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# **TOURISM RESEARCH DIVISION**

# CRUISE VISITORS' BASIC CHARACTERISTICS AND EXPENDITURE SURVEY REPORTING FOR CALENDAR YEAR 2019

Prepared by:

Omnitrak Group Inc. Project #5657



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#### **OVERVIEW**

The main premise of the project was to collect, process and report basic characteristics and expenditure data from passengers aboard cruise ships in Hawaiian waters. This included both cruise ships home-ported in Hawaiii and those from out-of-state that were cruising in Hawaiian waters.

The objectives of the project were to:

- To collect accurate data on the basic and expenditure characteristics of cruise visitors including:
  - > Island Visitation
  - Length of Stay
  - Accommodation Type Before and After Cruises
  - > Trip Purpose
  - Demographic Characteristics
    - Residency
    - Age
    - Gender
  - Travel Party Profile (Party Size by Age Category and Gender)
  - Categorical Expenditures on Trip (by island and statewide)
    - Lodging
    - Food and Beverage
    - Entertainment and Recreation
    - Shore Tours
    - Transportation
    - Shopping
    - Other / Miscellaneous
- To process, weight and tabulate the collected data for the Hawai'i Tourism Authority on a monthly, quarterly and annual basis.

The use of this information by the HTA:

- Enabled Hawai'i policy makers to develop appropriate policies for dealing with the cruise industry.
- Helped government agencies plan and build appropriate infrastructures.
- Provided the Hawai'i Tourism Authority information to decide how the cruise industry fits into its overall strategic tourism marketing and development plan.
- Allowed businesses to make sound investment decisions related to the cruise industry.
- Facilitated residents to better understand how the cruise industry impacts their life.



#### SURVEY INSTRUMENT

The survey instrument was a self-administered questionnaire. The questionnaire was two pages in length (one sheet printed front and back) and covered the following areas:

- 1. Party size
- 2. Visitor type (visitor to Hawai'i / resident of Hawai'i)
- 3. Number of trips to Hawai'i
- 4. Length of stay
  - a) before boarding ship (number of nights)
  - b) on the ship (number of nights)
  - c) planned after leaving the ship (number of nights)
- 5. Island visitation
  - a) before cruise
  - b) during cruise
  - c) after cruise
- 6. Accommodation type
  - a) before cruise
  - b) after cruise
- 7. Cruise Package Cost
- 8. Purchase of non-package shore tours
- Included in cruise package cost
  - a) airfare
  - b) non-cruise lodging
  - c) additional vacation stop
  - d) meals on shore
  - e) rental car
- 10. Country of residency
- 11. Purpose of trip
- 12. Age
- 13. Gender
- 14. Profile of travel party (age and gender)
- 15. Overall rating of current trip to Hawaiii
- 16. Trip expectations
- 17. Likelihood to recommend Hawai'i as a vacation destination
- 18. Likelihood to return in next 5 years
- 19. Total expenditure (non-package items)
- 20. Total number of people non-package expenditure covers



- 21. Expenditure by category (by island)
  - a) Lodging
  - b) Food and beverage
  - c) Entertainment and recreation
  - d) Shore tours
  - e) Transportation
  - f) Shopping
  - g) Other specific

The questionnaire was available in both the English and Japanese languages.

There were no revisions or enhancements made to the survey form in 2018.

The 2019 Cruise Visitor survey can be found in the appendices.

After consulting with the HTA on changes and/or enhancements to the questionnaire prior to the start of each new quarter, the final and approved design was formatted and tested for scanning and sent to a professional printer.



# **MASTER SCHEDULE GENERATION (SOURCES)**

The 2019 Master Schedule was generated using various sources. Specifically:

Passenger ship schedules retrieved from the various local agencies. Specifically:

Transmarine Navigation Corporation 677 Ala Moana Blvd., Suite 800 Honolulu, HI 96813 808.599.5581 www.honolulu@transmarine.com

Waldron Norton Lilly International, Inc. 745 Fort Street, Suite 1603 Honolulu, HI 96813 808.545.2466 www.nortonlilly.com

Inchcape Shipping Services 808.599.8604 www.iss,honolulu@iss-shipping.com

TMS Anchor 808.590.0352 www.intercruises.com

- Hawaii.PortCall.Com
   Scheduling tool launched by the state of Hawai'i in 2016 that tracks movement of all vessels in all harbors in the state of Hawaii
   http://hawaii.portcall.com/
- Internet search of various passenger lines for specific information of each vessel such as crew and passenger capacity, clarification and confirmation of sail dates in Hawaii waters, etc.

