- Travel Patterns and Info on Hawaii Trip (Accommodations, Length of Visit, Frequency, Satisfaction)
- Since Q3, 2006, Japanese Travelers Indicate Reasons for Not Intending/Considering Hawaii

Note: While the shift (to preference) in the image measurements precludes comparisons to prior year, the results provide more actionable results, and of course, is tracked for each additional wave.

Methodology

Research methods for Hawaii:

- Beginning in Quarter 1, 2006, the Hawaii tracking study shifted research methods from distributing mail-out questionnaires to posting an online survey.
- Between October 5, 2007 and January 4, 2008, 530 survey invitations (265 in the East and 265 in the West) were e-mailed each week in the US. Overall, 6,890 survey invitations were sent in the US.
- In Japan, potential respondents were pre-screened for international leisure trips in the past 2 years. Between October 5 and December 14, 2007, 41 surveys were e-mailed each week. Overall, 451 invitations were sent in Japan.
- Qualified respondents have taken an overnight leisure trip of 500 miles (US) or an international trip (Japan) in the past 24 months.

Travel Patterns

Eastern Market



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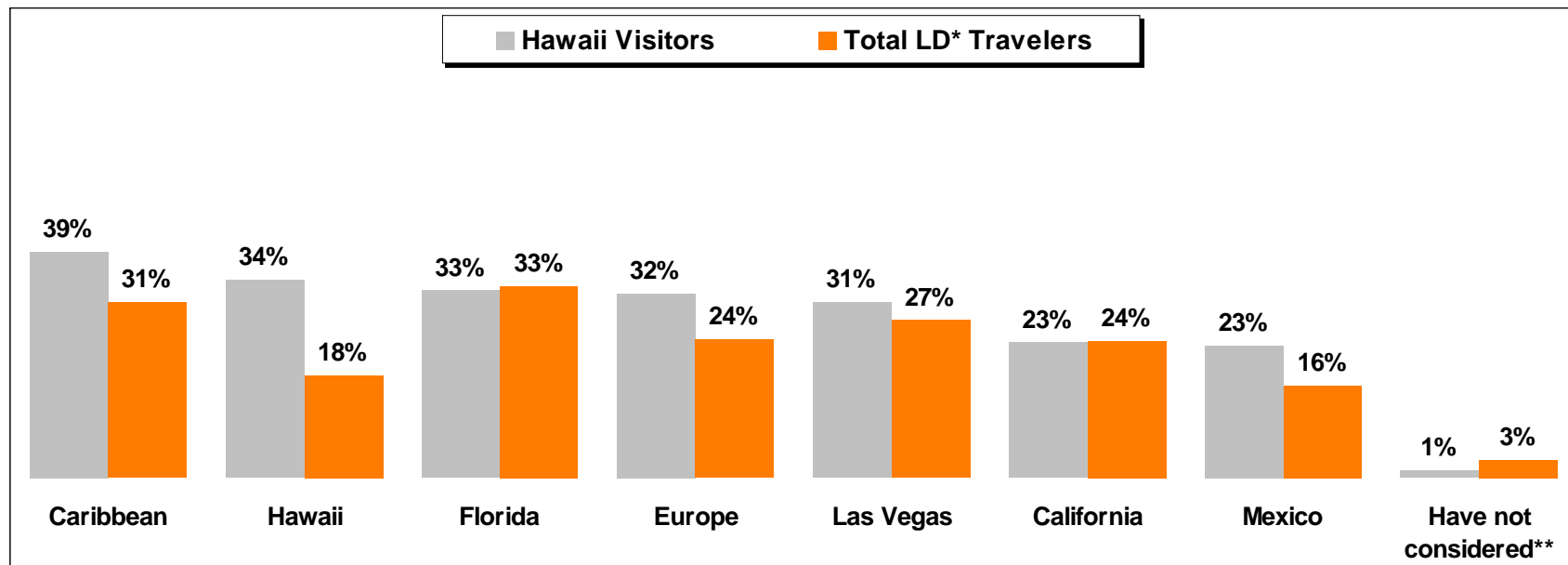
Considered Destinations (Q3)

Eastern US Market

The top destinations selected by Eastern US 500+ mile air travelers rank differently than those selected by Hawaii visitors:

- Proportionately more Hawaii visitors choose every destination except Florida and California, for which they show about the same level of interest as the total long-distance Eastern travelers. Of course, Hawaii appeals to past visitors (that is why they have been there), but as noted in the prior two waves, the Caribbean (39%) exceeds Hawaii (34%) even for them. Hawaii remains ahead of Europe (32%) and Las Vegas (31%).
- Although Hawaii visitors now seem similarly likely to consider Florida and California as other travelers, in the past Hawaii visitors typically have been less likely to choose Florida and more likely to choose California.

YTD 2007



LD* = Long-distance: 500+ mile air travelers

**Pre-2006 data does not include, "Have not considered any future vacation destinations"

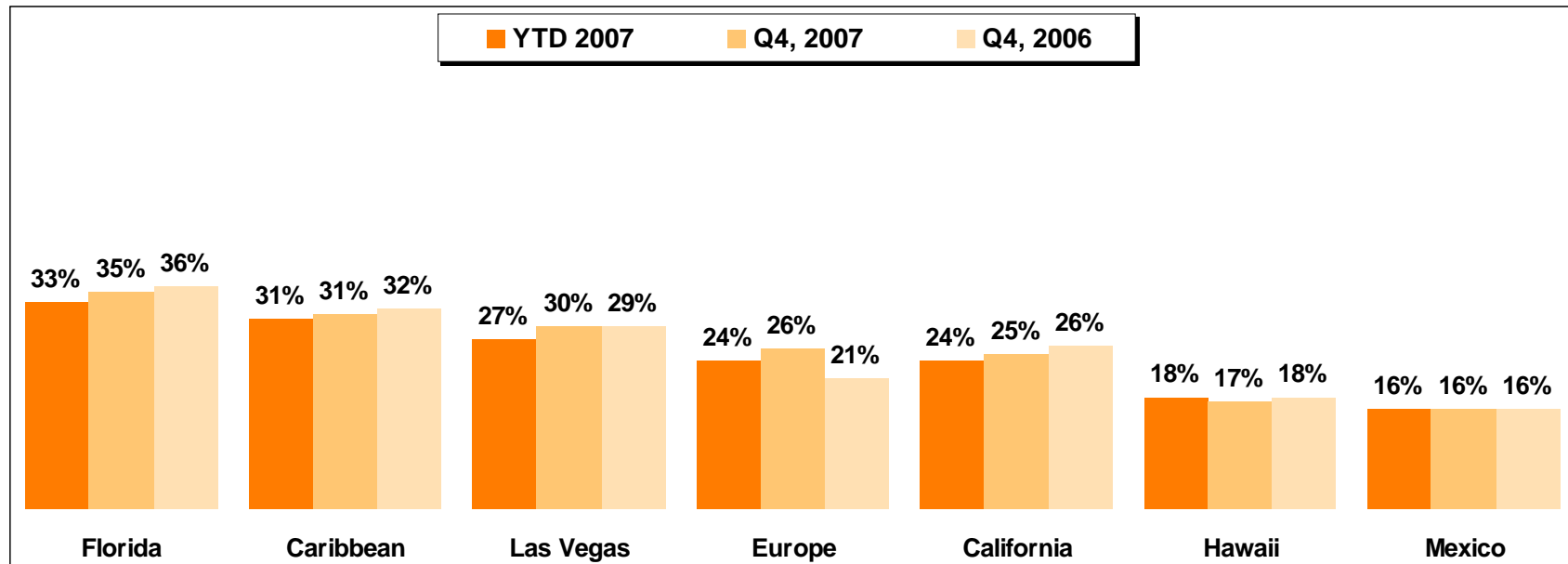
Considered Destinations (Q3)

Eastern US Market

With minor differences, Eastern US travelers tend to **rank** their list of considered destinations similarly from wave to wave:

- Interest in only one destination differs from the same quarter a year ago by more than one percentage-point: Europe (it jumps to 26% from 21%). However, year-to-date (24% in YTD 2007) interest in Europe matches the year ago level (24% in YTD 2006, not shown).
- Compared to a year ago (2006 YTD not shown), YTD 2007 consideration of Hawaii (18%), Europe (24%, as noted above), and Mexico (16%) matches the prior YTD level; interest in the Caribbean almost remains the same (31% from 32%); and interest in Florida (33% from 35%), Las Vegas (27% from 30%), and California (24% from 26%) drops slightly.

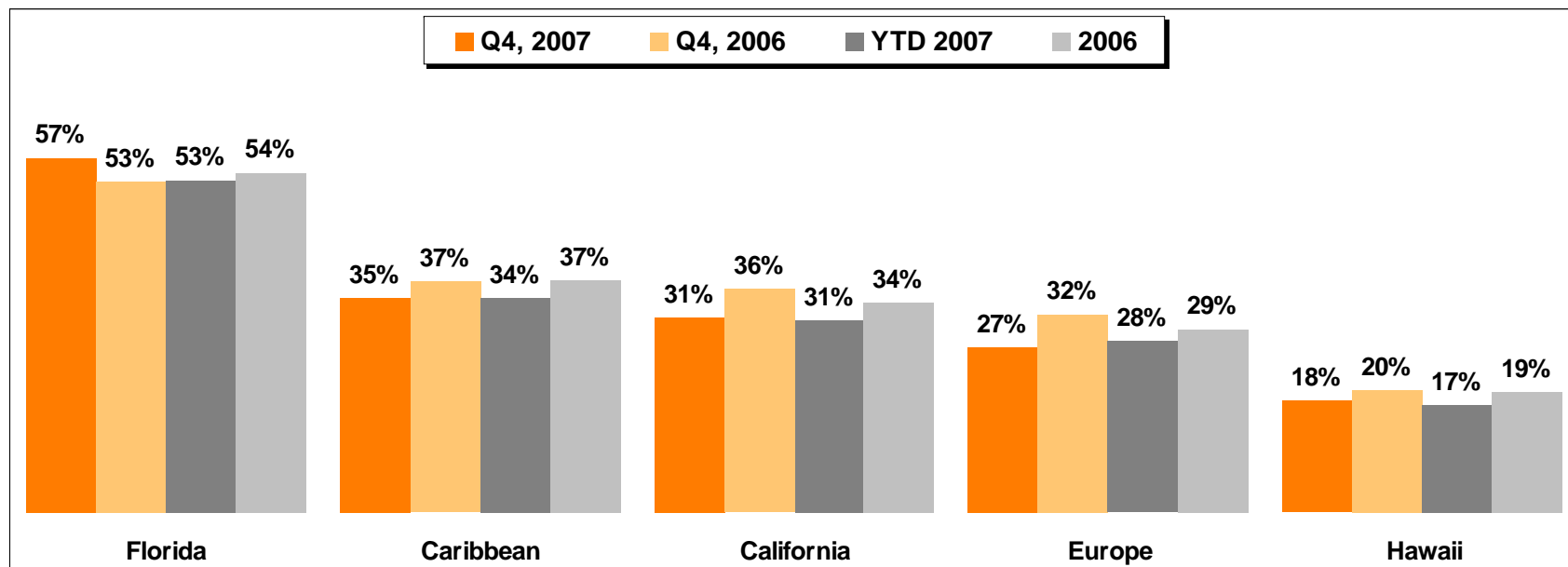
Total LD* Travelers



*LD=Long-distance travelers: 500+ Mile Air Trip in Past 12 Months

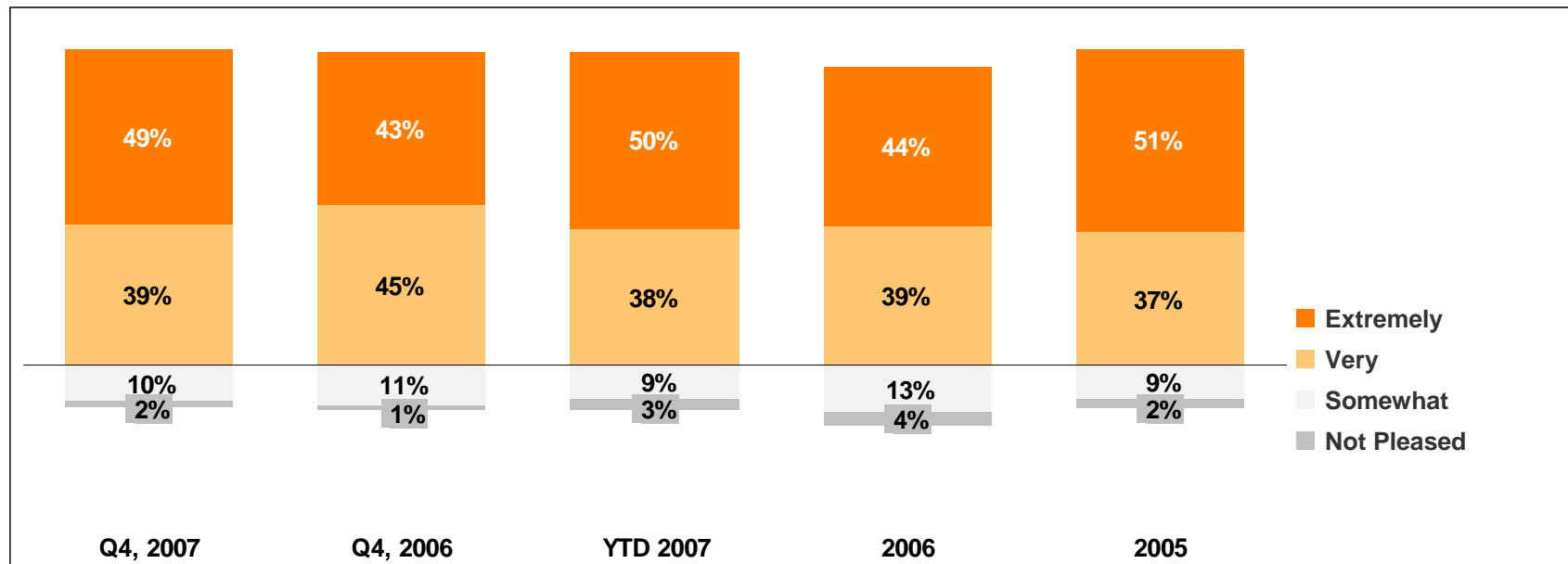
Destinations Planned for Leisure within 24 Months (Q6)

Eastern US Market



Hawaii Visitors: How Pleased With Last Visit (Q13) (Ever Visited)

Eastern US Market



Importance of Attributes and Preferences for Hawaii and Competitors

Eastern Market



Prefer Hawaii by Year (Q5)

Eastern US Market

Overall:

- Within the leading factor (Easy, Value, Safe, Clean), Hawaii gets its highest recognition for providing a *clean environment and safety/security*.
- The distance (*easy to get there*) and *value* attributes detract from Hawaii's image.
- Although the Eastern US Market perceives Hawaii's *scenery as unique*, they also feel that Hawaii succumbs to some *over-development*.
- Hawaii receives positive feedback on its *activities, experiences, history, and culture*.

