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## 2018 VISITOR SATISFACTION AND ACTIVITY SURVEY DOCUMENTATION

**Prepared for:**  
**The Hawai'i Tourism Authority**  
**March 2020**

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# **INTRODUCTION**

## **PURPOSE AND OBJECTIVES OF THE VSAT SURVEY**

Established in 1998, the Hawai'i Tourism Authority is a government agency of the state of Hawai'i responsible for strategically managing the State's efforts with respect to the tourism sector of the economy in order to optimize benefits for Hawai'i while integrating the interests of visitors, the community, and the visitor industry. In fulfilling this role, the HTA is responsible for development, management and coordination of various plans to help ensure a sustainable tourism economy and achieve the state's vision for tourism to:

- Honor Hawai'i's people and heritage;
- Value and perpetuate Hawai'i's natural resources;
- Engender mutual respect among all stakeholders;
- Support a vital and sustainable economy; and,
- Provide a unique, memorable and enriching visitor experience.

The Visitor Satisfaction and Activities survey (VSAT) is an on-going project that is part of the HTA's Tourism Research Program. The survey collects data on visitors' satisfaction with Hawai'i as a vacation destination, their willingness to return, their participation in various activities while in Hawai'i, their trip planning process, quality of their experience in the islands, their willingness to return in the future, and their visitor profile.

The objective of the survey is to collect, process, and report satisfaction and activity data from a representative sample of domestic and international visitors. Beginning 2018, the VSAT survey expanded to include more island specific questions regarding visitors' satisfaction with activities and services offered on the island(s) they visited. The sample sizes almost doubled to 32,900 in 2018 from 16,800 in the previous year. The 2018 quotas was 7,300 each for U.S. West and U.S. East; 6,900 for Japan; and 5,700 for Canada. For the smaller markets, Europe, Oceania and China/Korea, the quota was 1,900 for each. Anthology processed 33,740 completed surveys.

Anthology received SPSS files on a weekly basis from the two contractors who processed the Domestic In-Flight and the International Visitor Departure survey forms. Based on names and addresses extracted from the Domestic In-Flight survey forms and the International Visitor Departure survey forms, a proportion of visitors were randomly selected to participate in this VSAT survey.

Anthology was required to apply weighting techniques to the processed data and generate and quarterly and annual report tables.

## **SURVEY INSTRUMENT**

The 2018 VSAT survey contained 30 questions inquiring about a broad range of trip-related topics including satisfaction with the trip, intention to return to Hawai'i, sources of information consulted during trip planning, activities done on each island, types of accommodations used in each stay, any negative events that occurred during the trip, and some demographic items.

The 2018 VSAT survey instrument was produced in English, Japanese, Chinese and Korean. The survey used in 2018 was similar to the 2017 survey. One major change was including a question rating Hawai'i on an overall basis. The English and Japanese versions of the survey are available in Appendices A1 and A2. The web versions of the Chinese and Korean surveys are in Appendices B3 and B4. These were also used on the iPad tablets for the intercept surveys.

## **Web Survey**

Anthology used an online survey platform to host the online version of the survey, which was also used for the intercept survey on the tablet computers. Besides English, the online platform allows the survey to be programmed in several different languages, including Japanese, Chinese and Korean. The platform also has the ability to send out e-mail invitations to respondents. It also allows for reminder e-mails to be sent out. In the e-mail invitation, a link to the online survey was included. The participant could click on the link and it would take the respondent to the survey. The e-mail invitation also included the password for the respondent. The format of the web survey followed the format of the mail survey.

## **Intercept Surveys – Canada, China, Korea and Japan**

Anthology hired and trained interviewers on Hawai'i Island and Maui in the last quarter of 2018. The interviewers were hired to conduct surveys among foreign visitors. Because of the more numerous direct daily flights in Honolulu, Anthology interviewers conducted surveys among departing visitors from China, Japan and Korea.

Throughout the year, Anthology hired numerous interviewers for this project, a great majority of whom were native-speaking interviewers. Each interviewer had to apply for an AOA (Air Operations Area) badge from the Daniel K. Inouye Airport. This included fingerprinting and a background check. Because the holding areas the interviewers conducted the surveys at had foreign departures, the next step was to apply for a seal for from the U.S. Customs and Border Protection. Another background check was conducted for each applicant. The process of getting both the badge and the Customs seal took anywhere from four to six weeks. One of the reasons for the lengthy process is that the interviewers are native-born, so additional checks are done.

The surveys were conducted in the holding areas of the departing gates of the airlines flying to China, Japan and Korea. The surveys were self-administered and done on tablet computers translated in their native languages.

## **SAMPLING**

The sample design for the 2018 VSAT survey was a systematic stratified sample, disproportionate across strata and random within strata. In other words, respondents were randomly selected from within specified subgroups of the total population of possible respondents. The population was all visitor parties who departed by air in the calendar year 2018. The sampling frame, that is the segment of the population from which respondents were sampled, were all visitor parties who completed a Domestic In-Flight survey (which appears on the reverse side of the Department of Agriculture's (DOA) plant and animal declaration form), an International Departure survey, or an Island Survey and who had a departure date between January 1, 2018 and December 31, 2018.

Parties were randomly selected from within strata, or subgroups, in the population. Strata included major market area (MMA), month of departure, visitor status (first-time vs. repeat), and islands visited.

The sample fraction was the percent of total visitors (defined as the number of visitor arrivals) who would be surveyed if the quotas (predicted visitor parties arriving during the year) were realized. The response rate was the expected response rate based on the results of the 2016 VSAT (i.e., 2017 response rates were used to project the expected response rate in 2018). The sample error was an *a priori* estimate of the standard error of the proportion, with  $p = 0.50$  and  $z = 1.96$ . The sample error for the total visitors was the weighted standard error of the proportions with the same parameters. In sum, the design was intended to produce a disproportionate stratified sample of our visitors with a margin of error of plus minus less than one percentage point at the 95 percent confidence level.

## 2018 Sample Design

MMA	Arrivals		Quota		Sample Fraction	Sample Error
	Number	Pct.	Number	Pct.		
U.S. West	4,203,894	45.07%	7,300	22.19%	0.17%	1.07
U.S. East	2,173,458	23.30%	7,300	22.19%	0.33%	1.07
Japan	1,489,778	15.97%	6,900	20.97%	0.46%	1.33
Canada	548,702	5.88%	5,700	17.33%	1.03%	1.34
Europe	144,953	1.55%	1,900	5.78%	1.31%	2.51
Oceania	415,764	4.46%	1,900	5.78%	0.45%	2.08
China/Korea	351,596	3.77%	1,900	5.78%	0.54%	2.00
Total	9,328,145	100.00%	32,900	100.00%	0.35%	0.53

### Sample Selection Method

Samples were selected at the beginning of the month. The VSAT Sample Files were sorted by MMA, month, day, island, and visitor status (first-time vs. repeat visitor). A sampling algorithm was developed to select simple random samples within each of the 80 sample cells defined by MMA (8 classes<sup>1</sup>) and island (8 classes). Independent samples were selected each month.

Simple random samples were selected within each sample stratum (cell). Sample elements were selected without replacement. Because sample sizes for some island/MMA cells were quite small and many visitors visit more than one island, the order of selection was an important element of the selection method. Samples were selected in order by island, from the least frequently visited to the most frequently visited based on island visitation patterns for the previous year.

### Sample Size

The targeted sample size for VSAT 2018 was 32,900 completed interviews as shown in Table 1. Each monthly sample was approximately one-twelfth of the quotas. The actual number of sample elements was inflated to account for non-response.

<sup>1</sup> The 8 MMA classes included U.S. West, U.S. East, Canada, Japan, Europe, Oceania, China, and Korea.

## **EMAIL ADDRESS PREPARATION**

U.S. samples were selected from the SPSS files provided by the Domestic In-Flight Survey project vendor and the International Visitors Departure Survey project vendor. Samples of Japanese, Canadian, European, and Oceania visitors were selected from the list of completed International Departure Survey forms and from completed Domestic In-Flight Survey forms. These forms contained both mailing addresses and email addresses. Both methodologies were used for data collection.

Each of the email address records had a unique ID number that could be traced back to the source files provided by the two contractors. The unique ID was tied to the entrance (Customs) survey the respondent completed on their flight to Hawaii or to the International Visitor Departure survey.

### **In-Flight and International English**

Anthology received the .tif files along with the SPSS files from OmniTrak Group and SMS Research, the contractors of the Domestic In-Flight and the International Visitor Departure surveys. Anthology then converted the .tif files to Excel format to create the address files for the email surveys.

### **EMAIL**

Anthology used its web survey platform for the online survey. Anthology programmed the survey in English, Chinese, Korean and Japanese. Email addresses from the tiff files were entered into an Excel file called a 'panel'. Besides an email address, each record contained a unique ID number (to tie the survey back to the original source file), the .tiff number, the email address, and the MMA number.

The online survey platform allows the user to send email invitations with the link to the survey in batches. A cover letter like the one used for the mail survey was included along with the email as well as a password to log in to the online survey.

### **Web Survey**

When surveys were completed online, the data were automatically transferred into a data file. The data file was then converted to Excel then to SPSS. The SPSS file was merged with the SPSS file of the mail surveys.

## WEIGHTING

Anthology weighted the data after receiving the weights from the two contractors. The basis for the weights were derived from visitor figures for the corresponding year supplied to HTA from the In-flight Departure Survey and International Visitors Departure Survey. The targeted segments were divided by MMA and Number of Visits (1<sup>st</sup> Time vs Repeat) with the proper weights applied to the VSAT sample to mirror these proportions. Based on the information supplied by HTA the targeted sample proportions were derived.

	In-Flight Survey - SMS	International Visitor Departure Survey - OmniTrak	TOTAL
Canada- First Time	59,453	137,925	197,378
Canada- Repeat	76,849	274,475	351,324
US East- First Time	849,310	52,778	902,088
US East- Repeat	1,205,978	65,392	1,271,370
US West- First Time	776,820	23,101	799,921
US West- Repeat	3,319,094	84,878	3,403,972
Japan- First Time	2,290	490,633	492,923
Japan- Repeat	6,492	990,363	996,855
Europe- First Time	76,936	23,781	100,717
Europe- Repeat	34,343	9,893	44,236
Oceania- First Time	23,352	181,029	204,381
Oceania- Repeat	32,245	179,138	211,383
China/Korea First Time	23,256	270,153	293,409
China/Korea Repeat	12,506	74,010	86,516
Total	6,498,924	2,857,549	9,356,473

## FINAL PROCESSING

The final step was to process the data. Appropriate codes were added and a new set of unique identification numbers was appended. Data were checked and edited a final time, and data weights were appended. The open-ended codes for “other, specify:” responses to some variables were assigned numerical codes with appropriate variable labels. The resulting file became the final VSAT Survey Data File, the base for all analyses in the monthly, quarterly, and annual VSAT reports.

The data file was sorted by MMA, month of departure, visitor status (first-time vs. repeat), and islands visited (O’ahu vs. Neighbor Islands). Anthology used the sample weights that were generated to accommodate the disproportionate sample design and to bring the sample into correspondence with the parameters of the population from which they were selected. Specifically, the weighting system included MMA, arrivals month, visitor status (first-time vs. repeat), and island visited (O’ahu vs. Neighbor island).

## **Weekly/Monthly Tracking**

Each Wednesday morning, data were downloaded from the online survey and the number of completions were added to running tally of the intercept surveys so they could be reported at the weekly afternoon meeting with HTA. This tracking served to monitor the number and percentage of completed surveys by various characteristics such as mode (intercept or online survey) and MMA. This was used to ensure that the survey fielding was on schedule.

## **Data Processing**

At the end of each quarter, a preliminary set of weights were generated by the two contractors. These quarterly weights were temporary estimates based on the previous year's final weights (produced at the end of each calendar year).

Each quarter, a second set of data tabulations similar to the monthly tabulations were generated. These data tabulations were the basis for the quarterly reports that summarize VSAT data for each quarter. Quarterly reports were generated in April 2018, July 2018, October 2018 and January 2019. The three-month offset allowed a sufficient number of surveys to be returned from each quarter's mailings.

## **Final Year End Data Processing**

Anthology received the final weights for 2018 on June 25, 2019. Anthology re-ran both the quarterly and annual 2018 banners with the final weights.

## **2018 Email Fielding Dates**

Email invitations were sent to visitors departing Hawai'i between January 1 and December 31, 2018. Surveys completed online were accepted through January 31, 2019.

## **TABULATION & REPORTS**

The majority of the processing syntax was devoted to tabulations. Highlight banners were a standard set of tables developed to provide quarterly and annual data in similar formats across years. Data from individual variables were produced for visitors from each MMA, to each island, and for a series of special purpose tables. Banners were a much larger set of tabulations designed to present the survey data in a more detailed fashion and anticipate all possible queries that might be put to the data.

## **APPENDICES**

**APPENDIX A1**  
**SURVEY INSTRUMENT-ENGLISH**



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**David Y. Ige**  
Governor  
**Chris Tatum**  
President and Chief Executive Officer

Name  
Address  
City, State Zip code

Aloha!

We sincerely hope you enjoyed your recent trip to Hawai'i.

The Hawai'i Tourism Authority has commissioned Anthology Research, an independent professional research company in Hawai'i, to conduct a survey among visitors to the islands.

During your visit you were kind enough to complete the Hawai'i Tourism Authority visitor questionnaire. Your name was randomly selected from over a million completed forms to participate in this Visitor Satisfaction survey.

In Hawai'i, we do our best to ensure each visitor's stay is as enjoyable as possible. We would very much appreciate your candid answers to the following questionnaire on how well we took care of you. Your responses will help us improve the Hawai'i experience for all visitors.

We assure you that your responses will be kept completely confidential and will be used for research purposes only. We will not release your name to any individual or organization for any reason. The answers you provide will be compiled without any identifying information and released only in aggregate form. It would be impossible to associate a response to an individual name or address.

**Follow this link to the Survey: [\\${I://SurveyLink?d=Take the survey}](#)**

If you have any questions regarding this survey, please contact Anthology Research toll free at (844) 850-3605, or by e-mail to [AMGsurvey@anthologygroup.com](mailto:AMGsurvey@anthologygroup.com). We appreciate your visit to our islands and thank you very much for your time.

Sincerely,

Chris Tatum  
Chief Executive Officer  
Hawai'i Tourism Authority



## 2018 VISITOR SATISFACTION SURVEY

Aloha! Please answer each question candidly, thinking of your most recent trip to Hawai'i. We need your feedback to evaluate how well we take care of those who visit our islands. Your answers will help us improve the Hawai'i experience for all visitors. Your responses will be kept completely confidential; answers from all respondents will be tallied as totals, not individual responses. Mahalo.

**Instructions:** Please answer each question by marking the circle [●] or writing in the space provided with a black pen or dark lead pencil. Return the completed survey in the postage-paid envelope as soon as possible.

MARKING INSTRUCTIONS						
CORRECT MARKS:			INCORRECT MARKS:			
<input type="circle"/> ●			<input type="circle"/> ⊗ <input type="circle"/> ⊖ <input type="circle"/> ⊕ <input type="circle"/> ○			

**A. Which of the following islands did you visit on this most recent trip? (Mark all that apply)**

O'ahu	Maui	Moloka'i	Lana'i	Island of Hawai'i	Kaua'i
<input type="radio"/>					

**1. How would you rate your most recent trip to the state of Hawai'i?**

	Excellent	Above Average	Below Average	Poor
State of Hawai'i Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>How would you rate your experience on . . . ?</b>				
Island of O'ahu (Waikiki/ Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Hawai'i (Hilo/Kona/Volcano)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

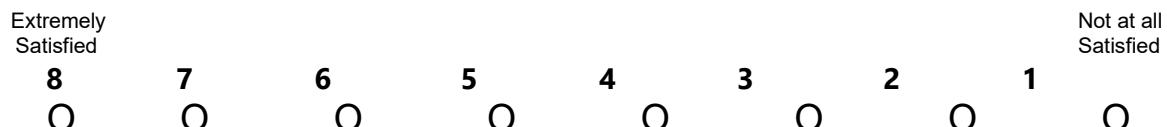
**2. Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on...**

	Excellent	Above Average	Below Average	Poor
Offering a variety of experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of different/ unique experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a safe and secure destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**3. Would you say this trip to the state of Hawai'i ... ?**

Exceeded your expectations     Met your expectations     Did not meet your expectations

**4. How would you rate your overall satisfaction with your most recent trip to the state of Hawai'i?**



**5. How likely are you to recommend the state of Hawai'i as a vacation place to your friends and relatives?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure
<input type="radio"/> <sup>8</sup>	<input type="radio"/> <sup>7</sup>	<input type="radio"/> <sup>6</sup>	<input type="radio"/> <sup>5</sup>	<input type="radio"/> <sup>4</sup>

**6. How likely are you to return to visit the state of Hawai'i in the next five years?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure
<input type="radio"/> <sup>8</sup>	<input type="radio"/> <sup>7</sup>	<input type="radio"/> <sup>6</sup>	<input type="radio"/> <sup>5</sup>	<input type="radio"/> <sup>4</sup>

**6b. (If rated 1 to 4 or 9 in Q5) Why would you be unlikely to revisit the state of Hawai'i? (Mark all that apply)**

- Flight too long
- Too commercial/ overdeveloped
- Too crowded/ congested/ traffic
- Not enough value for the price
- Want to go someplace new
- Other financial obligations
- Poor service
- Unfriendly people/ felt unwelcome
- Poor health/ age restriction
- Five years is too soon to revisit
- Too expensive
- No reason to return/ nothing new
- Other (please specify) \_\_\_\_\_

**7. If you came to Hawai'i on vacation, would you describe your most recent trip to the state as: (Select only one)**

- A once in a lifetime trip
- A special occasion
- More special than most trips we take
- A regular annual or semi-annual trip
- Other (please specify) \_\_\_\_\_

**8. In addition to yourself, on this trip, who else was in your travel party? (Mark all that apply)**

- Myself only (traveled alone/ no one else)
- My spouse
- My child(ren)/ grandchild(ren) under 18
- Other adult members of my family
- My friends/ associates
- My girlfriend/ boyfriend
- Same sex partner

**9. Including yourself, how many people traveled with you in your immediate party?**

---

**10. Including this trip, how many times have you visited the state of Hawai'i?**

---

**11. What was the primary purpose of your most recent trip to the state of Hawai'i? (Select only one)**

**11b. What, if any, was the secondary purpose of your most recent visit? (Mark all that apply)**

	<b>Q11a. Primary Purpose (one answer)</b>	<b>Q11b. Secondary Purpose(s)</b>
Vacation	<input type="radio"/>	<input type="radio"/>
Attend a business meeting or conduct business	<input type="radio"/>	<input type="radio"/>
Attend a convention, conference or seminar	<input type="radio"/>	<input type="radio"/>
Incentive/ reward	<input type="radio"/>	<input type="radio"/>
Visit friends or relatives	<input type="radio"/>	<input type="radio"/>
Get married/ vow renewal	<input type="radio"/>	<input type="radio"/>
Attend/ participate in a wedding/ vow renewal	<input type="radio"/>	<input type="radio"/>
Honeymoon	<input type="radio"/>	<input type="radio"/>
Anniversary/ birthday	<input type="radio"/>	<input type="radio"/>
Attend/ participate in a cultural/ historical/ musical/ culinary event	<input type="radio"/>	<input type="radio"/>
Attend/ participate in a sporting event	<input type="radio"/>	<input type="radio"/>
Medical treatment	<input type="radio"/>	<input type="radio"/>
Shopping/ fashion	<input type="radio"/>	<input type="radio"/>
Education/ visit schools	<input type="radio"/>	<input type="radio"/>
Family gathering/ reunion	<input type="radio"/>	<input type="radio"/>
Real estate purchase or viewing	<input type="radio"/>	<input type="radio"/>
Have a vacation home/ timeshare	<input type="radio"/>	<input type="radio"/>
Layover/ break up long flight	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>
No secondary purpose	<input type="radio"/>	<input type="radio"/>

**12. Thinking back on your most recent trip to Hawai'i, how far in advance did you make the following decisions?**

	Less than one month	One month, but less than two months	Two months, but less than three months	Three months, but less than six months	Six months, but less than one year	One year or more
Decision to take vacation/ pleasure trip						
Decision to visit Hawai'i						
Decision on which islands to visit						
Determining the dates of your trip						
Begin booking your trip						

**13. Which of the following sources did you use when planning your trip?  
(Mark all that apply)**

- Travel agents/companies specializing in packaged tours
- Social media (i.e. Facebook, Twitter, Instagram)
- Recommendations from friends or relatives
- Information direct from hotels/resorts (front desk/concierge/tour desk)
- Information direct from airline/commercial carriers
- Personal experience
- Online travel booking site (i.e. Expedia, Kayak or Orbitz)/online travel agent
- Travel informational websites
- Travel blogs
- Smart phone/tablet apps
- Hawai'i's destination website (GoHawaii.com)
- Magazines/newspaper articles
- Guide books
- Television shopping channel/television program
- None of these

**You previously indicated you visited the island of O'ahu, so we would like you to ask you a few questions about your visit...**

**14. Do you remember seeing or hearing advertising for the island of O'ahu prior to your arrival?**

- Yes
- No
- Not sure

**15. Were you motivated to visit O'ahu by a television program or movie filmed in Hawai'i?**

- Yes
- No

**16. Were you motivated to visit O'ahu by Hawaiian music?**

- Yes
- No

**17. Including this trip, how many times have you visited the island of O'ahu?**

---

**18. At what type of accommodations did you stay while on O'ahu?**

- Hotel
- Condominium
- Rental House
- Timeshare Unit
- Bed & Breakfast
- Cruise Ship
- Friends or Relatives
- Hostel
- Camp Site, Beach
- Private Room in Private Home
- Shared Room/Space in Private Home

Other (please specify) \_\_\_\_\_

**19. What ONE thing made your visit to O'ahu more enjoyable? (Mark only one)**

- Variety of activities/attractions/many choices
- Overall customer service/hospitality/the people
- Local culture/the people/music
- Feeling safe (able walk at night)
- Feeling of the "Aloha Spirit"
- Military historical sites
- Events/celebrations with friends/family
- Beach/ocean
- Nature/natural beauty/scenery
- Food/restaurant quality
- Food/restaurant variety/dining options
- Food/restaurant/good service
- Accommodations/was as promised
- Accommodations/cleanliness/upkeep
- Accommodations/good service from staff
- Rental car experience (no long waits in line, good condition of rental car, check in or out service/rental car company service)
- Driving experience (signage, road surface, traffic violations, good drivers)
- Availability of ground transportation/tour buses/limos, availability of taxi cabs etc.
- Other (please specify) \_\_\_\_\_

**20. What ONE thing could be improved to make your stay on O'ahu more enjoyable? (Mark only one)**

- No negatives/ everything was great
- Food/ restaurant quality
- Food/ restaurant variety/ dining options
- Food/ restaurant/ poor service
- Accommodations/ not as promised
- Accommodations/ cleanliness/ upkeep
- Accommodations/ poor service from staff
- Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)

- Driving experience (signage, road surface, traffic violations, bad drivers)
- Availability of ground transportation/ tour buses/ limos, availability of taxi cabs, etc.
- Variety of activities/ attractions
- Overall customer service/ hospitality/ the people
- Would like to experience more local culture
- Concerns about safety
- Traffic (congested/slow)
- Other (please specify) \_\_\_\_\_

**21. How likely are you to visit O'ahu again in the next five years?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure
<input type="radio"/> <sup>8</sup>	<input type="radio"/> <sup>7</sup>	<input type="radio"/> <sup>6</sup>	<input type="radio"/> <sup>5</sup>	<input type="radio"/> <sup>4</sup>

**21b. (If rated 1 to 4 or 9 in Q21) Why would you be unlikely to revisit O'ahu? (Mark all that apply)**

- Flight too long
  - Too commercial/overdeveloped
  - Too crowded/congested/traffic
  - Not enough value for the price
  - Want to go someplace new
  - Other financial obligations
  - Poor service
  - Unfriendly people/felt unwelcome
  - Poor health/ age restriction
  - Too expensive
  - Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
  - Nothing to do/ boring
  - No reason to return/ nothing new
  - Other (please specify)
- 

**22. How likely are you to recommend O'ahu as a place to visit to your friends and relatives?**

Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure
<input type="radio"/>				

**23. During this trip on O'ahu, which of the following activities did you participate in?**

	(Mark all that apply)	O'ahu	Maui	Kaua'i	Island of Hawai'i	Moloka'i	Lana'i
<b>Sightseeing</b>	On own (self-guided)/driving around island	<input type="radio"/>					
	Helicopter ride or airplane tour	<input type="radio"/>					
	Boat Tour/submarine ride/whale watching	<input type="radio"/>					
	Visiting towns/communities	<input type="radio"/>					
	Private limousine/van tour/tour bus	<input type="radio"/>					
	Scenic views/natural landmarks	<input type="radio"/>					
<b>Recreation</b>	Movie and television filming location tours	<input type="radio"/>					
	Beach/sunbathing	<input type="radio"/>					
	Bodyboarding/stand up paddle boarding	<input type="radio"/>					
	Surfing	<input type="radio"/>					
	Canoeing/kayaking	<input type="radio"/>					
	Swimming in the ocean	<input type="radio"/>					
	Snorkeling	<input type="radio"/>					
	Windsurfing/kitesurfing	<input type="radio"/>					
	Jet skiing/parasailing	<input type="radio"/>					
	Scuba diving	<input type="radio"/>					
	Fishing	<input type="radio"/>					
	Golf	<input type="radio"/>					
	Running/jogging/fitness walking	<input type="radio"/>					
	Spa	<input type="radio"/>					
	Backpacking/hiking/camping	<input type="radio"/>					
	Agritourism – i.e. farms, ranches	<input type="radio"/>					
	Sports event or tournament	<input type="radio"/>					
	Parks/botanical gardens	<input type="radio"/>					
	Waterparks	<input type="radio"/>					
<b>Entertainment &amp; Dining</b>	Mountain tubing/waterfall rappel	<input type="radio"/>					
	Zip-lining	<input type="radio"/>					
	Skydiving	<input type="radio"/>					
	All-terrain vehicle riding (ATV)	<input type="radio"/>					
	Horseback riding	<input type="radio"/>					
	Lunch/sunset/dinner/evening cruise	<input type="radio"/>					
	Live music/stage show	<input type="radio"/>					
	Nightclub/dancing/bar/karaoke	<input type="radio"/>					
	Fine dining	<input type="radio"/>					
	Family restaurant	<input type="radio"/>					
<b>Shopping</b>	Fast food	<input type="radio"/>					
	Food truck	<input type="radio"/>					
	Café/coffee house	<input type="radio"/>					
	Ethnic dining	<input type="radio"/>					
	Prepared own meals	<input type="radio"/>					
	Malls/department stores	<input type="radio"/>					
	Designer boutiques	<input type="radio"/>					
	Hotel/resort stores	<input type="radio"/>					
	Swap meet/flea market	<input type="radio"/>					
	Discount/outlet stores	<input type="radio"/>					

**23. During this trip on O'ahu, which of the following activities did you participate in? (continued)**

	(Mark all that apply)	O'ahu	Maui	Kaua'i	Island of Hawai'i	Moloka'i	Lana'i
History, Culture & Fine Arts	Historic military site	<input type="radio"/>					
	Other historic site	<input type="radio"/>					
	Museum/art gallery	<input type="radio"/>					
	Luau/Polynesian show/hula show	<input type="radio"/>					
	Lessons such as ukulele/hula/canoeing/lei-making	<input type="radio"/>					
	Play/concert/theatre	<input type="radio"/>					
	Art/craft fair	<input type="radio"/>					
Transportation	Festival/events (specify) _____	<input type="radio"/>					
	Airport shuttle	<input type="radio"/>					
	Trolley	<input type="radio"/>					
	Public bus	<input type="radio"/>					
	Tour bus/tour van	<input type="radio"/>					
	Taxi/limousine	<input type="radio"/>					
	Rental car	<input type="radio"/>					
Other	Ride share (e.g., Uber or Lyft)	<input type="radio"/>					
	Bicycle rental	<input type="radio"/>					
O'ahu-specific Activities	Visiting friends and family	<input type="radio"/>					
	Volunteer at a non-profit	<input type="radio"/>					
	Atlantis Submarines and Cruises	<input type="radio"/>					
	Bernice P. Bishop Museum	<input type="radio"/>					
	Byodo-In Temple	<input type="radio"/>					
	Diamond Head State Monument	<input type="radio"/>					
	Dole Plantation	<input type="radio"/>					
	Haleiwa	<input type="radio"/>					
	Hanauma Bay Nature Preserve	<input type="radio"/>					
	Harold L. Lyon Arboretum	<input type="radio"/>					
	Hawaii State Art Museum or Honolulu Museum of Art	<input type="radio"/>					
	Hawaii's Plantation Village	<input type="radio"/>					
	Ho'omaluhia Botanical Garden	<input type="radio"/>					
	'Iolani Palace State Monument	<input type="radio"/>					
	Kaiwi State Scenic Shoreline & Makapu'u Trail	<input type="radio"/>					
	Kualoa Private Nature Reserve	<input type="radio"/>					
	Lanikai or Kailua Beach	<input type="radio"/>					
	Manoa Falls	<input type="radio"/>					
	National Memorial Cemetery of the Pacific	<input type="radio"/>					
	Nu'uuanu Pali Lookout	<input type="radio"/>					
	Pearl Harbor (Arizona Memorial, Battleship Missouri Memorial, Pacific Aviation Museum, USS Bowfin Submarine Museum, WWII Valor in the Pacific National Monument)	<input type="radio"/>					
	Polynesian Cultural Center	<input type="radio"/>					
	Sea Life Park Hawaii	<input type="radio"/>					
	Waikiki Aquarium	<input type="radio"/>					
	Waimanalo Beach	<input type="radio"/>					
	Waimea Bay	<input type="radio"/>					
	Waimea Valley	<input type="radio"/>					

**24. Which of the following areas did you visit during your stay on O'ahu? (Select all that apply)**  
[INSERT MAP OF O'AHU WITH GRAPHICAL RESPONSE OPTIONS.]

**25. How did you arrive to O'ahu?**

- Direct flight from outside of Hawai'i
- Flight from a neighbor island
- Cruise ship/ other ocean vessel
- Other (please specify) \_\_\_\_\_

**25b. [IF SELECTED “AIR” IN Q25] How would you rate your experience arriving at Daniel K. Inouye International Airport (HNL)?**

Excellent	Above Average	Below Average	Poor
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**25c. [IF SELECTED “CRUISE SHIP” IN Q25] How would you rate your experience arriving at Honolulu Harbor?**

Excellent	Above Average	Below Average	Poor
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Lastly, we would like to learn a little more about you for statistical purposes.*

**D1. What is your age?**

---

**D2. What is your gender?**

- Male
- Female

**D3. Please indicate your highest level of education/training:**

- Some/ No high school
- High school graduate
- Some college
- Vocational/ technical
- Associates (2 year) degree
- College graduate (4 year)
- Post graduate degree

**D4. What is your employment status?**

- Self-Employed
- Employed, working for someone else
- Retired
- Student
- Homemaker
- Other

**D5. Do you own property in the state of Hawai‘i?**

- Yes, I own timeshare units
- Yes, I own other types of property
- No, but I plan to in the future
- No

**D6. Which of the following categories includes your household's total annual income from all sources before taxes for 2017 (in US dollars)?**

- Up to \$40,000
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$174,999
- \$175,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 or more

**D7. Which of the following destinations have you visited in the past 5 years? (Mark all that apply)**

- Australia
- Bali
- Canada
- Caribbean
- China
- Fiji
- Japan
- Korea
- Mexico
- New Zealand
- Thailand
- Alaska
- California
- Florida
- Las Vegas
- New York City
- Other U.S. States
- Guam/Saipan
- Europe
- Central America
- South America
- Other Asia
- None of these

**26. During your stay in Hawai'i, do you recall seeing either of the following images/signs?**

[insert HVCB post arrival experiences logo]

- Yes
- No
- Not sure

[insert ocean safety logo]

- Yes
- No
- Not sure

**[IF SELECTED MORE THAN ONE ISLAND IN Q#A]**

*You indicated you also visited the island of \_\_\_\_\_.*

**27. Would you be willing to tell us about your experience to that island?**

- Yes (Keep going) [PROCEED TO NEXT ISLAND MODULE]
- No (Submit survey) [SUBMIT SURVEY]

**MAHALO FOR YOUR KOKUA (thank you for your help).  
Your feedback is important and your opinion counts.**

## APPENDIX A2 SURVEY INSTRUMENT-JAPANESE



**HAWAII TOURISM**  
AUTHORITY

Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaiitourismauthority.org](http://hawaiitourismauthority.org)

**David Y. Ige**  
Governor  
**Chris Tatum**  
President and Chief Executive Officer

«ZIP»  
«ADDR»  
«Country»

アロハ!

この度は、ハワイにお越し頂きまして誠にありがとうございます。  
そして、皆様のご滞在がご満足頂けましたことを心より願っております。

ハワイ・ツーリズム・オーソリティでは、来訪者アンケートをマーケット調査会社 **Anthology Research** に業務委託し、実施しております。

この度、アンケートにご協力頂きました 100 万以上の回答者の中から、無作為抽出にてお客様を選出させて頂きました。

私たちは、日ごろより皆様がハワイでのご滞在をお楽しみ頂けるよう最善を尽くしております。そして、ハワイでのサービスがいかなるものかを評価し更なる改善を図るために、大変恐れ入りますが、同封のアンケートにお答え頂き、ご意見・ご感想をお聞かせ頂けましたら幸いです。

ご回答頂いたアンケートは、当局で厳重に管理し、上記の調査目的以外で利用されることはありません。また個人名が第三者に漏洩されること、及び全てのご回答は、個人単位ではなく全体のご意見として反映させて頂くため、アンケート結果から個人情報が特定されることはありません。

アンケートへのご回答はこちらからお願い申し上げます：[\\${I://SurveyLink?d=Take the survey}](#)

なお、本アンケートに関するご質問は、Anthology Research (844) 850-3605、もしくは、E メール [AMGSurvey@anthologygroup.com](mailto:AMGSurvey@anthologygroup.com) にてご連絡お願い申し上げます。  
調査にご協力頂きますことに心より感謝申し上げます。

Sincerely,

Chris Tatum  
Chief Executive Officer  
Hawai'i Tourism Authority  
ジョージ・シゲティ



HAWAII TOURISM  
AUTHORITY

## 2018年ハワイ州訪問者満足度調査

アロハ！ 今回のハワイ旅行について、下記の質問に率直にお答え下さい。ハワイ諸島ご来訪者に対する私たちの対応について評価し、より良く改善するために、皆様の貴重なご意見をお聞かせください。頂いた情報については、当局で厳重に管理し、第三者に漏れることは一切ありません。全てのご意見は個人単位ではなく総合意見として反映させて頂きます。マハロ！

ご記入方法：該当する解答欄に（●）印を黒ペンまたは濃い黒の鉛筆でご回答下さい。ご回答済みの調査票は、返信用封筒（切手不要）に入れ、お早めにご返送下さいようお願い申し上げます。

印の付け方	
正しい印	間違った印
● ● ● ● ●	⊗ ⊖ ⊖ ⊖ ○

A. 今回訪れた島はどこですか。（当てはまるもの全てにマークしてください。）

オアフ マウイ モロカイ ラナイ ハワイ島（ヒロ） ハワイ島（コナ） カウアイ

1. 今回のハワイ旅行はいかがでしたか？

	大変 良かった	良かった	なかつた	あまり良く 悪かった
ハワイ州全般の印象について	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
島や地域ごとの印象をご回答ください				
オアフ島（ワイキキ／ホノルル）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
マウイ島	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
モロカイ島	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
ラナイ島	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
ハワイ島（ヒロ）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
ハワイ島（コナ）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
カウアイ島	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>

2. 今回のハワイ旅行は次のそれぞれの点でいかがでしたか？

	大変 良かった	良かった	なかつた	あまり良く 悪かった
いろいろな体験ができる	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
ユニークでハワイ特有の体験ができる	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
安全性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>

3. 今回のハワイ旅行は期待に沿うものでしたか？

期待以上だった  期待通りだった  期待以下だった

4. 今回のハワイ旅行全体に対するあなたの満足度はどれくらいですか？

非常に満足	8	7	6	5	4	3	2	1	非常に不満足
<input type="radio"/>									

28. お友達やご家族にハワイ旅行を薦めますか？

薦めない い	あまり 薦めない	たぶん 薦める	薦める	わからな				
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>	<input type="radio"/> <sup>6</sup>	<input type="radio"/> <sup>7</sup>	<input type="radio"/> <sup>8</sup>	<input type="radio"/> <sup>9</sup>

6. 今後5年以内にハワイを訪れると思いますか？

訪れない い	たぶん 訪れない	たぶん 訪れる	訪れる	わからな				
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>	<input type="radio"/> <sup>6</sup>	<input type="radio"/> <sup>7</sup>	<input type="radio"/> <sup>8</sup>	<input type="radio"/> <sup>9</sup>

6b. (上記Q6で1~4または9と答えた場合) ハワイを訪れないと思われる理由は何ですか？(当てはまるもの全てをマークしてください)

- 飛行時間が長すぎる
- 商業要素が強い/開発されすぎている
- 混雑しすぎている/交通の便が悪い/渋滞が多い
- コストに見合う価値がない
- 行ったことがない別の場所に行きたい
- 他の出費がある
- サービスが悪い
- 不親切な地元住民の対応/歓迎されていない気がした
- 健康上の理由/年齢的な制限
- 5年以内の旅行は早すぎる
- 物価が高すぎる
- 再訪する理由がない/新しいことがない
- その他 (具体的に) \_\_\_\_\_

7. 今回のハワイ旅行に休暇（観光）目的で来られていた場合、どのような背景が一番当てはまりますか？(回答は1つのみ)

- 一生に一度の旅行だった
- 特別な目的がある旅行だった
- 他の旅行よりも特別感がある旅行だった
- 年に1、2回の定期的な旅行だった
- その他 (具体的に) \_\_\_\_\_

8. 今回の旅行で同伴者はいらっしゃいましたか？(当てはまるもの全てにマークして下さい)

- 自分だけ（同伴者なし）
- 配偶者
- 18歳未満の子供／孫
- 配偶者以外の家族（18歳以上）
- 友人／知人
- 彼女／彼氏
- 同性のパートナー

9. 今回は、ご自身を含めて何人でハワイ旅行をされましたか？

\_\_\_\_\_

10. 今回のご旅行を含めてハワイは何度訪問されましたか？

\_\_\_\_\_

11. 今回のハワイ旅行の主な目的は何でしたか？(ひとつだけマークして下さい)

11b. その他の目的がある場合、それは何でしたか？(当てはまるもの全てにマークして下さい。)

	Q11. 主な目的 (回答は1つのみ)	Q11b. その他の目的 (複数回答可)
休暇／観光	<input type="radio"/>	<input type="radio"/>
ビジネス会合／仕事	<input type="radio"/>	<input type="radio"/>
コンベンション／会議／セミナー	<input type="radio"/>	<input type="radio"/>
報酬旅行／懸賞旅行	<input type="radio"/>	<input type="radio"/>
友人／親戚訪問	<input type="radio"/>	<input type="radio"/>
結婚/バウリニューアル	<input type="radio"/>	<input type="radio"/>
結婚式出席／参列	<input type="radio"/>	<input type="radio"/>
ハネムーン	<input type="radio"/>	<input type="radio"/>
記念日／誕生日	<input type="radio"/>	<input type="radio"/>
文化・歴史行事あるいは音楽イベントに出席／参加	<input type="radio"/>	<input type="radio"/>
スポーツ行事出席／参加	<input type="radio"/>	<input type="radio"/>
治療	<input type="radio"/>	<input type="radio"/>
買物／ファッション	<input type="radio"/>	<input type="radio"/>
教育／学校訪問（留学）	<input type="radio"/>	<input type="radio"/>
家族の集い／同窓会	<input type="radio"/>	<input type="radio"/>
不動産購入あるいは視察	<input type="radio"/>	<input type="radio"/>
バケーションホームやタイムシェアを所有している	<input type="radio"/>	<input type="radio"/>
飛行機の乗り継ぎ	<input type="radio"/>	<input type="radio"/>
その他（具体的に）	<input type="radio"/>	<input type="radio"/>
目的は一つしかない		<input type="radio"/>

12. 今回のハワイ旅行はどれくらい前に旅行を計画しましたか？当てはまる項目をマークしてください。

	1ヶ月未満	1ヶ月以上 2ヶ月未満	2ヶ月以上 3ヶ月未満	3ヶ月以上 6ヶ月未満	6ヶ月以上 1年未満	1年以上前
休暇/観光旅行に行くことを決定						
ハワイに行くことを決定						
どの島に行くかを決定						
日程を決定						
航空券などの予約を開始						

13. あなたは今回の旅行を計画するためにどこから情報を得ましたか？

(当てはまるもの全てにマークしてください)

- 旅行代理店/パッケージツアー専門の会社
- SNS ソーシャルメディア（フェイスブック、ツイッター、インスタグラム等）
- 友人や親戚などのおすすめ
- ホテルやリゾートが提供する情報（フロントデスク/コンシェルジュ/ツアーデスク）
- 航空会社が提供する情報
- 自分の知識や経験
- 旅行予約サイト（エクスペディア、トラベルコちゃん、楽天トラベル等）/ネット上の旅行代理店
- 旅行情報ウェブサイト
- 旅行に関するブログ
- ハワイ州観光局ホームページ(GoHawaii.jp)
- 雑誌や新聞の記事
- ガイドブック
- テレビのショッピングチャンネルや旅行番組
- その他

オアフ島へご来訪されたとご回答頂いた方は、以下設問へのご回答にご協力をお願い致します。

14. オアフ島に来訪する前にオアフ島の広告を見たり聞いたりした記憶がありますか？

- はい
- いいえ
- わからない

15. テレビ番組やハワイで撮影された映画をご覧になられてオアフ島に行きたいと思いましたか？

- はい
- いいえ

16. ハワイアンミュージックを通じてオアフ島に行きたいと思いましたか？

- はい
- いいえ

17. 今回のご旅行を含めてオアフ島は何度訪問されましたか？

\_\_\_\_\_

18. オアフ島ではどのような宿泊施設をご利用になりましたか？

- ホテル
- コンドミニアム
- レンタルハウス
- タイムシェア
- ベッド&ブレックファスト
- クルーズ船
- 友人や親戚宅
- ホステル
- キャンプ場やビーチ
- 個人宅の一室をレンタル
- 個人宅をシェア
- その他（具体的に） \_\_\_\_\_

19. オアフ島での滞在で一番楽しまれたものを一つだけお選びください。

- アクティビティやアトラクションが豊富にあること
- サービス全般、おもてなし
- 現地の文化/人/音楽
- (夜でも外を歩ける) 安全さ
- アロハスピリット
- 史跡
- 友人や家族とのイベントやお祝い
- ビーチ/海
- 自然/景観
- レストランでの食事の品質
- いろいろな種類のレストランがあること
- レストランでのサービスの良さ
- 期待通りの宿泊施設
- 宿泊施設の清潔さ
- 宿泊施設でのスタッフのサービス
- レンタカー (待ち時間、車の状態、レンタル/返却時のサービス、レンタカーカー会社のサービス全般)
- 転のしやすさ (標識、道路の舗装、交通状況、ドライバーの運転マナー)
- 充実した交通手段 (ツアーバス/リムジン/タクシーなど)
- その他 (具体的に) \_\_\_\_\_

20. 次のうちどの項目を改善すればオアフ島の滞在がもっと楽しくなると思いますか。一つだけ選んでください。

- すべてよかったです特になし
- レストランでの食事の品質
- より多くの種類のレストランがあること
- レストランでのサービスの悪さ
- 宿泊施設が期待通りではなかった
- 宿泊施設の手入れの悪さや不衛生さ
- 宿泊施設/スタッフのサービスの悪さ
- レンタカー (待ち時間の長さ、車の状態の悪さ、レンタル/返却時サービスの悪さ、レンタカーカー会社のサービス全般の悪さ)

- 運転のしにくさ (標識、道路の舗装、交通違反、ドライバーの運転マナー)
- 交通手段/ツアーバス/リムジン/タクシーなどが少ない
- アクティビティやアトラクションが限られている
- サービス、おもてなし/人
- 現地の文化にもっと触れたい
- 安全性
- 交通 (渋滞/遅い)
- その他 (具体的に) \_\_\_\_\_

21. 今後5年以内にオアフ島を訪れると思いますか？

訪れない い	たぶん 訪れない	たぶん 訪れる	訪れる	わからな
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>

21b. (上記 Q21 で 1~4 または 9 と答えた場合) オアフ島を再訪しないと思われる理由は何ですか? (当てはまるもの全てをマークして下さい)

- 飛行時間が長すぎる
- 商業要素が強い/開発されすぎている
- 混雑しそうしている/交通の便が悪い/渋滞が多い
- コストに見合う価値がない
- 行ったことがない別の場所に行きたい
- 他の出費がある
- サービスが悪い
- 不親切な地元住民/歓迎されていない気がした
- 健康上の理由/年齢的な制限
- 物価が高すぎる
- アクセスがよくない (飛行機の乗り継ぎに時間がかかる、希望する便に乗れなかった)
- することがない/退屈
- 再訪する理由がない/新しいことがない
- その他 (具体的に) \_\_\_\_\_

22. ご友人やご家族にオアフ島へ行くことを薦めますか?

