

**Table 7.19-- AREAS OF IMPROVEMENT FOR VISITOR SATISFACTION, BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN: 2018**

[Visitors were asked to identify one thing that could be improved to make their stay at each of the four major Hawaiian islands more enjoyable. Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors. Percentages do not sum to 100 percent due to multiple things mentioned]

Area of improvement	U.S. West 1/	U.S. East 2/	Japan
Oahu			
No negatives	31.4	32.8	33.3
Transportation			
Ground/public transit	1.7	2.1	7.4
Driving experience	8.7	7.7	5.5
Traffic	22.0	21.8	5.8
Food/restaurants			
Quality	1.7	1.1	6.3
Lack of variety/dining options	2.3	1.9	3.1
Activities/attractions and local culture			
Would like to experience more local culture	6.1	7.3	6.1
Safety issues	4.1	3.7	6.8
Hawaii Island			
No negatives	40.2	46.4	32.3
Transportation			
Ground/public transit	2.8	2.9	22.4
Driving experience	5.9	5.2	1.7
Traffic	11.8	9.2	2.2
Food/restaurants			
Lack of variety/dining options	4.6	5.0	9.1
Activities/attractions and local culture			
Would like to experience more local culture	6.9	7.4	4.1
Maui			
No negatives	40.4	45.0	33.2
Transportation			
Driving experience	6.9	6.6	11.0
Traffic	15.1	12.6	4.1
Activities/attractions and local culture			
Would like to experience more local culture	7.5	6.4	7.6

Continued on next page.

**Table 7.19-- AREAS OF IMPROVEMENT FOR VISITOR SATISFACTION, BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN: 2018 -- Con.**

Area of improvement	U.S. West 1/	U.S. East 2/	Japan
Kauai			
No negatives	37.5	47.1	40.8
Transportation			
Driving experience	6.4	5.1	2.1
Traffic	22.3	17.4	4.1
Food/restaurants			
Lack of variety/dining options	4.4	3.9	4.1
Activities/attractions and local culture			
Would like to experience more local culture	6.0	4.7	6.1

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2018 Visitor Satisfaction and Activity Report*  
 <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 29, 2020.