



HTA Resident Sentiment Survey 2020

Attitudes Toward Re-Opening Hawai'i to Tourism



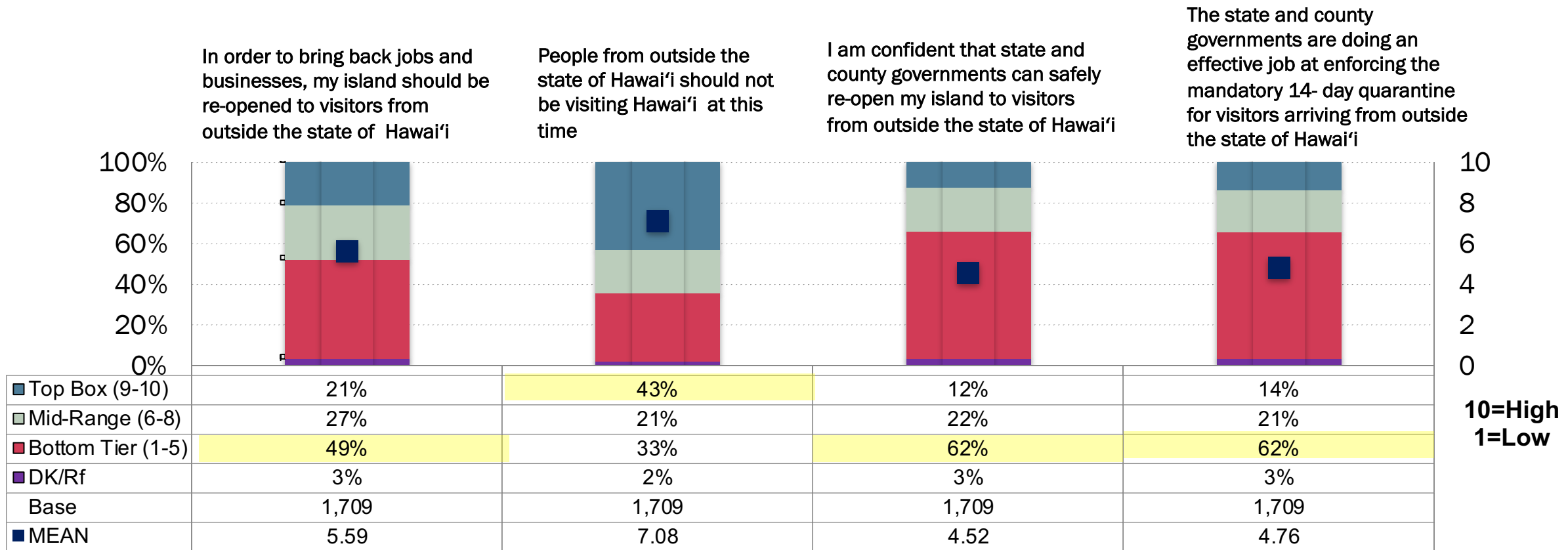
Prepared for the:
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Davies Pacific Center 1250, 841 Bishop Street, Honolulu, Hawai'i 96813
Telephone: 1-808-528-4050
omnitrak@omnitrakgroup.com

Resident Sentiment Towards Re-Opening Hawai'i to Tourism

With concerns over the state and county governments' ability to safely re-open Hawai'i to visitors and the perception that government efforts to enforce the mandatory 14-day quarantine are ineffective, Hawai'i residents are largely hesitant to re-open the state to tourism. According to advance findings from the Hawai'i Tourism Authority's 2020 Resident Sentiment Survey, nearly two-thirds (65%) of Hawai'i residents Strongly (Top Box) or Somewhat (Mid-Range) agree that people from outside the state should not be visiting Hawai'i at this time. Meanwhile, 62 percent disagreed that the state/county governments can safely re-open tourism and that the 14-day mandatory quarantine is being effectively enforced.



