Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM JAPAN, BY GEOGRAPHIC AREA: 2008

[Covers visitors from Japan staying overnight or longer. Percent of visitors]

| Accommodations   | Category                 | Oahu | Maui | Kauai 1/ | Kona |
|--|--------------------------|------|------|----------|------|
| Somewhat satisfied   45.2   30.4   (NA)   38.4   | Accommodations           |      |      |          |      |
| Somewhat dissatisfied   7.7   2.2   (NA)   5.0   | Very satisfied           | 46.2 | 66.7 | (NA)     | 56.3 |
| Not satisfied at all   0.9   0.7   (NA)   0.3  | Somewhat satisfied       | 45.2 | 30.4 | (NA)     | 38.4 |
| Restaurants         Very satisfied         25.3         30.2         (NA)         22.3           Somewhat satisfied         57.0         50.0         (NA)         57.3           Somewhat dissatisfied         16.2         16.6         (NA)         18.5           Not satisfied at all         1.6         3.3         (NA)         1.9           Shopping         Very satisfied         45.1         24.9         (NA)         15.2           Somewhat satisfied         48.2         48.4         (NA)         51.8           Somewhat dissatisfied         6.4         24.3         (NA)         30.5           Not satisfied at all         0.4         2.4         (NA)         2.5           Golf         Very satisfied         36.8         62.8         (NA)         55.5           Somewhat dissatisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied at all         11.4         9.1         (NA)         37.4           Somewhat satisfied         41.0         45.1         (NA)         37.4           Somewhat dissatisfied         41.0         45.1         (NA)         42.1           Not satisfied at all         0.4         1.0         (  | Somewhat dissatisfied    | 7.7  | 2.2  | (NA)     | 5.0  |
| Very satisfied         25.3         30.2         (NA)         22.3           Somewhat satisfied         57.0         50.0         (NA)         57.3           Somewhat dissatisfied Not satisfied at all         16.2         16.6         (NA)         18.5           Not satisfied at all         1.6         3.3         (NA)         1.9           Shopping Very satisfied         45.1         24.9         (NA)         15.2           Somewhat satisfied         48.2         48.4         (NA)         51.8           Somewhat dissatisfied at all         0.4         2.4         (NA)         30.5           Not satisfied at all         36.8         62.8         (NA)         25.5           Somewhat dissatisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied         11.4         9.1         (NA)         37.4           Not satisfied at all         41.0         45.1         (NA)         37.4           Somewhat dissatisfied         50.0         41.9         (NA)         49.4           Somewhat dissatisfied         8.6         12.0         (NA)         12.1           Not satisfied at all         43.4         28.6         (NA)         19.7  | Not satisfied at all     | 0.9  | 0.7  | (NA)     | 0.3  |
| Somewhat satisfied         57.0         50.0         (NA)         57.3           Somewhat dissatisfied         16.2         16.6         (NA)         18.5           Not satisfied at all         1.6         3.3         (NA)         1.9           Shopping         Very satisfied         45.1         24.9         (NA)         15.2           Somewhat satisfied         48.2         48.4         (NA)         51.8           Somewhat dissatisfied at all         0.4         24.3         (NA)         30.5           Not satisfied at all         36.8         62.8         (NA)         2.5           Golf         Very satisfied         36.8         62.8         (NA)         38.9           Somewhat satisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied         11.4         9.1         (NA)         37.4           Not satisfied at all         41.0         45.1         (NA)         37.4           Somewhat dissatisfied         50.0         41.9         (NA)         49.4           Somewhat dissatisfied         8.6         12.0         (NA)         12.1           Not satisfied at all         43.4         28.6         (NA) <td< td=""><td>Restaurants</td><td></td><td></td><td></td><td></td></td<>    | Restaurants              |      |      |          |      |
