

**2002**

# **Visitor Satisfaction & Activity Report**



State of Hawaii  
Department of Business, Economic Development & Tourism  
Research & Economic Analysis Division

# 2002 VISITOR SATISFACTION AND ACTIVITY REPORT

**DBEDT**  
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
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## ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Theodore E. Liu. Dr. Eugene Tian, Tourism Research Manager, prepared this report under the direction of the Division Administrator, Dr. Pearl Imada Iboshi, with the assistance of Minh-Chau T. Chun, Cy Feng and Lawrence Liu.

Marsha Wienert, Hawaii State Tourism Liaison, reviewed this report and provided valuable comments.

The report is also available in Adobe Acrobat format at the DBEDT website <http://www.hawaii.gov/dbedt/stats.html>. Due to the cost of printing, many of the data such as activities by income level, activities by age, and activities by accommodation are not included in this report but can be found on the DBEDT website.

For further information on this report, contact the DBEDT Library at (808) 586-2424, or e-mail [library@dbedt.hawaii.gov](mailto:library@dbedt.hawaii.gov).



# 1. INTRODUCTION



# INTRODUCTION

## BACKGROUND:

The Visitor Satisfaction Survey was initiated by the Hawaii Visitors and Convention Bureau (HVCB, formerly known as the Hawaii Visitors Bureau) in the 1950s. The survey has been conducted intermittently during the years and published reports by HVCB are available for the years of 1961, 1969-1977, 1984-1992, 1996, and 1998.

In January 1999 the Legislature transferred the responsibility for visitor related research projects from HVCB to the Department of Business Economic Development and Tourism (DBEDT). DBEDT started the Visitor Satisfaction study in 2001 and published the survey results on the DBEDT website: <http://www.hawaii.gov/dbedt/stats.html>.

In this report, DBEDT presents visitor satisfaction survey results from the 2002 Visitor Satisfaction Survey. New to this year's report are satisfaction results from a survey of Canadian and European visitors.

## OBJECTIVES

There are three main objectives of this report. The first objective is to present satisfaction ratings by survey respondents from the top five major market areas, U.S. West, U.S. East, Japan, Canada and Europe regarding the various aspects of their trip to the islands. These visitors were queried about their experiences with Hawaii's accommodations, restaurants, airports, parks, beaches and attractions, as well as their participation in and satisfaction with activities such as sightseeing, shopping, transportation, cultural, entertainment and sports and fitness. It is the hope that this information will help Hawaii's businesses to take proactive measures in promotion, maintenance and improvement in these essential areas.

The second objective is to provide some insight into the destination selection process of these visitors. The data show that visitors employ a variety of sources to plan, select and book a trip to the Hawaiian Islands. In particular, the data allow a closer look at the impact of the Internet and travel agents on the selection process, as well as the timetable involved in trip planning and booking.

The final objective is to provide detailed demographic information on visitors who responded to the study. Information is provided on the average visitors' income level, employment status and education level. Furthermore, visitors are classified in lifestyle or life-stage segments as well as first-time or repeat visitors to highlight the different types of travelers to the islands. Information on their purpose of trip and their travel companions helps to complete the picture of the Hawaii visitors.

## 2. OVERVIEW



# OVERVIEW

## Overall Satisfaction:

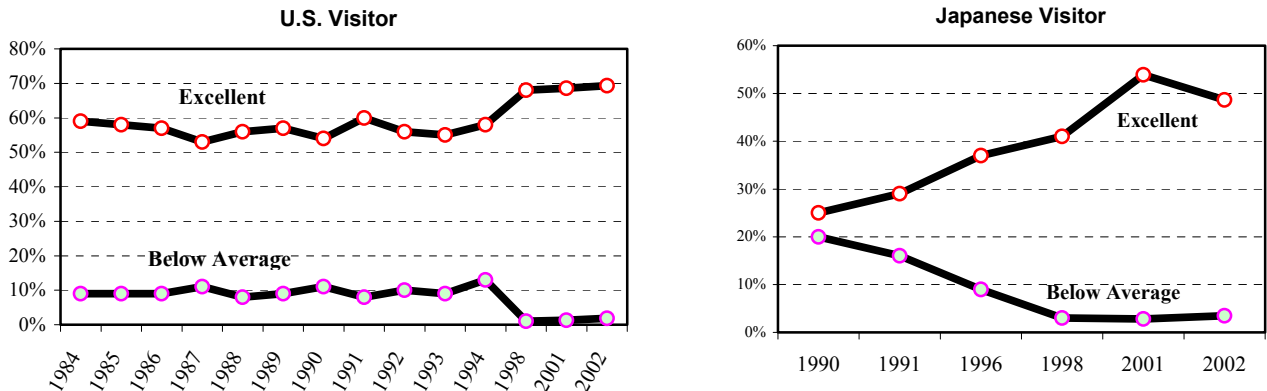
Since the beginning of the visitor satisfaction survey, Hawaii has consistently received high marks as a vacation destination among U.S. and Japanese survey respondents. In 2002 more than 96 percent of the U.S. West, U.S. East, Japanese, Canadian and European visitors surveyed rated their most recent Hawaiian vacation as “excellent” or “above average”.

Combined results from the U.S. visitor satisfaction survey which began in 1984 show that “Excellent” ratings have increased to 69.3 percent in 2002, compared to 68.6 percent in 2001 and 68.0 percent in 1998. Ratings of “Below average” and “poor” continued to comprise a very small portion of the total U.S. respondents at 1.9 percent and 0.1 percent, respectively in 2002.

Nearly 49 percent of the Japanese visitors polled in the 2002 survey gave “excellent” marks to their Hawaiian vacation compared to 53.9 percent in 2001 and 41.0 percent in 1998. “Below average” ratings have increased slightly from the 2001 results but remained a low percentage of the visitors surveyed at 3.5 percent. “Poor” ratings made up only 0.1 percent of the Japanese respondents in 2002.

Close to 60 percent of the Canadian visitors surveyed and 67.4 percent of the European respondents rated Hawaii as “excellent”. “Below average” ratings comprised only 2.6 percent and 2.0 percent of the Canadian and European respondents, respectively. No historical comparisons were available for these two major markets.

**Figure 1: Overall Satisfaction Trends (% of Visitors)**

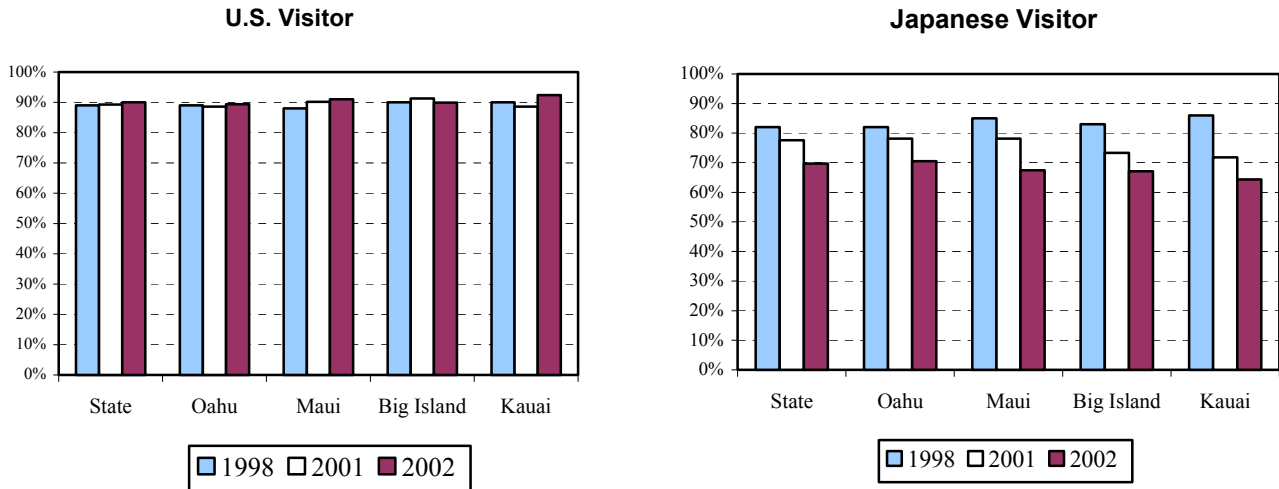


## Likelihood of Revisiting and Recommending Hawaii:

Statewide, 89.7% of all U.S. respondents answered that they would be “very likely” to recommend the islands as a vacation place to their friends and relatives, up slightly from 89.3 percent in 2001 and 89.0 percent in 1998. While lower compared to 2001 and 1998, the majority (69.7%) of the 2002 Japanese respondents would still “very likely” recommend

Hawaii. Nearly 83 percent of the Canadian visitors surveyed and 78.1 percent of the European respondents would recommend the islands to their friends and relatives.

**Figure 2: Likelihood to Recommend Hawaii as a Vacation Place  
(% of Visitors Who Answered “Very Likely”)**



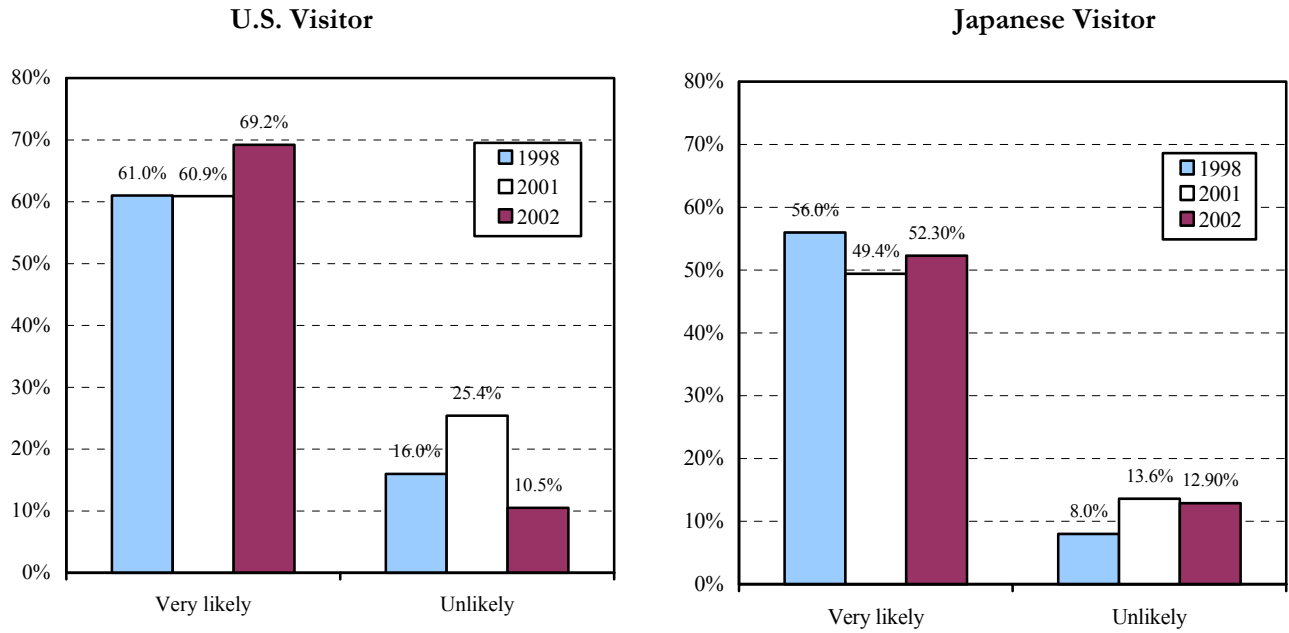
When queried about the likelihood of returning to the islands in the next five years, 69.2 percent of the 2002 U.S. respondents said that they would “very likely” do so, higher than 61 percent of the U.S. visitors surveyed in the 2001 and 1998. About 10.5 percent said that they would be “not too likely or not at all likely” to return (down from 25.4% in 2001 and 16.0% in 1998). The top reason given by 2002 U.S. visitors who said that they would not revisit the islands was that Hawaii is “too expensive” (49.9%), the same reason as those surveyed in 2001. The primary reason listed by U.S. visitors surveyed in 1998 who would not come back to the islands was that they wanted to go to “someplace new” (55%).

About 52.3 percent of the Japanese visitors surveyed in 2002 were “very likely” to return to the islands within the next five years, up from 49 percent in 2001. “The flight is too long” was the top answer given by the 2002 Japanese respondents who said that they would not likely return. Hawaii is too “commercial/overdeveloped” (45%) was the main reason given by the 2001 respondents while 50 percent of those surveyed in 1998 said they wanted to try a new destination.

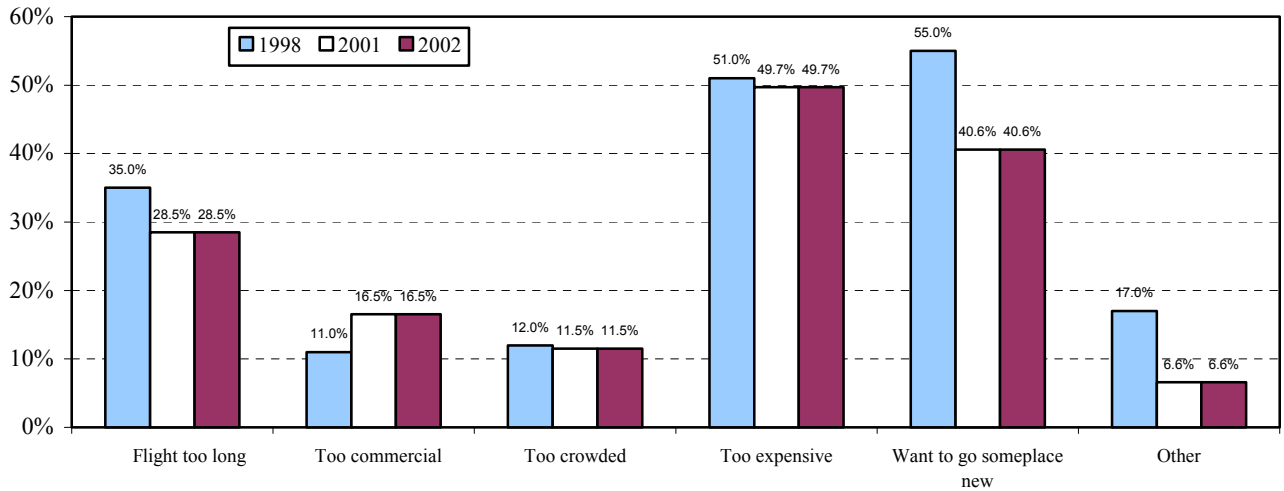
Over half (53.1%) of the Canadians polled in the 2002 survey will “very likely” return to Hawaii in the near future. Hawaii is “too expensive” was the response given by the majority (76%) those who said that they would not likely revisit the islands.

Close to 44 percent of the European visitors surveyed in 2002 said that they will “very likely” return to the islands in the next five years. Of those who would not likely come back, 58.9 percent responded that the main reason was that the “flight was too long”.

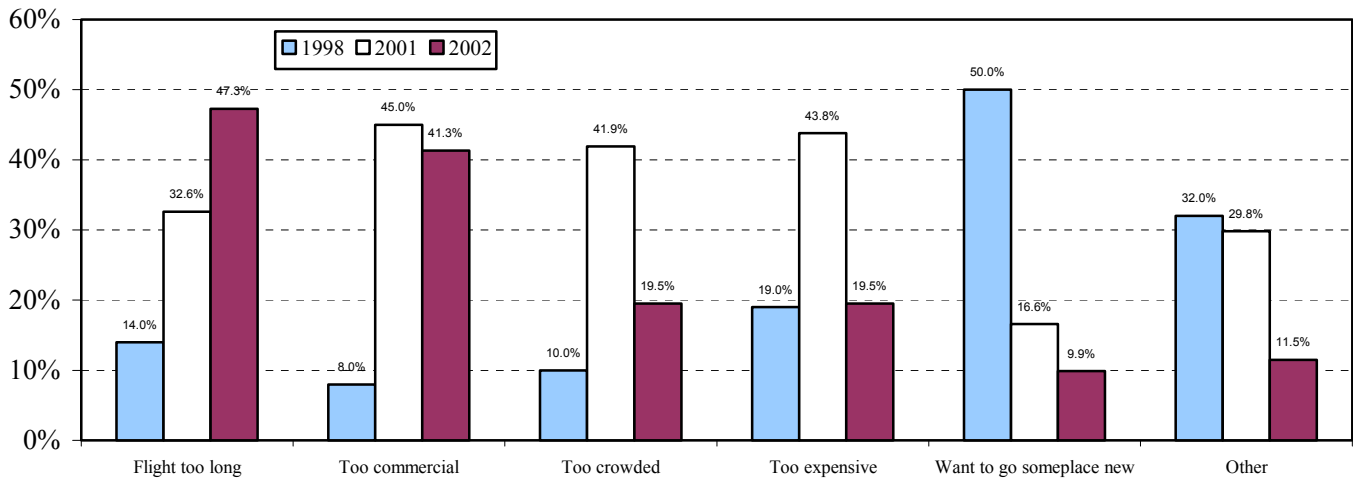
**Figure 3: Likelihood of Visiting Hawaii in the Next Five Years  
(% of visitors)**



**Figure 4: Reasons for Not Revisiting Hawaii : U.S. Visitors  
(% of U.S. Visitors)**



**Figure 5: Reasons for Not Revisiting Hawaii : Japanese Visitors  
(% of Japanese Visitors)**



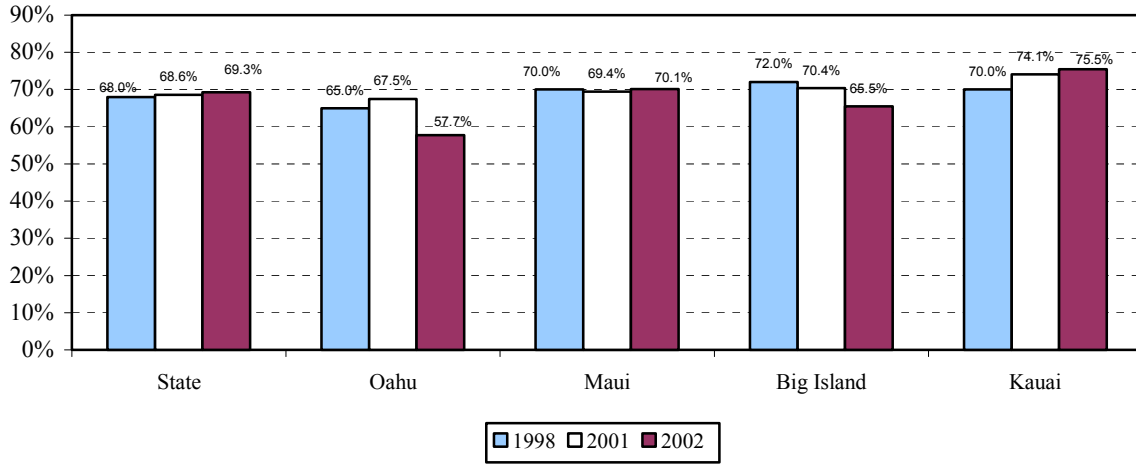
**Satisfaction Rating by Island:**

Each Hawaiian island received “excellent” or “above average” ratings from the majority of their visitors who responded to the 2002 survey. Close to 76 percent of the U.S. respondents who visited Kauai in 2002 rated their experience as “excellent” up from 74 percent in 2001 and 70 percent in 1998. The percentage of “Excellent” rating by those who visited Maui in 2002 was also higher than in 2001 and 1998. Though the percentage of “excellent” ratings were lower than in 1998 and 2001, the majority of the 2002 visitors to the Big Island and/or Oahu also gave high marks to their stay on these islands. “Excellent” ratings given by Japanese respondents who visited Kauai and/or the Big Island in 2002 were higher than those who visited these islands in 2001 and 1998. About 49 percent of the 2002 Japanese visitors surveyed gave “excellent” marks to Oahu while 51.9 percent rated Maui as “excellent”, lower than those who visited these islands in 2001 but better than the results in 1998.

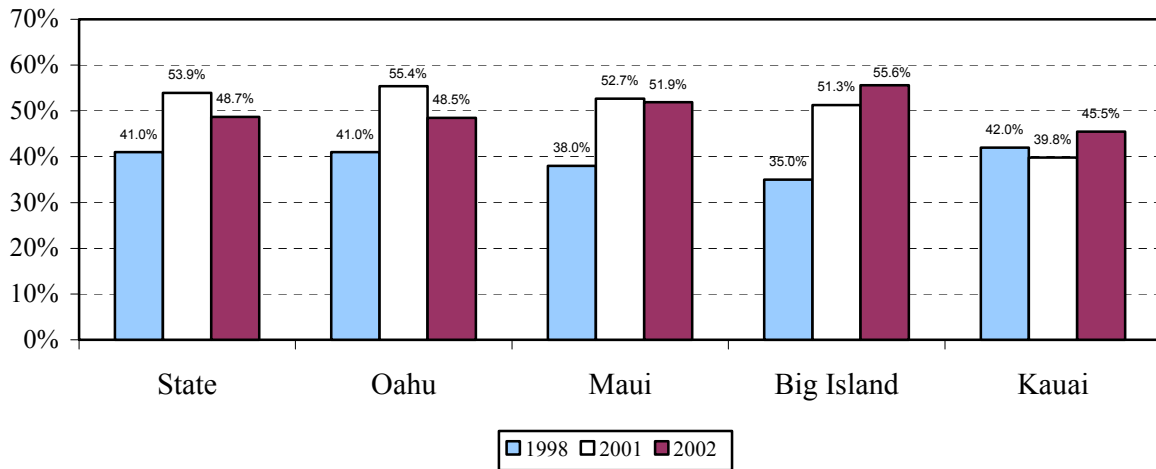
Close to 64 percent of the Canadian respondents who visited Maui in 2002 rated this island an “excellent” rating while 64.3 percent of those who went to Kauai gave their experience the highest mark. Over half of the Canadian respondents who visited the Big Island and 46 percent of those who went to Oahu during the year rated these islands as “excellent”.

The majority of the European respondents who went to Kauai (69.7%), Maui (63.8%), Oahu (61.4%) and/or the Big Island (61.3%) in 2002 gave the island they visited “excellent” marks

**Figure 6: Percentage of “Excellent” Satisfaction Ratings by Island: U.S. Visitors**



**Figure 7: Percentage of “Excellent” Satisfaction Ratings by Island: Japanese Visitors**



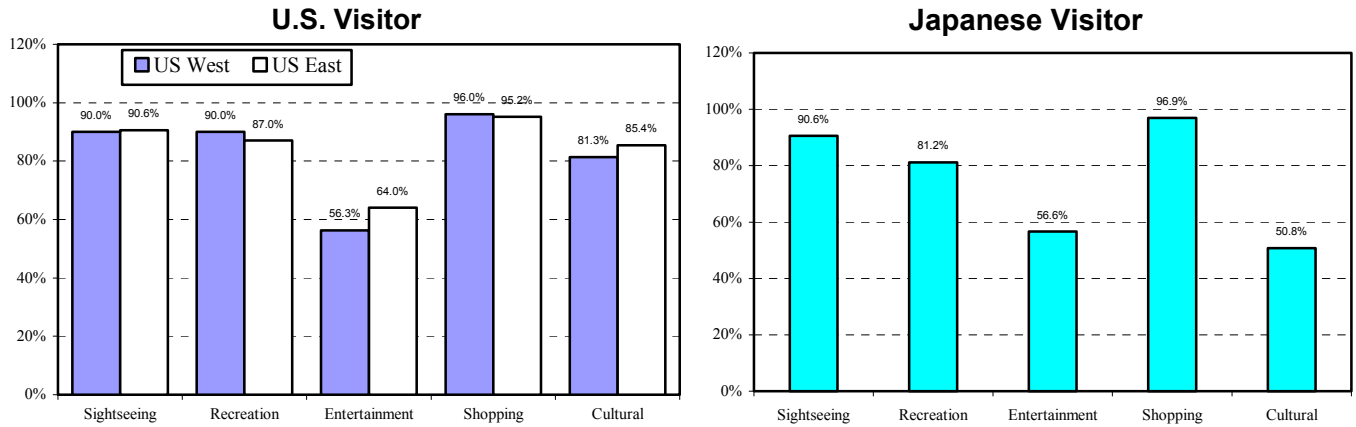
**Participation in Activities:**

Hawaii offers a diverse range of activities for visitors. The survey asked visitors about their participation in the following activities while on each island: shopping, sightseeing, cultural, recreation, entertainment and transportation. The results show clear differences in the shopping habits, the mode of transportation used, and the types of activities chosen by U.S. and Japanese respondents, which will be detailed in a later section.

Similar to U.S. and Japanese respondents in 2001 and 1998, shopping, sightseeing, recreation and the usage of some form of transportation while in Hawaii continues to be the top four activities for those surveyed in 2002. Canadian and European respondents also heavily participated in these four activities during the year. Recreational and cultural activities were more popular with U.S., Canadian and European visitors surveyed in 2002 compared with their Japanese counterparts.



**Figure 8: Activity Participation  
(% of Visitors)**



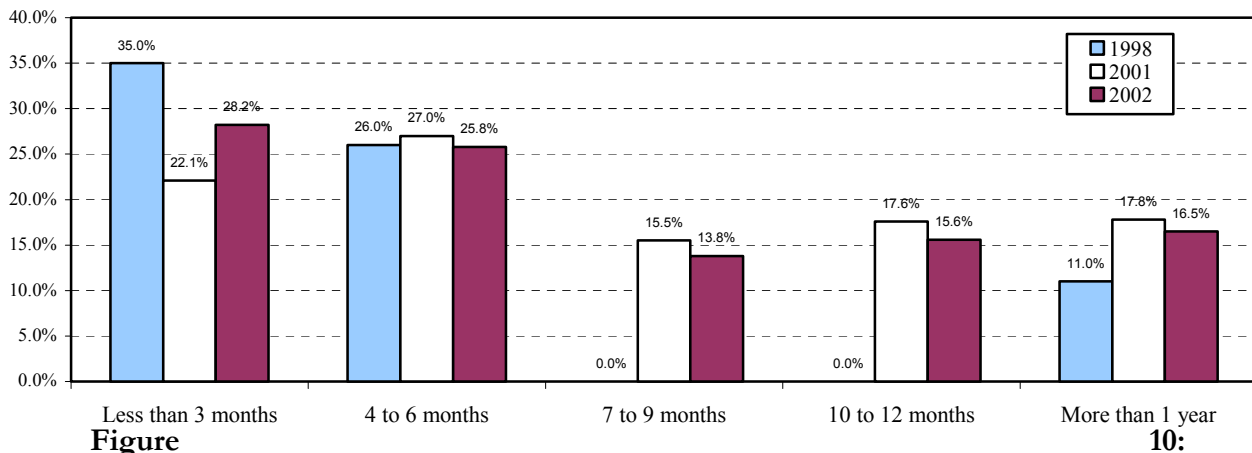
**Trip Planning and Booking Timetable:**

The survey also queried U.S., Japanese, Canadian and European visitors about how and when they made their travel plans. Results show that Japanese respondents have a shorter planning and booking window than U.S., Canadian and European visitors.

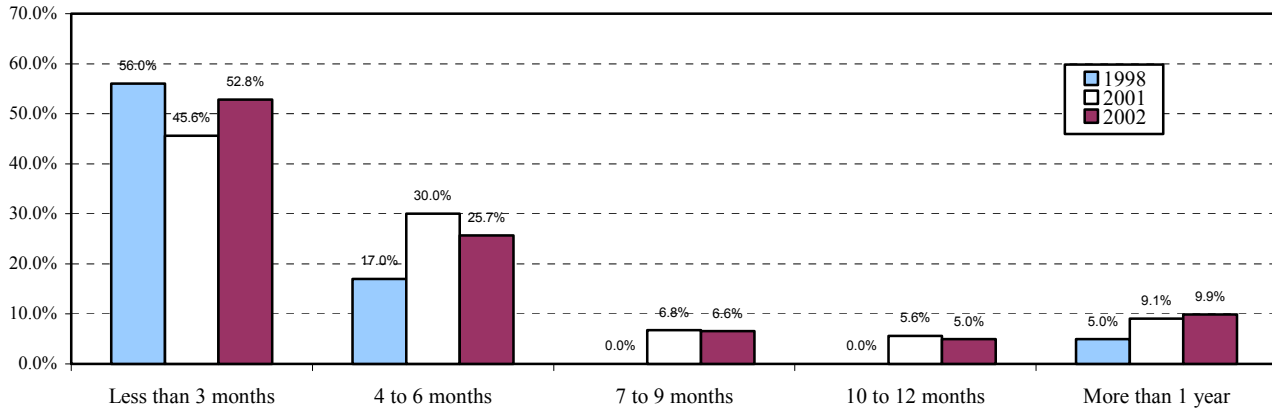
Nearly 53 percent of the Japanese visitors surveyed in 2002 took less than 3 months to decide to take a vacation compared to 45.6 percent in 2001 and 56 percent from respondents in 1998. Over half of the respondents in all three survey years took less than three months to decide on Hawaii as a vacation destination (58.1% in 2002, 51.9% in 2001 and 55% in 1998).

In contrast, the majority of the U.S., Canadian and European respondents took three months or more to decide to take a vacation and to choose Hawaii as their destination.