薦めない ない	あまり 薦めない	たぶん 薦める	薦める	わから
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>

たぶん 薦める	薦める	わから
<input type="radio"/> <sup>6</sup>	<input type="radio"/> <sup>7</sup>	<input type="radio"/> <sup>8</sup>

23. 今回、オアフ島で何をしましたか?

		オアフ島	マウイ島	カウアイ島	ハワイ島	モロカイ島	ラナイ島
観光	個人観光/ 島内をドライブ	○					
	ヘリコプター/ 飛行機ツアー	○					
	観光船/ 潜水艦 / ホエールウォッチング	○					
	町や地域を訪問	○					
	リムジン/ 観光バスツアー	○					
	展望台/ 眺望スポット	○					
	映画、テレビのロケ地ツアー	○					
アクティビティ	ビーチ/ 日光浴	○					
	ボディーボード・パドルサーフィン	○					
	サーフィン	○					
	カヌー/ カヤック	○					
	海水浴	○					
	スノーケル	○					
	ウインドサーフィン / カイトサーフィン	○					
	ジェットスキー / パラセイリング	○					
	スキューバダイビング	○					
	釣り	○					
	ゴルフ	○					
	ランニング/ ジョギング/ ウォーキング	○					
	スパ	○					
	バッグパッキング/ ハイキング/ キャンプ	○					
	農園や牧場を訪問	○					
	スポーツ行事/ トーナメント	○					
	公園・植物園	○					
	ウォーターパーク	○					
	マウンテンチューブ/	○					
	ウォーターフォールラペリング	○					
エンターテイメント	ジップライン	○					
	スカイダイビング	○					
	四輪バギー	○					
	乗馬	○					
	クルーズ (ランチ/サンセット/ディナー/イブニング)	○					
	生演奏/ ステージショー	○					
	ナイトクラブ/ダンス/バー/カラオケ	○					
	高級料理店	○					
	ファミリーレストラン	○					
	ファーストフード	○					
ショッピング	フード トラック	○					
	カフェ/ コーヒーハウス	○					
	エスニック料理	○					
	ご自分で調理	○					
	ショッピングモール / デパート	○					
	有名ブランドブティック	○					
	ホテル内のショップ	○					
	スワップミート/ フリーマーケット	○					
	ディスカウント/ アウトレットストア	○					
	スーパー	○					

歴史、文化、美術	歴史軍事史跡	<input type="radio"/>					
	その他の史跡	<input type="radio"/>					
	美術館/ アートギャラリー	<input type="radio"/>					
	ルアウ/ポリネシアンショー/フラショー	<input type="radio"/>					
	ウクレレ、フラ、カヌー等のレッスン	<input type="radio"/>					
	演劇/ コンサート/ シアター	<input type="radio"/>					
	アート/ クラフトフェア	<input type="radio"/>					
交通	フェスティバル・イベント（具体的に）	<input type="radio"/>					
	空港シャトル	<input type="radio"/>					
	トロリー	<input type="radio"/>					
	公共バス	<input type="radio"/>					
	観光バス / ツアーバン	<input type="radio"/>					
	タクシー / リムジン	<input type="radio"/>					
	レンタカー	<input type="radio"/>					
その他	シェアライド（ウーバーやリフトなど）	<input type="radio"/>					
	レンタルバイク	<input type="radio"/>					
	友人や家族を訪問	<input type="radio"/>					
	非営利団体でのボランティア活動	<input type="radio"/>					
	アトランティスサブマリン	<input type="radio"/>					
	ビショップ博物館	<input type="radio"/>					
	ハワイ平高等院	<input type="radio"/>					
カウアイ島ならではのアクティビティ	ダイヤモンドヘッド州立自然記念公園	<input type="radio"/>					
	ドール・プランテーション	<input type="radio"/>					
	ハレイワ	<input type="radio"/>					
	ハナウマ湾	<input type="radio"/>					
	ハロルド・ライアン演習林	<input type="radio"/>					
	ハワイ州立美術館 / ホノルル美術館	<input type="radio"/>					
	ハワイ・プランテーション・ビレッジ	<input type="radio"/>					
	ホオマルヒア植物園	<input type="radio"/>					
	イオラニ宮殿	<input type="radio"/>					
	マカプウ・トレイル（カイヴィ州立海岸線）	<input type="radio"/>					
	クアロア・ランチ	<input type="radio"/>					
	ラニカイ / カイルア・ビーチ	<input type="radio"/>					
	マノア滝	<input type="radio"/>					
	国立太平洋記念墓地（パンチボウル）	<input type="radio"/>					
	ヌウアヌ・パリ展望台	<input type="radio"/>					
	パールハーバー（アリゾナ記念艦、戦艦ミズーリ記念館、太平洋航空博物館、USS ボウフィン潜水艦博物館）	<input type="radio"/>					
	ポリネシア・カルチャー・センター	<input type="radio"/>					
	シーライフ・パーク・ハワイ	<input type="radio"/>					
	ワイキキ水族館	<input type="radio"/>					
	ワイマナロビーチ	<input type="radio"/>					
	ワイメア・ベイ	<input type="radio"/>					
	ワイメア渓谷	<input type="radio"/>					

Q. 24 ハワイ島滞在中にどのエリアに行きましたか？（当てはまるもの全てにマークして下さい。）  
[選択肢のついたハワイ島のマップを入れる]

Q25. オアフ島へはどうやって行きましたか？

- ハワイ州外から直通便で
- ハワイ州内の他島から飛行機で
- クルーズなど船で
- その他（具体的に）

25b. [IF SELECTED “AIR” IN Q25] ダニエル K. イノウエ空港 (HNL) にご到着になった時、空港の施設や手続きはいかがでしたか？

大変良かった	良かった	あまりよくなかった	悪かった
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25c. [IF SELECTED “CRUISE SHIP” IN Q25] ホノルル・ハーバーにご到着になった時、ハーバー施設や手続きはいかがでしたか？

大変良かった	良かった	あまりよくなかった	悪かった
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

お客様情報をご回答ください。

D1. 年齢

\_\_\_\_\_

D2. 性別

- 男性
- 女性

D3. 学歴

- 中学校卒業 / 高校中退
- 高校卒業
- 短大、大学中退
- 職業訓練校/ 技術専門学校卒業
- 2年生短大卒業
- 4年生大学卒業
- 大学院以上卒業

D4. ご職業

- 自営業
- 会社員
- 定年退職者
- 学生
- 主婦
- その他

D5. あなたはハワイに不動産を所有していますか？

- タイムシェアを所有
- タイムシェア以外の不動産を所有
- 今は所有していないが将来に所有する予定
- 所有していない

D6. あなたの（世帯）の2016年度総年収（源泉徴収前）の額は次のどれに当てはまりますか？

- 350万円未満
- 350万円以上、550万円未満
- 550万円以上、750万円未満
- 750万円以上、1,000万円未満
- 1,000万円以上、1,200万円未満
- 1,200万円以上、1,500万円未満
- 1,500万円以上、1,700万円未満
- 1,700万円以上、2,000万円未満
- 2,000万円以上、2,400万円未満
- 2,400万円以上

D7. 過去5年間にあなたはどちらのディスティネーションへ訪問されましたか？（当てはまるもの全てをマークしてください）

- オーストラリア
- バリ
- カナダ
- カリブ海
- 中国
- フィジー
- 日本
- 韓国
- メキシコ
- ニュージーランド
- タイ
- アラスカ
- カリフォルニア
- フロリダ
- ラスベガス
- ニューヨーク
- アメリカのその他の州
- グアム/サイパン
- ヨーロッパ
- 中米
- 南米
- アジアのその他の地域
- 上記以外

27. 今回ハワイに滞在中に次のロゴをご覧になった記憶がありますか？

[insert HVCB post arrival experiences logo]

- 見た
- 見てない
- わからない

[insert ocean safety logo]

- 見た
- 見てない
- わからない

[Q#A] で二つ以上の島にマークした場合  
\_\_\_\_\_島へ訪問された方へおうかがいします。

28. \_\_\_\_\_島についてのアンケートにもご協力いただけますか？

28.

- はい (アンケートを続ける) [次の島のアンケートに進む]
- いいえ (アンケートを送信する) [アンケートを送信する]

ご協力ありがとうございました。

皆様から寄せられたご意見は非常に重要です。ご記入いただいたアンケートは、同添の封筒（郵便料支払い済み）に入れ、  
お早めにご投函下さいますようお願い致します

## APPENDIX A3 **SURVEY INSTRUMENT-CHINESE**



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaiitourismauthority.org](http://hawaiitourismauthority.org)

**David Y. Ige**  
Governor  
**Chris Tatum**  
President and Chief Executive Officer

姓名  
地址  
城市, 邮政编码

您好！

我们衷心希望您在夏威夷度过了一段难忘的美妙时光。

夏威夷旅游局已委托一家夏威夷独立的专业研究公司 **Anthology Research**, 对到访过夏威夷的游客进行问卷调查。

您到访夏威夷期间完成了夏威夷旅游局的调查问卷,并在超过 100 万份有效问卷中被随机抽取, 参加此次游客满意度调查。

夏威夷旅游局尽力确保每位游客的夏威夷之行愉快满意。我们非常感谢您对以下问题的坦率回答。您的回答将有助于改善所有到访夏威夷游客的体验。

您的答卷将会被严格保密, 仅用于研究目的。夏威夷旅游局保证不会把您的姓名公布给任何机构或个人。您的答卷中不含任何可识别的个人信息。我们只发布汇总所有答卷后得出的综合结论, 不关联任何名称、地址等个人信息。

**跟随此链接进入调查问卷 : [\\${l://SurveyLink?d=Take the survey}](#)**

如果您对本调查有任何问题, 请拨打免费电话 (844) 850-3605 联系 **Anthology Research**, 或通过电子邮件联系 [AMGsurvey@anthologygroup.com](mailto:AMGsurvey@anthologygroup.com)。我们感谢您游览夏威夷, 并非常感谢您抽出宝贵的时间完成问卷。

此致,

Chris Tatum  
首席执行官  
夏威夷旅游局



HAWAII TOURISM

A U T H O R I T Y

您好！请您回想一下您最近的夏威夷之旅，然后坦诚地回答每个问题。我们需要您的反馈用以评估游客的满意度。您的回答将有助于我们改善所有游客对夏威夷的体验。您的答卷将被保密。我们会把所有受访者的回答汇总而非依靠个别反馈作为结论。谢谢。

A. 您最近一次旅行中访问过以下哪个岛屿？（多选）

- 欧胡岛 茂宜岛 摩洛凯岛 拉奈岛 夏威夷大岛 可爱岛

#### 1. 您如何评价您最近一次到夏威夷的旅行？

	非常好	高于平均	低于平均	差
夏威夷总体印象	○	○	○	○
您如何评价您在 . . . 的体验?				
欧胡岛(威基基/檀香山)	○	○	○	○
茂宜岛	○	○	○	○
摩洛凯岛	○	○	○	○
拉奈岛	○	○	○	○
夏威夷大岛 (希洛/可纳/火山)	○	○	○	○
可爱岛	○	○	○	○

2. 根据您最近的夏威夷之行，您如何评价夏威夷...

	非常好	高于平均	低于平均	差
提供各种体验	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
不同/独特体验的数量	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
治安与安全	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. 您对这次夏威夷之旅有何看法... ?

- 超出您的期望
- 达到您的期望
- 没有达到您的期望

4. 您如何评价您最近一次夏威夷之旅的整体满意度？

**8      7      6      5      4      3      2      1**

5. 您有多大可能将夏威夷作为一个度假胜地推荐给您的亲朋好友？

可能性不大		不太可能		有些可能		非常可能		不确定
$O^1$	$O^2$	$O^3$	$O^4$	$O^5$	$O^6$	$O^7$	$O^8$	$O^9$

6. 您有多大可能在未来五年回访夏威夷？

可能 性不大	不太可能	有些可能	非常可能	不确定
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>

6b. (如果在第 6 个问题中评分为 1 至 4 或 9) 为什么您不大可能再次访问夏威夷？ (多选)

- 飞行时间太长
- 过于商业化/过度开发
- 人群密集/交通堵塞
- 性价比不高
- 想要去新的地方
- 其他财务问题
- 服务差
- 人不友善/感到不受欢迎
- 健康原因/年龄限制
- 五年再次访问过于频繁
- 太贵
- 没有理由再次访问/没有新的东西
- 其他 (请注明) \_\_\_\_\_

7. 如果您到夏威夷来度假，您会把您最近一次来本州的旅行描述为： (单选)

- 一生中只有一次的旅行
- 特别之旅
- 比大部分的旅行更特别点
- 普通的年度或半年度旅行
- 其他 (请注明) \_\_\_\_\_

**8. 除了您自己，在这次旅行中，还有谁在您的旅行团队中？（多选）**

- 独自旅行
- 我的配偶
- 我 18 岁以下的孩子（们）/孙子（们）
- 我家庭的其他成年人
- 我的朋友/同事
- 我的女朋友/男朋友
- 同性伴侣

**9. 包括您自己，您的旅行团队一共有几个人？**

---

**10. 包括这次旅行，您已经来过夏威夷多少次了？**

---

**11. 您最近一次的夏威夷之旅的主要目的是什么？（单选）**

**11b. 如果有的话，您最近一次的夏威夷之旅的次要目的是什么？（多选）**

	<b>Q11a. 主要目的 (选一个答案)</b>	<b>Q11b. 次要目的</b>
度假	<input type="radio"/>	<input type="radio"/>
出席商务会议或开展业务	<input type="radio"/>	<input type="radio"/>
出席一个年会、会议或研讨会	<input type="radio"/>	<input type="radio"/>
激励/奖励	<input type="radio"/>	<input type="radio"/>
拜访朋友或亲戚	<input type="radio"/>	<input type="radio"/>
结婚/宣誓	<input type="radio"/>	<input type="radio"/>
参加婚礼/宣誓	<input type="radio"/>	<input type="radio"/>
蜜月	<input type="radio"/>	<input type="radio"/>
周年/生日	<input type="radio"/>	<input type="radio"/>
出席/参与文化/历史/音乐/烹饪活动	<input type="radio"/>	<input type="radio"/>
出席/参与体育赛事	<input type="radio"/>	<input type="radio"/>
医疗	<input type="radio"/>	<input type="radio"/>
购物/时尚	<input type="radio"/>	<input type="radio"/>
教育/参观学校	<input type="radio"/>	<input type="radio"/>
家庭聚会/团聚	<input type="radio"/>	<input type="radio"/>
房地产购买或考察	<input type="radio"/>	<input type="radio"/>
拥有一个度假屋/分时度假	<input type="radio"/>	<input type="radio"/>
中转/长途飞行的中途停留	<input type="radio"/>	<input type="radio"/>
其他（请注明）_____	<input type="radio"/>	<input type="radio"/>
没有次要目的	<input type="radio"/>	

**12. 回想一下您最近一次的夏威夷之旅，您提前多久做出以下决定？**

	不到一个月	一个月，但不到两个月	两个月，但不到三个月	三个月，但不到六个月	六个月，但不到一年	一年或一年以上
决定度假/观光之旅						
决定游览夏威夷						
决定游览哪个岛屿						
确定您的旅行日期						
预订						

**13. 您计划旅行时使用以下哪些渠道？（多选）**

- 旅行社/专门从事套餐旅游的公司
- 在线社交媒体网站（即微信、新浪微博）
- 朋友或亲戚的推荐
- 直接来自酒店/度假村（前台/礼宾部/旅游咨询台）的信息
- 智能手机或平板电脑应用
- 直接来自航空公司/商业航空公司的信息
- 个人经验
- 在线旅游预订网站（例如携程、途牛、飞猪、同程、驴妈妈、去哪儿、途风）/在线旅行社
- 旅游信息的网站（即蚂蜂窝、百度旅游、豆瓣旅游、智虎、点评网）
- 夏威夷的目的地网站(GoHawaii.com)
- 杂志/报纸文章
- 旅游指南
- 电视购物频道/电视节目
- 以上这些都不是

*您之前曾表示您去过欧胡岛，所以我们希望问您以下几个问题...*

**14. 您记得在您到达之前，有没有看到或听到欧胡岛的广告？**

- 有
- 没有
- 不确定

**15. 您是受到在夏威夷拍摄的电视节目或电影的影响，计划来欧胡岛旅游的吗？**

- 是
- 不是

**16. 您是被夏威夷音乐激发来欧胡岛旅游的吗？？**

- 是
- 不是

**17. 包括这次旅行，您曾经游览过几次欧胡岛？**

---

**18. 您访问欧胡岛时选择以下哪种住宿类型？**

- 酒店
- 公寓
- 出租屋
- 分时度假单位
- 民宿
- 游轮
- 朋友或亲戚
- 旅社
- 营地、海滩
- 私人住宅的私人房间
- 私人住宅的共用房间/空间
- 其他（请注明）\_\_\_\_\_

**19. 哪一件事使得您对欧胡岛之旅更愉快 (单选)**

- 各种活动/景点/许多选择
- 总体客户服务/招待/人员
- 当地文化/人民/音乐
- 良好的治安
- “Aloha 精神”的体验
- 军事历史遗迹
- 活动/与朋友/家人庆祝
- 沙滩/海洋/风景
- 食物/餐厅质量
- 食物/餐厅品种/用餐选择
- 食物/餐厅/良好服务
- 住宿/符合预期的住宿服务
- 住宿/清洁/维修保养
- 住宿/优质的住宿服务人员
- 租车体验 (排队时间不长、出租车辆状况良好、取车或还车服务/出租汽车公司服务)
- 驾驶体验 (标牌、路面、交通违规、好的司机)
- 路面交通/观光巴士/汽车出行便捷，搭乘出租车便捷
- 其他 (请注明) \_\_\_\_\_

**20. 以下哪一件事情进行改善，能够使您在欧胡岛的逗留更愉快？(单选)**

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li><input type="radio"/> 没有负面的事/一切都很棒</li><li><input type="radio"/> 食物/餐厅质量</li><li><input type="radio"/> 食物/餐厅品种/用餐选择</li><li><input type="radio"/> 食物/餐厅/服务差</li><li><input type="radio"/> 住宿/不符合预期的住宿服务</li><li><input type="radio"/> 住宿/清洁/维修保养</li><li><input type="radio"/> 住宿/劣质的住宿服务人员</li><li><input type="radio"/> 租车体验 (排队时间长、出租车辆状况、拿车或还车服务/出租汽车公司服务)</li></ul> | <ul style="list-style-type: none"><li><input type="radio"/> 驾驶体验 (标牌、路面、交通违规、糟糕的司机)</li><li><input type="radio"/> 路面交通/观光巴士/汽车出行便捷，搭乘出租车便捷各种活动/景点</li><li><input type="radio"/> 总体客户服务/招待/人员</li><li><input type="radio"/> 想体验更多的当地文化</li><li><input type="radio"/> 对安全的顾虑</li><li><input type="radio"/> 交通 (拥塞/缓慢)</li><li><input type="radio"/> 其他 (请注明) _____</li></ul> |
|--|--|

**21. 您在未来五年再次访问欧胡岛的可能性有多大？**

可能性极小	不太可能	有些可能	非常可能	不确定
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>

21b. (如果在第 20 个问题中评分为 1 至 4 或 9) 为什么您不大可能再次访问欧胡岛? (多选)

- 飞行时间太长
  - 过于商业化/过度开发
  - 人群密集/交通堵塞
  - 性价比不高
  - 想要去新的地方
  - 其他财务问题
  - 服务差
  - 人不友善/感到不受欢迎
  - 健康原因/年龄限制
  - 太贵
  - 航班不便利, 中转不方便 (等待时间长, 无合适航班)
  - 无事可做/无聊
  - 没有理由再次访问/没有新的东西
  - 其他 (请注明)
- 

22. 您有多大可能将欧胡岛作为一个访问的地方推荐给您的亲朋好友?

可能性极小	不太可能	有些可能	非常可能	不确定
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>

23. 在这次欧胡岛的旅行中，您参加了以下哪些活动？

	(多选)	欧胡岛	茂宜岛	可爱岛	夏威夷大岛	摩洛凯岛	拉奈岛
观光	自助旅游/驾车环岛游	<input type="radio"/>					
	乘直升机或飞机游览	<input type="radio"/>					
	乘船游览/潜水/观赏鲸鱼	<input type="radio"/>					
	访问城镇/社区	<input type="radio"/>					
	私家豪华轿车/小巴游览/观光巴士	<input type="radio"/>					
	景观/自然风景	<input type="radio"/>					
	电影和电视拍摄地点游览	<input type="radio"/>					
娱乐	海滩/日光浴	<input type="radio"/>					
	趴板/站立桨板	<input type="radio"/>					
	冲浪	<input type="radio"/>					
	独木舟/皮划艇	<input type="radio"/>					
	在海里游泳	<input type="radio"/>					
	浮潜	<input type="radio"/>					
	帆板运动/风筝冲浪	<input type="radio"/>					
	喷气式滑水车运动/帆伞运动	<input type="radio"/>					
	水肺潜水	<input type="radio"/>					
	钓鱼	<input type="radio"/>					
	打高尔夫	<input type="radio"/>					
	跑步/慢跑/健身步行	<input type="radio"/>					
	水疗 (SPA)	<input type="radio"/>					
	远足野营/徒步旅行/野营	<input type="radio"/>					
	农家乐观光 - 例如农场、牧场	<input type="radio"/>					
	体育赛事或锦标赛	<input type="radio"/>					
	公园/植物园	<input type="radio"/>					
	水上乐园	<input type="radio"/>					
	山脉管道/瀑布速降	<input type="radio"/>					
娱乐和餐饮	滑索	<input type="radio"/>					
	跳伞	<input type="radio"/>					
	全地形车辆驾驶 (ATV)	<input type="radio"/>					
	骑马	<input type="radio"/>					
	午餐/日落/晚餐/晚上巡游	<input type="radio"/>					
	现场音乐/舞台表演	<input type="radio"/>					
	夜总会/跳舞/酒吧/卡拉 OK	<input type="radio"/>					
	高档餐厅	<input type="radio"/>					
	家庭餐厅	<input type="radio"/>					
	快餐	<input type="radio"/>					
购物	食物餐车	<input type="radio"/>					
	咖啡馆/咖啡厅	<input type="radio"/>					
	民族餐饮	<input type="radio"/>					
	自己做饭	<input type="radio"/>					
	商场/百货公司	<input type="radio"/>					
	设计师精品店	<input type="radio"/>					
	酒店/度假村商店	<input type="radio"/>					
	旧货交换市场/跳蚤市场	<input type="radio"/>					
	折扣店/奥特莱斯	<input type="radio"/>					
	超市	<input type="radio"/>					

23. 在这次欧胡岛的旅行中，您参加了以下哪些活动？(继续)

	(多选)	欧胡岛	茂宜岛	可爱岛	夏威夷大岛	摩洛凯岛	拉奈岛
历史、文化和美术	历史军事遗址	<input type="radio"/>					
	其他历史遗迹	<input type="radio"/>					
	博物馆/艺术画廊	<input type="radio"/>					
	卢奥烤猪大餐/玻利尼西亚秀/呼拉舞秀	<input type="radio"/>					
	夏威夷尤克里里/呼啦舞/独木舟/花环制作课程	<input type="radio"/>					
	戏剧/演唱会/剧院	<input type="radio"/>					
	艺术/工艺集市	<input type="radio"/>					
	节日/活动 (请注明) _____	<input type="radio"/>					
交通	机场班车	<input type="radio"/>					
	叮当车	<input type="radio"/>					
	公共巴士	<input type="radio"/>					
	观光巴士/观光面包车	<input type="radio"/>					
	出租车/豪华轿车	<input type="radio"/>					
	汽车租赁	<input type="radio"/>					
	搭车 (例如 Uber 或 Lyft)	<input type="radio"/>					
	自行车出租	<input type="radio"/>					
其他	拜访朋友和家人	<input type="radio"/>					
	在非营利组织做志愿者	<input type="radio"/>					
欧胡岛的具体活动	亚特兰蒂斯号潜水艇和游轮	<input type="radio"/>					
	毕夏普博物馆	<input type="radio"/>					
	平等院	<input type="radio"/>					
	钻石山州立纪念碑	<input type="radio"/>					
	都乐菠萝种植园	<input type="radio"/>					
	哈雷瓦镇	<input type="radio"/>					
	恐龙湾自然保护区	<input type="radio"/>					
	哈罗德 L 里昂植物园	<input type="radio"/>					
	夏威夷州立艺术博物馆或檀香山艺术博物馆	<input type="radio"/>					
	夏威夷种植园农庄	<input type="radio"/>					
	火玛卢夏植物园	<input type="radio"/>					
	伊欧拉尼皇宫国家纪念碑	<input type="radio"/>					
	凯威海岸线及玛卡普吾路径	<input type="radio"/>					
	古兰尼私人自然保护区	<input type="radio"/>					
	拉尼凯或凯路亚海滩	<input type="radio"/>					
	马诺阿瀑布	<input type="radio"/>					
	太平洋国家纪念公墓	<input type="radio"/>					
	努阿努帕里大风口	<input type="radio"/>					
	珍珠港 (美国亚利桑那号战舰纪念馆、密苏里号战舰纪念馆、太平洋航空博物馆、鲍芬号潜水艇博物馆与公园、二次世界大战太平洋国家纪念碑)	<input type="radio"/>					
	波利尼西亚文化中心	<input type="radio"/>					
	夏威夷海洋生物公园	<input type="radio"/>					
	威基基水族馆	<input type="radio"/>					
	威玛纳诺海滩	<input type="radio"/>					
	威美亚海湾	<input type="radio"/>					
	威美亚山谷	<input type="radio"/>					

24. 在欧胡岛逗留期间，您游览过以下哪些地方？（多选）

25. 您使用哪种交通工具到达欧胡岛？

- 乘坐夏威夷州外的直飞航班
- 乘坐相邻岛屿间的飞机航班
- 游轮/其他海洋船只
- 其他（请注明）\_\_\_\_\_

25b. [如果在第 25 中问题中选择“乘飞机”] 您如何评价在檀香山国际机场（HNL）的体验？

优秀	高于 平均	低于 平均	差
	○	○	
○	○	○	○

25c. [如果在第 25 个问题中选择“游轮”] 您如何评价在檀香山海港的体验？

优秀	高于平均	低于平均	差
	○	○	
○	○	○	○

**最后，为了统计目的，我们想更多了解一些您的情况。**

**D1. 您的年龄**

---

**D2. 您的性别**

- 男
- 女

**D3. 请标明您最高学历**

- 高中未毕业或以下学历
- 高中毕业
- 大学未毕业
- 职业技术学校
- 2年制学位
- 大学毕业 (4年)
- 研究生学位或以上

**D4. 您的就业状况**

- 个体经营
- 公司职员
- 退休
- 学生
- 家庭主妇
- 其他

**D5. 您在夏威夷拥有财产吗？**

- 有，我拥有分时度假单位
- 有，我拥有其他类型的房地产
- 没有，但我计划将来拥有
- 没有

**D6. 以下哪一类是2017年您税前年度家庭总收入（以美元计算）？**

- \$40,000 以下
- \$40,000 至 \$59,999
- \$60,000 至 \$79,999
- \$80,000 至 \$99,999
- \$100,000 至 \$124,999
- \$125,000 至 \$149,999
- \$150,000 至 \$174,999
- \$175,000 至 \$199,999
- \$200,000 至 \$249,999
- \$250,000 或更高

**D7. 在过去5年中，您游览了以下哪些目的地？（多选）**

- 澳大利亚
- 巴厘岛
- 加拿大
- 加勒比海
- 中国
- 斐济
- 日本
- 韩国
- 墨西哥
- 新西兰
- 泰国
- 阿拉斯加
- 加利福利亚
- 佛罗里达
- 拉斯维加斯
- 纽约市
- 其他美国各州
- 关岛/塞班岛
- 欧洲
- 中美洲
- 南美洲
- 其他亚洲地区
- 以上这些都不是

**26. 在您逗留夏威夷期间，您是否看到过以下任何图像/标志？**

- 是
- 否
- 不确定

- 是
- 否
- 不确定

**[如果在回答中选择多于一个岛屿]**

您表示您还参观了 \_\_\_\_\_ 岛。

**27. 您愿意告诉我们您在那个岛上的体验吗？**

- 是（继续）[继续到下一个岛模块]
- 否（提交调查）[提交调查]

您的反馈和意见十分重要。

**MAHALO FOR YOUR KOKUA (谢谢您的帮助)。**

## APPENDIX A4 SURVEY INSTRUMENT-KOREAN



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaiitourismauthority.org](http://hawaiitourismauthority.org)

**David Y. Ige**  
Governor  
**Chris Tatum**  
President and Chief Executive Officer

성명  
주소  
도시, 주, 우편번호

알로하!

하와이에서 즐거운 여행이 되셨기를 바랍니다. 하와이 관광청은 섬에 방문하신 분들을 대상으로 설문조사를 시행하고 있으며 리서치 전문 업체인 **앤플로지 리서치**(Anthology Research)에 설문조사를 위임하고 있습니다.

하와이 방문 당시 하와이 관광청에서 실시하는 설문지 조사에 참여해 주셔서 감사합니다. 작성된 백 만개가 넘는 설문지 중 추첨을 통해 귀하의 이름이 이번 방문객 만족도 조사에 선정되었습니다.

저희는 하와이를 방문하는 모든 관광객 여러분들께서 하와이에 머무르시는 동안 잊지 못할 시간을 보낼 수 있도록 최선을 다하고 있습니다. 하와이가 최고의 관광지로 거듭날 수 있도록 여행의 만족도에 대한 솔직한 의견을 알려주시면 감사하겠습니다.

귀하의 솔직한 의견은 하와이 관광 산업의 발전에 큰 도움이 될 것입니다. 본 설문조사에 대한 응답은 모두 비공개로 저장되며, 본 설문지에 기재한 귀하의 정보는 설문조사의 목적 이외에는 어떠한 용도로도 사용되지 않습니다. 또한, 설문조사 결과에 응답자 개인을 식별할 수 있는 내용은 일체 제외되며, 설문에 대한 전체적인 통계 데이터만 연구에 반영될 예정입니다.

인터넷 사용이 가능할 경우, 다음 웹사이트의 링크를 통해 온라인 설문조사에 참여하시기를 권장합니다. :  
[\\${I://SurveyLink?d=Take the survey}](http://SurveyLink?d=Take the survey)

본 설문조사에 대하여 궁금한 점은 **앤플로지 리서치**(Anthology Research)의 무료전화(844)-850-3605 또는 이메일([AMGSurvey@anthologygroup.com](mailto:AMGSurvey@anthologygroup.com))로 문의해주시기 바랍니다. 하와이를 방문해 주셔서 다시 한 번 깊은 감사 드리며 설문조사에 적극적인 참여 부탁 드립니다.

(Chris Tatum) 드림  
하와이 관광청 청장



## 2018년도 방문객 만족도 조사

알로하! 가장 최근에 경험한 하와이 여행에 대한 귀하의 솔직한 의견을 들려 주십시오. 귀하의 의견은 하와이 섬들을 방문하시는 관광객 여러분들의 여행 만족도에 대한 평가로 활용되며, 이에 따라 모든 방문객들이 하와이에서 보다 나은 여행을 하는데 큰 도움이 됩니다. 본 설문조사의 답변 내용은 비공개로 저장됩니다. 응답은 개별적 답변이 아닌 전체의 집계 결과로써 사용됩니다. 감사합니다.

**설문지 작성법:** 응답은 검은 펜이나 연필로 각 질문의 동그라미를 색칠하거나 [●] 기입란에 직접 써서 작성해 주십시오. 응답이 끝난 설문지는 동봉한 요금별납 봉투에 넣어 발송해 주시기 바랍니다.

표기 방법	
올바른 예	잘못된 예
● ● ● ● ●	⊗ ⊖ ⊛ ⊚ ○

**A. 최근에 다녀온 여행에서는 아래 중 어느 섬을 방문했습니까? (해당사항 모두 표시)**

오아후 마우이 몰로카이 라나이 하와이섬 카우아이

**1. 가장 최근 방문한 하와이주 섬들을 어떻게 평가하십니까?**

	아주 좋음	평균 이상	평균 이하	좋지 않음
하와이주 전체	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>귀하의 여행 경험을 어떻게 평가하십니까?</b>				
오아후 (와이키키/호놀룰루)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
마우이	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
몰로카이	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
라나이	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
하와이섬 (힐로/코나/화산)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
카우아이	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

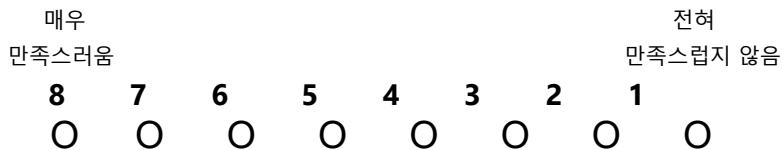
**2. 가장 최근 경험한 하와이 여행을 바탕으로, 하와이주를 어떻게 평가하십니까?**

	아주 좋음	평균 이상	평균 이하	좋지 않음
다양한 경험들을 제공한다	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
색다른/독특한 경험들이 많다	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
안전하고 안심되는 여행지이다	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. 이번 하와이주 여행은 어떠셨나요?

- 기대 이상이었다       기대한 대로였다       기대에 못 미쳤다

4. 최근 방문한 하와이주에 대한 전반적인 만족도는 어떻게 평가하십니까?



5. 하와이주를 친구와 친척에게 휴가 여행지로 추천하겠습니까?

전혀	그렇지 않다	그렇다	그렇다	매우 모르겠다
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>

6. 하와이주를 5년 이내에 다시 방문하고 싶습니까?

전혀	그렇지 않다	그렇다	그렇다	매우 모르겠다
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>	<input type="radio"/> <sup>5</sup>

6b. (만약 6번 질문에 1에서 4 또는 9로 평가했다면) 하와이주에 다시 방문하고 싶지 않다고 생각한 이유는 무엇입니까? (해당사항 모두 표시)

- 비행시간이 너무 길다
- 상업화와 개발화가 지나치게 진행되었다
- 사람/교통이 너무 혼잡하다
- 가격대비 가치가 떨어진다
- 어딘가 새로운 곳에 가고 싶다
- 기타 금전적 부담
- 서비스가 좋지 않다
- 사람들이 친절하지 않다/환영받지 못한다고 느꼈다
- 건강상 문제/나이 제한
- 5년 이내는 너무 이르다
- 물가가 너무 비싸다
- 다시 방문할 이유가 없다/새롭지가 않다
- 기타 (구체적으로 명시) \_\_\_\_\_

7. 만약에 귀하의 최근 하와이주 방문 목적이 휴가였다면 어떤 의미의 여행이었는지 선택해주세요:  
(하나만 선택)

- 평생에 단 한번뿐인 여행
- 특별한 경우
- 대부분의 여행보다는 특별했던 여행
- 매년 또는 반년에 한 번씩 가는 정기 여행
- 기타 (구체적으로 명시) \_\_\_\_\_

8. 이 여행의 동반자는 누구였습니까? (해당사항 모두 표시)

- 자신 (혼자 여행했음)
- 배우자
- 18 세 미만 자녀/손주
- 그 밖의 성인 가족
- 친구/동료
- 여자친구/남자친구
- 동성의 파트너

9. 본인을 포함한 이번 여행의 동반자는 몇 명이었습니까?

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10. 이번 여행을 포함해서 몇 번째 하와이주 방문이었습니까?

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11. 귀하의 이번 하와이주 방문의 주요 목적은 무엇입니까? (하나만 선택)

11b. 귀하의 이번 방문에 부차적인 목적은 무엇입니까? (해당사항 모두 표시)

	Q11. 주요 목적 (하나만 선택)	Q11b. 기타 목적 (복수응답 가능)
휴가	<input type="radio"/>	<input type="radio"/>
사업 및 업무 관련 회의 또는 출장	<input type="radio"/>	<input type="radio"/>
학술회의 또는 세미나 참석	<input type="radio"/>	<input type="radio"/>
포상 휴가	<input type="radio"/>	<input type="radio"/>
친구나 친척 방문	<input type="radio"/>	<input type="radio"/>
본인 결혼 또는 결혼식	<input type="radio"/>	<input type="radio"/>
지인 결혼식	<input type="radio"/>	<input type="radio"/>
신혼여행	<input type="radio"/>	<input type="radio"/>
기념일/생일	<input type="radio"/>	<input type="radio"/>
문화/역사/음악/ 미식 행사 참석	<input type="radio"/>	<input type="radio"/>
스포츠 행사 참석	<input type="radio"/>	<input type="radio"/>
의료적 치료	<input type="radio"/>	<input type="radio"/>
쇼핑/패션	<input type="radio"/>	<input type="radio"/>
교육/학교 방문	<input type="radio"/>	<input type="radio"/>
가족 모임/동창회	<input type="radio"/>	<input type="radio"/>
부동산 구입 또는 검토	<input type="radio"/>	<input type="radio"/>
별장/공동 사용용 아파트 이용	<input type="radio"/>	<input type="radio"/>
경유지	<input type="radio"/>	<input type="radio"/>
기타 (구체적으로 명시) _____	<input type="radio"/>	<input type="radio"/>
부차적인 목적 없음		<input type="radio"/>

12. 이번 하와이 여행을 위해 아래 항목들을 결정한 시기가 언제입니까?

	1 개월 이내	1 개월 ~ 2 개월	2 개월~ 3 개월	3 개월 ~ 6 개월	6 개월 ~ 1 년	1 년 이상
여행 결정 시기						
목적지(하와이) 결정						
방문할 섬 결정						
여행 일자 결정						
여행 예약 시작						

**13. 귀하의 여행을 계획하면서 아래 중 어느 매체를 이용했습니까?**

(해당사항 모두 표시)

- 여행사/패키지 전문 여행사
- 온라인 및 SNS(ex. 페이스북/트위터/인스타그램)
- 친구나 친척으로부터 추천
- 호텔/리조트 정보 (안내데스크/호텔 직원/투어 데스크)
- 항공사의 정보
- 개인적 경험
- 온라인 여행 예약 사이트 (ex. 익스피디아/카약/오르비츠)/온라인 여행사
- 여행 정보 웹사이트
- 여행 블로그
- 스마트폰/태블릿
- 하와이 관광청 공식 홈페이지(GoHawaii.com)
- 잡지/신문 기사
- 여행 가이드 북
- TV 홈쇼핑/TV 프로그램
- 해당사항 없음

귀하는 오아후를 방문했다고 이전에 표시하였으므로 방문 당시에 대한 몇 가지 질문을 드리겠습니다.

**14. 귀하가 도착하기 전에 오아후에 대한 광고를 보거나 들은 기억이 있습니까?**

- 예
- 아니요
- 모르겠다

**15. 하와이에서 촬영한 TV 프로그램이나 영화가 오아후 방문에 동기 부여가 되었습니까?**

- 예
- 아니요

**16. 하와이 음악이 오아후 방문에 동기 부여가 되었습니까?**

- 예
- 아니요

**17. 이번 방문을 포함해서 오아후에는 몇 번째 방문입니까?**

\_\_\_\_\_

18. 오아후 방문 당시 어떤 종류의 숙소에 머물렀습니까?

- 호텔
- 아파트
- 렌트 하우스
- 공동 숙박 시설/쉐어하우스
- 민박
- 크루즈
- 친구나 친척 집
- 호스텔
- 캠핑장, 해변
- 개인 주택의 개인 방
- 개인 주택의 공동 사용 방/공간
- 기타 (구체적으로 명시) \_\_\_\_\_

19. 귀하의 오아후 방문을 더욱 즐겁게 만들었던 한 가지 요인은 무엇입니까? (하나만 선택)

- 다양한 종류의 액티비티/관광 명소/다양한 옵션
- 전반적인 고객 서비스/친절함/사람들
- 지역 문화/사람들/음악
- 안전에 대한 안도감 (밤에 걸어 다닐 수 있음)
- “알로하 정신”을 느낄 수 있음
- 군사 유적지
- 친구/가족과 행사
- 해변/바닷가
- 자연/자연미/풍경
- 음식/식당의 품질
- 음식/다양한 종류의 식당
- 식당의 우수한 서비스
- 숙소/예약상태
- 숙소의 관리상태 및 청결도
- 숙소 직원의 우수한 고객 서비스
- 렌트카 서비스 (긴 대기시간 없음, 렌트카의 상태, 체크인이나 아웃 서비스/렌트카 회사의 서비스 모두 양호 했음)
- 운전 환경 (신호체계, 교통법규 준수)
- 투어 버스/리무진 또는 택시 등의 편리함
- 기타 (구체적으로 명시) \_\_\_\_\_

20. 귀하의 오아후 방문을 더욱 즐겁게 만들 수 있도록 개선할 점이 아래의 내용 중에 있다면 알려주십시오.

(하나만 선택)

- 부정적인 부분 없음 /모든 것이 좋았음
- 음식/식당의 품질
- 음식/다양한 종류의 식당
- 음식/식당의 수준 낮은 서비스
- 숙소/예약상태
- 숙소/관리 및 청결도
- 숙소/직원의 수준 낮은 서비스
- 렌트카 서비스 (긴 대기시간, 렌트카의 상태, 체크인이나 아웃 중 불친절한 서비스)

- 운전 (신호체계, 교통법규 준수)
- 투어 버스/리무진 또는 택시 등의 편리함
- 다양한 종류의 액티비티/관광 명소
- 전반적인 고객 서비스
- 더 많은 현지 문화를 경험하고 싶음
- 안전에 대한 우려
- 교통 (혼잡/정체)
- 기타 (구체적으로 명시) \_\_\_\_\_

21. 오아후를 5년 이내에 다시 방문하고 싶습니까?

전혀 그렇지 않다	그렇지 않다	그렇다	그렇다 매우 모르겠다
<input type="radio"/> <sup>1</sup>	<input type="radio"/> <sup>2</sup>	<input type="radio"/> <sup>3</sup>	<input type="radio"/> <sup>4</sup>

21b. (만약 20번 질문에 1에서 4 또는 9로 평가했다면) 오아후에 다시 방문하고 싶지 않다고 생각한 이유는 무엇입니까? (해당사항 모두 표시)

- 비행시간이 너무 길다
- 상업화와 개발화가 지나치게 진행되었다
- 사람/교통이 너무 혼잡하다
- 가격대비 가치가 떨어진다
- 어딘가 새로운 곳에 가고 싶다
- 기타 금전적 부담
- 서비스가 좋지 않다
- 사람들이 친절하지 않다/환영받지 못한다고 느꼈다
- 건강상 문제/나이 제한
- 물가가 너무 비싸다
- 불편한 여행 항공편 (긴 경유시간, 원하는 비행기를 타지 못 했다)
- 할 것이 없다/지루하다
- 다시 방문할 이유가 없다/새롭지가 않다
- 기타 (구체적으로 명시) \_\_\_\_\_

22. 오아후를 친구와 친척에게 휴가 여행지로 추천하겠습니까?

