

2010

Visitor Satisfaction Monitoring Report

First - Third Quarter
(January - September)



TOURISM AUTHORITY

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INTRODUCTION

This monitoring report presents selected preliminary statistics from the first, second and third quarters of 2010 Visitor Satisfaction and Activity survey. The survey measures the opinions of visitors, regarding their satisfaction with Hawai'i as a visitor destination, from four Major Market Areas (MMA): U.S. West, U.S. East, Japan, and Canada (see Definition and Survey Methodology). The report highlights survey respondents' evaluation of the vacation experience, including: overall satisfaction with the most recent vacation to Hawai'i, trip expectations, likelihood to recommend Hawai'i, likelihood to revisit Hawai'i, reasons for not revisiting Hawai'i, satisfaction by island, and trip planning timeline.

For further information about obtaining visitor data and other sources, contact the Hawai'i Tourism Authority (HTA) at (808) 973-2255 or email Research@HawaiiTourismAuthority.org.

CONDITION OF VISITOR INDUSTRY

Total visitor arrivals by air in the first, second and third quarters of 2010 improved compared to the same periods in 2009.

For the first nine months of 2010, total arrivals by air rose 7.3 percent, from year-to-date 2009, to 5,233,920 visitors. Arrivals increased for all top four markets, led by Canada (+12.2%), followed by U.S. West (+6.3%), Japan (+5.5%), and U.S. East (+2.6%). The combined length of stay was stable at 9.38 days.

For the first nine months of 2010, statewide first-time visitors comprised 34.1 percent of total visitors, unchanged from the same period in 2009. The share of first-time visitors among U.S. West (19.5%), U.S. East (42.8%), Japan (40.3%) and Canada visitors (37.8%) were similar to year-to-date 2009.

RESULTS

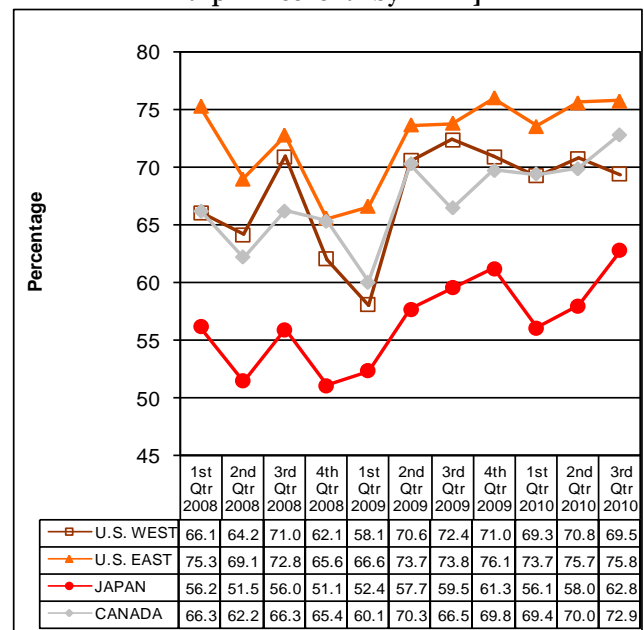
Visitor Satisfaction Ratings

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.

Vacation to Hawai'i Was Rated Excellent

Overall, more than half of visitors in the first, second and third quarters of 2010, from any major marketing area continued to rate their most recent trip to Hawai'i as **excellent** (see Figure 1).

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



- In the first quarter of 2010, excellent ratings from U.S. West (69.3%, +11.2 percentage points), U.S. East (73.7%, +7.1 percentage points), and Canada (69.4%, +9.3 percentage

points) visitors significantly improved, while Japan visitors' ratings (56.1%) were similar compared to the first quarter of 2009.

- The percentage of visitors from all four major markets who rated their trip to Hawai'i excellent in the second quarter of 2010, were consistent with ratings in their respective market in the second quarter of 2009.
- In the third quarter of 2010, the percentage of excellent ratings by Canada visitors (72.9%, +6.4 percentage points) were moderately higher while ratings for U.S. West, U.S. East and Japan visitors were about the same as the third quarter of 2009.

- In the first quarter of 2010, U.S. West (37.1%, +11.4 percentage points) and U.S. East (42.5%, +8.9 percentage points) visitors who said their recent trip to Hawai'i exceeded expectations were significantly higher than the first quarter of 2009.
- Ratings in the second quarter of 2010 from all four visitor markets were about the same compared to the second quarter of 2009.
- In the third quarter of 2010, ratings by Canada (49.1%, +11.3 percentage points) and U.S. East (53.3%, +10.4 percentage points) visitors improved significantly compared to the third quarter of 2009.

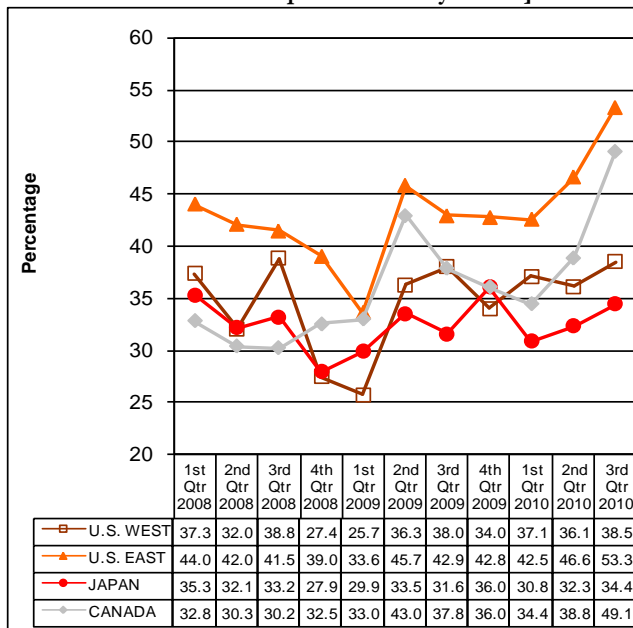
Exceeded Expectations

The visitors' evaluation of their 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. Overall, Hawai'i's ability to exceed expectations continues to be quite strong (see Figure 2).

Very Likely to Recommend Hawai'i

When visitors are highly satisfied with their trip, they are more likely to recommend the destination to friends and family. Many Hawai'i visitors responded that they would be *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. At least two-thirds of visitors in any MMA stated that they would be very likely to recommend Hawai'i (see Figure 3).

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



- More U.S. West (90.5%, +8.6 percentage points) and U.S. East (88%, +4.3 percentage points) visitors in the first quarter of 2010 were very likely to recommend Hawai'i to friends and relatives compared to the first quarter of 2009.
- Ratings in the second and third quarters of 2010 from all four visitor markets were consistent with the respective ratings in the second and third quarters of 2009.

Figure 3: 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]

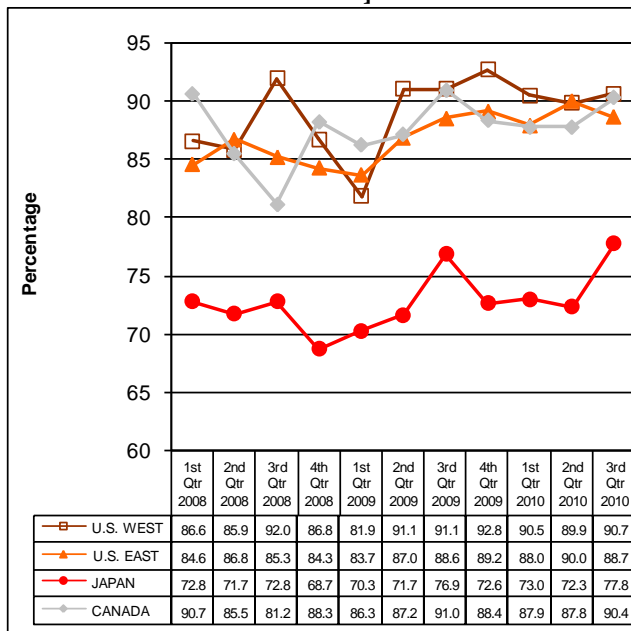
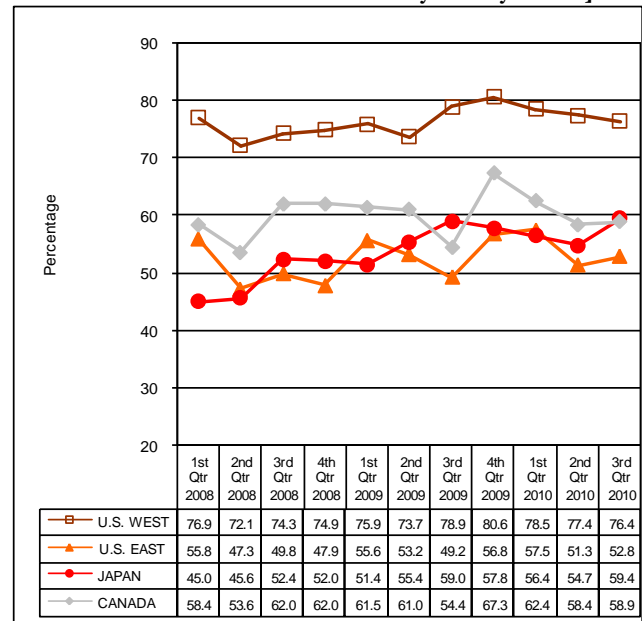


