**MARKET AREA SNAPSHOT: US WEST**

**KAUAI**
- 69% rated trip “Excellent”
- 94% very likely to return in the next five years

**O'AHU**
- 48% rated trip “Excellent”
- 75% very likely to return in the next five years

**ISLAND OF HAWAI'I**
- 62% rated trip “Excellent”
- 94% very likely to return in the next five years

**MAUI**
- 62% rated trip “Excellent”
- 87% very likely to return in the next five years

**TOP ATTRACTION BY ISLAND**
- KAUAI HANALEI TOWN/BEACH: 46%
- MAUI HALEAKALĀ NATIONAL PARK: 19%
- O'AHU NORTH SHORE BEACHES: 19%
- ISLAND OF HAWAI'I HAWAI'I VOLCANOES NATIONAL PARK: 26%

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**VISITORS WHO WERE VERY LIKELY TO RETURN TO HAWAI'I IN THE NEXT 5 YEARS**

**MARKET AREA SNAPSHOT:**

**US WEST**
- 80.0% will return in next 5 years

**US EAST**
- 72.0% will return in next 5 years

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**EFFECTS OF COVID-19**

Starting on Thursday, March 26, 2020, the State of Hawai'i required all visitors and returning residents to Hawai'i to complete a mandatory, 14-day quarantine to prevent the spread of COVID-19. As a result, transpacific travel to the islands dropped by an average of 99% from a year earlier. COVID-19 led to considerable reduction of air service to Hawai'i from U.S. West and U.S. East and suspension of direct air service from Japan, Canada, Oceania, China and Korea.

Nearly all incoming visitors to the islands in Q3 2020 were from the U.S. Mainland. Therefore, the Visitor Satisfaction and Activity Survey was collected only among visitors from the U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming) and U.S. East (all other states in the Continental U.S.).

When reviewing this data and comparing to prior periods, please note the comparatively small sample sizes and corresponding margins of error:

- U.S. West: 690 completed surveys, +/-3.73% margin of error*
- U.S. East: 582 completed surveys, +/-4.06% margin of error*

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