

2008

Visitor Satisfaction Monitoring Report

**Third Quarter
(July - September)**



State of Hawaii
Department of Business, Economic Development & Tourism
Research & Economic Analysis Division

INTRODUCTION

This monitoring report presents selected preliminary statistics for the 2008 Visitor Satisfaction and Activity survey. The survey measures the opinions of visitors, regarding their satisfaction with Hawai'i as a visitor destination, from five major marketing areas: U.S. West, U.S. East, Japan, Canada and Europe (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.

This report is available in Adobe Acrobat form on the DBEDT website,

<http://www.hawaii.gov/dbedt/info/visitor-stats/vsat>.

For further information about obtaining visitor data and other sources, contact the DBEDT Library at (808) 586-2424, or e-mail library@dbedt.hawaii.gov or DBEDT Research & Economic Analysis Division at (808) 586-2466.

CONDITION OF VISITOR INDUSTRY

In the third quarter of (July – September) of 2008, there were a total of 1,670,403 visitors by air to the State, 16.6 percent less than the same quarter of 2007. Visitor arrivals from Europe with 40,685 (+12.1%) and Canada with 50,230 (+6.4%) showed improvements. At the same time, U.S. West with 699,761 (-21.7%), U.S. East with 392,390 (-18.2%) and Japan with 316,882 (-15.1%) showed decreases in visitors arrivals. However the average length of stay for all visitors was 9.24 days, moderately higher (+2.9%) than the same quarter a year ago.

In the nine months of 2008, total visitors arrived by air declined (-9.1%) to 5,169,845. The decline was caused by slowed visitor arrivals from U.S. West (-13%), U.S. East (-10.7%) and Japan (-9.3%). However, Canadian (+7.7%) and European (+7.6%) visitor arrivals were up. The combined length of stay was 1.7 percent longer at compared to 9.18 days in the first nine months of 2007.

The decreased arrivals from the U.S. reflect the closure of Aloha and ATA airlines, loss of 2 Norwegian Cruise Line ships, increased fuel cost and a continued soft travel market.

RESULTS

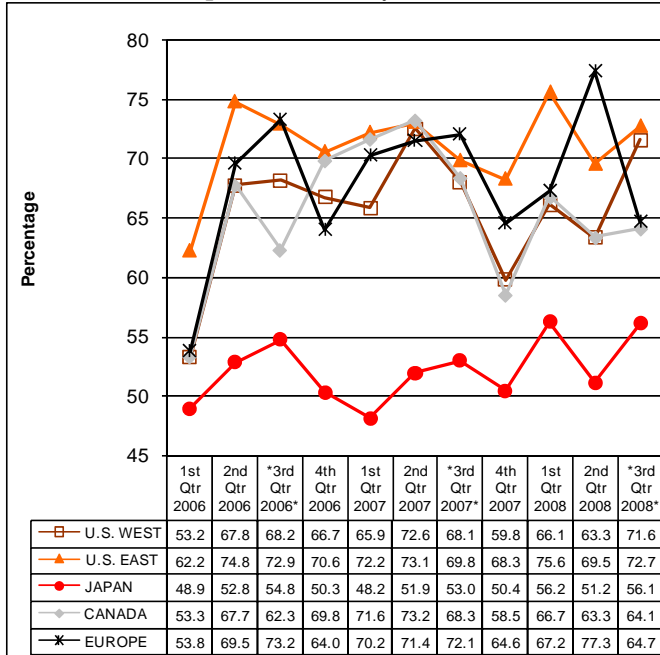
Visitor Satisfaction Ratings

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

Generally, more than half of visitors 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]

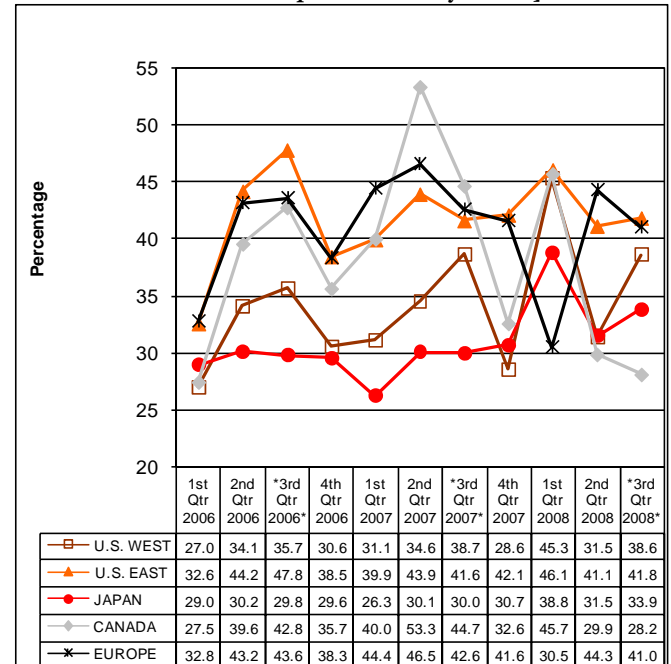


- In the third quarter of 2008, the proportion of U.S. West (71.6%, +3.5 percentage points), U.S. East (72.7%, +2.9 percentage points) and Japanese (56.1%, +3.1 percentage points) visitors who rated their trip excellent were moderately higher than the third quarter of 2007.
- Canadian visitors rated their third quarter of 2008 (64.1%) moderately lower than the third quarter of 2007 (68.3%).
- Third quarter 2008 European visitor rating (64.7%) were significantly lower than the ratings of the same period in 2006 (73.2%) or 2007 (72.1%).

Exceeded Expectations

The visitors' evaluation of the 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).

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



- In the third quarter of 2008, the proportion of U.S. West (38.6%, -1 percentage points) and U.S. East (41.8%, +2 percentage points) visitors who said their recent trip to Hawai'i exceeded expectations were similar to the third quarter of 2007.
- Third quarter 2008 visitor ratings among Japanese visitors (33.9%) were moderately higher than the third quarter of 2006 (29.8%) or 2007 (30%).
- Noticeably less Canadian visitors said their trip exceeded expectations in the third quarter of 2008 (28.2%) than the same quarter in 2006 (42.8%) or 2007 (44.7%).

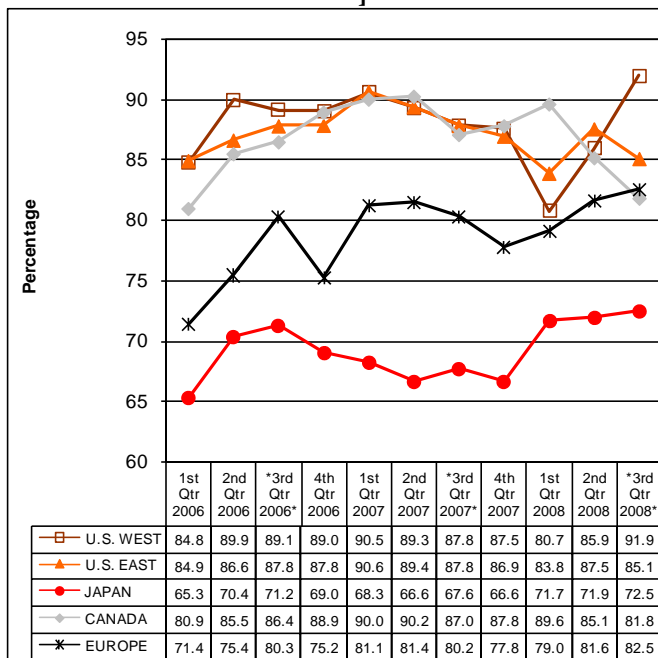
- Satisfaction ratings among Canadian visitors were significantly lower in the second and third quarter of 2008 compared to the second and third quarter of 2006 or 2007 (Figure 2).
- European visitors rated their third quarter of 2008 (41%) similar to the third quarter of 2007 (42.6%).

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 reported to be *very likely to recommend* this destination to others. Word-of-mouth advertising is important in marketing Hawai'i. These referrals, in time, may 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).

- In the third quarter of 2008, more U.S. West (91.9%, +4.1 percentage points), Japanese (72.5%, +4.9 percentage points) and European (82.5%, +2.3 percentage points) visitors were very likely to recommend Hawai'i compared to the third quarter of 2007.
- Ratings among U.S. East visitors in the third quarter of 2008 (85.1%) were 2.7 percentage points lower than the third quarter of 2006 or 2007.
- Ratings among Japanese visitors in the second and third quarter of 2008 were significantly higher than the same period in 2007.
- Canadian visitors were less likely to recommend Hawai'i in the third quarter of 2008 (81.8%) compared to the third quarter of 2007 (87.8%).

