

**Table 7.18-- AREAS OF IMPROVEMENT FOR VISITOR SATISFACTION, BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN, AND BY COUNTY: 2021**

[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. Due to COVID-19 pandemic travel restrictions and limited flights to Hawaii from Canada, China, Japan, Korea, and Oceania, only visitors from the United States were interviewed in 2021. 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	31.8	34.1	(NA)
Transportation			
Ground / public transit availability	0.4	0.2	(NA)
Driving experience	3.9	3.2	(NA)
Traffic	10.4	10.6	(NA)
Food/restaurants			
Quality	1.8	1.4	(NA)
Food / restaurant variety / dining options	5.6	6.0	(NA)
Activities/attractions and local culture			
Would like to experience more local culture	7.4	7.8	(NA)
Safety issues	4.5	4.2	(NA)
Hawaii Island			
No negatives	39.7	39.5	(NA)
Transportation			
Ground / public transit	0.1	0.1	(NA)
Driving experience	1.6	1.5	(NA)
Traffic	4.9	3.6	(NA)
Food/restaurants			
Quality	2.7	2.9	(NA)
Food / restaurant variety / dining options	10.7	9.8	(NA)
Activities/attractions and local culture			
Would like to experience more local culture	5.9	6.9	(NA)
Safety issues	1.0	1.3	(NA)

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Area of improvement	U.S. West 1/	U.S. East 2/	Japan
Maui			
No negatives	39.6	40.4	(NA)
Transportation			
Ground / public transit	0.1	0.1	(NA)
Driving experience	1.9	2.7	(NA)
Traffic	5.4	5.4	(NA)
Food/restaurants			
Quality	1.7	1.6	(NA)
Food / restaurant variety / dining options	8.6	8.7	(NA)
Activities/attractions and local culture			
Would like to experience more local culture	7.2	7.5	(NA)
Safety issues	1.0	0.8	(NA)
Kauai			
No negatives	28.7	32.1	(NA)
Transportation			
Ground / public transit	0.1	0.0	(NA)
Driving experience	3.8	2.5	(NA)
Traffic	14.6	13.8	(NA)
Food/restaurants			
Quality	2.3	2.2	(NA)
Food / restaurant variety / dining options	10.4	9.7	(NA)
Activities/attractions and local culture			
Would like to experience more local culture	4.9	5.7	(NA)
Safety issues	0.2	0.5	(NA)

NA Not available.

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, *2021 Visitor Satisfaction and Activity Report and Companion Tables*, prepared by Anthology <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed May 3, 2023.