



2011

Visitor Satisfaction Monitoring Report

Third Quarter
(July – September)

HAWAII TOURISM

AUTHORITY

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INTRODUCTION

This monitoring report presents selected preliminary statistics from the third quarter of the 2011 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 their vacation experience, including: overall satisfaction with their 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, contact the Hawai'i Tourism Authority (HTA) at (808) 973-2255 or email research@hawaiiitourismauthority.org.

CONDITION OF VISITOR INDUSTRY

Total visitor arrivals by air in the third quarter (July – September) of 2011 decreased slightly (- 0.9%) compared to the third quarter of 2010 to 1,870,895 visitors. Arrivals from Canada, with 72,589 visitors, increased significantly (+22%). However, arrivals from U.S. West (-3.7% to 799,648 visitors) and U.S. East (-3.7% to 409,962 visitors) were lower compared to the third quarter of 2010. Six months following the devastating earthquake and tsunami, arrivals from Japan declined 3.6 percent to 340,971 visitors. The average length of stay for all visitors to the state was 9.31 days, compared to 9.27 days in the third quarter of 2010.

For the first nine months of 2011, total arrivals by air rose 2.6 percent, from year-to-date 2010, to 5,374,850 visitors. Arrivals increased for Canada (+21.1%), U.S. West (+1.6%) and U.S. East (+0.8%), but arrivals from Japan declined by 7.1

percent. The combined length of stay increased to 9.46 days, from 9.31 days in the first nine months of 2010.

RESULTS

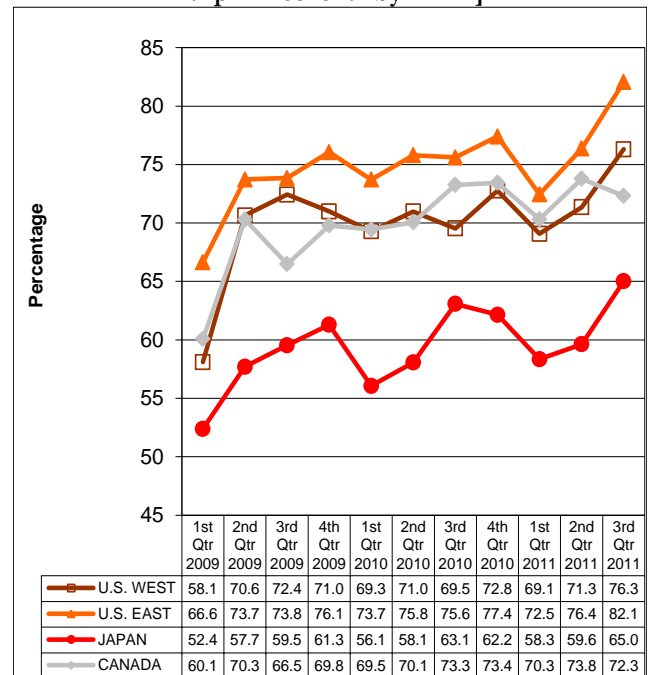
Visitor Satisfaction Ratings

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

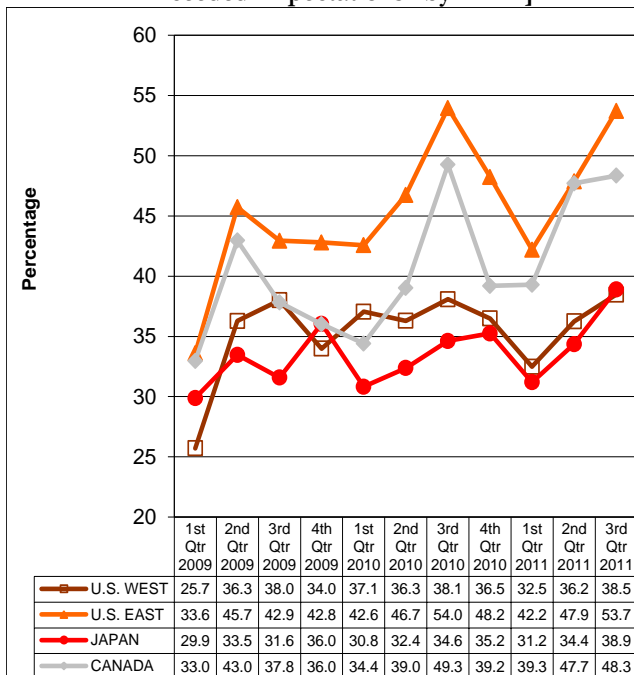
The majority of visitors from the top four MMAs continued to give *excellent* marks for their overall experience in Hawai'i (see Figure 1).

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



- Nearly three out of four U.S. West, U.S. East and Canada visitors, and 65 percent of Japan visitors in the third quarter of 2011, rated their most recent trip to Hawai'i as **excellent**. Third quarter 2011 percentages of excellent ratings for U.S. West (76.3%), U.S. East (82.1%) and Japan (65%) were the highest in their markets in the last five years. U.S. West and U.S. East ratings improved 6.8 percentage points and 6.5 percentage points, respectively, compared to the third quarter of 2010.
- When compared to the third quarter of 2009, excellent ratings in the third quarter of 2011 increased from U.S. East (+8.3 percentage points) and Japan (+5.5 percentage points). Excellent rating from Canada rose 5.8 percentage points, but was within the margin of error and was not considered statistically significant.

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



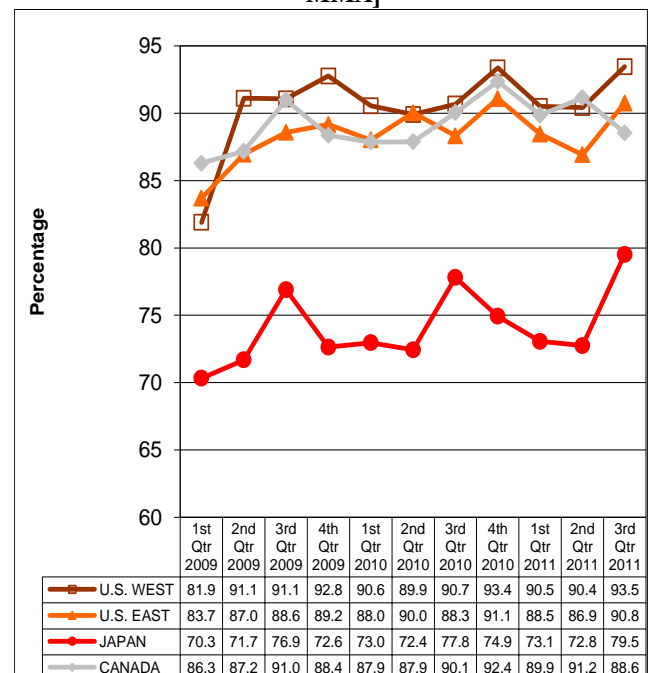
Exceeded Expectations

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).

- In the third quarter of 2011, 38.9 percent of Japan visitors said their recent trip to Hawai'i exceeded expectations. This was an increase of 4.3 percentage points compared to the third quarter of 2010 and was the highest rating for this market over the past five years.
- When compared to the third quarter of 2009, a higher percentage of U.S. East (+10.8 percentage points), Japan (+7.3 percentage points) and Canada (+10.5 percentage points) visitors in the third quarter of 2011 said that their recent trip to the islands exceeded expectations.