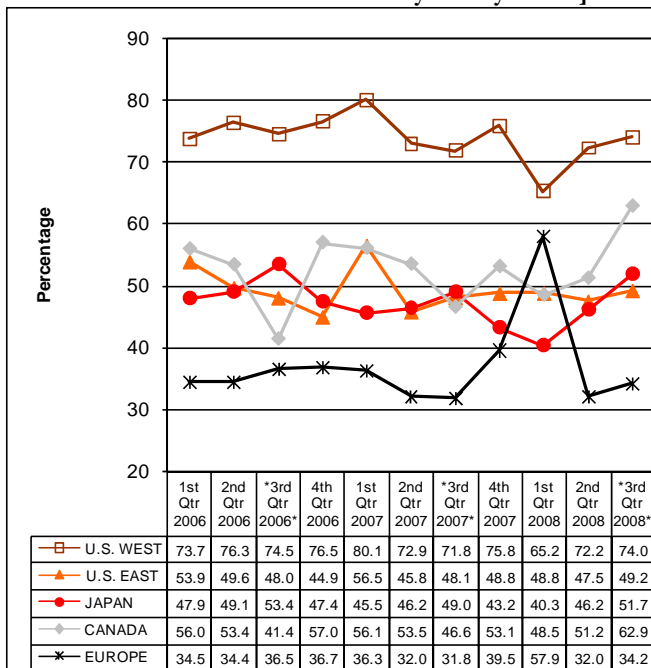
Figure 3: Very Likely to Recommend Hawai'i to Friends and Relatives
 [Percentage of visitors who are "Very Likely" to recommend Hawai'i as a vacation place by MMA]



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).

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]

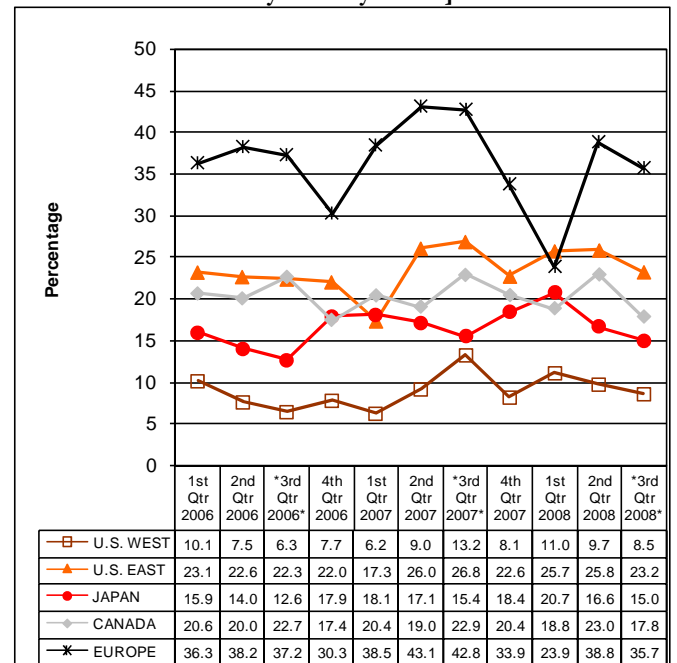


- In the third quarter of 2008, though not statistically significant, more U.S. West (74%, +2.2 percentage points), Japanese (51.7%, +2.7 percentage points) and European (34.2%, +2.4 percentage points) visitors were likely to return to Hawai'i compared to the same quarter in 2007.
- The proportion of U.S. East visitors who were likely to revisit Hawai'i in the third quarter of 2008 (49.2%) was similar to the third quarter of 2006 (48%) or 2007 (48.1%).

- Noticeably more Canadian visitors in the third quarter of 2008 (62.9%) were very likely to revisit Hawai'i compared to the third quarter of 2006 (41.4%) or 2007 (46.6%).

Not Likely to Revisit Hawai'i

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]



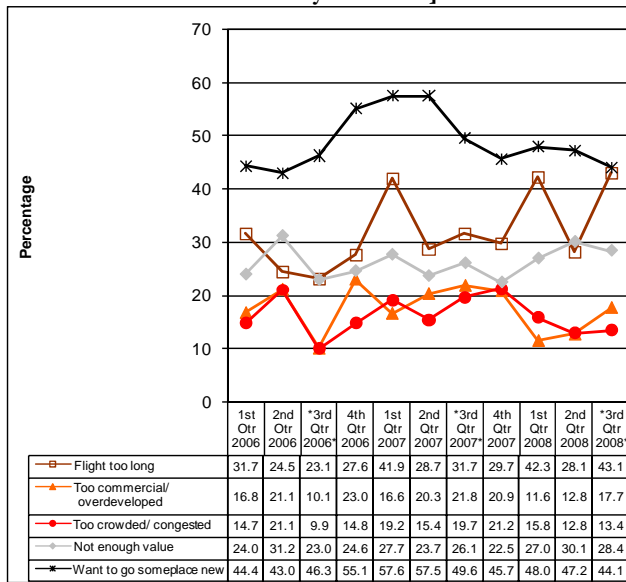
- The percentage of respondents who answered that they were "Not too likely" or "Not at all likely" to visit Hawai'i in the next five years continued to be fairly low among U.S. West visitors, moderately higher for Japan, Canada and U.S. East, while highest for European visitors.
- In the third quarter of 2008, the proportion of U.S. West (8.5%, -4.7 percentage points) and U.S. East (23.2%, -3.6 percentage points) visitors who were not likely to return in the next five years was moderately lower than the third quarter of 2007.

- In the third quarter of 2008, the proportion of Japanese visitors (15%) was similar to the same period in 2007 (15.4%) (See Figure 5).
- Although the proportion of Canadian (17.8%) and European (35.7%) visitors decreased 5.1 and 7.1 percentage points respectively, the proportions are still within the survey’s margin of error.

Reasons for Not Revisiting Hawai‘i

Repeatedly, many of the visitors not planning to return in the next five years tell us that it is because they want to go someplace new (Figure 6 and Figure 7). 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).

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

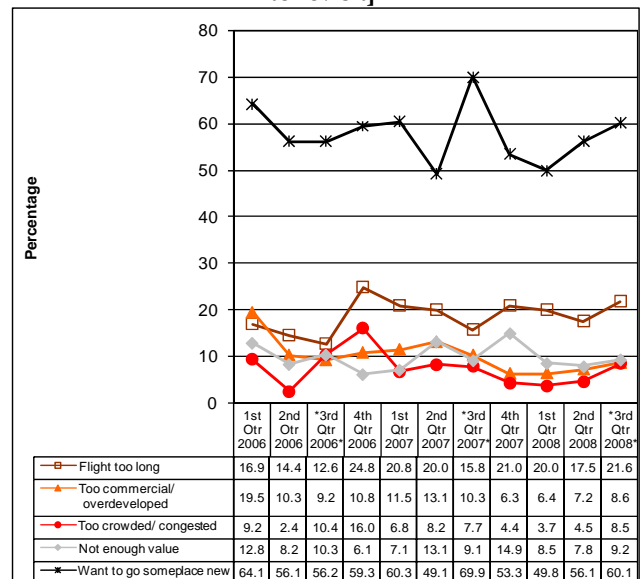


- The first three quarters of 2008 received lower proportions of U.S. visitors who wanted to go someplace new compared to the first three quarters of 2007 (See Figure 6).
- Among the proportion of U.S. visitors who were not likely to revisit in the third quarter of 2008, noticeably more said that the flight was too long (43.1% or 5.9% of all U.S. visitors)

compared to the third quarter of 2007 (31.7% or 5.7% of all U.S. visitors).

- At the same time, the proportion of U.S. visitors that felt Hawai‘i was too crowded/congested (13.4% or 1.8% of all U.S. visitors) was less than the third quarter of 2007 (19.7% or 3.5% of all U.S. visitors).

