



VISITOR SATISFACTION AND ACTIVITY STUDY

2023 ANNUAL REPORT

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

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RESEARCH
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Survey Methodology

The Visitor Satisfaction and Activity Survey is a survey of visitors from seven visitor markets who recently completed a trip to Hawai'i. The sampled visitor markets in 2023 included: 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, China, and Korea. Fielding was done in all four quarters for each market tested.

Visitor market	Completed	Margin of Error \pm	Response Rate
U.S. West	6,316	1.23%	16.71%
U.S. East	6,620	1.20%	17.79%
Japan	715	3.67%	17.99%
Canada	3,590	1.64%	20.89%
Oceania	1,508	2.52%	15.94%
China	152	7.95%	4.86%
Korea	1,436	2.59%	49.11%
All visitor markets	20,337	0.69%	18.21%

Survey Methodology (cont.)

Monthly samples of visitors who stayed for at least two days were drawn from the completed Domestic In-Flight and International Departure Intercept survey databases. Selected visitors from the U.S., Japan, Canada, Oceania, Korea and China 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 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 each quarter. Data from all visitor markets were reported as weighted data based on weights generated for 2023 data. The VSAT weighting system was developed to adjust for disproportionate sampling across all visitor markets.

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.

Effect of COVID-19 Pandemic on Tracking

2021 COVID-19 Travel Restrictions

Due to the effects of the COVID-19 pandemic, there is no tracking data available for 2021 for visitors from Japan, Canada, Oceania, China and Korea. Comparisons to 2021 can only be made for U.S. West and U.S. East.

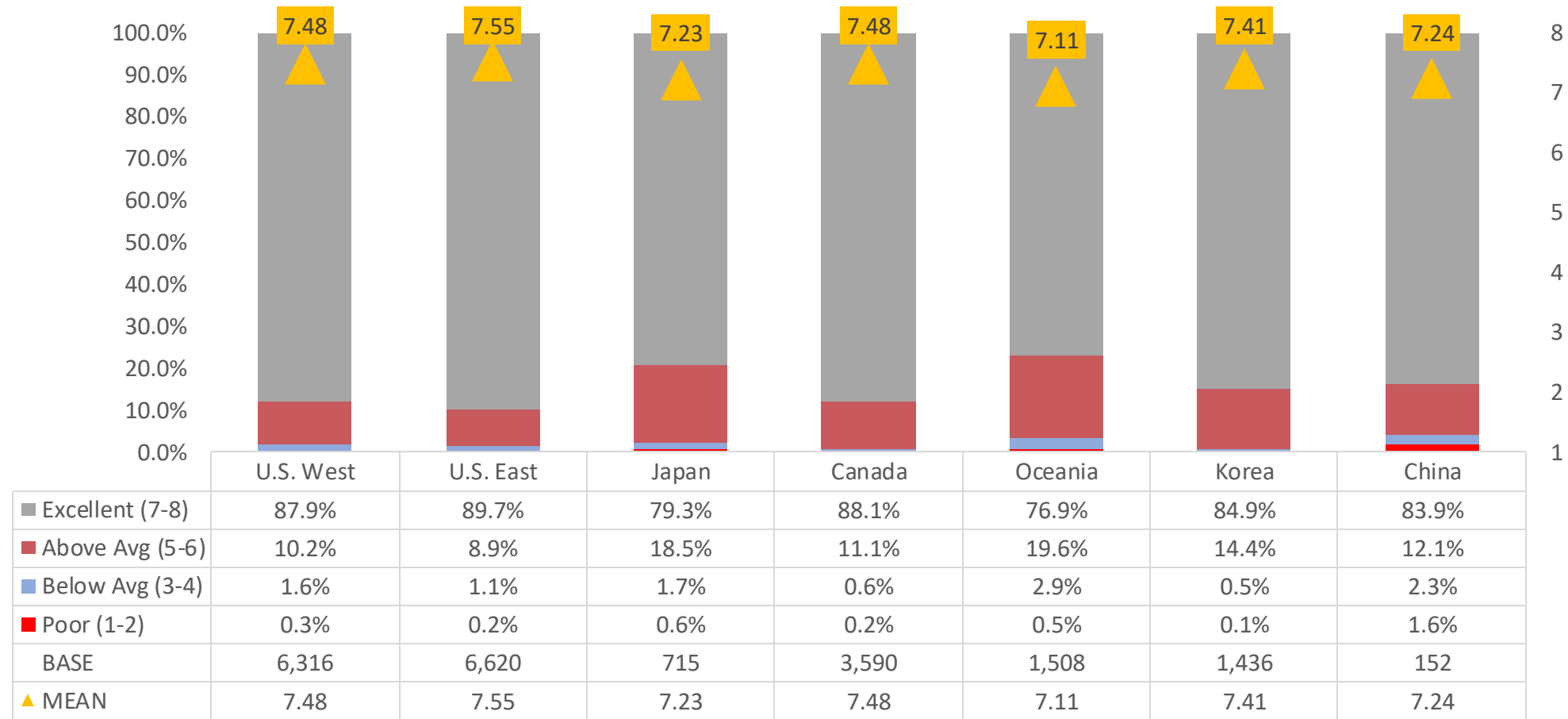
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Section 1 – Visitor Satisfaction

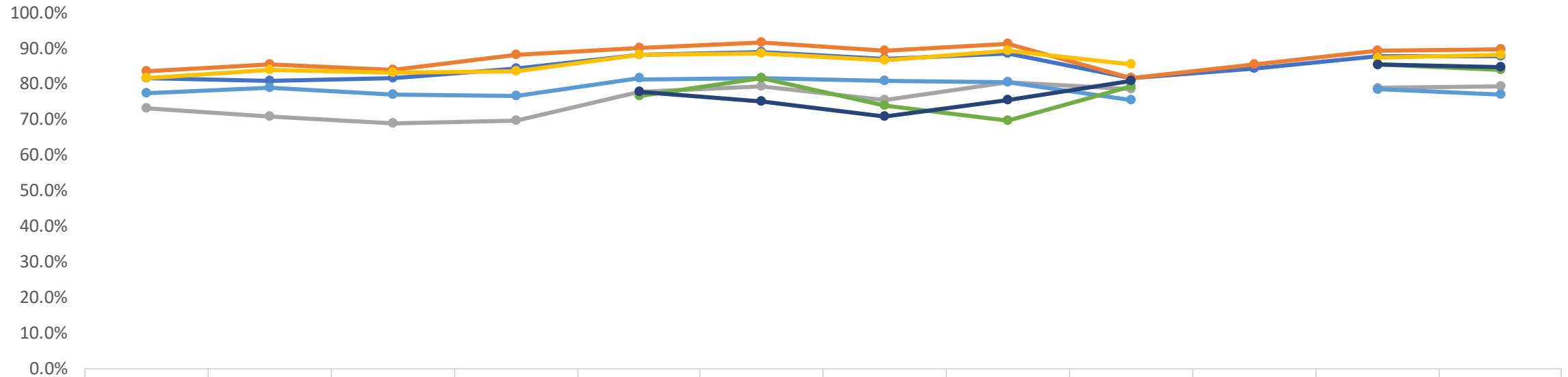
Satisfaction - State of Hawai'i by Visitor Market

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



Satisfaction - State of Hawai'i by Visitor Market

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



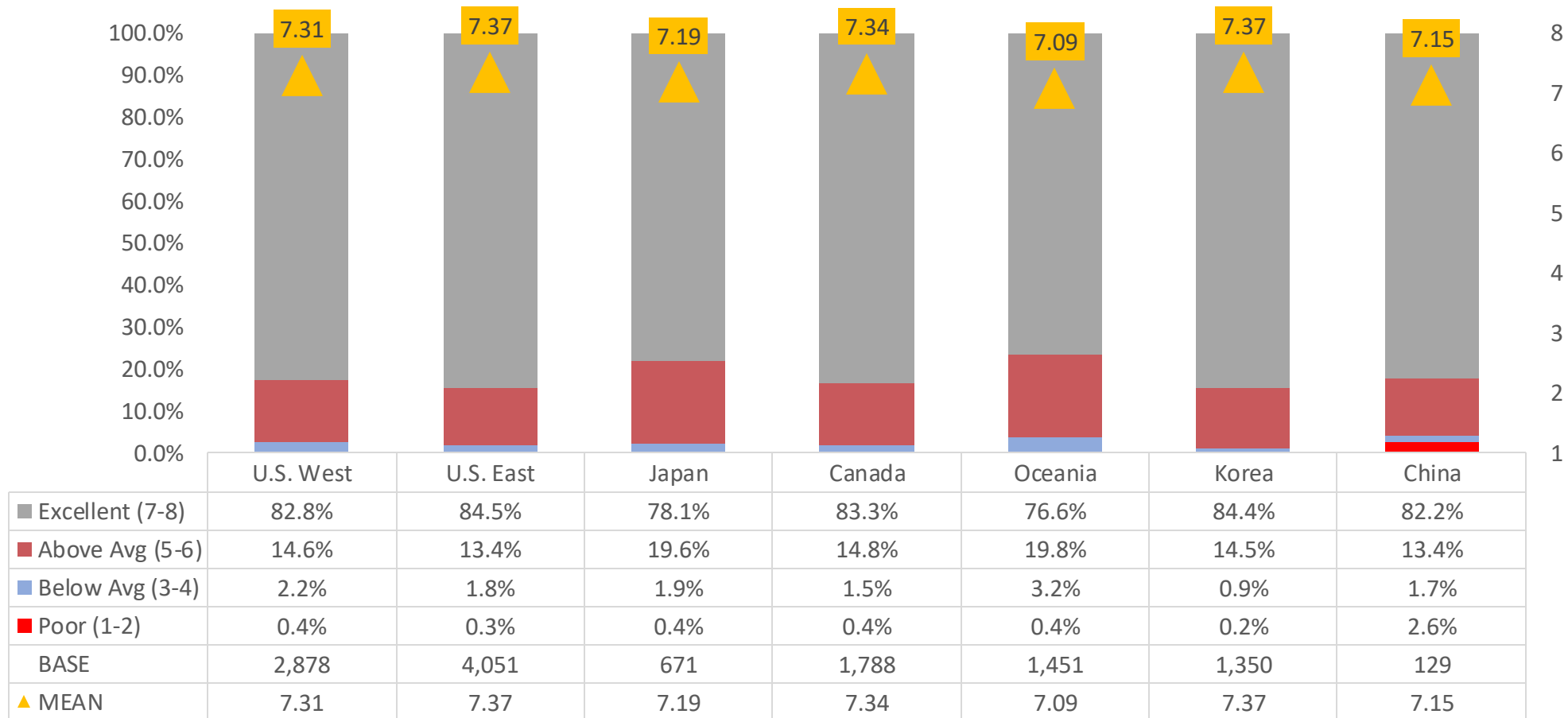
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
U.S. West	81.8%	81.0%	81.6%	84.5%	88.2%	88.9%	87.2%	88.7%	81.7%	84.2%	87.9%	87.9%
U.S. East	83.7%	85.6%	83.8%	88.1%	90.3%	91.6%	89.5%	91.1%	81.6%	85.4%	89.4%	89.7%
Japan	73.0%	71.0%	68.8%	69.6%	77.9%	79.3%	75.3%	80.4%	78.5%		79.0%	79.3%
Canada	81.7%	83.9%	83.2%	83.6%	88.0%	88.6%	86.7%	89.3%	85.4%		87.4%	88.1%
Oceania	77.3%	79.0%	76.9%	76.8%	81.6%	81.8%	80.7%	80.4%	75.6%		78.4%	76.9%
China					76.5%	81.8%	73.9%	69.8%	79.5%		85.3%	83.9%
Korea					77.7%	74.9%	71.0%	75.5%	80.7%		85.4%	84.9%

Satisfaction - State of Hawai'i by Visitor Market

- ***Trips to Hawai'i:*** First-time visitors from **Korea** were more satisfied with their stay compared to repeat visitors from this market.
- ***Age:*** Satisfaction was highest among younger respondents (<35) among visitors from **U.S. West, U.S. East** and **Japan**.
- ***Gender:*** Female visitors from both **U.S. West** and **Canada** were more satisfied compared to their male counterparts when rating their stay in Hawai'i.
- ***Household income:*** Less affluent (<\$100K) visitors from **U.S. West** gave higher satisfaction mean scores for their most recent trip compared to more affluent visitors (\$100K+).
- ***Travel party size:*** Visitors from **Japan** and **U.S. West** traveling by themselves gave statistically lower satisfaction scores compared to those visiting with others in their travel parties.
- ***Education:*** Those without a college degree from **U.S. West** and **Oceania** were more satisfied with their stay compared to more educated visitors from these markets.

SATISFACTION - O'AHU

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



SATISFACTION - O‘AHU

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

100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%

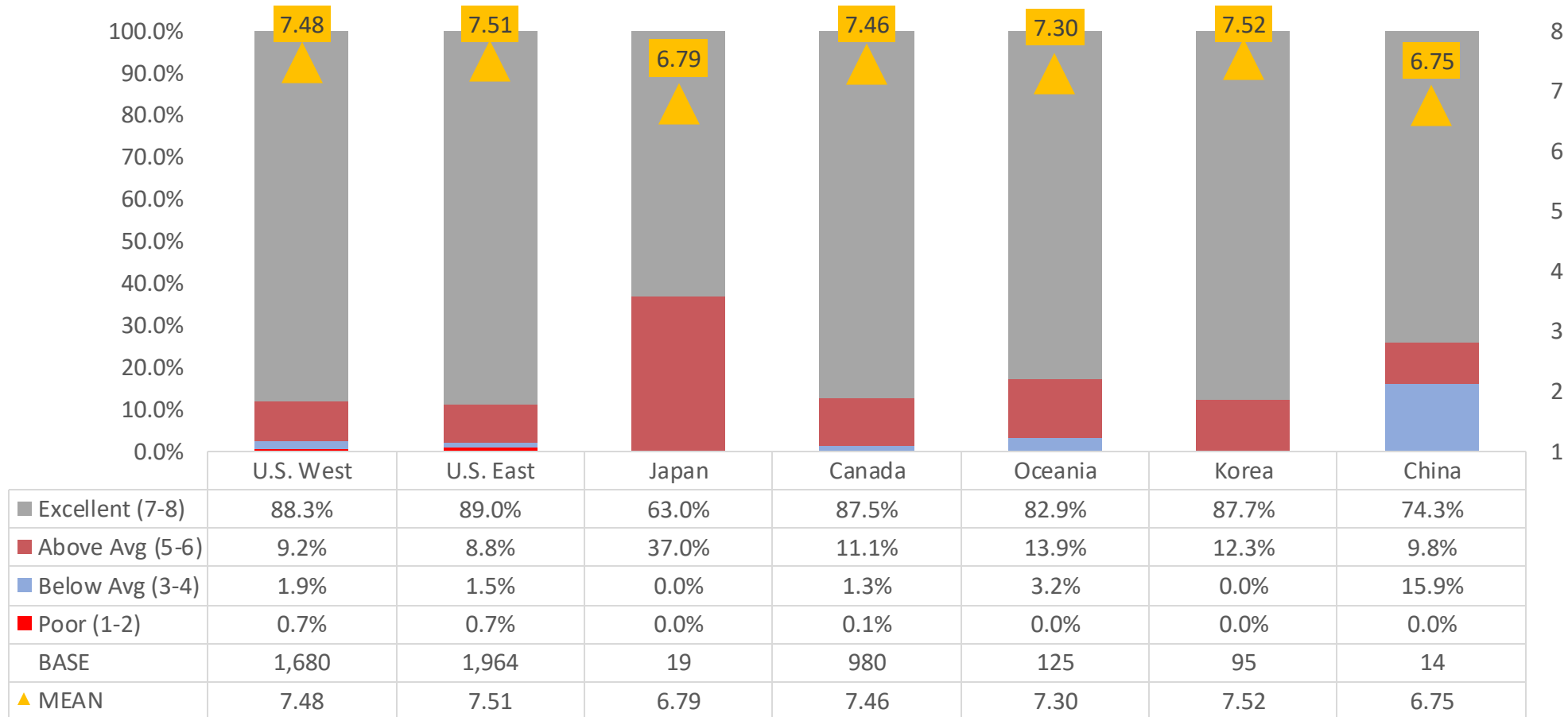
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
U.S. West	56.6%	57.1%	51.4%	55.9%	79.1%	81.1%	79.2%	80.0%	74.3%	80.5%	83.4%	82.8%
U.S. East	57.3%	56.5%	57.5%	59.1%	77.6%	82.7%	79.5%	80.2%	74.9%	79.6%	83.2%	84.5%
Japan	57.6%	57.3%	56.2%	56.6%	76.5%	77.6%	72.2%	76.6%	76.3%		74.0%	78.1%
Canada	53.1%	53.3%	55.0%	55.3%	77.6%	80.6%	79.1%	82.6%	76.3%		83.6%	83.3%
Oceania	55.0%	55.7%	51.0%	55.2%	77.8%	79.8%	76.8%	78.2%	72.8%		75.8%	76.6%
China					78.0%	78.9%	73.6%	70.1%	77.7%		73.5%	82.2%
Korea					77.9%	71.2%	68.2%	73.0%	78.2%		83.7%	84.4%

SATISFACTION - O'AHU

- **Islands visited:** Visitors from **U.S. West, U.S. East, Japan, and Korea** who stayed exclusively on O'ahu gave higher satisfaction scores to the island compared to those who also visited a Neighbor Island during their trip.
- **Trips to Hawai'i:** First-time visitors from **U.S. West** were more satisfied with their stay on O'ahu than repeat visitors.
- **Age:** Among visitors from **U.S. West, U.S. East, Japan and Korea**, those under the age of 35 were the most satisfied with their stay compared to visitors in other age groups.
- **Gender:** Female visitors from both **U.S. West** and **U.S. East** gave higher satisfaction scores than male visitors from these markets.
- **Household income:** Visitors from **U.S. East** and **U.S. West** in households with annual income below \$100K expressed higher levels of satisfaction compared to those in households with combined income in excess of \$150K.
- **Travel party size:** Travelers from **U.S. West** and **Japan** in larger travel parties of three or more gave higher satisfaction scores.
- **Education:** Visitors without a college degree from **U.S. West** and **Oceania** gave higher satisfaction scores.

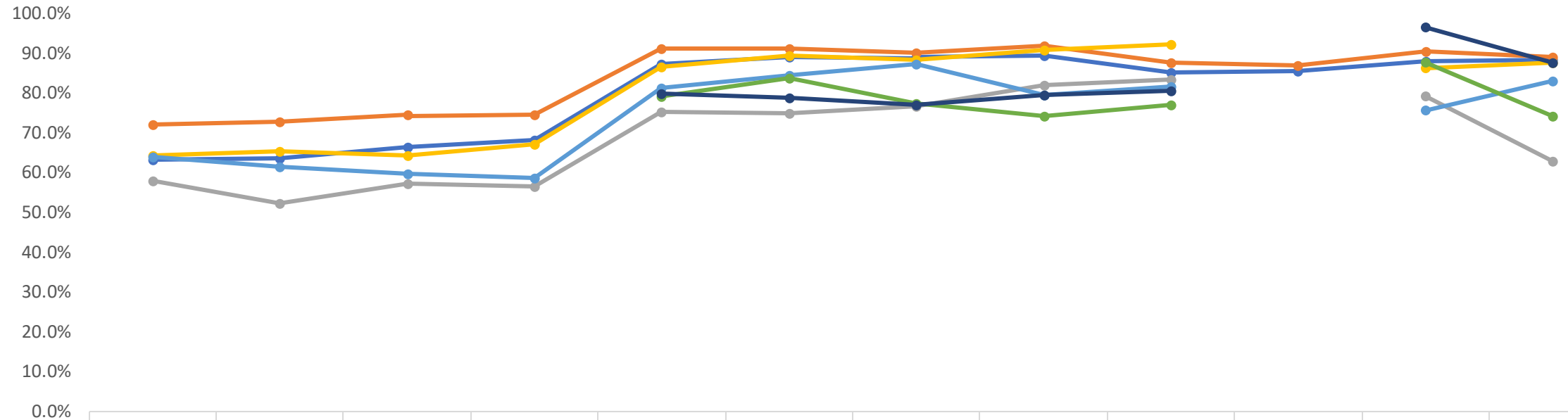
SATISFACTION - MAUI

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



SATISFACTION - MAUI

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



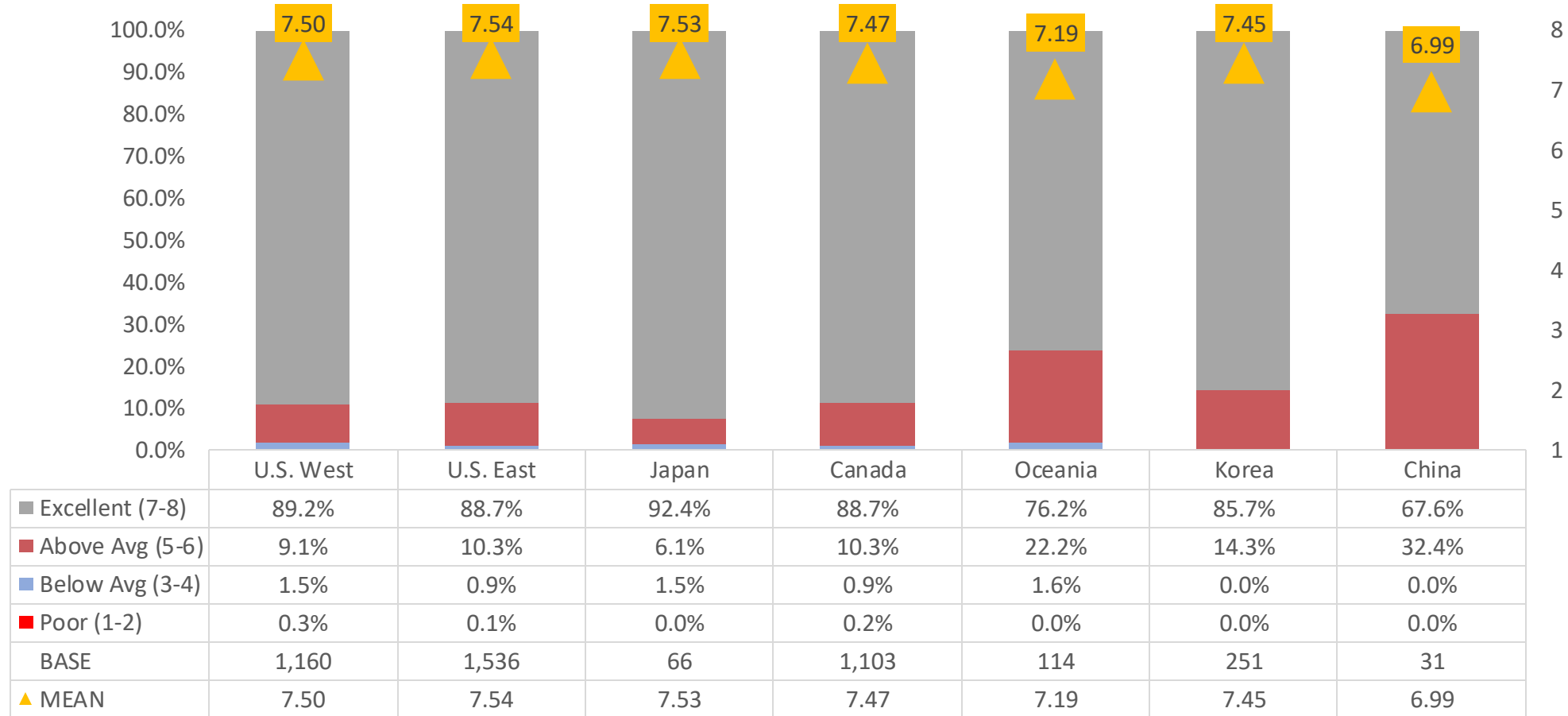
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
U.S. West	63.1%	63.6%	66.6%	68.2%	87.4%	89.0%	88.9%	89.4%	85.3%	85.4%	88.1%	88.3%
U.S. East	72.1%	72.9%	74.5%	74.7%	91.1%	91.1%	90.1%	91.8%	87.7%	87.1%	90.6%	89.0%
Japan	57.9%	52.3%	57.4%	56.6%	75.1%	75.0%	76.6%	82.1%	83.5%		79.2%	63.0%
Canada	64.3%	65.5%	64.2%	67.1%	86.6%	89.5%	88.5%	90.9%	92.3%		86.3%	87.5%
Oceania	64.1%	61.6%	59.7%	58.5%	81.3%	84.5%	87.4%	79.4%	81.6%		75.6%	82.9%
China					79.3%	83.6%	77.5%	74.1%	77.0%		87.6%	74.3%
Korea					79.7%	78.7%	77.0%	79.4%	80.5%		96.4%	87.7%

SATISFACTION - MAUI

- **Islands visited:** Visitors from **U.S. West** who stayed exclusively on Maui gave higher satisfaction scores to the island compared to those who also visited another island during their trip. Conversely, visitors from **Oceania** whose trip included at least one other island in addition to Maui gave Maui higher satisfaction scores.
- **Gender:** Female visitors from **U.S. West** gave higher satisfaction scores for their stay on Maui compared to male visitors.
- **Household income:** **U.S. West** visitors whose household income was less than \$100K expressed higher levels of satisfaction with their stay on Maui compared to those earning more than \$150K.
- **Travel party size:** Visitors from **U.S. West** traveling alone gave lower satisfaction scores compared to those traveling in larger groups.

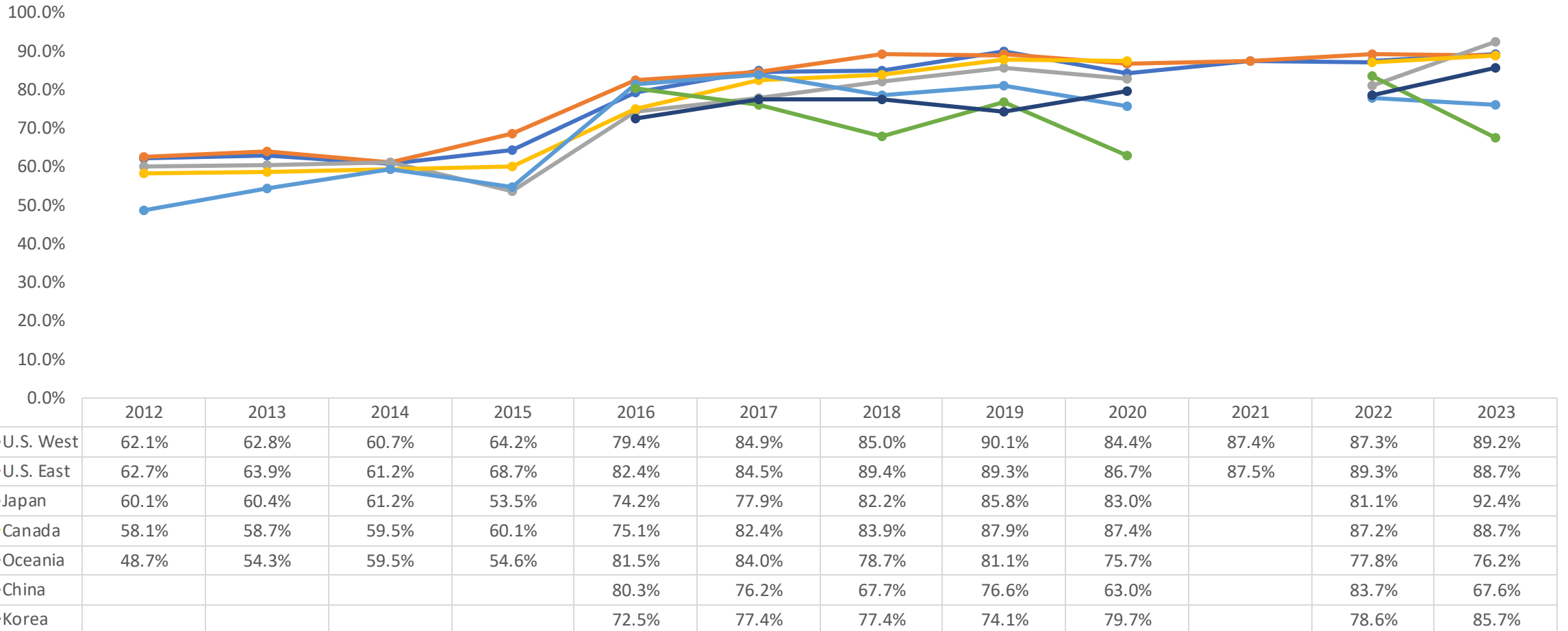
SATISFACTION - ISLAND OF HAWAI‘I

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



SATISFACTION - ISLAND OF HAWAI‘I

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

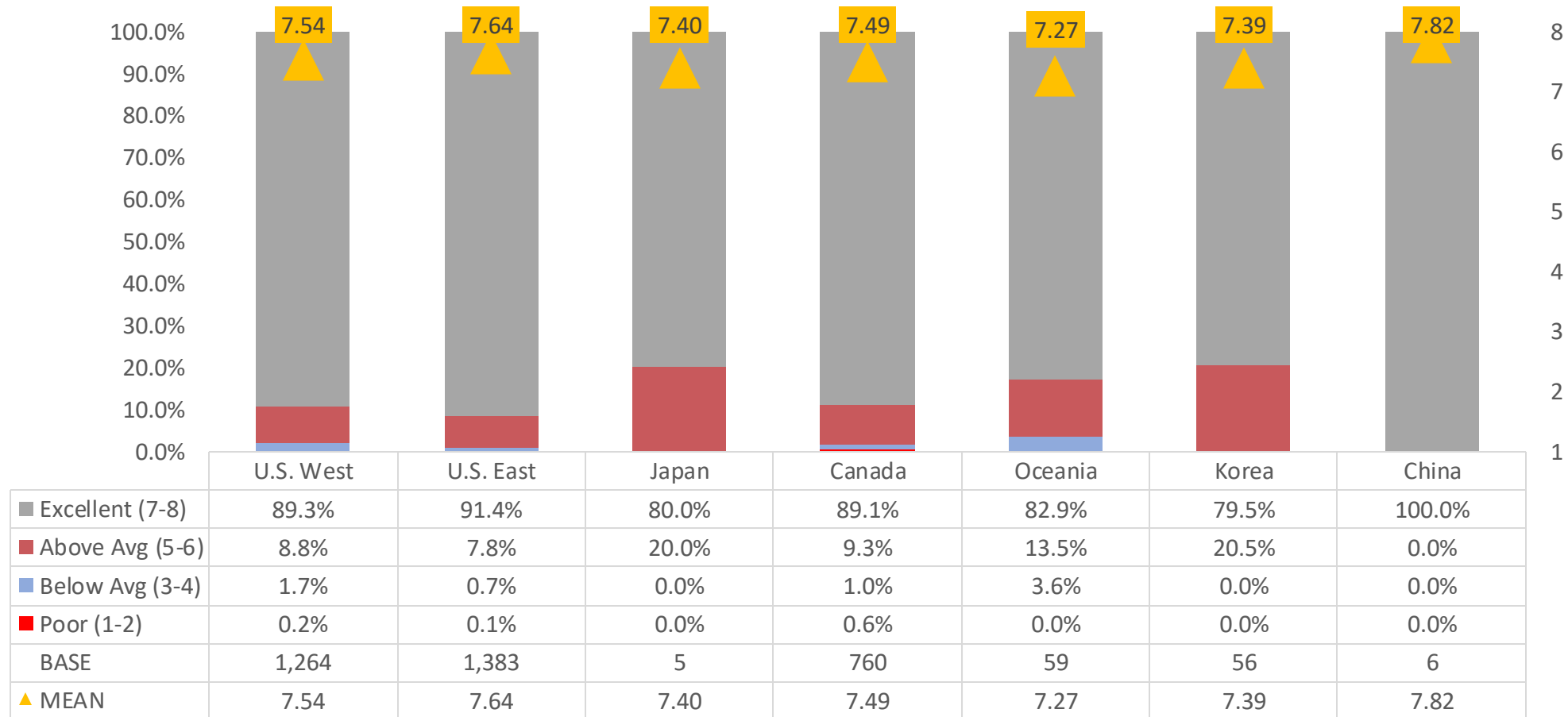


SATISFACTION - ISLAND OF HAWAII

- ***Trips to Hawai'i:*** Repeat visitors from **U.S. West** gave higher satisfaction scores.
- ***Education:*** Travelers from **U.S. West** without a college degree gave higher satisfaction scores compared to those with a college degree.

SATISFACTION - KAUA'I

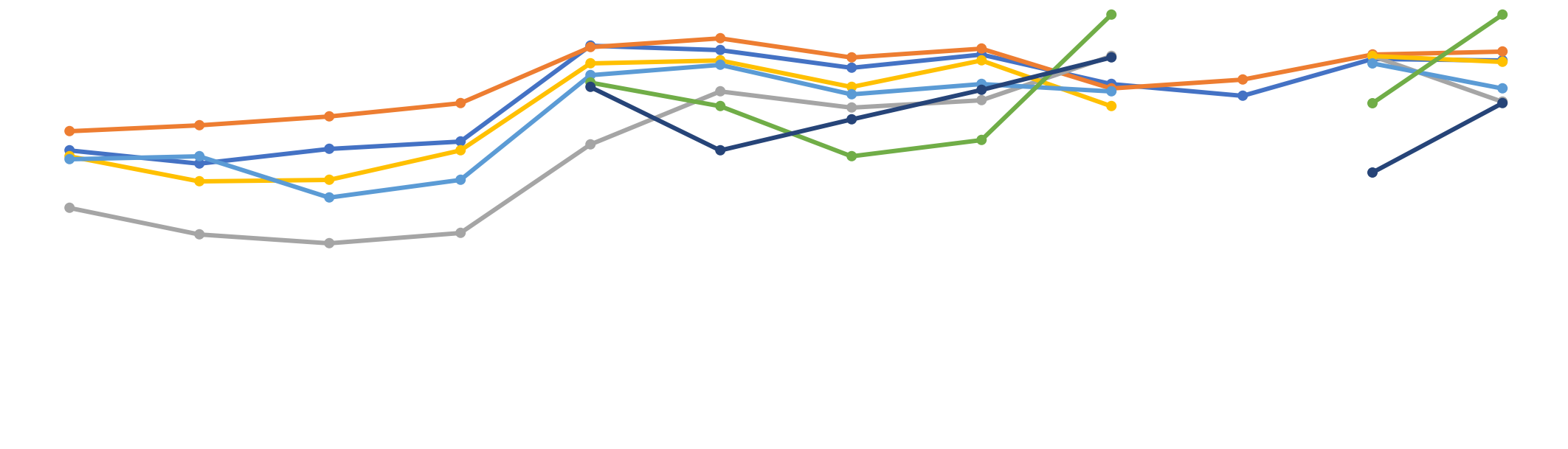
8-pt Rating Scale
8=Excellent/ 1=Poor



SATISFACTION - KAUA'I

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

100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%



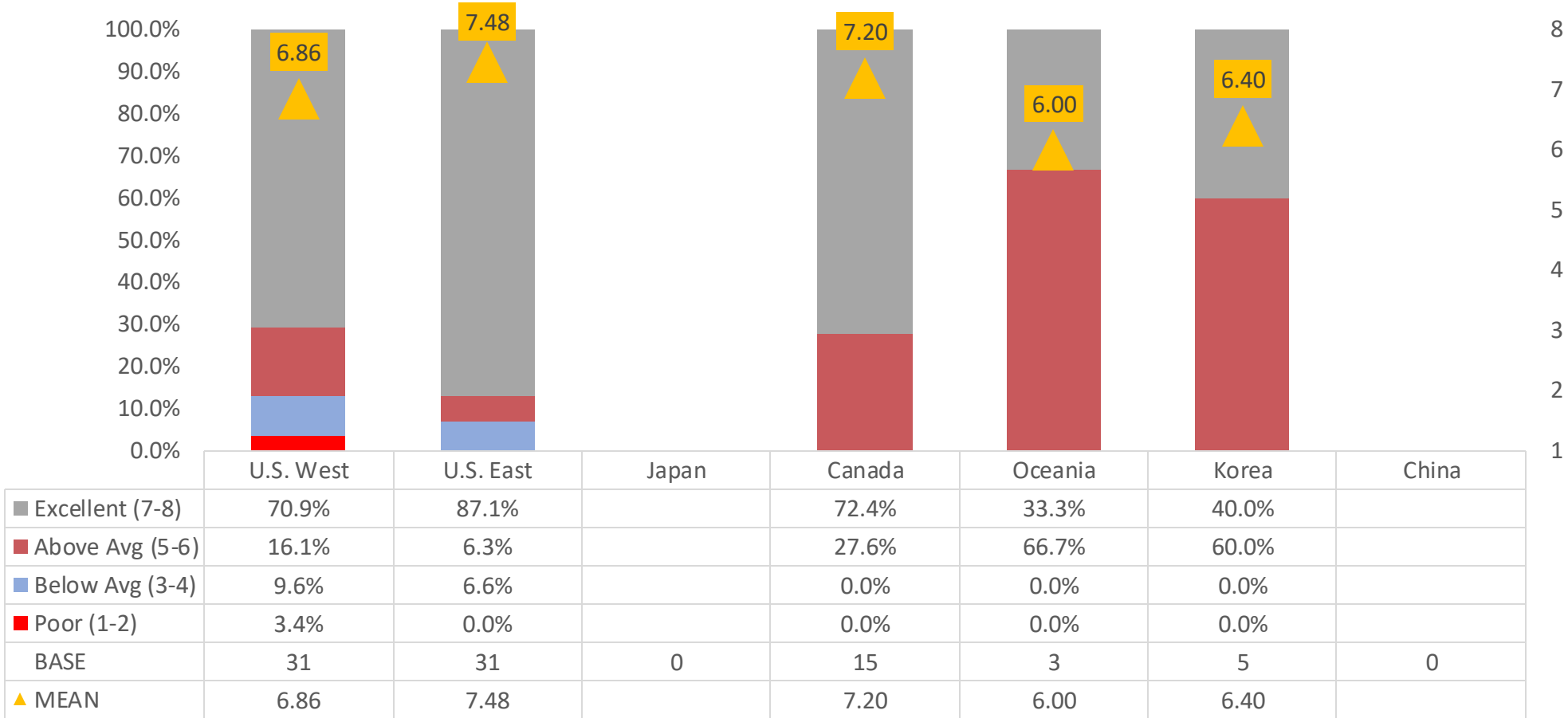
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
U.S. West	68.8%	66.0%	69.1%	70.9%	92.9%	91.9%	87.9%	90.9%	84.2%	81.2%	89.9%	89.3%
U.S. East	73.1%	74.7%	76.7%	79.7%	92.6%	94.5%	90.1%	92.0%	83.0%	85.2%	90.8%	91.4%
Japan	55.8%	49.7%	47.6%	49.9%	70.4%	82.3%	78.7%	80.3%	90.6%		90.4%	80.0%
Canada	67.5%	61.8%	62.1%	68.9%	88.7%	89.3%	83.4%	89.5%	78.9%		90.3%	89.1%
Oceania	66.7%	67.7%	58.0%	62.0%	86.1%	88.4%	81.8%	84.1%	82.4%		88.6%	82.9%
China					84.4%	79.1%	67.6%	71.4%	100.0%		79.7%	100.0%
Korea					83.4%	68.8%	75.9%	82.6%	90.1%		63.9%	79.5%

SATISFACTION - KAUA'I

- **Gender:** Female visitors from **U.S. West** gave higher satisfaction scores than male visitors.
- **Education:** Travelers without a college degree from **U.S. West** gave higher satisfaction scores compared to those with a college degree.

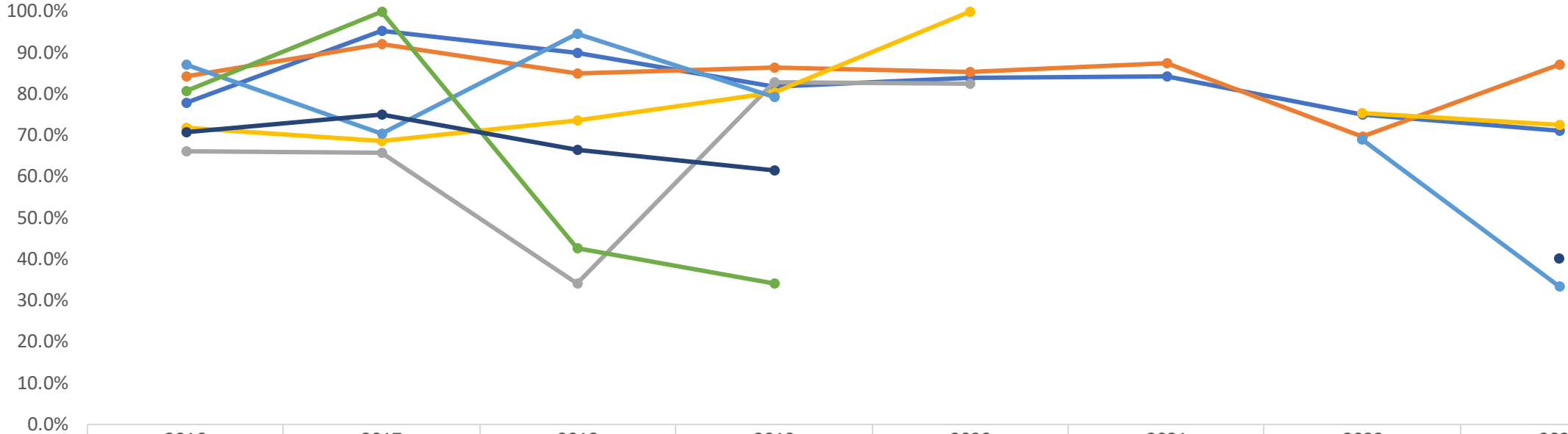
SATISFACTION - MOLOKA‘I

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



SATISFACTION - MOLOKA‘I

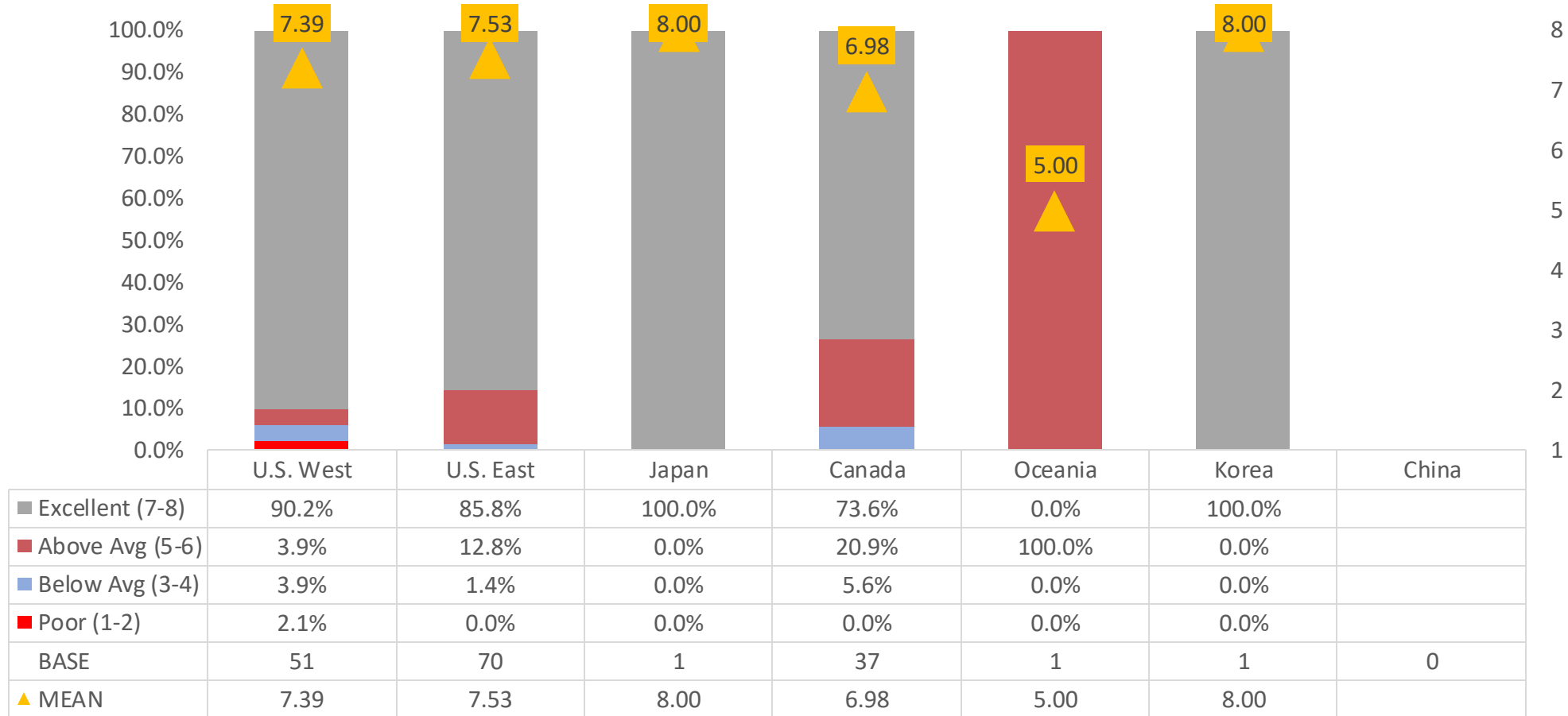
Tracking Data – Rating of “Excellent” (7-8)



	2016	2017	2018	2019	2020	2021	2022	2023
U.S. West	77.8%	95.3%	90.0%	81.7%	83.8%	84.2%	75.0%	70.9%
U.S. East	84.2%	92.1%	85.1%	86.4%	85.3%	87.5%	69.7%	87.1%
Japan	66.0%	65.8%	34.0%	82.8%	82.3%			
Canada	71.8%	68.5%	73.4%	80.3%	100.0%		75.4%	72.4%
Oceania	87.2%	70.2%	94.5%	79.3%			69.0%	33.3%
China	80.8%	100.0%	42.6%	34.0%				
Korea	70.7%	75.0%	66.5%	61.5%				40.0%

SATISFACTION - LĀNA‘I

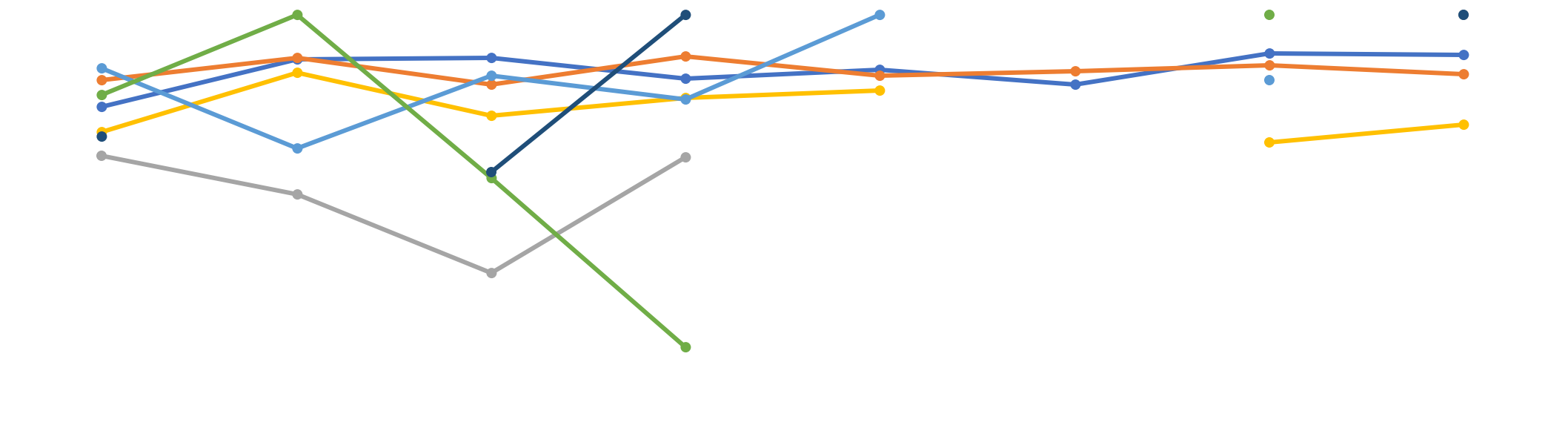
8-pt Rating Scale
8=Excellent/ 1=Poor



SATISFACTION - LĀNA‘Ī

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

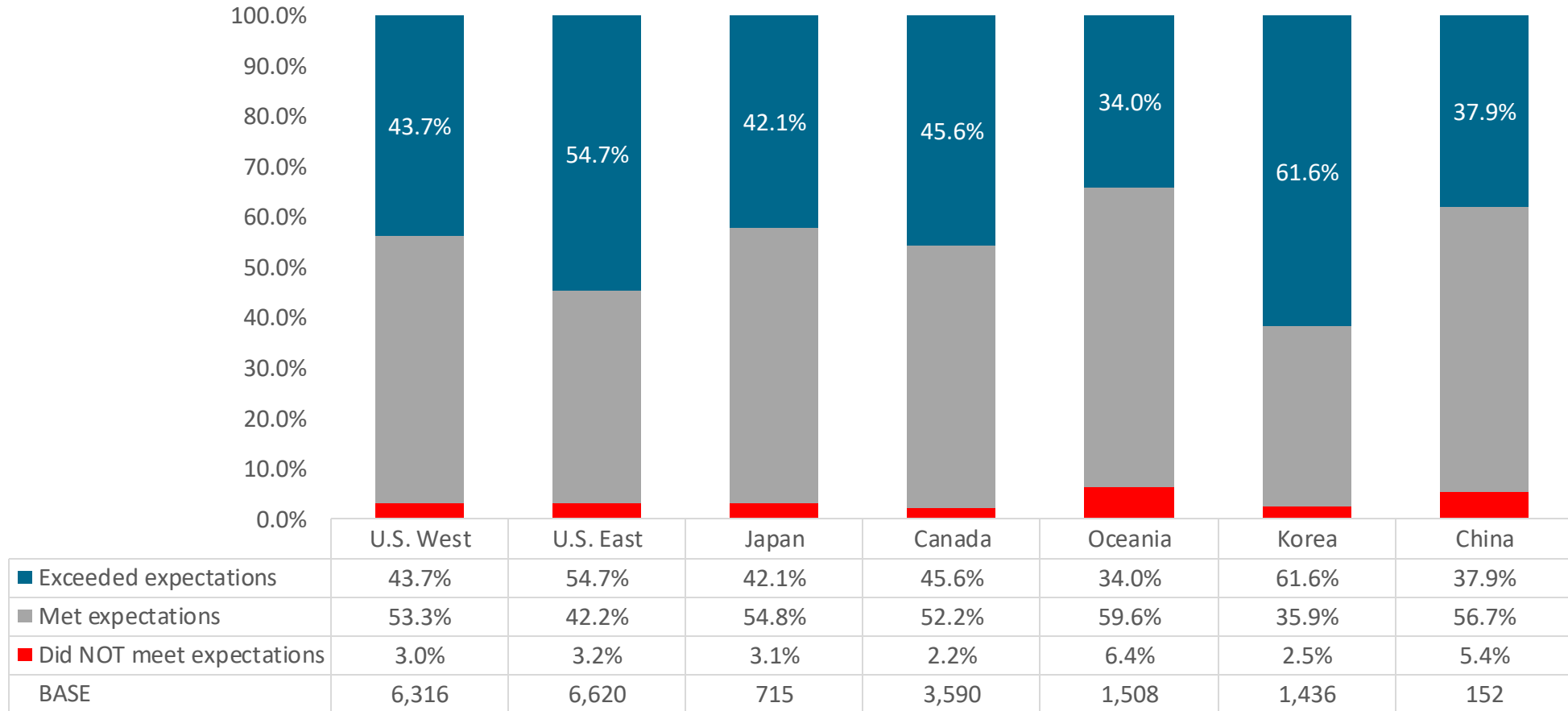
100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%



	2016	2017	2018	2019	2020	2021	2022	2023
U.S. West	77.8%	89.3%	89.5%	84.7%	86.7%	83.3%	90.6%	90.2%
U.S. East	84.2%	89.6%	83.2%	89.9%	85.3%	86.3%	87.7%	85.8%
Japan	66.0%	56.7%	37.8%	65.8%				100.0%
Canada	71.8%	85.9%	75.7%	80.0%	81.7%		69.4%	73.6%
Oceania	87.2%	67.7%	85.4%	79.5%	100.0%		84.2%	
China	80.8%	100.0%	60.7%	20.0%			100.0%	
Korea	70.7%		62.1%	100.0%				100.0%

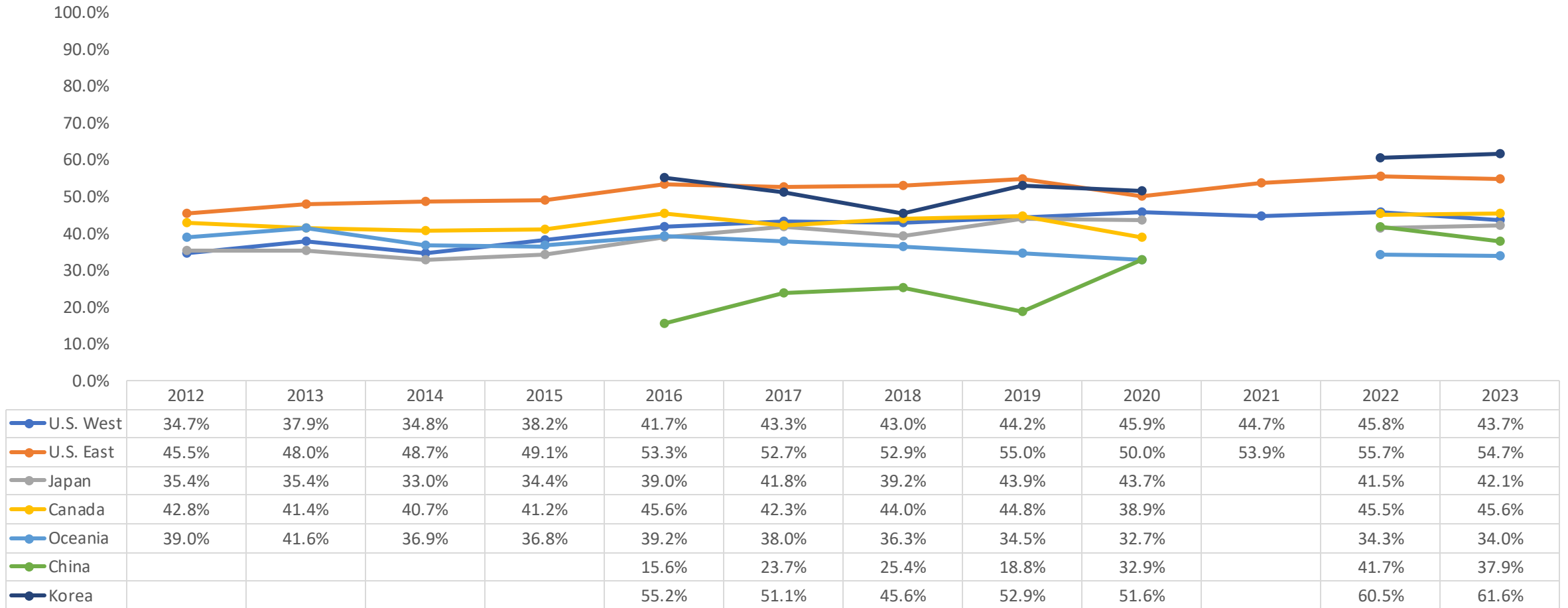
Section 2 – Trip Expectations

SATISFACTION - HAWAI'I TRIP EXPECTATIONS



SATISFACTION - HAWAI'I TRIP EXPECTATIONS

Tracking Data – Rating of “Exceeded expectations”



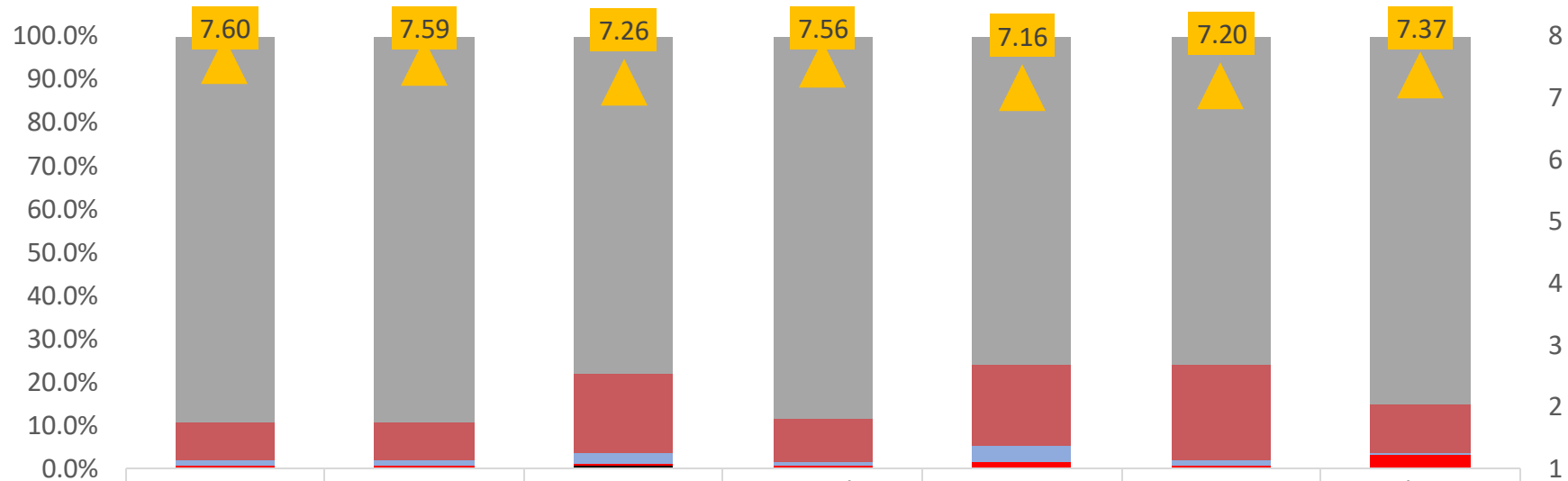
SATISFACTION - HAWAI'I TRIP EXPECTATIONS

- **Education:** Visitors from **Japan** with a college degree were more satisfied with their trip in terms of exceeding their expectations compared to those without a college degree.
- **Age:** Visitors from **U.S. East, U.S. West, Japan, Canada,** and **Korea** under the age of 35 were more likely to feel that their stay exceeded expectations.
- **Gender:** Female visitors gave higher satisfaction scores when rating trip expectations compared to male visitors from **U.S. West, U.S. East,** and **Canada.**
- **Trips to Hawai'i:** First-time visitors from **U.S. West, U.S. East, Korea, Japan, Canada,** and **Oceania** gave higher satisfaction scores than repeat visitors when rating their trip expectations.
- **Household income:** Visitors from **U.S. West** and **U.S. East** with annual household income below \$100K were the most satisfied when it came to trip expectations compared to more affluent visitors from these markets.
- **Islands visited:** **U.S. West** respondents who visited just a single island were more likely to say their trip exceeded expectations. Conversely, **Japanese** and **Canadian** travelers who visited multiple islands were more likely to feel that their trip exceeded expectations.
- **Travel party size:** Visitors from **U.S. West** and **Japan** who traveled alone gave lower satisfaction scores compared to those traveling with at least one other individual.

Section 3 – Brand/ Destination Advocacy

BRAND/ DESTINATION - ADVOCACY

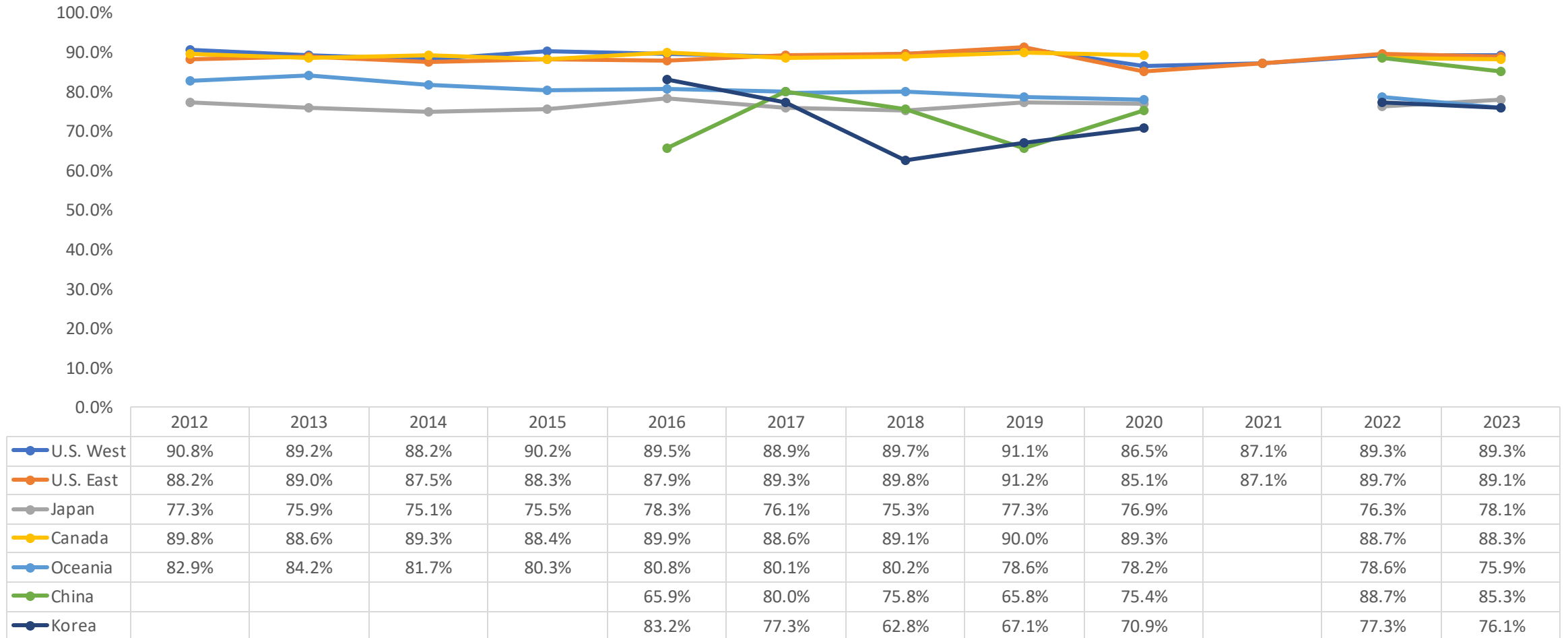
8-pt Rating Scale
8=Very likely/ 1=Very unlikely



	U.S. West	U.S. East	Japan	Canada	Oceania	Korea	China
■ Very likely (7-8)	89.3%	89.1%	78.1%	88.3%	75.9%	76.1%	85.3%
■ Somewhat likely (5-6)	8.9%	8.9%	18.2%	10.1%	19.0%	21.9%	11.0%
■ Somewhat unlikely (3-4)	1.1%	1.1%	2.5%	1.1%	3.6%	1.5%	0.5%
■ Very unlikely (1-2)	0.6%	0.7%	0.3%	0.4%	1.1%	0.2%	3.1%
■ Don't know	0.1%	0.2%	0.8%	0.1%	0.4%	0.3%	0.0%
BASE	6,316	6,620	715	3,590	1,508	1,436	152
▲ MEAN	7.60	7.59	7.26	7.56	7.16	7.20	7.37

BRAND/ DESTINATION - ADVOCACY

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



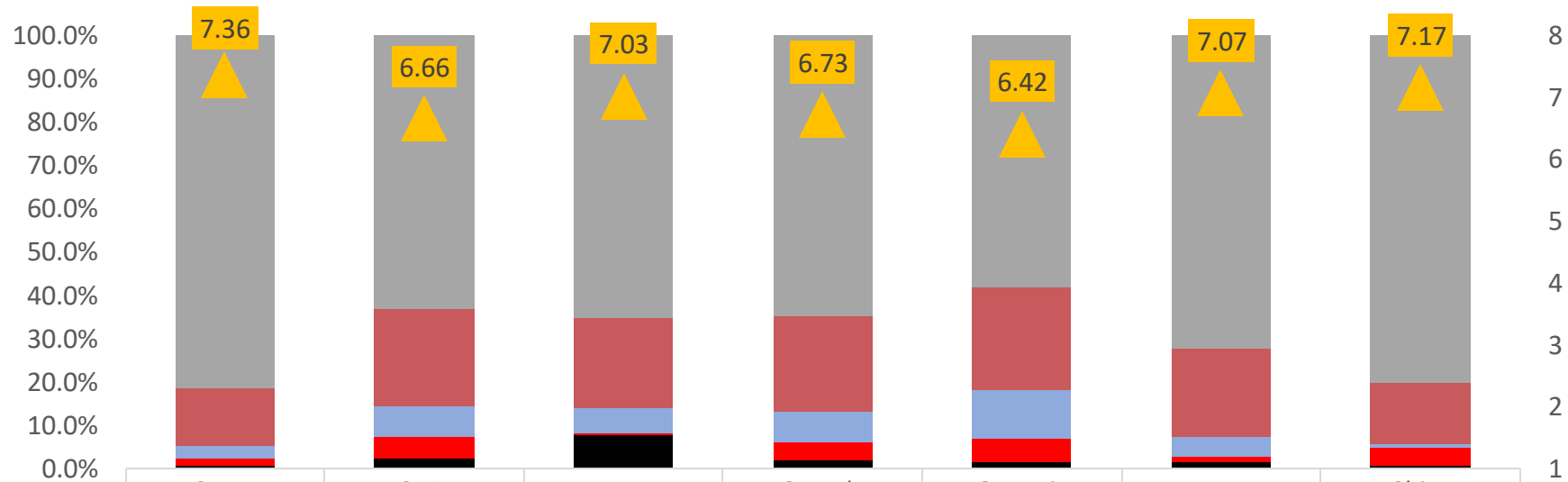
BRAND/ DESTINATION - ADVOCACY

- **Age:** Among visitors from **Japan**, younger respondents under the age of 35 were the strongest brand advocates for Hawai'i.
- **Gender:** Female visitors from **U.S. West, U.S. East, Oceania** and **Canada** all gave higher advocacy scores, indicating a greater likelihood to recommend travel to the state compared to male visitors from these markets.
- **Trips to Hawai'i:** Repeat visitors to the state from **U.S. West, U.S. East** and **Canada** were more likely to recommend the state to others than first-time visitors from these markets.
- **Travel party size:** Those who traveled alone from **U.S. West** were less likely to recommend the state to others compared to those traveling with at least one other individual.
- **Education:** Those without a college degree from **U.S. West** were more likely to recommend Hawai'i as a destination than those with a college degree. Conversely, visitors from **Japan** with a college degree were more likely to recommend the state.

Section 4 – Brand/ Destination Loyalty

LIKELIHOOD OF RETURN VISIT

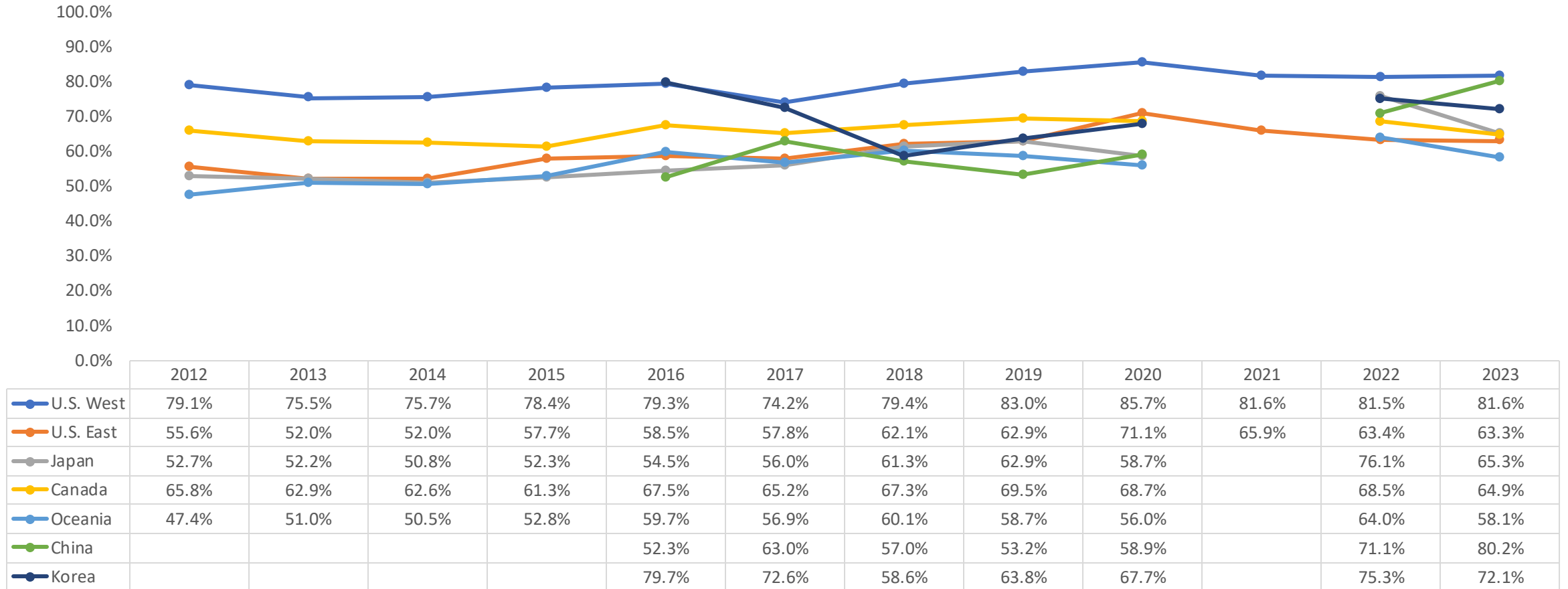
8-pt Rating Scale
8=Very likely/ 1=Very unlikely



	U.S. West	U.S. East	Japan	Canada	Oceania	Korea	China
■ Very likely (7-8)	81.6%	63.3%	65.3%	64.9%	58.1%	72.1%	80.2%
■ Somewhat likely (5-6)	13.2%	22.1%	20.8%	22.0%	23.9%	20.4%	14.0%
■ Somewhat unlikely (3-4)	2.9%	7.2%	5.6%	7.2%	11.1%	4.9%	1.1%
■ Very unlikely (1-2)	1.6%	5.0%	0.8%	4.1%	5.5%	1.0%	4.2%
■ Don't know	0.7%	2.3%	7.5%	1.8%	1.5%	1.5%	0.5%
BASE	6,316	6,620	715	3,590	1,508	1,436	152
▲ MEAN	7.36	6.66	7.03	6.73	6.42	7.07	7.17

LIKELIHOOD OF RETURN VISIT

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



LIKELIHOOD OF RETURN VISIT

- **Trips to Hawai'i:** Repeat visitors from **U.S. West, U.S. East, Japan, Canada** and **Oceania** expressed a greater likelihood to return to the state than first-time visitors from these markets.
- **Islands visited:** Among visitors from **U.S. West** and **Canada**, those who visited a single island expressed a greater likelihood to return to the state compared to those who went to multiple islands during their trip.
- **Gender:** A higher percentage of female visitors from **U.S. West** expressed a willingness to return to the state compared to male visitors from this market.
- **Household income:** Visitors from **U.S. West** and **U.S. East** from more affluent households (\$150K+) expressed a higher likelihood of returning to the state than less affluent visitors from this market.
- **Education:** Visitors from **U.S. East** without a college degree gave higher mean scores compared to visitors from this market with a college degree.
- **Travel party size:** Among visitors from **U.S. East**, those in smaller travel parties (ranging from one or sometimes two individuals) expressed a stronger likelihood of returning to the state than those in larger travel parties of three or more.
- **Age:** Senior visitors (65+) from **U.S. East** and **Japan** had the lowest likelihood of returning to the state than visitors in younger age groups from these markets.