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]



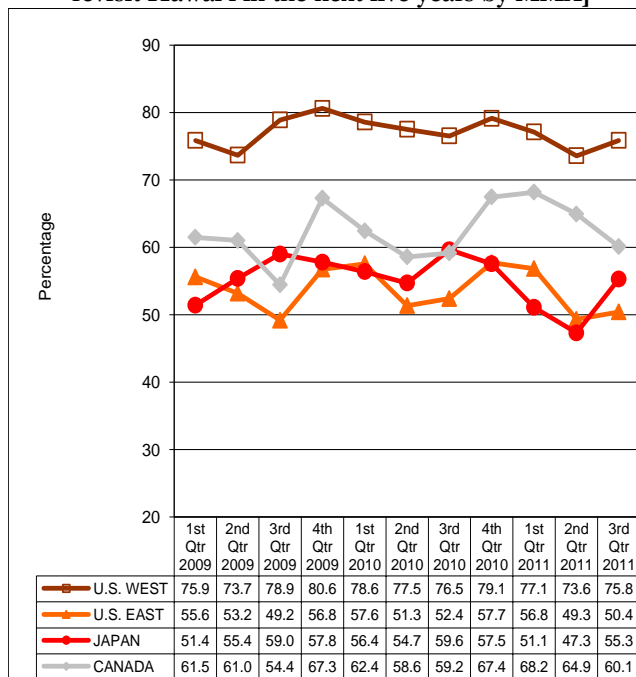
Very Likely to Recommend Hawai'i

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.

- Since 2007, seven out of ten Japan visitors, and over eight out of ten U.S. West, U.S. East and Canada visitors continued respond that they would be very likely to recommend Hawai'i (see Figure 3).
- Ratings in the third quarter of 2011 from Japan visitors (79.5%) was the highest for this market in the last five years.

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]

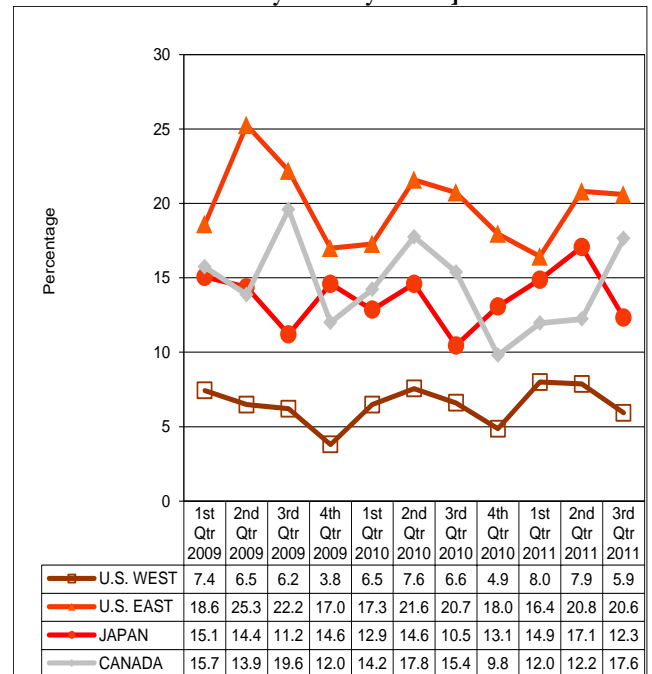


Likelihood to Revisit Hawai'i

A visitor's decision to return to Hawai'i is influenced by positive experiences on their 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.

- The percentage of Japan visitors in the third quarter of 2011 who would very likely revisit Hawai'i in the next five years declined 4.3 percentage points compared with ratings in the third quarter of 2010.
- When compared to the third quarter of 2009, a lower percentage of Japan visitors (-3.7 percentage points) in the third quarter of 2011 said that they would very likely revisit Hawai'i (see Figure 4).

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]



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).

- Similar to previous years, 5.9 percent of U.S. West visitors, 12.3 percent of Japan visitors, 17.6 percent of Canada visitors and 20.6 percent of U.S. East visitors in the third

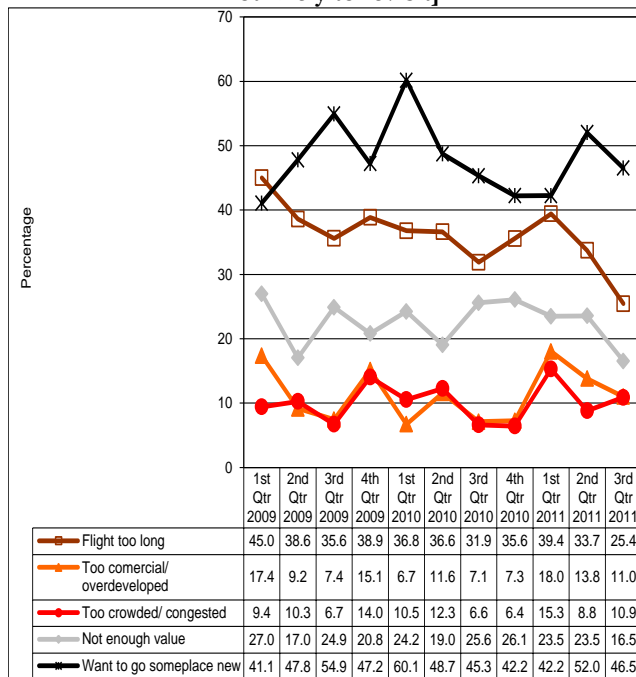
quarter of 2011 responded that they were not likely to revisit Hawai'i in the next five years.

Reasons for Not Revisiting Hawai'i

Note that the statistic reported for each reason for not revisiting Hawai'i is a percentage of those who were *"not likely to revisit Hawai'i"* (from previous section).

- In the third quarter of 2011, 46.5 percent of U.S. visitors were not likely to revisit Hawai'i because they want to go someplace new. This percentage was similar to the third quarter of 2010, and 8.4 percentage points lower 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]

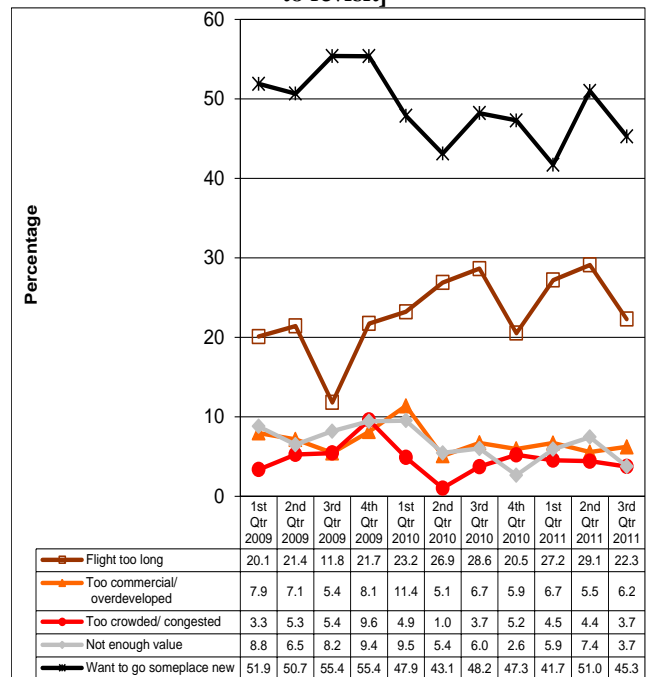


- Fewer U.S. visitors in the third quarter of 2011 (25.4%) felt that the flight was too long compared to the third quarter of 2010 (31.9%) and the third quarter of 2009 (35.6%).
- Fewer U.S. visitors in the third quarter of 2011 felt that Hawai'i did not provide enough value (-9.1 percentage points to 16.5%) compared to the third quarter of 2010. This

percentage was the smallest in the last five years.