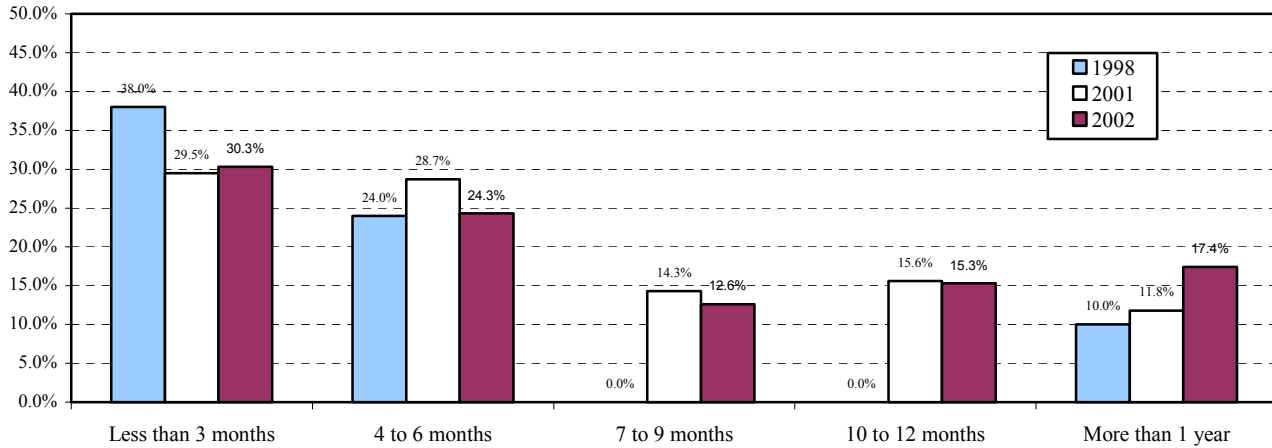
**Figure 9: Timeframe in Deciding to Take Vacation/Pleasure Trips Before Departure: U.S. Visitors  
(% of U.S. Visitors)**



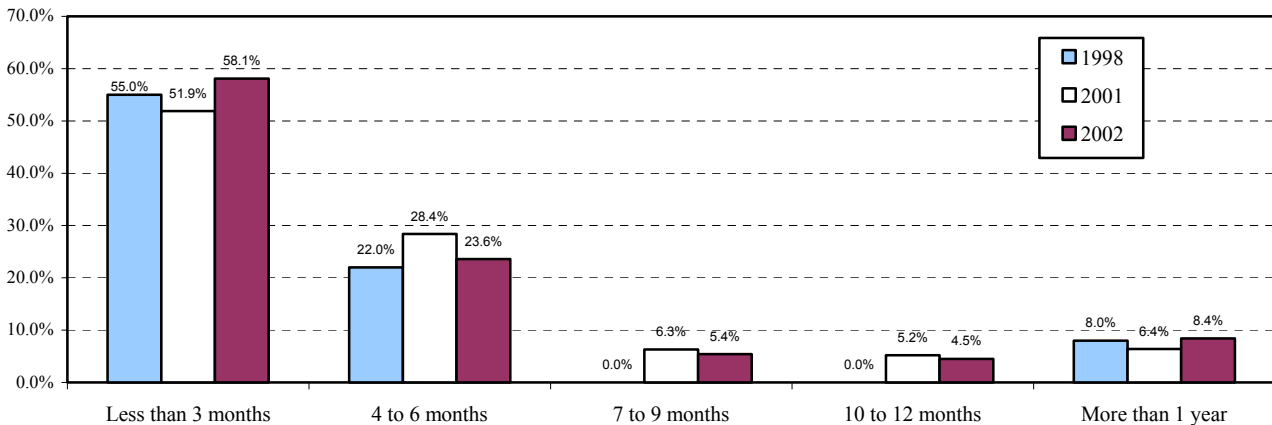
**Figure 10: Timeframe in Deciding to Take Vacation/Pleasure Trips Before Departure: Japanese Visitors (% of Japanese Visitors)**



**Figure 11: Timeframe in Deciding to Visit Hawaii Before Departure: U.S. Visitors (% of U.S. Visitors)**



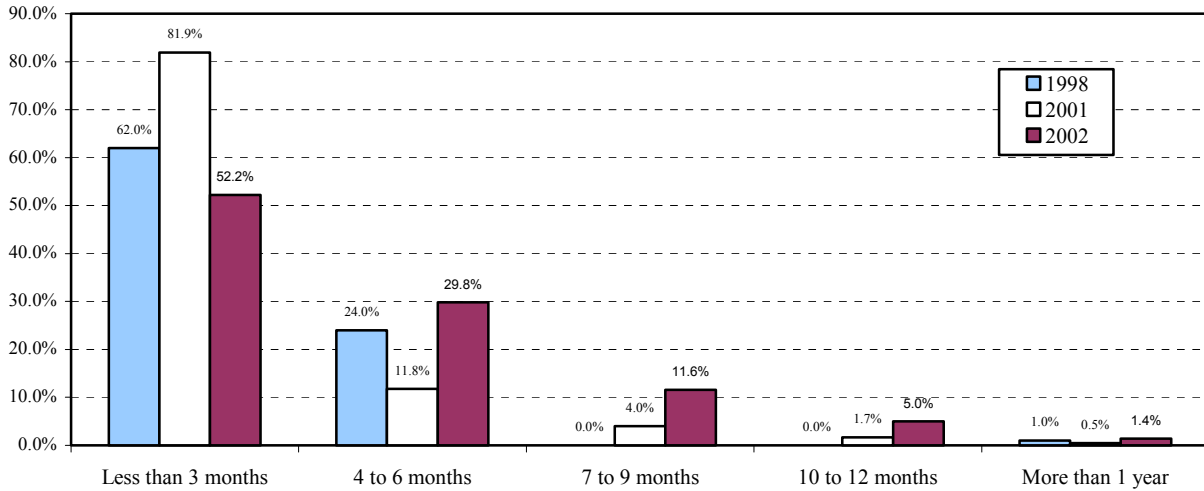
**Figure 12: Timeframe in Deciding to Visit Hawaii Before Departure: Japanese Visitors (% of Japanese Visitors)**



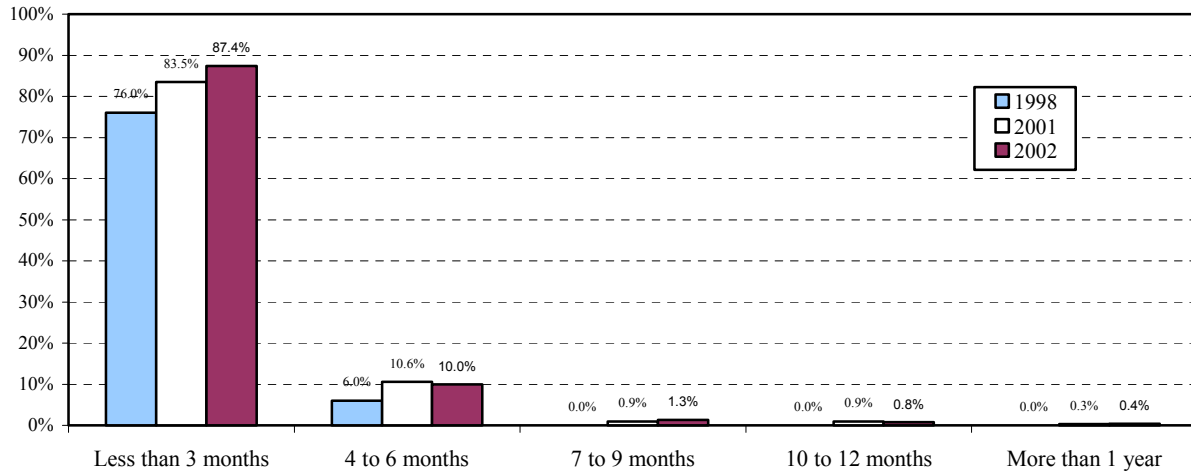
Most of the 2002 Japanese (87.4%) respondents purchased their tickets less than 3 months before their trip, up 83.5 percent in 2001 and 76.0 percent in 1998. In contrast, about 52 percent of the U.S. visitors surveyed in 2002 purchased their tickets less than three months before their trip, lower compared to respondents in the 2001 and 1998 surveys.

Similar to the U.S. respondents, about half of the Canadian and European visitors surveyed in 2002 purchased their tickets less than three months before their trip to the islands.

**Figure 13: Timeframe in Purchasing Tickets Before Departure: U.S. Visitors  
(% of U.S. Visitors)**



**Figure 14: Timeframe in Purchasing Tickets Before Departure: Japanese Visitors  
(% of Japanese Visitors)**



### 3. SATISFACTION AND RATING



## SATISFACTION AND RATING

The majority of the U.S. West and U.S. East visitors surveyed in 2002 gave high marks to their experiences with shopping, transportation, activities and attractions, accommodations, restaurants, golf, airports, parks and beaches while in Hawaii. The percentage of U.S. West and U.S. East respondents who were “very satisfied” with these experiences ranged from the high 50s to nearly 80 percent. Visitors from Japan continue to be more critical. While fewer (22% to 55%) Japanese respondents gave “very satisfied” marks, the majority were still “satisfied” with their experiences in Hawaii. Canadian and European respondents gave “very satisfied” marks to many of their experiences in the islands. Across all MMAs, transportation received the highest dissatisfaction rates.

In the following sections “senior” refers to visitors over 55 years of age, “middle age” includes visitors between 35 and 54 years old, “young” refers to visitors from 18 and 34 years of age and “family” includes visitors traveling with kids under 18 years of age.

**U.S. West Visitors:** A higher percentage of seniors were “very satisfied” with Hawaii’s accommodation, restaurants, shopping and airport compared to other U.S. West respondents. The islands’ parks and beaches, golf courses and activities and attractions received more “very satisfied” ratings from young visitors while more wedding/honeymoon visitors gave high marks to transportation in Hawaii.

A slightly higher percentage of first time respondents were “very satisfied” with the island’s parks and beaches, activities and attractions, restaurants, airports and shopping than repeat visitors from the U.S. West.

**U.S. East Visitors:** More seniors awarded “very satisfied” ratings to the islands’ accommodations, parks and beaches and restaurants than other U.S. East respondents. Hawaii’s activities and attractions and golf courses received a greater percentage of “very satisfied” ratings from wedding/honeymoon visitors, while shopping and transportation received higher ratings from families.

More repeat visitors were “very satisfied” with Hawaii’s accommodations, parks and beaches, golf courses, restaurants, airports, shopping and transportation than first time visitors.

**Japanese Visitors:** Hawaii’s parks and beaches, shopping, activities and attractions, airports and restaurants received a higher percentage of “very satisfied” ratings from younger visitors than from other Japanese respondents. A greater percentage of wedding/ visitors were “very satisfied” with their accommodations and transportation.

More first time visitors were “very satisfied” with the parks and beaches, accommodations, transportation activities and attractions, shopping and airports than repeat visitors from Japan.

**Canadian Visitors:** A higher percentage of families were “very satisfied” with Hawaii’s parks and beaches, transportation, restaurants and airports compared to other Canadian respondents. More honeymoon/wedding visitors were “very satisfied” with their shopping experience in the islands while more middle age respondents were “very satisfied” with their accommodations and activities and attraction.

A higher number of repeat visitors were “very satisfied” with the accommodations, parks and beaches, restaurants, shopping, airports and transportation than first time visitors.

**European Visitors:** The islands’ parks and beaches, accommodations, activities and attractions, airports, transportation, shopping and restaurants received a higher percentage of “very satisfied” ratings from younger European visitors than from other visitors from this market. A greater percentage of middle age were “very satisfied” with golf courses in Hawaii.

More first time visitors from Europe were “very satisfied” with the parks and beaches, transportation and restaurants than repeat visitors.

**TABLE 3.1 Overall Satisfaction by Major Category -- U.S. Total  
(% of Total U.S. Visitors)**

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	79.2%	17.2%	3.0%	0.5%
Restaurants	63.5%	33.5%	2.7%	0.4%
Shopping	60.1%	36.6%	3.0%	0.4%
Golf Courses	71.1%	23.5%	4.8%	0.7%
Activities & Attractions	71.3%	26.7%	1.8%	0.2%
Transportation	58.4%	32.2%	6.8%	2.6%
Airports	60.8%	34.5%	3.9%	0.8%
Parks & Beaches	75.8%	21.9%	1.9%	0.5%

**TABLE 3.2 Overall Satisfaction by Major Category -- U.S. West  
(% of U.S. West Visitors)**

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	78.4%	17.5%	3.7%	0.4%
Restaurants	62.7%	33.8%	2.9%	0.6%
Shopping	57.6%	38.8%	3.4%	0.2%
Golf Courses	70.7%	23.5%	4.9%	0.8%
Activities & Attractions	68.9%	29.1%	1.7%	0.3%
Transportation	57.0%	31.2%	8.8%	3.0%
Airports	59.2%	35.2%	4.9%	0.7%
Parks & Beaches	73.4%	23.8%	2.1%	0.6%

**TABLE 3.3 Overall Satisfaction by Major Category -- U.S. East  
(% of U.S. East Visitors)**

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	80.4%	17.0%	2.1%	0.6%
Restaurants	64.5%	32.9%	2.5%	0.1%
Shopping	63.6%	33.4%	2.4%	0.6%
Golf Courses	71.7%	23.5%	4.5%	0.4%
Activities & Attractions	74.6%	23.4%	1.9%	0.1%
Transportation	60.0%	33.4%	4.5%	2.1%
Airports	62.9%	33.4%	2.6%	1.1%
Parks & Beaches	79.1%	19.1%	1.5%	0.3%

**TABLE 3.4 Overall Satisfaction by Major Category -- Japan  
(% of Japanese Visitors)**

<b>Category</b>	<b>Very Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Not Satisfied at All</b>
Accommodations	43.0%	47.5%	7.0%	2.5%
Restaurants	21.0%	58.7%	17.7%	2.6%
Shopping	32.8%	51.2%	13.9%	2.1%
Golf Courses	42.5%	47.9%	8.6%	1.0%
Activities & Attractions	32.8%	55.2%	11.0%	1.0%
Transportation	32.3%	48.6%	14.6%	4.5%
Airports	21.0%	59.5%	17.6%	1.8%
Parks & Beaches	45.7%	47.7%	5.8%	0.8%

**TABLE 3.5 Overall Satisfaction by Major Category -- Canada  
(% of Canadian Visitors)**

<b>Category</b>	<b>Very Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Not Satisfied at All</b>
Accommodations	76.5%	19.8%	3.0%	0.7%
Restaurants	60.6%	35.6%	3.6%	0.3%
Shopping	62.4%	31.8%	4.8%	0.9%
Golf Courses	71.3%	25.6%	3.1%	0.0%
Activities & Attractions	61.4%	37.0%	1.4%	0.1%
Transportation	62.3%	26.2%	6.8%	4.8%
Airports	58.7%	35.4%	5.5%	0.4%
Parks & Beaches	74.5%	23.8%	1.6%	0.1%

**TABLE 3.6 Overall Satisfaction by Major Category -- Europe  
(% of European Visitors)**

<b>Category</b>	<b>Very Satisfied</b>	<b>Somewhat Satisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Not Satisfied at All</b>
Accommodations	62.8%	32.0%	4.3%	0.9%
Restaurants	47.0%	42.7%	9.4%	0.9%
Shopping	51.2%	44.4%	4.3%	0.1%
Golf Courses	63.6%	30.6%	3.4%	2.4%
Activities & Attractions	59.4%	36.6%	3.7%	0.3%
Transportation	52.9%	37.7%	8.3%	1.1%
Airports	50.1%	42.6%	6.2%	1.1%
Parks & Beaches	68.7%	27.7%	3.6%	0.0%



**TABLE 3.7 Overall Satisfaction by Major Category and Lifestage: U.S. Total  
(% of Visitors by Lifestyle / Lifestage Segment)**

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Accommodations</b>							
Very satisfied	77.7%	77.6%	66.3%	81.0%	85.6%	76.9%	80.6%
Somewhat satisfied	18.5%	19.2%	28.4%	15.9%	12.3%	19.7%	15.8%
Somewhat dissatisfied	3.6%	2.6%	4.9%	2.7%	1.6%	2.8%	3.2%
Not satisfied at all	0.2%	0.5%	0.4%	0.5%	0.5%	0.5%	0.4%
<b>Restaurants</b>							
Very satisfied	59.8%	55.7%	59.3%	64.9%	68.3%	60.6%	65.0%
Somewhat satisfied	35.6%	40.5%	37.3%	32.3%	29.0%	36.1%	31.9%
Somewhat dissatisfied	3.8%	3.2%	3.2%	2.4%	2.4%	3.0%	2.6%
Not satisfied at all	0.8%	0.6%	0.2%	0.4%	0.3%	0.3%	0.5%
<b>Shopping</b>							
Very satisfied	58.6%	57.8%	57.1%	59.5%	63.4%	59.5%	60.2%
Somewhat satisfied	38.3%	38.4%	39.1%	37.5%	33.6%	37.1%	36.3%
Somewhat dissatisfied	2.6%	2.9%	3.5%	2.9%	2.7%	2.8%	3.1%
Not satisfied at all	0.4%	0.9%	0.3%	0.2%	0.3%	0.5%	0.3%
<b>Golf Courses</b>							
Very satisfied	77.2%	61.8%	77.7%	74.4%	68.7%	64.3%	72.5%
Somewhat satisfied	19.7%	30.5%	15.9%	22.8%	24.6%	28.7%	22.5%
Somewhat dissatisfied	3.1%	6.0%	6.3%	2.6%	6.0%	6.1%	4.4%
Not satisfied at all	0.0%	1.7%	0.0%	0.2%	0.6%	1.0%	0.6%
<b>Activities &amp; Attractions</b>							
Very satisfied	69.7%	72.1%	74.4%	71.8%	69.8%	76.2%	69.4%
Somewhat satisfied	29.1%	25.9%	24.4%	26.3%	27.4%	22.0%	28.6%
Somewhat dissatisfied	1.2%	1.7%	1.1%	1.6%	2.6%	1.7%	1.8%
Not satisfied at all	0.0%	0.3%	0.1%	0.3%	0.2%	0.2%	0.2%
<b>Transportation</b>							
Very satisfied	62.4%	57.2%	52.9%	59.5%	59.6%	57.5%	58.4%
Somewhat satisfied	28.7%	36.1%	34.9%	32.1%	30.0%	35.9%	31.4%
Somewhat dissatisfied	6.5%	4.6%	7.7%	6.5%	7.7%	4.1%	7.6%
Not satisfied at all	2.4%	2.1%	4.5%	1.9%	2.7%	2.5%	2.7%
<b>Airports</b>							
Very satisfied	56.8%	58.1%	58.9%	60.2%	64.3%	58.9%	61.2%
Somewhat satisfied	37.9%	37.6%	35.1%	34.6%	32.2%	35.7%	34.4%
Somewhat dissatisfied	5.3%	2.9%	5.6%	4.6%	2.3%	4.4%	3.8%
Not satisfied at all	0.0%	1.4%	0.5%	0.6%	1.3%	1.0%	0.5%
<b>Parks &amp; Beaches</b>							
Very satisfied	73.6%	71.5%	82.7%	76.3%	74.3%	76.6%	75.6%
Somewhat satisfied	25.1%	25.5%	16.4%	21.8%	22.4%	21.4%	22.1%
Somewhat dissatisfied	1.1%	2.2%	0.9%	1.7%	2.4%	1.6%	1.9%
Not satisfied at all	0.2%	0.7%	0.0%	0.2%	1.0%	0.4%	0.4%

**TABLE 3.8 Overall Satisfaction by Major Category and Lifestage: U.S. West  
(% of Visitors by Lifestyle / Lifestage Segment)**

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Accommodations</b>							
Very satisfied	74.6%	77.6%	66.9%	79.4%	84.5%	75.9%	79.3%
Somewhat satisfied	19.5%	19.0%	27.0%	16.6%	13.3%	20.1%	16.5%
Somewhat dissatisfied	6.0%	3.0%	5.5%	3.5%	2.1%	3.4%	3.9%
Not satisfied at all	0.0%	0.4%	0.6%	0.5%	0.2%	0.6%	0.4%
<b>Restaurants</b>							
Very satisfied	55.7%	56.8%	63.1%	62.8%	66.8%	64.1%	62.8%
Somewhat satisfied	38.2%	40.0%	33.2%	33.5%	30.7%	31.9%	33.8%
Somewhat dissatisfied	4.6%	2.8%	3.5%	3.0%	1.9%	3.9%	2.7%
Not satisfied at all	1.5%	0.5%	0.3%	0.7%	0.5%	0.1%	0.7%
<b>Shopping</b>							
Very satisfied	56.8%	52.5%	57.6%	56.2%	62.0%	59.3%	57.4%
Somewhat satisfied	38.7%	42.9%	40.1%	40.6%	34.7%	38.8%	38.4%
Somewhat dissatisfied	4.4%	4.1%	2.0%	3.0%	3.2%	1.9%	3.9%
Not satisfied at all	0.0%	0.5%	0.2%	0.2%	0.1%	0.0%	0.3%
<b>Golf Courses</b>							
Very satisfied	77.1%	57.5%	80.7%	74.3%	71.9%	52.0%	71.9%
Somewhat satisfied	15.2%	34.1%	14.5%	25.1%	18.9%	39.3%	22.6%
Somewhat dissatisfied	7.7%	6.6%	4.7%	0.3%	8.6%	6.1%	4.8%
Not satisfied at all	0.0%	1.8%	0.0%	0.4%	0.6%	2.6%	0.8%
<b>Activities &amp; Attractions</b>							
Very satisfied	62.7%	70.5%	73.7%	67.8%	69.6%	74.4%	67.6%
Somewhat satisfied	35.7%	27.5%	25.5%	30.2%	27.6%	25.1%	30.0%
Somewhat dissatisfied	1.6%	1.5%	0.6%	1.6%	2.7%	0.4%	2.0%
Not satisfied at all	0.0%	0.5%	0.2%	0.4%	0.1%	0.0%	0.3%
<b>Transportation</b>							
Very satisfied	64.5%	53.4%	51.2%	59.4%	57.0%	54.8%	56.5%
Somewhat satisfied	24.8%	40.9%	32.6%	28.7%	30.5%	37.5%	30.7%
Somewhat dissatisfied	6.3%	4.4%	10.0%	9.3%	10.7%	6.4%	9.4%
Not satisfied at all	4.4%	1.3%	6.3%	2.6%	1.9%	1.3%	3.4%
<b>Airports</b>							
Very satisfied	53.1%	56.6%	60.0%	56.7%	64.2%	62.1%	58.4%
Somewhat satisfied	41.2%	38.5%	33.7%	36.6%	31.9%	31.9%	36.2%
Somewhat dissatisfied	5.7%	3.8%	6.1%	6.1%	3.2%	5.9%	4.8%
Not satisfied at all	0.0%	1.2%	0.3%	0.7%	0.7%	0.2%	0.6%
<b>Parks &amp; Beaches</b>							
Very satisfied	71.6%	72.0%	85.0%	72.7%	68.9%	79.1%	72.0%
Somewhat satisfied	26.9%	25.7%	13.9%	25.2%	26.7%	18.2%	25.3%
Somewhat dissatisfied	1.5%	1.5%	1.1%	2.0%	2.7%	2.5%	2.0%
Not satisfied at all	0.0%	0.7%	0.0%	0.1%	1.7%	0.2%	0.6%

**TABLE 3.9 Overall Satisfaction by Major Category and Lifestage: U.S. East**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Accommodations</b>							
Very satisfied	81.4%	77.8%	65.5%	83.1%	87.2%	77.5%	83.1%
Somewhat satisfied	17.4%	19.6%	30.0%	14.8%	11.0%	19.5%	14.6%
Somewhat dissatisfied	0.9%	1.8%	4.3%	1.5%	1.0%	2.5%	1.9%
Not satisfied at all	0.4%	0.8%	0.2%	0.6%	0.8%	0.5%	0.5%
<b>Restaurants</b>							
Very satisfied	64.6%	53.4%	54.9%	67.8%	70.1%	58.8%	69.2%
Somewhat satisfied	32.7%	41.6%	42.1%	30.6%	27.0%	38.3%	28.3%
Somewhat dissatisfied	2.7%	4.0%	2.8%	1.5%	2.9%	2.5%	2.5%
Not satisfied at all	0.0%	1.0%	0.2%	0.0%	0.0%	0.3%	0.0%
<b>Shopping</b>							
Very satisfied	60.7%	69.2%	56.6%	64.0%	65.4%	59.7%	65.9%
Somewhat satisfied	37.8%	28.7%	37.8%	33.0%	32.2%	36.2%	32.0%
Somewhat dissatisfied	0.6%	0.3%	5.2%	2.7%	1.9%	3.3%	1.6%
Not satisfied at all	0.9%	1.8%	0.4%	0.3%	0.5%	0.8%	0.4%
<b>Golf Courses</b>							
Very satisfied	77.2%	74.1%	72.5%	74.6%	64.3%	68.0%	73.9%
Somewhat satisfied	22.8%	20.2%	18.5%	18.8%	32.7%	25.4%	22.3%
Somewhat dissatisfied	0.0%	4.3%	9.1%	6.6%	2.4%	6.1%	3.4%
Not satisfied at all	0.0%	1.4%	0.0%	0.0%	0.6%	0.5%	0.3%
<b>Activities &amp; Attractions</b>							
Very satisfied	77.9%	75.6%	75.3%	77.2%	69.9%	77.1%	72.9%
Somewhat satisfied	21.3%	22.5%	23.0%	21.1%	27.2%	20.3%	25.7%
Somewhat dissatisfied	0.8%	1.9%	1.7%	1.7%	2.6%	2.4%	1.4%
Not satisfied at all	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%
<b>Transportation</b>							
Very satisfied	59.7%	64.7%	54.9%	59.7%	61.9%	58.7%	61.6%
Somewhat satisfied	33.5%	26.8%	37.6%	36.2%	29.6%	35.2%	32.5%
Somewhat dissatisfied	6.8%	5.0%	5.1%	3.1%	5.1%	3.0%	4.4%
Not satisfied at all	0.0%	3.5%	2.4%	1.0%	3.5%	3.0%	1.5%
<b>Airports</b>							
Very satisfied	61.1%	61.4%	57.6%	65.0%	64.3%	57.2%	66.5%
Somewhat satisfied	34.0%	35.5%	36.8%	31.8%	32.6%	37.8%	31.1%
Somewhat dissatisfied	4.9%	1.0%	4.9%	2.7%	1.1%	3.6%	1.9%
Not satisfied at all	0.0%	2.0%	0.7%	0.5%	2.0%	1.4%	0.4%
<b>Parks &amp; Beaches</b>							
Very satisfied	76.1%	70.4%	79.7%	81.3%	81.7%	75.2%	82.8%
Somewhat satisfied	22.9%	25.1%	19.6%	17.1%	16.5%	23.1%	15.4%
Somewhat dissatisfied	0.6%	3.7%	0.6%	1.2%	1.8%	1.1%	1.8%
Not satisfied at all	0.4%	0.8%	0.1%	0.4%	0.0%	0.6%	0.1%

**TABLE 3.10 Overall Satisfaction by Major Category and Lifestage: Japan**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Accommodations</b>							
Very satisfied	51.9%	41.2%	43.6%	37.6%	41.7%	46.2%	41.1%
Somewhat satisfied	40.2%	50.6%	46.4%	50.8%	48.8%	45.5%	48.6%
Somewhat dissatisfied	6.1%	6.1%	6.6%	7.7%	8.2%	6.1%	7.6%
Not satisfied at all	1.8%	2.1%	3.4%	3.8%	1.2%	2.2%	2.6%
<b>Restaurants</b>							
Very satisfied	24.5%	22.0%	25.7%	18.3%	16.6%	18.9%	21.7%
Somewhat satisfied	53.3%	57.2%	52.9%	64.0%	63.6%	56.2%	60.1%
Somewhat dissatisfied	19.0%	17.9%	17.9%	15.5%	18.4%	21.6%	16.0%
Not satisfied at all	3.2%	2.9%	3.6%	2.2%	1.4%	3.2%	2.2%
<b>Shopping</b>							
Very satisfied	39.2%	33.5%	47.8%	25.2%	22.3%	36.4%	31.1%
Somewhat satisfied	44.4%	49.6%	42.7%	57.1%	59.3%	49.2%	52.3%
Somewhat dissatisfied	15.5%	12.0%	7.2%	15.9%	17.9%	12.0%	14.6%
Not satisfied at all	0.8%	4.9%	2.3%	1.8%	0.6%	2.4%	2.0%
<b>Golf Courses</b>							
Very satisfied	40.2%	59.6%	44.8%	41.1%	32.8%	40.3%	46.1%
Somewhat satisfied	37.3%	34.5%	45.4%	53.1%	58.1%	49.7%	44.8%
Somewhat dissatisfied	22.1%	3.9%	9.9%	5.5%	7.7%	10.0%	7.8%
Not satisfied at all	0.4%	1.9%	0.0%	0.3%	1.4%	0.0%	1.3%
<b>Activities &amp; Attractions</b>							
Very satisfied	28.1%	38.1%	45.0%	27.3%	26.5%	36.6%	30.2%
Somewhat satisfied	59.7%	49.3%	43.7%	59.0%	63.2%	52.3%	57.3%
Somewhat dissatisfied	11.4%	12.4%	9.9%	12.4%	9.3%	10.2%	11.4%
Not satisfied at all	0.8%	0.2%	1.4%	1.4%	1.1%	0.8%	1.1%
<b>Transportation</b>							
Very satisfied	38.2%	28.3%	35.5%	29.2%	30.8%	37.5%	29.5%
Somewhat satisfied	39.4%	52.6%	47.3%	49.0%	53.8%	47.5%	49.8%
Somewhat dissatisfied	17.5%	15.1%	14.2%	15.7%	11.1%	12.3%	15.8%
Not satisfied at all	4.9%	4.0%	3.1%	6.2%	4.2%	2.7%	4.9%
<b>Airports</b>							
Very satisfied	25.9%	20.2%	27.3%	16.6%	17.1%	22.5%	20.2%
Somewhat satisfied	55.2%	57.5%	57.2%	65.7%	60.8%	56.7%	61.2%
Somewhat dissatisfied	17.0%	20.4%	14.0%	15.3%	20.7%	19.1%	16.7%
Not satisfied at all	1.9%	2.0%	1.5%	2.4%	1.4%	1.6%	2.0%
<b>Parks &amp; Beaches</b>							
Very satisfied	47.0%	49.3%	54.2%	41.2%	38.4%	49.0%	44.6%
Somewhat satisfied	46.1%	44.7%	40.0%	51.9%	54.3%	45.2%	48.1%
Somewhat dissatisfied	6.5%	5.0%	5.6%	5.4%	6.7%	5.7%	6.1%
Not satisfied at all	0.4%	1.0%	0.2%	1.5%	0.6%	0.1%	1.2%

