

2014

Visitor Satisfaction
Monitoring Report

Second Quarter
(April – June)

HAWAII TOURISM

AUTHORITY

Hawai'i Convention Center
1801 Kalākau Avenue
Honolulu, Hawai'i 96815
(808) 973-2255
www.hawaii tourism authority.org

INTRODUCTION

This quarterly monitoring report presents selected preliminary statistics from the second quarter of the 2014 Visitor Satisfaction and Activity (VSAT) Survey. The survey measures the opinions of visitors from the top six Major Market Areas (MMAs), U.S. West, U.S. East, Japan, Canada, Europe and Oceania, regarding their satisfaction with Hawai'i as a visitor destination.

Beginning in fourth quarter 2013, VSAT data was collected from Chinese and Korean visitors using intercept surveys conducted at the Honolulu International Airport. The exit survey is shorter than the standard VSAT survey and fewer variables are available for China and Korea.

The VSAT 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, and satisfaction by island. Starting with this report, data will be presented in a slightly different format. Some satisfaction data, are now reported as tabular data followed by a graph showing satisfaction trends.

Condition of Visitor Industry

A total of 2,005,150 visitors came by air to the Hawaiian Islands in the second quarter (April–June) of 2014, up 1.5 percent compared to the second quarter of 2013. Canadian arrivals rose 9.4 percent to 96,587 visitors, while there were small changes in arrivals from U.S. West (-0.9% to 851,868 visitors), U.S. East (+0.5% to 443,506 visitors) and Japan (+0.4% to 326,638 visitors). The average length of stay for all visitors to the state was 8.95 days, similar to the second quarter of 2013.

Arrivals to O'ahu grew 1.7 percent to 1,267,709 visitors. Arrivals to Maui increased 2 percent to 595,054 visitors, while Kaua'i saw a slight growth (+0.5%) to 284,930 visitors. Arrivals to Hawai'i Island dropped 1.8 percent to 341,145 visitors.

VISITOR SATISFACTION RATINGS

Visitor satisfaction is an important indicator of industry performance. It provides vital feedback on how well services are delivered based on visitor evaluations. Satisfying visitors' needs and expectations encourage return trips to Hawai'i. Satisfied customers also develop a fondness for the destination and tend to share their favorable assessment with others.

Table 1 Overall Ratings of Trip, shows percent of respondents who rated their trip as "excellent" a 7 or 8, on an 8-point scale. This measure is the same "excellence rating" reported in the VSAT Annual Reports. In prior quarterly reports, data showed percentages of respondents who rated their trips at 5 or higher on an 8-point scale and they were "satisfied" in some way.

Table 1: Overall Rating of Trip

[Percentage of respondents who rated Hawaii “excellent” by MMA]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
U.S. West	75	82	82	80	82	82
U.S. East	80	86	89	85	83	87
Japan	69	69	74	69	62	68
Canada	81	86	88	83	80	83
Europe	87	88	83	81	85	83
Oceania	85	79	76	74	74	79
China			58	80	94	98
Korea			61	88	84	77

In the second quarter of 2014, the percentages of visitors from U.S. West (82%), U.S. East (87%), Japan (68%) and Oceania (79%) who rated Hawai‘i “excellent” were fairly consistent with the second quarter of 2013. For Canadian (83%) and European (83%) respondents, ratings declined 3 points and 5 points, respectively. Most Chinese respondents (98%) and 77 percent of Korean respondents gave excellent ratings to Hawai‘i.

Figure 1: Overall Rating of Trip

[Percentage of visitors who rated Hawai‘i “excellent” by MMA]

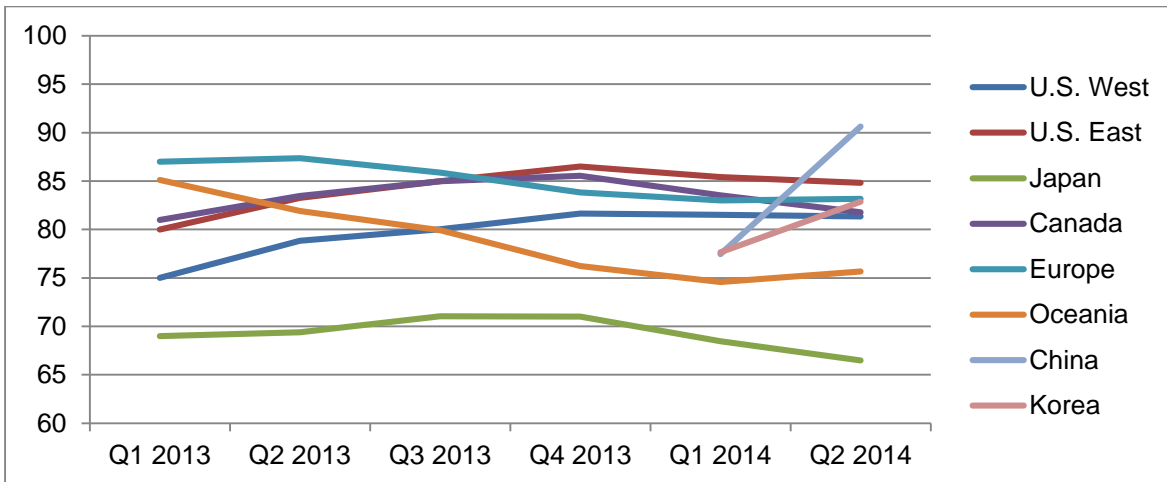


Figure 1 presents trend lines for the data shown above. The trend lines are three-period leading moving averages. The first two quarters of 2013 include the raw scores for the first quarter of 2013 and the average of the first two quarters of 2013. Trends for respondents from Europe and Oceania showed declines of 5 to 6 points through the first quarter of 2014. Trend lines for U.S. West, U.S. East, and Canada were rising through the 4th quarter of 2013 and then leveled off. The trend line for respondents from Japan was relatively flat in 2013 and fell in the first two quarters of 2014.

Exceeded Expectations

Visitors' satisfaction is largely influenced by the level of service they received, and by visitors' own needs, interests, and expectations. Therefore, it is important to measure how well the destination is able to provide the experience that was expected. Overall, Hawai'i's ability to **exceed expectations** continues to be strong.

Table 2: Trip Exceeds Expectations

[Percentage of visitors who said this trip "Exceeded Expectations" by MMA]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
U.S. West	37	39	41	36	34	37
U.S. East	44	51	53	47	43	52
Japan	31	29	35	33	27	28
Canada	36	43	51	41	35	42
Europe	48	51	53	46	48	49
Oceania	44	40	38	38	38	35
China			8	17	36	38
Korea			51	38	41	39

There were very slight changes to the percentages of U.S. West (-2 points to 37%), U.S. East (+1 point to 52%), Japanese (-1 point to 28%) and European (-2 points to 49%) respondents who said their most recent trip to Hawai'i exceeded expectations compared to the second quarter of 2013. Ratings by respondents from Oceania were down 5 points to 35 percent. Four out of 10 Chinese and Korean respondents in the second quarter of 2014, indicated that Hawai'i exceeded their expectations.

Figure 2: Trip Exceeds Expectations

[Percentage of visitors who said this trip "Exceeded Expectations" by MMA]

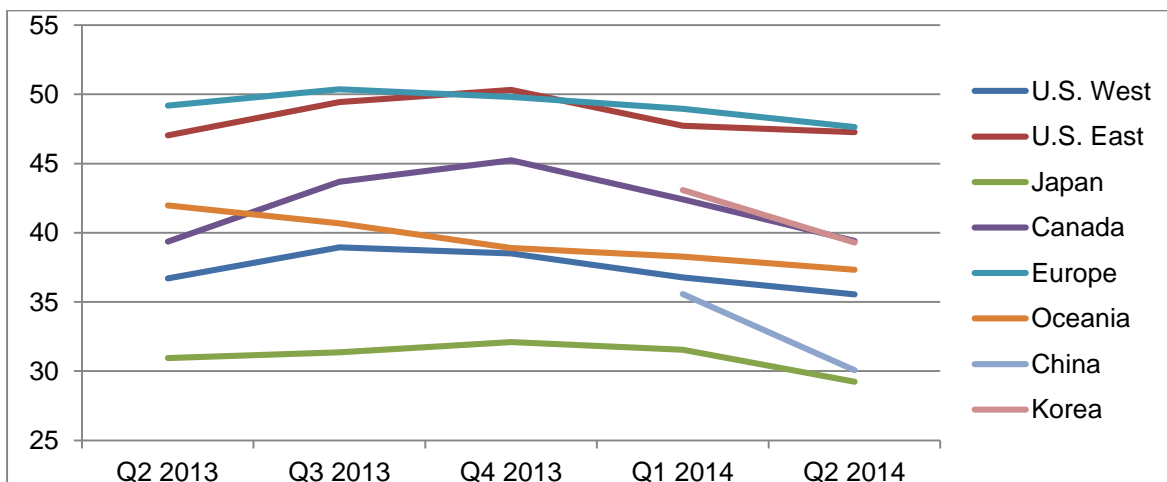


Figure 2 shows the pattern of change for this measure of satisfaction. For U.S. West and U.S. East respondents, ratings were high and flat with little change. The trend for respondents from Canada, and Europe were mid-range (35-45%), increasing through 2013 and then falling for the first two quarters of 2014. The trend line for respondents from Oceania have been dropping since first quarter 2013. Japanese respondents showed a relatively flat trend line until a slight drop in the second quarter of 2014.

