

2008

**Visitor Satisfaction
& Activity Report**



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

2008 VISITOR SATISFACTION AND
ACTIVITY REPORT

This report has been cataloged as follows:

Hawai'i. Dept. of Business, Economic Development and Tourism. Research and Economic Analysis Division. Tourism Research Branch.

Visitor satisfaction and activity report. Honolulu: 2001-.

Annual.

1. Tourism-Public opinion-Hawaii.
G155.H3.V753.2008

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ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Mr. Theodore E. Liu. This report was prepared by Mr. Daniel Nahoopii, Ms. Sarah Takemoto, Ms. Minh-Chau T. Chun, Mr. Lawrence Liu, and Mr. Robson Bunda under the direction of Dr. Pearl Imada Iboshi.

The report is also available in Adobe Acrobat form on the DBEDT website, <http://www.hawaii.gov/dbedt/info/visitor-stats/>.

Due to space limitations, additional data tables were not included in this report but can be found on the DBEDT website.

For further information about obtaining visitor data and other sources, contact the DBEDT Library at (808) 586-2424, or e-mail library@dbedt.hawaii.gov.

For further information about obtaining copies of the report, contact the DBEDT Research and Economic Analysis Division at (808) 586-2466.

Changes to 2008 Visitor Satisfaction Survey

In 2008, several changes had been made to the Visitor Satisfaction Survey form (see Section 9 for the list of changes).

1. INTRODUCTION

INTRODUCTION

Background

The Visitor Satisfaction Survey was initiated by the Hawai'i Visitors and Convention Bureau (HVCB, formerly known as the Hawai'i Visitors Bureau) in the 1950s. The survey has been conducted intermittently since that time and reports were published by HVCB for 1961, 1969-1977, 1984-1992, 1996 and 1998, focusing on visitors from the U.S. and Japan. In January 1999 the Hawai'i State Legislature transferred the responsibility for visitor-related research projects from HVCB to the Department of Business, Economic Development and Tourism (DBEDT). DBEDT began conducting the Visitor Satisfaction survey in 2001. In 2002, DBEDT expanded the study to include Canada and Europe visitors. Starting 2008, the research included Oceania.

The survey measures satisfaction levels for different components of the visitor experience (accommodations, attractions, dining, shopping, etc.) and also provides data on what activities visitors engaged in during their vacation. In this report, DBEDT presents results from the 2008 Visitor Satisfaction Survey. Results from this and past Visitor Satisfaction Surveys, as well as, other visitor research publications are available on the DBEDT website: <http://hawaii.gov/dbedt/info/visitor-stats>.

Objectives

There are three main objectives of this report. The first objective is to present measurements of survey respondents' satisfaction with Hawai'i as a visitor destination, specifically visitors from the top six major market areas, U.S. West, U.S. East, Japan, Canada, Europe, and Oceania. This report attempts to portray the visitors' overall evaluation of the vacation experience covering various aspects of their trip to the islands for the island that they stayed the longest. These visitors were queried about their experiences with Hawai'i's accommodations, restaurants, airports, parks, beaches, and attractions, as well as their engagement in activities such as sightseeing, shopping, transportation, cultural, entertainment, and sports and fitness. It is hoped that this feedback will help Hawai'i's businesses take proactive measures in promotion, maintenance, and improvement in these essential areas. Sectors of industries may also use these data to assess their performance. Detailed satisfaction information is not presented by island to improve feedback to Hawai'i's visitor industry.

The second objective is to provide some insight into the destination selection and trip planning process taken by these visitors. The data shows that visitors employ a variety of sources to plan, select and book a trip to the Hawaiian Islands. In particular, the data allows 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 analyze demographic information on visitors who responded to the study. This level of detail is not available from the DBEDT annual and monthly visitor reports. Information is provided on the average visitor's income level, employment status and education level. Furthermore, visitors are classified into lifestyle or lifestage segments as well as first-time or repeat visitors to highlight the different types of travelers to the

Hawaiian Islands. Information on their purpose of trip and their travel companion helps to complete the picture of the Hawai'i visitors.

Definitions

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

Major Market Areas (MMAs): Visitors are classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other states in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore, and Taiwan
8. Latin America – Argentina, Brazil, and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories

Visitor Lifestyle and Lifestage:

- Wedding/Honeymoon visitors: Visitors whose primary and secondary purpose of trip are to get married or honeymoon.
- Family: Visitors traveling with children under 18 years of age and are not in the above lifestage.
- Young: Visitors between 18 and 34 years of age and are not in the above lifestages.
- Middle Age: Visitors between 35 and 54 years of age and are not in the above lifestages.
- Seniors: Visitors 55 years of age or over and are not in the above lifestages.

2. CONDITION OF THE VISITOR INDUSTRY

CONDITION OF THE VISITOR INDUSTRY

2008 was a challenging year for Hawai'i's tourism industry. Two major domestic airlines (Aloha and ATA) ceased operations to the islands after March 31 and April 2. Furthermore, two Hawai'i home-ported ships stopped cruises in early February and in mid-May, leaving only one ship based in the islands. The global economic recession and high fuel prices also continued to restrain visitation to Hawai'i.

Total visitor days by air and cruise visitors dropped 8.9 percent to 63.9 million days in 2008. A total of 6,822,911 visitors arrived by air or by cruise ships, down from 7,627,819 visitors in 2007. The combined length of stay by these visitors increased to 9.36 days from 9.19 days in 2007. Total arrivals by air dropped 10.4 percent to 6,713,436 visitors in 2008. Canada (+7.9%) and Europe (+6.6%) air arrivals increased; but air arrivals from U.S. West (-14.7%), U.S. East (-11.5%), Japan (-9.4%), Oceania (-5.3%), Other Asia (-7.1%), and Latin America (-5.2%) were lower compared to 2007.

A total of 2,338,202 visitors, or 34.8 percent of total air visitors, came to the islands for the first time in 2008, down 11.7 percent from 2007. First-time visitors comprised 19.6 percent of U.S. West, 43.9 percent of U.S. East, 42.3 percent of Japan, and 38.7 percent of Canada markets, but accounted for the majority of Europe (70.4%) and Oceania (52.9%) markets. The share of first-timers among visitors from Oceania increased (+1.3 percentage points); while the share among U.S. East (-1.9 percentage points), Japan (-1.5 percentage points), and U.S. West (-1.3 percentage points) visitors were lower compared to 2007. Share of first-time visitors from Europe and Canada were virtually unchanged. The percentage of true independent visitors rose to 48.1 percent of total first-time visitors, up from 45.5 percent in 2007. The majority of the first-time visitors went to O'ahu (73.9%); followed by Maui (30%), Hawai'i Island (20.3%), and Kaua'i (14.3%).

In 2008, a total of 454,720 visitors honeymooned in the state, down 6 percent compared to the previous year. This group comprised 6.8 percent of total air visitors to Hawai'i, similar to 2007. Japan visitors accounted for the largest share (43%) of honeymoon visitors in 2008, up from 39 percent of total visitors in 2007. Share of honeymoon visitors from U.S. East (22.5%, -2.8 percentage points) and U.S. West (20.9%, -3 percentage points) were lower compared to 2007. The majority of honeymooners (70%) were first-timers visitors to the state. The majority (73.6%) of the honeymooners visited O'ahu, 29.8 percent visited Maui, 16.8 percent visited Hawai'i Island, and 15.6 percent visited Kaua'i.

Those who came to get married in Hawai'i dropped 14.7 percent from 2007 to 122,118 visitors. This group accounted for 1.8 percent of total air visitors to the state in 2008. Japan visitors comprised 47.8 percent of all visitors who came to get married in 2008, compared to 48.9 in 2007. Share of those who came to get married from U.S. West (25.2%, -1.1 percentage points) was slightly less compared to 2007 while U.S. East (16.9%, -0.4 percentage points) showed no change. The majority (73.2%) of those who came to get married visited O'ahu, 25.7 percent visited Maui, 15.6 percent visited Hawai'i Island, and 12.9 percent visited Kaua'i.

Please refer to the *2008 Annual Visitor Research Report* for a comprehensive analysis of Hawai'i's visitor industry, including: visitor characteristics and expenditures by major market areas, select countries, purpose of trip, accommodation, first-time/repeat visitor status, and island; detailed spending categories by major market areas and by island; cruise visitors characteristics and spending; visitor room inventory, hotel occupancy, and room rates; and air seat capacity to Hawai'i.

The *2008 Annual Visitor Research Report* is available in Adobe Acrobat format on the DBEDT Web Site: <http://www.hawaii.gov/dbedt/info/visitor-stats/visitor-research/>.

3. EXPERIENCE AND WILLINGNESS TO RECOMMEND OR REVISIT

Visitor Satisfaction Ratings

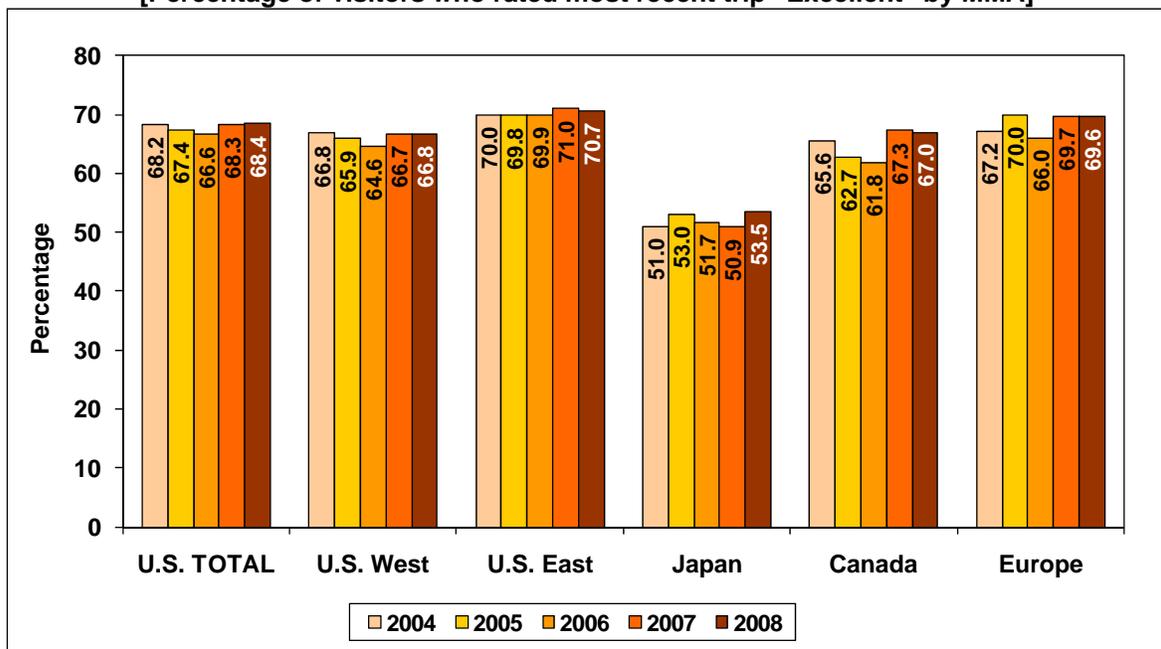
Visitor satisfaction is an important indicator of industry performance. This measure provides vital feedback on how well services are delivered and how well the industry meets expectations. High satisfaction is also a leading-indicator of customer retention and loyalty. Satisfying visitors’ needs and expectations encourages return trips to Hawai‘i. Satisfied customers also develop a fondness for the destination which results in a higher likelihood to recommend Hawai‘i to others.

Overall Rating of Most Recent Vacation to Hawai‘i (Tables 3.1 and 3.2)

Visitors continued to give high marks for their overall experience in Hawai‘i. The majority of visitors rated their most recent trip to Hawai‘i as *excellent* with very little fluctuation year-over-year.

- In 2008, more than two-thirds (68.4%) of U.S. visitors found their most recent trip *excellent*. There were 66.8 percent of U.S. West and 70.7 percent of U.S. East visitors that gave *excellent* ratings. U.S. visitor ratings were fairly consistent over the past five years.
- More than half (53.5%) of Japan visitors continued to rate Hawai‘i *excellent* in 2008.
- 2008 *excellent* ratings by visitors from Canada (67%) and Europe (69.6%) were virtually unchanged from the previous year.

Figure 1: Overall Rating of Trip
[Percentage of visitors who rated most recent trip “Excellent” by MMA]

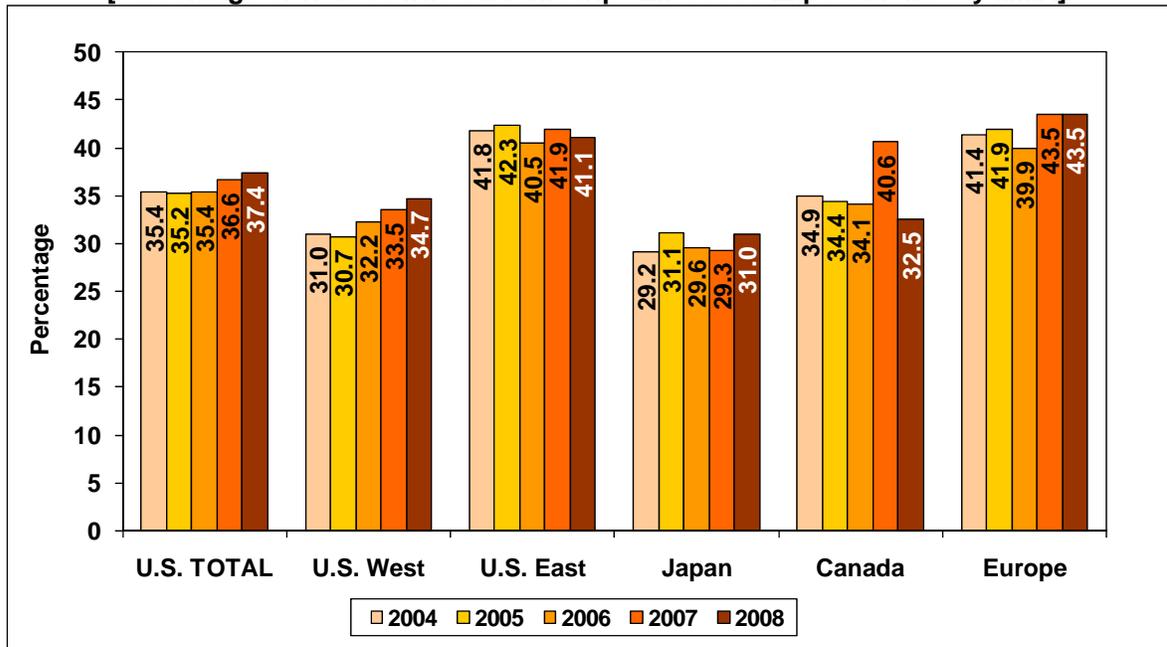


Expectations (Tables 3.5 and 3.6)

The visitors' evaluation of the trip is influenced not only by the attributes and characteristics of the service but also by the needs, motivations, and interests of the visitors. Therefore, it is important to measure how well the destination was able to provide the experience that was expected. Few visitors (less than five percent) felt Hawai'i did not meet their expectations at all. Overall, this indicator showed that Hawai'i's ability to *exceed expectations* remained quite strong.

- The percentage of 2008 visitors who said Hawai'i *exceeded their expectations* was relatively stable within Europe (43.5%), U.S. East (41.1%), U.S. West (34.7%), and Japan (31%) markets compared to the previous year.
- Canada visitor ratings dropped to 32.5 percent in 2008 compared to 40.6 percent in 2007, but more similar to 2006.

Figure 2: Trip Exceeds Expectations
[Percentage of visitors who said this trip "Exceeded Expectations" by MMA]

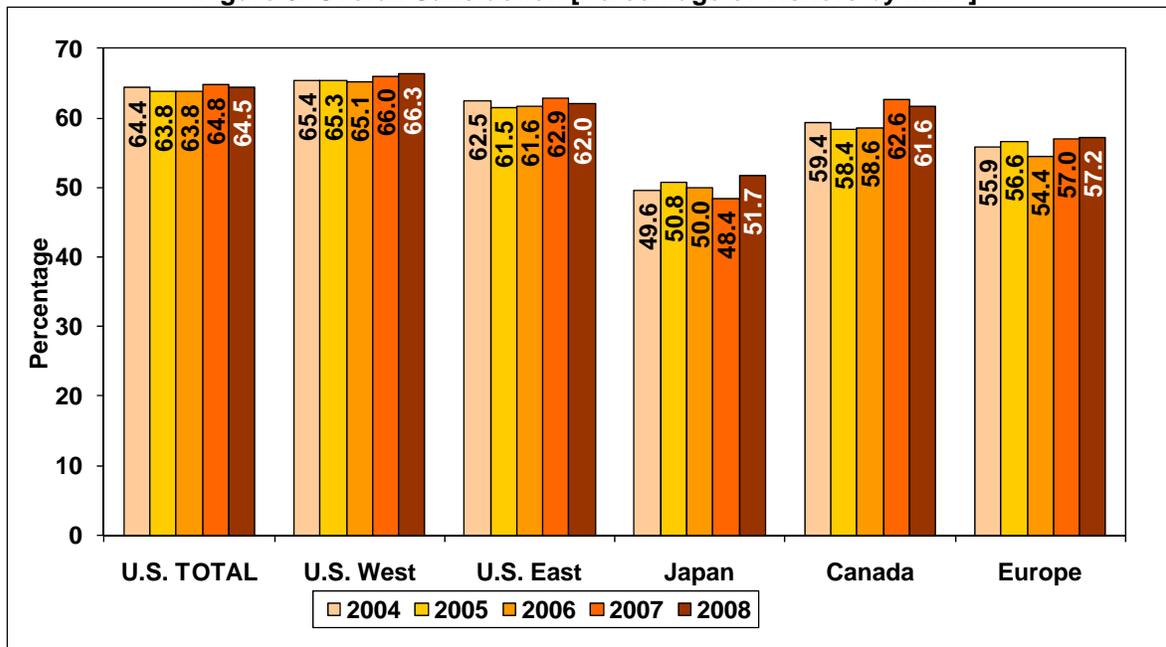


Overall Satisfaction/Dissatisfaction

Taking into account all the facets of satisfaction helps to give a better picture of the overall opinions of our visitors. The index of overall satisfaction is the average of ratings: *excellent* for overall vacation, *exceeded* for trip expectations, *very likely* for likelihood to recommend Hawai'i, and *very likely* for likelihood to revisit; which are detailed in later sections.

- Since 2004, more than three out of five U.S. West and U.S. East visitors to Hawai'i were overall satisfied.
- Japan visitors' overall satisfaction improved to 51.7 percent of Japan visitors compared to less than half (48.4%) in 2007.
- Over three-fifths of Canada visitors were overall satisfied in 2007 (62.6%) and 2008 (61.6%).
- Europe visitors' overall satisfaction of 57.2 percent was comparable to earlier years.

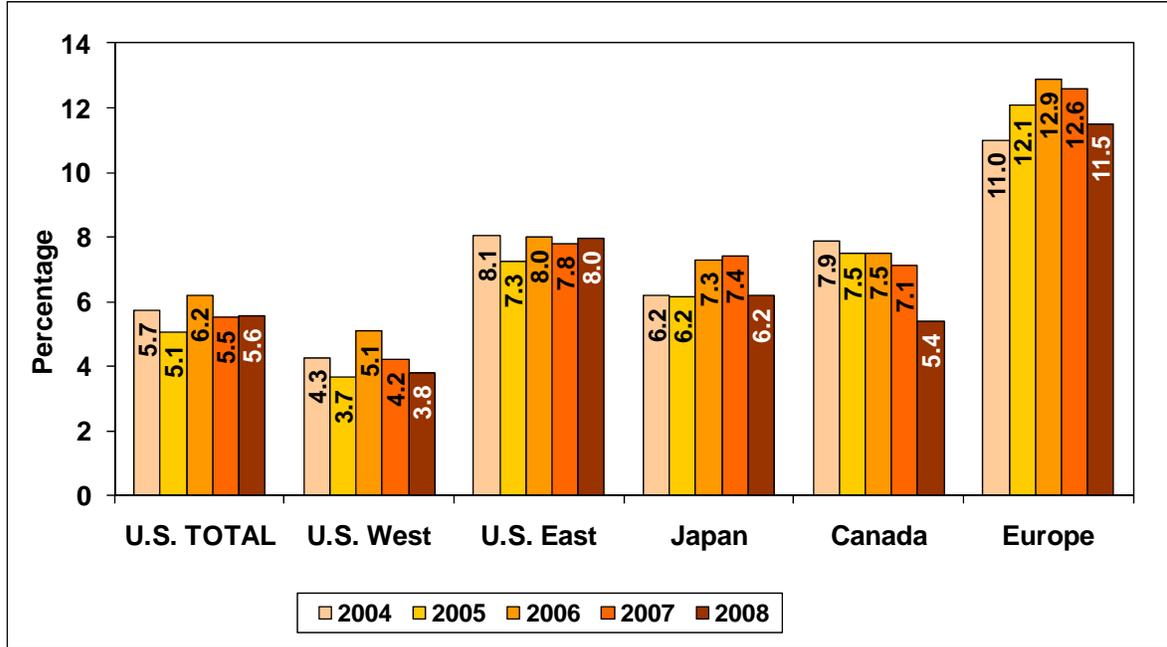
Figure 3: Overall Satisfaction [Percentage of Visitors by MMA]



The percentage of visitors dissatisfied with Hawai'i remained quite low. The index of overall dissatisfaction is the average of ratings: *below average* and *poor* for overall vacation, *did not meet* for trip expectations, *not too likely* and *not at all likely* for likelihood to recommend Hawai'i, and *not too likely* and *not at all likely* for likelihood to revisit.

- Overall dissatisfaction ratings from the top five markets were fairly similar over the last five years.

Figure 4: Overall Dissatisfaction [Percentage of Visitors by MMA]

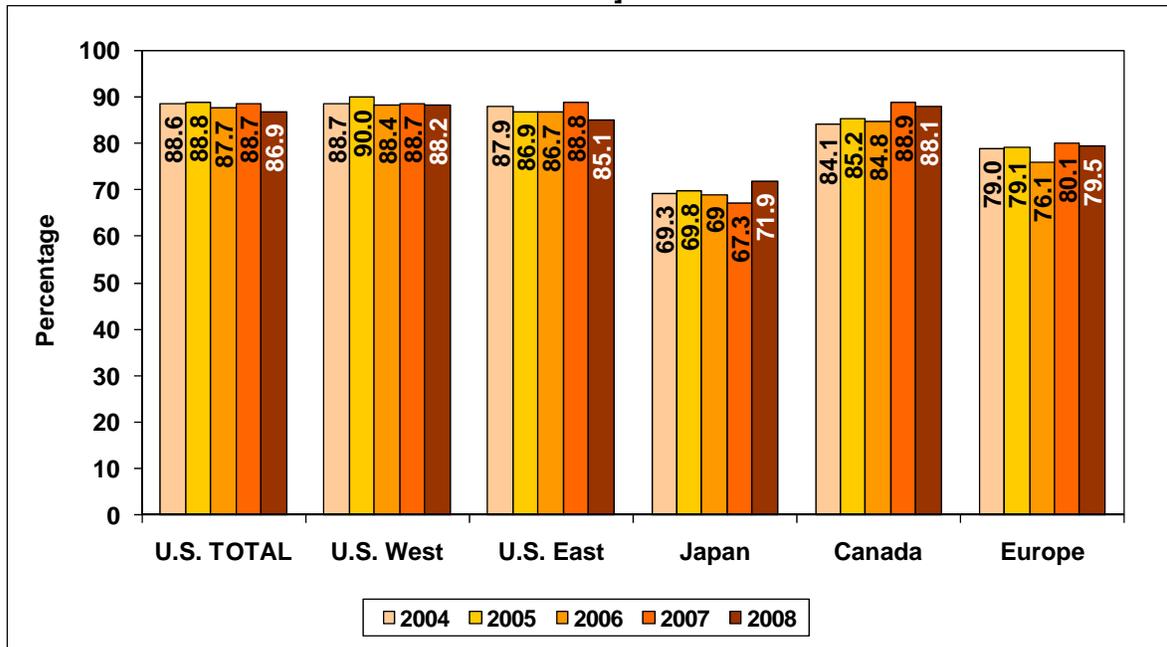


Likelihood to Recommend Hawai'i (Tables 3.7 and 3.8)

When visitors are highly satisfied with their trip, they are more likely to recommend the destination to friends and family. Many Hawai'i visitors reported *very likely to recommend* this destination to others. Word-of-mouth advertising is important in marketing Hawai'i. These referrals, in time, develop more first-time visitors to Hawai'i and encourage previous visitors to return.

- Since 2004, the likelihood to recommend Hawai'i to others remained relatively stable among U.S. West, U.S. East, and Europe visitors.
- The proportion of Japan visitors who were *very likely to recommend* Hawai'i increased to 71.9 percent in 2008 after being steady from 2004 to 2007.
- Most Canada visitors were *very likely to recommend* Hawai'i (88.1%). The share was similar to 2007 ratings (88.9%) but higher than 2004 (84.1%).

Figure 5: Very Likely to Recommend Hawai'i to Friends and Relatives
 [Percentage of visitors who are "Very Likely" to recommend Hawai'i as a vacation place by MMA]

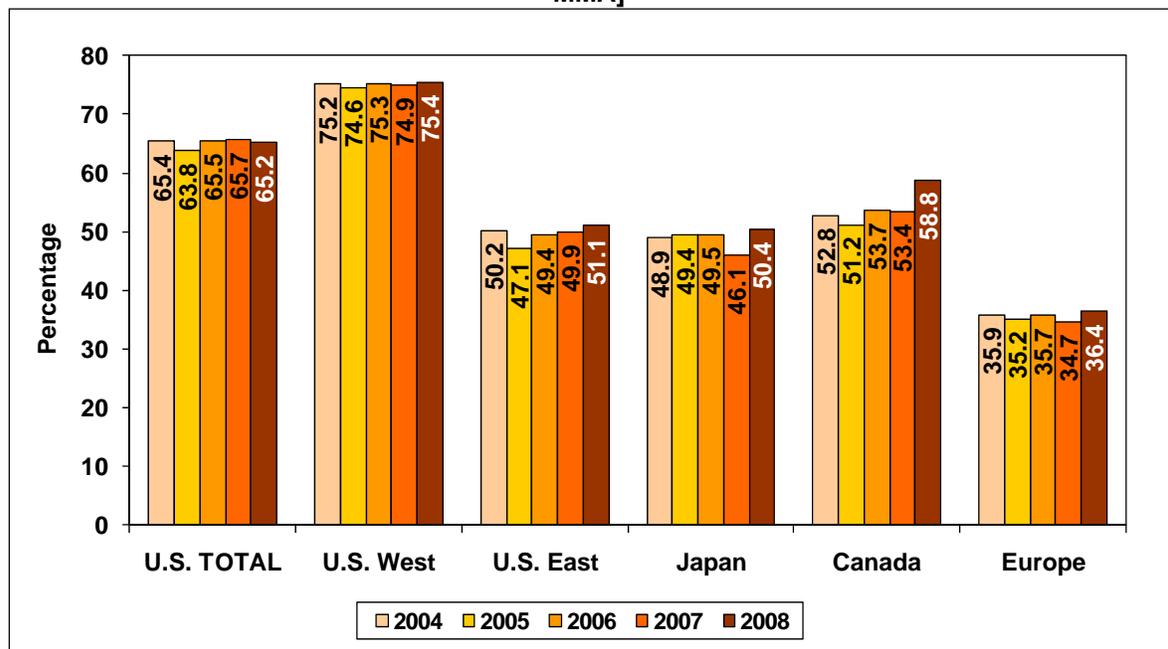


Likelihood to Revisit Hawai'i (Tables 3.9 and 3.10)

A visitor's decision to return to Hawai'i is influenced by positive experiences on the most recent trip and other factors such as curiosity for new experiences, available time, financial situation, and other commitments. Likelihood to revisit Hawai'i as an indicator, helps estimate future demand and changes in desires. Visitors continued to be satisfied with their vacations and their sentiment toward returning in the near future appeared stable.

- The percentages of U.S. West and Europe visitors who were *very likely to revisit Hawai'i in the next five years* were steady from 2004 through 2008.
- The share of U.S. East visitors who said they were *very likely* to return in 2008 (51.1%) was similar to 2007 (49.9%), but higher than 2005 (47.1%).
- Half of Japan visitors (50.4%) were *very likely to revisit* in 2008 compared to less than half in 2007 (46.1%).
- The proportion of Canada visitors who were *very likely* to return in the next five years was 58.8 percent in 2008, an increase from 53.4 percent in 2007.

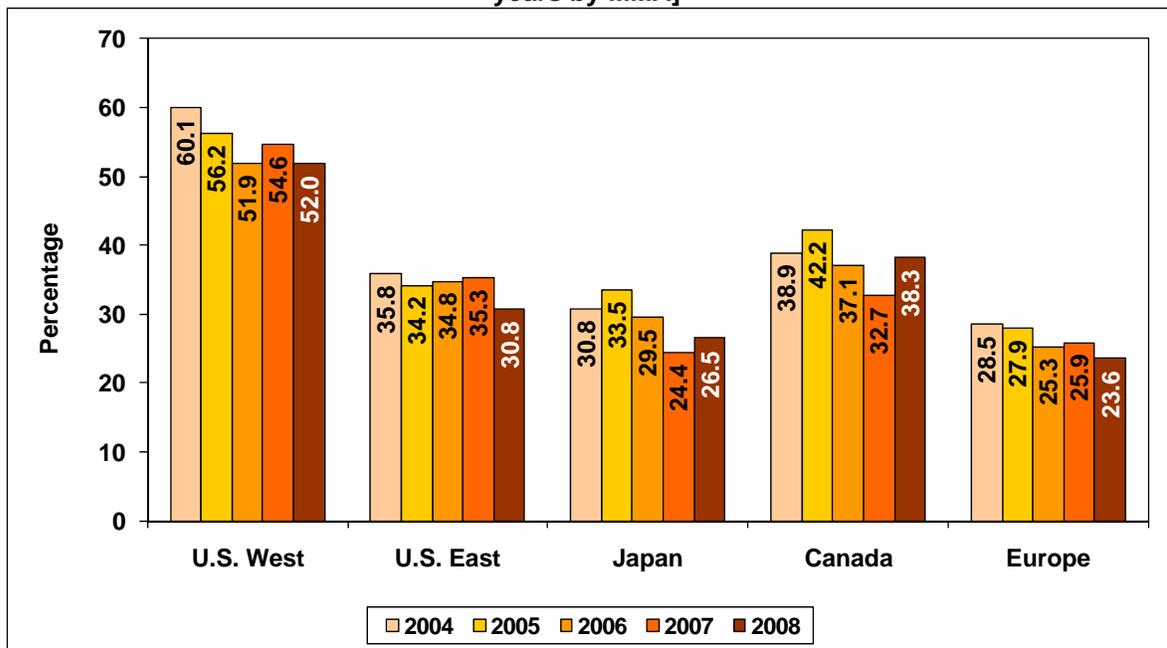
Figure 6: Very Likely to Revisit Hawai'i
[Percentage of visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



Since likelihood to revisit is also highly correlated with visitation status (first-time or repeat visitor) and the ratio of first-time to repeat visitors varies across MMA; a fitting representation is to analyze the first-time and repeat visitors separately.

- First-time visitors who were *very likely* to return from U.S. West (52%, -2.6 percentage points), Japan (26.5%, +2.1 percentage points), and Europe (23.6%, -2.3 percentage points) showed little change compared to 2007. However, proportions from U.S. West and Europe exhibit a decreasing trend since 2004.
- The share of U.S. East first-time visitors who were *very likely* to return was 30.8 percent in 2008, a decrease from 35.3 percent in 2007.
- There were more Canada first-time visitors in 2008 who said they were *very likely to revisit* (38.3%) compared to 32.7 percent in 2007.

Figure 7: First-Time Very Likely to Revisit Hawai'i
 [Percentage of first-time visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



The majority of repeat visitors from the top five visitor markets answered that they will *very likely* revisit Hawai'i in the next five years.

- Since 2004, four out of five U.S. West repeat visitors continued to be *very likely* to return to Hawai'i.
- The share of repeat visitors from U.S. East and Canada continued to show year-over-year improvement since 2005.
- Japan repeat visitor ratings for 2008 (62.3%) were similar to 2007 (62.9%) but 3.3 percentage points lower than 2006.
- More Europe repeat visitors (64.8%) said they were *very likely* to return in the near future compared to the previous four years.

Figure 8: Repeat Very Likely to Revisit Hawai'i
[Percentage of repeat visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]

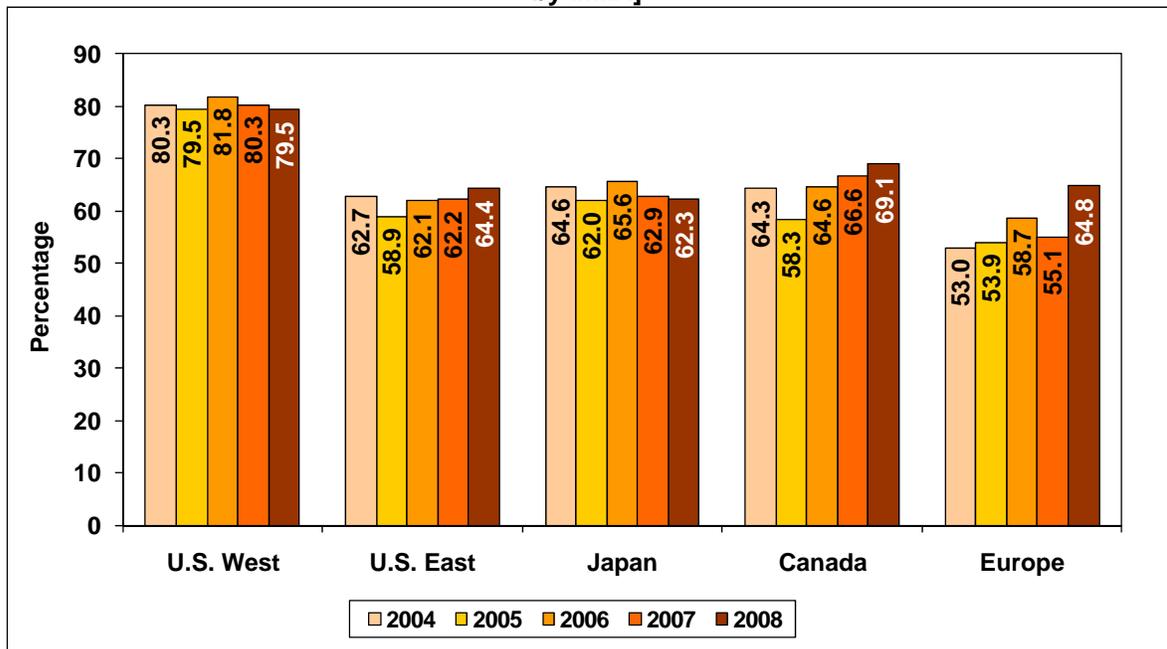
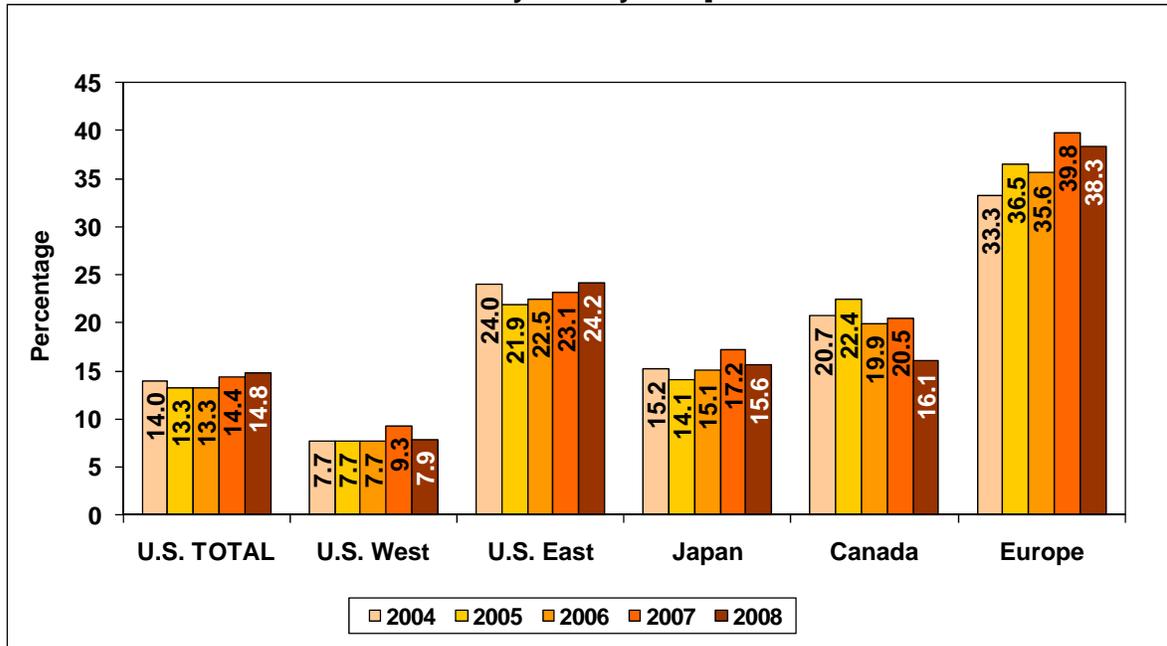


Figure 9 shows that the percentage of respondents who answered that they were *not at all likely* or *not too likely to return to Hawai'i in the next five years* continued to be fairly low among U.S. West; while slightly higher for Japan, Canada, and U.S. East visitors. Europe respondents had the highest percentage of those who will not revisit the islands in the next five years.

- In 2008, the proportion of U.S. West (7.9%, -1.4 percentage points), U.S. East (24.2%, -1.1 percentage points), Japan (15.6%, -1.6 percentage points), and Europe (38.3%, -1.5 percentage points) visitors who were *not likely to revisit Hawai'i* were similar to 2007.
- Fewer Canada visitors were *not likely* to return (16.1%) in 2008 compared to 2007 (20.5%).

Figure 9: Not Likely to Revisit Hawai'i

[Percentage of visitors who are “Not too likely” or “Not at all likely” to visit Hawai'i in the next five years” by MMA]

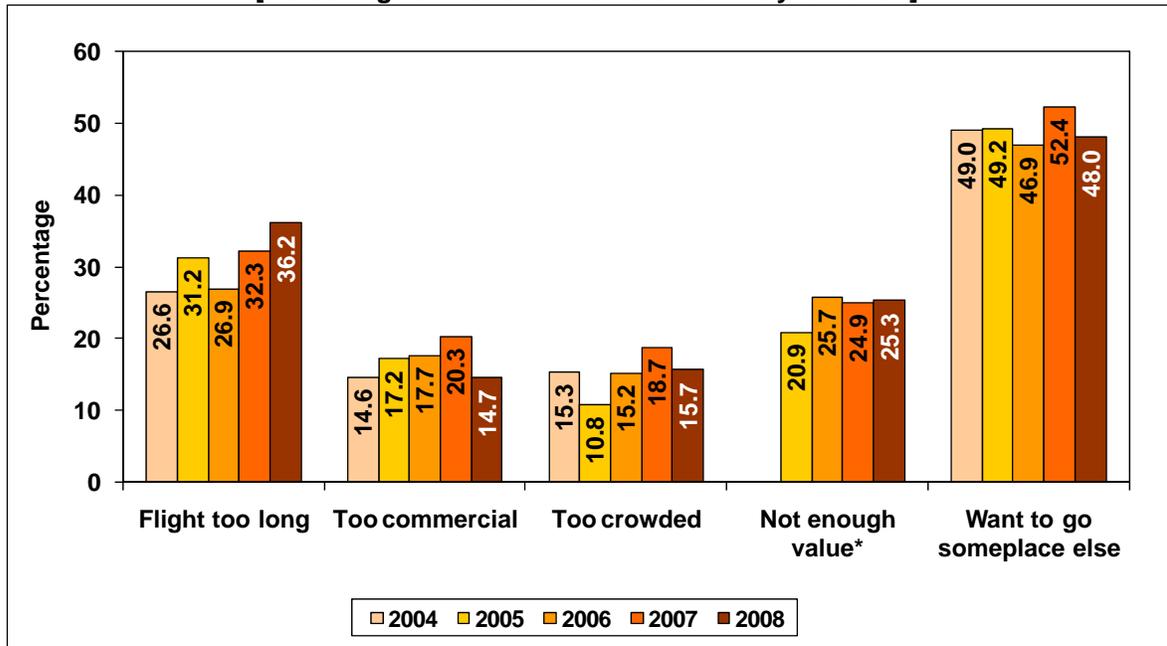


Reasons for Not Revisiting Hawai'i (Tables 3.13 to 3.15)

Many of the visitors not planning to return in the next five years report that it is because they want to go someplace else (see Figures 10 and 11). Note that the statistic reported for each reason for not revisiting Hawai'i is the percentage of those who were *not likely to revisit Hawai'i* (from previous section).

- About half of U.S. visitors from 2004 to 2008 who do not plan to return would rather visit a new destination.
- In 2008, there were fewer U.S. visitors who wanted to visit someplace new (48%, -4.4 percentage points) and felt that Hawai'i was too commercial (14.7%, -5.6 percentage points) compared to 2007.
- On the other hand, more U.S. visitors did not want to return because they felt the flight was too long (36.2%) compared to 32.3 percent in 2007 and 26.9 percent in 2006.

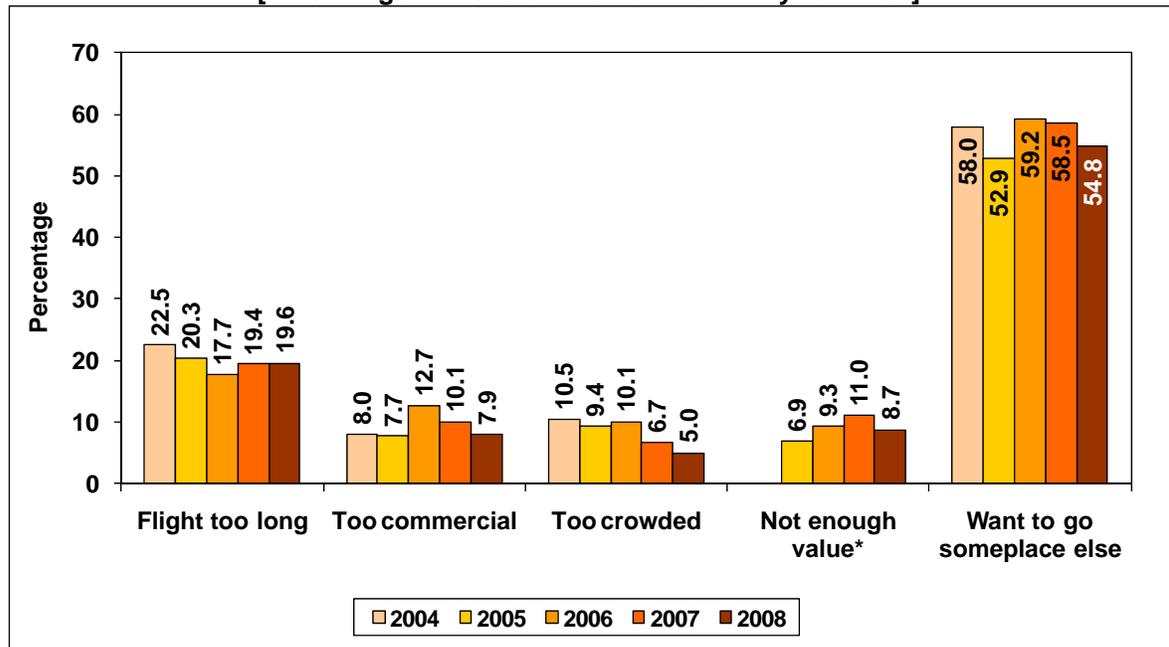
Figure 10: Reasons for Not Revisiting Hawai'i - U.S.
[Percentage of visitors who were not likely to revisit]



* Comparable data not available in 2004 for "Not enough value." Survey changed to state: "Not enough value for the price" instead of "Too expensive."

- More than half of Japan visitors from 2004 to 2008 wanted to explore a new destination; however in 2008, the proportion (54.8%) decreased 3.7 percentage points from 2007. The proportion continued to decline from 2006.
- Since 2006, the percentage of Japan visitors who felt Hawai'i was too crowded continued to decline into 2008.

Figure 11: Reasons for Not Revisiting Hawai'i - Japan
[Percentage of visitors who were not likely to revisit]



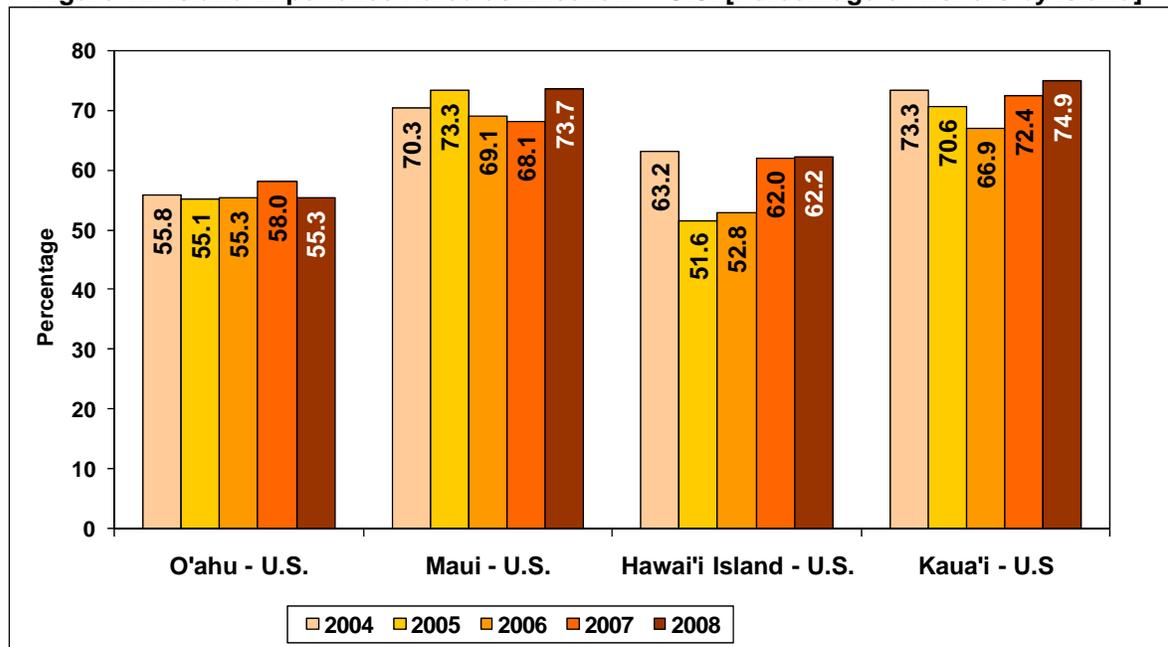
* Comparable data not available in 2004 for “Not enough value.” Survey changed to state: “Not enough value for the price” instead of “Too expensive.”

Individual Island Experience (Tables 3.3 and 3.4)

Each island has unique characteristics, activities, and products which resulted in varied visitor experiences. In general, the majority of visitors felt that the islands they visited were *excellent*.

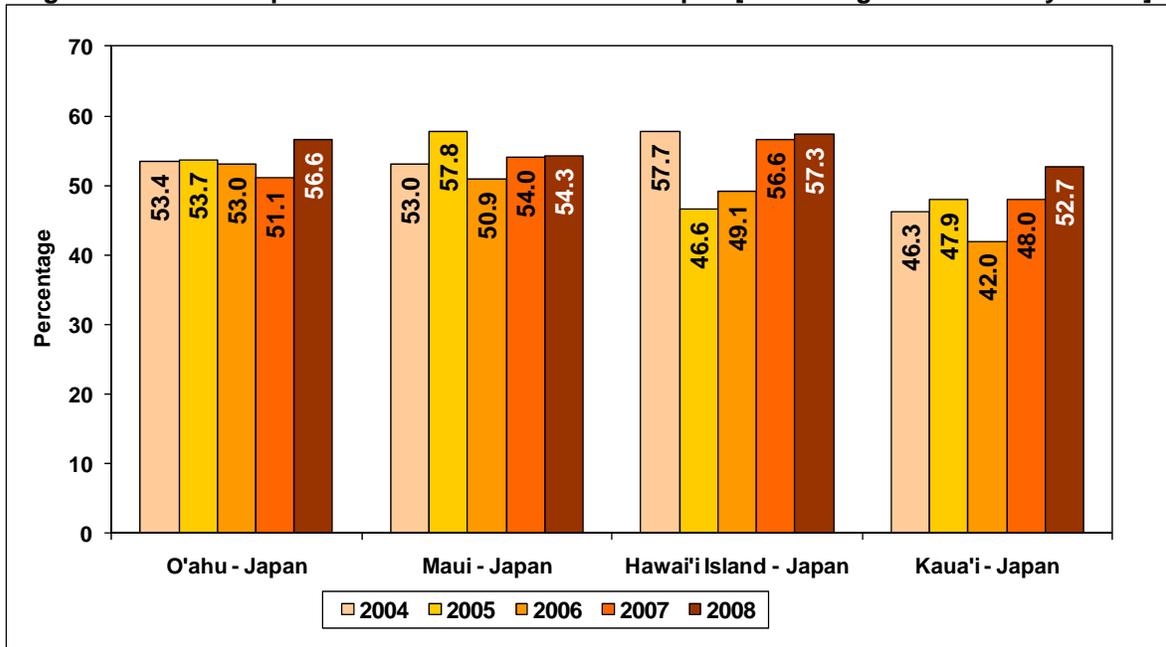
- For 2008, Kaua'i was the most positive destination for each MMA except Japan.
- Among U.S. visitors, a visit to Maui or Kaua'i was more likely to result in an *excellent* experience than O'ahu or Hawai'i Island (Figure 12).
- *Excellent* ratings by U.S. visitors remained consistent for O'ahu, Hawai'i Island, and Kaua'i compared to 2007.
- Maui's *excellent* ratings of 73.7 percent in 2008 jumped 5.6 percentage points higher than in 2007.
- Hawai'i Island *excellent* ratings showed improvement from 2005.
- Kaua'i ratings also improved year-over-year since 2006.

Figure 12: Island Experience Rated as Excellent – U.S. [Percentage of visitors by Island]



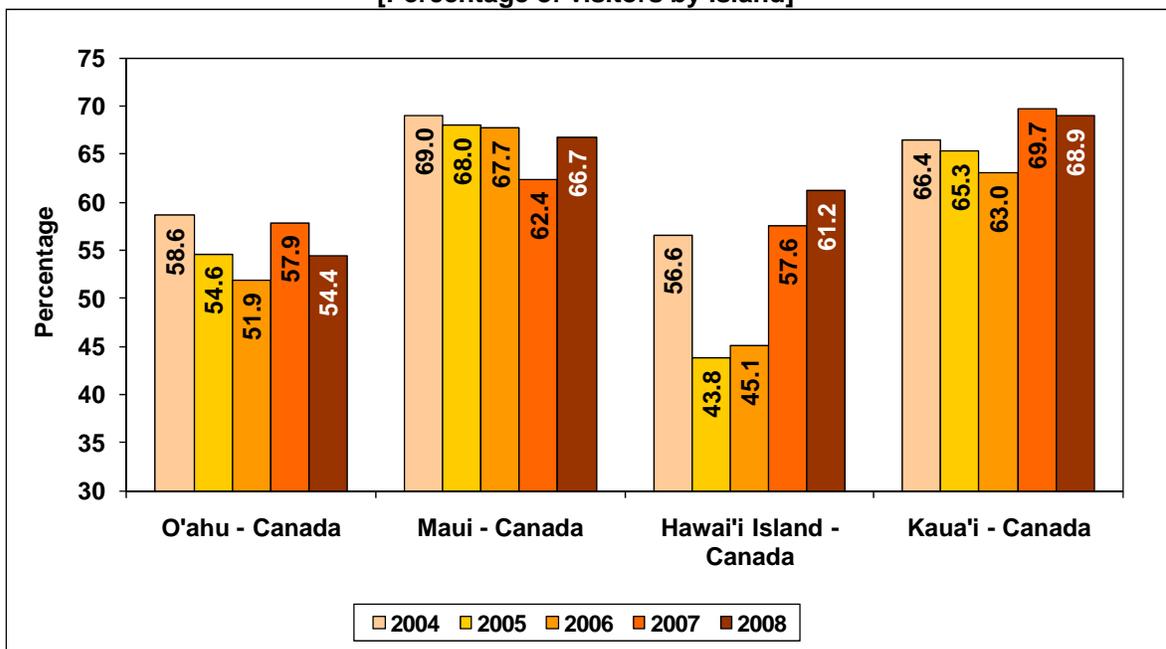
- More than half of the Japan visitors rated all islands as *excellent* in 2008 (see Figure 13).
- Compared to previous years, Japan visitors reported a record high rating for O'ahu (56.6%) in 2008.
- Overall, the Japan market did not rate Kaua'i as high as the other islands in previous years; however, a higher percentage of Japan visitors rated Kaua'i as *excellent* in 2008 (52.7%) compared to 2007 (48%). Kaua'i ratings continuously showed improvement since 2006.
- Japan visitors' experience on Maui (54.3%) and Hawai'i Island (57.3%) stayed relatively the same compared to 2007. However, Hawai'i Island ratings showed improvement over the preceding three years.

Figure 13: Island Experience Rated as Excellent – Japan [Percentage of visitors by Island]



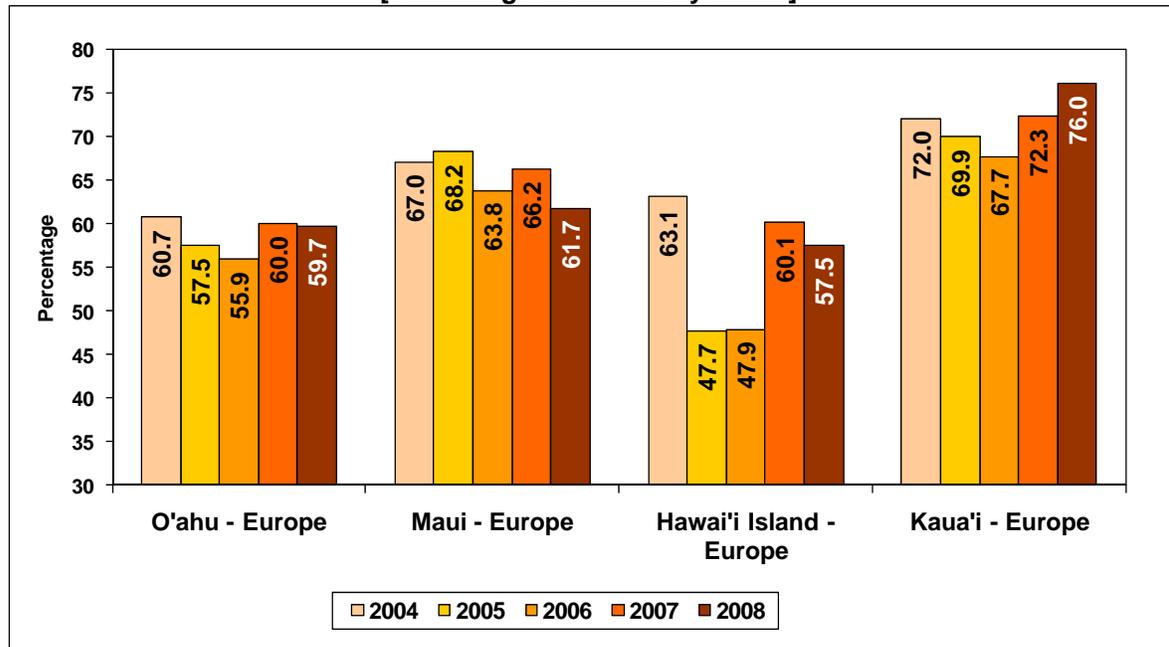
- Visitors from Canada found that Maui (66.7%) and Kaua'i (68.9%) were more likely to offer an *excellent* experience (see Figure 14).
- Maui had increased 4.3 percentage points to 66.7 percent in 2008 compared to the previous year.
- Hawai'i Island showed a year-over-year increase from 2005.

Figure 14: Island Experience Rated as Excellent – Canada [Percentage of visitors by Island]



- More than half of visitors from Europe continued to rate O‘ahu, Maui, and Kaua‘i *excellent* from 2004 to 2008 (Figure 15).
- More than half of Europe visitors rated Hawai‘i Island *excellent* for 2007 (60.1%) to 2008 (57.5%) compared to less than half in 2005 (47.7%) to 2006 (47.9%).
- Kaua‘i showed a steady increase from 2006 to 2008.

**Figure 15: Island Experience Rated as Excellent – Europe
[Percentage of visitors by Island]**



Oceania Visitor Satisfaction Ratings (Tables 3.3 to 3.13)

Since 2008 was the first year that satisfaction research was conducted for the Oceania market, a summary of Oceania visitor satisfaction ratings is provided below.

- The majority (64.4%) of Oceania visitors rated their recent trip to Hawai‘i *excellent*.
- The share of Oceania visitors who said their recent trip to Hawai‘i *exceeded expectations* was 32.1 percent in 2008.
- Overall satisfaction among Oceania visitors was 56.3 percent.
- Oceania visitors’ overall dissatisfaction ratings for 2008 comprised 6.7 percent.
- Four out of five (81.7%) Oceania visitors were *very likely to recommend Hawai‘i* to their friends and relatives.
- In 2008, 46.9 percent of Oceania visitors said they were *very likely* to return to Hawai‘i.
- Oceania first-time visitors who were *very likely* to return comprised 38 percent of Oceania visitors.
- More than half (54.8%) of Oceania repeat visitors were *very likely to revisit Hawai‘i*.
- There were 18.8 percent of Oceania visitors who said they were *not likely to revisit Hawai‘i in the next five years*.

- Among the 18.8 percent who were *not likely* to return, the majority (63.4%) of Oceania visitors said it was because they want to visit someplace new, while 27.6 percent said they had other financial obligations and 20 percent said Hawai'i was too commercial/overdeveloped.
- Oceania visitors rated O'ahu (65%) and Kaua'i (64.8%) slightly higher than Maui (61.6%) and Hawai'i Island (59.5%).