**TABLE 3.11 Overall Satisfaction by Major Category and Lifestage: Canada**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Accommodations</b>							
Very satisfied	71.6%	72.2%	80.5%	81.7%	74.7%	69.1%	82.7%
Somewhat satisfied	20.6%	24.7%	17.8%	17.3%	21.8%	26.5%	13.9%
Somewhat dissatisfied	7.8%	3.2%	1.7%	1.0%	1.3%	2.3%	3.4%
Not satisfied at all	0.0%	0.0%	0.0%	0.0%	2.2%	2.1%	0.0%
<b>Restaurants</b>							
Very satisfied	59.8%	69.6%	44.5%	62.7%	65.1%	58.8%	64.5%
Somewhat satisfied	31.5%	30.4%	52.8%	33.4%	30.6%	39.2%	31.4%
Somewhat dissatisfied	8.7%	0.0%	2.7%	4.0%	3.4%	1.6%	4.1%
Not satisfied at all	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	0.0%
<b>Shopping</b>							
Very satisfied	77.2%	55.9%	59.0%	64.7%	57.9%	63.1%	64.4%
Somewhat satisfied	16.2%	44.1%	29.2%	26.6%	39.3%	32.9%	28.3%
Somewhat dissatisfied	6.5%	0.0%	6.8%	8.7%	2.3%	4.0%	5.8%
Not satisfied at all	0.0%	0.0%	5.0%	0.0%	0.4%	0.0%	1.5%
<b>Golf Courses</b>							
Very satisfied	59.5%	50.4%	95.8%	72.9%	62.4%	76.7%	69.8%
Somewhat satisfied	40.5%	43.7%	2.1%	27.1%	29.1%	23.3%	26.3%
Somewhat dissatisfied	0.0%	5.9%	2.1%	0.0%	8.6%	0.0%	3.9%
Not satisfied at all	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Activities &amp; Attractions</b>							
Very satisfied	56.3%	52.6%	56.1%	69.2%	63.4%	66.5%	57.2%
Somewhat satisfied	41.3%	47.4%	43.1%	28.2%	35.8%	31.1%	42.6%
Somewhat dissatisfied	2.5%	0.0%	0.0%	2.5%	0.9%	2.5%	0.3%
Not satisfied at all	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
<b>Transportation</b>							
Very satisfied	24.2%	76.9%	57.9%	55.7%	75.1%	59.9%	61.3%
Somewhat satisfied	25.1%	18.5%	30.7%	32.8%	20.5%	31.5%	21.6%
Somewhat dissatisfied	34.8%	0.0%	10.3%	5.1%	0.7%	4.9%	10.3%
Not satisfied at all	15.9%	4.6%	1.1%	6.4%	3.8%	3.7%	6.9%
<b>Airports</b>							
Very satisfied	53.0%	60.5%	50.1%	55.7%	64.7%	56.4%	62.1%
Somewhat satisfied	38.7%	31.5%	42.9%	36.4%	32.0%	40.2%	31.9%
Somewhat dissatisfied	8.4%	8.1%	6.1%	7.4%	2.9%	3.4%	6.0%
Not satisfied at all	0.0%	0.0%	0.8%	0.5%	0.4%	0.0%	0.0%
<b>Parks &amp; Beaches</b>							
Very satisfied	58.9%	75.3%	77.5%	74.5%	75.5%	71.6%	77.8%
Somewhat satisfied	41.1%	24.7%	21.6%	22.6%	22.3%	27.7%	20.2%
Somewhat dissatisfied	0.0%	0.0%	0.0%	2.9%	2.1%	0.8%	2.0%
Not satisfied at all	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%

**TABLE 3.12 Overall Satisfaction by Major Category and Lifestage: Europe  
(% of Visitors by Lifestyle / Lifestage Segment)**

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Accommodations</b>							
Very satisfied	55.4%	70.5%	56.8%	66.4%	67.5%	61.4%	64.3%
Somewhat satisfied	31.7%	27.3%	38.2%	28.8%	29.6%	31.8%	33.3%
Somewhat dissatisfied	10.0%	2.2%	3.3%	4.8%	2.4%	5.3%	2.4%
Not satisfied at all	2.9%	0.0%	1.7%	0.0%	0.5%	1.4%	0.0%
<b>Restaurants</b>							
Very satisfied	33.2%	52.9%	41.1%	46.8%	56.7%	47.4%	45.9%
Somewhat satisfied	51.9%	42.5%	41.8%	44.1%	37.8%	41.8%	45.0%
Somewhat dissatisfied	11.9%	4.6%	16.0%	8.0%	5.5%	10.3%	7.6%
Not satisfied at all	3.1%	0.0%	1.1%	1.1%	0.0%	0.5%	1.4%
<b>Shopping</b>							
Very satisfied	38.8%	59.1%	44.1%	55.8%	55.1%	48.2%	54.1%
Somewhat satisfied	57.4%	40.9%	48.1%	39.8%	41.9%	47.2%	41.5%
Somewhat dissatisfied	3.7%	0.0%	7.4%	4.4%	3.1%	4.4%	4.4%
Not satisfied at all	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%	0.0%
<b>Golf Courses</b>							
Very satisfied	31.1%	60.5%	64.3%	70.6%	62.4%	62.8%	62.8%
Somewhat satisfied	37.8%	26.3%	35.7%	21.5%	37.6%	32.3%	29.5%
Somewhat dissatisfied	0.0%	13.2%	0.0%	7.9%	0.0%	0.0%	7.6%
Not satisfied at all	31.1%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%
<b>Activities &amp; Attractions</b>							
Very satisfied	56.8%	69.7%	50.0%	63.2%	64.0%	56.9%	63.5%
Somewhat satisfied	33.3%	25.5%	46.1%	32.4%	35.1%	38.5%	33.7%
Somewhat dissatisfied	9.8%	2.4%	3.9%	3.6%	0.9%	4.2%	2.5%
Not satisfied at all	0.0%	2.4%	0.0%	0.8%	0.0%	0.4%	0.3%
<b>Transportation</b>							
Very satisfied	44.6%	62.0%	36.9%	54.3%	62.6%	54.2%	44.7%
Somewhat satisfied	38.9%	35.4%	49.4%	35.8%	32.2%	37.4%	42.4%
Somewhat dissatisfied	14.4%	2.6%	13.1%	7.3%	5.2%	6.8%	12.4%
Not satisfied at all	2.1%	0.0%	0.5%	2.6%	0.0%	1.5%	0.4%
<b>Airports</b>							
Very satisfied	36.1%	71.4%	44.2%	46.5%	61.5%	47.8%	53.7%
Somewhat satisfied	42.6%	19.1%	48.5%	47.9%	35.1%	44.9%	39.0%
Somewhat dissatisfied	21.3%	7.1%	5.3%	4.1%	3.1%	6.5%	5.6%
Not satisfied at all	0.0%	2.4%	2.1%	1.5%	0.3%	0.9%	1.6%
<b>Parks &amp; Beaches</b>							
Very satisfied	58.9%	74.6%	67.3%	70.2%	72.2%	70.0%	66.5%
Somewhat satisfied	32.1%	25.4%	31.3%	25.1%	25.5%	26.9%	28.5%
Somewhat dissatisfied	9.0%	0.0%	1.4%	4.8%	2.3%	3.1%	5.0%
Not satisfied at all	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**TABLE 3.13 Detailed Satisfaction Ratings by Category -- U.S. Total  
(% of U.S. Total Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>Accommodations</b>				
Overall	79.2%	17.2%	3.0%	0.5%
Location	78.0%	19.1%	2.2%	0.7%
Service	72.2%	22.2%	4.2%	1.5%
Facility	73.1%	21.5%	4.1%	1.3%
Cleanliness & comfort	73.1%	21.3%	4.3%	1.3%
Price	52.2%	38.1%	8.0%	1.7%
<b>Restaurants</b>				
Overall	63.5%	33.5%	2.7%	0.4%
Location	66.0%	29.5%	4.1%	0.4%
Variety of choices	63.8%	31.0%	4.6%	0.5%
Service	64.2%	31.5%	3.7%	0.6%
Quality & taste of food	61.3%	34.2%	4.1%	0.4%
Value for the money	34.9%	47.0%	15.8%	2.3%
<b>Shopping</b>				
Overall	60.1%	36.6%	3.0%	0.4%
Sufficient shopping places	66.7%	30.2%	2.8%	0.3%
Locations	62.6%	33.5%	3.3%	0.6%
Variety of merchandise	56.8%	36.2%	6.4%	0.6%
Service	59.4%	35.7%	4.2%	0.7%
Quality of merchandise	54.8%	39.3%	5.0%	0.9%
Price	33.6%	48.1%	15.7%	2.5%
<b>Golf courses</b>				
Overall	71.1%	23.5%	4.8%	0.7%
Location	74.8%	21.8%	3.2%	0.2%
Service	69.1%	26.0%	4.5%	0.3%
Price	26.2%	40.3%	24.4%	9.1%
<b>Activities &amp; Attractions</b>				
Overall	71.3%	26.7%	1.8%	0.2%
Excitement	66.7%	30.0%	3.0%	0.3%
Variety of choices	71.2%	25.3%	3.3%	0.2%
Service	66.0%	30.6%	2.9%	0.5%
Value for the money	42.9%	44.4%	11.5%	1.2%
<b>Transportation</b>				
Overall	58.4%	32.2%	6.8%	2.6%
Convenience	58.9%	31.0%	7.7%	2.4%
Cleanliness & comfort	56.8%	34.6%	7.3%	1.3%
Efficiency	54.0%	33.8%	9.0%	3.2%
Price	50.0%	34.9%	10.6%	4.5%
<b>Airports</b>				
Overall	60.8%	34.5%	3.9%	0.8%
Signage	61.0%	33.4%	4.6%	1.0%
Cleanliness & comfort	64.8%	31.5%	3.0%	0.7%
Ease of getting around	61.1%	30.8%	6.7%	1.4%
Availability of food & shopping	47.5%	37.5%	12.4%	2.6%
Friendliness of workers	61.5%	31.0%	5.9%	1.7%
<b>Parks &amp; Beaches</b>				
Overall	75.8%	21.9%	1.9%	0.5%
Security	61.0%	31.6%	5.4%	2.0%
Facility	66.0%	28.3%	3.8%	1.9%
Cleanliness & comfort	67.5%	27.2%	4.0%	1.3%

**TABLE 3.14 Detailed Satisfaction Ratings by Category -- U.S. West  
(% of U.S. West Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>Accommodations</b>				
Overall	78.4%	17.5%	3.7%	0.4%
Location	76.6%	19.8%	2.7%	0.9%
Service	70.1%	23.6%	4.9%	1.4%
Facility	71.3%	22.5%	4.8%	1.4%
Cleanliness & comfort	71.4%	22.5%	4.7%	1.3%
Price	53.6%	37.6%	7.2%	1.6%
<b>Restaurants</b>				
Overall	62.7%	33.8%	2.9%	0.6%
Location	65.7%	29.9%	3.9%	0.5%
Variety of choices	60.6%	33.9%	4.8%	0.7%
Service	62.2%	32.9%	4.1%	0.8%
Quality & taste of food	59.1%	35.9%	4.6%	0.4%
Value for the money	34.7%	48.6%	14.8%	2.0%
<b>Shopping</b>				
Overall	57.6%	38.8%	3.4%	0.2%
Sufficient shopping places	64.3%	32.1%	3.3%	0.3%
Location	60.9%	34.8%	3.7%	0.6%
Variety of merchandise	55.1%	37.2%	6.8%	0.8%
Service	56.8%	37.4%	5.1%	0.8%
Quality of merchandise	52.8%	40.8%	5.4%	0.9%
Price	32.9%	49.5%	15.7%	2.0%
<b>Golf courses</b>				
Overall	70.7%	23.5%	4.9%	0.8%
Location	75.7%	21.4%	2.8%	0.1%
Service	66.9%	27.0%	5.7%	0.4%
Price	24.8%	40.3%	25.8%	9.0%
<b>Activities &amp; Attractions</b>				
Overall	68.9%	29.1%	1.7%	0.3%
Excitement	63.6%	32.9%	3.2%	0.3%
Variety of choices	68.0%	27.8%	3.8%	0.3%
Service	62.9%	33.6%	2.9%	0.7%
Value for the money	42.0%	45.0%	11.7%	1.4%
<b>Transportation</b>				
Overall	57.0%	31.2%	8.8%	3.0%
Convenience	55.6%	31.7%	9.1%	3.5%
Cleanliness & comfort	51.4%	37.8%	8.7%	2.1%
Efficiency	51.7%	34.1%	10.4%	3.8%
Price	46.2%	37.8%	11.6%	4.5%
<b>Airports</b>				
Overall	59.2%	35.2%	4.9%	0.7%
Signage	59.5%	33.9%	5.5%	1.2%
Cleanliness & comfort	62.1%	33.4%	3.6%	0.9%
Ease of getting around	59.0%	32.5%	6.9%	1.6%
Availability of food & shopping	44.7%	38.4%	13.9%	2.9%
Friendliness of workers	59.1%	32.7%	6.9%	1.2%
<b>Parks &amp; Beaches</b>				
Overall	73.4%	23.8%	2.1%	0.6%
Security	58.3%	33.3%	6.0%	2.4%
Facility	63.3%	30.2%	4.3%	2.3%
Cleanliness & comfort	63.5%	29.8%	4.6%	2.1%



**TABLE 3.15 Detailed Satisfaction Ratings by Category -- U.S. East  
(% of U.S. East Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>Accommodations</b>				
Overall	80.4%	17.0%	2.1%	0.6%
Location	79.9%	18.2%	1.5%	0.4%
Service	75.1%	20.2%	3.3%	1.5%
Facility	75.5%	20.0%	3.3%	1.2%
Cleanliness & comfort	75.4%	19.6%	3.6%	1.4%
Price	50.3%	38.7%	9.2%	1.8%
<b>Restaurants</b>				
Overall	64.5%	32.9%	2.5%	0.1%
Location	66.4%	28.8%	4.5%	0.2%
Variety of choices	68.4%	26.9%	4.4%	0.3%
Service	67.0%	29.5%	3.1%	0.4%
Quality & taste of food	64.5%	31.7%	3.4%	0.4%
Value for the money	35.4%	44.8%	17.2%	2.7%
<b>Shopping</b>				
Overall	63.6%	33.4%	2.4%	0.6%
Sufficient shopping places	69.9%	27.6%	2.2%	0.3%
Location	64.9%	31.7%	2.7%	0.6%
Variety of merchandise	59.1%	34.8%	5.8%	0.3%
Service	63.2%	33.4%	3.0%	0.5%
Quality of merchandise	57.5%	37.2%	4.5%	0.8%
Price	34.6%	46.3%	15.8%	3.3%
<b>Golf courses</b>				
Overall	71.7%	23.5%	4.5%	0.4%
Location	73.2%	22.6%	3.8%	0.4%
Service	72.9%	24.3%	2.6%	0.2%
Price	28.6%	40.3%	21.9%	9.1%
<b>Activities &amp; Attractions</b>				
Overall	74.6%	23.4%	1.9%	0.1%
Excitement	70.9%	26.2%	2.7%	0.2%
Variety of choices	75.4%	21.8%	2.6%	0.2%
Service	70.2%	26.5%	2.9%	0.3%
Value for the money	44.2%	43.6%	11.2%	1.1%
<b>Transportation</b>				
Overall	60.0%	33.4%	4.5%	2.1%
Convenience	62.7%	30.1%	6.1%	1.0%
Cleanliness & comfort	63.0%	31.0%	5.7%	0.4%
Efficiency	56.6%	33.5%	7.4%	2.6%
Price	54.5%	31.7%	9.4%	4.5%
<b>Airports</b>				
Overall	62.9%	33.4%	2.6%	1.1%
Signage	63.2%	32.7%	3.3%	0.7%
Cleanliness & comfort	68.7%	28.7%	2.1%	0.5%
Ease of getting around	64.0%	28.5%	6.3%	1.2%
Availability of food & shopping	51.5%	36.2%	10.2%	2.1%
Friendliness of workers	64.8%	28.5%	4.4%	2.3%
<b>Parks &amp; Beaches</b>				
Overall	79.1%	19.1%	1.5%	0.3%
Security	64.8%	29.1%	4.7%	1.4%
Facility	69.9%	25.6%	3.2%	1.4%
Cleanliness & comfort	73.2%	23.4%	3.2%	0.2%

**TABLE 3.16 Detailed Satisfaction Ratings by Category -- Japan  
(% of Japanese Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>Accommodations</b>				
Overall	43.0%	47.5%	7.0%	2.5%
Location	47.2%	39.7%	9.6%	3.5%
Service	30.7%	50.9%	14.1%	4.4%
Facility	30.4%	50.7%	14.5%	4.3%
Cleanliness & comfort	37.5%	48.8%	9.8%	3.9%
Price	23.0%	53.3%	18.4%	5.4%
<b>Restaurants</b>				
Overall	21.0%	58.7%	17.7%	2.6%
Location	30.3%	55.8%	12.2%	1.7%
Variety of choices	20.6%	52.2%	23.6%	3.6%
Service	21.2%	55.7%	20.0%	3.2%
Quality & taste of food	17.4%	50.1%	25.2%	7.4%
Value for the money	16.3%	47.8%	26.8%	9.1%
<b>Shopping</b>				
Overall	32.8%	51.2%	13.9%	2.1%
Sufficient shopping places	43.6%	43.6%	10.8%	2.0%
Location	33.3%	54.0%	11.5%	1.2%
Variety of merchandise	32.9%	45.6%	18.5%	3.0%
Service	22.4%	57.8%	17.5%	2.3%
Quality of merchandise	20.9%	60.2%	17.2%	1.7%
Price	12.4%	49.2%	31.6%	6.9%
<b>Golf courses</b>				
Overall	42.5%	47.9%	8.6%	1.0%
Location	54.0%	37.1%	7.6%	1.4%
Service	26.1%	50.9%	19.7%	3.3%
Price	17.0%	39.4%	29.7%	13.8%
<b>Activities &amp; Attractions</b>				
Overall	32.8%	55.2%	11.0%	1.0%
Excitement	33.4%	54.8%	10.2%	1.6%
Variety of choices	29.5%	51.6%	17.1%	1.8%
Service	25.1%	55.5%	16.8%	2.6%
Value for the money	19.0%	48.0%	26.6%	6.5%
<b>Transportation</b>				
Overall	32.3%	48.6%	14.6%	4.5%
Convenience	31.6%	47.4%	15.8%	5.2%
Cleanliness & comfort	26.6%	56.2%	14.2%	3.0%
Efficiency	25.6%	45.6%	23.1%	5.7%
Price	32.4%	50.5%	13.2%	3.9%
<b>Airports</b>				
Overall	21.0%	59.5%	17.6%	1.8%
Signage	21.7%	57.9%	17.7%	2.8%
Cleanliness & comfort	21.4%	58.7%	17.5%	2.4%
Ease of getting around	16.8%	47.1%	29.3%	6.8%
Availability of food & shopping	13.8%	42.0%	37.3%	6.8%
Friendliness of workers	18.9%	54.5%	22.0%	4.6%
<b>Parks &amp; Beaches</b>				
Overall	45.7%	47.7%	5.8%	0.8%
Security	40.5%	50.2%	8.2%	1.1%
Facility	33.4%	53.1%	12.3%	1.1%
Cleanliness & comfort	38.3%	49.9%	10.5%	1.3%

**TABLE 3.17 Detailed Satisfaction Ratings by Category -- Canada  
(% of Canadian Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>Accommodations</b>				
Overall	76.5%	19.8%	3.0%	0.7%
Location	79.4%	17.5%	2.2%	0.9%
Service	75.8%	19.2%	3.4%	1.7%
Facility	74.6%	19.4%	3.4%	2.6%
Cleanliness & comfort	74.5%	18.5%	5.2%	1.8%
Price	47.8%	37.9%	11.4%	2.8%
<b>Restaurants</b>				
Overall	60.6%	35.6%	3.6%	0.3%
Location	70.6%	25.5%	2.8%	1.2%
Variety of choices	61.4%	33.1%	5.3%	0.1%
Service	59.8%	35.9%	3.5%	0.9%
Quality & taste of food	60.1%	35.5%	3.9%	0.4%
Value for the money	29.7%	45.4%	19.8%	5.1%
<b>Shopping</b>				
Overall	62.4%	31.8%	4.8%	0.9%
Sufficient shopping places	67.9%	28.6%	2.6%	0.9%
Location	66.7%	27.7%	4.9%	0.7%
Variety of merchandise	57.7%	31.5%	9.8%	1.0%
Service	59.2%	33.5%	5.4%	1.9%
Quality of merchandise	51.6%	41.9%	5.8%	0.7%
Price	28.1%	44.7%	22.1%	5.1%
<b>Golf courses</b>				
Overall	71.3%	25.6%	3.1%	0.0%
Location	77.2%	21.5%	1.3%	0.0%
Service	73.6%	20.5%	5.9%	0.0%
Price	31.2%	27.4%	26.2%	15.1%
<b>Activities &amp; Attractions</b>				
Overall	61.4%	37.0%	1.4%	0.1%
Excitement	60.2%	36.5%	3.2%	0.1%
Variety of choices	64.1%	32.8%	2.9%	0.1%
Service	60.7%	36.8%	2.3%	0.3%
Value for the money	34.4%	44.4%	18.0%	3.2%
<b>Transportation</b>				
Overall	62.3%	26.2%	6.8%	4.8%
Convenience	64.5%	22.6%	8.1%	4.7%
Cleanliness & comfort	62.6%	32.1%	2.1%	3.2%
Efficiency	60.7%	26.7%	7.5%	5.1%
Price	56.2%	31.8%	3.4%	8.6%
<b>Airports</b>				
Overall	58.7%	35.4%	5.5%	0.4%
Signage	58.3%	33.8%	6.8%	1.1%
Cleanliness & comfort	55.9%	40.1%	2.7%	1.3%
Ease of getting around	57.4%	31.8%	8.3%	2.5%
Availability of food & shopping	42.0%	34.7%	16.9%	6.4%
Friendliness of workers	59.2%	30.7%	7.4%	2.6%
<b>Parks &amp; Beaches</b>				
Overall	74.5%	23.8%	1.6%	0.1%
Security	62.5%	34.1%	1.7%	1.6%
Facility	63.5%	33.1%	2.6%	0.7%
Cleanliness & comfort	65.4%	30.3%	2.6%	1.6%

**TABLE 3.18 Detailed Satisfaction Ratings by Category -- Europe**  
(% of European Visitors)

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
<b>Accommodations</b>				
Overall	62.8%	32.0%	4.3%	0.9%
Location	64.5%	30.9%	4.2%	0.4%
Service	57.3%	34.6%	6.4%	1.7%
Facility	54.5%	36.6%	6.8%	2.1%
Cleanliness & comfort	60.0%	34.2%	4.8%	1.0%
Price	36.7%	41.5%	16.5%	5.3%
<b>Restaurants</b>				
Overall	47.0%	42.7%	9.4%	0.9%
Location	50.5%	40.4%	8.4%	0.8%
Variety of choices	46.0%	41.2%	10.3%	2.5%
Service	51.8%	40.4%	6.1%	1.6%
Quality & taste of food	43.0%	44.3%	10.2%	2.5%
Value for the money	30.3%	43.4%	21.3%	4.9%
<b>Shopping</b>				
Overall	51.2%	44.4%	4.3%	0.1%
Sufficient shopping places	59.7%	34.9%	5.3%	0.1%
Location	54.5%	39.3%	6.0%	0.2%
Variety of merchandise	48.2%	39.4%	11.6%	0.8%
Service	56.7%	38.0%	4.6%	0.8%
Quality of merchandise	43.2%	48.5%	7.1%	1.1%
Price	25.2%	46.5%	22.4%	5.9%
<b>Golf courses</b>				
Overall	63.6%	30.6%	3.4%	2.4%
Location	68.5%	26.8%	3.8%	1.0%
Service	51.8%	37.8%	10.3%	0.0%
Price	16.6%	39.7%	31.5%	12.2%
<b>Activities &amp; Attractions</b>				
Overall	59.4%	36.6%	3.7%	0.3%
Excitement	55.1%	39.4%	5.1%	0.3%
Variety of choices	56.9%	37.5%	5.1%	0.5%
Service	52.0%	44.3%	3.3%	0.4%
Value for the money	35.2%	46.3%	15.0%	3.4%
<b>Transportation</b>				
Overall	52.9%	37.7%	8.3%	1.1%
Convenience	48.9%	38.0%	10.6%	2.5%
Cleanliness & comfort	48.4%	41.7%	7.4%	2.4%
Efficiency	50.3%	39.3%	8.3%	2.1%
Price	46.9%	38.2%	11.4%	3.5%
<b>Airports</b>				
Overall	50.1%	42.6%	6.2%	1.1%
Signage	49.4%	43.2%	6.2%	1.2%
Cleanliness & comfort	52.2%	42.3%	4.3%	1.2%
Ease of getting around	48.6%	41.7%	7.6%	2.1%
Availability of food & shopping	33.8%	43.1%	20.3%	2.9%
Friendliness of workers	52.6%	40.0%	4.7%	2.7%
<b>Parks &amp; Beaches</b>				
Overall	68.7%	27.7%	3.6%	0.0%
Security	58.8%	36.3%	4.2%	0.7%
Facility	59.8%	35.5%	4.2%	0.5%
Cleanliness & comfort	63.0%	32.3%	4.6%	0.1%

**4. EXPERIENCE AND WILLINGNESS  
TO RECOMMEND/REVISIT**

## EXPERIENCE AND WILLINGNESS TO RECOMMEND/REVISIT

### Satisfaction by Island:

When queried about the overall satisfaction by each island visited, the majority of the 2002 respondents from the U.S., Japan, Canada and Europe rated their experiences as either “excellent” or “above average”.

**U.S. Visitors:** All islands received “excellent” ratings from the majority of U.S. visitors. Kauai had the highest satisfaction rating from U.S. West respondents. Close to 78 percent of the U.S. West respondents who went to Kauai rated their visit as “excellent”. Maui was awarded the highest rating by 73.7 percent of the U.S. East respondents who visited this island.

**Japanese Visitors:** The Big Island (55.6%) and Maui (51.9%) received “excellent” ratings from over half of the Japanese respondents who visited these islands. Nearly 49 percent of the respondents who went to Oahu rated their visit as “excellent”, while 45.5 percent of the visitors surveyed gave the highest marks to Kauai.

**Canadian Visitors:** Kauai (64.3%), Maui (63.5%) and the Big Island (56.2%) were given “excellent” ratings by the majority of the Canadian respondents who visited these islands. Nearly 46 percent of those who went to Oahu rated their visit as “excellent”.

**European Visitors:** Nearly 70 percent of the European respondents who went to Kauai rated their visit as “excellent”. Many of the visitors to Maui (63.8%), Oahu (61.4%) and the Big Island (61.3%) also gave the highest ratings to their stay on these islands.

### Likelihood to Recommend:

Over two-thirds of the U.S. West (89.9%), U.S. East (89.5%), Canadian (82.8%) and European (78.1%) visitors and close to 70 percent of the Japanese visitors surveyed in 2002 replied they would “very likely” recommend the islands as a vacation place to their friends and relatives.

**U.S. West Visitors:** Young visitors (93.3%) were the most likely to say that they would “very likely” recommend Hawaii. Slightly more first time visitors (91.1%) than repeat visitors (90.3%) surveyed said that they would “very likely” recommend Hawaii.

**U.S. East Visitors:** The majority of wedding/honeymoon (92.4%) and young (91.7%) visitors from the U.S. East would “very likely” suggest Hawaii. A higher percent of repeat visitors were more likely to recommend Hawaii than first time visitors (91.7% vs. 86.0%, respectively).

**Japanese Visitors:** Young Japanese visitors (74.8%), families (73.4%) and repeat visitors (73.4%) were more likely to recommend the islands as a vacation place.

**Canadian Visitors:** The majority of families (93.8%) and wedding/honeymoon visitors (88.7%) from Canada answered that they would “very likely” recommend Hawaii. In contrast to the U.S. a smaller share of young visitors (77%) would recommend Hawaii.

**European Visitors:** About 87 percent of seniors, 84.9 percent of families, and 81.4 percent of repeat visitors answered that they would “very likely” recommend the islands.

### **Likelihood to Revisit Hawaii:**

An incredible 80 percent of the U.S. West visitors surveyed in 2002 would very likely return to the islands within the next five years. The return rate was above 50 percent for Japanese and Canadian visitors and 44.3 percent for European visitors. The return rate tended to be lowest for honeymoon respondents.

**U.S. West Visitors:** Senior respondents (84.0%) from the U.S. West posted the highest “very likely to revisit” percentage. The majority of the repeat visitors (83.2%) and 61.4 percent of first time visitors would “very likely revisit” Hawaii.

Of those who gave reasons why they would not be back, 53.2 percent said that Hawaii is too expensive, 40.3 percent wanted to go some place new, 18.5 percent felt it is too commercial/overdeveloped, 15.8 percent said its too crowded/congested and 14.8 percent said the flight was too long.

**U.S. East Visitors:** More than half of all life stage and life style groups with the exception of wedding/honeymoon respondents (48.6%) from the U.S. East answered that they would “very likely” return to the islands. Close to 67 percent of repeat visitors and 37.5 percent of first time visitors would “very likely revisit” Hawaii.

Reasons given by those who would not return were the high costs (46.3%), long flights (34.0%), want to go some place new (28.0%), too crowded/congested (11.8%) and too commercial/overdeveloped (8.7%).

**Japanese Visitors:** Like the U.S. East, the majority of all groups said that they would “very likely” revisit within the next five years except for the wedding/honeymoon group (34.9%). Nearly 63 percent of the repeat visitors and 31.0 percent of the first time visitors surveyed would “very likely” return.

Of those who specified why they would not revisit, 47.3 percent said the flight was too long, 41.3 percent felt Hawaii is too commercial/overdeveloped, 19.5 said its too crowded/congested, 19.5 percent said it is too expensive and 9.9 percent wanted to go some place new.

**Canadian Visitors:** Families (78%) were the most likely to return to Hawaii while only 34.6 percent of the young visitors would “very likely” return. The majority of the repeat visitors (66.8%) and 31.1 percent of first time visitors would “very likely” come back.

The main reason why some Canadians will not revisit was that Hawaii is too expensive (76.1%). The flight is too long (27.5%), too commercial/overdeveloped (27.5%), want to go some place new (25.8%) and too crowded/congested were other reasons provided.

**European Visitors:** Similar to Canadian respondents, more European families (64%) surveyed would “very likely” revisit the islands. Only 42.1 percent of the young visitors and 41.8 percent of the seniors would “very likely” come back to the islands. Close to 66 percent of the repeat visitors and 34.0 percent of the first time respondents would “very likely” return.

Reasons given by those who indicated that they would not return were the long flights (58.9%), high costs (49.9%), want to go some place new (27.4%), too commercial/overdeveloped (14.8%) and too crowded/congested (3.7%).



