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## **Hawai'i Tourism Authority Publishes Visitor Satisfaction Report of the Hawaiian Islands for First and Second Quarter of 2018**

### **Expanded Survey Features Island-Specific Results from Visitors of Eight Global Markets**

**HONOLULU** – The Hawai'i Tourism Authority (HTA) announced today the results of its Visitor Satisfaction and Activity report for the first and second quarter of 2018, offering valuable information and demographic data from visitors about Hawai'i not provided in any other study from HTA.

Published by HTA's Tourism Research Division, the report's findings analyze the opinions of visitors to Hawai'i from eight major global markets – U.S. West, U.S. East, Japan, Canada, Europe, Oceania, China and Korea – as to the satisfaction of their overall experience and types of activities they participated in during the first and second quarter of 2018.

Demographic profiles of survey respondents including income, education, employment status, life-stage segments and, for the first time, their relationship to the other members of their traveling party are also presented in the report for each quarter.

The information is useful to any business or organization benefiting from or affected by tourism and wanting to know the preferences, choices and level of satisfaction shared by travelers about their stay in Hawai'i, both on a general basis and for each island.

#### **Island-Specific Results Added to the Visitor Satisfaction Report**

HTA expanded the survey research this year to include island-specific questions each quarter for O'ahu, Maui, Kaua'i and the island of Hawai'i that provides more detailed information about the areas visited and various attractions experienced by visitors from each global market.

Other data collected from the survey addresses items important to each island's tourism industry. For example, for O'ahu, visitor satisfaction ratings are provided about the Daniel K. Inouye International Airport and Honolulu Harbor.

For Maui, data is provided about the visitor experiences of special events and the satisfaction ratings of visiting Haleakalā National Park.

For Kaua'i, the report reveals visitor satisfaction ratings of the island's beaches, parks, public areas, roads, dining, entertainment and shopping.

For the island of Hawai'i, data is provided on advertising awareness by visitor market and also the percentage of travelers making the trip between the west and east sides of the island.

#### **Hawai'i's Overall Satisfaction Rated in Key Categories**

As presented in the report, visitors to the Hawaiian Islands rate the satisfaction of their overall experience in the first and second quarter according to the following five categories:

- Overall satisfaction.
- How well their experience matched their expectations.

- Likelihood of recommending Hawai'i to others.
- Likelihood of returning to Hawai'i within the next five years.
- Reasons for not revisiting Hawai'i.

The report also provides information from survey respondents related to their participation in various activities on each island visited during the first and second quarter, including the following:

- Their trip planning process.
- Resources used in planning their Hawai'i trip.
- Resources used during their stay in Hawai'i.

Attached to this news release are infographics highlighting key findings of the U.S. West market for the first quarter and the U.S. East market for the second quarter.

The complete Visitor Satisfaction and Activity report for the first and second quarter is available on HTA's website at <https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>.

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### **About the Visitor Satisfaction and Activity Report**

The Visitor Satisfaction and Activity report is derived from a survey of visitors from eight major market areas who recently completed a trip to Hawai'i. The sampled major markets include the United States (East and West), Japan, Canada, Europe, Oceania, China and Korea. Data is collected via intercept interviews with departing visitors at the airport and emailed invitations to an online survey. Approximately 32,900 visitors take the survey annually.

### **About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org). Follow updates about HTA on Facebook, Instagram, Twitter (@HawaiiHTA) and its YouTube Channel.

