



# 2015 Visitor Profiles

(Results from the 2015 Visitor Satisfaction Survey)

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AUTHORITY

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## **ABOUT THIS REPORT**

This abbreviated report presents results from the 2015 Visitor Satisfaction (VSAT) conducted annually by the Hawai'i Tourism Authority (HTA) as part of its Tourism Research program.

Visitors from U.S. West, U.S. East, Japan, Canada, Europe, and Oceania were surveyed. The objective was to provide demographic profiles of Hawai'i visitors in 2015. VSAT pulled together demographic and travel behavior patterns from this survey, the Domestic Inflight Survey and the International Departure Survey<sup>1</sup>. Together, these sources provide data on income and education, employment status, life-stage segments, First-Time or Repeat visitors, the structure and type of the visitor party and reasons for visiting Hawai'i. This represents an enhanced level of detail not available from HTA's annual and monthly visitor reports.

## **AVAILABILITY OF THIS REPORT**

The full VSAT report and the companion Excel workbook of 2015 VSAT data tables will be posted in October 2016, on the HTA website:

[www.HawaiiTourismAuthority.org/research/reports/visitor-satisfaction](http://www.HawaiiTourismAuthority.org/research/reports/visitor-satisfaction).

For further information contact the HTA at (808) 973-2255.

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<sup>1</sup> Hawai'i Tourism Authority, Annual Research Report, 2014, pp. 154-157.

## DEFINITIONS

**Visitor:** An out-of-state traveler who stayed in Hawai'i for at least one night and less than one year. In this report, findings attributed to “visitors” are based on data collected from six Major Market Areas – U.S. West, U.S. East, Canada, Japan, Europe, and Oceania.

**Major Market Area (MMA):** Geographic areas used to classify visitors according to their place of origin for the purpose of destination marketing management. VSAT 2014 reports data for the following MMAs:

1. U.S. West – Pacific states (Alaska, California, Oregon, Washington) and Mountain states (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)
2. U.S. East – Other states in the continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand

**Visitor Lifestyle and Lifestage:** A classification used by HTA and other visitor industry members in Hawai'i to study specific market segments using the following classification:

- ❖ **Wedding/Honeymoon:** Visitors whose primary or secondary purpose of trip is to get married or be on their honeymoon
- ❖ **Family:** Visitors traveling with children under 18 years of age and are not included in the above lifestage
- ❖ **Young:** Visitors between 18 and 34 years of age and who are not in the above lifestages
- ❖ **Middle Age:** Visitors between 35 and 54 years of age and not in the above lifestages
- ❖ **Seniors:** Visitors 55 years of age or over and not in the above lifestages

**Length of Stay:** The average number of days visitors were present in Hawai'i including the day of arrival and the day of departure.

## OVERVIEW OF VISITOR INDUSTRY

2015 was another record year for visitor arrivals to the Hawaiian Islands with 8,679,564 visitors who came by air or by cruise ships. This represented a 4.3 percent growth from the previous high of 8,320,785 visitors in 2014. Total visitor days rose 3.5 percent. However, the average spending per day by these visitors (\$191 per person) declined compared to 2014 (\$196 per person). Therefore, total expenditures by all visitors in 2015 of \$15.11 billion was only a marginal increase from last year. When adjusted for inflation, total visitor expenditures were down 1.6 percent from 2014.

Arrivals by air to O‘ahu rose 2.8 percent to 5,339,912 visitors in 2015. There were 2,540,162 visitors who came by air to Maui, up 5.1 percent from 2014. Arrivals to Moloka‘i increased 7.8 percent to 64,767. However, there was a 14.3 percent drop in arrivals to Lāna‘i (to 58,390 visitors) as most of the hotels on the island were closed for renovations. Arrivals Hawai‘i Island grew 4.1 percent to 1,514,973 visitors while arrivals to Kaua‘i were up 4.8 percent to 1,173,752 visitors.