**TABLE 4.1 Overall Island Experience  
(% of Total Visitors by MMA)**

<b>Criterion by Island</b>	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>
<b>Oahu</b>						
Excellent	57.7%	56.3%	59.3%	48.5%	46.2%	61.4%
Above average	37.1%	38.1%	35.9%	46.2%	47.9%	31.5%
Below average	4.4%	5.3%	3.5%	4.8%	5.9%	6.9%
Poor	0.8%	0.3%	1.3%	0.5%	0.0%	0.2%
<b>Maui</b>						
Excellent	70.1%	66.8%	73.7%	51.9%	63.5%	63.8%
Above average	27.0%	30.4%	23.3%	43.6%	32.6%	31.7%
Below average	2.7%	2.5%	2.8%	4.5%	3.7%	4.3%
Poor	0.3%	0.4%	0.1%	0.0%	0.2%	0.2%
<b>Molokai</b>						
Excellent	46.1%	54.7%	32.2%	13.1%	10.1%	20.3%
Above average	36.6%	21.6%	60.7%	86.9%	64.2%	66.1%
Below average	16.8%	23.7%	5.7%	0.0%	0.0%	10.0%
Poor	0.5%	0.0%	1.4%	0.0%	25.7%	3.5%
<b>Lanai</b>						
Excellent	54.6%	51.9%	56.9%	42.4%	56.6%	54.9%
Above average	42.4%	47.3%	38.4%	57.6%	43.4%	40.8%
Below average	2.6%	0.0%	4.7%	0.0%	0.0%	4.3%
Poor	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%
<b>Big Island</b>						
Excellent	65.5%	65.5%	65.5%	55.6%	56.2%	61.3%
Above average	30.9%	31.1%	30.6%	40.0%	41.0%	34.6%
Below average	2.5%	1.7%	3.6%	4.2%	2.8%	3.2%
Poor	1.1%	1.7%	0.3%	0.2%	0.0%	0.9%
<b>Kauai</b>						
Excellent	75.5%	77.8%	72.4%	45.5%	64.3%	69.7%
Above average	22.7%	20.4%	25.8%	43.0%	31.6%	26.6%
Below average	1.7%	1.8%	1.6%	11.2%	4.0%	3.4%
Poor	0.1%	0.0%	0.2%	0.2%	0.0%	0.3%

**TABLE 4.2 Overall Rating of Most Recent Vacation to Hawaii  
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Excellent	69.3%	68.3%	70.6%	48.7%	59.6%	67.4%
Above average	28.8%	29.7%	27.4%	47.6%	37.9%	30.1%
Below average	1.9%	1.9%	1.9%	3.5%	2.6%	2.0%
Poor	0.1%	0.1%	0.1%	0.1%	0.0%	0.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.3 Expectations of Hawaiian Vacation  
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Exceeded expectations	39.9%	36.1%	45.1%	30.8%	31.3%	46.9%
Met expectations	57.2%	61.1%	51.8%	62.2%	66.7%	49.1%
Did not meet expectations	2.9%	2.8%	3.1%	7.0%	2.0%	4.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.4 Likelihood to Recommend Hawaii as a Vacation Place  
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Very likely	89.7%	89.9%	89.5%	69.7%	82.8%	78.1%
Somewhat likely	9.1%	9.3%	8.9%	25.5%	16.6%	16.7%
Not too likely	0.9%	0.7%	1.2%	4.1%	0.5%	4.2%
Not at all likely	0.2%	0.1%	0.5%	0.7%	0.1%	1.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.5 Likelihood to Recommend Hawaii by Lifestage -- U.S. Total**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	89.7%	9.1%	0.9%	0.2%
Lifestyle / Lifestage segments				
Wedding / honeymoon	90.1%	8.8%	1.0%	0.2%
Family	88.0%	10.7%	1.1%	0.2%
Young	92.6%	6.9%	0.4%	0.0%
Middle age	89.2%	9.8%	0.8%	0.1%
Seniors	90.0%	8.5%	0.9%	0.6%
Visitation status				
First timers	87.7%	10.1%	1.7%	0.5%
Repeat visitors	90.8%	8.5%	0.6%	0.1%

**TABLE 4.6 Likelihood to Recommend Hawaii by Lifestage -- U.S. West**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	89.9%	9.3%	0.7%	0.1%
Lifestyle / Lifestage segments				
Wedding / honeymoon	88.1%	10.9%	1.0%	0.0%
Family	89.0%	9.9%	0.9%	0.2%
Young	93.3%	6.4%	0.3%	0.0%
Middle age	88.3%	11.2%	0.5%	0.0%
Seniors	90.7%	8.1%	1.0%	0.2%
Visitation status				
First timers	91.1%	7.9%	0.9%	0.0%
Repeat visitors	90.3%	9.0%	0.7%	0.0%

**TABLE 4.7 Likelihood to Recommend Hawaii by Lifestage -- U.S. East**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	89.5%	8.9%	1.2%	0.5%
Lifestyle / Lifestage segments				
Wedding / honeymoon	92.4%	6.2%	1.0%	0.4%
Family	85.9%	12.3%	1.5%	0.3%
Young	91.7%	7.6%	0.6%	0.1%
Middle age	90.5%	8.0%	1.3%	0.2%
Seniors	89.0%	9.1%	0.8%	1.1%
Visitation status				
First timers	86.0%	11.3%	2.0%	0.7%
Repeat visitors	91.7%	7.4%	0.6%	0.3%

**TABLE 4.8 Likelihood to Recommend Hawaii by Lifestage -- Japan**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	69.7%	25.5%	4.1%	0.7%
Lifestyle / Lifestage segments				
Wedding / honeymoon	67.9%	27.7%	3.0%	1.5%
Family	73.4%	21.0%	5.5%	0.1%
Young	74.8%	21.0%	3.9%	0.4%
Middle age	70.8%	23.5%	5.5%	0.3%
Seniors	63.8%	32.3%	2.8%	1.1%
Visitation status				
First timers	63.6%	31.0%	4.6%	0.8%
Repeat visitors	73.4%	21.9%	4.1%	0.7%

**TABLE 4.9 Likelihood to Recommend Hawaii by Lifestage -- Canada**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	82.8%	16.6%	0.5%	0.1%
Lifestyle / Lifestage segments				
Wedding / honeymoon	88.7%	10.1%	1.2%	0.0%
Family	93.8%	6.2%	0.0%	0.0%
Young	77.7%	19.8%	1.7%	0.8%
Middle age	84.8%	14.7%	0.5%	0.0%
Seniors	76.6%	23.4%	0.0%	0.0%
Visitation status				
First timers	82.3%	16.6%	1.1%	0.0%
Repeat visitors	83.4%	16.6%	0.0%	0.0%

**TABLE 4.10 Likelihood to Recommend Hawaii by Lifestage -- Europe**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	78.1%	16.7%	4.2%	1.0%
Lifestyle / Lifestage segments				
Wedding / honeymoon	57.9%	30.0%	12.0%	0.0%
Family	84.9%	10.9%	2.2%	2.0%
Young	75.8%	19.2%	4.7%	0.3%
Middle age	78.7%	16.1%	3.6%	1.6%
Seniors	87.0%	10.2%	1.7%	1.2%
Visitation status				
First timers	76.6%	18.7%	3.7%	1.0%
Repeat visitors	81.4%	13.5%	5.0%	0.0%

**TABLE 4.11 Likelihood to Revisit Hawaii in the Next 5 Years  
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Very likely	69.2%	79.5%	54.7%	52.3%	53.1%	44.3%
Somewhat likely	20.4%	14.6%	28.4%	34.8%	27.8%	24.0%
Not too likely	8.9%	5.3%	13.9%	12.1%	16.2%	24.2%
Not at all likely	1.6%	0.6%	3.0%	0.8%	2.9%	7.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.12 Reasons for Not Revisiting Hawaii  
(% of Visitors who are not too likely or not at all  
likely to revisit Hawaii in the next 5 years)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Too expensive	49.9%	53.2%	46.3%	19.5%	76.1%	49.9%
Want to go someplace new	34.5%	40.3%	28.0%	9.9%	25.8%	27.4%
Flight too long	23.9%	14.8%	34.0%	47.3%	27.5%	58.9%
Too commercial / overdeveloped	13.9%	18.5%	8.7%	41.3%	27.5%	14.8%
Too crowded / congested	13.9%	15.8%	11.8%	19.5%	15.8%	3.7%
Other	11.2%	12.3%	10.1%	11.5%	11.7%	8.2%

Note: Percentage sum more than 100 percent due to multiple reasons selected.

**TABLE 4.13 Likelihood to Revisit Hawaii in the Next 5 Years - U.S. Total  
(% of Visitors by Lifestyle / Lifestage Segment)**

<b>Lifestage</b>	<b>Very Likely</b>	<b>Somewhat Likely</b>	<b>Not Too Likely</b>	<b>Not At All Likely</b>
All visitors	69.2%	20.4%	8.9%	1.6%
Lifestyle / Lifestage segments				
Wedding / honeymoon	60.6%	25.9%	9.8%	3.6%
Family	68.8%	21.0%	9.0%	1.1%
Young	65.0%	23.8%	9.9%	1.3%
Middle age	71.0%	20.3%	7.4%	1.3%
Seniors	72.4%	16.5%	9.3%	1.8%
Visitation status				
First timers	45.8%	32.5%	17.9%	3.9%
Repeat visitors	77.6%	16.2%	5.7%	0.6%

**TABLE 4.14 Likelihood to Revisit Hawaii in the Next 5 Years -- U.S. West  
(% of Visitors by Lifestyle / Lifestage Segment)**

<b>Lifestage</b>	<b>Very Likely</b>	<b>Somewhat Likely</b>	<b>Not Too Likely</b>	<b>Not At All Likely</b>
All visitors	79.5%	14.6%	5.3%	0.6%
Lifestyle / Lifestage segments				
Wedding / honeymoon	70.9%	23.0%	6.1%	0.0%
Family	77.2%	15.7%	6.6%	0.5%
Young	75.7%	17.4%	6.0%	0.9%
Middle age	81.0%	13.8%	4.9%	0.2%
Seniors	84.0%	11.1%	4.2%	0.7%
Visitation status				
First timers	61.4%	26.6%	10.6%	1.4%
Repeat visitors	83.2%	12.2%	4.3%	0.3%

**TABLE 4.15 Likelihood to Revisit Hawaii in the Next 5 Years -- U.S. East  
(% of Visitors by Lifestyle / Lifestage Segment)**

<b>Lifestage</b>	<b>Very Likely</b>	<b>Somewhat Likely</b>	<b>Not Too Likely</b>	<b>Not At All Likely</b>
All visitors	54.7%	28.4%	13.9%	3.0%
Lifestyle / Lifestage segments				
Wedding / honeymoon	48.6%	29.4%	14.2%	7.8%
Family	51.3%	32.2%	14.1%	2.3%
Young	52.5%	31.3%	14.4%	1.8%
Middle age	57.7%	28.9%	10.6%	2.8%
Seniors	56.9%	23.7%	16.1%	3.3%
Visitation status				
First timers	37.5%	35.5%	21.7%	5.3%
Repeat visitors	66.5%	24.0%	8.4%	1.2%

**TABLE 4.16 Likelihood to Revisit Hawaii in the Next 5 Years -- Japan  
(% of Visitors by Lifestyle / Lifestage Segment)**

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	52.3%	34.8%	12.1%	0.8%
Lifestyle / Lifestage segments				
Wedding / honeymoon	34.9%	42.3%	21.2%	1.7%
Family	55.5%	32.7%	11.3%	0.4%
Young	53.8%	34.2%	11.7%	0.3%
Middle age	57.4%	30.9%	10.9%	0.7%
Seniors	56.8%	34.7%	7.4%	1.0%
Visitation status				
First timers	31.0%	46.6%	21.0%	1.4%
Repeat visitors	63.1%	28.8%	7.5%	0.6%

**TABLE 4.17 Likelihood to Revisit Hawaii in the Next 5 Years -- Canada  
(% of Visitors by Lifestyle / Lifestage Segment)**

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	53.1%	27.8%	16.2%	2.9%
Lifestyle / Lifestage segments				
Wedding / honeymoon	57.5%	31.9%	8.4%	2.2%
Family	77.9%	8.4%	13.7%	0.0%
Young	38.6%	21.0%	36.2%	4.2%
Middle age	58.2%	26.5%	14.3%	0.9%
Seniors	47.6%	34.6%	12.5%	5.3%
Visitation status				
First timers	31.1%	30.8%	33.3%	4.8%
Repeat visitors	66.8%	26.5%	4.9%	1.8%

**TABLE 4.18 Likelihood to Revisit Hawaii in the Next 5 Years -- Europe  
(% of Visitors by Lifestyle / Lifestage Segment)**

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	44.3%	24.0%	24.2%	7.5%
Lifestyle / Lifestage segments				
Wedding / honeymoon	50.9%	25.5%	19.6%	4.1%
Family	63.8%	23.4%	8.6%	4.2%
Young	42.1%	17.2%	29.4%	11.3%
Middle age	43.6%	27.5%	22.7%	6.2%
Seniors	41.8%	24.8%	25.8%	7.6%
Visitation status				
First timers	34.0%	25.4%	31.1%	9.5%
Repeat visitors	66.1%	20.6%	10.9%	2.4%

## 5. ACTIVITY PARTICIPATION





## ACTIVITY PARTICIPATION

### Shopping:

Shopping was the most popular activity among the U.S. West, U.S. East, Japanese and European visitors surveyed and the second most popular with Canadian visitors, next to sightseeing. Virtually all of the respondents from Europe (97.9%) Japan (96.9%), U.S. West (96.7%), U.S. East (95.4%) and Canada (90.9%) engaged in shopping during their stay in the islands.

In addition:

- The three most popular shopping places for U.S. West and U.S. East visitors were supermarkets, convenience stores and hotel stores. In contrast, Japanese visitors favored shopping in duty free stores, convenience stores and designer boutiques. More Canadian visitors shopped in department stores, convenience stores and supermarkets while more European visitors went to supermarkets, department stores and convenience stores.
- While the majority of the Japanese respondents did most of their shopping on Oahu, shopping activities by U.S. West, U.S. East, Canadian and European respondents were more distributed across Oahu, Maui, Kauai and the Big Island. Supermarket shopping by U.S. West, U.S. East and Canadian visitors was higher on the Neighbor Islands than on Oahu.
- The most active shoppers among the Japanese respondents were honeymoon/wedding and younger visitors. A higher percentage of young Japanese visitors shopped in convenience stores, supermarkets, department stores, designer boutiques, discount/outlet stores and hotel stores compared to other Japanese visitors surveyed while more Japanese wedding/honeymoon visitors shopped in duty free stores.
- About 98 percent of the families, middle age and senior visitors from the U.S. West participated in shopping activities. More wedding/honeymoon and young visitors from this market shopped in convenience stores than other places, while more U.S. West families, middle age and senior visitors shopped in supermarkets.
- Overall, more U.S. East families participated in shopping compared to other visitors from this market. Convenience stores were most popular with wedding/honeymoon, families, young and middle age U.S. East respondents, while more senior visitors shopped in supermarkets.
- More families, young, middle age and senior Canadian visitors shopped in department stores than in other shopping places while supermarkets were more popular with wedding/honeymoon respondents.

## **Sightseeing:**

Nearly all of the U.S. West (91.4%), U.S. East (93.3%), Japanese (90.6%), Canadian (91.7%) and European (94.5%) visitors surveyed in 2002 went sightseeing while in Hawaii.

In addition:

- The three most popular sightseeing activities among these visitors were self-guided tours, tour bus excursions and boat tours/submarine/whale watching tours.
- The majority of the U.S. West (83.6%) and U.S. East (81.6%) visitors went on self-guided tours which were similarly popular across Oahu, Kauai, Maui and the Big Island. A large number of Canadian (80.3%) and European (74.5%) visitors also went on self-guided tours but more on the neighbor islands than on Oahu. In contrast, nearly 60 percent of the Japanese respondents went on self-guided tours but mainly on Oahu.
- A higher percentage of U.S. West and U.S. East respondents who visited Oahu went on tour bus excursions compared to those who visited the neighbor islands. Tour bus excursions were more popular among Japanese and Canadian visitors on Kauai and the Big Island compared to those who went to Maui and Oahu.
- More U.S. West, U.S. East, Canadian and European visitors went on boat tours/submarine/whale watching tours on Maui and Kauai while a larger percentage of Japanese visitors took these tours while on Oahu.
- After self-guided tours, the second most popular sightseeing activities for U.S. West and U.S. East visitors across all life stages and age group were boat tours/submarine/whale watching tours. In contrast, tour bus excursions were the second most popular sightseeing activities among Japanese respondents.
- Ranked second in popularity among Canadian seniors were tour bus excursions, while private limousine/van tours were second most popular with weddings/honeymoon visitors. Tour bus excursions was the second most popular sightseeing activity with European families, middle age and seniors, while wedding/honeymoon and young visitors from this market preferred boat tours/submarine/whale watching tours.

## **Recreation:**

Most of the visitors surveyed from the U.S. West (92.6%), U.S. East (91.6%), Japan (81.2%), Canada (88.5%) and Europe (93.4%) participated in some type of recreational activity while in the islands.

- Swimming/sunbathing/beach, snorkeling/scuba diving and running/jogging/fitness walking were the three most popular recreation activities among visitors from the five major markets.

- The majority of the U.S. West, U.S. East, Canadian and European respondents went swimming/sunbathing/beach on each of the islands they visited. Swimming/sunbathing/beach was also popular among 68.3 percent of the Japanese visitors surveyed. However, these respondents concentrated much of their swimming and sunbathing activities on Oahu.
- Snorkeling/Scuba diving were the second most popular water activity among U.S. West U.S. East, Canadian and European respondents. Participation in snorkeling/scuba diving activities by visitors from these four markets was higher on the neighbor islands than on Oahu. Only 17.4 percent of the Japanese respondents went snorkeling/scuba diving, mainly on Oahu.
- More U.S. West, U.S. East, Canadian and European visitors included running/jogging/fitness-walking and backpacking/hiking/ camping in their vacation than the Japanese respondents (18.2%). A higher percentage of Japanese visitors went running/jogging/fitness walking on Maui and Oahu than the Big Island and Kauai. More U.S. West, U.S. East and Canadian visitors surveyed went golfing in the islands compared to their Japanese counterparts.
- Families from across all five major visitor markets showed the highest participation rate in swimming/sunbathing/beach compared to other visitors surveyed.
- A higher percentage of younger U.S. West respondents went backpacking/hiking/camping and to the gym/health spa and while more seniors went golfing. More younger U.S. East respondents went backpacking, hiking/camping while more middle age and wedding/honeymoon visitors went running/jogging and fitness-walking.
- Running/jogging/fitness walking and golf were more popular with senior Japanese visitors while a higher percentage of young visitors went snorkeling/scuba diving and jet skiing/parasailing/windsurfing.
- A higher percentage of families went running/jogging/fitness walking and to the gym/health spa compared to other Canadian respondents while more younger visitors went backpacking/hiking/camping and golfing.

### **Cultural:**

A higher percentage of U.S. West (80.4%), U.S. East (81.8%), Canadian (79.9%) and European (83.1%) visitors surveyed in 2002 participated in or attended cultural activities compared to their Japanese (50.8%) counterparts on a statewide basis. Survey results also indicated that U.S., Canadian and European respondents generally visited one or more cultural attractions across all islands. In contrast, the majority of the Japanese respondents who participated in cultural activities did so mainly on Oahu.

In addition:

- The most popular cultural activity among the U.S. West (60.8%), U.S. East (63.0%), Canadian (61.9%), European (65.2%) and Japanese (27.5%) respondents was to visit historical sites in the islands. Attending Polynesian shows/luaus, was the second most popular activity among these respondents, followed by visiting museums/art galleries, art/craft fairs and cultural festivals.
- Historic sites were visited by a higher percentage of middle age and wedding/honeymoon U.S. West respondents, Polynesian shows/luaus attracted younger respondents while art/craft fairs were visited by more seniors from this market.
- More U.S. East families surveyed visited historic sites, museums/art galleries and attended art/craft fairs any other visitors from this market while a higher percentage of wedding/honeymoon visitors went to Polynesian shows/luaus.
- A higher percentage of Japanese seniors attended Polynesian shows/luaus, visited historic sites, museums/art galleries, festivals and art/craft fairs than any other Japanese visitors surveyed.
- More Canadian wedding/honeymoon visitors surveyed attended Polynesian shows/luaus and visited museums/art galleries compared to other respondents from this market. A higher percentage of families visited historic sites while more middle age visitors went to art/craft fairs and cultural festivals. Hawaii's historical sites and Polynesian shows/luaus attracted more families and wedding/honeymoon visitors than other European respondents, museums/art galleries were visited by more families, while cultural festivals were attended by more senior respondents.

### **Entertainment:**

Over half of the U.S. West (60.2%), U.S. East (62.1%), Japanese (56.6%), Canadian (62.6%) and European (70.8%) visitors surveyed in 2002 attended some kind of in entertainment activity during their stay. Lunch/sunset/dinner/evening cruises were the most popular activities, followed by lounge acts/stage shows and nightclubs/dancing/bars/karaoke. Japanese visitors participated in these activities mainly on Oahu while participation by U.S., Canadian and European respondents were more distributed throughout all islands.

- Younger respondents from the U.S. West and U.S. East were the most active participant in entertainment activities compared to other respondents from these visitor markets.
- A higher percentage of wedding/honeymoon visitors went on lunch/sunset/dinner/evening cruises than other Japanese visitors surveyed. More senior respondents saw lounge acts/stage shows while more younger visitors went to nightclubs/dancing/bars/karaoke.

- Lounge acts/stage shows and nightclubs/dancing/bars/karaoke attracted a higher percentage of Canadian wedding/honeymoon visitors while more middle age respondents went on lunch/sunset/dinner/evening cruises. More wedding/honeymoon visitors went on lunch/sunset/dinner/evening cruises and saw lounge acts/stage shows while more young European respondents went to nightclubs/dancing/bars/karaoke.

### **Transportation:**

The majority of the visitors (89.8% U.S. West, 88.7% U.S. East, 91.6% Japanese, 88.0% Canadian, and 93.7 percent European) surveyed in 2002 indicated that they used some form of transportation during their stay. However, the mode of transportation differed especially between U.S. and Japanese visitors and by island.

In addition:

- On a Statewide basis, a rental car was the top choice among U.S. West (81.4%), U.S. East (75.2%), Canadian (67.7%) and European (60.1%) visitors. The popularity of rental cars was even greater among these visitors on the Neighbor Islands and were consistent with their participation in self-guided tours. Other means of transportation for visitors from this market were taxis/limousines, public buses and trolleys.
- In contrast, over half of the Japanese respondents toured the islands by trolleys (51.0%), followed by taxis or limousines (42.8%), public buses (29.4%) and rental cars (25.4%). More Japanese visitors used rental cars while on the Big Island than on any of the other islands.
- Wedding/honeymoon visitors from the U.S. West reported higher usage of rental cars, taxi/limousine, and public buses than other U.S. West respondents, while trolleys were more popular with middle age visitors. A higher percentage of families and wedding/honeymoon visitors used rental cars compared to other U.S. East respondents. More wedding/honeymoon visitors also used taxis/limousines, public buses were more utilized by senior visitors, while trolleys were equally popular with families, seniors and middle age visitors.
- Trolleys (69.2%) and taxis/limousines (56.5%) were the most popular choices among Japanese wedding/honeymoon visitors. More young (38.8%) visitors used public buses than any other Japanese visitors surveyed while 33.2 percent of Japanese families used rental cars.

**TABLE 5.1 Activity Participation by Island -- U.S. Total**  
(% of U.S. Total Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
<b>Sightseeing</b>	<b>92.2%</b>	<b>87.3%</b>	<b>93.1%</b>	<b>91.1%</b>	<b>92.6%</b>
Helicopter / airplane tour	14.3%	2.0%	25.7%	10.0%	11.9%
Boat tour / submarine / whale watching	30.2%	13.7%	28.2%	31.0%	16.9%
Tour bus excursion	16.3%	22.4%	10.6%	9.5%	13.9%
Private limousine / van tour	7.0%	6.1%	4.3%	5.3%	5.3%
Self-guided	82.8%	70.7%	76.7%	77.4%	75.6%
<b>Recreation</b>	<b>92.2%</b>	<b>78.9%</b>	<b>85.2%</b>	<b>87.8%</b>	<b>77.2%</b>
Swimming / sunbathing / beach	84.5%	70.2%	76.1%	78.8%	65.1%
Snorkeling / scuba diving	55.0%	28.1%	49.5%	52.7%	47.4%
Jet skiing / parasailing / windsurfing	5.1%	3.6%	1.2%	5.4%	2.4%
Golf	17.4%	7.6%	17.1%	16.8%	15.2%
Running / jogging / fitness walking	41.2%	32.1%	35.5%	38.3%	34.7%
Gym / health spa	15.7%	11.2%	11.7%	13.5%	13.2%
Backpacking / hiking / camping	22.0%	12.2%	30.8%	14.7%	20.3%
Sports event or tournament	5.3%	6.9%	0.8%	1.8%	3.7%
<b>Entertainment</b>	<b>61.0%</b>	<b>53.0%</b>	<b>50.1%</b>	<b>55.9%</b>	<b>42.9%</b>
Lunch / sunset / dinner / evening cruise	40.1%	33.6%	32.9%	36.5%	28.8%
Lounge act / stage show	31.7%	26.2%	21.8%	28.0%	15.7%
Nightclub / dancing / bar / karaoke	22.6%	22.9%	15.0%	16.3%	14.1%
<b>Shopping</b>	<b>96.2%</b>	<b>89.0%</b>	<b>87.3%</b>	<b>91.7%</b>	<b>84.4%</b>
Department stores	52.9%	55.8%	33.2%	42.0%	33.3%
Designer boutiques	47.1%	31.2%	35.1%	49.3%	37.2%
Hotel stores	55.0%	50.1%	34.2%	48.2%	41.0%
Swap meet / flea markets	34.4%	32.8%	23.9%	21.5%	25.2%
Discount / outlet stores	44.9%	26.3%	42.5%	39.2%	40.5%
Supermarkets	65.9%	36.1%	62.4%	64.1%	57.4%
Convenience stores	62.3%	56.8%	52.9%	52.5%	44.8%
Duty free store	6.8%	7.5%	2.9%	4.2%	4.3%
<b>Culture</b>	<b>81.0%</b>	<b>73.5%</b>	<b>69.8%</b>	<b>74.8%</b>	<b>70.3%</b>
Historic site	61.7%	58.7%	51.7%	47.8%	60.1%
Museum / art gallery	33.3%	25.3%	21.6%	32.2%	25.1%
Polynesian show / luau	44.7%	36.5%	30.2%	37.3%	24.1%
Art / craft fair	25.9%	10.4%	26.2%	23.2%	20.8%
Festival	6.3%	4.3%	4.9%	3.9%	4.0%
<b>Transportation</b>	<b>89.3%</b>	<b>81.8%</b>	<b>83.2%</b>	<b>87.3%</b>	<b>78.8%</b>
Trolley	8.0%	13.6%	0.1%	3.1%	1.3%
Public Bus	14.8%	28.0%	1.8%	3.8%	3.5%
Taxi / limousine	17.9%	25.9%	5.8%	9.6%	9.0%
Rental car	78.8%	51.2%	79.1%	82.2%	72.2%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated in by visitors.

**TABLE 5.2 Activity Participation by Island -- U.S. West**  
(% of U.S. West Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
<b>Sightseeing</b>	<b>91.4%</b>	<b>87.2%</b>	<b>93.3%</b>	<b>90.0%</b>	<b>91.7%</b>
Helicopter / airplane tour	12.6%	2.0%	24.9%	8.5%	11.3%
Boat tour / submarine / whale watching	26.4%	11.6%	30.4%	26.4%	18.4%
Tour bus excursion	12.5%	19.2%	8.0%	5.2%	8.0%
Private limousine / van tour	5.9%	5.8%	4.1%	3.1%	5.6%
Self-guided	83.6%	73.9%	81.4%	79.3%	81.1%
<b>Recreation</b>	<b>92.6%</b>	<b>81.2%</b>	<b>89.3%</b>	<b>89.2%</b>	<b>83.5%</b>
Swimming / sunbathing / beach	85.5%	73.9%	80.4%	80.9%	73.2%
Snorkeling / scuba diving	57.9%	31.5%	56.4%	58.5%	55.2%
Jet skiing / parasailing / windsurfing	4.3%	2.6%	0.8%	5.8%	2.8%
Golf	18.8%	10.5%	19.7%	18.8%	18.8%
Running / jogging / fitness walking	42.4%	34.2%	40.3%	39.9%	39.2%
Gym / health spa	15.9%	12.2%	10.9%	14.6%	16.1%
Backpacking / hiking / camping	21.1%	12.0%	31.8%	14.8%	20.7%
Sports event or tournament	5.0%	7.3%	1.0%	1.6%	3.5%
<b>Entertainment</b>	<b>60.2%</b>	<b>54.3%</b>	<b>53.3%</b>	<b>56.8%</b>	<b>45.1%</b>
Lunch / sunset / dinner / evening cruise	38.2%	34.0%	35.0%	36.2%	29.2%
Lounge act / stage show	29.7%	25.9%	22.4%	27.4%	15.9%
Nightclub / dancing / bar / karaoke	22.6%	24.9%	15.7%	16.6%	15.5%
<b>Shopping</b>	<b>96.7%</b>	<b>91.5%</b>	<b>92.2%</b>	<b>92.9%</b>	<b>89.8%</b>
Department stores	51.8%	57.2%	37.2%	42.9%	35.1%
Designer boutiques	47.4%	31.9%	39.8%	52.8%	39.4%
Hotel stores	52.5%	50.7%	34.2%	46.6%	42.1%
Swap meet / flea markets	35.6%	34.5%	26.8%	24.5%	27.8%
Discount / outlet stores	45.9%	27.1%	48.0%	41.3%	45.0%
Supermarkets	69.7%	37.2%	71.4%	73.6%	66.4%
Convenience stores	62.7%	61.3%	55.7%	52.0%	48.6%
Duty free store	5.5%	7.0%	2.2%	3.4%	2.9%
<b>Culture</b>	<b>80.4%</b>	<b>71.0%</b>	<b>76.0%</b>	<b>76.3%</b>	<b>72.4%</b>
Historic site	60.8%	54.5%	53.6%	49.9%	62.5%
Museum / art gallery	33.9%	26.7%	24.3%	35.9%	27.3%
Polynesian show / luau	39.2%	34.5%	32.7%	33.3%	22.2%
Art / craft fair	28.1%	11.7%	29.7%	27.1%	23.1%
Festival	6.4%	5.3%	6.2%	3.6%	3.7%
<b>Transportation</b>	<b>89.8%</b>	<b>83.5%</b>	<b>87.8%</b>	<b>89.4%</b>	<b>84.0%</b>
Trolley	6.4%	12.7%	0.0%	2.0%	0.6%
Public Bus	11.4%	25.1%	1.4%	1.6%	1.8%
Taxi / limousine	15.2%	25.5%	4.7%	6.7%	9.0%
Rental car	81.4%	56.5%	85.1%	86.1%	78.2%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated in by visitors.