- More U.S. visitors in the third quarter of 2011 said that Hawai'i was too commercial/overdeveloped (+3.9 percentage points to 11%), or too crowded/congested (+4.3 percentage points to 10.9%) compared to the third quarter of 2010.

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



- In the third quarter of 2011, 45.3 percent of Japan visitors were not likely to revisit Hawai'i because they want to go someplace new. This percentage was about the same as the third quarter of 2010, and 10.1 percentage points lower than the third quarter of 2009.
- Two out of ten Japan visitors in the third quarter of 2011 (22.3%) thought that the flight was too long. This was 6.3 percentage points lower compared to the third quarter of 2010, but 10.5 percentage points higher than the third quarter of 2009.
- Only 3.7 percent of Japan visitors in the third quarter of 2011 said that Hawai'i did not provide enough value. This was about the

same as the third quarter of 2010 and 4.5 percentage points lower than the third quarter of 2009.

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.

- Percentages of excellent ratings from U.S. visitors on Maui or Kaua'i continued to be higher than excellent ratings on O'ahu or Hawai'i Island (see Figure 8).
- Excellent ratings for Maui improved 6.2 percentage points from a year ago to 77.7 percent in the third quarter of 2011.
- Excellent ratings for O'ahu rose (+7.1 percentage points from the third quarter of 2010) to 70.4 percent, the highest percentage in five years and comparable to Hawai'i Island's ratings.

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

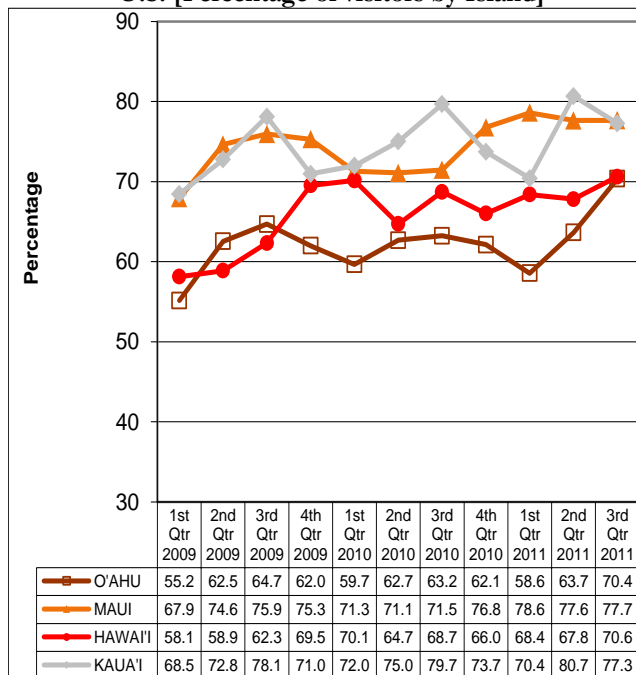
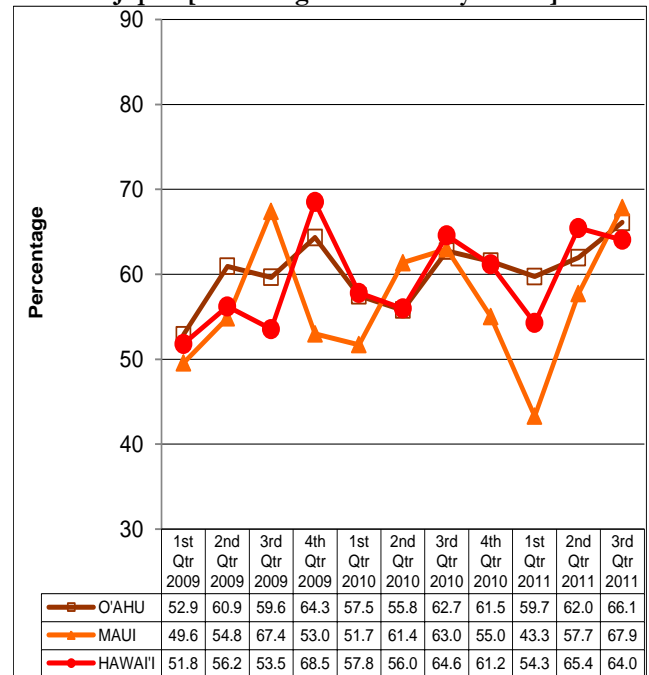


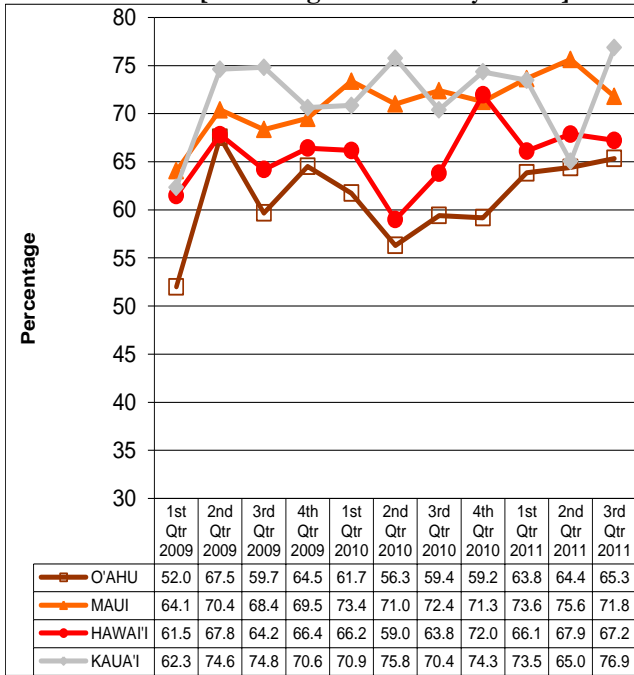
Figure 9: Island Experience Rated as Excellent - Japan [Percentage of visitors by Island]



Note: Due to the low number of samples collected, Japan ratings for Kaua'i will not be presented in this report.

- O'ahu, Maui, and Hawai'i Island had similar ratings from Japan visitors in the third quarter of 2011 (see Figure 9).
- Excellent ratings for Maui from Japan visitors rose 4.9 percentage points to 67.9 percent in the third quarter of 2011.
- Similar to the third quarter of 2010, six out of ten Japan visitors in the third quarter of 2011 gave excellent ratings to O'ahu (66.1%) and Hawai'i Island (64%).