Figure 4: Very Likely to Revisit Hawai'i
 [Percentage of visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



Likelihood to Revisit Hawai'i

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 to estimate future demand and changes in desires. Visitors appeared to be satisfied with their vacations and their sentiments toward returning in the near future seemed positive (see Figure 4).

In the first quarter of 2010, the percentage of visitors from Japan (56.4%), U.S. West (78.5%), U.S. East (57.5%), and Canada (62.4%) who responded that they were very likely to revisit Hawai'i in the next five years were similar to responses in the first quarter of 2009.

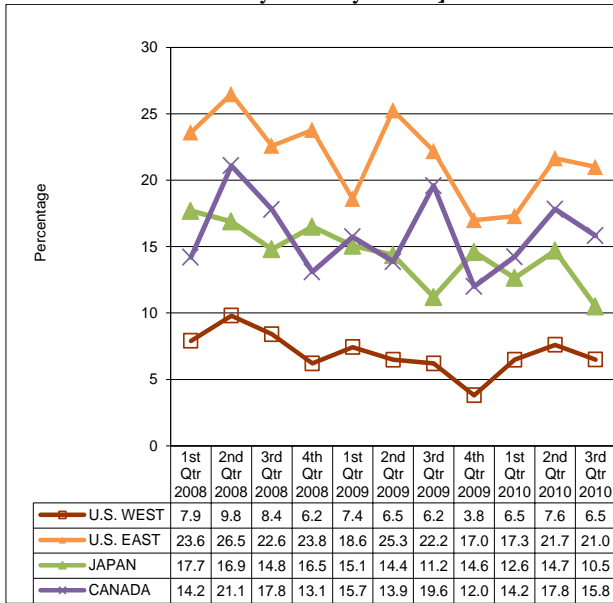
- A higher percentage of U.S. West visitors (77.4%, +3.7 percentage points) in the second quarter of 2010 said that they would return, while ratings for U.S. East, Japan, and Canada visitors were about the same compared to the second quarter of 2009.
- There were no significant differences in the third quarter of 2010 ratings from all four visitor markets compared to the third quarter of 2009.

Not Likely to Revisit Hawai'i

The percentage of respondents who answered that they were "Not too likely" or "Not at all likely" to visit Hawai'i in the next five years continued to be fairly low among U.S. West visitors while moderately higher for U.S. East, Japan and Canada visitors (see Figure 5).

Ratings from each of the four visitor markets in all three quarters of 2010 were similar to ratings in the first, second, and third quarters of 2009.

Figure 5: 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]



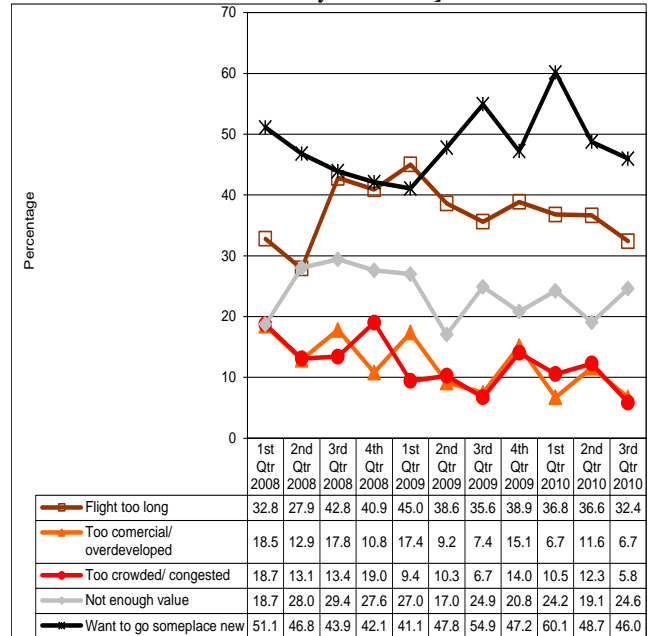
- Only about seven percent of U.S. West visitors in the first, second, and third quarters of 2010 responded that they were not likely to revisit Hawai'i in the next five years.
- Two out of ten U.S. East visitors in the first (17.3%), second (21.7%), and third (21%) quarters of 2010 responded that they would not likely return to the islands.
- Among Japanese visitors in 2010, 12.6 percent in the first quarter, 14.7 percent in the second quarter, and 10.5 percent in the third quarter responded that they were not likely to revisit Hawai'i.
- The percentages of Canada visitors in the first (14.2%), second (17.8%), and third (15.8%) quarters of 2010 not likely to revisit were also similar to the respective quarters in 2009.

Reasons for Not Revisiting Hawai'i

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).

- Among U.S. visitors in 2010, 60.1 percent in the first quarter, 48.7 percent in the second quarter, and 46 percent in the third quarter were not likely to revisit Hawai'i because they want to go someplace new. The percentage in the first quarter of 2010 was significantly higher than the first quarter of 2009 (+19 percentage points), while the percentage in the third quarter of 2010 was noticeable lower (-8.9 percentage points) than the third quarter of 2009 (see Figure 6).

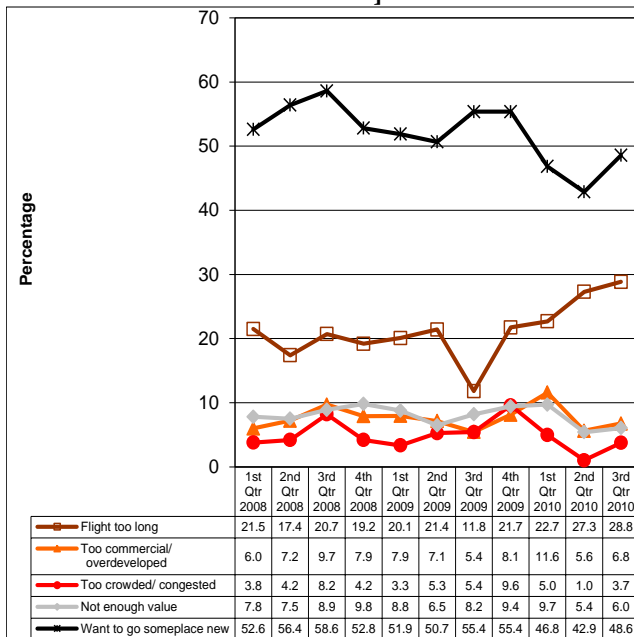
Figure 6: Reasons for Not Revisiting Hawai'i - U.S. [Percentage of visitors who were not likely to revisit]



- The share of U.S. visitors in the first quarter of 2010 who said that the flight was too long (36.8%) dropped 8.2 percentage points compared to the first quarter of 2009. The proportion for the second (36.6%) and third (32.4%) quarters of 2010 were in line with the second and third quarters of 2009.
- Similar to 2009, 24.2 percent of U.S. visitors in the first quarter of 2010, 19.1 percent in the second quarter of 2010, and 24.6 percent in the third quarter of 2010 said that Hawai'i did not provide enough value.

- Significantly fewer U.S. visitors in the first quarter of 2010 said that Hawai'i was too commercial/overdeveloped (6.7%, -10.7 percentage points) compared to the first quarter of 2009.