**TABLE 5.3 Activity Participation by Island -- U.S. East**  
 (% of U.S. East Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
<b>Sightseeing</b>	<b>93.3%</b>	<b>87.4%</b>	<b>92.8%</b>	<b>92.2%</b>	<b>93.7%</b>
Helicopter / airplane tour	16.7%	1.9%	26.8%	11.6%	12.8%
Boat tour / submarine / whale watching	35.5%	16.0%	25.3%	35.8%	14.9%
Tour bus excursion	21.6%	25.9%	14.1%	14.0%	22.0%
Private limousine / van tour	8.4%	6.4%	4.7%	7.5%	4.9%
Self-guided	81.6%	67.0%	70.5%	75.5%	68.1%
<b>Recreation</b>	<b>91.6%</b>	<b>76.4%</b>	<b>79.8%</b>	<b>86.4%</b>	<b>68.6%</b>
Swimming / sunbathing / beach	83.0%	66.1%	70.5%	76.7%	53.9%
Snorkeling / scuba diving	50.8%	24.2%	40.2%	46.6%	36.6%
Jet skiing / parasailing / windsurfing	6.1%	4.6%	1.7%	5.1%	1.8%
Golf	15.5%	4.3%	13.6%	14.7%	10.4%
Running / jogging / fitness walking	39.5%	29.7%	29.2%	36.6%	28.5%
Gym / health spa	15.4%	10.1%	12.8%	12.3%	9.1%
Backpacking / hiking / camping	23.4%	12.3%	29.5%	14.5%	19.8%
Sports event or tournament	5.7%	6.5%	0.6%	2.0%	4.0%
<b>Entertainment</b>	<b>62.1%</b>	<b>51.5%</b>	<b>45.8%</b>	<b>55.0%</b>	<b>39.9%</b>
Lunch / sunset / dinner / evening cruise	42.7%	33.2%	30.0%	36.8%	28.3%
Lounge act / stage show	34.5%	26.6%	21.1%	28.6%	15.5%
Nightclub / dancing / bar / karaoke	22.6%	20.7%	14.2%	15.9%	12.1%
<b>Shopping</b>	<b>95.4%</b>	<b>86.2%</b>	<b>80.9%</b>	<b>90.5%</b>	<b>77.1%</b>
Department stores	54.5%	54.2%	27.8%	41.1%	30.8%
Designer boutiques	46.6%	30.3%	29.0%	45.7%	34.2%
Hotel stores	58.5%	49.5%	34.2%	50.0%	39.4%
Swap meet / flea markets	32.7%	31.0%	20.1%	18.2%	21.6%
Discount / outlet stores	43.5%	25.5%	35.2%	37.0%	34.4%
Supermarkets	60.5%	35.0%	50.4%	54.2%	45.1%
Convenience stores	61.8%	51.8%	49.3%	53.0%	39.6%
Duty free store	8.6%	8.0%	3.9%	5.1%	6.3%
<b>Culture</b>	<b>81.8%</b>	<b>76.2%</b>	<b>61.5%</b>	<b>73.3%</b>	<b>67.3%</b>
Historic site	63.0%	63.5%	49.1%	45.6%	56.6%
Museum / art gallery	32.3%	23.8%	18.1%	28.4%	22.0%
Polynesian show / luau	52.3%	38.8%	27.0%	41.5%	26.8%
Art / craft fair	22.9%	9.0%	21.6%	19.2%	17.8%
Festival	6.3%	3.3%	3.1%	4.3%	4.3%
<b>Transportation</b>	<b>88.7%</b>	<b>79.9%</b>	<b>77.1%</b>	<b>85.1%</b>	<b>71.5%</b>
Trolley	10.3%	14.6%	0.3%	4.3%	2.3%
Public Bus	19.6%	31.1%	2.2%	6.1%	5.8%
Taxi / limousine	21.8%	26.4%	7.3%	12.5%	8.9%
Rental car	75.2%	45.3%	71.0%	78.2%	64.0%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated in by visitors.



**TABLE 5.4 Activity Participation by Island -- Japan**  
(% of Japanese Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
<b>Sightseeing</b>	<b>90.6%</b>	<b>82.9%</b>	<b>83.8%</b>	<b>80.2%</b>	<b>87.0%</b>
Helicopter / airplane tour	4.9%	2.0%	10.4%	4.8%	7.3%
Boat tour / submarine / whale watching	16.5%	13.6%	9.8%	12.3%	7.9%
Tour bus excursion	37.5%	29.2%	51.4%	29.2%	38.1%
Private limousine / van tour	15.6%	12.8%	6.1%	5.7%	13.8%
Self-guided	57.7%	52.6%	21.7%	41.4%	38.4%
<b>Recreation</b>	<b>81.2%</b>	<b>75.2%</b>	<b>39.8%</b>	<b>63.8%</b>	<b>56.4%</b>
Swimming / sunbathing / beach	68.3%	64.2%	27.8%	49.0%	41.2%
Snorkeling / scuba diving	17.4%	15.0%	7.9%	12.7%	10.0%
Jet skiing / parasailing / windsurfing	5.5%	5.6%	0.5%	3.2%	0.8%
Golf	13.8%	7.9%	8.5%	15.5%	16.5%
Running / jogging / fitness walking	18.2%	15.2%	5.3%	17.3%	13.3%
Gym / health spa	6.2%	4.4%	2.8%	6.6%	4.4%
Backpacking / hiking / camping	6.3%	4.9%	4.5%	5.6%	3.9%
Sports event or tournament	1.5%	1.4%	2.0%	0.5%	1.2%
<b>Entertainment</b>	<b>56.6%</b>	<b>55.2%</b>	<b>23.5%</b>	<b>32.3%</b>	<b>36.6%</b>
Lunch / sunset / dinner / evening cruise	48.4%	46.8%	19.2%	30.0%	28.3%
Lounge act / stage show	16.0%	15.0%	4.6%	8.2%	9.2%
Nightclub / dancing / bar / karaoke	7.0%	7.3%	0.2%	3.8%	2.3%
<b>Shopping</b>	<b>96.9%</b>	<b>98.4%</b>	<b>46.4%</b>	<b>64.3%</b>	<b>65.5%</b>
Department stores	50.4%	58.7%	4.7%	11.7%	4.3%
Designer boutiques	57.7%	64.1%	2.0%	26.8%	15.5%
Hotel stores	7.0%	7.3%	0.2%	3.8%	2.3%
Swap meet / flea markets	14.7%	14.3%	3.7%	11.0%	3.2%
Discount / outlet stores	41.4%	37.6%	14.9%	23.3%	21.6%
Supermarkets	55.5%	50.2%	23.2%	34.6%	37.2%
Convenience stores	72.9%	76.5%	22.8%	35.5%	30.3%
Duty free store	76.8%	82.5%	15.5%	17.0%	30.4%
<b>Culture</b>	<b>50.8%</b>	<b>46.7%</b>	<b>25.8%</b>	<b>32.7%</b>	<b>35.4%</b>
Historic site	27.5%	22.5%	19.2%	17.8%	23.3%
Museum / art gallery	16.3%	14.4%	7.0%	13.0%	6.3%
Polynesian show / luau	24.6%	22.9%	5.8%	12.2%	11.8%
Art / craft fair	3.2%	1.9%	0.0%	5.7%	1.3%
Festival	6.5%	6.3%	3.2%	1.1%	3.9%
<b>Transportation</b>	<b>91.6%</b>	<b>91.6%</b>	<b>37.7%</b>	<b>59.2%</b>	<b>54.5%</b>
Trolley	51.0%	59.0%	2.4%	11.9%	6.7%
Public Bus	29.4%	33.2%	1.0%	7.5%	5.9%
Taxi / limousine	42.8%	42.5%	12.8%	20.2%	18.3%
Rental car	25.4%	12.3%	21.3%	27.6%	31.2%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated by visitors.

**TABLE 5.5 Activity Participation by Island -- Canada**  
(% of Canadian Visitors by Island)

<b>Activity</b>	<b>State</b>	<b>Oahu</b>	<b>Kauai</b>	<b>Maui</b>	<b>Big Island</b>
<b>Sightseeing</b>	<b>91.7%</b>	<b>49.9%</b>	<b>99.1%</b>	<b>96.0%</b>	<b>93.5%</b>
Helicopter / airplane tour	13.6%	5.5%	21.0%	9.1%	8.5%
Boat tour / submarine / whale watching	23.9%	8.5%	21.7%	25.6%	11.5%
Tour bus excursion	20.8%	15.7%	22.7%	14.2%	19.8%
Private limousine / van tour	12.5%	2.2%	5.9%	7.0%	10.8%
Self-guided	80.3%	33.1%	71.9%	80.4%	63.2%
<b>Recreation</b>	<b>88.5%</b>	<b>76.4%</b>	<b>71.4%</b>	<b>87.4%</b>	<b>69.1%</b>
Swimming / sunbathing / beach	78.5%	69.2%	54.9%	78.1%	49.7%
Snorkeling / scuba diving	44.4%	21.1%	32.5%	44.7%	30.8%
Jet skiing / parasailing / windsurfing	2.4%	0.5%	5.1%	3.0%	0.0%
Golf	22.1%	7.8%	21.2%	22.0%	18.3%
Running / jogging / fitness walking	46.8%	30.0%	47.2%	42.0%	34.0%
Gym / health spa	13.5%	5.3%	16.7%	13.4%	11.3%
Backpacking / hiking / camping	21.7%	9.9%	23.6%	19.4%	17.1%
Sports event or tournament	9.3%	2.7%	0.9%	3.1%	17.2%
<b>Entertainment</b>	<b>62.6%</b>	<b>53.8%</b>	<b>47.1%</b>	<b>52.7%</b>	<b>40.3%</b>
Lunch / sunset / dinner / evening cruise	42.0%	30.4%	32.2%	33.9%	29.5%
Lounge act / stage show	32.6%	28.0%	18.5%	28.7%	13.5%
Nightclub / dancing / bar / karaoke	19.4%	18.5%	8.1%	16.4%	8.9%
<b>Shopping</b>	<b>90.9%</b>	<b>87.5%</b>	<b>73.9%</b>	<b>90.4%</b>	<b>75.8%</b>
Department stores	65.3%	64.7%	44.6%	49.4%	38.6%
Designer boutiques	43.7%	29.3%	21.9%	49.3%	18.2%
Hotel stores	49.1%	46.1%	19.1%	39.4%	23.5%
Swap meet / flea markets	35.8%	38.6%	14.5%	22.7%	17.3%
Discount / outlet stores	38.8%	18.0%	37.9%	33.7%	36.3%
Supermarkets	62.8%	34.7%	41.5%	63.1%	44.7%
Convenience stores	65.0%	63.6%	40.6%	57.0%	47.2%
Duty free store	11.5%	14.3%	3.0%	3.1%	6.9%
<b>Culture</b>	<b>79.9%</b>	<b>67.4%</b>	<b>63.5%</b>	<b>70.9%</b>	<b>69.1%</b>
Historic site	61.9%	50.8%	50.0%	50.8%	55.5%
Museum / art gallery	33.0%	21.9%	14.9%	32.1%	17.5%
Polynesian show / luau	50.8%	34.4%	32.7%	37.6%	27.5%
Art / craft fair	19.5%	10.1%	16.0%	15.9%	15.9%
Festival	3.7%	2.7%	3.5%	1.2%	3.1%
<b>Transportation</b>	<b>88.0%</b>	<b>78.6%</b>	<b>64.4%</b>	<b>85.9%</b>	<b>71.7%</b>
Trolley	9.9%	14.6%	1.0%	4.0%	1.9%
Public Bus	26.4%	42.3%	5.5%	6.3%	8.1%
Taxi / limousine	28.7%	34.3%	7.4%	14.7%	13.2%
Rental car	67.7%	34.1%	59.4%	75.7%	58.3%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated by visitors.

**TABLE 5.6 Activity Participation by Island -- Europe**  
(% of European Visitors by Island)

<b>Activity</b>	<b>State</b>	<b>Oahu</b>	<b>Kauai</b>	<b>Maui</b>	<b>Big Island</b>
<b>Sightseeing</b>	<b>94.5%</b>	<b>36.5%</b>	<b>98.6%</b>	<b>93.5%</b>	<b>91.8%</b>
Helicopter / airplane tour	17.7%	3.1%	25.5%	8.5%	16.1%
Boat tour / submarine / whale watching	28.0%	9.1%	21.5%	26.7%	14.4%
Tour bus excursion	35.1%	8.6%	20.0%	16.9%	20.8%
Private limousine / van tour	17.4%	5.0%	9.8%	15.4%	15.6%
Self-guided	74.5%	25.6%	73.1%	73.3%	69.5%
<b>Recreation</b>	<b>93.4%</b>	<b>88.4%</b>	<b>82.4%</b>	<b>86.6%</b>	<b>79.4%</b>
Swimming / sunbathing / beach	91.1%	84.7%	79.3%	82.7%	70.9%
Snorkeling / scuba diving	42.4%	27.0%	31.5%	41.8%	40.6%
Jet skiing / parasailing / windsurfing	8.2%	4.0%	2.7%	12.3%	2.5%
Golf	8.9%	4.4%	8.9%	9.7%	6.2%
Running / jogging / fitness walking	25.1%	19.0%	19.0%	18.2%	25.3%
Gym / health spa	9.9%	6.3%	6.5%	6.6%	7.1%
Backpacking / hiking / camping	20.1%	11.2%	30.7%	19.4%	25.1%
Sports event or tournament	10.3%	3.9%	0.6%	5.6%	16.0%
<b>Entertainment</b>	<b>70.8%</b>	<b>66.5%</b>	<b>37.3%</b>	<b>53.1%</b>	<b>49.9%</b>
Lunch / sunset / dinner / evening cruise	46.6%	40.9%	25.4%	34.6%	34.3%
Lounge act / stage show	32.3%	28.5%	20.3%	18.9%	16.2%
Nightclub / dancing / bar / karaoke	30.8%	31.7%	9.8%	18.3%	16.8%
<b>Shopping</b>	<b>97.9%</b>	<b>95.4%</b>	<b>82.7%</b>	<b>90.9%</b>	<b>85.7%</b>
Department stores	73.9%	75.0%	36.4%	54.9%	46.2%
Designer boutiques	40.6%	36.2%	20.3%	30.4%	18.7%
Hotel stores	52.6%	51.4%	31.2%	31.4%	28.5%
Swap meet / flea markets	26.8%	29.0%	8.2%	10.3%	13.1%
Discount / outlet stores	41.5%	34.1%	23.4%	32.9%	34.9%
Supermarkets	75.3%	64.1%	60.1%	70.8%	64.1%
Convenience stores	54.3%	55.3%	33.0%	38.0%	34.3%
Duty free store	20.4%	25.1%	6.0%	10.0%	5.7%
<b>Culture</b>	<b>83.1%</b>	<b>82.5%</b>	<b>61.3%</b>	<b>59.8%</b>	<b>69.4%</b>
Historic site	65.2%	65.9%	47.9%	41.8%	58.3%
Museum / art gallery	36.5%	30.0%	19.5%	24.3%	25.1%
Polynesian show / luau	44.5%	44.6%	21.5%	21.7%	17.4%
Art / craft fair	18.4%	12.0%	12.0%	18.7%	10.2%
Festival	6.0%	5.2%	1.6%	4.4%	3.4%
<b>Transportation</b>	<b>93.7%</b>	<b>89.0%</b>	<b>81.2%</b>	<b>83.6%</b>	<b>82.7%</b>
Trolley	16.7%	22.3%	0.0%	6.1%	2.9%
Public Bus	40.5%	53.0%	3.8%	14.5%	9.2%
Taxi / limousine	31.1%	35.8%	14.4%	12.8%	13.3%
Rental car	60.1%	32.2%	71.1%	69.4%	72.7%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated by visitors.

**TABLE 5.7 Activity Participation by Lifestage -- U.S. Total**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Sightseeing</b>	<b>95.7%</b>	<b>92.0%</b>	<b>92.3%</b>	<b>91.2%</b>	<b>94.4%</b>	<b>96.4%</b>	<b>90.9%</b>
Helicopter / airplane tour	17.3%	13.6%	18.1%	14.6%	12.6%	21.9%	11.7%
Boat tour / submarine / whale watching	31.1%	33.2%	32.7%	31.1%	26.9%	40.3%	26.5%
Tour bus excursion	15.6%	8.1%	15.3%	17.9%	20.2%	29.7%	11.7%
Private limousine / van tour	10.6%	6.0%	5.6%	6.9%	7.4%	11.4%	5.4%
Self-guided	88.1%	84.1%	83.7%	81.7%	83.6%	81.8%	83.4%
<b>Recreation</b>	<b>93.1%</b>	<b>97.8%</b>	<b>97.6%</b>	<b>94.4%</b>	<b>86.0%</b>	<b>93.6%</b>	<b>92.0%</b>
Swimming / sunbathing / beach	85.2%	96.6%	93.6%	85.9%	73.9%	87.3%	83.5%
Snorkeling / scuba diving	62.8%	72.9%	67.5%	56.7%	36.2%	58.7%	53.8%
Jet skiing / parasailing / windsurfing	5.6%	9.6%	5.8%	4.5%	2.8%	4.9%	4.7%
Golf	16.3%	20.7%	14.3%	16.3%	20.1%	10.2%	20.0%
Running / jogging / fitness walking	39.7%	44.4%	41.0%	41.6%	40.7%	33.8%	43.8%
Gym / health spa	13.0%	16.9%	21.0%	17.6%	10.8%	13.7%	16.5%
Backpacking / hiking / camping	32.1%	20.7%	41.9%	22.0%	9.3%	30.0%	19.2%
Sports event or tournament	7.3%	4.0%	7.8%	5.2%	4.7%	4.9%	5.4%
<b>Entertainment</b>	<b>66.9%</b>	<b>61.0%</b>	<b>75.4%</b>	<b>58.6%</b>	<b>57.3%</b>	<b>71.0%</b>	<b>57.3%</b>
Lunch / sunset / dinner / evening cruise	45.6%	37.8%	50.7%	36.4%	40.8%	48.8%	36.7%
Lounge act / stage show	31.4%	30.8%	38.0%	30.2%	31.8%	40.8%	28.7%
Nightclub / dancing / bar / karaoke	38.1%	16.9%	41.7%	23.4%	12.4%	29.0%	20.4%
<b>Shopping</b>	<b>95.4%</b>	<b>97.8%</b>	<b>96.3%</b>	<b>97.3%</b>	<b>95.8%</b>	<b>97.8%</b>	<b>95.6%</b>
Department stores	51.7%	55.4%	55.9%	50.8%	54.7%	53.5%	52.4%
Designer boutiques	48.9%	56.5%	43.5%	49.7%	41.9%	44.9%	47.4%
Hotel stores	58.7%	60.6%	50.8%	57.1%	52.2%	59.4%	53.3%
Swap meet / flea markets	26.7%	41.4%	41.2%	32.6%	30.2%	36.1%	33.5%
Discount / outlet stores	48.4%	53.4%	42.3%	43.6%	44.2%	42.3%	45.9%
Supermarkets	64.3%	74.8%	62.7%	63.9%	66.8%	57.6%	68.7%
Convenience stores	68.9%	68.1%	67.4%	64.4%	55.0%	65.4%	61.0%
Duty free store	5.9%	9.5%	9.3%	7.4%	4.0%	9.5%	5.8%
<b>Culture</b>	<b>83.3%</b>	<b>83.3%</b>	<b>79.6%</b>	<b>80.9%</b>	<b>81.9%</b>	<b>87.6%</b>	<b>78.5%</b>
Historic site	61.6%	62.5%	60.6%	63.8%	60.4%	69.8%	58.4%
Museum / art gallery	34.8%	31.7%	25.6%	33.2%	38.2%	30.7%	34.0%
Polynesian show / luau	54.7%	47.7%	54.1%	43.2%	39.2%	64.2%	37.9%
Art / craft fair	21.2%	28.3%	19.6%	26.0%	30.4%	20.8%	28.4%
Festival	5.2%	5.1%	6.5%	6.0%	7.3%	5.2%	6.8%
<b>Transportation</b>	<b>93.2%</b>	<b>92.8%</b>	<b>83.6%</b>	<b>89.8%</b>	<b>90.6%</b>	<b>89.7%</b>	<b>89.5%</b>
Trolley	7.8%	7.4%	6.6%	9.2%	8.1%	10.5%	6.9%
Public Bus	13.9%	8.2%	16.0%	15.5%	16.8%	20.7%	12.6%
Taxi / limousine	27.5%	11.3%	20.4%	20.0%	15.1%	23.3%	15.3%
Rental car	88.4%	88.7%	72.4%	78.2%	78.2%	73.5%	81.1%

Note: Percentages do not sum to 100 percent due to multiple activity participation.

**TABLE 5.8 Activity Participation by Lifestage -- U.S. West**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Sightseeing</b>	<b>95.8%</b>	<b>91.0%</b>	<b>90.8%</b>	<b>90.4%</b>	<b>94.8%</b>	<b>98.2%</b>	<b>90.5%</b>
Helicopter / airplane tour	11.8%	15.2%	14.7%	13.2%	10.2%	20.5%	11.1%
Boat tour / submarine / whale watching	25.7%	31.9%	25.4%	26.8%	23.1%	33.1%	24.8%
Tour bus excursion	13.1%	5.7%	15.0%	14.6%	13.1%	23.4%	10.6%
Private limousine / van tour	7.7%	5.6%	6.4%	5.0%	5.9%	10.9%	4.8%
Self-guided	91.7%	83.7%	83.9%	80.8%	88.1%	86.9%	83.5%
<b>Recreation</b>	<b>90.5%</b>	<b>97.6%</b>	<b>98.5%</b>	<b>94.9%</b>	<b>86.7%</b>	<b>94.9%</b>	<b>92.6%</b>
Swimming / sunbathing / beach	85.4%	96.6%	94.6%	87.6%	74.4%	88.6%	85.1%
Snorkeling / scuba diving	64.8%	72.7%	68.5%	61.3%	39.3%	59.7%	58.1%
Jet skiing / parasailing / windsurfing	6.2%	7.7%	5.2%	3.2%	2.7%	3.1%	4.2%
Golf	12.1%	21.0%	17.2%	18.5%	21.5%	7.9%	21.0%
Running / jogging / fitness walking	37.1%	46.4%	43.8%	41.6%	42.7%	32.9%	44.2%
Gym / health spa	9.1%	18.7%	22.7%	17.5%	10.8%	10.3%	17.1%
Backpacking / hiking / camping	33.1%	18.0%	42.0%	22.0%	8.5%	30.5%	19.3%
Sports event or tournament	9.6%	3.5%	9.9%	4.5%	3.5%	6.6%	4.8%
<b>Entertainment</b>	<b>76.1%</b>	<b>59.8%</b>	<b>76.3%</b>	<b>56.8%</b>	<b>56.5%</b>	<b>74.5%</b>	<b>57.5%</b>
Lunch / sunset / dinner / evening cruise	50.9%	34.1%	49.4%	33.6%	40.1%	47.2%	36.5%
Lounge act / stage show	30.4%	32.4%	35.2%	27.1%	29.3%	40.8%	27.9%
Nightclub / dancing / bar / karaoke	44.7%	16.2%	47.6%	24.0%	9.3%	32.7%	20.8%
<b>Shopping</b>	<b>94.5%</b>	<b>97.7%</b>	<b>96.7%</b>	<b>97.9%</b>	<b>97.5%</b>	<b>99.1%</b>	<b>96.3%</b>
Department stores	50.1%	54.3%	54.4%	49.7%	53.8%	53.7%	51.3%
Designer boutiques	47.8%	56.3%	41.4%	48.1%	46.2%	44.6%	47.7%
Hotel stores	50.5%	57.2%	48.1%	53.9%	52.2%	51.4%	52.6%
Swap meet / flea markets	35.1%	39.1%	43.4%	32.6%	31.3%	41.6%	34.3%
Discount / outlet stores	52.6%	52.9%	40.9%	44.4%	46.3%	40.3%	47.0%
Supermarkets	60.8%	78.7%	64.9%	69.2%	70.6%	63.6%	70.8%
Convenience stores	64.9%	68.0%	67.1%	65.2%	56.3%	66.9%	61.3%
Duty free store	4.5%	8.8%	6.8%	5.9%	2.7%	6.0%	5.5%
<b>Culture</b>	<b>82.7%</b>	<b>81.5%</b>	<b>77.9%</b>	<b>79.9%</b>	<b>82.5%</b>	<b>84.0%</b>	<b>79.6%</b>
Historic site	62.4%	57.6%	58.4%	63.0%	61.2%	66.0%	59.3%
Museum / art gallery	42.8%	28.5%	24.6%	33.1%	41.5%	32.2%	34.0%
Polynesian show / luau	46.7%	45.3%	47.8%	37.5%	33.3%	60.0%	35.7%
Art / craft fair	30.0%	27.1%	20.8%	26.0%	35.8%	20.7%	30.5%
Festival	5.4%	5.4%	4.3%	5.6%	8.6%	3.3%	7.0%
<b>Transportation</b>	<b>91.7%</b>	<b>92.3%</b>	<b>84.4%</b>	<b>89.6%</b>	<b>92.1%</b>	<b>88.8%</b>	<b>90.4%</b>
Trolley	6.3%	5.6%	5.8%	7.7%	5.6%	8.3%	5.7%
Public Bus	16.8%	5.6%	14.4%	12.3%	10.8%	17.1%	9.9%
Taxi / limousine	22.3%	8.7%	20.1%	16.9%	12.1%	20.5%	13.4%
Rental car	90.0%	88.9%	74.6%	79.1%	84.1%	70.8%	84.0%

Note: Percentages do not sum to 100 percent due to multiple activity participation.

**TABLE 5.9 Activity Participation by Lifestage -- U.S. East**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Sightseeing</b>	<b>95.5%</b>	<b>94.2%</b>	<b>93.9%</b>	<b>92.3%</b>	<b>93.9%</b>	<b>95.5%</b>	<b>91.6%</b>
Helicopter / airplane tour	23.8%	10.1%	21.9%	16.6%	15.7%	22.7%	12.7%
Boat tour / submarine / whale watching	37.4%	35.8%	41.3%	36.9%	32.0%	44.1%	29.8%
Tour bus excursion	18.5%	13.2%	15.7%	22.3%	29.7%	33.0%	13.7%
Private limousine / van tour	14.0%	6.8%	4.6%	9.4%	9.6%	11.7%	6.4%
Self-guided	84.0%	84.8%	83.3%	82.8%	77.5%	79.1%	83.2%
<b>Recreation</b>	<b>96.2%</b>	<b>98.2%</b>	<b>96.5%</b>	<b>93.9%</b>	<b>85.1%</b>	<b>92.9%</b>	<b>91.0%</b>
Swimming / sunbathing / beach	84.9%	96.7%	92.6%	83.7%	73.2%	86.7%	80.4%
Snorkeling / scuba diving	60.5%	73.3%	66.3%	50.6%	32.0%	58.1%	45.4%
Jet skiing / parasailing / windsurfing	4.9%	13.6%	6.5%	6.3%	3.0%	5.8%	5.8%
Golf	21.2%	20.1%	10.9%	13.4%	18.3%	11.5%	18.1%
Running / jogging / fitness walking	42.9%	40.3%	37.8%	41.6%	38.0%	34.3%	43.1%
Gym / health spa	17.6%	13.2%	19.0%	17.8%	10.9%	15.4%	15.5%
Backpacking / hiking / camping	30.9%	26.4%	41.7%	21.8%	10.3%	29.7%	19.0%
Sports event or tournament	4.5%	5.0%	5.3%	6.2%	6.3%	4.0%	6.7%
<b>Entertainment</b>	<b>56.0%</b>	<b>63.5%</b>	<b>74.4%</b>	<b>61.0%</b>	<b>58.3%</b>	<b>69.1%</b>	<b>57.1%</b>
Lunch / sunset / dinner / evening cruise	39.3%	45.7%	52.1%	40.1%	41.8%	49.7%	37.1%
Lounge act / stage show	32.5%	27.4%	41.2%	34.4%	35.1%	40.8%	30.3%
Nightclub / dancing / bar / karaoke	30.3%	18.4%	34.9%	22.6%	16.6%	27.1%	19.6%
<b>Shopping</b>	<b>96.4%</b>	<b>98.1%</b>	<b>95.8%</b>	<b>96.6%</b>	<b>93.6%</b>	<b>97.1%</b>	<b>94.2%</b>
Department stores	53.6%	57.6%	57.6%	52.4%	55.9%	53.4%	54.5%
Designer boutiques	50.1%	57.0%	46.0%	51.7%	36.1%	45.1%	46.9%
Hotel stores	68.3%	67.9%	53.8%	61.5%	52.2%	63.7%	54.6%
Swap meet / flea markets	16.8%	46.5%	38.7%	32.6%	28.8%	33.2%	31.9%
Discount / outlet stores	43.4%	54.4%	43.9%	42.4%	41.3%	43.4%	43.6%
Supermarkets	68.4%	66.5%	60.2%	56.6%	61.7%	54.5%	64.6%
Convenience stores	73.6%	68.4%	67.8%	63.4%	53.3%	64.5%	60.4%
Duty free store	7.5%	10.9%	12.2%	9.4%	5.6%	11.4%	6.4%
<b>Culture</b>	<b>84.0%</b>	<b>87.1%</b>	<b>81.6%</b>	<b>82.3%</b>	<b>81.1%</b>	<b>89.5%</b>	<b>76.5%</b>
Historic site	60.6%	72.9%	63.1%	64.9%	59.3%	71.8%	56.6%
Museum / art gallery	25.3%	38.6%	26.7%	33.4%	33.9%	29.9%	34.0%
Polynesian show / luau	64.1%	52.7%	61.5%	50.9%	47.0%	66.4%	42.2%
Art / craft fair	10.9%	31.1%	18.3%	25.9%	23.2%	20.8%	24.5%
Festival	5.1%	4.6%	9.0%	6.4%	5.6%	6.2%	6.6%
<b>Transportation</b>	<b>95.0%</b>	<b>93.9%</b>	<b>82.6%</b>	<b>90.0%</b>	<b>88.5%</b>	<b>90.1%</b>	<b>87.7%</b>
Trolley	9.6%	11.1%	7.5%	11.2%	11.4%	11.7%	9.3%
Public Bus	10.6%	13.8%	17.9%	19.9%	24.8%	22.7%	17.8%
Taxi / limousine	33.5%	16.9%	20.8%	24.2%	19.2%	24.8%	19.1%
Rental car	86.6%	88.1%	69.8%	76.9%	70.3%	74.9%	75.4%

Note: Percentages do not sum to 100 percent due to multiple activity participation.

