Visitor Satisfaction Survey
Third Quarter 2022

VISITORS WHO SAY THEY ARE “VERY LIKELY TO RETURN” TO HAWAI‘I IN THE NEXT 5 YEARS

COVID-19 TRAVEL RESTRICTIONS

Most international visitor markets have relaxed travel restrictions and quarantine requirements by the third quarter of 2022. Direct air service to Hawai‘i from Japan, Korea and Oceania are slowly coming back. There have been no direct flights from China since service ended in February 2020. Resumption of additional flights from Japan, Korea, and Oceania enabled a sufficient number of survey responses from these visitor markets, and the results are included in the Visitor Satisfaction report for the first time since Quarter 1, 2020. Surveys collected from Chinese respondents are too limited to report.

**U.S. West** 1,641 completed surveys, +/- 2.42% margin of error*
**U.S. East** 1,737 completed surveys, +/- 2.35% margin of error*
**Canada** 1,034 completed surveys, +/- 3.05% margin of error*
**Japan** 113 completed surveys, +/- 9.22% margin of error*
**Korea** 190 completed surveys, +/- 7.11% margin of error*
**Oceania** 392 completed surveys, +/- 4.95% margin of error*

*Margins of error presented at the 95% level of confidence

**MARKET AREA SNAPSHOT: US EAST**

**KAUA‘I**
- 94% rated trip “Excellent”
- 45% very likely to return in the next five years

**O‘AHU**
- 84% rated trip “Excellent”
- 52% very likely to return in the next five years

**MAUI**
- 90% rated trip “Excellent”
- 47% very likely to return in the next five years

**ISLAND OF HAWAI‘I**
- 90% rated trip “Excellent”
- 44% very likely to return in the next five years

**TOP ATTRACTION BY ISLAND**

- **KAUA‘I**
  - WAIKOMA CANYON: 57%
  - HALEAKALĀ NATIONAL PARK: 50%

- **O‘AHU**
  - NORTH SHORE BEACHES: 48%
  - HAWAI‘I VOLCANOES NATIONAL PARK: 76%

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