Easy, Value, Safe, Clean

- Safe and Secure (4.42)
- Good Value for the Money (4.29)
- Clean Environment (4.19)
- Easy to Get Around (4.10)
- Variety of Types/Prices of Accommodations (3.94)
- Easy to Get There (3.90)

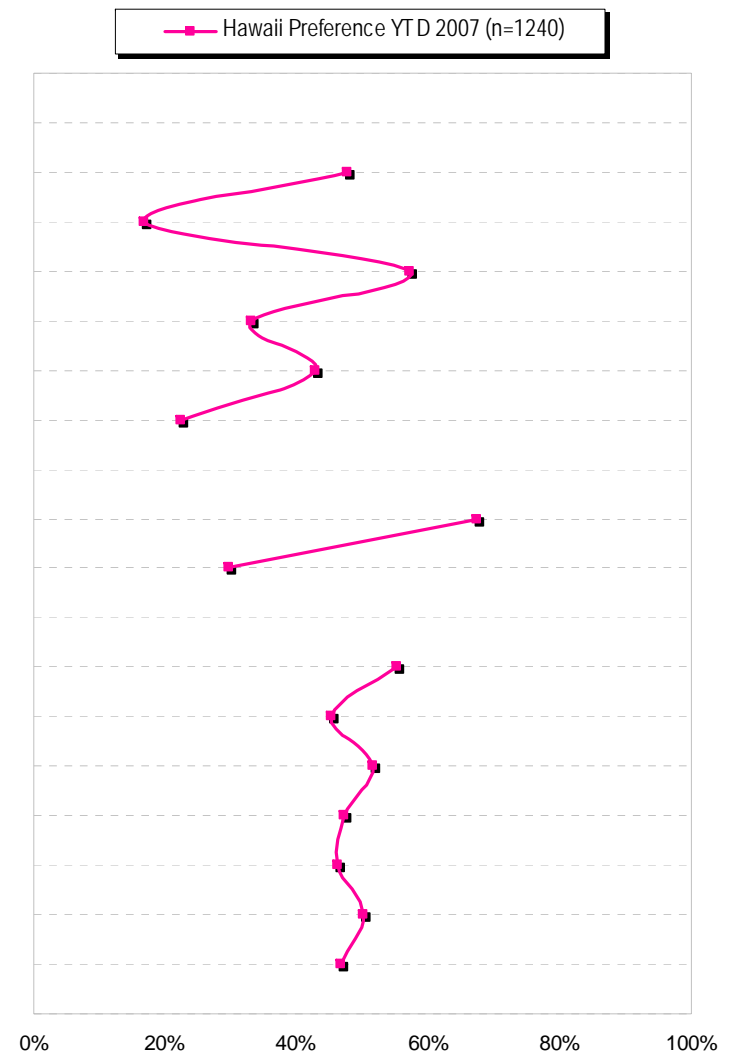
Unique and Unspoiled

- Unique Scenery Unlike Anywhere Else (3.80)
- Unspoiled, Not Overdeveloped (3.31)

New Discoveries/Unique

- Variety of Unique Activities & Experiences (3.93)
- Always More to Keep Coming Back (3.87)
- Different Experience Than Other Places (3.81)
- Always New Experiences for the Visitor (3.75)
- Intriguing History and Culture (3.74)
- Opportunities for New Discoveries (3.73)
- Variety of Cultural Activities (3.58)

Hawaii Preferred (% for Each Attribute)
Average Importance (Eastern US Market) Noted in Labels



Prefer Hawaii by Year (Q5)

Eastern US Market

Overall, con't:

- The Hawaiian islands provide substantial *hospitality*, but the area ranks lower as a *place to take children* – probably impacted by the cost and distance of the trip.
- The social scene receives high marks – especially as a *romantic place*, but the *nightlife* falls short. Consistent with the results for *nightlife*, Hawaii also receives scant recognition as a *great place for entertainment*.
- Hawaii's *wide variety, nature-based activities, and adventure activities* appeal to travelers.
- *Golfing* lags most other attributes.

Good for Family; Friendly

Local People Are Friendly (4.12)
Good Place for Family/Children (3.11)

Social Scene

Great Place to Get Away From It All (4.19)
Variety of Cuisine/Dining Options (3.83)
Romantic (2.93)
Variety of Nightlife (2.60)

Active Recreational Choices

Wide Variety of Recreational Choices (3.55)
Nature-Based Activities (2.97)
Adventure Activities (2.66)

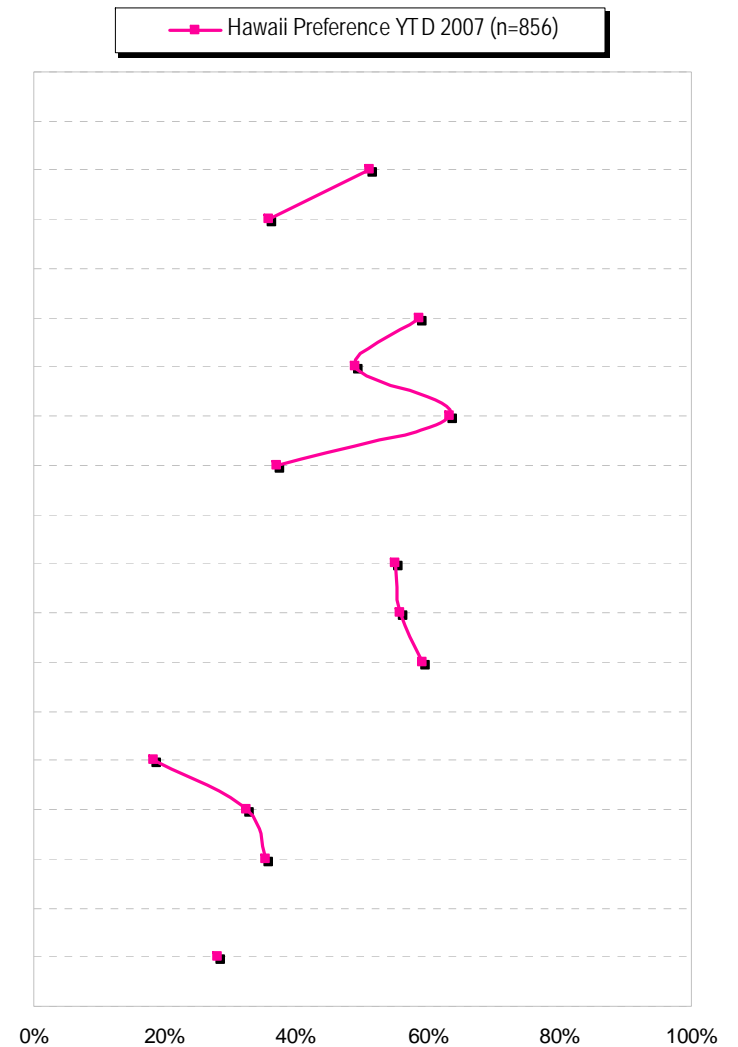
Events and Entertainment

Great Place for Entertainment (3.36)
Great Place for Shopping (3.32)
Special Events/Festivals (3.12)

Golfing

Great Place to Golf (1.66)

Hawaii Preferred (% for Each Attribute)
Average Importance (Eastern US Market) Noted in Labels



Prefer Destination (Q5)

Eastern US Market

Competitively (Hawaii vs. California, Europe, the Caribbean, and Florida):

- Within the most important factor, **Hawaii** leads all other destinations by a wide margin for its *clean environment* and by a smaller margin on *safe/secure*.
- In contrast, **Hawaii** ties **Europe** for last on distance (*easy to get there*) and on *good value for the money*, and lags all others on *variety of types/prices of accommodations*.
- Hawaii** ranks first on *unique scenery*, and although it receives generally low preference for its pristine environment (*unspoiled*), it still places higher than all of these competitors except the **Caribbean**.
- Hawaii** receives positive (second-place) feedback on its *activities/experiences, history, and culture*, surpassed only by **Europe**; with some competitive pressure from the **Caribbean** (particularly on *opportunities for new discoveries*) and, selectively, from **Florida** (*more to come back for and always new experiences*).

Easy, Value, Safe, Clean

Safe and Secure (4.42)
Good Value for the Money (4.29)
Clean Environment (4.19)
Easy to Get Around (4.10)
Variety of Types/Prices of Accommodations (3.94)
Easy to Get There (3.90)

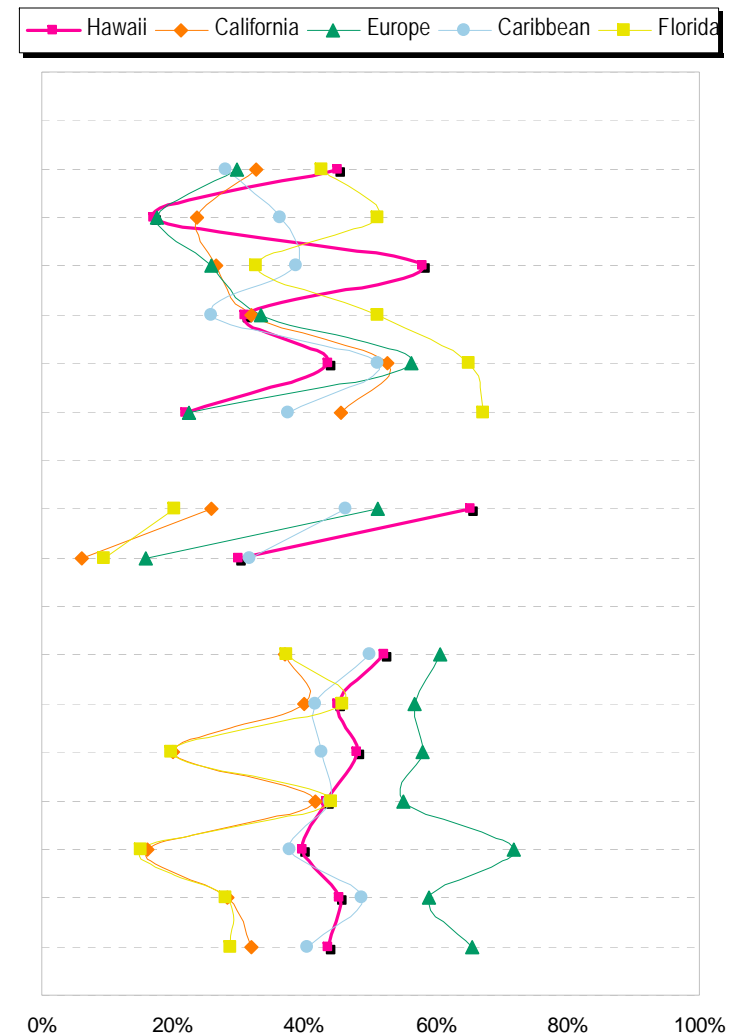
Unique and Unspoiled

Unique Scenery Unlike Anywhere Else (3.80)
Unspoiled, Not Overdeveloped (3.31)

New Discoveries/Unique

Variety of Unique Activities & Experiences (3.93)
Always More to Keep Coming Back (3.87)
Different Experience Than Other Places (3.81)
Always New Experiences for the Visitor (3.75)
Intriguing History and Culture (3.74)
Opportunities for New Discoveries (3.73)
Variety of Cultural Activities (3.58)

Destination Preferred (% for Each Attribute)
Average Importance (Eastern US Market) Noted in Labels



Prefer Destination (Q5)

Eastern US Market

Competitively (Hawaii vs. California, Europe, the Caribbean, and Florida), con't:

- The Hawaiian islands provide the highest level of *hospitality*, but substantially trails Florida as a *place to take children*.
- In The social scene, Hawaii “sets the bar” as a *romantic* destination and ties the Caribbean as a *great place to get away from it all*. However, it places last on *variety of cuisine* and *variety of nightlife*.
- Hawaii either leads or places near the leader (second to Florida for *wide variety*) on all three of the active recreational choice attributes.
- Hawaii's poorest competitive performance occurs on attributes within the least important factor: Events and Entertainment.
- For golfing, Eastern US Market travelers position Hawaii in the middle; Florida leads.