Using these same sources, the Master Schedule was updated at mid-year and submitted to the HTA.



#### SAMPLING METHODOLOGY

The sample frame included every Out-of-State ship that docked and stayed more than two (2) nights in Hawai'i and from each tour from the Hawai'i home-ported ships. The sample of cabins was randomly drawn and representative to passengers on both Out-of-State and Hawai'i home-ported ships.

Omnitrak efficiently implemented customized sampling plans on behalf of each ship to meet the minimum number of survey forms HTA requires. The large majority of cabins on all ships are twin-berth and Omnitrak placed one survey in each cabin selected to be sampled.

A copy of the deck plans of all the ships sampled can be found in the appendices.



#### HARBOR SECURITY PROCESSING AND PROCEDURES

To ensure secure delivery of the survey packets and supporting materials to all (Hawai'i home-ported and Out-of-State) passenger ships, Omnitrak retained TWIC *Transportation Worker Identification Credential* cards through the Transportation Security Administration (TSA) for key staff members in Honolulu and Hilo only as these two harbors are normally the first port of call for all arriving passenger ships. A TWIC card holder is allowed access beyond the landside gangway (monitored by state of Hawai'i contracted security) to the shipside security, staffed with ship security personnel.

Applications were completed, fingerprints were taken and both were submitted for proper vetting and processing which took approximately 3-4 weeks for processing. Once Omnitrak was notified the clearance was secure, the employee proceeded to the TWIC Enrollment Center to have his photo taken, pay the fee (which currently is \$125.25 for a new application) and retrieve the TWIC card. The fee for the annual renewal of the TWIC card was \$60.00.



Individual ship's random sampling plan generated

Scanned data is cleaned, processed and monthly deliverables submitted to HTA

Survey packets and reminder postcards are prepared

Incoming surveys are prepped, edited for logic and completeness, scanned and verified

# Survey Prep, Collection and Processing

Box (survey packets, mailing materials, instructional materials etc.) prepared

Retrieved survey packets are bundled and sent to Omnitrak

Box of survey materials delivered to ship upon arrival at first Hawai'i port of entry

Survey packets delivered to / retrieved from guest cabins by ship personnel



#### SURVEY DISTRIBUTION

#### Pre-Distribution Preparation

To facilitate ease of distribution onboard the ship, Omnitrak prepared clear instructions and organized materials in the box delivered to the ship. Specifically, boxes included:

- Prepared survey packets and reminder postcards which were pre-numbered with the randomly selected passenger cabin numbers and organized by deck.
- Detailed distribution and collection instructions addressed to the Hotel Manager, Guest Services Manager or Chief Purser
- FEDEX packaging including envelopes and completed airway bills. The cost of shipping was charged back to Omnitrak

# Delivery to Ship

The box containing the survey materials described, was delivered by Omnitrak personnel at the first Hawai'i port, typically Hilo or Honolulu. If the first port was Hilo, the prepared box of materials was shipped to Omnitrak's Hilo representative in time for delivery to the ship on arrival day. If the first port was Honolulu, the prepared box of materials was delivered in the early afternoon on arrival day. An early afternoon delivery was more convenient for ship's personnel since morning hours and late afternoon hours are busy with passengers disembarking or embarking the ship.

#### Distribution of the Survey Form

Omnitrak supplied prepared survey packets to each ship (qualified to participate) upon arrival at the first Hawai'i port of call.

The number of survey packets to be delivered was based on a customized sampling plan which identified the number of cabins to be surveyed to achieve a desirable response rate of passengers. Omnitrak identified the cabins to be surveyed and prepared survey packets. The selected cabin numbers in the random sample were affixed to the survey packet envelopes and the reminder postcards. Survey packets and reminder postcards were labeled and bundled by deck and packed in a single box which was addressed to the Hotel Manager, Guest Services Manager or Chief Purser. An instructional letter accompanied the survey packets. The letter outlined steps for:

- Timing and distribution of the survey packets
- Timing and distribution of the reminder postcards
- Retrieval of the completed surveys
- Remittance of completed surveys to Omnitrak Group, Inc.