**TABLE 5.10 Activity Participation by Lifestage – Japan**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Sightseeing</b>	<b>91.2%</b>	<b>90.6%</b>	<b>91.5%</b>	<b>89.7%</b>	<b>90.2%</b>	<b>94.4%</b>	<b>88.4%</b>
Helicopter / airplane tour	5.0%	5.4%	2.7%	2.5%	8.5%	5.3%	4.1%
Boat tour / submarine / whale watching	20.7%	17.0%	12.8%	11.9%	20.0%	24.4%	12.4%
Tour bus excursion	43.2%	30.9%	27.4%	35.2%	48.5%	51.7%	30.4%
Private limousine / van tour	18.6%	16.4%	11.3%	14.8%	16.7%	19.2%	13.8%
Self-guided	53.4%	64.3%	68.8%	61.3%	43.9%	47.5%	62.3%
<b>Recreation</b>	<b>83.3%</b>	<b>87.9%</b>	<b>91.0%</b>	<b>78.0%</b>	<b>70.1%</b>	<b>77.2%</b>	<b>83.7%</b>
Swimming / sunbathing / beach	75.8%	83.2%	80.2%	65.1%	44.3%	64.2%	71.5%
Snorkeling / scuba diving	18.9%	21.9%	29.4%	15.6%	5.4%	19.1%	16.8%
Jet skiing / parasailing / windsurfing	6.3%	4.4%	12.4%	4.1%	1.8%	6.9%	4.8%
Golf	10.1%	14.8%	5.6%	11.2%	24.0%	9.4%	15.5%
Running / jogging / fitness walking	10.1%	17.7%	18.7%	19.6%	22.6%	15.0%	19.2%
Gym / health spa	5.4%	5.3%	13.1%	7.0%	1.9%	3.8%	7.6%
Backpacking / hiking / camping	3.9%	6.7%	6.4%	9.8%	4.3%	5.1%	7.0%
Sports event or tournament	0.5%	1.4%	1.1%	2.3%	1.7%	0.8%	1.8%
<b>Entertainment</b>	<b>65.9%</b>	<b>45.0%</b>	<b>59.4%</b>	<b>55.6%</b>	<b>58.7%</b>	<b>66.8%</b>	<b>51.8%</b>
Lunch / sunset / dinner / evening cruise	58.9%	38.1%	49.2%	45.0%	52.0%	59.6%	43.0%
Lounge act / stage show	14.9%	13.6%	14.0%	16.7%	20.2%	19.6%	14.4%
Nightclub / dancing / bar / karaoke	6.8%	3.9%	12.8%	7.6%	5.1%	6.5%	7.6%
<b>Shopping</b>	<b>99.6%</b>	<b>98.7%</b>	<b>99.2%</b>	<b>95.9%</b>	<b>92.6%</b>	<b>99.1%</b>	<b>96.1%</b>
Department stores	55.0%	52.2%	69.8%	48.1%	33.2%	51.1%	49.4%
Designer boutiques	64.0%	58.0%	64.8%	55.5%	50.1%	57.3%	57.0%
Hotel stores	6.8%	3.9%	12.8%	7.6%	5.1%	6.5%	7.6%
Swap meet / flea markets	11.4%	12.2%	16.9%	13.2%	19.3%	13.5%	14.7%
Discount / outlet stores	35.5%	47.0%	55.1%	43.0%	30.2%	34.9%	45.3%
Supermarkets	47.7%	62.0%	70.3%	59.8%	41.2%	47.8%	60.3%
Convenience stores	78.7%	77.3%	80.4%	72.8%	59.8%	75.1%	72.4%
Duty free store	83.8%	78.1%	79.8%	74.9%	70.7%	82.8%	73.8%
<b>Culture</b>	<b>45.5%</b>	<b>46.4%</b>	<b>45.0%</b>	<b>53.8%</b>	<b>60.2%</b>	<b>56.0%</b>	<b>47.6%</b>
Historic site	21.0%	27.1%	23.5%	31.7%	32.0%	31.0%	25.3%
Museum / art gallery	12.9%	16.0%	13.3%	16.9%	21.1%	14.5%	16.6%
Polynesian show / luau	22.7%	18.6%	20.3%	23.9%	35.0%	30.8%	21.0%
Art / craft fair	1.7%	2.5%	4.1%	2.5%	5.2%	2.5%	3.4%
Festival	5.9%	6.4%	5.8%	5.6%	8.0%	5.0%	7.1%
<b>Transportation</b>	<b>94.1%</b>	<b>94.8%</b>	<b>92.7%</b>	<b>92.8%</b>	<b>85.1%</b>	<b>90.5%</b>	<b>92.2%</b>
Trolley	69.2%	52.4%	57.9%	44.8%	36.8%	57.9%	47.4%
Public Bus	22.5%	24.3%	38.8%	27.8%	33.9%	25.9%	30.8%
Taxi / limousine	56.5%	40.7%	32.6%	36.4%	47.7%	42.2%	42.3%
Rental car	14.0%	33.2%	29.7%	32.1%	18.3%	12.8%	31.2%

Note: Percentages do not sum to 100 percent due to multiple activity participation.

**TABLE 5.11 Activity Participation by Lifestage -- Canada**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Sightseeing</b>	<b>92.8%</b>	<b>98.4%</b>	<b>93.1%</b>	<b>95.3%</b>	<b>93.5%</b>	<b>89.9%</b>	<b>92.5%</b>
Helicopter / airplane tour	12.1%	3.1%	24.3%	21.4%	7.3%	23.1%	8.8%
Boat tour / submarine / whale watching	16.5%	31.2%	25.0%	29.2%	23.0%	24.0%	24.5%
Tour bus excursion	10.6%	6.4%	17.1%	21.7%	28.9%	29.6%	13.4%
Private limousine / van tour	18.1%	4.8%	12.1%	11.2%	15.3%	15.1%	12.3%
Self-guided	86.8%	93.6%	83.8%	89.9%	72.1%	75.4%	83.3%
<b>Recreation</b>	<b>100.0%</b>	<b>100.0%</b>	<b>90.6%</b>	<b>94.3%</b>	<b>84.1%</b>	<b>82.4%</b>	<b>92.2%</b>
Swimming / sunbathing / beach	94.0%	100.0%	81.9%	88.6%	68.8%	73.0%	81.2%
Snorkeling / scuba diving	48.6%	63.7%	52.9%	58.8%	26.7%	42.8%	45.0%
Jet skiing / parasailing / windsurfing	6.0%	0.0%	0.8%	5.7%	0.4%	2.2%	2.6%
Golf	16.7%	14.8%	22.6%	26.6%	23.3%	12.2%	31.7%
Running / jogging / fitness walking	51.4%	67.3%	39.2%	55.2%	41.4%	34.2%	55.6%
Gym / health spa	12.1%	34.9%	15.5%	19.0%	6.7%	12.2%	15.5%
Backpacking / hiking / camping	22.7%	31.0%	29.7%	29.4%	11.3%	26.1%	19.5%
Sports event or tournament	44.5%	1.6%	5.2%	9.8%	3.0%	3.5%	14.7%
<b>Entertainment</b>	<b>61.7%</b>	<b>58.9%</b>	<b>66.8%</b>	<b>73.3%</b>	<b>58.7%</b>	<b>70.3%</b>	<b>58.9%</b>
Lunch / sunset / dinner / evening cruise	34.3%	45.8%	41.2%	50.8%	45.2%	43.4%	42.9%
Lounge act / stage show	29.7%	32.7%	39.8%	35.1%	27.6%	44.7%	25.8%
Nightclub / dancing / bar / karaoke	35.9%	11.5%	25.4%	25.9%	9.8%	21.0%	19.6%
<b>Shopping</b>	<b>94.0%</b>	<b>100.0%</b>	<b>91.4%</b>	<b>93.3%</b>	<b>93.0%</b>	<b>83.1%</b>	<b>94.7%</b>
Department stores	46.2%	90.5%	61.5%	77.0%	63.7%	56.5%	71.0%
Designer boutiques	51.4%	65.7%	41.2%	45.5%	40.4%	37.9%	49.0%
Hotel stores	48.8%	67.3%	49.5%	48.7%	51.2%	40.1%	54.8%
Swap meet / flea markets	35.6%	27.4%	40.9%	36.3%	37.6%	34.0%	35.0%
Discount / outlet stores	41.9%	52.7%	31.6%	49.0%	32.9%	35.0%	41.6%
Supermarkets	77.8%	83.6%	51.5%	70.5%	59.3%	50.8%	72.2%
Convenience stores	73.8%	73.5%	59.7%	74.6%	62.8%	59.2%	67.3%
Duty free store	8.3%	11.1%	21.5%	14.2%	7.1%	11.0%	11.3%
<b>Culture</b>	<b>80.8%</b>	<b>75.2%</b>	<b>78.2%</b>	<b>84.6%</b>	<b>83.3%</b>	<b>82.6%</b>	<b>79.7%</b>
Historic site	59.3%	73.7%	60.1%	67.2%	62.6%	59.2%	64.9%
Museum / art gallery	40.6%	20.8%	18.1%	32.5%	44.0%	25.8%	37.7%
Polynesian show / luau	47.4%	54.2%	53.6%	51.4%	51.0%	60.5%	48.1%
Art / craft fair	18.1%	16.2%	12.8%	23.5%	21.6%	14.6%	22.3%
Festival	0.0%	1.6%	0.8%	6.6%	4.4%	2.8%	3.8%
<b>Transportation</b>	<b>98.9%</b>	<b>96.7%</b>	<b>84.7%</b>	<b>91.6%</b>	<b>88.4%</b>	<b>83.1%</b>	<b>90.4%</b>
Trolley	14.1%	6.2%	1.6%	10.5%	13.7%	10.9%	6.3%
Public Bus	27.1%	12.4%	34.0%	19.7%	33.5%	22.9%	25.3%
Taxi / limousine	32.2%	12.4%	38.5%	33.1%	28.8%	32.5%	23.1%
Rental car	90.6%	87.4%	66.1%	70.7%	58.8%	64.5%	73.9%

Note: Percentages do not sum to 100 percent due to multiple activity participation.



**TABLE 5.12 Activity Participation by Lifestage -- Europe**  
 (% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
<b>Sightseeing</b>	<b>87.9%</b>	<b>90.3%</b>	<b>93.8%</b>	<b>96.5%</b>	<b>96.6%</b>	<b>94.7%</b>	<b>93.6%</b>
Helicopter / airplane tour	7.1%	6.2%	24.7%	23.1%	12.7%	19.7%	14.6%
Boat tour / submarine / whale watching	30.5%	28.4%	32.5%	25.5%	26.3%	29.1%	23.4%
Tour bus excursion	19.8%	47.3%	29.0%	33.6%	45.8%	42.3%	18.5%
Private limousine / van tour	26.0%	40.2%	14.0%	12.1%	19.7%	16.4%	19.6%
Self-guided	79.7%	60.9%	75.1%	78.3%	70.3%	69.6%	85.2%
<b>Recreation</b>	<b>97.1%</b>	<b>95.9%</b>	<b>95.7%</b>	<b>94.8%</b>	<b>89.6%</b>	<b>91.8%</b>	<b>95.8%</b>
Swimming / sunbathing / beach	90.8%	95.9%	95.1%	92.7%	87.4%	89.9%	92.5%
Snorkeling / scuba diving	56.9%	50.5%	60.8%	39.6%	25.7%	43.0%	40.4%
Jet skiing / parasailing / windsurfing	16.1%	9.7%	10.3%	8.7%	3.1%	6.7%	11.1%
Golf	3.5%	11.8%	8.8%	10.5%	9.5%	6.3%	13.5%
Running / jogging / fitness walking	40.7%	30.6%	29.4%	20.8%	19.7%	22.2%	31.9%
Gym / health spa	6.3%	8.3%	14.5%	10.6%	7.9%	8.8%	12.0%
Backpacking / hiking / camping	20.1%	10.4%	37.3%	17.2%	12.8%	20.3%	20.1%
Sports event or tournament	46.0%	13.9%	11.0%	4.0%	1.9%	6.9%	16.8%
<b>Entertainment</b>	<b>83.3%</b>	<b>75.1%</b>	<b>78.1%</b>	<b>66.5%</b>	<b>65.3%</b>	<b>73.6%</b>	<b>64.2%</b>
Lunch / sunset / dinner / evening cruise	57.8%	48.7%	50.4%	43.7%	42.6%	48.1%	43.4%
Lounge act / stage show	30.6%	28.4%	30.7%	29.7%	38.0%	33.7%	27.2%
Nightclub / dancing / bar / karaoke	41.1%	40.5%	48.1%	25.6%	18.1%	32.7%	27.4%
<b>Shopping</b>	<b>100.0%</b>	<b>97.9%</b>	<b>97.4%</b>	<b>97.8%</b>	<b>98.1%</b>	<b>97.6%</b>	<b>98.2%</b>
Department stores	74.7%	89.6%	74.9%	73.1%	72.5%	71.3%	77.8%
Designer boutiques	37.2%	54.9%	46.1%	43.3%	33.9%	40.7%	38.2%
Hotel stores	42.3%	55.6%	51.1%	55.2%	55.7%	53.9%	49.3%
Swap meet / flea markets	14.6%	36.8%	29.4%	25.3%	30.2%	26.6%	24.2%
Discount / outlet stores	62.8%	48.7%	46.7%	40.1%	30.7%	37.2%	50.4%
Supermarkets	90.6%	81.3%	75.9%	70.2%	74.5%	71.4%	81.0%
Convenience stores	37.7%	77.1%	55.0%	57.1%	54.9%	56.7%	48.9%
Duty free store	15.2%	30.6%	30.6%	19.4%	14.9%	22.3%	15.6%
<b>Culture</b>	<b>73.0%</b>	<b>91.7%</b>	<b>85.7%</b>	<b>83.2%</b>	<b>85.0%</b>	<b>85.6%</b>	<b>76.8%</b>
Historic site	61.4%	67.6%	66.6%	62.2%	69.2%	66.7%	61.7%
Museum / art gallery	36.5%	56.3%	33.4%	35.0%	38.5%	35.0%	38.1%
Polynesian show / luau	34.2%	53.4%	39.2%	44.0%	52.0%	48.5%	34.4%
Art / craft fair	12.8%	18.0%	16.6%	19.1%	21.9%	17.6%	19.4%
Festival	4.1%	0.0%	5.6%	4.3%	9.8%	4.2%	8.8%
<b>Transportation</b>	<b>100.0%</b>	<b>95.8%</b>	<b>90.3%</b>	<b>92.5%</b>	<b>94.9%</b>	<b>92.4%</b>	<b>96.2%</b>
Trolley	11.5%	38.2%	11.3%	15.3%	20.8%	18.6%	11.4%
Public Bus	33.9%	63.2%	31.9%	37.1%	49.8%	45.5%	28.2%
Taxi / limousine	25.8%	47.3%	32.9%	32.1%	29.1%	34.1%	23.9%
Rental car	88.1%	28.2%	63.0%	59.3%	52.5%	52.3%	76.9%

Note: Percentages do not sum to 100 percent due to multiple activity participation.

## 6. TRIP PLANNING

## TRIP PLANNING

### Trip Planning and Booking Timetable:

Results from the 2002 survey show a shorter planning and booking window for Japanese respondents compared to visitors from the U.S. West, U.S. East, Canada and Europe.

**U.S. West Visitors:** The decision to take a vacation/pleasure trip and the choice of Hawaii as the destination is made at about the same time for U.S. West visitors. Close to 42 percent of the U.S. West respondents made the decision to choose Hawaii as a vacation destination seven months or more before their trip, while 33.9 percent of the respondents took less than three months to decide. Actual reservations and ticket purchases took place closer to the date of travel. About half of the U.S. West visitors made their airline (54.5%) and lodging (49.6%) reservations and purchased their tickets (56.3%) 3 months before their trips to the islands. The majority of reservations for cars (62.2%) and for the purchase of tour packages (83.3%) were also made within three months before the trip.

**U.S. East Visitors:** Close to half of the respondents from the U.S. East took seven months or more to make the decision to take a vacation/pleasure trip (51.4%) and to select Hawaii as the destination (49.7%) while 25.1 percent of the visitors took less than three months to decide on Hawaii. Nearly 45 percent made their airline reservations, 42.3 percent made their lodging reservations, 46.3 percent purchased their tickets less than 3 months before their trip. U.S. East respondents also generally left making car reservations (58.8%) and purchasing tour packages (78.2%) until the last three months before their departure date.

**Japanese Visitors:** In contrast to their U.S. counterparts, over half of the Japanese respondents took less than three months to decide to take vacation/pleasure trip (52.8%) and to come to Hawaii (58.1%). Over 80 percent made their airline, lodging and car reservations and purchased their tickets and tour packages less than three months prior to their trip. Most of the remaining Japanese respondents took between 4 to 6 months to accomplish these tasks.

**Canadian Visitors:** Similar to U.S. West respondents, about 42 percent of the Canadian visitors surveyed took seven months or more to make the decision to take a vacation/pleasure trip and to select Hawaii as the destination while 32.8 percent of the visitors took less than three months to decide on Hawaii. Close to half of the Canadian respondents made their airline reservations, lodging reservations and purchased their tickets less than 3 months before their departure date. The majority of the respondents made car reservations and purchasing tour packages less than three months before their trip.

**European Visitors:** Nearly 50 percent of the European respondents took seven months or more to make the decision to take a vacation/pleasure trip and to pick Hawaii as the destination. About 28 percent of the visitors took less than three months to decide on Hawaii. About 50 percent of the Canadian respondents made their airline reservations, 44.8 percent made their lodging reservations, 49.4 percent purchased their tickets, 68.1 percent

made car reservations and 83.4 percent purchased tour packages less than three months before their departure date.

### **Island Visitation Decision Timetable:**

Most of the visitors surveyed in 2002 already made a decision regarding which islands to visit before arriving in Hawaii. Oahu was the most visited island among the respondents.

**U.S. West Visitors:** The majority of the U.S. West (95.6%) respondents have decided to visit the island of Oahu before their arrival to the State while only a small percentage (4.4%) chose Oahu after they are in Hawaii. The decision to go to the other islands was slightly lower but also very high. Close to 94 percent selected the Big Island, 93.2 percent chose Maui and 92.2 percent chose Kauai before coming to the state. More families who visited Maui decided to visit this island in advance while more wedding/honeymoon visitors who went to the Big Island has made this decision prior to their visits. More wedding/honeymoon visitors to Kauai also decided on this island before departing on their trip to Hawaii. Generally a higher percentage of repeat visitors from the U.S. West decided on the islands they will visit prior to their return to the islands.

**U.S. East Visitors:** Similarly, nearly all of the U.S. East visitors surveyed selected the islands they would visit prior to their actual visit to Hawaii (Oahu (96.8%), Maui (91.9%), the Big Island (91.9%) and Kauai (91.1%)). More families who visited Maui selected this island prior to their visit while all of the wedding/honeymoon visitors who went to the Big Island selected this island in advance. More wedding/honeymoon visitors to Kauai also decided on this island before departing for Hawaii. Overall, the majority of first time and repeat U.S. East visitors have decided on the islands they will visit before coming to Hawaii. However, more first time visitors decided to visit the Big Island and Kauai after arriving in the state.

**Japanese Visitors:** Close to 96 percent of the Japanese respondents decided on Oahu before arriving to the State. Compared to their U.S. counterparts, a slightly lower percentage of the Japanese visitors surveyed made up their minds about visiting the Big Island (91.4%), Maui (90.6%) and Kauai (81.8%) until they are in the islands. More families and young visitors who visited Maui chose this island prior to their visit, while more middle age visitors and families who went to the Big Island decided on this island in advance. A higher percentage of middle age visitors to Kauai selected this island before departing for Hawaii. Close to 13 percent of the first time respondents who visited Kauai and 11.5 percent of the first timers who visited the Big Island decided to do so after arriving in the state.

**Canadian Visitors:** Many of the Canadian visitors surveyed have chosen to visit Oahu (93.8%), Maui (93.4%), the Big Island (92.6%) and Kauai (91.2%) before arriving to the state. The majority of the middle age, senior, families and younger visitors chose to visit Oahu before coming to Hawaii while nearly 25 percent of the wedding/honeymoon visitors to Oahu chose this island after arriving in the state. About 13 percent of the first time Canadian visitors who went to Kauai did not decide to do so until after they arrived in the islands.

**European Visitors:** The majority of the respondents decided to visit the islands before starting their trips. Most of the families, young, middle age and senior respondents decided to visit Oahu before coming to the state, while 23.4 percent of the honeymoon visitors to Oahu chose this island after arriving in Hawaii. About 98 percent of the wedding/honeymoon respondents who visited Maui chose this island prior to their departure while nearly 35 percent of the families who went to Maui decided to do so after arriving in the state. All of the wedding/honeymoon visitors who went to the Big Island selected this island in advance while all of the families and wedding/honeymoon visitors who went to Kauai also decided on this island before coming to Hawaii.

### **Internet Use:**

The usage of the Internet as a trip-planning tool has climbed in popularity with U.S. visitors over the years. The majority of the Canadian and European visitors surveyed in 2002 also used the Internet for trip planning purposes. Although increasingly popular, Internet usage for trip planning among Japanese visitors is still lower compared to the other visitor groups.

**U.S. West Visitors:** Nearly 84 percent the U.S. West visitors surveyed were Internet users and 57.3 percent used the Internet to plan their recent trip. The most common Internet searches by U.S. West respondents in trip planning were for cost estimates (42.7%), followed by airline reservations (41.7%), finding things to do (40.5%), hotel selection (35.5%), maps and directions (34.4%), recreation activities (30.8%), sightseeing places (22.6%).

**U.S. East Visitors:** About 85 percent of the U.S. East survey respondents used the Internet and 58.8 percent used the Internet to plan their recent trip. The most popular topic in trip planning was to find things to do (47.6%), followed by searches for cost estimates (42.5%), airline reservations (39.4%), hotel selection (37.4%), maps and directions (34.2%) and recreation activities (32.9%).

**Japanese Visitors:** Close to 58 percent of the Japanese visitors surveyed were Internet users and 36.2 percent used the Internet to plan their recent trip. The most popular searches were for information on Hawaii hotels (40.7%), followed by searches on shopping places (24.0%), restaurants reservations (22.0%) and sightseeing places (21.9%).

**Canadian Visitors:** Over two-thirds (77.1%) of the Canadian visitors surveyed used the Internet and 59.1 percent planned their recent trip using the Internet. The most common searches for trip planning by this group were to find things to do (37.0%), followed by information on cost estimates (34.9%), recreation activities (30.8%), maps and directions (30.6%), hotel selection (28.0%), sightseeing places (25.1%) and airline reservations (24.9%).

**European Visitors:** Nearly 72 percent of the European respondents were Internet users and 54.2 percent used the Internet to plan their recent trip. Similar to U.S. East and Canadian respondents the most popular searches by European visitors in their trip planning were to find things to do (43.0%). The second most common searches were for information on hotel selections (40.6%), followed by maps and directions (33.8%), cost estimates (30.3%), sightseeing places (30.1%), restaurant reservations (25.8%) and recreation activities (21.6%).

**TABLE 6.1 Trip Planning & Booking Timetable: U.S. Total**  
(% of U.S. Total Visitors)

Planning	< 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	28.2%	25.8%	13.8%	15.6%	16.5%
Decide to visit Hawaii	30.3%	24.3%	12.6%	15.3%	17.4%
Decide on which islands to visit	33.9%	26.6%	13.0%	14.3%	12.2%
Set date for the trip	38.3%	28.7%	13.4%	12.6%	7.0%
Airline reservations	50.4%	30.5%	11.9%	5.7%	1.6%
Purchase tickets	52.2%	29.8%	11.6%	5.0%	1.4%
Accommodation reservations	46.6%	27.5%	11.7%	9.6%	4.7%
Rental car reservations	60.8%	25.4%	9.5%	3.4%	0.8%
Purchase tour or attraction packages	81.0%	11.8%	4.6%	1.8%	0.8%

**TABLE 6.2 Trip Planning & Booking Timetable: U.S. West**  
(% of U.S. West Visitors)

Planning	< 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	31.6%	26.2%	13.3%	15.1%	13.8%
Decide to visit Hawaii	33.9%	23.8%	11.7%	15.2%	15.4%
Decide on which islands to visit	36.5%	26.0%	11.8%	13.8%	12.0%
Set date for the trip	41.6%	28.3%	12.2%	12.2%	5.7%
Airline reservations	54.5%	29.8%	10.5%	4.0%	1.2%
Purchase tickets	56.3%	28.8%	10.2%	3.7%	1.0%
Accommodation reservations	49.6%	26.4%	10.5%	9.2%	4.2%
Rental car reservations	62.2%	25.6%	8.2%	3.3%	0.8%
Purchase tour or attraction packages	83.3%	10.8%	3.6%	1.8%	0.5%

**TABLE 6.3 Trip Planning & Booking Timetable: U.S. East**  
(% of U.S. East Visitors)

Planning	< 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	23.3%	25.3%	14.6%	16.4%	20.4%
Decide to visit Hawaii	25.1%	25.1%	13.8%	15.6%	20.3%
Decide on which islands to visit	30.1%	27.5%	14.8%	15.0%	12.6%
Set date for the trip	33.6%	29.3%	15.2%	13.2%	8.8%
Airline reservations	44.6%	31.4%	13.8%	8.0%	2.2%
Purchase tickets	46.3%	31.2%	13.6%	6.9%	2.0%
Accommodation reservations	42.3%	29.0%	13.3%	10.0%	5.4%
Rental car reservations	58.8%	25.1%	11.7%	3.7%	0.7%
Purchase tour or attraction packages	78.2%	13.0%	5.9%	1.8%	1.1%

**TABLE 6.4 Trip Planning & Booking Timetable: Japan  
(% of Japanese Visitors)**

Planning	< 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	52.8%	25.7%	6.6%	5.0%	9.9%
Decide to visit Hawaii	58.1%	23.6%	5.4%	4.5%	8.4%
Decide on which islands to visit	65.4%	20.5%	4.3%	3.4%	6.4%
Set date for the trip	73.4%	19.8%	3.0%	1.9%	1.8%
Airline reservations	83.8%	12.7%	1.7%	1.1%	0.7%
Purchase tickets	87.4%	10.0%	1.3%	0.8%	0.4%
Accommodation reservations	83.2%	13.0%	1.6%	1.3%	0.9%
Rental car reservations	91.0%	5.6%	1.4%	0.7%	1.3%
Purchase tour or attraction packages	91.9%	6.6%	1.0%	0.3%	0.2%

**TABLE 6.5 Trip Planning & Booking Timetable: Canada  
(% of Canadian Visitors)**

Planning	< 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	29.9%	28.1%	11.0%	11.6%	19.3%
Decide to visit Hawaii	32.8%	23.2%	10.5%	11.0%	22.5%
Decide on which islands to visit	34.9%	28.0%	7.8%	11.7%	17.7%
Set date for the trip	40.0%	25.7%	14.7%	10.5%	9.1%
Airline reservations	50.3%	27.9%	13.3%	6.3%	2.2%
Purchase tickets	50.8%	28.7%	12.1%	5.5%	2.9%
Accommodation reservations	47.1%	29.0%	11.8%	7.1%	5.0%
Rental car reservations	68.4%	20.3%	7.1%	4.1%	0.2%
Purchase tour or attraction packages	88.0%	9.8%	1.5%	0.7%	0.0%

**TABLE 6.6 Trip Planning & Booking Timetable: Europe  
(% of European Visitors)**

Planning	< 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	23.8%	26.5%	19.8%	15.8%	14.1%
Decide to visit Hawaii	28.3%	25.5%	17.7%	14.5%	14.0%
Decide on which islands to visit	34.6%	25.7%	16.9%	13.6%	9.3%
Set date for the trip	36.6%	23.1%	19.8%	12.5%	8.0%
Airline reservations	45.1%	23.0%	17.2%	11.0%	3.8%
Purchase tickets	49.4%	20.6%	16.2%	10.2%	3.6%
Accommodation reservations	44.8%	23.5%	17.2%	10.6%	3.9%
Rental car reservations	68.1%	17.5%	8.1%	5.0%	1.3%
Purchase tour or attraction packages	83.4%	8.1%	4.0%	2.4%	2.1%

**TABLE 6.7 Island Visitation Decision Timetable  
(% of Total Visitors by MMA)**

Time of Decision	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
<b>Oahu</b>						
Decide before arrival in Hawaii	96.2%	95.6%	96.8%	96.4%	93.8%	94.4%
Decide after arrival in Hawaii	3.8%	4.4%	3.2%	3.6%	6.2%	5.6%
<b>Maui</b>						
Decide before arrival in Hawaii	92.6%	93.2%	91.9%	90.6%	93.4%	86.6%
Decide after arrival in Hawaii	7.4%	6.8%	8.1%	9.4%	6.6%	13.4%
<b>Molokai</b>						
Decide before arrival in Hawaii	60.2%	58.6%	63.1%	56.4%	43.8%	61.7%
Decide after arrival in Hawaii	39.8%	41.4%	36.9%	43.6%	56.2%	38.3%
<b>Lanai</b>						
Decide before arrival in Hawaii	47.7%	34.3%	61.2%	55.6%	91.8%	74.7%
Decide after arrival in Hawaii	52.3%	65.7%	38.8%	44.4%	8.2%	25.3%
<b>Big Island</b>						
Decide before arrival in Hawaii	92.9%	93.6%	91.9%	91.4%	92.6%	87.9%
Decide after arrival in Hawaii	7.1%	6.4%	8.1%	8.6%	7.4%	12.1%
<b>Kauai</b>						
Decide before arrival in Hawaii	91.7%	92.2%	91.1%	81.8%	91.2%	85.9%
Decide after arrival in Hawaii	8.3%	7.8%	8.9%	18.2%	8.8%	14.1%

**TABLE 6.8 Sources of Information Used for Trip Planning  
(% of Total Visitors by MMA)**

Information Source	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Travel agents	41.0%	38.3%	44.7%	63.0%	54.4%	52.4%
Internet	57.9%	57.3%	58.8%	36.2%	59.1%	54.2%
Personal experience	49.8%	55.4%	42.0%	47.0%	43.7%	30.2%
Wholesalers	10.8%	10.1%	11.8%	14.4%	10.6%	20.4%
Friends / relatives	38.6%	37.5%	40.0%	27.0%	40.4%	33.3%
Magazines	12.7%	11.3%	14.7%	41.6%	16.4%	15.3%
Books	20.3%	18.4%	22.9%	40.4%	16.5%	40.4%
Hotels / resorts	24.8%	23.9%	26.1%	6.5%	22.1%	14.8%
Airlines	31.3%	32.6%	29.5%	8.7%	28.9%	17.6%
Hawaii Visitors & Convention Bureau	12.8%	11.1%	15.1%	8.0%	7.5%	11.0%
Newspapers	5.3%	6.0%	4.3%	4.0%	6.4%	6.5%

Note: Percentage sum more than 100 percent due to multiple reasons selected.