UNLIKELY TO RETURN - TOP REASONS U.S. WEST

TOP RESPONSES 10%+

2022 n=321	2023 n=326
53.1% Too expensive	52.9% Too expensive
28.8% Want to go someplace new	34.3% Want to go someplace new
28.5% Poor value	33.1% Poor value
24.6% Too crowded/ congested/ traffic	25.6% Too crowded/ congested/ traffic
18.0% Too commercialized/ overdeveloped	17.4% Too commercialized/ overdeveloped
14.7% No reason to return/ nothing new	14.9% No reason to return/ nothing new
12.1% Unfriendly people/ felt unwelcome	12.9% Unfriendly people/ felt unwelcome
10.9% Flight too long	11.4% Five years is too soon
10.3% Five years is too soon	10.2% Other financial obligations

UNLIKELY TO RETURN - TOP REASONS U.S. EAST

TOP RESPONSES 10%+

2022 n=961	2023 n=972
53.7% Too expensive	53.8% Too expensive
40.5% Flight too long	44.2% Flight too long
40.1% Want to go someplace new	37.7% Want to go someplace new
17.6% Poor value	17.2% Poor value
17.4% Five years is too soon	16.6% Five years is too soon
14.4% Too crowded/ congested/ traffic	14.4% Too crowded/ congested/ traffic
13.4% Other financial obligations	12.5% Other financial obligations
10.9% Too commercialized/ overdeveloped	11.3% Too commercialized/ overdeveloped

UNLIKELY TO RETURN - TOP REASONS JAPAN

TOP RESPONSES 10%+

2022 n=14	2023 n=100
69.7% Too expensive	65.1% Too expensive
41.0% Want to go someplace new	22.9% Five years is too soon
36.6% Five years is too soon	21.9% Want to go someplace new
34.8% No reason to return/ nothing new	17.9% Other financial obligations
25.9% Too commercialized/ overdeveloped	10.0% Poor health/ old age
25.9% Other financial obligations	
15.2% Poor value	
15.2% Too crowded/ congested/ traffic	
15.2% Poor service	
15.2% Poor health/ old age	
10.7% Flight too long	
10.7% Unfriendly people/ felt unwelcome	

CAUTION SMALL BASE = 14

UNLIKELY TO RETURN - TOP REASONS CANADA

TOP RESPONSES 10%+

2022 n=424	2023 n=490
60.0% Too expensive	59.6% Too expensive
41.8% Want to go someplace new	39.5% Want to go someplace new
32.9% Flight too long	33.3% Flight too long
21.1% Poor value	22.5% Poor value
16.4% Five years is too soon	15.6% Five years is too soon
12.9% Too crowded/ congested/ traffic	13.3% Other financial obligations
12.1% Other financial obligations	10.6% Too crowded/ congested/ traffic
11.0% Too commercialized/ overdeveloped	10.1% Too commercialized/ overdeveloped

UNLIKELY TO RETURN - TOP REASONS OCEANIA

TOP RESPONSES 10%+

2022 n=147	2023 n=264
63.5% Too expensive	60.2% Too expensive
40.7% Poor value	40.5% Poor value
37.8% Want to go someplace new	33.9% Want to go someplace new
20.3% Too commercialized/ overdeveloped	24.4% Too commercialized/ overdeveloped
17.0% No reason to return/ nothing new	18.4% Too crowded/ congested/ traffic
15.7% Too crowded/ congested/ traffic	13.9% No reason to return/ nothing new
13.3% Flight too long	13.3% Five years is too soon
13.3% Five years is too soon	11.2% Flight too long

UNLIKELY TO RETURN - TOP REASONS CHINA

TOP RESPONSES 10%+

2022 n=11	2023 n=10
45.9% Too expensive	52.9% Flight too long
45.9% Flight too long	34.1% Too expensive
33.1% Five years is too soon	34.1% Unfriendly people/ felt unwelcome
29.3% Too crowded/ congested/ traffic	24.7% Poor value
27.1% No reason to return/ nothing new	24.7% Too commercialized/ overdeveloped
16.6% Want to go someplace new	18.8% Airport/ immigration issue
10.5% Poor value	18.8% Crime/ safety concerns
10.5% Poor service	18.8% No reason to return/ nothing new
10.5% Dirty/ filthy	15.3% Too crowded/ congested/ traffic
10.5% Hotel- negative comment	

CAUTION SMALL BASES

UNLIKELY TO RETURN - TOP REASONS KOREA

TOP RESPONSES 10%+

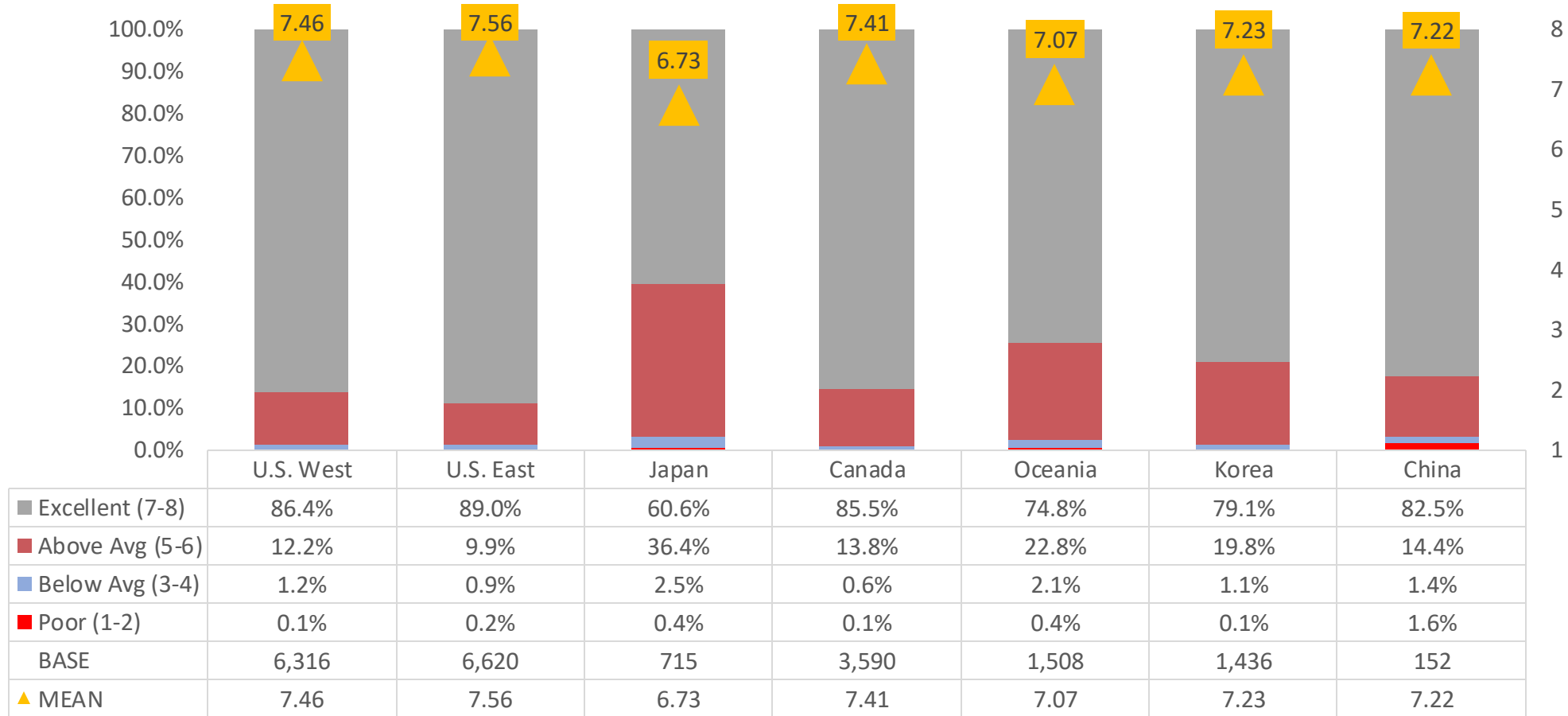
2022 n=22	2023 n=108
91.1% Too expensive	68.3% Too expensive
58.9% Poor value	35.0% Poor value
31.1% No reason to return/ nothing new	27.4% Flight too long
31.1% Want to go someplace new	24.7% Five years is too soon
26.6% Flight is too long	19.9% No reason to return/ nothing new
26.6% Five years is too soon	19.0% Other financial obligations
18.9% Other financial obligations	18.9% Want to go someplace new
17.7% Too crowded/ congested/ traffic	12.8% Too crowded/ congested/ traffic

CAUTION SMALL BASES = 22

Section 5 – Experiences

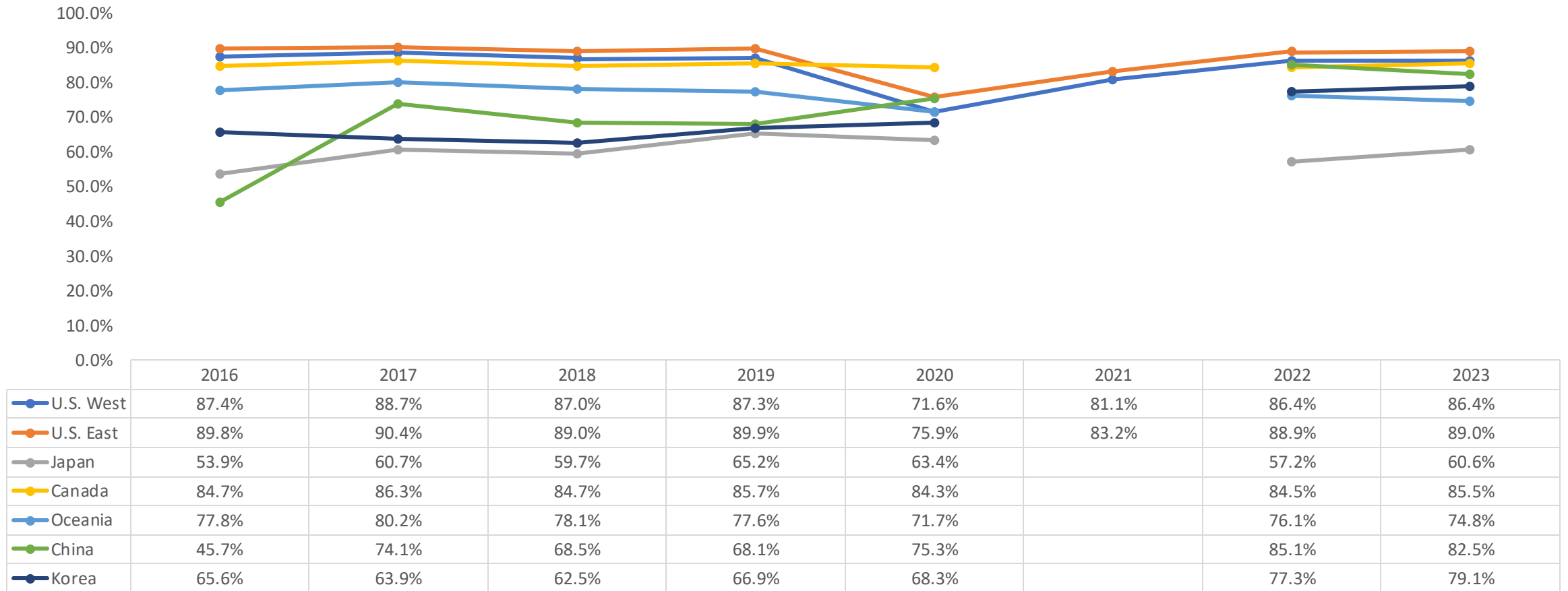
OFFERING A VARIETY OF EXPERIENCES

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



OFFERING A VARIETY OF EXPERIENCES

Tracking Data - Rating of "Excellent" (7-8)

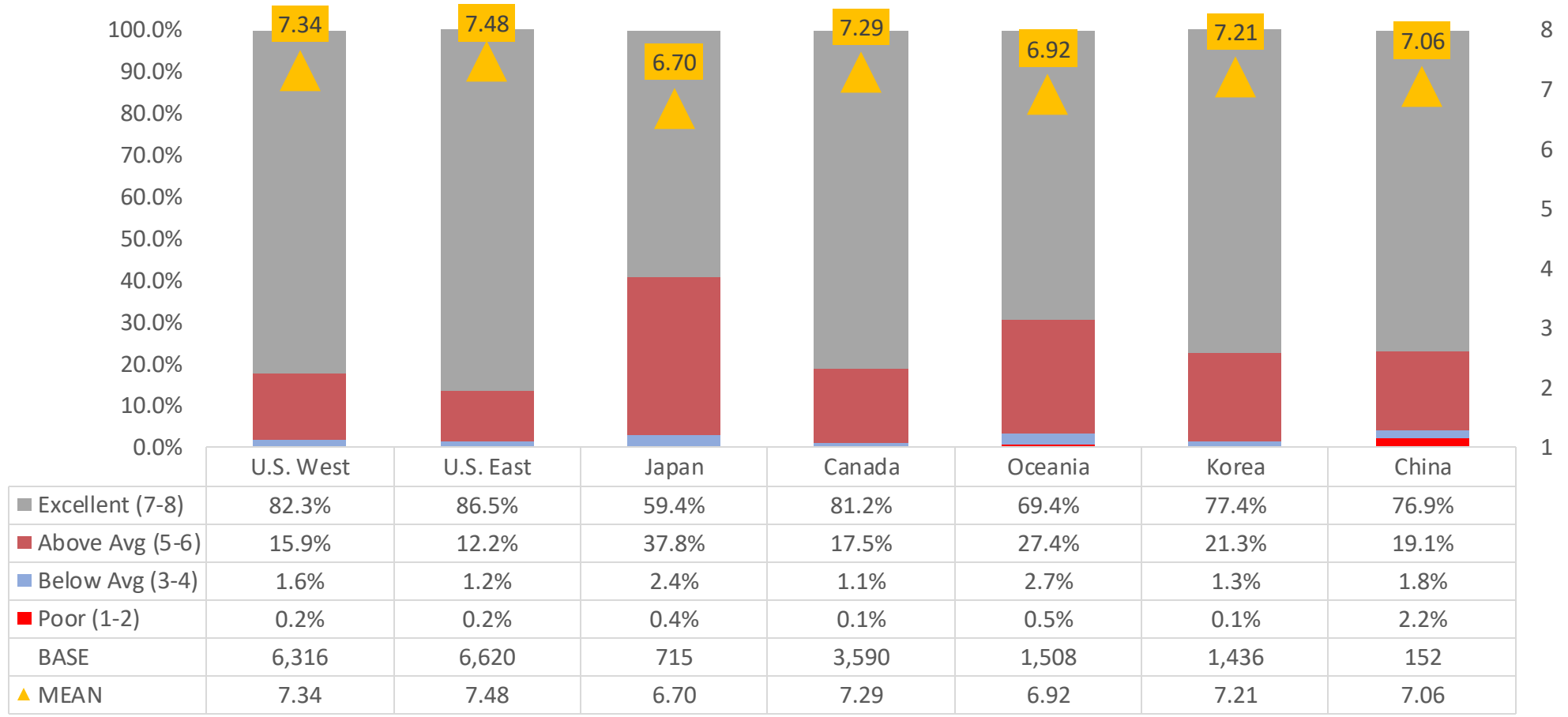


OFFERING A VARIETY OF EXPERIENCES

- **Age:** When evaluating their stay based on the variety of experiences offered, younger visitors under the age of 35 from **Korea** and **Japan** gave the highest scores compared to those in other age groups.
- **Trips to Hawai'i:** First-time visitors from **Japan** gave higher satisfaction score in this area than repeat visitors from this market.
- **Islands visited:** **U.S. West**, **U.S. East** and **Canadian** visitors whose trip included stays on multiple islands gave higher scores compared to visitors from these markets who stayed on a single island.
- **Gender:** Female visitors from **U.S. West**, **U.S. East**, **Oceania** and **Canada** were more satisfied with the variety of experiences than their male counterparts.
- **Household income:** **U.S. West** visitors with annual household income of less than \$100K were the most satisfied with the variety of experiences offered during their stay.
- **Travel party size:** Those who traveled by themselves from **U.S. West** and **Japan** gave lower satisfaction scores.

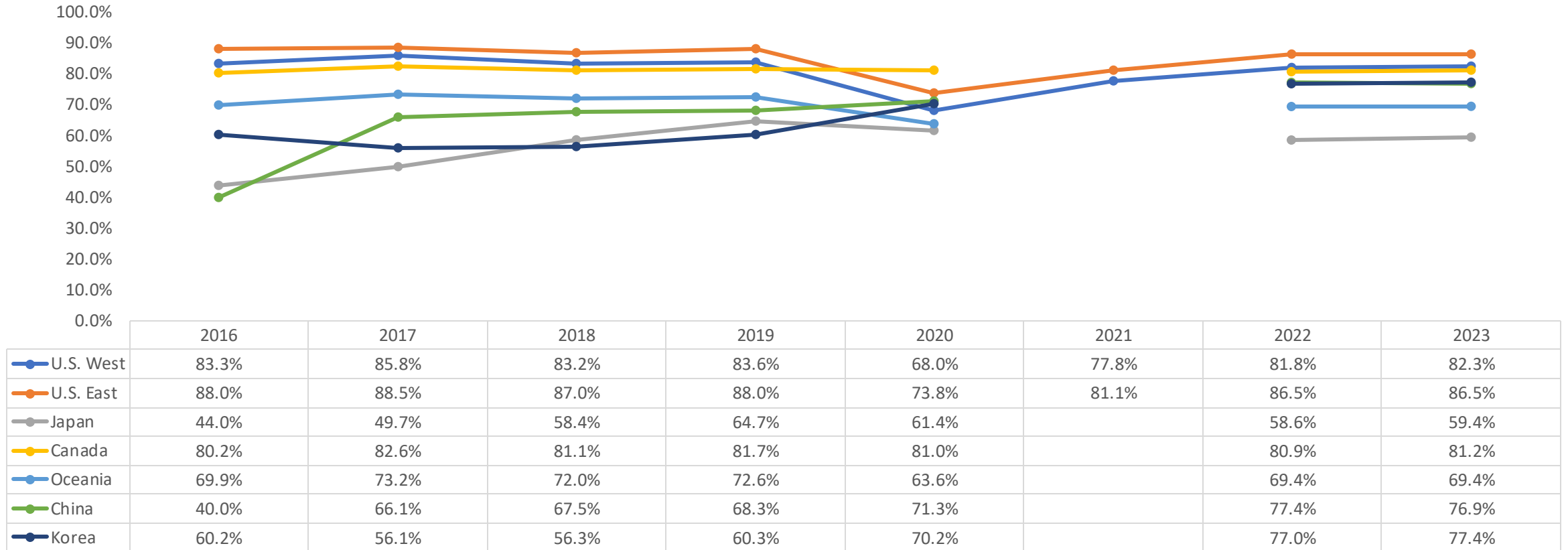
NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

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



NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

Tracking Data - Rating of "Excellent" (7-8)

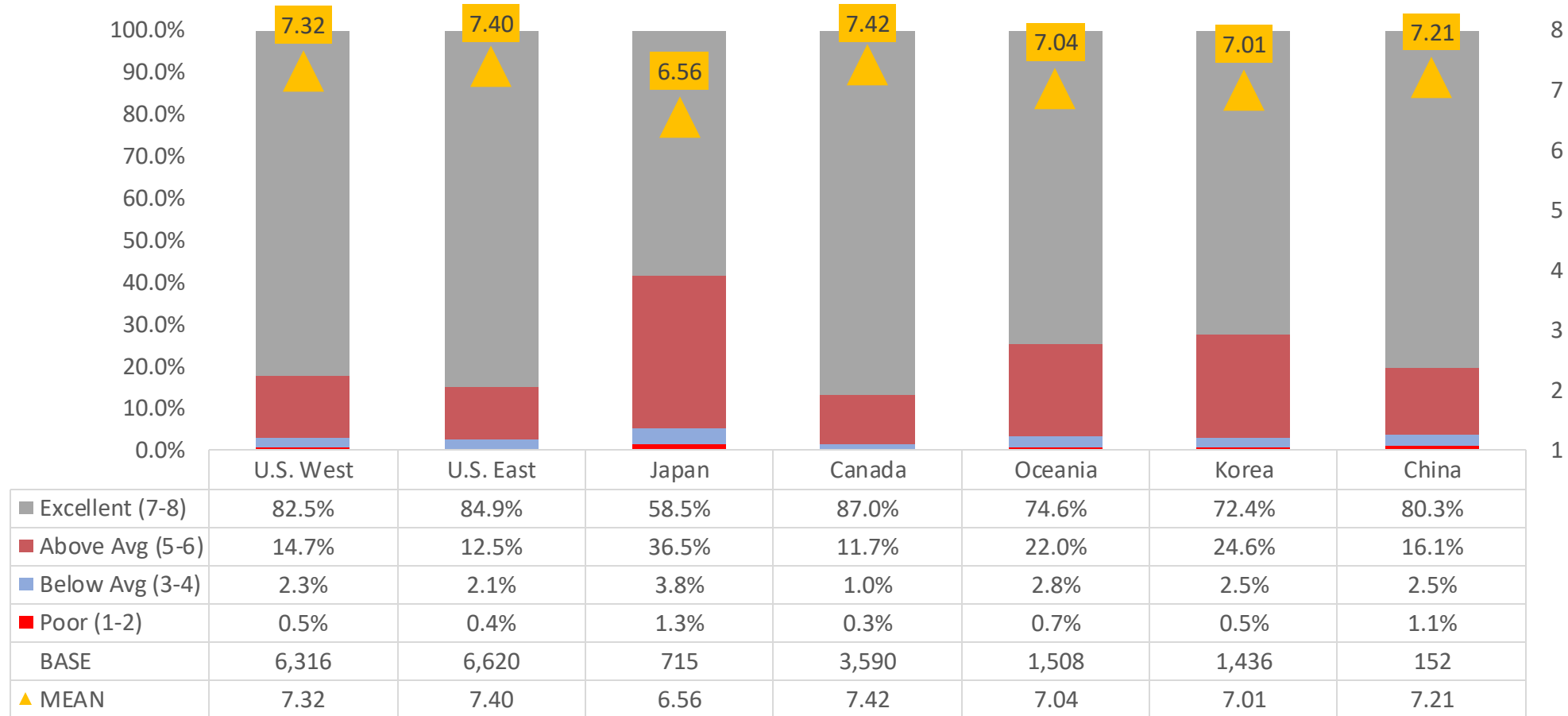


NUMBER OF DIFFERENT/ UNIQUE EXPERIENCES

- **Age:** When evaluating their stay based on the number of different and unique travel experiences, younger visitors under the age of 35 from **U.S. East** and **Japan** were the most pleased. Seniors (65+) from **Korea** gave the lowest satisfaction scores.
- **Trips to Hawai'i:** First-time visitors from both **Korea** and **Japan** gave higher satisfaction scores in this area than repeat visitors from these two markets.
- **Islands visited:** Visitors from **U.S. West**, **U.S. East** and **Canada** whose trip included stays on multiple islands gave higher mean scores compared to visitors from these markets who stayed on a single island.
- **Gender:** Female visitors from **U.S. West**, **U.S. East**, **Oceania** and **Canada** were more satisfied with the number of different and unique experiences than their male counterparts.
- **Household income:** Visitors from **U.S. West** with annual household income of less than \$100K were the most satisfied when it came to rating their satisfaction with the number of different and unique experiences offered.
- **Education:** Visitors from **Japan** with a college degree were more satisfied in this area than those with a college degree.
- **Travel party size:** Those who traveled by themselves from **U.S. West** and **Japan** gave lower satisfaction scores for this area.

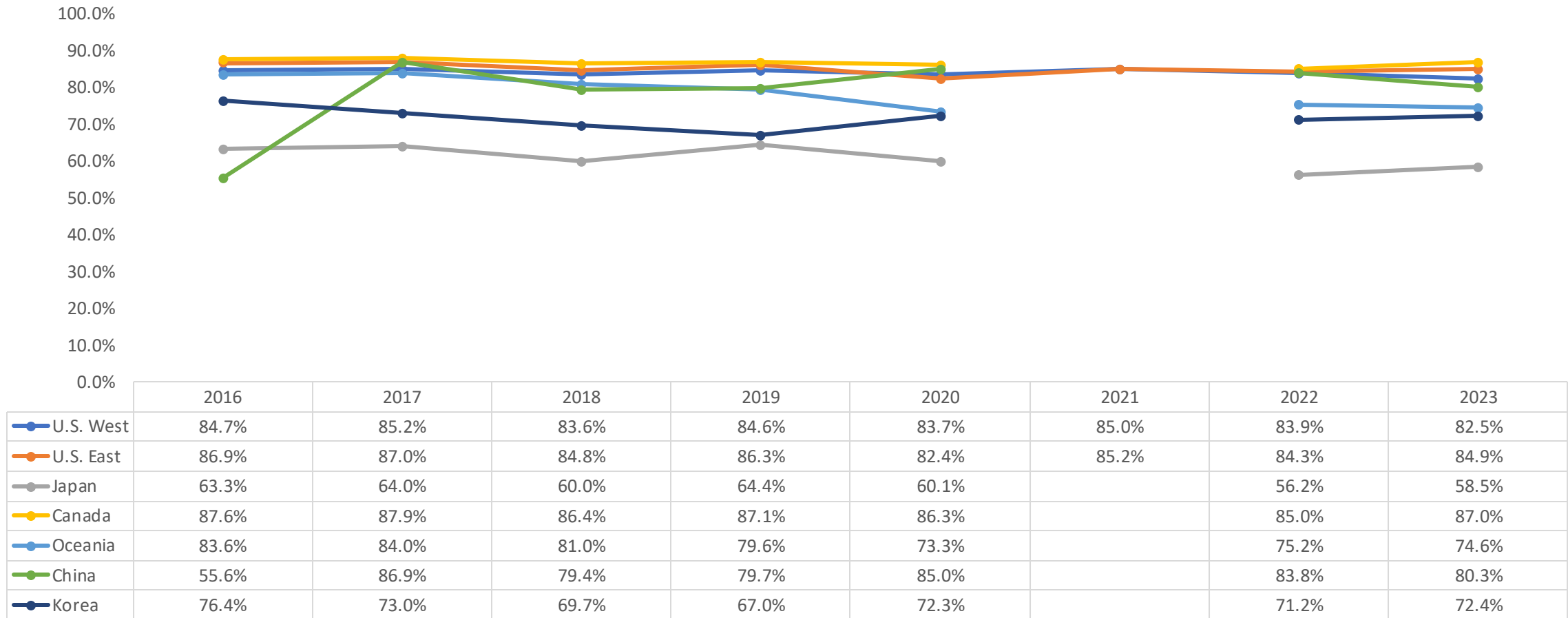
SAFE AND SECURE DESTINATION

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



SAFE AND SECURE DESTINATION

Tracking Data - Rating of "Excellent" (7-8)

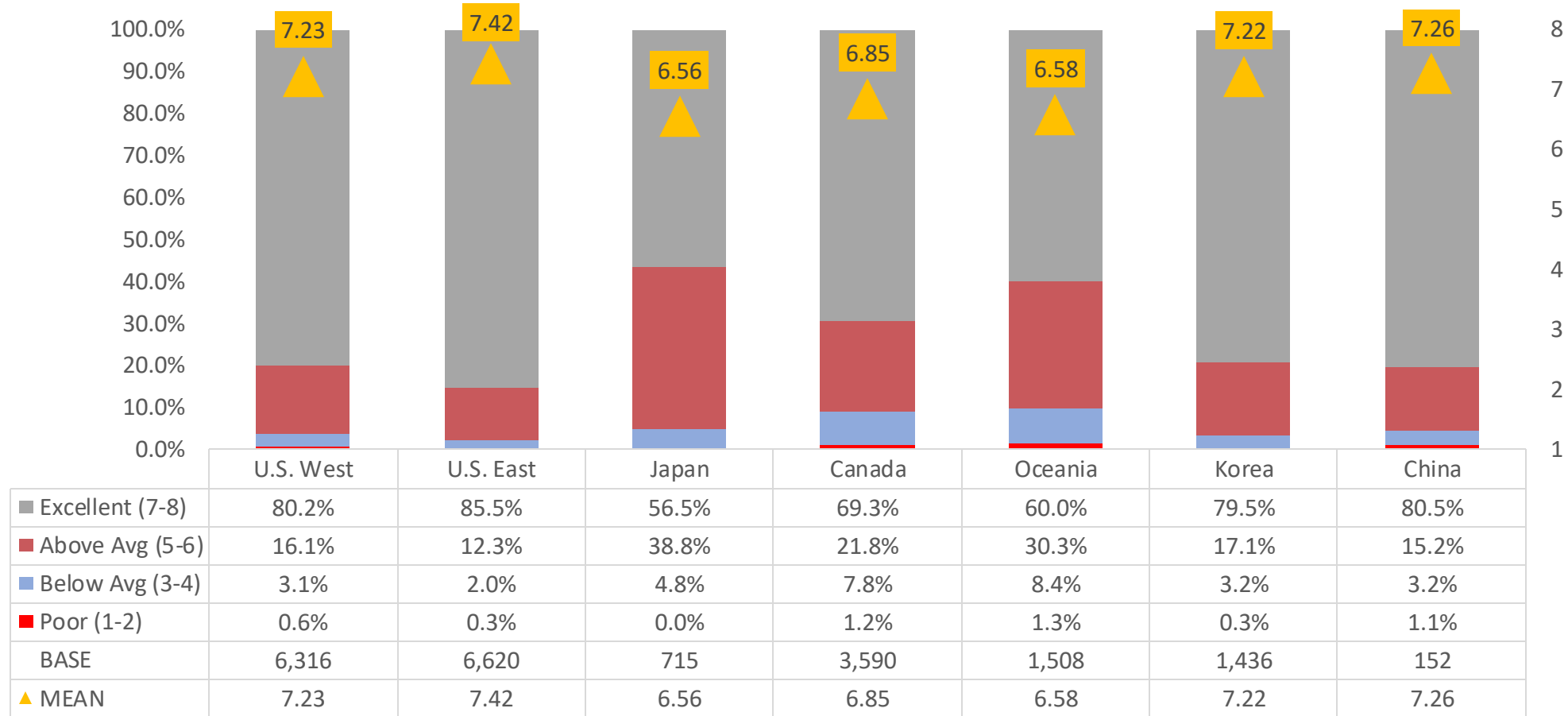


SAFE AND SECURE DESTINATION

- **Age:** When evaluating their stay based on whether they felt safe and secure, seniors (65+) from **U.S. West** gave higher satisfaction scores than younger visitors.
- **Trips to Hawai'i:** Repeat visitors from **U.S. West** gave higher satisfaction scores than first-time visitors in this area.
- **Gender:** Female visitors from **U.S. West**, **U.S. East** and **Canada** were more satisfied when asked if they felt safe and secure during their stay compared to their male counterparts. Conversely, males from **Japan** felt safer than females.
- **Education:** Visitors from **Japan** with a college degree were more satisfied in this area than those without a college degree from this market.
- **Travel party size:** Visitors who came in larger travel parties (3+ individuals) from **U.S. West** and **U.S. East** were more satisfied with their stay when rating safety and security compared to those in smaller travel parties (ranging from one or sometimes two individuals).

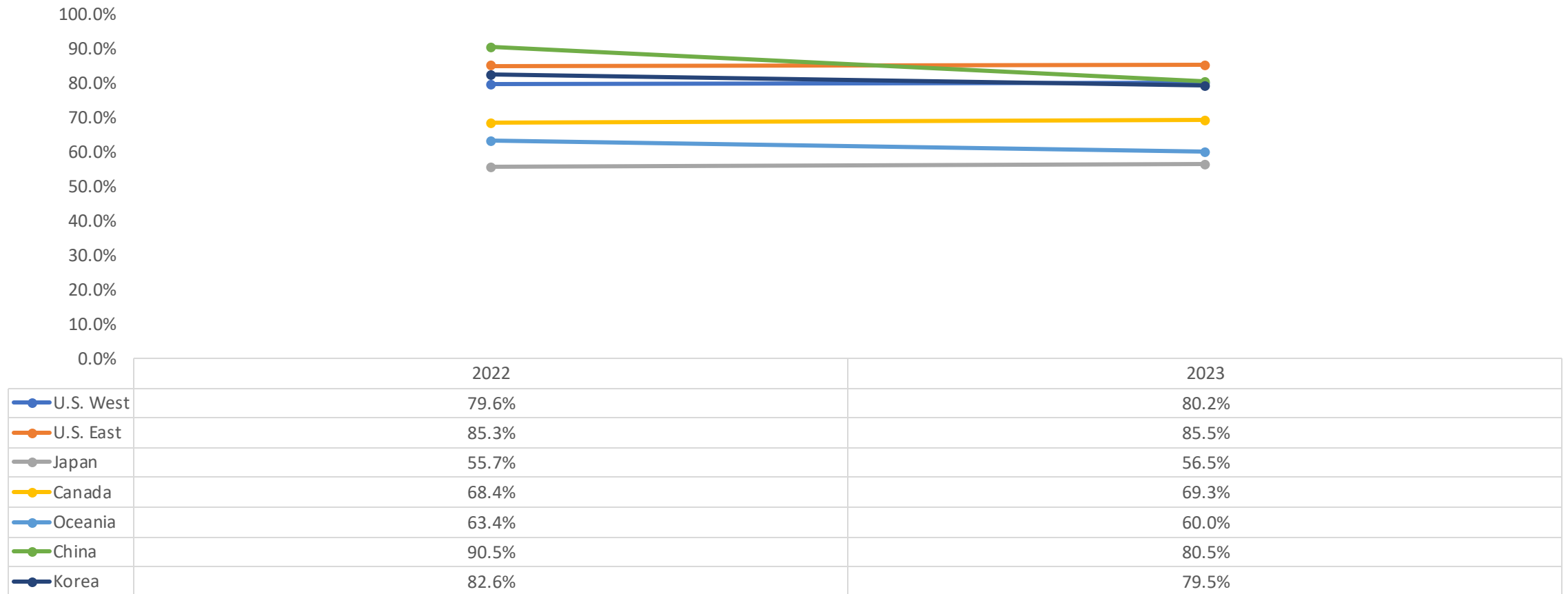
ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE

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



ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE

Tracking Data - Rating of "Excellent" (7-8)

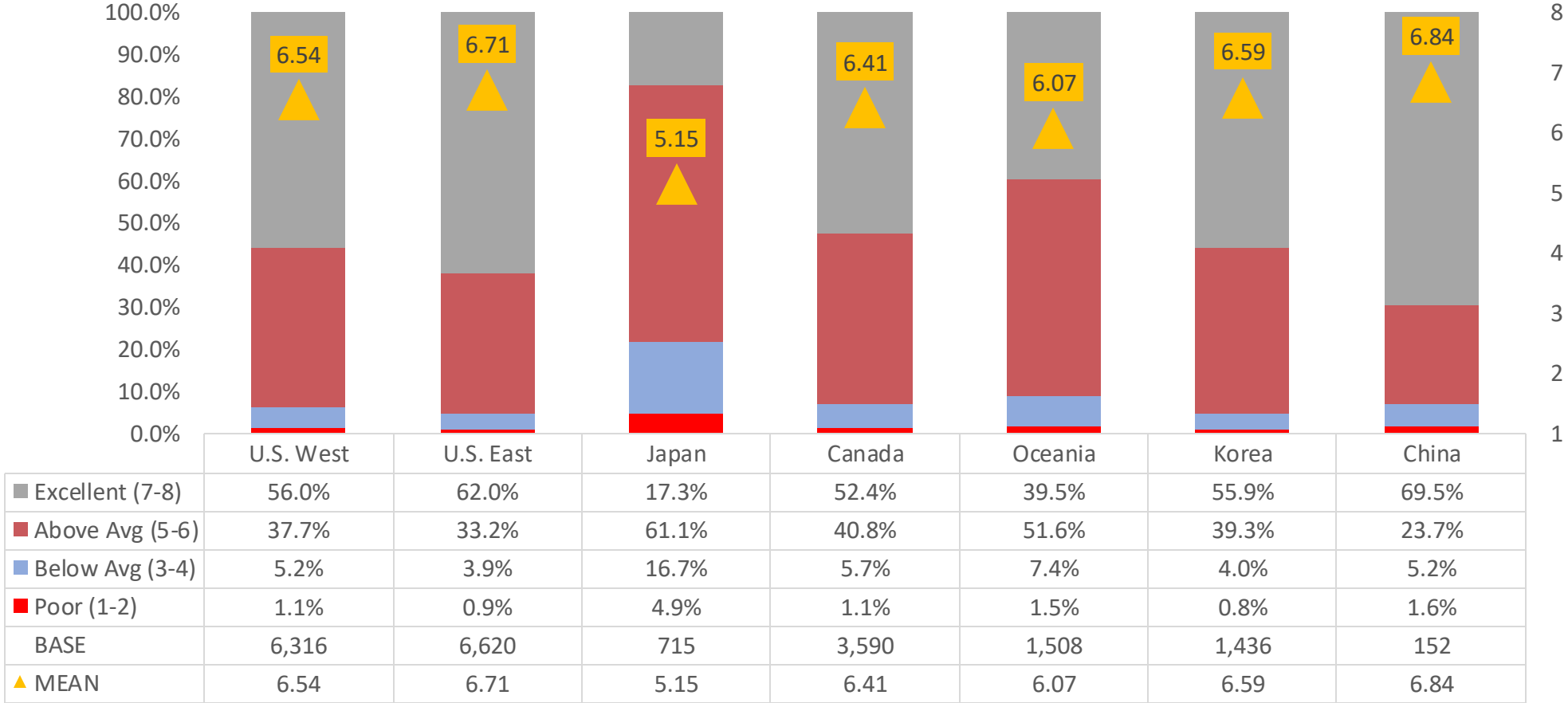


ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE

- **Age:** When evaluating their stay based on whether they felt the state promoted being environmentally friendly and sustainable, younger visitors under the age of 35 from **Japan** were the most pleased.
- **Trips to Hawai'i:** First-time visitors from **U.S. West, U.S. East** and **Canada** gave higher satisfaction scores for the state being environmentally friendly and sustainable compared to repeat visitors from these markets.
- **Islands visited:** Those visitors from **U.S. East** and **Canada** whose trip included stays on multiple islands gave higher satisfaction scores.
- **Gender:** Female visitors from **U.S. West** and **U.S. East** were more satisfied when rating the state on being environmentally friendly and sustainable than their male counterparts.
- **Education:** Among visitors from **U.S. West, U.S. East** and **Canada**, those without a college degree were more satisfied in this area than those with a college degree.
- **Travel party size:** Visitors from **U.S. West** and **U.S. East** in larger travel parties (3+ individuals) were more satisfied with the state being environmentally friendly and sustainable compared to those who traveled alone.
- **Household income:** Less affluent visitors from **U.S. West** with household annual income below \$100K were more satisfied than affluent visitors from this market.

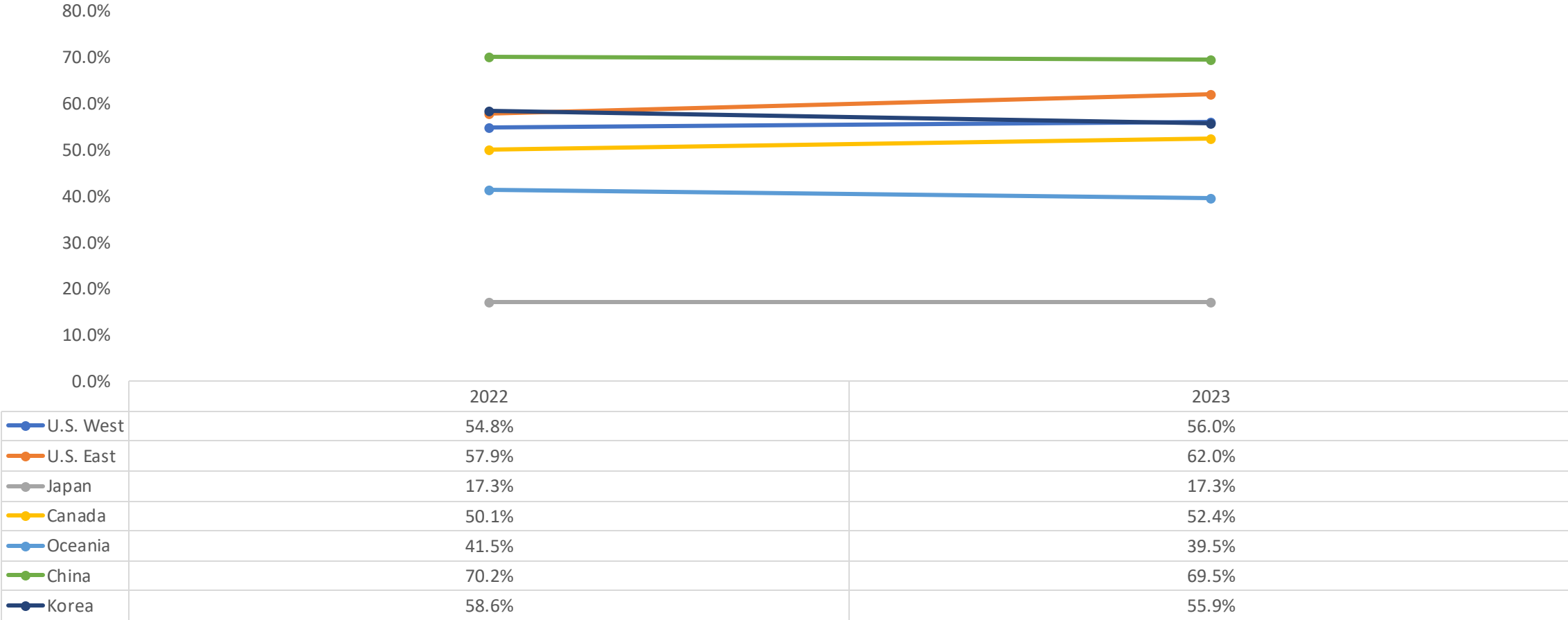
VOLUNTEER/ GIVE-BACK OPPORTUNITIES

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



VOLUNTEER/ GIVE-BACK OPPORTUNITIES

Tracking Data - Rating of "Excellent" (7-8)



VOLUNTEER/ GIVE-BACK OPPORTUNITIES

- **Age:** When evaluating their stay based on whether they felt there were opportunities to volunteer and give-back, younger visitors under the age of 35 from **Japan** were the most pleased compared to visitors from other age groups.
- **Trips to Hawai'i:** First-time visitors from **U.S. West** and **Japan** gave higher satisfaction score when asked about volunteer opportunities compared to repeat visitors from these markets.
- **Islands visited:** Visitors from **Canada** whose trip included stays on multiple islands gave higher satisfaction scores.
- **Gender:** Female visitors from **U.S. East** were more satisfied with opportunities to volunteer and give-back during their stay than their male counterparts.
- **College graduate:** Among visitors from **U.S. West, U.S. East, Canada** and **Oceania**, those without a college degree were more satisfied in this area than those with a college degree.
- **Household income:** Less affluent (<\$100K) visitors from **U.S. West** and **U.S. East** gave higher marks to the state for volunteer and give-back opportunities.

Section 6 – Activities

ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.5%	98.8%	97.3%	98.5%	91.2%	97.3%	99.8%
On own (self-guided)/ driving around the island	84.1%	80.9%	72.7%	84.3%	48.8%	64.3%	80.8%
Helicopter ride/ airplane tour	3.0%	7.1%	0.6%	5.0%	2.7%	5.5%	4.5%
Boat tour/ submarine ride/ whale watching	25.8%	33.0%	8.6%	25.6%	15.8%	27.5%	30.8%
Visiting towns/ communities	54.3%	55.2%	39.3%	56.8%	26.7%	26.9%	37.7%
Private limousine/ van tour/ tour bus	7.4%	15.3%	11.4%	10.6%	25.1%	12.6%	10.8%
Scenic views/ natural landmarks	59.9%	70.1%	21.3%	66.5%	47.1%	67.6%	61.4%
Movie and TV filming location tours	4.8%	7.1%	4.1%	5.8%	7.9%	8.6%	20.6%

ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.0%	96.9%	96.3%	98.3%	93.5%	96.8%	98.2%
Beach/ sunbathing	85.2%	85.5%	71.5%	89.1%	78.3%	75.6%	82.3%
Bodyboarding	10.4%	7.0%	2.4%	12.6%	3.7%	5.5%	3.0%
Stand-up paddle boarding	5.3%	4.2%	4.5%	5.2%	5.5%	4.8%	5.6%
Surfing	6.2%	6.4%	4.9%	9.9%	8.3%	11.2%	12.7%
Canoeing/ kayaking	6.4%	6.0%	2.1%	5.5%	2.1%	9.0%	4.9%
Swimming in the ocean	67.1%	65.0%	35.3%	74.6%	62.9%	38.7%	53.5%
Snorkeling	44.1%	39.7%	14.5%	49.4%	22.2%	29.3%	55.7%
Freediving	1.7%	1.2%	0.4%	1.2%	0.4%	2.6%	1.3%
Windsurfing/ kitesurfing	0.1%	0.1%	0.3%	0.4%	0.0%	0.9%	0.2%
Jet skiing/ parasailing	1.1%	1.5%	1.8%	1.0%	1.2%	4.1%	2.8%
Scuba diving	2.6%	2.2%	1.1%	2.4%	0.8%	4.1%	1.6%
Fishing	2.8%	2.7%	0.7%	2.4%	0.9%	4.4%	0.5%
Golf	6.5%	6.3%	6.1%	8.1%	2.5%	3.5%	5.0%

ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.0%	96.9%	96.3%	98.3%	93.5%	96.8%	98.2%
Running/ jogging/ fitness/ walking	27.7%	25.2%	23.9%	29.9%	25.6%	16.1%	13.3%
Cycling	2.8%	3.5%	3.8%	5.3%	1.3%	5.3%	2.8%
Spa	8.3%	8.8%	3.7%	4.9%	6.1%	7.5%	6.2%
Hiking	42.7%	49.7%	24.1%	50.5%	21.6%	53.2%	24.5%
Backpacking/ camping	1.3%	1.6%	0.3%	2.2%	0.6%	5.0%	2.3%
Agritourism	12.4%	15.9%	6.1%	11.7%	6.6%	14.7%	17.2%
Sports event or tournament	1.9%	1.6%	0.7%	1.8%	1.2%	2.6%	1.0%
Parks/ botanical gardens	36.6%	42.3%	20.5%	41.4%	28.6%	36.4%	21.1%
Waterparks	1.6%	1.3%	2.1%	1.7%	0.9%	4.4%	4.2%
Mountain tubing/ waterfall rappel	2.5%	2.2%	0.0%	1.9%	0.6%	0.0%	1.1%
Zip-lining	4.2%	3.9%	0.6%	2.3%	1.7%	1.7%	1.2%
Skydiving	0.2%	0.3%	0.6%	0.1%	0.0%	1.5%	1.6%
All-terrain vehicle (ATV)	3.2%	4.3%	1.3%	2.5%	2.7%	4.8%	9.1%
Horseback riding	1.4%	1.4%	2.1%	0.9%	0.4%	2.9%	0.4%

ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.3%	98.4%	98.0%	98.5%	99.1%	98.0%	98.7%
Lunch/ sunset/ dinner/ evening cruise	22.0%	26.3%	13.2%	22.6%	17.3%	47.8%	33.9%
Live music/ stage show	28.5%	34.6%	18.8%	28.6%	20.9%	23.3%	13.8%
Nightclub/ dancing/ bar/ karaoke	7.3%	7.9%	3.4%	6.2%	6.4%	3.5%	3.2%
Fine dining	47.1%	47.6%	34.2%	40.2%	29.1%	44.7%	53.0%
Family restaurant	62.5%	58.2%	26.2%	63.1%	68.0%	23.8%	44.3%
Fast food	33.9%	33.8%	52.6%	43.4%	54.3%	42.2%	57.2%
Food truck	42.8%	43.5%	23.9%	43.2%	31.4%	36.6%	64.9%
Café/ coffee house	51.1%	48.9%	56.6%	55.6%	62.3%	48.0%	66.5%
Ethnic dining	27.6%	30.3%	9.4%	21.9%	11.7%	18.3%	23.9%
Farm-to-table cuisine	17.1%	19.4%	16.3%	14.0%	3.8%	6.1%	2.9%
Prepared own meal	47.3%	39.1%	24.6%	56.9%	22.9%	18.2%	14.1%

ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.2%	96.7%	98.3%	98.0%	97.4%	93.0%	97.7%
Malls/ department stores	42.5%	43.0%	81.4%	55.8%	71.1%	63.9%	78.1%
Designer boutiques	17.2%	18.4%	16.8%	17.5%	17.5%	15.9%	4.7%
Hotel/ resort stores	34.4%	40.5%	31.2%	30.5%	32.7%	21.2%	34.1%
Swap meet/ flea market	16.8%	14.7%	4.7%	13.5%	7.2%	4.6%	3.3%
Discount/ outlet stores	14.1%	14.8%	25.4%	17.0%	31.7%	8.8%	60.2%
Supermarkets	62.6%	54.3%	56.9%	65.5%	45.0%	44.1%	46.6%
Farmer's market	36.8%	31.0%	19.5%	43.4%	16.3%	24.4%	12.8%
Convenience stores	51.2%	50.5%	53.9%	54.0%	62.2%	43.9%	55.7%
Duty free stores	4.0%	4.2%	19.0%	5.3%	8.5%	17.8%	34.7%
Hawai'i –made products	46.6%	49.4%	20.2%	47.3%	32.0%	36.4%	27.6%
Local shops and artisans	59.4%	61.0%	14.6%	60.2%	41.9%	32.4%	20.4%

ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	69.3%	78.8%	54.4%	72.5%	68.9%	68.0%	62.1%
Historic military sites and museums	18.7%	30.3%	12.6%	20.3%	38.5%	29.9%	22.6%
Historic Hawaiian sites and museums	31.7%	37.9%	16.3%	34.3%	22.3%	20.5%	11.2%
Other historical sites, museums, and homes	13.3%	15.8%	6.8%	13.0%	9.7%	12.5%	18.1%
Art museums	2.8%	3.1%	3.3%	3.2%	3.6%	7.0%	3.2%
Art galleries and exhibitions	10.4%	9.8%	3.8%	10.4%	6.0%	5.2%	1.5%
Lū'au/ Polynesian show/ hula show	26.1%	40.1%	14.3%	29.0%	21.8%	14.8%	19.5%
Lesson- ex. ukulele, hula, canoe, lei making	5.1%	6.9%	5.1%	5.2%	4.5%	9.0%	4.7%
Play/ concert/ theatre	3.0%	3.2%	3.4%	3.3%	2.5%	5.2%	2.2%
Art/ craft fair	11.8%	10.6%	2.8%	11.0%	4.5%	6.6%	3.8%
Festival/ event	5.8%	5.3%	4.4%	5.9%	4.8%	3.5%	4.1%

ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.6%	92.9%	96.2%	95.5%	97.4%	94.1%	97.7%
Airport shuttle	13.4%	15.3%	19.5%	15.4%	30.4%	13.2%	13.0%
Trolley	2.8%	4.1%	37.9%	4.8%	13.5%	3.5%	23.8%
Public bus	4.2%	5.1%	27.6%	11.0%	23.3%	16.6%	14.4%
Tour bus/ tour van	7.2%	15.8%	15.4%	11.4%	24.9%	6.5%	23.5%
Taxi/ limo	6.5%	8.7%	34.1%	13.6%	36.2%	17.6%	24.2%
Rental car	74.1%	68.8%	28.5%	71.8%	28.2%	57.3%	58.2%
Ride share	18.3%	22.7%	20.1%	19.9%	42.3%	43.2%	21.0%
Car share	6.0%	5.5%	1.3%	5.1%	3.1%	1.8%	2.3%
Bicycle rental	1.9%	2.1%	3.8%	2.7%	1.0%	2.4%	1.8%

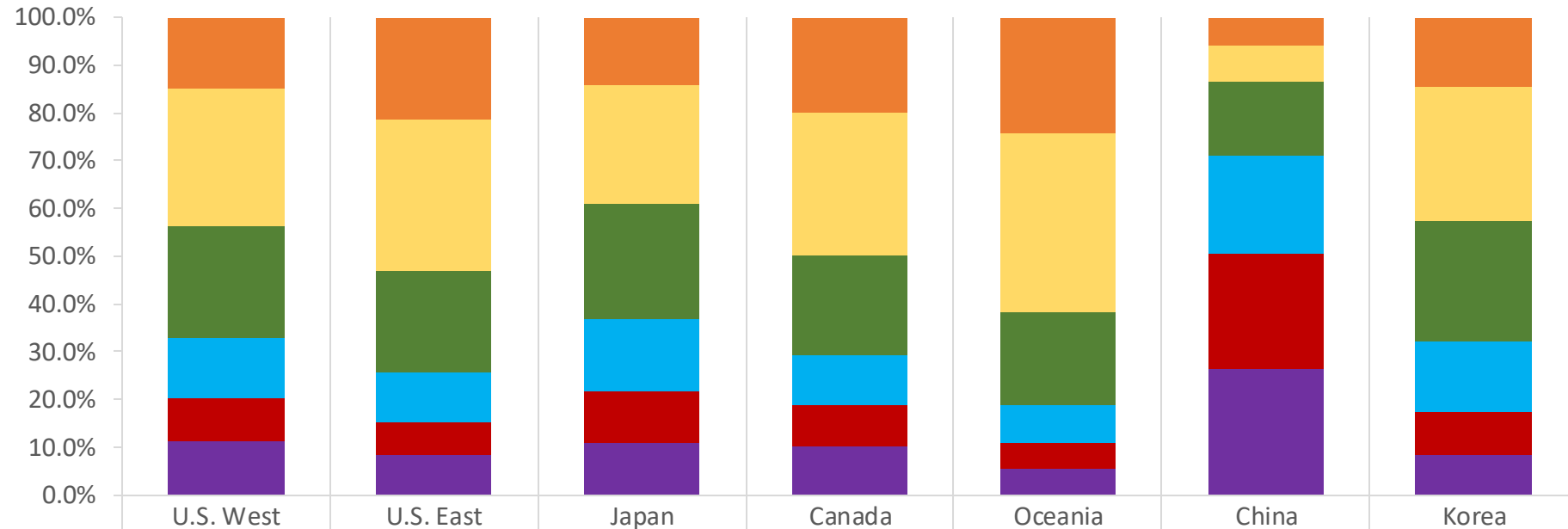
ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	34.2%	32.3%	19.1%	23.2%	12.6%	15.3%	20.2%
Visiting friends and family	31.0%	28.9%	18.4%	20.0%	11.0%	14.1%	19.0%
Giving back to the local community	4.7%	4.4%	1.0%	4.1%	1.8%	2.9%	1.4%

Section 7 – Travel Planning

TRAVEL PLANNING

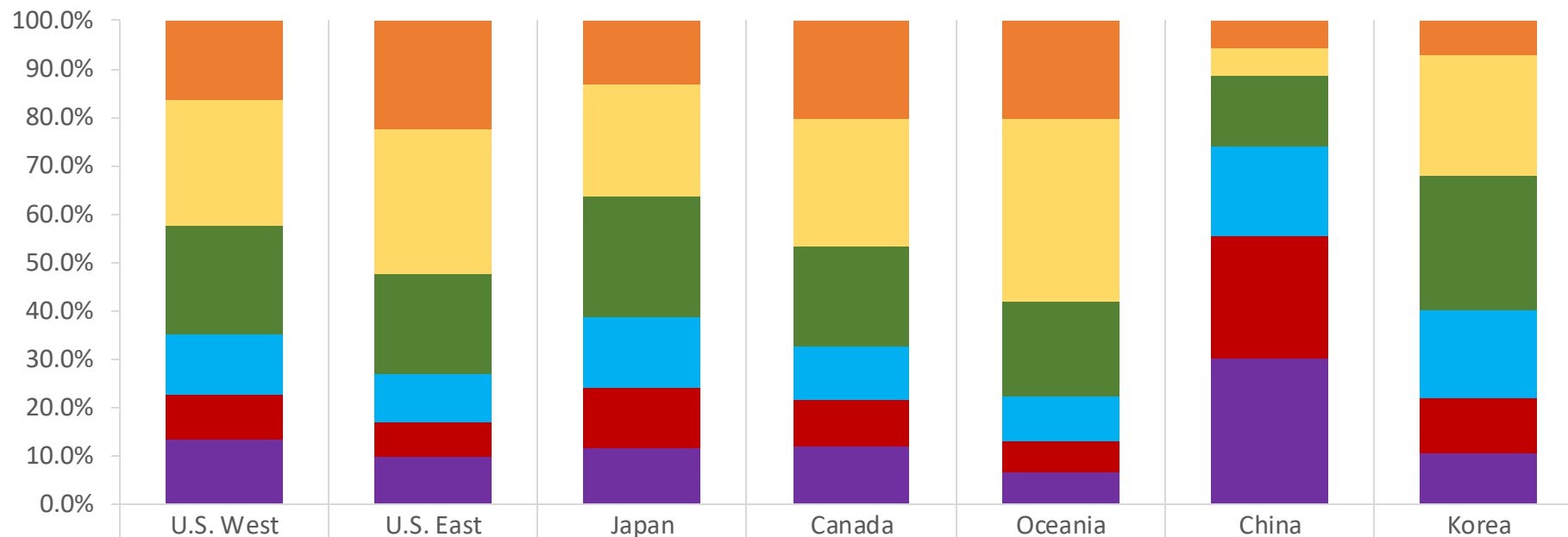
Decision to take vacation/ pleasure trip



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
1 year or more	15.0%	21.4%	14.0%	20.0%	24.1%	6.0%	14.4%
6 mos but less than 1 year	28.5%	31.8%	25.2%	29.8%	37.6%	7.5%	28.2%
3 mos but less than 6 mos	23.7%	21.3%	24.0%	21.0%	19.6%	15.6%	25.2%
2 mos but less than 3 mos	12.4%	10.1%	14.9%	10.4%	7.8%	20.5%	14.9%
1 mos but less than 2 mos	9.2%	6.9%	10.9%	8.8%	5.2%	24.2%	9.0%
Less than 1 mos	11.2%	8.4%	10.9%	10.0%	5.7%	26.3%	8.4%
BASE	6,308	6,611	715	3,587	1,507	150	1,435

TRAVEL PLANNING

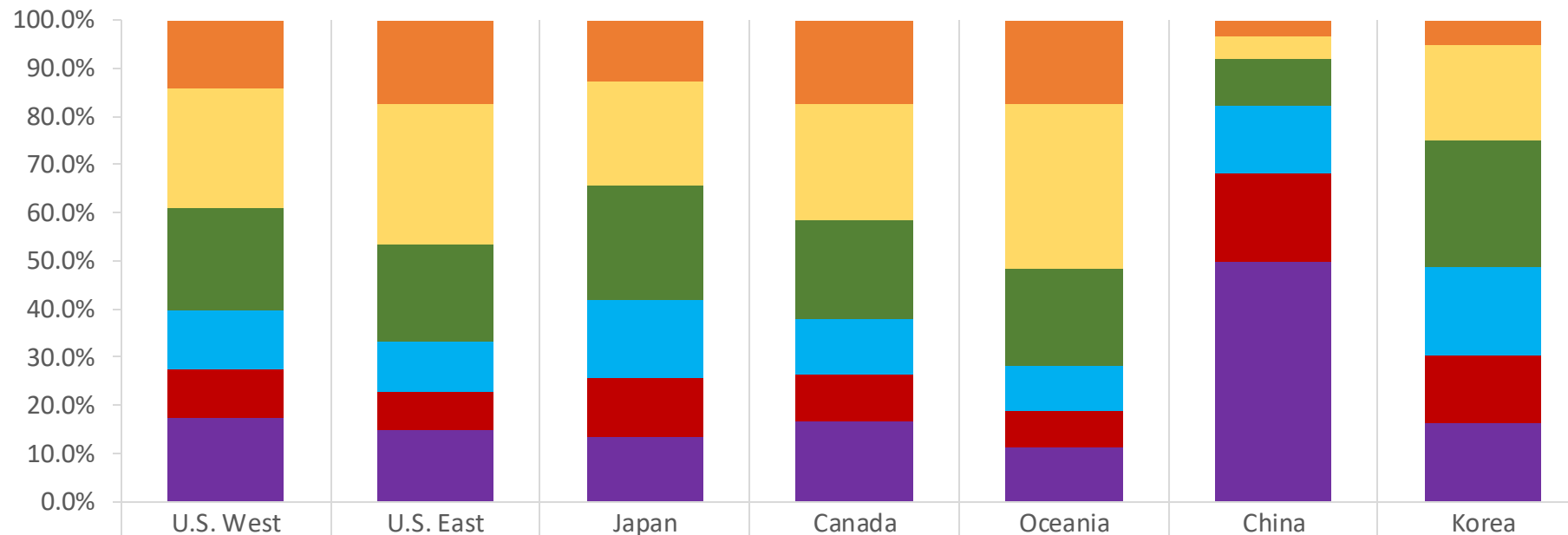
Decision to visit Hawai'i



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
1 year or more	16.3%	22.3%	13.1%	20.3%	20.5%	5.7%	7.0%
6 mos but less than 1 year	26.4%	30.2%	23.1%	26.6%	37.6%	5.8%	25.2%
3 mos but less than 6 mos	22.5%	20.7%	25.0%	20.4%	19.8%	14.4%	27.7%
2 mos but less than 3 mos	12.3%	9.9%	14.8%	11.1%	9.2%	18.7%	18.3%
1 mos but less than 2 mos	9.5%	7.2%	12.6%	9.8%	6.6%	25.3%	11.4%
Less than 1 mos	13.1%	9.8%	11.3%	11.8%	6.3%	30.1%	10.5%
BASE	6,308	6,611	715	3,587	1,507	150	1,435

TRAVEL PLANNING

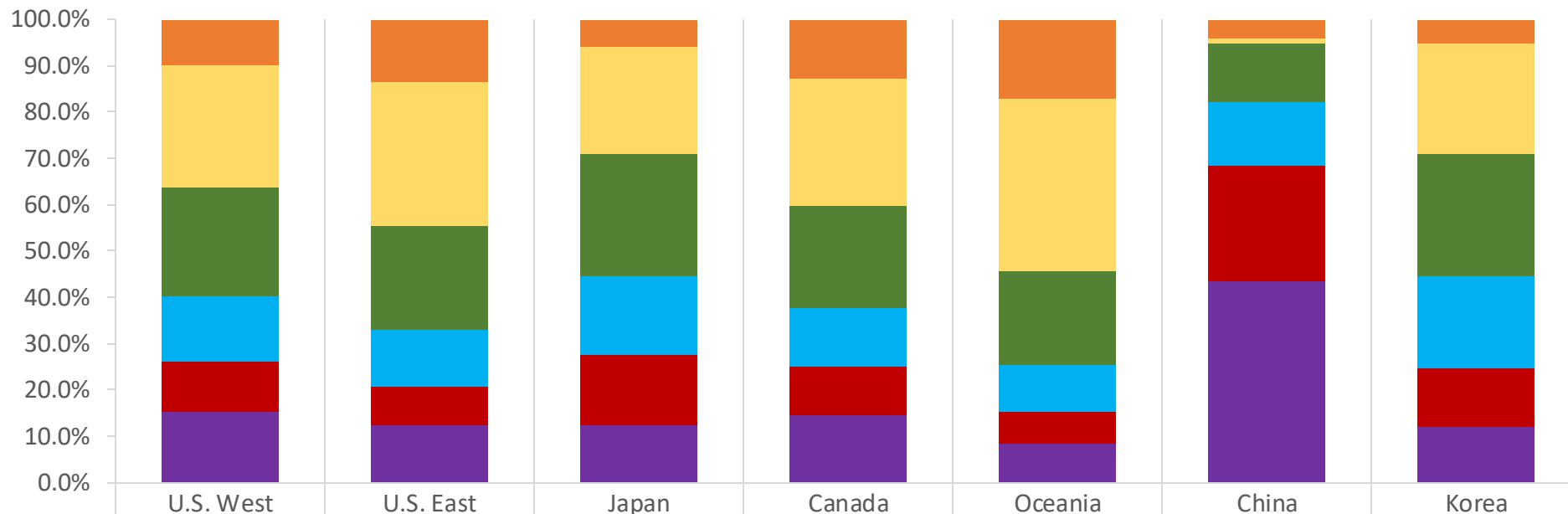
Decision on which island(s) to visit



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
1 year or more	14.3%	17.5%	12.7%	17.3%	17.3%	3.5%	5.0%
6 mos but less than 1 year	24.7%	29.0%	21.6%	24.4%	34.5%	4.6%	19.9%
3 mos but less than 6 mos	21.2%	20.2%	23.9%	20.4%	20.0%	9.7%	26.3%
2 mos but less than 3 mos	12.3%	10.4%	16.2%	11.3%	9.5%	13.9%	18.5%
1 mos but less than 2 mos	10.0%	8.0%	12.0%	9.8%	7.5%	18.7%	13.7%
Less than 1 mos	17.5%	14.9%	13.5%	16.8%	11.2%	49.7%	16.4%
BASE	6,308	6,611	715	3,587	1,507	150	1,435

TRAVEL PLANNING

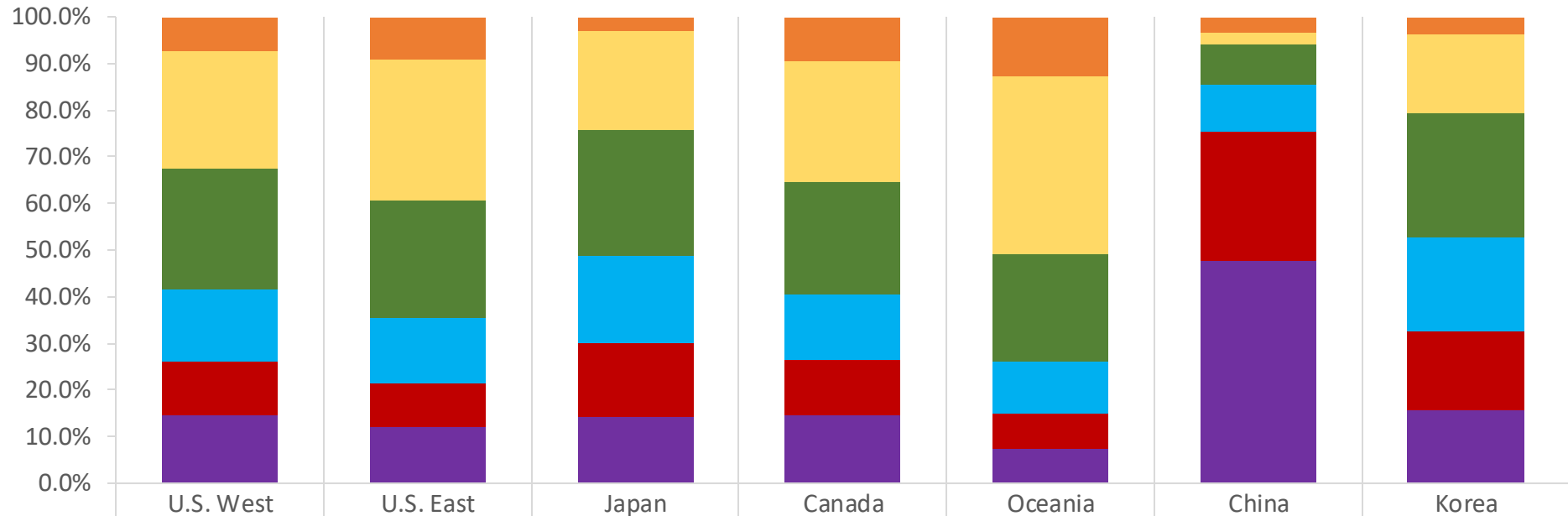
Determining the dates of your trip



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
1 year or more	9.9%	13.4%	5.7%	12.9%	17.0%	4.0%	5.3%
6 mos but less than 1 year	26.5%	31.4%	23.3%	27.4%	37.3%	1.1%	23.9%
3 mos but less than 6 mos	23.6%	22.3%	26.4%	22.2%	20.5%	12.8%	26.4%
2 mos but less than 3 mos	14.0%	12.3%	17.0%	12.6%	9.9%	13.5%	19.8%
1 mos but less than 2 mos	10.9%	8.3%	15.3%	10.6%	7.1%	25.1%	12.6%
Less than 1 mos	15.1%	12.3%	12.3%	14.4%	8.3%	43.5%	12.1%
BASE	6,308	6,611	715	3,587	1,507	150	1,435

TRAVEL PLANNING

Begin booking your trip



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
1 year or more	7.2%	9.3%	2.9%	9.3%	12.6%	3.5%	3.6%
6 mos but less than 1 year	25.5%	30.2%	21.4%	26.0%	38.3%	2.6%	17.2%
3 mos but less than 6 mos	25.7%	25.0%	27.0%	24.3%	23.0%	8.4%	26.4%
2 mos but less than 3 mos	15.5%	14.0%	18.6%	14.1%	11.1%	10.3%	20.4%
1 mos but less than 2 mos	11.6%	9.4%	15.8%	11.9%	7.6%	27.6%	16.6%
Less than 1 mos	14.5%	12.1%	14.2%	14.4%	7.4%	47.7%	15.7%
BASE	6,308	6,611	715	3,587	1,507	150	1,435

TRAVEL PLANNING Segmentation

- **Age:** Older visitors (65+) from **U.S. West** and **U.S. East** planned their trips to the state further out from their arrival date compared to younger visitors from these markets.
- **Islands visited:** Among visitors from **U.S. West**, **U.S. East** and **Japan**, those who visited multiple islands during their trip tended to plan ahead over longer periods of time compared to those whose trip consisted of visiting a single island. **Korean** and **Canadian** visitors who visited just a single island had shorter planning windows.
- **Trips to Hawai'i:** First-time visitors from **U.S. West** had shorter planning windows. Conversely, first-time visitors from **Korea** had longer planning windows. Repeat visitors from **Japan** had longer planning windows as well.
- **Household income:** Among **U.S. West** and **U.S. East** visitors, less affluent (<\$100K) respondents had a shorter planning window while more affluent respondents planned their trip more in advance.
- **Travel party size:** Among visitors from **U.S. West**, **U.S. East**, **Oceania**, **Korea**, **Japan** and **Canada**, the travel planning window grew longer as travel party size increased.
- **Education:** Visitors from **Oceania** without a college degree had longer planning windows.

TRAVEL PLANNING

Sources of Information

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Personal experience	43.1%	32.2%	33.0%	36.4%	30.2%	25.6%	13.9%
Recommendations from friends/ family	35.7%	37.6%	16.2%	34.8%	28.8%	33.1%	15.9%
Travel information website	28.0%	33.3%	27.2%	39.0%	42.5%	33.4%	24.1%
Online travel booking site	18.4%	17.7%	13.3%	30.2%	24.1%	31.1%	13.0%
Information direct from airline/ commercial carrier	19.6%	15.9%	15.4%	15.0%	12.9%	5.1%	4.5%
Social media	13.2%	16.9%	29.6%	17.7%	16.1%	56.3%	30.4%
Information direct from hotel/ resorts	16.6%	17.3%	10.0%	13.7%	11.5%	7.5%	2.1%
Smartphone/ tablet app	16.2%	16.0%	9.9%	11.8%	13.7%	18.8%	24.7%
Travel blogs	11.3%	14.6%	19.3%	17.9%	10.8%	11.7%	40.2%
Travel agents/ companies specializing in packaged tours	8.1%	15.3%	28.8%	11.8%	38.9%	12.8%	35.4%
HI destination website	7.9%	13.2%	11.1%	15.9%	9.3%	2.9%	2.2%
Guidebooks	7.1%	10.3%	21.8%	11.3%	4.5%	9.2%	6.2%

TRAVEL PLANNING

Sources of Information

- **Trips to Hawai'i:** First-time visitors to the state from **U.S. West**, **U.S. East**, and **Canada**, appeared to more actively seek out and rely on outside sources of information for trip planning compared to repeat visitors. **Korean** and **Japanese** first-time visitors were more reliant on travel blogs and travel agent/ packages.
- **Islands visited:** Among visitors from **U.S. West**, **U.S. East** and **Canada**, those whose trip consisted of stays on multiple islands were more likely to rely on outside sources of information for travel planning.
- **Age:** Younger visitors from **U.S. West**, **U.S. East** and **Canada** were more likely to rely on digital sources for travel planning information. Conversely, older visitors from **U.S. West** showed a greater reliance on personal experience and information directly from the hotel. **Japanese** visitors under 35 were more reliant on travel agent/ packaged tours.
- **Gender:** Female visitors from **U.S. West** , **U.S. East**, **Oceania** and **Japan** were more likely to rely on the mobile apps, travel blogs and social media compared to male visitors from these markets. Male visitors from **U.S. West** were more reliant on information from hotels and airlines directly. Females from **Canada** relied on the Hawai'i Destination website more than males from this market.
- **Travel party size:** Among visitors from **U.S. West** and **U.S. East**, as travel party sizes increased, so did their reliance on outside information to plan their trips.
- **Household income:** **U.S. West** and **U.S. East** visitors who were more affluent were more likely to rely on travel information websites, information directly from the airline, hotel, travel blogs and various other outside sources.
- **Education:** Visitors from **U.S. West** and **U.S. East** with a college degree were more likely to seek out information from outside sources for their trip planning. **Japanese** visitors with a college degree use travel websites and travel blogs more.

Section 8 – Trip Purpose

PRIMARY TRIP PURPOSE

Top Responses

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Pleasure/ vacation	71.7%	64.9%	61.6%	79.0%	81.7%	71.5%	38.6%
Visiting friends or relatives	10.8%	13.0%	7.0%	6.0%	3.8%	6.4%	2.8%
Honeymoon	1.6%	2.7%	14.4%	2.1%	1.6%	6.0%	48.2%
Anniversary/ birthday	3.0%	3.9%	0.4%	2.3%	1.1%	0.0%	0.7%
Other Business trip/ work in Hawaii	3.1%	3.2%	0.7%	1.2%	0.9%	1.1%	3.4%
Convention/ conference	1.7%	2.9%	1.4%	2.9%	0.5%	6.0%	1.6%
Attend/ participate in a wedding/ vow renewal	1.6%	1.9%	1.7%	1.1%	0.5%	1.4%	0.0%
Sports Event	0.8%	0.8%	0.8%	1.3%	0.7%	0.5%	0.1%
Incentive Trip	0.5%	1.0%	2.1%	1.2%	0.2%	2.0%	0.8%
Government or Military Business	0.6%	1.4%	0.1%	0.1%	0.2%	0.0%	0.3%
Layover/ break up long flight	0.3%	0.1%	3.4%	0.3%	7.3%	0.9%	0.5%

PRIMARY + SECONDARY TRIP PURPOSE

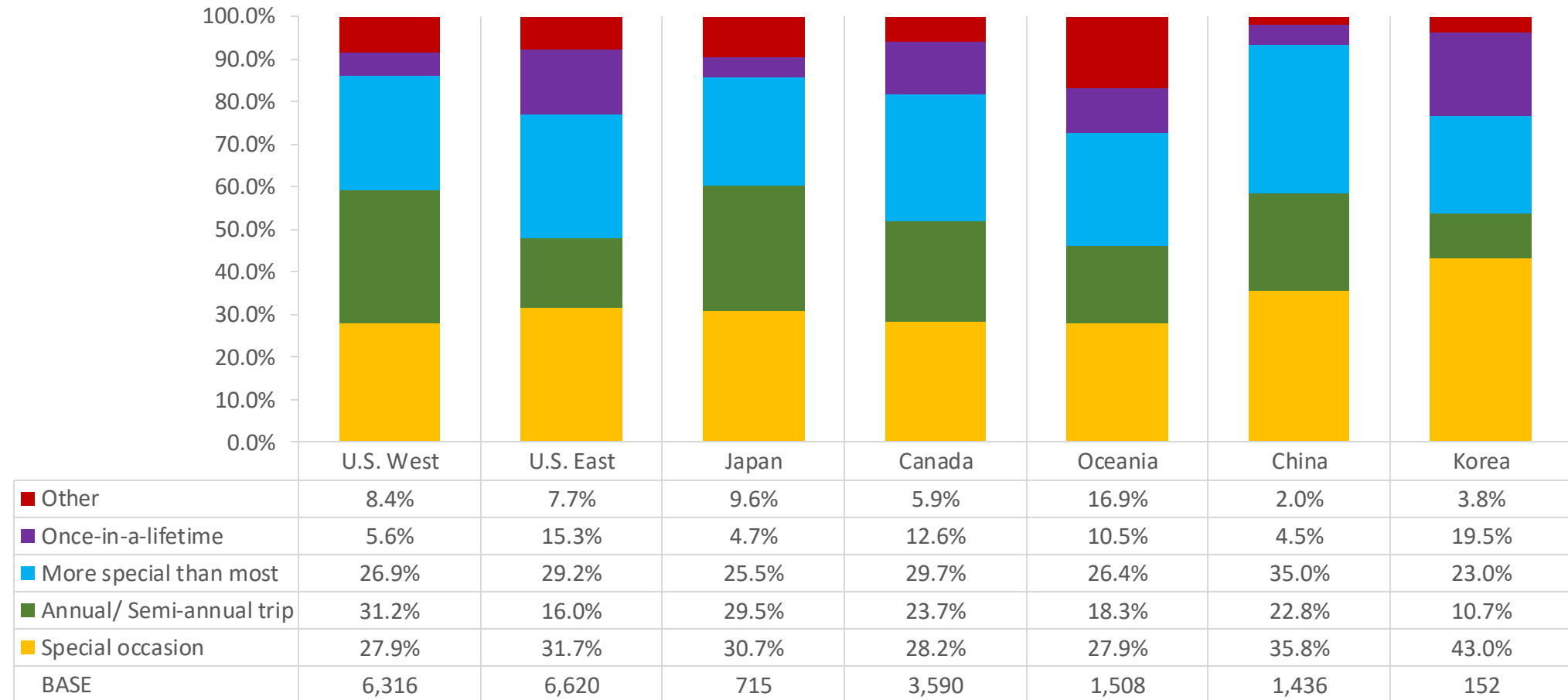
Multiple Responses

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Pleasure/ vacation	88.5%	86.4%	78.8%	92.8%	91.2%	86.7%	75.5%
Visiting Friends or Relatives	20.7%	21.1%	14.0%	12.3%	8.8%	8.8%	6.2%
Anniversary/ birthday	5.9%	7.2%	0.8%	4.9%	2.3%	0.0%	1.1%
Honeymoon	2.5%	3.6%	15.9%	2.7%	1.9%	7.9%	49.0%
Other Business trip/ work in Hawaii	4.8%	4.5%	1.8%	2.1%	1.3%	3.1%	4.9%
Convention/ conference	2.1%	3.5%	2.1%	3.6%	0.9%	7.1%	2.4%
Attend/ participate in a wedding/ vow renewal	2.0%	2.3%	1.8%	1.4%	0.7%	2.3%	0.2%
Incentive Trip	1.5%	1.9%	3.8%	2.1%	0.6%	5.6%	3.1%
Sports Event	1.4%	1.3%	1.5%	1.5%	1.0%	2.0%	1.2%
Government or Military Business	0.8%	1.8%	0.4%	0.1%	0.2%	0.0%	0.8%
Layover/ break up long flight	0.4%	0.2%	3.9%	0.6%	14.3%	1.4%	0.7%

PURPOSE OF TRIP - SEGMENTATION

- **Age:** Younger visitors under the age of 35 from **U.S. East, U.S. West** and **Oceania** were more likely to be here on their honeymoon and/or visiting family and friends compared to visitors from other age groups. Seniors (65+) from **U.S. West, U.S. East** and **Japan** were also statistically more likely to be here visiting friends and family. The top reason for visiting amongst **Korean** visitors under 35 was a honeymoon. Honeymooning was also a top response amongst **Japanese** visitors in this age group (under 35).
- **Gender:** Female visitors from **U.S. West, U.S. East** and **Japan** were more likely to be visiting friends and family and/or here on a birthday or anniversary trip. Males from **U.S. West** and **U.S. East** were more likely than females to be here on business.
- **Trips to Hawai'i:** First-time visitors from **U.S. West, U.S. East, Canada** and **Korea** were more likely to list special occasions like anniversary/ birthdays and honeymoons as reasons for travel. Visiting friends and family was a reason cited more often by repeat visitors from these markets.
- **Travel party size:** Among visitors from **U.S. West, U.S. East** and **Canada**, visiting friends and family was a more popular reason with those in smaller travel parties (ranging from one to sometimes two individuals). Traveling for vacation or pleasure becomes more of a driver for visitors from **U.S. West, U.S. East, Oceania** and **Korea** as travel party size grows larger. Visitors from **Oceania** who were traveling alone were more likely to be here on a layover to break up a longer trip.
- **Household income:** Less affluent (<\$100K) travelers from **U.S. West** and **U.S. East** were more likely to be here visiting friends and/or family. More affluent (\$150K+) travelers from **U.S. West** and **U.S. East** were more likely to be traveling here for a vacation.
- **Education:** Visitors from **U.S. West** and **U.S. East** without a college degree were more likely to be traveling here to visit friends or family or to celebrate a birthday or anniversary.