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



- Among visitors from Canada in the third quarter of 2011, excellent ratings for Maui (71.8%) and Hawai'i Island (67.2%) were consistent with ratings in the third quarter of 2010 (see Figure 10).
- Canada visitor ratings for Kaua'i (76.9%) rose 6.5 percentage points; while ratings for O'ahu (65.3%) increased 5.9 percentage points compared to the third quarter of 2010. However, these increases were within the margin of error and were not considered statistically significant.

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.

- U.S. visitors in the third quarter of 2011 continued to be more likely to recommend Maui (86%) or Kaua'i (89.6%) over Hawai'i Island (80.1%) or O'ahu (79.9%) (see Figure 11).
- Ratings for O'ahu rose 8.5 percentage points compared to the third quarter of 2010.

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]

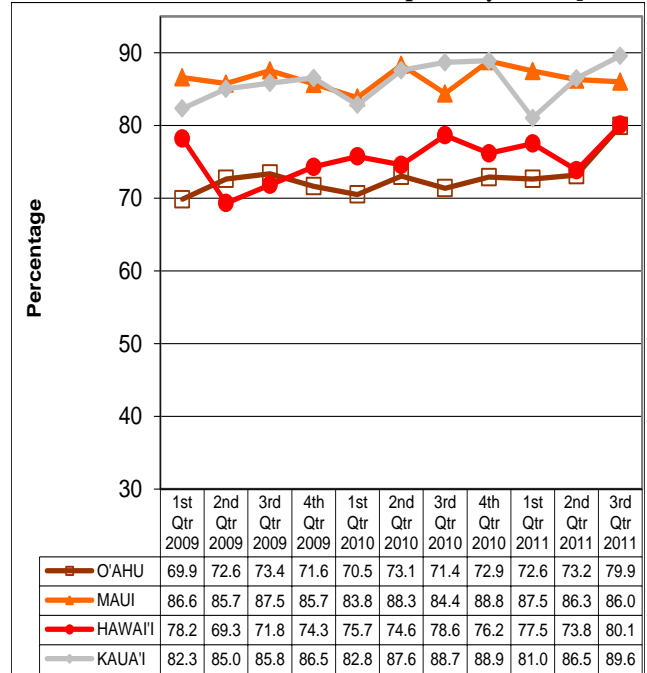
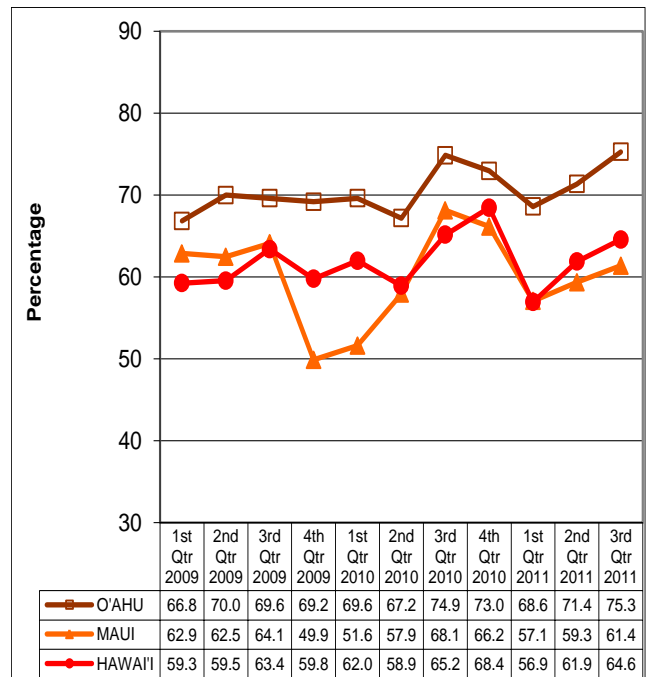


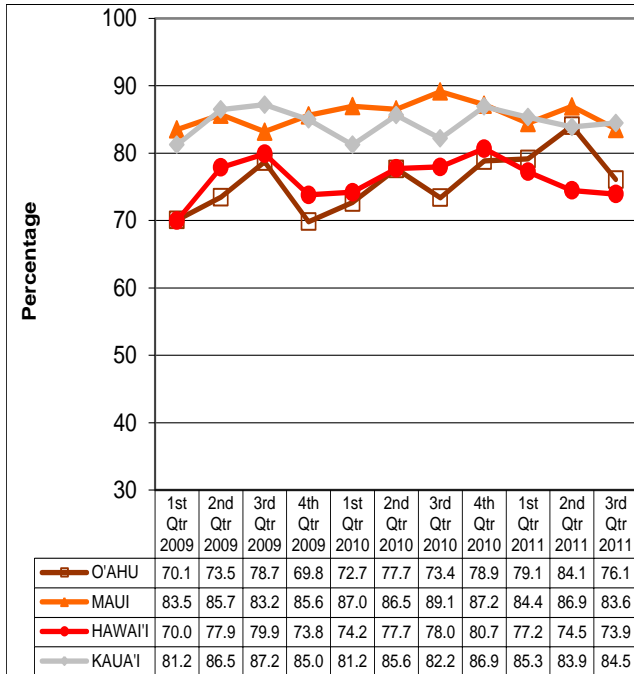
Figure 12: Very Likely to Recommend Island – Japan [Percentage of visitors who are "Very Likely" to recommend Island as a vacation place by Island]



Note: Due to the low number of samples collected, Japan ratings for Kaua'i will not be presented in this report

- Japan visitors in the third quarter of 2011 continued to be more likely to recommend O‘ahu (75.3%) over Maui (61.4%) and Hawai‘i Island (64.6%) (see Figure 12).
- Maui’s ratings decreased 6.7 percent to 61.4 percent in the third quarter of 2011.

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



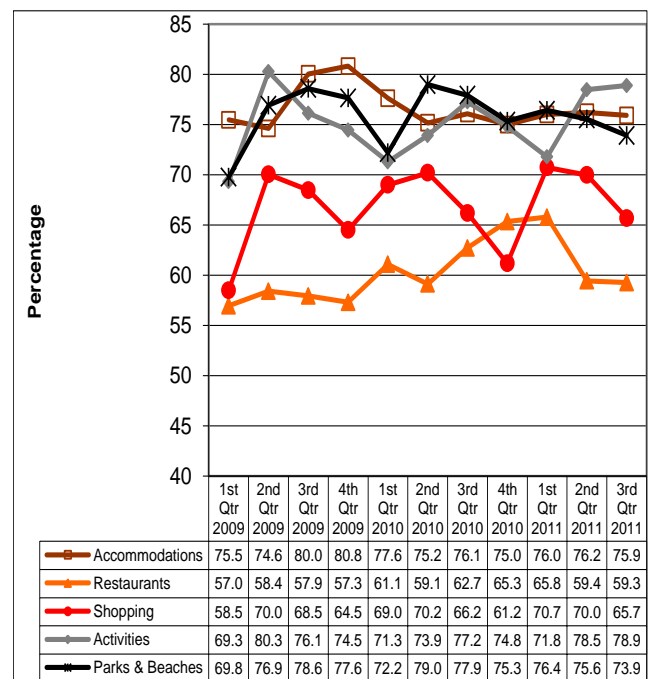
- In general, Canada visitors were more likely to recommend Maui or Kauai over O‘ahu or Hawai‘i Island (see Figure 13).
- Ratings by Canada visitors in the third quarter of 2011 for all four islands were similar to the third quarter of 2010.