For a complete analysis of Hawai‘i’s visitor industry, please refer to the 2015 Annual Visitor Research Report posted on the HTA website at:

[www.hawaiitourismauthority.org/research/reports/annual-visitor-research](http://www.hawaiitourismauthority.org/research/reports/annual-visitor-research)

and click on 2015 Annual Research Report (pdf).

## VISITOR PROFILES

This report includes a profile of 2015 Hawai'i visitors who participated in the Visitor Satisfaction survey.

Figure 1: Visitor Profile by MMA, 2015

	Major Market Areas					
	US-West	US-East	Japan	Canada	Europe	Oceania
<b>LIFESTYLE/LIFESTAGE</b>						
Wedding / Honeymoon	3.1%	5.3%	11.6%	4.1%	13.7%	4.2%
Family	21.4%	17.1%	17.4%	23.9%	8.6%	19.5%
Young	11.1%	11.6%	9.5%	12.2%	24.4%	12.7%
Middle Age	23.0%	23.1%	20.9%	24.4%	28.5%	22.1%
Seniors	41.3%	42.8%	40.6%	35.4%	24.8%	41.5%
<b>VISITATION STATUS</b>						
First time	18.8%	41.0%	39.3%	33.9%	69.3%	54.2%
Repeat	81.2%	59.0%	60.7%	66.1%	30.7%	45.8%
<b>EMPLOYMENT</b>						
Self-employed	16.6%	11.5%	13.3%	17.9%	14.7%	16.1%
Employed, for someone	51.1%	56.2%	46.9%	53.0%	61.7%	56.7%
Retired	26.1%	26.6%	14.5%	23.2%	13.9%	22.1%
Student	1.5%	1.3%	1.5%	2.6%	5.7%	1.6%
Homemaker	2.9%	2.6%	16.6%	1.9%	1.0%	2.3%
Other	1.8%	1.8%	7.1%	1.4%	3.0%	1.1%
<b>EDUCATION</b>						
No, some high school	0.6%	0.3%	1.3%	0.6%	3.1%	4.8%
High school grad	4.7%	5.6%	27.5%	8.9%	15.2%	21.1%
Some college	15.9%	12.5%	5.6%	13.0%	8.1%	8.9%
Vocational/technical	4.2%	3.1%	9.4%	11.1%	8.2%	14.3%
2-year degree	9.5%	7.8%	9.4%	6.9%	4.6%	6.8%
4-year degree	34.4%	34.3%	41.2%	31.9%	28.9%	22.6%
Post grad degree	30.7%	36.4%	5.5%	27.6%	31.8%	21.6%

Figure 2: Income by MMA, 2015

INCOME (in U.S. \$)						INCOME (in 10,000 Yen)	
	US-West	US-East	Canada	Europe	Oceania		Japan
Up to \$49,999	11.6%	11.5%	12.0%	26.8%	15.3%	Up to 350 yen	13.8%
\$50K-\$69,999	10.2%	11.1%	12.2%	16.9%	16.2%	350Y to 550Y	22.2%
\$70K-\$99,999	20.3%	19.2%	21.8%	19.6%	21.5%	550Y to 750Y	19.8%
\$100K-\$199,999	37.5%	38.4%	38.3%	26.3%	35.9%	750Y to 1,000Y	20.5%
\$200K+	20.3%	19.8%	15.7%	10.4%	11.1%	1,000Y or more	23.7%

## **U.S. West**

- In 2015, the largest group of U.S. West respondents were Seniors (41.3%) 55 years of age or over. Middle age visitors between 35 and 54 years were the second largest group at 23 percent, and Young visitors between 18 and 35 years old made up 11.1 percent.
- U.S. West visitors tended to travel with families (21.4%). The wedding/honeymoon segments comprised only 3.1 percent of U.S. West respondents in 2015.
- Most U.S. West visitors have been to Hawaii before (81.2%), the highest percentage of repeat visitors among the visitor groups.
- U.S. West visitors were pretty affluent with 37.5 percent reporting household income between \$100,000 to \$199,999 and 20.3 percent with income over \$200,000.
- Two thirds of the respondents were employed while 26.1 percent were retirees.
- The majority of the respondents were educated with college (43.9%) and post graduate (30.7%) degrees.