Figure 7: Reasons for Not Revisiting Hawai'i - Japan [Percentage of visitors who were not likely to revisit]



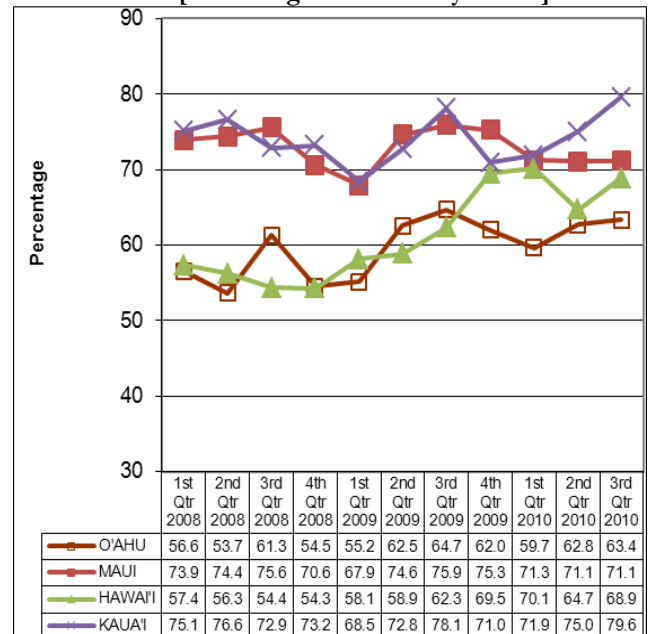
- Among Japan visitors in 2010, fewer in the second (42.9%, -7.8 percentage points), and third (48.6%, -6.8 percentage points) quarters said that they want to go someplace new, compared to the second and third quarters of 2009 (see Figure 7).
- Compared to a year ago, an increasing percentage of Japan visitors in the second (27.3%, +5.9% percentage points) and third (28.8%, +17% percentage points) quarters of 2010 thought that the flight was too long.
- Less than ten percent of Japan visitors in the first (9.7%), second (5.4%) and third (6%) quarters of 2010 said that Hawai'i did not provide enough value, similar to the respective quarters in 2009 and in 2008.

Individual Island Experience

Each island has unique characteristics, activities, and products which result in varied visitor experiences. Consequently, visitors were also asked to rate their experience on each island that they visited during their most recent trip.

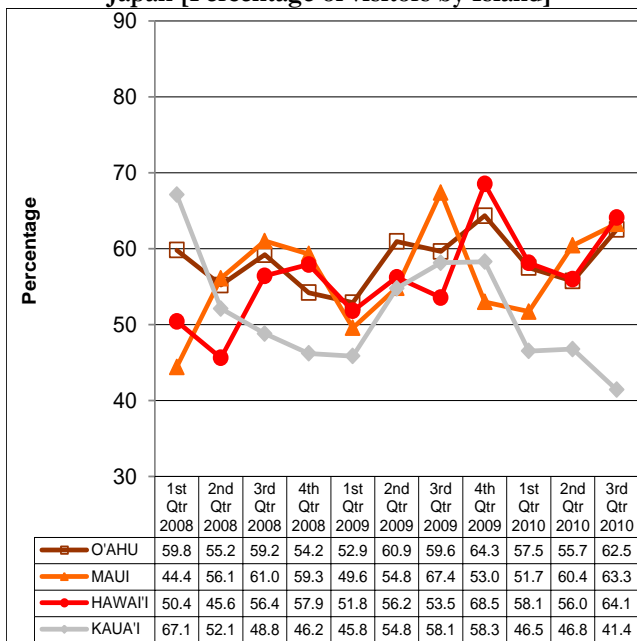
- Up until the fourth quarter of 2009, excellent ratings by U.S. visitors on Maui or Kauai were distinctively higher than excellent ratings on O'ahu or Hawai'i Island. However, in recent quarters of 2010, Hawai'i Island ratings have improved significantly to be almost as high as Maui's ratings (see Figure 8).
- U.S. visitors' excellent ratings for Kauai rebounded from a low of 68.5 percent in the first quarter of 2009, to a high of 79.6 percent in the third quarter of 2010.
- Compared to the respective quarters in 2009, the share of U.S. visitors who rated Hawai'i Island excellent, increased significantly in the first, (70.1%, +12 percentage points), second (64.7%, + 5.8 percentage points), and third (68.9%, +6.6 percentage points) quarters of 2010.

Figure 8: Island Experience Rated as Excellent – U.S. [Percentage of visitors by Island]



- The share of U.S. visitors in the first quarter of 2010 who rated O‘ahu excellent (59.7%) rose 4.5 percentage points from the first quarter of 2009.
- In 2010, Maui’s excellent ratings by U.S. visitors increased in the first quarter (71.3%, +3.4 percentage points), but decreased in the second (71.1%, -3.5 percentage points), and third (71.1%, - 4.8 percentage points) quarters compared to the same periods in 2009.

Figure 9: Island Experience Rated as Excellent - Japan [Percentage of visitors by Island]

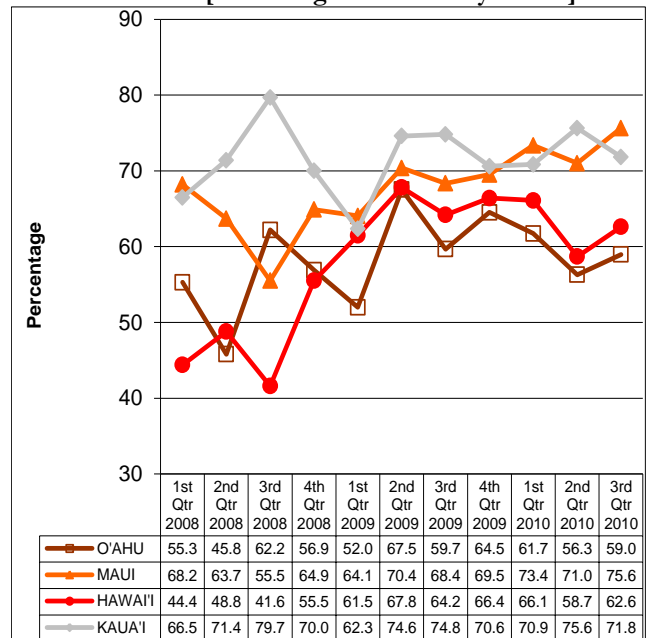


- Among visitors from Japan, third quarter 2010 ratings for Hawai‘i Island significantly improved, but ratings for Kaua‘i was noticeably lower compared to the third quarter of 2009. Third quarter 2010 ratings for Maui declined moderately, while third quarter 2010 ratings for O‘ahu was similar to a year ago. (see Figure 9).
- Hawai‘i Island ratings from Japan visitors rose 6.3 percentage points in the first quarter of 2010 (58.1%), and 10.6 percentage points in the third quarter of 2010 (64.1%).
- Second (46.8%, -8 percentage points) and third (41.4%, -16.7 percentage points) quarter

2010 ratings by Japan visitors for Kaua‘i were significantly lower than the previous year.

- Maui ratings among Japan visitors increased (60.4%, +5.6 percentage points) from the second quarter of 2009; but declined (63.3%, -4.1 percentage points) from the third quarter of 2009.

Figure 10: Island Experience Rated as Excellent – Canada [Percentage of visitors by Island]



- Among visitors from Canada, Maui and Kaua‘i scored distinctively higher in 2010 compared to O‘ahu and Hawai‘i Island (see Figure 10).
- Maui ratings by Canada visitors had been increasing since the third quarter of 2008 to a high of 75.6 percent in the third quarter of 2010.
- Canada visitor ratings for Kaua‘i in the first quarter of 2010 (70.9%) were 8.6 percent higher than the first quarter of 2009, while ratings for the second and third quarters of 2010 were consistent with ratings from the same periods in 2009.
- O‘ahu ratings by Canada visitors in the first quarter of 2010 (61.7%) improved 9.7 percentage points from the first quarter of

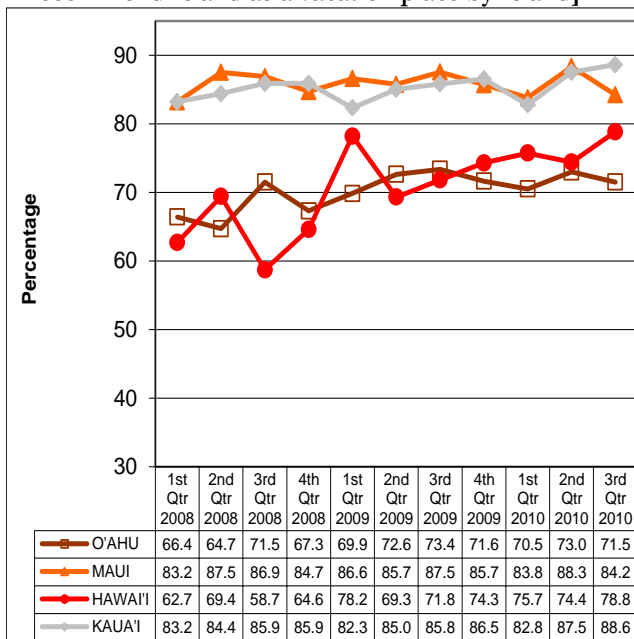
2009. However, second quarter 2010 ratings declined 11.2 percentage points to 56.3 percent.