VACATION TRIP DESCRIPTION

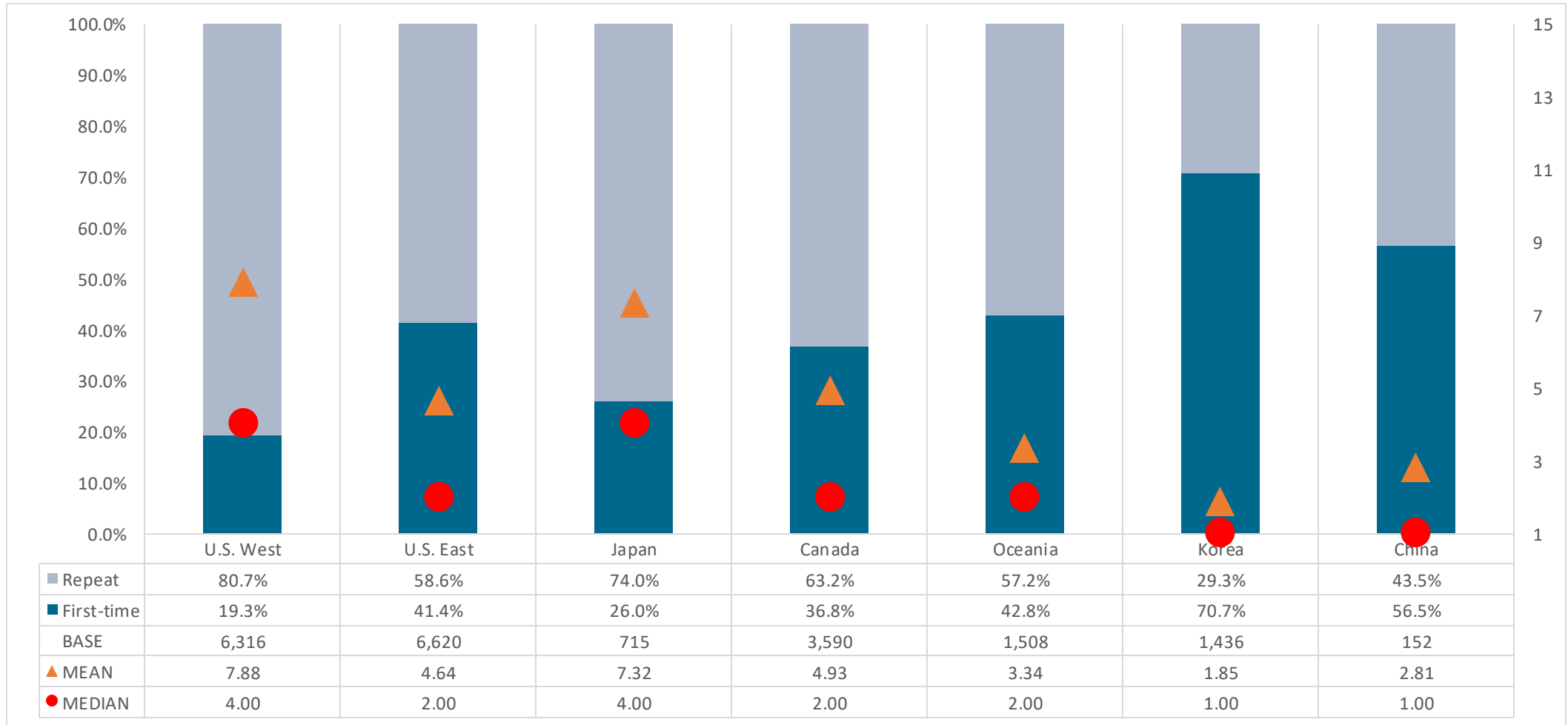


VACATION TRIP DESCRIPTION - SEGMENTATION

- **Age:** Younger visitors (<35) from **U.S. West, Korea** and **Japan** were more likely to view their trip as a once-in-a-lifetime experience or a special occasion. Conversely, older visitors (65+) from these visitor markets were more likely to view their trip as a regular occurrence.
- **Trips to Hawai'i:** First-time visitors to the state from **U.S. West, U.S. East, Japan, China, Canada, Oceania** and **Korea** were more likely to view their trip as a once-in-a-lifetime or a special occasion.
- **Gender:** More male visitors from **U.S. West, U.S. East** and **Oceania** indicated that their trip was an annual or semi-annual trip compared to female visitors from these markets. Females from **U.S. West** and **U.S. East** were more likely to view it as a once-in-a-lifetime or special occasion.
- **Household income:** Among visitors from **U.S. West, U.S. East** and **Canada**, a higher percentage of respondents who were less affluent (<\$100K) viewed their trip as a special occasion or a once-in-a-lifetime experience. More affluent (\$100K) visitors indicated that their trip is a regular or semi-annual travel experience.
- **Islands visited:** Visitors from **U.S. West** and **Canada** who stayed on multiple islands were more likely to view their trip as a once-in-a-lifetime experience.
- **Education:** College graduates from **U.S. West, Oceania** and **U.S. East** were more likely to classify their trip as a regular occurrence while less educated visitors were more likely to view the trip as something more special.
- **Travel party size:** The trip became more special the larger the travel party for visitors from **U.S. West, Korea, Japan** and **U.S. East**.

Section 9 – Trips to Hawai‘i

1st TIME VS REPEAT VISITOR



1st TIME VS REPEAT VISITOR

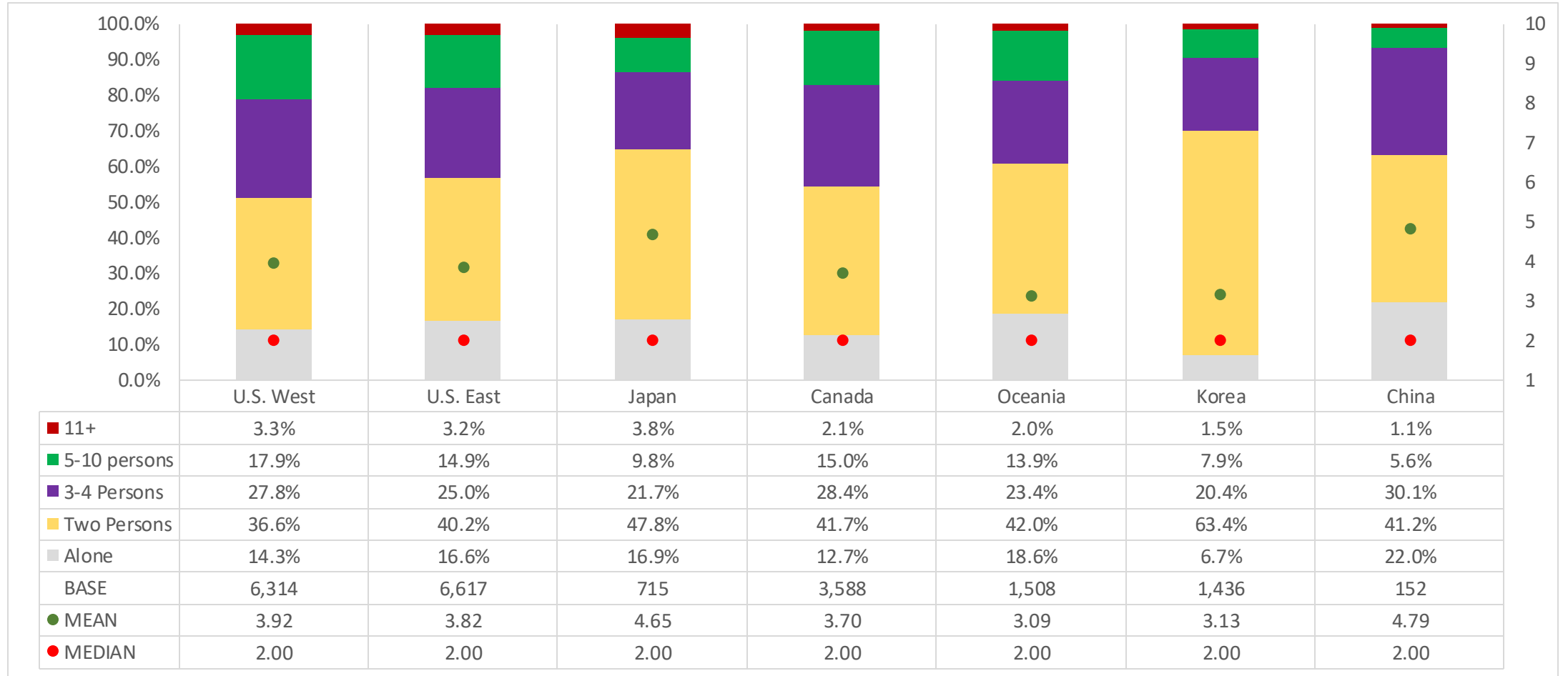
- **Travel party size:** Visitors who came in smaller travel parties (ranging from one to sometimes two individuals) have been to Hawai'i more on average from the following visitor markets: **U.S. West** and **Japan**.
- **Household income:** The average number of trips one has taken to Hawai'i increased as visitors became more affluent. This was the case with visitors from **U.S. West**.
- **Gender:** Male visitors from **U.S. West** and **U.S. East** have traveled to Hawai'i more often than female visitors from these markets.
- **Education:** Respondents from **Japan** and **Canada** without a college degree visited the state more often than college graduates from these visitor markets. The opposite was true among **U.S. West** and **U.S. East** visitors, where college graduates were more frequent visitors.
- **Age:** The average number of trips to Hawai'i increased with age across most visitor markets.
- **Islands visited:** Among visitors from **U.S. West**, those whose trip consisted of visiting multiple islands have been to the state more often. Conversely, single island visitors from **U.S. East** and **Canada** have been to the state more often.

Section 10 – Travel Party

TRAVEL PARTY MEMBERS

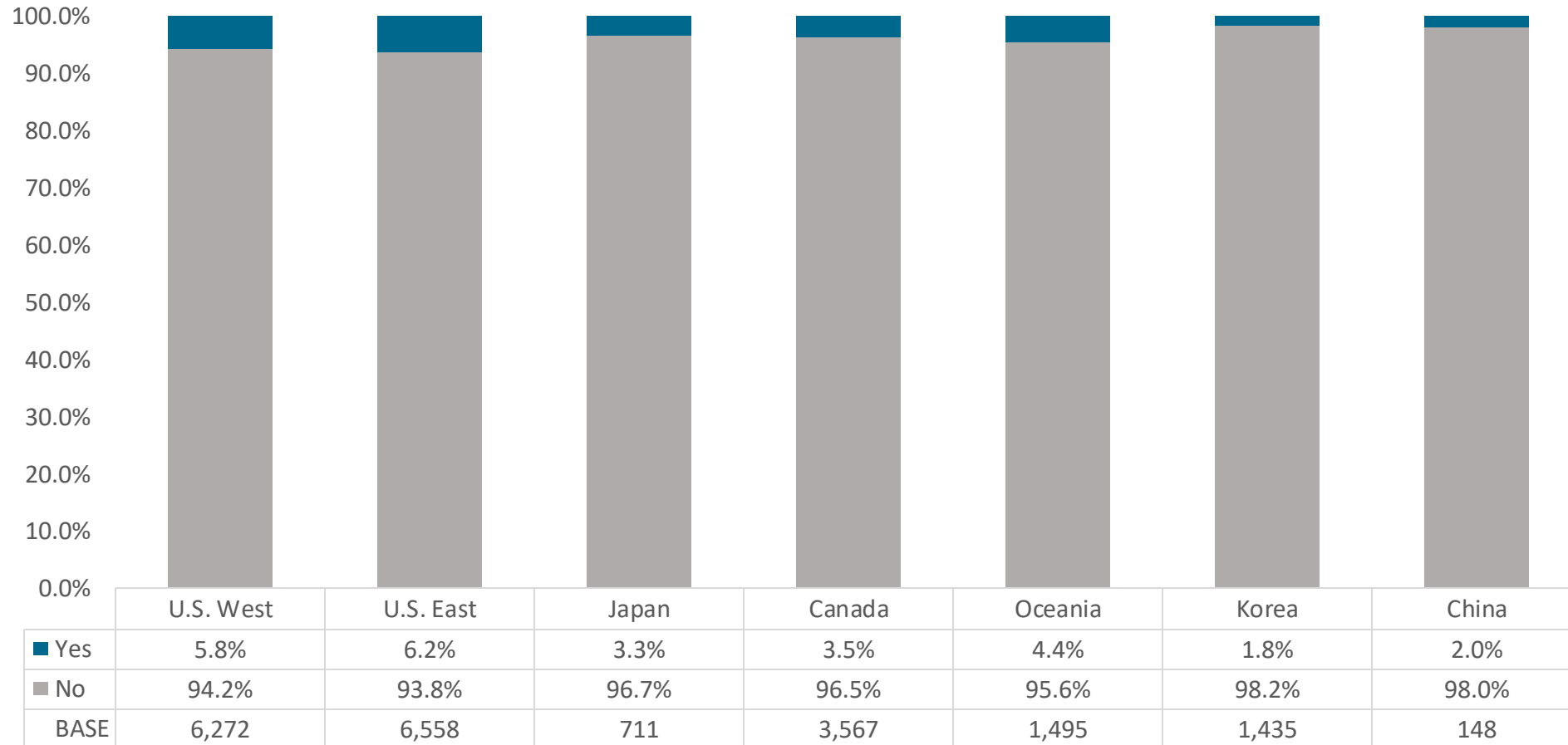
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
My spouse	59.5%	59.7%	54.5%	61.3%	60.0%	22.9%	71.7%
Other adult members of my family	29.7%	28.8%	21.3%	27.7%	21.3%	16.1%	16.9%
My child(ren)/ grandchild(ren) under 18	28.1%	20.7%	13.5%	23.9%	25.3%	14.9%	16.4%
My friends/ associates	15.1%	14.7%	15.1%	16.0%	12.3%	29.9%	7.7%
Myself only (traveled alone/ no one else)	9.4%	10.6%	16.7%	7.4%	13.9%	20.3%	5.7%
My girlfriend/ boyfriend	7.1%	5.8%	2.7%	7.0%	3.3%	12.8%	1.6%
Same-gender partner	1.0%	1.1%	0.1%	1.0%	0.4%	2.0%	0.1%

TRAVEL PARTY MEMBERS



Section 11 – Travelers with Disabilities

DISABLED TRAVELER - REQUIRED ASSISTANCE

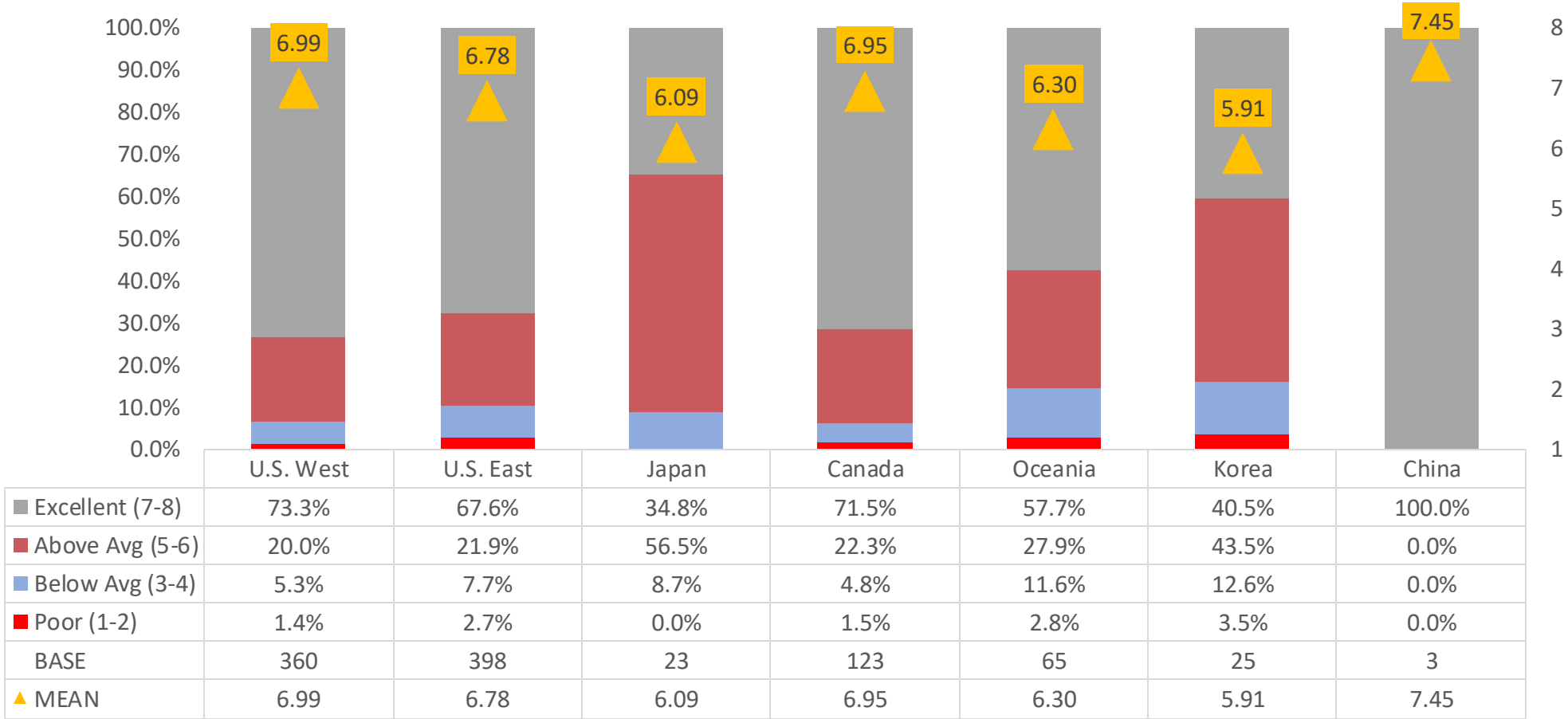


DISABLED TRAVELER - REQUIRED ASSISTANCE

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Mobility aid	71.2%	75.3%	30.4%	75.4%	80.9%	27.6%	21.7%
Personal assistance	23.4%	18.3%	0.0%	16.2%	16.0%	27.6%	12.6%
Other	8.3%	5.7%	8.7%	7.1%	4.5%	0.0%	0.0%
NA- No one needed assistance	4.5%	3.4%	43.5%	4.1%	2.8%	72.4%	44.8%
Orientation and Mobility Assistance	4.1%	3.2%	13.0%	4.0%	3.5%	0.0%	10.4%
ASL Interpreter/ texting/ captioning	1.1%	0.5%	0.0%	1.4%	1.4%	27.6%	3.5%
Lift equipped van	0.5%	1.2%	4.3%	0.0%	0.0%	0.0%	10.4%
Service/ assistance animal	0.3%	0.3%	8.7%	0.0%	0.0%	0.0%	0.0%
Disabled parking/ placard	0.5%	0.5%	0.0%	0.8%	1.4%	0.0%	0.0%
Print material in alternate format	0.3%	1.0%	0.0%	0.7%	0.0%	0.0%	3.5%
Ambulance/ Hospital/ Medical visit	0.5%	0.0%	0.0%	0.8%	1.4%	0.0%	0.0%
No help was offered	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%

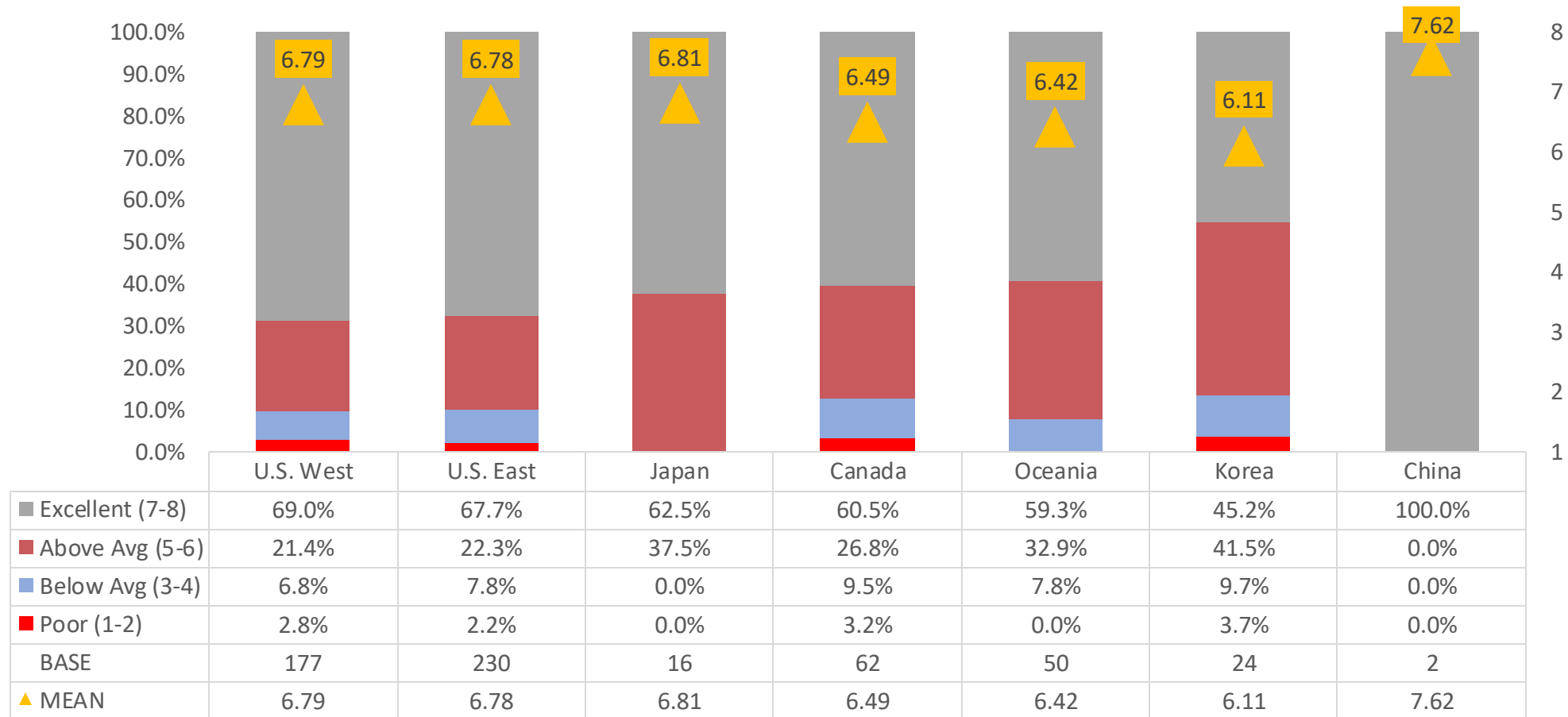
OVERALL ACCESSIBILITY - AIRPORTS

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



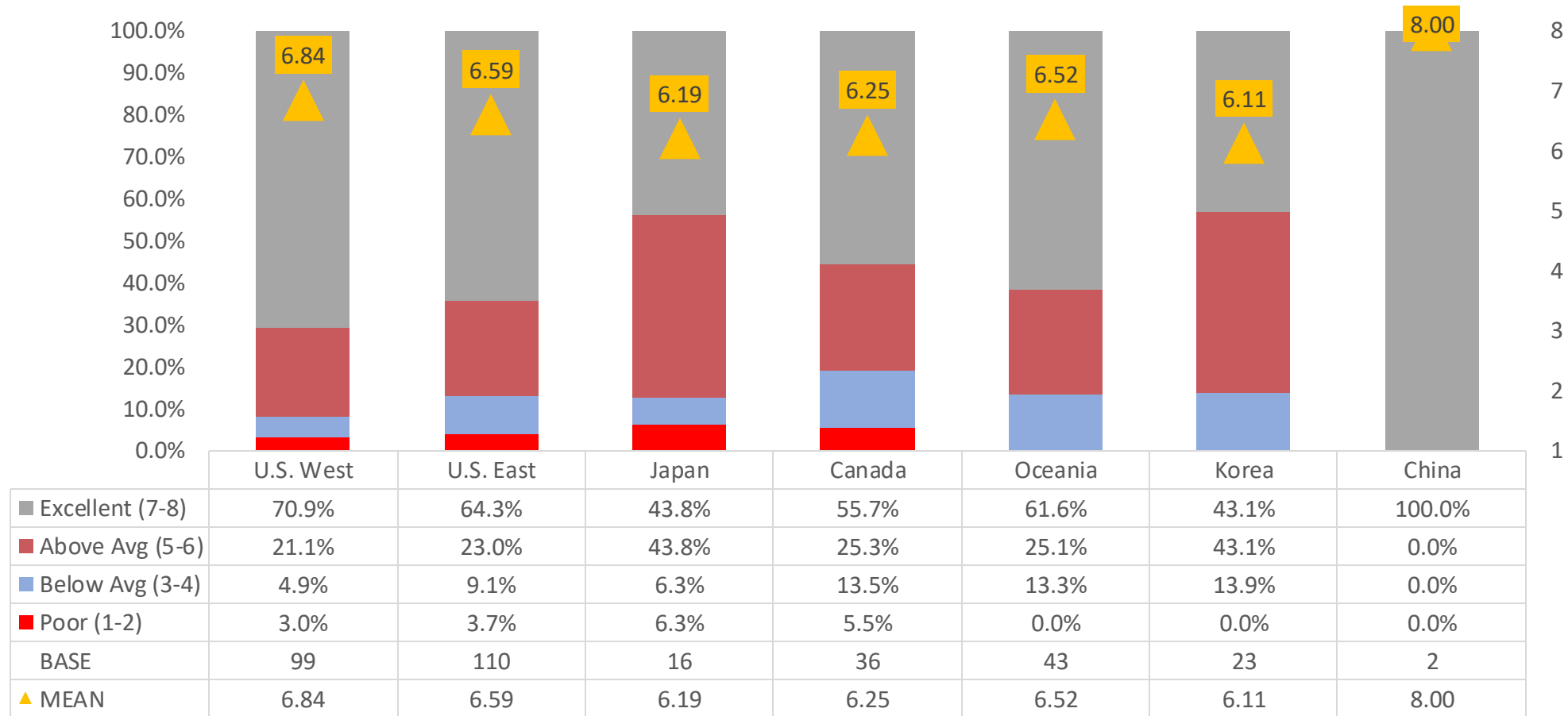
OVERALL ACCESSIBILITY - PRIVATE TRANSPORTATION

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



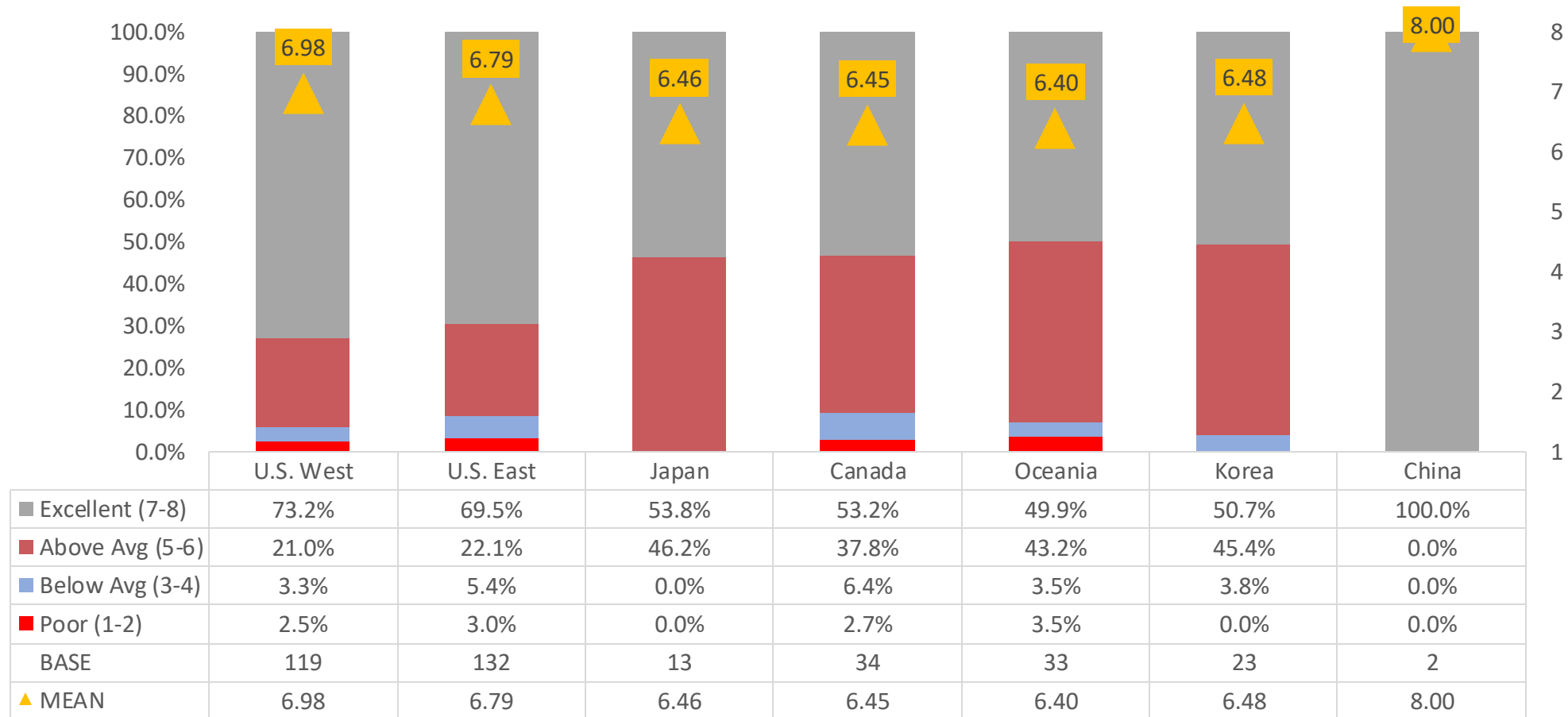
OVERALL ACCESSIBILITY - PUBLIC TRANSPORTATION

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



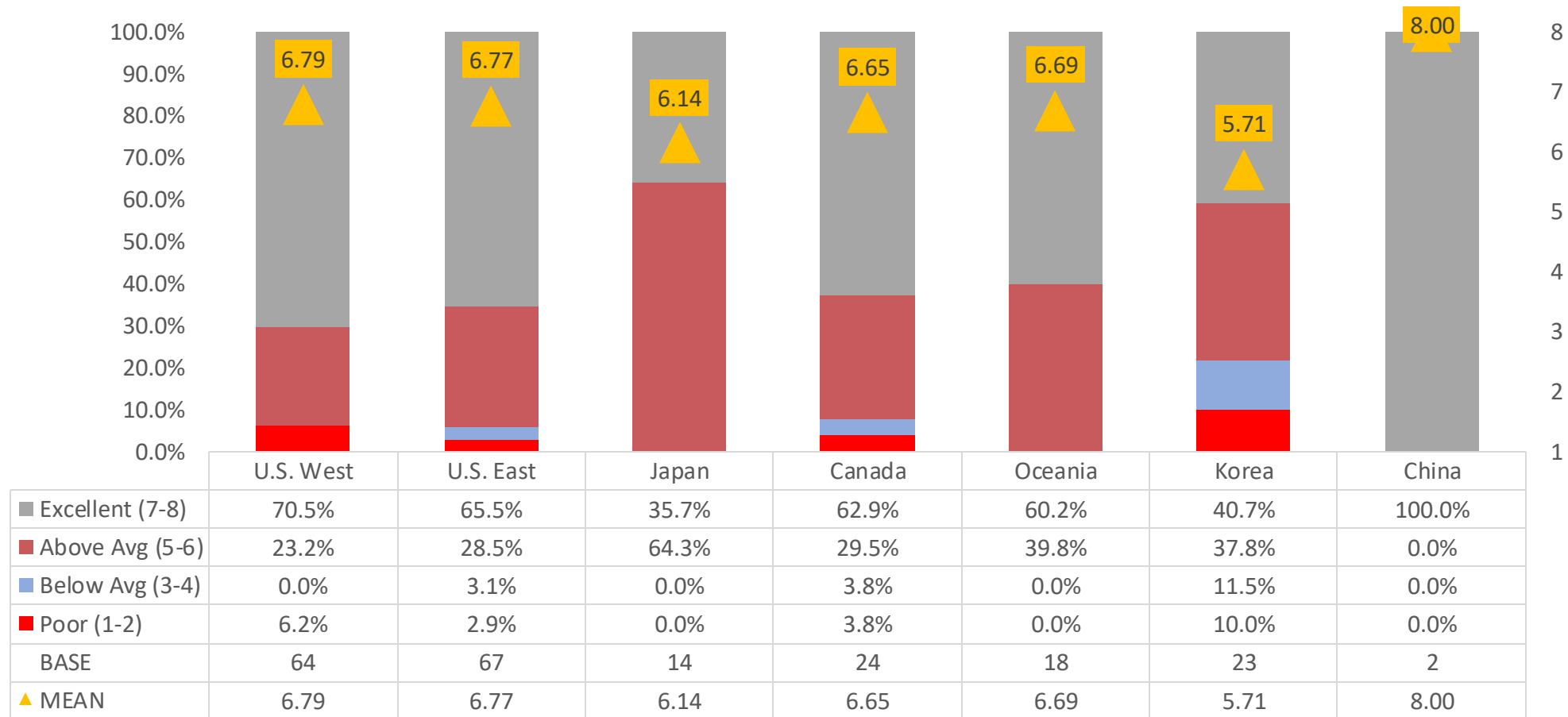
OVERALL ACCESSIBILITY - RIDE SHARE/ CAR SHARE

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



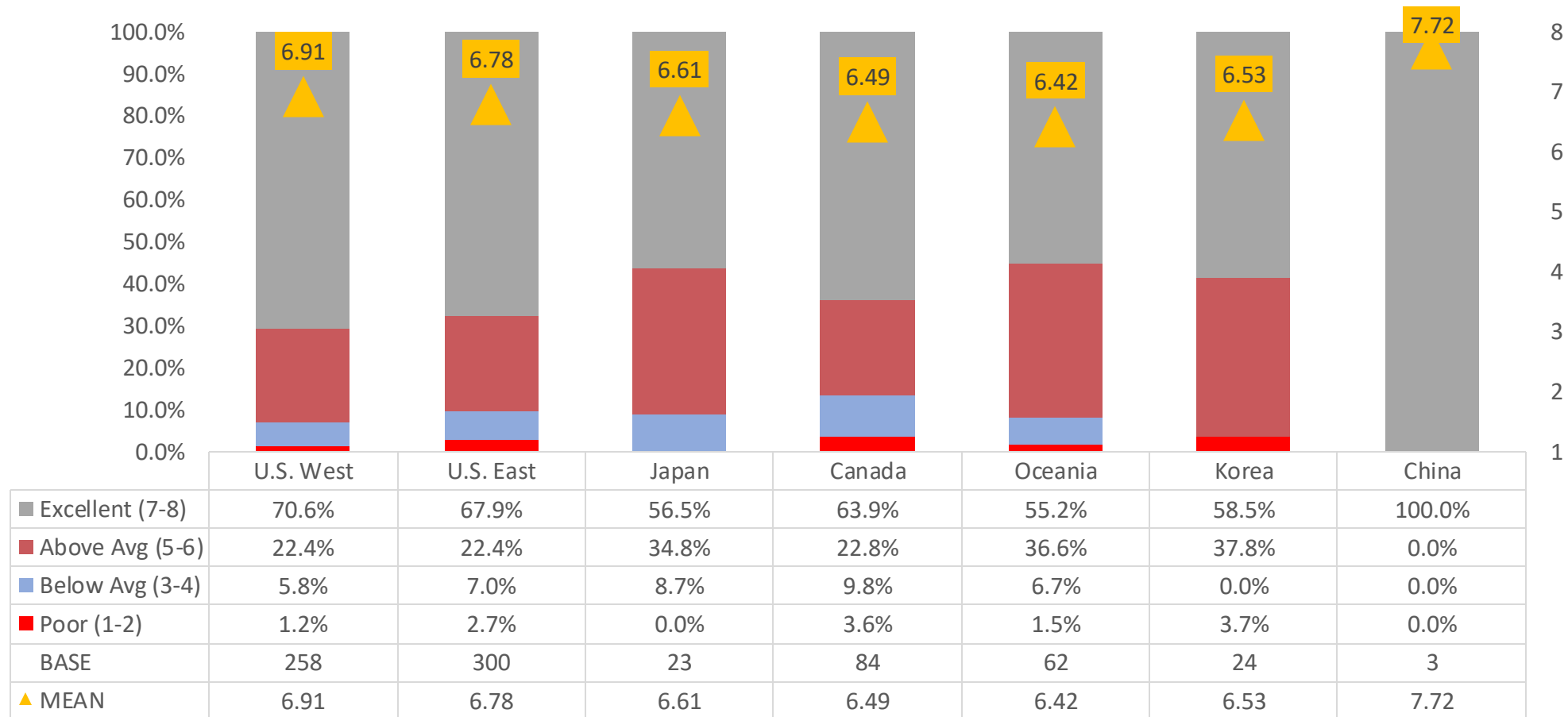
OVERALL ACCESSIBILITY - DEPARTMENT OF AGRICULTURE ANIMAL QUARANTINE

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



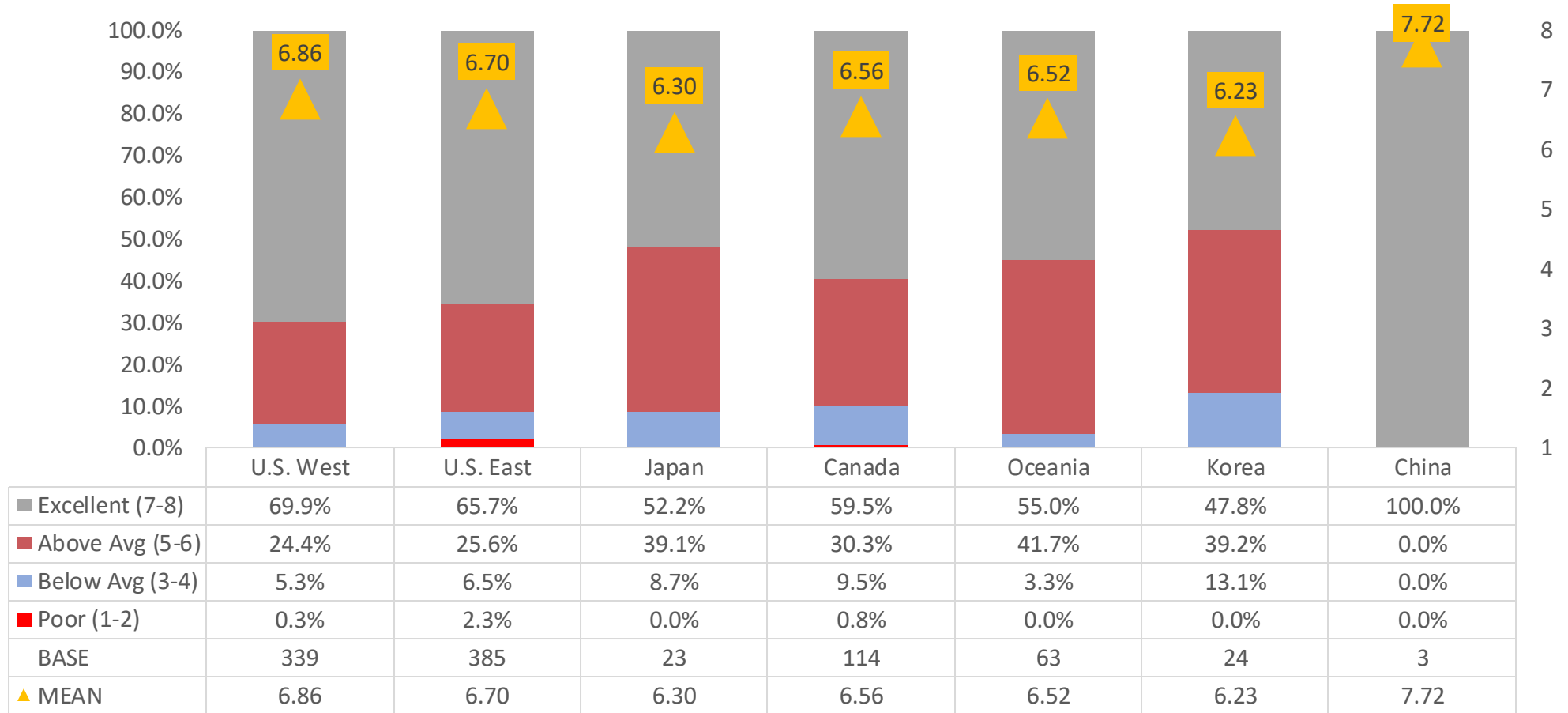
OVERALL ACCESSIBILITY - HOTELS

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



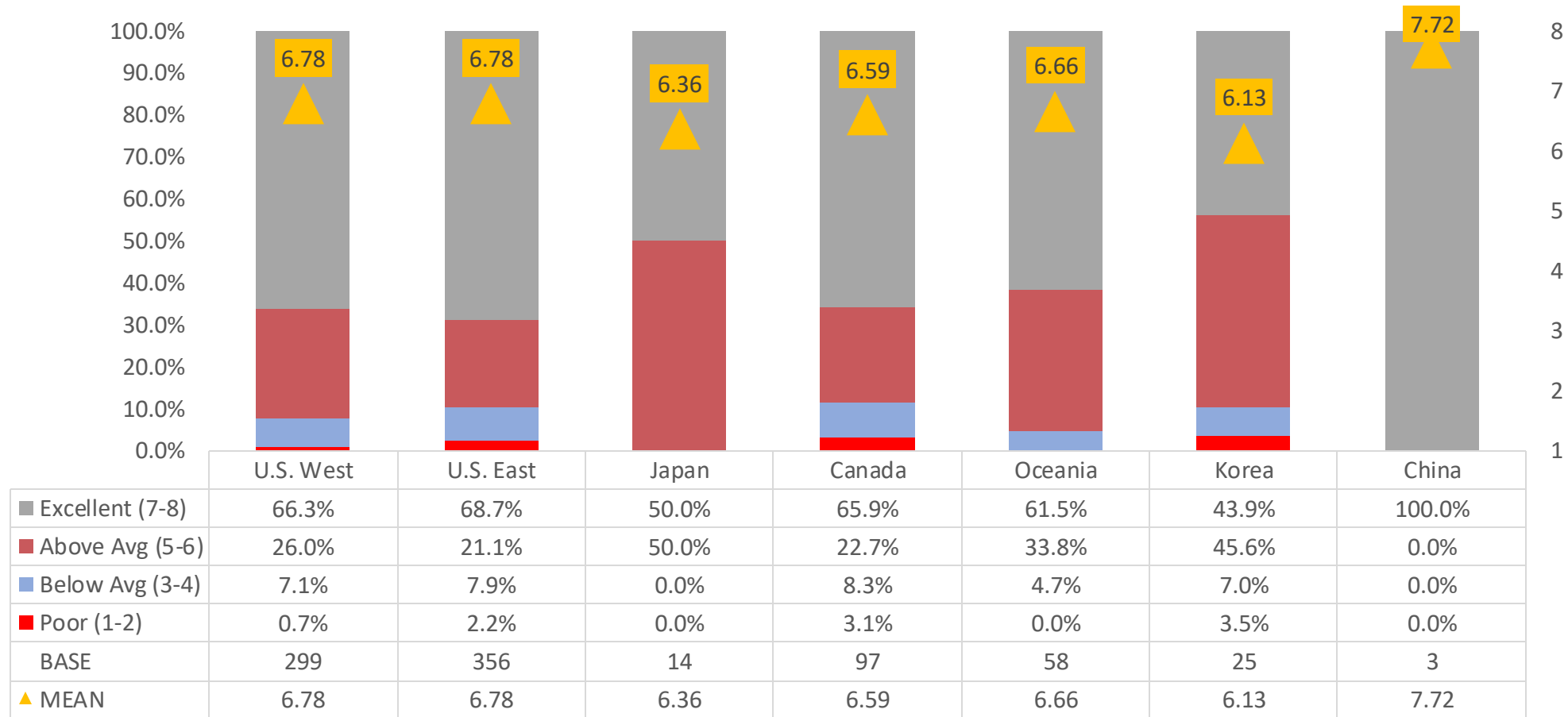
OVERALL ACCESSIBILITY - RESTAURANTS

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



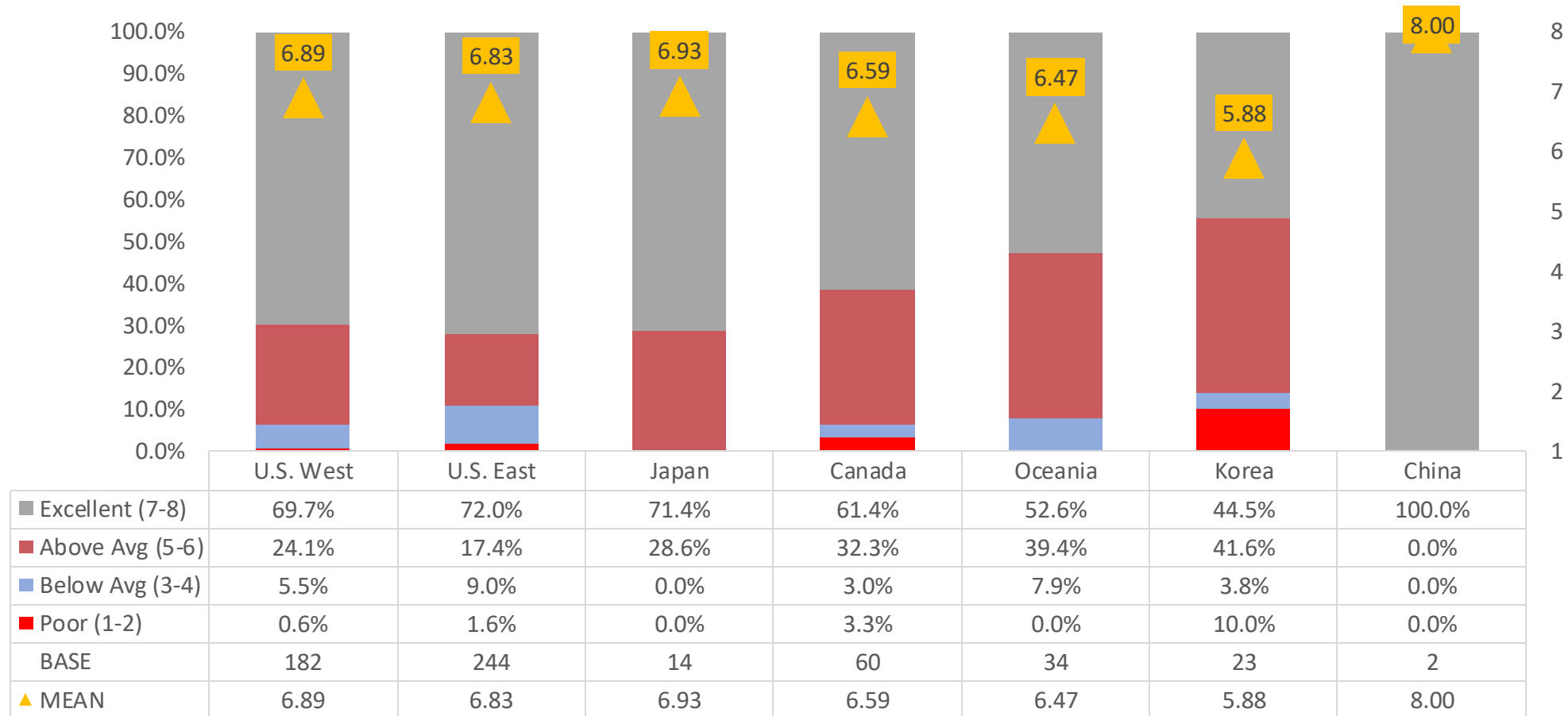
OVERALL ACCESSIBILITY - PUBLIC ATTRACTIONS

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



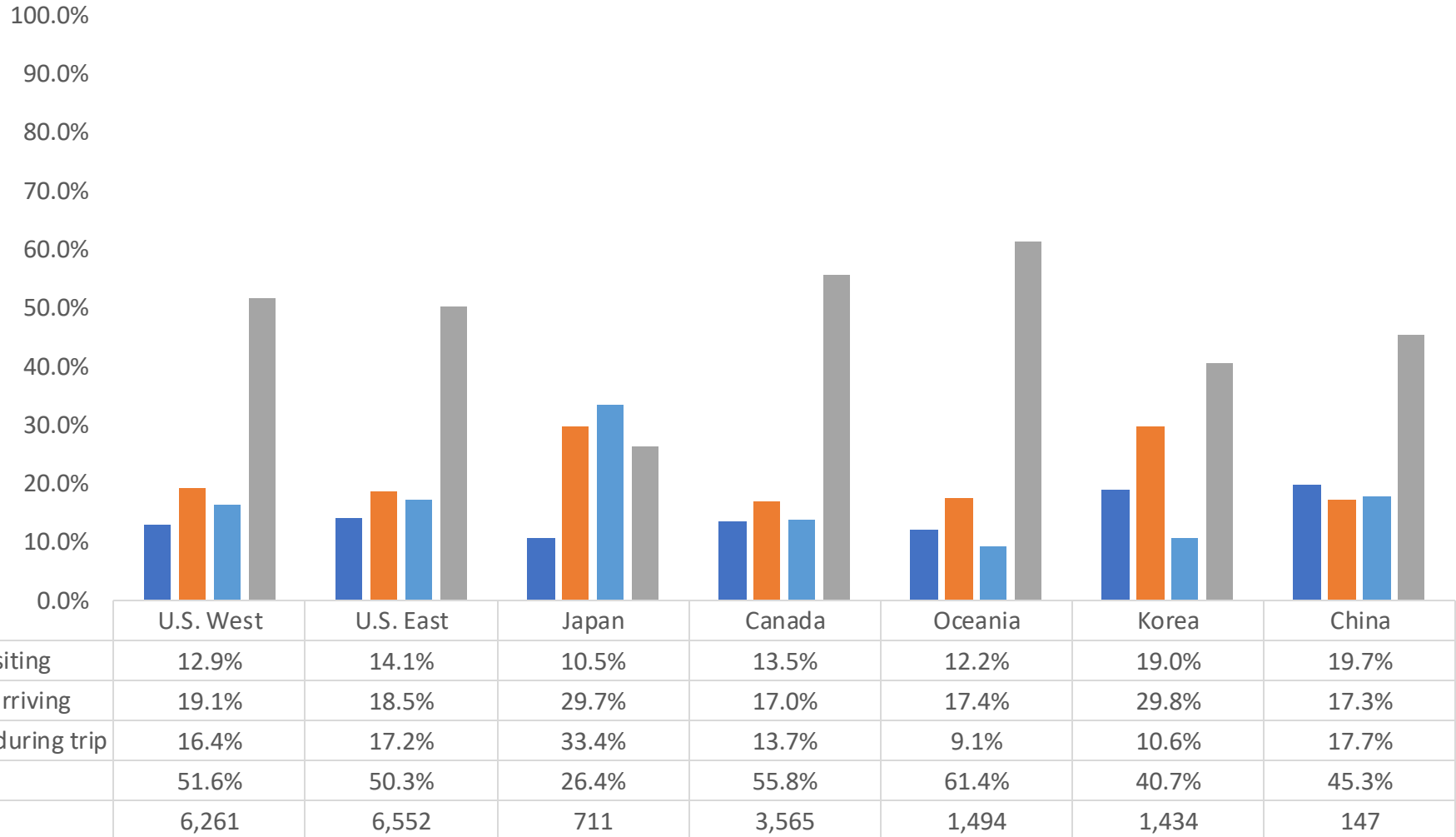
OVERALL ACCESSIBILITY - PRIVATE ATTRACTIONS

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

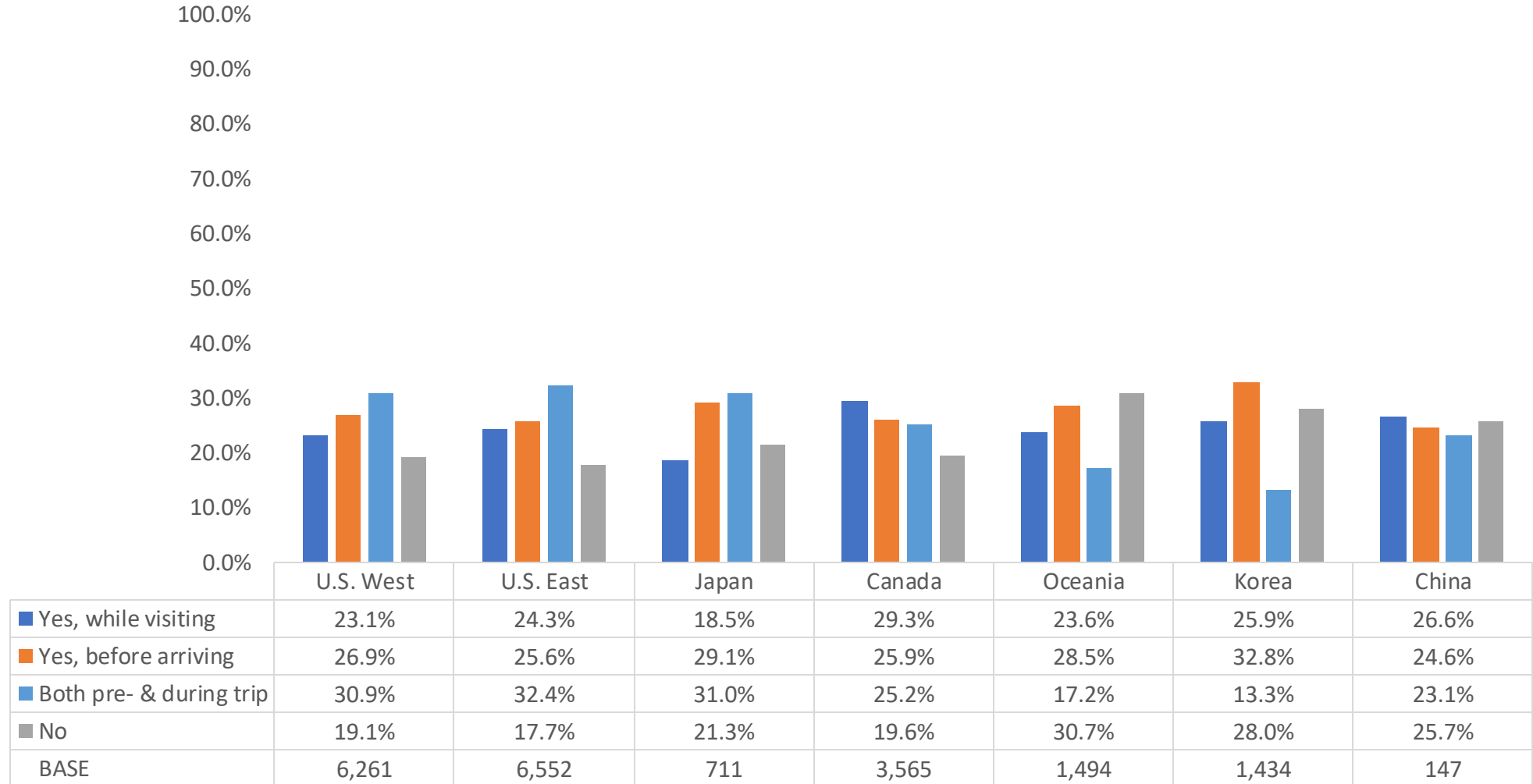


Section 12 – Alternative Messaging

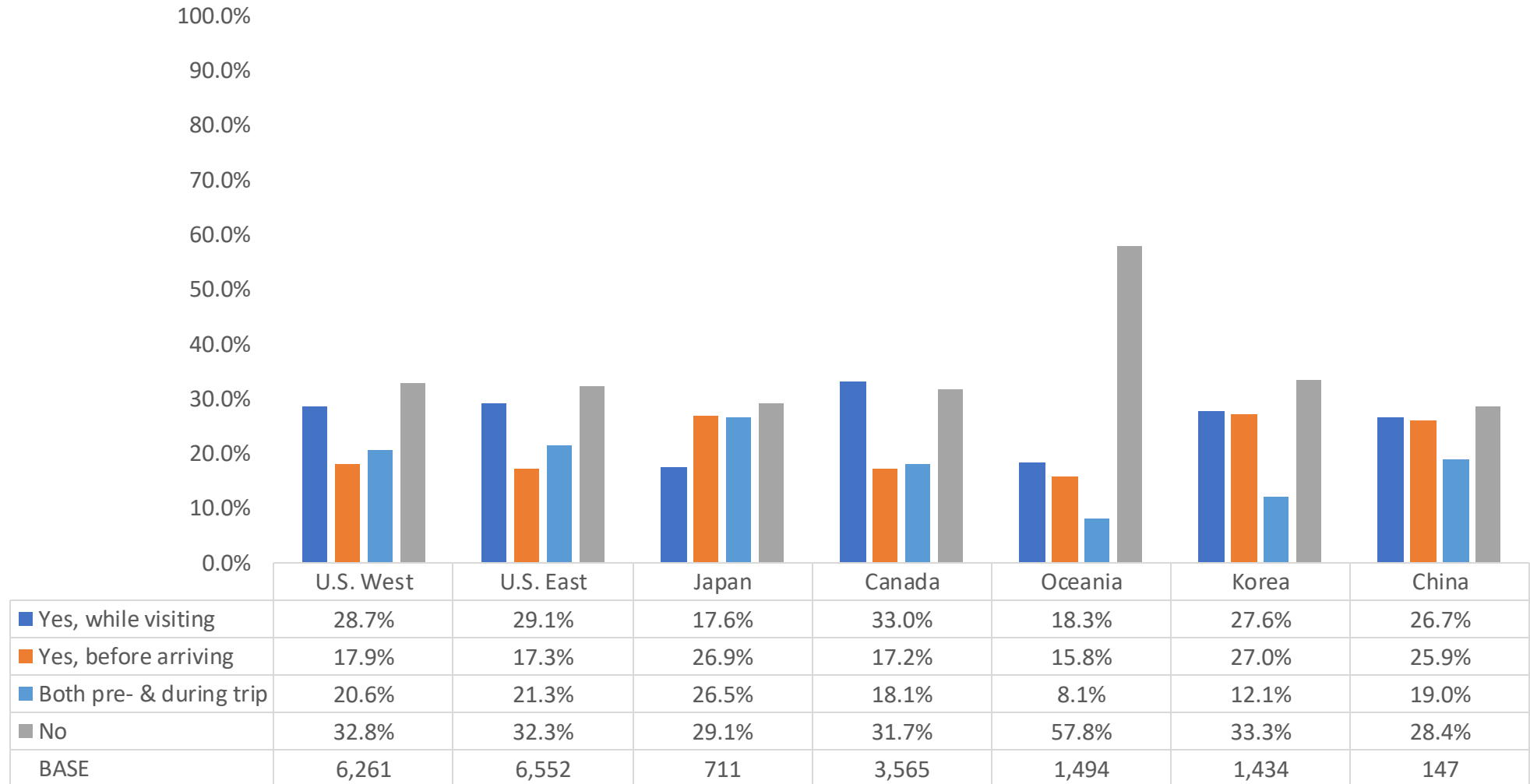
SAFE AND RESPONSIBLE TRAVEL



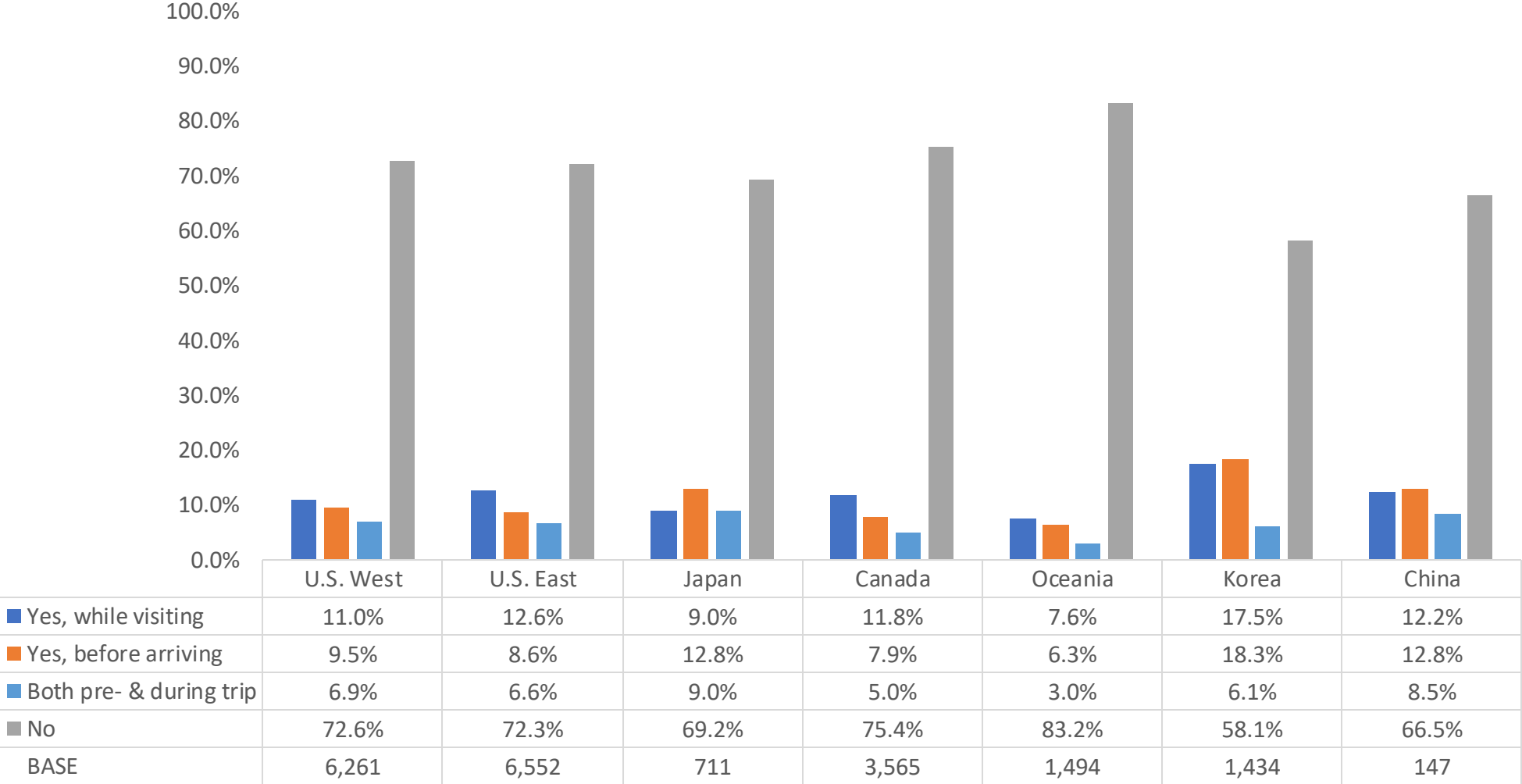
CARING FOR AND RESPECTING HAWAI'I'S CULTURE, PEOPLE, AND ENVIRONMENT



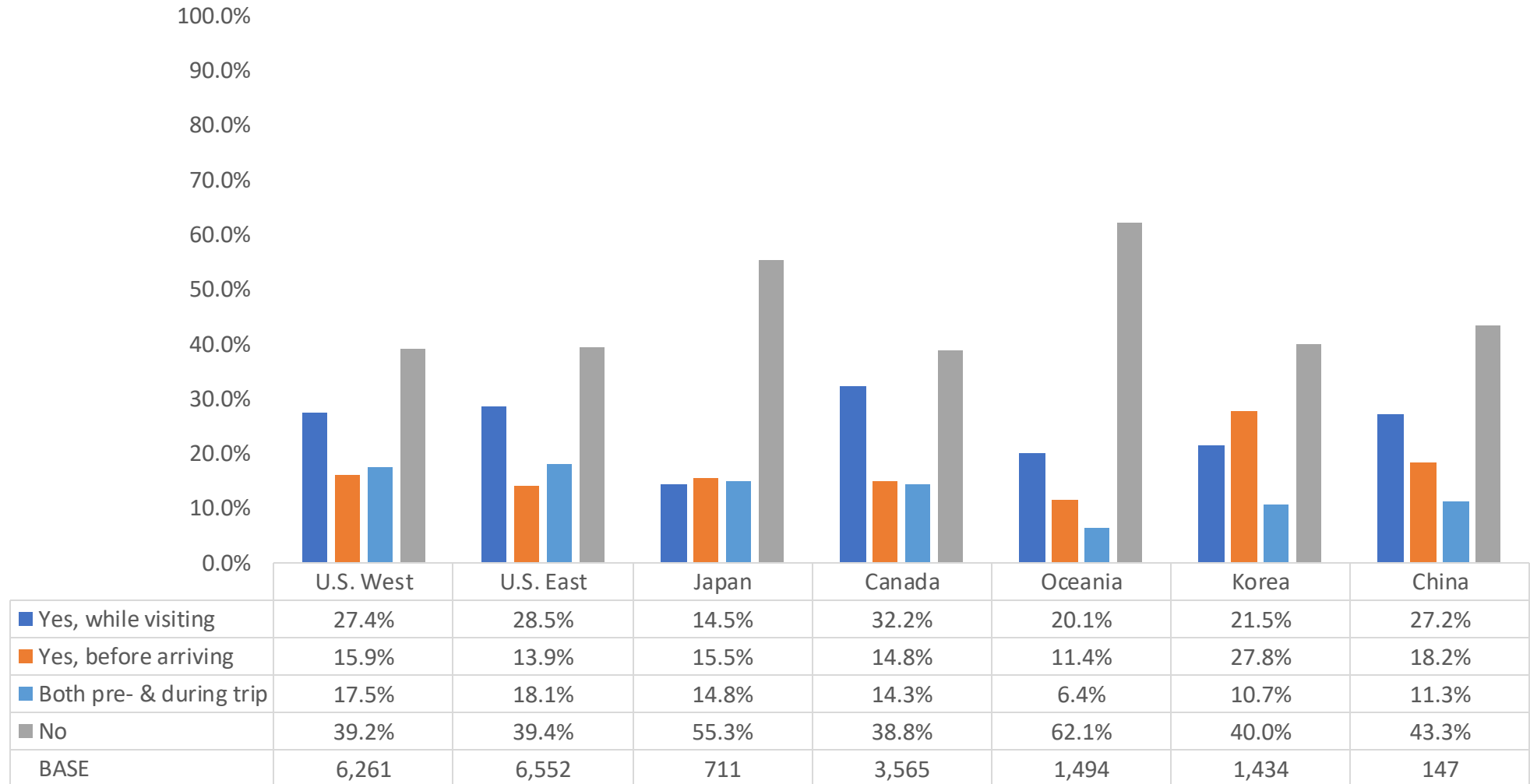
OCEAN AND HIKING SAFETY



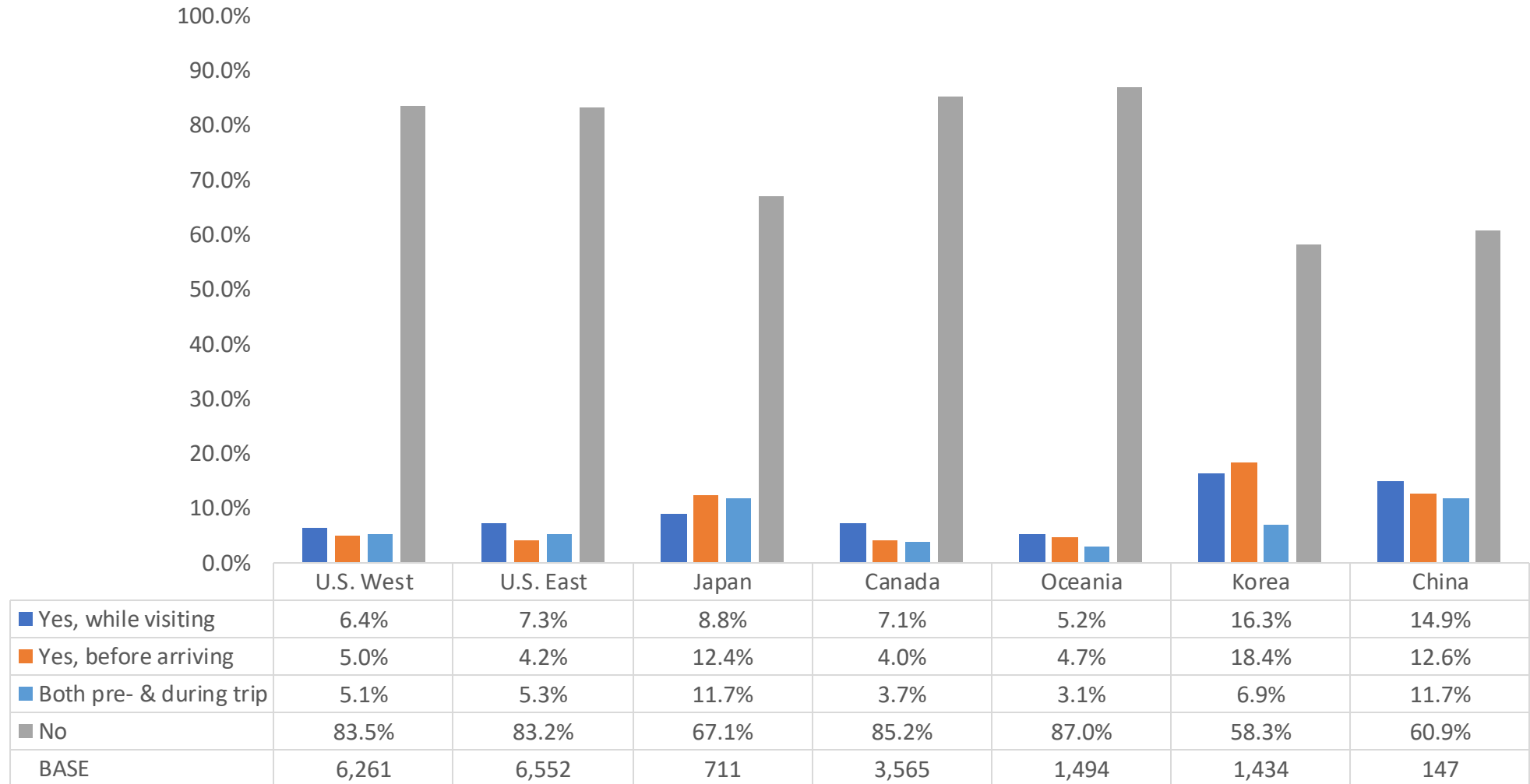
VOLUNTEER/ GIVE-BACK OPPORTUNITIES



SUPPORT LOCAL/ SHOP LOCAL



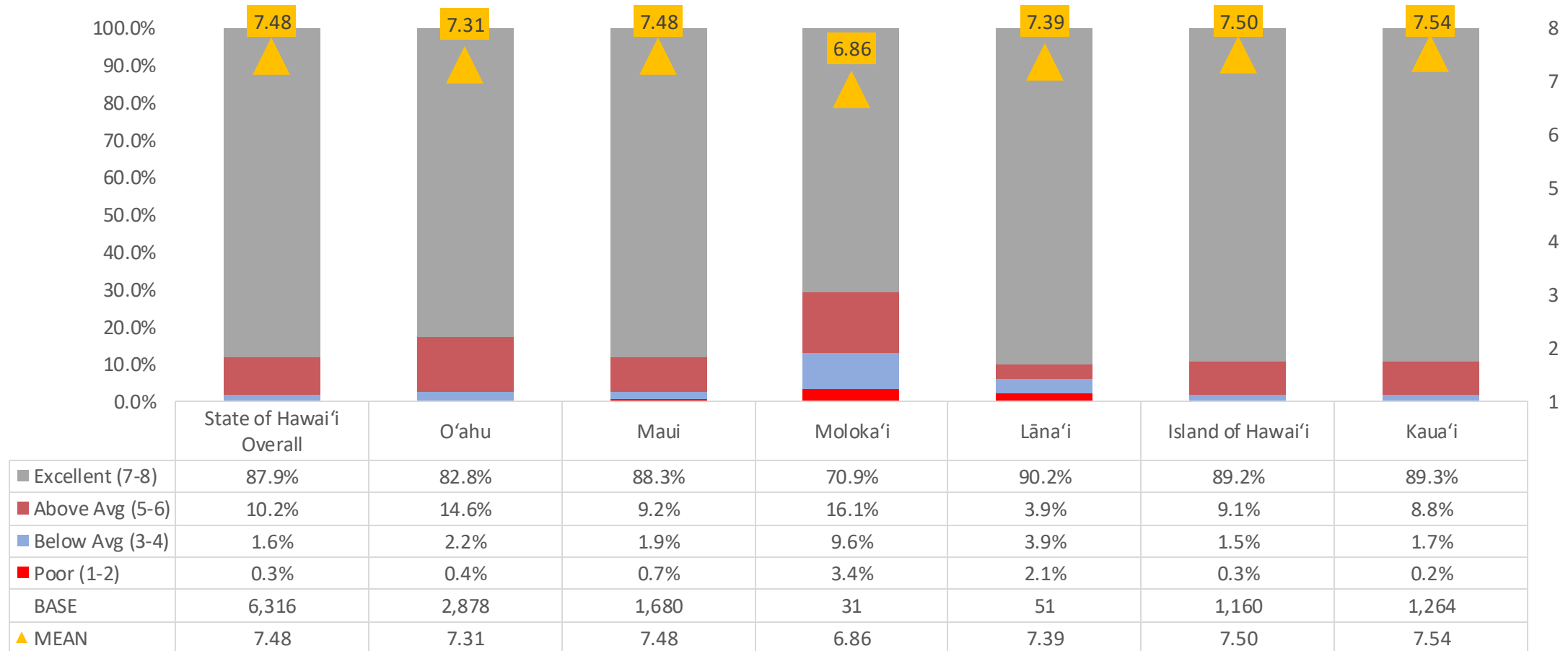
MĀLAMA HAWAI‘I



Section 13 – U.S. West

OVERALL SATISFACTION - MOST RECENT TRIP - U.S. WEST

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



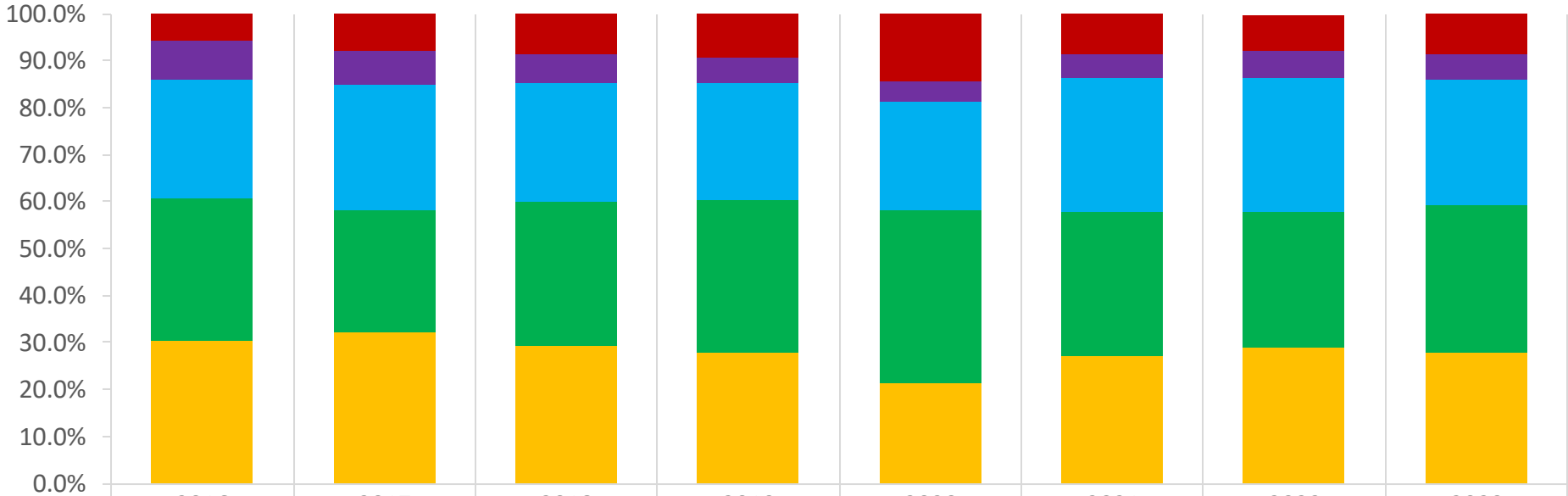
PRIMARY PURPOSE OF TRIP – U.S. WEST

	2018	2019	2020	2021	2022	2023
Vacation	59.5%	61.5%	64.6%	76.3%	75.0%	71.7%
Visit friends or relatives	8.2%	7.7%	19.8%	10.8%	10.1%	10.8%
Other business trip/ work in Hawai'i	3.9%	3.8%	4.3%	2.5%	2.1%	3.1%
Anniversary/ birthday	7.8%	8.4%	1.6%	2.2%	3.0%	3.0%
Convention/ conference	2.6%	1.8%	0.5%	0.5%	1.2%	1.7%
Honeymoon	2.0%	1.6%	1.4%	2.1%	2.1%	1.6%
Attend wedding/ vow renewal	3.2%	2.6%	0.4%	0.9%	1.3%	1.6%

PRIMARY + SECONDARY PURPOSE OF TRIP - U.S. WEST

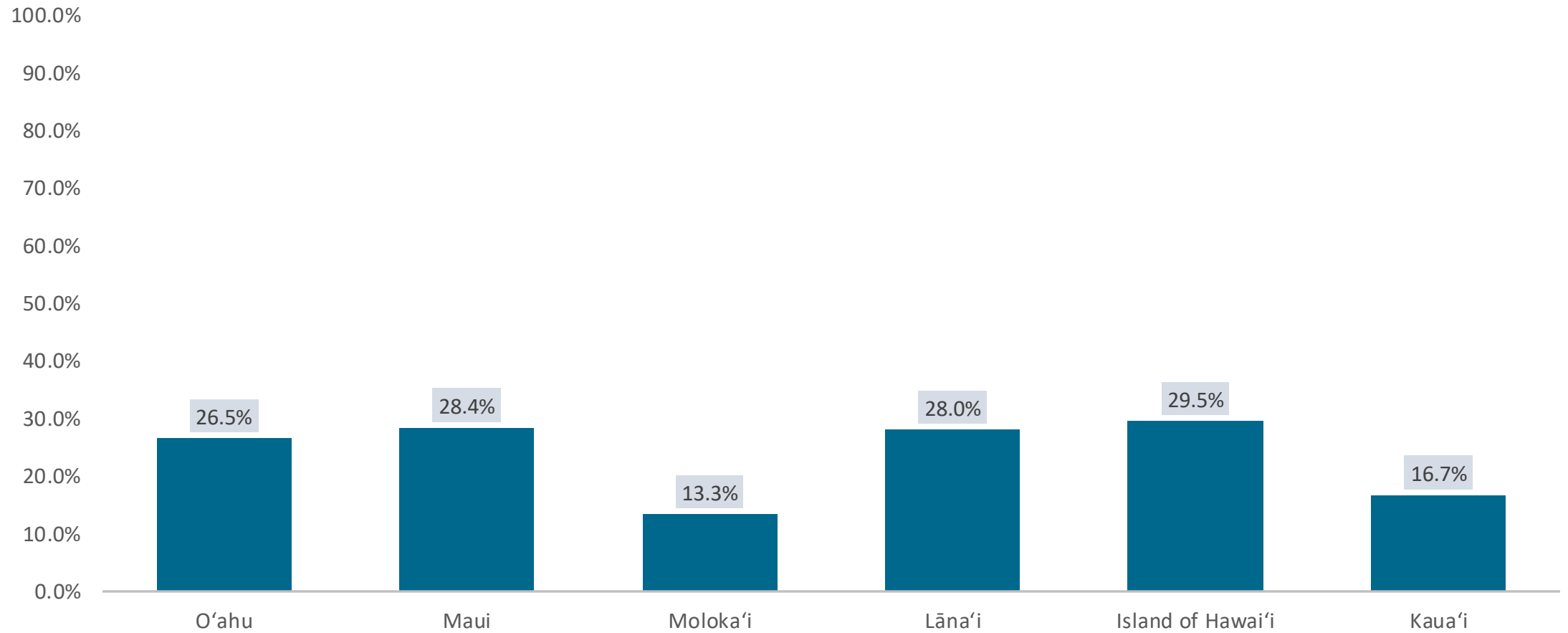
	2018	2019	2020	2021	2022	2023
Vacation	82.8%	84.1%	81.5%	90.7%	90.2%	88.5%
Visit friends or relatives	16.6%	15.9%	28.8%	20.8%	20.3%	20.7%
Anniversary/ birthday	14.1%	15.8%	3.5%	4.7%	5.7%	5.9%
Other business trip/ work in Hawai'i	5.5%	5.4%	7.1%	4.4%	3.9%	4.8%
Honeymoon	2.7%	2.3%	2.1%	3.0%	2.9%	2.5%
Convention/ conference	3.3%	2.3%	0.8%	0.6%	1.6%	2.1%
Attend wedding/ vow renewal	0.9%	3.1%	0.6%	1.3%	1.7%	2.0%
Incentive trip	1.6%	1.9%	1.0%	1.2%	1.4%	1.5%