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

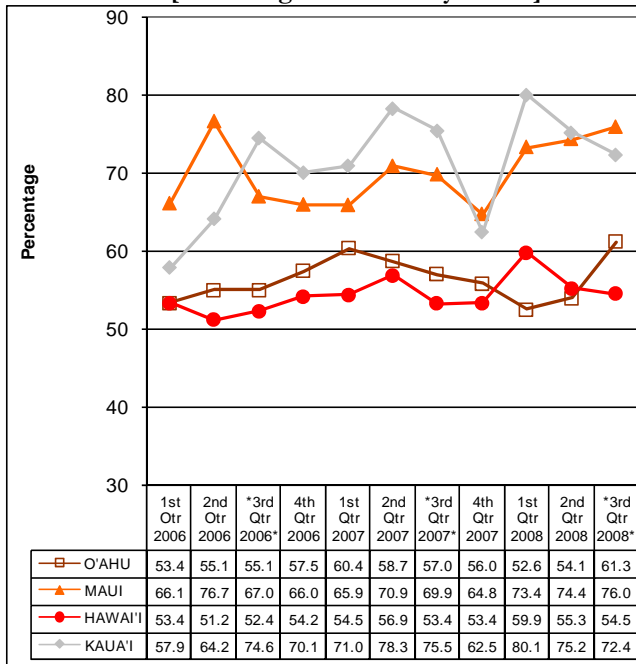


- Of the 15 percent of Japanese visitors in the third quarter of 2008 who were not likely to return, 21.6 percent (3.2% of all Japanese visitors) said that the flight was too long, significantly higher than the same period in 2007 (15.8% or 2.4% of all Japanese visitors) (see Figure 7).
- Among the proportion of Japanese visitors who were not likely to revisit in the third quarter of 2008, significantly less said that they wanted to go someplace new (60.1% or 9% of all Japanese visitors) compared to the third quarter of 2007 (69.9% or 10.8% of all Japanese visitors).

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.

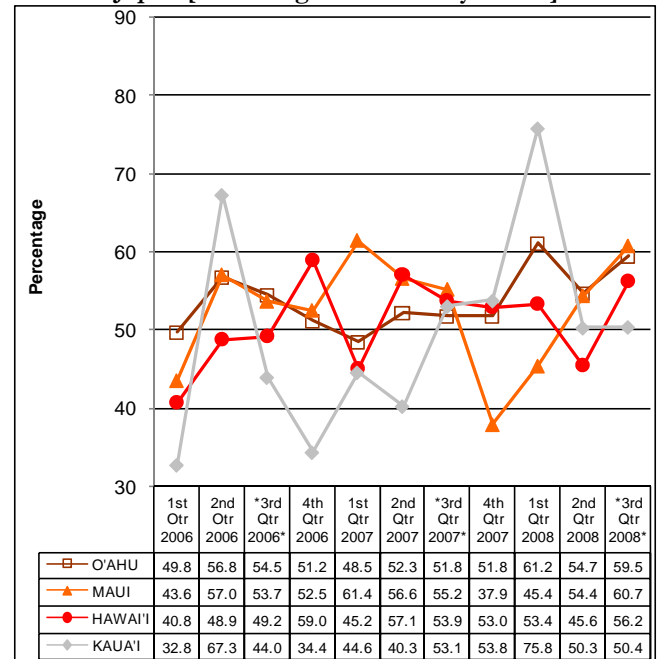
Figure 8: Island Experience Rated as Excellent – U.S. [Percentage of visitors by Island]



- Among U.S. visitors, visitors to Maui and Kaua'i were more likely to say they had an excellent experience than visitors to O'ahu or Hawai'i Island (see Figure 8).
- The proportion of U.S. visitors who rated O'ahu (61.3%) excellent in the third quarter of 2008 was 4.3 percentage points higher than the third quarter of 2007 and 6.2 percentage points higher than the third quarter of 2006.
- Maui ratings among U.S. visitors in the third quarter of 2008 (76%) were 6.1 percentage points higher than the third quarter of 2007 and 9 percentage points higher than the third quarter of 2006. Excellent ratings for Maui in the first three quarters of 2008 were higher compared to the first three quarters of 2007.

- U.S. visitors rated Hawai'i Island (54.5%) similar to the third quarter of the previous year (53.4%).
- Kaua'i ratings among U.S. visitors (72.4%) moderately decreased 3.1 percentage points compared to the third quarter of 2007.

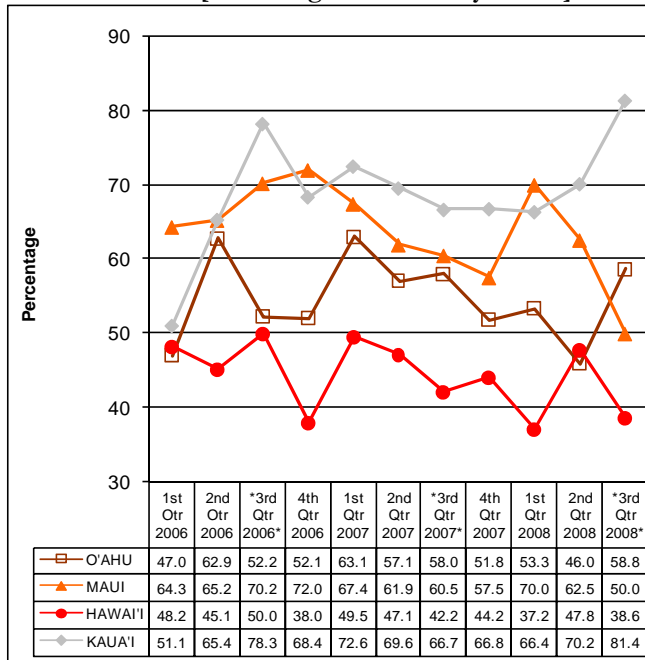
Figure 9: Island Experience Rated as Excellent - Japan [Percentage of visitors by Island]



- The proportion of Japanese visitors that rated O'ahu excellent in the third quarter of 2008 (59.5%) was evidently higher (+7.7 percentage points) compared to the same period in 2007 (Figure 9).
- Maui ratings among Japanese visitors in the third quarter of 2008 (60.7%) were 5.5 percentage points higher than ratings in the third quarter of 2007 and 7 percentage points higher than the third quarter of 2006.
- In the third quarter of 2008 (56.2%), Hawai'i Island ratings among Japanese visitors were 2.3 percentage points higher than the third quarter of 2007 and 7 percentage points higher than the third quarter of 2006.

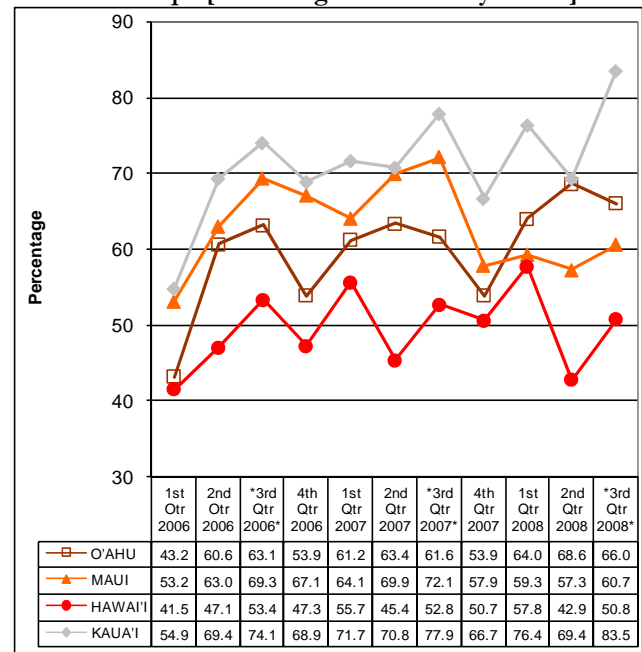
- Kaua'i island ratings in the third quarter 2008 (50.4%) among Japanese visitors were moderately lower than the third quarter of 2007 (53.1%) (see Figure 9).

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



- Canadian visitor satisfaction levels for the island of O'ahu in the third quarter of 2008 (58.8%) were similar to the third quarter of 2007 (58%) (See Figure 10).
- In the third quarter of 2008 (50%), Canadian satisfaction ratings declined significantly for Maui compared to the third quarter of 2006 (70.2%) or 2007 (60.5%).
- The proportion of Canadian visitors that rated Hawai'i Island excellent in the third quarter of 2008 (38.6%) was 3.6 percentage points lower than the third quarter of 2007 and 11.4 percentage points lower than the third quarter of 2006.
- However, Canadian visitor satisfaction levels for Kaua'i (81.4%) increased 14.7 percentage points compared to the third quarter of 2007.

