

2009

Visitor Satisfaction
& Activity Report



TOURISM AUTHORITY

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2009 VISITOR SATISFACTION AND
ACTIVITY REPORT



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ABOUT THIS REPORT

As part of the Tourism Research program, the Hawai'i Tourism Authority (HTA) conducted the visitor satisfaction and activity survey in 2009. This *2009 Visitor Satisfaction and Activities* report presents results from the survey including statistics on the satisfaction levels for different components of the visitor experience (accommodations, attractions, dining, shopping, etc.) and data on activities visitors engaged in during their vacation in the islands.

The HTA is headed by Mr. Mike McCartney. This report was produced by the Tourism Research staff: Mr. Daniel Nahoopii, Director, Ms. Minh-Chau T. Chun, Mr. Cy Feng, Mr. Lawrence Liu, and Ms. Michelle Calanog.

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 visitor satisfaction reports were published by HVCB for 1961, 1969-1977, 1984-1992, 1996 and 1998, focusing on visitors from the U.S. and Japan.

The Department of Business, Economic Development and Tourism (DBEDT) published the Visitor Satisfaction and Activities reports annually from 1999 through 2008. In 2002, DBEDT expanded the study to include Canada and Europe visitors. Starting in 2008, the research included Oceania.

The *2009 Visitor Satisfaction and Activities* is available in Adobe Acrobat form on the HTA Web Site, <http://www.hawaii tourism authority.org/research>

For further information on the content of this report or if you would like copies of this report, contact the HTA at (808) 973-2255.

1. INTRODUCTION

INTRODUCTION

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 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 Hawai'i Tourism Authority (HTA) 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

2009 was another challenging year for Hawai'i's tourism industry as the state like many other visitor destinations continued to struggle through the global economic recession. Several factors severely impacted Hawai'i this year. With the departures of ATA and Aloha airlines in April 2008, air seats capacity to the islands contracted significantly and remained limited in 2009. Concerns and country restrictions due to the H1N1 flu virus also severely affected air travels, especially among visitors from China, Taiwan, Singapore, and Japan.

In addition, Hawai'i's cruise visitor segment was impacted by proposed revisions to the Passenger Vessel Services Act. While the rule change was denied in 2008, it did cause uncertainty in the cruise industry and contributed to the lower number of foreign flagged (out-of-state) cruise ships that visited the islands in 2009.

Total visitor days by air and cruise visitors declined 4.7 percent to 60.8 million days in 2009. A total of 6,517,054 visitors arrived by air or by cruise ships, down from 6,822,911 visitors in 2008. The combined length of stay by these visitors was 9.33 days, similar to 2008. Total arrivals by air decreased 4.4 percent to 6,420,448 visitors in 2009. Arrivals from all major marketing areas (MMA) were lower compared to 2008: U.S. West (-1.8%), U.S. East (-7.2%), Canada (-3.6%), Europe (-9.4%), Oceania (-12.1%), and Latin America (-7.4%). Other Asia MMA were down 1.9 percent, while Japanese arrivals (-0.6%) showed the smallest decline among the MMAs compared to the previous year. The number of visitors who entered Hawai'i on board cruise ships in 2009 fell 11.8 percent from the previous year to 96,606 visitors.

A total of 2,185,039 visitors, or 34 percent of total air visitors in 2009, came to the islands for the first-time, down 6.6 percent from 2008. First-time visitors accounted for 19.1 percent of U.S. West, 43 percent of U.S. East), 42.1 percent of the Japanese and 37.5 percent of the Canadian markets, but accounted for the majority of the smaller Other Asia (76.2%), European (70.4%), Latin America (69.1%) and Oceania (55.5%) markets.

True independent visitors comprised 48.4 percent of total first-time visitors in 2009, similar to 2008 (48.1%). The majority of the first-time visitors in 2009 went to O'ahu (74.3%), followed by Maui (28.1%), Hawai'i Island (19.1%) and Kaua'i (13.2%).

A total of 476,693 honeymooners visited the islands in 2009, an increase of 4.8 percent compared to the previous year. This group comprised 7.4 percent of total air visitors to Hawai'i, up from 6.8 percent of the total in 2008. Japanese visitors accounted for the largest share (45.3%) of honeymoon visitors in 2009, up from 43 percent of total visitors in 2008. Share of honeymoon visitors from U.S. East (20.8% versus 22.5% in 2008) and U.S. West (20.3% versus 20.9% in 2008) were lower compared to 2008. The majority of the honeymooners (70.2%) were first-time visitors to the state. Three-out-of-four honeymooners visited O'ahu, 27.9 percent visited Maui, 16.6 percent visited Hawai'i Island and 13.8 percent visited Kaua'i.

Those who came to get married in Hawai'i decreased 8 percent from 2008 to 111,109 visitors. In 2009, this group accounted for 1.7 percent of total air visitors to the state, similar to the previous year (1.8%). Japanese visitors comprised 50.3 percent of all visitors who came to get married in 2009, up from 47.8 percent in 2008. Share of those who came to get married from U.S. West (24.9% versus 25.2% in 2008) and U.S. East (16.8% versus 16.9% in 2008) were similar to 2008. The majority (75%) of the visitors who came to get married visited O'ahu, 25 percent visited Maui, 15.9 percent visited Hawai'i Island and 11.1 percent visited Kaua'i.

Please refer to the *2009 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 *2009 Annual Visitor Research Report* is available in Adobe Acrobat format on the HTA Web Site, <http://www.hawaiitourismauthority.org/research>

3. EXPERIENCE AND WILLINGNESS TO RECOMMEND OR REVISIT

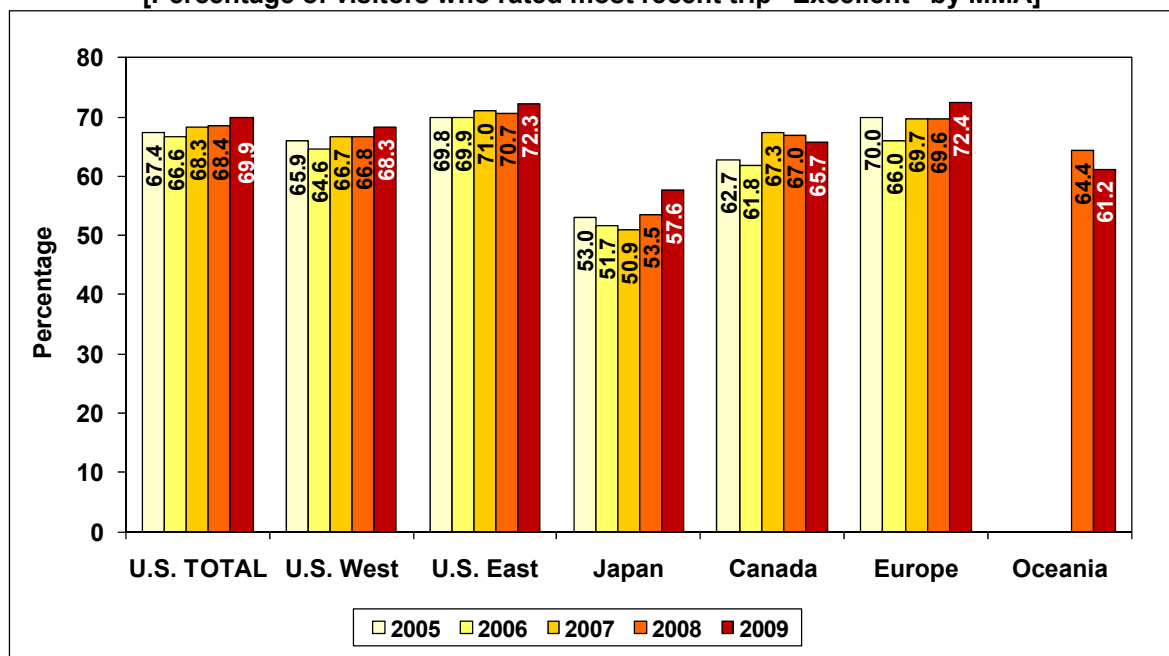
Visitor Satisfaction Ratings

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)

Over the last five years, visitors continued to give high marks for their overall experience in Hawai‘i and the majority of visitors rated their most recent trip as *excellent*.

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



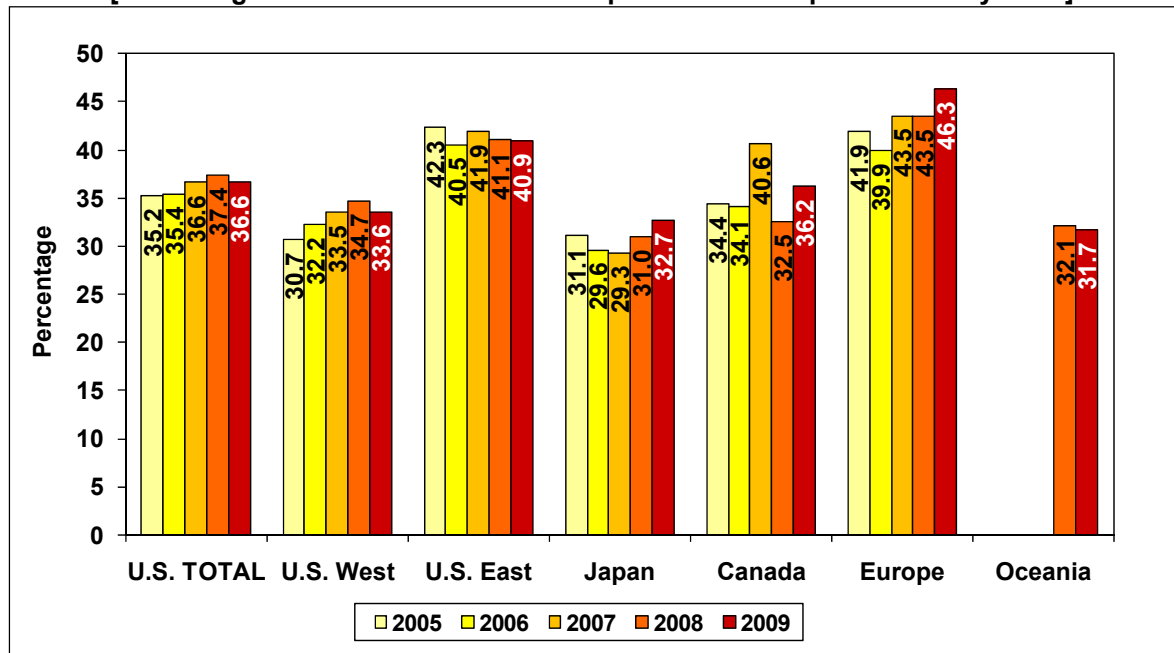
Note: 2008 was the first year that the survey of Oceania visitors was conducted.

- In 2009, close to seventy percent of all U.S. visitors surveyed found their most recent trip *excellent* (68.3 percent of U.S. West and 72.3 percent of U.S. East visitors gave *excellent* rating). This was similar to the 68.4 percent of U.S. visitors who gave excellent ratings in 2008.
- A higher percentage of Japan visitors rated Hawai‘i *excellent* in 2009 (57.6%) than in 2008 (53.5%).
- 2009 *excellent* ratings by visitors from Canada in 2009 (65.7%) were about the same compared to the prior year (67%).
- *Excellent* ratings from Europe visitors (72.4%) and Oceania visitors (61.2%) in 2009 were also similar to their respective ratings in 2008.

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.

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



Note: 2008 was the first year that the survey of Oceania visitors was conducted.

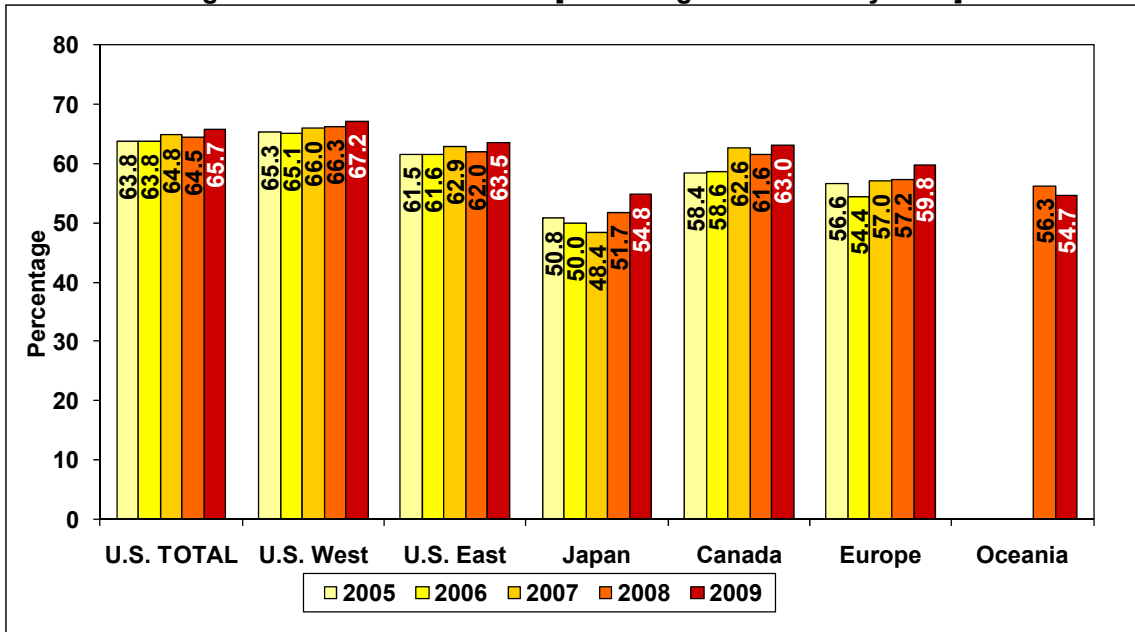
- The percentage of 2009 visitors who said Hawai'i *exceeded their expectations* was similar within Europe (46.3%), U.S. East (40.9%), U.S. West (33.6%), Japan (32.7%) and Oceania (31.7%) markets compared to 2008.
- Canada visitor ratings increased to 36.2 percent in 2009 compared to 32.5 percent in 2008.

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.

- Over the last five years, more than 60 percent of U.S. West and U.S. East visitors to Hawai'i were overall satisfied.
- Japan visitors' overall satisfaction improved to 54.8 percent of Japan visitors compared to 51.7 percent in 2008 and less than half (48.4%) in 2007.

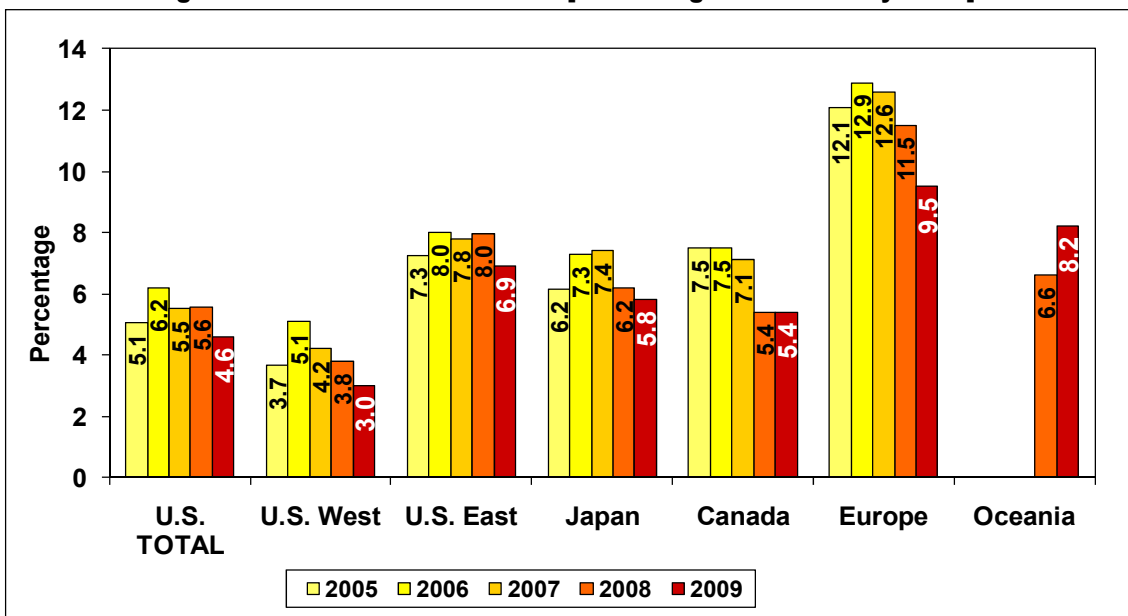
Figure 3: Overall Satisfaction [Percentage of Visitors by MMA]



Note: 2008 was the first year that the survey of Oceania visitors was conducted.

- Three-out-of-five Canada visitors were overall satisfied in 2009 (63%), about the same as in 2008 and 2007.
- Europe visitors' overall satisfaction of 59.8 percent was comparable to the previous two years.
- Overall satisfaction index of Oceania visitors in 2009 (54.7%) was similar to 2008.

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



Note: 2008 was the first year that the survey of Oceania visitors was conducted.

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.

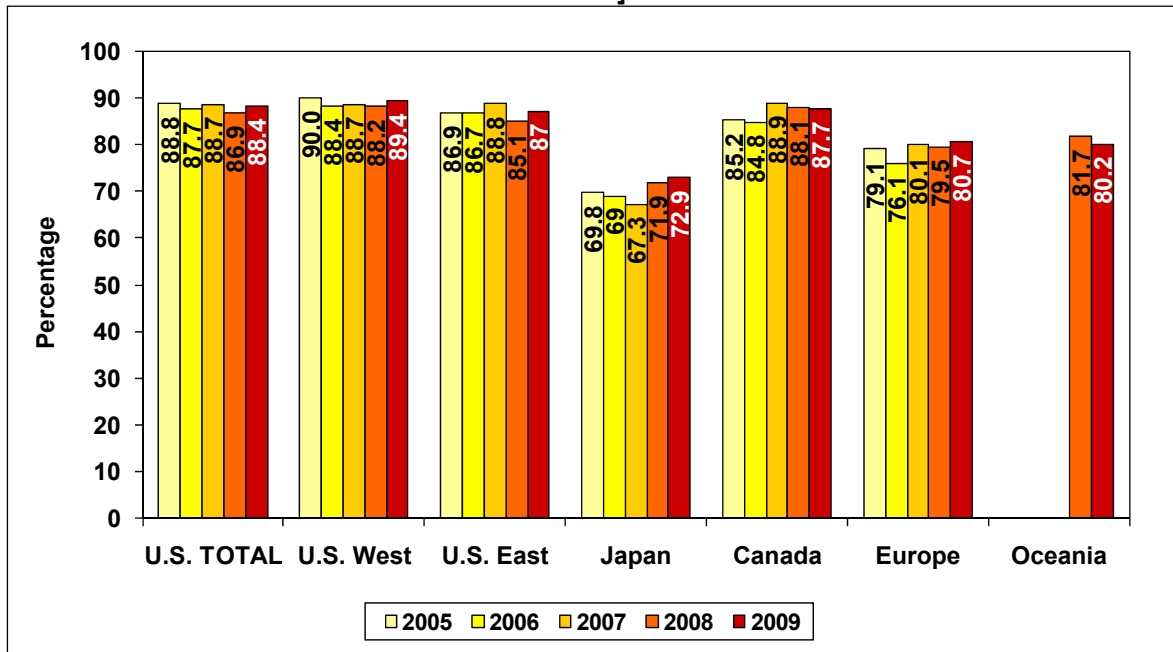
- Overall dissatisfaction ratings from the U.S. West, U.S. East, Japan, Canada and Europe markets were fairly similar over the last five years; while dissatisfaction rating from the Oceania market was comparable to 2008.

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.

- Over the last five years, 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 in 2009 (72.9%) who were *very likely to recommend* Hawai'i was also similar to 2008 (71.9%). From 2005 to 2007 the percentage of *very likely to recommend* was under 70 percent.
- Most visitors from Canada and Oceania were *very likely to recommend* Hawai'i in 2009, about the same as 2008.

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]



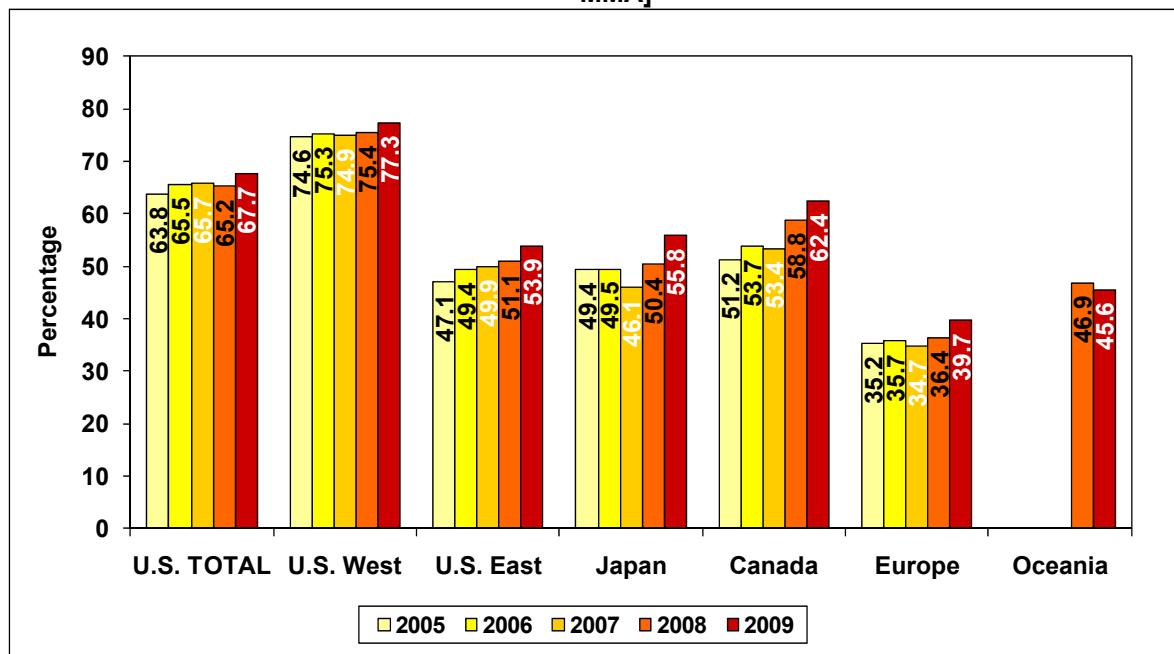
Note: 2008 was the first year that the survey of Oceania visitors was conducted.

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.

- Close to three-out-of-four U.S. West visitors responded that they would *very likely to revisit Hawai'i in the next five years*. This proportion had been fairly steady since 2005.

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]



Note: 2008 was the first year that the survey of Oceania visitors was conducted.

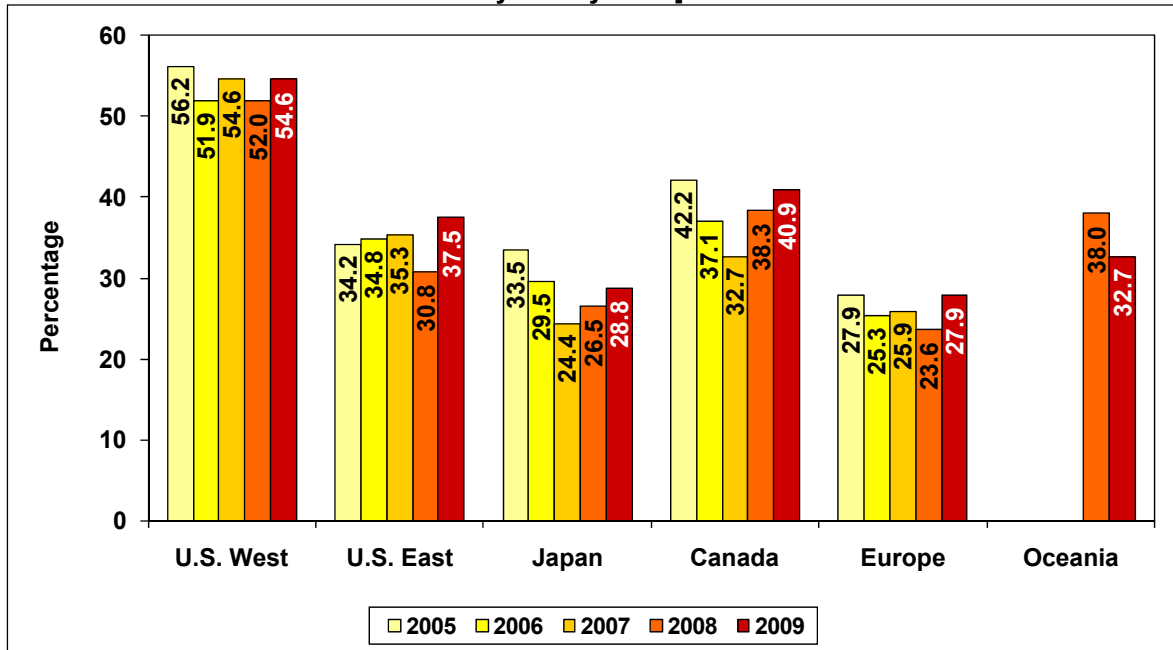
- The share of U.S. East visitors who said they were *very likely* to return had been increasing over the last five years to 53.9 percent in 2009.
- More than half of Japan visitors (55.8%) were *very likely to revisit* in 2009, up from 50.4 percent in 2008 and 46.1 percent in 2007.
- The proportion of Canada visitors who were *very likely* to return in the next five years was 62.4 percent in 2009, an increase from 58.8 percent in 2008 and 53.4 percent in 2007.
- Four-out-of-ten Europe visitors in 2009 (39.7%) responded that they would *very likely to revisit* the islands, comparable to 2008 (36.4%) and higher than 2007 (34.7%).
- About the same percentage of Oceania visitors in 2009 said they would *very likely to revisit* compared to the previous year.

First time visitors

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.

- The percentage of first-time visitors who were *very likely* to return from U.S. West (54.6%) was similar to 2008 to 2007 levels.
- The share of U.S. East first-time visitors who were *very likely* to return was 37.5 percent in 2009, an increase from 30.8 percent in 2008.

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]



Note: 2008 was the first year that the survey of Oceania visitors was conducted.

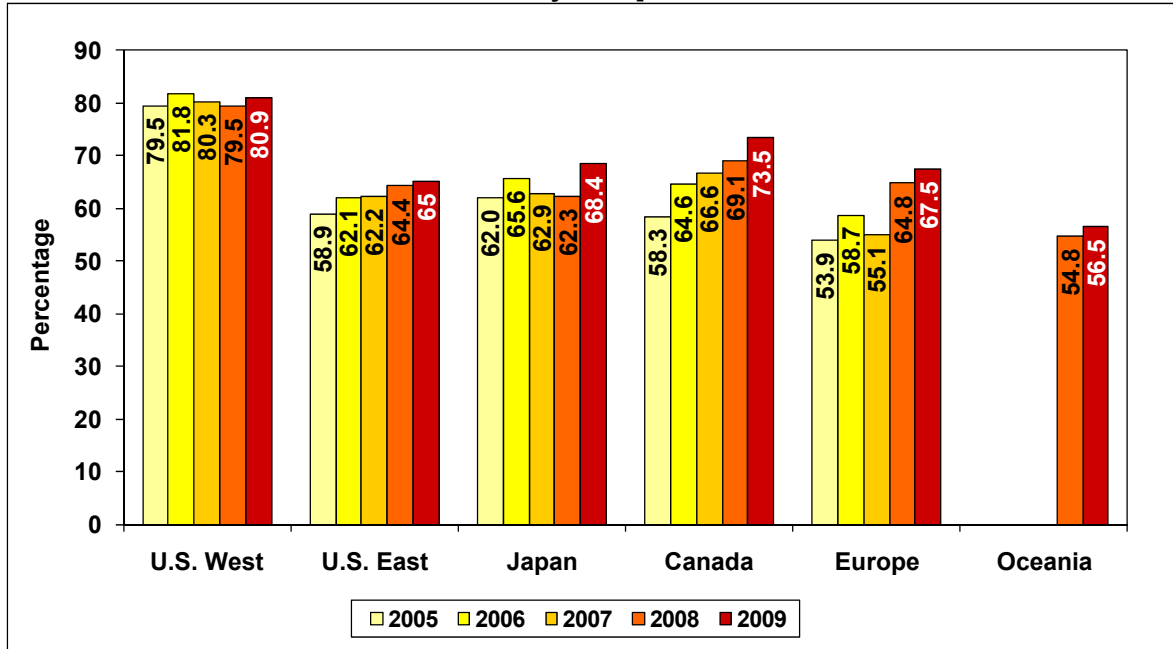
- The percentage of Japan first-time visitors who were *very likely* to return had been moderately increasing since 2006 to 28.8 percent to 2009.
- A similar proportion of Canada first-time visitors in 2009 (40.9%) said they were *very likely to revisit* compared to 2008 (38.3%).
- More Europe visitors in 2009 responded that they would *very likely* return but fewer Oceania visitors in 2009 said they would *very likely* revisit compared to last year.

Repeat visitors

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 2005, four-out-of-five U.S. West repeat visitors continued to be *very likely* to return to Hawai'i.

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]



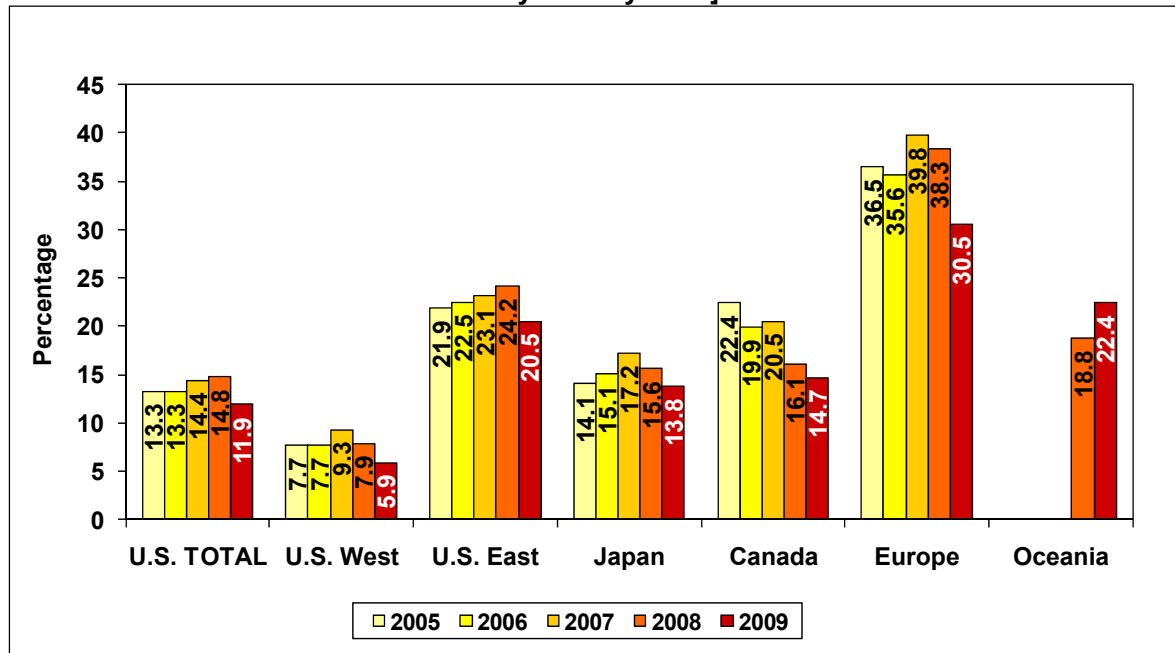
Note: 2008 was the first year that the survey of Oceania visitors was conducted.

- The percentage of U.S. East repeat visitors 2009 who would very likely return were similar to 2008.
- The share of repeat visitors from Canada continued to show year-over-year improvement since 2005.
- Japan repeat visitor ratings for increased 6.1 percentage points from 2008 to 68.4 percent in 2009 and was the highest percentage since 2006.
- More Europe repeat visitors (64.8%) said they were *very likely* to return in the near future compared to the previous four years.

Not Likely to Revisit Hawai'i

Figure 9 shows that since 2005, 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 Oceania, U.S. East, Japan and Canada visitors. Europe respondents had the highest percentage of those who will not revisit the islands in the next five years.

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]



Note: 2008 was the first year that the survey of Oceania visitors was conducted.

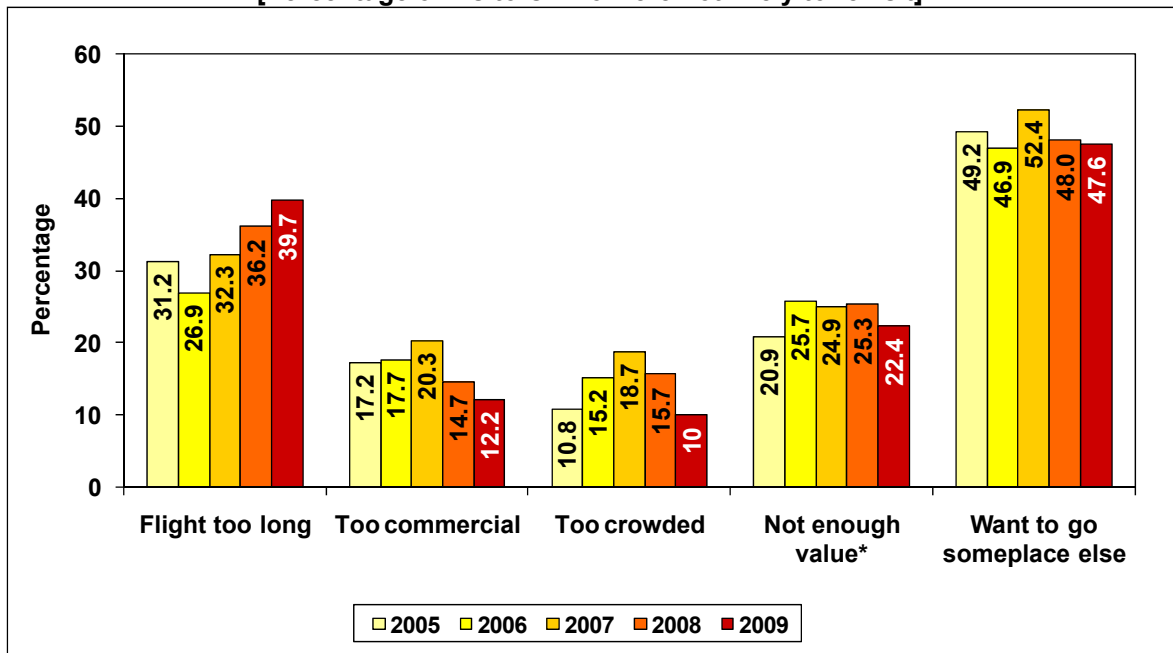
- In 2009, the proportion of U.S. West (5.9%, -2 percentage points), Japan (13.8%, -1.8 percentage points), and Canada (14.7%, -1.4 percentage points) visitors who were *not likely to revisit Hawai'i* were similar to 2008.
- Fewer visitors from Europe and U.S. East were *not likely* to return 2009 compared to 2008.
- In contrast, more Oceania visitors in 2009 said they were *not likely* to return compared to the previous year.

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).

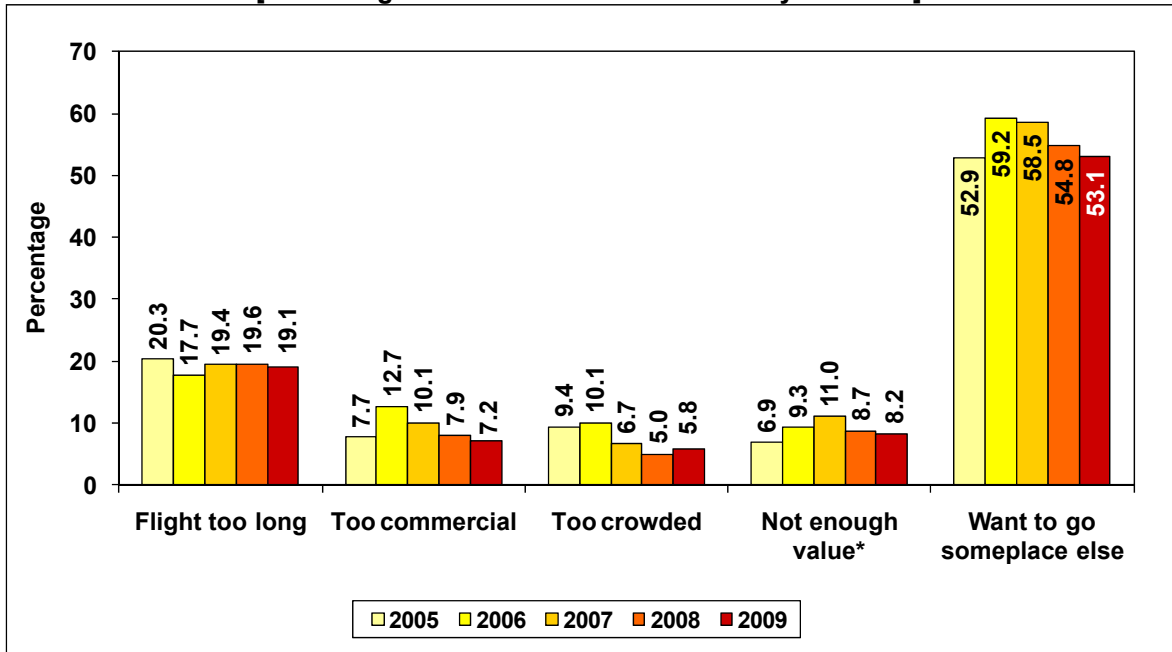
- About half of U.S. visitors from 2005 to 2009 who do not plan to return would rather visit a new destination.

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



- A similar percentage of U.S. visitors in 2009 felt that Hawai'i did not offer enough value for the price (22.4%) or was too commercial (12.2%) compared to the previous year.
- Fewer U.S. visitors felt that Hawai'i was too crowded (10%, -5.7 percentage points) compared to 2008.
- On the other hand, more U.S. visitors did not want to return because they felt the flight was too long (39.7%) compared to 36.2 percent in 2008 and 32.3 percent in 2007.

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



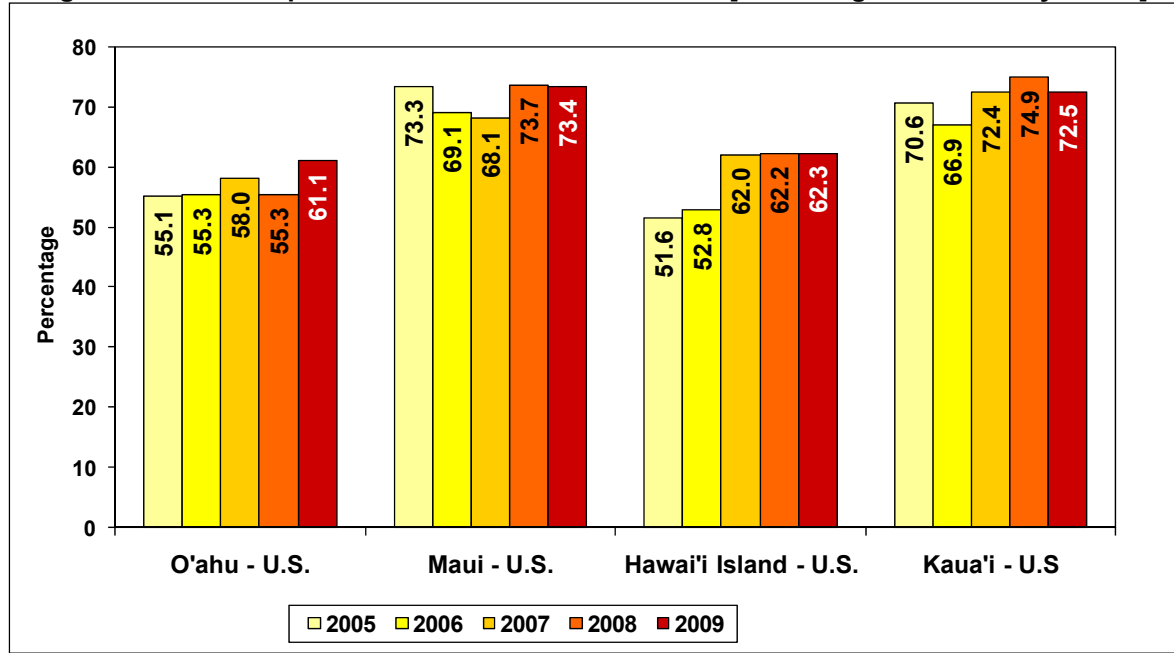
More than half of Japan visitors from 2004 to 2009 wanted to explore a new destination. The proportion continued to decline from 2006 to 53.1 percent in 2009.

- The percentage of Japan visitors who felt Hawai'i was too commercial (7.2%) or does not offer enough value (8.2%) was similar to 2008 but lower than 2007 and 2006 levels.

Individual Island Experience (Tables 3.3 and 3.4)

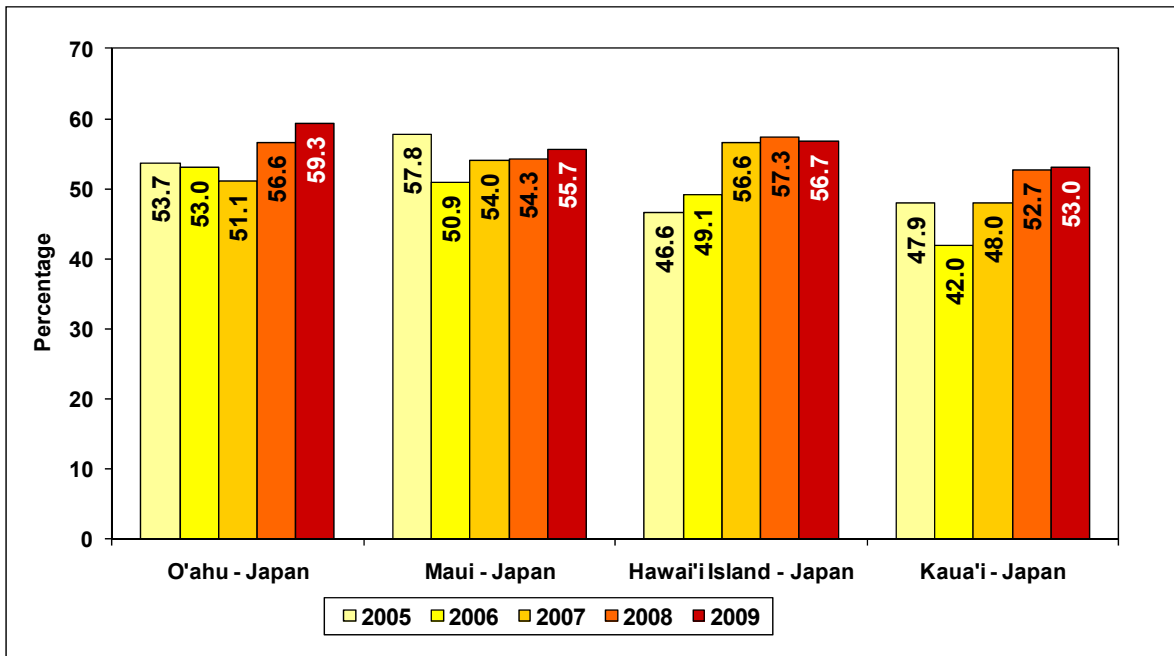
Each island has unique characteristics, activities, and products which resulted in varied visitor experiences. In general, the majority of visitors felt that the islands they visited were *excellent*.

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



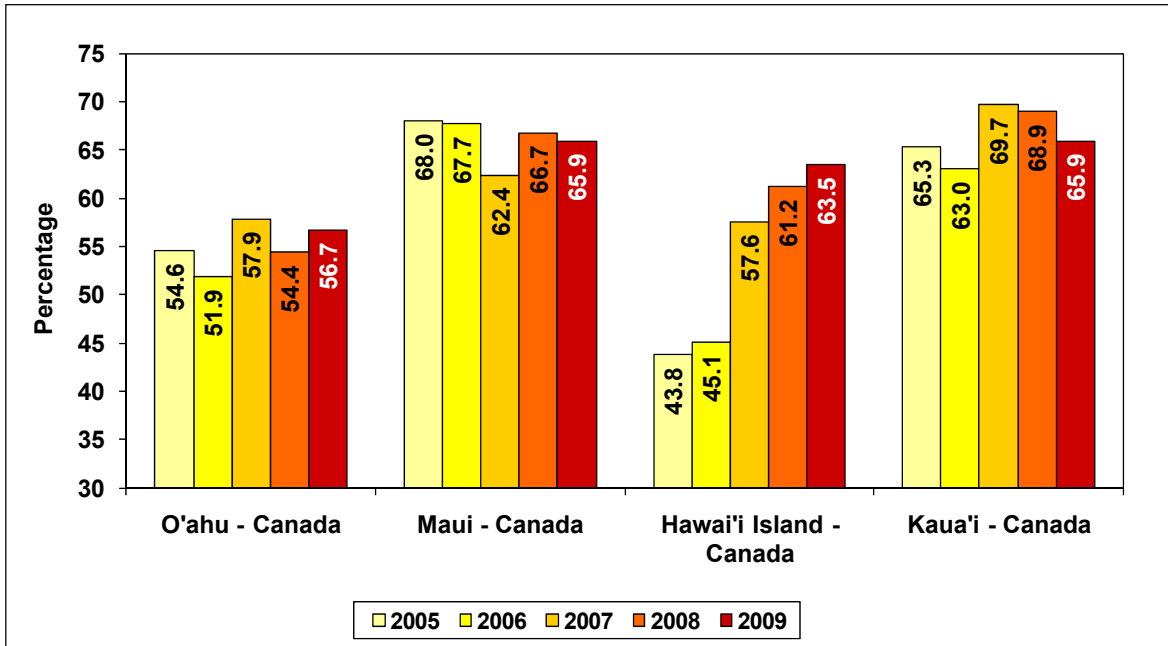
- Among U.S. visitors in 2009, a higher percentage of those who visited Maui or Kaua'i continued to rate these islands as *excellent* compared to those who went to O'ahu or Hawai'i Island (Figure 12).
- *Excellent* ratings by U.S. visitors remained consistent for Maui, Hawai'i Island, and Kaua'i compared to 2008.
- O'ahu's *excellent* ratings of 61.1 percent in 2009 increased 5.8 percentage points from 2008.