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.

- Activities (78.9%) were the highest rated attribute among U.S. visitors on O‘ahu in the third quarter of 2011, followed by accommodations (75.9%), parks and beaches (73.9%), and shopping (65.7%). There was a 4 percentage point decrease in ratings for parks and beaches compared to the third quarter of 2010. Ratings for the other attributes were similar to a year ago (see Figure 14).

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]

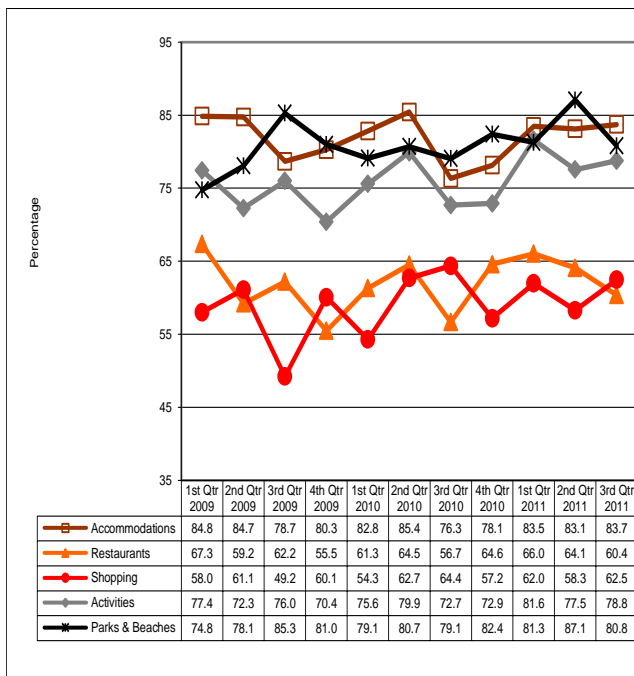


- Among those who were very satisfied with O‘ahu’s activities, two out of three U.S. visitors were very satisfied with the variety, excitement, and service. Close to 50 percent were very satisfied with the value.
- Among those who were very satisfied with O‘ahu’s accommodations, about 80 percent of U.S. visitors were very satisfied with the location; close to 70 percent were very satisfied with the service, cleanliness and comfort, and facility; and about 60 percent very satisfied with the value for the money.
- Among U.S. visitors who gave high marks to O‘ahu’s parks and beaches, two out of three

were very satisfied with the security, facilities, and cleanliness and comfort.

- Among U.S. visitors who were very satisfied with shopping on O’ahu, three out of four 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 (59.3%) on O’ahu continued to be the lowest rated attribute in the third quarter of 2011. Two out of three U.S. visitors were very satisfied with the location, variety, service, and quality of O’ahu restaurants but only 40 percent felt that there was value for the money.

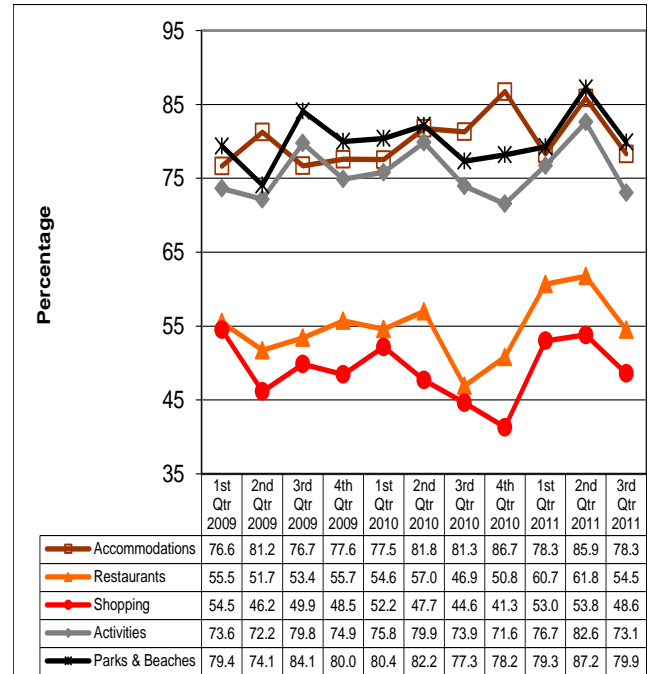
Figure 15: Detailed Satisfaction Ratings for U.S. Visitors to Maui [Percentage of U.S. visitors to Maui who were “Very Satisfied” with Attribute]



- In the third quarter of 2011, ratings for accommodations rose 7.4 percentage points to 83.7 percent, and were highest rated attribute among U.S. visitors on Maui. The second highest attribute were parks and beaches (80.8%), followed by activities (78.8%) and shopping (62.5%). Ratings for activities on Maui improved 6.1 percent

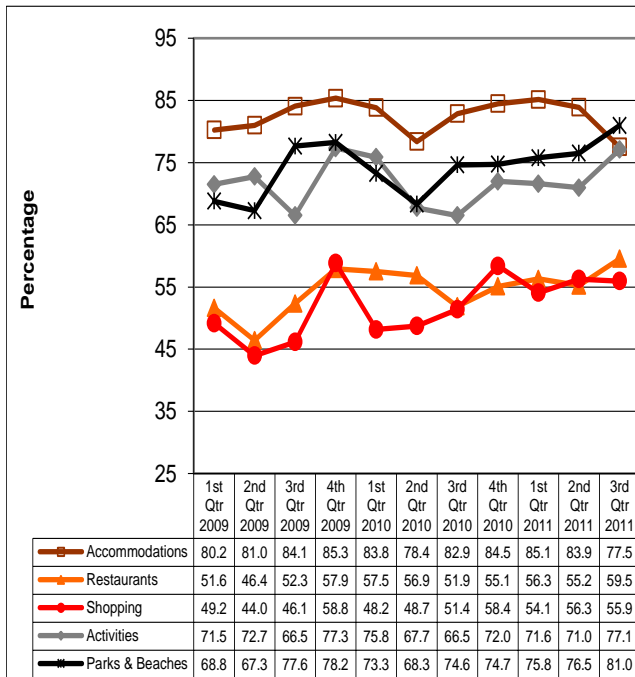
compared to the third quarter of 2010 (see Figure 15).