Figure 11: Island Experience Rated as Excellent – Europe [Percentage of visitors by Island]

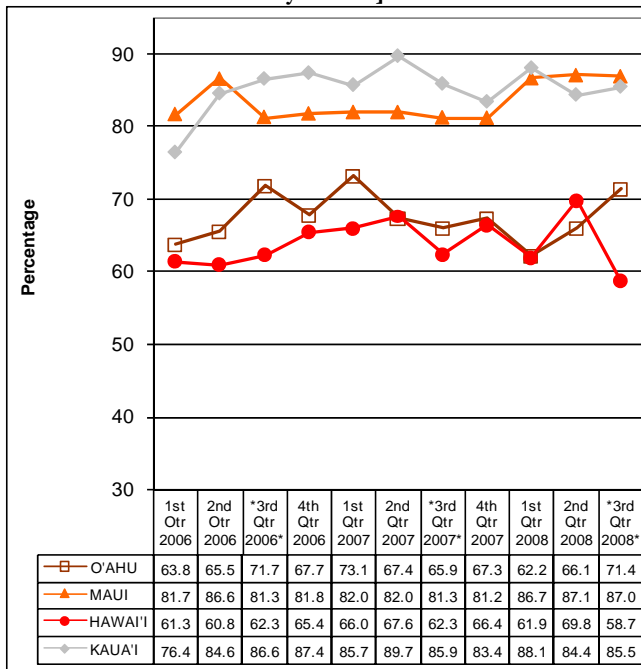


- O'ahu excellent ratings among European visitors in the first three quarters of 2008 were higher compared to the first three quarters of 2006 or 2007. However, Maui ratings in the first three quarters of 2008 were lower compared to the first three quarters of 2006 or 2007 (Figure 11).
- In the third quarter of 2008, more European visitors rated O'ahu (66%, +4.4 percentage points) and Kaua'i (83.5%, +5.6 percentage points) excellent than the third quarter of 2007.
- Considerably fewer European visitors rated Maui (60.7%, -11.4 percentage points) excellent in the third quarter of 2008 compared to the third quarter of 2007.
- The proportion of European visitors that rated Hawai'i Island excellent in the third quarter of 2008 (50.8%) was moderately lower compared to the same period in 2006 (53.4%) or 2007 (52.8%).

Individual Island Recommendation

Again, when visitors are highly satisfied with the destination they visited, they will be more likely to recommend the place to friends and family. More than half of visitors continue to be *very likely to recommend* all islands to others (see Figures 12 to 15).

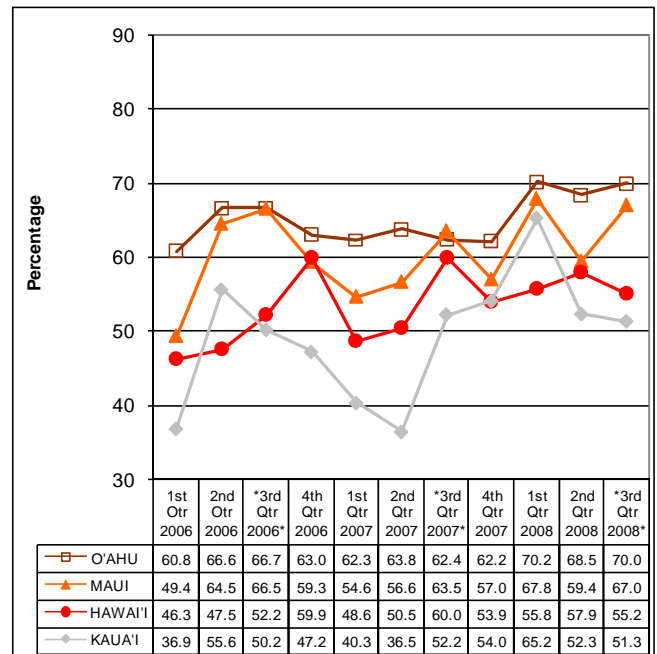
Figure 12: Very Likely to Recommend Island – U.S. [Percentage of visitors who are “Very Likely” to recommend Island as a vacation place by Island]



- Similar to their rating of experiences, U.S. visitors clearly were more likely to recommend Maui and Kaua'i over O'ahu and Hawai'i Island (see Figure 12).
- In the third quarter of 2008, more U.S. visitors were very likely to recommend O'ahu (71.4%, +5.5 percentage points) and Maui (87%, +5.7 percentage points) than the third quarter of 2007.
- Compared to the third quarter of 2007, ratings on Hawai'i moderately decreased 3.6 percentage points to 58.7 percent in the third quarter of 2008.

- Kaua'i ratings among U.S. visitors in the third quarter of 2008 (85.5%) were similar to the third quarter of 2007 (85.9%).

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



- In the third quarter of 2008, Japanese visitors were more likely to recommend O'ahu and Maui over Hawai'i Island and Kaua'i (see Figure 13).
- Excellent ratings for O'ahu in the first three quarters of 2008 improved considerably compared to the first three quarters of the previous year.
- In the third quarter of 2008, Japanese visitors were considerably more likely to recommend O'ahu (70%, +7.6 percentage points) compared to the third quarter of 2007.
- In the third quarter of 2008, moderately more Japanese visitors were very likely to recommend Maui (67%, +3.5 percentage points) as a vacation place compared to the third quarter of 2007.

- At the same time, evidently less Japanese visitors were likely to recommend Hawai'i Island (55.2%, -4.8 percentage points) compared to the third quarter of 2008 (see Figure 13).
- Kaua'i satisfaction ratings among Japanese visitors in the third quarter of 2008 (51.3%) were similar to the third quarter of 2007 (52.2%).

- More Canadian visitors were likely to recommend Maui in the third quarter of 2008 (83.9%) compared to the third quarter of 2007 (77.6%).
- Canadian visitors in the third quarter of 2008 were significantly more likely to recommend Hawai'i Island (68.8%, +17.1 percentage points) and Kaua'i (89.3%, +12.9 percentage points) compared to the third quarter of the previous year.

Figure 14: Very Likely to Recommend Island – Canada [Percentage of visitors who are “Very Likely” to recommend Island as a vacation place by Island]

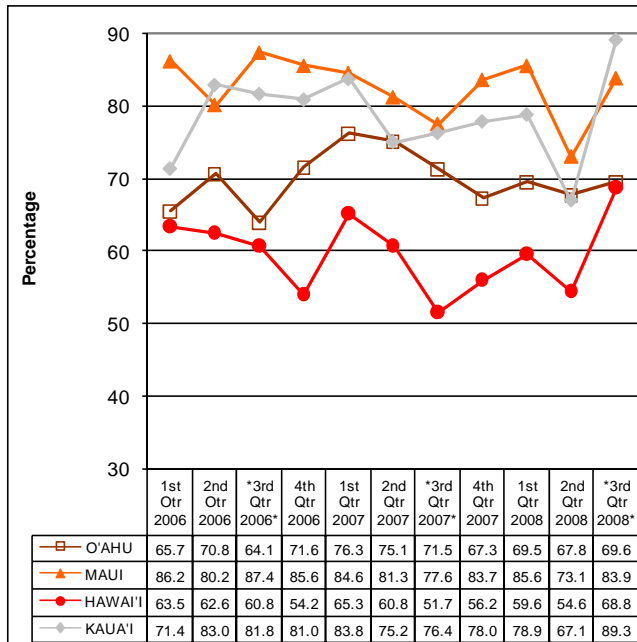
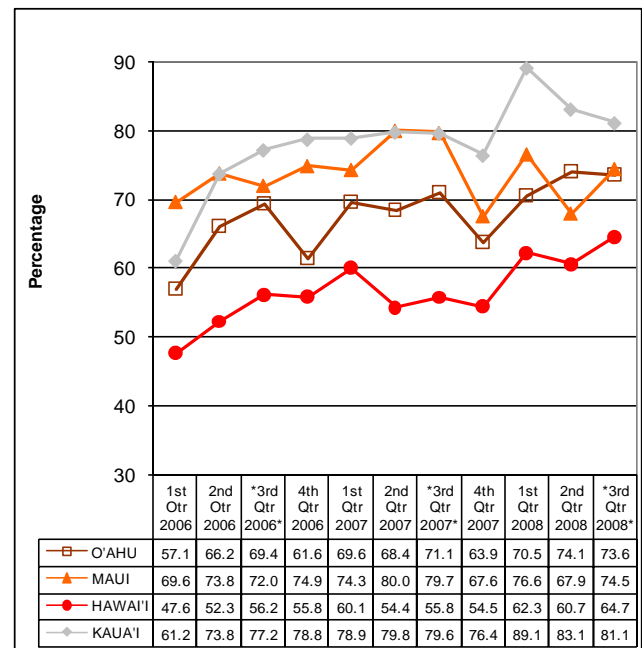


Figure 15: Very Likely to Recommend Island - Europe [Percentage of visitors who are “Very Likely” to recommend Island as a vacation place by Island]



- In the third quarter of 2008, Canadian visitors were more likely to recommend Kaua'i over O'ahu, Maui and Hawai'i Island (see Figure 14).
- In contrast to previous quarters, O'ahu and Hawai'i Island ratings were more similarly rated in the third quarter of 2008.
- In the third quarter of 2008, the proportion of Canadian visitors who were very likely to recommend O'ahu (69.6%) was 1.9 percentage points lower than the third quarter of 2007.