#### **Onboard Distribution and Collection**

- Survey packets were placed in the selected guest cabins on the second day of boarding.
- The survey packet was placed in a prominent location within the guest cabin.
- Reminder postcards were placed in the selected guest cabins on the day before arrival into the last Hawai'i port.
- Ship's personnel conducted a daily check for completed survey forms.
- Completed survey forms were turned into the Purser's office.
- At the first opportunity following the sail, the completed survey forms were sent via FEDEX to Omnitrak's Honolulu offices. In some instances, survey packets were turned into the local ship's agent. Omnitrak was then contacted to arrange pick-up.
- Surveys from the Hawai'i home-ported ship were retrieved each Saturday from the ship; at the same time survey packets for the new sail were delivered.



#### SURVEY COLLECTION AND FORWARDING

# Collection of the Completed Survey Forms

Omnitrak supplied prepared completed FEDEX airway bills and packaging in the boxes addressed to Out-of-State (foreign-international or foreign flagged ships) for the purpose of sending completed surveys back to Omnitrak directly. In some instances, Omnitrak was assisted by the local ship's agencies in retrieving completed surveys. FEDEX charges were billed back directly to Omnitrak.

For the Hawai'i home-ported ship, Omnitrak retrieved the completed surveys each Saturday as the survey packets for the new sail was delivered.



#### DATA PROCESSING

#### Field Edit for Logic and Completeness

Omnitrak conducted a manual field edit of all returned surveys to ensure they were qualified to be included in the processed sample of completed surveys. The field edit was conducted by Omnitrak's experienced team of Field Editors and Coders. A survey was deemed complete if the following data fields were correctly filled out:

- Party size
- Length of stay
- Island visitation
- Country of residency

Surveys were edited and verified for outliers and inconsistent responses. Incomplete surveys were discarded.

#### Scanning Responses

Completed surveys were scanned in the Honolulu offices of Omnitrak Group, Inc. The surveys were automatically scanned with quality control procedures to ensure all results were captured. 100% of handwritten data was verified. Automatic scanning allowed accurate and timely collection of the raw data using up-to-date scanning equipment (Teleform ver 16.5 Software was used) and data was automatically imported into a SPSS.sav data format.

Surveys were again edited and verified for outliers and inconsistent responses. Incomplete surveys were discarded.

#### Data Cleaning

Scanned data files of each batch were retrieved and merged for data cleaning. The merged data was processed using a special cleaning syntax developed in SPSS. It is important to note, syntax was revised as needed as cleaning criteria was revised or expanded upon. Frequency checking was conducted for each variable, for example, party size, length of stay before, during and after cruise, cruise package price, expenditure in Hawaii outside of package, etc. In addition, Omnitrak's data processing staff generated necessary tables and crosstabs to check for outliers, inconsistent responses and mis-scanned responses. If any inconsistency or respondent error were suspected, their actual forms were pulled out, and our staff would review and make correction if deemed necessary.

#### Late International Ships

In the event survey forms from international ships arrived too late to be included in monthly processing, Omnitrak's staff would scan the forms and clean the data no later than the following month to ensure the data were available for later processing. All late ship's data were included for End-of-Year processing and tabulation.



# Weighting Responses

The monthly data were weighted by passenger counts by ship supplied by HTA each month. Once the counts were received, the analysis of the data began and was completed within five working days.

# **Processing Changes**

During the contract year of the 2019 Cruise Survey, Omnitrak made regular updates of processing syntax under HTA's directive, including: 1) package pricing; 2) zip code database; and 3) airfare matching file. Omnitrak also updated output syntax per HTA's request (i.e.: added Southeast Asia tables wherever applied).

Omnitrak continued reviewing syntax to automate and streamline the overall process to increase efficiency and minimize human errors. A major revision was put in place for year-end processing which involved replacing the manual step of borrowing package expenditure detail from good cases for outlier cases in the Domestic cruise processing, with automated steps.