- Hawai'i Island satisfaction ratings from Canada visitors for the first (66.1%) and third (62.6%) quarters of 2010 were similar, but ratings for the second quarter of 2010 (58.7%, -9.1 percentage points) were lower compared to a year ago.

Individual Island Recommendation

When visitors are highly satisfied with the destination they visited, they will be more likely to recommend the place to friends and family.

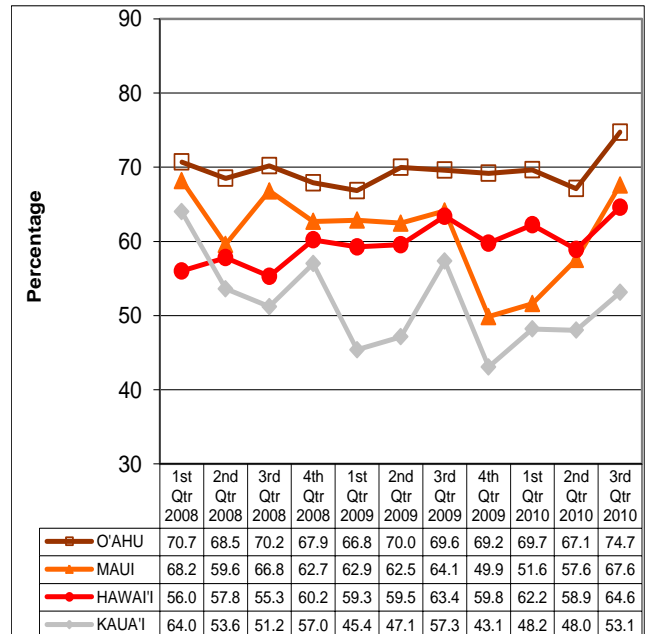
Figure 11: Very Likely to Recommend Island – U.S.
[Percentage of visitors who are “Very Likely” to recommend Island as a vacation place by Island]



- U.S. visitors continued to be more likely to recommend Maui or Kaua'i over O'ahu or Hawai'i Island (see Figure 11).
- Kaua'i's ratings by U.S. visitors in the third quarter of 2010 (88.6%) was the highest since the second quarter of 2007 (89.7%).

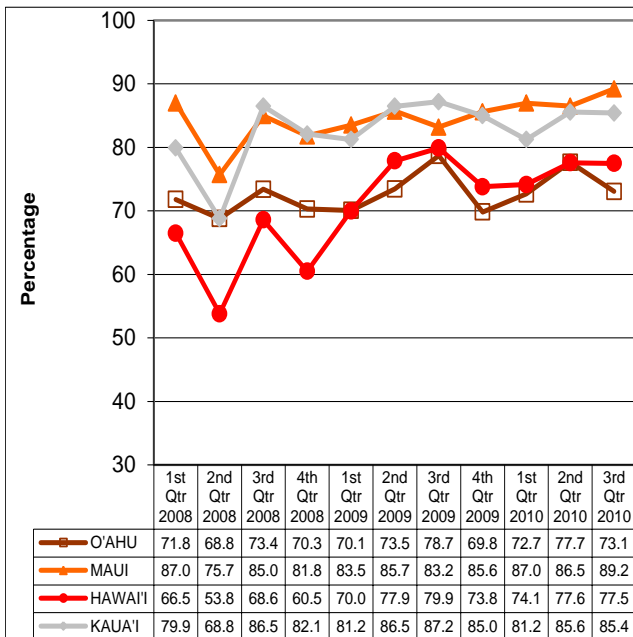
- Ratings by U.S. visitors who were very likely to recommend Hawai'i Island improved to 74.4 percent (+5.1 percentage points) in the second quarter of 2010; and to 78.8 percent (+7 percentage points) in the third quarter of 2010.

Figure 12: Very Likely to Recommend Island – Japan
[Percentage of visitors who are “Very Likely” to recommend Island as a vacation place by Island]



- Japan visitors in all three quarters of 2010 continued to be more likely to recommend O'ahu over the other islands. Third quarter 2010 rating of 74.7 percent was the highest in the last three years (see Figure 12).
- Maui's ratings by Japan visitors decreased in the first (51.6%, -11.3 percentage points) and second (57.6%, -4.9 percentage points) quarters of 2010, while third quarter 2010 ratings (67.6%) were similar to a year ago.
- Fewer Japan visitors in the third quarter of 2010 (53.1%) were very likely to recommend Kaua'i compared to the third quarter of 2009 (57.3%). Kaua'i has been consistently lowest in scoring.

Figure 13: Very Likely to Recommend Island – Canada
 [Percentage of visitors who are “Very Likely” to recommend Island as a vacation place by Island]



- Since 2007, Canada visitors were more likely to recommend Maui or Kaua’i over O’ahu or Hawai’i Island (see Figure 13).
- Canada visitor ratings for Maui have been steadily increasing to a high of 89.2 percent in the third quarter of 2010.

Attributes of Each Island

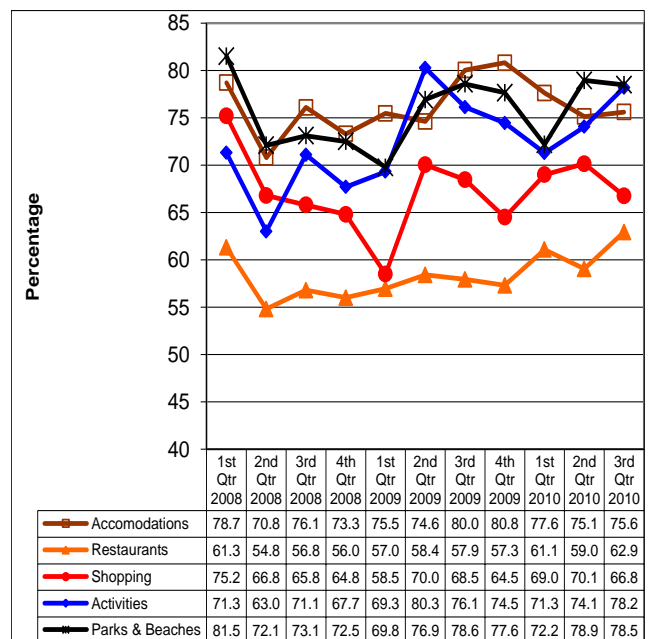
Analysis of the visitors’ satisfaction with the specific attributes, activities, and products of each island may help us to identify the underlying reasons for changes in individual island experiences. Visitors were asked to rate how satisfied they were with certain attributes of their trip. The satisfaction rating was determined by the percentage of those who were “**Very Satisfied**” by an attribute.

- In the first quarter of 2010, accommodations on O’ahu were the highest rated attribute among U.S. visitors (77.6%), followed by parks and beaches (72.2%), activities (71.3%) and shopping (69%) (see Figure 14).
- In the second quarter of 2010, parks and beaches (78.9%) on O’ahu were the highest

rated attribute among U.S. visitors, followed by accommodations (75.1%), activities (73.9%), and shopping (70.1%).

- In the third quarter of 2010, parks and beaches (78.5%) on O’ahu were again the highest rated attribute among U.S. visitors, followed closely by activities (78.2%), accommodations (75.6%), and shopping (66.8%).