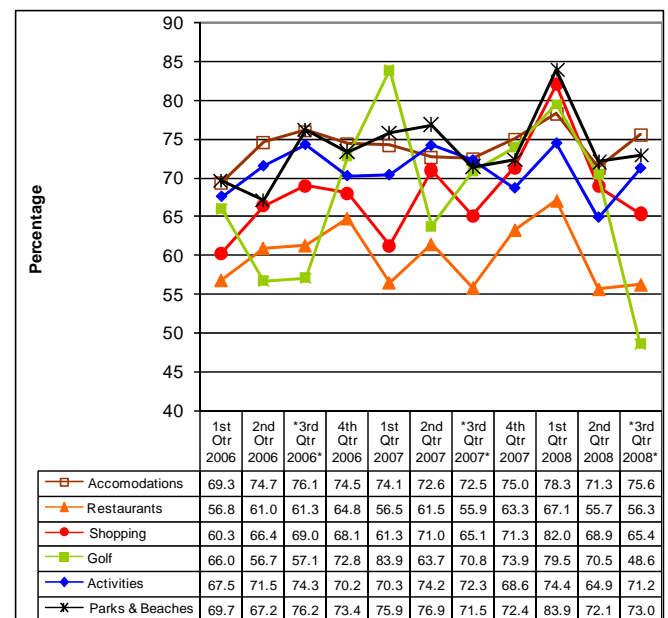
- Since the fourth quarter of 2007, European visitors were more likely to recommend Kaua'i over O'ahu, Maui and Hawai'i Island (Figure 15).
- Hawai'i Island ratings among European visitors in the first three quarters of 2008 improved over the first three quarters of 2006 or 2007.
- In contrast to previous quarters, O'ahu and Maui ratings were more similarly rated in the third quarter of 2008.

- O‘ahu ratings (73.6%) were moderately higher than the third quarter of 2006 (69.4%) or 2007 (71.1%) (see Figure 15).
- Moderately less European visitors were very likely to recommend Maui in the third quarter of 2008 (74.5%) than the third quarter of the previous year (79.7%).
- In the third quarter of 2008, Hawai‘i Island ratings (64.7%) was significantly higher than the same period of 2006 (56.2%) or 2007 (55.8%).
- At the same time, Kaua‘i ratings (81.1%) among European visitors were similar to the third quarter of 2007 (79.6%).

Attributes of Each Island

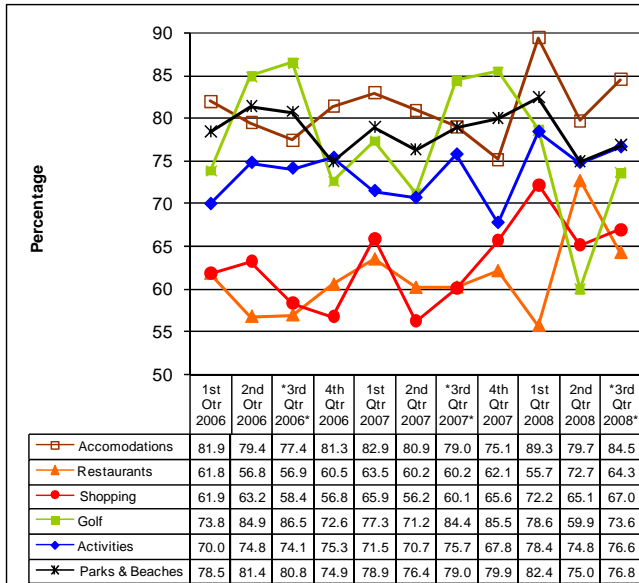
Analysis of the visitors’ satisfaction with the specific attributes, activities and products of each island may help us to identify the underlying reasons for changes in individual island experiences. Visitors were asked to rate how satisfied they were with certain attributes of their trip. The satisfaction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

Figure 16: Detailed Satisfaction Ratings for U.S. Visitors to O‘ahu [Percentage of U.S. visitors to O‘ahu who were “Very Satisfied” with Attribute]



- The proportion of U.S. visitors who were very satisfied with O‘ahu’s restaurants continued to be distinctively lower than the other attributes on the island (see Figure 16).
- In the third quarter of 2008, accommodations on O‘ahu were the highest rated attribute. Moderately more U.S. visitors in the third quarter of 2008 were very satisfied with O‘ahu’s accommodations (75.6%) compared to the third quarter of 2007 (72.5%).

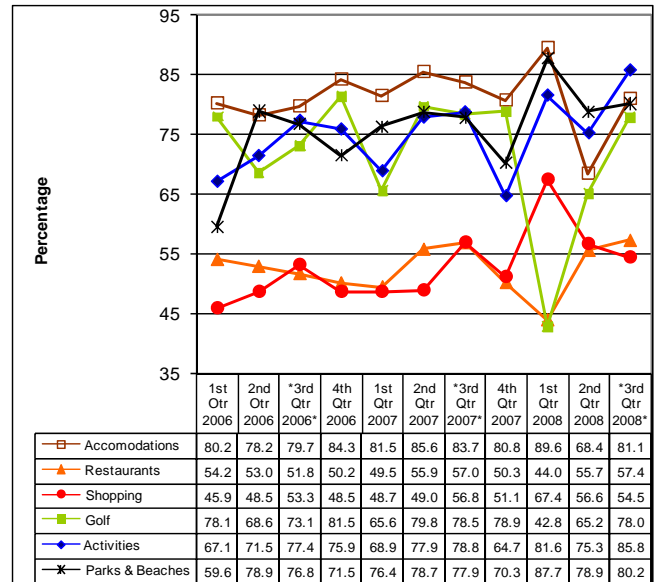
Figure 17: Detailed Satisfaction Ratings for U.S. Visitors to Maui [Percentage of U.S. visitors to Maui who were “Very Satisfied” with Attribute]



- From the fourth quarter of 2007 to the third quarter of 2008, satisfaction ratings for shopping on Maui significantly improved compared to the same period a year ago (Figure 17).
- In the third quarter of 2008, accommodations on Maui were the highest rated attribute on the island. The proportion of U.S. visitors who enjoyed Maui’s accommodations (84.5%) was 5.5 percentage points higher than the third quarter of 2007 and 7.1 percentage points higher than the third quarter of 2006.
- In the third quarter of 2008, the proportion of U.S. visitors who enjoyed Maui’s restaurants (64.3%) was 4.1 percentage points higher than the third quarter of 2007 and 7.4 percentage points higher than the third quarter of 2006.
- Notably more U.S. visitors enjoyed Maui’s shopping in the third quarter of 2008 (67%) compared to the third quarter of 2006 (58.4%) or 2007 (60.1%). Significantly more U.S. visitors were very satisfied with shopping on Maui for the value for their money and locations while moderately more were very satisfied with the quality, variety of

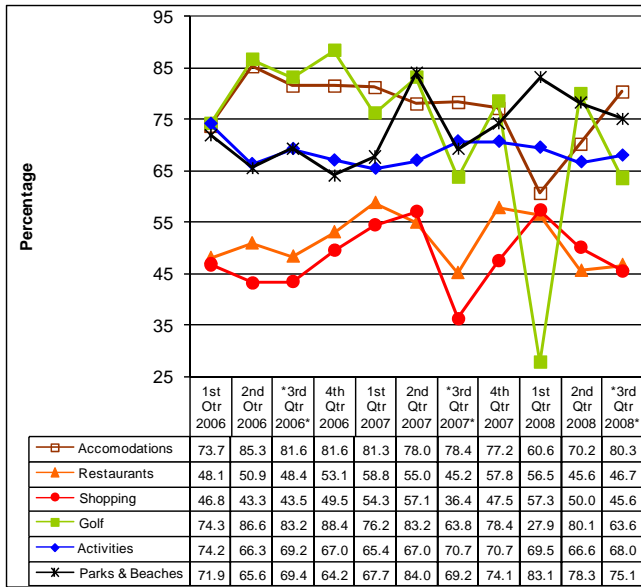
merchandise, sufficient number of shopping places, and service.