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]



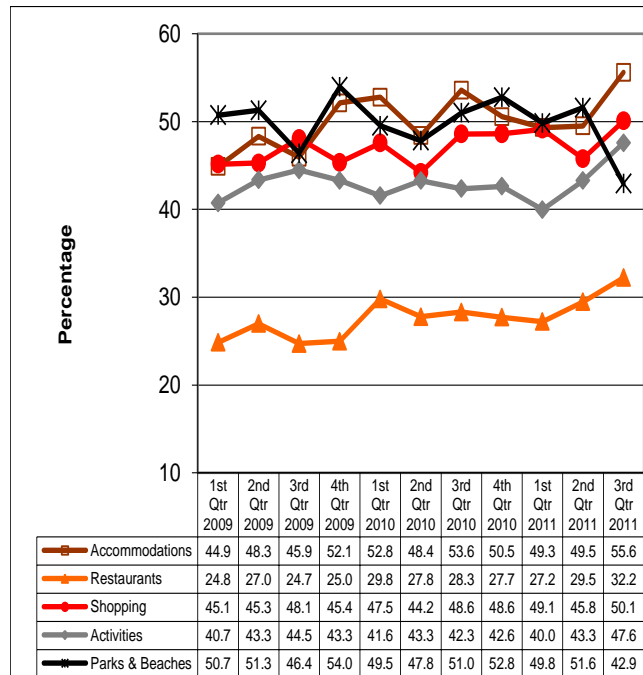
- In the third quarter of 2011, parks and beaches (79.9%) were the highest rated attribute among U.S. visitors on Kaua’i, followed by accommodations (78.3%) and activities (73.1%). These percentages were similar to the third quarter of 2010.
- Restaurants (54.5%) and shopping (48.6%) ratings on the island continued to be much lower than other attributes. Third quarter 2011 ratings on restaurants rose 7.6 percentage points compared to the third quarter of 2010. Rating for shopping increased 4 percent from a year ago (see Figure 16).

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]



- In the third quarter of 2011, ratings for parks and beaches increased 6.4 percentage points to 81 percent, and were highest rated attribute among U.S. visitors on Hawai'i Island (see Figure 17).
- The second highest attribute were accommodations (77.5%) which declined 5.4 percentage points compared to the third quarter of 2010.
- Activities (77.1%) were the third highest rated attribute. Ratings for activities increased 10.6 percentage points from the third quarter of 2010.
- Similar to Kaua'i and Maui, U.S. visitors' ratings were much lower for Hawai'i Island's restaurants and shopping in the third quarter of 2011. However, there were improvements in restaurants (+7.6 percentage points to 59.5%) and shopping (+4.5 percentage points to 55.9%) compared to the third quarter of 2010.

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



- Similar to a year ago, accommodations (55.6%) were the highest rated attribute among Japan visitors to O'ahu in the third quarter of 2011. 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.
- Shopping (50.1%) was the second highest rated attribute. Ratings for shopping were also similar to the third quarter of 2010. Six out of ten Japan visitors 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, local/handmade items, or felt there was value for the money.
- O'ahu's Parks and beaches (42.9%) were the third highest rated attribute. Ratings for parks and beaches declined 8.1 percentage points from the third quarter of 2010. Four out of ten Japan visitors were very satisfied with the

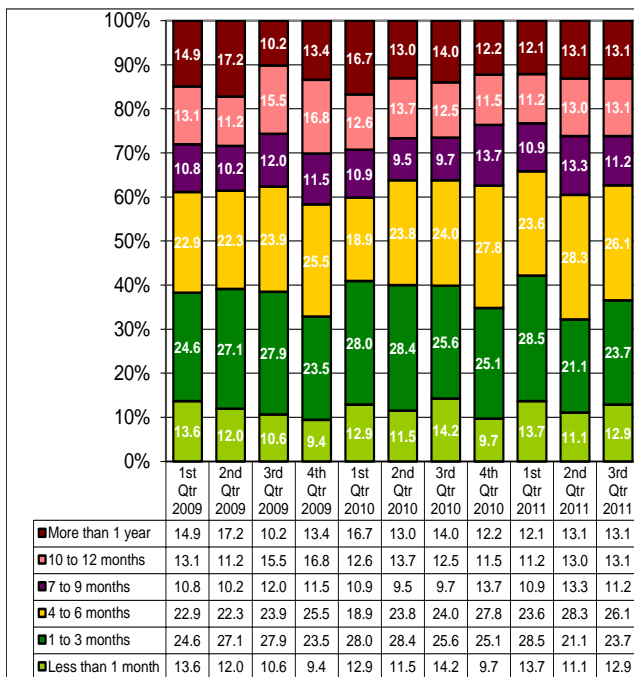
security, while one out of three visitors was very satisfied with the facilities, cleanliness and comfort.

- Restaurants continued to be the lowest rated attribute. In the third quarter of 2011, 32.2 percent of Japan visitors were very satisfied with restaurants on O‘ahu. This was an increase of 3.9 percentage points from the third quarter of 2010. 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.

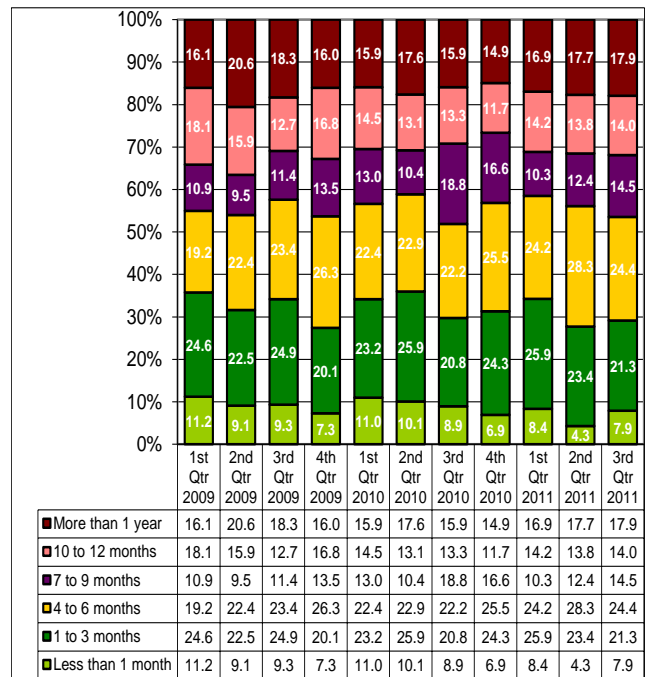
Figure 19: When Did U.S. West Visitors Decide to Visit Hawai‘i in Advance of Departure [Percentage of U.S. West visitors]



- The majority of U.S. West visitors (63.5%) in the third quarter of 2011 continued to make decisions to visit Hawai‘i four months or more before arriving (see Figure 19).

- Similar to a year ago, seven out of ten U.S. West visitors in the third quarter of 2011 purchased package tours (66.9%) less than one month before departure. Seven out of ten U.S. West visitors made rental car reservations (67.8%) within three months or less. Three out of four U.S. West visitors made accommodation reservations (77%) six months or less before their visit.