전혀	그렇지 않다	그렇지 않다	그렇다	그렇다	매우 모르겠다
<input type="radio"/>					

23. 이번 오아후 여행에서 참여한 활동에 대해 표시해 주십시오.

	(해당사항 모두 표시)	오아후	마우이	카우아이	하와이섬	몰로카이	라나이
수영	개인(자유 여행)/섬 주변 드라이브	<input type="radio"/>					
	헬리콥터/비행기 투어	<input type="radio"/>					
	보트 투어/해저 투어/고래 구경하기	<input type="radio"/>					
	도시/지역 방문	<input type="radio"/>					
	개인용 리무진/밴/투어 버스	<input type="radio"/>					
	관광 명소/랜드마크 방문	<input type="radio"/>					
	영화/TV 촬영지 관광	<input type="radio"/>					
레크리에이션	비치/일광욕	<input type="radio"/>					
	바디보딩/스탠드업 패들보딩	<input type="radio"/>					
	서핑	<input type="radio"/>					
	카누/카약	<input type="radio"/>					
	바다 수영	<input type="radio"/>					
	스노클링	<input type="radio"/>					
	원드서핑/카йт서핑	<input type="radio"/>					
	제트스키/파러세일링	<input type="radio"/>					
	스쿠버 다이빙	<input type="radio"/>					
	낚시	<input type="radio"/>					
	골프	<input type="radio"/>					
	러닝/조깅/피트니스 위킹	<input type="radio"/>					
	스파	<input type="radio"/>					
	배낭여행/등산/캠핑	<input type="radio"/>					
	농장/목장 관광	<input type="radio"/>					
	스포츠 이벤트/토너먼트	<input type="radio"/>					
	공원/식물원	<input type="radio"/>					
	워터파크	<input type="radio"/>					
	산 튜빙/폭포 라펠	<input type="radio"/>					
숙박/식사	짚라이닝	<input type="radio"/>					
	스카이다이빙	<input type="radio"/>					
	4륜 산악 오토바이(ATV)	<input type="radio"/>					
	승마	<input type="radio"/>					
	런치/일몰/디너/야간 크루즈	<input type="radio"/>					
	라이브 음악/스테이지 쇼	<input type="radio"/>					
	나이트클럽/댄스/바/가라오케	<input type="radio"/>					
	고급 레스토랑	<input type="radio"/>					
	패밀리 레스토랑	<input type="radio"/>					
	패스트푸드	<input type="radio"/>					

## APPENDIX B1 SCREENSHOTS OF THE WEB SURVEY (ENGLISH)

100%

 **HAWAII TOURISM**  
AUTHORITY

English ▾

**2018 VISITOR SATISFACTION SURVEY**

Aloha! Please answer each question candidly, thinking of your most recent trip to Hawai'i. We need your feedback to evaluate how well we take care of those who visit our islands. Your answers will help us improve the Hawai'i experience for all visitors.

Your responses will be kept completely confidential; answers from all respondents will be tallied as totals, not individual responses. Mahalo.

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 **HAWAII TOURISM**  
AUTHORITY

English ▾

Which of the following islands did you visit on this most recent trip?

(Select all that apply)

Island of O'ahu (Waikiki/Honolulu)  Island of Maui  Island of Moloka'i  Island of Lāna'i  Island of Hawai'i  Island of Kaua'i

---

How would you rate your most recent trip to the state of Hawai'i?

	Excellent	7	6	Above Average	Below Average	3	2	Poor
State of Hawai'i Overall	<input type="radio"/>							

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100%



## HAWAII TOURISM AUTHORITY

English

How would you rate your experience on ...?

	Excellent 8	7	6	Above Average 5	Below Average 4	3	2	Poor 1
Island of O'ahu (Waikiki/ Honolulu)	<input type="radio"/>							
Island of Maui	<input type="radio"/>							
Island of Moloka'i	<input type="radio"/>							
Island of Lāna'i	<input type="radio"/>							
Island of Hawai'i (Hilo/ Kona/ Volcano)	<input type="radio"/>							
Island of Kaua'i	<input type="radio"/>							

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## HAWAII TOURISM AUTHORITY

English

Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on...

	Excellent 8	7	6	Above Average 5	Below Average 4	3	2	Poor 1
Offering a variety of experiences	<input type="radio"/>							
The number of different/unique experiences	<input type="radio"/>							
Being a safe and secure destination	<input type="radio"/>							

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# HAWAII TOURISM

A U T H O R I T Y

English

Would you say this trip to the state of Hawai'i...?

Exceeded your expectations

Met your expectations

Did not meet your expectations

How would you rate your overall satisfaction with your most recent trip to the state of Hawai'i?

Extremely Satisfied  
8

7

6

5

4

3

2

Not at all Satisfied  
1

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# HAWAII TOURISM

A U T H O R I T Y

English

How likely are you to recommend the state of Hawai'i as a vacation place to your friends and relatives?

Very likely  
8

7

6

Somewhat likely  
5

Somewhat unlikely  
4

3

2

Very unlikely  
1

Not sure

How likely are you to return to visit the state of Hawai'i in the next **five** years?

Very likely  
8

7

6

Somewhat likely  
5

Somewhat unlikely  
4

3

2

Very unlikely  
1

Not sure

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HAWAII TOURISM  
AUTHORITY

English ▾

Why would you be unlikely to revisit the state of Hawai'i ?

(Select all that apply)

Flight too long	Unfriendly people/ felt unwelcome
Too commercial/ overdeveloped	Poor health/ age restriction
Too crowded/ congested/ traffic	Five years is too soon to revisit
Not enough value for the price	Too expensive
Want to go someplace new	No reason to return/ nothing new
Other financial obligations	Other (please specify) <input type="text"/>
Poor service	

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HAWAII TOURISM  
AUTHORITY

English ▾

If you came to Hawai'i on vacation, would you describe your most recent trip to the state as:

(Select only one)

A once in a lifetime trip

A special occasion

More special than most trips we take

A regular annual or semi-annual trip

Other

In addition to yourself, on this trip, who else was in your travel party?

(Select all that apply)

Myself only (traveled alone/ no one else)

My friends/ associates

My spouse

My girlfriend/ boyfriend

My child(ren)/ grandchild(ren) under 18

Same sex partner

Other adult members of my family

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HAWAII TOURISM  
AUTHORITY

English

Including yourself, how many people traveled with you in your immediate party?

Including this trip, how many times have you visited the state of Hawai'i?



HAWAII TOURISM  
AUTHORITY

English ▾

What was the **primary purpose** of your most recent trip to the state of Hawai'i?

(Select only one)

Vacation	Attend/ participate in a sporting event
Attend a business meeting or conduct business	Medical treatment
Attend a convention, conference or seminar	Shopping/ fashion
Incentive/ reward	Education/ visit schools
Visit friends or relatives	Family gathering/ reunion
Get married/ vow renewal	Real estate purchase or viewing
Attend/ participate in a wedding/ vow renewal	Have a vacation home/ timeshare
Honeymoon	Layover/ break up long flight
Anniversary/ birthday	Other (please specify) <input type="text"/>
Attend/ participate in a cultural/ historical/ musical/ culinary event	

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# HAWAII TOURISM

AUTHORITY

English

What, if any, was the **secondary purpose** of your most recent visit?

(Select all that apply)

No secondary purpose	Attend/ participate in a sporting event
Attend a business meeting or conduct business	Medical treatment
Attend a convention, conference or seminar	Shopping/ fashion
Incentive/ reward	Education/ visit schools
Visit friends or relatives	Family gathering/ reunion
Get married/ vow renewal	Real estate purchase or viewing
Attend/ participate in a wedding/ vow renewal	Have a vacation home/ timeshare
Honeymoon	Layover/ break up long flight
Anniversary/ birthday	Other (please specify) <input type="text"/>
Attend/ participate in a cultural/ historical/ musical/ culinary event	



# HAWAII TOURISM

AUTHORITY

English

Thinking back on your most recent trip to Hawai'i, how far in advance did you make the following decisions?

	Less than one month	One month, but less than two months	Two months, but less than three months	Three months, but less than six months	Six months, but less than one year	One year or more
Decision to take vacation/pleasure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decision to visit Hawai'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decision on which islands to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determining the dates of your trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Begin booking your trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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# HAWAII TOURISM

A U T H O R I T Y

English ▾

Which of the following sources did you use when **planning** your trip?

(Select all that apply)

Travel agents/ companies specializing in packaged tours

Travel blogs

Social media (i.e. Facebook, Twitter, Instagram)

Smart phone/ tablet apps

Recommendations from friends or relatives

Hawai'i's destination website (GoHawaii.com)

Information from hotels/ resorts (front desk/ concierge/ tour desk)

Magazines/ newspaper articles

Information from airline/ commercial carriers

Guide books

Personal experience

Television shopping channel/ television program

Online travel booking site (i.e. Expedia, Kayak or Orbitz)/ online travel agent

**None of these**

Travel informational websites

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# HAWAII TOURISM

AUTHORITY

English

You previously indicated you visited the **island of O'ahu**, so we would like you to ask you a few questions about your visit...

Do you remember seeing or hearing advertising for the island of O'ahu prior to your arrival?

Yes

No

Not sure

Were you motivated to visit O'ahu by a television program or movie filmed in Hawai'i?

Yes

No

Were you motivated to visit O'ahu by Hawaiian music?

Yes

No

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# HAWAII TOURISM

AUTHORITY

English

Including this trip, how many times have you visited the island of O'ahu?

At what type of accommodations did you stay while on O'ahu?

(Select all that apply)

Hotel	Friends or Relatives
Condominium	Hostel
Rental House	Camp Site, Beach
Timeshare Unit	Private Room in Private Home
Bed & Breakfast	Shared Room/ Space in Private Home
Cruise Ship	Other (please specify) <input type="text"/>

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What **ONE** thing made your visit to O'ahu more enjoyable?

(Select only one)

Variety of activities/ attractions/ many choices	Food/ restaurant variety/ dining options
Overall customer service/ hospitality/ the people	Food/ restaurant/ good service
Local culture/ people/ music	Accommodations/ was as promised
Feeling safe (able to walk at night)	Accommodations/ cleanliness/ upkeep
Feeling of the "Aloha Spirit"	Accommodations/ good service from staff
Military historical sites	Rental car experience (no long waits in line, good condition of rental car, check in or out service/ rental car company service)
Events/ celebrations with friends/ family	Driving experience (signage, road surface, good drivers)
Beach/ ocean	Availability of ground transportation/ tour buses/ limos, availability of taxi cabs etc.
Nature/ natural beauty/ scenery	Other (please specify)  <input type="text"/>
Food/ restaurant quality	

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# HAWAII TOURISM

AUTHORITY

English

What **ONE** thing could be improved to make your stay on O'ahu more enjoyable?

(Select only one)

No negatives/ everything was great	Driving experience (signage, road surface, traffic violations, bad drivers)
Food/ restaurant quality	Availability of ground transportation/ tour busses/ limos, availability of taxi cabs etc.
Food/ restaurant variety/ dining options	Variety of activities/ attractions
Food/ restaurant/ poor service	Overall customer service/ hospitality/ the people
Accommodations/ not as promised	Would like to experience more local culture
Accommodations/ cleanliness/ upkeep	Concerns about safety
Accommodations/ poor service from staff	Traffic (congested/slow)
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	Other (please specify)  <input type="text"/>

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HAWAII TOURISM  
AUTHORITY

English

How likely are you to visit O'ahu again in the next **five** years?



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# HAWAII TOURISM

A U T H O R I T Y

English

Why would you be unlikely to revisit O'ahu?

(Select all that apply)

Flight too long	Unfriendly people/ felt unwelcome
Too commercial/ overdeveloped	Poor health/ age restriction
Too crowded/ congested/ traffic	Too expensive
Not enough value for the price	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
Want to go someplace new	Nothing to do/ boring
Other financial obligations	No reason to return/ nothing new
Poor service	Other (please specify)  <input type="text"/>

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HAWAII TOURISM  
AUTHORITY

English

How likely are you to recommend O'ahu as a place to visit to your friends and relatives?



During this trip on O'ahu, which of the following activities did you participate in?

**Sightseeing**

(Select all that apply)

On own (self-guided)/ driving around island

Private limousine/ van tour/ tour bus

Helicopter ride or airplane tour

Scenic views/ natural landmarks

Boat Tour/ submarine ride/ whale watching

Movie and television filming location tours

Visiting towns/ communities

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During this trip on O'ahu, which of the following activities did you participate in?

### Recreation

(Select all that apply)

Beach/ sunbathing	Spa
Bodyboarding/ stand up paddle boarding	Backpacking/ hiking/ camping
Surfing	Agritourism – i.e. farms, ranches
Canoeing/ kayaking	Sports event or tournament
Swimming in the ocean	Parks/ botanical gardens
Snorkeling	Waterparks
Windsurfing/ kitesurfing	Mountain tubing/ waterfall rappel
Jet skiing/ parasailing	Zip-lining
Scuba diving	Skydiving
Fishing	All-terrain vehicle riding (ATV)
Golf	Horseback riding
Running/ jogging/ fitness walking	

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During this trip on O'ahu, which of the following activities did you participate in?

### Entertainment & Dining

(Select all that apply)

Lunch/ sunset/ dinner/ evening cruise

Fast food

Live music/ stage show

Food truck

Nightclub/ dancing/ bar/ karaoke

Café/ coffee house

Fine dining

Ethnic dining

Family restaurant

Prepared own meals

### Shopping

(Select all that apply)

Malls/ department stores

Supermarkets

Designer boutiques

Farmer's market

Hotel/ resort stores

Convenience stores

Swap meet/ flea market

Duty free stores

Discount/ outlet stores

Local shops and artisans

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During this trip on O'ahu, which of the following activities did you participate in?

### History, Culture & Fine Arts

(Select all that apply)

Historic military site	Lessons such as 'ukulele/ hula/ canoeing/ lei-making
Other historic site	Play/ concert/ theatre
Museum/ art gallery	Art/ craft fair
Lū'au/ Polynesian show/ hula show	Festival/ events (specify) <input type="text"/>

### Transportation

(Select all that apply)

Airport shuttle	Taxi/ limousine
Trolley	Rental car
Public bus	Ride share (e.g., Uber or Lyft)
Tour bus/ tour van	Bicycle rental

### Other Activities

(Select all that apply)

Visiting friends and family	Volunteer at a non-profit
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HAWAII TOURISM  
AUTHORITY

English

During this trip on O'ahu, which of the following activities did you participate in?

**O'ahu-specific Activities**

(Select all that apply)

Atlantic Submarines and Cruises	Kualoa Private Nature Reserve (Kualoa Ranch)
Bernice P. Bishop Museum	Lanikai or Kailua Beach
Byodo-In Temple	Manoa Falls
Diamond Head State Monument	National Memorial Cemetery of the Pacific
Dole Plantation	Nu'uuanu Pali Lookout
Heiau	Pearl Harbor (Arizona Memorial, Battleship Missouri Memorial, Pacific Aviation Museum, USS Bowfin Submarine Museum, WWII Valor in the Pacific National Monument)
Hanauma Bay Nature Preserve	Polynesian Cultural Center
Harold L. Lyon Arboretum	Sea Life Park Hawaii
Hawaii State Art Museum or Honolulu Museum of Art	Waikiki Aquarium
Hawaii's Plantation Village	Waimanalo Beach
Ho'omaluhia Botanical Garden	Waimea Bay
'Iolani Palace State Monument	Waimea Valley
Kahili State Scenic Shoreline & Makapu'u Trail	

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# HAWAII TOURISM

A U T H O R I T Y

English

Which of the following areas did you visit during your stay on O'ahu?

(Click on any the colored areas of the map that apply)



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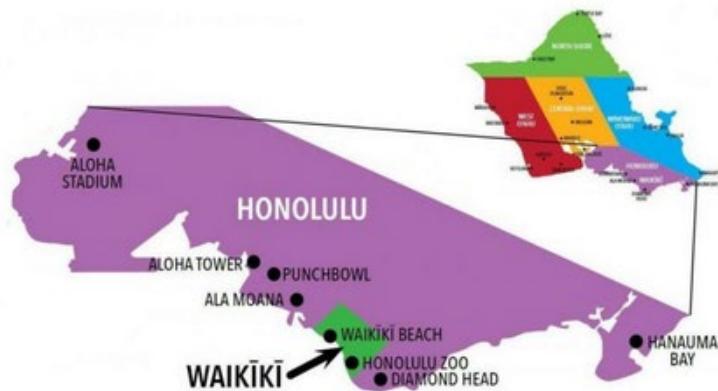


# HAWAII TOURISM AUTHORITY

English

You indicated that you visited the Honolulu and/or Waikiki area(s) during your recent stay on O'ahu. Which area(s) did you visit?

(Click on the colored areas of the map that apply. If you visited Honolulu and Waikiki, please select both.)



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# HAWAII TOURISM

A U T H O R I T Y

English

How did you arrive to O'ahu?

Direct flight from outside of  
Hawai'i

Cruise ship/ other ocean vessel

Flight from a neighbor island

Other (please specify)

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HAWAII TOURISM  
AUTHORITY

English

How would you rate your experience arriving at **Honolulu Harbor**?



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HAWAII TOURISM  
AUTHORITY

English

*Lastly, we would like to learn a little more about you for statistical purposes.*

What is your age?

What is your gender?

Male

Female



HAWAII TOURISM  
AUTHORITY

English

Please indicate your highest level of education/ training:

Some/ No high school

Associates (2 year) degree

High school graduate

College graduate (4 year)

Some college

Post graduate degree

Vocational/ technical

What is your employment status?

Self-Employed

Student

Employed, working for someone else

Homemaker

Retired

Other

Do you own property in the state of Hawai'i?

Yes, I own timeshare unit(s)

No, but I plan to in the future

Yes, I own other types of property

No

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HAWAII TOURISM  
AUTHORITY

English ▾

Which of the following categories includes your household's total annual income from all sources before taxes for 2017 (in US dollars)?

Up to \$40,000	\$125,000 to \$149,999
\$40,000 to \$59,999	\$150,000 to \$174,999
\$60,000 to \$79,999	\$175,000 to \$199,999
\$80,000 to \$99,999	\$200,000 to \$249,000
\$100,000 to \$124,999	\$250,000 or more

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HAWAII TOURISM  
AUTHORITY

English

During this trip on Moloka'i, which of the following activities did you participate in?

**Moloka'i-specific Activities**

(Select all that apply)

Ali'i Fishpond	Moloka'i Mule Ride
Halawa Beach Park	Moloka'i Museum & Cultural Center
Halawa Valley	Olo'upena Falls
Kalaupapa National Historical Park	One Ali'i Beach Park
Kamakou	Pala'au State Park
Kapuaiwa Coconut Grove	Papohaku Beach
Kapukahehu Beach (Dixie Maru Beach)	Wailau Valley
Kumimi Beach Park (20 Mile Marker Beach)	

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HAWAII TOURISM  
AUTHORITY

English ▾

During this trip on Lāna'i, which of the following activities did you participate in?

**Lāna'i-specific Activities**

(Select all that apply)

Hawaiian Village at Kaunolu Fishing Village	Manele Golf Course
Hulopoe Bay	Munro Trail
Kaiolohia (Shipwreck Beach)	Polihua Beach
Kanepuu Preserve	Puu Pehe (Sweetheart Rock)
Keahiakawelo (Garden of the Gods)	

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HAWAII TOURISM  
AUTHORITY

English

How did you arrive to Lāna'i?

Air

Expeditions Ferry

Other (please specify)

Would you have found it helpful to have a Lāna'i Visitors Center at the airport?

Yes

No

Not sure

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# HAWAII TOURISM

A U T H O R I T Y

English ▾

During this trip on Kaua'i, which of the following activities did you participate in?

## Kaua'i-specific Activities

(Select all that apply)

Fern Grotto	Napali Coast
Hanalei	National Tropical Botanical Garden – Allerton Gardens
Kalapaki Beach	National Tropical Botanical Garden – Limahuli Gardens
Kaua'i Museum	Old Koloa Town
Kilauea Lighthouse	Po'ipu Beach
Koke'e	Princeville
Koke'e Museum	Smith's Tropical Paradise Gardens
Lihu'e Town	Wailua Falls
Na Aina Kai Gardens	Waimea Canyon

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# HAWAII TOURISM

A U T H O R I T Y

English

How would you rate the friendliness of your interaction with members of Kauai's local community?



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# HAWAII TOURISM

A U T H O R I T Y

English

How satisfied were you with the quality of the following during your visit to Kaua'i?

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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# HAWAII TOURISM

A U T H O R I T Y

English

Which **ONE** of the following had the biggest impact on why you chose to visit Kaua'i?

Friend recommendation

Movie

Advertisement

Social Media Post

Travel Agent

Attending Conference/ Event

Article/ Blog

Other (please specify)

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During this trip on the island of Hawai'i, which of the following activities did you participate in?

#### Island of Hawai'i-specific Activities

(Select all that apply)

Akaka Falls	Lyman House Memorial Museum
Botanical Gardens	Mauna Kea
H.N. Greenwell Store	Orchid Farm
Hawai'i Volcanoes National Park	Pacific Tsunami Museum
Hilo Farmers Market	Pana'ewa Rainforest Zoo and Gardens
Hulihe'e Palace	Pu'uholua o Hōnaunau National Historic Park
'Imiloa Astronomy Center of Hawai'i	Pu'ukoholā Heiau National Historic Site
Kaloko-Honokōhau National Historical Park	Punalu'u Black Sand Beach
Kona Coffee Living History Farm	Rainbow Falls
Lili'uokalani Park and Gardens	Volcano Art Center



# HAWAII TOURISM

A U T H O R I T Y

English ▾

Which of the following best describes your travel while on the island of Hawai'i?

Enjoyed activities within a short drive of our accommodations

Traveled an hour or less one-way to reach activities

Traveled more than an hour one-way to reach activities

Traveled to the other side of the island for activities

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# HAWAII TOURISM

A U T H O R I T Y

English

Which of the following areas did you visit during your stay on the island of Hawai'i?

(Click on any the colored areas on the map that apply)



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HAWAII TOURISM  
AUTHORITY

English

During this trip on Maui, which of the following activities did you participate in?

**Maui-specific Activities**

(Select all that apply)

Alexander & Baldwin Sugar Museum

Hana Cultural Center

Aquarium Maui/ Maui Ocean Center

'Iao Valley State Monument

Baldwin Missionary Home Museum

Kula Botanical Garden

Hale Pa'i Printing House/ Museum

Maui Historical Society Bailey House Museum

Haleakala National Park

Whalers Village Museum

Haleki'i-Pihana Heiau State Monument

Wo Hing Temple Museum

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# HAWAII TOURISM

A U T H O R I T Y

English

Was your visit to Maui to attend a specific event?

Yes

No

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# HAWAII TOURISM

A U T H O R I T Y

English

Which event did you visit Maui to attend?

Hawaii Food and Wine Festival

Xterra

Kapalua Food & Wine Festival

American Windsurfing Tour

Maui Marathon

Maui Film Festival

Maui Invitational

Other (please specify)

Sentry Tournament of Golf  
Champions

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# HAWAII TOURISM

AUTHORITY

English

Would you have found it helpful to have a **Moloka'i Visitors Center** at the airport?

Yes

No

Not sure

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# HAWAII TOURISM

AUTHORITY

English

Which of the following destinations have you visited in the past 5 years?

(Select all that apply)

Australia	Mexico	Other U.S. States
Bali	New Zealand	Guam/ Saipan
Canada	Thailand	Europe
Caribbean	Alaska	Central America
China	California	South America
Fiji	Florida	Other Asia
Japan	Las Vegas	<b>None of these</b>
Korea	New York City	

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# HAWAII TOURISM

AUTHORITY

English

During your stay in Hawai'i, do you recall seeing either of the following images/ signs?

Yes

No

Not Sure



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# HAWAII TOURISM

AUTHORITY

English

You indicated you also visited island(s) listed below.

Would you be willing to tell us about your experience on **one** other island?

(Select only one)

Island of  
O'ahu  
(Waikiki/  
Honolulu)

Island  
of  
Maui

Island  
of  
Lāna'i

Island  
of  
Hawai'i

Island  
of  
Kaua'i  
  
No  
(End  
Survey)

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HAWAII TOURISM  
AUTHORITY

English

MAHALO FOR YOUR KOKUA  
(thank you for your help)

Your feedback is important and your opinion counts.

Please click on the '**SUBMIT SURVEY**' button below to end the survey.

Aloha!

[SUBMIT SURVEY](#)

## APPENDIX B2 SCREENSHOTS OF THE WEB SURVEY (JAPANESE)

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HAWAII TOURISM  
AUTHORITY

日本語 ▼

### 2018年ハワイ州訪問者満足度調査

アロハ! 今回のハワイ旅行について、下記の質問に率直にお答え下さい。ハワイ諸島ご来訪者に対する私たちの対応について評価し、より良く改善するために、皆様の貴重なご意見をお聞かせください。頂いた情報については、当局で厳重に管理し、第三者に漏れることは一切ありません。全てのご意見は個人単位ではなく総合意見として反映させて頂きます。マハロ!

Next

0 100%



HAWAII TOURISM  
AUTHORITY

日本語 ▼

今回訪れた島はどこですか。

(当てはまるもの全てにマークしてください。)

オアフ島 (ワイキキ/ホノルル)	マウイ島	モロカイ島	ラナイ島	ハワイ島	カウアイ島
---------------------	------	-------	------	------	-------

今回のハワイ旅行はいかがでしたか?

大変 良 かつ た 8	7	6	5	良 かつ た 4	く な かつ た 3	あま り良 く な かつ た 2	悪 かつ た 1
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ハワイ州全般の印象について ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

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HAWAII TOURISM  
AUTHORITY

日本語 ▾

島や地域ごとの印象をご回答ください

	大変 良 かつ た 8	7	6	良 か つ た 5	4	3	2	あまり良 くな かつ た 1	悪 か つ た 0
オアフ島 (ワイキキ/ ホノルル)	○	○	○	○	○	○	○	○	○
マウイ島	○	○	○	○	○	○	○	○	○
モロカイ島	○	○	○	○	○	○	○	○	○
ラナイ島	○	○	○	○	○	○	○	○	○
ハワイ島	○	○	○	○	○	○	○	○	○
カウアイ島	○	○	○	○	○	○	○	○	○

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HAWAII TOURISM  
AUTHORITY

日本語 ▾

今回のハワイ旅行は次のそれぞれの点でいかがでしたか？

	大変 良 かつ た 8	7	6	良 か つ た 5	4	3	2	あまり良 くな かつ た 1	悪 か つ た 0
いろいろな体験ができる	○	○	○	○	○	○	○	○	○
ユニークでハワイ特有の体験ができる	○	○	○	○	○	○	○	○	○
安全性	○	○	○	○	○	○	○	○	○

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AUTHORITY

日本語

今回のハワイ旅行は期待に沿うものでしたか？

期待以上だった

期待通りだった

期待以下だった

今回のハワイ旅行全体に対するあなたの満足度はどれくらいですか？

非常に満足  
8

7

6

5

4

3

2

非常に不満足  
1

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HAWAII TOURISM  
AUTHORITY

日本語

お友達やご家族にハワイ旅行を薦めますか？

薦める  
8

7

6

たぶん薦める  
5

たぶん薦めない  
4

3

2

薦めない  
1

わからな  
い

今後5年以内にハワイを訪れると思いますか？

薦める  
8

7

6

たぶん薦める  
5

たぶん薦めない  
4

3

2

薦めない  
1

わからな  
い

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HAWAII TOURISM  
AUTHORITY

日本語 ▾

ハワイを訪れないと思われる理由は何ですか？

(当てはまるもの全てをマークしてください)

飛行時間が長すぎる	不親切な地元住民の対応/歓迎されていない気がした
商業要素が強い/開発されすぎている	健康上の理由/年齢的な制限
混雑しすぎている/交通の便が悪い/渋滞が多い	5年以内の旅行は早すぎる
コストに見合う価値がない	物価が高すぎる
行ったことがない別の場所に行きたい	再訪する理由がない/新しいことがない
他の出費がある	その他 (具体的に)  <input type="text"/>
サービスが悪い	

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AUTHORITY

日本語 ▾

今回のハワイ旅行に休暇（観光）目的で来られていた場合、どのような背景が一番当てはまりますか？

(回答は1つのみ)

一生に一度の旅行だった

特別な目的がある旅行だった

他の旅行よりも特別感がある旅行だった

年に1、2回の定期的な旅行だった

その他（具体的に）

今回の旅行で同伴者はいらっしゃいましたか？

(当てはまるもの全てにマークして下さい)

自分だけ（同伴者なし）

友人 / 知人

配偶者

彼女 / 彼氏

18歳未満の子供 / 孫

同性のパートナー

配偶者以外の家族（18歳以上）

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HAWAII TOURISM  
AUTHORITY

日本語 ▾

今回は、ご自身を含めて何人でハワイ旅行をされましたか？

今回のご旅行を含めてハワイは何度訪問されましたか？

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HAWAII TOURISM  
AUTHORITY

日本語

今回のハワイ旅行の主な目的は何でしたか？

(ひとつだけマークして下さい)

休暇 / 觀光

スポーツ行事出席／参加

ビジネス会合／仕事

治療

コンベンション／会議／セミナー

買物／ファッション

報酬旅行／懸賞旅行

教育／学校訪問（留学）

友人／親戚訪問

家族の集い／同窓会

結婚／バワリニューアル

不動産購入あるいは視察

結婚式出席／参列

バケーションホームやタイムシェアを所有している

ハネムーン

飛行機の乗り継ぎ

記念日／誕生日

その他（具体的に）

文化・歴史行事あるいは音楽イベントに出  
席／参加

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HAWAII TOURISM  
AUTHORITY

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その他の目的がある場合、それは何でしたか？

(当てはまるもの全てにマークして下さい。)

目的は一つしかない	スポーツ行事出席／参加
ビジネス会合／仕事	治療
コンベンション／会議／セミナー	買物／ファッション
報酬旅行／懇親旅行	教育／学校訪問（留学）
友人／親戚訪問	家族の集い／同窓会
結婚／バウリニューアル	不動産購入あるいは視察
結婚式出席／参列	パーキションホームやタイムシェアを所有している
ハネムーン	飛行機の乗り継ぎ
記念日／誕生日	その他（具体的に）  <input type="text"/>
文化・歴史行事あるいは喜慶イベントに出席／参加	

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HAWAII TOURISM  
AUTHORITY

日本語 ▾

今回のハワイ旅行はどれくらい前に旅行を計画しましたか？当てはまる項目をマークしてください。

	1ヶ月未満	1ヶ月以上2ヶ月未満	2ヶ月以上3ヶ月未満	3ヶ月以上6ヶ月未満	6ヶ月以上1年未満	1年以上前
休暇/観光旅行に行くことを決定	○	○	○	○	○	○
ハワイに行くことを決定	○	○	○	○	○	○
どの島に行くかを決定	○	○	○	○	○	○
日程を決定	○	○	○	○	○	○
航空券などの予約を開始	○	○	○	○	○	○

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HAWAII TOURISM  
AUTHORITY

日本語 ▾

あなたは今回の旅行を計画するためにどこから情報を得ましたか？

(当てはまるもの全てにマークしてください)

旅行代理店/ パッケージツアー専門の会社

旅行に関するブログ

SNSソーシャルメディア（フェイスブック、ツイッター、インスタグラム等）

スマートフォンやタブレットのアプリ

友人や親戚などのおすすめ

ハワイ州観光局ホームページ  
(GoHawaii.jp)

ホテルやリゾートが提供する情報（フロントデスク/コンシェルジュ/ツアーデスク）

雑誌や新聞の記事

航空会社が提供する情報

ガイドブック

自分の知識や経験

テレビのショッピングチャンネルや旅行番組

旅行予約サイト（エクスペディア、トラベルコちゃん、楽天トラベル等）/ネット上の旅行代理店

上記以外

旅行情報ウェブサイト

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HAWAII TOURISM  
AUTHORITY

日本語

今回、モロカイ島で何をしましたか?

カウアイ島ならではのアクティビティ

(当てはまるもの全てをマークして下さい)

アリイ フィッシュpond

モロカイ・ミュール・ライド

ハラワ・ビーチパーク

モロカイ・ミュージアム&カルチャーセンター

ハラワ渓谷

オロウベナ滝

カラウパパ国立歴史公園

ワン・アリイ・ビーチパーク

カマコウ

パラアウ州立公園

カブアイワ・ココナツ・グローブ

ハオハク・ビーチ

カブカヘフ・ビーチ (ディキシー・マル・ビーチ)

アリイ フィッシュpond

クミミ・ビーチパーク

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Molokai specific (above)



HAWAII TOURISM  
AUTHORITY

日本語 ▾

今回、ラナイ島で何をしましたか?

カウアイ島ならではのアクティビティ

(当てはまるもの全てをマークして下さい)OK

カウノル漁村

マネレゴルフコース

フロボエ・ビーチ

マンロー・トレイル

カイオロヒア (シップレック ビーチ)

ポリファ・ビーチ

ケネブワ保護区

プウベヘ (スイートハート ロック)

ケアヒカヴェロ (神々の庭園)

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Next

Lanai Specific (above)



HAWAII TOURISM  
AUTHORITY

日本語 ▾

今回、ハワイ島で何をしましたか？

カウアイ島ならではのアクティビティ

(当てはまるもの全てをマークして下さい)

アカ力滝	ライマン邸記念博物館
ポタニカルガーデン（植物園）	マウナケア
H.N. グリーンウェル・ストア	オーキッド・ファーム
ハワイ火山国立公園	太平洋津波博物館
ヒロ・ファーマーズ・マーケット	バナエワ・レインフォレスト動物園
フリヘイ宮殿	プウホヌア・オ・ホナウナウ国立歴史公園
イミロア天文学センター	プウホヌア・ヘイアウ史跡
カロコ・ホノコハウ国立歴史公園	ブナルウ黒砂海岸
コナ・コーヒー・リビング・ヒストリー農園	レインボー滝
リリウオカラニ庭園	ポリケーノ・アート・センター

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Next

Hawaii Island Specific (above)



HAWAII TOURISM  
AUTHORITY

日本語

今回、マウイ島で何をしましたか?

カウアイ島ならではのアクティビティ

(当てはまるもの全てをマークして下さい)

アレキサンダー＆ポールドウイン砂糖博物館

ハナ文化センター

マウイ・オーシャン・センター

イアオ渓谷州立公園

ポールドウイン・ホーム・ミュージアム

クラ植物園

ハレバイ印刷所/博物館

マウイ歴史協会ベイリー・ハウス博物館

ハレアカラ国立公園

ホエラーズ・ビレッジ・ミュージアム

ハレキイ・ビハナ・ヘイアウ遺跡

ウォー・ヒン・テンブル博物館

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Maui Specific (above)



HAWAII TOURISM  
AUTHORITY

日本語 ▾

今回、カウアイ島で何をしましたか?

カウアイ島ならではのアクティビティ

(当てはまるもの全てをマークして下さい)

シダの洞窟	ナビリコースト
ハナレイ	国立熱帯植物園 - アラートンガーデン
カラバキビーチ	国立熱帯植物園 - リマフリガーデン
カウアイミュージアム	オールドコロアタウン
キラウエア灯台	ポイプビーチ
コケエ	プリンスヴィル
コケエミュージアム	スミス・トロピカル/パラダイスガーデン
リフェの町	ワイルア滝
ナアイナカイガーデンズ	ワイメア渓谷

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Kauai Specific (above)

0%

100%



HAWAII TOURISM  
AUTHORITY

日本語 ▾

モロカイ島の空港にビズターセンターがあつたらいいと思いますか?

はい

いいえ

わからない

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0%

100%



HAWAII TOURISM  
AUTHORITY

日本語 ▾

客様情報をご回答ください。

年齢

性別

男性

女性

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AUTHORITY

日本語

学歴

中学校卒業 / 高校中退

2年生短大卒業

高校卒業

4年生大学卒業

短大、大学中退

大学院以上卒業

職業訓練校/ 技術専門学校卒業

ご職業

自営業

学生

会社員

主婦

定年退職者

その他

あなたはハワイに不動産を所有していますか？

タイムシェアを所有

今は所有していないが将来に所有する予定

タイムシェア以外の不動産を所有

所有していない

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HAWAII TOURISM  
AUTHORITY

日本語

あなたの（世帯）の2017年度総年収（源泉徴収前）の額は次のどれに当てはまりますか？

350万円未満

750万円以上、850万円未満

350万円以上、450万円未満

850万円以上、1,000万円未満

450万円以上、550万円未満

1,000万円以上、1,500万円未満

550万円以上、650万円未満

1,500万円以上、2,000万円未満

650万円以上、750万円未満

2,000万円以上

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HAWAII TOURISM  
AUTHORITY

日本語 ▾

過去5年間にあなたはどちらのディスティネーションへ訪問されましたか？

(当てはまるもの全てをマークしてください)

オーストラリア	メキシコ	アメリカのその他の州
パリ	ニュージーランド	グアム/サイパン
カナダ	タイ	ヨーロッパ
カリブ海	アラスカ	中米
中国	カリフォルニア	南米
フィジー	フロリダ	アジアのその他の地域
日本	ラスベガス	上記以外
韓国	ニューヨーク	

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AUTHORITY

日本語

今回ハワイに滞在中に次のロゴをご覧になった記憶がありますか？

見た

見てない

わからない



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AUTHORITY

日本語

あなたは下記の島も訪問されたと回答されました。

もう一つの他の島についてもアンケートにご協力いただけますか？

(一つだけ選んでください)

オアフ島  
(ワイキキ/ホノルル)

マウイ島

ラナイ島

ハワイ島

カウアイ島

(アンケートを終了する)

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AUTHORITY

日本語

マハロ

(ご協力ありがとうございました)

皆様のご意見やご感想は大変重要な情報です。

「回答を送信する」のボタンを押すとアンケートが終了いたします。

アロハ！

[SUBMIT SURVEY](#)

## APPENDIX B3 SCREENSHOTS OF THE WEB SURVEY (CHINESE)

100%

 HAWAII TOURISM AUTHORITY

简体中文 ▾

**2018年游客满意度调查问卷**

您！请您回想一下您最近的夏威夷之旅，然后尽可能地回答每个问题。我们希望您的反馈有助于评估游客的满意度。您的回答将有助于我们改善所有游客对夏威夷的体验。您的答卷将被保密，我们会把所有受访者的回答汇总而非依靠个别反馈作为结论。谢谢。

**Next**

0 100%

 HAWAII TOURISM AUTHORITY

简体中文 ▾

您最近一次旅行中访问过以下哪个岛屿？

(多选)

欧胡岛 茂宜岛 摩洛凯岛 拉奈岛 夏威夷大岛 可爱岛

---

您如何评价您最近一次到夏威夷的旅行？

	非常好	7	6	高于平均	4	低于平均	3	2	差	1
夏威夷总体印象	<input type="radio"/>									

**Back** **Next**



HAWAII TOURISM  
AUTHORITY

简体中文 ▾

您如何评价您在 . . . 的体验?

	优良 8	7	6	高于 平均 水平 5	低于 平均 水平 4	3	2	不良 1
欧胡岛(威基基/檀香山)	○	○	○	○	○	○	○	○
茂宜岛	○	○	○	○	○	○	○	○
摩洛凯岛	○	○	○	○	○	○	○	○
拉奈岛	○	○	○	○	○	○	○	○
夏威夷大岛 (希洛/可纳/火山)	○	○	○	○	○	○	○	○
可爱岛	○	○	○	○	○	○	○	○

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HAWAII TOURISM  
AUTHORITY

简体中文 ▾

根据您最近的夏威夷之行，您如何评价夏威夷...

	非常好 8	7	6	高于 平均 水平 5	低于 平均 水平 4	3	2	差 1
提供各种体验	○	○	○	○	○	○	○	○
不同/独特体验的数量	○	○	○	○	○	○	○	○
治安与安全	○	○	○	○	○	○	○	○

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AUTHORITY

简体中文 ▾

您对这次夏威夷之旅有何看法... ?

超出您的期望

达到您的期望

没有达到您的期望

您对最近一次造访夏威夷的整体满意度为何？

非常  
满意  
8

7

6

5

4

3

2

一点  
也不  
满意  
1

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HAWAII TOURISM  
AUTHORITY

简体中文 ▾

您有多大可能将夏威夷作为一个度假胜地推荐给您的亲朋好友？

非常  
可能  
8

7

6

有些  
可能  
5

不太  
可能  
4

3

2

可能  
性不大  
1

不  
确定

您有多大可能在未来五年回访夏威夷？

非常  
可能  
8

7

6

有些  
可能  
5

不太  
可能  
4

3

2

可能  
性不大  
1

不  
确定

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HAWAII TOURISM  
AUTHORITY

简体中文 ▾

为什么您不大可能再次访问夏威夷?

(多选)

飞行时间太长

人不友善/感到不受欢迎

过于商业化/过度开发

健康原因/年龄限制

人群密集/交通堵塞

五年再次访问过于频繁

性价比不高

太贵

想要去新的地方

没有理由再次访问/没有新的东西

其他财务问题

其他 (请注明)

服务差

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HAWAII TOURISM  
AUTHORITY

简体中文 ▾

如果您到夏威夷来度假，您会把您最近一次来本州的旅行描述为：

(单选)

一生中只有一次的旅行

特别之旅

比大部分的旅行更特别点

普通的年度或半年度旅行

其他 (请注明) \_\_\_\_\_

除了您自己，在这次旅行中，还有谁在您的旅行团队中？

(多选)

独自旅行

我的朋友/同事

我的配偶

我的女朋友/男朋友

我18岁以下的孩子(们)/孙子(们)

同性伴侣

我家庭的其他成年人

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HAWAII TOURISM  
AUTHORITY

简体中文 ▾

包括您自己，您的旅行团队一共有几个人？

包括这次旅行，您已经来过夏威夷多少次了？

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HAWAII TOURISM  
AUTHORITY

简体中文 ▾

您最近一次的夏威夷之旅的主要目的是什么?

(单选)

度假	出席/参与体育赛事
出席商务会议或开展业务	医疗
出席一个年会、会议或研讨会	购物/时尚
激励/奖励	教育/参观学校
拜访朋友或亲戚	家庭聚会/团聚
结婚/宣誓	房地产购买或者卖
参加婚礼/宣誓	拥有一个度假屋/分时度假
蜜月	中转/长途飞行的中途停留
周年/生日	其他 (请注明)
出席/参与文化/历史/音乐/烹饪活动	

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HAWAII TOURISM  
AUTHORITY

简体中文

如果有的话，您最近一次的夏威夷之旅的次要目的是什么？

(多选)

没有次要目的

出席/参与体育赛事

出席商务会议或开展业务

医疗

出席一个年会、会议或研讨会

购物/时尚

激励/奖励

教育/参观学校

拜访朋友或亲戚

家庭聚会/团聚

结婚/宣誓

房地产购买或者租

参加婚礼/宣誓

拥有一个度假屋/分时度假

蜜月

中转/长途飞行的中途停留

周年/生日

其他 (请注明)

出席/参与文化/历史/音乐/烹饪活动

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AUTHORITY

简体中文 ▾

回想一下您最近一次的夏威夷之旅，您提前多久做出以下决定？

	不到一个 月	一个月， 但不到两 个月	两个月， 但不到三 个月	三个月， 但不到六 个月	六个月， 但不到一 年	一年或一 年以上
决定度假/ 观光之旅	<input type="radio"/>					
决定游览夏威夷	<input type="radio"/>					
决定游览哪个岛屿	<input type="radio"/>					
确定您的旅行日期	<input type="radio"/>					
预订	<input type="radio"/>					

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AUTHORITY

简体中文 ▾

您计划旅行时使用以下哪些渠道?