**Table 3.1 2008 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Excellent	68.4	80.4	71.9	74.1	68.6	62.4	71.6	67.4
Above average	28.7	19.3	25.8	22.9	28.6	34.0	25.7	29.7
Below average	2.7	0.3	2.0	2.4	2.7	3.4	2.4	2.7
Poor	0.2	0.0	0.3	0.6	0.0	0.2	0.3	0.2
U.S. WEST								
Excellent	66.8	79.7	72.3	69.7	67.5	60.1	72.9	65.7
Above average	30.2	20.3	25.2	27.2	29.4	36.4	24.3	31.2
Below average	2.8	0.0	2.0	2.8	3.0	3.4	2.5	2.9
Poor	0.2	0.0	0.5	0.3	0.0	0.1	0.3	0.2
U.S. EAST								
Excellent	70.7	80.9	71.2	79.5	69.9	65.6	70.9	70.5
Above average	26.7	18.6	26.9	17.8	27.6	30.8	26.4	26.8
Below average	2.4	0.5	1.9	1.9	2.4	3.3	2.4	2.5
Poor	0.2	0.0	0.0	0.8	0.0	0.3	0.2	0.2
JAPAN								
Excellent	53.5	67.8	56.5	67.0	51.1	41.1	56.9	51.9
Above average	44.3	31.4	41.7	32.1	46.7	55.3	40.9	46.0
Below average	2.1	0.9	1.6	0.8	2.1	3.5	2.1	2.0
Poor	0.1	0.0	0.2	0.0	0.1	0.1	0.1	0.1
CANADA								
Excellent	67.0	72.3	67.3	76.3	69.9	60.6	72.6	64.2
Above average	31.0	26.1	31.7	22.9	28.9	35.4	25.3	33.8
Below average	1.8	0.0	1.0	0.3	1.2	3.6	1.9	1.8
Poor	0.2	1.7	0.0	0.5	0.0	0.4	0.2	0.2
EUROPE								
Excellent	69.6	83.9	79.5	71.5	67.9	61.2	68.1	72.8
Above average	28.5	16.0	19.5	26.3	31.4	35.0	29.9	25.5
Below average	1.9	0.1	1.0	2.3	0.7	3.9	2.0	1.6
Poor	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
OCEANIA								
Excellent	64.4	84.2	72.4	56.2	66.8	59.5	61.3	67.2
Above average	33.0	15.3	25.5	43.6	29.9	36.8	35.6	30.6
Below average	2.6	0.0	2.1	0.2	3.4	3.7	3.0	2.3
Poor	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.2 2007 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Excellent	68.3	79.4	69.8	73.6	66.1	65.7	70.0	67.6
Above average	29.0	18.8	27.7	24.9	30.3	31.6	27.3	29.8
Below average	2.3	1.9	2.2	1.4	3.1	2.2	2.3	2.3
Poor	0.4	0.0	0.3	0.2	0.5	0.5	0.5	0.3
U.S. WEST								
Excellent	66.7	77.9	67.8	73.3	63.7	64.7	68.2	66.3
Above average	30.4	19.6	29.5	25.1	32.6	32.3	29.2	30.7
Below average	2.6	2.5	2.4	1.7	3.3	2.6	2.3	2.7
Poor	0.3	0.0	0.2	0.0	0.5	0.4	0.3	0.3
U.S. EAST								
Excellent	71.0	80.6	73.8	74.1	69.8	67.4	71.5	70.6
Above average	26.7	18.1	24.2	24.6	26.9	30.4	25.7	27.6
Below average	1.9	1.3	1.7	0.8	2.8	1.6	2.2	1.6
Poor	0.4	0.0	0.3	0.5	0.5	0.5	0.6	0.3
JAPAN								
Excellent	50.9	66.5	52.5	60.9	50.9	38.6	52.0	50.1
Above average	45.8	30.6	44.5	37.6	45.7	57.0	44.0	47.2
Below average	3.2	2.3	3.0	1.3	3.3	4.4	3.9	2.6
Poor	0.1	0.6	0.0	0.1	0.1	0.0	0.2	0.1
CANADA								
Excellent	67.3	81.0	66.6	72.7	69.5	61.9	69.6	65.9
Above average	29.6	19.0	29.9	25.1	27.8	34.2	26.7	31.4
Below average	3.1	0.0	3.5	2.2	2.7	3.9	3.7	2.7
Poor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EUROPE								
Excellent	69.7	83.3	69.4	70.3	66.8	67.4	69.8	69.4
Above average	27.3	15.9	28.8	25.2	29.2	30.7	27.0	28.1
Below average	2.7	0.8	1.4	3.8	3.8	1.8	2.8	2.3
Poor	0.3	0.0	0.5	0.7	0.2	0.2	0.4	0.2

**Table 3.3 2008 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
SATISFACTION - O'ahu							
Excellent	55.3	52.8	57.7	56.6	54.4	59.7	65.0
Above Average	38.6	41.2	36.2	40.4	40.6	34.2	32.0
Below Average	5.2	4.9	5.4	2.7	4.6	5.3	2.6
Poor	0.9	1.1	0.7	0.3	0.4	0.8	0.3
SATISFACTION - Maui							
Excellent	73.7	73.3	74.2	54.3	66.7	61.7	61.6
Above Average	23.0	23.8	22.0	40.4	29.7	34.7	30.4
Below Average	3.1	2.9	3.4	4.8	3.1	3.4	7.0
Poor	0.2	0.0	0.4	0.5	0.5	0.2	1.0
SATISFACTION - Moloka'i							
Excellent	58.2	47.9	65.9	47.5	43.3	62.6	47.0
Above Average	36.0	43.8	30.2	52.5	40.6	31.3	45.1
Below Average	4.7	6.7	3.2	0.0	12.2	5.4	7.9
Poor	1.1	1.7	0.7	0.0	3.9	0.7	0.0
SATISFACTION - Lāna'i							
Excellent	69.0	71.1	66.9	71.0	40.3	51.9	38.2
Above Average	28.2	25.1	31.4	29.0	38.7	42.0	54.6
Below Average	2.5	3.7	1.4	0.0	18.5	4.0	7.3
Poor	0.3	0.1	0.4	0.0	2.5	2.1	0.0
SATISFACTION - Hawai'i Island							
Excellent	62.2	61.8	62.5	57.3	61.2	57.5	59.5
Above Average	32.8	32.8	32.9	38.0	34.8	39.6	36.3
Below Average	4.6	4.9	4.4	3.9	3.7	2.8	3.4
Poor	0.4	0.6	0.2	0.8	0.3	0.1	0.8
SATISFACTION - Hilo							
Excellent	50.8	45.6	54.3	48.9	48.9	50.5	35.6
Above Average	39.0	43.1	36.2	44.9	40.5	43.7	59.6
Below Average	9.2	10.6	8.2	4.6	9.5	5.2	3.1
Poor	1.1	0.7	1.3	1.5	1.0	0.6	1.7
SATISFACTION - Kona							
Excellent	61.4	61.2	61.6	60.5	56.5	55.9	60.0
Above Average	33.5	33.8	33.3	35.4	39.6	39.6	33.2
Below Average	4.0	4.1	3.8	4.1	3.2	4.3	5.9
Poor	1.1	0.9	1.3	0.0	0.8	0.2	1.0
SATISFACTION - Kaua'i							
Excellent	74.9	72.5	77.8	52.7	68.9	76.0	64.8
Above Average	21.8	25.0	17.8	41.2	28.4	21.0	27.3
Below Average	3.0	2.3	4.0	6.2	1.6	1.2	7.8
Poor	0.3	0.2	0.4	0.0	1.1	1.8	0.0

**Table 3.4 2007 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
SATISFACTION - O'ahu						
Excellent	58.0	56.2	60.4	51.1	57.9	60.0
Above Average	36.1	37.9	33.7	43.8	35.9	33.5
Below Average	4.7	4.8	4.5	4.7	5.9	5.9
Poor	1.2	1.0	1.4	0.4	0.4	0.6
SATISFACTION - Maui						
Excellent	68.1	67.8	68.7	54.0	62.4	66.2
Above Average	28.1	28.2	28.0	37.8	34.0	29.6
Below Average	3.3	3.8	2.5	7.7	3.5	3.3
Poor	0.5	0.3	0.8	0.4	0.2	0.9
SATISFACTION - Moloka'i						
Excellent	53.6	54.6	50.7	64.3	65.6	46.1
Above Average	35.6	35.1	37.1	35.7	26.0	33.7
Below Average	8.8	7.6	12.1	0.0	8.4	14.1
Poor	2.0	2.7	0.0	0.0	0.0	6.0
SATISFACTION - Lāna'i						
Excellent	60.6	63.3	57.7	86.3	55.4	47.3
Above Average	30.2	21.4	39.8	13.7	42.5	47.6
Below Average	7.8	14.0	1.1	0.0	2.1	5.1
Poor	1.3	1.3	1.4	0.0	0.0	0.0
SATISFACTION - Hawai'i Island						
Excellent	62.0	59.3	65.2	56.6	57.6	60.1
Above Average	33.8	36.2	31.0	38.0	36.6	34.6
Below Average	3.7	4.2	3.2	4.5	5.5	5.1
Poor	0.5	0.3	0.6	0.9	0.3	0.2
SATISFACTION - Hilo						
Excellent	52.3	52.0	52.6	47.2	45.6	52.7
Above Average	39.1	39.6	38.6	47.3	44.4	37.1
Below Average	7.2	6.7	7.7	4.9	9.3	9.6
Poor	1.4	1.8	1.1	0.5	0.7	0.6
SATISFACTION - Kona						
Excellent	60.7	58.1	63.9	59.1	58.0	56.8
Above Average	34.5	36.9	31.6	36.2	36.4	36.4
Below Average	4.1	4.6	3.4	3.7	5.2	6.4
Poor	0.7	0.4	1.1	1.0	0.4	0.4
SATISFACTION - Kaua'i						
Excellent	72.4	70.4	75.5	48.0	69.7	72.3
Above Average	24.9	26.9	21.7	39.6	27.7	25.4
Below Average	2.5	2.5	2.4	11.9	1.9	1.9
Poor	0.2	0.1	0.3	0.6	0.8	0.4

**Table 3.5 2008 Expectations of Vacation by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Exceeded your expectations	37.4	65.1	36.6	46.7	38.5	30.0	51.2	32.7
Met your expectations	59.8	31.7	60.8	50.1	59.0	66.9	45.4	64.6
Did not meet your expectations	2.8	3.2	2.6	3.2	2.5	3.1	3.4	2.6
U.S. WEST								
Exceeded your expectations	34.7	62.5	35.8	39.4	36.3	28.7	53.5	31.5
Met your expectations	62.6	36.0	61.6	57.3	61.1	68.6	43.8	65.8
Did not meet your expectations	2.7	1.5	2.6	3.3	2.6	2.7	2.6	2.7
U.S. EAST								
Exceeded your expectations	41.1	66.9	38.3	55.6	41.2	31.9	50.0	35.2
Met your expectations	56.0	28.7	59.1	41.4	56.5	64.6	46.2	62.4
Did not meet your expectations	3.0	4.4	2.6	3.0	2.3	3.6	3.8	2.4
JAPAN								
Exceeded your expectations	31.0	49.5	27.4	47.0	28.8	19.1	46.2	23.4
Met your expectations	64.9	48.1	69.7	50.2	67.0	74.9	49.2	72.8
Did not meet your expectations	4.1	2.4	2.9	2.8	4.2	6.0	4.6	3.8
CANADA								
Exceeded your expectations	32.5	43.3	35.2	42.3	38.4	21.2	48.1	24.6
Met your expectations	65.3	55.1	62.6	56.7	60.1	75.7	48.5	73.9
Did not meet your expectations	2.2	1.7	2.2	1.1	1.5	3.1	3.4	1.5
EUROPE								
Exceeded your expectations	43.5	58.4	37.4	56.1	45.1	28.0	47.8	34.2
Met your expectations	54.0	40.9	59.3	41.2	53.7	68.1	49.4	64.1
Did not meet your expectations	2.4	0.7	3.4	2.7	1.2	3.9	2.8	1.7
OCEANIA								
Exceeded your expectations	32.1	60.7	27.5	43.6	38.7	23.4	45.3	20.5
Met your expectations	65.7	38.8	71.7	55.6	57.3	73.8	52.0	77.6
Did not meet your expectations	2.2	0.5	0.9	0.8	4.0	2.8	2.6	1.9

**Table 3.6 2007 Expectations of Vacation by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Exceeded your expectations	36.6	58.7	37.5	47.2	36.6	29.2	51.5	30.2
Met your expectations	60.4	39.5	59.7	50.1	59.6	68.0	44.7	67.2
Did not meet your expectations	3.0	1.8	2.8	2.7	3.8	2.8	3.8	2.7
U.S. WEST								
Exceeded your expectations	33.5	48.9	35.3	44.8	33.3	26.5	50.1	29.1
Met your expectations	63.6	49.4	61.6	52.9	63.2	70.8	46.7	68.1
Did not meet your expectations	2.9	1.7	3.1	2.3	3.5	2.7	3.2	2.9
U.S. EAST								
Exceeded your expectations	41.9	67.0	41.8	51.9	41.6	34.0	52.6	32.8
Met your expectations	55.0	31.1	56.0	44.8	54.1	63.2	43.2	64.9
Did not meet your expectations	3.1	1.9	2.3	3.3	4.2	2.8	4.2	2.2
JAPAN								
Exceeded your expectations	29.3	50.7	25.7	43.0	27.0	17.4	40.3	20.8
Met your expectations	65.3	44.9	69.1	52.4	67.8	76.1	53.7	74.4
Did not meet your expectations	5.4	4.4	5.2	4.5	5.2	6.5	6.0	4.9
CANADA								
Exceeded your expectations	40.6	64.9	36.2	54.4	45.2	30.0	53.6	32.3
Met your expectations	56.3	34.6	61.6	43.5	51.1	66.2	41.8	65.5
Did not meet your expectations	3.1	0.6	2.2	2.1	3.7	3.8	4.5	2.2
EUROPE								
Exceeded your expectations	43.5	60.7	41.5	44.9	42.8	37.5	49.2	30.4
Met your expectations	52.7	38.5	55.6	50.4	52.3	59.1	46.6	66.7
Did not meet your expectations	3.8	0.8	2.9	4.6	4.9	3.4	4.2	2.9

**Table 3.7 2008 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	86.9	87.8	89.5	87.2	86.2	85.5	82.7	88.3
Somewhat likely	11.4	11.3	9.3	11.3	12.2	12.0	14.9	10.2
Not too likely	1.3	0.6	0.6	1.3	1.4	1.9	1.9	1.2
Not at all likely	0.4	0.3	0.7	0.2	0.2	0.5	0.5	0.4
U.S. WEST								
Very likely	88.2	91.1	92.3	84.7	87.9	86.5	85.1	88.7
Somewhat likely	10.3	8.9	6.9	13.8	10.6	11.2	12.6	9.9
Not too likely	1.3	0.0	0.4	1.1	1.4	2.1	2.1	1.2
Not at all likely	0.3	0.0	0.5	0.3	0.2	0.2	0.3	0.2
U.S. EAST								
Very likely	85.1	85.5	84.2	90.3	84.2	84.2	81.5	87.5
Somewhat likely	12.9	13.0	13.9	8.2	14.2	13.1	16.1	10.7
Not too likely	1.4	1.0	0.9	1.4	1.4	1.7	1.8	1.2
Not at all likely	0.6	0.5	1.0	0.1	0.2	1.1	0.7	0.6
JAPAN								
Very likely	71.9	76.3	72.0	80.0	75.5	62.3	65.5	75.2
Somewhat likely	25.2	21.9	25.5	18.3	22.1	33.2	31.1	22.3
Not too likely	2.6	1.5	2.2	1.5	2.1	4.4	3.2	2.3
Not at all likely	0.2	0.3	0.3	0.2	0.3	0.1	0.3	0.2
CANADA								
Very likely	88.1	85.8	90.0	88.4	90.3	84.8	86.8	88.7
Somewhat likely	10.6	12.3	9.5	9.9	8.9	13.0	10.5	10.7
Not too likely	1.1	0.3	0.5	1.8	0.4	2.0	2.2	0.6
Not at all likely	0.2	1.7	0.0	0.0	0.4	0.1	0.5	0.0
EUROPE								
Very likely	79.5	82.3	88.1	71.0	80.0	81.8	76.4	86.1
Somewhat likely	17.2	17.4	11.3	26.1	16.9	12.3	19.9	11.5
Not too likely	2.9	0.3	0.6	2.9	2.5	5.2	3.6	1.6
Not at all likely	0.4	0.0	0.0	0.0	0.6	0.7	0.1	0.8
OCEANIA								
Very likely	81.7	88.2	86.4	66.4	83.7	83.0	77.2	85.7
Somewhat likely	15.3	11.3	11.5	32.5	14.3	12.1	18.6	12.4
Not too likely	2.8	0.0	2.2	1.1	2.0	4.6	4.1	1.8
Not at all likely	0.1	0.5	0.0	0.0	0.0	0.3	0.0	0.2

**Table 3.8 2007 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	88.7	92.2	90.4	87.6	88.8	87.7	85.1	90.3
Somewhat likely	9.3	6.0	7.7	10.7	9.1	10.4	12.4	8.0
Not too likely	1.5	1.8	1.4	1.4	1.4	1.6	1.6	1.5
Not at all likely	0.4	0.0	0.5	0.3	0.7	0.3	0.9	0.2
U.S. WEST								
Very likely	88.7	93.7	90.4	86.9	89.2	87.5	84.2	89.9
Somewhat likely	9.6	3.0	8.2	11.8	9.1	10.7	14.2	8.4
Not too likely	1.3	3.3	0.8	1.3	1.1	1.7	0.9	1.5
Not at all likely	0.3	0.0	0.6	0.0	0.6	0.1	0.8	0.2
U.S. EAST								
Very likely	88.8	90.9	90.4	88.9	88.1	88.0	85.9	91.2
Somewhat likely	8.7	8.5	6.6	8.5	9.0	9.9	10.9	6.9
Not too likely	1.8	0.5	2.6	1.8	1.9	1.5	2.1	1.5
Not at all likely	0.7	0.0	0.4	0.9	1.0	0.6	1.1	0.3
JAPAN								
Very likely	67.3	73.0	68.2	75.8	70.7	56.9	60.6	72.5
Somewhat likely	28.8	24.5	27.9	21.9	25.4	37.9	33.9	24.9
Not too likely	3.6	2.2	3.8	2.2	3.5	4.8	5.2	2.3
Not at all likely	0.3	0.3	0.2	0.1	0.4	0.3	0.3	0.3
CANADA								
Very likely	88.9	93.5	88.7	89.0	88.4	88.9	86.4	90.6
Somewhat likely	9.6	6.5	10.3	10.1	9.5	9.4	11.1	8.6
Not too likely	1.5	0.0	1.0	0.9	1.9	1.7	2.4	0.9
Not at all likely	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
EUROPE								
Very likely	80.1	89.4	80.9	78.7	79.4	78.0	78.2	84.3
Somewhat likely	16.1	9.8	17.3	16.5	15.2	18.7	16.9	14.2
Not too likely	3.4	0.8	1.3	3.9	4.7	3.3	4.3	1.5
Not at all likely	0.4	0.0	0.5	0.9	0.7	0.0	0.6	0.0

**Table 3.9 2008 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	65.2	53.9	65.3	60.5	69.9	64.2	37.9	74.3
Somewhat likely	20.1	22.1	19.1	28.1	17.7	19.2	33.0	15.7
Not too likely	12.4	18.7	13.1	10.2	10.9	13.5	24.1	8.5
Not at all likely	2.3	5.3	2.5	1.2	1.5	3.1	4.9	1.5
U.S. WEST								
Very likely	75.4	70.1	74.6	70.6	79.7	74.9	52.0	79.5
Somewhat likely	16.6	18.5	15.9	22.6	13.9	17.0	30.9	14.2
Not too likely	7.1	9.7	9.0	6.5	5.8	6.8	15.3	5.7
Not at all likely	0.8	1.6	0.5	0.3	0.6	1.3	1.9	0.6
U.S. EAST								
Very likely	51.1	42.6	47.4	48.3	58.1	49.1	30.8	64.4
Somewhat likely	24.8	24.6	25.3	34.8	22.3	22.4	34.1	18.6
Not too likely	19.7	25.0	21.1	14.7	17.0	22.9	28.6	13.9
Not at all likely	4.4	7.8	6.2	2.2	2.6	5.7	6.4	3.1
JAPAN								
Very likely	50.4	25.6	52.4	51.3	57.4	51.5	26.5	62.3
Somewhat likely	34.0	39.7	31.8	35.5	32.1	34.1	44.8	28.6
Not too likely	14.1	30.3	14.5	12.4	9.6	12.7	25.3	8.4
Not at all likely	1.6	4.4	1.3	0.8	0.8	1.7	3.4	0.6
CANADA								
Very likely	58.8	38.0	59.6	51.4	62.3	59.7	38.3	69.1
Somewhat likely	25.1	25.8	27.5	29.0	21.5	25.2	31.1	22.1
Not too likely	13.2	22.4	11.5	18.8	14.5	10.6	25.6	7.0
Not at all likely	2.9	13.7	1.4	0.9	1.7	4.6	5.0	1.8
EUROPE								
Very likely	36.4	29.4	47.3	32.3	41.6	32.3	23.6	64.8
Somewhat likely	25.3	20.8	22.0	24.6	24.6	29.4	27.0	21.4
Not too likely	33.1	46.7	28.1	39.1	29.0	29.7	42.6	12.0
Not at all likely	5.2	3.0	2.7	4.0	4.8	8.5	6.8	1.7
OCEANIA								
Very likely	46.9	21.6	46.4	32.2	62.0	47.1	38.0	54.8
Somewhat likely	34.3	59.2	36.1	54.8	23.9	28.7	38.6	30.5
Not too likely	14.6	12.5	13.2	12.7	11.6	18.0	17.5	12.1
Not at all likely	4.2	6.7	4.2	0.4	2.5	6.2	5.9	2.7

**Table 3.10 2007 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	65.7	48.0	65.7	60.2	69.9	66.4	43.7	75.1
Somewhat likely	19.9	30.5	20.2	26.6	18.1	17.4	30.5	15.4
Not too likely	12.1	18.9	12.0	11.3	10.1	13.4	20.9	8.3
Not at all likely	2.3	2.6	2.1	2.0	1.9	2.9	4.9	1.2
U.S. WEST								
Very likely	74.9	62.7	73.4	68.2	79.3	76.3	54.6	80.3
Somewhat likely	15.8	25.7	16.3	21.4	13.9	13.8	26.0	13.1
Not too likely	8.0	10.8	8.4	9.2	6.0	8.5	16.0	5.8
Not at all likely	1.3	0.8	1.9	1.2	0.8	1.5	3.4	0.8
U.S. EAST								
Very likely	49.9	35.6	50.1	44.5	55.7	49.0	35.3	62.2
Somewhat likely	27.0	34.6	28.1	36.7	24.6	23.6	33.9	21.2
Not too likely	19.1	25.8	19.2	15.3	16.2	22.0	24.7	14.4
Not at all likely	4.0	4.1	2.5	3.5	3.6	5.4	6.1	2.2
JAPAN								
Very likely	46.1	26.6	47.9	46.0	55.4	44.4	24.4	62.9
Somewhat likely	36.7	44.7	36.0	41.4	32.5	35.3	47.2	28.6
Not too likely	15.4	23.5	14.7	11.9	11.6	18.0	25.1	7.9
Not at all likely	1.8	5.3	1.4	0.8	0.4	2.3	3.3	0.6
CANADA								
Very likely	53.4	43.1	57.0	48.2	57.6	50.8	32.7	66.6
Somewhat likely	26.1	31.1	25.9	30.4	25.8	23.9	34.5	20.7
Not too likely	17.0	20.6	15.6	17.8	12.5	21.4	27.2	10.6
Not at all likely	3.5	5.2	1.4	3.5	4.1	3.9	5.7	2.1
EUROPE								
Very likely	34.7	23.4	33.0	38.2	39.7	31.5	25.9	55.1
Somewhat likely	25.6	22.7	31.3	28.6	24.1	24.1	26.4	23.6
Not too likely	31.0	40.8	26.8	26.2	28.1	35.5	37.0	17.1
Not at all likely	8.7	13.2	8.9	7.1	8.1	8.9	10.7	4.2

**Table 3.11 2008 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
RECOMMEND - O'ahu							
Excellent	66.9	65.9	67.8	69.5	69.7	67.4	79.6
Above Average	23.1	23.8	22.4	26.5	24.2	23.9	15.5
Below Average	7.3	7.4	7.2	3.4	4.4	6.7	4.1
Poor	2.8	2.9	2.7	0.6	1.7	1.9	0.8
RECOMMEND - Maui							
Excellent	85.6	86.7	84.1	64.2	84.3	74.6	82.6
Above Average	11.9	10.6	13.7	30.8	11.8	21.1	11.7
Below Average	1.9	2.0	1.9	4.7	3.1	3.5	4.5
Poor	0.5	0.7	0.3	0.3	0.8	0.8	1.1
RECOMMEND - Moloka'i							
Excellent	52.8	45.0	60.6	39.2	63.3	80.3	60.5
Above Average	21.3	28.4	14.2	40.3	21.3	13.7	37.6
Below Average	21.6	23.7	19.4	16.0	11.4	3.1	1.3
Poor	4.3	2.9	5.7	4.5	4.0	2.9	0.6
RECOMMEND - Lāna'i							
Excellent	48.8	47.7	50.0	40.7	59.7	75.6	73.0
Above Average	24.7	26.4	22.8	34.2	21.9	15.9	23.9
Below Average	19.5	17.8	21.4	21.2	16.4	6.1	1.0
Poor	7.0	8.1	5.7	3.9	1.9	2.4	2.1
RECOMMEND - Hawai'i Island							
Excellent	72.9	75.4	70.2	61.4	73.2	62.9	73.9
Above Average	20.5	19.6	21.4	33.1	21.1	30.2	18.5
Below Average	5.4	3.7	7.2	4.8	5.1	6.1	6.3
Poor	1.3	1.4	1.2	0.8	0.6	0.8	1.3
RECOMMEND - Kona							
Excellent	73.8	76.0	71.4	63.7	70.8	63.6	71.1
Above Average	20.2	19.0	21.6	31.1	23.1	27.0	21.0
Below Average	4.4	4.0	5.0	4.9	5.0	8.5	7.1
Poor	1.5	1.0	2.1	0.3	1.2	0.8	0.8
RECOMMEND - Hilo							
Excellent	58.4	55.5	60.8	54.8	60.0	59.7	72.7
Above Average	27.1	30.6	24.1	35.2	28.9	28.8	20.1
Below Average	11.8	12.5	11.3	8.7	8.4	9.2	5.3
Poor	2.7	1.4	3.8	1.4	2.7	2.3	1.9
RECOMMEND - Kaua'i							
Excellent	85.1	85.3	84.8	55.2	80.6	85.7	83.4
Above Average	12.3	12.6	12.0	33.6	16.0	10.9	9.1
Below Average	2.2	1.7	2.8	10.7	2.6	1.5	7.1
Poor	0.4	0.3	0.5	0.5	0.8	1.9	0.4

**Table 3.12 2007 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
RECOMMEND - O'ahu						
Excellent	68.3	67.4	69.5	62.6	72.7	68.4
Above Average	21.3	21.7	20.7	31.3	18.8	20.5
Below Average	7.4	7.8	6.9	5.2	6.9	8.6
Poor	2.9	3.0	2.8	0.8	1.6	2.5
RECOMMEND - Maui						
Excellent	81.6	80.6	83.3	58.1	82.7	75.5
Above Average	14.8	15.4	14.0	36.1	14.7	18.6
Below Average	2.9	3.3	2.2	4.4	1.9	4.7
Poor	0.7	0.7	0.6	1.4	0.6	1.2
RECOMMEND - Moloka'i						
Excellent	60.5	58.7	64.8	28.0	53.2	40.8
Above Average	23.6	27.1	14.9	39.1	30.1	34.6
Below Average	12.8	10.8	17.9	24.2	10.1	16.6
Poor	3.1	3.4	2.5	8.7	6.6	8.0
RECOMMEND - Lāna'i						
Excellent	58.9	56.7	62.4	25.9	56.2	43.3
Above Average	21.7	21.1	22.5	41.8	24.4	34.0
Below Average	16.2	19.1	11.7	24.1	14.3	20.5
Poor	3.2	3.1	3.4	8.3	5.1	2.2
RECOMMEND - Hawai'i Island						
Excellent	72.1	71.9	72.3	57.3	68.9	63.0
Above Average	23.0	22.9	23.1	36.1	25.2	27.9
Below Average	3.6	4.1	3.0	5.5	4.1	7.5
Poor	1.4	1.2	1.5	1.0	1.8	1.5
RECOMMEND - Kona						
Excellent	74.0	74.7	73.0	60.3	69.6	62.6
Above Average	20.8	20.3	21.5	33.0	24.3	27.7
Below Average	3.7	3.9	3.5	5.5	4.5	8.1
Poor	1.5	1.2	2.0	1.2	1.5	1.6
RECOMMEND - Hilo						
Excellent	62.0	60.7	63.4	50.1	58.7	55.4
Above Average	26.8	27.8	25.7	40.2	28.0	30.4
Below Average	7.9	7.3	8.5	8.4	11.6	9.4
Poor	3.3	4.1	2.4	1.3	1.8	4.7
RECOMMEND - Kaua'i						
Excellent	86.4	86.6	86.1	46.0	79.6	78.7
Above Average	11.5	11.2	11.9	38.6	17.3	18.3
Below Average	1.9	2.1	1.5	13.3	2.8	2.4
Poor	0.2	0.1	0.5	2.2	0.3	0.6

Table 3.13 2008 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Flight too long	36.2	12.1	46.4	19.6	28.8	60.2	15.4
Too commercial/overdeveloped	14.7	19.8	12.5	7.9	13.9	13.5	20.0
Too crowded/congested/traffic	15.7	22.1	12.9	5.0	9.1	5.2	9.9
Not enough value for the price	25.3	30.0	23.3	8.7	18.9	9.4	7.3
Want to go someplace new	48.0	41.4	50.9	54.8	57.7	60.4	63.4
Other financial obligations	29.5	22.7	32.3	26.2	30.0	21.0	27.6
Poor service	3.2	4.3	2.7	3.2	2.6	1.4	3.7
Unfriendly people/felt unwelcome	2.9	4.6	2.2	2.2	2.3	0.6	2.2
Poor health/age restriction	4.8	2.9	5.7	9.2	5.9	3.2	4.8
Other	15.0	18.0	13.7	27.8	11.0	5.1	6.4

Table 3.14 2007 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Flight too long	32.3	15.1	44.0	19.4	31.3	54.1
Too commercial/overdeveloped	20.3	27.2	15.5	10.1	16.6	13.3
Too crowded/congested/traffic	18.7	24.8	14.6	6.7	11.4	6.5
Not enough value for the price	24.9	26.2	24.1	11.0	18.3	9.4
Want to go someplace new	52.4	50.0	54.0	58.5	67.6	53.6
Other financial obligations	28.2	25.7	29.9	19.8	27.7	25.6
Poor service	3.5	4.3	3.0	2.6	2.0	1.2
Unfriendly people/felt unwelcome	6.0	7.9	4.7	1.8	0.9	1.7
Poor health/age restriction	5.7	6.8	5.0	10.9	3.2	4.7
Other	9.6	11.4	8.4	21.4	10.1	8.8

Table 3.15 2007 Other Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Security/laws/regulations	0.5	1.1	0.1	1.2	0.0	0.2
Severe Weather	1.0	1.1	0.9	0.4	1.7	0.1
Too expensive/no money	3.6	3.2	3.9	4.8	4.7	3.5
No time/no vacation	0.2	0.4	0.2	6.5	0.4	0.0
Other	4.2	5.7	3.2	5.3	3.3	4.7

4. SATISFACTION AND RATING

SATISFACTION AND RATINGS

In general, no Hawai'i destination was found to be more outstanding than the others given that each destination appealed to the various major marketing areas in different ways. Nevertheless, many visitors among the top six visitor markets reported that O'ahu's shopping and parks and beaches provided a satisfying experience in 2008. Kaua'i received higher ratings for their golf and activities while Kona received higher ratings for their accommodations in 2008. Ratings in this section reflect the percentage of visitors who were *very satisfied*, unless otherwise mentioned.

Detailed Satisfaction Ratings by MMA

U.S. West Visitors (Tables 4.1 to 4.8)

- U.S. West visitors were *very satisfied* with the accommodations on O'ahu (73.9%), Maui (82.3%), Kaua'i (78.8%), and the Kona side of Hawai'i Island (76.5%). Accommodations at these destinations were mainly praised for the locations and cleanliness and comfort. O'ahu (71.8%), Maui (76.6%), Kaua'i (79.6%), and Kona's (72.7%) parks and beaches were also highly praised by U.S. West visitors mainly for its security, facility, and cleanliness and comfort.
- Many U.S. West visitors were *very satisfied* with O'ahu's shopping (69.1%). Seven out of ten visitors were *very satisfied* with the sufficient number of shopping places (77.5%) and locations (72.4%), while the more than half were *very satisfied* with the variety of merchandise (64.4%) and service (61.5%).
- U.S. West visitors rated activities/attractions on Kaua'i (77.3%) higher compared to the rest of the islands for its variety of choices (78%), excitement (75.6%), and value for their money (51%).

U.S. East Visitors (Tables 4.9 to 4.16)

- U.S. East visitors felt *very satisfied* with the accommodations on O'ahu (75.6%), Maui (83.1%) and the Kona side of Hawai'i Island (80.5%); particularly with the locations, service, and cleanliness and comfort. U.S. East visitors were also *very satisfied* with O'ahu (78.4%), Maui (79.8%), Kaua'i (79%), and Kona's (79.1%) parks and beaches for its security, facility, and cleanliness and comfort.
- In 2008, four out of five U.S East visitors were very pleased with Maui (83.5%) and Kaua'i's (80%) golf, particularly with the locations and service provided. However, 23.3 percent were either *somewhat dissatisfied* or *not satisfied at all* with the value for their money with Maui's golf courses.
- U.S. East visitors had a better shopping experience on O'ahu (68.3%) and Maui (68.8%) compared to the other islands. Visitors were *very satisfied* with the sufficient number of shopping places, locations, and variety of merchandise on these islands. However, U.S. East visitors felt that Maui's shopping also excelled in service and quality of merchandise.

Japan Visitors (Tables 4.17 to 4.22)

- Japan visitors were *very satisfied* with the accommodations on O‘ahu (46.2%), Maui (66.7%), and Kona (56.3%); especially with the locations of these destinations.
- Half (51%) of Japan visitors were *very satisfied* and 44.6 percent were *somewhat satisfied* with O‘ahu’s parks and beaches. Many (43.2%) visitors rated the security of the island’s parks and beaches as very satisfying. In 2008, 45.1 percent of Japan visitors were very pleased and 48.2 percent were *somewhat satisfied* with O‘ahu’s shopping. Predominantly, Japan visitors (60.8%) were very pleased with the sufficient number of shopping places.
- Golf was ranked high on Maui (62.8%) and Kona (55.5%), particularly with the locations on Maui (83.7%) and Kona (71%).
- Quite a few Japan visitors to Maui (31.2%) and Kona (34.7%) felt that the transportation was a bit disappointing (*somewhat dissatisfied* or *not satisfied at all*). Visitors complained (were either *somewhat dissatisfied* or *not satisfied at all*) about transportation on Maui for its convenience (39.5%) and efficiency (38.2%); while visitors to Kona complained about the efficiency (43.2%), convenience (40.1%), value for their money (31.3%), and cleanliness and comfort (27.3%).
- More than a quarter of Japan visitors were either *somewhat dissatisfied* or *not satisfied at all* with shopping in Maui (26.7%) and Kona (33%). Japan visitors to Maui rated the variety of merchandise (36.8%) and local/handmade items (30.1%) poorly, while visitors to Kona rated the sufficient number of shopping places (45.1%) and variety of merchandise (42.7%) poorly.

Canada Visitors (Tables 4.23 to 4.30)

- Canada visitors were *very satisfied* with their experience with accommodations on Maui (76.5%), Kaua‘i (78.4%), and Kona (79.1%). Canada visitors were *very satisfied* with the accommodations at these destinations for the locations, service, facility, and cleanliness and comfort.
- Canada visitors on O‘ahu visitors gave high ratings to the parks and beaches (69.2%) in 2008. Visitors had high satisfaction with the cleanliness and comfort (57.1%), security (55.8%), and facility (54.1%).
- Visitors from Canada enjoyed golf on Maui (81.5%) and Kona (74.3%). Visitors were especially pleased with the locations and services with Maui and Kaua‘i’s golf courses; however, 21.4 percent of Canada visitors were either *somewhat dissatisfied* or *not satisfied at all* with the value for their money with Maui’s golf courses.

Europe Visitors (Tables 4.31 to 4.38)

- Many Europe visitors were *very satisfied* with O‘ahu (76.1%), Maui (75.8%), and Kona’s (74.2%) parks and beaches; particularly with the security, facility, and cleanliness and comfort.
- Accommodations on Kaua‘i (70.5%) and Kona (71.7%) were highly rated by Europe visitors. Visitors were highly satisfied with the locations, service, facility, and cleanliness and comfort on Kaua‘i and Kona.
- Golf courses on Maui (76.1%) received the highest rating from Europe visitors. Visitors especially enjoyed the locations (82.7%) and service (67.9%).

Oceania Visitors (Tables 4.39 to 4.42)

- More than seven out of ten Oceania visitors were *very satisfied* with the parks and beaches on O‘ahu (73.3%) and Maui (74.7%). The majority rated the security, facility, and cleanliness and comfort high on O‘ahu and Maui.
- Oceania visitors enjoyed golf courses on O‘ahu (73%) and Kaua‘i (86.7%). Visitors especially enjoyed the locations and service provided on O‘ahu and Kaua‘i; however, 11.8 percent were *not satisfied at all* with the value for their money with Kaua‘i’s golf.
- Accommodations on Maui (73.3%), Kaua‘i (82.5%), and Kona (69.2%) were also highly favored by Oceania visitors. Accommodations at these destinations were mainly praised for the locations, service, facility, and cleanliness and comfort.

Overall Satisfaction Ratings by Lifestyle/Lifestages

U.S. West Visitors (Tables 4.43 to 4.46)

- Accommodations (77.7%) and parks and beaches (79.3%) on O‘ahu were the most favored by Seniors compared to other lifestyles, while shopping on O‘ahu was the most favored by Wedding/Honeymoon visitors (86.7%). More First-time visitors were *very satisfied* with O‘ahu’s golf (98.1%) and activities/attractions (71.8%) compared to Repeat visitors. However more Repeat visitors were *very satisfied* with the restaurants (58.1%) and transportation (62.4%).
- Compared to other lifestyle segments, Wedding/Honeymoon visitors were more likely to be *very satisfied* with Maui’s activities/attractions (93.1%), accommodations (88.8%), and parks and beaches (87.3%); while Middle Age visitors (68.8%) were more likely to enjoy Maui’s restaurants. More U.S. West First-timers were *very satisfied* with shopping (71.7%) and activities/attractions (77.1%) while more U.S. West Repeat visitors were *very satisfied* with Maui’s restaurants (62.8%).
- Activities/attractions on Kaua‘i were more likely to impress Wedding/Honeymoon visitors (86.4%) compared to other lifestyles, while parks and beaches on Kaua‘i were more likely to impress Family visitors (85.1%). Four out of five Middle Age (82.9%) and Senior (81.4%) visitors were *very satisfied* with Kaua‘i’s accommodations; however, more than a few Middle Age visitors (32.7%) were *not satisfied at all* with the island’s transportation. More First-timers felt *very satisfied* with Kaua‘i’s shopping (65.6%), transportation (93.2%), and parks and beaches (84.4%) compared to Repeat visitors.
- Wedding/Honeymoon visitors were more impressed with Kona’s activities/attractions (87.5%) and shopping (86.9%) compared to other lifestyles. Parks and beaches on Kaua‘i were mainly enjoyed by Family (76.1%) and Middle Age (76.3%) visitors. There were more First-time visitors who were *very satisfied* with the shopping (64.9%), activities/attractions (78.3%), and parks and beaches (79.9%); while Repeat visitors were more satisfied with the accommodations (77.8%) and golf (61.1%).

U.S. East Visitors (Tables 4.47 to 4.50)

- The share of Wedding/Honeymoon visitors who were impressed with the parks and beaches (85.7%) and accommodations (84.1%) on O‘ahu was higher compared to other lifestyle segments. Three out of four Young (77.8%) and Wedding/Honeymoon (76.8%) visitors were *very satisfied* with the island’s activities/attractions. There were more Senior

visitors (73.6%) who were *very satisfied* with the shopping on O‘ahu compared to other lifestyles. First-timers were more pleased with the activities/attractions (77.7%) and parks and beaches (82.2%); while Repeat visitors were more pleased with the accommodations (77.2%), restaurants (59.8%), shopping (70.3%), and golf (71.1%).

- Wedding/Honeymoon visitors were more likely to enjoy Maui’s parks and beaches (91.8%) compared to other lifestyles while Family visitors were more likely to be pleased with Maui’s accommodations (89.1%). Typically Family and Young visitors had a higher tendency to be *very satisfied* with Maui’s golf courses (95.6% and 92.9%, respectively) and activities/attractions (84.9% and 93.9%, respectively) compared to other lifestyles. More Repeat visitors were very pleased with Maui’s restaurants (68.4%), shopping (70.9%), golf (86.7%), and airports (65.5%) compared to First-timers.
- Parks and beaches on Kaua‘i were the most favored by Young visitors (92.7%). Compared to Repeat visitors, First-time visitors were more likely to be *very satisfied* with Kaua‘i’s golf (93.6%) and activities/attractions (80.4%).
- Parks and beaches on Kona were more likely to be enjoyed by Wedding/Honeymoon (91.2%) and Young (88.5%) visitors compared to other lifestyle segments. In addition, Young visitors were more likely to enjoy Kona’s activities/attractions (89.4%). Seven out of ten Middle Age (71%) and Senior (70.5%) visitors were *very satisfied* with the golf. More than a quarter (31.2%) of Wedding/Honeymoon visitors was *not satisfied at all* with the Kona’s restaurants. Compared to Repeat visitors, First-timers were more satisfied with their experience with Kona’s accommodations (83.9%), shopping (55.4%), transportation (61.6%), and parks and beaches (86.7%); while Repeat visitors were more pleased with the restaurants (60.7%) and golf (74.9%).

Japan Visitors (Tables 4.51 to 4.53)

- The proportion of Wedding/Honeymoon visitors who spoke highly of O‘ahu’s accommodations (57.5%) and parks and beaches (58.9%) was higher compared other lifestyle segments. Golf on O‘ahu was more likely to please more Family visitors (52.9%) while shopping (60.7%) and parks and beaches (60.6%) pleased more Young visitors. A few Japan Senior (22.6%) and First-time (21.3%) visitors were either *somewhat dissatisfied* or *not satisfied at all* with the restaurants. First-timers rated shopping (47%), golf (42.7%), activities/attractions (45.3%), transportation (49.3%), and parks and beaches (55.8%) higher compared to Repeat visitors.
- Shopping on Maui were more likely to please Wedding/Honeymoon visitors (55.6%) compared to other lifestyles, whereas activities/attractions (80.1%) and accommodations (77%) were more likely to please Japan Young visitors. Quite a few Family (25.6%) and Senior (27.4%) Japan visitors were dissatisfied (either *somewhat dissatisfied* or *not satisfied at all*) with the restaurants on the island; while Family (36%), Middle Age (31.7%), and Repeat visitors (31.8%) were dissatisfied with the shopping. More First-time visitors enjoyed their experience on Maui compared to Repeat visitors.
- Compared to other lifestyle segments, more Wedding/Honeymoon and Young visitors were *very satisfied* with Kona’s accommodations (63.7% and 61%, respectively) and activities/attractions (52.3% and 53.2%, respectively). On the other hand, 25.1 percent of Young visitors felt *somewhat dissatisfied* with the golf courses. Family visitors had a higher tendency to be pleased with Kona’s parks and beaches (54.3%) compared to the other lifestyles.

Canada Visitors (Tables 4.54 to 4.57)

- Wedding/Honeymoon (66.9%) and Middle Age (68.8%) Canada visitors were more likely to be *very satisfied* with O‘ahu’s accommodations compared to other lifestyles, while Senior visitors were more likely to be *very satisfied* with the island’s restaurants (60.9%) and shopping (67%). More First-time visitors enjoyed their experiences with O‘ahu’s golf (68.6%) and parks and beaches (73.9%); while more Repeat visitors enjoyed their experiences with O‘ahu’s accommodations (63.4%), restaurant (57.1%), shopping (67.9%), and transportation (72.3%).
- Accommodations on Maui were mainly enjoyed by Family (77.5%), Young (81%), and Senior (78.7%) visitors; while restaurants were mainly enjoyed by Wedding/Honeymoon (65.9%) and Young (63.3%) visitors. More than half of Middle Age (53.2%) and Senior (56.4%) visitors were *very satisfied* with Maui’s shopping compared to less than half among other lifestyles. For the most part, activities/attractions were more likely to please Young visitors (84.4%). On the other hand, few (10.7%) Middle Age visitors were *not satisfied at all* with Maui’s transportation. Repeat visitors were more likely to be *very satisfied* with Maui’s accommodations (78.5%) and golf (85.5%) compared to First-time visitors.
- Accommodations and activities/attractions on Kaua‘i were more likely to be favored by Wedding/Honeymoon (84.1% and 78.8%, respectively) and Middle Age (82.6% and 74.8%, respectively) visitors. More Young visitors were *very satisfied* with the parks and beaches (97.1%) on Kaua‘i compared to other lifestyles while more Senior visitors were very pleased with the shopping (60.6%). However, quite a few Wedding/Honeymoon (36.1%), Middle Age (19.8%), Senior (20.3%), and First-time (26.8%) visitors were *not satisfied at all* with the transportation on Kaua‘i. More First-time visitors enjoyed the restaurants (57.5%) and activities/attractions (72.6%); while more Repeat visitors were *very satisfied* with the shopping (53.8%), golf (77.8%), and transportation (55%).
- Compared to other lifestyles, Wedding/Honeymoon visitors were the most satisfied with the accommodations (91.9%) on Kona. Activities/attractions in Kona satisfied more visitors from the Wedding/Honeymoon (77.4%) and Family (74.1%) segment compared to other lifestyle segments, while parks and beaches satisfied more visitors from the Young segment (87.9%). More First-time visitors enjoyed the shopping (49.5%) and golf (85.3%), while Repeat visitors found more enjoyment in the accommodations (78.7%) and parks and beaches (71.4%).

Europe Visitors (Tables 4.58 to 4.61)

- Europe Wedding/Honeymoon visitors were more likely to be *very satisfied* with O‘ahu’s shopping (81.9%) and restaurants (69.3%), while Senior visitors were more likely to be very pleased with the golf courses (84.6%) compared to other lifestyles. More Middle Age (71.8%) and Wedding/Honeymoon (67.6%) visitors were impressed with the island’s activities/attractions compared to other lifestyles. Furthermore, most Seniors (91.9%) and Wedding/Honeymoon (87.6%) were impressed with the parks and beaches on O‘ahu. Repeat visitors were generally more satisfied with their experience on O‘ahu compared to First-timers.
- Both Wedding/Honeymoon (87.5%) and Family (87.6%) visitors were more likely to enjoy the accommodations on Maui compared to other lifestyles. In addition, Wedding/Honeymoon visitors were more likely to enjoy Maui’s restaurants (56.3%), whereas Family visitors were more likely to enjoy the shopping (50.2%) and activities/attraction (72.3%). Golf courses on Maui were mostly enjoyed by Middle Age

(87.7%) visitors. First-time visitors were more satisfied with the island's parks and beaches (77.6%); whereas Repeat visitors were more satisfied with the accommodations (77.7%), shopping (45.6%), and transportation (55.8%).

- Compared to other lifestyle segments, a higher proportion of Middle Age visitors enjoyed Kaua'i's golf courses (96%) and parks and beaches (77.4%). At the same time, a higher proportion of Middle age (73.1%) and Wedding/Honeymoon (70.3%) visitors enjoyed the activities/attractions. In contrast to other lifestyles, 14.7 percent of Young visitors were particularly *not satisfied at all* with the transportation on Kaua'i. First-timers were more satisfied with Kaua'i's golf courses (72.3%), activities/attractions (71%), and parks and beaches (71.9%); while Repeat visitors were more satisfied with Kaua'i's transportation (56.7%).
- Family visitors (92.1%) were more likely to be *very satisfied* with Kona's accommodations while Wedding/Honeymoon visitors (85.8%) were more likely to be *very satisfied* with Kona's golf compared to other lifestyles. In addition, Wedding/Honeymoon and Family visitors were more likely to enjoy Kona's restaurants (60.5% and 57.5%, respectively) and parks and beaches (92% and 93.7%, respectively). Activities/attractions on Kona were most favored by Family (84.1%) and Middle Age (72%) visitors. Repeat visitors were overall more satisfied with their experience with Kona compared to First-time visitors.

Oceania Visitors (Tables 4.62 to 4.65)

- More Family (78.3%) and Young (75.1%) Oceania visitors were *very satisfied* with O'ahu's accommodation compared to other lifestyle segments. Moreover, Family visitors were more likely to be *very satisfied* with O'ahu's shopping (78.6%) while Young visitors were more likely to be *very satisfied* with the golf courses (95.2%). Four out of five (81.5%) Middle Age visitors were very pleased with the parks and beaches. More First-timer were *very satisfied* with the parks and beaches (76.3%); whereas more Repeat visitors were *very satisfied* with the accommodations (73.7%), restaurants (65%), and transportations (70.4%).
- Maui's activities/attractions were mainly enjoyed by Wedding/Honeymoon visitors (83.3%), while accommodations were highly rated by Young (77.2%) and Senior (79.8%) visitors. The majority of Young visitors (62.5%) were also very pleased with the restaurants while the majority of Senior visitors (68.1%) were also very pleased with the shopping. Compared to Repeat visitors, First-time visitors were more satisfied with the restaurants (53.3%) and golf courses (72.7%); while Repeat visitors were more satisfied with the accommodations (75.3%), shopping (58.6%), activities/attractions, (71.9%), and transportation (75.3%).
- Most Family (89.5%) and Middle Age (93.2%) visitors were very pleased with Kaua'i's accommodations, whereas the majority of Family (71.4%) and Middle Age (71.5%) were very pleased with the island's restaurants. Activities/attractions were mainly enjoyed by Wedding/Honeymoon (75%), Young (71%), and Middle Age (75.6%) visitors; whereas parks and beaches were mainly enjoyed by Family (63.2%) and Young (61.3%) visitors. On the other hand, several Family (33.3%) and Senior (20%) visitors were *not satisfied at all* with the island's transportation. First-time visitors had a higher tendency to be *very satisfied* with the accommodations (92%), activities/attractions (58.5%), transportation (74%), and airports (49.2%); while Repeat visitors had a higher tendency to be *very satisfied* with the restaurants (47.1%) and parks and beaches (58.9%).

- Kona accommodations were highly rated by Family visitors (78.9%). More Young visitors rated activities/attractions (77.8%) and parks and beaches (77.8%) high compared to other lifestyles while more Seniors rated shopping high (57%). First-timers were more satisfied with the island's transportation (60.3%) while Repeat visitors were more satisfied with the accommodations (80.1%) and parks and beaches (67.1%).

**Table 4.1 2008 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	73.9	19.9	5.2	1.0
location	77.9	19.4	2.0	0.8
service	66.7	26.8	3.7	2.8
facility	64.1	27.4	5.9	2.6
cleanliness and comfort	70.8	22.3	3.3	3.5
value for your money	54.2	33.4	8.6	3.8
RESTAURANT				
overall	57.1	35.4	7.0	0.5
location	64.4	30.2	4.7	0.7
variety	61.6	28.4	8.8	1.3
service	60.7	34.1	4.3	0.9
quality	62.1	33.2	3.9	0.9
value for your money	34.1	44.4	18.5	3.0
SHOPPING				
overall	69.1	28.0	2.5	0.4
sufficient shopping places	77.5	20.6	1.9	0.0
locations	72.4	24.8	2.2	0.6
variety	64.4	30.7	4.0	1.0
service	61.5	31.2	7.1	0.2
quality	53.6	40.3	5.1	1.0
value for your money	38.3	40.9	18.1	2.6
local/handmade items	56.6	34.1	8.9	0.4
GOLF				
overall	58.3	39.2	2.5	0.0
locations	60.5	38.5	1.0	0.0
service	56.8	41.0	2.2	0.0
value for your money	33.6	42.8	20.0	3.6
ACTIVITIES/ATTRACTIONS				
overall	67.4	31.2	1.0	0.3
exciting	58.7	38.5	2.4	0.3
variety	66.4	28.9	4.3	0.3
service	62.7	34.8	2.0	0.5
value for your money	39.8	46.7	11.9	1.6
TRANSPORTATION				
overall	60.9	32.9	5.1	1.1
convenience	63.3	27.4	7.9	1.4
cleanliness and comfort	57.2	35.4	6.0	1.5
efficiency	57.9	29.5	8.5	4.1
value for your money	55.0	33.9	9.3	1.8
AIRPORTS				
overall	56.5	37.5	5.8	0.2
signage	53.2	36.1	9.8	0.8
cleanliness and comfort	53.7	35.9	8.9	1.5
ease of getting around	47.9	36.1	14.1	2.0
availability of food	38.7	36.0	20.4	4.9
availability of shopping	44.7	39.6	13.6	2.1
friendliness of workers	52.4	36.7	9.0	2.0
PARKS & BEACHES				
overall	71.8	24.7	2.7	0.7
security	61.4	32.5	4.6	1.6
facility	66.0	28.0	5.1	0.9
cleanliness and comfort	57.8	33.1	6.8	2.3

**Table 4.2 2007 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	71.3	24.2	4.0	0.5
location	78.7	18.2	2.5	0.6
service	69.5	24.0	5.4	1.1
facility	63.6	27.6	7.3	1.5
cleanliness and comfort	68.8	22.4	6.5	2.4
value for your money	58.8	30.2	8.7	2.3
RESTAURANT				
overall	57.1	39.0	3.4	0.4
location	63.0	32.9	3.8	0.3
variety	62.5	29.4	7.3	0.8
service	58.7	34.5	6.1	0.7
quality	57.7	36.8	4.5	1.1
value for your money	35.5	45.7	16.3	2.5
SHOPPING				
overall	67.6	29.3	2.9	0.1
sufficient shopping places	77.1	21.3	1.4	0.2
locations	73.4	24.0	2.2	0.4
variety	62.2	32.0	4.8	1.0
service	60.0	33.5	5.4	1.1
quality	53.0	40.9	5.6	0.6
value for your money	38.7	45.1	13.7	2.5
local/handmade items	53.1	36.3	9.2	1.5
GOLF				
overall	69.7	25.0	5.3	0.0
locations	75.0	23.5	1.6	0.0
service	64.9	30.5	2.6	1.9
value for your money	37.3	42.5	17.6	2.7
ACTIVITIES/ATTRACTIONS				
overall	69.3	28.8	1.7	0.2
exciting	66.3	30.7	2.8	0.2
variety	69.5	26.5	3.6	0.5
service	63.7	32.3	3.2	0.7
value for your money	47.2	37.8	12.4	2.5
TRANSPORTATION				
overall	64.0	30.3	3.9	1.8
convenience	67.4	27.8	3.3	1.5
cleanliness and comfort	62.9	29.5	6.3	1.3
efficiency	60.8	30.6	6.1	2.5
value for your money	59.2	30.6	7.2	3.0
AIRPORTS				
overall	53.0	40.5	5.4	1.1
signage	55.1	36.3	6.8	1.8
cleanliness and comfort	57.0	35.6	6.6	0.8
ease of getting around	52.2	34.1	10.8	2.9
availability of food	38.3	37.4	19.6	4.7
availability of shopping	40.1	42.9	14.8	2.2
friendliness of workers	53.8	35.4	8.2	2.6
PARKS & BEACHES				
overall	73.1	23.6	2.8	0.5
security	60.5	31.0	6.5	2.0
facility	63.7	30.2	5.1	1.1
cleanliness and comfort	61.2	30.4	6.3	2.1

**Table 4.3 2008 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	82.3	15.1	2.5	0.1
location	87.6	11.5	0.9	0.0
service	73.3	21.1	4.9	0.7
facility	75.1	20.8	3.9	0.2
cleanliness and comfort	78.6	16.4	4.4	0.7
value for your money	56.9	32.7	8.4	2.0
RESTAURANT				
overall	60.9	33.8	5.3	0.0
location	69.2	26.0	4.7	0.2
variety	60.5	33.3	5.5	0.8
service	63.7	31.4	4.7	0.2
quality	60.2	37.8	1.7	0.3
value for your money	29.8	45.4	19.3	5.5
SHOPPING				
overall	60.9	35.9	3.1	0.0
sufficient shopping places	67.7	29.1	3.1	0.0
locations	64.9	32.3	2.7	0.0
variety	56.2	36.2	6.2	1.3
service	57.3	34.7	7.4	0.6
quality	49.0	43.5	6.4	1.1
value for your money	39.8	42.1	14.3	3.8
local/handmade items	53.0	33.8	8.9	4.2
GOLF				
overall	69.7	23.9	5.5	0.9
locations	85.0	14.2	0.6	0.1
service	69.9	22.4	6.9	0.8
value for your money	35.9	32.8	20.9	10.4
ACTIVITIES/ATTRACTIONS				
overall	72.7	23.4	3.5	0.3
exciting	68.0	28.3	3.7	0.0
variety	70.0	28.0	1.8	0.2
service	65.2	29.2	5.6	0.0
value for your money	41.5	45.1	10.5	3.0
TRANSPORTATION				
overall	60.0	27.9	6.9	5.3
convenience	52.9	27.8	9.3	10.0
cleanliness and comfort	57.7	37.1	4.1	1.1
efficiency	60.1	28.1	5.4	6.4
value for your money	47.0	38.4	8.5	6.1
AIRPORTS				
overall	60.3	36.8	2.5	0.4
signage	57.3	38.8	3.3	0.6
cleanliness and comfort	57.5	36.5	5.6	0.4
ease of getting around	58.0	32.7	8.2	1.1
availability of food	39.0	34.6	20.6	5.8
availability of shopping	42.6	39.6	12.6	5.2
friendliness of workers	51.0	41.7	5.3	2.0
PARKS & BEACHES				
overall	76.6	21.0	1.9	0.5
security	63.2	26.8	6.2	3.9
facility	65.4	26.1	7.0	1.5
cleanliness and comfort	67.1	27.0	4.5	1.4

**Table 4.4 2007 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.6	17.4	2.4	0.6
location	83.5	14.6	1.4	0.6
service	73.5	21.6	4.2	0.6
facility	73.0	20.7	4.9	1.5
cleanliness and comfort	75.4	19.2	3.7	1.7
value for your money	62.4	30.0	5.8	1.8
RESTAURANT				
overall	60.2	36.2	2.9	0.7
location	68.8	27.7	3.0	0.5
variety	63.2	28.5	6.7	1.5
service	62.2	34.1	3.1	0.5
quality	59.9	33.5	5.7	0.9
value for your money	28.1	49.3	17.9	4.6
SHOPPING				
overall	59.6	37.6	2.7	0.1
sufficient shopping places	66.7	29.4	3.8	0.1
locations	65.2	29.8	4.7	0.3
variety	54.0	36.0	9.1	1.0
service	60.1	36.2	3.6	0.1
quality	49.1	43.1	7.1	0.8
value for your money	33.1	49.5	14.3	3.2
local/handmade items	50.0	36.1	11.0	2.9
GOLF				
overall	79.3	17.7	1.9	1.1
locations	86.5	12.4	0.4	0.7
service	81.3	16.9	1.8	0.0
value for your money	31.0	43.6	18.4	7.0
ACTIVITIES/ATTRACTIONS				
overall	70.0	28.2	1.5	0.4
exciting	67.3	29.8	2.6	0.3
variety	67.3	29.6	2.8	0.3
service	68.1	29.5	2.3	0.2
value for your money	41.0	43.2	13.1	2.7
TRANSPORTATION				
overall	55.7	35.4	7.7	1.2
convenience	56.9	32.2	8.0	2.9
cleanliness and comfort	58.6	34.7	5.1	1.5
efficiency	52.2	35.9	9.6	2.2
value for your money	51.9	37.5	7.6	3.0
AIRPORTS				
overall	57.0	37.3	4.9	0.7
signage	57.3	35.2	5.9	1.7
cleanliness and comfort	57.3	35.9	6.2	0.6
ease of getting around	56.5	35.8	5.9	1.8
availability of food	37.3	40.3	17.7	4.7
availability of shopping	42.2	39.8	14.7	3.4
friendliness of workers	54.1	37.2	6.7	2.0
PARKS & BEACHES				
overall	78.1	19.8	2.1	0.0
security	60.5	30.1	7.9	1.5
facility	64.0	30.7	5.1	0.3
cleanliness and comfort	69.4	25.7	4.5	0.4

**Table 4.5 2008 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	78.8	18.9	2.0	0.3
location	84.9	14.1	1.0	0.0
service	71.7	22.2	5.1	1.0
facility	68.6	28.7	2.2	0.5
cleanliness and comfort	71.8	23.9	3.5	0.8
value for your money	64.3	29.9	4.7	1.1
RESTAURANT				
overall	53.6	40.1	5.3	1.0
location	62.5	30.3	5.6	1.6
variety	47.9	40.4	10.9	0.8
service	52.4	40.8	6.3	0.5
quality	57.3	35.9	6.3	0.5
value for your money	29.7	50.3	15.8	4.1
SHOPPING				
overall	54.2	39.0	5.5	1.3
sufficient shopping places	53.0	40.0	4.2	2.7
locations	53.7	36.1	8.7	1.4
variety	46.7	42.8	7.7	2.8
service	54.1	38.7	6.0	1.1
quality	51.3	39.7	7.7	1.3
value for your money	36.6	43.5	17.2	2.7
local/handmade items	43.4	41.4	12.8	2.4
GOLF				
overall	73.8	26.2	0.0	0.0
locations	77.1	21.4	1.5	0.0
service	73.2	19.6	6.5	0.6
value for your money	47.3	41.6	11.1	0.1
ACTIVITIES/ATTRACTIONS				
overall	77.3	20.8	0.9	0.9
exciting	75.6	22.8	1.6	0.0
variety	78.0	18.5	2.5	1.0
service	70.6	27.9	1.5	0.1
value for your money	51.0	35.7	12.7	0.6
TRANSPORTATION				
overall	53.6	27.4	9.8	9.2
convenience	56.1	26.7	9.8	7.4
cleanliness and comfort	61.0	25.2	6.5	7.3
efficiency	57.3	31.5	3.6	7.6
value for your money	53.2	32.1	8.3	6.4
AIRPORTS				
overall	56.2	38.9	3.4	1.5
signage	55.9	33.6	7.9	2.6
cleanliness and comfort	57.9	35.9	5.1	1.1
ease of getting around	58.1	31.4	8.0	2.4
availability of food	33.2	37.7	22.0	7.1
availability of shopping	36.2	47.2	13.4	3.1
friendliness of workers	57.9	29.6	8.8	3.7
PARKS & BEACHES				
overall	79.6	18.3	2.0	0.0
security	58.0	36.9	4.4	0.7
facility	64.5	31.5	3.7	0.3
cleanliness and comfort	66.1	27.7	5.6	0.6

**Table 4.6 2007 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	84.4	13.5	2.0	0.2
location	83.8	13.9	2.1	0.1
service	74.2	21.5	3.3	1.0
facility	76.9	19.3	3.1	0.8
cleanliness and comfort	77.2	18.5	3.0	1.3
value for your money	68.8	26.2	3.5	1.5
RESTAURANT				
overall	52.8	41.7	4.5	1.0
location	59.7	34.1	5.8	0.4
variety	50.6	36.1	12.7	0.6
service	56.9	36.5	5.3	1.3
quality	53.9	38.3	7.1	0.6
value for your money	32.0	46.0	18.7	3.4
SHOPPING				
overall	50.7	42.3	7.0	0.0
sufficient shopping places	59.5	31.5	7.8	1.3
locations	56.9	33.8	8.5	0.8
variety	49.4	40.4	8.5	1.8
service	58.8	33.7	6.3	1.2
quality	48.1	43.6	7.9	0.3
value for your money	35.3	47.5	14.8	2.4
local/handmade items	50.3	36.1	12.0	1.7
GOLF				
overall	74.9	24.1	1.0	0.0
locations	78.4	18.9	2.7	0.0
service	72.7	20.5	4.0	2.8
value for your money	43.0	35.7	16.1	5.3
ACTIVITIES/ATTRACTIONS				
overall	72.0	26.0	1.5	0.5
exciting	70.2	26.9	2.5	0.4
variety	71.8	24.1	3.6	0.4
service	70.2	27.1	2.8	0.0
value for your money	45.6	43.4	9.3	1.7
TRANSPORTATION				
overall	49.7	25.1	9.7	15.4
convenience	53.5	22.3	11.1	13.1
cleanliness and comfort	57.5	26.2	7.9	8.4
efficiency	54.6	23.7	10.8	10.8
value for your money	45.9	34.6	8.7	10.7
AIRPORTS				
overall	55.9	37.3	5.7	1.1
signage	56.3	34.2	7.7	1.9
cleanliness and comfort	57.0	35.0	6.7	1.3
ease of getting around	54.8	32.8	11.4	1.0
availability of food	31.5	38.0	24.1	6.4
availability of shopping	37.5	39.2	19.5	3.8
friendliness of workers	54.0	35.1	7.4	3.5
PARKS & BEACHES				
overall	76.5	21.8	1.7	0.0
security	57.7	32.9	7.6	1.8
facility	60.9	33.7	5.2	0.2
cleanliness and comfort	64.7	29.0	5.7	0.6

**Table 4.7 2008 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.5	21.2	2.3	0.0
location	79.0	15.2	5.3	0.5
service	71.8	24.2	3.8	0.1
facility	74.0	21.1	4.2	0.7
cleanliness and comfort	78.1	15.8	5.6	0.5
value for your money	61.8	31.0	6.4	0.7
RESTAURANT				
overall	48.6	42.6	8.5	0.3
location	55.1	37.2	6.6	1.1
variety	51.3	36.3	10.8	1.6
service	53.4	42.0	3.6	1.0
quality	52.5	40.0	6.7	0.9
value for your money	25.4	53.5	19.1	2.0
SHOPPING				
overall	49.6	40.5	8.4	1.5
sufficient shopping places	48.0	43.4	8.0	0.6
locations	48.8	38.5	11.3	1.3
variety	44.9	36.7	16.4	2.0
service	51.2	37.0	10.1	1.6
quality	38.7	47.9	12.3	1.2
value for your money	25.7	51.8	17.7	4.8
local/handmade items	41.1	39.2	14.1	5.6
GOLF				
overall	60.3	39.7	0.0	0.1
locations	68.4	31.5	0.1	0.0
service	78.8	18.9	2.4	0.0
value for your money	42.6	42.1	13.2	2.1
ACTIVITIES/ATTRACTIONS				
overall	60.0	33.9	5.9	0.2
exciting	54.3	37.1	8.4	0.2
variety	53.7	40.5	5.0	0.8
service	51.2	42.3	5.6	0.9
value for your money	38.8	40.3	18.7	2.2
TRANSPORTATION				
overall	42.7	48.1	7.1	2.1
convenience	50.5	29.5	16.0	3.9
cleanliness and comfort	58.1	29.4	11.3	1.2
efficiency	52.4	34.6	11.8	1.2
value for your money	48.4	36.9	12.6	2.1
AIRPORTS				
overall	50.6	39.3	7.6	2.5
signage	46.3	40.4	11.1	2.2
cleanliness and comfort	49.4	37.5	11.7	1.4
ease of getting around	61.9	27.0	9.4	1.7
availability of food	30.6	30.1	28.0	11.3
availability of shopping	32.5	32.7	27.1	7.7
friendliness of workers	54.9	34.0	7.8	3.3
PARKS & BEACHES				
overall	72.7	22.4	3.6	1.3
security	60.5	31.8	6.6	1.0
facility	62.3	31.0	5.1	1.5
cleanliness and comfort	64.4	29.4	4.5	1.7

**Table 4.8 2007 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.6	20.4	2.7	0.3
location	74.9	22.1	2.7	0.3
service	69.5	25.4	3.4	1.7
facility	69.3	27.6	2.5	0.7
cleanliness and comfort	74.9	20.1	4.4	0.6
value for your money	61.8	31.2	5.1	1.8
RESTAURANT				
overall	52.0	39.2	6.6	2.1
location	56.0	39.2	4.2	0.7
variety	46.4	40.7	10.7	2.3
service	54.6	41.0	3.9	0.4
quality	50.3	43.5	4.1	2.1
value for your money	28.0	47.0	21.5	3.4
SHOPPING				
overall	48.3	43.8	7.3	0.6
sufficient shopping places	55.4	36.3	5.9	2.4
locations	50.2	41.6	7.7	0.6
variety	46.0	41.6	10.9	1.5
service	51.1	43.9	4.4	0.6
quality	41.0	49.9	8.5	0.6
value for your money	28.6	51.7	18.0	1.7
local/handmade items	45.1	40.9	12.1	1.9
GOLF				
overall	72.9	20.6	4.8	1.6
locations	71.7	24.2	2.3	1.8
service	67.5	29.4	1.3	1.8
value for your money	32.4	38.6	22.3	6.7
ACTIVITIES/ATTRACTIONS				
overall	64.3	31.6	4.1	0.0
exciting	62.2	32.5	5.0	0.2
variety	62.4	30.0	7.4	0.2
service	62.0	32.5	4.5	1.0
value for your money	42.4	45.0	10.8	1.8
TRANSPORTATION				
overall	37.7	36.4	10.9	15.0
convenience	40.6	34.1	9.5	15.9
cleanliness and comfort	42.5	47.0	2.9	7.6
efficiency	39.3	33.9	13.0	13.7
value for your money	34.1	34.5	14.9	16.5
AIRPORTS				
overall	48.6	41.7	8.0	1.6
signage	49.6	38.5	8.8	3.0
cleanliness and comfort	51.4	39.1	8.0	1.4
ease of getting around	51.3	36.2	8.7	3.8
availability of food	21.7	40.2	26.6	11.5
availability of shopping	28.0	41.9	22.3	7.8
friendliness of workers	55.0	36.5	5.9	2.7
PARKS & BEACHES				
overall	70.7	24.0	4.8	0.5
security	55.6	38.0	6.4	0.0
facility	57.4	35.8	5.3	1.4
cleanliness and comfort	60.9	30.7	6.0	2.4

**Table 4.9 2008 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	75.6	20.8	2.6	1.1
location	77.1	19.2	2.6	1.1
service	74.3	20.5	3.4	1.9
facility	70.0	24.2	3.5	2.3
cleanliness and comfort	75.5	19.5	2.8	2.2
value for your money	58.3	31.2	6.3	4.2
RESTAURANT				
overall	57.9	36.2	5.4	0.5
location	65.8	30.2	3.5	0.5
variety	60.4	31.4	6.5	1.8
service	62.3	31.3	5.7	0.7
quality	60.5	32.6	6.1	0.8
value for your money	36.1	40.6	18.3	5.0
SHOPPING				
overall	68.3	29.3	2.3	0.1
sufficient shopping places	74.0	23.9	2.0	0.0
locations	71.0	26.6	2.1	0.3
variety	62.6	31.3	5.1	1.0
service	61.9	33.9	4.2	0.0
quality	53.0	39.2	7.2	0.6
value for your money	35.8	46.0	15.1	3.1
local/handmade items	53.8	35.8	8.0	2.5
GOLF				
overall	61.6	34.0	4.2	0.1
locations	61.0	33.0	5.9	0.1
service	53.3	41.6	4.5	0.6
value for your money	40.6	35.9	17.1	6.4
ACTIVITIES/ATTRACTIONS				
overall	68.9	29.1	1.5	0.4
exciting	68.3	27.8	3.5	0.5
variety	68.7	28.8	2.3	0.1
service	65.1	31.0	3.4	0.5
value for your money	39.6	47.2	9.2	4.0
TRANSPORTATION				
overall	64.5	30.3	4.1	1.0
convenience	65.5	29.5	4.1	1.0
cleanliness and comfort	62.9	32.5	4.2	0.3
efficiency	62.0	32.5	4.3	1.1
value for your money	58.2	29.3	8.5	4.1
AIRPORTS				
overall	58.1	37.2	4.0	0.7
signage	59.4	33.3	6.5	0.8
cleanliness and comfort	62.7	31.8	4.8	0.7
ease of getting around	58.9	30.8	8.7	1.6
availability of food	47.5	33.0	16.0	3.5
availability of shopping	51.5	37.1	9.8	1.7
friendliness of workers	64.0	27.2	5.9	2.9
PARKS & BEACHES				
overall	78.4	17.0	4.0	0.6
security	67.2	26.2	5.6	1.0
facility	65.6	27.8	5.1	1.5
cleanliness and comfort	64.2	26.7	8.2	0.9

**Table 4.10 2007 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.6	21.2	1.7	0.5
location	79.0	18.5	1.8	0.7
service	73.4	21.9	4.3	0.4
facility	70.4	25.8	2.6	1.2
cleanliness and comfort	74.1	21.5	3.5	0.9
value for your money	60.4	29.1	7.6	2.9
RESTAURANT				
overall	62.0	33.8	3.8	0.5
location	68.7	27.4	3.3	0.6
variety	63.5	30.5	5.6	0.5
service	64.6	31.2	3.7	0.6
quality	60.9	33.8	4.8	0.5
value for your money	37.1	43.4	16.5	3.0
SHOPPING				
overall	66.3	30.9	2.2	0.5
sufficient shopping places	75.6	21.9	1.8	0.7
locations	70.3	26.8	2.3	0.7
variety	61.6	31.2	5.8	1.4
service	63.9	30.7	4.2	1.3
quality	54.3	40.0	4.4	1.3
value for your money	39.7	44.6	13.3	2.5
local/handmade items	54.3	35.0	9.5	1.2
GOLF				
overall	76.4	19.7	2.3	1.6
locations	83.6	16.4	0.0	0.0
service	77.3	22.7	0.0	0.0
value for your money	41.2	47.0	9.9	1.9
ACTIVITIES/ATTRACTIONS				
overall	74.3	22.9	2.2	0.6
exciting	69.1	27.8	2.1	1.0
variety	73.0	23.6	2.5	0.9
service	69.8	26.1	3.3	0.8
value for your money	49.2	39.7	8.4	2.8
TRANSPORTATION				
overall	65.6	29.7	3.2	1.5
convenience	66.9	26.9	4.5	1.7
cleanliness and comfort	61.6	33.6	3.9	0.8
efficiency	63.7	29.9	4.6	1.8
value for your money	60.2	29.6	7.3	2.9
AIRPORTS				
overall	60.7	34.5	3.8	0.9
signage	59.4	34.5	4.8	1.3
cleanliness and comfort	60.6	33.1	5.7	0.6
ease of getting around	59.2	31.4	8.0	1.4
availability of food	42.8	36.2	16.8	4.2
availability of shopping	49.5	36.3	10.4	3.7
friendliness of workers	60.3	31.3	5.7	2.6
PARKS & BEACHES				
overall	75.7	21.0	2.4	0.9
security	63.2	30.6	4.5	1.7
facility	67.1	28.3	3.8	0.7
cleanliness and comfort	66.5	26.9	5.2	1.5