Figure 14: Detailed Satisfaction Ratings for U.S. Visitors to O’ahu
 [Percentage of U.S. visitors to O’ahu who were “Very Satisfied” with Attribute]



- Among U.S. visitors who gave high marks to O’ahu’s parks and beaches, two out of three were very satisfied with the facilities, cleanliness and comfort, and security.
- Among those who were very satisfied with O’ahu’s accommodations, about 80 percent were very satisfied with the location; close to 70 percent were very satisfied with cleanliness and comfort, service, and facility; and about 60 percent very satisfied with the value for the money.
- Among those who were very satisfied with O’ahu’s activities and attractions, two out of three U.S. visitors were very satisfied with the

variety, excitement, and service. Close to 50 percent were very satisfied with the value.

- U.S. visitor ratings for shopping on O‘ahu rose significantly in the first quarter of 2010 (69%, +10.5 percentage points) compared to the first quarter of 2009. Three out of four U.S. visitors in 2010 felt there were sufficient shopping places and locations; two out of three were very satisfied with the variety and service; but only about 40 percent felt there was value for the money.
- Restaurants on O‘ahu continued to be the lowest rated attribute in all three quarters of 2010. However, there were moderate improvements in restaurant ratings by U.S. visitors in the first (61.1%, +4.1 percentage points) and third (62.9%, +5 percentage points) quarters of 2010, compared to the same periods in 2009. Two out of three U.S. visitors in 2010 were very satisfied with the location, variety, service, and quality of O‘ahu restaurants but only about 40 percent felt that there was value for the money.

- Accommodations (82.8%) on Maui were the highest rated attribute among U.S. visitors in the first quarter of 2010, followed by parks and beaches (79.1%), activities (75.5%), and restaurants (61.3%). There were moderate decreases in ratings for restaurants (-6 percentage points) and shopping (54.2%, -3.8 percentage points) compared to the first quarter of 2009 (see Figure 15).
- In the second quarter of 2010, accommodations (85.4%) were again the highest rated attribute among U.S. visitors on Maui, followed by parks and beaches (80.7%), activities (79.9%), and restaurants (64.6%). Ratings on activities (79.9%, +7.6 percentage points) and restaurants (64.6%, +5.4 percentage points) improved from the second quarter of 2009.
- In the third quarter of 2010, parks and beaches (78.7%) on Maui were the highest rated attribute among U.S. visitors, followed by accommodations (75.9%), activities (72.2%), and shopping (64.2%). Ratings on shopping (64.2%, +15 percentage points) increased significantly from the third quarter of 2009, but ratings for parks and beaches (78.7%, -6.6 percentage points) and restaurants (55.9%, -6.3 percentage points) declined.

Figure 15: Detailed Satisfaction Ratings for U.S. Visitors to Maui [Percentage of U.S. visitors to Maui who were “Very Satisfied” with Attribute]

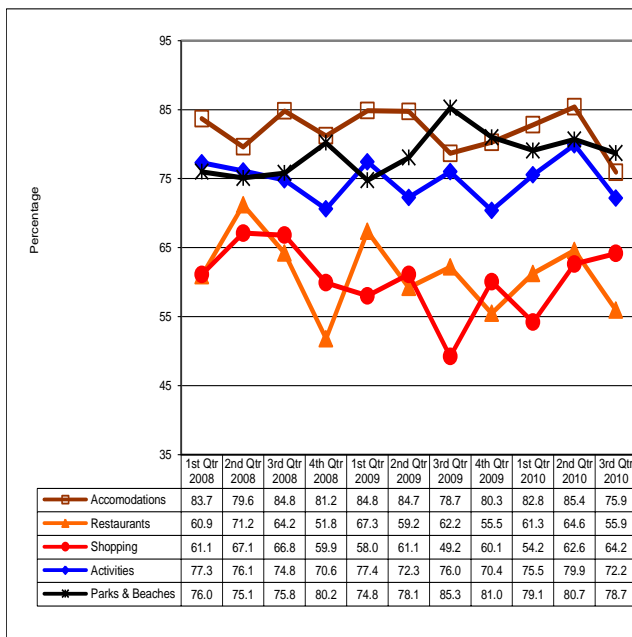
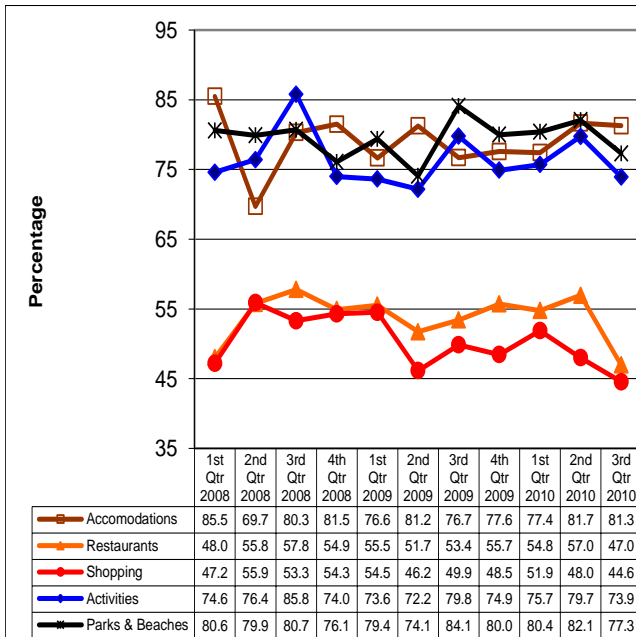


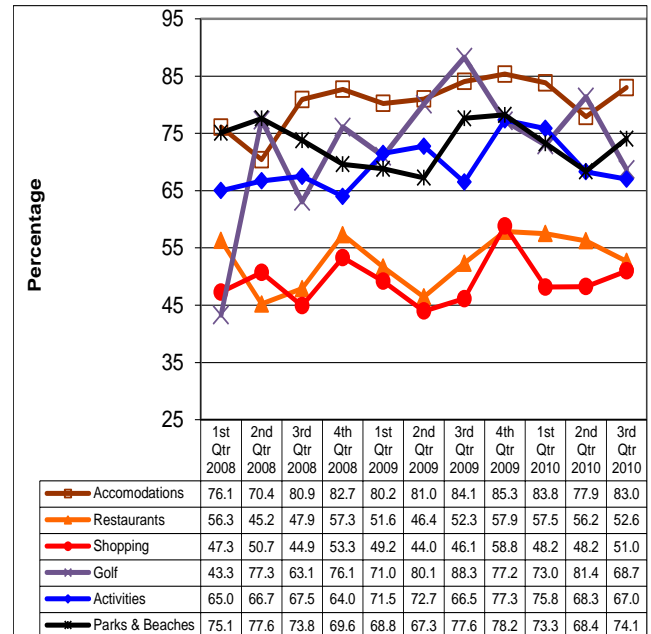
Figure 16: Detailed Satisfaction Ratings for U.S. Visitors to Kaua'i [Percentage of U.S. visitors to Kaua'i who were "Very Satisfied" with Attribute]



- U.S. visitors in the first quarter of 2010 tended to be more satisfied with Kaua'i's parks and beaches (80.4%), accommodations (77.4%), and activities (75.7%). Restaurants (54.8%) and shopping (51.9%) ratings on the island continued to be much lower than other attributes. First quarter 2010 ratings on all categories were similar to the first quarter of 2009 (see Figure 16).
- In the second quarter of 2010, parks and beaches (82.1%) on Maui were the highest rated attribute among U.S. visitors on Kaua'i, followed by accommodations (81.7%), activities (79.7%), and restaurants (57%). There were moderate increases in ratings on parks and beaches (+8 percentage points), activities (+7.5 percentage points), and restaurants (+5.3 percentage points) compared to the second quarter of 2009.
- Kaua'i's accommodations (81.3%) were the highest rated attribute among U.S. visitors, in the third quarter of 2010, followed by parks and beaches (77.3%), activities (73.9%), and restaurants (47%). Ratings on accommodations rose 4.6 percentage points;

but ratings on parks and beaches (-6.8 percentage points), restaurants (-6.4 percentage points), activities (-5.9 percentage points), and shopping (-5.3 percentage points) were lower than the third quarter of 2009.