(多选)

旅行社/专门从事套餐旅游的公司	旅行博客
在线社交媒体网站(即微信、新浪微博)	智能手机或平板电脑应用
朋友或亲戚的推荐	夏威夷的目的地网站(GoHawaii.com)
直接来自酒店/度假村(前台/礼宾部/旅游咨询台)的信息	杂志/报纸文章
直接来自航空公司/商业航空公司的信息	旅游指南
个人经验	电视购物频道/电视节目
在线旅游预订网站(例如携程、途牛、飞猪、同程、驴妈妈、去哪儿、途风)/在线旅行社	以上这些都不是
旅游信息的网站(即蚂蜂窝、百度旅游、豆瓣旅游、智虎、点评网)	

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简体中文 ▾

在这次摩洛凯岛的旅行中，您参加了以下哪些活动？

摩洛凯岛的具体活动

(多选)

摩洛凯岛古代夏威夷鱼塘	摩洛凯岛狩猎活动
哈拉瓦海滩公园	摩洛凯岛博物馆和文化中心
哈拉瓦山谷	欧罗尤佩纳瀑布
卡劳帕帕国家历史公园	One ali'i 海滩公园
卡玛库保护区	帕拉奥州立公园
卡普阿伊瓦椰林	帕波哈库海滩
狄西玛鲁海滩	威劳山谷
库米米海滩公园	

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Molokai specific island que. (above)



HAWAII TOURISM  
AUTHORITY

简体中文 ▾

在这次拉奈岛的旅行中，您参加了以下哪些活动？

拉奈岛的具体活动

(多选)

在Kaunolu渔村的夏威夷村庄

曼内雷高尔夫球场

呼罗普海湾

门罗小径

凯欧罗奇亚（也称为“沉船海滩”）

波利胡亚沙滩

卡内普保护区

甜心石

奇西亚卡威罗（即“众神花园”）

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Lanai specific (above)



简体中文 ▾

在这次夏威夷大岛的旅行中，您参加了以下哪些活动？

夏威夷大岛的具体活动

(多选)

阿卡卡瀑布	莱曼之家纪念博物馆
植物园	茂纳凯亚火山
格林威尔店博物馆	兰花园
夏威夷火山国家公园	太平洋海味博物馆
希洛农贸市场	帕奈瓦热带雨林动物园
胡里海埃古王族夏日行宫	霍那吾那吾国家历史公园
夏威夷伊艾米洛天文中心	普普可霍拉神庙国家历史遗迹
Kaloko-Honokōhau国家历史公园	普纳鲁乌黑沙海滩
可纳咖啡生活体验历史农场	彩虹瀑布
莉莉乌库拉妮花园	火山艺术中心

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Hawaii Island specific (above)



HAWAII TOURISM  
AUTHORITY

简体中文 ▾

在这次茂宜岛的旅行中，您参加了以下哪些活动？

茂宜岛的具体活动

(多选)

亚历山大和鲍德温糖博物馆	哈纳文化中心
茂宜岛水族馆/茂宜岛海洋中心	'Iao谷州立纪念碑
鲍德温传教士家庭博物馆	谷拉植物园
Hale Pa'i印刷厂/博物馆	茂宜岛历史协会贝利之家博物馆
哈雷阿卡拉国家公园	捕鲸村博物馆
Haleki'i-Pihana Heiau国家纪念碑	和兴会馆

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Maui specific (above)



HAWAII TOURISM  
AUTHORITY

简体中文 ▾

在这次可爱岛的旅行中，您参加了以下哪些活动？

可爱岛的具体活动

(多选)

羊齿洞穴

纳帕利海岸

哈纳莱雷镇

国家热带植物园 - 阿勒顿花园

卡拉帕奇海滩

国家热带植物园 - 利马瓦利花园

可爱岛博物馆

可洛亚镇

基拉韦厄灯塔

波普海滩

寇基

普林斯维尔

寇基博物馆

史密斯热带天堂花园

利互也镇

威陆亚瀑布

娜爱纳凯植物园

威美亚峡谷

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Kauai specific (above)

0%

100%



HAWAII TOURISM  
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简体中文 ▾

您觉得在如果在机场设立有一个摩洛凯岛游客中心，对您会有帮助吗？

有

没有

不确定

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0%

100%



HAWAII TOURISM  
AUTHORITY

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最后，为了统计目的，我们想更多了解一些您的情况。

您的年龄

您的性别

男

女

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AUTHORITY

简体中文 ▾

请标明您最高学历

高中未毕业或以下学历

2年制学位

高中毕业

大学毕业 (4年)

大学未毕业

研究生学位或以上

职业技术学校

您的就业状况

个体经营

学生

公司职员

家庭主妇

退休

其他

您在夏威夷拥有财产吗?

有, 我拥有分时度假单位

没有, 但我计划将来拥有

有, 我拥有其他类型的房地产

没有

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HAWAII TOURISM  
AUTHORITY

简体中文 ▾

以下哪一类是2017年您税前年度家庭总收入 (以美元计算) ?

约人民币250799元以下

约人民币783500至940199元

约人民币250800至376099元

约人民币940200至1096899元

约人民币376100至501399元

约人民币1096900至1253599元

约人民币501400至626799元

约人民币1253600至1560799元

约人民币626800至783499元

约人民币1560800元以上

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AUTHORITY

简体中文 ▾

在过去5年中，您游览了以下哪些目的地？

(多选)

澳大利亚	墨西哥	其他美国各州
巴厘岛	新西兰	关岛/塞班岛
加拿大	泰国	欧洲
加勒比海	阿拉斯加	中美洲
中国	加利福利亚	南美洲
斐济	佛罗里达	其他亚洲地区
日本	拉斯维加斯	以上这些都不是
韩国	纽约市	

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在您逗留夏威夷期间，您是否看到过以下任何图像/标志？

是

否

不确定



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简体中文 ▾

您表明您还访问了下面列出的岛屿。

您愿意告诉我们您在另外一个岛上的体验吗？

(只选择一个)

欧胡岛

茂宜岛

拉奈岛

大岛/希洛

可爱岛

不(结束调查)

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MAHALO FOR YOUR KOKUA  
(谢谢您的帮助)

您的反馈很重要，您的意见有价值。

请点击下面的“提交调查”按钮来结束调查。

您好！

SUBMIT SURVEY

## APPENDIX B4 SCREENSHOTS OF THE WEB SURVEY (KOREAN)

1% 100%



HAWAII TOURISM  
AUTHORITY

한국어 ▾

### 2018년도 방문객 만족도 조사

알로하! 가장 최근에 경험한 하와이 여행에 대한 귀하의 솔직한 의견을 들려 주십시오.  
귀하의 의견은 하와이 섬들을 방문하시는 관광객 여러분들의 여행 만족도에 대한 평가  
로 활용되며, 이에 따라 모든 방문객들이 하와이에서 보다 나은 여행을 하는데 큰 도움  
이 됩니다. 본 설문조사의 답변 내용은 비공개로 저장됩니다. 응답은 개별적 답변이 아  
닌 전체의 집계 결과로써 사용됩니다. 감사합니다.

Next

0 100%



HAWAII TOURISM  
AUTHORITY

한국어 ▾

최근에 다녀온 여행에서는 아래 중 어느 섬을 방문했습니까?

(해당사항 모두 표시)

오아후 마우이 몰로카이 라나이 하와이섬 카우아이

가장 최근 밤모관 하와이의 삶드름 어떤게 추가하셨나요?

	아주 좋음 8	7	6	평균 이상 5	평균 이하 4	3	2	좋지 않음 1
하와이주 전체	<input type="radio"/>							

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AUTHORITY

한국어 ▾

귀하의 여행 경험을 어떻게 평가하십니까?

	아주 좋음 8	7	6	평균 이상 5	평균 이하 4	3	2	매우 糟지 않음 1
오아후 (와이키키/호놀 룰루)	○	○	○	○	○	○	○	○
마우이	○	○	○	○	○	○	○	○
올로카이	○	○	○	○	○	○	○	○
라나이	○	○	○	○	○	○	○	○
하와이섬 (힐로/코나 /화산)	○	○	○	○	○	○	○	○
카우아이	○	○	○	○	○	○	○	○

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가장 최근 경험한 하와이 여행을 바탕으로, 하와이주를 어떻게 평가하십니까?

	아주 좋음 8	7	6	평균 이상 5	평균 이하 4	3	2	매우 糟지 없음 1
다양한 경험들을 제공 한다	○	○	○	○	○	○	○	○
색다른/독특한 경험들 이 많다	○	○	○	○	○	○	○	○
안전하고 안심되는 여 행지이다	○	○	○	○	○	○	○	○

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이번 하와이주 여행은 어떠셨나요?

기대 이상이었다

기대한 대로였다

기대에 못 미쳤다

최근 방문한 하와이주에 대한 전반적인 만족도는 어떻게 평가하십니까?



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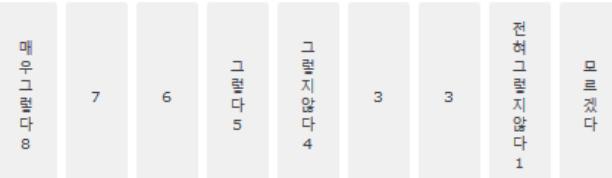
Next



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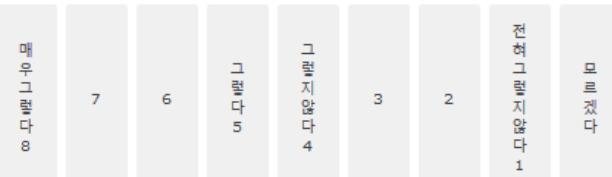
하와이주를 친구와 친척에게 휴가 여행지로 추천하겠습니까?



1

모르겠다

하와이주를 5년 이내에 다시 방문하고 싶습니까?



1

모르겠다

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하와이주에 다시 방문하고 싶지 않다고 생각한 이유는 무엇입니까?

(해당사항 모두 표시)

비행시간이 너무 길다	사람들이 친절하지 않다/ 환영받지 못한다고 느꼈다
상업화와 개발화가 지나치게 진행되었다	건강상 문제/나이 제한
사람/교통이 너무 혼잡하다	5년 이내는 너무 이르다
가격대비 가치가 떨어진다	物价가 너무 비싸다
어딘가 새로운 곳에 가고 싶다	다시 방문할 이유가 없다/ 새롭지가 않다
기타 금전적 부담	기타 (구체적으로 명시)
서비스가 좋지 않다	

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만약에 귀하의 최근 하와이주 방문 목적이 휴가였다면 어떤 의미의 여행이었는지 선택해주세요:

(하나만 선택)

평생에 단 한번뿐인 여행

특별한 경우

대부분의 여행보다는 특별했던 여행

매년 또는 반년에 한 번씩 가는 정기 여행

기타 (구체적으로 명시)

이 여행의 동반자는 누구였습니까?

(해당사항 모두 표시)

자신 (혼자 여행했음)

친구/동료

배우자

여자친구/남자친구

18세 미만 자녀/손주

동성의 파트너

그 밖의 성인 가족

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본인을 포함한 이번 여행의 동반자는 몇 명이었습니까?

이번 여행을 포함해서 몇 번째 하와이주 방문이었습니까?

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귀하의 이번 하와이주 방문의 주요 목적은 무엇입니까?

(하나만 선택)

휴가	스포츠 행사 참석
사업 및 업무 관련 회의 또는 출장	의료적 치료
학습회의 또는 세미나 참석	쇼핑/패션
포상 휴가	교육/학교 방문
친구나 친척 방문	가족 모임/동창회
본인 결혼 또는 결혼식	부동산 구입 또는 검토
지인 결혼식	별장/공동 사용을 아파트 이용
신혼여행	경유지
기념일/생일	기타 (구체적으로 명시)
문화/역사/음악/ 미식 행사 참석	

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귀하의 이번 방문에 부차적인 목적은 무엇입니까?

(해당사항 모두 표시)

부차적인 목적 없음

스포츠 행사 참석

사업 및 업무 관련 회의 또는 출장

의료적 치료

학술회의 또는 세미나 참석

쇼핑/패션

포상 휴가

교육/학교 방문

친구나 친척 방문

가족 모임/동창회

본인 결혼 또는 결혼식

부동산 구입 또는 검토

지인 결혼식

별장/공동 사용용 아파트 이용

신혼여행

경유지

기념일/생일

기타 (구체적으로 명시)

문화/역사/음악/ 미식 행사 참석

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HAWAII TOURISM  
AUTHORITY

한국어

이번 하와이 여행을 위해 아래 항목들을 결정한 시기가 언제입니까?

	1개월 이 내	1개월 ~ 2개월	2개월~ 3개월	3개월 ~ 6개월	6개월 ~ 1년	1년 이상
여행 결정 시기	○	○	○	○	○	○
목적지(하와이) 결정	○	○	○	○	○	○
방문할 섬 결정	○	○	○	○	○	○
여행 일자 결정	○	○	○	○	○	○
여행 예약 시작	○	○	○	○	○	○

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HAWAII TOURISM  
AUTHORITY

한국어

귀하의 여행을 계획하면서 아래 중 어느 매체를 이용했습니까?

(해당사항 모두 표시)

여행사/패키지 전문 여행사

여행 블로그

온라인 및 SNS(ex. 페이스북/트위터/인스타그램)

스마트폰/태블릿

친구나 친척으로부터 추천

하와이 관광청 공식 홈페이지  
(GoHawaii.com)

호텔/리조트 정보 (안네데스크/호텔 직원/  
투어 데스크)

잡지/신문 기사

항공사의 정보

여행 가이드 북

개인적 경험

TV 홈쇼핑/TV 프로그램

온라인 여행 예약 사이트 (ex. 익스피디아/  
카약/오르비츠)/온라인 여행사

해당사항 없음

여행 정보 웹사이트

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HAWAII TOURISM  
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한국어

이번 몰로카이 여행에서 참여한 활동에 대해 표시해 주십시오.

몰로카이-특정 액티비티

(해당사항 모두 표시)

알리이 피시 폰드	몰로카이 블 라이드
할라와 비치 파크	몰로카이 박물관 및 문화 센터
할라와 벌리	올로우페나 푸프
칼라우파파 국립 역사 공원	원 알리이 비치 파크
카마코우	팔라아우 주립공원
카푸아이와 코코넛 그로브	파포하루 비치
카푸카히후 비치 (딕시 마루 비치)	와이라우 벌리
쿠미미 비치 파크 (20 마일 마커 비치)	

Molokai specific island que. (above)



HAWAII TOURISM  
AUTHORITY

한국어 ▾

이번 라나이 여행에서 참여한 활동에 대해 표시해 주십시오.

라나이-특정 액티비티

(해당사항 모두 표시)

카우놀루 어촌에 있는 하와이안 빌리지빌리지

마넬레글프 코스

홀로프에 만

먼로 트레일

카이울로하야 (실렉 비치)

풀리후아비치

카네푸우 자연보호구역

푸우페헤 스위트 하트 뚝

케아하야카웨로(신들의 정원)

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Lanai Specific (above)



한국어

이번 하와이섬 여행에서 참여한 활동에 대해 표시해 주십시오.

하와이섬-특정 액티비티

(해당사항 모두 표시)

아카카 폭포	리만 하우스 박물관
식물원	마우나 케아
H.N.그린웰 스토어	오키드 농장
하와이 화산 국립공원	태평양 쓰나미 박물관
힐로 파머스 마켓	파나에와 열대우림 돌물원 및 정원
홀리히에 궁전	푸우호누아 오 호나우나우 국립 역사 공원
하와이 이밀로아 천문 관측 센터	푸후코홀라 헤이아우 국립사적지
칼로코 호노코하우 국립 역사 공원	푸날루우 블랙 샌드 비치
코나 커피 농장	무지개 폭포
릴리우오칼라니 공원과 정원	볼케이노 아트 센터

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Hawaii Island Specific (above)



HAWAII TOURISM  
AUTHORITY

한국어 ▾

이번 마우이 여행에서 참여한 활동에 대해 표시해 주십시오.

마우이-특정 액티비티

(해당사항 모두 표시)

알렉산더 앤드 볼드윈 사탕수수 박물관

하나 문화 센터

마우이 아쿠아리움/마우이 오션 센터

이아오 벨리 스테이트 모노먼트

볼드윈 선교사 생가 박물관

쿨라 식물원

할리 파이 인쇄소/박물관

마우이 역사 협회 베일리 하우스 박물관

할레아칼라 국립공원

웨일러스 빌리지 박물관

할레카이-피하나 헤이아우 스테이트 모노먼트

워 힙 사원 박물관

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Maui Specific (above)



HAWAII TOURISM  
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한국어

이번 카우아이 여행에서 참여한 활동에 대해 표시해 주십시오.

**카우아이-특정 액티비티**

(해당사항 모두 표시)

고사리 둑굴	나팔리 코스트
하늘레이	국립열대수목원- 알러톤 가든
칼라파키 비치	국립열대수목원- 리마클리 가든
카우아이 박물관	올드 콜로아 타운
킬라우에아 등대	포이푸 비치
코케에	프린스빌
코케에 박물관	스미스 파라다이스 가든
리후에 마을	와일루아 폭포
나 아이나 카이 수목원	와이메아 캐니언

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Kauai specific (above)

0%

100%



HAWAII TOURISM  
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한국어

몰로카이 관광 안내소가 공항에 있다면 도움이 되었을 거라고 생각하십니까?

예

아니요

모르겠다

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0%

100%



HAWAII TOURISM  
AUTHORITY

한국어

끌으로, 통계 목적을 위해 귀하에 대한 몇 가지 질문에 답변 부탁 드립니다.

귀하의 나이는?

귀하의 성별은?

남

여

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HAWAII TOURISM  
AUTHORITY

한국어

귀하의 최종학력을 표시해 주세요:

고등학교 중퇴 및 이하

단기대학 또는 준학사(2년제)

고등학교 졸업

대학졸업(4년제)

대학 중퇴

대학원

직업/전문학교

귀하의 고용상태는 무엇입니까?

자영업

학생

고용노동자

전업 주부

정년퇴직자

기타

하와이주에 자산을 소유하고 있습니까?

예, 공동 사용용 아파트를 소유하고 있습니다

아니요, 그러나 미래에 계획은 하고 있습니다

예, 다른 종류의 자산을 소유하고 있습니다

아니요

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HAWAII TOURISM  
AUTHORITY

한국어 ▾

귀하의 2017년 과세 전 세대 총 연소득(US달러 단위)은 다음 중 어디에 해당됩니까?

15,865,125 KRW 미만	59,782,000 – 70,652,999 KRW
16,305,000 – 27,173,999 KRW	70,653,000 – 81,520,999 KRW
27,174,000 – 38,041,999 KRW	81,521,000 – 92,390,999 KRW
38,042,000 – 48,911,999 KRW	92,391,000 – 103,259,999 KRW
48,912,000 – 59,781,999 KRW	103,260,000 KRW 이상

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HAWAII TOURISM  
AUTHORITY

한국어 ▾

지난 5년간 다음 중 어느 지역을 방문하셨습니까?

(해당사항 모두 표시)

호주	멕시코	기타 미국 주
불리	뉴질랜드	괌/사이판
캐나다	태국	유럽
카리브해 지역	알래스카	중앙아메리카
중국	캘리포니아	남아메리카
피지	플로리다	기타 아시아 지역
일본	拉斯베이거스	해당사항 없음
한국	뉴욕시	

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HAWAII TOURISM  
AUTHORITY

한국어

하와이 방문 당시 아래 둘 중 어느 하나의 이미지/표지를 본 기억이 있습니까?

예

아니요

모르겠다

*Experiences of*  
HAWAII



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HAWAII TOURISM  
AUTHORITY

한국어

귀하는 아래 섬(들)도 방문하셨다고 표시하셨습니다.

추가로 또 다른 한 섬에 대한 귀하의 경험을 공유해 주시겠습니까?

(하나만 선택)

오아후  
(와이키  
키/호놀  
룰루)

마우이

라나이

하와이섬  
(힐로/코  
나/화산)

카우아이

아니요  
(설문조  
사 종료)

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100%



HAWAII TOURISM  
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한국어

마할로 포 유어 코쿠아  
(협조해주셔서 감사합니다.)

귀하의 의견은 귀중하고 유용하게 사용될 것입니다.

설문조사를 종료하려면 아래 “설문조사 제출” 버튼을 클릭해 주시기 바랍니다.

알로하!

**APPENDIX C**  
**VSAT DATASET VARIABLE NAMES AND LABELS**

Variable Name	Variable Label	Variable Type
ResponseID	ResponseID	String
StartDate	StartDate	Date
EndDate	EndDate	Date
RecipientEmail	RecipientEmail	String
ExternalDataReference	QMID	String
Q_Language	Q_Language	String
QMID	QMID	Numeric
omniid	omniid	String
PCX_Q15	PCX_Q15	String
Country	Country	String
MMA	MMA	Numeric
MONTH	MONTH	String
TYPE	TYPE	String
TYPESENT	TYPESENT	String
A_1	O'ahu (Waikīkī/ Honolulu)	Numeric
A_2	Maui	Numeric
A_3	Moloka'i	Numeric
A_4	Lāna'i	Numeric
A_5	Hawai'i	Numeric
A_6	Kaua'i	Numeric
Q1_1	State of Hawai'i Overall	Numeric
Q1_2	O'ahu (Waikīkī/ Honolulu)	Numeric
Q1_3	Maui	Numeric
Q1_4	Moloka'i	Numeric
Q1_5	Lāna'i	Numeric
Q1_6	Hawai'i (Hilo/ Kona/ Volcano)	Numeric
Q1_7	Kaua'i	Numeric
Q2_1	Variety of experiences	Numeric
Q2_2	Different/ unique experiences	Numeric
Q2_3	Safe and secure destination	Numeric
Q3	Q3	Numeric
Q4	Q4	Numeric
Q5	Q5	Numeric
Q6	Q6	Numeric
Q6b_1	Flight too long	Numeric
Q6b_2	Too commercial/ overdeveloped	Numeric
Q6b_3	Too crowded/congested/traffic	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
Q6b_4	Not enough value for the price	Numeric
Q6b_5	Want to go someplace new	Numeric
Q6b_6	Other financial obligations	Numeric
Q6b_7	Poor service	Numeric
Q6b_8	Unfriendly people/ felt unwelcome	Numeric
Q6b_9	Poor health/ age restriction	Numeric
Q6b_10	Five years is too soon to revisit	Numeric
Q6b_11	Too expensive	Numeric
Q6b_12	No reason to return/ nothing new	Numeric
Q6b_13	Other (please specify)	Numeric
Q6b_13_TEXT	Other (please specify)	String
Q6b_14	Bad weather	Numeric
Q6b_15	Homeless population	Numeric
Q6b_16	Crime/ Safety concerns	Numeric
Q6b_17	Have/ planning- young child	Numeric
Q6b_18	Food	Numeric
Q6b_19	Nothing new to see/ do	Numeric
Q6b_20	Already visited/ been there several times	Numeric
Q6b_21	Airport/ Immigration issue	Numeric
Q6b_22	No time/ Too busy/ No vacation	Numeric
Q6b_23	Dirty/ filthy	Numeric
Q6b_24	Exchange rate	Numeric
Q6b_25	Beaches/ ocean- not as nice	Numeric
Q6b_26	Overrated/ Did not meet expectations	Numeric
Q6b_27	Family/friend who I visit is moving from HI	Numeric
Q6b_28	Accommodations- negative	Numeric
Q6b_29	Unfriendly/ Too many tourists	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
Q6b_30	Buildings/ infrastructure- old	Numeric
Q6b_31	Politics/ Trump/ Immigration	Numeric
Q6b_32	Too noisy/ Not peaceful	Numeric
Q6b_33	Lack of local culture	Numeric
Q6b_34	Inconvenient travel connections (long layovers, couldn't get the flight wanted)	Numeric
Q6b_35	Missle attack alert	Numeric
Q6b_36	Volcano/ lava	Numeric
Q7	Q7	Numeric
Q8_1	Myself only (traveled alone/ no one else)	Numeric
Q8_2	My spouse	Numeric
Q8_3	My child(ren)/ grandchild(ren) under 18	Numeric
Q8_4	Other adult members of my family	Numeric
Q8_5	My friends/ associates	Numeric
Q8_6	My girlfriend/ boyfriend	Numeric
Q8_7	Same sex partner	Numeric
Q9	Q9	Numeric
Q10	Q10	Numeric
Q11A	Q11A	Numeric
Q11A_TEXT	What was the primary purpose of your most recent trip to the state of Hawai'i?(Select only one)	String
Q11B_1	Vacation	Numeric
Q11B_2	Attend a business meeting or conduct business	Numeric
Q11B_3	Attend a convention, conference or seminar	Numeric
Q11B_4	Incentive/ reward	Numeric
Q11B_5	Visit friends or relatives	Numeric
Q11B_6	Get married/ vow renewal	Numeric
Q11B_7	Attend/ participate in a wedding/ vow renewal	Numeric
Q11B_8	Honeymoon	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
Q11B_9	Anniversary/ birthday	Numeric
Q11B_10	Attend/ participate in a cultural/ historical/ musical/ culinary event	Numeric
Q11B_11	Attend/ participate in a sporting event	Numeric
Q11B_12	Medical treatment	Numeric
Q11B_13	Shopping/ fashion	Numeric
Q11B_14	Education/ visit schools	Numeric
Q11B_15	Family gathering/ reunion	Numeric
Q11B_16	Real estate purchase or viewing	Numeric
Q11B_17	Have a vacation home/ timeshare	Numeric
Q11B_18	Layover/ break up long flight	Numeric
Q11B_19	Other (please specify)	Numeric
Q11B_19_TEXT	Other (please specify)	String
Q11B_20	No secondary purpose	Numeric
Q11B_21	Golf	Numeric
Q11B_22	Babymoon	Numeric
Q11B_23	Attend graduation	Numeric
Q11B_24	Attend funeral	Numeric
Q11B_25	Part of cruise package	Numeric
Q11B_26	Military related	Numeric
Q11B_27	Surf/ Scuba/ Snorkle/ Ocean	Numeric
Q11B_28	Whale watching	Numeric
Q11B_29	Travel w/ friends/ family- time together	Numeric
Q11B_30	Volcano/ Lava	Numeric
Q11B_31	Learn/ experience culture	Numeric
Q11B_32	Warm weather/ snowbird	Numeric
Q11B_33	Show HI to friends/ family	Numeric
Q11B_34	Visit historical site	Numeric
Q11B_35	Retirement celebration/ gift	Numeric
Q11B_36	Hiking	Numeric
Q11B_37	Gift/ Celebration- giving/ receiving trip to HI	Numeric
Q11B_38	Visiting all 50 States	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
Q11B_39	Graduation- celebration	Numeric
Q11B_40	Company trip/ Incentive	Numeric
Q11B_41	Holiday- Xmas/ Thanksgiving, etc	Numeric
Q11B_42	Engagement/ Proposal	Numeric
Q11B_43	Visit a different island	Numeric
Q11B_44	Potential move- jobs/housing	Numeric
Q11B_45	Celebration	Numeric
Q12_1	Decision to take vacation/ pleasure trip	Numeric
Q12_2	Decision to visit Hawai'i	Numeric
Q12_3	Decision on which islands to visit	Numeric
Q12_4	Determining the dates of your trip	Numeric
Q12_5	Begin booking your trip	Numeric
Q13_1	Travel agents/ companies specializing in packaged tours	Numeric
Q13_2	Social media (i.e. Facebook, Twitter, Instagram)	Numeric
Q13_3	Recommendations from friends or relatives	Numeric
Q13_4	Information from hotels/ resorts (front desk/ concierge/ tour desk)	Numeric
Q13_5	Information from airline/ commercial carriers	Numeric
Q13_6	Personal experience	Numeric
Q13_7	Online travel booking site (i.e. Expedia, Kayak or Orbitz)/ online travel agent	Numeric
Q13_8	Travel informational websites	Numeric
Q13_9	Travel blogs	Numeric
Q13_10	Smart phone/ tablet apps	Numeric
Q13_11	Hawaii's destination website (GoHawaii.com)	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
Q13_12	Magazines/ newspaper articles	Numeric
Q13_13	Guide books	Numeric
Q13_14	Television shopping channel/ television program	Numeric
Q13_15	None of these	Numeric
MOLX	MOLX	Numeric
MOL14	Q14 MOLOKAI	Numeric
MOL15	Q15 MOLOKAI	Numeric
MOL16	Q16 MOLOKAI	Numeric
MOL17	Q17 MOLOKAI	Numeric
MOL18_1	Hotel	Numeric
MOL18_2	Condominium	Numeric
MOL18_3	Rental House	Numeric
MOL18_4	Timeshare Unit	Numeric
MOL18_5	Bed & Breakfast	Numeric
MOL18_6	Cruise Ship	Numeric
MOL18_7	Friends or Relatives	Numeric
MOL18_8	Hostel	Numeric
MOL18_9	Camp Site, Beach	Numeric
MOL18_10	Private Room in Private Home	Numeric
MOL18_11	Shared Room/ Space in Private Home	Numeric
MOL18_12	Other (please specify)	Numeric
MOL18_12_TEXT	Other (please specify)	String
MOL18_13	Day trip	Numeric
MOL18_14	Airbnb/ VRBO	Numeric
MOL18_15	Own property	Numeric
MOL18_16	Dormitory	Numeric
MOL18_17	Military housing/ accomodations	Numeric
MOL19	Q19 MOLOKAI	Numeric
MOL19_TEXT	Q19 MOLOKAI OTHER	String
MOL20	Q20 MOLOKAI	Numeric
MOL20_TEXT	Q20 MOLOKAI OTHER	String
MOL21	Q21 MOLOKAI	Numeric
MOL21B_1	Flight too long	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MOL21B_2	Too commercial/ overdeveloped	Numeric
MOL21B_3	Too crowded/ congested/ traffic	Numeric
MOL21B_4	Not enough value for the price	Numeric
MOL21B_5	Want to go someplace new	Numeric
MOL21B_6	Other financial obligations	Numeric
MOL21B_7	Poor service	Numeric
MOL21B_8	Unfriendly people/ felt unwelcome	Numeric
MOL21B_9	Poor health/ age restriction	Numeric
MOL21B_10	Too expensive	Numeric
MOL21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	Numeric
MOL21B_12	Nothing to do/ boring	Numeric
MOL21B_13	No reason to return/ nothing new	Numeric
MOL21B_14	Other (please specify)	Numeric
MOL21B_14_TEXT	Other (please specify)	String
MOL21B_15	Bad weather	Numeric
MOL21B_16	Homeless population	Numeric
MOL21B_17	Crime/ Safety concerns	Numeric
MOL21B_18	Have/ planning- young child	Numeric
MOL21B_19	Food	Numeric
MOL21B_20	Already visited/ been there several times	Numeric
MOL21B_21	Airport/ Immigration issue	Numeric
MOL21B_22	No time/ Too busy/ No vacation	Numeric
MOL21B_23	Dirty/ filthy	Numeric
MOL21B_24	Exchange rate	Numeric
MOL21B_25	Beaches/ ocean- not as nice	Numeric
MOL21B_26	Overrated/ Did not meet expectations	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MOL21B_27	Family/friend who I visit is moving from HI	Numeric
MOL21B_28	Hotel- negative	Numeric
MOL21B_29	Unfriendly/ Too many tourists	Numeric
MOL21B_30	Buildings/ infrastructure- old	Numeric
MOL21B_31	Politics/ Trump/ Immigration	Numeric
MOL21B_32	Too noisy/ Not peaceful	Numeric
MOL21B_33	Lack of local culture	Numeric
MOL21B_34	Five years too soon to revisit	Numeric
MOL21B_35	Missile threat error	Numeric
MOL21B_36	Volcano related	Numeric
MOL22	Q22 MOLOKAI	Numeric
MOL23_1	On own (self-guided)/ driving around island	Numeric
MOL23_2	Helicopter ride or airplane tour	Numeric
MOL23_3	Boat Tour/ submarine ride/ whale watching	Numeric
MOL23_4	Visiting towns/ communities	Numeric
MOL23_5	Private limousine/ van tour/ tour bus	Numeric
MOL23_6	Scenic views/ natural landmarks	Numeric
MOL23_7	Movie and television filming location tours	Numeric
MOL23_8	Beach/ sunbathing	Numeric
MOL23_9	Bodyboarding/ stand up paddle boarding	Numeric
MOL23_10	Surfing	Numeric
MOL23_11	Canoeing/ kayaking	Numeric
MOL23_12	Swimming in the ocean	Numeric
MOL23_13	Snorkeling	Numeric
MOL23_14	Windsurfing/ kitesurfing	Numeric
MOL23_15	Jet skiing/ parasailing	Numeric
MOL23_16	Scuba diving	Numeric
MOL23_17	Fishing	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MOL23_18	Golf	Numeric
MOL23_19	Running/ jogging/ fitness walking	Numeric
MOL23_20	Spa	Numeric
MOL23_21	Backpacking/ hiking/ camping	Numeric
MOL23_22	Agritourism – i.e. farms, ranches	Numeric
MOL23_23	Sports event or tournament	Numeric
MOL23_24	Parks/ botanical gardens	Numeric
MOL23_25	Waterparks	Numeric
MOL23_26	Mountain tubing/ waterfall rappel	Numeric
MOL23_27	Zip-lining	Numeric
MOL23_28	Skydiving	Numeric
MOL23_29	All-terrain vehicle riding (ATV)	Numeric
MOL23_30	Horseback riding	Numeric
MOL23_31	Lunch/ sunset/ dinner/ evening cruise	Numeric
MOL23_32	Live music/ stage show	Numeric
MOL23_33	Nightclub/ dancing/ bar/ karaoke	Numeric
MOL23_34	Fine dining	Numeric
MOL23_35	Family restaurant	Numeric
MOL23_36	Fast food	Numeric
MOL23_37	Food truck	Numeric
MOL23_38	Café/ coffee house	Numeric
MOL23_39	Ethnic dining	Numeric
MOL23_40	Prepared own meals	Numeric
MOL23_41	Malls/ department stores	Numeric
MOL23_42	Designer boutiques	Numeric
MOL23_43	Hotel/ resort stores	Numeric
MOL23_44	Swap meet/ flea market	Numeric
MOL23_45	Discount/ outlet stores	Numeric
MOL23_46	Supermarkets	Numeric
MOL23_47	Farmer's market	Numeric
MOL23_48	Convenience stores	Numeric
MOL23_49	Duty free stores	Numeric
MOL23_50	Local shops and artisans	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MOL23_51	Historic military site	Numeric
MOL23_52	Other historic site	Numeric
MOL23_53	Museum/ art gallery	Numeric
MOL23_54	Lū'au/ Polynesian show/ hula show	Numeric
MOL23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making	Numeric
MOL23_56	Play/ concert/ theatre	Numeric
MOL23_57	Art/ craft fair	Numeric
MOL23_58	Festival/ events (specify)	Numeric
MOL23_58_TEXT	Festival/ events (specify)	String
MOL23_59	Airport shuttle	Numeric
MOL23_60	Trolley	Numeric
MOL23_61	Public bus	Numeric
MOL23_62	Tour bus/ tour van	Numeric
MOL23_63	Taxi/ limousine	Numeric
MOL23_64	Rental car	Numeric
MOL23_65	Ride share (e.g., Uber or Lyft)	Numeric
MOL23_66	Bicycle rental	Numeric
MOL23_67	Visiting friends and family	Numeric
MOL23_68	Volunteer at a non-profit	Numeric
MOL23X_1	Ali'i Fishpond	Numeric
MOL23X_2	Halawa Beach Park	Numeric
MOL23X_3	Halawa Valley	Numeric
MOL23X_4	Kalaupapa National Historical Park	Numeric
MOL23X_5	Kamakou	Numeric
MOL23X_6	Kapuaiwa Coconut Grove	Numeric
MOL23X_7	Kapukahehu Beach (Dixie Maru Beach)	Numeric
MOL23X_8	Kumimi Beach Park (20 Mile Marker Beach)	Numeric
MOL23X_9	Moloka'i Mule Ride	Numeric
MOL23X_10	Moloka'i Museum & Cultural Center	Numeric
MOL23X_11	Olo'upena Falls	Numeric
MOL23X_12	One Ali'i Beach Park	Numeric
MOL23X_13	Pala'au State Park	Numeric
MOL23X_14	Papohaku Beach	Numeric
MOL23X_15	Wailau Valley	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MOL24	Q24	Numeric
MOL25	Q25	Numeric
LANX	LANX	Numeric
LAN14	Q14 LANAI	Numeric
LAN15	Q15 LANAI	Numeric
LAN16	Q16 LANAI	Numeric
LAN17	Q17 LANAI	Numeric
LAN18_1	Hotel	Numeric
LAN18_2	Condominium	Numeric
LAN18_3	Rental House	Numeric
LAN18_4	Timeshare Unit	Numeric
LAN18_5	Bed & Breakfast	Numeric
LAN18_6	Cruise Ship	Numeric
LAN18_7	Friends or Relatives	Numeric
LAN18_8	Hostel	Numeric
LAN18_9	Camp Site, Beach	Numeric
LAN18_10	Private Room in Private Home	Numeric
LAN18_11	Shared Room/ Space in Private Home	Numeric
LAN18_12	Other (please specify)	Numeric
LAN18_12_TEXT	Other (please specify)	String
LAN18_13	Day trip	Numeric
LAN18_14	Airbnb/ VRBO	Numeric
LAN18_15	Own property	Numeric
LAN18_16	Dormitory	Numeric
LAN18_17	Military housing/ accomodations	Numeric
LAN19	Q19 LANAI	Numeric
LAN19_TEXT	Q19 LANAI OTHER	String
LAN20	Q20 LANAI	Numeric
LAN20_TEXT	Q20 LANAI OTHER	String
LAN21	Q21 LANAI	Numeric
LAN21B_1	Flight too long	Numeric
LAN21B_2	Too commercial/ overdeveloped	Numeric
LAN21B_3	Too crowded/ congested/ traffic	Numeric
LAN21B_4	Not enough value for the price	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
LAN21B_5	Want to go someplace new	Numeric
LAN21B_6	Other financial obligations	Numeric
LAN21B_7	Poor service	Numeric
LAN21B_8	Unfriendly people/ felt unwelcome	Numeric
LAN21B_9	Poor health/ age restriction	Numeric
LAN21B_10	Too expensive	Numeric
LAN21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	Numeric
LAN21B_12	Nothing to do/ boring	Numeric
LAN21B_13	No reason to return/ nothing new	Numeric
LAN21B_14	Other (please specify)	Numeric
LAN21B_14_TEXT	Other (please specify)	String
LAN21B_15	Bad weather	Numeric
LAN21B_16	Homeless population	Numeric
LAN21B_17	Crime/ Safety concerns	Numeric
LAN21B_18	Have/ planning- young child	Numeric
LAN21B_19	Food	Numeric
LAN21B_20	Already visited/ been there several times	Numeric
LAN21B_21	Airport/ Immigration issue	Numeric
LAN21B_22	No time/ Too busy/ No vacation	Numeric
LAN21B_23	Dirty/ filthy	Numeric
LAN21B_24	Exchange rate	Numeric
LAN21B_25	Beaches/ ocean- not as nice	Numeric
LAN21B_26	Overrated/ Did not meet expectations	Numeric
LAN21B_27	Family/friend who I visit is moving from HI	Numeric
LAN21B_28	Hotel- negative	Numeric
LAN21B_29	Unfriendly/ Too many tourists	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
LAN21B_30	Buildings/ infrastructure- old	Numeric
LAN21B_31	Politics/ Trump/ Immigration	Numeric
LAN21B_32	Too noisy/ Not peaceful	Numeric
LAN21B_33	Lack of local culture	Numeric
LAN21B_34	Five years too soon to revisit	Numeric
LAN21B_35	Missile threat error	Numeric
LAN21B_36	Volcano related	Numeric
LAN22	Q22 LANAI	Numeric
LAN23_1	On own (self-guided)/ driving around island	Numeric
LAN23_2	Helicopter ride or airplane tour	Numeric
LAN23_3	Boat Tour/ submarine ride/ whale watching	Numeric
LAN23_4	Visiting towns/ communities	Numeric
LAN23_5	Private limousine/ van tour/ tour bus	Numeric
LAN23_6	Scenic views/ natural landmarks	Numeric
LAN23_7	Movie and television filming location tours	Numeric
LAN23_8	Beach/ sunbathing	Numeric
LAN23_9	Bodyboarding/ stand up paddle boarding	Numeric
LAN23_10	Surfing	Numeric
LAN23_11	Canoeing/ kayaking	Numeric
LAN23_12	Swimming in the ocean	Numeric
LAN23_13	Snorkeling	Numeric
LAN23_14	Windsurfing/ kitesurfing	Numeric
LAN23_15	Jet skiing/ parasailing	Numeric
LAN23_16	Scuba diving	Numeric
LAN23_17	Fishing	Numeric
LAN23_18	Golf	Numeric
LAN23_19	Running/ jogging/ fitness walking	Numeric
LAN23_20	Spa	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
LAN23_21	Backpacking/ hiking/ camping	Numeric
LAN23_22	Agritourism – i.e. farms, ranches	Numeric
LAN23_23	Sports event or tournament	Numeric
LAN23_24	Parks/ botanical gardens	Numeric
LAN23_25	Waterparks	Numeric
LAN23_26	Mountain tubing/ waterfall rappel	Numeric
LAN23_27	Zip-lining	Numeric
LAN23_28	Skydiving	Numeric
LAN23_29	All-terrain vehicle riding (ATV)	Numeric
LAN23_30	Horseback riding	Numeric
LAN23_31	Lunch/ sunset/ dinner/ evening cruise	Numeric
LAN23_32	Live music/ stage show	Numeric
LAN23_33	Nightclub/ dancing/ bar/ karaoke	Numeric
LAN23_34	Fine dining	Numeric
LAN23_35	Family restaurant	Numeric
LAN23_36	Fast food	Numeric
LAN23_37	Food truck	Numeric
LAN23_38	Café/ coffee house	Numeric
LAN23_39	Ethnic dining	Numeric
LAN23_40	Prepared own meals	Numeric
LAN23_41	Malls/ department stores	Numeric
LAN23_42	Designer boutiques	Numeric
LAN23_43	Hotel/ resort stores	Numeric
LAN23_44	Swap meet/ flea market	Numeric
LAN23_45	Discount/ outlet stores	Numeric
LAN23_46	Supermarkets	Numeric
LAN23_47	Farmer's market	Numeric
LAN23_48	Convenience stores	Numeric
LAN23_49	Duty free stores	Numeric
LAN23_50	Local shops and artisans	Numeric
LAN23_51	Historic military site	Numeric
LAN23_52	Other historic site	Numeric
LAN23_53	Museum/ art gallery	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
LAN23_54	Lū‘au/ Polynesian show/ hula show	Numeric
LAN23_55	Lessons such as ‘ukulele/ hula/ canoeing/ lei-making	Numeric
LAN23_56	Play/ concert/ theatre	Numeric
LAN23_57	Art/ craft fair	Numeric
LAN23_58	Festival/ events (specify)	Numeric
LAN23_58 TEXT	Festival/ events (specify)	String
LAN23_59	Airport shuttle	Numeric
LAN23_60	Trolley	Numeric
LAN23_61	Public bus	Numeric
LAN23_62	Tour bus/ tour van	Numeric
LAN23_63	Taxi/ limousine	Numeric
LAN23_64	Rental car	Numeric
LAN23_65	Ride share (e.g., Uber or Lyft)	Numeric
LAN23_66	Bicycle rental	Numeric
LAN23_67	Visiting friends and family	Numeric
LAN23_68	Volunteer at a non-profit	Numeric
LAN23X_1	Hawaiian Village at Kaunolu Fishing Village	Numeric
LAN23X_2	Hulopoe Bay	Numeric
LAN23X_3	Kaiolohia (Shipwreck Beach)	Numeric
LAN23X_4	Kanepuu Preserve	Numeric
LAN23X_5	Keahiakawelo (Garden of the Gods)	Numeric
LAN23X_6	Manele Golf Course	Numeric
LAN23X_7	Munro Trail	Numeric
LAN23X_8	Polihua Beach	Numeric
LAN23X_9	Puu Pehe (Sweetheart Rock)	Numeric
LAN24	Q24 LANAI	Numeric
LAN24_TEXT	Q24 LANAI OTHER	String
LAN25	Q25	Numeric
KAUX	KAUX	Numeric
KAU14	Q14 KAUAI	Numeric
KAU15	Q15 KAUAI	Numeric
KAU16	Q16 KAUAI	Numeric
KAU17	Q17 KAUAI	Numeric