Very Likely to Recommend Hawai'i

Visitors who are highly satisfied with their trip are more likely to recommend their destination to friends and family. Relatively high percentages of visitors to Hawai'i have reported that they would be **very likely to recommend** this destination to others. Over time, referrals are expected to produce more first-time and repeat visitors to Hawai'i.

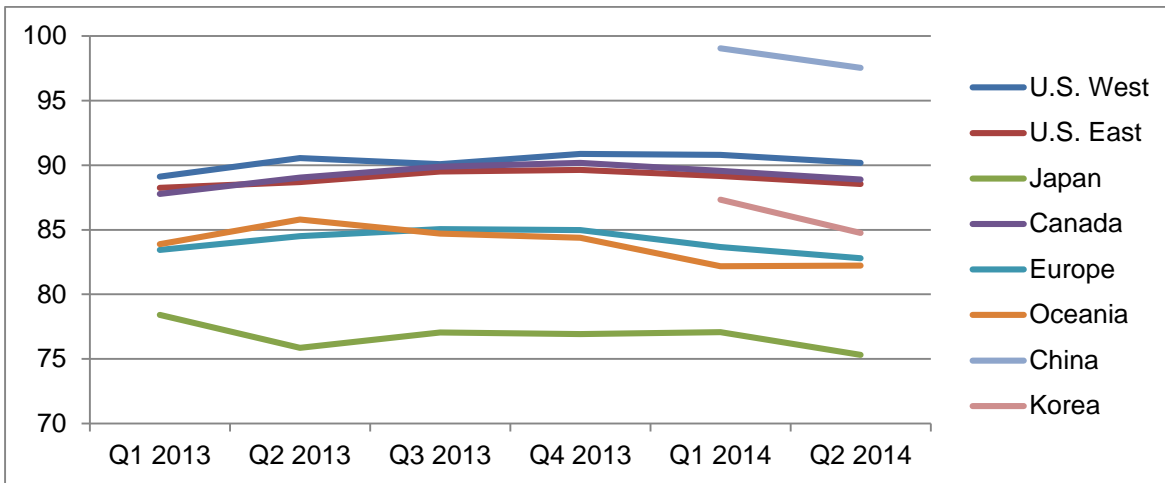
Table 3: Very Likely to Recommend Hawai'i to Friends and Relatives
[Percentage of visitors who are "Very Likely" to recommend Hawai'i by MMA]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
U.S. West	88	91	91	90	91	89
U.S. East	88	90	90	89	88	88
Japan	76	74	81	76	75	76
Canada	88	90	92	89	88	90
Europe	83	86	86	83	82	84
Oceania	84	88	83	83	81	83
China					99	98
Korea					86	86

There were relatively few fluctuations to the percentage of visitors who would recommend Hawai'i over the last year. Ratings by U.S. West (89%), U.S. East (88%) Japanese (76%), Canadians (90%) and European (84%) respondents changed no more than two points compared to the second quarter of 2013. Ratings by respondents from Oceania (83%), were down 5 points from last year. Nearly all of the Chinese respondents (98%) and 86 percent of Korean visitors surveyed in the second quarter of 2014 would very likely recommend Hawai'i.

Figure 3 shows that over the last six quarters, between 76 and 93 percent of all respondents said they would be "very likely" to recommend Hawai'i to their friends and family members. Trend lines showed that ratings for U.S. West, U.S. East and Canadian respondents were high (87-92%) and flat. Respondents from Europe and Oceania trends were mid-range (80-85%) and falling slightly. Respondents from Japan have always offered the lowest ratings for this measure, and their trend line has fallen a bit (-4 points) since the beginning of 2013

Figure 3: Very Likely to Recommend Hawai'i to Friends and Relatives
 [Percentage of visitors who are "Very Likely" to recommend Hawai'i by MMA]



Likely to Revisit Hawai'i

The satisfaction indicator **Likelihood to revisit Hawai'i** is useful in estimating future demand and predicting characteristics of repeat visitors. We expect some ratings to be lower than overall satisfaction measures because not all visitors will be taking long-haul trips in the near future.

Table 4: Very Likely to Revisit Hawai'i

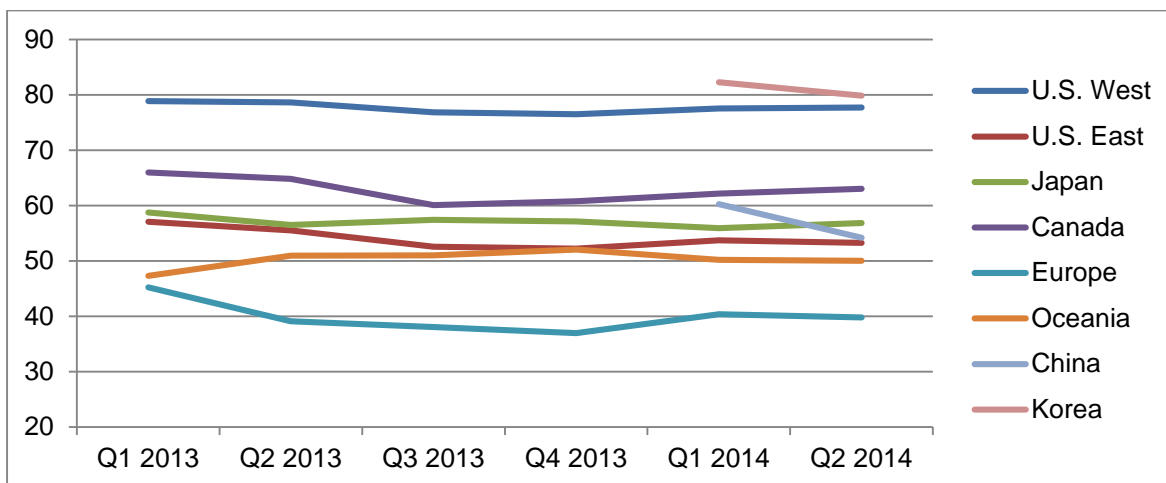
[Percentage of visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
U.S. West	79	77	74	78	81	75
U.S. East	56	50	51	55	55	49
Japan	57	55	60	56	52	63
Canada	64	60	56	66	64	59
Europe	45	33	36	42	43	34
Oceania	47	55	51	50	49	51
China			*	40	60	62
Korea			88	77	82	81

The percentage of Japanese respondents (63%) who said they would return to Hawai'i in the next five years improved 8 points compared to the second quarter of 2013. Ratings from U.S. West (75%), U.S. East (+49%), Canada (59%) and European (34%) respondents changed by two points or less. Ratings by respondents from Oceania (51%) were down 4 points. Eight out of 10 Korean visitors surveyed and 6 out of 10 Chinese visitors surveyed in the second quarter of 2014 said that they would likely come back to the islands in the next 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]