| Somewhat dissatisfied Not satisfied at all         16.2         16.6         (NA)         18.5           Not satisfied at all         1.6         3.3         (NA)         1.9           Shopping Very satisfied         45.1         24.9         (NA)         15.2           Somewhat satisfied         48.2         48.4         (NA)         51.8           Somewhat dissatisfied at all         0.4         2.4         (NA)         30.5           Not satisfied at all         36.8         62.8         (NA)         55.5           Somewhat dissatisfied 50.4         28.0         (NA)         38.9           Somewhat dissatisfied at all         11.4         9.1         (NA)         3.7           Activities & attractions         41.0         45.1         (NA)         37.4           Somewhat satisfied 50.0         41.9         (NA)         49.4           Somewhat dissatisfied 50.0         41.9         (NA)         12.1           Not satisfied at all         0.4         1.0         (NA)         19.7           Transportation Very satisfied 46.2         43.4         28.6         (NA)         19.7           Somewhat dissatisfied 9.3         28.9         (NA)         27.0           Not satisfied  | Very satisfied           | 25.3 | 30.2 | (NA)     | 22.3 |
| Not satisfied at all   1.6   3.3   (NA)   1.9  | Somewhat satisfied       | 57.0 | 50.0 | (NA)     | 57.3 |
| Shopping   Very satisfied   45.1   24.9   (NA)   15.2  | Somewhat dissatisfied    | 16.2 | 16.6 | (NA)     | 18.5 |
| Very satisfied         45.1         24.9         (NA)         15.2           Somewhat satisfied         48.2         48.4         (NA)         51.8           Somewhat dissatisfied         6.4         24.3         (NA)         30.5           Not satisfied at all         0.4         2.4         (NA)         2.5           Golf         Very satisfied         36.8         62.8         (NA)         55.5           Somewhat satisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied at all         11.4         9.1         (NA)         3.7           Not satisfied at all         41.0         45.1         (NA)         37.4           Somewhat satisfied         50.0         41.9         (NA)         49.4           Somewhat dissatisfied         8.6         12.0         (NA)         12.1           Not satisfied at all         0.4         1.0         (NA)         1.2           Transportation         43.4         28.6         (NA)         19.7           Somewhat satisfied         46.2         40.2         (NA)         45.6           Somewhat dissatisfied         9.3         28.9         (NA)         27.0 <t< td=""><td>Not satisfied at all</td><td>1.6</td><td>3.3</td><td>(NA)</td><td>1.9</td></t<> | Not satisfied at all     | 1.6  | 3.3  | (NA)     | 1.9  |
| Somewhat satisfied         48.2         48.4         (NA)         51.8           Somewhat dissatisfied         6.4         24.3         (NA)         30.5           Not satisfied at all         0.4         2.4         (NA)         2.5           Golf         Very satisfied         36.8         62.8         (NA)         55.5           Somewhat satisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied at all         11.4         9.1         (NA)         3.7           Not satisfied at all         1.3         0.0         (NA)         1.9           Activities & attractions         Very satisfied         41.0         45.1         (NA)         37.4           Somewhat satisfied         50.0         41.9         (NA)         49.4           Somewhat dissatisfied at all         0.4         1.0         (NA)         12.1           Transportation         Very satisfied         43.4         28.6         (NA)         19.7           Somewhat satisfied         46.2         40.2         (NA)         45.6           Somewhat dissatisfied         9.3         28.9         (NA)         27.0           Not satisfied at all         1.1         2.3   | Shopping                 |      |      |          |      |
| Somewhat dissatisfied Not satisfied at all         6.4   | Very satisfied           | 45.1 | 24.9 | (NA)     | 15.2 |