Variable Name	Variable Label	Variable Type
KAU18_1	Hotel	Numeric
KAU18_2	Condominium	Numeric
KAU18_3	Rental House	Numeric
KAU18_4	Timeshare Unit	Numeric
KAU18_5	Bed & Breakfast	Numeric
KAU18_6	Cruise Ship	Numeric
KAU18_7	Friends or Relatives	Numeric
KAU18_8	Hostel	Numeric
KAU18_9	Camp Site, Beach	Numeric
KAU18_10	Private Room in Private Home	Numeric
KAU18_11	Shared Room/ Space in Private Home	Numeric
KAU18_12	Other (please specify)	Numeric
KAU18_12_TEXT	Other (please specify)	String
KAU18_13	Day trip	Numeric
KAU18_14	Airbnb/ VRBO	Numeric
KAU18_15	Own property	Numeric
KAU18_16	Dormitory	Numeric
KAU18_17	Military housing/ accomodations	Numeric
KAU19	Q19 KAUAI	Numeric
KAU19_TEXT	Q19 KAUAI OTHER	String
KAU20	Q20 KAUAI	Numeric
KAU20_TEXT	Q20 KAUAI OTHER	String
KAU21	Q21 KAUAI	Numeric
KAU21B_1	Flight too long	Numeric
KAU21B_2	Too commercial/ overdeveloped	Numeric
KAU21B_3	Too crowded/ congested/ traffic	Numeric
KAU21B_4	Not enough value for the price	Numeric
KAU21B_5	Want to go someplace new	Numeric
KAU21B_6	Other financial obligations	Numeric
KAU21B_7	Poor service	Numeric
KAU21B_8	Unfriendly people/ felt unwelcome	Numeric
KAU21B_9	Poor health/ age restriction	Numeric

Variable Name	Variable Label	Variable Type
KAU21B_10	Too expensive	Numeric
KAU21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	Numeric
KAU21B_12	Nothing to do/ boring	Numeric
KAU21B_13	No reason to return/ nothing new	Numeric
KAU21B_14	Other (please specify)	Numeric
KAU21B_14 TEXT	Other (please specify)	String
KAU21B_15	Bad weather	Numeric
KAU21B_16	Homeless population	Numeric
KAU21B_17	Crime/ Safety concerns	Numeric
KAU21B_18	Have/ planning- young child	Numeric
KAU21B_19	Food	Numeric
KAU21B_20	Already visited/ been there several times	Numeric
KAU21B_21	Airport/ Immigration issue	Numeric
KAU21B_22	No time/ Too busy/ No vacation	Numeric
KAU21B_23	Dirty/ filthy	Numeric
KAU21B_24	Exchange rate	Numeric
KAU21B_25	Beaches/ ocean- not as nice	Numeric
KAU21B_26	Overrated/ Did not meet expectations	Numeric
KAU21B_27	Family/friend who I visit is moving from HI	Numeric
KAU21B_28	Hotel- negative	Numeric
KAU21B_29	Unfriendly/ Too many tourists	Numeric
KAU21B_30	Buildings/ infrastructure- old	Numeric
KAU21B_31	Politics/ Trump/ Immigration	Numeric
KAU21B_32	Too noisy/ Not peaceful	Numeric
KAU21B_33	Lack of local culture	Numeric
KAU21B_34	Five years too soon to revisit	Numeric
KAU21B_35	Missile threat error	Numeric
KAU21B_36	Volcano related	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
KAU22	Q22 KAUAI	Numeric
KAU23_1	On own (self-guided)/ driving around island	Numeric
KAU23_2	Helicopter ride or airplane tour	Numeric
KAU23_3	Boat Tour/ submarine ride/ whale watching	Numeric
KAU23_4	Visiting towns/ communities	Numeric
KAU23_5	Private limousine/ van tour/ tour bus	Numeric
KAU23_6	Scenic views/ natural landmarks	Numeric
KAU23_7	Movie and television filming location tours	Numeric
KAU23_8	Beach/ sunbathing	Numeric
KAU23_9	Bodyboarding/ stand up paddle boarding	Numeric
KAU23_10	Surfing	Numeric
KAU23_11	Canoeing/ kayaking	Numeric
KAU23_12	Swimming in the ocean	Numeric
KAU23_13	Snorkeling	Numeric
KAU23_14	Windsurfing/ kitesurfing	Numeric
KAU23_15	Jet skiing/ parasailing	Numeric
KAU23_16	Scuba diving	Numeric
KAU23_17	Fishing	Numeric
KAU23_18	Golf	Numeric
KAU23_19	Running/ jogging/ fitness walking	Numeric
KAU23_20	Spa	Numeric
KAU23_21	Backpacking/ hiking/ camping	Numeric
KAU23_22	Agritourism – i.e. farms, ranches	Numeric
KAU23_23	Sports event or tournament	Numeric
KAU23_24	Parks/ botanical gardens	Numeric
KAU23_25	Waterparks	Numeric
KAU23_26	Mountain tubing/ waterfall rappel	Numeric
KAU23_27	Zip-lining	Numeric
KAU23_28	Skydiving	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
KAU23_29	All-terrain vehicle riding (ATV)	Numeric
KAU23_30	Horseback riding	Numeric
KAU23_31	Lunch/ sunset/ dinner/ evening cruise	Numeric
KAU23_32	Live music/ stage show	Numeric
KAU23_33	Nightclub/ dancing/ bar/ karaoke	Numeric
KAU23_34	Fine dining	Numeric
KAU23_35	Family restaurant	Numeric
KAU23_36	Fast food	Numeric
KAU23_37	Food truck	Numeric
KAU23_38	Café/ coffee house	Numeric
KAU23_39	Ethnic dining	Numeric
KAU23_40	Prepared own meals	Numeric
KAU23_41	Malls/ department stores	Numeric
KAU23_42	Designer boutiques	Numeric
KAU23_43	Hotel/ resort stores	Numeric
KAU23_44	Swap meet/ flea market	Numeric
KAU23_45	Discount/ outlet stores	Numeric
KAU23_46	Supermarkets	Numeric
KAU23_47	Farmer's market	Numeric
KAU23_48	Convenience stores	Numeric
KAU23_49	Duty free stores	Numeric
KAU23_50	Local shops and artisans	Numeric
KAU23_51	Historic military site	Numeric
KAU23_52	Other historic site	Numeric
KAU23_53	Museum/ art gallery	Numeric
KAU23_54	Lū'au/ Polynesian show/ hula show	Numeric
KAU23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making	Numeric
KAU23_56	Play/ concert/ theatre	Numeric
KAU23_57	Art/ craft fair	Numeric
KAU23_58	Festival/ events (specify)	Numeric
KAU23_58 TEXT	Festival/ events (specify)	String
KAU23_59	Airport shuttle	Numeric
KAU23_60	Trolley	Numeric
KAU23_61	Public bus	Numeric
KAU23_62	Tour bus/ tour van	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
KAU23_63	Taxi/ limousine	Numeric
KAU23_64	Rental car	Numeric
KAU23_65	Ride share (e.g., Uber or Lyft)	Numeric
KAU23_66	Bicycle rental	Numeric
KAU23_67	Visiting friends and family	Numeric
KAU23_68	Volunteer at a non-profit	Numeric
KAU23X_1	Fern Grotto	Numeric
KAU23X_2	Hanalei	Numeric
KAU23X_3	Kalapaki Beach	Numeric
KAU23X_4	Kaua'i Museum	Numeric
KAU23X_5	Kilauea Lighthouse	Numeric
KAU23X_6	Koke'e	Numeric
KAU23X_7	Koke'e Museum	Numeric
KAU23X_8	Lihu'e Town	Numeric
KAU23X_9	Na Aina Kai Gardens	Numeric
KAU23X_10	Napali Coast	Numeric
KAU23X_11	National Tropical Botanical Garden – Allerton Gardens	Numeric
KAU23X_12	National Tropical Botanical Garden – Limahuli Gardens	Numeric
KAU23X_13	Old Koloa Town	Numeric
KAU23X_14	Po'ipu Beach	Numeric
KAU23X_15	Princeville	Numeric
KAU23X_16	Smith's Tropical Paradise Gardens	Numeric
KAU23X_17	Wailua Falls	Numeric
KAU23X_18	Waimea Canyon	Numeric
KAU24	Q24 KAUAI	Numeric
KAU25_1	Entertainment	Numeric
KAU25_2	Shopping	Numeric
KAU25_3	Dining	Numeric
KAU25_4	Beaches	Numeric
KAU25_5	Public Areas	Numeric
KAU25_6	Parks	Numeric
KAU25_7	Roads	Numeric
KAU26	Q26	Numeric
KAU26 TEXT	Which ONE of the following had the biggest impact on why you chose to visit Kaua'i?	Numeric
HAWX	HAWX	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
HAW14	Q14HAW	Numeric
HAW15	Q15HAW	Numeric
HAW16	Q16HAW	Numeric
HAW17	Q17HAW	Numeric
HAW18_1	Hotel	Numeric
HAW18_2	Condominium	Numeric
HAW18_3	Rental House	Numeric
HAW18_4	Timeshare Unit	Numeric
HAW18_5	Bed & Breakfast	Numeric
HAW18_6	Cruise Ship	Numeric
HAW18_7	Friends or Relatives	Numeric
HAW18_8	Hostel	Numeric
HAW18_9	Camp Site, Beach	Numeric
HAW18_10	Private Room in Private Home	Numeric
HAW18_11	Shared Room/ Space in Private Home	Numeric
HAW18_12	Other (please specify)	Numeric
HAW18_12_TEXT	Other (please specify)	String
HAW18_13	Day trip	Numeric
HAW18_14	Airbnb/ VRBO	Numeric
HAW18_15	Own property	Numeric
HAW18_16	Dormitory	Numeric
HAW18_17	Military housing/ accomodations	Numeric
HAW19	Q19 HAWAII ISLAND	Numeric
HAW19_TEXT	Q19 HAWAII ISLAND OTHER	String
HAW20	Q20 HAWAII ISLAND	Numeric
HAW20_TEXT	Q20 HAWAII ISLAND OTHER	String
HAW21	Q21 HAWAII ISLAND	Numeric
HAW21B_1	Flight too long	Numeric
HAW21B_2	Too commercial/ overdeveloped	Numeric
HAW21B_3	Too crowded/ congested/ traffic	Numeric
HAW21B_4	Not enough value for the price	Numeric
HAW21B_5	Want to go someplace new	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
HAW21B_6	Other financial obligations	Numeric
HAW21B_7	Poor service	Numeric
HAW21B_8	Unfriendly people/ felt unwelcome	Numeric
HAW21B_9	Poor health/ age restriction	Numeric
HAW21B_10	Too expensive	Numeric
HAW21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	Numeric
HAW21B_12	Nothing to do/ boring	Numeric
HAW21B_13	No reason to return/ nothing new	Numeric
HAW21B_14	Other (please specify)	Numeric
HAW21B_14_TEXT	Other (please specify)	String
HAW21B_15	Bad weather	Numeric
HAW21B_16	Homeless population	Numeric
HAW21B_17	Crime/ Safety concerns	Numeric
HAW21B_18	Have/ planning- young child	Numeric
HAW21B_19	Food	Numeric
HAW21B_20	Already visited/ been there several times	Numeric
HAW21B_21	Airport/ Immigration issue	Numeric
HAW21B_22	No time/ Too busy/ No vacation	Numeric
HAW21B_23	Dirty/ filthy	Numeric
HAW21B_24	Exchange rate	Numeric
HAW21B_25	Beaches/ ocean- not as nice	Numeric
HAW21B_26	Overrated/ Did not meet expectations	Numeric
HAW21B_27	Family/friend who I visit is moving from HI	Numeric
HAW21B_28	Hotel- negative	Numeric
HAW21B_29	Unfriendly/ Too many tourists	Numeric
HAW21B_30	Buildings/ infrastructure- old	Numeric
HAW21B_31	Politics/ Trump/ Immigration	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
HAW21B_32	Too noisy/ Not peaceful	Numeric
HAW21B_33	Lack of local culture	Numeric
HAW21B_34	Five years too soon to revisit	Numeric
HAW21B_35	Missile threat error	Numeric
HAW21B_36	Volcano/ Lava	Numeric
HAW22	Q22 HAWAII ISLAND	Numeric
HAW23_1	On own (self-guided)/ driving around island	Numeric
HAW23_2	Helicopter ride or airplane tour	Numeric
HAW23_3	Boat Tour/ submarine ride/ whale watching	Numeric
HAW23_4	Visiting towns/ communities	Numeric
HAW23_5	Private limousine/ van tour/ tour bus	Numeric
HAW23_6	Scenic views/ natural landmarks	Numeric
HAW23_7	Movie and television filming location tours	Numeric
HAW23_8	Beach/ sunbathing	Numeric
HAW23_9	Bodyboarding/ stand up paddle boarding	Numeric
HAW23_10	Surfing	Numeric
HAW23_11	Canoeing/ kayaking	Numeric
HAW23_12	Swimming in the ocean	Numeric
HAW23_13	Snorkeling	Numeric
HAW23_14	Windsurfing/ kitesurfing	Numeric
HAW23_15	Jet skiing/ parasailing	Numeric
HAW23_16	Scuba diving	Numeric
HAW23_17	Fishing	Numeric
HAW23_18	Golf	Numeric
HAW23_19	Running/ jogging/ fitness walking	Numeric
HAW23_20	Spa	Numeric
HAW23_21	Backpacking/ hiking/ camping	Numeric
HAW23_22	Agritourism – i.e. farms, ranches	Numeric
HAW23_23	Sports event or tournament	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
HAW23_24	Parks/ botanical gardens	Numeric
HAW23_25	Waterparks	Numeric
HAW23_26	Mountain tubing/ waterfall rappel	Numeric
HAW23_27	Zip-lining	Numeric
HAW23_28	Skydiving	Numeric
HAW23_29	All-terrain vehicle riding (ATV)	Numeric
HAW23_30	Horseback riding	Numeric
HAW23_31	Lunch/ sunset/ dinner/ evening cruise	Numeric
HAW23_32	Live music/ stage show	Numeric
HAW23_33	Nightclub/ dancing/ bar/ karaoke	Numeric
HAW23_34	Fine dining	Numeric
HAW23_35	Family restaurant	Numeric
HAW23_36	Fast food	Numeric
HAW23_37	Food truck	Numeric
HAW23_38	Café/ coffee house	Numeric
HAW23_39	Ethnic dining	Numeric
HAW23_40	Prepared own meals	Numeric
HAW23_41	Malls/ department stores	Numeric
HAW23_42	Designer boutiques	Numeric
HAW23_43	Hotel/ resort stores	Numeric
HAW23_44	Swap meet/ flea market	Numeric
HAW23_45	Discount/ outlet stores	Numeric
HAW23_46	Supermarkets	Numeric
HAW23_47	Farmer's market	Numeric
HAW23_48	Convenience stores	Numeric
HAW23_49	Duty free stores	Numeric
HAW23_50	Local shops and artisans	Numeric
HAW23_51	Historic military site	Numeric
HAW23_52	Other historic site	Numeric
HAW23_53	Museum/ art gallery	Numeric
HAW23_54	Lū'au/ Polynesian show/ hula show	Numeric
HAW23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making	Numeric
HAW23_56	Play/ concert/ theatre	Numeric
HAW23_57	Art/ craft fair	Numeric
HAW23_58	Festival/ events (specify)	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
HAW23_58_TEXT	Festival/ events (specify)	String
HAW23_59	Airport shuttle	Numeric
HAW23_60	Trolley	Numeric
HAW23_61	Public bus	Numeric
HAW23_62	Tour bus/ tour van	Numeric
HAW23_63	Taxi/ limousine	Numeric
HAW23_64	Rental car	Numeric
HAW23_65	Ride share (e.g., Uber or Lyft)	Numeric
HAW23_66	Bicycle rental	Numeric
HAW23_67	Visiting friends and family	Numeric
HAW23_68	Volunteer at a non-profit	Numeric
HAW23X_1	Akaka Falls	Numeric
HAW23X_2	Botanical Gardens	Numeric
HAW23X_3	H.N. Greenwell Store	Numeric
HAW23X_4	Hawai'i Volcanoes National Park	Numeric
HAW23X_5	Hilo Farmers Market	Numeric
HAW23X_6	Hulihe'e Palace	Numeric
HAW23X_7	'Imiloa Astronomy Center of Hawai'i	Numeric
HAW23X_8	Kaloko-Honokōhau National Historical Park	Numeric
HAW23X_9	Kona Coffee Living History Farm	Numeric
HAW23X_10	Lili'uokalani Park and Gardens	Numeric
HAW23X_11	Lyman House Memorial Museum	Numeric
HAW23X_12	Mauna Kea	Numeric
HAW23X_13	Orchid Farm	Numeric
HAW23X_14	Pacific Tsunami Museum	Numeric
HAW23X_15	Pana'ewa Rainforest Zoo and Gardens	Numeric
HAW23X_16	Pu'uhonua o Hōnaunau National Historic Park	Numeric
HAW23X_17	Pu'ukoholā Heiau National Historic Site	Numeric
HAW23X_18	Punalu'u Black Sand Beach	Numeric
HAW23X_19	Rainbow Falls	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
HAW23X_20	Volcano Art Center	Numeric
HAW24	Q24	Numeric
HAW25_1	Kohala/ Waimea/ Kawaihae	Numeric
HAW25_2	Hilo/ Honokaa	Numeric
HAW25_3	Pahoa/ Volcano	Numeric
HAW25_4	Naalehu/ Kau	Numeric
HAW25_5	Kona	Numeric
MAUX	MAUX	Numeric
MAU14	Q14 MAUI	Numeric
MAU15	Q15 MAUI	Numeric
MAU16	Q16 MAUI	Numeric
MAU17	Q17 MAUI	Numeric
MAU18_1	Hotel	Numeric
MAU18_2	Condominium	Numeric
MAU18_3	Rental House	Numeric
MAU18_4	Timeshare Unit	Numeric
MAU18_5	Bed & Breakfast	Numeric
MAU18_6	Cruise Ship	Numeric
MAU18_7	Friends or Relatives	Numeric
MAU18_8	Hostel	Numeric
MAU18_9	Camp Site, Beach	Numeric
MAU18_10	Private Room in Private Home	Numeric
MAU18_11	Shared Room/ Space in Private Home	Numeric
MAU18_12	Other (please specify)	Numeric
MAU18_12_TEXT	Other (please specify)	String
MAU18_13	Day trip	Numeric
MAU18_14	Airbnb/ VRBO	Numeric
MAU18_15	Own property	Numeric
MAU18_16	Dormitory	Numeric
MAU18_17	Military housing/ accomodations	Numeric
MAU19	Q19 MAUI	Numeric
MAU19_TEXT	Q19 MAUI OTHER	String
MAU20	Q20 MAUI	Numeric
MAU20_TEXT	Q20 MAUI OTHER	String
MAU21	Q21 MAUI	Numeric
MAU21B_1	Flight too long	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MAU21B_2	Too commercial/ overdeveloped	Numeric
MAU21B_3	Too crowded/ congested/ traffic	Numeric
MAU21B_4	Not enough value for the price	Numeric
MAU21B_5	Want to go someplace new	Numeric
MAU21B_6	Other financial obligations	Numeric
MAU21B_7	Poor service	Numeric
MAU21B_8	Unfriendly people/ felt unwelcome	Numeric
MAU21B_9	Poor health/ age restriction	Numeric
MAU21B_10	Too expensive	Numeric
MAU21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	Numeric
MAU21B_12	Nothing to do/ boring	Numeric
MAU21B_13	No reason to return/ nothing new	Numeric
MAU21B_14	Other (please specify)	Numeric
MAU21B_14_TEXT	Other (please specify)	String
MAU21B_15	Bad weather	Numeric
MAU21B_16	Homeless population	Numeric
MAU21B_17	Crime/ Safety concerns	Numeric
MAU21B_18	Have/ planning- young child	Numeric
MAU21B_19	Food	Numeric
MAU21B_20	Already visited/ been there several times	Numeric
MAU21B_21	Airport/ Immigration issue	Numeric
MAU21B_22	No time/ Too busy/ No vacation	Numeric
MAU21B_23	Dirty/ filthy	Numeric
MAU21B_24	Exchange rate	Numeric
MAU21B_25	Beaches/ ocean- not as nice	Numeric
MAU21B_26	Overrated/ Did not meet expectations	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MAU21B_27	Family/friend who I visit is moving from HI	Numeric
MAU21B_28	Hotel- negative	Numeric
MAU21B_29	Unfriendly/ Too many tourists	Numeric
MAU21B_30	Buildings/ infrastructure- old	Numeric
MAU21B_31	Politics/ Trump/ Immigration	Numeric
MAU21B_32	Too noisy/ Not peaceful	Numeric
MAU21B_33	Lack of local culture	Numeric
MAU21B_34	Five years too soon to revisit	Numeric
MAU21B_35	Missile threat error	Numeric
MAU21B_36	Volcano related	Numeric
MAU22	Q22 MAUI	Numeric
MAU23_1	On own (self-guided)/ driving around island	Numeric
MAU23_2	Helicopter ride or airplane tour	Numeric
MAU23_3	Boat Tour/ submarine ride/ whale watching	Numeric
MAU23_4	Visiting towns/ communities	Numeric
MAU23_5	Private limousine/ van tour/ tour bus	Numeric
MAU23_6	Scenic views/ natural landmarks	Numeric
MAU23_7	Movie and television filming location tours	Numeric
MAU23_8	Beach/ sunbathing	Numeric
MAU23_9	Bodyboarding/ stand up paddle boarding	Numeric
MAU23_10	Surfing	Numeric
MAU23_11	Canoeing/ kayaking	Numeric
MAU23_12	Swimming in the ocean	Numeric
MAU23_13	Snorkeling	Numeric
MAU23_14	Windsurfing/ kitesurfing	Numeric
MAU23_15	Jet skiing/ parasailing	Numeric
MAU23_16	Scuba diving	Numeric
MAU23_17	Fishing	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MAU23_18	Golf	Numeric
MAU23_19	Running/ jogging/ fitness walking	Numeric
MAU23_20	Spa	Numeric
MAU23_21	Backpacking/ hiking/ camping	Numeric
MAU23_22	Agritourism – i.e. farms, ranches	Numeric
MAU23_23	Sports event or tournament	Numeric
MAU23_24	Parks/ botanical gardens	Numeric
MAU23_25	Waterparks	Numeric
MAU23_26	Mountain tubing/ waterfall rappel	Numeric
MAU23_27	Zip-lining	Numeric
MAU23_28	Skydiving	Numeric
MAU23_29	All-terrain vehicle riding (ATV)	Numeric
MAU23_30	Horseback riding	Numeric
MAU23_31	Lunch/ sunset/ dinner/ evening cruise	Numeric
MAU23_32	Live music/ stage show	Numeric
MAU23_33	Nightclub/ dancing/ bar/ karaoke	Numeric
MAU23_34	Fine dining	Numeric
MAU23_35	Family restaurant	Numeric
MAU23_36	Fast food	Numeric
MAU23_37	Food truck	Numeric
MAU23_38	Café/ coffee house	Numeric
MAU23_39	Ethnic dining	Numeric
MAU23_40	Prepared own meals	Numeric
MAU23_41	Malls/ department stores	Numeric
MAU23_42	Designer boutiques	Numeric
MAU23_43	Hotel/ resort stores	Numeric
MAU23_44	Swap meet/ flea market	Numeric
MAU23_45	Discount/ outlet stores	Numeric
MAU23_46	Supermarkets	Numeric
MAU23_47	Farmer's market	Numeric
MAU23_48	Convenience stores	Numeric
MAU23_49	Duty free stores	Numeric
MAU23_50	Local shops and artisans	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MAU23_51	Historic military site	Numeric
MAU23_52	Other historic site	Numeric
MAU23_53	Museum/ art gallery	Numeric
MAU23_54	Lū'au/ Polynesian show/ hula show	Numeric
MAU23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making	Numeric
MAU23_56	Play/ concert/ theatre	Numeric
MAU23_57	Art/ craft fair	Numeric
MAU23_58	Festival/ events (specify)	Numeric
MAU23_58_TEXT	Festival/ events (specify)	String
MAU23_59	Airport shuttle	Numeric
MAU23_60	Trolley	Numeric
MAU23_61	Public bus	Numeric
MAU23_62	Tour bus/ tour van	Numeric
MAU23_63	Taxi/ limousine	Numeric
MAU23_64	Rental car	Numeric
MAU23_65	Ride share (e.g., Uber or Lyft)	Numeric
MAU23_66	Bicycle rental	Numeric
MAU23_67	Visiting friends and family	Numeric
MAU23_68	Volunteer at a non-profit	Numeric
MAU23X_1	Alexander & Baldwin Sugar Museum	Numeric
MAU23X_2	Aquarium Maui/ Maui Ocean Center	Numeric
MAU23X_3	Baldwin Missionary Home Museum	Numeric
MAU23X_4	Hale Pa'i Printing House/ Museum	Numeric
MAU23X_5	Haleakala National Park	Numeric
MAU23X_6	Haleki'i-Pihana Heiau State Monument	Numeric
MAU23X_7	Hana Cultural Center	Numeric
MAU23X_8	'Iao Valley State Monument	Numeric
MAU23X_9	Kula Botanical Garden	Numeric
MAU23X_10	Maui Historical Society Bailey House Museum	Numeric
MAU23X_11	Whalers Village Museum	Numeric
MAU23X_12	Wo Hing Temple Museum	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
MAU24	Q24 MAUI	Numeric
MAU24B	Q24B MAUI	Numeric
MAU25	Q25 MAUI	Numeric
MAU25B	Q25B MAUI	Numeric
MAU25B_1		Numeric
MAU25B_2		Numeric
MAU25B_TEXT	Which event did you visit Maui to attend?	String
OAHX	OAHX	Numeric
OAHI4	Q14 OAHU	Numeric
OAHI5	Q15 OAHU	Numeric
OAHI6	Q16 OAHU	Numeric
OAHI7	Q17 OAHU	Numeric
OAHI8_1	Hotel	Numeric
OAHI8_2	Condominium	Numeric
OAHI8_3	Rental House	Numeric
OAHI8_4	Timeshare Unit	Numeric
OAHI8_5	Bed & Breakfast	Numeric
OAHI8_6	Cruise Ship	Numeric
OAHI8_7	Friends or Relatives	Numeric
OAHI8_8	Hostel	Numeric
OAHI8_9	Camp Site, Beach	Numeric
OAHI8_10	Private Room in Private Home	Numeric
OAHI8_11	Shared Room/ Space in Private Home	Numeric
OAHI8_12	Other (please specify)	Numeric
OAHI8_12_TEXT	Other (please specify)	String
OAHI8_13	Day trip	Numeric
OAHI8_14	Airbnb/ VRBO	Numeric
OAHI8_15	Own property	Numeric
OAHI8_16	Dormitory	Numeric
OAHI8_17	Military housing/ accomodations	Numeric
OAHI9	Q19 OAHU	Numeric
OAHI9_TEXT	Q19 OAHU OTHER	String
OAHI20	Q20 OAHU	Numeric
OAHI20_TEXT	Q20 OAHU OTHER	String
OAHI21	Q21 OAHU	Numeric
OAHI21B_1	Flight too long	Numeric
OAHI21B_2	Too commercial/overdeveloped	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OAH21B_3	Too crowded/ congested/ traffic	Numeric
OAH21B_4	Not enough value for the price	Numeric
OAH21B_5	Want to go someplace new	Numeric
OAH21B_6	Other financial obligations	Numeric
OAH21B_7	Poor service	Numeric
OAH21B_8	Unfriendly people/ felt unwelcome	Numeric
OAH21B_9	Poor health/ age restriction	Numeric
OAH21B_10	Too expensive	Numeric
OAH21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	Numeric
OAH21B_12	Nothing to do/ boring	Numeric
OAH21B_13	No reason to return/ nothing new	Numeric
OAH21B_14	Other (please specify)	Numeric
OAH21B_14_TEXT	Other (please specify)	String
OAH21B_15	Bad weather	Numeric
OAH21B_16	Homeless population	Numeric
OAH21B_17	Crime/ Safety concerns	Numeric
OAH21B_18	Have/ planning- young child	Numeric
OAH21B_19	Food	Numeric
OAH21B_20	Already visited/ been there several times	Numeric
OAH21B_21	Airport/ Immigration issue	Numeric
OAH21B_22	No time/ Too busy/ No vacation	Numeric
OAH21B_23	Dirty/ filthy	Numeric
OAH21B_24	Exchange rate	Numeric
OAH21B_25	Beaches/ ocean- not as nice	Numeric
OAH21B_26	Overrated/ Did not meet expectations	Numeric
OAH21B_27	Family/friend who I visit is moving from HI	Numeric
OAH21B_28	Hotel- negative	Numeric
OAH21B_29	Unfriendly/ Too many tourists	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OAH21B_30	Buildings/ infrastructure- old	Numeric
OAH21B_31	Politics/ Trump/ Immigration	Numeric
OAH21B_32	Too noisy/ Not peaceful	Numeric
OAH21B_33	Lack of local culture	Numeric
OAH21B_34	Five years too soon to revisit	Numeric
OAH21B_35	Missile threat error	Numeric
OAH21B_36	Volcano related	Numeric
OAH22	Q22 OAHU	Numeric
OAH23_1	On own (self-guided)/ driving around island	Numeric
OAH23_2	Helicopter ride or airplane tour	Numeric
OAH23_3	Boat Tour/ submarine ride/ whale watching	Numeric
OAH23_4	Visiting towns/ communities	Numeric
OAH23_5	Private limousine/ van tour/ tour bus	Numeric
OAH23_6	Scenic views/ natural landmarks	Numeric
OAH23_7	Movie and television filming location tours	Numeric
OAH23_8	Beach/ sunbathing	Numeric
OAH23_9	Bodyboarding/ stand up paddle boarding	Numeric
OAH23_10	Surfing	Numeric
OAH23_11	Canoeing/ kayaking	Numeric
OAH23_12	Swimming in the ocean	Numeric
OAH23_13	Snorkeling	Numeric
OAH23_14	Windsurfing/ kitesurfing	Numeric
OAH23_15	Jet skiing/ parasailing	Numeric
OAH23_16	Scuba diving	Numeric
OAH23_17	Fishing	Numeric
OAH23_18	Golf	Numeric
OAH23_19	Running/ jogging/ fitness walking	Numeric
OAH23_20	Spa	Numeric
OAH23_21	Backpacking/ hiking/ camping	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OAH23_22	Agritourism – i.e. farms, ranches	Numeric
OAH23_23	Sports event or tournament	Numeric
OAH23_24	Parks/ botanical gardens	Numeric
OAH23_25	Waterparks	Numeric
OAH23_26	Mountain tubing/ waterfall rappel	Numeric
OAH23_27	Zip-lining	Numeric
OAH23_28	Skydiving	Numeric
OAH23_29	All-terrain vehicle riding (ATV)	Numeric
OAH23_30	Horseback riding	Numeric
OAH23_31	Lunch/ sunset/ dinner/ evening cruise	Numeric
OAH23_32	Live music/ stage show	Numeric
OAH23_33	Nightclub/ dancing/ bar/ karaoke	Numeric
OAH23_34	Fine dining	Numeric
OAH23_35	Family restaurant	Numeric
OAH23_36	Fast food	Numeric
OAH23_37	Food truck	Numeric
OAH23_38	Café/ coffee house	Numeric
OAH23_39	Ethnic dining	Numeric
OAH23_40	Prepared own meals	Numeric
OAH23_41	Malls/ department stores	Numeric
OAH23_42	Designer boutiques	Numeric
OAH23_43	Hotel/ resort stores	Numeric
OAH23_44	Swap meet/ flea market	Numeric
OAH23_45	Discount/ outlet stores	Numeric
OAH23_46	Supermarkets	Numeric
OAH23_47	Farmer's market	Numeric
OAH23_48	Convenience stores	Numeric
OAH23_49	Duty free stores	Numeric
OAH23_50	Local shops and artisans	Numeric
OAH23_51	Historic military site	Numeric
OAH23_52	Other historic site	Numeric
OAH23_53	Museum/ art gallery	Numeric
OAH23_54	Lū'au/ Polynesian show/ hula show	Numeric
OAH23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OAHC23_56	Play/ concert/ theatre	Numeric
OAHC23_57	Art/ craft fair	Numeric
OAHC23_58	Festival/ events (specify)	Numeric
OAHC23_58_TEXT	Festival/ events (specify)	String
OAHC23_59	Airport shuttle	Numeric
OAHC23_60	Trolley	Numeric
OAHC23_61	Public bus	Numeric
OAHC23_62	Tour bus/ tour van	Numeric
OAHC23_63	Taxi/ limousine	Numeric
OAHC23_64	Rental car	Numeric
OAHC23_65	Ride share (e.g., Uber or Lyft)	Numeric
OAHC23_66	Bicycle rental	Numeric
OAHC23_67	Visiting friends and family	Numeric
OAHC23_68	Volunteer at a non-profit	Numeric
OAHC23X_1	Atlantis Submarines and Cruises	Numeric
OAHC23X_2	Bernice P. Bishop Museum	Numeric
OAHC23X_3	Byodo-In Temple	Numeric
OAHC23X_4	Diamond Head State Monument	Numeric
OAHC23X_5	Dole Plantation	Numeric
OAHC23X_6	Haleiwa	Numeric
OAHC23X_7	Hanauma Bay Nature Preserve	Numeric
OAHC23X_8	Harold L. Lyon Arboretum	Numeric
OAHC23X_9	Hawaii State Art Museum or Honolulu Museum of Art	Numeric
OAHC23X_10	Hawaii's Plantation Village	Numeric
OAHC23X_11	Ho'omaluhia Botanical Garden	Numeric
OAHC23X_12	'Iolani Palace State Monument	Numeric
OAHC23X_13	Kaiwi State Scenic Shoreline & Makapu'u Trail	Numeric
OAHC23X_14	Kualoa Private Nature Reserve (Kualoa.Ranch)	Numeric
OAHC23X_15	Lanikai or Kailua Beach	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OAH23X_16	Manoa Falls	Numeric
OAH23X_17	National Memorial Cemetery of the Pacific	Numeric
OAH23X_18	Nu'uana Pali Lookout	Numeric
OAH23X_19	Pearl Harbor (Arizona Memorial, Battleship Missouri Memorial, Pacific Aviation Museum, USS Bowfin Submarine Museum, WWII Valor in the Pacific National Monument)	Numeric
OAH23X_20	Polynesian Cultural Center	Numeric
OAH23X_21	Sea Life Park Hawaii	Numeric
OAH23X_22	Waikīkī Aquarium	Numeric
OAH23X_23	Waimanalo Beach	Numeric
OAH23X_24	Waimea Bay	Numeric
OAH23X_25	Waimea Valley	Numeric
OAH24_1	Waikiki/ Honolulu	Numeric
OAH24_2	Windward Oahu	Numeric
OAH24_3	North Shore	Numeric
OAH24_4	Central Oahu	Numeric
OAH24_5	West Oahu	Numeric
OAH25	Q25 OAHU	Numeric
OAH25_TEXT	How did you arrive to O'ahu?	String
OAH25B	Q25B	Numeric
OAH25C	Q26C	Numeric
D1	D1	Numeric
D2	D2	Numeric
D3	D3	Numeric
D4	D4	Numeric
D5	D5	Numeric
VAR00006		Numeric
D6EN	D6 US	Numeric
D6JA	D6 JAPAN	Numeric
D6KO	D6 KOREA	Numeric
D6ZH	D6 CHINA	Numeric
D7_1	Australia	Numeric
D7_2	Bali	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
D7_3	Canada	Numeric
D7_4	Caribbean	Numeric
D7_5	China	Numeric
D7_6	Fiji	Numeric
D7_7	Japan	Numeric
D7_8	Korea	Numeric
D7_9	Mexico	Numeric
D7_10	New Zealand	Numeric
D7_11	Thailand	Numeric
D7_12	Alaska	Numeric
D7_13	California	Numeric
D7_14	Florida	Numeric
D7_15	Las Vegas	Numeric
D7_16	New York City	Numeric
D7_17	Other U.S. States	Numeric
D7_18	Guam/ Saipan	Numeric
D7_19	Europe	Numeric
D7_20	Central America	Numeric
D7_21	South America	Numeric
D7_22	Other Asia	Numeric
D7_23	None of these	Numeric
Q26_1	Q26-1	Numeric
Q26_2	Q26-2	Numeric
Q27	Q27	Numeric
Q1_1T	State of Hawai'i Overall	Numeric
Q1_2T	O'ahu (Waikīkī/ Honolulu)	Numeric
Q1_3T	Maui	Numeric
Q1_4T	Moloka'i	Numeric
Q1_5T	Lāna'i	Numeric
Q1_6T	Hawai'i (Hilo/ Kona/ Volcano)	Numeric
Q1_7T	Kaua'i	Numeric
Q1_1R	State of Hawai'i Overall	Numeric
Q1_2R	O'ahu (Waikīkī/ Honolulu)	Numeric
Q1_3R	Maui	Numeric
Q1_4R	Moloka'i	Numeric
Q1_5R	Lāna'i	Numeric
Q1_6R	Hawai'i (Hilo/ Kona/ Volcano)	Numeric
Q1_7R	Kaua'i	Numeric
Q2_1R	Variety of experiences	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
Q2_2R	Different/ unique experiences	Numeric
Q2_3R	Safe and secure destination	Numeric
Q2_1T	Variety of experiences	Numeric
Q2_2T	Different/ unique experiences	Numeric
Q2_3T	Safe and secure destination	Numeric
Q3S	Q3	Numeric
Q4R	Q4	Numeric
Q4T	Q4	Numeric
Q5R	Q5	Numeric
Q5T	Q5	Numeric
Q6R	Q6	Numeric
Q6T	Q6	Numeric
Q9T	Q9	Numeric
Q10T	Q10	Numeric
MOL17T	Q17 MOLOKAI	Numeric
MOL21R	Q21 MOLOKAI	Numeric
MOL21T	Q21 MOLOKAI	Numeric
MOL22R	Q22 MOLOKAI	Numeric
MOL22T	Q22 MOLOKAI	Numeric
Q23MOLOSIGHT	TOTAL MOLOKAI SIGHTSEEING	Numeric
Q23MOLOREC	TOTAL MOLOKAI RECREATION	Numeric
Q23MOLOENT	TOTAL MOLOKA ENTERTAINMENT/ DINING	Numeric
Q23MOLOSHOP	TOTAL MOLOKAI SHOPPING	Numeric
Q23MOLOHIST	TOTAL MOLOKAI HISTORY/ CULTURE/ ARTS	Numeric
Q23MOLOTRANS	TOTAL MOLOKAI TRANSPORTATION	Numeric
Q23MOLOOTH	TOTAL MOLOKAI OTHER	Numeric
LAN17T	Q17 LANAI	Numeric
LAN21R	Q21 LANAI	Numeric
LAN21T	Q21 LANAI	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
LAN22R	Q22 LANAI	Numeric
LAN22T	Q22 LANAI	Numeric
Q23LANSIGHT	TOTAL LANAI SIGHTSEEING	Numeric
Q23LANREC	TOTAL LANAI RECREATION	Numeric
Q23LANENT	TOTAL LANAI ENTERTAINMENT & DINING	Numeric
Q23LANSHP	TOTAL LANAI SHOPPING	Numeric
Q23LANHIST	TOTAL LANAI HISTORY/ CULTURE/ ARTS	Numeric
Q23LANTRANS	TOTAL LANAI TRANSPORTATION	Numeric
Q23LANOTH	TOTAL LANAI OTHER	Numeric
KAU17T	Q17 KAUAI	Numeric
KAU21R	Q21 KAUAI	Numeric
KAU21T	Q21 KAUAI	Numeric
KAU22R	Q22 KAUAI	Numeric
KAU22T	Q22 KAUAI	Numeric
Q23KAUSIGHT	TOTAL KAUAI SIGHTSEEING	Numeric
Q23KAUREC	TOTAL KAUAI RECREATION	Numeric
Q23KAUENT	TOTAL KAUAI ENTERTAINMENT & DINING	Numeric
Q23KAUSHOP	TOTAL KAUAI SHOPPING	Numeric
Q23KAUHIST	TOTAL KAUAI HISTORY & CULTURE	Numeric
Q23KAUTRANS	TOTAL KAUAI TRANSPORTATION	Numeric
Q23KAUOTH	TOTAL KAUAI OTHER	Numeric
KAU24R	Q24 KAUAI	Numeric
KAU24T	Q24 KAUAI	Numeric
KAU25_1S	SUMMARY	Numeric
KAU25_2S	SUMMARY	Numeric
KAU25_3S	SUMMARY	Numeric
KAU25_4S	SUMMARY	Numeric
KAU25_5S	SUMMARY	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
KAU25_6S	SUMMARY	Numeric
KAU25_7S	SUMMARY	Numeric
HAW17T	Q17 HAWAI	Numeric
HAW21R	Q21 HAWAII ISLAND	Numeric
HAW21T	Q21 HAWAII ISLAND	Numeric
HAW22R	Q22 HAWAII ISLAND	Numeric
HAW22T	Q22 HAWAII ISLAND	Numeric
Q23HAWSIGHT	TOTAL HAWAII ISLE SIGHTSEEING	Numeric
Q23HAWREC	TOTAL HAWAII ISLE RECREATION	Numeric
Q23HAWENT	TOTAL HAWAII ISLE ENTERTAINMENT & DINING	Numeric
Q23HAWSHOP	TOTAL HAWAII ISLE SHOPPING	Numeric
Q23HAWHIST	TOTAL HAWAII ISLE HISTORY/ CULTURE/ ARTS	Numeric
Q23HAWTRANS	TOTAL HAWAII ISLE TRANSPORTATION	Numeric
Q23HAWOTH	TOTAL HAWAII ISLE OTHER	Numeric
MAU17T	Q17 MAUI	Numeric
MAU21R	Q21 MAUI	Numeric
MAU21T	Q21 MAUI	Numeric
MAU22R	Q22 MAUI	Numeric
MAU22T	Q22 MAUI	Numeric
Q23MAUSIGHT	TOTAL MAUI SIGHTSEEING	Numeric
Q23MAUREC	TOTAL MAUI RECREATION	Numeric
Q23MAUENT	TOTAL MAUI ENTERTAINMENT & DINING	Numeric
Q23MAUSHOP	TOTAL MAUI SHOPPING	Numeric
Q23MAUHIST	TOTAL MAUI HISTORY/ CULTURE/ ARTS	Numeric
Q23MAUTRANS	TOTAL MAUI TRANSPORTATION	Numeric
Q23MAUOTH	TOTAL MAUI OTHER	Numeric
MAU24BS	SUMMARY	Numeric
OAH17T	Q17 OAHAI	Numeric
OAH21R	Q21 OAHU	Numeric
OAH21T	Q21 OAHU	Numeric
OAH22R	Q22 OAHU	Numeric
OAH22T	Q22 OAHU	Numeric
Q23OAHSIGHT	TOTAL OAHU SIGHTSEEING	Numeric
Q23OAHREC	TOTAL OAHU RECREATION	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
Q23OAHENT	TOTAL OAHU ENTERTAINMENT & DINING	Numeric
Q23OAHSOP	TOTAL OAHU SHOPPING	Numeric
Q23OAHHIST	TOTAL OAHU HISTORY/ CULTURE/ ARTS	Numeric
Q23OAHTRANS	TOTAL OAHU TRANSPORTATION	Numeric
Q23OAHOOTH	TOTAL OAHU OTHER	Numeric
OAH25BR	Q25B OAHU	Numeric
OAH25BT	Q25B OAHU	Numeric
OAH25CR	Q25C OAHU	Numeric
OAH25CT	Q25C OAHU	Numeric
D1T	D1	Numeric
SMSAIRLINE_	Name of Airline/Ship	String
SMSARRIVAL_	Date of Arrival	Numeric
SMSBATCHCUS	BatchCust1	String
SMSBATCHC02	BatchCust2	String
SMSBATCHC03	BatchCust3	String
SMSBATCHC04	BatchCust4	String
SMSBATCHC05	BatchCust5	String
SMSBATCHDIR	BatchDir	String
SMSBATCHNO	BatchNo	Numeric
SMSBATCHPGC	BatchPgCnt	Numeric
SMSBATCHPGD	BatchPgDta	String
SMSBATCHPGN	BatchPgNo	Numeric
SMSBATCHRDA	BatchRDate	String
SMSBATCHSCO	BatchScOpr	String
SMSBATCHTRA	BatchTrack	String
SMSCITY	City	String
SMSCSID	CSID	String
SMSLANG_BBL	lang_bbl	Numeric
SMSQ14_OTHE	q14_other	Numeric
SMSFLIGHT_N	Flight No.	Numeric
SMSFORM_ID	Form_Id	Numeric
SMSFORM_NOT	Form_Notes	String
SMSFORM_PRI	Form_Pri	Numeric
SMSHAWAII_A	Hawai'i Address or Name of Hotel/Lodging	String
SMSHOME_ADD	Home Address	String
SMSIMAGE_SE	Image_Seq	String
SMSISLAND	Island	String
SMSLANG_ID	LANG_ID	String