Good for Family; Friendly

Local People Are Friendly (4.12)

Good Place for Family/Children (3.11)

Social Scene

Great Place to Get Away From It All (4.19)

Variety of Cuisine/Dining Options (3.83)

Romantic (2.93)

Variety of Nightlife (2.60)

Active Recreational Choices

Wide Variety of Recreational Choices (3.55)

Nature-Based Activities (2.97)

Adventure Activities (2.66)

Events and Entertainment

Great Place for Entertainment (3.36)

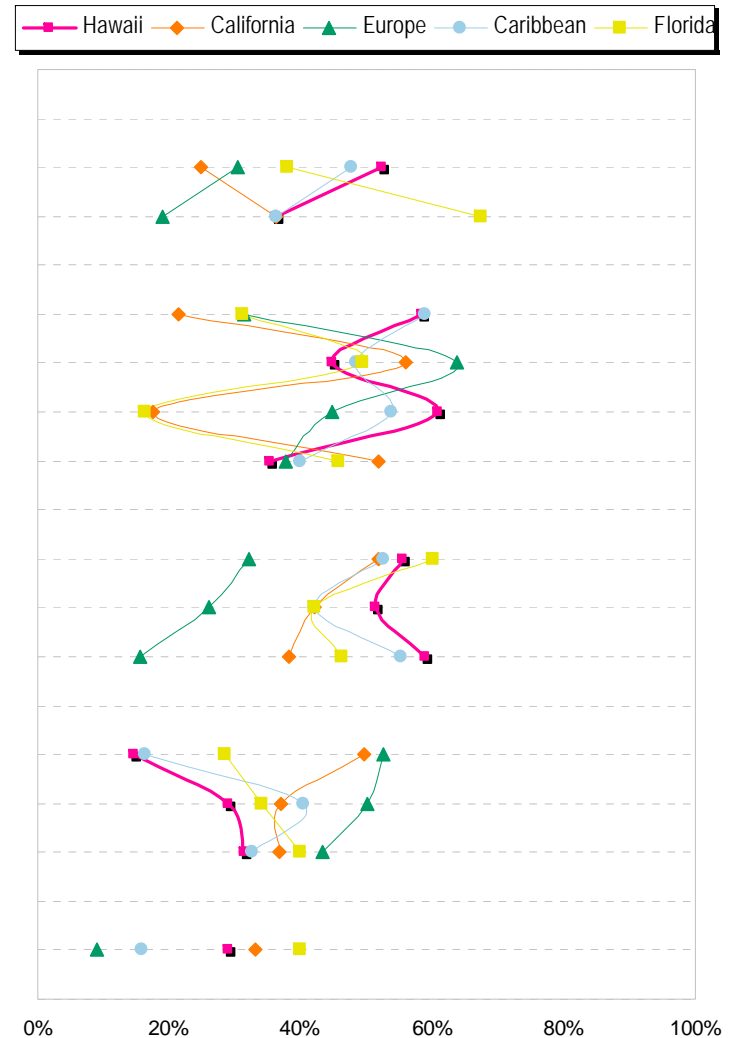
Great Place for Shopping (3.32)

Special Events/Festivals (3.12)

Golfing

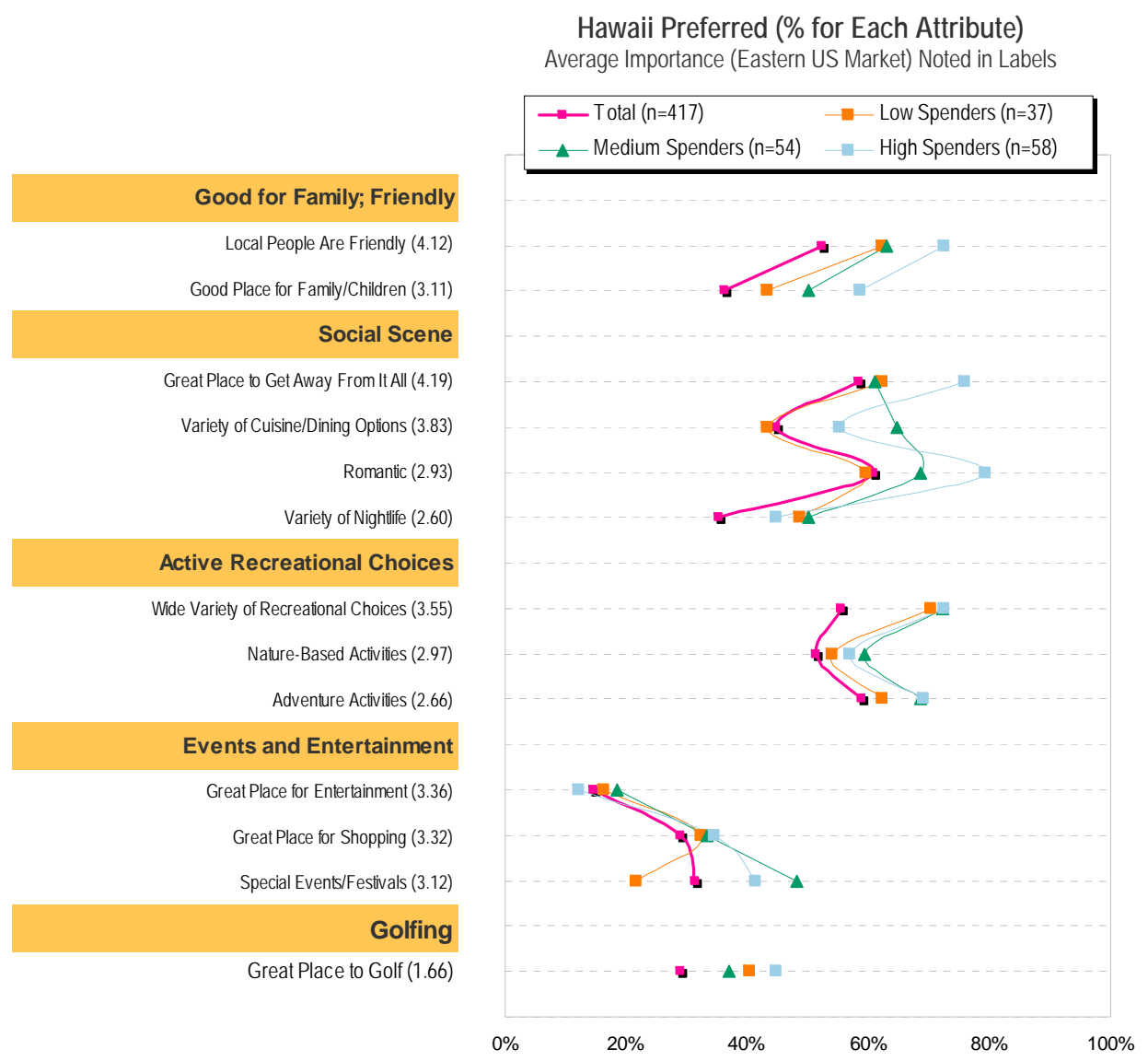
Great Place to Golf (1.66)

Destination Preferred (% for Each Attribute)
Average Importance (Eastern US Market) Noted in Labels



Prefer Hawaii by Spending Segments (Q5)

Eastern US Market



Travel Patterns

Western Market



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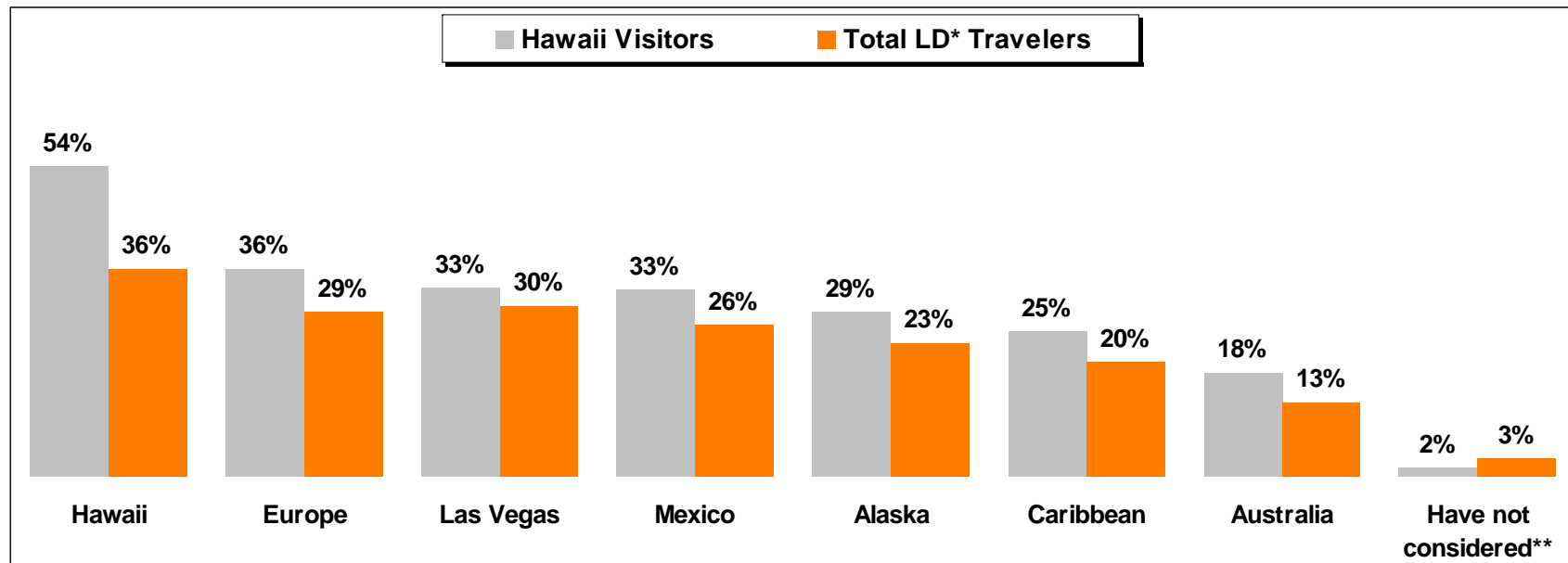
Considered Destinations (Q3)

Western US Market

The top destinations considered by Western US 500+ mile air travelers rank similarly to those considered by Hawaii visitors:

- Hawaii ranks first for both groups. However, Western US 500+ mile air travelers position Las Vegas ahead of Europe, Mexico ranks fourth. Hawaii visitors have a slightly different order, showing greater interest in Europe than Las Vegas and Mexico (the latter two tie for third). Alaska, the Caribbean, and Australia follow.
- Those who visited Hawaii in the past three years are more likely to choose each of these destinations than other travelers – and more than half (54%) are likely to consider visiting Hawaii again.

YTD 2007



LD* = Long-distance: 500+ mile air travelers

**Pre-2006 data does not include "Have not considered any future vacation destinations"

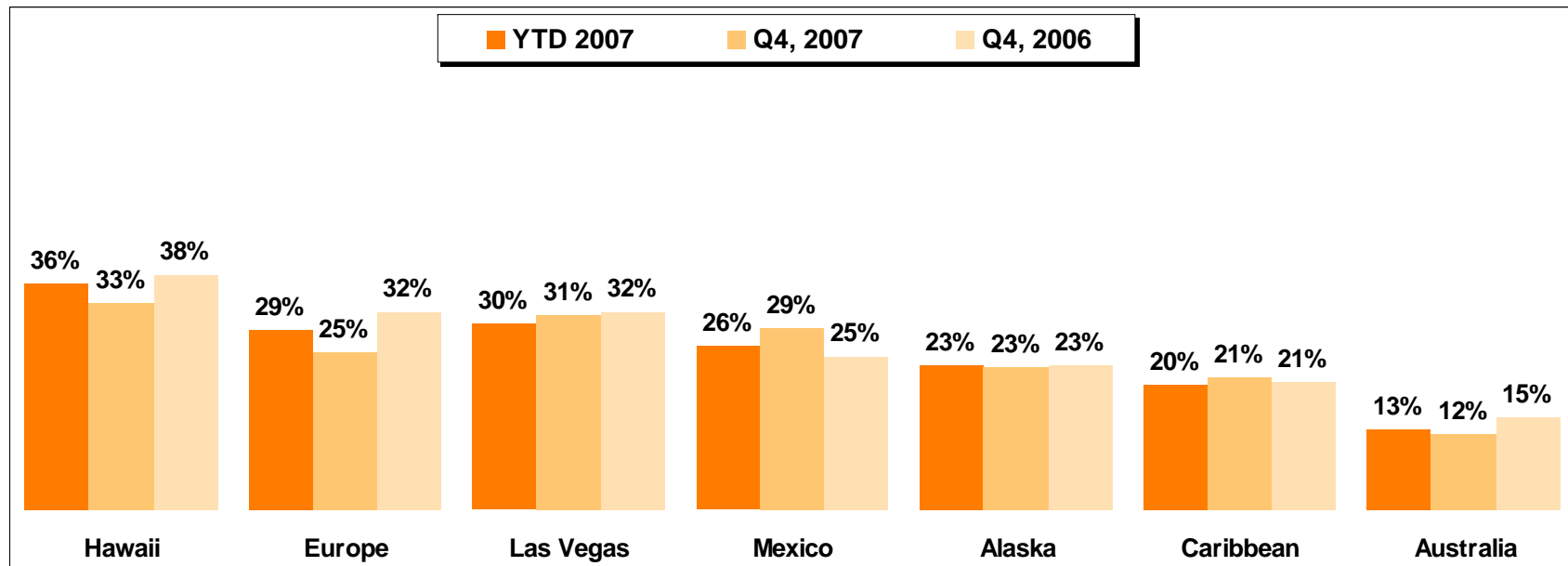
Considered Destinations (Q3)

Western US Market

Quarter 4, 2007 highlights:

- Among Western long-distance travelers, Hawaii consistently leads competing destinations.
- Quarter to quarter, Hawaii, Europe, and Australia slip from a year ago and Mexico receives a boost in interest.
- YTD 2007 vs. YTD 2006 (not shown) shows no change in Mexico (26%) or Alaska (23%). Most remain essentially the same, changing by only a percentage-point: Hawaii (36% from 37%); Las Vegas (30% from 31%), Europe (29% from 28%), and the Caribbean (20% from 21%). Only Australia changes notably (13% from 16%).