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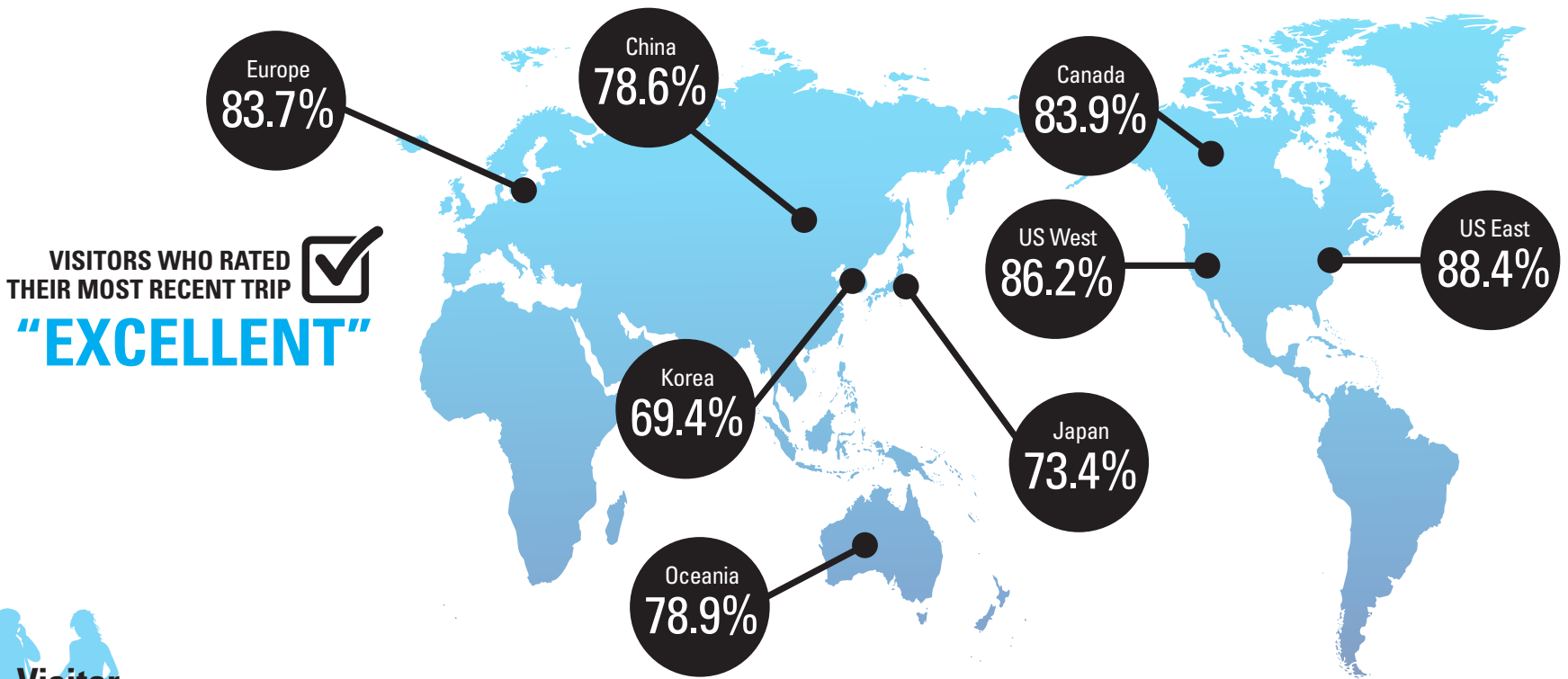
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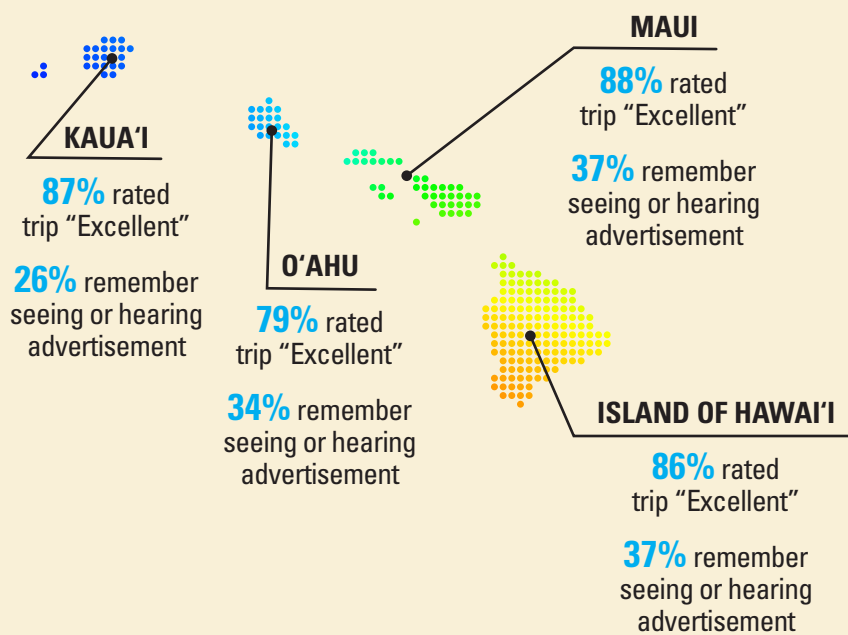