International cruise processing syntax was also reviewed and revised as needed to streamline processing.



#### DATA TABULATION AND REPORTING

#### Results Tabulation

As outlined in the RFP, reporting of the data were done on a monthly and annual basis and included highlights and expenditure tables.

The highlight tables included visitors of Major Marketing Areas by:

- Island Visitation
- Trip Purpose
- Accommodation Type
- Length of Stay
- > Number of visits to Hawai'i
- Party Size

The expenditure tables included the following categories 1) by Visitors of Major Marketing Areas and 2) by Island:

- Lodging
- Food and Beverages
- > Entertainment and Recreation
- Shore Tour
- > Transportation
- Shopping
- Other
- Unallocated (home ported ships only)
- Total
- Cruise Package Expenditure (home ported ships only)

The processing syntax can be found on the CD documentation provided to the Hawai'i Tourism Authority.

A printed copy of annual highlights and expenditure tables can be found in the appendices.

Monthly, quarterly and annual banner tables can be found on the CD documentation provided to HTA.

Omnitrak delivered the raw data, programming syntax and all tables to the State as required by the RFP.



#### **OPERATIONS**

# Survey Form Retention

Survey forms received from all ships were retained until the year-end data was cleaned and submitted to the HTA. Forms were then discarded using a professional and secure document shredding service.

#### Meetings

Omnitrak participated in weekly HTA meetings. The purpose of these weekly meetings was to provide the HTA with a production update on the project, discuss processing requirements, reach an agreement on deliverables and deadlines and to discuss any other pertinent issues related to the project.

#### On-Site Audits

HTA conducted regular site audits for the purpose of reviewing/monitoring tasks associated with the validation and processing of the current month's data. Omnitrak provided the following for the HTA's monthly site visit:

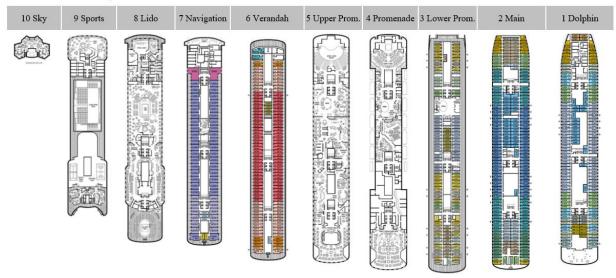
- Current and Past Scan/Verification Logs
- Soft versions of weekly Production Reports
- Hardcopies of all surveys (by language and by type)
- Other documents as requested

HTA reviewed all of the above as well as reviewed randomly selected hardcopies of surveys. In addition, the HTA was able to actively monitor staff members engaged in the tallying/editing/coding and data scanning/verification processes. In preparation for the scheduled visit, Omnitrak made available any special items or reports requested by the HTA.



# Sample Deck Plan

Amsterdam Deck Plans – Cruisedeckplans.com





# AUTHORITY

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble or print 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