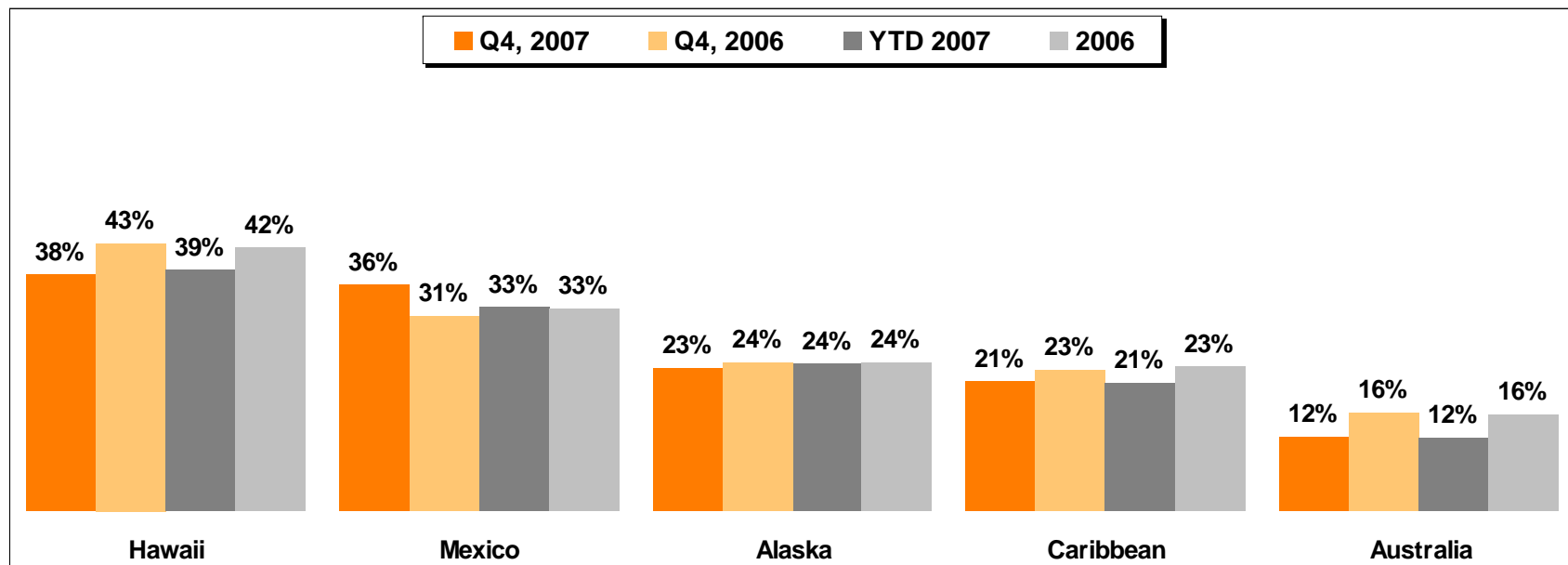
Total LD* Travelers



*LD=Long-distance travelers: 500+ Mile Air Trip in Past 12 Months

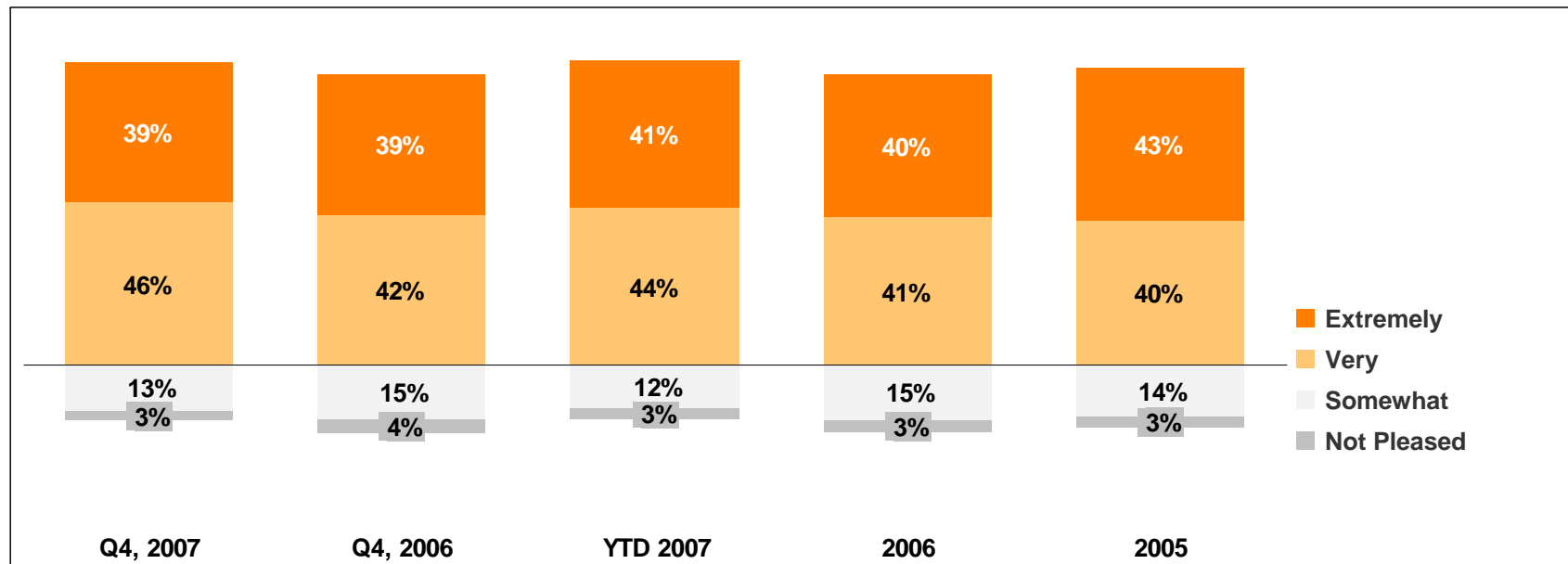
Destinations Planned for Leisure within 24 Months (Q6)

Western US Market



Hawaii Visitors: How Pleased With Last Visit (Q13) (Ever Visited)

Western US Market



Importance of Attributes and Preferences for Hawaii and Competitors

Western Market



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Prefer Hawaii by Year (Q5)

Western US Market

Overall:

- Within the leading factor (Easy, Value, Safe, Clean), Hawaii gets its highest recognition for *safety/security* and *variety of types/prices of accommodations*.
- The primary “detractor” is *good value for the money*.
- Each of the remaining attributes in the top factor receives relatively strong preferences.
- Similar to those in the Eastern US Market, Western US Market residents perceive Hawaii’s *scenery as unique*, but agree that Hawaii may be *over-developed*.
- Hawaii receives positive feedback on its *activities/experiences, history, and culture*. However, within this factor, *different experience than other places* lags other attributes.

Easy, Value, Safe, Clean

- Safe and Secure (4.31)
- Good Value for the Money (4.24)
- Clean Environment (4.06)
- Easy to Get Around (4.03)
- Variety of Types/Prices of Accommodations (3.89)
- Easy to Get There (3.78)

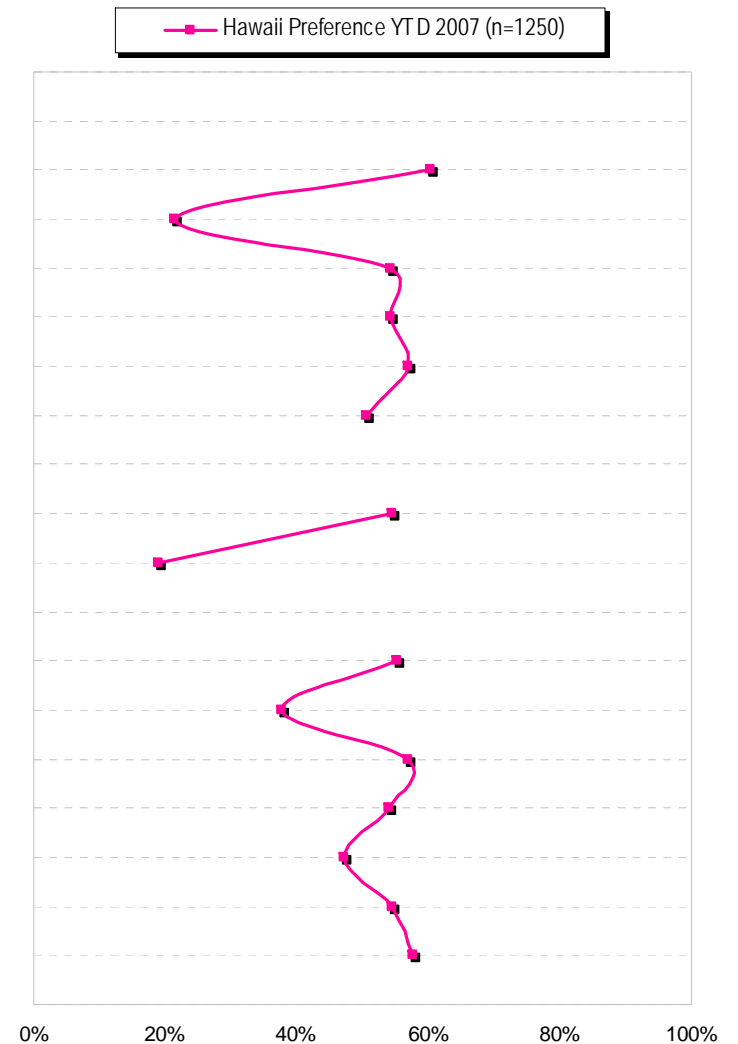
Unique and Unspoiled

- Unique Scenery Unlike Anywhere Else (3.87)
- Unspoiled, Not Overdeveloped (3.36)

New Discoveries/Unique

- Variety of Unique Activities & Experiences (3.92)
- Different Experience Than Other Places (3.87)
- Always More to Keep Coming Back (3.85)
- Intriguing History and Culture (3.80)
- Opportunities for New Discoveries (3.74)
- Always New Experiences for the Visitor (3.69)
- Variety of Cultural Activities (3.57)

Hawaii Preferred (% for Each Attribute)
Average Importance (Western US Market) Noted in Labels



Prefer Hawaii by Year (Q5)

Western US Market

Overall, con't:

- Those in the Western US Market feel that the Hawaiian islands provide substantial *hospitality*, and contrary to those in the Eastern US Market, Westerners assign even higher marks (than to hospitality) to Hawaii as a *good place for family/children*.
- Matching the pattern seen in the Eastern US Market, the Social Scene receives strong preference “votes” – especially as a *romantic* place. However, *nightlife* falls short and it receives scant recognition as a *great place for entertainment*.
- Hawaii’s *varied, nature-based, and adventure activities* appeal to travelers.

Good for Family; Friendly

Local People Are Friendly (4.07)
 Good Place for Family/Children (3.00)

Social Scene

Great Place to Get Away From It All (4.09)
 Variety of Cuisine/Dining Options (3.77)
 Romantic (2.96)
 Variety of Nightlife (2.53)

Active Recreational Choices

Wide Variety of Recreational Choices (3.44)
 Nature-Based Activities (3.01)
 Adventure Activities (2.71)

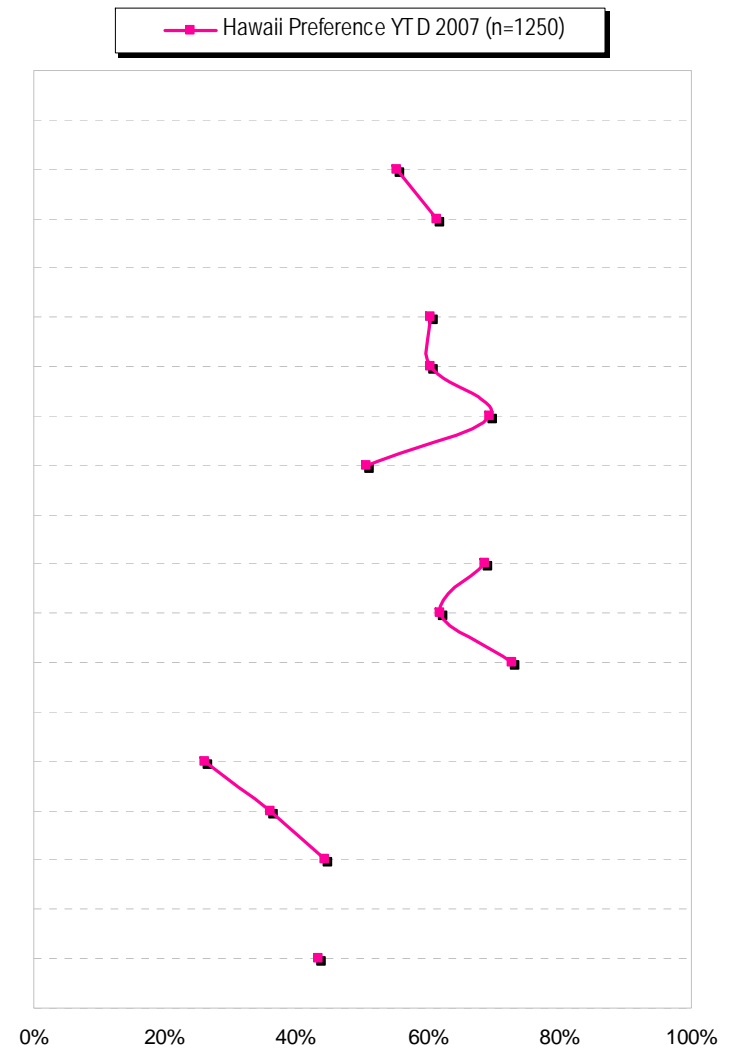
Events and Entertainment

Great Place for Entertainment (3.25)
 Great Place for Shopping (3.21)
 Special Events/Festivals (3.06)

Golfing

Great Place to Golf (1.68)

Hawaii Preferred (% for Each Attribute)
 Average Importance (Western US Market) Noted in Labels



Prefer Destination (Q5)

Western US Market

Competitively (Hawaii vs. Alaska, Australia, the Caribbean, and Mexico):

- Within the most important factor, **Hawaii** leads all other destinations by a wide margin for *easy to get around* and ties the lead for *variety of accommodations* (with **Mexico**) and *safety/security* (with **Alaska**).
- **Hawaii** second on *easy to get there* (to **Mexico**) and clean environment (to **Alaska**).
- In contrast, **Hawaii** and the other destinations place much lower than **Mexico** on *good value for the money*.
- **Alaska** leads on both *unique and unspoiled* attributes. **Hawaii** vies with **Australia** for second-place on *unique scenery*, but places lower on *unspoiled*.
- **Hawaii** receives mixed feedback on *New Discoveries/Unique* attributes. It leads on three items: *always more to keep coming back*, *always new experiences*, and *variety of cultural activities*. **Australia**, **Alaska**, and **Hawaii** swap the lead on the attributes in this factor. **Mexico** nearly ties the lead on *intriguing history/culture*.