VACATION TRIP DESCRIPTION - U.S. WEST

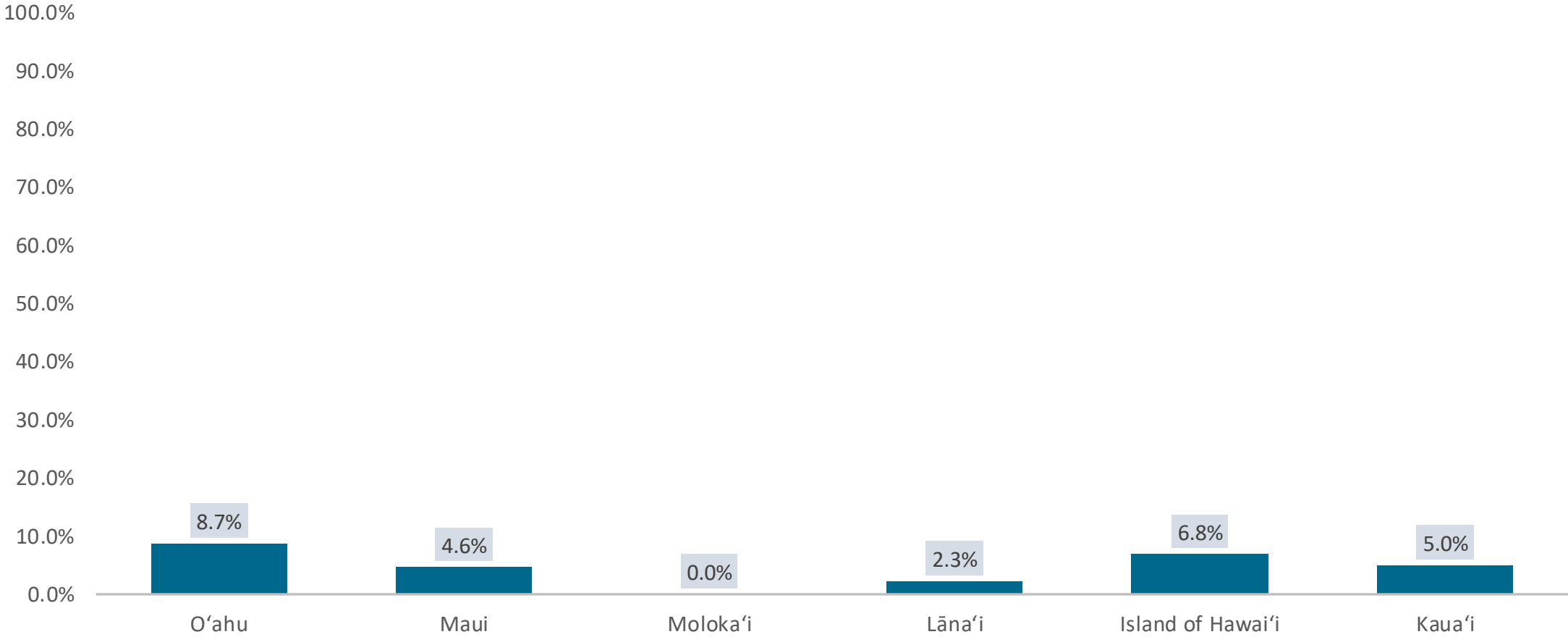


	2016	2017	2018	2019	2020	2021	2022	2023
Other	5.8%	7.7%	8.7%	9.2%	14.2%	8.6%	7.6%	8.4%
Once-in-a-lifetime	8.3%	7.2%	5.9%	5.4%	4.6%	5.2%	5.9%	5.6%
More special than most trips	25.3%	26.8%	25.4%	25.0%	22.9%	28.4%	28.5%	26.9%
Annual/ Semi-annual trip	30.3%	26.2%	30.8%	32.6%	37.1%	30.8%	29.1%	31.2%
Special occasion	30.3%	32.1%	29.2%	27.8%	21.2%	27.1%	28.8%	27.9%

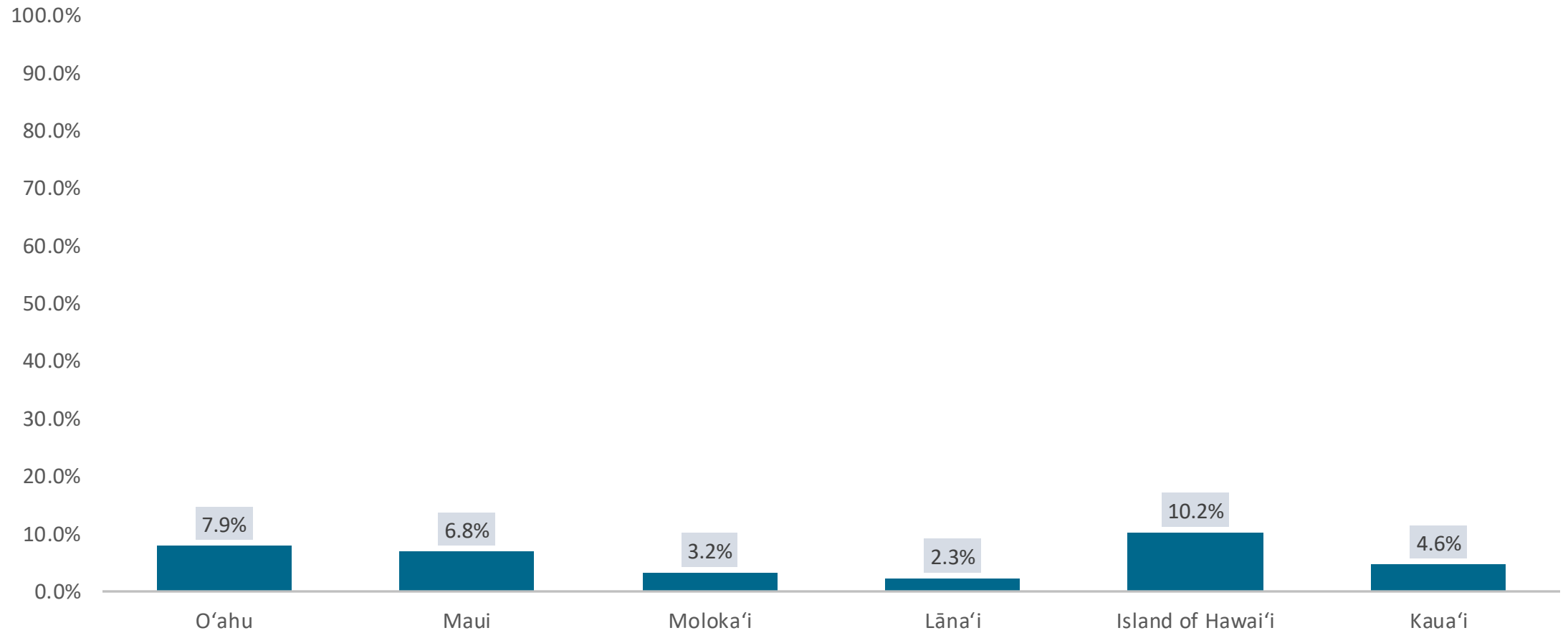
ADVERTISING AWARENESS - U.S. WEST



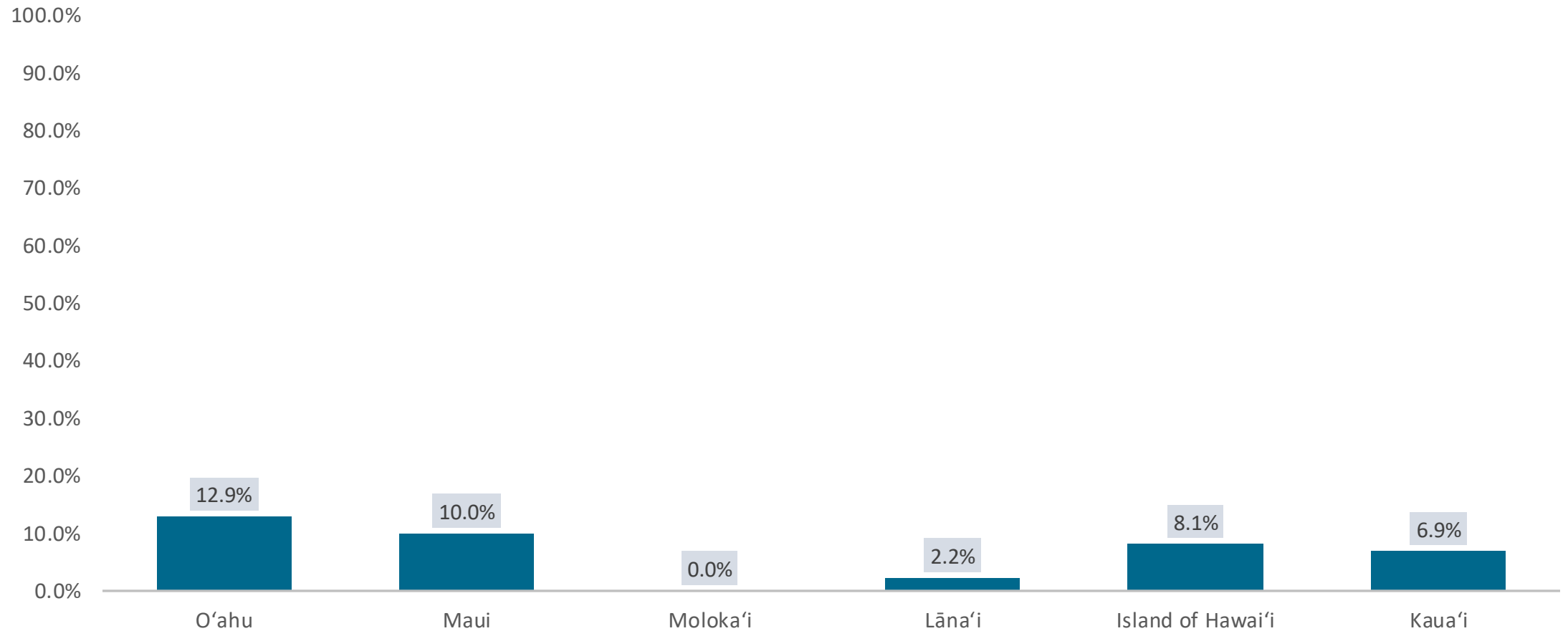
IMPACT OF LOCATION FILMING - U.S. WEST



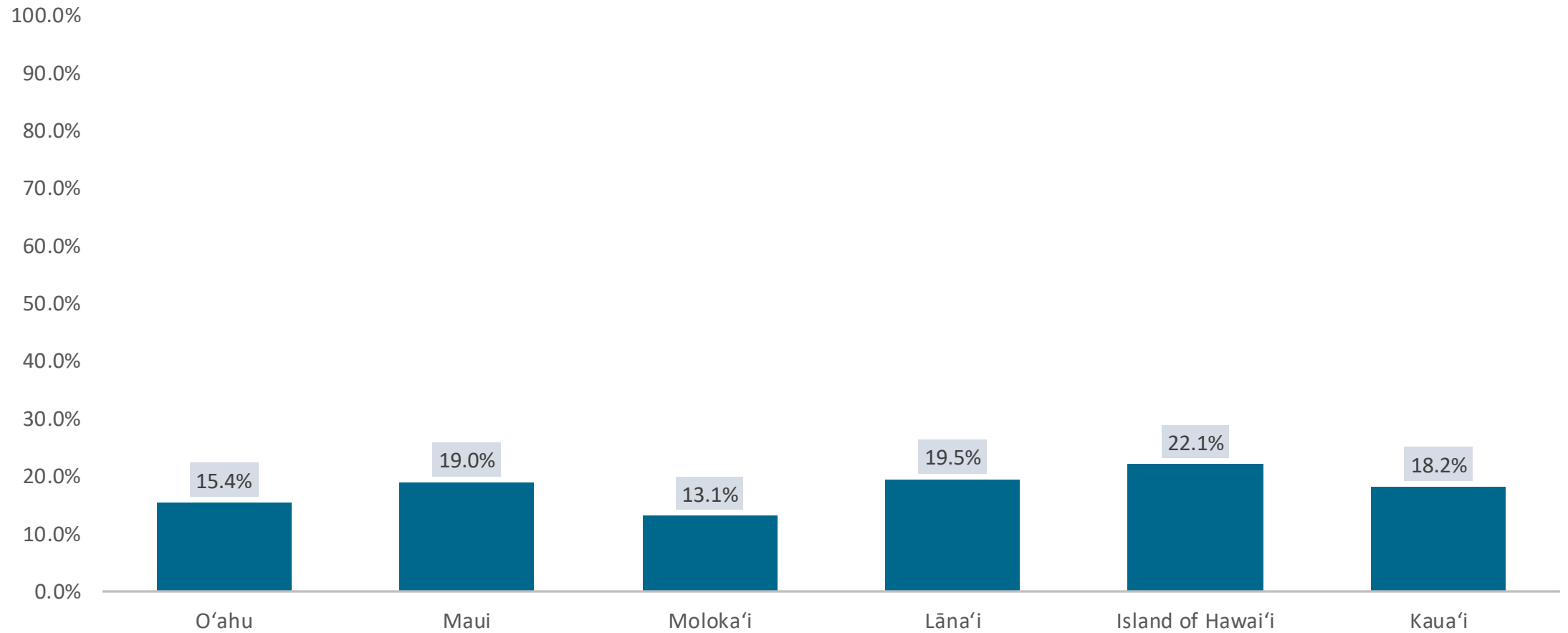
IMPACT OF HAWAIIAN MUSIC - U.S. WEST



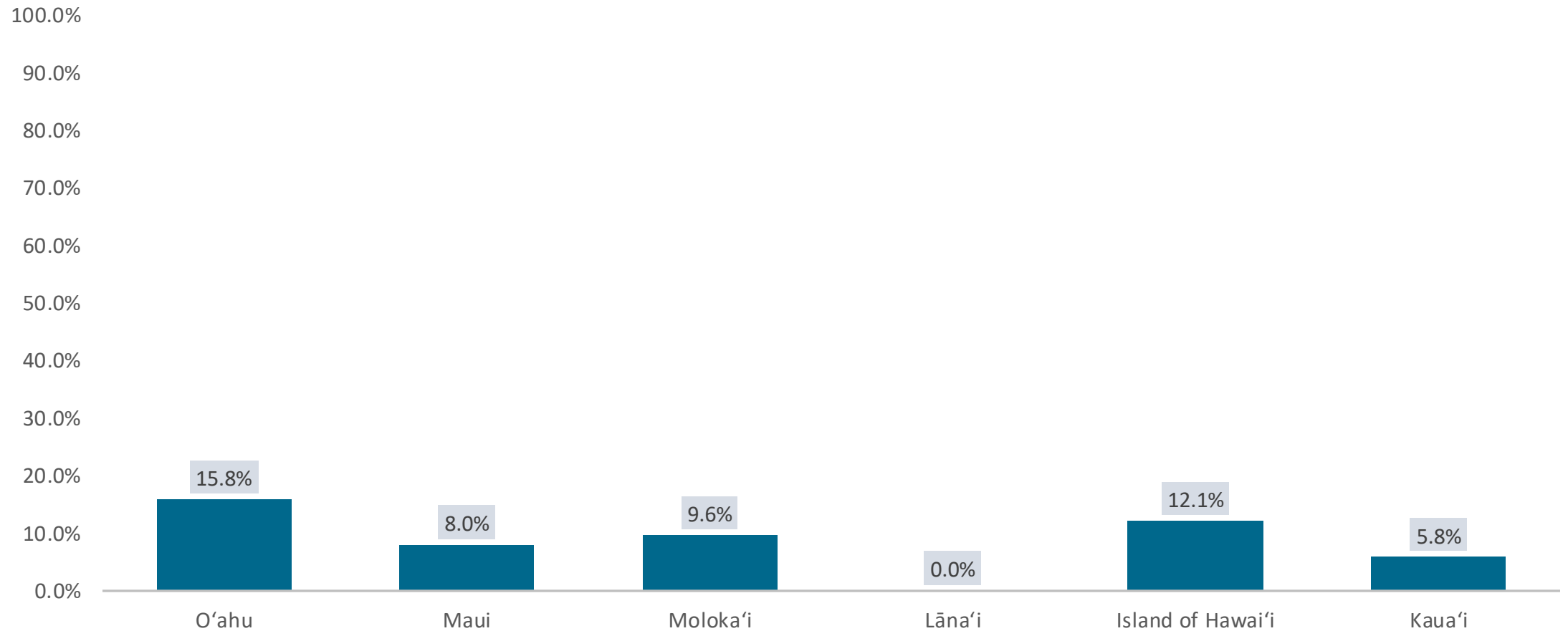
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS – U.S. WEST



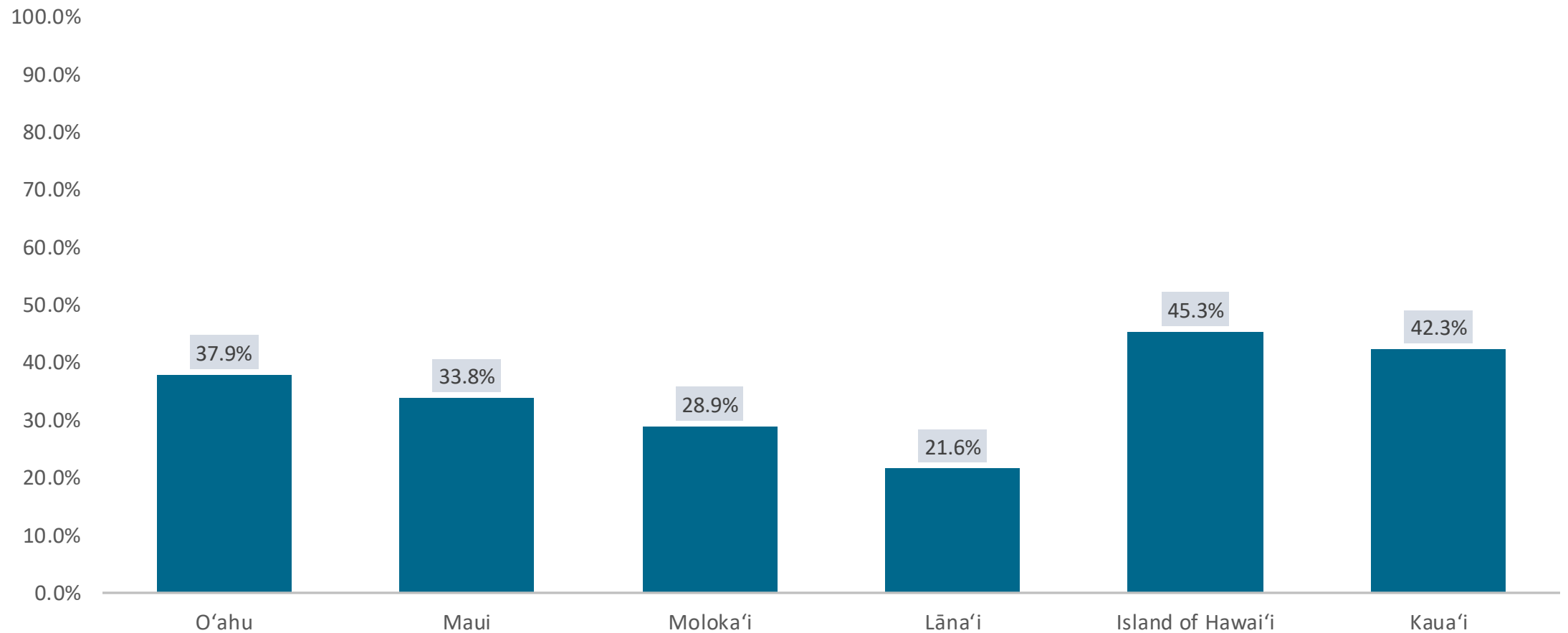
IMPACT OF OUTDOOR/ SPORTING EVENTS - U.S. WEST



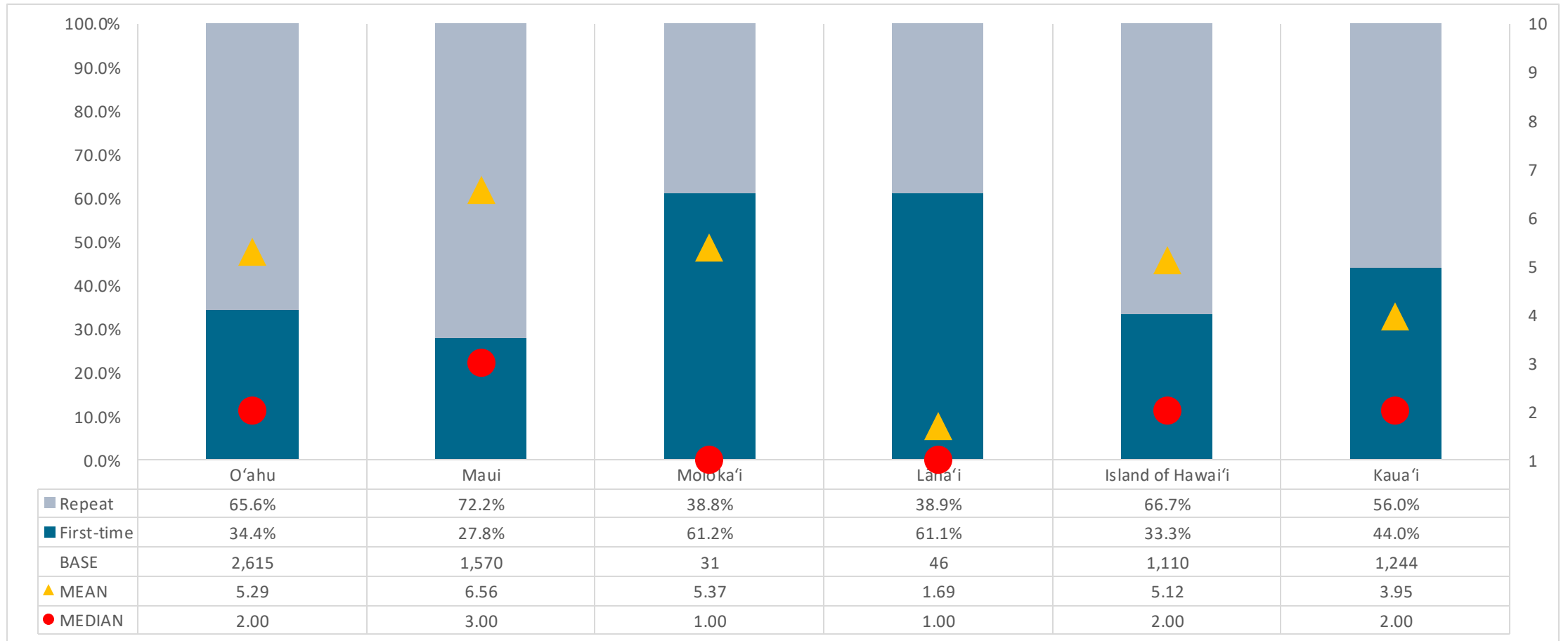
IMPACT OF HAWAIIAN CULTURAL EVENTS – U.S. WEST



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - U.S. WEST



1ST TIME VS REPEAT VISITORS - U.S. WEST

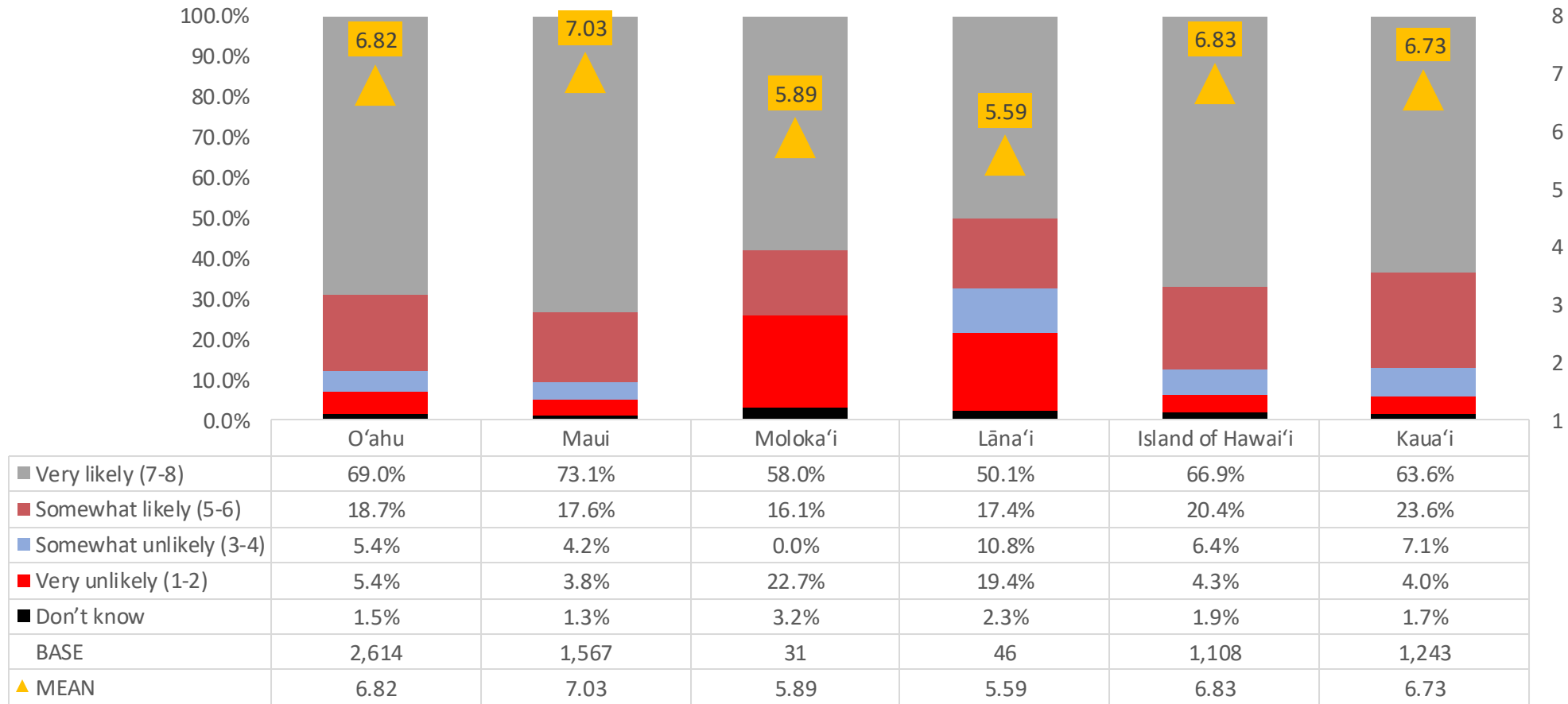


TRAVEL PARTY MEMBERS - U.S. WEST

	2016	2017	2018	2019	2020	2021	2022	2023
My spouse	63.3%	64.5%	61.1%	60.8%	51.5%	58.4%	60.7%	59.5%
Other adult members of my family	28.8%	29.1%	29.9%	28.7%	22.1%	29.0%	29.5%	29.7%
My child(ren)/ grand child(ren) under 18	25.4%	22.9%	27.6%	25.2%	22.8%	27.9%	29.5%	28.1%
My friends/ associates	16.5%	15.9%	15.7%	16.2%	15.5%	18.5%	16.0%	15.1%
Myself only (traveled alone/ no one else)	10.7%	9.0%	9.0%	8.7%	17.2%	8.5%	8.2%	9.4%
My girlfriend/ boyfriend	6.4%	5.5%	7.1%	7.6%	8.9%	8.4%	7.0%	7.1%
Same-gender partner	0.6%	1.1%	1.2%	1.6%	1.1%	1.1%	1.1%	1.0%

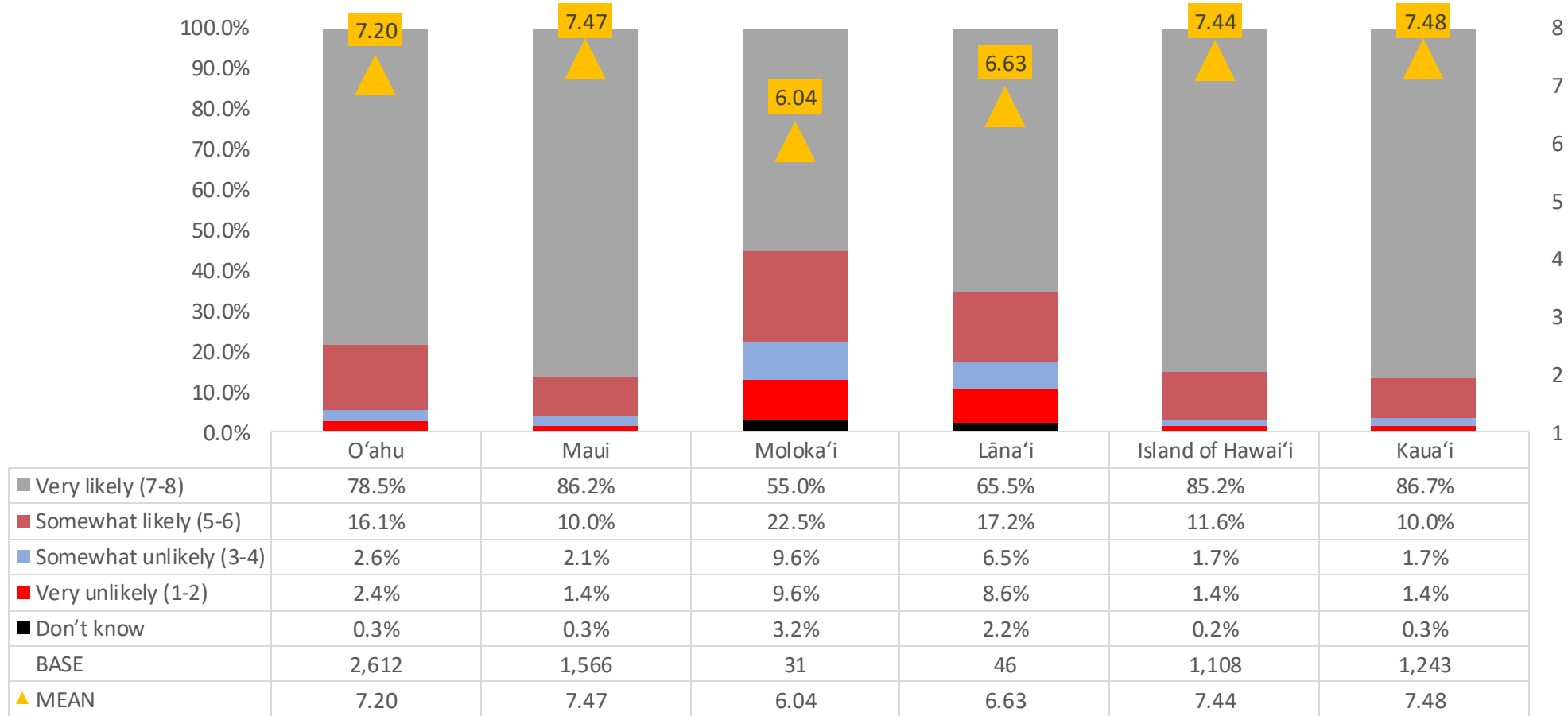
LIKELIHOOD OF RETURN VISIT - U.S. WEST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – U.S. WEST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES – SIGHTSEEING – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.3%	96.8%	100.0%	91.2%	98.5%	98.7%
On own (self-guided)/ driving around the island	78.6%	83.8%	87.2%	26.9%	90.2%	88.4%
Helicopter ride/ airplane tour	1.0%	2.3%	6.4%	2.3%	1.6%	8.6%
Boat tour/ submarine ride/ whale watching	19.3%	34.8%	22.5%	31.0%	23.2%	26.4%
Visiting towns/ communities	43.6%	55.2%	54.6%	37.9%	58.7%	67.5%
Private limousine/ van tour/ tour bus	11.5%	4.1%	12.8%	17.8%	5.0%	3.2%
Scenic views/ natural landmarks	53.3%	54.3%	45.0%	42.3%	65.4%	74.3%
Movie and TV filming location tours	8.8%	0.8%	0.0%	0.0%	0.8%	4.3%

ACTIVITIES - SIGHTSEEING - U.S. WEST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	96.7%	95.8%	95.0%	91.6%	94.8%	97.2%	97.5%
On own (self-guided)/ driving around the island	86.7%	85.1%	83.2%	81.8%	83.0%	84.9%	84.1%
Helicopter ride/ airplane tour	8.7%	6.6%	5.9%	2.8%	3.3%	3.3%	3.0%
Boat tour/ submarine ride/ whale watching	29.8%	25.9%	24.5%	20.9%	27.8%	27.0%	25.8%
Visiting towns/ communities	34.6%	56.3%	53.9%	45.4%	50.7%	54.6%	54.3%
Private limousine/ van tour/ tour bus	9.5%	7.8%	7.5%	3.0%	5.9%	7.2%	7.4%
Scenic views/ natural landmarks	70.3%	61.4%	58.9%	52.3%	59.4%	60.5%	59.9%
Movie and TV filming location tours	5.4%	4.1%	4.2%	3.0%	4.2%	4.8%	4.8%

ACTIVITIES – RECREATION – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.1%	97.1%	93.6%	93.4%	96.9%	97.3%
Beach/ sunbathing	83.3%	86.7%	74.1%	66.8%	79.9%	85.7%
Bodyboarding	7.8%	12.3%	0.0%	2.2%	10.2%	12.1%
Stand-up paddle boarding	5.9%	5.0%	0.0%	0.0%	4.6%	4.0%
Surfing	6.8%	6.5%	3.2%	0.0%	2.6%	6.9%
Canoeing/ kayaking	4.3%	4.2%	3.2%	0.0%	6.1%	12.8%
Swimming in the ocean	64.4%	70.4%	48.2%	55.7%	65.1%	64.7%
Snorkeling	33.3%	51.9%	32.1%	35.4%	52.1%	44.6%
Freediving	1.3%	2.2%	0.0%	0.0%	2.8%	1.1%
Windsurfing/ kitesurfing	0.0%	0.4%	0.0%	0.0%	0.1%	0.0%
Jet skiing/ parasailing	1.8%	0.8%	0.0%	0.0%	1.0%	0.0%
Scuba diving	1.7%	3.6%	0.0%	2.2%	3.3%	2.2%
Fishing	1.9%	3.1%	3.2%	2.2%	3.1%	3.4%
Golf	3.3%	8.5%	3.2%	6.6%	9.1%	7.1%

ACTIVITIES – RECREATION – U.S. WEST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	96.5%	97.0%	96.4%	93.7%	97.8%	97.7%	97.0%
Beach/ sunbathing	85.3%	85.5%	84.7%	82.6%	88.6%	88.0%	85.2%
Bodyboarding	20.3%	17.0%	14.0%	14.7%	14.0%	12.1%	10.4%
Stand-up paddle boarding	*	*	*	8.2%	7.4%	6.6%	5.3%
Surfing	7.1%	6.7%	6.3%	10.3%	8.4%	6.9%	6.2%
Canoeing/ kayaking	10.2%	8.7%	8.0%	7.0%	8.5%	7.0%	6.4%
Swimming in the ocean	NA	68.3%	67.7%	66.5%	72.6%	69.2%	67.1%
Snorkeling	NA	49.9%	48.1%	47.9%	52.3%	46.5%	44.1%
Freediving	NA	NA	NA	2.1%	1.8%	1.9%	1.7%
Windsurfing/ kitesurfing	0.4%	0.2%	0.3%	0.3%	0.3%	0.2%	0.1%
Jet skiing/ parasailing	2.4%	2.3%	1.8%	1.4%	1.9%	1.6%	1.1%
Scuba diving	4.1%	3.1%	3.4%	4.0%	3.1%	2.3%	2.6%
Fishing	3.7%	3.4%	3.5%	3.9%	3.1%	2.9%	2.8%
Golf	9.1%	7.4%	6.9%	8.3%	8.1%	6.3%	6.5%

* Combined with bodyboarding

ACTIVITIES - RECREATION - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	95.1%	97.1%	93.6%	93.4%	96.9%	97.3%
Running/ jogging/ fitness walking	24.0%	32.8%	22.7%	11.2%	25.4%	28.2%
Cycling	2.0%	1.6%	3.2%	8.8%	3.0%	4.9%
Spa	7.5%	9.3%	0.0%	6.6%	8.2%	7.1%
Hiking	36.8%	39.6%	35.3%	26.6%	48.0%	49.8%
Backpacking/ camping	0.9%	1.2%	0.0%	0.0%	1.4%	2.2%
Agritourism	11.9%	9.7%	3.2%	6.6%	17.1%	11.2%
Sports event or tournament	2.5%	1.2%	0.0%	2.2%	2.2%	1.0%
Parks/ botanical gardens	34.0%	30.9%	16.1%	15.7%	43.1%	38.6%
Waterparks	2.4%	1.2%	0.0%	0.0%	1.1%	0.6%
Mountain tubing/ waterfall rappel	0.7%	0.1%	0.0%	0.0%	0.6%	10.2%
Zip-lining	2.8%	4.6%	0.0%	2.2%	4.3%	5.7%
Skydiving	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%
All-terrain vehicle (ATV)	4.0%	1.3%	3.2%	2.2%	1.8%	4.5%
Horseback riding	1.5%	0.9%	0.0%	0.0%	1.9%	1.2%

ACTIVITIES - RECREATION - U.S. WEST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	96.5%	97.0%	96.4%	93.7%	97.8%	97.7%	97.0%
Running/ jogging/ fitness walking	35.5%	30.8%	26.3%	38.8%	34.3%	28.9%	27.7%
Cycling	NA	NA	NA	NA	NA	3.0%	2.8%
Spa	9.2%	10.1%	9.6%	6.3%	8.8%	8.9%	8.3%
Hiking	28.5%	32.4%	47.0%	45.5%	47.7%	46.3%	42.7%
Backpacking/ camping	*	*	1.8%	1.8%	1.4%	1.7%	1.3%
Agritourism	9.9%	13.6%	13.5%	8.1%	10.5%	12.3%	12.4%
Sports event or tournament	1.9%	2.8%	2.8%	0.8%	0.6%	1.4%	1.9%
Parks/ botanical gardens	40.7%	38.2%	35.4%	26.9%	33.1%	37.0%	36.6%
Waterparks	NA	1.5%	1.4%	0.8%	1.2%	1.5%	1.6%
Mountain tubing/ waterfall rappel	NA	2.0%	2.3%	1.3%	1.4%	1.6%	2.5%
Zip-lining	NA	6.0%	6.1%	3.2%	4.7%	4.6%	4.2%
Skydiving	NA	0.4%	0.6%	0.4%	0.4%	0.3%	0.2%
All-terrain vehicle (ATV)	NA	2.9%	3.0%	2.7%	4.1%	3.3%	3.2%
Horseback riding	NA	2.3%	2.1%	1.8%	1.7%	1.2%	1.4%

* Combined with Hiking

ACTIVITIES - ENTERTAINMENT & DINING - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	99.2%	99.2%	93.6%	77.7%	99.3%	99.1%
Lunch/ sunset/ dinner/ evening cruise	21.5%	23.6%	16.5%	15.7%	18.1%	20.5%
Live music/ stage show	31.4%	25.1%	25.9%	4.4%	24.1%	25.8%
Nightclub/ dancing/ bar/ karaoke	9.2%	6.4%	3.2%	2.2%	6.5%	4.0%
Fine dining	44.2%	49.2%	6.4%	13.2%	43.6%	49.5%
Family restaurant	61.7%	61.0%	41.8%	31.1%	65.6%	61.9%
Fast food	42.6%	27.2%	29.1%	8.8%	27.7%	25.8%
Food truck	45.6%	46.1%	22.5%	0.0%	26.3%	43.8%
Café/ coffee house	49.2%	47.9%	35.3%	26.6%	55.0%	52.0%
Ethnic dining	31.7%	21.8%	19.3%	9.0%	26.3%	23.8%
Farm-to-table cuisine	12.7%	18.4%	6.4%	17.8%	20.5%	19.7%
Prepared own meal	29.2%	56.9%	64.5%	4.4%	58.8%	57.5%

ACTIVITIES - ENTERTAINMENT & DINING - U.S. WEST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	98.9%	98.4%	98.1%	97.7%	99.1%	99.3%	99.3%
Lunch/ sunset/ dinner/ evening cruise	27.3%	23.0%	20.9%	16.4%	21.2%	22.8%	22.0%
Live music/ stage show	31.6%	32.2%	30.3%	12.2%	20.4%	29.4%	28.5%
Nightclub/ dancing/ bar/ karaoke	9.3%	9.4%	8.9%	4.7%	6.3%	7.4%	7.3%
Fine dining	53.2%	53.6%	53.1%	44.0%	53.1%	48.4%	47.1%
Family restaurant	70.8%	62.8%	61.8%	55.5%	61.1%	63.7%	62.5%
Fast food	39.4%	36.5%	34.7%	37.4%	38.6%	36.3%	33.9%
Food truck	NA	30.7%	30.6%	36.1%	40.9%	43.7%	42.8%
Café/ coffee house	42.5%	46.6%	46.0%	41.6%	48.1%	51.4%	51.1%
Ethnic dining	30.5%	31.9%	31.9%	23.2%	26.4%	27.9%	27.6%
Farm-to-table cuisine	NA	NA	NA	NA	NA	17.2%	17.1%
Prepared own meal	52.2%	55.1%	52.1%	64.6%	56.5%	49.0%	47.3%

ACTIVITIES - SHOPPING - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.3%	97.0%	83.7%	64.6%	97.2%	98.0%
Malls/ department stores	55.7%	40.6%	6.6%	2.3%	28.4%	24.8%
Designer boutiques	17.0%	18.0%	0.0%	9.0%	11.0%	19.8%
Hotel/ resort stores	41.8%	31.2%	6.6%	11.2%	27.1%	25.1%
Swap meet/ flea market	20.4%	17.6%	6.4%	0.0%	16.0%	6.6%
Discount/ outlet stores	13.9%	16.4%	0.0%	2.3%	11.1%	13.0%
Supermarkets	45.8%	71.7%	41.8%	6.8%	72.9%	72.0%
Farmer's market	25.0%	33.0%	22.5%	0.0%	56.5%	45.0%
Convenience stores	56.2%	49.2%	32.1%	17.8%	46.2%	43.6%
Duty free stores	6.3%	3.1%	0.0%	0.0%	1.5%	2.0%
Hawai'i-made products	43.9%	45.1%	25.7%	6.9%	47.1%	51.1%
Local shops and artisans	49.1%	61.2%	54.6%	35.7%	61.8%	72.3%

ACTIVITIES - SHOPPING - U.S. WEST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	97.0%	96.7%	95.9%	92.9%	97.1%	97.9%	97.2%
Malls/ department stores	43.6%	42.4%	42.0%	34.8%	40.0%	44.2%	42.5%
Designer boutiques	22.3%	17.5%	17.3%	13.9%	17.0%	17.9%	17.2%
Hotel/ resort stores	33.0%	33.5%	33.1%	21.4%	32.7%	34.6%	34.4%
Swap meet/ flea market	22.8%	17.4%	16.7%	10.2%	14.8%	17.4%	16.8%
Discount/ outlet stores	20.9%	17.3%	15.9%	13.1%	13.0%	14.7%	14.1%
Supermarkets	58.1%	68.2%	66.1%	71.8%	71.0%	65.2%	62.6%
Farmer's market	33.0%	37.2%	37.0%	30.8%	35.2%	36.9%	36.8%
Convenience stores	42.9%	46.5%	46.9%	44.2%	51.7%	51.5%	51.2%
Duty free stores	3.1%	3.7%	3.8%	1.7%	2.8%	4.2%	4.0%
Hawai'i-made products	NA	NA	NA	NA	NA	47.9%	46.6%
Local shops and artisans	68.4%	65.7%	64.7%	54.1%	62.8%	60.1%	59.4%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	74.2%	58.2%	58.2%	53.4%	71.6%	65.8%
Historic military sites and museums	37.1%	4.1%	9.8%	2.2%	8.8%	4.6%
Historic Hawaiian sites and museums	29.5%	21.4%	38.5%	15.6%	46.9%	31.6%
Other historical sites, museums, and homes	14.2%	8.8%	6.4%	9.2%	16.5%	12.1%
Art museums	3.8%	1.7%	0.0%	0.0%	2.4%	2.2%
Art galleries and exhibitions	5.6%	13.7%	6.4%	15.6%	13.1%	12.3%
Lū'au/ Polynesian show/ hula show	32.6%	20.1%	3.4%	4.5%	16.7%	23.8%
Lesson- ex. ukulele, hula, canoe, lei making	6.6%	3.2%	3.2%	4.4%	3.2%	4.8%
Play/ concert/ theatre	3.6%	3.2%	3.2%	2.2%	2.4%	1.4%
Art/ craft fair	5.9%	12.9%	9.6%	0.0%	17.3%	16.1%
Festival/ event	7.8%	4.0%	3.2%	13.4%	4.7%	3.4%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. WEST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	74.1%	71.8%	68.7%	45.0%	60.4%	69.0%	69.3%
Historic military sites and museums	27.5%	18.6%	15.6%	12.2%	16.8%	17.9%	18.7%
Historic Hawaiian sites and museums	NA	NA	NA	NA	28.4%	30.0%	31.7%
Other historical sites, museums, and homes	30.9%	29.2%	26.8%	19.9%	11.8%	12.8%	13.3%
Art museums	*	*	*	*	2.1%	3.3%	2.8%
Art galleries and exhibitions	*	*	*	*	9.1%	11.0%	10.4%
Lū'au/ Polynesian show/ hula show	37.3%	32.0%	29.4%	8.0%	19.8%	27.8%	26.1%
Lesson- ex. ukulele, hula, canoe, lei making	4.8%	7.1%	6.8%	2.7%	3.1%	4.5%	5.1%
Play/ concert/ theatre	4.5%	4.7%	4.5%	1.2%	1.1%	2.7%	3.0%
Art/ craft fair	14.4%	15.0%	14.6%	6.9%	7.9%	11.3%	11.8%
Festival/ event	10.1%	5.3%	5.6%	4.9%	2.7%	3.9%	5.8%

* Combined Museum/ Art galleries as single option

ACTIVITIES – TRANSPORTATION – U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	91.7%	94.5%	67.7%	62.3%	93.0%	96.9%
Airport shuttle	13.9%	7.1%	9.6%	15.4%	14.8%	17.7%
Trolley	3.4%	3.9%	0.0%	2.3%	1.4%	0.9%
Public bus	7.7%	1.3%	3.2%	4.5%	1.4%	1.9%
Tour bus/ tour van	10.8%	3.5%	9.6%	13.2%	5.1%	4.6%
Taxi/ limo	10.1%	3.9%	9.6%	17.9%	3.4%	3.4%
Rental car	60.0%	83.1%	38.8%	13.4%	79.8%	84.7%
Ride share	30.9%	10.6%	3.2%	9.1%	10.4%	6.3%
Car share	6.2%	5.3%	12.8%	0.0%	5.6%	6.5%
Bicycle rental	1.8%	1.0%	0.0%	2.2%	1.2%	3.4%

ACTIVITIES – TRANSPORTATION – U.S. WEST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	95.1%	92.8%	92.3%	84.9%	91.8%	93.9%	93.6%
Airport shuttle	19.6%	18.4%	15.6%	9.1%	14.4%	14.1%	13.4%
Trolley	2.5%	2.3%	2.8%	1.3%	1.6%	3.3%	2.8%
Public bus	5.2%	4.4%	3.9%	2.4%	4.1%	4.4%	4.2%
Tour bus/ tour van	9.7%	8.9%	8.7%	2.8%	5.4%	6.9%	7.2%
Taxi/ limo	13.4%	7.6%	6.2%	5.2%	10.0%	7.3%	6.5%
Rental car	82.8%	80.0%	79.3%	74.8%	77.8%	74.5%	74.1%
Ride share	NA	12.1%	15.1%	13.1%	16.7%	17.2%	18.3%
Car share	NA	NA	NA	NA	NA	6.8%	6.0%
Bicycle rental	NA	2.7%	2.2%	2.6%	3.0%	2.7%	1.9%

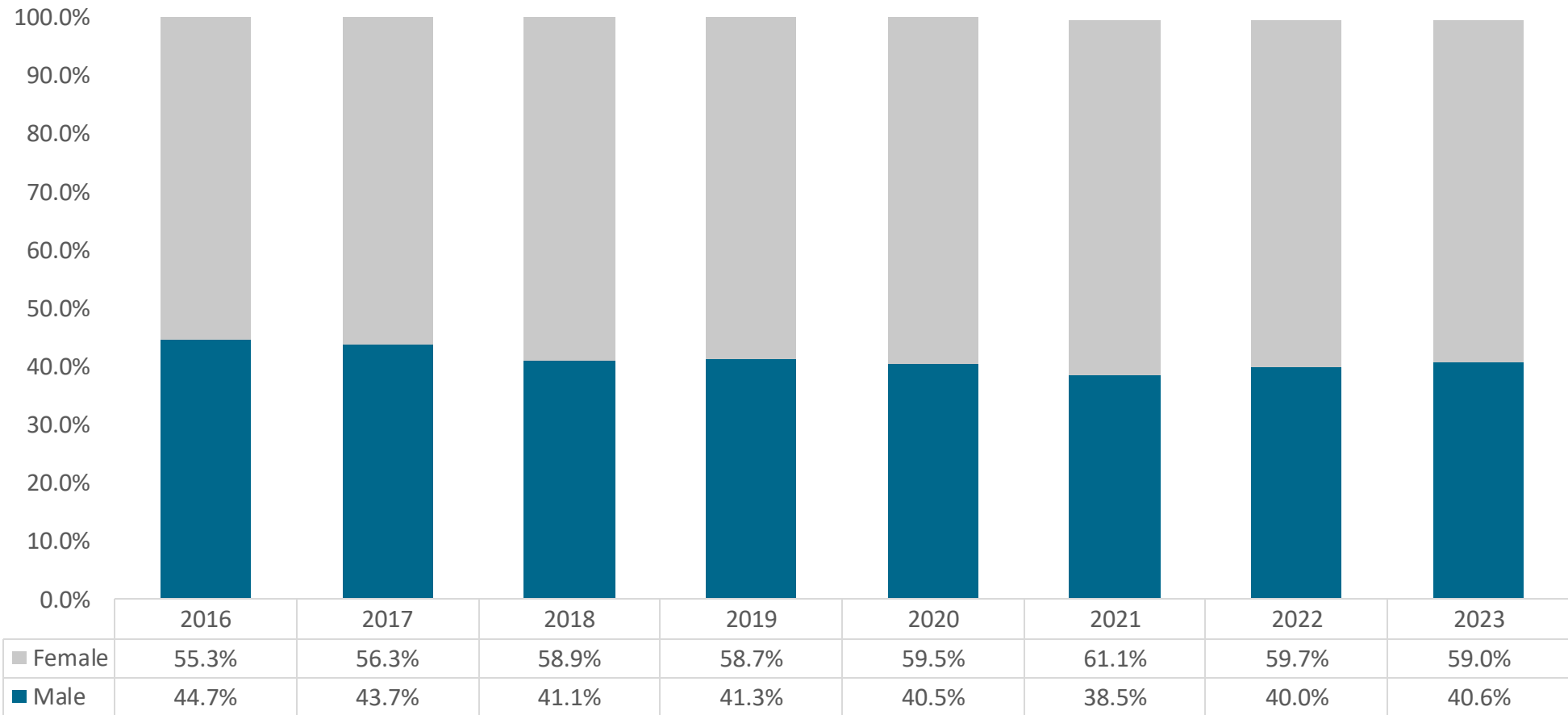
ACTIVITIES - OTHER - U.S. WEST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	40.1%	30.9%	38.5%	9.1%	34.1%	23.0%
Visiting friends and family	37.1%	26.2%	38.5%	6.9%	32.2%	20.2%
Giving back to the local community	4.1%	7.1%	3.2%	2.2%	2.9%	3.8%

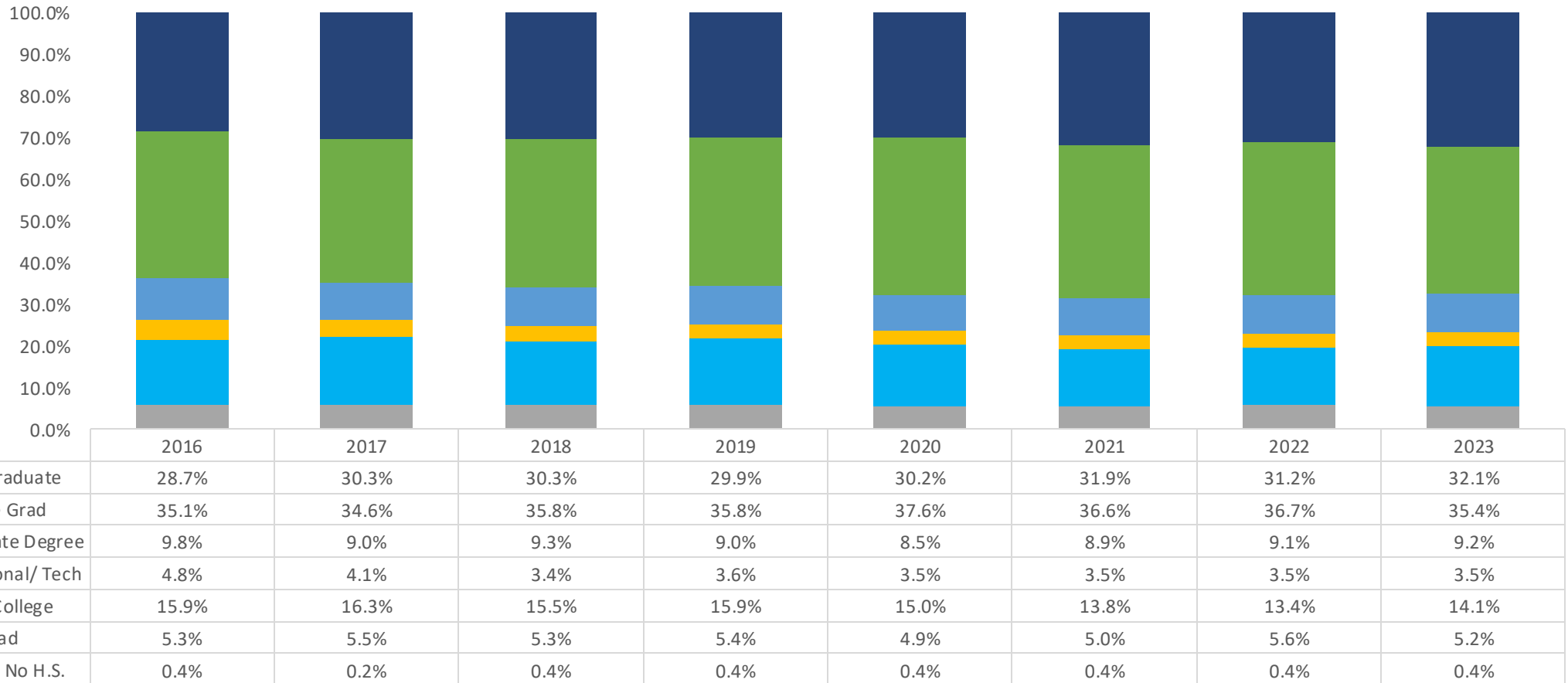
ACTIVITIES - OTHER - U.S. WEST

	2018	2019	2020	2021	2022	2023
TOTAL	31.3%	29.7%	37.5%	31.7%	32.4%	34.2%
Visiting friends and family	30.5%	29.0%	37.0%	30.7%	30.3%	31.0%
Giving back to the local community	1.5%	1.0%	1.0%	1.5%	2.9%	4.7%

VISITOR PROFILE - GENDER - U.S. WEST



VISITOR PROFILE - EDUCATION - U.S. WEST

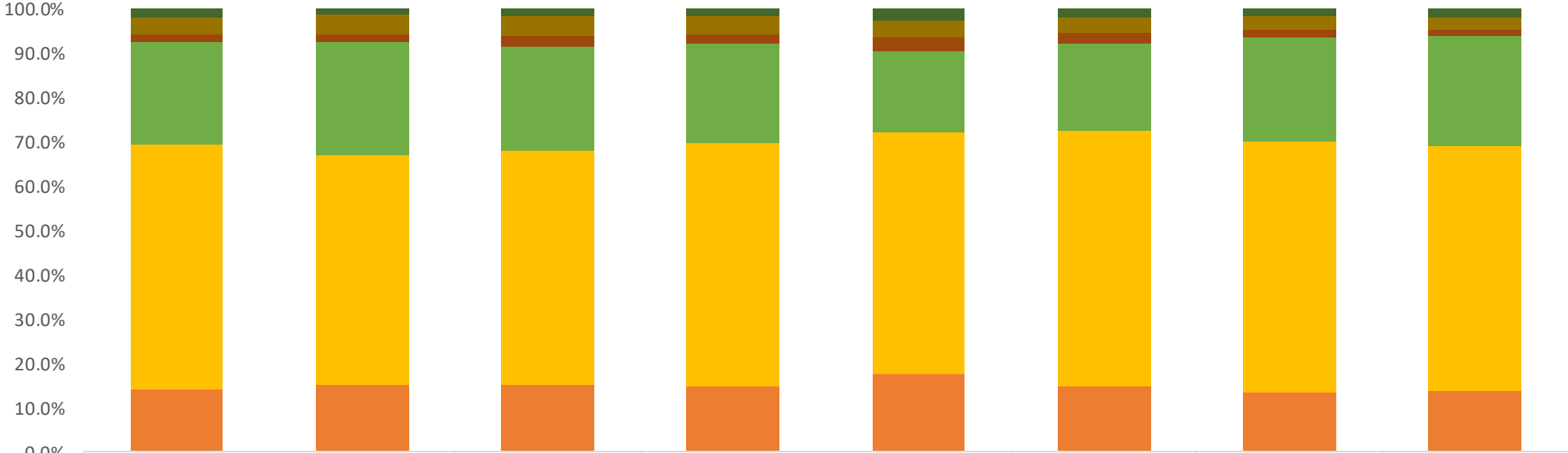


VISITOR PROFILE - AGE - U.S. WEST

70.00
60.00
50.00
40.00
30.00
20.00
10.00
0.00

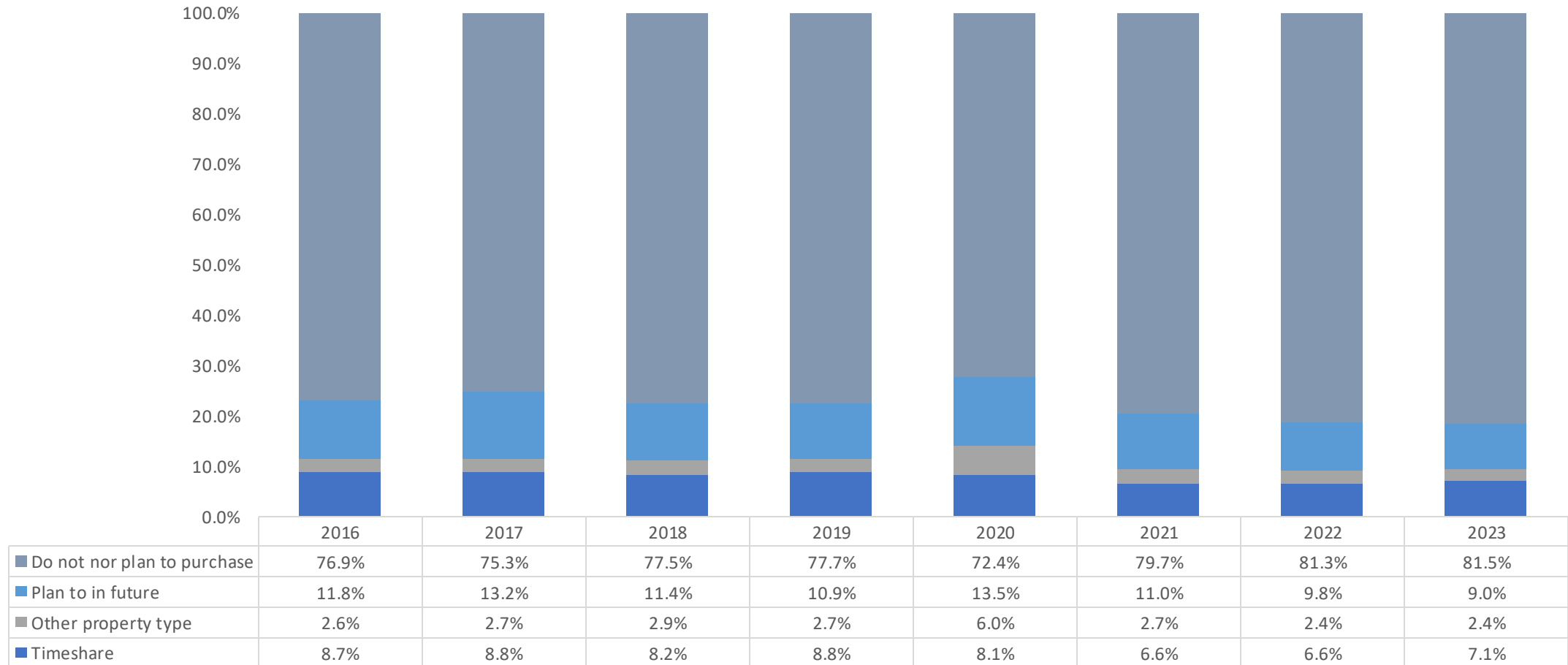
	2016	2017	2018	2019	2020	2021	2022	2023
MEAN	51.09	52.33	50.94	50.69	48.90	48.91	50.83	51.86
MEDIAN	53.00	54.00	52.00	52.00	50.00	49.00	51.00	52.00

VISITOR PROFILE - EMPLOYMENT STATUS - U.S. WEST



	2016	2017	2018	2019	2020	2021	2022	2023
Other	2.0%	1.3%	1.7%	1.6%	2.9%	1.9%	1.7%	2.0%
Homemaker	3.7%	4.5%	4.3%	4.1%	3.7%	3.7%	3.2%	3.0%
Student	1.9%	1.8%	2.5%	2.2%	3.1%	2.3%	1.5%	1.3%
Retired	23.0%	25.5%	23.6%	22.3%	18.4%	19.8%	23.6%	24.7%
Employed	55.3%	51.9%	52.7%	55.1%	54.7%	57.5%	56.6%	55.6%
Self-employed	14.1%	14.9%	15.2%	14.7%	17.3%	14.8%	13.4%	13.5%

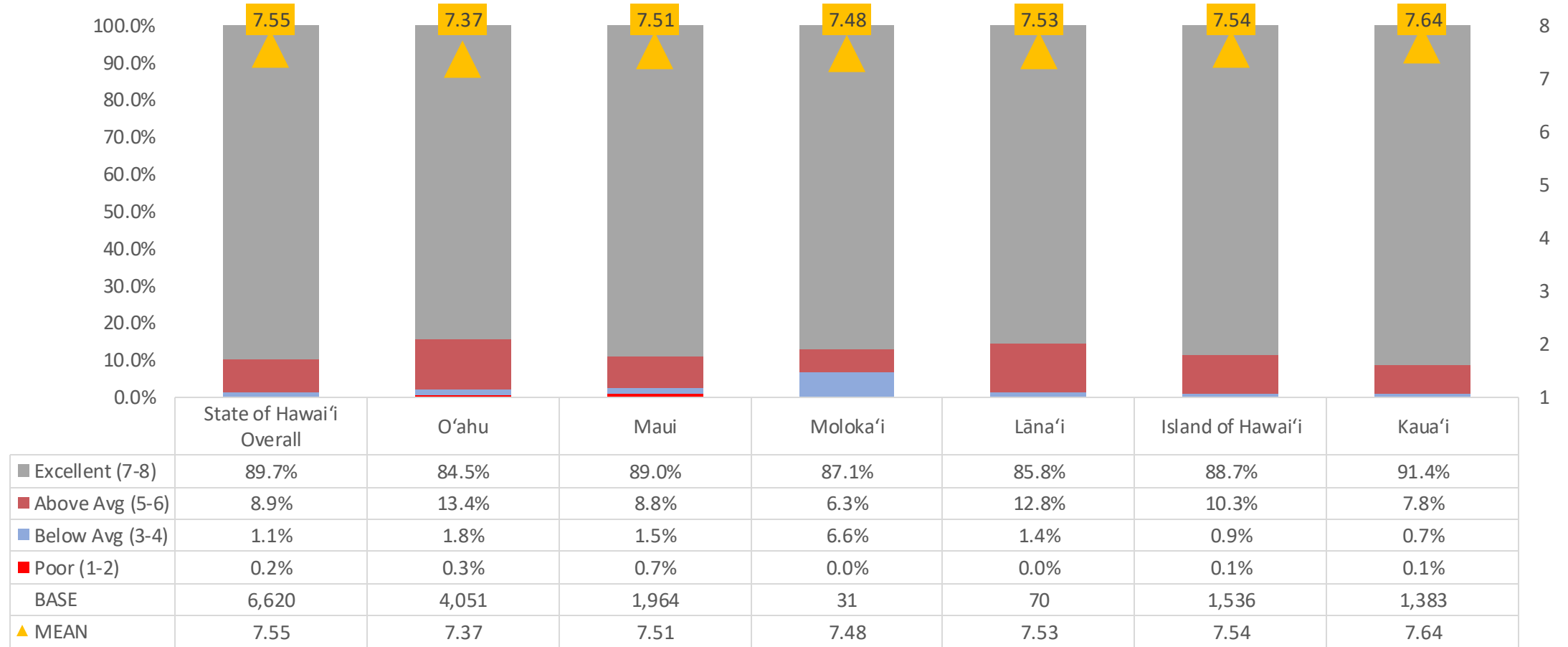
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - U.S. WEST



Section 14 – U.S. East

OVERALL SATISFACTION - MOST RECENT TRIP - U.S. EAST

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



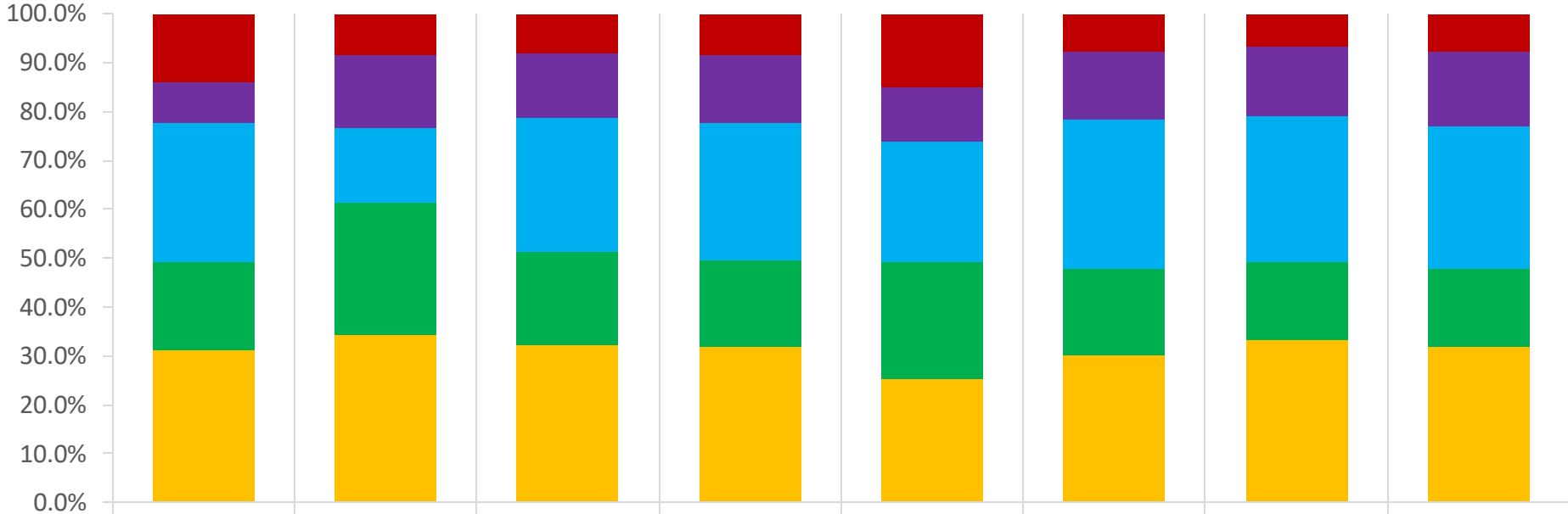
PRIMARY PURPOSE OF TRIP - U.S. EAST

	2018	2019	2020	2021	2022	2023
Vacation	55.8%	56.2%	54.1%	68.8%	67.3%	64.9%
Visit friends/ relatives	9.3%	8.6%	26.0%	14.3%	11.9%	13.0%
Anniversary/ birthday	9.0%	9.9%	2.2%	2.7%	3.7%	3.9%
Other business trip/ work in Hawai'i	4.7%	4.7%	4.3%	2.6%	2.6%	3.2%
Convention/ conference	4.1%	2.9%	1.3%	0.6%	1.9%	2.9%
Honeymoon	3.8%	3.9%	2.9%	5.2%	3.8%	2.7%
Attend wedding/ vow renewal	2.8%	2.3%	0.5%	0.9%	1.7%	1.9%
Government/ military	0.5%	0.3%	2.6%	0.7%	1.1%	1.4%

PRIMARY + SECONDARY PURPOSE OF TRIP - U.S. EAST

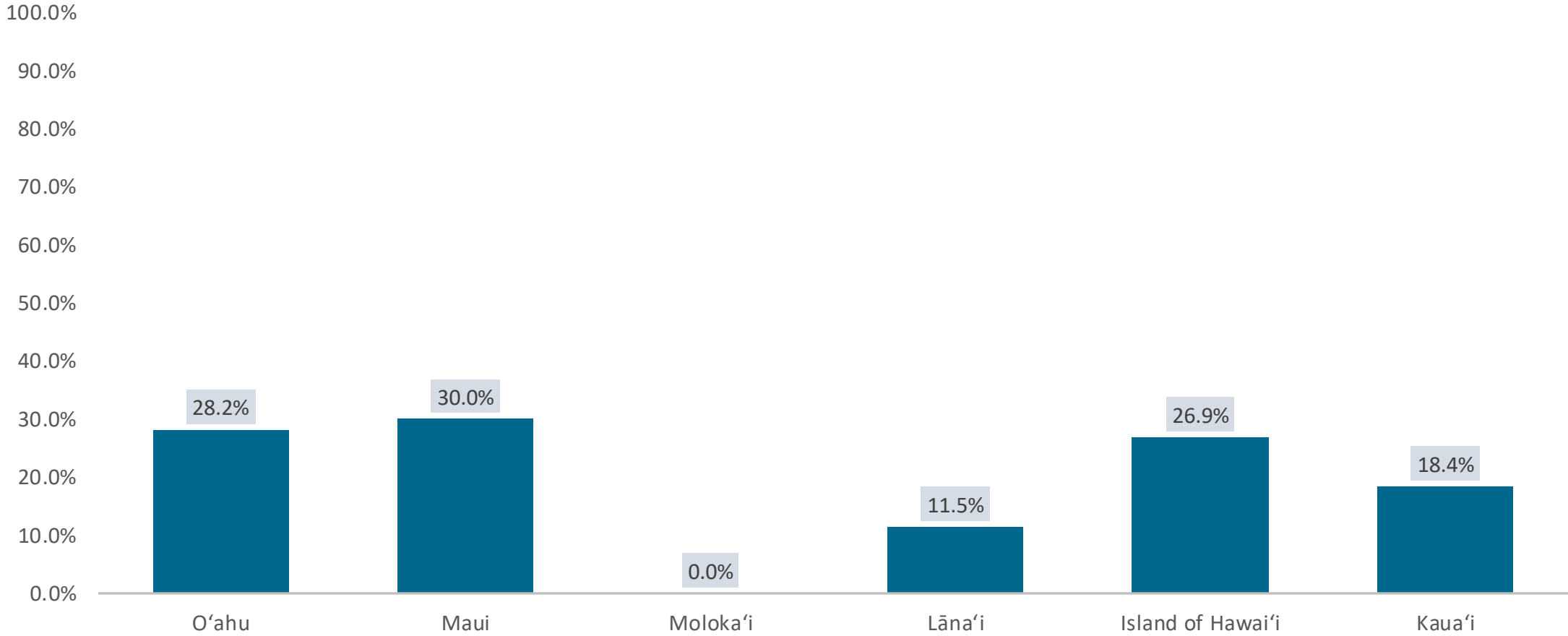
	2018	2019	2020	2021	2022	2023
Vacation	82.6%	82.2%	76.7%	87.9%	87.3%	86.4%
Visit friends or relatives	16.1%	15.6%	33.6%	22.0%	18.8%	21.1%
Anniversary/ birthday	16.0%	16.8%	3.7%	5.6%	6.6%	7.2%
Other business trip/ work in Hawai'i	6.1%	6.1%	6.2%	4.1%	3.9%	4.5%
Honeymoon	4.5%	4.6%	3.9%	6.3%	4.8%	3.6%
Convention/ conference	5.1%	3.6%	1.7%	0.9%	2.5%	3.5%

VACATION TRIP DESCRIPTION - U.S. EAST

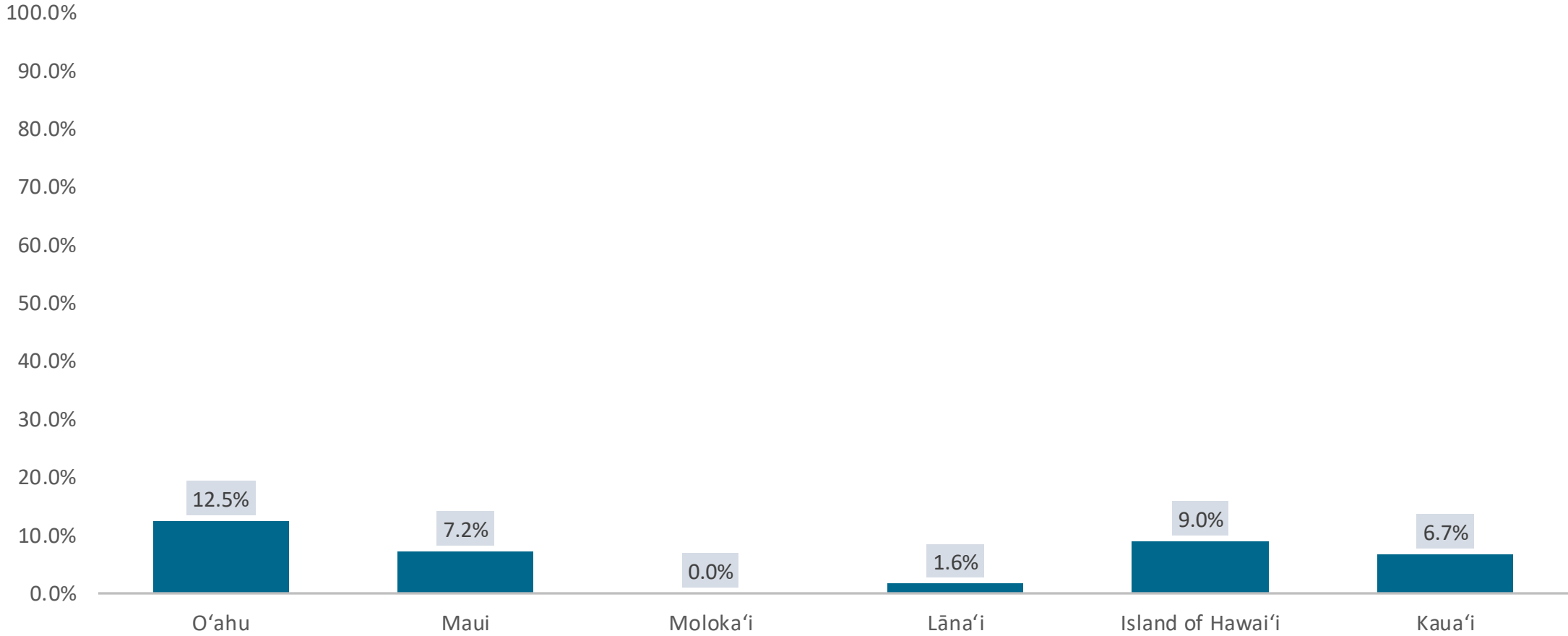


	2016	2017	2018	2019	2020	2021	2022	2023
Other	14.1%	8.3%	8.2%	8.3%	15.0%	7.8%	6.9%	7.7%
Once-in-a-lifetime	8.1%	15.0%	13.0%	14.0%	11.2%	13.7%	13.9%	15.3%
More special than most trips	28.7%	15.4%	27.7%	28.2%	24.7%	30.6%	30.0%	29.2%
Annual/ Semi-annual trip	18.0%	27.2%	19.0%	17.8%	23.8%	17.9%	16.1%	16.0%
Special occasion	31.1%	34.1%	32.1%	31.7%	25.3%	30.0%	33.1%	31.7%