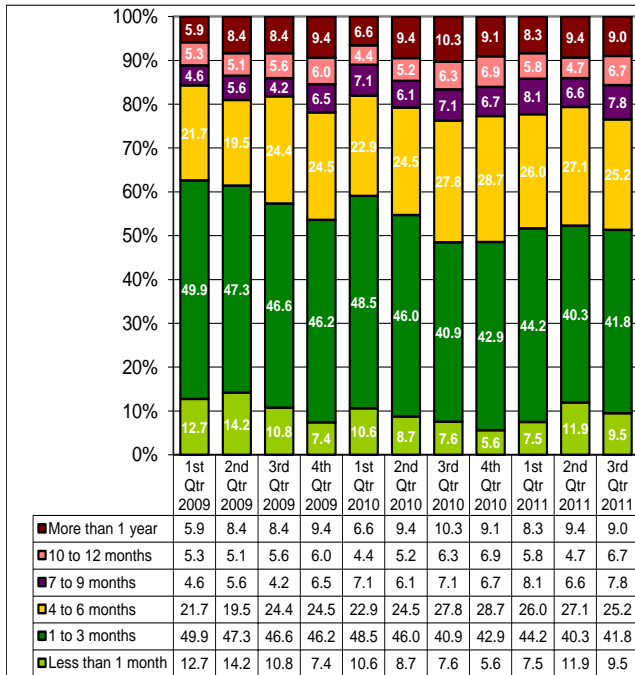
Figure 20: When Did U.S. East Visitors Decide to Visit Hawai‘i in Advance of Departure [Percentage of U.S. East visitors]



- A larger percentage of U.S. East visitors made the decision to vacation in Hawai‘i earlier than their U.S. West counterparts. Similar to a year ago, five out of ten (46.4%) U.S. East visitors in the third quarter of 2011 decided on Hawai‘i at least seven months before arrival (see Figure 20).
- Three out of four of U.S. East visitors in the third quarter of 2011 made accommodation reservations (75.3%) six months or less before coming to the islands.
- Similar to U.S. West visitors, 67.3 percent of U.S. East visitors in the third quarter of 2011 made rental car reservations three months or

less prior to arriving. The majority of U.S. East visitors also purchased packaged tours (67.8%) 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]

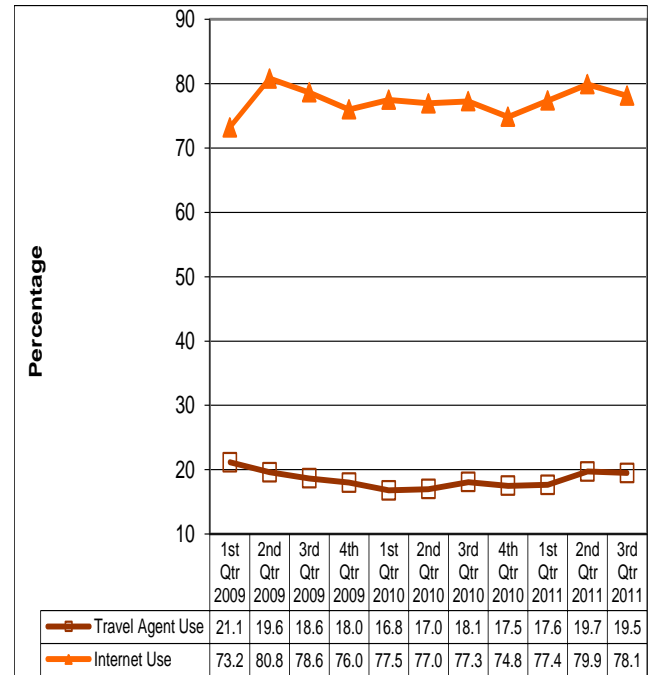


- Visitors from Japan continued to have a much shorter booking window than U.S. visitors. Similar to the same quarter last year, 51.3 percent of Japan visitors in the third quarter of 2011 decided to visit Hawai'i three months or less before departure (see Figure 21).
- Consistent with the third quarter of 2010, seven out of ten Japan visitors in the third quarter of 2011 made accommodations reservations (71.6%) three months or less before departure. Nine out of ten Japan visitors made rental car reservations (87.8%) within three months before coming to the islands. Six out of ten Japan visitors in the third quarter of 2011 purchased packages (62.7%) 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.

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



- Similar to a year ago, eight out of ten U.S. visitors in the third quarter of 2011 used the Internet for trip planning purposes; while only about 20 percent of U.S. visitors used travel agents (see Figure 22).
- In the third quarter of 2011, a higher percentage of Japan visitors used the internet (66.3%) than used travel agents (57.4%) for trip planning purposes. These percentages were consistent with the third quarter of 2010 (see Figure 23).

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

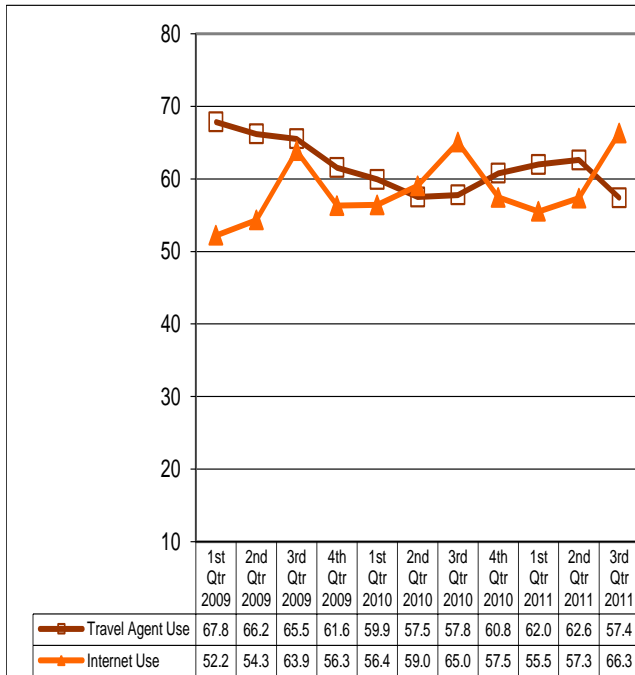
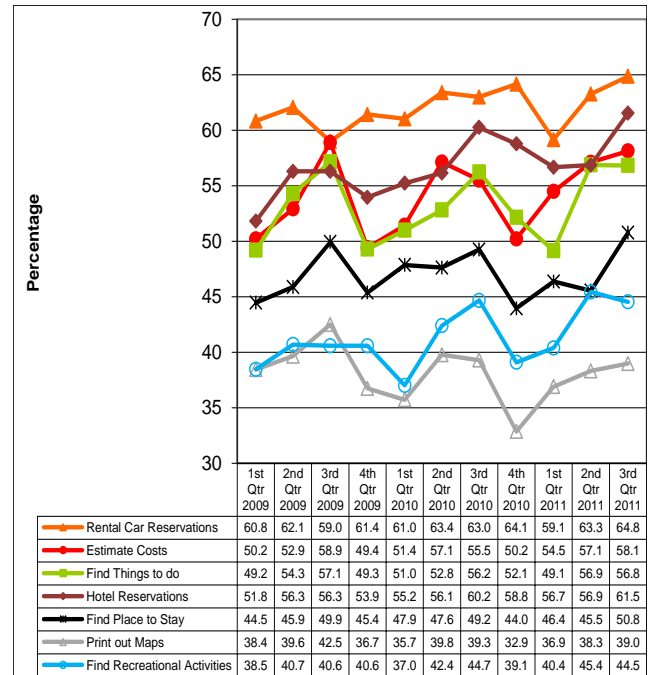


Figure 24: Internet Use – U.S. [Percentage of U.S. visitors who used the Internet]

