



Ke'ena Kuleana Ho'okipa O Hawai'i
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, HI 96815
[kelepona tel \(808\) 973-2255](tel:(808)973-2255)
[kelepa'i fax \(808\) 973-2253](tel:(808)973-2253)
[kahua pa'a web hawaiiauthority.org](http://hawaiiauthority.org)

Josh Green, M.D.
Kia'āina Governor

John De Fries
Pelekikena & Luna Ho'okele
President & Chief Executive Officer

For Immediate Release: May 26, 2023
HTA Release (23-22)

Hawai'i Ranks High Among Visitors for Safety, Giving Back in DBEDT Visitor Satisfaction and Activity Survey for First Quarter 2023 *Nine out of Ten Visitors Said Hawai'i Met or Exceeded Expectations*

HONOLULU – An overwhelming majority of visitors ranked Hawai'i as a safe and secure destination and ideal for volunteering and giving back, according to the results of a survey conducted by the State of Hawai'i Department of Business, Economic Development and Tourism (DBEDT) during the first quarter of 2023.

The Visitor Satisfaction and Activity Survey (VSAT) found that at least 95 percent of visitors from each major market area – U.S. West, U.S. East, Canada, Japan, Oceania, Korea, and China – rated Hawai'i as “excellent” or “above average” when it comes to being safe and secure.

In addition, the vast majority of visitors surveyed from the major market areas ranked Hawai'i as either “excellent” or “above average” for providing opportunities to volunteer and give back. This included 93 percent of visitors from U.S. West, Hawai'i's largest major market area, 94.6 percent from U.S. East, the second-largest major market area, 94.9 percent from Korea, 91.4 percent from Canada, 89.4 percent from Oceania, and 80.7 percent from Japan.

Hawai'i Tourism Authority President and CEO John De Fries said the credit for visitors responding so favorably to their vacation experience in Hawai'i can be attributed to the hospitality of local residents, statewide. “Clearly, the overriding message that is reflected in these survey results is that the people of Hawai'i, from our tourism professionals to the kama'āina who engage with visitors on a daily basis, are the reasons why Hawai'i continues to be such a favorite destination for travelers from around the world,” said De Fries.

Overall satisfaction levels among visitors surveyed from all major market areas were outstanding, with 88.8 percent from U.S. East rating their most recent trip to Hawai'i as “excellent,” followed by 88.1 percent from U.S. West, 85.5 percent from Korea, 85.3 percent from Canada, 78.4 percent from Japan, and 73.6 percent from Oceania.

In addition, more than 90 percent of visitors surveyed from each major market area responded that Hawai'i exceeded or met their expectations, with 96.8 percent from U.S. West, 96.6 percent from U.S. East, 91.9 percent from Japan, 97.1 percent from Canada, 92.5 percent from Oceania, and 95.7 percent from Korea. Younger respondents (18-34 years old) from U.S. West, U.S. East and Canada were more likely to say their trip exceeded expectations compared to visitors from these markets in other age groups. Agreement with this sentiment tended to decline with age.

Hawai'i also scored extremely well with visitors surveyed in all markets in the category of environmentally friendly/sustainable ranking as “excellent” or “above average” with 96.3 percent from U.S. West, 97.8 percent from U.S. East, 93.2 percent from Japan, 89.5 percent from Canada, 90.3 percent from Oceania, and 95.7 percent from Korea.

Hawai'i's appeal for attracting repeat travelers continues to be strong. More than 60 percent of visitors surveyed from all markets indicated they were “very likely” to return to Hawai'i in the next five years, with

81.2 percent from U.S. West, 65.2 percent from U.S. East, 82.3 percent from Japan, 66.4 percent from Canada, 61.1 percent from Oceania, and 70.6 percent from Korea.

Repeat visitors from U.S. West, U.S. East, Japan, and Canada expressed a greater likelihood of returning to the state than first-time visitors, and women from the U.S. West expressed a stronger likelihood than men.

The VSAT is an ongoing survey of visitors from key visitor markets who recently completed a trip to Hawai'i. The sampled visitor markets for Q1 2023 were: 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.), Canada, Japan, Oceania, and Korea. Due to the relatively small number of visitors from China who completed the survey this quarter, data from that market are not highlighted.

DBEDT's Tourism Research Branch contracted Anthology Research to conduct the VSAT survey. Data were collected between January 12, 2023, and April 11, 2023, among 4,742 visitors who traveled to Hawai'i during Q1 2023. The full results from the first quarter 2023 VSAT report are available online at: www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/.

###

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Ku'u Home – care for our beloved home. For more information about HTA, visit www.hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

For more information, contact:

Ilihia Gionson
Public Affairs Officer
Hawai'i Tourism Authority
Ilihia.Gionson@gohta.net

Jennifer Chun
Director of Tourism Research
State of Hawai'i, DBEDT
Jennifer@gohta.net