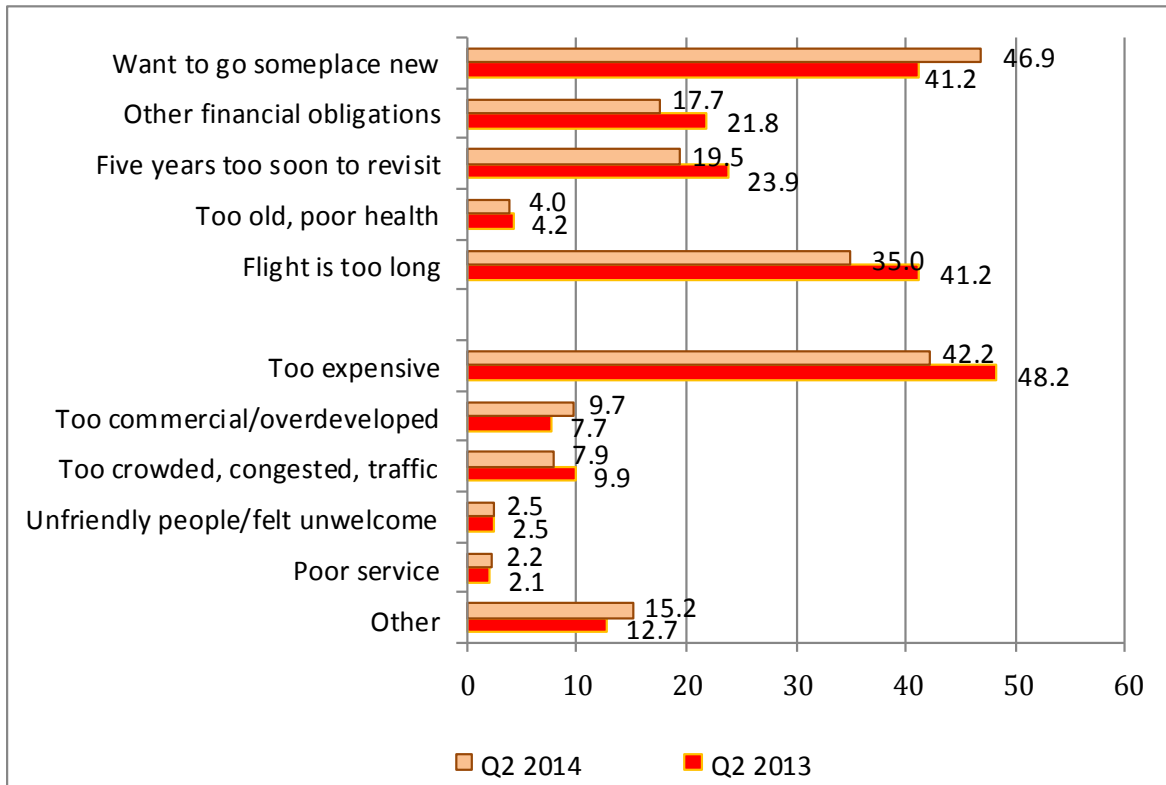


Trend lines for the likelihood of returned to Hawai'i in the next five years is shown in Figure 4. Overall, ratings for the six MMAs have remained fairly steady since the beginning of 2013. Ratings for this measure have a much wider range (37%-84%) than other measures of satisfaction. Respondents from U.S. West have the highest likelihood of returning and very little change over time. The remaining respondent groups were spread from the second greatest likelihood of returning to the least, that is, from Canada (60%-65%) to Europe (37%-45%).

Reasons for Not Revisiting Hawai'i

Visitors who said they were *not likely to revisit Hawai'i* cited many reasons. Understanding those reasons allows us to distinguish dissatisfied visitors from those who are simply unable to return. Visitors' responses to this question are shown in Figures 5 through 9. Reasons for not returning were separated into: "barriers to returning", and "performance issues". Barriers appear at the top of each chart and performance issues are at the bottom. Data for China and Korea were excluded because of low responses.

Figure 5: Reasons for Not Revisiting Hawai'i in Next 5 Years
 [Percentage of U.S. Respondents not Likely to Revisit Hawai'i in the Next Five Years]



Among U.S. respondents, although there were some changes between the second quarters of 2013 and 2014, the general pattern of responses for not returning to Hawai'i were similar. About half of the respondents in the second quarter of 2014 marked one of the barriers and half checked one of the performance measures. The most common reason for not returning is the desire to visit someplace new, up 5.7 points to 46.9 percent. Fewer respondents said the flight is too long (-6.2 points to 35%) compared to the second quarter of 2013.

A lower percentage of U.S. respondents mentioned that Hawai'i is too expensive (-6 points to 42.2%) compared to last year. Some visitors felt that Hawai'i is overdeveloped (9.7%), or too crowded/congested (7.9%). In both years, very few second quarter U.S. respondents said they would not return because of unfriendly people (2.5%) or poor services (2.2%).

Figure 6: Reasons for Not Revisiting Hawai'i in Next 5 Years

[Percentage of Japanese Respondents not Likely to Revisit Hawai'i in the Next Five Years]

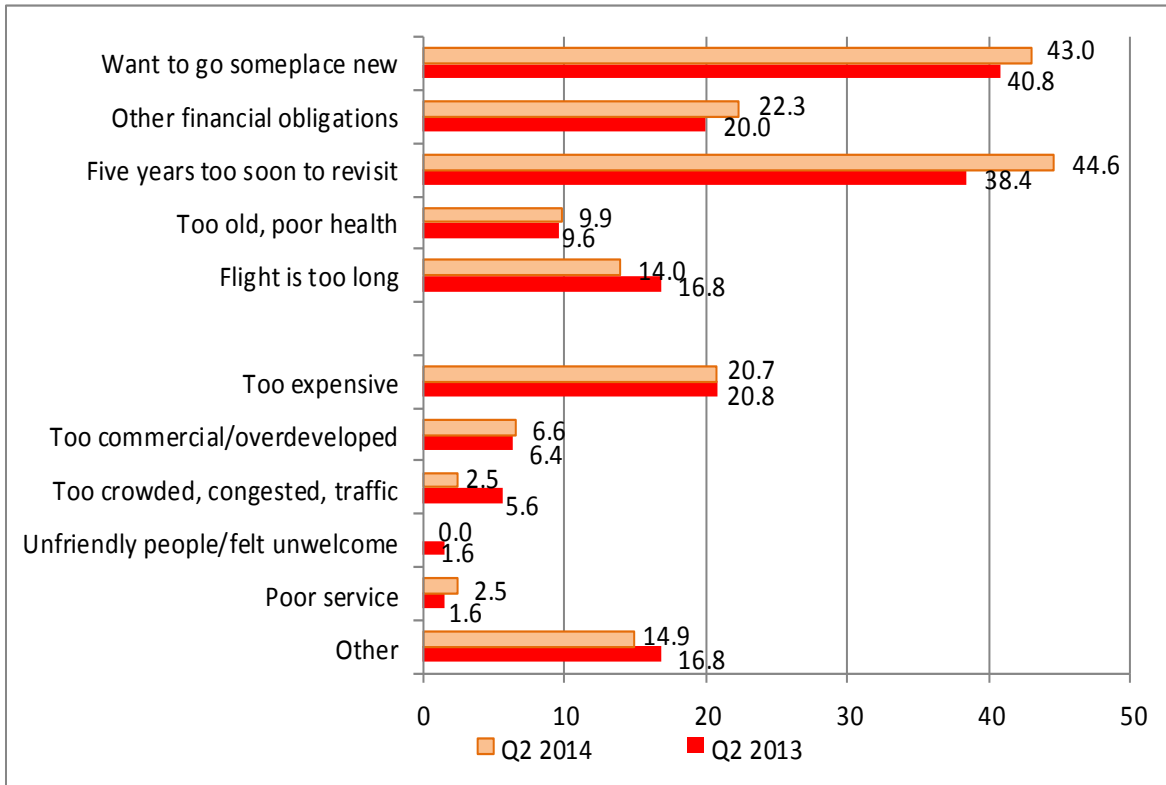
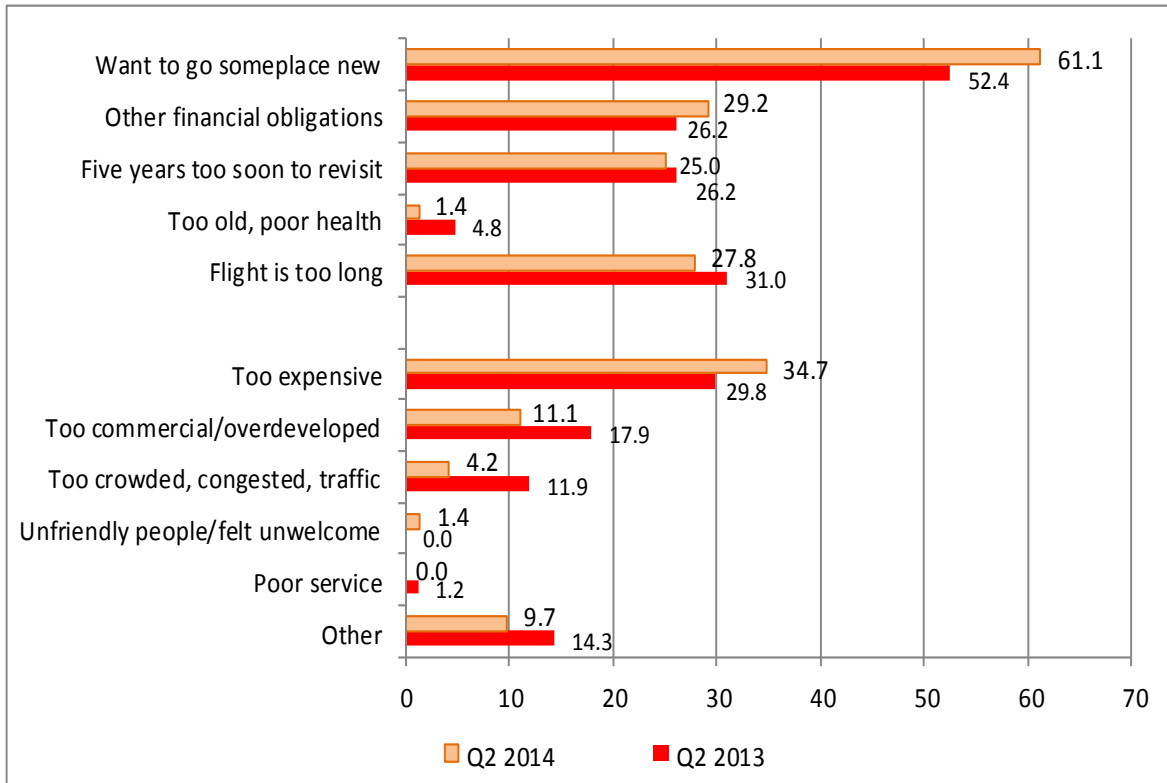