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



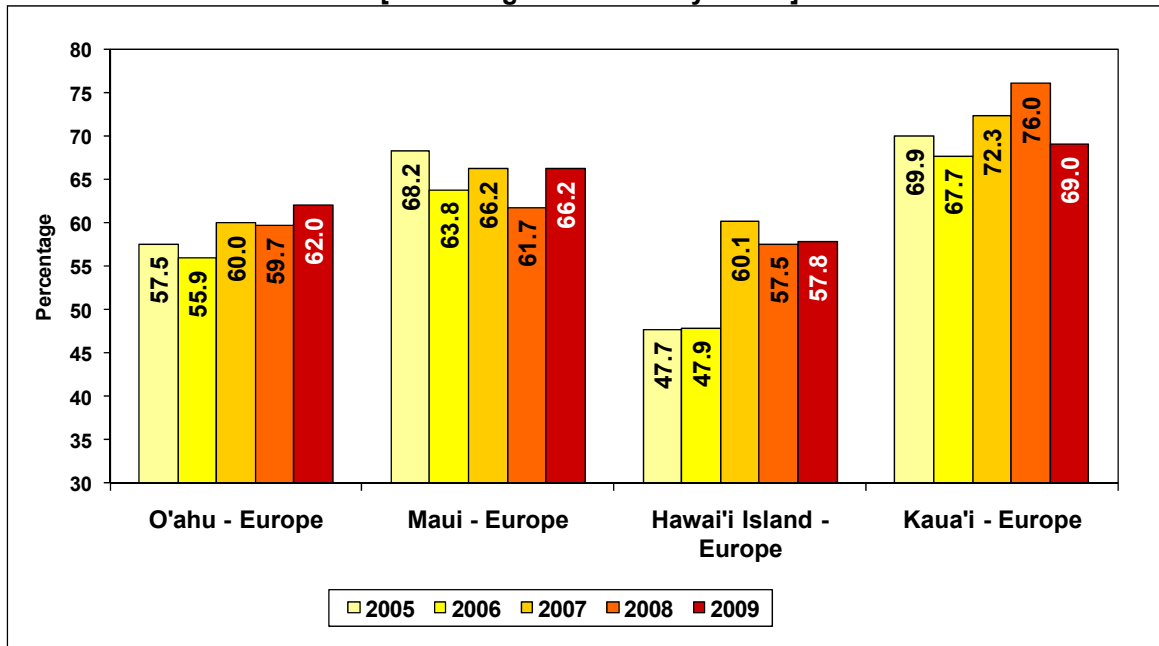
- Over half of the Japan visitors rated all islands as *excellent* in 2009 (see Figure 13).
- *Excellent* ratings for O'ahu from Japan visitors had been improving over the last three years to 59.3 percent in 2009.
- Japan visitors' experience on Maui (55.7%), Hawai'i Island (56.7%) and Kaua'i (53%) stayed relatively the same compared to 2008.

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



- Visitors from Canada in 2009 found that Maui (65.9%) and Kauaʻi (65.9%) were more likely to offer an *excellent* experience (see Figure 14).
- Kauaʻi’s *excellent* rating decreased 3 percentage points from 2008 while Maui’s rating was about the same. Hawaiʻi Island showed a year-over-year increase from 2006.

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



- Over half of visitors from Europe continued to rate Oʻahu, Maui, and Kauaʻi *excellent* from 2005 to 2009 (Figure 15).
- More than half of Europe visitors rated Hawaiʻi Island *excellent* from 2007 to 2009 compared to less than half in 2005 to 2006.
- Kauaʻi showed increases from 2006 to 2008 but a large decline (-7 percentage points to 69%) in 2009.

Oceania Visitor Satisfaction Ratings (Tables 3.3 to 3.13)

Only limited data are available from the Oceania visitors as 2008 was the first year that satisfaction research was conducted for this market. More highlights are provided below.

- In 2009, 45.6 percent of Oceania visitors said they were *very likely* to return to Hawaiʻi.
- A higher percentage of Oceania visitors in 2009 (22.4%) said they were *not likely to revisit Hawaiʻi in the next five years* compared to 2008 (18.8%).
- Among the 22.4 percent who were *not likely* to return, over half (54.5%) of Oceania visitors said it was because they want to visit someplace new, 28.1 percent said they had other financial obligations and 20 percent said the flight to Hawaiʻi was too long.
- Oceania visitors in 2009 rated Maui (64.6%) and Kauaʻi (64%) slightly higher than Oʻahu (58.1%) and Hawaiʻi Island (55.9%).

**Table 3.1 2009 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	69.9	82.0	70.8	75.6	70.0	66.2	74.0	68.6
Above average	27.7	16.5	27.3	23.6	27.6	30.5	24.1	28.8
Below average	2.2	1.5	1.9	0.8	2.1	3.2	1.7	2.4
Poor	0.1	0.0	0.0	0.0	0.3	0.1	0.2	0.1
U.S. WEST								
Excellent	68.3	77.4	68.6	75.5	68.5	64.5	75.7	67.1
Above average	29.3	22.5	29.6	24.2	28.5	32.0	22.6	30.3
Below average	2.3	0.1	1.8	0.3	2.6	3.2	1.3	2.4
Poor	0.2	0.0	0.0	0.0	0.5	0.2	0.4	0.2
U.S. EAST								
Excellent	72.3	86.6	75.0	75.7	72.0	68.5	73.2	71.7
Above average	25.4	10.6	22.9	22.7	26.5	28.4	24.8	25.8
Below average	2.2	2.8	2.1	1.4	1.4	3.2	1.9	2.5
Poor	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0
JAPAN								
Excellent	57.6	71.6	60.6	68.9	60.4	46.1	60.0	56.5
Above average	39.9	27.7	37.5	30.2	36.7	50.2	37.9	40.8
Below average	2.4	0.6	1.9	0.9	2.5	3.6	1.9	2.6
Poor	0.1	0.0	0.1	0.0	0.4	0.0	0.1	0.1
CANADA								
Excellent	65.7	75.2	67.9	69.5	69.1	57.9	70.4	63.3
Above average	31.6	23.4	29.5	29.9	28.8	37.5	27.6	33.6
Below average	2.7	1.4	2.6	0.6	2.1	4.4	2.0	3.1
Poor	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
EUROPE								
Excellent	72.4	73.6	73.1	76.6	68.6	73.0	71.8	73.8
Above average	25.1	25.7	26.3	21.6	28.0	23.6	25.6	23.9
Below average	2.4	0.7	0.6	1.8	3.3	3.4	2.5	2.2
Poor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OCEANIA								
Excellent	61.2	61.4	62.8	70.4	68.2	51.4	64.3	58.5
Above average	35.6	34.9	34.9	25.2	30.6	44.1	33.7	37.2
Below average	3.1	3.6	2.3	4.3	1.2	4.3	1.9	4.2
Poor	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.1

**Table 3.2 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 3.3 2009 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	61.1	58.5	63.6	59.3	56.7	62.0	58.1
Above Average	34.9	37.2	32.7	38.2	37.7	29.4	37.0
Below Average	3.5	3.7	3.3	2.3	5.4	6.0	4.3
Poor	0.5	0.5	0.4	0.2	0.2	2.6	0.7
SATISFACTION - Maui							
Excellent	73.4	72.4	74.8	55.7	65.9	66.2	64.6
Above Average	24.4	25.3	23.1	39.4	31.5	32.1	33.3
Below Average	1.9	1.9	2.0	4.7	2.7	1.6	2.1
Poor	0.2	0.3	0.1	0.3	0.0	0.1	0.0
SATISFACTION - Moloka'i							
Excellent	51.0	58.7	44.1	43.4	43.7	44.3	73.7
Above Average	34.2	28.5	39.3	56.6	35.8	42.2	26.3
Below Average	7.8	5.2	10.1	0.0	18.2	10.6	0.0
Poor	7.0	7.6	6.5	0.0	2.3	3.0	0.0
SATISFACTION - Lāna'i							
Excellent	67.6	61.9	73.5	12.2	76.5	79.0	56.0
Above Average	27.3	32.3	22.1	87.8	14.7	17.8	44.0
Below Average	4.8	5.4	4.2	0.0	8.9	2.5	0.0
Poor	0.4	0.5	0.3	0.0	0.0	0.7	0.0
SATISFACTION - Hawai'i Island							
Excellent	62.3	62.3	62.2	56.7	63.5	57.8	55.9
Above Average	33.1	34.0	32.1	39.0	31.7	36.7	38.4
Below Average	3.9	3.5	4.3	4.1	4.6	5.0	5.4
Poor	0.7	0.2	1.3	0.2	0.1	0.5	0.3
SATISFACTION - Hilo							
Excellent	52.6	49.6	55.0	43.1	57.6	54.3	53.3
Above Average	38.8	43.2	35.4	50.2	31.5	35.3	40.0
Below Average	7.8	6.6	8.8	6.3	9.8	8.9	6.2
Poor	0.7	0.6	0.8	0.4	1.1	1.5	0.6
SATISFACTION - Kona							
Excellent	61.3	62.6	59.7	63.3	62.1	56.4	51.8
Above Average	33.3	32.6	34.3	33.0	33.2	37.0	42.5
Below Average	4.4	4.6	4.2	3.6	4.6	5.7	5.1
Poor	1.0	0.2	1.9	0.1	0.1	0.9	0.5
SATISFACTION - Kaua'i							
Excellent	72.5	68.8	77.3	53.0	65.9	69.0	64.0
Above Average	24.5	28.1	19.7	37.7	30.1	26.2	27.2
Below Average	2.8	2.9	2.7	9.3	3.8	3.6	8.1
Poor	0.3	0.2	0.3	0.0	0.2	1.2	0.7

**Table 3.4 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 3.5 2009 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	38.1	43.9	38.5	29.6	52.4	31.5
Met your expectations	60.7	40.3	59.3	55.6	58.9	66.9	44.7	66.0
Did not meet your expectations	2.6	1.0	2.7	0.6	2.5	3.6	2.9	2.6
U.S. WEST								
Exceeded your expectations	33.6	53.7	35.4	42.3	35.1	26.6	52.5	30.7
Met your expectations	63.9	46.1	62.0	57.4	62.1	70.4	45.1	66.8
Did not meet your expectations	2.5	0.1	2.7	0.3	2.8	3.0	2.4	2.5
U.S. EAST								
Exceeded your expectations	40.9	63.6	43.2	46.2	42.9	33.7	52.4	33.1
Met your expectations	56.2	34.4	54.2	52.8	55.0	62.1	44.6	64.2
Did not meet your expectations	2.9	2.0	2.6	0.9	2.2	4.3	3.1	2.7
JAPAN								
Exceeded your expectations	32.7	57.1	31.1	46.2	33.8	20.6	47.0	26.0
Met your expectations	63.2	40.4	65.6	51.6	62.2	73.7	49.4	69.7
Did not meet your expectations	4.1	2.5	3.3	2.2	4.0	5.7	3.6	4.3
CANADA								
Exceeded your expectations	36.2	47.9	36.5	45.9	42.4	24.2	50.2	28.9
Met your expectations	60.9	50.6	60.2	52.9	55.4	71.4	46.8	68.1
Did not meet your expectations	3.0	1.4	3.4	1.2	2.2	4.4	3.0	3.0
EUROPE								
Exceeded your expectations	46.3	57.7	51.4	48.7	44.3	39.9	54.9	26.5
Met your expectations	51.1	41.4	48.0	48.2	52.6	57.5	42.4	71.3
Did not meet your expectations	2.5	1.0	0.6	3.2	3.1	2.6	2.7	2.2
OCEANIA								
Exceeded your expectations	31.7	33.7	39.6	46.4	30.2	22.8	41.4	23.5
Met your expectations	64.4	52.3	59.7	46.8	67.9	72.6	55.1	72.2
Did not meet your expectations	3.9	14.1	0.7	6.8	1.9	4.6	3.6	4.3

**Table 3.6 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 3.7 2009 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	88.4	91.6	89.9	87.9	88.1	87.6	84.7	89.6
Somewhat likely	10.3	7.3	9.4	9.7	10.6	11.0	12.9	9.4
Not too likely	1.1	0.6	0.6	2.1	0.7	1.2	1.7	0.9
Not at all likely	0.3	0.5	0.1	0.3	0.5	0.1	0.7	0.1
U.S. WEST								
Very likely	89.4	90.3	89.6	87.9	90.6	88.9	84.8	90.1
Somewhat likely	9.7	9.6	10.1	10.6	8.5	10.0	13.1	9.2
Not too likely	0.6	0.1	0.2	1.5	0.1	1.0	1.0	0.6
Not at all likely	0.3	0.0	0.1	0.0	0.8	0.1	1.1	0.1
U.S. EAST								
Very likely	87.0	92.8	90.4	87.9	84.9	86.0	84.7	88.5
Somewhat likely	11.1	5.1	8.0	8.4	13.3	12.3	12.8	9.9
Not too likely	1.7	1.2	1.4	3.0	1.5	1.6	2.0	1.4
Not at all likely	0.3	0.9	0.1	0.7	0.3	0.2	0.5	0.2
JAPAN								
Very likely	72.9	77.9	74.5	80.2	77.4	64.7	65.9	76.1
Somewhat likely	24.3	19.2	23.7	17.2	20.5	31.4	29.7	21.7
Not too likely	2.4	2.5	1.6	2.1	1.8	3.4	3.8	1.8
Not at all likely	0.4	0.5	0.2	0.6	0.3	0.5	0.6	0.3
CANADA								
Very likely	87.7	88.6	90.2	84.2	89.3	85.6	86.2	88.5
Somewhat likely	11.0	10.0	8.5	14.9	9.3	13.1	11.6	10.7
Not too likely	1.1	0.0	0.9	0.8	1.3	1.3	1.6	0.8
Not at all likely	0.2	1.4	0.4	0.1	0.1	0.1	0.6	0.0
EUROPE								
Very likely	80.7	81.6	79.7	80.8	79.4	82.8	80.2	81.9
Somewhat likely	16.7	17.3	19.2	15.9	17.4	15.1	16.6	16.8
Not too likely	2.4	1.1	1.0	2.5	3.2	2.1	2.8	1.2
Not at all likely	0.2	0.0	0.1	0.8	0.0	0.0	0.3	0.0
OCEANIA								
Very likely	80.2	67.8	82.7	77.1	87.3	76.4	81.7	78.9
Somewhat likely	16.6	28.6	15.0	18.4	11.4	19.3	16.3	17.0
Not too likely	3.1	3.6	2.1	4.5	1.2	4.2	2.0	4.0
Not at all likely	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.2

**Table 3.8 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 3.9 2009 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	67.7	58.4	65.9	66.8	68.4	69.4	43.1	75.7
Somewhat likely	20.4	25.1	21.1	22.8	19.9	19.0	31.3	16.8
Not too likely	10.1	14.7	11.3	9.0	10.1	9.4	20.9	6.6
Not at all likely	1.8	1.8	1.6	1.3	1.6	2.2	4.8	0.8
U.S. WEST								
Very likely	77.3	74.9	73.1	73.5	79.8	79.9	54.6	80.9
Somewhat likely	16.8	18.8	19.0	22.3	14.5	14.8	30.2	14.7
Not too likely	5.1	5.2	7.0	3.7	5.0	4.4	11.4	4.1
Not at all likely	0.8	1.0	0.9	0.5	0.7	0.9	3.8	0.3
U.S. EAST								
Very likely	53.9	42.0	52.4	56.8	54.3	54.9	37.5	65.0
Somewhat likely	25.5	31.2	25.1	23.6	26.6	24.8	31.8	21.3
Not too likely	17.3	24.2	19.5	17.1	16.4	16.2	25.5	11.8
Not at all likely	3.2	2.6	3.0	2.5	2.8	4.1	5.2	1.9
JAPAN								
Very likely	55.8	28.2	60.6	53.0	63.0	57.2	28.8	68.4
Somewhat likely	30.4	39.2	29.1	33.8	26.5	30.0	42.9	24.6
Not too likely	12.3	29.2	9.4	11.8	9.1	11.4	25.4	6.2
Not at all likely	1.5	3.3	0.9	1.4	1.4	1.4	2.9	0.9
CANADA								
Very likely	62.4	50.2	63.8	51.6	63.4	66.5	40.9	73.5
Somewhat likely	22.9	28.7	22.1	30.9	22.5	19.8	31.7	18.4
Not too likely	12.7	17.8	12.2	15.9	12.0	11.6	23.8	6.9
Not at all likely	2.0	3.3	1.9	1.7	2.2	2.0	3.7	1.2
EUROPE								
Very likely	39.7	26.3	47.4	37.9	41.2	42.1	27.9	67.5
Somewhat likely	29.8	26.2	29.3	27.7	33.0	28.7	32.9	22.4
Not too likely	25.4	41.5	18.1	28.6	22.1	23.0	32.3	9.2
Not at all likely	5.1	6.0	5.1	5.7	3.7	6.3	6.9	1.0
OCEANIA								
Very likely	45.6	37.8	55.6	28.0	47.8	48.0	32.7	56.5
Somewhat likely	32.0	36.7	26.8	35.8	36.0	29.3	36.9	27.9
Not too likely	18.7	25.4	14.8	34.4	12.5	17.4	24.9	13.5
Not at all likely	3.7	0.0	2.8	1.7	3.7	5.3	5.5	2.1

**Table 3.10 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 3.11 2009 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
RECOMMEND - Oah'u							
Very likely	71.9	70.6	73.1	68.9	71.8	67.8	74.1
Somewhat likely	20.3	21.2	19.3	28.0	21.8	22.5	20.0
Not too likely	5.5	5.4	5.6	2.8	5.1	7.3	4.9
Not at all likely	2.3	2.8	1.9	0.4	1.3	2.4	1.0
RECOMMEND - Maui							
Very likely	86.4	85.8	87.1	60.1	84.5	76.1	79.3
Somewhat likely	11.3	11.4	11.1	34.2	13.3	20.9	15.9
Not too likely	1.7	2.1	1.2	5.2	1.8	2.7	4.6
Not at all likely	0.6	0.7	0.5	0.5	0.3	0.2	0.2
RECOMMEND - Moloka'i							
Very likely	46.9	45.0	50.0	26.5	66.0	56.4	90.7
Somewhat likely	24.9	22.9	28.2	36.8	20.0	31.5	7.0
Not too likely	17.8	18.6	16.4	30.5	11.0	8.6	2.3
Not at all likely	10.4	13.5	5.4	6.1	3.0	3.5	0.0
RECOMMEND - Lāna'i							
Very likely	54.1	48.0	63.1	36.0	66.3	77.7	88.3
Somewhat likely	23.3	25.5	20.1	39.4	16.8	17.6	4.7
Not too likely	16.4	17.4	14.9	18.9	14.1	3.5	4.7
Not at all likely	6.2	9.2	1.9	5.7	2.7	1.2	2.3
RECOMMEND - Hawai'i Island							
Very likely	73.7	74.1	73.2	60.5	73.9	60.9	66.6
Somewhat likely	20.3	20.9	19.4	33.3	22.2	28.4	28.7
Not too likely	5.1	4.4	5.9	5.0	3.2	9.8	4.4
Not at all likely	0.9	0.5	1.4	1.2	0.8	0.9	0.3
RECOMMEND - Kona							
Very likely	74.5	75.9	72.7	65.4	76.8	60.5	67.3
Somewhat likely	20.0	19.5	20.7	29.3	19.0	29.7	28.3
Not too likely	4.2	3.9	4.7	4.2	3.4	9.0	3.9
Not at all likely	1.2	0.7	1.9	1.0	0.8	0.8	0.4
RECOMMEND - Hilo							
Very likely	61.6	59.7	63.5	52.0	57.2	57.7	62.8
Somewhat likely	25.1	26.6	23.6	35.5	27.5	25.1	30.0
Not too likely	10.0	9.6	10.4	11.0	12.5	14.9	6.3
Not at all likely	3.3	4.1	2.5	1.5	2.7	2.3	0.9
RECOMMEND - Kaua'i							
Very likely	84.9	83.8	86.3	47.8	84.0	77.6	75.6
Somewhat likely	11.5	12.1	10.7	39.0	12.8	15.0	17.6
Not too likely	2.7	3.3	1.9	12.3	2.7	6.9	5.1
Not at all likely	0.9	0.8	1.0	0.9	0.6	0.5	1.8

**Table 3.12 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							
Very likely	66.9	65.9	67.8	69.5	69.7	67.4	79.6
Somewhat likely	23.1	23.8	22.4	26.5	24.2	23.9	15.5
Not too likely	7.3	7.4	7.2	3.4	4.4	6.7	4.1
Not at all likely	2.8	2.9	2.7	0.6	1.7	1.9	0.8
RECOMMEND - Maui							
Very likely	85.6	86.7	84.1	64.2	84.3	74.6	82.6
Somewhat likely	11.9	10.6	13.7	30.8	11.8	21.1	11.7
Not too likely	1.9	2.0	1.9	4.7	3.1	3.5	4.5
Not at all likely	0.5	0.7	0.3	0.3	0.8	0.8	1.1
RECOMMEND - Moloka'i							
Very likely	52.8	45.0	60.6	39.2	63.3	80.3	60.5
Somewhat likely	21.3	28.4	14.2	40.3	21.3	13.7	37.6
Not too likely	21.6	23.7	19.4	16.0	11.4	3.1	1.3
Not at all likely	4.3	2.9	5.7	4.5	4.0	2.9	0.6
RECOMMEND - Lāna'i							
Very likely	48.8	47.7	50.0	40.7	59.7	75.6	73.0
Somewhat likely	24.7	26.4	22.8	34.2	21.9	15.9	23.9
Not too likely	19.5	17.8	21.4	21.2	16.4	6.1	1.0
Not at all likely	7.0	8.1	5.7	3.9	1.9	2.4	2.1
RECOMMEND - Hawai'i Island							
Very likely	72.9	75.4	70.2	61.4	73.2	62.9	73.9
Somewhat likely	20.5	19.6	21.4	33.1	21.1	30.2	18.5
Not too likely	5.4	3.7	7.2	4.8	5.1	6.1	6.3
Not at all likely	1.3	1.4	1.2	0.8	0.6	0.8	1.3
RECOMMEND - Kona							
Very likely	73.8	76.0	71.4	63.7	70.8	63.6	71.1
Somewhat likely	20.2	19.0	21.6	31.1	23.1	27.0	21.0
Not too likely	4.4	4.0	5.0	4.9	5.0	8.5	7.1
Not at all likely	1.5	1.0	2.1	0.3	1.2	0.8	0.8
RECOMMEND - Hilo							
Very likely	58.4	55.5	60.8	54.8	60.0	59.7	72.7
Somewhat likely	27.1	30.6	24.1	35.2	28.9	28.8	20.1
Not too likely	11.8	12.5	11.3	8.7	8.4	9.2	5.3
Not at all likely	2.7	1.4	3.8	1.4	2.7	2.3	1.9
RECOMMEND - Kaua'i							
Very likely	85.1	85.3	84.8	55.2	80.6	85.7	83.4
Somewhat likely	12.3	12.6	12.0	33.6	16.0	10.9	9.1
Not too likely	2.2	1.7	2.8	10.7	2.6	1.5	7.1
Not at all likely	0.4	0.3	0.5	0.5	0.8	1.9	0.4

Table 3.13 2009 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]

	Total	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Flight is too long	39.4	39.7	19.0	47.8	19.1	32.4	52.8	19.9
Too commercial/overdeveloped	12.4	12.2	16.3	10.5	7.2	12.1	15.5	19.1
Too crowded/congested/traffic	9.3	10.0	13.8	8.4	5.8	6.2	4.1	7.1
Not enough value for the price / tickets too expensive /	21.5	22.4	27.0	20.5	8.2	24.8	12.8	13.5
Want to go someplace new	49.3	47.6	52.7	45.5	53.1	63.4	62.3	54.5
Other financial obligations	33.4	34.8	35.3	34.6	26.7	26.1	21.9	28.1
Poor service	1.9	2.0	3.9	1.3	3.9	1.0	0.6	0.8
Unfriendly people / felt unwelcome	3.3	3.5	6.8	2.2	3.0	3.3	1.7	1.7
Poor health / age restriction / getting too old	3.4	3.4	3.4	3.4	13.2	3.2	0.6	3.9
Other	14.6	15.3	18.1	14.1	28.4	8.9	5.4	10.1

Table 3.14 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

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. Overall in 2009, many visitors among the top six visitor markets rated shopping and restaurants on O'ahu higher than the other islands. Kona received higher ratings for their golf and activities while Maui received higher ratings for their accommodations. 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)

- The majority of U.S. West visitors were *very satisfied* with the accommodations on Maui (80.9%), O'ahu (76.7%), Kaua'i (76.2%) and the Kona side of Hawai'i Island (82.7%). Accommodations at these destinations were mainly praised for the locations and cleanliness and comfort. Parks and beaches on Maui (82.1%), Kaua'i (78.3%), O'ahu (74.2%), and Kona (74.1%) were also highly praised by U.S. West visitors mainly for the security, facility, and cleanliness and comfort.
- Many U.S. West visitors were *very satisfied* with O'ahu's shopping (64.4%). Seven-out-of-ten visitors were *very satisfied* with the sufficient number of shopping places (75.3%) and locations (71.3%), while over sixty percent were *very satisfied* with the variety of merchandise (64.7%) and service (62.5%).
- U.S. West visitors rated restaurants on Maui (58.2%) higher compared to the rest of the islands for the location (71.3%), service (65.7%) and quality (64.4%), and value for their money (51%). However, 27.2 percent were either *somewhat dissatisfied* or *not satisfied at all* with the value for their money with Maui's restaurants.

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

- U.S. East visitors felt *very satisfied* with the accommodations on Maui (84.4%), Kaua'i (81.4%), O'ahu (79%), and Kona (83.5%); particularly with the locations, service, and cleanliness and comfort. U.S. East visitors were also *very satisfied* with parks and beaches on Kaua'i (81%), O'ahu (77.9%), Maui (75.6%), and Kona (70.9%) for the security, facility, and cleanliness and comfort.
- In 2009, four-out-of-five U.S. East visitors were very pleased with golf on Maui (83.6%), Kaua'i's (82%) and Kona (81.2%), particularly with the locations and service provided but close to 20 percent were either *somewhat dissatisfied* or *not satisfied at all* with the value for their money with golf courses at these locations.
- More U.S. East visitors in 2009 were *very satisfied* with restaurants (79%), transportation (77.1%) and shopping (67%) on O'ahu than on the other islands.

Japan Visitors (Tables 4.17 to 4.22)

- Japan visitors were *very satisfied* with the accommodations on O'ahu (47.7%), Maui (61.1%), and Kona (59.8%). They were especially pleased with the location of these accommodations.

- Half (50.5%) of Japan visitors were *very satisfied* and 44.1 percent were *somewhat satisfied* with O‘ahu’s parks and beaches mainly because of the security (44.2%). In 2009, 46 percent of Japan visitors were very pleased and 48.2 percent were *somewhat satisfied* with O‘ahu’s shopping. Predominantly, Japan visitors (58.2%) were very pleased with the sufficient number of shopping places.
- Golf was ranked high on Maui (58.6%) particularly due to the location.
- Quite a few Japan visitors to Maui (30.7%) and Kona (38.6%) were disappointed with the transportation (*somewhat dissatisfied* or *not satisfied at all*). Visitors complained (were either *somewhat dissatisfied* or *not satisfied at all*) about transportation on Maui and Kona for the efficiency, convenience and value for their money.
- One-out-of-three visitors from Japan were either *somewhat dissatisfied* or *not satisfied at all* with shopping in Maui (34.3%) and Kona (34.9%), largely due to the lack of sufficient number of shopping places and variety of merchandise.

Canada Visitors (Tables 4.23 to 4.30)

- Canada visitors on Maui (80.8%) and Kaua‘i (80.7%) gave high ratings to the parks and beaches in 2009. Visitors had high satisfaction with the cleanliness and comfort, security, and facility.
- Canada visitors were *very satisfied* with their experience with accommodations in Kona (78.6%), and on Kaua‘i (75.3%) and Maui (74.3%). Canada visitors were *very satisfied* with the accommodations at these destinations for the locations, service, facility, and cleanliness and comfort.
- The majority of visitors from Canada enjoyed golf on Maui (81.5%) and were especially pleased with the locations and services.

Europe Visitors (Tables 4.31 to 4.38)

- Parks and beaches on O‘ahu (76.1%), Maui (72.2%), Kaua‘i (69.4%) and Kona (65.4%) were the highest rated attributes on these islands by visitors from Europe. They were *very satisfied* particularly with the security, facility, and cleanliness and comfort.
- Activities/Attractions on Maui (62.9%) and O‘ahu (61.5%) were highly rated by Europe visitors. Visitors were *very satisfied* with the excitement, variety and service.
- Golf courses on Kona (72.8%) received the highest rating from Europe visitors. Visitors especially enjoyed the locations and service.

Oceania Visitors (Tables 4.39 to 4.42)

- Three-out-of-four Oceania visitors were *very satisfied* with the parks and beaches on O‘ahu (76.5%) and were pleased with the security, facility, and cleanliness and comfort.
- Oceania visitors enjoyed golf courses on Kaua‘i (82.6%) and Maui (81.5%). Visitors especially enjoyed the locations and service provided; however, 31.5 percent were *somewhat dissatisfied* or *not satisfied at all* with the value for their money with Maui’s golf.
- Accommodations on O‘ahu (69.1%) and Maui (66.3%) were also highly favored by Oceania visitors. Accommodations at these destinations were mainly praised for the locations, service, and cleanliness and comfort.

**Table 4.1 2009 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	76.7	19.5	3.4	0.4
location	81.6	16.3	1.7	0.4
service	73.7	21.6	3.9	0.9
facility	71.0	23.4	5.0	0.6
cleanliness and comfort	73.2	21.6	4.0	1.1
value for your money	63.3	29.8	5.6	1.3
RESTAURANT				
overall	55.6	39.7	3.6	1.1
location	64.7	31.2	3.7	0.4
variety	63.8	29.8	5.7	0.8
service	60.7	33.6	5.0	0.7
quality	58.9	36.1	4.4	0.6
value for your money	35.0	45.8	15.8	3.4
SHOPPING				
overall	64.4	33.4	1.9	0.3
sufficient shopping places	75.3	22.9	1.9	0.0
locations	71.3	26.6	1.6	0.5
variety	64.7	30.7	4.0	0.6
service	62.5	32.5	4.2	0.8
quality	54.5	41.1	4.2	0.2
value for your money	38.8	48.0	10.5	2.6
local/handmade items	52.2	37.3	8.4	2.1
GOLF				
overall	73.7	25.0	1.3	0.0
locations	69.4	28.0	2.6	0.0
service	65.7	28.8	3.9	1.7
value for your money	45.2	38.6	11.7	4.4
ACTIVITIES/ATTRACTIONS				
overall	73.5	24.3	2.1	0.2
exciting	65.0	30.5	4.3	0.2
variety	70.4	25.8	3.6	0.2
service	69.1	27.4	3.1	0.4
value for your money	44.6	44.8	9.4	1.2
TRANSPORTATION				
overall	66.2	29.6	2.6	1.6
convenience	68.2	26.8	4.0	1.0
cleanliness and comfort	61.5	33.4	4.1	0.9
efficiency	64.1	30.2	4.7	1.1
value for your money	58.9	30.6	8.8	1.7
AIRPORTS				
overall	53.1	39.6	6.6	0.7
signage	53.3	37.1	8.0	1.6
cleanliness and comfort	54.9	37.2	6.8	1.1
ease of getting around	49.8	36.9	10.6	2.7
availability of food	40.7	35.6	17.3	6.3
availability of shopping	45.0	37.1	13.7	4.2
friendliness of workers	55.7	35.2	7.2	1.9
PARKS & BEACHES				
overall	74.2	22.4	3.2	0.2
security	63.2	30.2	5.4	1.2
facility	64.9	29.1	4.8	1.2
cleanliness and comfort	62.4	29.7	6.6	1.3

**Table 4.2 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 4.3 2009 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	80.9	17.0	1.9	0.3
location	87.3	10.5	2.0	0.2
service	72.8	21.2	4.8	1.2
facility	74.0	22.1	3.2	0.7
cleanliness and comfort	77.1	19.5	3.3	0.1
value for your money	61.6	30.2	7.3	0.9
RESTAURANT				
overall	58.2	35.7	5.5	0.5
location	71.3	24.8	3.5	0.3
variety	62.0	30.0	6.8	1.2
service	65.7	28.9	4.5	0.8
quality	64.4	27.7	6.2	1.7
value for your money	28.0	44.9	22.7	4.5
SHOPPING				
overall	56.9	38.1	4.4	0.6
sufficient shopping places	63.3	31.8	4.3	0.6
locations	61.2	35.4	3.2	0.2
variety	51.6	38.9	7.9	1.6
service	60.3	35.1	4.3	0.4
quality	46.2	45.2	8.3	0.3
value for your money	27.3	50.3	19.8	2.6
local/handmade items	49.6	37.8	10.4	2.2
GOLF				
overall	71.2	26.0	1.0	1.7
locations	76.3	22.2	1.4	0.1
service	70.6	27.5	1.1	0.8
value for your money	32.5	33.3	24.6	9.6
ACTIVITIES/ATTRACTIONS				
overall	71.6	25.7	2.5	0.2
exciting	69.4	28.0	2.3	0.2
variety	70.0	26.4	3.4	0.2
service	70.3	26.6	3.1	0.0
value for your money	41.3	41.9	15.0	1.7
TRANSPORTATION				
overall	61.8	28.5	8.6	1.2
convenience	63.2	25.6	9.1	2.1
cleanliness and comfort	62.2	30.6	6.1	1.1
efficiency	59.8	31.3	4.8	4.0
value for your money	51.5	32.9	11.5	4.1
AIRPORTS				
overall	62.8	31.6	4.9	0.7
signage	63.3	31.7	4.5	0.5
cleanliness and comfort	60.6	32.0	6.5	0.8
ease of getting around	61.3	32.6	4.9	1.2
availability of food	36.0	39.5	19.0	5.6
availability of shopping	36.6	45.5	14.0	3.9
friendliness of workers	55.8	36.3	6.5	1.3
PARKS & BEACHES				
overall	82.1	16.8	1.1	0.0
security	65.6	28.3	4.7	1.4
facility	68.9	26.8	4.3	0.0
cleanliness and comfort	70.8	23.6	4.8	0.8

**Table 4.4 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 4.5 2009 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	76.2	21.2	2.5	0.1
location	82.1	15.5	2.1	0.3
service	70.8	26.3	2.0	0.8
facility	68.8	27.6	3.0	0.7
cleanliness and comfort	76.4	18.9	3.9	0.7
value for your money	65.1	27.8	5.7	1.4
RESTAURANT				
overall	51.1	42.8	5.7	0.4
location	60.9	33.8	4.4	0.9
variety	50.8	37.2	10.6	1.4
service	58.7	35.8	4.6	0.9
quality	54.8	38.7	6.1	0.4
value for your money	29.6	51.2	16.3	2.9
SHOPPING				
overall	46.5	46.0	6.7	0.8
sufficient shopping places	49.9	41.3	7.9	0.9
locations	49.9	41.8	7.6	0.7
variety	41.0	47.9	9.0	2.2
service	53.6	42.1	3.8	0.5
quality	41.6	48.4	9.5	0.5
value for your money	26.5	54.3	17.0	2.3
local/handmade items	41.8	41.9	13.1	3.3
GOLF				
overall	62.5	28.2	9.2	0.1
locations	69.8	22.2	7.9	0.1
service	68.4	26.5	5.0	0.0
value for your money	36.2	37.9	21.4	4.6
ACTIVITIES/ATTRACTIONS				
overall	73.0	23.3	3.7	0.0
exciting	67.4	28.9	3.2	0.5
variety	66.6	27.3	5.5	0.5
service	69.5	26.8	3.6	0.0
value for your money	42.3	46.5	9.5	1.7
TRANSPORTATION				
overall	40.5	30.0	21.1	8.3
convenience	48.3	26.9	18.0	6.8
cleanliness and comfort	58.1	26.9	10.1	4.9
efficiency	51.8	24.1	17.9	6.2
value for your money	43.2	39.5	7.4	9.9
AIRPORTS				
overall	56.3	39.2	3.5	1.1
signage	57.6	34.5	6.4	1.6
cleanliness and comfort	58.0	34.9	6.8	0.3
ease of getting around	62.9	29.9	5.9	1.3
availability of food	29.7	41.7	23.9	4.7
availability of shopping	35.1	42.6	18.0	4.3
friendliness of workers	58.3	30.9	8.9	1.9
PARKS & BEACHES				
overall	78.3	20.4	1.3	0.0
security	62.2	32.4	4.2	1.3
facility	62.1	32.4	4.6	0.9
cleanliness and comfort	60.8	31.5	6.7	1.1

**Table 4.6 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 4.7 2009 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	82.7	13.9	2.6	0.7
location	78.5	17.4	3.5	0.5
service	77.0	20.0	2.7	0.3
facility	76.3	19.1	3.6	1.1
cleanliness and comfort	80.7	15.1	2.8	1.4
value for your money	69.1	21.9	6.9	2.2
RESTAURANT				
overall	51.7	40.2	7.3	0.7
location	58.8	34.0	5.5	1.7
variety	53.0	34.6	10.2	2.2
service	61.7	33.1	4.2	1.1
quality	57.9	34.1	7.0	1.0
value for your money	29.0	51.0	16.5	3.4
SHOPPING				
overall	50.9	41.2	7.4	0.4
sufficient shopping places	51.1	39.5	8.4	1.1
locations	50.3	38.6	9.8	1.2
variety	50.4	36.0	12.0	1.5
service	58.3	32.9	8.8	0.0
quality	46.1	41.3	11.9	0.7
value for your money	35.4	46.4	14.8	3.3
local/handmade items	46.1	37.4	12.5	4.1
GOLF				
overall	77.5	18.9	3.3	0.2
locations	77.9	18.2	3.7	0.2
service	73.1	20.5	3.4	3.0
value for your money	41.9	36.5	15.9	5.6
ACTIVITIES/ATTRACTIONS				
overall	71.4	24.5	4.0	0.1
exciting	66.5	30.4	2.5	0.6
variety	65.1	30.2	4.1	0.5
service	69.4	26.0	4.5	0.1
value for your money	43.1	45.9	8.5	2.4
TRANSPORTATION				
overall	53.7	29.0	9.8	7.5
convenience	50.3	27.2	12.1	10.5
cleanliness and comfort	49.4	42.6	8.0	0.1
efficiency	52.4	28.9	14.7	4.0
value for your money	42.8	31.9	21.5	3.8
AIRPORTS				
overall	54.6	31.1	12.5	1.9
signage	47.2	38.1	12.2	2.5
cleanliness and comfort	45.9	37.8	14.3	2.0
ease of getting around	52.5	34.8	10.1	2.6
availability of food	24.8	29.8	32.3	13.1
availability of shopping	26.9	33.6	28.5	10.9
friendliness of workers	50.5	37.5	8.1	3.9
PARKS & BEACHES				
overall	74.1	23.9	1.5	0.6
security	62.0	32.7	3.6	1.8
facility	62.7	32.7	4.4	0.2
cleanliness and comfort	63.5	32.4	2.2	1.9

**Table 4.8 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 4.9 2009 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	79.0	18.3	2.3	0.4
location	83.3	15.8	0.9	0.0
service	75.7	21.1	2.8	0.4
facility	73.9	21.7	4.1	0.3
cleanliness and comfort	77.6	18.1	3.7	0.6
value for your money	64.1	26.7	7.2	1.9
RESTAURANT				
overall	79.0	18.3	2.3	0.4
location	83.3	15.8	0.9	0.0
variety	75.7	21.1	2.8	0.4
service	73.9	21.7	4.1	0.3
quality	77.6	18.1	3.7	0.6
value for your money	64.1	26.7	7.2	1.9
SHOPPING				
overall	67.0	31.5	1.2	0.2
sufficient shopping places	78.6	20.4	0.9	0.2
locations	73.5	24.7	1.5	0.3
variety	65.9	30.7	2.5	0.9
service	65.2	30.9	3.2	0.8
quality	54.2	40.9	4.5	0.4
value for your money	35.1	49.8	13.3	1.8
local/handmade items	54.8	33.2	9.7	2.4
GOLF				
overall	66.8	29.2	1.1	2.9
locations	78.4	18.0	0.8	2.8
service	61.1	34.3	2.3	2.2
value for your money	39.2	47.9	6.5	6.5
ACTIVITIES/ATTRACTIONS				
overall	77.1	21.3	1.5	0.0
exciting	72.2	26.1	1.5	0.2
variety	75.6	21.9	2.3	0.3
service	71.3	26.0	2.4	0.3
value for your money	51.2	39.1	8.6	1.1
TRANSPORTATION				
overall	77.1	21.3	1.5	0.0
convenience	72.2	26.1	1.5	0.2
cleanliness and comfort	75.6	21.9	2.3	0.3
efficiency	71.3	26.0	2.4	0.3
value for your money	51.2	39.1	8.6	1.1
AIRPORTS				
overall	65.8	28.3	5.1	0.7
signage	62.9	31.2	4.9	1.0
cleanliness and comfort	64.1	29.8	5.4	0.7
ease of getting around	62.3	28.4	8.3	1.0
availability of food	43.3	38.2	14.8	3.7
availability of shopping	49.1	35.2	12.7	3.0
friendliness of workers	64.9	27.5	6.5	1.2
PARKS & BEACHES				
overall	77.9	19.5	1.5	1.1
security	67.5	24.4	6.1	1.9
facility	69.6	25.9	3.3	1.2
cleanliness and comfort	69.4	24.6	4.7	1.3

**Table 4.10 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 4.11 2009 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	84.4	14.2	1.3	0.0
location	89.0	10.0	0.9	0.0
service	82.4	15.9	1.7	0.0
facility	80.3	17.5	1.9	0.3
cleanliness and comfort	82.1	15.9	1.5	0.4
value for your money	59.1	34.1	6.3	0.6
RESTAURANT				
overall	65.7	31.4	2.8	0.1
location	71.0	27.0	1.9	0.1
variety	64.6	31.2	3.9	0.3
service	65.9	31.6	2.6	0.0
quality	65.4	31.7	2.5	0.4
value for your money	33.1	49.8	14.5	2.7
SHOPPING				
overall	57.8	38.7	3.4	0.1
sufficient shopping places	67.1	27.8	5.1	0.1
locations	65.2	29.3	5.5	0.1
variety	53.2	36.4	9.3	1.1
service	64.5	32.8	2.4	0.4
quality	50.9	42.9	5.9	0.2
value for your money	32.2	49.9	15.4	2.5
local/handmade items	52.6	37.4	8.3	1.8
GOLF				
overall	83.6	13.8	1.9	0.6
locations	85.2	13.3	0.9	0.6
service	69.8	24.8	4.7	0.6
value for your money	45.7	36.3	15.0	3.0
ACTIVITIES/ATTRACTIONS				
overall	77.8	20.9	0.9	0.5
exciting	75.7	22.4	1.6	0.3
variety	78.8	19.5	1.4	0.3
service	76.1	22.5	1.0	0.3
value for your money	45.9	42.0	10.6	1.6
TRANSPORTATION				
overall	66.1	26.6	4.9	2.4
convenience	62.4	28.9	5.5	3.2
cleanliness and comfort	68.8	26.1	4.4	0.7
efficiency	65.8	25.4	6.9	1.9
value for your money	52.8	33.5	10.3	3.4
AIRPORTS				
overall	57.7	37.3	4.8	0.2
signage	57.7	35.2	5.3	1.9
cleanliness and comfort	56.3	38.0	5.6	0.2
ease of getting around	59.6	33.2	6.7	0.5
availability of food	35.1	41.1	19.4	4.5
availability of shopping	39.7	43.3	14.9	2.1
friendliness of workers	58.1	34.1	6.9	0.9
PARKS & BEACHES				
overall	75.6	22.7	1.7	0.0
security	66.7	28.9	3.9	0.5
facility	67.0	30.2	1.8	1.0
cleanliness and comfort	71.2	25.4	2.8	0.6

