



VISITOR SATISFACTION STUDY QUARTER 4, 2025

State of Hawai'i
Department of Business, Economic Development & Tourism

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Survey Methodology

The Visitor Satisfaction and Activity Survey (VSAT) is a survey of visitors from eight visitor markets who recently completed a trip to Hawai'i. Statistics presented in this Quarter 4, 2025 report include survey results from: U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming), U.S. East (all other states in the Continental U.S.), Japan, Canada, Oceania, Europe, Korea and China.

Visitor market	SURVEYS	Margin of Error \pm	Online Response Rate
U.S. West	650	3.84	6.18%
U.S. East	470	4.52	6.83%
Japan	349	5.25	3.01%
Canada	559	4.15	21.93%
Oceania	193	7.05	8.34%
China	18	23.10	6.93%
Korea	301	5.65	2.36%
Europe	61	12.55	8.47%
All visitor markets	2,601	1.92	7.29%

Survey Methodology (cont.)

Monthly samples of visitors who stayed for at least two days were drawn from completed Domestic In-flight surveys and International Departure Intercept surveys. Selected visitors from the U.S., Japan, Canada, Oceania, Korea, China and Europe were sent an email invitation with a link to complete the survey online. Intercept surveys were also conducted by trained interviewers with departing visitors from Korea, Japan and China at the Daniel K. Inouye International Airport in Honolulu.

Collected data were statistically adjusted to reflect the distribution of cases by island and first-time/repeat visitor status in the In-Flight and International Departure surveys. Data were statistically adjusted to be representative of the population of visitor parties entering Hawai'i during the quarter. Data were reported as weighted data based on weights generated for Quarter 4, 2025. The VSAT weighting system was developed to adjust for disproportionate sampling across all visitor markets.

Data for 2025 is preliminary. Data for all other prior years reflect final visitor statistics from DBEDT Annual Visitor Satisfaction and Activity reports.

Note: Some results are presented with very small sample sizes that produce statistics with sample error estimates greater than 10 points. Please exercise caution in interpreting results based on small bases.

Survey Methodology (cont.)

On March 1, 2025, the Hawai'i Department of Agriculture (HDOA) launched Akamai Arrival, a pilot program which allows passengers on Domestic flights from the U.S. Mainland to complete the mandatory Plant and Animals Declaration Form online. Akamai Arrival launched without the In-flight Tourism Survey, which historically served as a primary source for allowing visitors to opt-in to be contacted for the Visitor Satisfaction and Activity Survey (VSAT). Paper forms continued to be distributed on flights which were not participating in the pilot program.

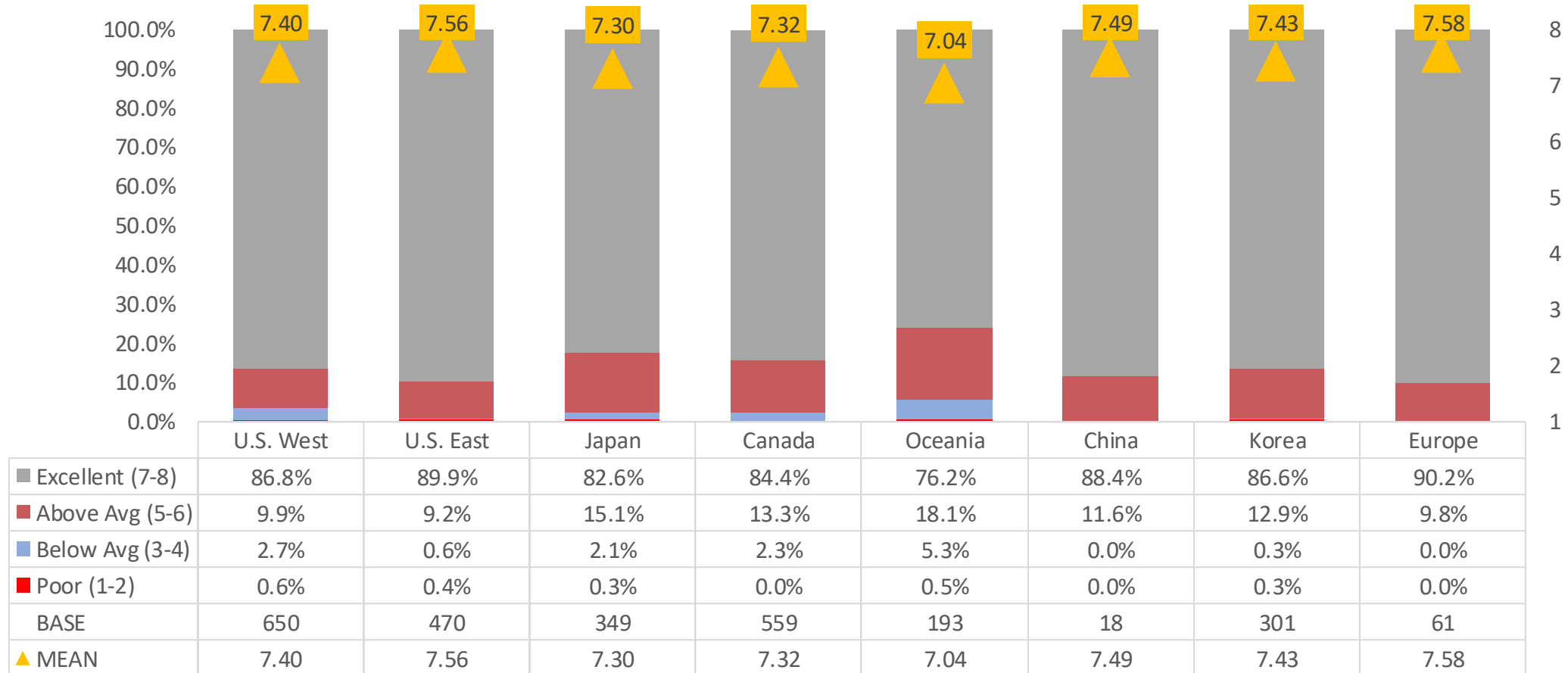
The Akamai Arrival program progressively increased the number of participating flights in subsequent months. By October 1, 2025, all Domestic flights were participating in Akamai Arrival. This directly impacted the amount of sample available for VSAT in Quarter 4 2025 because Akamai Arrival does not have an opt-in to be contacted for VSAT. VSAT sample for Quarter 4 were based only on data from the International Departure Survey, Island Departure Survey, and intercept fielding at Daniel K. Inouye Airport.

The Digital Tourism Survey was launched on December 24, 2025, allowing passengers to complete a digital version of the In-flight Tourism Survey (Digital Tourism Survey) and opt-in to be contacted for VSAT. A link to the Digital Tourism Survey is provided to passengers who complete Akamai Arrival. Data and email addresses captured through the Digital Tourism Survey during the final week of the year have been included in the sampling for this quarter.

Section 1 – Visitor Satisfaction

SATISFACTION - STATE OF HAWAI'I BY VISITOR MARKET

8-pt Rating Scale
8=Excellent / 1=Poor

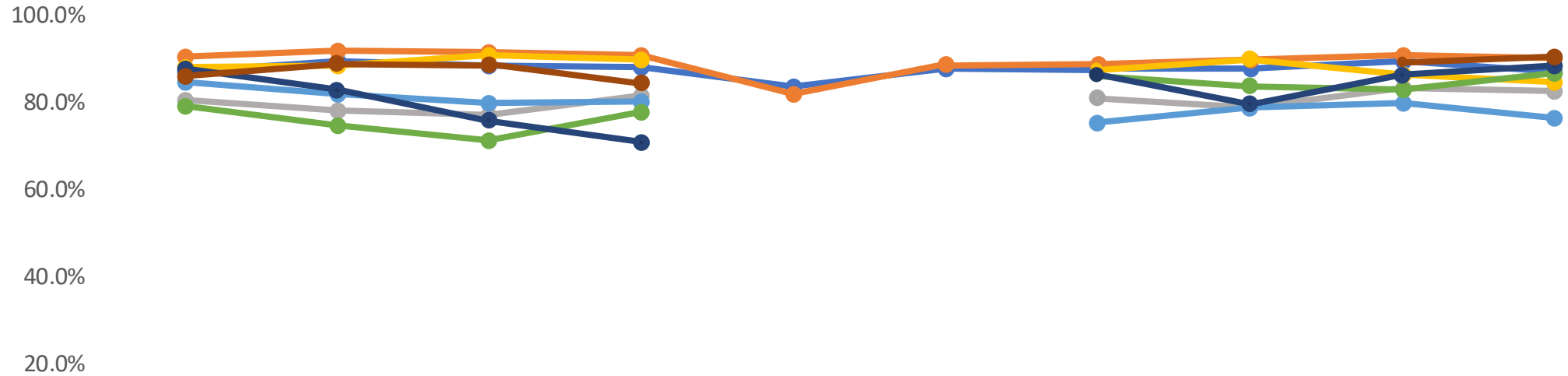


SATISFACTION – STATE OF HAWAI‘I BY VISITOR MARKET

- **Gender:** Female respondents from **U.S. West** and **U.S. East** gave higher satisfaction scores than male respondents from these visitor markets.
- **Islands visited:** Visitors from **U.S. East** whose trip included stays on multiple islands were more satisfied with their stay than those visitors whose trip was limited to a single island.

SATISFACTION – STATE OF HAWAI‘I BY VISITOR MARKET

Tracking Data – Rating of “Excellent” (7-8)



	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	87.0%	89.3%	88.2%	88.1%	83.3%	87.6%	87.5%	87.5%	89.4%	86.8%
U.S. East	90.2%	91.8%	91.3%	90.6%	81.7%	88.5%	88.7%	89.6%	90.8%	89.9%
Japan	80.5%	78.1%	76.8%	81.3%			80.8%	78.6%	83.1%	82.6%
Canada	87.8%	88.4%	90.6%	89.8%			87.4%	89.7%	86.1%	84.4%
Oceania	84.6%	81.7%	79.6%	80.0%			75.2%	78.5%	79.8%	76.2%
Korea	79.1%	74.7%	71.1%	77.5%			85.8%	83.5%	82.7%	86.6%
China	87.5%	82.7%	75.6%	70.6%			86.1%	79.4%	86.2%	88.4%
Europe	85.9%	88.7%	88.5%	84.2%					89.0%	90.2%

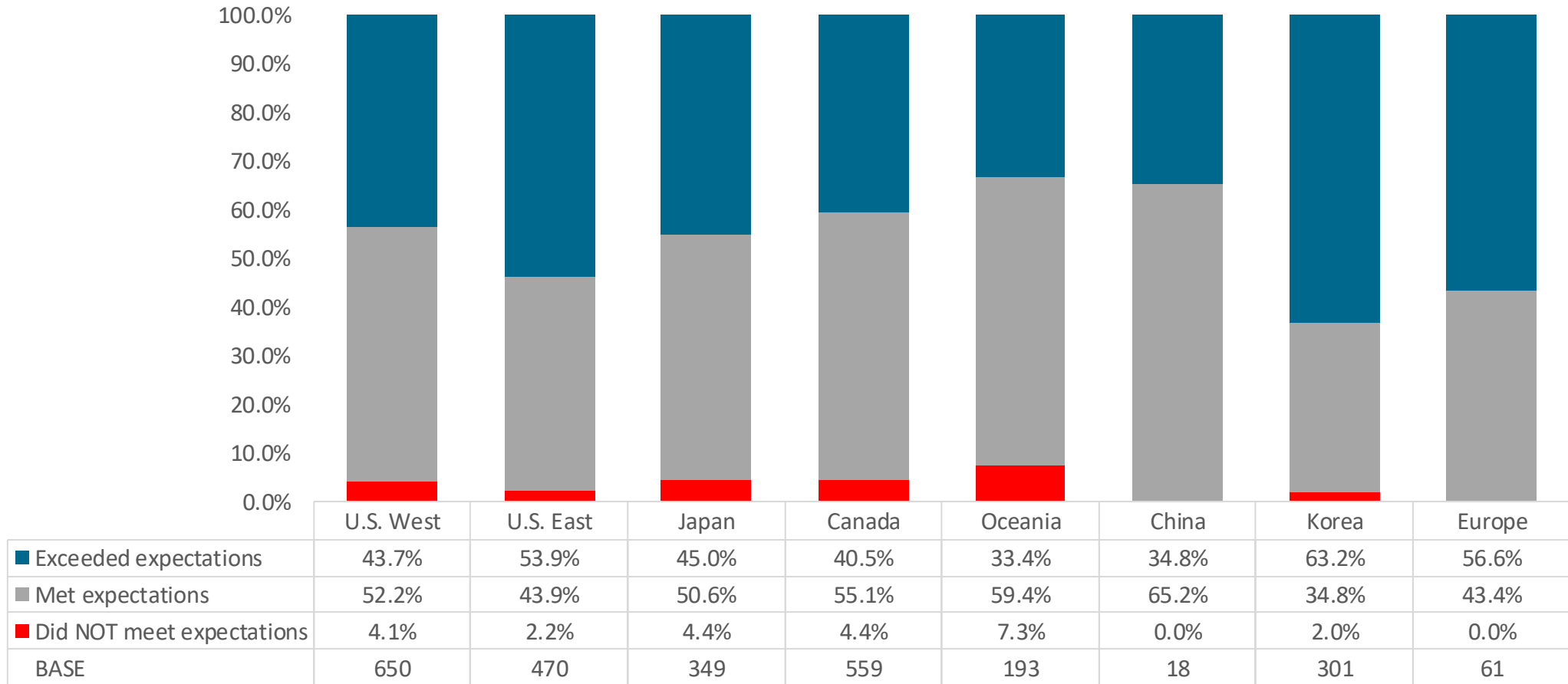
P= Preliminary Data

Q. How would you rate your most recent trip to the state of Hawai‘i? How would you rate your experience on___?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



SATISFACTION - HAWAI'I TRIP EXPECTATIONS



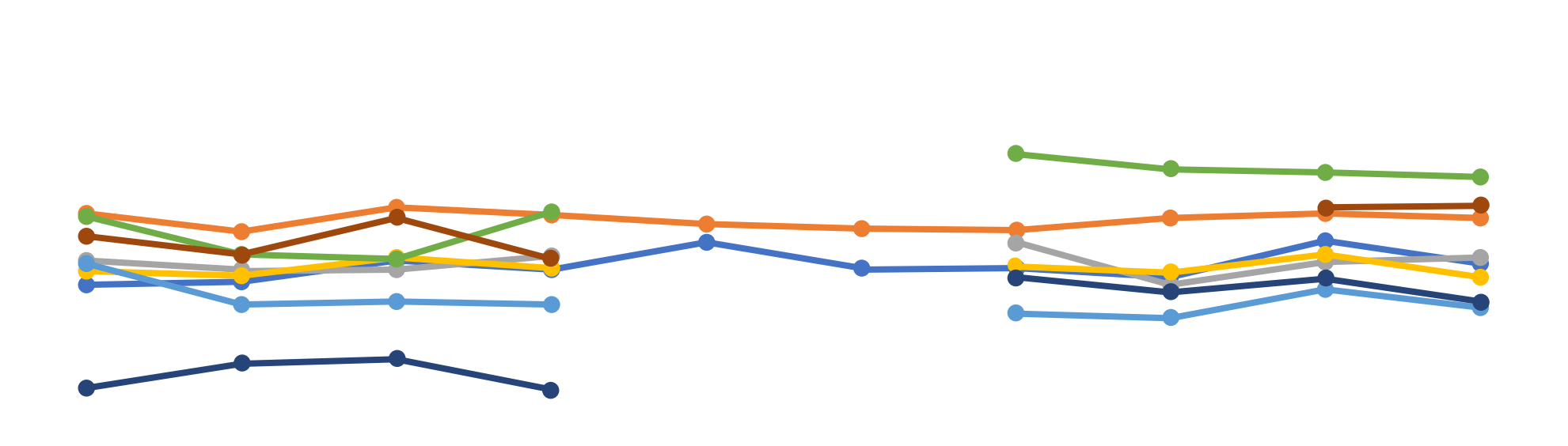
SATISFACTION - HAWAI'I TRIP EXPECTATIONS

- ***Trips to Hawai'i:*** First-time visitors from the following visitor markets were more likely to feel their trip exceeded their expectations than repeat visitors: **U.S. West, U.S. East** and **Japan**.
- ***Age:*** Younger respondents from **U.S. West** (18-34) and **Japan** (18-34) were the most likely to respond that their trip exceeded expectations compared to visitors from these markets in older age groups. Seniors from both **U.S. West** and **U.S. East** are the least likely to feel their trip exceeded expectations.
- ***Gender:*** Female visitors from **U.S. West** and **U.S. East** gave higher mean satisfaction scores compared to male visitors from these markets.
- ***Islands visited:*** Visitors from **U.S. East** whose trip included stays on multiple islands were more likely to feel their visit exceeded their expectations compared to those whose trip was limited to a single island.
- ***Education:*** Those visitors without a college degree from **U.S. West** were more likely to feel their trip exceeded their expectations compared to those with a college degree.

SATISFACTION - HAWAI‘I TRIP EXPECTATIONS

Tracking Data – Rating of “Exceeded expectations”

100.0%
80.0%
60.0%
40.0%
20.0%
0.0%



	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	38.7%	39.5%	44.3%	42.2%	48.4%	42.4%	42.6%	40.6%	48.6%	43.7%
U.S. East	54.9%	50.9%	56.3%	54.5%	52.5%	51.5%	51.2%	54.0%	55.0%	53.9%
Japan	44.2%	42.1%	42.2%	45.3%			48.2%	38.7%	43.9%	45.0%
Canada	41.9%	40.7%	45.0%	42.6%			43.0%	41.5%	45.5%	40.5%
Oceania	43.7%	34.4%	35.0%	34.1%			32.3%	31.2%	37.6%	33.4%
Korea	54.1%	45.7%	44.4%	55.2%			68.4%	64.9%	64.3%	63.2%
China	15.5%	20.9%	22.0%	14.9%			40.4%	37.1%	40.2%	34.8%
Europe	49.8%	45.5%	53.9%	44.6%					56.1%	56.6%

P= Preliminary Data

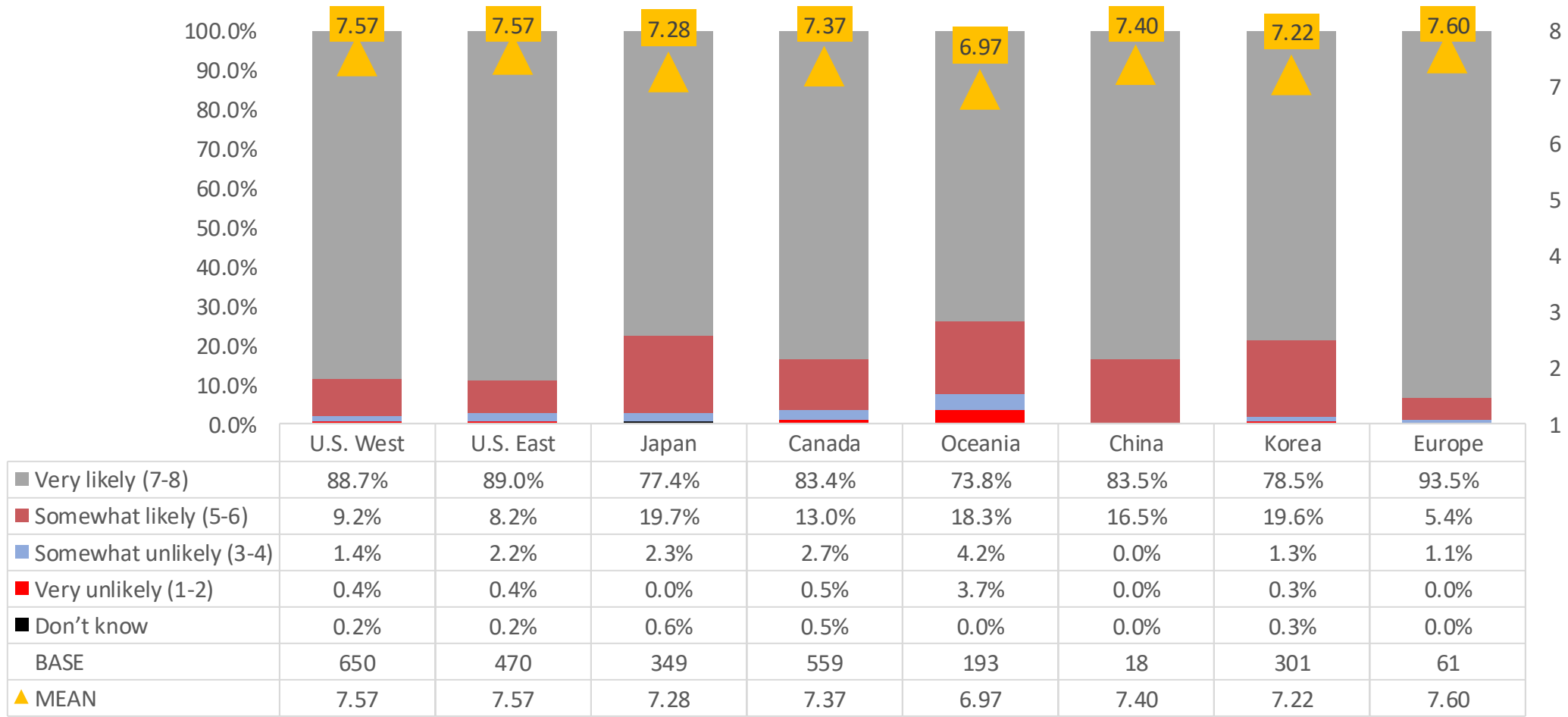
Q. Would you say this trip to Hawai‘i ___?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



BRAND/ DESTINATION - ADVOCACY

8-pt Rating Scale
8=Very likely / 1=Very unlikely

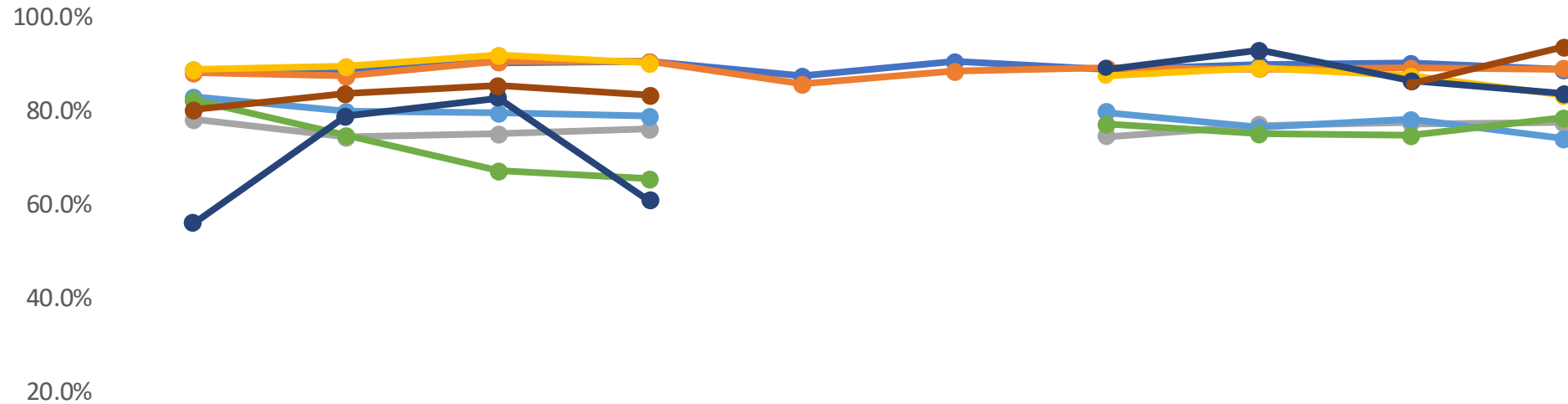


BRAND/ DESTINATION - ADVOCACY

- **Gender:** Female visitors from **U.S. West** and **U.S. East** were more likely to recommend the state to others than male visitors from these visitor markets.
- **Age:** Respondents from **U.S. East** between the ages of 35-49 were the most likely to recommend the state to others compared to other age groups from this market.
- **Islands visited:** Visitors from **U.S. West** whose trip was limited to a single island were more likely to recommend the state compared to those whose stay included stops on multiple islands.

BRAND/ DESTINATION - ADVOCACY

Tracking Data – Rating of “Very Likely” (7-8)



	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	88.6%	88.4%	90.4%	90.6%	87.4%	90.3%	88.9%	89.8%	90.1%	88.7%
U.S. East	88.0%	87.3%	90.4%	90.4%	85.5%	88.5%	89.1%	89.0%	89.1%	89.0%
Japan	78.1%	74.3%	75.0%	76.0%			74.4%	76.8%	77.3%	77.4%
Canada	88.9%	89.5%	91.9%	90.0%			87.3%	89.0%	87.2%	83.4%
Oceania	83.0%	79.8%	79.4%	78.9%			79.5%	76.2%	78.1%	73.8%
Korea	82.3%	74.5%	67.2%	65.5%			77.0%	74.9%	74.5%	78.5%
China	55.9%	78.7%	82.6%	60.7%			88.8%	92.7%	86.2%	83.5%
Europe	80.0%	83.5%	85.2%	83.2%					85.5%	93.5%

P= Preliminary Data

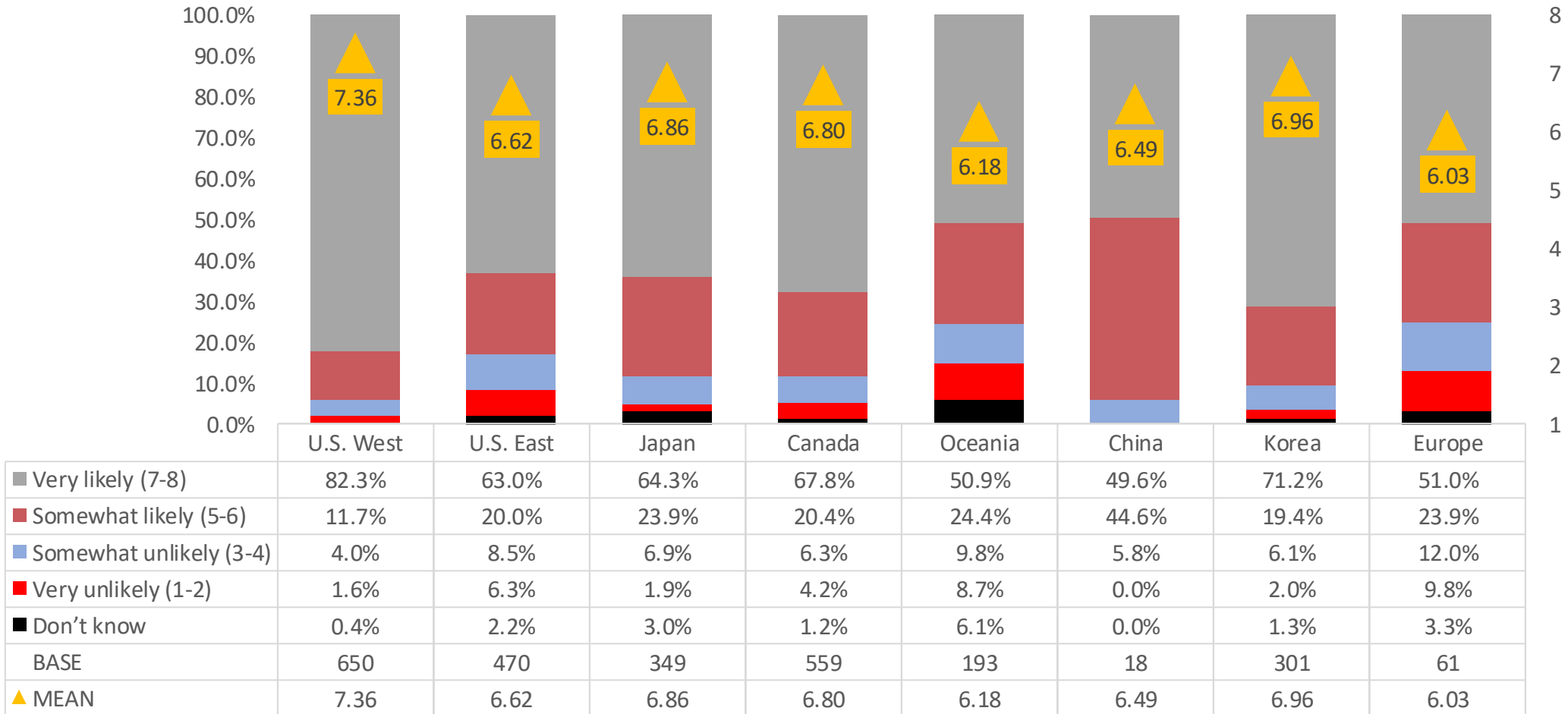
Q. How likely are you to recommend the state of Hawai'i as a vacation place to your friends and relatives?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



LIKELIHOOD OF RETURN VISIT

8-pt Rating Scale
8=Very likely / 1=Very unlikely

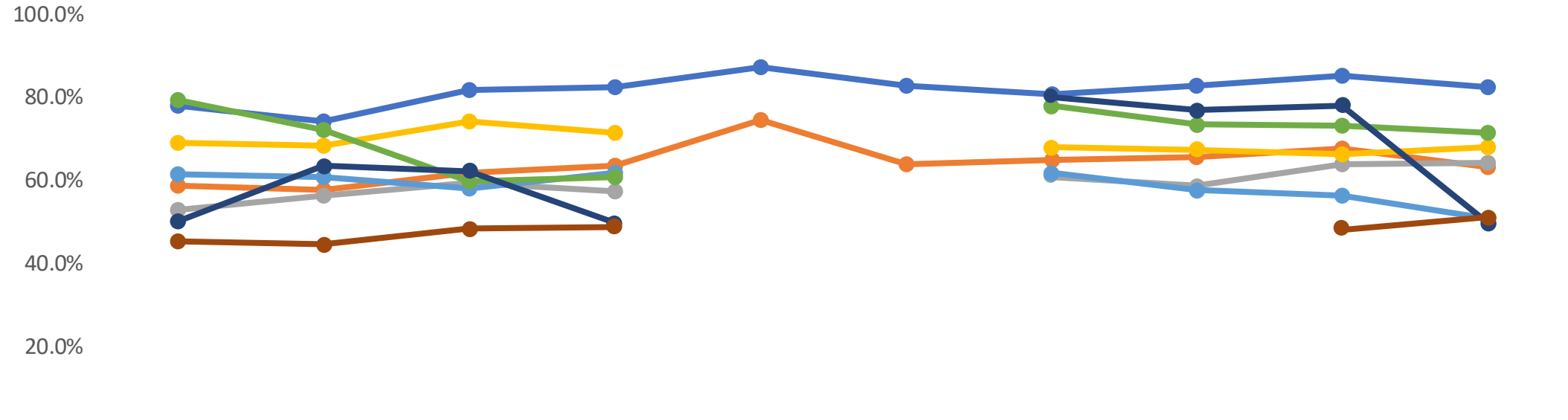


LIKELIHOOD OF RETURN VISIT

- **Gender:** Female visitors from **U.S. East** were more likely to indicate a possible return to the state in the next five years than males from this visitor market.
- **Trips to Hawai'i:** Repeat visitors from the following visitor markets expressed a greater likelihood of returning to the state in the next five years than first-time visitors: **U.S. West, U.S. East, Canada** and **Japan**.
- **Age:** Visitors from **U.S. West** between the ages of 50-64 were the most likely to return to the state in the next five years compared to other age groups from this visitor market. Visitors from **Japan** over 50 expressed the greatest likelihood to return to the state.
- **Islands visited:** Visitors from **U.S. West** and **U.S. East** whose trip consisted of visiting a single island expressed a higher likelihood of returning to the state than those who stayed on multiple islands during their stay.
- **Education:** Those visitors without a college degree from **Japan** were more likely to indicate a possible return to the state within the next five years compared to those with a college degree from this visitor market.
- **Household income:** Visitors from **U.S. West** (\$100K+) and **U.S. East** (\$150K+) who reside in homes in the upper income tiers expressed a higher probability of returning to the state in the next five years than less affluent travelers from these markets.

LIKELIHOOD OF RETURN VISIT

Tracking Data – Rating of “Very Likely” (7-8)



	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	77.9%	74.0%	81.7%	82.3%	87.0%	82.6%	80.6%	82.7%	85.2%	82.3%
U.S. East	58.7%	57.7%	61.9%	63.5%	74.4%	63.7%	64.8%	65.6%	67.6%	63.0%
Japan	52.9%	56.4%	59.3%	57.1%			60.8%	58.6%	63.8%	64.3%
Canada	69.0%	68.1%	74.1%	71.2%			67.9%	67.4%	66.2%	67.8%
Oceania	61.3%	60.7%	58.0%	61.6%			61.7%	57.6%	56.3%	50.9%
Korea	79.1%	72.1%	59.7%	60.7%			77.8%	73.4%	73.2%	71.2%
China	50.0%	63.4%	62.2%	49.6%			80.1%	76.7%	77.9%	49.6%
Europe	45.3%	44.5%	48.2%	48.7%					48.1%	51.0%

P= Preliminary Data

Q. How likely are you to return to the state of Hawai'i in the next five years?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



UNLIKELY TO RETURN - TOP REASONS U.S. WEST

Top Responses 10%+

Q4 2024	Q4 2025 P*
38.2% Too expensive	29.7% High cost of travel
30.9% Want to go someplace new	21.2% Preference for other destinations
21.8% Poor value	14.1% Financial constraints
20.0% Too crowded/ congested/ traffic	10.4% Nothing new to see or do
16.4% Poor health/ age	
12.7% Other financial obligations	
12.7% Too commercialized/ overdeveloped	
10.9% No compelling reason to return	

*Caution small base (n=32 respondents) in Q4 2025.

P= Preliminary Data

UNLIKELY TO RETURN - TOP REASONS U.S. EAST

Top Responses 10%+

Q4 2024	Q4 2025 P
46.9% Too expensive	40.7% High cost of travel
44.0% Want to go someplace new	28.6% Long travel distance
42.9% Flight too long	22.4% Preference for other destinations
18.4% Poor value	10.0% Health and personal limitations/ age
17.4% Too crowded/ congested/ traffic	
14.1% Five years is too soon	
12.4% No compelling reason to return	
11.5% Other financial obligations	
10.7% Too commercialized/ overdeveloped	

P= Preliminary Data

UNLIKELY TO RETURN - TOP REASONS JAPAN

Top Responses 10%+

Q4 2024*	Q4 2025 P**
46.9% Too expensive	25.5% High cost of travel
44.0% Want to go someplace new	20.8% Health and personal limitations/ age
42.9% Flight too long	15.2% Financial constraints
18.4% Poor value	10.2% Nothing new to see or do
17.4% Too crowded/ congested/ traffic	
14.1% Five years is too soon	
12.4% No compelling reason to return	
11.5% Other financial obligations	
10.7% Too commercialized/ overdeveloped	

*Caution small base (n=41 respondents) in Q4 2024.

**Caution small base (n=39 respondents) in Q4 2025.

P= Preliminary Data

UNLIKELY TO RETURN - TOP REASONS CANADA

Top Responses 10%+

Q4 2024	Q4 2025 P
61.1% Too expensive	51.5% High cost of travel
44.0% Want to go someplace new	20.7% Preference for other destinations
34.3% Flight too long	17.7% Long travel distance
26.8% Poor value	
16.7% Five years is too soon	
11.5% No compelling reason to return	
10.1% Other financial obligations	

P= Preliminary Data

UNLIKELY TO RETURN - TOP REASONS OCEANIA

Top Responses 10%+

Q4 2024	Q4 2025 P*
44.1% Want to go someplace new	44.0% High cost of travel
44.0% Too expensive	18.4% Unfavorable exchange rate
28.2% Poor value	18.4% Preference for other destinations
23.8% Flight too long	
17.1% Too commercialized/ overdeveloped	
13.6% No compelling reason to return	
12.7% Too crowded/ congested/ traffic	
11.5% Five years is too soon	

*Caution small base (n=37 respondents) in Q4 2025.

P= Preliminary Data

UNLIKELY TO RETURN - TOP REASONS KOREA

Top Responses 10%+

Q4 2024*	Q4 2025 P**
94.4% Too expensive	56.3% High cost of travel
47.9% Poor value	11.5% Preference for other destinations
35.2% Flight too long	
29.6% Five years is too soon	
28.2% Want to go someplace new	
28.2% Other financial obligations	
25.3% No compelling reason to return	
11.3% Too crowded/ congested/ traffic	

*Caution small base (n=17 respondents) in Q4 2024.

**Caution small base (n=27 respondents) in Q4 2025.

P= Preliminary Data

UNLIKELY TO RETURN - TOP REASONS CHINA

Top Responses 10%+

Q4 2024*	Q4 2025 P**
66.7% Too expensive 33.3% Flight too long 33.3% Poor value 33.3% No compelling reason to return 33.3% Unfriendly people/ felt unwelcome	No responses to this question

*Caution small base (n=3 respondents) in Q4 2024.

**Caution no respondents in Q4 2025.

P= Preliminary Data

UNLIKELY TO RETURN - TOP REASONS EUROPE

Top Responses 10%+

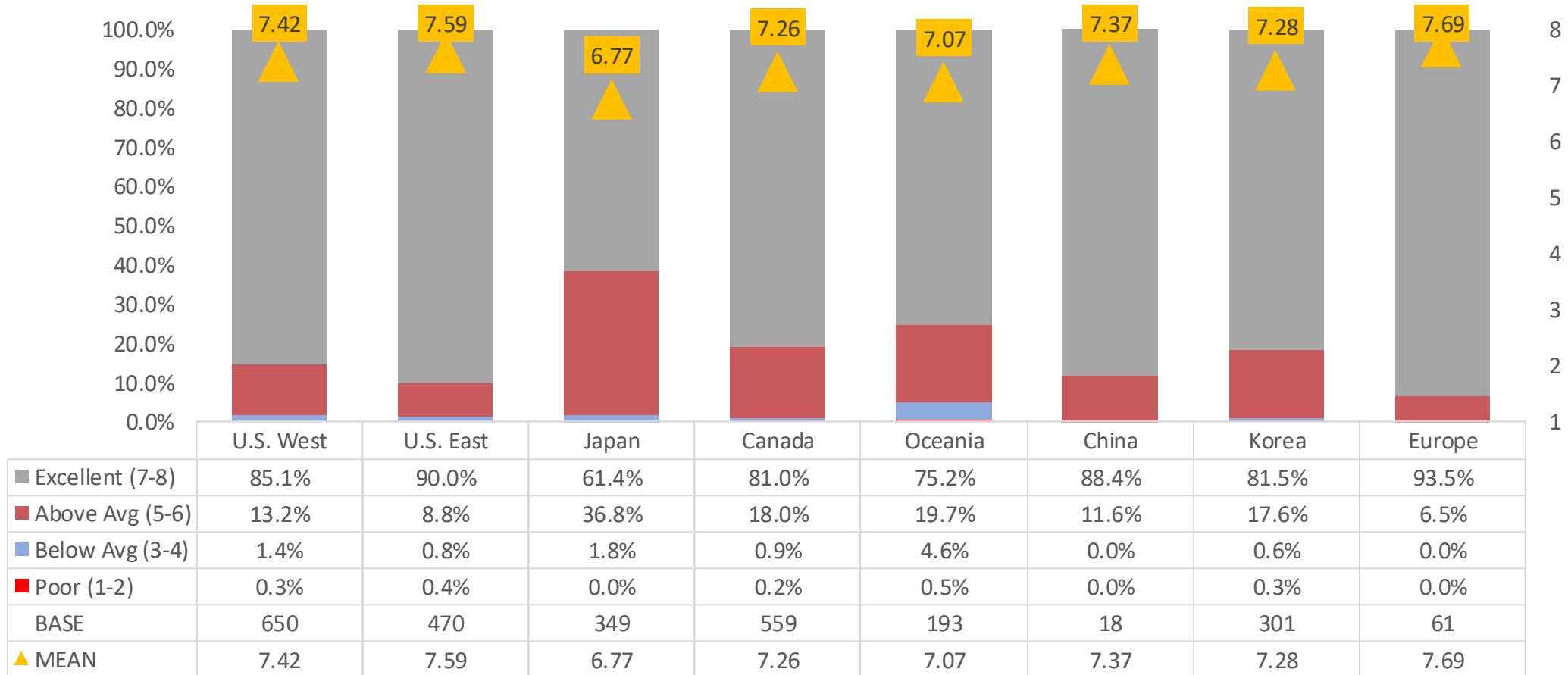
Q4 2024	Q4 2025 P*
55.9% Too expensive 55.2% Flight too long 36.4% Want to go someplace new 24.0% Five years is too soon 15.6% Poor value 13.6% Too commercialized/ overdeveloped	65.3% Long travel distance 52.2% High cost of travel

*Caution small base (n=14 respondents) in Q4 2025.

P= Preliminary Data

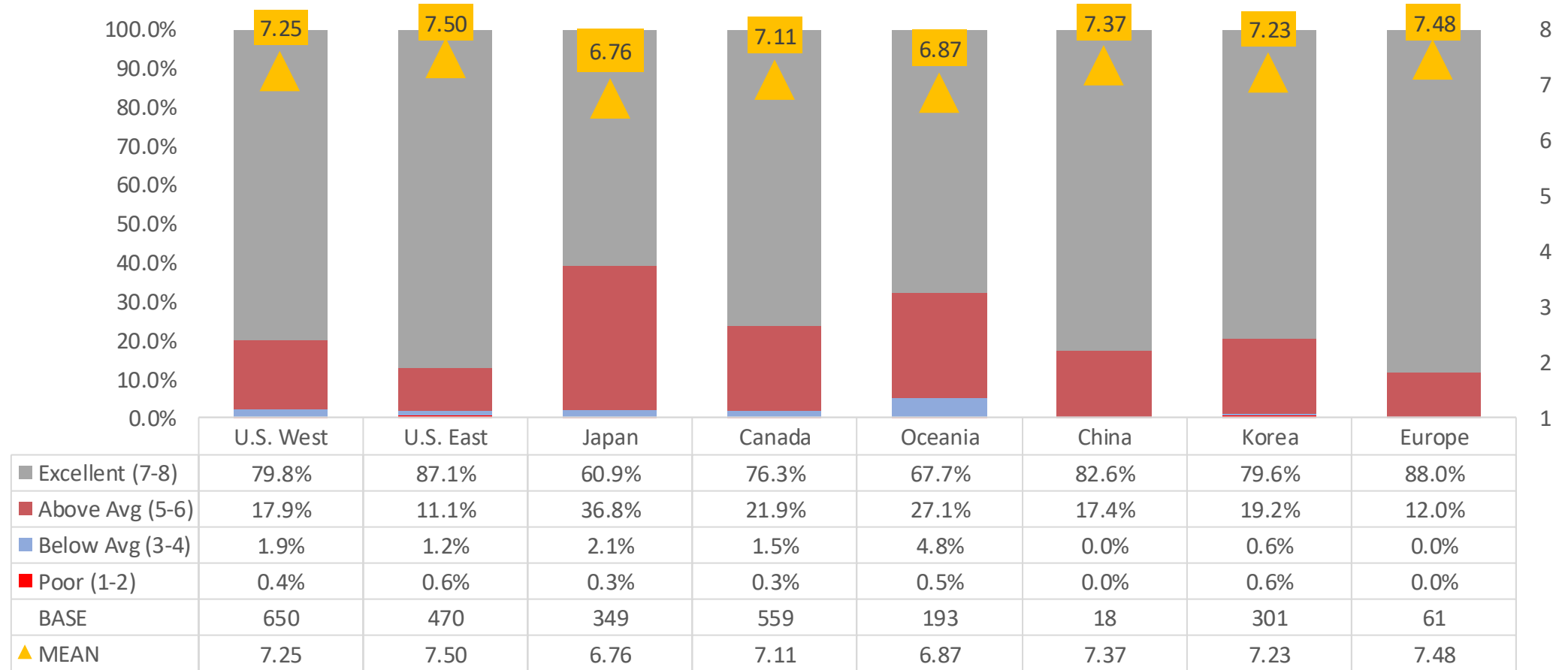
OFFERING A VARIETY OF EXPERIENCES

8-pt Rating Scale
8=Excellent / 1=Poor



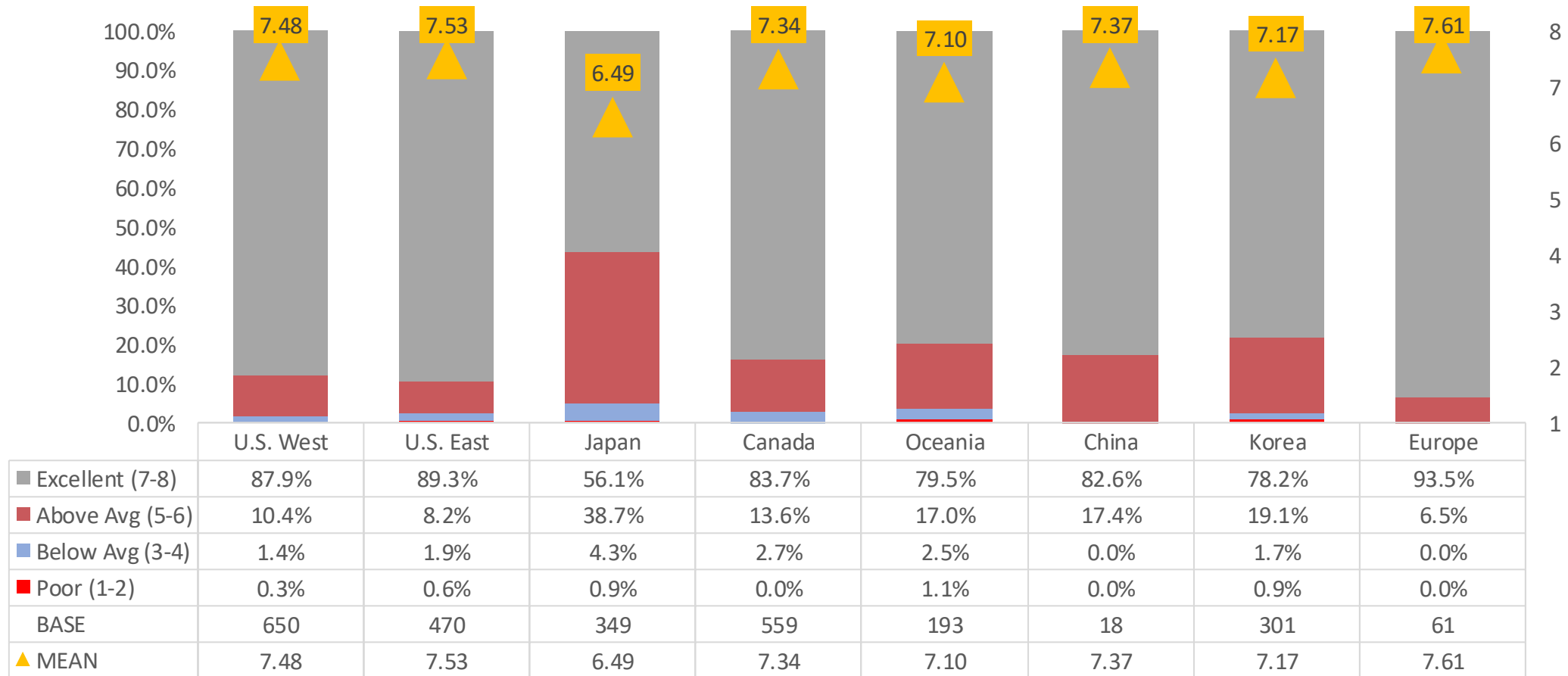
NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

8-pt Rating Scale
8=Excellent / 1=Poor



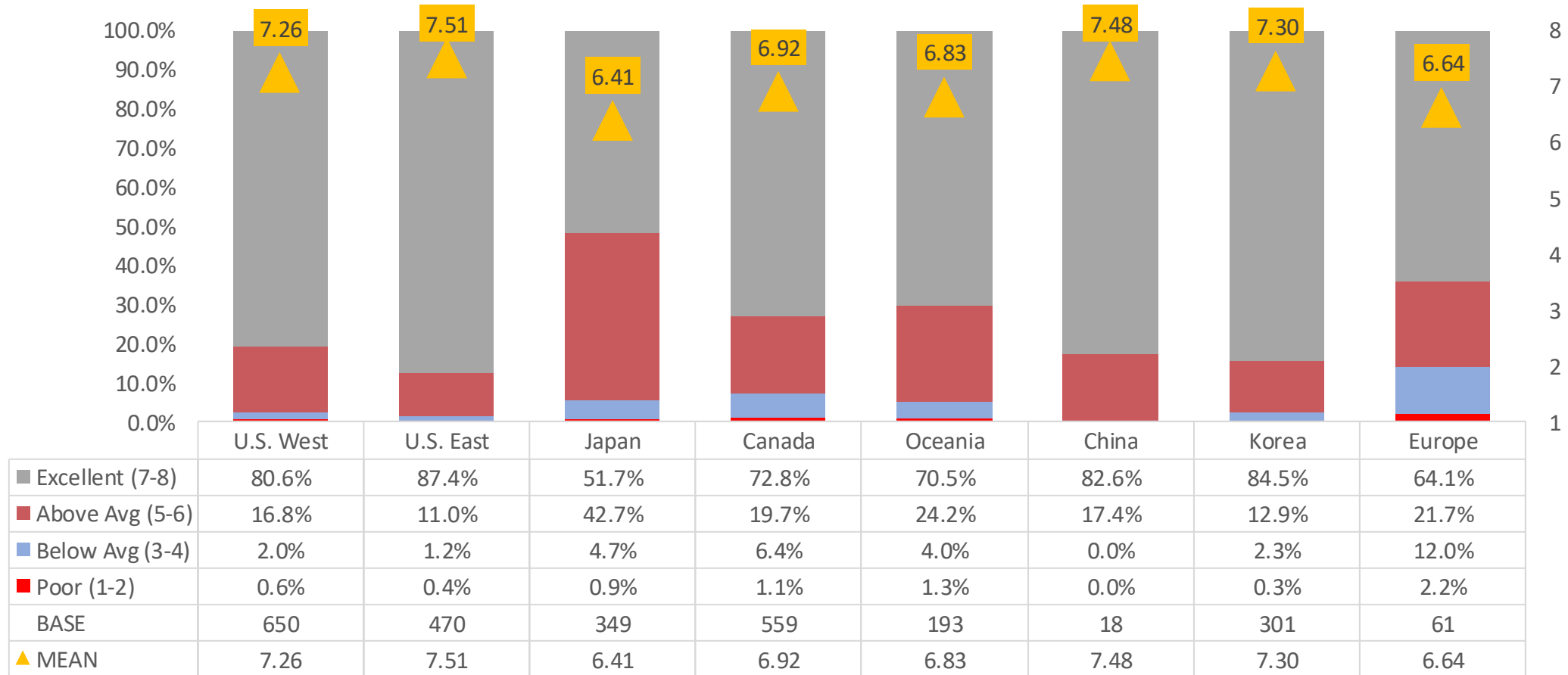
SAFE AND SECURE DESTINATION

8-pt Rating Scale
8=Excellent / 1=Poor



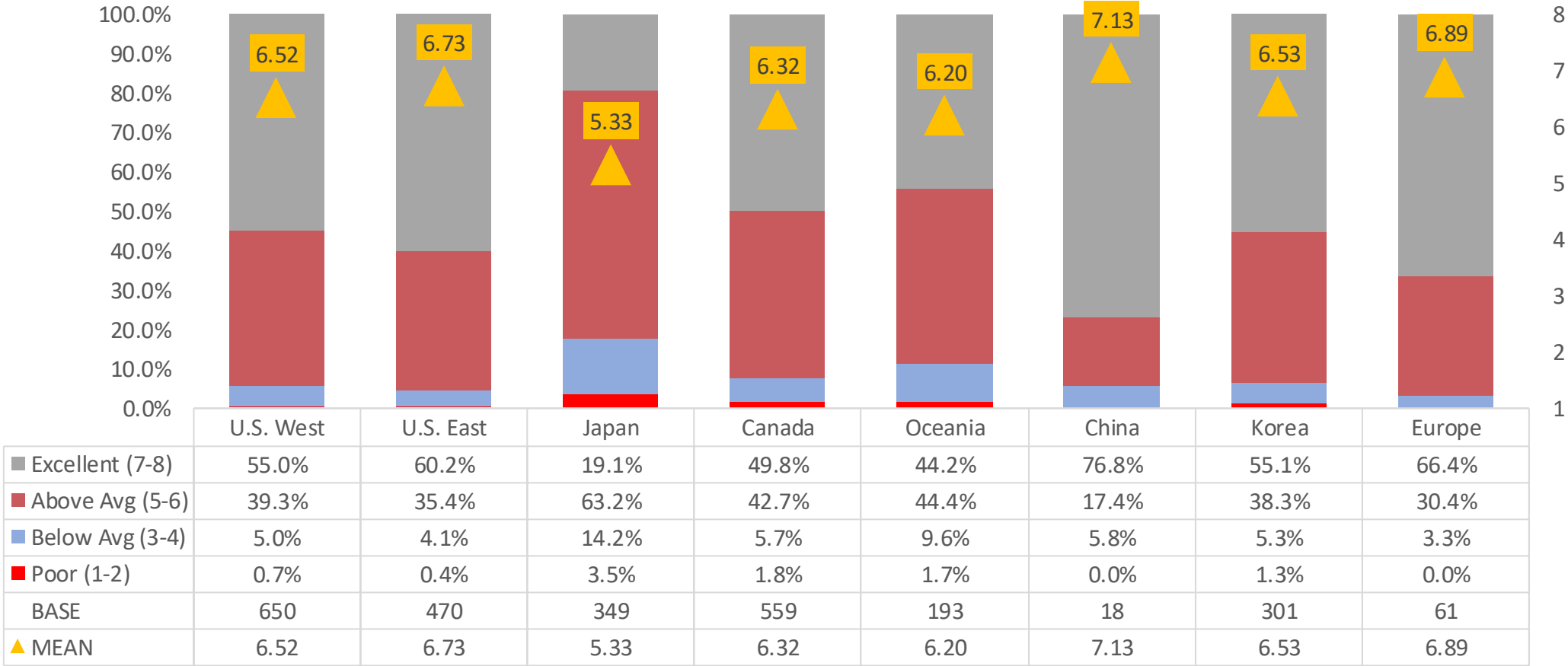
ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE

8-pt Rating Scale
8=Excellent / 1=Poor



VOLUNTEER/ GIVE-BACK OPPORTUNITIES

8-pt Rating Scale
8=Excellent / 1=Poor



Section 2 – Activities

ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	96.2%	98.8%	96.7%	98.1%	92.9%	94.2%	99.3%	100.0%
On own (self-guided)/ driving around island	85.5%	86.5%	71.6%	84.4%	58.6%	71.9%	83.8%	83.3%
Helicopter ride/ airplane tour	3.8%	6.4%	1.4%	6.2%	4.0%	5.8%	6.5%	8.3%
Boat tour/ submarine ride/ whale watching	22.3%	33.0%	11.2%	19.9%	13.5%	23.2%	34.0%	29.8%
Visit towns/ communities	60.0%	64.4%	37.5%	59.5%	32.9%	34.8%	38.3%	59.6%
Private limousine/ van tour/ tour bus	5.6%	9.9%	10.8%	8.3%	21.2%	5.8%	11.9%	11.9%
Scenic views/ natural landmarks	66.5%	74.4%	29.1%	66.9%	47.1%	73.6%	64.5%	83.3%
Movie/ TV/ film location tours	6.1%	6.3%	6.6%	5.0%	11.6%	16.5%	22.0%	14.3%

ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	95.4%	96.4%	94.1%	97.8%	90.6%	94.2%	98.0%	100.0%
Beach/ sunbathing	80.4%	81.4%	67.6%	88.7%	65.1%	72.7%	81.2%	88.1%
Bodyboarding	10.8%	5.2%	2.9%	9.7%	0.5%	5.8%	5.6%	4.8%
Stand-up paddle boarding	5.0%	2.0%	2.9%	4.9%	1.8%	0.0%	5.1%	4.8%
Surfing	5.7%	4.0%	5.0%	6.9%	4.6%	4.9%	7.5%	10.7%
Canoe paddling	2.2%	2.9%	0.5%	1.9%	0.9%	0.0%	4.4%	2.4%
Kayaking	4.9%	6.1%	1.7%	3.3%	1.1%	5.8%	4.7%	6.0%
Swimming in the ocean	63.2%	62.4%	29.3%	73.3%	60.3%	21.5%	61.2%	78.6%
Snorkeling	39.2%	41.0%	12.9%	45.4%	19.3%	22.3%	60.9%	42.9%
Freediving	1.0%	0.5%	0.6%	1.4%	0.5%	4.9%	1.4%	0.0%
Windsurfing/ kitesurfing	0.1%	0.0%	0.6%	0.2%	0.0%	0.0%	0.4%	1.2%
Jet skiing/ parasailing	0.7%	0.6%	2.6%	0.0%	0.0%	0.0%	1.1%	0.0%
Scuba diving	3.0%	1.1%	1.1%	2.3%	0.0%	0.0%	1.9%	2.4%
Fishing	2.0%	2.5%	0.8%	2.6%	0.5%	0.0%	1.0%	0.0%
Golf	8.5%	8.9%	3.9%	10.7%	0.9%	0.0%	4.7%	0.0%
Running/ jogging/ fitness/ walking	33.6%	33.0%	18.8%	33.9%	21.7%	17.4%	13.2%	32.1%

ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	95.4%	96.4%	94.1%	97.8%	90.6%	94.2%	98.0%	100.0%
Cycling	4.3%	3.2%	2.4%	4.9%	1.8%	0.0%	1.4%	15.5%
Spa	11.6%	6.4%	5.5%	5.5%	3.9%	5.8%	5.9%	5.9%
Hiking	38.5%	44.9%	21.6%	43.5%	15.7%	40.6%	25.3%	50.0%
Backpacking/ camping	1.3%	1.0%	0.6%	1.0%	0.5%	4.9%	1.4%	2.4%
Agritourism	16.9%	20.7%	11.7%	17.3%	10.3%	11.6%	25.4%	16.7%
Sports event or tournament	1.7%	2.7%	5.3%	3.7%	1.4%	0.0%	0.7%	16.7%
Parks/ botanical gardens	33.3%	42.7%	27.6%	39.9%	28.2%	40.6%	26.0%	42.8%
Waterparks	1.9%	1.2%	1.8%	2.3%	1.1%	5.8%	5.7%	3.5%
Mountain tubing/ waterfall rappel	3.1%	1.2%	0.0%	2.4%	0.0%	0.0%	1.7%	7.1%
Ziplining	3.8%	2.2%	0.3%	0.8%	0.5%	0.0%	0.3%	0.0%
Skydiving	0.1%	0.5%	1.7%	0.3%	0.0%	5.8%	2.0%	0.0%
All-terrain vehicle (ATV)	2.1%	1.9%	2.0%	2.1%	2.4%	0.0%	12.8%	2.4%
Horseback riding	1.2%	1.4%	2.0%	0.5%	0.0%	5.8%	0.0%	0.0%
Tennis/ pickleball	4.5%	2.5%	0.5%	5.2%	0.7%	0.0%	1.6%	1.2%

ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	99.2%	98.9%	97.4%	97.0%	98.0%	100.0%	99.6%	97.6%
Lunch/ sunset/ dinner/ evening cruise	19.4%	23.0%	16.0%	17.4%	15.2%	50.4%	36.4%	32.1%
Live music/ stage show	27.3%	34.5%	19.0%	27.0%	25.8%	11.6%	16.6%	36.9%
Nightclub/ dancing/ bar/ karaoke	5.2%	7.8%	3.5%	6.9%	7.6%	0.0%	2.1%	4.8%
Fine dining	58.0%	54.4%	36.5%	43.9%	26.7%	11.6%	51.4%	36.8%
Family restaurant	69.3%	68.6%	33.4%	69.7%	70.8%	28.1%	51.7%	42.8%
Fast food	33.8%	36.4%	56.9%	40.9%	48.8%	62.0%	56.2%	41.7%
Food truck	40.3%	43.9%	26.3%	45.4%	34.3%	38.8%	60.2%	42.9%
Café/ coffee house	52.3%	48.4%	55.1%	54.5%	55.7%	56.2%	68.6%	57.1%
Ethnic dining	24.2%	23.1%	5.5%	15.7%	11.7%	23.2%	20.1%	9.5%
Farm-to-table cuisine	18.8%	20.3%	13.3%	10.5%	2.7%	16.5%	2.4%	8.3%
Prepared own meal	46.4%	41.2%	22.5%	53.7%	22.6%	23.2%	14.4%	48.8%

ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	97.2%	97.8%	98.2%	96.7%	95.1%	100.0%	98.9%	100.0%
Malls/ department stores	45.4%	45.4%	86.1%	60.2%	72.3%	79.4%	86.8%	61.9%
Designer boutiques	23.1%	25.2%	17.9%	22.7%	18.6%	0.0%	3.1%	9.5%
Hotel/ resort stores	46.5%	46.3%	37.0%	36.6%	44.0%	57.1%	49.0%	32.1%
Swap meet/ flea market	21.6%	17.6%	9.3%	24.0%	14.3%	0.0%	4.8%	7.1%
Discount/ outlet stores	15.4%	19.4%	28.2%	22.2%	34.4%	16.5%	63.2%	21.4%
Supermarkets	68.1%	65.8%	66.0%	67.6%	62.0%	71.9%	61.5%	83.3%
Farmer's market	37.1%	29.7%	15.5%	39.5%	16.3%	23.2%	8.2%	56.0%
Convenience stores	43.1%	49.4%	54.5%	50.4%	52.9%	73.6%	64.9%	27.4%
Duty-free stores	3.1%	3.4%	24.9%	7.2%	7.8%	5.8%	33.6%	4.8%
Hawai'i-made products	51.6%	50.2%	17.0%	48.1%	35.7%	45.5%	29.9%	58.3%
Local shops and artisans	65.9%	66.3%	11.6%	64.0%	42.6%	23.2%	17.1%	48.8%
Local fashion designers	12.5%	10.8%	3.3%	12.8%	12.7%	0.0%	1.0%	11.9%

ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	69.9%	75.7%	63.2%	68.2%	71.0%	83.5%	65.7%	79.8%
Historic military sites and museums	15.3%	21.8%	16.5%	17.5%	40.8%	49.6%	25.8%	22.7%
Historic Hawaiian sites and museums	35.8%	43.8%	20.1%	35.4%	32.6%	33.0%	12.2%	52.4%
Other historical sites, museums, and homes	14.6%	16.9%	7.9%	13.0%	9.9%	11.6%	24.6%	15.4%
Art museums	4.1%	4.2%	3.5%	4.0%	2.2%	10.7%	5.9%	6.0%
Art galleries and exhibitions	15.7%	12.8%	8.0%	14.9%	8.4%	0.0%	2.4%	9.5%
Lū'au/ Polynesian show/ hula show	22.8%	31.9%	14.4%	20.6%	20.9%	11.6%	19.5%	15.4%
Lesson- ex. ukulele, hula, canoe, lei making	5.2%	6.8%	4.7%	6.2%	3.6%	17.4%	7.1%	4.8%
Play/ concert/ theatre	3.6%	4.2%	5.8%	6.6%	6.5%	0.0%	4.6%	8.3%
Art/ craft fair	16.3%	11.5%	2.7%	11.5%	5.7%	17.4%	6.5%	11.9%
Festival/ event	5.4%	4.4%	5.0%	5.0%	3.2%	0.0%	4.1%	8.3%