**Table 4.11 2008 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	83.1	14.3	2.4	0.1
location	88.3	10.4	1.3	0.0
service	76.2	20.9	2.7	0.1
facility	75.1	20.9	3.9	0.1
cleanliness and comfort	80.0	15.9	3.5	0.5
value for your money	61.6	27.5	9.4	1.6
RESTAURANT				
overall	64.4	32.2	3.0	0.4
location	71.3	25.9	2.4	0.4
variety	62.4	32.2	4.6	0.8
service	69.1	28.4	2.3	0.2
quality	65.7	28.9	4.2	1.1
value for your money	32.1	44.3	19.1	4.5
SHOPPING				
overall	68.8	30.0	0.8	0.3
sufficient shopping places	73.7	24.6	1.7	0.0
locations	74.6	23.8	1.4	0.2
variety	67.6	27.8	4.2	0.5
service	71.8	24.1	4.1	0.0
quality	57.6	37.7	4.5	0.2
value for your money	45.7	40.1	12.8	1.4
local/handmade items	57.7	35.2	5.6	1.5
GOLF				
overall	83.5	16.2	0.2	0.1
locations	87.3	12.6	0.0	0.1
service	78.5	18.2	3.2	0.1
value for your money	43.5	33.2	20.1	3.2
ACTIVITIES/ATTRACTIONS				
overall	81.9	16.5	1.2	0.4
exciting	77.7	19.6	2.7	0.0
variety	82.4	14.9	2.3	0.4
service	79.2	18.2	2.1	0.5
value for your money	51.3	37.6	9.3	1.8
TRANSPORTATION				
overall	64.0	22.4	11.9	1.7
convenience	65.7	20.8	11.6	1.8
cleanliness and comfort	68.1	23.4	8.3	0.2
efficiency	60.5	28.8	8.5	2.1
value for your money	52.5	27.7	17.7	2.2
AIRPORTS				
overall	60.6	35.6	3.2	0.6
signage	61.1	33.5	4.1	1.3
cleanliness and comfort	58.0	36.3	5.0	0.7
ease of getting around	60.7	33.7	3.6	2.0
availability of food	37.6	36.6	20.3	5.5
availability of shopping	42.4	40.1	15.7	1.8
friendliness of workers	55.3	36.3	5.9	2.6
PARKS & BEACHES				
overall	79.8	18.1	1.6	0.5
security	64.1	31.6	2.6	1.8
facility	67.9	27.1	4.4	0.5
cleanliness and comfort	72.9	22.5	3.2	1.4

**Table 4.12 2007 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.7	17.3	2.2	0.7
location	82.5	15.9	0.8	0.8
service	74.2	20.5	3.8	1.5
facility	73.3	20.9	4.8	1.0
cleanliness and comfort	77.3	18.2	3.6	0.9
value for your money	61.2	29.2	7.8	1.8
RESTAURANT				
overall	63.5	33.6	2.1	0.8
location	69.3	27.6	2.9	0.2
variety	65.0	30.5	3.8	0.7
service	65.8	30.4	2.9	0.8
quality	65.7	29.7	3.4	1.2
value for your money	32.7	45.5	17.1	4.8
SHOPPING				
overall	65.2	31.6	2.8	0.4
sufficient shopping places	71.9	24.1	3.7	0.3
locations	70.1	25.5	4.2	0.3
variety	62.7	29.1	7.6	0.6
service	66.9	29.4	3.5	0.1
quality	53.7	41.0	4.8	0.5
value for your money	38.6	47.3	12.4	1.7
local/handmade items	51.9	38.0	8.5	1.6
GOLF				
overall	77.6	17.6	3.6	1.2
locations	81.7	16.2	2.1	0.0
service	79.5	17.8	2.7	0.0
value for your money	36.4	28.9	22.5	12.2
ACTIVITIES/ATTRACTIONS				
overall	74.6	23.0	2.1	0.3
exciting	71.8	25.6	2.0	0.5
variety	72.4	25.0	2.2	0.4
service	69.2	27.6	2.7	0.5
value for your money	45.6	43.3	8.8	2.2
TRANSPORTATION				
overall	59.5	30.9	6.7	2.9
convenience	61.1	28.1	7.1	3.7
cleanliness and comfort	61.8	32.2	4.1	1.9
efficiency	59.5	33.3	5.5	1.8
value for your money	50.2	33.4	12.4	4.0
AIRPORTS				
overall	57.0	33.5	6.8	2.6
signage	59.2	32.7	5.8	2.3
cleanliness and comfort	59.9	29.6	7.8	2.7
ease of getting around	57.7	32.2	8.2	1.8
availability of food	39.5	37.0	17.0	6.5
availability of shopping	40.5	38.2	15.7	5.6
friendliness of workers	55.8	32.3	9.2	2.7
PARKS & BEACHES				
overall	79.1	18.4	1.6	1.0
security	61.6	31.8	5.1	1.6
facility	66.0	28.8	4.2	1.0
cleanliness and comfort	68.3	26.4	4.4	0.9

**Table 4.13 2008 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	78.7	16.9	3.9	0.5
location	85.1	12.7	1.9	0.3
service	74.7	19.5	4.2	1.6
facility	76.0	20.4	3.5	0.1
cleanliness and comfort	78.9	17.8	2.8	0.5
value for your money	62.0	27.9	7.7	2.4
RESTAURANT				
overall	55.6	36.2	7.8	0.4
location	60.5	32.2	6.9	0.4
variety	54.8	35.1	9.5	0.6
service	63.2	30.8	5.4	0.7
quality	61.4	31.0	6.5	1.1
value for your money	33.8	44.1	18.2	3.9
SHOPPING				
overall	52.7	43.7	2.2	1.4
sufficient shopping places	56.3	38.4	4.1	1.2
locations	57.9	36.3	4.2	1.6
variety	51.8	39.8	5.7	2.7
service	64.7	30.4	4.2	0.7
quality	50.3	42.1	7.1	0.5
value for your money	34.2	49.4	15.1	1.3
local/handmade items	53.5	36.3	9.2	1.0
GOLF				
overall	80.0	16.7	1.1	2.3
locations	84.1	15.1	0.7	0.1
service	79.2	19.6	1.0	0.1
value for your money	57.5	29.0	9.2	4.3
ACTIVITIES/ATTRACTIONS				
overall	77.8	19.9	2.4	0.0
exciting	76.1	20.9	2.6	0.4
variety	75.2	21.1	3.6	0.1
service	75.5	22.6	1.9	0.0
value for your money	48.5	42.7	7.3	1.5
TRANSPORTATION				
overall	63.5	27.9	4.8	3.8
convenience	69.8	18.1	9.7	2.4
cleanliness and comfort	68.5	26.1	4.7	0.6
efficiency	70.8	24.2	3.8	1.2
value for your money	55.9	34.5	3.3	6.3
AIRPORTS				
overall	62.5	32.1	4.5	0.9
signage	65.2	27.6	5.4	1.9
cleanliness and comfort	64.3	31.1	3.8	0.8
ease of getting around	64.1	28.8	5.0	2.0
availability of food	34.6	40.3	19.8	5.3
availability of shopping	38.1	39.7	17.7	4.4
friendliness of workers	58.1	32.9	6.9	2.1
PARKS & BEACHES				
overall	79.0	19.7	0.9	0.4
security	65.5	28.6	3.8	2.2
facility	68.3	27.0	3.6	1.1
cleanliness and comfort	67.8	26.1	5.2	0.9

**Table 4.14 2007 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	80.5	17.7	1.5	0.3
location	85.5	11.7	2.2	0.6
service	74.7	21.5	2.6	1.1
facility	75.3	20.0	4.1	0.6
cleanliness and comfort	78.2	13.9	7.0	0.9
value for your money	65.4	27.0	6.6	1.0
RESTAURANT				
overall	55.0	38.6	5.0	1.5
location	60.7	30.4	7.2	1.7
variety	52.3	35.3	9.9	2.6
service	59.5	32.2	6.4	2.0
quality	59.2	32.1	7.0	1.6
value for your money	28.9	46.9	18.8	5.4
SHOPPING				
overall	53.2	43.1	3.7	0.0
sufficient shopping places	56.7	36.6	6.3	0.4
locations	54.9	38.2	6.6	0.3
variety	48.7	42.5	8.3	0.5
service	57.7	38.8	3.0	0.5
quality	47.5	45.3	6.2	1.0
value for your money	32.9	51.8	13.1	2.3
local/handmade items	50.1	35.9	12.2	1.7
GOLF				
overall	78.7	20.3	1.0	0.0
locations	82.8	17.2	0.0	0.0
service	75.4	24.6	0.0	0.0
value for your money	47.0	35.7	12.9	4.3
ACTIVITIES/ATTRACTIONS				
overall	75.7	21.2	2.8	0.3
exciting	73.1	23.0	3.9	0.0
variety	73.6	22.9	3.5	0.0
service	70.4	26.2	3.4	0.0
value for your money	43.4	44.8	10.3	1.5
TRANSPORTATION				
overall	58.7	33.4	5.0	2.9
convenience	55.2	33.5	5.8	5.5
cleanliness and comfort	57.9	36.7	5.5	0.0
efficiency	59.9	32.3	4.3	3.5
value for your money	58.9	36.2	1.7	3.2
AIRPORTS				
overall	54.7	39.8	5.5	0.0
signage	56.7	36.1	6.5	0.7
cleanliness and comfort	55.9	38.0	5.8	0.3
ease of getting around	63.1	27.8	8.6	0.5
availability of food	33.5	37.5	24.2	4.8
availability of shopping	38.3	44.5	15.8	1.4
friendliness of workers	57.5	33.3	8.7	0.5
PARKS & BEACHES				
overall	75.1	24.1	0.8	0.0
security	58.3	34.5	5.2	2.1
facility	61.2	31.1	6.9	0.8
cleanliness and comfort	65.0	29.8	4.9	0.3

**Table 4.15 2008 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	80.5	18.1	1.2	0.2
location	77.9	19.8	2.1	0.2
service	70.4	23.9	5.4	0.3
facility	69.5	27.0	3.1	0.4
cleanliness and comfort	75.6	21.9	2.0	0.4
value for your money	64.0	26.7	6.3	3.0
RESTAURANT				
overall	58.5	33.5	6.6	1.4
location	59.6	32.1	8.1	0.2
variety	52.2	38.6	7.3	1.8
service	66.3	28.1	4.0	1.6
quality	62.1	30.0	6.5	1.4
value for your money	30.8	43.4	22.5	3.3
SHOPPING				
overall	49.6	39.2	10.8	0.4
sufficient shopping places	51.4	35.0	12.0	1.6
locations	48.9	38.1	10.7	2.3
variety	41.9	42.3	13.6	2.2
service	61.1	30.1	7.6	1.1
quality	39.9	45.0	13.8	1.2
value for your money	29.2	45.9	20.7	4.2
local/handmade items	39.1	44.9	13.6	2.3
GOLF				
overall	68.0	27.1	4.2	0.8
locations	73.7	26.3	0.0	0.0
service	66.3	31.6	1.3	0.8
value for your money	41.1	47.6	9.4	1.9
ACTIVITIES/ATTRACTIONS				
overall	73.7	22.2	3.9	0.2
exciting	70.3	25.2	4.5	0.0
variety	66.4	29.2	4.0	0.3
service	69.1	26.6	3.8	0.4
value for your money	46.0	40.2	12.6	1.2
TRANSPORTATION				
overall	54.9	35.6	7.3	2.1
convenience	51.9	30.7	15.9	1.5
cleanliness and comfort	55.0	42.2	0.0	2.8
efficiency	47.5	34.7	16.4	1.4
value for your money	37.2	26.6	26.4	9.9
AIRPORTS				
overall	58.0	34.9	6.2	0.9
signage	55.1	33.7	9.7	1.6
cleanliness and comfort	54.8	36.1	8.2	0.9
ease of getting around	55.5	36.6	6.3	1.6
availability of food	23.8	34.1	31.3	10.8
availability of shopping	27.9	39.4	24.8	8.0
friendliness of workers	52.6	34.3	8.6	4.5
PARKS & BEACHES				
overall	79.1	17.0	3.4	0.5
security	63.2	30.4	6.0	0.3
facility	67.9	26.8	5.3	0.0
cleanliness and comfort	69.5	24.8	5.6	0.1

**Table 4.16 2007 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	83.4	14.1	2.3	0.2
location	80.7	17.2	2.2	0.0
service	81.7	15.3	2.7	0.3
facility	80.0	15.0	3.8	1.2
cleanliness and comfort	80.9	13.1	4.0	2.0
value for your money	60.3	30.8	7.3	1.7
RESTAURANT				
overall	57.9	35.7	5.7	0.6
location	61.0	31.0	6.9	1.1
variety	54.3	36.0	9.2	0.5
service	67.2	27.3	5.0	0.6
quality	60.7	34.7	4.3	0.4
value for your money	30.3	45.0	19.4	5.3
SHOPPING				
overall	50.1	45.5	4.0	0.4
sufficient shopping places	53.1	40.7	5.7	0.4
locations	53.1	38.0	8.0	1.0
variety	48.6	43.3	5.8	2.3
service	61.3	36.3	2.3	0.0
quality	45.7	47.7	6.2	0.5
value for your money	31.9	50.3	15.7	2.0
local/handmade items	50.2	37.8	10.1	2.0
GOLF				
overall	81.5	18.5	0.0	0.0
locations	83.5	16.5	0.0	0.0
service	86.7	13.3	0.0	0.0
value for your money	41.0	42.5	11.4	5.0
ACTIVITIES/ATTRACTIONS				
overall	76.0	21.6	1.6	0.9
exciting	69.6	26.0	4.4	0.0
variety	73.5	23.6	2.6	0.4
service	72.6	25.0	2.5	0.0
value for your money	47.5	40.7	9.4	2.4
TRANSPORTATION				
overall	60.9	30.6	8.5	0.0
convenience	60.4	26.5	13.1	0.0
cleanliness and comfort	59.7	40.3	0.0	0.0
efficiency	55.4	31.7	11.4	1.6
value for your money	61.0	24.7	12.9	1.3
AIRPORTS				
overall	48.1	40.9	9.4	1.7
signage	49.3	36.3	11.9	2.5
cleanliness and comfort	51.1	35.1	11.2	2.7
ease of getting around	53.6	31.0	12.4	3.1
availability of food	21.4	41.7	26.2	10.7
availability of shopping	25.0	45.6	22.8	6.6
friendliness of workers	55.9	33.4	8.9	1.8
PARKS & BEACHES				
overall	79.0	18.9	1.4	0.8
security	63.0	29.8	5.4	1.8
facility	65.8	29.8	3.4	1.1
cleanliness and comfort	65.6	27.8	5.3	1.3

**Table 4.17 2008 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	46.2	45.2	7.7	0.9
location	50.7	35.4	11.8	2.2
service	30.1	50.8	16.8	2.2
facility	27.1	49.3	20.7	2.9
cleanliness and comfort	37.3	46.4	13.9	2.4
value for your money	34.4	48.8	14.5	2.3
RESTAURANT				
overall	25.3	57.0	16.2	1.6
location	31.6	54.6	12.7	1.1
variety	26.8	52.3	19.0	1.9
service	23.7	55.4	18.5	2.3
quality	20.7	50.3	24.7	4.3
value for your money	17.1	48.4	29.5	4.9
SHOPPING				
overall	45.1	48.2	6.4	0.4
sufficient shopping places	60.8	35.2	3.6	0.4
locations	46.9	46.6	6.2	0.4
variety	46.5	43.8	9.0	0.7
service	30.3	55.9	12.8	1.0
quality	27.3	59.8	12.2	0.7
value for your money	28.9	53.2	16.8	1.1
local/handmade items	26.8	51.5	19.9	1.8
GOLF				
overall	36.8	50.4	11.4	1.3
locations	42.7	47.1	9.6	0.7
service	22.5	45.7	28.3	3.6
value for your money	21.8	39.3	30.9	8.0
ACTIVITIES/ATTRACTIONS				
overall	41.0	50.0	8.6	0.4
exciting	42.5	49.2	7.8	0.4
variety	38.0	49.2	12.1	0.7
service	31.4	52.6	14.9	1.2
value for your money	24.7	50.1	22.4	2.8
TRANSPORTATION				
overall	43.4	46.2	9.3	1.1
convenience	44.7	42.4	11.2	1.7
cleanliness and comfort	33.8	51.0	14.2	1.1
efficiency	33.3	46.1	18.0	2.5
value for your money	43.7	45.5	9.6	1.2
AIRPORTS				
overall	22.5	60.5	16.0	1.0
signage	23.7	58.0	16.9	1.4
cleanliness and comfort	23.5	55.8	18.5	2.2
ease of getting around	19.4	50.6	26.6	3.4
availability of food	10.7	37.6	43.7	8.0
availability of shopping	14.1	46.3	34.0	5.5
friendliness of workers	21.0	55.1	20.1	3.8
PARKS & BEACHES				
overall	51.0	44.6	4.2	0.2
security	43.2	49.1	6.7	0.9
facility	33.0	52.2	14.0	0.8
cleanliness and comfort	38.9	48.5	11.4	1.2

**Table 4.18 2007 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	43.2	46.9	8.6	1.3
location	48.7	36.6	11.8	2.9
service	27.4	51.4	19.1	2.2
facility	26.3	48.3	21.3	4.2
cleanliness and comfort	35.6	47.2	14.7	2.5
value for your money	29.7	50.8	17.1	2.4
RESTAURANT				
overall	20.8	58.1	19.2	1.9
location	29.5	55.1	14.0	1.4
variety	23.2	50.6	24.2	2.1
service	20.5	54.6	22.2	2.6
quality	17.3	46.3	30.1	6.3
value for your money	12.6	44.3	34.8	8.3
SHOPPING				
overall	37.5	52.5	9.3	0.7
sufficient shopping places	53.9	40.0	5.3	0.8
locations	39.9	50.7	8.8	0.6
variety	39.1	46.7	13.0	1.2
service	25.0	56.3	17.7	1.0
quality	21.2	58.5	19.3	1.1
value for your money	20.4	51.8	25.2	2.5
local/handmade items	21.8	52.1	23.4	2.8
GOLF				
overall	35.6	48.7	15.1	0.6
locations	45.7	43.7	10.2	0.4
service	19.2	49.4	28.2	3.2
value for your money	22.3	37.7	32.6	7.4
ACTIVITIES/ATTRACTIONS				
overall	37.1	53.2	9.0	0.7
exciting	38.5	52.0	8.9	0.6
variety	32.6	52.5	13.9	0.9
service	27.4	54.4	16.9	1.3
value for your money	20.7	50.0	26.0	3.3
TRANSPORTATION				
overall	40.4	47.6	11.1	1.0
convenience	42.7	43.6	12.0	1.6
cleanliness and comfort	30.0	53.6	14.6	1.8
efficiency	30.5	47.1	19.5	2.9
value for your money	40.1	47.2	11.3	1.4
AIRPORTS				
overall	20.3	61.3	17.2	1.2
signage	21.1	59.5	17.9	1.6
cleanliness and comfort	21.5	57.3	19.0	2.2
ease of getting around	16.8	50.4	28.4	4.4
availability of food	9.1	37.0	43.9	10.0
availability of shopping	13.2	44.2	36.0	6.6
friendliness of workers	17.8	56.8	21.1	4.3
PARKS & BEACHES				
overall	48.9	45.4	5.4	0.3
security	41.7	49.1	8.1	1.1
facility	31.0	53.1	14.6	1.2
cleanliness and comfort	37.6	47.8	13.2	1.4

**Table 4.19 2008 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	66.7	30.4	2.2	0.7
location	73.7	20.0	3.7	2.6
service	42.9	42.6	12.1	2.3
facility	46.2	41.7	11.4	0.8
cleanliness and comfort	54.3	41.2	3.0	1.5
value for your money	45.3	39.3	13.7	1.6
RESTAURANT				
overall	30.2	50.0	16.6	3.3
location	43.3	52.6	3.3	0.8
variety	21.4	42.7	32.7	3.3
service	29.2	52.3	16.0	2.5
quality	25.0	41.0	28.3	5.6
value for your money	23.4	44.4	27.1	5.0
SHOPPING				
overall	24.9	48.4	24.3	2.4
sufficient shopping places	27.0	45.1	23.1	4.8
locations	33.7	51.9	11.2	3.2
variety	25.5	37.6	33.6	3.2
service	28.6	48.0	22.5	0.8
quality	26.3	50.9	22.0	0.8
value for your money	24.5	48.6	26.9	0.0
local/handmade items	27.3	42.6	28.4	1.7
GOLF				
overall	62.8	28.0	9.1	0.0
locations	83.7	13.2	3.1	0.0
service	50.2	27.8	22.0	0.0
value for your money	25.1	46.6	25.1	3.1
ACTIVITIES/ATTRACTIONS				
overall	45.1	41.9	12.0	1.0
exciting	44.5	39.2	15.3	1.0
variety	29.8	43.0	24.1	3.1
service	36.2	48.4	15.5	0.0
value for your money	29.0	50.4	19.6	1.0
TRANSPORTATION				
overall	28.6	40.2	28.9	2.3
convenience	29.4	31.0	36.0	3.5
cleanliness and comfort	34.3	49.5	13.9	2.3
efficiency	31.4	30.4	30.1	8.1
value for your money	31.3	43.8	21.4	3.5
AIRPORTS				
overall	23.5	58.8	15.4	2.3
signage	19.7	56.8	21.9	1.6
cleanliness and comfort	22.1	56.3	20.0	1.5
ease of getting around	22.7	42.2	31.2	3.9
availability of food	8.7	32.1	47.9	11.3
availability of shopping	10.0	34.9	48.0	7.2
friendliness of workers	20.4	57.9	20.9	0.8
PARKS & BEACHES				
overall	54.7	41.3	4.0	0.0
security	51.1	42.6	6.3	0.0
facility	43.2	43.5	13.3	0.0
cleanliness and comfort	50.7	38.0	11.3	0.0

Table 4.20 2007 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.8	31.2	0.0	0.0
location	76.9	21.5	1.6	0.0
service	39.7	53.9	5.7	0.7
facility	45.4	51.0	3.6	0.0
cleanliness and comfort	57.1	40.1	2.8	0.0
value for your money	38.4	53.2	8.4	0.0
RESTAURANT				
overall	42.8	40.3	16.9	0.0
location	48.4	42.5	8.3	0.7
variety	23.5	48.9	25.3	2.3
service	29.7	55.2	14.4	0.8
quality	23.7	48.1	24.9	3.4
value for your money	21.1	44.3	28.7	5.8
SHOPPING				
overall	25.3	57.6	16.2	0.9
sufficient shopping places	26.3	47.5	25.3	0.9
locations	19.4	64.0	16.6	0.0
variety	22.7	44.4	31.6	1.3
service	19.0	64.6	16.4	0.0
quality	15.9	61.7	21.5	0.9
value for your money	9.8	60.4	25.5	4.3
local/handmade items	19.6	51.5	26.6	2.4
GOLF				
overall	52.3	47.7	0.0	0.0
locations	58.8	41.2	0.0	0.0
service	38.6	58.4	3.0	0.0
value for your money	18.8	40.8	40.4	0.0
ACTIVITIES/ATTRACTIONS				
overall	46.8	46.2	6.9	0.0
exciting	45.5	45.7	8.8	0.0
variety	35.1	46.7	18.2	0.0
service	41.8	46.4	11.8	0.0
value for your money	30.3	48.2	21.5	0.0
TRANSPORTATION				
overall	34.1	46.1	17.5	2.4
convenience	35.4	34.0	25.1	5.5
cleanliness and comfort	27.8	63.7	8.5	0.0
efficiency	25.7	40.4	25.8	8.1
value for your money	36.2	48.6	13.9	1.2
AIRPORTS				
overall	19.8	61.5	17.6	1.1
signage	16.7	61.5	20.6	1.2
cleanliness and comfort	19.0	57.4	23.6	0.0
ease of getting around	19.3	55.2	24.2	1.2
availability of food	12.7	39.5	36.5	11.3
availability of shopping	13.0	44.2	35.2	7.6
friendliness of workers	17.8	59.3	16.7	6.3
PARKS & BEACHES				
overall	53.0	45.7	1.3	0.0
security	40.0	55.9	4.1	0.0
facility	32.4	57.1	10.6	0.0
cleanliness and comfort	41.1	48.6	10.3	0.0

**Table 4.21 2008 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	56.3	38.4	5.0	0.3
location	60.8	30.6	7.6	1.0
service	40.9	45.1	13.0	1.0
facility	39.3	43.4	15.4	1.8
cleanliness and comfort	48.2	41.4	9.7	0.8
value for your money	38.1	47.4	13.0	1.6
RESTAURANT				
overall	22.3	57.3	18.5	1.9
location	37.0	48.7	12.8	1.6
variety	18.2	42.9	36.0	2.9
service	24.0	51.8	22.0	2.1
quality	19.7	48.2	24.7	7.4
value for your money	14.1	50.1	30.4	5.4
SHOPPING				
overall	15.2	51.8	30.5	2.5
sufficient shopping places	14.3	40.6	37.1	8.0
locations	23.2	50.1	21.7	5.0
variety	14.1	43.1	35.4	7.3
service	17.0	54.6	25.7	2.8
quality	14.8	60.6	22.4	2.2
value for your money	13.7	56.8	26.5	3.0
local/handmade items	21.9	48.1	24.8	5.1
GOLF				
overall	55.5	38.9	3.7	1.9
locations	71.0	25.8	3.2	0.0
service	38.6	45.1	16.3	0.0
value for your money	32.7	41.0	17.3	9.0
ACTIVITIES/ATTRACTIONS				
overall	37.4	49.4	12.1	1.2
exciting	34.0	50.8	13.6	1.6
variety	26.0	46.2	24.7	3.1
service	30.8	53.7	14.3	1.2
value for your money	28.5	46.7	22.5	2.4
TRANSPORTATION				
overall	19.7	45.6	27.0	7.7
convenience	16.7	43.2	27.9	12.2
cleanliness and comfort	18.6	54.0	23.1	4.2
efficiency	14.0	42.8	31.7	11.5
value for your money	19.6	49.2	23.3	8.0
AIRPORTS				
overall	16.3	56.9	25.0	1.8
signage	17.0	51.3	27.6	4.1
cleanliness and comfort	19.4	52.7	24.1	3.9
ease of getting around	19.2	46.8	27.8	6.2
availability of food	4.6	27.7	49.2	18.5
availability of shopping	5.0	29.2	49.4	16.5
friendliness of workers	15.3	56.8	22.6	5.3
PARKS & BEACHES				
overall	41.2	50.6	7.8	0.3
security	37.5	52.6	8.7	1.3
facility	28.4	53.9	16.1	1.6
cleanliness and comfort	33.4	52.3	12.8	1.6

Table 4.22 2007 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	55.8	37.1	6.3	0.8
location	59.8	33.2	4.0	3.0
service	39.6	46.7	9.9	3.7
facility	40.2	43.8	12.4	3.6
cleanliness and comfort	43.7	44.2	9.3	2.8
value for your money	34.8	50.4	11.6	3.1
RESTAURANT				
overall	25.0	49.2	22.4	3.4
location	40.5	42.1	15.1	2.3
variety	18.2	43.0	31.6	7.2
service	22.1	48.1	26.9	2.9
quality	22.7	37.1	34.9	5.2
value for your money	14.4	41.1	36.7	7.8
SHOPPING				
overall	9.5	57.6	29.4	3.6
sufficient shopping places	10.7	39.7	39.7	9.9
locations	19.2	49.3	24.0	7.5
variety	15.0	34.1	43.0	7.9
service	12.8	53.5	31.2	2.6
quality	9.2	63.7	22.1	4.9
value for your money	9.5	52.2	32.6	5.7
local/handmade items	19.5	50.8	23.3	6.4
GOLF				
overall	67.3	29.6	3.1	0.0
locations	68.7	28.2	3.1	0.0
service	53.2	41.4	4.3	1.1
value for your money	25.8	41.8	29.7	2.6
ACTIVITIES/ATTRACTIONS				
overall	34.8	58.0	4.7	2.5
exciting	36.9	52.9	7.1	3.1
variety	28.3	49.1	19.7	2.9
service	30.5	57.9	8.8	2.8
value for your money	28.1	45.9	21.2	4.8
TRANSPORTATION				
overall	14.8	43.8	32.1	9.2
convenience	10.4	47.9	28.7	13.1
cleanliness and comfort	20.8	48.4	25.3	5.6
efficiency	12.5	42.9	33.9	10.8
value for your money	13.9	47.9	31.5	6.6
AIRPORTS				
overall	18.2	63.9	14.4	3.5
signage	16.4	62.1	17.6	3.9
cleanliness and comfort	20.1	54.8	21.1	3.9
ease of getting around	18.4	53.2	21.7	6.6
availability of food	5.5	26.6	55.1	12.8
availability of shopping	5.4	30.1	48.7	15.9
friendliness of workers	16.5	56.0	23.3	4.2
PARKS & BEACHES				
overall	54.8	39.9	5.3	0.0
security	46.7	46.2	6.0	1.0
facility	37.1	49.5	11.9	1.5
cleanliness and comfort	41.6	48.8	7.9	1.7

**Table 4.23 2008 O'ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	61.1	34.6	3.7	0.7
location	76.8	21.9	1.1	0.2
service	62.5	33.1	3.7	0.8
facility	55.3	36.5	7.1	1.1
cleanliness and comfort	60.9	32.1	5.6	1.3
value for your money	47.2	43.6	7.3	1.9
RESTAURANT				
overall	53.4	41.4	4.9	0.3
location	64.8	30.7	4.0	0.5
variety	56.8	36.7	5.4	1.1
service	56.5	39.0	4.1	0.4
quality	53.8	42.6	2.8	0.8
value for your money	35.0	51.9	10.6	2.4
SHOPPING				
overall	59.4	38.9	1.7	0.1
sufficient shopping places	72.9	26.0	0.9	0.2
locations	68.0	30.3	1.1	0.6
variety	56.3	35.4	8.0	0.3
service	61.2	36.5	2.3	0.0
quality	47.6	48.3	3.8	0.3
value for your money	37.6	49.8	11.9	0.8
local/handmade items	47.2	43.6	7.6	1.5
GOLF				
overall	53.3	38.0	6.7	2.0
locations	47.8	43.8	8.4	0.0
service	51.0	41.4	7.6	0.0
value for your money	23.3	43.3	16.5	16.9
ACTIVITIES/ATTRACTIONS				
overall	64.7	33.9	1.4	0.0
exciting	58.0	37.5	4.4	0.1
variety	58.0	38.3	3.7	0.0
service	55.8	41.1	3.0	0.1
value for your money	37.6	51.4	8.8	2.2
TRANSPORTATION				
overall	67.3	29.0	2.9	0.7
convenience	69.2	25.9	4.7	0.2
cleanliness and comfort	60.7	32.9	6.1	0.2
efficiency	60.0	32.4	6.8	0.8
value for your money	62.1	32.7	4.2	0.9
AIRPORTS				
overall	50.5	42.5	6.6	0.3
signage	51.1	37.4	8.6	2.9
cleanliness and comfort	52.6	40.7	6.5	0.1
ease of getting around	50.2	37.4	10.7	1.8
availability of food	27.8	39.5	27.6	5.1
availability of shopping	33.9	45.5	16.7	3.9
friendliness of workers	52.9	37.9	7.5	1.7
PARKS & BEACHES				
overall	69.2	26.8	3.8	0.2
security	55.8	40.4	3.2	0.6
facility	54.1	37.4	7.1	1.4
cleanliness and comfort	57.1	35.4	6.2	1.2

**Table 4.24 2007 O'ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	71.3	25.0	2.9	0.8
location	80.8	16.4	2.0	0.7
service	66.1	28.2	3.6	2.1
facility	60.1	32.6	6.5	0.9
cleanliness and comfort	63.3	29.4	5.6	1.7
value for your money	57.0	33.6	7.7	1.8
RESTAURANT				
overall	56.2	39.4	3.4	1.0
location	62.7	33.6	2.8	0.9
variety	60.1	32.5	6.3	1.1
service	59.3	35.7	4.1	0.8
quality	55.3	37.5	5.9	1.4
value for your money	35.0	48.8	13.6	2.6
SHOPPING				
overall	63.3	35.0	1.7	0.0
sufficient shopping places	74.7	23.8	1.3	0.1
locations	71.7	25.6	2.2	0.5
variety	61.9	31.0	6.4	0.7
service	58.4	36.0	5.3	0.3
quality	52.1	42.1	5.7	0.2
value for your money	44.3	44.0	9.9	1.8
local/handmade items	50.0	37.2	9.9	2.9
GOLF				
overall	64.0	28.6	6.2	1.2
locations	73.1	21.0	6.0	0.0
service	63.1	33.7	3.1	0.0
value for your money	34.0	38.6	19.5	7.9
ACTIVITIES/ATTRACTIONS				
overall	66.3	31.0	2.4	0.3
exciting	58.1	37.8	3.8	0.3
variety	65.2	30.7	3.9	0.2
service	63.3	34.0	2.3	0.4
value for your money	41.7	46.0	11.0	1.3
TRANSPORTATION				
overall	68.4	26.4	3.7	1.5
convenience	69.5	24.9	4.6	1.0
cleanliness and comfort	66.6	29.4	4.0	0.0
efficiency	65.9	26.0	6.2	1.8
value for your money	67.0	26.7	5.6	0.7
AIRPORTS				
overall	53.7	40.1	5.4	0.8
signage	54.0	39.1	5.9	1.0
cleanliness and comfort	59.1	34.6	5.7	0.6
ease of getting around	53.7	35.4	9.3	1.6
availability of food	32.8	42.7	19.1	5.4
availability of shopping	34.0	45.5	16.2	4.3
friendliness of workers	57.1	36.4	5.0	1.5
PARKS & BEACHES				
overall	76.5	22.1	1.4	0.0
security	65.5	28.1	5.9	0.5
facility	65.9	28.2	5.7	0.3
cleanliness and comfort	65.1	27.2	6.4	1.3

**Table 4.25 2008 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.5	21.6	1.6	0.2
location	79.5	18.8	1.7	0.0
service	68.0	27.4	3.9	0.6
facility	70.1	24.2	5.5	0.2
cleanliness and comfort	66.8	25.7	5.8	1.6
value for your money	50.9	37.3	8.8	3.1
RESTAURANT				
overall	51.0	45.2	3.0	0.8
location	59.9	36.7	3.2	0.2
variety	54.5	40.6	4.4	0.5
service	59.2	34.5	5.9	0.4
quality	53.5	40.5	5.5	0.6
value for your money	25.3	54.6	16.9	3.1
SHOPPING				
overall	50.4	44.4	5.0	0.2
sufficient shopping places	55.3	39.0	4.9	0.8
locations	55.0	37.8	6.7	0.5
variety	49.4	40.1	9.5	1.0
service	58.2	36.6	3.7	1.5
quality	46.3	44.7	8.1	0.9
value for your money	35.9	47.4	14.0	2.7
local/handmade items	44.6	44.9	9.5	1.1
GOLF				
overall	81.5	16.6	1.3	0.7
locations	86.3	13.5	0.1	0.1
service	71.2	24.8	3.9	0.1
value for your money	29.4	49.2	14.0	7.4
ACTIVITIES/ATTRACTIONS				
overall	66.5	31.1	1.9	0.6
exciting	61.1	36.0	2.2	0.7
variety	65.9	29.5	3.8	0.7
service	64.7	31.3	3.0	1.0
value for your money	39.2	47.1	10.9	2.7
TRANSPORTATION				
overall	47.4	39.1	8.9	4.6
convenience	46.6	39.0	8.9	5.5
cleanliness and comfort	53.0	34.1	12.3	0.6
efficiency	48.6	35.6	12.8	3.0
value for your money	46.3	39.5	10.8	3.4
AIRPORTS				
overall	51.0	42.0	6.1	0.9
signage	51.8	39.1	7.8	1.3
cleanliness and comfort	54.3	36.3	8.0	1.4
ease of getting around	55.1	37.6	6.0	1.3
availability of food	27.9	37.5	26.7	7.9
availability of shopping	30.4	43.8	18.4	7.3
friendliness of workers	50.7	39.6	6.7	3.0
PARKS & BEACHES				
overall	75.8	22.5	1.4	0.4
security	63.8	29.0	6.5	0.7
facility	60.5	32.5	5.7	1.4
cleanliness and comfort	64.4	26.9	7.3	1.4

**Table 4.26 2007 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.3	19.5	3.1	1.0
location	78.8	17.5	3.1	0.6
service	68.5	25.0	5.2	1.3
facility	66.6	27.5	4.3	1.5
cleanliness and comfort	72.5	21.7	3.9	1.9
value for your money	54.8	35.0	6.5	3.7
RESTAURANT				
overall	49.1	46.8	3.3	0.9
location	58.4	39.7	1.5	0.3
variety	52.7	41.8	4.9	0.5
service	54.3	40.4	4.7	0.7
quality	53.6	40.2	5.6	0.6
value for your money	23.8	55.8	15.5	4.9
SHOPPING				
overall	52.9	43.8	3.3	0.0
sufficient shopping places	60.2	36.6	3.1	0.2
locations	58.2	38.5	3.3	0.0
variety	47.3	45.0	6.7	1.0
service	53.2	42.3	4.4	0.0
quality	46.8	48.8	4.2	0.3
value for your money	31.2	53.9	14.1	0.8
local/handmade items	44.2	39.4	14.6	1.8
GOLF				
overall	73.9	25.4	0.0	0.6
locations	80.5	18.9	0.0	0.6
service	71.8	27.6	0.0	0.6
value for your money	29.3	54.6	11.6	4.4
ACTIVITIES/ATTRACTIONS				
overall	72.2	25.3	2.3	0.2
exciting	66.7	30.6	2.2	0.4
variety	66.7	31.6	1.1	0.7
service	62.7	35.3	1.8	0.2
value for your money	42.1	45.6	10.6	1.7
TRANSPORTATION				
overall	53.6	37.4	4.9	4.1
convenience	52.9	33.6	8.9	4.6
cleanliness and comfort	60.1	35.7	3.2	1.0
efficiency	52.8	34.6	10.5	2.1
value for your money	52.8	31.3	11.9	4.1
AIRPORTS				
overall	41.1	49.1	8.7	1.2
signage	44.2	44.4	9.6	1.8
cleanliness and comfort	43.8	46.5	8.0	1.7
ease of getting around	46.7	42.4	9.9	1.0
availability of food	22.3	39.6	27.9	10.2
availability of shopping	21.9	46.0	23.4	8.7
friendliness of workers	42.9	45.7	8.3	3.1
PARKS & BEACHES				
overall	70.5	26.8	2.7	0.0
security	55.4	37.5	5.8	1.2
facility	59.3	33.1	5.9	1.6
cleanliness and comfort	62.8	29.4	6.0	1.9

**Table 4.27 2008 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	78.4	18.8	2.1	0.7
location	85.8	11.6	1.8	0.8
service	73.1	21.6	5.1	0.2
facility	67.5	24.6	6.6	1.3
cleanliness and comfort	77.2	15.9	4.9	2.1
value for your money	61.4	32.1	3.2	3.3
RESTAURANT				
overall	50.2	40.6	7.9	1.3
location	59.4	32.0	6.9	1.7
variety	50.8	35.5	11.4	2.4
service	60.4	29.9	5.9	3.8
quality	54.4	37.6	7.0	1.0
value for your money	32.2	45.5	17.5	4.8
SHOPPING				
overall	51.9	42.4	3.8	1.8
sufficient shopping places	55.0	35.9	6.2	2.9
locations	56.5	35.8	6.1	1.7
variety	49.3	40.2	7.9	2.6
service	58.3	33.2	6.6	1.9
quality	49.0	41.8	6.6	2.6
value for your money	37.4	48.0	11.5	3.1
local/handmade items	48.1	38.0	11.5	2.5
GOLF				
overall	74.3	20.4	3.1	2.2
locations	74.9	23.6	0.0	1.5
service	64.9	31.4	1.7	2.0
value for your money	47.3	41.3	8.3	3.2
ACTIVITIES/ATTRACTIONS				
overall	69.1	27.0	3.5	0.5
exciting	64.5	30.6	3.1	1.8
variety	67.4	27.7	3.6	1.3
service	66.9	26.3	4.5	2.3
value for your money	43.4	43.1	11.0	2.5
TRANSPORTATION				
overall	53.2	20.8	10.2	15.7
convenience	56.2	23.8	7.3	12.6
cleanliness and comfort	56.6	30.0	6.1	7.3
efficiency	54.4	24.8	9.8	11.1
value for your money	49.4	31.3	8.0	11.3
AIRPORTS				
overall	57.1	35.4	7.2	0.3
signage	57.9	33.6	7.7	0.8
cleanliness and comfort	59.4	33.7	6.4	0.4
ease of getting around	60.6	29.6	7.9	1.9
availability of food	24.7	39.0	25.5	10.9
availability of shopping	27.6	40.0	26.9	5.5
friendliness of workers	60.3	32.0	5.1	2.6
PARKS & BEACHES				
overall	81.2	16.1	2.2	0.5
security	66.7	25.7	6.5	1.1
facility	67.3	23.6	8.0	1.0
cleanliness and comfort	60.3	30.9	6.0	2.8

**Table 4.28 2007 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.6	18.9	0.9	0.6
location	80.0	18.1	1.9	0.0
service	69.0	25.7	4.3	1.0
facility	67.1	28.5	3.4	1.0
cleanliness and comfort	75.1	20.6	2.7	1.5
value for your money	59.7	32.4	4.8	3.0
RESTAURANT				
overall	49.6	47.4	3.0	0.0
location	60.6	34.6	4.8	0.0
variety	51.0	38.7	9.4	0.9
service	54.4	42.3	3.1	0.3
quality	54.4	40.8	4.8	0.0
value for your money	30.1	46.5	20.7	2.7
SHOPPING				
overall	49.1	44.2	6.7	0.0
sufficient shopping places	48.5	42.2	9.2	0.0
locations	48.1	42.0	9.9	0.0
variety	44.8	43.5	11.7	0.0
service	52.3	44.0	3.8	0.0
quality	42.6	50.2	7.2	0.0
value for your money	30.3	57.2	12.5	0.0
local/handmade items	43.1	45.4	9.7	1.8
GOLF				
overall	85.5	14.5	0.0	0.0
locations	88.3	11.7	0.0	0.0
service	65.9	34.1	0.0	0.0
value for your money	50.5	34.3	8.0	7.2
ACTIVITIES/ATTRACTIONS				
overall	66.3	32.8	0.6	0.3
exciting	62.4	33.9	3.4	0.3
variety	70.3	27.5	1.9	0.3
service	61.5	36.1	2.1	0.3
value for your money	36.3	45.2	16.7	1.8
TRANSPORTATION				
overall	26.2	53.3	4.6	15.9
convenience	26.6	35.8	19.0	18.6
cleanliness and comfort	32.6	53.0	2.1	12.2
efficiency	30.9	42.9	10.1	16.0
value for your money	33.3	26.3	23.4	17.0
AIRPORTS				
overall	41.4	47.7	10.4	0.4
signage	44.1	37.2	15.7	3.0
cleanliness and comfort	54.9	35.3	9.1	0.8
ease of getting around	52.8	32.7	10.2	4.2
availability of food	25.0	41.7	25.5	7.8
availability of shopping	25.9	51.6	20.1	2.4
friendliness of workers	53.0	36.7	8.6	1.7
PARKS & BEACHES				
overall	77.0	20.9	1.1	1.0
security	64.9	27.7	6.6	0.7
facility	63.0	29.2	5.2	2.6
cleanliness and comfort	64.4	25.6	6.9	3.1

**Table 4.29 2008 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.4	20.7	2.6	0.3
location	72.0	23.7	3.7	0.5
service	71.6	23.1	4.0	1.2
facility	70.7	24.6	4.0	0.7
cleanliness and comfort	75.1	19.3	4.9	0.7
value for your money	63.3	29.5	5.1	2.1
RESTAURANT				
overall	47.7	44.7	6.4	1.2
location	56.4	36.6	6.4	0.6
variety	51.8	36.0	11.4	0.8
service	58.0	35.1	6.5	0.4
quality	55.2	35.6	8.3	0.9
value for your money	33.8	45.5	18.2	2.5
SHOPPING				
overall	45.9	45.6	7.6	1.0
sufficient shopping places	53.9	35.5	9.5	1.2
locations	54.4	36.8	8.2	0.6
variety	45.7	42.7	10.4	1.2
service	55.1	36.8	7.6	0.4
quality	44.6	49.8	5.0	0.7
value for your money	36.0	51.1	11.2	1.6
local/handmade items	43.6	39.9	12.7	3.7
GOLF				
overall	79.7	16.6	2.9	0.8
locations	81.5	17.3	1.2	0.0
service	74.1	20.8	4.5	0.6
value for your money	44.0	39.9	10.3	5.8
ACTIVITIES/ATTRACTIONS				
overall	63.3	34.3	2.1	0.4
exciting	59.7	37.6	2.3	0.4
variety	57.2	38.9	3.6	0.4
service	60.7	36.1	2.9	0.2
value for your money	41.6	49.0	8.4	0.9
TRANSPORTATION				
overall	40.2	47.1	9.0	3.7
convenience	46.9	32.5	15.2	5.3
cleanliness and comfort	43.1	41.8	12.9	2.2
efficiency	42.7	46.7	6.7	3.8
value for your money	53.6	37.0	5.5	3.9
AIRPORTS				
overall	41.3	45.4	10.7	2.6
signage	45.5	37.6	13.1	3.8
cleanliness and comfort	48.8	36.8	11.7	2.7
ease of getting around	51.8	31.6	12.3	4.3
availability of food	18.2	31.2	36.2	14.4
availability of shopping	20.8	36.4	27.8	14.9
friendliness of workers	50.2	38.2	7.6	3.9
PARKS & BEACHES				
overall	69.8	27.1	2.3	0.8
security	60.7	34.4	4.4	0.5
facility	59.7	35.4	3.8	1.2
cleanliness and comfort	54.5	34.9	8.4	2.3

**Table 4.30 2007 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	77.8	21.0	1.3	0.0
location	74.3	21.4	4.3	0.0
service	65.6	29.2	4.3	0.9
facility	67.1	28.8	3.6	0.5
cleanliness and comfort	68.0	25.7	3.8	2.4
value for your money	60.4	31.8	6.5	1.3
RESTAURANT				
overall	47.6	46.3	5.9	0.3
location	45.5	45.0	9.5	0.0
variety	44.3	41.5	13.4	0.8
service	54.5	42.2	3.3	0.0
quality	48.3	44.4	5.8	1.5
value for your money	28.8	43.5	22.4	5.2
SHOPPING				
overall	43.0	47.7	8.1	1.2
sufficient shopping places	45.9	39.7	13.0	1.4
locations	43.5	41.3	14.3	0.9
variety	37.4	46.8	15.0	0.8
service	48.3	48.2	3.5	0.0
quality	39.3	50.0	10.7	0.0
value for your money	30.7	50.7	17.4	1.1
local/handmade items	29.8	51.6	16.0	2.6
GOLF				
overall	86.4	13.6	0.0	0.0
locations	83.8	16.2	0.0	0.0
service	73.3	26.7	0.0	0.0
value for your money	33.2	52.6	9.2	5.0
ACTIVITIES/ATTRACTIONS				
overall	63.1	34.0	1.1	1.7
exciting	59.8	34.0	5.2	0.9
variety	58.8	33.3	6.2	1.7
service	61.3	35.1	3.6	0.0
value for your money	47.0	44.3	7.2	1.4
TRANSPORTATION				
overall	38.5	38.5	16.4	6.5
convenience	53.1	24.4	15.9	6.6
cleanliness and comfort	56.0	36.4	7.6	0.0
efficiency	44.1	36.5	16.1	3.3
value for your money	43.3	40.8	14.4	1.4
AIRPORTS				
overall	39.9	50.0	7.2	2.9
signage	43.2	40.2	11.3	5.3
cleanliness and comfort	44.3	44.5	7.8	3.4
ease of getting around	47.8	34.7	10.5	7.1
availability of food	18.2	35.5	30.9	15.4
availability of shopping	18.9	38.5	32.7	9.8
friendliness of workers	50.4	40.4	6.5	2.7
PARKS & BEACHES				
overall	67.0	23.9	8.4	0.7
security	55.4	31.4	10.5	2.7
facility	56.5	32.9	9.5	1.1
cleanliness and comfort	60.9	26.9	11.6	0.7

**Table 4.31 2008 O'ahu Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	67.8	28.3	3.2	0.7
location	78.1	19.4	0.9	1.6
service	65.5	29.0	4.2	1.3
facility	53.5	39.7	5.1	1.6
cleanliness and comfort	70.3	22.2	6.0	1.4
value for your money	46.5	41.3	11.2	0.9
RESTAURANT				
overall	48.4	45.6	5.2	0.8
location	62.8	30.5	5.9	0.8
variety	50.8	38.0	8.2	3.1
service	61.1	34.2	4.0	0.6
quality	52.2	36.5	8.0	3.3
value for your money	43.2	39.3	14.0	3.5
SHOPPING				
overall	62.5	35.5	0.9	1.1
sufficient shopping places	67.3	31.4	0.3	1.0
locations	63.2	34.4	2.3	0.0
variety	54.4	37.9	7.7	0.0
service	61.5	33.3	4.7	0.5
quality	55.4	39.0	5.6	0.0
value for your money	48.9	39.5	11.3	0.3
local/handmade items	44.5	42.4	10.9	2.2
GOLF				
overall	50.3	32.8	16.9	0.0
locations	62.4	27.2	10.5	0.0
service	61.0	25.1	13.8	0.0
value for your money	53.4	21.1	19.8	5.7
ACTIVITIES/ATTRACTIONS				
overall	56.6	39.3	4.1	0.1
exciting	50.9	42.2	6.6	0.4
variety	60.3	33.1	6.2	0.4
service	61.1	35.1	3.5	0.3
value for your money	38.2	43.3	18.0	0.5
TRANSPORTATION				
overall	59.7	35.2	3.4	1.6
convenience	61.0	31.1	7.5	0.4
cleanliness and comfort	58.8	32.8	7.5	0.8
efficiency	55.8	33.4	7.0	3.7
value for your money	66.9	23.4	5.9	3.8
AIRPORTS				
overall	59.3	32.5	6.8	1.4
signage	57.8	33.7	6.0	2.5
cleanliness and comfort	58.1	39.4	2.5	0.0
ease of getting around	56.4	36.3	6.1	1.3
availability of food	38.6	33.5	22.2	5.7
availability of shopping	37.3	38.2	20.6	3.9
friendliness of workers	57.0	30.7	8.8	3.5
PARKS & BEACHES				
overall	76.1	20.6	3.0	0.4
security	66.5	29.5	3.1	0.9
facility	64.6	29.3	5.0	1.2
cleanliness and comfort	67.2	27.0	4.1	1.7

**Table 4.32 2007 O'ahu Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	67.1	29.4	3.0	0.5
location	77.0	20.2	2.5	0.4
service	62.1	31.2	5.7	1.0
facility	58.9	32.5	7.0	1.6
cleanliness and comfort	65.8	26.8	6.0	1.4
value for your money	55.5	31.5	11.1	1.9
RESTAURANT				
overall	52.5	41.2	5.6	0.6
location	59.8	36.1	3.6	0.5
variety	52.4	37.4	8.9	1.3
service	59.6	36.0	3.9	0.5
quality	52.6	38.9	7.4	1.0
value for your money	43.6	43.0	11.7	1.7
SHOPPING				
overall	63.4	33.3	3.2	0.1
sufficient shopping places	73.4	24.5	2.0	0.1
locations	68.3	28.8	2.5	0.4
variety	56.4	35.3	7.9	0.4
service	63.2	33.1	3.5	0.2
quality	51.3	41.6	5.7	1.4
value for your money	46.5	42.4	9.4	1.7
local/handmade items	47.4	38.5	10.8	3.3
GOLF				
overall	68.2	21.6	2.1	8.1
locations	69.6	24.5	4.3	1.6
service	58.9	26.7	6.2	8.2
value for your money	42.7	35.8	8.1	13.5
ACTIVITIES/ATTRACTIONS				
overall	59.1	37.4	3.2	0.4
exciting	53.1	40.8	5.6	0.5
variety	57.7	35.3	6.2	0.7
service	56.8	38.8	3.9	0.6
value for your money	44.2	43.1	11.3	1.3
TRANSPORTATION				
overall	59.9	32.5	6.7	0.9
convenience	58.2	32.7	7.1	2.0
cleanliness and comfort	53.8	37.2	7.8	1.3
efficiency	56.4	32.2	9.3	2.1
value for your money	60.8	31.5	6.5	1.2
AIRPORTS				
overall	46.9	45.2	6.5	1.4
signage	46.1	44.4	7.9	1.6
cleanliness and comfort	50.6	41.1	7.5	0.8
ease of getting around	48.2	39.8	10.1	2.0
availability of food	30.4	42.8	22.2	4.6
availability of shopping	30.3	43.6	21.5	4.6
friendliness of workers	52.1	38.1	6.8	2.9
PARKS & BEACHES				
overall	75.1	21.1	3.4	0.3
security	65.1	29.7	3.9	1.2
facility	66.1	29.1	3.5	1.3
cleanliness and comfort	66.2	29.6	3.7	0.5

**Table 4.33 2008 Maui Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	74.1	22.9	2.9	0.1
location	75.4	21.8	2.5	0.3
service	66.0	29.5	3.7	0.8
facility	67.2	28.6	3.5	0.6
cleanliness and comfort	69.4	24.4	5.2	1.0
value for your money	49.8	39.3	9.1	1.8
RESTAURANT				
overall	44.4	47.2	7.3	1.1
location	52.0	41.5	6.1	0.4
variety	46.6	37.7	13.8	1.9
service	54.0	38.1	7.4	0.6
quality	49.0	41.5	7.2	2.2
value for your money	31.6	46.9	19.3	2.2
SHOPPING				
overall	41.7	49.5	8.3	0.5
sufficient shopping places	52.5	39.6	7.3	0.6
locations	45.8	47.8	5.3	1.1
variety	42.3	41.4	15.5	0.9
service	54.5	39.9	5.0	0.6
quality	41.1	47.5	10.9	0.5
value for your money	36.0	45.1	16.9	2.1
local/handmade items	40.1	40.9	17.0	2.0
GOLF				
overall	76.1	20.8	3.1	0.0
locations	82.7	17.3	0.0	0.0
service	67.9	31.3	0.8	0.0
value for your money	43.3	42.0	10.5	4.2
ACTIVITIES/ATTRACTIONS				
overall	63.3	33.0	3.5	0.2
exciting	62.2	33.7	4.1	0.0
variety	62.2	32.4	4.8	0.6
service	58.1	37.8	3.3	0.8
value for your money	37.0	46.1	14.1	2.7
TRANSPORTATION				
overall	49.8	37.3	10.2	2.7
convenience	44.4	40.5	10.5	4.5
cleanliness and comfort	48.6	44.3	6.6	0.5
efficiency	48.1	37.3	10.9	3.7
value for your money	50.9	36.1	8.6	4.3
AIRPORTS				
overall	42.8	48.5	7.5	1.1
signage	45.1	45.1	8.1	1.6
cleanliness and comfort	46.0	46.3	7.6	0.1
ease of getting around	46.0	46.8	6.8	0.3
availability of food	22.5	42.3	29.4	5.9
availability of shopping	21.4	46.8	26.0	5.8
friendliness of workers	49.3	40.2	9.3	1.1
PARKS & BEACHES				
overall	75.8	22.5	1.4	0.3
security	71.1	26.5	2.0	0.4
facility	66.1	31.0	2.5	0.5
cleanliness and comfort	69.8	25.7	4.1	0.4

**Table 4.34 2007 Maui Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.5	26.9	2.0	1.5
location	76.0	21.8	1.8	0.4
service	60.5	34.5	3.7	1.3
facility	59.9	33.3	6.4	0.4
cleanliness and comfort	62.2	30.4	5.9	1.5
value for your money	41.4	45.3	9.7	3.6
RESTAURANT				
overall	40.7	48.6	8.0	2.7
location	51.4	43.7	4.2	0.7
variety	41.9	40.8	14.7	2.6
service	51.4	41.5	5.1	2.0
quality	42.9	46.3	8.5	2.3
value for your money	27.8	51.2	17.2	3.8
SHOPPING				
overall	38.9	53.0	7.2	0.9
sufficient shopping places	47.8	43.2	8.3	0.8
locations	44.8	47.1	7.3	0.8
variety	37.1	46.5	15.3	1.2
service	52.5	39.5	7.2	0.8
quality	36.5	51.1	10.9	1.5
value for your money	32.3	49.0	16.7	2.1
local/handmade items	39.4	40.7	15.5	4.4
GOLF				
overall	68.0	26.0	3.6	2.4
locations	69.0	28.6	0.0	2.5
service	63.0	30.4	4.1	2.4
value for your money	40.9	37.6	17.2	4.3
ACTIVITIES/ATTRACTIONS				
overall	53.9	42.2	3.1	0.8
exciting	53.1	42.6	3.5	0.8
variety	53.7	40.5	5.4	0.4
service	54.4	40.3	4.3	1.1
value for your money	30.3	54.9	12.8	2.1
TRANSPORTATION				
overall	47.0	37.9	11.8	3.3
convenience	40.0	43.1	14.9	2.1
cleanliness and comfort	46.9	43.6	8.6	0.9
efficiency	44.5	42.3	10.9	2.3
value for your money	45.0	40.3	12.9	1.8
AIRPORTS				
overall	34.6	54.6	9.1	1.7
signage	40.6	50.3	8.2	0.9
cleanliness and comfort	38.1	51.2	8.8	1.9
ease of getting around	44.0	45.5	9.0	1.5
availability of food	18.6	41.3	30.6	9.4
availability of shopping	17.0	43.8	31.4	7.8
friendliness of workers	45.4	42.0	8.9	3.7
PARKS & BEACHES				
overall	70.3	27.2	2.5	0.0
security	58.0	34.7	7.3	0.0
facility	53.4	39.8	4.9	1.9
cleanliness and comfort	61.3	31.7	5.9	1.1

**Table 4.35 2008 Kaua'i Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	70.5	28.3	1.2	0.0
location	81.9	17.1	1.0	0.0
service	62.4	31.6	4.9	1.1
facility	56.8	36.6	6.2	0.4
cleanliness and comfort	69.0	25.4	5.2	0.3
value for your money	42.9	48.5	7.6	1.0
RESTAURANT				
overall	39.9	51.3	8.5	0.3
location	47.9	47.4	3.7	1.0
variety	41.9	42.3	13.7	2.1
service	51.7	43.3	4.1	0.9
quality	51.4	37.7	8.9	2.0
value for your money	24.0	56.8	16.5	2.6
SHOPPING				
overall	32.0	58.5	9.2	0.4
sufficient shopping places	32.7	51.9	15.2	0.3
locations	32.6	54.1	12.5	0.8
variety	31.1	44.0	22.9	2.1
service	46.2	48.4	5.2	0.3
quality	28.1	56.4	14.2	1.4
value for your money	28.9	56.7	11.6	2.8
local/handmade items	33.6	48.4	17.1	0.9
GOLF				
overall	65.4	32.3	1.6	0.8
locations	74.6	22.7	2.1	0.6
service	58.9	34.9	5.5	0.7
value for your money	37.8	55.3	6.2	0.7
ACTIVITIES/ATTRACTIONS				
overall	65.8	32.9	1.3	0.0
exciting	66.4	31.3	2.1	0.2
variety	60.4	34.3	5.1	0.2
service	65.1	33.4	1.3	0.2
value for your money	41.9	42.9	14.6	0.5
TRANSPORTATION				
overall	49.6	34.0	13.0	3.4
convenience	44.0	46.8	6.5	2.7
cleanliness and comfort	38.7	57.4	3.6	0.3
efficiency	50.3	39.4	5.5	4.8
value for your money	36.0	54.4	9.6	0.0
AIRPORTS				
overall	41.2	51.0	6.6	1.2
signage	49.0	42.4	7.5	1.1
cleanliness and comfort	46.8	45.5	7.6	0.2
ease of getting around	44.8	48.9	5.4	0.9
availability of food	18.9	50.9	25.0	5.2
availability of shopping	19.8	43.0	32.3	4.9
friendliness of workers	47.5	45.1	6.1	1.3
PARKS & BEACHES				
overall	68.8	30.3	0.3	0.6
security	66.0	30.6	2.8	0.6
facility	58.1	36.7	4.8	0.4
cleanliness and comfort	63.7	29.4	5.7	1.2

**Table 4.36 2007 Kaua'i Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.3	27.2	2.6	1.9
location	69.4	26.5	3.6	0.5
service	66.4	28.7	2.4	2.4
facility	65.4	30.0	3.4	1.2
cleanliness and comfort	70.9	23.3	5.0	0.8
value for your money	52.8	35.3	8.2	3.7
RESTAURANT				
overall	45.3	45.7	7.6	1.5
location	44.1	46.8	6.3	2.9
variety	35.7	48.6	14.1	1.7
service	53.7	38.2	7.4	0.7
quality	49.9	38.4	10.8	0.8
value for your money	34.8	52.2	11.1	2.0
SHOPPING				
overall	34.1	54.4	10.7	0.8
sufficient shopping places	38.1	48.1	13.0	0.8
locations	41.3	47.9	8.9	1.8
variety	34.5	46.8	13.7	5.0
service	54.6	38.8	6.6	0.0
quality	39.1	50.0	9.4	1.5
value for your money	43.2	44.8	10.4	1.5
local/handmade items	40.1	37.5	18.0	4.5
GOLF				
overall	73.9	23.2	3.0	0.0
locations	73.8	26.2	0.0	0.0
service	89.1	7.4	3.5	0.0
value for your money	44.4	45.5	10.1	0.0
ACTIVITIES/ATTRACTIONS				
overall	61.0	33.7	5.3	0.0
exciting	61.8	33.2	3.7	1.2
variety	60.7	34.0	4.5	0.8
service	59.0	38.5	2.1	0.3
value for your money	42.8	43.5	12.0	1.7
TRANSPORTATION				
overall	45.7	36.4	10.9	7.1
convenience	44.2	38.2	9.6	8.0
cleanliness and comfort	55.4	32.9	6.9	4.8
efficiency	46.6	35.9	9.4	8.0
value for your money	37.6	48.0	8.1	6.3
AIRPORTS				
overall	39.4	51.2	8.9	0.5
signage	41.6	51.4	6.5	0.5
cleanliness and comfort	48.3	37.3	13.0	1.3
ease of getting around	47.7	42.2	7.5	2.6
availability of food	18.4	44.4	30.1	7.1
availability of shopping	20.2	41.0	33.2	5.6
friendliness of workers	50.4	41.2	5.2	3.2
PARKS & BEACHES				
overall	72.0	26.4	0.8	0.8
security	63.1	32.8	3.2	0.9
facility	60.7	34.6	4.7	0.0
cleanliness and comfort	65.4	30.8	3.8	0.0

**Table 4.37 2008 Kona Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	71.7	26.3	2.0	0.0
location	79.6	17.3	2.8	0.3
service	71.4	25.4	2.5	0.7
facility	69.6	27.5	2.2	0.7
cleanliness and comfort	71.3	24.4	3.0	1.3
value for your money	47.9	42.1	6.0	4.0
RESTAURANT				
overall	40.6	53.2	6.3	0.0
location	51.6	43.2	4.7	0.4
variety	40.0	43.8	14.3	1.9
service	58.9	37.7	2.3	1.0
quality	42.6	51.2	5.3	0.9
value for your money	33.2	52.7	12.3	1.8
SHOPPING				
overall	31.9	58.5	9.2	0.4
sufficient shopping places	41.1	46.1	12.1	0.7
locations	37.3	53.0	9.5	0.1
variety	31.3	49.1	18.4	1.1
service	53.3	40.8	5.9	0.0
quality	40.5	47.6	10.9	1.0
value for your money	36.5	38.9	23.4	1.1
local/handmade items	30.1	49.0	16.4	4.6
GOLF				
overall	51.2	31.3	7.8	9.8
locations	69.6	14.7	6.9	8.7
service	62.3	19.7	8.0	10.0
value for your money	10.4	63.4	16.3	10.0
ACTIVITIES/ATTRACTIONS				
overall	64.7	35.0	0.3	0.0
exciting	72.4	24.2	3.4	0.0
variety	65.9	32.0	2.0	0.0
service	68.2	30.3	1.5	0.0
value for your money	40.1	46.2	12.4	1.2
TRANSPORTATION				
overall	39.3	50.5	7.2	3.0
convenience	47.1	40.7	7.5	4.8
cleanliness and comfort	51.8	40.5	7.1	0.6
efficiency	46.9	36.6	13.2	3.4
value for your money	41.2	40.5	11.4	6.9
AIRPORTS				
overall	48.8	40.2	10.3	0.7
signage	47.8	40.7	10.2	1.3
cleanliness and comfort	48.6	39.5	11.3	0.6
ease of getting around	56.0	35.7	7.6	0.7
availability of food	20.3	42.0	26.0	11.7
availability of shopping	22.6	43.1	28.9	5.4
friendliness of workers	56.4	30.6	10.2	2.9
PARKS & BEACHES				
overall	74.2	22.1	3.1	0.6
security	70.7	25.8	1.5	2.0
facility	67.1	27.6	4.2	1.0
cleanliness and comfort	69.0	26.7	3.2	1.1

Table 4.38 2007 Kona Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	63.5	32.5	4.0	0.0
location	76.3	20.8	2.9	0.0
service	56.3	34.9	6.7	2.1
facility	60.5	31.9	4.8	2.8
cleanliness and comfort	62.4	28.6	7.3	1.7
value for your money	39.8	46.5	12.2	1.5
RESTAURANT				
overall	38.4	52.1	9.5	0.0
location	57.6	36.6	3.6	2.3
variety	41.4	43.4	15.2	0.0
service	48.0	43.5	8.5	0.0
quality	47.4	43.8	6.8	2.1
value for your money	25.7	48.6	20.4	5.3
SHOPPING				
overall	29.8	59.4	10.0	0.8
sufficient shopping places	42.6	48.0	8.1	1.3
locations	33.3	54.4	12.3	0.0
variety	32.3	48.3	17.6	1.7
service	50.3	38.8	10.9	0.0
quality	29.8	62.3	6.1	1.8
value for your money	25.6	57.3	15.4	1.7
local/handmade items	36.3	37.0	20.6	6.2
GOLF				
overall	57.7	42.3	0.0	0.0
locations	68.3	31.7	0.0	0.0
service	55.3	44.7	0.0	0.0
value for your money	13.6	58.8	17.1	10.6
ACTIVITIES/ATTRACTIONS				
overall	63.1	34.6	1.5	0.8
exciting	60.8	37.6	1.5	0.0
variety	58.5	34.9	4.3	2.3
service	53.1	39.6	7.3	0.0
value for your money	31.1	47.7	18.8	2.4
TRANSPORTATION				
overall	28.8	41.7	18.9	10.6
convenience	26.7	42.2	24.9	6.2
cleanliness and comfort	37.5	45.7	13.5	3.3
efficiency	34.3	35.0	21.6	9.2
value for your money	23.4	49.5	20.6	6.5
AIRPORTS				
overall	38.3	44.5	13.6	3.7
signage	41.0	40.4	13.2	5.4
cleanliness and comfort	36.4	49.0	9.7	4.9
ease of getting around	42.0	42.8	11.1	4.0
availability of food	10.9	42.3	32.3	14.5
availability of shopping	9.6	38.8	35.7	15.9
friendliness of workers	45.4	37.3	10.7	6.6
PARKS & BEACHES				
overall	66.4	28.0	5.6	0.0
security	61.2	34.2	3.9	0.7
facility	54.8	37.9	5.9	1.4
cleanliness and comfort	57.7	34.8	5.7	1.8

