Visitor Satisfaction Survey
Second Quarter 2023

COVID-19 Travel Restrictions
At the time of the Quarter 2, 2023 VSAT Survey, there were no travel requirements for visitors who arrived to Hawai‘i on domestic flights. In accordance with U.S. international arrival rules, travelers from foreign countries were no longer required to have a negative pre-travel test, regardless of vaccination status. However, foreign visitors (non-U.S. citizens) who arrived on international flights to Hawai‘i were still required to show proof of full vaccination. There continued to be reduced direct flights to Hawai‘i from Japan, Korea, and Oceania compared to pre-pandemic 2019 levels. There have been no direct flights from China since service ended in February 2020.

- U.S. West 1,684 completed surveys, +/- 2.39% margin of error*
- U.S. East 1,799 completed surveys, +/- 2.31% margin of error*
- Canada 884 completed surveys, +/- 3.30% margin of error*
- Japan 140 completed surveys, +/- 8.28% margin of error*
- Korea 529 completed surveys, +/- 4.26% margin of error*
- Oceania 414 completed surveys, +/- 4.82% margin of error*

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

MARKET AREA SNAPSHOT: U.S. WEST

- KAUA‘I
  - 88.4% rated trip “Excellent”
  - 62.7% very likely to return in the next five years
- O‘AHU
  - 81.5% rated trip “Excellent”
  - 67.3% very likely to return in the next five years

MAUI
- 90.8% rated trip “Excellent”
- 73.0% very likely to return in the next five years

ISLAND OF HAWAI‘I
- 87.2% rated trip “Excellent”
- 64.3% very likely to return in the next five years

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