ACTIVITIES - TRANSPORTATION

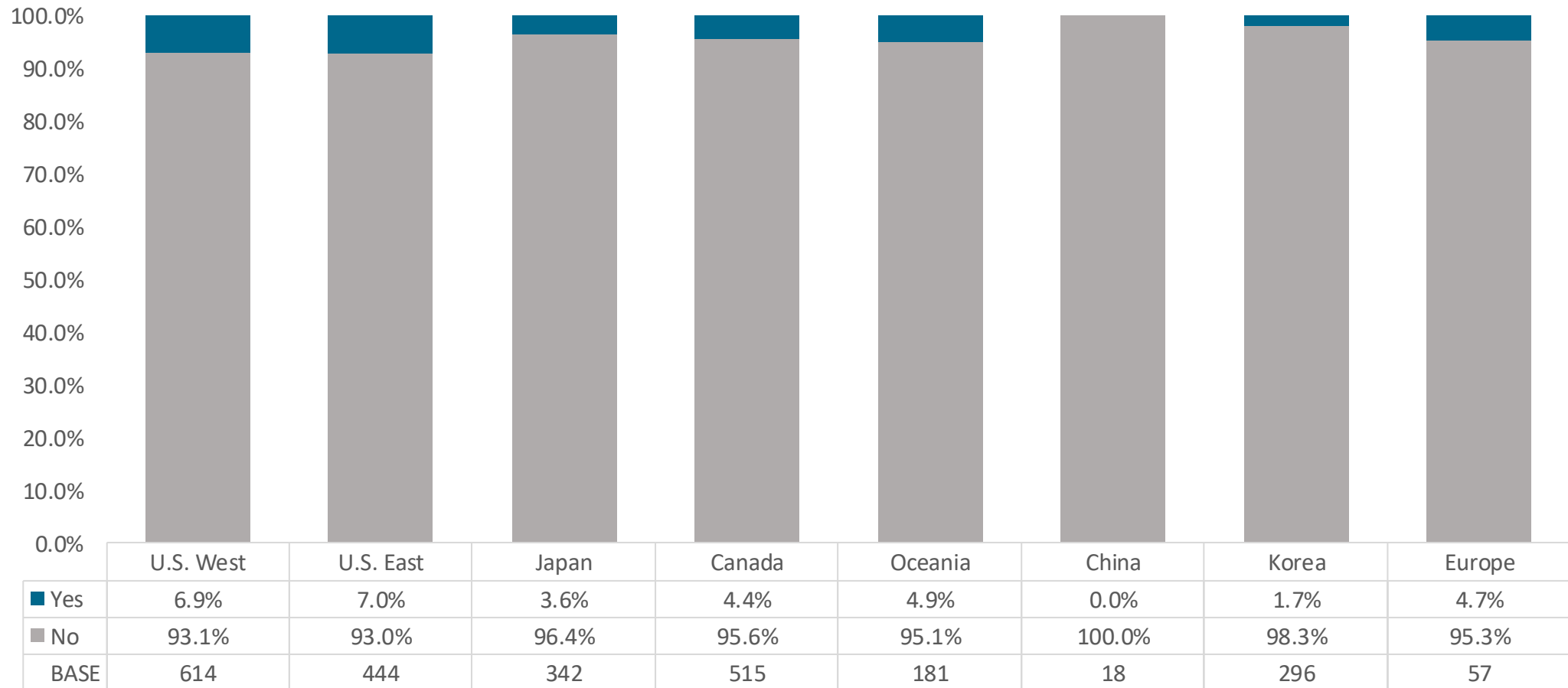
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	94.7%	92.3%	96.8%	93.0%	96.1%	100.0%	96.9%	98.8%
Airport shuttle	18.4%	15.6%	20.6%	19.3%	28.7%	40.6%	18.2%	19.1%
Trolley	2.5%	0.9%	48.7%	4.7%	12.4%	5.8%	27.1%	3.6%
Public bus	4.5%	4.4%	32.7%	12.0%	25.9%	40.6%	15.4%	15.5%
Tour bus/ tour van	6.8%	12.9%	19.4%	10.9%	25.8%	17.4%	22.1%	14.3%
Taxi/ limo	5.4%	8.3%	30.7%	13.2%	36.6%	4.9%	28.4%	23.8%
Rental car	77.8%	74.0%	22.5%	68.4%	32.3%	49.6%	57.9%	73.8%
Ride share	16.8%	18.2%	19.2%	23.7%	39.9%	50.4%	20.7%	25.0%
Car share	2.6%	4.0%	2.6%	2.8%	1.1%	5.8%	1.4%	0.0%
Bicycle rental	2.6%	1.2%	3.7%	3.7%	1.1%	0.0%	3.8%	3.5%

ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
TOTAL	35.5%	29.5%	15.5%	27.5%	19.8%	5.8%	14.6%	16.6%
Visiting friends/ family	24.8%	24.5%	10.5%	19.4%	12.7%	5.8%	11.5%	7.1%
Volunteering/ giving back to the local community	2.8%	2.8%	1.2%	3.0%	0.0%	0.0%	0.4%	5.9%
Health and wellness activities	13.2%	5.3%	4.5%	8.3%	7.5%	5.8%	2.7%	4.8%

Section 3 – Travelers with Disabilities

DISABLED TRAVELER - REQUIRED ASSISTANCE

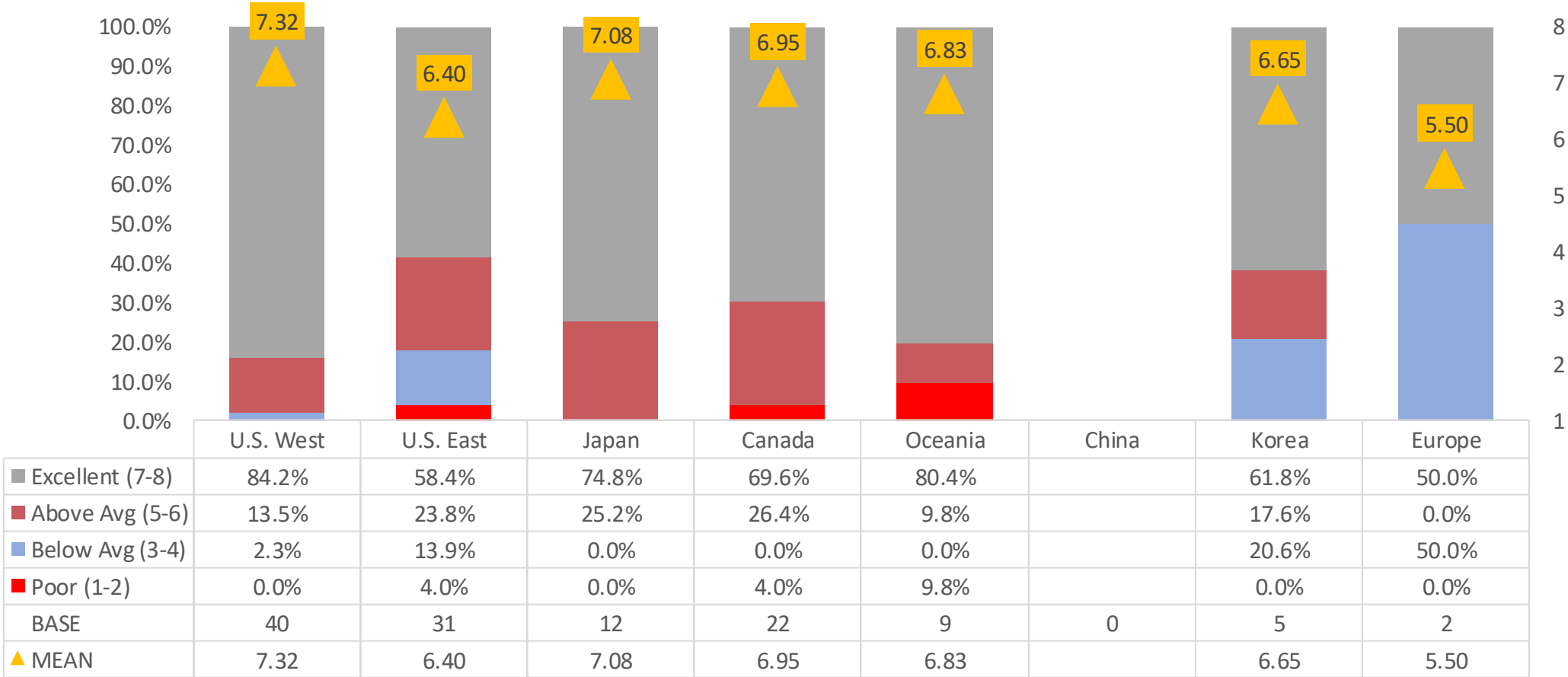


DISABLED TRAVELER – REQUIRED ASSISTANCE

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Mobility aid	71.9%	54.8%	24.3%	88.4%	76.4%	0.0%	0.0%	50.0%
Personal assistance	30.9%	29.8%	16.8%	11.6%	27.5%	0.0%	41.2%	50.0%
Other	2.2%	6.7%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%
Orientation and mobility assistance	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Respiratory equipment	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambulance/ hospital/ medical visit	2.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Disabled parking/ placard	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Service/ assistance animal	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lift equipped van	0.0%	0.0%	15.9%	0.0%	13.8%	0.0%	0.0%	0.0%
ASL Interpreter/ texting/ captioning	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%
BASE	41	32	12	23	9	0	5	2

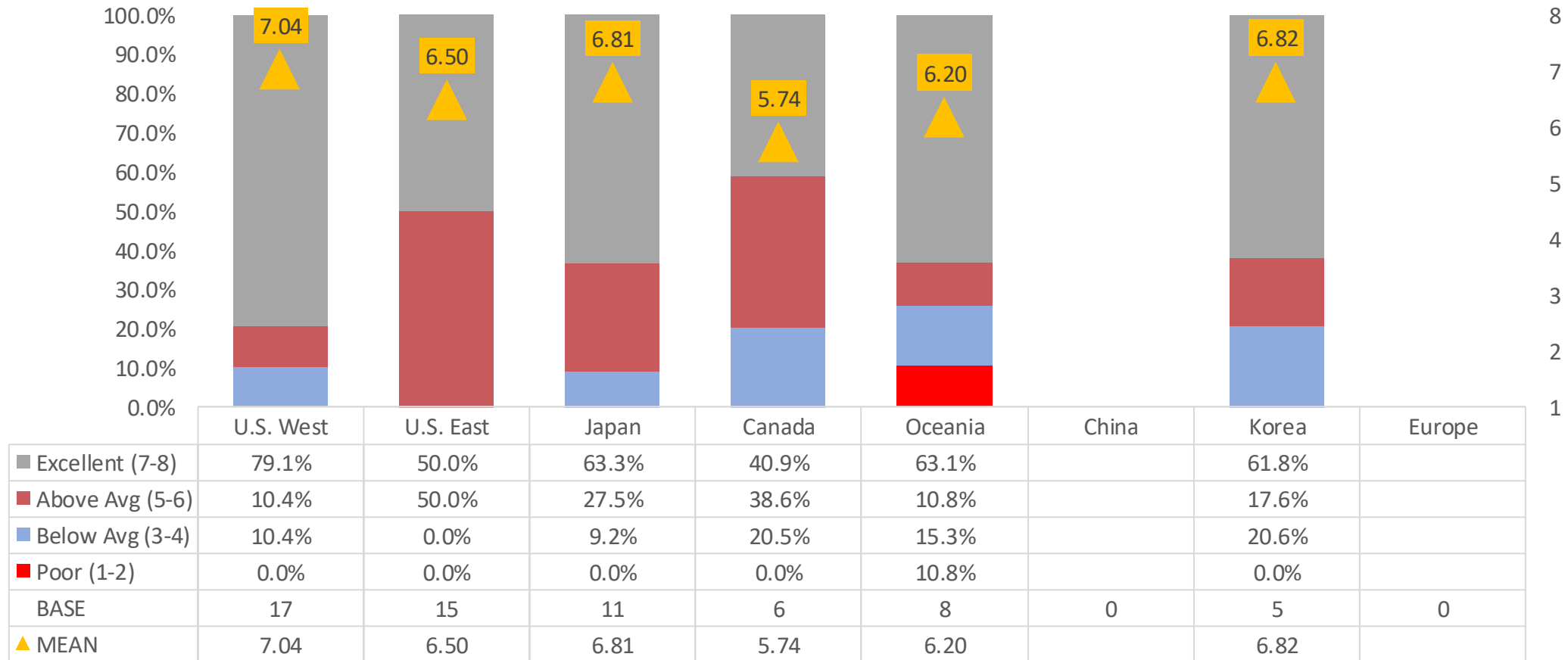
OVERALL ACCESSIBILITY - AIRPORTS

8-pt Rating Scale
8=Excellent / 1=Poor



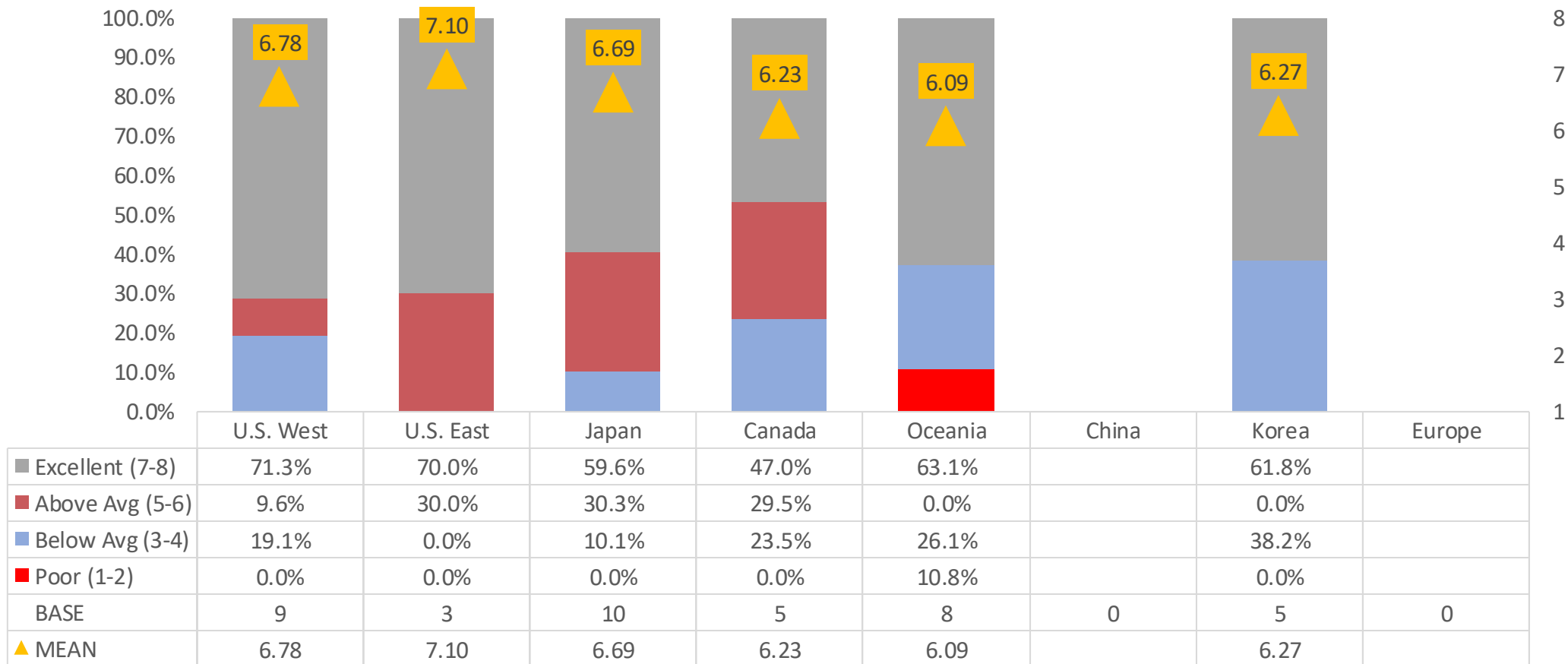
OVERALL ACCESSIBILITY - PRIVATE TRANSPORTATION

8-pt Rating Scale
8=Excellent / 1=Poor



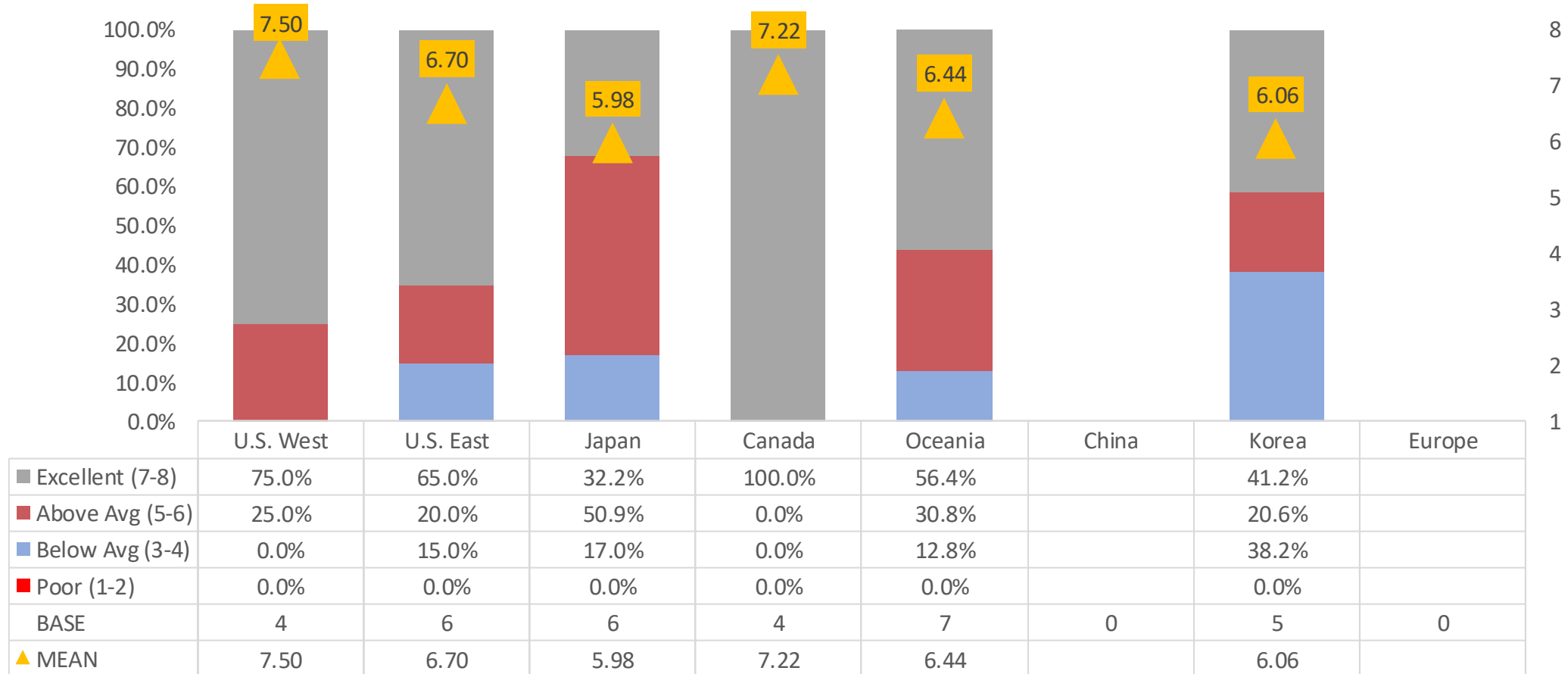
OVERALL ACCESSIBILITY - PUBLIC TRANSPORTATION

8-pt Rating Scale
8=Excellent / 1=Poor



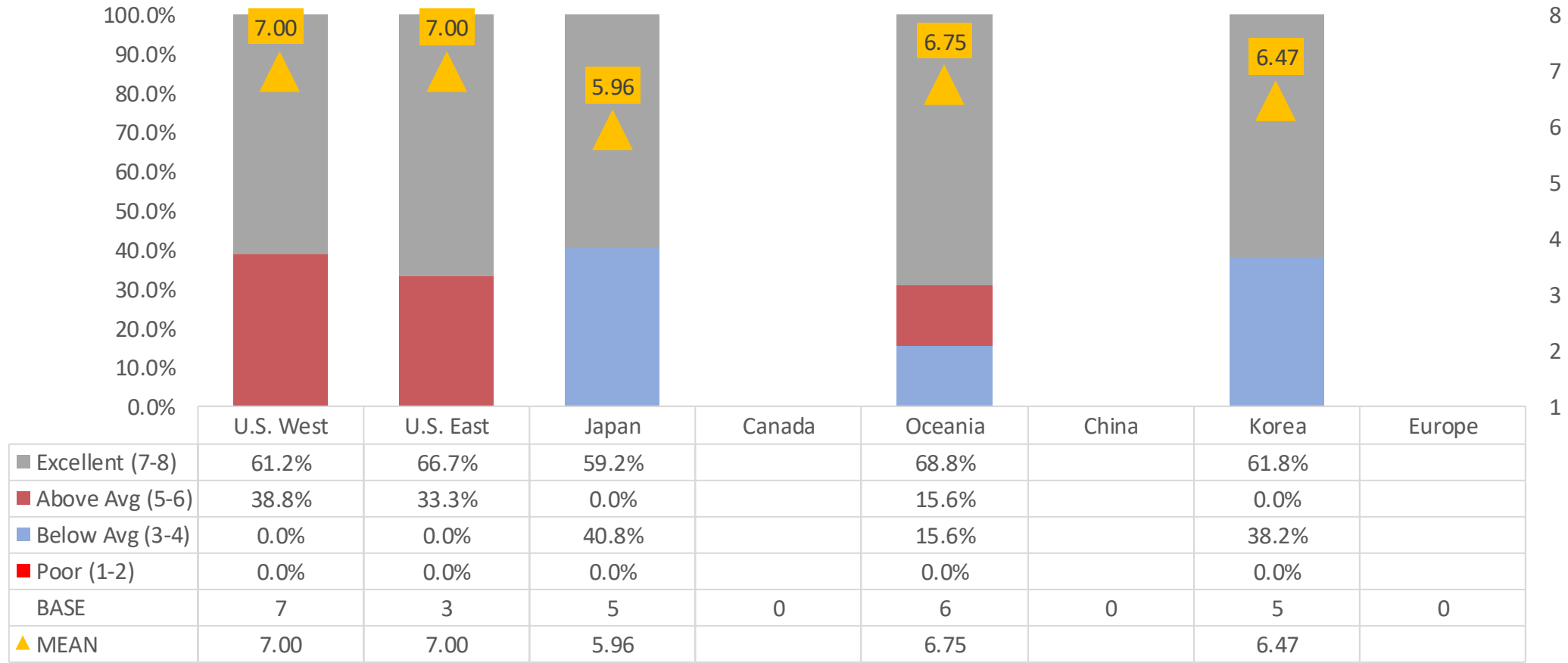
OVERALL ACCESSIBILITY - RIDE SHARE/ CAR SHARE

8-pt Rating Scale
8=Excellent / 1=Poor



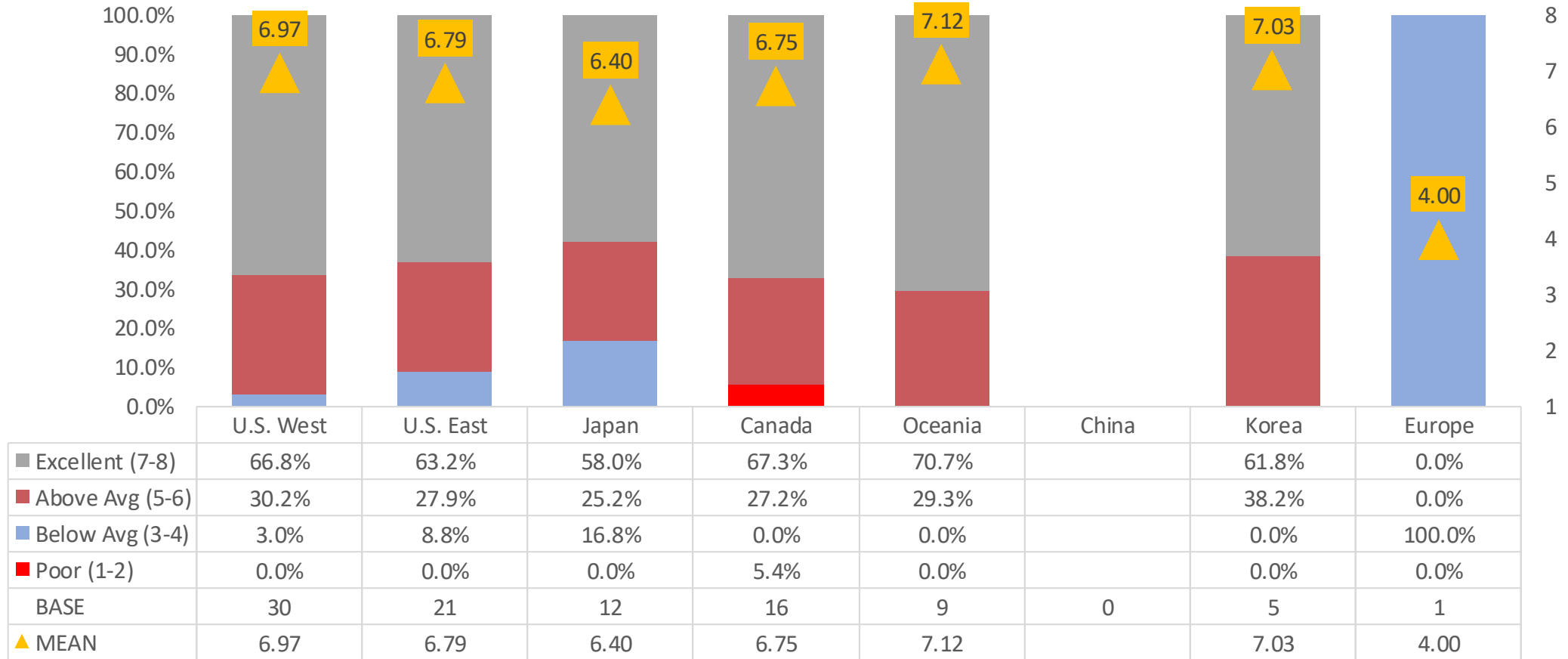
OVERALL ACCESSIBILITY - DEPARTMENT OF AGRICULTURE ANIMAL QUARANTINE

8-pt Rating Scale
8=Excellent / 1=Poor



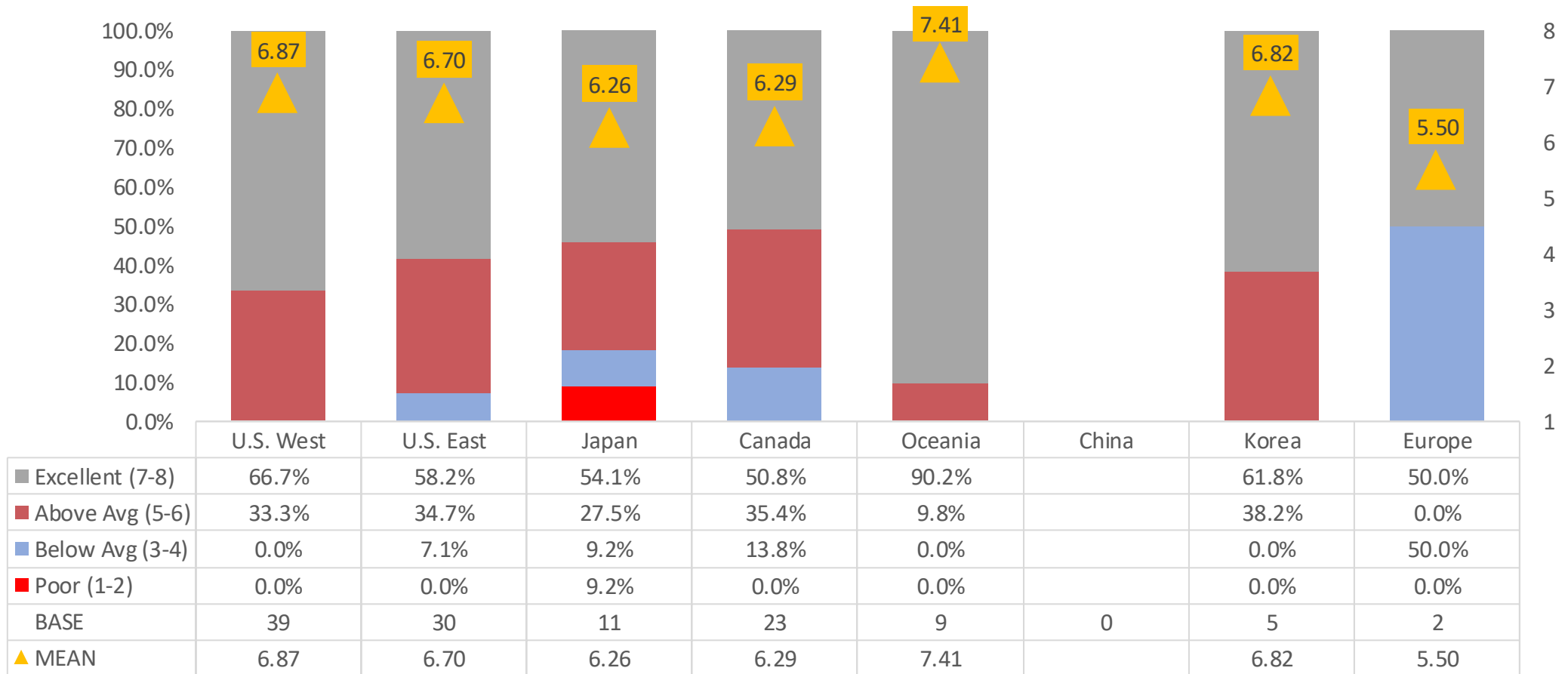
OVERALL ACCESSIBILITY - HOTELS

8-pt Rating Scale
8=Excellent / 1=Poor



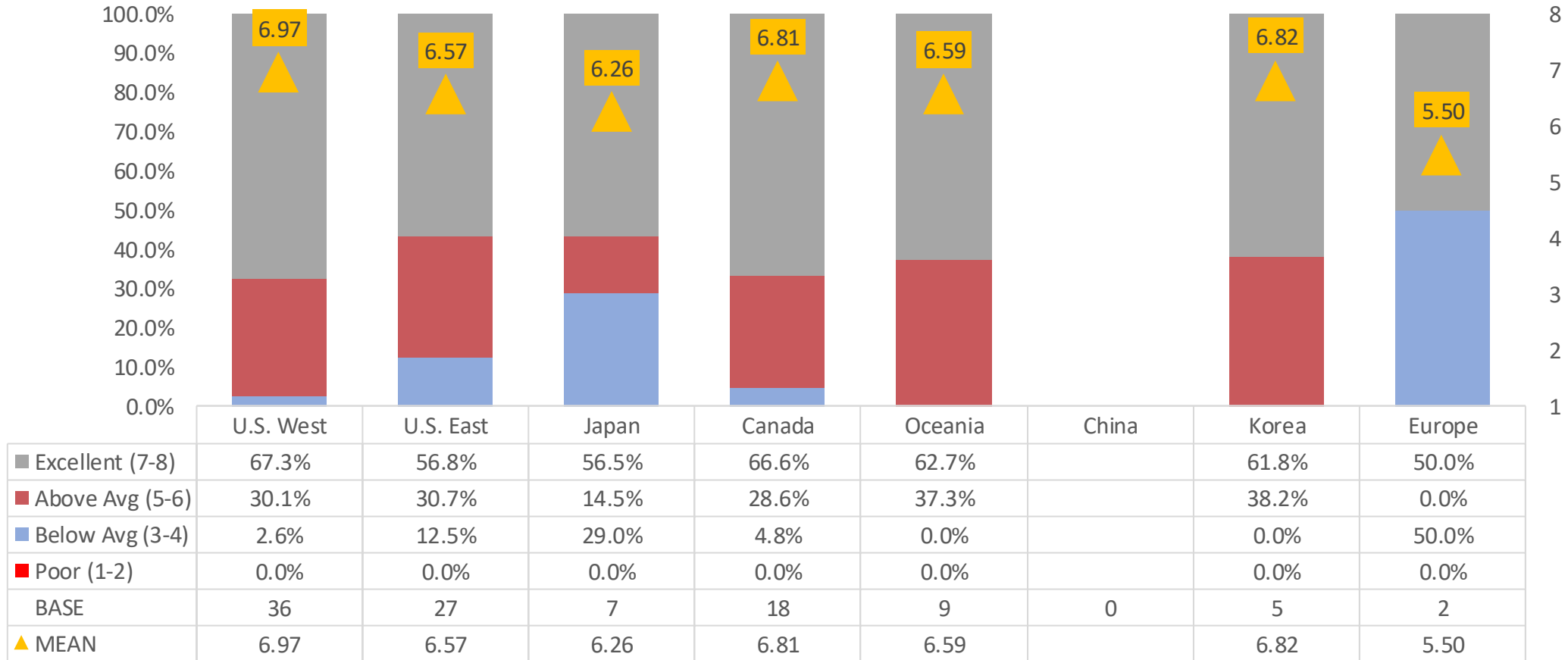
OVERALL ACCESSIBILITY - RESTAURANTS

8-pt Rating Scale
8=Excellent / 1=Poor



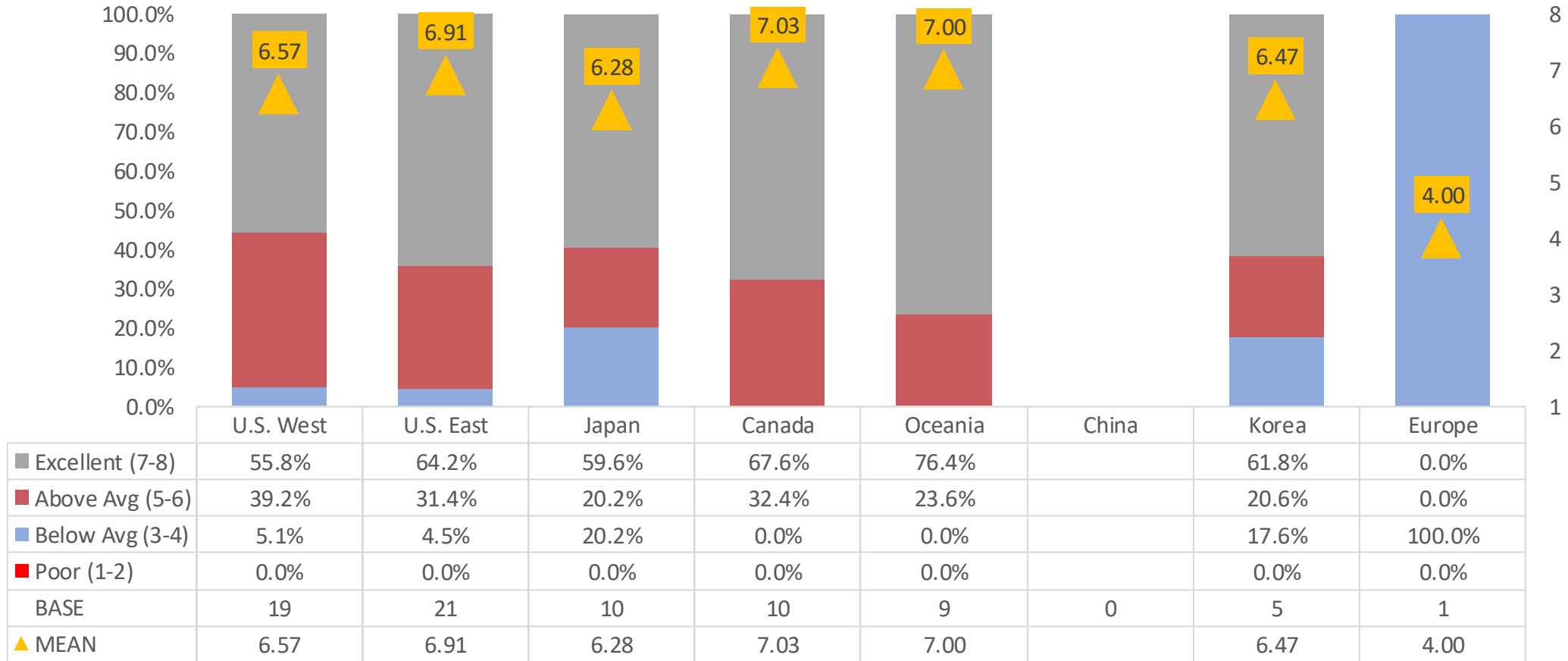
OVERALL ACCESSIBILITY - PUBLIC ATTRACTIONS

8-pt Rating Scale
8=Excellent / 1=Poor



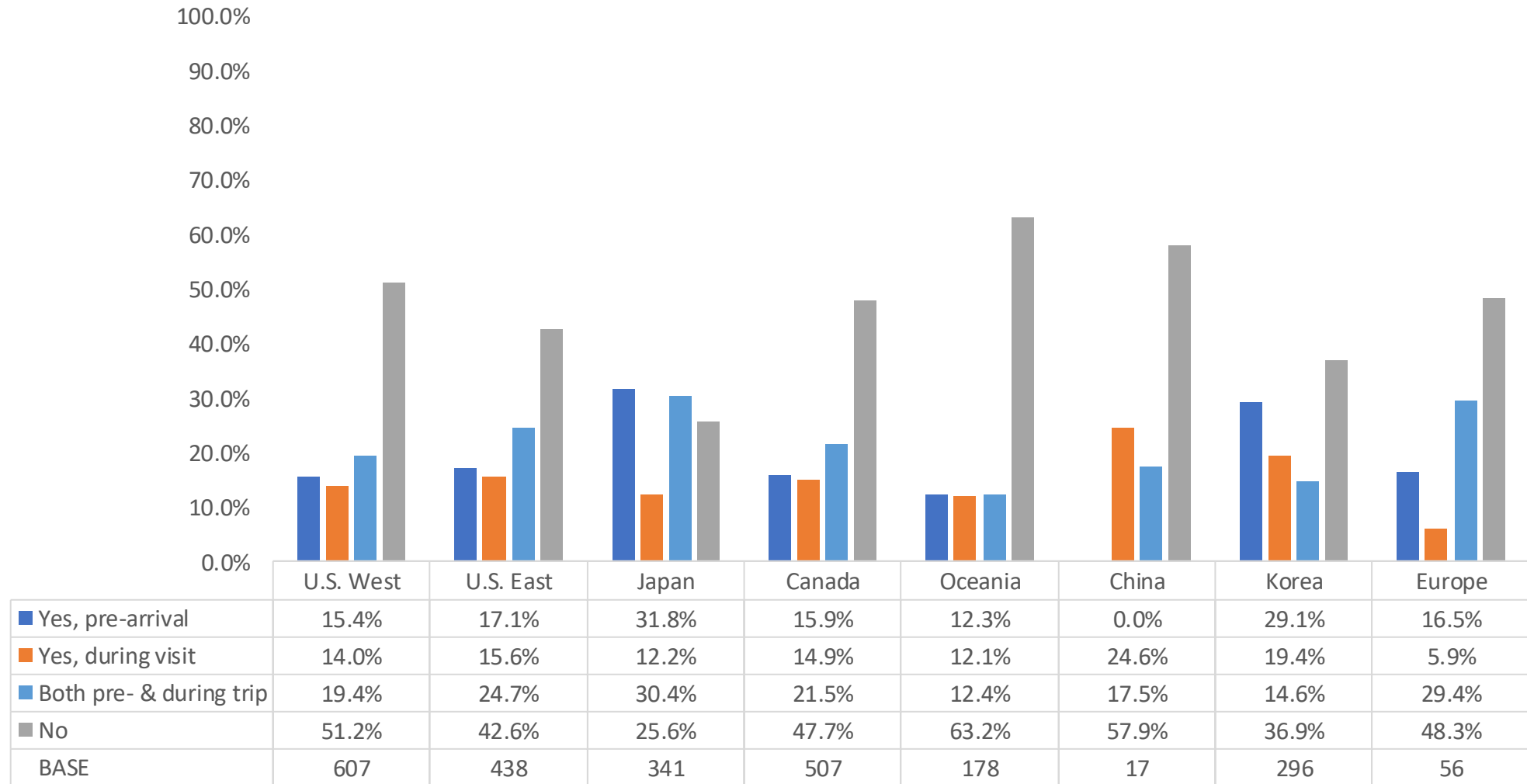
OVERALL ACCESSIBILITY - PRIVATE ATTRACTIONS

8-pt Rating Scale
8=Excellent / 1=Poor

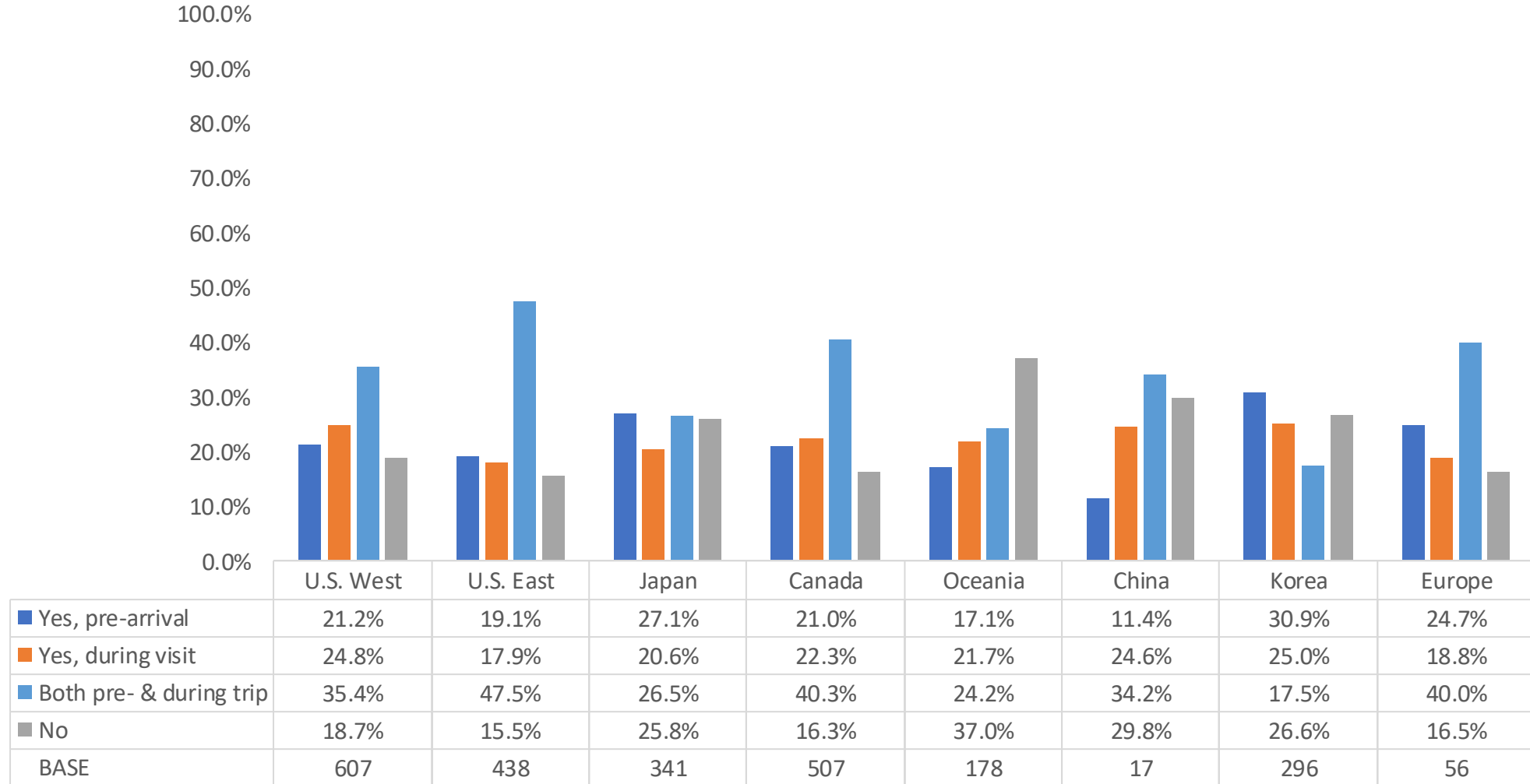


Section 4 – Messaging

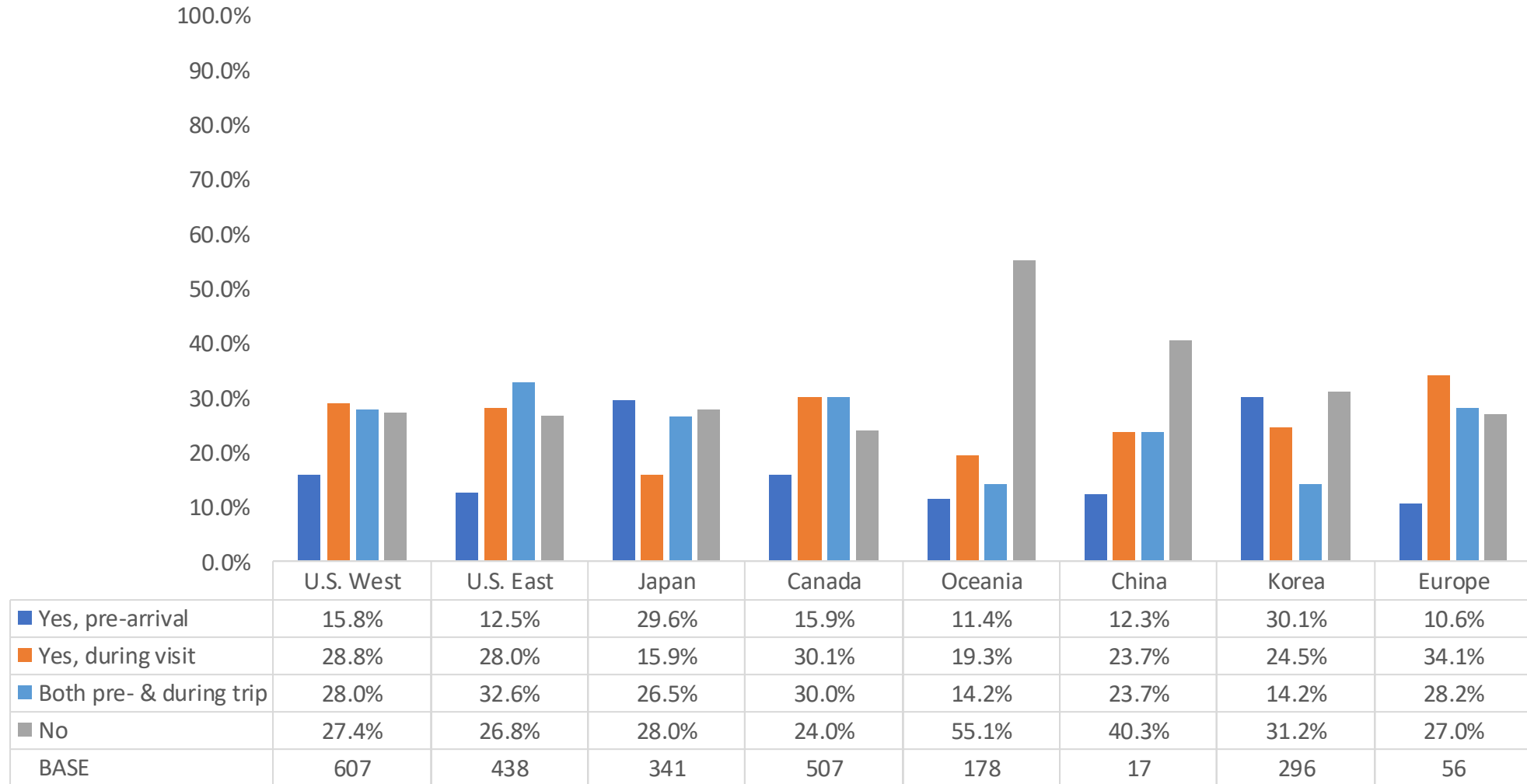
SAFE AND RESPONSIBLE TRAVEL



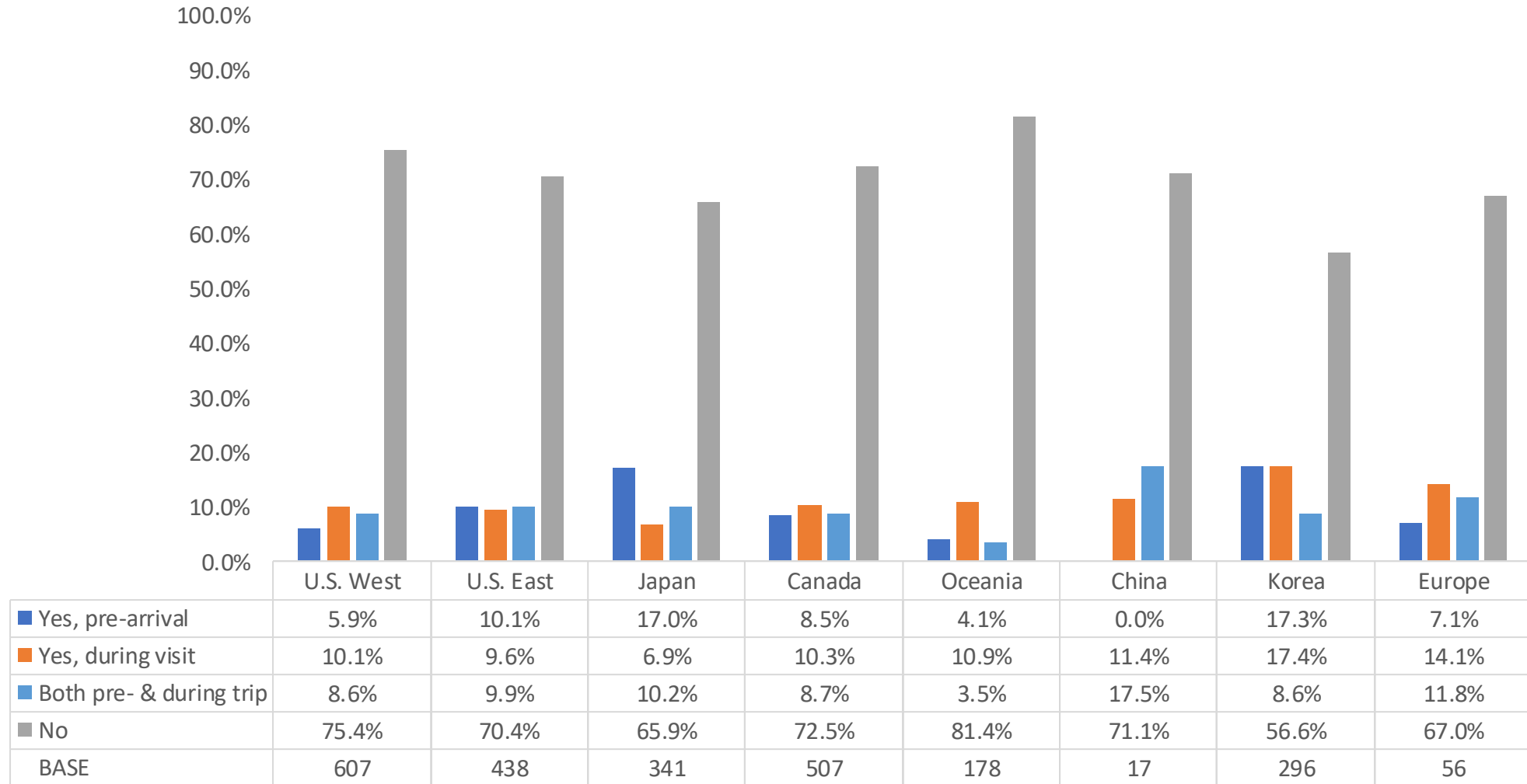
CARING FOR AND RESPECTING HAWAI'I'S CULTURE, PEOPLE AND ENVIRONMENT



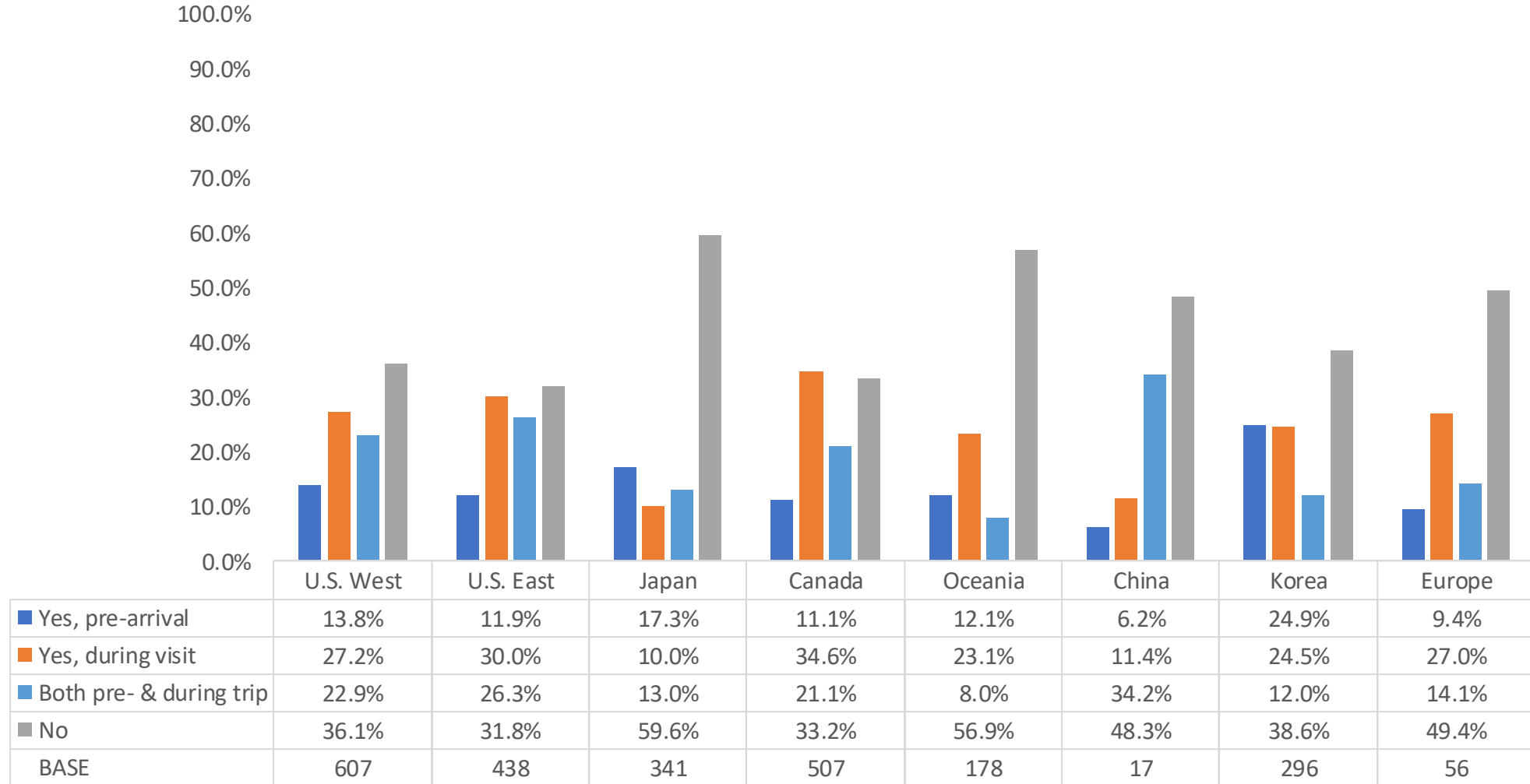
OCEAN AND HIKING SAFETY



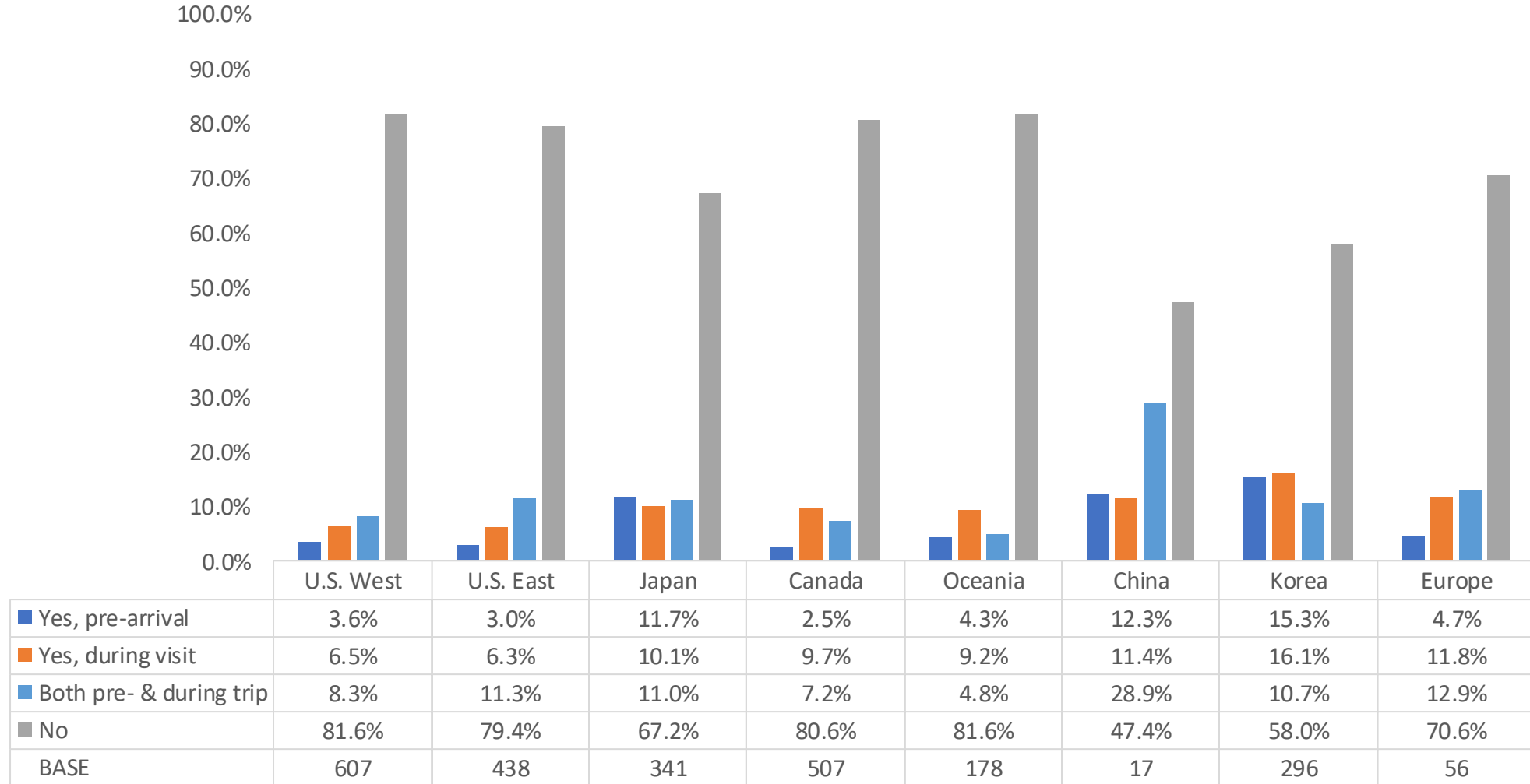
VOLUNTEER / GIVE-BACK OPPORTUNITIES



SUPPORT LOCAL / SHOP LOCAL

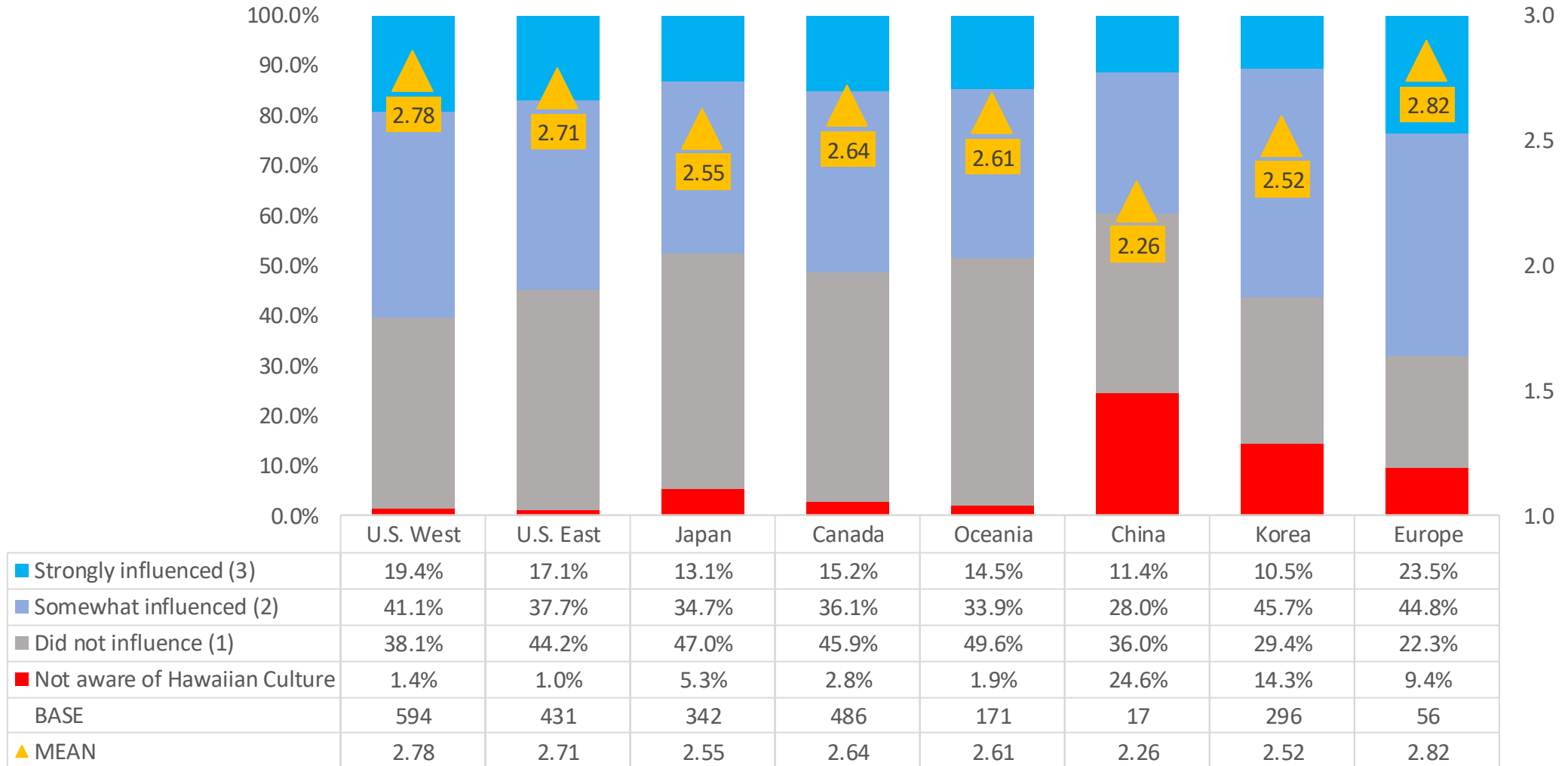


MĀLAMA HAWAI‘I



Section 5 – Hawaiian Culture

HAWAIIAN CULTURE IMPACT ON TRIP PLANNING



Section 6 – Destination Drivers

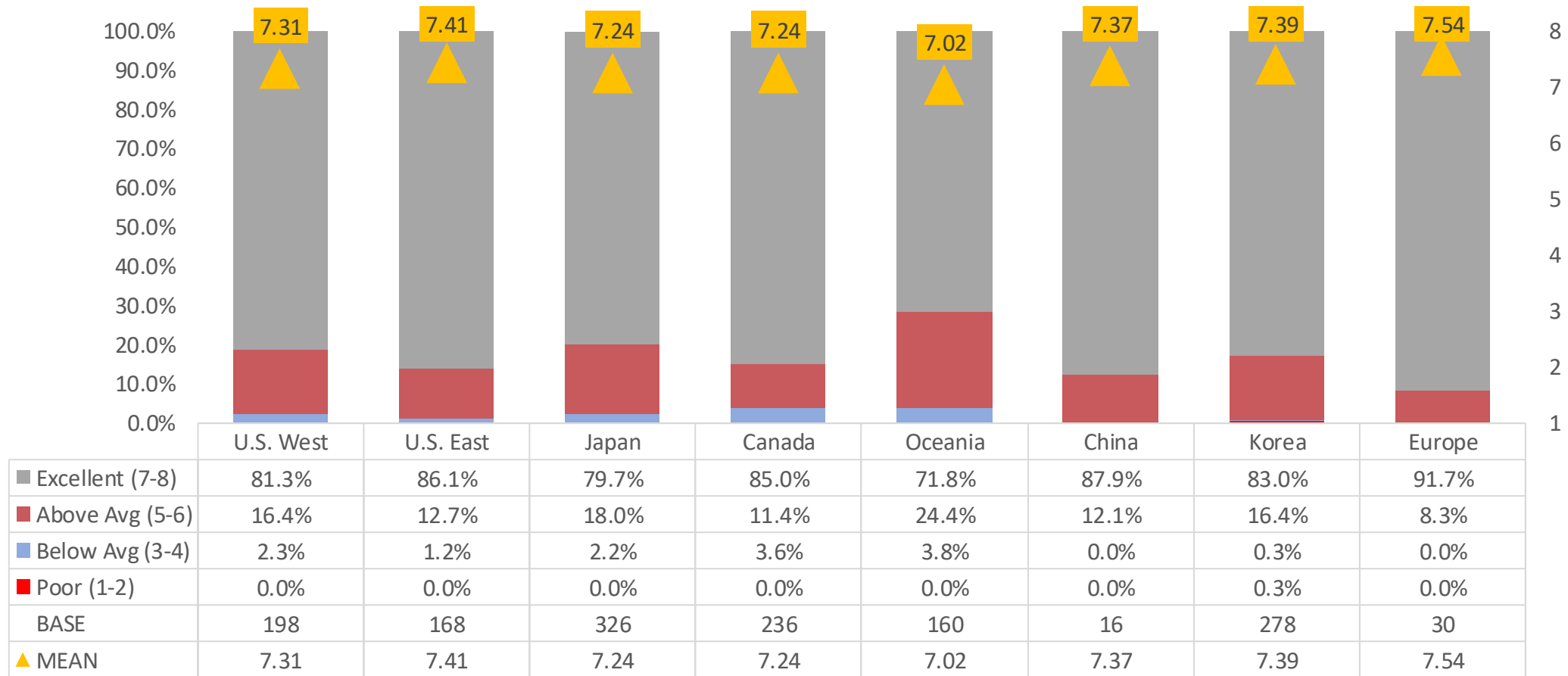
DESTINATION DRIVERS

	U.S. West	U.S. East	Japan	Canada	Oceania	Korea	China	Europe
Personal connection, repeat visitor	23.5%	16.9%	8.5%	19.3%	6.8%	2.8%	0.0%	2.3%
Personal preference, love Hawai'i	14.1%	10.0%	16.0%	13.3%	11.8%	2.3%	0.0%	9.4%
Time with family and friends, influence of family/ friends	11.7%	11.6%	1.2%	6.5%	4.0%	1.0%	0.0%	7.1%
First-time visitor, wanted to experience Hawai'i	9.0%	14.4%	3.8%	10.9%	8.4%	4.6%	6.2%	17.7%
Weather, climate	11.8%	6.2%	7.5%	13.3%	3.5%	12.7%	5.2%	2.4%
Natural beauty and scenery	9.7%	10.2%	2.6%	10.4%	3.6%	12.1%	11.4%	9.4%
Special event or occasion, incl honeymoon	5.2%	11.6%	11.8%	4.9%	5.4%	7.5%	0.0%	23.5%
Convenience, proximity, location	9.2%	2.5%	0.9%	7.0%	43.6%	0.7%	6.2%	7.1%
Vacation, leisure	8.3%	4.6%	3.6%	6.1%	13.6%	6.0%	0.0%	5.9%
Work, business trip	5.2%	8.7%	8.1%	4.4%	3.5%	5.5%	18.5%	14.1%
Beaches, ocean activities	7.3%	3.8%	1.5%	4.9%	3.5%	3.4%	12.3%	4.7%
Exploration and adventure	4.9%	5.5%	0.3%	4.8%	0.0%	1.8%	0.0%	4.7%
Hawaiian culture, the aloha spirit	4.4%	4.6%	2.4%	7.4%	5.2%	1.7%	0.0%	10.6%