**TABLE 6.9 Internet Usage for Trip Planning  
(% of Total Visitors by MMA)**

Purpose	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Find things to do	43.4%	40.5%	47.6%	19.8%	37.0%	43.0%
Estimate costs	42.6%	42.7%	42.5%	7.6%	34.9%	30.3%
Hotel selection	36.3%	35.5%	37.4%	40.7%	28.0%	40.6%
Find recreational activities	31.7%	30.8%	32.9%	17.6%	30.8%	21.6%
Maps and directions	34.3%	34.4%	34.2%	15.0%	30.6%	33.8%
Locate sightseeing places	25.0%	22.6%	28.4%	21.9%	25.1%	30.1%
Make airline reservations	40.8%	41.7%	39.4%	10.3%	24.9%	19.1%
Make restaurant reservations	19.1%	17.8%	20.8%	22.0%	11.4%	25.8%
Locate shopping places	7.9%	7.4%	8.6%	24.0%	4.2%	9.0%
Find evening activities	11.9%	11.1%	13.1%	3.4%	9.9%	7.8%

Note: Percentage sum more than 100 percent due to multiple reasons selected.

**TABLE 6.10 Internet Users by MMA  
(% of Total Visitors by MMA)**

Internet usage	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Used internet	84.7%	84.4%	85.1%	57.8%	77.1%	71.6%
Never used internet	15.3%	15.6%	14.9%	42.2%	22.9%	28.4%

**TABLE 6.11 Usage of Travel Agent by MMA  
(% of Total Visitors by MMA)**

Travel agent usage	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Help in deciding travel to Hawaii	7.3%	5.6%	9.3%	6.0%	11.0%	14.1%
Help in choosing the airline	44.4%	44.4%	44.3%	26.7%	48.5%	44.5%
Help in planning activities	14.8%	11.3%	19.1%	32.9%	12.9%	9.4%
Make airline reservations	81.9%	82.6%	80.9%	80.1%	77.0%	86.5%
Make hotel arrangements	58.6%	54.6%	63.5%	77.3%	50.3%	60.5%
Make rental car reservations	56.9%	62.4%	50.0%	9.7%	39.6%	32.1%
Help in purchasing tour packages	14.3%	11.5%	17.8%	30.9%	9.9%	9.3%

Note: Percentage sum more than 100 percent due to multiple reasons selected.

## 7. SAFETY ISSUES AND OTHER NUISANCE

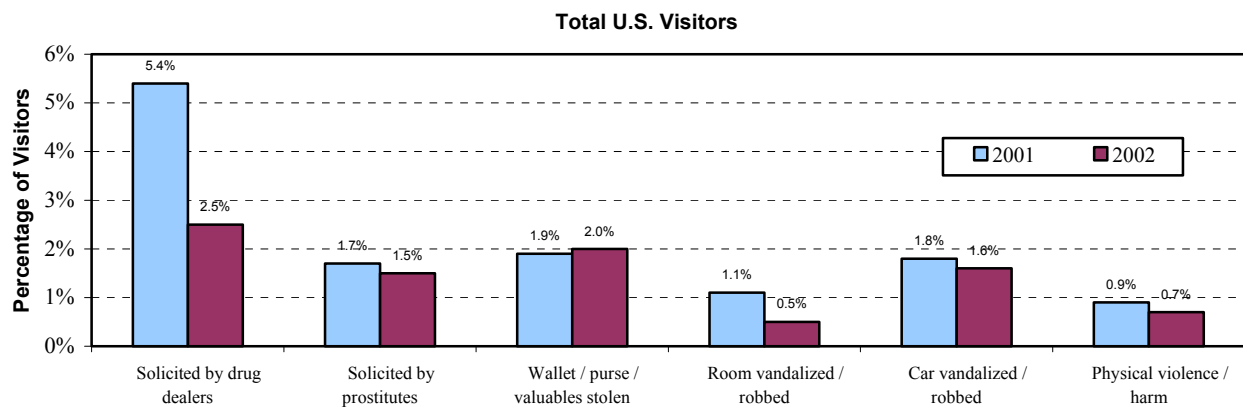


## SAFETY ISSUES AND OTHER NUISANCE

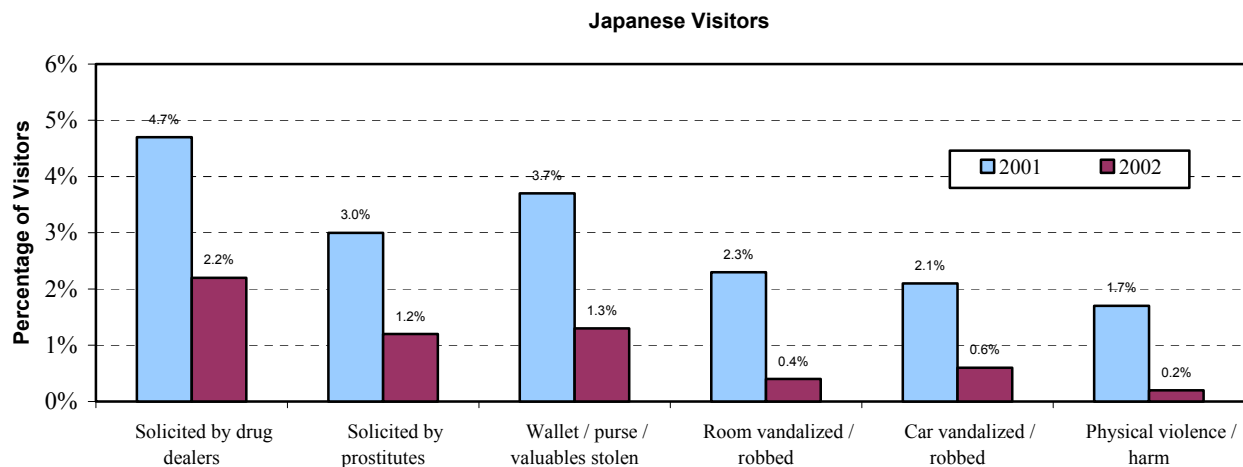
The 2002 survey inquired U.S., Japanese, Canadian and European visitors about safety and other nuisance issues they encountered during their recent trips to Hawaii. Results show that mostly all of the U.S. West (93.8%), U.S. East (93.6%), Japanese (94.3%), Canadian (91.6%) and European (92.7%) visitors surveyed experienced no problems while on the islands. Fewer of those surveyed in 2002 encountered safety issues compared 2001 respondents.

Of the small number of visitors who reported problems the highest percentage continued to be solicitation by drug dealers. There was a sharp drop however, in this category compared to 2001. The second highest issue was having wallets/purses/valuables stolen. There was a slight increase in this category (up from 1.9% in 2001 to 2.0% in 2002) for U.S. visitors but a dramatic drop for Japanese visitors (down from 3.7% in 2001 to 1.3% in 2002).

**Figure 15: Percentage of Visitors Who Encountered Safety Issues: U.S. Visitors**



**Figure 16: Percentage of Visitors Who Encountered Safety Issues: Japanese Visitors**



**TABLE 7.1 Safety Issues and Other Nuisance  
(% of Total Visitors by MMA)**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
No problems	93.7%	93.8%	93.6%	94.3%	91.6%	92.7%
Safety Issues:						
Solicited by drug dealers	2.5%	2.3%	2.9%	2.2%	3.9%	4.1%
Solicited by prostitutes	1.5%	1.5%	1.4%	1.2%	1.2%	1.7%
Wallet / purse / valuables stolen	2.0%	2.1%	2.0%	1.3%	1.0%	2.0%
Room vandalized / robbed	0.5%	0.5%	0.4%	0.4%	0.0%	0.5%
Car vandalized / robbed	1.6%	1.9%	1.4%	0.6%	1.2%	1.2%
Physical violence / harm	0.7%	0.6%	0.8%	0.2%	0.8%	0.2%
Other Nuisance:						
Parking ticket	1.9%	2.1%	1.6%	1.2%	1.1%	1.7%

Note: Percentages do not sum to 100 percent due to multiple answers selected.

**TABLE 7.2 Safety Issues and Other Nuisance - U.S. Total  
(% of Visitors by Lifestyle / Lifestage Segment)**

	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
No problems	94.7%	94.4%	88.6%	93.0%	96.6%	94.6%	93.5%
Safety Issues:							
Solicited by drug dealers	3.6%	2.8%	4.1%	3.1%	0.9%	1.9%	2.7%
Solicited by prostitutes	0.8%	1.5%	4.1%	1.1%	0.5%	0.9%	1.5%
Wallet / purse / valuables stolen	0.9%	2.0%	3.3%	2.5%	1.2%	1.2%	2.4%
Room vandalized / robbed	0.0%	0.6%	0.4%	0.6%	0.4%	0.4%	0.5%
Car vandalized / robbed	2.1%	1.7%	2.4%	1.8%	1.1%	1.6%	1.7%
Physical violence / harm	0.0%	1.6%	0.4%	0.7%	0.3%	1.0%	0.6%
Other Nuisance:							
Parking ticket	0.4%	2.3%	3.5%	1.9%	1.4%	1.8%	1.9%

**TABLE 7.3 Safety Issues and Other Nuisance - U.S. West**  
(% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
No problems	93.6%	97.5%	86.8%	92.5%	96.6%	95.4%	93.9%
Safety Issues:							
Solicited by drug dealers	5.5%	1.8%	4.1%	2.7%	0.8%	1.4%	2.3%
Solicited by prostitutes	0.6%	1.3%	4.5%	0.9%	0.7%	1.0%	1.3%
Wallet / purse / valuables stolen	0.0%	1.5%	2.6%	2.9%	1.5%	0.6%	2.3%
Room vandalized / robbed	0.0%	0.2%	0.4%	0.9%	0.6%	0.0%	0.7%
Car vandalized / robbed	3.1%	0.9%	3.2%	2.4%	1.0%	2.4%	1.7%
Physical violence / harm	0.0%	0.4%	0.7%	0.6%	0.1%	1.8%	0.3%
Other Nuisance:							
Parking ticket	0.2%	1.3%	5.5%	2.0%	1.7%	2.0%	2.1%

**TABLE 7.4 Safety Issues and Other Nuisance - U.S. East**  
(% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
No problems	96.0%	87.6%	90.8%	93.7%	96.7%	94.1%	92.8%
Safety Issues:							
Solicited by drug dealers	1.3%	5.1%	4.1%	3.5%	0.9%	2.2%	3.5%
Solicited by prostitutes	0.9%	1.9%	3.7%	1.3%	0.2%	0.9%	1.9%
Wallet / purse / valuables stolen	2.0%	2.9%	4.2%	1.8%	0.6%	1.5%	2.5%
Room vandalized / robbed	0.0%	1.5%	0.5%	0.2%	0.1%	0.7%	0.2%
Car vandalized / robbed	1.0%	3.3%	1.5%	1.0%	1.1%	1.2%	1.5%
Physical violence / harm	0.0%	4.2%	0.0%	0.7%	0.4%	0.6%	1.1%
Other Nuisance:							
Parking ticket	0.6%	4.7%	1.1%	1.6%	1.0%	1.8%	1.6%

**TABLE 7.5 Safety Issues and Other Nuisance - Japan**  
(% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
No problems	94.1%	96.2%	91.9%	93.5%	95.3%	96.1%	94.2%
Safety Issues:							
Solicited by drug dealers	3.7%	1.9%	4.4%	1.3%	0.7%	2.0%	2.2%
Solicited by prostitutes	1.1%	0.2%	2.0%	1.8%	0.9%	1.0%	1.4%
Wallet / purse / valuables stolen	1.3%	1.3%	1.3%	0.9%	1.5%	1.1%	1.3%
Room vandalized / robbed	0.5%	0.2%	1.0%	0.0%	0.5%	0.3%	0.4%
Car vandalized / robbed	0.2%	0.2%	0.8%	1.6%	0.1%	0.0%	0.9%
Physical violence / harm	0.1%	0.2%	0.4%	0.2%	0.3%	0.2%	0.2%
Other Nuisance:							
Parking ticket	0.1%	0.7%	0.6%	1.5%	2.4%	0.1%	1.0%

**TABLE 7.6 Safety Issues and Other Nuisance - Canada**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
No problems	92.4%	95.3%	82.7%	86.5%	97.4%	92.7%	90.9%
Safety Issues:							
Solicited by drug dealers	5.1%	3.1%	11.8%	4.0%	0.8%	4.4%	3.3%
Solicited by prostitutes	0.0%	1.6%	0.8%	1.5%	1.5%	0.8%	1.5%
Wallet / purse / valuables stolen	0.0%	0.0%	0.8%	2.5%	0.4%	0.0%	1.4%
Room vandalized / robbed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Car vandalized / robbed	2.5%	0.0%	0.0%	3.0%	0.4%	0.0%	1.9%
Physical violence / harm	0.0%	0.0%	0.0%	2.5%	0.4%	0.0%	1.6%
Other Nuisance:							
Parking ticket	0.0%	0.0%	4.6%	0.5%	0.8%	2.0%	0.5%

**TABLE 7.7 Safety Issues and Other Nuisance - Europe**  
**(% of Visitors by Lifestyle / Lifestage Segment)**

	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
No problems	93.0%	82.1%	89.5%	91.2%	97.3%	94.1%	91.1%
Safety Issues:							
Solicited by drug dealers	7.7%	15.5%	6.6%	3.8%	0.3%	3.7%	4.8%
Solicited by prostitutes	0.7%	0.0%	1.4%	2.5%	1.7%	2.4%	0.5%
Wallet / purse / valuables stolen	0.0%	15.5%	2.5%	2.5%	0.5%	1.0%	3.5%
Room vandalized / robbed	0.0%	0.0%	0.3%	1.2%	0.3%	0.1%	1.4%
Car vandalized / robbed	0.6%	0.0%	1.0%	2.5%	0.5%	0.9%	2.0%
Physical violence / harm	0.0%	0.0%	0.7%	0.3%	0.0%	0.2%	0.2%
Other Nuisance:							
Parking ticket	0.7%	2.4%	2.1%	3.4%	0.2%	1.0%	2.7%

## 8. VISITOR PROFILE

## VISITORS PROFILE

### Primary Purpose of Trips:

**U.S. Visitors:** The majority of the U.S. West (71.9%) and U.S. East visitors (69.3%) surveyed in 2002 listed vacation as the primary reason for visiting the islands. Other primary reasons for coming Hawaii were to visit friends/relatives (7.9% U.S. West, 7.8% U.S. East), for weddings/honeymoon (5.8% U.S. West, 6.9% U.S. East) and to attend business meetings/conduct business (6.0% U.S. West, 5.9% U.S. East).

**Japanese Visitors:** Vacation was the primary reason for 69.5 percent of the Japanese respondents to be in Hawaii. Nearly 18 percent of the visitors surveyed were here for weddings/honeymoon, 3.7 percent visited friends/relatives and 2.3 percent attended business meetings/conduct business.

**Canadian Visitors:** 73.2 percent of the Canadian respondents indicated that vacation was their main reason for coming to the islands. About 11 percent came for weddings/honeymoon, 5.1 percent visited friends/relatives, 3.7 percent attended business meetings/conduct business and 3.5 percent attended conventions/conferences/seminars.

**European Visitors:** Vacation was also the primary reason for 73.8 percent of the European respondents to be in Hawaii. Close to 12 percent came for weddings/honeymoon, 6.0 percent visited friends/relatives and 2.3 percent attended business meetings/conduct business.

### Secondary Purpose of Trips:

**U.S. Visitors:** About 19 percent of U.S. West and 18.1 percent of U.S. East surveyed in 2002 listed vacation as their secondary purpose of trip. Other secondary reasons to come to Hawaii were to visit friends/relatives (12.5% U.S. West, 9.2% U.S. East), to attend business meetings/conduct business (4.4% U.S. West and 4.0% U.S. East) and for weddings/honeymoon (1.5% U.S. West, 0.9% U.S. East).

**Japanese Visitors:** Vacation was also the main secondary purpose of trip among 10.8 percent of the Japanese respondents. In addition, 3.2 percent came for weddings/honeymoon and 2.2 percent visited friends/relatives and 1.3 percent attended business meetings/conduct business.

**Canadian Visitors:** Close to 22 percent of the Canadian respondents indicated that vacation was their secondary purpose for coming to Hawaii. Other secondary reasons were to visit friends/relatives (5.8%), to attend business meetings/conduct business (4.1%), to attend conventions/conferences/seminars (3.1%) and to attend/participate in sporting events (1.6%).



**European Visitors:** Vacation was the secondary purpose of trip for 16.9 percent of the European visitors surveyed. In addition, 6.9 percent visited friends/relatives and 4.2 percent attended/participated in sporting events.

### **Travel Companions:**

**U.S. Visitors:** The majority of the U.S. West and U.S. East respondents in 2002 traveled to the islands with their spouses (48.8% and 57.2%), with children (18.4% and 12.1%) and with other family members (19.5% and 19.3%). Additionally, 17.9 percent of U.S. West and 16.3 percent of U.S. East visitors came with friends/associates.

**Japanese Visitors:** Close to 49 percent of the Japanese visitors surveyed came with their spouses, 25.4 percent were with children, and 8.9 percent were with other family members. Compared to their U.S. counterparts, a higher number of Japanese visitors surveyed traveled with friends or associates (25.8%).

**Canadian Visitors:** A larger percentage of the Canadian visitor surveyed came with their spouses (63.0%) compared to respondents from other visitor markets, 10.3 percent were with children, and 21.0 percent were with other family members. Nearly 19 percent traveled with friends or associates.

**European Visitors:** About half of the European respondents traveled to Hawaii with their spouses, 3.8 percent came with children, and 14.1 percent were with other family members. Another 18 percent traveled with friends or associates. A higher percentage of European Visitors surveyed traveled alone (10.2%) or with their girlfriends/boyfriends (17.5%) compared to respondents from the other markets.

### **Income Level:**

**U.S. Visitors:** Survey results for 2002 showed that 18.4 percent of U.S. West and 23.2 percent of U.S. East respondents reported annual household income of \$50,000 or less. U.S. West and U.S. East visitors with household income between \$50,000 to \$100,000 comprised the largest groups of respondents at 37.5 percent and 37.1 percent, respectively. In addition, 20.8 percent of U.S. West and 19.4 percent of U.S. East visitors reported annual household income of \$150,000 or more.

**Japanese Visitors:** Close to 37 percent of the visitors from Japan reported annual household income of 5 million Japanese yen or less. Respondents with income between 5 million and 10 million Japanese yen accounted for the largest group (39.1%) of Japanese visitor surveyed. About 9.3 percent of the respondents reported annual household income of 15 million Japanese yen or more.

**Canadian Visitors:** About 20 percent of the Canadian visitors surveyed reported annual household income of \$50,000 or less. Canadians with income between \$50,000 to \$100,000 comprised the largest group (36.3%) while 19.6 percent of the respondents reported annual household income of \$150,000 or more.

**European Visitors:** Nearly 47 percent of the European visitors surveyed reported annual household income of \$50,000 or less. Similar to the other visitor markets, those with income between \$50,000 to \$100,000 accounted for the largest group (35.9%). About 8 percent of the respondents reported annual household income of \$150,000 or more.

### **Other Visitor Characteristics:**

**U.S. West Visitors:** Close to 53 percent of the U.S. West visitors who responded to the 2002 survey were female and 47.1 percent were male. The average age was 48 years old. About 81 percent have vacationed more than 2000 miles from home in the past three years. The majority (70%) of the respondents work, 19.4 percent have retired, 5.3 percent were homemakers while 2.9 percent were students.

Close to 62 percent of the respondents have some college or college degrees, 29.8 percent have post graduate degrees.

Nearly 44 percent of the respondents have friends or relatives in Hawaii, 11.4 percent have lived in Hawaii before while 10.0 percent own property in the islands.

**U.S. East Visitors:** Similar to U.S. West visitors, 53.5 percent of the U.S. East respondents were female and 46.5 percent were male. The average age was also 48 years old. Close to 70 percent work, 18.4 percent have retired, 5.9 percent were homemakers while 3.4 percent were students.

More than half of the respondents (58.9%) have some college or college degrees, 27.6 percent have post graduate degrees and 10.7 percent were high school graduates.

The majority (73.8%) of the visitors have taken a long distance trip of more than 2,000 miles from their homes in the past three years. About 8.1 percent of the respondents have previously lived in Hawaii, 33.0 percent have friends or relatives here, while 5.5 percent own property in the islands.

**Japanese Visitors:** Similar to the U.S. respondents, the ratio of female to male Japanese visitors surveyed was also close to 53 percent to 47 percent, respectively, but the average age was slightly younger at 45 years old. Close to 58 percent of the respondents work for a living, however there were more homemakers (20.7%) and fewer retirees (10.5%) compared to their U.S. counterparts. Additionally, 2.4 percent of the respondents were students.

About 55 percent have some college or college degrees, 3.4 percent have post graduate degrees and 33.7 percent were high school graduates.

78.0 percent of the respondents have taken a long distance trip of more than 2,000 miles from their homes in the past three years. Fewer Japanese respondents have lived in Hawaii before

(1.6%), own property in Hawaii (2.5%) or have friends or relatives in the islands (18.9%) compared to U.S. visitors.

**Canadian Visitors:** In contrast to U.S. and Japanese visitors surveyed more of the respondents from Canada were male (55.0%) than female (45.0%). The average age was a bit older at 51 years old. About 59 percent of the respondents work, 4.2 percent were homemaker and 1.7 percent were students. More retirees (28.8%) from Canada responded to the survey compared to visitors from the other visitor markets.

Over half (55.8%) of the respondents have some college or college degrees, 22.9 percent have post graduate degrees and 14.6 percent were high school graduates.

The majority (82.9%) of the respondents have taken a long distance trip of more than 2,000 miles from their homes in the past three years. Close to 6 percent have lived in Hawaii before, 2.1 percent own property in the islands, 21.4 percent have friends or relatives in Hawaii.

**European Visitors:** Nearly 62 percent of the European respondents were male and 38.3 percent were female. The average age was 46 years old. Close to 88 percent have vacationed more than 2000 miles from home in the past three years. The largest group of respondents work for a living (69.9%), 20.9 percent have retired, 2.1 percent were homemakers and 3.6 percent were students.

About 41 percent of the respondents have some college or college degrees, 20.9 percent have post graduate degrees, 18.0 percent were high school graduates, 8.4 percent have vocational/technical degrees, 8.2 percent had some high school and 4.0 percent no high school.

Nearly 18.3 percent of the respondents have friends or relatives in Hawaii, 3.4 percent have lived in Hawaii before while 2.3 percent own property in the islands.

**TABLE 8.1 Visitors by Lifestyle / Lifestage  
(% of total visitors by MMA)**

Lifestage	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
All visitors	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Lifestyle / Lifestage segments						
Wedding / honeymoon	6.4%	5.8%	7.1%	18.1%	11.5%	12.6%
Family	15.3%	17.9%	11.7%	19.8%	8.3%	3.7%
Young	15.6%	14.5%	17.2%	17.0%	15.6%	22.4%
Middle age	34.0%	33.5%	34.8%	21.7%	27.8%	30.4%
Seniors	28.6%	28.2%	29.2%	23.4%	36.6%	30.9%
Visitation status						
First timers	27.2%	16.1%	42.2%	33.5%	40.2%	65.7%
Repeat visitors	72.8%	83.9%	57.8%	66.5%	59.8%	34.3%

Note: Wedding/Honeymoon: Visitors whose primary purpose of trip are attending or participating wedding or honeymoon.

Family: Visitors travelling with kids under 18 years of age.

Young: Visitors between 18 and 34 years of age.

Middle age: Visitors between 35 and 54 years of age.

Seniors: Visitors 55 years of age or over.

**TABLE 8.2 Visitors by Income Level and by Island -- U.S. Total  
(% of U.S. Total Visitors by Island)**

Income	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	1.4%	1.8%	1.4%	0.7%	0.6%
\$15,000 - \$24,999	2.8%	3.7%	3.5%	2.3%	2.2%
\$25,000 - \$29,999	2.5%	3.4%	1.6%	2.1%	2.1%
\$30,000 - \$34,999	3.4%	4.5%	2.9%	2.9%	3.2%
\$35,000 - \$39,999	3.1%	4.0%	3.0%	3.1%	4.0%
\$40,000 - \$44,999	3.8%	3.8%	3.5%	3.8%	4.0%
\$45,000 - \$49,999	3.5%	4.3%	4.0%	3.2%	4.5%
\$50,000 - \$69,999	16.4%	18.4%	14.1%	14.5%	18.7%
\$70,000 - \$99,999	21.0%	20.8%	23.3%	21.4%	19.6%
\$100,000 - \$124,999	14.1%	14.0%	19.3%	13.1%	13.8%
\$125,000 - \$149,999	8.0%	6.9%	5.9%	9.5%	6.9%
\$150,000 or more	20.2%	14.4%	17.6%	23.3%	20.4%

**TABLE 8.3 Visitors by Income Level and by Island -- U.S. West  
(% of U.S. West Visitors by Island)**

Income	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	1.3%	1.6%	1.0%	0.6%	0.8%
\$15,000 - \$24,999	2.1%	2.5%	2.1%	1.9%	1.1%
\$25,000 - \$29,999	2.2%	3.1%	1.1%	1.6%	2.4%
\$30,000 - \$34,999	2.7%	3.8%	2.0%	2.0%	2.5%
\$35,000 - \$39,999	3.0%	3.3%	3.2%	2.7%	5.2%
\$40,000 - \$44,999	4.0%	3.8%	4.4%	3.8%	4.4%
\$45,000 - \$49,999	3.1%	3.1%	3.6%	2.6%	3.4%
\$50,000 - \$69,999	16.0%	19.2%	13.1%	13.9%	15.9%
\$70,000 - \$99,999	21.5%	22.8%	23.8%	21.3%	17.5%
\$100,000 - \$124,999	14.5%	13.3%	19.7%	13.8%	16.3%
\$125,000 - \$149,999	8.7%	8.9%	7.0%	10.1%	8.8%
\$150,000 or more	20.8%	14.7%	18.9%	25.8%	21.6%

**TABLE 8.4 Visitors by Income Level and by Island -- U.S. East**  
(% of U.S. East Visitors by Island)

Income	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	1.5%	2.0%	1.9%	0.9%	0.4%
\$15,000 - \$24,999	3.8%	5.1%	5.5%	2.8%	3.6%
\$25,000 - \$29,999	3.0%	3.7%	2.2%	2.8%	1.8%
\$30,000 - \$34,999	4.4%	5.4%	4.0%	3.9%	4.1%
\$35,000 - \$39,999	3.1%	5.0%	2.6%	3.5%	2.4%
\$40,000 - \$44,999	3.4%	3.9%	2.2%	3.8%	3.3%
\$45,000 - \$49,999	4.0%	5.7%	4.4%	3.8%	6.1%
\$50,000 - \$69,999	16.9%	17.5%	15.5%	15.2%	22.5%
\$70,000 - \$99,999	20.2%	18.4%	22.5%	21.6%	22.5%
\$100,000 - \$124,999	13.5%	15.0%	18.8%	12.4%	10.4%
\$125,000 - \$149,999	6.9%	4.5%	4.5%	8.8%	4.3%
\$150,000 or more	19.4%	13.9%	15.8%	20.5%	18.6%

**TABLE 8.5 Visitors by Income Level and by Island -- Japan**  
(% of Japanese Visitors by Island)

Income (in 10,000 Japanese Yen)	State	Oahu	Kauai	Maui	Big Island
Under 150	3.7%	3.7%	1.9%	4.1%	2.2%
150 - 249.999	3.9%	4.6%	3.6%	2.2%	2.7%
250 - 299.999	6.2%	5.9%	3.8%	4.7%	5.4%
300 - 349.999	6.1%	7.2%	11.3%	6.4%	5.5%
350 - 399.999	5.8%	6.1%	6.0%	4.8%	5.2%
400 - 449.999	5.3%	5.8%	5.6%	5.1%	4.8%
450 - 499.999	5.6%	6.3%	3.3%	4.6%	4.3%
500 - 699.999	16.2%	17.1%	17.9%	13.5%	16.9%
700 - 999.999	22.9%	21.4%	25.4%	25.7%	25.4%
1,000 - 1,249.999	10.4%	10.2%	10.5%	14.8%	8.7%
1,250 - 1,499.999	4.7%	4.5%	4.0%	5.1%	4.7%
1,500 or more	9.3%	7.1%	6.6%	9.0%	14.0%

**TABLE 8.6 Visitors by Income Level and by Island -- Canada**  
(% of Canadian Visitors by Island)

Income	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	1.6%	1.3%	0.0%	1.4%	0.0%
\$15,000 - \$24,999	2.9%	3.0%	0.6%	3.7%	0.4%
\$25,000 - \$29,999	0.7%	1.3%	1.8%	0.0%	0.0%
\$30,000 - \$34,999	4.2%	6.0%	3.2%	0.6%	3.3%
\$35,000 - \$39,999	2.4%	3.7%	3.2%	1.4%	1.8%
\$40,000 - \$44,999	4.9%	9.1%	6.3%	5.9%	7.4%
\$45,000 - \$49,999	3.0%	5.0%	3.7%	2.2%	4.2%
\$50,000 - \$69,999	16.0%	16.9%	26.0%	13.7%	14.9%
\$70,000 - \$99,999	20.3%	22.0%	19.9%	22.1%	23.9%
\$100,000 - \$124,999	15.9%	12.4%	16.4%	18.3%	18.1%
\$125,000 - \$149,999	8.4%	6.4%	1.8%	11.3%	5.2%
\$150,000 or more	19.6%	12.8%	16.9%	19.6%	20.9%

**TABLE 8.7 Visitors by Income Level and by Island -- Europe**  
(% of European Visitors by Island)

Income (in US dollars)	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	5.7%	6.5%	2.5%	3.7%	7.1%
\$15,000 - \$24,999	9.4%	8.8%	9.8%	8.3%	9.3%
\$25,000 - \$29,999	4.1%	5.5%	1.9%	3.5%	5.0%
\$30,000 - \$34,999	6.8%	7.6%	4.5%	3.2%	6.3%
\$35,000 - \$39,999	5.7%	7.1%	4.5%	3.9%	8.0%
\$40,000 - \$44,999	6.8%	5.9%	8.9%	5.0%	5.9%
\$45,000 - \$49,999	8.3%	7.4%	7.6%	10.5%	10.2%
\$50,000 - \$69,999	17.9%	20.9%	21.5%	20.4%	15.8%
\$70,000 - \$99,999	18.0%	14.3%	17.8%	20.6%	17.3%
\$100,000 - \$124,999	6.2%	6.7%	5.4%	6.6%	3.9%
\$125,000 - \$149,999	3.5%	3.0%	7.3%	4.1%	3.9%
\$150,000 or more	7.7%	6.4%	8.2%	10.3%	7.3%

**TABLE 8.8 Visitor by Companion Type**  
(% of Total Visitors by MMA)

Companion Type	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
With spouse	52.3%	48.8%	57.2%	48.8%	63.0%	50.4%
With family and children under 18	15.8%	18.4%	12.1%	25.4%	10.3%	3.8%
With friends / associates	17.2%	17.9%	16.3%	25.8%	18.5%	18.0%
With other family members with girl/ boy friend	19.4%	19.5%	19.3%	8.9%	21.0%	14.1%
Alone	7.8%	8.6%	6.7%	2.0%	5.6%	17.5%
Other	9.3%	9.7%	8.6%	7.0%	7.9%	10.2%
	3.7%	4.0%	3.3%	5.7%	3.2%	3.4%

Note: Percentages sum more than 100 percent due to multiple companions.