Q6. Still using a 10-point scale where 10 means Completely Agree and 1 means Do Not Agree at All, do you agree or disagree that ... [INSERT].
Source: HTA 2020 Resident Sentiment Study, fielded September 16 through October 25, 2020.

Resident Sentiment Towards Re-Opening Hawai'i to Tourism

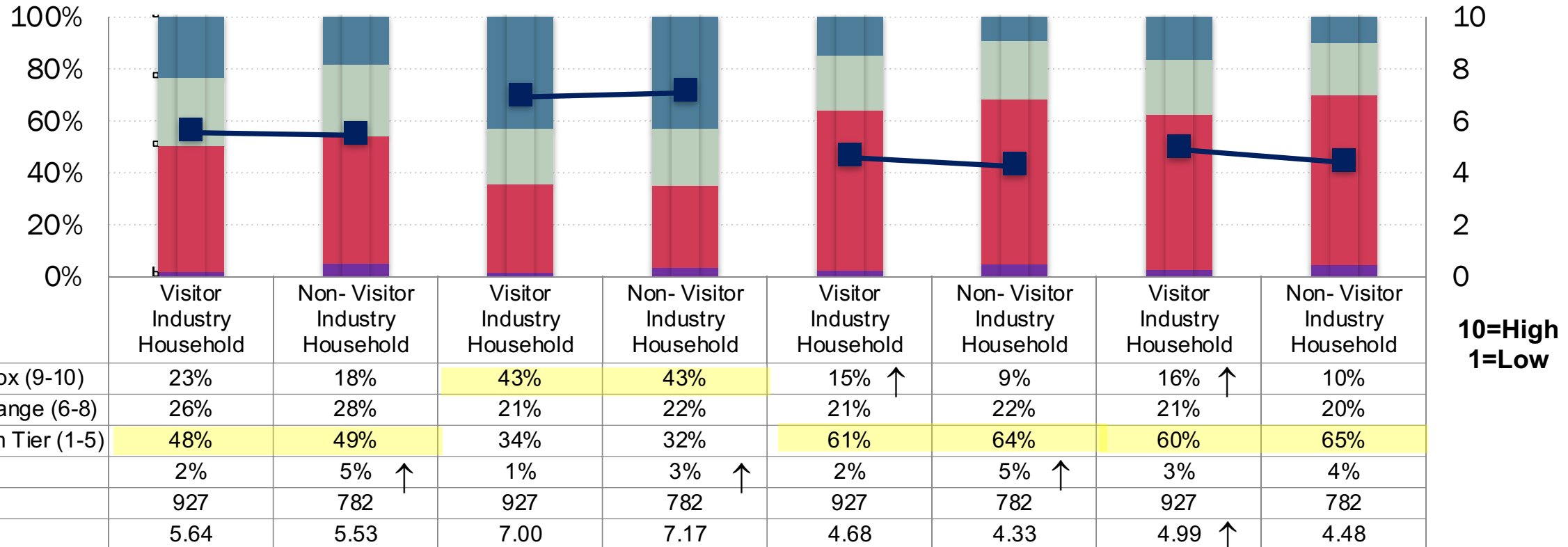
By Visitor Industry Household vs Non-Visitor Industry Household

In order to bring back jobs and businesses, my island should be re-opened to visitors from outside the state of Hawai'i

People from outside the state of Hawai'i should not be visiting Hawai'i at this time