## **U.S. East**

- U.S. East respondents showed similar percentage age distribution as their U.S. West counterparts. Senior (42.8%) was also the largest segment, followed by Middle Age (23.1%) and Young (11.6%).
- Family groups comprised 17.1 percent of U.S. East respondents.
- Over half (59%) of U.S. East respondents were repeat visitors to Hawai'i.
- U.S. East visitors were similarly wealthy as their U.S. West counterpart, with 38.4 percent reporting household income between \$100,000 to \$199,999, and 19.8 percent with income over \$200,000.
- Two thirds of the respondents were employed while 26.6 percent were retirees.
- The majority of the respondents held college (42.1%) and post graduate (36.4%) degrees.

## **Japan**

- In 2015, over half of Japanese respondents were in the Senior (40.6%) and Middle Age (20.9%) segments.
- Many Japanese respondents traveled in Family groups (17.4%) or came for Wedding/Honeymoon (11.6%).
- Six out of ten Japanese respondents (60.7%) were Repeat Visitors to the islands.
- In 2015, 60.2 percent of Japanese respondents were employed and 14.5 percent were retirees. There continued to be more homemakers (16.6%) compared to the other visitor markets.
- Japanese visitors in 2015 were wealthy, with 20.5 percent reporting household income between 7.5 to 10 million yen, and 23.7 percent with income of 10 million yen or more.
- There were more high school graduates (27.5%) among Japanese respondents than the other visitor group. Five out of ten Japanese respondents had a college degree and a small percentage held post-graduate degrees (5.5%).

## **Canada**

- Among Canadian respondents in 2015, Seniors (35.4%) were the largest segment followed by Middle Age (24.4%).
- More Canadian respondents came with Families (23.9%) compared to other visitor groups.
- Two out of three Canadian respondents were Repeat visitors (66.1%) to the islands.
- Similar to U.S. visitors, 70.9 percent of Canadian respondents were employed and 23.2 percent were retirees.
- Like U.S. East visitors, 38.3 percent of Canadian respondents reported income levels between \$100,000 and \$199,999 while 15.7 percent reported income of \$200,000 or more.
- Four out of ten respondents had earned a college degree, 27.6 percent had postgraduate degrees and 8.9 percent were high school graduates.

## **Europe**

- Among European respondents in 2015, there were more Young visitors (24.4%) and fewer Senior visitors (24.8%) compared to the other markets.
- There were more Wedding/Honeymoon visitors (13.7%) and fewer Family visitors (8.6%) among European respondents than the other visitor groups.
- The majority of European respondents (69.3%) were First-Time visitors.
- Three out of four respondents were employed (76.4%), while 13.9 percent were retired.
- European respondents were less affluent than other visitor groups with 26.3 percent reporting income levels between \$100,000 and \$199,999 and 10.4 percent had income of \$200,000 or more.
- Three out of ten European respondents were college graduates (33.5%) and another 31.8 percent had postgraduate degrees.

## **Oceania**

- Seniors (41.5%) comprised the largest group of respondents from Oceania, followed by Middle Age (22.1%).
- Many Oceania respondents came with Family groups (19.5%).
- Over of Oceania respondents (54.2%) were First-Time visitors.
- Seven out of ten respondents were employed while 22.1 percent were retired.
- Close to 36 percent of Oceania respondents reported income levels between \$100,000 and \$199,999 while 11.1 percent reported income of \$200,000 or more.
- A similar percentage of respondents had either a college degree (29.4%), post graduate degree (21.6%) or were high school graduates (21.1%).

## Other Visitor Characteristics

Visitors were also asked about their traveling companions, travel history, if they had ever been a resident of Hawai'i, had friends or relatives living in the State, whether they own property in Hawai'i and the type of accommodations they stayed in.