**Table 4.12 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 4.13 2009 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	81.4	16.2	2.1	0.3
location	84.1	13.9	1.7	0.4
service	76.6	19.0	3.4	1.1
facility	75.5	19.0	4.4	1.1
cleanliness and comfort	77.8	16.5	4.5	1.3
value for your money	69.1	25.4	3.8	1.7
RESTAURANT				
overall	59.3	34.9	5.2	0.5
location	62.2	33.6	3.9	0.3
variety	56.9	33.1	9.0	1.0
service	62.7	33.2	3.6	0.4
quality	64.0	30.9	4.4	0.7
value for your money	32.8	47.1	17.7	2.4
SHOPPING				
overall	55.2	40.0	4.0	0.8
sufficient shopping places	53.8	37.8	7.4	1.0
locations	52.7	40.1	6.3	0.9
variety	49.6	39.4	10.3	0.7
service	62.8	33.0	3.9	0.3
quality	48.9	43.1	6.9	1.1
value for your money	35.1	46.8	15.8	2.2
local/handmade items	47.6	39.3	10.8	2.3
GOLF				
overall	82.0	13.1	3.4	1.4
locations	86.6	12.7	0.1	0.5
service	85.8	12.7	1.0	0.6
value for your money	49.4	34.2	9.8	6.6
ACTIVITIES/ATTRACTIONS				
overall	78.7	19.8	0.8	0.7
exciting	77.3	20.6	1.5	0.5
variety	77.3	19.2	3.2	0.3
service	75.9	21.3	2.6	0.2
value for your money	52.5	37.7	8.5	1.4
TRANSPORTATION				
overall	55.5	31.4	6.9	6.2
convenience	55.7	32.5	5.5	6.3
cleanliness and comfort	60.5	31.1	7.3	1.1
efficiency	58.1	31.7	6.6	3.6
value for your money	49.9	33.6	11.5	4.9
AIRPORTS				
overall	60.0	33.9	4.6	1.5
signage	59.7	32.2	6.1	2.0
cleanliness and comfort	62.4	31.2	5.6	0.8
ease of getting around	63.0	29.1	5.9	2.0
availability of food	36.3	38.5	20.5	4.7
availability of shopping	38.8	41.6	16.4	3.2
friendliness of workers	59.6	32.6	5.2	2.6
PARKS & BEACHES				
overall	81.0	16.6	1.9	0.5
security	67.3	26.0	5.9	0.8
facility	68.2	26.3	4.9	0.6
cleanliness and comfort	67.7	26.8	4.9	0.6

**Table 4.14 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 4.15 2009 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	83.5	13.1	3.5	0.0
location	73.7	23.5	2.7	0.1
service	76.5	19.2	3.7	0.6
facility	77.6	16.3	5.6	0.5
cleanliness and comfort	76.6	17.4	3.9	2.1
value for your money	66.4	26.2	5.4	1.9
RESTAURANT				
overall	54.7	38.4	6.4	0.5
location	55.7	38.3	5.9	0.1
variety	52.8	34.8	10.1	2.2
service	66.4	31.5	1.7	0.4
quality	60.0	35.6	3.8	0.5
value for your money	32.2	45.7	18.5	3.6
SHOPPING				
overall	52.6	42.8	4.6	0.1
sufficient shopping places	53.9	37.5	8.0	0.6
locations	53.8	39.5	6.7	0.0
variety	50.4	38.8	10.0	0.7
service	55.7	40.8	3.1	0.4
quality	47.7	45.8	5.7	0.8
value for your money	30.6	53.9	13.6	1.9
local/handmade items	43.3	42.1	13.2	1.3
GOLF				
overall	81.2	16.0	2.1	0.7
locations	78.1	19.8	2.1	0.0
service	85.7	9.2	4.1	1.0
value for your money	37.6	45.1	12.9	4.4
ACTIVITIES/ATTRACTIONS				
overall	73.2	24.2	1.3	1.3
exciting	64.2	32.8	1.8	1.2
variety	67.4	27.0	3.9	1.7
service	66.5	31.2	2.2	0.0
value for your money	46.4	41.4	10.7	1.5
TRANSPORTATION				
overall	57.8	37.2	2.1	2.9
convenience	54.7	40.9	2.0	2.4
cleanliness and comfort	58.5	38.1	2.0	1.4
efficiency	52.0	40.9	4.7	2.4
value for your money	41.8	47.1	9.2	1.9
AIRPORTS				
overall	45.2	39.8	11.2	3.7
signage	46.7	39.2	11.0	3.2
cleanliness and comfort	43.2	39.8	11.6	5.5
ease of getting around	46.3	38.7	12.0	2.9
availability of food	18.9	29.7	34.9	16.5
availability of shopping	21.4	38.9	26.6	13.1
friendliness of workers	47.4	39.6	9.4	3.6
PARKS & BEACHES				
overall	70.9	26.0	2.9	0.3
security	62.1	29.2	6.9	1.7
facility	63.0	29.4	6.2	1.5
cleanliness and comfort	62.9	28.5	6.6	2.0

**Table 4.16 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 4.17 2009 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	47.7	44.6	7.0	0.7
location	53.7	35.4	9.2	1.8
service	33.2	50.3	14.7	1.8
facility	29.3	49.5	18.8	2.4
cleanliness and comfort	40.4	45.8	11.7	2.2
value for your money	38.8	47.9	11.7	1.6
RESTAURANT				
overall	25.4	59.5	13.7	1.4
location	33.1	55.7	10.1	1.1
variety	26.6	53.8	18.1	1.5
service	23.8	56.5	17.8	1.9
quality	22.1	51.3	22.2	4.3
value for your money	17.8	50.8	26.3	5.1
SHOPPING				
overall	46.0	47.4	6.3	0.3
sufficient shopping places	58.2	37.0	4.4	0.4
locations	46.7	46.9	6.1	0.4
variety	46.3	43.2	9.7	0.8
service	30.6	54.5	14.0	0.9
quality	27.8	58.2	13.1	0.8
value for your money	29.2	54.7	15.2	0.9
local/handmade items	27.2	53.5	17.8	1.5
GOLF				
overall	39.7	46.8	12.0	1.5
locations	51.1	41.5	6.6	0.8
service	23.6	45.1	27.2	4.1
value for your money	25.7	37.0	31.0	6.3
ACTIVITIES/ATTRACTIONS				
overall	43.0	49.6	6.9	0.4
exciting	45.2	46.4	7.9	0.5
variety	39.9	48.4	11.0	0.8
service	34.5	51.4	13.1	1.0
value for your money	27.7	50.0	20.1	2.2
TRANSPORTATION				
overall	44.0	45.7	9.5	0.8
convenience	45.7	42.6	10.3	1.4
cleanliness and comfort	32.7	51.9	14.0	1.3
efficiency	34.2	46.7	16.6	2.5
value for your money	43.9	45.8	9.0	1.3
AIRPORTS				
overall	22.7	59.9	16.1	1.3
signage	24.2	58.2	16.0	1.6
cleanliness and comfort	23.8	55.4	18.9	1.9
ease of getting around	19.5	49.8	26.8	3.8
availability of food	10.6	39.6	42.2	7.6
availability of shopping	14.6	44.5	34.5	6.4
friendliness of workers	20.9	54.8	20.6	3.7
PARKS & BEACHES				
overall	50.5	44.1	5.0	0.3
security	44.2	48.1	7.1	0.6
facility	34.5	52.1	12.4	1.0
cleanliness and comfort	38.7	48.8	11.2	1.3

**Table 4.18 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 4.19 2009 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	61.1	33.8	4.6	0.6
location	62.8	30.7	5.9	0.6
service	35.7	55.7	8.0	0.6
facility	36.9	50.9	12.2	0.0
cleanliness and comfort	42.9	45.0	12.0	0.0
value for your money	39.6	49.5	9.0	1.9
RESTAURANT				
overall	26.5	55.1	16.0	2.4
location	45.2	45.2	7.7	1.9
variety	20.2	48.4	29.0	2.5
service	28.3	53.5	17.1	1.2
quality	26.7	45.2	25.8	2.3
value for your money	17.8	45.5	34.9	1.8
SHOPPING				
overall	17.3	48.4	34.3	0.0
sufficient shopping places	24.4	30.4	42.2	3.0
locations	26.7	49.7	18.7	4.8
variety	16.3	41.8	35.5	6.3
service	18.0	60.3	20.1	1.7
quality	13.6	59.3	24.8	2.3
value for your money	18.9	53.1	25.1	2.9
local/handmade items	22.7	45.6	27.4	4.2
GOLF				
overall	48.7	41.8	9.4	0.0
locations	60.1	38.0	1.9	0.0
service	47.0	38.9	14.1	0.0
value for your money	27.7	40.4	31.9	0.0
ACTIVITIES/ATTRACTIONS				
overall	37.6	44.0	18.3	0.0
exciting	35.6	47.0	17.5	0.0
variety	20.6	46.1	33.2	0.0
service	24.1	61.2	14.6	0.0
value for your money	24.4	55.9	19.7	0.0
TRANSPORTATION				
overall	20.5	48.9	25.7	5.0
convenience	16.5	45.4	22.6	15.6
cleanliness and comfort	17.9	59.0	20.6	2.5
efficiency	13.2	36.5	40.3	10.0
value for your money	27.1	43.2	21.4	8.3
AIRPORTS				
overall	20.4	51.3	24.7	3.6
signage	14.6	46.1	35.0	4.3
cleanliness and comfort	19.7	57.6	22.0	0.6
ease of getting around	19.6	44.0	32.1	4.3
availability of food	10.9	30.8	45.9	12.5
availability of shopping	8.8	36.8	40.7	13.6
friendliness of workers	21.6	53.4	20.2	4.8
PARKS & BEACHES				
overall	47.5	50.7	1.8	0.0
security	43.3	50.9	5.2	0.6
facility	36.8	53.7	9.5	0.0
cleanliness and comfort	38.3	53.0	8.1	0.6

**Table 4.20 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 4.21 2009 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	59.8	37.4	2.2	0.6
location	62.2	31.0	6.2	0.6
service	44.7	41.8	10.6	2.9
facility	44.0	42.7	11.0	2.3
cleanliness and comfort	53.5	37.9	7.6	1.0
value for your money	47.7	40.8	9.9	1.6
RESTAURANT				
overall	20.9	58.1	17.4	3.6
location	40.1	45.7	12.9	1.3
variety	16.0	47.0	33.3	3.7
service	24.5	50.4	22.4	2.7
quality	19.0	48.3	26.2	6.6
value for your money	17.9	51.3	24.7	6.1
SHOPPING				
overall	16.4	48.7	30.0	4.9
sufficient shopping places	15.4	32.4	41.4	10.8
locations	21.2	49.8	23.5	5.6
variety	14.3	43.8	32.9	9.0
service	17.9	59.0	20.0	3.1
quality	16.1	55.9	22.4	5.6
value for your money	12.6	54.5	27.3	5.6
local/handmade items	22.0	47.3	26.0	4.7
GOLF				
overall	58.6	34.9	6.5	0.0
locations	68.0	27.4	4.7	0.0
service	46.0	43.9	10.1	0.0
value for your money	47.2	37.4	14.2	1.1
ACTIVITIES/ATTRACTIONS				
overall	41.0	48.5	8.3	2.2
exciting	39.5	48.3	10.0	2.2
variety	28.3	50.0	18.4	3.3
service	35.9	49.6	12.8	1.7
value for your money	32.8	44.9	19.8	2.5
TRANSPORTATION				
overall	21.1	40.3	27.0	11.6
convenience	22.0	35.3	26.3	16.4
cleanliness and comfort	18.6	58.6	17.9	4.9
efficiency	18.2	43.2	25.7	13.0
value for your money	21.0	49.2	22.5	7.2
AIRPORTS				
overall	17.7	55.2	24.0	3.0
signage	14.9	58.3	24.1	2.6
cleanliness and comfort	18.1	55.1	21.9	4.9
ease of getting around	17.7	55.1	21.6	5.7
availability of food	5.6	24.3	49.7	20.4
availability of shopping	7.5	26.6	45.3	20.7
friendliness of workers	16.8	54.4	21.3	7.5
PARKS & BEACHES				
overall	47.9	43.7	7.1	1.3
security	44.5	47.7	6.8	1.0
facility	32.4	50.6	15.5	1.5
cleanliness and comfort	36.3	48.5	13.2	2.0

**Table 4.22 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 4.23 2009 O‘ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	66.0	29.0	4.6	0.4
location	81.4	16.9	1.1	0.6
service	62.5	32.1	5.2	0.2
facility	56.7	37.5	4.8	0.9
cleanliness and comfort	63.7	30.4	5.1	0.9
value for your money	54.5	34.5	8.1	2.9
RESTAURANT				
overall	53.9	39.3	5.7	1.0
location	68.4	29.0	1.8	0.8
variety	61.9	32.8	4.4	0.9
service	62.4	34.0	3.5	0.1
quality	56.1	37.6	5.0	1.3
value for your money	34.5	47.3	13.9	4.3
SHOPPING				
overall	61.2	35.8	2.8	0.2
sufficient shopping places	71.3	27.2	0.9	0.6
locations	66.1	31.6	1.3	0.9
variety	58.0	34.6	6.6	0.8
service	60.4	36.5	2.5	0.6
quality	47.6	47.0	4.2	1.2
value for your money	35.6	48.2	12.7	3.5
local/handmade items	45.5	41.3	11.9	1.4
GOLF				
overall	52.4	43.6	4.0	0.0
locations	53.8	43.1	3.2	0.0
service	47.5	50.1	2.4	0.0
value for your money	30.4	57.4	10.0	2.2
ACTIVITIES/ATTRACTIONS				
overall	67.2	31.5	0.9	0.4
exciting	57.1	40.2	2.3	0.4
variety	62.0	35.0	2.3	0.7
service	61.1	35.4	3.0	0.5
value for your money	39.2	47.2	11.0	2.7
TRANSPORTATION				
overall	65.5	30.0	3.9	0.6
convenience	66.3	28.3	4.5	0.8
cleanliness and comfort	61.7	32.9	4.0	1.3
efficiency	64.2	28.8	5.2	1.8
value for your money	64.0	29.2	4.9	1.9
AIRPORTS				
overall	59.1	35.6	4.8	0.4
signage	61.9	31.0	5.9	1.2
cleanliness and comfort	60.9	33.8	4.8	0.4
ease of getting around	56.6	36.3	6.3	0.7
availability of food	33.8	41.0	19.5	5.7
availability of shopping	33.2	48.1	13.9	4.8
friendliness of workers	56.9	36.0	5.7	1.3
PARKS & BEACHES				
overall	76.9	21.1	1.7	0.3
security	63.9	33.0	2.9	0.2
facility	65.0	29.2	5.0	0.7
cleanliness and comfort	63.3	28.8	6.6	1.3

**Table 4.24 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 4.25 2009 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	74.3	22.6	2.4	0.7
location	84.7	12.4	2.8	0.2
service	70.7	24.4	4.2	0.7
facility	68.8	26.2	4.4	0.5
cleanliness and comfort	71.2	23.9	3.8	1.1
value for your money	52.5	38.0	7.6	1.9
RESTAURANT				
overall	49.6	44.4	5.5	0.5
location	64.5	32.8	2.1	0.7
variety	59.2	34.0	5.9	0.9
service	62.1	33.2	4.5	0.1
quality	55.0	38.3	5.8	0.9
value for your money	27.3	49.4	19.3	4.1
SHOPPING				
overall	48.9	45.7	5.4	0.0
sufficient shopping places	54.3	40.6	4.5	0.5
locations	52.7	42.2	4.6	0.4
variety	43.1	42.4	13.6	0.9
service	57.6	38.7	3.0	0.7
quality	39.6	52.2	7.5	0.7
value for your money	28.8	50.7	18.5	2.0
local/handmade items	41.4	42.6	13.2	2.8
GOLF				
overall	66.1	29.8	3.1	1.0
locations	76.9	20.7	2.4	0.0
service	63.8	32.3	3.0	0.9
value for your money	32.5	34.8	21.6	11.1
ACTIVITIES/ATTRACTIONS				
overall	67.8	29.9	1.5	0.8
exciting	59.9	36.6	3.1	0.4
variety	65.4	31.8	2.2	0.6
service	62.6	33.7	3.5	0.2
value for your money	36.6	45.7	14.5	3.2
TRANSPORTATION				
overall	53.0	33.9	9.8	3.2
convenience	53.6	34.2	8.3	3.9
cleanliness and comfort	58.6	36.1	4.2	1.2
efficiency	54.6	34.5	6.9	4.0
value for your money	49.8	39.1	7.5	3.6
AIRPORTS				
overall	51.7	39.6	7.8	0.9
signage	52.9	37.3	7.8	2.0
cleanliness and comfort	53.3	39.0	6.3	1.4
ease of getting around	54.0	37.3	7.5	1.3
availability of food	24.7	39.0	27.2	9.1
availability of shopping	24.9	44.1	23.8	7.2
friendliness of workers	53.1	36.7	8.3	1.8
PARKS & BEACHES				
overall	80.8	18.0	1.1	0.2
security	65.8	29.7	4.0	0.4
facility	65.1	31.2	3.5	0.3
cleanliness and comfort	68.8	25.8	4.9	0.5

**Table 4.26 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 4.27 2009 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	75.3	21.2	2.3	1.3
location	79.3	17.6	2.5	0.7
service	67.9	27.2	4.2	0.6
facility	68.4	26.3	4.1	1.2
cleanliness and comfort	72.6	21.2	4.7	1.4
value for your money	58.3	34.7	5.5	1.5
RESTAURANT				
overall	46.4	45.9	7.0	0.6
location	57.1	37.0	5.4	0.5
variety	42.8	45.4	10.7	1.1
service	59.2	35.5	4.5	0.8
quality	55.0	38.0	6.2	0.8
value for your money	29.1	50.0	17.5	3.4
SHOPPING				
overall	46.7	45.7	7.0	0.6
sufficient shopping places	48.2	43.4	7.8	0.6
locations	50.6	42.3	6.2	0.9
variety	42.3	45.6	11.0	1.1
service	55.0	40.7	3.5	0.8
quality	40.4	52.7	6.2	0.6
value for your money	28.7	52.5	15.9	2.9
local/handmade items	39.7	46.9	11.0	2.4
GOLF				
overall	61.1	28.8	6.2	3.9
locations	70.2	26.8	2.1	0.9
service	64.4	28.7	5.6	1.4
value for your money	40.2	35.1	19.9	4.8
ACTIVITIES/ATTRACTIONS				
overall	69.7	28.1	2.0	0.1
exciting	62.3	33.7	3.5	0.6
variety	66.1	30.1	3.3	0.4
service	67.0	30.5	2.3	0.2
value for your money	42.2	43.2	12.7	2.0
TRANSPORTATION				
overall	47.9	31.9	7.3	12.9
convenience	46.7	34.6	7.4	11.3
cleanliness and comfort	52.0	39.6	3.9	4.5
efficiency	51.6	31.3	9.3	7.8
value for your money	45.2	40.2	4.6	9.9
AIRPORTS				
overall	56.7	37.4	5.3	0.6
signage	55.9	37.5	6.2	0.4
cleanliness and comfort	56.8	36.3	5.7	1.1
ease of getting around	59.7	34.9	5.2	0.2
availability of food	25.9	40.7	27.1	6.3
availability of shopping	25.6	45.7	23.6	5.1
friendliness of workers	55.4	37.5	5.5	1.6
PARKS & BEACHES				
overall	80.7	17.1	1.6	0.6
security	67.5	27.3	4.0	1.2
facility	64.5	30.5	4.0	1.0
cleanliness and comfort	62.2	29.2	7.2	1.4

**Table 4.28 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 4.29 2009 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	78.6	18.4	2.7	0.3
location	82.1	14.7	3.0	0.3
service	74.3	21.9	3.3	0.5
facility	74.4	21.1	3.5	0.9
cleanliness and comfort	75.2	19.4	4.6	0.8
value for your money	64.9	27.9	5.6	1.5
RESTAURANT				
overall	48.1	45.5	5.3	1.1
location	59.6	34.9	4.8	0.7
variety	51.9	37.3	10.0	0.9
service	61.4	35.2	2.3	1.1
quality	54.6	37.1	7.4	0.9
value for your money	32.2	46.5	18.0	3.3
SHOPPING				
overall	52.9	42.6	4.0	0.4
sufficient shopping places	58.5	34.2	6.3	1.0
locations	57.8	34.7	6.5	1.0
variety	51.2	37.6	10.2	1.0
service	62.5	34.1	3.1	0.4
quality	48.3	44.1	7.1	0.5
value for your money	38.0	45.2	16.0	0.9
local/handmade items	46.6	37.2	14.4	1.7
GOLF				
overall	71.9	24.3	2.8	1.0
locations	76.4	22.4	1.3	0.0
service	72.2	24.5	2.8	0.4
value for your money	35.4	38.6	19.6	6.4
ACTIVITIES/ATTRACTIONS				
overall	67.9	29.5	2.3	0.2
exciting	63.7	32.3	3.8	0.2
variety	64.8	30.6	4.3	0.3
service	67.3	29.5	2.6	0.5
value for your money	46.6	42.8	8.8	1.7
TRANSPORTATION				
overall	50.9	31.4	13.3	4.4
convenience	50.0	29.9	14.0	6.1
cleanliness and comfort	60.3	32.2	6.0	1.5
efficiency	56.4	32.3	6.6	4.7
value for your money	49.6	34.1	10.1	6.2
AIRPORTS				
overall	47.1	39.4	11.2	2.3
signage	43.1	38.0	15.0	3.8
cleanliness and comfort	49.2	39.0	9.9	1.9
ease of getting around	47.9	37.9	10.6	3.6
availability of food	20.2	27.7	35.6	16.5
availability of shopping	21.2	33.9	32.3	12.6
friendliness of workers	55.0	33.0	9.2	2.7
PARKS & BEACHES				
overall	78.7	17.3	3.8	0.2
security	68.0	28.0	3.3	0.8
facility	66.3	27.4	5.6	0.7
cleanliness and comfort	64.8	28.7	5.1	1.4

**Table 4.30 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 4.31 2009 O'ahu Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	65.2	30.0	3.0	1.7
location	81.2	14.1	2.9	1.8
service	58.6	38.4	2.4	0.6
facility	53.1	40.8	5.7	0.5
cleanliness and comfort	56.9	39.0	3.7	0.4
value for your money	48.1	38.0	12.6	1.3
RESTAURANT				
overall	47.4	41.9	7.5	3.2
location	62.4	31.5	4.6	1.4
variety	51.3	31.4	15.2	2.0
service	55.0	36.9	6.0	2.0
quality	50.9	33.5	10.5	5.1
value for your money	31.5	44.3	18.5	5.7
SHOPPING				
overall	60.1	35.0	3.2	1.6
sufficient shopping places	68.8	27.1	3.7	0.4
locations	69.5	24.6	5.5	0.4
variety	55.9	34.6	7.2	2.3
service	61.8	33.8	3.4	1.0
quality	52.4	40.5	6.6	0.5
value for your money	43.0	39.4	15.5	2.1
local/handmade items	47.0	36.9	11.4	4.7
GOLF				
overall	62.5	27.4	10.1	0.0
locations	74.3	19.4	6.3	0.0
service	55.7	35.5	8.8	0.0
value for your money	48.9	33.9	16.7	0.5
ACTIVITIES/ATTRACTIONS				
overall	61.5	33.8	3.3	1.3
exciting	52.2	40.0	5.7	2.0
variety	56.4	38.0	5.5	0.1
service	53.9	40.6	5.0	0.5
value for your money	40.2	47.0	11.0	1.8
TRANSPORTATION				
overall	52.8	42.2	4.5	0.5
convenience	52.0	40.5	7.0	0.6
cleanliness and comfort	50.7	40.3	9.0	0.0
efficiency	49.5	34.5	14.1	1.9
value for your money	52.2	37.9	9.4	0.5
AIRPORTS				
overall	39.6	48.1	12.2	0.2
signage	38.6	49.5	10.2	1.6
cleanliness and comfort	42.6	45.6	11.4	0.4
ease of getting around	42.3	40.6	14.4	2.7
availability of food	22.2	49.8	21.1	6.8
availability of shopping	20.5	46.3	25.8	7.4
friendliness of workers	46.7	36.8	12.8	3.7
PARKS & BEACHES				
overall	76.1	22.5	1.4	0.0
security	69.6	26.4	3.6	0.4
facility	65.9	29.5	4.1	0.5
cleanliness and comfort	62.5	31.5	5.6	0.5

**Table 4.32 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 4.33 2009 Maui Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.9	28.1	2.8	0.2
location	70.8	26.4	2.3	0.5
service	61.1	33.5	4.4	0.9
facility	59.9	35.4	4.4	0.3
cleanliness and comfort	66.1	28.0	5.2	0.8
value for your money	41.7	45.4	11.2	1.8
RESTAURANT				
overall	41.0	50.0	8.3	0.7
location	52.1	41.6	5.7	0.6
variety	47.2	38.3	12.5	2.1
service	59.0	34.9	5.6	0.5
quality	46.0	43.0	9.5	1.6
value for your money	27.3	47.9	20.5	4.3
SHOPPING				
overall	43.9	47.3	8.3	0.6
sufficient shopping places	49.5	41.2	8.3	1.0
locations	48.9	43.7	6.7	0.6
variety	42.4	43.1	12.6	1.9
service	51.9	42.7	5.0	0.4
quality	34.0	56.1	8.7	1.2
value for your money	28.2	51.6	17.8	2.4
local/handmade items	34.2	43.7	18.6	3.5
GOLF				
overall	61.1	31.1	6.8	1.0
locations	67.8	25.0	6.8	0.4
service	58.9	33.9	6.8	0.5
value for your money	34.1	42.9	18.3	4.7
ACTIVITIES/ATTRACTIONS				
overall	62.9	33.9	2.8	0.4
exciting	59.9	35.2	4.2	0.7
variety	59.4	35.4	4.8	0.4
service	60.5	35.8	3.6	0.1
value for your money	34.0	43.9	20.2	1.9
TRANSPORTATION				
overall	38.8	44.8	12.8	3.6
convenience	37.9	46.7	10.3	5.1
cleanliness and comfort	41.8	49.4	7.5	1.2
efficiency	41.2	46.0	9.7	3.1
value for your money	48.7	36.1	12.0	3.2
AIRPORTS				
overall	43.8	47.5	7.6	1.2
signage	46.1	46.9	6.3	0.7
cleanliness and comfort	45.5	44.9	8.8	0.8
ease of getting around	48.0	43.7	7.1	1.2
availability of food	26.1	43.0	24.8	6.0
availability of shopping	26.6	43.8	23.3	6.4
friendliness of workers	51.1	38.6	7.6	2.7
PARKS & BEACHES				
overall	72.2	20.7	6.9	0.2
security	61.6	28.0	9.2	1.2
facility	59.9	30.4	9.2	0.4
cleanliness and comfort	64.2	25.4	9.5	0.8

**Table 4.34 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 4.35 2009 Kaua'i Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	64.7	29.3	5.6	0.4
location	68.6	27.3	4.1	0.0
service	54.9	36.7	5.8	2.5
facility	52.6	39.5	7.0	0.9
cleanliness and comfort	56.6	29.7	10.1	3.6
value for your money	43.2	37.4	15.4	4.0
RESTAURANT				
overall	33.6	55.4	8.4	2.6
location	38.7	49.0	10.6	1.7
variety	29.7	45.2	21.8	3.4
service	43.9	44.8	9.7	1.6
quality	34.6	49.2	12.4	3.8
value for your money	23.6	50.1	21.3	5.0
SHOPPING				
overall	30.2	57.2	9.0	3.5
sufficient shopping places	34.3	50.6	11.1	4.0
locations	33.6	51.9	13.2	1.3
variety	30.0	48.9	16.8	4.3
service	46.0	44.6	9.2	0.2
quality	31.7	57.1	10.5	0.6
value for your money	21.1	56.5	19.7	2.7
local/handmade items	28.5	51.8	18.4	1.3
GOLF				
overall	58.7	41.3	0.0	0.0
locations	45.7	50.7	3.6	0.0
service	71.6	14.3	7.5	6.5
value for your money	27.1	66.0	6.9	0.0
ACTIVITIES/ATTRACTIONS				
overall	55.8	42.2	1.8	0.1
exciting	58.2	36.8	4.2	0.8
variety	55.9	37.7	5.1	1.2
service	56.1	41.6	2.3	0.0
value for your money	32.0	45.7	20.1	2.3
TRANSPORTATION				
overall	35.8	30.1	26.5	7.6
convenience	29.6	37.1	26.2	7.1
cleanliness and comfort	34.0	48.1	15.3	2.7
efficiency	33.7	36.8	25.4	4.1
value for your money	27.3	45.0	23.3	4.5
AIRPORTS				
overall	34.2	58.7	7.1	0.0
signage	40.0	52.8	5.4	1.8
cleanliness and comfort	39.6	54.2	5.6	0.6
ease of getting around	41.6	50.0	8.1	0.2
availability of food	18.9	44.6	31.1	5.3
availability of shopping	19.9	45.0	31.5	3.5
friendliness of workers	50.3	36.8	7.4	5.4
PARKS & BEACHES				
overall	69.4	27.5	2.5	0.5
security	61.3	32.8	4.9	0.9
facility	58.5	29.8	10.6	1.1
cleanliness and comfort	62.0	29.1	6.8	2.1

**Table 4.36 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 4.37 2009 Kona Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	64.6	31.0	3.3	1.0
location	65.2	30.7	4.1	0.0
service	57.7	35.6	5.6	1.0
facility	58.8	36.0	3.7	1.5
cleanliness and comfort	72.0	25.2	1.6	1.2
value for your money	41.3	37.4	13.9	7.5
RESTAURANT				
overall	28.7	53.0	17.8	0.5
location	44.1	41.5	11.9	2.4
variety	37.0	47.6	13.1	2.4
service	48.9	43.9	7.2	0.0
quality	37.7	53.6	6.7	2.0
value for your money	26.5	43.1	24.5	5.9
SHOPPING				
overall	29.2	51.5	18.7	0.5
sufficient shopping places	36.5	44.5	18.4	0.6
locations	30.2	50.6	18.0	1.1
variety	22.7	50.0	25.4	1.8
service	38.8	49.9	10.8	0.5
quality	22.6	58.2	18.0	1.2
value for your money	16.9	57.9	22.2	3.0
local/handmade items	22.4	49.2	19.9	8.5
GOLF				
overall	72.8	21.8	5.3	0.0
locations	73.7	21.5	4.8	0.0
service	67.8	26.9	5.2	0.0
value for your money	36.5	45.6	17.9	0.0
ACTIVITIES/ATTRACTIONS				
overall	55.9	41.4	2.5	0.2
exciting	57.6	36.4	4.3	1.6
variety	51.1	44.3	4.4	0.2
service	53.0	42.6	3.6	0.8
value for your money	36.0	50.0	11.4	2.5
TRANSPORTATION				
overall	35.4	33.6	24.2	6.9
convenience	36.7	36.8	22.8	3.7
cleanliness and comfort	44.3	49.3	4.2	2.1
efficiency	32.7	42.6	21.9	2.8
value for your money	36.7	31.2	25.1	7.0
AIRPORTS				
overall	39.1	48.8	10.8	1.2
signage	38.2	43.3	14.4	4.1
cleanliness and comfort	36.1	49.6	12.6	1.6
ease of getting around	41.7	46.3	9.1	2.9
availability of food	17.6	38.4	32.1	11.8
availability of shopping	16.6	44.3	30.2	8.9
friendliness of workers	47.1	40.3	9.0	3.7
PARKS & BEACHES				
overall	65.4	32.2	2.4	0.0
security	61.1	35.9	3.0	0.0
facility	60.9	35.4	3.7	0.0
cleanliness and comfort	59.2	36.3	4.3	0.2

**Table 4.38 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 4.39 2009 O'ahu Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.1	26.7	3.8	0.4
location	80.4	18.9	0.6	0.1
service	64.1	31.7	4.0	0.3
facility	59.3	32.9	7.3	0.5
cleanliness and comfort	68.5	27.1	3.4	1.0
value for your money	52.7	37.6	6.9	2.9
RESTAURANT				
overall	52.2	41.1	6.7	0.1
location	68.3	27.6	3.7	0.4
variety	49.2	40.8	9.4	0.6
service	68.0	30.8	1.2	0.0
quality	51.1	42.2	6.4	0.3
value for your money	41.0	46.5	12.1	0.4
SHOPPING				
overall	69.2	28.8	2.0	0.0
sufficient shopping places	71.0	25.5	1.4	2.0
locations	68.3	28.1	2.0	1.6
variety	58.1	34.7	4.9	2.2
service	61.2	36.3	2.4	0.2
quality	56.7	37.2	4.3	1.8
value for your money	52.2	36.9	8.9	2.0
local/handmade items	48.0	42.2	7.9	2.0
GOLF				
overall	57.1	42.9	0.0	0.0
locations	36.9	59.7	3.5	0.0
service	36.9	63.1	0.0	0.0
value for your money	24.4	51.1	22.1	2.4
ACTIVITIES/ATTRACTIONS				
overall	62.1	35.0	2.9	0.1
exciting	48.1	47.1	3.3	1.5
variety	57.4	39.8	2.6	0.2
service	59.7	35.9	3.4	1.1
value for your money	42.4	45.8	9.1	2.7
TRANSPORTATION				
overall	66.8	30.1	2.2	0.9
convenience	66.7	31.3	1.5	0.5
cleanliness and comfort	67.0	30.2	2.3	0.5
efficiency	63.1	31.4	3.9	1.6
value for your money	64.0	33.7	1.2	1.1
AIRPORTS				
overall	49.8	41.2	8.2	0.8
signage	50.9	39.8	8.5	0.9
cleanliness and comfort	51.5	40.9	6.5	1.1
ease of getting around	44.7	39.3	14.1	1.9
availability of food	28.7	43.9	21.6	5.9
availability of shopping	33.4	39.8	21.6	5.1
friendliness of workers	55.1	39.5	4.1	1.3
PARKS & BEACHES				
overall	76.5	21.2	1.8	0.5
security	64.8	33.2	1.2	0.7
facility	64.7	32.1	2.7	0.5
cleanliness and comfort	67.7	28.9	2.9	0.5

**Table 4.40 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 4.41 2009 Maui Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	66.3	29.8	3.3	0.5
location	72.8	25.4	1.8	0.0
service	61.8	31.2	6.4	0.5
facility	62.4	31.8	5.3	0.5
cleanliness and comfort	66.3	27.6	5.6	0.5
value for your money	43.7	44.4	10.3	1.5
RESTAURANT				
overall	41.5	54.9	3.0	0.6
location	52.7	42.6	4.7	0.0
variety	48.0	44.0	6.9	1.1
service	52.1	44.9	2.4	0.6
quality	43.8	47.8	7.3	1.1
value for your money	24.3	57.8	16.6	1.3
SHOPPING				
overall	35.6	56.5	7.4	0.5
sufficient shopping places	42.2	45.1	12.1	0.5
locations	37.8	54.5	6.7	1.0
variety	32.9	50.6	15.4	1.1
service	43.7	50.1	5.2	1.1
quality	34.0	56.4	8.5	1.0
value for your money	25.3	52.7	20.5	1.5
local/handmade items	34.4	45.4	18.4	1.8
GOLF				
overall	81.5	13.2	5.4	0.0
locations	90.6	9.4	0.0	0.0
service	81.6	14.9	3.5	0.0
value for your money	34.0	34.5	22.8	8.7
ACTIVITIES/ATTRACTIONS				
overall	62.7	35.0	2.4	0.0
exciting	51.8	39.8	8.4	0.0
variety	48.9	45.2	5.8	0.0
service	55.6	41.9	2.5	0.0
value for your money	33.8	53.5	11.0	1.7
TRANSPORTATION				
overall	51.9	37.0	10.2	0.8
convenience	51.6	33.9	10.9	3.6
cleanliness and comfort	47.2	42.8	10.0	0.0
efficiency	45.6	39.2	14.4	0.8
value for your money	41.1	45.8	10.3	2.8
AIRPORTS				
overall	35.7	58.5	4.8	1.0
signage	36.5	49.2	13.9	0.5
cleanliness and comfort	36.5	57.3	5.1	1.1
ease of getting around	35.2	45.5	18.8	0.5
availability of food	18.9	42.6	30.0	8.4
availability of shopping	20.1	48.1	24.7	7.2
friendliness of workers	47.2	37.4	12.7	2.7
PARKS & BEACHES				
overall	65.1	34.4	0.5	0.0
security	55.1	35.3	8.3	1.4
facility	56.7	38.3	3.8	1.2
cleanliness and comfort	67.9	30.4	1.1	0.7

**Table 4.42 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 4.43 2009 Kaua'i Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	58.9	31.2	9.9	0.0
location	74.5	18.9	6.7	0.0
service	61.2	21.1	17.6	0.0
facility	56.9	31.9	9.2	1.9
cleanliness and comfort	56.3	35.3	6.5	1.9
value for your money	48.3	29.9	17.1	4.7
RESTAURANT				
overall	50.3	39.1	10.7	0.0
location	51.8	36.8	11.5	0.0
variety	43.2	34.4	15.4	7.0
service	62.1	37.9	0.0	0.0
quality	44.2	45.5	10.4	0.0
value for your money	37.5	42.4	16.0	4.1
SHOPPING				
overall	46.3	44.7	9.0	0.0
sufficient shopping places	47.0	35.2	17.8	0.0
locations	41.8	47.1	11.1	0.0
variety	41.3	38.3	20.4	0.0
service	64.2	33.0	2.8	0.0
quality	40.3	46.1	13.6	0.0
value for your money	37.4	48.7	11.6	2.3
local/handmade items	38.8	45.4	15.8	0.0
GOLF				
overall	82.6	17.4	0.0	0.0
locations	100.0	0.0	0.0	0.0
service	63.6	36.4	0.0	0.0
value for your money	45.5	54.5	0.0	0.0
ACTIVITIES/ATTRACTIONS				
overall	75.8	20.2	4.0	0.0
exciting	58.9	37.0	4.1	0.0
variety	64.6	23.7	11.7	0.0
service	65.4	26.9	7.7	0.0
value for your money	53.1	33.4	13.5	0.0
TRANSPORTATION				
overall	15.1	67.5	17.3	0.0
convenience	19.9	45.9	30.4	3.8
cleanliness and comfort	37.8	54.3	7.9	0.0
efficiency	22.9	64.8	12.3	0.0
value for your money	28.8	46.9	20.5	3.8
AIRPORTS				
overall	51.1	33.5	13.6	1.8
signage	46.9	39.0	12.2	1.9
cleanliness and comfort	56.3	36.3	5.6	1.9
ease of getting around	51.8	31.9	10.5	5.9
availability of food	32.6	33.5	25.5	8.3
availability of shopping	32.1	38.1	23.5	6.3
friendliness of workers	57.4	29.0	9.9	3.8
PARKS & BEACHES				
overall	66.2	31.1	2.6	0.0
security	57.4	39.4	3.1	0.0
facility	64.2	31.6	4.3	0.0
cleanliness and comfort	73.7	17.0	9.3	0.0

**Table 4.44 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 4.45 2009 Kona Detailed Satisfaction Ratings by Category – Oceania
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.1	19.7	10.8	1.3
location	72.7	20.1	5.8	1.4
service	64.3	26.0	8.4	1.3
facility	58.1	29.1	11.4	1.4
cleanliness and comfort	73.9	16.1	10.0	0.0
value for your money	46.6	38.9	8.8	5.7
RESTAURANT				
overall	49.2	43.5	5.9	1.4
location	59.0	38.6	1.0	1.4
variety	44.4	42.1	12.0	1.4
service	56.4	39.8	2.4	1.4
quality	49.9	41.1	7.7	1.4
value for your money	31.1	51.3	14.1	3.5
SHOPPING				
overall	45.9	43.7	8.5	1.8
sufficient shopping places	45.0	43.4	10.0	1.6
locations	42.3	42.9	14.8	0.0
variety	41.1	36.2	21.4	1.3
service	46.1	51.3	1.1	1.6
quality	37.5	49.8	11.1	1.6
value for your money	31.6	41.7	18.4	8.3
local/handmade items	33.2	41.6	16.3	8.9
GOLF				
overall	32.5	41.5	26.0	0.0
locations	88.1	0.0	11.9	0.0
service	61.6	11.8	26.6	0.0
value for your money	30.1	18.6	33.6	17.7
ACTIVITIES/ATTRACTIONS				
overall	69.0	25.2	5.8	0.0
exciting	60.4	31.2	8.4	0.0
variety	57.0	27.4	13.9	1.7
service	65.2	29.9	3.4	1.6
value for your money	41.0	41.0	14.7	3.3
TRANSPORTATION				
overall	39.6	32.4	20.1	7.9
convenience	38.8	25.5	32.1	3.6
cleanliness and comfort	46.4	33.2	20.3	0.0
efficiency	35.2	33.8	21.0	10.0
value for your money	34.4	27.8	37.8	0.0
AIRPORTS				
overall	43.1	43.4	5.4	8.1
signage	41.3	46.7	7.4	4.6
cleanliness and comfort	43.7	39.5	10.5	6.3
ease of getting around	38.5	47.6	9.1	4.7
availability of food	25.5	41.6	18.8	14.1
availability of shopping	22.7	43.9	24.6	8.7
friendliness of workers	50.9	42.3	5.5	1.4
PARKS & BEACHES				
overall	60.5	26.8	8.2	4.6
security	55.8	35.2	4.1	4.8
facility	46.9	42.1	7.8	3.2
cleanliness and comfort	57.4	28.3	9.0	5.2

**Table 4.46 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 4.47 2009 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	76.7	69.3	78.6	76.7	72.3	80.0	77.8	76.4
Somewhat satisfied	19.5	30.7	17.6	17.9	24.2	16.6	16.5	20.3
Somewhat dissatisfied	3.4	0.0	3.8	3.8	3.5	2.9	4.4	3.1
Not satisfied at all	0.4	0.0	0.0	1.6	0.0	0.5	1.4	0.2
RESTAURANT - overall								
Very satisfied	55.6	40.1	48.4	52.6	58.2	61.8	48.7	57.1
Somewhat satisfied	39.7	52.7	47.0	43.5	35.4	34.6	43.3	38.9
Somewhat dissatisfied	3.6	7.2	3.0	2.9	4.4	3.6	8.0	2.7
Not satisfied at all	1.1	0.0	1.6	1.0	2.0	0.0	0.0	1.3
SHOPPING - overall								
Very satisfied	64.4	64.4	62.5	60.1	57.0	75.3	59.3	65.6
Somewhat satisfied	33.4	34.8	32.4	39.9	39.7	24.5	36.8	32.6
Somewhat dissatisfied	1.9	0.8	4.3	0.0	3.3	0.0	3.6	1.6
Not satisfied at all	0.3	0.0	0.8	0.0	0.0	0.2	0.3	0.3
GOLF - overall								
Very satisfied	73.7	47.0	67.6	89.9	45.7	90.0	50.8	77.3
Somewhat satisfied	25.0	53.0	26.3	10.1	54.3	10.0	39.5	22.7
Somewhat dissatisfied	1.3	0.0	6.1	0.0	0.0	0.0	9.7	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	73.5	80.0	70.4	72.2	73.6	76.8	71.1	74.2
Somewhat satisfied	24.3	20.0	26.8	27.7	23.3	20.5	27.0	23.5
Somewhat dissatisfied	2.1	0.0	2.7	0.1	2.5	2.7	1.9	2.1
Not satisfied at all	0.2	0.0	0.0	0.0	0.7	0.0	0.0	0.2
TRANSPORTATION - overall								
Very satisfied	66.2	63.0	56.4	67.4	65.2	73.4	63.9	66.8
Somewhat satisfied	29.6	37.0	35.2	30.5	30.8	23.4	32.6	28.8
Somewhat dissatisfied	2.6	0.0	5.0	0.0	4.0	1.3	1.9	2.7
Not satisfied at all	1.6	0.0	3.3	2.1	0.0	1.9	1.6	1.7
AIRPORTS - overall								
Very satisfied	53.1	43.2	50.2	51.2	48.0	61.9	39.5	56.1
Somewhat satisfied	39.6	43.6	43.4	37.4	44.9	32.9	49.6	37.4
Somewhat dissatisfied	6.6	13.2	4.8	10.3	6.5	5.2	10.9	5.6
Not satisfied at all	0.7	0.0	1.7	1.0	0.6	0.0	0.0	0.9
PARKS & BEACHES - overall								
Very satisfied	74.2	99.3	70.6	76.4	69.4	77.8	72.8	74.5
Somewhat satisfied	22.4	0.7	24.4	21.3	25.3	20.8	20.6	22.8
Somewhat dissatisfied	3.2	0.0	5.0	2.3	5.3	0.6	6.7	2.4
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.3