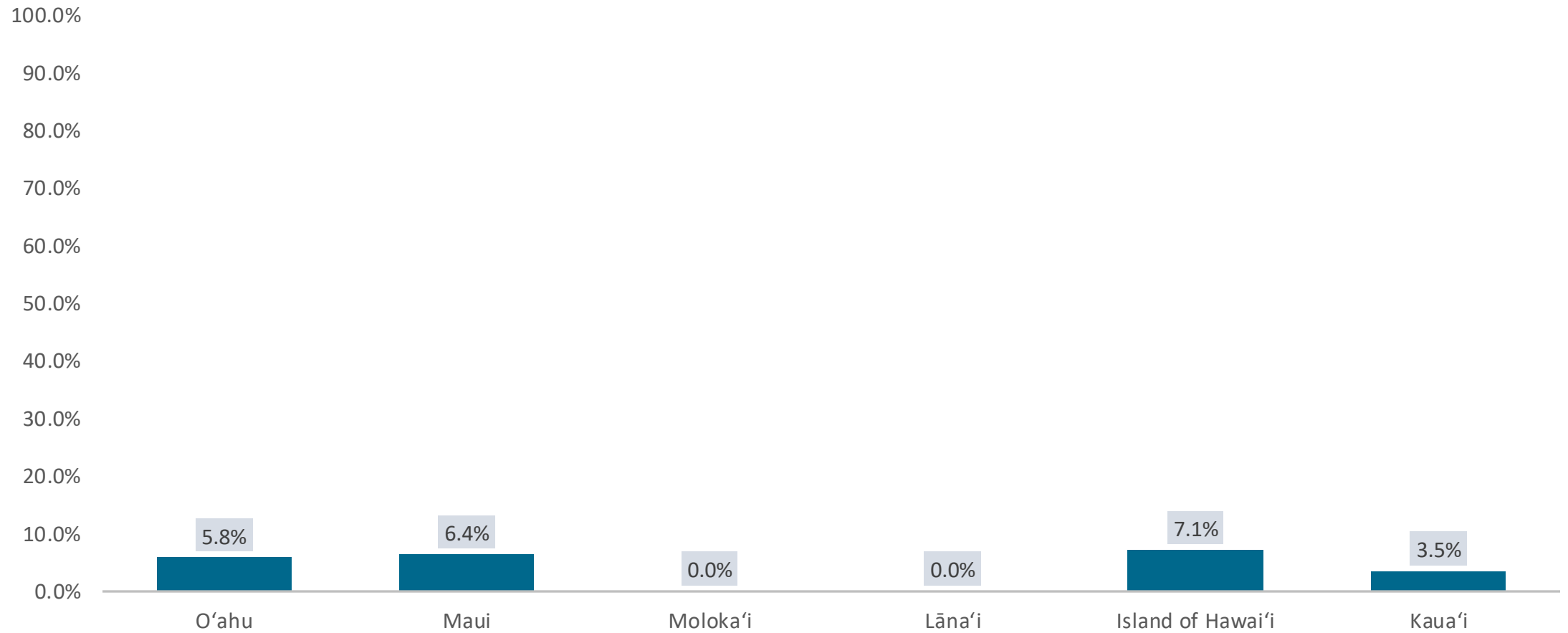
ADVERTISING AWARENESS - U.S. EAST



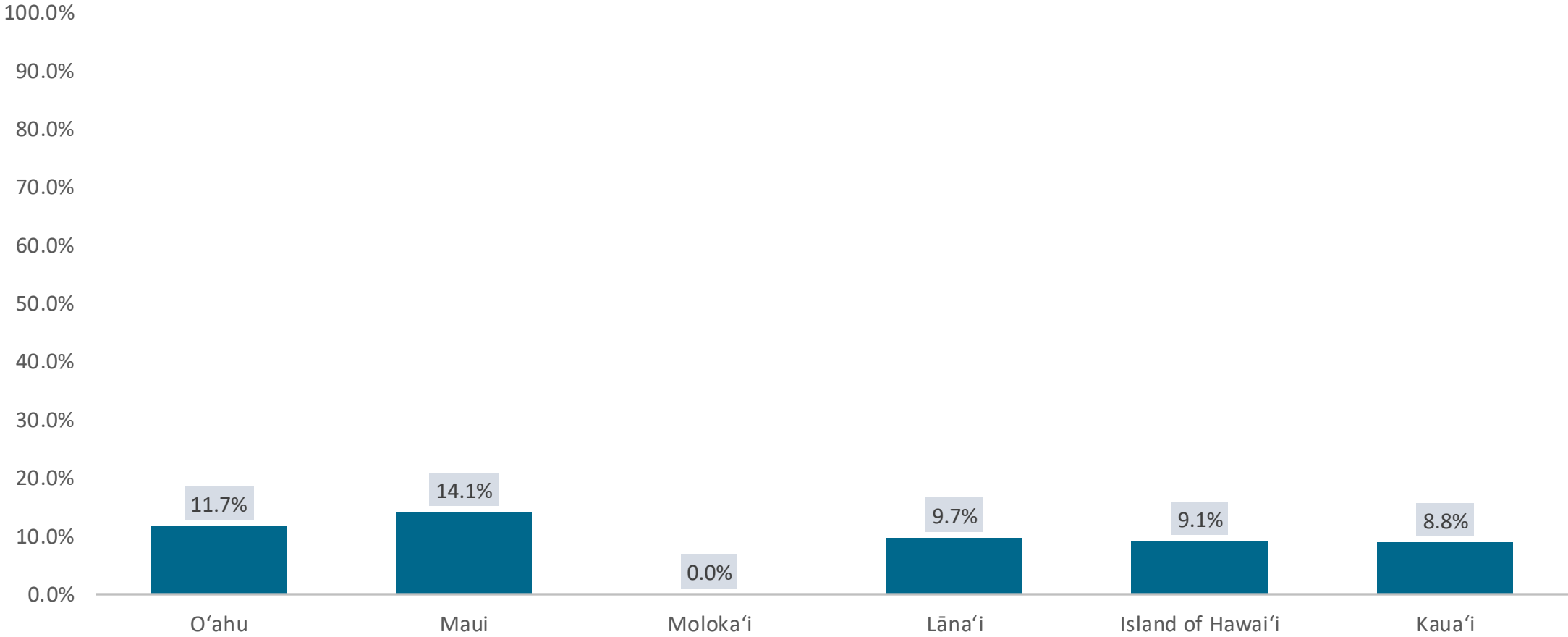
IMPACT OF LOCATION FILMING - U.S. EAST



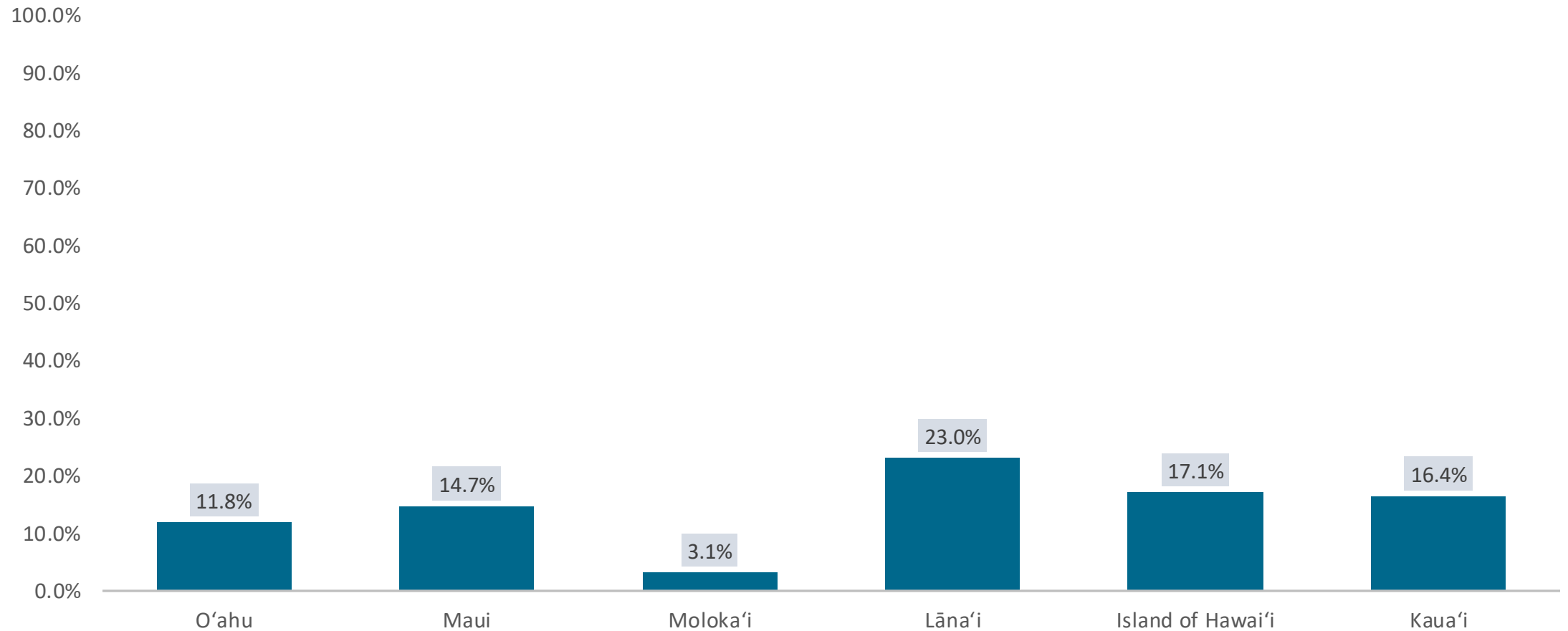
IMPACT OF HAWAIIAN MUSIC - U.S. EAST



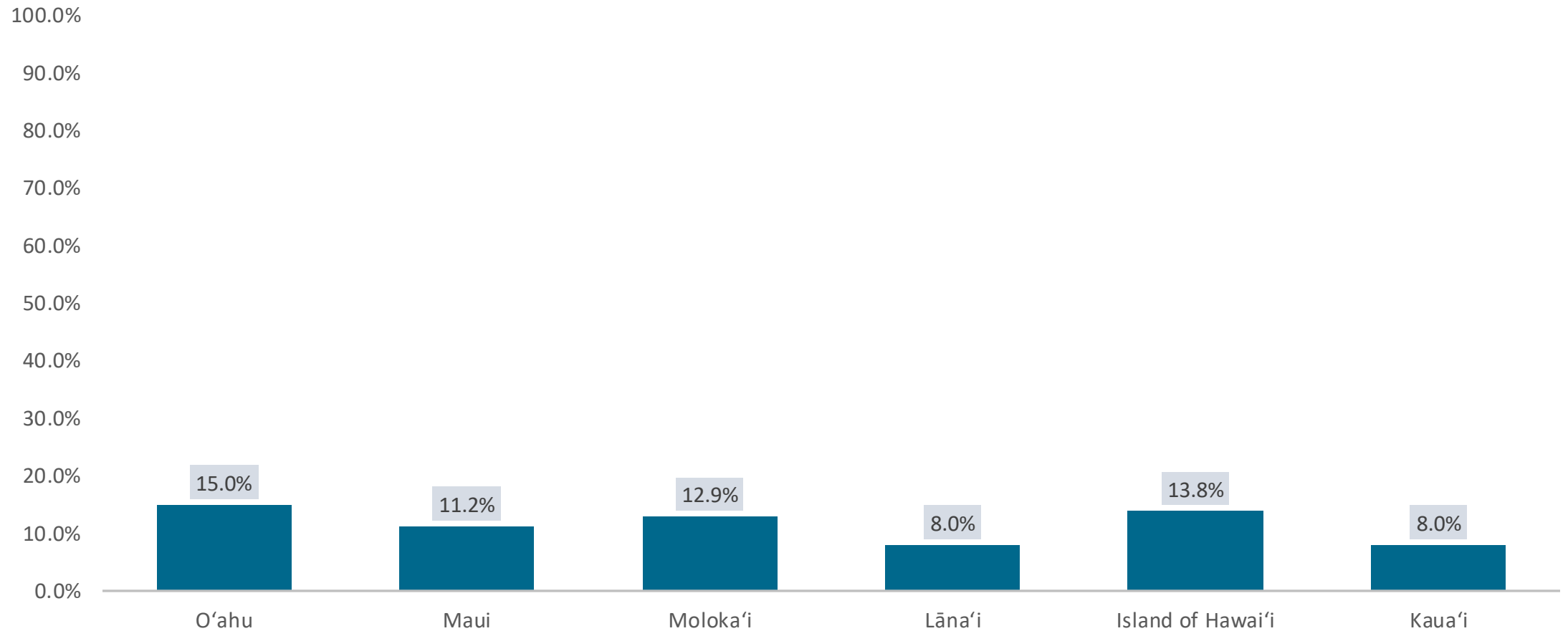
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - U.S. EAST



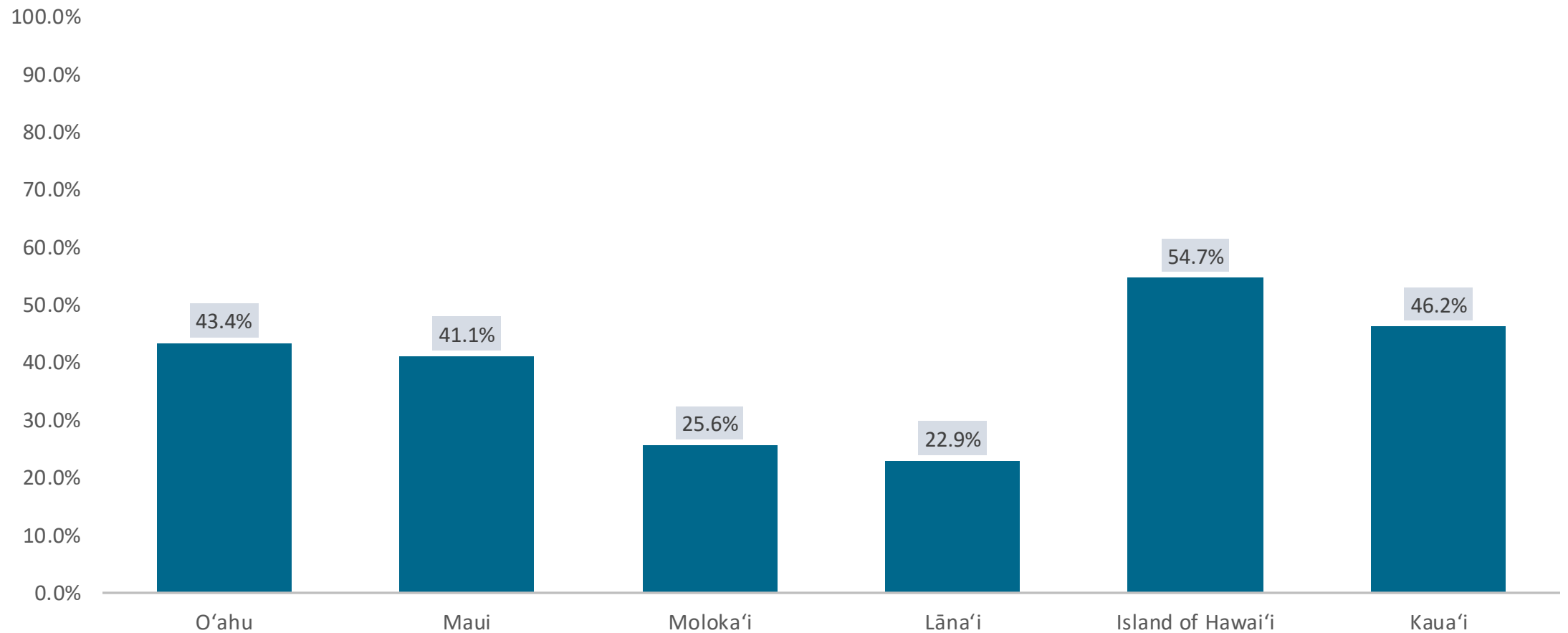
IMPACT OF OUTDOOR/ SPORTING EVENTS - U.S. EAST



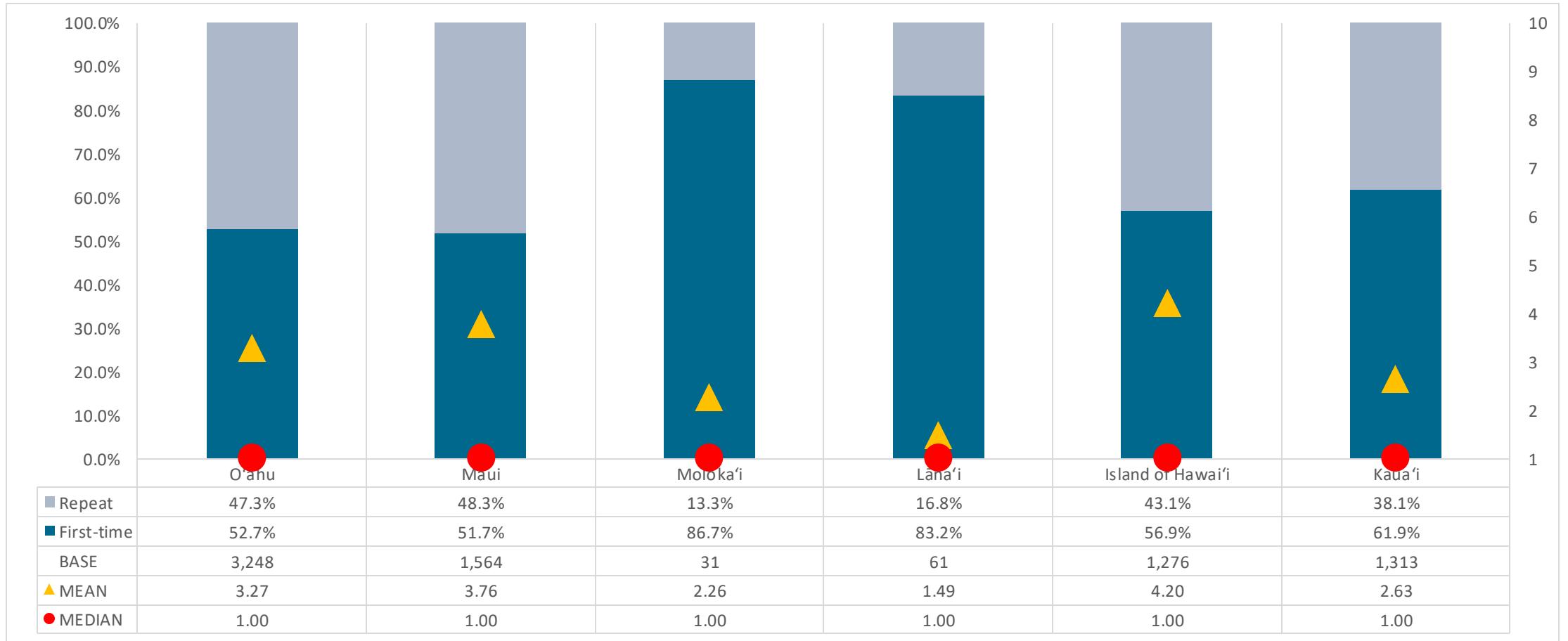
IMPACT OF HAWAIIAN CULTURAL EVENTS - U.S. EAST



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - U.S. EAST



1ST TIME VS REPEAT VISITORS - U.S. EAST

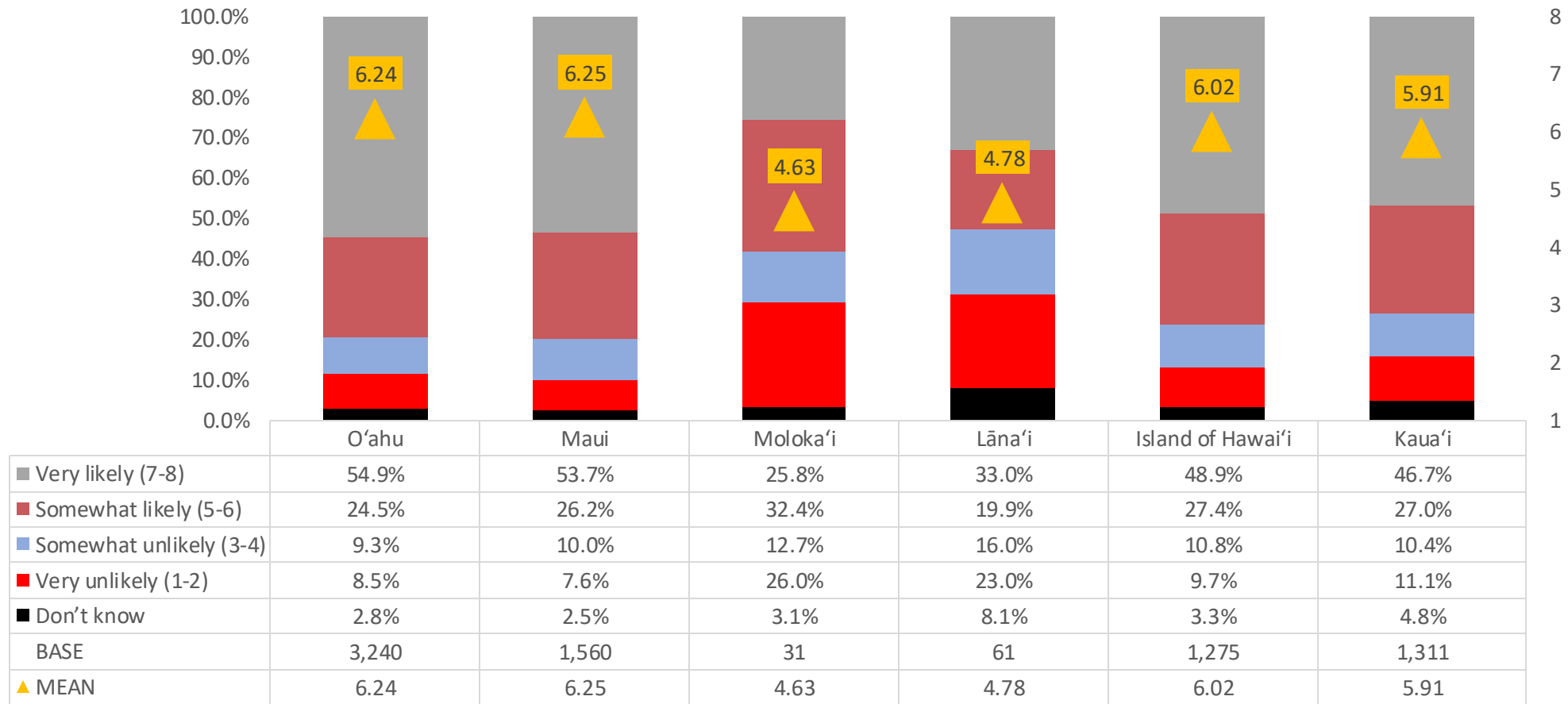


TRAVEL PARTY MEMBERS - U.S. EAST

	2016	2017	2018	2019	2020	2021	2022	2023
My spouse	62.9%	60.9%	61.0%	62.0%	48.1%	56.0%	59.8%	59.7%
Other adult members of my family	25.5%	24.6%	26.5%	27.6%	20.3%	27.3%	29.2%	28.8%
My child(ren)/ grandchild(ren) under 18	18.1%	15.6%	19.5%	18.9%	14.9%	20.9%	22.6%	20.7%
My friends/ associates	17.6%	14.9%	17.5%	16.6%	13.9%	17.4%	16.2%	14.7%
Myself only (traveled alone/ no one else)	11.5%	12.3%	10.3%	9.9%	22.2%	10.2%	10.0%	10.6%
My girlfriend/ boyfriend	5.7%	6.5%	6.6%	6.2%	7.6%	8.1%	6.5%	5.8%
Same-gender partner	0.8%	1.2%	1.2%	1.2%	1.0%	1.0%	1.0%	1.1%

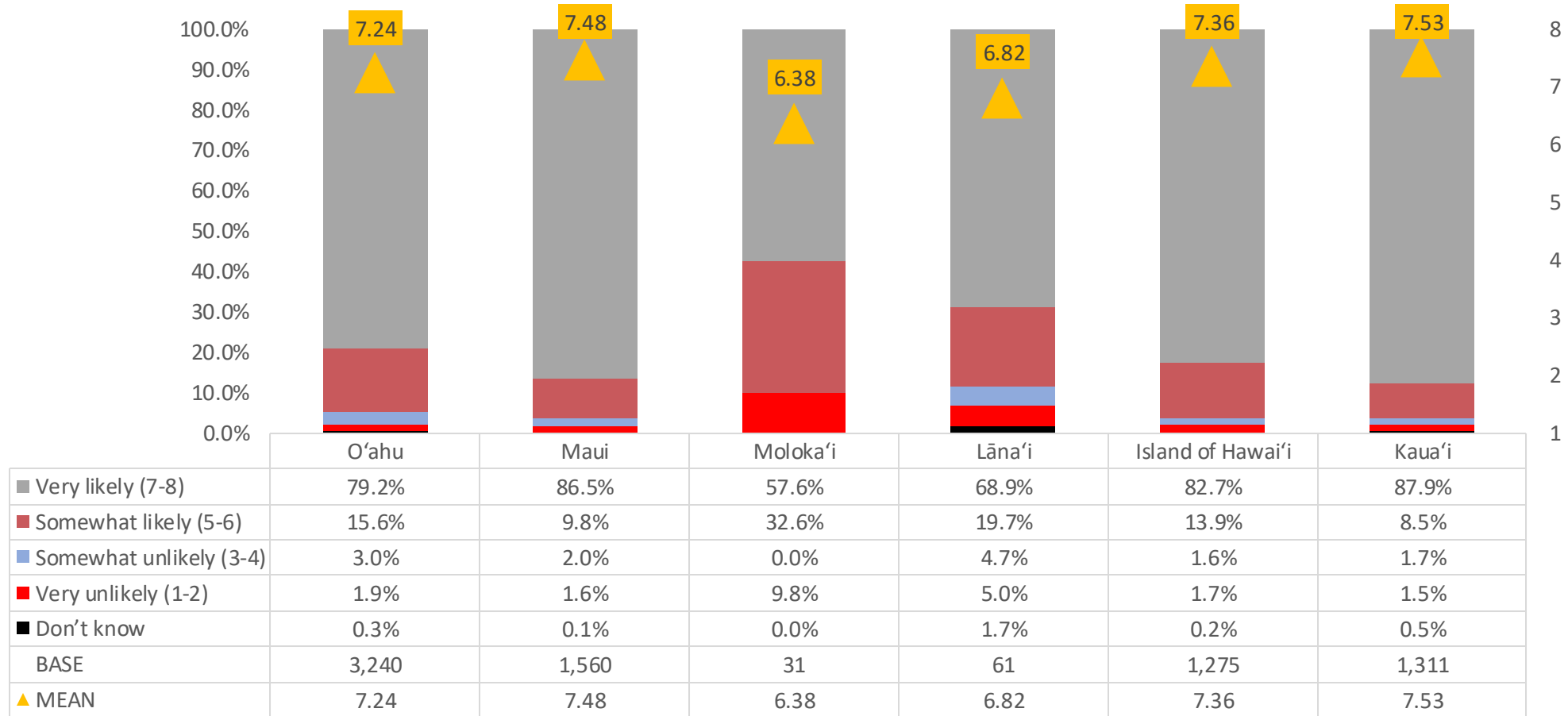
LIKELIHOOD OF RETURN VISIT - U.S. EAST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – U.S. EAST

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.7%	98.8%	100.0%	98.4%	99.4%	98.9%
On own (self-guided)/ driving around the island	75.4%	83.2%	70.2%	40.1%	85.0%	79.7%
Helicopter ride/ airplane tour	2.5%	5.0%	13.1%	1.6%	5.5%	18.4%
Boat tour/ submarine ride/ whale watching	22.7%	43.4%	20.0%	25.0%	29.2%	35.4%
Visiting towns/ communities	45.3%	59.0%	36.7%	21.9%	59.2%	61.5%
Private limousine/ van tour/ tour bus	18.9%	10.0%	6.7%	16.6%	13.6%	10.1%
Scenic views/ natural landmarks	64.4%	67.9%	40.1%	40.5%	74.8%	76.7%
Movie and TV filming location tours	11.3%	0.9%	3.2%	0.0%	1.4%	6.1%

ACTIVITIES - SIGHTSEEING - U.S. EAST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	97.4%	96.5%	96.6%	93.0%	96.4%	98.1%	98.8%
On own (self-guided)/ driving around the island	82.0%	81.8%	81.1%	81.3%	83.2%	82.1%	80.9%
Helicopter ride/ airplane tour	13.2%	12.1%	11.4%	3.9%	6.7%	7.2%	7.1%
Boat tour/ submarine ride/ whale watching	33.2%	31.1%	31.7%	26.0%	35.4%	35.3%	33.0%
Visiting towns/ communities	37.4%	57.0%	54.7%	47.9%	53.8%	55.4%	55.2%
Private limousine/ van tour/ tour bus	19.9%	16.4%	16.9%	7.5%	12.5%	15.0%	15.3%
Scenic views/ natural landmarks	77.7%	69.9%	67.2%	60.7%	68.9%	69.6%	70.1%
Movie and TV filming location tours	8.3%	7.0%	6.0%	5.1%	6.2%	6.7%	7.1%

ACTIVITIES - RECREATION - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	95.3%	96.7%	90.1%	96.8%	96.3%	95.8%
Beach/ sunbathing	83.2%	88.4%	56.8%	66.9%	77.7%	80.7%
Bodyboarding	5.2%	8.3%	0.0%	1.6%	6.4%	7.1%
Stand-up paddle boarding	4.7%	3.4%	3.2%	1.7%	3.8%	2.7%
Surfing	6.6%	6.1%	3.2%	0.0%	2.7%	6.5%
Canoeing/ kayaking	3.9%	5.0%	6.5%	0.0%	6.4%	8.6%
Swimming in the ocean	61.6%	67.9%	46.2%	53.8%	58.4%	60.0%
Snorkeling	29.0%	47.0%	23.0%	47.0%	44.6%	39.1%
Freediving	1.1%	1.2%	0.0%	0.0%	1.0%	1.0%
Windsurfing/ kitesurfing	0.1%	0.3%	0.0%	0.0%	0.1%	0.1%
Jet skiing/ parasailing	2.2%	1.0%	0.0%	0.0%	0.9%	0.0%
Scuba diving	1.7%	2.9%	0.0%	0.0%	1.7%	2.2%
Fishing	2.0%	2.8%	6.7%	3.4%	2.8%	2.5%
Golf	3.4%	9.4%	3.2%	3.4%	6.5%	7.1%

ACTIVITIES - RECREATION - U.S. EAST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	96.0%	96.2%	96.3%	92.9%	97.7%	97.7%	96.9%
Beach/ sunbathing	84.8%	83.8%	83.0%	81.5%	89.7%	87.3%	85.5%
Bodyboarding	13.8%	11.3%	10.4%	8.7%	9.2%	7.9%	7.0%
Stand-up paddle boarding	*	*	*	6.6%	6.6%	5.1%	4.2%
Surfing	7.8%	6.5%	6.3%	8.5%	9.0%	7.4%	6.4%
Canoeing/ kayaking	9.1%	7.6%	7.4%	7.3%	8.5%	6.8%	6.0%
Swimming in the ocean	NA	65.1%	65.4%	62.3%	72.1%	68.1%	65.0%
Snorkeling	NA	42.9%	43.4%	39.8%	49.5%	44.1%	39.7%
Freediving	NA	NA	NA	1.8%	1.7%	1.6%	1.2%
Windsurfing/ kitesurfing	0.4%	0.3%	0.3%	0.4%	0.2%	0.2%	0.1%
Jet skiing/ parasailing	3.0%	1.8%	1.8%	1.5%	2.6%	2.0%	1.5%
Scuba diving	4.0%	3.2%	3.4%	3.8%	3.5%	2.8%	2.2%
Fishing	2.9%	3.1%	3.5%	3.6%	3.4%	2.9%	2.7%
Golf	6.7%	6.7%	6.4%	7.4%	7.5%	6.8%	6.3%

* Combined with bodyboarding

ACTIVITIES - RECREATION - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	95.3%	96.7%	90.1%	96.8%	96.3%	95.8%
Running/ jogging/ fitness walking	23.4%	28.2%	30.0%	6.7%	22.6%	20.1%
Cycling	2.1%	2.9%	0.0%	5.1%	2.3%	6.4%
Spa	8.0%	10.1%	0.0%	6.7%	6.7%	6.4%
Hiking	42.8%	47.6%	37.3%	37.1%	57.0%	50.5%
Backpacking/ camping	1.1%	1.6%	0.0%	0.0%	1.5%	1.9%
Agritourism	15.4%	9.7%	10.1%	6.5%	20.3%	13.3%
Sports event or tournament	2.1%	0.8%	0.0%	0.0%	1.6%	0.6%
Parks/ botanical gardens	38.4%	36.9%	16.3%	16.4%	49.0%	40.7%
Waterparks	1.8%	0.7%	3.2%	0.0%	0.9%	0.6%
Mountain tubing/ waterfall rappel	0.5%	0.5%	0.0%	0.0%	0.6%	8.6%
Zip-lining	2.4%	4.9%	0.0%	1.7%	3.6%	4.3%
Skydiving	0.5%	0.0%	0.0%	0.0%	0.1%	0.1%
All-terrain vehicle (ATV)	4.8%	2.1%	0.0%	0.0%	2.5%	5.2%
Horseback riding	1.2%	1.0%	0.0%	0.0%	1.7%	1.3%

ACTIVITIES - RECREATION - U.S. EAST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	96.0%	96.2%	96.3%	92.9%	97.7%	97.7%	96.9%
Running/ jogging/ fitness walking	36.3%	28.5%	24.5%	35.5%	31.9%	27.6%	25.2%
Cycling	NA	NA	NA	NA	NA	3.1%	3.5%
Spa	11.6%	9.9%	10.0%	6.9%	9.8%	9.5%	8.8%
Hiking	33.8%	36.0%	51.3%	49.1%	56.0%	52.9%	49.7%
Backpacking/ camping	*	*	2.3%	2.6%	2.1%	1.8%	1.6%
Agritourism	13.1%	17.1%	16.1%	10.8%	13.5%	15.5%	15.9%
Sports event or tournament	2.3%	2.2%	2.9%	1.0%	0.6%	1.8%	1.6%
Parks/ botanical gardens	47.6%	45.3%	43.0%	34.6%	41.8%	42.8%	42.3%
Waterparks	NA	1.2%	1.3%	1.1%	1.2%	1.3%	1.3%
Mountain tubing/ waterfall rappel	NA	1.7%	2.1%	1.3%	1.6%	1.9%	2.2%
Zip-lining	NA	5.9%	5.6%	3.0%	4.9%	4.7%	3.9%
Skydiving	NA	0.5%	0.6%	0.4%	0.7%	0.4%	0.3%
All-terrain vehicle (ATV)	NA	3.8%	3.5%	4.0%	5.4%	4.4%	4.3%
Horseback riding	NA	2.3%	2.5%	2.1%	2.8%	1.8%	1.4%

* Combined with hiking

ACTIVITIES – ENTERTAINMENT & DINING – U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	98.6%	98.6%	86.9%	78.6%	97.9%	95.6%
Lunch/ sunset/ dinner/ evening cruise	23.8%	27.9%	13.1%	28.3%	21.1%	24.2%
Live music/ stage show	35.2%	28.9%	13.1%	5.1%	28.3%	29.0%
Nightclub/ dancing/ bar/ karaoke	10.4%	4.7%	6.5%	1.6%	6.6%	3.1%
Fine dining	44.6%	54.6%	19.8%	15.2%	39.6%	42.6%
Family restaurant	55.9%	57.6%	50.0%	27.0%	58.7%	52.2%
Fast food	39.2%	28.0%	26.6%	1.7%	28.3%	20.6%
Food truck	45.3%	45.4%	20.0%	3.3%	26.4%	37.9%
Café/ coffee house	45.9%	46.2%	16.7%	20.0%	51.5%	46.4%
Ethnic dining	32.7%	25.2%	13.1%	10.0%	27.5%	21.4%
Farm-to-table cuisine	14.3%	21.9%	6.5%	5.0%	21.3%	20.4%
Prepared own meal	27.2%	45.8%	20.4%	11.8%	44.5%	40.5%

ACTIVITIES – ENTERTAINMENT & DINING – U.S. EAST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	97.9%	97.7%	97.3%	96.9%	99.0%	98.8%	98.4%
Lunch/ sunset/ dinner/ evening cruise	33.2%	26.1%	26.2%	20.7%	27.2%	27.9%	26.3%
Live music/ stage show	39.6%	37.3%	35.9%	17.2%	28.4%	35.4%	34.6%
Nightclub/ dancing/ bar/ karaoke	10.6%	10.0%	9.1%	6.0%	6.3%	7.3%	7.9%
Fine dining	58.2%	55.7%	53.8%	44.0%	55.2%	51.6%	47.6%
Family restaurant	65.8%	58.3%	58.4%	52.7%	57.9%	60.5%	58.2%
Fast food	34.9%	35.7%	35.2%	39.8%	40.5%	34.7%	33.8%
Food truck	NA	31.2%	31.4%	37.3%	44.3%	44.0%	43.5%
Café/ coffee house	44.8%	43.9%	43.1%	40.3%	48.6%	48.9%	48.9%
Ethnic dining	36.1%	34.0%	34.3%	27.0%	31.2%	31.9%	30.3%
Farm-to-table cuisine	NA	NA	NA	NA	NA	19.2%	19.4%
Prepared own meal	40.6%	43.6%	42.2%	55.9%	48.2%	40.7%	39.1%

ACTIVITIES - SHOPPING - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	96.1%	96.0%	86.9%	61.7%	96.7%	93.3%
Malls/ department stores	53.1%	38.9%	13.3%	6.5%	28.0%	20.5%
Designer boutiques	17.3%	20.2%	3.4%	3.3%	14.3%	16.7%
Hotel/ resort stores	45.0%	36.1%	19.4%	11.7%	35.7%	26.5%
Swap meet/ flea market	17.7%	13.2%	6.5%	3.3%	10.9%	5.4%
Discount/ outlet stores	15.0%	16.6%	6.5%	3.3%	12.4%	8.8%
Supermarkets	38.9%	63.9%	26.8%	12.0%	61.3%	55.9%
Farmer's market	21.3%	26.4%	16.5%	6.8%	46.5%	33.0%
Convenience stores	54.1%	47.8%	22.8%	18.5%	43.6%	37.3%
Duty free stores	6.2%	2.6%	0.0%	0.0%	2.3%	1.4%
Hawai'i-made products	45.3%	48.1%	30.2%	16.7%	49.8%	49.5%
Local shops and artisans	50.6%	63.7%	47.0%	40.1%	62.7%	69.3%

ACTIVITIES - SHOPPING - U.S. EAST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	95.9%	95.9%	95.4%	91.9%	96.7%	97.0%	96.7%
Malls/ department stores	44.3%	43.1%	40.4%	36.5%	40.4%	40.8%	43.0%
Designer boutiques	23.1%	18.6%	18.1%	15.3%	18.9%	19.7%	18.4%
Hotel/ resort stores	39.5%	39.2%	37.9%	25.5%	37.7%	40.9%	40.5%
Swap meet/ flea market	18.2%	15.6%	14.8%	11.8%	15.1%	14.7%	14.7%
Discount/ outlet stores	19.1%	17.8%	16.2%	14.2%	14.6%	15.4%	14.8%
Supermarkets	51.4%	59.2%	58.6%	62.8%	63.7%	56.2%	54.3%
Farmer's market	28.2%	31.2%	30.3%	26.9%	31.8%	32.5%	31.0%
Convenience stores	44.6%	48.1%	48.0%	45.4%	53.3%	51.8%	50.5%
Duty free stores	4.1%	4.6%	4.4%	2.8%	3.3%	4.7%	4.2%
Hawai'i-made products	NA	NA	NA	NA	NA	49.4%	49.4%
Local shops and artisans	67.6%	67.0%	66.9%	56.7%	66.0%	62.6%	61.0%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	83.1%	69.0%	66.7%	53.3%	79.1%	69.1%
Historic military sites and museums	52.5%	5.2%	13.3%	5.0%	17.4%	6.4%
Historic Hawaiian sites and museums	36.6%	26.6%	43.5%	26.8%	49.7%	32.3%
Other historical sites, museums, and homes	15.2%	11.4%	19.8%	13.2%	18.5%	12.2%
Art museums	3.9%	1.9%	0.0%	0.0%	2.8%	1.8%
Art galleries and exhibitions	5.4%	14.2%	3.2%	15.0%	10.9%	8.8%
Lū'au/ Polynesian show/ hula show	41.4%	34.5%	16.5%	10.0%	30.8%	31.8%
Lesson- ex. ukulele, hula, canoe, lei making	7.9%	5.6%	3.2%	1.6%	4.6%	4.4%
Play/ concert/ theatre	4.2%	2.6%	0.0%	0.0%	2.2%	1.2%
Art/ craft fair	5.7%	12.7%	6.8%	3.4%	12.3%	13.3%
Festival/ event	6.0%	3.9%	0.0%	8.3%	4.2%	2.8%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - U.S. EAST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	81.3%	77.1%	75.6%	57.8%	71.5%	78.8%	78.8%
Historic military sites and museums	42.9%	28.3%	27.2%	23.4%	27.4%	29.0%	30.3%
Historic Hawaiian sites and museums	NA	NA	NA	NA	34.3%	36.6%	37.9%
Other historical sites, museums, and homes	34.7%	31.4%	31.1%	23.9%	13.1%	14.6%	15.8%
Art museums	*	*	*	*	2.5%	3.3%	3.1%
Art galleries and exhibitions	*	*	*	*	9.1%	10.6%	9.8%
Lū'au/ Polynesian show/ hula show	47.6%	42.0%	41.3%	16.1%	31.7%	42.2%	40.1%
Lesson- ex. ukulele, hula, canoe, lei making	6.3%	8.5%	8.1%	3.8%	4.4%	6.1%	6.9%
Play/ concert/ theatre	4.7%	5.1%	4.3%	1.8%	1.4%	2.1%	3.2%
Art/ craft fair	12.8%	13.5%	11.9%	7.0%	7.6%	10.3%	10.6%
Festival/ event	9.8%	5.3%	5.2%	5.0%	2.2%	4.2%	5.3%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'	KAUA'I
TOTAL	91.1%	94.8%	73.4%	55.1%	92.8%	95.8%
Airport shuttle	15.9%	9.5%	6.8%	15.1%	16.5%	13.5%
Trolley	4.7%	4.2%	0.0%	1.6%	2.1%	2.3%
Public bus	8.1%	1.7%	3.2%	1.6%	2.3%	1.7%
Tour bus/ tour van	19.3%	9.0%	13.5%	11.5%	13.4%	14.2%
Taxi/ limo	11.5%	5.1%	6.7%	8.3%	6.8%	3.6%
Rental car	55.2%	80.3%	43.2%	20.4%	75.7%	73.5%
Ride share	33.2%	13.4%	0.0%	5.0%	13.3%	8.7%
Car share	5.5%	3.7%	9.9%	3.2%	4.8%	6.6%
Bicycle rental	1.8%	1.5%	0.0%	1.7%	0.9%	3.3%

ACTIVITIES - TRANSPORTATION - U.S. EAST

	2017	2018	2019	2020	2021	2022	2023
TOTAL	95.0%	92.4%	93.2%	81.2%	91.9%	93.7%	92.9%
Airport shuttle	26.3%	20.2%	17.6%	10.2%	15.6%	14.9%	15.3%
Trolley	4.5%	3.4%	3.7%	1.7%	2.1%	3.6%	4.1%
Public bus	7.5%	5.7%	4.8%	3.4%	5.4%	4.7%	5.1%
Tour bus/ tour van	20.6%	18.0%	18.6%	7.8%	11.2%	15.1%	15.8%
Taxi/ limo	20.1%	12.4%	10.0%	7.1%	13.1%	10.3%	8.7%
Rental car	75.3%	74.2%	74.4%	66.1%	75.3%	70.9%	68.8%
Ride share	NA	14.9%	18.3%	16.5%	19.4%	20.4%	22.7%
Car share	NA	NA	NA	NA	NA	5.9%	5.5%
Bicycle rental	NA	2.2%	2.3%	2.5%	3.7%	2.3%	2.1%

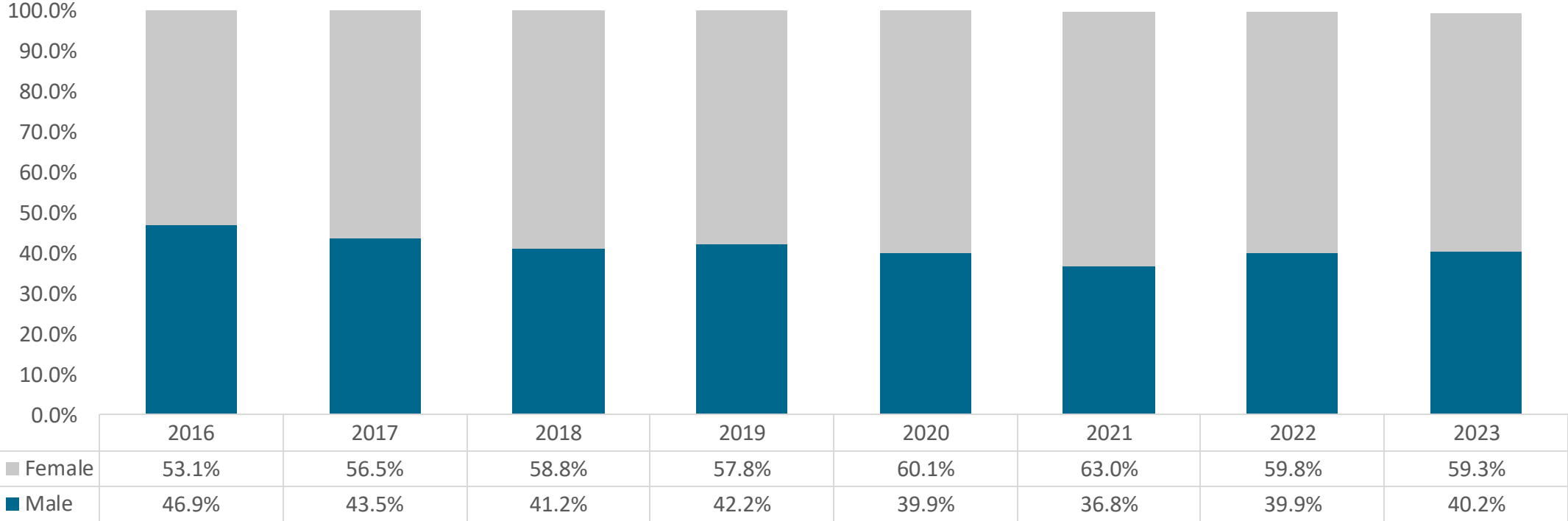
ACTIVITIES - OTHER - U.S. EAST

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	37.1%	25.3%	36.7%	13.5%	28.6%	18.7%
Visiting friends and family	34.5%	20.3%	33.5%	11.9%	26.4%	15.7%
Giving back to the local community	3.5%	6.3%	3.2%	1.6%	3.1%	3.6%

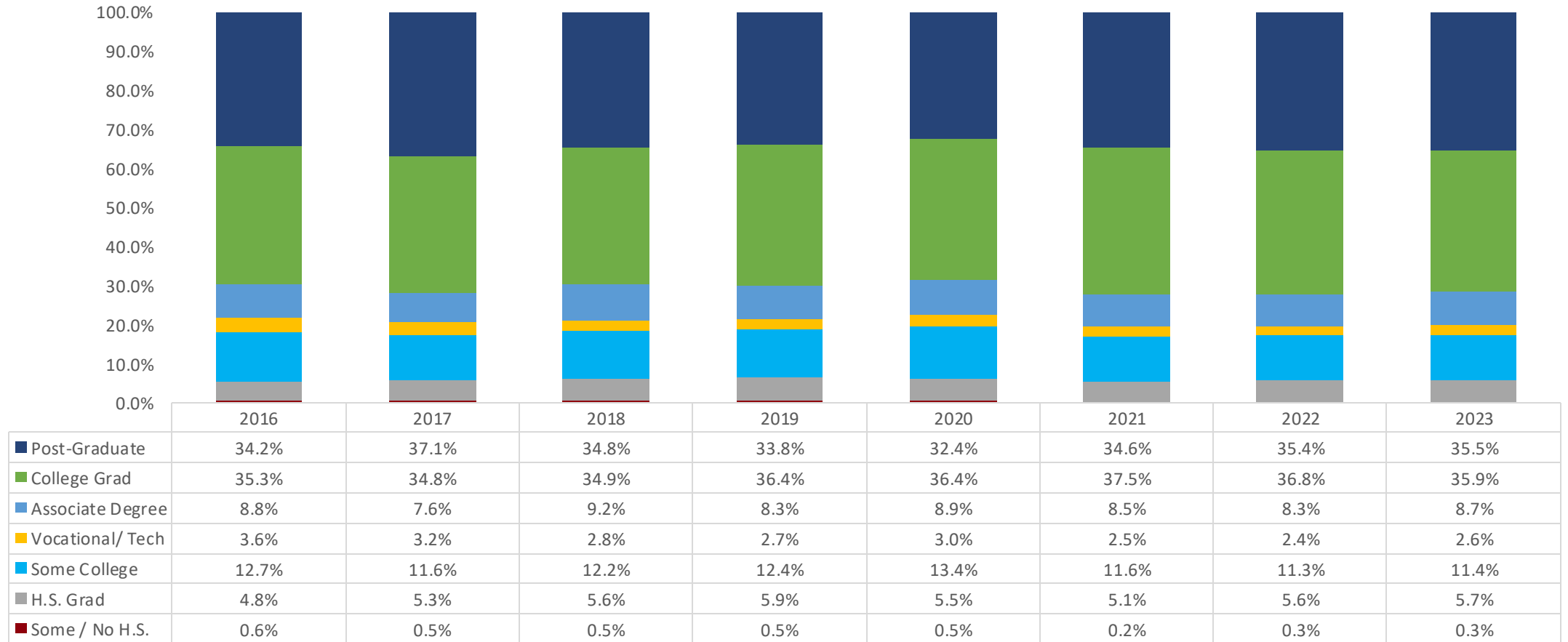
ACTIVITIES - OTHER - U.S. EAST

	2018	2019	2020	2021	2022	2023
TOTAL	26.4%	25.2%	39.8%	28.2%	28.5%	32.3%
Visiting friends and family	25.6%	24.4%	39.2%	27.3%	26.0%	28.9%
Giving back to the local community	1.3%	1.1%	1.1%	1.5%	3.3%	4.4%

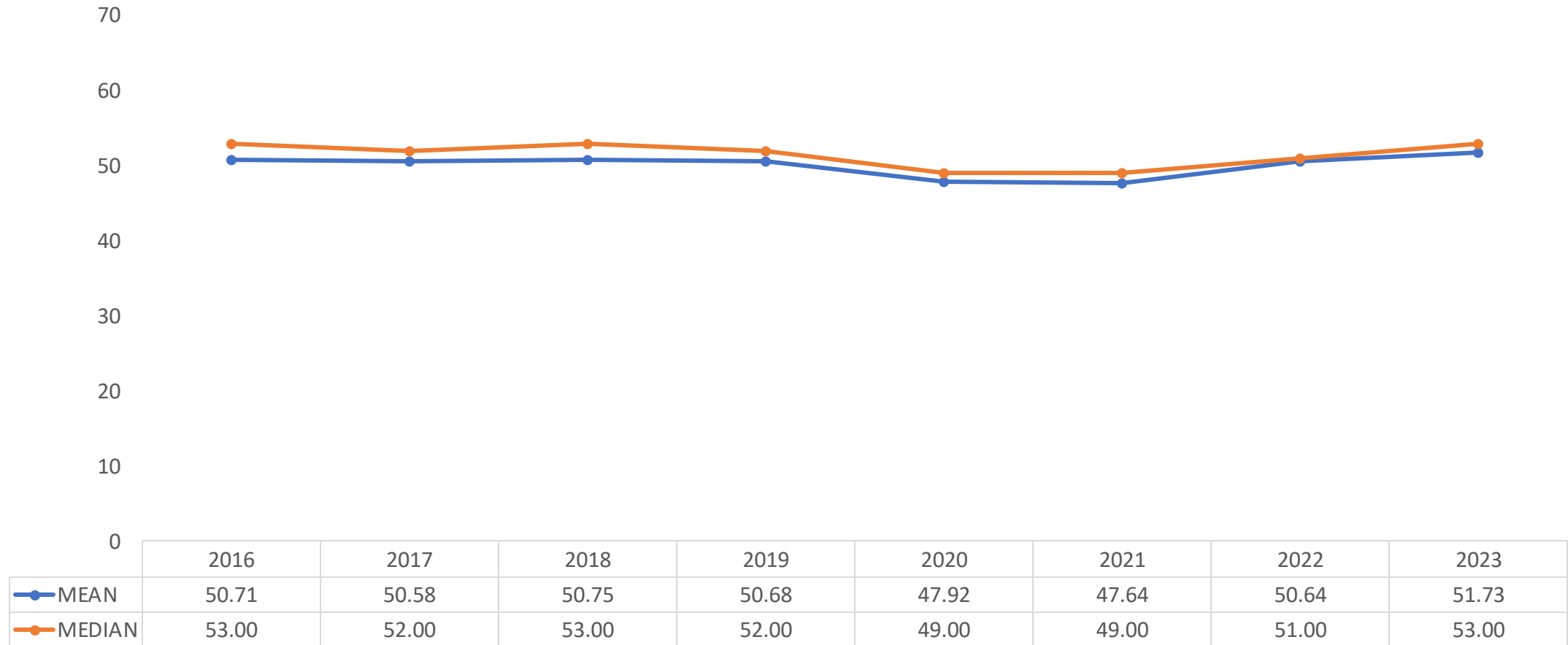
VISITOR PROFILE - GENDER - U.S. EAST



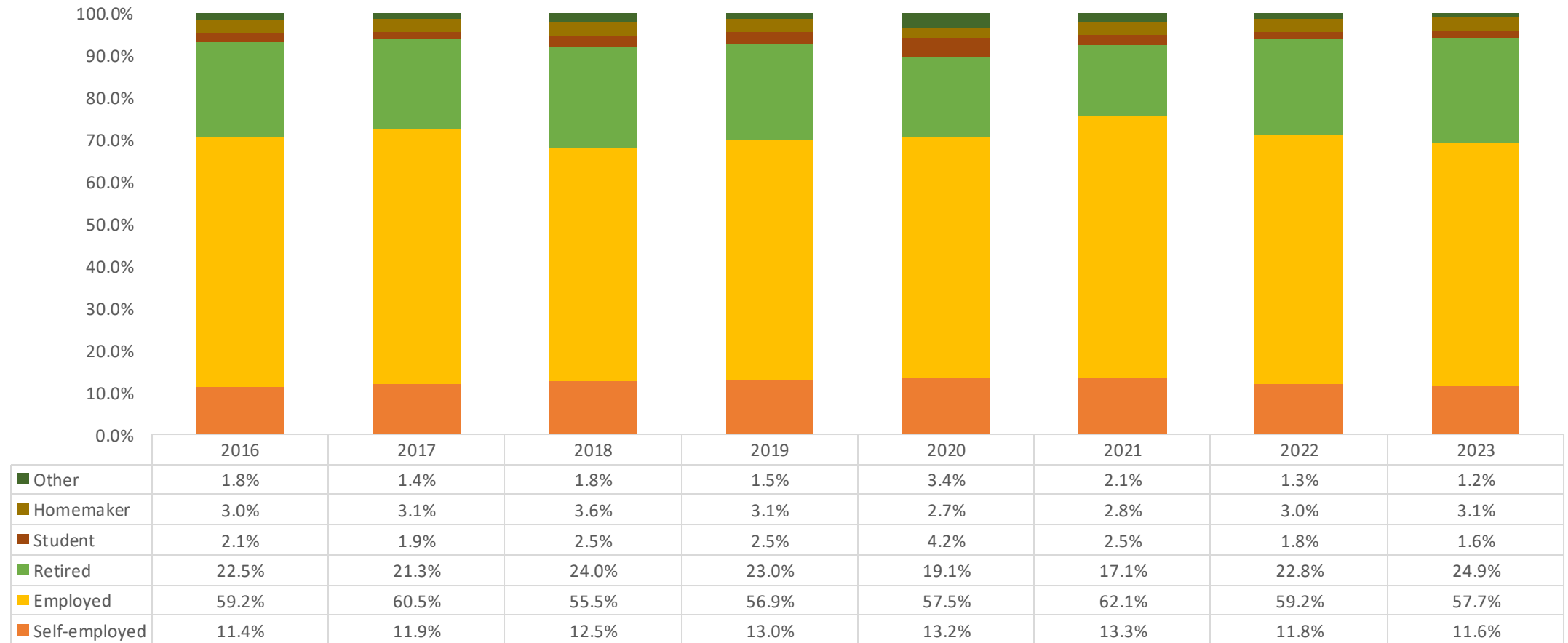
VISITOR PROFILE - EDUCATION - U.S. EAST



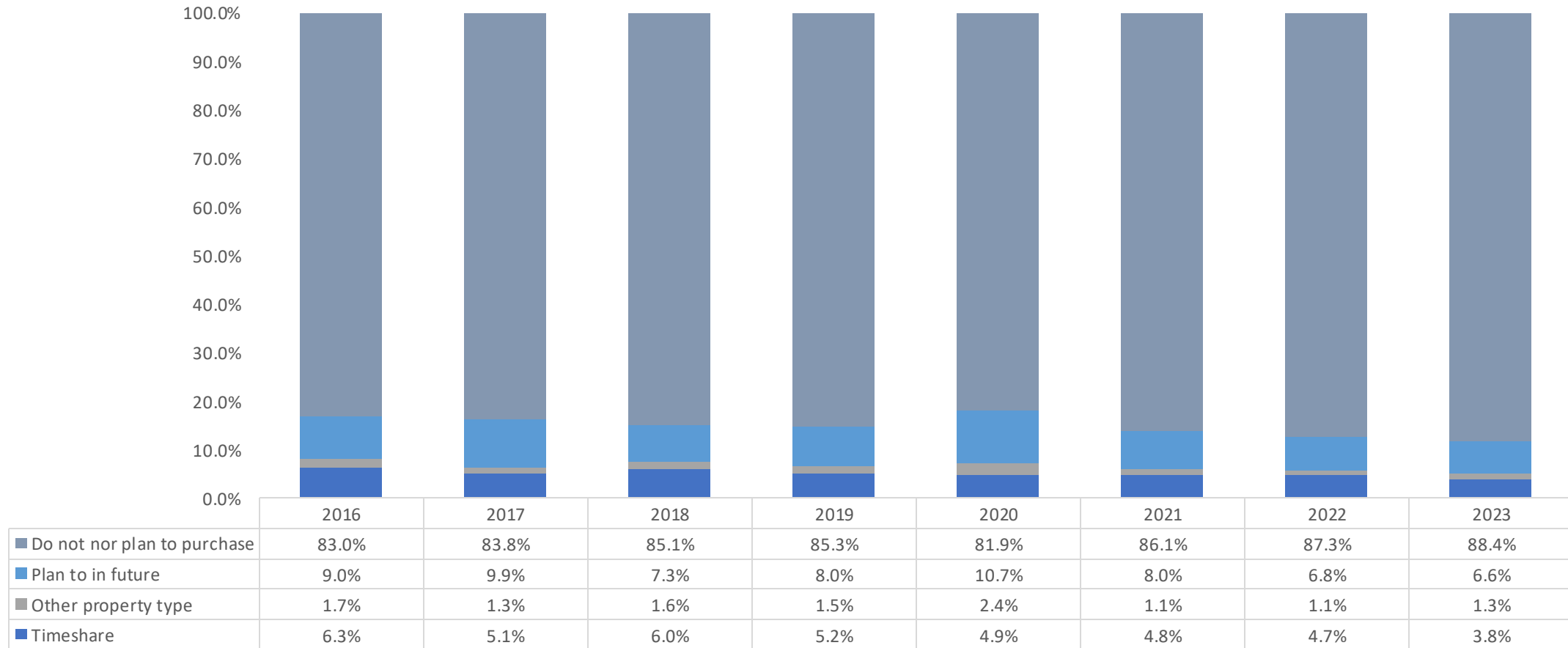
VISITOR PROFILE - AGE - U.S. EAST



VISITOR PROFILE - EMPLOYMENT STATUS - U.S. EAST



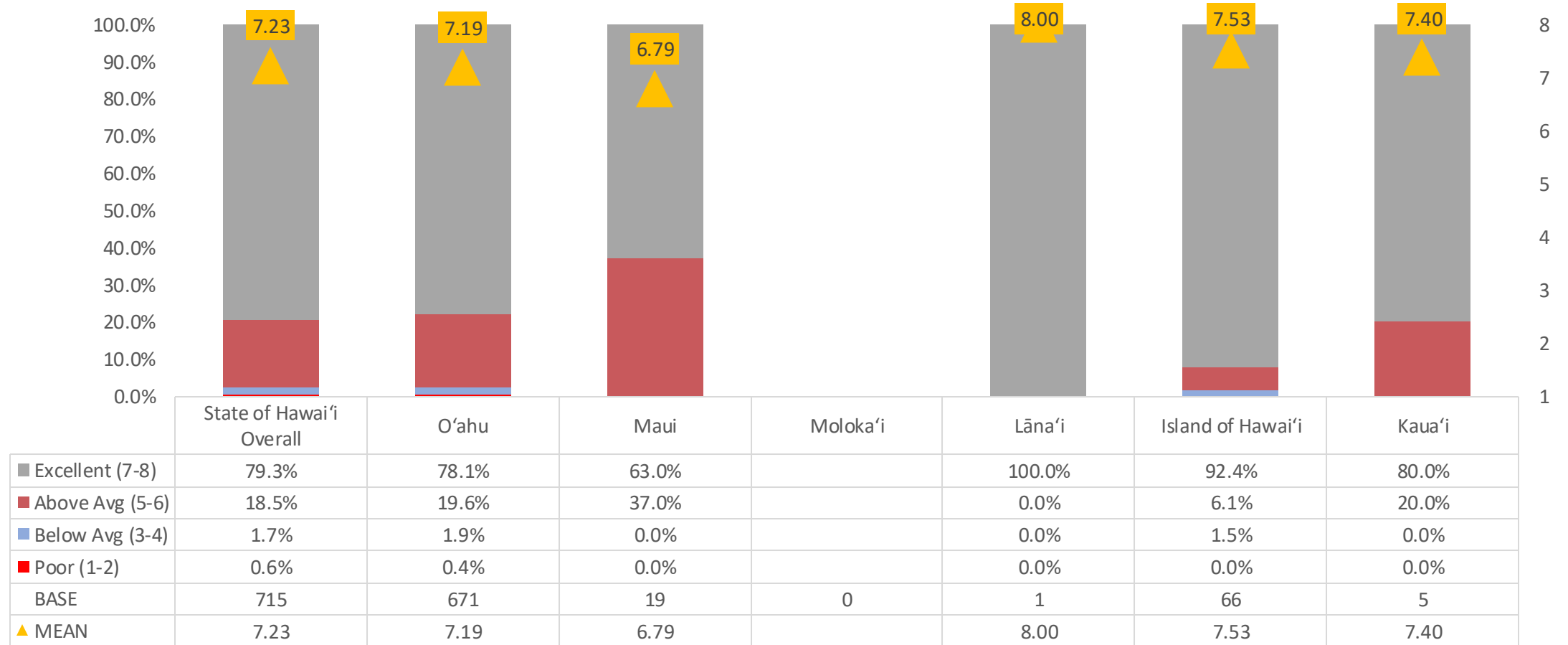
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - U.S. EAST



Section 15 – Japan

OVERALL SATISFACTION - MOST RECENT TRIP - JAPAN

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



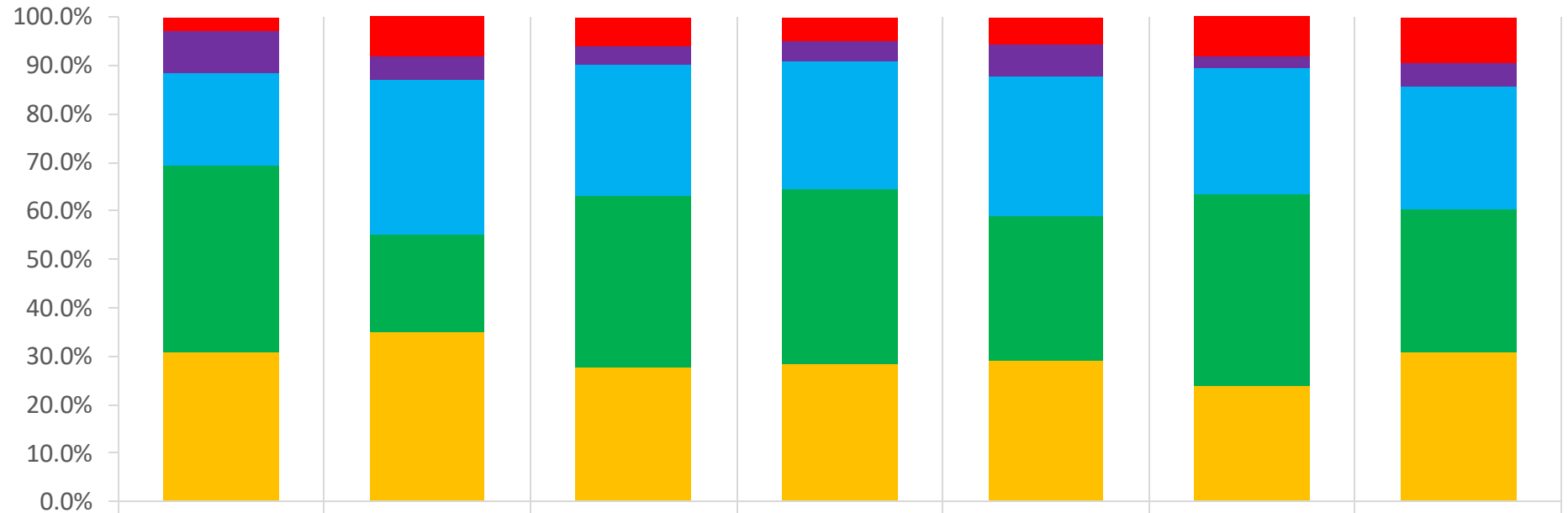
PRIMARY PURPOSE OF TRIP - JAPAN

	2018	2019	2020	2022	2023
Vacation	65.4%	68.1%	68.8%	63.1%	61.6%
Honeymoon	10.2%	10.1%	14.0%	4.9%	14.4%
Visit friends/ relatives	1.2%	1.0%	2.1%	9.0%	7.0%
Layover/ break up long flight	0.4%	0.2%	0.2%	4.5%	3.4%
Incentive trip	0.9%	1.0%	3.7%	1.0%	2.1%
Corporate meeting	0.0%	0.0%	0.9%	3.6%	2.0%
Wedding/ vow renewal	4.5%	3.7%	1.3%	1.6%	1.7%
Other business	2.4%	2.3%	1.5%	2.7%	0.7%

PRIMARY + SECONDARY PURPOSE OF TRIP - JAPAN

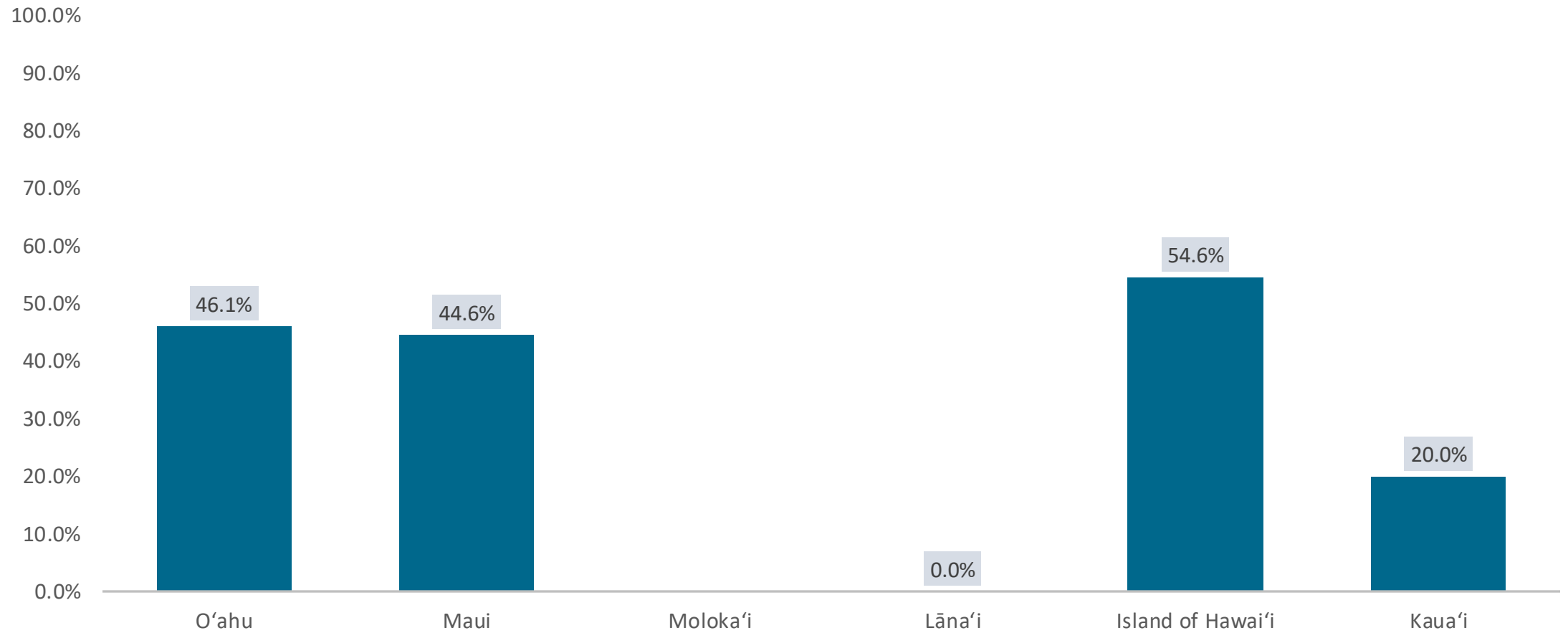
	2018	2019	2020	2022	2023
Vacation	86.0%	87.7%	82.3%	81.8%	78.8%
Honeymoon	12.9%	12.5%	16.1%	5.2%	15.9%
Visit friends or relatives	4.7%	3.6%	5.7%	21.6%	14.0%
Corporate meeting	0.0%	0.0%	2.2%	6.2%	2.4%
Layover/ break up long flight	0.0%	0.5%	0.2%	4.8%	3.9%
Incentive trip	2.0%	2.1%	7.6%	2.2%	3.8%
Convention/ conference	0.0%	1.1%	1.2%	2.8%	2.1%
Other business	3.3%	3.2%	2.1%	4.2%	1.8%
Wedding/ vow renewal	5.2%	4.1%	1.3%	1.6%	1.8%
Sports event	0.0%	0.0%	1.8%	3.0%	1.5%
Get married	3.5%	3.3%	4.6%	0.9%	2.2%

VACATION TRIP DESCRIPTION - JAPAN

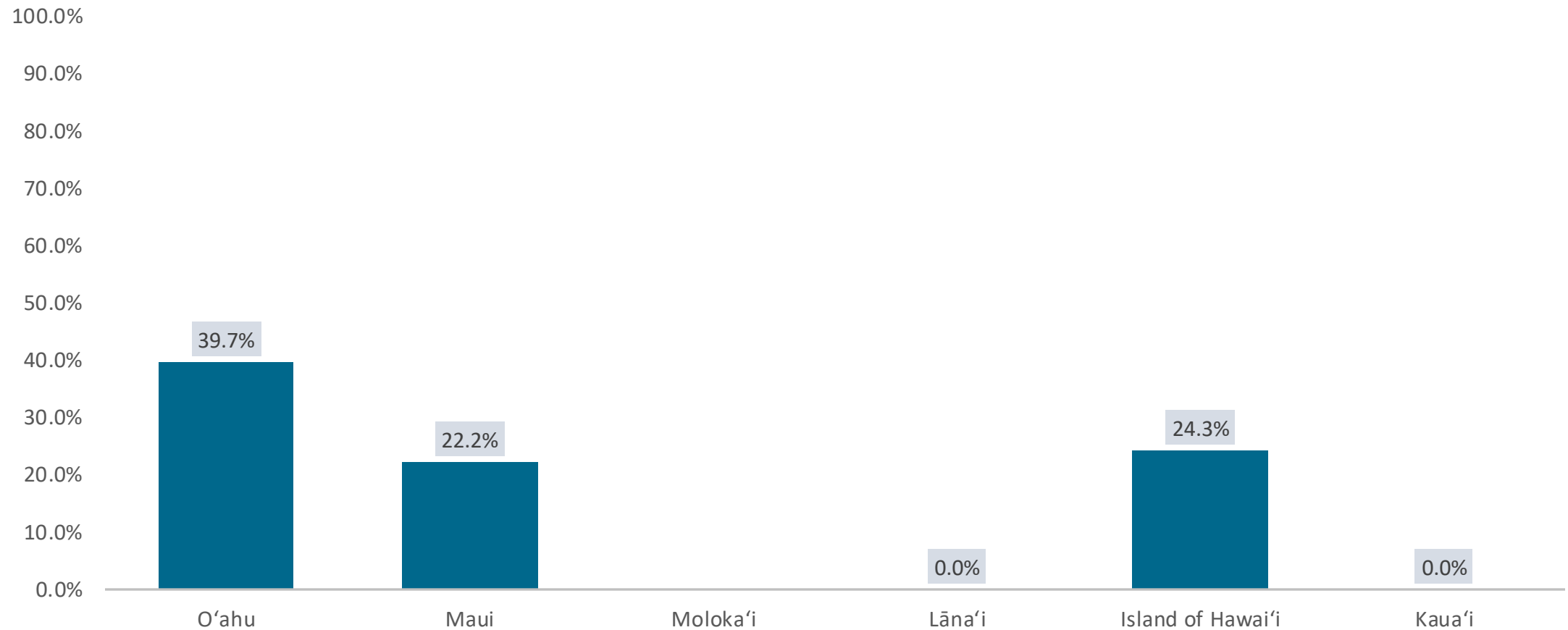


	2016	2017	2018	2019	2020	2022	2023
Other	2.9%	8.2%	5.9%	5.1%	5.7%	8.2%	9.6%
Once-in-a-lifetime	8.7%	4.8%	4.0%	3.9%	6.5%	2.4%	4.7%
More special than most trips	19.2%	32.0%	26.9%	26.7%	29.0%	26.1%	25.5%
Annual/ Semi-annual trip	38.4%	20.2%	35.5%	36.1%	29.9%	39.5%	29.5%
Special occasion	30.8%	34.9%	27.7%	28.2%	28.9%	23.9%	30.7%