**Table 4.39 2008 O'ahu Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.4	27.0	4.2	0.5
location	85.0	14.0	0.9	0.2
service	66.0	29.5	3.7	0.8
facility	55.1	37.9	6.5	0.4
cleanliness and comfort	64.6	30.0	4.5	0.9
value for your money	52.8	37.0	9.0	1.2
RESTAURANT				
overall	61.6	31.9	6.3	0.3
location	66.4	30.2	3.2	0.2
variety	58.8	31.3	9.4	0.5
service	62.7	33.5	3.7	0.0
quality	49.6	42.3	7.7	0.5
value for your money	44.3	45.7	8.7	1.3
SHOPPING				
overall	71.4	26.0	2.6	0.1
sufficient shopping places	77.0	21.3	1.6	0.1
locations	69.7	28.4	1.7	0.2
variety	62.9	31.6	5.0	0.5
service	67.4	28.3	3.9	0.3
quality	59.1	37.7	2.9	0.3
value for your money	58.3	36.6	4.4	0.6
local/handmade items	56.6	36.0	6.7	0.7
GOLF				
overall	73.0	23.4	3.7	0.0
locations	75.9	18.2	5.9	0.0
service	68.9	23.3	5.6	2.2
value for your money	31.9	53.4	10.0	4.8
ACTIVITIES/ATTRACTIONS				
overall	65.5	32.3	1.8	0.4
exciting	52.8	42.0	4.1	1.0
variety	56.2	38.9	3.9	1.0
service	58.9	36.1	4.0	0.9
value for your money	42.5	48.7	7.7	1.1
TRANSPORTATION				
overall	66.2	29.5	2.3	2.0
convenience	67.0	28.5	4.0	0.5
cleanliness and comfort	62.8	34.5	2.3	0.3
efficiency	62.5	31.0	5.8	0.8
value for your money	66.7	25.9	5.8	1.6
AIRPORTS				
overall	47.9	41.0	9.5	1.6
signage	44.9	43.6	9.0	2.6
cleanliness and comfort	48.0	39.6	11.3	1.1
ease of getting around	34.4	38.6	22.8	4.2
availability of food	21.7	43.3	27.0	8.0
availability of shopping	26.6	41.8	24.8	6.7
friendliness of workers	49.6	41.2	8.4	0.7
PARKS & BEACHES				
overall	73.3	25.5	0.9	0.3
security	62.6	34.2	2.7	0.5
facility	60.9	35.9	2.6	0.5
cleanliness and comfort	66.5	30.4	2.8	0.2

**Table 4.40 2008 Maui Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	73.3	22.5	2.7	1.5
location	78.0	18.4	3.6	0.0
service	76.8	15.4	7.3	0.4
facility	72.1	19.9	5.9	2.0
cleanliness and comfort	76.8	20.9	1.6	0.8
value for your money	44.3	43.6	8.8	3.3
RESTAURANT				
overall	47.0	44.2	8.4	0.4
location	63.5	26.7	9.4	0.4
variety	43.7	42.0	10.4	3.9
service	66.1	25.7	7.3	0.8
quality	47.0	43.2	5.9	3.9
value for your money	39.3	45.6	10.4	4.7
SHOPPING				
overall	55.9	37.2	5.4	1.5
sufficient shopping places	58.6	34.9	5.1	1.4
locations	44.3	48.2	6.0	1.4
variety	56.1	30.5	12.0	1.4
service	43.9	52.7	3.0	0.4
quality	52.1	41.4	6.1	0.4
value for your money	36.2	50.4	12.0	1.4
local/handmade items	38.8	52.2	7.7	1.4
GOLF				
overall	65.7	25.1	2.8	6.5
locations	68.3	31.7	0.0	0.0
service	55.1	32.4	9.4	3.1
value for your money	17.8	48.8	8.1	25.3
ACTIVITIES/ATTRACTIONS				
overall	68.1	28.5	3.0	0.4
exciting	62.6	32.2	4.4	0.9
variety	61.3	32.2	5.6	0.9
service	65.5	31.5	2.6	0.4
value for your money	41.0	43.1	15.4	0.4
TRANSPORTATION				
overall	71.2	20.0	8.3	0.6
convenience	72.7	18.9	6.7	1.7
cleanliness and comfort	73.8	22.8	2.9	0.6
efficiency	77.1	15.6	5.6	1.7
value for your money	75.1	18.1	5.6	1.2
AIRPORTS				
overall	35.7	44.7	17.7	1.9
signage	37.6	53.4	7.9	1.1
cleanliness and comfort	38.9	41.5	18.5	1.1
ease of getting around	36.3	38.7	23.5	1.5
availability of food	29.7	38.5	26.4	5.4
availability of shopping	25.0	51.8	17.5	5.8
friendliness of workers	44.7	47.3	6.9	1.1
PARKS & BEACHES				
overall	74.7	23.0	2.0	0.4
security	66.5	29.2	3.8	0.4
facility	67.7	25.5	6.0	0.8
cleanliness and comfort	72.9	23.5	3.2	0.4

**Table 4.41 2008 Kaua'i Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	82.5	16.2	1.3	0.0
location	79.5	17.9	2.6	0.0
service	66.7	26.2	7.1	0.0
facility	73.7	15.4	10.9	0.0
cleanliness and comfort	78.0	22.0	0.0	0.0
value for your money	54.8	37.2	4.0	4.0
RESTAURANT				
overall	44.0	45.0	11.0	0.0
location	52.3	41.5	6.2	0.0
variety	46.6	42.0	9.9	1.4
service	63.2	29.8	5.6	1.4
quality	49.5	33.1	13.3	4.1
value for your money	43.8	42.9	10.4	3.0
SHOPPING				
overall	37.4	48.3	11.2	3.1
sufficient shopping places	42.9	37.7	16.5	2.9
locations	42.7	49.3	6.5	1.5
variety	39.0	37.2	20.9	2.9
service	53.7	38.3	5.0	3.0
quality	34.7	44.7	19.1	1.5
value for your money	41.9	31.4	25.3	1.5
local/handmade items	30.1	44.2	20.5	5.2
GOLF				
overall	86.7	13.3	0.0	0.0
locations	76.5	23.5	0.0	0.0
service	76.5	23.5	0.0	0.0
value for your money	52.9	35.3	0.0	11.8
ACTIVITIES/ATTRACTIONS				
overall	52.4	46.2	0.0	1.5
exciting	54.8	42.3	1.5	1.5
variety	50.4	43.8	2.9	2.9
service	65.4	33.1	0.0	1.5
value for your money	45.3	46.9	4.8	2.9
TRANSPORTATION				
overall	51.9	30.0	7.2	10.8
convenience	61.5	18.7	10.4	9.4
cleanliness and comfort	64.7	21.8	10.4	3.1
efficiency	59.7	21.2	10.1	9.1
value for your money	57.9	20.5	15.7	5.9
AIRPORTS				
overall	42.4	53.9	2.5	1.2
signage	46.8	44.0	9.2	0.0
cleanliness and comfort	45.5	49.5	3.7	1.2
ease of getting around	49.8	43.5	5.5	1.2
availability of food	40.4	35.7	15.1	8.8
availability of shopping	40.8	35.0	17.4	6.8
friendliness of workers	56.0	35.2	2.5	6.3
PARKS & BEACHES				
overall	51.5	43.5	3.6	1.4
security	49.1	45.4	5.5	0.0
facility	51.4	32.4	13.0	3.2
cleanliness and comfort	56.9	31.4	11.7	0.0

**Table 4.42 2008 Kona Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.2	27.7	3.1	0.0
location	73.7	22.5	3.9	0.0
service	64.8	28.5	5.0	1.7
facility	69.9	28.6	1.6	0.0
cleanliness and comfort	70.1	22.8	3.9	3.2
value for your money	51.4	41.1	7.6	0.0
RESTAURANT				
overall	62.0	34.8	2.4	0.8
location	62.9	31.7	4.6	0.8
variety	59.7	34.9	3.9	1.6
service	65.5	32.9	1.6	0.0
quality	48.7	39.7	10.9	0.8
value for your money	43.3	40.6	14.5	1.6
SHOPPING				
overall	42.7	52.1	5.2	0.0
sufficient shopping places	48.8	47.0	4.2	0.0
locations	50.9	38.1	11.0	0.0
variety	46.2	41.9	11.1	0.8
service	64.2	35.0	0.8	0.0
quality	49.0	46.7	4.2	0.0
value for your money	47.6	43.6	7.9	0.9
local/handmade items	40.5	51.7	6.0	1.7
GOLF				
overall	68.4	7.0	7.0	17.5
locations	70.5	13.1	0.0	16.4
service	77.0	0.0	6.6	16.4
value for your money	29.2	30.8	6.2	33.8
ACTIVITIES/ATTRACTIONS				
overall	61.0	35.6	3.4	0.0
exciting	55.1	43.2	1.7	0.0
variety	63.8	33.6	2.6	0.0
service	64.0	35.1	0.9	0.0
value for your money	44.5	51.9	2.6	0.9
TRANSPORTATION				
overall	55.5	34.0	8.4	2.1
convenience	52.9	31.6	12.4	3.1
cleanliness and comfort	61.2	32.6	6.3	0.0
efficiency	60.3	30.1	3.2	6.4
value for your money	51.8	39.9	2.1	6.2
AIRPORTS				
overall	51.4	44.7	3.1	0.8
signage	51.3	42.6	4.6	1.5
cleanliness and comfort	48.7	48.3	3.0	0.0
ease of getting around	45.8	42.1	10.5	1.5
availability of food	20.8	45.1	28.4	5.7
availability of shopping	22.8	47.0	26.1	4.1
friendliness of workers	60.9	32.2	4.6	2.3
PARKS & BEACHES				
overall	62.4	34.2	3.4	0.0
security	69.2	28.1	2.7	0.0
facility	62.4	34.2	2.6	0.9
cleanliness and comfort	71.1	25.7	3.3	0.0

**Table 4.43 2008 O'ahu Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	73.9	65.9	73.4	73.5	71.4	77.7	75.2	73.7
Somewhat satisfied	19.9	34.1	20.0	21.6	21.8	16.0	22.1	19.6
Somewhat dissatisfied	5.2	0.0	2.8	4.9	6.8	5.9	2.6	5.5
Not satisfied at all	1.0	0.0	3.9	0.0	0.0	0.5	0.0	1.2
RESTAURANT - overall								
Very satisfied	57.1	51.1	51.3	59.2	60.0	57.8	50.7	58.1
Somewhat satisfied	35.4	43.0	39.4	30.3	34.6	35.4	44.9	33.9
Somewhat dissatisfied	7.0	5.9	7.1	10.5	5.4	6.8	4.3	7.4
Not satisfied at all	0.5	0.0	2.3	0.0	0.1	0.0	0.1	0.6
SHOPPING - overall								
Very satisfied	69.1	86.7	66.1	66.3	65.6	74.7	70.1	68.9
Somewhat satisfied	28.0	13.3	31.6	30.0	30.4	23.0	27.1	28.1
Somewhat dissatisfied	2.5	0.0	2.2	1.2	3.9	2.3	2.7	2.5
Not satisfied at all	0.4	0.0	0.0	2.5	0.0	0.0	0.0	0.5
GOLF- overall								
Very satisfied	58.3	100.0	49.9	85.7	54.2	60.3	98.1	56.9
Somewhat satisfied	39.2	0.0	45.8	0.0	45.8	39.7	1.9	40.6
Somewhat dissatisfied	2.5	0.0	4.4	14.3	0.0	0.0	0.0	2.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	67.4	68.6	70.8	59.2	61.0	75.1	71.8	66.6
Somewhat satisfied	31.2	31.4	29.1	39.8	35.4	24.2	25.7	32.3
Somewhat dissatisfied	1.0	0.0	0.0	1.0	2.4	0.7	2.5	0.7
Not satisfied at all	0.3	0.0	0.0	0.0	1.3	0.0	0.0	0.4
TRANSPORTATION - overall								
Very satisfied	60.9	41.0	67.3	45.5	48.1	80.0	53.4	62.4
Somewhat satisfied	32.9	59.0	29.7	44.7	44.9	14.4	37.0	32.1
Somewhat dissatisfied	5.1	0.0	3.1	8.0	5.6	4.4	4.9	5.1
Not satisfied at all	1.1	0.0	0.0	1.9	1.4	1.2	4.6	0.4
AIRPORTS - overall								
Very satisfied	56.5	76.4	62.0	50.3	54.4	55.8	49.4	57.6
Somewhat satisfied	37.5	18.1	35.4	42.1	36.9	39.2	39.9	37.2
Somewhat dissatisfied	5.8	5.5	2.6	7.6	8.7	4.5	10.6	5.1
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.5	0.1	0.2
PARKS & BEACHES - overall								
Very satisfied	71.8	62.8	68.3	72.3	68.1	79.3	71.9	71.8
Somewhat satisfied	24.7	36.8	25.6	23.0	29.3	19.1	17.4	25.9
Somewhat dissatisfied	2.7	0.4	5.5	3.7	1.1	1.6	9.6	1.6
Not satisfied at all	0.7	0.0	0.5	1.0	1.5	0.0	1.1	0.7

**Table 4.44 2008 Maui Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	82.3	88.8	80.6	74.7	82.5	85.7	79.8	82.7
Somewhat satisfied	15.1	11.2	15.1	20.9	15.4	13.2	15.5	15.1
Somewhat dissatisfied	2.5	0.0	4.3	4.3	1.9	1.0	4.8	2.2
Not satisfied at all	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.1
RESTAURANT - overall								
Very satisfied	60.9	48.5	60.8	55.8	68.8	57.8	49.3	62.8
Somewhat satisfied	33.8	31.7	35.1	29.4	29.8	37.4	38.5	33.1
Somewhat dissatisfied	5.3	19.8	4.1	14.6	1.4	4.8	12.1	4.2
Not satisfied at all	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
SHOPPING - overall								
Very satisfied	60.9	75.3	58.3	56.4	62.6	62.3	71.7	59.1
Somewhat satisfied	35.9	24.7	41.1	34.4	31.5	36.3	24.4	37.8
Somewhat dissatisfied	3.1	0.0	0.6	9.1	5.9	1.3	3.9	3.0
Not satisfied at all	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
GOLF- overall								
Very satisfied	69.7	6.9	87.8	100.0	62.3	62.5	72.1	69.3
Somewhat satisfied	23.9	93.1	7.8	0.0	30.5	29.0	27.9	23.3
Somewhat dissatisfied	5.5	0.0	4.4	0.0	4.0	8.2	0.0	6.3
Not satisfied at all	0.9	0.0	0.1	0.0	3.2	0.2	0.0	1.1
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	72.7	93.1	76.3	71.2	75.6	66.0	77.1	72.0
Somewhat satisfied	23.4	6.9	21.4	24.7	24.4	25.5	20.4	24.0
Somewhat dissatisfied	3.5	0.0	1.4	4.2	0.0	8.4	2.5	3.7
Not satisfied at all	0.3	0.0	1.0	0.0	0.0	0.1	0.0	0.3
TRANSPORTATION - overall								
Very satisfied	60.0	96.5	46.1	58.0	76.4	61.9	57.7	60.5
Somewhat satisfied	27.9	3.5	49.0	13.7	23.2	23.8	7.5	32.2
Somewhat dissatisfied	6.9	0.0	1.3	18.3	0.4	7.6	14.3	5.3
Not satisfied at all	5.3	0.0	3.6	9.9	0.0	6.7	20.5	2.0
AIRPORTS - overall								
Very satisfied	60.3	48.1	61.8	47.4	66.4	59.9	56.6	60.9
Somewhat satisfied	36.8	37.1	33.5	49.7	33.0	38.1	38.6	36.6
Somewhat dissatisfied	2.5	14.8	3.5	2.9	0.6	2.0	4.8	2.1
Not satisfied at all	0.4	0.0	1.3	0.0	0.0	0.0	0.0	0.4
PARKS & BEACHES - overall								
Very satisfied	76.6	87.3	79.9	68.1	81.9	72.1	81.7	75.8
Somewhat satisfied	21.0	12.7	18.8	25.9	17.5	24.3	14.3	22.1
Somewhat dissatisfied	1.9	0.0	1.3	1.9	0.6	3.6	4.1	1.6
Not satisfied at all	0.5	0.0	0.0	4.1	0.0	0.0	0.0	0.6

**Table 4.45 2008 Kaua'i Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	78.8	57.4	76.8	71.2	82.9	81.4	77.1	79.2
Somewhat satisfied	18.9	41.4	20.3	28.8	11.1	18.6	22.2	18.1
Somewhat dissatisfied	2.0	1.3	1.5	0.0	6.0	0.1	0.8	2.3
Not satisfied at all	0.3	0.0	1.3	0.0	0.0	0.0	0.0	0.4
RESTAURANT - overall								
Very satisfied	53.6	55.3	54.5	44.0	50.1	58.0	48.6	54.8
Somewhat satisfied	40.1	37.8	42.0	44.9	40.7	37.4	42.0	39.7
Somewhat dissatisfied	5.3	7.0	3.5	4.3	9.2	3.7	7.8	4.7
Not satisfied at all	1.0	0.0	0.0	6.8	0.0	0.9	1.7	0.8
SHOPPING - overall								
Very satisfied	54.2	54.2	56.6	50.4	52.1	55.1	65.6	51.5
Somewhat satisfied	39.0	35.6	34.9	41.6	39.8	41.0	33.6	40.3
Somewhat dissatisfied	5.5	10.2	8.4	8.0	4.1	3.4	0.8	6.6
Not satisfied at all	1.3	0.0	0.0	0.0	4.0	0.5	0.0	1.6
GOLF- overall								
Very satisfied	73.8	100.0	71.8	82.2	62.7	78.1	74.4	73.7
Somewhat satisfied	26.2	0.0	28.2	17.8	37.3	21.8	25.6	26.3
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	77.3	86.4	79.4	72.0	71.1	81.0	75.0	77.9
Somewhat satisfied	20.8	13.6	20.6	19.5	26.4	17.7	22.5	20.4
Somewhat dissatisfied	0.9	0.0	0.0	0.0	2.5	0.8	2.5	0.6
Not satisfied at all	0.9	0.0	0.0	8.4	0.0	0.4	0.0	1.2
TRANSPORTATION - overall								
Very satisfied	53.6	100.0	49.2	61.3	37.7	53.2	93.2	42.8
Somewhat satisfied	27.4	0.0	46.6	14.1	8.3	36.0	6.8	33.0
Somewhat dissatisfied	9.8	0.0	0.0	24.5	21.2	5.8	0.0	12.5
Not satisfied at all	9.2	0.0	4.2	0.0	32.7	5.0	0.0	11.7
AIRPORTS - overall								
Very satisfied	56.2	74.2	52.8	46.9	52.5	61.9	54.6	56.6
Somewhat satisfied	38.9	25.8	44.1	43.7	38.1	36.0	35.6	39.6
Somewhat dissatisfied	3.4	0.0	3.1	9.4	3.9	2.0	7.4	2.5
Not satisfied at all	1.5	0.0	0.0	0.0	5.5	0.2	2.4	1.3
PARKS & BEACHES - overall								
Very satisfied	79.6	80.5	85.1	77.3	77.2	78.3	84.4	78.5
Somewhat satisfied	18.3	19.5	13.8	19.4	21.6	18.6	12.7	19.7
Somewhat dissatisfied	2.0	0.0	1.1	3.3	1.2	3.1	2.9	1.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 4.46 2008 Kona Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	76.5	100.0	68.2	57.7	77.2	86.3	69.2	77.8
Somewhat satisfied	21.2	0.0	26.6	38.3	22.3	12.6	25.0	20.5
Somewhat dissatisfied	2.3	0.0	5.3	4.1	0.5	1.1	5.8	1.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	48.6	48.0	58.6	31.6	45.8	50.8	48.8	48.6
Somewhat satisfied	42.6	52.0	33.1	56.1	43.1	42.6	48.3	41.8
Somewhat dissatisfied	8.5	0.0	8.3	12.2	11.1	5.7	2.8	9.3
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.9	0.1	0.4
SHOPPING - overall								
Very satisfied	49.6	86.9	43.4	37.9	41.9	61.2	64.9	47.0
Somewhat satisfied	40.5	13.1	40.7	47.3	46.6	35.5	28.9	42.4
Somewhat dissatisfied	8.4	0.0	15.0	7.9	11.6	2.0	6.2	8.8
Not satisfied at all	1.5	0.0	0.9	6.9	0.0	1.3	0.0	1.8
GOLF- overall								
Very satisfied	60.3	55.6	25.5	100.0	88.1	60.3	49.1	61.1
Somewhat satisfied	39.7	44.4	74.5	0.0	11.9	39.4	50.9	38.9
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	60.0	87.5	49.4	67.5	66.3	56.9	78.3	56.6
Somewhat satisfied	33.9	12.5	39.7	25.8	29.5	38.6	21.7	36.2
Somewhat dissatisfied	5.9	0.0	10.0	6.7	4.2	4.5	0.0	6.9
Not satisfied at all	0.2	0.0	0.9	0.0	0.0	0.0	0.1	0.3
TRANSPORTATION - overall								
Very satisfied	42.7	31.1	37.9	57.5	53.2	25.4	39.3	43.4
Somewhat satisfied	48.1	68.9	46.1	41.1	42.0	57.5	38.9	50.1
Somewhat dissatisfied	7.1	0.0	11.9	0.0	4.8	12.5	16.5	5.1
Not satisfied at all	2.1	0.0	4.1	1.4	0.0	4.5	5.2	1.4
AIRPORTS - overall								
Very satisfied	50.6	25.7	31.5	46.4	61.5	58.8	46.0	51.4
Somewhat satisfied	39.3	74.3	52.6	41.6	27.5	35.3	49.2	37.7
Somewhat dissatisfied	7.6	0.0	11.3	12.0	6.5	5.0	4.6	8.0
Not satisfied at all	2.5	0.0	4.7	0.0	4.5	0.9	0.3	2.9
PARKS & BEACHES - overall								
Very satisfied	72.7	100.0	76.1	54.9	76.3	71.8	79.9	71.5
Somewhat satisfied	22.4	0.0	21.8	30.2	22.8	21.6	6.8	25.1
Somewhat dissatisfied	3.6	0.0	2.1	14.9	0.9	2.5	13.3	1.9
Not satisfied at all	1.3	0.0	0.0	0.0	0.0	4.1	0.0	1.5

**Table 4.47 2008 O'ahu Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	75.6	84.1	69.9	73.7	75.0	79.2	73.1	77.2
Somewhat satisfied	20.8	4.0	27.0	24.3	21.6	16.7	24.8	18.0
Somewhat dissatisfied	2.6	11.9	2.0	2.0	3.3	1.1	0.8	3.8
Not satisfied at all	1.1	0.0	1.1	0.0	0.1	3.0	1.2	1.0
RESTAURANT - overall								
Very satisfied	57.9	30.8	55.9	62.6	53.7	65.1	55.2	59.8
Somewhat satisfied	36.2	67.7	41.7	29.6	38.3	30.0	36.7	35.9
Somewhat dissatisfied	5.4	0.0	1.9	7.8	6.9	4.6	7.6	3.7
Not satisfied at all	0.5	1.5	0.5	0.0	1.0	0.2	0.4	0.6
SHOPPING - overall								
Very satisfied	68.3	57.1	65.4	63.7	69.1	73.6	65.5	70.3
Somewhat satisfied	29.3	41.2	31.8	33.3	27.9	25.3	31.0	28.1
Somewhat dissatisfied	2.3	0.0	2.8	2.9	2.9	1.1	3.3	1.6
Not satisfied at all	0.1	1.7	0.0	0.0	0.0	0.0	0.2	0.0
GOLF- overall								
Very satisfied	61.6	100.0	40.9	75.2	68.5	48.0	41.6	71.1
Somewhat satisfied	34.0	0.0	59.1	24.7	31.5	36.0	58.4	22.4
Somewhat dissatisfied	4.2	0.0	0.0	0.1	0.0	15.5	0.0	6.2
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.2
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	68.9	76.8	65.2	77.8	69.3	63.1	77.7	62.3
Somewhat satisfied	29.1	23.2	31.4	22.2	28.1	34.8	19.9	36.1
Somewhat dissatisfied	1.5	0.0	1.1	0.0	2.5	1.8	2.3	0.9
Not satisfied at all	0.4	0.0	2.2	0.0	0.0	0.2	0.1	0.7
TRANSPORTATION - overall								
Very satisfied	64.5	82.5	60.8	54.5	62.5	70.1	64.7	64.4
Somewhat satisfied	30.3	17.5	34.8	43.6	32.3	22.2	31.5	29.5
Somewhat dissatisfied	4.1	0.1	4.2	1.9	4.4	5.5	2.9	5.1
Not satisfied at all	1.0	0.0	0.2	0.0	0.7	2.3	1.0	1.0
AIRPORTS - overall								
Very satisfied	58.1	58.9	55.0	48.3	62.2	60.9	59.3	57.2
Somewhat satisfied	37.2	40.9	40.2	48.2	30.6	36.0	36.3	37.9
Somewhat dissatisfied	4.0	0.0	4.7	3.5	6.3	1.9	4.2	3.9
Not satisfied at all	0.7	0.2	0.1	0.0	0.9	1.2	0.2	1.0
PARKS & BEACHES - overall								
Very satisfied	78.4	85.7	72.1	77.6	78.7	81.4	82.2	75.4
Somewhat satisfied	17.0	0.9	22.1	17.3	18.2	14.9	16.3	17.6
Somewhat dissatisfied	4.0	11.9	5.8	4.8	2.7	2.6	1.2	6.2
Not satisfied at all	0.6	1.5	0.0	0.4	0.4	1.1	0.3	0.8

**Table 4.48 2008 Maui Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	83.1	73.2	89.1	80.6	81.2	83.9	85.3	81.6
Somewhat satisfied	14.3	26.6	10.0	14.7	18.0	10.9	12.9	15.3
Somewhat dissatisfied	2.4	0.2	0.8	4.6	0.6	5.2	1.5	3.0
Not satisfied at all	0.1	0.0	0.0	0.2	0.3	0.1	0.3	0.0
RESTAURANT - overall								
Very satisfied	64.4	56.5	66.8	63.9	66.6	62.7	58.1	68.4
Somewhat satisfied	32.2	43.2	31.5	35.2	29.6	31.4	37.1	29.1
Somewhat dissatisfied	3.0	0.2	1.7	0.8	2.4	5.9	3.8	2.5
Not satisfied at all	0.4	0.0	0.0	0.2	1.4	0.0	1.0	0.0
SHOPPING - overall								
Very satisfied	68.8	66.0	75.8	76.7	61.7	68.7	65.4	70.9
Somewhat satisfied	30.0	33.3	24.2	22.7	34.9	31.3	32.7	28.4
Somewhat dissatisfied	0.8	0.3	0.0	0.3	2.6	0.0	1.1	0.7
Not satisfied at all	0.3	0.4	0.0	0.2	0.8	0.0	0.7	0.0
GOLF- overall								
Very satisfied	83.5	23.9	95.6	92.9	78.1	84.1	75.6	86.7
Somewhat satisfied	16.2	76.1	4.4	2.9	21.8	15.5	24.1	13.1
Somewhat dissatisfied	0.2	0.0	0.0	0.0	0.1	0.3	0.0	0.2
Not satisfied at all	0.1	0.0	0.0	4.2	0.0	0.0	0.3	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	81.9	77.8	84.9	93.9	79.1	79.0	81.0	82.5
Somewhat satisfied	16.5	22.2	15.1	6.0	18.3	18.2	18.0	15.5
Somewhat dissatisfied	1.2	0.0	0.0	0.0	2.6	1.4	0.0	2.0
Not satisfied at all	0.4	0.0	0.0	0.2	0.0	1.4	1.1	0.0
TRANSPORTATION - overall								
Very satisfied	64.0	20.4	67.9	67.4	60.4	66.6	62.4	65.4
Somewhat satisfied	22.4	72.0	21.9	18.4	16.9	24.6	22.5	22.4
Somewhat dissatisfied	11.9	7.6	10.2	10.3	18.0	8.8	12.0	11.8
Not satisfied at all	1.7	0.0	0.0	3.9	4.7	0.0	3.1	0.5
AIRPORTS - overall								
Very satisfied	60.6	54.1	58.1	59.3	58.7	66.5	53.1	65.5
Somewhat satisfied	35.6	42.8	39.0	37.2	37.0	29.3	41.3	31.8
Somewhat dissatisfied	3.2	2.9	2.9	3.5	3.8	2.7	5.1	1.9
Not satisfied at all	0.6	0.2	0.0	0.0	0.6	1.5	0.5	0.8
PARKS & BEACHES - overall								
Very satisfied	79.8	91.8	71.0	78.0	79.5	84.6	80.0	79.7
Somewhat satisfied	18.1	8.2	25.0	19.3	19.0	13.8	18.9	17.6
Somewhat dissatisfied	1.6	0.0	4.0	2.5	1.3	0.1	0.8	2.1
Not satisfied at all	0.5	0.0	0.0	0.2	0.3	1.5	0.3	0.7

**Table 4.49 2008 Kaua'i Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	78.7	78.3	83.1	75.5	81.4	75.5	78.0	79.2
Somewhat satisfied	16.9	21.7	13.2	19.6	12.5	20.3	16.2	17.3
Somewhat dissatisfied	3.9	0.0	3.7	2.6	5.6	3.9	4.9	3.3
Not satisfied at all	0.5	0.0	0.0	2.2	0.5	0.4	0.9	0.2
RESTAURANT - overall								
Very satisfied	55.6	46.7	48.2	57.6	54.8	61.1	52.5	57.4
Somewhat satisfied	36.2	35.3	45.5	32.4	37.6	32.1	36.3	36.2
Somewhat dissatisfied	7.8	18.1	5.3	10.0	6.8	6.8	10.5	6.2
Not satisfied at all	0.4	0.0	0.9	0.0	0.8	0.0	0.7	0.2
SHOPPING - overall								
Very satisfied	52.7	40.8	54.6	39.0	58.3	54.0	54.0	51.9
Somewhat satisfied	43.7	54.9	42.3	55.8	38.1	42.6	42.8	44.2
Somewhat dissatisfied	2.2	4.2	0.7	5.2	3.1	1.0	2.4	2.1
Not satisfied at all	1.4	0.0	2.4	0.0	0.4	2.4	0.8	1.8
GOLF- overall								
Very satisfied	80.0	100.0	82.5	52.8	89.1	74.0	93.6	77.4
Somewhat satisfied	16.7	0.0	17.5	47.2	9.2	20.0	6.4	18.6
Somewhat dissatisfied	1.1	0.0	0.0	0.0	1.3	1.5	0.0	1.3
Not satisfied at all	2.3	0.0	0.0	0.0	0.4	4.5	0.0	2.7
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	77.8	85.0	70.8	88.1	82.7	72.7	80.4	76.1
Somewhat satisfied	19.9	15.0	27.4	10.0	15.0	23.9	16.9	21.8
Somewhat dissatisfied	2.4	0.0	1.8	1.9	2.2	3.3	2.7	2.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	63.5	55.6	60.9	65.4	70.9	59.3	63.1	63.8
Somewhat satisfied	27.9	44.4	27.7	13.8	22.9	32.3	30.6	25.6
Somewhat dissatisfied	4.8	0.0	3.3	17.4	2.9	4.9	4.0	5.5
Not satisfied at all	3.8	0.0	8.0	3.4	3.3	3.5	2.3	5.2
AIRPORTS - overall								
Very satisfied	62.5	54.9	48.3	58.4	67.2	68.5	64.0	61.6
Somewhat satisfied	32.1	41.3	42.4	34.1	29.4	26.7	30.7	33.0
Somewhat dissatisfied	4.5	3.8	6.5	7.5	3.4	3.8	5.3	4.0
Not satisfied at all	0.9	0.0	2.9	0.0	0.0	1.0	0.0	1.4
PARKS & BEACHES - overall								
Very satisfied	79.0	84.6	72.7	92.7	79.8	76.8	77.4	80.0
Somewhat satisfied	19.7	15.4	27.0	7.3	18.7	20.9	22.3	18.1
Somewhat dissatisfied	0.9	0.0	0.3	0.0	1.1	1.6	0.0	1.5
Not satisfied at all	0.4	0.0	0.0	0.0	0.4	0.7	0.3	0.4

**Table 4.50 2008 Kona Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	80.5	100.0	63.3	78.3	86.3	81.4	83.9	78.6
Somewhat satisfied	18.1	0.0	36.7	20.4	13.4	15.7	15.2	19.8
Somewhat dissatisfied	1.2	0.0	0.0	1.2	0.1	2.7	0.5	1.6
Not satisfied at all	0.2	0.0	0.0	0.0	0.1	0.3	0.4	0.0
RESTAURANT - overall								
Very satisfied	58.5	57.1	56.0	58.1	60.1	58.6	54.9	60.7
Somewhat satisfied	33.5	11.7	20.0	40.2	35.7	35.5	30.4	35.4
Somewhat dissatisfied	6.6	0.0	24.0	1.7	4.1	4.8	11.1	3.9
Not satisfied at all	1.4	31.2	0.0	0.0	0.1	1.1	3.6	0.0
SHOPPING - overall								
Very satisfied	49.6	41.4	47.9	55.8	45.8	50.9	55.4	45.8
Somewhat satisfied	39.2	58.6	38.8	39.4	43.6	34.4	36.7	40.9
Somewhat dissatisfied	10.8	0.0	13.3	4.7	10.5	13.5	6.8	13.3
Not satisfied at all	0.4	0.0	0.0	0.0	0.1	1.1	1.1	0.0
GOLF- overall								
Very satisfied	68.0	0.0	54.9	65.5	71.0	70.5	47.5	74.9
Somewhat satisfied	27.1	0.0	45.1	34.5	29.0	18.0	52.5	18.5
Somewhat dissatisfied	4.2	0.0	0.0	0.0	0.0	9.7	0.0	5.6
Not satisfied at all	0.8	0.0	0.0	0.0	0.0	1.8	0.0	1.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	73.7	68.8	62.7	89.4	75.9	68.6	73.6	73.8
Somewhat satisfied	22.2	31.2	32.6	10.3	18.9	26.1	24.6	20.6
Somewhat dissatisfied	3.9	0.0	4.8	0.2	5.1	4.8	1.8	5.3
Not satisfied at all	0.2	0.0	0.0	0.0	0.1	0.5	0.0	0.3
TRANSPORTATION - overall								
Very satisfied	54.9	0.0	37.5	53.0	62.9	56.2	61.6	49.2
Somewhat satisfied	35.6	0.0	57.2	38.6	30.4	30.7	25.9	43.8
Somewhat dissatisfied	7.3	0.0	0.0	8.4	2.1	12.8	12.4	3.1
Not satisfied at all	2.1	0.0	5.4	0.0	4.6	0.3	0.0	3.9
AIRPORTS - overall								
Very satisfied	58.0	66.0	49.0	50.0	64.8	59.1	57.9	58.1
Somewhat satisfied	34.9	34.0	44.6	44.3	29.9	31.0	32.5	36.3
Somewhat dissatisfied	6.2	0.0	6.4	5.7	4.5	8.0	9.6	4.1
Not satisfied at all	0.9	0.0	0.0	0.0	0.8	1.9	0.0	1.5
PARKS & BEACHES - overall								
Very satisfied	79.1	91.2	70.0	88.5	77.2	78.5	86.7	74.2
Somewhat satisfied	17.0	8.8	23.7	9.8	19.7	16.5	9.7	21.7
Somewhat dissatisfied	3.4	0.0	6.3	1.7	3.1	3.7	2.3	4.1
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.4	1.3	0.0

Table 4.51 2008 O'ahu Overall Satisfaction Ratings by Lifestyle - Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	46.2	57.5	46.4	47.8	43.2	43.1	47.6	45.4
Somewhat satisfied	45.2	38.2	46.2	42.0	47.2	47.7	44.2	45.7
Somewhat dissatisfied	7.7	4.0	6.7	8.7	8.8	8.1	7.3	7.9
Not satisfied at all	0.9	0.3	0.7	1.5	0.8	1.1	0.9	1.0
RESTAURANT - overall								
Very satisfied	25.3	29.1	25.6	31.0	25.2	19.6	24.7	25.5
Somewhat satisfied	57.0	53.4	56.9	55.2	59.0	57.8	54.1	58.5
Somewhat dissatisfied	16.2	15.3	16.7	13.2	14.2	20.1	19.1	14.6
Not satisfied at all	1.6	2.2	0.8	0.6	1.5	2.5	2.2	1.3
SHOPPING - overall								
Very satisfied	45.1	51.4	42.0	60.7	46.4	32.1	47.0	44.1
Somewhat satisfied	48.2	42.5	51.3	35.2	47.4	58.3	46.3	49.2
Somewhat dissatisfied	6.4	5.8	6.7	3.3	5.7	9.4	6.5	6.4
Not satisfied at all	0.4	0.2	0.0	0.8	0.5	0.2	0.3	0.4
GOLF- overall								
Very satisfied	36.8	42.2	52.9	47.6	38.2	28.3	42.7	35.3
Somewhat satisfied	50.4	46.6	29.2	46.9	56.4	53.5	46.9	51.3
Somewhat dissatisfied	11.4	11.3	17.9	5.5	5.4	15.0	9.4	12.0
Not satisfied at all	1.3	0.0	0.0	0.0	0.0	3.1	1.1	1.4
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	41.0	49.0	38.4	53.0	40.4	30.0	45.3	38.5
Somewhat satisfied	50.0	44.4	51.3	41.2	50.4	58.4	46.8	51.9
Somewhat dissatisfied	8.6	6.1	9.8	5.8	8.5	11.2	7.4	9.3
Not satisfied at all	0.4	0.5	0.5	0.0	0.6	0.4	0.5	0.4
TRANSPORTATION - overall								
Very satisfied	43.4	56.3	36.3	48.2	39.6	42.8	49.3	40.3
Somewhat satisfied	46.2	36.1	52.8	42.1	48.6	46.8	41.0	48.9
Somewhat dissatisfied	9.3	6.6	10.0	8.0	10.8	9.5	8.6	9.7
Not satisfied at all	1.1	1.0	0.9	1.7	1.1	0.9	1.0	1.1
AIRPORTS - overall								
Very satisfied	22.5	24.8	21.0	30.7	21.2	18.5	22.6	22.5
Somewhat satisfied	60.5	58.6	61.5	56.4	60.2	63.8	59.4	61.1
Somewhat dissatisfied	16.0	15.4	16.5	11.9	17.6	16.8	16.9	15.5
Not satisfied at all	1.0	1.2	1.0	0.9	1.0	0.9	1.1	0.9
PARKS & BEACHES - overall								
Very satisfied	51.0	58.9	50.8	60.6	46.9	45.9	55.8	48.6
Somewhat satisfied	44.6	37.7	44.6	37.0	48.3	48.6	40.5	46.6
Somewhat dissatisfied	4.2	3.2	4.6	2.3	4.5	5.1	3.5	4.5
Not satisfied at all	0.2	0.2	0.0	0.0	0.3	0.5	0.2	0.2

Table 4.52 2008 Maui Overall Satisfaction Ratings by Lifestyle - Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	66.7	72.7	54.7	77.0	64.4	69.3	76.1	64.8
Somewhat satisfied	30.4	27.3	28.3	23.0	35.6	28.9	19.5	32.6
Somewhat dissatisfied	2.2	0.0	11.3	0.0	0.0	1.8	4.3	1.8
Not satisfied at all	0.7	0.0	5.7	0.0	0.0	0.0	0.0	0.9
RESTAURANT - overall								
Very satisfied	30.2	36.4	0.0	61.7	30.0	30.8	33.4	29.6
Somewhat satisfied	50.0	63.6	74.4	15.3	60.0	41.8	45.3	50.8
Somewhat dissatisfied	16.6	0.0	12.8	23.0	10.0	23.3	16.0	16.7
Not satisfied at all	3.3	0.0	12.8	0.0	0.0	4.1	5.3	2.9
SHOPPING - overall								
Very satisfied	24.9	55.6	18.0	46.4	19.5	23.2	34.3	23.1
Somewhat satisfied	48.4	44.4	45.9	30.6	48.8	54.0	65.7	45.1
Somewhat dissatisfied	24.3	0.0	36.0	7.7	29.3	22.8	0.0	28.9
Not satisfied at all	2.4	0.0	0.0	15.3	2.4	0.0	0.0	2.9
GOLF- overall								
Very satisfied	62.8	0.0	100.0	100.0	80.0	46.9	50.0	63.7
Somewhat satisfied	28.0	0.0	0.0	0.0	20.0	37.5	50.0	26.6
Somewhat dissatisfied	9.1	0.0	0.0	0.0	0.0	15.6	0.0	9.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	45.1	44.4	39.5	80.1	42.9	39.8	48.7	44.4
Somewhat satisfied	41.9	55.6	44.7	19.9	42.9	44.3	45.3	41.2
Somewhat dissatisfied	12.0	0.0	15.8	0.0	11.4	15.9	6.0	13.2
Not satisfied at all	1.0	0.0	0.0	0.0	2.9	0.0	0.0	1.2
TRANSPORTATION - overall								
Very satisfied	28.6	42.9	9.1	40.4	19.2	36.6	52.1	22.1
Somewhat satisfied	40.2	0.0	63.6	29.8	46.2	35.5	26.6	43.9
Somewhat dissatisfied	28.9	57.1	27.3	29.8	30.8	25.1	21.3	31.0
Not satisfied at all	2.3	0.0	0.0	0.0	3.8	2.8	0.0	2.9
AIRPORTS - overall								
Very satisfied	23.5	22.2	6.4	38.3	20.5	27.6	17.1	24.6
Somewhat satisfied	58.8	77.8	74.4	46.4	65.9	49.5	66.9	57.4
Somewhat dissatisfied	15.4	0.0	12.8	15.3	11.4	20.9	16.0	15.3
Not satisfied at all	2.3	0.0	6.4	0.0	2.3	1.9	0.0	2.7
PARKS & BEACHES - overall								
Very satisfied	54.7	100.0	30.0	69.4	47.5	59.7	68.2	51.8
Somewhat satisfied	41.3	0.0	64.0	30.6	50.0	34.3	27.2	44.4
Somewhat dissatisfied	4.0	0.0	6.0	0.0	2.5	6.0	4.5	3.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 4.53 2008 Kona Overall Satisfaction Ratings by Lifestyle - Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	56.3	63.7	50.9	61.0	60.5	49.8	59.4	54.6
Somewhat satisfied	38.4	36.3	43.2	37.0	31.9	44.0	36.9	39.2
Somewhat dissatisfied	5.0	0.0	3.9	1.9	7.6	6.2	3.6	5.8
Not satisfied at all	0.3	0.0	2.0	0.0	0.0	0.0	0.0	0.4
RESTAURANT - overall								
Very satisfied	22.3	23.0	22.1	30.7	22.7	18.4	23.9	21.5
Somewhat satisfied	57.3	64.8	52.8	52.7	57.3	58.1	63.0	54.1
Somewhat dissatisfied	18.5	12.2	23.2	14.5	17.2	21.8	13.0	21.4
Not satisfied at all	1.9	0.0	2.0	2.1	2.8	1.7	0.0	2.9
SHOPPING - overall								
Very satisfied	15.2	29.1	13.4	18.3	10.5	13.5	20.4	12.3
Somewhat satisfied	51.8	38.2	49.7	65.1	49.1	55.1	51.8	51.7
Somewhat dissatisfied	30.5	30.4	34.8	16.6	35.8	29.5	27.0	32.4
Not satisfied at all	2.5	2.3	2.0	0.0	4.6	1.9	0.8	3.5
GOLF- overall								
Very satisfied	55.5	100.0	58.0	74.9	56.1	45.8	55.7	55.4
Somewhat satisfied	38.9	0.0	42.0	0.0	33.8	51.4	28.4	40.9
Somewhat dissatisfied	3.7	0.0	0.0	25.1	4.0	2.8	15.9	1.5
Not satisfied at all	1.9	0.0	0.0	0.0	6.1	0.0	0.0	2.2
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	37.4	52.3	30.5	53.2	38.8	24.5	44.8	33.0
Somewhat satisfied	49.4	47.7	58.9	36.4	47.4	54.4	43.5	52.9
Somewhat dissatisfied	12.1	0.0	10.6	7.8	11.3	21.2	10.6	12.9
Not satisfied at all	1.2	0.0	0.0	2.6	2.5	0.0	1.1	1.2
TRANSPORTATION - overall								
Very satisfied	19.7	26.8	20.7	31.9	10.3	18.9	28.3	14.5
Somewhat satisfied	45.6	28.2	38.3	43.3	46.7	58.2	45.8	45.5
Somewhat dissatisfied	27.0	37.0	32.8	17.4	36.8	14.1	17.9	32.4
Not satisfied at all	7.7	8.0	8.2	7.4	6.3	8.9	7.9	7.5
AIRPORTS - overall								
Very satisfied	16.3	20.4	18.8	28.9	13.2	11.2	22.1	13.1
Somewhat satisfied	56.9	48.0	59.6	49.6	59.2	60.0	50.1	60.5
Somewhat dissatisfied	25.0	27.3	19.7	19.5	27.6	26.4	24.8	25.2
Not satisfied at all	1.8	4.3	2.0	1.9	0.0	2.4	3.0	1.2
PARKS & BEACHES - overall								
Very satisfied	41.2	49.6	54.3	51.8	38.0	31.2	40.2	41.9
Somewhat satisfied	50.6	45.9	40.9	38.8	49.6	62.1	54.1	48.5
Somewhat dissatisfied	7.8	4.5	4.8	7.1	12.4	6.7	4.9	9.6
Not satisfied at all	0.3	0.0	0.0	2.4	0.0	0.0	0.8	0.0

Table 4.54 2008 O'ahu Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	61.1	66.9	52.4	52.5	68.8	62.8	57.5	63.4
Somewhat satisfied	34.6	33.1	36.8	43.3	29.1	34.5	35.8	33.8
Somewhat dissatisfied	3.7	0.0	9.3	4.1	1.8	1.8	6.0	2.2
Not satisfied at all	0.7	0.0	1.4	0.0	0.2	0.8	0.7	0.6
RESTAURANT - overall								
Very satisfied	53.4	53.1	52.1	34.8	54.8	60.9	47.5	57.1
Somewhat satisfied	41.4	23.0	44.8	48.0	44.9	35.0	46.8	38.0
Somewhat dissatisfied	4.9	23.9	3.0	17.1	0.2	3.4	5.1	4.8
Not satisfied at all	0.3	0.0	0.1	0.0	0.1	0.7	0.6	0.0
SHOPPING - overall								
Very satisfied	59.4	28.2	56.3	58.4	54.7	67.0	45.2	67.9
Somewhat satisfied	38.9	69.1	43.6	40.0	40.5	32.8	51.5	31.2
Somewhat dissatisfied	1.7	1.3	0.1	1.6	4.7	0.1	3.2	0.8
Not satisfied at all	0.1	1.3	0.0	0.0	0.1	0.1	0.1	0.1
GOLF- overall								
Very satisfied	53.3	90.4	71.7	100.0	29.4	46.2	68.6	49.0
Somewhat satisfied	38.0	0.0	28.3	0.0	70.6	34.4	22.2	42.4
Somewhat dissatisfied	6.7	9.6	0.0	0.0	0.0	14.7	0.0	8.6
Not satisfied at all	2.0	0.0	0.0	0.0	0.0	4.7	9.2	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	64.7	65.0	62.6	67.6	61.1	67.8	62.8	66.0
Somewhat satisfied	33.9	34.2	37.2	28.9	38.8	29.7	36.4	32.1
Somewhat dissatisfied	1.4	0.0	0.1	3.5	0.1	2.5	0.7	1.8
Not satisfied at all	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	67.3	38.1	60.9	57.3	63.9	77.4	58.9	72.3
Somewhat satisfied	29.0	60.2	37.6	38.1	35.6	15.5	40.3	22.4
Somewhat dissatisfied	2.9	0.0	1.3	2.7	0.4	6.0	0.2	4.5
Not satisfied at all	0.7	1.7	0.2	1.9	0.1	1.1	0.7	0.8
AIRPORTS - overall								
Very satisfied	50.5	19.5	44.2	41.1	54.9	57.0	48.3	52.0
Somewhat satisfied	42.5	45.1	49.8	51.4	39.8	36.7	50.2	37.5
Somewhat dissatisfied	6.6	35.4	5.9	7.4	5.3	5.4	1.5	9.9
Not satisfied at all	0.3	0.0	0.1	0.0	0.0	0.9	0.0	0.6
PARKS & BEACHES - overall								
Very satisfied	69.2	75.5	72.1	74.3	69.3	64.8	73.9	66.2
Somewhat satisfied	26.8	23.8	27.8	21.3	27.2	28.2	25.0	27.9
Somewhat dissatisfied	3.8	0.0	0.1	4.3	3.5	6.5	0.6	5.9
Not satisfied at all	0.2	0.7	0.0	0.0	0.0	0.5	0.5	0.0

Table 4.55 2008 Maui Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	76.5	58.7	77.5	81.0	72.7	78.7	71.8	78.5
Somewhat satisfied	21.6	35.5	20.8	12.3	25.6	21.2	25.8	19.9
Somewhat dissatisfied	1.6	0.0	1.6	6.7	1.7	0.1	1.9	1.5
Not satisfied at all	0.2	5.9	0.1	0.0	0.0	0.1	0.5	0.1
RESTAURANT - overall								
Very satisfied	51.0	65.9	43.7	63.3	52.3	51.3	50.3	51.3
Somewhat satisfied	45.2	28.2	53.5	34.0	43.2	44.6	45.5	45.1
Somewhat dissatisfied	3.0	0.0	2.8	2.8	3.4	3.1	3.1	2.9
Not satisfied at all	0.8	5.9	0.0	0.0	1.1	1.0	1.1	0.6
SHOPPING - overall								
Very satisfied	50.4	33.5	44.1	47.4	53.2	56.4	50.4	50.4
Somewhat satisfied	44.4	58.8	51.8	43.8	39.3	41.0	41.0	45.9
Somewhat dissatisfied	5.0	1.8	4.2	8.8	7.3	2.6	8.1	3.6
Not satisfied at all	0.2	5.9	0.0	0.0	0.2	0.1	0.6	0.1
GOLF- overall								
Very satisfied	81.5	100.0	86.3	100.0	72.6	81.5	68.5	85.5
Somewhat satisfied	16.6	0.0	11.8	0.0	27.4	14.6	28.9	12.8
Somewhat dissatisfied	1.3	0.0	1.9	0.0	0.0	1.9	2.6	0.8
Not satisfied at all	0.7	0.0	0.0	0.0	0.0	2.0	0.0	0.9
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	66.5	65.3	66.0	84.4	69.7	58.4	66.8	66.3
Somewhat satisfied	31.1	27.5	31.3	15.6	28.4	38.6	29.9	31.7
Somewhat dissatisfied	1.9	0.0	2.7	0.0	1.7	1.8	2.0	1.8
Not satisfied at all	0.6	7.2	0.0	0.0	0.1	1.2	1.3	0.2
TRANSPORTATION - overall								
Very satisfied	47.4	52.2	46.7	51.6	56.8	39.4	52.0	45.1
Somewhat satisfied	39.1	47.8	50.1	33.5	23.6	43.2	36.7	40.3
Somewhat dissatisfied	8.9	0.0	3.1	10.8	8.9	13.0	4.6	11.1
Not satisfied at all	4.6	0.0	0.0	4.1	10.7	4.4	6.8	3.5
AIRPORTS - overall								
Very satisfied	51.0	55.0	43.5	52.8	52.1	56.1	50.7	51.2
Somewhat satisfied	42.0	44.1	45.6	37.7	43.2	39.0	42.0	42.1
Somewhat dissatisfied	6.1	0.9	9.4	9.6	3.3	4.7	6.3	6.0
Not satisfied at all	0.9	0.0	1.5	0.0	1.4	0.2	1.0	0.8
PARKS & BEACHES - overall								
Very satisfied	75.8	76.3	80.2	82.1	73.1	71.7	78.3	74.6
Somewhat satisfied	22.5	23.7	16.0	17.9	26.1	26.8	20.3	23.4
Somewhat dissatisfied	1.4	0.0	3.8	0.0	0.2	0.8	0.3	1.9
Not satisfied at all	0.4	0.0	0.0	0.0	0.6	0.7	1.1	0.0

Table 4.56 2008 Kaua'i Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	78.4	84.1	74.5	73.3	82.6	77.8	76.4	79.4
Somewhat satisfied	18.8	3.7	22.3	24.8	16.2	19.8	19.0	18.7
Somewhat dissatisfied	2.1	0.0	3.2	1.9	1.2	2.4	2.4	1.9
Not satisfied at all	0.7	12.2	0.0	0.0	0.0	0.0	2.2	0.0
RESTAURANT - overall								
Very satisfied	50.2	62.6	32.0	61.1	59.2	49.9	57.5	46.6
Somewhat satisfied	40.6	26.4	52.0	32.2	34.5	42.7	31.8	44.8
Somewhat dissatisfied	7.9	5.1	14.0	6.6	5.1	6.8	10.6	6.6
Not satisfied at all	1.3	6.0	1.9	0.0	1.1	0.6	0.0	2.0
SHOPPING - overall								
Very satisfied	51.9	33.1	45.5	56.6	51.0	60.6	48.2	53.8
Somewhat satisfied	42.4	48.4	51.0	33.3	44.4	34.9	43.6	41.8
Somewhat dissatisfied	3.8	6.4	3.5	8.2	2.2	3.9	4.0	3.7
Not satisfied at all	1.8	12.2	0.0	1.9	2.4	0.6	4.2	0.7
GOLF- overall								
Very satisfied	74.3	100.0	70.5	93.1	75.3	64.3	63.6	77.8
Somewhat satisfied	20.4	0.0	23.8	6.9	12.6	35.7	27.6	18.0
Somewhat dissatisfied	3.1	0.0	2.7	0.0	7.4	0.0	0.0	4.2
Not satisfied at all	2.2	0.0	3.0	0.0	4.7	0.0	8.8	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	69.1	78.8	60.3	77.1	74.8	66.7	72.6	67.3
Somewhat satisfied	27.0	9.8	36.5	19.3	23.2	28.6	21.2	30.0
Somewhat dissatisfied	3.5	11.4	3.1	3.7	0.5	4.8	4.8	2.7
Not satisfied at all	0.5	0.0	0.0	0.0	1.6	0.0	1.3	0.0
TRANSPORTATION - overall								
Very satisfied	53.2	63.9	48.2	68.3	48.7	51.2	49.6	55.0
Somewhat satisfied	20.8	0.0	32.3	23.0	19.9	19.5	14.0	24.3
Somewhat dissatisfied	10.2	0.0	14.8	8.7	11.6	9.0	9.6	10.6
Not satisfied at all	15.7	36.1	4.7	0.0	19.8	20.3	26.8	10.1
AIRPORTS - overall								
Very satisfied	57.1	46.0	59.1	46.8	57.9	59.7	56.7	57.4
Somewhat satisfied	35.4	48.7	32.8	47.8	33.4	33.6	34.1	36.1
Somewhat dissatisfied	7.2	5.3	7.8	5.4	8.3	6.5	9.2	6.2
Not satisfied at all	0.3	0.0	0.3	0.0	0.4	0.2	0.0	0.4
PARKS & BEACHES - overall								
Very satisfied	81.2	71.6	86.9	97.1	82.8	73.3	77.0	83.3
Somewhat satisfied	16.1	16.0	12.7	2.9	15.6	22.2	18.8	14.7
Somewhat dissatisfied	2.2	12.4	0.4	0.0	1.5	2.9	3.8	1.4
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.7	0.4	0.6

Table 4.57 2008 Kona Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	76.4	91.9	85.1	57.3	74.1	78.2	70.9	78.7
Somewhat satisfied	20.7	8.1	14.4	32.1	22.4	20.5	24.1	19.4
Somewhat dissatisfied	2.6	0.0	0.5	10.6	3.4	0.6	5.0	1.6
Not satisfied at all	0.3	0.0	0.0	0.0	0.2	0.7	0.0	0.4
RESTAURANT - overall								
Very satisfied	47.7	55.7	50.2	45.3	43.8	49.9	45.0	48.8
Somewhat satisfied	44.7	44.3	44.1	54.7	46.4	39.8	48.2	43.3
Somewhat dissatisfied	6.4	0.0	3.4	0.0	9.5	8.4	5.1	6.9
Not satisfied at all	1.2	0.0	2.3	0.0	0.3	1.8	1.7	1.0
SHOPPING - overall								
Very satisfied	45.9	40.6	40.8	46.1	44.7	51.2	49.5	44.5
Somewhat satisfied	45.6	59.4	50.6	49.2	44.8	40.5	47.1	45.0
Somewhat dissatisfied	7.6	0.0	7.0	4.7	8.7	8.3	2.9	9.4
Not satisfied at all	1.0	0.0	1.6	0.0	1.8	0.0	0.6	1.1
GOLF- overall								
Very satisfied	79.7	80.6	88.5	100.0	62.7	82.7	85.3	78.1
Somewhat satisfied	16.6	19.4	11.5	0.0	34.8	7.2	14.7	17.2
Somewhat dissatisfied	2.9	0.0	0.0	0.0	2.5	7.4	0.0	3.7
Not satisfied at all	0.8	0.0	0.0	0.0	0.0	2.7	0.0	1.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	63.3	77.4	74.1	57.4	57.9	61.5	58.1	65.5
Somewhat satisfied	34.3	22.6	21.3	42.6	39.3	37.1	38.2	32.6
Somewhat dissatisfied	2.1	0.0	3.4	0.0	2.5	1.4	3.2	1.6
Not satisfied at all	0.4	0.0	1.2	0.0	0.2	0.0	0.5	0.3
TRANSPORTATION - overall								
Very satisfied	40.2	70.0	51.2	56.6	33.6	34.5	43.2	38.4
Somewhat satisfied	47.1	0.0	32.5	29.0	57.6	51.2	50.7	45.0
Somewhat dissatisfied	9.0	30.0	9.3	14.4	7.4	6.6	4.1	11.9
Not satisfied at all	3.7	0.0	7.1	0.0	1.4	7.6	2.0	4.8
AIRPORTS - overall								
Very satisfied	41.3	43.1	39.4	51.1	41.6	38.7	38.9	42.2
Somewhat satisfied	45.4	51.5	51.9	38.2	43.5	44.5	45.4	45.4
Somewhat dissatisfied	10.7	5.4	5.6	10.7	10.4	15.2	11.1	10.6
Not satisfied at all	2.6	0.0	3.2	0.0	4.5	1.6	4.6	1.8
PARKS & BEACHES - overall								
Very satisfied	69.8	63.3	73.3	87.9	59.4	70.7	66.0	71.4
Somewhat satisfied	27.1	36.7	21.7	10.9	36.5	27.9	32.6	24.8
Somewhat dissatisfied	2.3	0.0	4.2	1.2	2.4	1.2	0.7	3.0
Not satisfied at all	0.8	0.0	0.8	0.0	1.7	0.2	0.7	0.8

Table 4.58 2008 O'ahu Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	67.8	72.4	66.8	58.8	73.6	70.4	65.0	75.2
Somewhat satisfied	28.3	26.5	9.5	38.4	23.1	29.6	30.2	23.3
Somewhat dissatisfied	3.2	1.1	20.2	1.6	3.1	0.0	3.8	1.5
Not satisfied at all	0.7	0.0	3.4	1.2	0.2	0.0	1.0	0.0
RESTAURANT - overall								
Very satisfied	48.4	69.3	58.9	37.3	50.4	47.2	43.8	60.5
Somewhat satisfied	45.6	21.7	40.3	49.9	44.3	52.8	49.8	34.5
Somewhat dissatisfied	5.2	8.3	0.8	12.6	2.7	0.0	5.3	4.9
Not satisfied at all	0.8	0.7	0.0	0.1	2.5	0.0	1.1	0.1
SHOPPING - overall								
Very satisfied	62.5	81.9	59.4	41.7	73.4	69.0	59.7	70.0
Somewhat satisfied	35.5	17.4	40.6	54.1	24.5	30.7	37.6	29.9
Somewhat dissatisfied	0.9	0.7	0.0	0.8	2.1	0.1	1.2	0.1
Not satisfied at all	1.1	0.0	0.0	3.5	0.0	0.1	1.4	0.0
GOLF- overall								
Very satisfied	50.3	0.0	0.0	0.0	74.5	84.6	36.9	65.7
Somewhat satisfied	32.8	0.0	0.0	58.0	25.5	15.4	31.4	34.3
Somewhat dissatisfied	16.9	0.0	100.0	42.0	0.0	0.0	31.6	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	56.6	67.6	46.6	52.0	71.8	43.5	53.8	64.2
Somewhat satisfied	39.3	32.4	49.1	39.4	25.1	55.1	41.5	33.1
Somewhat dissatisfied	4.1	0.0	4.3	8.6	3.0	1.3	4.6	2.6
Not satisfied at all	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1
TRANSPORTATION - overall								
Very satisfied	59.7	86.0	59.8	44.8	61.2	64.3	58.9	61.7
Somewhat satisfied	35.2	12.0	17.6	47.3	35.6	35.5	35.1	35.6
Somewhat dissatisfied	3.4	1.9	22.6	2.3	3.2	0.1	3.7	2.7
Not satisfied at all	1.6	0.0	0.0	5.5	0.0	0.1	2.3	0.0
AIRPORTS - overall								
Very satisfied	59.3	56.5	62.3	59.5	55.8	62.6	55.4	69.6
Somewhat satisfied	32.5	19.1	37.4	30.8	36.5	33.2	35.8	24.0
Somewhat dissatisfied	6.8	24.2	0.0	5.1	7.4	4.3	7.0	6.2
Not satisfied at all	1.4	0.2	0.3	4.6	0.2	0.0	1.8	0.2
PARKS & BEACHES - overall								
Very satisfied	76.1	87.6	67.5	61.2	72.2	91.9	71.7	86.6
Somewhat satisfied	20.6	8.1	32.5	30.0	25.0	7.9	24.0	12.2
Somewhat dissatisfied	3.0	4.3	0.0	7.1	2.8	0.2	3.7	1.2
Not satisfied at all	0.4	0.0	0.0	1.7	0.0	0.0	0.6	0.0

Table 4.59 2008 Maui Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	74.1	87.5	87.6	71.7	64.1	75.0	72.1	77.7
Somewhat satisfied	22.9	11.3	9.9	22.6	32.5	23.1	24.6	19.9
Somewhat dissatisfied	2.9	1.1	1.5	5.6	3.4	1.8	3.1	2.4
Not satisfied at all	0.1	0.0	1.0	0.0	0.0	0.0	0.2	0.0
RESTAURANT - overall								
Very satisfied	44.4	56.3	42.7	48.6	40.2	41.4	44.5	44.2
Somewhat satisfied	47.2	37.2	45.4	46.5	50.6	49.4	46.7	48.1
Somewhat dissatisfied	7.3	4.1	11.1	4.2	7.7	9.0	7.9	6.1
Not satisfied at all	1.1	2.4	0.9	0.8	1.6	0.2	0.9	1.6
SHOPPING - overall								
Very satisfied	41.7	39.9	50.2	38.7	39.8	43.8	39.6	45.6
Somewhat satisfied	49.5	50.9	39.5	47.3	51.9	52.3	50.7	47.2
Somewhat dissatisfied	8.3	9.2	10.3	14.0	7.5	2.9	8.9	7.2
Not satisfied at all	0.5	0.0	0.0	0.0	0.8	1.0	0.8	0.0
GOLF- overall								
Very satisfied	76.1	81.1	76.6	65.8	87.7	69.4	75.1	77.7
Somewhat satisfied	20.8	18.9	23.4	29.4	4.8	30.6	23.0	17.1
Somewhat dissatisfied	3.1	0.0	0.0	4.8	7.5	0.0	1.8	5.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	63.3	65.7	72.3	64.9	66.4	49.3	62.0	65.7
Somewhat satisfied	33.0	29.4	27.7	26.5	33.0	45.2	32.8	33.2
Somewhat dissatisfied	3.5	4.9	0.0	7.6	0.6	5.5	4.8	1.1
Not satisfied at all	0.2	0.0	0.0	1.1	0.0	0.0	0.3	0.0
TRANSPORTATION - overall								
Very satisfied	49.8	63.0	17.5	41.6	46.0	70.1	47.6	55.8
Somewhat satisfied	37.3	30.2	32.3	40.9	50.1	24.3	40.1	30.2
Somewhat dissatisfied	10.2	3.5	31.2	17.5	3.5	5.6	8.7	14.0
Not satisfied at all	2.7	3.3	18.9	0.0	0.5	0.0	3.7	0.0
AIRPORTS - overall								
Very satisfied	42.8	48.2	47.3	43.9	34.7	48.2	42.8	42.8
Somewhat satisfied	48.5	38.7	48.3	45.4	56.1	45.4	46.9	51.4
Somewhat dissatisfied	7.5	10.8	4.4	10.7	6.7	6.2	9.7	3.6
Not satisfied at all	1.1	2.3	0.0	0.0	2.5	0.2	0.6	2.1
PARKS & BEACHES - overall								
Very satisfied	75.8	80.6	81.1	78.2	70.9	75.3	77.6	72.5
Somewhat satisfied	22.5	17.1	15.4	18.9	27.9	24.4	21.1	24.8
Somewhat dissatisfied	1.4	2.4	3.5	1.9	0.7	0.2	0.9	2.3
Not satisfied at all	0.3	0.0	0.0	1.0	0.4	0.0	0.3	0.4

**Table 4.60 2008 Kaua'i Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	70.5	67.1	72.6	68.4	70.6	72.9	70.6	70.3
Somewhat satisfied	28.3	32.9	27.4	30.4	26.0	27.1	27.7	29.7
Somewhat dissatisfied	1.2	0.0	0.0	1.2	3.4	0.0	1.7	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	39.9	21.3	48.4	44.8	45.8	38.2	38.7	42.4
Somewhat satisfied	51.3	75.5	46.5	48.5	44.9	46.1	53.4	47.2
Somewhat dissatisfied	8.5	3.2	3.7	6.6	9.3	15.2	7.8	10.0
Not satisfied at all	0.3	0.0	1.4	0.0	0.0	0.5	0.2	0.5
SHOPPING - overall								
Very satisfied	32.0	20.3	38.6	21.7	31.7	44.0	31.9	32.2
Somewhat satisfied	58.5	71.1	54.0	71.6	54.1	48.4	57.2	60.9
Somewhat dissatisfied	9.2	6.2	7.5	6.7	14.2	7.6	10.3	7.0
Not satisfied at all	0.4	2.5	0.0	0.0	0.0	0.0	0.6	0.0
GOLF- overall								
Very satisfied	65.4	43.3	71.6	46.3	96.0	69.9	72.3	54.4
Somewhat satisfied	32.3	56.7	14.9	53.7	4.0	30.1	23.9	45.6
Somewhat dissatisfied	1.6	0.0	9.1	0.0	0.0	0.0	2.6	0.0
Not satisfied at all	0.8	0.0	4.4	0.0	0.0	0.0	1.2	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	65.8	70.3	42.0	64.1	73.1	63.2	71.0	52.8
Somewhat satisfied	32.9	29.7	55.9	35.0	25.6	34.6	27.4	46.6
Somewhat dissatisfied	1.3	0.0	2.0	0.9	1.4	2.2	1.6	0.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	49.6	69.7	61.7	24.5	43.4	48.9	47.7	56.7
Somewhat satisfied	34.0	21.6	28.5	38.9	46.0	27.7	34.6	31.9
Somewhat dissatisfied	13.0	8.6	9.9	21.8	7.1	23.4	14.5	7.1
Not satisfied at all	3.4	0.0	0.0	14.7	3.4	0.0	3.2	4.3
AIRPORTS - overall								
Very satisfied	41.2	30.0	53.9	46.3	32.6	50.9	42.3	38.6
Somewhat satisfied	51.0	58.5	40.1	50.4	57.5	42.1	48.3	56.9
Somewhat dissatisfied	6.6	11.6	6.0	2.4	6.6	6.9	7.6	4.5
Not satisfied at all	1.2	0.0	0.0	0.9	3.4	0.0	1.8	0.0
PARKS & BEACHES - overall								
Very satisfied	68.8	55.3	70.8	59.8	77.4	71.5	71.9	61.7
Somewhat satisfied	30.3	44.7	29.2	35.6	22.6	28.0	27.0	38.0
Somewhat dissatisfied	0.3	0.0	0.0	1.6	0.0	0.0	0.4	0.0
Not satisfied at all	0.6	0.0	0.0	3.1	0.0	0.5	0.8	0.4