| Not satisfied at all         0.4         2.4         (NA)         2.5           Golf         36.8         62.8         (NA)         55.5           Somewhat satisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied         11.4         9.1         (NA)         3.7           Not satisfied at all         1.3         0.0         (NA)         1.9           Activities & attractions         41.0         45.1         (NA)         37.4           Somewhat satisfied         50.0         41.9         (NA)         49.4           Somewhat dissatisfied         8.6         12.0         (NA)         12.1           Not satisfied at all         0.4         1.0         (NA)         1.2           Transportation         Very satisfied         43.4         28.6         (NA)         19.7           Somewhat dissatisfied         46.2         40.2         (NA)         45.6           Somewhat dissatisfied         9.3         28.9         (NA)         27.0           Not satisfied at all         1.1         2.3         (NA)         7.7  | Somewhat satisfied       | 48.2 | 48.4 | (NA)     | 51.8 |
| Golf         Very satisfied         36.8         62.8         (NA)         55.5           Somewhat satisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied         11.4         9.1         (NA)         3.7           Not satisfied at all         1.3         0.0         (NA)         1.9           Activities & attractions         41.0         45.1         (NA)         37.4           Somewhat satisfied         50.0         41.9         (NA)         49.4           Somewhat dissatisfied         8.6         12.0         (NA)         12.1           Not satisfied at all         0.4         1.0         (NA)         1.2           Transportation         Very satisfied         43.4         28.6         (NA)         19.7           Somewhat satisfied         46.2         40.2         (NA)         45.6           Somewhat dissatisfied         9.3         28.9         (NA)         27.0           Not satisfied at all         1.1         2.3         (NA)         7.7  | Somewhat dissatisfied    | 6.4  | 24.3 | (NA)     | 30.5 |
| Very satisfied       36.8       62.8       (NA)       55.5         Somewhat satisfied       50.4       28.0       (NA)       38.9         Somewhat dissatisfied       11.4       9.1       (NA)       3.7         Not satisfied at all       1.3       0.0       (NA)       1.9         Activities & attractions       41.0       45.1       (NA)       37.4         Somewhat satisfied       50.0       41.9       (NA)       49.4         Somewhat dissatisfied at all       8.6       12.0       (NA)       12.1         Not satisfied at all       0.4       1.0       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Not satisfied at all     | 0.4  | 2.4  | (NA)     | 2.5  |
| Somewhat satisfied         50.4         28.0         (NA)         38.9           Somewhat dissatisfied         11.4         9.1         (NA)         3.7           Not satisfied at all         1.3         0.0         (NA)         1.9           Activities & attractions         2  | Golf                     |      |      |          |      |
| Somewhat dissatisfied       11.4       9.1       (NA)       3.7         Not satisfied at all       1.3       0.0       (NA)       1.9         Activities & attractions       41.0       45.1       (NA)       37.4         Somewhat satisfied       50.0       41.9       (NA)       49.4         Somewhat dissatisfied       8.6       12.0       (NA)       12.1         Not satisfied at all       0.4       1.0       (NA)       1.2         Transportation       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7  | Very satisfied           | 36.8 | 62.8 | (NA)     | 55.5 |
| Not satisfied at all       1.3       0.0       (NA)       1.9         Activities & attractions       41.0       45.1       (NA)       37.4         Somewhat satisfied       50.0       41.9       (NA)       49.4         Somewhat dissatisfied       8.6       12.0       (NA)       12.1         Not satisfied at all       0.4       1.0       (NA)       1.2         Transportation       Very satisfied       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Somewhat satisfied       | 50.4 | 28.0 | (NA)     | 38.9 |
| Activities & attractions       41.0       45.1       (NA)       37.4         Somewhat satisfied       50.0       41.9       (NA)       49.4         Somewhat dissatisfied       8.6       12.0       (NA)       12.1         Not satisfied at all       0.4       1.0       (NA)       1.2         Transportation       Very satisfied       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Somewhat dissatisfied    | 11.4 | 9.1  | (NA)     | 3.7  |
