





advertisement trip "Excellent"

> **39%** remember seeing or hearing advertisement

WAIMEA CANYON **ISLAND OF HAWAI'I** 79% rated trip "Excellent" 44% remember

seeing or hearing advertisement

44% 0'AHU **PEARL HARBOR**

40%

ISLAND OF HAWAI'I **HAWAI'I VOLCANOES** NATIONAL PARK 42%

College

Grad

[ANTHOLOGY[®]] RESEARCH