Section 7 – O‘ahu

SATISFACTION - O'AHU

8-pt Rating Scale
8=Excellent / 1=Poor

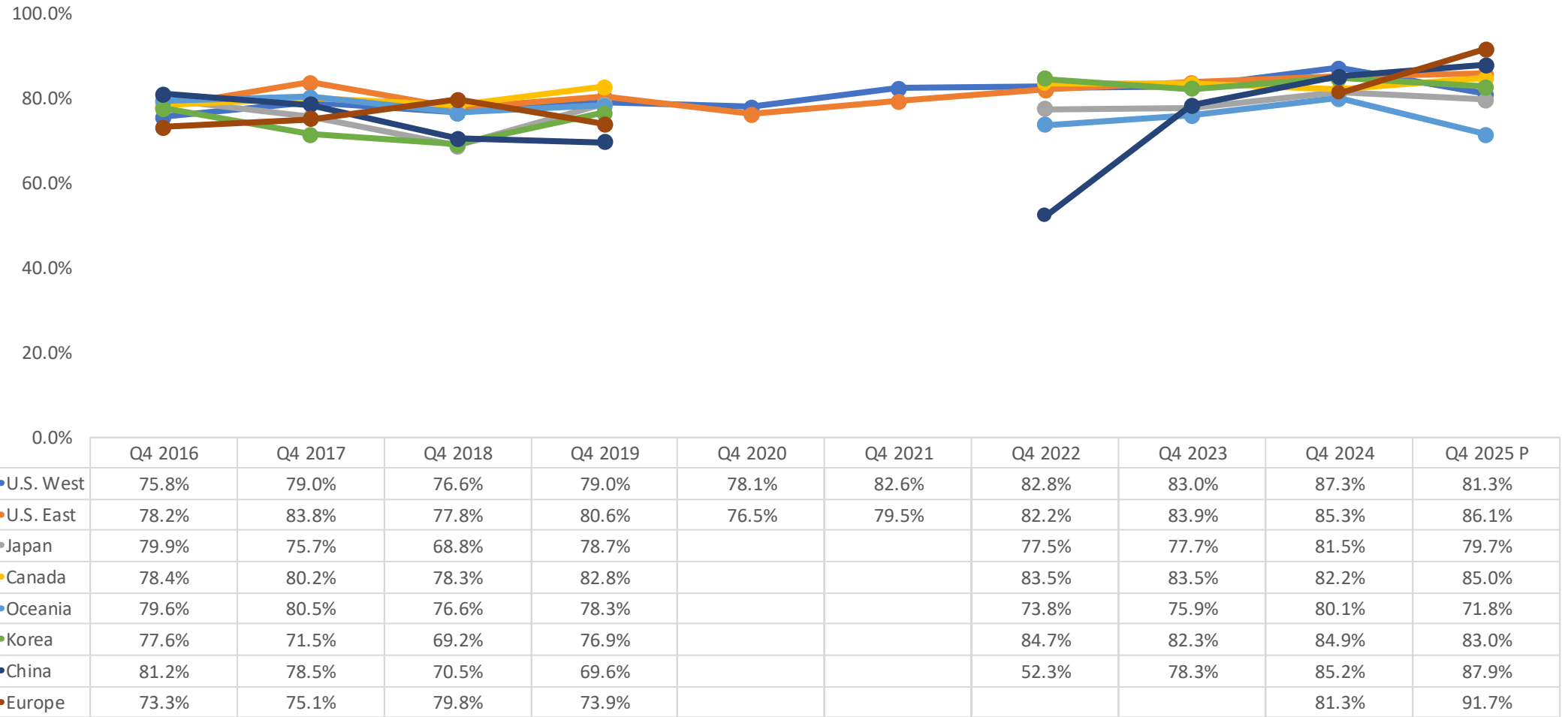


SATISFACTION - O'AHU

- **Islands visited:** Visitors from **U.S. West**, **U.S. East** and **Japan** whose trip consisted of staying on just O'ahu gave higher mean satisfaction scores compared to those whose trip consisted of stops on multiple islands.
- **Trips to Hawai'i:** First-time visitors from **Japan** expressed higher levels of satisfaction than repeat visitors from this market.
- **Age:** Younger travelers (18-34) from **Japan** were more satisfied with their stay on O'ahu than older travelers from this visitor market.
- **Gender:** Female visitors from **U.S. West** were more satisfied with their stay on O'ahu than male visitors.
- **Household income:** Visitors from **U.S. West** who reside in homes in the bottom income tier (<\$100K) expressed higher levels of satisfaction with their stay than those visitors who reside in more affluent households.

SATISFACTION - O'AHU

Tracking Data – Rating of “Excellent” (7-8)



P= Preliminary Data

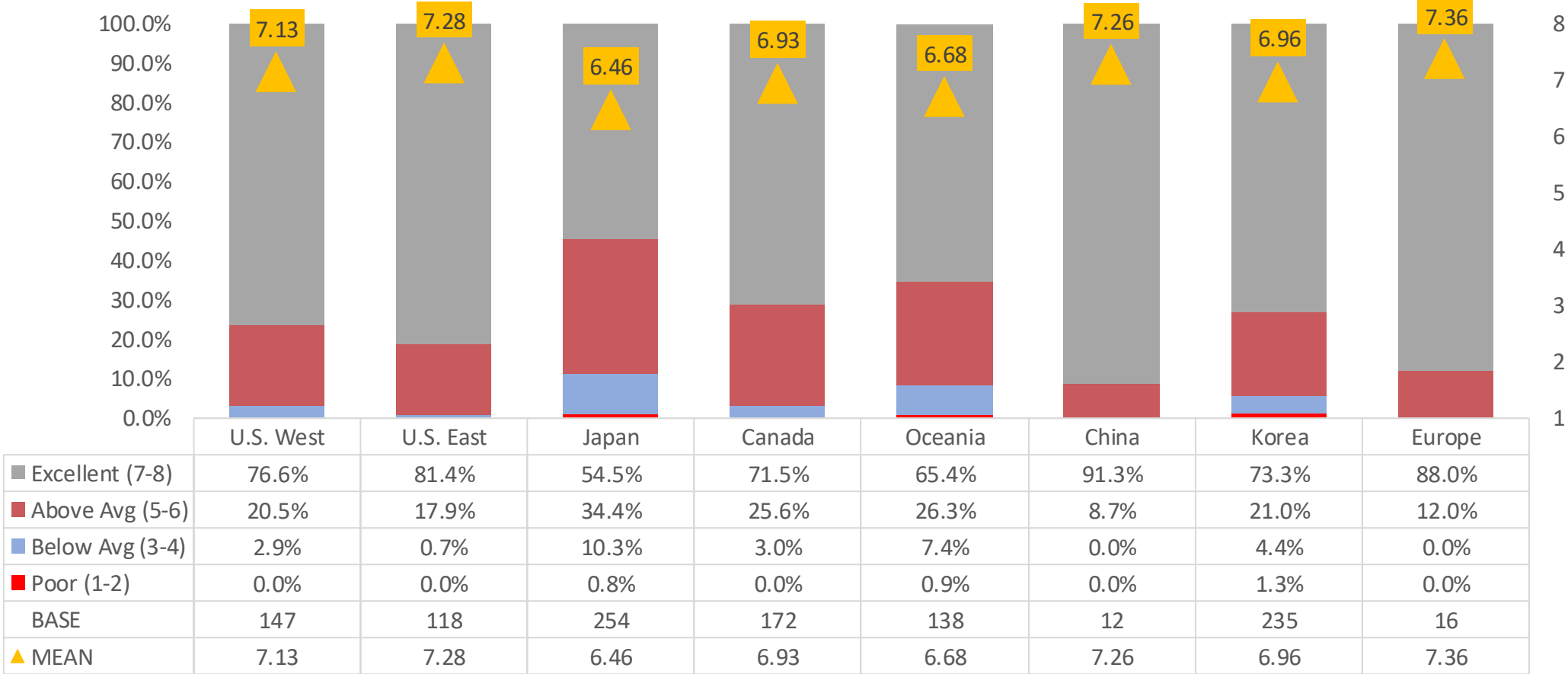
Q. How would you rate your most recent trip to the state of Hawai'i? How would you rate your experience on___?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



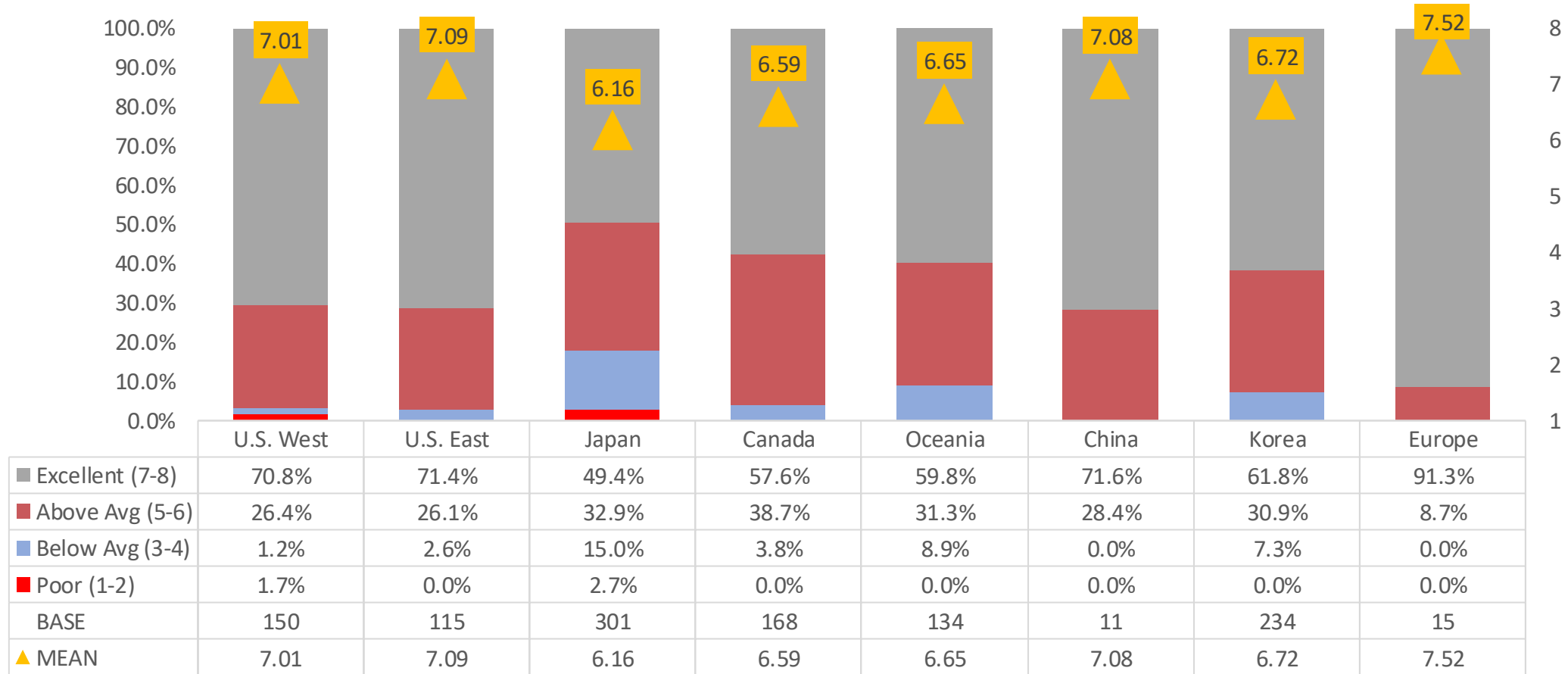
ENTERTAINMENT/ ATTRACTIONS - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



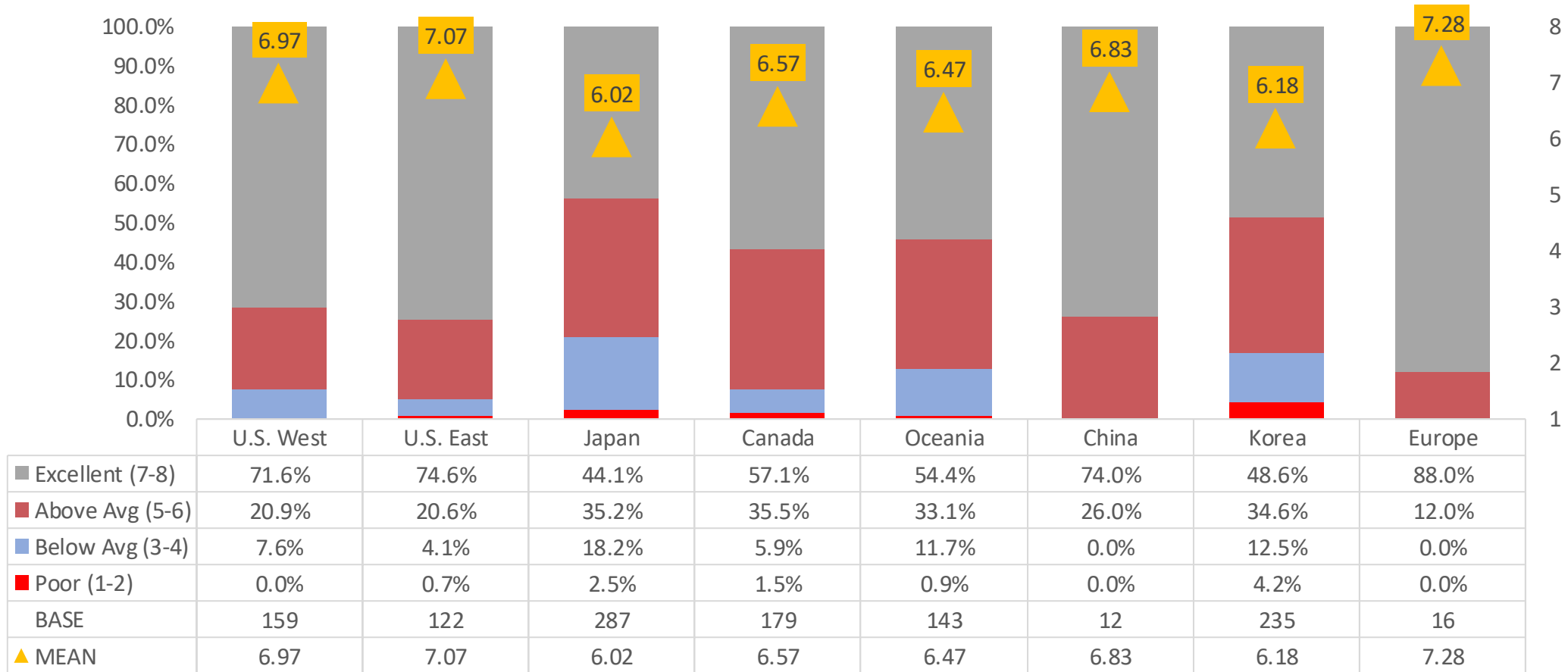
SHOPPING - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



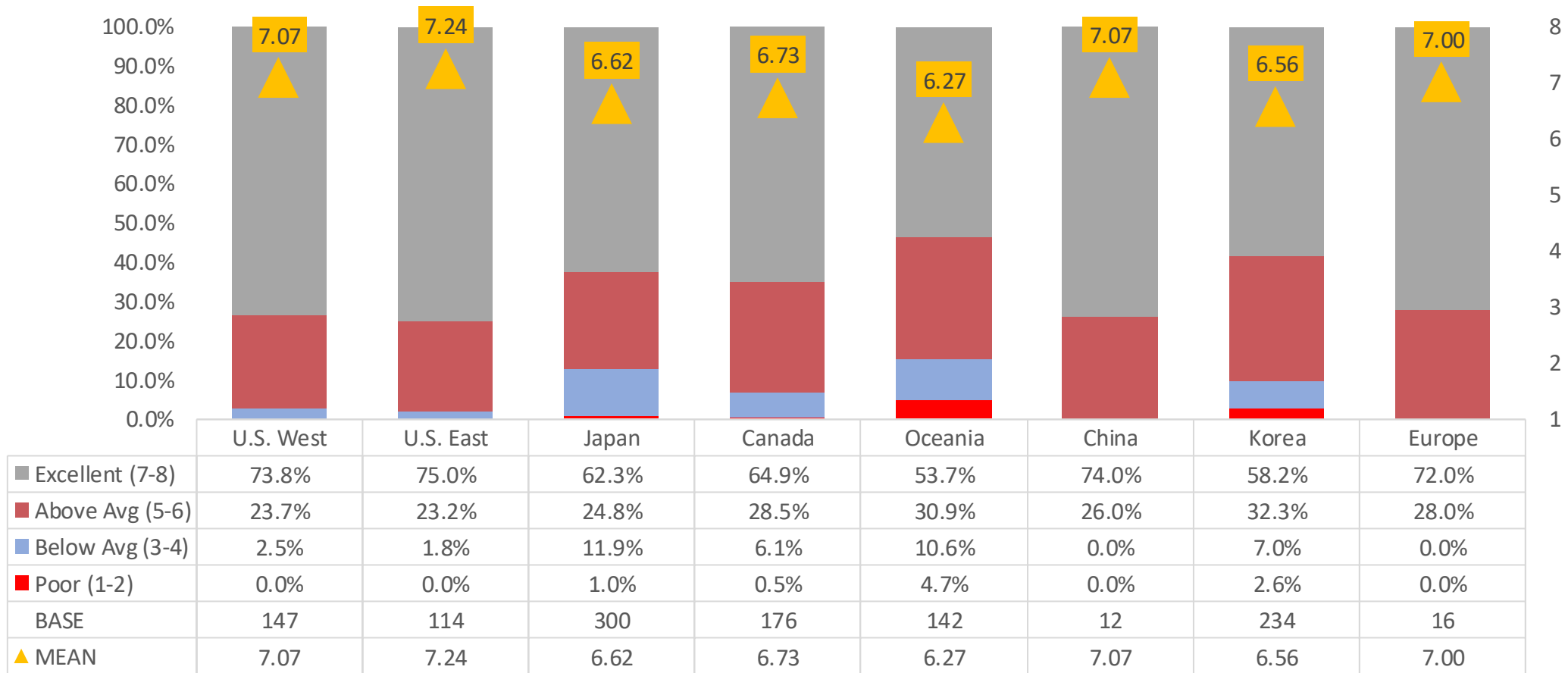
DINING/ FOOD & BEVERAGES - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



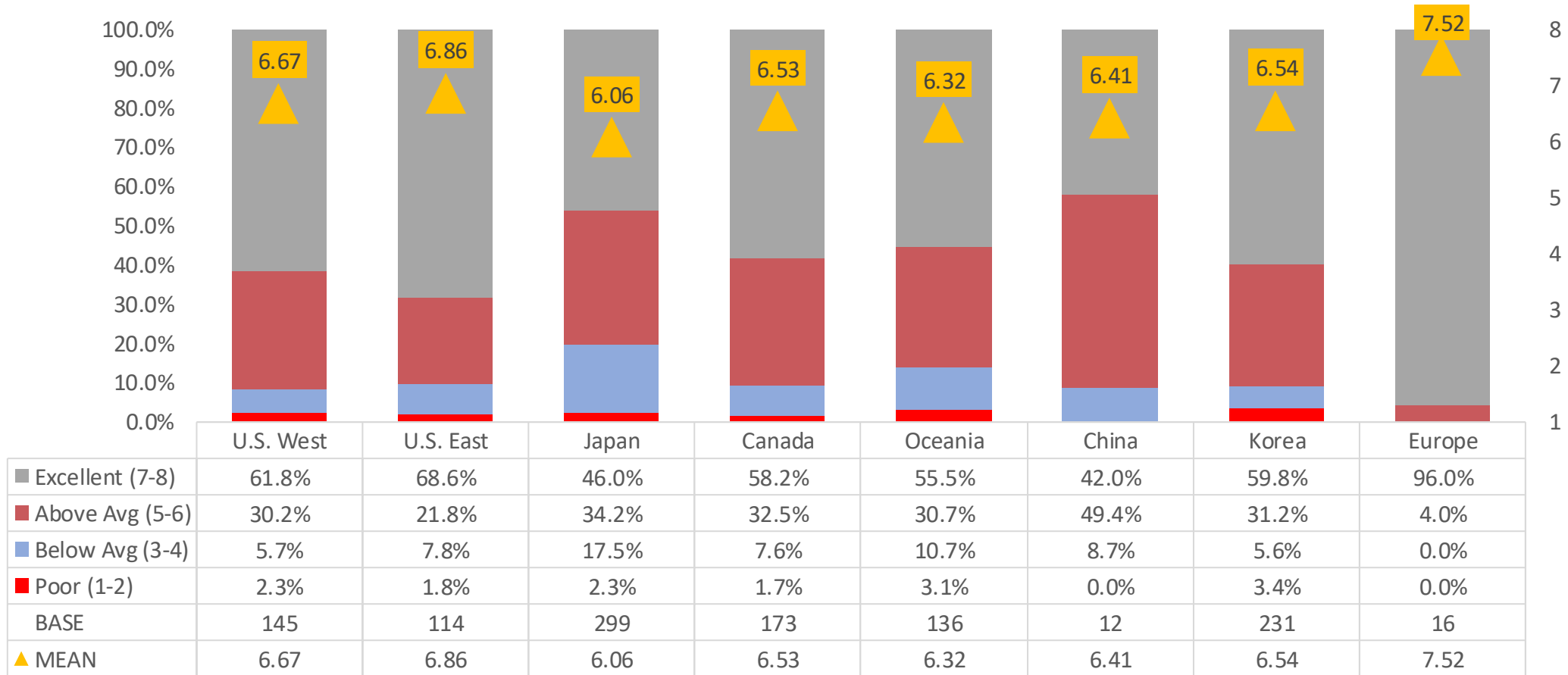
LODGING/ ACOMMODATIONS - O‘AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



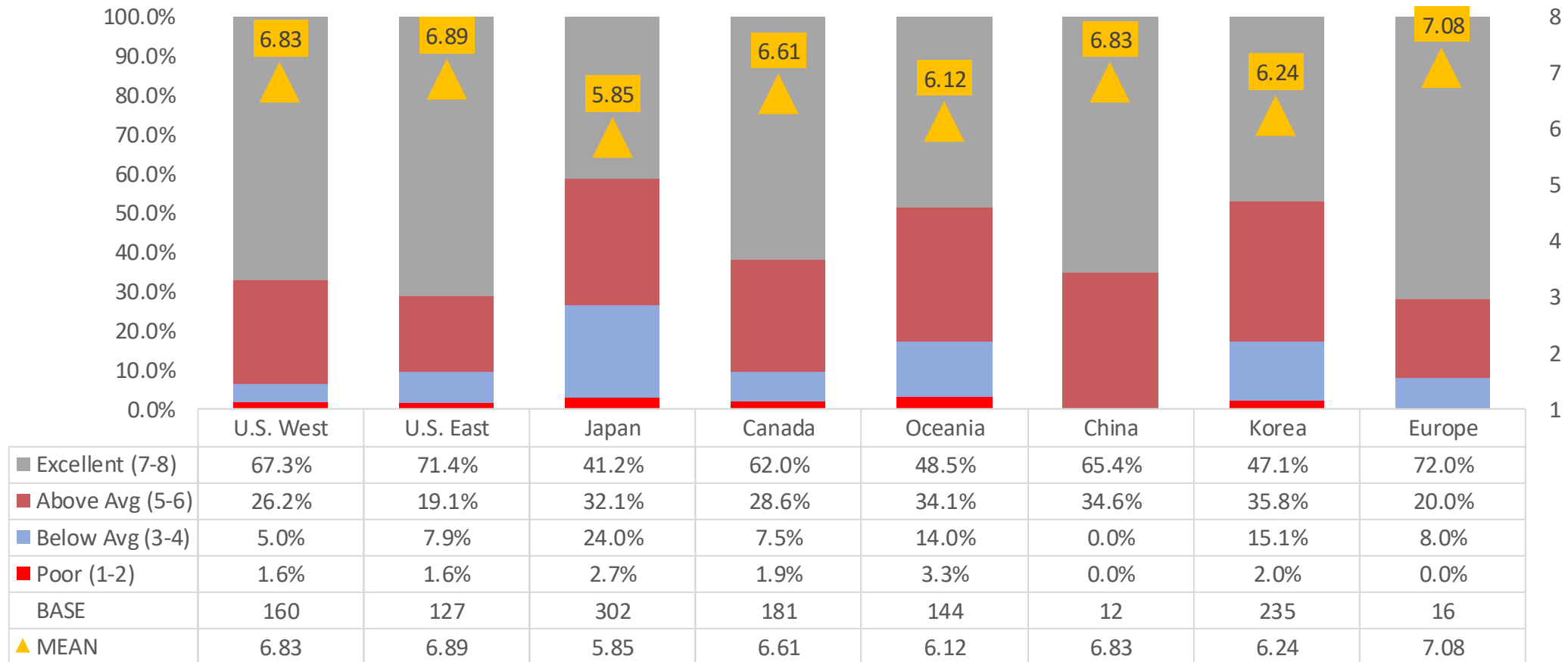
TRANSPORTATION ON ISLAND - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



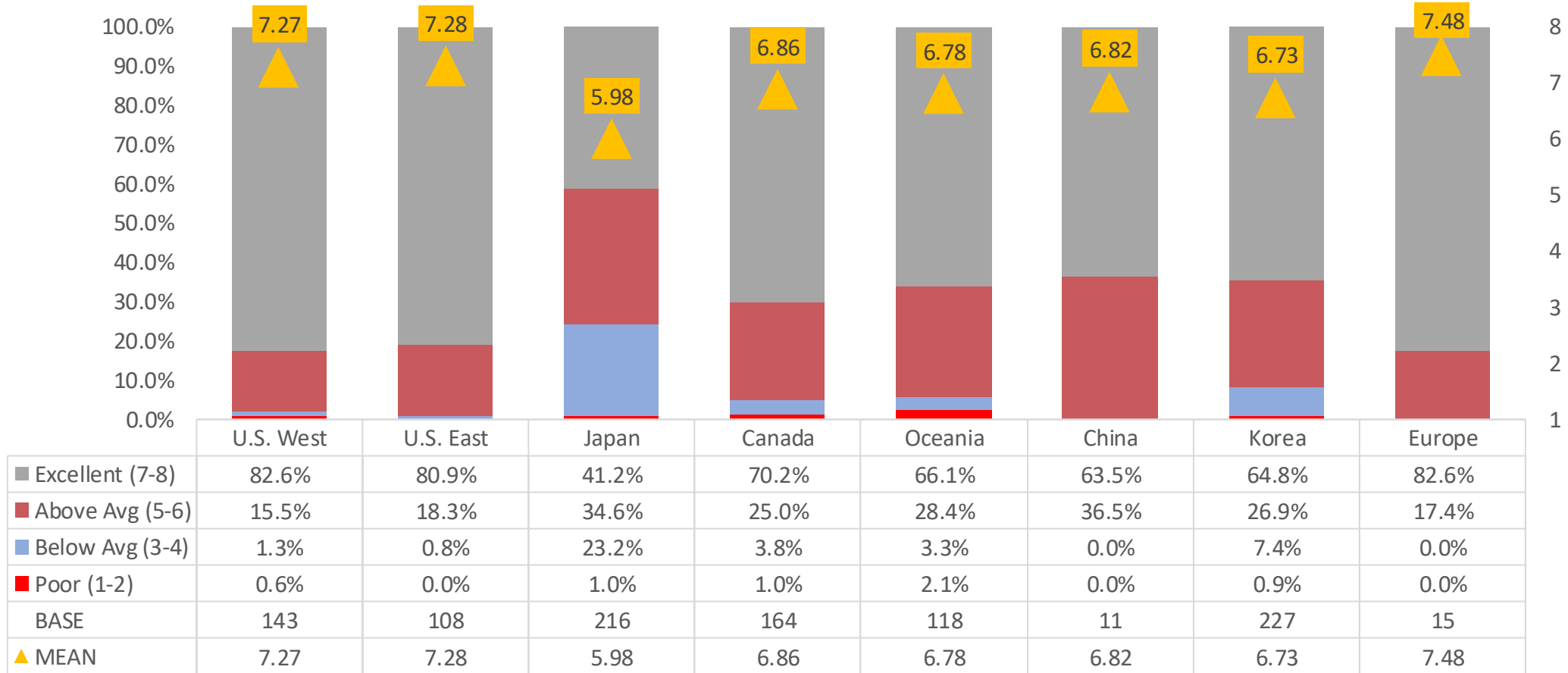
AIRPORT - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



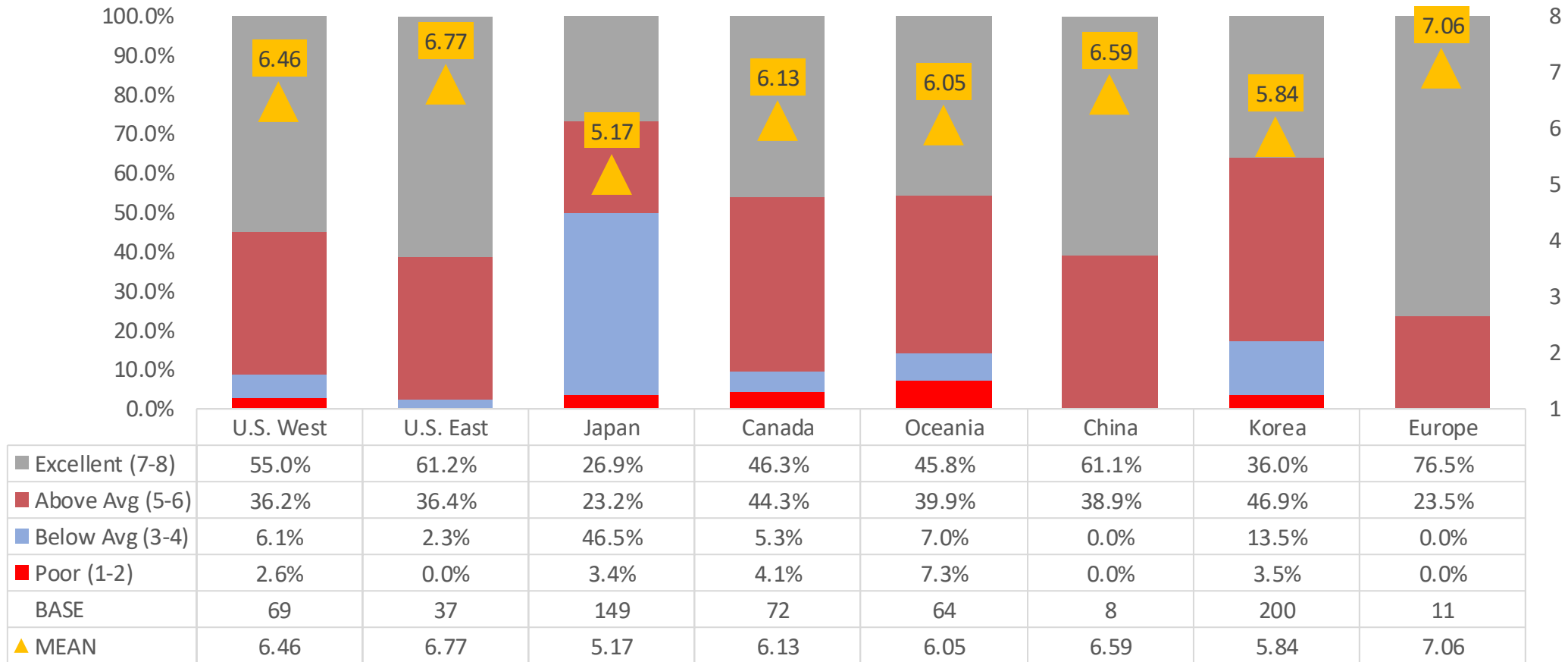
CULTURAL EXPERIENCES - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



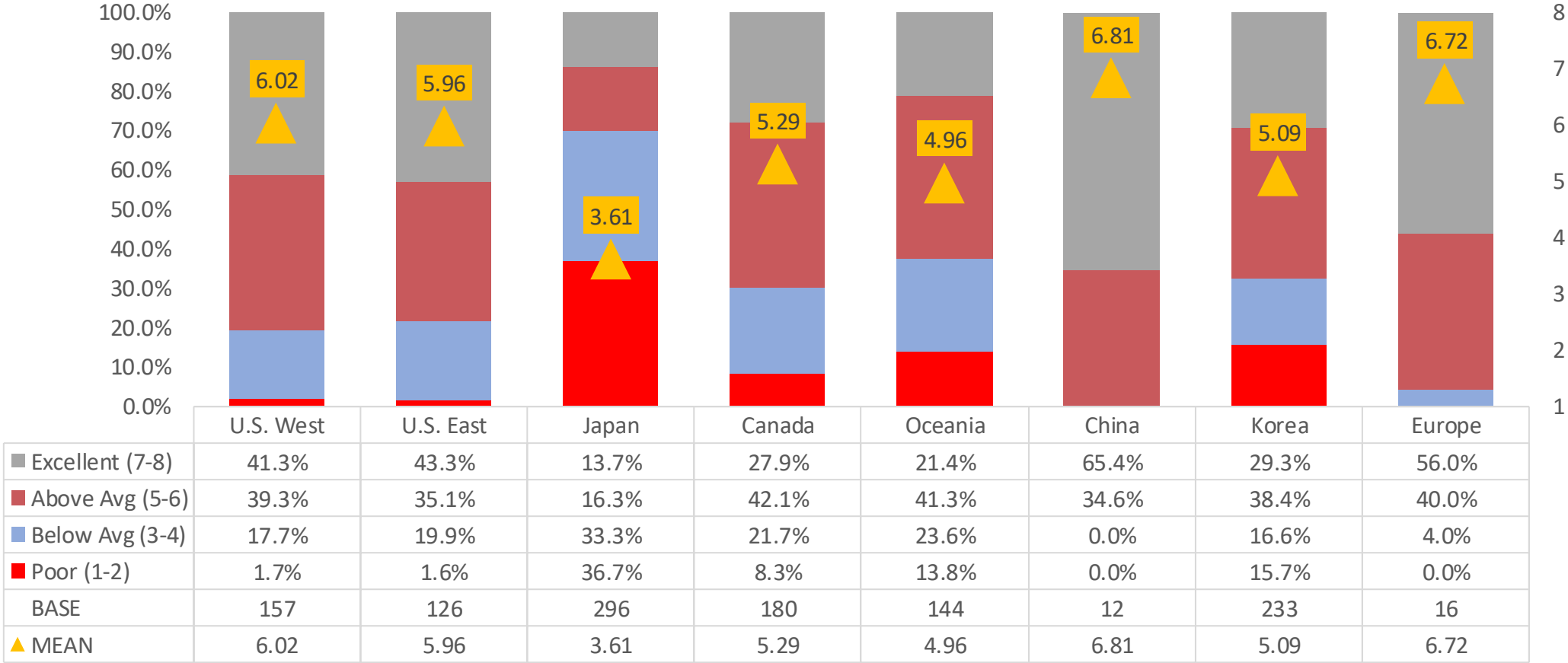
VOLUNTEER EXPERIENCES - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



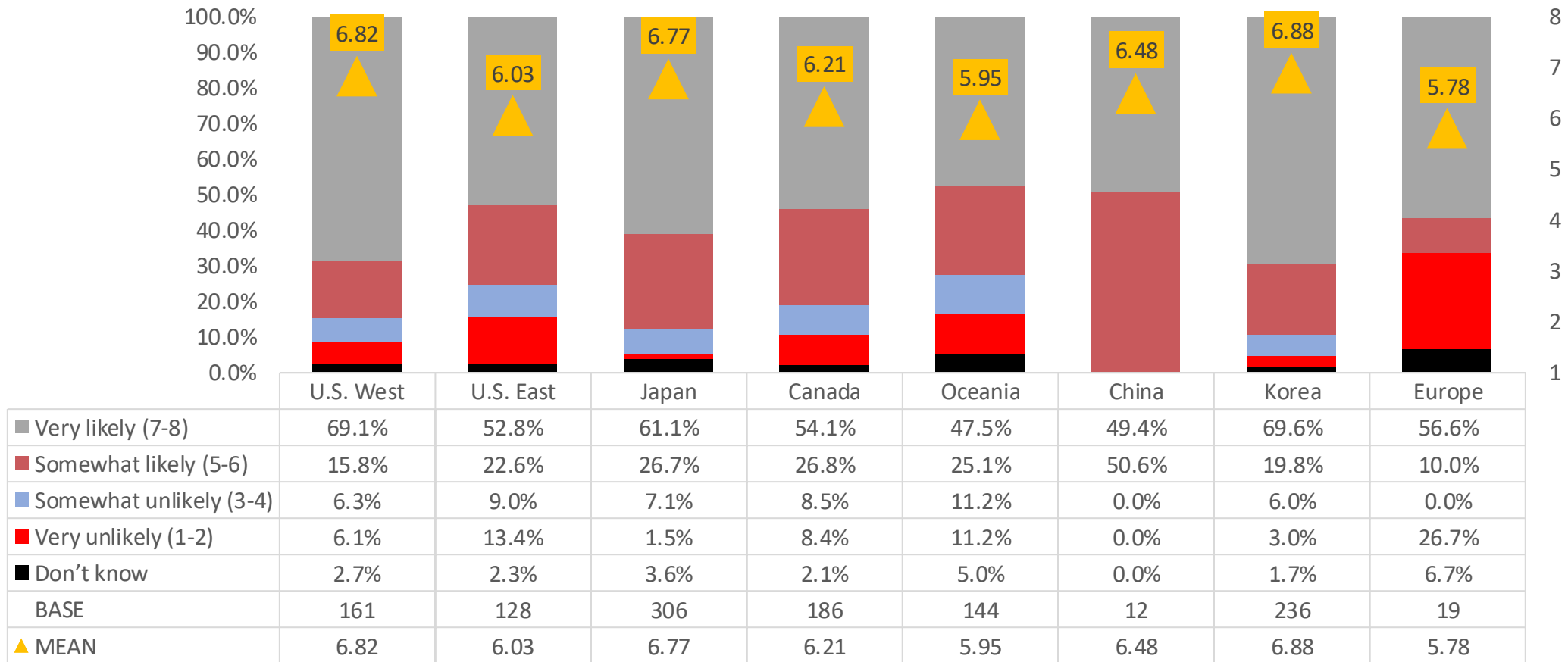
OVERALL VALUE FOR THE MONEY - O'AHU

8-pt Rating Scale
8 = Excellent / 1 = Poor



LIKELIHOOD OF RETURN VISIT - O‘AHU

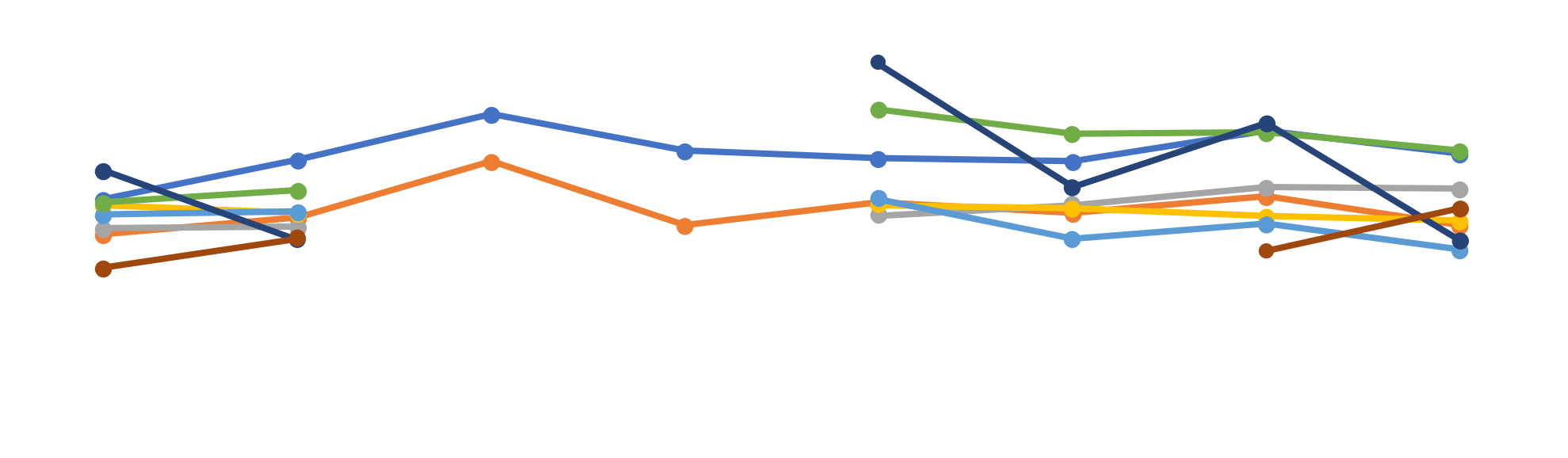
8-pt Rating Scale
8 = Excellent / 1 = Poor



LIKELIHOOD OF RETURN VISIT - O‘AHU

TOP BOX - VERY LIKELY (7-8)

100.0%
80.0%
60.0%
40.0%
20.0%
0.0%



	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	58.9%	67.6%	77.8%	69.7%	68.1%	67.4%	73.9%	69.1%
U.S. East	50.8%	54.6%	67.1%	53.1%	58.2%	55.7%	59.5%	52.8%
Japan	52.4%	52.5%			55.1%	57.4%	61.4%	61.1%
Canada	57.5%	55.8%			57.5%	56.6%	54.9%	54.1%
Oceania	55.4%	56.0%			58.8%	49.8%	53.4%	47.5%
Korea	57.9%	60.9%			78.7%	73.3%	73.6%	69.6%
China	65.2%	49.6%			89.2%	61.4%	75.6%	49.4%
Europe	43.4%	50.0%					47.1%	56.6%

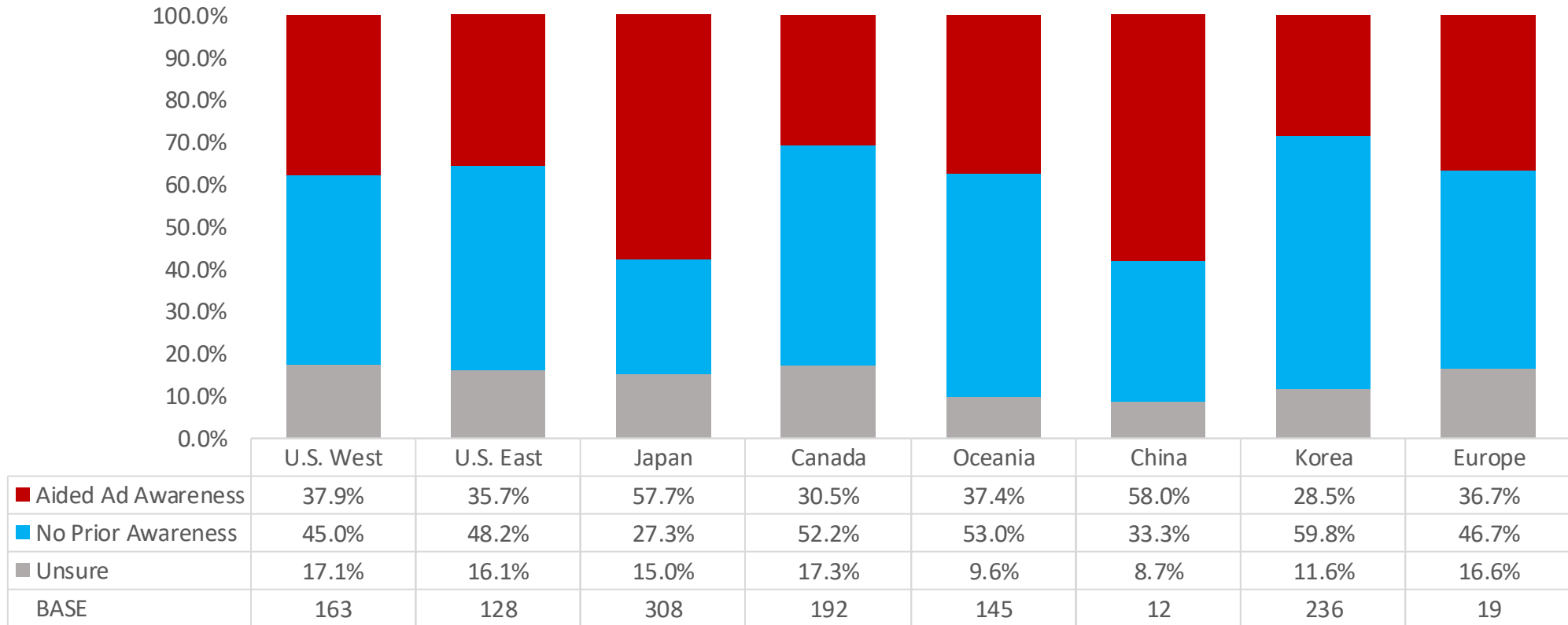
P= Preliminary Data

Q. How likely are you to visit O‘ahu again in the next five years?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



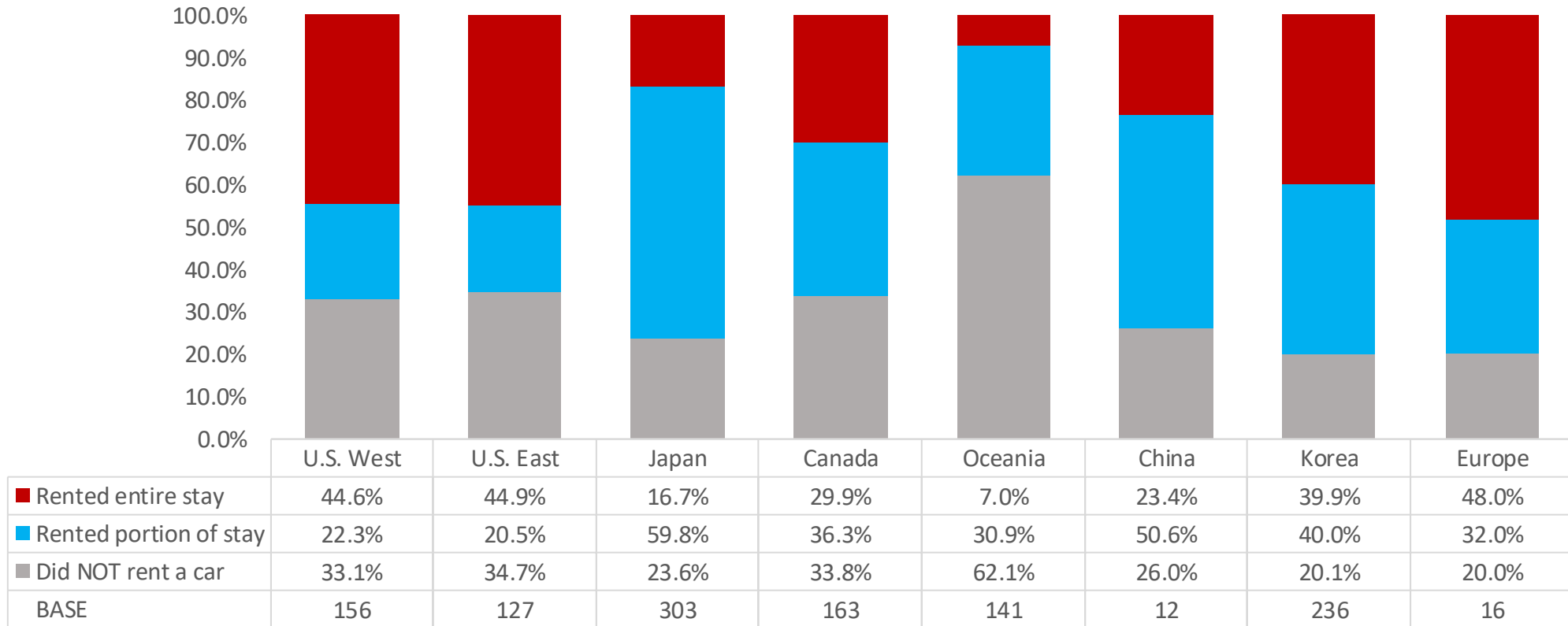
AIDED ADVERTISING AWARENESS - O'AHU



MOTIVATING FACTORS - O'AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Television programs or movies filmed in Hawai'i	17.1%	18.3%	43.6%	20.1%	19.4%	32.0%	13.0%	30.0%
Hawaiian music	13.0%	12.8%	16.5%	13.1%	13.1%	8.7%	2.0%	16.6%
Social media posts and videos	17.7%	12.5%	40.3%	19.4%	29.6%	8.7%	22.5%	23.4%
Outdoor or sporting activities and events	14.4%	6.0%	11.1%	13.3%	5.7%	16.0%	16.7%	3.3%
Hawaiian cultural experience and Hawaiian cultural events	28.3%	24.8%	17.7%	23.3%	26.0%	24.7%	5.5%	29.9%
Famous landmarks or imagery/ natural beauty (beaches, mountains, etc.)	44.5%	47.1%	40.2%	46.2%	46.1%	75.3%	48.1%	53.3%
Attend a festival or other event	4.5%	11.8%	10.5%	4.9%	4.0%	0.0%	4.6%	20.0%
BASE	162	127	308	191	145	12	236	19

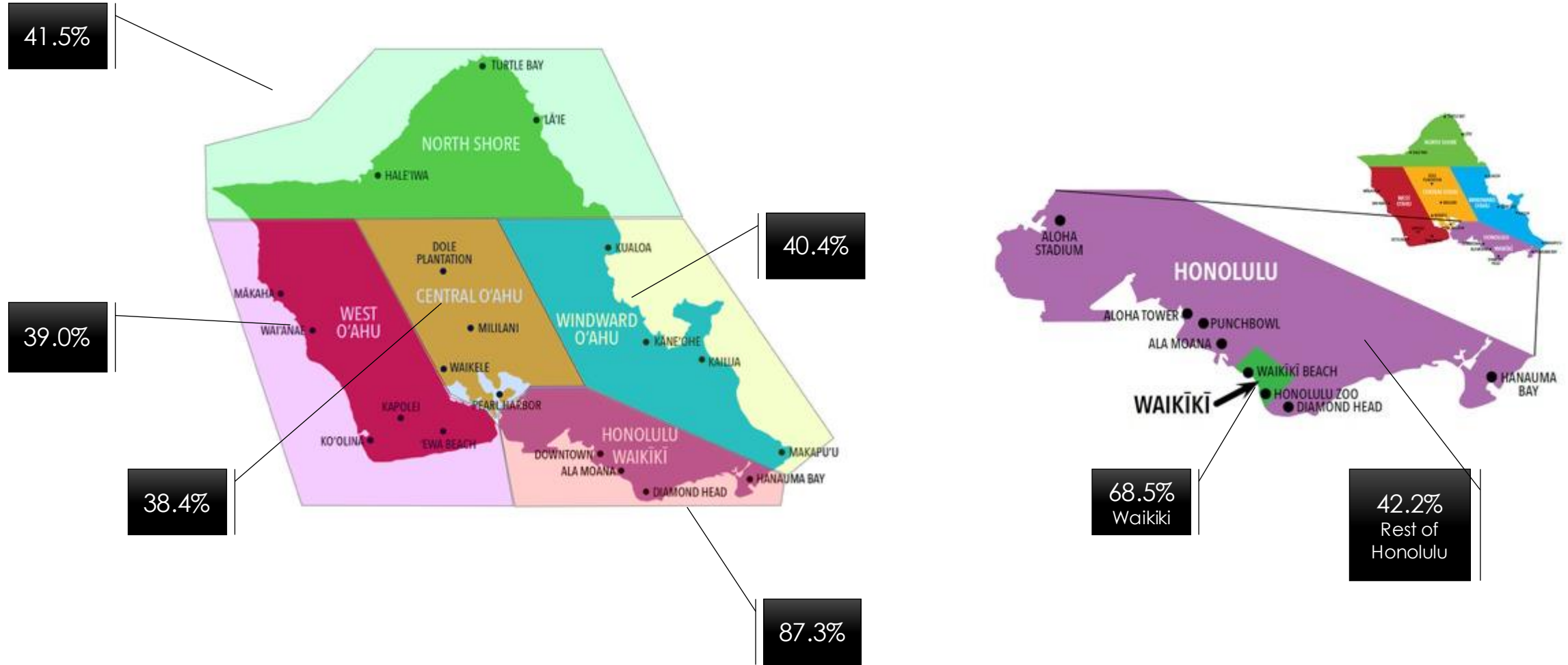
CAR RENTAL - O'AHU



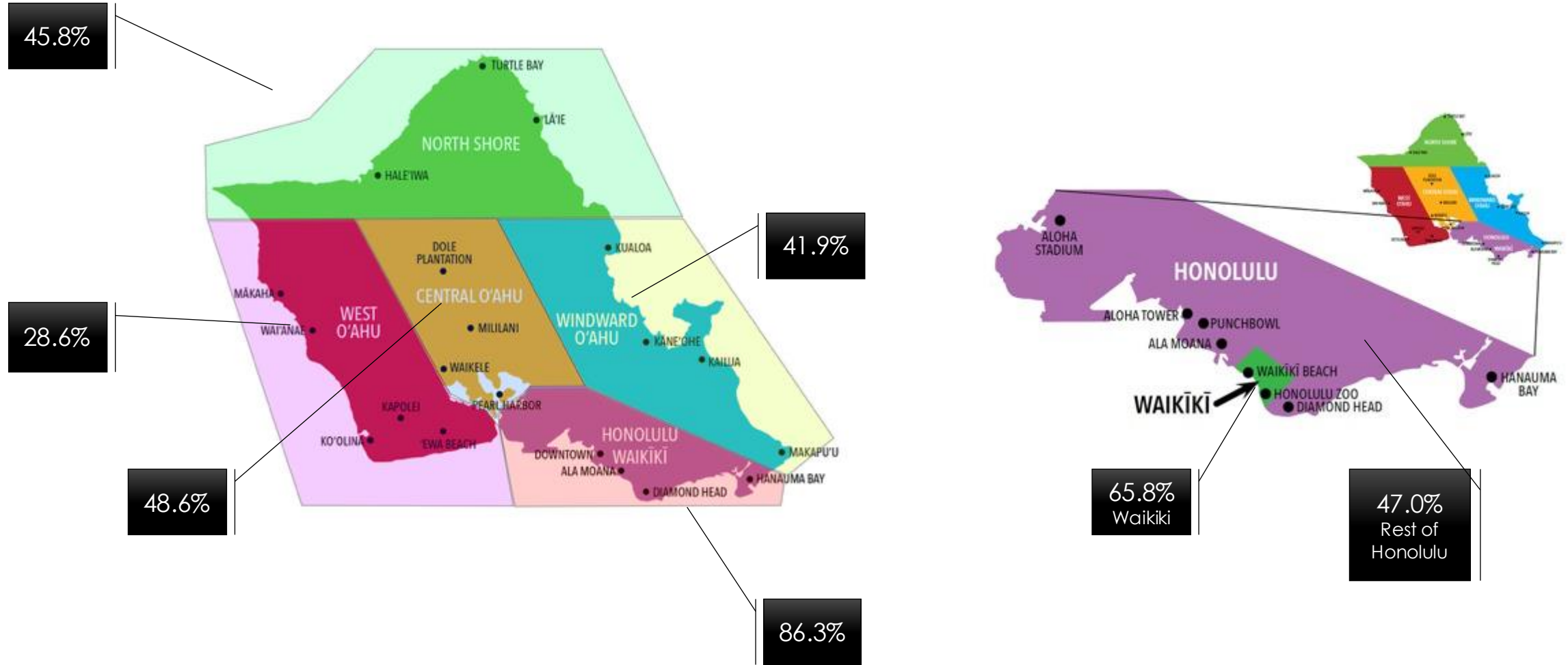
REASONS FOR PARTIAL RENTAL CAR - O'AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
I only needed a vehicle on certain dates	55.6%	77.3%	89.9%	77.5%	81.4%	51.3%	40.4%	75.2%
Parking was too expensive at my hotel/ lodging	32.0%	30.7%	7.9%	43.3%	35.3%	34.2%	45.1%	24.8%
Car rental rates were too expensive	12.4%	19.3%	10.5%	22.3%	10.6%	31.6%	38.5%	0.0%
Wanted to reduce my carbon footprint	28.2%	9.1%	0.5%	8.4%	0.0%	17.1%	7.8%	0.0%
BASE	33	26	182	56	45	6	94	5