**Figure 3: Visitor Characteristics by MMA, 2015<sup>2</sup>**

	Major Market Areas					
	US-West	US-East	Japan	Canada	Europe	Oceania
Gender						
Male	48.4%	52.3%	51.6%	48.4%	57.9%	41.4%
Female	51.6%	47.7%	48.4%	51.6%	42.1%	58.6%
Age (Median Years)	54	54	53	52	43	53
Traveled 500+ miles in past 3 years						
Yes	86.5%	83.4%	65.5%	90.1%	86.2%	85.2%
No	13.5%	16.6%	34.5%	9.9%	13.8%	14.8%
Lived in Hawaii						
yes	10.8%	6.9%	1.3%	1.9%	2.2%	1.0%
no	89.2%	93.1%	98.7%	98.1%	97.8%	99.0%
Friends/Relatives in Hawaii						
yes	50.6%	39.2%	15.4%	19.9%	18.5%	9.1%
no	49.4%	60.8%	84.6%	80.1%	81.5%	90.9%
Own Property in Hawaii						
Yes, I own timeshare units	10.7%	6.3%	12.3%	5.5%	1.0%	0.7%
Yes, I own other types of property	3.8%	1.9%	0.5%	2.5%	0.5%	0.1%
No, but plan to in the future	12.0%	8.2%	9.4%	9.1%	5.6%	2.7%
No	73.5%	83.5%	77.8%	82.9%	92.8%	96.5%
Traveled to Hawaii with...						
My spouse	61.4%	62.9%	66.2%	68.7%	46.8%	65.7%
My kids	20.4%	16.5%	17.9%	23.3%	8.4%	19.3%
My adult family members	25.5%	24.4%	32.3%	27.6%	14.3%	21.3%
My friends/associates	17.2%	14.7%	16.1%	17.5%	16.8%	17.9%
My girl/boy friend	6.5%	4.6%	2.1%	5.6%	15.1%	4.6%
Same sex partner	1.4%	1.4%	0.2%	1.1%	2.0%	1.2%

### U.S. West

- There were more females (51.6%) than males (48.4%) among U.S. West respondents in 2015. The median age of U.S. West respondents was 54 years old.
- Most of the U.S. West respondents (86.5%) had traveled on vacation more than 500 miles from home in the past three years. The top five places that these respondents have visited were California (41.3%), Las Vegas (33.4%), Europe (24.9%), Mexico (19%) and Florida (18.8%).
- Half of these respondents had friends or relatives in Hawai'i, and 10.8 percent were previous Hawai'i residents. They were the most likely visitor segment to own property in Hawai'i (14.5%).

<sup>2</sup> Total for "Traveled to Hawai'i with..." sums to more than 100% due to multiple response.



- The majority of U.S. West respondents traveled to the islands with their spouses (61.4%), 25.5 percent came with other adult family members, and 20.4 percent came with children. Additionally, 17.2 percent of U.S. West visitors came with friends/business associates.
- While on O‘ahu, U.S. West visitors in 2015 stayed primarily in hotels (58.1%), as opposed to other types of accommodation. A higher percentage of U.S. West visitors on Maui stayed in condominiums (33.8%) than in hotels (31.8%). While visiting Hilo, these visitors stayed in hotels (28.1%) and at the homes of family or friends (18.3%). While on Kaua‘i, a higher percentage U.S. West visitors stayed in timeshare properties (29.7%) than in hotels (28.3%).

