Vision Insights
Responsible Travelers Segment
Canada

September 12, 2023
Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight’s Responsible Travelers Segment databases for O‘ahu, Maui, Kaua‘i and Hawai‘i Island.
- Consumers are surveyed each day
- DBEDT receives access to new data each week for daily responsible traveler metrics – media-focused, brand health, purchase/intent, and consumer status
- Responsible Traveler Segment
  - Respondents who self-identify as responsible travelers (i.e., wellness focused, environmental impact, culturally minded)
Vision Insights Metrics

• **Chatter (Net):** Net percentage of people who heard something positive about a destination and people who heard something negative about a destination in the last 2 weeks

• **Personal Discussion:** Percentage of people who have discussed the destination with friends and family in the past two weeks

• **Recommendation:** Percentage of people who are very likely to recommend the destination to a family, friend, or colleague

• **Consideration:** Percentage of people who are “Likely” to “Very Likely to Consider” a destination for their next vacation (Top 3 box of 8-point scale)

• **Favorability:** Percentage of people who rated a destination as “Favorable” or “Very Favorable” (Top 2 box of a 5-point scale)
Destinations

• Respondents are asked about:
  – O‘ahu
  – Maui
  – Kaua‘i
  – Hawai‘i Island

• Selecting a Hawaiian island indicates respondents’ chatter/personal discussion/recommendation/consideration/favorability for that specific Hawaiian island’s brand (the concept of a beautiful place called “Hawai‘i”) and lack of familiarity with individual islands
O‘ahu – Chatter (Net) and Personal Discussion
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023
Oʻahu – Recommendation, Consideration and Favorability
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023
Canada
Responsible Travelers Segment
Maui
Maui – Chatter (Net) and Personal Discussion
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023

[Chart showing chatter and personal discussion trends over time]

September 12, 2023
Maui – Recommendation, Consideration and Favorability
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023
Canada
Responsible Travelers Segment
Kauaʻi
Kaua‘i – Chatter (Net) and Personal Discussion
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023
Kauaʻi – Recommendation, Consideration and Favorability
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023
Canada
Responsible Travelers Segment
Hawaiʻi Island
Hawai‘i Island – Chatter (Net) and Personal Discussion
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023
Hawai‘i Island – Recommendation, Consideration and Favorability
Canada Two-Week Moving Average

Source: Vision Insights Data as of September 12, 2023