Figure 18: Detailed Satisfaction Ratings for U.S. Visitors to Kaua’i [Percentage of U.S. visitors to Kaua’i who were “Very Satisfied” with Attribute]



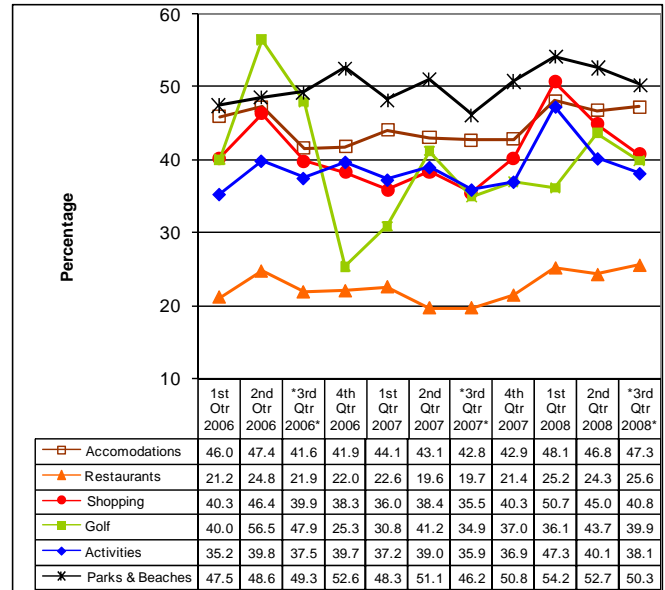
- Kaua’i’s activities was the highest rated attribute in the third quarter of 2008. The proportion of U.S. visitors who enjoyed the island’s activities (85.8%) noticeably improved compared to the third quarter of 2006 (77.4%) or 2007 (78.8%) (Figure 18).
- In the third quarter of 2008, ratings regarding Kaua’i’s restaurants (57.4%) and shopping (54.5%) among U.S. visitors continued to be lower than the other attributes.

Figure 19: 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 was the highest rated attribute in the third quarter of 2008 (80.3%). The proportion of U.S. visitors who enjoyed the island's accommodations was 1.9 percentage points higher than the third quarter of 2007 (Figure 19).
- Third quarter ratings in 2008 from U.S. visitors regarding shopping (45.6%) on Hawai'i Island significantly improved compared to the same period in 2007 (36.4%). Quality was the rated highest detail for shopping on Hawai'i Island, followed by the value for their money, locations, sufficient number of shopping places, and service.
- At the same time, ratings improved for Hawai'i Island's parks and beaches (75.1%) compared to the third quarter of 2006 (69.4%) or 2007 (69.2%).

Figure 20: Detailed Satisfaction Ratings for O'ahu – Japan [Percentage of Japan visitors to O'ahu who were "Very Satisfied" with the Attribute]



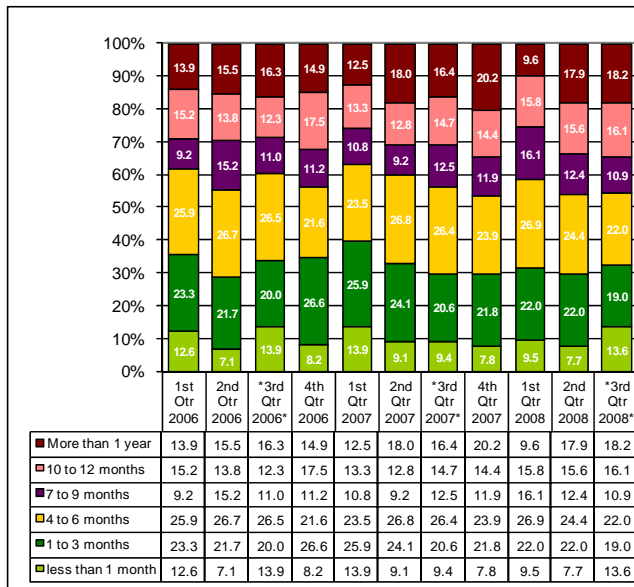
- O'ahu's parks and beaches continued to be the highest rated attribute among Japanese visitors (see Figure 20).
- However, Japanese visitor ratings regarding O'ahu's restaurants remained distinctively lower than the other attributes on the island.
- The proportion of Japanese visitors who rated restaurants and shopping excellent in the first three quarters of 2008 considerably increased compared to the first three quarters of 2007. Shopping satisfaction ratings in the first three quarters of 2008 distinctively improved and specifically in the sufficient number of shopping places, locations, and variety of merchandise.
- Japanese visitor ratings showed some improvement over the third quarter of the 2007 with restaurants (25.6%, +5.9 percentage points) and shopping (40.8%, +5.3 percentage points).

- Regarding restaurant satisfaction ratings on O'ahu, satisfaction levels were significantly higher for the variety of choices while moderately higher for the value for their money, quality and taste of the food, locations, and service (Figure 20).
- Regarding shopping satisfaction on O'ahu, the highest rated subcategories were the sufficient number of shopping places and variety of merchandise; followed by the service, value for their money, and locations.

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

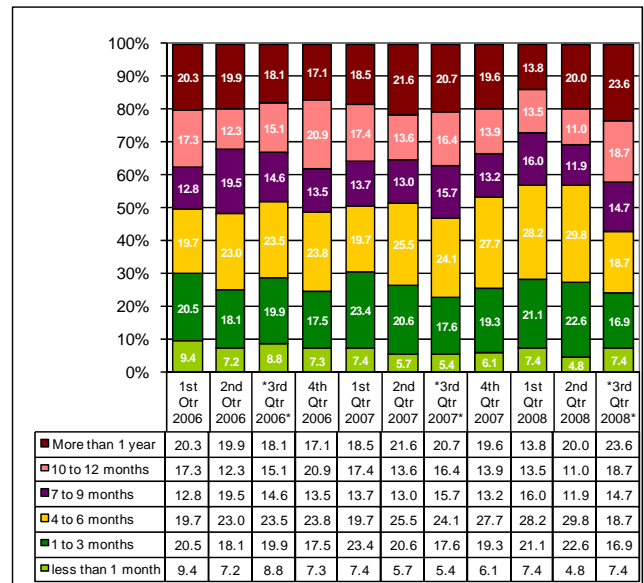


- In the third quarter of 2008, U.S. West visitors were more likely to make decisions (decided to take vacation, to visit Hawai'i and which islands to visit) ten months or more before departure compared to the third quarter of either 2006 or 2007. The proportion of U.S. West visitors who decided

to visit Hawai'i ten months or more (34.3%) was 3.2 percentage points higher than third quarter of 2007 and 5.7 percentage points higher than the third quarter of 2006 (Figure 21).

- The proportion of U.S. West visitors who decided to visit Hawai'i four to nine months before departure was smaller in the third quarter of 2008 (32.9%) than the third quarter of 2007 (38.9%).

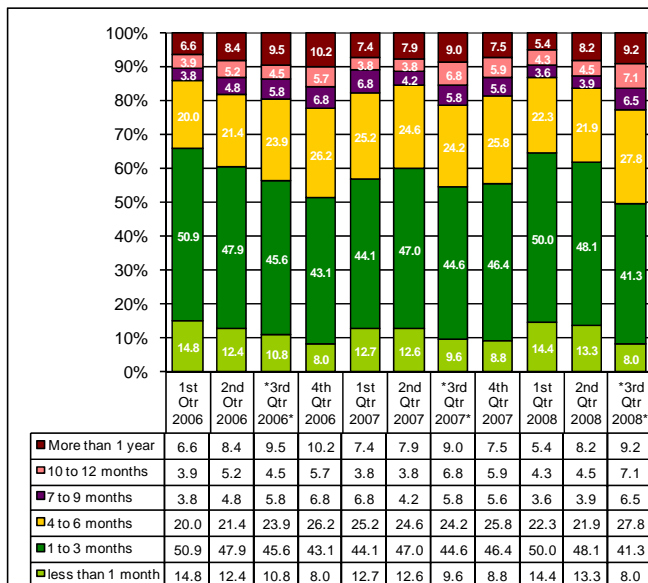
Figure 22: When Did U.S. East Visitors Decide to Visit Hawai'i in Advance of Departure [Percentage of U.S. East visitors]



- In the third quarter of 2008, less U.S. East visitors made their decisions (decided to take vacation, to visit Hawai'i and which islands to visit) four to six months prior to departure than the third quarter of either 2006 or 2007. The proportion of U.S. East visitors who decided to visit Hawai'i four to six months (18.7%) was moderately lower than the third quarter of 2006 (23.5%) or 2007 (24.1%) (Figure 22).

- However, U.S. East visitors were more likely to make decisions ten months or more prior to departure in the third quarter of 2008 compared to the third quarter of either 2006 or 2007. The proportion of U.S. East visitors who decided to visit Hawai'i ten months or more (42.3%) was moderately higher than the third quarter of 2007 (37.1%) but significantly higher than the third quarter of 2006 (33.2%) (Figure 22).