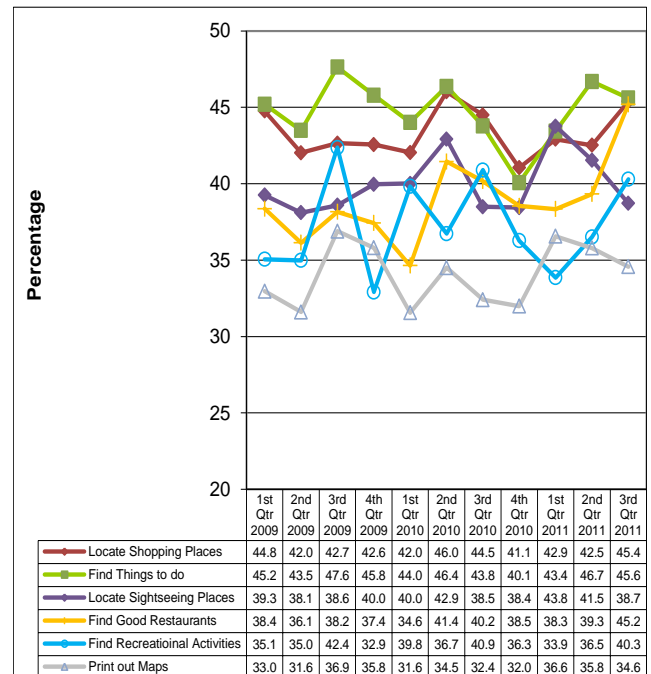


Internet Use

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

- Similar to the same quarter last year, the majority (84.9%) of U.S. visitors who used the Internet in the third quarter of 2011 used it to make airline reservations (not shown in figure).
- In the third quarter of 2011, making car reservations continued to be the second most popular function among 64.8 percent of U.S. visitors who used the Internet, followed by making hotel reservations (61.5%), estimating costs (58.1%) and finding things to do (56.8%) (see Figure 24).

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

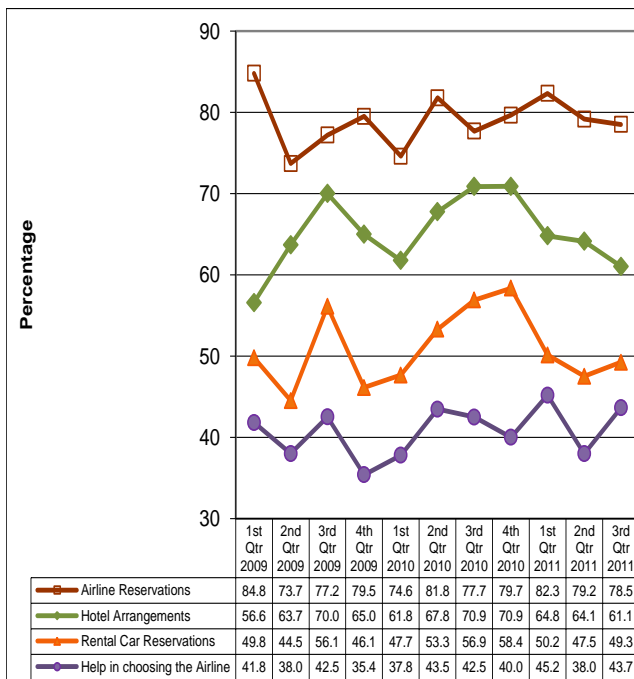


- Of the Japan visitors who used the Internet in the third quarter of 2011, 70.6 percent used it to find a place to stay. This percentage was about the same as the previous year (not shown in figure).
- Similar to a year ago, nearly 40 percent of Japan visitors who used the Internet in the third quarter of 2011 used it to find things to do, locate shopping places and locate sightseeing places (see Figure 25).

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).

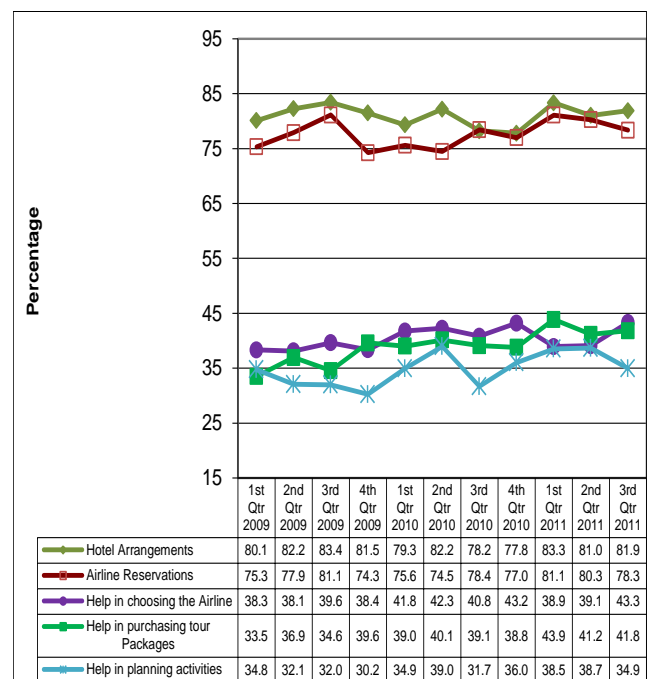
Figure 26: Travel Agent Use – U.S. [Percentage of U.S. visitors who used a Travel Agent]



- U.S. visitors mainly used travel agents to make airline reservations. Consistent with the third quarter of 2010, 78.5 percent of U.S. visitors in the third quarter of 2011 made airline reservations through travel agents (see Figure 26).

- The second most popular use of travel agent among U.S. visitors was making hotel arrangements (61.1%). This was 9.8 percentage points lower compared to the third quarter of 2010.
- The percentage of U.S. visitors in the third quarter of 2011 who made rental car reservations (49.3%) through travel agents was down 7.6 percentage points compared to a year ago.

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 eight out of ten Japan visitors in the third quarter of 2011 continued to be for hotel arrangements (81.9%) and airlines reservations (78.3%), similar to the third quarter of 2010 (See Figure 27).

DEFINITION AND SURVEY METHODOLOGY

Major Market Areas (MMA): The following are defined by the Hawai'i Tourism Authority (HTA) as the top four geographical areas for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon and 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

In the third quarter of 2011, Visitor Satisfaction Survey forms were mailed to selected U.S., Japan, Canada, Europe and Oceania visitors after they had returned home from their trip to Hawai'i. U.S. samples were drawn from the completed Domestic In-Flight Survey forms (Basic Data Series). Japan, Canada, Europe and Oceania samples were drawn from the completed In-Flight Survey forms and completed 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 survey has eight pages with 33 questions.

English and Japanese speaking respondents were also given the option of filling out the Visitor Satisfaction Survey questionnaire online. Data collected from the online surveys were downloaded and merged in with the database containing statistics scanned from the mailed survey on a weekly basis.

**Table 1: Sample Size
July – September 2011**

Area	Mail-out	Recv'd	Return Rate	Level of accuracy at 95% Confidence Interval
Japan	3,915	1,635	41.8%	+/- 1.85
U.S.	8,037	1,866	23.2%	+/- 1.99
Canada	2,145	539	25.1%	+/- 3.65

Due to the low number of samples achieved, data for Europe, Oceania, Lāna'i and Moloka'i 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 O'ahu only and Neighbor Island visitors.

For further information about obtaining visitor data, contact the HTA at (808) 973-2255.