Table 4.61 2008 Kona Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	71.7	80.8	92.1	44.0	68.2	78.4	69.6	75.1
Somewhat satisfied	26.3	19.2	7.9	46.8	31.0	20.3	27.3	24.9
Somewhat dissatisfied	2.0	0.0	0.0	9.2	0.8	1.3	3.2	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	40.6	60.5	57.5	19.5	38.3	41.1	37.9	44.8
Somewhat satisfied	53.2	39.5	22.8	69.1	57.8	57.1	53.0	53.4
Somewhat dissatisfied	6.3	0.0	19.7	11.4	3.9	1.8	9.1	1.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	31.9	47.6	48.5	20.2	26.4	33.2	26.5	40.6
Somewhat satisfied	58.5	49.8	43.8	72.5	62.1	56.4	58.9	57.9
Somewhat dissatisfied	9.2	0.0	5.6	7.3	11.5	10.5	13.9	1.5
Not satisfied at all	0.4	2.6	2.2	0.0	0.0	0.0	0.7	0.0
GOLF- overall								
Very satisfied	51.2	85.8	34.2	0.0	73.1	68.4	32.7	80.3
Somewhat satisfied	31.3	14.2	65.8	25.8	26.9	31.6	38.6	19.7
Somewhat dissatisfied	7.8	0.0	0.0	32.9	0.0	0.0	12.7	0.0
Not satisfied at all	9.8	0.0	0.0	41.3	0.0	0.0	16.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	64.7	67.0	84.1	40.7	72.0	55.9	64.8	64.3
Somewhat satisfied	35.0	33.0	15.9	59.3	27.1	44.1	34.7	35.7
Somewhat dissatisfied	0.3	0.0	0.0	0.0	0.9	0.0	0.5	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	39.3	32.5	42.4	17.9	44.7	43.5	35.8	47.4
Somewhat satisfied	50.5	55.2	30.4	58.9	49.2	52.1	53.0	44.7
Somewhat dissatisfied	7.2	12.4	27.2	16.1	2.9	2.4	7.7	5.9
Not satisfied at all	3.0	0.0	0.0	7.2	3.2	2.0	3.5	1.9
AIRPORTS - overall								
Very satisfied	48.8	46.9	57.2	32.9	53.6	46.6	49.6	47.4
Somewhat satisfied	40.2	53.1	35.1	52.5	33.3	44.0	36.1	46.9
Somewhat dissatisfied	10.3	0.0	6.4	14.7	11.7	9.3	13.4	5.2
Not satisfied at all	0.7	0.0	1.3	0.0	1.4	0.0	0.9	0.4
PARKS & BEACHES - overall								
Very satisfied	74.2	92.0	93.7	60.7	74.9	67.6	71.9	78.2
Somewhat satisfied	22.1	8.0	6.3	33.8	20.9	27.9	24.5	18.1
Somewhat dissatisfied	3.1	0.0	0.0	5.6	3.2	3.6	3.3	2.7
Not satisfied at all	0.6	0.0	0.0	0.0	1.0	0.8	0.4	1.0

**Table 4.62 2008 O‘ahu Overall Satisfaction Ratings by Lifestyle - Oceania
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	68.4	51.1	78.3	75.1	66.6	63.5	62.9	73.7
Somewhat satisfied	27.0	45.7	17.2	24.4	23.9	32.8	30.8	23.2
Somewhat dissatisfied	4.2	3.2	3.8	0.3	9.0	3.3	5.8	2.6
Not satisfied at all	0.5	0.0	0.7	0.2	0.6	0.4	0.4	0.5
RESTAURANT - overall								
Very satisfied	61.6	40.6	66.4	59.2	60.7	63.3	58.2	65.0
Somewhat satisfied	31.9	58.8	28.5	28.5	33.4	30.6	34.4	29.3
Somewhat dissatisfied	6.3	0.6	5.1	11.6	5.9	5.7	7.2	5.4
Not satisfied at all	0.3	0.0	0.0	0.7	0.0	0.4	0.2	0.3
SHOPPING - overall								
Very satisfied	71.4	71.0	78.6	61.4	75.6	68.9	69.3	73.7
Somewhat satisfied	26.0	26.2	18.4	37.2	22.0	28.0	27.9	23.9
Somewhat dissatisfied	2.6	2.2	3.0	1.4	2.2	3.1	2.7	2.4
Not satisfied at all	0.1	0.5	0.0	0.0	0.1	0.0	0.1	0.0
GOLF- overall								
Very satisfied	73.0	37.7	62.4	95.2	54.8	85.2	72.5	73.4
Somewhat satisfied	23.4	32.3	37.6	4.8	37.5	14.8	19.9	26.6
Somewhat dissatisfied	3.7	30.0	0.0	0.0	7.7	0.0	7.5	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	65.5	71.4	71.3	46.2	66.3	70.8	63.3	68.1
Somewhat satisfied	32.3	23.1	26.3	50.4	33.7	27.3	34.5	29.8
Somewhat dissatisfied	1.8	5.0	1.7	3.3	0.0	1.4	1.9	1.6
Not satisfied at all	0.4	0.5	0.8	0.0	0.0	0.6	0.3	0.5
TRANSPORTATION - overall								
Very satisfied	66.2	50.3	73.1	39.4	75.2	70.4	61.9	70.4
Somewhat satisfied	29.5	47.0	25.1	55.0	19.5	24.7	34.7	24.4
Somewhat dissatisfied	2.3	0.0	0.3	5.4	4.0	1.5	3.0	1.6
Not satisfied at all	2.0	2.6	1.5	0.2	1.3	3.4	0.4	3.6
AIRPORTS - overall								
Very satisfied	47.9	17.3	48.5	39.1	58.1	49.1	47.2	48.5
Somewhat satisfied	41.0	73.1	39.5	53.2	36.1	35.6	43.8	38.4
Somewhat dissatisfied	9.5	8.5	8.9	6.6	4.4	14.1	7.8	11.1
Not satisfied at all	1.6	1.1	3.1	1.1	1.4	1.2	1.2	2.0
PARKS & BEACHES - overall								
Very satisfied	73.3	50.5	75.3	71.3	81.5	70.9	76.3	70.2
Somewhat satisfied	25.5	48.4	24.1	27.8	16.1	27.8	22.5	28.6
Somewhat dissatisfied	0.9	0.5	0.5	0.9	1.6	0.9	0.9	0.9
Not satisfied at all	0.3	0.5	0.0	0.0	0.8	0.4	0.3	0.3

**Table 4.63 2008 Maui Overall Satisfaction Ratings by Lifestyle - Oceania
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	73.3	60.0	67.7	77.2	66.0	79.8	69.7	75.3
Somewhat satisfied	22.5	20.0	30.9	19.0	31.9	13.8	28.1	19.3
Somewhat dissatisfied	2.7	0.0	0.0	3.8	2.1	4.6	1.1	3.6
Not satisfied at all	1.5	20.0	1.4	0.0	0.0	1.8	1.1	1.8
RESTAURANT - overall								
Very satisfied	47.0	20.0	51.7	62.5	53.7	39.5	53.3	44.3
Somewhat satisfied	44.2	60.0	41.1	32.8	32.7	52.7	37.9	46.9
Somewhat dissatisfied	8.4	20.0	5.4	4.7	13.6	7.8	8.8	8.2
Not satisfied at all	0.4	0.0	1.8	0.0	0.0	0.0	0.0	0.6
SHOPPING - overall								
Very satisfied	55.9	40.0	50.1	43.0	43.9	68.1	50.4	58.6
Somewhat satisfied	37.2	60.0	42.4	49.4	42.8	27.8	41.6	35.1
Somewhat dissatisfied	5.4	0.0	5.7	7.6	7.5	4.1	8.0	4.1
Not satisfied at all	1.5	0.0	1.9	0.0	5.8	0.0	0.0	2.3
GOLF- overall								
Very satisfied	65.7	100.0	58.6	50.0	36.0	81.6	72.7	62.5
Somewhat satisfied	25.1	0.0	41.4	50.0	36.0	12.2	18.2	28.1
Somewhat dissatisfied	2.8	0.0	0.0	0.0	0.0	6.1	9.1	0.0
Not satisfied at all	6.5	0.0	0.0	0.0	28.0	0.0	0.0	9.4
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	68.1	83.3	62.8	72.4	55.2	75.2	62.1	71.9
Somewhat satisfied	28.5	0.0	35.7	23.7	40.0	21.7	32.4	26.0
Somewhat dissatisfied	3.0	16.7	1.5	3.9	2.4	3.1	5.5	1.4
Not satisfied at all	0.4	0.0	0.0	0.0	2.4	0.0	0.0	0.7
TRANSPORTATION - overall								
Very satisfied	71.2	66.7	70.3	60.0	53.7	82.3	65.5	75.3
Somewhat satisfied	20.0	33.3	25.8	40.0	23.6	8.9	27.4	14.5
Somewhat dissatisfied	8.3	0.0	3.9	0.0	19.4	8.9	5.7	10.1
Not satisfied at all	0.6	0.0	0.0	0.0	3.4	0.0	1.4	0.0
AIRPORTS - overall								
Very satisfied	35.7	50.0	39.4	25.9	37.1	34.5	36.1	35.5
Somewhat satisfied	44.7	50.0	52.0	63.5	56.4	29.5	54.6	39.0
Somewhat dissatisfied	17.7	0.0	4.3	3.5	6.4	36.1	5.1	24.9
Not satisfied at all	1.9	0.0	4.3	7.1	0.0	0.0	4.1	0.6
PARKS & BEACHES - overall								
Very satisfied	74.7	83.3	78.7	81.0	63.4	75.4	77.8	72.8
Somewhat satisfied	23.0	0.0	18.5	15.2	34.6	23.6	20.1	24.7
Somewhat dissatisfied	2.0	16.7	1.4	3.8	2.0	1.0	2.1	1.9
Not satisfied at all	0.4	0.0	1.4	0.0	0.0	0.0	0.0	0.6

**Table 4.64 2008 Kaua'i Overall Satisfaction Ratings by Lifestyle - Oceania
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	82.5	57.1	89.5	67.9	93.2	83.6	92.0	73.3
Somewhat satisfied	16.2	42.9	10.5	32.1	6.8	13.1	5.3	26.7
Somewhat dissatisfied	1.3	0.0	0.0	0.0	0.0	3.3	2.7	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	44.0	28.6	71.4	46.4	71.5	23.8	40.7	47.1
Somewhat satisfied	45.0	57.1	14.3	53.6	28.5	56.8	42.4	47.6
Somewhat dissatisfied	11.0	14.3	14.3	0.0	0.0	19.5	16.9	5.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	37.4	33.3	46.2	12.5	47.4	37.0	35.9	39.2
Somewhat satisfied	48.3	66.7	53.8	62.5	39.5	44.4	44.6	52.8
Somewhat dissatisfied	11.2	0.0	0.0	12.5	7.5	18.5	16.7	4.5
Not satisfied at all	3.1	0.0	0.0	12.5	5.6	0.0	2.8	3.4
GOLF- overall								
Very satisfied	86.7	0.0	100.0	0.0	0.0	81.8	0.0	100.0
Somewhat satisfied	13.3	0.0	0.0	0.0	0.0	18.2	100.0	0.0
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	52.4	75.0	35.3	71.0	75.6	32.7	58.5	45.3
Somewhat satisfied	46.2	25.0	64.7	29.0	18.8	67.3	38.8	54.7
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	1.5	0.0	0.0	0.0	5.6	0.0	2.7	0.0
TRANSPORTATION - overall								
Very satisfied	51.9	50.0	33.3	33.3	63.1	60.0	74.0	24.3
Somewhat satisfied	30.0	0.0	33.3	50.0	28.4	20.0	19.5	43.2
Somewhat dissatisfied	7.2	50.0	0.0	16.7	0.0	0.0	6.5	8.1
Not satisfied at all	10.8	0.0	33.3	0.0	8.5	20.0	0.0	24.3
AIRPORTS - overall								
Very satisfied	42.4	14.3	35.3	32.3	57.8	44.0	49.2	37.0
Somewhat satisfied	53.9	57.1	64.7	67.7	42.2	53.1	45.2	60.7
Somewhat dissatisfied	2.5	14.3	0.0	0.0	0.0	2.9	2.8	2.2
Not satisfied at all	1.2	14.3	0.0	0.0	0.0	0.0	2.8	0.0
PARKS & BEACHES - overall								
Very satisfied	51.5	42.9	63.2	61.3	45.6	50.3	42.3	58.9
Somewhat satisfied	43.5	57.1	36.8	38.7	54.4	36.4	49.6	38.6
Somewhat dissatisfied	3.6	0.0	0.0	0.0	0.0	9.7	8.1	0.0
Not satisfied at all	1.4	0.0	0.0	0.0	0.0	3.6	0.0	2.4

**Table 4.65 2008 Kona Overall Satisfaction Ratings by Lifestyle - Oceania
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	69.2	66.7	78.9	44.4	63.0	71.1	57.8	80.1
Somewhat satisfied	27.7	0.0	21.1	55.6	33.3	25.6	37.4	18.4
Somewhat dissatisfied	3.1	33.3	0.0	0.0	3.7	3.3	4.8	1.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	62.0	100.0	59.9	33.3	63.0	65.8	63.1	60.7
Somewhat satisfied	34.8	0.0	40.1	44.4	33.9	32.4	34.0	35.8
Somewhat dissatisfied	2.4	0.0	0.0	22.2	3.1	0.0	1.4	3.5
Not satisfied at all	0.8	0.0	0.0	0.0	0.0	1.8	1.4	0.0
SHOPPING - overall								
Very satisfied	42.7	50.0	20.4	12.5	48.8	57.0	44.6	40.5
Somewhat satisfied	52.1	50.0	69.4	87.5	51.2	37.1	50.6	53.8
Somewhat dissatisfied	5.2	0.0	10.2	0.0	0.0	5.9	4.8	5.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF- overall								
Very satisfied	68.4	100.0	100.0	0.0	66.7	65.5	100.0	66.0
Somewhat satisfied	7.0	0.0	0.0	100.0	0.0	0.0	0.0	7.5
Somewhat dissatisfied	7.0	0.0	0.0	0.0	33.3	0.0	0.0	7.5
Not satisfied at all	17.5	0.0	0.0	0.0	0.0	34.5	0.0	18.9
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	61.0	50.0	59.1	77.8	68.2	54.5	60.5	61.7
Somewhat satisfied	35.6	50.0	30.7	22.2	28.7	45.5	34.8	36.5
Somewhat dissatisfied	3.4	0.0	10.2	0.0	3.2	0.0	4.7	1.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	55.5	50.0	40.2	37.5	74.4	56.9	60.3	48.5
Somewhat satisfied	34.0	50.0	37.5	50.0	8.5	43.1	27.5	43.7
Somewhat dissatisfied	8.4	0.0	22.3	12.5	8.5	0.0	8.8	7.8
Not satisfied at all	2.1	0.0	0.0	0.0	8.5	0.0	3.5	0.0
AIRPORTS - overall								
Very satisfied	51.4	0.0	55.7	22.2	38.8	61.5	54.1	48.6
Somewhat satisfied	44.7	100.0	40.9	77.8	54.4	35.2	41.5	48.2
Somewhat dissatisfied	3.1	0.0	0.0	0.0	6.8	3.3	3.0	3.2
Not satisfied at all	0.8	0.0	3.4	0.0	0.0	0.0	1.5	0.0
PARKS & BEACHES - overall								
Very satisfied	62.4	0.0	53.3	77.8	57.3	67.6	58.1	67.1
Somewhat satisfied	34.2	100.0	46.7	11.1	39.5	28.7	40.3	27.6
Somewhat dissatisfied	3.4	0.0	0.0	11.1	3.2	3.7	1.7	5.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

5. ACTIVITY PARTICIPATION

ACTIVITY PARTICIPATION

This measure provides vital feedback on the frequency and popularity of an activity across the islands by MMA and lifestyle/lifestage. Visitors from the top six MMAs were more likely to participate in *entertainment* and *shopping* activities across the state. The many visitors across every MMA who made *sightseeing* a part of their trip were more likely to be *self-guided*. Those who participated in *recreation* activities were likely to participate in *swimming/sunbathing/beach* activities. Almost every MMA, except Japan, were likely to visit a *family restaurant/diner* and use a *rental car* on each island.

Activity Participation by Island

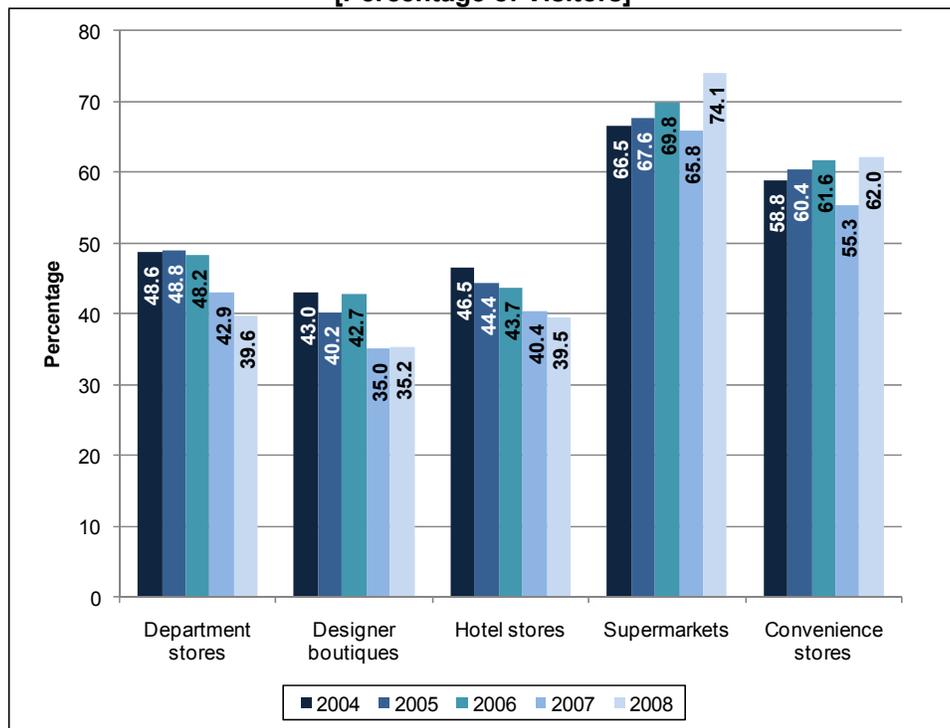
- Visitors from every MMA to O‘ahu were generally more active than those who visited other islands since visitors were more likely to participate in *entertainment, shopping, culture, and transportation*. It was more common on O‘ahu for visitors to participate in a *lunch/sunset/dinner/evening cruise, night clubs/dancing/bars/karaoke, fine dining, and family restaurant/diners* compared to other islands. In addition, O‘ahu visitors were more likely to be involved in a *culture* activity; such as *historic sites, Polynesian show/lū‘au/bula, and parks/gardens* compared to visitors to other islands. *Shopping* participation on O‘ahu was also more prominent since the island was known for its *department stores, hotel stores, swap meets, discount/outlet stores, convenience stores, and duty free shops*. Visitors also used O‘ahu’s transportation because of greater availability of *public buses* and *taxi/limousines* compared to visitors on other islands.
- Visitors among the top visitors markets, excluding Japan, were more likely to go on a *boat/submarine/whale watching* and *self-guided* tour on Maui. In addition, these visitors were more likely to be involved in *recreation* activities on Maui compared to the other islands. Visitors from U.S. West, U.S. East, Canada, and Oceania were heavily involved in *swimming/sunbathing/beach* and *surfing/body boarding* activities on Maui. Moreover, *snorkeling/scuba diving* on Maui was a popular activity for U.S. West, U.S. East, Canada, and Europe visitors. Among the top visitors markets, excluding Japan, Maui was the place to enjoy a *lounge act/stage show* and *ethnic dining*. Visitors were also more likely to *prepare their own meal* on Maui compared to the other islands. Visitors among the top visitor markets, excluding Oceania, especially liked to shop in Maui’s *local shops/artisans*.
- U.S. West, U.S. East, Canada, Europe, and Oceania visitors to Kaua‘i were more likely go *backpacking/hiking/camping* than on other islands.
- Visitors to Hilo among the top six major marketing areas were most likely to participate in *sightseeing* activities compared to other islands; especially *tour bus excursions* among U.S. East, Japan, Canada, Europe, and Oceania visitors.

U.S. West (Tables 5.1 and 5.2)

U.S. West visitors tended to be more independent travelers with high *rental car* (79.3%) and *self-guided tour* (77.9%) participation across all islands.

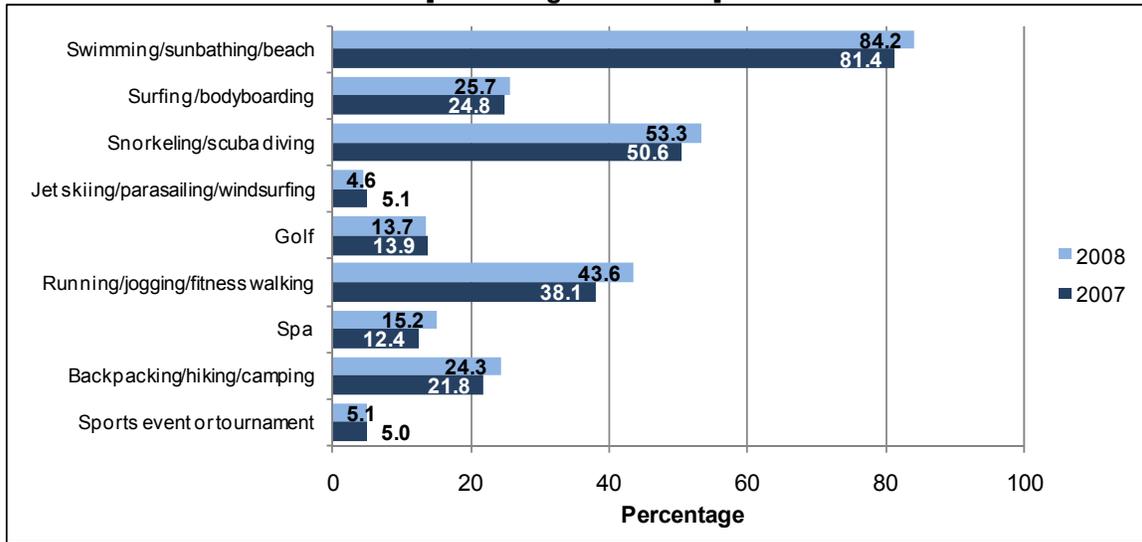
- U.S. West visitors tended to shop at *supermarkets* (74.1%) more than U.S. East and Japan visitors; especially on Kaua'i (78.4%), Maui (77.3%), and Kona (72.3%). U.S. West visitors also shopped heavily at *local shop/artisans* (71.1%); particularly on Maui (74.5%), Kaua'i (72.7%); and less so on O'ahu (53.7%), Hilo (46.7%), or Lāna'i (31.1%).
- Since 2004, U.S. West visitors *shopping* participation statewide continued to decline at *department stores*, *designer boutiques*, and *hotel stores*. However, shopping at *supermarkets* improved to a high 74.1 percent in 2008 (see Figure 16).

Figure 16: 2004-2008 U.S. West Statewide Shopping Participation [Percentage of Visitors]



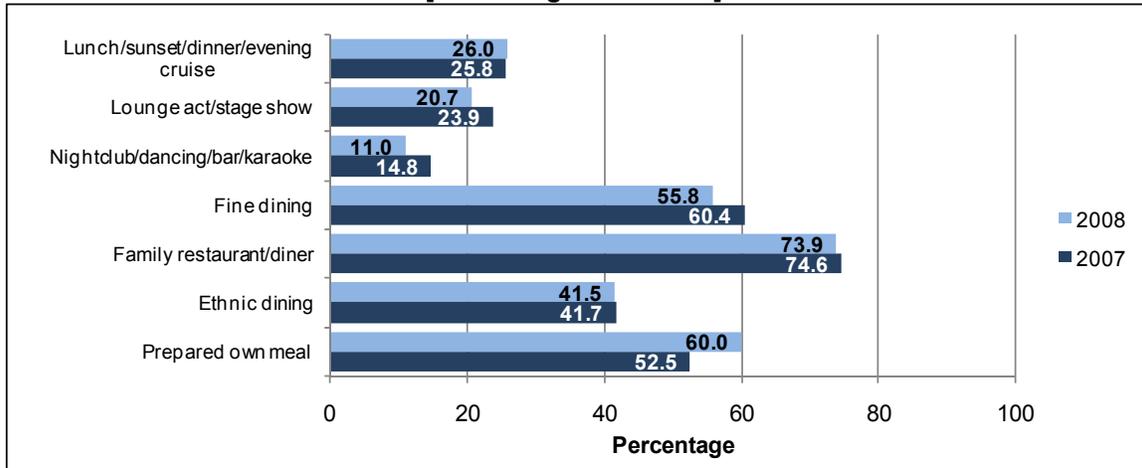
- U.S. West visitors were more likely to go *surfing/bodyboarding* (25.7%), *snorkeling/scuba diving* (53.3%), *running/jogging/fitness walking* (43.6%), and *backpacking/hiking* (24.3%) than most MMAs (see Figure 17).
- In 2008, there were more U.S. West visitors who participated in *running/jogging/fitness walking* (43.6%, +5.5 percentage points) during their vacation compared to 2007.

**Figure 17: U.S. West Statewide Recreation Participation: 2008 vs. 2007
[Percentage of Visitors]**



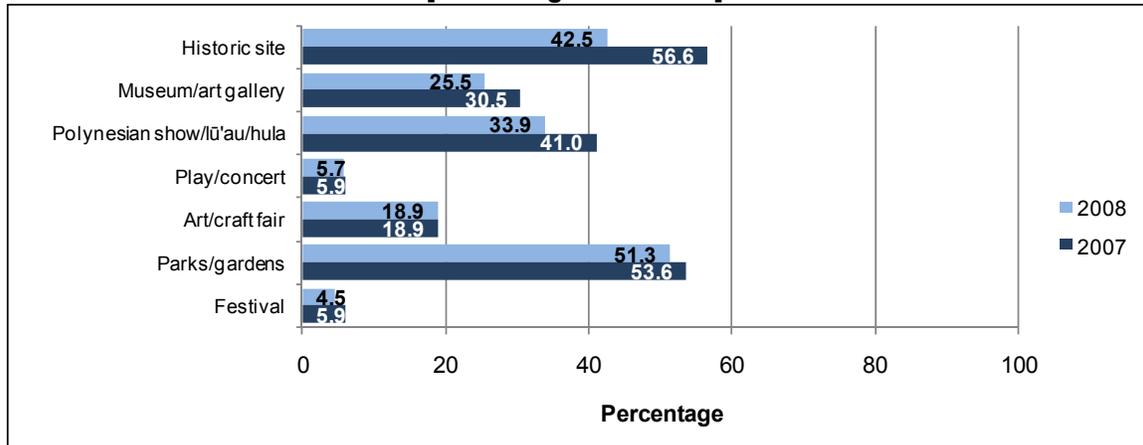
- The share of U.S. West visitors who participated in *fine dining* (55.8%) in 2008 declined 4.6 percentage points compared to 2007, while the share of those who *prepared their own meal* (60%) increased 7.5 percentage points (Figure 18).
- *Ethnic dining* (41.5%) and *preparing their own meal* (60%) were more popular among U.S. West visitors compared to most MMAs.

**Figure 18: U.S. West Statewide Entertainment Participation: 2008 vs. 2007
[Percentage of Visitors]**



- Visits to *Historic sites* (42.5%, -14.1 percentage points) and *Polynesian show/lū'au* (33.9%, -7.1 percentage points) among U.S. West visitors declined compared to 2007 (Figure 19).

Figure 19: U.S. West Statewide Culture Participation: 2008 vs. 2007
[Percentage of Visitors]



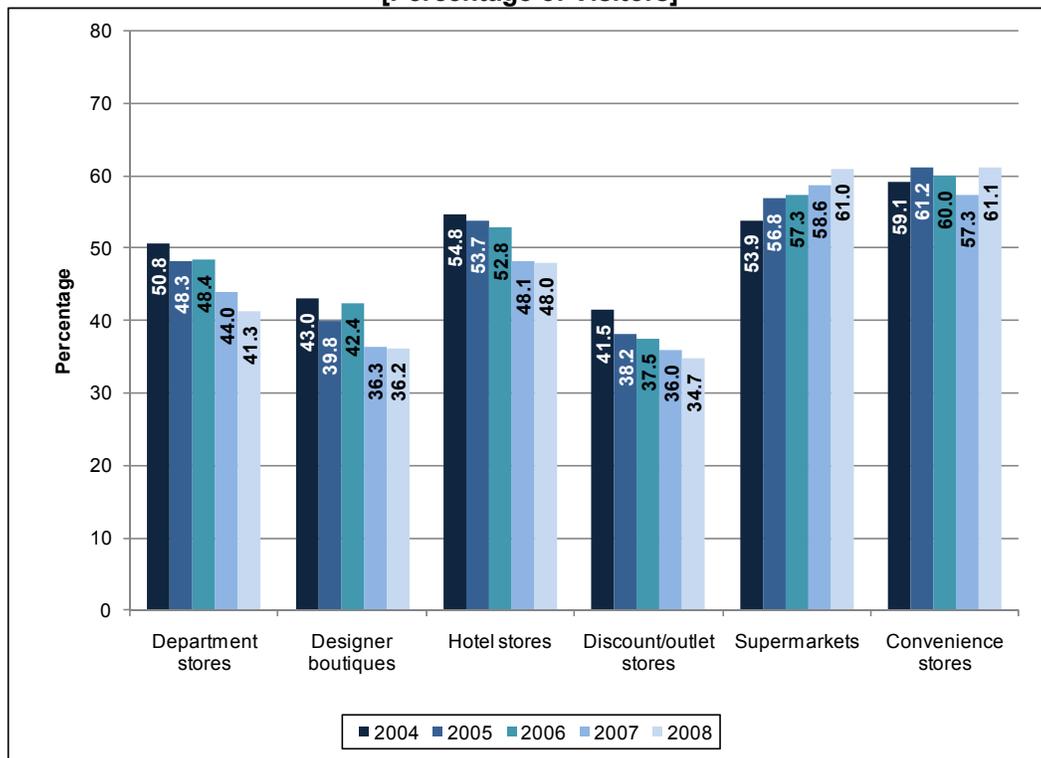
- On O'ahu, U.S. West visitors were more likely to eat at an *ethnic dining* restaurant (36.1%) compared to other visitor markets.
- In 2008, U.S. West visitors were more active on Maui compared to the other islands. Most U.S. West visitors to Maui participated in *entertainment* activities (95.6%). U.S. West visitors were more likely to participate in a *family restaurant/diner* (71.5%) and *lunch/sunset/dinner/evening cruise* (27.3%) on this island. U.S. West visitors were also more likely to *shop* (94.1%) in Maui; especially in *convenience stores* (59.5%), *hotel stores* (37.5%), *designer boutiques* (36.4%), and *discount/outlet stores* (36%). *Recreation* participation (93.4%) was especially high on Maui since visitors to Maui were more likely to go *running/jogging/fitness walking* (46.6%) and relax at a *spa* (16.9%). In addition, *culture* activities such as a *Polynesian show/lū'au* (32.6%) and *museums/art galleries* (27.6%) were also more popular in Maui.
- U.S. West visitors' participation in *recreation* (92.9%), *shopping* (95.3%), and *culture* (75.6%) activities were also high on Kaua'i. U.S. West visitors had the highest tendency to *prepare their own meal* (67.8%) and shop at *supermarkets* (78.4%) on Kaua'i compared to other islands. U.S. West visitors also had a high tendency to participate in *swimming/sunbathing/beach* (85.7%), *surfing/body boarding* (26.2%), *fine dining* (56.3%), a *lunch/sunset/dinner/evening cruise* (24%), and *parks/gardens* (56.7%).
- U.S. West visitors to Hilo were more likely to visit the island's *parks/gardens* (59%) compared to other Hawai'i destinations. Over half of U.S. West visitors to Kona went *snorkeling/scuba diving* (60.5%) and *fine dining* (54.7%), while *swap meets* (29.5%) and *historic sites* (48.2%) on Kona were also popular among U.S. West visitors.
- U.S. West visitors were more likely to participate in a *tour bus excursion* on Moloka'i (11.9%) and Lāna'i (12.6%) compared to other islands.
- Lāna'i was the place to participate in a *boat/submarine/whale watching tour* (35.1%), a *private limousine/van tour* (18.7%), and *golf* (23.7%) compared to the rest of the islands.

U.S. East (Tables 5.3 and 5.4)

In contrast to their U.S. West counterparts, U.S. East visitors were more involved in *sight-seeing* activities (91.6%), such as *boat/submarine/whale watching tours* (34.3%) and *tour bus excursions* (21.7%). In addition, U.S. East visitors were more interested in *culture* (86.6%) activities; particularly in visiting *historic sites* (60.5%), *Polynesian show/li'au/hula*, (50.3%) and *parks/gardens* (61.8%).

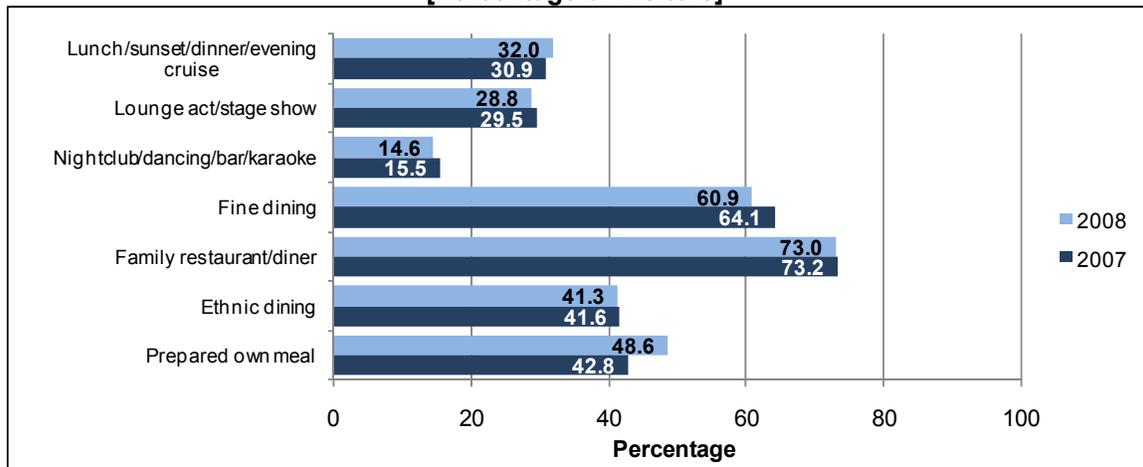
- Compared to U.S. West visitors, U.S. East visitors were more likely to shop at *hotel stores* (48%) (see Figure 20).
- Over half of the U.S. East visitors shopped at *local shops/artisans* (72.3%), *supermarkets* (61%), and *convenience stores* (61.1%).
- Even though many U.S. East visitors had a high tendency to shop, participation showed declines in *department stores*, *designer boutiques*, *hotel stores*, and *discount/outlet* since 2004. However *supermarket* shopping has gradually increased from 2004.

Figure 20: 2004-2008 U.S. East Statewide Shopping Participation [Percentage of Visitors]



- In contrast to their U.S. West counterparts, U.S. East visitors were generally more into *lounge act/stage show* (28.8%) (Figure 21).
- In 2008, the proportion of U.S. East visitors who *prepared their own meal* (48.6%) increased 5.8 percentage points compared to the previous year.
- Three out of five (60.9%) U.S. East visitors indulged in *fine dining* statewide.

Figure 21: U.S. East Statewide Entertainment Participation: 2008 vs. 2007
[Percentage of Visitors]



- Compared to other islands, more U.S. East visitors participated in an *entertainment* (89.4%) and *culture* (85.4%) activity on O‘ahu. *Ethnic dining* (34.4%) participation was particularly more common on O‘ahu compared to other islands.
- A larger proportion of U.S. East visitors participated in *recreation* activities (83.9%) on Maui compared to other islands, particularly visitors were more apt to *running/jogging/fitness walking* (31%) and *spa* (13%) activities on Maui. More visitors also used Maui’s *transportation* (82.9%) and its *rental cars* (74.9%) compared to other islands. U.S. East visitors tended to shop in *supermarkets* (53.4%), *designer boutiques* (35.6%), and *discount/outlet stores* (26.1%); while U.S. East visitors also tended to participate in Maui’s *lunch/sunset/dinner/evening cruise* (32.5%), *Polynesian show/li‘au* (40.6%), *museum/art gallery* (21.1%), and *art/craft fair* (15.3%).
- Activities such as *Helicopter/plane tours* (17.9%), *fine dining* restaurants (54%), *preparing their own meal* (42.6%), and *visiting parks/gardens* (55.6%) were more popular on Kaua‘i among U.S. East visitors compared to other Hawai‘i destinations.

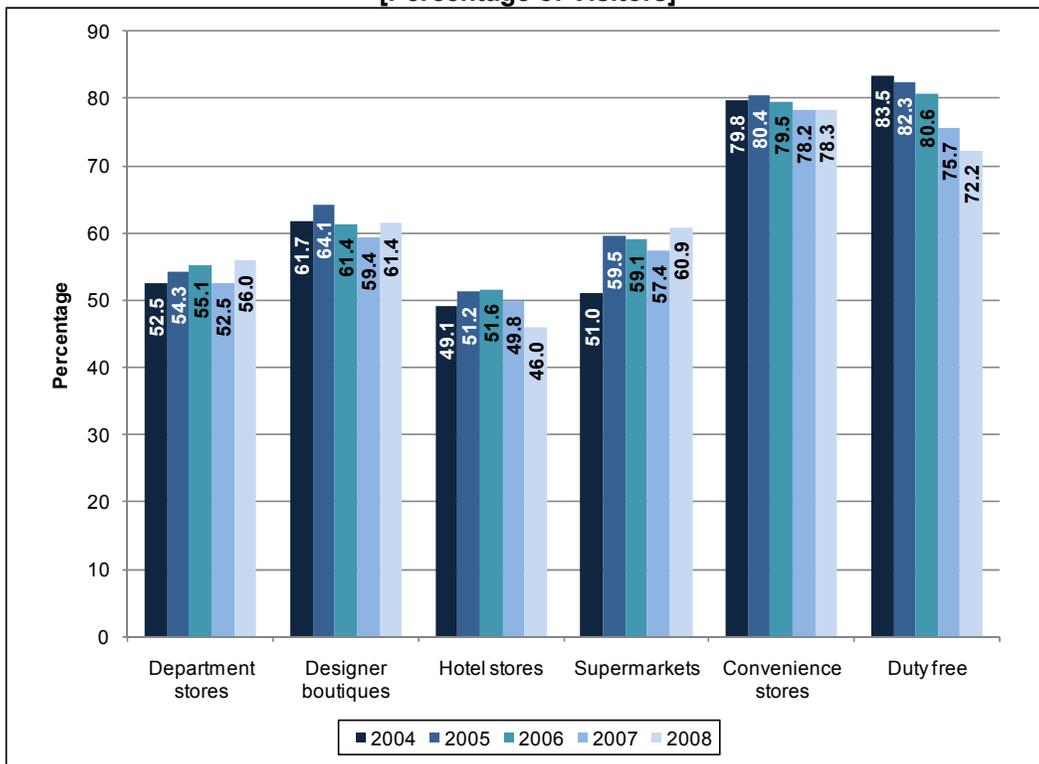
Japan (Tables 5.5 and 5.6)

Much of their activities were concentrated on O‘ahu. Fewer Japan visitors tended to spend time on the neighbor islands and were less likely to participate in *recreation* (81.4%) and *culture* (74.5%) activities compared to other visitor markets. Instead, Japan visitors exceedingly participated in Hawai‘i’s *shopping* (99%) and were also very active in *entertainment* (96.2%) activities. Those that participated in *entertainment* indulged in *fine dining* (80.2%) and a *lunch/sunset/dinner/evening cruise* (54.8%), while very few *prepared their own meal* (14.8%). Visitors from Japan continued to be heavy users of the *trolley* (68.4%) statewide, particularly on O‘ahu (70.3%).

- Given that Japan visitors were top spenders in *shopping* activities, it was common to find them shopping in all types of stores: *convenience stores* (78.3%), *duty free shops* (72.2%), *designer boutiques* (61.4%), *supermarkets* (60.9%), *department stores* (56%), *hotel stores* (46%), and *discount/outlet stores* (41.3%). However several shopped at *local shop/artisans* (33.4%) compared to other MMAs (Figure 22).

- Japan visitors preferred to shop at *local shops/artisans* compared to other types of stores (excluding supermarkets) while in Kona (35.9%), Hilo (35.6%), Maui (35%), and Kaua'i (30.1%).
- Since 2004, the proportion of Japan visitors who shopped at *duty free* stores continued to decline year-over-year to 72.2 percent in 2008. Moreover, fewer Japan visitors (-3.8 percentage points) shopped at *hotel stores* (46%) in 2008 compared to 2007 whereas more visitors shopped at *department stores* (56%, +3.5 percentage points) and *supermarkets* (60.9%, +3.5 percentage points).

**Figure 22: 2004-2008 Japan Statewide Shopping Participation
[Percentage of Visitors]**



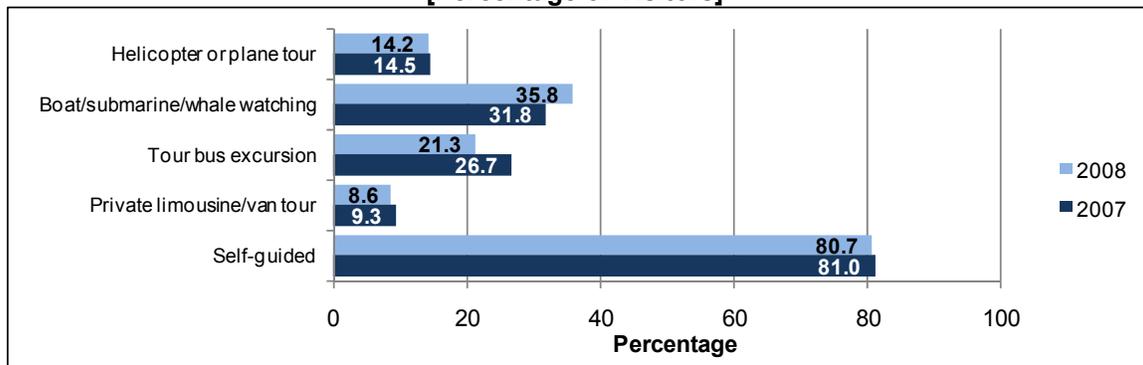
- In 2008, fewer Japan visitors took a *tour bus excursion* (43.1%, -4.7 percentage points) compared to the previous year while more preferred *self-guided* sightseeing (57.7%, +3.2 percentage points).
- Over half (53.6%) of Japan visitors went to a *family restaurant/diner* compared to 49.9 percent in 2007.
- *Tour bus excursions* were the main choice of *sightseeing* activity on Hilo (62.9%) and Kaua'i (56.5%). On O'ahu over half (56.4%) opted for *self-guided* sightseeing.
- Japan visitors were more likely to *rent a car* in Kona (33.1%) compared to other Hawai'i locations.
- Activities such as visiting a *historic site* (75%), *golfing* (34.7%), *snorkeling/scuba diving* (25.3%), indulging in a *spa* (25.3%), and *backpacking/hiking/camping* (12.6%) were more common among Japan visitors on Lāna'i compared to other islands.

Canada (Tables 5.7 and 5.8)

Canada visitors were generally diverse in their activity participation and the most active relative to all other MMAs during their trip to Hawai'i. However much of their activities was concentrated on O'ahu and Maui. Compared to other MMAs, Canada visitors were more likely to participate in *recreation* (94.6%) statewide, especially in *swimming/sunbathing/beach* (90.1%), *snorkeling/scuba diving* (54.7%), *running/jogging/fitness walking* (46.2%), *surfing/bodyboarding* (30.5%), and *golf* (16%). *Culture* activities such as *Polynesian show/lu'au/hula* (49.4%), *museum/art galleries* (28%), and *arts/craft fair* (19.5%) were also more popular among Canada visitors. In addition, visitors from Canada were more likely to dine in a *family restaurant/diner* (79.5%), *prepare their own meal* (63.4%), and/or watch a *lounge act/stage show* (32.5%) statewide.

- More Canada visitors preferred *boat/submarine/whale watching* (35.8%) and *self-guided* tours (80.7%) compared to other visitor markets (see Figure 23).
- In 2008, there were fewer Canada visitors who went on a *tour bus excursion* (21.3%, -5.4 percentage points) while more went on *boat/submarine/whale watching tours* (35.8%, +4 percentage points) compared to 2007.

Figure 23: Canada Statewide Sightseeing Participation: 2008 vs. 2007
[Percentage of Visitors]



- Visitors from Canada had a higher tendency to *shop* (97.9%) at *supermarkets* (77.8%), *local shops/artisans* (76.5%), and *swap meets* (40.4%).
- In 2008, more Canada visitors shopped at *supermarkets* (77.8%, +7.3 percentage points) and *duty free shops* (15.5%, +7.3 percentage points) compared to the previous year.
- The proportion of Canada visitors who visited a *fine dining* restaurant (52.7%, -5.5 percentage points) and *parks/gardens* (60.4%, -4.9 percentage points) statewide declined compared to 2007.
- O'ahu was the place where more Canada visitors participated in *shopping* (95.7%), *entertainment* (93.8%), and *transportation* (88.1%) compared to other Hawai'i destinations. Three out of four Canada visitors (75.8%) ate at a *family restaurant/diner* on O'ahu, more frequently compared to other islands. Canada visitors were also more likely to take a *tour bus excursion* (32.7%), shop at *swap meets* (35.5%), and watch a *Polynesian show/lu'au/hula* (42.7%) on O'ahu.
- More Canada visitors were involved in a *sightseeing* (94.2%) activity on Maui compared to the other islands, particularly in *boat/submarine/whale watching* (42.3%) and *snorkeling/scuba diving* (54.7%). The bulk of Canada visitors to Maui did their sightseeing *self-guided*

(77.9%) and utilized a *rental car* (80.3%). Moreover, Maui visitors were more likely to shop in *supermarkets* (74%) and *designer boutiques* (41.5%) compared to other islands.

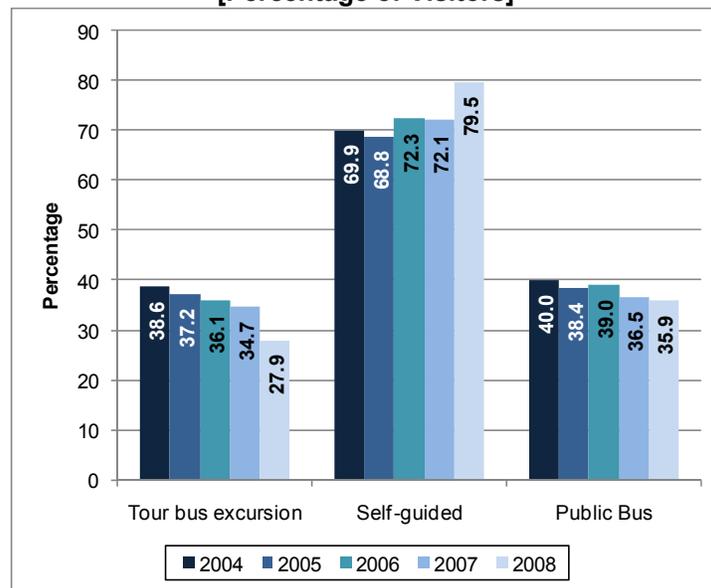
- Canada visitors preferred to shop at Kaua'i's *local shops/artisans* (74.7%) compared to other Hawai'i destinations.

Europe (Tables 5.9 and 5.10)

Participation in *sightseeing* (94.5%) activities were more common with Europe visitors compared to most MMAs. Just like their Japan and Canada counterparts, much of their activities were concentrated on O'ahu. In terms of *recreation* activities, similar to Canada visitors, Europe visitors were more likely to go *swimming/sunbathing/beach* (91.2%) compared to other MMAs.

- Since 2004, the share of Europe visitors who participated in a *tour bus excursion* and rode a *public bus* continued to decline, while the share of visitors who participated in *self-guided* tours continued to increase (see Figure 24).
- Compared to 2007, the proportion of Europe visitors who took a *tour bus excursion* (27.9%) in 2008 decreased 6.8 percentage points while those who were involved in *self-guided tours* (79.5%) rose 7.4 percentage points.

Figure 24: 2004-2008 Europe Statewide Activity Participation [Percentage of Visitors]



- Europe visitors had a higher tendency to participate in a *nightclub/dancing/bar/karaoke* (18.9%) compared to other visitor markets.
- There were fewer visitors from Europe who watched a *lounge act/stage show* (20.2%, -6.8 percentage points) compared to 2007.
- Europe visitors had the highest propensity to shop at *supermarkets* (78%) statewide.
- The percentage of visitors who shopped at *hotel stores* (36.8%) declined 4.9 percentage points, while the percentage of those who shopped at *supermarkets* (78%, +5.5 percentage points) and *duty free shops* (21%, +5.9 percentage points) increased.

- Nearly two out of three visitors from Europe visited *historical sites* (69.6%, +8.2 percentage points) and/or *parks/gardens* (66.6%, +5.1 percentage points), up from 2007.
- O‘ahu was the place where more Europe visitors participated in *shopping* (96.4%), *entertainment* (93%), *transportation* (91%), and *culture* (90.4%). These visitors were more likely to shop in *department stores* (70.1%), *convenience stores* (55.6%), *designer boutiques* (34.9%), and *discount/outlet stores* (31%). Europe visitors were also more likely to participate in *night club/bar/karaoke* (20.9%), *historic sites* (74.1%), the *public bus* (42.7%), and *taxi/limousine* (40.4%) on O‘ahu compared to other islands.
- Seven out of ten visitors to O‘ahu (73.7%), Maui (73.6%), and Kona (73.8%); and over half of visitors to Hilo (62.5%) and Kaua‘i (55.5%) went on *self-guided tours*.
- Over three out of five Europe visitors to Maui (69.7%), O‘ahu (68.2%), Kaua‘i (67.6%), and Kona (63.7%) shopped in *supermarkets*.
- More Europe visitors on Maui participated in *snorkeling/scuba diving* (43.8%), *boat/submarine/whale watching tours* (37.2%), and experienced *ethnic dining* (25.5%) compared to other islands.
- More Europe visitors took a *helicopter or plane tour* on Kaua‘i (17.8%) and Hilo (14.3%) compared to the other Hawai‘i destinations.
- In addition, more Europe visitors went *backpacking/hiking/camping* (29.1%) on Kaua‘i compared to other islands.
- Three out of four Europe visitors to Kona *rented a car* (74.8%), more common compared to other Hawai‘i destinations.

Oceania (Table 5.11)

Similar to Europe visitors, participation in *sightseeing* (94.4%) activities were very high among visitors from Oceania. These visitors were more likely to take *tour bus excursion* (48.5%) compared to other MMAs. Like their Japan counterparts, Oceania visitors did not participate in *recreation* activities (85%) as much as U.S., Canada, and Europe visitors. Oceania visitors were also very active shoppers (second only to Japan visitors) and had the highest propensity to shop in *department stores* (74%) and *discount/outlet stores* (51.2%) statewide. Compared to other MMAs, Oceania visitors had the highest tendency to use the *public bus* (58.7%) and *taxi/limousine* (49.1%) statewide, while Oceania visitors had the lowest tendency to use *rental cars* (30.3%).

- More Oceania visitors on O‘ahu participated in *self-guided tours* (60.8%), *running/jogging/fitness walking* (29%), *family restaurant/diner* (72.7%), *fine dining* (37.3%), *historic sites* (61.5%), and *parks/gardens* (48.2%) compared to other Hawai‘i destinations. Like Japan visitors, Oceania visitors did most of their shopping on O‘ahu at *department stores* (75%), *designer boutiques* (39%), *hotel stores* (44.2%), *swap meet* (31.3%), *discount/outlet stores* (51.8%), *supermarkets* (55.2%), *convenience stores* (74.6%), *local shops/artisans* (65.7%), and in *duty free* (19.4%) shops. More Oceania visitors also went to *night club/bar/karaoke* (14.5%) on O‘ahu compared to the other islands.
- A higher percentage of Oceania visitors on Maui participated in *surfing/body boarding* (31.5%), a *boat/submarine/whale watching tour* (23.4%), a *lunch/sunset/dinner/evening cruise* (32.2%), and a *museum/art gallery* (24.9%) compared to other islands.
- More Oceania visitors to Hilo went on a *helicopter or plane tour* (12.1%), *tour bus excursion* (53.6%), and *backpacking/hiking/camping* (40.2%) compared to other Hawai‘i destinations.

Activity Participation by Lifestyle/Lifestages

The differentiation in Lifestyle/Lifestage segments' behavior was due to shared preferences and a result of the difference in visitor characteristics; such as length of stay, ratio of repeat to first-timers, age, income, and lifestyle.

- First-timers were generally more active. More First-timers across all visitor markets went on a *tour bus excursion, lunch/sunset/dinner/evening cruise*, to *historical sites*, and watched a *Polynesian show/lū'au/hula* compared to Repeat visitors.
- More First-timers from U.S. West, U.S. East, and Japan also went on a *boat/submarine/whale watching* tour and *snorkeling/scuba diving* compared to Repeat visitors from these markets.
- Repeat visitors from all visitor markets had a higher tendency to go *running/jogging/fitness walking*.
- More Repeat visitors from U.S. East, Japan, Canada, Europe, and Oceania went on *self guided tours*, shopped in *supermarkets*, and *prepared their own meal* compared to First-timers among these markets.
- Compared with First-time visitors, the usage of *rental cars* were higher among Repeat visitors from Japan, Canada, Europe, and Oceania.

U.S. West (Tables 5.12 and 5.13)

- Family and Wedding/Honeymoon visitors had a higher tendency to participate in *swimming/sunbathing/beach* (95.8% and 95.3%, respectively) and *rental car* usage (85.3% and 85.1%, respectively) compared to other lifestyles. At the same time, Wedding/Honeymoon (76.6%) and Family (74.5%) were also more likely to shop at *local shops/artisans*.
- More Family visitors also went *surfing/body boarding* (49%) compared to other lifestyles. The majority of Family visitors preferred to go to a *family restaurant/diner* (84.6%), *prepared their own meal* (65.4%), and shopped in *supermarkets* (81%).
- U.S. West Wedding/Honeymoon visitors were the most likely to participate in *snorkeling/scuba diving* (69.8%), a *lunch/sunset/dinner/evening cruise* (49.4%), a *Polynesian show/lū'au/hula* (61%) compared to other lifestyles.
- In 2008, more U.S. West Seniors (16.6%) and Family (16.4%) participated in *golf* compared to other lifestyles. Furthermore, Senior visitors were also more likely to indulge in *fine dining* (60.4%) compared to other lifestyle segments.

U.S. East (Tables 5.14 to 5.15)

- U.S. East Wedding/Honeymoon visitors were more involved in *sightseeing* activities (97.7%) compared to other lifestyles, especially with *boat/submarine/whale watching* (47.5%). Wedding/Honeymoon visitors were also more likely to partake in a *fine dining* restaurant (75%), *lunch/sunset/dinner/evening cruise* (56.2%), *Polynesian show/lū'au/hula* (77%) performance, and *spa* (41.1%). U.S. East Wedding/Honeymoon visitors were also active shoppers, since more of these visitors shopped in *local shop/artisans* (82.7%), *convenience stores* (76.4%), *hotel stores* (63.6%), and *department stores* (54.3%) compared to other lifestyles.

- *Surfing/body boarding* (41.6%) and *family restaurant/diner* (82.1%) were the most popular with U.S. East Family visitors.
- Young visitors were more active in *running/jogging/fitness walking* (41.2%), *backpacking/hiking/camping* (46.2%), *nightclub/dancing/bar/karaoke* (33.4%), and *preparing their own meal* (56.7%) compared to other lifestyles.
- More Middle Age (62.9%), Family visitors (62.3%) and Seniors (60%) visited *historical sites* compared those in other lifestyles.
- *Rental cars* were more likely to be used by Wedding/Honeymoon (87.3%) and Family (84.9%) visitors compared to other lifestyles, while *taxi/limousine* was more used by Middle Age (22.3%) and Young (23.4%) visitors.

Japan (Tables 5.16 and 5.17)

- Compared to other lifestyles, more Japan Wedding/Honeymoon visitors participated in *snorkeling/scuba diving* (33.5%), a *lunch/sunset/dinner/evening cruise* (77.8%), *tour bus excursion* (56.4%), and used the *trolley* (83.5%). Furthermore Japan Wedding/Honeymoon visitors were more likely to shop at *hotel stores* (55.2%) and *duty free* shops (84.6%).
- Japan Family visitors, more compared to other visitor types, participated in *swimming/sunbathing/beach* (89.4%), a *family restaurant/diner* (67.7%), and *preparing their own meal* (22%). Furthermore, Family visitors had the highest tendency to use a *taxi/limousine* (45%) and/or a *rental car* (29.3%) compared to other lifestyles.
- Young visitors were more active in *nightclub/dancing/bar/karaoke* (10.4%) and indulging in a *spa* (14.4%), but fewer shopped in *hotel stores* (38.2%) compared to other lifestyles. Similar to Wedding/Honeymoon visitors (86%) the majority of Young visitors (86.2%) also indulged in *fine dining*.
- Japan Senior visitors were the most active participants in *culture* activities (81.2%); such as a *Polynesian show/lu'au/hula* (40.6%), *historic sites* (34.7%), and *parks/gardens* (52.1%).
- *Public buses* were used by more Senior (32.2%) and Young (29%) Japan visitors compared to other lifestyles.

Canada (Tables 5.18 and 5.19)

- Wedding/Honeymoon visitors from Canada did not participate in as many *sightseeing* (83.7%), *entertainment* (86.5%), *shopping* (88.6%), and *cultural* (79.5%) activities compared to other lifestyles; however, more of these visitors indulged in *fine dining* (68%), shopped in *hotel stores* (54.3%), and *duty free* (33.9%) shops.
- Nearly all Canada Family visitors were involved in *recreation* (99.3%) activities. Family visitors were mainly involved in *swimming/sunbathing/beach* (97.4%), *snorkeling/scuba diving* (76.7%), *surfing/body boarding* (53.8%), and *running/jogging/fitness walking* (51.9%). These visitors had a higher propensity to shop at *supermarkets* (84%), *prepare their own meal* (70.4%), and use a *rental car* (85.5%) compared to other lifestyles.
- Compared to other lifestyles, more Young visitors went *backpacking/hiking/camping* (37.6%), on a *lunch/sunset/dinner/evening cruise* (39.2%), and to a *nightclub/dancing/bar/karaoke* (25.4%).
- Middle Age Canada visitors were more likely to shop in *discount/outlet stores* (45.5%) compared to other lifestyles.
- *Local shops/artisans* were the most popular among Family (81.4%) and Middle Age (78.6%) Canada visitors.

Europe (Tables 5.20 and 5.21)

- The majority of Europe Wedding/Honeymoon (61%) visitors indulged in *fine dining*. More visitors from this group shopped in *hotel stores* (59.5%) compared to other lifestyles.
- More Europe Family and Young visitors participated in *swimming/sunbathing/beach, surfing/body boarding*, and *snorkeling/scuba diving* compared to other lifestyles.
- A higher percentage of Family visitors also participated in *running/jogging/fitness walking* (30.9%), a *museum/art gallery* (38.7%), a *Polynesian show/lū'au/hula* (60.7%), and used a *rental car* (76.1%) compared to other lifestyles. In addition, more Family visitors shopped in *designer boutiques* (57.4%), *swap meet* (34.5%), and *local shops/artisan* (89.6%).
- More Young visitors participated in *backpacking/biking/camping* (29%), a *nightclub/dancing/bar/karaoke* (39.7%), *fine dining* (58.4%), and *preparing their own meal* (47.1%) compared to other lifestyles.
- More Senior visitors went on a *tour bus excursion* (34.8%) compared to other lifestyles.

Oceania (Table 5.22)

- Wedding/Honeymoon visitors (46.6%) did not indulge in *fine dining* as much as Middle age visitors (53.5%) from Oceania; however most Wedding/Honeymoon visitors went to a *family restaurant/diner* (94.9%), *convenience stores* (86.7%) and *supermarkets* (79%).
- More Family visitors went on a *private limousine/van tour* (22.5%) and *surfing/body boarding* (40.7%) compared to other lifestyles. Similar to Wedding/Honeymoon visitors, the majority of Family visitors also shopped in *convenience stores* (85.1%), *hotel stores* (66.6%), and *discount/outlet stores* (60.4%).
- Young visitors were the most active in *swimming/sunbathing/beach* (96%), *lunch/sunset/dinner/evening cruise* (33.4%), *nightclub/dancing/bar/karaoke* (37.9%), *ethnic dining* (40.7%), and *parks/gardens* (66.8%) compared to other lifestyles.
- *Tour bus excursions* (56.4%) were the most popular with Senior visitors, while *public buses* were heavily used by Seniors (62.6%) and Young (60.6%) visitors from this market compared to other lifestyles.
- Similar to Japan visitors, *rental car* usage among Oceania visitors across all lifestyles was also fairly low (less than 40 percent).