Figure 6 presents the reasons why Japanese respondents said they would not revisit Hawai'i within the next five years. Japanese respondents were more likely to cite barriers to returning than to point out performance issues. In the second quarter 2014, 44.6 percent felt that five years is too soon to revisit, up 6.2 points compared to last year. Four out of ten visitors said they want to go somewhere other than Hawai'i. Relatively few Japanese respondents reported that the flight is too long (14%).

About 21 percent of Japanese respondents said Hawai'i is too expensive and 6.6 percent said Hawai'i is too commercial/overdeveloped. Very few Japanese respondents said they would not return because of poor service (2.5%), and none named unfriendly people as a reason for not returning.

Figure 7: Reasons for Not Revisiting Hawai'i in Next 5 Years

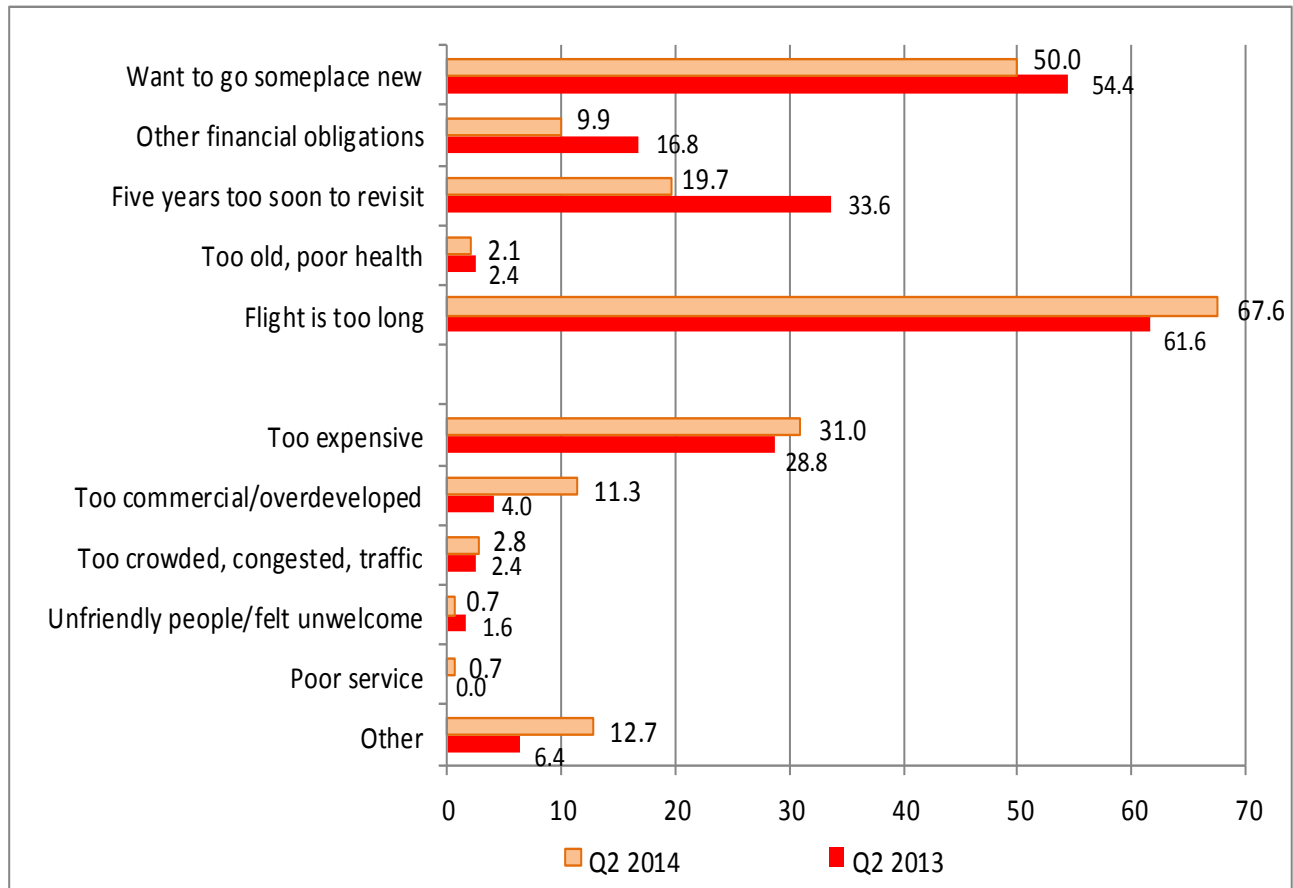
[Percentage of Canadian Respondents not Likely to Revisit Hawai'i in the Next Five Years]



A higher percentage of Canadian respondents in the second quarter of 2014 said they want to go someplace new (61.1% vs. 52.4%) compared to a year ago. Close to 29 percent (+3 points) mentioned other financial obligations; 27.8 percent said the flight is too long (-3.2 points); and 25 percent said five years is too soon to visit again.

About 35 percent said Hawai'i is too expensive, 4.9 points higher than in the second quarter of 2013. Fewer Canadian respondents said Hawai'i is too commercial/overdeveloped (-6.8 points to 11.1%), or too crowded/congested (-7.7 points to 4.2%) compared to a year ago. Almost no Canadian respondents chose poor service or unfriendly people as their reason for not returning.

Figure 8: Reasons for Not Revisiting Hawai'i in Next 5 Years
 [Percentage of European Visitors not Likely to Revisit Hawai'i in the Next Five Years]