Figure 23: When Did Japan Visitors Decide to Visit Hawai'i in Advance of Departure [Percentage of Japanese visitors]



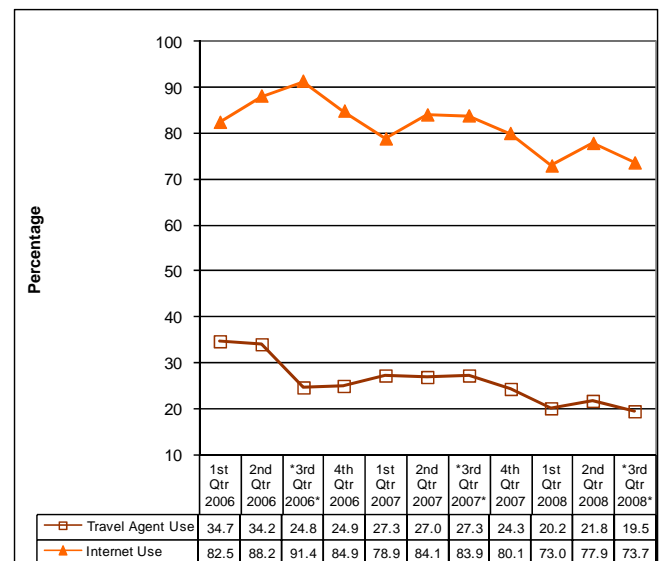
- In the third quarter of 2008, Japanese visitors were less likely to make decisions (decided to take vacation, to visit Hawai'i and which islands to visit) three months or less before departure than the third quarter of either 2006 or 2007. The proportion of Japanese visitors who decided to visit Hawai'i three months or less (49.3%) was significantly lower than the third quarter of 2006 (56.4%) or 2007 (54.2%) (Figure 23).
- In the third quarter of 2008, Japanese visitors were more likely to make decisions within four to twelve months before departure than the third quarter of either 2006 or 2007. The proportion of Japanese visitors who decided

to visit Hawai'i four to twelve months (41.4%) was moderately higher than the third quarter of 2007 (36.8%) but notably higher than the third quarter of 2006 (34.2%)

Internet and Travel Agent Use

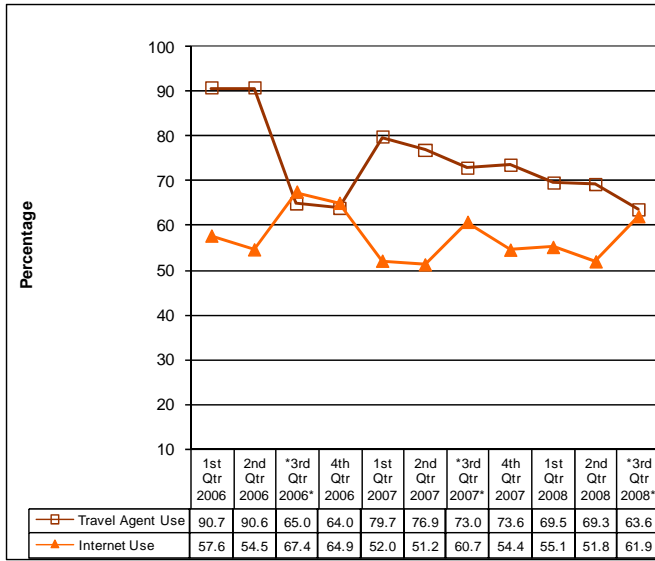
The use of the Internet or a travel agent for trip planning and booking differs quite appreciably between U.S. and Japanese travelers to Hawai'i.

Figure 24: Internet and Travel Agent Use -- U.S. [Percentage of U.S. visitors]



- Travel agent and Internet use for trip planning among U.S. visitors in the first three quarters of 2008 noticeably declined compared to the first three quarters of 2006 or 2007 (see Figure 24).
- Internet use for trip planning among U.S. visitors in the third quarter of 2008 decreased to 73.7 percent of all U.S. visitors to Hawai'i compared to 91.4 percent in the third quarter of 2006 or 83.9 percent in the third quarter of 2007.
- Travel agent use also decreased to 19.5 percent of all U.S. visitors in the third quarter of 2008 compared to 24.8 percent in the third quarter of 2006 or 27.3 percent in the third quarter of 2007.

**Figure 25: Internet and Travel Agent Use – Japan
[Percentage of Japanese visitors]**

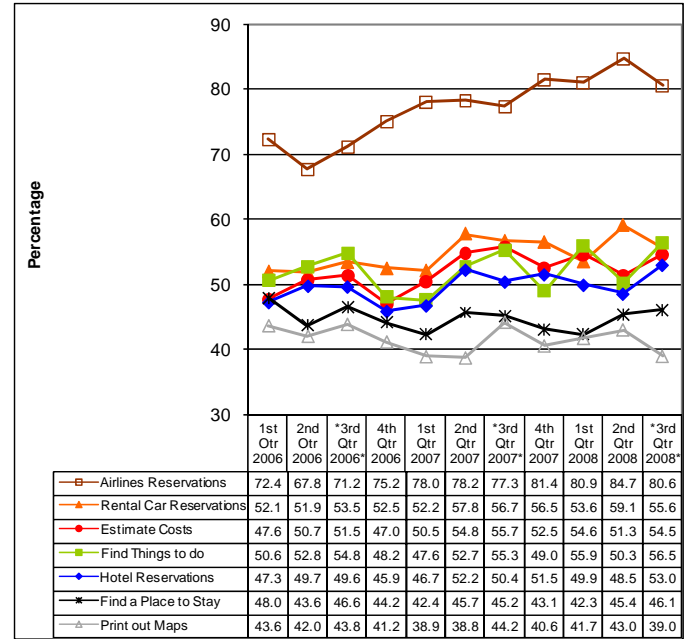


- Japanese travel agent use showed a steady decline since the first quarter of 2007 (Figure 25).
- The gap between Japanese travel agent and Internet users narrowed in the third quarter of 2008. Travel agent users made up 63.6 percent of all Japanese visitors in the third quarter of 2008, a decrease compared to 73 percent of total Japanese visitors in the third quarter of 2007.
- Internet usage was at 61.9 percent of Japanese visitors in the third quarter of 2008. Internet use for the third quarter of this year was similar to the same quarter of 2007 (60.7%).

Internet Use

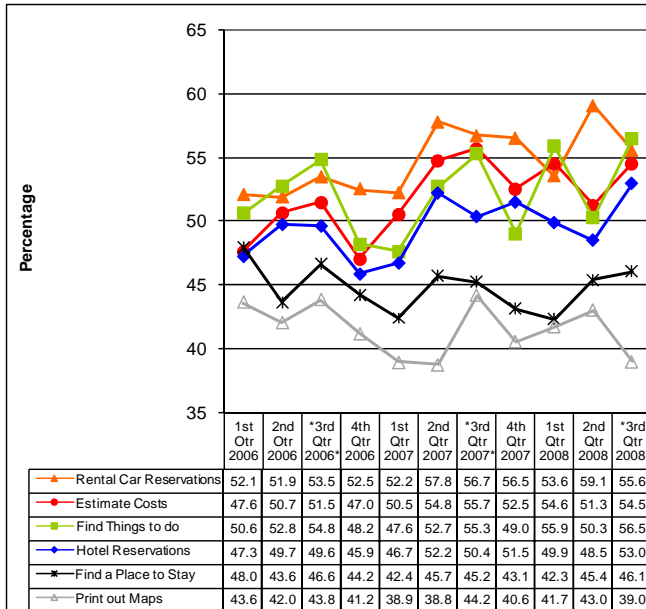
Note that the statistic reported for each internet use is the percentage of those who used the internet (from previous section).

Figure 26: Internet Use – U.S. [Percentage of U.S. visitors who used the Internet]



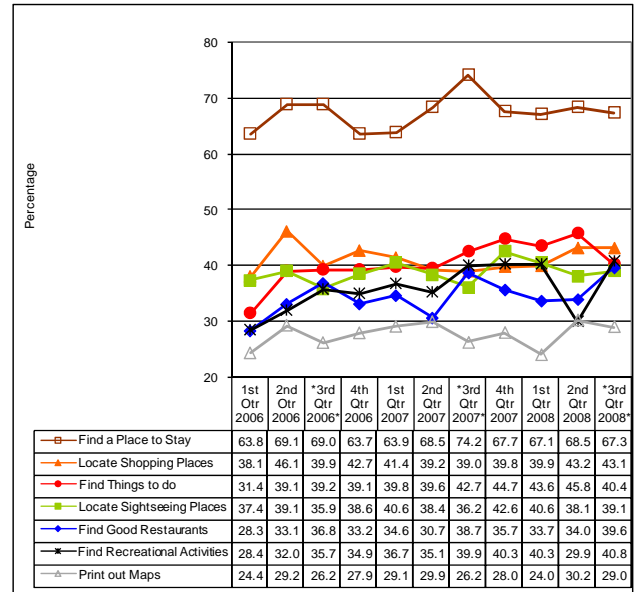
- Of the 73.7 percent of U.S. visitors who used the internet in the third quarter of 2008, 80.6 percent (59.4% of all U.S. visitors) made airline reservations. The proportion was 3.3 percentage points higher than the third quarter of 2007 and 9.4 percentage points higher than the third quarter of 2006 (Figure 26).
- During the first three quarters of 2008, moderately more U.S. Internet users made airline reservation compared to the first three quarters of 2007 and significantly more compared the first three quarters of 2006.