Figure 17: Detailed Satisfaction Ratings for U.S. Visitors to Hawai'i Island [Percentage of U.S. visitors to Hawai'i Island who were "Very Satisfied" with Attribute]

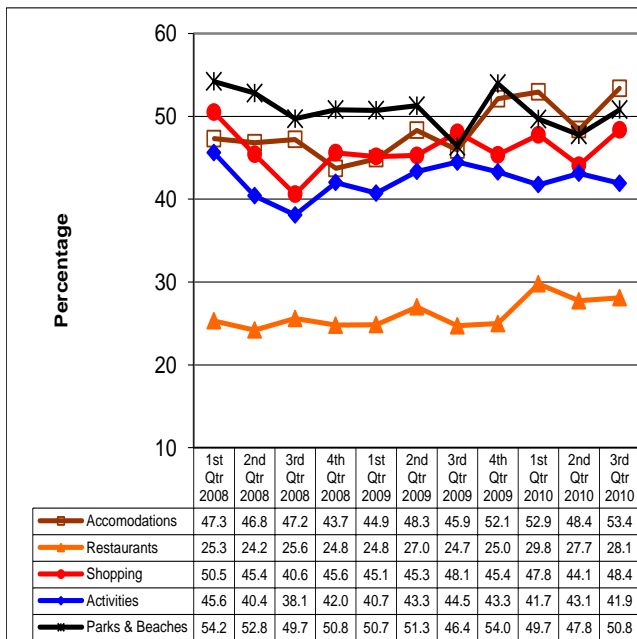


- Hawai'i Island's accommodations were the highest rated attribute among U.S. visitors in all three quarters of 2010. Accommodations ratings in the first quarter of 2010 (83.8%) improved 3.6 percentage points from a year ago (see Figure 17).
- Parks and beaches rated third highest in the first quarter of 2010 (73.3%), and second highest in the second (68.4%) and third (74.1%) quarters of 2010. Ratings on Hawai'i Island's parks and beaches improved in the first quarter of 2010 (+4.5 percentage points) but declined in the third quarter of 2010 (-3.5 percentage points) compared to the same quarters in 2009.
- Ratings on Hawai'i Island's activities increased in the first quarter of 2010 (75.8%, +4.3 percentage points) but decreased in the

second quarter of 2010 (68.3%, -4.4 percentage points) compared to the respective quarters in 2009.

- Similar to Kaua'i and Maui, U.S. visitors' ratings were much lower for Hawai'i Island's restaurants and shopping. However, there were improvements in restaurant ratings in the first (57.5%, +5.9 percentage points) and second (56.2%, +9.8 percentage points) quarters of 2010, compared to the same periods in 2009.
- Ratings for shopping in the second (48.2%, +4.2 percentage points) and third (51%, +4.9 percentage points) quarters of 2010 also increased from the second and third quarters of 2009.

Figure 18: Detailed Satisfaction Ratings for O'ahu – Japan [Percentage of Japan visitors to O'ahu who were "Very Satisfied" with the Attribute]



- O'ahu's accommodations were the highest rated attribute among visitors from Japan in all three quarters of 2010. Accommodations ratings improved in the first quarter (52.9%, +8.1 percentage points), and third quarter (53.4%, +7.5 percentage points) of 2010, compared to the respective quarters in 2009 (see Figure 18). Over half of Japan visitors

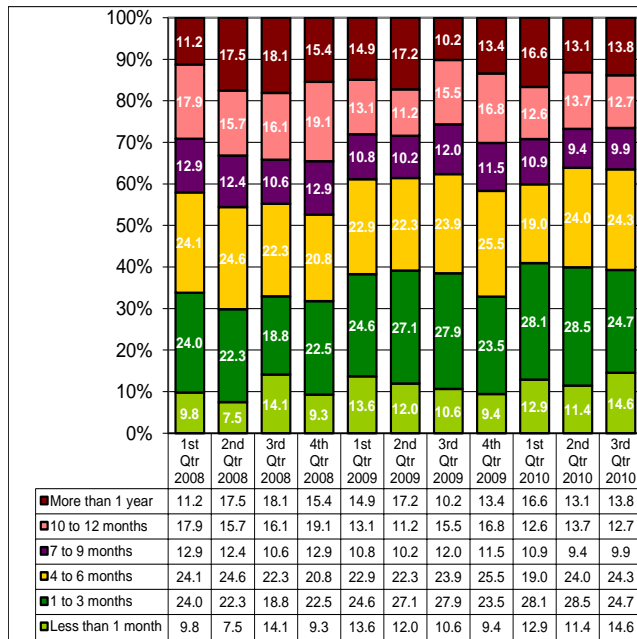
were very satisfied with the location. Four out of ten Japan visitors were very satisfied with the cleanliness and comfort, and value for the money, and less than 35 percent were very pleased with the service and facility.

- Parks and beaches were the second highest rated attribute among Japan visitors on O'ahu. Third quarter 2010 ratings (50.8%, +4.4 percentage points) for parks and beaches improved from a year ago. Among Japan visitors who were very satisfied with O'ahu's parks and beaches, four out of ten were very satisfied with the security, while one out of three visitors were very satisfied with the facilities, cleanliness and comfort.
- Shopping was the third highest rated attribute among Japan visitors to O'ahu in 2010, similar to a year ago. Among Japan visitors who were very satisfied with shopping on O'ahu, six out of ten felt there were sufficient shopping places; four out of ten were very satisfied with the location and variety; but only about 30 percent were very satisfied with the service and quality, or felt there was value for the money.
- Restaurants continued to be the lowest rated attribute. In all three quarters of 2010, only about 30 percent of Japan visitors were very satisfied with restaurants on O'ahu. About a third of Japan visitors were very satisfied with the location; a quarter were very satisfied with the variety, quality and service while only about 20 percent were very pleased with the value.

Trip Planning Cycle

Information on how visitors plan their trips and when they make major decisions can greatly enhance preparation of effective marketing and promotion plans.

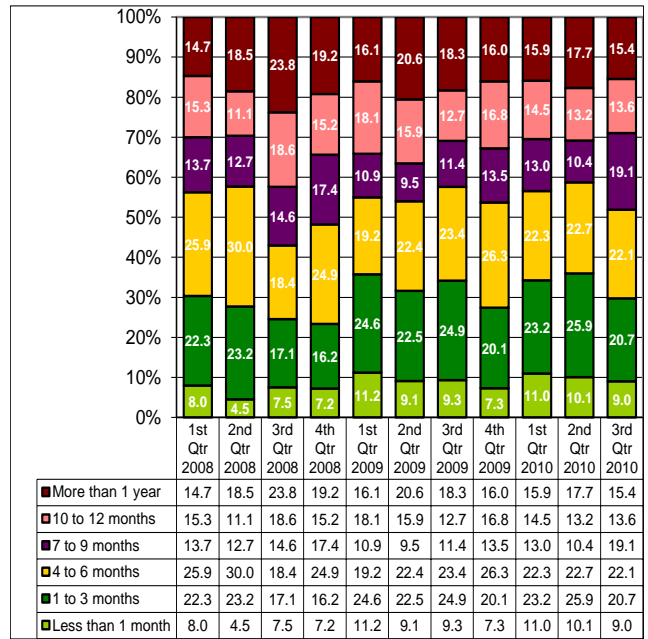
Figure 19: When Did U.S. West Visitors Decide to Visit Hawai'i in Advance of Departure [Percentage of U.S. West visitors]



- The majority of U.S. West visitors continued to make decisions four or more months before arriving.
- The percent of U.S. West visitors who decided to visit Hawai'i four or more months before departure, in the first (59.1%), second (60.2%), and third (60.7%) quarters of 2010 were about the same as the respective quarters in 2009 (see Figure 19).
- Seven out of ten U.S. West visitors in the first (74%), second (71.1%), and third (66.4%) quarters of 2010 purchased package tours less than one month before departure. Seven out of ten U.S. West visitors in all three quarters of 2010 made rental car reservations within three months or less. Three out of four U.S. West visitors in the first (73.9%), second (80.9%), and third (77.8%) quarters of 2010

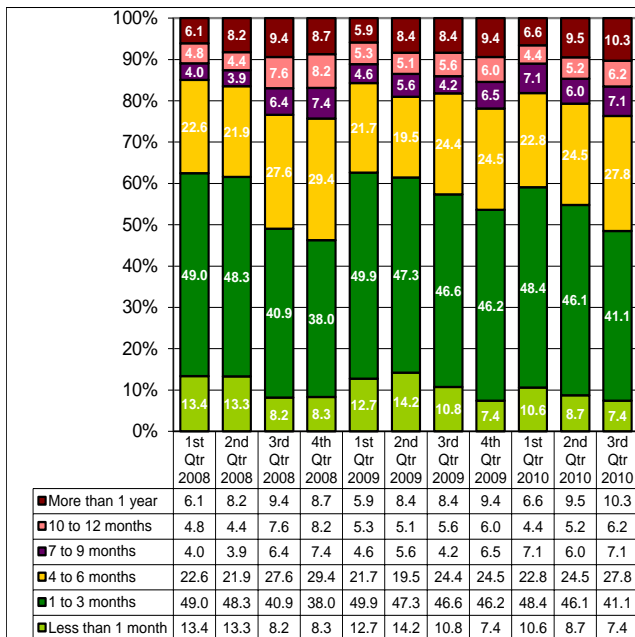
made accommodation reservations six months or less before their visit.