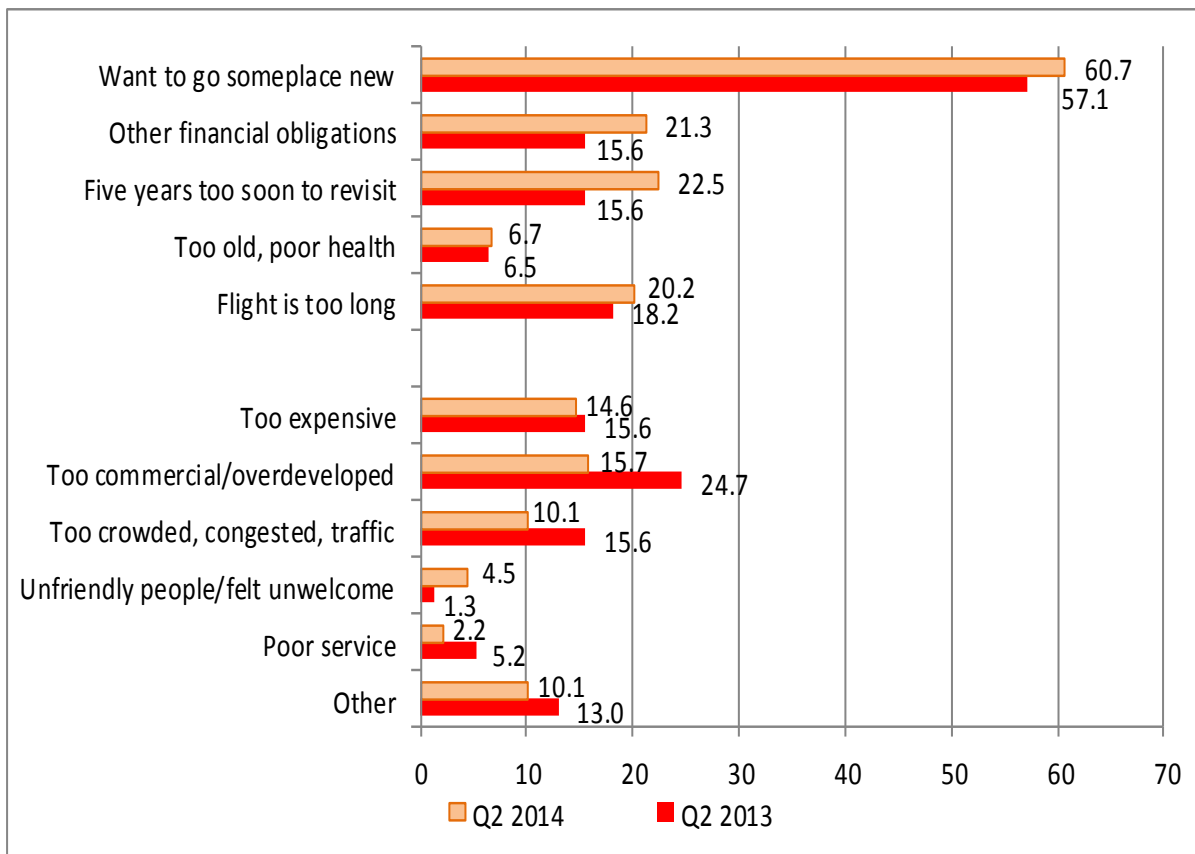


For European visitors, the primary reason for not returning to Hawai'i is the duration of the flight. Nearly 68 percent said that the flight is too long, up from 61.6 percent in the second quarter of 2013. Another reason for not revisiting is the desire to go someplace new (-4.4 points to 50%).

The most frequently mentioned performance issue offered by European respondents was Hawai'i is too expensive (31%). A higher percentage of Europeans said Hawai'i is too commercial/overdeveloped (+7.3 points to 11.3%) compared to a year ago. Less than one percent reported unfriendly people or poor service as reasons for not returning.

Figure 9: Reasons for Not Revisiting Hawai'i in Next 5 Years

[Percentage of Oceania Respondents not Likely to Revisit Hawai'i in the Next Five Years]



The desire to go someplace new was the top reason that respondents from Oceania will not return to Hawai'i within the next five years (60.7%). A higher percentage of Oceania respondents in the second quarter of 2014 said that five years is too soon to revisit (+6.9 points to 22.5%) compared to the same quarter last year. Some respondents mentioned conflicting financial obligations (+5.7 points to 21.3%) or said the flight is too long (20.2%).

Fewer respondents said that Hawai'i is too commercial/overcrowded (-9 points to 15.7%), or too crowded or congested (-5.5 points 10.1%) compared to the second quarter of 2013.

Individual Island Experience

Each island in Hawai'i has unique characteristics, activities, and products that attract different kinds of visitors and produce varied visitor experiences. The VSAT survey asks Hawai'i visitors to rate their experience on each island that they visited during their most recent trip. Results are shown here in Tables 5 to 9 and Figures 10 through 14.

U.S. Respondents

Table 5: Island Experience Rated as Excellent
[Percentage of U.S. Respondents by Island]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
O'ahu	77	83	85	82	80	83
Maui	82	89	89	86	84	88
Hawai'i Island	83	84	85	85	85	83
Kaua'i	83	91	89	84	84	89

Among U.S. respondents, excellent ratings for O'ahu (83%), Maui (-1 points to 88%), Hawai'i Island (-1 point to 83%) and Kaua'i (-2 points to 89%) changed very little compared to the second quarter of 2013.

Figure 10: Island Experience Rated as Excellent
[Percentage of U.S. Respondents by Island]

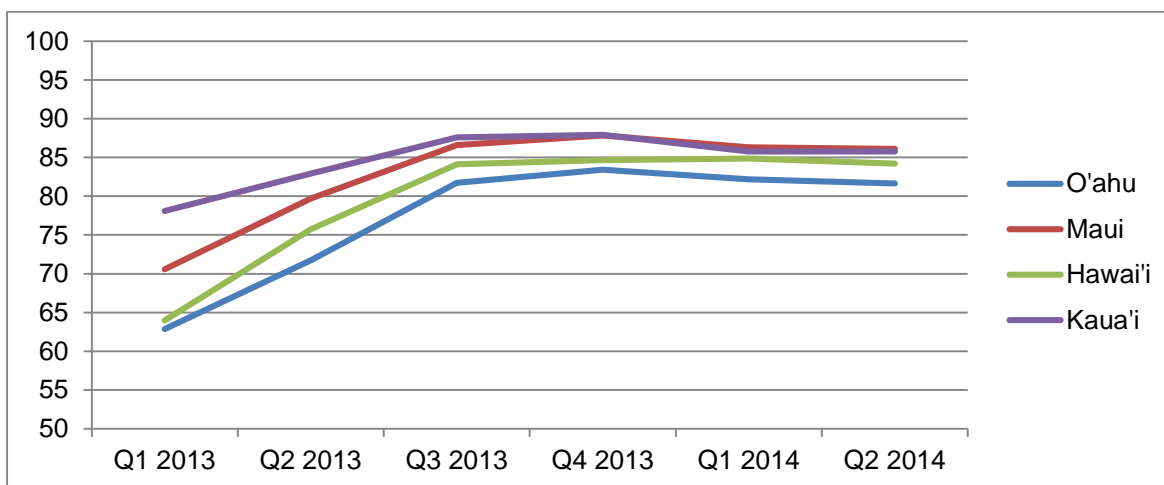


Figure 10 shows trend lines for the data in Table 5. In the second quarter of 2014, U.S. respondents' trend lines were very similar for all islands. The trends show relatively low ratings at the beginning of 2013 (63% to 78%) for all islands, rebounding by the third quarter of 2013. Since that time, the ratings for all islands have drifted downward slightly to their current range (82% to 86%).

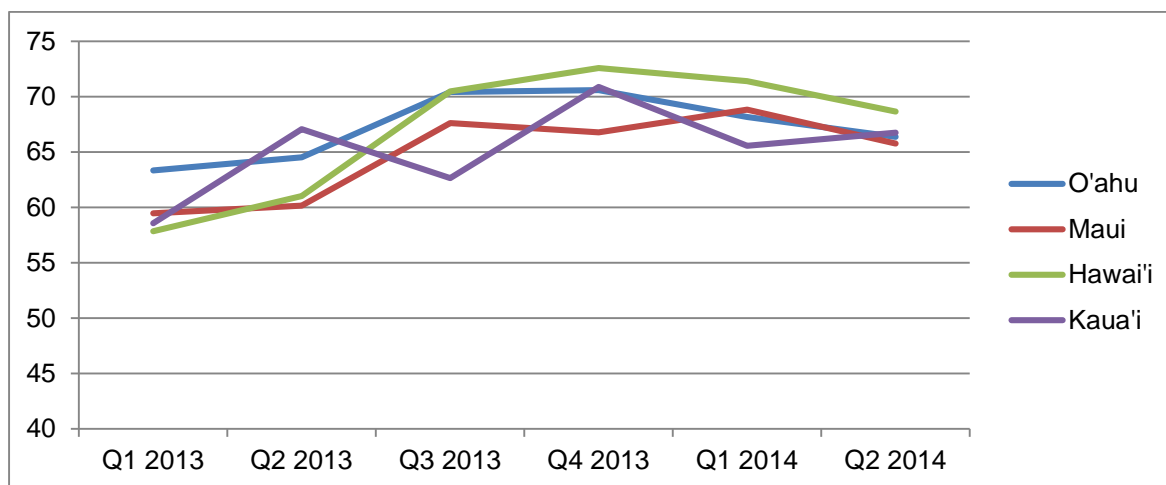
Japanese Respondents

Table 6: Island Experience Rated as Excellent
[Percentage of Japanese Respondents by Island]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
O'ahu	68	69	74	69	62	69
Maui	72	52	78	70	59	69
Hawai'i Island	67	70	75	73	67	66
Kaua'i	47	81	60	71	65	64

Excellent ratings by Japanese respondents for the neighbor islands have shown volatility since 2013. Satisfaction with Maui increased 17 points to 69 percent in the second quarter of 2014. Rating for Kaua'i declined 17 points from 81 percent in the second quarter of 2013. Ratings for Hawai'i island was down 4 points to 66 percent. O'ahu's excellent rating was unchanged at 69 percent.

