2021 Hawai‘i Traveler by Age Group

Source: TravelTrak America

*No data for Long-Distance Under 55 past age 55+ as it does not fit definition.
2021 Hawaiʻi Traveler by Household Income

Source: TravelTrak America
2021 Hawai‘i Traveler by Children in Household

Source: TravelTrak America
2021 Hawai‘i Traveler by Identity

Source: TravelTrak America
2021 Traveler Attitudes Towards Vacation Travel

Source: TravelTrak America

- I travel as often as possible
- I lack a compelling reason to travel on vacation
- Taking time off from work for vacation travel is becoming harder than it used to be
- Spending time and money on other aspects of my life (besides my home) is more important than vacation travel
- Spending time and money on my home is more important than vacation travel
- I do not need to travel because I am satisfied with activities available locally
- I avoid travel because hassles outweigh the benefits
- I need at least one vacation trip a year

Source: TravelTrak America
2021 Avid Traveler $100k+ Hawai‘i Travel Intent Next 6 Months

Source: TravelTrak America
2021 Avid Traveler $150k+ Hawaiʻi Travel Intent Next 6 Months

Plan to Visit Next 6 Months

Considering Next 6 Months

Source: TravelTrak America
2021 Long-Distance Traveler Under 55 Hawai‘i Travel Intent Next 6 Months

Source: TravelTrak America
2021 Total Hawai‘i Travel Intent Next 6 Months

Source: TravelTrak America
Q4 2021 Total Overnight Leisure Traveler Motivations for Hawai‘i Visit

- None of these
- Work
- Attend event (e.g., festival, exhibit, wedding, etc.)
- Rejuvenation/Re-awaken senses
- Bucket list destination
- Iconic destination/attraction
- Resort experience
- Health and wellness
- Cultural experiences (e.g., art galleries, museums, history, etc.)
- Diversity of culture among residents
- Explore a new place I’ve never visited before
- Outdoor activities
- Family-friendly, with activities for children
- Visiting friends/family
- Entertainment scene (e.g., dining, nightlife, music, etc.)
- Family tradition

Source: TravelTrak America
Q4 2021 Avid Traveler $100k+ Motivations for Hawaiʻi Visit

Source: TravelTrak America
Q4 2021 Avid Traveler $150k+ Motivations for Hawai‘i Visit

None of these
Work
Attend event (e.g., festival, exhibit, wedding, etc.)
Rejuvenation/Re-awaken senses
Bucket list destination
Iconic destination/attraction
Resort experience
Health and wellness
Cultural experiences (e.g., art galleries, museums, history, etc.)
Diversity of culture among residents
Explore a new place I’ve never visited before
Outdoor activities
Family-friendly, with activities for children
Visiting friends/family
Entertainment scene (e.g., dining, nightlife, music, etc.)
Family tradition

Source: TravelTrak America
Q4 2021 Long-Distance Traveler Under 55 Motivations for Hawai‘i Visit

Source: TravelTrak America
Q4 2021 Total Traveler Motivations for Hawai‘i Visit

Source: TravelTrak America
2021 Total Overnight Leisure Traveler Advance Decision to Visit Hawai‘i

Source: TravelTrak America
2021 Avid Traveler $100k+ Advance Decision to Visit Hawai‘i

Source: TravelTrak America
2021 Avid Traveler $150k+ Advance Decision to Visit Hawai‘i

Source: TravelTrak America
2021 Long-Distance Traveler Under 55 Advance Decision to Visit Hawai‘i

Source: TravelTrak America
2021 Total Advance Decision to Visit Hawai‘i

Source: TravelTrak America