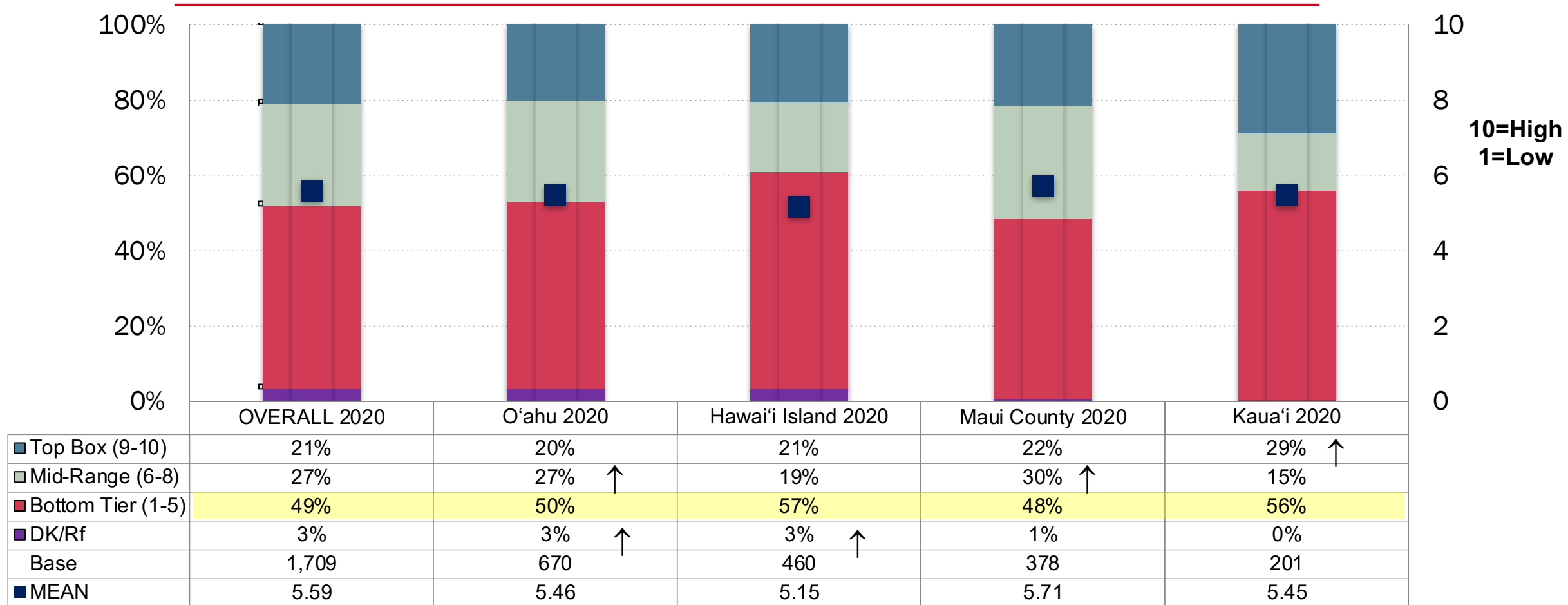
I am confident that state and county governments can safely re-open my island to visitors from outside the state of Hawai'i

The state and county governments are doing an effective job at enforcing the mandatory 14-day quarantine for visitors arriving from outside the state of Hawai'i