**Table 4.48 2009 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	80.9	88.7	80.5	80.4	79.3	82.0	84.9	80.3
Somewhat satisfied	17.0	11.3	17.8	17.1	17.9	15.9	15.1	17.2
Somewhat dissatisfied	1.9	0.0	1.6	2.5	2.6	1.6	0.0	2.2
Not satisfied at all	0.3	0.0	0.1	0.0	0.2	0.5	0.0	0.3
RESTAURANT - overall								
Very satisfied	58.2	55.6	50.0	68.0	61.5	59.8	61.9	57.7
Somewhat satisfied	35.7	44.2	47.9	24.5	32.4	30.8	31.4	36.4
Somewhat dissatisfied	5.5	0.2	2.0	7.5	6.0	7.9	4.3	5.7
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.6	2.4	0.2
SHOPPING - overall								
Very satisfied	56.9	57.8	57.7	52.6	54.9	58.9	60.2	56.4
Somewhat satisfied	38.1	42.2	39.1	43.4	40.3	33.7	37.1	38.2
Somewhat dissatisfied	4.4	0.0	3.2	4.0	4.8	5.5	0.1	5.1
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	1.8	2.6	0.3
GOLF- overall								
Very satisfied	71.2	76.0	68.3	100.0	57.3	72.4	72.2	71.1
Somewhat satisfied	26.0	24.0	31.6	0.0	42.6	21.5	27.8	25.9
Somewhat dissatisfied	1.0	0.0	0.0	0.0	0.0	2.3	0.0	1.1
Not satisfied at all	1.7	0.0	0.1	0.0	0.1	3.8	0.0	1.9
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	71.6	93.1	69.9	70.4	70.2	72.5	82.1	69.8
Somewhat satisfied	25.7	6.9	26.8	29.6	26.4	24.8	16.3	27.3
Somewhat dissatisfied	2.5	0.0	3.3	0.0	2.6	2.7	0.0	2.9
Not satisfied at all	0.2	0.0	0.0	0.0	0.9	0.0	1.6	0.0
TRANSPORTATION - overall								
Very satisfied	61.8	81.7	50.8	57.8	68.2	65.2	67.3	60.7
Somewhat satisfied	28.5	1.0	36.8	37.7	26.3	23.4	19.8	30.1
Somewhat dissatisfied	8.6	17.3	12.4	4.6	5.5	7.8	12.8	7.8
Not satisfied at all	1.2	0.0	0.0	0.0	0.0	3.6	0.0	1.4
AIRPORTS - overall								
Very satisfied	62.8	86.9	54.6	48.1	64.6	70.3	64.7	62.6
Somewhat satisfied	31.6	13.1	36.6	48.9	29.7	25.7	25.9	32.5
Somewhat dissatisfied	4.9	0.0	8.8	3.0	3.7	3.6	7.9	4.4
Not satisfied at all	0.7	0.0	0.0	0.0	2.0	0.5	1.5	0.6
PARKS & BEACHES - overall								
Very satisfied	82.1	93.5	81.8	92.4	77.9	81.3	87.2	81.3
Somewhat satisfied	16.8	6.5	17.5	7.6	20.6	17.1	11.2	17.6
Somewhat dissatisfied	1.1	0.0	0.7	0.0	1.5	1.6	1.5	1.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 4.49 2009 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	76.2	90.8	75.0	72.8	71.6	79.3	69.3	77.0
Somewhat satisfied	21.2	9.0	23.0	25.1	24.9	17.9	26.3	20.5
Somewhat dissatisfied	2.5	0.2	2.0	2.1	3.5	2.4	4.4	2.3
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.1
RESTAURANT - overall								
Very satisfied	51.1	61.6	35.1	50.8	55.4	55.7	42.1	52.2
Somewhat satisfied	42.8	38.1	53.5	44.5	40.1	38.9	52.3	41.6
Somewhat dissatisfied	5.7	0.3	9.5	4.7	4.5	5.3	5.6	5.7
Not satisfied at all	0.4	0.0	1.9	0.0	0.0	0.1	0.1	0.4
SHOPPING - overall								
Very satisfied	46.5	54.8	45.1	28.6	50.1	47.9	40.4	47.3
Somewhat satisfied	46.0	45.2	49.0	56.3	41.8	45.1	53.0	45.1
Somewhat dissatisfied	6.7	0.0	4.9	13.6	8.1	5.7	5.4	6.8
Not satisfied at all	0.8	0.0	1.1	1.5	0.0	1.2	1.2	0.8
GOLF- overall								
Very satisfied	62.5	100.0	66.7	65.4	72.4	51.9	58.3	62.9
Somewhat satisfied	28.2	0.0	18.3	0.0	23.6	39.9	41.7	27.1
Somewhat dissatisfied	9.2	0.0	14.8	34.6	3.9	8.1	0.0	10.0
Not satisfied at all	0.1	0.0	0.2	0.0	0.0	0.1	0.0	0.1
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	73.0	95.7	65.7	74.4	78.6	69.6	81.1	71.9
Somewhat satisfied	23.3	4.3	31.3	21.1	19.6	24.5	18.0	24.0
Somewhat dissatisfied	3.7	0.0	2.9	4.5	1.7	5.9	0.9	4.1
Not satisfied at all	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	40.5	29.7	34.1	60.6	26.1	52.1	57.0	38.1
Somewhat satisfied	30.0	54.3	25.0	23.9	30.0	31.2	16.9	31.9
Somewhat dissatisfied	21.1	0.0	28.2	15.5	38.3	8.4	26.1	20.4
Not satisfied at all	8.3	16.0	12.7	0.0	5.6	8.3	0.0	9.6
AIRPORTS - overall								
Very satisfied	56.3	62.0	52.5	39.7	60.5	59.1	54.1	56.5
Somewhat satisfied	39.2	38.0	39.8	53.3	36.5	37.2	44.4	38.6
Somewhat dissatisfied	3.5	0.0	5.9	5.4	2.2	2.8	0.0	3.9
Not satisfied at all	1.1	0.0	1.8	1.6	0.8	0.9	1.5	1.0
PARKS & BEACHES - overall								
Very satisfied	78.3	88.3	77.2	73.8	82.0	76.3	82.3	77.8
Somewhat satisfied	20.4	11.7	22.8	26.2	17.5	20.7	17.7	20.7
Somewhat dissatisfied	1.3	0.0	0.1	0.0	0.5	3.1	0.0	1.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 4.50 2009 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	82.7	89.8	78.9	79.1	78.6	87.8	76.8	83.4
Somewhat satisfied	13.9	10.2	17.8	11.3	15.9	11.4	9.8	14.4
Somewhat dissatisfied	2.6	0.0	1.2	9.6	5.4	0.1	8.8	1.9
Not satisfied at all	0.7	0.0	2.1	0.0	0.0	0.7	4.6	0.3
RESTAURANT - overall								
Very satisfied	51.7	61.5	50.6	41.7	51.9	54.0	42.3	52.8
Somewhat satisfied	40.2	37.4	40.9	54.5	42.3	34.9	51.7	38.9
Somewhat dissatisfied	7.3	1.2	7.1	3.4	5.8	10.2	6.0	7.5
Not satisfied at all	0.7	0.0	1.4	0.4	0.1	0.9	0.0	0.8
SHOPPING - overall								
Very satisfied	50.9	65.9	48.9	43.2	48.6	54.2	72.8	49.0
Somewhat satisfied	41.2	27.2	39.5	40.8	41.0	43.8	26.7	42.5
Somewhat dissatisfied	7.4	6.9	10.0	16.0	10.3	2.0	0.5	8.0
Not satisfied at all	0.4	0.0	1.6	0.0	0.1	0.1	0.0	0.5
GOLF- overall								
Very satisfied	77.5	0.0	73.1	100.0	87.8	75.3	83.7	77.4
Somewhat satisfied	18.9	0.0	22.4	0.0	10.9	20.8	0.0	19.2
Somewhat dissatisfied	3.3	0.0	4.2	0.0	1.1	3.8	16.3	3.2
Not satisfied at all	0.2	0.0	0.4	0.0	0.3	0.1	0.0	0.2
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	71.4	78.8	67.3	83.3	68.4	72.2	88.8	69.5
Somewhat satisfied	24.5	21.2	26.7	16.3	28.3	23.1	10.8	26.0
Somewhat dissatisfied	4.0	0.0	6.0	0.0	3.3	4.6	0.4	4.4
Not satisfied at all	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.1
TRANSPORTATION - overall								
Very satisfied	53.7	0.0	62.2	80.2	55.5	42.2	75.0	49.8
Somewhat satisfied	29.0	61.2	27.0	1.1	23.1	39.8	10.2	32.4
Somewhat dissatisfied	9.8	38.8	10.8	0.0	20.0	6.3	7.8	10.2
Not satisfied at all	7.5	0.0	0.0	18.7	1.4	11.7	7.0	7.6
AIRPORTS - overall								
Very satisfied	54.6	44.4	49.4	56.8	54.7	57.8	71.1	52.7
Somewhat satisfied	31.1	43.4	36.5	26.9	35.5	24.8	20.6	32.3
Somewhat dissatisfied	12.5	12.3	12.5	8.1	8.5	16.2	6.1	13.2
Not satisfied at all	1.9	0.0	1.6	8.2	1.3	1.2	2.1	1.8
PARKS & BEACHES - overall								
Very satisfied	74.1	85.9	71.0	82.7	65.3	78.6	80.2	73.3
Somewhat satisfied	23.9	14.1	26.3	17.0	33.7	18.2	19.8	24.3
Somewhat dissatisfied	1.5	0.0	1.6	0.0	0.7	2.4	0.0	1.6
Not satisfied at all	0.6	0.0	1.0	0.4	0.3	0.8	0.0	0.7

Table 4.51 2009 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	79.0	84.0	83.7	68.9	75.8	82.8	80.0	78.2
Somewhat satisfied	18.3	16.0	13.4	28.8	21.1	14.6	18.0	18.5
Somewhat dissatisfied	2.3	0.0	2.9	2.3	1.9	2.7	1.9	2.7
Not satisfied at all	0.4	0.0	0.0	0.0	1.2	0.0	0.0	0.7
RESTAURANT - overall								
Very satisfied	59.9	52.0	52.8	55.5	61.9	64.7	58.2	61.3
Somewhat satisfied	36.1	46.2	39.3	43.9	31.6	34.3	36.6	35.8
Somewhat dissatisfied	3.6	0.0	7.5	0.6	5.7	1.1	4.4	2.9
Not satisfied at all	0.4	1.7	0.4	0.0	0.8	0.0	0.8	0.0
SHOPPING - overall								
Very satisfied	67.0	71.1	65.5	62.5	66.4	70.0	69.2	65.1
Somewhat satisfied	31.5	26.9	33.6	35.5	33.2	27.5	29.7	33.0
Somewhat dissatisfied	1.2	0.0	0.2	2.0	0.4	2.5	0.5	1.9
Not satisfied at all	0.2	2.0	0.7	0.0	0.0	0.0	0.5	0.0
GOLF- overall								
Very satisfied	66.8	100.0	59.6	72.7	75.0	50.0	66.4	67.1
Somewhat satisfied	29.2	0.0	40.4	26.8	12.5	46.7	30.0	28.7
Somewhat dissatisfied	1.1	0.0	0.0	0.5	0.0	3.2	0.3	1.5
Not satisfied at all	2.9	0.0	0.0	0.0	12.4	0.0	3.4	2.7
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	77.1	91.6	78.3	74.1	78.7	74.2	78.0	76.3
Somewhat satisfied	21.3	8.4	19.1	21.3	20.4	25.5	21.0	21.6
Somewhat dissatisfied	1.5	0.0	2.6	4.6	0.9	0.3	1.0	2.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	64.8	68.7	64.5	46.0	65.9	71.9	64.0	65.7
Somewhat satisfied	29.2	31.3	32.5	42.6	26.6	23.8	32.0	26.4
Somewhat dissatisfied	5.2	0.0	1.1	8.5	7.5	4.2	4.0	6.5
Not satisfied at all	0.8	0.0	2.0	2.8	0.0	0.0	0.0	1.5
AIRPORTS - overall								
Very satisfied	65.8	69.8	63.6	51.7	65.6	72.4	65.4	66.1
Somewhat satisfied	28.3	17.0	27.4	42.6	28.0	24.7	28.7	28.0
Somewhat dissatisfied	5.1	13.2	8.3	5.7	5.1	2.4	4.9	5.3
Not satisfied at all	0.7	0.0	0.7	0.1	1.3	0.5	0.9	0.6
PARKS & BEACHES - overall								
Very satisfied	77.9	75.2	80.8	72.7	77.7	78.9	78.7	77.1
Somewhat satisfied	19.5	23.1	17.4	25.6	18.5	18.7	18.2	20.7
Somewhat dissatisfied	1.5	0.0	0.5	0.0	3.7	0.7	1.1	1.8
Not satisfied at all	1.1	1.7	1.3	1.7	0.1	1.6	1.9	0.4

Table 4.52 2009 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	84.4	88.7	78.6	87.1	83.1	86.6	82.6	85.5
Somewhat satisfied	14.2	11.2	18.1	12.9	16.4	11.7	16.7	12.8
Somewhat dissatisfied	1.3	0.0	3.3	0.0	0.5	1.7	0.6	1.8
Not satisfied at all	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
RESTAURANT - overall								
Very satisfied	65.7	72.6	64.6	58.1	58.9	72.2	66.8	65.0
Somewhat satisfied	31.4	26.5	32.9	38.1	37.9	24.9	29.7	32.5
Somewhat dissatisfied	2.8	0.0	2.5	3.8	3.1	2.7	3.2	2.5
Not satisfied at all	0.1	0.9	0.0	0.0	0.0	0.2	0.3	0.1
SHOPPING - overall								
Very satisfied	57.8	53.0	49.1	56.5	50.5	68.0	65.1	53.7
Somewhat satisfied	38.7	47.0	44.3	43.3	48.7	26.7	33.0	41.9
Somewhat dissatisfied	3.4	0.0	6.5	0.3	0.8	5.0	1.8	4.3
Not satisfied at all	0.1	0.0	0.1	0.0	0.0	0.3	0.2	0.1
GOLF- overall								
Very satisfied	83.6	100.0	80.1	89.2	70.3	88.5	78.5	85.0
Somewhat satisfied	13.8	0.0	16.2	0.0	25.3	11.5	17.0	13.0
Somewhat dissatisfied	1.9	0.0	0.0	10.8	4.5	0.0	4.5	1.2
Not satisfied at all	0.6	0.0	3.7	0.0	0.0	0.0	0.0	0.8
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	77.8	78.2	80.8	87.1	72.1	77.7	82.2	74.9
Somewhat satisfied	20.9	21.7	18.3	12.9	27.9	19.2	17.8	22.8
Somewhat dissatisfied	0.9	0.0	0.8	0.0	0.0	1.8	0.0	1.4
Not satisfied at all	0.5	0.1	0.1	0.0	0.0	1.3	0.0	0.8
TRANSPORTATION - overall								
Very satisfied	66.1	60.1	52.5	53.9	81.8	65.3	77.8	57.3
Somewhat satisfied	26.6	39.9	42.0	28.7	18.2	24.2	19.0	32.3
Somewhat dissatisfied	4.9	0.0	5.5	10.7	0.0	6.7	1.4	7.5
Not satisfied at all	2.4	0.0	0.0	6.8	0.0	3.9	1.7	2.9
AIRPORTS - overall								
Very satisfied	57.7	55.7	52.1	56.1	59.1	59.8	57.6	57.8
Somewhat satisfied	37.3	40.0	38.7	43.8	37.6	34.5	38.1	36.8
Somewhat dissatisfied	4.8	4.2	9.2	0.0	3.3	5.3	4.3	5.1
Not satisfied at all	0.2	0.0	0.0	0.0	0.1	0.4	0.0	0.3
PARKS & BEACHES - overall								
Very satisfied	75.6	73.0	72.5	92.4	72.9	74.8	79.5	73.1
Somewhat satisfied	22.7	26.8	24.5	7.6	26.2	22.7	20.4	24.1
Somewhat dissatisfied	1.7	0.1	3.0	0.0	0.9	2.6	0.0	2.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 4.53 2009 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	81.4	84.5	83.9	76.3	78.9	83.4	84.4	79.9
Somewhat satisfied	16.2	9.9	11.4	21.2	19.4	15.3	13.6	17.5
Somewhat dissatisfied	2.1	1.7	4.7	2.4	1.7	1.0	2.0	2.1
Not satisfied at all	0.3	3.9	0.0	0.0	0.0	0.3	0.0	0.5
RESTAURANT - overall								
Very satisfied	59.3	60.4	63.3	58.6	56.5	59.8	60.9	58.5
Somewhat satisfied	34.9	37.8	32.8	35.3	34.4	35.9	33.1	36.0
Somewhat dissatisfied	5.2	0.0	3.2	5.5	9.0	3.7	5.3	5.1
Not satisfied at all	0.5	1.8	0.7	0.6	0.0	0.6	0.7	0.4
SHOPPING - overall								
Very satisfied	55.2	37.6	54.7	47.5	55.1	61.1	53.2	56.4
Somewhat satisfied	40.0	55.5	39.3	50.7	40.6	33.8	43.0	38.3
Somewhat dissatisfied	4.0	0.0	4.5	1.0	4.3	5.2	2.4	4.9
Not satisfied at all	0.8	6.8	1.5	0.8	0.0	0.0	1.4	0.4
GOLF- overall								
Very satisfied	82.0	91.1	88.8	52.3	84.5	81.7	73.5	84.3
Somewhat satisfied	13.1	8.9	9.0	27.0	11.2	14.2	18.7	11.6
Somewhat dissatisfied	3.4	0.0	0.0	20.7	4.3	2.1	6.0	2.8
Not satisfied at all	1.4	0.0	2.3	0.0	0.0	2.0	1.8	1.3
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	78.7	74.2	80.1	90.2	74.0	78.8	80.4	77.7
Somewhat satisfied	19.8	24.0	17.8	9.8	23.2	20.7	16.9	21.4
Somewhat dissatisfied	0.8	1.7	1.4	0.0	1.5	0.0	1.1	0.7
Not satisfied at all	0.7	0.0	0.7	0.0	1.3	0.5	1.5	0.2
TRANSPORTATION - overall								
Very satisfied	55.5	66.5	59.0	65.7	43.9	55.7	49.8	59.9
Somewhat satisfied	31.4	14.5	30.3	32.0	39.7	29.6	31.7	31.1
Somewhat dissatisfied	6.9	0.0	7.3	0.0	11.5	7.5	6.8	7.0
Not satisfied at all	6.2	19.0	3.4	2.3	4.9	7.2	11.6	2.0
AIRPORTS - overall								
Very satisfied	60.0	62.9	60.3	61.6	56.2	61.9	58.8	60.6
Somewhat satisfied	33.9	25.1	36.0	34.5	35.7	32.6	31.9	35.0
Somewhat dissatisfied	4.6	4.5	2.0	3.3	6.8	4.5	6.4	3.5
Not satisfied at all	1.5	7.5	1.7	0.6	1.3	1.0	2.9	0.8
PARKS & BEACHES - overall								
Very satisfied	81.0	83.4	87.4	80.8	78.2	79.7	82.7	80.1
Somewhat satisfied	16.6	16.6	11.5	15.6	18.0	18.4	14.9	17.5
Somewhat dissatisfied	1.9	0.0	1.1	3.6	2.2	1.9	1.9	2.0
Not satisfied at all	0.5	0.0	0.0	0.0	1.6	0.0	0.6	0.4

**Table 4.54 2009 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	83.5	80.6	73.2	87.6	83.7	88.9	88.4	80.4
Somewhat satisfied	13.1	19.4	23.8	12.4	11.8	7.1	7.5	16.5
Somewhat dissatisfied	3.5	0.0	3.1	0.0	4.5	4.0	4.1	3.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	54.7	68.0	42.6	36.2	53.0	67.0	48.6	58.5
Somewhat satisfied	38.4	30.6	45.2	51.1	43.0	27.8	45.5	34.0
Somewhat dissatisfied	6.4	1.4	10.1	12.7	4.1	5.1	5.9	6.7
Not satisfied at all	0.5	0.0	2.1	0.0	0.0	0.0	0.0	0.7
SHOPPING - overall								
Very satisfied	52.6	37.9	45.4	41.4	48.8	66.5	47.3	55.8
Somewhat satisfied	42.8	62.1	50.2	58.3	46.3	27.0	47.0	40.2
Somewhat dissatisfied	4.6	0.0	4.4	0.3	4.8	6.3	5.7	3.9
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
GOLF - overall								
Very satisfied	81.2	100.0	92.0	95.6	69.1	78.4	83.8	80.1
Somewhat satisfied	16.0	0.0	8.0	4.4	24.5	19.3	16.2	15.9
Somewhat dissatisfied	2.1	0.0	0.0	0.0	6.3	0.0	0.0	3.0
Not satisfied at all	0.7	0.0	0.0	0.0	0.0	2.3	0.0	1.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	73.2	79.9	68.5	69.0	76.2	73.9	69.4	75.5
Somewhat satisfied	24.2	20.1	27.0	31.0	22.6	22.1	27.0	22.5
Somewhat dissatisfied	1.3	0.0	2.1	0.0	1.2	1.4	2.0	0.9
Not satisfied at all	1.3	0.0	2.3	0.0	0.0	2.5	1.7	1.1
TRANSPORTATION - overall								
Very satisfied	57.8	100.0	80.9	15.9	44.6	66.4	50.9	61.5
Somewhat satisfied	37.2	0.0	19.1	46.6	54.3	29.3	40.4	35.6
Somewhat dissatisfied	2.1	0.0	0.0	23.3	1.1	0.0	5.7	0.1
Not satisfied at all	2.9	0.0	0.0	14.2	0.0	4.3	3.0	2.8
AIRPORTS - overall								
Very satisfied	45.2	51.2	39.2	50.2	44.1	48.4	37.1	50.1
Somewhat satisfied	39.8	24.2	38.3	30.1	44.9	40.2	44.3	37.2
Somewhat dissatisfied	11.2	5.2	17.4	15.3	9.1	8.8	13.7	9.7
Not satisfied at all	3.7	19.4	5.1	4.4	2.0	2.6	4.9	3.0
PARKS & BEACHES - overall								
Very satisfied	70.9	79.3	68.1	72.1	70.7	71.7	73.2	69.3
Somewhat satisfied	26.0	20.7	28.6	23.4	24.8	26.4	23.0	27.9
Somewhat dissatisfied	2.9	0.0	3.3	4.5	3.4	1.8	3.0	2.8
Not satisfied at all	0.3	0.0	0.0	0.0	1.1	0.0	0.8	0.0

Table 4.55 2009 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	47.7	51.5	50.7	48.0	47.4	45.2	48.9	47.2
Somewhat satisfied	44.6	44.4	44.0	44.6	43.2	46.1	44.1	44.9
Somewhat dissatisfied	7.0	3.7	4.7	7.2	8.1	8.1	6.6	7.2
Not satisfied at all	0.7	0.4	0.6	0.1	1.2	0.6	0.5	0.7
RESTAURANT - overall								
Very satisfied	25.4	32.4	26.8	27.7	25.6	21.2	25.1	25.5
Somewhat satisfied	59.5	51.9	56.9	60.8	60.8	61.7	57.4	60.5
Somewhat dissatisfied	13.7	14.1	14.9	10.9	12.5	15.3	16.1	12.6
Not satisfied at all	1.4	1.5	1.4	0.6	1.1	1.8	1.4	1.4
SHOPPING - overall								
Very satisfied	46.0	59.6	47.4	57.9	45.0	36.0	46.1	45.9
Somewhat satisfied	47.4	35.8	47.1	38.7	47.9	55.0	46.7	47.8
Somewhat dissatisfied	6.3	4.4	5.5	3.1	6.4	8.8	7.1	5.9
Not satisfied at all	0.3	0.2	0.0	0.3	0.6	0.2	0.1	0.4
GOLF- overall								
Very satisfied	39.7	62.7	29.4	42.1	42.3	38.3	49.6	38.1
Somewhat satisfied	46.8	17.7	52.1	57.9	44.2	48.5	40.1	47.9
Somewhat dissatisfied	12.0	19.6	17.2	0.0	11.6	11.5	10.2	12.3
Not satisfied at all	1.5	0.0	1.3	0.0	1.9	1.7	0.0	1.7
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	43.0	55.9	40.2	49.2	42.2	36.3	49.6	39.2
Somewhat satisfied	49.6	38.6	53.1	46.4	47.7	55.7	44.3	52.7
Somewhat dissatisfied	6.9	5.3	6.6	3.8	9.2	7.8	5.8	7.6
Not satisfied at all	0.4	0.2	0.2	0.6	0.9	0.2	0.2	0.6
TRANSPORTATION - overall								
Very satisfied	44.0	58.0	43.1	45.2	41.3	41.5	49.9	41.1
Somewhat satisfied	45.7	34.7	46.3	44.1	46.0	49.4	41.2	47.9
Somewhat dissatisfied	9.5	6.8	9.6	10.4	11.1	8.6	8.4	10.0
Not satisfied at all	0.8	0.6	1.0	0.3	1.6	0.5	0.4	1.0
AIRPORTS - overall								
Very satisfied	22.7	26.9	26.6	28.4	20.2	18.9	24.2	22.0
Somewhat satisfied	59.9	57.5	58.0	60.3	61.7	59.9	58.3	60.7
Somewhat dissatisfied	16.1	14.3	14.8	10.7	17.0	19.2	15.6	16.4
Not satisfied at all	1.3	1.3	0.6	0.6	1.1	2.1	2.0	1.0
PARKS & BEACHES - overall								
Very satisfied	50.5	63.3	49.6	57.9	48.4	45.4	57.7	47.0
Somewhat satisfied	44.1	33.5	45.6	37.6	45.2	48.7	38.6	46.8
Somewhat dissatisfied	5.0	3.1	4.7	4.4	5.7	5.6	3.4	5.8
Not satisfied at all	0.3	0.0	0.1	0.1	0.7	0.3	0.3	0.3

Table 4.56 2009 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	61.1	100.0	89.9	87.1	60.2	50.3	76.0	57.5
Somewhat satisfied	33.8	0.0	10.1	0.0	32.0	45.7	17.6	37.6
Somewhat dissatisfied	4.6	0.0	0.0	0.0	7.8	4.1	6.4	4.1
Not satisfied at all	0.6	0.0	0.0	12.9	0.0	0.0	0.0	0.7
RESTAURANT - overall								
Very satisfied	26.5	0.0	26.1	57.7	24.8	26.2	32.6	25.2
Somewhat satisfied	55.1	23.7	54.3	29.4	65.1	52.8	54.3	55.3
Somewhat dissatisfied	16.0	76.3	19.6	12.9	8.3	17.3	10.0	17.4
Not satisfied at all	2.4	0.0	0.0	0.0	1.8	3.7	3.1	2.2
SHOPPING - overall								
Very satisfied	17.3	52.6	12.3	63.2	9.2	16.4	18.6	16.9
Somewhat satisfied	48.4	0.0	30.9	25.5	70.6	46.8	68.6	43.5
Somewhat dissatisfied	34.3	47.4	56.8	11.2	20.2	36.8	12.8	39.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF- overall								
Very satisfied	48.7	0.0	46.4	0.0	75.5	28.4	0.0	51.4
Somewhat satisfied	41.8	0.0	21.1	100.0	24.5	64.7	100.0	38.7
Somewhat dissatisfied	9.4	0.0	32.5	0.0	0.0	7.0	0.0	9.9
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	37.6	76.3	76.4	36.6	48.1	14.2	19.9	41.1
Somewhat satisfied	44.0	0.0	6.7	48.6	29.0	70.0	67.7	39.5
Somewhat dissatisfied	18.3	23.7	16.9	14.8	22.9	15.8	12.4	19.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	20.5	0.0	32.4	44.8	24.5	12.1	12.0	23.2
Somewhat satisfied	48.9	69.0	47.4	42.3	33.8	58.7	76.0	40.0
Somewhat dissatisfied	25.7	0.0	20.2	12.9	35.1	24.9	4.0	32.8
Not satisfied at all	5.0	31.0	0.0	0.0	6.6	4.2	8.0	4.0
AIRPORTS - overall								
Very satisfied	20.4	52.6	25.8	35.0	16.6	17.5	21.1	20.3
Somewhat satisfied	51.3	23.7	57.0	65.0	42.5	54.6	57.3	49.9
Somewhat dissatisfied	24.7	23.7	17.2	0.0	28.6	27.9	21.5	25.5
Not satisfied at all	3.6	0.0	0.0	0.0	12.3	0.0	0.0	4.4
PARKS & BEACHES - overall								
Very satisfied	47.5	76.3	64.9	84.9	47.7	36.4	44.3	48.3
Somewhat satisfied	50.7	23.7	31.3	0.0	50.4	63.6	55.7	49.5
Somewhat dissatisfied	1.8	0.0	3.8	15.1	1.8	0.0	0.0	2.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 4.57 2009 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	59.8	66.2	60.0	42.1	70.0	55.8	51.2	62.7
Somewhat satisfied	37.4	33.8	37.2	51.5	28.5	40.8	47.2	34.1
Somewhat dissatisfied	2.2	0.0	0.0	6.4	1.5	3.0	1.6	2.4
Not satisfied at all	0.6	0.0	2.8	0.0	0.0	0.5	0.0	0.8
RESTAURANT - overall								
Very satisfied	20.9	29.2	7.4	14.4	28.5	20.1	21.3	20.8
Somewhat satisfied	58.1	53.1	70.8	63.5	51.4	58.1	55.7	58.9
Somewhat dissatisfied	17.4	17.8	15.7	20.1	17.0	17.6	18.2	17.1
Not satisfied at all	3.6	0.0	6.1	2.1	3.1	4.3	4.8	3.2
SHOPPING - overall								
Very satisfied	16.4	5.0	22.4	4.3	28.3	11.2	14.1	17.2
Somewhat satisfied	48.7	60.6	42.6	49.0	38.6	55.5	54.7	46.7
Somewhat dissatisfied	30.0	26.6	30.8	35.0	28.1	30.5	23.6	32.2
Not satisfied at all	4.9	7.8	4.2	11.7	5.0	2.7	7.7	3.9
GOLF- overall								
Very satisfied	58.6	100.0	42.1	75.0	57.7	58.7	22.6	63.2
Somewhat satisfied	34.9	0.0	57.9	25.0	37.1	32.9	29.9	35.6
Somewhat dissatisfied	6.5	0.0	0.0	0.0	5.2	8.4	47.5	1.2
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	41.0	62.8	34.6	52.4	52.5	25.0	44.8	39.7
Somewhat satisfied	48.5	34.2	54.5	40.6	37.7	61.0	47.4	48.9
Somewhat dissatisfied	8.3	3.0	7.0	7.0	6.2	12.4	5.5	9.2
Not satisfied at all	2.2	0.0	4.0	0.0	3.7	1.7	2.3	2.2
TRANSPORTATION - overall								
Very satisfied	21.1	20.1	23.5	10.7	22.8	22.1	20.5	21.3
Somewhat satisfied	40.3	60.4	40.5	29.8	27.9	45.4	48.7	37.7
Somewhat dissatisfied	27.0	19.5	23.3	45.8	34.3	20.9	27.4	26.8
Not satisfied at all	11.6	0.0	12.7	13.7	15.0	11.6	3.4	14.2
AIRPORTS - overall								
Very satisfied	17.7	10.6	9.7	19.1	31.8	12.5	18.1	17.6
Somewhat satisfied	55.2	64.8	58.7	54.1	46.7	57.8	53.3	55.9
Somewhat dissatisfied	24.0	24.7	28.8	22.1	18.5	26.3	26.4	23.2
Not satisfied at all	3.0	0.0	2.8	4.7	3.0	3.5	2.2	3.4
PARKS & BEACHES - overall								
Very satisfied	47.9	62.1	28.2	47.0	58.4	45.3	53.6	46.0
Somewhat satisfied	43.7	35.1	61.1	43.6	34.1	45.6	38.0	45.6
Somewhat dissatisfied	7.1	2.8	7.3	9.4	5.6	8.5	8.4	6.7
Not satisfied at all	1.3	0.0	3.4	0.0	1.9	0.6	0.0	1.7

Table 4.58 2009 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	66.0	52.0	70.3	57.1	67.3	69.0	65.1	66.6
Somewhat satisfied	29.0	45.5	23.5	37.4	28.3	25.9	30.2	28.2
Somewhat dissatisfied	4.6	2.5	5.1	5.5	3.8	5.1	4.6	4.6
Not satisfied at all	0.4	0.0	1.1	0.0	0.6	0.0	0.1	0.6
RESTAURANT - overall								
Very satisfied	53.9	77.5	52.6	34.4	56.5	58.0	49.3	56.9
Somewhat satisfied	39.3	20.4	38.0	51.3	38.0	38.7	44.0	36.3
Somewhat dissatisfied	5.7	2.1	9.5	12.5	3.7	2.6	6.5	5.3
Not satisfied at all	1.0	0.0	0.0	1.8	1.8	0.7	0.3	1.5
SHOPPING - overall								
Very satisfied	61.2	77.8	63.5	56.0	58.3	62.2	51.7	67.4
Somewhat satisfied	35.8	22.2	33.2	40.5	37.9	35.4	44.7	29.9
Somewhat dissatisfied	2.8	0.0	3.3	3.5	3.7	1.7	3.5	2.3
Not satisfied at all	0.2	0.0	0.0	0.0	0.1	0.7	0.0	0.4
GOLF- overall								
Very satisfied	52.4	100.0	46.8	35.4	74.9	41.8	58.8	47.7
Somewhat satisfied	43.6	0.0	47.0	41.1	25.1	58.2	35.1	49.9
Somewhat dissatisfied	4.0	0.0	6.2	23.6	0.0	0.0	6.1	2.4
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	67.2	87.5	61.0	68.8	65.2	68.1	65.3	68.5
Somewhat satisfied	31.5	9.6	36.4	29.7	34.6	30.5	32.2	31.0
Somewhat dissatisfied	0.9	2.9	1.4	1.5	0.2	0.7	2.0	0.2
Not satisfied at all	0.4	0.0	1.2	0.0	0.0	0.7	0.6	0.3
TRANSPORTATION - overall								
Very satisfied	65.5	75.4	53.3	45.9	66.4	79.2	59.5	69.4
Somewhat satisfied	30.0	21.5	40.5	49.9	26.9	18.8	35.9	26.2
Somewhat dissatisfied	3.9	3.0	3.6	4.2	6.2	1.9	3.8	4.0
Not satisfied at all	0.6	0.0	2.7	0.0	0.5	0.0	0.8	0.4
AIRPORTS - overall								
Very satisfied	59.1	59.1	53.0	49.4	59.2	67.4	57.7	60.1
Somewhat satisfied	35.6	33.5	41.2	40.3	37.1	29.1	35.3	35.9
Somewhat dissatisfied	4.8	5.3	5.1	10.3	3.1	3.5	6.3	3.8
Not satisfied at all	0.4	2.1	0.7	0.0	0.6	0.0	0.7	0.2
PARKS & BEACHES - overall								
Very satisfied	76.9	74.9	73.6	82.6	78.6	74.5	78.1	76.1
Somewhat satisfied	21.1	25.1	24.6	15.8	19.8	22.4	21.2	21.0
Somewhat dissatisfied	1.7	0.0	1.9	1.6	0.8	3.0	0.7	2.4
Not satisfied at all	0.3	0.0	0.0	0.0	0.8	0.1	0.0	0.5

Table 4.59 2009 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	74.3	82.5	79.2	68.4	74.4	70.1	73.7	74.5
Somewhat satisfied	22.6	17.5	18.4	26.8	22.6	26.4	21.5	23.1
Somewhat dissatisfied	2.4	0.0	2.1	3.7	2.6	2.3	4.1	1.7
Not satisfied at all	0.7	0.0	0.4	1.1	0.4	1.2	0.6	0.7
RESTAURANT - overall								
Very satisfied	49.6	34.4	49.7	47.0	48.3	53.6	43.8	51.9
Somewhat satisfied	44.4	48.3	44.2	44.2	45.1	43.7	49.9	42.3
Somewhat dissatisfied	5.5	10.3	6.1	7.2	6.3	2.6	4.8	5.7
Not satisfied at all	0.5	7.0	0.0	1.6	0.3	0.0	1.5	0.1
SHOPPING - overall								
Very satisfied	48.9	45.8	49.0	42.1	47.5	53.5	46.3	49.9
Somewhat satisfied	45.7	46.9	45.7	51.1	46.9	41.7	47.9	44.8
Somewhat dissatisfied	5.4	7.3	5.2	6.8	5.5	4.6	5.6	5.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0
GOLF- overall								
Very satisfied	66.1	62.0	66.1	85.4	64.1	65.4	60.9	67.6
Somewhat satisfied	29.8	38.0	29.8	14.6	26.2	34.6	32.2	29.1
Somewhat dissatisfied	3.1	0.0	4.0	0.0	6.1	0.0	6.9	2.1
Not satisfied at all	1.0	0.0	0.0	0.0	3.6	0.0	0.0	1.2
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	67.8	65.2	72.8	62.7	69.7	61.9	69.9	66.8
Somewhat satisfied	29.9	34.8	24.4	33.9	27.6	37.2	25.9	31.8
Somewhat dissatisfied	1.5	0.0	2.3	0.0	1.9	0.9	2.4	1.1
Not satisfied at all	0.8	0.0	0.5	3.4	0.8	0.0	1.9	0.3
TRANSPORTATION - overall								
Very satisfied	53.0	49.3	74.9	38.6	47.5	45.8	51.5	53.7
Somewhat satisfied	33.9	46.1	12.4	45.2	38.3	43.2	39.5	31.6
Somewhat dissatisfied	9.8	4.6	6.8	12.6	10.5	11.1	7.2	10.9
Not satisfied at all	3.2	0.0	6.0	3.6	3.6	0.0	1.9	3.8
AIRPORTS - overall								
Very satisfied	51.7	52.9	52.2	39.9	52.2	55.5	48.6	52.9
Somewhat satisfied	39.6	46.1	40.2	49.9	38.2	35.0	43.7	37.9
Somewhat dissatisfied	7.8	0.0	7.3	8.2	7.6	9.5	5.7	8.7
Not satisfied at all	0.9	1.0	0.3	2.0	2.0	0.0	2.0	0.4
PARKS & BEACHES - overall								
Very satisfied	80.8	84.6	87.1	72.6	79.7	77.8	76.1	82.7
Somewhat satisfied	18.0	15.4	12.8	27.4	18.1	19.9	22.2	16.3
Somewhat dissatisfied	1.1	0.0	0.1	0.0	1.7	2.3	1.7	0.8
Not satisfied at all	0.2	0.0	0.1	0.0	0.5	0.0	0.0	0.2

Table 4.60 2009 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	75.3	90.2	73.9	66.0	72.0	80.0	77.3	74.3
Somewhat satisfied	21.2	9.8	22.1	29.3	24.1	17.0	18.5	22.5
Somewhat dissatisfied	2.3	0.0	2.5	1.6	3.2	1.9	2.7	2.0
Not satisfied at all	1.3	0.0	1.5	3.1	0.7	1.1	1.5	1.2
RESTAURANT - overall								
Very satisfied	46.4	41.5	44.1	42.7	47.6	49.1	50.0	44.8
Somewhat satisfied	45.9	58.5	48.4	42.8	47.9	42.8	41.0	48.2
Somewhat dissatisfied	7.0	0.0	7.6	12.8	3.8	7.4	8.3	6.4
Not satisfied at all	0.6	0.0	0.0	1.7	0.7	0.7	0.8	0.5
SHOPPING - overall								
Very satisfied	46.7	35.8	36.4	39.0	56.8	50.5	52.5	43.7
Somewhat satisfied	45.7	50.9	56.3	44.8	41.9	40.9	38.6	49.3
Somewhat dissatisfied	7.0	13.3	7.3	14.9	1.3	7.4	8.6	6.3
Not satisfied at all	0.6	0.0	0.0	1.3	0.0	1.1	0.3	0.7
GOLF- overall								
Very satisfied	61.1	100.0	66.7	67.8	70.9	50.6	70.6	58.1
Somewhat satisfied	28.8	0.0	25.5	15.6	29.1	35.5	22.1	30.9
Somewhat dissatisfied	6.2	0.0	5.4	16.6	0.0	7.0	2.0	7.5
Not satisfied at all	3.9	0.0	2.3	0.0	0.0	6.9	5.3	3.4
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	69.7	87.7	66.9	77.6	67.2	68.1	75.2	66.9
Somewhat satisfied	28.1	12.3	30.5	18.8	31.2	30.0	22.5	31.0
Somewhat dissatisfied	2.0	0.0	2.0	3.6	1.7	1.9	2.3	1.9
Not satisfied at all	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.2
TRANSPORTATION - overall								
Very satisfied	47.9	0.0	36.9	48.3	57.0	53.9	57.8	42.3
Somewhat satisfied	31.9	100.0	33.3	19.3	20.0	32.2	20.6	38.2
Somewhat dissatisfied	7.3	0.0	12.1	4.8	11.2	5.1	7.2	7.4
Not satisfied at all	12.9	0.0	17.7	27.6	11.9	8.9	14.3	12.1
AIRPORTS - overall								
Very satisfied	56.7	50.8	54.5	48.5	59.8	59.7	64.1	53.4
Somewhat satisfied	37.4	46.5	39.9	46.2	36.0	32.7	31.9	40.0
Somewhat dissatisfied	5.3	2.7	4.4	5.2	3.8	7.1	3.7	6.0
Not satisfied at all	0.6	0.0	1.3	0.0	0.5	0.5	0.4	0.7
PARKS & BEACHES - overall								
Very satisfied	80.7	100.0	80.8	83.9	79.4	78.3	88.5	76.9
Somewhat satisfied	17.1	0.0	16.9	13.3	18.7	19.4	10.7	20.3
Somewhat dissatisfied	1.6	0.0	1.2	1.2	1.9	2.0	0.8	2.0
Not satisfied at all	0.6	0.0	1.1	1.6	0.0	0.3	0.0	0.8

Table 4.61 2009 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	78.6	79.8	83.0	60.7	77.1	82.3	81.3	77.2
Somewhat satisfied	18.4	0.0	14.3	37.0	19.5	15.4	16.3	19.5
Somewhat dissatisfied	2.7	12.6	2.6	2.3	3.4	1.6	2.1	3.0
Not satisfied at all	0.3	7.6	0.0	0.0	0.0	0.7	0.3	0.3
RESTAURANT - overall								
Very satisfied	48.1	50.0	47.0	53.9	47.6	47.5	48.6	47.9
Somewhat satisfied	45.5	50.0	45.2	38.5	47.5	45.3	45.6	45.4
Somewhat dissatisfied	5.3	0.0	6.7	4.8	4.5	5.8	4.6	5.7
Not satisfied at all	1.1	0.0	1.1	2.8	0.4	1.3	1.1	1.0
SHOPPING - overall								
Very satisfied	52.9	51.3	51.5	44.8	53.6	55.8	55.7	51.5
Somewhat satisfied	42.6	48.7	40.4	50.9	42.1	41.9	40.2	43.8
Somewhat dissatisfied	4.0	0.0	7.0	3.1	4.1	2.2	3.3	4.4
Not satisfied at all	0.4	0.0	1.1	1.3	0.2	0.0	0.8	0.3
GOLF- overall								
Very satisfied	71.9	0.0	76.7	54.0	76.7	69.4	77.3	70.2
Somewhat satisfied	24.3	0.0	20.4	46.0	19.6	24.6	20.9	25.4
Somewhat dissatisfied	2.8	0.0	2.9	0.0	2.4	4.2	1.7	3.1
Not satisfied at all	1.0	0.0	0.0	0.0	1.3	1.8	0.0	1.4
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	67.9	51.4	71.1	71.9	65.3	68.4	75.3	64.2
Somewhat satisfied	29.5	48.6	26.7	26.5	31.0	29.9	22.4	33.2
Somewhat dissatisfied	2.3	0.0	1.1	1.7	3.7	1.7	1.6	2.6
Not satisfied at all	0.2	0.0	1.1	0.0	0.0	0.0	0.7	0.0
TRANSPORTATION - overall								
Very satisfied	50.9	61.3	60.7	33.9	44.4	63.2	52.6	49.7
Somewhat satisfied	31.4	38.7	30.5	47.7	33.4	20.1	23.9	36.1
Somewhat dissatisfied	13.3	0.0	6.4	18.4	15.4	12.5	19.1	9.6
Not satisfied at all	4.4	0.0	2.4	0.0	6.8	4.2	4.3	4.5
AIRPORTS - overall								
Very satisfied	47.1	16.8	48.2	45.1	44.9	50.8	54.9	43.2
Somewhat satisfied	39.4	74.8	41.4	38.1	38.4	38.3	35.8	41.2
Somewhat dissatisfied	11.2	8.4	7.3	11.0	15.1	9.3	7.2	13.2
Not satisfied at all	2.3	0.0	3.2	5.8	1.6	1.5	2.1	2.4
PARKS & BEACHES - overall								
Very satisfied	78.7	86.5	80.4	82.7	79.8	74.2	86.6	74.6
Somewhat satisfied	17.3	13.5	16.5	16.2	14.2	22.5	11.0	20.5
Somewhat dissatisfied	3.8	0.0	3.2	1.1	6.0	2.7	2.4	4.6
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.3