	Your answers are strictly confidential and are tab	ulate	a for statistical purposes offig. The greatly appr	eciate	your assistance. Wanale.
Cr	uise Start Date:	7.	How much did you pay for your cruise package?	11.	What is your age? years old
Month Day Year			us <b>\$</b>	12.	What is your gender?
1.	The total number of people (including myself) covered by this form is:  (Fill out one form per party/family)  persons		Was this a gift or paid by someone else other than yourself?  Yes No  Package details:		Of the people covered by this form (including yourself), how many were:  NUMBER NUMBER OF MALES OF FEMALES
2.	I am a:	' b.	· I I I		OF WALES OF FEWALES
-	○ Visitor to Hawai'i		Number of nights covered:  Number of people covered		Under 10 years
_	Resident of Hawai'i (GO TO Q7)		by (\$) amount:		10 - 19
3.	Including this trip, I have made:	8.	What was included in the cruise package you purchased when		20 - 29
	trips to Hawai'i in my lifetime		booking your cruise to Hawai'i?		20 - 29
4.	Please indicate the number of nights you have spent in Hawai'i on this trip		(Please mark (●) all that apply)  ○ Airfare (Transpacific)		30 - 39
	Before starting this cruise		(Number of round-trip flights)		40 - 49
			Airfare (Inter island)		50 - 59
	During this cruise		(Number of one-way flights)		50 - 59
	Expect to spend after this cruise		Non-cruise lodging (Number of nights)		60 or more
	TOTAL NIGHTS IN HAWAI'I (Before, during and after cruise)		Additional vacation stop to other location (aside from Hawai'i)		TOTAL
5.	Please indicate where you spent your		O Meals on shore		Overall, how would you rate this
5.	nights in Hawai'i on this trip?		` ,		Overall, how would you rate this current trip to Hawai'i?
5.	nights in Hawai'i on this trip?  BEFORE THIS DURING THIS THIS THIS		Meals on shore (Number of meals)  Rental car		current trip to Hawai'i?  Above Below
5.	nights in Hawai'i on this trip?  BEFORE THIS THIS CRUISE CRUISE CRUISE  CRUISE CRUISE		Meals on shore [Number of meals]  Rental car [Number of days]	E	current trip to Hawai'i?  Above Below
5.	nights in Hawai'i on this trip?  BEFORE THIS THIS CRUISE CRUISE  CRUISE CRUISE  AFTER THIS CRUISE  CRUISE		Meals on shore (Number of meals)  Rental car	E:	Current trip to Hawai'i?  Above Below  xcellent Average Average Poor  8 7 6 5 4 3 2 1
5.	nights in Hawai'i on this trip?    BEFORE   THIS   THIS   CRUISE   CRUISE   CRUISE     O'ahu   O   O   O	9.	Meals on shore [Number of meals]  Rental car [Number of days]	E:	Above Below  xcellent Average Average Poor  8 7 6 5 4 3 2 1  Would you say this trip to Hawai'i?
5.	nights in Hawai'i on this trip?    BEFORE THIS CRUISE CRUI	9.	Meals on shore [Number of meals]  Rental car [Number of days]  None of the above  I am a resident of:	E:	Above Below Scellent Average Average Poor 8 7 6 5 4 3 2 1 1  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations
5.	nights in Hawai'i on this trip?    BEFORE THIS CRUISE CRUI	9.	Meals on shore [Number of meals]  Rental car [Number of days]  None of the above  I am a resident of:  U.S.A. (specify zip code)	E:	Above Below  Average Average Poor  8 7 6 5 4 3 2 1  Would you say this trip to Hawai'i?  Exceeded your expectations
5.	nights in Hawai'i on this trip?    BEFORE THIS CRUISE CRUI	9.	Meals on shore [Number of meals]  Rental car [Number of days]  None of the above  I am a resident of:  U.S.A.  (specify zip code)  Canada  United Kingdom	15.	Above Below Recellent Average Average Poor 8 7 6 5 4 3 2 1  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend
<ol> <li>6.</li> </ol>	nights in Hawai'i on this trip?    BEFORE THIS CRUISE CRUI	9.	Meals on shore [Number of meals]  Rental car [Number of days]  None of the above  I am a resident of:  U.S.A.  (specify zip code)  Canada  United Kingdom  Japan  Germany	15.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 1  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE CRUI	9.	Meals on shore [Number of meals]  Rental car [Number of days]  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom  Japan Germany  Korea France	15.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 1   Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE Ship, where did you stay in Hawai'i on this trip?	9.	Meals on shore [Number of meals]  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Japan Germany Korea France Taiwan Switzerland	15.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 1 1  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE CRUI	9.	Meals on shore [Number of meals]  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Japan Germany Korea France Taiwan Switzerland	15.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 10  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely  Somewhat Likely