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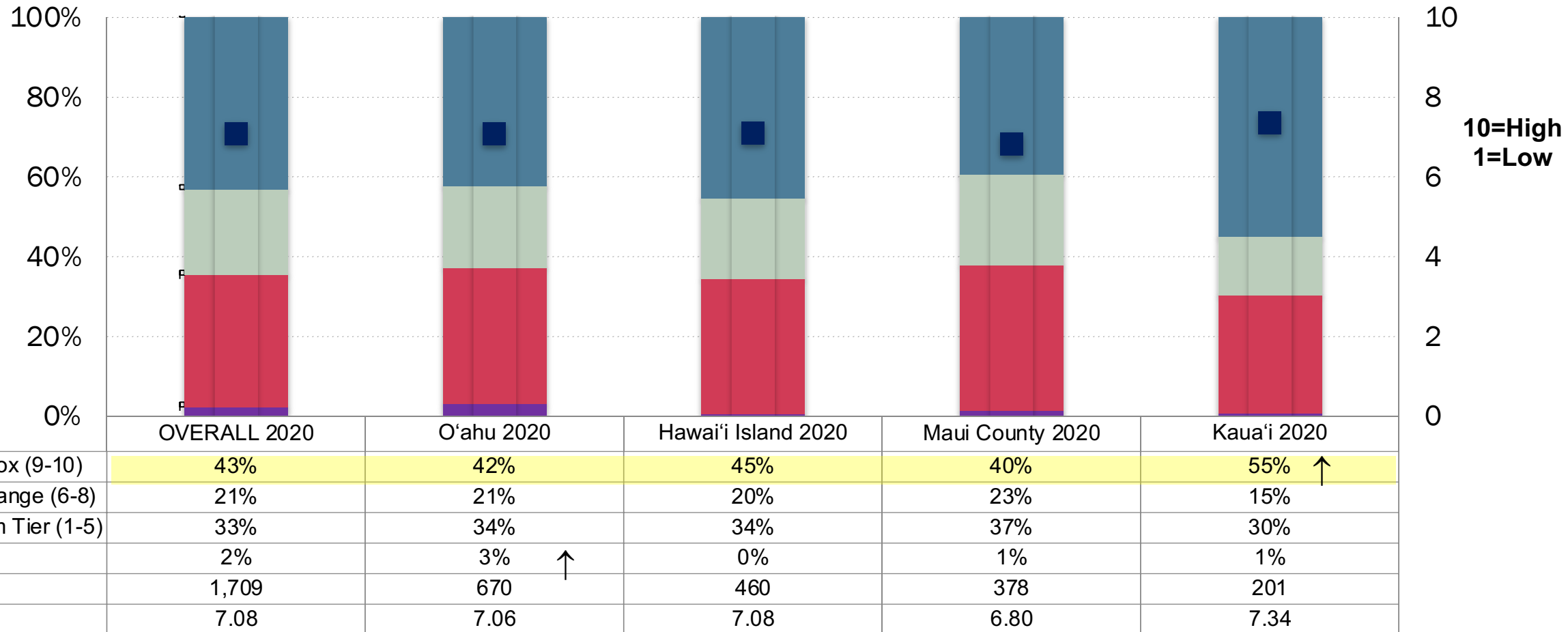
“In order to bring back jobs and businesses, my island should be re-opened to visitors from outside the state of Hawai‘i” – *By Island*



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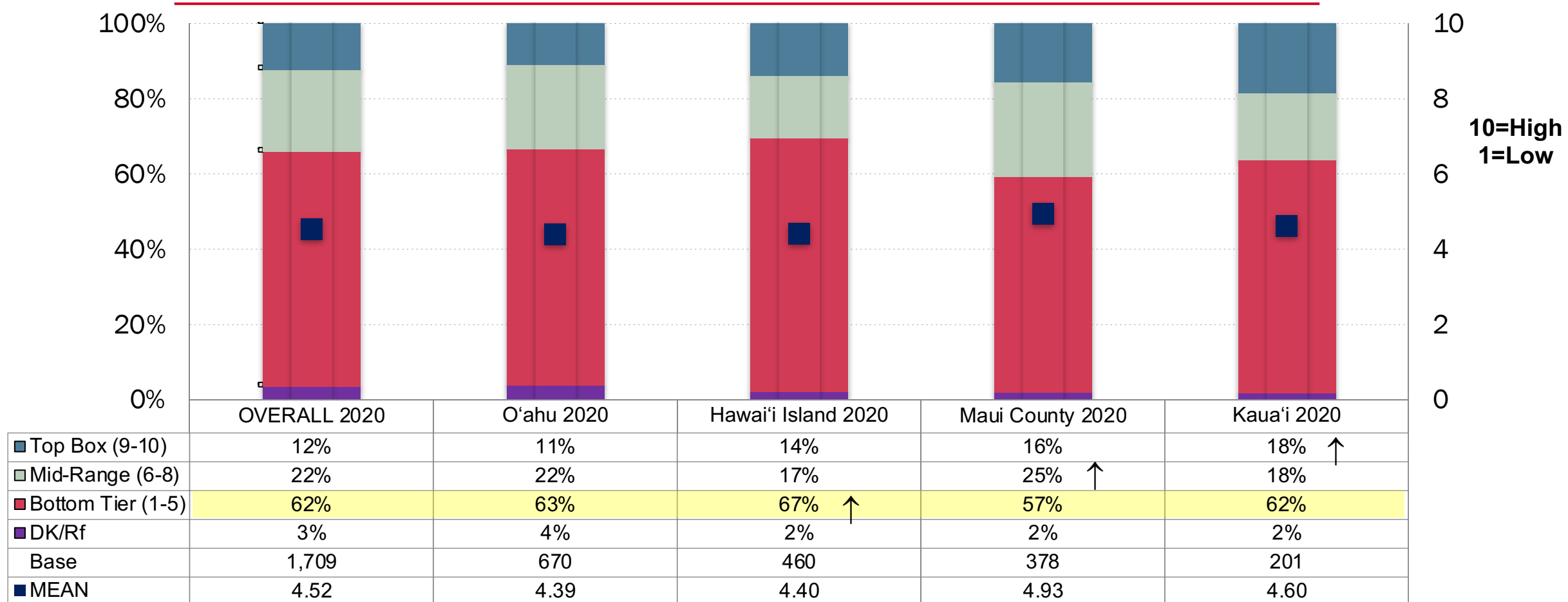
“People from outside the state of Hawai‘i should not be visiting Hawai‘i at this time” – *By Island*