Table 4.62 2009 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	65.2	75.3	78.9	61.5	56.2	77.1	58.6	84.0
Somewhat satisfied	30.0	24.7	14.0	30.1	40.8	19.5	37.3	9.5
Somewhat dissatisfied	3.0	0.0	7.1	6.9	1.5	0.0	2.8	3.6
Not satisfied at all	1.7	0.0	0.0	1.5	1.5	3.4	1.3	2.9
RESTAURANT - overall								
Very satisfied	47.4	48.8	49.3	42.6	40.2	65.5	41.5	63.7
Somewhat satisfied	41.9	50.5	38.5	41.6	47.2	32.1	44.1	35.8
Somewhat dissatisfied	7.5	0.6	11.8	8.3	9.7	2.4	10.0	0.5
Not satisfied at all	3.2	0.0	0.4	7.5	2.8	0.0	4.4	0.0
SHOPPING - overall								
Very satisfied	60.1	49.7	61.6	60.6	58.8	63.4	56.0	71.3
Somewhat satisfied	35.0	50.3	37.1	33.8	32.6	36.1	38.5	25.6
Somewhat dissatisfied	3.2	0.0	1.3	4.3	5.0	0.5	3.3	3.1
Not satisfied at all	1.6	0.0	0.0	1.3	3.6	0.0	2.2	0.0
GOLF- overall								
Very satisfied	62.5	100.0	0.0	45.9	83.4	58.7	54.4	82.5
Somewhat satisfied	27.4	0.0	100.0	36.3	0.9	41.3	31.4	17.5
Somewhat dissatisfied	10.1	0.0	0.0	17.9	15.7	0.0	14.1	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	61.5	68.0	75.7	60.2	60.8	58.0	60.4	65.1
Somewhat satisfied	33.8	32.0	23.4	35.4	33.9	35.6	33.5	34.9
Somewhat dissatisfied	3.3	0.0	0.4	4.3	1.8	6.4	4.4	0.0
Not satisfied at all	1.3	0.0	0.4	0.1	3.5	0.0	1.7	0.0
TRANSPORTATION - overall								
Very satisfied	52.8	68.4	54.0	41.8	49.3	69.5	49.3	63.8
Somewhat satisfied	42.2	31.6	44.1	42.9	50.5	30.3	45.2	32.8
Somewhat dissatisfied	4.5	0.0	1.9	13.9	0.1	0.0	4.8	3.4
Not satisfied at all	0.5	0.0	0.0	1.4	0.0	0.2	0.7	0.0
AIRPORTS - overall								
Very satisfied	39.6	67.7	49.0	31.8	32.5	51.2	33.7	55.3
Somewhat satisfied	48.1	13.9	50.4	56.2	53.8	35.3	51.0	40.3
Somewhat dissatisfied	12.2	18.4	0.7	11.6	13.5	13.6	15.2	4.2
Not satisfied at all	0.2	0.0	0.0	0.4	0.1	0.0	0.2	0.2
PARKS & BEACHES - overall								
Very satisfied	76.1	81.7	95.8	72.9	70.1	81.5	76.6	74.5
Somewhat satisfied	22.5	17.7	3.8	22.6	29.8	18.5	21.5	25.5
Somewhat dissatisfied	1.4	0.5	0.4	4.5	0.1	0.0	1.9	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 4.63 2009 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	68.9	57.3	77.2	67.6	68.1	80.9	65.9	75.6
Somewhat satisfied	28.1	40.0	20.8	26.0	29.5	18.0	30.3	23.2
Somewhat dissatisfied	2.8	2.4	2.0	6.1	2.1	1.1	3.5	1.2
Not satisfied at all	0.2	0.3	0.0	0.3	0.3	0.0	0.3	0.0
RESTAURANT - overall								
Very satisfied	41.0	34.1	44.7	39.3	41.3	49.3	36.7	50.8
Somewhat satisfied	50.0	57.8	48.1	49.5	48.3	44.6	53.8	41.4
Somewhat dissatisfied	8.3	7.1	7.2	9.6	10.2	5.7	8.6	7.8
Not satisfied at all	0.7	0.9	0.0	1.6	0.2	0.4	1.0	0.0
SHOPPING - overall								
Very satisfied	43.9	49.3	41.3	39.7	39.8	50.7	43.5	44.8
Somewhat satisfied	47.3	39.6	51.1	50.2	51.1	44.5	46.5	49.0
Somewhat dissatisfied	8.3	9.7	7.6	9.1	8.8	4.9	9.3	5.9
Not satisfied at all	0.6	1.4	0.0	1.0	0.2	0.0	0.7	0.3
GOLF- overall								
Very satisfied	61.1	49.7	57.6	62.4	60.5	69.6	61.2	60.9
Somewhat satisfied	31.1	42.6	42.4	24.3	32.9	21.7	31.4	30.7
Somewhat dissatisfied	6.8	7.7	0.0	11.2	6.6	6.3	5.6	8.5
Not satisfied at all	1.0	0.0	0.0	2.1	0.0	2.5	1.8	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	62.9	67.6	65.2	65.3	57.5	62.2	61.6	65.9
Somewhat satisfied	33.9	28.5	29.1	31.6	39.3	36.8	34.4	32.8
Somewhat dissatisfied	2.8	3.2	4.9	2.4	2.9	1.0	3.4	1.3
Not satisfied at all	0.4	0.7	0.8	0.7	0.2	0.0	0.6	0.0
TRANSPORTATION - overall								
Very satisfied	38.8	30.8	40.5	33.6	41.7	55.7	36.6	45.3
Somewhat satisfied	44.8	58.1	41.9	42.7	38.3	34.0	47.8	36.1
Somewhat dissatisfied	12.8	9.0	15.7	16.4	15.5	9.4	11.7	15.8
Not satisfied at all	3.6	2.1	1.9	7.3	4.5	1.0	3.9	2.8
AIRPORTS - overall								
Very satisfied	43.8	46.2	47.7	43.9	39.9	45.6	43.1	45.2
Somewhat satisfied	47.5	46.3	45.6	45.4	48.6	50.3	47.4	47.7
Somewhat dissatisfied	7.6	6.5	6.7	8.8	10.0	3.4	8.5	5.6
Not satisfied at all	1.2	0.9	0.0	1.9	1.5	0.7	1.0	1.5
PARKS & BEACHES - overall								
Very satisfied	72.2	55.1	80.7	80.5	73.3	76.1	70.2	76.7
Somewhat satisfied	20.7	19.3	18.0	15.9	24.4	22.7	20.3	21.5
Somewhat dissatisfied	6.9	25.6	1.3	3.0	2.4	0.8	9.2	1.8
Not satisfied at all	0.2	0.0	0.0	0.6	0.0	0.4	0.3	0.0

**Table 4.64 2009 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	64.7	79.3	69.4	60.8	51.5	75.2	67.0	60.5
Somewhat satisfied	29.3	17.3	21.7	30.3	42.5	21.3	27.2	33.5
Somewhat dissatisfied	5.6	3.4	8.9	6.9	6.0	3.5	5.3	6.1
Not satisfied at all	0.4	0.0	0.0	2.0	0.0	0.0	0.6	0.0
RESTAURANT - overall								
Very satisfied	33.6	26.3	38.8	42.5	30.2	30.5	31.6	37.6
Somewhat satisfied	55.4	60.3	52.7	41.7	60.3	61.0	56.9	52.6
Somewhat dissatisfied	8.4	8.2	8.5	11.4	6.3	8.5	8.2	8.7
Not satisfied at all	2.6	5.2	0.0	4.4	3.2	0.0	3.4	1.1
SHOPPING - overall								
Very satisfied	30.2	51.9	28.4	24.0	25.8	32.3	28.0	34.0
Somewhat satisfied	57.2	42.0	48.2	71.0	60.2	53.4	59.9	52.7
Somewhat dissatisfied	9.0	2.7	14.6	5.0	12.1	8.2	11.2	5.4
Not satisfied at all	3.5	3.4	8.8	0.0	1.9	6.0	0.9	8.0
GOLF- overall								
Very satisfied	58.7	0.0	100.0	43.3	71.1	81.6	65.2	55.5
Somewhat satisfied	41.3	100.0	0.0	56.7	28.9	18.4	34.8	44.5
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	55.8	81.2	41.8	62.8	50.2	51.1	57.8	51.7
Somewhat satisfied	42.2	18.8	58.2	36.2	44.6	48.2	39.5	47.9
Somewhat dissatisfied	1.8	0.0	0.0	1.0	5.2	0.0	2.7	0.0
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.4
TRANSPORTATION - overall								
Very satisfied	35.8	42.6	52.7	44.1	30.5	25.5	36.1	35.2
Somewhat satisfied	30.1	8.7	47.3	19.8	42.9	26.9	31.5	27.3
Somewhat dissatisfied	26.5	48.7	0.0	24.7	14.1	42.7	30.2	19.7
Not satisfied at all	7.6	0.0	0.0	11.5	12.5	4.9	2.2	17.7
AIRPORTS - overall								
Very satisfied	34.2	48.3	39.8	34.5	27.6	32.6	31.1	40.0
Somewhat satisfied	58.7	48.7	57.3	60.1	69.8	48.3	60.3	55.7
Somewhat dissatisfied	7.1	3.1	2.8	5.4	2.6	19.1	8.6	4.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PARKS & BEACHES - overall								
Very satisfied	69.4	90.7	66.3	69.8	61.8	70.2	72.5	63.5
Somewhat satisfied	27.5	9.3	33.7	26.1	31.4	29.3	23.0	36.2
Somewhat dissatisfied	2.5	0.0	0.0	1.7	6.8	0.5	3.7	0.3
Not satisfied at all	0.5	0.0	0.0	2.4	0.0	0.0	0.8	0.0

Table 4.65 2009 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	64.6	81.8	66.2	60.0	63.5	65.0	68.6	57.9
Somewhat satisfied	31.0	18.2	30.9	33.5	29.8	33.6	27.1	37.7
Somewhat dissatisfied	3.3	0.0	2.9	4.1	6.1	0.0	3.4	3.2
Not satisfied at all	1.0	0.0	0.0	2.4	0.5	1.4	0.9	1.2
RESTAURANT - overall								
Very satisfied	28.7	44.8	25.9	33.6	25.6	26.6	36.5	16.3
Somewhat satisfied	53.0	47.0	70.8	55.3	56.9	42.3	48.9	59.5
Somewhat dissatisfied	17.8	0.0	3.3	11.1	17.5	31.1	13.8	24.1
Not satisfied at all	0.5	8.2	0.0	0.0	0.0	0.0	0.8	0.0
SHOPPING - overall								
Very satisfied	29.2	43.1	27.9	24.0	26.7	33.5	33.5	20.9
Somewhat satisfied	51.5	40.6	39.5	58.3	60.0	44.2	50.9	52.8
Somewhat dissatisfied	18.7	16.3	32.6	17.7	13.2	20.5	15.6	24.8
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.8	0.0	1.5
GOLF- overall								
Very satisfied	72.8	0.0	100.0	20.7	66.0	100.0	59.5	82.6
Somewhat satisfied	21.8	0.0	0.0	79.3	22.2	0.0	27.9	17.4
Somewhat dissatisfied	5.3	0.0	0.0	0.0	11.8	0.0	12.6	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	55.9	81.4	52.4	53.3	56.2	52.4	55.3	57.3
Somewhat satisfied	41.4	18.6	40.7	46.7	38.5	47.6	42.7	38.3
Somewhat dissatisfied	2.5	0.0	7.0	0.0	4.6	0.0	1.7	4.3
Not satisfied at all	0.2	0.0	0.0	0.0	0.7	0.0	0.3	0.0
TRANSPORTATION - overall								
Very satisfied	35.4	42.4	21.0	18.9	37.4	47.2	45.9	18.2
Somewhat satisfied	33.6	57.6	48.2	53.0	34.9	11.2	36.4	28.8
Somewhat dissatisfied	24.2	0.0	30.8	15.9	17.6	37.9	16.3	37.2
Not satisfied at all	6.9	0.0	0.0	12.2	10.2	3.8	1.4	15.8
AIRPORTS - overall								
Very satisfied	39.1	41.1	21.6	49.9	38.2	39.5	48.3	22.3
Somewhat satisfied	48.8	51.4	57.6	38.9	51.0	49.0	41.8	61.7
Somewhat dissatisfied	10.8	7.5	18.5	10.0	9.1	11.1	9.1	13.9
Not satisfied at all	1.2	0.0	2.3	1.2	1.7	0.4	0.8	2.1
PARKS & BEACHES - overall								
Very satisfied	65.4	78.7	68.7	75.8	65.0	54.9	72.1	52.9
Somewhat satisfied	32.2	21.3	28.8	21.6	32.8	42.1	25.6	44.4
Somewhat dissatisfied	2.4	0.0	2.5	2.5	2.2	3.0	2.3	2.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 4.66 2009 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	69.1	61.6	71.0	76.1	57.8	74.3	73.8	65.2
Somewhat satisfied	26.7	38.4	20.9	23.1	39.0	20.5	24.0	29.0
Somewhat dissatisfied	3.8	0.0	8.1	0.6	2.6	4.5	1.6	5.6
Not satisfied at all	0.4	0.0	0.0	0.2	0.6	0.6	0.6	0.2
RESTAURANT - overall								
Very satisfied	52.2	35.3	40.4	53.2	51.2	59.1	57.1	48.3
Somewhat satisfied	41.1	45.9	56.2	41.7	43.6	31.9	38.2	43.3
Somewhat dissatisfied	6.7	18.8	3.4	5.1	5.0	9.0	4.6	8.3
Not satisfied at all	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0
SHOPPING - overall								
Very satisfied	69.2	38.6	81.1	53.9	66.8	76.1	66.0	71.9
Somewhat satisfied	28.8	61.4	14.8	41.8	31.8	23.1	32.6	25.5
Somewhat dissatisfied	2.0	0.0	4.1	4.3	1.4	0.8	1.3	2.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
GOLF- overall								
Very satisfied	57.1	72.6	20.7	83.9	43.5	84.8	67.9	51.8
Somewhat satisfied	42.9	27.4	79.3	16.1	56.5	15.2	32.1	48.2
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	62.1	54.7	39.3	58.9	71.2	68.0	64.8	59.6
Somewhat satisfied	35.0	22.4	59.0	40.3	27.8	27.5	32.5	37.3
Somewhat dissatisfied	2.9	22.9	1.7	0.5	0.8	4.5	2.7	3.0
Not satisfied at all	0.1	0.0	0.0	0.2	0.1	0.0	0.1	0.1
TRANSPORTATION - overall								
Very satisfied	66.8	46.3	69.1	46.7	69.5	74.2	68.2	65.5
Somewhat satisfied	30.1	38.2	29.6	49.6	26.2	24.1	29.9	30.3
Somewhat dissatisfied	2.2	15.5	1.3	3.7	0.8	1.7	1.8	2.5
Not satisfied at all	0.9	0.0	0.0	0.0	3.5	0.0	0.1	1.7
AIRPORTS - overall								
Very satisfied	49.8	24.7	53.2	33.8	57.5	52.3	50.0	49.7
Somewhat satisfied	41.2	64.5	41.2	61.2	33.8	35.3	43.8	38.8
Somewhat dissatisfied	8.2	8.0	4.0	4.8	7.6	12.0	5.6	10.5
Not satisfied at all	0.8	2.8	1.6	0.2	1.0	0.3	0.5	1.0
PARKS & BEACHES - overall								
Very satisfied	76.5	52.9	77.7	77.3	78.6	76.2	79.0	74.4
Somewhat satisfied	21.2	47.1	21.3	22.1	18.6	20.4	19.3	22.8
Somewhat dissatisfied	1.8	0.0	0.5	0.6	1.5	3.2	0.9	2.5
Not satisfied at all	0.5	0.0	0.5	0.0	1.3	0.1	0.8	0.2

**Table 4.67 2009 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	66.3	71.4	83.1	60.2	59.7	65.3	65.3	67.1
Somewhat satisfied	29.8	28.6	11.0	29.1	38.5	33.2	30.6	29.2
Somewhat dissatisfied	3.3	0.0	5.8	10.7	1.8	0.0	4.1	2.7
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.6	0.0	0.9
RESTAURANT - overall								
Very satisfied	41.5	50.0	46.3	35.4	55.6	26.3	47.2	37.1
Somewhat satisfied	54.9	42.9	50.9	64.6	40.8	68.2	51.7	57.4
Somewhat dissatisfied	3.0	7.1	2.8	0.0	3.6	3.5	1.2	4.5
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	2.0	0.0	1.0
SHOPPING - overall								
Very satisfied	35.6	42.9	50.9	40.4	27.1	29.5	40.3	31.7
Somewhat satisfied	56.5	35.7	49.1	33.8	70.6	67.0	52.8	59.5
Somewhat dissatisfied	7.4	14.3	0.0	25.8	2.2	3.5	6.9	7.8
Not satisfied at all	0.5	7.1	0.0	0.0	0.0	0.0	0.0	1.0
GOLF- overall								
Very satisfied	81.5	33.3	100.0	89.3	82.6	79.1	65.9	87.4
Somewhat satisfied	13.2	0.0	0.0	10.7	17.4	20.9	14.6	12.6
Somewhat dissatisfied	5.4	66.7	0.0	0.0	0.0	0.0	19.5	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	62.7	57.1	79.3	70.7	45.8	64.8	67.0	58.8
Somewhat satisfied	35.0	28.6	20.7	29.3	49.8	35.2	30.6	38.9
Somewhat dissatisfied	2.4	14.3	0.0	0.0	4.4	0.0	2.4	2.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	51.9	62.5	69.5	38.4	33.3	62.9	45.2	56.4
Somewhat satisfied	37.0	25.0	30.5	36.5	47.7	34.7	40.4	34.8
Somewhat dissatisfied	10.2	12.5	0.0	25.1	15.8	2.3	12.4	8.8
Not satisfied at all	0.8	0.0	0.0	0.0	3.2	0.0	2.0	0.0
AIRPORTS - overall								
Very satisfied	35.7	23.3	27.4	40.7	50.1	27.9	44.2	28.7
Somewhat satisfied	58.5	63.3	64.8	59.3	45.4	65.0	51.0	64.8
Somewhat dissatisfied	4.8	13.3	7.9	0.0	2.7	5.5	4.8	4.8
Not satisfied at all	1.0	0.0	0.0	0.0	1.8	1.6	0.0	1.8
PARKS & BEACHES - overall								
Very satisfied	65.1	66.7	78.1	73.3	65.0	51.8	71.4	59.6
Somewhat satisfied	34.4	33.3	21.9	26.7	33.2	48.2	27.5	40.4
Somewhat dissatisfied	0.5	0.0	0.0	0.0	1.8	0.0	1.1	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 4.68 2009 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	58.9	100.0	56.5	63.2	40.3	70.8	49.2	69.4
Somewhat satisfied	31.2	0.0	24.2	21.1	52.9	24.2	38.8	22.9
Somewhat dissatisfied	9.9	0.0	19.4	15.8	6.7	5.0	12.0	7.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	50.3	100.0	39.3	56.3	46.8	56.3	48.5	52.1
Somewhat satisfied	39.1	0.0	41.9	43.8	38.7	38.1	34.2	43.9
Somewhat dissatisfied	10.7	0.0	18.8	0.0	14.4	5.6	17.3	4.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	46.3	100.0	49.7	60.0	39.6	43.5	50.5	41.2
Somewhat satisfied	44.7	0.0	41.0	40.0	38.7	56.5	37.3	53.8
Somewhat dissatisfied	9.0	0.0	9.3	0.0	21.6	0.0	12.3	5.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF- overall								
Very satisfied	82.6	0.0	100.0	0.0	55.6	100.0	55.6	100.0
Somewhat satisfied	17.4	0.0	0.0	0.0	44.4	0.0	44.4	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	75.8	100.0	54.0	81.3	78.7	85.7	73.4	78.3
Somewhat satisfied	20.2	0.0	46.0	0.0	21.3	7.9	26.6	13.4
Somewhat dissatisfied	4.0	0.0	0.0	18.8	0.0	6.4	0.0	8.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	15.1	0.0	0.0	0.0	28.2	18.2	7.8	24.2
Somewhat satisfied	67.5	0.0	70.3	50.0	60.6	81.8	76.5	56.5
Somewhat dissatisfied	17.3	0.0	29.7	50.0	11.3	0.0	15.7	19.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AIRPORTS - overall								
Very satisfied	51.1	0.0	49.7	63.2	34.8	62.5	50.4	51.9
Somewhat satisfied	33.5	100.0	7.9	36.8	58.3	27.5	34.1	32.7
Somewhat dissatisfied	13.6	0.0	42.4	0.0	0.0	10.0	15.5	11.5
Not satisfied at all	1.8	0.0	0.0	0.0	7.0	0.0	0.0	3.8
PARKS & BEACHES - overall								
Very satisfied	66.2	0.0	49.7	63.2	66.1	86.4	55.9	78.5
Somewhat satisfied	31.1	100.0	50.3	15.8	33.9	13.6	39.3	21.5
Somewhat dissatisfied	2.6	0.0	0.0	21.1	0.0	0.0	4.9	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 4.69 2009 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	68.1	100.0	76.3	86.3	51.4	64.9	71.8	65.5
Somewhat satisfied	19.7	0.0	12.2	13.7	31.8	19.1	19.5	19.9
Somewhat dissatisfied	10.8	0.0	11.5	0.0	16.8	11.6	5.5	14.6
Not satisfied at all	1.3	0.0	0.0	0.0	0.0	4.3	3.2	0.0
RESTAURANT - overall								
Very satisfied	49.2	40.0	38.2	31.6	61.4	53.4	49.1	49.2
Somewhat satisfied	43.5	0.0	54.7	61.6	35.2	39.5	44.4	43.0
Somewhat dissatisfied	5.9	60.0	0.0	6.8	3.4	7.1	2.7	7.8
Not satisfied at all	1.4	0.0	7.1	0.0	0.0	0.0	3.8	0.0
SHOPPING - overall								
Very satisfied	45.9	0.0	60.7	31.6	45.2	50.2	40.5	49.1
Somewhat satisfied	43.7	100.0	22.4	54.7	44.0	44.9	46.2	42.3
Somewhat dissatisfied	8.5	0.0	8.0	13.7	10.9	4.9	8.3	8.6
Not satisfied at all	1.8	0.0	8.9	0.0	0.0	0.0	4.9	0.0
GOLF- overall								
Very satisfied	32.5	0.0	41.7	0.0	0.0	37.5	0.0	38.3
Somewhat satisfied	41.5	100.0	0.0	0.0	0.0	43.8	0.0	48.9
Somewhat dissatisfied	26.0	0.0	58.3	0.0	0.0	18.8	100.0	12.8
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	69.0	40.0	73.7	44.5	79.1	72.1	67.5	70.1
Somewhat satisfied	25.2	60.0	18.4	55.5	10.0	24.2	28.3	23.0
Somewhat dissatisfied	5.8	0.0	7.9	0.0	10.9	3.7	4.2	6.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	39.6	0.0	45.0	24.7	33.7	52.9	37.0	41.7
Somewhat satisfied	32.4	0.0	30.0	34.2	39.3	30.4	26.7	36.9
Somewhat dissatisfied	20.1	0.0	9.0	41.1	27.0	10.8	27.5	14.3
Not satisfied at all	7.9	100.0	15.9	0.0	0.0	6.0	8.8	7.2
AIRPORTS - overall								
Very satisfied	43.1	0.0	47.1	24.7	53.2	44.9	41.8	43.8
Somewhat satisfied	43.4	0.0	40.7	61.6	34.3	48.7	45.6	42.2
Somewhat dissatisfied	5.4	28.6	0.0	13.7	4.1	3.7	5.9	5.1
Not satisfied at all	8.1	71.4	12.2	0.0	8.4	2.8	6.6	8.9
PARKS & BEACHES - overall								
Very satisfied	60.5	28.6	60.1	52.1	51.9	75.5	48.9	66.7
Somewhat satisfied	26.8	71.4	14.1	47.9	31.0	14.0	42.5	18.4
Somewhat dissatisfied	8.2	0.0	7.1	0.0	11.7	10.5	4.0	10.3
Not satisfied at all	4.6	0.0	18.7	0.0	5.4	0.0	4.5	4.6

5. ACTIVITY PARTICIPATION

ACTIVITY PARTICIPATION

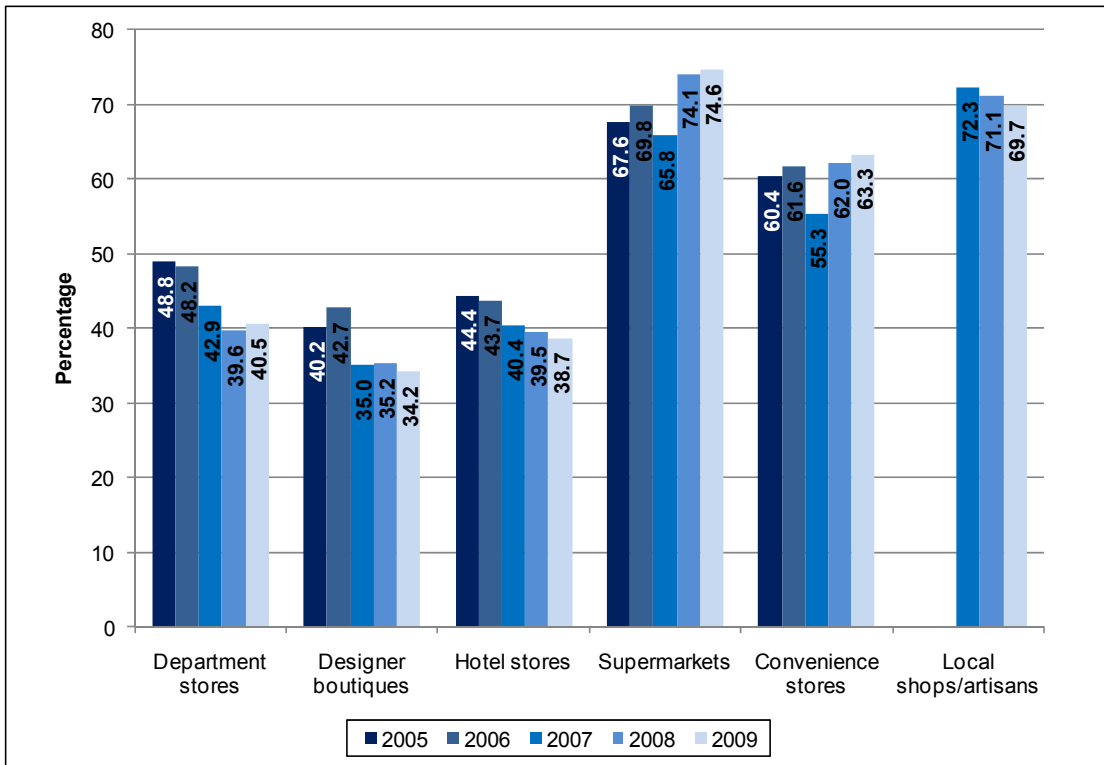
This measure provides vital feedback on the frequency and popularity of an activity across the islands. Visitors from the top six MMAs were more likely to participate in *entertainment* and *shopping* activities across the state. Many visitors who made *sightseeing* a part of their trip were more likely to go *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.

U.S. West (Tables 5.1 and 5.2)

U.S. West visitors tended to be more independent travelers with high *rental car* (77.9%) and *self-guided tour* (75.6%) participation across all islands.

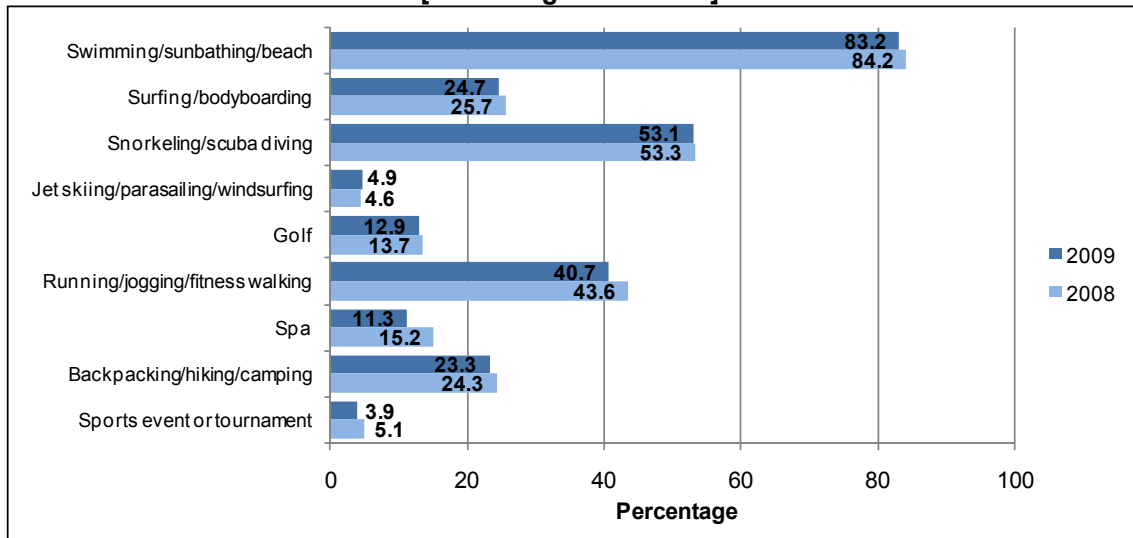
- U.S. West visitors tended to shop at *supermarkets* (74.6%) more than U.S. East and Japan visitors; especially on Kaua‘i (75%), Maui (77%), and Kona (66.7%). U.S. West visitors also shopped heavily at *local shop/artisans* (69.7%); particularly on Maui (69.7%), Kaua‘i (76.4%); and less so on O‘ahu (58.2%), Hilo (43.2%), or Lāna‘i (31%).
- U.S. West visitors *shopping* participation at *department stores*, *designer boutiques*, and *hotel stores* in 2009 were similar to 2008, but had been declining since 2006. In contrast, more U.S. West visitors are shopping more at *supermarkets* (74.6%) and *convenience stores* (63.3%) compared to previous years (see Figure 16).

**Figure 16: 2005-2009 U.S. West Statewide Shopping Participation
[Percentage of Visitors]**



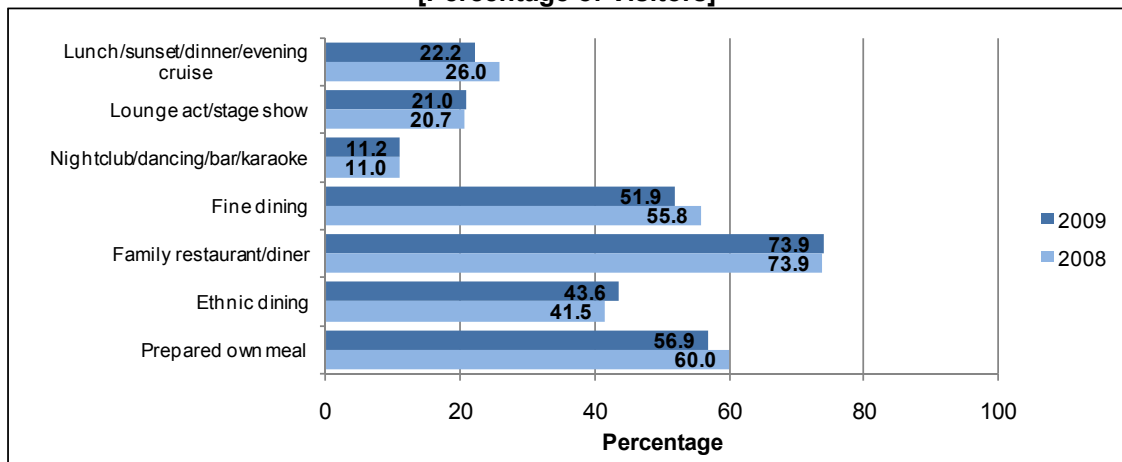
- U.S. West visitors in 2009 were more likely to go *surfing/bodyboarding* (24.7%), *snorkeling/scuba diving* (53.1%) and *running/jogging/fitness walking* (40.7%) than U.S. East, Japan and Oceania visitors.
- In 2009, fewer U.S. West visitors participated in *running/jogging/fitness walking* (40.7%, -2.9 percentage points) and *spa* (11.3%, -3.9 percentage points) activities during their vacation compared to 2008 (see Figure 17).

Figure 17: U.S. West Statewide Recreation Participation: 2009 vs. 2008
[Percentage of Visitors]



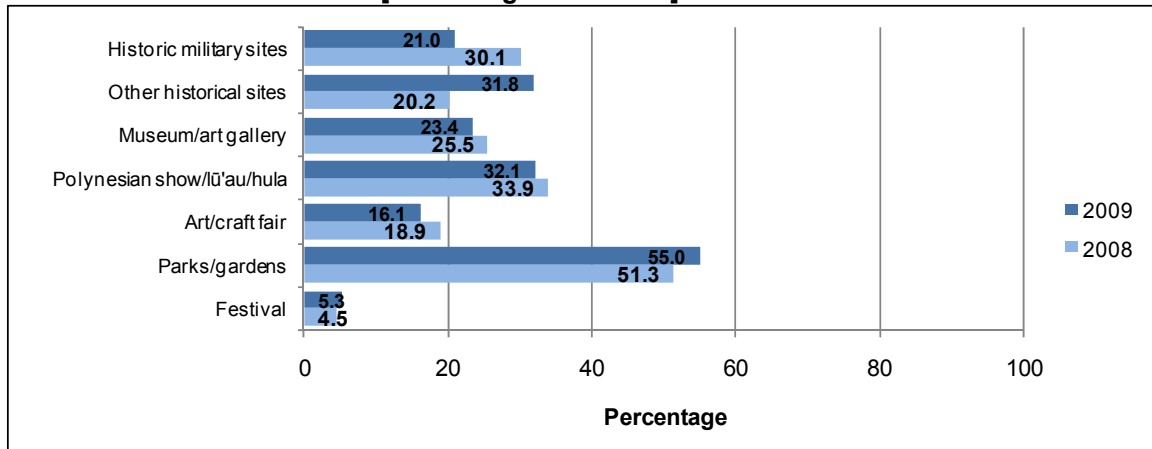
- The share of U.S. West visitors who participated in *fine dining* (51.9%) in 2009 declined from 55.8 percent in 2008 (Figure 18).
- *Ethnic dining* (43.6%, +2.1 percentage points from 2008) and *preparing their own meal* (56.9%, -3.1 percentage points from 2008) were more popular among U.S. West visitors compared to most MMAs.

Figure 18: U.S. West Statewide Entertainment Participation: 2009 vs. 2008
[Percentage of Visitors]



- Fewer U.S. West visitors in 2009 went to *historical military sites* (21%, -9.1 percentage points) but more saw *other historical sites* (31.8%, +11.7 percentage points) compared to 2008. More U.S. West visitors went to parks/gardens (55%, +3.7 percentage points); while a similar proportion of U.S. West visitors went to *Polynesian show/lū'au* (32.1%), *museum/art gallery* (23.4%) and *art/craft fairs* (16.1%) compared to the previous year (Figure 19).

Figure 19: U.S. West Statewide Culture Participation: 2009 vs. 2008
[Percentage of Visitors]



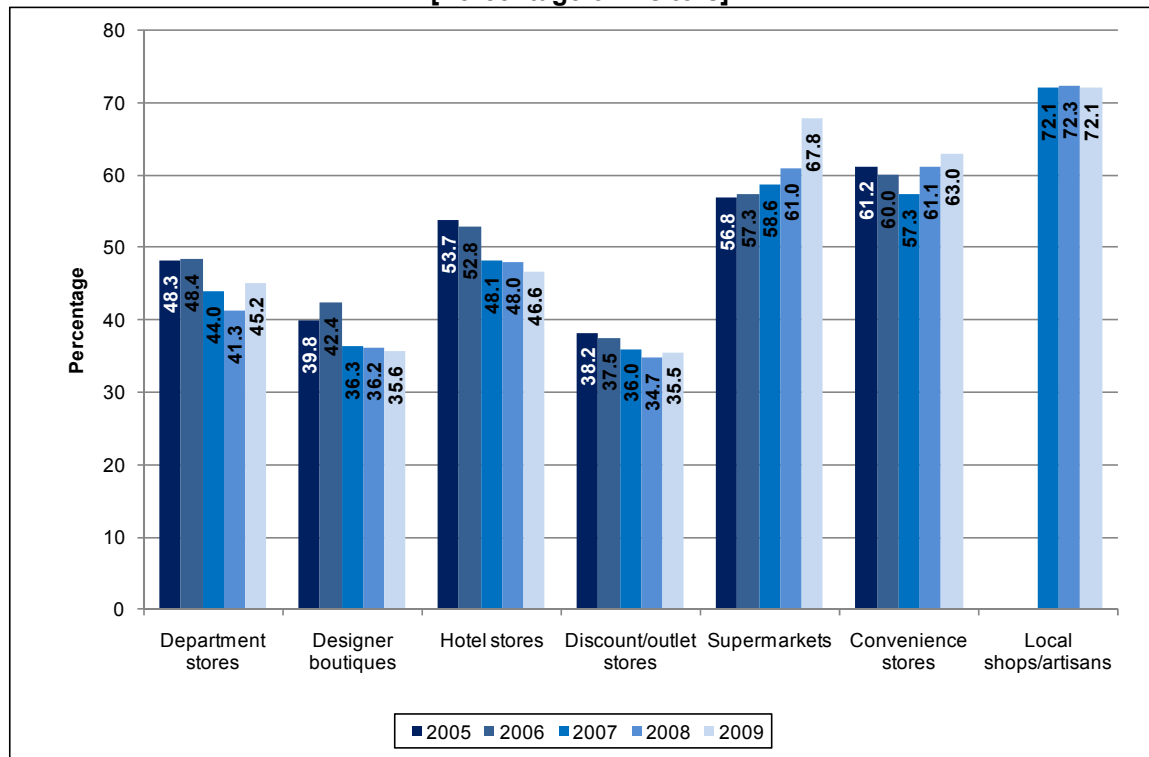
- In 2009, U.S. West visitors were more active on Maui compared to the other islands. Most U.S. West visitors to Maui participated in *recreation* (91.7%), especially *swimming/sunbathing/beach* (85.2%), *snorkeling/scuba diving* (59.6%), *running/jogging/fitness walking* (42%) and relax at a *spa* (11.5%). U.S. West visitors were also more likely to *shop* (93.3%) in Maui; especially in *supermarkets* (77%), *convenience stores* (59%), *local shops/artisans* (69.7%), *designer boutiques* (39.2%), and *discount/outlet stores* (31.7%). *Sightseeing* activities especially *boat/submarine/whale watching tour* (34.4%) were also more popular in Maui.
- U.S. West visitors' participation in *entertainment* (96%) activities was the highest on Kaua'i. U.S. West visitors had the highest tendency to indulge in *fine dining* (53.4%), and *family restaurant/diner* (73.5%) and also *prepare their own meal* (68.3%) on Kaua'i compared to other islands. U.S. West visitors also had a higher tendency to participate in *recreation* activities on this island, especially *backpacking/hiking/camping* (29.9%) and *golf* (15.6%).

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 (89.9%), such as *boat/submarine/whale watching tours* (31.6%) and *tour bus excursions* (18.3%). In addition, U.S. East visitors were more interested in *culture* (85.9%) activities; particularly in visiting *historic military sites* (41.2%), *other historic sites* (36.6%) *Polynesian show/lū'au/hula*, (47.7%) and *parks/gardens* (61.1%).

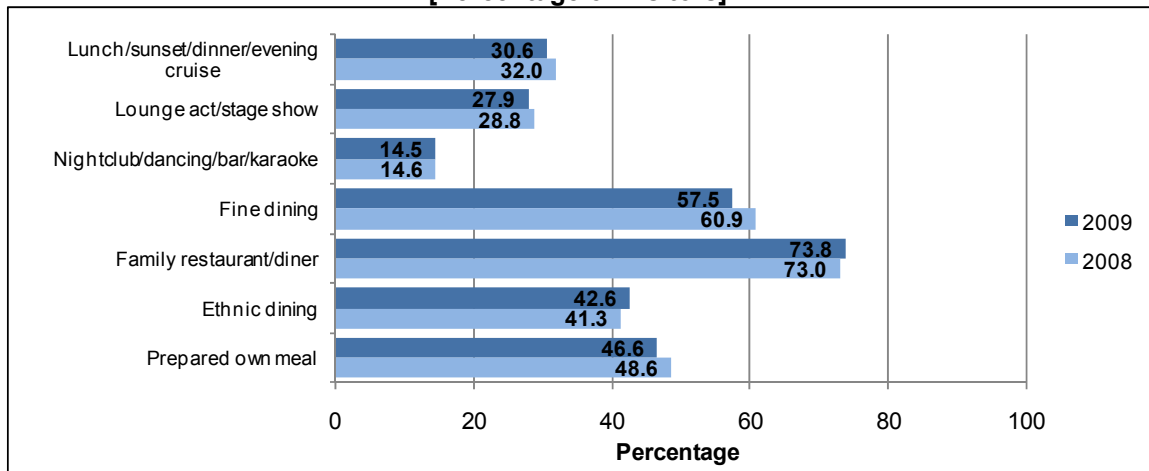
- U.S. East visitors were more likely to shop at *hotel stores* (46.6%) than U.S. West visitors (38.7%).
- Over half of the U.S. East visitors shopped at *local shops/artisans* (72.1%), *supermarkets* (67.8%), and *convenience stores* (63%) (see Figure 20).
- *Supermarket* shopping by U.S. East visitors had been gradually increasing since 2005 but shopping at *designer boutiques* and *hotel stores* had been declining.

**Figure 20: 2005-2009 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 *lunch/sunset/dinner/evening cruises* (30.6%) and *lounge act/stage show* (27.9%) (Figure 21).
- Fewer U.S. East visitors *prepared their own meal* (46.6%) than U.S. West visitors (56.9%). In 2009, the proportion of U.S. East visitors who *prepared their own meal* decreased 2 percentage points compared to the previous year.
- Over half of U.S. East visitors indulged in *fine dining* in 2009, down 3.4 percentage points from 2008.

Figure 21: U.S. East Statewide Entertainment Participation: 2009 vs. 2008
[Percentage of Visitors]



- Compared to other islands, more U.S. East visitors participated in an *entertainment* (94.6%) and *culture* (86.2%) activity on O‘ahu.
- A larger proportion of U.S. East visitors participated in *recreation* activities (84.4%) on Maui compared to other islands, particularly visitors were more apt to *snorkeling/scuba diving* (47.4%), *running/jogging/fitness walking* (38.6%) and *spa* (11.3%) activities on Maui. More visitors also used Maui’s *transportation* (84.1%) and its *rental cars* (78.5%) compared to other islands. A higher percentage of U.S. East visitors also shopped in Maui’s *supermarkets* (62.1%) and *designer boutiques* (32.4%).
- Activities such as *Backpacking/hiking/camping* (30.9%), *helicopter/plane tours* (16.4%), preparing *their own meal* (47.9%), and *visiting parks/gardens* (59.4%) were more popular on Kaua‘i among U.S. East visitors compared to other Hawai‘i destinations.

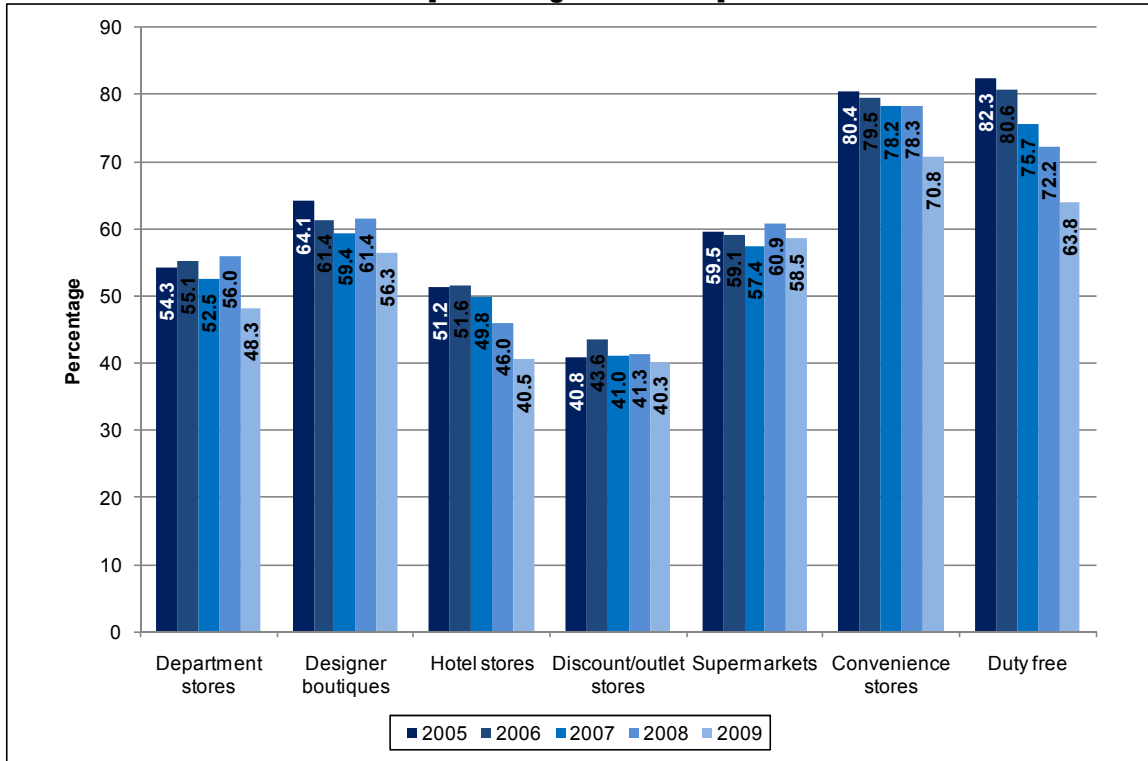
Japan (Tables 5.5 and 5.6)

Significantly fewer Japan visitors in 2009 participated in all categories of activities compared to 2008. As in past years, much of the activity participation by this group of visitors were concentrated on O‘ahu.

- In 2009 fewer Japan visitors participated in recreation (73.4%, -7.7 percentage points from 2008) and culture (67.7%, -6.9 percentage points from 2008) activities compared to other visitor markets.
- The majority of Japan visitors in 2009 were very active in entertainment activities (88.8%, -7.4 percentage points from 2008). Those that participated in entertainment indulged in fine dining (74%) and lunch/sunset/dinner/evening cruise (50%), while very few prepared their own meal (14.7%).
- Visitors from Japan continued to be heavy users of the trolley (65.5%) statewide, particularly on O‘ahu (73.7%).
- Most Japan visitors participated in shopping (90.8%, -8.2 percentage points from 2008) especially in *convenience stores* (70.8%) and *duty free shops* (63.8%). *Designer boutiques* (56.3%), *supermarkets* (58.5%), *department stores* (48.3%), *hotel stores* (40.5%), and

discount/outlet stores (40.3%) were also popular. Fewer shopped at *local shop/artisans* (31%) compared to other MMAs (Figure 22).