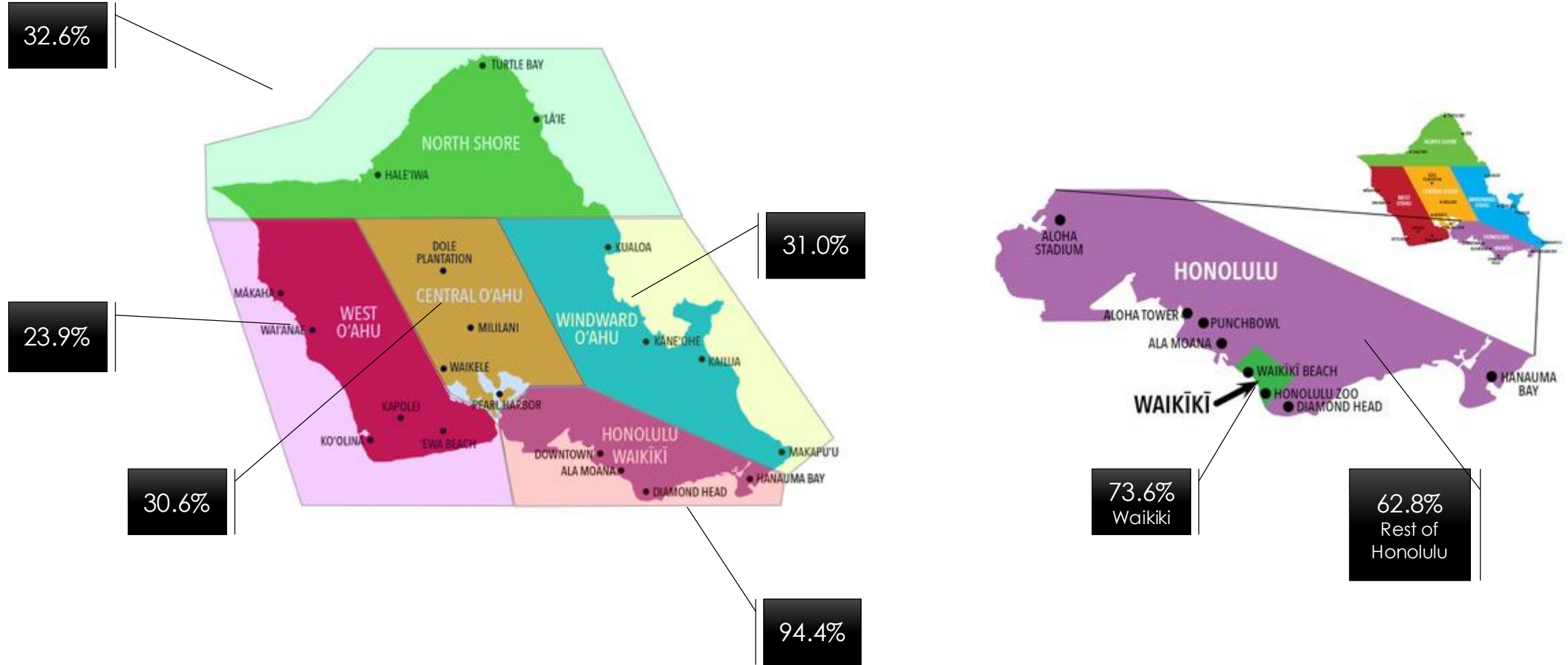
AREAS VISITED - O'AHU U.S. WEST



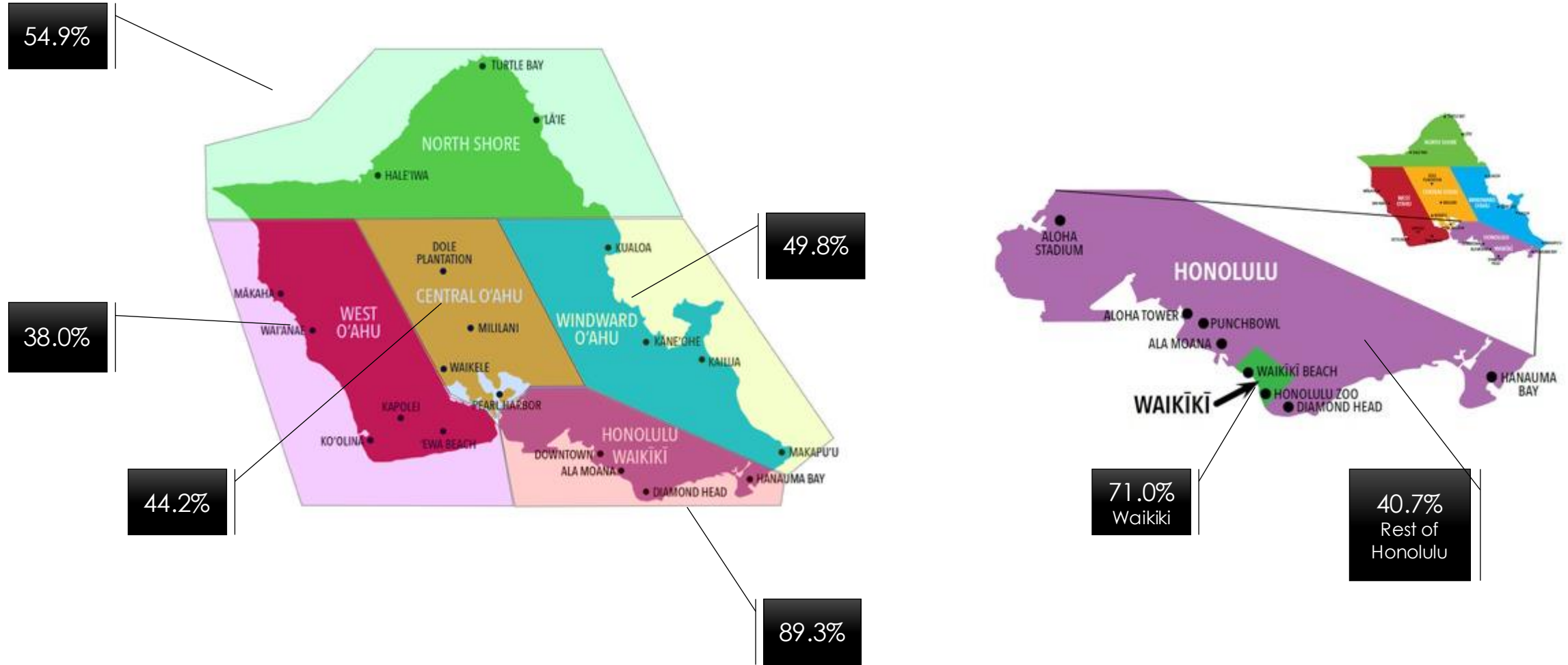
AREAS VISITED - O'AHU U.S. EAST



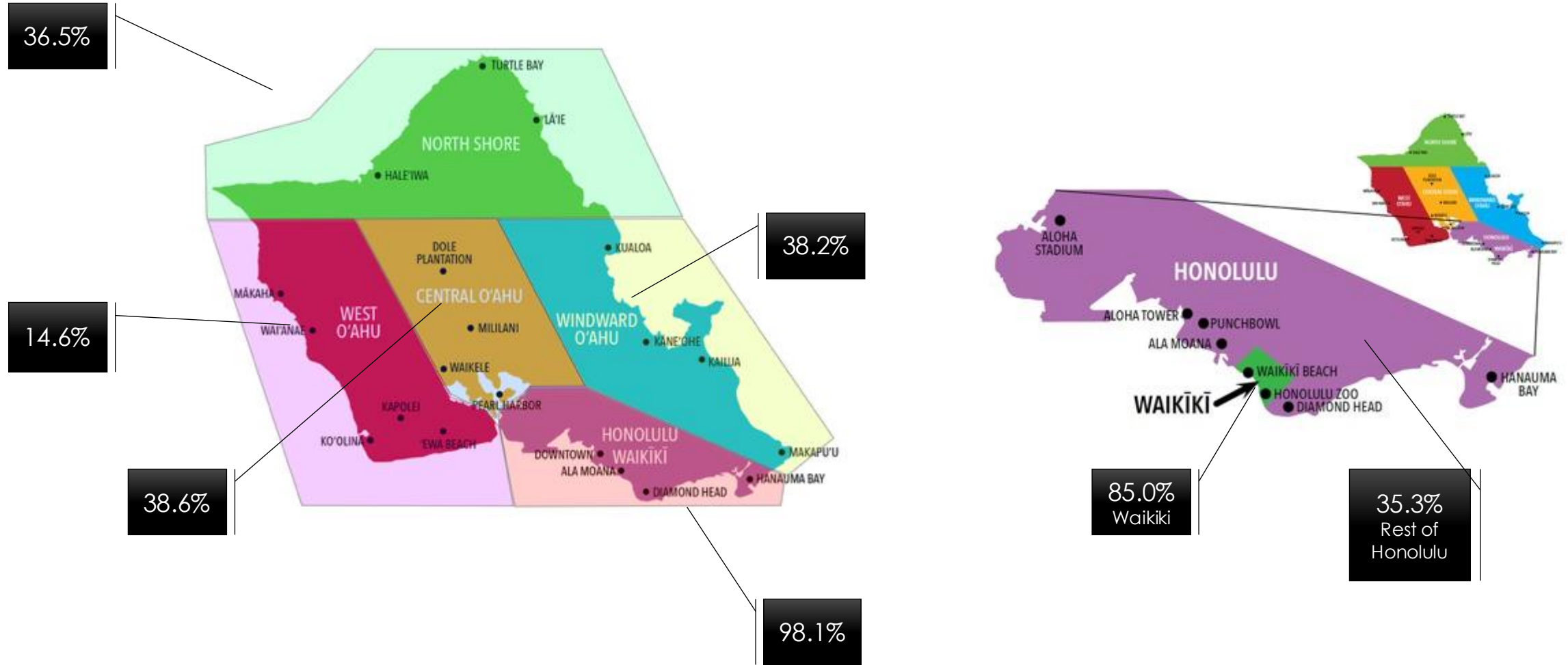
AREAS VISITED - O'AHU JAPAN



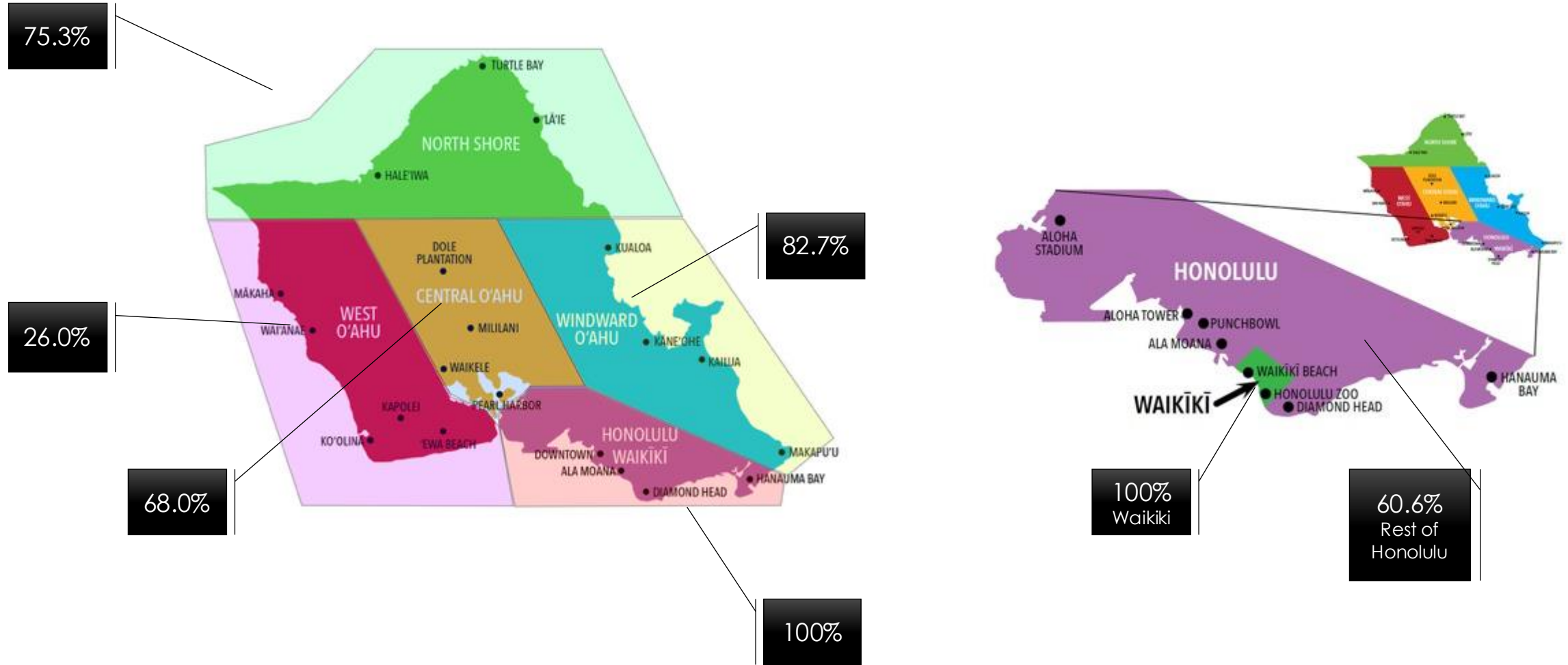
AREAS VISITED - O'AHU CANADA



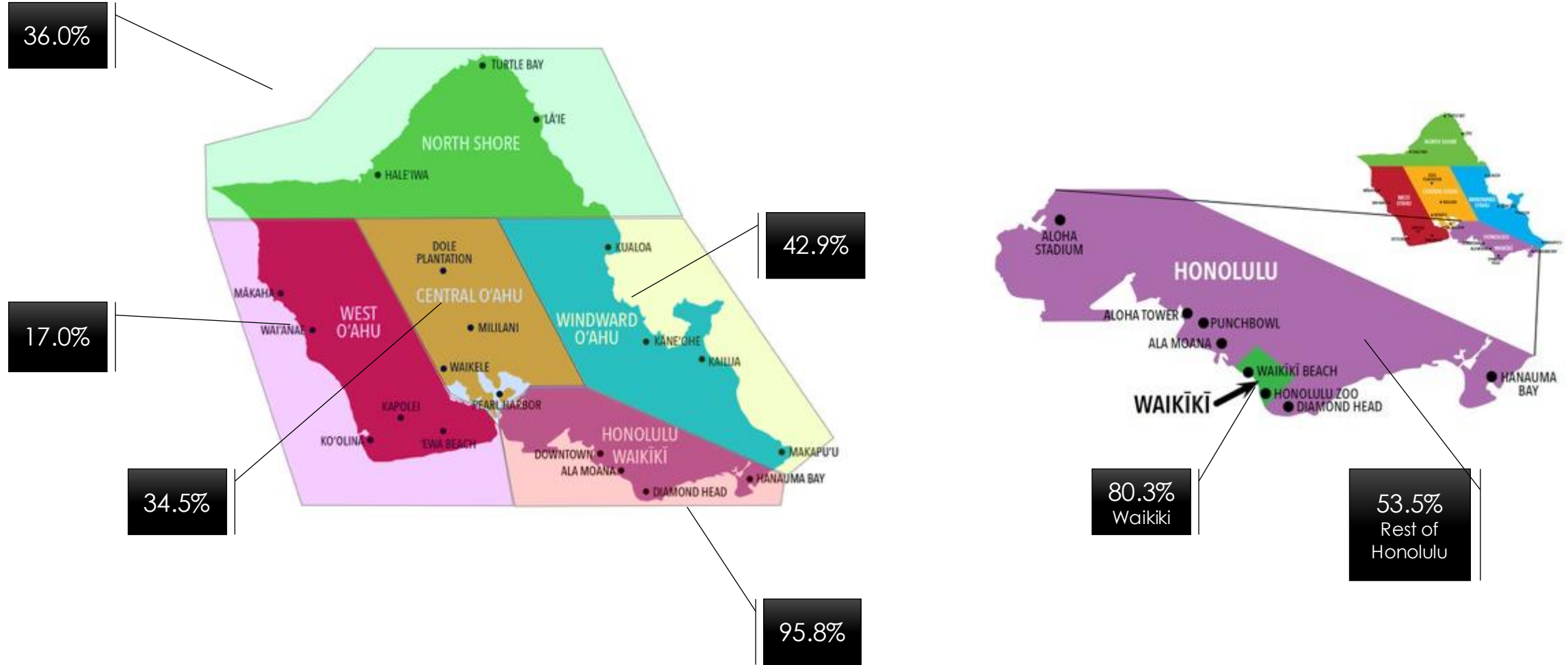
AREAS VISITED - O'AHU OCEANIA



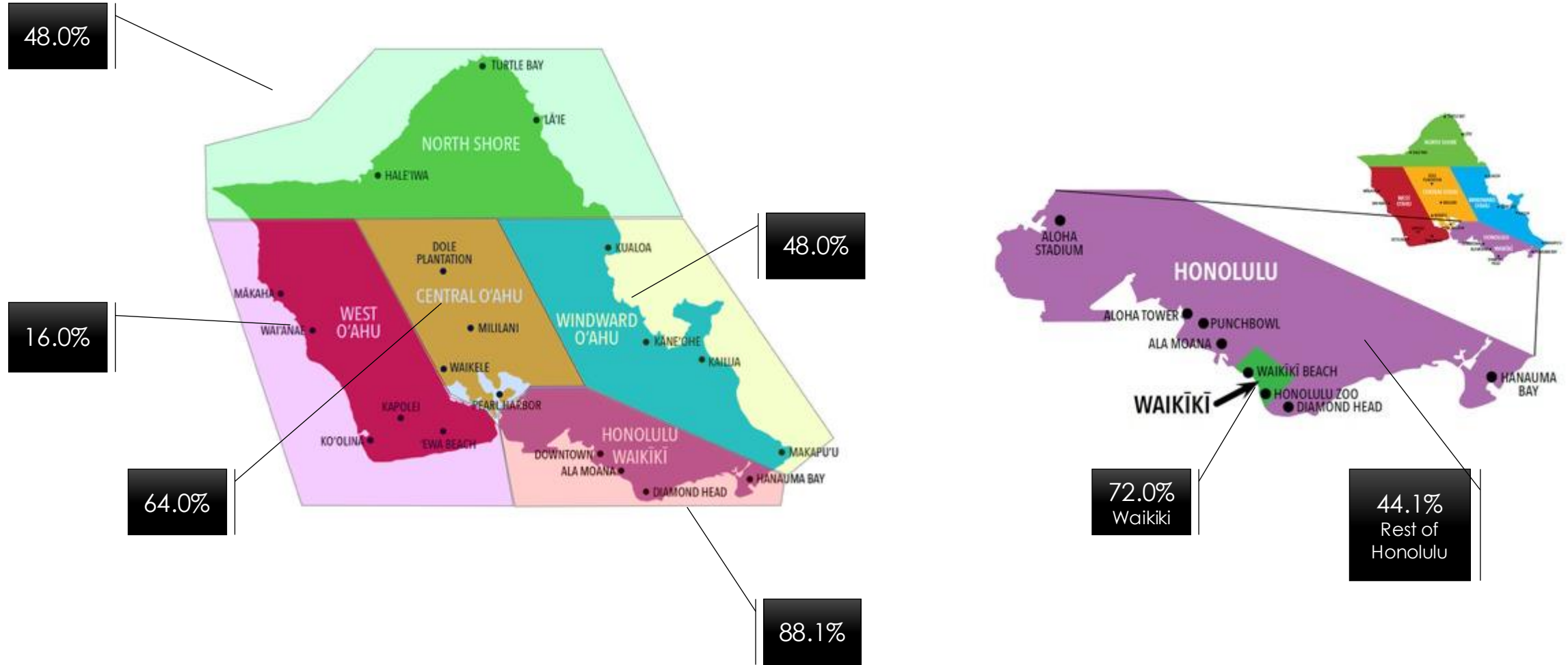
AREAS VISITED - O'AHU CHINA



AREAS VISITED - O'AHU KOREA



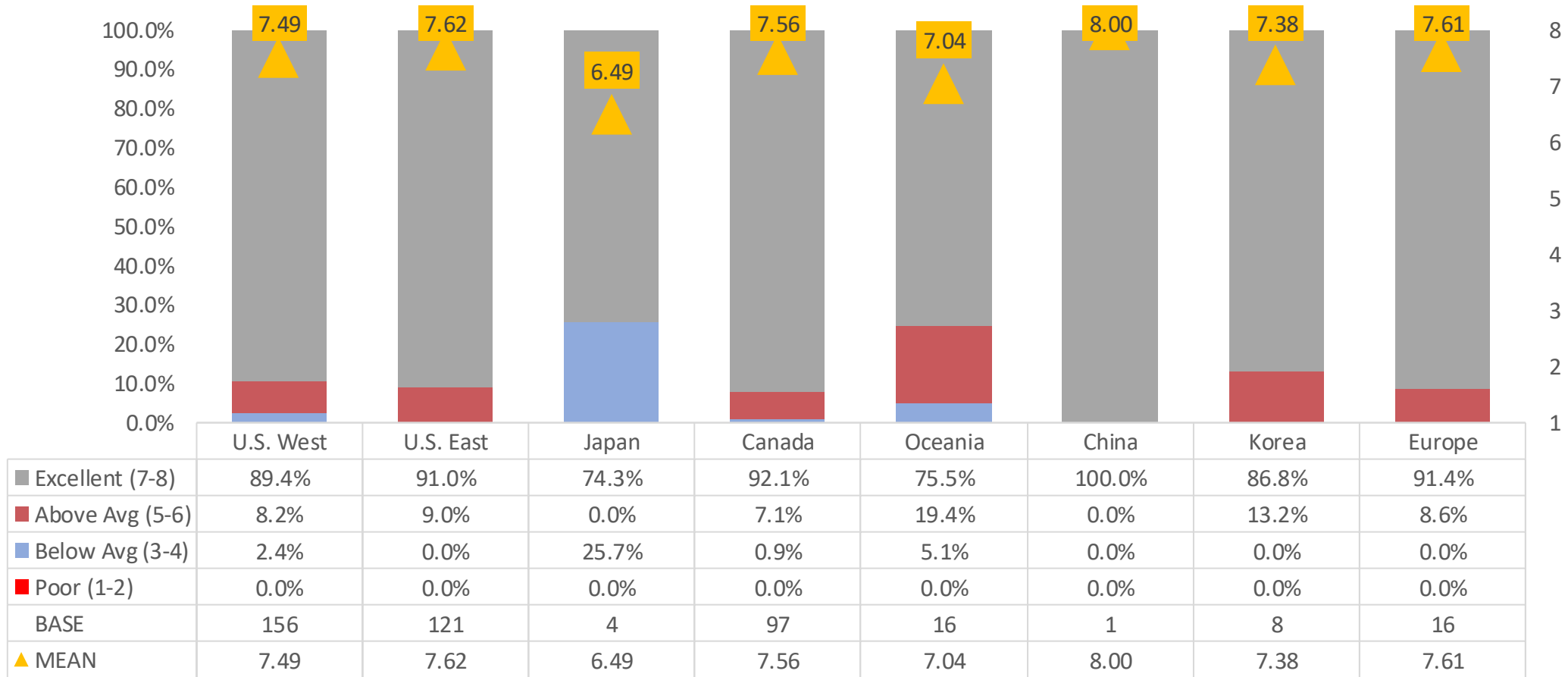
AREAS VISITED - O'AHU EUROPE



Section 8 – Kaua‘i

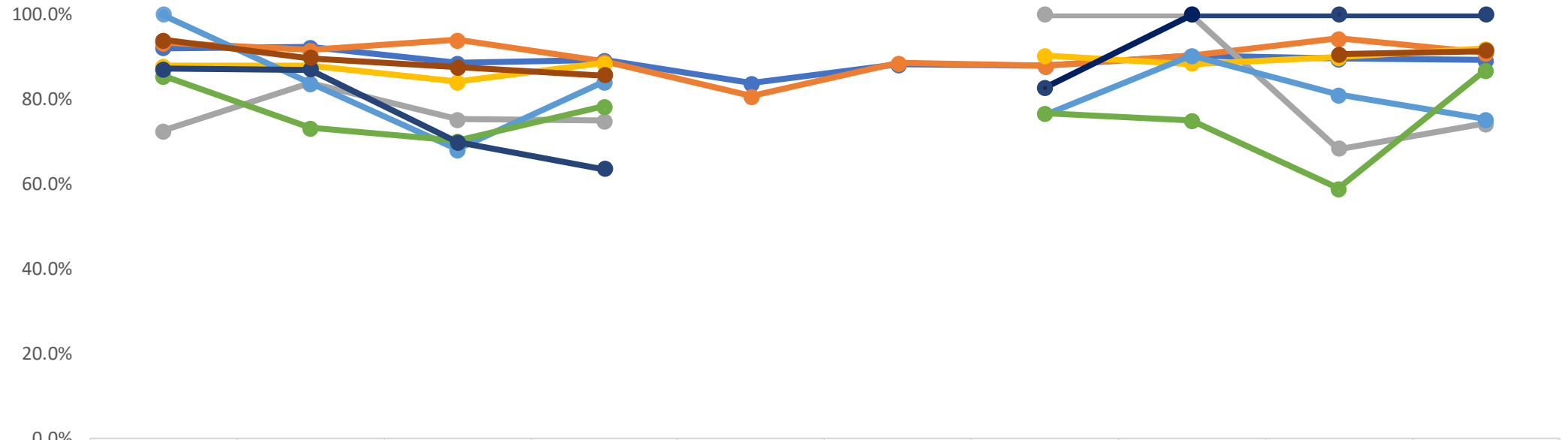
SATISFACTION - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



SATISFACTION - KAUAI

Tracking Data – Rating of “Excellent” (7-8)



	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	92.4%	92.5%	88.8%	89.4%	83.9%	88.4%	88.0%	90.3%	89.7%	89.4%
U.S. East	93.5%	91.8%	94.2%	88.9%	80.7%	88.8%	88.0%	90.5%	94.4%	91.0%
Japan	72.5%	84.0%	75.5%	74.9%			100.0%	100.0%	68.3%	74.3%
Canada	88.0%	88.0%	84.4%	88.8%			90.3%	88.4%	89.9%	92.1%
Oceania	100.0%	83.9%	68.1%	84.4%			76.5%	90.3%	81.3%	75.5%
Korea	85.7%	73.4%	70.2%	78.4%			76.6%	75.0%	59.1%	86.8%
China	87.4%	87.1%	69.8%	63.6%			82.8%	100.0%	100.0%	100.0%
Europe	94.1%	89.8%	87.5%	85.7%					90.6%	91.4%

P= Preliminary Data

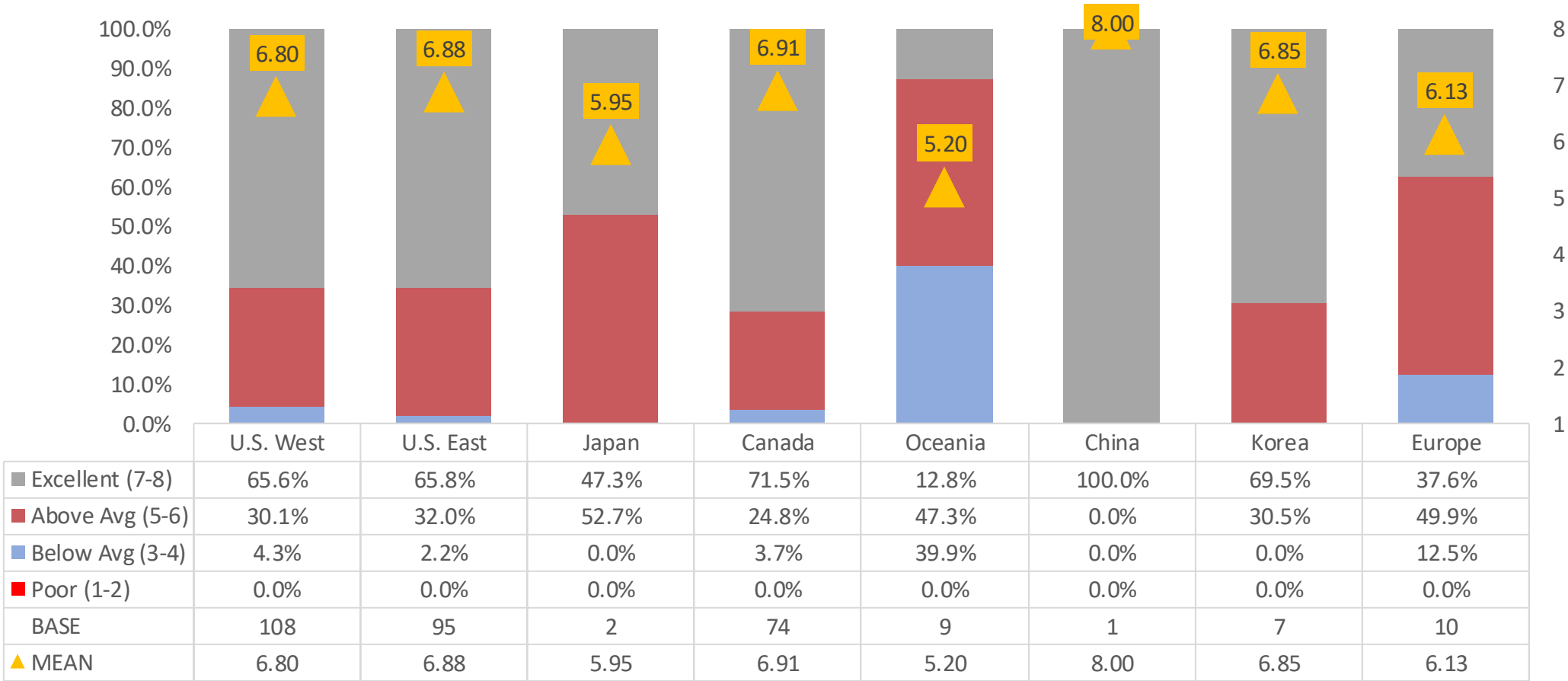
Q. How would you rate your most recent trip to the state of Hawai'i? How would you rate your experience on___?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



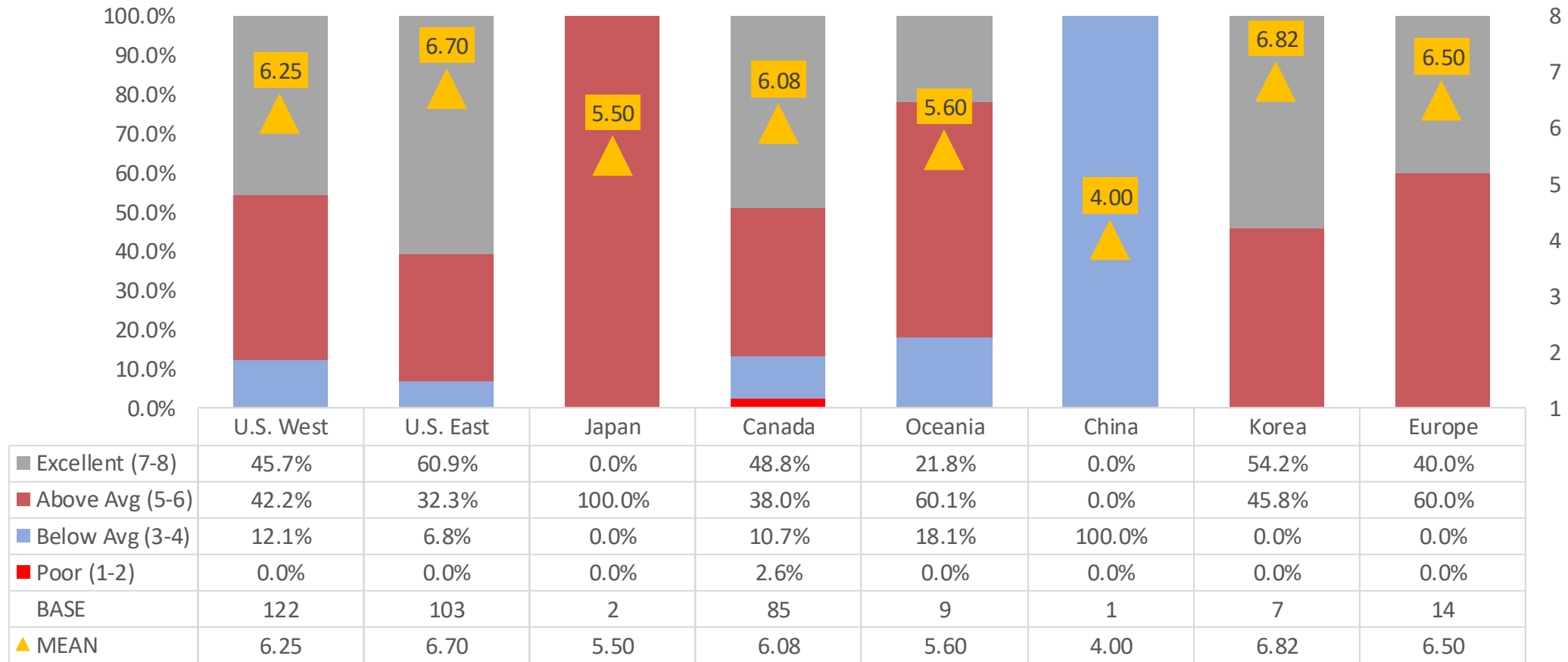
ENTERTAINMENT/ ATTRACTIONS - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



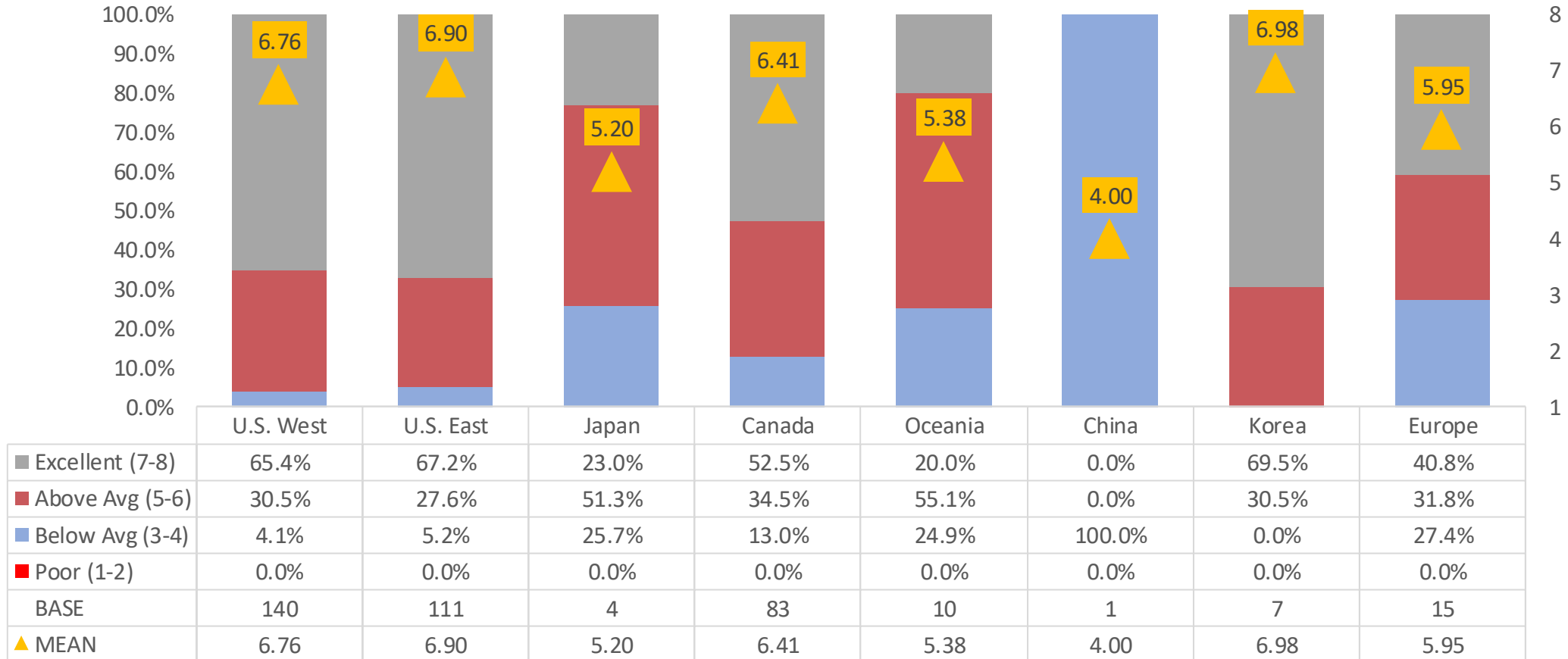
SHOPPING - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



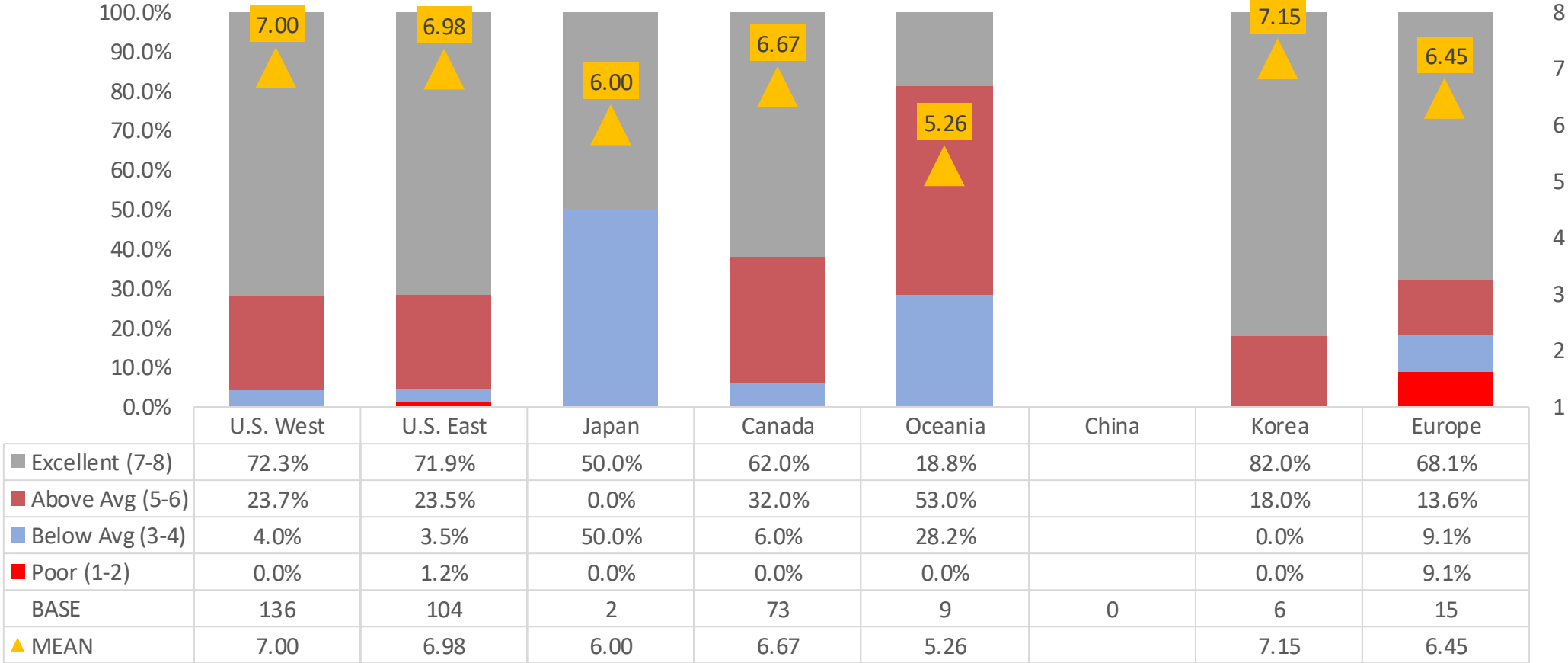
DINING/ FOOD & BEVERAGE - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



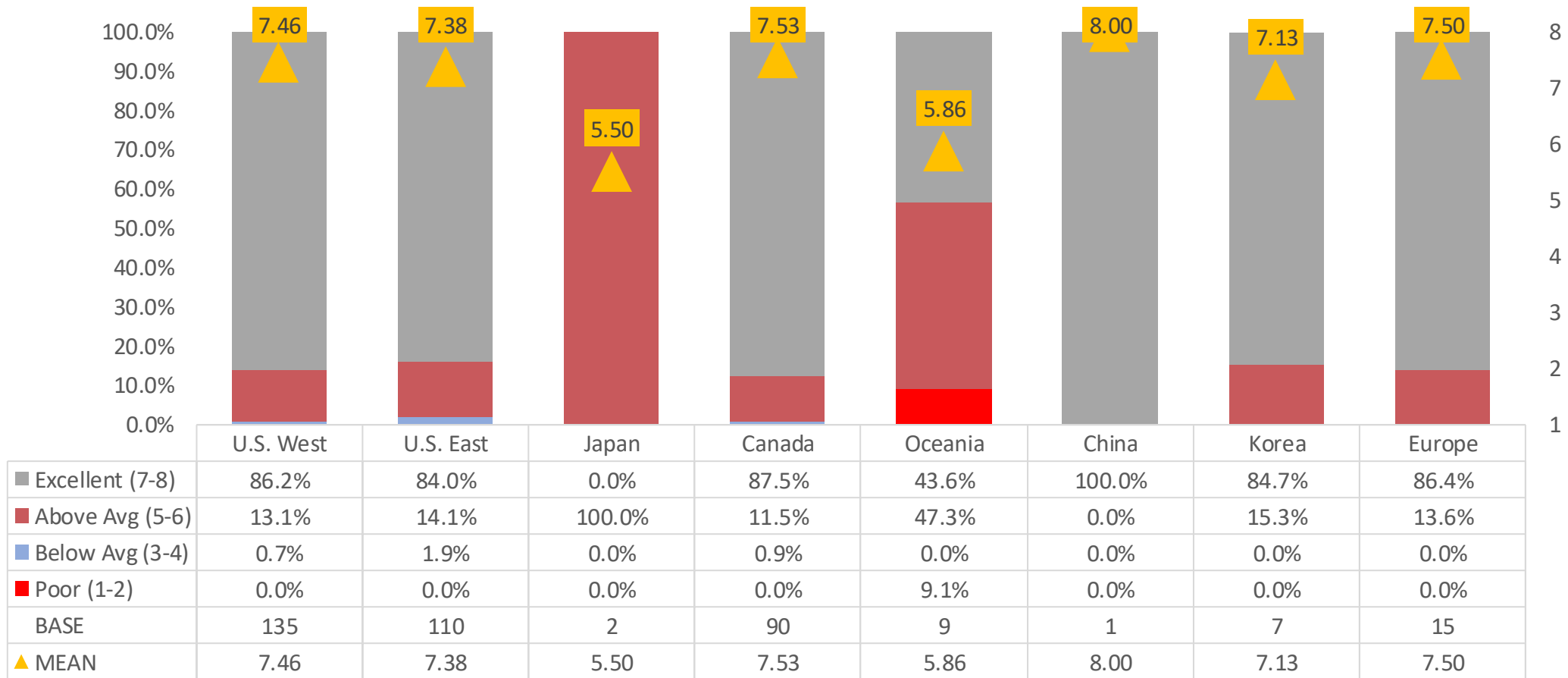
LODGING/ ACCOMMODATIONS - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



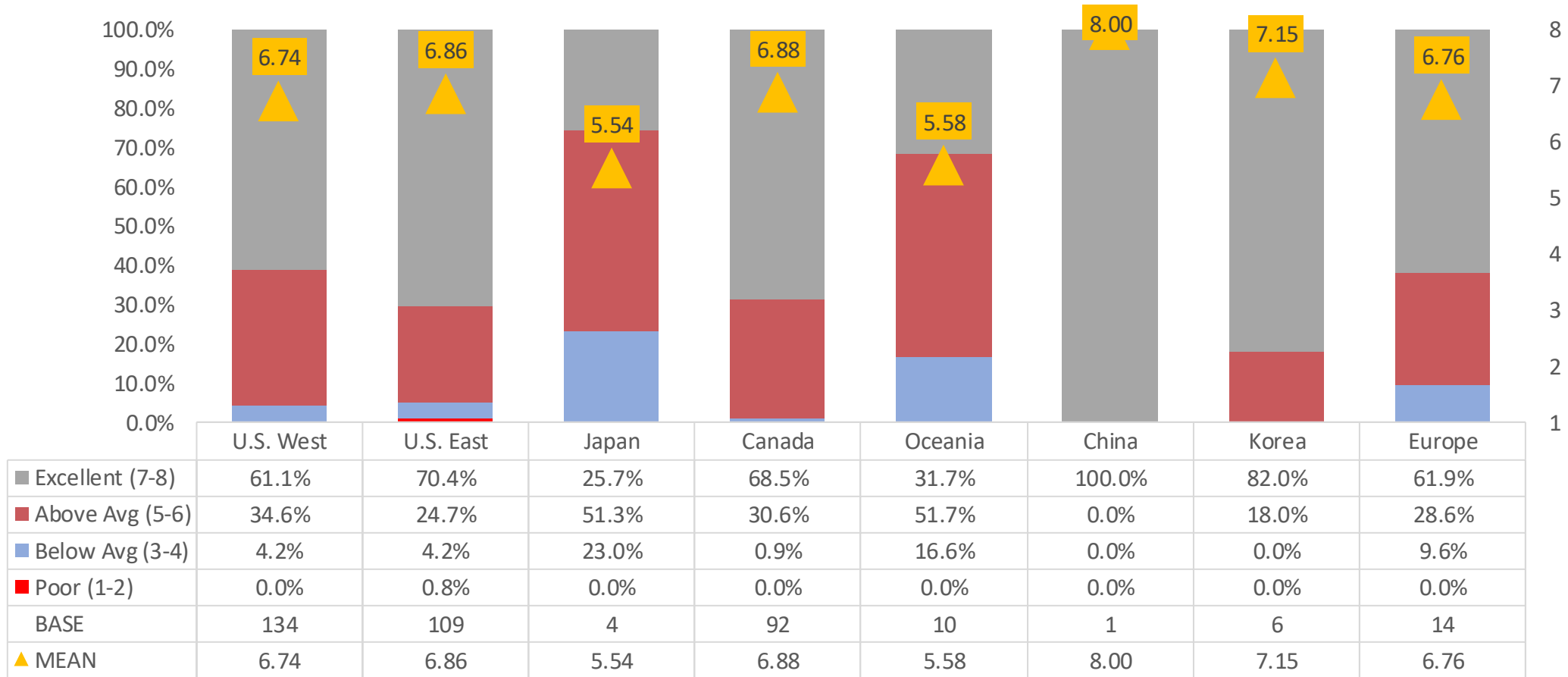
BEACHES - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



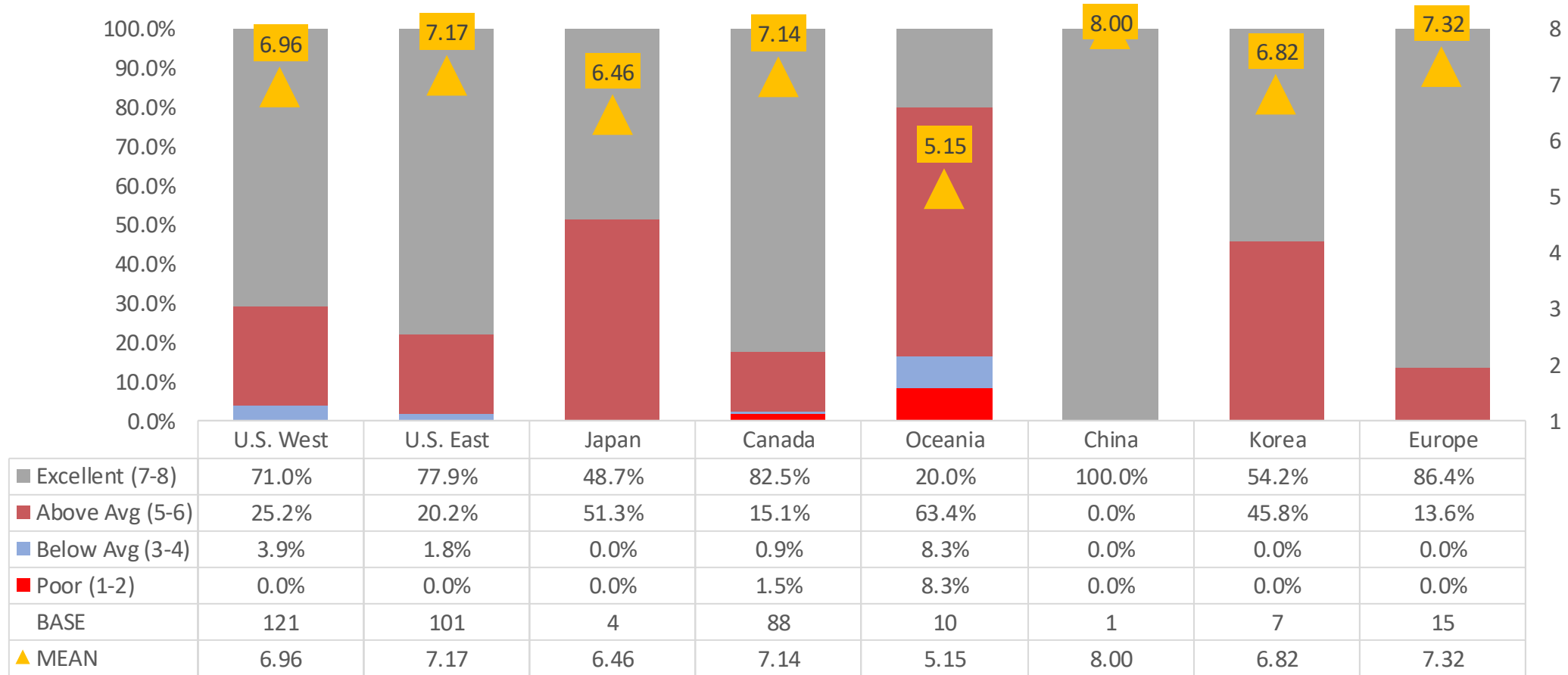
PUBLIC AREAS - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



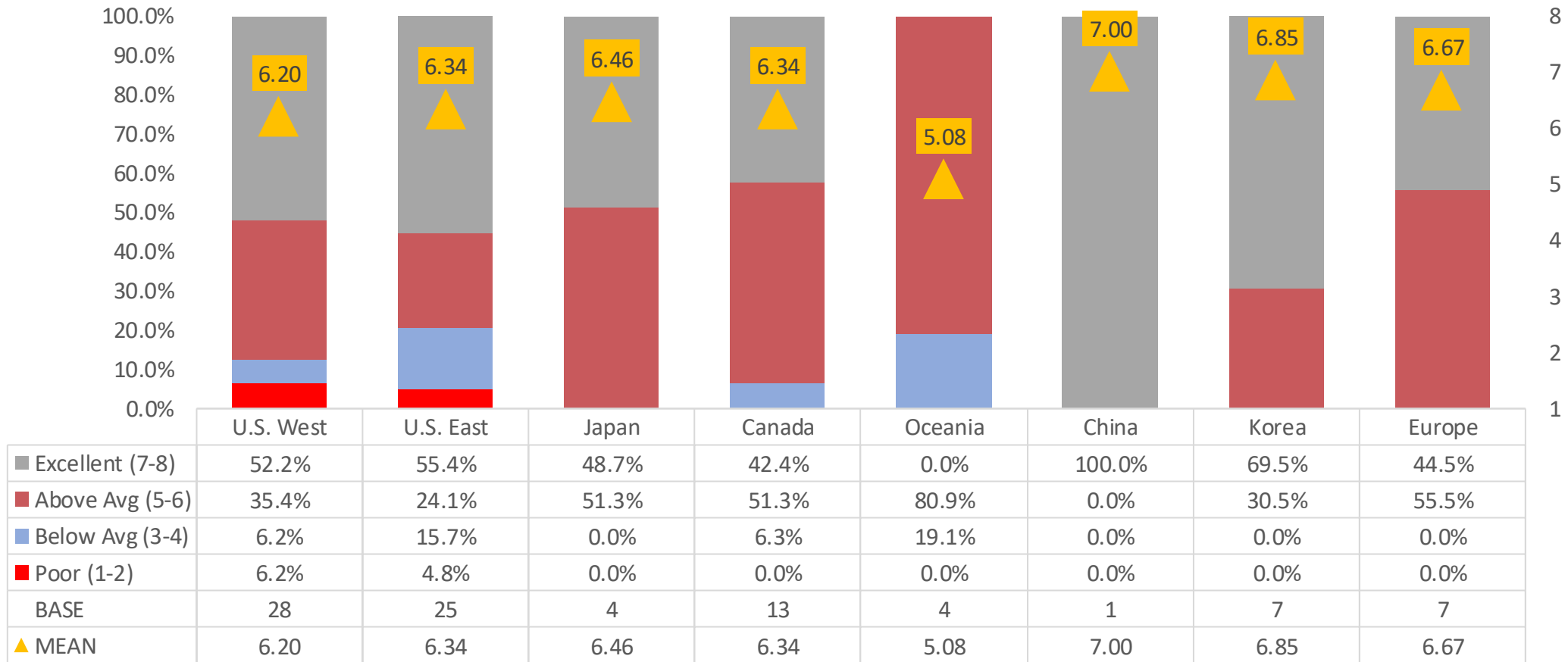
PARKS - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



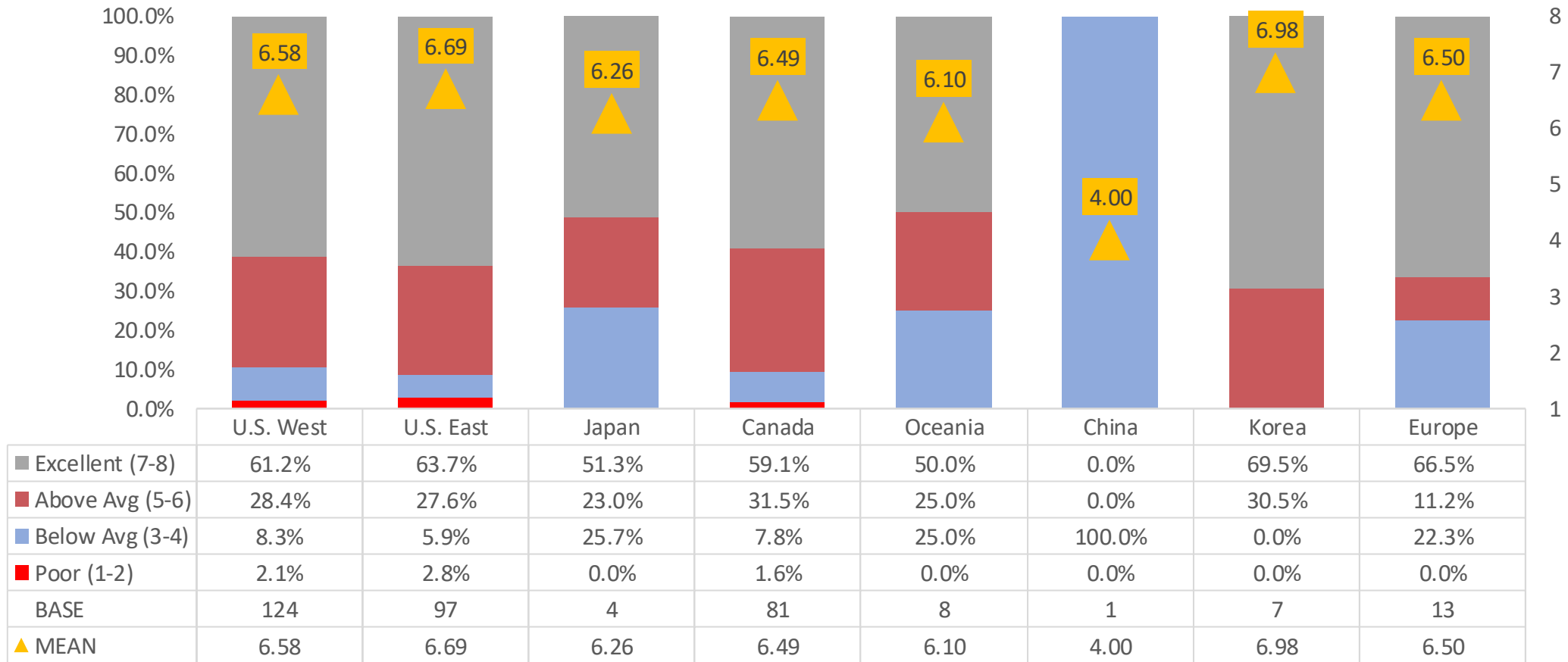
ROADS - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



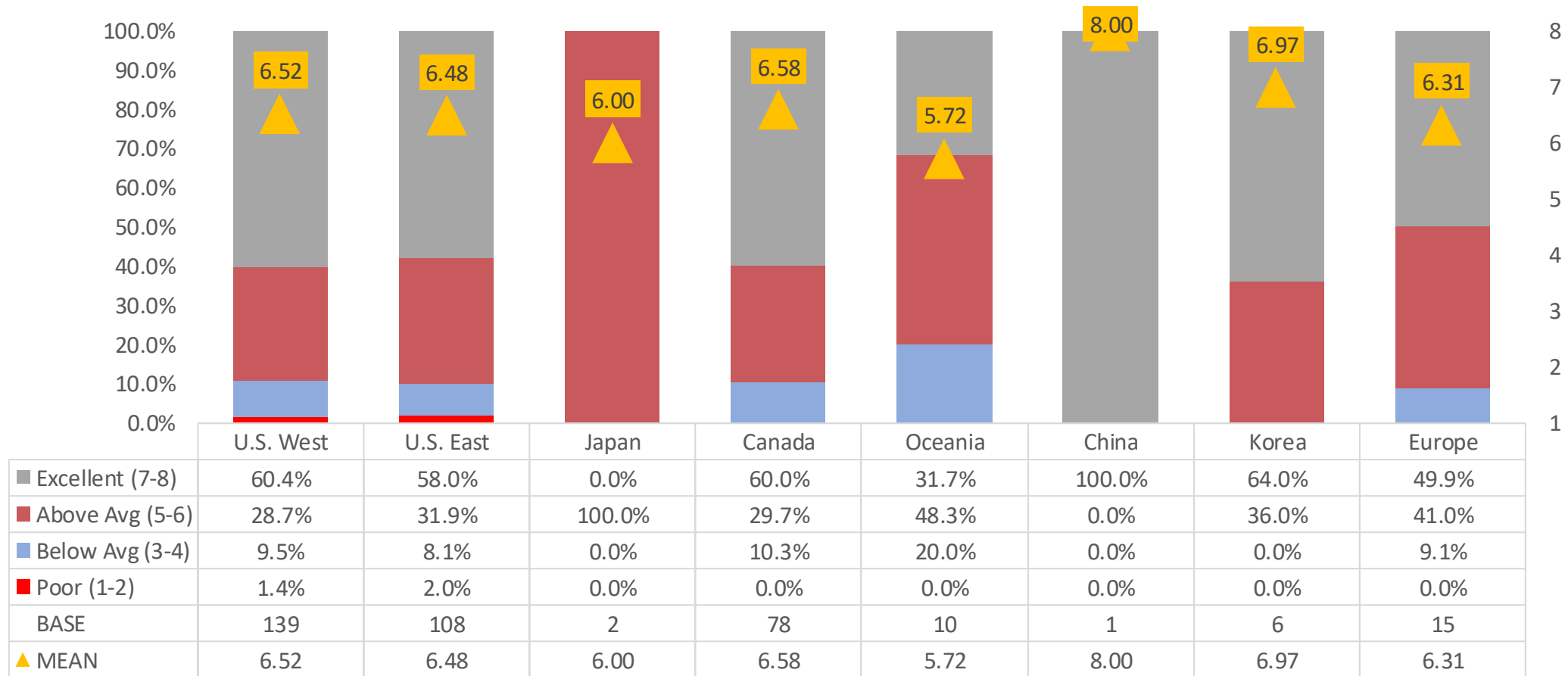
TRANSPORTATION ON ISLAND - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



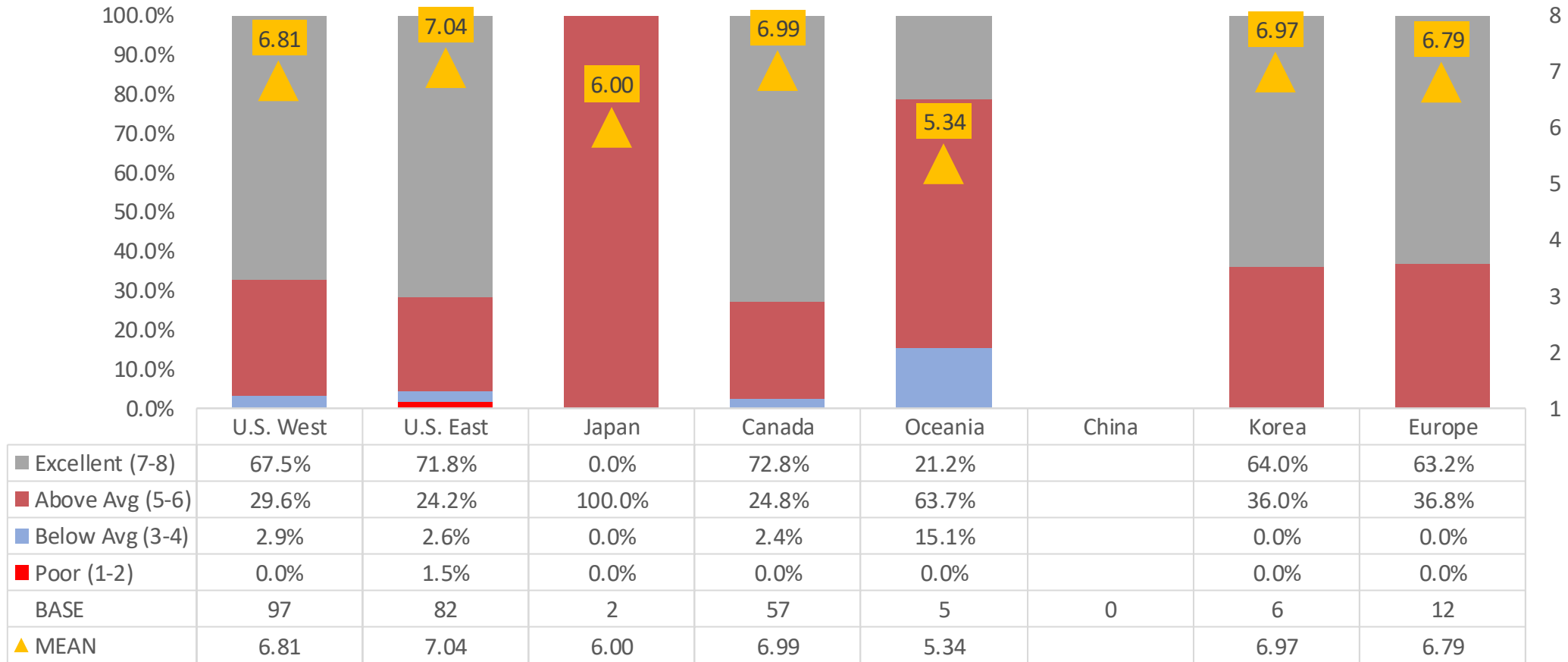
AIRPORT - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