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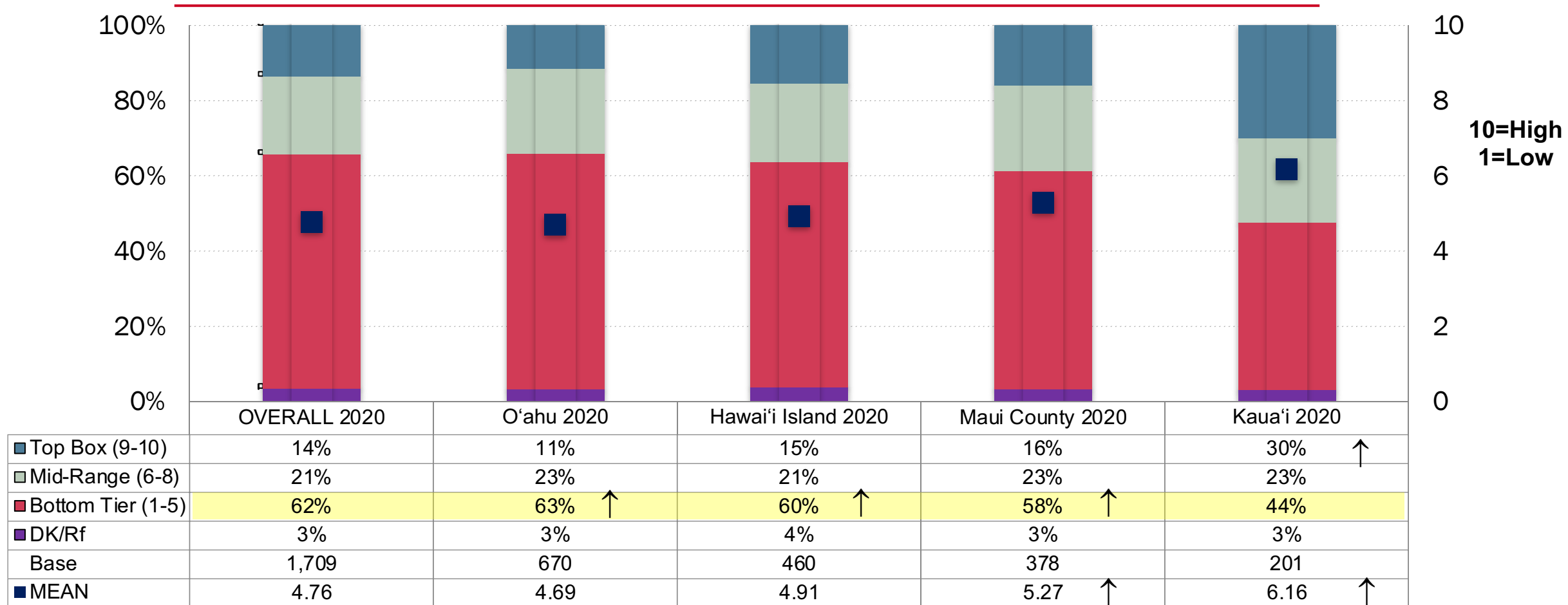
“I am confident that state and county governments can safely re-open my island to visitors from outside the state of Hawai‘i” – *By Island*