**Visitor Profile by MMA**

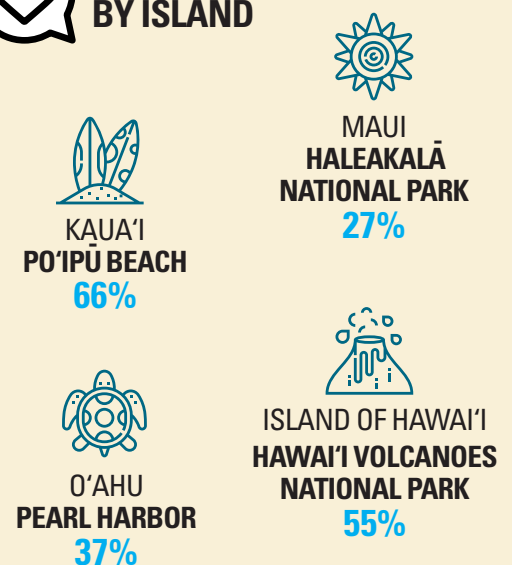
	US West	US East	Japan	Canada	Europe	Oceania	China	Korea
<b>Average Age</b>	53	53	38	52	48	49	36	36
<b>Affluent Households</b>	23% \$200K+	23% \$200K+	11% ¥15M+	15% \$200K+	13% \$200K+	19% \$200K+	7% ¥1,253,600+	21% ₩92,391K+
<b>Education</b>	35% College Grad	34% College Grad	51% College Grad	32% College Grad	33% Post Grad	30% Post Grad	49% College Grad	57% College Grad