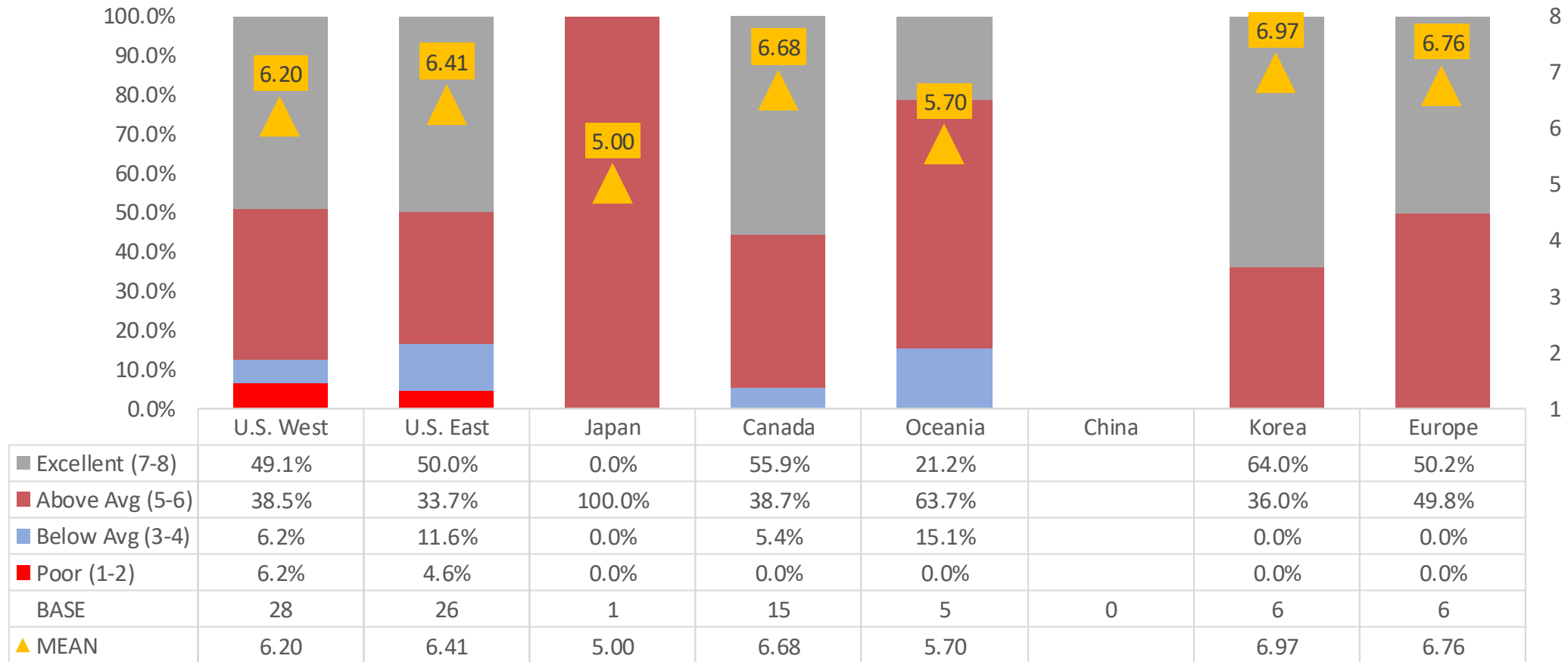
CULTURAL ACTIVITIES - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



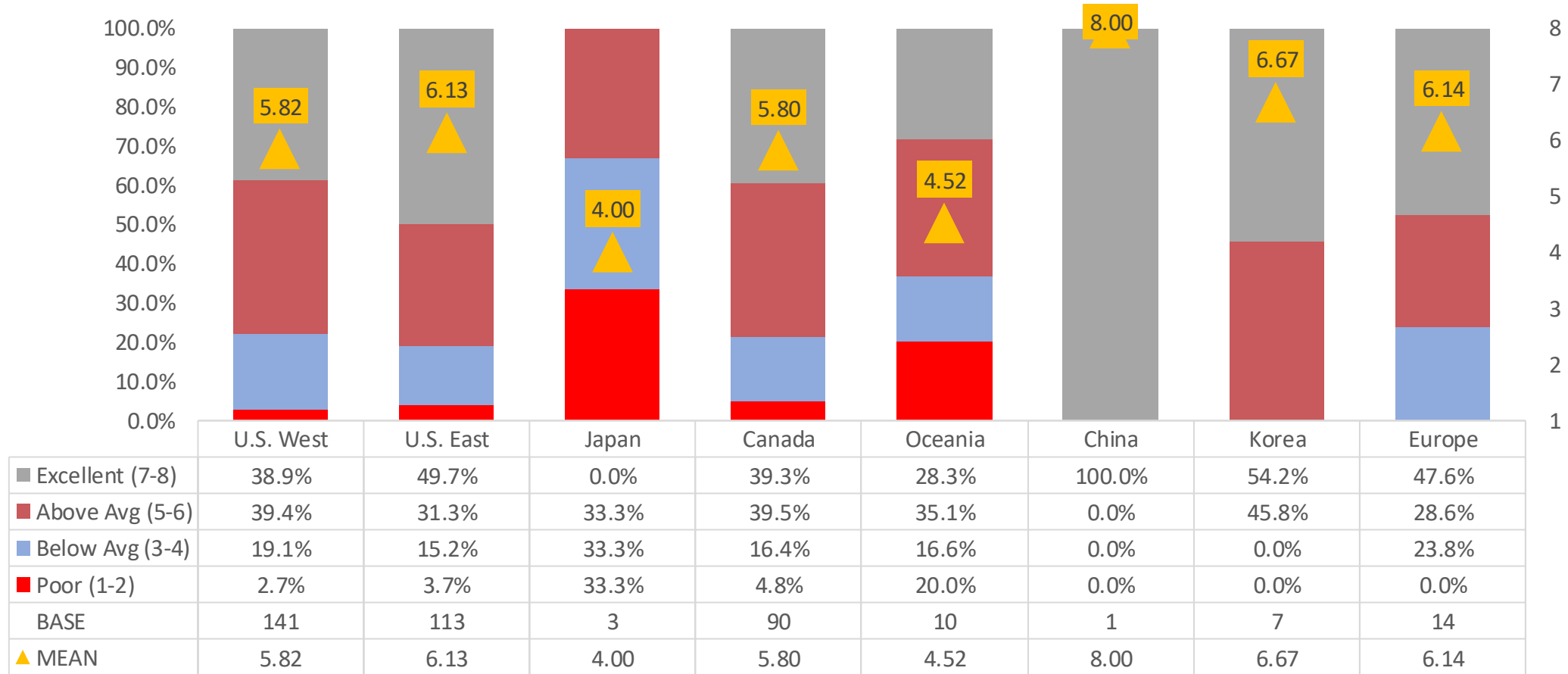
VOLUNTEER ACTIVITIES - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



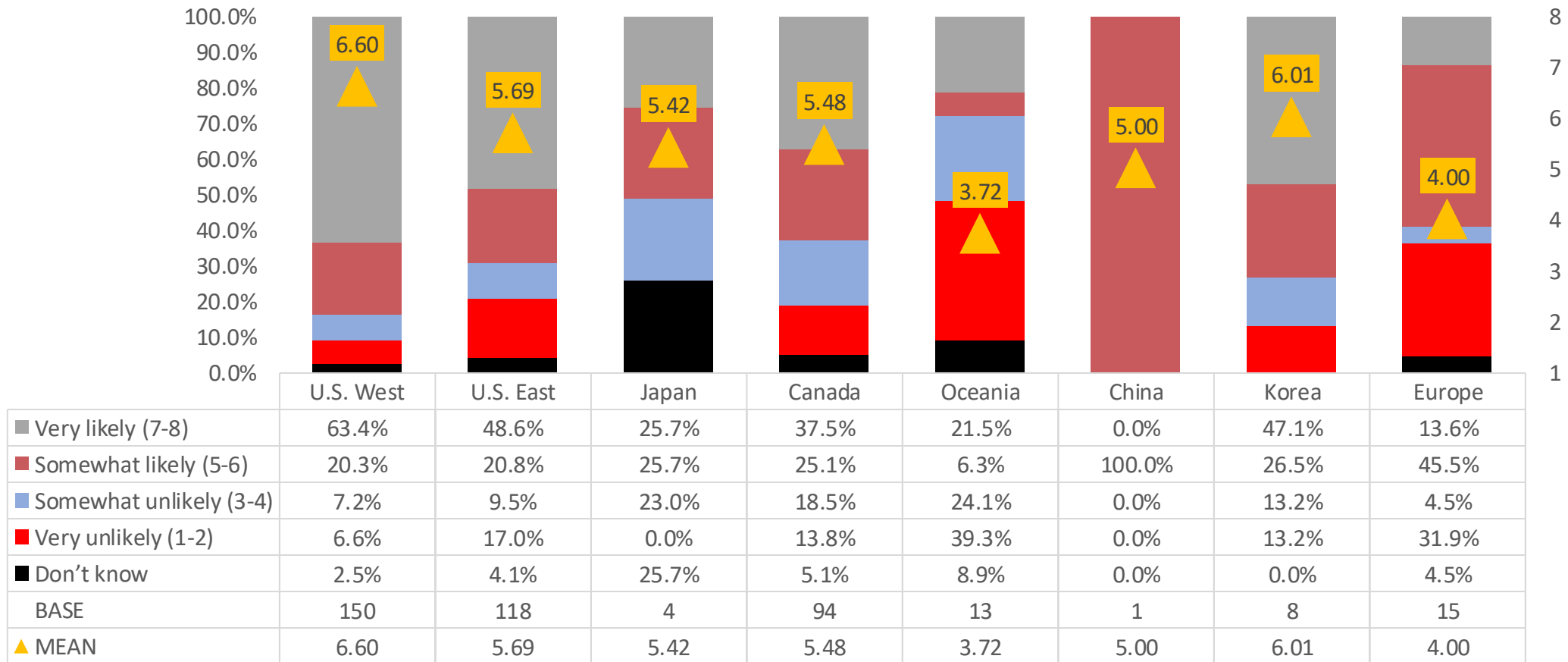
VALUE FOR THE MONEY - KAUA'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



LIKELIHOOD OF RETURN VISIT - KAUA'I

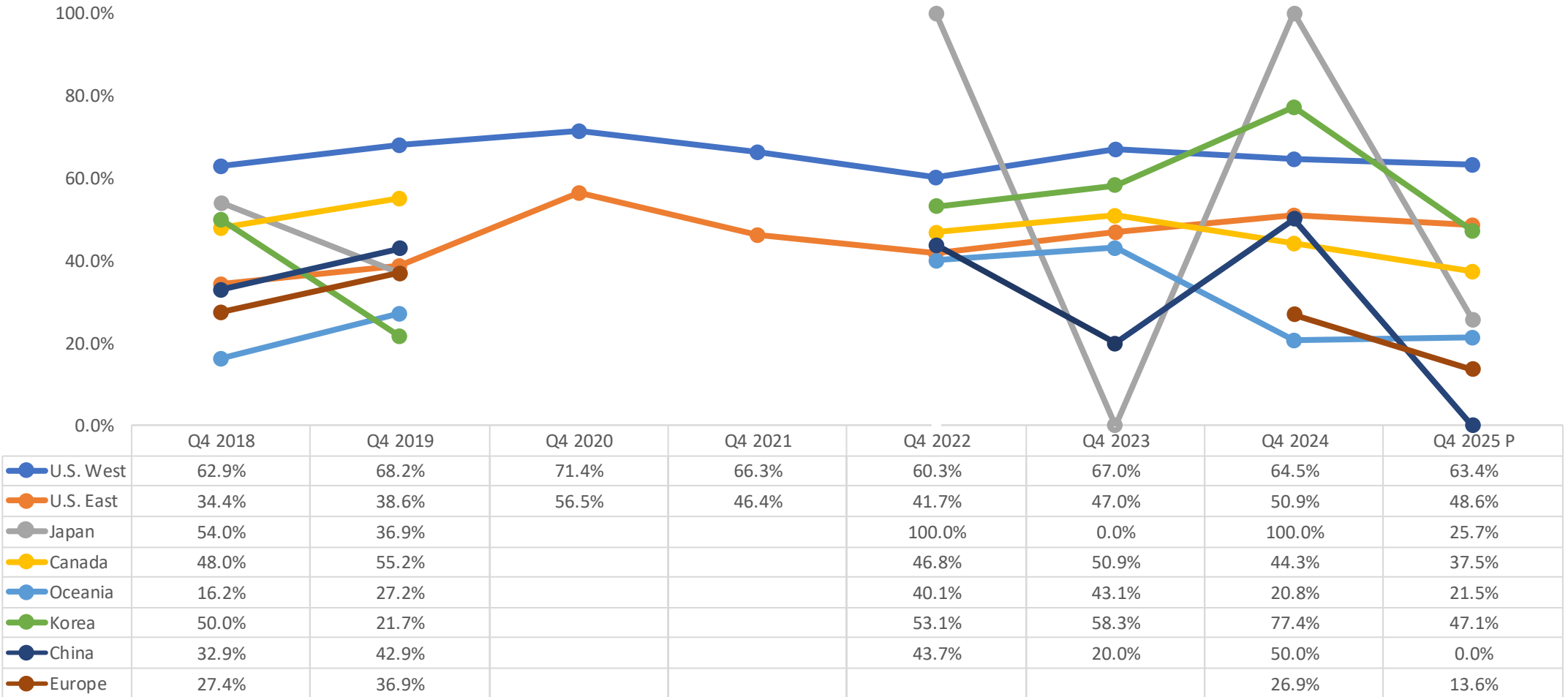
8-pt Rating Scale
8 = Very likely / 1 = Very unlikely



LIKELIHOOD OF RETURN VISIT - KAUA'I

TOP BOX - VERY LIKELY (7-8)

100.0%
80.0%
60.0%
40.0%
20.0%
0.0%



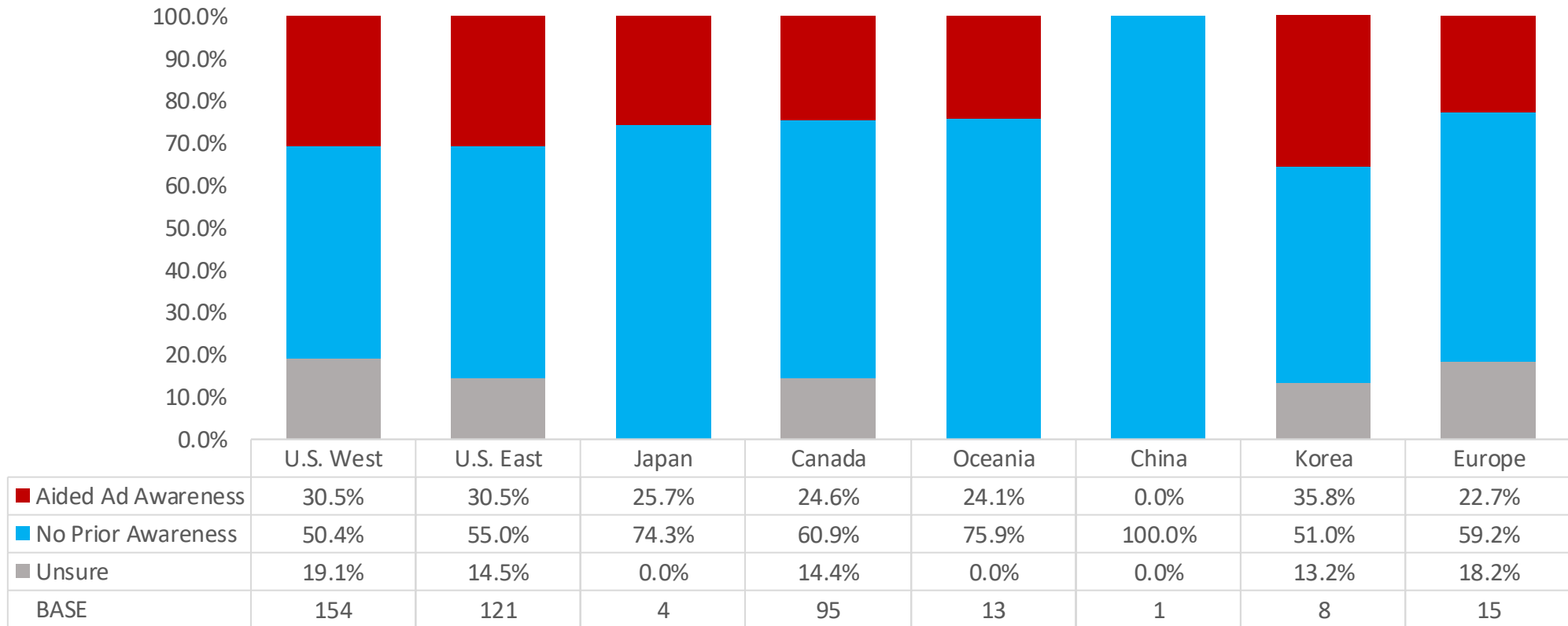
P= Preliminary Data

Q. How likely are you to visit Kaua'i again in the next five years?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



AIDED ADVERTISING AWARENESS - KAUA'I

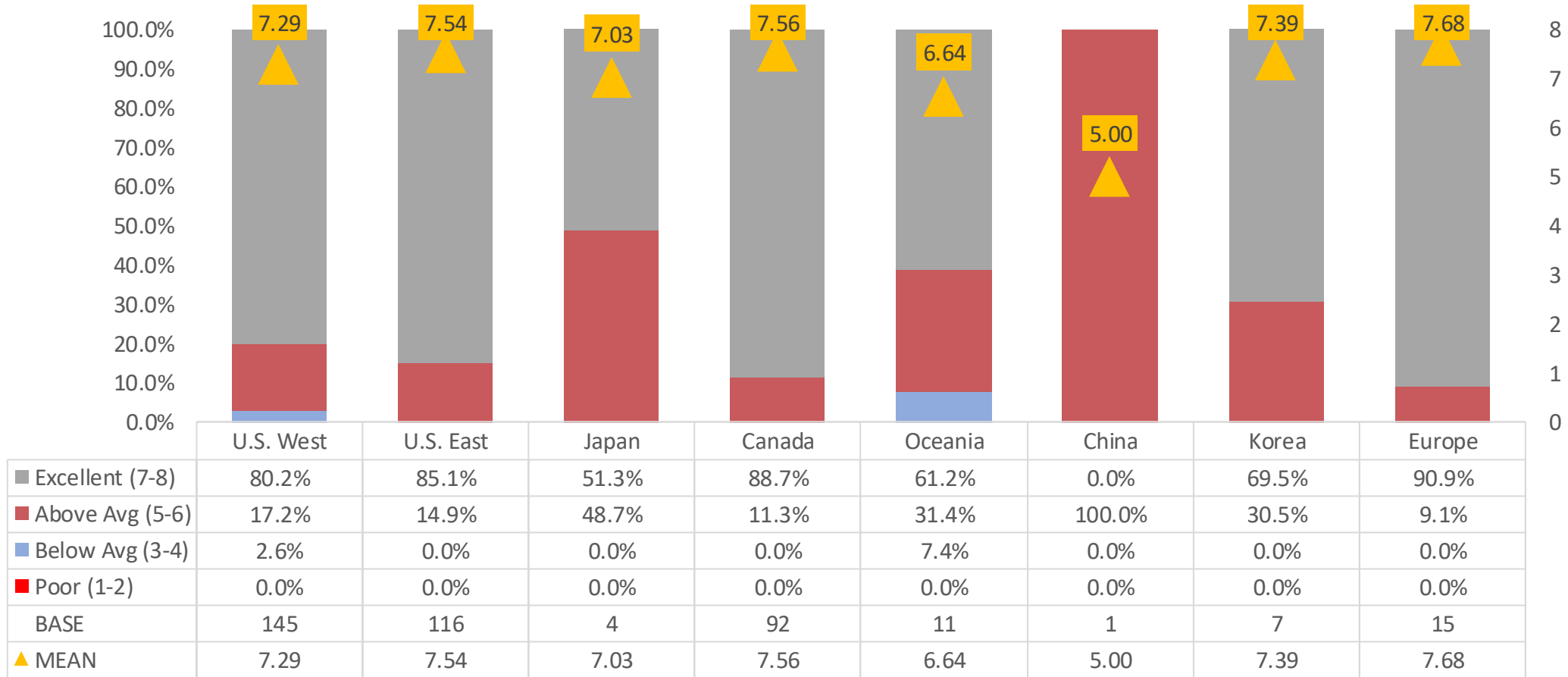


MOTIVATING FACTORS - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Television programs or movies filmed in Hawai'i	6.8%	7.8%	0.0%	12.1%	6.9%	0.0%	13.2%	27.3%
Hawaiian music	7.8%	5.0%	25.7%	9.4%	16.7%	0.0%	0.0%	9.0%
Social media posts and videos	13.0%	16.2%	0.0%	21.3%	9.7%	0.0%	24.5%	36.4%
Outdoor or sporting activities and events	19.6%	10.5%	0.0%	19.7%	0.0%	0.0%	0.0%	4.5%
Hawaiian cultural experiences and Hawaiian cultural events	16.7%	16.0%	0.0%	23.6%	9.7%	0.0%	0.0%	13.6%
Famous landmarks or imagery/ natural beauty (beaches, mountains, etc.)	45.1%	56.8%	25.7%	50.7%	23.6%	100.0%	35.8%	81.8%
Attend a festival or other event	3.1%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BASE	154	121	4	93	12	1	8	15

FRIENDLINESS OF KAUA‘I RESIDENTS

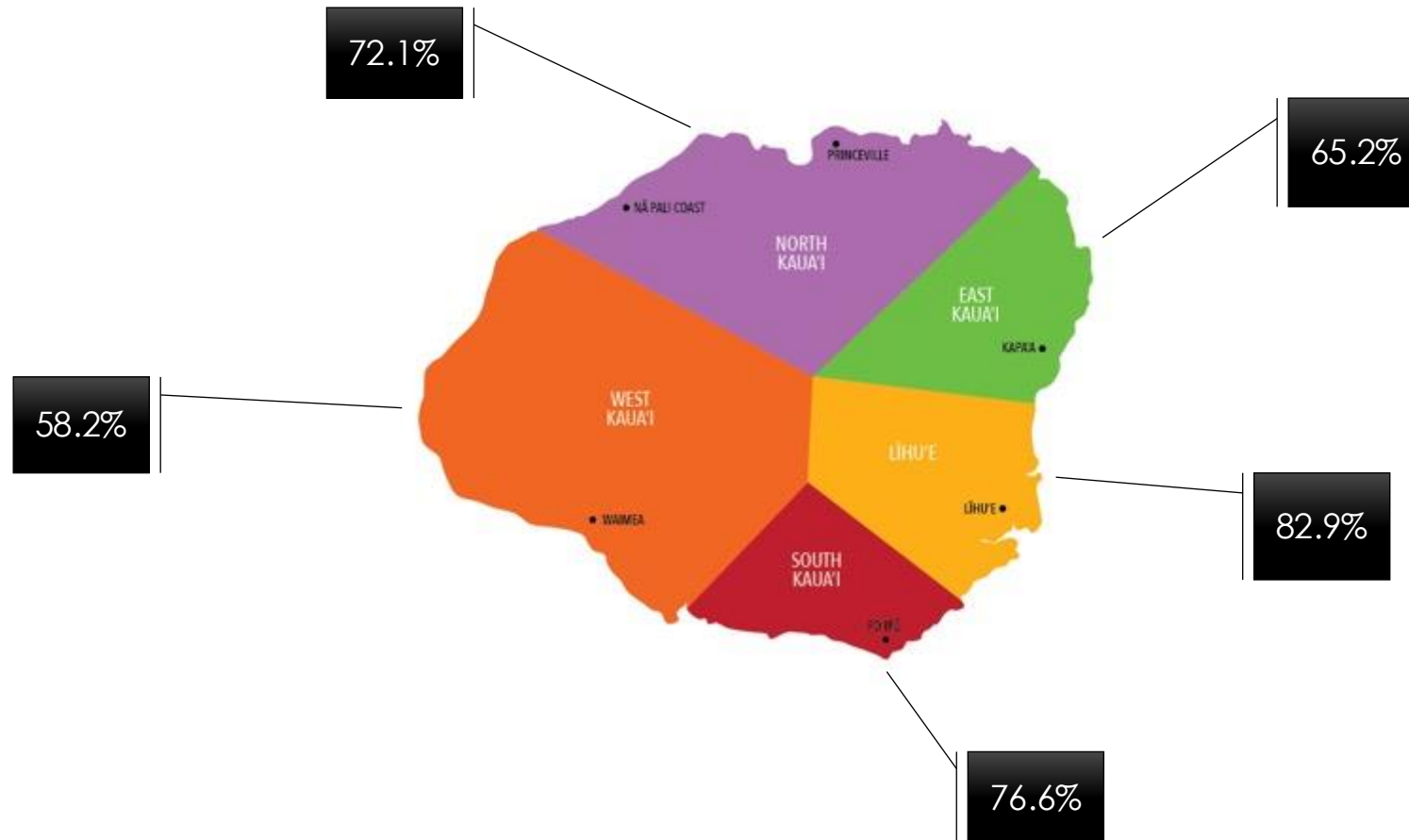
8-pt Rating Scale
8=Excellent / 1=Poor



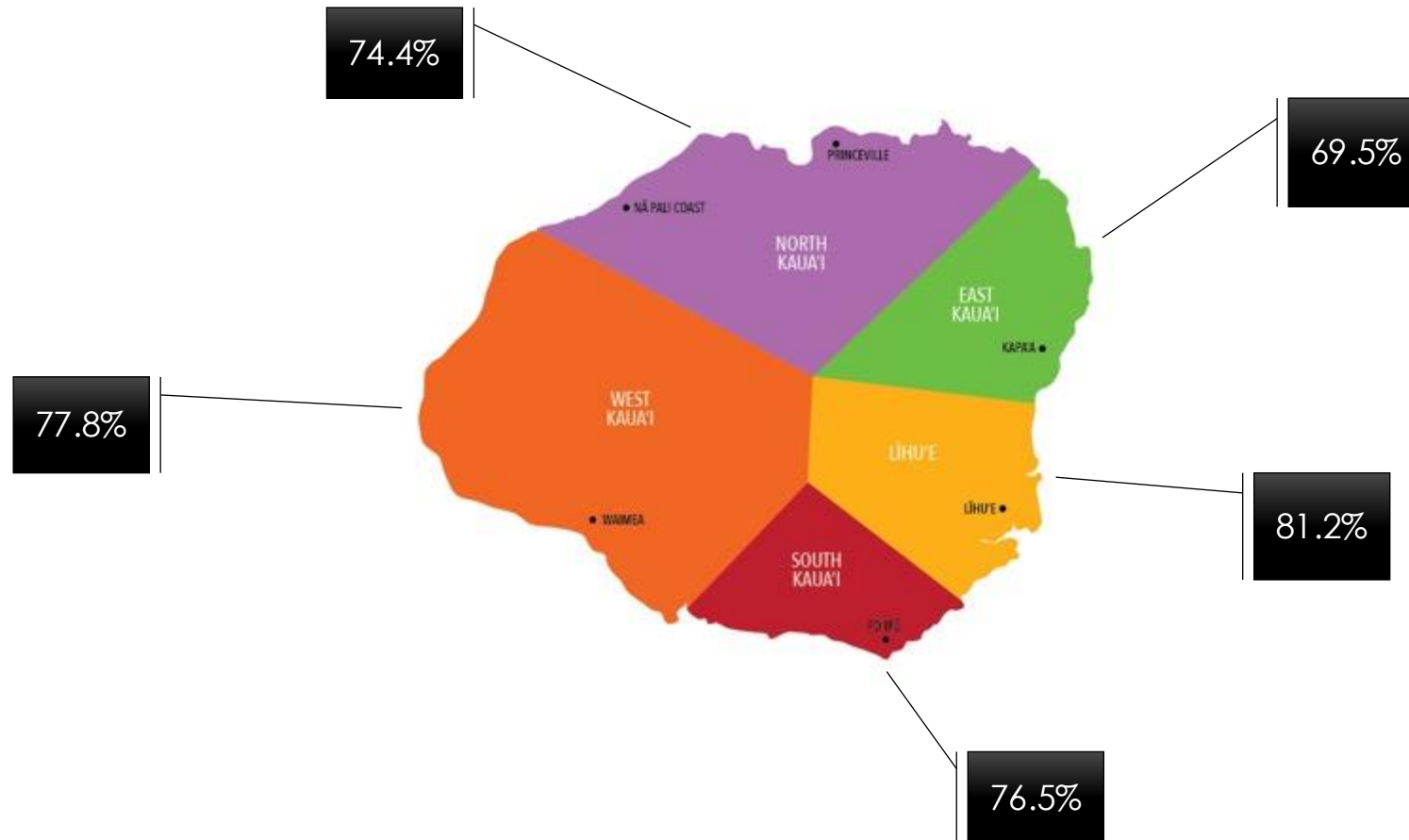
TOP TRIP INFLUENCERS - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Been here before	47.7%	32.1%	0.0%	30.1%	0.0%	0.0%	0.0%	27.1%
Friend recommendation	24.4%	25.4%	0.0%	29.6%	11.7%	0.0%	30.5%	18.2%
Want to visit/ love Kaua'i/ favorite island	3.4%	7.2%	0.0%	0.9%	8.3%	0.0%	0.0%	0.0%
Have timeshare/ have property/ renting	4.7%	4.0%	0.0%	2.7%	20.0%	0.0%	0.0%	0.0%
Visiting family/ friends	2.0%	6.7%	25.7%	0.9%	0.0%	0.0%	0.0%	0.0%
Article/ blog	1.3%	5.1%	25.7%	4.7%	11.7%	0.0%	41.2%	4.5%
Cruise line stop/ part of tour	1.3%	2.9%	48.7%	16.3%	23.4%	0.0%	15.3%	0.0%
Social media post	2.3%	3.2%	0.0%	2.4%	0.0%	0.0%	0.0%	27.4%
BASE	141	113	4	92	10	1	7	15

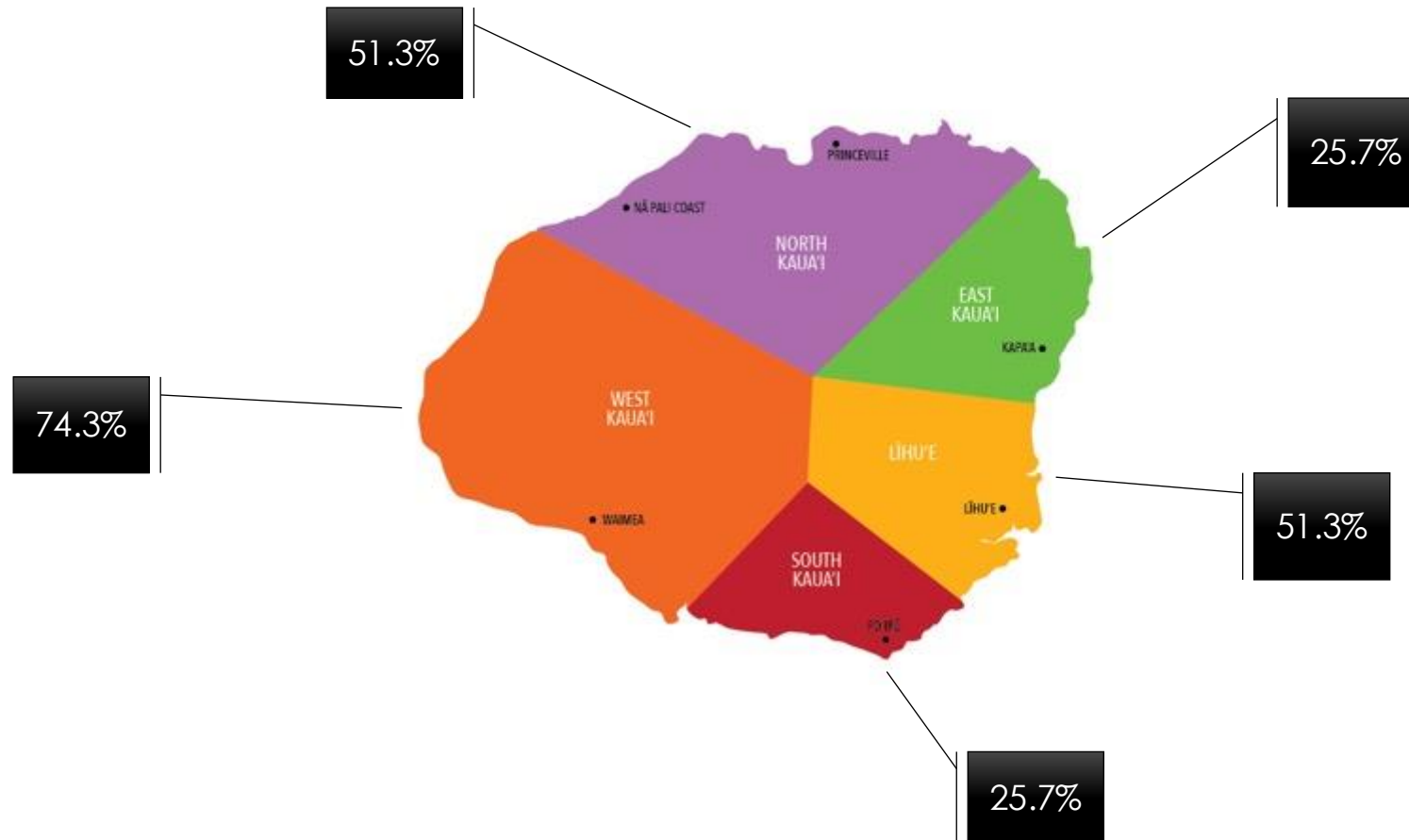
AREAS VISITED - KAUA'I U.S. WEST



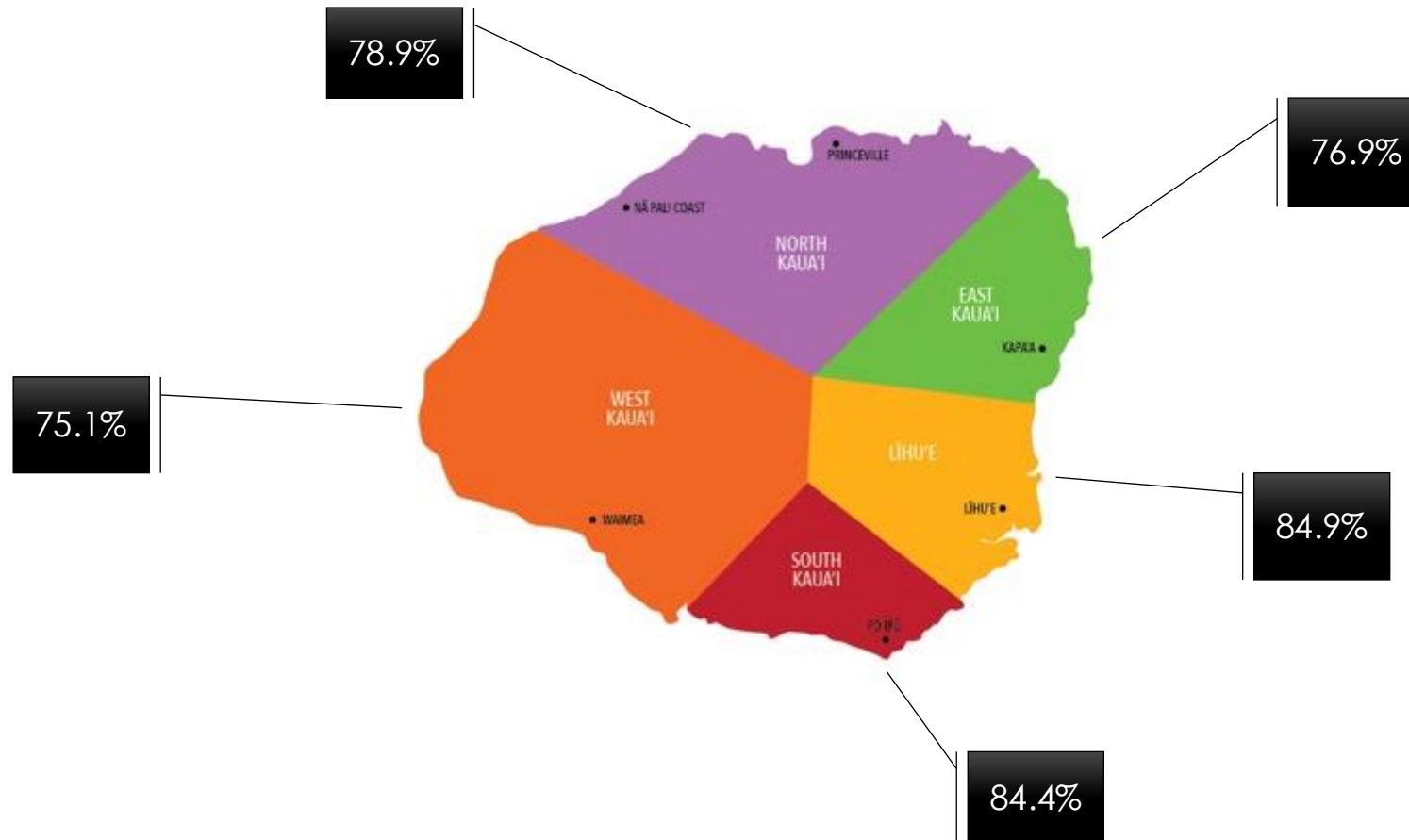
AREAS VISITED - KAUA'I U.S. EAST



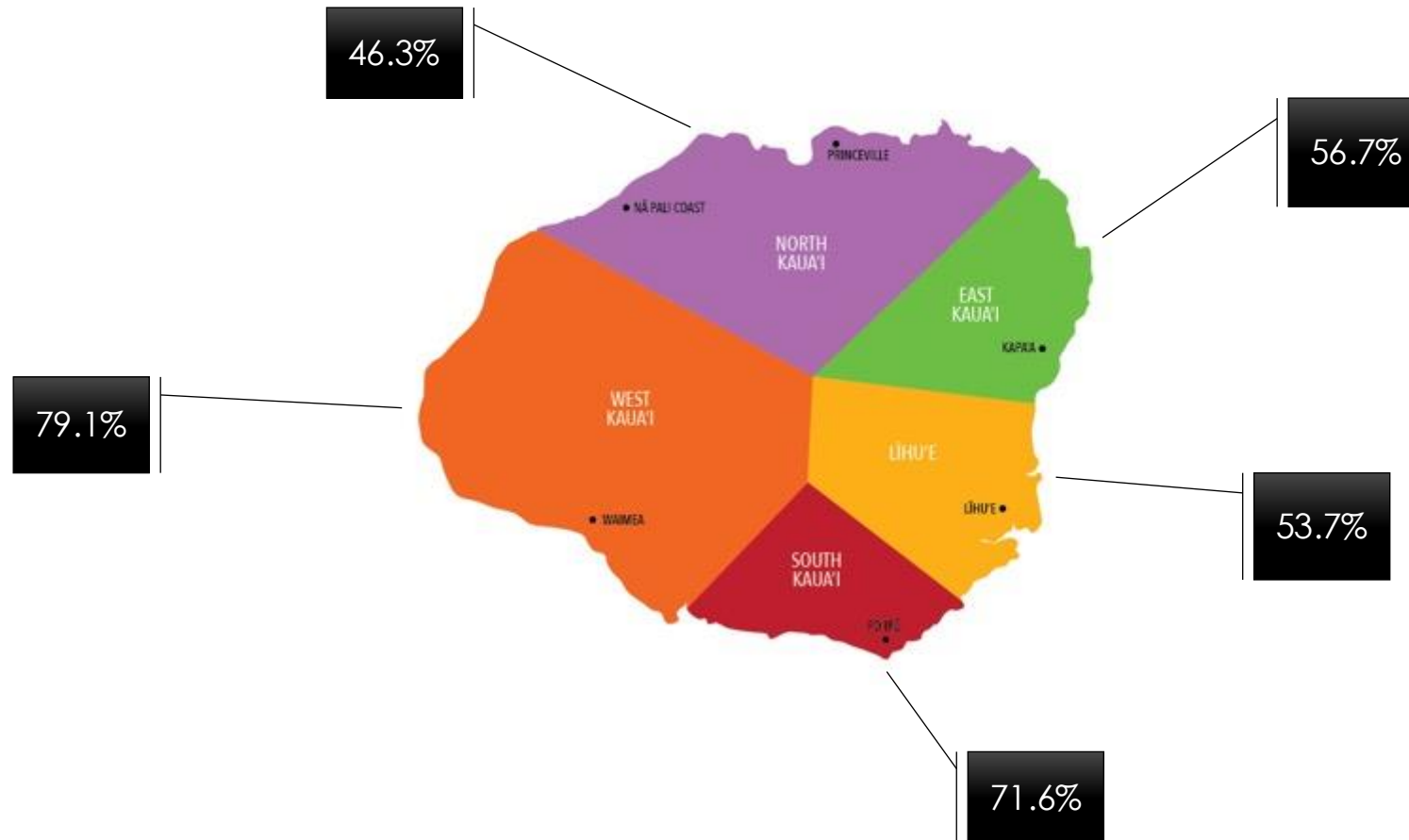
AREAS VISITED - KAUA'I JAPAN



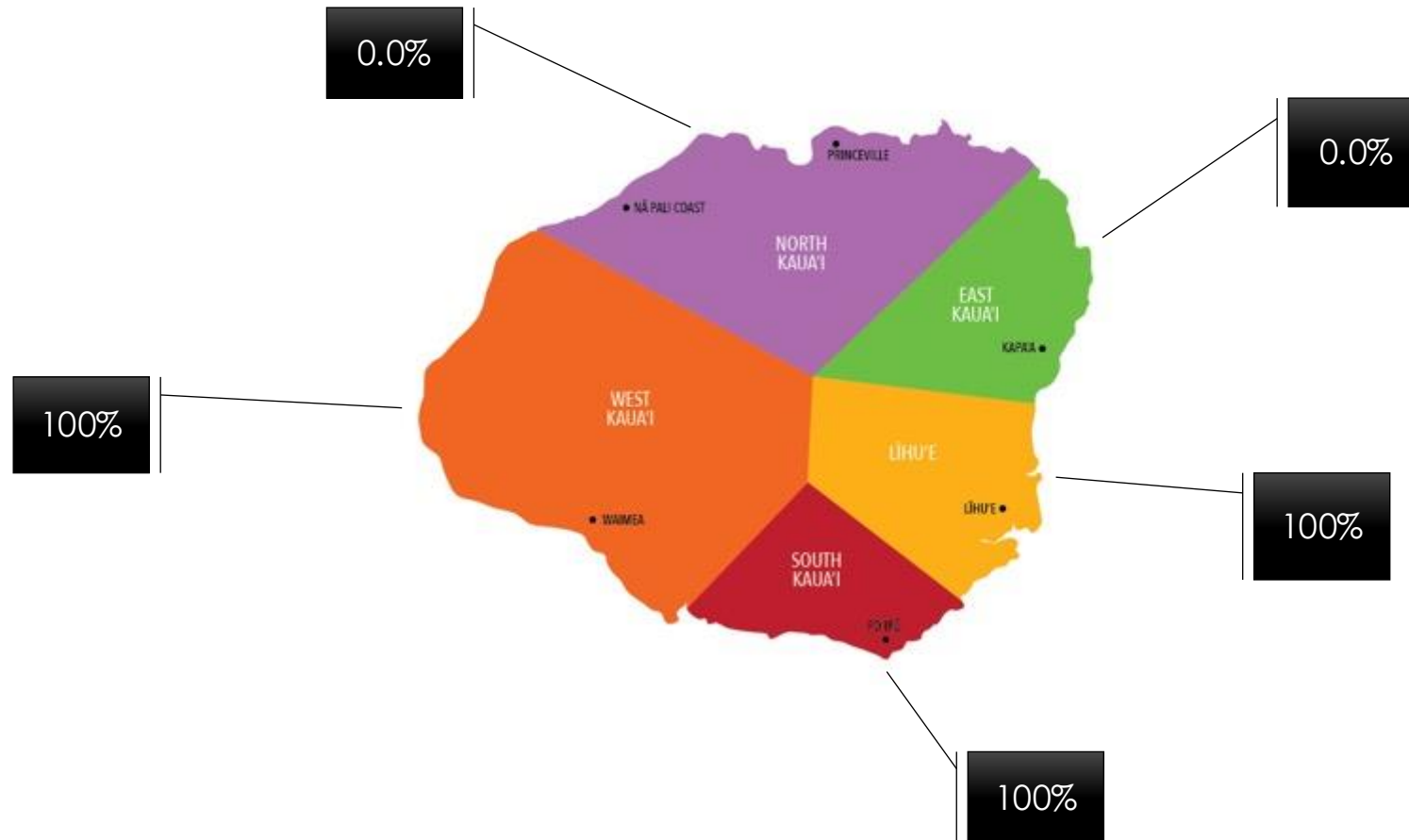
AREAS VISITED - KAUA'I CANADA



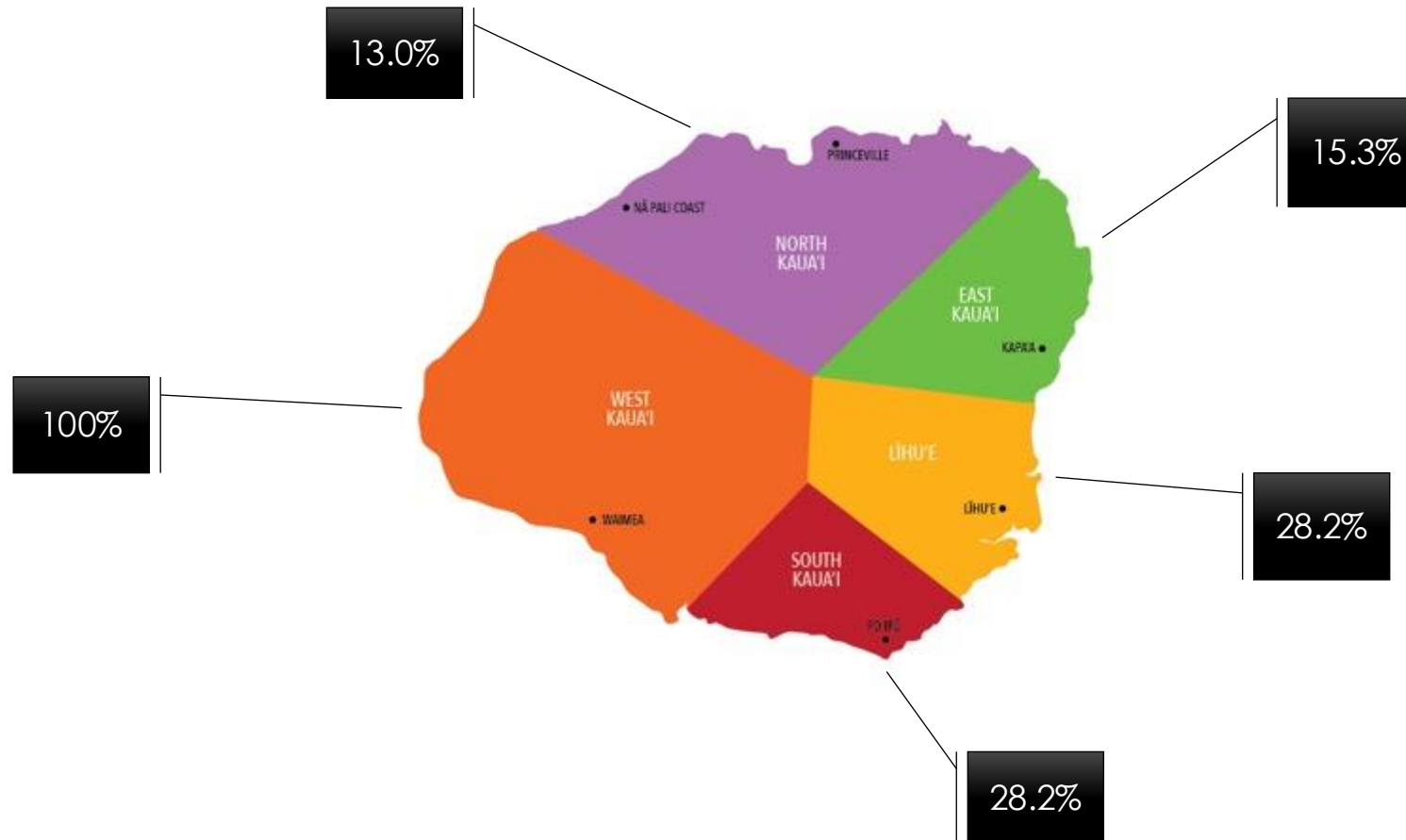
AREAS VISITED - KAUA'I OCEANIA



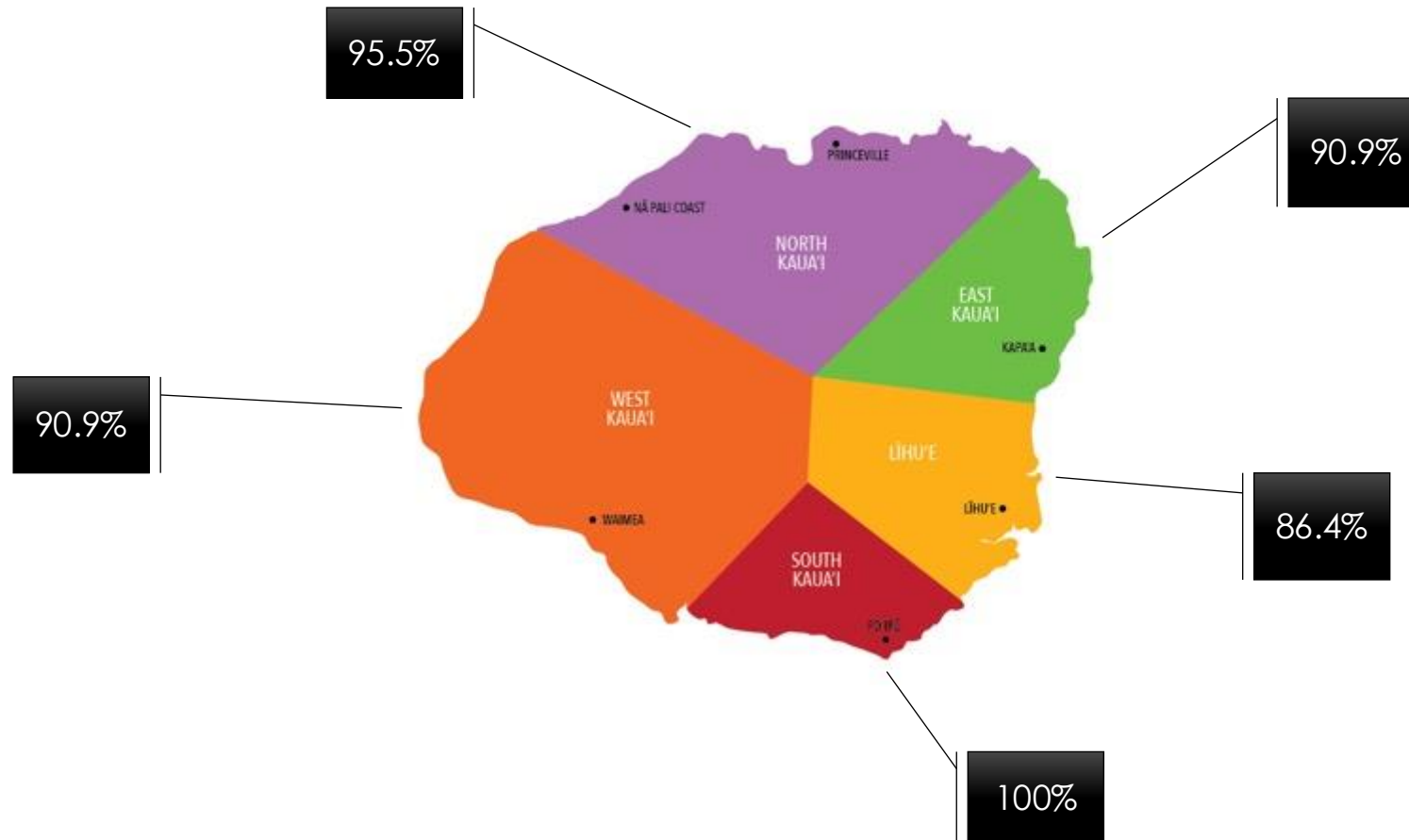
AREAS VISITED - KAUA'I CHINA



AREAS VISITED - KAUA'I KOREA



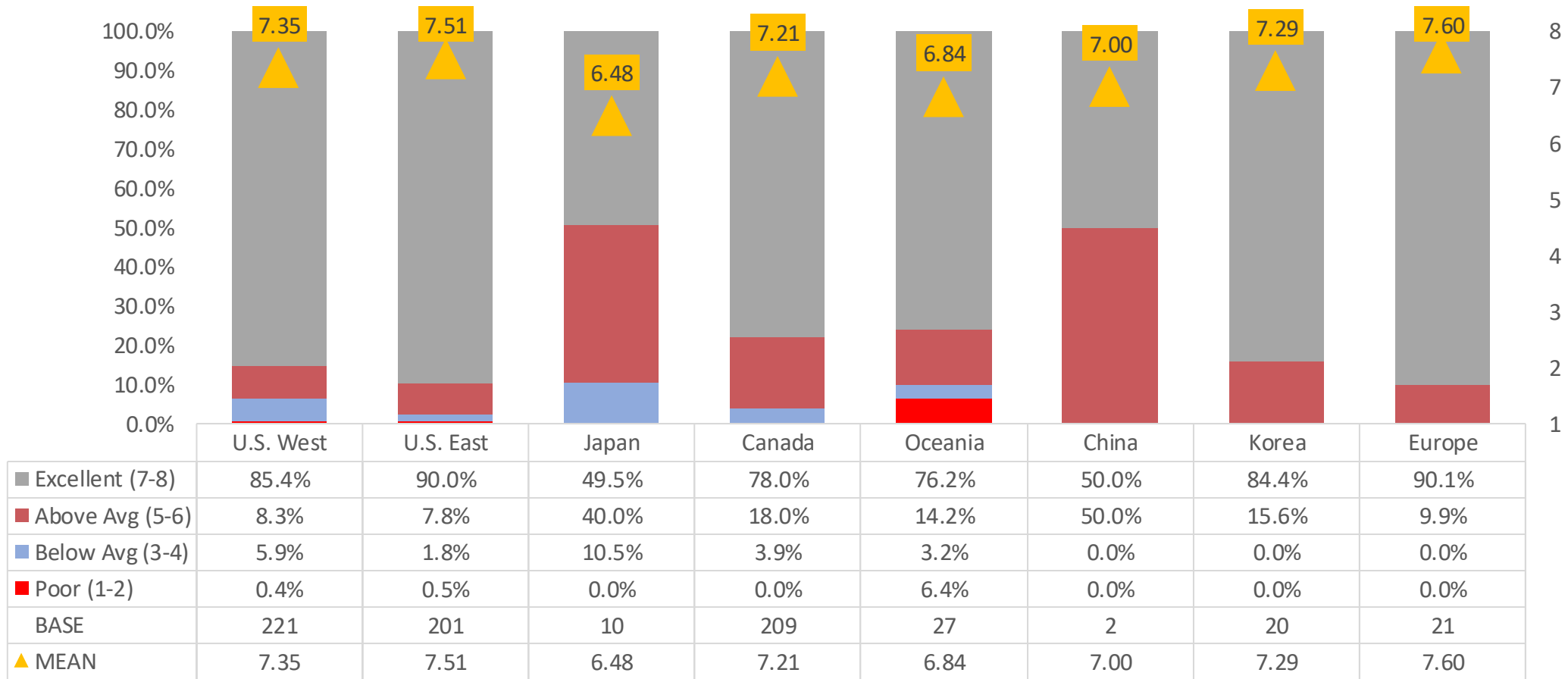
AREAS VISITED - KAUA'I EUROPE



Section 9 – Maui

SATISFACTION - MAUI

8-pt Rating Scale
8 = Excellent / 1 = Poor

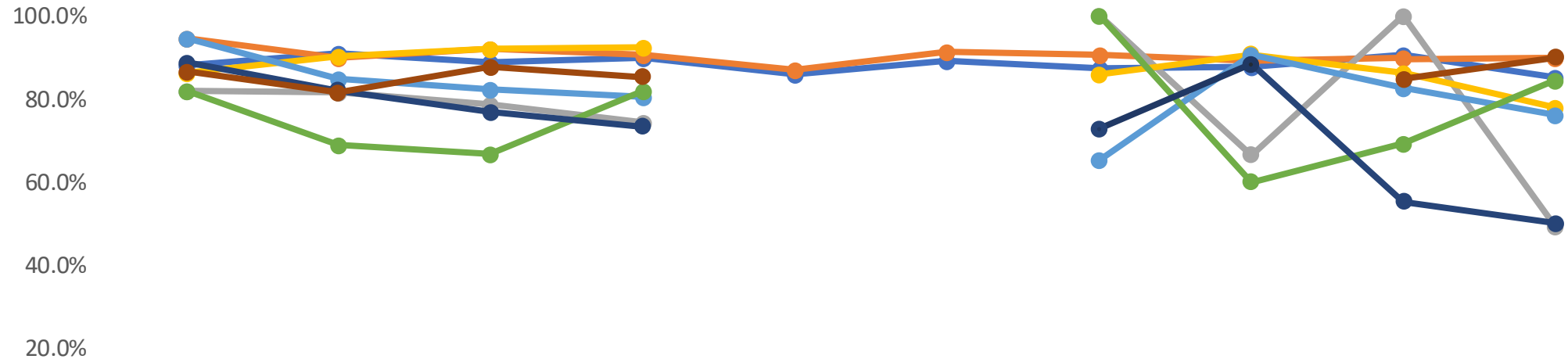


SATISFACTION - MAUI

- **Gender:** Female visitors from **U.S. West** were more satisfied with Maui overall compared to their male counterparts.
- **Trips to Hawai'i:** First-time visitors from **U.S. West** were more satisfied with their stay on Maui than repeat visitors.
- **Age:** Respondents from **U.S. West** between the ages of 35-49 expressed the highest levels of satisfaction with their stay on Maui compared to seniors (65+) in particular.