Figure 20: When Did U.S. East Visitors Decide to Visit Hawai'i in Advance of Departure [Percentage of U.S. East visitors]



- Over half of U.S. East visitors in the first (58.6%), second (59%), and third (62%) quarters of 2010 decided to visit Hawai'i one to nine months before departure. First and second quarter 2010 percentages increased 3.9 percentage points, and 4.6 percent points, respectively, compared to the first and second quarters of 2009 (see Figure 20).
- Three out of four of U.S. East visitors in the first (73.1%), second (79.1%), and third (74.8%) quarters of 2010 made accommodation reservations six months or less before coming to the islands. Close to 70 percent of U.S. East visitors in the first (72.8%), second (73.6%), and third (66.6%) quarters of 2010 made rental car reservations three months or less prior to arriving. The majority of U.S. East visitors in the first (71.8%), second (63.1%), and third (62.8%) quarters of 2010 purchased packaged tours less than one month before departure.

Figure 21: When Did Japan Visitors Decide to Visit Hawai'i in Advance of Departure [Percentage of Japan visitors]



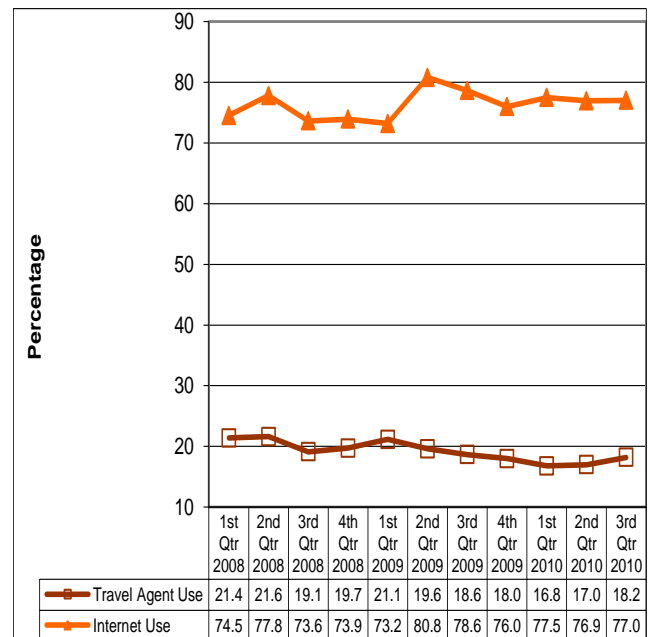
- About half of Japan visitors in the first (59.1%), second (54.8%), and third (48.5%) quarters of 2010 decided to visit Hawai'i three months or less before departure. Percentages for the second (-6.6 percentage points) and third (-8.8 percentage points) quarters of 2010 were lower than the second and third quarters of 2009 (see Figure 21).
- Three out of four Japan visitors in the first (77%), second (78.1%), and third (69.9%) quarters of 2010 made accommodations reservations three months or less before departure. Close to 90 percent of Japan visitors in all three quarters of 2010 made rental car reservations within three months before coming to the islands. Six out of ten Japan visitors in all three quarters of 2010 purchased packages less than one month before their arrival.

Internet and Travel Agent Use

The use of the Internet or a travel agent for trip planning and booking differs between U.S. and Japanese travelers to Hawai'i.

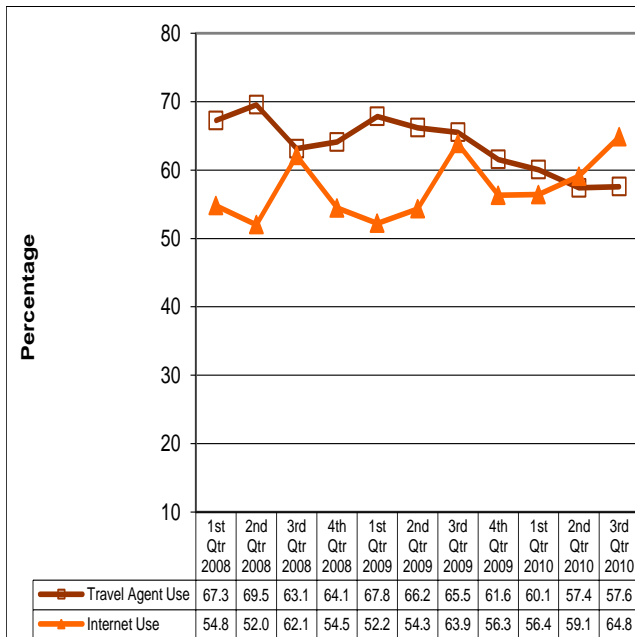
- Three out of four U.S. visitors in 2010 used the Internet for trip planning purposes, while less than 20 percent of U.S. visitors used travel agents (see Figure 22).

Figure 22: Internet and Travel Agent Use -- U.S. [Percentage of U.S. visitors]



- The percentage of U.S. visitors who used the Internet for trip planning was higher in the first quarter of 2010 (77.5%, +4.3 percentage points) but lower in the second quarter of 2010 (76.9%, -3.8 percentage points), compared to the respective quarters in 2009.
- Fewer U.S. visitors in the first quarter of 2010 used travel agents, down 4.4 percentage points to 16.8 percent, the lowest percentage in the last three years. The percentage of U.S. visitors who used travel agents in the second (17%) and third (18.2%) quarters of 2010 were about the same compared to a year ago.

Figure 23: Internet and Travel Agent Use – Japan
[Percentage of Japan visitors]



- Over the last two years, travel agent usage by Japan visitors had been declining while Internet usage had been gaining popularity. Up until the first quarter of 2010, more Japan visitors used travel agents than the Internet for trip planning. However, in the second (59.1%) and third (64.8%) quarters of 2010, Internet usage exceeded travel agent usage among Japan visitors (see Figure 23).

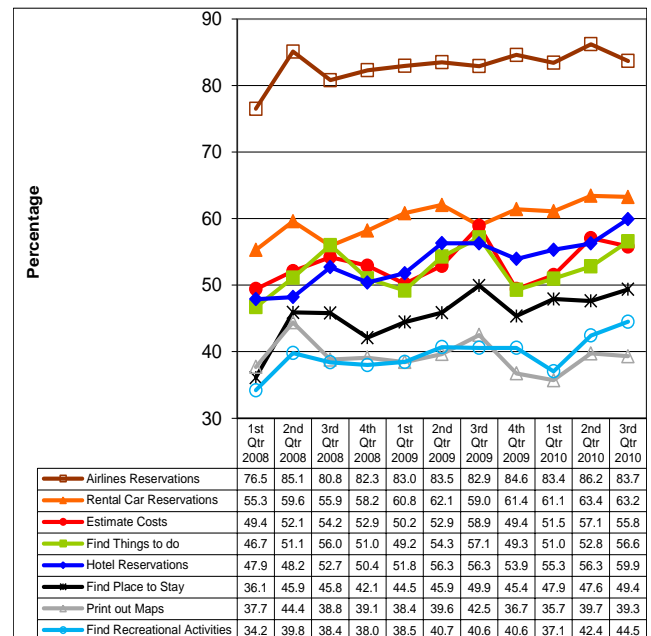
Internet Use

Note that the statistic reported for each Internet use is the percentage of those who used the Internet (from previous section).