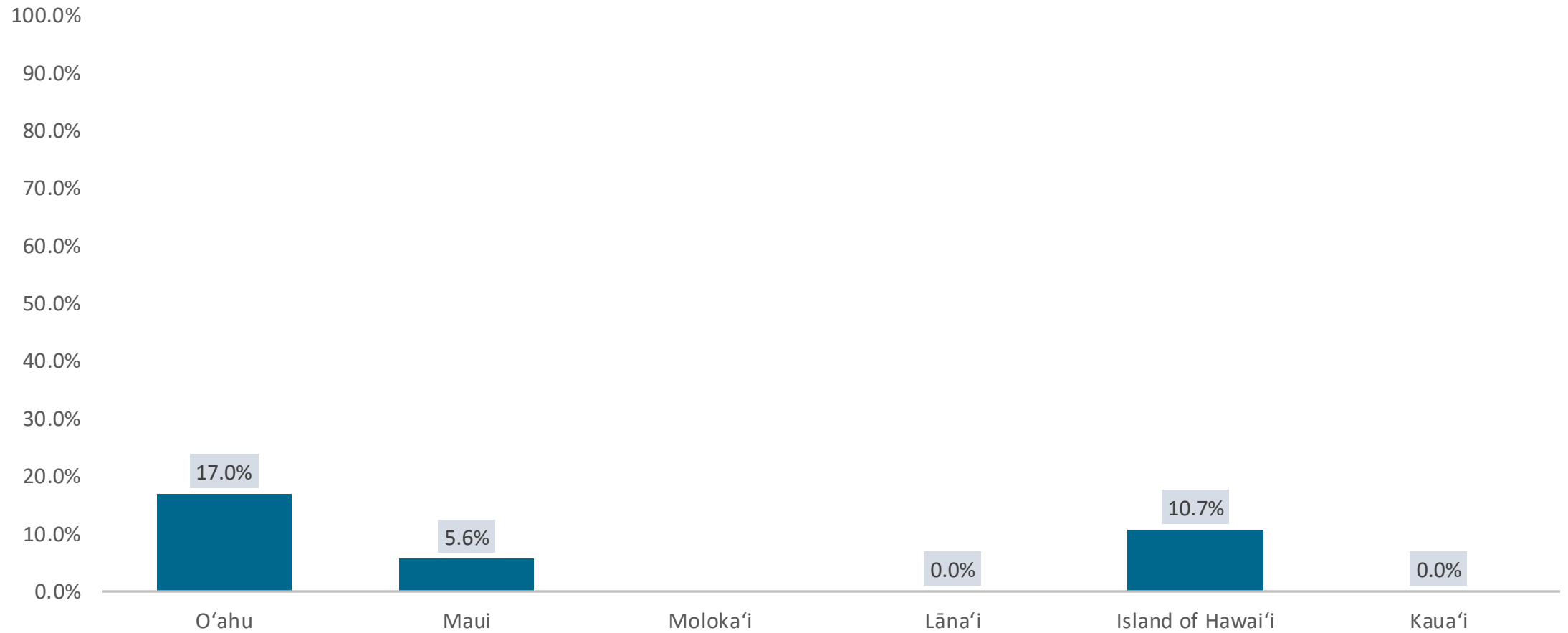
ADVERTISING AWARENESS - JAPAN



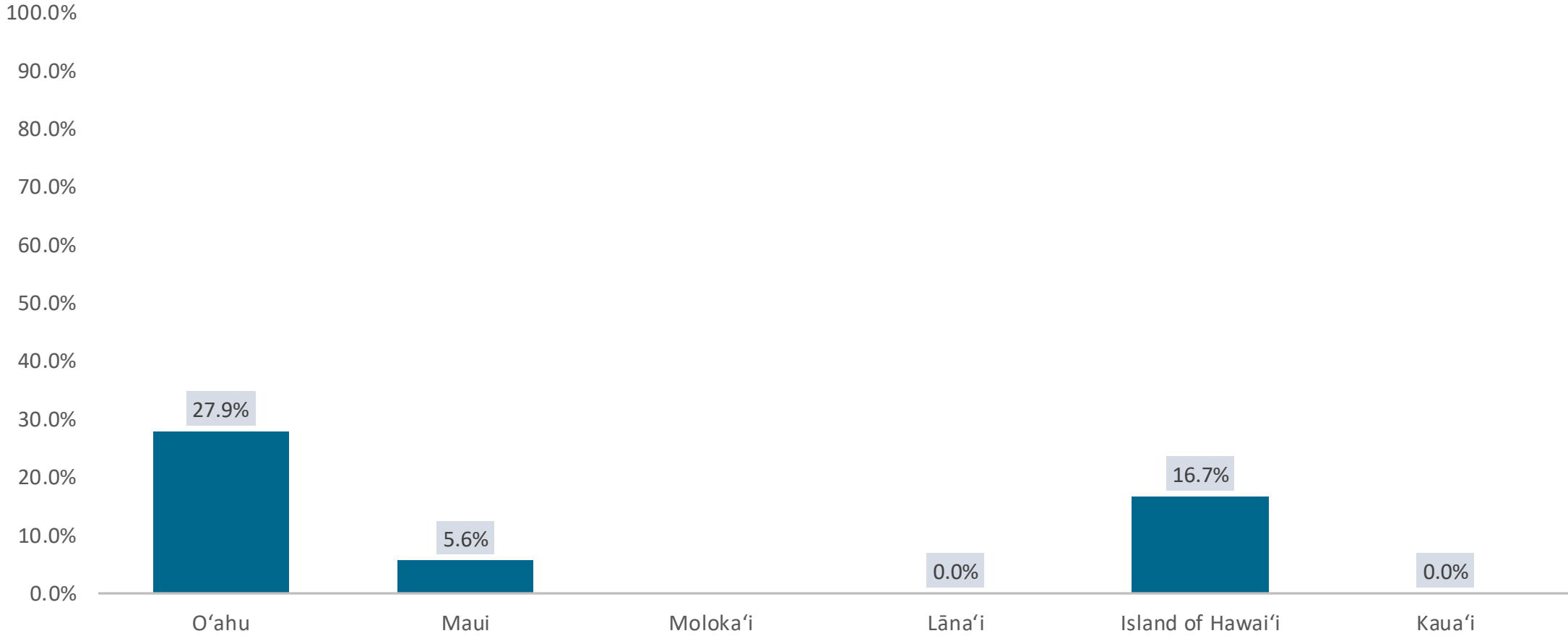
IMPACT OF LOCATION FILMING - JAPAN



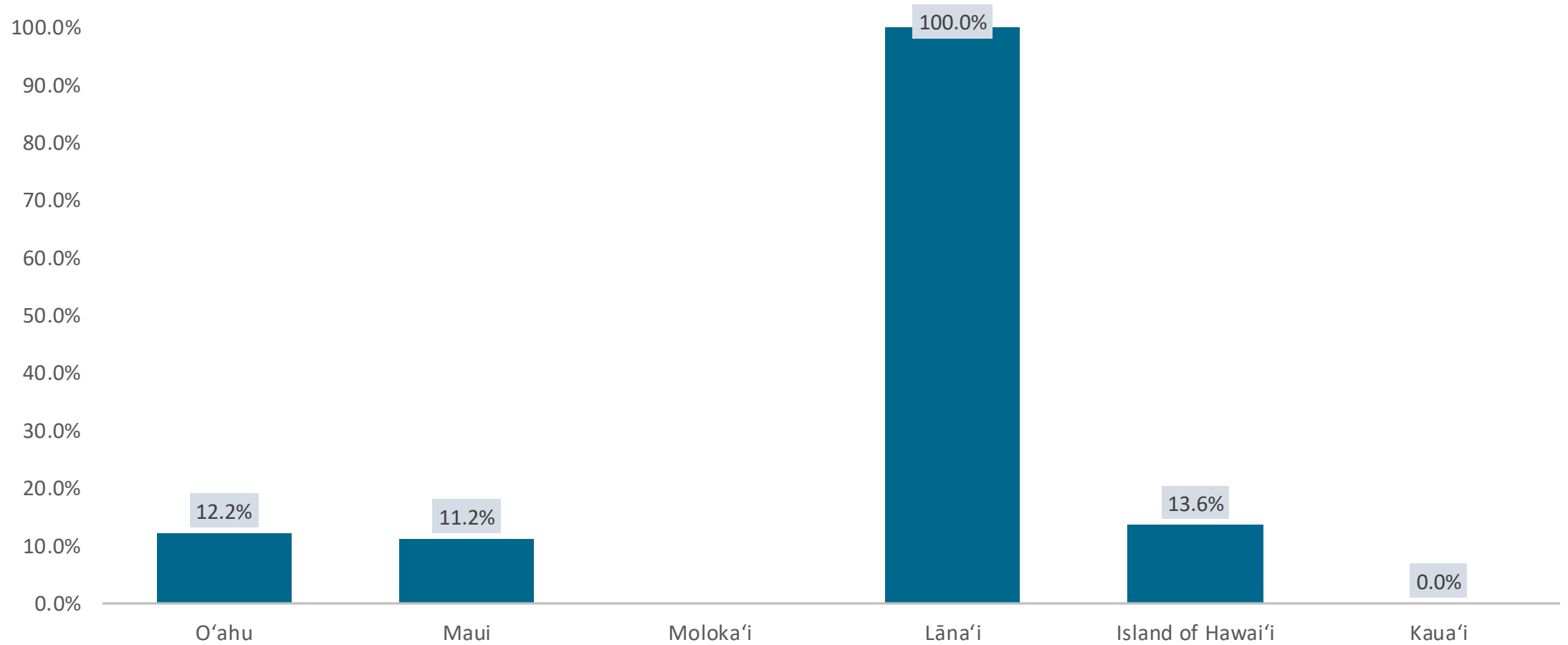
IMPACT OF HAWAIIAN MUSIC - JAPAN



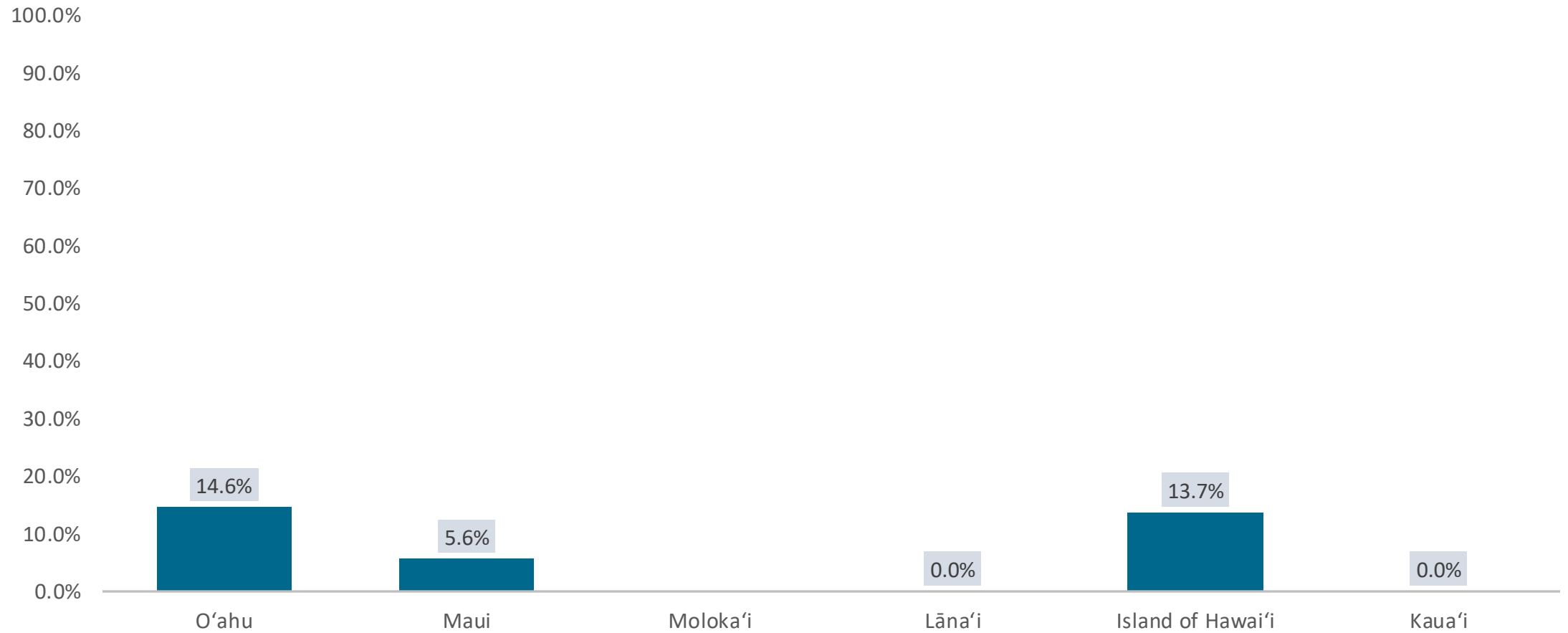
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - JAPAN



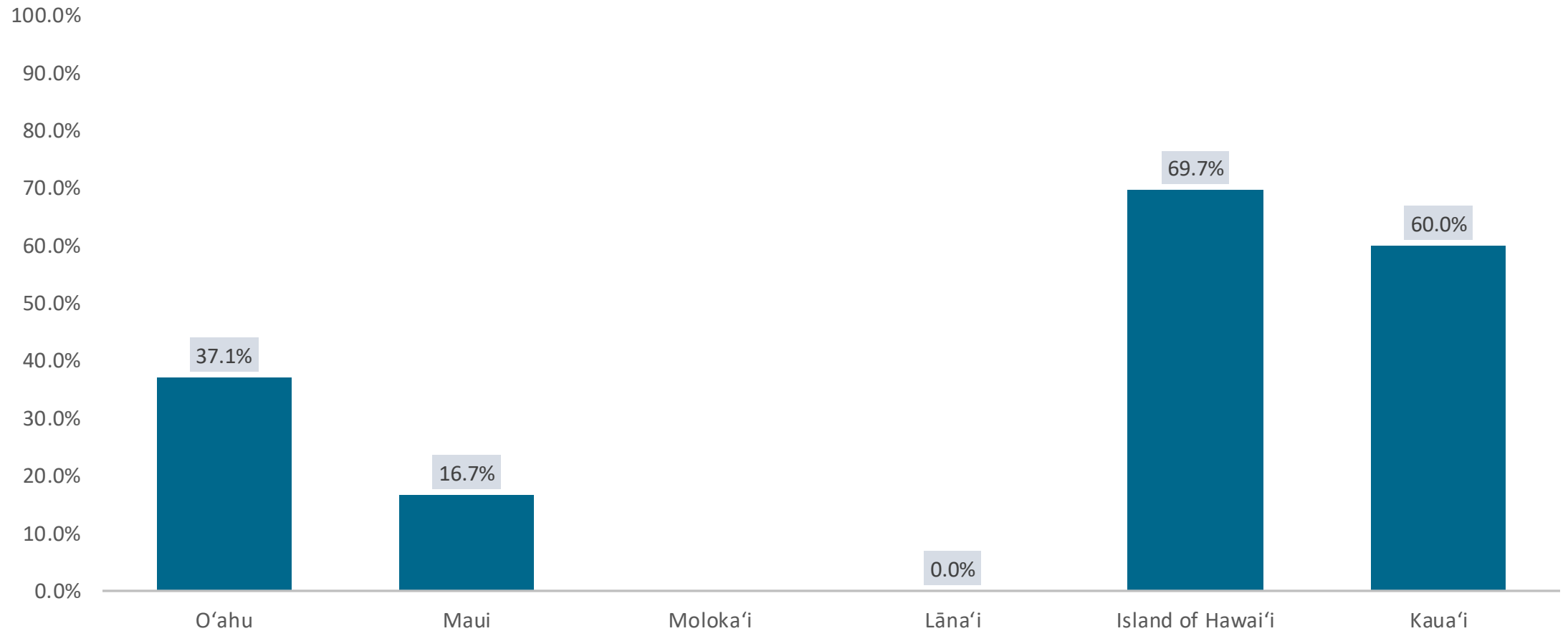
IMPACT OF OUTDOOR/ SPORTING EVENTS - JAPAN



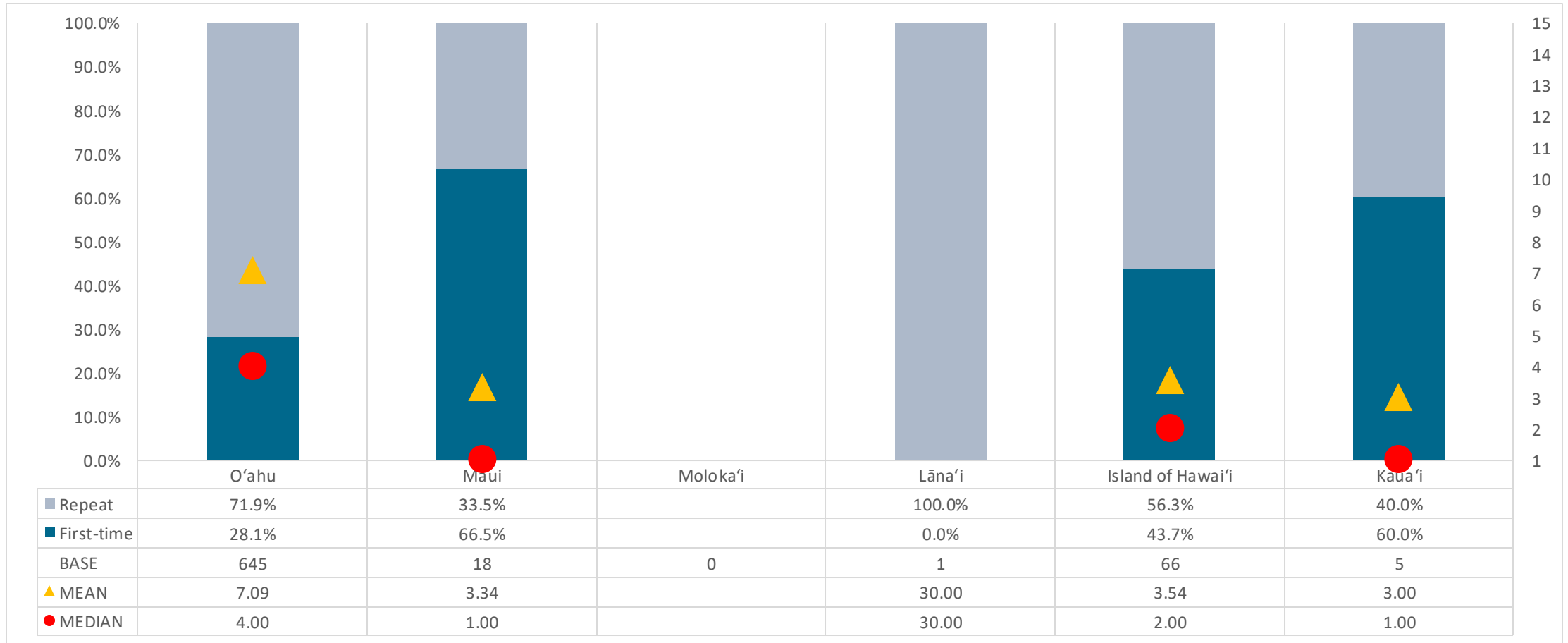
IMPACT OF HAWAIIAN CULTURAL EVENTS - JAPAN



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - JAPAN



1ST TIME VS REPEAT VISITORS - JAPAN

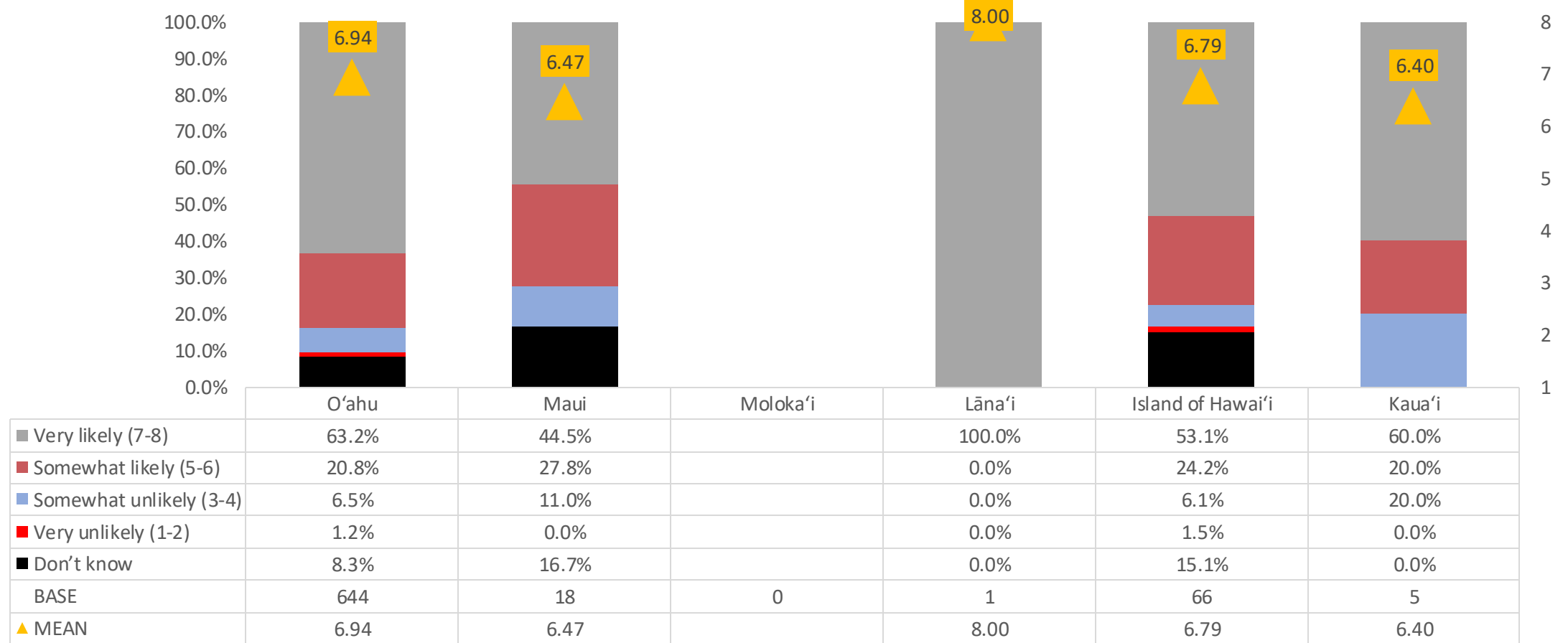


TRAVEL PARTY MEMBERS - JAPAN

	2016	2017	2018	2019	2020	2022	2023
My spouse	65.0%	51.9%	50.6%	56.6%	46.5%	49.0%	54.5%
Other adult members of my family	31.5%	26.2%	23.8%	23.6%	24.5%	14.0%	21.3%
My child(ren)/ grandchild(ren) under 18	17.7%	15.0%	15.9%	17.0%	10.3%	11.0%	13.5%
My friends/ associates	17.4%	21.7%	21.9%	21.2%	29.8%	16.8%	15.1%
Myself only (traveled alone/ no one else)	4.9%	7.5%	7.1%	5.7%	4.9%	24.1%	16.7%
My girlfriend/ boyfriend	2.5%	3.8%	6.9%	4.2%	3.9%	2.7%	2.7%
Same-gender partner	0.2%	0.4%	0.3%	0.2%	0.2%	0.0%	0.1%

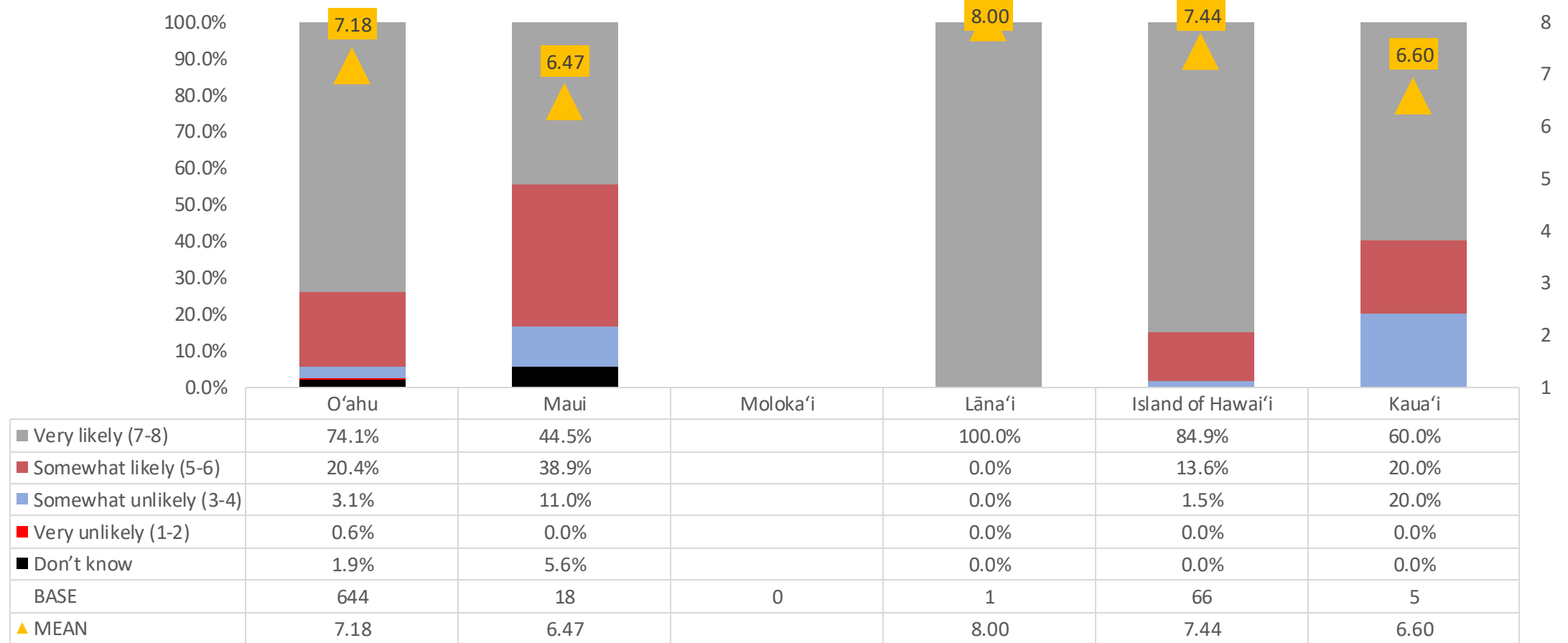
LIKELIHOOD OF RETURN VISIT - JAPAN

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – JAPAN

8-pt Rating Scale
8=Very Likely / 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.2%	93.7%	0.0%	100.0%	98.5%	100.0%
On own (self-guided)/ driving around the island	72.4%	62.6%	0.0%	0.0%	72.8%	80.0%
Helicopter ride/ airplane tour	0.3%	0.0%	0.0%	0.0%	3.0%	0.0%
Boat tour/ submarine ride/ whale watching	8.6%	12.4%	0.0%	0.0%	4.6%	20.0%
Visiting towns/ communities	38.9%	37.5%	0.0%	100.0%	36.5%	80.0%
Private limousine/ van tour/ tour bus	10.2%	6.3%	0.0%	0.0%	24.2%	0.0%
Scenic views/ natural landmarks	20.0%	25.1%	0.0%	0.0%	28.8%	80.0%
Movie and TV filming location tours	4.0%	12.4%	0.0%	0.0%	1.5%	0.0%

ACTIVITIES - SIGHTSEEING - JAPAN

	2017	2018	2019	2020	2022	2023
TOTAL	86.1%	95.5%	95.5%	94.0%	93.6%	97.3%
On own (self-guided)/ driving around the island	43.2%	68.8%	65.1%	63.3%	71.1%	72.7%
Helicopter ride/ airplane tour	1.3%	2.3%	2.2%	1.1%	0.9%	0.6%
Boat tour/ submarine ride/ whale watching	12.2%	9.7%	10.6%	12.7%	6.4%	8.6%
Visiting towns/ communities	29.0%	31.2%	32.7%	29.0%	45.2%	39.3%
Private limousine/ van tour/ tour bus	27.9%	19.5%	23.1%	21.2%	8.5%	11.4%
Scenic views/ natural landmarks	25.4%	23.3%	20.8%	18.1%	31.6%	21.3%
Movie and TV filming location tours	6.3%	4.1%	3.9%	4.5%	2.9%	4.1%

ACTIVITIES - RECREATION - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	96.2%	87.4%	0.0%	100.0%	95.5%	100.0%
Beach/ sunbathing	72.9%	49.9%	0.0%	100.0%	53.1%	80.0%
Bodyboarding	2.5%	0.0%	0.0%	0.0%	1.5%	0.0%
Stand-up paddle boarding	4.2%	12.4%	0.0%	0.0%	4.6%	0.0%
Surfing	5.3%	0.0%	0.0%	0.0%	1.5%	0.0%
Canoeing/ kayaking	1.7%	12.4%	0.0%	0.0%	3.0%	0.0%
Swimming in the ocean	35.2%	31.1%	0.0%	0.0%	30.3%	60.0%
Snorkeling	14.3%	18.5%	0.0%	100.0%	10.6%	20.0%
Freediving	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.2%	6.3%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba diving	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Fishing	0.6%	0.0%	0.0%	0.0%	1.5%	0.0%
Golf	6.0%	0.0%	0.0%	0.0%	6.1%	20.0%

ACTIVITIES - RECREATION - JAPAN

	2017	2018	2019	2020	2022	2023
TOTAL	88.5%	96.2%	96.0%	94.3%	93.9%	96.3%
Beach/ sunbathing	68.3%	73.1%	71.6%	69.3%	71.9%	71.5%
Bodyboarding	5.0%	3.7%	3.5%	1.5%	1.2%	2.4%
Stand-up paddle boarding	*	*	*	1.5%	2.3%	4.5%
Surfing	3.7%	3.6%	2.5%	2.9%	4.1%	4.9%
Canoeing/ kayaking	2.8%	2.1%	2.7%	2.1%	1.0%	2.1%
Swimming in the ocean	NA	38.4%	34.2%	29.8%	34.7%	35.3%
Snorkeling	NA	17.2%	19.3%	14.3%	11.9%	14.5%
Freediving	NA	NA	NA	0.5%	0.6%	0.4%
Windsurfing/ kitesurfing	0.5%	0.2%	0.2%	0.2%	0.7%	0.3%
Jet skiing/ parasailing	3.7%	2.9%	2.4%	2.9%	0.0%	1.8%
Scuba diving	3.0%	2.2%	1.7%	1.9%	0.3%	1.1%
Fishing	1.2%	1.5%	0.8%	0.4%	0.3%	0.7%
Golf	5.4%	7.5%	7.3%	6.9%	13.8%	6.1%

* Combined with bodyboarding

ACTIVITIES - RECREATION - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	96.2%	87.4%	0.0%	100.0%	95.5%	100.0%
Running/ jogging/ fitness walking	24.3%	18.8%	0.0%	0.0%	24.3%	20.0%
Cycling	3.8%	0.0%	0.0%	0.0%	4.5%	0.0%
Spa	3.8%	6.3%	0.0%	0.0%	1.5%	0.0%
Hiking	24.2%	25.0%	0.0%	0.0%	18.1%	20.0%
Backpacking/ camping	0.2%	6.3%	0.0%	0.0%	0.0%	0.0%
Agritourism	4.9%	6.3%	0.0%	0.0%	16.7%	20.0%
Sports event or tournament	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Parks/ botanical gardens	19.0%	12.6%	0.0%	0.0%	31.9%	20.0%
Waterparks	1.7%	0.0%	0.0%	0.0%	6.1%	0.0%
Mountain tubing/ waterfall rappel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zip-lining	0.5%	0.0%	0.0%	0.0%	1.5%	0.0%
Skydiving	0.5%	6.3%	0.0%	0.0%	0.0%	0.0%
All-terrain vehicle (ATV)	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Horseback riding	2.2%	0.0%	0.0%	0.0%	1.5%	0.0%

ACTIVITIES - RECREATION - JAPAN

	2017	2018	2019	2020	2022	2023
TOTAL	88.5%	96.2%	96.0%	94.3%	93.9%	96.3%
Running/ jogging/ fitness walking	14.9%	14.7%	12.0%	16.9%	28.2%	23.9%
Cycling	NA	NA	NA	NA	5.8%	3.8%
Spa	6.9%	6.5%	6.9%	6.8%	8.6%	3.7%
Hiking	7.1%	7.4%	18.2%	18.4%	22.8%	24.1%
Backpacking/ camping	*	*	0.2%	0.2%	0.3%	0.3%
Agritourism	2.7%	12.2%	14.2%	11.5%	9.0%	6.1%
Sports event or tournament	1.9%	1.8%	1.8%	1.3%	2.9%	0.7%
Parks/ botanical gardens	20.1%	24.0%	21.3%	16.7%	25.8%	20.5%
Waterparks	NA	3.5%	2.6%	1.8%	2.2%	2.1%
Mountain tubing/ waterfall rappel	NA	0.7%	0.5%	0.5%	1.6%	0.0%
Zip-lining	NA	0.7%	1.1%	0.9%	0.3%	0.6%
Skydiving	NA	0.8%	0.7%	1.1%	1.4%	0.6%
All-terrain vehicle (ATV)	NA	1.1%	1.0%	1.2%	0.3%	1.3%
Horseback riding	NA	5.0%	4.3%	3.0%	1.5%	2.1%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.1%	100.0%	0.0%	0.0%	89.4%	100.0%
Lunch/ sunset/ dinner/ evening cruise	13.5%	18.7%	0.0%	0.0%	4.5%	20.0%
Live music/ stage show	19.4%	18.7%	0.0%	0.0%	10.6%	20.0%
Nightclub/ dancing/ bar/ karaoke	3.6%	6.1%	0.0%	0.0%	0.0%	0.0%
Fine dining	35.6%	18.7%	0.0%	0.0%	16.7%	40.0%
Family restaurant	26.0%	25.1%	0.0%	0.0%	21.3%	40.0%
Fast food	54.3%	24.8%	0.0%	0.0%	37.9%	40.0%
Food truck	25.2%	18.8%	0.0%	0.0%	7.6%	60.0%
Café/ coffee house	57.3%	25.1%	0.0%	0.0%	48.5%	100.0%
Ethnic dining	8.9%	31.2%	0.0%	0.0%	7.6%	0.0%
Farm-to-table cuisine	15.1%	31.4%	0.0%	0.0%	24.3%	0.0%
Prepared own meal	23.6%	25.0%	0.0%	0.0%	35.0%	20.0%

ACTIVITIES - ENTERTAINMENT & DINING - JAPAN

	2017	2018	2019	2020	2022	2023
TOTAL	92.6%	98.3%	97.5%	97.0%	98.3%	98.0%
Lunch/ sunset/ dinner/ evening cruise	46.6%	15.7%	13.4%	16.3%	8.4%	13.2%
Live music/ stage show	17.4%	20.3%	17.9%	15.3%	18.8%	18.8%
Nightclub/ dancing/ bar/ karaoke	4.1%	6.6%	4.8%	5.6%	3.3%	3.4%
Fine dining	36.2%	45.4%	42.6%	35.4%	35.6%	34.2%
Family restaurant	26.3%	23.4%	24.0%	25.9%	26.5%	26.2%
Fast food	46.4%	53.0%	52.6%	56.2%	46.1%	52.6%
Food truck	NA	14.6%	13.4%	15.5%	27.1%	23.9%
Café/ coffee house	48.4%	53.8%	50.2%	49.9%	56.0%	56.6%
Ethnic dining	7.0%	10.3%	8.6%	6.0%	12.6%	9.4%
Farm-to-table cuisine	NA	NA	NA	NA	16.8%	16.3%
Prepared own meal	16.7%	18.7%	19.5%	14.5%	43.9%	24.6%

ACTIVITIES - SHOPPING - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.1%	100.0%	0.0%	0.0%	100.0%	100.0%
Malls/ department stores	84.6%	68.8%	0.0%	0.0%	47.0%	40.0%
Designer boutiques	17.9%	6.3%	0.0%	0.0%	6.1%	20.0%
Hotel/ resort stores	31.4%	18.8%	0.0%	0.0%	25.8%	40.0%
Swap meet/ flea market	4.5%	12.6%	0.0%	0.0%	3.0%	0.0%
Discount/ outlet stores	27.6%	0.0%	0.0%	0.0%	4.6%	0.0%
Supermarkets	56.2%	56.3%	0.0%	0.0%	63.7%	80.0%
Farmer's market	17.7%	18.7%	0.0%	0.0%	33.4%	0.0%
Convenience stores	56.7%	37.5%	0.0%	0.0%	22.6%	40.0%
Duty free stores	20.3%	18.8%	0.0%	0.0%	1.5%	0.0%
Hawai'i-made products	20.5%	6.1%	0.0%	0.0%	18.2%	40.0%
Local shops and artisans	11.6%	37.5%	0.0%	0.0%	31.8%	100.0%

ACTIVITIES - SHOPPING - JAPAN

	2017	2018	2019	2020	2022	2023
TOTAL	96.6%	97.6%	98.0%	97.6%	98.8%	98.3%
Malls/ department stores	82.2%	79.9%	78.2%	81.5%	74.6%	81.4%
Designer boutiques	33.5%	25.1%	20.2%	25.0%	18.1%	16.8%
Hotel/ resort stores	39.2%	35.4%	34.7%	33.8%	31.2%	31.2%
Swap meet/ flea market	8.9%	3.6%	3.6%	3.1%	6.5%	4.7%
Discount/ outlet stores	34.1%	23.7%	20.8%	25.3%	27.6%	25.4%
Supermarkets	57.7%	65.7%	68.6%	69.1%	60.6%	56.9%
Farmer's market	18.6%	18.1%	19.1%	15.1%	25.9%	19.5%
Convenience stores	54.1%	45.6%	42.7%	47.4%	44.8%	53.9%
Duty free stores	43.6%	42.1%	32.1%	38.4%	8.3%	19.0%
Hawai'i-made products	NA	NA	NA	NA	25.7%	20.2%
Local shops and artisans	15.3%	10.7%	11.4%	11.8%	22.0%	14.6%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	53.2%	68.8%	0.0%	0.0%	57.5%	60.0%
Historic military sites and museums	12.8%	6.3%	0.0%	0.0%	10.6%	0.0%
Historic Hawaiian sites and museums	15.2%	12.6%	0.0%	0.0%	25.8%	20.0%
Other historical sites, museums, and homes	5.6%	6.3%	0.0%	0.0%	16.6%	0.0%
Art museums	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Art galleries and exhibitions	3.6%	6.3%	0.0%	0.0%	1.5%	40.0%
Lū'au/ Polynesian show/ hula show	14.9%	0.0%	0.0%	0.0%	9.1%	0.0%
Lesson- ex. ukulele, hula, canoe, lei making	5.0%	12.6%	0.0%	0.0%	3.0%	0.0%
Play/ concert/ theatre	3.4%	12.6%	0.0%	0.0%	1.5%	0.0%
Art/ craft fair	2.5%	18.8%	0.0%	0.0%	0.0%	40.0%
Festival/ event	4.1%	24.8%	0.0%	0.0%	1.5%	0.0%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – JAPAN

	2017	2018	2019	2020	2022	2023
TOTAL	39.9%	55.5%	55.2%	53.1%	51.7%	54.4%
Historic military sites and museums	11.3%	18.1%	16.0%	14.7%	9.4%	12.6%
Historic Hawaiian sites and museums	NA	NA	NA	NA	15.3%	16.3%
Other historical sites, museums, and homes	10.6%	18.1%	17.5%	14.3%	6.9%	6.8%
Art museums	*	*	*	*	1.9%	3.3%
Art galleries and exhibitions	*	*	*	*	5.9%	3.8%
Lū'au/ Polynesian show/ hula show	10.5%	12.9%	14.0%	13.3%	14.1%	14.3%
Lesson- ex. ukulele, hula, canoe, lei making	6.3%	6.4%	7.1%	7.0%	4.4%	5.1%
Play/ concert/ theatre	2.3%	3.1%	3.6%	3.1%	1.5%	3.4%
Art/ craft fair	2.2%	3.4%	3.4%	4.4%	4.8%	2.8%
Festival/ event	3.2%	3.1%	2.6%	2.2%	5.4%	4.4%

* Combined Museum/ Art galleries as single option

ACTIVITIES – TRANSPORTATION – JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	96.1%	87.6%	0.0%	0.0%	98.5%	100.0%
Airport shuttle	20.8%	0.0%	0.0%	0.0%	9.1%	20.0%
Trolley	41.0%	12.4%	0.0%	0.0%	6.1%	0.0%
Public bus	29.9%	18.8%	0.0%	0.0%	1.5%	0.0%
Tour bus/ tour van	14.5%	12.4%	0.0%	0.0%	24.2%	0.0%
Taxi/ limo	35.1%	37.5%	0.0%	0.0%	15.2%	20.0%
Rental car	24.8%	43.9%	0.0%	0.0%	56.2%	100.0%
Ride share	20.8%	0.0%	0.0%	0.0%	16.6%	20.0%
Car share	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	3.9%	0.0%	0.0%	0.0%	3.0%	0.0%

ACTIVITIES - TRANSPORTATION - JAPAN

	2017	2018	2019	2020	2022	2023
TOTAL	98.6%	95.9%	96.9%	96.8%	96.4%	96.2%
Airport shuttle	32.0%	24.0%	25.5%	28.0%	12.7%	19.5%
Trolley	56.1%	46.1%	44.1%	53.6%	19.6%	37.9%
Public bus	19.2%	16.9%	13.3%	16.0%	24.8%	27.6%
Tour bus/ tour van	31.2%	27.0%	31.1%	27.5%	8.6%	15.4%
Taxi/ limo	33.2%	31.7%	28.5%	27.8%	33.4%	34.1%
Rental car	23.4%	33.1%	32.8%	23.1%	45.3%	28.5%
Ride share	NA	3.2%	5.2%	5.3%	22.9%	20.1%
Car share	NA	NA	NA	NA	1.7%	1.3%
Bicycle rental	NA	2.9%	2.8%	4.0%	4.7%	3.8%

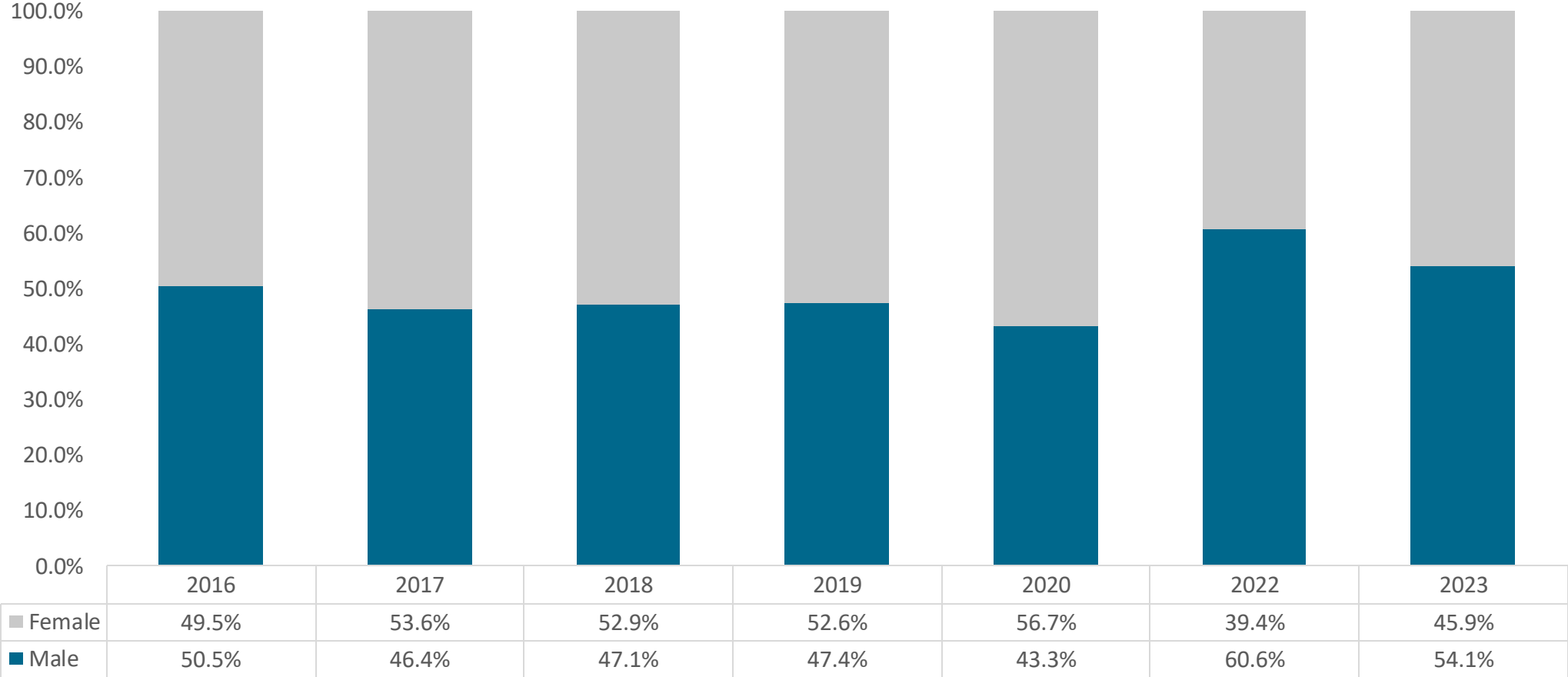
ACTIVITIES - OTHER - JAPAN

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	18.3%	31.2%	0.0%	0.0%	22.7%	0.0%
Visiting friends and family	17.6%	31.2%	0.0%	0.0%	22.7%	0.0%
Giving back to the local community	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%

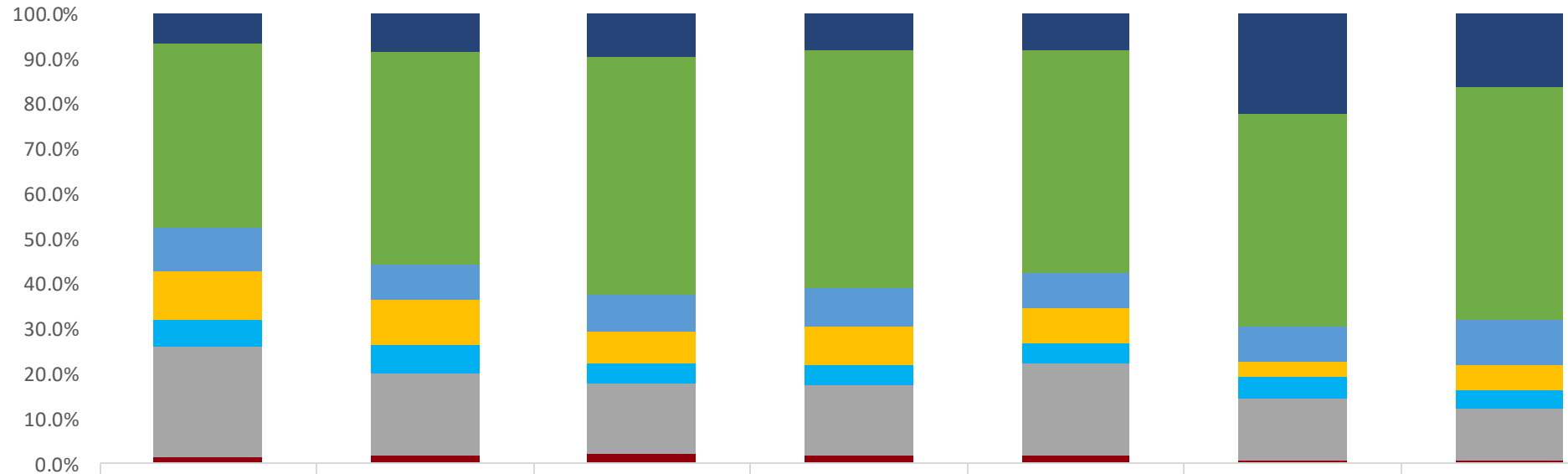
ACTIVITIES - OTHER - JAPAN

	2018	2019	2020	2022	2023
TOTAL	12.6%	11.8%	13.5%	28.6%	19.1%
Visiting friends and family	11.9%	11.3%	12.4%	28.0%	18.4%
Giving back to the local community	0.9%	0.7%	1.3%	1.2%	1.0%

VISITOR PROFILE - GENDER - JAPAN

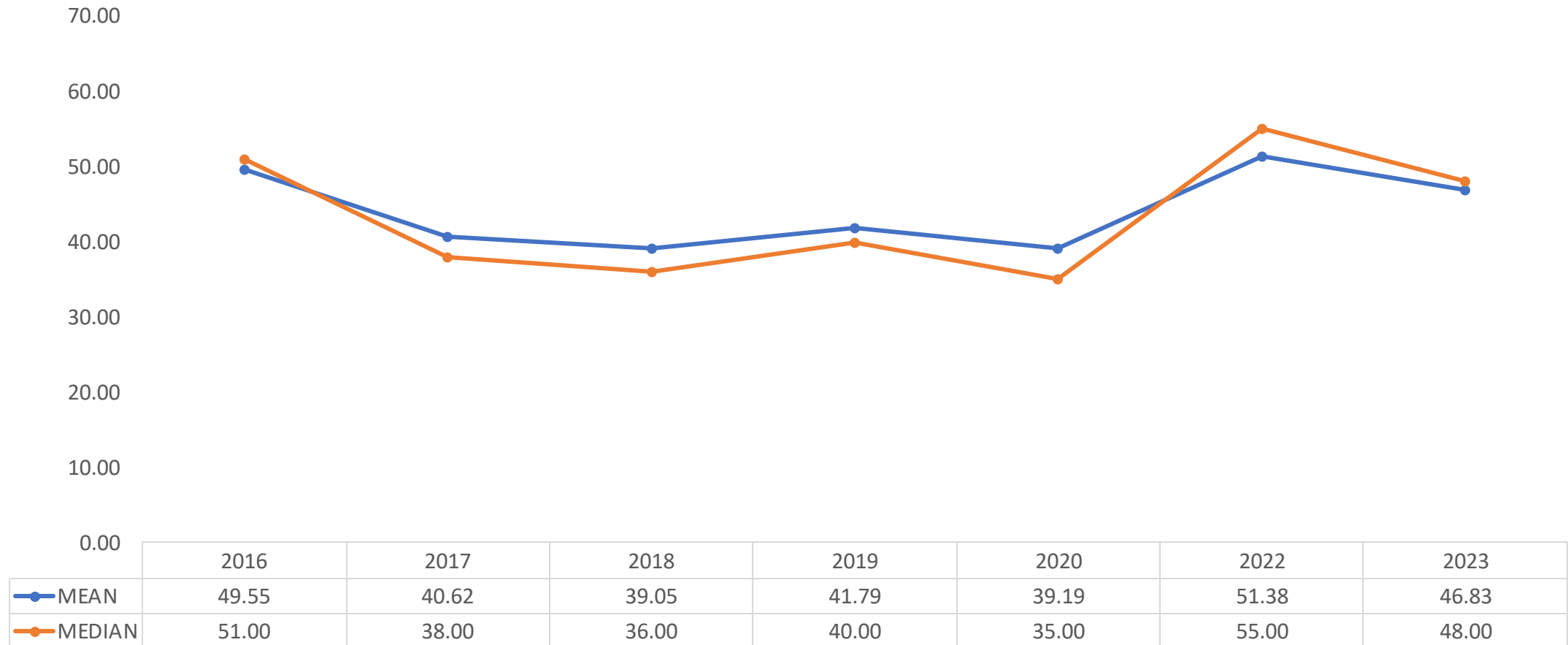


VISITOR PROFILE - EDUCATION - JAPAN

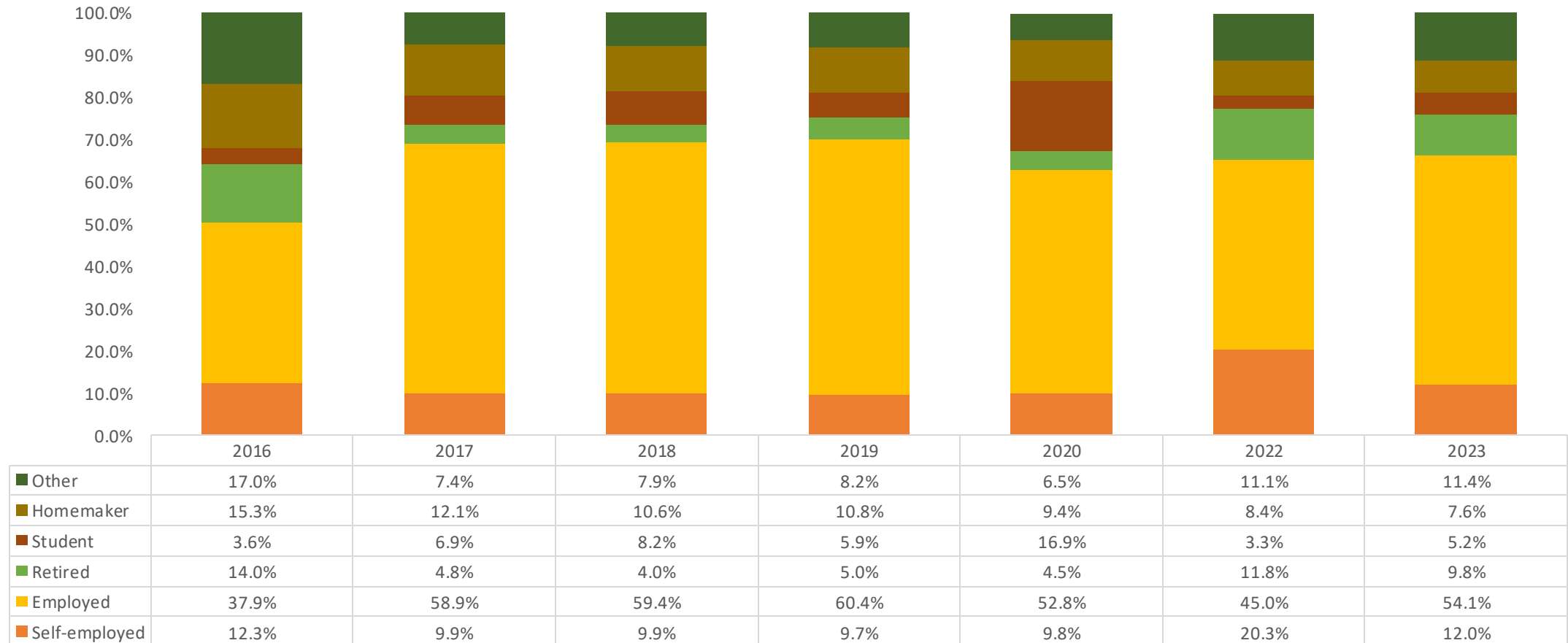


	2016	2017	2018	2019	2020	2022	2023
■ Post-Graduate	6.5%	8.4%	9.8%	8.4%	8.1%	22.3%	16.3%
■ College Grad	41.0%	47.5%	52.9%	52.6%	49.6%	47.4%	51.8%
■ Associate Degree	9.9%	7.5%	8.0%	8.6%	7.7%	7.7%	10.0%
■ Vocational/ Tech	10.7%	10.2%	7.3%	8.6%	8.1%	3.5%	5.6%
■ Some College	5.8%	6.2%	4.4%	4.5%	4.3%	4.9%	4.1%
■ H.S. Grad	24.6%	18.2%	15.6%	15.5%	20.6%	13.6%	11.5%
■ Some / No H.S.	1.4%	1.9%	2.1%	1.9%	1.6%	0.6%	0.7%

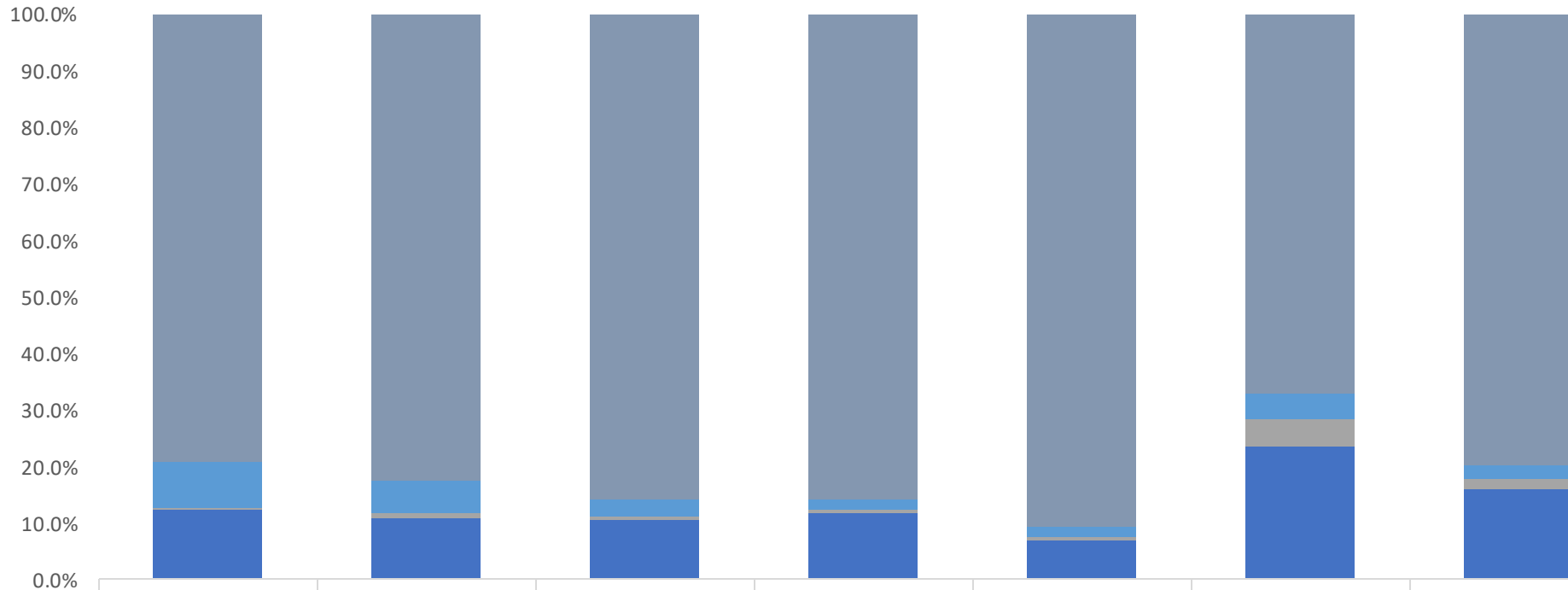
VISITOR PROFILE - AGE - JAPAN



VISITOR PROFILE - EMPLOYMENT STATUS - JAPAN



VISITOR PROFILE - HAWAI'I PROPERTY OWNER - JAPAN



	2016	2017	2018	2019	2020	2022	2023
Do not nor plan to purchase	79.0%	82.6%	85.9%	85.7%	90.6%	67.1%	79.9%
Plan to in future	8.3%	5.8%	3.0%	2.0%	1.9%	4.6%	2.4%
Other property type	0.4%	0.9%	0.6%	0.4%	0.7%	4.6%	1.6%
Timeshare	12.2%	10.8%	10.5%	11.8%	6.8%	23.6%	16.1%

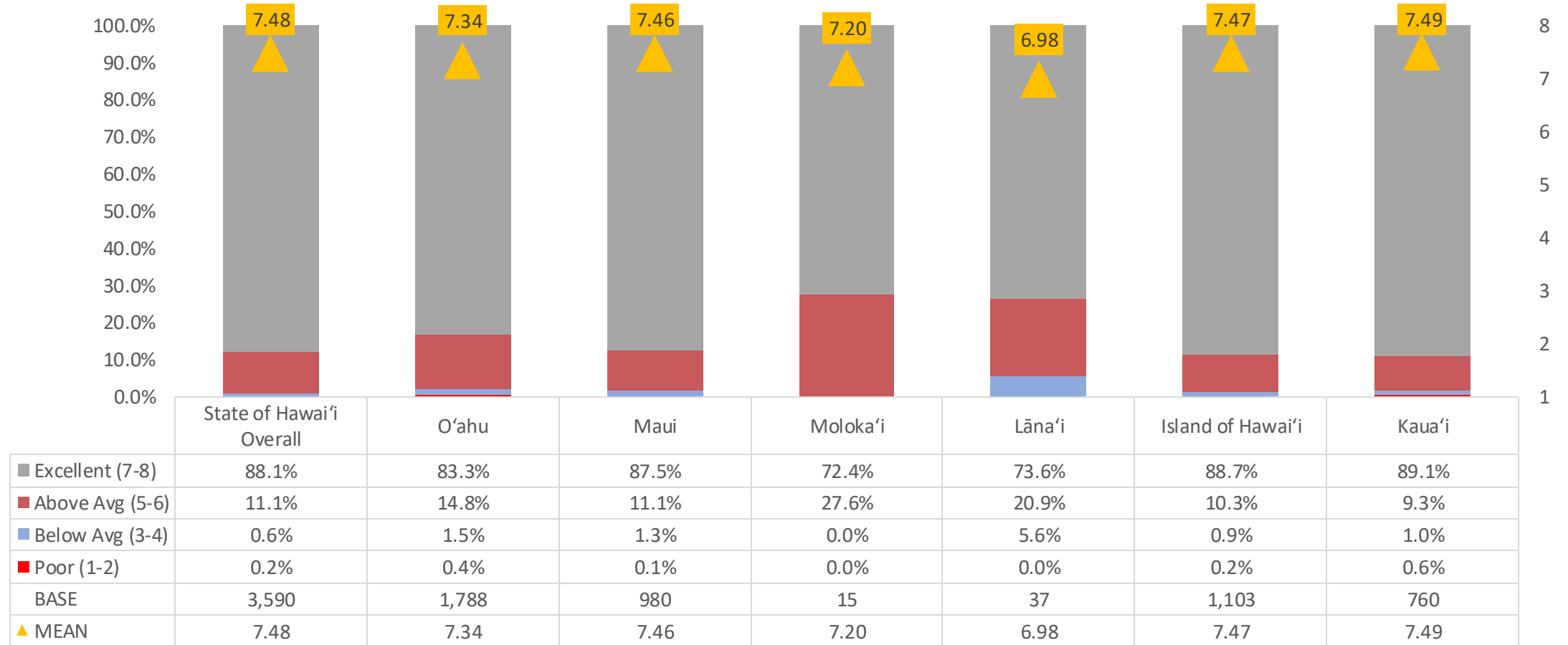
VISITOR PROFILE - HOUSEHOLD INCOME (YEN)

	2018	2019	2020	2022	2023
< ¥3.5 million	21.2%	17.0%	23.3%	7.6%	11.1%
¥3.5 - ¥4.5 million	14.1%	13.6%	12.8%	3.9%	9.5%
¥4.5 - ¥5.5 million	10.8%	10.5%	10.0%	7.8%	9.8%
¥5.5 - ¥6.5 million	7.4%	7.8%	7.5%	7.0%	7.8%
¥6.5 - ¥7.5 million	7.0%	6.2%	5.2%	4.8%	5.9%
¥7.5 - ¥8.5 million	6.8%	7.7%	9.2%	9.5%	8.6%
¥8.5 - ¥10.0 million	8.7%	9.9%	9.5%	10.5%	11.7%
¥10.0 - ¥15.0 million	13.3%	15.3%	13.1%	22.0%	14.7%
¥15.0 - ¥20.0 million	4.7%	5.8%	3.9%	11.6%	9.2%
¥20.0 million +	5.9%	6.4%	5.5%	15.3%	11.6%

Section 16 – Canada

OVERALL SATISFACTION - MOST RECENT TRIP - CANADA

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



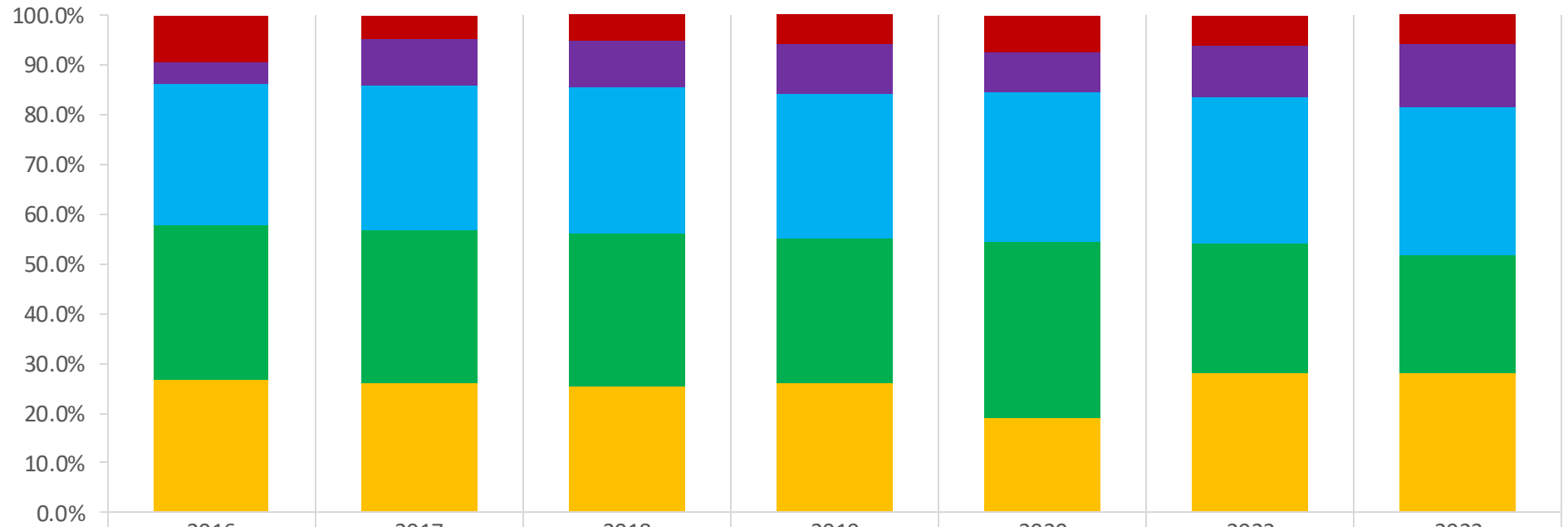
PRIMARY PURPOSE OF TRIP – CANADA

	2018	2019	2020	2022	2023
Vacation	74.3%	74.5%	84.6%	79.8%	79.0%
Visit friends/ relatives	3.1%	2.9%	4.3%	5.3%	6.0%
Convention/ conference	1.8%	1.4%	1.8%	1.4%	2.9%
Honeymoon	2.8%	2.6%	1.7%	3.3%	2.1%
Anniversary/ birthday	5.7%	6.8%	1.6%	2.0%	2.3%
Sports event	0.0%	0.0%	0.5%	1.4%	1.3%

PRIMARY + SECONDARY PURPOSE OF TRIP - CANADA

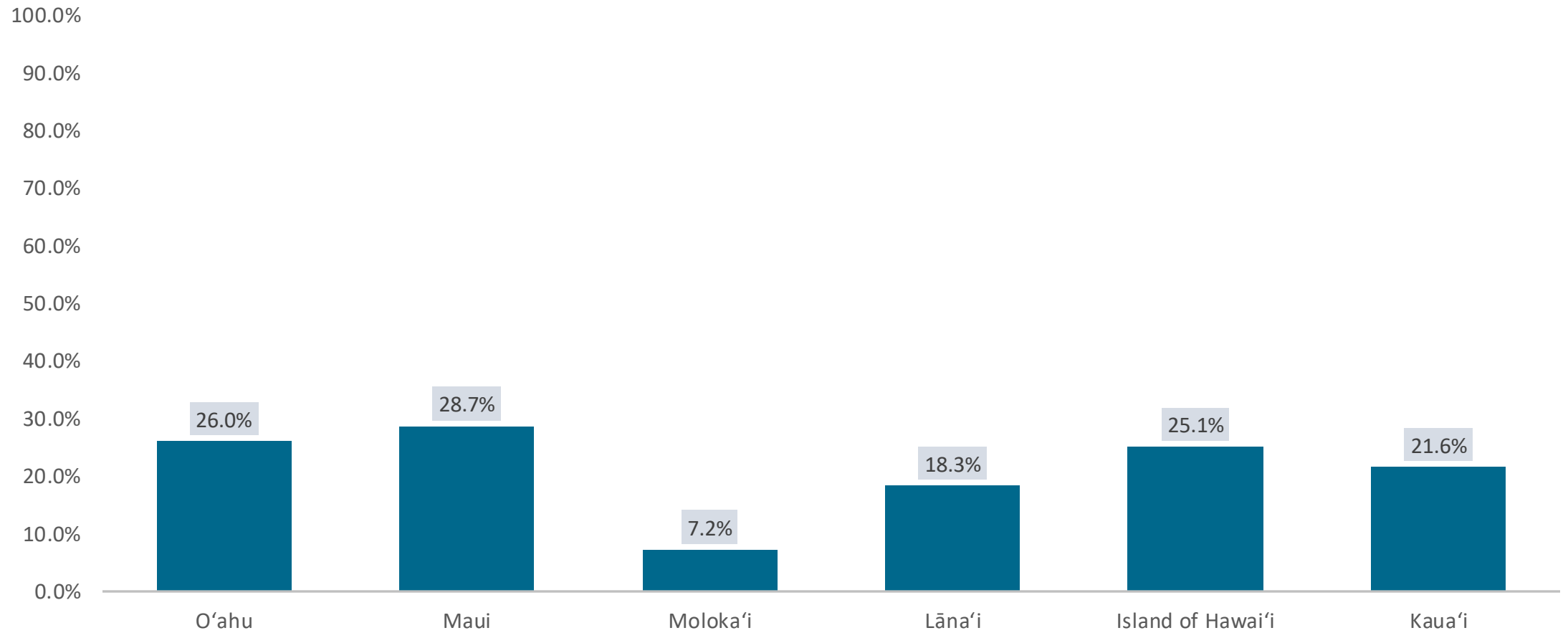
	2018	2019	2020	2022	2023
Vacation	91.4%	91.7%	94.8%	92.7%	92.8%
Visit friends/ relatives	8.4%	7.1%	11.7%	11.9%	12.3%
Anniversary/ birthday	12.1%	13.6%	3.2%	4.1%	4.9%
Convention/ conference	2.5%	2.1%	2.8%	1.9%	3.6%
Honeymoon	2.9%	2.9%	2.0%	4.4%	2.7%
Other business	0.0%	0.0%	1.2%	1.9%	2.1%
Incentive trip	1.5%	1.2%	1.8%	2.1%	2.1%
Sports event	0.0%	0.0%	1.3%	1.8%	1.5%
Attend wedding/ vow renewal	3.2%	2.4%	0.8%	2.0%	1.4%

VACATION TRIP DESCRIPTION - CANADA

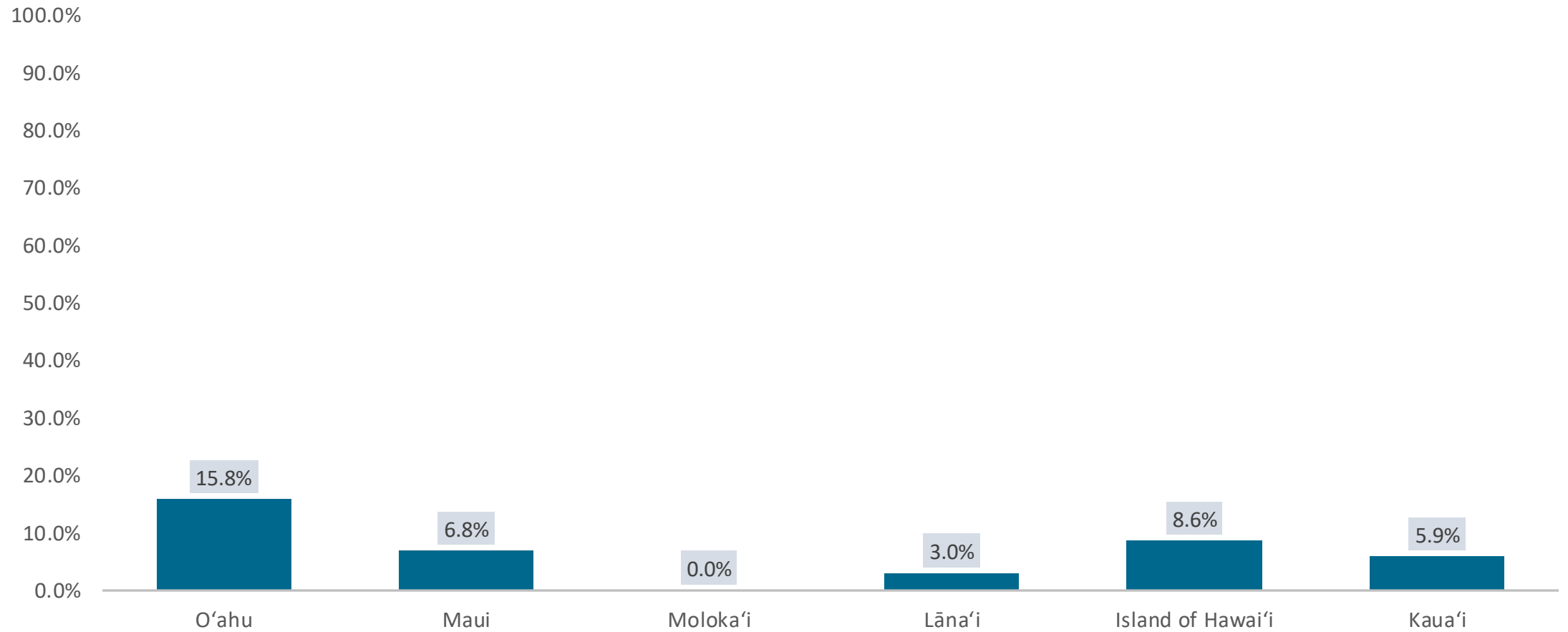


	2016	2017	2018	2019	2020	2022	2023
Other	9.3%	4.8%	5.3%	5.8%	7.2%	5.8%	5.9%
Once-in-a-lifetime	4.6%	9.4%	9.3%	10.0%	8.2%	10.5%	12.6%
More special than most trips	28.2%	29.1%	29.5%	29.1%	29.9%	29.5%	29.7%
Annual/ Semi-annual trip	31.1%	30.8%	30.7%	29.0%	35.5%	26.1%	23.7%
Special occasion	26.8%	25.9%	25.3%	26.2%	19.1%	27.9%	28.2%