**Table 5.1 2008 Activity Participation – U.S. West
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	84.7	80.4	88.1	78.9	94.6	87.9	88.3	90.0
Helicopter/plane tour	8.9	2.4	6.1	11.5	9.8	6.6	2.1	0.5
Boat/submarine/whale watching	24.7	8.5	35.0	21.4	4.8	19.3	21.5	35.1
Tour bus excursion	7.7	9.6	4.7	1.7	2.1	6.6	11.9	12.6
Private limousine/van tour	4.3	1.7	4.8	3.1	7.3	2.9	8.1	18.7
Self-guided	77.9	72.6	77.7	72.8	82.7	79.8	64.1	40.7
ALL RECREATION	91.4	80.1	93.4	92.9	52.6	89.9	67.8	91.3
Swimming/sunbathing/beach	84.2	70.4	88.3	85.7	32.1	77.9	52.4	71.1
Surfing/bodyboarding	25.7	18.2	28.0	26.2	4.5	19.9	6.1	9.4
Snorkeling/scuba diving	53.3	31.9	60.6	52.4	15.8	60.5	29.1	50.4
Jet skiing/parasailing/windsurfing	4.6	3.6	5.1	0.8	0.2	3.3	0.5	0.1
Golf	13.7	8.1	11.8	15.4	1.5	18.9	7.8	23.7
Running/jogging/fitness walking	43.6	31.8	46.6	41.3	20.5	39.9	32.8	32.1
Spa	15.2	10.2	16.9	13.3	1.9	11.8	1.2	9.7
Backpacking/hiking/camping	24.3	14.6	21.9	30.0	25.2	24.0	17.9	5.9
Sports event/tournament	5.1	6.5	2.8	0.6	2.6	4.7	2.6	1.0
ALL ENTERTAINMENT	95.7	91.4	95.6	96.0	67.9	92.9	75.3	74.0
Lunch/sunset/dinner/evening cruise	26.0	20.2	27.3	24.0	5.4	21.0	11.8	15.9
Lounge act/stage show	20.7	17.4	21.8	15.0	2.7	14.9	6.3	1.8
Nightclub/dancing/bar/karaoke	11.0	12.6	8.8	6.7	2.8	7.7	4.9	1.2
Fine dining	55.8	46.3	51.4	56.3	17.1	54.7	8.5	44.7
Family restaurant/diner	73.9	68.6	71.5	68.9	52.7	62.8	49.7	33.0
Ethnic dining	41.5	36.1	41.2	33.7	24.7	32.0	21.6	10.2
Prepared own meal	60.0	37.8	61.4	67.8	36.7	61.8	50.5	8.1
ALL SHOPPING	94.7	89.7	94.1	95.3	72.3	90.8	71.0	40.3
Department stores	39.6	45.8	30.1	28.9	16.4	30.5	0.4	0.5
Designer boutiques	35.2	27.8	36.4	28.1	5.7	31.6	2.1	3.2
Hotel stores	39.5	37.1	37.5	32.5	4.3	32.3	6.5	27.0
Swap meet	32.7	31.0	26.9	24.0	22.8	29.5	20.0	0.7
Discount/outlet stores	36.7	32.8	36.0	30.7	15.7	32.5	1.0	0.5
Supermarkets	74.1	54.0	77.3	78.4	41.2	72.3	36.1	13.5
Convenience stores	62.0	58.0	59.5	48.1	32.3	51.0	24.4	8.4
Duty free	8.9	10.4	3.4	1.9	0.9	1.7	0.2	0.2
Local shops/artisans	71.1	53.7	74.5	72.7	46.7	69.6	55.4	31.1
ALL CULTURE	78.3	74.6	73.9	75.6	69.5	73.6	48.4	17.8
Historic site	42.5	49.7	28.7	31.2	40.1	48.2	44.2	13.7
Museum/art gallery	25.5	16.6	27.6	20.3	25.4	24.4	9.7	6.3
Polynesian show/lū'au/hula	33.9	32.8	32.6	26.7	2.3	24.2	4.9	0.8
Play/concert	5.7	5.7	5.3	3.1	2.6	2.5	2.4	0.3
Art/craft fair	18.9	11.3	19.9	20.1	16.1	17.1	9.3	0.9
Parks/gardens	51.3	40.9	47.2	56.7	59.0	50.2	20.8	9.2
Festival	4.5	4.3	4.2	3.8	4.5	2.6	1.6	0.4
ALL TRANSPORTATION	88.9	84.0	88.7	90.1	71.4	86.8	55.5	34.8
Trolley	6.3	10.4	3.1	0.3	3.0	1.7	0.3	3.5
Public Bus	11.7	22.3	5.0	1.1	1.8	1.8	0.5	9.9
Taxi/limousine	13.3	22.9	6.2	1.8	1.4	5.8	2.6	15.9
Rental Car	79.3	59.8	84.8	88.1	67.3	81.5	53.8	7.5
MEETING	8.0	9.6	4.9	2.3	5.7	9.2	1.4	1.6
CONVENTION	4.1	4.6	2.8	0.9	0.2	3.3	0.2	0.8
INCENTIVE/REWARD	4.0	2.8	3.3	4.6	0.3	2.5	0.3	2.6

**Table 5.2 2007 Activity Participation – U.S. West
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	85.4	82.0	85.8	91.1	90.8	84.4	88.2	73.5
Helicopter/plane tour	9.0	2.4	5.9	14.4	6.5	6.4	9.3	1.7
Boat/submarine/whale watching	24.7	11.9	31.6	23.6	0.8	15.0	9.2	28.7
Tour bus excursion	11.8	15.6	7.0	8.1	16.8	9.1	15.0	5.7
Private limousine/van tour	4.7	5.1	2.7	1.8	3.8	3.0	7.5	18.7
Self-guided	77.8	69.9	74.9	79.8	69.0	72.8	56.3	38.8
ALL RECREATION	89.1	79.8	87.5	88.3	45.4	81.4	65.0	79.0
Swimming/sunbathing/beach	81.4	71.7	79.1	77.9	25.7	66.2	51.6	67.3
Surfing/bodyboarding	24.8	20.5	23.8	22.5	4.9	13.0	11.8	15.4
Snorkeling/scuba diving	50.6	29.5	55.2	44.9	11.4	50.9	24.0	59.6
Jet skiing/parasailing/windsurfing	5.1	4.1	6.2	0.8	0.0	2.0	1.2	0.0
Golf	13.9	6.6	13.7	14.0	2.2	13.1	16.8	10.3
Running/jogging/fitness walking	38.1	31.9	37.2	36.4	9.2	26.5	14.1	14.9
Spa	12.4	7.0	13.4	10.9	0.8	10.2	8.5	13.2
Backpacking/hiking/camping	21.8	15.0	16.2	28.0	22.8	13.4	22.9	13.2
Sports event/tournament	5.0	5.8	2.1	2.1	0.7	1.7	8.4	1.7
ALL ENTERTAINMENT	94.1	90.6	90.1	89.5	59.1	81.2	80.3	56.8
Lunch/sunset/dinner/evening cruise	25.8	23.8	26.1	21.2	9.4	18.1	3.0	17.5
Lounge act/stage show	23.9	20.7	24.9	14.9	1.4	13.2	8.8	3.2
Nightclub/dancing/bar/karaoke	14.8	16.9	11.0	7.8	5.4	8.0	5.2	2.4
Fine dining	60.4	50.2	61.3	54.0	18.9	45.7	23.4	39.8
Family restaurant/diner	74.6	70.5	67.7	68.3	38.3	56.5	53.7	21.2
Ethnic dining	41.7	40.8	33.1	31.7	18.3	25.3	15.3	10.6
Prepared own meal	52.5	31.9	49.8	56.7	24.4	46.9	40.4	7.6
ALL SHOPPING	93.9	91.8	92.2	90.3	62.7	83.2	67.5	53.7
Department stores	42.9	48.9	31.1	26.4	16.1	21.7	1.8	7.2
Designer boutiques	35.0	27.3	37.6	26.0	3.0	24.6	1.4	4.7
Hotel stores	40.4	41.5	34.5	24.8	4.3	25.3	3.5	20.5
Swap meet	30.4	29.4	20.0	21.0	14.2	20.8	3.8	1.7
Discount/outlet stores	34.4	30.9	30.3	29.2	10.5	23.9	0.0	1.7
Supermarkets	65.8	44.7	67.3	64.3	29.1	51.9	33.1	13.5
Convenience stores	55.3	55.1	53.2	40.7	19.9	36.6	14.6	21.2
Duty free	5.7	6.3	4.0	3.3	0.4	2.1	0.0	4.9
Local shops/artisans	72.3	58.7	70.1	72.4	44.1	62.8	53.1	28.6
ALL CULTURE	80.4	75.8	73.8	76.3	60.0	66.5	67.2	31.8
Historic site	56.6	52.4	44.8	49.1	36.5	55.2	64.5	24.7
Museum/art gallery	30.5	25.6	31.1	22.2	14.4	18.7	18.1	12.3
Polynesian show/luau/hula	41.0	37.9	37.2	28.0	2.8	21.2	16.0	3.5
Play/concert	5.9	4.1	7.1	2.1	0.9	1.7	5.2	1.7
Art/craft fair	18.9	10.1	18.2	20.8	7.9	12.7	17.4	3.1
Parks/gardens	53.6	46.3	42.7	53.9	48.9	38.3	32.8	24.8
Festival	5.9	5.4	3.8	3.9	1.7	2.4	3.6	3.4
ALL TRANSPORTATION	86.9	81.5	87.0	85.0	57.4	74.9	53.1	37.0
Trolley	7.7	12.0	2.9	1.0	1.4	1.8	0.0	3.2
Public Bus	12.3	20.7	3.2	3.6	3.4	2.7	0.0	9.2
Taxi/limousine	14.4	21.0	6.0	4.0	2.6	7.4	1.4	12.8
Rental Car	76.7	57.6	82.6	81.1	52.4	67.8	51.7	19.7
MEETING	7.5	9.1	2.9	2.9	3.3	4.1	2.3	0.0
CONVENTION	3.8	3.2	2.6	1.1	0.0	2.0	0.0	1.8
INCENTIVE/REWARD	3.4	1.9	2.8	2.5	0.5	1.7	0.0	0.0

**Table 5.3 2008 Activity Participation – U.S. East
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	91.6	87.0	92.6	81.7	93.1	89.5	88.0	89.7
Helicopter/plane tour	15.2	3.5	8.5	17.9	11.8	11.4	3.0	0.8
Boat/submarine/whale watching	34.3	17.8	36.7	23.6	0.7	20.1	20.5	16.5
Tour bus excursion	21.7	22.6	20.6	16.1	39.0	22.1	11.3	8.2
Private limousine/van tour	6.2	3.8	4.0	2.0	3.3	4.6	2.0	7.1
Self-guided	78.1	69.6	72.6	61.5	54.5	63.6	58.7	62.2
ALL RECREATION	90.1	78.1	83.9	82.3	38.8	71.3	56.2	79.5
Swimming/sunbathing/beach	82.4	69.7	76.6	74.7	20.1	58.5	42.7	60.8
Surfing/bodyboarding	19.5	15.8	15.5	14.8	0.6	9.0	3.0	4.5
Snorkeling/scuba diving	47.5	29.8	47.4	33.9	5.6	36.9	23.8	35.8
Jet skiing/parasailing/windsurfing	5.2	4.3	5.3	1.0	2.0	1.5	0.0	0.0
Golf	11.5	5.1	10.1	10.4	1.0	12.1	12.5	16.2
Running/jogging/fitness walking	35.5	28.4	31.0	29.9	8.6	27.9	18.8	21.6
Spa	13.5	8.7	13.0	10.5	0.0	8.9	1.2	9.7
Backpacking/hiking/camping	23.4	15.7	18.3	22.6	17.6	14.0	16.2	26.3
Sports event/tournament	4.0	3.3	2.6	0.6	0.1	3.4	2.0	0.7
ALL ENTERTAINMENT	94.8	89.4	85.7	81.9	56.4	77.2	62.2	59.2
Lunch/sunset/dinner/evening cruise	32.0	23.1	32.5	25.6	7.8	17.6	6.0	29.3
Lounge act/stage show	28.8	23.5	26.7	17.3	5.0	11.0	8.2	1.1
Nightclub/dancing/bar/karaoke	14.6	15.5	7.7	5.9	1.4	8.4	5.0	2.6
Fine dining	60.9	51.2	50.8	54.0	12.8	46.7	8.6	33.7
Family restaurant/diner	73.0	65.9	58.9	58.2	42.8	52.3	53.2	18.0
Ethnic dining	41.3	34.4	32.8	30.5	13.2	23.0	9.8	3.3
Prepared own meal	48.6	31.4	41.7	42.6	17.6	34.8	37.7	5.4
ALL SHOPPING	94.5	89.0	88.6	84.2	52.6	79.5	58.9	49.9
Department stores	41.3	42.6	27.9	19.2	5.7	21.0	1.3	0.5
Designer boutiques	36.2	28.3	35.6	23.4	6.6	17.9	1.9	2.1
Hotel stores	48.0	46.1	35.5	28.5	2.5	23.8	8.3	24.5
Swap meet	30.6	29.1	14.8	15.2	9.8	20.5	9.0	0.4
Discount/outlet stores	34.7	29.9	26.1	25.5	8.2	20.9	1.7	0.5
Supermarkets	61.0	41.2	53.4	53.4	17.9	42.0	35.4	22.9
Convenience stores	61.1	61.1	46.4	39.1	23.1	40.6	16.6	5.3
Duty free	10.3	10.8	2.2	1.8	0.6	1.7	0.1	0.0
Local shops/artisans	72.3	57.2	65.8	64.7	36.9	58.9	49.2	15.7
ALL CULTURE	86.6	85.4	78.2	77.1	62.4	61.3	55.0	45.3
Historic site	60.5	69.2	35.7	36.2	33.2	39.5	36.1	38.8
Museum/art gallery	25.3	20.1	21.1	15.8	11.0	12.4	7.6	2.7
Polynesian show/lū'au/hula	50.3	39.9	40.6	34.6	4.2	19.0	3.8	3.4
Play/concert	6.0	3.9	6.9	4.6	0.1	1.3	1.3	0.7
Art/craft fair	15.9	8.8	15.3	14.0	3.6	7.9	9.2	1.1
Parks/gardens	61.8	50.1	50.9	55.6	51.4	45.4	41.9	28.6
Festival	4.7	4.4	2.2	2.1	0.6	2.0	3.0	0.3
ALL TRANSPORTATION	86.3	79.7	82.9	79.2	49.0	68.5	48.0	62.6
Trolley	7.2	7.9	4.2	2.0	2.2	4.0	0.3	3.2
Public Bus	15.7	21.5	5.7	2.4	1.8	2.6	1.1	27.0
Taxi/limousine	19.1	25.1	7.3	5.5	2.7	4.8	1.3	8.5
Rental Car	73.3	56.6	74.9	72.2	42.8	62.3	46.0	28.4
MEETING	10.0	9.3	4.2	3.5	2.0	6.3	21.8	1.5
CONVENTION	7.0	5.7	3.7	2.0	0.1	4.6	0.2	1.1
INCENTIVE/REWARD	4.0	2.5	2.5	2.2	0.0	3.1	0.1	5.7

**Table 5.4 2007 Activity Participation – U.S. East
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	92.2	88.7	91.7	94.3	90.8	88.3	87.5	72.7
Helicopter/plane tour	16.2	2.7	9.3	23.1	11.7	8.3	17.3	0.0
Boat/submarine/whale watching	34.2	14.1	35.0	27.9	2.3	20.1	5.0	17.5
Tour bus excursion	22.8	25.2	18.3	18.1	34.1	21.4	22.2	16.9
Private limousine/van tour	8.4	5.9	4.9	3.2	4.7	4.6	5.0	19.7
Self-guided	80.4	70.6	70.9	69.6	49.2	61.6	50.8	30.4
ALL RECREATION	89.6	76.3	81.0	74.5	32.1	67.6	34.1	58.5
Swimming/sunbathing/beach	82.7	69.8	72.1	64.8	15.5	53.4	27.3	40.1
Surfing/bodyboarding	17.6	11.9	16.0	12.3	1.5	7.7	3.0	2.2
Snorkeling/scuba diving	45.8	24.3	45.0	31.8	5.3	36.7	14.2	30.4
Jet skiing/parasailing/windsurfing	3.7	2.3	3.0	0.3	0.5	2.3	0.0	3.0
Golf	12.3	5.5	10.2	12.1	0.6	8.1	5.2	16.1
Running/jogging/fitness walking	36.1	28.4	30.1	25.2	10.4	20.5	24.0	13.3
Spa	13.2	6.7	10.4	8.3	0.6	9.8	0.0	13.4
Backpacking/hiking/camping	25.1	16.8	17.1	24.0	13.7	13.7	15.2	7.4
Sports event/tournament	4.1	3.4	1.9	0.8	0.4	1.8	0.0	2.7
ALL ENTERTAINMENT	94.4	88.6	84.0	78.2	45.2	72.5	60.0	45.9
Lunch/sunset/dinner/evening cruise	30.9	23.1	25.6	22.5	8.9	19.2	9.0	14.9
Lounge act/stage show	29.5	22.8	24.2	13.4	3.4	12.2	7.0	5.5
Nightclub/dancing/bar/karaoke	15.5	15.7	9.3	6.7	1.2	7.0	0.0	8.1
Fine dining	64.1	52.7	52.9	44.7	11.1	36.9	13.6	26.6
Family restaurant/diner	73.2	63.3	60.1	54.4	33.1	47.9	42.7	18.6
Ethnic dining	41.6	35.8	27.0	24.1	8.8	20.2	11.8	3.4
Prepared own meal	42.8	26.7	32.0	32.7	12.0	27.5	33.5	8.0
ALL SHOPPING	95.0	88.4	87.8	82.7	52.5	87.5	52.4	53.9
Department stores	44.0	41.6	27.1	19.8	9.3	22.5	0.0	3.5
Designer boutiques	36.3	27.0	32.1	20.8	3.1	19.8	6.8	4.6
Hotel stores	48.1	44.2	32.1	21.7	3.9	25.2	16.3	15.6
Swap meet	32.9	29.5	15.6	18.0	8.3	17.9	13.6	0.0
Discount/outlet stores	36.0	29.1	26.2	21.7	11.4	22.1	13.0	4.5
Supermarkets	58.6	35.0	51.0	44.7	13.1	36.6	19.3	6.8
Convenience stores	57.3	52.2	45.3	38.1	12.8	31.5	15.2	19.6
Duty free	5.9	5.4	1.9	2.4	0.4	2.8	0.0	1.4
Local shops/artisans	72.1	56.1	64.2	62.1	34.1	57.2	38.2	38.1
ALL CULTURE	87.7	82.9	75.8	77.5	62.7	68.4	60.7	45.3
Historic site	64.5	62.8	42.3	45.3	36.4	49.9	54.0	33.6
Museum/art gallery	30.6	24.2	24.2	14.8	9.0	14.4	9.7	8.9
Polynesian show/luau/hula	53.5	41.0	41.1	29.0	1.1	23.8	5.3	4.3
Play/concert	6.8	4.5	6.3	2.3	0.4	2.3	4.2	0.0
Art/craft fair	16.0	7.4	14.5	13.5	2.8	7.8	16.9	5.3
Parks/gardens	61.2	50.3	46.6	52.9	46.0	37.9	24.8	19.7
Festival	5.3	4.8	2.6	1.4	0.8	2.0	4.4	0.0
ALL TRANSPORTATION	87.1	79.3	80.2	75.6	43.8	64.7	40.0	37.7
Trolley	9.0	10.9	4.0	2.6	1.8	2.6	0.0	0.0
Public Bus	14.8	20.0	4.0	2.8	2.7	2.3	0.0	13.4
Taxi/limousine	20.3	25.0	6.5	2.7	3.7	7.0	5.2	12.0
Rental Car	75.1	53.1	73.0	70.0	35.7	57.7	34.8	13.9
MEETING	8.6	8.6	2.7	2.4	0.6	2.8	4.7	0.0
CONVENTION	6.9	6.3	1.9	1.8	0.2	3.5	0.0	0.0
INCENTIVE/REWARD	4.9	2.1	3.3	2.1	0.0	3.7	2.5	4.9

**Table 5.5 2008 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	91.7	89.5	89.1	96.8	93.7	91.8	100.0	55.5
Helicopter/plane tour	3.8	2.1	6.4	8.5	8.2	4.4	34.7	0.0
Boat/submarine/whale watching	17.8	17.1	9.4	13.4	0.9	5.4	0.0	0.0
Tour bus excursion	43.1	38.3	46.2	56.5	62.6	46.4	42.2	20.8
Private limousine/van tour	15.5	13.6	6.8	5.5	8.1	18.8	23.1	0.0
Self-guided	57.7	56.4	36.9	33.8	21.0	36.5	23.1	34.7
ALL RECREATION	81.4	79.9	47.2	38.0	14.5	56.1	0.0	79.2
Swimming/sunbathing/beach	66.8	65.6	35.6	28.5	6.8	39.6	0.0	57.1
Surfing/bodyboarding	7.4	7.3	4.5	1.6	0.3	1.4	0.0	0.0
Snorkeling/scuba diving	19.3	18.3	11.0	13.5	0.0	10.5	0.0	25.3
Jet skiing/parasailing/windsurfing	4.1	4.1	2.4	0.0	0.0	0.2	0.0	0.0
Golf	8.8	7.0	11.4	9.4	3.8	15.0	0.0	34.7
Running/jogging/fitness walking	22.0	21.3	9.3	8.9	5.7	10.8	0.0	0.0
Spa	8.8	8.3	5.6	2.4	1.0	4.5	0.0	25.3
Backpacking/hiking/camping	7.2	6.8	2.2	4.2	2.6	3.2	0.0	12.6
Sports event/tournament	4.1	4.1	0.3	0.0	0.3	0.8	0.0	0.0
ALL ENTERTAINMENT	96.2	96.2	73.5	62.5	59.0	81.1	57.8	79.2
Lunch/sunset/dinner/evening cruise	54.8	54.1	27.1	19.8	16.2	34.2	23.1	44.5
Lounge act/stage show	24.1	23.4	12.7	8.0	2.4	10.6	11.6	0.0
Nightclub/dancing/bar/karaoke	5.8	5.7	1.8	1.7	0.9	2.1	0.0	0.0
Fine dining	80.2	79.6	54.5	45.5	41.4	64.9	23.1	44.5
Family restaurant/diner	53.6	52.9	25.2	24.1	19.2	28.9	0.0	41.3
Ethnic dining	14.8	14.2	9.6	2.4	2.5	7.5	0.0	0.0
Prepared own meal	14.8	12.7	17.1	14.4	7.7	15.4	0.0	12.6
ALL SHOPPING	99.0	99.2	68.1	59.2	52.7	81.8	34.7	47.4
Department stores	56.0	57.4	8.1	2.4	5.3	5.0	0.0	0.0
Designer boutiques	61.4	62.5	14.5	1.4	2.9	13.0	0.0	22.1
Hotel stores	46.0	44.7	16.8	12.8	6.1	30.8	0.0	47.4
Swap meet	14.4	13.7	6.1	0.8	5.3	4.0	0.0	0.0
Discount/outlet stores	41.3	41.3	9.7	5.6	7.6	12.1	0.0	0.0
Supermarkets	60.9	58.3	30.7	31.7	16.3	45.4	11.6	12.6
Convenience stores	78.3	79.2	28.8	16.5	10.8	28.9	0.0	0.0
Duty free	72.2	73.7	9.4	5.2	3.1	14.7	0.0	0.0
Local shops/artisans	33.4	27.7	35.0	30.1	35.6	35.9	23.1	12.6
ALL CULTURE	74.5	73.0	42.1	44.0	46.4	45.9	34.7	31.8
Historic site	26.9	25.0	16.4	19.7	24.1	21.5	22.2	75.0
Museum/art gallery	15.1	14.2	8.1	3.9	10.7	5.1	0.0	0.0
Polynesian show/lū'au/hula	34.0	33.2	12.8	14.4	2.3	13.4	0.0	19.2
Play/concert	2.1	2.0	0.9	1.6	1.5	0.8	0.0	0.0
Art/craft fair	3.1	2.8	3.0	2.4	2.0	1.0	0.0	0.0
Parks/gardens	48.2	46.4	26.1	16.8	30.0	23.4	11.6	31.8
Festival	6.2	5.8	2.5	1.6	3.1	1.3	11.6	0.0
ALL TRANSPORTATION	94.3	94.7	49.8	40.4	22.6	59.3	23.1	41.3
Trolley	68.4	70.3	7.3	0.0	0.5	9.2	0.0	19.2
Public Bus	27.2	27.6	8.5	4.8	2.2	0.6	0.0	0.0
Taxi/limousine	41.2	40.4	18.9	6.9	8.6	23.6	11.6	22.1
Rental Car	18.0	14.6	26.5	29.4	13.3	33.1	11.6	0.0
MEETING	1.7	1.2	0.9	0.8	1.7	0.6	0.0	0.0
CONVENTION	1.1	0.9	0.3	0.0	0.0	0.3	0.0	0.0
INCENTIVE/REWARD	2.8	2.6	2.1	3.5	0.5	1.3	11.6	0.0

**Table 5.6 2007 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	92.3	88.7	93.4	96.6	97.0	92.9	100.0	100.0
Helicopter/plane tour	3.9	2.0	5.0	4.1	7.1	4.4	71.3	0.0
Boat/submarine/whale watching	18.2	16.9	12.5	7.1	0.6	5.2	0.0	0.0
Tour bus excursion	47.8	39.7	57.4	69.7	69.1	52.3	0.0	24.9
Private limousine/van tour	17.8	15.4	5.2	5.6	10.3	15.9	0.0	41.6
Self-guided	54.5	52.8	32.5	21.3	19.1	31.5	28.7	33.5
ALL RECREATION	80.5	77.8	43.8	28.1	14.6	54.0	42.7	75.1
Swimming/sunbathing/beach	65.9	63.6	30.0	18.8	9.0	38.8	42.7	33.5
Surfing/bodyboarding	7.1	6.9	2.1	5.0	0.7	1.3	0.0	0.0
Snorkeling/scuba diving	18.4	17.0	8.8	5.2	1.2	10.6	0.0	0.0
Jet skiing/parasailing/windsurfing	4.2	4.1	1.7	0.0	0.0	0.5	0.0	0.0
Golf	9.0	7.4	8.8	8.8	0.5	9.7	0.0	75.1
Running/jogging/fitness walking	19.1	18.1	12.8	4.4	2.3	10.0	0.0	0.0
Spa	8.5	7.3	4.0	0.0	0.3	8.4	0.0	0.0
Backpacking/hiking/camping	7.9	7.1	1.9	3.0	3.8	4.3	0.0	0.0
Sports event/tournament	3.1	2.9	1.8	0.0	0.2	1.0	0.0	0.0
ALL ENTERTAINMENT	96.0	96.0	74.8	55.9	57.3	79.7	42.7	75.1
Lunch/sunset/dinner/evening cruise	59.3	58.5	30.1	15.4	16.1	30.6	0.0	33.5
Lounge act/stage show	25.7	24.6	10.3	1.9	3.3	10.7	0.0	0.0
Nightclub/dancing/bar/karaoke	6.5	6.5	2.1	0.0	0.4	1.6	0.0	0.0
Fine dining	81.6	81.0	58.0	36.3	36.0	61.8	42.7	75.1
Family restaurant/diner	49.9	48.5	24.3	18.8	17.2	25.7	0.0	0.0
Ethnic dining	14.4	13.2	6.4	8.0	3.6	6.7	0.0	0.0
Prepared own meal	12.7	10.6	10.3	10.0	5.1	11.4	0.0	0.0
ALL SHOPPING	99.1	99.2	68.8	48.5	48.3	79.9	28.7	0.0
Department stores	52.5	54.3	5.5	1.0	2.3	2.6	0.0	0.0
Designer boutiques	59.4	60.6	14.3	0.0	2.0	11.3	0.0	0.0
Hotel stores	49.8	47.3	19.6	9.1	5.6	38.2	0.0	0.0
Swap meet	15.0	14.2	5.0	0.6	3.0	6.4	0.0	0.0
Discount/outlet stores	41.0	40.6	11.2	10.9	8.2	10.6	0.0	0.0
Supermarkets	57.4	53.7	29.9	17.2	15.6	35.9	28.7	0.0
Convenience stores	78.2	78.7	27.3	12.6	6.8	27.1	28.7	0.0
Duty free	75.7	76.8	7.6	1.1	3.5	15.1	0.0	0.0
Local shops/artisans	33.8	25.6	36.1	27.4	29.4	31.7	28.7	0.0
ALL CULTURE	74.4	72.7	45.5	45.1	48.3	46.9	28.7	100.0
Historic site	28.8	24.6	21.9	26.2	27.5	27.2	28.7	24.9
Museum/art gallery	17.9	16.7	9.4	2.2	8.7	4.1	0.0	0.0
Polynesian show/luau/hula	36.4	35.5	10.6	6.2	4.3	12.9	0.0	0.0
Play/concert	1.8	1.7	0.9	0.0	0.0	0.3	0.0	0.0
Art/craft fair	2.2	1.9	0.6	1.2	1.2	0.9	0.0	0.0
Parks/gardens	48.7	46.1	25.0	30.5	28.1	22.9	28.7	100.0
Festival	6.0	5.8	0.7	0.8	1.8	1.2	0.0	0.0
ALL TRANSPORTATION	94.2	94.0	42.9	26.7	23.0	52.3	28.7	75.1
Trolley	68.2	70.3	4.7	0.7	0.8	7.1	0.0	0.0
Public Bus	25.0	24.9	8.8	0.9	3.5	1.8	0.0	0.0
Taxi/limousine	43.3	41.9	13.4	8.3	8.2	18.7	0.0	75.1
Rental Car	17.4	12.7	20.5	16.8	11.5	29.8	28.7	0.0
MEETING	2.0	1.6	1.3	0.0	0.3	0.8	0.0	0.0
CONVENTION	1.3	0.9	0.0	0.0	0.0	0.8	0.0	0.0
INCENTIVE/REWARD	2.8	2.4	0.7	0.5	0.8	0.9	0.0	0.0

**Table 5.7 2008 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	92.4	88.9	94.2	83.2	92.5	91.3	93.6	81.0
Helicopter or plane tour	14.2	2.4	11.1	17.7	11.6	6.9	3.0	3.0
Boat/submarine/whale watching	35.8	16.3	42.3	20.8	0.5	20.4	26.9	17.8
Tour bus excursion	21.3	32.7	11.2	12.5	29.9	18.9	12.9	15.5
Private limousine/van tour	8.6	8.7	4.2	1.9	7.6	3.3	1.2	7.1
Self-guided	80.7	69.3	77.9	64.6	54.0	74.2	78.2	45.6
ALL RECREATION	94.6	84.2	89.0	78.5	38.7	78.3	84.5	77.8
Swimming/sunbathing/beach	90.1	78.9	84.2	73.0	19.0	70.1	60.7	43.8
Surfing/bodyboarding	30.5	18.5	30.4	21.8	1.4	16.8	23.8	18.8
Snorkeling/scuba diving	54.7	32.5	54.7	40.7	8.8	43.3	38.7	49.0
Jet skiing/parasailing/windsurfing	3.3	0.9	2.8	0.9	0.1	1.8	1.2	0.0
Golf	16.0	5.8	15.2	16.3	1.3	13.5	12.4	16.4
Running/jogging/fitness walking	46.2	36.1	42.7	35.0	9.3	31.8	28.9	19.1
Spa	12.4	8.3	9.2	8.7	0.4	8.5	0.6	8.0
Backpacking/hiking/camping	21.9	14.5	15.0	23.4	18.9	13.4	13.9	9.3
Sports event or tournament	7.2	8.1	2.9	1.3	0.1	3.8	2.5	0.0
ALL ENTERTAINMENT	97.3	93.8	89.7	81.4	51.9	80.4	59.0	57.8
Lunch/sunset/dinner/evening cruise	29.4	23.1	26.8	20.6	8.9	21.0	7.8	24.2
Lounge act/stage show	32.5	27.3	27.9	22.6	2.7	15.8	10.1	2.7
Nightclub/dancing/bar/karaoke	13.6	14.5	8.2	5.6	0.7	6.9	1.8	1.6
Fine dining	52.7	48.7	40.7	40.0	11.8	40.0	13.4	24.1
Family restaurant/diner	79.5	75.8	66.7	59.6	41.6	60.9	34.4	16.5
Ethnic dining	38.0	29.2	37.6	19.8	6.8	23.4	12.2	4.0
Prepared own meal	63.4	37.6	57.1	55.4	15.2	50.1	53.6	14.5
ALL SHOPPING	97.9	95.7	92.9	90.9	55.0	86.3	77.7	54.5
Department stores	65.6	67.0	49.8	44.1	9.9	34.0	1.8	2.2
Designer boutiques	44.3	39.6	41.5	25.4	5.6	24.9	2.2	2.7
Hotel stores	41.5	44.0	31.0	21.3	2.9	23.5	11.7	19.8
Swap meet	40.4	35.5	32.0	21.5	11.1	25.4	14.3	0.0
Discount/outlet stores	39.9	39.9	31.9	21.2	10.8	24.3	2.4	1.1
Supermarkets	77.8	53.5	74.0	63.4	16.9	57.9	45.5	8.2
Convenience stores	70.3	69.8	57.3	45.0	20.0	47.0	30.6	4.9
Duty free	15.5	15.7	7.0	5.3	0.3	4.1	0.0	1.1
Local shops/artisans	76.5	61.0	71.3	74.7	33.8	65.6	63.3	41.3
ALL CULTURE	86.9	81.1	80.0	74.5	56.8	71.4	55.2	22.8
Historic site	53.2	54.5	37.0	35.8	36.4	48.7	48.2	38.5
Museum/art gallery	28.0	20.4	26.4	20.7	11.6	13.5	17.1	2.9
Polynesian show/lū'au/hula	49.4	42.7	40.4	34.5	3.0	25.6	13.3	3.3
Play/concert	8.9	7.7	6.7	3.1	0.6	4.3	2.5	0.7
Art/craft fair	19.5	11.0	17.6	16.1	9.4	10.7	11.9	3.3
Parks/gardens	60.4	54.1	52.4	53.2	40.5	44.4	24.4	11.8
Festival	5.4	3.9	3.4	2.7	0.4	2.2	1.2	0.0
ALL TRANSPORTATION	92.4	88.1	85.7	75.2	51.8	74.7	49.7	22.5
Trolley	13.0	21.7	2.9	0.3	2.7	7.1	0.0	3.2
Public Bus	23.6	44.8	5.3	4.1	4.0	1.5	0.6	8.1
Taxi/limousine	25.7	42.6	8.5	4.4	2.5	7.2	4.8	7.3
Rental Car	75.2	42.8	80.3	70.9	43.7	67.8	45.5	8.5
MEETING	3.9	2.5	1.7	0.9	0.3	1.4	0.6	2.9
CONVENTION	6.3	3.5	4.2	2.0	0.1	4.4	0.0	0.7
INCENTIVE/REWARD	3.7	1.5	2.1	1.9	0.5	1.9	0.0	1.8

**Table 5.8 2007 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	93.2	86.7	92.2	92.7	91.8	91.0	82.2	86.7
Helicopter or plane tour	14.5	2.6	5.9	19.3	9.3	6.3	6.4	4.6
Boat/submarine/whale watching	31.8	12.9	29.7	21.1	2.4	17.7	4.4	12.3
Tour bus excursion	26.7	29.6	21.2	28.1	42.1	23.4	38.3	41.2
Private limousine/van tour	9.3	6.0	4.9	5.0	8.8	5.2	3.2	8.0
Self-guided	81.0	66.2	69.8	59.6	41.0	61.7	34.2	32.9
ALL RECREATION	93.5	81.7	77.8	69.3	33.0	67.8	53.8	55.4
Swimming/sunbathing/beach	87.8	74.8	70.7	58.8	14.1	51.7	46.1	30.4
Surfing/bodyboarding	29.6	20.7	24.5	12.9	1.5	12.4	0.0	1.1
Snorkeling/scuba diving	50.7	30.8	43.4	26.9	6.6	33.9	31.8	14.4
Jet skiing/parasailing/windsurfing	3.3	2.0	2.3	0.8	0.3	1.0	0.0	0.0
Golf	14.0	4.5	12.2	9.7	0.6	10.0	12.2	17.6
Running/jogging/fitness walking	43.1	34.9	34.2	28.4	11.5	26.8	20.2	13.5
Spa	8.5	4.5	6.2	4.2	0.4	3.2	0.0	2.4
Backpacking/hiking/camping	22.6	13.6	14.4	20.0	14.8	13.0	17.5	1.1
Sports event or tournament	5.7	6.0	2.6	0.6	0.3	1.2	0.0	0.0
ALL ENTERTAINMENT	95.0	88.2	78.4	63.9	38.0	63.1	53.3	29.5
Lunch/sunset/dinner/evening cruise	28.3	22.8	21.4	20.5	9.3	14.8	5.6	6.0
Lounge act/stage show	30.5	25.9	20.6	13.4	3.2	11.8	23.7	4.2
Nightclub/dancing/bar/karaoke	12.4	11.8	7.2	4.4	1.0	3.2	6.1	0.0
Fine dining	58.2	46.5	43.5	32.4	9.2	29.9	21.7	9.1
Family restaurant/diner	76.7	70.6	55.3	41.5	25.3	43.7	41.4	13.7
Ethnic dining	35.8	30.5	21.6	15.9	5.1	14.6	17.2	5.3
Prepared own meal	59.3	36.3	47.5	38.2	9.1	36.4	44.2	5.1
ALL SHOPPING	97.3	92.9	87.7	79.0	57.4	79.9	64.3	44.7
Department stores	65.5	62.7	38.3	33.7	15.0	32.0	0.0	5.7
Designer boutiques	43.7	36.9	35.3	15.0	3.2	17.0	0.0	4.9
Hotel stores	43.0	42.0	24.0	13.9	2.5	17.3	4.4	7.0
Swap meet	39.9	34.6	20.8	16.1	6.2	22.0	11.7	1.4
Discount/outlet stores	38.4	34.5	25.3	16.7	7.7	17.1	6.3	1.2
Supermarkets	70.5	47.7	54.7	40.8	13.7	42.4	42.0	3.9
Convenience stores	68.7	68.0	49.5	34.3	17.8	39.5	20.0	6.5
Duty free	8.2	9.5	3.2	1.3	0.6	1.2	0.0	0.0
Local shops/artisans	76.9	61.3	65.4	61.2	34.6	57.8	46.8	29.5
ALL CULTURE	88.7	82.2	73.4	72.0	54.7	63.8	53.6	35.3
Historic site	60.8	53.3	42.2	40.7	30.8	46.1	50.4	25.8
Museum/art gallery	31.9	20.1	26.3	16.5	7.8	15.9	22.8	15.7
Polynesian show/luau/hula	53.1	45.8	32.5	24.6	2.4	17.4	9.7	1.9
Play/concert	6.7	5.5	5.5	2.3	0.3	1.6	7.6	1.9
Art/craft fair	17.4	10.5	12.6	12.1	2.7	9.5	12.8	1.1
Parks/gardens	65.3	53.0	48.0	50.7	40.5	40.7	34.9	12.7
Festival	5.1	4.6	1.2	2.6	0.3	2.6	0.0	1.6
ALL TRANSPORTATION	92.5	86.9	79.2	63.5	38.6	58.2	53.8	20.6
Trolley	15.3	21.4	4.7	1.7	1.9	2.6	0.0	3.4
Public Bus	29.1	43.1	7.1	2.4	2.8	1.4	5.9	11.3
Taxi/limousine	28.6	36.7	8.4	6.5	3.2	5.5	10.5	2.3
Rental Car	73.4	45.6	70.0	56.9	31.3	53.3	41.8	4.7
MEETING	2.7	1.4	1.4	1.0	0.0	0.9	0.0	0.0
CONVENTION	4.2	3.3	2.3	0.6	0.3	1.2	0.0	0.0
INCENTIVE/REWARD	2.9	1.2	2.1	1.6	0.3	1.4	0.0	1.3

**Table 5.9 2008 Activity Participation – Europe
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	94.5	91.3	95.1	76.4	94.1	94.3	97.3	91.5
Helicopter or plane tour	14.8	1.9	6.3	17.8	14.3	10.0	7.1	1.5
Boat/submarine/whale watching	31.9	15.3	37.2	13.1	2.4	15.7	23.6	25.1
Tour bus excursion	27.9	26.7	13.0	11.3	22.1	14.2	18.8	24.8
Private limousine/van tour	14.0	9.6	12.1	10.4	10.8	11.8	24.1	31.6
Self-guided	79.5	73.7	73.6	55.5	62.5	73.8	38.0	27.9
ALL RECREATION	94.2	89.1	83.7	84.5	43.2	75.5	35.9	51.5
Swimming/sunbathing/beach	91.2	85.9	77.7	76.0	26.4	64.2	23.4	40.2
Surfing/bodyboarding	23.9	20.3	17.7	10.0	2.0	7.1	1.3	3.7
Snorkeling/scuba diving	46.0	32.4	43.8	30.2	8.8	35.1	12.4	29.9
Jet skiing/parasailing/windsurfing	3.4	2.4	3.6	0.3	0.0	0.3	0.0	0.0
Golf	8.5	5.4	5.7	10.2	0.7	1.8	0.3	8.2
Running/jogging/fitness walking	22.1	18.0	19.3	19.8	9.2	15.1	10.1	12.2
Spa	11.2	8.1	6.1	9.0	1.0	5.0	0.0	17.2
Backpacking/hiking/camping	17.8	8.6	18.0	29.1	22.8	20.4	13.6	1.4
Sports event or tournament	4.7	3.7	2.3	0.8	0.9	3.1	1.0	4.1
ALL ENTERTAINMENT	95.2	93.0	84.7	82.9	56.2	80.3	49.5	41.8
Lunch/sunset/dinner/evening cruise	40.0	34.4	28.0	27.2	13.1	24.1	2.3	15.1
Lounge act/stage show	20.2	13.2	16.4	9.0	1.4	9.3	2.5	4.8
Nightclub/dancing/bar/karaoke	18.9	20.9	6.1	5.8	3.0	4.9	2.7	5.9
Fine dining	50.6	43.9	33.2	35.1	10.6	29.6	5.7	26.2
Family restaurant/diner	65.7	61.0	48.4	50.1	33.6	52.9	17.4	12.6
Ethnic dining	28.5	19.4	25.5	14.3	7.4	16.7	3.4	3.9
Prepared own meal	37.2	24.4	31.0	35.4	26.8	33.9	39.0	3.0
ALL SHOPPING	98.0	96.4	91.6	86.9	65.5	86.6	57.2	57.1
Department stores	69.5	70.1	41.5	33.0	20.1	30.2	8.4	5.5
Designer boutiques	38.3	34.9	25.4	13.2	9.0	12.6	0.3	1.2
Hotel stores	36.8	32.5	21.6	20.2	2.2	18.5	4.6	14.5
Swap meet	25.7	24.7	9.6	7.5	5.7	11.4	2.2	0.0
Discount/outlet stores	31.7	31.0	15.4	10.2	2.4	12.5	2.0	0.0
Supermarkets	78.0	68.2	69.7	67.6	32.7	63.7	28.1	8.0
Convenience stores	53.3	55.6	28.9	26.9	16.3	29.1	6.0	2.9
Duty free	21.0	20.6	7.1	5.0	2.4	3.4	0.3	0.8
Local shops/artisans	71.3	58.8	61.1	62.6	30.8	53.1	46.6	45.2
ALL CULTURE	92.4	90.4	71.3	76.4	59.4	70.3	30.7	21.6
Historic site	69.6	74.1	32.2	31.2	28.8	49.0	26.8	13.1
Museum/art gallery	26.6	22.7	18.0	14.4	13.7	11.1	5.3	3.5
Polynesian show/lū'au/hula	45.4	37.7	24.7	18.2	2.7	19.5	2.6	5.3
Play/concert	8.2	7.7	3.3	2.1	0.6	1.2	1.3	2.6
Art/craft fair	12.7	8.8	8.3	9.6	4.3	4.9	1.0	6.0
Parks/gardens	66.6	56.3	48.5	58.8	46.2	44.4	19.7	8.1
Festival	5.5	5.1	2.2	1.3	0.2	1.6	0.3	0.0
ALL TRANSPORTATION	93.6	91.0	86.6	80.4	63.2	82.6	32.1	29.5
Trolley	17.1	18.2	6.4	2.3	0.2	3.8	0.0	4.2
Public Bus	35.9	42.7	10.6	2.2	2.6	1.6	0.3	5.6
Taxi/limousine	37.1	40.4	14.8	7.7	2.4	9.6	2.0	11.2
Rental Car	64.7	45.7	73.5	73.8	59.7	74.8	30.8	10.4
MEETING	4.5	3.4	2.0	1.6	1.1	3.2	0.3	1.9
CONVENTION	6.0	4.9	1.4	1.7	0.2	4.0	0.0	0.0
INCENTIVE/REWARD	2.8	1.3	2.7	4.6	2.1	3.0	0.0	13.3

**Table 5.10 2007 Activity Participation – Europe
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	95.2	91.2	93.6	96.3	94.0	92.1	83.5	89.2
Helicopter or plane tour	19.5	5.9	10.0	25.8	13.0	12.0	0.0	3.2
Boat/submarine/whale watching	31.6	14.0	32.9	24.2	2.7	16.6	3.1	24.0
Tour bus excursion	34.7	37.5	17.8	17.8	24.7	19.0	13.0	18.6
Private limousine/van tour	16.0	11.7	15.3	10.6	12.1	10.3	2.5	7.1
Self-guided	72.1	63.4	68.3	68.2	59.6	69.4	69.9	51.5
ALL RECREATION	91.3	84.5	84.7	77.5	43.5	70.5	63.3	59.9
Swimming/sunbathing/beach	88.4	81.3	78.3	70.0	25.5	62.9	51.6	47.3
Surfing/bodyboarding	21.2	18.2	15.9	9.5	2.1	5.9	3.7	0.0
Snorkeling/scuba diving	42.2	26.6	40.8	31.7	8.5	37.3	14.6	23.4
Jet skiing/parasailing/windsurfing	4.1	1.9	5.6	0.1	0.3	1.5	0.0	0.0
Golf	5.8	2.2	6.6	5.5	0.6	4.3	0.0	8.0
Running/jogging/fitness walking	25.9	19.7	22.4	16.9	8.8	16.8	10.8	13.5
Spa	9.6	6.5	6.2	4.9	0.9	5.7	0.0	3.2
Backpacking/hiking/camping	19.2	9.3	19.0	25.6	23.7	19.4	16.6	10.6
Sports event or tournament	5.9	4.9	2.0	0.8	0.9	4.1	0.0	4.4
ALL ENTERTAINMENT	94.2	90.5	84.6	82.0	56.4	76.4	54.2	55.3
Lunch/sunset/dinner/evening cruise	36.0	30.5	31.6	26.7	13.7	20.6	5.8	8.1
Lounge act/stage show	27.0	20.5	18.3	15.0	1.1	8.0	2.0	6.4
Nightclub/dancing/bar/karaoke	19.5	20.0	12.0	4.7	4.0	5.8	0.0	4.4
Fine dining	54.3	43.7	46.0	37.1	12.5	32.7	1.6	24.1
Family restaurant/diner	68.6	63.7	52.9	49.5	33.9	47.8	17.2	19.6
Ethnic dining	29.3	22.7	20.6	19.2	6.5	13.2	10.1	2.0
Prepared own meal	37.4	24.1	36.3	35.6	16.4	25.7	37.2	9.5
ALL SHOPPING	97.6	94.8	88.6	83.4	60.1	80.9	56.8	46.3
Department stores	66.7	67.9	40.3	28.7	17.9	26.8	10.2	7.7
Designer boutiques	37.4	35.8	25.0	9.3	4.7	10.2	0.0	6.3
Hotel stores	41.7	39.4	21.7	16.2	2.6	14.9	2.7	14.9
Swap meet	23.4	21.0	11.1	6.8	5.9	9.0	0.0	0.0
Discount/outlet stores	32.7	31.8	18.3	15.9	6.3	10.4	0.0	0.0
Supermarkets	72.5	60.2	65.3	59.9	34.1	53.5	31.7	15.5
Convenience stores	49.1	47.8	32.2	27.0	14.4	23.7	17.8	6.9
Duty free	15.1	14.6	6.5	4.7	1.3	3.0	0.0	0.0
Local shops/artisans	71.3	60.4	59.7	52.9	29.1	47.8	33.8	26.5
ALL CULTURE	87.0	83.8	71.1	66.1	54.0	67.3	31.0	26.2
Historic site	61.4	57.1	39.1	37.3	26.9	52.0	25.3	9.1
Museum/art gallery	28.2	22.8	22.0	9.1	11.4	11.7	6.2	3.2
Polynesian show/luau/hula	49.3	41.1	29.9	26.4	2.1	15.5	0.0	2.4
Play/concert	9.8	8.5	5.2	2.8	2.2	1.6	5.2	0.0
Art/craft fair	10.8	6.2	9.8	6.9	2.6	3.5	5.4	0.0
Parks/gardens	61.5	54.9	45.7	44.3	39.0	36.0	8.8	17.0
Festival	6.4	6.2	2.2	0.9	0.8	1.3	2.0	0.0
ALL TRANSPORTATION	91.6	88.8	82.3	79.3	59.5	73.7	63.4	27.7
Trolley	20.7	23.5	6.2	2.4	0.7	5.2	0.0	8.9
Public Bus	36.5	44.8	10.4	5.0	3.5	2.8	0.0	6.0
Taxi/limousine	38.5	40.5	18.6	12.3	4.7	9.9	7.3	7.3
Rental Car	57.4	37.3	65.6	68.9	52.1	64.4	58.7	14.4
MEETING	4.4	3.4	1.2	1.8	0.3	1.3	0.0	1.7
CONVENTION	4.8	4.7	0.8	0.4	0.3	1.4	0.0	0.0
INCENTIVE/REWARD	1.8	0.6	1.1	0.7	0.0	0.6	0.0	0.0

**Table 5.11 2008 Activity Participation – Oceania
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	94.4	90.9	77.1	87.3	96.2	72.6	92.6	72.4
Helicopter or plane tour	6.2	2.4	5.8	6.8	12.1	8.7	0.0	0.0
Boat/submarine/whale watching	18.6	14.8	23.4	8.5	3.0	12.2	3.7	17.2
Tour bus excursion	48.5	45.8	19.7	44.6	53.6	23.3	31.0	34.5
Private limousine/van tour	10.3	9.7	5.3	4.2	5.6	3.1	3.7	13.8
Self-guided	64.4	60.8	55.7	42.3	37.6	51.2	57.9	20.7
ALL RECREATION	85.0	83.0	84.9	72.2	53.9	70.6	33.2	41.4
Swimming/sunbathing/beach	76.6	75.3	77.6	36.1	14.2	36.0	29.5	27.6
Surfing/bodyboarding	22.0	18.8	31.5	9.3	0.6	3.2	0.0	0.0
Snorkeling/scuba diving	20.8	15.1	19.3	15.7	6.5	41.6	11.1	6.9
Jet skiing/parasailing/windsurfing	1.8	1.0	2.7	0.0	0.0	0.9	0.0	0.0
Golf	4.6	3.3	5.3	2.4	2.8	6.0	0.0	13.8
Running/jogging/fitness walking	30.5	29.0	19.0	18.1	12.7	16.6	18.5	6.9
Spa	10.4	9.5	5.4	3.9	1.2	4.2	0.0	0.0
Backpacking/hiking/camping	6.9	3.4	1.2	36.2	40.2	5.6	7.4	0.0
Sports event or tournament	3.3	2.9	1.6	0.3	0.0	0.5	0.0	0.0
ALL ENTERTAINMENT	96.4	95.7	86.1	45.3	36.7	57.9	36.9	48.3
Lunch/sunset/dinner/evening cruise	23.9	20.6	32.2	6.7	5.0	11.9	7.4	13.8
Lounge act/stage show	19.3	17.5	15.3	3.9	1.4	7.4	3.7	13.8
Nightclub/dancing/bar/karaoke	14.5	14.5	3.3	2.3	1.4	4.4	0.0	0.0
Fine dining	39.7	37.3	31.1	16.1	11.3	21.3	14.8	27.6
Family restaurant/diner	74.1	72.7	50.6	31.6	25.1	38.5	22.1	20.7
Ethnic dining	22.0	20.3	16.8	10.8	5.8	8.8	0.0	0.0
Prepared own meal	26.5	22.8	25.1	18.1	12.7	14.9	25.8	0.0
ALL SHOPPING	97.6	97.6	72.3	47.7	37.4	59.1	53.2	41.4
Department stores	74.0	75.0	29.9	16.8	10.4	19.8	23.7	6.9
Designer boutiques	39.8	39.0	25.8	11.3	4.0	6.3	23.7	6.9
Hotel stores	46.2	44.2	21.5	6.7	2.0	14.5	3.7	0.0
Swap meet	32.4	31.3	11.1	7.1	12.5	11.9	3.7	6.9
Discount/outlet stores	51.2	51.8	19.8	8.1	4.4	14.9	3.7	6.9
Supermarkets	57.9	55.2	35.2	27.3	16.8	29.2	22.1	13.8
Convenience stores	74.4	74.6	41.2	19.6	17.6	35.3	14.8	20.7
Duty free	19.5	19.4	5.7	1.7	0.0	2.2	0.0	0.0
Local shops/artisans	68.6	65.7	49.3	30.1	25.8	34.6	45.8	27.6
ALL CULTURE	83.1	82.9	65.0	69.0	37.1	41.8	31.4	31.0
Historic site	59.9	61.5	14.6	20.1	21.2	19.7	14.8	66.7
Museum/art gallery	16.8	13.0	24.9	6.7	11.5	7.7	7.4	0.0
Polynesian show/lū'au/hula	47.6	42.6	29.2	39.9	0.6	12.0	0.0	6.9
Play/concert	4.9	4.7	1.1	1.3	1.0	1.6	3.7	0.0
Art/craft fair	5.1	3.8	4.7	6.8	4.7	2.9	0.0	0.0
Parks/gardens	49.4	48.2	21.9	22.5	26.9	27.7	16.6	24.1
Festival	3.1	2.7	1.1	0.6	1.1	0.5	3.7	0.0
ALL TRANSPORTATION	94.0	93.8	63.1	45.6	39.0	55.4	55.0	34.5
Trolley	35.5	35.0	15.6	8.2	4.8	15.2	25.5	0.0
Public Bus	58.7	60.2	12.4	1.9	8.1	3.5	0.0	27.6
Taxi/limousine	49.1	49.1	22.5	4.2	6.3	17.7	3.7	6.9
Rental Car	30.3	23.8	34.6	33.8	22.4	33.6	29.5	6.9
MEETING	2.0	1.1	0.7	1.1	0.0	0.7	3.7	6.9
CONVENTION	1.3	0.4	1.2	0.3	0.3	1.6	0.0	0.0
INCENTIVE/REWARD	1.2	0.6	0.0	1.6	0.3	0.9	3.7	0.0

Table 5.12 2008 Activity Participation by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	93.0	88.0	85.4	79.7	85.5	94.6	83.0
Helicopter or plane tour	27.4	7.1	8.0	7.3	10.5	12.7	8.3
Boat/submarine/whale watching	32.7	29.5	25.3	21.6	22.9	35.6	22.8
Tour bus excursion	17.6	6.5	6.3	4.8	10.6	16.1	6.2
Private limousine/van tour	11.0	4.4	2.6	2.9	5.5	7.0	3.8
Self-guided	78.2	82.0	80.8	74.5	76.5	86.1	76.5
ALL RECREATION	98.0	97.8	94.6	90.9	85.7	95.1	90.8
Swimming/sunbathing/beach	95.3	95.8	90.6	80.5	75.7	89.9	83.2
Surfing/bodyboarding	34.1	49.0	29.7	18.8	12.4	22.5	26.2
Snorkeling/scuba diving	69.8	66.2	64.4	50.9	40.5	67.1	50.9
Jet skiing/parasailing/windsurfing	9.7	6.7	6.6	2.2	3.8	5.0	4.5
Golf	6.5	16.4	5.6	12.0	16.6	5.9	15.0
Running/jogging/fitness walking	32.0	46.6	39.9	42.9	44.2	35.2	45.0
Spa	20.7	20.4	17.1	14.4	11.0	10.3	16.0
Backpacking/hiking/camping	28.6	24.8	40.1	26.2	16.1	32.2	22.9
Sports event or tournament	7.9	6.0	7.4	4.0	4.2	5.0	5.1
ALL ENTERTAINMENT	98.1	97.4	98.1	94.7	94.0	97.9	95.3
Lunch/sunset/dinner/evening cruise	49.4	25.4	34.9	22.6	24.0	35.6	24.3
Lounge act/stage show	42.9	21.2	26.9	16.4	19.9	36.5	18.0
Nightclub/dancing/bar/karaoke	7.3	6.7	29.3	10.1	8.3	12.1	10.9
Fine dining	54.6	50.0	54.3	56.1	60.4	49.6	56.9
Family restaurant/diner	79.9	84.6	76.5	67.7	69.8	75.0	73.7
Ethnic dining	42.2	44.8	53.0	39.3	36.6	46.7	40.6
Prepared own meal	61.7	65.4	56.4	55.7	60.9	57.8	60.4
ALL SHOPPING	97.8	97.2	95.4	94.0	93.0	97.3	94.3
Department stores	40.9	36.7	47.8	38.1	39.7	40.4	39.5
Designer boutiques	33.3	38.2	45.3	34.9	29.8	34.5	35.4
Hotel stores	42.6	43.6	33.7	40.0	38.1	36.6	40.0
Swap meet	33.8	37.3	38.5	27.7	31.3	35.8	32.2
Discount/outlet stores	28.6	41.5	31.3	35.1	37.2	39.5	36.2
Supermarkets	77.8	81.0	71.3	70.4	73.0	74.4	74.0
Convenience stores	74.5	62.6	71.5	64.2	55.4	64.1	61.7
Duty free	14.8	6.6	18.9	10.6	5.0	12.4	8.3
Local shops/artisans	76.6	74.5	63.2	72.7	69.9	76.1	70.2
ALL CULTURE	92.3	82.9	78.9	74.1	77.1	93.9	75.6
Historic site	43.0	44.6	40.1	41.0	43.0	59.2	39.6
Museum/art gallery	14.3	25.4	24.6	22.0	29.7	28.7	25.0
Polynesian show/lū'au/hula	61.0	46.3	39.9	26.4	26.6	61.8	29.1
Play/concert	9.0	2.7	8.5	5.0	7.2	5.9	5.7
Art/craft fair	13.2	17.3	13.9	20.4	21.0	19.6	18.7
Parks/gardens	55.1	52.4	50.1	49.8	51.8	56.4	50.4
Festival	4.4	4.6	4.0	4.4	4.8	5.8	4.3
ALL TRANSPORTATION	91.4	90.8	83.5	89.3	89.0	91.3	88.5
Trolley	1.7	5.8	6.6	8.2	5.2	7.4	6.1
Public Bus	14.3	9.7	20.0	9.6	11.5	21.6	10.0
Taxi/limousine	7.7	11.2	17.8	14.9	12.3	13.0	13.3
Rental Car	85.1	85.3	68.4	77.6	80.1	79.8	79.3
MEETING	0.0	4.5	8.9	12.1	7.6	4.1	8.7
CONVENTION	0.0	1.4	6.7	6.0	3.9	4.8	4.0
INCENTIVE/REWARD	7.4	4.4	4.4	4.1	3.1	4.6	3.8

Table 5.13 2007 Activity Participation by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	88.3	88.6	85.0	82.9	85.0	91.7	83.7
Helicopter or plane tour	9.9	8.1	7.2	10.5	9.1	8.5	9.2
Boat/submarine/whale watching	32.5	27.6	23.6	26.2	21.4	32.2	22.7
Tour bus excursion	12.3	9.3	12.0	11.3	13.9	23.3	8.8
Private limousine/van tour	5.7	4.1	2.7	4.3	6.3	7.1	4.1
Self-guided	77.9	80.2	79.7	76.8	76.3	81.0	77.0
ALL RECREATION	94.1	96.5	93.5	90.2	80.9	91.7	88.4
Swimming/sunbathing/beach	89.5	94.8	89.2	79.3	69.9	84.8	80.5
Surfing/bodyboarding	24.7	45.0	33.7	19.7	11.3	25.1	24.7
Snorkeling/scuba diving	67.6	66.8	57.5	51.6	34.4	57.8	48.7
Jet skiing/parasailing/windsurfing	4.6	8.4	6.3	4.7	2.7	7.8	4.4
Golf	6.8	13.5	7.1	15.0	16.7	7.3	15.7
Running/jogging/fitness walking	31.5	41.9	34.5	38.9	36.8	26.9	41.0
Spa	21.2	14.0	12.7	13.0	10.0	10.5	13.0
Backpacking/hiking/camping	36.1	22.5	36.8	24.1	12.4	32.1	19.1
Sports event or tournament	3.0	4.1	5.2	5.4	5.4	6.3	4.7
ALL ENTERTAINMENT	97.6	96.5	94.7	94.1	91.9	93.9	94.2
Lunch/sunset/dinner/evening cruise	42.5	27.1	32.2	23.7	22.4	33.7	23.7
Lounge act/stage show	34.5	27.5	21.3	21.7	23.2	27.3	23.0
Nightclub/dancing/bar/karaoke	15.5	9.6	29.8	17.4	10.3	17.8	14.0
Fine dining	65.7	59.0	58.1	63.9	59.2	55.8	61.6
Family restaurant/diner	83.3	85.1	74.6	69.4	70.5	72.7	75.1
Ethnic dining	53.1	41.2	51.8	41.9	36.9	43.5	41.2
Prepared own meal	55.3	58.1	52.7	48.8	51.4	45.0	54.5
ALL SHOPPING	97.7	95.9	95.2	92.7	92.5	94.7	93.6
Department stores	42.3	45.2	44.4	41.1	42.3	40.6	43.6
Designer boutiques	35.4	40.1	34.9	35.9	30.9	36.8	34.6
Hotel stores	47.6	46.0	37.3	40.5	37.1	43.8	39.5
Swap meet	33.8	31.0	33.7	29.6	29.0	32.2	29.9
Discount/outlet stores	31.1	35.2	30.4	33.6	36.4	37.0	33.7
Supermarkets	72.0	69.8	65.5	63.8	64.1	57.6	68.0
Convenience stores	65.3	58.7	67.1	54.5	48.0	56.1	55.1
Duty free	8.1	6.2	8.1	5.4	4.4	8.5	5.0
Local shops/artisans	69.5	73.9	70.9	72.3	72.2	74.1	71.9
ALL CULTURE	91.2	85.4	79.2	78.0	78.4	89.6	78.0
Historic site	56.8	62.3	51.3	53.7	57.0	66.4	54.0
Museum/art gallery	24.5	29.4	25.6	29.7	34.3	31.7	30.2
Polynesian show/luau/hula	59.0	54.3	42.6	33.4	35.6	58.8	36.3
Play/concert	5.8	4.7	6.1	5.0	7.3	5.3	6.0
Art/craft fair	18.7	17.1	12.0	16.6	24.7	15.3	19.8
Parks/gardens	56.1	55.7	51.3	53.6	52.9	58.9	52.2
Festival	1.5	5.9	5.2	5.1	7.2	5.6	6.0
ALL TRANSPORTATION	92.6	90.1	80.0	88.0	86.2	87.2	86.9
Trolley	6.7	9.0	8.7	6.9	7.3	10.7	7.0
Public Bus	11.7	11.7	14.5	11.9	12.2	18.2	10.8
Taxi/limousine	16.0	13.0	16.9	16.4	12.7	18.6	13.3
Rental Car	84.8	83.4	64.2	77.7	75.7	71.6	78.1
MEETING	0.0	5.1	6.6	12.4	6.4	5.3	8.1
CONVENTION	0.9	3.0	5.0	5.2	3.1	3.9	3.8
INCENTIVE/REWARD	2.6	2.6	3.5	4.7	2.9	3.2	3.4

Table 5.14 2008 Activity Participation by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	97.7	91.7	89.7	91.6	91.3	95.2	89.2
Helicopter or plane tour	14.2	19.3	8.5	14.1	17.1	18.5	13.0
Boat/submarine/whale watching	47.5	37.8	25.4	34.6	33.9	39.9	30.6
Tour bus excursion	27.4	15.4	11.1	22.2	28.4	33.2	14.3
Private limousine/van tour	10.4	6.4	1.5	6.9	6.8	6.7	5.9
Self-guided	81.5	78.9	83.4	78.0	74.8	74.7	80.2
ALL RECREATION	100.0	96.5	96.4	91.6	81.1	92.9	88.2
Swimming/sunbathing/beach	92.0	94.5	93.0	84.6	68.1	85.9	80.2
Surfing/bodyboarding	24.8	41.6	20.5	17.7	8.2	21.2	18.3
Snorkeling/scuba diving	66.1	64.2	62.3	47.8	29.0	51.9	44.6
Jet skiing/parasailing/windsurfing	13.9	11.2	3.3	4.5	2.3	5.2	5.2
Golf	7.6	11.1	6.5	12.4	13.6	8.1	13.7
Running/jogging/fitness walking	39.8	31.6	41.2	37.5	32.4	32.6	37.3
Spa	41.1	11.2	16.4	13.4	9.1	12.4	14.2
Backpacking/hiking/camping	42.8	24.1	46.2	21.0	12.3	29.1	19.6
Sports event or tournament	2.5	2.1	4.5	6.2	2.8	3.7	4.1
ALL ENTERTAINMENT	99.2	98.7	96.7	93.7	92.4	94.2	95.2
Lunch/sunset/dinner/evening cruise	56.2	26.7	32.3	30.3	32.3	37.6	28.2
Lounge act/stage show	38.5	19.9	25.9	32.5	29.8	36.8	23.6
Nightclub/dancing/bar/karaoke	17.8	5.2	33.4	18.0	7.7	16.5	13.4
Fine dining	75.0	49.8	60.4	65.7	60.3	60.8	61.0
Family restaurant/diner	78.1	82.1	75.7	71.3	67.8	70.3	74.7
Ethnic dining	51.7	40.7	47.7	38.5	39.9	44.0	39.6
Prepared own meal	40.8	51.7	56.7	47.1	45.9	41.4	53.2
ALL SHOPPING	98.0	97.3	96.3	94.8	91.4	95.9	93.6
Department stores	54.3	39.0	41.2	41.6	40.1	39.3	42.6
Designer boutiques	40.5	41.8	35.6	38.0	31.2	37.5	35.4
Hotel stores	63.6	51.7	37.6	50.2	46.1	46.8	48.8
Swap meet	41.0	31.8	39.9	28.3	26.3	30.8	30.4
Discount/outlet stores	34.6	34.7	32.9	36.0	34.4	31.5	36.8
Supermarkets	70.1	65.0	67.7	61.6	54.1	56.1	64.2
Convenience stores	76.4	62.1	76.1	62.6	50.3	60.9	61.2
Duty free	19.2	7.3	19.4	10.6	6.4	12.3	9.1
Local shops/artisans	82.7	72.0	74.0	74.2	68.5	76.5	69.6
ALL CULTURE	93.6	87.6	84.0	89.2	83.7	92.9	82.5
Historic site	55.5	62.3	56.5	62.9	60.0	72.2	52.9
Museum/art gallery	27.2	24.2	24.3	24.6	26.7	24.9	25.7
Polynesian show/lū'au/hula	77.0	54.0	52.4	45.6	47.8	65.4	40.5
Play/concert	2.5	5.7	4.4	5.2	8.3	5.8	6.2
Art/craft fair	18.2	14.2	10.5	17.1	17.7	13.9	17.2
Parks/gardens	64.7	62.5	67.3	65.2	55.4	65.4	59.4
Festival	6.8	2.2	4.4	6.2	4.4	4.8	4.6
ALL TRANSPORTATION	93.9	91.1	82.1	87.7	83.0	84.5	87.4
Trolley	5.7	5.9	3.3	7.8	9.2	8.3	6.5
Public Bus	13.6	12.6	15.0	17.2	16.6	15.5	15.9
Taxi/limousine	12.2	16.0	23.4	22.3	17.1	22.8	16.7
Rental Car	87.3	84.9	72.8	73.2	65.2	71.5	74.4
MEETING	0.5	3.1	11.6	16.5	8.4	8.5	11.0
CONVENTION	0.5	4.6	5.7	10.3	6.7	7.8	6.4
INCENTIVE/REWARD	7.8	1.5	4.2	6.3	2.6	4.9	3.5

Table 5.15 2007 Activity Participation by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	95.3	92.9	95.5	90.3	91.6	94.9	89.9
Helicopter or plane tour	29.4	11.8	10.1	17.0	17.9	20.0	12.9
Boat/submarine/whale watching	51.9	35.4	31.3	34.0	31.6	37.9	31.0
Tour bus excursion	31.7	14.7	14.8	20.0	31.4	32.4	14.6
Private limousine/van tour	8.3	6.8	6.2	8.7	10.0	10.4	6.7
Self-guided	79.7	83.1	85.4	80.6	76.9	80.2	80.6
ALL RECREATION	96.7	96.2	96.3	91.5	80.1	91.0	88.3
Swimming/sunbathing/beach	92.3	94.9	92.7	83.7	69.1	85.3	80.5
Surfing/bodyboarding	15.6	36.5	27.5	13.1	7.2	17.8	17.5
Snorkeling/scuba diving	63.0	59.8	59.5	46.2	28.9	49.2	42.8
Jet skiing/parasailing/windsurfing	6.5	4.2	3.5	4.7	2.2	3.9	3.6
Golf	5.5	13.9	7.9	14.2	12.5	9.5	14.7
Running/jogging/fitness walking	29.8	38.1	40.4	36.9	33.7	32.3	39.3
Spa	23.1	14.5	16.9	14.1	8.4	12.8	13.5
Backpacking/hiking/camping	34.0	26.9	43.5	28.6	12.7	29.8	21.1
Sports event or tournament	2.8	3.8	5.2	4.6	3.6	4.3	3.9
ALL ENTERTAINMENT	96.6	96.5	97.6	95.1	91.0	94.5	94.3
Lunch/sunset/dinner/evening cruise	39.8	24.1	32.4	33.4	30.7	36.7	26.1
Lounge act/stage show	41.9	31.0	28.5	27.4	28.6	33.6	26.0
Nightclub/dancing/bar/karaoke	27.2	8.4	31.1	18.1	9.5	18.6	12.8
Fine dining	68.3	56.9	70.3	67.5	62.4	64.7	63.7
Family restaurant/diner	71.1	86.3	76.5	70.9	66.5	71.2	74.9
Ethnic dining	50.7	45.6	50.5	43.0	33.2	42.3	41.1
Prepared own meal	36.8	50.5	48.5	40.8	39.0	36.3	48.3
ALL SHOPPING	97.1	98.0	97.5	94.2	92.7	95.6	94.5
Department stores	43.4	42.8	47.1	45.1	42.7	43.9	44.0
Designer boutiques	40.1	37.3	45.4	37.4	30.7	36.4	36.2
Hotel stores	50.5	48.8	51.9	48.3	45.8	48.6	47.7
Swap meet	36.1	35.2	34.5	33.7	29.6	30.2	35.1
Discount/outlet stores	30.8	34.8	29.8	40.1	36.3	36.0	36.0
Supermarkets	56.6	66.8	62.0	59.5	52.0	51.6	64.5
Convenience stores	60.0	59.2	68.9	59.8	49.2	57.3	57.3
Duty free	4.7	8.2	10.8	5.9	2.8	6.2	5.6
Local shops/artisans	75.1	74.3	72.1	74.3	68.3	73.8	70.6
ALL CULTURE	92.8	91.3	85.4	86.8	86.4	91.3	84.8
Historic site	68.4	67.0	62.3	63.7	63.7	70.9	59.0
Museum/art gallery	32.7	33.5	27.6	32.4	27.9	30.3	30.9
Polynesian show/luau/hula	71.5	59.5	53.2	49.2	50.9	63.7	45.0
Play/concert	10.8	4.6	5.9	7.5	7.0	5.8	7.6
Art/craft fair	17.2	14.5	10.0	18.3	16.9	11.9	19.5
Parks/gardens	60.6	64.9	59.4	61.4	59.6	61.8	60.6
Festival	2.3	4.5	4.4	5.4	6.5	3.9	6.4
ALL TRANSPORTATION	95.1	89.1	85.2	87.2	85.1	87.3	87.0
Trolley	10.7	5.6	9.8	10.6	8.9	10.9	7.3
Public Bus	17.0	10.4	14.2	13.7	18.1	17.5	12.5
Taxi/limousine	24.9	17.0	21.4	20.5	21.0	24.1	17.2
Rental Car	81.1	81.7	72.6	75.3	70.9	72.8	77.1
MEETING	3.2	5.8	8.6	14.8	5.7	8.0	9.1
CONVENTION	2.4	7.9	9.4	7.6	5.6	7.3	6.6
INCENTIVE/REWARD	3.1	5.3	6.0	6.3	3.3	6.0	3.9

