YouGov Destination Index Trends
Responsible Travelers Segment

November 22, 2021
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
2020 Significant Dates

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

November 21-26, 2020 – Hurricane Douglas passes close to the Hawaiian Islands

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

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

September 16, 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

November 218, 2020 – pre-travel testing program launch pushed back to Oct. 1st, at the earliest

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

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

August 23, 2021 – Gov. Ige announces “Now’s not a good time to visit Hawai‘i.”

October 19, 2021 – Gov. Ige announced “Beginning November 22, we want to invite and encourage fully vaccinated visitors or residents to travel transpacific or inter-island”

Starting on November 22, non-citizen, non-immigrant air travelers to the United States will be required to be fully vaccinated and to provide proof of vaccination status prior to boarding an airplane to fly to the U.S.
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 November 21, 2021
Oʻahu – 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 November 21, 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 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 November 21, 2021
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 November 21, 2021

November 22, 2021
U.S. Destination Index Trends
Responsible Travelers Segment
Kaua‘i
Kaua‘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 November 21, 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 November 21, 2021
U.S. Destination Index Trends
Responsible Travelers Segment
Island of Hawai‘i
**Island of Hawai‘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 November 21, 2021*
Island of Hawai‘i – 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 November 21, 2021

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