Figure 27: Internet Use – U.S. [Percentage of U.S. visitors who used the Internet - scale expanded]



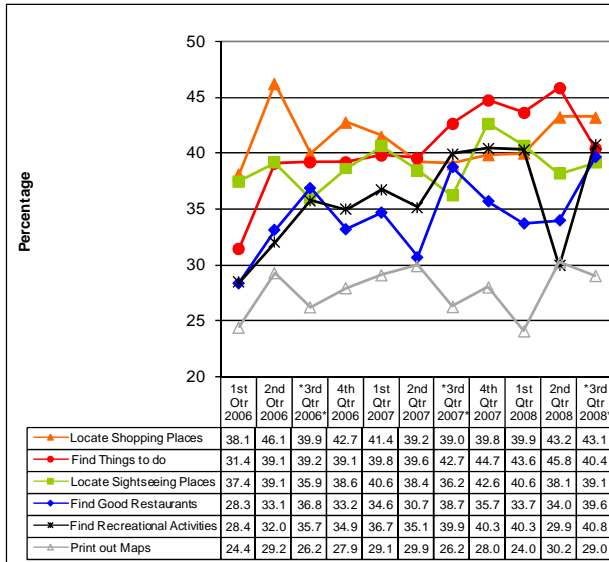
- The proportion of U.S. Internet users in the third quarter of 2008 who printed out maps or found a place to stay through the Internet remained lower than other actions. The proportion of U.S. Internet users who printed out maps (39% or 28.7% of all U.S. visitors) was moderately lower than the third quarter of 2007 (44.2% or 37.1% of all U.S. visitors) (Figure 27).
- At the same time, the percentage of U.S. Internet users who made hotel reservations (53% or 39.1% of all U.S. visitors) through Internet use was 2.6 percentage points higher than the third quarter of 2007 and 3.4 percentage points higher than the third quarter of 2006.

Figure 28: Internet Use – Japan [Percentage of Japanese visitors who used the Internet]



- Japanese users were mainly interested in finding an accommodation. For the third quarter of 2008, 67.3 percent (41.7% of all Japanese visitors) of Japanese Internet users used the internet to find an accommodation, a notable decrease from 74.2 percent (45% of all Japanese visitors) in the third quarter of 2007. Other activities continued to draw less than half of all Japanese Internet users (see Figure 28).

Figure 29: Internet Use – Japan [Percentage of Japanese visitors who used the Internet - scale expanded]

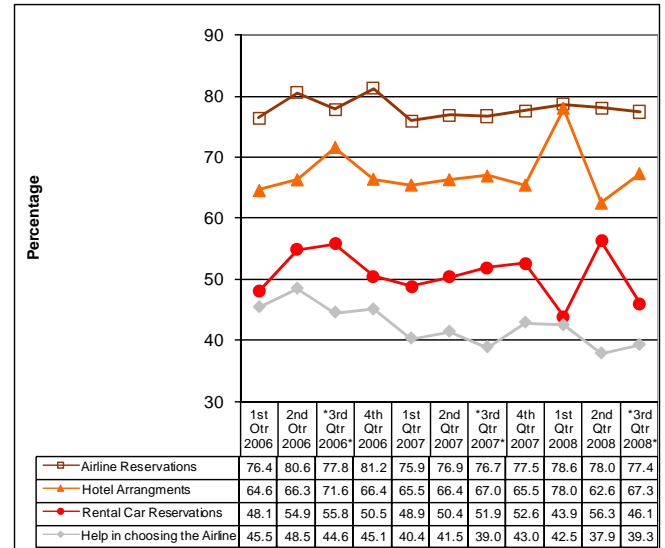


- Compared to the third quarter of 2007, Internet use among Japanese visitors to locate shopping places (43.1% or 26.7% of all Japanese visitors), locate sightseeing places (39.1% or 24.2% of all Japanese visitors) or print out maps (29% or 18% of all Japanese visitors) were moderately higher in the third quarter of 2008 (see Figure 29).
- In the third quarter of 2008, Internet use among Japanese visitors to find things to do (40.4% or 25% of all Japanese visitors) was moderately lower than the third quarter of 2007 (42.7% or 25.9% of all Japanese visitors).

Travel Agent Use

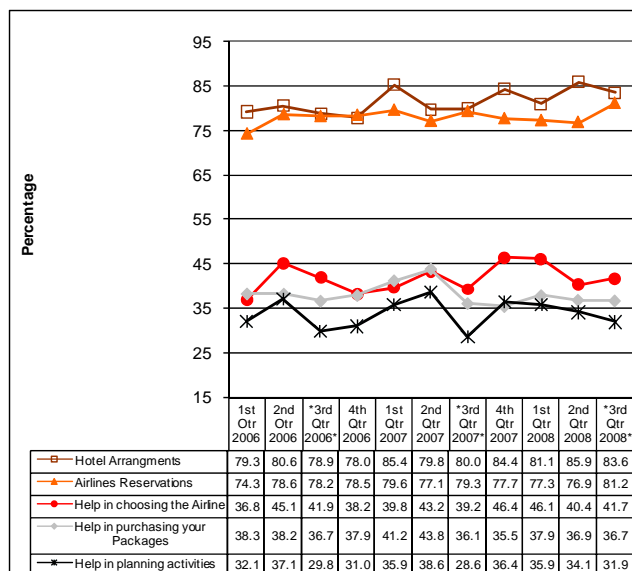
Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent (from Internet and Travel Agent Use).

Figure 30: Travel Agent Use – U.S. [Percentage of U.S. visitors who used a Travel Agent]



- The use of a travel agent to make rental car reservations (46.1% or 9% of all U.S. visitors) in the third quarter of 2008 was 5.8 percentage points lower than the third quarter of 2007 and 9.7 percentage points lower than the third quarter of 2006 (Figure 30).

Figure 31: Use of Travel Agent – Japan [Percent of Japanese visitors who used a Travel Agent]



- The use of travel agents by Japanese visitors was generally to make hotel arrangements (83.6% or 53.2% of all Japanese visitors) or airlines reservations (81.2% or 51.6% of all Japanese visitors). The proportion of Japanese travel agent users that made hotel arrangements improved 3.6 percentage points compared to the third quarter of 2007 and 4.7 percentage points compared to the third quarter of 2006 (Figure 31).
- Moderately more Japanese visitors used a travel agent for assistance in choosing the airline (41.7% or 26.5% of all Japanese visitors) or planning activities (31.9% or 20.3% of all Japanese visitors) compared to the third quarter of 2007.

DEFINITION AND SURVEY METHODOLOGY

Major Market Areas (MMA): The following are defined by the Hawai'i Tourism Authority as the top five 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
5. Europe

Survey questionnaires were mailed to selected U.S., Japanese, Canadian and European visitors after they have returned home. The U.S. samples were drawn from the completed Domestic In-Flight Survey forms (Basic Data Series). The Japanese, Canadian, and European 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., Canadian and European visitors. The 2008 survey has 8 pages and 33 questions. To view a sample of our Visitor Satisfaction survey, please refer to our 2007 Visitor Satisfaction & Activities Report.

**Table 1: Sample Size
July - September 2008**

Area	Mail-out	Recv'd	Return Rate	Level of accuracy at 95% CI
Japan	4,975	1,738	34.9%	+/- 2.3
U.S.	3,482	964	27.7%	+/- 3.2
Canada Europe	2,739	731	26.7%	+/- 3.6

Due to the low number of samples achieved, data for Lāna'i and Moloka'i were not presented in most of the data tables 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.

This report is available in Adobe Acrobat form on the DBEDT website, <http://www.hawaii.gov/dbedt/info/visitor-stats/vsat>.

For further information about obtaining visitor data and other sources, contact the DBEDT Library at (808) 586-2424, or e-mail library@dbedt.hawaii.gov or DBEDT Research & Economic Analysis Division at (808) 586-2466.