**Figure 4: Places Visited in the Past Three Years  
(Percentage of Visitors by MMA, 2015)**

	Major Market Areas					
	US-West	US-East	Japan	Canada	Europe	Oceania
Traveled to...						
Alaska	10.7%	8.4%	8.1%	5.7%	3.4%	10.4%
Australia	4.0%	3.7%	5.5%	5.5%	10.9%	47.9%
Bali	1.0%	0.8%	4.8%	1.8%	4.8%	15.0%
California	41.3%	32.9%	3.8%	30.5%	42.3%	41.6%
Canada	16.1%	17.1%	3.6%	44.7%	15.8%	22.1%
Caribbean	13.3%	26.9%	0.5%	26.2%	15.7%	5.5%
Central America	6.3%	6.5%	2.3%	7.3%	5.7%	3.4%
China	3.1%	3.4%	9.5%	5.3%	7.8%	8.3%
Europe	24.9%	26.4%	12.2%	33.3%	72.9%	33.3%
Fiji	1.1%	0.5%	0.4%	1.1%	1.0%	11.6%
Florida	18.8%	40.7%	1.6%	24.7%	23.0%	11.4%
Guam/Saipan	0.6%	0.6%	13.1%	0.5%	0.2%	0.7%
Japan	3.5%	3.6%	48.3%	2.5%	5.8%	6.0%
Korea	1.7%	1.6%	17.5%	2.3%	1.9%	1.9%
Las Vegas	33.4%	24.7%	9.6%	30.5%	30.6%	39.3%
Mexico	19.0%	15.5%	0.9%	24.9%	7.7%	6.5%
New York City	17.2%	26.5%	2.5%	17.5%	32.0%	35.7%
New Zealand	2.5%	1.8%	1.7%	2.8%	6.9%	23.2%
Other Asia	5.9%	4.9%	14.1%	6.5%	14.9%	15.3%
Other US States	51.0%	49.4%	7.6%	41.4%	34.1%	39.5%
South America	5.3%	7.2%	2.5%	5.9%	8.1%	4.4%
Thailand	2.4%	2.1%	8.0%	3.4%	11.5%	15.4%
Other	14.5%	13.9%	14.0%	15.3%	18.4%	15.3%
None	8.8%	8.7%	13.3%	3.2%	2.8%	3.3%

### U.S. East

- Just over half of the U.S. East respondents were male (52.3%). The median age was 54 years old.
- The majority (83.4%) of U. S. East respondents had taken a long distance trip of more than 500 miles from their homes in the past three years. Destinations they have visited included Florida (40.7%), California (32.9%), the Caribbean (26.9%), New York City (26.5%) and Europe (26.4%).

- Compared to their U.S. West counterparts, fewer U.S. East visitors previously lived in Hawai'i (6.9%), have friends and relatives who live in Hawai'i (39.2%) or own property in Hawai'i (8.2%).
- In 2015, the majority of U.S. East respondents came with their spouses (62.9%). Some came with other adult family members (24.4%), children (16.5%) and friends/business associates (14.7%).
- U.S. East respondents who went to O'ahu stayed primarily in hotels (64.8%) while 15.6 percent stayed with friends and family. While on Maui, the top two choices for lodging were hotels (42.9%) and condominiums (20.7%). On Kaua'i, 37 percent of U.S. East respondents stayed in hotels while 19.8 percent were in timeshares. On Hawai'i Island, 44.4 percent stayed in hotels and 17.8 percent stayed on cruise ships.

## **Japan**

- More males (51.6%) than females (48.4%) responded to the survey in 2015. The median age was 53 years old.
- Compared to other visitor groups, a lower percentage of Japanese have taken a long distance trip of more than 500 miles in the past three years (65.5%). Those who did have gone to different parts of Japan (48.3%), Korea (17.5%), Guam/Saipan (13.1%) or Europe (12.2%).
- Very few Japanese respondents lived in Hawai'i previously (1.3%), but 15.4 percent have friends and/or relatives living in Hawai'i in 2015.
- A higher percentage of Japanese respondents owned timeshare properties (12.3%) in Hawai'i compared to respondents from other markets.
- Two out of three (66.2%) respondents came with their spouses, 32.3 percent came with adult family members, 17.9 percent were with children, and 16.1 percent were with friends/business associates.
- In 2015, hotels were the lodging of choice for Japanese visitors on O'ahu (79.6%), Hawai'i Island (64.9%) and Maui (51.4%). While on Kaua'i, 40.7 percent stayed in a hotel, 22.3 percent stayed on a cruise ship and 21.2 percent used condominium properties.