	nights in Hawai'i on this trip?    BEFORE THIS THIS CRUISE   CRUISE   CRUISE   CRUISE     O'ahu	9.	Meals on shore [Number of meals]  Rental car [Number of days]  None of the above  I am a resident of:  U.S.A.  (specify zip code)  Canada United Kingdom Japan Germany Korea France Taiwan Switzerland Hong Kong  Australia	15.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 1 1  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE   DURING THIS CRUISE     CRUISE   CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   AFTER THIS CRUISE     CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CRUISE   CRUISE     CONDOMINIUM   O O O O O O O O O O O O O O O O O O		Meals on shore  (Number of meals)  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Japan Germany Korea France Taiwan Switzerland Hong Kong Australia Other (specify)  Did you do any of the following on	15. 16.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 1   Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely  Somewhat Likely  Not Too Likely  Not Likely are you to return to visit
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE CRUI		Meals on shore  (Number of meals)  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Japan Germany Korea France Taiwan Switzerland Hong Kong Australia Other (specify)  Did you do any of the following on this trip to Hawai'i?	15. 16.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 10  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely  Somewhat Likely  Not Too Likely  Not Likely At All  How likely are you to return to visit Hawai'i in the next five years?
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE   DURING THIS CRUISE     CRUISE   CRUISE   CRUISE     O'ahu		Meals on shore  (Number of meals)  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Germany Germany France Taiwan Switzerland Hong Kong Australia Other (specify)  Did you do any of the following on this trip to Hawai'i? Go on honeymoon	15. 16.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 10  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely  Not Too Likely  Not Likely At All  How likely are you to return to visit Hawai'i in the next five years?  Very Likely
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE   CRUISE   CRUISE   CRUISE     O'ahu		Meals on shore  (Number of meals)  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Japan Germany Korea France Taiwan Switzerland Hong Kong Australia Other (specify)  Did you do any of the following on this trip to Hawai'i? Go on honeymoon Get married	15. 16.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 10  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely  Somewhat Likely  Not Too Likely  Not Likely At All  How likely are you to return to visit Hawai'i in the next five years?  Very Likely  Somewhat Likely
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE   DURING THIS CRUISE     CRUISE   CRUISE   CRUISE     O'ahu		Meals on shore  (Number of meals)  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Germany Germany France Taiwan Switzerland Hong Kong Australia Other (specify)  Did you do any of the following on this trip to Hawai'i? Go on honeymoon	15. 16.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 10  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely  Somewhat Likely  Not Too Likely  Not Likely At All  How likely are you to return to visit Hawai'i in the next five years?  Very Likely  Somewhat Likely  Not Too Likely  Not Too Likely
	nights in Hawai'i on this trip?    BEFORE THIS CRUISE   CRUISE   CRUISE   CRUISE     O'ahu		Meals on shore  (Number of meals)  Rental car (Number of days)  None of the above  I am a resident of:  U.S.A. (specify zip code)  Canada United Kingdom Japan Germany Korea France Taiwan Switzerland Hong Kong Australia Other (specify)  Did you do any of the following on this trip to Hawai'i? Go on honeymoon Get married Attend a wedding	15. 16.	Above Below xcellent Average Average Poor 8 7 6 5 4 3 2 10  Would you say this trip to Hawai'i?  Exceeded your expectations  Met your expectations  Did not meet your expectations  How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  Very Likely  Somewhat Likely  Not Too Likely  Not Likely At All  How likely are you to return to visit Hawai'i in the next five years?  Very Likely  Somewhat Likely