Table 5.16 2008 Activity Participation by Lifestyle – Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	92.7	92.5	91.7	90.6	91.9	94.5	90.3
Helicopter or plane tour	2.7	3.4	1.9	3.4	5.8	3.8	3.7
Boat/submarine/whale watching	23.4	21.5	15.8	15.1	17.1	24.1	14.6
Tour bus excursion	56.4	37.8	40.9	38.6	46.7	56.1	36.6
Private limousine/van tour	17.4	14.4	15.0	14.2	16.9	18.6	13.9
Self-guided	51.2	59.7	59.7	60.3	55.3	49.7	61.7
ALL RECREATION	87.4	93.6	87.3	78.5	71.4	78.6	82.8
Swimming/sunbathing/beach	79.3	89.4	75.9	61.3	49.0	65.9	67.2
Surfing/bodyboarding	9.6	12.9	10.3	7.2	1.9	5.9	8.1
Snorkeling/scuba diving	33.5	25.4	28.6	16.6	7.4	23.1	17.3
Jet skiing/parasailing/windsurfing	13.8	3.1	6.1	2.8	1.1	5.9	3.2
Golf	3.7	5.6	4.0	9.3	14.9	4.7	10.9
Running/jogging/fitness walking	14.7	17.7	18.9	23.4	27.7	18.7	23.7
Spa	11.7	6.7	14.4	9.4	5.3	7.8	9.3
Backpacking/hiking/camping	8.5	7.7	7.1	6.2	7.6	7.3	7.2
Sports event or tournament	1.8	2.1	3.7	4.9	5.8	3.1	4.7
ALL ENTERTAINMENT	99.1	98.5	97.2	96.2	93.3	97.4	95.7
Lunch/sunset/dinner/evening cruise	77.8	50.1	60.6	46.1	53.7	69.2	47.6
Lounge act/stage show	31.1	22.3	20.1	20.0	28.7	29.4	21.5
Nightclub/dancing/bar/karaoke	6.0	3.0	10.4	5.9	4.8	5.7	5.9
Fine dining	86.0	84.8	86.2	79.7	72.3	81.2	79.6
Family restaurant/diner	51.2	67.7	52.6	53.2	47.3	50.1	55.4
Ethnic dining	9.5	16.3	12.0	15.5	17.0	11.3	16.6
Prepared own meal	2.5	22.0	10.7	14.8	17.9	5.7	19.4
ALL SHOPPING	100.0	99.6	98.8	99.6	97.7	98.8	99.1
Department stores	69.5	57.5	69.7	56.4	41.8	54.4	56.8
Designer boutiques	67.7	63.6	66.5	62.6	53.7	58.8	62.7
Hotel stores	55.2	50.7	38.2	43.5	46.3	49.0	44.4
Swap meet	10.9	14.9	14.9	13.8	15.7	11.3	15.9
Discount/outlet stores	37.7	41.2	43.0	44.2	39.1	36.5	43.8
Supermarkets	49.5	65.1	66.8	64.4	56.2	51.3	65.7
Convenience stores	84.3	83.3	83.4	79.8	68.6	79.1	77.9
Duty free	84.6	71.2	77.3	72.9	64.5	72.6	72.1
Local shops/artisans	32.0	32.8	35.0	34.6	32.2	30.8	34.7
ALL CULTURE	73.9	73.1	69.5	71.7	81.2	79.2	72.2
Historic site	23.9	24.1	21.1	25.0	34.7	32.3	24.1
Museum/art gallery	10.7	13.7	10.7	16.3	19.0	13.2	16.1
Polynesian show/lū'au/hula	37.1	33.3	30.6	28.4	40.6	43.5	29.3
Play/concert	1.6	2.1	1.7	2.0	2.8	1.6	2.4
Art/craft fair	2.1	2.8	1.6	3.8	3.8	2.4	3.4
Parks/gardens	47.0	49.2	45.3	45.8	52.1	48.4	48.1
Festival	3.7	4.5	5.1	7.7	7.2	3.8	7.3
ALL TRANSPORTATION	97.9	96.9	96.9	93.9	90.3	93.6	94.7
Trolley	83.5	68.3	77.2	68.7	57.3	74.5	65.3
Public Bus	13.9	24.9	29.0	27.8	32.2	19.5	31.1
Taxi/limousine	42.0	45.0	36.6	39.2	43.1	39.9	41.8
Rental Car	11.3	29.3	16.0	18.8	14.4	10.4	21.8
MEETING	0.7	0.9	1.3	2.4	2.0	1.7	1.7
CONVENTION	0.3	0.9	0.9	1.3	1.5	1.2	1.1
INCENTIVE/REWARD	0.6	1.6	1.2	4.2	3.9	3.6	2.4

Table 5.17 2007 Activity Participation by Lifestyle – Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	93.9	89.6	93.8	91.8	92.9	95.5	89.9
Helicopter or plane tour	4.6	2.2	2.3	4.1	5.2	4.2	3.7
Boat/submarine/whale watching	18.3	20.7	19.4	15.3	18.7	22.1	15.1
Tour bus excursion	61.9	37.5	42.4	41.1	56.8	59.2	38.9
Private limousine/van tour	19.0	18.4	15.9	15.4	20.2	21.0	15.3
Self-guided	49.5	56.4	59.4	59.1	48.4	47.3	60.1
ALL RECREATION	88.8	92.9	88.7	81.6	65.3	77.9	82.6
Swimming/sunbathing/beach	78.0	87.6	77.2	64.1	45.0	64.0	67.5
Surfing/bodyboarding	10.7	12.5	9.9	6.5	1.7	5.0	8.7
Snorkeling/scuba diving	29.6	25.5	27.6	16.5	6.8	20.7	16.6
Jet skiing/parasailing/windsurfing	11.3	3.8	7.0	2.9	1.1	5.1	3.4
Golf	4.0	10.4	2.6	10.9	12.0	5.0	12.1
Running/jogging/fitness walking	15.7	15.5	16.0	20.5	22.7	16.2	21.3
Spa	9.1	6.3	10.7	12.9	4.4	6.3	10.2
Backpacking/hiking/camping	6.9	5.6	9.0	8.3	8.4	8.1	7.6
Sports event or tournament	1.0	2.0	3.8	4.8	2.5	2.5	3.5
ALL ENTERTAINMENT	97.9	96.7	97.3	96.8	93.5	96.7	95.5
Lunch/sunset/dinner/evening cruise	74.9	51.5	62.2	54.9	59.5	69.6	51.2
Lounge act/stage show	29.4	20.6	22.8	22.1	31.6	29.9	22.4
Nightclub/dancing/bar/karaoke	7.6	4.2	10.2	6.5	5.1	5.7	7.1
Fine dining	88.9	85.8	87.1	83.1	72.2	81.5	81.7
Family restaurant/diner	45.8	62.5	51.2	50.1	43.9	47.6	51.8
Ethnic dining	12.2	12.1	14.5	15.4	15.5	12.0	16.3
Prepared own meal	1.2	21.3	13.3	14.1	11.2	5.4	18.5
ALL SHOPPING	99.3	99.9	99.8	99.3	98.1	98.9	99.3
Department stores	69.1	51.6	68.4	54.8	35.5	52.3	52.6
Designer boutiques	67.5	58.5	65.8	61.5	51.1	55.9	62.0
Hotel stores	58.9	56.6	39.3	49.3	49.0	51.7	48.4
Swap meet	10.0	12.9	15.6	15.3	17.4	12.3	17.0
Discount/outlet stores	40.9	41.5	45.2	42.8	36.9	37.9	43.5
Supermarkets	48.1	64.5	62.2	60.9	51.4	48.6	64.2
Convenience stores	87.3	81.4	83.0	82.0	66.9	77.3	78.9
Duty free	85.6	74.8	79.3	77.1	69.0	76.3	75.2
Local shops/artisans	34.9	28.9	39.1	34.2	32.6	30.8	36.1
ALL CULTURE	69.9	71.8	68.0	75.0	80.6	77.7	71.9
Historic site	26.7	22.7	22.2	26.8	38.2	34.6	24.2
Museum/art gallery	16.0	16.3	13.5	17.3	22.6	16.9	18.7
Polynesian show/luau/hula	35.9	30.2	28.8	34.2	46.0	42.4	31.7
Play/concert	1.2	1.2	1.4	2.1	2.2	0.5	2.7
Art/craft fair	0.9	1.8	2.1	2.6	2.6	1.0	3.2
Parks/gardens	44.7	50.0	44.9	50.6	50.2	50.0	47.8
Festival	5.1	3.9	6.2	5.2	8.1	5.0	6.8
ALL TRANSPORTATION	98.8	97.7	96.1	95.2	88.6	92.9	95.2
Trolley	85.5	73.3	74.7	67.6	55.5	71.6	65.5
Public Bus	13.9	22.8	29.4	24.5	28.4	20.2	28.6
Taxi/limousine	46.9	46.8	40.0	39.7	45.0	43.6	43.1
Rental Car	11.9	25.5	16.4	21.1	12.4	10.4	22.8
MEETING	0.3	0.6	2.3	3.3	2.2	2.0	2.0
CONVENTION	0.3	1.2	1.3	1.7	1.3	1.1	1.4
INCENTIVE/REWARD	1.0	2.2	1.7	4.0	3.4	3.3	2.4

Table 5.18 2008 Activity Participation by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	83.7	92.5	93.5	93.3	92.0	95.2	90.9
Helicopter or plane tour	15.9	10.3	7.3	20.7	13.5	19.1	11.7
Boat/submarine/whale watching	27.6	38.3	42.2	40.1	29.0	46.0	30.7
Tour bus excursion	16.9	12.8	12.1	24.8	27.9	30.6	16.6
Private limousine/van tour	7.1	5.8	12.4	7.9	10.0	9.4	8.2
Self-guided	69.9	83.1	84.5	79.5	79.8	79.1	81.5
ALL RECREATION	89.1	99.3	95.9	95.7	90.2	93.3	95.2
Swimming/sunbathing/beach	87.6	97.4	93.4	91.3	82.8	88.4	90.9
Surfing/bodyboarding	20.9	53.8	44.3	26.3	13.4	28.6	31.5
Snorkeling/scuba diving	47.2	76.7	64.2	55.2	35.9	55.2	54.5
Jet skiing/parasailing/windsurfing	0.0	2.6	2.5	2.0	5.5	2.6	3.6
Golf	10.3	17.4	8.7	15.0	18.7	10.3	18.8
Running/jogging/fitness walking	27.5	51.9	34.0	40.6	52.9	32.0	53.4
Spa	17.3	14.8	8.3	14.0	10.2	9.7	13.8
Backpacking/hiking/camping	31.3	24.3	37.6	22.9	13.2	23.1	21.4
Sports event or tournament	1.0	7.5	10.0	4.7	8.9	6.0	7.8
ALL ENTERTAINMENT	86.5	98.4	98.2	98.4	96.3	96.1	97.9
Lunch/sunset/dinner/evening cruise	36.2	23.1	39.2	31.3	28.5	33.3	27.5
Lounge act/stage show	32.2	32.4	33.7	32.7	31.9	43.5	26.9
Nightclub/dancing/bar/karaoke	8.5	8.4	25.4	14.7	13.2	15.7	12.6
Fine dining	68.0	42.3	53.4	58.2	53.9	50.9	53.7
Family restaurant/diner	64.7	84.5	81.2	82.9	73.7	76.1	81.2
Ethnic dining	31.5	39.0	38.4	40.2	36.0	38.7	37.7
Prepared own meal	41.6	70.4	63.2	57.1	65.9	53.7	68.3
ALL SHOPPING	88.6	98.6	98.6	98.8	97.2	96.5	98.6
Department stores	67.2	69.3	57.9	62.5	68.2	62.3	67.3
Designer boutiques	49.3	49.6	49.1	47.3	35.6	41.7	45.6
Hotel stores	54.3	40.7	35.2	41.0	43.3	42.7	40.8
Swap meet	38.5	43.9	37.0	44.7	35.5	44.9	38.2
Discount/outlet stores	39.2	40.2	28.6	45.5	38.5	39.2	40.2
Supermarkets	69.2	84.0	77.9	73.8	77.5	69.1	82.2
Convenience stores	62.5	68.4	79.2	72.0	68.0	66.3	72.3
Duty free	33.9	14.1	22.8	14.0	13.8	19.1	13.7
Local shops/artisans	71.7	81.4	73.4	78.6	72.4	77.0	76.2
ALL CULTURE	79.5	88.5	86.0	86.4	87.0	91.6	84.4
Historic site	51.5	54.4	50.5	52.4	54.2	58.8	50.4
Museum/art gallery	21.4	25.0	20.0	29.8	32.1	24.0	30.0
Polynesian show/lū'au/hula	50.4	49.0	53.2	52.1	46.0	67.0	40.6
Play/concert	12.6	4.9	8.5	9.4	11.1	8.5	9.1
Art/craft fair	18.2	18.1	8.1	18.8	24.9	16.5	21.0
Parks/gardens	53.1	58.8	53.2	61.2	63.8	62.8	59.1
Festival	2.6	2.8	5.2	6.0	7.1	5.8	5.2
ALL TRANSPORTATION	78.3	95.1	90.7	92.3	92.5	91.3	93.0
Trolley	10.3	11.6	11.2	11.8	15.9	13.1	12.9
Public Bus	13.4	10.6	24.2	26.8	31.0	24.2	23.2
Taxi/limousine	15.6	21.4	31.4	30.0	24.3	29.1	24.0
Rental Car	73.5	85.5	71.8	74.1	70.1	71.2	77.3
MEETING	0.0	2.1	2.2	5.2	4.9	3.9	3.8
CONVENTION	10.1	4.6	4.4	7.1	7.2	8.4	5.3
INCENTIVE/REWARD	7.4	2.5	0.8	3.8	5.2	3.5	3.8

Table 5.19 2007 Activity Participation by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	92.8	93.8	94.9	91.7	93.7	96.3	91.2
Helicopter or plane tour	28.5	12.0	12.0	16.4	13.6	18.0	12.3
Boat/submarine/whale watching	55.7	35.5	35.9	31.6	25.3	40.2	26.5
Tour bus excursion	33.5	19.8	16.3	23.4	37.4	39.8	18.4
Private limousine/van tour	11.6	8.1	7.3	8.2	11.6	11.3	8.0
Self-guided	84.3	86.0	86.6	80.7	75.7	79.7	81.9
ALL RECREATION	95.8	99.1	98.7	95.0	86.4	93.5	93.5
Swimming/sunbathing/beach	95.8	96.9	96.8	88.9	76.6	88.1	87.5
Surfing/bodyboarding	27.7	55.7	49.5	22.6	12.9	29.2	29.8
Snorkeling/scuba diving	61.7	66.6	66.9	51.6	32.6	55.1	47.9
Jet skiing/parasailing/windsurfing	2.7	3.9	7.3	2.5	2.0	3.7	3.0
Golf	9.3	17.9	7.6	15.8	13.3	9.5	16.9
Running/jogging/fitness walking	27.7	49.8	41.3	45.5	39.6	33.0	49.5
Spa	12.5	8.2	7.2	11.1	6.2	6.9	9.4
Backpacking/hiking/camping	29.8	20.4	47.7	23.0	11.9	27.2	19.6
Sports event or tournament	0.0	5.5	5.1	8.2	4.6	4.4	6.6
ALL ENTERTAINMENT	96.7	99.0	96.9	96.1	90.9	93.8	95.9
Lunch/sunset/dinner/evening cruise	48.5	25.4	39.0	28.3	22.9	36.4	23.1
Lounge act/stage show	34.0	30.4	30.9	32.0	28.4	35.0	27.6
Nightclub/dancing/bar/karaoke	11.7	6.9	23.0	17.4	6.6	12.5	12.4
Fine dining	83.5	55.5	57.7	67.2	48.5	54.6	60.5
Family restaurant/diner	81.3	85.7	80.7	77.7	68.3	75.7	77.3
Ethnic dining	43.6	32.3	45.0	39.9	29.1	38.8	33.8
Prepared own meal	48.0	71.7	66.3	55.5	54.1	49.6	65.5
ALL SHOPPING	98.9	98.0	97.7	98.3	95.6	96.6	97.8
Department stores	64.0	65.5	60.0	69.2	64.6	62.8	67.3
Designer boutiques	52.8	48.0	46.4	47.4	35.5	41.6	45.1
Hotel stores	56.7	45.3	33.5	49.4	38.1	41.9	43.8
Swap meet	33.1	37.7	50.4	43.9	33.9	42.2	38.5
Discount/outlet stores	32.1	37.9	33.6	44.7	35.8	37.3	39.2
Supermarkets	64.6	81.4	71.3	70.0	65.0	62.1	75.8
Convenience stores	74.5	74.9	75.5	70.5	59.9	67.9	69.3
Duty free	16.8	6.2	17.5	7.4	5.1	9.6	7.2
Local shops/artisans	80.1	75.9	76.5	80.2	74.2	79.4	75.3
ALL CULTURE	94.3	88.2	90.0	89.2	87.2	93.2	85.8
Historic site	70.1	60.5	67.4	59.4	58.5	69.9	55.0
Museum/art gallery	33.7	31.8	34.0	32.8	29.9	32.9	31.2
Polynesian show/luau/hula	73.2	55.3	51.9	54.1	49.0	67.5	44.0
Play/concert	9.4	5.7	6.9	6.7	6.8	5.5	7.4
Art/craft fair	11.3	20.9	10.1	18.8	17.9	13.8	19.7
Parks/gardens	69.8	61.0	76.2	66.1	62.1	68.6	63.3
Festival	5.5	3.4	4.3	4.7	6.6	3.9	5.9
ALL TRANSPORTATION	98.4	96.6	92.8	94.0	87.9	91.2	93.3
Trolley	19.1	15.3	14.0	15.6	15.0	18.3	13.3
Public Bus	24.1	24.6	34.6	25.6	33.4	30.4	28.3
Taxi/limousine	33.9	29.4	27.7	33.8	23.1	31.4	26.9
Rental Car	80.5	85.2	78.1	74.6	62.5	68.9	76.2
MEETING	2.5	1.3	2.6	4.3	2.1	2.3	3.0
CONVENTION	2.5	3.5	2.1	7.2	2.9	4.7	3.9
INCENTIVE/REWARD	4.3	1.9	2.3	4.7	1.9	3.4	2.6

Table 5.20 2008 Activity Participation by Lifestyle – Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	98.0	96.4	96.0	93.3	92.6	94.9	93.5
Helicopter or plane tour	15.4	21.7	8.4	17.9	13.9	14.2	16.1
Boat/submarine/whale watching	35.6	33.8	27.4	37.4	27.5	32.5	30.6
Tour bus excursion	27.9	23.4	30.2	21.6	34.8	31.7	19.6
Private limousine/van tour	9.0	18.8	8.9	14.6	17.3	13.8	14.4
Self-guided	85.1	76.6	86.8	81.2	70.9	78.7	81.4
ALL RECREATION	95.0	99.4	98.6	93.4	89.1	94.8	92.9
Swimming/sunbathing/beach	94.1	98.8	96.6	89.6	84.7	92.6	88.1
Surfing/bodyboarding	26.3	41.9	38.3	20.6	7.9	24.8	21.9
Snorkeling/scuba diving	47.0	60.3	60.3	49.7	24.3	46.9	43.9
Jet skiing/parasailing/windsurfing	1.1	8.9	4.6	3.5	1.0	2.8	4.5
Golf	7.4	14.5	8.9	8.7	6.1	6.9	12.1
Running/jogging/fitness walking	16.3	30.9	23.5	27.1	14.2	18.7	29.7
Spa	14.1	17.0	11.6	11.2	7.7	10.2	13.5
Backpacking/hiking/camping	14.5	15.5	29.0	19.1	9.0	17.5	18.2
Sports event or tournament	2.8	2.8	5.4	6.9	3.1	2.7	9.2
ALL ENTERTAINMENT	97.9	98.7	98.5	94.4	91.2	95.5	94.5
Lunch/sunset/dinner/evening cruise	45.9	44.9	39.0	44.8	31.8	43.9	31.6
Lounge act/stage show	16.7	27.5	24.0	16.4	19.7	21.0	18.6
Nightclub/dancing/bar/karaoke	23.8	9.1	39.7	17.1	5.6	21.2	14.0
Fine dining	61.0	45.4	58.4	50.3	42.6	50.1	51.7
Family restaurant/diner	68.2	80.6	68.4	57.8	65.6	64.4	68.4
Ethnic dining	21.4	32.8	29.8	30.4	26.0	27.5	30.5
Prepared own meal	22.5	28.3	47.1	36.8	37.9	34.8	42.5
ALL SHOPPING	99.6	99.1	99.1	96.6	97.8	97.8	98.6
Department stores	64.7	75.2	77.1	67.5	65.1	70.6	67.3
Designer boutiques	31.4	57.4	41.9	39.4	29.1	37.3	40.3
Hotel stores	59.5	51.7	29.4	35.9	30.4	36.9	36.5
Swap meet	8.7	34.5	24.5	25.9	29.0	22.1	33.5
Discount/outlet stores	37.4	33.1	30.4	32.1	29.8	30.1	35.1
Supermarkets	83.2	80.1	79.0	78.2	74.3	75.5	83.4
Convenience stores	63.5	60.9	71.0	49.2	36.9	55.2	49.3
Duty free	18.2	21.2	24.6	26.2	13.0	22.0	18.7
Local shops/artisans	79.6	89.6	67.5	70.3	66.0	70.5	73.2
ALL CULTURE	95.6	92.9	93.4	91.3	91.6	92.7	91.9
Historic site	74.4	66.9	69.5	69.1	69.6	72.5	63.1
Museum/art gallery	20.7	38.7	23.3	22.1	32.0	24.4	31.4
Polynesian show/lū'au/hula	43.3	60.7	55.8	36.0	42.0	47.5	40.7
Play/concert	1.2	15.6	6.5	7.3	10.2	5.8	13.4
Art/craft fair	6.0	17.9	11.3	11.1	16.1	11.3	15.7
Parks/gardens	72.8	75.1	64.2	69.9	59.6	64.4	71.4
Festival	8.4	1.8	4.3	4.8	7.6	5.7	5.0
ALL TRANSPORTATION	93.8	96.2	97.5	94.2	88.7	94.0	92.7
Trolley	12.6	11.5	20.9	19.7	14.7	17.8	15.6
Public Bus	48.4	20.0	40.7	30.3	39.6	37.6	32.2
Taxi/limousine	37.4	47.3	43.8	36.7	28.0	40.3	30.1
Rental Car	53.2	76.1	71.6	74.4	47.9	62.4	69.6
MEETING	0.6	4.1	4.9	8.0	1.8	3.9	5.8
CONVENTION	0.8	3.4	5.0	10.5	4.6	5.1	7.9
INCENTIVE/REWARD	0.0	3.0	4.3	4.4	0.8	3.5	1.4

Table 5.21 2007 Activity Participation by Lifestyle – Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	94.0	96.5	94.2	94.3	96.9	95.7	94.1
Helicopter or plane tour	25.2	19.5	14.2	20.8	19.7	19.7	18.8
Boat/submarine/whale watching	40.0	34.8	29.2	29.8	31.2	32.2	30.3
Tour bus excursion	36.3	30.2	23.8	30.2	48.1	39.8	22.6
Private limousine/van tour	11.6	17.9	14.4	18.3	15.9	17.2	13.3
Self-guided	69.9	70.8	81.2	75.1	63.4	68.9	79.6
ALL RECREATION	98.5	98.6	96.7	92.8	80.8	92.0	89.7
Swimming/sunbathing/beach	96.0	97.5	94.4	89.7	77.0	89.0	87.0
Surfing/bodyboarding	25.7	34.4	39.3	18.7	4.5	20.2	23.4
Snorkeling/scuba diving	48.3	59.8	57.2	41.7	23.7	41.6	43.6
Jet skiing/parasailing/windsurfing	5.8	8.1	6.5	3.0	1.7	3.4	5.8
Golf	5.0	7.0	3.5	7.1	6.0	4.2	9.5
Running/jogging/fitness walking	18.4	27.6	31.2	28.6	21.3	22.1	34.6
Spa	12.1	11.7	9.0	11.0	6.9	8.8	11.4
Backpacking/hiking/camping	22.6	10.6	37.1	19.3	7.5	19.4	18.8
Sports event or tournament	3.6	6.1	9.9	6.5	3.3	5.3	7.4
ALL ENTERTAINMENT	96.8	97.7	96.4	94.6	89.9	93.7	95.2
Lunch/sunset/dinner/evening cruise	43.4	34.3	39.2	34.2	33.2	37.0	33.5
Lounge act/stage show	28.6	31.7	22.6	26.5	28.6	28.3	23.7
Nightclub/dancing/bar/karaoke	26.3	6.4	34.2	19.0	10.8	21.3	15.4
Fine dining	69.7	53.1	53.8	57.2	46.3	53.8	55.6
Family restaurant/diner	73.7	85.5	66.4	69.0	62.5	68.4	69.1
Ethnic dining	31.8	27.2	29.5	33.4	24.5	28.8	30.5
Prepared own meal	24.3	47.5	52.4	37.2	28.4	32.4	49.2
ALL SHOPPING	98.4	98.8	98.5	97.3	96.4	97.3	98.1
Department stores	65.5	68.8	70.5	66.5	63.7	64.6	71.5
Designer boutiques	41.6	42.5	32.1	43.3	31.8	37.2	37.9
Hotel stores	54.7	49.4	28.4	42.5	43.4	42.7	39.6
Swap meet	22.0	18.2	25.8	22.6	24.5	22.3	25.9
Discount/outlet stores	26.3	30.9	33.6	32.0	35.6	30.7	37.2
Supermarkets	69.9	74.3	78.9	72.2	68.7	70.1	78.3
Convenience stores	58.7	51.6	47.3	49.8	45.3	48.3	51.0
Duty free	17.4	13.6	15.9	16.7	12.6	16.5	12.1
Local shops/artisans	71.3	67.7	68.1	71.9	74.1	70.9	72.1
ALL CULTURE	90.5	82.5	83.2	88.6	88.2	87.5	85.9
Historic site	62.4	59.0	56.6	61.5	65.3	62.0	60.1
Museum/art gallery	28.4	23.6	25.7	31.5	27.8	27.1	30.5
Polynesian show/luau/hula	59.6	48.7	40.7	48.9	52.4	51.6	43.9
Play/concert	5.6	7.9	11.7	11.4	8.9	7.8	14.4
Art/craft fair	10.5	4.5	8.9	11.6	13.6	8.9	15.4
Parks/gardens	58.8	55.9	65.6	63.1	59.5	59.3	66.7
Festival	6.9	3.3	7.5	5.8	6.9	5.6	8.1
ALL TRANSPORTATION	92.1	97.4	92.6	93.4	87.0	91.7	91.4
Trolley	22.9	21.7	12.6	20.4	25.9	23.2	14.9
Public Bus	32.4	24.1	39.6	35.9	40.3	38.4	32.0
Taxi/limousine	50.6	38.2	36.0	37.6	36.8	41.6	31.2
Rental Car	53.5	71.9	66.0	60.7	44.3	54.1	65.0
MEETING	0.9	2.8	5.1	6.2	3.6	3.9	5.5
CONVENTION	0.9	3.7	7.2	6.2	3.3	5.7	2.9
INCENTIVE/REWARD	0.9	0.5	3.3	2.0	1.1	2.0	1.3

Table 5.22 2008 Activity Participation by Lifestyle – Oceania
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	96.2	92.5	94.9	94.2	95.1	96.0	92.9
Helicopter or plane tour	6.7	6.7	3.3	8.1	5.9	6.5	5.9
Boat/submarine/whale watching	16.4	16.8	19.2	15.9	21.0	20.2	17.2
Tour bus excursion	49.4	41.8	40.3	45.8	56.4	58.8	39.2
Private limousine/van tour	8.6	22.5	7.4	9.9	5.1	7.7	12.5
Self-guided	64.5	70.5	70.0	60.6	61.2	56.2	71.8
ALL RECREATION	95.7	94.1	97.1	73.4	80.7	82.4	87.3
Swimming/sunbathing/beach	89.4	91.5	96.0	67.4	65.2	77.0	76.3
Surfing/bodyboarding	7.6	40.7	32.9	19.2	11.1	21.2	22.6
Snorkeling/scuba diving	24.3	35.6	37.5	15.7	9.2	21.7	20.1
Jet skiing/parasailing/windsurfing	2.7	2.5	2.8	1.0	1.3	1.5	2.1
Golf	5.2	4.0	2.8	4.3	5.5	3.4	5.7
Running/jogging/fitness walking	22.0	28.5	27.8	34.6	31.4	26.3	34.3
Spa	16.7	7.5	8.4	10.1	12.2	7.2	13.3
Backpacking/hiking/camping	3.4	5.8	25.7	5.2	1.9	10.2	3.9
Sports event or tournament	0.0	1.7	8.4	1.4	3.6	3.5	3.1
ALL ENTERTAINMENT	99.5	98.0	99.1	96.9	94.0	97.7	95.2
Lunch/sunset/dinner/evening cruise	27.4	22.9	33.4	16.3	24.6	26.3	21.7
Lounge act/stage show	25.4	22.0	13.4	19.5	19.1	22.8	16.1
Nightclub/dancing/bar/karaoke	9.1	6.0	37.9	15.2	10.8	16.8	12.4
Fine dining	46.6	31.4	43.8	53.5	34.3	41.0	38.4
Family restaurant/diner	94.9	92.2	75.7	67.2	65.2	79.4	69.4
Ethnic dining	30.0	16.4	40.7	23.4	16.6	29.8	15.1
Prepared own meal	17.4	21.4	32.8	20.3	31.2	21.6	30.8
ALL SHOPPING	99.5	98.5	99.7	98.0	95.8	98.8	96.4
Department stores	82.8	79.3	72.5	68.0	74.0	71.6	76.2
Designer boutiques	51.3	47.4	54.3	43.1	27.4	43.2	36.8
Hotel stores	66.7	66.6	32.7	51.3	35.0	46.4	46.0
Swap meet	41.6	33.9	42.8	24.2	31.2	36.2	29.0
Discount/outlet stores	61.4	60.4	38.7	48.4	51.1	46.1	55.7
Supermarkets	79.0	63.6	64.2	55.0	51.6	52.4	62.8
Convenience stores	86.7	85.1	82.1	63.2	70.5	70.1	78.3
Duty free	39.3	21.7	31.8	18.2	12.3	21.3	17.9
Local shops/artisans	79.4	74.9	60.8	71.0	65.6	73.5	64.2
ALL CULTURE	86.2	87.8	88.3	82.8	78.4	93.6	73.7
Historic site	68.6	61.6	69.5	58.5	55.2	73.0	48.2
Museum/art gallery	7.8	19.9	24.1	16.8	13.5	17.4	16.3
Polynesian show/lū'au/hula	53.5	59.7	59.1	33.1	44.0	56.6	39.5
Play/concert	0.5	5.0	3.6	4.5	6.1	4.6	5.2
Art/craft fair	8.8	4.5	6.9	4.9	4.3	4.8	5.3
Parks/gardens	23.4	45.6	66.8	58.4	43.1	57.2	42.4
Festival	1.4	2.9	1.7	5.2	2.9	3.7	2.7
ALL TRANSPORTATION	95.3	95.5	93.9	95.0	92.5	94.6	93.5
Trolley	54.9	41.1	32.7	30.5	33.8	40.0	31.4
Public Bus	53.8	56.8	60.6	53.3	62.6	56.4	60.9
Taxi/limousine	41.4	54.6	50.6	56.6	42.5	53.0	45.6
Rental Car	27.8	39.9	32.7	32.8	23.3	26.6	33.7
MEETING	2.9	2.6	0.5	3.0	1.7	1.7	2.3
CONVENTION	2.4	2.2	0.6	0.7	1.2	1.6	1.0
INCENTIVE/REWARD	2.4	1.1	1.4	2.1	0.6	2.2	0.4

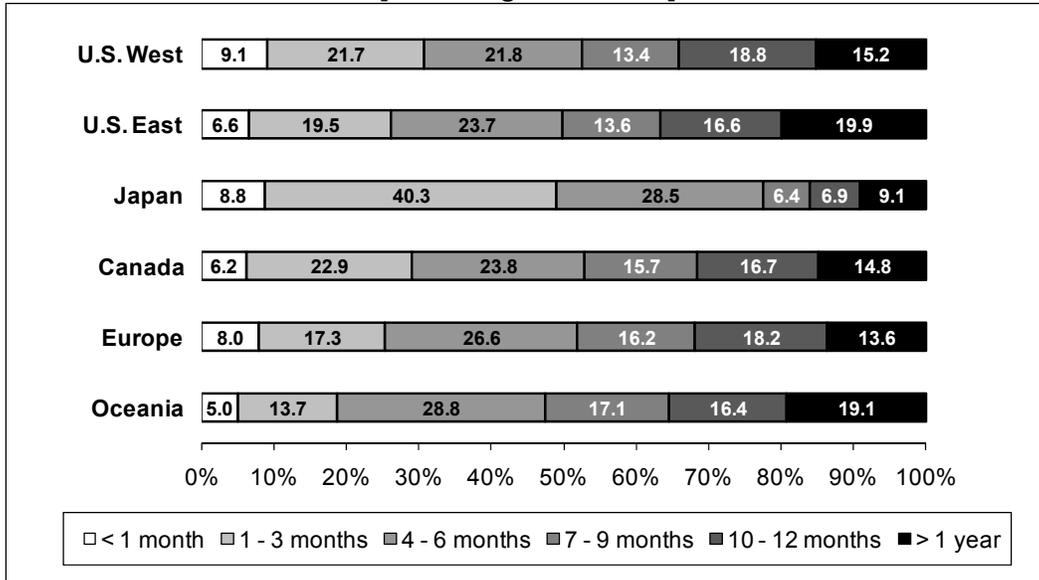
6. TRIP PLANNING

TRIP PLANNING

Trip Planning and Booking Timetable

Information on how visitors plan their trips and when they make reservations can greatly enhance preparation of effective marketing and promotion plans. Trip planning behavior differs across the major market areas. Visitors from Japan tend to keep a short planning window while those from U.S. East, Europe, Oceania, and sometimes Canada, tend to plan much farther in advance (Figure 25).

**Figure 25: 2008 Decide to Take a Vacation by MMA
[Percentage of Visitors]**



U.S. West (Table 6.2)

- The majority of U.S. West visitors decided to take a vacation (69.2%), to visit Hawai'i (67.9%), and on the islands they want to visit (66.1%) four months or more before their actual arrival dates.
- A third of visitors booked airlines (35.1%), purchased tickets (35.4%), and reserved accommodations (29.7%) around one to three months out. By that time more than four out of five visitors had completed most of their transactions.
- Rental car reservations (34.6%) were also done around one to three months out but 27.8 percent waited until less than one month before arrival.
- Purchasing of tour and attraction packages (69.8%) was typically done less than one month out or even while on the vacation.

U.S. East (Table 6.3)

- A higher percentage of U.S. East visitors started earlier than their U.S. West counterparts in deciding on a vacation and deciding to visit Hawai'i. Half of all U.S. East visitors decided on a vacation (50.1%) and decided to visit Hawai'i (48.8%) at least seven months before arrivals.
- More than half of U.S. East visitors decided on which islands to visit (68.3%) and set the date for the trip (64.4%) four months or more before arrival.

- Several made airlines reservations (33.7%), purchased tickets (34.8%), and made accommodation reservations (30.4%) one to three months before their arrival. By that time more than four out of five visitors had completed most of their transactions.
- Similar to U.S. West visitors, the majority (66.5%) of U.S. East visitors made rental car reservations no earlier than three months before arrival and purchased tour and attractions (63.6%) less than one month before arrival.

Japan (Table 6.4)

- Japan visitors were much later to act than other MMAs. They also maintained a very narrow booking window. Most of the decision making occurred within just one to three months before the actual vacation date.
- During that one to three month window, more than half of the visitors set the date for the trip (53.2%), made airline reservations (59.1%), purchased the tickets (58.7%), and made accommodation reservations (58.1%).
- Half (51.2%) of all rental car reservations and three-fifths (62.8%) of all purchases of tour and attraction packages were done within one month before arrival.

Canada (Table 6.5)

- Canada visitors started planning similar to U.S. West visitors. The majority of Canada visitors decided to take a vacation (71%), decided to visit Hawai'i (70.9%), and decide on the islands (65.7%) they wanted to visit four months or more before their actual arrival dates.
- A fair number of visitors booked airlines (33.6%), purchased tickets (34.1%), and reserved accommodations (32.7%) around one to three months out. By that time more than four out of five visitors had completed most of their transactions.
- Some of the rental car reservations (37.1%) were done around one to three months out while some (31.9%) waited until less than one month of arrival.
- The bulk of tour and attraction package purchases (72.5%) were done less than one month out or even while on the vacation.

Europe (Table 6.6)

- In 2008, Europe visitors took four months or more to decide to take a vacation (74.6%), to visit Hawai'i (73.8%), and on the islands they wanted to visit (63.5%).
- More than half of visitors set dates (65.9%), booked airlines (59.3%), and purchased tickets (56.4%) four months or more out.
- Two out of five (41.8%) Europe visitors made car reservations and 71.2 percent purchased tour and attraction packages near vacation time or during the vacation.

Oceania (Table 6.7)

- Oceania visitors started planning early. Half decided to take a vacation (52.6%) and decided to visit Hawai'i (49.4%) about seven or more months before arrival.
- However, seven out of ten (71.8%) Oceania visitors tend to decide on the island they want to visit four or more months before their trip.
- More than half of the visitors set the date (69.6%), made airlines reservations (66.1%), purchased tickets (62%), and made accommodation reservations (54.6%) four months or more before arrival.

- More than three out of five (63.8%) Oceania visitors made rental car reservations and purchased tour and attraction packages (66.4%) near to vacation time or during the vacation.

Island Visitation Decision Timetable (Table 6.8)

Before arriving in Hawai'i, most visitors to Hawai'i in 2008 had already made a decision of exactly which islands they intended to visit. The larger destinations of O'ahu, Maui, Kaua'i, and Kona were definitely predetermined.

- More than nine out of every ten visitors had decided before their arrival to visit O'ahu, Maui, and Kona; excluding Japan visitors to Maui (89.2%) which had a slightly smaller percentage of visitors who decided before they arrived.
- Most visitors from U.S. West (96.8%), U.S. East (96.4%), and Canada (90.2%) had decided to visit Kaua'i; while Japan (87.9%), Europe (89.1%), and Oceania (89.4%) visitors had smaller percentages.
- About four out of five U.S. West, U.S. East, Europe, and Oceania visitors decided before hand to visit Moloka'i and Hilo. Fewer Japan (77.3%) and Canada (67.5%) visitors prearranged their trip to Moloka'i, while fewer U.S. West (72.6%) and Europe (74.2%) visitors prearranged their trip to Hilo.
- Over half of visitors from each MMAs added their trip to Lāna'i before their arrival.

Sources of Information Used to Plan Trip (Tables 6.9 to 6.16)

Usage of the Internet as a trip planning tool was high among U.S., Canada, and Europe visitors (more than three out of four visitors) while moderate among Oceania visitors (67.7%). However, over half (57.2%) of Japan visitors used the Internet to plan and seek out information in 2008. Assistance from travel agents for trip planning continued to be low in among the U.S. market (21.9%), but higher for Japan (65.8%), Europe (51.9%), and Oceania (74.6%).

- Travel agent use decreased in Japan (65.8%, -10.9 percentage points) and Europe (51.9%, -4.9 percentage points) markets from 2007.
- The percentage of U.S. visitors that used the Internet (75.9%) was more than three times the number who relied on travel agents (21.9%) for trip planning information.
- Half (49.5%) of U.S. West visitors tended to rely on personal experiences to help them plan their trips.
- U.S. West (16.3%) and Oceania (15.4%) visitors were the least likely to rely on travel books compared to other MMAs.
- Japan visitors continued to put heavy reliance on personal experience (40.1%), travel magazines (35.9%), and travel books (33.4%) for information.
- U.S. (24.2%) and Canada (21.2%) visitors were more likely to use airlines as a source of information compared to other visitor markets.
- Four out of five U.S. Wedding/Honeymoon (79.9%), Young (80.3%), and Middle Age (79.2%) visitors were reliant on the Internet as a source of information.
- U.S. Wedding/Honeymoon visitors were more likely to use their friend/relatives (51.9%), travel agents (31.3%), guide books (34.2%), and magazines (13.5%) as sources of information compared to other U.S. lifestyle segments.

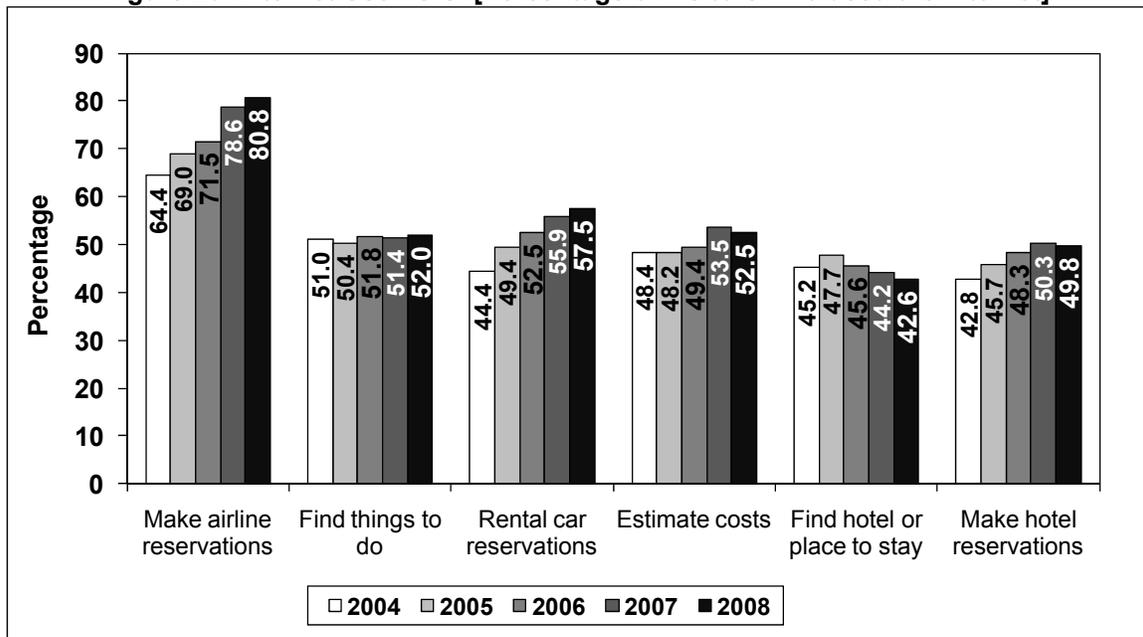
- Half of U.S. Family (50.6%) and Senior (48.8%) visitors used personal experience as a source of information.
- U.S. First-timers tended to rely on advice of friends/relatives (57.4%), travel agents (29.8%), and guide books (29.3%) more than U.S. Repeat visitors. On the other hand, U.S. Repeat visitors were more likely to use personal experience (58.1%) and airlines (26.2%) for information.
- Compared to other Japan lifestyle segments, Wedding/Honeymoon visitors were more likely to use travel agents (91%) and friends/relatives (39.4%); while Family visitors were more prone to use the Internet (69.4%), personal experience (49.2%), and hotels/resorts (17.8%).
- Two-fifths of Japan Wedding/Honeymoon (41.9%) and Young (39.8%) visitors used guide books.

Internet Use (Table 6.17)

Among the proportion of visitors who used the Internet (75.9% of U.S. visitors and 57.2% of Japan visitors), the method in which the Internet was used for planning and booking trips differed between U.S. and Japan markets. Note that the statistic reported for each Internet use is the percentage of those who used the Internet.

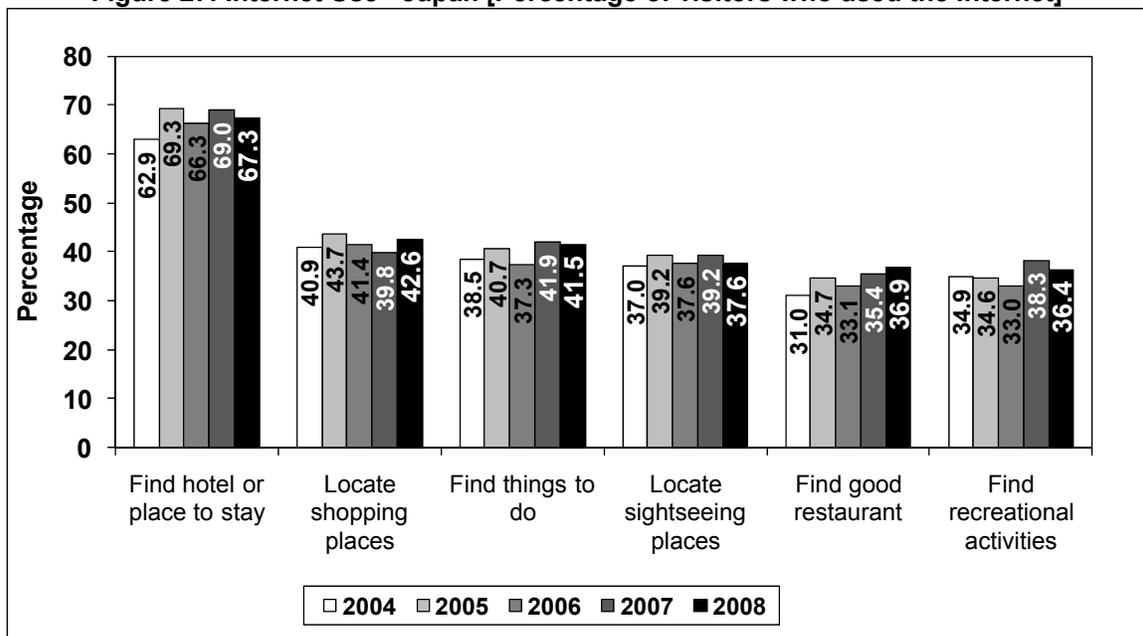
- The number one use of the Internet by U.S. visitors was for online reservations (Figure 26). This use had increased steadily from 64.4 percent (42.1% of all U.S. visitors) in 2004 to 80.8 percent (61.3% of all U.S. visitors) in 2008.
- Use of the Internet for rental car reservations had increased for the fourth consecutive year for U.S. visitors to 57.5 percent (43.6% of all U.S. visitors) in 2008. In particular, 59.6 percent of U.S. West (46% of all U.S. West visitors) and 54.4 percent of U.S. East visitors (40.3% of all U.S. East visitors) made their rental car reservations through the Internet.

Figure 26: Internet Use - U.S. [Percentage of visitors who used the Internet]



- Seven out of ten (69.1%) Canada visitors (57% of all Canada visitors) used the Internet to make airline reservations in 2008. Canada visitors also used the Internet to find things to do (59.1% or 48.8% of all Canada visitors), estimate costs (58.5% or 48.3% of all Canada visitors), make hotel reservations (56.8% or 46.7% of all Canada visitors), find an accommodation (54.9% or 45.3% of all Canada visitors), and for rental car reservations (54% or 44.6% of all Canada visitors).
- The majority of Europe visitors used the Internet primarily to find things to do (60.2% or 45.9% of all Europe visitors). Other high usages of the Internet were to find an accommodation (57.3% or 43.7% of all Europe visitors) and make airlines reservations (54.6% or 41.7% of all Europe visitors).
- Three out of four (74.5%) Oceania visitors used the Internet to find an accommodation (50.4% of all Oceania visitors). Over half also used the Internet to make hotel reservations (56.4% or 38.2% of all Oceania visitors), estimate costs (55.1% or 37.3% of all Oceania visitors), and find things to do (54.2% or 36.7% of all Oceania visitors).
- The majority of Japan visitors used the Internet to find an accommodation (67.3%, 38.5% of all Japan visitors), similar to 2007. Usage of the Internet to find a good restaurant showed a steady increase from 33.1 percent in 2006 (20.6% of all Japan visitors) to 36.9 percent (21.1% of all Japan visitors). Japan visitors also located shopping places (42.6% or 24.4% of all Japan visitors), found things to do (41.5% or 23.7% of all Japan visitors), located sightseeing places (37.6% or 21.5% of all Japan visitors), found a good restaurant (36.9%), and found recreational activities (36.4% or 20.8% of all Japan visitors) (Figure 27).

Figure 27: Internet Use - Japan [Percentage of visitors who used the Internet]

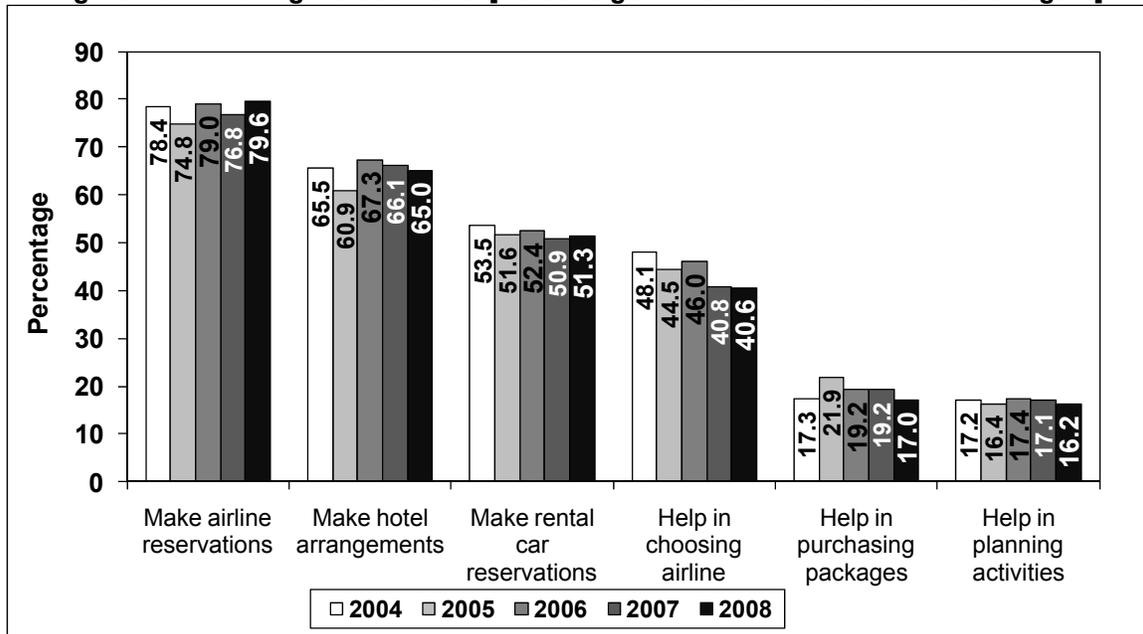


Use of Travel Agent (Table 6.18)

Visitors used travel agents mostly for assistance in making airline reservations and hotel arrangements. Travel agents were also used to assist in choosing an airline. Oceania visitors had the heaviest reliance on travel agents (74.6%); followed by Japan (65.8%), Europe (51.9%), Canada (35.1%), and U.S. (21.9%) visitors. Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent.

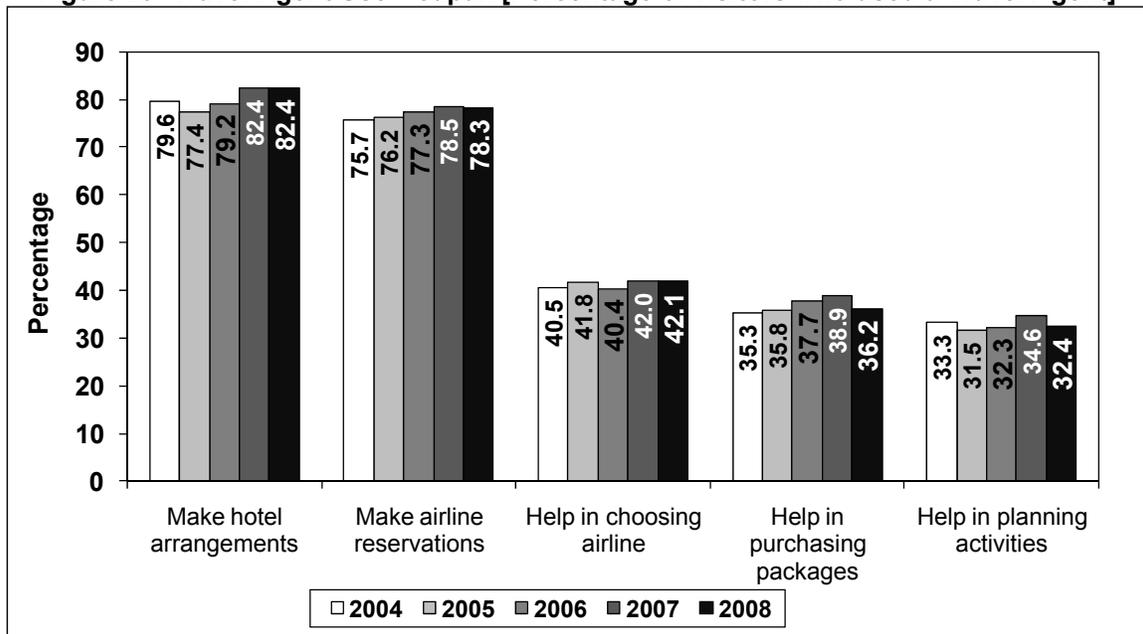
- At least four out of five visitors from U.S. (79.6% or 17.4% of all U.S. visitors), Canada (84.3% or 29.6% of all Canada visitors), Europe (84.6% or 43.9% of all Europe visitors), and Oceania (92.4% or 68.9% of all Oceania visitors) used travel agents primarily to make airline reservations.
- Many Canada (53.1% or 18.6% of all Canada visitors), Europe (52.7% or 27.4% of all Europe visitors), and Oceania (47.9% or 35.7% of all Oceania visitors) visitors consulted travel agents for help in choosing an airline.
- Travel agent use among U.S. visitors for making rental car reservations (51.3% or 11.2% of all U.S. visitors) was more common compared to other visitor markets.
- The share of U.S. visitors who used a travel agent for help in choosing an airline declined from 2006 (Figure 28).

Figure 28: Travel Agent Use – U.S. [Percentage of visitors who used a Travel Agent]



- Japan visitors used travel agents primarily to make hotel arrangements (82.4% or 54.2% of all Japan visitors) and airline reservations (78.3% or 51.5% of all Japan visitors). Many Japan visitors used travel agents for assistance in choosing an airline (42.1% or 27.7% of all Japan visitors), purchasing packages (36.2% or 23.8% of all Japan visitors), and planning activities (32.4% or 21.3% of all Japan visitors) (see Figure 29).
- Travel agent use among Japan visitors for assistance in airline reservations, choosing an airline, purchasing packages, and planning activities remained consistent since 2004. However travel agent use to make hotel arrangements increased from 77.4 percent in 2005 to 82.4 percent in 2008.

Figure 29: Travel Agent Use – Japan [Percentage of visitors who used a Travel Agent]



**Table 6.1 2008 Trip Planning & Booking Timetable – U.S. Total
[Percentage of 2008 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.1	20.8	22.6	13.5	17.9	17.2
Decide to visit Hawai'i	8.6	21.1	23.1	13.3	16.5	17.4
Decide on which islands to visit	10.7	22.3	24.1	12.9	15.5	14.5
Set date for the trip	11.1	27.7	24.9	13.5	15.4	7.4
Make airline reservations	13.2	34.5	28.4	13.0	8.9	1.9
Purchase tickets	14.0	35.1	27.6	13.1	8.3	1.8
Make accommodation reservations	14.6	30.0	26.2	12.1	11.6	5.5
Make rental car reservations	28.4	35.6	21.8	7.4	5.4	1.4
Purchase tour or attraction packages	66.9	18.5	8.6	2.8	1.7	1.5

**Table 6.2 2008 Trip Planning & Booking Timetable – U.S. West
[Percentage of 2008 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.1	21.7	21.8	13.4	18.8	15.2
Decide to visit Hawai'i	9.9	22.2	22.0	12.3	17.6	16.0
Decide on which islands to visit	11.6	22.4	22.8	12.0	16.2	15.1
Set date for the trip	12.7	28.4	24.0	12.6	15.5	6.8
Make airline reservations	15.0	35.1	27.9	11.8	8.6	1.6
Purchase tickets	15.6	35.4	27.6	12.0	8.1	1.3
Make accommodation reservations	15.4	29.7	25.3	11.5	12.4	5.7
Make rental car reservations	27.8	34.6	23.0	7.2	5.9	1.5
Purchase tour or attraction packages	69.8	17.2	7.4	2.4	1.6	1.7

**Table 6.3 2008 Trip Planning & Booking Timetable – U.S. East
[Percentage of 2008 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	6.6	19.5	23.7	13.6	16.6	19.9
Decide to visit Hawai'i	6.7	19.7	24.7	14.7	14.9	19.2
Decide on which islands to visit	9.6	22.1	26.0	14.1	14.5	13.7
Set date for the trip	9.0	26.5	26.2	14.8	15.2	8.2
Make airline reservations	10.8	33.7	29.1	14.7	9.3	2.4
Purchase tickets	11.8	34.8	27.7	14.7	8.6	2.4
Make accommodation reservations	13.5	30.4	27.4	12.8	10.5	5.3
Make rental car reservations	29.3	37.2	19.9	7.7	4.7	1.2
Purchase tour or attraction packages	63.6	20.0	10.1	3.3	1.7	1.2

Table 6.4 2008 Trip Planning & Booking Timetable – Japan
[Percentage of 2008 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.8	40.3	28.5	6.4	6.9	9.1
Decide to visit Hawai'i	10.4	43.4	25.8	5.6	6.5	8.3
Decide on which islands to visit	12.8	46.1	24.0	5.0	5.6	6.5
Set date for the trip	15.4	53.2	21.2	4.3	3.6	2.3
Make airline reservations	18.3	59.1	17.3	2.9	1.9	0.6
Purchase tickets	23.8	58.7	14.1	1.9	1.0	0.4
Make accommodation reservations	18.7	58.1	17.0	2.9	2.0	1.3
Make rental car reservations	51.2	37.5	8.2	1.4	0.6	1.1
Purchase tour or attraction packages	62.8	31.8	4.6	0.4	0.2	0.2

Table 6.5 2008 Trip Planning & Booking Timetable – Canada
[Percentage of 2008 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	6.2	22.9	23.8	15.7	16.7	14.8
Decide to visit Hawai'i	7.6	21.6	22.7	16.0	17.4	14.8
Decide on which islands to visit	10.4	23.9	23.4	14.9	16.5	10.9
Set date for the trip	10.2	27.3	26.1	16.2	13.3	6.8
Make airline reservations	11.7	33.6	31.0	14.1	7.5	2.0
Purchase tickets	12.3	34.1	30.2	13.9	7.4	2.1
Make accommodation reservations	12.1	32.7	27.1	13.8	10.0	4.4
Make rental car reservations	31.9	37.1	20.4	6.6	2.8	1.3
Purchase tour or attraction packages	72.5	17.9	5.1	1.6	1.5	1.3

Table 6.6 2008 Trip Planning & Booking Timetable –Europe
[Percentage of 2008 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.0	17.3	26.6	16.2	18.2	13.6
Decide to visit Hawai'i	6.9	19.3	28.0	15.2	16.9	13.7
Decide on which islands to visit	14.4	22.0	27.0	13.8	13.5	9.2
Set date for the trip	9.7	24.4	30.5	14.4	15.1	5.9
Make airline reservations	11.8	28.9	30.8	14.8	10.9	2.8
Purchase tickets	13.7	29.9	29.2	14.5	9.9	2.8
Make accommodation reservations	16.9	33.8	26.4	11.4	8.6	2.8
Make rental car reservations	41.8	29.1	17.8	7.1	2.7	1.6
Purchase tour or attraction packages	71.2	14.5	5.8	4.6	1.3	2.7

Table 6.7 2008 Trip Planning & Booking Timetable – Oceania
[Percentage of 2008 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	5.0	13.7	28.8	17.1	16.4	19.1
Decide to visit Hawai'i	6.1	17.2	27.4	17.5	14.0	17.9
Decide on which islands to visit	8.4	19.7	27.9	18.0	12.9	13.0
Set date for the trip	7.5	22.9	29.8	20.5	12.8	6.5
Make airline reservations	7.0	26.8	34.4	21.0	8.2	2.5
Purchase tickets	8.4	29.5	32.2	20.0	7.4	2.4
Make accommodation reservations	13.3	32.1	28.3	18.5	5.8	2.0
Make rental car reservations	63.8	18.5	11.2	3.4	1.3	1.7
Purchase tour or attraction packages	66.4	16.1	10.9	3.7	2.0	0.9

Table 6.8 2008 Island Visitation Decision Timetable
[Percentage of 2008 Visitors by MMA]

		U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Decide on O'ahu	Decide before arrival in Hawai'i	96.0	94.9	96.9	99.1	95.8	94.4	98.3
	Decide after arrival in Hawai'i	4.0	5.1	3.1	0.9	4.2	5.6	1.7
Decide on Maui	Decide before arrival in Hawai'i	95.0	97.1	92.4	89.2	93.6	93.1	90.6
	Decide after arrival in Hawai'i	5.0	2.9	7.6	10.8	6.4	6.9	9.4
Decide on Moloka'i	Decide before arrival in Hawai'i	81.8	80.8	82.4	77.3	67.5	82.0	86.5
	Decide after arrival in Hawai'i	18.2	19.2	17.6	22.7	32.5	18.0	13.5
Decide on Lāna'i	Decide before arrival in Hawai'i	56.9	53.0	60.6	69.5	62.9	70.1	83.3
	Decide after arrival in Hawai'i	43.1	47.0	39.4	30.5	37.1	29.9	16.7
Decide on Hilo	Decide before arrival in Hawai'i	82.6	72.6	89.1	89.3	83.0	74.2	90.5
	Decide after arrival in Hawai'i	17.4	27.4	10.9	10.7	17.0	25.8	9.5
Decide on Kona	Decide before arrival in Hawai'i	94.5	93.8	95.1	95.8	96.0	93.9	90.3
	Decide after arrival in Hawai'i	5.5	6.2	4.9	4.2	4.0	6.1	9.7
Decide on Kaua'i	Decide before arrival in Hawai'i	96.6	96.8	96.4	87.9	90.2	89.1	89.4
	Decide after arrival in Hawai'i	3.4	3.2	3.6	12.1	9.8	10.9	10.6

Table 6.9 2008 Sources of Information Used for Trip Planning
[Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Internet	75.9	77.2	74.1	57.2	82.5	76.3	67.7
Personal experience	44.8	49.5	38.4	40.1	44.8	21.5	30.9
Friends/relatives	34.2	31.7	37.6	24.0	37.7	27.9	25.4
Travel agents	21.9	16.8	29.0	65.8	35.1	51.9	74.6
Airlines	24.2	24.0	24.5	11.4	21.2	17.1	14.5
Hotels/resorts	22.6	20.7	25.2	10.7	17.0	17.2	19.4
Books	19.4	16.3	23.7	33.4	19.6	36.3	15.4
Hawai'i Visitors & Convention Bureau	10.3	8.1	13.3	11.7	14.1	9.8	7.8
Magazines	7.6	5.8	10.1	35.9	9.1	9.9	6.9
Wholesalers	7.4	7.1	7.9	17.0	7.7	10.5	2.6
Information - None	3.2	3.0	3.5	2.2	2.2	1.5	0.6
Newspapers	1.4	1.2	1.8	1.9	2.2	3.1	2.9

Table 6.10 2008 Sources of Information Used for Trip Planning – U.S. Total
[Percentage of 2008 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	75.9	79.9	77.8	80.3	79.2	69.6	77.4	75.4
Personal experience	44.8	24.8	50.6	34.2	43.2	48.8	5.1	58.1
Friends/relatives	34.2	51.9	31.6	47.8	33.6	29.0	57.4	26.4
Travel agents	21.9	31.3	23.7	16.1	20.7	23.2	29.8	19.3
Airlines	24.2	12.1	24.4	18.1	24.2	27.8	18.2	26.2
Hotels/resorts	22.6	20.6	23.6	16.7	24.4	23.1	22.1	22.8
Books	19.4	34.2	19.2	25.6	20.5	14.5	29.3	16.1
Hawai'i Visitors & Convention Bureau	10.3	14.8	10.4	10.1	12.4	8.1	14.1	9.0
Magazines	7.6	13.5	8.3	5.0	7.8	7.5	10.1	6.8
Wholesalers	7.4	10.2	7.3	4.8	8.1	7.7	10.6	6.4
Information - None	3.2	2.3	2.9	3.8	3.0	3.5	4.3	2.9
Newspapers	1.4	1.1	2.4	1.0	1.3	1.1	1.9	1.3

Table 6.11 2008 Sources of Information Used for Trip Planning – U.S. West
[Percentage of 2008 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	77.2	74.4	78.7	82.7	80.0	72.2	78.3	77.1
Personal experience	49.5	32.1	54.3	37.1	47.4	53.7	8.1	56.5
Friends/relatives	31.7	54.1	29.7	45.2	31.8	26.3	65.5	26.0
Travel agents	16.8	16.3	21.6	11.0	15.2	16.8	17.0	16.7
Airlines	24.0	15.1	24.9	18.5	23.4	26.6	15.7	25.4
Hotels/resorts	20.7	28.3	23.2	13.3	20.6	21.3	19.1	21.0
Books	16.3	33.8	16.1	23.2	16.7	12.1	29.4	14.0
Hawai'i Visitors & Convention Bureau	8.1	21.8	8.8	7.0	9.6	5.7	13.8	7.1
Magazines	5.8	7.7	7.0	5.4	5.5	5.2	6.9	5.6
Wholesalers	7.1	8.8	8.0	4.6	8.4	6.1	7.7	7.0
Information - None	3.0	5.4	2.9	1.9	2.7	3.5	3.8	2.8
Newspapers	1.2	1.7	1.9	1.0	1.1	0.8	2.3	1.0

Table 6.12 2008 Sources of Information Used for Trip Planning – U.S. East
[Percentage of 2008 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	74.1	83.6	76.1	77.4	78.3	66.1	76.9	72.2
Personal experience	38.4	19.7	43.6	30.7	38.1	42.0	3.6	61.1
Friends/relatives	37.6	50.4	35.1	50.9	35.8	32.8	53.3	27.4
Travel agents	29.0	41.5	27.8	22.1	27.4	32.2	36.3	24.2
Airlines	24.5	10.0	23.5	17.7	25.2	29.5	19.4	27.8
Hotels/resorts	25.2	15.4	24.3	20.7	29.0	25.7	23.6	26.3
Books	23.7	34.6	25.2	28.6	25.1	17.9	29.3	20.1
Hawai'i Visitors & Convention Bureau	13.3	9.9	13.5	13.8	15.8	11.3	14.3	12.7
Magazines	10.1	17.5	10.9	4.5	10.5	10.7	11.7	9.1
Wholesalers	7.9	11.1	5.9	5.0	7.8	9.8	12.1	5.2
Information - None	3.5	0.2	2.9	6.1	3.3	3.4	4.5	2.9
Newspapers	1.8	0.7	3.4	1.0	1.7	1.5	1.7	1.8

Table 6.13 2008 Sources of Information Used for Trip Planning – Japan
[Percentage of 2008 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Travel agents	65.8	91.0	62.2	71.4	60.2	60.4	78.3	59.6
Internet	57.2	54.0	69.4	64.8	61.6	42.6	51.9	59.8
Personal experience	40.1	16.5	49.2	32.6	45.1	43.3	3.6	58.3
Magazines	35.9	41.8	43.7	40.1	38.5	24.0	37.4	35.1
Books	33.4	41.9	37.2	39.8	35.2	22.6	38.7	30.8
Friends/relatives	24.0	39.4	21.4	34.6	19.3	18.1	38.4	16.8
Wholesalers	17.0	14.7	16.3	18.6	16.3	17.9	17.4	16.7
Hawai'i Visitors & Convention Bureau	11.7	7.2	14.6	14.1	12.6	9.7	8.7	13.2
Airlines	11.4	7.2	13.9	10.1	13.1	10.9	8.6	12.8
Hotels/resorts	10.7	5.8	17.8	8.0	12.3	8.5	7.6	12.3
Information - None	2.2	0.1	1.5	2.4	2.2	3.2	1.8	2.3
Newspapers	1.9	0.3	1.7	1.3	1.3	3.6	1.6	2.1

Table 6.14 2008 Sources of Information Used for Trip Planning – Canada
[Percentage of 2008 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	82.5	77.4	92.4	83.5	86.1	72.1	81.2	83.1
Personal experience	44.8	34.2	46.4	36.1	40.0	51.6	5.8	64.6
Friends/relatives	37.7	51.1	42.4	55.6	39.2	25.6	57.2	27.8
Travel agents	35.1	39.3	32.1	25.8	35.4	39.9	43.8	30.7
Airlines	21.2	14.7	18.4	20.4	22.3	23.2	16.0	23.8
Books	19.6	19.3	21.9	28.3	22.5	12.5	29.4	14.6
Hotels/resorts	17.0	19.8	15.1	17.3	20.1	15.3	13.4	18.8
Hawai'i Visitors & Convention Bureau	14.1	19.5	17.5	7.6	18.6	9.2	18.8	11.6
Magazines	9.1	9.6	8.4	12.2	11.3	6.6	12.9	7.2
Wholesalers	7.7	14.3	6.6	10.6	8.0	6.7	12.5	5.3
Information - None	2.2	0.0	0.1	1.9	3.5	3.0	2.2	2.2
Newspapers	2.2	1.9	1.9	3.0	1.1	3.0	2.8	1.8

Table 6.15 2008 Sources of Information Used for Trip Planning – Europe
[Percentage of 2008 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	76.3	74.3	76.4	88.4	80.1	62.7	76.2	76.6
Travel agents	51.9	75.0	56.2	46.4	52.0	46.7	55.6	43.8
Books	36.3	31.0	51.0	53.2	36.9	17.7	41.9	24.0
Friends/relatives	27.9	21.2	29.0	33.5	27.0	26.1	31.2	20.7
Personal experience	21.5	3.3	25.3	14.6	26.7	26.4	1.9	64.2
Hotels/resorts	17.2	14.4	30.7	16.6	18.9	11.8	14.7	22.8
Airlines	17.1	9.7	14.5	14.5	22.2	17.0	11.9	28.4
Wholesalers	10.5	7.3	4.6	14.0	8.9	12.8	10.3	11.0
Magazines	9.9	18.2	18.7	10.8	8.9	4.0	10.7	8.0
Hawai'i Visitors & Convention Bureau	9.8	4.8	22.7	8.4	10.4	7.1	10.3	8.5
Newspapers	3.1	1.8	6.9	5.2	1.6	2.2	4.2	0.9
Information - None	1.5	0.2	2.4	0.4	2.4	1.4	1.8	0.7

Table 6.16 2008 Sources of Information Used for Trip Planning – Oceania
[Percentage of 2008 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Travel agents	74.6	86.9	72.1	73.4	69.7	77.5	78.4	71.1
Internet	67.7	67.2	62.5	87.5	67.7	63.5	68.0	67.6
Personal experience	30.9	14.3	38.9	12.3	30.7	35.4	1.9	56.9
Friends/relatives	25.4	24.0	21.6	45.9	26.4	19.7	36.0	16.0
Hotels/resorts	19.4	2.4	27.7	15.2	18.1	19.1	11.4	26.6
Books	15.4	7.9	9.4	25.7	16.1	15.3	17.6	13.4
Airlines	14.5	5.4	23.5	17.4	12.4	10.8	10.0	18.5
Hawai'i Visitors & Convention Bureau	7.8	1.0	4.7	7.6	5.8	11.3	5.9	9.4
Magazines	6.9	10.1	9.0	5.9	3.9	7.3	9.8	4.3
Newspapers	2.9	2.9	2.9	3.0	3.5	2.6	3.2	2.6
Wholesalers	2.6	1.4	1.4	3.0	3.7	2.8	3.5	1.8
Information - None	0.6	0.0	0.1	1.8	1.1	0.2	1.2	0.1

Table 6.17 2008 Internet Usage for Trip Planning
[Percentage of 2008 Visitors Who Used Internet by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Make airline reservations	80.8	84.4	75.6	27.9	69.1	54.6	38.1
Rental car reservations	57.5	59.6	54.4	12.2	54.0	33.5	17.2
Find things to do	52.0	46.2	60.4	41.5	59.1	60.2	54.2
Estimate costs	52.5	52.7	52.2	17.8	58.5	47.8	55.1
Make hotel reservations	49.8	48.5	51.8	24.3	56.8	47.0	56.4
Find hotel or place to stay	42.6	39.5	47.2	67.3	54.9	57.3	74.5
Maps and directions	40.3	38.9	42.4	28.8	48.4	35.3	32.3
Find recreational activities	37.9	33.4	44.5	36.4	42.1	25.1	26.9
Locate sightseeing places	28.8	22.8	37.5	37.6	36.1	41.2	28.3
Find good restaurant	24.3	21.8	28.0	36.9	21.8	16.2	10.8
Find evening activities	12.1	10.5	14.3	3.9	13.7	9.3	13.0
Book tours and activities	10.9	8.7	14.1	1.2	7.9	7.6	3.6
Locate shopping places	8.3	7.4	9.6	42.6	14.4	11.8	18.8

Table 6.18 2008 Usage of Travel Agent by MMA
[Percentage of 2008 Visitors Who Used Travel Agents by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Make airline reservations	79.6	80.6	78.7	78.3	84.3	84.6	92.4
Make hotel arrangements	65.0	59.4	69.5	82.4	60.2	64.0	70.2
Make rental car reservations	51.3	57.4	46.3	6.3	35.2	31.9	5.4
Help in choosing the airline	40.6	36.7	43.8	42.1	53.1	52.7	47.9
Help in purchasing your packages	17.0	12.6	20.6	36.2	8.7	7.2	18.3
Help in planning activities	16.2	13.5	18.4	32.4	8.2	10.0	12.2
Help in deciding travel to Hawai'i	7.4	4.4	9.8	9.9	7.1	10.2	9.3

7. SAFETY ISSUES AND OTHER NUISANCES

SAFETY ISSUES AND OTHER NUISANCES

The safety of Hawai'i's visitors is very important to the State of Hawai'i and industry partners. Therefore, the 2008 Visitor Satisfaction Survey questionnaire also asked visitors if they had experienced any adversity or safety issues while in Hawai'i. Overall, more than four out of five visitors experienced no problems while in Hawai'i. Also, there was no significant difference between lifestyle/lifestages or visitation status due to low issue and nuisance incidence.