Easy, Value, Safe, Clean

- Safe and Secure (4.31)
- Good Value for the Money (4.24)
- Clean Environment (4.06)
- Easy to Get Around (4.03)
- Variety of Types/Prices of Accommodations (3.89)
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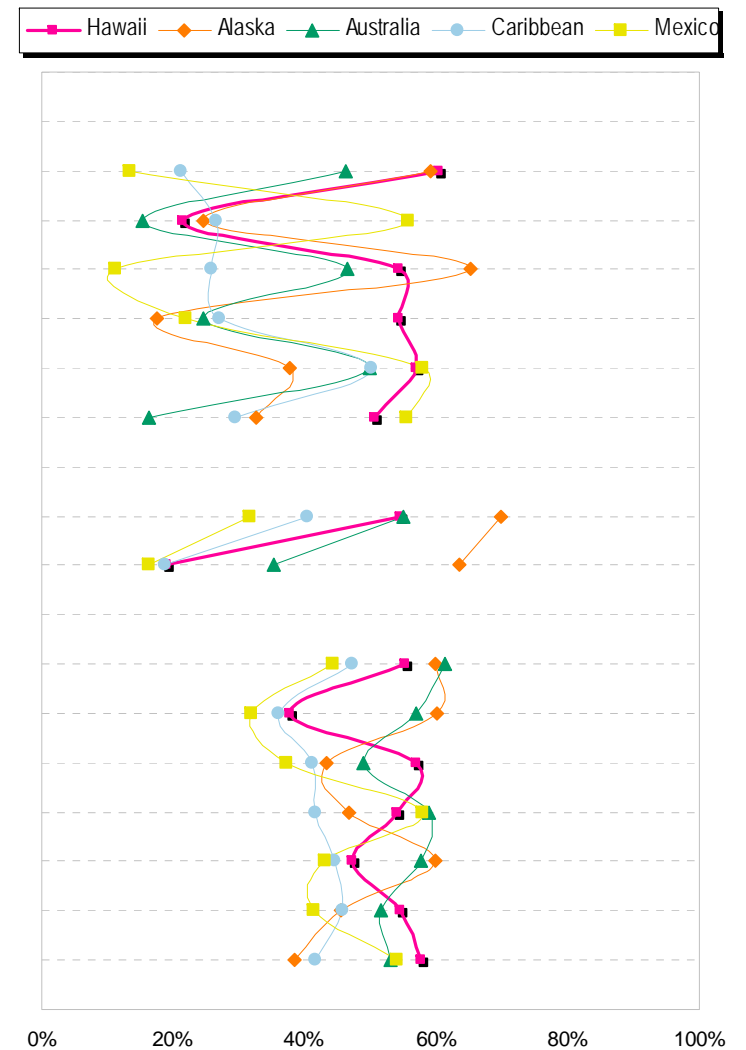
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- Unique Scenery Unlike Anywhere Else (3.87)
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New Discoveries/Unique

- Variety of Unique Activities & Experiences (3.92)
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- Always More to Keep Coming Back (3.85)
- Intriguing History and Culture (3.80)
- Opportunities for New Discoveries (3.74)
- Always New Experiences for the Visitor (3.69)
- Variety of Cultural Activities (3.57)

Destination Preferred (% for Each Attribute)
Average Importance (Western US Market) Noted in Labels



Prefer Destination (Q5)

Western US Market

Competitively (Hawaii vs. Alaska, Australia, the Caribbean, and Mexico), con't:

- US Western travelers prefer the Hawaiian islands for *hospitality* and Hawaii surpasses all but the Caribbean (which it ties) as a *good place for family/children*.
- In the Social Scene, Hawaii “owns” the factor, especially the *romantic* attribute. However, its lead shrinks on *variety of nightlife*, where the Caribbean and Mexico exerts some competitive pressure.
- Hawaii leads on *variety of recreational choices* and *adventure activities*, but feels competitive pressure from Alaska and Australia on *nature-based activities*.
- None of these competitors receives strong preferences within Events and Entertainment. That said, Hawaii never falls below third place and vies with Mexico for the lead as a place with *special events/festivals*.
- For golfing, Western US Market travelers position Hawaii as the clear leader.

Good for Family; Friendly

Local People Are Friendly (4.07)
Good Place for Family/Children (3.00)

Social Scene

Great Place to Get Away From It All (4.09)
Variety of Cuisine/Dining Options (3.77)
Romantic (2.96)
Variety of Nightlife (2.53)

Active Recreational Choices

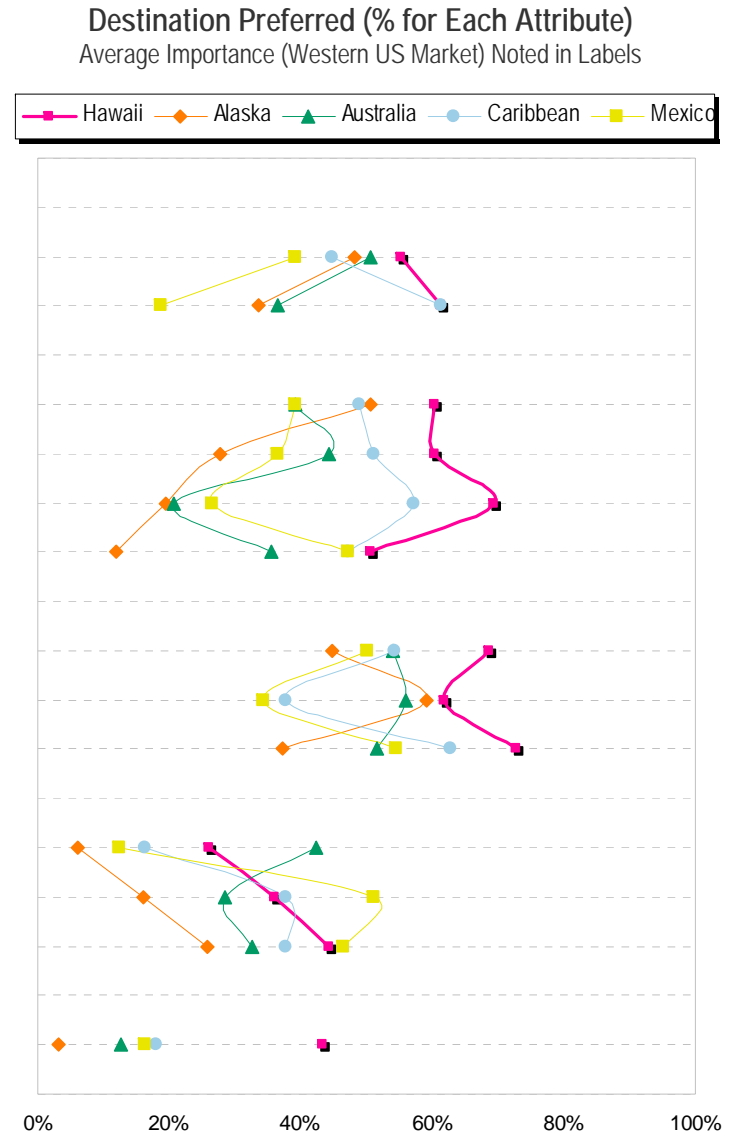
Wide Variety of Recreational Choices (3.44)
Nature-Based Activities (3.01)
Adventure Activities (2.71)

Events and Entertainment

Great Place for Entertainment (3.25)
Great Place for Shopping (3.21)
Special Events/Festivals (3.06)

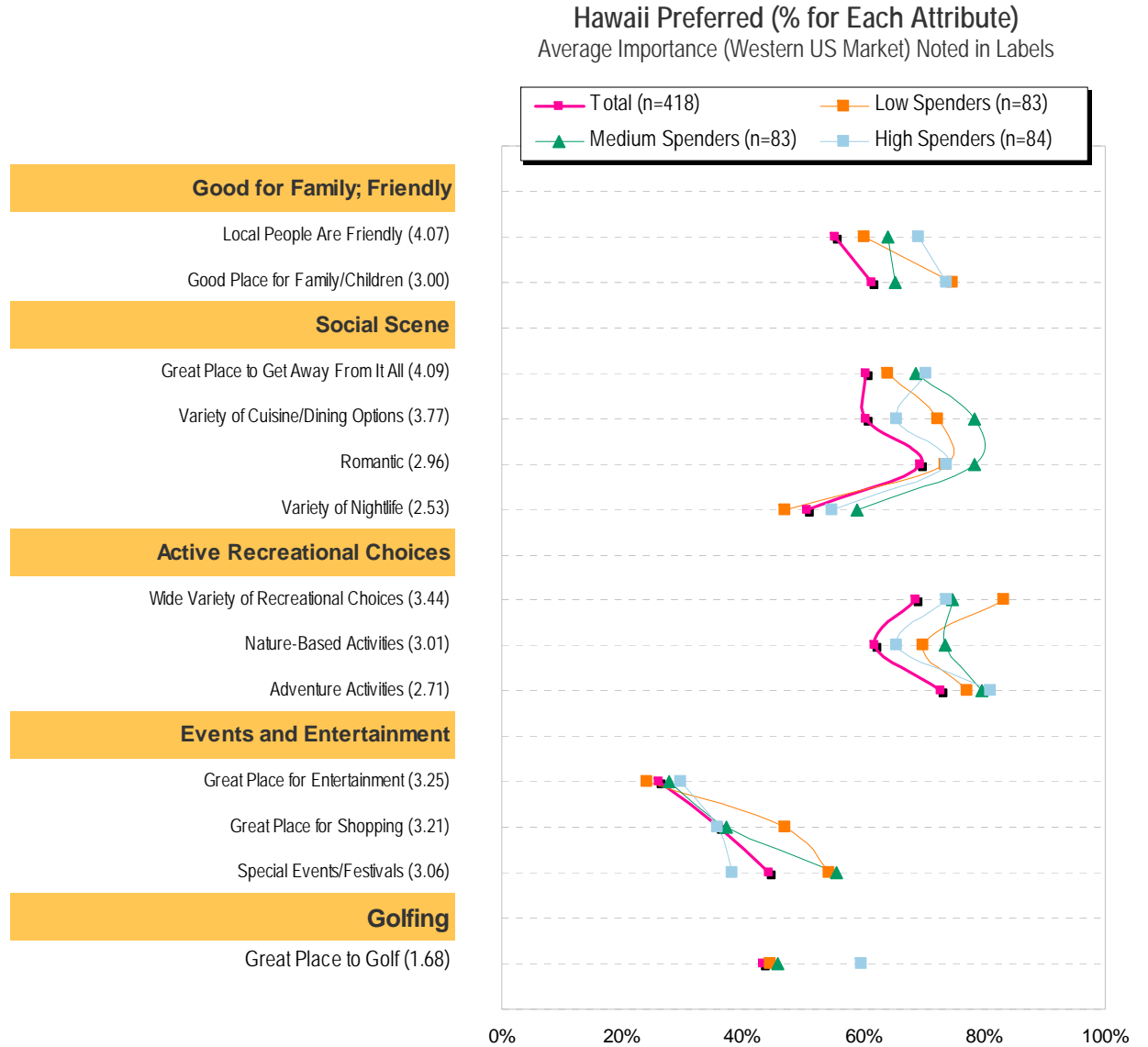
Golfing

Great Place to Golf (1.68)



Prefer Hawaii by Spending Segments (Q5)

Western US Market



Travel Patterns

Japanese Market



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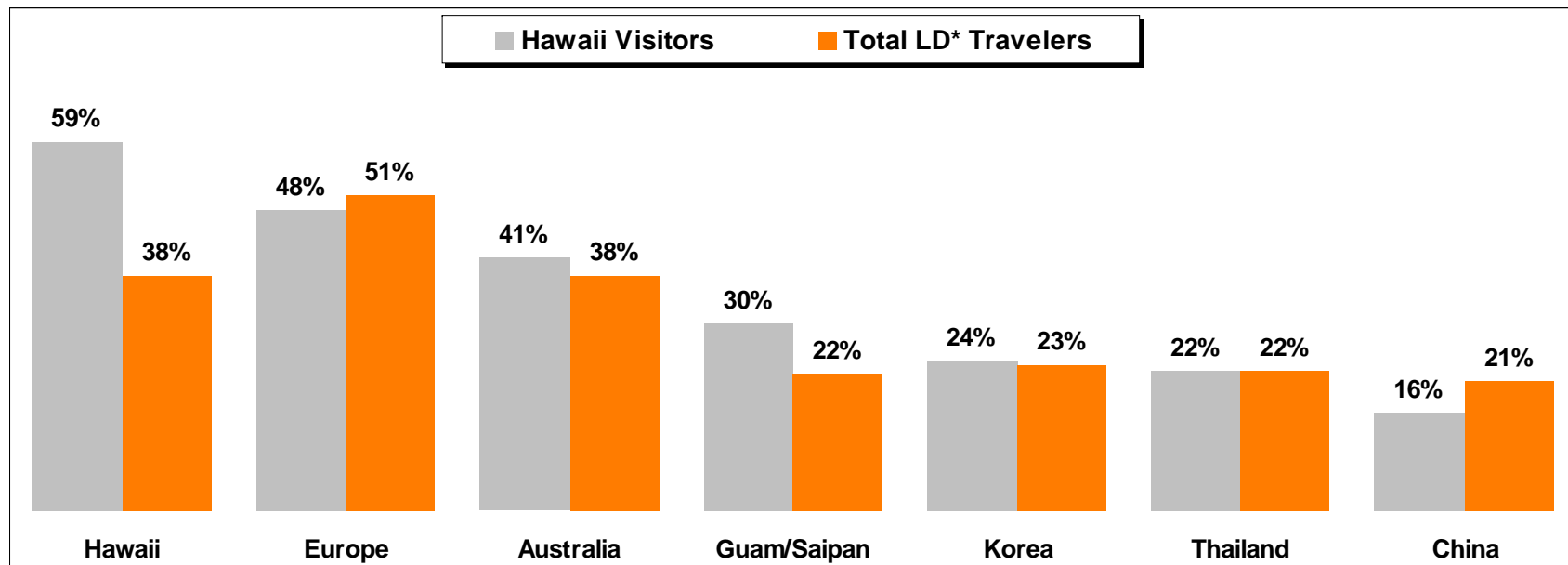
Considered Destinations (Q3)

Japanese Market

The ranking of the top destination choices of Japanese international travelers varies by whether they have been to Hawaii in the past or not.

- Generally, Hawaii visitors exhibit greater interest in all destinations; exceptions include Europe and China. Consideration of Korea and Thailand nearly match.
- As in prior reports, Hawaii visitors still express much greater future interest in Hawaii (+21%-points over total international travelers). Much smaller gaps occur for other destinations: Europe (-3%), Australia (+3%), Guam/Saipan (+8%), Korea (+1%), Thailand (0%), and China (-5%).
- Those who have been to Hawaii want to return (59%). Europe (48%) and Australia (41%) hold strong secondary appeal.
- Europe leads among total international travelers (51%) while Australia and Hawaii vie for second place (38% each).