O Play golf

0354478315

FOR ALL PARTS OF QUESTION 18:  DO NOT include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please estimate your expenses for your total time in Hawai'i and write your answers below.																		
18.	How much did you and your party spend were in Hawai'i? (Write "0" if none spent	in to	otal (	on non	-pac	kage i	tems w	hile y	you	us <b>\$</b> [								
18.	18.1. Including yourself, how many people does this expenditure cover?																	
Of	Of this total amount (Q18), how much was spent for:																	
	ON SHIP (IN US\$)			<u>O'AHU</u> (IN US\$)			<u>MAUI</u> (Maui/Moloka'i/Lāna'i) (IN US\$)			<u>KAUA'I</u> (IN US\$)			HAWAI'I KONA (IN US\$)			ISLAND HILO (IN US\$)		
18a.	Lodging (hotel, condo, B&B, hostel, etc., including tips)		$\square$ ,	Ш	$\exists$ [	$\coprod$			$\coprod$			$\coprod$ ,			$\coprod$		İ	
18b.	Total Food and Beverage	Г	П	ПП	7	П		௱	П	ПТ	7	П		٦l	Π			
	In restaurants, bars and other eating places		<u> </u>		<b>]</b>	, 												
	Dinner shows/dinner cruises		밁,	Щ		Π,			$\square$			$\square$			<u> </u>		Ì	
	Groceries/snacks,,,,,,,	igspace	Ц,		4	<u> </u>		4	<u>L</u> ,		4	<u> </u>		4	<u> </u>		_	
18c.	Total Entertainment and Recreation		<u> </u>			Ш,			$\coprod_{}$	Ш		<u> </u>			<u> </u>		•	
18d.	Total Shore Tours		∐,	Ш	][	Ш,			П,	Ш	][	Ш,			Ш,			
18e.	Total Transportation		$\Box$ ,			Ш,			Π,			П,			П,			
	Inter island airfare		$\Box$ ,			$\Box$ ,		]	$\Box$ ,			$\Box$ ,			$\Box$ ,			
	Bus, taxi, trolley, etc		$\Box$ ,			$\Box$ ,		]	$\Box$ ,		]	$\Box$ ,			$\Box$ ,			
	Rental car/mopeds		$\Box$ ,			$\Box$ ,		╗	$\Box$ ,		╗	$\Box$ ,			$\Box$ ,		ı	
	Other expenses (gasoline, parking, etc.)		$\Box$ ,			$\Box$ ,		<u>]</u>	$\Box$		1	$\Box$ ,			$\Box$ ,			
18f.	Total Shopping		□,			Ш,	Ш	ℷ	$\coprod$ ,	Ш	][	$\coprod$			Д,	Ш		
	Fashion and clothing		$\Box$ ,			$\Box$ ,		_	$\Box$ ,		_	$\Box$ ,			$\Box$ ,			
	Jewelry/watches		$\Box$ ,			$\Box$ ,		]	$\Box$ ,		]	$\Box$ ,			$\Box$ ,			
	Cosmetics/perfumes		$\Box$ ,			$\Box$ ,		]	$\Box$ ,		]	$\Box$ ,			$\Box$ ,			
	Leather goods (belts, wallets, handbags, etc.)		$\Box$ ,			$\Box$ ,			$\Box$			$\Box$ ,			$\Box$ ,			
	Hawai'i food products to take home (fruits, nuts, coffee, etc.)		$\Box$ .			$\Box$ .			$\square$ .			$\square$			$\square$ .			
	Souvenirs		П.			$\Box$ .		1	$\Box$ .			$\Box$ .			$\overline{\Box}$ .			
18g.	Other Spending	T	<u>—</u>		╗	<u></u>		⇟			╗	<u> </u>			<u> </u>		_	
	Electronics		닏,	Щ	╣	Ц,	Щ	╣	닏,	Щ	╣	닏,	Щ	ᅫ	닏,			
	Health/wellness,		Ц,	Щ	4	Ц,		╣	Ц,	Щ	╣	닏,	Щ	4	Ц,			
	Household items		Ц,	Щ	╣	Ц,		╣	Ц,	Щ	╣	Ц,	Щ	ᅦ	Ц,	Щ		
	Art and collectibles		닏,	Щ		Ц,		╣	닏,	$\coprod$	╣	Ц,	Щ	$\parallel$	닏,			
	Other		∐,		4	⊔,		4	∐,	Ш	4	⊔,			⊔,			
	Please specify:	<u>L</u>			_[_			_ _			_ _						_	
	Cruise Domestic NAME OF CRUISE SHIP:										DO IN TH	NOT WR HESE BO	XES	2866	4783	15 🚄		



