

Table 7.18-- AREAS OF IMPROVEMENT FOR VISITOR SATISFACTION, BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN, AND BY COUNTY: 2022

[Visitors were asked to identify what 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. Percentages do not sum to 100 percent due to multiple things mentioned. Percent of visitors]

Area of improvement	U.S. West 1/	U.S. East 2/	Japan
Oahu			
No negatives	34.5	35.0	24.3
Transportation			
Availability of ground / public transit	2.9	2.3	15.2
Driving experience	7.9	7.9	2.3
Traffic (congested/slow)	14.8	17.6	10.1
Food/restaurants			
Food/ restaurant quality	1.5	1.9	4.9
Food / restaurant variety / dining options	2.6	3.2	4.0
Activities / attractions and local culture			
Would like to experience more local culture	5.8	6.7	1.9
Concerns about safety	0.9	0.9	2.3
Hawaii Island			
No negatives	38.4	40.9	21.9
Transportation			
Availability of ground / public transit	3.3	3.0	20.6
Driving experience	4.5	5.5	3.7
Traffic (congested / slow)	5.7	5.2	0.0
Food/restaurants			
Food / restaurant quality	2.6	2.1	11.1
Food / restaurant variety / dining options	7.6	8.2	7.4
Activities / attractions and local culture			
Would like to experience more local culture	5.7	7.2	1.2
Concerns about safety	0.3	0.1	0.0

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Area of improvement	U.S. West 1/	U.S. East 2/	Japan
Maui			
No negatives	39.2	42.5	59.6
Transportation			
Availability of ground / public transit	1.5	2.0	8.1
Driving experience	5.6	5.2	0.0
Traffic (congested / slow)	10.1	8.6	0.0
Food / restaurants			
Food / restaurant quality	2.1	1.7	8.1
Food / restaurant variety / dining options	6.0	5.4	8.1
Activities / attractions and local culture			
Would like to experience more local culture	7.6	6.7	8.1
Concerns about safety	0.4	0.3	0.0
Kauai			
No negatives	28.2	40.5	19.2
Transportation			
Availability of ground / public transit	4.2	3.9	19.2
Driving experience	7.5	4.8	0.0
Traffic (congested / slow)	16.5	13.8	42.3
Food / restaurants			
Food / restaurant quality	1.4	1.3	0.0
Food / restaurant variety / dining options	9.5	8.9	0.0
Activities / attractions and local culture			
Would like to experience more local culture	4.2	3.7	0.0
Concerns about safety	0.0	0.3	0.0

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, *2022 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaii-tourism-authority.org/research/visitor-satisfaction-and-activity/>> accessed June 3, 2024.