YTD 2007



LD* = Long-distance: International travelers

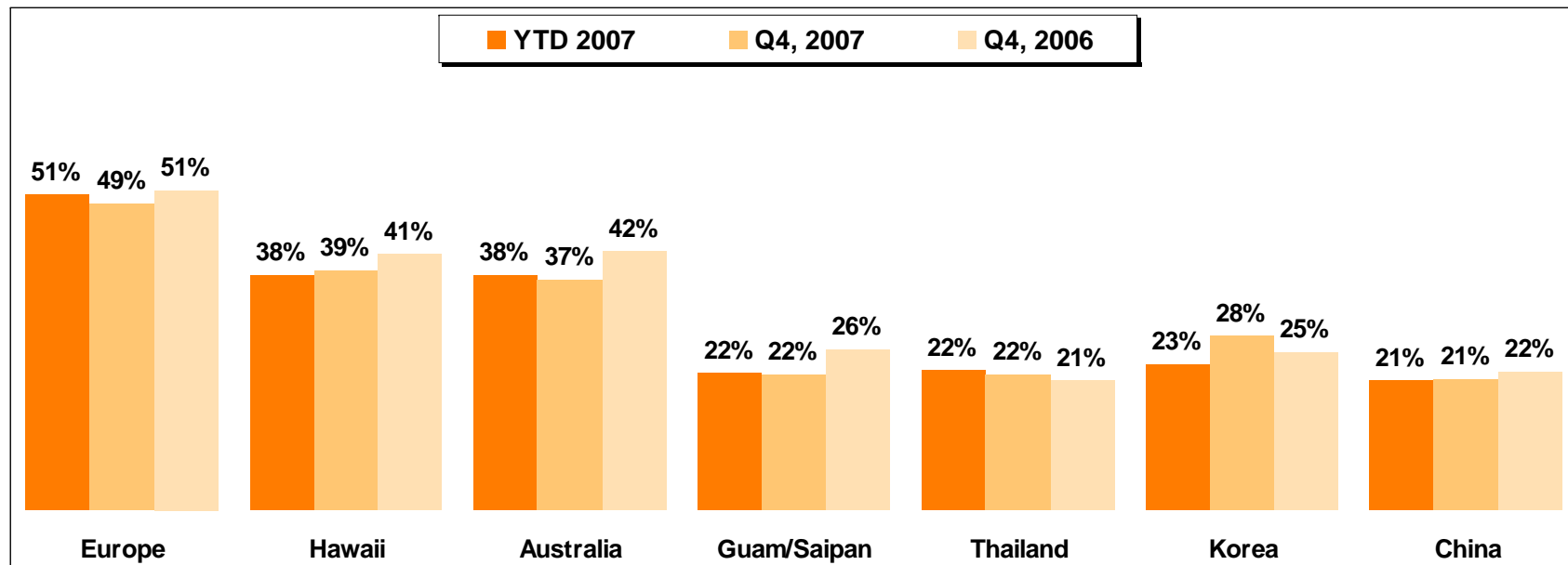
Considered Destinations (Q3)

Japanese Market

Quarter 4 highlights:

- Interest in Hawaii slip this quarter compared to the same time last year (39% from 41%). Declines also occur for Europe (49% from 51%), Australia (37% from 41%), and Guam/Saipan (22% from 26%). Travelers indicate increased interest in only one destination: Korea (28% from 25%).
- Annually, 2007 YTD vs. 2006 YTD (not shown), long distance travelers consider Europe (51% from 52%), Hawaii (38% from 39%), and Thailand (22% both years) at about the same rate as a year ago. Interest in Australia (38% from 40%), Guam/Saipan (22% from 24%), Korea (23% from 25%), and China (21% from 19%) dip slightly.

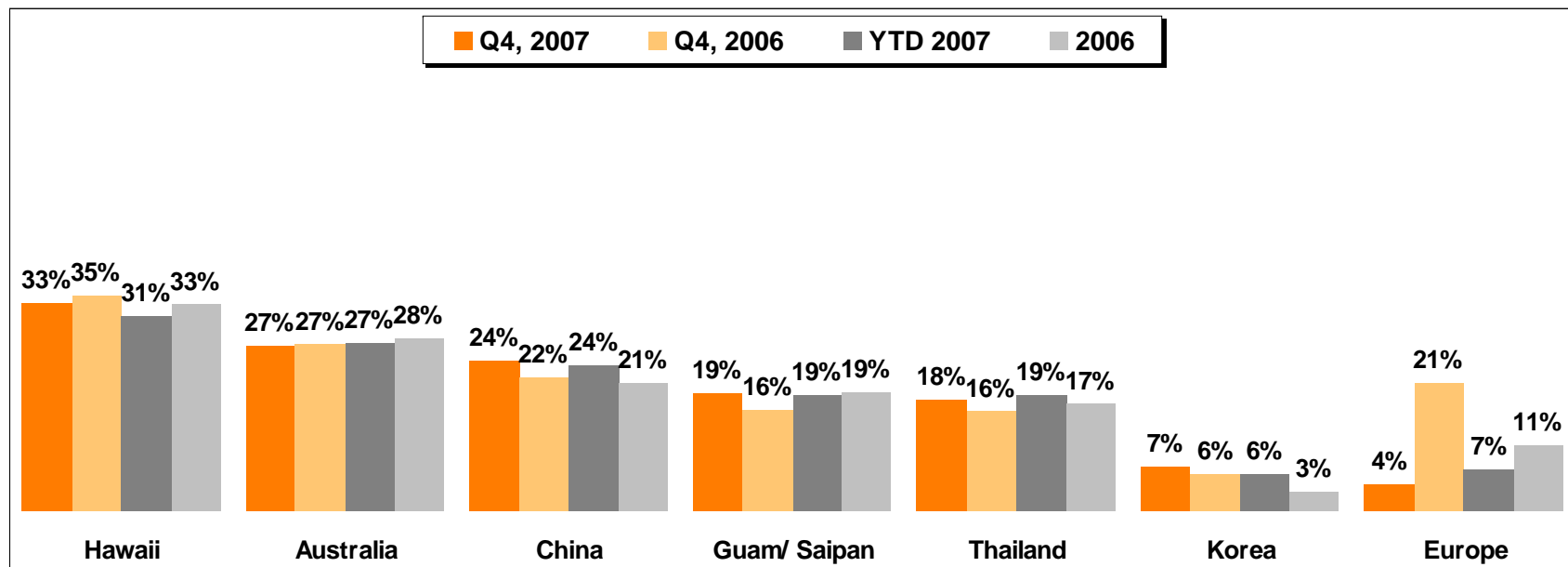
Total LD* Travelers



*LD=Long-distance travelers: International Trip in Past 2 Years

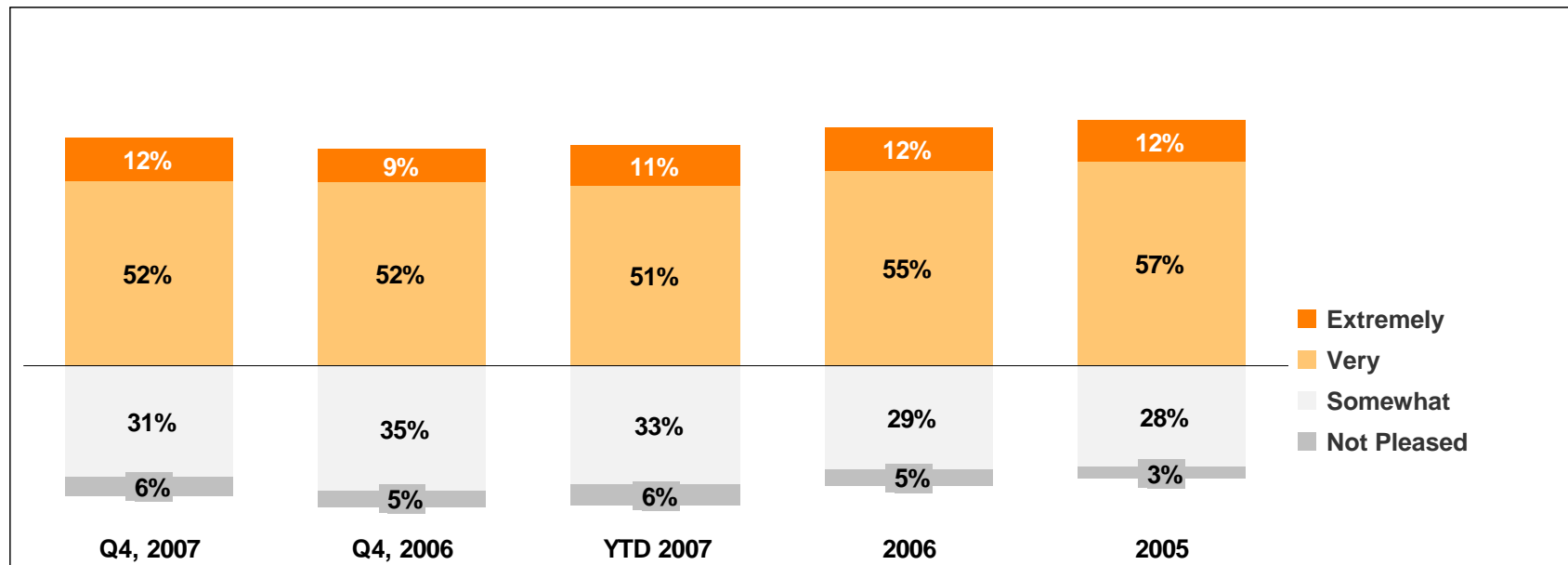
Destinations Planned for Leisure within 24 Months (Q6)

Japanese Market



Hawaii Visitors: How Pleased With Last Visit (Q13) (Ever Visited)

Japanese Market



Importance of Attributes and Preferences for Hawaii and Competitors

Japanese Market



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Prefer Hawaii by Year (Q5)

Japanese Market

Overall:

- Hawaii gathers a strong level of preference for the attribute in the most important factor – *a great place to get away from it all*.
- Within the second most important factor, Hawaii excels as a *place where there is always more to keep coming back* and *easy to get around*, but lags, particularly, on *opportunities for new discoveries*.
- As a Unique and Unspoiled destination, travelers consider Hawaii somewhat weaker – especially on *intriguing history and culture* and *unspoiled, not over-developed*.
- The Japanese praise Hawaii for *ease of communication*. A *good place for family/children* and *clean environment* are also high. However, they do not perceive the same hospitality (*local people are friendly*) as US residents in either market.

Great Place to Get Away

Great Place to Get Away From It All (4.18)

Good Value/ New Discoveries

Good Value for the Money (4.27)

Always More to Keep Coming Back (4.19)

Opportunities for New Discoveries (3.92)

Easy to Get Around (3.83)

Unique and Unspoiled

Unique Scenery Unlike Anywhere Else (4.16)

Intriguing History and Culture (4.08)

Variety of Unique Activities & Experiences (4.00)

Different Experience Than Other Places (3.99)

Unspoiled, Not Overdeveloped (3.58)

Clean, Safe, Family Oriented

Safe and Secure (4.41)

Clean Environment (3.98)

Variety of Types/Prices of Accommodations (3.88)

Local People Are Friendly (3.84)

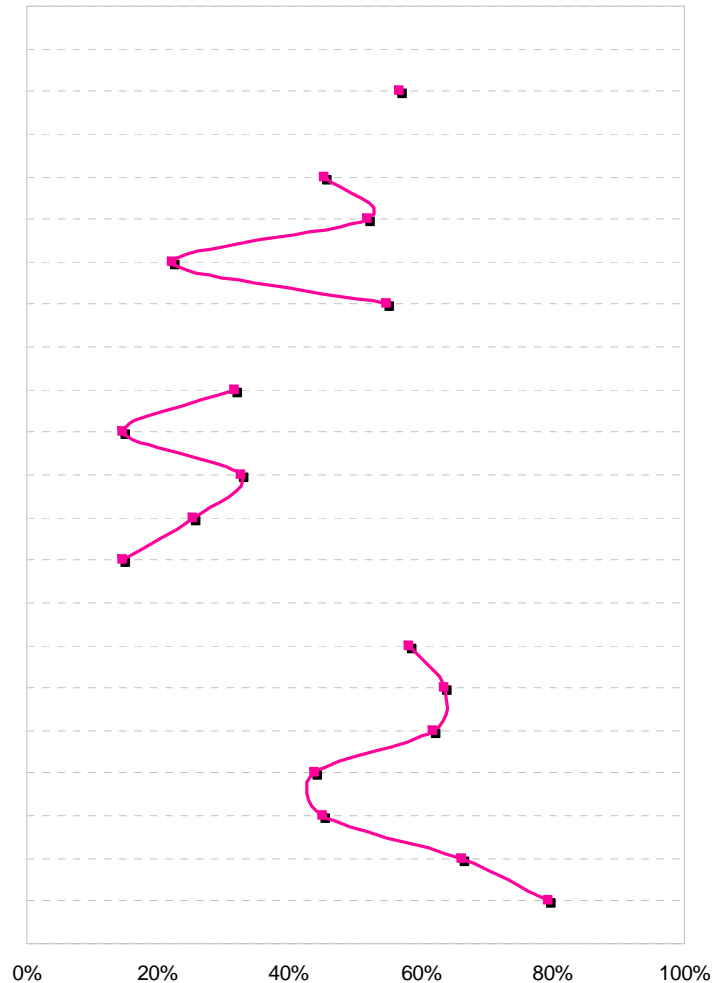
Easy to Get There (3.64)

Good Place for Family/Children (3.41)

Easy to Communicate in Native Language (3.10)

Hawaii Preferred (% for Each Attribute)
Average Importance (Japanese Market) Noted in Labels

—■ Hawaii Preference YTD 2007 (n=1554)



Prefer Hawaii by Year (Q5)

Japanese Market

Overall, con't:

- The Japanese prefer Hawaii differently for different types of recreational choices. They believe Hawaii fits those with *active lifestyles, adventurers, golfers*, and those who want a *wide variety of choices*. However, they downgrade its *variety of cultural activities, nature-based activities, and always new experiences for the visitor*.
- Within the Social Scene factor, the Japanese think of Hawaii as a *good place to shop* and a good place for *nightlife* – neither of which are selected as often by US residents (either market).
- In another area that contrasts with US markets, the Japanese react more “lukewarmly” to Hawaii as a romantic destination (US travelers strongly prefer Hawaii on that element).
- The Japanese agree with US residents that Hawaii lags as a *great place for entertainment*.