**TABLE 8.9 Visitor Travel History by MMA**  
(% of Respondents by MMA)

Travel History	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Trips Taken in Past 3 Years <sup>1</sup>						
1 trip	4.2%	3.7%	4.8%	4.2%	6.8%	5.0%
2 to 4 trips	33.3%	33.0%	33.7%	30.7%	38.5%	27.4%
5 to 9 trips	35.4%	35.3%	35.5%	38.3%	30.2%	40.3%
10 or more trips	27.2%	28.0%	26.0%	26.8%	24.6%	27.4%
Took a Long Distance Trip <sup>2</sup>	78.2%	81.3%	73.8%	78.0%	82.9%	87.8%

<sup>1</sup> Not including this trip to Hawaii.

<sup>2</sup> Not including this trip to Hawaii, vacationed more than 2,000 miles from home in the past 3 years.

**TABLE 8.10 Visitor Relationship with Hawaii by MMA  
(% of Respondents by MMA)**

Visitor Characteristics	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Lived in Hawaii Before	10.0%	11.4%	8.1%	1.6%	5.9%	3.4%
Have Friends and/or Relatives in Hawaii	39.2%	43.6%	33.0%	18.9%	21.4%	18.3%
Own property in Hawaii	8.1%	10.0%	5.5%	2.5%	2.1%	2.3%
Percentage of Male Respondents	46.9%	47.1%	46.5%	46.9%	55.0%	61.7%
Percentage of Female Respondents	53.1%	52.9%	53.5%	53.1%	45.0%	38.3%
Average Age of Respondents	47.7	47.8	47.6	45.1	50.7	45.6

**TABLE 8.11 Visitor Education Level by MMA  
(% of Respondents by MMA)**

Education Level	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
No high school	0.2%	0.0%	0.5%	1.8%	0.1%	4.0%
Some high school	0.6%	0.6%	0.4%	1.0%	3.6%	8.2%
High school graduate	7.3%	4.9%	10.7%	33.7%	14.6%	18.0%
Some college	18.1%	18.8%	17.2%	8.7%	16.0%	16.4%
Associates (2-year) degree	8.7%	9.3%	7.8%	10.9%	7.6%	3.7%
College graduate (4-year)	34.1%	34.2%	33.9%	35.2%	32.2%	20.4%
Post graduate degree	28.9%	29.8%	27.6%	3.4%	22.9%	20.9%
Vocational / technical degree	2.2%	2.3%	2.0%	5.3%	2.9%	8.4%

**TABLE 8.12 Visitor Employment Status by MMA  
(% of Respondents by MMA)**

Employment Status	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Working	69.8%	69.9%	69.7%	58.3%	59.2%	69.9%
Retired	19.0%	19.4%	18.4%	10.5%	28.8%	20.9%
Student	3.1%	2.9%	3.4%	2.4%	1.7%	3.6%
Homemaker	5.5%	5.3%	5.9%	20.7%	4.2%	2.1%
Other	2.6%	2.5%	2.7%	8.1%	6.1%	3.5%

**TABLE 8.13 Visitor Primary Purpose of Trip  
(% of Total Visitors by MMA)**

Purpose	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Vacation	70.9%	71.9%	69.3%	69.5%	73.2%	73.8%
Attend a business meeting / conduct business	6.0%	6.0%	5.9%	2.3%	3.7%	2.3%
Attend a convention / conference / seminar	4.0%	3.1%	5.4%	1.2%	3.5%	1.4%
Visit friends / relatives	7.8%	7.9%	7.8%	3.7%	5.1%	6.0%
Wedding / honeymoon	6.3%	5.8%	6.9%	18.3%	11.2%	12.3%
Attend / participate in a sporting event	0.7%	0.6%	0.8%	1.0%	0.9%	0.9%
Attend / participate in a cultural event	0.1%	0.1%	0.1%	0.8%	0.0%	0.2%
Medical treatment	0.0%	0.0%	0.1%	0.1%	0.0%	0.4%
Other	4.2%	4.5%	3.7%	2.9%	2.4%	2.7%

**TABLE 8.14 Visitor Primary Purpose of Trip by Lifestage: U.S. Total  
(% of U.S. Total Visitors)**

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	0.0%	82.9%	70.6%	72.0%	79.2%	72.8%	70.3%
Attend a business meeting / conduct business	0.0%	2.7%	5.6%	10.5%	3.7%	4.5%	6.3%
Attend a convention / conference / seminar	0.0%	4.2%	2.8%	5.6%	3.6%	3.4%	4.4%
Visit friends / relatives	0.0%	8.1%	9.7%	7.4%	8.9%	4.7%	8.8%
Wedding / honeymoon	100.0%	0.0%	0.0%	0.0%	0.0%	8.7%	5.6%
Attend / participate in a sporting event	0.0%	0.6%	1.0%	1.0%	0.5%	0.7%	0.7%
Attend / participate in a cultural event	0.0%	0.3%	0.1%	0.0%	0.2%	0.0%	0.2%
Medical treatment	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Other	0.0%	1.3%	10.3%	3.4%	4.0%	5.1%	3.7%

**TABLE 8.15 Visitor Primary Purpose of Trip by Lifestage: U.S. West  
(% of U.S. West Visitors)**

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	0.0%	85.4%	69.0%	71.6%	79.6%	74.7%	71.8%
Attend a business meeting / conduct business	0.0%	3.0%	6.7%	10.2%	4.0%	5.9%	5.8%
Attend a convention / conference / seminar	0.0%	3.0%	2.1%	5.1%	1.9%	1.0%	3.6%
Visit friends / relatives	0.0%	7.1%	11.4%	7.7%	8.6%	4.2%	8.4%
Wedding / honeymoon	100.0%	0.0%	0.0%	0.0%	0.0%	8.0%	5.6%
Attend / participate in a sporting event	0.0%	0.7%	0.5%	1.2%	0.2%	0.3%	0.7%
Attend / participate in a cultural event	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	0.1%
Medical treatment	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.7%	10.3%	4.1%	5.2%	5.8%	4.1%



**TABLE 8.16 Visitor Primary Purpose of Trip by Lifestage: U.S. East**  
(% of U.S. East Visitors)

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	0.0%	77.6%	72.5%	72.5%	78.6%	71.7%	67.3%
Attend a business meeting / conduct business	0.0%	2.0%	4.2%	10.9%	3.4%	3.8%	7.5%
Attend a convention / conference / seminar	0.0%	6.6%	3.6%	6.3%	5.7%	4.7%	6.1%
Visit friends / relatives	0.0%	10.1%	7.7%	7.0%	9.2%	5.0%	9.7%
Wedding / honeymoon	100.0%	0.0%	0.0%	0.0%	0.0%	9.0%	5.5%
Attend / participate in a sporting event	0.0%	0.3%	1.5%	0.7%	0.8%	1.0%	0.7%
Attend / participate in a cultural event	0.0%	0.9%	0.2%	0.0%	0.0%	0.0%	0.2%
Medical treatment	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Other	0.0%	2.5%	10.2%	2.4%	2.3%	4.8%	2.9%

**TABLE 8.17 Visitor Primary Purpose of Trip by Lifestage: Japan**  
(% of Total Japanese Visitors)

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	0.0%	94.1%	83.9%	84.5%	79.4%	60.3%	73.7%
Attend a business meeting / conduct business	0.0%	0.9%	1.7%	7.1%	1.3%	0.9%	3.1%
Attend a convention / conference / seminar	0.0%	0.5%	2.5%	2.0%	1.1%	1.5%	1.2%
Visit friends / relatives	0.0%	2.6%	6.2%	2.0%	7.0%	1.7%	4.6%
Wedding / honeymoon	100.0%	0.0%	0.0%	0.0%	0.0%	31.6%	11.9%
Attend / participate in a sporting event	0.0%	0.0%	0.5%	1.0%	3.1%	0.4%	1.4%
Attend / participate in a cultural event	0.0%	0.7%	0.4%	0.7%	1.9%	0.4%	0.9%
Medical treatment	0.0%	0.2%	0.1%	0.0%	0.2%	0.0%	0.2%
Other	0.0%	1.0%	4.6%	2.6%	5.9%	3.1%	3.0%

**TABLE 8.18 Visitor Primary Purpose of Trip by Lifestage: Canada**  
(% of Total Canadian Visitors)

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	0.0%	96.7%	72.5%	80.2%	83.1%	75.1%	70.3%
Attend a business meeting / conduct business	0.0%	0.0%	6.4%	2.2%	6.4%	4.3%	3.4%
Attend a convention / conference / seminar	0.0%	3.3%	0.0%	7.2%	3.5%	1.9%	4.7%
Visit friends / relatives	0.0%	0.0%	6.4%	7.1%	6.3%	4.7%	4.7%
Wedding / honeymoon	100.0%	0.0%	0.0%	0.0%	0.0%	8.9%	14.8%
Attend / participate in a sporting event	0.0%	0.0%	4.6%	0.9%	0.0%	0.4%	1.3%
Attend / participate in a cultural event	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Medical treatment	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	10.1%	2.4%	0.7%	4.7%	0.8%

**TABLE 8.19 Visitor Primary Purpose of Trip by Lifestage: Europe**  
(% of Total European Visitors)

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	0.0%	87.1%	81.3%	86.5%	83.1%	75.4%	72.2%
Attend a business meeting / conduct business	0.0%	2.2%	4.0%	2.9%	1.7%	2.3%	1.1%
Attend a convention / conference / seminar	0.0%	0.0%	0.7%	3.3%	0.7%	1.5%	1.3%
Visit friends / relatives	0.0%	6.5%	9.9%	4.1%	7.6%	5.2%	8.0%
Wedding / honeymoon	100.0%	0.0%	0.0%	0.0%	0.0%	12.3%	12.6%
Attend / participate in a sporting event	0.0%	0.0%	0.4%	1.7%	1.2%	0.6%	1.1%
Attend / participate in a cultural event	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Medical treatment	0.0%	0.0%	0.3%	1.2%	0.0%	0.7%	0.0%
Other	0.0%	0.0%	3.4%	0.5%	5.6%	2.1%	3.7%

**TABLE 8.20 Visitor Secondary Purpose of Trip**  
(% of Total Visitors by MMA)

Purpose	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Vacation	18.9%	19.4%	18.1%	10.8%	21.8%	16.9%
Attend a business meeting / conduct business	4.2%	4.4%	4.0%	1.3%	4.1%	1.4%
Attend a convention / conference / seminar	1.3%	0.8%	2.0%	0.9%	3.1%	1.1%
Visit friends / relatives	11.2%	12.5%	9.2%	2.2%	5.8%	6.9%
Wedding / honeymoon	1.3%	1.5%	0.9%	3.2%	0.7%	1.4%
Attend / participate in a sporting event	1.1%	0.9%	1.4%	0.8%	1.6%	4.2%
Attend / participate in a cultural event	1.0%	0.8%	1.3%	0.9%	0.3%	1.5%
Medical treatment	0.5%	0.3%	0.7%	0.5%	0.3%	0.6%
Other	4.3%	4.5%	4.1%	2.7%	1.8%	2.8%

**TABLE 8.21 Visitor Secondary Purpose of Trip by Lifestage: U.S. Total**  
(% of U.S. Total Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	41.7%	17.7%	20.1%	18.3%	15.1%	17.0%	19.2%
Attend a business meeting / conduct business	1.7%	3.2%	3.1%	6.1%	3.7%	2.7%	4.8%
Attend a convention / conference / seminar	1.1%	1.7%	1.1%	1.7%	0.9%	3.3%	0.7%
Visit friends / relatives	13.7%	12.1%	14.2%	8.6%	10.8%	10.7%	11.3%
Wedding / honeymoon	1.5%	1.9%	0.8%	0.9%	1.4%	1.6%	1.2%
Attend / participate in a sporting event	2.2%	1.4%	1.4%	0.7%	1.1%	1.9%	0.8%
Attend / participate in a cultural event	0.9%	1.4%	1.7%	0.4%	1.0%	1.4%	0.9%
Medical treatment	0.9%	0.9%	0.2%	0.1%	0.6%	1.0%	0.3%
Other	3.6%	4.1%	3.3%	5.0%	3.8%	5.0%	4.3%

**TABLE 8.22 Visitor Secondary Purpose of Trip by Lifestage: U.S. West**  
 (% of U.S. West Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	52.5%	17.7%	18.8%	18.7%	15.4%	17.5%	19.6%
Attend a business meeting / conduct business	0.9%	1.7%	3.2%	6.7%	4.4%	1.6%	4.9%
Attend a convention / conference / seminar	0.0%	1.0%	0.7%	0.9%	1.1%	2.0%	0.7%
Visit friends / relatives	12.1%	13.5%	17.6%	9.4%	12.7%	15.5%	12.1%
Wedding / honeymoon	2.5%	1.8%	0.8%	1.3%	1.7%	2.1%	1.5%
Attend / participate in a sporting event	1.3%	0.9%	1.5%	0.6%	1.0%	1.9%	0.8%
Attend / participate in a cultural event	0.0%	1.1%	0.9%	0.5%	1.1%	0.8%	0.8%
Medical treatment	0.0%	0.4%	0.4%	0.0%	0.6%	0.8%	0.2%
Other	1.2%	2.9%	3.5%	5.6%	4.7%	5.0%	4.7%

**TABLE 8.23 Visitor Secondary Purpose of Trip by Lifestage: U.S. East**  
 (% of U.S. East Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	28.9%	17.8%	21.6%	17.7%	14.6%	16.7%	18.6%
Attend a business meeting / conduct business	2.7%	6.6%	2.9%	5.2%	2.6%	3.3%	4.7%
Attend a convention / conference / seminar	2.3%	3.4%	1.5%	2.9%	0.6%	4.0%	0.6%
Visit friends / relatives	15.6%	9.1%	10.2%	7.4%	8.3%	8.1%	9.8%
Wedding / honeymoon	0.4%	2.0%	0.8%	0.4%	0.8%	1.4%	0.7%
Attend / participate in a sporting event	3.1%	2.3%	1.3%	0.9%	1.3%	1.9%	0.8%
Attend / participate in a cultural event	1.9%	2.0%	2.7%	0.4%	1.0%	1.7%	1.0%
Medical treatment	1.9%	2.0%	0.0%	0.3%	0.6%	1.1%	0.4%
Other	6.3%	6.8%	3.1%	4.3%	2.5%	5.1%	3.5%

**TABLE 8.24 Visitor Secondary Purpose of Trip by Lifestage: Japan**  
 (% of Japanese Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	26.3%	5.2%	11.4%	8.9%	4.3%	10.7%	10.9%
Attend a business meeting / conduct business	0.2%	1.1%	3.0%	0.9%	1.5%	0.6%	1.6%
Attend a convention / conference / seminar	0.6%	0.7%	1.4%	0.4%	1.3%	0.4%	1.1%
Visit friends / relatives	1.7%	1.7%	2.2%	4.3%	1.3%	1.3%	2.8%
Wedding / honeymoon	2.8%	1.7%	6.8%	2.8%	2.4%	3.1%	3.3%
Attend / participate in a sporting event	0.5%	0.3%	1.6%	0.9%	0.7%	0.9%	0.7%
Attend / participate in a cultural event	0.4%	0.4%	2.9%	0.1%	1.0%	0.7%	1.1%
Medical treatment	0.1%	0.5%	0.2%	0.2%	1.3%	0.3%	0.6%
Other	3.1%	2.2%	2.3%	1.9%	3.6%	2.2%	2.8%

**TABLE 8.25 Visitor Secondary Purpose of Trip by Lifestage: Canada  
(% of Canadian Visitors in Segments)**

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	53.1%	23.2%	14.4%	23.3%	15.3%	17.4%	25.2%
Attend a business meeting / conduct business	9.5%	0.0%	10.1%	4.7%	0.7%	4.3%	3.9%
Attend a convention / conference / seminar	0.0%	0.0%	11.0%	2.9%	2.0%	4.3%	2.7%
Visit friends / relatives	4.6%	8.4%	1.7%	7.6%	3.8%	5.1%	5.7%
Wedding / honeymoon	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.3%
Attend / participate in a sporting event	12.1%	0.0%	0.0%	0.4%	0.4%	0.0%	2.7%
Attend / participate in a cultural event	0.0%	0.0%	0.0%	0.4%	0.4%	0.7%	0.0%
Medical treatment	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.2%
Other	0.0%	1.6%	0.0%	1.9%	3.5%	1.1%	1.8%

**TABLE 8.26 Visitor Secondary Purpose of Trip by Lifestage: Europe  
(% of European Visitors in Segments)**

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	49.6%	6.5%	15.1%	9.3%	14.7%	16.0%	18.5%
Attend a business meeting / conduct business	0.0%	12.0%	1.3%	1.9%	0.3%	1.6%	0.7%
Attend a convention / conference / seminar	0.0%	9.9%	0.3%	2.1%	0.0%	0.8%	1.8%
Visit friends / relatives	6.4%	14.2%	5.3%	9.0%	5.0%	4.0%	13.0%
Wedding / honeymoon	1.2%	16.3%	1.0%	1.6%	0.0%	1.5%	1.5%
Attend / participate in a sporting event	14.4%	19.8%	3.3%	0.7%	2.6%	2.3%	8.5%
Attend / participate in a cultural event	0.0%	9.9%	0.6%	1.9%	1.4%	1.0%	2.6%
Medical treatment	0.0%	9.9%	0.3%	0.5%	0.0%	0.8%	0.2%
Other	3.4%	0.0%	3.6%	2.4%	2.7%	2.9%	2.6%

## 9. SURVEY METHODOLOGY



## SURVEY METHODOLOGY

*The Visitor Satisfaction Survey* was a mail survey conducted among U.S., Japanese, Canadian, and European visitors to Hawai'i. The survey was designed to measure visitors' satisfaction, rating their vacation in Hawai'i, island visitation, trip planning, activity patterns, visitor characteristics, and overall trip experiences.

Survey questionnaires were mailed to selected U.S., Japanese, Canadian and European visitors after they have returned home. The U.S. samples were drawn from the completed Domestic In-Flight Survey forms. The Japanese, Canadian, and European samples were drawn from the completed Departure Survey forms.

There are two versions of the *Visitor Satisfaction Survey* form, one in English and the other in Japanese. The 2002 survey has 8 pages and 33 questions.

Survey forms were printed in a booklet form and in two-color print.

The English survey instrument is presented in Section 10 of this report.

In 2002, a total of 9,821 questionnaires were mailed to Japanese visitors, 3,417 of which responded, translating into a response rate of 35 percent. 12,635 questionnaires were mailed to U.S. visitors, 3,570 of which were returned or a response rate of 28 percent. A total of 6,720 survey forms were mailed to Canadian and European visitors during 2002, 1,266 of which responded, yielded a response rate of 19 percent. Sampling errors are calculated to be 1.6% percent for U.S. visitors, 1.7 percent for Japanese visitors, and 2.8% for Canadian and European visitors.

Due to the low number of samples achieved, data for Lanai and Molokai were not presented in most of the data tables in this report.

**10. 2002 VISITOR SATISFACTION  
SURVEY FORM  
(English version)**





## 2002 VISITOR SATISFACTION SURVEY

Aloha! Please answer each question candidly. We need your feedback to evaluate how well we take care of those who visit our islands. Your answers will help us improve the Hawaiian experience for all visitors. Although your name appears on this form, your responses will be kept completely confidential; answers from all respondents will be tallied as totals, not individual responses. Mahalo.

**Instructions:** Please answer each question by marking the box with a  or writing in the space provided with a black pen or dark lead pencil. Return the completed survey in the postage-paid envelope as soon as possible.

1. Overall, how would you rate your most recent vacation in Hawai'i?

- Excellent
- Above average
- Below average
- Poor

2. Would you say this trip to Hawai'i...?

- Exceeded your expectations
- Met your expectations
- Did not meet your expectations

3. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely

4a. How likely are you to visit Hawai'i in the next five years?

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely

**IF YOU CHECKED NOT TOO LIKELY OR NOT AT ALL LIKELY...**

4b. Why would you be unlikely to revisit Hawai'i? (Check  all that apply).

- Flight is too long
- Too commercial/overdeveloped
- Too crowded/congested
- Too expensive
- Want to go someplace new
- Other (Specify at right) \_\_\_\_\_



5. In particular, how satisfied were you with...

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied At all	Not Applicable
<b>Accommodations (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
location -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
service -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
facility -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cleanliness and comfort -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
price -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Restaurants (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
location -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
variety of choices -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
service -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quality and taste of the food -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
value for your money -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shopping (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
a sufficient number of shopping places -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
locations -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
variety of merchandise -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
service -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quality of merchandise -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
price -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Golf Courses (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
locations -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
service -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
price -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Activities &amp; Attractions (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
exciting -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
variety of choices -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
service -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
value for your money -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Transportation by bus, taxi, trolley (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
convenience -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cleanliness and comfort -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
efficiency -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
price -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Airports (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
signage -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cleanliness and comfort -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ease of getting around -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
availability of food and shopping -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
friendliness of workers -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Parks &amp; Beaches (overall)</b> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
security -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
facility -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cleanliness and comfort -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 6a. What was the primary purpose of your most recent trip to Hawai'i?  
 6b. And what, if any, was the secondary purpose of your most recent visit?

	Q6a. Primary Purpose (one answer only)	Q6b. Secondary Purpose
a. Vacation -----	<input type="checkbox"/>	<input type="checkbox"/>
b. Attend a business meeting or conduct business-----	<input type="checkbox"/>	<input type="checkbox"/>
c. Attend a convention, conference or seminar -----	<input type="checkbox"/>	<input type="checkbox"/>
d. Visit friends or relatives -----	<input type="checkbox"/>	<input type="checkbox"/>
e. Attend/participate in a wedding-----	<input type="checkbox"/>	<input type="checkbox"/>
f. Attend/participate in a sporting event-----	<input type="checkbox"/>	<input type="checkbox"/>
g. Attend/participate in a cultural event-----	<input type="checkbox"/>	<input type="checkbox"/>
h. Medical treatment-----	<input type="checkbox"/>	<input type="checkbox"/>
i. Other (please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>

- 7a. Please check  if you visited any of the following places.  
 7b. If you stayed overnight or longer, how many nights did you stay at each place?  
 (Write 0 if day only trip)

	Q7a. Visited	Q7b. Number of Nights
Island of Oahu (Waikiki/Honolulu)	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
Island of Maui	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
Island of Moloka'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
Island of Lana'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
Big Island of Hawai'i (Kona/Hilo)	<input type="checkbox"/>	<input type="text"/> <input type="text"/>
Island of Kaua'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/>

8. For each Island you stayed overnight or longer, what type of accommodation did you stay in?

	Hotel	Condo	B&B	Time Share	Private Home	Cruise Ship	Other
Island of Oahu (Waikiki/Honolulu)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Maui	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. For each island you visited on your most recent trip, which of the following did you see or do?

	O'ahu	Maui	Kaua'i	Big Island	Moloka'i	Lana'i
<b><u>Sightseeing</u></b>						
Helicopter ride or airplane tour -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boat tour/submarine ride/whale watching-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tour bus excursion-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private limousine/van tour-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On own (self-guided)-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Recreation</u></b>						
Swimming in the ocean/sunbathing/beach-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snorkeling/scuba diving-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jet skiing, parasailing, windsurfing-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Running/jogging/fitness walking-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gym/health spa-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Backpacking/hiking/camping-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports event or tournament-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Entertainment</u></b>						
Lunch/sunset/dinner/evening cruise-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lounge act or stage show-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nightclub/dancing/bar/karaoke-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Shopping</u></b>						
Department stores-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Designer boutiques-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel stores-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swap meet or flea markets-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discount/outlet stores (e.g. Kmart, Waikale)-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarkets-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience stores-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duty free merchandise-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Cultural</u></b>						
Historic site-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum/art gallery-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Polynesian show/luau-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art/craft fair-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festival (please specify) _____-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Transportation</u></b>						
Trolley-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public bus-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi/limousine-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental car-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Regarding your most recent trip, how would you rate your experience on each island you visited...

	Excellent	Above Average	Below Average	Poor	Did not visit
Island of O'ahu (Waikiki/Honolulu) -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Maui -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo)-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. And, how likely are you to recommend those islands as a vacation place to your friends and relatives...

	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely	Did not visit
Island of O'ahu (Waikiki/Honolulu) -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Maui -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo)-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Thinking back to your most recent trip to Hawai'i, how far in advance of departure did you do each of the following? (Check one box in each row)

	Less than 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year	Did not do
a. Decide to take vacation/pleasure trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Decide to visit Hawai'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Decide on which islands to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Set the date for the trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Make airline reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Purchase tickets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Make accommodation reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Make rental car reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Purchase tour or attraction packages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. After you arrived in Hawai'i, did you purchase any additional tour or attraction packages?

- Yes
- No

14. Of the islands that you visited during your most recent trip, which ones did you decide to visit before your arrival in Hawai'i and which ones did you decide after your arrival?

	Decided Before Arrival in Hawai'i	Decided After Arrival in Hawai'i
Island of O'ahu (Waikiki/Honolulu) -----	<input type="checkbox"/>	<input type="checkbox"/>
Island of Maui -----	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i -----	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i -----	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo) -----	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i -----	<input type="checkbox"/>	<input type="checkbox"/>

15. Which of the following sources of information, if any, did you use when you were planning this trip? (Check all that apply)

- Travel agents
- Companies specializing in packaged tours
- Airline/commercial carriers
- Hotels or resorts
- Internet
- Hawai'i Visitors & Convention Bureau
- Magazines
- Newspapers
- Books
- Advice from friends or relatives
- Personal experience from past visit(s)

16. When planning this trip to Hawai'i, did you use a travel agent for any of the following? (Check all that apply)

- Help in deciding whether or not to travel to Hawai'i
- Help in choosing the airline
- Help in planning what to see and what to do
- Make airline reservations for you
- Make hotel or other lodging arrangements for you
- Make rental car reservations for you
- Help you purchase any tour or attraction packages

17. Which of the following describe the way you used the Internet to plan this trip? (Check all that apply)

- I never use the Internet
- Estimate the costs of things
- Find things to do
- Find a good hotel or place to stay
- Find good restaurants
- Find recreational activities
- Find evening activities
- Locate the best sightseeing places
- Find good shopping places
- Print out maps and directions
- Make airline reservations
- Make hotel/lodging arrangements
- Make rental car reservations

18. On this trip, did you travel: (Check all that apply)

- Alone
- With my spouse
- With my family including child(ren) under 18
- With other members of my family
- With my friends or business associates
- With my girlfriend/boyfriend
- Other (specify) \_\_\_\_\_

19. Not counting this trip to Hawai'i, how many vacations and overnight pleasure trips have you taken in the past 3 years?

- 1 trip
- 2-4 trips
- 5-9 trips
- 10 or more trips

20. Not counting this trip to Hawai'i, have you vacationed more than 2,000 miles from your home in the past 3 years?

- Yes
- No

21. Did you ever live in Hawai'i before?

- Yes
- No

22. Do you have friends and/or relatives who live in Hawai'i?

- Yes
- No

23. Do you own property in Hawai'i?

- Yes
- No

24. Please indicate your highest level of educational training:

- No high school
- Some high school
- High school graduate
- Some college
- Associates (2 year) degree
- College graduate (4 year)
- Post graduate degree
- Vocational/technical

25. Which of the following categories includes your household's total annual income from all sources before taxes for 2001?

- Up to \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$44,999
- \$45,000 to \$49,999
- \$50,000 to \$69,999
- \$70,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 or more

26. What is your age?

--	--

27. What is your gender?

- Male
- Female

28. What is your employment status?

- Working
- Retired
- Student
- Homemaker
- Other

29. On your most recent trip, what airport did you first arrive in Hawai'i?

- Honolulu Airport on O'ahu
- Kahului Airport on Maui
- Kona Airport on Hawai'i
- Hilo Airport on Hawai'i
- Lihu'e Airport on Kaua'i
- Lana'i Airport on Lana'i

30. **Regarding the first airport you arrived at, how would you rate the quality of the airport?**

- Excellent
- Above average
- Below average
- Poor

31. **When you arrived at the airport, did it make you feel like you were in Hawai'i?**

- Yes
- No

32. **After you arrived at the airport, did you immediately take another flight to another island?**

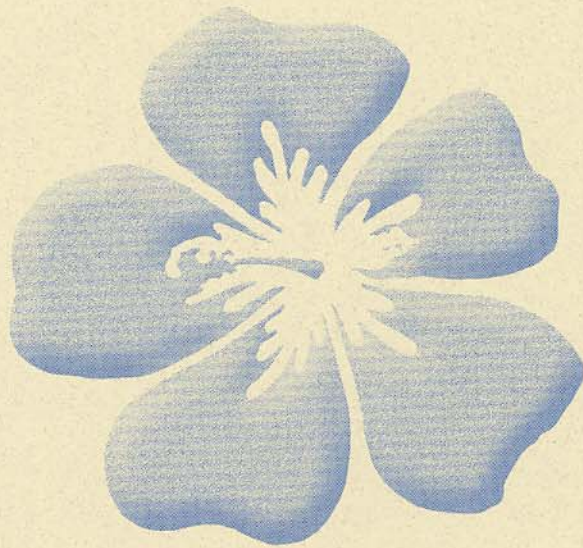
- Yes
- No

33. **The safety of our visitors is important to us. We would like to know if you experienced any of the following while in Hawai'i?**

- Wallet/purse/valuables stolen
- Room was vandalized/robbed
- Car was vandalized/robbed
- Received parking or other auto violations
- Physical violence/harm
- Solicited by prostitutes
- Solicited by drug dealers
- None of the above

**MAHALO FOR YOUR KOKUA (thank for your help).**  
Your feedback is important and your opinion counts. Please return the completed survey in the postage-paid envelope as soon as possible.

*Hope to see you in Hawai'i again soon.*



State of Hawaii  
Department of Business, Economic Development & Tourism  
Research & Economic Analysis Division