## **Canada**

- There were more females (51.6%) than males (48.4%) among Canadian visitors surveyed in 2015. The median age was 52 years old.
- Nine out of ten respondents (90.1%) had taken a long distance trip of more than 500 miles in the past three years. Destinations included other parts of Canada (44.7%), Europe (33.3%), California (30.5%), Las Vegas (30.5%) and the Caribbean (26.2%).
- Only 1.9 percent had lived in Hawai'i before, but 19.9 percent have friends and/or relatives who live in the islands. Some own timeshare units (5.5%) or other types of property (2.5%) in Hawai'i.
- Seven out of ten respondents came with their spouses, 27.6 percent came with adult family members, 23.3 percent came with children, and 17.5 percent traveled with friends/business associates.
- The majority of respondents stayed in hotels (59.1%) while on O'ahu. Condominiums were the most popular choice (39.4%) during their time on Maui. On Kaua'i, a similar percentage of Canadians opted for timeshares (23.2%), hotels (22.1%) and vacation rental properties (20.7%).

## **Europe**

- In 2015, over half (57.9%) of the European respondents were male. The median age was younger than visitor groups at 43 years old.
- Most respondents (86.2%) had taken a long distance trip of more than 500 miles in the past three years. Many traveled to other parts of Europe (72.9%), California (42.3%), New York (32%) and Las Vegas (30.6%).
- Only 2.2 percent of the respondents lived in Hawai'i, but 18.5 percent have friends and relatives living in Hawai'i.
- About half of the respondents came with their spouses, 16.8 percent were with friends/business associates, 15.1 percent were with boyfriends/girlfriends, and 14.3 percent were with other adult family members
- European visitors preferred to stay in hotels, regardless of which island they visited.

## **Oceania**

- Among survey respondents from Oceania, 58.6 percent were female and 41.4 percent were male. The median age was 53 years old.
- Most (85.2%) of these respondents had taken a long distance trip of more than 500 miles in the past three years. The top five destinations were other parts of Australia (47.9%), California (41.6%), Las Vegas (39.3%), New York (35.7%) and Europe (33.3%).
- Only 1 percent of the respondents have lived in Hawai'i before, and only 9.1 percent have friends and relatives who reside in the islands.
- Two out three respondents came with their spouses, 21.3 percent were with adult family members, 19.3 percent traveled with kids, and 17.9 percent came with friends/business associates.
- Most respondents stayed in hotels (87.6%) while on O'ahu, while 53.2 percent of the respondents stayed in hotels while on Maui. While visiting Hilo (47.1%) and Kaua'i (40.4%) four out of ten respondents stayed on cruise ships.