AUTHORITY

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble ● or print 1 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo! **Cruise Start Date:** 7. While you were on your cruise, vears old 11. What is your age? did you purchase any shore tours in Hawai'i? 12. What is your gender? Month Dav O Yes O No Female 1. The total number of people (including myself) covered by this form is: 8. What was included in the cruise 13. Of the people covered by this form (Fill out one form per party/family) package you purchased when (including yourself), how many were: persons booking your cruise to Hawai'i? NUMBER NUMBER (Please mark (•) all that apply) OF MALES OF FEMALES 2. I am a: Airfare (Inter island) O Visitor to Hawai'i Under 10 years (Number of one-way O Resident of Hawai'i flights) 10 - 19 3. Including this trip, I have made: O Non-cruise lodging trips to Hawai'i in my lifetime (Number of nights) 20 - 29 Meals on shore 4. Please indicate the number of nights 30 - 39you have spent in Hawai'i on this trip... (Number of meals) Before starting this cruise..... 40 - 49 O Rental car During this cruise..... (Number of days) 50 - 59 Expect to spend after this O None of the above cruise ..... 60 or more TOTAL NIGHTS IN HAWAI'I (Before, during and after cruise) 9. I am a resident of: TOTAL 5. Please indicate where you spent your O U.S.A. nights in Hawai'i on this trip? 14. Overall, how would you rate this (specify zip code) BEFORE DURING AFTER current trip to Hawai'i? THIS THIS THIS O Canada O United Kingdom **CRUISE CRUISE** CRUISE Above Below O Japan O Germany Excellent Average Average Poor O'ahu  $\circ$  $\circ$  $\bigcirc$ 80 70 60 50 40 30 20 10 Maui 0 ○ Korea O France 0 0 15. Would you say this trip to Hawai'i...? Hawai'i Island O Taiwan O Switzerland 0 O 0 O Exceeded your expectations Kaua'i 0  $\bigcirc$ 0 O Hong Kong Australia O Met your expectations DO NOT WRITE IN THESE BOXES I ana'i  $\bigcirc$ 0 0 Other (specify) O Did not meet your expectations  $\bigcirc$  $\bigcirc$ Moloka'i 16. How likely are you to recommend 6. Excluding the nights spent on this 10. Did you do any of the following on Hawai'i as a vacation place to your cruise ship, where did you stay in friends and relatives? this trip to Hawai'i? Hawai'i on this trip? O Very Likely O Go on honeymoon BEFORE AFTER THIS O Somewhat Likely THIS CRUISE **CRUISE** O Get married O Not Too Likely Hotel  $\circ$ O Attend a wedding O Not Likely At All Condominium 0 O Attend a Convention/Conference 17. How likely are you to return to visit Timeshare unit  $\bigcirc$ 0 Hawai'i in the next five years? O Conduct some business Bed & breakfast 0 0 O Very Likely O Visit friends or relatives  $\circ$ Friends or relatives 0 O Somewhat Likely O Play golf Other, specify:  $\bigcirc$  $\bigcirc$ O Not Too Likely O Not Likely At All

DO NOT WRITE IN THESE BOXES

FOR ALL PARTS OF QUESTION 18:  DO NOT include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please estimate your expenses for your total time in Hawai'i and write your answers below.									
How much did you and your party spend in total on you were in Hawai'i? (Write "0" if none spent)	nor	n-package items v	while	,					
18.1 Including yourself, how many people does this expenditure cover?									
Of this total amount (Q18), how much was spent for:		Γ	I	11434/41					
O'AHU (IN US\$)	<u>MAUI</u> ( <u>Maui/Moloka'i/Lana'i)</u> (IN US\$)	<u>KAUA'I</u> (IN US\$)	HAWAI' KONA (IN US\$)	HILO (IN US\$)					
18a. Lodging (hotel, condo, B&B, hostel , etc., including tips)			<u> </u>	$\square$ , $\square$	<u> </u>				
18b. Total Food and Beverage									
18c. Total Entertainment and Recreation					,				
18d. Total Shore Tours	$\overline{\exists}$			ППП					
18e. Total Transportation									
Inter island airfare			<b>□</b> , <u>□</u>						
Bus, taxi, trolley, etc									
Rental car/mopeds									
Other expenses (gasoline, parking, etc.)		│	☐ <b>,</b> Ш						
18f. Total Shopping		Ш,Ш		Ш,Ш	<u></u>				
Fashion and clothing	_			<u> </u>					
Jewelry/watches	_								
Cosmetics/perfumesLlllllllllllllllllllllllllllllll	_								
handbags, etc.)									
home (fruits, nuts, coffee, etc.)									
Souvenirs									
18g. Other Spending	_								
Electronics	_	<u> </u>		<u> </u>					
Health/wellness	_	<u> </u>		<u> </u>					
Household items	_								
Art and collectibles	_								
Other				ـــــــا,ــــــــا	,				
Please specify:									
Cruise International 2019Q1 NAME OF CRUISE SHIP:									