HAWAI'I TOURISM AUTHORITY

Visitor Satisfaction Survey
First Quarter 2019

VISITORS WHO RATED THEIR MOST RECENT TRIP ✓
"EXCELLENT"

Europe **88.9%**

China **73.7%**

Canada **87.5%**

US West **89.2%**

US East **92.0%**

Korea **73.5%**

Japan **78.6%**

Oceania **83.4%**

Visitor Profile by MMA

	US West	US East	Japan	Canada	Europe	Oceania	China	Korea
Average Age	52	52	40	52	48	51	36	35
Affluent Households	24% $200K+	27% $200K+	12% ¥15M+	21% $200K+	13% $200K+	16% $200K+	9% ¥1,253,600+	24% ₩92,391K+
Education	35% College Grad	36% College Grad	54% College Grad	33% College Grad	31% College Grad	32% Post Grad	53% College Grad	58% College Grad

📷 MARKET AREA SNAPSHOT: EUROPE

MAUI
84% rated trip "Excellent"
23% remember seeing or hearing advertisement

KAUA'I
90% rated trip "Excellent"
29% remember seeing or hearing advertisement

O'AHU
82% rated trip "Excellent"
31% remember seeing or hearing advertisement

ISLAND OF HAWAI'I
87% rated trip "Excellent"
26% remember seeing or hearing advertisement
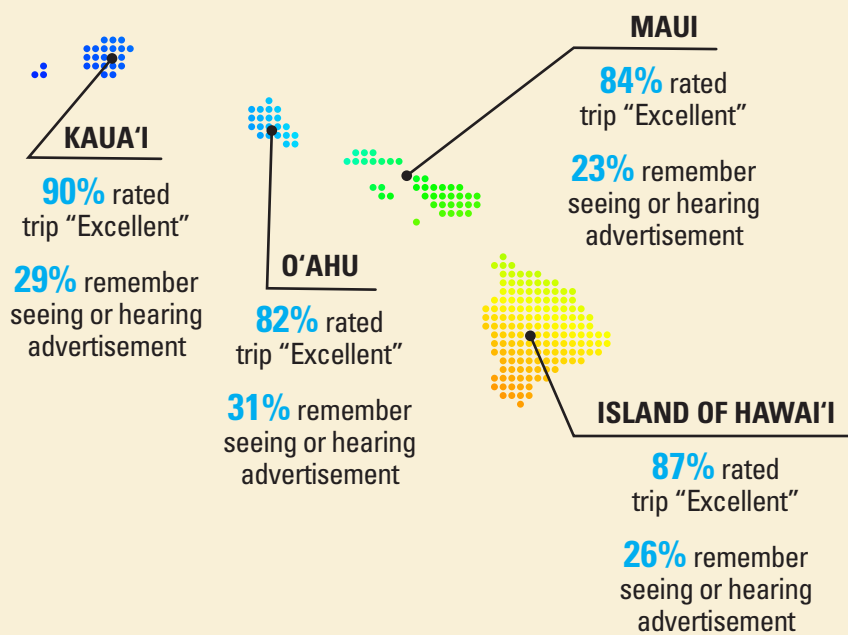
♡ TOP ATTRACTION BY ISLAND

KAUA'I WAILUA FALLS **52%**

MAUI HALEAKALĀ NATIONAL PARK **26%**

O'AHU NORTH SHORE BEACHES **37%**

ISLAND OF HAWAI'I HAWAI'I VOLCANOES NATIONAL PARK **53%**

[ANTHOLOGY] RESEARCH