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
SMSNAME	Full Name (Print)	String
SMSNO_PARTY	No. in Party	String
SMSORIG_FIL	Orig_File	String
SMSORIGPGSE	OrigPgSeq	String
SMSPCX_NAME	PCX_NameAddress	String
SMSPHONE	Phone No.	String
SMSLINK	PLINK	String
SMSQ1	q1	String
SMSQ10	q10	String
SMSQ10A	q10a	Numeric
SMSQ10B	q10b	Numeric
SMSQ10C	q10c	Numeric
SMSQ10D	q10d	Numeric
SMSQ10E	q10e	Numeric
SMSQ10F	q10f	Numeric
SMSQ10G	q10g	Numeric
SMSQ10H	q10h	Numeric
SMSQ10I	q10i	Numeric
SMSQ10J	q10j	Numeric
SMSQ10K	q10k	Numeric
SMSQ10L	q10l	Numeric
SMSQ11	q11	Numeric
SMSQ12	q12	Numeric
SMSQ13F_TOT	q13f_total	Numeric
SMSQ13F1	q13f1	Numeric
SMSQ13F2	q13f2	Numeric
SMSQ13F3	q13f3	Numeric
SMSQ13F4	q13f4	Numeric
SMSQ13F5	q13f5	Numeric
SMSQ13F6	q13f6	Numeric
SMSQ13M_TOT	q13m_total	Numeric
SMSQ13M1	q13m1	Numeric
SMSQ13M2	q13m2	Numeric
SMSQ13M3	q13m3	Numeric
SMSQ13M4	q13m4	Numeric
SMSQ13M5	q13m5	Numeric
SMSQ13M6	q13m6	Numeric
SMSQ14	q14	Numeric
SMSQ14A	q14a	String
SMSQ14A_PRI	q14a_printed	String

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
SMSQ14B	q14b	String
SMSQ14C	q14c	String
SMSQ15	Q15	String
SMSQ2	q2	Numeric
SMSQ2A	q2a	Numeric
SMSQ2A_X	q2a_x	Numeric
SMSQ3	q3	Numeric
SMSQ4	q4	Numeric
SMSQ4A	q4a	Numeric
SMSQ4A_X	q4a_x	Numeric
SMSQ5A	q5a	String
SMSQ5A1	q5a1	Numeric
SMSQ5A2	q5a2	Numeric
SMSQ5A3	q5a3	Numeric
SMSQ5A4	q5a4	Numeric
SMSQ5A5	q5a5	Numeric
SMSQ5A6	q5a6	Numeric
SMSQ5A7	q5a7	Numeric
SMSQ5B1	q5b1	Numeric
SMSQ5B1_X	q5b1_x	Numeric
SMSQ5B2	q5b2	Numeric
SMSQ5B2_X	q5b2_x	Numeric
SMSQ5B3	q5b3	Numeric
SMSQ5B3_X	q5b3_x	Numeric
SMSQ5B4	q5b4	Numeric
SMSQ5B4_X	q5b4_x	Numeric
SMSQ5B5	q5b5	Numeric
SMSQ5B5_X	q5b5_x	Numeric
SMSQ5B6	q5b6	Numeric
SMSQ5B6_X	q5b6_x	Numeric
SMSQ5B7	q5b7	Numeric
SMSQ5B7_X	q5b7_x	Numeric
SMSQ6	q6	Numeric
SMSQ7	q7	Numeric
SMSQ8	q8	Numeric
SMSQ9	q9	String
SMSQ9A	q9a	Numeric
SMSQ9B	q9b	Numeric
SMSQ9C	q9c	Numeric
SMSQ9D	q9d	Numeric

Variable Name	Variable Label	Variable Type
SMSQ9E	q9e	Numeric
SMSQ9F	q9f	Numeric
SMSQ9G	q9g	Numeric
SMSQ9H	q9h	Numeric
SMSQ9I	q9i	Numeric
SMSQ9J	q9j	Numeric
SMSQ9K	q9k	Numeric
SMSQ9L	q9l	Numeric
SMSQA	qA	String
SMSQA_1	qa_1	Numeric
SMSQA_2	qa_2	Numeric
SMSQA_3	qa_3	Numeric
SMSQA_4	qa_4	Numeric
SMSQA_5	qa_5	Numeric
SMSQA_6	qa_6	Numeric
SMSQA_7	qa_7	Numeric
SMSQA_8	qa_8	Numeric
SMSQB	qB	String
SMSQB_1	qb_1	Numeric
SMSQB_2	qb_2	Numeric
SMSQB_3	qb_3	Numeric
SMSQB_4	qb_4	Numeric
SMSQB_5	qb_5	Numeric
SMSQC	qc	Numeric
SMSREMOTE_U	Remote_User	String
SMSREM_BID	Remote_Bid	Numeric
SMSREM_CMP	Remote_Cmp	String
SMSREM_FAX	Remote_Fax	String
SMSREM_PHN	Remote_Phn	String
SMSREM_UID	Remote_Uid	Numeric
SMSROUTE_TO	Route_To	String
SMSSTATE	State	String
SMSSUSPENSE	Suspense_File	String
SMSTIME_STA	Time_Stamp	String
SMSVERIFY_W	Verify_Wks	String
SMSZIP	Zip	String
SMSPCX_Q15	PCX_Q15	String
SMSBATCHPGP	BatchPgPos	Numeric
SMSFORMIDMT	FormIDMthd	String
SMSCOUNT		Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
SMSMJK		String
ODOMNIID	OMNIID	Numeric
ODBATCHNO	BatchNo	Numeric
ODBATCHPGN	BatchPgNo	Numeric
ODPCX_NAME	PCX_NAME_ADDRESS	String
ODPCX_EMAI	PCX_EMAIL	String
ODQ1	Q1. Total number of people covered by this form	Numeric
ODQ2	Q2. Visitor or Resident	Numeric
ODQ2A	Q2a. Hawaii resident to be away for:	Numeric
ODQ3	Q3. In Hawaiian islands for a few hours only	Numeric
ODQ3A	Q3a. In Hawaiian islands for a number of nights	Numeric
ODQ4	Q4. This trip to Hawaii was my:	Numeric
ODQ5	Q5. Came on this trip as a member of organized tour group:	Numeric
ODQ6	Q6. Came on a prepaid package trip that included at least airfare and lodging:	Numeric
ODQ7A	Q7a	String
ODQ7A_1	Visited Oahu	Numeric
ODQ7A_2	Visited Maui	Numeric
ODQ7A_3	Visited Molokai	Numeric
ODQ7A_4	Visited Lanai	Numeric
ODQ7A_5	Visited Kona	Numeric
ODQ7A_6	Visited Hilo	Numeric
ODQ7A_7	Visited Kauai	Numeric
ODQ7B_1	Number of nights stayed in Oahu:	Numeric
ODQ7B_2	Number of nights stayed in Maui:	Numeric
ODQ7B_3	Number of nights stayed in Molokai:	Numeric
ODQ7B_4	Number of nights stayed in Lanai:	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
ODQ7B_5	Number of nights stayed in Kona:	Numeric
ODQ7B_6	Number of nights stayed in Hilo:	Numeric
ODQ7B_7	Number of nights stayed in Kauai:	Numeric
ODQ8	Q8. Where did you stay while in Hawaii?	String
ODQ8_1	Hotel	Numeric
ODQ8_2	Condominium	Numeric
ODQ8_3	Rental House	Numeric
ODQ8_4	Timeshare Unit	Numeric
ODQ8_5	Bed & Breakfast	Numeric
ODQ8_6	Cruise Ship	Numeric
ODQ8_7	Friends or Relatives	Numeric
ODQ8_8	Hostels	Numeric
ODQ8_9	Camp site, Beach	Numeric
ODQ8_10	Other	Numeric
ODQ8_11	Private Room in Private Home	Numeric
ODQ8_12	Share Room/Space in Private Home	Numeric
ODQ8OTH	Other specified	String
ODQ8A	Q8a. Name of hotel/condominium you stayed at while in Hawaii:	Numeric
ODQ9	Q9. Primary reason(s) for this trip:	String
ODQ9_1	To get married	Numeric
ODQ9_2	Honeymoon	Numeric
ODQ9_3	To attend a wedding	Numeric
ODQ9_4	Pleasure/Vacation	Numeric
ODQ9_5	Convention/Conference	Numeric
ODQ9_6	Corporate meeting	Numeric
ODQ9_7	Incentive/Reward Travel	Numeric
ODQ9_8	Company Trip	Numeric
ODQ9_9	Other Business	Numeric
ODQ9_10	Visit friends or relatives	Numeric
ODQ9_11	Government or military business	Numeric
ODQ9_12	To attend school	Numeric
ODQ9_13	Sports Events/Group (Participant/Spectator)	Numeric

Variable Name	Variable Label	Variable Type
ODQ9_14	School Group	Numeric
ODQ9_15	Event/Concert/Festival (Participant/Spectator)	Numeric
ODQ9_16	Other (please specify)	Numeric
ODQ9OTH	Other specified	String
ODQ10	Q10. What is your age?	Numeric
ODQ11_SEX	Q11. What is your gender?	Numeric
ODQ12M_1	No. of males: 12 years or under	Numeric
ODQ12M_2	No. of males: 13 to 17 years	Numeric
ODQ12M_3	No. of males: 18 to 24 years	Numeric
ODQ12M_4	No. of males: 25 to 40 years	Numeric
ODQ12M_5	No. of males: 41 to 59 years	Numeric
ODQ12M_6	No. of males: 60 or more years	Numeric
ODQ12M_TOT	Total no. of males	Numeric
ODQ12F_1	No. of females: 12 years or under	Numeric
ODQ12F_2	No. of females: 13 to 17 years	Numeric
ODQ12F_3	No. of females: 18 to 24 years	Numeric
ODQ12F_4	No. of females: 25 to 40 years	Numeric
ODQ12F_5	No. of females: 41 to 59 years	Numeric
ODQ12F_6	No. of females: 60 or more years	Numeric
ODQ12F_TOT	Total no. of females	Numeric
ODQ13_COUN	Q13. Country of residence:	Numeric
ODQ13_OTHE	Other country:	Numeric
ODQ13_ZIPC	US zipcode	Numeric
ODCANZIP1	Canadian zipcode: 1st char	String
ODCANZIP2	Canadian zipcode: 2nd char	String
ODCANZIP3	Canadian zipcode: 3rd char	String
ODCANZIP4	Canadian zipcode: 4th char	String
ODCANZIP5	Canadian zipcode: 5th char	String
ODCANZIP6	Canadian zipcode: 6th char	String
ODQ13OTHER	Q13OTHERZIPCODE	String
ODNAME_ADD	NAME_ADDRESS	String
ODEMAIL	EMAIL	String
ODARRDATE	ARRDATE	Numeric
ODDDATE	DDATE	Numeric
ODFLIGHTNO	FLIGHTNO	Numeric
ODFLIGHT02	FLIGHTNODEP	Numeric
ODDAIRLINE	DAIRLINE	Numeric
ODDAIRLI02	DAIRLINE_2	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
ODQ14	Q14. Port of Entry:	Numeric
ODQ14OTH	Other port of entry.	String
ODQ15	Q15. Attended any events at the Hawaii Convention Center?	Numeric
ODQ36	Q16. Overall, how would you rate this current trip to Hawaii?	Numeric
ODQ37	Q17. Would you say this trip to Hawaii...?	Numeric
ODQ38	Q18. How likely are you to recommend Hawaii as a vacation place to your friends and relatives?	Numeric
ODQ39	Q19. How likely are you to return to visit Hawaii in the next five years?	Numeric
ODQ16A	Q16a. How much did the package trip cost?	Numeric
ODQ16A_AN	Currency (US/Other):	Numeric
ODQ16A_ANO	Name of other currency:	Numeric
ODQ16B	Q16b. What did the package trip include?	String
ODQ16B_0	Airfare (to and from Hawaii)	Numeric
ODQ16B_2	Breakfast	Numeric
ODQ16B_3	Airfare (inter island)	Numeric
ODQ16B_10	Inter-island cruise	Numeric
ODQ16B_9	Other	Numeric
ODQ16B_4	Lunch/Dinner	Numeric
ODQ16B_5	Rental Car	Numeric
ODQ16B_6	Tours/attractions	Numeric
ODQ16B_7	Lodging (hotel, condo, etc.)	Numeric
ODQ16B_8	Trip to another state/country	Numeric
ODQ16B_OTH	Other specified	String
ODQ16C	Q16c. Name of the package:	String
ODQ16C_COD	Name of the package (coded)	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
ODQ16F	Q16f	String
ODQ16D	Q16d. Number of nights in Hawaii covered by it:	Numeric
ODQ16E	Q16e. Number of people covered by amount:	Numeric
ODQ17A	Q17. How much did you and your family/party pay for the transpacific flight?	Numeric
ODQ17AN	Currency (US/Other):	Numeric
ODQ17ANOTH	Name of other currency:	Numeric
ODQ18	Q18. Total number of people you're reporting:	Numeric
ODQ18A_TOT	Q18a. Lodging (hotel, condo, B&B, hostel, etc. including tips)	Numeric
ODQ18B_TOT	Q18b. Total food and beverage:	Numeric
ODQ18B_1	In restaurants, bars, and other eating places	Numeric
ODQ18B_2	Dinner shows/dinner cruises	Numeric
ODQ18B_3	Groceries/snacks	Numeric
ODQ18C_TOT	Q18c. Total Entertainment:	Numeric
ODQ18C_1	Attractions/entertainment	Numeric
ODQ18C_2	Recreation (golf, tennis, snorkeling, etc.)	Numeric
ODQ18C_3	Other activities and tours	Numeric
ODQ18D_TOT	Q18d. Total Transportation:	Numeric
ODQ18D_1	Inter island airfare	Numeric
ODQ18D_2	Bus, taxi, trolley, etc.	Numeric
ODQ18D_3	Rental car/mopeds	Numeric
ODQ18D_4	Other expenses (gasoline, parking, etc.)	Numeric
ODQ18E_TOT	Q18e. Total Shopping:	Numeric
ODQ18E_1	Fashion and clothing	Numeric
ODQ18E_2	Jewelry/watches	Numeric
ODQ18E_3	Cosmetics/perfumes	Numeric
ODQ18E_4	Leather goods (belts, wallets, handbags, etc.)	Numeric
ODQ18E_5	Hawaii food products to take home (fruits, nuts, coffee, etc.)	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
ODQ18E_6	Souvenirs	Numeric
ODQ18F_1	Electronics	Numeric
ODQ18F_2	Health/Wellness	Numeric
ODQ18F_3	Household Items	Numeric
ODQ18F_4	Art and Collectibles	Numeric
ODQ18F_5	Other, please specify below	Numeric
ODQ18F_OTH	Other spending described:	String
ODQ18_TOTA	Q18. Total amount of expenses:	Numeric
ODFORM_ID	Form_Id	Numeric
ODBATCHRDA	BatchRDate	String
ODSUSPENSE	Suspense_File	String
ODXOMNIID	OMNIID	Numeric
ODXBATCHNO	BatchNo	Numeric
ODXBATCHPGN	BatchPgNo	Numeric
ODXPCX_EMAI	PCX_EMAIL	String
ODXEMAIL	EMAIL	String
ODXISLAND		Numeric
ODXLANG	Language	Numeric
ODXDEPDATE	depdate	Numeric
ODXAIRLINE	AirlineC	Numeric
ODXFLIGHT		Numeric
ODXFLIGHTNO	Flight	String
ODXQ1	Q1. Total number of people covered by this form.	Numeric
ODXQ2_1	Q2_1	Numeric
ODXQ2_2	Q2_2	Numeric
ODXQ2NTS	Q2nts	Numeric
ODXQ3	Q3. You were on this island for :	Numeric
ODXQ4A	Q4a	String
ODXQ4A_1	Visited Oahu	Numeric
ODXQ4A_2	Visited Maui	Numeric
ODXQ4A_3	Visited Kauai	Numeric
ODXQ4A_4	Visited Molokai	Numeric
ODXQ4A_5	Visited Lanai	Numeric
ODXQ4A_6	Visited Kona	Numeric
ODXQ4A_7	Visited Hilo	Numeric

Variable Name	Variable Label	Variable Type
ODXQ4_OA	Q4. Number of nights stayed in: Oahu	Numeric
ODXQ4_MA	Q4. Number of nights stayed in: Maui	Numeric
ODXQ4_KA	Q4. Number of nights stayed in: Kauai	Numeric
ODXQ4_MO	Q4. Number of nights stayed in: Molokai	Numeric
ODXQ4_LA	Q4. Number of nights stayed in: Lanai	Numeric
ODXQ4_KONA	Q4. Number of nights stayed in: Kona	Numeric
ODXQ4_HILO	Q4. Number of nights stayed in: Hilo	Numeric
ODXQ4_TOTAL	Q4. TOTAL NIGHTS: ALL ISLAND	Numeric
ODXQ5	Q5a. Including this trip, how many times have you visited this island?	Numeric
ODXQ5B	Q5b. Including this trip, how many times have you visited Hawaii?	Numeric
ODXQ5C	Q5c. What year did you last visit Hawaii?	Numeric
ODXPOE	Q6. Port of Entry	Numeric
ODXOTHERPOE	Q6. Other Port of Entry	String
ODXQ6	Q7. Organized Group	Numeric
ODQX7	Q8. Pre-paid package trip that included at least airfare and lodging	Numeric
ODXQ8	Q9	String
ODXQ8.1	Hotel	Numeric
ODXQ8.2	Condominium	Numeric
ODXQ8.3	Rental House	Numeric
ODXQ8.4	Timeshare Unit	Numeric
ODXQ8.5	Bed & Breakfast	Numeric
ODXQ8.6	Cruise Ship	Numeric
ODXQ8.7	Friends or Relatives	Numeric
ODXQ8.8	Hostel	Numeric
ODXQ8.9	Camp Site Beach	Numeric
ODXQ8.11	Private Room in Private Home	Numeric
ODXQ8.12	Shared Room/Space in Private Home	Numeric
ODXQ8.10	Other	Numeric
ODXQ8OTH	Q9Oth	String
ODXQ9A	Q9A	String
ODXQ8A	Hotel Name	Numeric
ODXHCC	Q9b. Attended any events at the Hawaii Convention Center?	Numeric

Variable Name	Variable Label	Variable Type
ODXQ9	Q10	String
ODXMARRIED	To get married	Numeric
ODXHONEY	Honeymoon	Numeric
ODXATTWEDD	To attend a wedding	Numeric
ODXVACATION	Pleasure/Vacation	Numeric
ODXCONVENT	Convention/Conference	Numeric
ODXMEETING	Corporate meeting	Numeric
ODXINCENT	Incentive/Reward Travel	Numeric
ODXCPNTRIP	Company Trip	Numeric
ODXOTHBIZ	Other business	Numeric
ODXVFR	Visiting friends or relatives	Numeric
ODXGOVT	Government or military business	Numeric
ODXSCHOOL	To attend school	Numeric
ODXSPORT	Sports event/Group	Numeric
ODXSCHLGRP	School Group	Numeric
ODEVENT	Event/Concert/Festival	Numeric
ODXOTHPURP	Other	Numeric
ODXOTHPURP_V	Other Purpose Verbatim	String
ODXQ10OTHC	Q10Othc	Numeric
ODXQ10X	Q11. What is your age?	Numeric
ODXQ11	Q12. What is your gender?	Numeric
ODXQ12M1	Q13. Males: 12 years or under	Numeric
ODXQ12M2	Q13. Males: 13 to 17 years	Numeric
ODXQ12M3	Q13. Males: 18 to 24 years	Numeric
ODXQ12M4	Q13. Males: 25 to 40 years	Numeric
ODXQ12M5	Q13. Males: 41 to 59 years	Numeric
ODXQ12M6	Q13. Males: 60 or more years	Numeric
ODXQ12M7	Q13. Total Males	Numeric
ODXQ12F1	Q13. Females: 12 years or under	Numeric
ODXQ12F2	Q13. Females: 13 to 17 years	Numeric
ODXQ12F3	Q13. Females: 18 to 24 years	Numeric
ODXQ12F4	Q13. Females: 25 to 40 years	Numeric
ODXQ12F5	Q13. Females: 41 to 59 years	Numeric
ODXQ12F6	Q13. Females: 60 or more years	Numeric
ODXQ12F7	Q13. Total Females	Numeric
ODXQ13	Q14. Country of residence	Numeric
ODXZIPCODE	US Zipcode	Numeric
ODXCANCODE1	Canadian zipcode: 1st Chart	String

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
ODXCANCODE2	Canadian zipcode: 2nd Char	String
ODXCANCODE4	Canadian zipcode: 4th Char	String
ODXCANCODE5	Canadian zipcode: 5th Char	String
ODXCANCODE6	Canadian zipcode: 6th Char	String
ODXCANCODE3	Canadian zipcode: 3rd Char	String
ODXJAPCODE	Japanese zipcode1	Numeric
ODXJAPCODE2	Japanese zipcode2	Numeric
ODXQ13OTH	Other country	String
ODXQ13_OTH	Q14OthC	Numeric
ODXQ14	Q15. Come to this island on a pre-paid package trip (including at least airfare)	Numeric
ODXQ14D	q16A	String
ODXQ14D1	Airfare (to and from Hawaii)	Numeric
ODXQ14D2	Airfare (inter-island)	Numeric
ODXQ14D3	Inter-island cruise	Numeric
ODXQ14D4	Trip to another state/country	Numeric
ODXQ14D10	Other	Numeric
ODXQ14D7	Lunch/Dinner	Numeric
ODXQ14D8	Lodging	Numeric
ODXQ14D9	Tours/Attraction	Numeric
ODXQ14D5	Rental car	Numeric
ODXQ14D4_OT	Q16A_4OTH	String
ODXQ14D6	Breakfast	Numeric
ODXQ14D10_O	Q16A_10OTH	String
ODXQ14A	Q16b. How much did your package cost?	Numeric
ODXQ14B	Q16c. Number of nights covered by it	Numeric
ODXQ14C	Q16d. Number of people covered by amount in Q16b	Numeric
ODXQ14F	Q16e. Did your package include a stay on:	Numeric
ODXQ15A	Q17a. Arrive on this island on transpacific flight or Inter-island flight?	Numeric
ODXQ15B1	Cost of Transpacific flight (round-trip)	Numeric
ODXQ15B2	Cost of Inter-island flight (one-way)	Numeric
ODXQ36	Q18. Overall, how would you rate this current trip to Hawaii?	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
ODXQ37	Q19. Would you say this trip to Hawaii?	Numeric
ODXQ38	Q20. How likely are you to recommend Hawaii as a vacation place to your friends and relatives?	Numeric
ODXQ39	Q21. How likely are you to return to visit Hawaii in the next five years?	Numeric
ODXQ16PS	Q22. How many people are you reporting for?	Numeric
ODXQ16A	Lodging	Numeric
ODXQ16B	Total Food and Beverage	Numeric
ODXQ16B1	In restaurants, bars, etc	Numeric
ODXQ16B2	Dinner show/Dinner cruises	Numeric
ODXQ16B3	Groceries/Snacks	Numeric
ODXQ16C	Total Entertainment	Numeric
ODXQ16C1	Attractions	Numeric
ODXQ16C2	Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)	Numeric
ODXQ16C3	Other activities and tours	Numeric
ODXQ16D	Total Ground Transportation	Numeric
ODXQ16D1	Ground Transportation (buses, taxis, trolleys)	Numeric
ODXQ16D2	Rental Car/Moped	Numeric
ODXQ16D3	Other transportation costs (gas, parking)	Numeric
ODXQ16E	Total Shopping	Numeric
ODXQ16E1	Fashion and Clothing	Numeric
ODXQ16E2	Jewelry/Watches	Numeric
ODXQ16E3	Cosmetics/Perfumes	Numeric
ODXQ16E4	Leather goods (belts, wallets, handbags, etc)	Numeric
ODXQ16E5	Hawaii food products (fruits, nuts, and coffee, etc)	Numeric
ODXQ16E6	Souvenirs	Numeric
ODXQ16F1	Electronics	Numeric
ODXQ16F2	Health/Wellness	Numeric
ODXQ16F3	Household Items	Numeric
ODXQ16F4	Art and Collectibles	Numeric
ODXQ16F5	Other Spending	Numeric

Variable Name	Variable Label	Variable Type
ODXQ16F5_OTH	Other, please specify below	String
ODXQ16G	Sum of Q22a_Q22f	Numeric
ODXEMAIL_AD	EMAIL_ADDRESS	String
ODXBATCHRDA	BatchRDate	String
ODXFORM_ID	Form_Id	Numeric
ODXSUSPENSE	Suspense_File	String
ODXPCX_LABE	PCX_LABEL	String
ODXQ14AA1	Q16B. Cost per adult - ¥10,000	Numeric
ODXQ14AA2	Q16B. Cost per adult	Numeric
ODXQ14AA3	Q16B. No. of adults	Numeric
ODXQ14AA4	Q16B. Total cost for adult - ¥10,000	Numeric
ODXQ14AA5	Q16B. Total cost for adult	Numeric
ODXQ14AC1	Q16B. Cost per child - ¥10,000	Numeric
ODXQ14AC2	Q16B. Cost per child	Numeric
ODXQ14AC3	Q16B. No. of children	Numeric
ODXQ14AC4	Q16B. Total cost for children - ¥10,000	Numeric
ODXQ14AC5	Q16B. Total cost for children	Numeric
ODXQ14B_2	q16cday	Numeric
ODXS15B1	Currency - ¥/US\$	Numeric
ODXS15B2	Currency - ¥/US\$	Numeric
ODXLABEL	LABEL	String
ODXJAPAN		Numeric
ODXCSID	CSID	String
OJOMNIID	OMNIID	Numeric
OJBATCHNO	BatchNo	Numeric
OJBATCHPGN	BatchPgNo	Numeric
OJPCX_LABE	PCX_LABEL	String
OJPCX_EMAI	PCX_EMAIL	String
OJSUSPENSE	Suspense_File	String
OJFORM_ID	Form_Id	Numeric
OJBATCHRDA	BatchRDate	String
OJQ1	Q1. Total number of people covered by this form	Numeric
OJSEX	Q2. What is your gender?	Numeric
OJSELF	Q3. What is your age?	Numeric
OJQ13M1	Q4.1 No. of Males: 12 years or under	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJQ13M2	Q4.2 No. of Males: 13 to 17 years	Numeric
OJQ13M3	Q4.3 No. of Males: 18 to 24 years	Numeric
OJQ13M4	Q4.4 No. of Males: 25 to 40 years	Numeric
OJQ13M5	Q4.5 No. of Males: 41 to 59 years	Numeric
OJQ13M6	Q4.6 No. of Males: 60 or more years	Numeric
OJQ13M7	Q4.7 Total no. of Males	Numeric
OJQ13F1	Q4.1 No. of Females: 12 years or under	Numeric
OJQ13F2	Q4.2 No. of Females: 13 to 17 years	Numeric
OJQ13F3	Q4.3 No. of Females: 18 to 24 years	Numeric
OJQ13F4	Q4.4 No. of Females: 25 to 40 years	Numeric
OJQ13F5	Q4.5 No. of Females: 41 to 59 years	Numeric
OJQ13F6	Q4.6 No. of Females: 60 or more years	Numeric
OJQ13F7	Q4.7 Total no. of Females	Numeric
OJQ2	Q5. Visitor or Resident	Numeric
OJQ2A	Q5. Hawaii resident to be away for:	Numeric
OJQ3	Q6. How long did you stay in Hawaii?	Numeric
OJQ3A	Q6. In Hawaiian islands for a number of nights	Numeric
OJQ3A_2	Q6. In Hawaiian islands for a number of days	Numeric
OJQ11	Q7. Primary reason(s) for this trip:	String
OJQ11_1	Q7.1 To get married	Numeric
OJQ11_2	Q7.2 Honeymoon	Numeric
OJQ11_3	Q7.3 To attend a wedding	Numeric
OJQ11_4	Q7.4 Pleasure/Vacation	Numeric
OJQ11_5	Q7.5 Convention/Conference	Numeric
OJQ11_6	Q7.6 Corporate meeting	Numeric
OJQ11_7	Q7.7 Incentive/Reward Travel	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJQ11_8	Q7.8 Company Trip	Numeric
OJQ11_9	Q7.9 Other Business	Numeric
OJQ11_10	Q7.10 Visit friends or relatives	Numeric
OJQ11_11	Q7.11 Government or military business	Numeric
OJQ11_12	Q7.12 To attend school	Numeric
OJQ11_13	Q7.13 Sports Events/Group (Participant/Spectator)	Numeric
OJQ11_14	Q7.14 School Group	Numeric
OJQ11_15	Q7.15 Event/Concert/Festival (Participant/Spectator)	Numeric
OJQ11_16	Q7.16 Other (Please specify)	Numeric
OJQ11OTH	Q7.16x Other (Open End)	String
OJPOE	Q8. Port of Entry:	Numeric
OJOTHERPOE	Q8. Other port of entry (Open Ends).	String
OJQ4	Q9. This trip to Hawaii was my:	Numeric
OJQ5	Q10. When was the last time (what year) you visited Hawaii?	Numeric
OJQ8	Q11. On this trip, did you use free ticket using mileage award?	Numeric
OJDAYTRIP	Q12. Did you go to any island by daytrip?	String
OJQ9	Q12.1 Did not visit any island during day trip	Numeric
OJQ9B	Q12.3 Visited Maui	Numeric
OJQ9F	Q12.4 Visited Molokai	Numeric
OJQ9G	Q12.5 Visited Lanai	Numeric
OJQ9A	Q12.2 Visited Oahu	Numeric
OJQ9C	Q12.8 Visited Kauai	Numeric
OJQ9D	Q12.7 Visited Hilo	Numeric
OJQ9E	Q12.6 Visited Kona	Numeric
OJOAHU	Q13.1 Number of nights stayed in Oahu:	Numeric
OJMAUI	Q13.2 Number of nights stayed in Maui:	Numeric
OJKAUAI	Q13.7 Number of nights stayed in Kauai:	Numeric
OJKONA	Q13.5 Number of nights stayed in Kona:	Numeric
OJHILO	Q13.6 Number of nights stayed in Hilo:	Numeric
OJLANAI	Q13.4 Number of nights stayed in Lanai:	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJMOLOKAI	Q13.3 Number of nights stayed in Molokai:	Numeric
OJQ10	Q14. Where did you stay while in Hawaii?	String
OJQ10A	Q14.1 Hotel	Numeric
OJQ10B	Q14.2 Condominium	Numeric
OJQ10M	Q14.3 Rental House	Numeric
OJQ10L	Q14.4 Timeshare Unit	Numeric
OJQ10E	Q14.6 Cruise Ship	Numeric
OJQ10F	Q14.7 Friends or Relatives	Numeric
OJQ10I	Q14.8 Hostels	Numeric
OJQ10J	Q14.9 Camp site, Beach	Numeric
OJQ10R	Q14.11 Private Room in Private Home	Numeric
OJQ10K	Q14.10 Other	Numeric
OJQ10S	Q14.12 Share Room/Space in Private Home	Numeric
OJQ10D	Q14.5 Bed & Breakfast	Numeric
OJQ10OTH	Q14.10x Other (Open End)	String
OJHCC	Q15. Attended any events at the Hawaii Convention Center?	Numeric
OJHOTEL	Q16. Name of hotel/condominium you stayed at while in Hawaii:	Numeric
OJCOUNTRY	Q17. Country of residence:	Numeric
OZIPCODE	US zipcode	Numeric
OJOTHERCOU	Q17. Other country: (Open End)	String
OJQ6	Q18. Did you come as a member of the tour group?	Numeric
OJQ7	Q19. Did you use the package tour group including airfare and hotel?	Numeric
OJQ14C	Q20a. Name of the package tour:	String
OJQ14D	Q20b. Name of the tour company	String
OJQ14AA1	Q21A. Cost per adult - ¥10,000	Numeric
OJQ14AA2	Q21B. Cost per adult	Numeric
OJQ14AA3	Q21. No. of adults	Numeric
OJQ14AA4	Q21A. Total cost for adult - ¥10,000	Numeric
OJQ14AA5	Q21B. Total cost for adult	Numeric
OJQ14AC1	Q21A. Cost per child - ¥10,000	Numeric
OJQ14AC2	Q21B. Cost per child	Numeric
OJQ14AC3	Q21. No. of children	Numeric
OJQ14AC4	Q21A. Total cost for children - ¥10,000	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJQ14AC5	Q21B. Total cost for children	Numeric
OJQ14B	Q22. What did the package trip include?	String
OJQ14B6	Q22.9 Lodging (hotel, condo, etc.)	Numeric
OJQ14B5	Q22.2 Breakfast	Numeric
OJQ14B12	Q22.5 Inter-island cruise	Numeric
OJQ14B4	Q22.7 Rental Car	Numeric
OJQ14B1	Q22.1 Airfare (to and from Hawaii)	Numeric
OJQ14B9	Q22.8 Tours/attractions	Numeric
OJQ14B2	Q22.4 Airfare (inter island)	Numeric
OJQ14B10	Q22.10 Other	Numeric
OJQ14B11	Q22.3 Trolley	Numeric
OJQ14BOTH	Q22.10x Other (Open End)	String
OJQ14B7	Q23. Trip to another state/country	Numeric
OJQ16A1	Q24. Roundtrip Airfare (Japan - Hawaii) - ¥10,000	Numeric
OJQ16A2	Q24. Roundtrip Airfare (Japan - Hawaii)	Numeric
OJQ16F	Q24. Hotel fee (¥10,000)	Numeric
OJQ16FX	¥/US\$	Numeric
OJQ36	Q25. Overall, how would you rate this current trip to Hawaii?	Numeric
OJQ14B5B	Q22.6 Lunch/Dinner	Numeric
OJQ37	Q26. Would you say this trip to Hawaii...?	Numeric
OJQ38	Q27. How likely are you to recommend Hawaii as a vacation place to your friends and relatives?	Numeric
OJQ39	Q28. How likely are you to return to visit Hawaii in the next five years?	Numeric
OJQ16PS	Q29. Total number of people you're reporting:	Numeric
OJQ16B1NEW	Q30a1. In restaurants, bars, and other eating places	Numeric
OJQ16B2NEW	Q30a2. Dinner shows/dinner cruises	Numeric
OJQ16B3NEW	Q30a3. Groceries/snacks/alcohol/drink	Numeric
OJQ16BNEW	Q30a. Total food and beverage:	Numeric
OJQ16C1NEW	Q30b1. Attractions/entertainment	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJQ16C2NEW	Q30b2. Recreation (golf, tennis, snorkling, etc.)	Numeric
OJQ16C3NEW	Q30b3. Other activities and tours	Numeric
OJQ16CNEW	Q30b. Total Entertainment:	Numeric
OJQ16D1NEW	Q30c1. Inter-island airfare	Numeric
OJQ16D2NEW	Q30c2. Bus, taxi, trolley, etc.	Numeric
OJQ16D3NEW	Q30c3. Rental car/mopeds	Numeric
OJQ16D4NEW	Q30c4. Other expenses (gasoline, parking, etc.)	Numeric
OJQ16DNEW	Q30c. Total Transportation:	Numeric
OJQ16E1NEW	Q30d1. Fashion and clothing	Numeric
OJQ16E2NEW	Q30d2. Jewelry/watches	Numeric
OJQ16E3NEW	Q30d3. Cosmetics/perfumes	Numeric
OJQ16E4NEW	Q30d4. Leather goods (belts, wallets, handbags, etc.)	Numeric
OJQ16E5NEW	Q30d5. Hawaii food products to take home (fruits, nuts, coffee, etc.)	Numeric
OJQ16E6NEW	Q30d6. Souvenirs	Numeric
OJQ16ENEW	Q30d. Total Shopping:	Numeric
OJQ16GNEW1	Q30e1. Electronics	Numeric
OJQ16GNEW2	Q30e2. Health/Wellness	Numeric
OJQ16GNEW3	Q30e3. Household Items	Numeric
OJQ16GNEW4	Q30e4. Art and Collectibles	Numeric
OJQ16GNEW5	Q30e5. Other, please specify below	Numeric
OJQ16GANEW	Q30e5x. Other spending described:	String
OJQ16NEW	Q30. TOTAL AMOUNT OF EXPENSES (A-E)	Numeric
OJJZIP	JZIP	Numeric
OJJZIP	JZIP	Numeric
OJEMAIL	EMAIL	String
OJLABEL	LABEL	String

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJFLIGHTNO	flightno	Numeric
OJCARRIER	carrier	String
OJARRDATE	arrdate	Numeric
OJZIPCODE1	JAPAN ZIPCODE - BOX 1	String
OJZIPCOD02	JAPAN ZIPCODE - BOX 2	String
OJZIPCOD03	JAPAN ZIPCODE - BOX 3	String
OJZIPCOD04	JAPAN ZIPCODE - BOX 4-7	Numeric
OJXOMNIID	OMNIID	Numeric
OJXBATCHNO	BatchNo	Numeric
OJXBATCHPGN	BatchPgNo	Numeric
OJXPCX_LABE	PCX_LABEL	String
OJXEMAIL	EMAIL	String
OJXDEPDATE	depdate	Numeric
OJXISLAND		Numeric
OJXAIRLINE	AirlineC	Numeric
OJXFLIGHT		Numeric
OJXFLIGHTNO	Flight	String
OJXQ1	Q1. Total number of people covered by this form.	Numeric
OJXQ2_1	Q2_1	Numeric
OJXQ2_2	Q2_2	Numeric
OJXQ2NTS	Q2nts	Numeric
OJXQ3	Q3. You were on this island for :	Numeric
OJXQ4A	Q4a	String
OJXQ4A_1	Visited Oahu	Numeric
OJXQ4A_2	Visited Maui	Numeric
OJXQ4A_3	Visited Kauai	Numeric
OJXQ4A_4	Visited Molokai	Numeric
OJXQ4A_5	Visited Lanai	Numeric
OJXQ4A_6	Visited Kona	Numeric
OJXQ4A_7	Visited Hilo	Numeric
OJXQ4_OA	Q4. Number of nights stayed in: Oahu	Numeric
OJXQ4_MA	Q4. Number of nights stayed in: Maui	Numeric

Variable Name	Variable Label	Variable Type
OJXQ4_KA	Q4. Number of nights stayed in: Kauai	Numeric
OJXQ4_MO	Q4. Number of nights stayed in: Molokai	Numeric
OJXQ4_LA	Q4. Number of nights stayed in: Lanai	Numeric
OJXQ4_KONA	Q4. Number of nights stayed in: Kona	Numeric
OJXQ4_HILO	Q4. Number of nights stayed in: Hilo	Numeric
OJXQ4_TOTAL	Q4. TOTAL NIGHTS: ALL ISLAND	Numeric
OJXQ5	Q5a. Including this trip, how many times have you visited this island?	Numeric
OJXQ5B	Q5b. Including this trip, how many times have you visited Hawaii?	Numeric
OJXQ5C	Q5c. What year did you last visit Hawaii?	Numeric
OJXPOE	Q6. Port of Entry	Numeric
OJXOTHERPOE	Q6. Other Port of Entry	String
OJXQ6	Q7. Organized Group	Numeric
OJXQ8	Q9	String
OJXQ8.1	Hotel	Numeric
OJXQ8.2	Condominium	Numeric
OJXQ8.3	Rental House	Numeric
OJXQ8.4	Timeshare Unit	Numeric
OJXQ8.5	Bed & Breakfast	Numeric
OJXQ8.6	Cruise Ship	Numeric
OJXQ8.7	Friends or Relatives	Numeric
OJXQ8.8	Hostel	Numeric
OJXQ8.9	Camp Site Beach	Numeric
OJXQ8.11	Private Room in Private Home	Numeric
OJXQ8.12	Shared Room/Space in Private Home	Numeric
OJXQ8.10	Other	Numeric
OJXQ8OTH	Q9Oth	String
OJXQ9A	Q9A	String
OJXQ8A	Hotel Name	Numeric
OJXHCC	Q9b. Attended any events at the Hawaii Convention Center?	Numeric
OJXQ9	Q10	String
OJXMARRIED	To get Aprried	Numeric
OJXHONEY	Honeymoon	Numeric
OJXATTWEDD	To attend a wedding	Numeric
OJXVACATION	Pleasure/Vacation	Numeric
OJXCONVENT	Convention/Conference	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJXMEETING	Corporate meeting	Numeric
OJXINCENT	Incentive/Reward Travel	Numeric
OJXCPNTRIP	Company Trip	Numeric
OJXOTHBIZ	Other business	Numeric
OJVFR	Visiting friends or relatives	Numeric
OJXGOVT	Government or military business	Numeric
OJSCHOOL	To attend school	Numeric
OJXSPORT	Sports event/Group	Numeric
OJSCHLGRP	School Group	Numeric
OJXEVENT	Event/Concert/Festival	Numeric
OJXOTHPURP	Other	Numeric
OJXOTHPURP_V	Other Purpose Verbatim	String
OJXQ10OTHC	Q10Othc	Numeric
OJXQ10X	Q11. What is your age?	Numeric
OJXQ11	Q12. What is your gender?	Numeric
OJXQ12M1	Q13. Males: 12 years or under	Numeric
OJXQ12M2	Q13. Males: 13 to 17 years	Numeric
OJXQ12M3	Q13. Males: 18 to 24 years	Numeric
OJXQ12M4	Q13. Males: 25 to 40 years	Numeric
OJXQ12M5	Q13. Males: 41 to 59 years	Numeric
OJXQ12M6	Q13. Males: 60 or more years	Numeric
OJXQ12M7	Q13. Total Males	Numeric
OJXQ12F1	Q13. Females: 12 years or under	Numeric
OJXQ12F2	Q13. Females: 13 to 17 years	Numeric
OJXQ12F3	Q13. Females: 18 to 24 years	Numeric
OJXQ12F4	Q13. Females: 25 to 40 years	Numeric
OJXQ12F5	Q13. Females: 41 to 59 years	Numeric
OJXQ12F6	Q13. Females: 60 or more years	Numeric
OJXQ12F7	Q13. Total Females	Numeric
OJXQ13	Q14. Country of residence	Numeric
OJXZIPCODE	US Zipcode	Numeric
OJXCANCODE1	Canadian zipcode: 1st Char	String
OJXCANCODE2	Canadian zipcode: 2nd Char	String
OJXCANCODE4	Canadian zipcode: 4th Char	String
OJXCANCODE5	Canadian zipcode: 5th Char	String