**Figure 22: 2005-2009 Japan Statewide Shopping Participation
[Percentage of Visitors]**



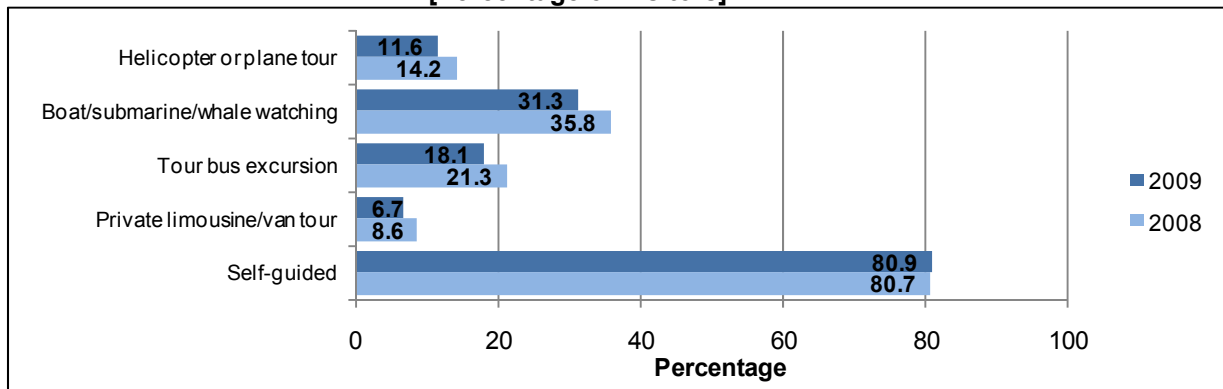
- Over the last five years, the proportion of Japan visitors who shopped at *duty free* stores continued to decline to 63.8 percent in 2009. Significantly fewer Japan visitors shopped at *convenience stores* (70.8%, -7.5 percentage points), *designer boutiques* (56.3%, -5.1 percentage points), *department stores* (48.3%, -7.7 percentage points) and *hotel stores* (40.5%, -5.5 percentage points) compared to 2008; while the proportion who shopped at supermarkets (58.5%) and discount/outlet stores were similar to the previous year.
- In 2009, *tour bus excursions* were the main choice of *sightseeing* activity on Hilo (58%) and Kaua'i (47.4%) and Kona (47%). On O'ahu over half (57.3%) opted for *self-guided* sightseeing.
- Japan visitors were more likely to *rent a car* in Kona (31.7%) compared to other Hawai'i locations.

Canada (Tables 5.7 and 5.8)

Canada visitors continued to be more 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* (94.8%) statewide, especially in *swimming/sunbathing/beach* (89.9%), *snorkeling/scuba diving* (56.9%), *running/jogging/fitness walking* (48.4%), *surfing/bodyboarding* (30.1%), and *golf* (15.4%).
- *Culture* activities such as *parks/gardens* (65.5%), *Polynesian show/lū'au/hula* (47.1%), *historic military sites* (25.6%), *other historical sites* (38.9%), *museum/art galleries* (27.1%), and *arts/craft fair* (19.3%) were also popular among Canada visitors.
- Visitors from Canada were more likely to dine in a *family restaurant/diner* (78.7%), *prepare their own meal* (65.1%), and/or watch a *lounge act/stage show* (30.7%) statewide.
- In 2009, there were fewer Canada visitors who went on a *boat/submarine/whale watching tour* (31.3%, -4.5 percentage points), *tour bus excursion* (18.1%, -3.2 percentage points), and *helicopter or plane tour* (11.6%, -2.6 percentage points). The majority of Canada visitors went sightseeing self-guided, unchanged from 2008 (see Figure 23).

Figure 23: Canada Statewide Sightseeing Participation: 2009 vs. 2008
[Percentage of Visitors]



- Visitors from Canada had a stronger tendency to *shop* (97.8%) at *supermarkets* (83.1%), *local shops/artisans* (77.2%), and *swap meets* (39.4%) compared to other MMAs.
- In 2009, more Canada visitors shopped at *convenience stores* (77.2%, +6.9 percentage points) and *supermarkets* (83.1%, +5.3 percentage points) compared to the previous year.
- O'ahu was where more Canada visitors participated in *shopping* (96.7%), *entertainment* (94.7%), and *culture* (84.8%) activities compared to other Hawai'i destinations. Three-out-of-four Canada visitors (78.7%) 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* (27%) and watch a *Polynesian show/lū'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* (40.6%). Canadian visitor were also more involve in recreation activities on Maui, especially with *snorkeling/scuba diving* (61.2%), *running/jogging/fitness walking* (48.3%) and *surfing/bodyboarding* (33.2%). The majority of Canada visitors to Maui did their sightseeing *self-guided* (80.8%) and utilized a

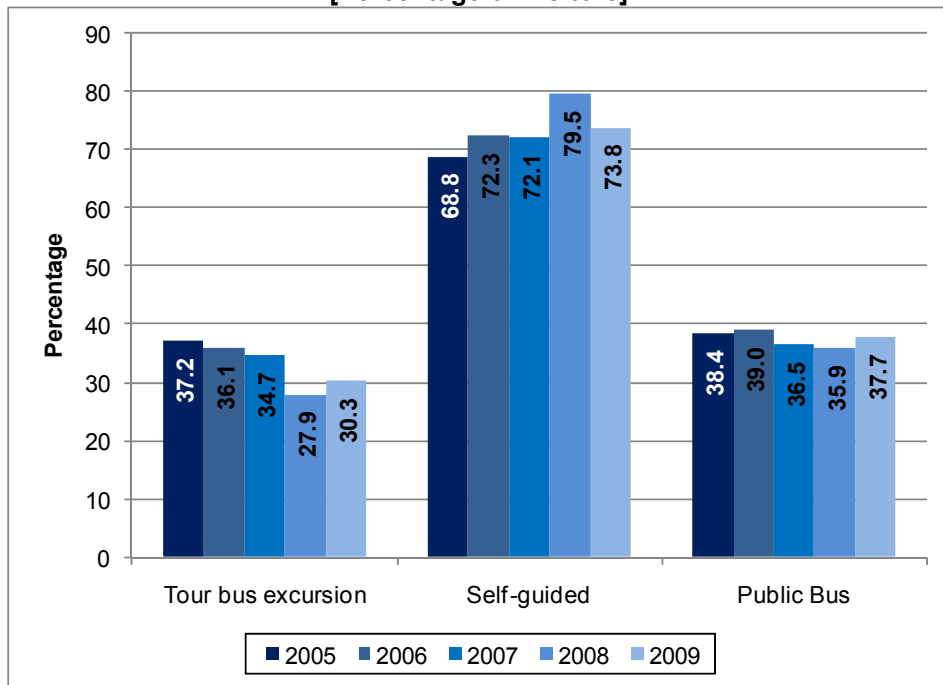
rental car (86.3%). Moreover, Maui visitors were more likely to shop in *supermarkets* (79%) compared to other islands.

Europe (Tables 5.9 and 5.10)

Similar to their Japan counterparts, much of the *shopping, entertainment, recreation and cultural* activities that Europe visitor participated in were concentrated on O‘ahu.

- In 2009, participation in *sightseeing* (92.7%) and *entertainment* (92.7%) activities were more common among Europe visitors compared to most MMAs.
- Although the majority of Europe visitors continued to go *sightseeing self-guided*, the proportion had decreased 5.7 percentage points to 73.8 percent in 2009. The proportion of Europe visitors who went on *tour bus excursion* or used the *public bus* were similar to 2008. (See Figure 24).

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* (19%) compared to other visitor markets.
- More visitors from Europe participated in *ethnic dining* (34.8%, +6.3 percentage points), and saw *lounge act/stage show* (24.7%, +4.4 percentage points) but fewer indulged in *fine dining* (45.4%, -5.2 percentage points) compared to 2008.
- In terms of participation in *recreation* activities (90.5%), similar to Canada visitors, Europe visitors were more likely to go *swimming/sunbathing/beach* (87.7%). More Europe visitors went *backpacking/hiking/camping* (23.6%, +5.8 percentage points) compared to 2008.
- Most Europe visitors participated in shopping (95.1%), especially at *supermarkets* (76%), *local shops/artisans* (68.3%) and *department stores* (62.3%) statewide. However the

percentage of visitors who shopped at *department stores* declined 7.3 percentage points from 2008.

- Many Europe visitors went to parks/gardens (65.8%), while two-out-of-five saw *Polynesian show/lū'au/hula* (43.7%), and/or visited *historical military sites* (42%) and *other historical sites* (41.9%).
- Seven-out-of-ten visitors to O'ahu (69.2%), Maui (77%), and Kona (75.5%); Hilo (70.2%) and over half of the visitors to Kaua'i (55.4%) went on *self-guided tours*.
- Over three-out-of-five Europe visitors to Kaua'i (77.7%), Maui (71.5%), O'ahu (67.1%), and Kona (68.1%) shopped in *supermarkets*.
- More Europe visitors on Maui participated in *snorkeling/scuba diving* (43.6%), *boat/submarine/whale watching tours* (31.3%), and experienced *ethnic dining* (33.8%) compared to other islands.
- In addition, more Europe visitors went *backpacking/hiking/camping* (41.1%) on Kaua'i compared to other islands.
- Three-out-of-four Europe visitors to Kona *rented a car* (79%), more common compared to other Hawai'i destinations.

Oceania (Table 5.11)

Similar to Europe and Canada visitors, participation in *entertainment* (94.6%) and *sightseeing* (90.8%) activities were very high among visitors from Oceania in 2009. These visitors were more likely to take *tour bus excursion* (47.8%) compared to other MMAs. Like their Japan counterparts, Oceania visitors did not participate in *recreation* activities (83.6%) as much as U.S., Canada, and Europe visitors. Oceania visitors were also very active shoppers (96.1%) and had the highest propensity to shop in *department stores* (72.6%) and *discount/outlet stores* (46.4%) statewide. Compared to other MMAs, Oceania visitors had the highest tendency to use the *public bus* (46.5%, -12.3 percentage points from 2008) and *taxi/limousine* (43.3%, -5.8 percentage points from 2008) statewide.

- More Oceania visitors on O'ahu participated in *swimming/sunbathing/beach* (79.6%), *running/jogging/fitness walking* (30.4%), and went to *family restaurant/diner* (73.6%), *fine dining* (38.9%), *lunch/sunset/dinner/evening cruise* (22.2%), *historical military sites* (59.8%) and *Polynesian show/luau/hula* (38.3%) compared to other Hawai'i destinations. Like Japan visitors, Oceania visitors did most of their shopping on O'ahu (98.6%). More Oceania visitors also went to *night club/bar/karaoke* (11.5%) on O'ahu compared to the other islands.
- A higher percentage of Oceania visitors on Maui participated in *self-guided tours* (62.3%), *snorkeling/scuba diving* (39.9%), *boat/submarine/whale watching tour* (26.5%) and *ethnic dining* (29.6%) compared to other islands.
- More Oceania visitors to Hilo went on a *helicopter or plane tour* (20.6%) and *tour bus excursion* (51.8%) compared to other Hawai'i destinations.

**Table 5.1 2009 Activity Participation – U.S. West
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	83.4	83.3	87.5	71.5	87.0	89.0	87.9	64.4
Helicopter/plane tour	7.7	2.4	3.8	11.6	8.2	5.7	9.0	0.3
Boat/submarine/whale watching	24.7	12.4	34.4	17.2	2.6	22.4	8.5	21.9
Tour bus excursion	7.3	12.1	4.5	4.3	11.4	5.3	13.8	4.5
Private limousine/van tour	3.0	2.5	2.2	1.7	3.7	1.6	9.1	9.6
Self-guided	75.6	74.8	76.8	64.4	69.1	77.9	55.6	36.9
ALL RECREATION	90.1	83.5	91.7	88.1	47.2	85.5	68.5	87.5
Swimming/sunbathing/beach	83.2	76.0	85.2	80.6	26.9	73.7	53.3	68.5
Surfing/bodyboarding	24.7	20.3	24.4	23.9	4.3	17.3	8.0	7.3
Snorkeling/scuba diving	53.1	33.3	59.6	52.9	11.2	52.7	27.5	52.3
Jet skiing/parasailing/windsurfing	4.9	4.8	5.0	0.6	0.2	2.4	0.7	0.0
Golf	12.9	5.2	13.3	15.6	2.0	13.7	5.9	19.2
Running/jogging/fitness walking	40.7	34.3	42.0	38.4	10.5	34.6	23.5	19.0
Spa	11.3	7.3	11.5	9.0	1.1	9.9	2.3	8.3
Backpacking/hiking/camping	23.3	18.5	17.4	29.9	24.6	18.2	26.6	8.7
Sports event/tournament	3.9	4.2	1.7	1.7	1.8	3.6	2.8	0.9
ALL ENTERTAINMENT	95.1	93.8	94.1	96.0	69.1	91.5	61.1	56.1
Lunch/sunset/dinner/evening cruise	22.2	19.8	22.7	20.9	5.0	15.6	6.4	10.7
Lounge act/stage show	21.0	21.2	20.0	17.2	3.0	11.5	9.0	3.1
Nightclub/dancing/bar/karaoke	11.2	15.0	6.0	7.5	1.7	7.6	5.2	1.4
Fine dining	51.9	47.9	43.1	53.4	11.9	47.6	7.8	31.3
Family restaurant/diner	73.9	72.6	66.5	73.5	51.6	62.7	40.3	26.2
Ethnic dining	43.6	38.6	47.1	37.6	24.6	29.4	9.8	10.5
Prepared own meal	56.9	39.3	53.6	68.3	27.9	57.7	51.7	11.0
ALL SHOPPING	93.5	91.9	93.3	92.2	59.7	86.1	57.6	43.6
Department stores	40.5	50.3	32.2	28.8	11.4	28.3	2.2	0.1
Designer boutiques	34.2	29.2	39.2	25.9	6.5	27.9	3.4	2.5
Hotel stores	38.7	41.3	36.4	28.7	3.7	28.7	8.2	24.7
Swap meet	32.1	31.8	22.1	29.8	12.5	30.0	16.4	1.0
Discount/outlet stores	33.6	30.9	31.7	29.8	10.3	28.2	1.3	0.4
Supermarkets	74.6	56.8	77.0	75.0	30.2	66.7	44.5	10.3
Convenience stores	63.3	63.7	59.0	44.9	24.6	43.2	19.2	6.2
Duty free	11.8	13.0	2.7	1.4	0.2	1.3	0.8	0.0
Local shops/artisans	69.7	58.2	69.7	76.4	43.2	62.3	45.4	31.0
ALL CULTURE	75.6	75.4	72.1	73.7	62.0	65.8	50.4	25.6
Historic military sites	21.0	45.1	2.1	6.3	4.9	4.8	2.1	0.2
Other historical sites	31.8	28.7	24.1	28.6	32.7	37.5	37.0	11.0
Museum/art gallery	23.4	18.1	25.7	19.7	15.5	16.0	11.3	8.3
Polynesian show/luau/hula	32.1	34.3	28.6	26.5	3.2	19.2	6.0	2.2
Play/concert	5.8	6.0	5.2	4.1	1.2	2.6	4.5	0.5
Art/craft fair	16.1	7.0	18.1	20.2	11.4	13.2	12.6	1.6
Parks/gardens	55.0	47.1	50.9	60.8	49.8	46.5	24.6	18.6
Festival	5.3	5.6	3.4	4.9	2.1	2.5	3.2	1.2
ALL TRANSPORTATION	86.4	81.6	88.2	89.5	62.3	82.5	54.5	32.0
Trolley	5.4	9.8	2.2	0.2	0.9	2.5	0.3	2.1
Public Bus	11.1	21.8	3.4	2.6	1.0	2.9	1.3	11.1
Taxi/limousine	10.8	18.2	5.2	4.1	2.8	4.8	8.3	6.2
Rental Car	77.9	60.8	84.7	87.6	59.0	78.4	47.3	15.3
MEETING	7.1	9.8	3.7	3.5	4.2	8.5	3.4	1.5
CONVENTION	3.2	3.4	1.6	1.0	0.3	2.3	0.6	0.1
INCENTIVE/REWARD	3.7	2.8	2.8	3.1	1.5	2.5	0.6	2.0

**Table 5.2 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 military sites	30.1	42.7	15.0	15.4	19.7	26.4	21.2	2.2
Other historical sites	20.2	17.5	13.6	19.4	16.5	26.9	20.2	6.3
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 5.3 2009 Activity Participation – U.S. East
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	89.9	88.4	92.9	71.8	94.6	92.4	96.0	78.7
Helicopter/plane tour	14.3	2.8	10.8	16.4	9.8	11.0	1.2	3.1
Boat/submarine/whale watching	31.6	15.5	37.1	19.9	3.6	25.0	13.6	22.7
Tour bus excursion	18.3	21.0	13.4	9.2	26.8	17.3	33.0	11.3
Private limousine/van tour	6.6	4.7	4.4	2.5	4.8	4.1	4.8	15.9
Self-guided	79.2	72.7	75.1	58.8	61.0	68.2	56.0	50.6
ALL RECREATION	89.0	78.3	84.4	80.9	40.6	72.2	43.3	79.0
Swimming/sunbathing/beach	81.7	71.6	76.7	69.4	19.8	59.4	34.9	55.7
Surfing/bodyboarding	19.0	14.8	14.8	15.0	1.1	11.0	3.5	6.0
Snorkeling/scuba diving	45.3	27.0	47.4	38.1	6.3	37.2	12.9	42.6
Jet skiing/parasailing/windsurfing	4.2	2.2	4.3	1.0	0.5	1.7	0.5	0.2
Golf	12.6	5.0	12.7	10.6	1.8	11.3	3.4	16.1
Running/jogging/fitness walking	37.9	27.9	38.6	31.4	9.1	23.3	14.5	18.0
Spa	12.2	6.6	11.3	9.4	1.7	8.5	0.7	12.7
Backpaking/hiking/camping	27.2	18.6	19.3	30.9	21.5	16.0	20.3	10.5
Sports event/tournament	4.6	3.7	3.4	0.8	0.5	2.0	0.4	1.2
ALL ENTERTAINMENT	94.6	90.9	88.0	85.3	59.8	81.0	66.0	58.9
Lunch/sunset/dinner/evening cruise	30.6	23.7	26.5	25.0	10.7	22.0	4.3	18.8
Lounge act/stage show	27.9	22.0	26.4	14.8	2.4	14.5	5.9	1.6
Nightclub/dancing/bar/karaoke	14.5	15.4	8.2	6.5	3.2	7.1	3.7	2.2
Fine dining	57.5	49.8	42.6	50.0	15.9	45.4	9.9	31.1
Family restaurant/diner	73.8	67.5	62.1	61.4	41.7	55.3	48.9	23.1
Ethnic dining	42.6	36.4	37.5	29.7	10.9	19.2	18.0	5.9
Prepared own meal	46.6	29.4	40.4	47.9	16.8	37.2	33.5	5.6
ALL SHOPPING	94.4	91.3	91.7	88.9	52.5	84.1	54.2	40.9
Department stores	45.2	45.1	29.4	27.0	8.9	25.9	1.3	0.8
Designer boutiques	35.6	28.5	32.4	24.5	3.4	21.9	1.5	3.6
Hotel stores	46.6	45.7	38.0	25.6	3.5	26.7	4.2	18.2
Swap meet	31.3	29.6	15.5	20.8	6.2	19.9	8.3	0.5
Discount/outlet stores	35.5	30.3	29.9	26.6	10.8	22.8	1.0	0.6
Supermarkets	67.8	48.1	62.1	61.4	18.0	49.9	29.8	8.5
Convenience stores	63.0	60.5	49.5	44.3	16.5	36.8	16.7	10.8
Duty free	15.2	15.9	2.2	1.3	0.5	1.6	0.1	1.0
Local shops/artisans	72.1	57.7	70.4	72.8	35.5	60.1	46.6	29.6
ALL CULTURE	85.9	86.2	77.0	77.2	61.0	64.6	51.9	30.7
Historic military sites	41.2	64.4	3.7	4.1	2.4	4.0	1.6	0.0
Other historical sites	36.6	32.7	22.9	27.7	24.9	33.1	40.3	6.0
Museum/art gallery	24.5	19.3	23.0	15.8	7.6	10.7	7.4	8.0
Polynesian show/luau/hula	47.7	38.6	39.2	31.0	3.1	22.5	5.0	2.1
Play/concert	4.9	2.9	4.7	3.6	0.7	1.5	2.8	0.2
Art/craft fair	15.4	8.0	14.7	15.2	4.8	9.3	7.5	2.8
Parks/gardens	61.1	51.0	54.2	59.4	52.3	44.4	27.3	19.3
Festival	5.1	4.8	2.3	2.9	1.8	1.4	1.6	0.2
ALL TRANSPORTATION	84.9	78.0	84.1	81.5	59.6	70.5	57.4	46.5
Trolley	8.5	11.0	3.0	2.2	2.3	3.2	0.0	4.3
Public Bus	14.8	21.8	4.2	1.8	4.0	2.8	0.1	7.6
Taxi/limousine	17.9	23.0	6.2	2.9	3.1	6.2	17.6	13.3
Rental Car	73.5	53.6	78.5	77.0	52.9	62.8	41.5	23.7
MEETING	7.9	9.0	2.2	3.1	1.6	2.4	2.4	5.0
CONVENTION	6.1	6.9	1.2	1.1	0.3	2.5	0.8	1.4
INCENTIVE/REWARD	4.6	2.8	2.5	3.1	1.5	4.9	0.3	4.3

**Table 5.4 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 military sites	50.0	64.8	18.3	17.6	16.8	17.2	11.0	17.3
Other historical sites	26.0	23.0	18.0	20.9	16.0	20.6	23.6	14.7
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 5.5 2009 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	85.1	90.5	90.6	87.7	95.3	95.1	0.0	100.0
Helicopter/plane tour	3.3	1.9	3.6	6.1	5.9	4.2	0.0	0.0
Boat/submarine/whale watching	15.5	15.6	10.0	11.9	0.9	8.0	0.0	18.1
Tour bus excursion	39.8	38.3	40.6	47.4	58.0	47.0	0.0	0.0
Private limousine/van tour	14.0	12.8	8.4	7.0	13.8	18.7	0.0	18.1
Self-guided	53.6	57.3	41.4	27.2	23.2	38.8	0.0	63.8
ALL RECREATION	73.7	78.6	49.2	31.2	20.3	62.3	0.0	54.4
Swimming/sunbathing/beach	59.5	63.2	35.9	18.2	6.1	45.2	0.0	18.1
Surfing/bodyboarding	6.6	7.1	0.6	4.5	0.3	2.1	0.0	0.0
Snorkeling/scuba diving	15.5	15.7	11.7	2.0	1.2	11.6	0.0	18.1
Jet skiing/parasailing/windsurfing	3.3	3.5	0.3	0.0	0.0	0.2	0.0	0.0
Golf	8.7	7.8	14.3	12.8	4.4	11.2	0.0	36.2
Running/jogging/fitness walking	20.7	21.2	16.2	8.5	4.3	15.3	0.0	0.0
Spa	7.8	7.7	2.6	0.0	2.3	8.0	0.0	0.0
Backpacking/hiking/camping	8.6	8.2	1.8	8.5	9.2	7.7	0.0	0.0
Sports event/tournament	2.4	2.2	2.4	0.0	0.9	0.5	0.0	0.0
ALL ENTERTAINMENT	88.8	97.0	73.8	67.8	53.3	83.9	0.0	54.4
Lunch/sunset/dinner/evening cruise	50.0	53.6	32.7	17.8	15.7	34.0	0.0	18.1
Lounge act/stage show	23.3	24.1	12.0	7.4	1.4	13.9	0.0	0.0
Nightclub/dancing/bar/karaoke	5.5	5.7	0.3	3.5	0.6	2.6	0.0	0.0
Fine dining	74.0	80.3	55.1	45.5	35.6	61.4	0.0	54.4
Family restaurant/diner	46.9	50.3	27.2	18.9	15.9	28.3	0.0	0.0
Ethnic dining	12.6	12.9	6.2	6.0	2.9	6.3	0.0	0.0
Prepared own meal	14.7	13.9	13.1	20.7	6.9	20.3	0.0	0.0
ALL SHOPPING	90.8	98.9	77.9	54.4	54.1	83.3	0.0	18.1
Department stores	48.3	54.0	3.9	1.0	2.7	4.4	0.0	0.0
Designer boutiques	56.3	62.3	21.4	2.0	2.9	14.0	0.0	0.0
Hotel stores	40.5	42.8	19.9	7.5	5.2	27.8	0.0	18.1
Swap meet	15.5	15.8	5.1	2.0	3.5	9.8	0.0	0.0
Discount/outlet stores	40.3	43.6	21.0	6.0	5.0	10.0	0.0	0.0
Supermarkets	58.5	60.8	37.2	26.7	24.2	51.3	0.0	0.0
Convenience stores	70.8	78.2	29.4	13.4	11.1	32.3	0.0	0.0
Duty free	63.8	70.8	11.3	3.0	2.9	7.3	0.0	0.0
Local shops/artisans	31.0	28.7	27.3	31.1	35.3	33.5	0.0	0.0
ALL CULTURE	67.7	72.0	36.9	37.4	42.5	49.2	0.0	63.8
Historic military sites	14.0	15.2	0.3	1.0	1.9	0.8	0.0	0.0
Other historical sites	15.0	13.5	13.6	9.8	15.8	20.5	0.0	0.0
Museum/art gallery	12.8	13.1	4.9	1.0	6.0	6.6	0.0	0.0
Polynesian show/luau/hula	31.2	32.9	13.1	7.0	2.3	14.7	0.0	0.0
Play/concert	2.0	1.9	1.2	0.0	0.3	0.2	0.0	0.0
Art/craft fair	2.8	2.8	1.8	1.0	3.2	0.2	0.0	0.0
Parks/gardens	44.7	47.4	17.6	22.6	27.9	23.8	0.0	63.8
Festival	5.9	6.0	0.6	2.5	3.1	1.3	0.0	0.0
ALL TRANSPORTATION	86.6	94.9	51.4	38.6	29.2	63.6	0.0	81.9
Trolley	65.5	73.7	3.7	0.0	1.6	9.6	0.0	0.0
Public Bus	22.7	24.9	3.8	2.0	2.3	1.3	0.0	0.0
Taxi/limousine	35.3	37.0	20.0	9.9	8.4	26.4	0.0	36.2
Rental Car	17.7	15.7	26.9	26.7	20.5	31.7	0.0	45.6
MEETING	1.6	1.1	0.6	0.0	1.0	1.2	0.0	0.0
CONVENTION	1.3	1.0	0.3	1.0	0.6	0.3	0.0	0.0
INCENTIVE/REWARD	2.3	2.2	1.0	4.0	0.0	0.5	0.0	0.0

**Table 5.6 2008 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'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 military sites	18.5	18.0	4.6	5.2	7.6	7.6	0.0	19.2
Other historical sites	12.7	10.6	10.7	12.5	13.1	14.8	23.1	0.0
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 5.7 2009 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	90.4	90.3	94.2	66.9	93.3	93.6	99.3	74.0
Helicopter or plane tour	11.6	4.0	7.4	14.7	9.9	9.8	14.7	0.0
Boat/submarine/whale watching	31.3	14.8	40.6	15.8	2.7	24.1	22.0	28.2
Tour bus excursion	18.1	27.0	9.7	7.0	24.3	14.2	18.5	6.2
Private limousine/van tour	6.7	7.9	3.6	2.8	5.0	5.0	8.5	16.7
Self-guided	80.9	73.0	80.8	55.3	62.9	76.2	56.1	35.2
ALL RECREATION	94.8	88.1	93.7	86.9	46.3	83.9	70.6	76.5
Swimming/sunbathing/beach	89.9	81.0	88.3	81.1	26.0	71.9	62.8	52.7
Surfing/bodyboarding	30.1	16.5	33.2	24.2	3.8	20.3	12.3	6.8
Snorkeling/scuba diving	56.9	32.1	61.2	45.3	11.6	54.7	37.6	40.3
Jet skiing/parasailing/windsurfing	3.0	3.0	2.3	0.8	0.0	1.6	0.0	0.0
Golf	15.4	7.0	16.4	14.5	1.0	14.0	10.5	19.5
Running/jogging/fitness walking	48.4	40.2	48.3	40.1	13.0	34.7	22.0	12.7
Spa	9.0	5.1	8.7	7.4	0.9	5.5	1.5	13.6
Backpacking/hiking/camping	21.5	16.3	14.1	30.3	25.0	19.1	32.1	11.5
Sports event or tournament	5.5	5.7	3.7	1.0	0.5	4.0	0.7	1.3
ALL ENTERTAINMENT	96.8	94.7	93.9	88.2	57.6	87.8	66.0	65.3
Lunch/sunset/dinner/evening cruise	26.4	19.4	27.5	22.3	7.9	19.0	8.5	20.8
Lounge act/stage show	30.7	27.0	26.8	23.2	2.7	17.1	4.1	0.6
Nightclub/dancing/bar/karaoke	12.1	15.1	6.9	4.9	0.9	6.5	5.3	16.9
Fine dining	48.8	45.6	36.7	43.6	10.6	38.6	13.1	27.6
Family restaurant/diner	78.7	79.5	65.2	65.1	39.4	65.6	45.0	23.7
Ethnic dining	43.7	30.9	50.3	24.6	11.1	24.5	9.0	11.2
Prepared own meal	65.1	44.7	55.2	66.8	24.3	60.9	49.1	14.5
ALL SHOPPING	97.8	96.7	95.6	91.0	49.7	91.8	74.9	42.4
Department stores	64.8	68.5	48.5	45.7	6.1	50.2	11.9	13.5
Designer boutiques	45.0	41.8	42.8	26.8	5.7	30.1	6.6	13.5
Hotel stores	40.2	45.9	29.1	22.4	2.1	24.2	5.6	21.7
Swap meet	39.4	34.6	32.2	25.2	11.3	32.7	27.7	3.2
Discount/outlet stores	37.8	34.9	32.3	24.1	6.8	26.7	13.6	0.6
Supermarkets	83.1	65.7	79.0	69.8	18.2	67.7	43.9	16.6
Convenience stores	77.2	77.7	64.5	50.3	17.5	50.6	30.2	17.2
Duty free	18.6	22.4	5.7	3.9	0.6	2.5	0.0	5.2
Local shops/artisans	77.2	63.0	75.6	77.4	38.9	70.3	57.8	29.4
ALL CULTURE	86.7	84.8	80.2	81.4	60.8	76.3	67.9	24.9
Historic military sites	25.6	46.8	3.8	6.0	1.5	5.7	0.7	0.6
Other historical sites	38.9	31.9	28.0	32.2	25.8	43.3	33.5	12.8
Museum/art gallery	27.1	17.3	26.7	23.0	11.3	20.2	13.3	5.6
Polynesian show/luau/hula	47.1	42.7	38.1	33.6	1.7	27.2	9.5	0.6
Play/concert	6.7	4.9	6.0	5.4	0.8	3.8	5.9	0.6
Art/craft fair	19.3	9.6	19.0	18.1	6.6	17.1	17.8	7.1
Parks/gardens	65.5	58.3	59.8	63.1	51.5	52.8	43.7	8.4
Festival	4.5	4.9	2.5	2.7	1.1	2.6	2.2	0.0
ALL TRANSPORTATION	94.5	93.5	92.1	84.1	59.4	80.8	52.3	45.9
Trolley	13.3	22.2	4.1	2.4	1.5	5.7	4.8	9.3
Public Bus	25.6	48.5	6.3	2.8	1.9	2.7	1.5	14.3
Taxi/limousine	25.6	43.5	9.3	6.3	5.2	8.8	10.0	18.2
Rental Car	79.0	49.8	86.3	79.2	52.3	73.7	38.3	6.8
MEETING	2.9	2.5	1.9	0.9	0.4	2.0	0.0	8.9
CONVENTION	3.5	3.3	1.5	1.2	0.1	4.2	0.0	0.8
INCENTIVE/REWARD	3.5	2.8	2.4	2.3	1.4	3.4	0.0	0.0

**Table 5.8 2008 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'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 military sites	39.1	49.3	21.6	21.8	18.5	24.8	26.5	8.0
Other historical sites	21.8	16.5	16.1	15.7	14.9	25.1	16.4	2.7
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 5.9 2009 Activity Participation – Europe
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	92.7	92.7	94.2	69.4	96.8	94.9	94.9	90.8
Helicopter or plane tour	13.3	3.3	5.3	14.2	13.1	6.6	4.1	2.9
Boat/submarine/whale watching	31.5	15.3	31.3	16.6	3.8	11.4	11.3	18.6
Tour bus excursion	30.3	32.6	14.4	10.1	20.3	18.2	11.9	53.1
Private limousine/van tour	11.8	9.2	9.6	6.1	4.7	8.6	4.7	6.8
Self-guided	73.8	69.2	77.0	55.4	70.2	75.5	74.8	20.5
ALL RECREATION	90.5	87.6	86.3	86.5	57.7	75.5	85.2	49.8
Swimming/sunbathing/beach	87.7	83.7	81.6	78.6	34.5	67.8	78.3	41.6
Surfing/bodyboarding	27.2	22.5	19.4	13.1	3.4	4.6	6.9	2.2
Snorkeling/scuba diving	45.1	29.0	43.6	33.3	14.2	32.9	24.3	17.6
Jet skiing/parasailing/windsurfing	3.4	1.3	3.4	0.1	0.0	0.2	0.0	1.2
Golf	5.7	2.5	5.2	3.9	0.6	4.9	0.0	5.9
Running/jogging/fitness walking	25.2	19.6	19.8	14.9	5.6	15.8	5.6	5.9
Spa	10.2	6.9	7.6	7.6	1.6	5.3	0.0	5.7
Backpacking/hiking/camping	23.6	13.9	23.3	41.1	35.0	17.6	43.7	6.6
Sports event or tournament	6.5	4.3	2.9	1.3	1.0	6.3	0.0	5.4
ALL ENTERTAINMENT	92.7	92.2	86.1	87.1	71.5	83.1	85.1	79.2
Lunch/sunset/dinner/evening cruise	40.5	37.4	32.8	30.0	18.9	24.8	15.7	57.1
Lounge act/stage show	24.7	19.6	13.3	10.7	0.9	10.1	8.5	46.4
Nightclub/dancing/bar/karaoke	19.0	20.7	7.4	5.4	1.3	8.2	0.0	0.0
Fine dining	45.4	39.0	27.4	35.6	13.4	31.4	1.1	15.4
Family restaurant/diner	65.1	58.4	48.2	48.0	40.8	48.5	31.4	58.3
Ethnic dining	34.8	25.5	33.8	15.6	8.7	17.2	2.3	1.3
Prepared own meal	40.8	27.8	33.5	44.0	28.6	33.1	62.5	10.7
ALL SHOPPING	95.1	94.8	90.5	89.8	54.9	84.9	82.7	70.7
Department stores	62.3	64.9	37.9	29.3	9.0	27.6	6.3	2.4
Designer boutiques	40.2	41.2	20.4	13.2	2.9	12.2	1.0	1.8
Hotel stores	41.8	40.0	22.9	17.9	4.5	16.3	4.7	7.8
Swap meet	25.4	22.6	15.1	12.6	6.0	12.1	5.7	0.0
Discount/outlet stores	32.6	32.7	17.6	7.7	4.0	12.2	0.0	0.0
Supermarkets	76.0	67.1	71.5	77.7	32.9	68.1	46.3	57.3
Convenience stores	52.7	52.4	29.7	23.2	13.2	24.3	28.4	47.2
Duty free	25.3	26.5	7.1	1.6	0.4	4.6	0.0	0.8
Local shops/artisans	68.3	56.4	61.2	55.6	28.0	44.7	38.4	9.9
ALL CULTURE	89.5	88.3	79.4	75.3	64.8	71.4	75.3	64.7
Historic military sites	42.0	55.1	2.5	4.9	1.7	3.2	3.8	2.0
Other historical sites	41.9	33.5	29.0	29.7	22.5	42.3	36.9	46.8
Museum/art gallery	24.3	19.8	20.0	9.6	10.6	8.3	2.5	4.9
Polynesian show/luau/hula	43.7	36.1	24.2	18.9	1.7	14.1	2.1	44.7
Play/concert	9.6	8.3	5.9	2.3	1.5	1.4	5.1	1.6
Art/craft fair	10.0	3.5	11.0	9.9	2.5	3.3	1.0	0.0
Parks/gardens	65.8	61.9	53.1	54.4	53.8	47.8	56.9	10.7
Festival	6.0	5.6	1.6	3.5	0.7	0.7	1.3	0.8
ALL TRANSPORTATION	90.9	89.9	90.0	86.9	73.5	81.4	85.3	28.6
Trolley	14.0	14.9	6.4	2.8	0.9	1.9	0.0	5.5
Public Bus	37.7	46.3	10.5	2.8	3.1	2.3	0.8	7.4
Taxi/limousine	32.2	34.9	15.4	9.3	2.2	6.7	15.1	8.8
Rental Car	64.0	45.9	76.8	79.0	70.3	76.3	73.8	11.1
MEETING	4.4	3.7	1.6	1.4	1.3	1.9	0.0	0.0
CONVENTION	5.4	4.3	2.5	1.4	0.2	2.5	1.2	0.0
INCENTIVE/REWARD	2.4	1.5	1.7	0.8	1.3	2.5	0.0	0.0

**Table 5.10 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 military sites	56.0	66.4	9.3	8.1	6.4	16.2	5.9	1.7
Other historical sites	31.4	25.0	24.1	23.2	20.4	32.5	13.1	1.9
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 5.11 2009 Activity Participation – Oceania
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	90.8	91.2	90.1	70.6	98.0	95.7	100.0	79.5
Helicopter or plane tour	8.8	4.5	9.0	18.8	20.6	14.8	0.0	9.9
Boat/submarine/whale watching	17.3	12.6	26.5	15.3	0.9	20.6	0.0	19.9
Tour bus excursion	47.8	47.3	15.8	20.4	51.8	31.5	0.0	9.9
Private limousine/van tour	7.8	7.1	5.9	1.4	5.2	5.2	20.0	9.9
Self-guided	61.1	60.0	62.3	45.4	40.1	57.2	100.0	49.7
ALL RECREATION	83.6	83.8	87.6	66.9	29.4	53.3	100.0	80.1
Swimming/sunbathing/beach	79.7	79.6	74.1	56.4	9.2	44.7	100.0	70.2
Surfing/bodyboarding	16.5	15.5	12.2	13.1	2.3	9.5	20.0	9.9
Snorkeling/scuba diving	19.4	14.4	39.9	23.3	3.7	26.0	60.0	9.9
Jet skiing/parasailing/windsurfing	2.5	1.7	5.4	0.0	0.0	0.8	0.0	0.0
Golf	6.0	5.1	7.8	3.7	0.9	3.6	0.0	29.8
Running/jogging/fitness walking	31.3	30.4	28.4	15.3	8.9	21.7	60.0	29.8
Spa	11.0	10.2	14.7	3.6	1.1	2.7	0.0	9.9
Backpacking/hiking/camping	6.5	3.9	13.3	21.8	17.4	9.1	40.0	0.0
Sports event or tournament	2.7	1.9	0.3	0.8	1.7	5.7	0.0	0.0
ALL ENTERTAINMENT	94.6	95.9	80.5	69.3	43.7	74.1	100.0	59.6
Lunch/sunset/dinner/evening cruise	23.5	22.2	17.3	15.8	5.8	14.5	0.0	19.9
Lounge act/stage show	19.9	18.2	16.5	20.4	0.4	9.1	40.0	0.0
Nightclub/dancing/bar/karaoke	11.9	11.5	5.8	3.4	1.9	5.8	0.0	0.0
Fine dining	40.1	38.9	30.8	20.3	8.8	23.0	20.0	39.7
Family restaurant/diner	73.3	73.6	51.3	46.8	34.8	56.8	100.0	29.8
Ethnic dining	20.5	17.9	29.6	15.2	8.3	15.8	20.0	0.0
Prepared own meal	26.9	23.5	26.4	30.0	10.8	22.9	80.0	9.9
ALL SHOPPING	96.1	98.6	90.0	81.1	38.3	72.0	100.0	80.1
Department stores	72.6	75.2	35.6	18.5	7.8	17.7	20.0	9.9
Designer boutiques	42.1	43.0	28.5	9.7	4.0	15.0	20.0	19.9
Hotel stores	39.8	40.2	23.6	21.5	2.8	18.9	20.0	29.8
Swap meet	32.3	31.1	9.2	19.0	11.5	13.3	20.0	9.9
Discount/outlet stores	46.4	47.1	20.0	20.1	12.9	22.7	0.0	9.9
Supermarkets	57.1	54.3	55.0	41.7	13.2	36.6	100.0	9.9
Convenience stores	74.5	75.5	53.9	31.4	19.5	35.3	60.0	19.9
Duty free	21.4	21.8	3.0	2.7	1.9	2.9	0.0	0.0
Local shops/artisans	63.5	62.9	55.7	47.1	23.8	44.3	100.0	40.4
ALL CULTURE	83.5	83.6	63.1	57.7	70.6	60.6	100.0	29.8
Historic military sites	56.1	59.8	3.9	1.4	1.9	2.1	0.0	0.0
Other historical sites	28.5	25.3	20.1	14.9	38.8	41.1	60.0	19.9
Museum/art gallery	15.7	14.0	14.4	6.8	12.7	10.6	0.0	9.9
Polynesian show/luau/hula	40.2	38.3	25.1	23.7	2.8	15.4	0.0	0.0
Play/concert	4.9	4.5	2.7	2.7	0.9	3.3	40.0	9.9
Art/craft fair	7.6	6.7	4.7	6.1	0.9	7.2	40.0	0.0
Parks/gardens	50.2	48.2	43.4	46.1	54.3	43.1	100.0	19.9
Festival	4.7	4.4	0.3	2.7	0.9	1.6	20.0	0.0
ALL TRANSPORTATION	86.1	87.1	80.6	51.8	42.4	59.0	40.0	39.7
Trolley	39.7	40.9	8.3	0.7	1.4	6.4	0.0	0.0
Public Bus	46.5	47.8	20.9	5.4	3.8	6.3	0.0	0.0
Taxi/limousine	43.3	43.8	26.9	10.7	4.2	19.8	20.0	9.9
Rental Car	31.6	24.7	48.7	44.3	36.8	43.7	20.0	29.8
MEETING	1.9	1.3	1.3	0.0	1.7	2.0	0.0	0.0
CONVENTION	2.5	1.8	3.7	0.0	0.0	3.8	0.0	0.0
INCENTIVE/REWARD	1.2	0.8	0.6	0.7	0.0	0.4	0.0	0.0

**Table 5.12 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 military sites	54.4	56.1	7.2	10.8	9.5	9.6	7.4	0.0
Other historical sites	24.4	24.2	5.6	9.2	9.7	9.9	7.4	13.8
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 5.13 2009 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	84.6	87.1	84.8	80.7	82.4	90.8	82.3
Helicopter or plane tour	10.7	5.8	7.9	7.3	8.8	12.3	7.0
Boat/submarine/whale watching	27.2	29.2	20.4	24.9	22.8	31.4	23.6
Tour bus excursion	6.6	6.3	6.1	6.6	9.0	17.3	5.8
Private limousine/van tour	5.0	2.5	1.7	2.1	4.2	4.6	2.7
Self-guided	81.3	77.0	80.8	73.3	74.2	79.6	75.0
ALL RECREATION	97.7	96.6	95.4	89.6	83.4	93.7	89.5
Swimming/sunbathing/beach	94.8	93.5	93.3	83.1	71.7	88.9	82.3
Surfing/bodyboarding	18.5	43.7	36.1	21.6	10.9	24.4	24.8
Snorkeling/scuba diving	64.4	66.7	61.0	53.5	39.9	61.4	51.8
Jet skiing/parasailing/windsurfing	5.5	6.7	8.0	4.6	2.7	5.1	4.8
Golf	13.2	12.6	6.0	10.5	17.4	5.2	14.1
Running/jogging/fitness walking	27.4	43.3	42.1	41.1	39.3	29.8	42.4
Spa	21.5	14.0	13.4	9.2	9.5	10.4	11.4
Backpacking/hiking/camping	33.3	22.7	40.7	29.2	12.2	29.6	22.3
Sports event or tournament	3.1	2.5	6.1	3.3	4.5	2.6	4.1
ALL ENTERTAINMENT	97.5	97.0	97.6	93.4	94.1	96.3	94.9
Lunch/sunset/dinner/evening cruise	31.0	19.1	27.7	23.2	20.8	28.8	21.1
Lounge act/stage show	28.2	20.6	24.6	19.6	20.3	33.3	19.0
Nightclub/dancing/bar/karaoke	19.2	6.5	26.3	15.1	5.3	13.6	10.8
Fine dining	64.8	43.0	55.9	53.7	54.0	47.8	52.5
Family restaurant/diner	80.6	79.8	78.9	71.2	69.8	76.0	73.6
Ethnic dining	57.2	44.2	47.7	46.0	38.8	47.8	43.0
Prepared own meal	58.7	60.4	58.3	50.0	59.1	53.0	57.5
ALL SHOPPING	96.5	97.0	96.5	92.1	91.0	96.3	93.1
Department stores	41.2	43.6	43.5	34.5	41.9	39.9	40.6
Designer boutiques	39.4	37.1	33.4	35.4	31.2	31.5	34.6
Hotel stores	52.6	43.4	35.4	38.0	35.9	42.3	38.1
Swap meet	46.0	32.8	40.0	33.0	27.0	40.0	30.9
Discount/outlet stores	44.9	34.5	25.3	31.3	36.7	31.0	34.0
Supermarkets	83.6	81.3	75.1	72.9	70.6	70.0	75.3
Convenience stores	78.2	71.9	70.0	63.5	53.8	66.0	62.9
Duty free	29.3	12.0	20.3	13.1	6.2	16.0	11.2
Local shops/artisans	77.5	70.8	63.4	70.7	69.8	72.7	69.3
ALL CULTURE	82.6	79.8	75.3	75.1	72.7	88.1	73.6
Historic military sites	24.1	22.5	27.5	19.6	18.4	39.3	18.1
Other historical sites	32.6	30.7	31.5	33.3	31.5	41.1	30.4
Museum/art gallery	24.7	19.8	19.5	24.7	26.2	20.1	23.9
Polynesian show/luau/hula	42.7	39.8	38.8	26.9	27.7	59.0	27.9
Play/concert	10.1	4.0	6.4	5.2	6.8	3.8	6.1
Art/craft fair	13.8	16.2	8.3	17.1	18.3	11.0	16.9
Parks/gardens	68.8	55.8	54.2	57.3	51.8	61.2	54.0
Festival	4.1	5.1	4.9	4.3	6.6	4.6	5.5
ALL TRANSPORTATION	90.0	89.7	81.9	85.3	86.5	91.7	85.6
Trolley	5.6	5.4	8.3	4.6	4.9	10.4	4.6
Public Bus	11.2	8.4	19.0	9.6	11.3	15.7	10.4
Taxi/limousine	15.0	11.3	13.4	10.3	9.7	14.1	10.3
Rental Car	81.4	82.6	70.1	77.6	77.4	79.2	77.7
MEETING	1.2	4.0	7.2	11.2	6.6	7.0	7.1
CONVENTION	0.0	3.6	5.3	3.4	2.4	3.0	3.3
INCENTIVE/REWARD	4.5	2.6	4.6	4.9	3.1	5.4	3.4

