

Table 7.19-- AREAS OF IMPROVEMENT FOR VISITOR SATISFACTION, BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN: 2017

[Visitors were asked to identify one thing that could be improved to make their stay in Hawaii more enjoyable. Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors. Percentages do not sum to 100 percent due to multiple things mentioned]

Area of improvement	U.S. West 1/	U.S. East 2/	Japan
No negatives	33.0	38.8	37.9
Cost/expensive	3.5	3.9	2.5
Travel (cost, airport, airline, TSA/Customs, cruise, etc.)	1.8	2.1	0.8
Transportation	34.9	27.8	15.5
Ground/public transit (buses, taxis, cost, availability, etc.)	1.4	1.7	5.1
Rental car (long lines, poor service, car condition, etc.)	6.2	4.9	2.0
Driving experience (signage, roads, bad drivers, etc.)	5.8	4.9	2.3
Traffic (congested/slow)	20.8	16.0	6.0
Parking (not enough/fees)	0.6	0.3	0.1
Accommodations	4.7	3.7	10.5
Cleanliness and upkeep	2.1	1.3	4.7
Customer service	0.7	0.3	2.3
Not as promised	1.9	2.0	3.4
Food/restaurants	6.7	6.3	17.0
Customer service	0.9	0.6	3.3
Quality	2.0	1.9	8.1
Lack of variety/dining options	3.8	3.9	5.6
Customer service/hospitality/felt unwelcome	1.4	1.0	2.6
Activities/attractions and local culture	7.3	8.8	5.4
Activities/attractions (variety and unspecified)	1.5	1.1	3.0
Would like to experience more local culture	5.3	7.1	2.3
Loss of local culture, commercialization, crowds, etc.	0.5	0.6	0.1
Safety issues	2.4	2.8	4.0
Concerns about safety	2.1	2.5	3.9
Crime, items lost/stolen	0.2	0.1	0.0
Other	0.1	0.2	0.1
Homelessness	1.5	1.6	0.2
Nuisances	2.3	1.9	1.3
Public restrooms, litter, bugs, animals, noise, etc.	1.8	1.3	0.8
Weather	0.6	0.6	0.6
Other	12.2	13.4	9.2

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2017 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed July 8, 2019; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.