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJXCANCODE6	Canadian zipcode: 6th Char	String
OJXCANCODE3	Canadian zipcode: 3rd Char	String
OJXJAPCODE	Japanese zipcode1	Numeric
OJXJAPCODE2	Japanese zipcode2	Numeric
OJXQ13OTH	Other country	String
OJXQ13_OTH	Q14OthC	Numeric
OJXQ14	Q15. Come to this island on a pre-paid package trip (including at least airfare)	Numeric
OJXQ14D	q16A	String
OJXQ14AA1	Q16B. Cost per adult - ¥10,000	Numeric
OJXQ14AA2	Q16B. Cost per adult	Numeric
OJXQ14AA3	Q16B. No. of adults	Numeric
OJXQ14AA4	Q16B. Total cost for adult - ¥10,000	Numeric
OJXQ14AA5	Q16B. Total cost for adult	Numeric
OJXQ14AC1	Q16B. Cost per child - ¥10,000	Numeric
OJXQ14AC2	Q16B. Cost per child	Numeric
OJXQ14AC3	Q16B. No. of children	Numeric
OJXQ14AC4	Q16B. Total cost for children - ¥10,000	Numeric
OJXQ14AC5	Q16B. Total cost for children	Numeric
OJXQ14B_2	q16cday	Numeric
OJXQ14D1	Airfare (to and from Hawaii)	Numeric
OJXQ14D2	Airfare (inter-island)	Numeric
OJXQ14D3	Inter-island cruise	Numeric
OJXQ14D4	Trip to another state/country	Numeric
OJXQ14D10	Other	Numeric
OJXQ14D7	Lunch/Dinner	Numeric
OJXQ14D8	Lodging	Numeric
OJXQ14D9	Tours/Attraction	Numeric
OJXQ14D5	Rental car	Numeric
OJXQ14D4_OT	Q16A_4OTH	String
OJXQ14D6	Breakfast	Numeric
OJXQ14D10_O	Q16A_10OTH	String
OJXQ14B	Q16c. Number of nights covered by it	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJXQ14F	Q16e. Did your package include a stay on:	Numeric
OJXQ15A	Q17a. Arrive on this island on transpacific flight or Inter-island flight?	Numeric
OJXQ15B1	Cost of Transpacific flight (round-trip)	Numeric
OJXS15B1	Currency - ¥/US\$	Numeric
OJXQ15B2	Cost of Inter-island flight (one-way)	Numeric
OJXS15B2	Currency - ¥/US\$	Numeric
OJXQ36	Q18. Overall, how would you rate this current trip to Hawaii?	Numeric
OJXQ37	Q19. Would you say this trip to Hawaii?	Numeric
OJXQ38	Q20. How likely are you to recommend Hawaii as a vacation place to your friends and relatives?	Numeric
OJXQ39	Q21. How likely are you to return to visit Hawaii in the next five years?	Numeric
OJXQ16PS	Q22. How many people are you reporting for?	Numeric
OJXQ16A	Lodging	Numeric
OJXQ16B	Total Food and Beverage	Numeric
OJXQ16B1	In restaurants, bars, etc	Numeric
OJXQ16B2	Dinner show/Dinner cruises	Numeric
OJXQ16B3	Groceries/Snacks	Numeric
OJXQ16C	Total Entertainment	Numeric
OJXQ16C1	Attractions	Numeric
OJXQ16C2	Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)	Numeric
OJXQ16C3	Other activities and tours	Numeric
OJXQ16D	Total Ground Transportation	Numeric
OJXQ16D1	Ground Transportation (buses, taxis, trolleys)	Numeric
OJXQ16D2	Rental Car/Moped	Numeric
OJXQ16D3	Other transportation costs (gas, parking)	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
OJXQ16E	Total Shopping	Numeric
OJXQ16E1	Fashion and Clothing	Numeric
OJXQ16E2	Jewelry/Watches	Numeric
OJXQ16E3	Cosmetics/Perfumes	Numeric
OJXQ16E4	Leather goods (belts, wallets, handbags, etc)	Numeric
OJXQ16E5	Hawaii food products (fruits, nuts, and coffee, etc)	Numeric
OJXQ16E6	Souvenirs	Numeric
OJXQ16F1	Electronics	Numeric
OJXQ16F2	Health/Wellness	Numeric
OJXQ16F3	Household Items	Numeric
OJXQ16F4	Art and Collectibles	Numeric
OJXQ16F5	Other Spending	Numeric
OJXQ16F5_OTH	Other, please specify below	String
OJXQ16G	Sum of Q22a_Q22f	Numeric
OJXLABEL	LABEL	String
OJXPCX_EMAI	PCX_EMAIL	String
OJXLANG	Language	Numeric
OJXJAPAN		Numeric
OJXBATCHRDA	BatchRDate	String
OJXFORM_ID	Form_Id	Numeric
OJXCSID	CSID	String
OJXSUSPENSE	Suspense_File	String
O23STATE_1	On own (self-guided)/ driving around island	Numeric
O23STATE_2	Helicopter ride or airplane tour	Numeric
O23STATE_3	Boat Tour/ submarine ride/ whale watching	Numeric
O23STATE_4	Visiting towns/ communities	Numeric
O23STATE_5	Private limousine/ van tour/ tour bus	Numeric
O23STATE_6	Scenic views/ natural landmarks	Numeric
O23STATE_7	Movie and television filming location tours	Numeric
O23STATE_SIGHT	STATEWIDE TOTAL SIGHTSEEING	Numeric
O23STATE_8	Beach/ sunbathing	Numeric
O23STATE_9	Bodyboarding/ stand up paddle boarding	Numeric
O23STATE_10	Surfing	Numeric
O23STATE_11	Canoeing/ kayaking	Numeric
O23STATE_12	Swimming in the ocean	Numeric
O23STATE_13	Snorkeling	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
O23STATE_14	Windsurfing/ kitesurfing	Numeric
O23STATE_15	Jet skiing/ parasailing	Numeric
O23STATE_16	Scuba diving	Numeric
O23STATE_17	Fishing	Numeric
O23STATE_18	Golf	Numeric
O23STATE_19	Running/ jogging/ fitness walking	Numeric
O23STATE_20	Spa	Numeric
O23STATE_21	Backpacking/ hiking/ camping	Numeric
O23STATE_22	Agritourism – i.e. farms, ranches	Numeric
O23STATE_23	Sports event or tournament	Numeric
O23STATE_24	Parks/ botanical gardens	Numeric
O23STATE_25	Waterparks	Numeric
O23STATE_26	Mountain tubing/ waterfall rappel	Numeric
O23STATE_27	Zip-lining	Numeric
O23STATE_28	Skydiving	Numeric
O23STATE_29	All-terrain vehicle riding (ATV)	Numeric
O23STATE_30	Horseback riding	Numeric
O23STATE_REC	STATEWIDE TOTAL RECREATION	Numeric
O23STATE_31	Lunch/ sunset/ dinner/ evening cruise	Numeric
O23STATE_32	Live music/ stage show	Numeric
O23STATE_33	Nightclub/ dancing/ bar/ karaoke	Numeric
O23STATE_34	Fine dining	Numeric
O23STATE_35	Family restaurant	Numeric
O23STATE_36	Fast food	Numeric
O23STATE_37	Food truck	Numeric
O23STATE_38	Café/ coffee house	Numeric
O23STATE_39	Ethnic dining	Numeric
O23STATE_40	Prepared own meals	Numeric
O23STATE_ENT	STATEWIDE TOTAL ENTERTAINMENT & DINING	Numeric
O23STATE_41	Malls/ department stores	Numeric
O23STATE_42	Designer boutiques	Numeric

<b>Variable Name</b>	<b>Variable Label</b>	<b>Variable Type</b>
O23STATE_43	Hotel/ resort stores	Numeric
O23STATE_44	Swap meet/ flea market	Numeric
O23STATE_45	Discount/ outlet stores	Numeric
O23STATE_46	Supermarkets	Numeric
O23STATE_47	Farmer's market	Numeric
O23STATE_48	Convenience stores	Numeric
O23STATE_49	Duty free stores	Numeric
O23STATE_50	Local shops and artisans	Numeric
O23STATE_SHOP	STATEWIDE TOTAL SHOPPING	Numeric
O23STATE_51	Historic military site	Numeric
O23STATE_52	Other historic site	Numeric
O23STATE_53	Museum/ art gallery	Numeric
O23STATE_54	Lū'au/ Polynesian show/ hula show	Numeric
O23STATE_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making	Numeric
O23STATE_56	Play/ concert/ theatre	Numeric
O23STATE_57	Art/ craft fair	Numeric
O23STATE_58	Festival/ events (specify)	Numeric
O23STATE_HIST	STATEWIDE TOTAL HISTORY/ CULTURE/ ARTS	Numeric
O23STATE_59	Airport shuttle	Numeric
O23STATE_60	Trolley	Numeric
O23STATE_61	Public bus	Numeric
O23STATE_62	Tour bus/ tour van	Numeric
O23STATE_63	Taxi/ limousine	Numeric
O23STATE_64	Rental car	Numeric
O23STATE_65	Ride share (e.g., Uber or Lyft)	Numeric
O23STATE_66	Bicycle rental	Numeric
O23STATE_TRANS	STATEWIDE TOTAL TRANSPORTATION	Numeric
O23STATE_67	Visiting friends and family	Numeric
O23STATE_68	Volunteer at a non-profit	Numeric
O23STATE_OTH	STATEWIDE TOTAL OTHER	Numeric
TOTAL	TOTAL	Numeric
PT1	MMA	Numeric
PT2	MMA US NET	Numeric
PT3	LIFESTAGE	Numeric

Variable Name	Variable Label	Variable Type
LIFESTAGE	LIFESTAGE	Numeric
PT4	TRIPS TO HI	Numeric
PT5	GENDER	Numeric
A_1C	OAHU COUNT	Numeric
A_2C	MAUI COUNT	Numeric
A_3C	MOLOKAI COUNT	Numeric
A_4C	LANAI COUNT	Numeric
A_5C	BIG ISLE COUNT	Numeric
A_6C	KAUAI COUNT	Numeric
TOTISLEVIS	ISLE VISITED	Numeric
QATOT	ISLE VISITED	Numeric
PTMONTH	MONTH	Numeric
PTQTR	QUARTER	Numeric
PTTRVL	CONSULTED TRVL AGENT	Numeric
PT99	ISLANDS VISITED DURING TRIP	Numeric
PT6	TRAVEL PARTY SIZE	Numeric
PT7	COLLEGE GRADUATE	Numeric
PT8	HOUSEHOLD INCOME U.S./\$	Numeric
MMAWGHT	MMA WEIGHT RECODE	Numeric
Q23STATE_TOTAL		Numeric
PT10	AGE	Numeric
filter_\$	PTQTR = 3 & A_4 = 1 (FILTER)	Numeric
QTR3WGHT	QTR3 WEIGHTS	Numeric

**APPENDIX D**  
**VSAT 2018 DATASET VARIABLE NAMES AND LABELS**

Variable Name	Value Label
Q.A_1	Oahu
Q.A_2	Maui
Q.A_3	Molokai
Q.A_4	Lanai
Q.A_5	Hawaii (Hilo)
Q.A_6	Hawaii (Kona0
Q1_1 -State	Poor
Q1_2 -Oahu	Poor
Q1_3 -Maui	Poor
Q1_4 -Molokai	Poor
Q1_5 -Lanai	Poor
Q1_6 -Hilo/Kona	Poor
Q1_7 -Kauai	Poor
Q2_1	Poor
Q2_2	Poor
Q2_3	Poor
Q3	Q3
Q4	Q4
Q5	Q5
Q6	Q6
Q6b_1	Flight too long
Q6b_2	Too commercialized/ overdeveloped
Q6b_3	Too crowded/ congested/ traffic
Q6b_4	Not enough value for the price
Q6b_5	Want to go someplace new
Q6b_6	Other financial obligations
Q6b_7	Poor service
Q6b_8	Unfriendly people/ felt unwelcomed
Q6b_9	Poor health/ age restriction
Q6b_10	Five years is too soon to revisit
Q6b_11	Too expensive
Q6b_12	No reason to return/nothing new
Q6b_13	Other (please specify)_____
Q6b_13TEXT	Other (please specify)_____
Q6b_14	Bad weather
Q6b_15	Homeless population
Q6b_16	Crime/ Safety concerns
Q6b_17	Have/ planning- young child
Q6b_18	Food
Q6b_19	Nothing new to see/ do

<b>Q6b_20</b>	Already visited/ been there several times
<b>Q6b_21</b>	Airport/ Immigration issue
<b>Q6b_22</b>	No time/ Too busy/ No vacation
<b>Q6b_23</b>	Dirty/ filthy
<b>Q6b_24</b>	Exchange rate
<b>Q6b_25</b>	Beaches/ ocean- not as nice
<b>Q6b_26</b>	Overrated/ Did not meet expectations
<b>Q6b_27</b>	Family/friend who I visit is moving from HI
<b>Q6b_28</b>	Accommodations- negative
<b>Q6b_29</b>	Unfriendly/ Too many tourists
<b>Q6b_30</b>	Buildings/ infrastructure- old
<b>Q6b_31</b>	Politics/ Trump/ Immigration
<b>Q6b_32</b>	Too noisy/ Not peaceful
<b>Q6b_33</b>	Lack of local culture
<b>Q6b_34</b>	Inconvenient travel connections (long layovers, couldn't get the flight wanted)
<b>Q6b_35</b>	Missle attack alert
<b>Q6b_36</b>	Volcano/ lava
<b>Q7</b>	Q7
<b>Q8-1</b>	Myself only (traveled alone/no one else)
<b>Q8-2</b>	My spouse
<b>Q8-3</b>	My child(ren)/grandchild(ren) under 18
<b>Q8-4</b>	Other adult members of my family
<b>Q8-5</b>	My friends/associate
<b>Q8-6</b>	My girlfriend/bfRIEND
<b>Q8-7</b>	Same sex partner
<b>Q9</b>	Q9
<b>Q10</b>	Q10
<b>Q11A</b>	Q11A
<b>Q11A_TEXT</b>	What was the primary purpose of your most recent trip to the state of Hawai'i?(Select only one)
<b>Q11B_1</b>	Vacation
<b>Q11B_2</b>	Attend a business meeting or conduct business
<b>Q11B_3</b>	Attend a convention, conference or seminar
<b>Q11B_4</b>	Incentive/ reward
<b>Q11B_5</b>	Visit friends or relatives
<b>Q11B_6</b>	Get married/ vow renewal
<b>Q11B_7</b>	Attend/ participate in a wedding
<b>Q11B_8</b>	Honeymoon
<b>Q11B_9</b>	Anniversary/ birthday
<b>Q11B_10</b>	Attend/ participate in a cultural/historical/music event
<b>Q11B_11</b>	Attend/ participate in a sporting event
<b>Q11B_12</b>	Medical treatment
<b>Q11B_13</b>	Shopping/ fashion
<b>Q11B_14</b>	Education/ visit schools

<b>Q11B_15</b>	Family gathering/ reunion
<b>Q11B_16</b>	Real estate purchase or viewing
<b>Q11B_17</b>	Have a vacation home/timeshare
<b>Q11B_18</b>	Layover/breakup long flight
<b>Q11B_19</b>	Other
<b>Q11B_20</b>	No secondary purpose
<b>Q11B_21</b>	Golf
<b>Q11B_22</b>	Babymoon
<b>Q11B_23</b>	Attend graduation
<b>Q11B_24</b>	Attend funeral
<b>Q11B_25</b>	Part of cruise package
<b>Q11B_26</b>	Military related
<b>Q11B_27</b>	Surf/Scuba/Snorkel/Ocean
<b>Q11B_28</b>	Whale watching
<b>Q11B_29</b>	Travel w/friends/family-time together
<b>Q11B_30</b>	Volcano/Lava
<b>Q11B_31</b>	Learn/experience culture
<b>Q11B_32</b>	Warm weather/snowbird
<b>Q11B_33</b>	Show Hawaii to friends/family
<b>Q11B_34</b>	Visit historical site
<b>Q11B_35</b>	Retirement celebration/gift
<b>Q11B_36</b>	Hiking
<b>Q11B_37</b>	Gift/Celebration-giving/receiving trip to Hawaii
<b>Q11B_38</b>	Visiting all 50 states
<b>Q11B_39</b>	Graduation-celebration
<b>Q11B_40</b>	Company trip/incentive
<b>Q11B_41</b>	Holiday/Christmas/Thanksgiving/etc.
<b>Q11B_42</b>	Engagement Proposal
<b>Q11B_43</b>	Visit a different island
<b>Q11B_44</b>	Potential move-jobs/housing
<b>Q11B_45</b>	Celebration
<b>Q12_1</b>	Decision to take vacation/ pleasure trip
<b>Q12_2</b>	Decision to visit Hawai'i
<b>Q12_3</b>	Decision on which islands to visit
<b>Q12_4</b>	Determining the dates of your trip
<b>Q12_5</b>	Begin booking your trip
<b>Q13_1</b>	Travel agents/ companies specializing in packaged tours
<b>Q13_2</b>	Social media (i.e. Facebook, Twitter, Instagram)
<b>Q13_3</b>	Recommendations from friends or relatives
<b>Q13_4</b>	Information from hotels/ resorts (front desk/ concierge/ tour desk)
<b>Q13_5</b>	Information from airline/ commercial carriers
<b>Q13_6</b>	Personal experience
<b>Q13_7</b>	Online travel booking site (i.e. Expedia, Kayak or Orbitz)/ online travel agent

<b>Q13_8</b>	Travel informational websites
<b>Q13_9</b>	Travel blogs
<b>Q13_10</b>	Smart phone/ tablet apps
<b>Q13_11</b>	Hawaii's destination website (GoHawaii.com)
<b>Q13_12</b>	Magazines/ newspaper articles
<b>Q13_13</b>	Guide books
<b>Q13_14</b>	Television shopping channel/ television program
<b>Q13_15</b>	None of these
<b>MOLX</b>	MOLX
<b>MOL14</b>	Q14 MOLOKAI
<b>MOL15</b>	Q15 MOLOKAI
<b>MOL16</b>	Q16 MOLOKAI
<b>MOL17</b>	Q17 MOLOKAI
<b>MOL18_1</b>	Hotel
<b>MOL18_2</b>	Condominium
<b>MOL18_3</b>	Rental House
<b>MOL18_4</b>	Timeshare Unit
<b>MOL18_5</b>	Bed & Breakfast
<b>MOL18_6</b>	Cruise Ship
<b>MOL18_7</b>	Friends or Relatives
<b>MOL18_8</b>	Hostel
<b>MOL18_9</b>	Camp Site, Beach
<b>MOL18_10</b>	Private Room in Private Home
<b>MOL18_11</b>	Shared Room/ Space in Private Home
<b>MOL18_12</b>	Other (please specify)
<b>MOL18_12_TEXT</b>	Other (please specify)
<b>MOL18_13</b>	Day trip
<b>MOL18_14</b>	Airbnb/ VRBO
<b>MOL18_15</b>	Own property
<b>MOL18_16</b>	Dormitory
<b>MOL18_17</b>	Military housing/ accomodations
<b>MOL19</b>	Q19 MOLOKAI
<b>MOL19_TEXT</b>	Q19 MOLOKAI OTHER
<b>MOL20</b>	Q20 MOLOKAI
<b>MOL20_TEXT</b>	Q20 MOLOKAI OTHER
<b>MOL21</b>	Q21 MOLOKAI
<b>MOL21B_1</b>	Flight too long
<b>MOL21B_2</b>	Too commercial/ overdeveloped
<b>MOL21B_3</b>	Too crowded/ congested/ traffic
<b>MOL21B_4</b>	Not enough value for the price
<b>MOL21B_5</b>	Want to go someplace new
<b>MOL21B_6</b>	Other financial obligations
<b>MOL21B_7</b>	Poor service
<b>MOL21B_8</b>	Unfriendly people/ felt unwelcome

MOL21B_9	Poor health/ age restriction
MOL21B_10	Too expensive
MOL21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
MOL21B_12	Nothing to do/ boring
MOL21B_13	No reason to return/ nothing new
MOL21B_14	Other (please specify)
MOL21B_14_TEXT	Other (please specify)
MOL21B_15	Bad weather
MOL21B_16	Homeless population
MOL21B_17	Crime/ Safety concerns
MOL21B_18	Have/ planning- young child
MOL21B_19	Food
MOL21B_20	Already visited/ been there several times
MOL21B_21	Airport/ Immigration issue
MOL21B_22	No time/ Too busy/ No vacation
MOL21B_23	Dirty/ filthy
MOL21B_24	Exchange rate
MOL21B_25	Beaches/ ocean- not as nice
MOL21B_26	Overrated/ Did not meet expectations
MOL21B_27	Family/friend who I visit is moving from HI
MOL21B_28	Hotel- negative
MOL21B_29	Unfriendly/ Too many tourists
MOL21B_30	Buildings/ infrastructure- old
MOL21B_31	Politics/ Trump/ Immigration
MOL21B_32	Too noisy/ Not peaceful
MOL21B_33	Lack of local culture
MOL21B_34	Five years too soon to revisit
MOL21B_35	Missile threat error
MOL21B_36	Volcano related
MOL22	Q22 MOLOKAI
MOL23_1	On own (self-guided)/ driving around island
MOL23_2	Helicopter ride or airplane tour
MOL23_3	Boat Tour/ submarine ride/ whale watching
MOL23_4	Visiting towns/ communities
MOL23_5	Private limousine/ van tour/ tour bus
MOL23_6	Scenic views/ natural landmarks
MOL23_7	Movie and television filming location tours
MOL23_8	Beach/ sunbathing
MOL23_9	Bodyboarding/ stand up paddle boarding
MOL23_10	Surfing
MOL23_11	Canoeing/ kayaking
MOL23_12	Swimming in the ocean
MOL23_13	Snorkeling

MOL23_14	Windsurfing/ kitesurfing
MOL23_15	Jet skiing/ parasailing
MOL23_16	Scuba diving
MOL23_17	Fishing
MOL23_18	Golf
MOL23_19	Running/ jogging/ fitness walking
MOL23_20	Spa
MOL23_21	Backpacking/ hiking/ camping
MOL23_22	Agritourism – i.e. farms, ranches
MOL23_23	Sports event or tournament
MOL23_24	Parks/ botanical gardens
MOL23_25	Waterparks
MOL23_26	Mountain tubing/ waterfall rappel
MOL23_27	Zip-lining
MOL23_28	Skydiving
MOL23_29	All-terrain vehicle riding (ATV)
MOL23_30	Horseback riding
MOL23_31	Lunch/ sunset/ dinner/ evening cruise
MOL23_32	Live music/ stage show
MOL23_33	Nightclub/ dancing/ bar/ karaoke
MOL23_34	Fine dining
MOL23_35	Family restaurant
MOL23_36	Fast food
MOL23_37	Food truck
MOL23_38	Café/ coffee house
MOL23_39	Ethnic dining
MOL23_40	Prepared own meals
MOL23_41	Malls/ department stores
MOL23_42	Designer boutiques
MOL23_43	Hotel/ resort stores
MOL23_44	Swap meet/ flea market
MOL23_45	Discount/ outlet stores
MOL23_46	Supermarkets
MOL23_47	Farmer's market
MOL23_48	Convenience stores
MOL23_49	Duty free stores
MOL23_50	Local shops and artisans
MOL23_51	Historic military site
MOL23_52	Other historic site
MOL23_53	Museum/ art gallery
MOL23_54	Lū'au/ Polynesian show/ hula show
MOL23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making
MOL23_56	Play/ concert/ theatre
MOL23_57	Art/ craft fair

MOL23_58	Festival/ events (specify)
MOL23_58	Festival/ events (specify)
MOL23_59	Airport shuttle
MOL23_60	Trolley
MOL23_61	Public bus
MOL23_62	Tour bus/ tour van
MOL23_63	Taxi/ limousine
MOL23_64	Rental car
MOL23_65	Ride share (e.g., Uber or Lyft)
MOL23_66	Bicycle rental
MOL23_67	Visiting friends and family
MOL23X_68	Volunteer at a non-profit
MOL23X_1	Ali'i Fishpond
MOL23X_2	Halawa Beach Park
MOL23X_3	Halawa Valley
MOL23X_4	Kalaupapa National Historical Park
MOL23X_5	Kamakou
MOL23X_6	Kapuaiwa Coconut Grove
MOL23X_7	Kapukahehu Beach (Dixie Maru Beach)
MOL23X_8	Kumimi Beach Park (20 Mile Marker Beach)
MOL23X_9	Moloka'i Mule Ride
MOL23X_10	Moloka'i Museum & Cultural Center
MOL23X_11	Olo'upena Falls
MOL23X_12	One Ali'i Beach Park
MOL23X_13	Pala'au State Park
MOL23X_14	Papohaku Beach
MOL23X_15	Wailau Valley
LAN18_1	Hotel
LAN18_2	Condominium
LAN18_3	Rental House
LAN18_4	Timeshare Unit
LAN18_5	Bed & Breakfast
LAN18_6	Cruise Ship
LAN18_7	Friends or Relatives
LAN18_8	Hostel
LAN18_9	Camp Site, Beach
LAN18_10	Private Room in Private Home
LAN18_11	Shared Room/ Space in Private Home
LAN18_12	Other (please specify)
LAN18_12_TEXT	Other (please specify)
LAN18_13	Day trip
LAN18_14	Airbnb/ VRBO
LAN18_15	Own property
LAN18_16	Dormitory

<u>LAN18_17</u>	Military housing/ accomodations
<u>LAN19</u>	Q19 LANAI
<u>LAN19_TEXT</u>	Q19 LANAI OTHER
<u>LAN20</u>	Q20 LANAI
<u>LAN20_TEXT</u>	Q20 LANAI OTHER
<u>LAN21</u>	Q21 LANAI
<u>LAN21B_1</u>	Flight too long
<u>LAN21B_2</u>	Too commercial/ overdeveloped
<u>LAN21B_3</u>	Too crowded/ congested/ traffic
<u>LAN21B_4</u>	Not enough value for the price
<u>LAN21B_5</u>	Want to go someplace new
<u>LAN21B_6</u>	Other financial obligations
<u>LAN21B_7</u>	Poor service
<u>LAN21B_8</u>	Unfriendly people/ felt unwelcome
<u>LAN21B_9</u>	Poor health/ age restriction
<u>LAN21B_10</u>	Too expensive
<u>LAN21B_11</u>	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
<u>LAN21B_12</u>	Nothing to do/ boring
<u>LAN21B_13</u>	No reason to return/ nothing new
<u>LAN21B_14</u>	Other (please specify)
<u>LAN21B_14_TEXT</u>	Other (please specify)
<u>LAN21B_15</u>	Bad weather
<u>LAN21B_16</u>	Homeless population
<u>LAN21B_17</u>	Crime/ Safety concerns
<u>LAN21B_18</u>	Have/ planning- young child
<u>LAN21B_19</u>	Food
<u>LAN21B_20</u>	Already visited/ been there several times
<u>LAN21B_21</u>	Airport/ Immigration issue
<u>LAN21B_22</u>	No time/ Too busy/ No vacation
<u>LAN21B_23</u>	Dirty/ filthy
<u>LAN21B_24</u>	Exchange rate
<u>LAN21B_25</u>	Beaches/ ocean- not as nice
<u>LAN21B_26</u>	Overrated/ Did not meet expectations
<u>LAN21B_27</u>	Family/friend who I visit is moving from HI
<u>LAN21B_28</u>	Hotel- negative
<u>LAN21B_29</u>	Unfriendly/ Too many tourists
<u>LAN21B_30</u>	Buildings/ infrastructure- old
<u>LAN21B_31</u>	Politics/ Trump/ Immigration
<u>LAN21B_32</u>	Too noisy/ Not peaceful
<u>LAN21B_33</u>	Lack of local culture
<u>LAN21B_34</u>	Five years too soon to revisit
<u>LAN21B_35</u>	Missile threat error
<u>LAN21B_36</u>	Volcano related

<b>LAN22</b>	Q22 LANAI
<b>LAN23_1</b>	On own (self-guided)/ driving around island
<b>LAN23_2</b>	Helicopter ride or airplane tour
<b>LAN23_3</b>	Boat Tour/ submarine ride/ whale watching
<b>LAN23_4</b>	Visiting towns/ communities
<b>LAN23_5</b>	Private limousine/ van tour/ tour bus
<b>LAN23_6</b>	Scenic views/ natural landmarks
<b>LAN23_7</b>	Movie and television filming location tours
<b>LAN23_8</b>	Beach/ sunbathing
<b>LAN23_9</b>	Bodyboarding/ stand up paddle boarding
<b>LAN23_10</b>	Surfing
<b>LAN23_11</b>	Canoeing/ kayaking
<b>LAN23_12</b>	Swimming in the ocean
<b>LAN23_13</b>	Snorkeling
<b>LAN23_14</b>	Windsurfing/ kitesurfing
<b>LAN23_15</b>	Jet skiing/ parasailing
<b>LAN23_16</b>	Scuba diving
<b>LAN23_17</b>	Fishing
<b>LAN23_18</b>	Golf
<b>LAN23_19</b>	Running/ jogging/ fitness walking
<b>LAN23_20</b>	Spa
<b>LAN23_21</b>	Backpacking/ hiking/ camping
<b>LAN23_22</b>	Agritourism – i.e. farms, ranches
<b>LAN23_23</b>	Sports event or tournament
<b>LAN23_24</b>	Parks/ botanical gardens
<b>LAN23_25</b>	Waterparks
<b>LAN23_26</b>	Mountain tubing/ waterfall rappel
<b>LAN23_27</b>	Zip-lining
<b>LAN23_28</b>	Skydiving
<b>LAN23_29</b>	All-terrain vehicle riding (ATV)
<b>LAN23_30</b>	Horseback riding
<b>LAN23_31</b>	Lunch/ sunset/ dinner/ evening cruise
<b>LAN23_32</b>	Live music/ stage show
<b>LAN23_33</b>	Nightclub/ dancing/ bar/ karaoke
<b>LAN23_34</b>	Fine dining
<b>LAN23_35</b>	Family restaurant
<b>LAN23_36</b>	Fast food
<b>LAN23_37</b>	Food truck
<b>LAN23_38</b>	Café/ coffee house
<b>LAN23_39</b>	Ethnic dining
<b>LAN23_40</b>	Prepared own meals
<b>LAN23_41</b>	Malls/ department stores
<b>LAN23_42</b>	Designer boutiques
<b>LAN23_43</b>	Hotel/ resort stores

<u>LAN23_44</u>	Swap meet/ flea market
<u>LAN23_45</u>	Discount/ outlet stores
<u>LAN23_46</u>	Supermarkets
<u>LAN23_47</u>	Farmer's market
<u>LAN23_48</u>	Convenience stores
<u>LAN23_49</u>	Duty free stores
<u>LAN23_50</u>	Local shops and artisans
<u>LAN23_51</u>	Historic military site
<u>LAN23_52</u>	Other historic site
<u>LAN23_53</u>	Museum/ art gallery
<u>LAN23_54</u>	Lū'au/ Polynesian show/ hula show
<u>LAN23_55</u>	Lessons such as 'ukulele/ hula/ canoeing/ lei-making
<u>LAN23_56</u>	Play/ concert/ theatre
<u>LAN23_57</u>	Art/ craft fair
<u>LAN23_58</u>	Festival/ events (specify)
<u>LAN23_58 TEXT</u>	Festival/ events (specify)
<u>LAN23_59</u>	Airport shuttle
<u>LAN23_60</u>	Trolley
<u>LAN23_61</u>	Public bus
<u>LAN23_62</u>	Tour bus/ tour van
<u>LAN23_63</u>	Taxi/ limousine
<u>LAN23_64</u>	Rental car
<u>LAN23_65</u>	Ride share (e.g., Uber or Lyft)
<u>LAN23_66</u>	Bicycle rental
<u>LAN23_67</u>	Visiting friends and family
<u>LAN23_68</u>	Volunteer at a non-profit
<u>LAN23X_1</u>	Hawaiian Village at Kaunolu Fishing Village
<u>LAN23X_2</u>	Hulopoe Bay
<u>LAN23X_3</u>	Kaiolohia (Shipwreck Beach)
<u>LAN23X_4</u>	Kanepuu Preserve
<u>LAN23X_5</u>	Keahiakawelo (Garden of the Gods)
<u>LAN23X_6</u>	Manele Golf Course
<u>LAN23X_7</u>	Munro Trail
<u>LAN23X_8</u>	Polihua Beach
<u>LAN23X_9</u>	Puu Pehe (Sweetheart Rock)
<u>LAN24</u>	Q24 LANAI
<u>LAN24_TEXT</u>	Q24 LANAI OTHER
<u>LAN25</u>	Q25
<u>KAUX</u>	KAUX
<u>KAU14</u>	Q14 KAUAI
<u>KAU15</u>	Q15 KAUAI
<u>KAU16</u>	Q16 KAUAI
<u>KAU17</u>	Q17 KAUAI
<u>KAU18_1</u>	Hotel

KAU18_2	Condominium
KAU18_3	Rental House
KAU18_4	Timeshare Unit
KAU18_5	Bed & Breakfast
KAU18_6	Cruise Ship
KAU18_7	Friends or Relatives
KAU18_8	Hostel
KAU18_9	Camp Site, Beach
KAU18_10	Private Room in Private Home
KAU18_11	Shared Room/ Space in Private Home
KAU18_12	Other (please specify)
KAU18_12_TEXT	Other (please specify)
KAU18_13	Day trip
KAU18_14	Airbnb/ VRBO
KAU18_15	Own property
KAU18_16	Dormitory
KAU18_17	Military housing/ accomodations
KAU19	Q19 KAUAI
KAU19_TEXT	Q19 KAUAI OTHER
KAU20	Q20 KAUAI
KAU20_TEXT	Q20 KAUAI OTHER
KAU21	Q21 KAUAI
KAU21B_1	Flight too long
KAU21B_2	Too commercial/ overdeveloped
KAU21B_3	Too crowded/ congested/ traffic
KAU21B_4	Not enough value for the price
KAU21B_5	Want to go someplace new
KAU21B_6	Other financial obligations
KAU21B_7	Poor service
KAU21B_8	Unfriendly people/ felt unwelcome
KAU21B_9	Poor health/ age restriction
KAU21B_10	Too expensive
KAU21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
KAU21B_12	Nothing to do/ boring
KAU21B_13	No reason to return/ nothing new
KAU21B_14	Other (please specify)
KAU21B_14_TEXT	Other (please specify)
KAU21B_15	Bad weather
KAU21B_16	Homeless population
KAU21B_17	Crime/ Safety concerns
KAU21B_18	Have/ planning- young child
KAU21B_19	Food
KAU21B_20	Already visited/ been there several times

KAU21B_21	Airport/ Immigration issue
KAU21B_22	No time/ Too busy/ No vacation
KAU21B_23	Dirty/ filthy
KAU21B_24	Exchange rate
KAU21B_25	Beaches/ ocean- not as nice
KAU21B_26	Overrated/ Did not meet expectations
KAU21B_27	Family/friend who I visit is moving from HI
KAU21B_28	Hotel- negative
KAU21B_29	Unfriendly/ Too many tourists
KAU21B_30	Buildings/ infrastructure- old
KAU21B_31	Politics/ Trump/ Immigration
KAU21B_32	Too noisy/ Not peaceful
KAU21B_33	Lack of local culture
KAU21B_34	Five years too soon to revisit
KAU21B_35	Missile threat error
KAU21B_36	Volcano related
KAU22	Q22 KAUAI
KAU23_1	On own (self-guided)/ driving around island
KAU23_2	Helicopter ride or airplane tour
KAU23_3	Boat Tour/ submarine ride/ whale watching
KAU23_4	Visiting towns/ communities
KAU23_5	Private limousine/ van tour/ tour bus
KAU23_6	Scenic views/ natural landmarks
KAU23_7	Movie and television filming location tours
KAU23_8	Beach/ sunbathing
KAU23_9	Bodyboarding/ stand up paddle boarding
KAU23_10	Surfing
KAU23_11	Canoeing/ kayaking
KAU23_12	Swimming in the ocean
KAU23_13	Snorkeling
KAU23_14	Windsurfing/ kitesurfing
KAU23_15	Jet skiing/ parasailing
KAU23_16	Scuba diving
KAU23_17	Fishing
KAU23_18	Golf
KAU23_19	Running/ jogging/ fitness walking
KAU23_20	Spa
KAU23_21	Backpacking/ hiking/ camping
KAU23_22	Agritourism – i.e. farms, ranches
KAU23_23	Sports event or tournament
KAU23_24	Parks/ botanical gardens
KAU23_25	Waterparks
KAU23_26	Mountain tubing/ waterfall rappel
KAU23_27	Zip-lining

KAU23_28	Skydiving
KAU23_29	All-terrain vehicle riding (ATV)
KAU23_30	Horseback riding
KAU23_31	Lunch/ sunset/ dinner/ evening cruise
KAU23_32	Live music/ stage show
KAU23_33	Nightclub/ dancing/ bar/ karaoke
KAU23_34	Fine dining
KAU23_35	Family restaurant
KAU23_36	Fast food
KAU23_37	Food truck
KAU23_38	Café/ coffee house
KAU23_39	Ethnic dining
KAU23_40	Prepared own meals
KAU23_41	Malls/ department stores
KAU23_42	Designer boutiques
KAU23_43	Hotel/ resort stores
KAU23_44	Swap meet/ flea market
KAU23_45	Discount/ outlet stores
KAU23_46	Supermarkets
KAU23_47	Farmer's market
KAU23_48	Convenience stores
KAU23_49	Duty free stores
KAU23_50	Local shops and artisans
KAU23_51	Historic military site
KAU23_52	Other historic site
KAU23_53	Museum/ art gallery
KAU23_54	Lū'au/ Polynesian show/ hula show
KAU23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making
KAU23_56	Play/ concert/ theatre
KAU23_57	Art/ craft fair
KAU23_58	Festival/ events (specify)
KAU23_58_TEXT	Festival/ events (specify)
KAU23_59	Airport shuttle
KAU23_60	Trolley
KAU23_61	Public bus
KAU23_62	Tour bus/ tour van
KAU23_63	Taxi/ limousine
KAU23_64	Rental car
KAU23_65	Ride share (e.g., Uber or Lyft)
KAU23_66	Bicycle rental
KAU23_67	Visiting friends and family
KAU23_68	Volunteer at a non-profit
KAU23X_1	Fern Grotto
KAU23X_2	Hanalei

KAU23X_3	Kalapaki Beach
KAU23X_4	Kaua'i Museum
KAU23X_5	Kilauea Lighthouse
KAU23X_6	Koke'e
KAU23X_7	Koke'e Museum
KAU23X_8	Lihu'e Town
KAU23X_9	Na Aina Kai Gardens
KAU23X_10	Napali Coast
KAU23X_11	National Tropical Botanical Garden – Allerton Gardens
KAU23X_12	National Tropical Botanical Garden – Limahuli Gardens
KAU23X_13	Old Koloa Town
KAU23X_14	Po'ipu Beach
KAU23X_15	Princeville
KAU23X_16	Smith's Tropical Paradise Gardens
KAU23X_17	Wailua Falls
KAU23X_18	Waimea Canyon
KAU24	Q24 KAUAI
KAU25_1	Entertainment
KAU25_2	Shopping
KAU25_3	Dining
KAU25_4	Beaches
KAU25_5	Public Areas
KAU25_6	Parks
KAU25_7	Roads
KAU26	Q26
KAU26_1	
KAU26_2	
KAU26_TEXT	Which ONE of the following had the biggest impact on why you chose to visit Kaua'i?
HAWX	HAWX
HAW14	Q14HAW
HAW15	Q15HAW
HAW16	Q16HAW
HAW17	Q17HAW
HAW18_1	Hotel
HAW18_2	Condominium
HAW18_3	Rental House
HAW18_4	Timeshare Unit
HAW18_5	Bed & Breakfast
HAW18_6	Cruise Ship
HAW18_7	Friends or Relatives
HAW18_8	Hostel
HAW18_9	Camp Site, Beach
HAW18_10	Private Room in Private Home

<b>HAW18_11</b>	Shared Room/ Space in Private Home
<b>HAW18_12</b>	Other (please specify)
<b>HAW18_12_TEXT</b>	Other (please specify)
<b>HAW18_13</b>	Day trip
<b>HAW18_14</b>	Airbnb/ VRBO
<b>HAW18_15</b>	Own property
<b>HAW18_16</b>	Dormitory
<b>HAW18_17</b>	Military housing/ accomodations
<b>HAW19</b>	Q19 HAWAII ISLAND
<b>HAW19_TEXT</b>	Q19 HAWAII ISLAND OTHER
<b>HAW20</b>	Q20 HAWAII ISLAND
<b>HAW20_TEXT</b>	Q20 HAWAII ISLAND OTHER
<b>HAW21</b>	Q21 HAWAII ISLAND
<b>HAW21B_1</b>	Flight too long
<b>HAW21B_2</b>	Too commercial/ overdeveloped
<b>HAW21B_3</b>	Too crowded/ congested/ traffic
<b>HAW21B_4</b>	Not enough value for the price
<b>HAW21B_5</b>	Want to go someplace new
<b>HAW21B_6</b>	Other financial obligations
<b>HAW21B_7</b>	Poor service
<b>HAW21B_8</b>	Unfriendly people/ felt unwelcome
<b>HAW21B_9</b>	Poor health/ age restriction
<b>HAW21B_10</b>	Too expensive
<b>HAW21B_11</b>	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
<b>HAW21B_12</b>	Nothing to do/ boring
<b>HAW21B_13</b>	No reason to return/ nothing new
<b>HAW21B_14</b>	Other (please specify)
<b>HAW21B_14_TEXT</b>	Other (please specify)
<b>HAW21B_15</b>	Bad weather
<b>HAW21B_16</b>	Homeless population
<b>HAW21B_17</b>	Crime/ Safety concerns
<b>HAW21B_18</b>	Have/ planning- young child
<b>HAW21B_19</b>	Food
<b>HAW21B_20</b>	Already visited/ been there several times
<b>HAW21B_21</b>	Airport/ Immigration issue
<b>HAW21B_22</b>	No time/ Too busy/ No vacation
<b>HAW21B_23</b>	Dirty/ filthy
<b>HAW21B_24</b>	Exchange rate
<b>HAW21B_25</b>	Beaches/ ocean- not as nice
<b>HAW21B_26</b>	Overrated/ Did not meet expectations
<b>HAW21B_27</b>	Family/friend who I visit is moving from HI
<b>HAW21B_28</b>	Hotel- negative
<b>HAW21B_29</b>	Unfriendly/ Too many tourists

<b>HAW21B_30</b>	Buildings/ infrastructure- old
<b>HAW21B_31</b>	Politics/ Trump/ Immigration
<b>HAW21B_32</b>	Too noisy/ Not peaceful
<b>HAW21B_33</b>	Lack of local culture
<b>HAW21B_34</b>	Five years too soon to revisit
<b>HAW21B_35</b>	Missile threat error
<b>HAW21B_36</b>	Volcano/ Lava
<b>HAW22</b>	Q22 HAWAII ISLAND
<b>HAW23_1</b>	On own (self-guided)/ driving around island
<b>HAW23_2</b>	Helicopter ride or airplane tour
<b>HAW23_3</b>	Boat Tour/ submarine ride/ whale watching
<b>HAW23_4</b>	Visiting towns/ communities
<b>HAW23_5</b>	Private limousine/ van tour/ tour bus
<b>HAW23_6</b>	Scenic views/ natural landmarks
<b>HAW23_7</b>	Movie and television filming location tours
<b>HAW23_8</b>	Beach/ sunbathing
<b>HAW23_9</b>	Bodyboarding/ stand up paddle boarding
<b>HAW23_10</b>	Surfing
<b>HAW23_11</b>	Canoeing/ kayaking
<b>HAW23_12</b>	Swimming in the ocean
<b>HAW23_13</b>	Snorkeling
<b>HAW23_14</b>	Windsurfing/ kitesurfing
<b>HAW23_15</b>	Jet skiing/ parasailing
<b>HAW23_16</b>	Scuba diving
<b>HAW23_17</b>	Fishing
<b>HAW23_18</b>	Golf
<b>HAW23_19</b>	Running/ jogging/ fitness walking
<b>HAW23_20</b>	Spa
<b>HAW23_21</b>	Backpacking/ hiking/ camping
<b>HAW23_22</b>	Agritourism – i.e. farms, ranches
<b>HAW23_23</b>	Sports event or tournament
<b>HAW23_24</b>	Parks/ botanical gardens
<b>HAW23_25</b>	Waterparks
<b>HAW23_26</b>	Mountain tubing/ waterfall rappel
<b>HAW23_27</b>	Zip-lining
<b>HAW23_28</b>	Skydiving
<b>HAW23_29</b>	All-terrain vehicle riding (ATV)
<b>HAW23_30</b>	Horseback riding
<b>HAW23_31</b>	Lunch/ sunset/ dinner/ evening cruise
<b>HAW23_32</b>	Live music/ stage show
<b>HAW23_33</b>	Nightclub/ dancing/ bar/ karaoke
<b>HAW23_34</b>	Fine dining
<b>HAW23_35</b>	Family restaurant
<b>HAW23_36</b>	Fast food