SATISFACTION - MAUI

Tracking Data – Rating of “Excellent” (7-8)



	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	88.0%	90.9%	88.7%	89.9%	86.0%	89.4%	87.5%	87.8%	90.8%	85.4%
U.S. East	94.5%	90.0%	92.3%	90.7%	87.2%	91.3%	90.6%	89.4%	89.9%	90.0%
Japan	81.9%	81.5%	78.6%	74.3%			100.0%	66.4%	100.0%	49.5%
Canada	86.2%	90.3%	92.3%	92.4%			85.8%	90.8%	86.4%	78.0%
Oceania	94.8%	84.7%	82.2%	80.6%			65.2%	90.6%	82.7%	76.2%
Korea	81.9%	68.9%	66.7%	82.1%			100.0%	60.0%	69.2%	84.4%
China	88.8%	82.0%	76.8%	73.3%			72.9%	88.4%	55.3%	50.0%
Europe	86.5%	81.5%	87.6%	85.3%					84.8%	90.1%

P= Preliminary Data

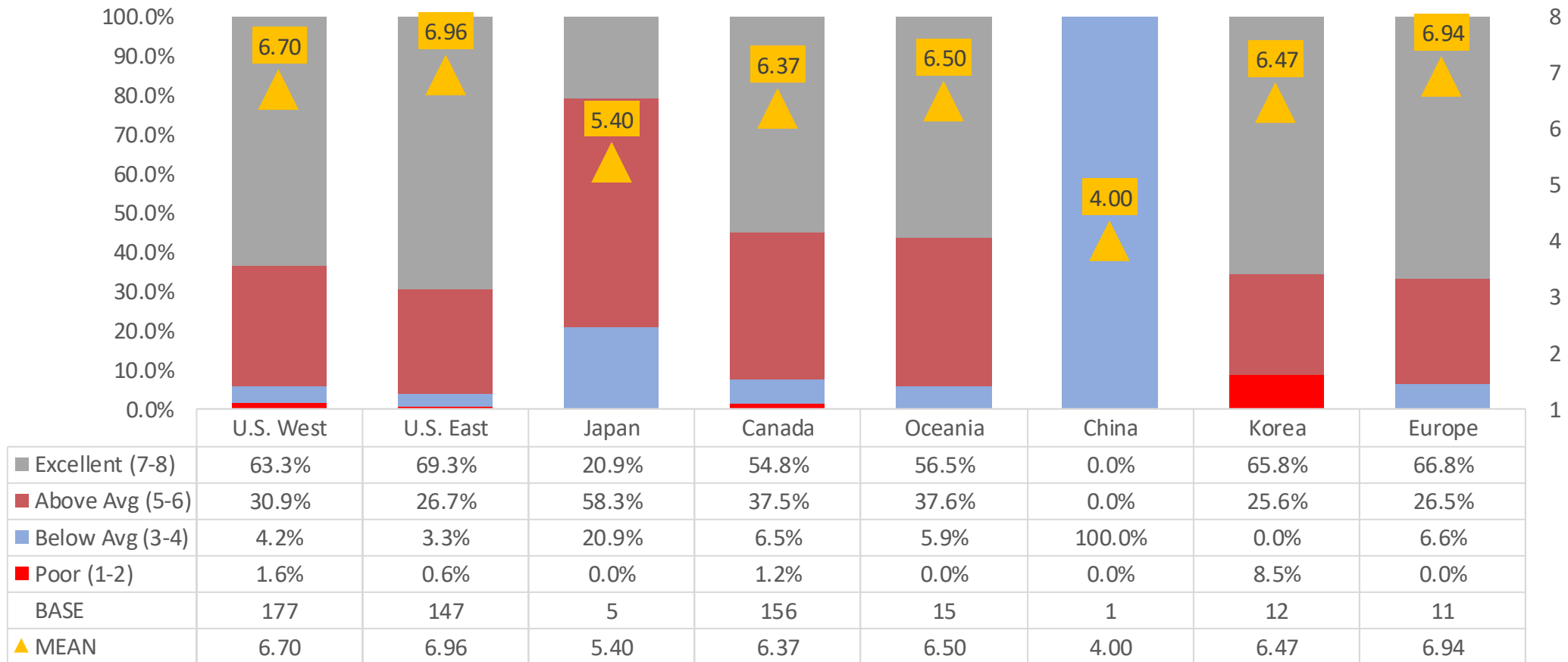
Q. How would you rate your most recent trip to the state of Hawai'i? How would you rate your experience on___?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



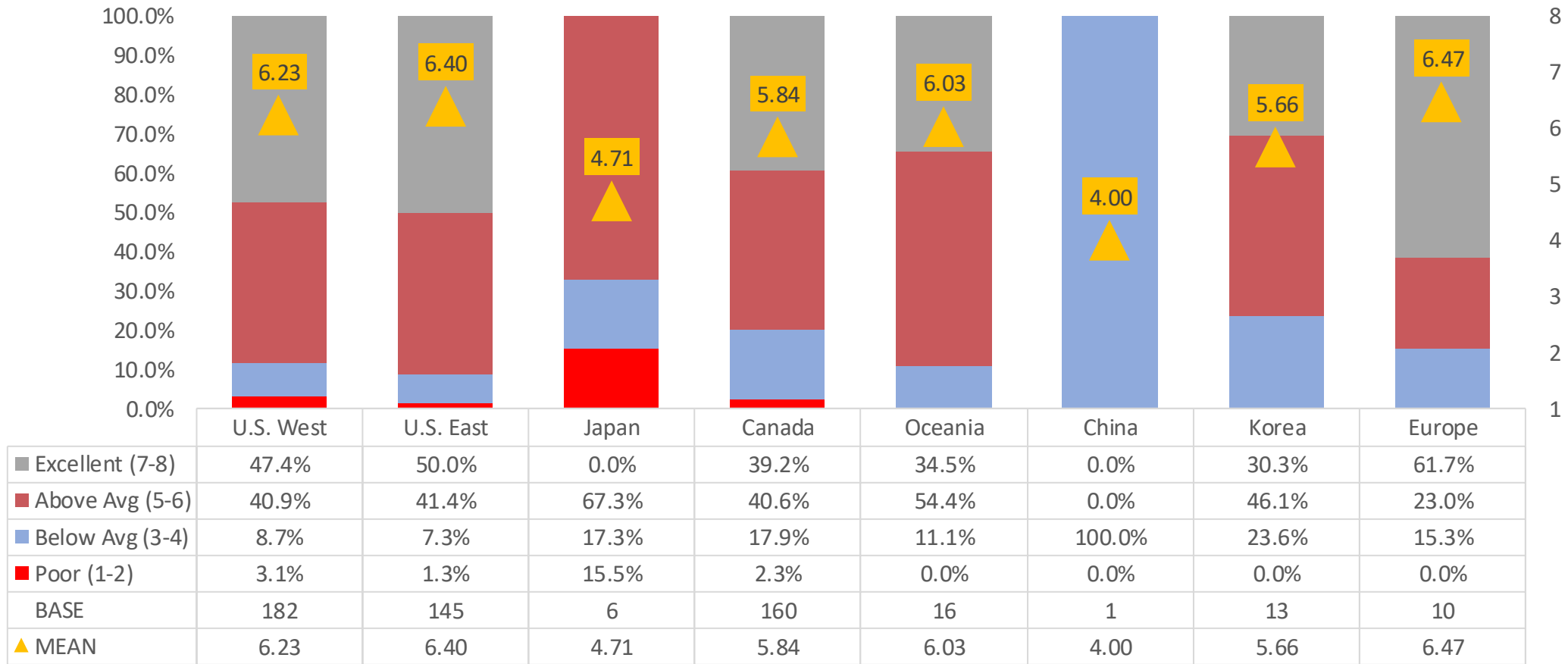
ENTERTAINMENT/ ATTRACTIONS - MAUI

8-pt Rating Scale
8 = Excellent / 1 = Poor



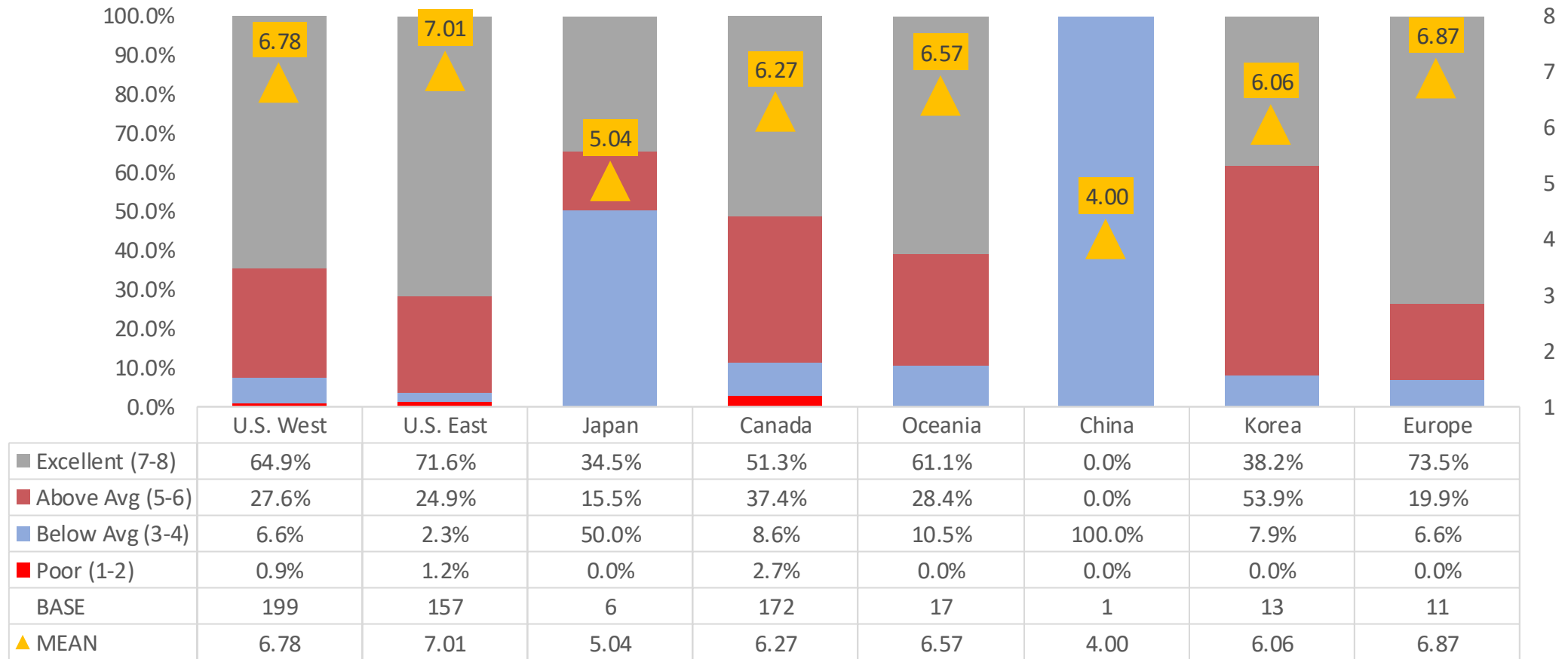
SHOPPING - MAUI

8-pt Rating Scale
8 = Excellent / 1 = Poor



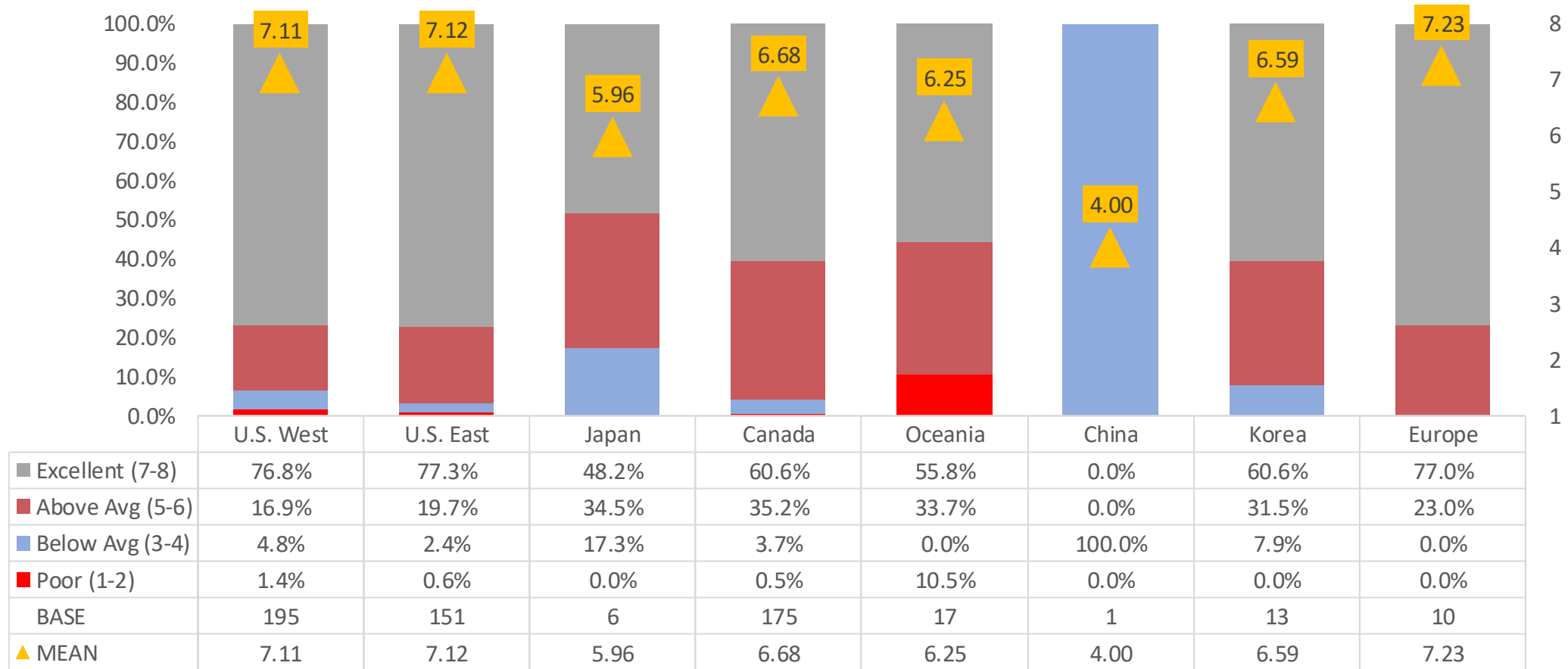
DINING/ FOOD & BEVERAGE - MAUI

8-pt Rating Scale
8 = Excellent / 1 = Poor



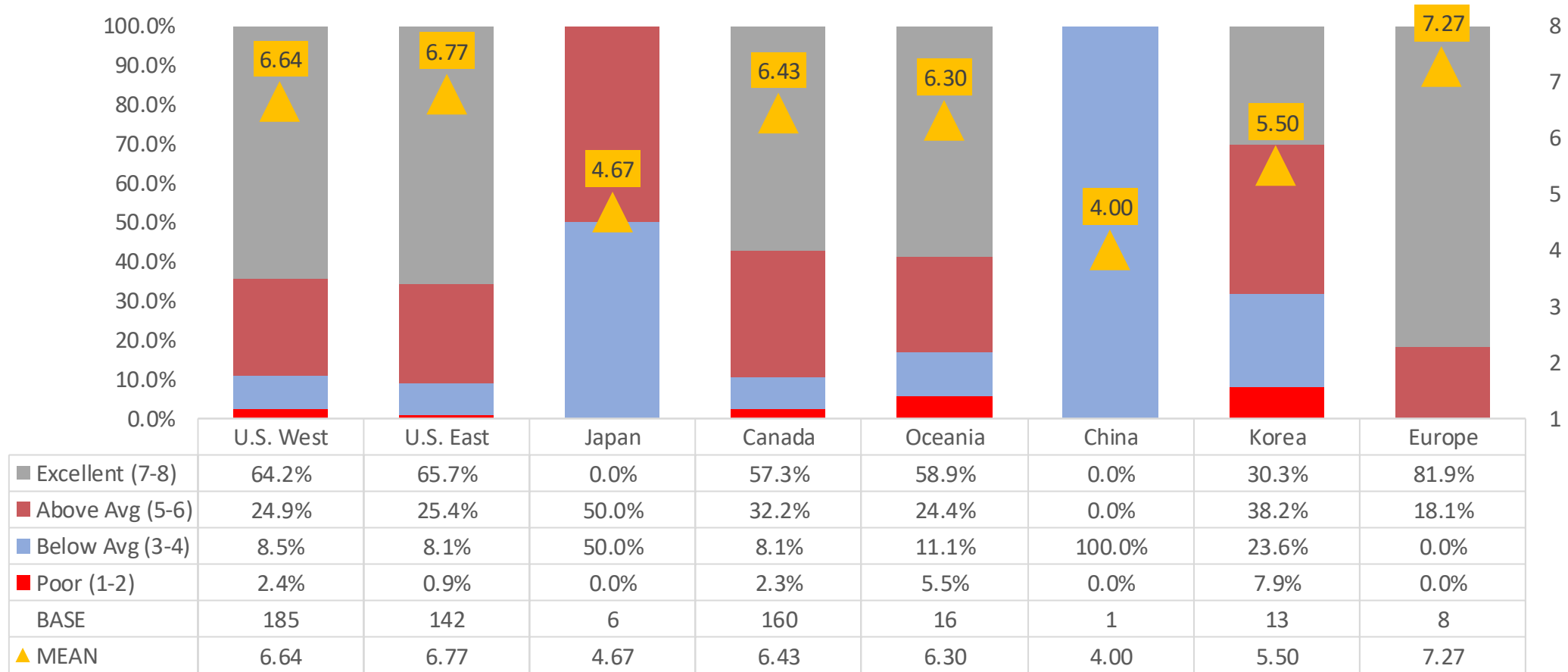
LODGING/ ACCOMMODATIONS - MAUI

8-pt Rating Scale
8 = Excellent / 1 = Poor



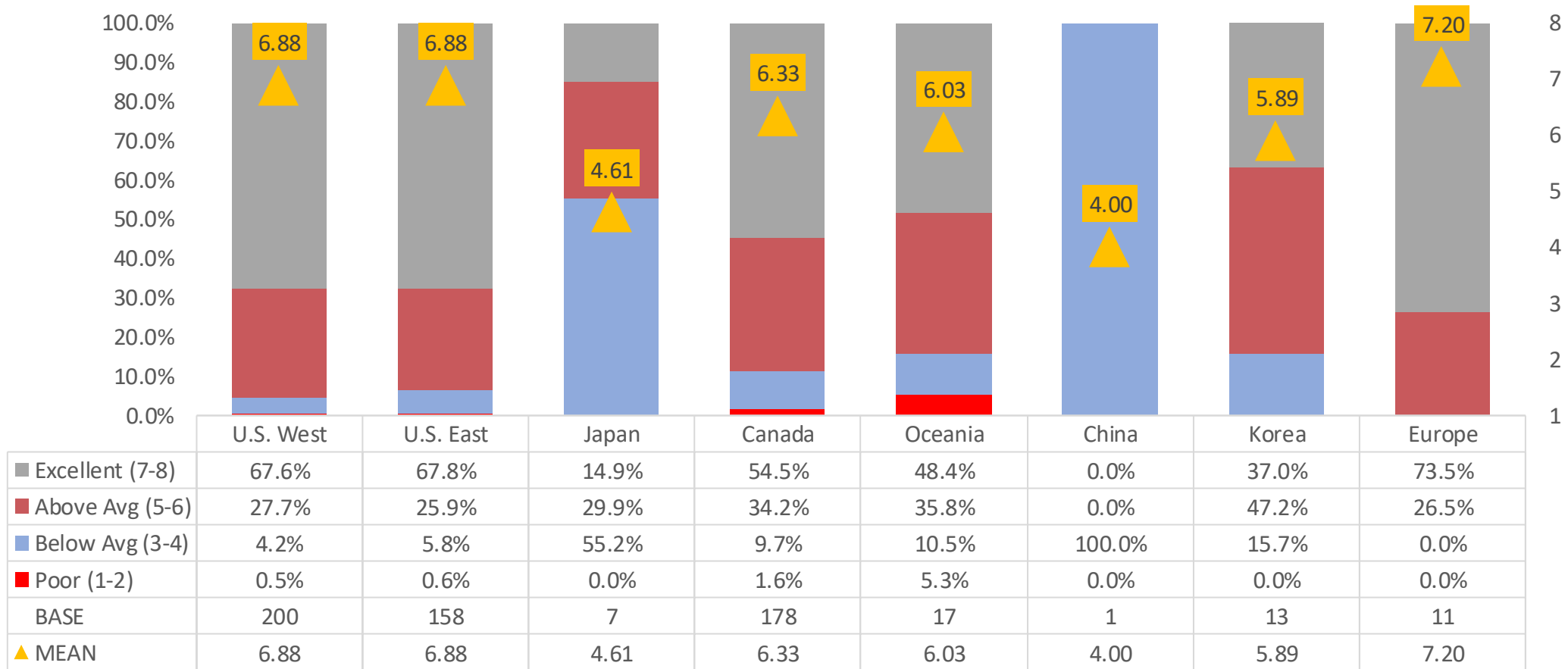
TRANSPORTATION ON ISLAND - MAUI

8-pt Rating Scale
8=Excellent / 1=Poor



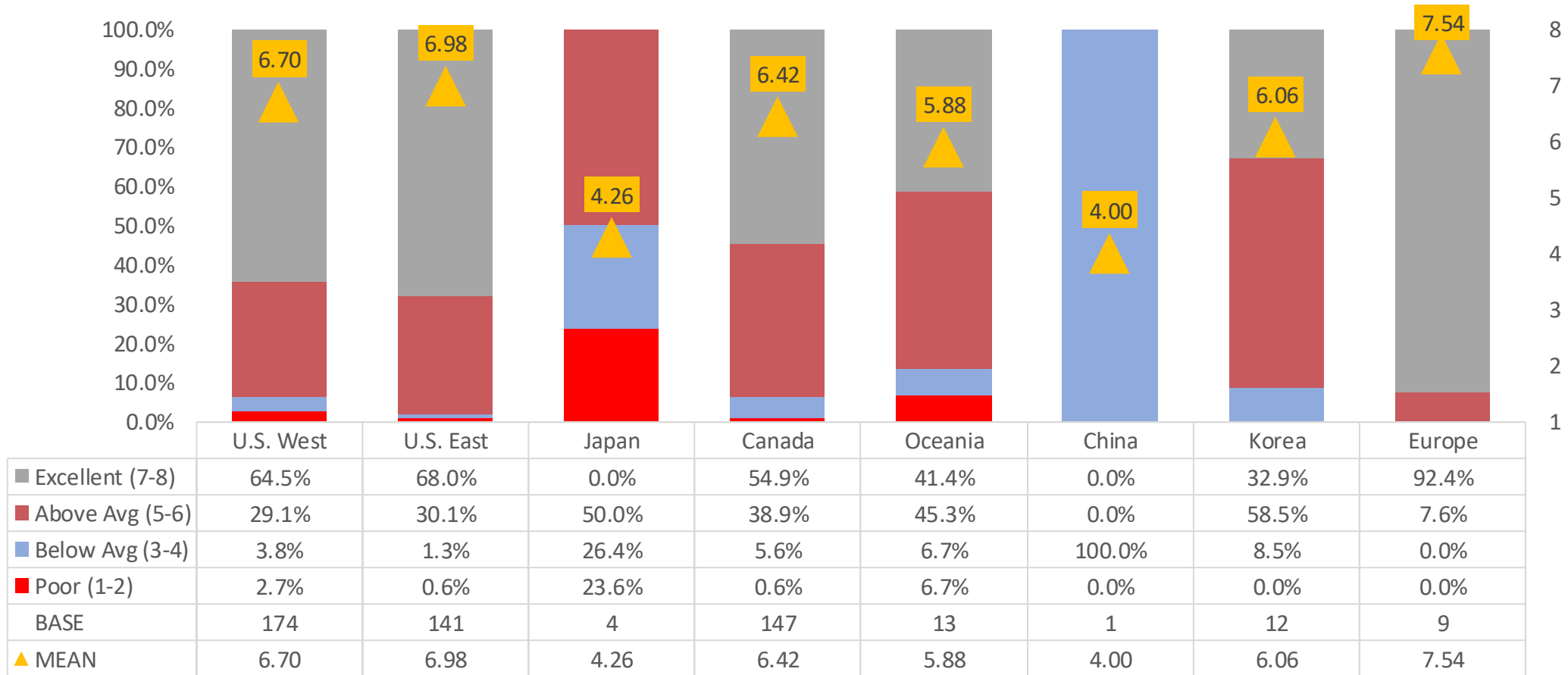
AIRPORT - MAUI

8-pt Rating Scale
8=Excellent / 1=Poor



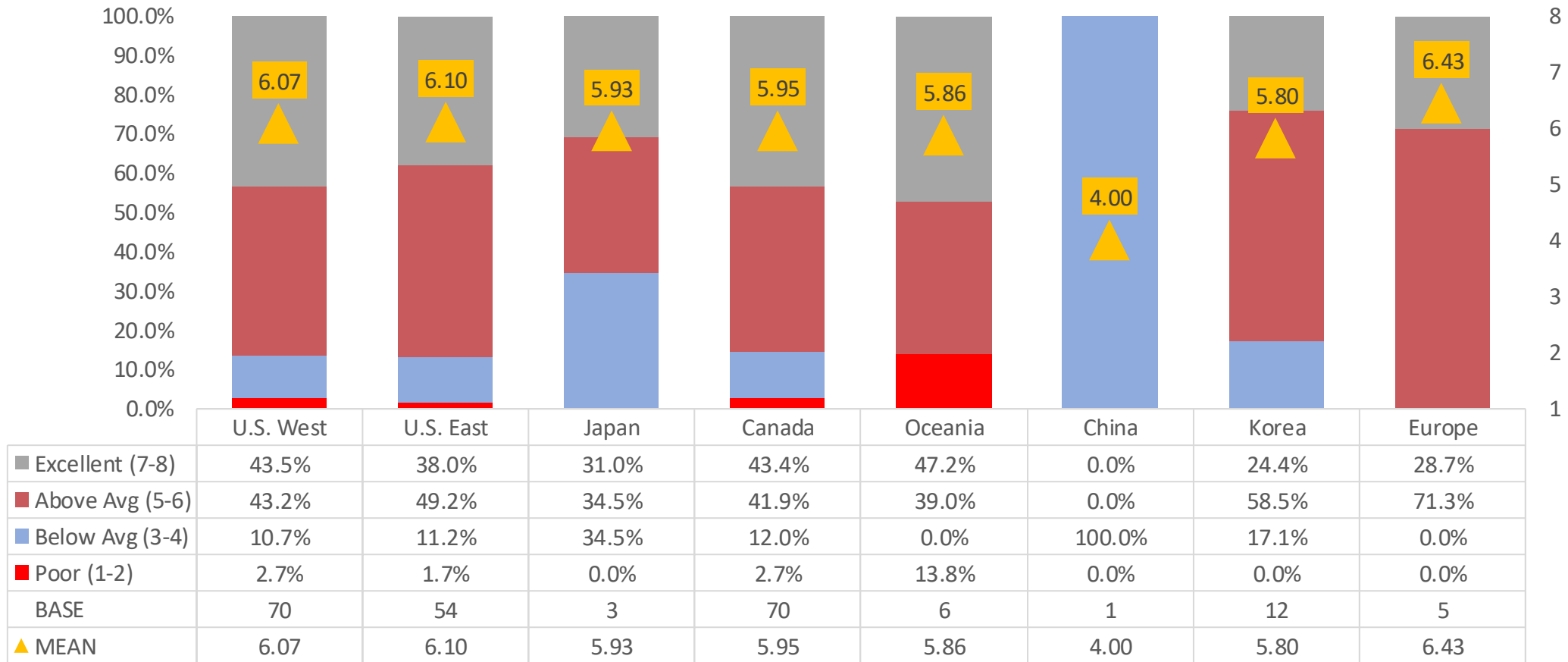
CULTURAL EXPERIENCES - MAUI

8-pt Rating Scale
8=Excellent / 1=Poor



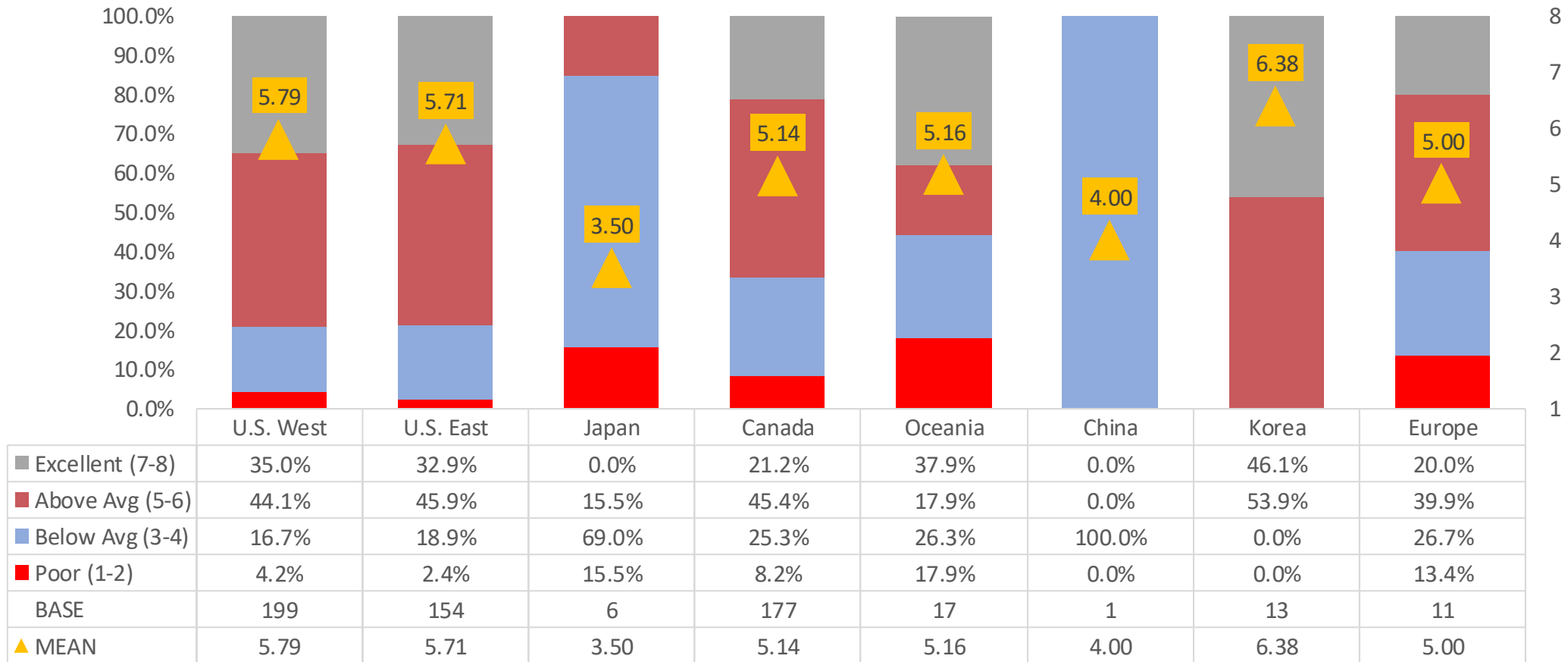
VOLUNTEER EXPERIENCES - MAUI

8-pt Rating Scale
8=Excellent / 1=Poor



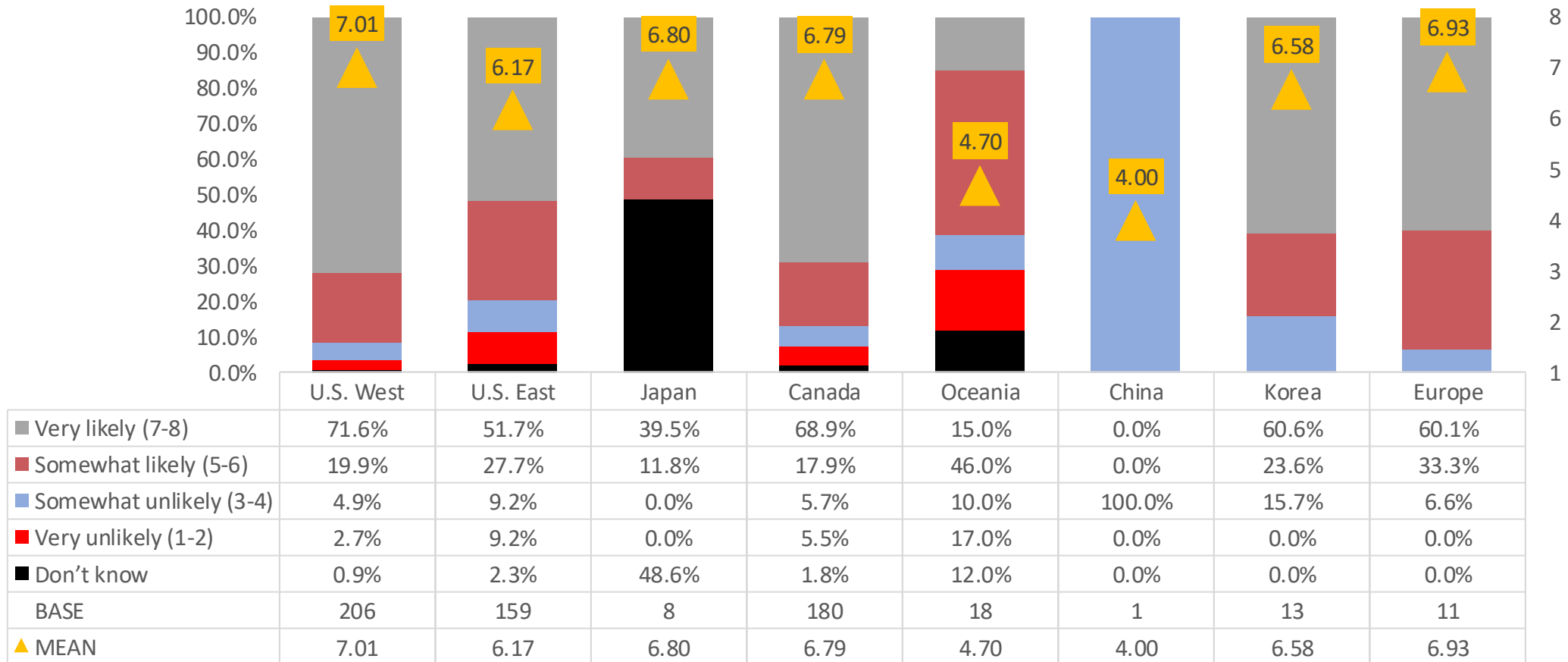
VALUE FOR THE MONEY - MAUI

8-pt Rating Scale
8=Excellent / 1=Poor



LIKELIHOOD OF RETURN VISIT - MAUI

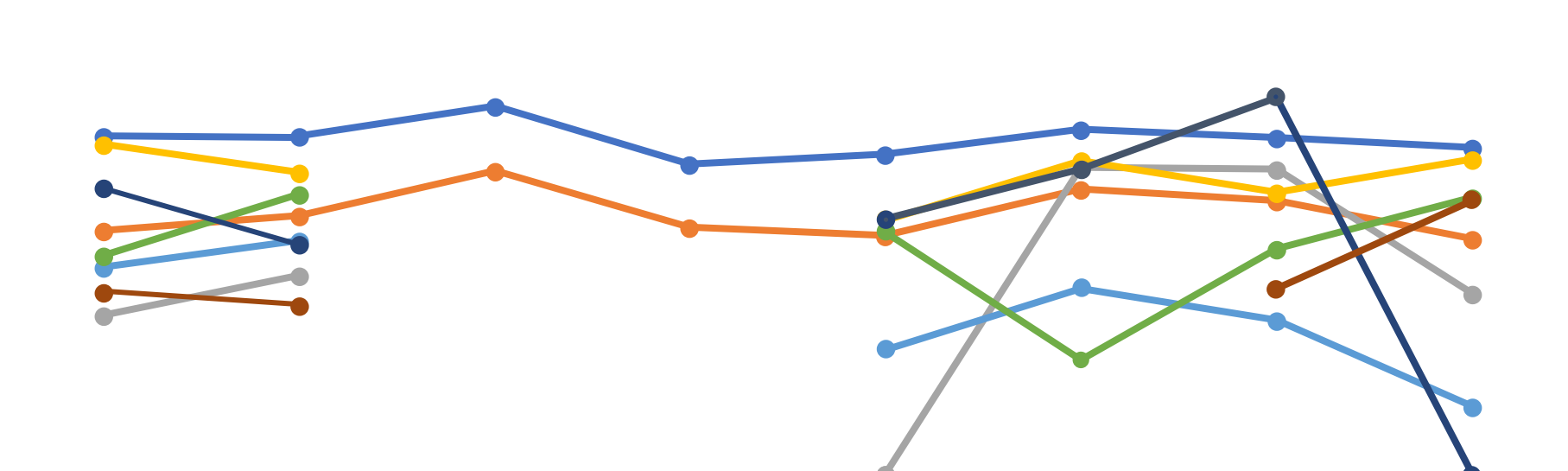
8-pt Rating Scale
8 = Very likely / 1 = Very unlikely



LIKELIHOOD OF RETURN VISIT - MAUI

TOP BOX - VERY LIKELY (7-8)

100.0%
80.0%
60.0%
40.0%
20.0%
0.0%

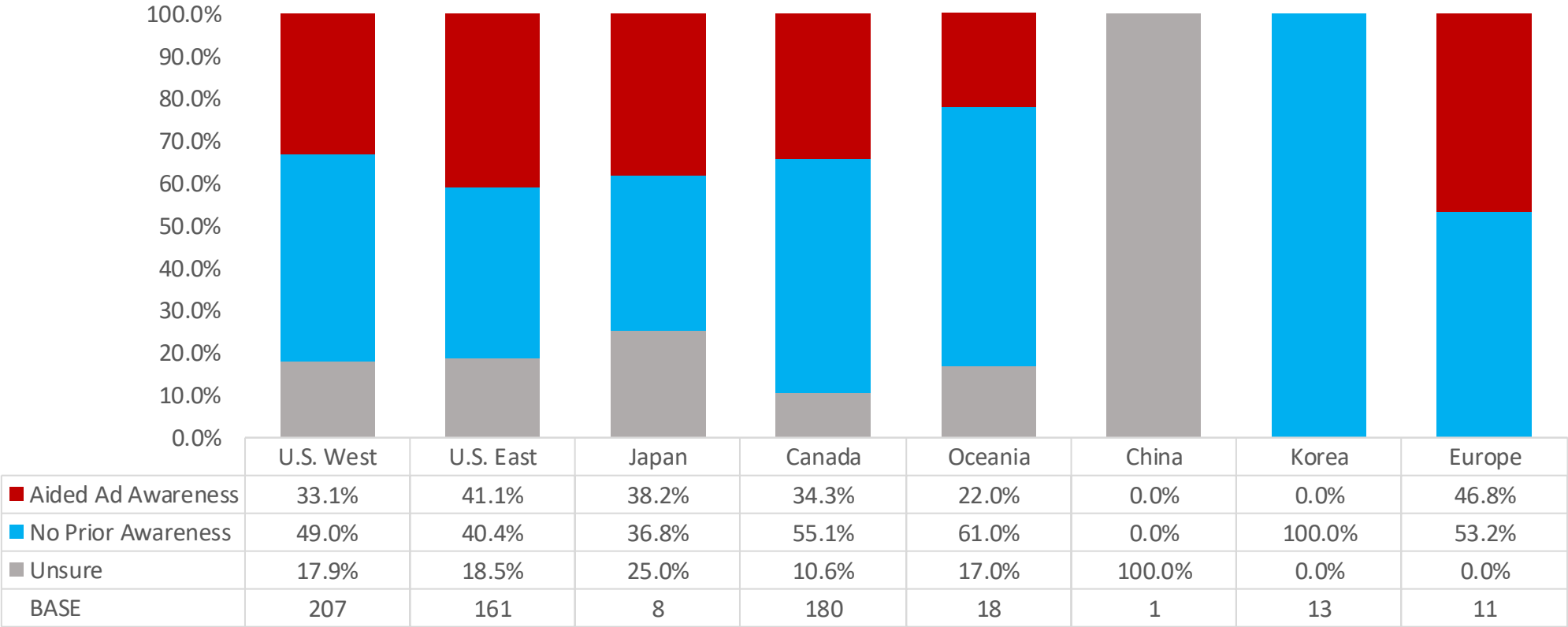


	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	74.1%	74.0%	80.7%	67.8%	70.0%	75.7%	73.8%	71.6%
U.S. East	53.4%	56.7%	66.5%	54.0%	52.3%	62.4%	60.0%	51.7%
Japan	34.9%	43.5%			0.0%	67.2%	66.7%	39.5%
Canada	72.4%	66.1%			55.6%	68.5%	61.8%	68.9%
Oceania	45.5%	51.3%			27.4%	40.8%	34.0%	15.0%
Korea	47.9%	61.5%			53.1%	25.0%	49.3%	60.6%
China	62.7%	50.5%			55.9%	66.7%	82.5%	0.0%
Europe	40.0%	37.2%					40.7%	60.1%

P= Preliminary Data

Q. How likely are you to visit Maui again in the next five years?

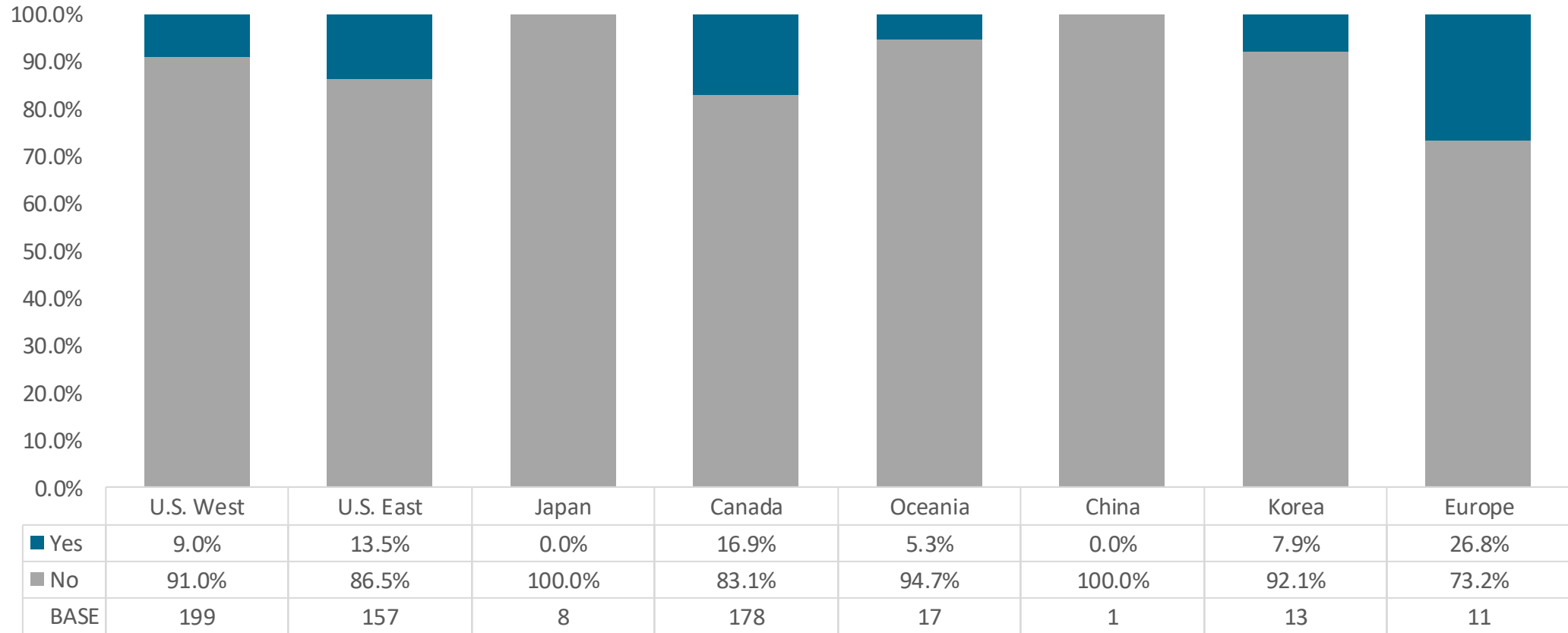
AIDED ADVERTISING AWARENESS - MAUI



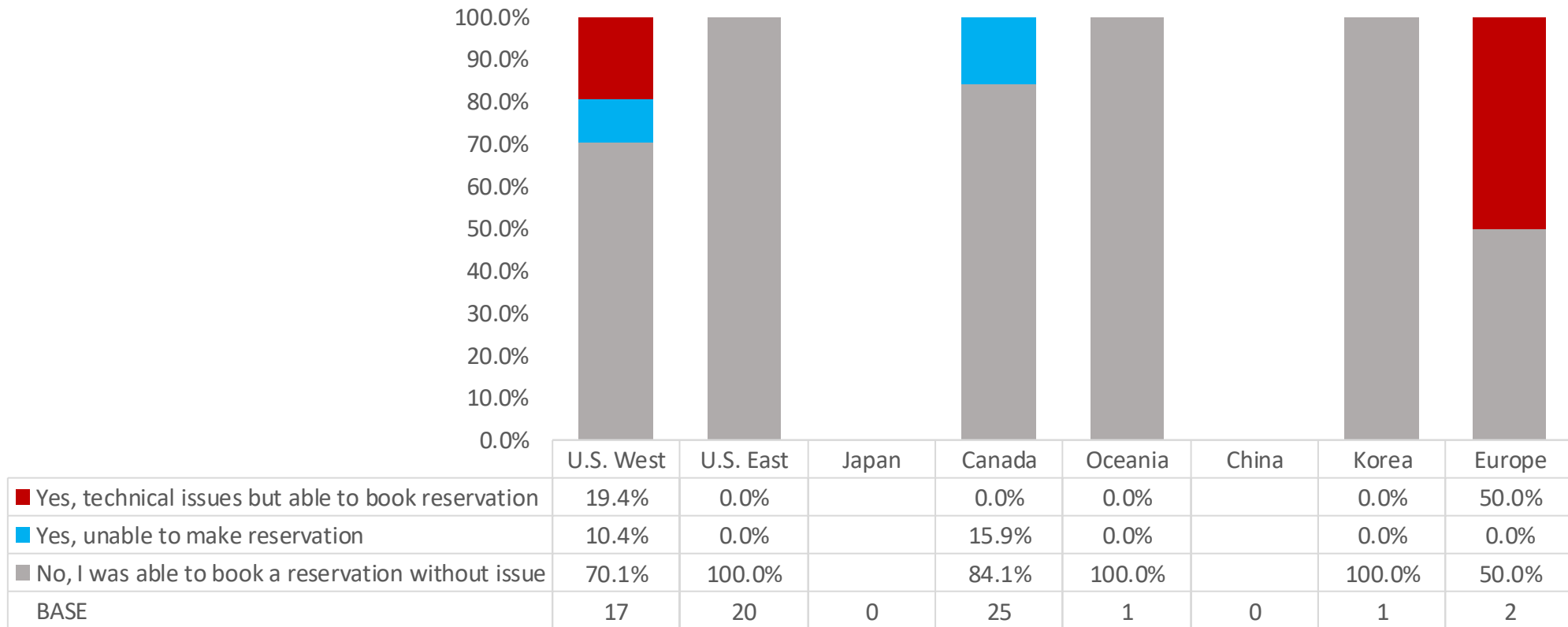
MOTIVATING FACTORS - MAUI

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Television programs or movies filmed in Hawai'i	7.9%	10.2%	13.2%	9.7%	0.0%	0.0%	7.9%	33.4%
Hawaiian music	8.9%	11.4%	0.0%	11.4%	0.0%	0.0%	0.0%	6.6%
Social media posts and videos	15.6%	20.7%	51.4%	21.3%	5.0%	0.0%	30.3%	46.8%
Outdoor or sporting activities and events	14.9%	18.4%	25.0%	11.4%	10.0%	0.0%	30.3%	26.7%
Hawaiian cultural experiences and Hawaiian cultural events	19.4%	30.0%	13.2%	17.7%	19.0%	0.0%	0.0%	20.0%
Famous landmarks or imagery/ natural beauty (beaches, mountains, etc.)	43.3%	49.1%	11.8%	41.9%	29.0%	100.0%	38.2%	33.3%
Attend a festival or other event	2.3%	4.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
BASE	207	160	8	180	18	1	13	11

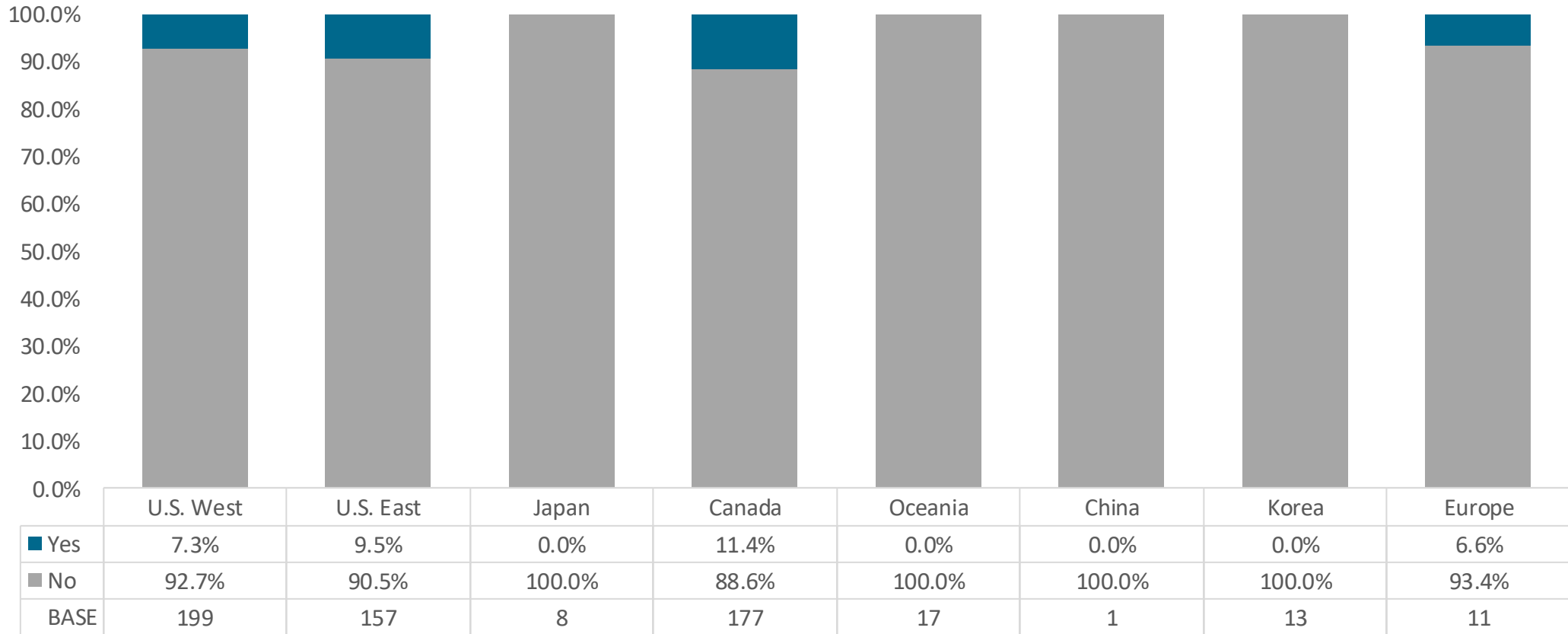
WAI'ĀNAPANAPA STATE PARK - RESERVATIONS SYSTEM USE



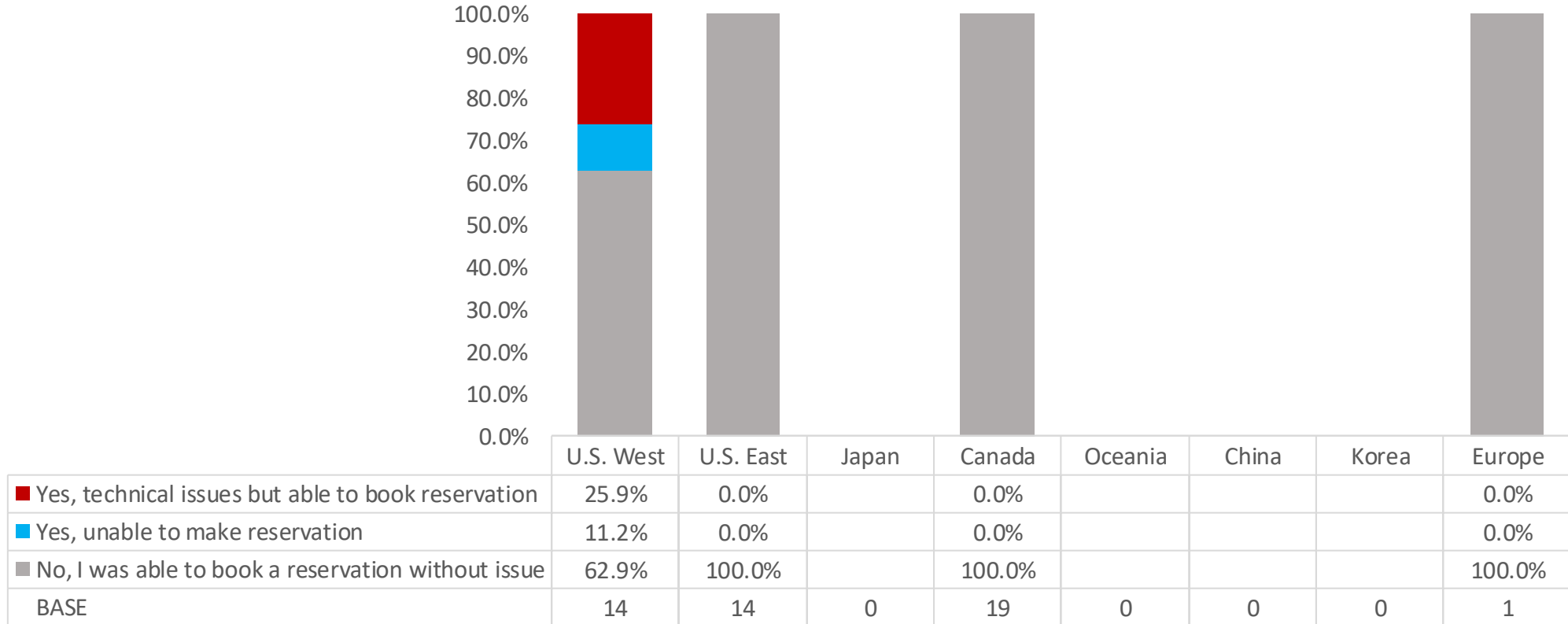
WAI'ĀNAPANAPA STATE PARK - RESERVATIONS SYSTEM PROBLEMS



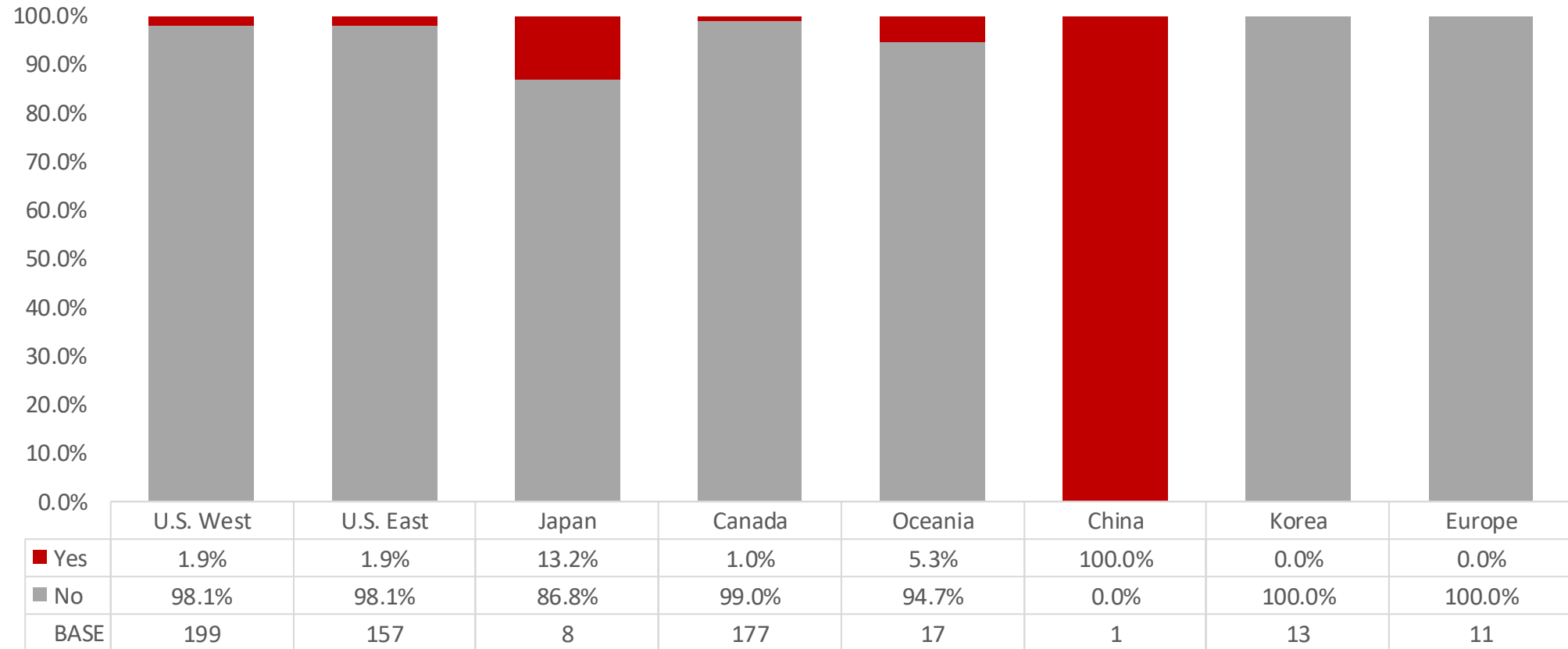
‘ĪAO VALLEY STATE MONUMENT - RESERVATIONS SYSTEM USE



‘ĪAO VALLEY STATE MONUMENT - RESERVATIONS SYSTEM PROBLEMS



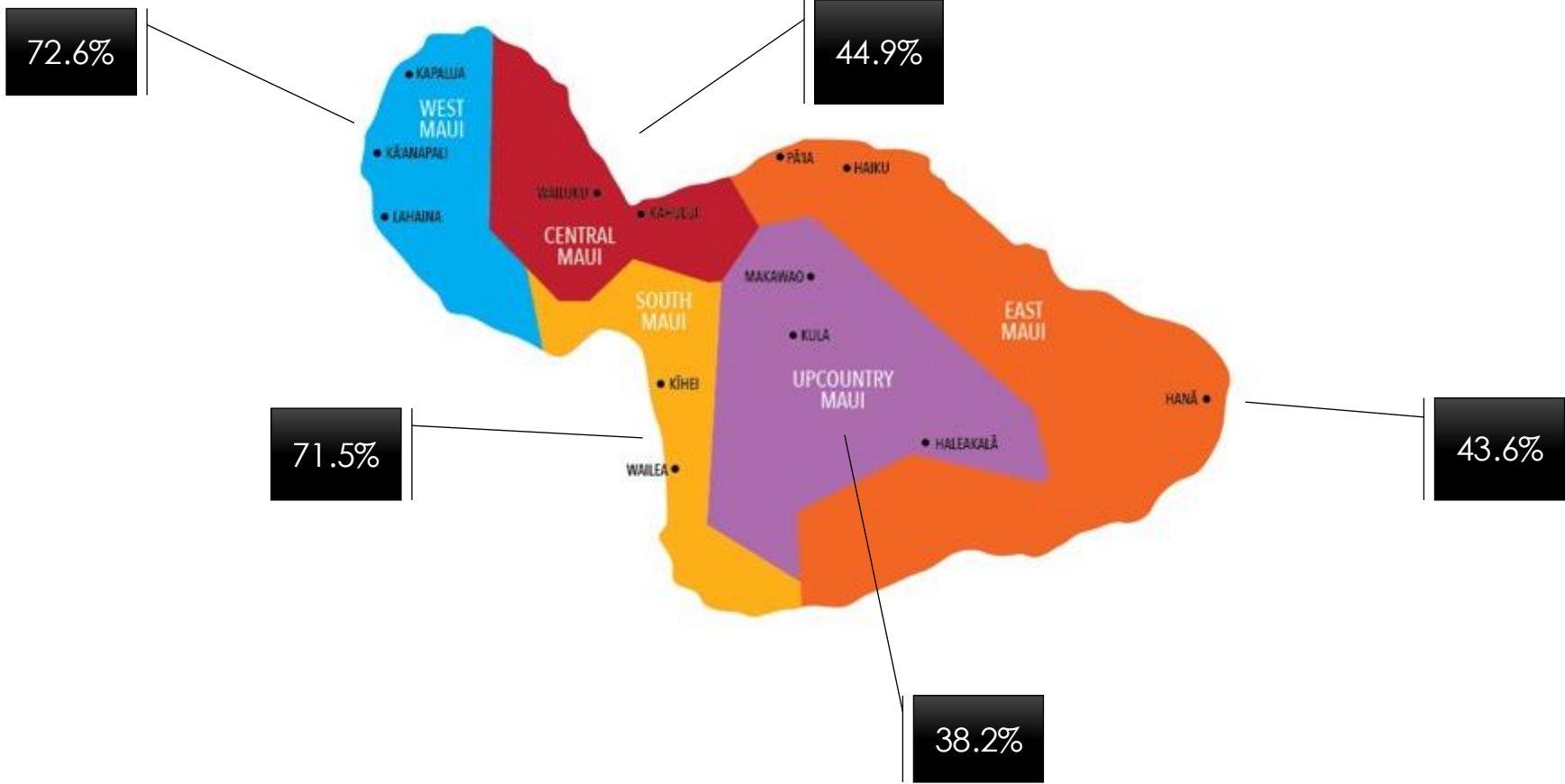
VISITED MAUI FOR SPECIFIC EVENT



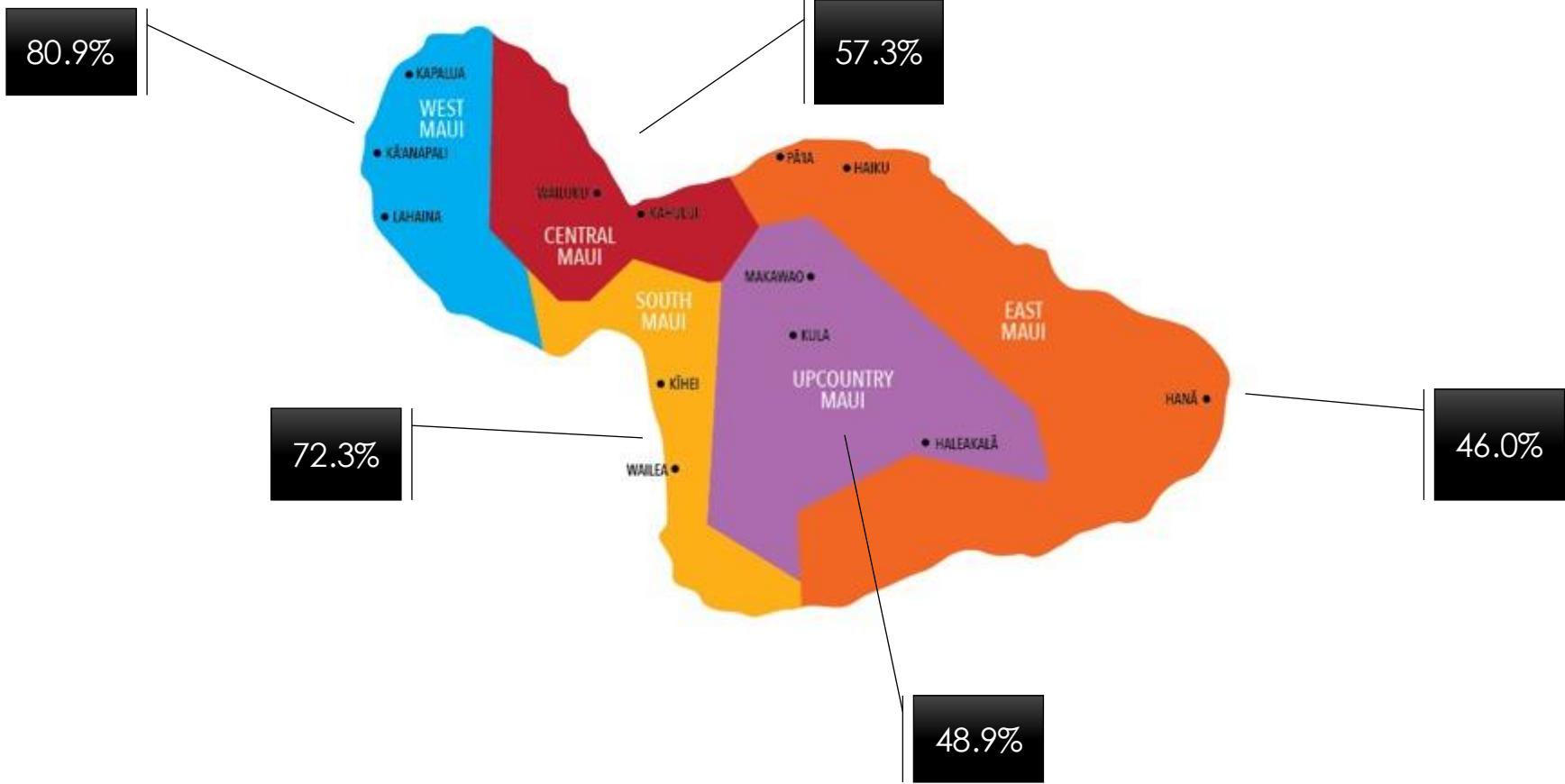
VISITED MAUI FOR SPECIFIC EVENT

	U.S. West	U.S. East	Japan	Canada	Oceania	Korea	China	Europe
Hawaii Food and Wine Festival	0.0%	0.0%	0.0%	0.0%	0.0%		100.0%	
Maui Film Festival	25.0%	40.0%	0.0%	0.0%	0.0%		0.0%	
Other (please specify festival/ event name)	25.0%	30.0%	0.0%	0.0%	0.0%		0.0%	
Convention/ Conference/ Retreat/ Seminar/ Meeting/ Workshop/ Training/ Work event	0.0%	0.0%	0.0%	100.0%	0.0%		0.0%	
Other festival/ concert	25.0%	30.0%	0.0%	0.0%	0.0%		0.0%	
Other sporting event	0.0%	0.0%	100.0%	0.0%	0.0%		0.0%	
Maui Invitational	25.0%	0.0%	0.0%	0.0%	100.0%		0.0%	
BASE	4	3	1	1	1	0	1	0

AREAS VISITED - MAUI U.S. WEST



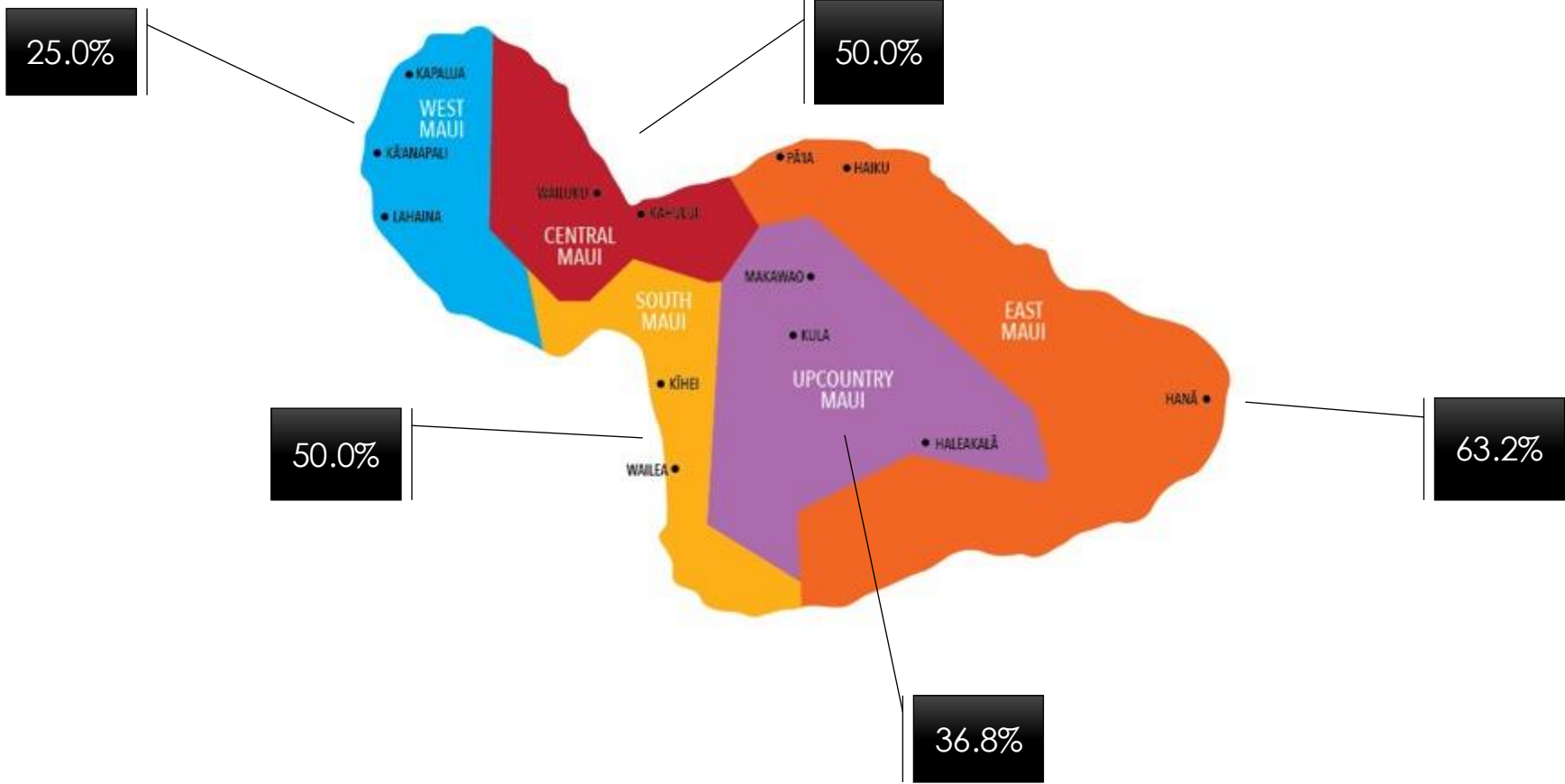
AREAS VISITED - MAUI U.S. EAST



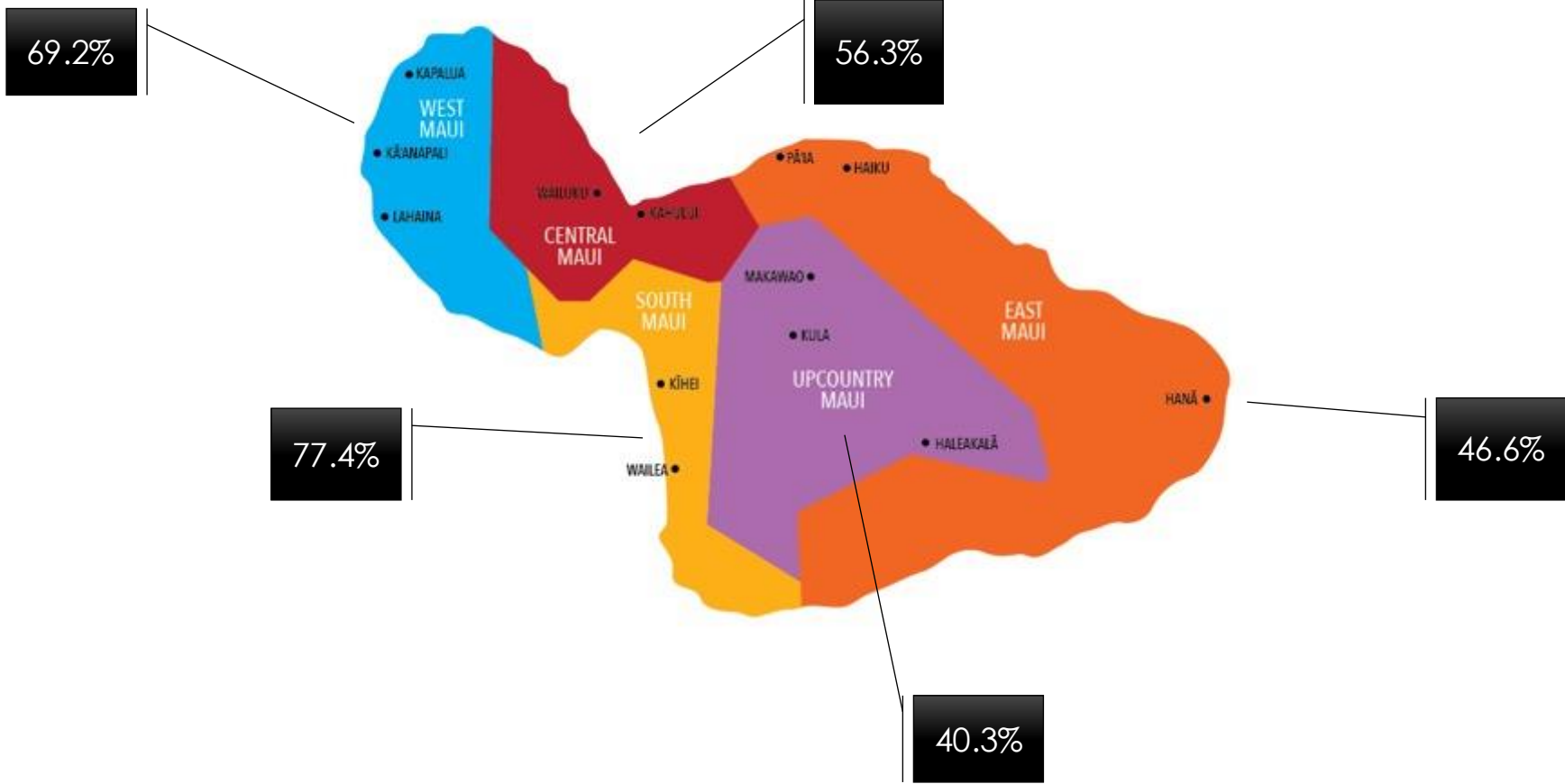
145 Q. Which of the following areas did you visit during your stay on Maui?