Figure 11: Island Experience Rated as Excellent
[Percentage of Japanese Respondents by Island]



Trend lines showed that Japanese respondents' satisfaction with trips to all islands were relatively low at the beginning of 2013 and rose noticeably through quarters three and four of 2013. In the first two quarters of 2014, satisfaction has been falling off a bit.

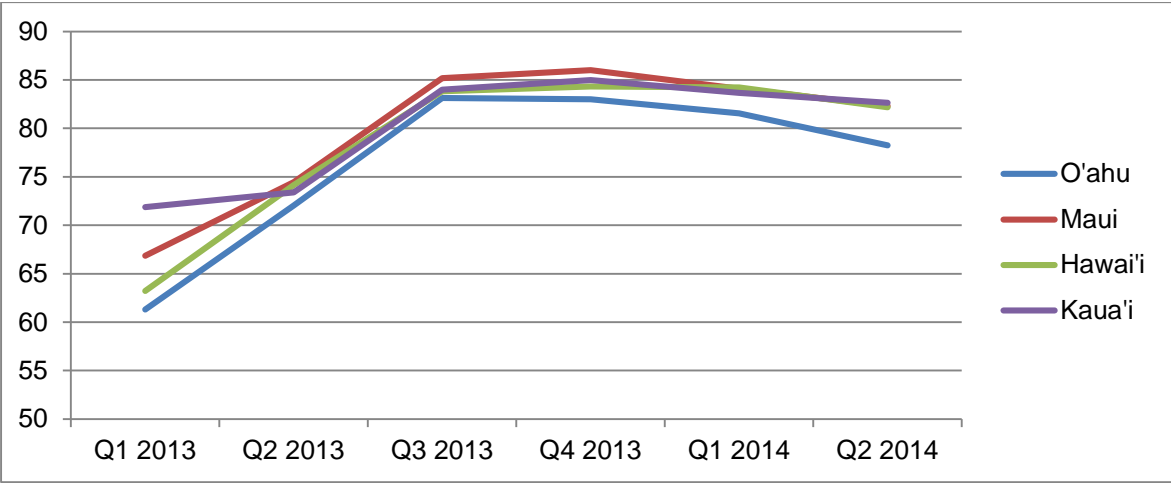
Canadian Respondents

Table 7: Island Experience Rated as Excellent
 [Percentage of Canadian Respondents by Island]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
O’ahu	78	82	89	78	78	79
Maui	81	85	89	84	79	84
Hawai’i Island	82	82	87	84	82	81
Kaua’i	80	82	90	83	78	87

Among Canadian respondents, excellent ratings for O’ahu were down 3 points to 79 percent in the second quarter of 2014. Satisfaction ratings for Maui (-1 points to 84%) and Hawai’i Island (-1 points to 81%) were similar to the second quarter of 2013. Kaua’i’s rating improved 5 points to 87 percent.

Figure 12: Island Experience Rated as Excellent
 [Percentage of Canadian Respondents by Island]



In the second quarter of 2014, trend lines for respondents from Canada were very similar for all islands. The trends showed relatively low ratings at the beginning of 2013 (61% to 72%) for all islands, increasing to a high of (83% to 85%) by the fourth quarter of 2013. Since that time, ratings for all islands have drifted downward slightly to their current range (78% to 83%).

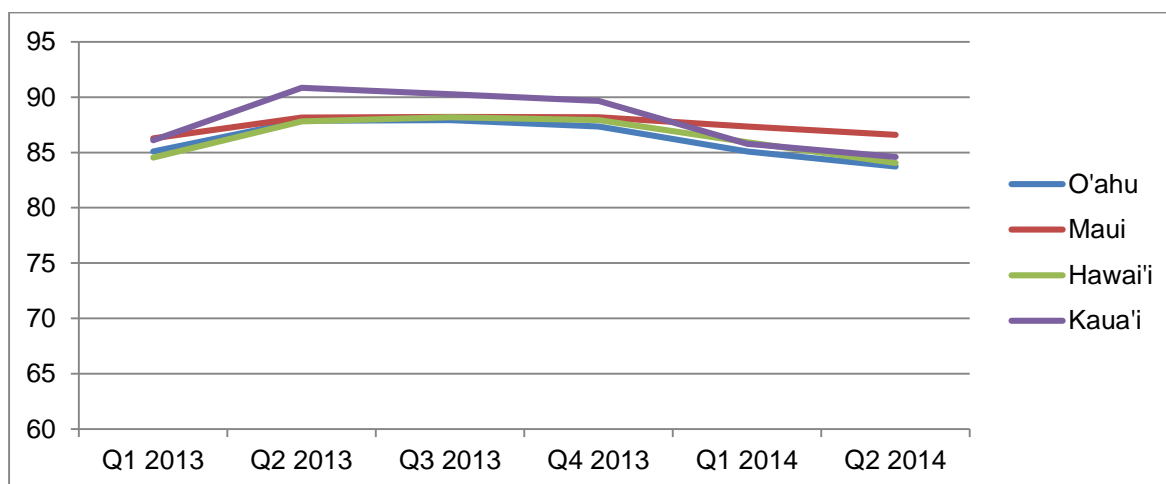
European Respondents

Table 8: Island Experience Rated as Excellent
[Percentage of European Respondents by Island]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
O'ahu	85	91	88	83	84	84
Maui	86	90	88	86	87	86
Hawai'i Island	85	91	89	84	85	83
Kaua'i	86	96	89	84	84	86

Excellent ratings by European respondents declined for all islands compared to the second quarter of 2014. Kaua'i (-10 points to 86%) showed the largest drop, followed by Hawai'i Island (-8 points to 83%), O'ahu (-7 points to 84%) and Maui (-4 points to 86%).

Figure 13: Island Experience Rated as Excellent
[Percentage of European Respondents by Island]



The trend lines showed little difference in ratings between islands. Maui showed a relative flat trend line; while O'ahu, Hawai'i Island and Kaua'i's trends declined in the first two quarters of 2014.

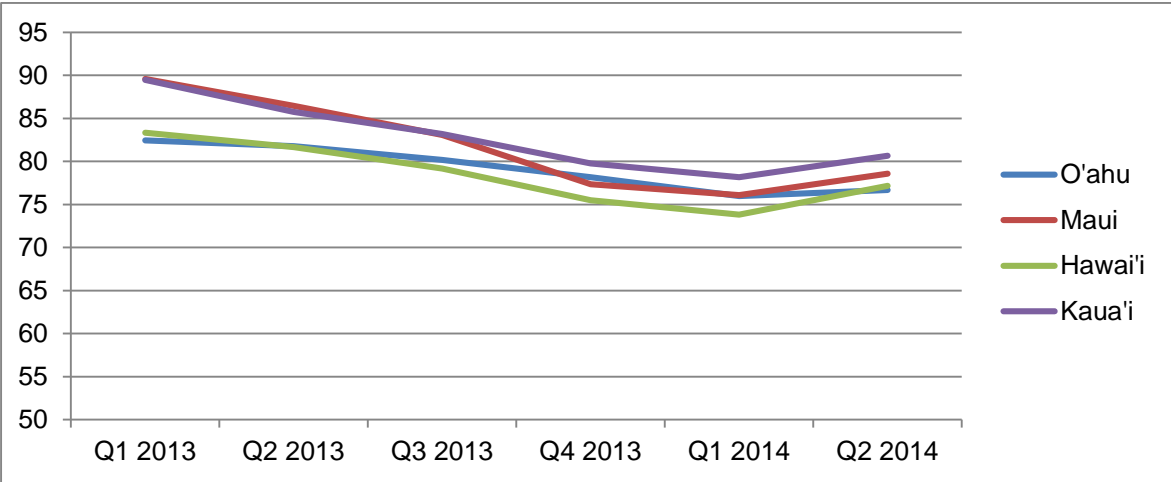
Oceania Respondents

Figure 14: Island Experience Rated as Excellent
 [Percentage of Respondents from Oceania by Island]

MMA	2013				2014	
	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
O'ahu	82	81	77	76	74	79
Maui	90	83	76	72	80	84
Hawai'i Island	83	80	74	72	75	84
Kaua'i	89	82	78	79	77	86

Excellence ratings by Oceania respondents for Kaua'i (86%) and Hawai'i Island (84%) improved 4 points compared to the second quarter of 2013. Maui's rating (+1 point to 84%) was similar to a year ago, while O'ahu's rating (-2 points to 79%) was slightly down.