- Among U.S. visitors who used the Internet, 83.4 percent in the first, 86.2 percent in the second, and 83.7 percent in the third quarters of 2010 made airline reservations, similar to 2009 (see Figure 24).
- Making car reservations continued to be the second most popular usage of the Internet among nearly 60 percent U.S. visitors in 2010. In the third quarter of 2010, 63.2 percent of U.S. Internet users made rental car

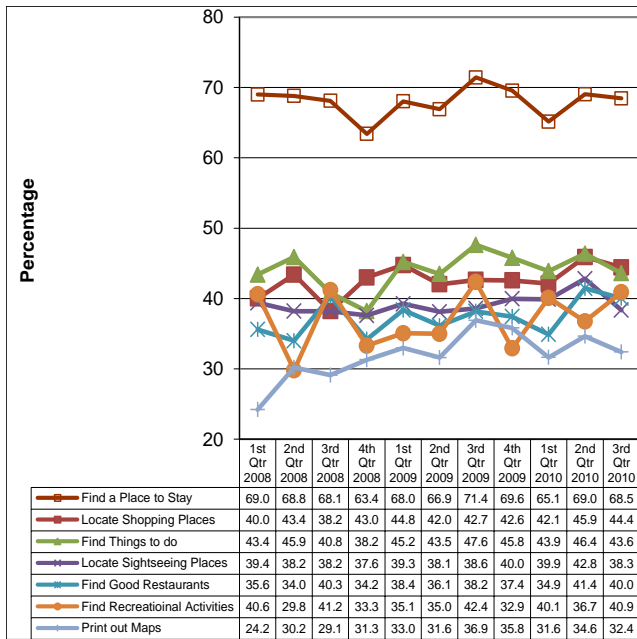
reservations, up 4.3 percentage points compared to the third quarter of 2009.

Figure 24: Internet Use – U.S. [Percentage of U.S. visitors who used the Internet]



- Over half of U.S. visitors in the first (55.3%), second (56.3%), and third (59.9%) quarters of 2010 made hotel reservations on the Internet.
- Over half of U.S. visitors in 2010 also used the Internet to estimate costs, and to find things to do.

Figure 25: Internet Use – Japan [Percentage of Japan visitors who used the Internet]



- Of the six out of ten Japan visitors who used the Internet in 2010, 65.1 percent in the first, 69 percent in the second, and 68.5 percent in the third quarters used it to find a place to stay. These percentages were about the same as the previous year (see Figure 25).
- The next two most popular Internet use among nearly 40 percent of Japan visitors in 2010, were to find things to do, and locate shopping places, also similar to 2009.

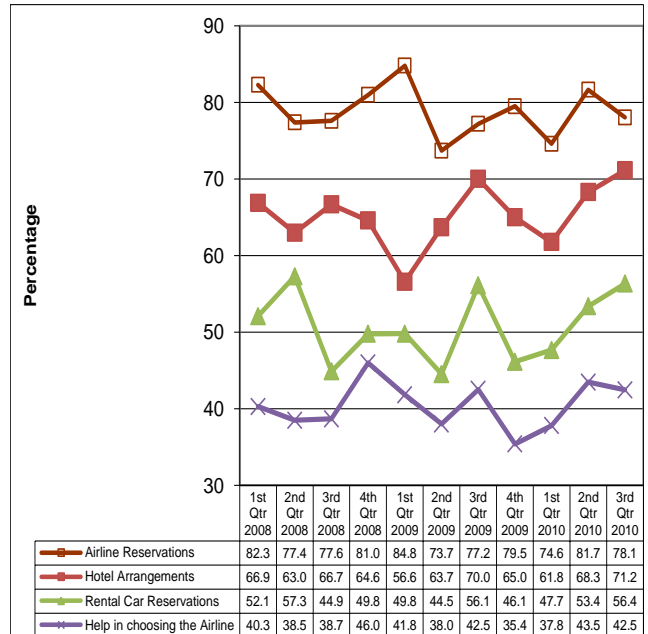
Travel Agent Use

Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent (from Internet and Travel Agent Use).

- U.S. visitors mainly used travel agents to make airline reservations. Among U.S. visitors in 2010, 74.6 percent in the first, 81.7 percent in the second, and 78.1 percent in the third quarters made airline reservations through travel agents. The percentage in the first quarter of 2010 was significantly lower (-10.2 percentage points) while the percentage in the second quarter (+8 percentage points) was

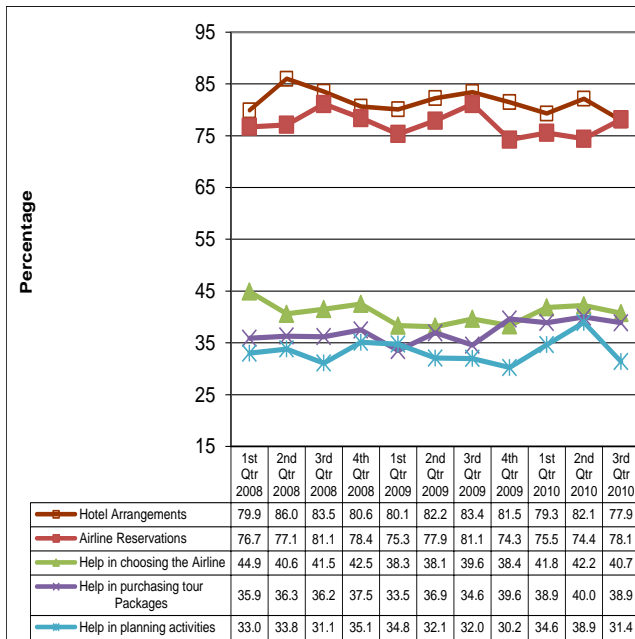
higher compared to the respective quarters in 2009 (see Figure 26).

Figure 26: Travel Agent Use – U.S. [Percentage of U.S. visitors who used a Travel Agent]



- The second most popular use of travel agent among U.S. visitors in the first (61.8%), second (68.3%) and third (71.2%) quarters of 2010 was making hotel arrangements. First (+5.2 percentage points) and second (+4.6%) quarter 2010 percentages increased from the same quarters a year ago.
- In the second quarter of 2010, the percentage of U.S. visitors who used travel agents to make rental car reservations (53.4%) were 8.9 percentage points higher compared to the second quarter of 2009. First and third quarter 2010 percentages were similar to 2009.

Figure 27: Use of Travel Agent – Japan [Percent of Japan visitors who used a Travel Agent]



- The two most popular uses of travel agents among three out of four Japan visitors in 2010 continued to be for hotel arrangements and airlines reservations. In the third quarter of 2010, the percentage of Japan visitors who used travel agents to make hotel arrangements (77.9%) were 5.5 percentage points lower compared to the third quarter of 2009. First and second quarter 2010 percentages were similar to 2009.

DEFINITION AND SURVEY METHODOLOGY

Major Market Areas (MMA): The following are defined by the Hawai'i Tourism Authority as the top four geographical areas 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

Survey questionnaires were mailed to selected U.S., Japan, and Canada visitors after they have returned home. U.S. samples were drawn from the completed Domestic In-Flight Survey forms (Basic Data Series). Japan and Canada samples were drawn from the completed International Departure Survey forms (Basic Data Series).

There are two versions of the Visitor Satisfaction Survey form, one in English and the other in Japanese. The English version was sent to U.S. and Canada visitors. The 2009 survey has 8 pages and 33 questions.

Table 1: Sample Size January – March 2010

Area	Mail-out	Recv'd	Return Rate	Level of accuracy at 95% CI
Japan	1,687	754	44.7%	+/- 2.65
U.S.	7,316	2,622	35.8%	+/- 1.53
Canada	2,748	956	34.8%	+/- 2.56

**Table 2: Sample Size
April - June 2010**

Area	Mail-out	Recv'd	Return Rate	Level of accuracy at 95% CI
Japan	2,877	1,183	41.1%	+/- 2.19
U.S.	6,981	2,075	29.7%	+/- 1.8
Canada	1,391	348	25.0%	+/- 4.55

**Table 3: Sample Size
July - September 2010**

Area	Mail-out	Recv'd	Return Rate	Level of accuracy at 95% CI
Japan	3,066	1,346	43.9%	+/- 2.00
U.S.	5,474	1,517	27.7%	+/- 2.14
Canada	1,580	441	27.9%	+/- 3.96

Due to the low number of samples achieved, data for Lānaʻi and Molokaʻi were not presented in this report.

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. Specifically, the data was weighted during analysis to reflect the actual visitor ratio of first-timers to repeat visitors and the proportion of Oʻahu only and Neighbor Island visitors.

For further information about obtaining visitor data and other sources, contact the Hawaiʻi Tourism Authority (HTA) at (808) 973-2255.