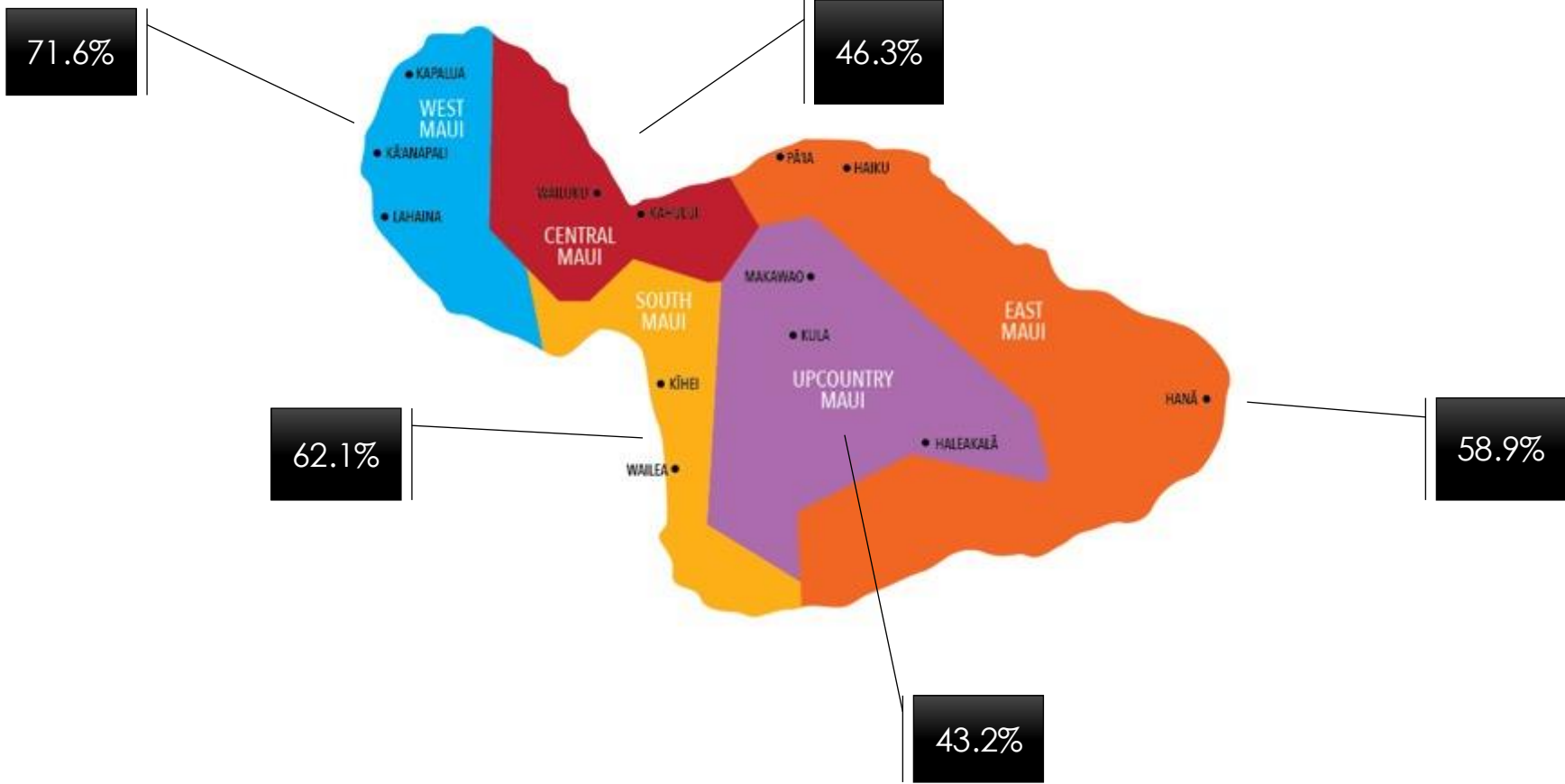
AREAS VISITED - MAUI JAPAN



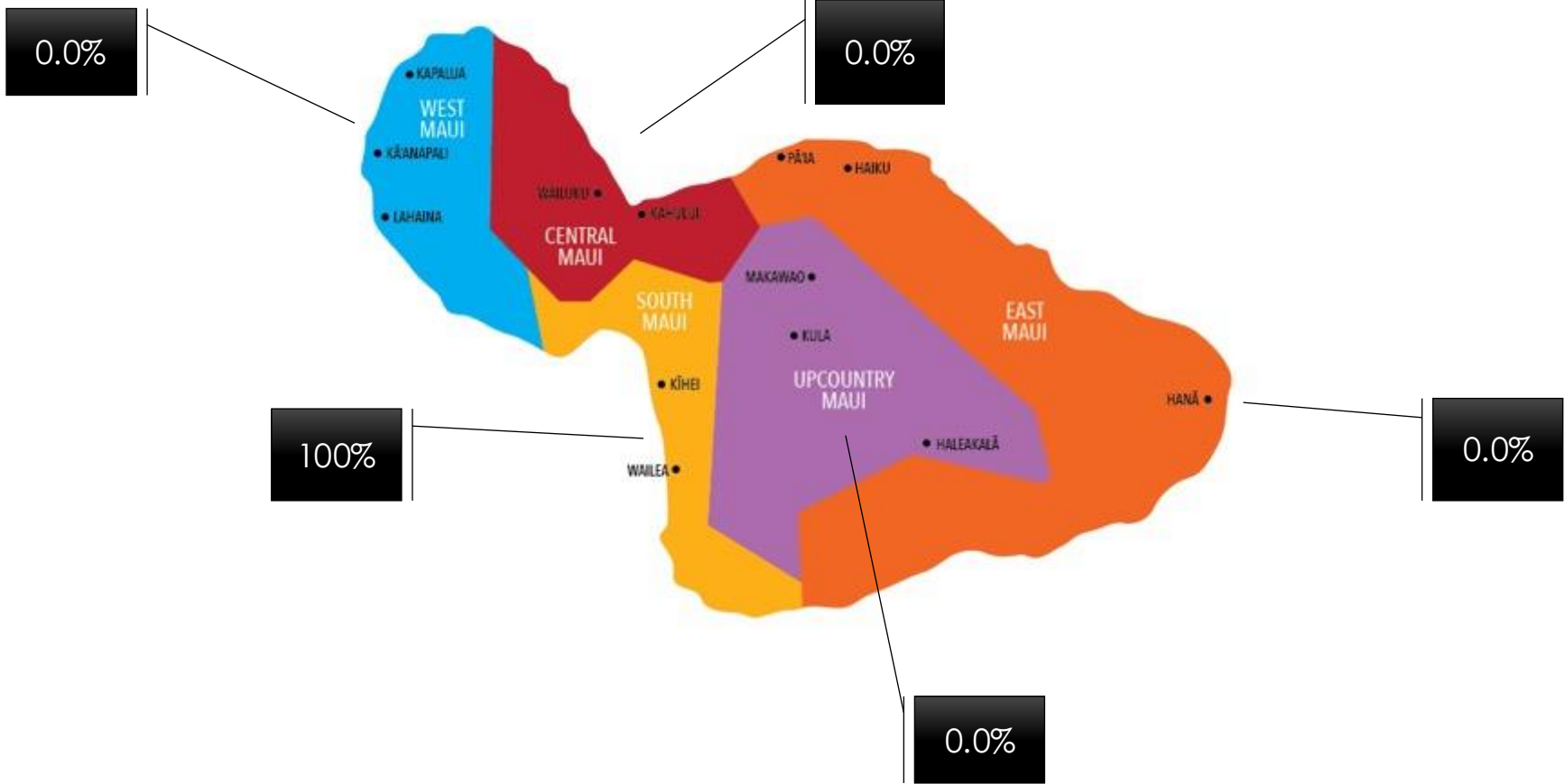
AREAS VISITED - MAUI CANADA



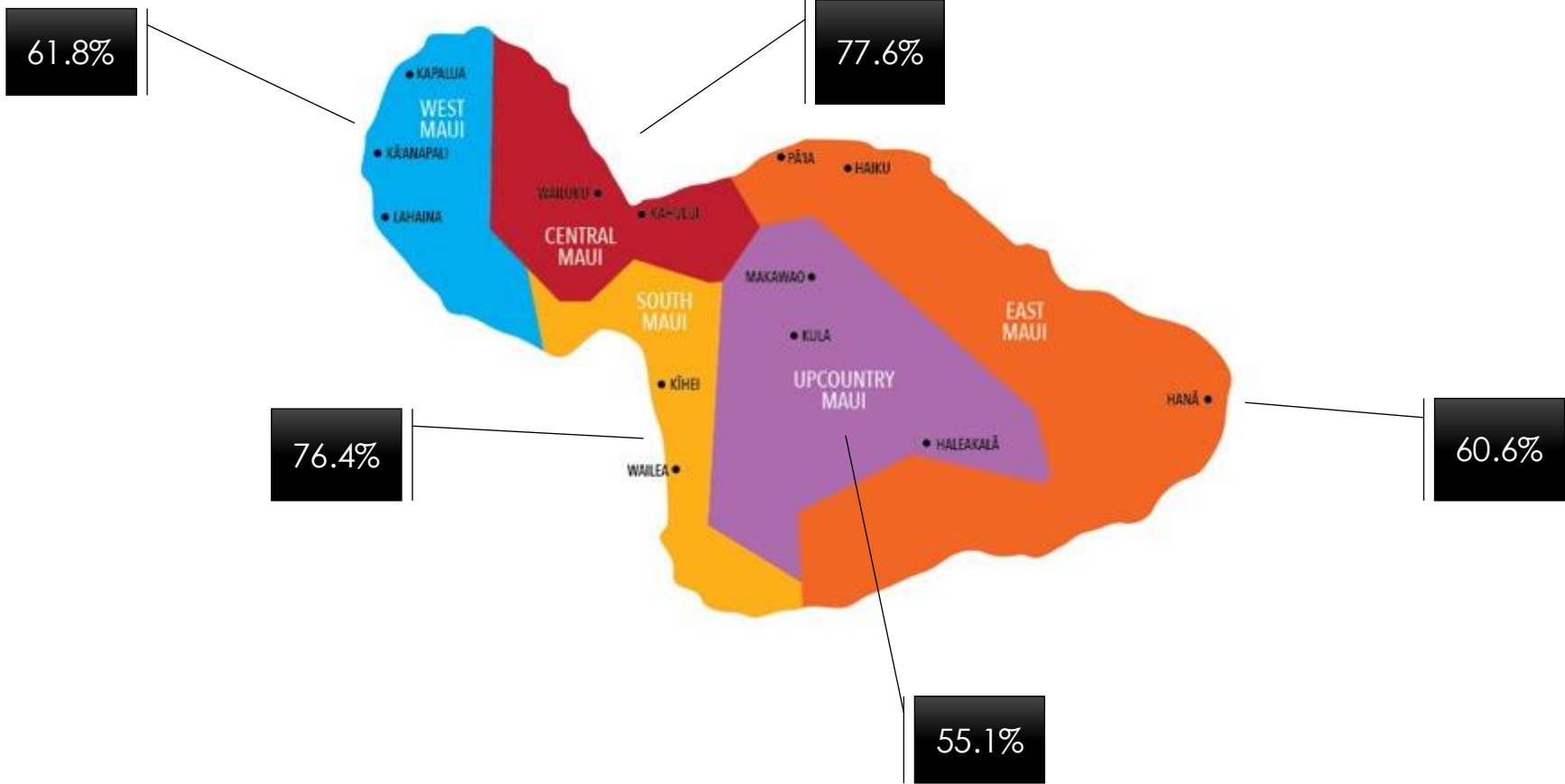
AREAS VISITED - MAUI OCEANIA



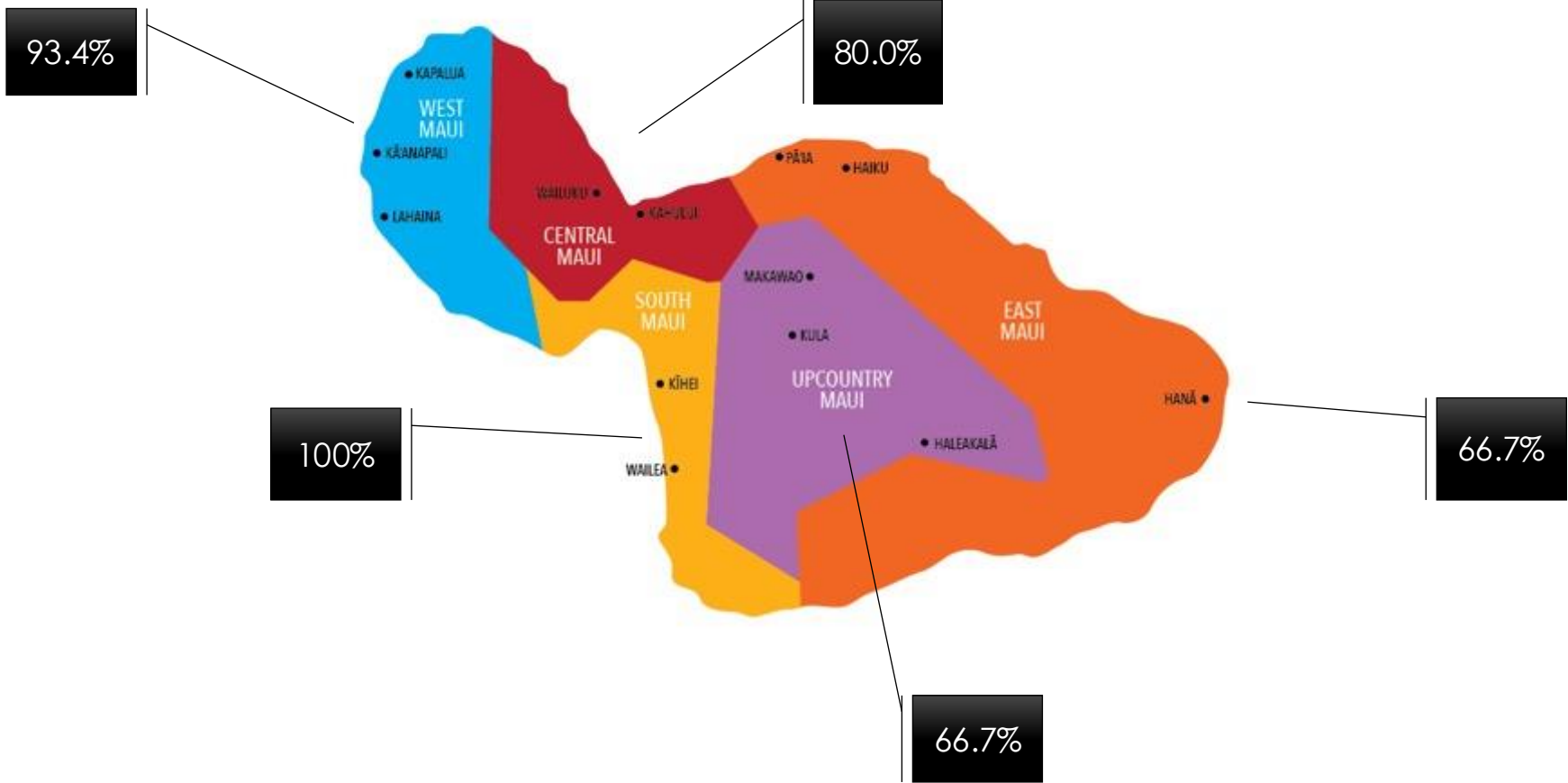
AREAS VISITED - MAUI CHINA



AREAS VISITED - MAUI KOREA



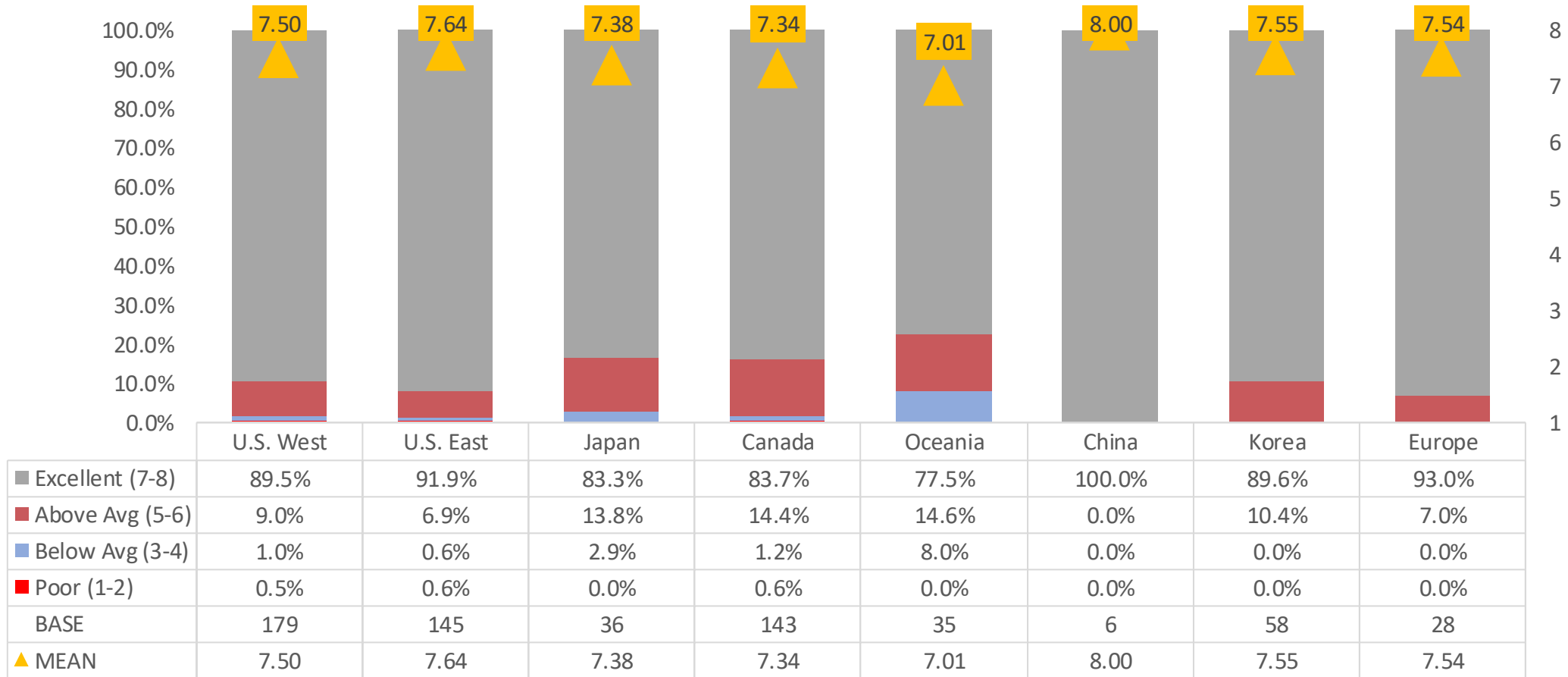
AREAS VISITED - MAUI EUROPE



Section 10 – Island of Hawai‘i

SATISFACTION - ISLAND OF HAWAI‘I

8-pt Rating Scale
8 = Excellent / 1 = Poor

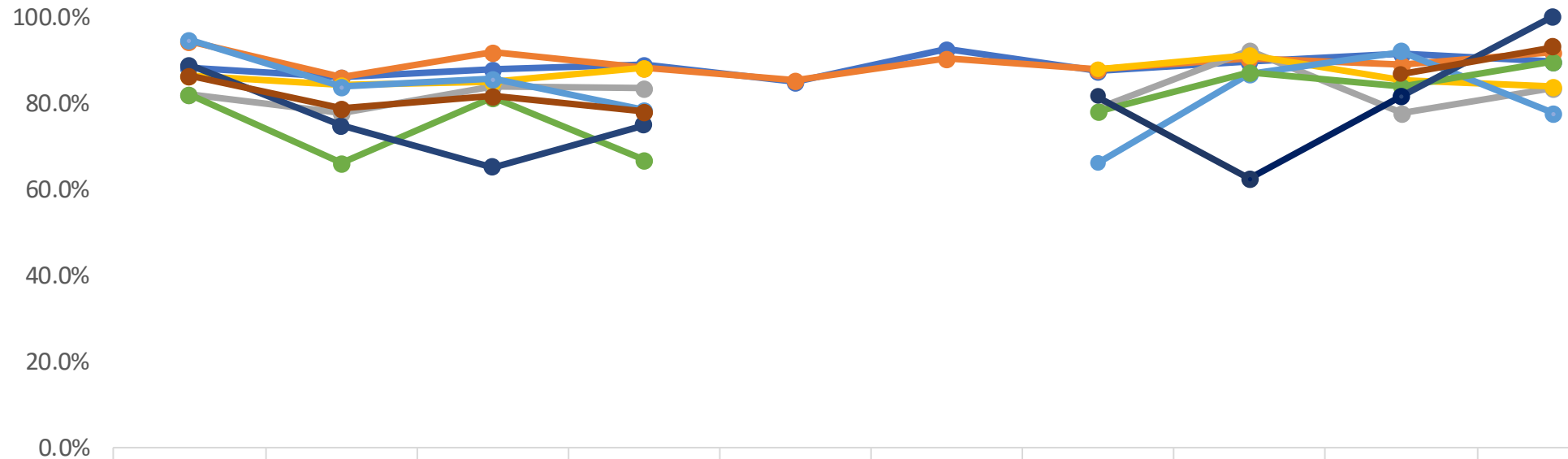


SATISFACTION - ISLAND OF HAWAI'I

- **Gender:** Female visitors from **U.S. West** were more satisfied with their stay on the island of Hawai'i compared to males from this visitor market.
- **Travel party size:** Visitors from **U.S. East** traveling in pairs were statistically the most satisfied with their stay on the island of Hawai'i compared to those traveling alone from this visitor market.

SATISFACTION - ISLAND OF HAWAI‘I

Tracking Data – Rating of “Excellent” (7-8)



	Q4 2016	Q4 2017	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	88.0%	86.1%	87.9%	89.0%	85.0%	92.6%	87.5%	89.6%	91.4%	89.5%
U.S. East	94.5%	86.1%	91.7%	88.0%	85.1%	90.5%	87.8%	90.3%	88.8%	91.9%
Japan	81.9%	77.6%	83.9%	83.6%			78.7%	92.0%	77.5%	83.3%
Canada	86.2%	84.2%	84.9%	88.1%			87.7%	90.9%	85.1%	83.7%
Oceania	94.8%	83.8%	85.7%	78.5%			65.9%	86.7%	91.8%	77.5%
Korea	81.9%	65.9%	81.2%	66.7%			78.0%	87.0%	83.7%	89.6%
China	88.8%	74.6%	65.0%	74.9%			81.3%	62.3%	81.5%	100.0%
Europe	86.5%	78.8%	81.8%	78.0%					86.7%	93.0%

P= Preliminary Data

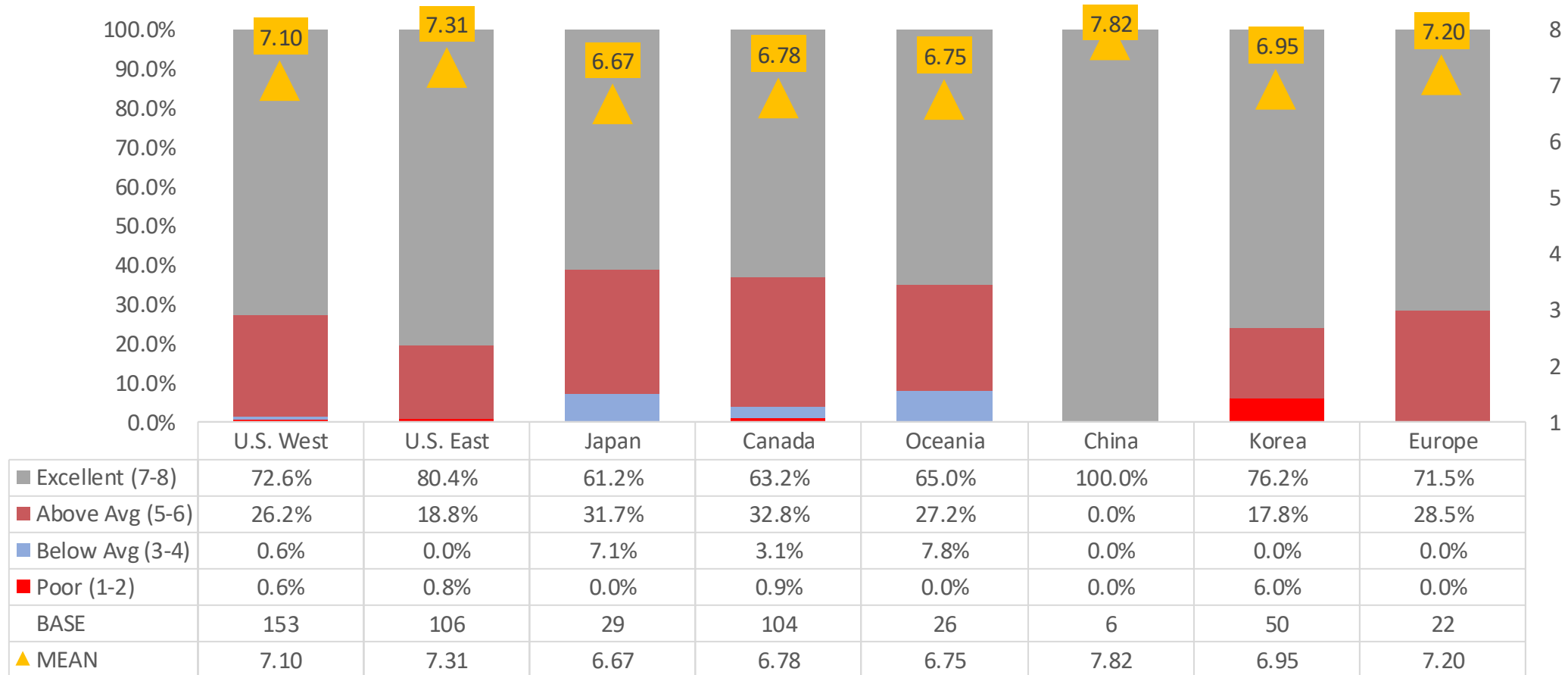
Q. How would you rate your most recent trip to the state of Hawai‘i? How would you rate your experience on___?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



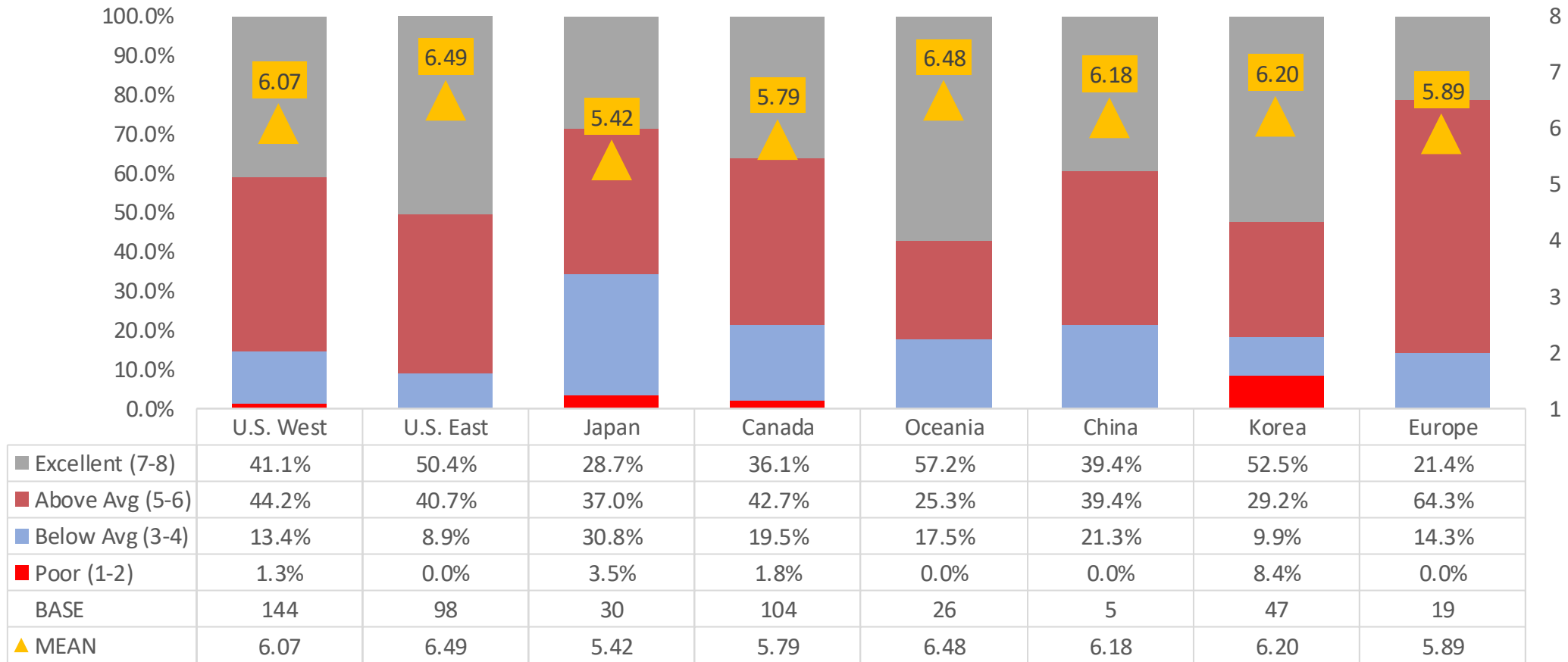
ENTERTAINMENT/ ATTRACTIONS - ISLAND OF HAWAI'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



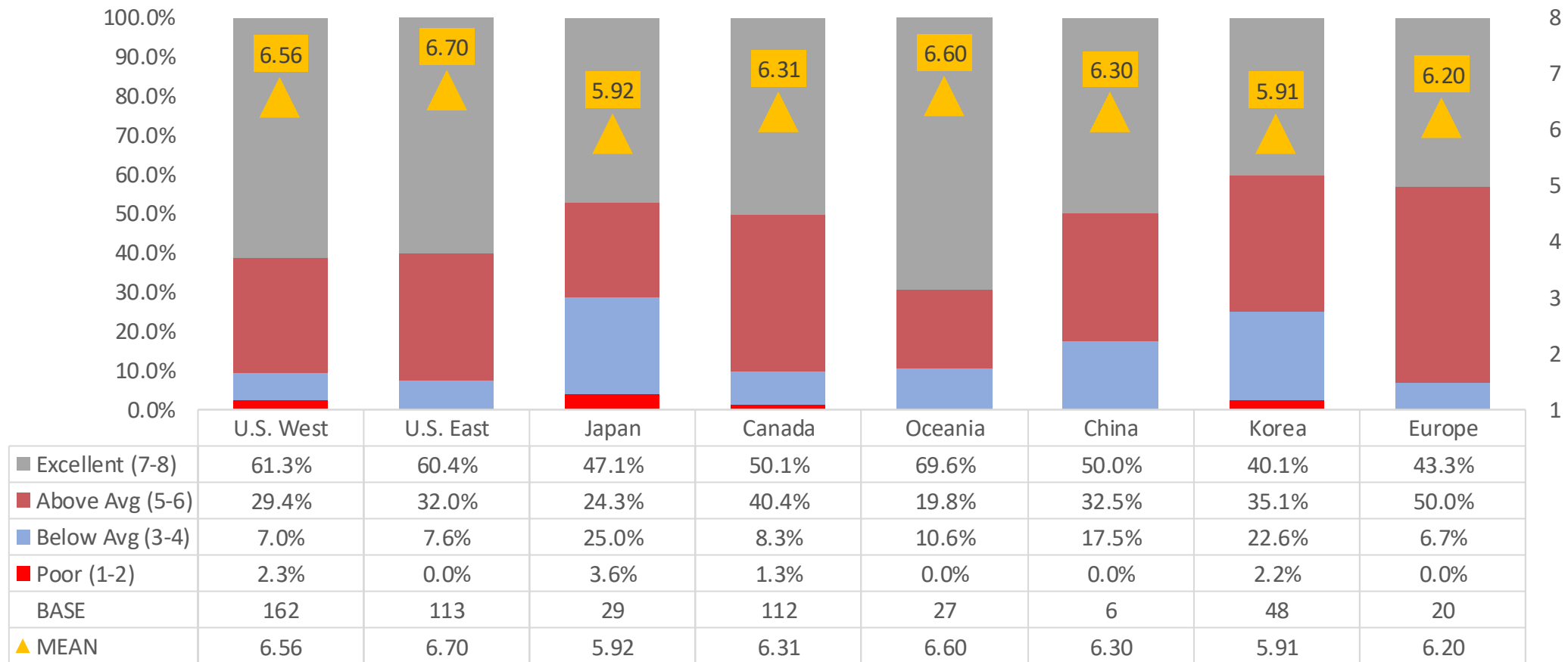
SHOPPING - ISLAND OF HAWAI‘I

8-pt Rating Scale
8 = Excellent / 1 = Poor



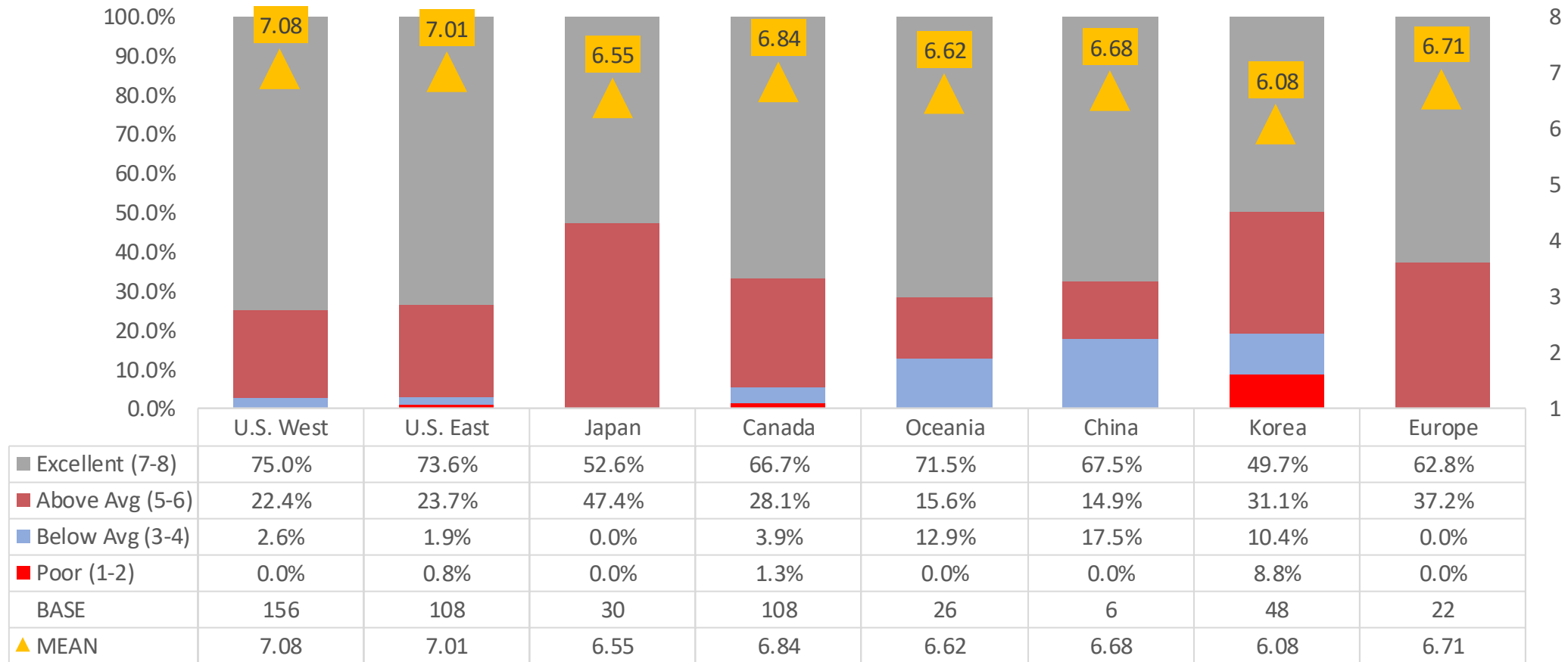
DINING/ FOOD & BEVERAGE - ISLAND OF HAWAI'I

8-pt Rating Scale
8=Excellent / 1=Poor



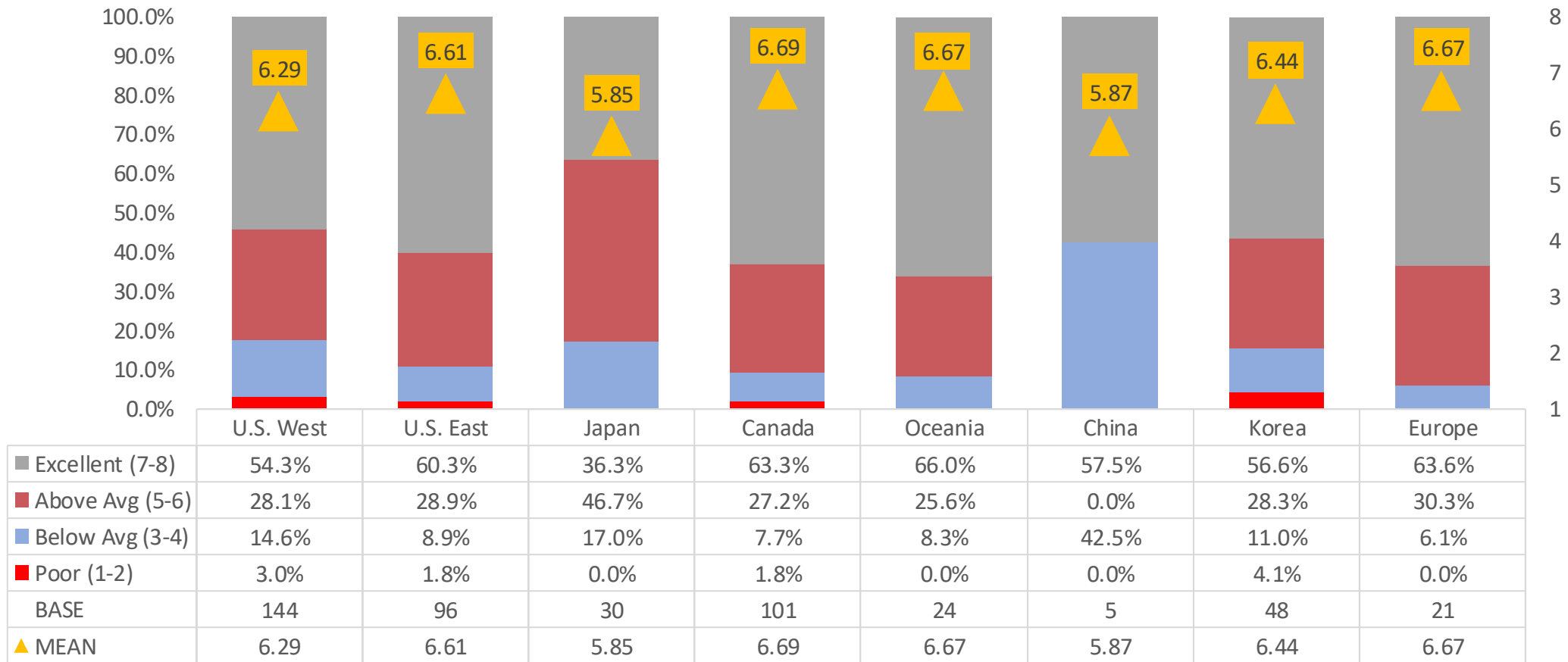
LODGING/ ACCOMMODATIONS - ISLAND OF HAWAI'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



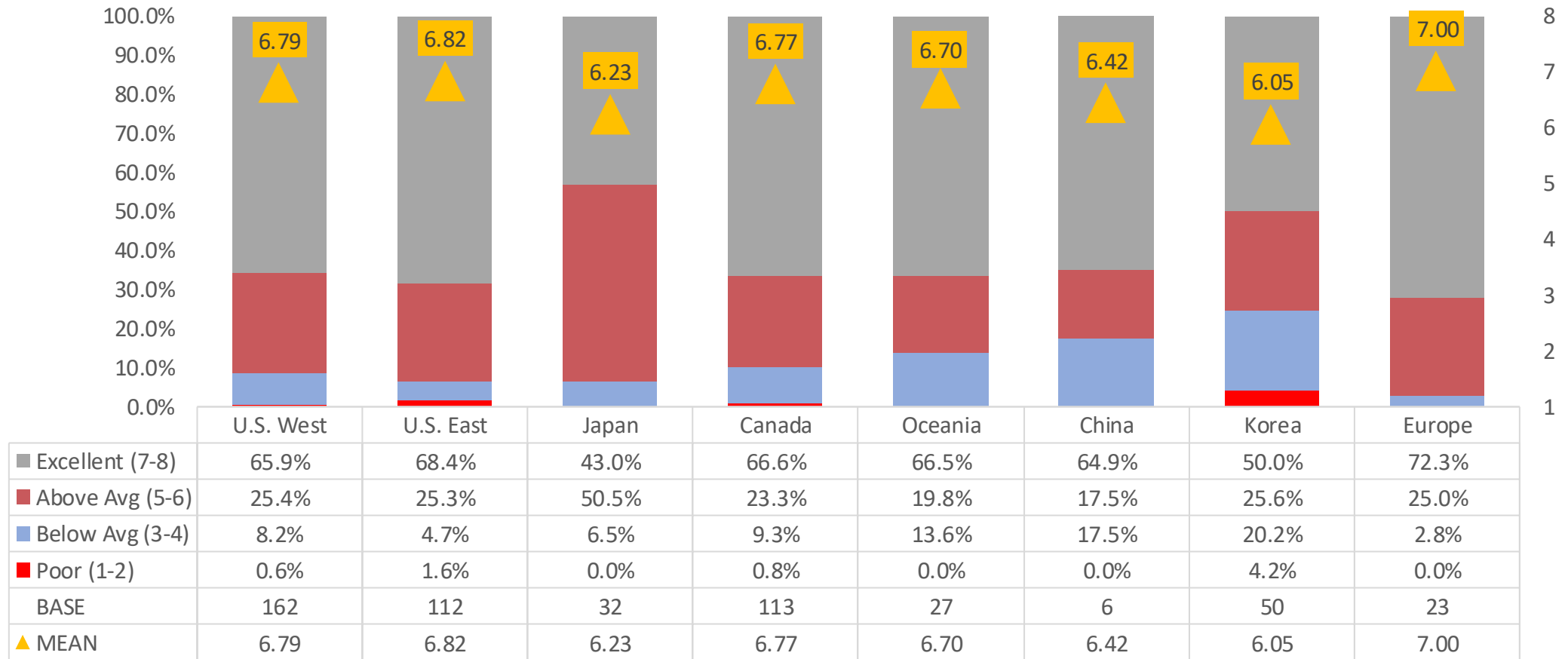
TRANSPORTATION ON ISLAND - ISLAND OF HAWAI'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



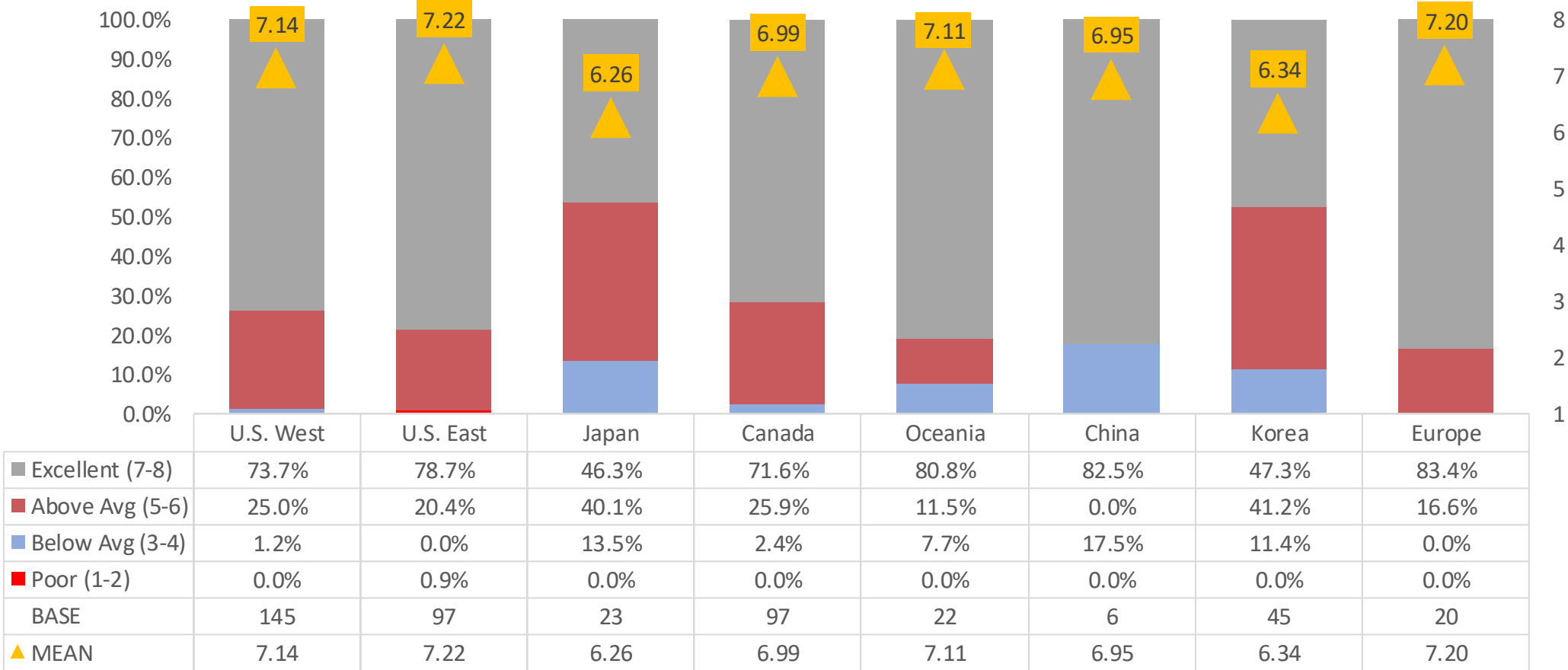
AIRPORT - ISLAND OF HAWAI'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



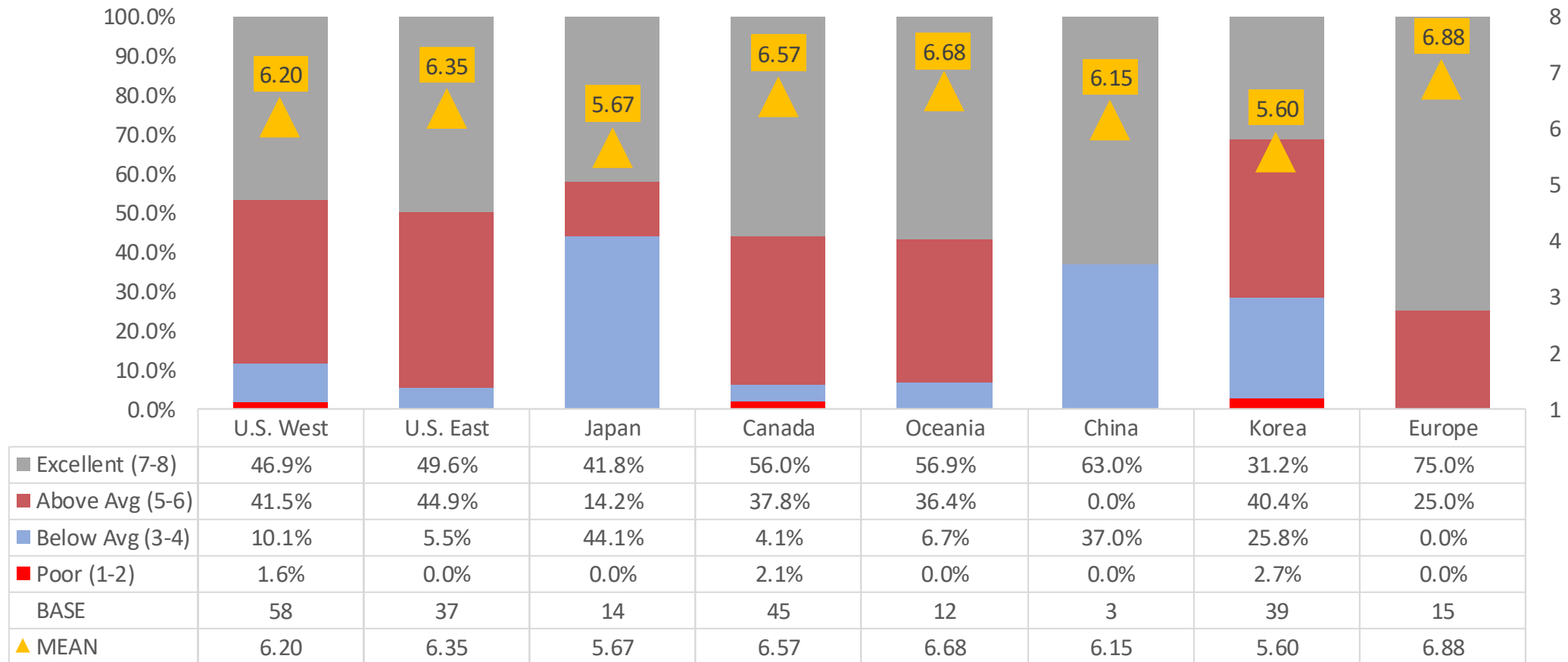
CULTURAL EXPERIENCES ON ISLAND - ISLAND OF HAWAI'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



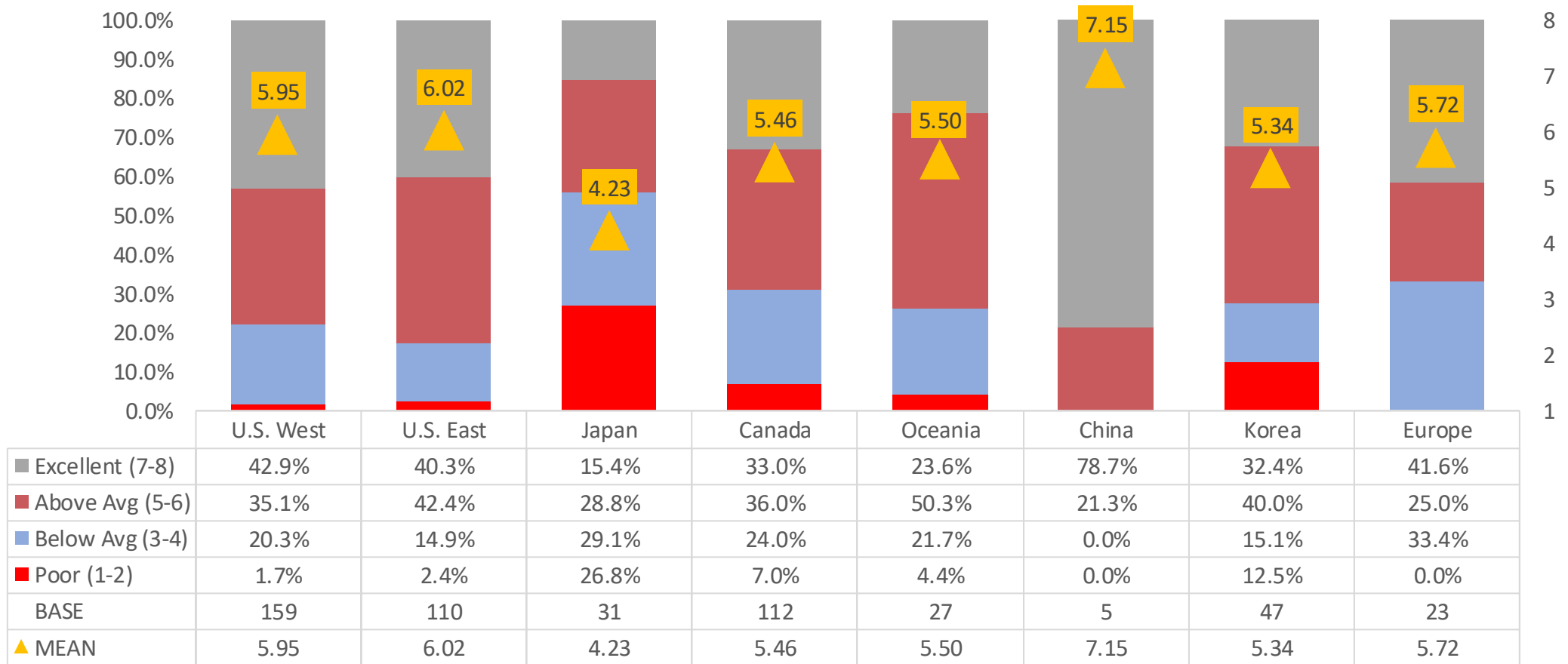
VOLUNTEER EXPERIENCES ON ISLAND - ISLAND OF HAWAI'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



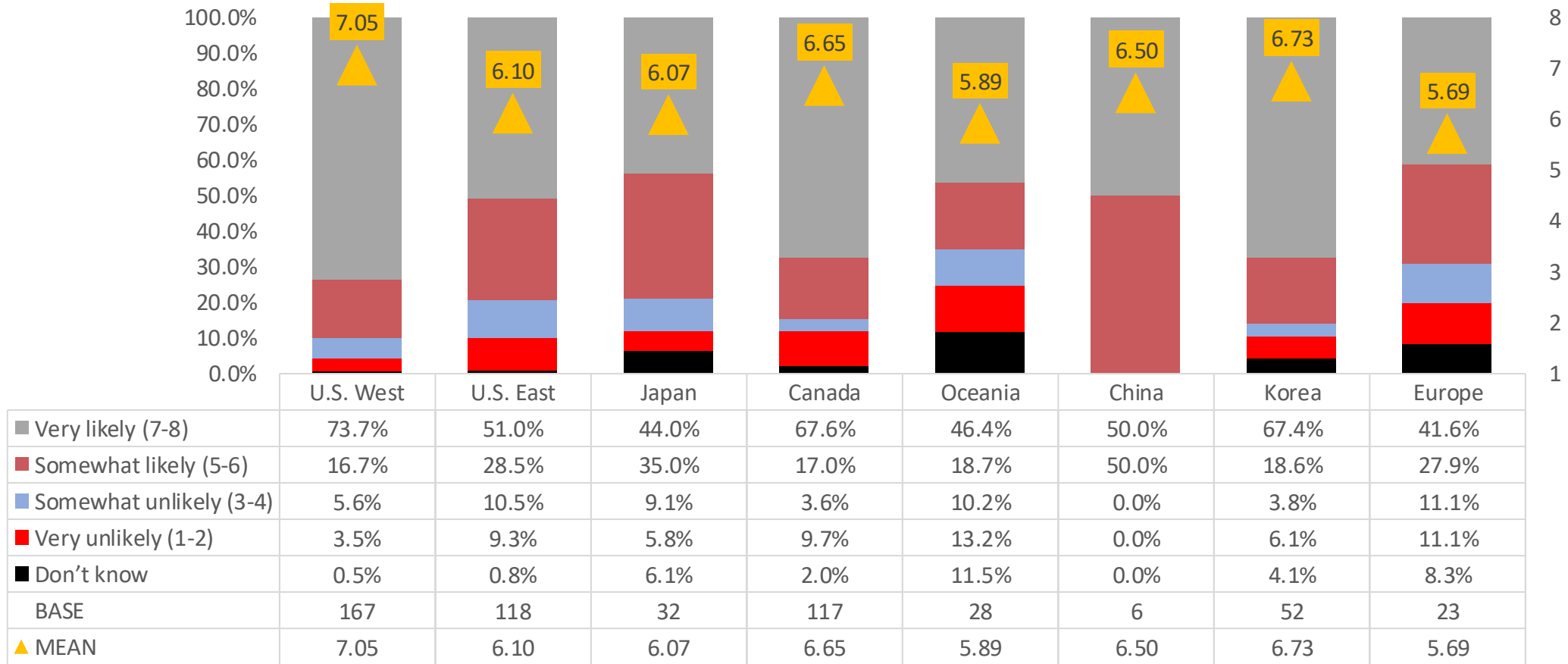
VALUE FOR THE MONEY ON ISLAND - ISLAND OF HAWAI'I

8-pt Rating Scale
8 = Excellent / 1 = Poor



LIKELIHOOD OF RETURN VISIT - ISLAND OF HAWAI'I

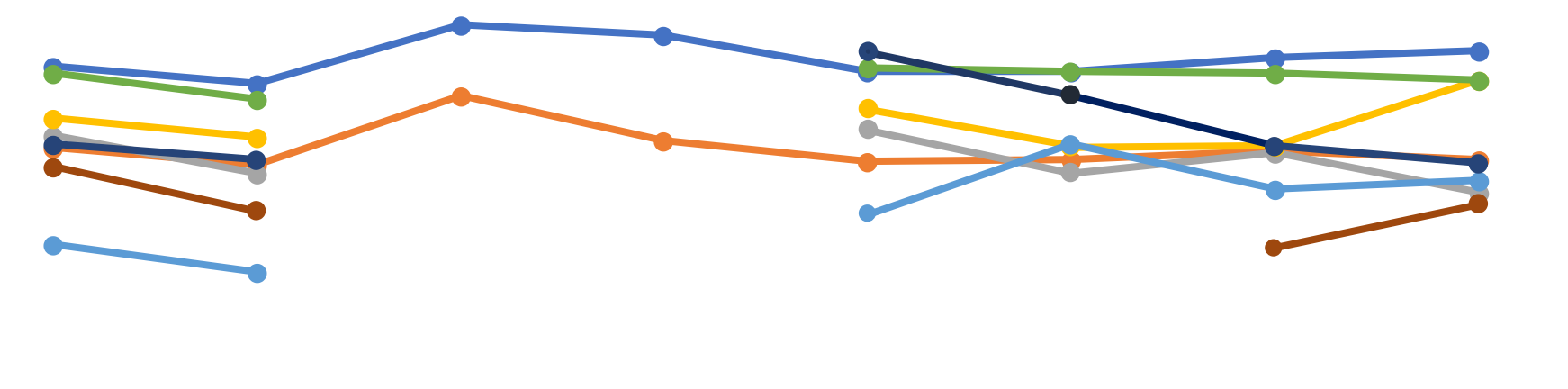
8-pt Rating Scale
8=Very likely/ 1=Very unlikely



LIKELIHOOD OF RETURN VISIT - ISLAND OF HAWAI'I

TOP BOX - VERY LIKELY (7-8)

100.0%
80.0%
60.0%
40.0%
20.0%
0.0%



	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025 P
U.S. West	70.4%	66.9%	79.0%	77.1%	69.2%	69.2%	72.2%	73.7%
U.S. East	53.4%	49.9%	64.4%	54.7%	50.5%	51.0%	52.8%	51.0%
Japan	56.0%	47.8%			57.1%	48.1%	52.4%	44.0%
Canada	59.6%	55.7%			61.4%	53.6%	53.9%	67.6%
Oceania	33.2%	27.1%			39.4%	54.0%	44.7%	46.4%
Korea	69.1%	63.7%			69.9%	69.2%	68.9%	67.4%
China	54.1%	50.7%			73.4%	64.4%	53.6%	50.0%
Europe	49.3%	40.1%					32.2%	41.6%

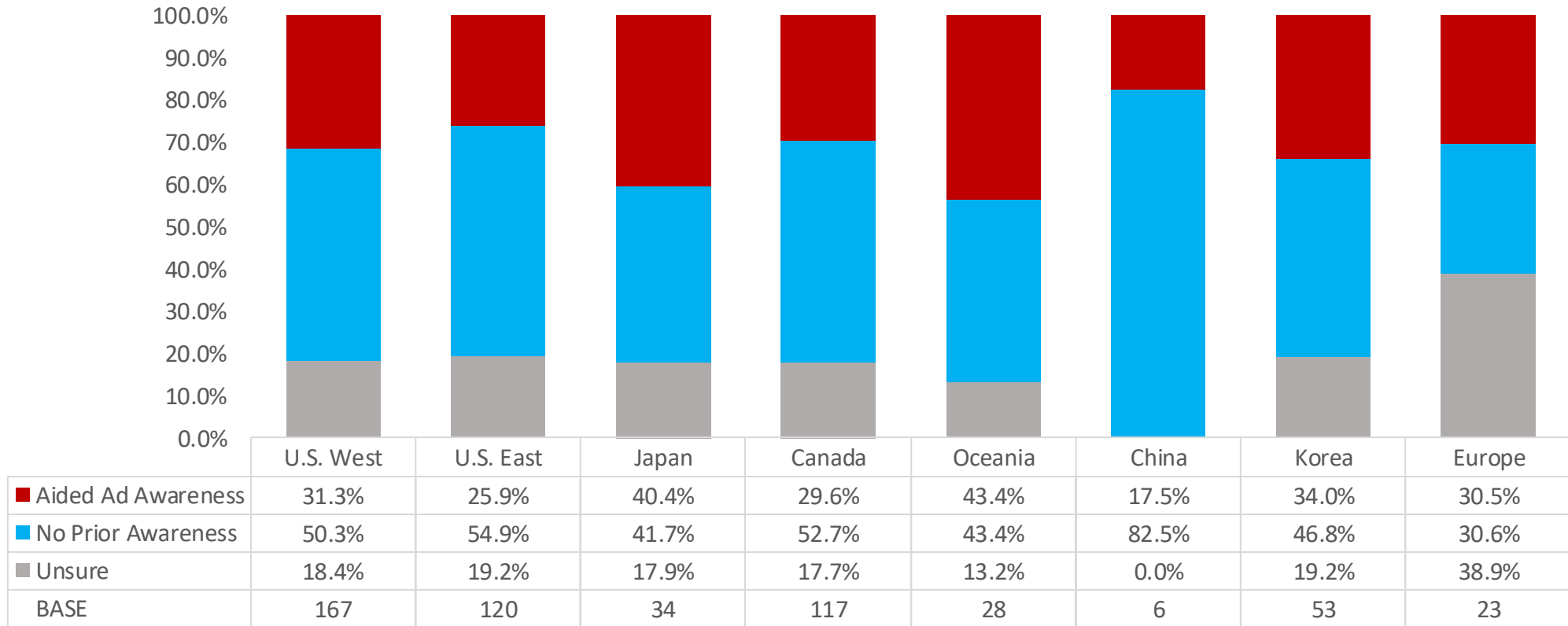
P= Preliminary Data

Q. How likely are you to visit the island of Hawai'i again in the next five years?

Note: Due to impact of the pandemic, there were too few travelers from Japan, Canada, Oceania, Korea, and China in 2020 and 2021 to provide an adequate sample size of visitors. For Europe, the pandemic resulted in too few travelers in the second half of 2020. Visitors from Europe were not surveyed in 2021 through 2023.