| Very satisfied       41.0       45.1       (NA)       37.4         Somewhat satisfied       50.0       41.9       (NA)       49.4         Somewhat dissatisfied       8.6       12.0       (NA)       12.1         Not satisfied at all       0.4       1.0       (NA)       1.2         Transportation         Very satisfied       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Not satisfied at all     | 1.3  | 0.0  | (NA)     | 1.9  |
| Somewhat satisfied         50.0         41.9         (NA)         49.4           Somewhat dissatisfied         8.6         12.0         (NA)         12.1           Not satisfied at all         0.4         1.0         (NA)         1.2           Transportation         Very satisfied         43.4         28.6         (NA)         19.7           Somewhat satisfied         46.2         40.2         (NA)         45.6           Somewhat dissatisfied         9.3         28.9         (NA)         27.0           Not satisfied at all         1.1         2.3         (NA)         7.7  | Activities & attractions |      |      |          |      |
| Somewhat dissatisfied         8.6         12.0         (NA)         12.1           Not satisfied at all         0.4         1.0         (NA)         1.2           Transportation         Very satisfied         43.4         28.6         (NA)         19.7           Somewhat satisfied         46.2         40.2         (NA)         45.6           Somewhat dissatisfied         9.3         28.9         (NA)         27.0           Not satisfied at all         1.1         2.3         (NA)         7.7   | Very satisfied           | 41.0 | 45.1 | (NA)     | 37.4 |
| Not satisfied at all       0.4       1.0       (NA)       1.2         Transportation       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Somewhat satisfied       | 50.0 | 41.9 | (NA)     | 49.4 |
| Transportation       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Somewhat dissatisfied    | 8.6  | 12.0 | (NA)     | 12.1 |
| Very satisfied       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Not satisfied at all     | 0.4  | 1.0  | (NA)     | 1.2  |
| Very satisfied       43.4       28.6       (NA)       19.7         Somewhat satisfied       46.2       40.2       (NA)       45.6         Somewhat dissatisfied       9.3       28.9       (NA)       27.0         Not satisfied at all       1.1       2.3       (NA)       7.7   | Transportation           |      |      |          |      |
| Somewhat dissatisfied         9.3         28.9         (NA)         27.0           Not satisfied at all         1.1         2.3         (NA)         7.7   | Very satisfied           | 43.4 | 28.6 | (NA)     | 19.7 |
| Not satisfied at all 1.1 2.3 (NA) 7.7  | Somewhat satisfied       | 46.2 | 40.2 | (NA)     | 45.6 |
|  | Somewhat dissatisfied    | 9.3  | 28.9 | (NA)     | 27.0 |
| Airnorts   | Not satisfied at all     | 1.1  | 2.3  | (NA)     | 7.7  |
| / iii porto  | Airports                 |      |      |          |      |
| Very satisfied 22.5 23.5 (NA) 16.3   |                          | 22.5 | 23.5 | (NA)     | 16.3 |
| Somewhat satisfied 60.5 58.8 (NA) 56.9   | Somewhat satisfied       | 60.5 | 58.8 |          | 56.9 |
| Somewhat dissatisfied 16.0 15.4 (NA) 25.0  | Somewhat dissatisfied    | 16.0 | 15.4 | (NA)     | 25.0 |
| Not satisfied at all 1.0 2.3 (NA) 1.8  | Not satisfied at all     | 1.0  | 2.3  |          | 1.8  |
| Parks & beaches  | Parks & beaches          |      |      |          |      |
| Very satisfied 51.0 54.7 (NA) 41.2   | Very satisfied           | 51.0 | 54.7 | (NA)     | 41.2 |
| Somewhat satisfied 44.6 41.3 (NA) 50.6   |                          |      |      |          |      |
| Somewhat dissatisfied 4.2 4.0 (NA) 7.8   | Somewhat dissatisfied    | 4.2  |      |          |      |
| Not satisfied at all 0.2 0.0 (NA) 0.3  | Not satisfied at all     |      |      |          | 0.3  |

NA Not available.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, 2008 Visitor Satisfaction and Activity Report, see also <a href="http://www.hawaii.gov/dbedt/">http://www.hawaii.gov/dbedt/</a>>.

<sup>1/</sup> Sample is too small for tabulation.