YouGov Syndicated Survey

- HTA subscribes to YouGov’s BrandIndex and Profiles databases for the U.S., Japan, and Canada
- YouGov has a global consumer panel with over 11 million participants in 55 countries who take over 20 million surveys each year
- 10,000 consumers are surveyed each day
- HTA receives access to new data each week
- YouGov has daily brand tracking metrics – media-focused, brand health, purchase/intent, consumer status
- Responsible Traveler Segment
  - Respondents who self-identify as responsible travelers (i.e., wellness focused, environmental impact, culturally minded)
Destination Index

• Metrics
  – Buzz
    • Net % of people that heard something positive about the brand in past two weeks minus % of people heard something negative about brand in past two weeks
  – Recommend
    • Net % would recommend to others minus % would tell to avoid
  – Word of Mouth Exposure
    • Yes% talked with someone about the brand (in-person, online or through social media)
  – Consideration
    • Yes% would consider purchasing a brand when next in market
  – Purchase Intent
    • Yes % most likely to visit the brand in question, of all brands considered
March 26, 2020 – mandated 14-day quarantine for all travelers coming to Hawai‘i goes into effect at 12:01 a.m. 

June 24, 2020 – Gov. Ige announces pre-travel testing program to avoid the mandatory quarantine starting Aug. 1st 

July 25-26, 2020 – Hurricane Douglas passes close to the Hawaiian Islands 

August 6, 2020 – announcement that interisland travel quarantine will be reinstated starting Aug. 11th 

June 28, 2021

September 16, 2020 – pre-travel testing program launch pushed to Oct. 15th 

November 24, 2020 – Kaua‘i County announces they will opt out of Safe Travels program starting Dec. 2nd 

June 286, 2020 – 14-day quarantine requirement for interisland travelers lifted 

July 13, 2020 – pre-travel testing program launch pushed back to Sept. 1st 

July 27, 2020 – Gov. Ige announces Hawai‘i is being considered by Japan for resumption of international travel 

August 18, 2020 – pre-travel testing program launch pushed back to Oct. 1st, at the earliest 

October 15, 2020 – pre-travel testing program officially begins 

July 27, 2020 – Gov. Ige announces Hawai‘i is being considered by Japan for resumption of international travel 

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2020 Significant Dates
**2021 Significant Dates**

**January 12, 2021** – CDC recommends all international arrivals over the age of two get tested within three days before returning to the U.S.

**January 20, 2021** – all arriving passengers to Maui County must upload the AlohaSafe COVID-19 exposure app to their cell phones.

**January 26, 2021** – new CDC regulation goes into effect. All international arrivals (2+ years of age) to the U.S. must have a negative COVID-19 test within three days of departure to avoid a 10-day quarantine.

**March 3, 2021** – Gov. Ige approves Kauai’s re-entry into Safe Travels for Trans-Pacific travelers beginning April 5.

**June 4, 2021** – Gov. Ige announces that starting June 15, all restrictions for inter-county travel will be lifted and travelers entering the state who have been vaccinated in Hawai'i may bypass quarantine without a pre-travel test.

**June 24, 2021** – Gov. Ige announces that individuals vaccinated in the U.S. will be able to bypass the testing/quarantine requirement with proof of vaccination through the state’s Safe Travels program.
U.S. Destination Index Trends
Responsible Travelers Segment
O‘ahu
O‘ahu – Buzz Net Score and Word of Mouth Exposure (% Yes)
U.S. Four-Week Moving Average

Buzz Question: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

Word of Mouth Exposure Question: (Net) Which of the following destinations have you talked about with friends and family in the PAST TWO WEEKS (whether in-person, online, or through social media?)

Source: YouGov data as of June 27, 2021
Recommend Question: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID?

Consideration Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider?

Purchase Intent Question: (Net) Of the destinations considered, which are you most likely to visit?

Source: YouGov data as of June 27, 2021
U.S. Destination Index Trends
Responsible Travelers Segment
Maui
Maui – Buzz Net Score and Word of Mouth Exposure (% Yes)
U.S. Four-Week Moving Average

Buzz Net Score

Word of Mouth Exposure (% Yes)

Source: YouGov data as of June 27, 2021

Buzz Question: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

Word of Mouth Exposure Question: (Net) Which of the following destinations have you talked about with friends and family in the PAST TWO WEEKS (whether in-person, online, or through social media?)
Maui – Recommend Net Score, Consideration (% Yes), Purchase Intent (% Yes)
U.S. Four-Week Moving Average

Recommend Question: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID?

Consideration Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider?

Purchase Intent Question: (Net) Of the destinations considered, which are you most likely to visit?

Source: YouGov data as of June 27, 2021
U.S. Destination Index Trends
Responsible Travelers Segment
Kauaʻi
Kaua‘i – Buzz Net Score and Word of Mouth Exposure (% Yes)
U.S. Four-Week Moving Average

Buzz Net Score
Word of Mouth Exposure (% Yes)

Buzz Question: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

Word of Mouth Exposure Question: (Net) Which of the following destinations have you talked about with friends and family in the PAST TWO WEEKS (whether in-person, online, or through social media?)

Source: YouGov data as of June 27, 2021
Kauaʻi – Recommend Net Score, Consideration (% Yes), Purchase Intent (% Yes)
U.S. Four-Week Moving Average

Recommend Question: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID?
Consideration Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider?
Purchase Intent Question: (Net) Of the destinations considered, which are you most likely to visit?

Source: YouGov data as of June 27, 2021
U.S. Destination Index Trends
Responsible Travelers Segment
Island of Hawaiʻi
Island of Hawai‘i – Buzz Net Score and Word of Mouth Exposure (% Yes)
U.S. Four-Week Moving Average

Buzz Question: (Net) Over the PAST TWO WEEKS, which of the following destinations have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following have you heard something NEGATIVE about over the PAST TWO WEEKS?

Word of Mouth Exposure Question: (Net) Which of the following destinations have you talked about with friends and family in the PAST TWO WEEKS (whether in-person, online, or through social media?)

Source: YouGov data as of June 27, 2021

June 28, 2021
Island of Hawaiʻi – Recommend Net Score, Consideration (% Yes), Purchase Intent (% Yes)

U.S. Four-Week Moving Average

Recommend Question: (Net) Which of the following destinations would you RECOMMEND to a friend or colleague? / And which of the following destinations would you tell a friend or colleague to AVOID?

Consideration Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider?

Purchase Intent Question: (Net) Of the destinations considered, which are you most likely to visit?

Source: YouGov data as of June 27, 2021

June 28, 2021