**Figure 5: Accommodations by MMA, 2015  
(Percentage of Visitors by MMA)**

		Major Market Areas					
		US West	US East	Japan	Canada	Europe	Oceania
OAHU	Hotel	58.1%	64.8%	79.6%	59.1%	73.6%	87.6%
	Condo	8.1%	6.6%	10.2%	14.6%	6.7%	6.2%
	B&B	1.0%	1.1%	.2%	1.7%	3.6%	.7%
	Timeshare	9.3%	8.0%	10.0%	8.1%	1.4%	1.7%
	Friend's/ Relative's home	17.4%	15.6%	1.3%	5.3%	8.0%	1.1%
	Home I own	.9%	.4%	.3%	.3%	.3%	
	Cruise ship	.7%	2.0%	.2%	1.8%	1.1%	.8%
	Vacation Rental	11.0%	7.2%	.6%	15.8%	6.6%	4.5%
	Other	2.8%	2.4%	.4%	3.3%	5.2%	1.2%
MAUI	Hotel	31.8%	42.9%	51.4%	26.4%	56.8%	53.2%
	Condo	33.8%	20.7%	28.5%	39.4%	16.1%	11.7%
	B&B	1.3%	1.8%		1.3%	8.7%	1.7%
	Timeshare	20.4%	14.0%	2.1%	9.9%	1.4%	2.6%
	Friend's/ Relative's home	6.8%	4.8%	4.0%	3.0%	3.7%	2.4%
	Home I own	1.3%	.3%		1.4%	.1%	
	Cruise ship	2.8%	12.0%	11.4%	7.8%	4.8%	21.5%
	Vacation Rental	11.0%	9.4%	4.0%	18.4%	11.5%	6.6%
	Other	1.7%	1.9%	1.4%	3.1%	4.1%	2.7%
HILO	Hotel	28.1%	26.1%	63.1%	24.5%	42.9%	26.3%
	Condo	4.2%	2.4%	8.0%	6.0%	7.4%	2.2%
	B&B	6.6%	9.6%	4.4%	11.0%	20.4%	9.8%
	Timeshare	7.1%	2.1%	4.6%	1.2%	1.0%	
	Friend's/ Relative's home	18.3%	7.5%	2.6%	4.9%	3.9%	3.9%
	Home I own	1.8%	.6%	2.6%	.6%	.4%	
	Cruise ship	14.7%	36.4%	10.9%	31.3%	8.3%	47.1%
	Vacation Rental	17.2%	12.4%	2.0%	20.2%	13.2%	8.4%
	Other	10.4%	6.0%	5.0%	8.4%	8.3%	4.5%
KONA	Hotel	36.7%	43.3%	62.0%	29.3%	59.2%	50.2%
	Condo	21.9%	10.7%	10.7%	24.8%	10.2%	6.6%
	B&B	2.5%	2.4%	1.0%	3.2%	11.1%	1.8%
	Timeshare	17.6%	13.0%	19.4%	11.4%	1.2%	2.1%
	Friend's/ Relative's home	8.3%	4.8%	2.0%	5.0%	2.0%	1.8%
	Home I own	2.3%	.8%		1.8%	.5%	
	Cruise ship	4.9%	20.0%	4.0%	12.0%	6.7%	30.8%
	Vacation Rental	13.0%	10.1%	1.5%	20.1%	9.9%	6.0%
	Other	2.7%	2.7%	1.6%	2.9%	4.2%	3.0%
HAWAI'I ISLAND	Hotel	37.6%	44.4%	64.9%	31.0%	58.4%	50.0%
	Condo	20.1%	10.0%	10.8%	23.7%	11.2%	6.7%
	B&B	3.8%	6.0%	2.2%	5.8%	16.8%	6.9%
	Timeshare	16.9%	11.7%	16.4%	10.7%	1.4%	1.8%
	Friend's/ Relative's home	11.9%	7.2%	2.4%	6.0%	3.6%	3.6%
	Home I own	2.5%	1.0%	.8%	1.8%	.6%	
	Cruise ship	4.4%	17.8%	3.4%	11.4%	5.5%	26.1%
	Vacation Rental	15.6%	12.9%	1.4%	23.0%	13.8%	8.0%
	Other	4.1%	4.0%	2.3%	4.4%	6.4%	3.3%
KAUAI	Hotel	28.3%	37.0%	40.7%	22.1%	51.9%	26.7%
	Condo	21.8%	12.1%	21.2%	18.3%	14.2%	5.9%
	B&B	1.2%	.9%	1.4%	2.6%	7.7%	3.6%
	Timeshare	29.7%	19.8%	10.0%	23.2%	3.6%	6.2%
	Friend's/ Relative's home	6.4%	4.1%	2.9%	2.3%	2.3%	2.5%
	Home I own	1.5%	.4%	1.4%	.7%		
	Cruise ship	4.0%	18.3%	22.3%	16.1%	6.5%	40.4%
	Vacation Rental	17.3%	10.9%	4.3%	20.7%	13.1%	9.3%
	Other	2.6%	2.2%	1.4%	4.8%	6.8%	5.4%

## Primary Purpose of Trip

The VSAT survey inquired about visitors' primary purpose of trip while in Hawai'i and respondents could only select one reason from the list shown in Figure 6.