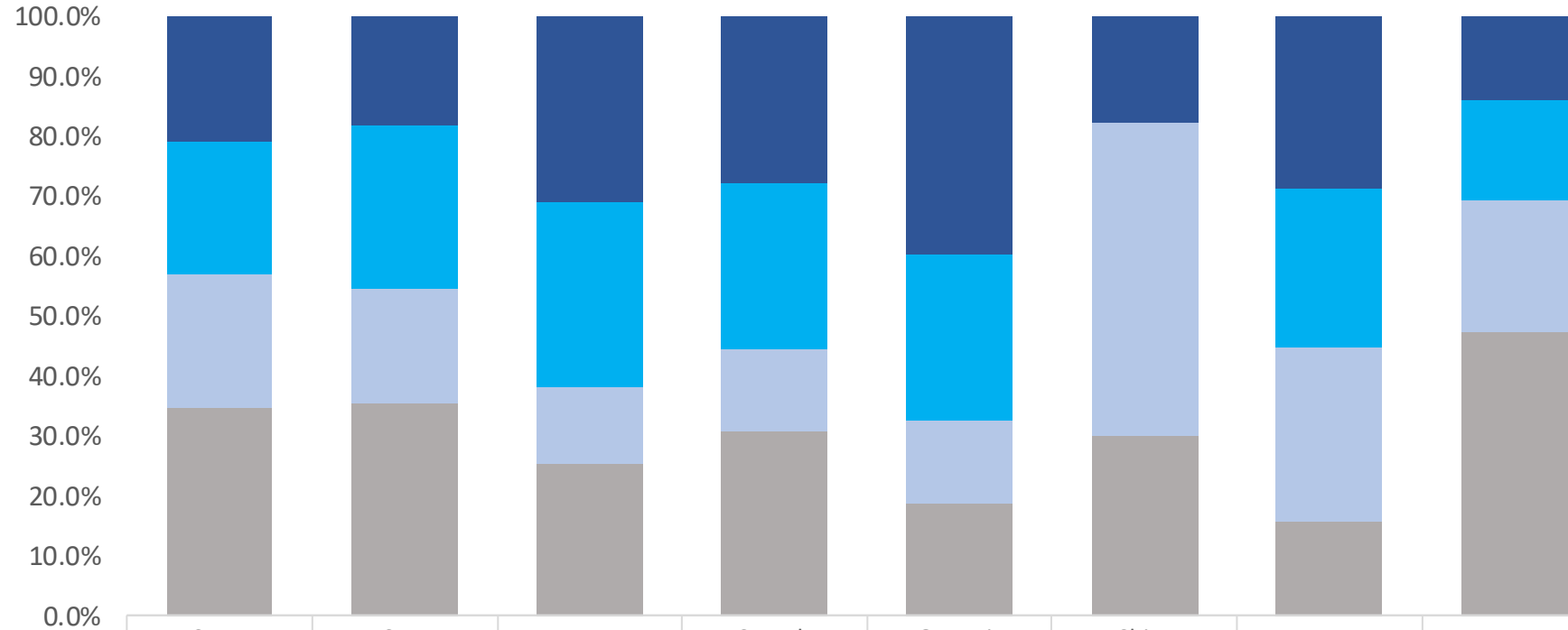
AIDED ADVERTISING AWARENESS - ISLAND OF HAWAI'I



MOTIVATING FACTORS - ISLAND OF HAWAI‘I

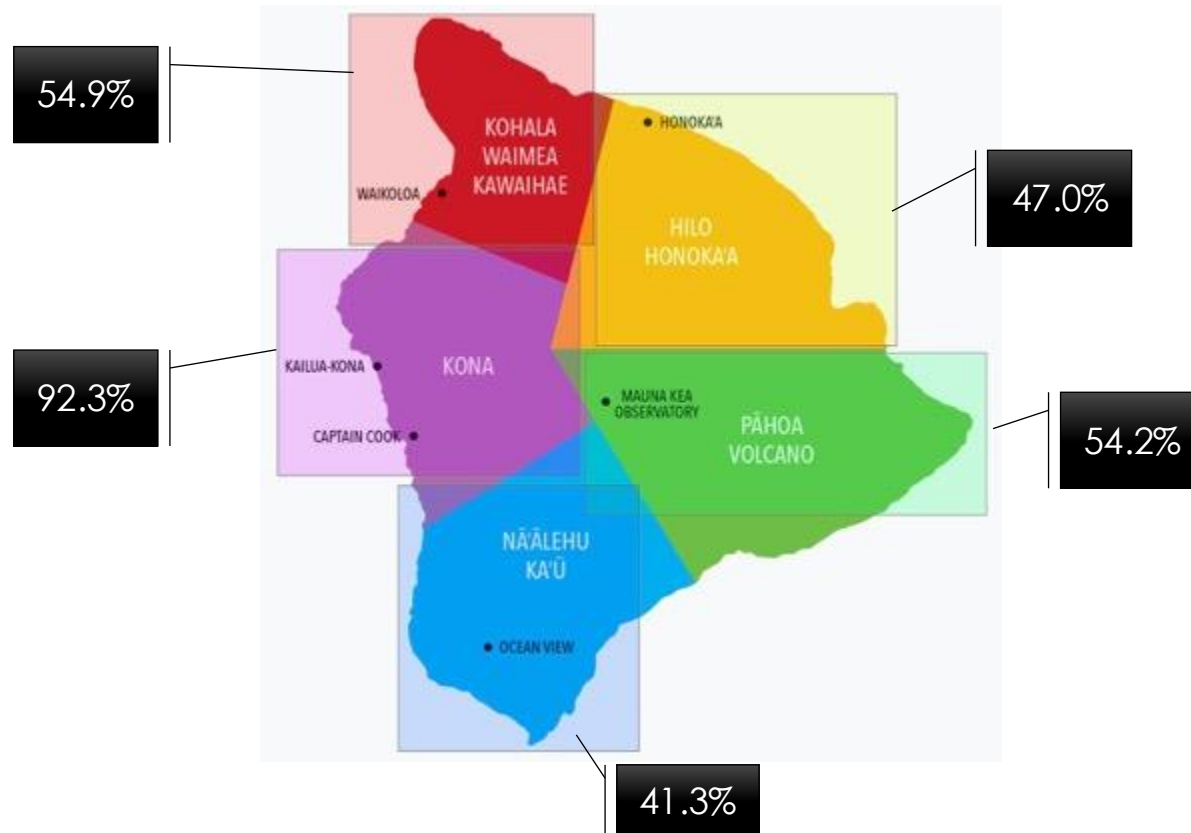
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Television programs or movies filmed in Hawai‘i	8.9%	12.0%	15.2%	17.6%	19.9%	17.5%	9.7%	22.2%
Hawaiian music	16.3%	9.2%	8.8%	12.2%	11.5%	0.0%	0.0%	22.2%
Social media posts and videos	10.2%	10.7%	17.6%	15.5%	25.9%	17.5%	24.6%	41.7%
Outdoor or sporting activities and events	11.2%	17.6%	20.4%	20.0%	14.5%	0.0%	24.0%	41.7%
Hawaiian cultural experiences and Hawaiian cultural events	22.4%	19.9%	6.1%	23.3%	21.7%	0.0%	9.1%	19.4%
Famous landmarks or imagery/ natural beauty (beaches, mountains, etc.)	46.5%	54.8%	58.7%	48.6%	34.4%	82.5%	57.2%	52.8%
Attend a festival or other event	3.8%	5.1%	3.0%	5.9%	0.0%	0.0%	5.7%	13.9%
BASE	167	116	34	116	28	6	53	23

TRAVEL ON ISLAND OF HAWAI'I

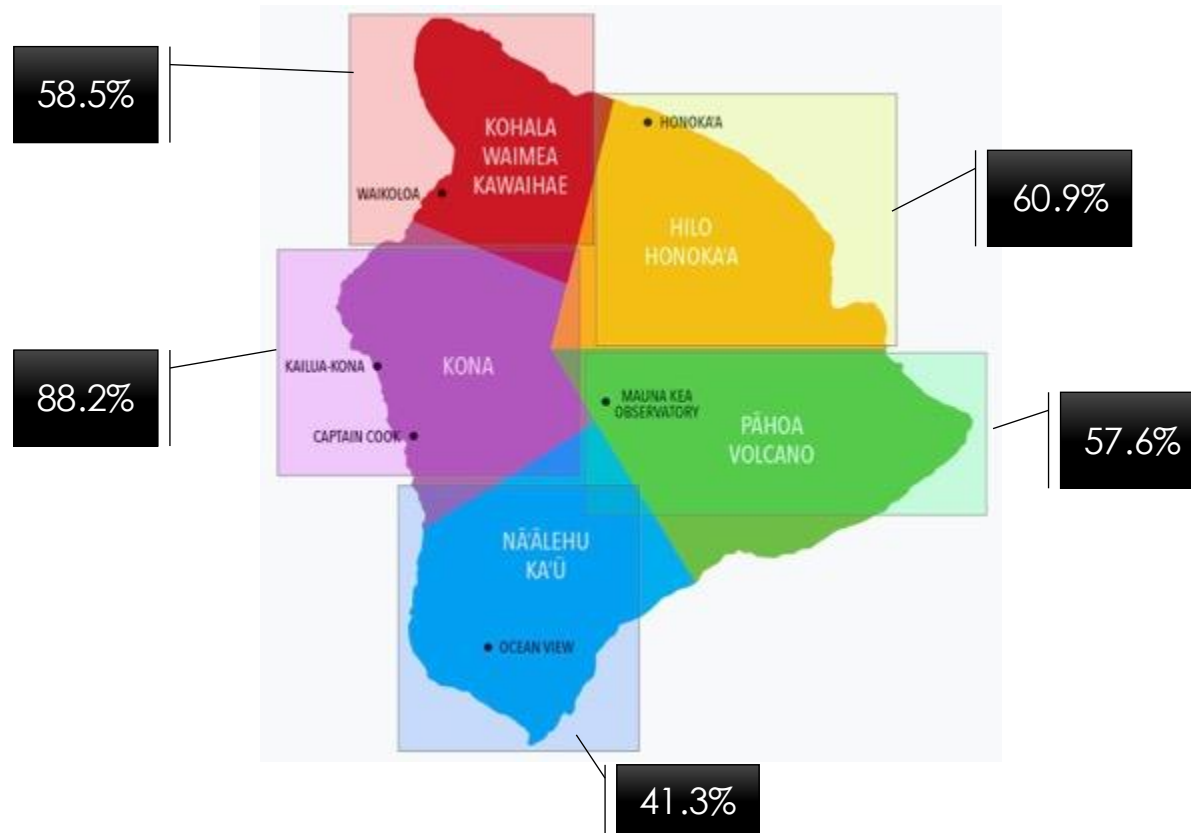


	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Short drive from accommodation	21.0%	18.4%	31.1%	27.8%	39.8%	17.5%	28.5%	13.8%
Traveled 1 hour or less one-way to reach activities	22.0%	27.0%	30.7%	27.6%	27.6%	0.0%	26.7%	16.7%
Traveled more than 1 hour one-way to reach activities	22.3%	19.2%	13.0%	13.7%	14.1%	52.6%	28.8%	22.2%
Traveled to the other side of the island	34.7%	35.4%	25.3%	30.9%	18.6%	29.9%	15.9%	47.2%
BASE	162	109	32	111	26	6	49	23

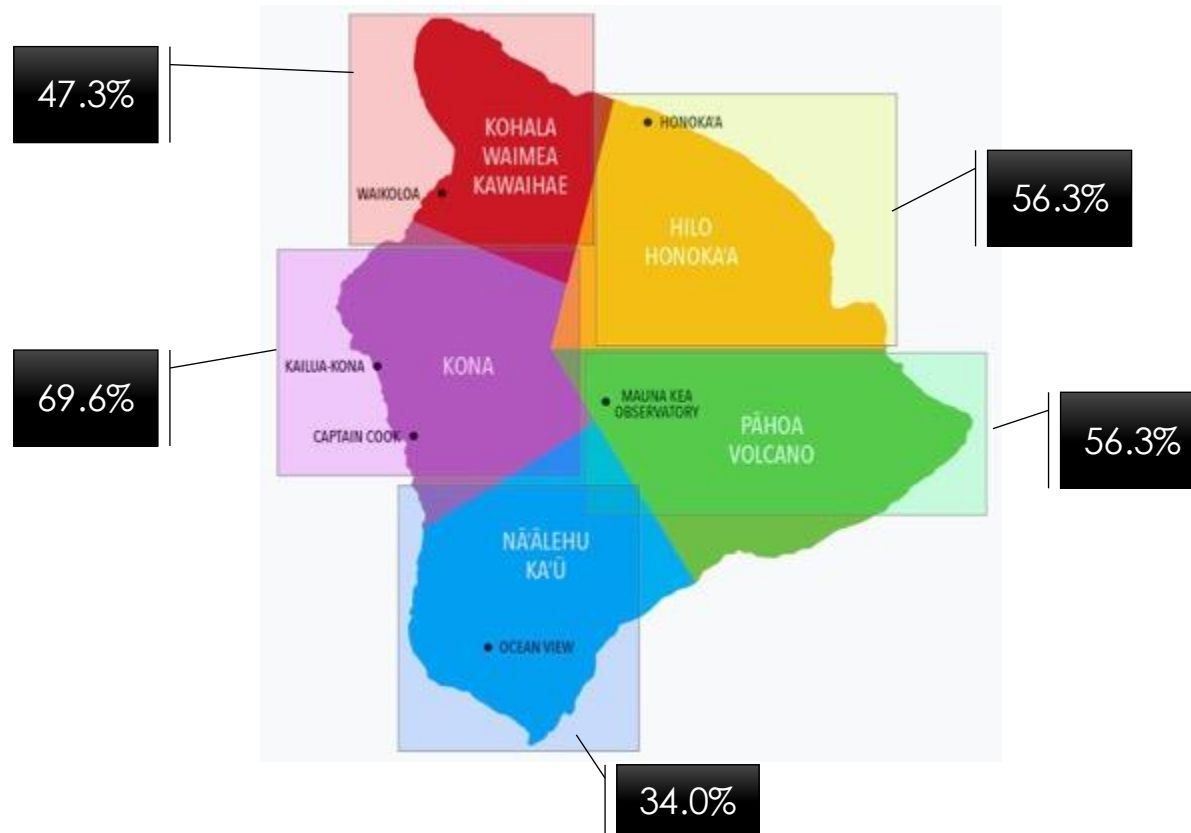
AREAS VISITED - ISLAND OF HAWAI'I U.S. WEST



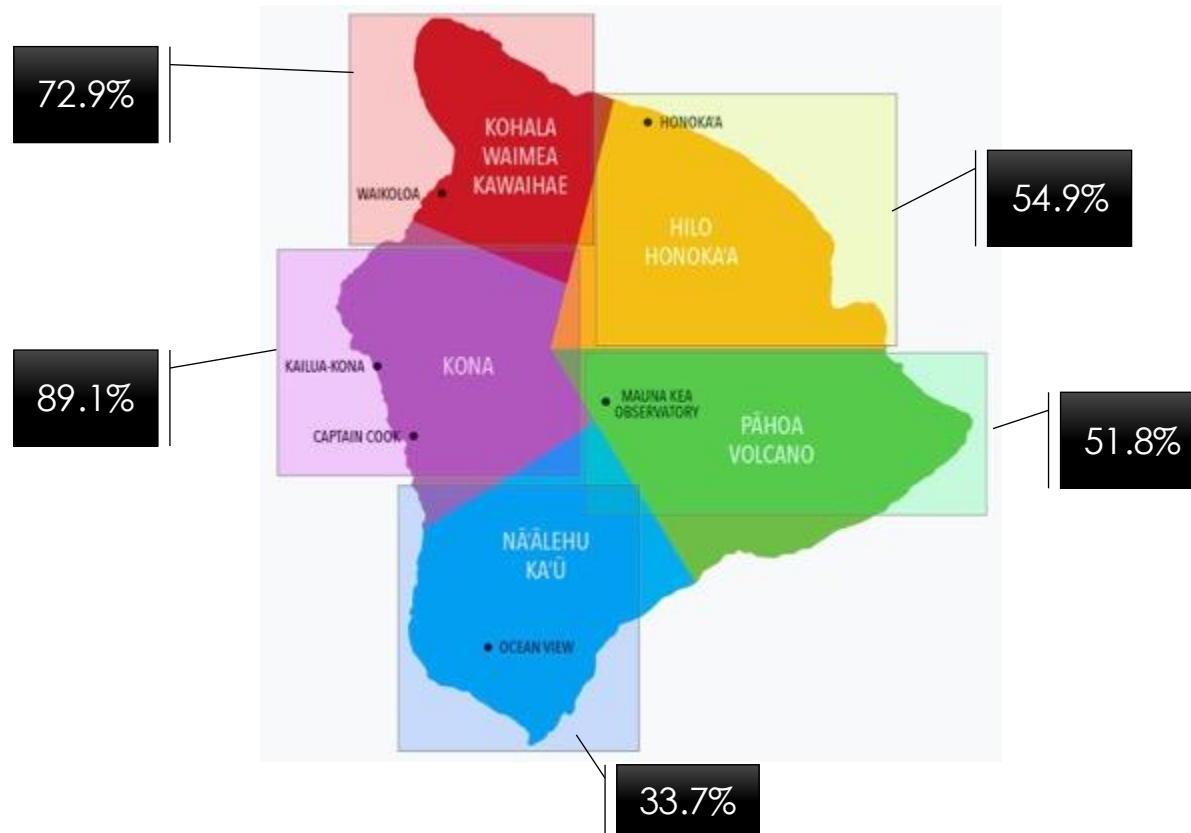
AREAS VISITED - ISLAND OF HAWAI'I U.S. EAST



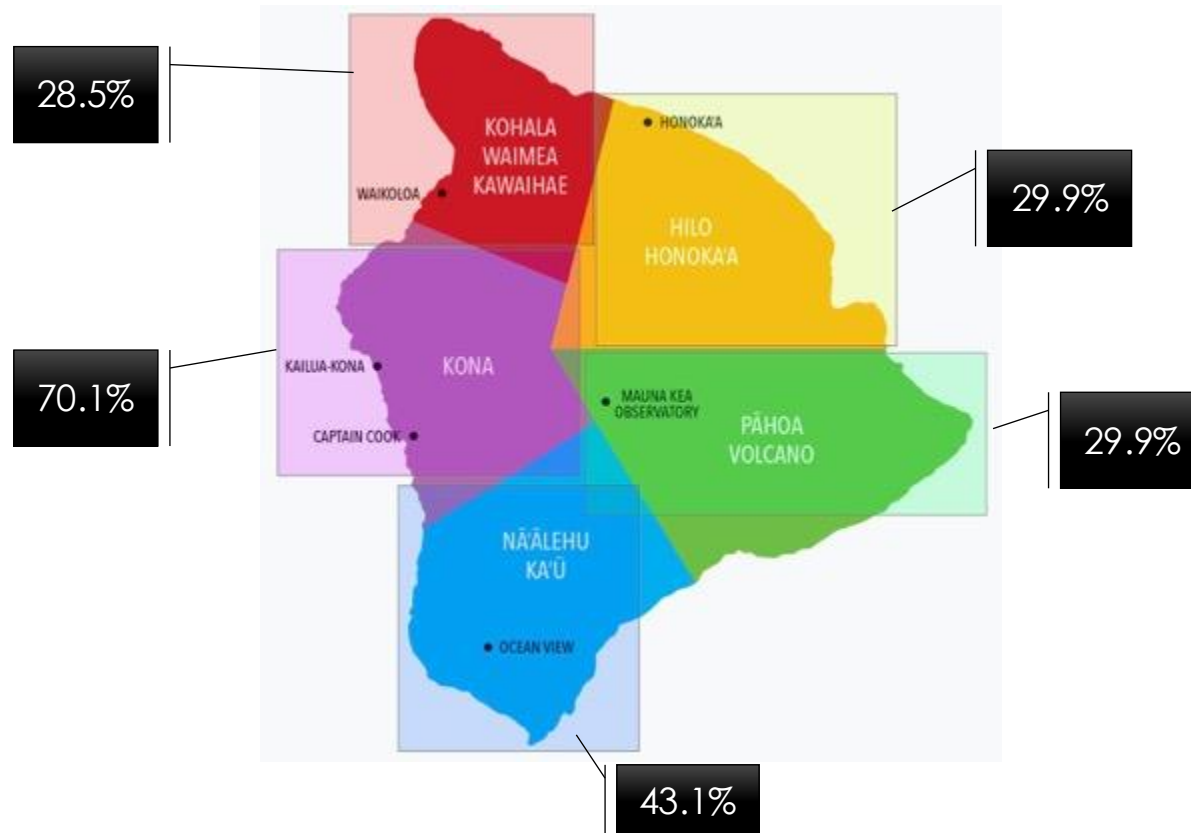
AREAS VISITED - ISLAND OF HAWAI'I JAPAN



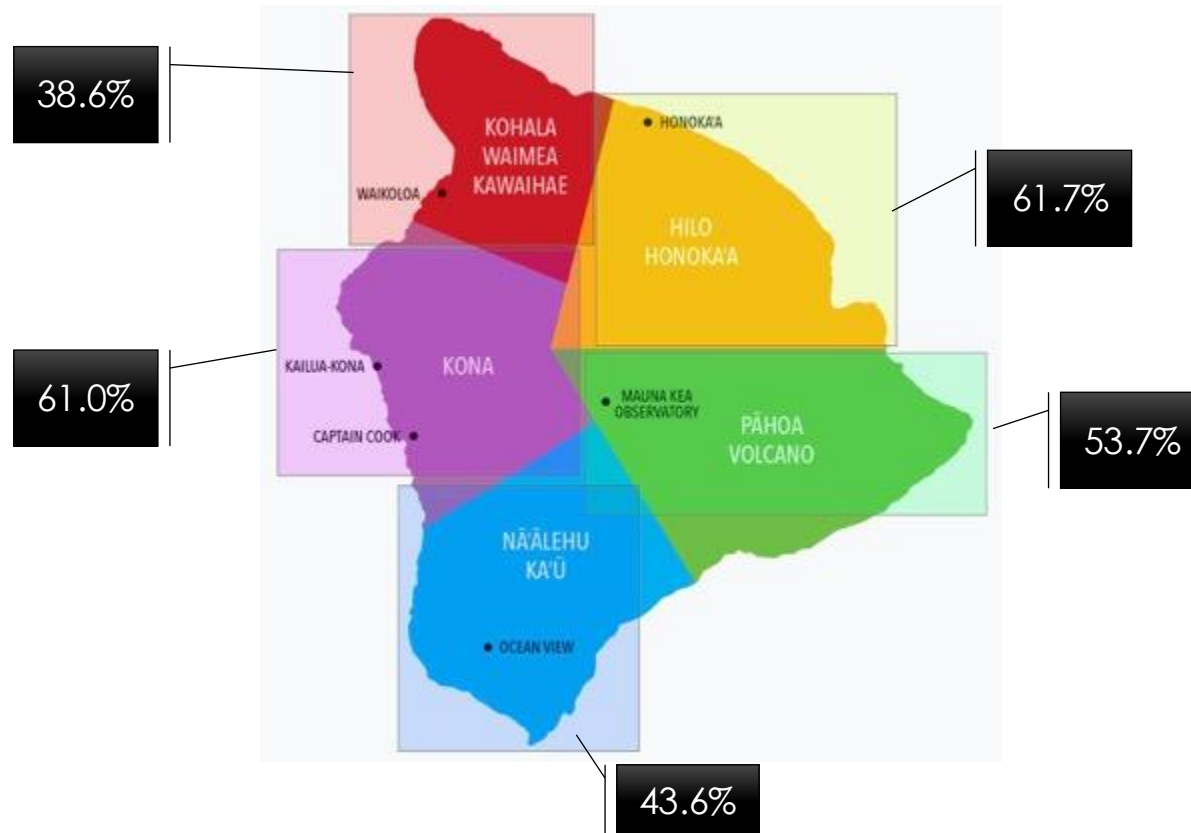
AREAS VISITED - ISLAND OF HAWAI'I CANADA



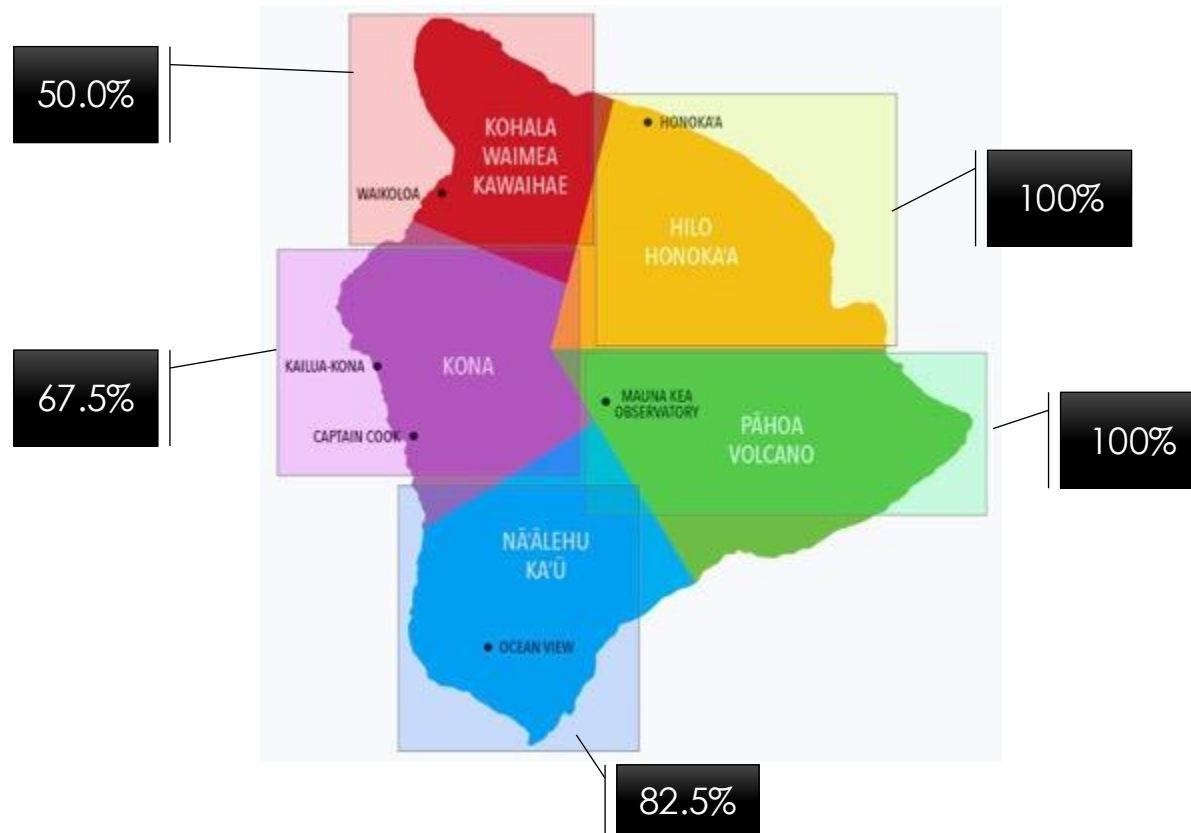
AREAS VISITED - ISLAND OF HAWAI'I OCEANIA



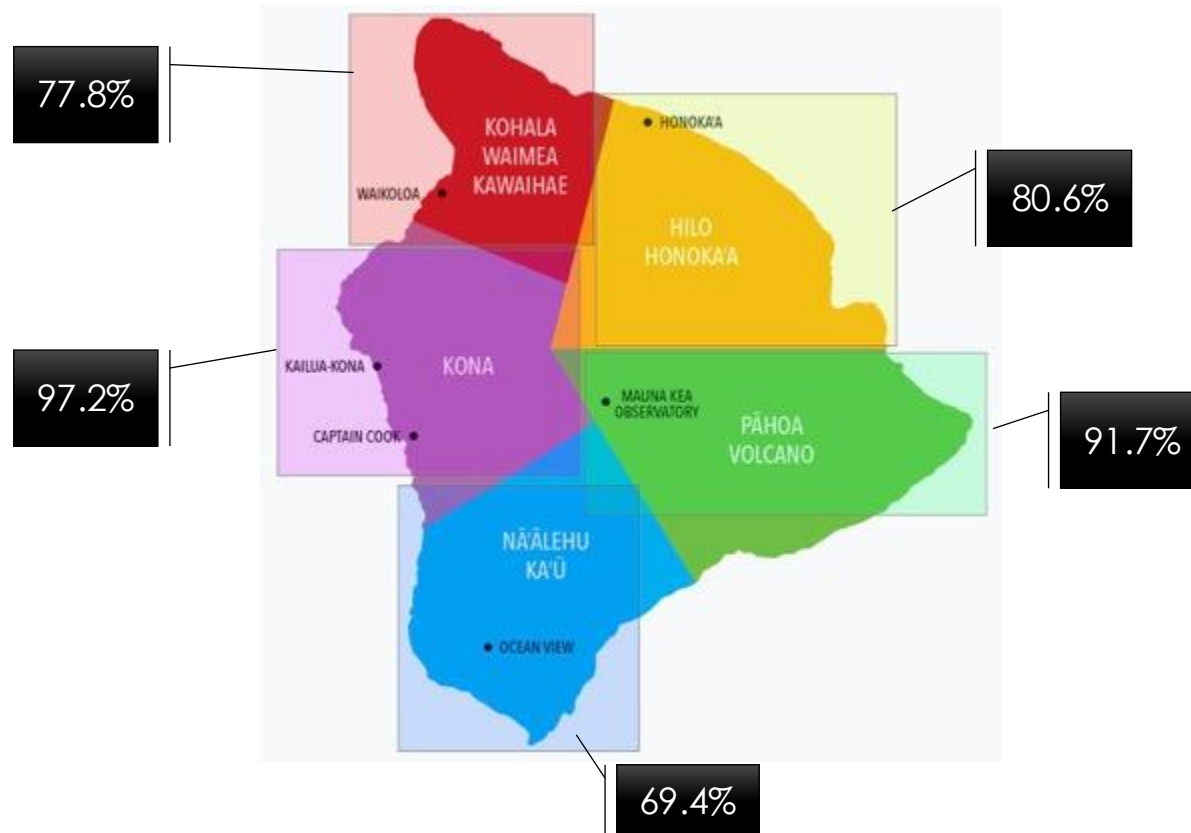
AREAS VISITED - ISLAND OF HAWAI'I KOREA



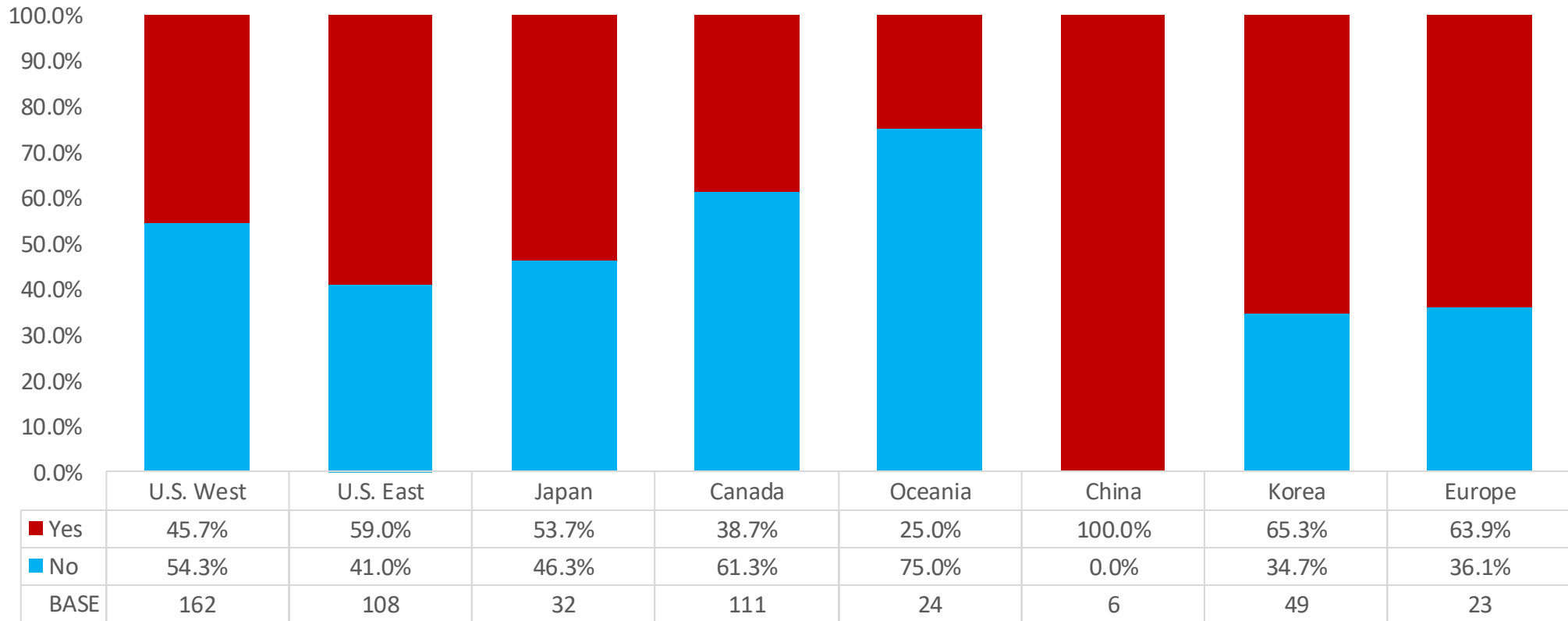
AREAS VISITED - ISLAND OF HAWAI'I CHINA



AREAS VISITED - ISLAND OF HAWAI'I EUROPE

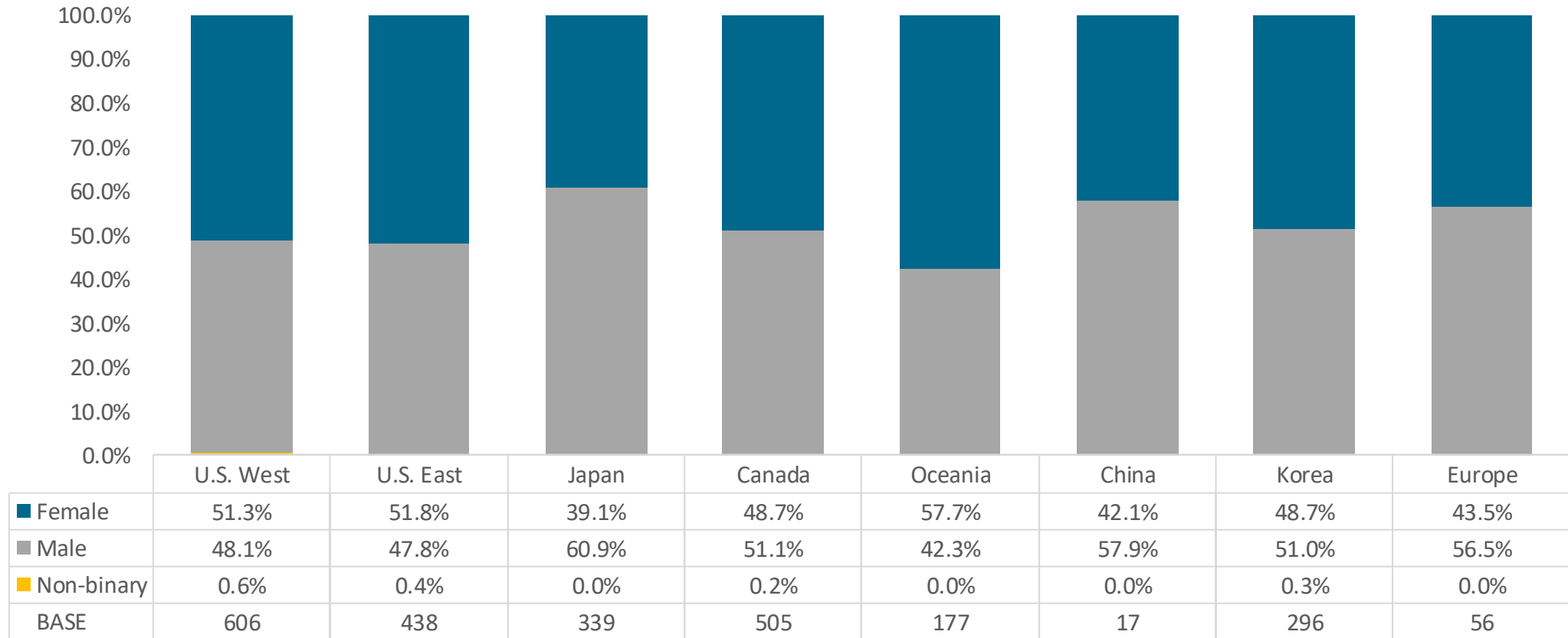


VOLCANIC ERUPTION MOTIVATOR - ISLAND OF HAWAI'I

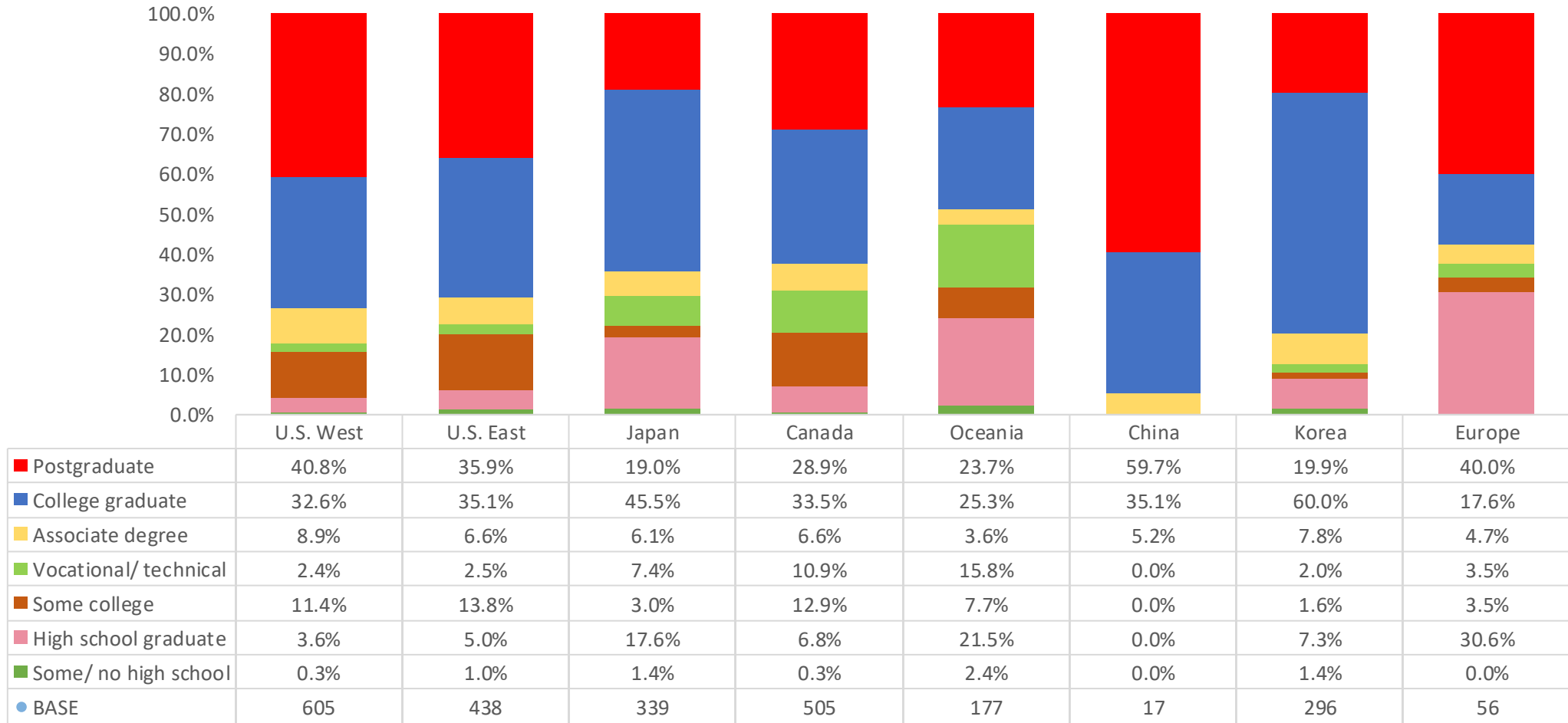


Section 11 – Visitor Profile

VISITOR PROFILE - GENDER



VISITOR PROFILE - EDUCATION



VISITOR PROFILE - HOUSEHOLD INCOME (US\$)

	U.S. West	U.S. East	Canada	Oceania	Europe
< \$40,000	3.2%	4.4%	3.9%	12.3%	9.4%
\$40,000 to \$59,999	4.1%	7.7%	4.0%	7.0%	8.2%
\$60,000 to \$79,999	5.4%	6.2%	12.3%	4.1%	28.3%
\$80,000 to \$99,999	6.0%	9.8%	12.6%	10.1%	4.7%
\$100,000 to \$124,999	11.9%	12.8%	15.1%	12.6%	16.5%
\$125,000 to \$149,999	9.8%	10.9%	11.6%	9.7%	12.9%
\$150,000 to \$174,999	9.0%	9.5%	7.9%	9.5%	4.7%
\$175,000 to \$199,999	8.8%	9.8%	4.9%	9.9%	4.7%
\$200,000 to \$249,999	11.0%	9.2%	8.6%	10.1%	2.4%
\$250,000 +	30.8%	19.7%	19.1%	14.6%	8.2%
BASE	596	434	492	175	56

VISITOR PROFILE - HOUSEHOLD INCOME (Yen)

	Japanese
< ¥3.5 million	13.4%
¥3.5 - ¥4.5 million	10.7%
¥4.5 - ¥5.5 million	9.7%
¥5.5 - ¥6.5 million	10.8%
¥6.5 - ¥7.5 million	7.7%
¥7.5 - ¥8.5 million	8.0%
¥8.5 - ¥10.0 million	11.0%
¥10.0 - ¥15.0 million	16.0%
¥15.0 - ¥20.0 million	5.4%
¥20.0 million +	7.3%
BASE	338

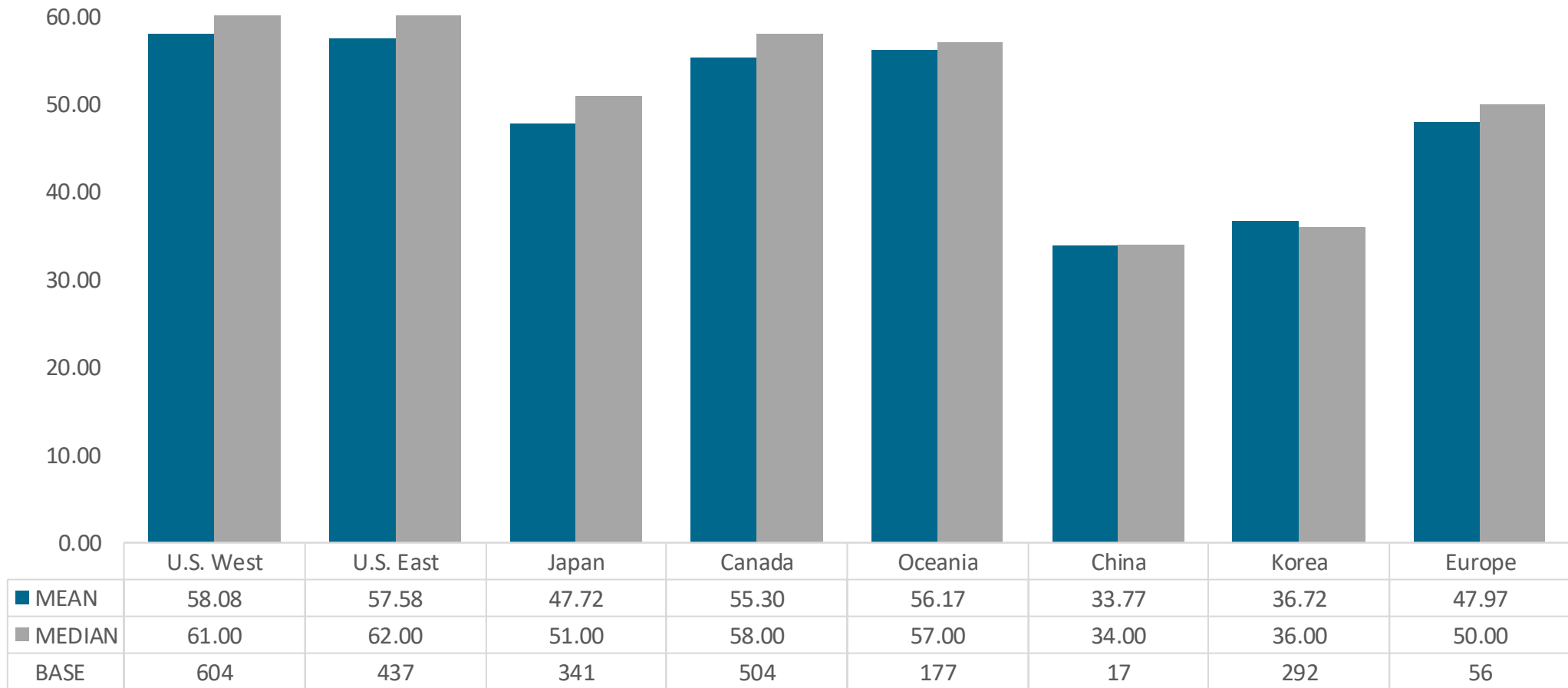
VISITOR PROFILE - HOUSEHOLD INCOME (Korean Won)

	Korean
< ₩16,305,000	10.7%
₩16,305,000 - ₩27,173,999	3.1%
₩27,174,000 - ₩38,041,999	5.9%
₩38,042,000 - ₩48,911,999	11.6%
₩48,912,000 - ₩59,781,999	6.5%
₩59,782,000 - ₩70,652,999	16.1%
₩70,653,000 - ₩81,520,999	7.3%
₩81,521,000 - ₩92,390,999	4.9%
₩92,391,000 - ₩103,259,999	8.1%
₩103,260,000 - ₩149,999,999	12.0%
₩150,000,000 - ₩199,999,999	4.8%
₩200,000,000+	9.1%
BASE	296

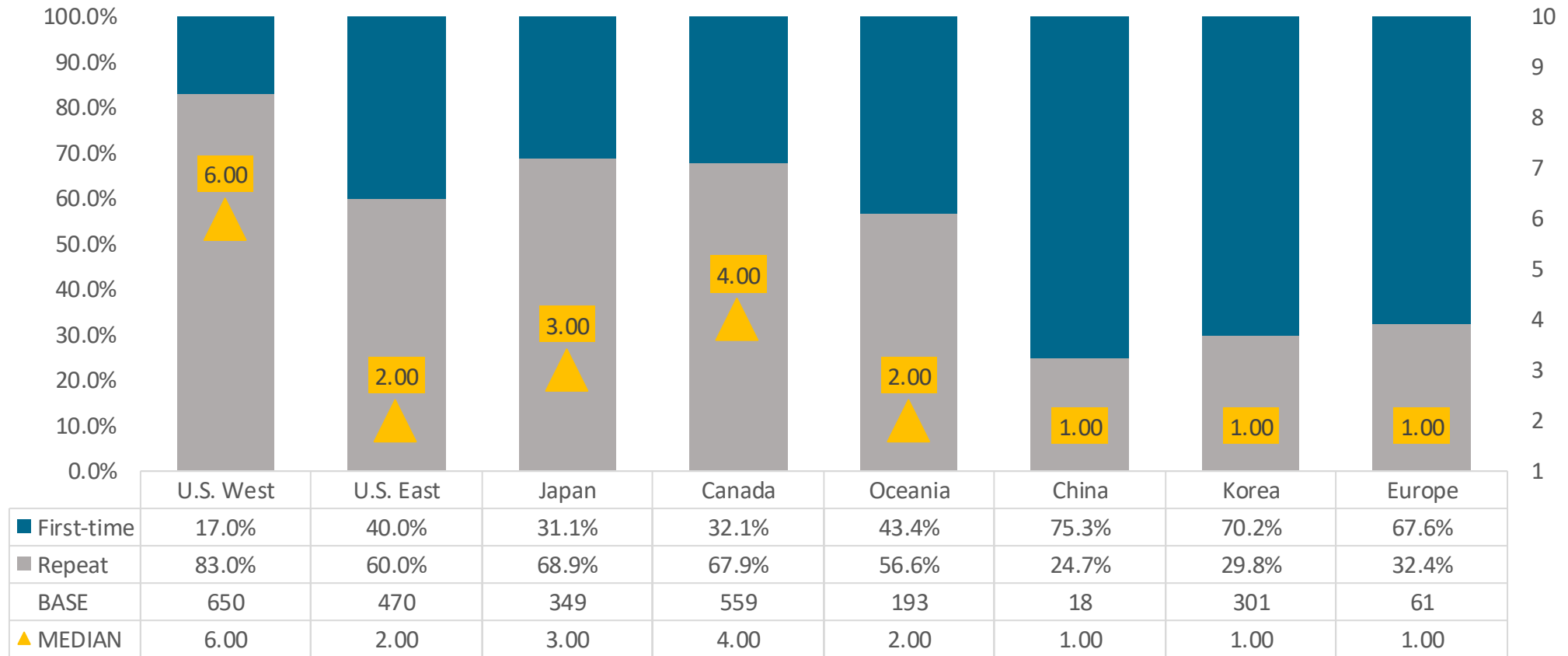
VISITOR PROFILE - HOUSEHOLD INCOME (Chinese Yuan)

	China
<¥250,799	41.2%
¥250,800 – ¥376,099	6.2%
¥376,100 – ¥501,399	6.2%
¥501,400 – ¥626,799	10.5%
¥626,800 – ¥783,499	0.0%
¥783,500 – ¥940,199	0.0%
¥940,200 – ¥1,096,899	17.5%
¥1,096,900 - ¥1,253,599	6.2%
¥1,253,600 – ¥1,560,799	0.0%
¥1,560,800+	12.3%
BASE	17

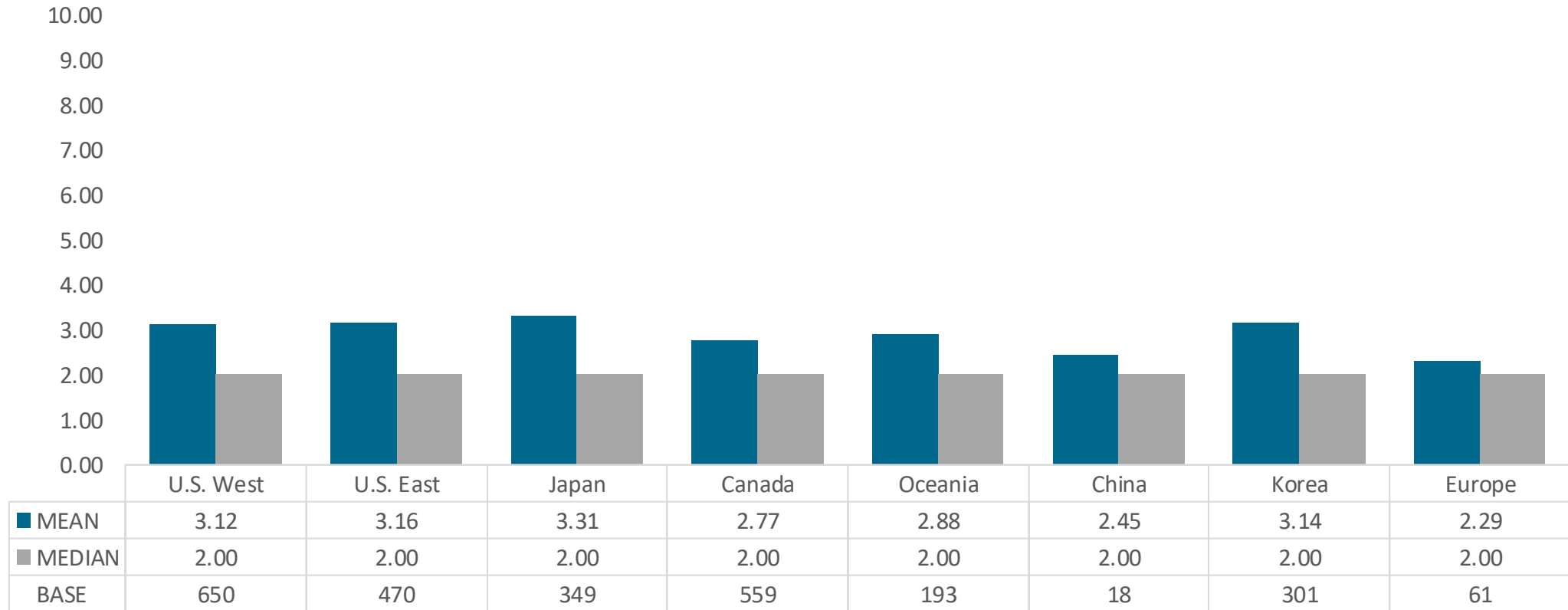
VISITOR PROFILE - AGE



VISITOR PROFILE - TRIPS TO HAWAI'I



VISITOR PROFILE - TRAVEL PARTY SIZE



VISITOR PROFILE - TRAVEL PARTY

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
My spouse	67.1%	64.3%	61.0%	62.2%	56.8%	27.3%	64.6%	45.6%
Other adult members of my family	24.2%	24.9%	22.6%	22.5%	25.3%	21.5%	20.0%	16.3%
My child(ren)/ grandchild(ren) under 18	19.5%	13.0%	8.6%	11.6%	16.6%	10.7%	20.6%	12.0%
My friends/ associates	15.7%	11.2%	15.0%	16.8%	12.9%	33.9%	12.2%	8.7%
Myself only (traveled alone/ no one else)	8.7%	10.9%	9.2%	9.7%	13.5%	11.6%	3.1%	15.2%
My girlfriend/ boyfriend	5.0%	4.7%	2.6%	6.5%	0.9%	16.5%	2.7%	17.4%
Same gender partner	1.4%	0.3%	0.8%	0.7%	1.4%	0.0%	0.3%	0.0%
BASE	650	470	349	559	193	18	301	61

Section 12 – Island Survey Methodology

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT O‘AHU

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai‘i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island-specific surveys. The following table summarizes the number of surveys for the island of O‘ahu.

MMA	SURVEYS	Margin of Error ±
U.S. West	198	6.96
U.S. East	168	7.56
Japan	326	5.43
Canada	236	6.38
Oceania	160	7.75
China	16	24.50
Korea	278	5.88
Europe	30	17.89
All MMAs	1,412	2.61

* Margins of error are presented at the 95% level of confidence



METHODOLOGY & SAMPLE SIZE - ISLAND VSAT KAUA'I

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai'i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island-specific surveys. The following table summarizes the number of surveys for the island of Kaua'i.

MMA	SURVEYS	Margin of Error ±
U.S. West	156	7.85
U.S. East	121	8.91
Japan	4	49.00
Canada	97	9.95
Oceania	16	24.50
China	1	98.00
Korea	8	34.65
Europe	16	24.50
All MMAs	419	4.79

* Margins of error are presented at the 95% level of confidence



METHODOLOGY & SAMPLE SIZE - ISLAND VSAT MAUI

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai'i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island-specific surveys. The following table summarizes the number of surveys for the island of Maui.

MMA	SURVEYS	Margin of Error \pm
U.S. West	221	6.59
U.S. East	201	6.91
Japan	10	30.99
Canada	209	6.78
Oceania	27	18.86
China	2	69.30
Korea	20	21.91
Europe	21	21.39
All MMAs	711	3.68

* Margins of error are presented at the 95% level of confidence



METHODOLOGY & SAMPLE SIZE - ISLAND VSAT ISLAND OF HAWAI‘I

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai‘i. As part of the survey, each respondent is asked a series of questions specific to one of the islands visited during their stay. Respondents have the opportunity to complete up to two island-specific surveys. The following table summarizes the number of surveys for the island of Hawai‘i.

MMA	SURVEYS	Margin of Error ±
U.S. West	179	7.32
U.S. East	145	8.14
Japan	36	16.33
Canada	143	8.20
Oceania	35	16.56
China	6	40.01
Korea	58	12.87
Europe	28	18.52
All MMAs	630	3.90

* Margins of error are presented at the 95% level of confidence