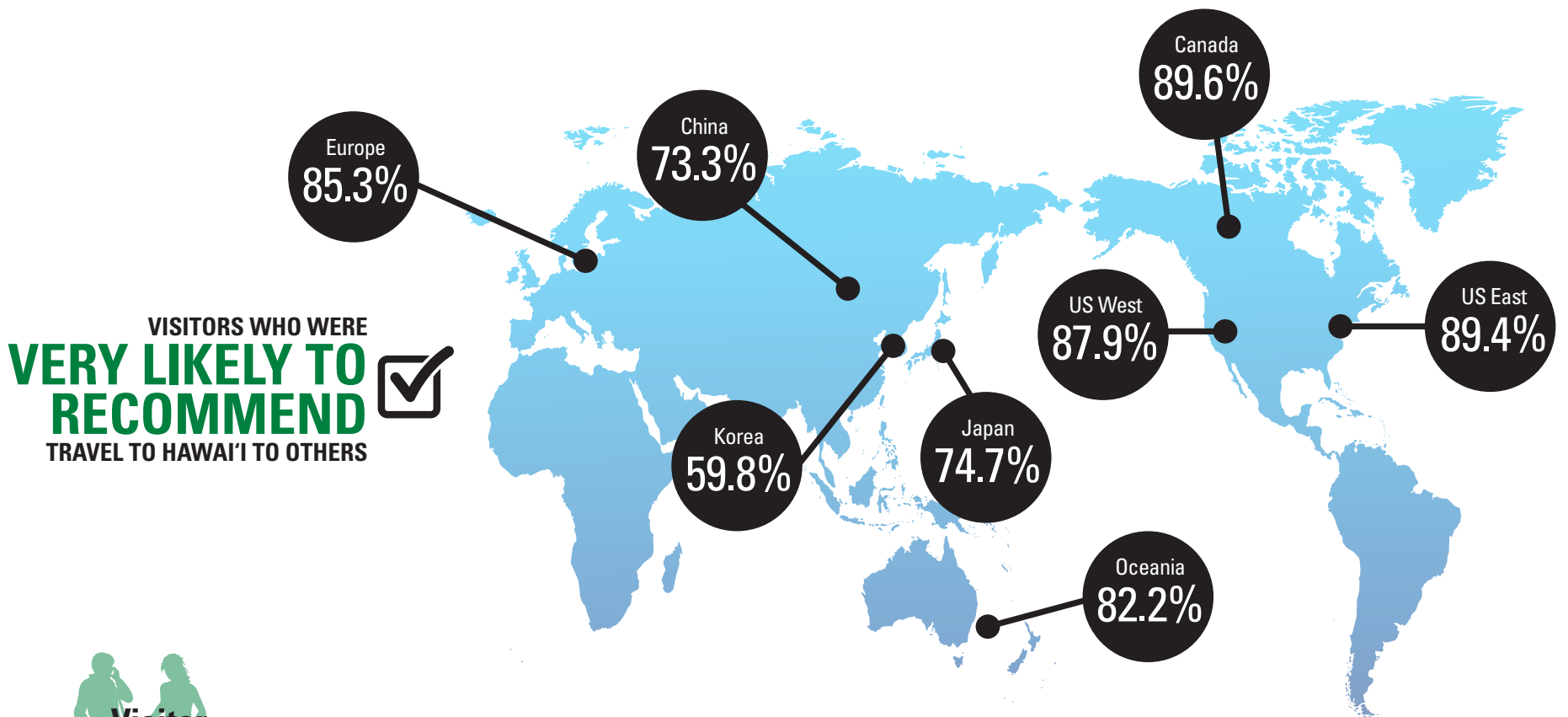


**MARKET AREA SNAPSHOT: US WEST**



**TOP ATTRACTION BY ISLAND**



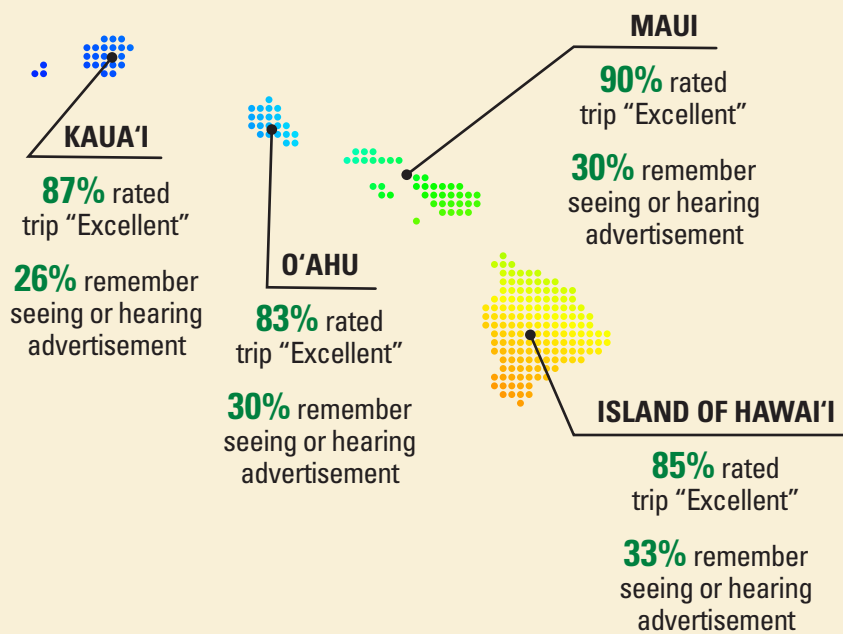


**Visitor Profile by MMA**

	US West	US East	Japan	Canada	Europe	Oceania	China	Korea
<b>Average Age</b>	<b>51</b>	<b>49</b>	<b>39</b>	<b>47</b>	<b>46</b>	<b>54</b>	<b>37</b>	<b>34</b>
<b>Affluent Households</b>	<b>20%</b> \$200K+	<b>22%</b> \$200K+	<b>9%</b> < ¥15M+	<b>13%</b> \$200K+	<b>11%</b> \$200K+	<b>11%</b> \$200K+	<b>4%</b> <¥1,253,600+	<b>14%</b> ₩92,391K+
<b>Education</b>	<b>37%</b> College Grad	<b>35%</b> College Grad	<b>49%</b> College Grad	<b>36%</b> College Grad	<b>32%</b> Post Grad	<b>28%</b> High-School Grad	<b>54%</b> College Grad	<b>63%</b> College Grad



**MARKET AREA SNAPSHOT: US EAST**



**TOP ATTRACTION BY ISLAND**