Figure 14: Island Experience Rated as Excellent
 [Percentage of Oceania Respondents by Island]

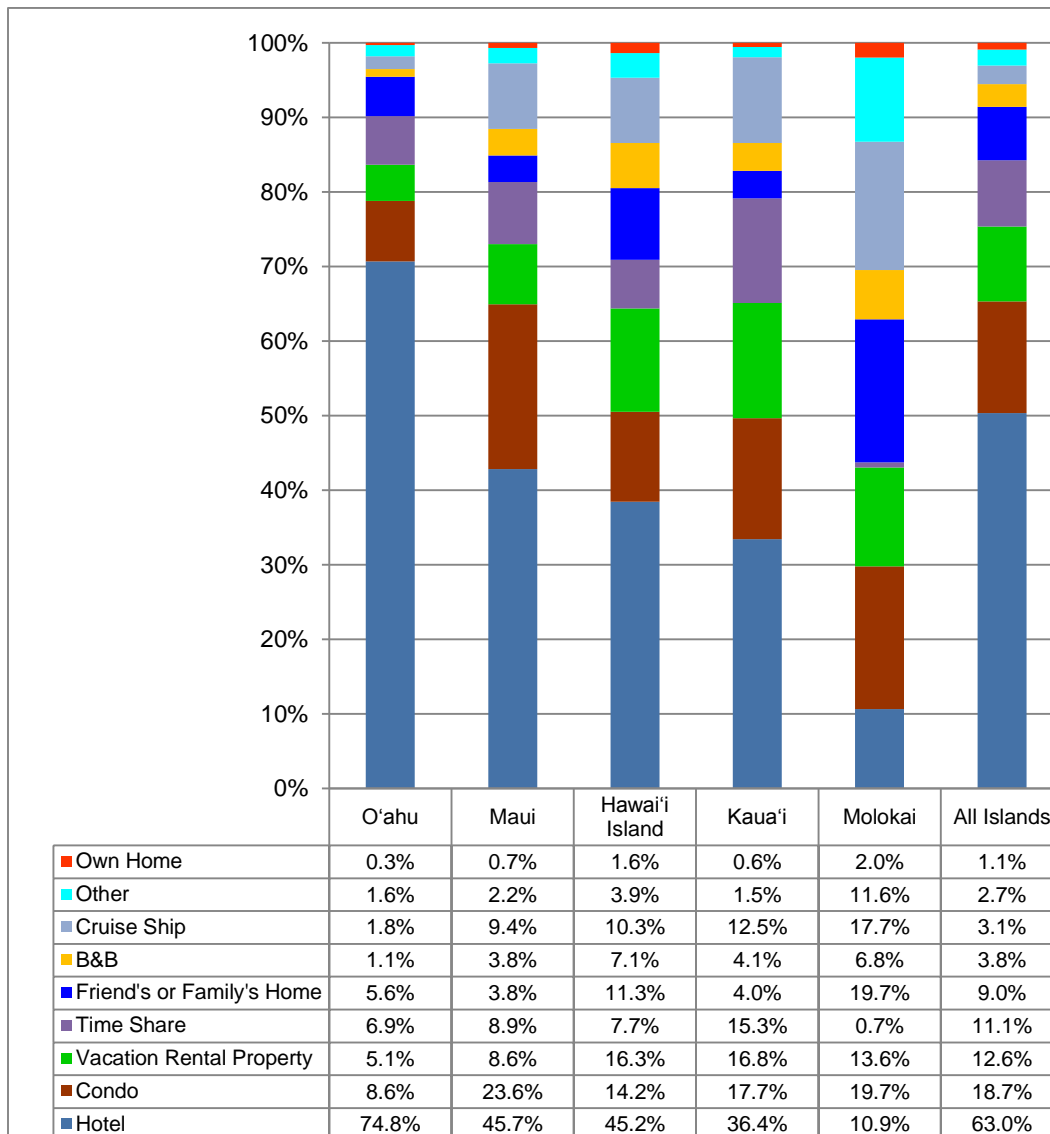


Trend lines for these respondents were very similar for all islands. They showed roughly 10-point decreases from the first quarter of 2013 through the first quarter of 2014, followed by 4-point increases for the most recent quarter.

ACCOMMODATIONS USED DURING HAWAII VISIT

There were 2,005,150 visitors to Hawai'i in the second quarter of 2014. They arrived in about 954,800 visitor parties. The average party size was 2.10 visitors. Some went to more than one island and some stayed at more than one type of accommodation on a given island. Figure 15 shows how visitor stays were distributed by accommodation type across Hawai'i's five islands. Lāna'i was excluded for this quarter because of low responses.

Figure 15: Accommodation Types Used During Visits to Hawai'i by Island
[Percentage of Visitors Stays in each Type of Visitor Accommodation]



Note: Percent of visitors arriving in the second quarter of 2014 who stayed at each type of visitor accommodation on each island they visited. Multiple responses were allowed (i.e., visitors parties may have stayed at more than one type of accommodations during an island visit), and percent shown here are percent of responses rather than percent of respondents.

- Across the State, hotels were used more often than any other type of accommodation (63%); followed by condo hotels (18.7%), vacation rentals (12.6%), timeshares (11.1%) friends' or family's home (9%), and bed and breakfast (3.8%) properties.
- Hotels dominated the accommodation volume primarily because they are so heavily used on O'ahu (74.8%). While hotels are the predominant lodging option, hotels accounted for less than half of all stays on Maui (45.7%), Hawai'i Island (45.2%) and Kaua'i (36.4%).
- Condominium hotels were the second most frequently used at 18.7 percent of all stays. Stays in condominium hotels on O'ahu was only 8.6 percent while use of these units was much higher on Maui (23.6%), Kaua'i (17.7%) and Hawai'i Island (14.2%). On Molokai, visitors reported staying at condominium hotels more often (19.7%) than hotels (10.9%). Officially, there are no hotels on Moloka'i. What is reported here is accommodation types as defined by the survey respondents.
- Vacation rentals accounted for 12.6 percent of all stays and their use differed across islands. On O'ahu, 5.1 percent of all stays were in vacation rentals. Vacation rental use were more prevalent on Kaua'i (16.8%), Hawai'i Island (16.3%) and Molokai (13.6%).
- In the second quarter of 2014, 9 percent of all stays were with friends or relatives; while 1.1 percent were stays at the visitors' own properties.