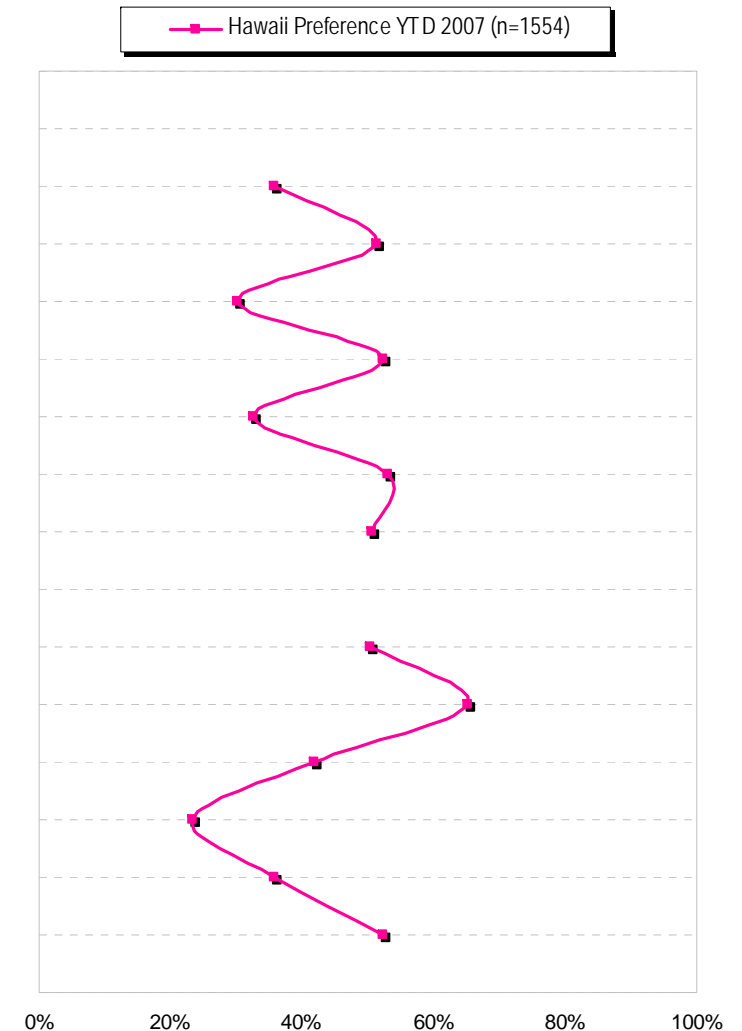
Active Recreational Choices

Always New Experiences for the Visitor (3.47)
Many Things To Do For Active Lifestyles (3.44)
Variety of Cultural Activities (3.32)
Wide Variety of Recreational Choices (3.20)
Nature-Based Activities (3.11)
Adventure Activities (2.90)
Great Place to Golf (1.77)

Social Scene

Variety of Cuisine/Dining Options (3.66)
Great Place for Shopping (3.33)
Romantic (3.28)
Great Place for Entertainment (3.23)
Special Events/Festivals (3.05)
Variety of Nightlife (2.61)

Hawaii Preferred (% for Each Attribute)
Average Importance (Japanese Market) Noted in Labels



Prefer Destination (Q5)

Japanese Market

Competitively (Hawaii vs. Australia, Guam/Saipan, China, and Thailand):

- Within the most important factor, **Hawaii** and **Australia** vie for first-place (*great place to get away from it all*).
- Within the factor Good Value/New Discoveries, **Hawaii** notably wins on *easy to get around*. **Australia** and **Hawaii** closely compete on *good value* and *always more to keep coming back*. **Hawaii** lags on *opportunities for new discoveries*.
- For Unique and Unspoiled attributes, Hawaii always ranks fourth or fifth of the five destination choices. **Australia** leads on three of the five.
- In contrast, **Hawaii** emerges as the leader on *safe/secure, variety of accommodations, clean environment, friendly locals, good place for family/children*, and especially on *ease of communication*. **Australia** usually ranks second.
- **Guam/Saipan** leads on only one attribute in the entire battery – *easy to get there*.

Great Place to Get Away

Great Place to Get Away From It All (4.18)

Good Value/ New Discoveries

Good Value for the Money (4.27)

Always More to Keep Coming Back (4.19)

Opportunities for New Discoveries (3.92)

Easy to Get Around (3.83)

Unique and Unspoiled

Unique Scenery Unlike Anywhere Else (4.16)

Intriguing History and Culture (4.08)

Variety of Unique Activities & Experiences (4.00)

Different Experience Than Other Places (3.99)

Unspoiled, Not Overdeveloped (3.58)

Clean, Safe, Family Oriented

Safe and Secure (4.41)

Clean Environment (3.98)

Variety of Types/Prices of Accommodations (3.88)

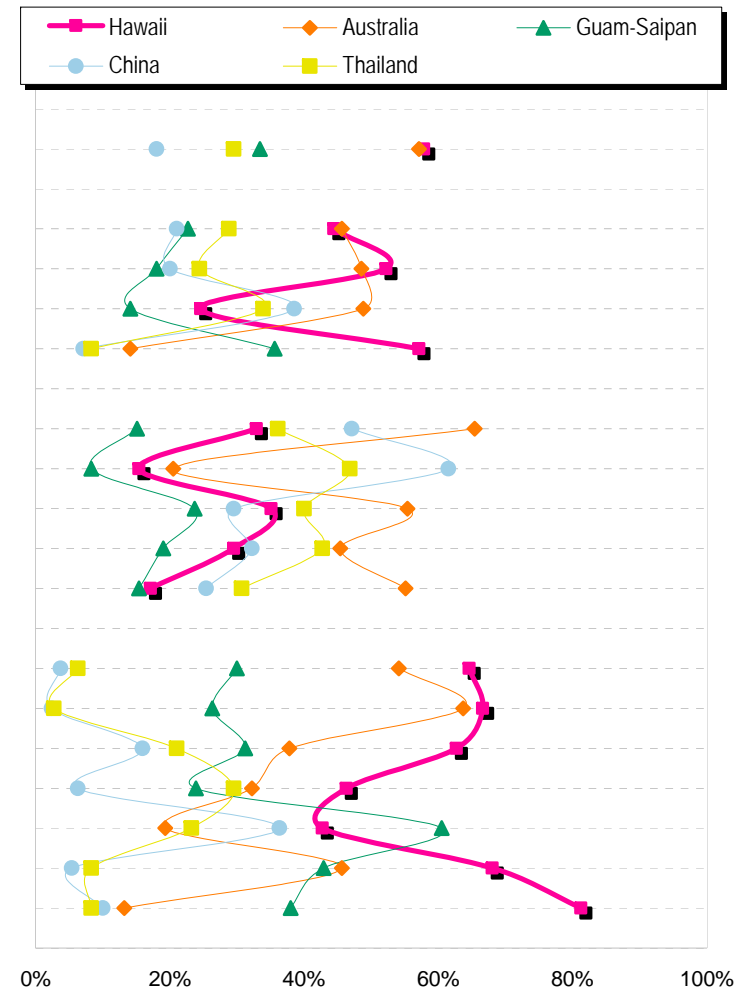
Local People Are Friendly (3.84)

Easy to Get There (3.64)

Good Place for Family/Children (3.41)

Easy to Communicate in Native Language (3.10)

Destination Preferred (% for Each Attribute)
Average Importance (Japanese Market) Noted in Labels



Prefer Destination (Q5)

Japanese Market

Competitively (Hawaii vs. Australia, Guam/Saipan, China, and Thailand) con't:

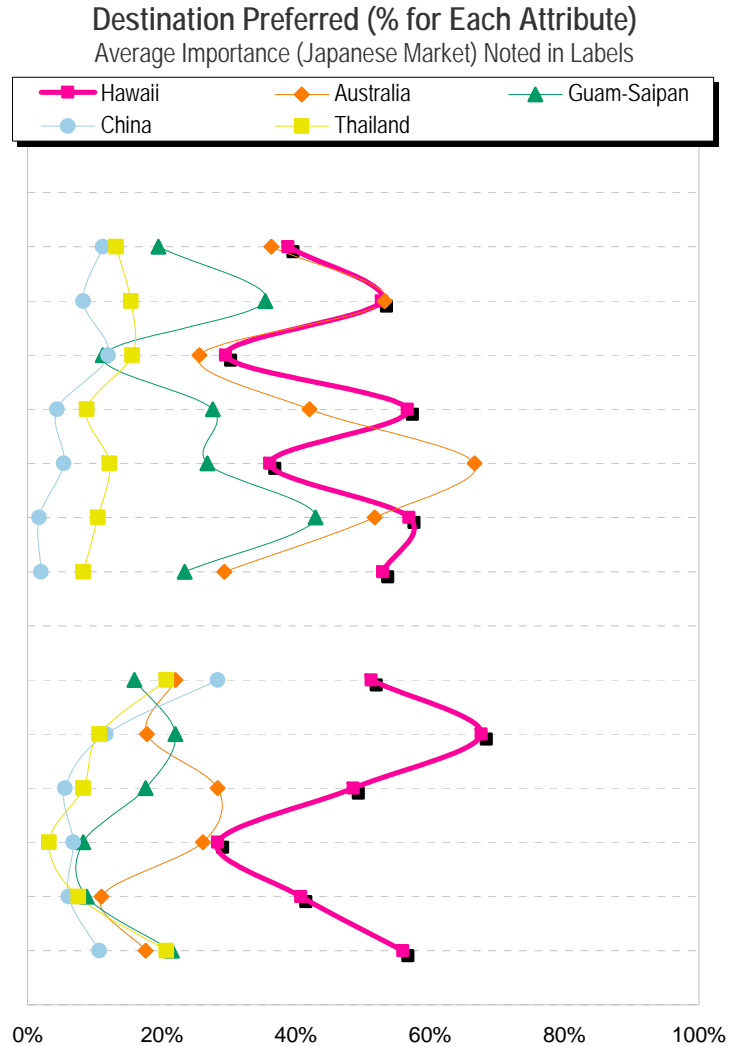
- Of the attributes in Active Recreational Choices, Hawaii and Australia lead on all of them: Hawaii leads on three, Australia leads on two, and they tie on two (*adventure activities* and *many things to do for active lifestyles*).
- Within the Social Scene, Hawaii clearly takes the top spot on every attribute except *great place for entertainment*, where it shares the lead with Australia.

Active Recreational Choices

- Always New Experiences for the Visitor (3.47)
- Many Things To Do For Active Lifestyles (3.44)
- Variety of Cultural Activities (3.32)
- Wide Variety of Recreational Choices (3.20)
- Nature-Based Activities (3.11)
- Adventure Activities (2.90)
- Great Place to Golf (1.77)

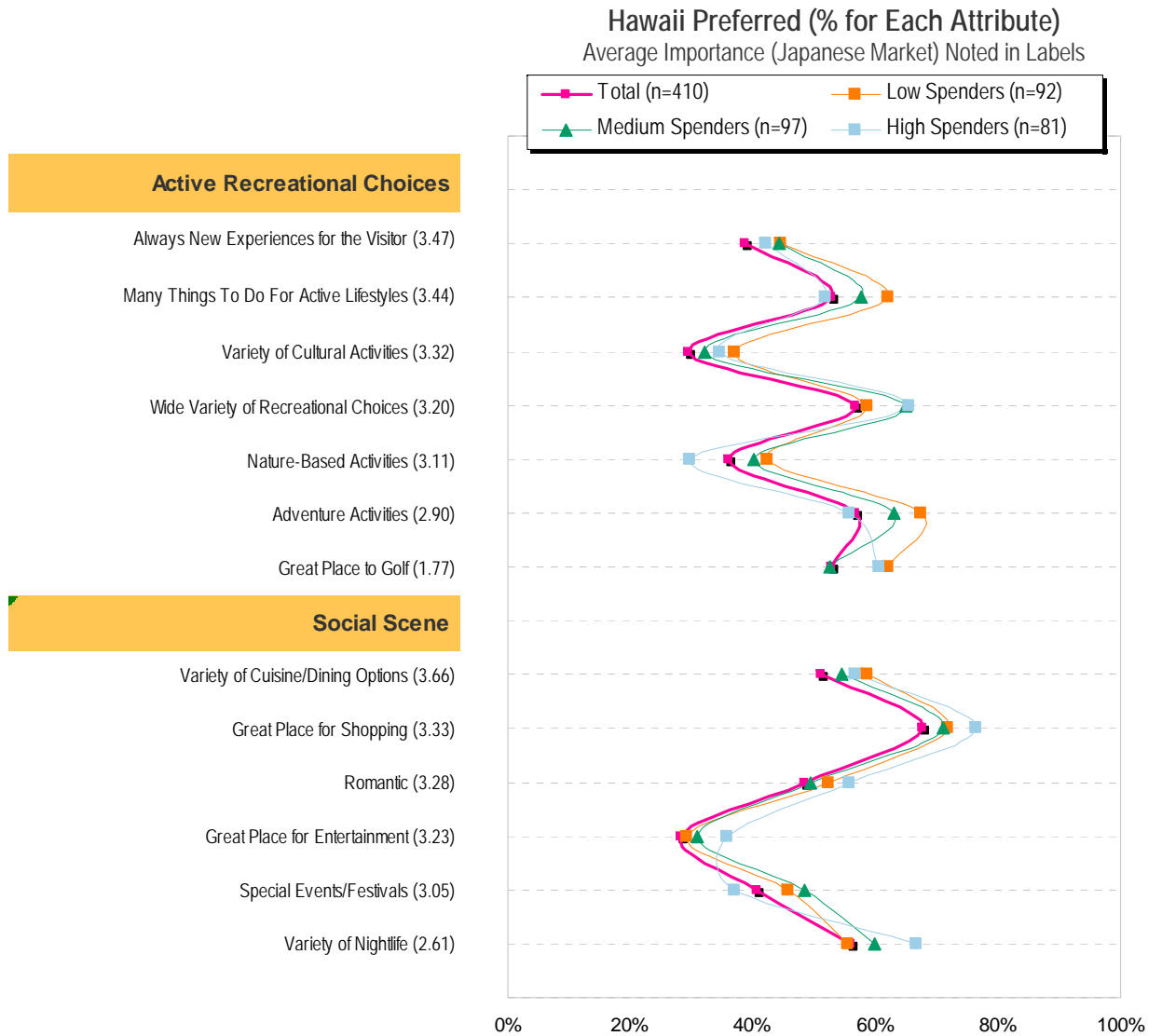
Social Scene

- Variety of Cuisine/Dining Options (3.66)
- Great Place for Shopping (3.33)
- Romantic (3.28)
- Great Place for Entertainment (3.23)
- Special Events/Festivals (3.05)
- Variety of Nightlife (2.61)



Prefer Hawaii by Spending Segments (Q5)

Japanese Market



Appendix A: Demographics and Overall Travel Patterns All Markets



Hawaii Visitors vs. Total Travelers

Demographics

	Total All LD* Respondents		Hawaii Visitors Past 3 Years				
	Total 2006	YTD 2007	Q4: Oct-Dec 06	Q1: Jan-Mar 07	Q2: Apr-Jun 07	Q3: Jul-Sep 07	Q4: Oct-Dec 07
EASTERN US							
Median Age	51	51	58	59	50	53	56
Median Income	\$58,500	\$58,500	\$53,800	\$63,800	\$76,400	\$66,700	\$61,300
# LD* Trips Annually	2.5	2.5	3.0	3.6	2.5	2.5	3.4
WESTERN US							
Median Age	49	50	52	52	51	51	53
Median Income	\$59,800	\$58,800	\$67,500	\$67,500	\$69,400	\$70,600	\$69,100
# LD* Trips Annually	2.7	2.8	3.1	3.5	3.9	3.4	3.7
JAPAN							
Median Age	48	51	48	50	53	52	53
Median Income	\$57,400	\$58,900	\$66,200	\$64,000	\$64,700	\$67,600	\$65,200
# Int'l Trips Past 2 Years	2.2	2.2	2.4	2.5	2.8	2.8	3.0

*LD=Long-distance travelers: US=500+ Mile Air Trip in Past 12 Months; Japan=International Trip in Past 2 Years

Appendix E: Factor Definitions and Components



Importance Factors (Q5)

US Market

The following two charts present the results from the factor analysis prepared from the importance of attributes assigned by respondents when selecting a destination (developed from total 2003 surveys).