<b>HAW23_37</b>	Food truck
<b>HAW23_38</b>	Café/ coffee house
<b>HAW23_39</b>	Ethnic dining
<b>HAW23_40</b>	Prepared own meals
<b>HAW23_41</b>	Malls/ department stores
<b>HAW23_42</b>	Designer boutiques
<b>HAW23_43</b>	Hotel/ resort stores
<b>HAW23_44</b>	Swap meet/ flea market
<b>HAW23_45</b>	Discount/ outlet stores
<b>HAW23_46</b>	Supermarkets
<b>HAW23_47</b>	Farmer's market
<b>HAW23_48</b>	Convenience stores
<b>HAW23_49</b>	Duty free stores
<b>HAW23_50</b>	Local shops and artisans
<b>HAW23_51</b>	Historic military site
<b>HAW23_52</b>	Other historic site
<b>HAW23_53</b>	Museum/ art gallery
<b>HAW23_54</b>	Lū'au/ Polynesian show/ hula show
<b>HAW23_55</b>	Lessons such as 'ukulele/ hula/ canoeing/ lei-making
<b>HAW23_56</b>	Play/ concert/ theatre
<b>HAW23_57</b>	Art/ craft fair
<b>HAW23_58</b>	Festival/ events (specify)
<b>HAW23_58_TEXT</b>	Festival/ events (specify)
<b>HAW23_59</b>	Airport shuttle
<b>HAW23_60</b>	Trolley
<b>HAW23_61</b>	Public bus
<b>HAW23_62</b>	Tour bus/ tour van
<b>HAW23_63</b>	Taxi/ limousine
<b>HAW23_64</b>	Rental car
<b>HAW23_65</b>	Ride share (e.g., Uber or Lyft)
<b>HAW23_66</b>	Bicycle rental
<b>HAW23_67</b>	Visiting friends and family
<b>HAW23_68</b>	Volunteer at a non-profit
<b>HAW23X_1</b>	Akaka Falls
<b>HAW23X_2</b>	Botanical Gardens
<b>HAW23X_3</b>	H.N. Greenwell Store
<b>HAW23X_4</b>	Hawai'i Volcanoes National Park
<b>HAW23X_5</b>	Hilo Farmers Market
<b>HAW23X_6</b>	Hulihe'e Palace
<b>HAW23X_7</b>	'Imiloa Astronomy Center of Hawai'i
<b>HAW23X_8</b>	Kaloko-Honokōhau National Historical Park
<b>HAW23X_9</b>	Kona Coffee Living History Farm
<b>HAW23X_10</b>	Lili'uokalani Park and Gardens
<b>HAW23X_11</b>	Lyman House Memorial Museum

<b>HAW23X_12</b>	Mauna Kea
<b>HAW23X_13</b>	Orchid Farm
<b>HAW23X_14</b>	Pacific Tsunami Museum
<b>HAW23X_15</b>	Pana'ewa Rainforest Zoo and Gardens
<b>HAW23X_16</b>	Pu'uhonua o Hōnaunau National Historic Park
<b>HAW23X_17</b>	Pu'ukoholā Heiau National Historic Site
<b>HAW23X_18</b>	Punalu'u Black Sand Beach
<b>HAW23X_19</b>	Rainbow Falls
<b>HAW23X_20</b>	Volcano Art Center
<b>HAW24</b>	Q24
<b>HAW25_1</b>	Kohala/ Waimea/ Kawaihae
<b>HAW25_2</b>	Hilo/ Honokaa
<b>HAW25_3</b>	Pahoa/ Volcano
<b>HAW25_4</b>	Naalehu/ Kau
<b>HAW25_5</b>	Kona
<b>MAUX</b>	MAUX
<b>MAU14</b>	Q14 MAUI
<b>MAU15</b>	Q15 MAUI
<b>MAU16</b>	Q16 MAUI
<b>MAU17</b>	Q17 MAUI
<b>MAU18_1</b>	Hotel
<b>MAU18_2</b>	Condominium
<b>MAU18_3</b>	Rental House
<b>MAU18_4</b>	Timeshare Unit
<b>MAU18_5</b>	Bed & Breakfast
<b>MAU18_6</b>	Cruise Ship
<b>MAU18_7</b>	Friends or Relatives
<b>MAU18_8</b>	Hostel
<b>MAU18_9</b>	Camp Site, Beach
<b>MAU18_10</b>	Private Room in Private Home
<b>MAU18_11</b>	Shared Room/ Space in Private Home
<b>MAU18_12</b>	Other (please specify)
<b>MAU18_12_TEXT</b>	Other (please specify)
<b>MAU18_13</b>	Day trip
<b>MAU18_14</b>	Airbnb/ VRBO
<b>MAU18_15</b>	Own property
<b>MAU18_16</b>	Dormitory
<b>MAU18_17</b>	Military housing/ accomodations
<b>MAU19</b>	Q19 MAUI
<b>MAU19_TEXT</b>	Q19 MAUI OTHER
<b>MAU20</b>	Q20 MAUI
<b>MAU20_TEXT</b>	Q20 MAUI OTHER
<b>MAU21</b>	Q21 MAUI
<b>MAU21B_1</b>	Flight too long

<b>MAU21B_2</b>	Too commercial/ overdeveloped
<b>MAU21B_3</b>	Too crowded/ congested/ traffic
<b>MAU21B_4</b>	Not enough value for the price
<b>MAU21B_5</b>	Want to go someplace new
<b>MAU21B_6</b>	Other financial obligations
<b>MAU21B_7</b>	Poor service
<b>MAU21B_8</b>	Unfriendly people/ felt unwelcome
<b>MAU21B_9</b>	Poor health/ age restriction
<b>MAU21B_10</b>	Too expensive
<b>MAU21B_11</b>	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
<b>MAU21B_12</b>	Nothing to do/ boring
<b>MAU21B_13</b>	No reason to return/ nothing new
<b>MAU21B_14</b>	Other (please specify)
<b>MAU21B_14_TEXT</b>	Other (please specify)
<b>MAU21B_15</b>	Bad weather
<b>MAU21B_16</b>	Homeless population
<b>MAU21B_17</b>	Crime/ Safety concerns
<b>MAU21B_18</b>	Have/ planning- young child
<b>MAU21B_19</b>	Food
<b>MAU21B_20</b>	Already visited/ been there several times
<b>MAU21B_21</b>	Airport/ Immigration issue
<b>MAU21B_22</b>	No time/ Too busy/ No vacation
<b>MAU21B_23</b>	Dirty/ filthy
<b>MAU21B_24</b>	Exchange rate
<b>MAU21B_25</b>	Beaches/ ocean- not as nice
<b>MAU21B_26</b>	Overrated/ Did not meet expectations
<b>MAU21B_27</b>	Family/friend who I visit is moving from HI
<b>MAU21B_28</b>	Hotel- negative
<b>MAU21B_29</b>	Unfriendly/ Too many tourists
<b>MAU21B_30</b>	Buildings/ infrastructure- old
<b>MAU21B_31</b>	Politics/ Trump/ Immigration
<b>MAU21B_32</b>	Too noisy/ Not peaceful
<b>MAU21B_33</b>	Lack of local culture
<b>MAU21B_34</b>	Five years too soon to revisit
<b>MAU21B_35</b>	Missile threat error
<b>MAU21B_36</b>	Volcano related
<b>MAU22</b>	Q22 MAUI
<b>MAU23_1</b>	On own (self-guided)/ driving around island
<b>MAU23_2</b>	Helicopter ride or airplane tour
<b>MAU23_3</b>	Boat Tour/ submarine ride/ whale watching
<b>MAU23_4</b>	Visiting towns/ communities
<b>MAU23_5</b>	Private limousine/ van tour/ tour bus
<b>MAU23_6</b>	Scenic views/ natural landmarks

<b>MAU23_7</b>	Movie and television filming location tours
<b>MAU23_8</b>	Beach/ sunbathing
<b>MAU23_9</b>	Bodyboarding/ stand up paddle boarding
<b>MAU23_10</b>	Surfing
<b>MAU23_11</b>	Canoeing/ kayaking
<b>MAU23_12</b>	Swimming in the ocean
<b>MAU23_13</b>	Snorkeling
<b>MAU23_14</b>	Windsurfing/ kitesurfing
<b>MAU23_15</b>	Jet skiing/ parasailing
<b>MAU23_16</b>	Scuba diving
<b>MAU23_17</b>	Fishing
<b>MAU23_18</b>	Golf
<b>MAU23_19</b>	Running/ jogging/ fitness walking
<b>MAU23_20</b>	Spa
<b>MAU23_21</b>	Backpacking/ hiking/ camping
<b>MAU23_22</b>	Agritourism – i.e. farms, ranches
<b>MAU23_23</b>	Sports event or tournament
<b>MAU23_24</b>	Parks/ botanical gardens
<b>MAU23_25</b>	Waterparks
<b>MAU23_26</b>	Mountain tubing/ waterfall rappel
<b>MAU23_27</b>	Zip-lining
<b>MAU23_28</b>	Skydiving
<b>MAU23_29</b>	All-terrain vehicle riding (ATV)
<b>MAU23_30</b>	Horseback riding
<b>MAU23_31</b>	Lunch/ sunset/ dinner/ evening cruise
<b>MAU23_32</b>	Live music/ stage show
<b>MAU23_33</b>	Nightclub/ dancing/ bar/ karaoke
<b>MAU23_34</b>	Fine dining
<b>MAU23_35</b>	Family restaurant
<b>MAU23_36</b>	Fast food
<b>MAU23_37</b>	Food truck
<b>MAU23_38</b>	Café/ coffee house
<b>MAU23_39</b>	Ethnic dining
<b>MAU23_40</b>	Prepared own meals
<b>MAU23_41</b>	Malls/ department stores
<b>MAU23_42</b>	Designer boutiques
<b>MAU23_43</b>	Hotel/ resort stores
<b>MAU23_44</b>	Swap meet/ flea market
<b>MAU23_45</b>	Discount/ outlet stores
<b>MAU23_46</b>	Supermarkets
<b>MAU23_47</b>	Farmer's market
<b>MAU23_48</b>	Convenience stores
<b>MAU23_49</b>	Duty free stores
<b>MAU23_50</b>	Local shops and artisans

<b>MAU23_51</b>	Historic military site
<b>MAU23_52</b>	Other historic site
<b>MAU23_53</b>	Museum/ art gallery
<b>MAU23_54</b>	Lū'au/ Polynesian show/ hula show
<b>MAU23_55</b>	Lessons such as 'ukulele/ hula/ canoeing/ lei-making
<b>MAU23_56</b>	Play/ concert/ theatre
<b>MAU23_57</b>	Art/ craft fair
<b>MAU23_58</b>	Festival/ events (specify)
<b>MAU23_58_TEXT</b>	Festival/ events (specify)
<b>MAU23_59</b>	Airport shuttle
<b>MAU23_60</b>	Trolley
<b>MAU23_61</b>	Public bus
<b>MAU23_62</b>	Tour bus/ tour van
<b>MAU23_63</b>	Taxi/ limousine
<b>MAU23_64</b>	Rental car
<b>MAU23_65</b>	Ride share (e.g., Uber or Lyft)
<b>MAU23_66</b>	Bicycle rental
<b>MAU23_67</b>	Visiting friends and family
<b>MAU23_68</b>	Volunteer at a non-profit
<b>MAU23X_1</b>	Alexander & Baldwin Sugar Museum
<b>MAU23X_2</b>	Aquarium Maui/ Maui Ocean Center
<b>MAU23X_3</b>	Baldwin Missionary Home Museum
<b>MAU23X_4</b>	Hale Pa'i Printing House/ Museum
<b>MAU23X_5</b>	Haleakala National Park
<b>MAU23X_6</b>	Haleki'i-Pihana Heiau State Monument
<b>MAU23X_7</b>	Hana Cultural Center
<b>MAU23X_8</b>	'Iao Valley State Monument
<b>MAU23X_9</b>	Kula Botanical Garden
<b>MAU23X_10</b>	Maui Historical Society Bailey House Museum
<b>MAU23X_11</b>	Whalers Village Museum
<b>MAU23X_12</b>	Wo Hing Temple Museum
<b>MAU24</b>	Q24 MAUI
<b>MAU24B</b>	Q24B MAUI
<b>MAU25</b>	Q25 MAUI
<b>MAU25B</b>	Q25B MAUI
<b>MAU25B_1</b>	
<b>MAU25B_2</b>	
<b>MAU25B_TEXT</b>	Which event did you visit Maui to attend?
<b>OAHX</b>	OAHX
<b>OAHI4</b>	Q14 OAHU
<b>OAHI5</b>	Q15 OAHU
<b>OAHI6</b>	Q16 OAHU
<b>OAHI7</b>	Q17 OAHU
<b>OAHI8_1</b>	Hotel

OAH18_2	Condominium
OAH18_3	Rental House
OAH18_4	Timeshare Unit
OAH18_5	Bed & Breakfast
OAH18_6	Cruise Ship
OAH18_7	Friends or Relatives
OAH18_8	Hostel
OAH18_9	Camp Site, Beach
OAH18_10	Private Room in Private Home
OAH18_11	Shared Room/ Space in Private Home
OAH18_12	Other (please specify)
OAH18_12_TEXT	Other (please specify)
OAH18_13	Day trip
OAH18_14	Airbnb/ VRBO
OAH18_15	Own property
OAH18_16	Dormitory
OAH18_17	Military housing/ accomodations
OAH19	Q19 OAHU
OAH19_TEXT	Q19 OAHU OTHER
OAH20	Q20 OAHU
OAH20_TEXT	Q20 OAHU OTHER
OAH21	Q21 OAHU
OAH21B_1	Flight too long
OAH21B_2	Too commercial/ overdeveloped
OAH21B_3	Too crowded/ congested/ traffic
OAH21B_4	Not enough value for the price
OAH21B_5	Want to go someplace new
OAH21B_6	Other financial obligations
OAH21B_7	Poor service
OAH21B_8	Unfriendly people/ felt unwelcome
OAH21B_9	Poor health/ age restriction
OAH21B_10	Too expensive
OAH21B_11	Inconvenient travel connections (long layovers, couldn't get the flight we wanted)
OAH21B_12	Nothing to do/ boring
OAH21B_13	No reason to return/ nothing new
OAH21B_14	Other (please specify)
OAH21B_14_TEXT	Other (please specify)
OAH21B_15	Bad weather
OAH21B_16	Homeless population
OAH21B_17	Crime/ Safety concerns
OAH21B_18	Have/ planning- young child
OAH21B_19	Food
OAH21B_20	Already visited/ been there several times

OAH21B_21	Airport/ Immigration issue
OAH21B_22	No time/ Too busy/ No vacation
OAH21B_23	Dirty/ filthy
OAH21B_24	Exchange rate
OAH21B_25	Beaches/ ocean- not as nice
OAH21B_26	Overrated/ Did not meet expectations
OAH21B_27	Family/friend who I visit is moving from HI
OAH21B_28	Hotel- negative
OAH21B_29	Unfriendly/ Too many tourists
OAH21B_30	Buildings/ infrastructure- old
OAH21B_31	Politics/ Trump/ Immigration
OAH21B_32	Too noisy/ Not peaceful
OAH21B_33	Lack of local culture
OAH21B_34	Five years too soon to revisit
OAH21B_35	Missile threat error
OAH21B_36	Volcano related
OAH22	Q22 OAHU
OAH23_1	On own (self-guided)/ driving around island
OAH23_2	Helicopter ride or airplane tour
OAH23_3	Boat Tour/ submarine ride/ whale watching
OAH23_4	Visiting towns/ communities
OAH23_5	Private limousine/ van tour/ tour bus
OAH23_6	Scenic views/ natural landmarks
OAH23_7	Movie and television filming location tours
OAH23_8	Beach/ sunbathing
OAH23_9	Bodyboarding/ stand up paddle boarding
OAH23_10	Surfing
OAH23_11	Canoeing/ kayaking
OAH23_12	Swimming in the ocean
OAH23_13	Snorkeling
OAH23_14	Windsurfing/ kitesurfing
OAH23_15	Jet skiing/ parasailing
OAH23_16	Scuba diving
OAH23_17	Fishing
OAH23_18	Golf
OAH23_19	Running/ jogging/ fitness walking
OAH23_20	Spa
OAH23_21	Backpacking/ hiking/ camping
OAH23_22	Agritourism – i.e. farms, ranches
OAH23_23	Sports event or tournament
OAH23_24	Parks/ botanical gardens
OAH23_25	Waterparks
OAH23_26	Mountain tubing/ waterfall rappel
OAH23_27	Zip-lining

OAH23_28	Skydiving
OAH23_29	All-terrain vehicle riding (ATV)
OAH23_30	Horseback riding
OAH23_31	Lunch/ sunset/ dinner/ evening cruise
OAH23_32	Live music/ stage show
OAH23_33	Nightclub/ dancing/ bar/ karaoke
OAH23_34	Fine dining
OAH23_35	Family restaurant
OAH23_36	Fast food
OAH23_37	Food truck
OAH23_38	Café/ coffee house
OAH23_39	Ethnic dining
OAH23_40	Prepared own meals
OAH23_41	Malls/ department stores
OAH23_42	Designer boutiques
OAH23_43	Hotel/ resort stores
OAH23_44	Swap meet/ flea market
OAH23_45	Discount/ outlet stores
OAH23_46	Supermarkets
OAH23_47	Farmer's market
OAH23_48	Convenience stores
OAH23_49	Duty free stores
OAH23_50	Local shops and artisans
OAH23_51	Historic military site
OAH23_52	Other historic site
OAH23_53	Museum/ art gallery
OAH23_54	Lū'au/ Polynesian show/ hula show
OAH23_55	Lessons such as 'ukulele/ hula/ canoeing/ lei-making
OAH23_56	Play/ concert/ theatre
OAH23_57	Art/ craft fair
OAH23_58	Festival/ events (specify)
OAH23_58_TEXT	Festival/ events (specify)
OAH23_59	Airport shuttle
OAH23_60	Trolley
OAH23_61	Public bus
OAH23_62	Tour bus/ tour van
OAH23_63	Taxi/ limousine
OAH23_64	Rental car
OAH23_65	Ride share (e.g., Uber or Lyft)
OAH23_66	Bicycle rental
OAH23_67	Visiting friends and family
OAH23_68	Volunteer at a non-profit
OAH23X_1	Atlantis Submarines and Cruises
OAH23X_2	Bernice P. Bishop Museum

<b>OAH23X_3</b>	Byodo-In Temple
<b>OAH23X_4</b>	Diamond Head State Monument
<b>OAH23X_5</b>	Dole Plantation
<b>OAH23X_6</b>	Haleiwa
<b>OAH23X_7</b>	Hanauma Bay Nature Preserve
<b>OAH23X_8</b>	Harold L. Lyon Arboretum
<b>OAH23X_9</b>	Hawaii State Art Museum or Honolulu Museum of Art
<b>OAH23X_10</b>	Hawaii's Plantation Village
<b>OAH23X_11</b>	Ho'omaluhia Botanical Garden
<b>OAH23X_12</b>	'Iolani Palace State Monument
<b>OAH23X_13</b>	Kaiwi State Scenic Shoreline & Makapu'u Trail
<b>OAH23X_14</b>	Kualoa Private Nature Reserve (Kualoa.Ranch)
<b>OAH23X_15</b>	Lanikai or Kailua Beach
<b>OAH23X_16</b>	Manoa Falls
<b>OAH23X_17</b>	National Memorial Cemetery of the Pacific
<b>OAH23X_18</b>	Nu'uuanu Pali Lookout
<b>OAH23X_19</b>	Pearl Harbor (Arizona Memorial, Battleship Missouri Memorial, Pacific Aviation Museum, USS Bowfin Submarine Museum, WWII Valor in the Pacific National Monument)
<b>OAH23X_20</b>	Polynesian Cultural Center
<b>OAH23X_21</b>	Sea Life Park Hawaii
<b>OAH23X_22</b>	Waikīkī Aquarium
<b>OAH23X_23</b>	Waimanalo Beach
<b>OAH23X_24</b>	Waimea Bay
<b>OAH23X_25</b>	Waimea Valley
<b>OAH24_1</b>	Waikiki/ Honolulu
<b>OAH24_2</b>	Windward Oahu
<b>OAH24_3</b>	North Shore
<b>OAH24_4</b>	Central Oahu
<b>OAH24_5</b>	West Oahu
<b>OAH24A_1</b>	You indicated that you visited the Honolulu and/or Waikiki area(s) during your recent stay on O'ahu...-Rest of Honolulu
<b>OAH24A_2</b>	You indicated that you visited the Honolulu and/or Waikiki area(s) during your recent stay on O'ahu...-Waikiki
<b>OAH25</b>	Q25 OAHU
<b>OAH25_TEXT</b>	How did you arrive to O'ahu?
<b>OAH25B</b>	Q25B
<b>OAH25C</b>	Q26C
<b>D1</b>	Lastly, we would like to learn a little more about you for statistical purposes. What is your a...
<b>D2</b>	What is your gender?
<b>D3</b>	Please indicate your highest level of education/ training:
<b>D4</b>	What is your employment status?
<b>D5</b>	Do you own property in the state of Hawai'i?
<b>D6EN</b>	Which of the following categories includes your household's total annual income from all sources...

<b>D6JA</b>	Which of the following categories includes your household's total annual income from all sources...
<b>D6KO</b>	Which of the following categories includes your household's total annual income from all sources...
<b>D6ZH</b>	Which of the following categories includes your household's total annual income from all sources...
<b>D7_1</b>	Australia
<b>D7_2</b>	Bali
<b>D7_3</b>	Canada
<b>D7_4</b>	Caribbean
<b>D7_5</b>	China
<b>D7_6</b>	Fiji
<b>D7_7</b>	Japan
<b>D7_8</b>	Korea
<b>D7_9</b>	Mexico
<b>D7_10</b>	New Zealand
<b>D7_11</b>	Thailand
<b>D7_12</b>	Alaska
<b>D7_13</b>	California
<b>D7_14</b>	Florida
<b>D7_15</b>	Las Vegas
<b>D7_16</b>	New York City
<b>D7_17</b>	Other U.S. States
<b>D7_18</b>	Guam/ Saipan
<b>D7_19</b>	Europe
<b>D7_20</b>	Central America
<b>D7_21</b>	South America
<b>D7_22</b>	Other Asia
<b>D7_23</b>	None of these
<b>Q26_1</b>	Q26-1
<b>Q26_2</b>	Q26-2
<b>Q27</b>	Q27

**APPENDIX E**  
**CODEBOOK**

Variable Name	Question	Values
QA	<b>Which of the following islands did you visit on this most recent trip?</b>	1=Oahu 2=Maui 3=Molokai 4=Lanai 5=Hawaii (Hilo) 6=Hawaii (Kona) 7=Kauai
Q1_1 - State	<b>How would you rate your most recent trip to the state of Hawaii?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q1_2 - Oahu	<b>How would you rate your most recent experience on Island of Oahu (Waikiki/Honolulu)?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q1_3 - Maui	<b>How would you rate your most recent experience on Island of Maui?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q1_4 - Molokai	<b>How would you rate your most recent experience on Island of Molokai?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q1_5 - Lanai	<b>How would you rate your most recent experience on Island of Lanai?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average

		6=6 7=7 8=Excellent 9=Did Not Visit
Q1_6 - Hilo	<b>How would you rate your most recent experience on Island of Hawaii (Hilo/Kona/Volcano)?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q1_7 - Kauai	<b>How would you rate your most recent experience on Island of Kauai?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q2_1	<b>Based on your most recent trip to Hawai'i, how would you rate Hawai'i on...  Offering a variety of experiences</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q2_2	<b>Based on your most recent trip to Hawai'i, how would you rate Hawai'i on...  The number of different/unique experiences</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q2_3	<b>Based on your most recent trip to Hawai'i, how would you rate Hawai'i on...  Being a safe and secure destination</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent 9=Did Not Visit
Q3	<b>Would you say this trip to Hawai'i ...</b>	1=Exceeded your expectations 2=Met your expectations 3=Did not meet your expectations

<b>Q4</b>	<b>How would you rate your overall satisfaction with your most recent trip to the state of Hawai'i?</b>	1=Not at all Satisfied 2 3 4 5 6 7 8=Extremely Satisfied
<b>Q5</b>	<b>How likely are you to recommend the state of Hawai'i as a vacation place to your friends and relatives?</b>	1=Very unlikely 2 3=Slightly unlikely 4 5=Slightly likely 6 7 8=Very likely 9=Not sure
<b>Q6</b>	<b>How likely are you to return to visit the state of Hawai'i in the next five years?</b>	1=Very unlikely 2 3=Slightly unlikely 4 5=Slightly likely 6 7 8=Very likely 9=Not sure
<b>Q6b</b>	<b>Why would you be unlikely to revisit Hawai'i? (Mark all that apply)</b>	1=Flight- too long 2=Too commercialized/ overdeveloped/ Touristy 3=Too crowded/ congested/ traffic 4=Not enough value for the price 5=Want to go to other destinations 6=Other financial obligations 7=Poor service 8=Unfriendly people/ felt unwelcome 9=Poor health/ age restrictions 10=Five years too soon to revisit 11=Too expensive 12=No reason to return/ nothing new 13=Other 14=Bad weather 15=Homeless population 16=Crime/ Safety concerns 17=Have/ planning- young child 18=Food 19=Nothing new to see/ do 20=Already visited/ been there several times 21=Airport/ Immigration issue 22=No time/ Too busy/ No vacation 23=Dirty/ filthy 24=Exchange rate 25=Beaches/ ocean- not as nice 26=Overrated/ Did not meet expectations 27=Family/friend who I visit is moving from HI 28=Hotel- negative

		29=Unfriendly/ Too many tourists 30=Buildings/ infrastructure- old 31=Politics/ Trump/ Immigration 32=Too noisy/ Not peaceful 33=Lack of local culture 34=Inconvenient travel connections (long layovers, couldn't get the flight wanted) 35=Missle attack alert 36=volcano/lava
<b>Q7</b>	<b>If you came to Hawai'i on vacation, would you describe your most recent trip to Hawai'i as: (Select only one)</b>	1=A once in a lifetime trip 2=A special occasion 3=More special than most trips we take 4=A regular annual or semi-annual trip 5=Other
<b>Q8-1 Q8-2 Q8-3 Q8-4 Q8-5 Q8-6 Q8-7</b>	<b>In addition to yourself, on this trip, who else was in your travel party? (Mark all that apply)</b>	1=Myself only (traveled alone/no one else) 2=My spouse 3=My child(ren)/grandchild(ren) under 18 4=Other adult members of my family 5=My friends/associates 6=My girlfriend/boyfriend 7=Same sex partner
<b>Q9</b>	<b>Including yourself, how many people traveled with you in your immediate party?</b>	
<b>Q10</b>	<b>Including this trip, how many times have you visited the state of Hawai'i?</b>	
<b>Q11</b>	<b>What was the primary purpose of your most recent trip to Hawai'i? (Select only one)</b>	1=Vacation 2=Attend a business meeting or conduct business 3=Attend a convention, conference or seminar 4=Incentive/ reward 5=Visit friends or relatives 6=Get married/ vow renewal 7=Attend/ participate in a wedding 8=Honeymoon 9=Anniversary/ birthday 10=Attend/ participate in a cultural/ historical/ musical event 11=Attend/participate in a sporting event 12=Medical treatment 13=Shopping/ fashion 14=Education/ visit schools 15=Family gathering/ reunion 16=Real estate purchase or viewing 17=Have a vacation home/timeshare 18=Layover/ breakup long flight 19=Other
<b>Q11b</b>	<b>What, if any, was the secondary purpose of your most recent visit?</b>	1=Vacation 2=Attend a business meeting or conduct business 3=Attend a convention, conference or seminar 4=Incentive/ reward 5=Visit friends or relatives 6=Get married/ vow renewal 7=Attend/ participate in a wedding

		<p>8=Honeymoon      9=Anniversary/ birthday      10=Attend/ participate in a cultural/historical/music event      11=Attend/ participate in a sporting event      12=Medical treatment      13=Shopping/ fashion      14=Education/ visit schools      15=Family gathering/ reunion      16=Real estate purchase or viewing      17= Have a vacation home/timeshare      18= Layover/ breakup long flight      19=Other      20=No secondary purpose</p>
<b>Q12_1</b>	<p><b>Thinking back on your most recent trip to Hawai'i, how far in advance did you make the following decisions?</b></p> <p><b>Decision to take vacation/pleasure trip</b></p>	<p>1=Less than one month      2=One month but less than two months      3=Two months but less than three months      4=Three months but less than six months      5=Six months but less than one year      6=One year or more</p>
<b>Q12_2</b>	<p><b>Thinking back on your most recent trip to Hawai'i, how far in advance did you make the following decisions?</b></p> <p><b>Decision to visit Hawaii</b></p>	<p>1=Less than one month      2=One month but less than two months      3=Two months but less than three months      4=Three months but less than six months      5=Six months but less than one year      6=One year or more</p>
<b>Q12_3</b>	<p><b>Thinking back on your most recent trip to Hawai'i, how far in advance did you make the following decisions?</b></p> <p><b>Decision on which islands to visit</b></p>	<p>1=Less than one month      2=One month but less than two months      3=Two months but less than three months      4=Three months but less than six months      5=Six months but less than one year      6=One year or more</p>
<b>Q12_4</b>	<p><b>Thinking back on your most recent trip to Hawai'i, how far in advance did you make the following decisions?</b></p> <p><b>Determining the dates of your trip</b></p>	<p>1=Less than one month      2=One month but less than two months      3=Two months but less than three months      4=Three months but less than six months      5=Six months but less than one year      6=One year or more</p>
<b>Q12_5</b>	<p><b>Thinking back on your most recent trip to Hawai'i, how far in advance did you make the following decisions?</b></p> <p><b>Begin booking your trip</b></p>	<p>1=Less than one month      2=One month but less than two months      3=Two months but less than three months      4=Three months but less than six months      5=Six months but less than one year      6=One year or more</p>
<b>Q13</b>	<p><b>Which of the following sources did you use when <u>planning</u> your trip? (Mark all that apply)</b></p>	<p>1=Travel agents/companies specializing in packaged tours      2=Social media (i.e. Facebook, Twitter, Instagram)      3=Recommendations from friends or relatives      4=Information direct from hotels/resorts (front desk/concierge/tour desk)      5=Information direct from airline/commercial carriers      6=Personal experience</p>

		7=Online travel booking site (i.e. Expedia, Kayak or Orbitz)/online travel agent 8=Travel informational websites 9=Travel blogs 10=Smart phone/tablet apps 11=Hawai'i's destination website (GoHawaii.com) 12=Magazines/newspaper articles 13=Guide books 14=Television shopping channel/television program 15= None of these
<b>Q14</b>	<b>Do you remember seeing or hearing advertising for the island of O'ahu prior to your arrival?</b>	1=Yes 2=No 3=Not sure
<b>Q15</b>	<b>Were you motivated to visit O'ahu by a television program or movie filmed in Hawai'i?</b>	1=Yes 2=No
<b>Q16</b>	<b>Were you motivated to visit O'ahu by Hawaiian music?</b>	1=Yes 2=No
<b>Q17</b>	<b>Including this trip, how many times have you visited the island of O'ahu?</b>	
<b>Q18</b>	<b>At what type of accommodations did you stay while on O'ahu?</b>	1=Hotel 2=Condominium 3=Rental House 4=Timeshare Unit 5=Bed & Breakfast 6=Cruise Ship 7=Friends or Relatives 8=Hostel 9=Camp Site/Beach 10=Private Room in Private Home 11=Shared Room/Space in Private Home
<b>Q19</b>	<b>What ONE thing made your visit to O'ahu more enjoyable? (Mark only one)</b>	1=Variety of activities/attractions/many choices 2=Overall customer service/hospitality/the people 3=Local culture/the people/music 4=Feeling safe (able walk at night) 5=Feeling of the "Aloha Spirit" 6=Military historical sites 7=Events/celebrations with friends/family 8=Beach/ocean 9=Nature/natural beauty/scenery 10=Food/restaurant quality 11=Food/restaurant variety/dining options 12=Food/restaurant/good service 13=Accommodations/was as promised 14=Accommodations/cleanliness/upkeep 15=Accommodations/good service from staff 16=Rental car experience (no long waits in line, good condition of rental car, check in or out service/rental car company service) 17=Driving experience (signage, road surface, traffic violations, good drivers)

		<p>18=Availability of ground transportation/tour buses/limos, availability of taxi cabs etc.</p> <p>19=Other</p> <p>20=Overall, Non-Specific Positive Evaluation</p> <p>21=Weather</p> <p>22=Activities/Attractions (not specified as part of a package)</p> <p>23=Cost/dollar value (non-specific)</p> <p>24=Fresh air/clean</p> <p>25=Feeling Safe/secure</p> <p>26=Foreign language spoken/understood</p> <p>27=Public transportation (cost, availability, trolleys, buses, taxis, shuttles)</p> <p>28=Location</p> <p>29=Good service (non-specific)</p> <p>30=Shopping</p> <p>31=Whale season/watching</p> <p>32= Not Crowded/Few tourists</p>
<b>Q20</b>	<b>What ONE thing could be improved to make your stay on O'ahu more enjoyable? (Mark only one)</b>	<p>1=No negatives/ everything was great</p> <p>2=Food/ restaurant quality</p> <p>3=Food/ restaurant variety/ dining options</p> <p>4=Food/ restaurant/ poor service</p> <p>5=Accommodations/ not as promised</p> <p>6=Accommodations/ cleanliness/ upkeep</p> <p>7=Accommodations/ poor service from staff</p> <p>8=Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)</p> <p>9=Driving experience (signage, road surface, traffic violations, bad drivers)</p> <p>10=Availability of ground transportation/ tour buses/ limos, availability of taxi cabs, etc.</p> <p>11=Variety of activities/ attractions</p> <p>12=Overall customer service/ hospitality/ the people</p> <p>13=Would like to experience more local culture</p> <p>14=Concerns about safety</p> <p>15=Traffic (congested/slow)</p> <p>16=Other (please specify)</p> <p>17=Overall, Non-Specific Negative Evaluation</p> <p>18=Weather</p> <p>19=Activities/attractions (not specified as part of a package)</p> <p>20=Cost/Expensive (specific/non-specific)</p> <p>21=Nuisances (dirty or unavailable public restrooms, litter, bugs, animals, noise, shabby)</p> <p>22=Crime/safety/items lost/stolen</p> <p>23=Foreign language not spoken/understood</p> <p>24=Public transportation (cost, availability, trolleys, buses, taxis, shuttles)</p> <p>25=Location</p> <p>26=Poor service (non-specific)</p>

		<p>27=Travel Problems (cost, airport, airline, TSA/customs, cruise) Travel Problems (cost, airport, airline, TSA/customs, cruise)</p> <p>28=Homelessness</p> <p>29=Solicitors (esp. timeshare and street solicitors in Waikīkī)</p> <p>30=Scams (forced to pay/purchase something)</p> <p>31=Tipping (not explained/taken advantage of)</p> <p>32=Illness or Injury</p> <p>33=Smoking (Discrimination of smokers, Annoyed by smokers)</p> <p>34=Cellphone/WIFI Service/Internet access</p> <p>35=Access and Activities for elderly and handicap</p> <p>36=Issues with other tourists</p> <p>37=Parking (not enough/ parking fees)</p> <p>38=Commercialization/Urbanization/Crowds/Loss of Local Culture)</p> <p>39=Unfriendly/Felt Unwelcome/Japanese Catered to</p> <p>40=Better Planning/More Information (signage, maps, research)</p> <p>41=Visit too short/want to stay longer</p> <p>42=Missle Alert Error</p> <p>43=Abandoned cars</p> <p>44=volcano issues</p>
<b>Q21</b>	<b>How likely are you to visit O‘ahu again in the next <u>five</u> years?</b>	<p>1=Very unlikely</p> <p>2</p> <p>3=Somewhat unlikely</p> <p>4</p> <p>5= Somewhat likely</p> <p>6</p> <p>7=</p> <p>8=Very likely</p> <p>9=Not sure</p>
<b>Q21b</b>	<b>(If rated 1 to 4 or 9 in Q21) Why would you be unlikely to revisit O‘ahu? (Mark all that apply)</b>	<p>1=Flight- too long</p> <p>2=Too commercialized/ overdeveloped/ Touristy</p> <p>3=Too crowded/ congested/ traffic</p> <p>4=Not enough value for the price</p> <p>5=Want to go to other destinations</p> <p>6=Other financial obligations</p> <p>7=Poor service</p> <p>8=Unfriendly people/ felt unwelcome</p> <p>9=Poor health/ age restrictions</p> <p>10=Too expensive</p> <p>11=Inconvenient travel connections (long layovers, couldn't get the flight wanted)</p> <p>12=Nothing to do/ boring</p> <p>13&gt;No reason to return/ nothing new</p> <p>14=Other</p> <p>15=Bad weather</p> <p>16=Homeless population</p> <p>17=Crime/ Safety concerns</p> <p>18=Have/ planning- young child</p> <p>19=Food</p>

	<p>20=Already visited/ been there several times      21=Airport/ Immigration issue      22=No time/ Too busy/ No vacation      23=Dirty/ filthy      24=Exchange rate      25=Beaches/ ocean- not as nice      26=Overrated/ Did not meet expectations      27=Family/friend who I visit is moving from HI      28=Hotel- negative      29=Unfriendly/ Too many tourists      30=Buildings/ infrastructure- old      31=Politics/ Trump/ Immigration      32=Too noisy/ Not peaceful      33=Lack of local culture      34=Five years too soon to revisit      35=Missle Alert Error      36=Volcano issues</p>
<b>Q22</b>	<p><b>How likely are you to recommend O'ahu as a place to visit to your friends and relatives?</b></p> <p>1=Very unlikely      2      3=Somewhat unlikely      4      5= Somewhat likely      6      7=      8=Very likely      9=Not sure</p>

























		<u>Oahu</u>	<u>Maui</u>	<u>Kauai</u>	<u>Hilo</u>	<u>Kona</u>	<u>Molokai</u>	<u>Lanai</u>	
<b><u>Entertainment &amp; Dining</u></b>									
Ethnic Dining	Variable	Q23_Q23C_8_1	Q23_Q23C_8_2	Q23_Q23C_8_3	Q23_Q23C_8_4	Q23_Q23C_8_5	Q23_Q23C_8_6	Q23_Q23C_8_7	
	Name								
	Value	1=Value 2=No							
		99=No visit							
Prepared own meals	Variable	Q23_Q23C_9_1	Q23_Q23C_9_2	Q23_Q23C_9_3	Q23_Q23C_9_4	Q23_Q23C_9_5	Q23_Q23C_9_6	Q23_Q23C_9_7	
	Value	1=Value 2=No							
		99=No visit							
<b><u>Shopping</u></b>									
Malls/ department stores	Variable	Q23_Q23D_1_1	Q23_Q23D_1_2	Q23_Q23D_1_3	Q23_Q23D_1_4	Q23_Q23D_1_5	Q23_Q23D_1_6	Q23_Q23D_1_7	
	Name								
	Value	1=Value 2=No							
		99=No visit							

		<u>Oahu</u>	<u>Maui</u>	<u>Kauai</u>	<u>Hilo</u>	<u>Kona</u>	<u>Molokai</u>	<u>Lanai</u>
<b><u>Shopping</u></b>								
Designer boutiques	Variable	Q23_Q23D_2_1	Q23_Q23D_2_2	Q23_Q23D_2_3	Q23_Q23D_2_4	Q23_Q23D_2_5	Q23_Q23D_2_6	Q23_Q23D_2_7
	Name	1=Value 2=No						
	Value	99=No visit						
		9999=No answer Q23						
Hotel/resort stores	Variable	Q23_Q23D_3_1	Q23_Q23D_3_2	Q23_Q23D_3_3	Q23_Q23D_4_4	Q23_Q23D_5_5	Q23_Q23D_6_6	Q23_Q23D_7_7
	Name	1=ValuD 2=No						
	Value	99=No visit						
		9999=No answDr Q23						
Swap meet/flea market	Variable	Q23_Q23D_4_1	Q23_Q23D_4_2	Q23_Q23D_4_3	Q23_Q23D_4_4	Q23_Q23D_4_5	Q23_Q23D_4_6	Q23_Q23D_4_7
	Name	1=Value 2=No						
	Value	99=No visit						
		9999=No answer Q23						









































































<b>Q24</b>	<b>Which of the following areas did you visit during your stay on Oahu? (Select all that apply)</b>	1=Waikiki/Honolulu 2=Windward Oahu 3=North Shore 4=Central Oahu 5=West Oahu
<b>Q25</b>	<b>How did you arrive to O'ahu?</b>	1=Direct flight from outside of Hawaii 2=Flight from a neighbor island 3=Cruise ship/other ocean vessel 4=Other (please specify)
<b>Q25b</b>	<b>How would you rate your experience arriving at Daniel K. Inouye International Airport (HNL)?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent
<b>Q25c</b>	<b>How would you rate your experience arriving at Honolulu Harbor?</b>	1=Poor 2=2 3=3 4=Below Average 5=Above Average 6=6 7=7 8=Excellent
<b>D1</b>	<b>What is your age?</b>	
<b>D2</b>	<b>What is your gender?</b>	1=Male 2=Female
<b>D3</b>	<b>Please indicate your highest level of educational training</b>	1=Some/No high school 2=High School graduate 3=Some college 4=Vocational/technical 5=Associates (2 year) degree 6=College graduate (4 year) 7=Post graduate degree
<b>D4</b>	<b>What is your employment status?</b>	1=Self-Employed 2=Employed, working for someone else 3=Retired 4=Student 5=Homemaker 6=Other
<b>D5</b>	<b>Do you own property in the state of Hawaii?</b>	1=Yes, I own timeshare units 2=Yes, I own other types of property 3>No, but I plan to in the future 4=No

D6	<b>Which of the following categories includes your household's total annual income from all sources before taxes for 2017?</b>	1=Up to \$40,000 2=\$40,000 to \$59,999 3=\$60,000 to \$79,999 4=\$80,000 to \$99,999 5=\$100,000 to \$124,999 6=\$125,000 to \$149,999 7=\$150,000 to \$174,999 8=\$175,000 to \$199,999 9=\$200,000 to \$249,000 10=\$250,000 or more
D7	<b>Which of the following destinations have you visited in the past 5 years? (Mark all that apply)</b>	1=Australia 2=Bali 3=Canada 4=Caribbean 5=China 6=Fiji 7=Japan 8=Korea 9=Mexico 10>New Zealand 11=Thailand 12=Alaska 13=California 14=Florida 15=Las Vegas 16>New York City 17=Other U.S. states 18=Guam/Saipan 19=Europe 20=Central America 21=South America 22=Other Asia 23=None of these
Q26_1	<b>During your stay in Hawai'i, do you recall seeing either of the following images/signs? (HVCB logo)</b>	1=Yes 2>No 3=Not sure
Q26_2	<b>During your stay in Hawai'i, do you recall seeing either of the following images/signs? (Ocean Safety logo)</b>	1=Yes 2>No 3=Not sure