- In general, the most common issues were visitors experiencing severe weather/natural calamities and drug dealers (approximately one out of twenty).
- Japan visitors were the least prone to encounters with drug dealers (1%).
- Visitors from Oceania were the least likely to experience a problem on their trip (6.3% of visitors).
- A small number of Europe (2.8%) and Oceania (2.1%) respondents were solicited by prostitutes.

Table 7.1 2008 Issues and Other Nuisance [Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
no problems	89.3	89.2	89.3	89.6	86.9	90.2	93.7
severe weather/natural calamities	4.0	4.4	3.5	7.0	5.5	3.5	0.8
drug dealers	2.9	2.4	3.6	1.0	3.8	3.5	2.5
solicited by prostitutes	1.4	1.4	1.3	0.6	1.1	2.8	2.1
wallet stolen	1.0	1.1	0.9	1.2	0.7	1.3	0.2
parking ticket	1.5	1.6	1.5	0.9	1.7	0.7	0.4
violence	1.0	0.7	1.3	0.6	0.8	0.8	0.9
car vandalized	0.7	0.7	0.8	0.3	0.8	0.3	0.1
room vandalized	0.2	0.4	0.0	0.2	0.3	0.3	0.2

Table 7.2 2007 Issues and Other Nuisance [Percentage of Visitors by MMA]

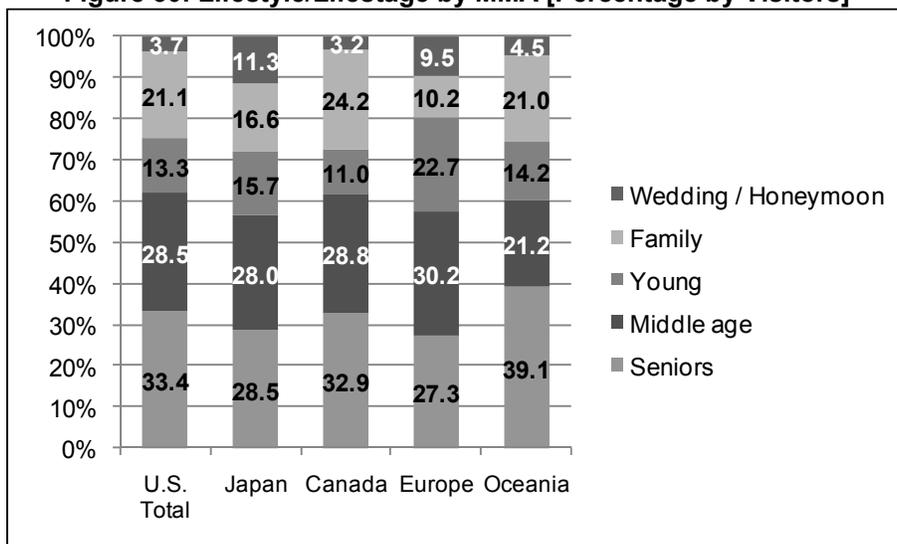
	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
no problems	88.3	87.6	89.4	90.7	86.4	89.7
severe weather/natural calamities	5.2	5.7	4.4	5.6	7.1	4.3
drug dealers	1.9	1.7	2.1	1.4	2.9	2.2
solicited by prostitutes	1.5	1.5	1.4	0.6	1.5	2.3
wallet stolen	1.3	1.4	1.2	1.3	1.2	1.6
parking ticket	1.5	1.5	1.7	0.5	0.8	1.0
car vandalized	1.4	1.5	1.1	0.3	1.2	1.2
violence	1.0	1.3	0.6	0.7	0.8	0.8
room vandalized	0.1	0.1	0.0	0.1	0.3	0.1

8. VISITOR PROFILE

2008 VISITOR PROFILE

Lifestyle/Lifestage* Segments and Visitation Status (Table 8.1)

Figure 30: Lifestyle/Lifestage by MMA [Percentage by Visitors]



U.S.

- Slightly fewer compared to 2007, 2.6 percent of U.S. West respondents and 5.1 percent of U.S. East respondents were categorized as the Wedding/Honeymoon segment.
- Middle Age (28.5%) and Seniors (33.4%) made up the majority of U.S. visitor respondents.
- The Family segment comprised 21.1 percent of U.S. visitor respondents while the Young segment accounted for 13.3 percent.
- The majority of U.S. East (60.4%) and U.S. West (85.4%) respondents were mainly Repeat visitors.

Japan

- In 2008, 16.6 percent of Japan respondents were categorized as Family and 11.3 percent were classified as the Wedding/Honeymoon segment.
- More than a quarter of Japan visitors comprised Middle Age (28%) and Senior (28.5%) respondents.
- Two-thirds (66.6%) were Repeat Visitors.

Canada

- One-third of Canada respondents were Seniors (32.9%) while 28.8 percent were Middle Age and 24.2 percent were Family respondents.
- In 2008, there were more Repeat respondents (66.5%) compared to First-timers (33.5%).

* For definition see page 165

Europe

- There were more Middle Age (30.2%) than Senior (27.3%) respondents from Europe while one out of ten were part of the Wedding/Honeymoon (9.5%) and Family segment (10.2%).
- Europe visitor respondents were mostly First-timers (68.6%).

Oceania

- The Senior segment represented two-fifths (39.1%) of Oceania respondents while Middle Age (21.2%) and Family (21%) comprised one-fifth.
- Oceania comprised more Repeat (52.7%) than First-time (47.3%) respondents in 2008.

Employment, Income and Education (Tables 8.2 to 8.10)

U.S. West

- Seven out of ten (70%) U.S. West respondents worked, a decrease from 74.3 percent in 2007. At the same time 19.5 percent had retired, an increase from 15.2 percent from the previous year.
- Survey results for 2008 showed that approximately 12.9 percent of U.S. West respondents reported annual household income of less than \$50,000.
- U.S. West respondents with household income from \$70,000 to \$124,999 comprised the largest group of respondents (32.7 %).
- In addition, 31 percent of U.S. West respondents reported annual household income of \$150,000 or more, an increase from 25.4 percent in 2007.
- More than half (58.6%) of the respondents have some college or college degrees, 31.9 percent have post graduate degrees, and 6.9 percent were high school graduates.

U.S. East

- The percentages of working, retirees, homemakers, and students respondents were not much different than the respondents from the U.S. West. The majority (70.7%) of the respondents work, 19.5 percent had retired while 7.7 percent were homemakers and/or students.
- Survey results for 2008 showed that 16.2 percent of U.S. East respondents reported annual household income of less than \$50,000.
- U.S. East visitors with household income from \$70,000 to \$124,999 comprised the largest group of respondents (37%).
- In addition, 28 percent of U.S. East respondents reported annual household income of \$150,000 or more, compared to 24.6 percent in 2007.
- Similar to the U.S. West, 59.1 percent of the respondents have some college or college degrees, 30.3 percent have post graduate degrees, and 8.3 percent were high school graduates.

Japan

- Three out of five (62%) respondents worked for a living, however there were more homemakers (21%) and fewer retirees (8.2%) compared to other visitor markets.
- More than one-third (37%) of the respondents from Japan reported annual household income of less than 5 million yen (approximately \$48,500 U.S.).

- Respondents with income between 5 million yen (approximately \$48,500 U.S.) and 9.99 million yen (approximately \$97,000 U.S.) accounted for 36.2 percent of Japan visitors surveyed.
- One out of ten (9.8%) respondents who visited Hawai'i reported annual household income of 15 million yen (approximately \$145,500 U.S.) or more.
- More than half (55.5%) have some college or college degrees, 3.7 percent have post graduate degrees, and a larger percentage (28.9%) were high school graduates in contrast to their counterparts from other visitor markets.

Canada

- The majority (67.6%) of Canada respondents worked, a 6.5 percentage point decrease compared to 2007. Homemaker and/or students comprised 7.1 percent of the respondents. More retirees (22.6%) from Canada responded to the survey in 2008 compared to 2007 (16.6%).
- The share of the Canada respondents surveyed that have an annual household income of less than \$50,000 was 16.3 percent in 2008.
- Canada respondents with income levels between \$70,000 and \$124,999 comprised the largest (37.2%) while 22.8 percent of the respondents reported annual household income of \$150,000 or more.
- More than half (53.6%) of the respondents have some college or college degrees, 4.4 percentage points lower compared to 2007. One-fifth (20.3%) have post graduate degrees and 13.6 percent were high school graduates.

Europe

- Seven out of ten (71.8%) Europe visitors surveyed worked, compared to eight out of ten (79.7%) in 2007. A slightly larger proportion of respondents were students (5.3%) compared to the other markets.
- More than a quarter (29.2%) of the Europe visitors surveyed reported annual household income of \$50,000 or less.
- Those with incomes between \$70,000 and \$124,999 accounted for the largest share (32.8 %) while 18.6 percent of the Europe respondents reported annual household income of \$150,000 or more.
- Several (42.6%) respondents have some college or college degrees, 24.9 percent have post graduate degrees while 14.1 percent were high school graduates.

Oceania

- More than three-fifths (67.5%) of Oceania respondents worked, 22.4 percent were retirees while 6.9 percent were homemakers and/or students.
- More than a quarter (26.7%) of the Oceania visitors surveyed reported annual household income of \$50,000 or less.
- Oceania respondents with incomes between \$50,000 and \$99,999 comprised the largest share (37.6%) while 14.5 percent of the respondents reported annual household income of \$150,000 or more.
- Several (41.4%) respondents have some college or college degrees, 13.8 percent have post graduate degrees while 24.2 percent were high school graduates.

Other Visitor Characteristics (Tables 8.11 to 8.14 and 8.19)

U.S. West

- Over half (55.9%) of the U.S. West visitors who responded to the 2008 survey were female and 44.1 percent were male. The median age was 51 years old. Most of the U.S. West respondents (86.8%) had traveled on vacation more than 500 miles from home in the past three years, 9.2 percentage points lower compared to 2007. More than half (54.7%) had visited California, 46 percent visited Las Vegas, and 29.7 percent had visited Mexico in the last three years.
- Half (49.6%) of the respondents had friends or relatives in Hawai'i while 10.5 percent had lived in Hawai'i before. The share of respondents who owned timeshare property in Hawai'i was 12.1 percent while 5.1 percent owned other types of property in the islands.
- Even though 61.5 percent of the U.S. West respondents stayed in a hotel on O'ahu, one-fifth (20%) of O'ahu visitors stayed at a friend's or family's home. The proportion of U.S. West respondents who stayed in a hotel on O'ahu decreased, compared to 66 percent in 2007; while the share of U.S. West visitors who stayed in a condo on O'ahu increased to 11.5 percent from 6.9 percent in 2007.
- More U.S. West respondents stayed in timeshare properties on Maui (23%, +5.6 percentage points), Hawai'i Island (20.2%, +6.2 percentage points), and Kaua'i (35.1%, +8.5 percentage points) compared to 2007.
- On Maui more U.S. West respondents stayed in condos (37.7%) than in hotels (31.4%).

U.S. East

- Similar to U.S. West visitors, over half (55.3%) of the U.S. East visitors who responded to the 2008 survey were females and 44.7 percent were male. The median age was 50 years.
- The majority (83.2%) of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years, a decrease compared to 94.1 percent in 2007. Less than half (46.3%) had been to Florida and over one quarter (27.2%) had been to the Caribbean in the past three years. The proportion of U.S. East respondents who had been to California (43.9%, +5.4 percentage points), Las Vegas (37.4%, +4.9 percentage points), and Europe (29.9%, +5 percentage points) in the past three years increased compared 2007.
- A few (6.5%) of the respondents had previously lived in Hawai'i, 35.3 percent had friends or relatives here while 6.7 percent own timeshare property in the islands.
- On O'ahu, most U.S. East visitors who responded stayed in hotels (69.3%).
- The share of U.S. East respondents who stayed in hotels on Maui (46.4%, +8 percentage points), Hawai'i Island (47.7%, +4.9 percentage points), and Kaua'i (36.2%, +5 percentage points) increased compared to 2007.

Japan

- There were more females than males among Japan visitors who responded to the survey, 55.4 percent to 44.6 percent, respectively. In contrast to U.S. visitors surveyed, the median age was slightly younger at 45 years old.
- Seven out of ten (70.3%) of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years. Many (23%) had visited Korea, 20.3 percent had visited Guam/Saipan, 20 percent had visited Other Asian countries, and 17.2 percent

had visited China in the past three years. Many Japan respondents (21.4%) also had been to Europe.

- Few (1.9%) Japan respondents had lived in Hawai'i before, owned timeshare property in Hawai'i (5.3%), or had friends or relatives in the islands (17%) compared to U.S. visitors.
- Japan respondents mainly stayed in hotels while on O'ahu (87%), Maui (63.7%), Hawai'i Island (83.1%), and Kaua'i (64.3%).
- The share of Japan respondents who stayed in hotels on Maui (-7.2 percentage points) decreased compared to 2007 while the share of visitors who stayed in condos on Maui increased (+9.5 percentage points).
- More Japan respondents (18%, +5 percentage points) who visited Kaua'i also chose to stay in condos compared to the previous year.

Canada

- There were slightly more female respondents (51.2%) than male respondents (48.8%) among Canada respondents surveyed in 2008. The media age was 50 years old.
- Over four-fifths (88.8%) of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years, 6.8 percentage points lower compared to 2007. Many Canada respondents had traveled to California (35.5%), Europe (26.7%), or around Canada (50.3%) in the past three years. More Canada respondents had been to Las Vegas (35.2%, +6.5 percentage points), around Canada (+5 percentage points), and Mexico (30.7%, +3.9 percentage points) in the past three years compared to 2007; while fewer had been to Europe (26.7%, -5.3 percentage points).
- Only 1.6 percent had lived in Hawai'i before; 5.1 percent own timeshare property in the islands and 19.4 percent had friends or relatives in Hawai'i.
- Canada respondents preferred hotels on O'ahu (68.5%) and Hawai'i Island (36.5%) but used condos while on Maui (47.6%) and Kaua'i (25.8%). More Canada respondents stayed in condos on Maui (+12.9 percentage points) and Kaua'i (+9.6 percentage points) compared to 2007.
- The proportion of Canada respondents who stayed in hotels on Hawai'i Island (+10.2 percentage points) and Kaua'i (24.1%, +6.8 percentage points) also increased compared to the previous year.

Europe

- In contrast to U.S., Japan, or Canada respondents, there were more male (57.1%) respondents from Europe compared to female (42.9%). The median age was 44 years old.
- Most of the respondents (86.5%) had taken a long distance trip of more than 500 miles from their homes in the past three years, 11.1 percentage points lower compared to 2007. In the past three years, 44.3 percent visited California and 30.3 percent visited Las Vegas while 76.7 percent preferred to tour around Europe. More Europe visitors had been to Thailand (14.4%, +5 percentage points) in the past three years compared to 2007.
- One-fifth (21.5%) of respondents in 2008 have friends or relatives in Hawai'i and 2.2 percent had lived in Hawai'i before. Less than 1 percent (0.8%) own timeshare property in the islands while only 0.1 percent own other types of property in Hawai'i.
- Europe respondents mainly used hotels they visited the islands; 79.9 percent on O'ahu, 48.5 percent on Maui, 59.9 percent on Hawai'i Island, and 50.4 percent on Kaua'i. Some stayed in condos while visiting Maui (18.8%).

Oceania

- Three out of five (60.2%) respondents from Oceania were females while two out of five (39.8) were males in 2008. Compared to other visitor markets, the median age was higher at 53 years old.
- Most Oceania respondents (83.8%) had taken a long distance trip of more than 500 miles from their homes in the past three years. Many Oceania respondents visited California (46.1%), Other Asian countries (31.2%), Australia (38.7%), Europe (40%), and Canada (20.9%) in the past three years.
- A few respondents (9.9%) had friends or relatives in Hawai'i and 0.4 percent had lived in Hawai'i before. Only 0.5 percent own timeshare property in the islands while only 0.1 percent own other types of property in Hawai'i.
- Oceania respondents were more likely to stay in hotels on O'ahu (91.4%) and Hawai'i Island (48.6%) while visitors to Kaua'i (66.3%) were more likely to stay on a cruise ship.
- In addition, many Oceania respondents who visited Maui (38.4%) and Hawai'i Island (33.6%) stayed overnight on a cruise ship in 2008.

Primary Purpose of Trips (Table 8.15)

U.S.

- The majority of U.S. West (65.8%) and U.S. East (57.4%) visitors surveyed in 2008 listed vacation as the primary reason for coming to the islands.
- Other reasons for U.S. respondents to visit Hawai'i were to visit friends/relatives (10% U.S. West and 11% U.S. East), attend business meetings/conduct business (5.3% U.S. West and 7.2% U.S. East), attend a convention/conference/seminar (2.9% U.S. West and 5.6% U.S. East), celebrate an anniversary/birthday (3.9% U.S. West and 4.7% U.S. East), or attend/participate in wedding (4.4% U.S. West and 3% U.S. East).

Japan

- Vacation was the primary reason for 63.2 percent of Japan respondents to visit Hawai'i.
- In addition, 8.3 percent of Japan respondents listed honeymoon, 6.9 percent to attend/participate in wedding, 3.8 percent for shopping/fashion, and 3.3 percent for sports as other primary reasons for visiting.

Canada

- Four out of five (80.5%) of Canada respondents, indicated that vacation was their primary reason for coming to the islands.
- Other significant reasons were to attend a convention/conference/seminar (3.7%), to visit friends/relatives (3%), and to celebrate an anniversary/birthday (2.9%).

Europe

- Vacation was also the primary reason for 70.2 percent of the Europe respondents to visit Hawai'i.
- In addition, 8.1 percent came to honeymoon. 6.8 percent visited friends/relatives. and 5.1 percent attended a convention/conference/seminar.

Oceania

- Oceania respondents' primary purpose to visit Hawai'i was to vacation (83.8%).
- Honeymoon (3.9%) and visit friends/relatives (3.5%) were other significant reasons Oceania respondents came to Hawai'i.

Secondary Purpose of Trips (Table 8.16)

U.S.

- Another 42.8 percent of U.S. West and 48.6 percent of U.S. East surveyed in 2008 listed vacation as their secondary purpose of trip.
- Other secondary reasons to come to Hawai'i were to visit friends/relatives (22.7% U.S. West and 16.9% U.S. East), to celebrate an anniversary/birthday (11.7% U.S. West and 12.9% U.S. East), and to attend a business meetings/conduct business (5% U.S. West and 2.4% U.S. East).

Japan

- Shopping/fashion was the prevailing secondary purpose of trip among 45.3 percent of the Japan respondents.
- Vacation (24%) was the next secondary purpose of the trip among the respondents. In addition, 4.6 percent visited friends/relatives, 3.5 percent celebrated an anniversary/birthday, 3.4 percent honeymooned, and 3 percent attended/participated in wedding.

Canada

- Two-fifths (40.7 %) of the Canada respondents indicated that vacation was their secondary purpose for coming to Hawai'i.
- Other secondary purposes of trips were to visit friends/relatives (17.2%), celebrate an anniversary/birthday (15.5%), and shopping/fashion (5.8%).

Europe

- Similarly, vacation was the secondary purpose of trip for 46 percent of the Europe visitors surveyed.
- In addition, 13.9 percent celebrated an anniversary/birthday, 12.8 percent visited friends/relatives, 6.4 percent came for shopping and fashion, and 3.2 honeymooned.

Oceania

- Vacation was also the secondary purpose of trip for 36.4 percent of the Oceania visitors surveyed while 30.2 percent was for the shopping and fashion.
- Other secondary purposes were to visit friends/relatives (6.8%) and celebrate an anniversary/birthday (3.5%).

Travel Companions (Table 8.17)

U.S. Visitors

- U.S. West and U.S. East respondents in 2008 traveled to the islands with their spouses (69.8% U.S. West and 70.8% U.S. East), with other adult family members (29.8% U.S. West and 29.1% U.S. East), and with children (27.2% U.S. West and 19.8% U.S. East).
- Additionally, 20.9 percent of U.S. West and 21 percent of U.S. East visitors came with friends/business associates, while 11 percent of U.S. West and 11 percent of U.S. East visitors came alone.

Japan Visitors

- More than three out of five (63.1%) Japan visitors surveyed came with their spouses; 31.6 percent were with other adult family members and 18.4 percent were with children.
- Similar to U.S. visitors, 20.8 percent of Japan visitors surveyed traveled with friends or business associates but fewer came by themselves (5.8%).

Canada Visitors

- A larger percentage of the Canada visitors surveyed came with their spouses (75.7%) compared to respondents from U.S. West, U.S. East, Japan, and Europe.
- Similar to U.S. West visitors, 29.3 percent were with other adult family members, 26 percent with children, and 20.2 percent with friends or business associates.

Europe Visitors

- More than half (58.1%) of the Europe respondents traveled to Hawai'i with their spouses while 22.9 percent came with friends or business associates, 17.2 percent with other adult family members, and 12 percent with children.
- A higher percentage of Europe visitors surveyed traveled with their girlfriends or boyfriends (15.1%) compared to respondents from the other visitor markets.

Oceania Visitors

- The majority (72.7%) of Oceania respondents came to Hawai'i with their spouse while 24.9 percent came with children, 23.3 percent with other adult family members, and 20.5 with friends or business associates.

**Table 8.1 Lifestyle/Lifestage and Visitation Status
[Percentage of 2008 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
LIFESTYLE/LIFESTAGE SEGMENTS							
Wedding / Honeymoon	3.7	2.6	5.1	11.3	3.2	9.5	4.5
Family	21.1	24.0	17.2	16.6	24.2	10.2	21.0
Young	13.3	12.6	14.3	15.7	11.0	22.7	14.2
Middle age	28.5	27.1	30.5	28.0	28.8	30.2	21.2
Seniors	33.4	33.7	32.9	28.5	32.9	27.3	39.1
VISITATION STATUS							
First timers	25.2	14.6	39.6	33.4	33.5	68.6	47.3
Repeat visitors	74.8	85.4	60.4	66.6	66.5	31.4	52.7

Table 8.2 Income Level – U.S. Total [Percentage of 2008 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.2	1.6	1.0	1.1	1.9
\$15,000 - \$24,999	1.6	1.9	1.2	1.5	1.1
\$25,000 - \$29,999	1.7	2.5	1.1	1.0	2.2
\$30,000 - \$34,999	2.3	2.8	1.8	2.3	2.4
\$35,000 - \$39,999	2.1	2.2	2.2	1.9	1.7
\$40,000 - \$44,999	2.6	3.1	3.5	3.2	2.2
\$45,000 - \$49,999	2.8	3.4	2.7	2.0	3.0
\$50,000 - \$69,999	12.3	13.3	10.4	11.7	12.7
\$70,000 - \$99,999	19.0	21.6	20.5	16.8	17.1
\$100,000 - \$124,999	15.5	15.0	16.0	16.2	18.4
\$125,000 - \$149,999	9.2	8.1	9.7	10.4	8.7
\$150,000 - \$199,999	11.4	10.8	13.6	12.3	9.5
\$200,000 or more	18.3	13.7	16.2	19.5	19.2

Table 8.3 Income Level – U.S. West [Percentage of 2008 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.1	1.6	0.7	1.0	2.6
\$15,000 - \$24,999	1.9	2.7	1.4	1.8	1.4
\$25,000 - \$29,999	1.5	2.4	0.8	1.2	2.3
\$30,000 - \$34,999	1.9	2.0	1.8	2.1	1.7
\$35,000 - \$39,999	2.3	2.4	2.1	1.6	2.2
\$40,000 - \$44,999	1.7	1.9	2.3	1.6	0.7
\$45,000 - \$49,999	2.5	2.9	3.0	1.8	1.6
\$50,000 - \$69,999	13.1	13.7	11.1	13.0	12.3
\$70,000 - \$99,999	17.5	20.8	21.0	15.5	14.3
\$100,000 - \$124,999	15.2	15.5	13.9	15.6	19.7
\$125,000 - \$149,999	10.3	8.9	10.3	11.5	10.3
\$150,000 - \$199,999	12.0	11.9	14.2	13.3	10.0
\$200,000 or more	19.0	13.3	17.5	20.2	21.0

Table 8.4 Income Level – U.S. East [Percentage of 2008 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.3	1.6	1.3	1.1	1.1
\$15,000 - \$24,999	1.1	1.1	1.0	1.2	0.8
\$25,000 - \$29,999	2.0	2.5	1.4	0.9	2.1
\$30,000 - \$34,999	2.8	3.7	1.8	2.5	3.0
\$35,000 - \$39,999	1.9	2.0	2.4	2.3	1.3
\$40,000 - \$44,999	3.9	4.4	5.0	5.6	3.8
\$45,000 - \$49,999	3.2	3.8	2.4	2.3	4.4
\$50,000 - \$69,999	11.3	12.9	9.6	10.0	13.0
\$70,000 - \$99,999	21.1	22.3	19.9	18.5	19.8
\$100,000 - \$124,999	15.9	14.5	18.6	17.1	17.1
\$125,000 - \$149,999	7.7	7.2	9.0	8.9	7.1
\$150,000 - \$199,999	10.6	9.7	12.9	10.9	9.1
\$200,000 or more	17.4	14.2	14.6	18.7	17.3

Table 8.5 Income Level – Japan [Percentage of 2008 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME in 10,000 Japanese Yen					
150 or less	3.6	3.6	5.8	4.2	3.0
150 - 249.999	4.5	4.4	2.4	4.6	4.4
250 - 299.999	5.6	5.7	1.6	3.8	4.9
300 - 349.999	5.5	5.6	3.2	3.0	4.9
350 - 399.999	5.3	5.2	5.4	5.5	7.2
400 - 449.999	5.4	5.4	6.1	3.6	5.4
450 - 499.999	7.1	7.2	4.0	4.5	6.2
500 - 699.999	16.4	16.4	23.5	18.9	15.8
700 - 999.999	19.8	19.8	16.8	20.7	18.1
1,000 - 1,249.999	11.1	11.0	8.0	10.0	12.4
1,250 - 1,499.999	5.9	5.8	7.9	8.5	5.6
1,500 - 1,999.999	5.2	5.1	11.5	8.3	6.2
2,000 or more	4.6	4.6	3.8	4.5	5.8

Table 8.6 Income Level – Canada [Percentage of 2008 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.2	1.4	1.0	0.8	0.7
\$15,000 - \$24,999	1.4	1.7	1.2	0.8	2.0
\$25,000 - \$29,999	2.0	2.3	1.8	2.4	1.6
\$30,000 - \$34,999	2.1	2.4	2.5	1.6	2.7
\$35,000 - \$39,999	3.2	3.2	1.8	3.0	2.2
\$40,000 - \$44,999	2.3	2.7	2.4	1.8	2.5
\$45,000 - \$49,999	4.1	5.1	4.6	5.2	4.3
\$50,000 - \$69,999	13.6	14.8	13.0	13.0	13.6
\$70,000 - \$99,999	19.2	19.5	18.8	17.1	18.5
\$100,000 - \$124,999	18.0	18.8	23.5	20.9	19.6
\$125,000 - \$149,999	10.1	9.5	8.0	10.4	10.0
\$150,000 - \$199,999	9.6	8.7	8.5	8.5	10.1
\$200,000 or more	13.2	10.0	12.9	14.7	12.2

Table 8.7 Income Level – Europe [Percentage of 2008 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	3.7	3.3	3.4	2.8	2.1
\$15,000 - \$24,999	2.8	2.5	1.2	3.0	3.7
\$25,000 - \$29,999	4.2	4.5	3.2	2.5	6.7
\$30,000 - \$34,999	5.7	6.7	3.3	2.5	1.5
\$35,000 - \$39,999	2.7	2.4	3.0	3.7	2.8
\$40,000 - \$44,999	5.7	6.7	6.9	4.1	6.7
\$45,000 - \$49,999	4.4	4.7	3.6	6.6	6.5
\$50,000 - \$69,999	12.6	12.4	12.2	14.2	12.2
\$70,000 - \$99,999	17.2	18.1	23.5	13.5	18.0
\$100,000 - \$124,999	15.6	17.1	13.3	12.8	9.7
\$125,000 - \$149,999	6.9	6.5	8.7	9.1	8.1
\$150,000 - \$199,999	8.0	6.8	6.6	10.5	9.7
\$200,000 or more	10.6	8.2	11.0	14.7	12.0

Table 8.8 Income Level – Oceania [Percentage of 2008 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	0.9	0.7	1.4	0.9	0.8
\$15,000 - \$24,999	2.5	2.2	4.5	2.7	3.7
\$25,000 - \$29,999	2.8	3.0	1.1	2.3	1.7
\$30,000 - \$34,999	1.9	1.9	2.9	1.3	1.5
\$35,000 - \$39,999	7.3	7.7	34.1	17.4	20.4
\$40,000 - \$44,999	5.1	5.3	3.4	1.2	3.7
\$45,000 - \$49,999	6.2	6.5	1.8	2.8	3.3
\$50,000 - \$69,999	17.4	17.7	15.8	12.5	15.7
\$70,000 - \$99,999	20.2	20.5	7.7	15.7	17.0
\$100,000 - \$124,999	14.7	15.0	13.7	12.8	12.9
\$125,000 - \$149,999	6.5	6.5	4.5	8.8	5.8
\$150,000 - \$199,999	5.9	5.9	3.8	4.8	5.5
\$200,000 or more	8.6	7.1	5.3	16.9	7.9

Table 8.9 Employment [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
EMPLOYMENT STATUS							
Working	70.3	70.0	70.7	62.0	67.6	71.8	67.5
Retired	19.5	19.5	19.5	8.2	22.6	17.0	22.4
Student	2.4	2.4	2.4	1.3	2.4	5.3	1.5
Homemaker	5.7	6.0	5.3	21.0	4.7	2.2	5.4
Other	2.1	2.1	2.0	7.6	2.7	3.7	3.2

Table 8.10 Education [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
HIGHEST LEVEL OF SCHOOL							
No high school	0.1	0.2	0.0	1.2	0.8	2.8	0.1
Some high school	0.2	0.3	0.2	1.1	3.0	8.2	9.3
High school grad	7.5	6.9	8.3	28.9	13.6	14.1	24.2
Some college	15.1	15.3	14.8	1.5	15.3	13.4	10.7
2-year degree	9.0	8.3	10.0	15.9	9.7	4.9	4.7
4-year degree	34.7	35.0	34.3	38.1	28.6	24.3	26.0
Post grad degree	31.2	31.9	30.3	3.7	20.3	24.9	13.8
Vocational/technical	2.1	2.1	2.2	9.6	8.8	7.4	11.2

Table 8.11 Gender and Age [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
GENDER							
Male	44.3	44.1	44.7	44.6	48.8	57.1	39.8
Female	55.7	55.9	55.3	55.4	51.2	42.9	60.2
AGE							
Median (Years)	50.0	51.0	50.0	45.0	50.0	44.0	53.0

Table 8.12 Relationship with Hawai'i [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
LIVED IN HAWAI'I BEFORE							
Yes	8.8	10.5	6.5	1.9	1.6	2.2	0.4
No	91.2	89.5	93.5	98.1	98.4	97.8	99.6
HAVE FRIENDS AND/OR RELATIVES IN HAWAI'I							
Yes	43.5	49.6	35.3	17.0	19.4	21.5	9.9
No	56.5	50.4	64.7	83.0	80.6	78.5	90.1
DO YOU OWN PROPERTY IN HAWAI'I?							
Own time share property in Hawai'i	9.8	12.1	6.7	5.3	5.1	0.8	0.5
Own other types of property in Hawai'i	3.9	5.1	2.3	0.7	1.7	0.1	0.1
None	86.3	82.8	91.0	94.1	93.2	99.1	99.4

Table 8.13 Travel History [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
HOW MANY TRIPS HAVE YOU TAKEN IN THE PAST 3 YEARS?							
1 trip	10.4	8.8	12.6	25.6	11.0	9.3	15.5
2 to 4 trips	39.9	38.9	41.3	50.4	49.2	41.8	50.1
5 to 9 trips	29.7	30.7	28.2	18.6	25.7	26.5	20.6
10 or more trips	20.1	21.6	17.9	5.5	14.1	22.4	13.8
LONG DISTANCE TRAVEL (>500 miles from home)							
yes	85.3	86.8	83.2	70.3	88.8	86.5	83.8
no	14.7	13.2	16.8	16.8	11.2	13.5	16.2

Table 8.14 Places Visited in the Past 3 Years [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Alaska	10.1	10.1	10.0	0.6	6.7	2.9	6.4
California	50.2	54.7	43.9	7.0	35.5	44.3	46.1
Florida	32.7	23.0	46.3	2.3	23.7	22.1	11.6
Las Vegas	42.4	46.0	37.4	8.1	35.2	30.3	36.6
New York City	24.2	23.1	25.8	5.3	14.9	31.5	26.0
Other U.S.	51.7	52.5	50.6	8.1	38.7	30.9	36.4
Bali	1.3	1.7	0.8	6.5	1.9	7.3	11.0
China	4.2	5.1	2.8	17.2	3.6	8.7	7.1
Fiji	0.5	0.6	0.4	0.6	0.7	1.0	10.7
Guam/Saipan	0.8	1.0	0.5	20.3	0.4	2.3	9.2
Korea	1.5	1.8	1.0	23.0	2.2	3.9	4.9
Thailand	3.9	5.0	2.3	10.5	3.1	14.4	14.5
Other Asia	4.5	5.3	3.4	20.0	4.1	15.3	31.2
Australia	4.1	4.7	3.3	11.0	3.2	8.6	38.7
New Zealand	2.1	2.3	1.7	2.4	2.5	5.6	19.7
Europe	28.1	26.8	29.9	21.4	26.7	76.7	40.0
Canada	17.1	18.3	15.4	6.2	50.3	14.6	20.9
Caribbean	19.9	14.7	27.2	0.8	25.6	17.3	5.0
Mexico	26.2	29.7	21.4	1.6	30.7	11.2	11.0
Other	11.2	11.6	10.6	7.2	5.9	17.3	10.3

Table 8.15 Primary Purpose of Trip [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
PRIMARY PURPOSE							
Vacation	62.3	65.8	57.4	63.2	80.5	70.2	83.8
Business meeting/conduct business	6.1	5.3	7.2	1.1	1.5	1.8	0.6
Convention, conference, seminar	4.1	2.9	5.6	0.6	3.7	5.1	0.7
Incentive/reward	1.1	0.8	1.5	1.7	0.5	1.3	0.2
Visit friends/relatives	10.4	10.0	11.0	2.5	3.0	6.8	3.5
Get married	0.7	0.8	0.6	2.2	0.4	0.7	0.1
Attend/participate in wedding	3.8	4.4	3.0	6.9	1.8	1.0	1.0
Honeymoon	2.5	1.6	3.8	8.3	1.7	8.1	3.9
Anniversary/birthday	4.3	3.9	4.7	1.6	2.9	1.5	0.8
Sports event	1.1	1.5	0.5	3.3	1.2	0.8	0.1
Cultural/musical event	0.3	0.2	0.5	0.9	0.5	0.4	0.1
Medical treatment	0.1	0.0	0.2	0.1	0.0	0.0	0.0
Shopping/fashion	0.0	0.0	0.1	3.8	0.1	0.0	0.3
Other	3.2	2.7	3.9	3.9	2.2	2.4	4.6

Table 8.16 Secondary Purpose of Trip [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
SECONDARY PURPOSE							
Vacation	45.4	42.8	48.6	24.0	40.7	46.0	36.4
Business meeting/conduct business	3.9	5.0	2.4	1.3	1.4	2.5	0.3
Convention, conference, seminar	1.8	1.3	2.4	0.7	2.5	1.4	0.9
Incentive/reward	2.7	2.5	3.0	1.1	1.3	2.5	0.9
Visit friends/relatives	20.2	22.7	16.9	4.6	17.2	12.8	6.8
Get married	0.3	0.1	0.5	1.2	0.6	0.3	0.4
Attend/participate in wedding	1.1	0.9	1.3	3.0	1.0	1.2	1.3
Honeymoon	1.6	1.5	1.8	3.4	2.4	3.2	0.8
Anniversary/birthday	12.2	11.7	12.9	3.5	15.5	13.9	3.5
Sports event	1.1	1.4	0.7	2.7	1.6	0.8	2.1
Cultural/musical event	1.2	0.9	1.5	1.6	0.6	1.6	0.3
Medical treatment	0.0	0.0	0.0	0.6	0.0	0.3	0.0
Shopping/fashion	1.8	2.2	1.4	45.3	5.8	6.4	30.2
Other	6.8	7.0	6.5	7.1	9.3	7.0	16.2

Table 8.17 Companion Type [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
TRAVEL PARTY							
Spouse	70.2	69.8	70.8	63.1	75.7	58.1	72.7
With kids	24.1	27.2	19.8	18.4	26.0	12.0	24.9
Other adult family members	29.5	29.8	29.1	31.6	29.3	17.2	23.3
Friends/associates	20.9	20.9	21.0	20.8	20.2	22.9	20.5
Girl/boy friend	7.4	7.7	7.1	2.8	5.8	15.1	5.2
Same sex partner	1.6	1.5	1.7	0.6	1.5	1.8	1.0
Alone	11.0	11.0	11.0	5.8	4.9	11.8	10.9

Table 8.18 Year of Last Visit to Hawai'i [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
YEAR OF LAST VISIT TO HAWAI'I							
1990 or prior	9.5	6.8	14.6	9.6	14.1	8.7	26.7
1991-2000	13.3	10.7	18.0	17.1	19.3	14.2	23.2
2001	2.0	1.8	2.2	2.4	2.5	2.0	0.9
2002	3.4	2.9	4.3	2.9	1.7	7.4	1.0
2003	4.5	3.8	5.9	4.4	3.3	3.9	2.3
2004	5.6	5.2	6.3	5.7	5.6	9.6	7.7
2005	10.3	11.1	8.9	8.7	7.6	14.7	8.7
2006	17.4	19.0	14.3	15.1	18.1	13.2	12.7
2007	34.0	38.7	25.4	34.0	27.7	26.4	16.9

Table 8.19 Accommodation Usage by Island [Percentage of 2008 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
ACCOMMODATION ON O'AHU							
Hotel	65.6	61.5	69.3	87.0	68.5	79.9	91.4
Condo	8.7	11.5	6.1	9.7	16.4	6.4	3.0
Bed & Breakfast	1.0	1.2	0.9	0.1	1.4	1.3	0.4
Time Share	7.3	8.0	6.5	2.8	6.9	1.3	2.5
Friends or Family's Home	16.9	20.0	14.0	1.8	4.0	8.0	2.4
Home I Own	0.8	0.8	0.7	0.3	0.3	0.0	0.0
Home that I Rented	3.5	4.0	3.0	0.2	2.7	1.9	0.2
Cruise Ship	2.0	0.3	3.5	0.1	5.1	3.0	1.1
Other Accom	2.6	1.5	3.6	0.3	1.4	3.8	1.2
ACCOMMODATION ON MAUI							
Hotel	37.8	31.4	46.4	63.7	25.4	48.5	39.7
Condo	32.0	37.7	24.3	22.5	47.6	18.8	13.7
Bed & Breakfast	1.3	0.7	2.1	1.3	2.9	7.6	1.4
Time Share	17.9	23.0	11.1	4.3	10.4	2.9	3.4
Friends or Family's Home	6.7	8.5	4.3	7.0	4.3	5.4	4.0
Home I Own	1.4	1.8	0.7	0.0	0.8	0.1	0.0
Home that I Rented	1.8	1.7	2.1	0.7	5.1	3.2	0.3
Cruise Ship	6.3	1.1	13.3	2.6	12.1	12.2	38.4
Other Accom	0.7	0.6	0.8	1.7	1.3	6.1	0.9
ACCOMMODATION ON HILO							
Hotel	33.9	37.0	31.7	74.3	32.3	39.3	28.6
Condo	5.0	8.9	2.2	3.9	0.9	2.1	1.2
Bed & Breakfast	6.6	5.8	7.1	0.6	8.4	15.7	7.5
Time Share	6.0	8.0	4.6	1.1	1.3	0.4	0.0
Friends or Family's Home	14.0	23.1	7.6	6.7	2.6	8.3	3.1
Home I Own	1.1	2.5	0.0	7.2	0.1	0.2	0.0
Home that I Rented	7.2	10.1	5.1	2.2	5.6	2.0	3.2
Cruise Ship	24.0	4.8	37.6	3.5	48.1	24.2	53.7
Other Accom	6.1	5.1	6.9	3.3	4.4	11.8	6.1
ACCOMMODATION ON KONA							
Hotel	36.3	29.7	43.2	79.1	31.4	54.7	42.6
Condo	21.7	29.3	13.9	10.2	23.0	9.3	5.8
Bed & Breakfast	1.4	0.8	2.0	1.4	2.9	9.4	4.3
Time Share	18.0	21.7	14.2	7.9	13.3	1.8	4.2
Friends or Family's Home	9.6	11.6	7.5	1.4	7.3	2.0	2.3
Home I Own	0.7	1.2	0.1	0.5	0.9	0.0	0.0
Home that I Rented	5.5	9.2	1.7	0.3	5.7	3.3	1.2
Cruise Ship	10.5	0.9	20.3	0.9	20.5	15.9	37.0
Other Accom	2.0	2.4	1.5	0.7	2.3	7.8	3.4
ACCOMMODATION ON HAWAI'I ISLAND							
Hotel	42.4	37.3	47.7	83.1	36.5	59.9	48.6
Condo	20.4	27.3	13.1	8.8	22.0	8.5	5.2
Bed & Breakfast	1.3	0.8	1.9	1.2	2.8	8.7	3.9
Time Share	16.9	20.2	13.4	6.8	12.8	1.7	3.8
Friends or Family's Home	9.0	10.8	7.1	1.2	7.0	1.8	2.1
Home I Own	0.6	1.1	0.1	0.4	0.9	0.0	0.0
Home that I Rented	5.2	8.6	1.6	0.3	5.5	3.0	1.1
Cruise Ship	9.8	0.8	19.2	0.7	19.7	14.7	33.6
Other Accom	1.8	2.2	1.4	0.6	2.2	7.2	3.1
ACCOMMODATION ON KAUAI'							
Hotel	32.2	28.9	36.2	64.3	24.1	50.4	17.3
Condo	22.0	26.8	16.3	18.0	25.8	13.8	5.9
Bed & Breakfast	1.1	1.0	1.2	1.9	2.2	5.3	4.1
Time Share	28.0	35.1	19.4	3.5	16.3	3.3	2.2
Friends or Family's Home	4.4	5.0	3.6	2.4	1.9	4.5	3.4
Home I Own	0.6	0.9	0.2	0.0	0.3	0.6	0.3
Home that I Rented	6.9	8.9	4.4	2.4	9.1	3.3	2.1
Cruise Ship	10.2	1.0	21.2	7.6	24.5	17.0	66.3
Other Accom	1.4	1.1	1.6	1.2	2.8	5.6	1.1

9. DEFINITIONS AND SURVEY METHODOLOGY

DEFINITION AND SURVEY METHODOLOGY

Definitions

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

Major Market Areas (MMAs): Visitors are classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the State more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other states in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories

Visitor Lifestyle and Lifestage:

Wedding/Honeymoon visitors: Visitors whose primary and secondary purpose of trip are to get married or honeymoon.

Family: Visitors traveling with children under 18 years of age and are not in the above lifestage.

Young: Visitors between 18 and 34 years of age and are not in the above lifestages.

Middle Age: Visitors between 35 and 54 years of age and are not in the above lifestages.

Seniors: Visitors 55 years of age or over and are not in the above lifestages.

Survey Methodology

The Visitor Satisfaction Survey was a mail survey conducted among U.S., Japan, Canada, Europe and Oceania visitors to Hawai'i. The survey was designed to measure the satisfaction levels with the state of Hawai'i as a vacation destination, and to obtain information on their trip planning, activity patterns, overall trip experiences, and profile.

Survey questionnaires were mailed to selected visitors from U.S., Japan, Canada, Europe and Oceania after they had returned home from their trip to Hawai'i. The U.S. samples were drawn from the completed Domestic In-Flight Survey forms. Japan, Canada, Europe and Oceania 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 2008 survey has 8 pages and 33 questions. Surveys forms were printed in a booklet form. The English survey instrument is presented in Section 10 of this report.

Table 9.1 Response Rate

Area	Mail out	Received	Return Rate
U.S.	18,987	5,508	29.0%
Japan	14,941	5,334	35.7%
Canada/Europe	15,041	4,533	30.1%
Oceania	4,596	1,349	29.4%

The general level of accuracy at the 95%-confidence level for responses by MMA is listed in Table 9.2 (e.g., we are 95 percent confident that the true percentage of U.S. West visitors is within 1.9 percent greater than or less than the figures listed in this report).

Table 9.2 Sample Size

MMA	Sample Size	Visitors to Hawai'i	Confidence Interval
U.S. West	2,652	2,769,229	+/- 1.9%
U.S. East	2,643	1,683,114	+/- 1.9%
Japan	5,184	1,175,199	+/- 1.4%
Canada	2,739	359,580	+/- 1.9%
Europe	1,598	115,172	+/- 2.4%
Oceania	1,303	155,480	+/- 2.7%

The collected data was weighted to adjust for differences with the actual visitor characteristics measured in the Basic Data Series caused by sampling and non-responses. The data was weighted during analysis to reflect the actual visitor ratio of first-timers to repeat visitors and the proportion of O'ahu only and Neighbor island visitors.

Due to the low number of samples achieved, data for Lāna'i and Moloka'i were not presented in most of the data tables in this report.

Visitors' satisfaction and rating of their experiences were reported on a destination by destination basis instead of an aggregated statewide measure. The data collection methodology was changed to better reflect the specificity and uniqueness of each island. Respondents were assigned only one island to rate based on a random selection. However, data limitations hamper us from reporting fully on Lānaʻi, Molokaʻi, and to a lesser extent, Kona and Hilo.

Changes to 2008 Visitor Satisfaction Survey

In 2008, several changes had been made to the Visitor Satisfaction Survey form.

- In question 9, response category *Historic site* was split into *Historic military site* and *Other historic site*.
- Question 6 was combined with two response categories from the 2007 Visitor Satisfaction Survey (6a and 6b). So that two more response categories (from question 13 in the 2007 Visitor Satisfaction Survey) could be added to question 6b for 2008.
- Question 13 was added for a visitor to describe if their most recent trip to Hawaiʻi was *a once in a lifetime trip, a special occasion, more special than most trips we take, a regular annual or semiannual trip, and other*.
- Question 17b was added for a visitor to report on how many people they told about their most recent trip to Hawaiʻi.
- In questions 16, response categories were added from most frequent 2007 responses and additional comments from respondents.

10. 2008 VISITOR SATISFACTION
SURVEY FORM (ENGLISH VERSION)



2008 VISITOR SATISFACTION SURVEY

If you have internet access and a PC, we ask that you fill out this survey on the web at:
<http://e-survey.smshawaii.com/visitorsurvey.htm>
 Your password is the 6 digit number on the label in the bottom right corner of this page.

Aloha! Please answer each question candidly, thinking of your most recent trip to Hawai'i. We need your feedback to evaluate how well we take care of those who visit our islands. Your answers will help us improve the Hawai'i experience for all visitors. 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 circle [●] 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.

MARKING INSTRUCTIONS	
CORRECT MARKS: ● ● ● ●	INCORRECT MARKS: ⊗ ⊙ ⊖ ⊕ ⊘

1. Overall, how would you rate your most recent trip 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 ——— SKIP TO Q5a
 - Somewhat likely ——— SKIP TO Q5a
 - Not too likely ——— CONTINUE
 - Not at all likely ——— CONTINUE

IF YOU MARKED NOT TOO LIKELY OR NOT AT ALL LIKELY...

- 4b. Why would you be unlikely to revisit Hawai'i? (Mark all that apply)
- Flight is too long
 - Too commercial/overdeveloped
 - Too crowded/congested/traffic
 - Not enough value for the price
 - Want to go someplace new
 - Other financial obligations
 - Poor service
 - Unfriendly people/felt unwelcome
 - Poor health/age restriction
 - Other (Specify) _____

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- 5a. What was the primary purpose of your most recent trip to Hawai'i?
 5b. And what, if any, was the secondary purpose of your most recent visit?

	Q5a. Primary Purpose (one answer only)	Q5b. Secondary Purpose
Vacation	<input type="radio"/>	<input type="radio"/>
Attend a business meeting or conduct business	<input type="radio"/>	<input type="radio"/>
Attend a convention, conference or seminar	<input type="radio"/>	<input type="radio"/>
Incentive/reward	<input type="radio"/>	<input type="radio"/>
Visit friends or relatives	<input type="radio"/>	<input type="radio"/>
Get married	<input type="radio"/>	<input type="radio"/>
Attend/participate in a wedding	<input type="radio"/>	<input type="radio"/>
Honeymoon	<input type="radio"/>	<input type="radio"/>
Anniversary/birthday	<input type="radio"/>	<input type="radio"/>
Attend/participate in a sporting event	<input type="radio"/>	<input type="radio"/>
Attend/participate in a cultural/historical/musical event	<input type="radio"/>	<input type="radio"/>
Medical treatment	<input type="radio"/>	<input type="radio"/>
Shopping/fashion	<input type="radio"/>	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>	<input type="radio"/>

6. If you stayed overnight or longer, how many nights did you stay at each place? (Write 0 if day only trip)
 6b. Please tell us if you decided on visiting that island before or after you arrived in Hawai'i.

	Visited	Q6. # of Nights	6b. Decided to Visit:	Before Arriving In Hawai'i	After Arriving In Hawai'i
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Hotel	Condo	B&B	Time Share	Friends' or Family's Home	Home I Own	Home that I Rented	Cruise Ship	Other
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				

8. Please tell us how satisfied you were with the following aspects of :

If you did not stay overnight there, please indicate where you stayed the longest, and answer for that location.

- O'ahu
 Maui
 Moloka'i
 Lanai'
 Kauai'
 Big Island of Hawai'i (Hilo)
 Big Island of Hawai'i (Kona)

For the location indicated above, how satisfied were you with...	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied At All	Not Applicable
Accommodations (overall) -----	<input type="radio"/>				
location -----	<input type="radio"/>				
service -----	<input type="radio"/>				
facility -----	<input type="radio"/>				
cleanliness and comfort -----	<input type="radio"/>				
value for your money -----	<input type="radio"/>				
Restaurants (overall) -----	<input type="radio"/>				
location -----	<input type="radio"/>				
variety of choices -----	<input type="radio"/>				
service -----	<input type="radio"/>				
quality and taste of the food -----	<input type="radio"/>				
value for your money -----	<input type="radio"/>				
Shopping (overall) -----	<input type="radio"/>				
a sufficient number of shopping places -----	<input type="radio"/>				
locations -----	<input type="radio"/>				
variety of merchandise -----	<input type="radio"/>				
service -----	<input type="radio"/>				
value for your money -----	<input type="radio"/>				
quality of merchandise -----	<input type="radio"/>				
availability of local specialty items/handmade goods -----	<input type="radio"/>				
Golf Courses (overall) -----	<input type="radio"/>				
locations -----	<input type="radio"/>				
service -----	<input type="radio"/>				
value for your money -----	<input type="radio"/>				
Activities & Attractions (overall) -----	<input type="radio"/>				
exciting -----	<input type="radio"/>				
variety of choices -----	<input type="radio"/>				
service -----	<input type="radio"/>				
value for your money -----	<input type="radio"/>				
Transportation by bus, taxi, trolley (overall) -----	<input type="radio"/>				
convenience -----	<input type="radio"/>				
cleanliness and comfort -----	<input type="radio"/>				
efficiency -----	<input type="radio"/>				
value for your money -----	<input type="radio"/>				
Airports (overall) -----	<input type="radio"/>				
signage -----	<input type="radio"/>				
cleanliness and comfort -----	<input type="radio"/>				
ease of getting around -----	<input type="radio"/>				
availability of food -----	<input type="radio"/>				
availability of shopping -----	<input type="radio"/>				
friendliness of workers -----	<input type="radio"/>				
Parks & Beaches (overall) -----	<input type="radio"/>				
security -----	<input type="radio"/>				
facility -----	<input type="radio"/>				
cleanliness and comfort -----	<input type="radio"/>				

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

	O'ahu	Mau	Kaua'i	Big Island of Hawa'i (Hilo)	Big Island of Hawa'i (Kona)	Moloka'i	Lana'i
Sightseeing							
Helicopter ride or airplane tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boat tour/submarine ride/whale watching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour bus excursion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private limousine/van tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On own (self-guided)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation							
Swimming in the ocean/sunbathing/beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surfing/body boarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkeling/scuba diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jet skiing/parasailing/windsurfing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Running/jogging/fitness walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backpacking/hiking/camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports event or tournament	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment							
Lunch/sunset/dinner/evening cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lounge act or stage show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightclub/dancing/bar/karaoke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fine dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family restaurant/diner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethnic dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepared own meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping							
Department stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Designer boutiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swap meet or flea markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount/outlet stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supermarkets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duty free stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shops and artisans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural							
Historic military site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other historic site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum/art gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polynesian show/luau/hula show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play/concert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art/craft fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks/Gardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival (Specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation							
Trolley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi/limousine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rental car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business							
Meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentive/reward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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="radio"/>				
Island of Maui	<input type="radio"/>				
Island of Moloka'i	<input type="radio"/>				
Island of Lana'i	<input type="radio"/>				
Big Island of Hawai'i (Hilo)	<input type="radio"/>				
Big Island of Hawai'i (Kona)	<input type="radio"/>				
Island of Kaua'i	<input type="radio"/>				

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="radio"/>				
Island of Maui	<input type="radio"/>				
Island of Moloka'i	<input type="radio"/>				
Island of Lana'i	<input type="radio"/>				
Big Island of Hawai'i (Hilo)	<input type="radio"/>				
Big Island of Hawai'i (Kona)	<input type="radio"/>				
Island of Kaua'i	<input type="radio"/>				

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

	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	<input type="radio"/>					
Decide to visit Hawai'i	<input type="radio"/>					
Decide on which islands to visit	<input type="radio"/>					
Set the date for the trip	<input type="radio"/>					
Make airline reservations	<input type="radio"/>					
Purchase tickets	<input type="radio"/>					
Make accommodation reservations	<input type="radio"/>					
Make rental car reservations	<input type="radio"/>					
Purchase tour or attraction packages	<input type="radio"/>					

13. If you came to Hawai'i on vacation, would you describe your most recent trip to Hawai'i as: [Select only one]

- A once in a lifetime trip
- A special occasion
- More special than most trips we take
- A regular annual or semi-annual trip
- Other

14. Which of the following did you use when you were planning and booking this trip? (Mark all that apply)

- Travel agents
- Companies specializing in packaged tours
- Information from airline/commercial carriers
- Information from hotels or resorts
- Internet
- Hawai'i's visitor bureaus
- Magazines
- Newspapers
- Books
- Advice from friends or relatives
- Personal experience from past visit(s)
- None of the above

IF USED TRAVEL AGENT IN Q14, PLEASE ANSWER Q15. IF NOT, SKIP TO Q16.

15. When planning and booking this trip, for which of the following did you use a travel agent? (Mark 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

IF USED INTERNET IN Q14, PLEASE ANSWER Q16. IF NOT, SKIP TO Q17.

16. When planning and booking your trip, how did you use the Internet? (Mark all that apply)

- 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
- Book tours or activities
- Other (Specify) _____

17. On this trip, who was in your travel party? (Mark all that apply)

- Myself
- My spouse
- My child(ren)/grandchild(ren) under 18
- Other adult members of my family
- My friends/associates
- My girlfriend/boyfriend
- Same sex partner

17b. Since you have returned home, how many people have you yourself told about your most recent trip to Hawai'i? Your best estimate is okay. [if zero, enter '0']

people

18. Not counting this most recent trip to Hawai'i, have you taken any overnight leisure trips by air of 500 miles or longer in the past 3 years?

- Yes (how many?) →
- No

18a. Not counting this most recent trip to Hawai'i, which of the following destinations have you visited for leisure in the past 3 years? (Mark all that apply)

- | | |
|--|-----------------------------------|
| <input type="radio"/> Alaska | <input type="radio"/> Bali |
| <input type="radio"/> California | <input type="radio"/> China |
| <input type="radio"/> Florida | <input type="radio"/> Korea |
| <input type="radio"/> Las Vegas | <input type="radio"/> Thailand |
| <input type="radio"/> New York City | <input type="radio"/> Other Asia |
| <input type="radio"/> Other U.S. | <input type="radio"/> Australia |
| <input type="radio"/> Canada | <input type="radio"/> Fiji |
| <input type="radio"/> Mexico | <input type="radio"/> Guam/Saipan |
| <input type="radio"/> Caribbean | <input type="radio"/> New Zealand |
| <input type="radio"/> Europe | <input type="radio"/> None |
| <input type="radio"/> Other non-Hawai'i destinations (Specify) _____ | |

19. Not counting this most recent trip to Hawai'i, have you ever been to Hawai'i before?

- Yes _____ ANSWER Q19a AND b
- No _____ SKIP TO Q20

19a. Not counting this most recent trip to Hawai'i, what was the year of your last visit to Hawai'i?

19b. And on that visit, which island did you visit? (Mark all that apply)

- Island of O'ahu
- Island of Maui
- Island of Molokai
- Island of Lanai
- Big Island of Hawai'i (Hilo)
- Big Island of Hawai'i (Kona)
- Island of Kauai

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

- Yes
- No

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

- Yes
- No

22. Do you own property in Hawai'i?

- Yes, I own timeshare units
- Yes, I own other types of property
- No

23. 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

24. Which of the following categories includes your household's total annual income from all sources before taxes for 2007 (in US dollars)?

- 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 \$59,999
- \$70,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

25. What is your age?

26. What is your gender?

- Male
- Female

27. What is your employment status?

- Working
- Retired
- Student
- Homemaker
- Other

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

- Honolulu International Airport on O'ahu
- Kahului Airport on Maui
- Kona International Airport on Hawai'i
- Hilo International Airport on Hawai'i
- Lihue Airport on Kaua'i

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

- Excellent
- Above average
- Below average
- Poor

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

- Yes
- No

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

- Yes
- No

32. The comfort and safety of our visitors are important to us. We would like to know if you experienced any of the following while in Hawai'i? (Mark all that apply)

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

33. And finally, how much did you and the immediate members of your travel party spend on your trip to Hawai'i? Please include all shopping, dining, lodging, airfare and all other spending (in US dollars).

- Less than \$1,000
- \$1,000 to \$1,999
- \$2,000 to \$2,999
- \$3,000 to \$3,999
- \$4,000 to \$4,999
- \$5,000 to \$5,999
- \$6,000 to \$6,999
- \$7,000 to \$7,999
- \$8,000 to \$8,999
- \$9,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- More than \$20,000

**MAHALO FOR YOUR KOKUA (thanks 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.**