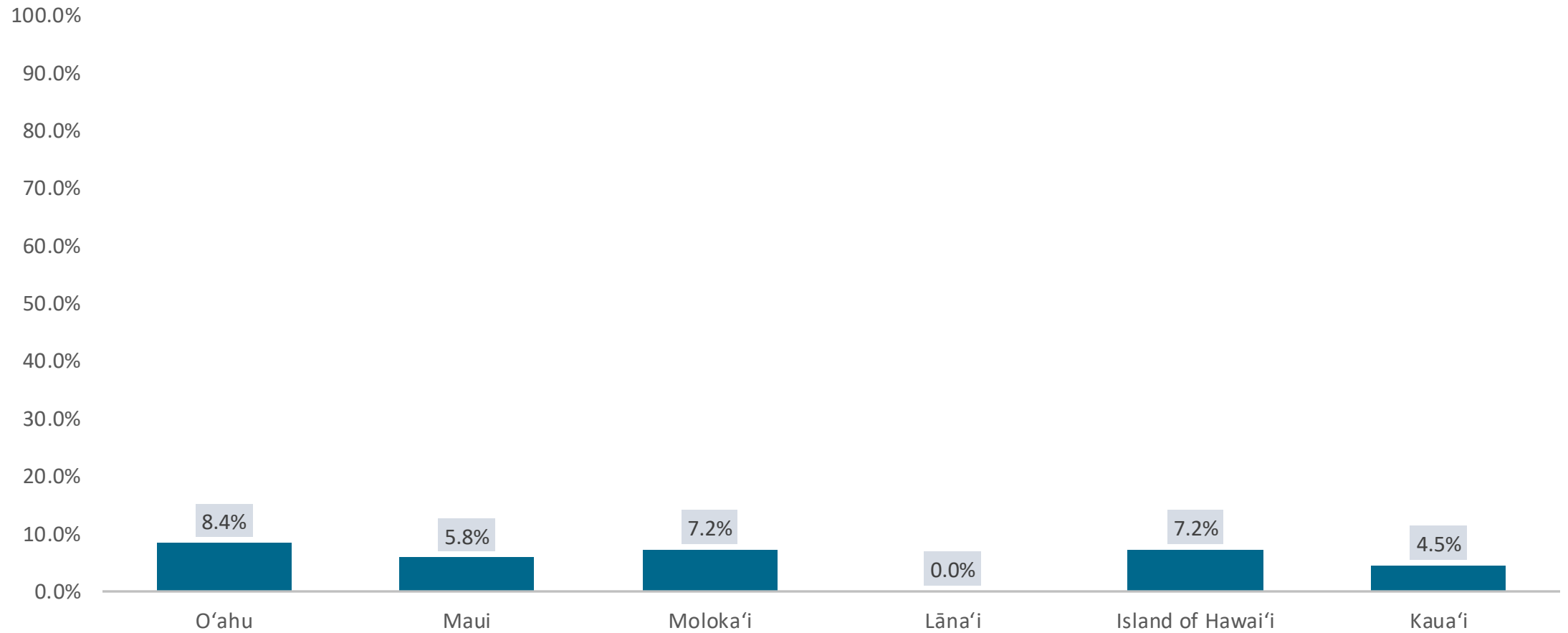
ADVERTISING AWARENESS - CANADA



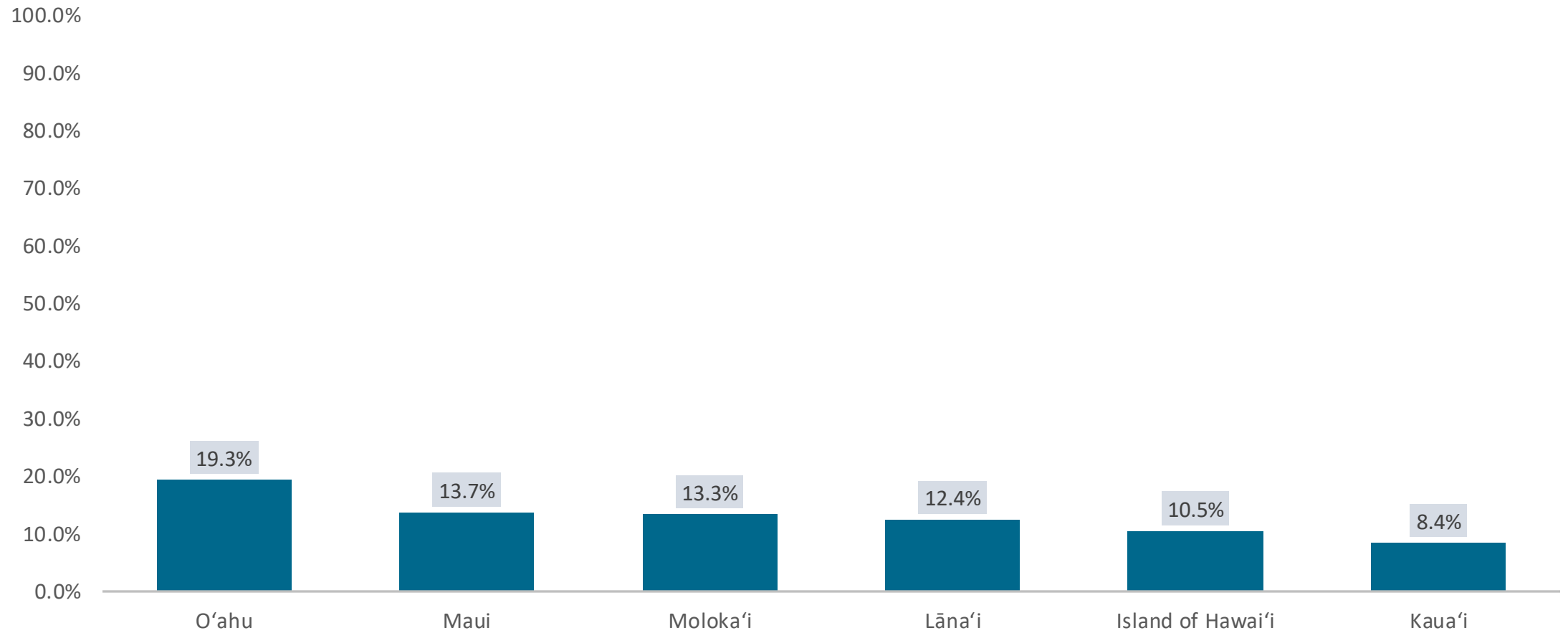
IMPACT OF LOCATION FILMING - CANADA



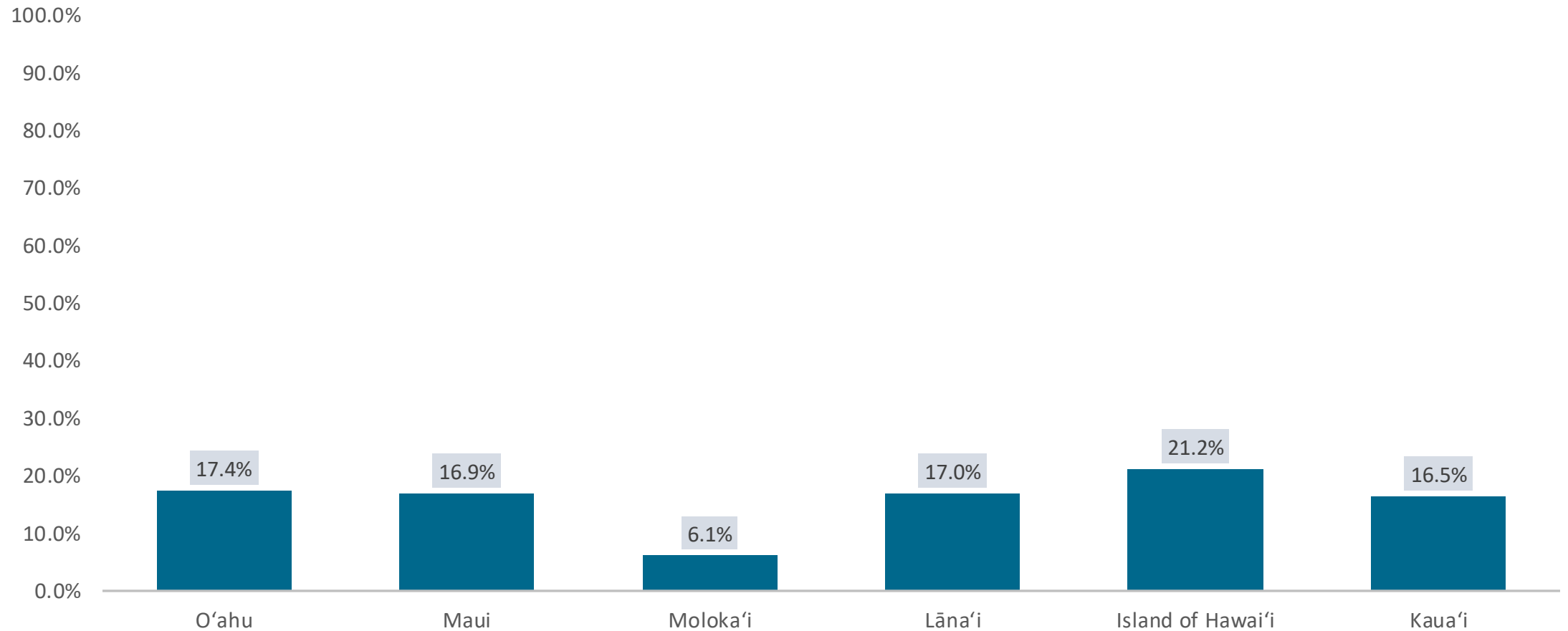
IMPACT OF HAWAIIAN MUSIC - CANADA



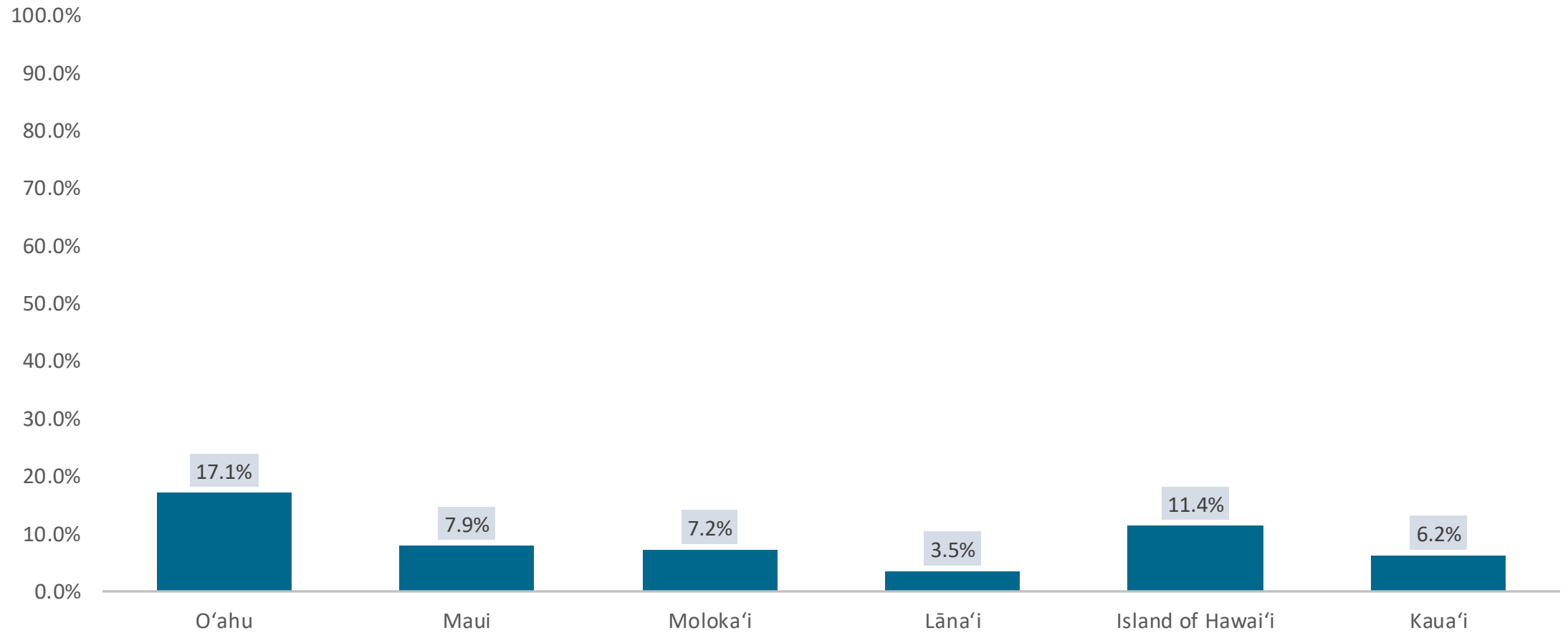
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - CANADA



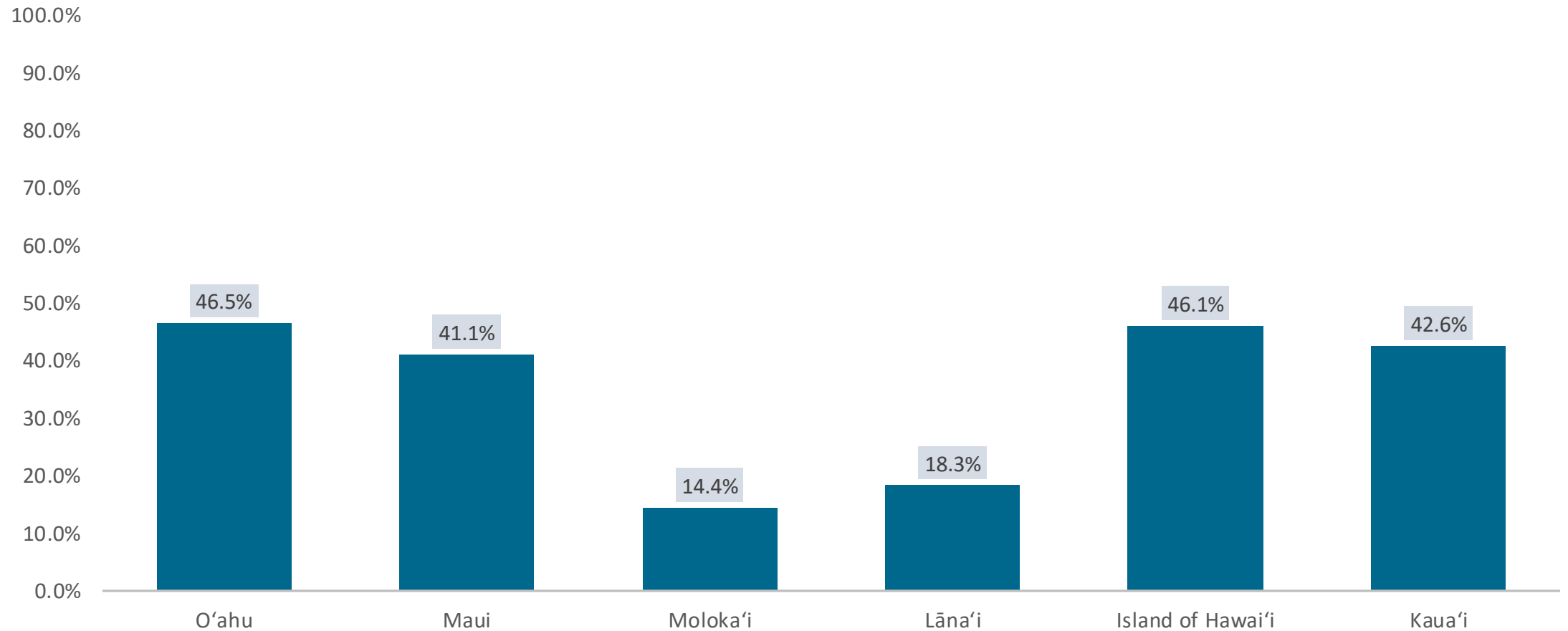
IMPACT OF OUTDOOR/ SPORTING EVENTS - CANADA



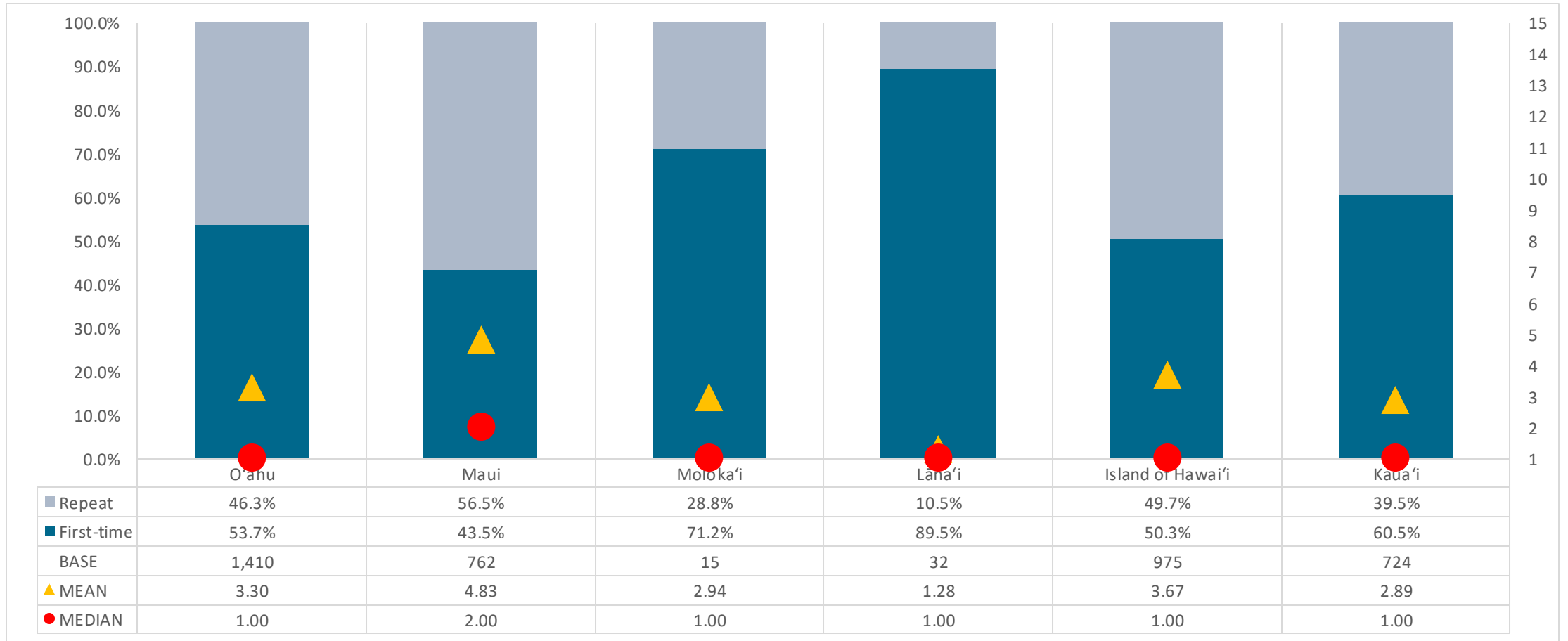
IMPACT OF HAWAIIAN CULTURAL EVENTS - CANADA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - CANADA



1ST TIME VS REPEAT VISITORS - CANADA

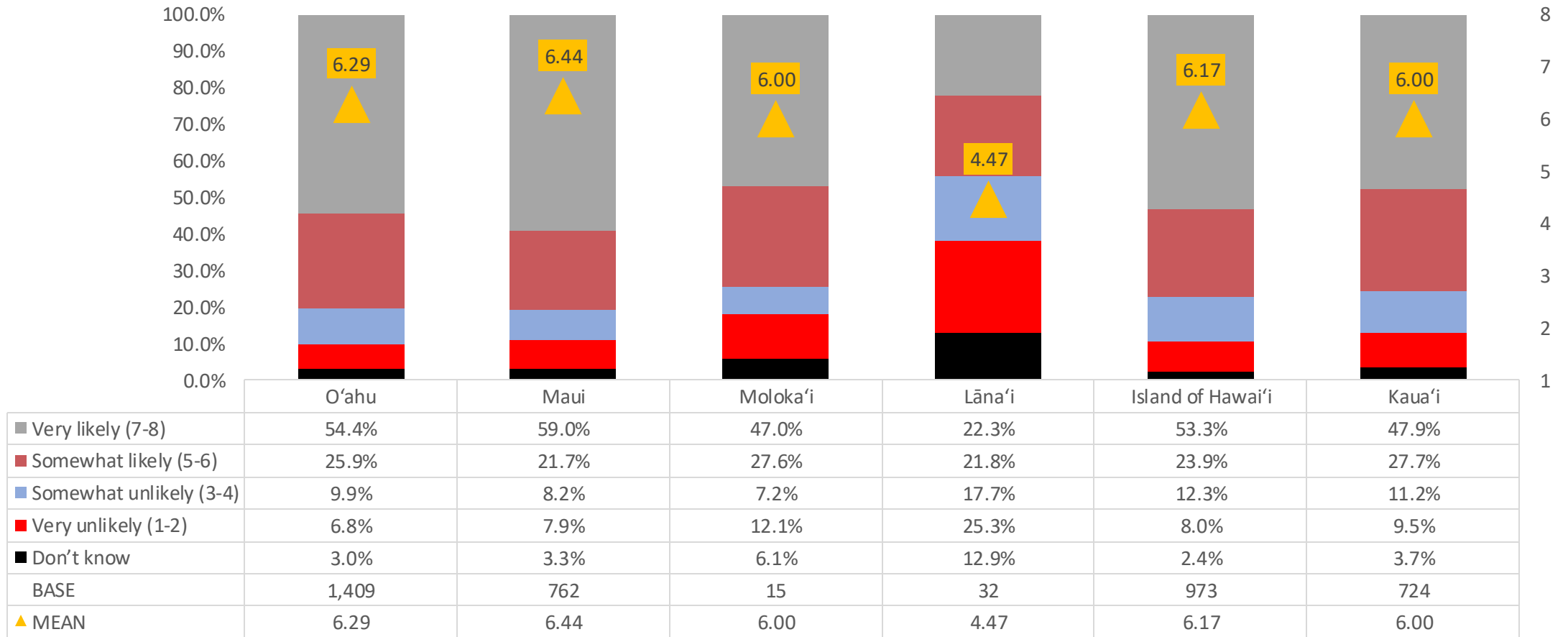


TRAVEL PARTY MEMBERS - CANADA

	2016	2017	2018	2019	2020	2022	2023
My spouse	69.7%	66.6%	63.3%	62.1%	66.4%	64.2%	61.3%
Other adult members of my family	27.2%	25.1%	28.6%	28.3%	27.3%	29.9%	27.7%
My child(ren)/ grandchild(ren) under 18	23.2%	23.9%	22.9%	23.7%	17.7%	25.1%	23.9%
My friends/ associates	18.6%	17.9%	18.2%	17.0%	17.9%	16.9%	16.0%
Myself only (traveled alone/ no one else)	6.6%	6.4%	6.0%	6.0%	6.4%	6.0%	7.4%
My girlfriend/ boyfriend	6.7%	7.0%	8.3%	8.6%	6.9%	7.1%	7.0%
Same-gender partner	0.6%	0.9%	0.9%	1.2%	0.9%	0.5%	1.0%

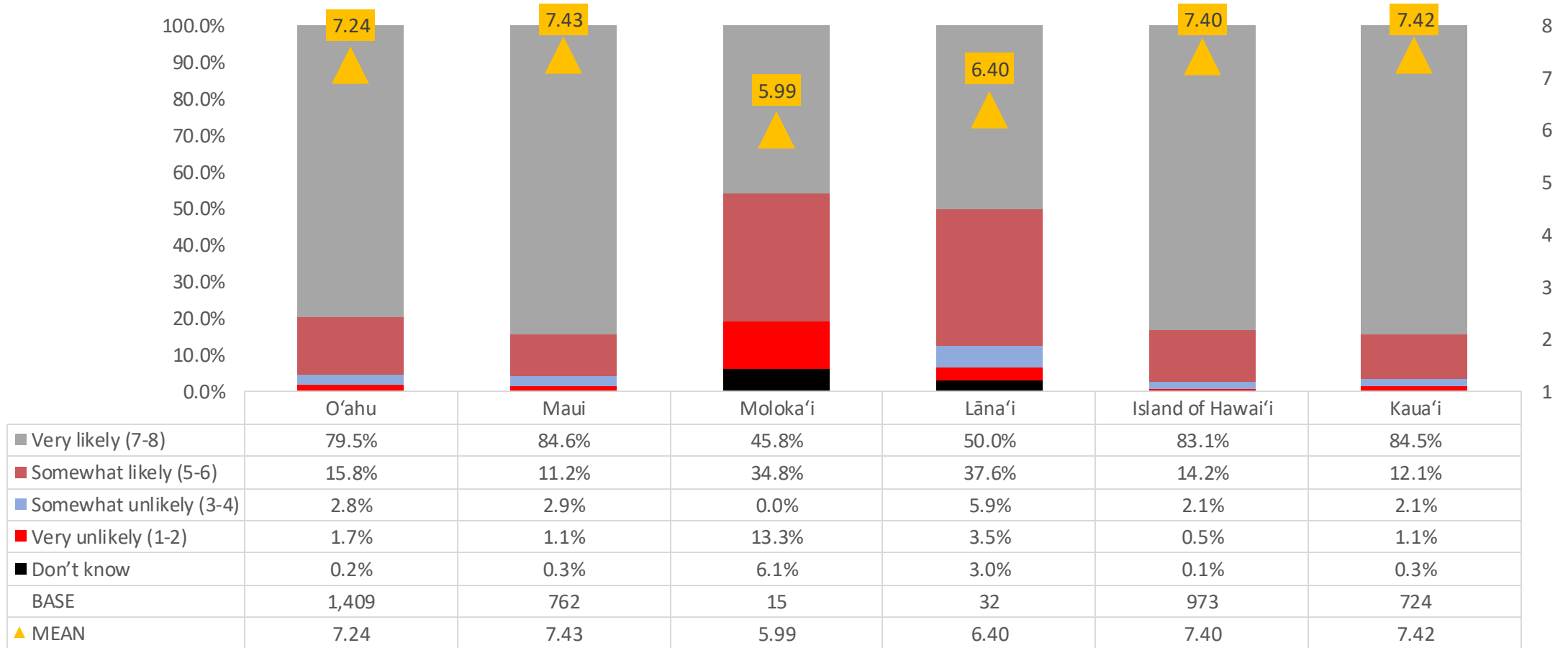
LIKELIHOOD OF RETURN VISIT - CANADA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – CANADA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.5%	98.9%	93.9%	100.0%	98.5%	99.3%
On own (self-guided)/ driving around the island	76.1%	87.3%	62.5%	37.1%	87.5%	84.6%
Helicopter ride/ airplane tour	1.8%	3.0%	0.0%	3.0%	3.4%	14.1%
Boat tour/ submarine ride/ whale watching	20.6%	28.6%	26.5%	33.6%	24.0%	25.7%
Visiting towns/ communities	44.3%	58.9%	21.6%	18.8%	62.6%	65.0%
Private limousine/ van tour/ tour bus	15.7%	5.5%	12.1%	12.4%	8.1%	6.9%
Scenic views/ natural landmarks	62.8%	62.9%	14.4%	27.7%	68.9%	72.3%
Movie and TV filming location tours	11.5%	0.4%	0.0%	0.0%	1.2%	5.2%

ACTIVITIES - SIGHTSEEING - CANADA

	2017	2018	2019	2020	2022	2023
TOTAL	97.9%	96.7%	96.2%	95.7%	98.3%	98.5%
On own (self-guided)/ driving around the island	87.5%	85.5%	84.0%	84.0%	85.6%	84.3%
Helicopter ride/ airplane tour	10.1%	8.9%	7.6%	3.6%	6.3%	5.0%
Boat tour/ submarine ride/ whale watching	29.6%	25.2%	25.7%	27.8%	26.5%	25.6%
Visiting towns/ communities	40.0%	59.5%	57.0%	58.0%	59.7%	56.8%
Private limousine/ van tour/ tour bus	11.2%	10.8%	9.7%	9.1%	9.5%	10.6%
Scenic views/ natural landmarks	76.6%	68.0%	65.2%	63.4%	67.7%	66.5%
Movie and TV filming location tours	5.9%	5.0%	5.1%	3.7%	5.9%	5.8%

ACTIVITIES - RECREATION - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	97.9%	98.6%	92.8%	90.0%	98.3%	97.0%
Beach/ sunbathing	89.5%	91.9%	53.0%	71.2%	85.8%	85.2%
Bodyboarding	9.2%	14.5%	7.2%	10.0%	14.2%	12.0%
Stand-up paddle boarding	6.7%	4.6%	14.4%	5.9%	3.7%	2.5%
Surfing	13.5%	10.0%	0.0%	0.0%	4.5%	7.5%
Canoeing/ kayaking	4.8%	4.6%	0.0%	3.0%	4.3%	7.3%
Swimming in the ocean	73.2%	77.8%	47.0%	37.6%	74.3%	67.8%
Snorkeling	38.5%	55.3%	26.5%	40.6%	58.6%	44.2%
Freediving	1.2%	1.4%	7.2%	0.0%	1.2%	0.4%
Windsurfing/ kitesurfing	0.2%	0.7%	0.0%	0.0%	0.3%	0.3%
Jet skiing/ parasailing	1.8%	0.4%	0.0%	0.0%	1.0%	0.0%
Scuba diving	1.9%	2.6%	7.2%	0.0%	2.9%	1.5%
Fishing	1.7%	1.9%	19.3%	0.0%	3.1%	1.8%
Golf	3.9%	10.2%	6.1%	3.5%	10.5%	8.5%

ACTIVITIES - RECREATION - CANADA

	2017	2018	2019	2020	2022	2023
TOTAL	98.7%	98.2%	98.6%	98.2%	98.7%	98.3%
Beach/ sunbathing	91.2%	90.6%	90.7%	89.9%	90.3%	89.1%
Bodyboarding	23.9%	17.1%	17.2%	12.4%	14.9%	12.6%
Stand-up paddle boarding	*	*	*	3.8%	5.6%	5.2%
Surfing	12.0%	10.5%	10.3%	7.5%	10.3%	9.9%
Canoeing/ kayaking	8.4%	7.0%	6.4%	5.9%	7.8%	5.5%
Swimming in the ocean	NA	76.5%	77.6%	69.7%	77.4%	74.6%
Snorkeling	NA	54.0%	55.3%	46.8%	52.1%	49.4%
Freediving	NA	NA	NA	1.0%	1.3%	1.2%
Windsurfing/ kitesurfing	0.8%	0.5%	0.3%	0.3%	0.2%	0.4%
Jet skiing/ parasailing	1.3%	1.2%	1.0%	0.5%	1.1%	1.0%
Scuba diving	5.0%	3.6%	3.1%	3.3%	3.3%	2.4%
Fishing	2.5%	2.4%	2.4%	2.2%	2.3%	2.4%
Golf	9.5%	8.0%	7.5%	9.1%	9.6%	8.1%

* Combined with bodyboarding

ACTIVITIES - RECREATION - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	97.9%	98.6%	92.8%	90.0%	98.3%	97.0%
Running/ jogging/ fitness walking	25.4%	33.6%	14.4%	12.4%	29.0%	28.6%
Cycling	3.4%	3.7%	0.0%	5.9%	6.0%	7.8%
Spa	5.0%	4.0%	0.0%	3.0%	5.7%	3.2%
Hiking	47.4%	43.2%	42.0%	18.3%	53.6%	53.4%
Backpacking/ camping	1.5%	1.9%	0.0%	0.0%	1.4%	4.2%
Agritourism	12.6%	6.4%	14.4%	0.0%	14.4%	8.1%
Sports event or tournament	1.5%	0.5%	0.0%	0.0%	3.8%	0.4%
Parks/ botanical gardens	40.0%	31.6%	12.1%	14.8%	47.1%	39.3%
Waterparks	1.7%	2.7%	0.0%	0.0%	1.2%	0.7%
Mountain tubing/ waterfall rappel	0.4%	0.5%	0.0%	3.5%	0.7%	7.0%
Zip-lining	1.8%	2.2%	6.1%	0.0%	2.0%	2.8%
Skydiving	0.2%	0.0%	0.0%	0.0%	0.1%	0.1%
All-terrain vehicle (ATV)	4.0%	0.8%	0.0%	3.0%	1.1%	2.1%
Horseback riding	0.8%	0.4%	0.0%	3.0%	1.5%	0.7%

ACTIVITIES - RECREATION - CANADA

	2017	2018	2019	2020	2022	2023
TOTAL	98.7%	98.2%	98.6%	98.2%	98.7%	98.3%
Running/ jogging/ fitness walking	41.0%	33.1%	28.9%	37.1%	32.2%	29.9%
Cycling	NA	NA	NA	NA	5.9%	5.3%
Spa	6.6%	6.7%	6.4%	4.8%	5.5%	4.9%
Hiking	29.3%	35.5%	52.2%	45.1%	52.4%	50.5%
Backpacking/ camping	*	*	2.6%	3.0%	1.8%	2.2%
Agritourism	9.5%	12.5%	12.1%	11.6%	11.5%	11.7%
Sports event or tournament	3.2%	3.6%	2.8%	2.9%	2.5%	1.8%
Parks/ botanical gardens	46.2%	43.4%	39.8%	39.7%	40.0%	41.4%
Waterparks	NA	1.6%	1.7%	1.1%	1.7%	1.7%
Mountain tubing/ waterfall rappel	NA	1.5%	1.8%	1.4%	1.5%	1.9%
Zip-lining	NA	3.6%	3.2%	1.8%	3.2%	2.3%
Skydiving	NA	0.4%	0.3%	0.3%	0.4%	0.1%
All-terrain vehicle (ATV)	NA	2.3%	2.3%	2.0%	3.4%	2.5%
Horseback riding	NA	1.9%	1.8%	1.5%	1.5%	0.9%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.2%	97.8%	86.7%	67.7%	98.6%	96.1%
Lunch/ sunset/ dinner/ evening cruise	22.4%	19.9%	25.4%	24.2%	21.4%	21.2%
Live music/ stage show	33.0%	24.0%	20.5%	15.3%	22.8%	23.3%
Nightclub/ dancing/ bar/ karaoke	8.4%	6.9%	6.1%	3.0%	4.5%	1.9%
Fine dining	40.8%	43.5%	27.6%	21.2%	36.1%	34.3%
Family restaurant	66.6%	61.5%	47.0%	12.9%	62.7%	51.8%
Fast food	55.6%	36.3%	21.6%	15.3%	35.4%	31.1%
Food truck	51.1%	45.9%	21.6%	11.8%	24.6%	44.5%
Café/ coffee house	55.8%	52.0%	33.7%	18.3%	54.2%	53.3%
Ethnic dining	27.0%	16.0%	13.3%	6.5%	17.4%	19.1%
Farm-to-table cuisine	10.8%	15.2%	7.2%	3.0%	15.3%	13.7%
Prepared own meal	35.4%	68.0%	49.2%	10.5%	66.4%	62.5%

ACTIVITIES - ENTERTAINMENT & DINING - CANADA

	2017	2018	2019	2020	2022	2023
TOTAL	99.0%	98.6%	98.4%	98.9%	99.2%	98.5%
Lunch/ sunset/ dinner/ evening cruise	27.4%	21.9%	21.2%	19.8%	21.0%	22.6%
Live music/ stage show	33.0%	33.3%	30.7%	30.0%	28.8%	28.6%
Nightclub/ dancing/ bar/ karaoke	8.3%	8.6%	7.2%	6.6%	6.1%	6.2%
Fine dining	47.5%	48.1%	44.8%	46.2%	43.8%	40.2%
Family restaurant	71.9%	63.4%	62.8%	64.2%	63.1%	63.1%
Fast food	44.1%	47.1%	45.0%	45.4%	46.8%	43.4%
Food truck	NA	35.2%	36.1%	32.4%	44.6%	43.2%
Café/ coffee house	54.8%	52.4%	52.1%	52.4%	56.8%	55.6%
Ethnic dining	26.5%	26.7%	25.6%	22.8%	23.4%	21.9%
Farm-to-table cuisine	NA	NA	NA	NA	13.2%	14.0%
Prepared own meal	69.3%	68.2%	66.8%	66.5%	61.0%	56.9%

ACTIVITIES - SHOPPING - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	98.0%	96.8%	80.7%	64.2%	98.2%	96.2%
Malls/ department stores	71.0%	50.4%	25.4%	21.2%	43.0%	36.7%
Designer boutiques	17.4%	18.6%	12.1%	3.5%	14.3%	16.7%
Hotel/ resort stores	38.4%	23.0%	13.3%	9.4%	28.4%	18.9%
Swap meet/ flea market	15.5%	17.7%	0.0%	3.0%	9.2%	6.4%
Discount/ outlet stores	18.0%	19.3%	0.0%	5.9%	14.3%	12.4%
Supermarkets	51.2%	73.4%	42.0%	5.9%	70.5%	67.8%
Farmer's market	29.1%	36.6%	40.9%	12.9%	56.9%	47.6%
Convenience stores	65.1%	51.0%	33.7%	18.3%	43.7%	41.9%
Duty free stores	8.7%	4.5%	0.0%	0.0%	2.4%	1.7%
Hawai'i-made products	46.1%	45.2%	27.6%	12.4%	46.9%	47.3%
Local shops and artisans	49.4%	64.2%	39.8%	28.2%	61.8%	68.3%

ACTIVITIES - SHOPPING - CANADA

	2017	2018	2019	2020	2022	2023
TOTAL	97.8%	97.4%	96.5%	97.5%	98.1%	98.0%
Malls/ department stores	59.7%	59.1%	56.2%	54.8%	57.1%	55.8%
Designer boutiques	25.4%	19.9%	18.4%	19.2%	20.8%	17.5%
Hotel/ resort stores	27.5%	27.4%	28.8%	28.0%	31.8%	30.5%
Swap meet/ flea market	23.0%	17.4%	16.7%	18.6%	13.7%	13.5%
Discount/ outlet stores	25.6%	22.5%	22.6%	23.4%	19.8%	17.0%
Supermarkets	66.0%	73.9%	72.3%	74.7%	68.7%	65.5%
Farmer's market	42.4%	44.7%	43.1%	43.2%	42.8%	43.4%
Convenience stores	50.0%	52.7%	51.9%	54.1%	55.8%	54.0%
Duty free stores	5.9%	7.4%	6.5%	4.8%	5.3%	5.3%
Hawai'i-made products	NA	NA	NA	NA	47.2%	47.3%
Local shops and artisans	71.7%	66.7%	64.7%	65.3%	61.1%	60.2%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	76.9%	59.0%	39.8%	45.9%	75.8%	64.9%
Historic military sites and museums	40.8%	4.3%	13.3%	10.0%	11.5%	4.8%
Historic Hawaiian sites and museums	32.3%	20.5%	20.5%	12.9%	45.6%	30.8%
Other historical sites, museums, and homes	12.6%	10.1%	19.3%	5.9%	15.4%	10.1%
Art museums	5.1%	2.1%	0.0%	0.0%	1.9%	1.6%
Art galleries and exhibitions	6.2%	13.5%	0.0%	3.0%	11.2%	12.2%
Lū'au/ Polynesian show/ hula show	35.7%	22.3%	6.1%	14.8%	24.1%	21.7%
Lesson- ex. ukulele, hula, canoe, lei making	6.9%	3.1%	7.2%	0.0%	3.7%	4.5%
Play/ concert/ theatre	4.3%	4.1%	6.1%	0.0%	2.4%	0.8%
Art/ craft fair	5.2%	12.9%	13.3%	8.9%	12.3%	14.3%
Festival/ events	7.0%	3.1%	0.0%	5.9%	5.8%	5.2%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - CANADA

	2017	2018	2019	2020	2022	2023
TOTAL	74.7%	72.9%	69.7%	68.0%	70.2%	72.5%
Historic military sites and museums	23.6%	16.8%	16.7%	16.3%	17.7%	20.3%
Historic Hawaiian sites and museums	NA	NA	NA	NA	31.6%	34.3%
Other historical sites, museums, and homes	33.1%	29.4%	26.5%	29.1%	12.9%	13.0%
Art museums	*	*	*	*	3.4%	3.2%
Art galleries and exhibitions	*	*	*	*	11.5%	10.4%
Lū'au/ Polynesian show/ hula show	36.5%	34.4%	32.9%	28.4%	27.6%	29.0%
Lesson- ex. ukulele, hula, canoe, lei making	5.1%	8.2%	7.4%	7.0%	3.7%	5.2%
Play/ concert/ theatre	6.1%	5.5%	4.4%	4.6%	2.7%	3.3%
Art/ craft fair	14.2%	14.5%	13.7%	14.0%	10.7%	11.0%
Festival/ events	10.4%	6.0%	5.0%	4.8%	3.6%	5.9%

* Combined Museum/ Art galleries as single option

ACTIVITIES – TRANSPORTATION – CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	95.8%	96.8%	72.4%	61.3%	94.0%	95.8%
Airport shuttle	16.9%	10.4%	6.1%	11.8%	15.6%	13.6%
Trolley	6.7%	4.5%	0.0%	10.0%	3.7%	1.1%
Public bus	21.7%	4.9%	7.2%	5.9%	4.1%	3.1%
Tour bus/ tour van	16.3%	6.2%	24.3%	30.6%	8.2%	9.6%
Taxi/ limo	21.3%	7.1%	12.1%	0.0%	9.6%	7.4%
Rental car	55.5%	81.9%	34.8%	18.3%	78.3%	78.0%
Ride share	34.9%	13.2%	6.1%	0.0%	12.2%	5.4%
Car share	7.1%	2.7%	0.0%	0.0%	4.0%	4.6%
Bicycle rental	2.8%	1.7%	0.0%	5.9%	1.9%	4.0%

ACTIVITIES – TRANSPORTATION – CANADA

	2017	2018	2019	2020	2022	2023
TOTAL	97.8%	96.0%	95.3%	96.8%	95.7%	95.5%
Airport shuttle	23.8%	22.2%	18.6%	19.6%	15.8%	15.4%
Trolley	4.7%	4.5%	5.5%	6.6%	4.4%	4.8%
Public bus	12.6%	11.1%	10.4%	12.0%	8.8%	11.0%
Tour bus/ tour van	11.5%	12.4%	10.9%	11.6%	10.0%	11.4%
Taxi/ limo	17.5%	15.3%	13.0%	14.6%	14.9%	13.6%
Rental car	82.8%	81.1%	79.9%	79.8%	74.7%	71.8%
Ride share	NA	9.1%	13.7%	12.5%	19.1%	19.9%
Care share	NA	NA	NA	NA	5.8%	5.1%
Bicycle rental	NA	3.4%	3.2%	3.7%	3.6%	2.7%

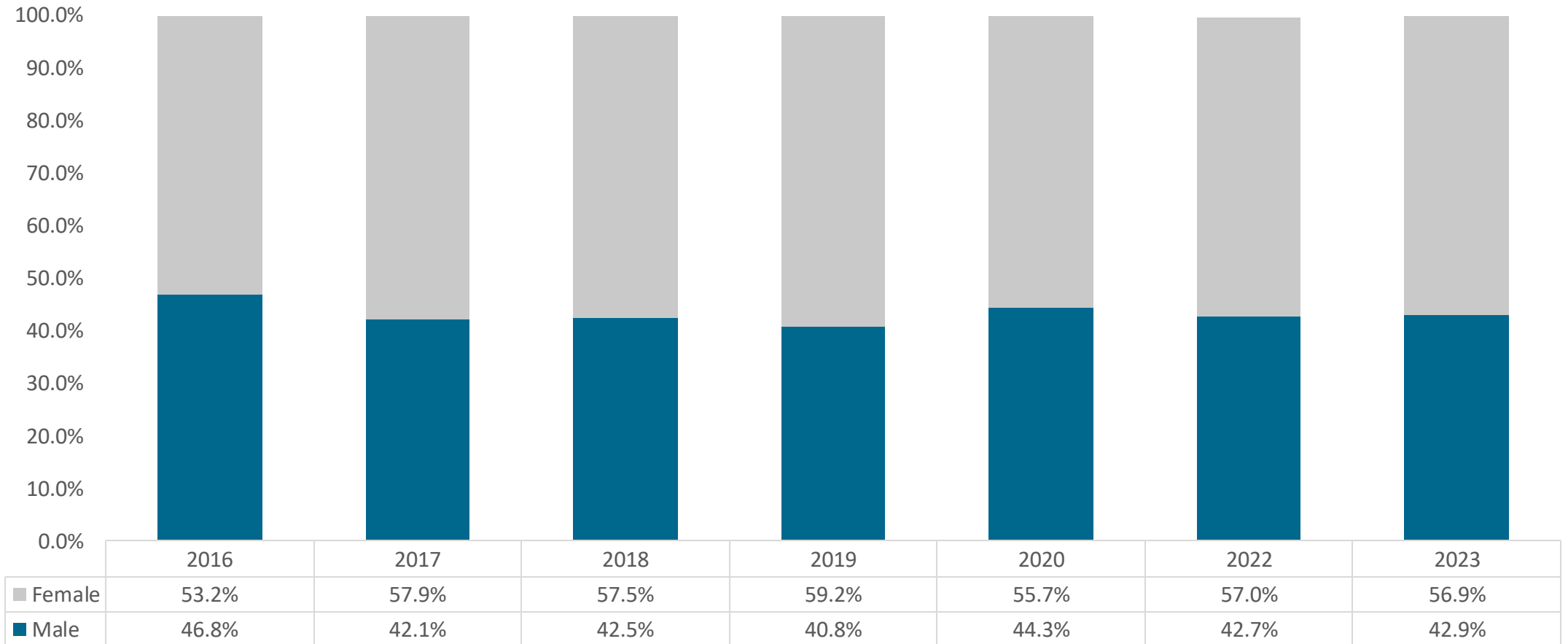
ACTIVITIES - OTHER - CANADA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	22.9%	23.4%	21.6%	3.0%	21.9%	18.3%
Visiting friends and family	20.2%	18.7%	21.6%	3.0%	19.4%	15.2%
Giving back to the local community	3.2%	5.4%	0.0%	0.0%	3.6%	4.2%

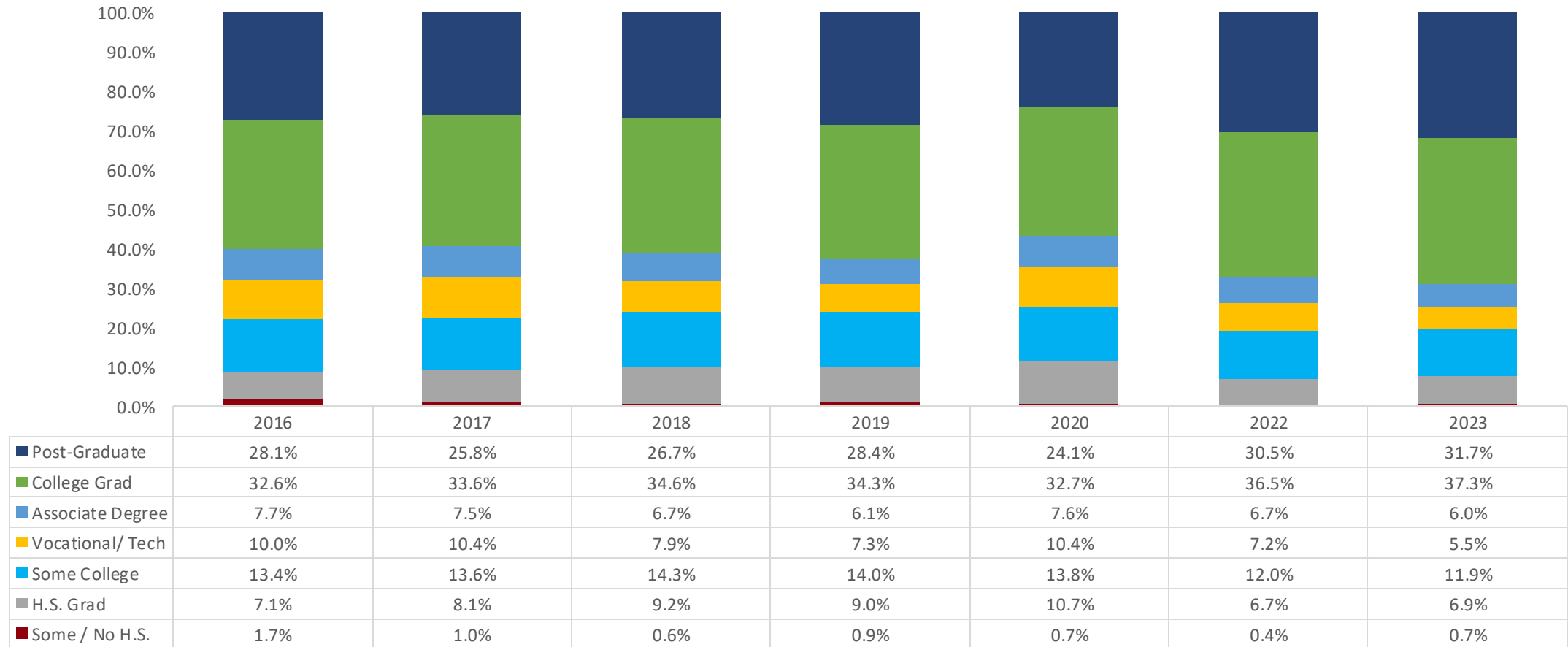
ACTIVITIES - OTHER - CANADA

	2018	2019	2020	2022	2023
TOTAL	20.1%	18.6%	23.5%	23.5%	23.2%
Visiting friends and family	19.0%	17.9%	22.6%	21.1%	20.0%
Giving back to the local community	1.3%	0.9%	1.3%	3.4%	4.1%

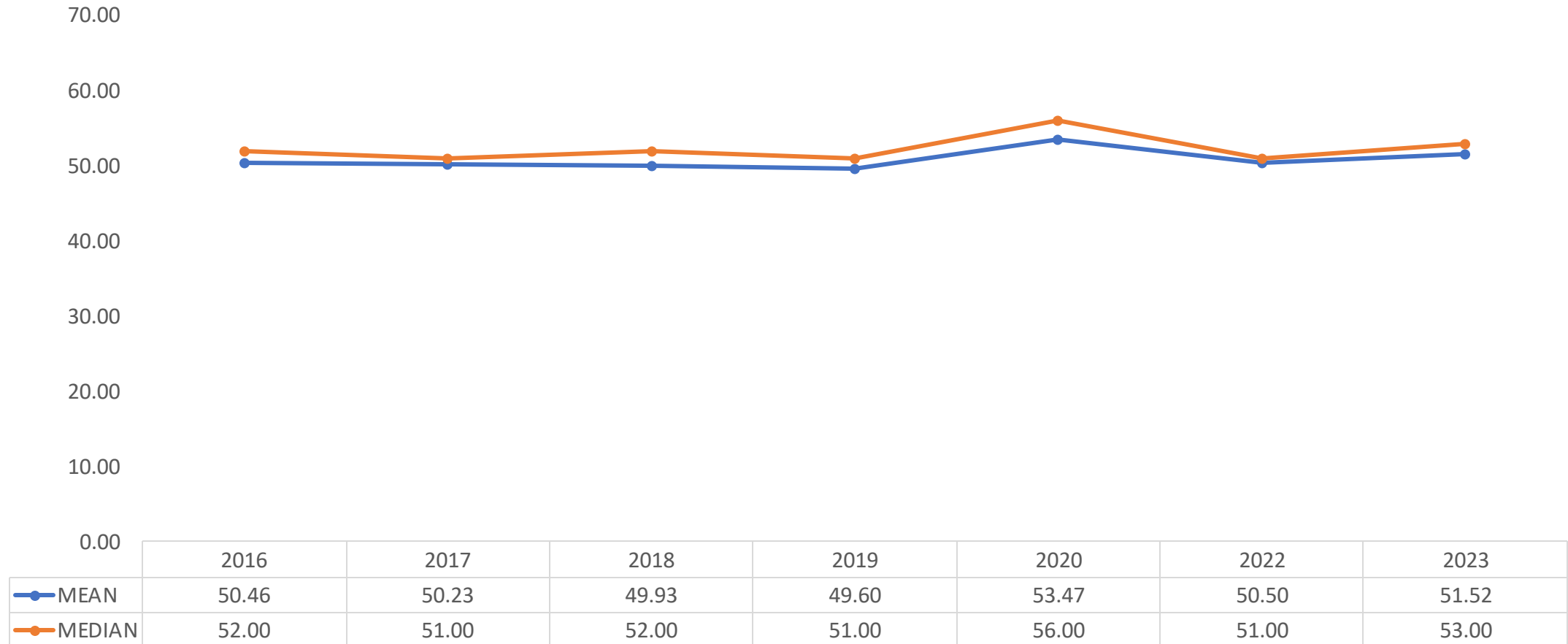
VISITOR PROFILE - GENDER - CANADA



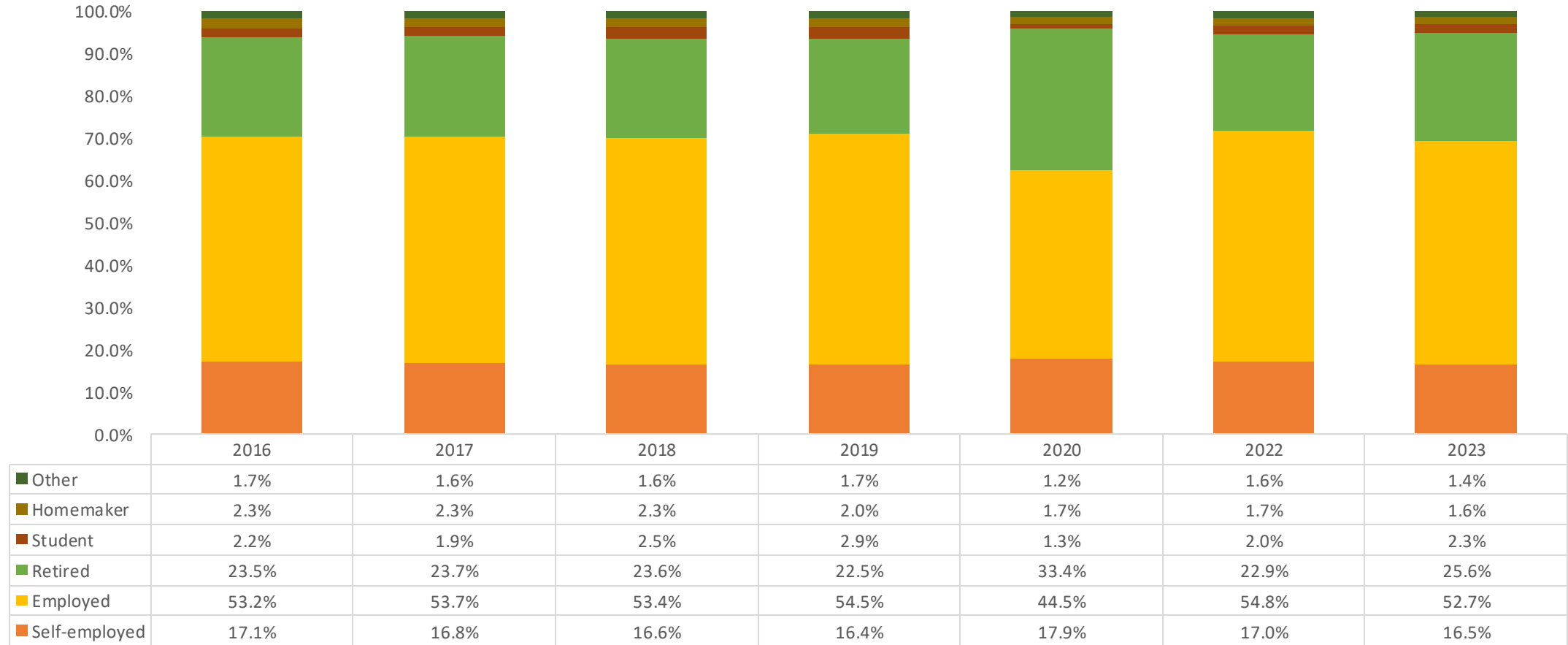
VISITOR PROFILE - EDUCATION - CANADA



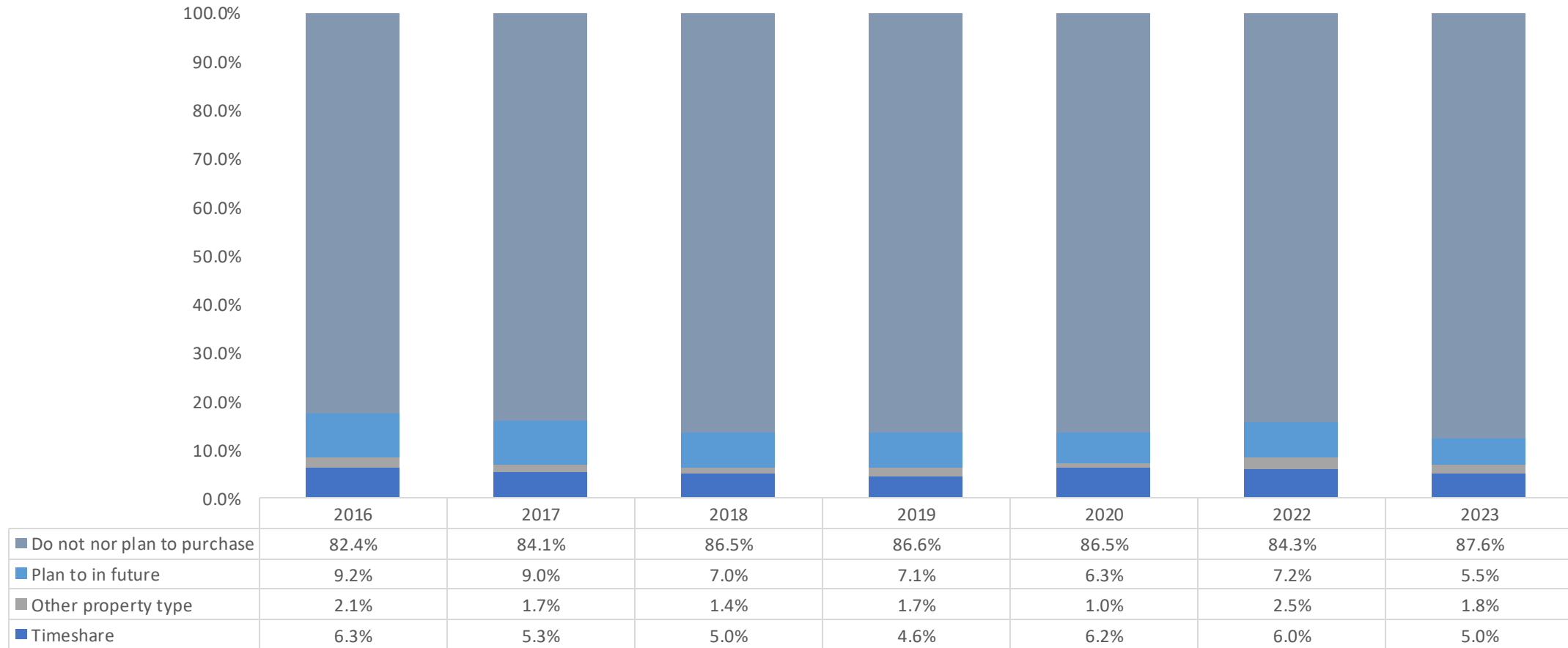
VISITOR PROFILE - AGE - CANADA



VISITOR PROFILE - EMPLOYMENT STATUS - CANADA



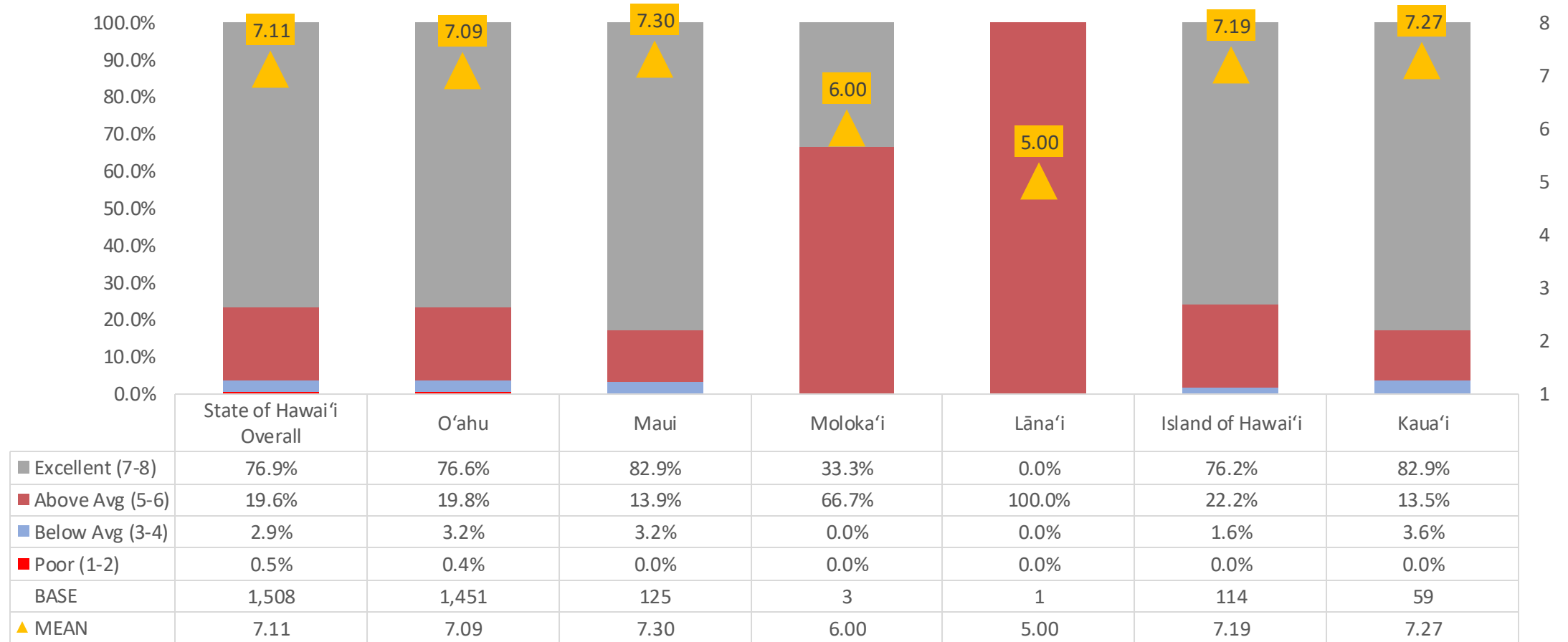
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - CANADA



Section 17 – Oceania

OVERALL SATISFACTION - MOST RECENT TRIP - OCEANIA

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



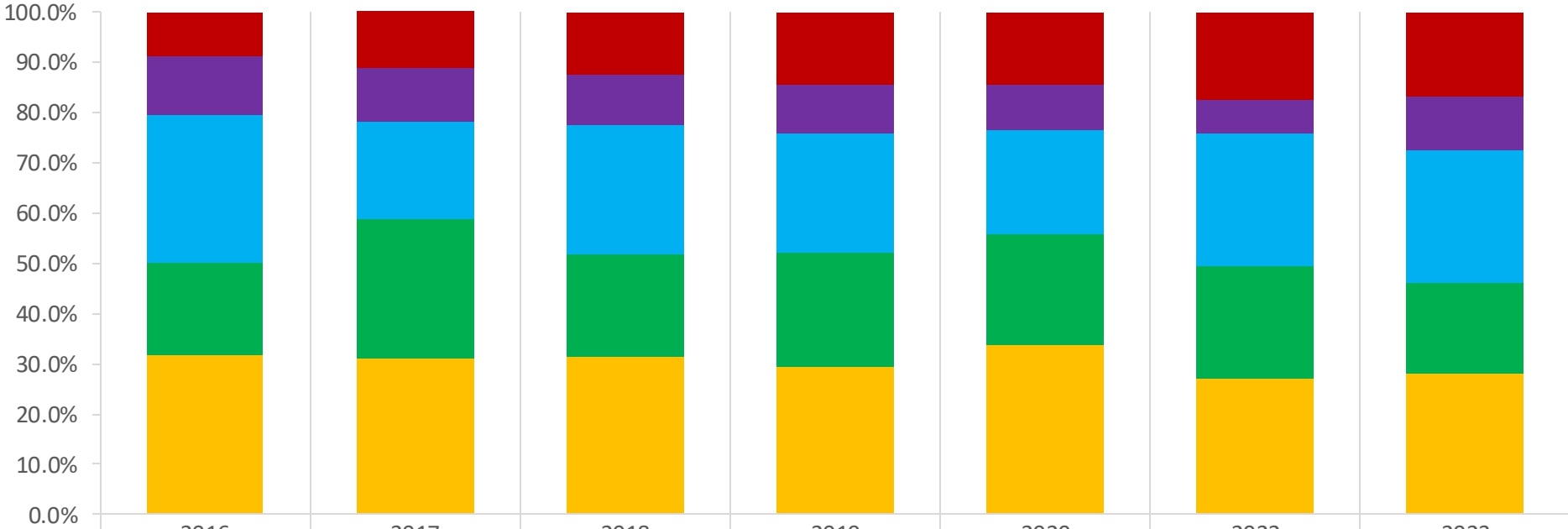
PRIMARY PURPOSE OF TRIP - OCEANIA

	2018	2019	2020	2022	2023
Vacation	73.8%	71.8%	82.6%	77.7%	81.7%
Layover/ break up long flight	9.9%	11.9%	3.9%	8.5%	7.3%
Visiting friends and family	2.2%	2.0%	2.1%	5.5%	3.8%
Honeymoon	2.4%	1.9%	1.6%	1.7%	1.6%
Anniversary/ birthday	5.7%	5.1%	5.0%	1.7%	1.1%

PRIMARY + SECONDARY PURPOSE OF TRIP - OCEANIA

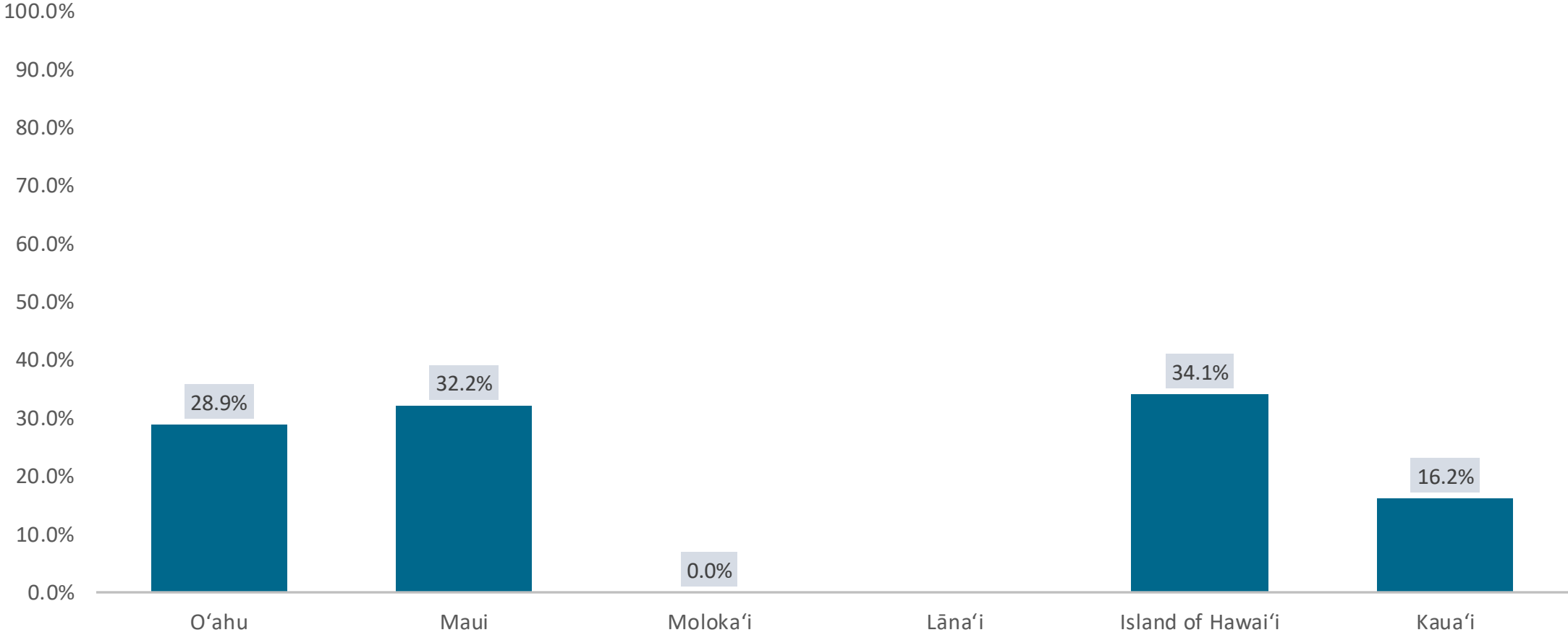
	2018	2019	2020	2022	2023
Vacation	89.8%	88.9%	91.6%	88.5%	91.2%
Layover/ break up long trip	20.5%	22.6%	7.9%	14.6%	14.3%
Visit friends/ relatives	4.2%	4.1%	6.0%	10.6%	8.8%
Anniversary/ birthday	12.1%	9.3%	7.1%	2.7%	2.3%
Honeymoon	2.9%	2.2%	2.0%	2.4%	1.9%
Other business	-	-	2.0%	2.4%	1.3%

VACATION TRIP DESCRIPTION - OCEANIA

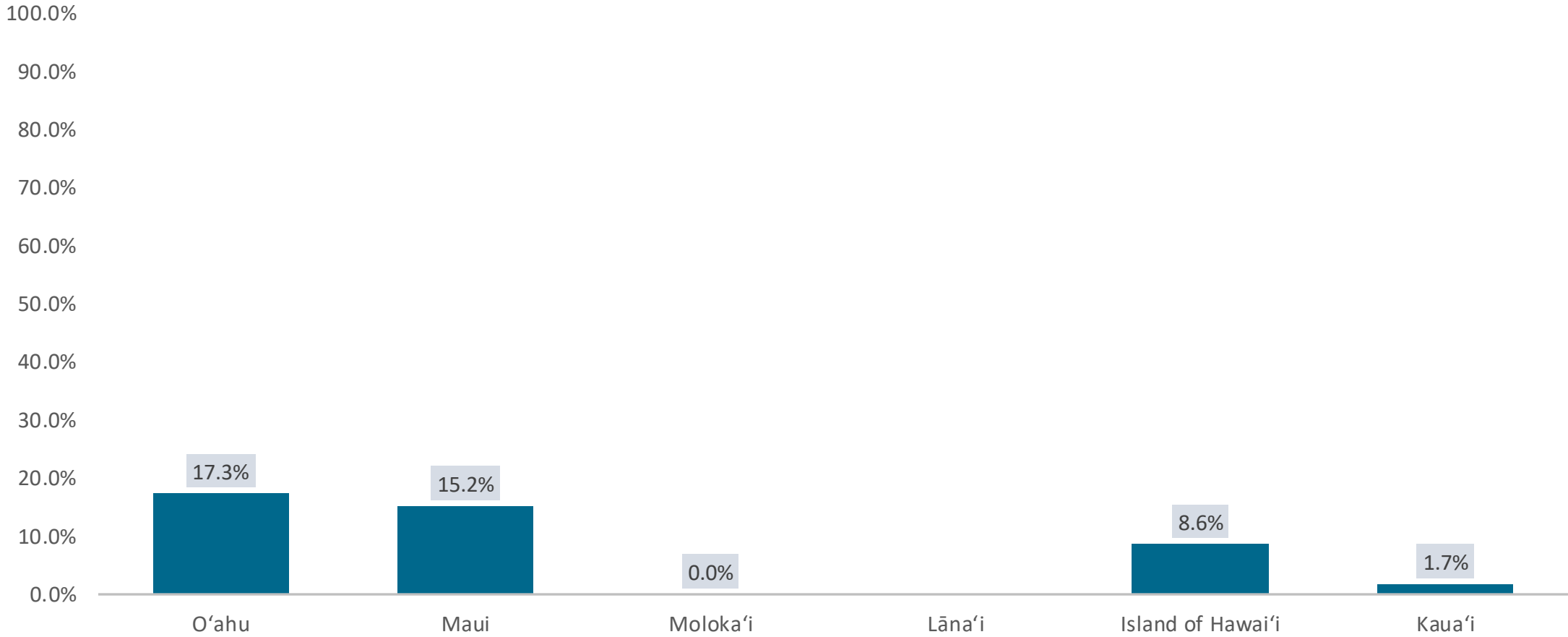


	2016	2017	2018	2019	2020	2022	2023
Other	8.6%	11.1%	12.3%	14.5%	14.6%	17.3%	16.9%
Once-in-a-lifetime	11.9%	10.9%	10.1%	9.8%	8.8%	6.6%	10.5%
More special than most trips	29.4%	19.2%	25.7%	23.6%	20.7%	26.5%	26.4%
Annual/ Semi-annual trip	18.3%	27.7%	20.5%	22.6%	22.1%	22.6%	18.3%
Special occasion	31.8%	31.2%	31.4%	29.5%	33.8%	26.9%	27.9%

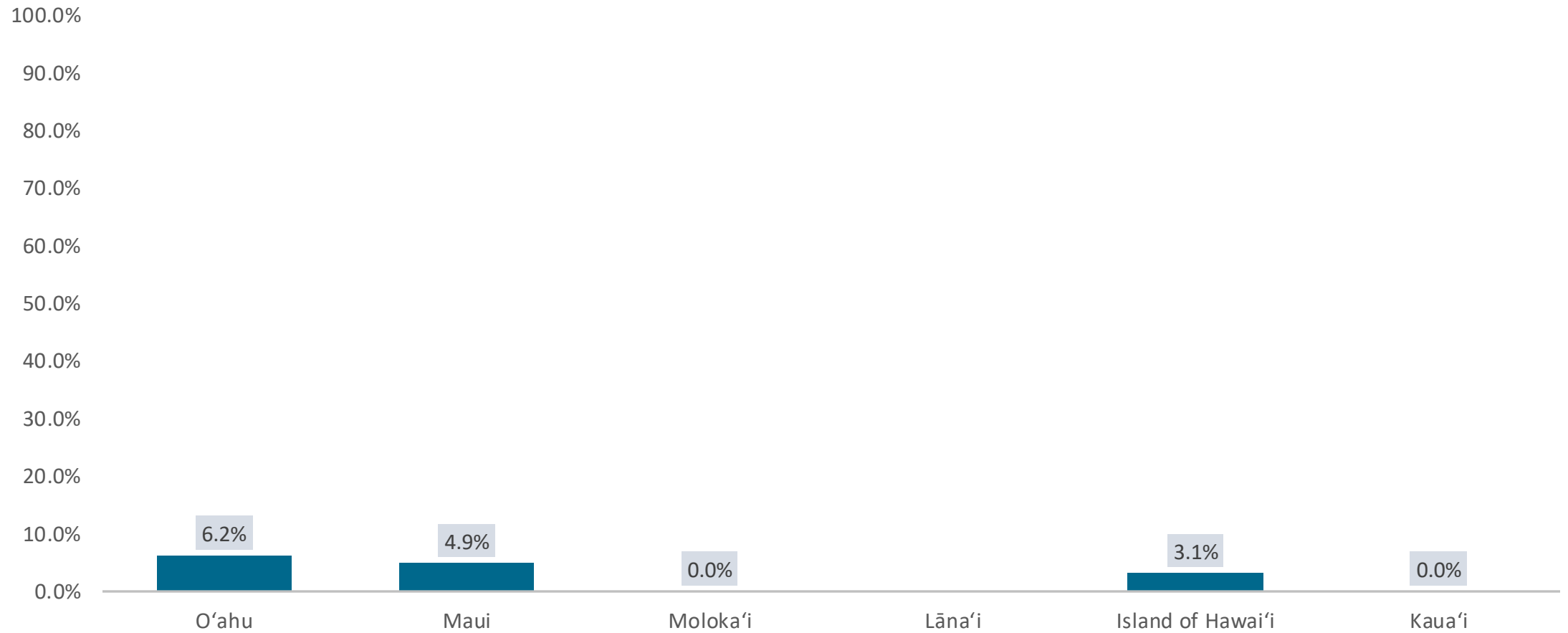
ADVERTISING AWARENESS - OCEANIA



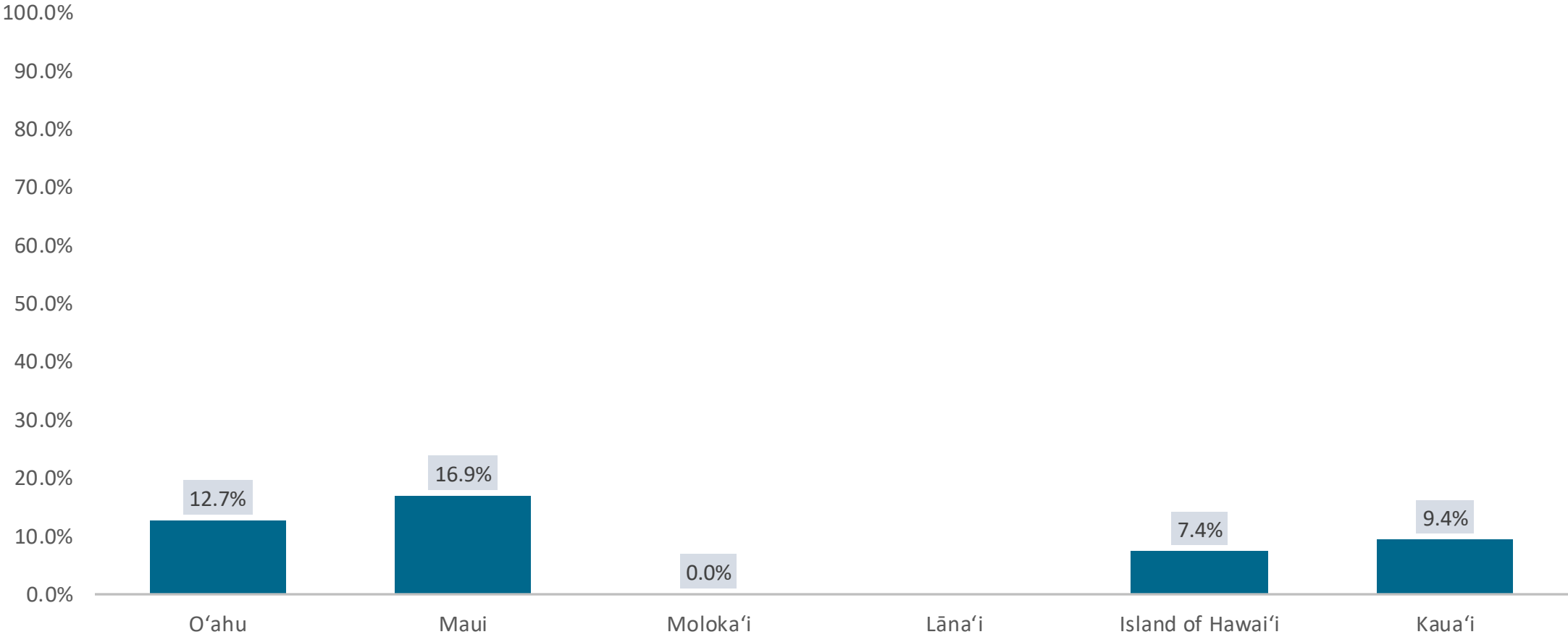
IMPACT OF LOCATION FILMING - OCEANIA



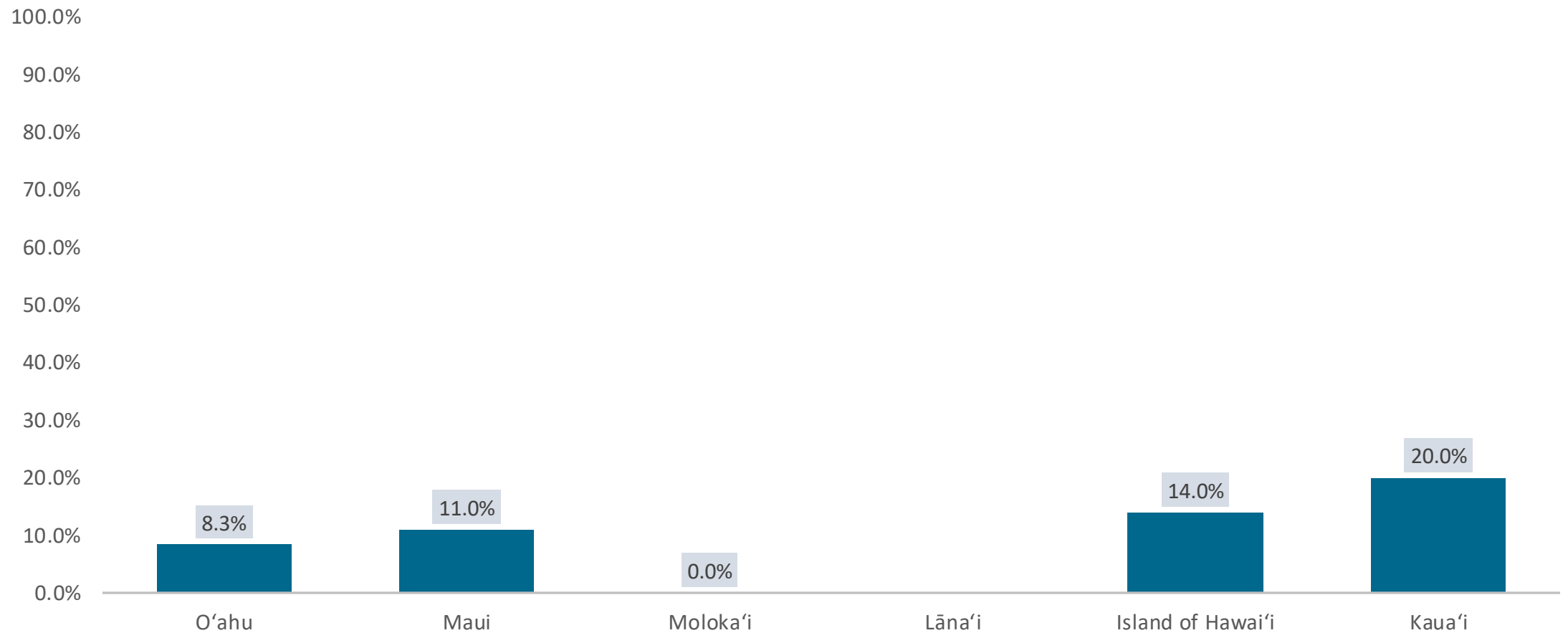
IMPACT OF HAWAIIAN MUSIC - OCEANIA



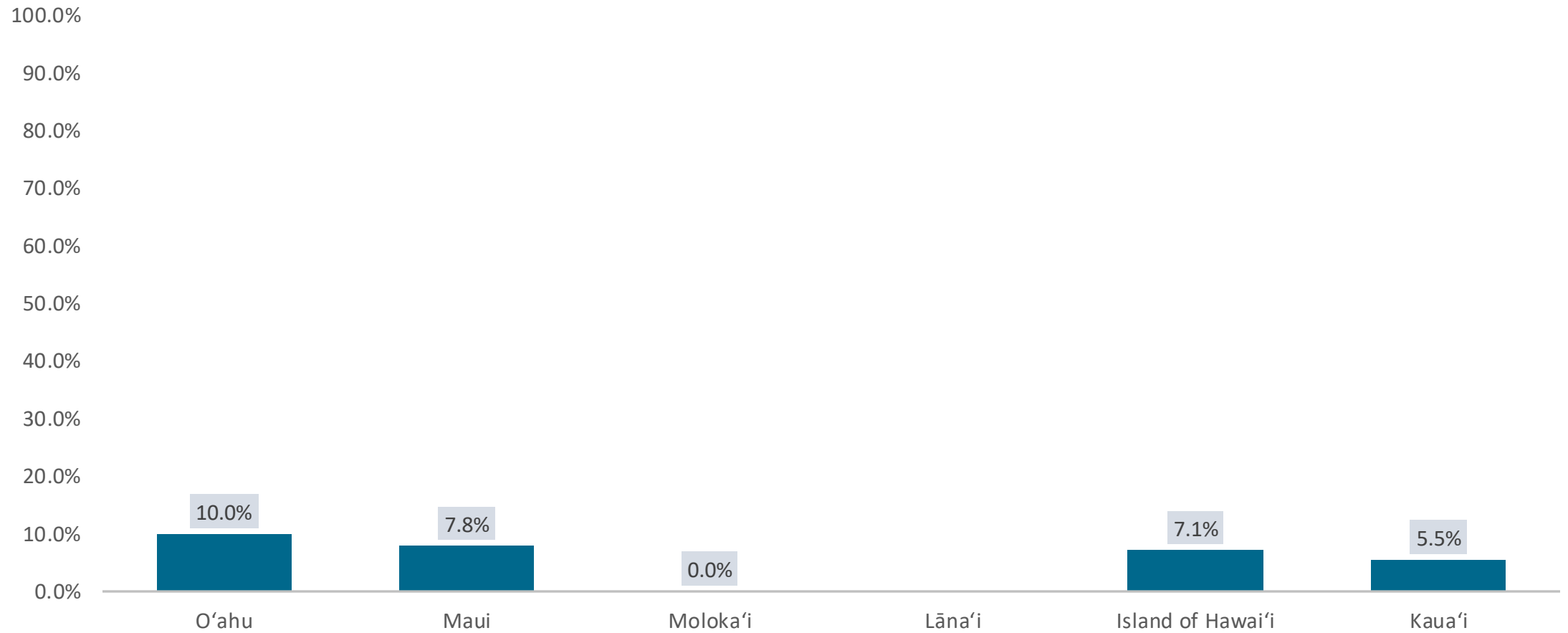
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - OCEANIA