Table 5.14 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 military sites	31.2	31.2	25.8	29.7	31.0	43.3	27.8
Other historical sites	22.2	23.2	22.0	18.6	18.3	27.0	19.0
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 5.15 2009 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	93.2	92.0	86.7	89.1	90.2	92.7	88.0
Helicopter or plane tour	14.1	15.1	10.8	13.3	15.9	17.6	12.1
Boat/submarine/whale watching	36.2	39.6	27.5	28.6	31.1	38.4	27.1
Tour bus excursion	28.6	14.2	9.5	16.5	23.4	29.0	11.1
Private limousine/van tour	9.1	8.2	1.3	6.6	7.2	8.8	5.1
Self-guided	77.4	83.2	79.1	80.3	76.4	76.5	80.9
ALL RECREATION	97.6	98.1	95.6	87.7	82.5	88.9	89.1
Swimming/sunbathing/beach	94.4	94.2	87.6	80.8	73.0	82.7	81.1
Surfing/bodyboarding	22.4	41.6	27.5	14.0	9.0	16.4	20.8
Snorkeling/scuba diving	54.4	66.0	55.7	43.7	32.0	47.8	43.6
Jet skiing/parasailing/windsurfing	5.7	5.1	4.2	5.3	2.8	4.9	3.8
Golf	10.0	15.7	8.8	10.4	14.5	7.6	16.0
Running/jogging/fitness walking	32.1	41.0	35.6	36.0	39.3	30.8	42.7
Spa	27.0	16.9	11.4	12.3	8.4	10.0	13.8
Backpacking/hiking/camping	44.3	28.7	45.7	31.2	15.0	32.4	23.7
Sports event or tournament	5.1	3.7	6.0	3.8	5.1	3.9	5.0
ALL ENTERTAINMENT	94.6	97.5	94.8	94.2	93.5	93.6	95.3
Lunch/sunset/dinner/evening cruise	45.4	29.6	28.9	27.8	32.3	35.9	27.1
Lounge act/stage show	41.6	29.1	23.1	27.5	27.6	35.7	22.7
Nightclub/dancing/bar/karaoke	18.9	7.5	24.2	18.0	11.3	17.9	12.2
Fine dining	76.8	53.6	54.7	58.6	57.1	56.1	58.5
Family restaurant/diner	72.3	86.1	74.5	72.4	69.0	71.8	75.2
Ethnic dining	53.7	50.3	47.6	42.9	35.6	44.9	41.0
Prepared own meal	39.8	56.3	47.1	42.2	46.2	39.9	51.1
ALL SHOPPING	96.2	98.2	93.3	94.5	92.8	94.2	94.6
Department stores	33.7	48.4	41.8	44.4	46.7	42.1	47.3
Designer boutiques	35.0	41.9	38.3	36.0	31.5	33.1	37.3
Hotel stores	60.6	54.8	39.5	49.1	41.0	47.3	46.1
Swap meet	23.6	34.3	37.5	31.9	28.3	32.6	30.4
Discount/outlet stores	28.3	38.4	28.6	35.9	37.0	35.5	35.5
Supermarkets	70.6	77.1	72.1	64.0	64.8	61.6	72.0
Convenience stores	72.2	70.4	70.9	64.8	54.2	62.3	63.5
Duty free	28.2	13.3	29.3	17.2	8.4	18.9	12.8
Local shops/artisans	69.7	74.1	67.7	72.4	72.7	72.6	71.8
ALL CULTURE	89.3	91.0	84.0	84.3	85.0	93.6	80.7
Historic military sites	45.0	49.6	39.7	39.1	38.9	56.2	31.1
Other historical sites	39.4	41.3	29.0	35.9	37.0	38.2	35.5
Museum/art gallery	23.3	26.4	23.3	25.0	23.6	25.0	24.1
Polynesian show/luau/hula	75.2	56.0	40.9	44.1	45.5	64.7	36.2
Play/concert	4.2	3.3	3.1	5.0	6.4	4.2	5.4
Art/craft fair	10.2	14.3	9.4	15.8	18.1	11.9	17.7
Parks/gardens	66.9	65.5	59.2	59.2	60.4	64.6	58.8
Festival	2.0	4.7	5.2	4.7	6.0	5.3	5.0
ALL TRANSPORTATION	92.4	89.0	80.6	87.2	81.5	84.2	85.3
Trolley	8.8	6.9	5.1	6.8	11.7	9.9	7.5
Public Bus	17.5	11.7	17.4	13.9	16.0	18.9	12.1
Taxi/limousine	19.1	18.4	16.7	17.1	18.6	20.2	16.4
Rental Car	78.4	81.4	70.4	76.8	67.3	70.2	75.7
MEETING	0.7	4.8	8.0	13.5	5.6	6.8	8.7
CONVENTION	0.0	3.0	5.1	9.9	5.5	5.7	6.4
INCENTIVE/REWARD	1.9	3.5	6.7	5.3	4.1	4.2	4.8

Table 5.16 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 military sites	41.8	51.1	48.0	51.6	50.0	62.8	41.5
Other historical sites	25.2	26.3	25.8	24.2	27.8	30.1	23.3
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 5.17 2009 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	85.3	87.5	82.0	80.2	88.8	88.4	83.6
Helicopter or plane tour	1.2	2.7	4.1	3.1	4.0	3.5	3.2
Boat/submarine/whale watching	18.3	17.9	14.9	12.3	16.2	21.5	12.7
Tour bus excursion	53.9	31.2	37.0	35.1	44.4	55.8	32.4
Private limousine/van tour	13.2	16.0	11.2	12.0	15.9	16.2	13.0
Self-guided	41.6	60.7	55.1	52.5	53.9	44.5	57.8
ALL RECREATION	78.6	87.2	77.8	70.6	66.9	73.4	73.8
Swimming/sunbathing/beach	69.0	81.6	64.3	56.7	47.3	60.0	59.3
Surfing/bodyboarding	8.9	10.1	11.9	6.7	2.4	6.2	6.8
Snorkeling/scuba diving	30.2	24.4	20.4	13.4	7.1	19.6	13.6
Jet skiing/parasailing/windsurfing	12.2	2.6	5.3	2.4	1.2	5.5	2.3
Golf	3.9	6.8	2.6	8.3	13.6	3.3	11.3
Running/jogging/fitness walking	13.9	20.4	18.2	20.7	23.5	17.5	22.1
Spa	10.9	5.3	8.9	11.1	5.2	7.5	7.9
Backpacking/hiking/camping	8.4	8.0	11.3	7.6	8.5	9.6	8.1
Sports event or tournament	0.5	1.9	1.4	2.8	3.2	1.4	2.8
ALL ENTERTAINMENT	87.7	92.7	87.0	85.6	90.4	90.0	88.3
Lunch/sunset/dinner/evening cruise	66.8	43.3	53.8	45.1	50.4	65.2	43.0
Lounge act/stage show	24.7	24.0	19.3	20.5	26.3	29.1	20.7
Nightclub/dancing/bar/karaoke	4.5	2.9	8.6	6.4	5.2	4.8	5.8
Fine dining	78.4	78.1	78.0	72.4	70.5	73.7	74.1
Family restaurant/diner	40.5	57.7	48.2	44.5	45.0	44.3	48.1
Ethnic dining	11.0	11.0	11.1	14.0	13.3	10.0	13.8
Prepared own meal	3.5	22.9	10.1	13.4	16.7	5.4	19.0
ALL SHOPPING	88.6	93.0	87.9	87.6	94.0	91.5	90.5
Department stores	61.3	53.2	63.2	49.5	35.8	47.2	48.7
Designer boutiques	65.7	58.0	60.0	54.4	53.1	54.9	57.0
Hotel stores	49.6	44.7	32.3	37.8	41.3	44.9	38.5
Swap meet	7.8	14.3	14.2	15.4	18.7	12.6	16.8
Discount/outlet stores	37.2	42.1	40.3	41.1	39.6	36.3	42.1
Supermarkets	46.3	63.9	64.9	59.9	55.9	50.3	62.3
Convenience stores	76.2	77.9	70.9	70.8	66.0	71.0	70.6
Duty free	72.2	63.9	67.8	64.0	59.9	64.3	63.6
Local shops/artisans	33.1	29.8	30.7	33.9	28.9	29.7	31.6
ALL CULTURE	59.5	71.5	57.0	62.6	75.9	71.9	65.7
Historic military sites	12.9	12.0	9.0	11.3	19.1	20.5	11.0
Other historical sites	13.4	13.2	9.4	12.7	20.1	18.4	13.4
Museum/art gallery	7.3	12.0	7.7	11.2	17.8	9.7	14.3
Polynesian show/luau/hula	29.6	33.6	27.0	24.6	37.1	38.4	27.9
Play/concert	0.5	1.8	0.9	1.5	3.3	1.5	2.2
Art/craft fair	1.3	2.4	2.2	2.2	4.1	1.8	3.3
Parks/gardens	36.7	48.6	37.9	42.7	49.2	45.1	44.5
Festival	3.3	5.5	6.1	6.0	6.7	4.3	6.7
ALL TRANSPORTATION	87.3	91.3	85.3	84.3	86.6	85.6	87.1
Trolley	77.5	72.5	73.4	61.5	58.8	70.0	63.4
Public Bus	9.5	18.2	22.1	23.5	28.1	16.0	25.8
Taxi/limousine	33.0	37.5	27.2	33.5	39.4	34.5	35.7
Rental Car	13.3	29.3	14.8	19.6	13.6	11.9	20.4
MEETING	0.2	2.0	0.9	2.5	1.6	1.3	1.8
CONVENTION	0.2	0.7	1.9	1.7	1.5	1.3	1.3
INCENTIVE/REWARD	0.6	2.4	1.7	2.7	2.7	3.3	1.9

Table 5.18 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 military sites	17.5	17.5	15.2	16.0	23.6	23.9	15.8
Other historical sites	10.1	11.3	8.1	11.9	17.8	13.4	12.3
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 5.19 2009 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	89.9	90.1	87.4	91.5	91.0	92.5	89.3
Helicopter or plane tour	19.4	8.8	5.9	14.8	12.1	15.4	9.6
Boat/submarine/whale watching	22.0	38.5	29.0	32.3	26.8	36.3	28.7
Tour bus excursion	24.1	11.8	19.1	20.2	19.9	29.4	12.2
Private limousine/van tour	16.8	6.8	4.5	7.1	5.8	8.3	5.8
Self-guided	75.6	79.3	78.3	84.5	80.5	80.7	81.0
ALL RECREATION	91.9	98.2	95.2	96.1	91.2	94.4	95.1
Swimming/sunbathing/beach	87.3	96.9	94.1	92.2	80.6	91.7	88.9
Surfing/bodyboarding	24.0	49.2	45.7	26.2	12.9	27.8	31.3
Snorkeling/scuba diving	72.2	71.1	69.4	57.2	38.1	61.5	54.4
Jet skiing/parasailing/windsurfing	2.4	3.5	6.4	2.3	2.0	3.3	2.9
Golf	10.5	18.6	6.3	14.6	18.3	11.1	17.7
Running/jogging/fitness walking	29.2	50.1	41.6	52.7	48.1	39.4	53.0
Spa	20.2	9.1	8.6	10.2	6.7	8.9	9.1
Backpacking/hiking/camping	33.2	18.4	41.2	25.3	10.3	28.1	18.1
Sports event or tournament	5.6	4.1	7.1	6.8	4.5	6.0	5.2
ALL ENTERTAINMENT	94.8	97.2	94.9	97.7	96.8	96.1	97.3
Lunch/sunset/dinner/evening cruise	37.5	24.8	29.6	24.6	26.6	32.3	23.4
Lounge act/stage show	46.7	30.3	26.6	32.9	28.9	39.2	26.4
Nightclub/dancing/bar/karaoke	19.2	5.1	26.3	13.2	9.6	14.4	11.0
Fine dining	46.4	41.2	49.4	53.6	49.9	48.0	49.2
Family restaurant/diner	76.0	82.2	79.8	78.3	76.2	77.4	79.3
Ethnic dining	55.5	45.7	45.2	48.3	35.7	46.3	42.4
Prepared own meal	55.8	65.3	64.3	61.0	70.3	58.0	68.7
ALL SHOPPING	93.4	98.6	96.2	98.7	97.6	97.0	98.3
Department stores	68.2	64.7	62.2	63.9	66.6	61.3	66.7
Designer boutiques	40.8	47.5	46.7	49.5	38.3	46.5	44.2
Hotel stores	42.8	41.0	34.9	48.1	34.1	41.6	39.6
Swap meet	46.7	39.2	39.3	39.9	38.1	38.9	39.6
Discount/outlet stores	36.9	36.4	33.2	39.5	39.4	32.6	40.5
Supermarkets	72.3	87.1	82.0	83.6	81.3	76.9	86.3
Convenience stores	82.5	83.6	78.5	80.6	67.9	76.3	77.7
Duty free	22.6	15.8	33.2	21.6	11.1	23.4	16.1
Local shops/artisans	72.3	79.8	72.7	80.3	74.5	80.0	75.7
ALL CULTURE	89.1	88.3	87.1	87.5	84.1	91.8	84.0
Historic military sites	24.3	22.3	30.2	27.3	24.7	41.7	17.3
Other historical sites	35.7	36.6	37.4	44.3	36.6	45.5	35.5
Museum/art gallery	31.9	24.0	19.9	29.5	29.8	27.2	27.1
Polynesian show/luau/hula	66.6	50.9	47.7	48.9	39.9	65.8	37.5
Play/concert	0.9	4.1	5.3	6.3	10.5	5.6	7.3
Art/craft fair	16.7	20.8	7.8	18.7	24.2	15.1	21.6
Parks/gardens	66.4	66.2	67.4	67.4	62.1	70.4	62.9
Festival	1.5	3.9	1.5	4.7	6.6	3.8	4.9
ALL TRANSPORTATION	92.3	95.3	92.5	93.8	95.8	95.0	94.3
Trolley	21.7	11.6	10.2	13.4	14.8	14.7	12.6
Public Bus	31.7	16.7	32.9	25.2	29.0	28.3	24.2
Taxi/limousine	31.7	22.7	29.1	26.8	24.4	30.7	22.9
Rental Car	78.5	85.6	77.4	78.8	74.9	77.9	79.6
MEETING	1.9	2.1	0.8	4.5	3.0	2.7	3.0
CONVENTION	0.0	2.4	3.8	5.3	2.9	4.3	3.1
INCENTIVE/REWARD	0.5	2.1	4.5	5.4	2.6	4.7	2.8

Table 5.20 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 military sites	42.4	41.2	33.2	39.9	38.6	44.9	36.2
Other historical sites	16.1	21.2	26.0	20.9	22.1	22.8	21.3
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 5.21 2009 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	94.3	89.4	93.5	92.7	92.6	94.7	88.0
Helicopter or plane tour	13.8	13.8	9.3	15.1	14.2	13.4	12.8
Boat/submarine/whale watching	44.1	32.4	26.0	32.3	30.3	34.3	25.0
Tour bus excursion	32.5	7.9	27.4	32.9	37.3	37.2	14.0
Private limousine/van tour	10.1	8.6	12.2	9.6	16.8	12.4	10.3
Self-guided	73.9	83.0	82.0	73.2	62.3	71.8	78.5
ALL RECREATION	99.2	99.4	96.0	86.6	83.4	90.7	90.1
Swimming/sunbathing/beach	97.2	98.8	95.2	82.8	78.6	88.3	86.2
Surfing/bodyboarding	36.4	48.1	41.9	20.1	9.9	28.4	24.3
Snorkeling/scuba diving	60.3	64.5	55.1	40.4	27.2	47.8	38.7
Jet skiing/parasailing/windsurfing	1.4	8.0	4.1	1.7	4.4	2.2	6.3
Golf	3.3	8.8	2.9	4.5	10.2	3.5	10.8
Running/jogging/fitness walking	12.3	35.4	26.8	29.0	19.4	23.8	28.7
Spa	15.1	14.5	9.2	10.3	7.3	8.8	13.5
Backpacking/hiking/camping	35.5	29.5	35.5	16.1	14.6	23.9	22.6
Sports event or tournament	3.5	7.6	9.2	6.3	4.9	5.7	8.3
ALL ENTERTAINMENT	98.0	98.1	94.4	89.1	92.1	92.9	92.4
Lunch/sunset/dinner/evening cruise	57.5	38.3	46.5	37.9	31.6	45.5	28.7
Lounge act/stage show	45.0	33.1	14.2	19.0	32.2	26.0	21.4
Nightclub/dancing/bar/karaoke	20.5	12.5	37.2	15.7	6.4	20.8	14.7
Fine dining	45.3	37.8	45.0	44.6	50.3	43.7	49.4
Family restaurant/diner	72.8	78.1	64.0	64.1	59.2	62.9	70.2
Ethnic dining	50.7	40.3	34.5	30.1	33.1	33.7	37.3
Prepared own meal	37.9	59.0	54.3	32.6	33.1	37.2	49.4
ALL SHOPPING	97.5	99.6	97.5	91.6	95.4	95.6	94.0
Department stores	64.3	66.3	66.8	61.2	56.6	60.6	66.1
Designer boutiques	45.5	41.4	39.8	40.3	37.7	39.1	42.6
Hotel stores	53.2	43.3	35.4	38.9	47.5	43.4	38.0
Swap meet	27.9	25.9	25.2	23.2	27.7	23.5	29.9
Discount/outlet stores	21.9	44.5	28.3	34.5	34.1	28.0	43.5
Supermarkets	71.9	84.1	79.7	75.8	71.1	74.6	79.5
Convenience stores	60.8	61.8	60.9	50.7	39.9	49.9	59.3
Duty free	20.8	30.9	33.5	23.7	18.8	23.0	30.8
Local shops/artisans	70.7	73.9	71.6	60.0	74.3	66.8	71.9
ALL CULTURE	94.0	94.8	90.4	86.9	88.6	91.3	85.3
Historic military sites	48.2	40.3	44.8	37.8	43.6	46.6	31.3
Other historical sites	36.2	45.5	45.9	36.1	47.8	41.4	43.1
Museum/art gallery	17.4	35.5	22.6	17.4	35.2	19.9	34.7
Polynesian show/luau/hula	68.5	49.9	41.0	33.8	48.4	45.5	39.4
Play/concert	12.1	14.9	8.3	5.8	13.4	6.4	17.0
Art/craft fair	18.5	16.0	6.0	8.4	10.4	8.8	12.7
Parks/gardens	59.6	70.6	69.6	64.1	65.4	65.6	66.3
Festival	4.0	8.7	4.2	8.0	4.6	5.1	8.2
ALL TRANSPORTATION	98.2	97.5	92.7	86.0	90.7	90.7	91.3
Trolley	14.7	8.4	15.3	11.4	18.6	13.3	15.9
Public Bus	43.6	15.8	48.3	34.9	36.8	40.9	30.0
Taxi/limousine	32.5	21.5	31.9	37.6	28.5	35.6	24.2
Rental Car	71.2	88.9	71.7	57.0	53.5	60.9	71.3
MEETING	1.0	1.6	6.3	5.2	3.8	3.7	6.1
CONVENTION	0.8	1.4	6.8	7.9	3.7	5.3	5.7
INCENTIVE/REWARD	7.7	1.8	1.7	1.5	0.6	2.7	1.5

Table 5.22 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 military sites	62.4	50.8	56.9	51.9	59.8	61.0	45.2
Other historical sites	24.8	25.9	37.7	33.6	27.9	29.8	34.8
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 5.23 2009 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	82.1	91.9	90.9	91.6	90.4	89.8	91.6
Helicopter or plane tour	6.2	12.9	3.9	7.1	10.5	9.9	7.8
Boat/submarine/whale watching	38.4	18.0	26.2	14.9	13.2	22.8	12.5
Tour bus excursion	49.5	48.4	40.6	51.9	47.6	59.0	38.1
Private limousine/van tour	10.7	12.0	5.6	8.9	6.0	7.8	7.8
Self-guided	69.2	66.9	63.6	55.6	60.8	45.4	74.7
ALL RECREATION	97.3	92.0	93.3	86.5	72.9	81.3	85.6
Swimming/sunbathing/beach	94.5	91.0	93.1	82.1	66.6	77.7	81.5
Surfing/bodyboarding	18.6	29.3	25.7	15.5	7.8	14.6	18.1
Snorkeling/scuba diving	42.7	27.0	29.5	18.9	10.4	16.3	22.1
Jet skiing/parasailing/windsurfing	1.7	2.8	3.4	3.0	1.7	2.7	2.3
Golf	1.4	7.1	7.3	2.9	7.7	5.6	6.4
Running/jogging/fitness walking	25.4	27.6	18.6	42.0	31.1	29.5	32.8
Spa	30.2	9.9	14.6	16.7	4.3	14.8	7.7
Backpacking/hiking/camping	18.4	3.5	12.8	8.0	3.0	6.2	6.7
Sports event or tournament	0.0	4.5	2.2	3.1	2.0	1.4	3.8
ALL ENTERTAINMENT	87.9	100.0	98.0	95.3	90.9	92.3	96.5
Lunch/sunset/dinner/evening cruise	25.6	21.4	37.0	20.9	20.5	26.3	21.1
Lounge act/stage show	18.7	21.5	11.6	25.4	18.9	24.9	15.5
Nightclub/dancing/bar/karaoke	18.3	8.9	30.0	9.8	6.4	14.2	9.9
Fine dining	70.7	44.7	29.5	40.1	39.9	34.8	44.6
Family restaurant/diner	77.6	90.7	68.6	72.1	68.5	65.5	80.0
Ethnic dining	31.4	21.8	22.8	19.8	18.5	19.3	21.5
Prepared own meal	10.6	29.9	39.2	18.7	27.8	22.9	30.5
ALL SHOPPING	95.5	99.1	98.3	96.1	94.0	94.2	97.7
Department stores	81.2	79.3	72.2	74.1	68.1	65.5	78.7
Designer boutiques	61.2	43.5	41.1	46.3	37.4	35.2	48.2
Hotel stores	45.1	59.9	33.5	40.5	33.2	35.5	43.5
Swap meet	14.9	26.9	47.5	34.0	28.4	36.7	28.4
Discount/outlet stores	31.7	57.0	55.6	34.1	48.1	45.6	47.1
Supermarkets	63.5	61.0	64.3	48.7	57.9	51.0	62.5
Convenience stores	86.3	88.6	71.8	77.0	67.0	74.4	74.5
Duty free	37.5	17.4	36.6	15.0	19.8	22.8	20.2
Local shops/artisans	50.7	71.0	52.4	76.0	57.5	60.1	66.5
ALL CULTURE	84.8	83.4	80.0	86.1	83.2	84.7	82.6
Historic military sites	60.1	56.6	53.5	55.7	57.0	66.8	46.9
Other historical sites	36.4	33.8	14.2	29.3	31.2	27.4	29.5
Museum/art gallery	20.4	25.7	11.5	11.8	15.7	12.5	18.4
Polynesian show/luau/hula	46.1	42.0	50.1	38.0	36.3	49.2	32.3
Play/concert	4.0	2.9	2.6	3.2	7.9	4.7	5.0
Art/craft fair	7.2	10.7	5.3	10.5	5.4	4.2	10.6
Parks/gardens	44.9	39.9	50.9	52.8	52.8	47.6	52.5
Festival	2.1	3.3	3.1	3.9	6.7	2.2	6.8
ALL TRANSPORTATION	91.8	93.9	83.5	81.9	86.4	77.2	93.8
Trolley	64.1	36.7	38.3	37.2	41.0	39.9	39.4
Public Bus	31.6	41.4	47.3	35.0	57.6	37.3	54.4
Taxi/limousine	62.1	59.1	42.6	40.0	37.8	34.1	51.3
Rental Car	40.4	39.5	42.6	27.8	25.7	24.5	37.8
MEETING	1.7	0.5	1.0	2.7	2.4	0.9	2.8
CONVENTION	5.7	1.0	4.3	3.5	1.3	2.6	2.4
INCENTIVE/REWARD	1.7	0.4	0.8	0.5	2.2	0.6	1.8

Table 5.24 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 military sites	66.0	51.8	66.6	55.6	49.3	69.4	40.9
Other historical sites	11.1	29.2	8.2	24.7	29.1	21.8	26.8
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

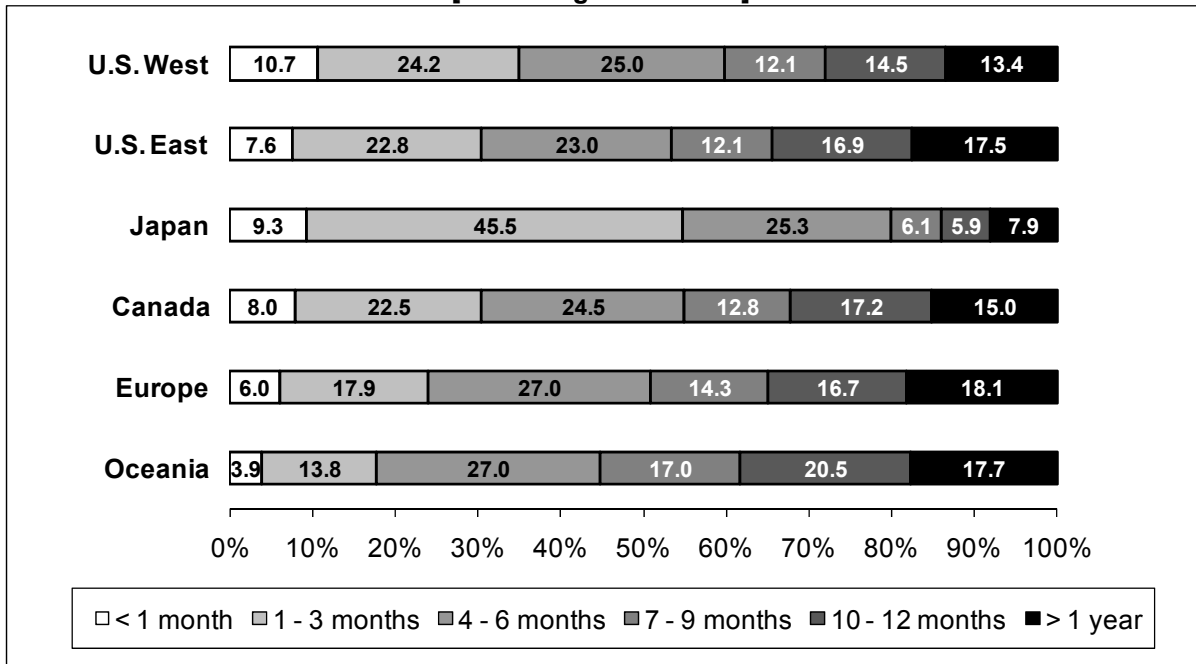
6. TRIP PLANNING

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: 2009 Decide to Take a Vacation by MMA
[Percentage of Visitors]



U.S. West (Table 6.2)

- Similar to previous years, six-out-of-ten U.S. West visitors in 2009 decided to take a vacation (65%), to visit Hawai'i (63%), and on the islands they want to visit (60.7%) four months or more before their actual arrival dates.
- A third of visitors booked airlines (37.9%), purchased tickets (37.9%), and reserved accommodations (32.9%) around one to three months out.
- Rental car reservations (38.8%) were also done around one to three months out but 32.9 percent waited until less than one month before arrival.
- Purchasing of tour and attraction packages (72.1%) 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. Nearly half of all U.S. East visitors decided on a vacation (46.5%) and decided to visit Hawai'i (45%) at least seven months before arrivals.

- More than half of U.S. East visitors decided on which islands to visit (62%) and set the date for the trip (58%) four months or more before arrival.
- One-out-of-three visitors made airlines reservations (37.7%), purchased tickets (38%), and made accommodation reservations (35.7%) one to three months before their arrival.
- Similar to U.S. West visitors, the majority (68.1%) of U.S. East visitors made rental car reservations three months or less before arrival and purchased tour and attractions (64.4%) less than one month before arrival.

Japan (Table 6.4)

- Japan visitors were much later to act than other MMAs with 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, over half of the visitors set the date for the trip (56.8%), made airline reservations (61.5%), purchased the tickets (60.5%), and made accommodation reservations (60.5%).
- Nearly half (48.2%) of all rental car reservations and three-fifths (63.3%) of all purchases of tour and attraction packages were done within one month before arrival.

Canada (Table 6.5)

- In 2009 Canada visitors' trip planning patterns were similar to those of U.S. East visitors. Nearly half of all Canada visitors decided on a vacation (45%) and decided to visit Hawai'i (43.3%) at least seven months before their actual arrival dates.
- More than half of visitors from Canada decided on which islands to visit (61.8%) and set the date for the trip (57.5%) four months or more before arrival.
- One-out-of-three Canada visitors booked airlines (35.9%), purchased tickets (35.8%), and reserved accommodations (33.4%) around one to three months before their trip.
- Some of the rental car reservations (36.4%) were done around one to three months out while some (34.6%) waited until less than one month of arrival.
- The bulk of tour and attraction package purchases (73.8%) were done less than one month out or even while on the vacation.

Europe (Table 6.6)

- The majority of Europe visitors in 2009 took four months or more to decide to take a vacation (76.1%), to visit Hawai'i (72.3%), and on the islands they wanted to visit (65.2%).
- More than half of visitors set dates (65.2%), booked airlines (56.6%), and purchased tickets (52.8%) four months or more before arrival.
- Two-out-of-five (39.3%) Europe visitors made car reservations and 62.6 percent purchased tour and attraction packages within one month of arrival.

Oceania (Table 6.7)

- Oceania visitors started planning early. Over half decided to take a vacation (55.2%) and decided to visit Hawai'i (51.8%) about seven or more months before arrival.

- Three-out-of-four (75.8%) Oceania visitors decided on the island they want to visit and set the date trip (77%) four or more months before arrival.
- More than half of the visitors made airlines reservations (70.2%), purchased tickets (64.5%), and made accommodation reservations (55.1%) four months or more before arrival.
- Some of the rental car reservations (29.2%) were done around one to three months out while some (39.3%) waited until less than one month of arrival.
- Many of the tour and attraction package purchases (62.6%) were done within one month.

Island Visitation Decision Timetable (Table 6.8)

Before arriving, most visitors to Hawai'i in 2009 had already decided 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-ten visitors from U.S. West, U.S. East, Canada, Europe and Oceania had decided before their arrival to visit O'ahu, Maui, Kaua'i, and/or Kona.
- Most Japan visitors already decided to visit O'ahu (99.3%) and Kona (97.4%) while a lower percentage of Japan visitors decided to visit Maui (89.1%) and Kaua'i (87.6%) prior to their arrival.

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

As least three-out-of-four U.S. West, U.S. East, Canada, and Europe visitors used the Internet as a trip planning tool in 2009. Internet usage for trip planning was moderate among Oceania (65.6%) and Japan (56.7%) visitors. Assistance from travel agents for trip planning continued to be low in among U.S. visitors (19.7%), but higher for Oceania (70.8%), Japan (65.4%) and Europe (50.5%) visitors.

- Travel agent use by U.S., Japan and Europe visitors in 2009 were similar to 2008. Fewer Oceania (70.8% versus, 74.6% in 2008) and Canada (27.7% versus 35.1% in 2008) visitors used travel agents in 2009 compared to the previous year.
- The percentage of U.S. visitors who used the Internet (77.1%) was more than three times the number who relied on travel agents (19.7%) for trip planning information.
- Half (51.1%) of U.S. West visitors tended to rely on personal experiences to help them plan their trips.
- Japan visitors continued to put heavy reliance on personal experience (42.6%), travel magazines (35.2%), and travel books (32.8%) for information.
- Canada (27.7%) and U.S. (23.7%) visitors were more likely to use airlines as a source of information compared to other visitor markets.

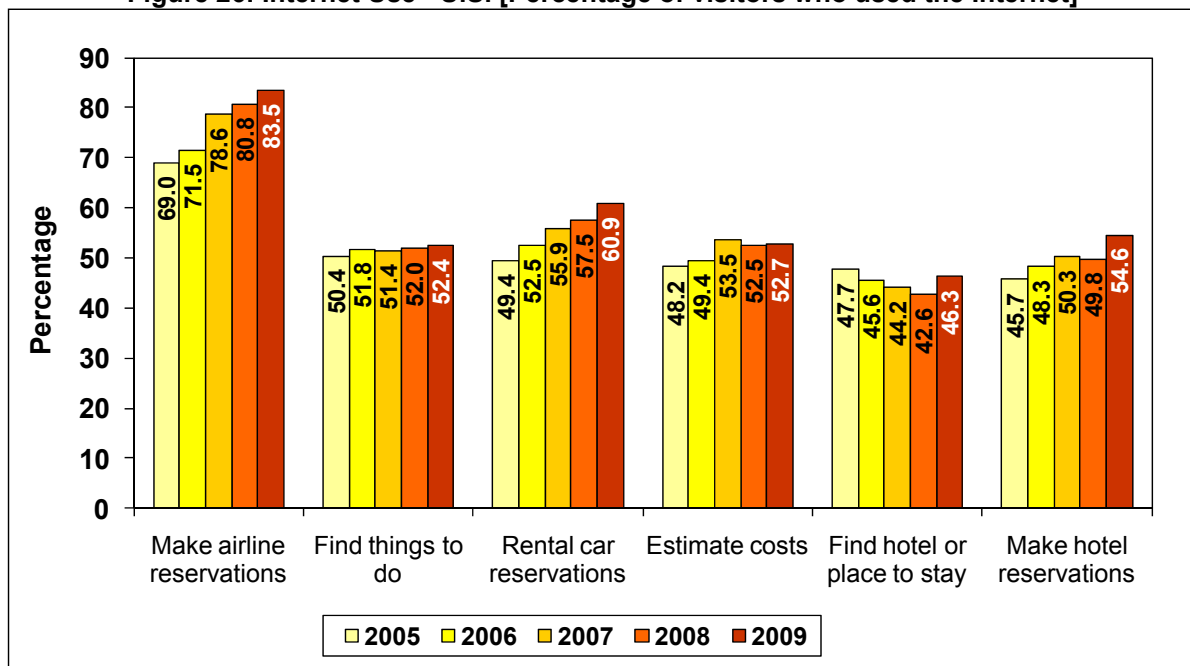
Internet Use (Table 6.17)

Among the proportion of visitors who used the Internet (77.1% of U.S. visitors and 56.7% of Japan visitors), the category 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.

U.S. Visitors:

- The number one use of the Internet by U.S. visitors was for airline reservations (Figure 26). This use had increased steadily from 69 percent (45.8% of all U.S. visitors) in 2005 to 83.5 percent (64.4% of all U.S. visitors) in 2009.
- Use of the Internet for rental car reservations for U.S. visitors had also increased over the last five years to 60.9 percent (47% of all U.S. visitors) in 2009. Specifically, 64.5 percent of U.S. West (50.3% of all U.S. West visitors) and 55.4 percent of U.S. East visitors (42.1% of all U.S. East visitors) made their rental car reservations through the Internet.

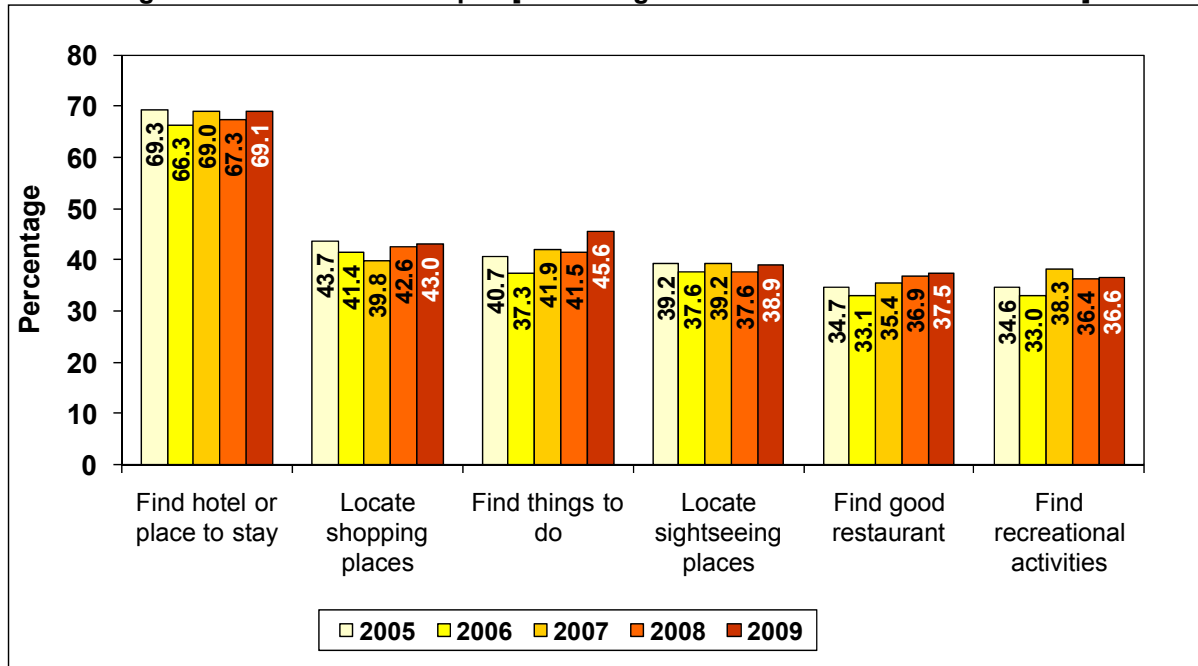
Figure 26: Internet Use - U.S. [Percentage of visitors who used the Internet]



Japan Visitors:

- The majority of Japan visitors used the Internet to find an accommodation (69.1%, 39.2% of all Japan visitors), similar to 2008 and 2007.
- In 2009, more visitors used the Internet to find things to do (45.6%) than in 2008 (41.5%).
- Usage of the Internet to find a good restaurant had been increasing from 33.1 percent in 2006 (20.6% of all Japan visitors) to 37.5 percent (21.3% of all Japan visitors).
- Japan visitors also located shopping places (43% or 24.4% of all Japan visitors), located sightseeing places (38.9% or 22.1% of all Japan visitors), and found recreational activities (36.6% or 20.8% of all Japan visitors) (Figure 27).

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



Canada Visitors:

- In 2009, three-out-of-four (77%) visitors from Canada (64.8% of all Canada visitors) used the Internet to make airline reservations, up from 69.1 percent (57% of all Canada visitors) in 2008.
- Many more Canada visitors also used the Internet to make hotel reservations (64.3% or 54.2% of all Canada visitors) compared to the previous year (56.8% or 46.8% of all Canada visitors).
- This group of visitors also used the Internet to estimate costs (60.8%), find an accommodation (60.5%), find things to do (59.1%), and for rental car reservations (59.2%).

Europe Visitors:

- Many more Europe visitors in 2009 used the Internet to find an accommodation (64.6% or 50.1% of Europe visitors) compared to 2008 (57.3% or 43.8% of Europe visitors).
- Similar to the previous year, 60.3 percent or 46.7 percent of all Europe visitors in 2009 used the Internet primarily to find things to do.
- Other common uses of the Internet were to make airlines reservations (56.4% or 43.8% of all Europe visitors) and to estimate costs (55.2% or 42.8% of all Europe visitors).

Oceania Visitors:

- Similar to 2008, three-out-of-four (74%) Oceania visitors in 2009 used the Internet to find an accommodation (48.5% of all Oceania visitors).
- About half also used the Internet to estimate costs (56.9% or 37.3% of all Oceania visitors), make hotel reservations (51.6% or 33.9% of all Oceania visitors), and find things to do (49% or 32.2% of all Oceania visitors).

Use of Travel Agent (Table 6.18)

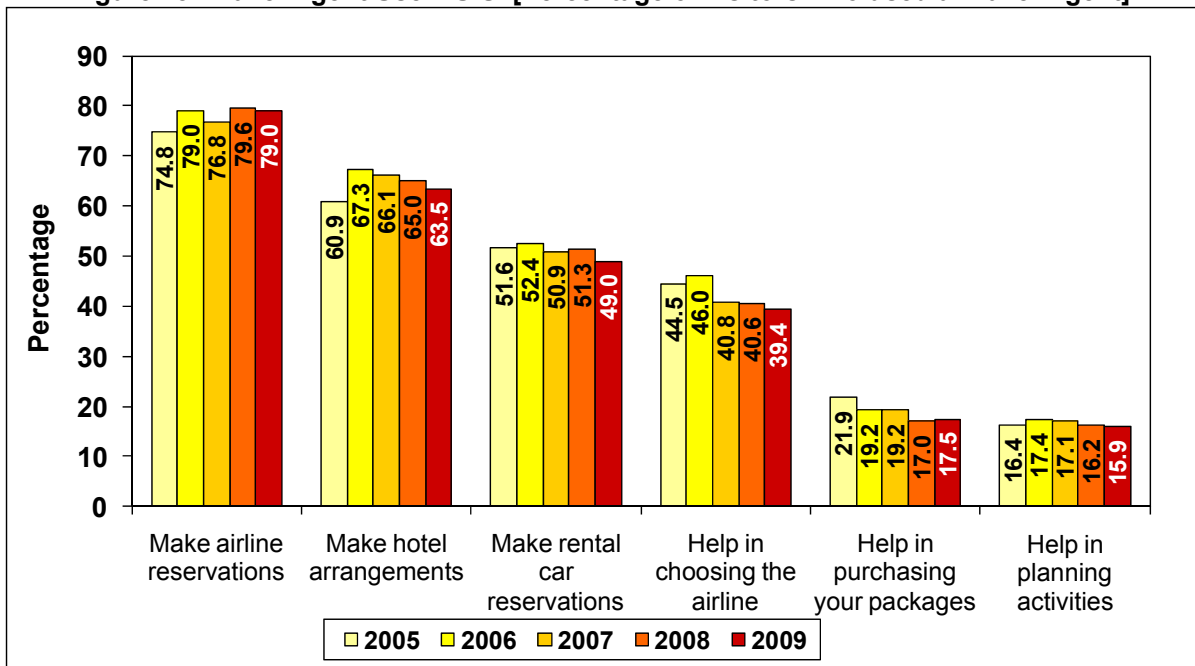
Visitors used travel agents mostly for assistance in making airline reservations and hotel arrangements. Travel agents were also used to assist in choosing an airline. Oceania visitors had the heaviest reliance on travel agents (70.8%); followed by Japan (65.4%), Europe (50.5%), Canada (27.7%), and U.S. (19.7%) visitors. Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent.

- In 2009, at least four-out-of-five visitors from U.S. (79% or 15.6% of all U.S. visitors), Canada (81.6% or 22.6% of all Canada visitors), Europe (87.2% or 44% of all Europe visitors), and Oceania (89.7% or 63.5% of all Oceania visitors) used travel agents primarily to make airline reservations.
- Close to half of visitors from Canada (50.3% or 13.9% of all Canada visitors), Oceania (50.1% or 35.5% of all Oceania visitors) and Europe (48.6% or 24.5% of all Europe visitors) visitors consulted travel agents for help in choosing an airline.
- Travel agent use among U.S. visitors for making rental car reservations (49% or 9.7% of all U.S. visitors) was more common compared to other visitor markets.

U.S. Visitors:

- The shares of U.S. visitors who used travel agents to make hotel arrangements (63.5%), make rental car reservations (49%), choose an airline (39.4%) and plan activities (15.9%) had been gradually declining since 2006 (Figure 28).