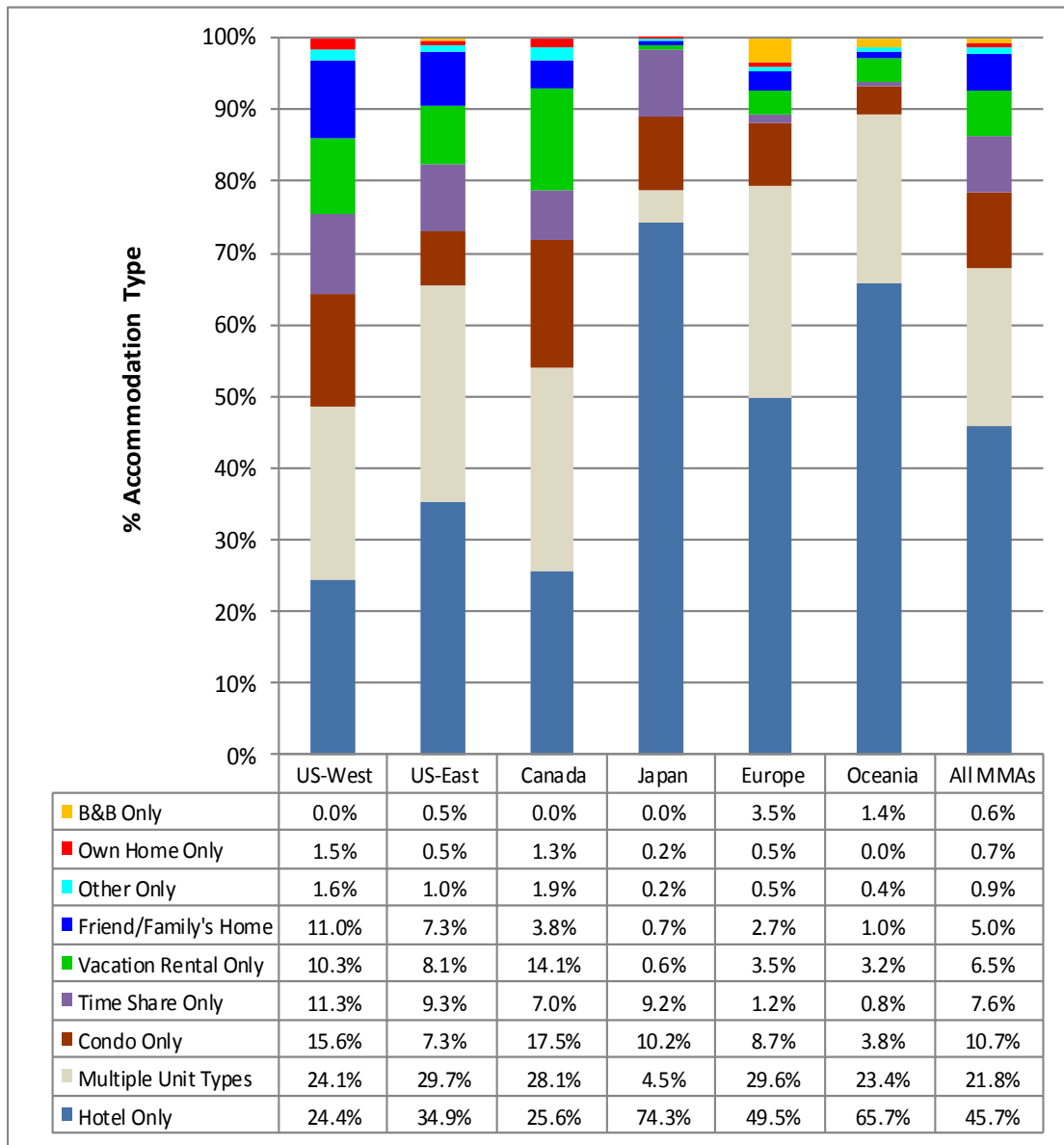
Stays on Cruise Ships

In Figure 15, stays on cruise ships were by respondents who spent at least one night aboard a cruise ship. They covered only visitors who arrived by air, cruised Hawaiian waters, and departed by air. All used other accommodations either before or after their cruises.

In the second quarter of 2014, among the 3.1 percent of stays that were on cruise ships, only 1.8 percent of stays on O'ahu were on cruise ships. Since many interisland cruises begin on O'ahu, their stays aboard ship would be mostly on the Neighbor Islands.

Although the percent of stays that are aboard cruise ships is small, it may be of interest to readers who are monitoring the lodging segment of the visitor industry. The *Visitor Plant Inventory report*, the listing of known visitor accommodations in Hawai'i, does not account for cruise accommodations. These data help round out the accommodations picture.

Figure 16: Preferred Accommodation Type by MMA
 [Percentage of Visitors Stays in each Type of Visitor Accommodation]



In Figure 16, instead of aggregating all of the stays, multi-type users (parties who used different types of units during their stay) were separated from visitors who used one type of accommodation (stayed *only* at a hotel, condominium, timeshare, etc.). This provides an indicator of the “preferred” unit type.

- Close to 22 percent of all parties in the second quarter of 2014 used more than one type of accommodation. Multiple use ranged from a low of 4.5 percent among Japanese respondents to a high of 29.7 percent for U.S. East.

- Among U.S. West respondents, 24.4 percent reported staying exclusively in hotels, regardless of what island they visited, while 24.1 percent stayed in more than one type of accommodation.
- Among U.S. East respondents, 34.9 percent stayed in hotels only while 29.7 percent stayed in multiple types of lodging.
- Only 4.5 percent of Japanese respondents used multiple types of accommodations, while the majority stayed exclusively in hotels (74.3%). Stays in condominium hotels only (10.2%) came in second, followed by stays in timeshares only (9.2%).
- Among Canadian visitors, 25.6 percent stayed only in hotels, 17.5 percent stayed exclusively in condominium hotels; and 14.1 percent used vacation rental properties only.
- Nearly 50 percent of European respondents stayed in hotels only, while 29.6 percent stayed in multiple types of accommodations.
- Two out of three respondents from Oceania stayed exclusively in hotels (66%) while 23.4 percent used more than one type of lodging.

SURVEY METHODS

The Visitor Satisfaction and Activity Survey is a monthly survey mailed to visitors who recently completed a trip to Hawai'i. Monthly samples of visitors who stayed for at least two days were drawn from completed Domestic In-Flight and International Departure Survey databases. Visitors were given the option of responding by mail or through the Internet.

VSAT surveys were mailed each week to visitors from each MMA: U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming), U.S. East (all other States in the Continental U.S.), Japan, Canada, Europe and Oceania. English survey forms were mailed to visitors from U.S., Canada, Europe and Oceania, while Japanese visitors were mailed a Japanese survey form. VSAT data for Chinese and Korean visitors were obtained via intercept surveys conducted at the Honolulu International airport.

Approximately 5,000 surveys were mailed each month. On average, 1,500 completed forms were received each month, for an unadjusted response rate of about 30 percent. Response rates differed by month and across MMAs; and surveys continue to arrive up to a year after they were mailed. Survey response data for the second quarter are shown in Table 15.

**Table 15: Survey Response
April – June 2014**

MMA	Mailed	Received	Rate	Error
U.S. West	3,726	920	24.7	2.8
U.S. East	3,001	825	27.5	2.9
Canada	2,351	570	24.2	3.6
Japan	2,623	779	29.7	2.9
Europe	1,578	396	25.1	4.3
Oceania	1585	450	28.4	3.9
China	---	209	---	---
Korea	---	206	---	---
Total	14,864	3,940	26.5	1.3

Totals do not include the intercept interviews conducted with China and Korea visitors.

The number of surveys mailed in the second quarter was 14,864. A total of 3,940 surveys were received by June 30, 2014. The current response rate, excluding China and Korea, was about 26.5 percent for the first quarter, with a margin of error of ± 1.3 percentage points at the 95 percent confidence level. Response rates for Japan continue to be higher than other MMAs; but our experiment with VSAT for China and Korea has not yet resulted in significant data.

Data collected from online surveys were merged with mailed survey data to form a single database for analysis. Collected data were statistically adjusted to reflect the distribution of cases by island and first-time/repeat visitor status in the In-Flight and Departure Surveys.

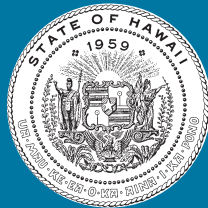
Data were statistically adjusted to be representative of the population of visitor parties entering Hawai'i during each quarter. Results are presented only for classifications (MMA, islands visited, ports of entry, types of visitors, etc.) for which sample sizes are large enough to produce statistics with sample error estimates less than 10 points.

China and Korea

Starting in the fourth quarter of 2013, limited data from China and Korea were included in the quarterly VSAT reports. VSAT data for Chinese and Korean visitors were obtained from intercept surveys conducted at the Honolulu International airports, prior to these visitors boarding their return. The VSAT intercept survey form is shorter than the standard VSAT survey with fewer variables available for China and Korea analyses.

Results reported for China and Korea are unweighted data. Results from the other MMAs are weighted data based on weights generated for the previous year. Since no weights were generated for China and Korea in 2013, unweighted data are reported in 2014. This should not cause problems in interpreting quarterly data except when comparing total figures for all MMAs across years.

The 2014 VSAT weighting system was developed to adjust for disproportionate sampling across MMAs and that adjustment is manifest only when summing across strata. For example if 21 percent of the unweighted sample in an MMA are "satisfied", then 21 percent of the weighted respondents from that MMA are "satisfied". The weighting issue will not affect comparison of any two weighted MMAs and two unweighted MMAs or any comparison of a weighted and an unweighted MMA. The issue will only affect quarterly data for 2014. The VSAT Annual Report for 2014 will use weighted data.



HAWAII TOURISM

AUTHORITY

1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

hawaii tourism authority.org