**Figure 6: Primary Purpose of Trip All Visitors, 2015  
(Percentage of Visitors by MMA)**

	Major Market Areas					
	US-West	US-East	Japan	Canada	Europe	Oceania
Primary Purpose of Trip						
Vacation	63.4%	56.1%	65.2%	76.3%	67.9%	84.8%
Visit friends/relatives	8.5%	11.3%	1.2%	3.3%	5.1%	1.9%
Attend/participate in wedding	2.9%	2.8%	11.1%	2.9%	1.1%	1.4%
Business meeting/conduct business	5.9%	5.8%	1.1%	1.4%	1.4%	0.3%
Honeymoon	2.0%	3.4%	9.1%	2.6%	9.7%	3.3%
Anniversary/birthday	5.2%	7.3%	1.7%	4.7%	3.3%	2.1%
Convention, conference, seminar	2.7%	4.1%	1.0%	2.4%	3.2%	0.5%
Family gathering/Reunion	2.3%	2.0%	1.2%	1.8%	1.1%	0.8%
Sports event	1.5%	1.0%	2.2%	1.2%	1.2%	0.2%
Get married	0.5%	0.6%	1.7%	0.5%	1.1%	
Incentive/reward	0.7%	1.3%	1.2%	1.0%	1.6%	0.1%
Shopping/fashion	0.0%	0.0%	1.1%	0.1%	0.2%	0.5%
Other	2.0%	2.6%	1.1%	0.9%	1.2%	1.0%

- Vacation continued to be the primary purpose of trip by the majority of visitors to Hawai'i. Visiting friends and relatives and Honeymoon were the next most frequently cited reasons.
- A higher percentage of U.S. East and U.S. West visitors came because of Family (visit family/friends, family gathering/reunion) compared to other visitor markets.
- Among Japanese respondents, Attend/participate in wedding (11.1%) and to Honeymoon (9.1%) were the next most popular reasons for coming to the islands.

## Second Purposes of Trip

The VSAT survey also inquired about visitors' secondary purpose of trip while in Hawai'i and multiple responses were allowed. Results are shown below.

**Figure 7: Secondary Purpose(s) of Trip All Visitors, 2015  
(Percentage of Visitors by MMA)**

Secondary Purpose(s) of Trip	Major Market Areas					
	US-West	US-East	Japan	Canada	Europe	Oceania
Visit friends/relatives	21.2%	21.6%	5.0%	10.8%	12.3%	5.0%
Anniversary/birthday	13.3%	15.8%	6.7%	13.8%	9.8%	9.0%
Shopping/ fashion	1.7%	1.4%	30.8%	2.6%	3.8%	14.1%
Family Gathering/ Reunion/ Funeral	8.4%	6.9%	5.6%	8.0%	3.1%	3.9%
Attend a business meeting or conduct business	8.0%	7.6%	2.0%	2.0%	2.5%	0.6%
Attend/ participate in a wedding	3.6%	3.4%	12.6%	3.5%	1.7%	1.8%
Honeymoon	2.5%	4.6%	10.7%	3.5%	12.0%	4.0%
Attend a convention, conference or seminar	3.6%	5.2%	1.6%	3.2%	4.7%	0.7%
Real estate purchase or viewing	3.7%	2.5%	1.7%	1.7%	0.9%	0.3%
Attend/ participate in a sporting event	2.3%	1.9%	3.4%	2.1%	2.8%	0.6%
Incentive/ reward	2.1%	2.9%	1.9%	2.3%	2.8%	0.7%
Attend/ participate in a cultural/ historical/ music event	1.9%	2.0%	1.7%	1.3%	1.9%	1.6%
Other	6.0%	6.3%	3.3%	4.9%	5.6%	3.5%

- For U.S. West and U.S. East visitors the top secondary reasons to come to Hawai'i were to visit friends and relatives and to celebrate an anniversary/birthday.
- Among Japanese respondents, shopping/fashion was the prevailing secondary purpose of trip (30.8%), followed by attend/participate in a wedding and to honeymoon.
- For Canadian respondents, celebrating an anniversary/birthday and visiting friends and relatives were the two dominant secondary purpose of trip.
- Among European respondents, to visit with friends and relatives and to honeymoon were the most cited secondary purpose of coming to the islands.
- For Oceania respondents, shopping/fashion was the main secondary purpose of trip, followed by celebrating an anniversary/birthday.