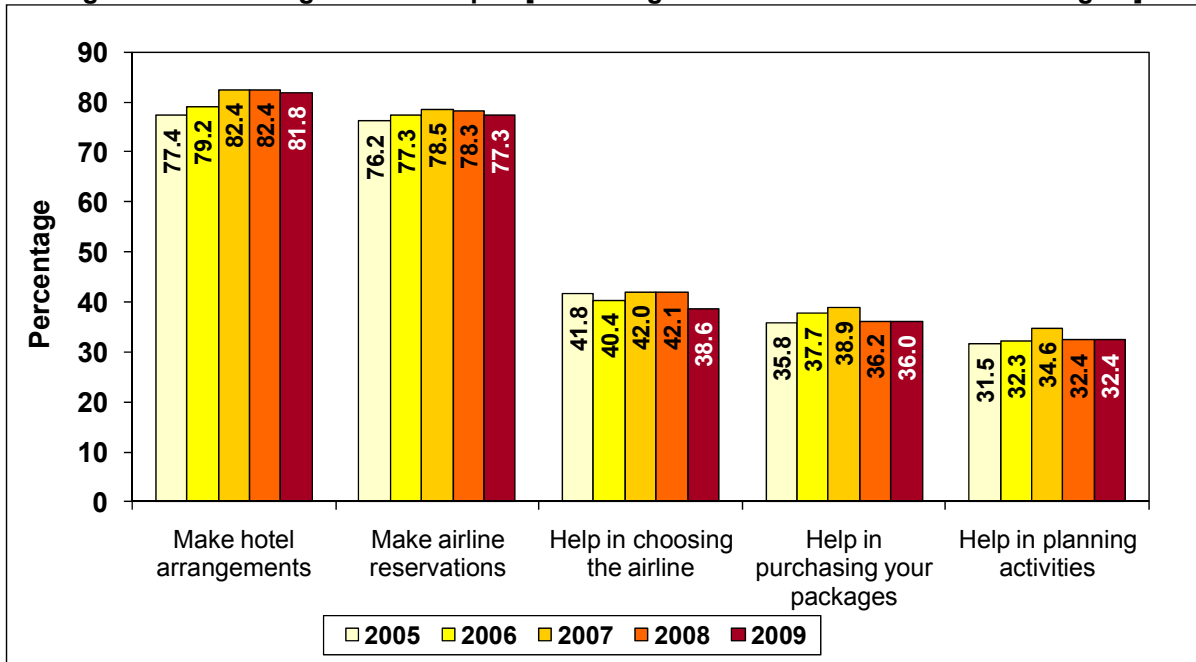
Figure 28: Travel Agent Use – U.S. [Percentage of visitors who used a Travel Agent]



Japan Visitors:

- Japan visitors used travel agents primarily to make hotel arrangements (81.8% or 53.5% of all Japan visitors) and airline reservations (77.3% or 50.5% of all Japan visitors). One-out-of-three Japan visitors used travel agents for assistance in choosing an airline (38.6% or 25.3% of all Japan visitors), purchasing packages (36% or 23.5% of all Japan visitors), and planning activities (32.4% or 21.2% of all Japan visitors) (See Figure 29).
- Travel agent use among Japan visitors for assistance in airline reservations, purchasing packages, and planning activities remained fairly consistent over the last five years.
- Travel agent use to help choose the airlines decreased 3.5 percent points from 2008 to 38.6 percent in 2009.

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



**Table 6.1 2009 Trip Planning & Booking Timetable – U.S. Total
[Percentage of 2009 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	9.5	23.6	24.2	12.1	15.5	15.1
Decide to visit Hawaii	10.5	24.6	23.3	11.2	15.0	15.5
Decide on which islands to visit	12.2	26.6	24.3	11.2	14.2	11.6
Set date for the trip	13.5	30.3	24.4	12.3	12.5	7.0
Make airline reservations	16.2	37.8	26.1	11.1	7.3	1.5
Purchase tickets	16.9	37.9	25.9	10.8	6.9	1.5
Make accommodation reservations	17.2	34.1	23.3	10.8	9.8	4.9
Make rental car reservations	32.7	37.5	17.6	6.9	4.1	1.0
Purchase tour or attraction packages	68.6	20.1	6.4	2.1	1.4	1.5

**Table 6.2 2009 Trip Planning & Booking Timetable – U.S. West
[Percentage of 2009 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	10.7	24.2	25.0	12.1	14.5	13.4
Decide to visit Hawaii	11.3	25.7	23.7	11.1	14.2	14.0
Decide on which islands to visit	13.0	26.3	25.3	10.7	13.2	11.5
Set date for the trip	14.7	30.3	24.9	12.4	11.4	6.3
Make airline reservations	17.6	37.9	27.1	10.1	6.0	1.3
Purchase tickets	18.5	37.9	26.9	10.0	5.6	1.2
Make accommodation reservations	19.1	32.9	24.2	9.7	8.9	5.1
Make rental car reservations	32.9	38.8	18.0	6.2	3.3	0.8
Purchase tour or attraction packages	72.1	18.0	6.3	1.2	0.9	1.4

**Table 6.3 2009 Trip Planning & Booking Timetable – U.S. East
[Percentage of 2009 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	7.6	22.8	23.0	12.1	16.9	17.5
Decide to visit Hawaii	9.3	23.0	22.7	11.4	16.0	17.6
Decide on which islands to visit	11.0	27.0	22.9	11.8	15.6	11.7
Set date for the trip	11.7	30.3	23.6	12.3	14.1	8.0
Make airline reservations	14.2	37.7	24.6	12.5	9.1	1.9
Purchase tickets	14.6	38.0	24.5	12.0	8.9	2.0
Make accommodation reservations	14.3	35.7	22.0	12.3	11.1	4.6
Make rental car reservations	32.5	35.6	17.0	8.0	5.4	1.4
Purchase tour or attraction packages	64.4	22.5	6.5	3.2	1.9	1.6

Table 6.4 2009 Trip Planning & Booking Timetable – Japan
[Percentage of 2009 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	9.3	45.5	25.3	6.1	5.9	7.9
Decide to visit Hawaii	11.4	47.5	22.5	5.2	5.5	8.0
Decide on which islands to visit	13.7	50.8	20.3	4.5	4.6	6.1
Set date for the trip	16.1	56.8	18.0	4.0	3.0	2.1
Make airline reservations	19.8	61.5	14.8	2.2	1.4	0.3
Purchase tickets	24.9	60.5	12.2	1.6	0.6	0.2
Make accommodation reservations	19.5	60.5	14.0	2.7	2.1	1.1
Make rental car reservations	48.2	41.4	8.2	0.7	0.9	0.6
Purchase tour or attraction packages	63.3	31.5	4.6	0.3	0.3	0.0

Table 6.5 2009 Trip Planning & Booking Timetable – Canada
[Percentage of 2009 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	22.5	24.5	12.8	17.2	15.0
Decide to visit Hawaii	9.6	24.9	22.3	12.5	16.4	14.4
Decide on which islands to visit	12.7	25.5	23.8	12.1	15.5	10.4
Set date for the trip	12.7	29.8	23.4	14.2	13.0	6.9
Make airline reservations	15.1	35.9	25.9	14.2	7.7	1.2
Purchase tickets	16.1	35.8	25.5	14.3	7.1	1.2
Make accommodation reservations	16.8	33.4	23.1	12.4	10.2	4.2
Make rental car reservations	34.6	36.4	17.3	6.8	4.0	0.9
Purchase tour or attraction packages	73.8	17.1	5.0	1.9	1.0	1.1

Table 6.6 2009 Trip Planning & Booking Timetable –Europe
[Percentage of 2009 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	6.0	17.9	27.0	14.3	16.7	18.1
Decide to visit Hawaii	6.1	21.6	24.8	14.5	15.7	17.3
Decide on which islands to visit	9.8	24.9	25.9	14.3	14.5	10.5
Set date for the trip	7.7	27.2	25.8	16.9	13.4	9.1
Make airline reservations	11.1	32.3	26.2	16.0	10.0	4.4
Purchase tickets	13.7	33.6	24.0	15.2	9.3	4.3
Make accommodation reservations	17.0	31.7	23.4	14.2	8.9	4.8
Make rental car reservations	39.3	29.2	16.2	6.3	6.1	2.8
Purchase tour or attraction packages	62.6	17.5	5.8	6.8	2.7	4.6

Table 6.7 2009 Trip Planning & Booking Timetable – Oceania
[Percentage of 2009 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	3.9	13.8	27.0	17.0	20.5	17.7
Decide to visit Hawaii	3.8	15.2	29.2	20.7	18.2	12.9
Decide on which islands to visit	7.5	16.7	29.5	18.7	18.4	9.2
Set date for the trip	5.0	18.0	31.0	22.1	15.4	8.5
Make airline reservations	6.2	23.6	30.7	22.7	12.8	4.0
Purchase tickets	8.6	26.9	30.5	19.8	10.8	3.4
Make accommodation reservations	11.5	33.6	28.4	13.9	10.1	2.7
Make rental car reservations	53.5	24.2	11.9	3.6	3.4	3.4
Purchase tour or attraction packages	68.8	11.9	9.4	2.3	4.2	3.4

Table 6.8 2009 Island Visitation Decision Timetable
[Percentage of 2009 Visitors by MMA]

		U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Decide on Oahu	Decide before arrival in Hawaii	96.9	97.0	96.8	99.3	96.5	96.5	99.0
	Decide after arrival in Hawaii	3.1	3.0	3.2	0.7	3.5	3.5	1.0
Decide on Maui	Decide before arrival in Hawaii	95.3	96.0	94.5	89.1	96.9	92.3	80.7
	Decide after arrival in Hawaii	4.7	4.0	5.5	10.9	3.1	7.7	19.3
Decide on Molokai	Decide before arrival in Hawaii	93.0	85.9	99.2	100.0	53.6	81.8	100.0
	Decide after arrival in Hawaii	7.0	14.1	0.8	0.0	46.4	18.2	0.0
Decide on Lanai	Decide before arrival in Hawaii	62.8	50.8	75.8	100.0	85.0	71.8	100.0
	Decide after arrival in Hawaii	37.2	49.2	24.2	0.0	15.0	28.2	0.0
Decide on Hilo	Decide before arrival in Hawaii	88.9	85.6	91.5	87.1	88.6	93.2	74.7
	Decide after arrival in Hawaii	11.1	14.4	8.5	12.9	11.4	6.8	25.3
Decide on Kona	Decide before arrival in Hawaii	95.3	95.7	94.7	97.4	96.4	93.1	91.6
	Decide after arrival in Hawaii	4.7	4.3	5.3	2.6	3.6	6.9	8.4
Decide on Kauai	Decide before arrival in Hawaii	96.9	97.6	96.1	87.6	98.1	92.3	90.6
	Decide after arrival in Hawaii	3.1	2.4	3.9	12.4	1.9	7.7	9.4

Table 6.9 2009 Sources of Information Used for Trip Planning
[Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Internet	77.1	77.9	75.9	56.7	84.3	77.5	65.6
Personal experience	46.4	51.1	38.5	42.6	45.7	22.5	32.4
Friends/relatives	36.0	34.3	39.8	23.5	39.3	26.8	25.6
Travel agents	19.7	18.3	26.7	65.4	27.7	50.5	70.8
Books	19.3	16.0	21.7	32.8	22.1	33.4	11.2
Airlines	23.7	24.5	22.6	13.1	25.2	17.6	10.3
Hotels/resorts	23.1	20.5	24.2	12.6	12.3	21.1	17.6
Magazines	8.2	7.9	9.9	35.2	8.2	9.4	6.7
Hawaii's visitor	11.7	8.0	15.3	13.5	21.7	8.8	9.7
Wholesalers	8.8	9.2	8.6	16.8	7.8	12.6	4.3
Information - None	3.7	3.1	4.5	3.4	2.5	1.3	0.4
Newspapers	2.1	2.3	1.9	2.0	1.6	1.7	6.0

Table 6.10 2009 Sources of Information Used for Trip Planning – U.S. Total
[Percentage of 2009 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	77.1	87.6	81.8	83.0	78.7	69.9	79.4	76.3
Personal experience	46.4	29.9	51.1	35.1	42.9	52.0	6.9	59.3
Friends/relatives	36.0	55.6	37.9	51.7	36.5	27.3	55.9	29.6
Airlines	23.7	24.9	26.1	16.2	19.4	28.0	19.3	25.1
Hotels/resorts	23.1	30.3	26.3	20.0	22.0	22.3	23.9	22.8
Travel agents	19.7	30.6	21.8	25.9	18.2	16.3	26.7	17.4
Books	19.3	25.0	20.0	15.4	18.0	20.7	27.9	16.6
Hawaii's visitor bureaus	11.7	15.8	11.2	11.5	12.2	11.2	16.5	10.1
Wholesalers	8.8	21.0	9.1	7.0	8.9	8.0	14.8	6.9
Magazines	8.2	13.8	10.0	10.4	6.9	6.7	9.7	7.7
Information - None	3.7	1.6	1.4	4.9	5.5	3.4	4.3	3.5
Newspapers	2.1	0.2	2.0	1.7	2.8	2.0	1.7	2.3

Table 6.11 2009 Sources of Information Used for Trip Planning – U.S. West
[Percentage of 2009 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	77.9	90.3	82.4	81.6	80.5	70.5	80.5	77.5
Personal experience	51.1	41.3	50.8	37.6	50.2	57.5	9.3	57.7
Friends/relatives	34.3	56.0	37.6	50.3	34.9	24.2	58.8	30.5
Airlines	24.5	31.9	25.9	16.9	19.9	28.9	19.4	25.3
Hotels/resorts	20.5	28.3	23.2	19.9	19.8	18.8	20.3	20.6
Travel Agents	18.3	27.6	18.5	25.3	17.2	15.7	25.3	17.2
Books	16.0	14.7	16.0	15.1	15.7	16.6	24.2	14.7
Wholesalers	9.2	12.4	7.0	10.9	10.2	9.0	13.1	8.5
Hawaii's visitor bureaus	8.0	14.9	8.5	6.3	7.6	8.1	13.2	7.2
Magazines	7.9	14.2	9.1	8.9	7.2	6.7	11.5	7.3
Information - None	3.1	1.9	1.2	4.8	3.9	3.3	4.4	2.9
Newspapers	2.3	0.0	2.0	1.2	3.4	2.3	0.9	2.5

Table 6.12 2009 Sources of Information Used for Trip Planning – U.S. East
[Percentage of 2009 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	85.0	80.5	84.9	76.6	69.0	78.9	73.9
Friends/relatives	39.8	18.7	51.6	31.4	33.8	44.3	5.8	62.8
Personal experience	38.5	55.2	38.6	53.8	38.4	31.5	54.5	27.7
Travel Agents	26.7	32.4	32.2	20.1	24.7	27.1	25.7	27.4
Hotels/resorts	24.2	35.3	27.6	16.0	21.0	26.5	29.6	20.5
Airlines	22.6	18.0	26.6	15.1	18.8	26.8	19.3	24.9
Books	21.7	33.7	28.0	26.9	19.5	17.1	27.4	17.8
Hawaii's visitor bureaus	15.3	19.2	19.3	12.3	14.8	14.3	18.1	13.5
Magazines	9.9	27.1	10.2	8.1	10.6	7.8	15.5	6.1
Wholesalers	8.6	13.5	11.6	12.5	6.6	6.8	8.9	8.4
Information - None	4.5	1.3	1.9	5.0	7.5	3.5	4.2	4.7
Newspapers	1.9	0.4	2.0	2.5	2.2	1.5	2.2	1.7

Table 6.13 2009 Sources of Information Used for Trip Planning – Japan
[Percentage of 2009 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	65.4	90.8	63.4	71.8	59.7	60.9	79.1	59.0
Internet	56.7	56.9	67.2	67.5	64.8	41.9	50.9	59.4
Personal experience	42.6	21.1	48.4	40.7	48.0	42.7	7.9	58.6
Magazines	35.2	45.3	43.4	41.3	40.3	22.7	36.7	34.5
Books	32.8	40.1	39.7	42.7	37.6	20.5	36.9	30.9
Friends/relatives	23.5	46.2	18.1	36.8	21.0	16.4	38.2	16.7
Wholesalers	16.8	12.8	15.4	20.7	16.9	17.1	18.3	16.2
Hawaii's visitor bureaus	13.5	12.2	16.0	17.4	17.2	8.6	10.2	15.0
Airlines	13.1	8.9	16.6	11.3	15.3	11.7	10.2	14.4
Hotels/resorts	12.6	9.6	20.7	10.5	14.7	9.1	8.1	14.7
Information - None	3.4	0.8	2.1	0.7	2.9	6.0	3.0	3.6
Newspapers	2.0	0.7	0.8	2.1	1.3	3.5	1.2	2.4

Table 6.14 2009 Sources of Information Used for Trip Planning – Canada
[Percentage of 2009 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	84.3	88.9	88.8	90.3	87.2	74.8	82.8	85.0
Personal experience	45.7	29.1	51.1	28.2	40.5	55.8	6.5	65.8
Friends/relatives	39.3	47.0	39.0	59.9	39.9	29.4	57.8	29.9
Travel Agents	27.7	43.6	25.6	19.7	26.6	32.0	34.2	24.4
Airlines	25.2	11.7	28.3	17.2	23.9	28.9	19.3	28.2
Books	22.1	25.9	23.5	27.8	26.4	14.0	30.3	17.9
Hawaii's visitor bureaus	21.7	18.8	19.4	17.1	25.5	22.2	19.5	22.9
Hotels/resorts	12.3	8.7	14.9	10.4	14.0	10.0	15.0	11.0
Magazines	8.2	10.7	7.9	9.1	9.4	6.4	11.9	6.2
Wholesalers	7.8	5.5	6.5	11.0	9.2	6.2	11.9	5.7
Information - None	2.5	1.3	2.2	1.9	2.8	2.8	3.5	1.9
Newspapers	1.6	0.6	0.2	3.2	2.1	1.7	2.5	1.2

Table 6.15 2009 Sources of Information Used for Trip Planning – Europe
[Percentage of 2009 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	77.5	75.1	88.3	89.4	78.9	59.2	78.5	75.3
Travel Agents	50.5	63.9	32.9	46.7	51.8	54.0	54.5	41.2
Books	33.4	29.6	29.3	38.5	37.0	25.5	37.6	23.5
Friends/relatives	26.8	22.2	33.6	38.4	24.8	16.3	29.2	21.2
Personal experience	22.5	8.0	31.4	15.5	23.1	31.7	3.9	65.7
Hotels/resorts	21.1	18.0	23.9	18.5	25.8	17.0	20.6	22.3
Airlines	17.6	8.3	26.8	16.8	19.9	15.0	17.8	17.1
Wholesalers	12.6	13.6	3.6	10.6	12.1	18.9	14.1	9.2
Magazines	9.4	12.7	8.0	8.5	10.8	7.5	9.6	9.0
Hawaii's visitor bureaus	8.8	4.7	5.5	12.7	8.1	9.0	9.4	7.5
Newspapers	1.7	1.5	5.0	1.9	0.8	1.7	2.0	1.1
Information - None	1.3	0.0	0.2	1.3	1.3	2.4	1.4	1.2

Table 6.16 2009 Sources of Information Used for Trip Planning – Oceania
[Percentage of 2009 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	70.8	61.7	58.3	66.2	74.9	76.0	83.0	60.6
Internet	65.6	79.5	75.8	81.5	64.2	54.2	62.1	68.6
Personal experience	32.4	17.4	34.2	17.2	32.6	39.4	4.0	56.2
Friends/relatives	25.6	55.4	26.0	45.2	21.2	17.5	35.8	17.2
Hotels/resorts	17.6	25.1	23.2	14.8	18.5	15.0	16.7	18.3
Books	11.2	10.4	18.0	11.2	8.0	10.7	5.5	16.0
Airlines	10.3	21.6	14.2	2.9	17.4	5.8	12.9	8.2
Hawaii's visitor bureaus	9.7	27.2	11.4	9.9	8.5	8.1	7.7	11.3
Magazines	6.7	18.6	6.2	10.4	7.8	3.4	7.5	6.0
Newspapers	6.0	16.3	1.8	2.5	6.9	7.5	7.5	4.6
Wholesalers	4.3	14.7	1.3	1.6	5.3	5.0	6.4	2.5
Information - None	0.4	1.7	0.0	0.4	0.0	0.6	0.3	0.4

Table 6.17 2009 Internet Usage for Trip Planning
[Percentage of 2009 Visitors Who Used Internet by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Make airline reservations	83.5	86.7	78.8	33.4	77.0	56.4	43.5
Rental car reservations	60.9	64.5	55.4	15.0	59.2	41.5	18.2
Make hotel reservations	54.6	55.6	53.0	27.7	64.3	49.1	51.6
Find things to do	52.4	46.3	61.5	45.6	59.1	60.3	49.0
Estimate costs	52.7	52.6	52.9	18.3	60.8	55.2	56.9
Find hotel or place to stay	46.3	45.8	47.2	69.1	60.5	64.6	74.0
Find recreational activities	40.1	36.9	44.8	36.6	42.0	30.4	30.8
Maps and directions	39.3	37.6	41.8	34.4	46.5	39.0	37.3
Locate sightseeing places	29.6	25.8	35.3	38.9	36.6	43.4	39.6
Find good restaurant	27.9	26.1	30.6	37.5	27.9	19.0	16.2
Find evening activities	14.6	13.0	16.9	6.0	16.1	13.2	11.4
Internet - Book tours and activities	11.2	9.0	14.4	2.1	9.2	10.2	7.6
Locate shopping places	9.7	9.2	10.3	43.0	17.7	12.3	28.3

Table 6.18 2009 Usage of Travel Agent by MMA
[Percentage of 2009 Visitors Who Used Travel Agents by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Make airline reservations	79.0	78.7	79.3	77.3	81.6	87.2	89.7
Make hotel arrangements	63.5	65.6	61.5	81.8	60.2	73.4	73.9
Make rental car reservations	49.0	54.6	43.7	5.5	33.8	31.8	5.8
Help in choosing the airline	39.4	33.1	45.4	38.6	50.3	48.6	50.1
Help in purchasing your packages	17.5	12.5	22.2	36.0	8.8	10.5	15.6
Help in planning activities	15.9	11.8	19.8	32.4	11.2	12.4	15.3
Help in deciding travel to Hawaii	6.1	6.0	6.3	12.0	8.0	9.1	13.6

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 2009 Visitor Satisfaction Survey questionnaire also asked visitors if they had experienced any adversity or safety issues while in Hawai'i. Overall, more than five out of six visitors experienced no problems while in Hawai'i.

In general, the most common issues were visitors experiencing severe weather/natural calamities and drug dealers.

- Japan visitors were more likely to report weather and natural calamities (6.1%).
- Visitors from Oceania were the least likely to experience a problem on their trip (7.2% of visitors).
- Europe (4%) and Oceania (3.5%) respondents were more likely to receive parking tickets.

Table 7.1 2009 Issues and Other Nuisance [Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
no problems	90.5	90.4	90.7	90.7	87.3	88.3	92.8
severe weather/natural calamities	4.1	4.1	4.1	6.1	4.4	4.8	1.9
drug dealers	2.2	2.4	1.9	1.4	4.4	2.8	1.9
parking ticket	1.3	1.2	1.3	1.0	1.9	4.0	3.5
solicited by prostitutes	1.3	1.2	1.3	0.8	1.2	1.0	1.3
wallet stolen	0.9	0.9	0.9	0.3	1.5	0.7	0.9
violence	0.9	0.9	0.8	0.7	1.3	1.6	1.2
car vandalized	0.9	1.0	0.6	0.3	0.9	0.8	0.7
room vandalized	0.2	0.3	0.2	0.3	0.2	0.6	0.5

Table 7.2 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

8. VISITOR PROFILE

**Table 8.1 Lifestyle/Lifestage and Visitation Status
[Percentage of 2009 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
LIFESTYLE/LIFESTAGE SEGMENTS							
Wedding / Honeymoon	3.5	3.0	4.3	9.7	3.7	9.9	3.4
Family	21.0	23.3	17.6	15.8	23.6	9.0	15.6
Young	12.1	12.3	11.8	13.5	13.1	24.1	16.0
Middle age	28.0	26.5	30.2	25.6	29.2	34.6	26.9
Seniors	35.4	34.9	36.1	35.3	30.3	22.5	38.2
VISITATION STATUS							
First timers	24.4	13.5	40.2	31.7	34.1	70.2	46.5
Repeat visitors	75.6	86.5	59.8	68.3	65.9	29.8	53.5

Table 8.2 Income Level – U.S. Total [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.4	1.6	1.4	1.2	0.9
\$15,000 - \$24,999	1.6	1.7	2.3	1.0	1.4
\$25,000 - \$29,999	1.5	1.6	1.5	1.5	1.5
\$30,000 - \$34,999	1.6	2.0	1.4	0.9	1.0
\$35,000 - \$39,999	2.6	2.1	1.7	3.3	1.5
\$40,000 - \$44,999	2.7	3.2	2.5	2.5	2.8
\$45,000 - \$49,999	3.0	3.7	2.1	3.2	2.6
\$50,000 - \$69,999	12.0	12.8	9.2	11.8	12.3
\$70,000 - \$99,999	20.8	21.9	22.9	22.1	20.2
\$100,000 - \$124,999	16.0	17.3	18.7	14.0	17.9
\$125,000 - \$149,999	9.3	8.5	10.9	8.1	8.9
\$150,000 - \$199,999	11.0	10.1	10.8	11.7	10.3
\$200,000 or more	16.5	13.6	14.6	18.8	18.7

Table 8.3 Income Level – U.S. West [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.5	1.8	1.1	1.4	0.6
\$15,000 - \$24,999	1.7	2.2	2.6	0.9	1.4
\$25,000 - \$29,999	1.3	1.7	1.6	1.6	1.2
\$30,000 - \$34,999	1.6	2.1	1.7	1.0	0.8
\$35,000 - \$39,999	2.5	1.8	1.9	2.9	1.7
\$40,000 - \$44,999	2.0	2.8	1.8	1.9	2.1
\$45,000 - \$49,999	2.8	3.8	2.2	2.5	3.2
\$50,000 - \$69,999	11.9	12.1	8.8	12.2	13.5
\$70,000 - \$99,999	21.4	23.1	24.3	22.0	18.4
\$100,000 - \$124,999	15.9	17.1	18.6	14.4	16.5
\$125,000 - \$149,999	9.5	8.1	12.1	8.1	10.3
\$150,000 - \$199,999	11.2	10.0	10.9	12.4	11.3
\$200,000 or more	16.8	13.3	12.4	18.9	19.0

Table 8.4 Income Level – U.S. East [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.2	1.4	1.8	0.9	1.2
\$15,000 - \$24,999	1.5	1.3	2.0	1.1	1.5
\$25,000 - \$29,999	1.8	1.6	1.2	1.4	1.8
\$30,000 - \$34,999	1.5	1.9	1.1	0.7	1.3
\$35,000 - \$39,999	2.7	2.3	1.5	4.0	1.2
\$40,000 - \$44,999	3.7	3.7	3.4	3.3	3.6
\$45,000 - \$49,999	3.4	3.5	1.9	4.1	1.9
\$50,000 - \$69,999	12.2	13.4	9.8	11.2	10.9
\$70,000 - \$99,999	20.0	20.6	21.2	22.3	22.4
\$100,000 - \$124,999	16.3	17.5	18.7	13.5	19.7
\$125,000 - \$149,999	9.0	8.8	9.4	8.2	7.3
\$150,000 - \$199,999	10.6	10.2	10.7	10.7	9.1
\$200,000 or more	16.0	13.9	17.3	18.6	18.3

Table 8.5 Income Level – Japan [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME in 10,000 Japanese Yen					
150 or less	3.4	3.6	7.2	3.5	2.3
150 - 249.999	5.0	5.3	3.1	6.5	4.1
250 - 299.999	5.0	5.2	2.2	2.6	4.3
300 - 349.999	5.2	5.3	1.0	3.0	5.1
350 - 399.999	5.5	5.5	2.1	3.9	6.1
400 - 449.999	5.1	5.0	4.6	4.2	5.7
450 - 499.999	5.5	5.4	9.2	6.2	5.7
500 - 699.999	16.9	16.7	10.9	16.3	15.5
700 - 999.999	22.5	22.6	26.2	16.0	22.3
1,000 - 1,249.999	11.7	11.6	15.4	13.7	11.7
1,250 - 1,499.999	5.9	5.8	7.7	12.3	5.5
1,500 - 1,999.999	4.5	4.3	3.1	4.6	6.7
2,000 or more	3.8	3.7	7.3	7.3	5.0

Table 8.6 Income Level – Canada [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.5	2.3	0.7	0.9	1.6
\$15,000 - \$24,999	1.7	2.2	1.3	1.4	2.1
\$25,000 - \$29,999	2.3	3.6	0.6	1.4	2.5
\$30,000 - \$34,999	1.9	2.0	3.5	1.6	2.3
\$35,000 - \$39,999	2.4	3.3	2.3	2.4	2.6
\$40,000 - \$44,999	3.4	4.1	3.0	3.2	3.2
\$45,000 - \$49,999	4.6	4.4	5.5	4.6	4.3
\$50,000 - \$69,999	12.6	14.0	12.1	9.7	13.3
\$70,000 - \$99,999	22.1	23.7	20.1	19.3	22.3
\$100,000 - \$124,999	15.0	13.8	18.1	16.7	15.8
\$125,000 - \$149,999	9.4	8.7	10.1	11.4	8.5
\$150,000 - \$199,999	9.1	7.1	7.8	11.5	8.2
\$200,000 or more	14.0	10.9	14.8	15.8	13.2

Table 8.7 Income Level – Europe [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	5.4	5.9	4.3	5.3	6.4
\$15,000 - \$24,999	3.0	2.6	1.8	2.8	2.0
\$25,000 - \$29,999	2.6	2.4	2.1	3.0	2.9
\$30,000 - \$34,999	3.7	3.5	4.6	3.6	2.7
\$35,000 - \$39,999	3.5	3.1	2.9	3.8	3.6
\$40,000 - \$44,999	4.4	5.5	1.9	1.9	3.1
\$45,000 - \$49,999	5.6	6.3	7.3	4.9	4.3
\$50,000 - \$69,999	13.0	13.3	15.1	13.8	11.1
\$70,000 - \$99,999	20.5	20.2	19.2	22.1	25.3
\$100,000 - \$124,999	14.0	14.6	10.0	10.7	10.4
\$125,000 - \$149,999	7.0	6.7	11.1	9.4	8.7
\$150,000 - \$199,999	6.7	5.9	9.2	7.8	8.5
\$200,000 or more	10.8	9.9	10.4	11.0	11.0

Table 8.8 Income Level – Oceania [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.7	1.6	0.0	0.0	0.7
\$15,000 - \$24,999	2.7	2.7	2.9	2.8	2.1
\$25,000 - \$29,999	2.6	2.6	0.9	2.1	1.5
\$30,000 - \$34,999	6.2	6.4	7.0	2.3	8.7
\$35,000 - \$39,999	3.7	3.8	1.7	2.3	1.6
\$40,000 - \$44,999	2.9	2.9	3.5	3.0	10.0
\$45,000 - \$49,999	5.4	5.5	4.3	8.5	7.0
\$50,000 - \$69,999	11.8	11.6	14.3	9.8	12.3
\$70,000 - \$99,999	19.7	19.4	28.3	21.3	20.1
\$100,000 - \$124,999	13.6	13.6	8.7	15.3	12.9
\$125,000 - \$149,999	8.6	8.5	8.1	9.7	6.9
\$150,000 - \$199,999	8.6	8.8	10.3	7.8	10.4
\$200,000 or more	12.6	12.7	10.0	15.2	5.8

Table 8.9 Employment [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
EMPLOYMENT STATUS							
Working	68.9	68.5	69.5	57.7	68.8	75.7	72.1
Retired	21.0	20.7	21.5	11.0	21.3	13.5	22.0
Student	1.8	1.8	1.8	1.3	2.8	6.0	1.0
Homemaker	5.6	6.2	4.8	21.8	4.5	1.6	3.6
Other	2.6	2.8	2.4	8.3	2.5	3.2	1.4

Table 8.10 Education [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
HIGHEST LEVEL OF SCHOOL							
No high school	0.0	0.0	0.0	1.3	0.2	1.4	0.4
Some high school	0.4	0.3	0.4	0.9	2.1	4.7	7.0
High school grad	7.5	6.2	9.3	32.1	12.9	17.5	22.5
Some college	14.6	15.5	13.3	2.0	16.5	9.9	14.8
2-year degree	8.9	9.0	8.7	14.0	8.7	3.9	4.1
4-year degree	35.1	36.7	32.7	38.5	31.7	29.0	25.5
Post grad degree	31.4	30.1	33.3	3.5	21.2	27.3	18.4
Vocational/technical	2.2	2.1	2.3	7.8	6.8	6.3	7.4

Table 8.11 Gender and Age [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
GENDER							
Male	46.5	45.7	47.6	47.2	47.3	62.8	43.8
Female	53.5	54.3	52.4	52.8	52.7	37.2	56.2
AGE							
Median (Years)	51.0	51.0	51.0	49.0	50.0	43.0	52.0

Table 8.12 Relationship with Hawai'i [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
BEEN TO HAWAI'I BEFORE							
Yes	75.6	86.5	59.8	68.3	65.9	29.8	53.5
No	24.4	13.5	40.2	31.7	34.1	70.2	46.5
LIVED IN HAWAI'I BEFORE							
Yes	8.7	10.4	6.3	1.4	1.6	2.2	1.5
No	91.3	89.6	93.7	98.6	98.4	97.8	98.5
HAVE FRIENDS AND/OR RELATIVES IN HAWAI'I							
Yes	42.3	47.3	35.1	18.4	18.6	22.3	13.9
No	57.7	52.7	64.9	81.6	81.4	77.7	86.1
DO YOU OWN PROPERTY IN HAWAI'I?							
Own time share property in Hawai'i	9.5	11.1	7.1	6.6	5.7	0.8	0.4
Own other types of property in Hawai'i	2.8	3.6	1.6	0.9	2.0	0.4	0.2
None	87.7	85.2	91.3	92.5	92.3	98.8	99.4

Table 8.13 Travel History [Percentage of 2009 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	10.2	9.3	11.5	22.8	10.1	7.7	16.6
2 to 4 trips	41.1	39.4	43.7	50.3	46.6	43.0	43.7
5 to 9 trips	30.2	31.1	28.9	19.8	28.5	31.3	26.1
10 or more trips	18.5	20.2	15.9	7.1	14.9	17.9	13.6

Table 8.14 Places Visited in the Past 3 Years [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Alaska	12.1	12.6	11.3	0.5	6.9	3.2	11.2
California	47.7	52.7	40.1	6.1	37.6	44.6	44.8
Florida	31.3	21.4	46.4	2.0	25.7	25.0	12.6
Las Vegas	39.0	42.8	33.3	6.9	35.8	29.5	40.1
New York City	22.8	21.2	25.2	5.3	17.8	28.5	34.8
Other U.S.	51.8	53.2	49.6	8.6	38.9	28.0	27.6
Bali	2.0	2.4	1.5	8.0	2.7	4.0	6.9
China	3.8	4.3	3.1	19.5	3.1	6.9	8.8
Fiji	0.7	0.9	0.5	1.9	0.6	1.1	10.7
Guam/Saipan	1.5	1.8	1.1	20.0	1.6	1.8	5.4
Korea	1.6	2.0	1.1	26.8	1.8	5.1	6.5
Thailand	4.3	5.4	2.7	12.1	4.0	13.6	16.7
Other Asia	5.3	6.2	3.9	18.2	5.3	19.4	27.6
Australia	3.5	3.8	3.1	9.3	2.9	8.9	34.1
New Zealand	2.5	2.6	2.3	3.9	2.1	3.2	13.2
Europe	27.8	28.1	27.4	23.6	34.0	72.1	38.4
Canada	15.7	17.0	13.9	5.2	46.9	15.1	24.9
Caribbean	18.8	13.0	27.6	0.7	24.9	15.9	4.2
Mexico	26.9	30.4	21.6	1.5	30.6	10.4	11.2
Other	10.3	11.0	9.4	5.6	6.2	12.8	12.7

Table 8.15 Primary Purpose of Trip [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
PRIMARY PURPOSE							
Vacation	66.9	70.2	62.2	66.5	80.2	69.3	81.2
Business meeting/conduct business	6.0	5.1	7.3	1.2	1.4	2.7	0.4
Convention, conference, seminar	3.0	2.5	3.8	0.6	2.8	5.1	1.8
Incentive/reward	1.0	0.7	1.5	1.1	0.7	0.6	0.7
Visit friends/relatives	9.7	9.6	9.8	2.8	3.0	4.9	3.3
Get married	0.5	0.5	0.6	1.6	0.6	0.6	0.2
Attend/participate in wedding	2.6	2.6	2.6	6.5	3.7	2.1	0.6
Honeymoon	2.5	2.0	3.2	7.5	2.5	8.4	2.9
Anniversary/birthday	4.2	3.7	4.9	1.8	3.0	1.7	2.9
Sports event	0.6	0.7	0.5	1.7	0.9	1.9	0.3
Cultural/musical event	0.3	0.3	0.2	0.9	0.1	0.0	0.0
Medical treatment	0.0	0.0	0.1	0.2	0.0	0.0	0.0
Shopping/fashion	0.0	0.1	0.0	3.6	0.1	0.3	0.1
Other	2.5	2.1	3.2	4.2	1.1	2.4	5.6

Table 8.16 Secondary Purpose of Trip [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
SECONDARY PURPOSE							
Vacation	42.6	40.2	45.6	25.6	42.5	47.5	35.5
Business meeting/conduct business	3.9	4.4	3.3	0.8	1.5	1.0	0.9
Convention, conference, seminar	1.1	1.2	0.9	1.1	1.2	3.3	1.0
Incentive/reward	2.2	1.8	2.8	0.7	3.0	0.9	0.5
Visit friends/relatives	21.5	22.4	20.3	4.5	17.7	14.1	7.4
Get married	0.2	0.1	0.3	1.3	0.9	0.4	0.3
Attend/participate in wedding	0.9	1.1	0.6	3.3	1.2	0.5	1.5
Honeymoon	1.4	1.3	1.6	2.2	1.7	2.7	1.1
Anniversary/birthday	14.9	15.3	14.3	3.8	14.4	10.5	6.3
Sports event	0.8	1.1	0.3	2.2	1.3	2.0	1.2
Cultural/musical event	1.2	1.3	1.2	2.0	0.8	3.9	0.3
Medical treatment	0.1	0.0	0.2	0.4	0.0	0.1	0.0
Shopping/fashion	2.0	1.8	2.3	44.7	4.8	5.6	25.0
Other	7.3	8.1	6.2	7.4	8.8	7.6	19.0

Table 8.17 Companion Type [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
TRAVEL PARTY							
Spouse	70.6	71.7	68.9	64.4	75.2	52.4	67.9
With kids	23.9	26.6	20.0	17.3	25.7	10.6	18.1
Other adult family members	28.2	29.4	26.4	30.4	29.9	16.5	24.2
Friends/associates	18.3	18.2	18.5	20.2	20.4	21.0	20.4
Girl/boy friend	8.0	7.6	8.5	2.6	6.7	19.5	6.1
Same sex partner	2.2	2.6	1.7	0.6	1.5	3.7	0.9

Table 8.18 Year of Last Visit to Hawai'i [Percentage of 2009 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	8.9	6.8	13.0	8.4	11.4	9.6	16.0
1991-2000	11.3	10.4	13.1	15.4	12.6	14.4	25.0
2001	1.9	1.7	2.2	1.9	2.3	5.8	3.2
2002	2.2	2.1	2.5	2.8	2.5	4.8	1.8
2003	3.2	3.1	3.3	2.4	2.7	4.3	1.1
2004	4.2	4.0	4.7	5.5	3.5	4.4	5.7
2005	5.9	5.9	6.0	6.0	5.1	4.0	7.9
2006	9.4	9.6	9.1	6.9	8.4	7.7	9.7
2007	18.2	19.3	15.9	16.9	18.4	11.2	10.5
2008	34.8	37.2	30.2	33.7	33.1	33.6	19.2

Table 8.19 Accommodation Usage by Island [Percentage of 2009 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
ACCOMMODATION ON O'AHU							
Hotel	65.8	62.0	69.5	85.1	70.1	81.5	85.5
Condo	5.0	5.6	4.5	9.1	18.2	5.3	8.6
Bed & Breakfast	0.4	0.0	0.7	0.0	0.1	1.3	0.3
Time Share	8.5	10.5	6.6	4.9	7.6	0.3	0.9
Friends or Family's Home	18.8	20.6	17.1	2.5	4.6	6.6	3.9
Home I Own	0.8	1.3	0.2	0.4	0.5	0.2	0.0
Home that I Rented	3.1	3.8	2.4	0.1	2.9	4.0	0.6
Cruise Ship	1.3	0.5	2.0	0.0	1.8	1.0	0.3
Other Accom	2.6	2.7	2.4	0.2	1.9	3.3	2.1
ACCOMMODATION ON MAUI							
Hotel	37.3	32.9	43.3	69.7	26.9	48.5	47.1
Condo	33.2	38.6	25.7	16.1	52.7	16.2	18.5
Bed & Breakfast	1.4	1.7	1.0	0.0	2.6	8.7	2.0
Time Share	19.2	20.6	17.1	4.8	10.1	2.8	2.3
Friends or Family's Home	6.6	8.6	3.8	7.7	2.9	6.3	9.3
Home I Own	1.3	1.5	1.0	0.9	0.8	0.2	0.0
Home that I Rented	1.5	1.6	1.3	0.4	2.2	4.8	1.3
Cruise Ship	6.3	2.2	11.8	2.1	8.5	9.0	19.5
Other Accom	0.8	0.9	0.6	0.0	1.2	8.0	3.5
ACCOMMODATION ON HILO							
Hotel	31.7	34.8	29.2	72.7	26.4	46.1	20.0
Condo	3.3	4.9	2.0	7.7	4.6	4.4	1.9
Bed & Breakfast	10.3	7.3	12.8	0.6	9.7	14.6	6.3
Time Share	5.2	9.6	1.7	3.5	2.9	0.6	1.3
Friends or Family's Home	13.8	20.0	8.8	7.2	6.1	3.2	5.8
Home I Own	1.3	2.6	0.3	3.8	0.2	0.0	0.0
Home that I Rented	8.2	8.7	7.8	2.3	9.4	3.2	0.6
Cruise Ship	26.7	14.3	36.9	3.5	41.8	17.3	48.4
Other Accom	5.8	7.0	4.7	1.3	6.1	13.7	17.2
ACCOMMODATION ON KONA							
Hotel	43.2	42.3	44.4	75.6	29.7	60.1	46.6
Condo	21.6	26.6	15.2	14.9	30.3	7.8	10.5
Bed & Breakfast	1.3	1.4	1.3	0.5	0.9	7.2	1.7
Time Share	15.0	15.9	13.8	6.4	15.1	2.2	2.5
Friends or Family's Home	7.5	8.5	6.1	1.0	5.1	2.3	5.7
Home I Own	0.8	1.2	0.2	0.7	1.1	0.2	0.0
Home that I Rented	5.5	7.1	3.4	0.8	7.5	5.1	2.0
Cruise Ship	10.1	3.8	18.4	0.8	15.2	11.3	31.5
Other Accom	0.9	1.2	0.6	0.8	2.8	7.8	1.7
ACCOMMODATION ON HAWAI'I ISLAND							
Hotel	48.0	46.8	49.5	79.2	34.4	66.6	51.9
Condo	20.4	25.1	14.2	13.4	29.5	7.0	9.6
Bed & Breakfast	1.3	1.3	1.2	0.5	0.9	6.5	1.6
Time Share	14.1	15.0	13.0	5.8	14.7	2.0	2.3
Friends or Family's Home	7.0	8.0	5.8	0.9	4.9	2.0	5.2
Home I Own	0.7	1.2	0.2	0.6	1.0	0.1	0.0
Home that I Rented	5.2	6.7	3.2	0.7	7.3	4.6	1.8
Cruise Ship	9.5	3.6	17.3	0.7	14.8	10.2	29.0
Other Accom	0.9	1.1	0.6	0.8	2.7	7.0	1.6
ACCOMMODATION ON KAUAI							
Hotel	28.1	26.4	30.3	65.6	22.2	48.5	24.3
Condo	22.8	25.2	19.4	15.0	30.0	15.2	5.6
Bed & Breakfast	1.7	1.7	1.8	2.5	1.6	5.3	2.1
Time Share	28.2	31.7	23.4	4.1	23.2	3.9	7.7
Friends or Family's Home	5.8	6.8	4.5	6.1	2.9	4.3	2.5
Home I Own	0.5	0.7	0.2	0.0	0.6	0.0	1.5
Home that I Rented	7.1	8.6	5.0	1.0	6.8	7.3	4.6
Cruise Ship	10.4	4.5	18.3	5.6	19.0	12.0	47.1
Other Accom	3.1	3.5	2.5	0.0	2.1	8.9	6.1

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 2009 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.	23,413	6,590	28.1%
Japan	11,600	4,385	37.8%
Canada/Europe	20,212	5,600	27.7%
Oceania	4,292	1,188	27.7%

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	3,250	2,718,818	+/- 1.72%
U.S. East	3,260	1,561,468	+/- 1.71%
Japan	4,369	1,168,080	+/- 1.48%
Canada	3,256	346,583	+/- 1.71%
Europe	2,283	104,403	+/- 2.03%
Oceania	1,182	136,717	+/- 2.84%

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 Lāna'i, Moloka'i, and to a lesser extent, Kona and Hilo.

10. 2009 VISITOR SATISFACTION
SURVEY FORM (ENGLISH VERSION)



2009 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.sms Hawaii.com/VisitorSurvey.html>

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) _____

--	--	--	--	--	--	--	--

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

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

- O'ahu
 Maui
 Moloka'i
 Lana'i
 Kaua'i
 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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
location -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
facility -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
location -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of choices -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality and taste of the food -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a sufficient number of shopping places -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locations -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of merchandise -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality of merchandise -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of local specialty items/handmade goods -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf Courses (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locations -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities & Attractions (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
exciting -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of choices -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation by bus, taxi, trolley (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convenience -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
efficiency -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airports (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
signage -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ease of getting around -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of food -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of shopping -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendliness of workers -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks & Beaches (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
security -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
facility -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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	Maui	Kaua'i	Big Island of Hawai'i (Hilo)	Big Island of Hawai'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"/>	<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"/>

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"/>	<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"/>

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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide to visit Hawai'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide on which islands to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Set the date for the trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make airline reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make accommodation reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make rental car reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase tour or attraction packages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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)

- Alaska Bali
- California China
- Florida Korea
- Las Vegas Thailand
- New York City Other Asia
- Other U.S. Australia
- Canada Fiji
- Mexico Guam/Saipan
- Caribbean New Zealand
- Europe None
- 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 Moloka'i
- Island of Lana'i
- Big Island of Hawai'i (Hilo)
- Big Island of Hawai'i (Kona)
- Island of Kaua'i

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 2008 (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 \$69,999
- \$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
- Lihu'e 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.**