The factors were prepared for the US and Japan separately to allow for cultural variances. They are listed in order of the importance of the factors.

The primary attributes for each factor are shown and are listed in the rank order of their “loading” score.

The importance score shown in parentheses is the importance of the primary attributes weighted by their loading scores to the factor.

Importance Factors (Q5) (cont'd)

US Market

Easy, Value, Safe, Clean (4.0): Easy to get there, good value for money, easy to get around, safe/secure, clean environment, variety of types/prices of places to stay

Unique and Unspoiled (3.7): Unique scenery unlike anywhere else, unspoiled and not over-developed

New Discoveries/Unique (3.5): Opportunities for new discoveries, variety of cultural activities, always new activities, more to “come back for,” intriguing history/culture, variety of unique experiences, different experience than other places

Good for Family/Friendly (3.3): Good for family/children, local people are friendly

Social Scene (3.2): Romantic, variety of nightlife, place to “get away from it all,” cuisines and dining options

Active Recreational Choices (2.8): Adventure activities; nature activities, wide variety of recreational activities

Events & Entertainment (2.7): Special events/festivals, entertainment (theatre, concerts, galleries), shopping

Golfing (1.6): Great place to golf

Importance Factors (Q5) (cont'd)

Japanese Market

Great Place to Getaway (4.2): Great place to “get away from it all”

Good Value/New Discoveries (4.1): Good value for the money, more to “come back for,” opportunities for new discoveries, easy to get around

Unique and Unspoiled (3.9): Unique scenery unlike anywhere else, intriguing history/culture, unspoiled and not over-developed, different experience than other places, variety of unique experiences

Clean, Safe, Family Oriented (3.7): Clean environment, safe and secure, good for family/children, easy to communicate in native language, variety of types/prices of places to stay, easy to get there, local people are friendly

Active Recreational Choices (2.8): Nature activities, always new activities, adventure activities, many things to do for active lifestyles, variety of cultural activities, wide variety of recreational activities, great place to golf

Social Scene (2.8): Variety of nightlife, entertainment (theatre, concerts, galleries), cuisines and dining options, romantic, special events/festivals, shopping

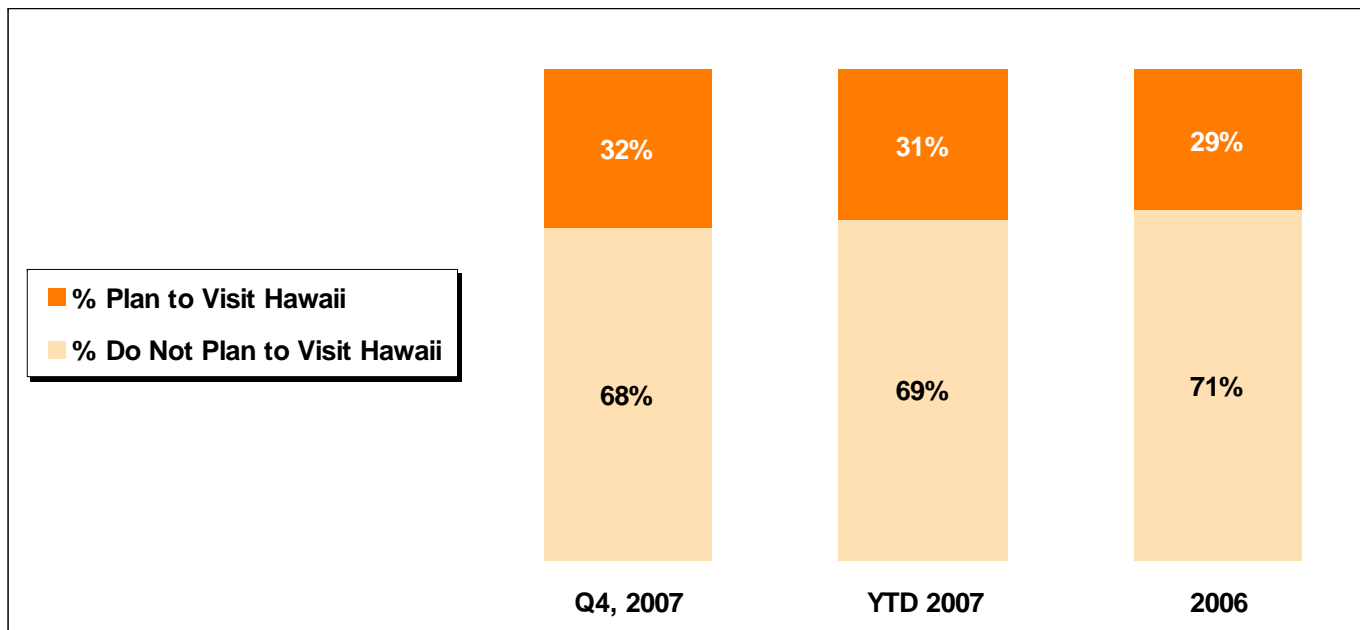
Appendix G: Concerns About Travel and Their Effect on Destination Choices (Japanese Int'l Travelers Only)



Consider Visiting Hawaii in Next 24 Months (Q21)

Japanese Market

- Nearly a third (31%) of Japanese respondents consider visiting Hawaii in the next 24 months (based to those who answer in Q1/Q2/Q3/Q4 2007), representing a slight boost from Q3/Q4, 2006.
- The most recent quarter (32%) pulls the year-to-date results upward (from 30% last quarter).

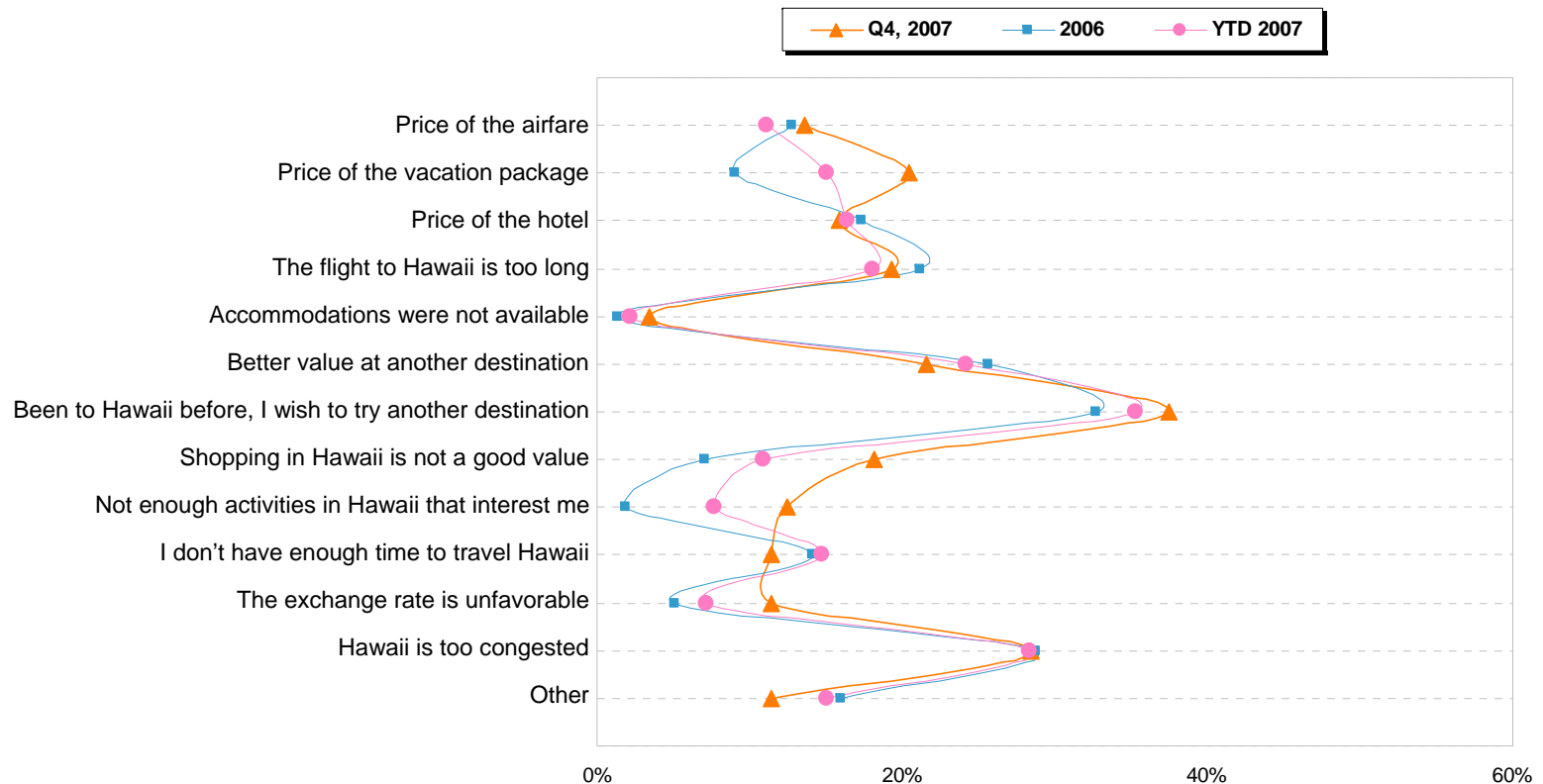


2006 represents only Q3 and Q4 since the new question was added in Q3.

Reasons Not Intending to Visit Hawaii in Next 24 Months (Q22)

Japanese Market

- Quarter 4, 2007: Of those (21%) Japanese travelers considering a visit to Hawaii in the next 24 months, but not *intending* to visit, the top reason is that they feel that *been to Hawaii before and wish to try another destination* (38% vs. 35% YTD). *Hawaii is too congested* (28% Q4; 28% YTD) ranks second, followed by *better value at another destination* (22% Q4; 24% YTD).
- YTD 2007 vs. YTD (Q3/Q4) 2006: Generally, both time periods reflect the same patterns, although current non-intenders complain more about *the price of the vacation package* and *not enough activities* and *complain less about the length of the flight*.

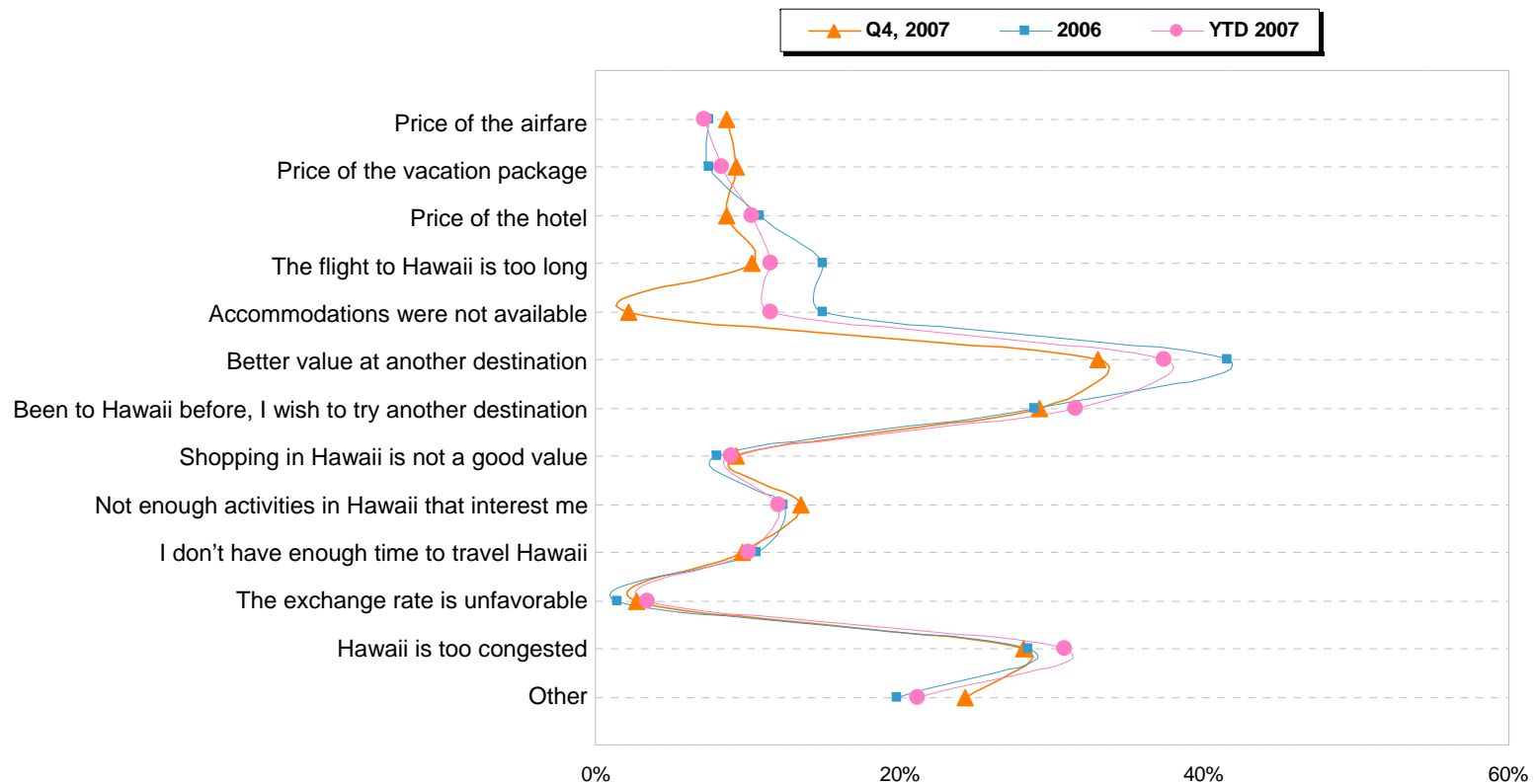


2006 represents only Q3 and Q4 since the new question was added in Q3.

Reasons Not Considering a Visit to Hawaii in Next 24 Months (Q23)

Japanese Market

- Quarter 4, 2007: Japanese travelers who are not considering a visit to Hawaii typically believe that they will discover a *better value at another destination* (33%). They also resist because they have *been there before* (29%) and want to avoid *congestion* (28%).
- YTD 2007 vs. YTD (Q3/Q4) 2006: The patterns diverge somewhat between years. While *better value elsewhere* still tops the list, current “non-considerers” deem it less important than a year ago, along with *length of flight* and *available accommodations*. Already ranking second and third, *have been there before* and *Hawaii’s congestion* become more important.



2006 represents only Q3 and Q4 since the new question was added in Q3.



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