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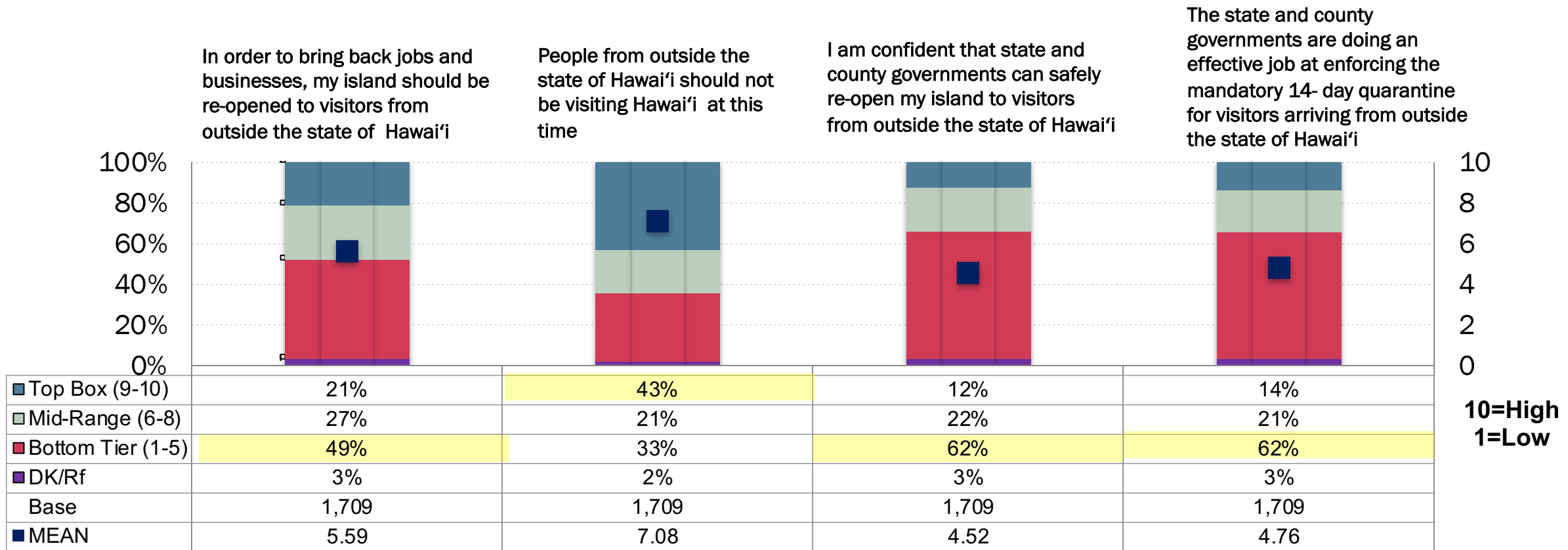


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Key Takeaways: Resident Sentiment Towards Re-Opening Hawai'i to Tourism

- Residents have concerns about re-opening Hawai'i to tourism
- Some concerns are pandemic specific (i.e., pre-testing/post-testing, quarantine enforcement)
- Quality of life concerns?



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Mahalo from the OmniTrak Group