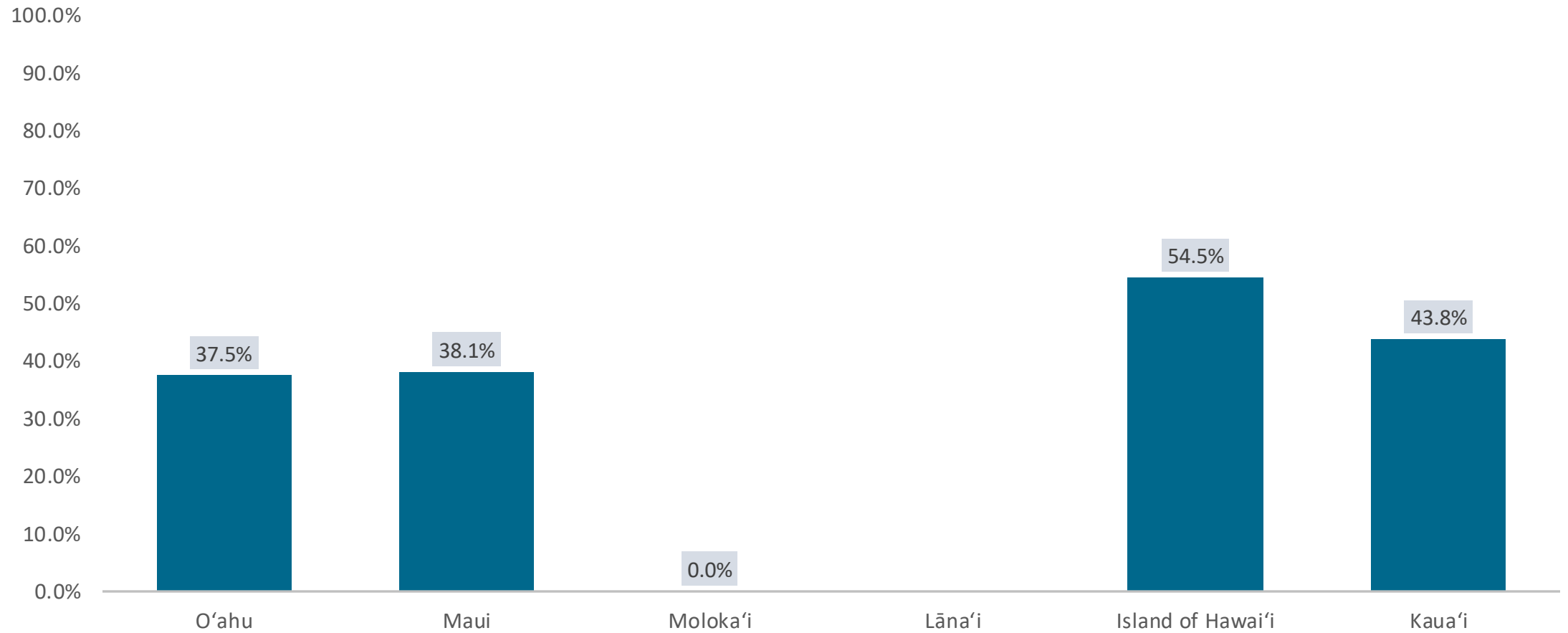
IMPACT OF OUTDOOR/ SPORTING EVENTS - OCEANIA



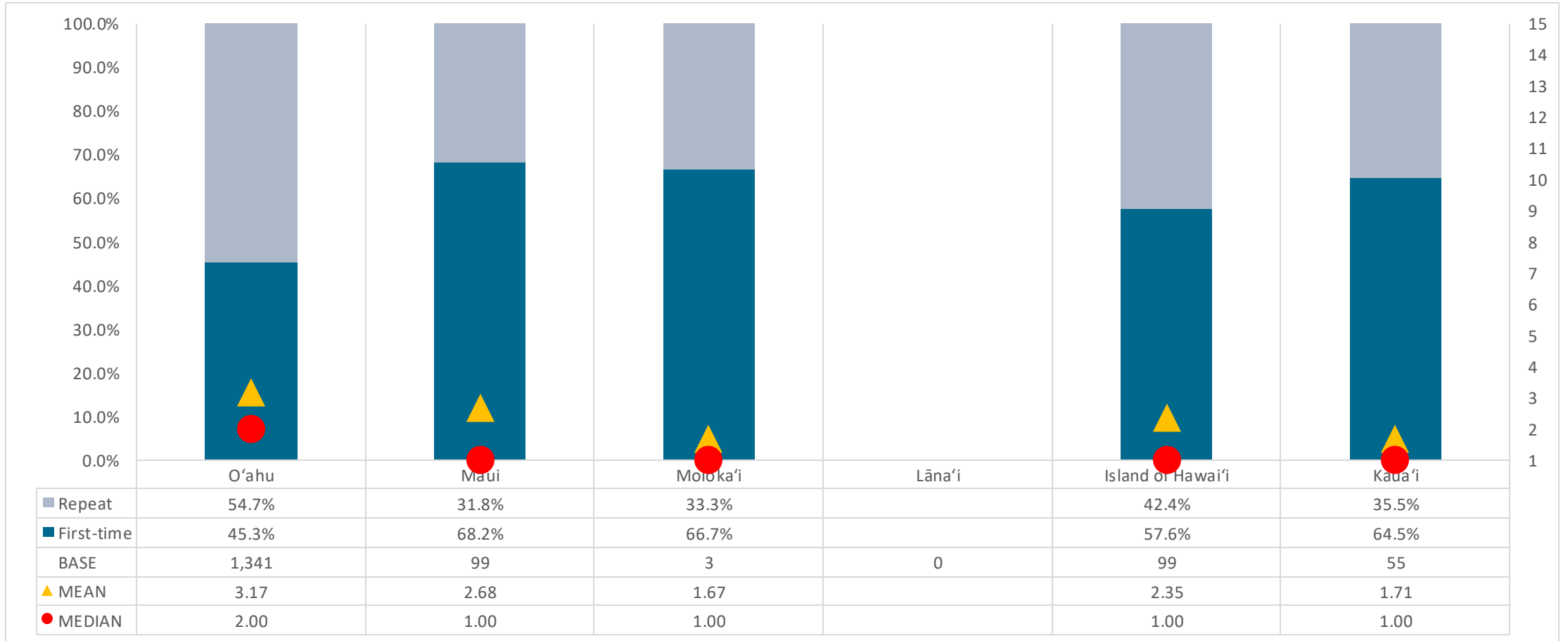
IMPACT OF HAWAIIAN CULTURAL EVENTS - OCEANIA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - OCEANIA



1ST TIME VS REPEAT VISITORS - OCEANIA

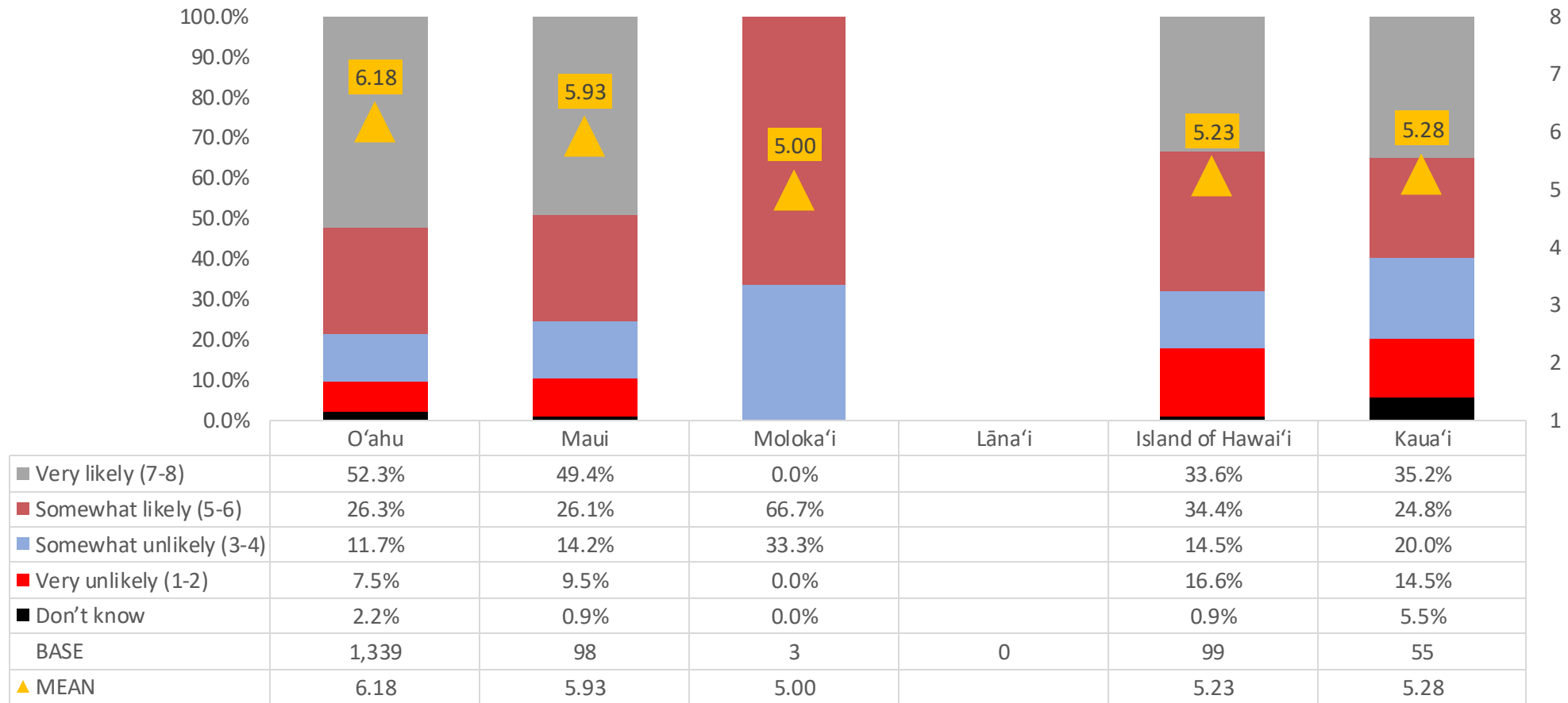


TRAVEL PARTY MEMBERS - OCEANIA

	2016	2017	2018	2019	2020	2022	2023
My spouse	67.5%	67.7%	66.8%	62.8%	56.2%	55.4%	60.0%
My child(ren)/ grandchild(ren) under 18	22.4%	25.2%	23.1%	21.3%	27.7%	17.4%	25.3%
Other adult members of my family	21.5%	22.2%	22.3%	23.9%	30.0%	21.7%	21.3%
Myself only (traveled alone/ no one else)	7.0%	7.2%	7.1%	7.7%	9.9%	15.7%	13.9%
My friends/ associates	16.0%	15.9%	15.7%	16.4%	11.8%	12.6%	12.3%
My girlfriend/ boyfriend	4.7%	4.5%	4.1%	4.9%	5.6%	4.8%	3.3%
Same-gender partner	1.1%	1.0%	1.1%	1.1%	0.9%	1.1%	0.4%

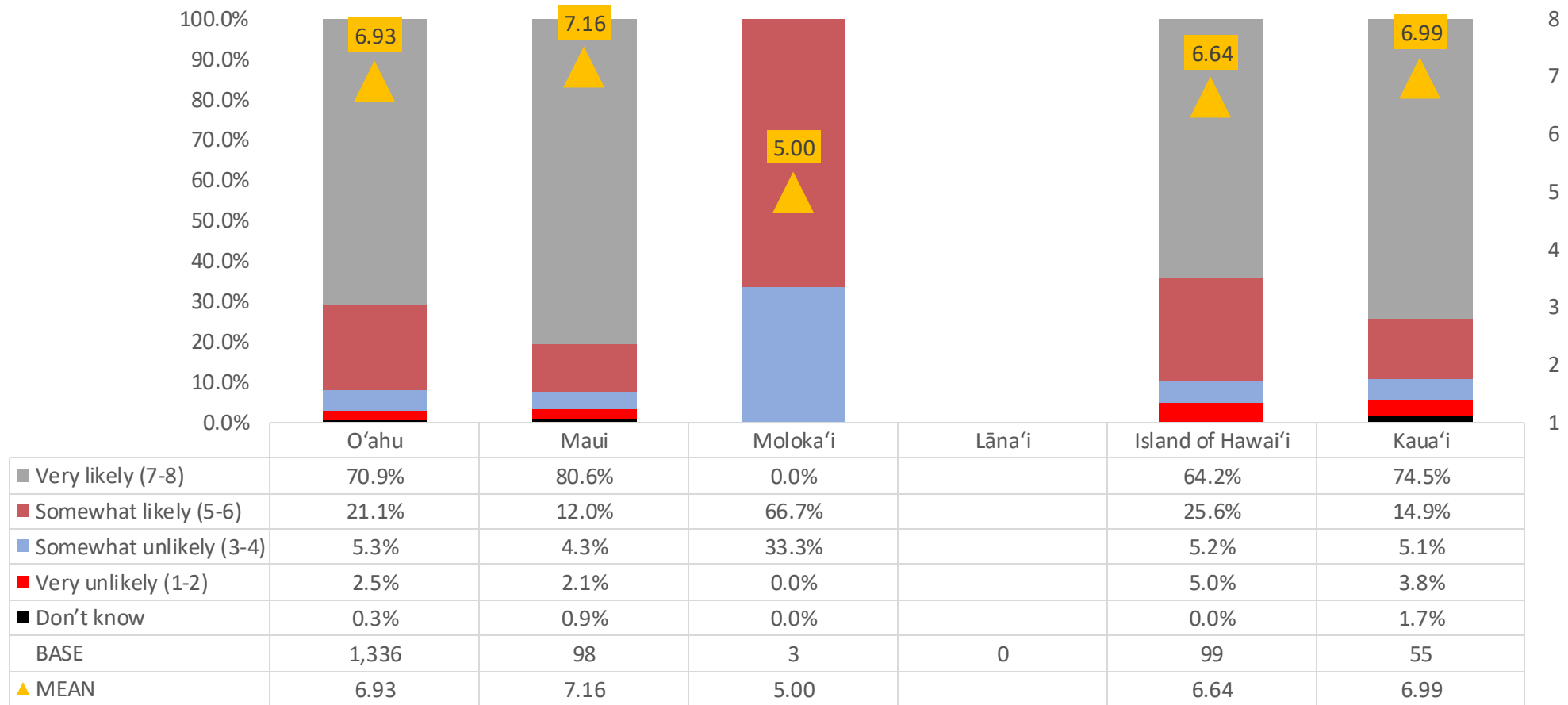
LIKELIHOOD OF RETURN VISIT - OCEANIA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – OCEANIA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	89.8%	93.2%	100.0%	0.0%	97.1%	100.0%
On own (self-guided)/ driving around the island	45.0%	71.4%	33.3%	0.0%	62.4%	62.0%
Helicopter ride/ airplane tour	1.8%	3.1%	0.0%	0.0%	7.0%	13.7%
Boat tour/ submarine ride/ whale watching	14.4%	19.0%	33.3%	0.0%	12.3%	30.6%
Visiting towns/ communities	23.9%	47.1%	33.3%	0.0%	30.6%	36.4%
Private limousine/ van tour/ tour bus	25.1%	13.9%	33.3%	0.0%	29.1%	19.2%
Scenic views/ natural landmarks	46.0%	50.6%	33.3%	0.0%	50.2%	52.3%
Movie and TV filming location tours	8.4%	0.0%	0.0%	0.0%	5.3%	0.0%

ACTIVITIES – SIGHTSEEING – OCEANIA

	2017	2018	2019	2020	2022	2023
TOTAL	92.9%	92.3%	92.0%	91.0%	91.2%	91.2%
On own (self-guided)/ driving around the island	46.8%	48.7%	48.2%	54.9%	55.2%	48.8%
Helicopter ride/ airplane tour	7.2%	8.2%	7.1%	1.5%	3.5%	2.7%
Boat tour/ submarine ride/ whale watching	20.0%	18.7%	16.4%	19.3%	18.1%	15.8%
Visiting towns/ communities	20.2%	31.4%	29.4%	31.0%	32.3%	26.7%
Private limousine/ van tour/ tour bus	35.9%	35.9%	32.4%	27.6%	22.5%	25.1%
Scenic views/ natural landmarks	62.9%	51.7%	50.3%	47.3%	48.9%	47.1%
Movie and TV filming location tours	8.4%	9.6%	10.2%	9.5%	7.6%	7.9%

ACTIVITIES - RECREATION - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	93.0%	93.2%	100.0%	0.0%	93.0%	92.3%
Beach/ sunbathing	79.2%	76.2%	0.0%	0.0%	62.0%	56.4%
Bodyboarding	3.5%	5.5%	0.0%	0.0%	1.2%	3.4%
Stand-up paddle boarding	5.7%	3.3%	0.0%	0.0%	1.9%	3.4%
Surfing	8.5%	5.7%	0.0%	0.0%	1.2%	6.8%
Canoeing/ kayaking	1.9%	1.9%	0.0%	0.0%	1.9%	5.5%
Swimming in the ocean	63.4%	64.4%	66.7%	0.0%	54.7%	37.4%
Snorkeling	19.6%	43.6%	33.3%	0.0%	28.5%	22.9%
Freediving	0.3%	0.0%	0.0%	0.0%	1.0%	1.7%
Windsurfing/ kitesurfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	1.3%	0.0%	0.0%	0.0%	1.0%	0.0%
Scuba diving	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%
Fishing	0.6%	0.9%	0.0%	0.0%	1.9%	5.1%
Golf	1.9%	9.6%	0.0%	0.0%	3.8%	0.0%

ACTIVITIES - RECREATION - OCEANIA

	2017	2018	2019	2020	2022	2023
TOTAL	92.2%	94.1%	93.4%	94.3%	94.3%	93.5%
Beach/ sunbathing	78.7%	78.4%	75.8%	74.3%	79.5%	78.3%
Bodyboarding	12.1%	9.6%	8.1%	3.9%	4.5%	3.7%
Stand-up paddle boarding	*	*	*	6.1%	5.8%	5.5%
Surfing	9.3%	9.4%	7.5%	7.7%	8.8%	8.3%
Canoeing/ kayaking	4.2%	4.0%	3.5%	2.2%	2.3%	2.1%
Swimming in the ocean	NA	64.1%	64.2%	62.4%	64.2%	62.9%
Snorkeling	NA	27.7%	27.2%	28.2%	24.4%	22.2%
Freediving	NA	NA	NA	0.0%	0.8%	0.4%
Windsurfing/ kitesurfing	0.3%	0.2%	0.0%	0.4%	0.3%	0.0%
Jet skiing/ parasailing	1.4%	1.4%	1.3%	1.7%	0.8%	1.2%
Scuba diving	1.5%	1.1%	0.6%	0.0%	1.2%	0.8%
Fishing	1.1%	1.1%	0.7%	2.3%	0.7%	0.9%
Golf	3.2%	3.1%	2.8%	1.9%	2.5%	2.5%

* Combined with bodyboarding

ACTIVITIES - RECREATION - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	93.0%	93.2%	100.0%	0.0%	93.0%	92.3%
Running/ jogging/ fitness walking	25.8%	22.6%	33.3%	0.0%	22.8%	20.0%
Cycling	1.1%	2.4%	0.0%	0.0%	4.6%	0.0%
Spa	5.5%	8.4%	0.0%	0.0%	6.3%	7.2%
Hiking	19.9%	24.6%	0.0%	0.0%	36.2%	26.8%
Backpacking/ camping	0.4%	0.9%	0.0%	0.0%	1.0%	2.2%
Agritourism	6.3%	4.3%	0.0%	0.0%	8.9%	7.2%
Sports event or tournament	1.4%	0.9%	0.0%	0.0%	0.0%	0.0%
Parks/ botanical gardens	27.9%	19.6%	33.3%	0.0%	42.2%	22.6%
Waterparks	1.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Mountain tubing/ waterfall rappel	0.1%	1.2%	0.0%	0.0%	1.0%	11.8%
Zip-lining	1.5%	4.0%	0.0%	0.0%	1.2%	1.7%
Skydiving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All-terrain vehicle (ATV)	2.8%	1.2%	0.0%	0.0%	2.9%	0.0%
Horseback riding	0.4%	0.9%	0.0%	0.0%	1.0%	0.0%

ACTIVITIES – RECREATION – OCEANIA

	2017	2018	2019	2020	2022	2023
TOTAL	92.2%	94.1%	93.4%	94.3%	94.3%	93.5%
Running/ jogging/ fitness walking	28.2%	22.8%	20.1%	26.0%	24.1%	25.6%
Cycling	NA	NA	NA	NA	2.7%	1.3%
Spa	7.4%	7.7%	6.1%	5.7%	6.4%	6.1%
Hiking	9.1%	10.8%	22.9%	21.7%	23.5%	21.6%
Backpacking/ camping	*	*	0.6%	1.0%	0.5%	0.6%
Agritourism	5.1%	8.1%	8.6%	9.6%	6.8%	6.6%
Sports event or tournament	1.9%	2.0%	2.5%	2.0%	1.2%	1.2%
Parks/ botanical gardens	29.7%	32.9%	30.4%	27.1%	29.3%	28.6%
Waterparks	NA	2.0%	1.4%	0.9%	1.3%	0.9%
Mountain tubing/ waterfall rappel	NA	0.9%	1.2%	0.9%	0.8%	0.6%
Zip-lining	NA	2.4%	3.1%	2.4%	2.2%	1.7%
Skydiving	NA	0.1%	0.1%	0.0%	0.1%	0.0%
All-terrain vehicle (ATV)	NA	3.3%	4.1%	3.8%	3.3%	2.7%
Horseback riding	NA	1.6%	1.0%	0.7%	0.5%	0.4%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.4%	98.1%	100.0%	0.0%	96.2%	91.1%
Lunch/ sunset/ dinner/ evening cruise	16.6%	18.2%	0.0%	0.0%	11.2%	23.4%
Live music/ stage show	21.2%	16.2%	0.0%	0.0%	13.6%	8.5%
Nightclub/ dancing/ bar/ karaoke	6.2%	6.4%	0.0%	0.0%	8.5%	1.7%
Fine dining	29.4%	21.0%	0.0%	0.0%	26.5%	19.5%
Family restaurant	68.4%	66.8%	33.3%	0.0%	58.1%	44.3%
Fast food	55.8%	45.9%	33.3%	0.0%	32.8%	28.9%
Food truck	31.3%	33.1%	0.0%	0.0%	22.8%	31.8%
Café/ coffee house	62.2%	57.2%	33.3%	0.0%	61.3%	54.0%
Ethnic dining	11.8%	6.4%	0.0%	0.0%	8.2%	8.5%
Farm-to-table cuisine	3.5%	4.0%	0.0%	0.0%	4.1%	6.8%
Prepared own meal	18.9%	45.0%	100.0%	0.0%	36.1%	40.8%

ACTIVITIES - ENTERTAINMENT & DINING - OCEANIA

	2017	2018	2019	2020	2022	2023
TOTAL	98.6%	98.2%	97.9%	98.4%	98.8%	99.1%
Lunch/ sunset/ dinner/ evening cruise	24.2%	21.0%	18.6%	17.0%	18.8%	17.3%
Live music/ stage show	23.9%	25.3%	23.2%	20.1%	20.4%	20.9%
Nightclub/ dancing/ bar/ karaoke	9.0%	9.4%	8.0%	6.4%	9.1%	6.4%
Fine dining	39.0%	38.3%	34.7%	35.1%	33.6%	29.1%
Family restaurant	75.3%	67.7%	66.3%	69.6%	64.8%	68.0%
Fast food	48.6%	49.9%	48.9%	51.5%	51.2%	54.3%
Food truck	NA	23.9%	23.8%	24.0%	32.7%	31.4%
Café/ coffee house	58.0%	58.8%	58.8%	64.4%	59.3%	62.3%
Ethnic dining	16.5%	14.5%	15.5%	15.4%	15.1%	11.7%
Farm-to-table cuisine	NA	NA	NA	NA	5.3%	3.8%
Prepared own meal	23.5%	25.2%	25.5%	25.0%	23.9%	22.9%

ACTIVITIES - SHOPPING - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.4%	95.3%	33.3%	0.0%	90.8%	91.1%
Malls/ department stores	74.7%	38.3%	0.0%	0.0%	38.0%	27.2%
Designer boutiques	18.3%	10.2%	0.0%	0.0%	12.6%	7.2%
Hotel/ resort stores	34.4%	21.2%	0.0%	0.0%	15.9%	10.6%
Swap meet/ flea market	7.6%	0.9%	0.0%	0.0%	5.3%	1.7%
Discount/ outlet stores	32.5%	23.1%	0.0%	0.0%	25.4%	13.2%
Supermarkets	42.2%	60.6%	33.3%	0.0%	56.0%	45.8%
Farmer's market	15.3%	17.1%	33.3%	0.0%	31.5%	14.5%
Convenience stores	64.2%	43.7%	0.0%	0.0%	47.3%	31.8%
Duty free stores	9.1%	4.7%	0.0%	0.0%	1.2%	0.0%
Hawai'i-made products	31.7%	31.8%	0.0%	0.0%	30.5%	21.7%
Local shops and artisans	40.1%	54.4%	33.3%	0.0%	44.6%	36.6%

ACTIVITIES - SHOPPING - OCEANIA

	2017	2018	2019	2020	2022	2023
TOTAL	98.0%	96.9%	96.7%	96.2%	97.6%	97.4%
Malls/ department stores	81.9%	78.0%	75.1%	75.6%	71.0%	71.1%
Designer boutiques	26.1%	23.8%	19.6%	22.0%	19.7%	17.5%
Hotel/ resort stores	35.1%	35.2%	33.9%	30.3%	30.2%	32.7%
Swap meet/ flea market	13.7%	9.2%	9.8%	8.8%	7.9%	7.2%
Discount/ outlet stores	53.3%	49.4%	44.6%	41.3%	35.7%	31.7%
Supermarkets	45.0%	54.0%	50.6%	54.1%	46.3%	45.0%
Farmer's market	15.1%	17.0%	18.1%	16.7%	18.4%	16.3%
Convenience stores	62.0%	65.1%	64.1%	66.6%	63.3%	62.2%
Duty free stores	11.9%	12.5%	10.8%	7.0%	7.1%	8.5%
Hawai'i-made products	NA	NA	NA	NA	32.9%	32.0%
Local shops and artisans	53.2%	51.3%	50.8%	46.6%	41.3%	41.9%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	69.7%	55.1%	33.3%	0.0%	66.4%	53.2%
Historic military sites and museums	41.5%	1.2%	0.0%	0.0%	21.1%	9.4%
Historic Hawaiian sites and museums	21.4%	20.8%	0.0%	0.0%	29.6%	24.3%
Other historical sites, museums, and homes	9.0%	11.4%	33.3%	0.0%	12.6%	5.5%
Art museums	3.3%	5.9%	0.0%	0.0%	6.3%	3.4%
Art galleries and exhibitions	5.7%	7.3%	0.0%	0.0%	6.0%	7.2%
Lū'au/ Polynesian show/ hula show	22.4%	16.3%	0.0%	0.0%	11.7%	11.1%
Lesson- ex. ukulele, hula, canoe, lei making	4.4%	1.9%	0.0%	0.0%	4.1%	5.5%
Play/ concert/ theatre	2.6%	1.9%	0.0%	0.0%	2.2%	0.0%
Art/ craft fair	3.9%	4.7%	0.0%	0.0%	8.2%	7.2%
Festival/ events	4.9%	3.8%	0.0%	0.0%	5.1%	1.7%

ACTIVITIES – HISTORY, CULTURE, FINE ARTS – OCEANIA

	2017	2018	2019	2020	2022	2023
TOTAL	74.0%	74.6%	71.6%	69.1%	66.9%	68.9%
Historic military sites and museums	52.8%	45.5%	41.8%	40.5%	31.4%	38.5%
Historic Hawaiian sites and museums	NA	NA	NA	NA	26.0%	22.3%
Other historical sites, museums, and homes	23.7%	21.7%	21.7%	20.3%	10.2%	9.7%
Art museums	*	*	*	*	4.7%	3.6%
Art galleries and exhibitions	*	*	*	*	8.0%	6.0%
Lū'au/ Polynesian show/ hula show	34.3%	31.5%	28.1%	26.2%	22.6%	21.8%
Lesson- ex. ukulele, hula, canoe, lei making	4.0%	6.6%	6.1%	8.3%	3.2%	4.5%
Play/ concert/ theatre	3.2%	4.4%	3.4%	3.0%	3.3%	2.5%
Art/ craft fair	5.4%	5.6%	6.9%	5.4%	4.4%	4.5%
Festival/ events	6.8%	4.1%	4.8%	2.3%	3.8%	4.8%

* Combined Museum/ Art galleries as single option

ACTIVITIES – TRANSPORTATION – OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	97.7%	95.0%	33.3%	0.0%	92.7%	97.8%
Airport shuttle	31.8%	18.4%	0.0%	0.0%	16.5%	7.7%
Trolley	14.6%	2.8%	0.0%	0.0%	6.7%	0.0%
Public bus	24.7%	11.1%	0.0%	0.0%	13.8%	3.8%
Tour bus/ tour van	25.1%	13.2%	33.3%	0.0%	23.0%	28.6%
Taxi/ limo	38.0%	16.6%	33.3%	0.0%	21.5%	8.5%
Rental car	23.4%	56.5%	0.0%	0.0%	53.5%	54.3%
Ride share	44.7%	21.5%	0.0%	0.0%	20.8%	11.5%
Car share	3.0%	1.2%	0.0%	0.0%	4.8%	3.8%
Bicycle rental	0.8%	0.0%	0.0%	0.0%	2.5%	3.4%

ACTIVITIES – TRANSPORTATION – OCEANIA

	2017	2018	2019	2020	2022	2023
TOTAL	98.7%	96.9%	96.6%	96.7%	97.1%	97.4%
Airport shuttle	60.8%	53.1%	48.5%	40.2%	29.8%	30.4%
Trolley	23.7%	22.6%	22.8%	21.9%	11.2%	13.5%
Public bus	27.7%	30.1%	29.4%	23.4%	24.9%	23.3%
Tour bus/ tour van	35.8%	37.0%	35.3%	35.2%	20.7%	24.9%
Taxi/ limo	43.2%	39.0%	35.9%	34.8%	36.8%	36.2%
Rental car	31.8%	31.0%	32.5%	38.8%	34.1%	28.2%
Ride share	NA	20.6%	24.7%	27.1%	37.6%	42.3%
Car share	NA	NA	NA	NA	3.2%	3.1%
Bicycle rental	NA	1.7%	1.7%	1.6%	2.1%	1.0%

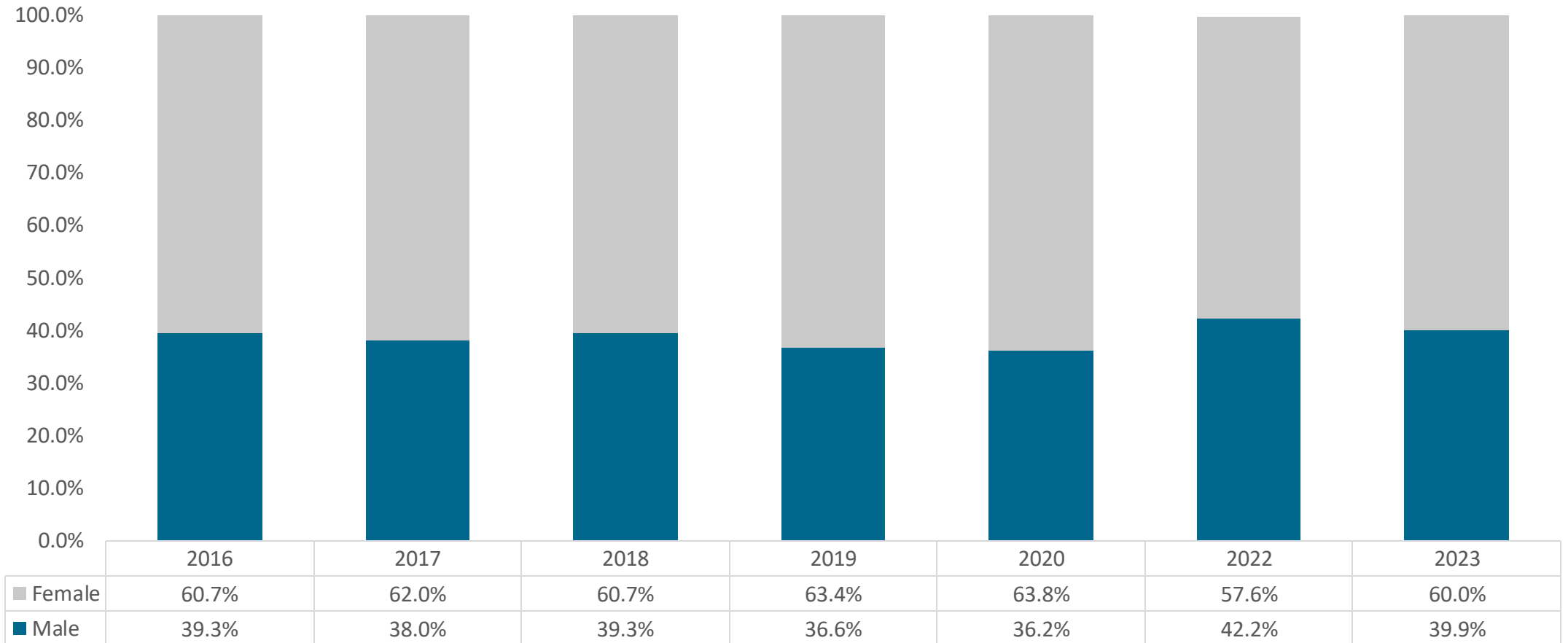
ACTIVITIES - OTHER - OCEANIA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	11.4%	13.0%	33.3%	0.0%	21.8%	13.2%
Visiting friends and family	9.7%	12.0%	33.3%	0.0%	21.8%	13.2%
Giving back to the local community	1.9%	0.9%	0.0%	0.0%	0.0%	0.0%

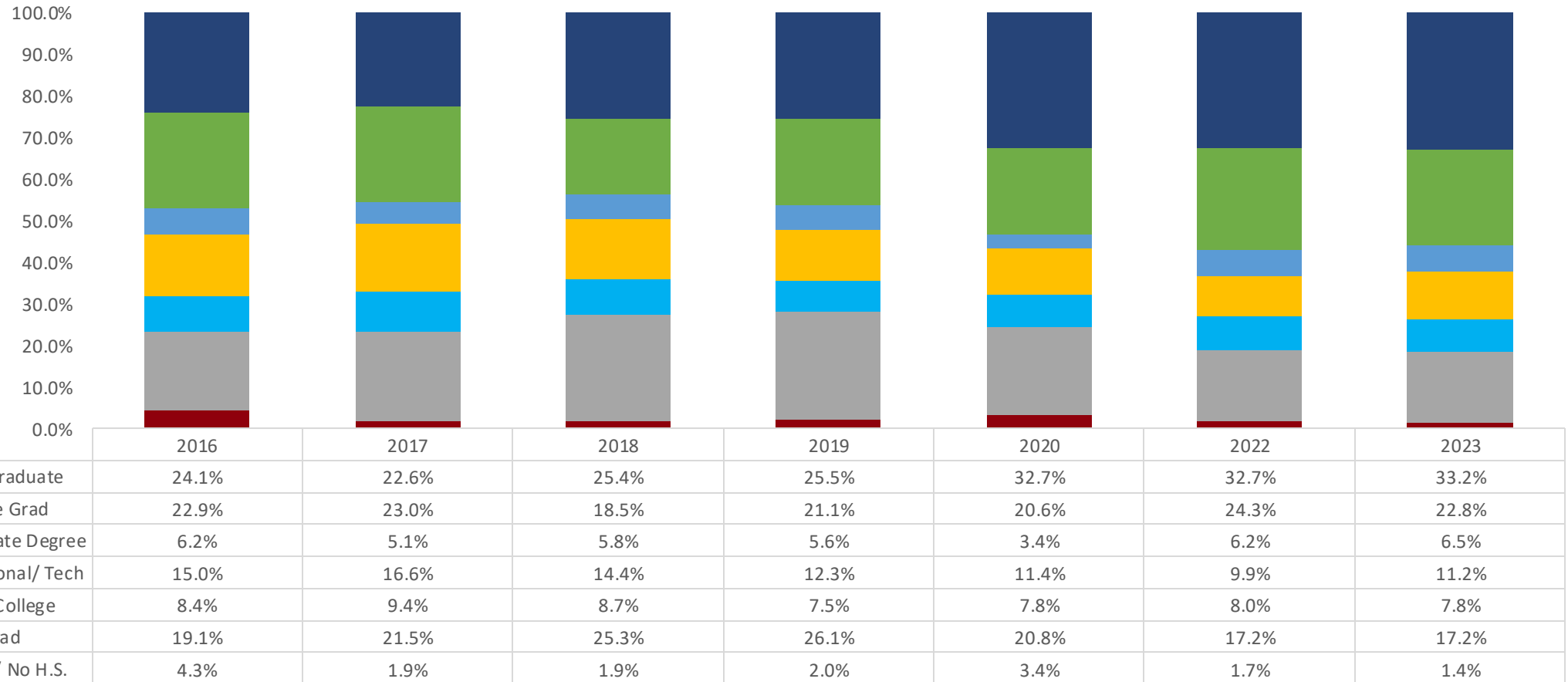
ACTIVITIES - OTHER - OCEANIA

	2018	2019	2020	2022	2023
TOTAL	9.1%	9.2%	6.3%	15.6%	12.6%
Visiting friends and family	8.4%	8.8%	6.3%	13.7%	11.0%
Giving back to the local community	0.9%	0.7%	0.7%	2.3%	1.8%

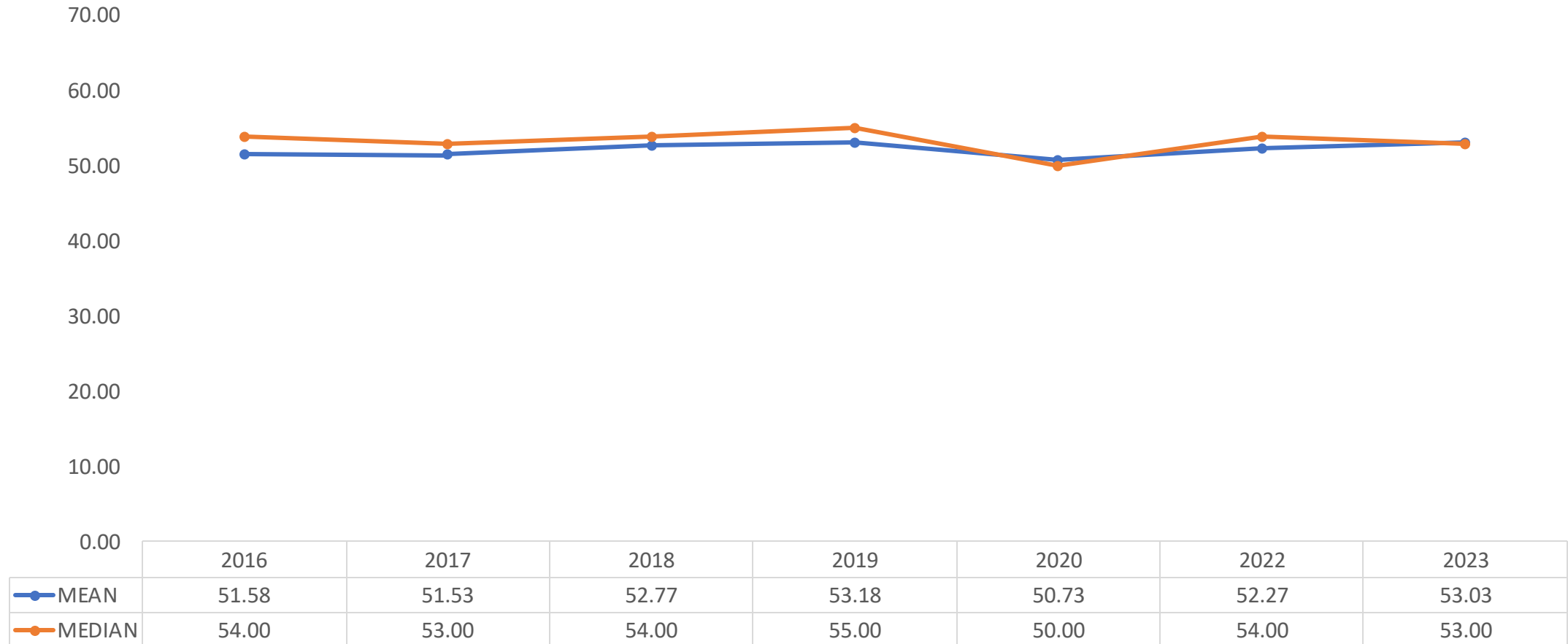
VISITOR PROFILE - GENDER - OCEANIA



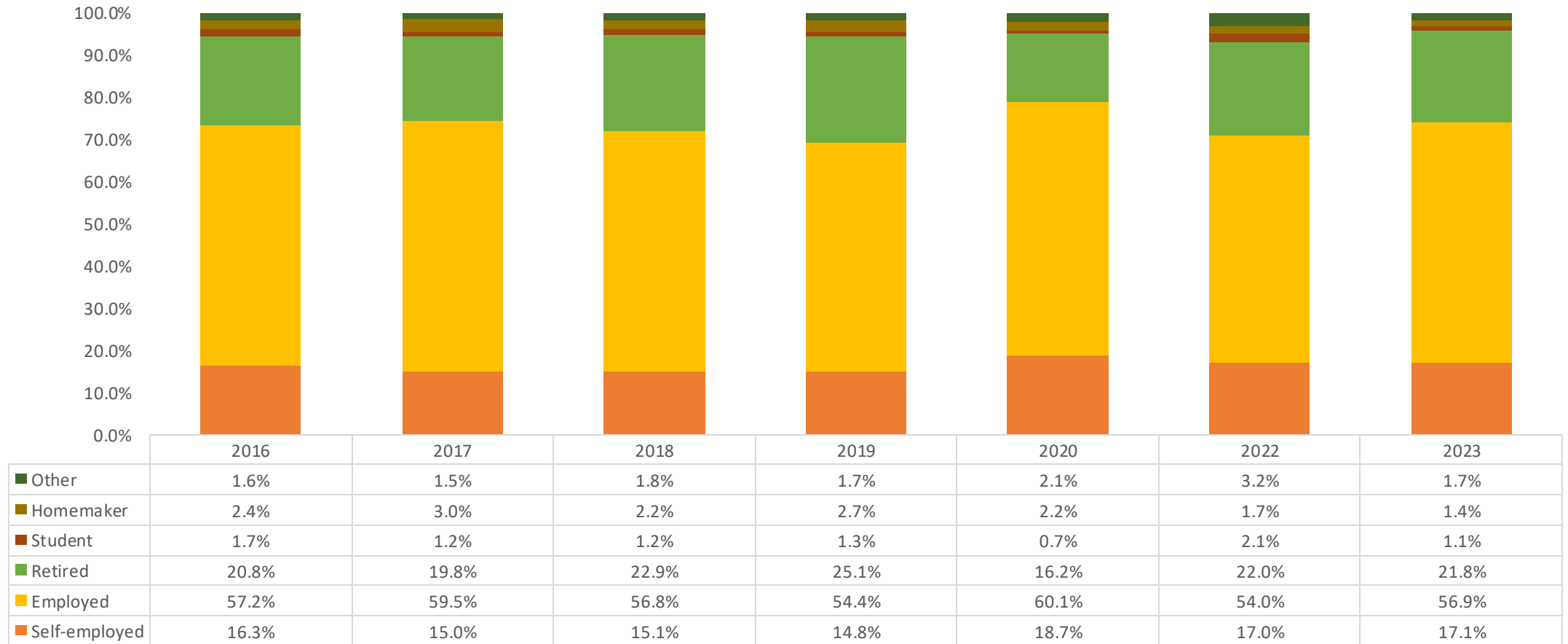
VISITOR PROFILE - EDUCATION - OCEANIA



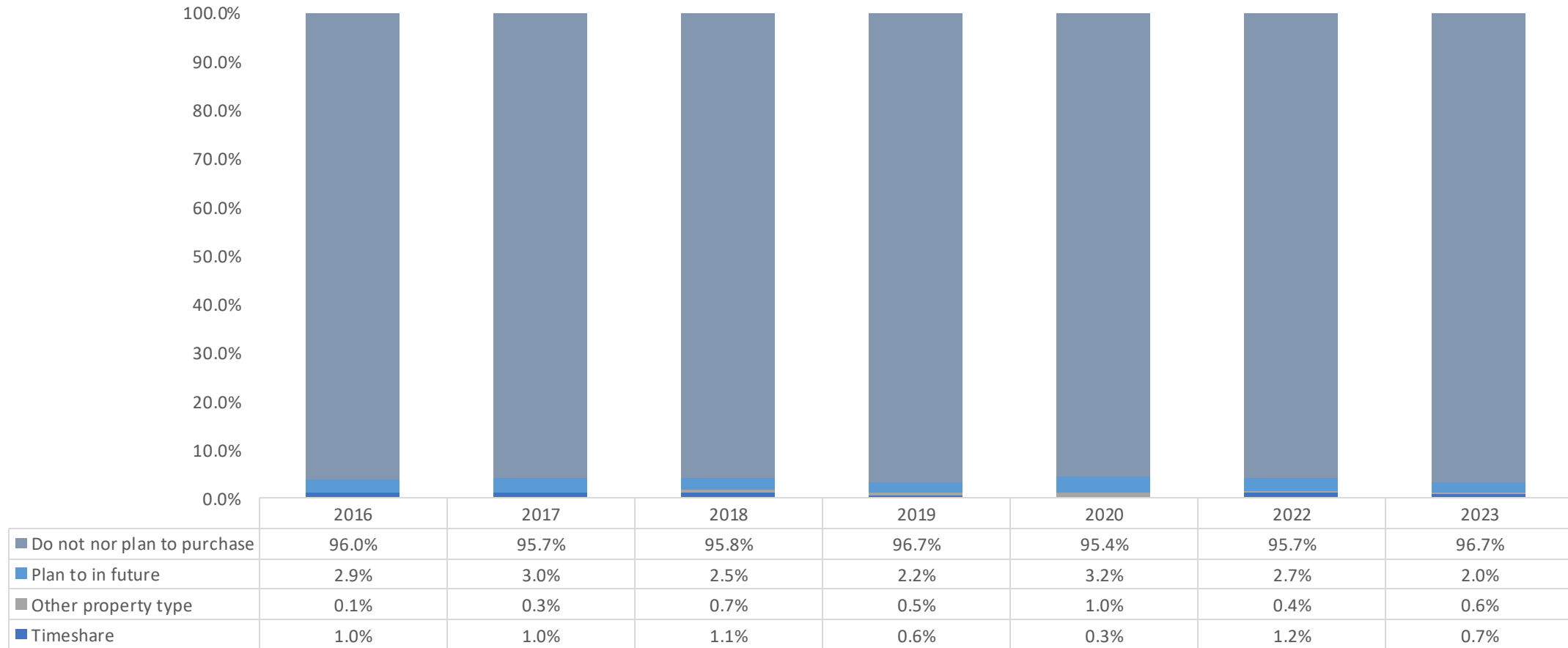
VISITOR PROFILE - AGE - OCEANIA



VISITOR PROFILE - EMPLOYMENT STATUS - OCEANIA



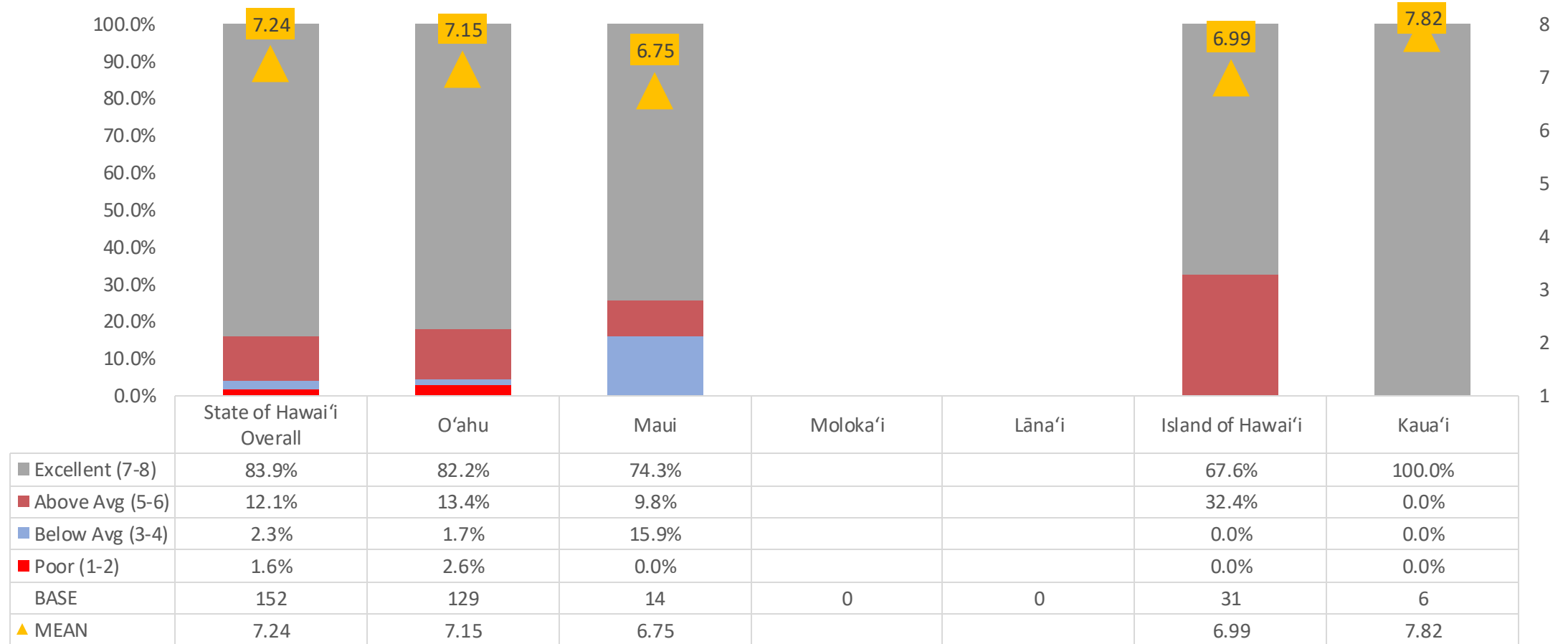
VISITOR PROFILE - HAWAI'I PROPERTY OWNER - OCEANIA



Section 18 – China

OVERALL SATISFACTION - MOST RECENT TRIP - CHINA

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



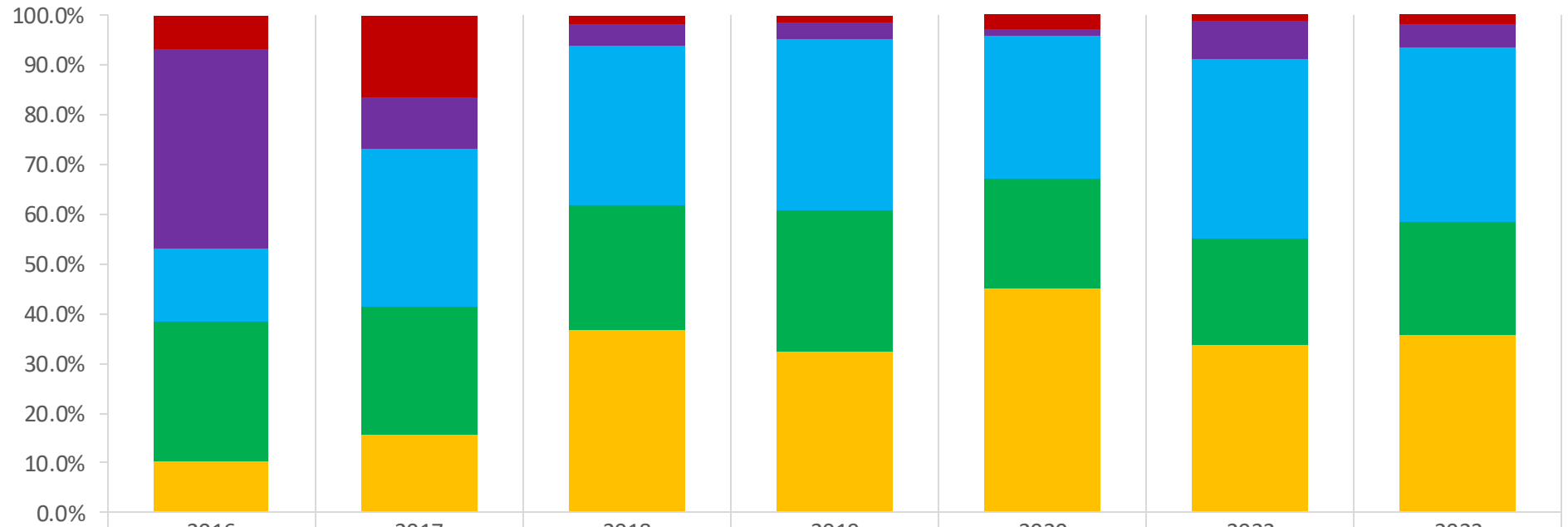
PRIMARY PURPOSE OF TRIP - CHINA

	2018	2019	2020	2022	2023
Vacation	71.2%	72.6%	79.5%	76.7%	71.5%
Visit friends/ relatives	3.2%	2.4%	4.1%	4.7%	6.4%
Honeymoon	3.7%	2.3%	6.8%	5.1%	6.0%
Convention/ conference	2.9%	4.2%	2.7%	4.7%	6.0%
Incentive trip	2.3%	1.1%	2.8%	3.7%	2.0%
Other business	3.8%	5.3%	1.4%	3.2%	1.1%

PRIMARY + SECONDARY PURPOSE OF TRIP - CHINA

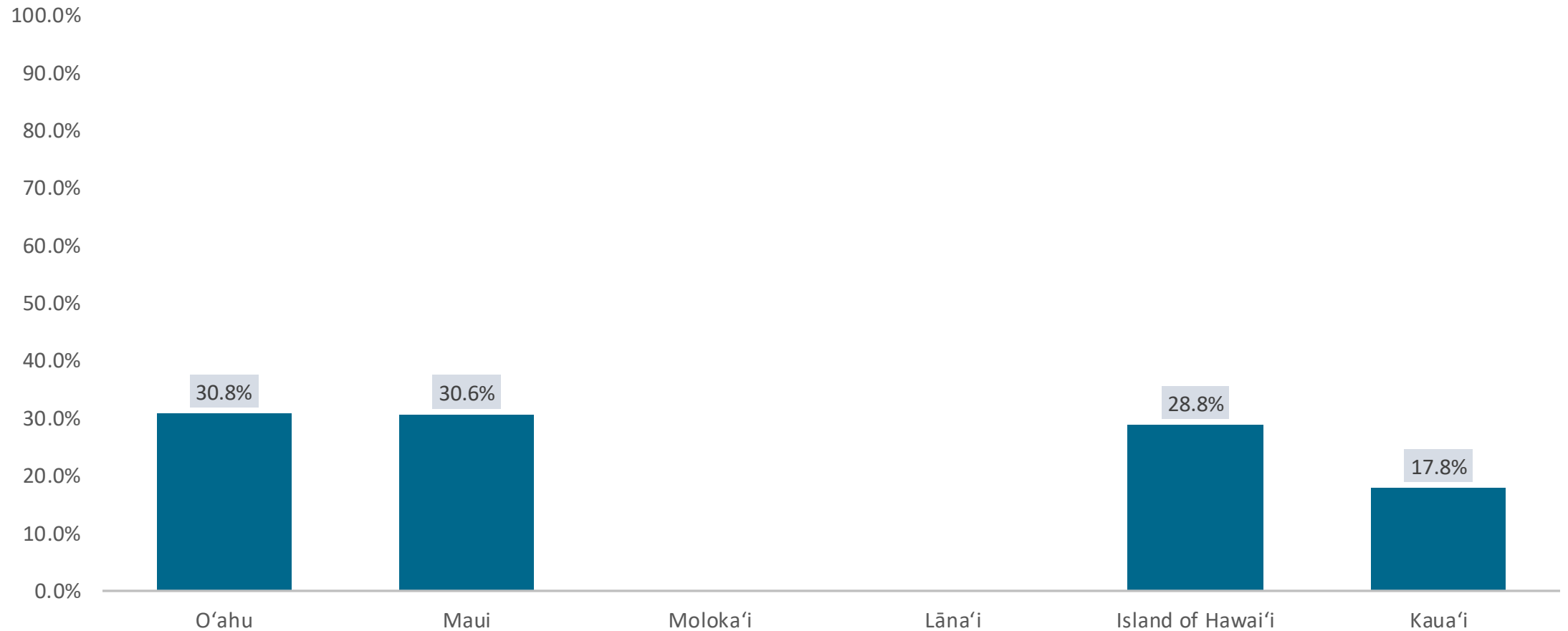
	2018	2019	2020	2022	2023
Vacation	89.0%	88.1%	85.0%	86.6%	86.7%
Visit friends/ relatives	6.4%	4.4%	8.2%	8.4%	8.8%
Honeymoon	5.1%	3.0%	8.2%	7.9%	7.9%
Convention/ conference	4.0%	5.0%	2.7%	5.8%	7.1%
Incentive trip	3.5%	2.3%	11.0%	8.1%	5.6%
Other business	5.1%	6.3%	9.6%	4.4%	3.1%

VACATION TRIP DESCRIPTION - CHINA

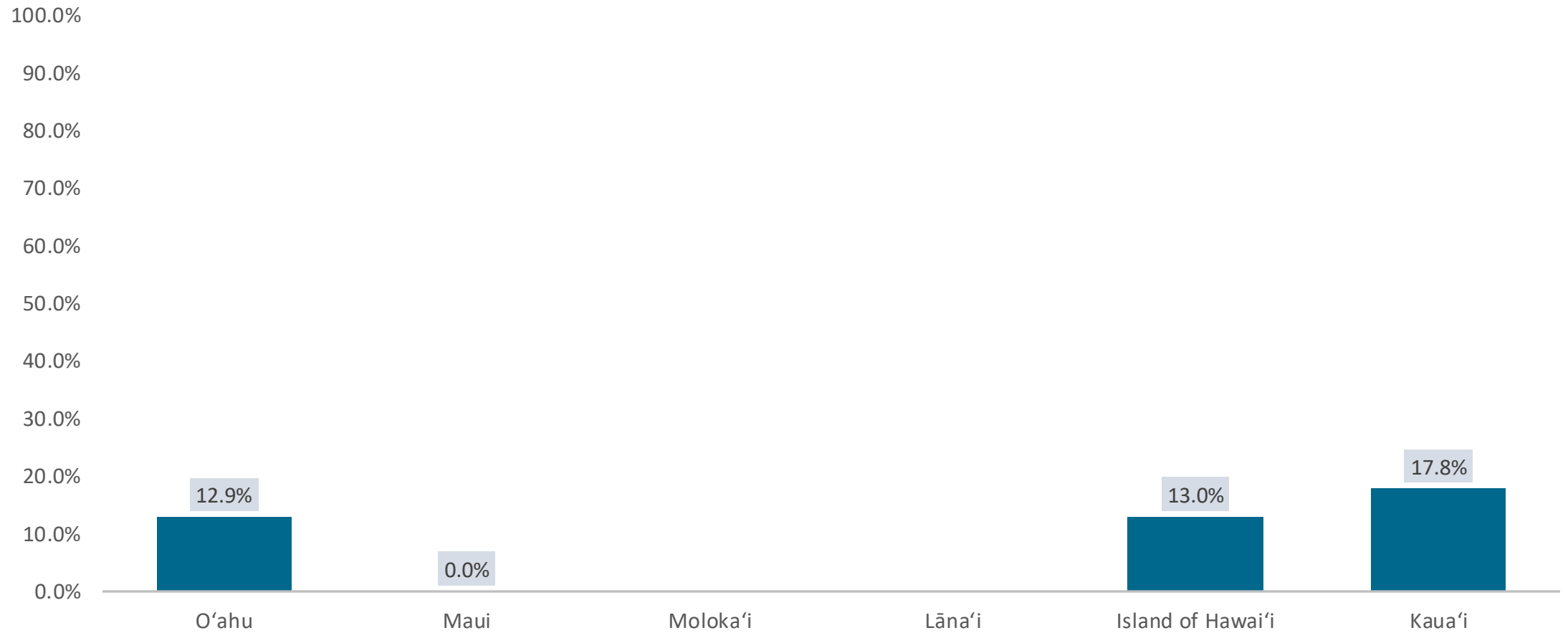


	2016	2017	2018	2019	2020	2022	2023
Other	6.9%	16.3%	1.6%	1.3%	2.7%	1.2%	2.0%
Once-in-a-lifetime	39.9%	10.4%	4.6%	3.6%	1.4%	7.7%	4.5%
More special than most trips	14.7%	31.8%	32.1%	34.2%	28.9%	36.1%	35.0%
Annual/ Semi-annual trip	28.1%	25.9%	24.8%	28.6%	21.9%	21.4%	22.8%
Special occasion	10.4%	15.6%	36.9%	32.3%	45.2%	33.7%	35.8%

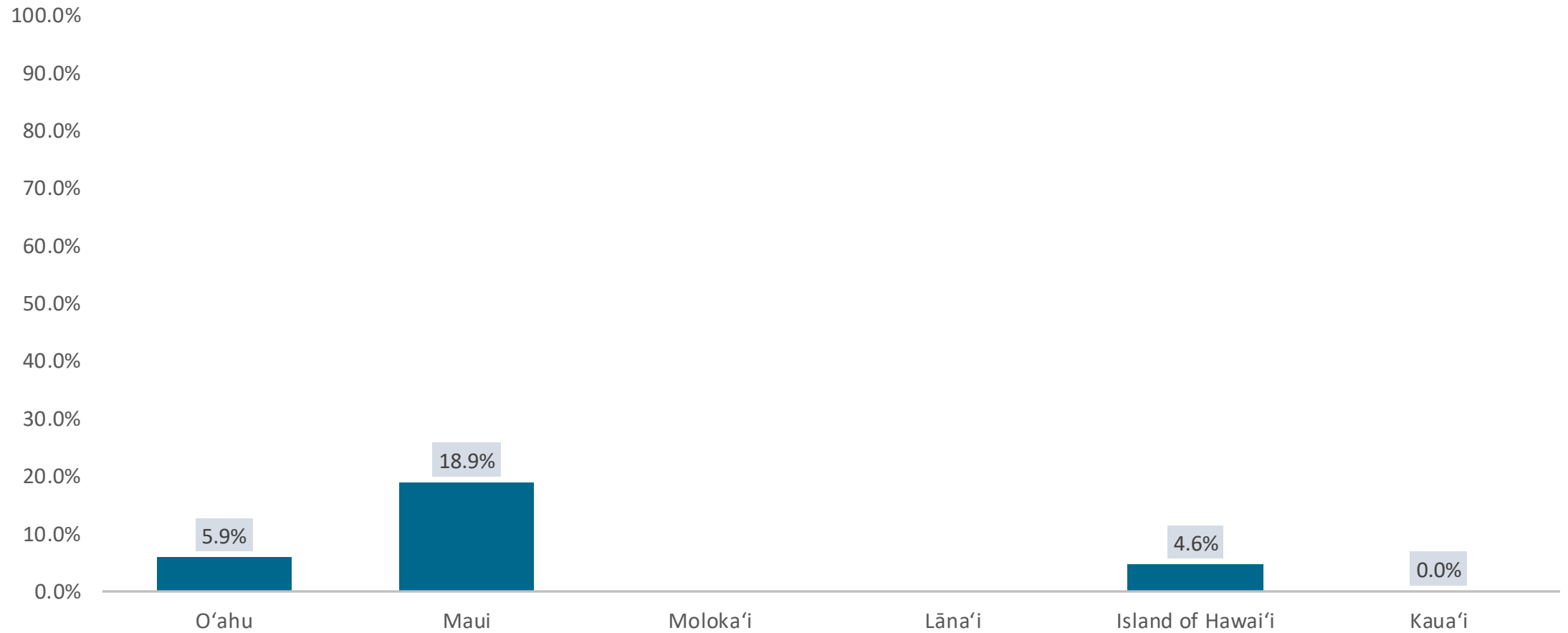
ADVERTISING AWARENESS - CHINA



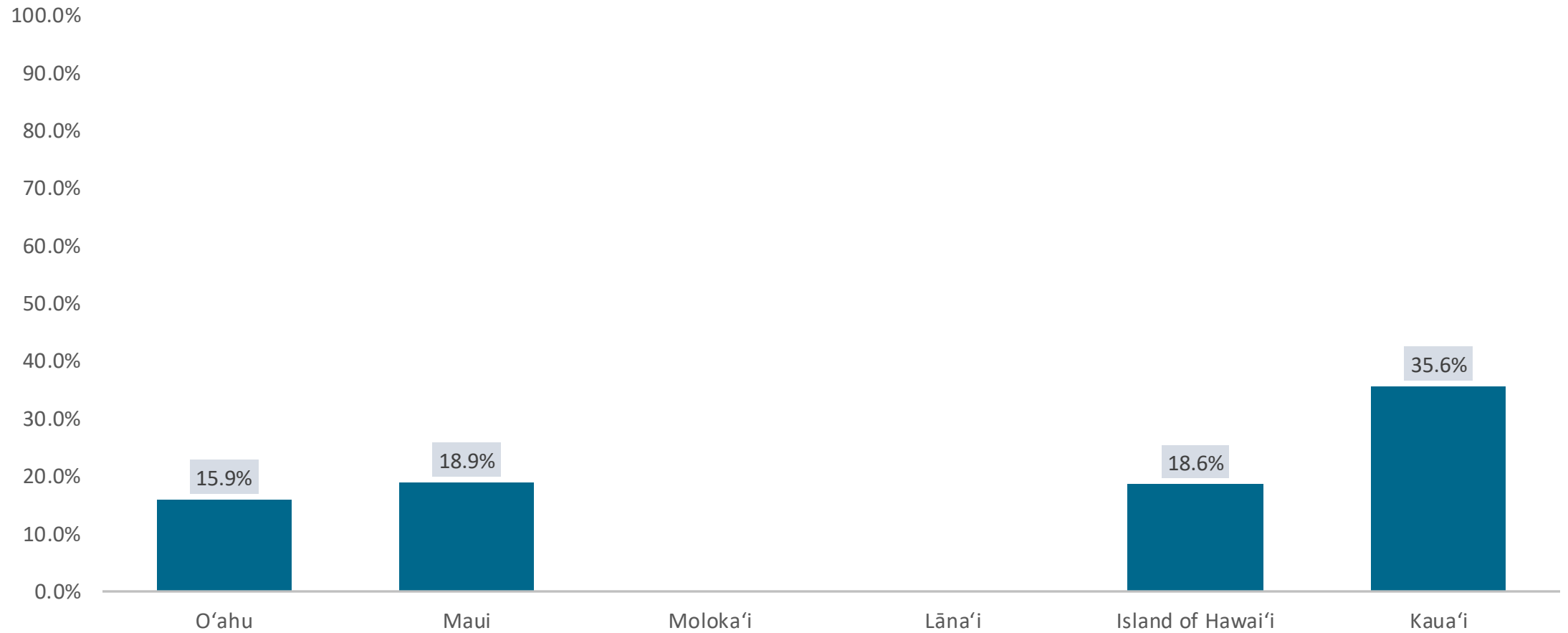
IMPACT OF LOCATION FILMING - CHINA



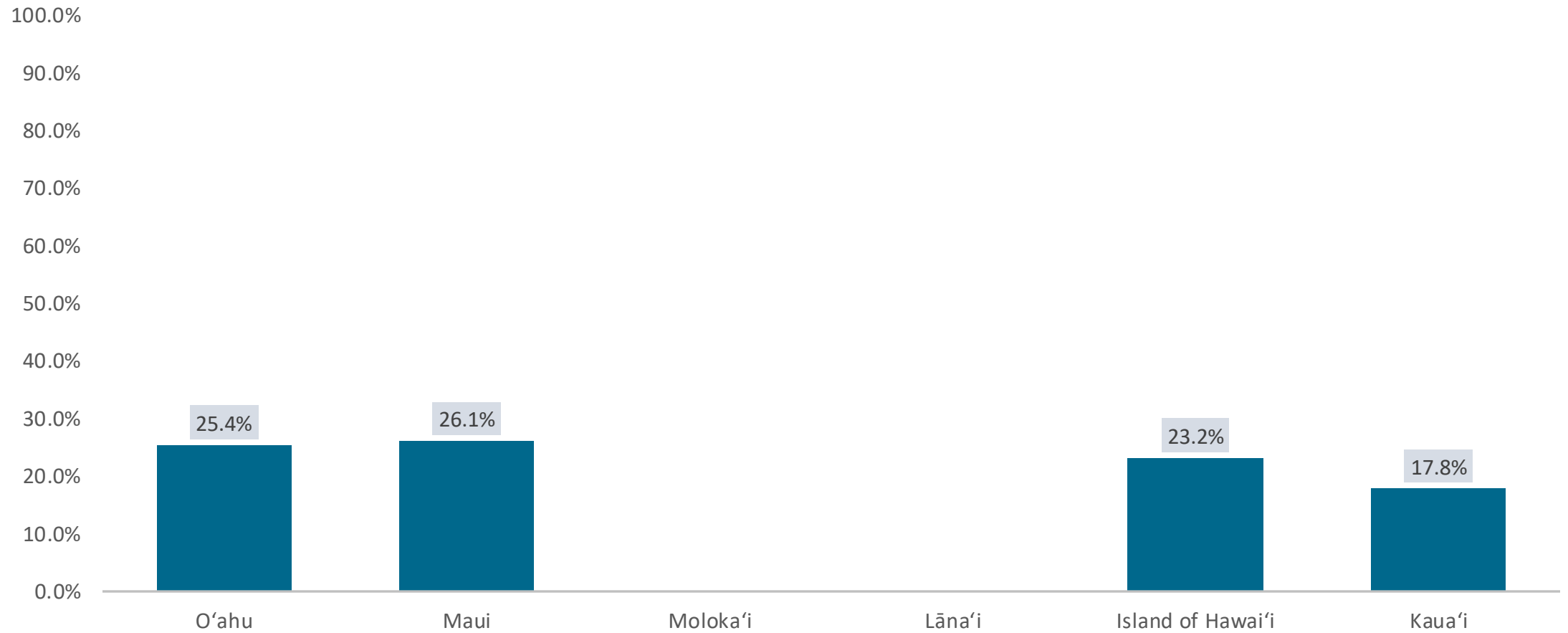
IMPACT OF HAWAIIAN MUSIC - CHINA



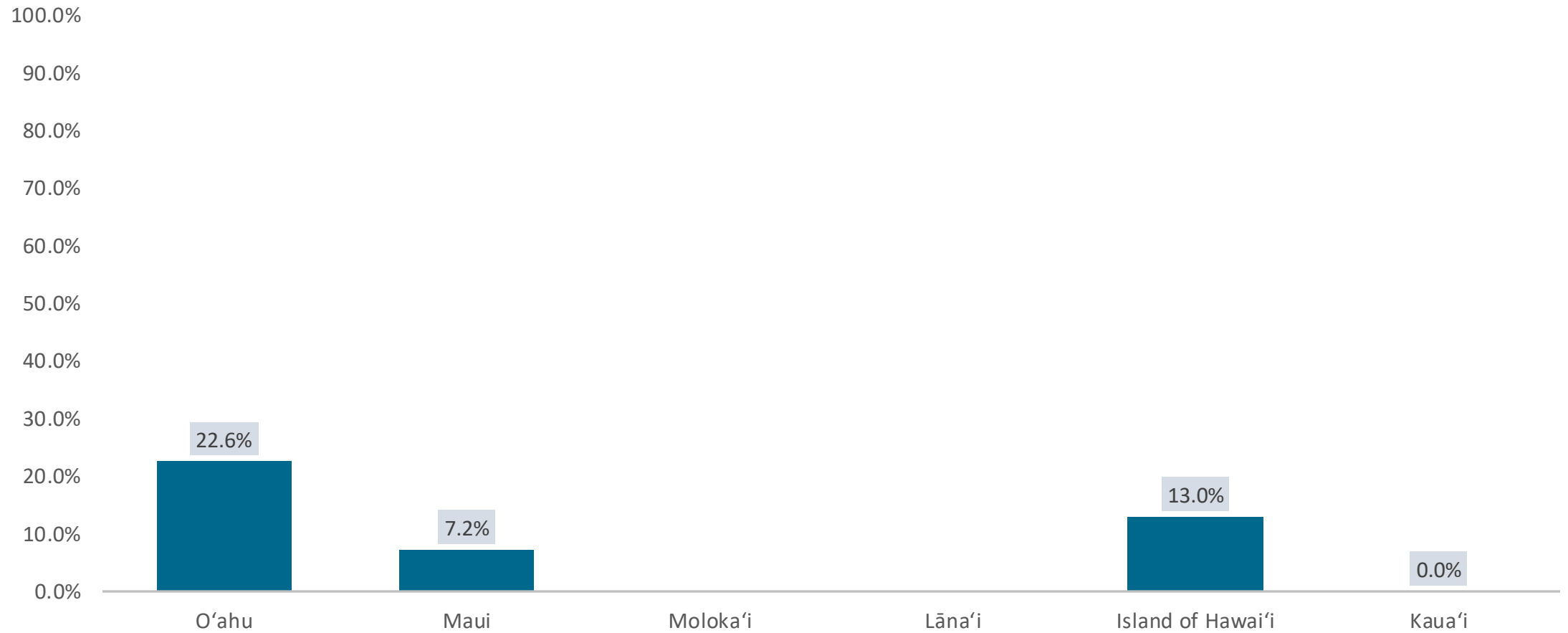
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - CHINA



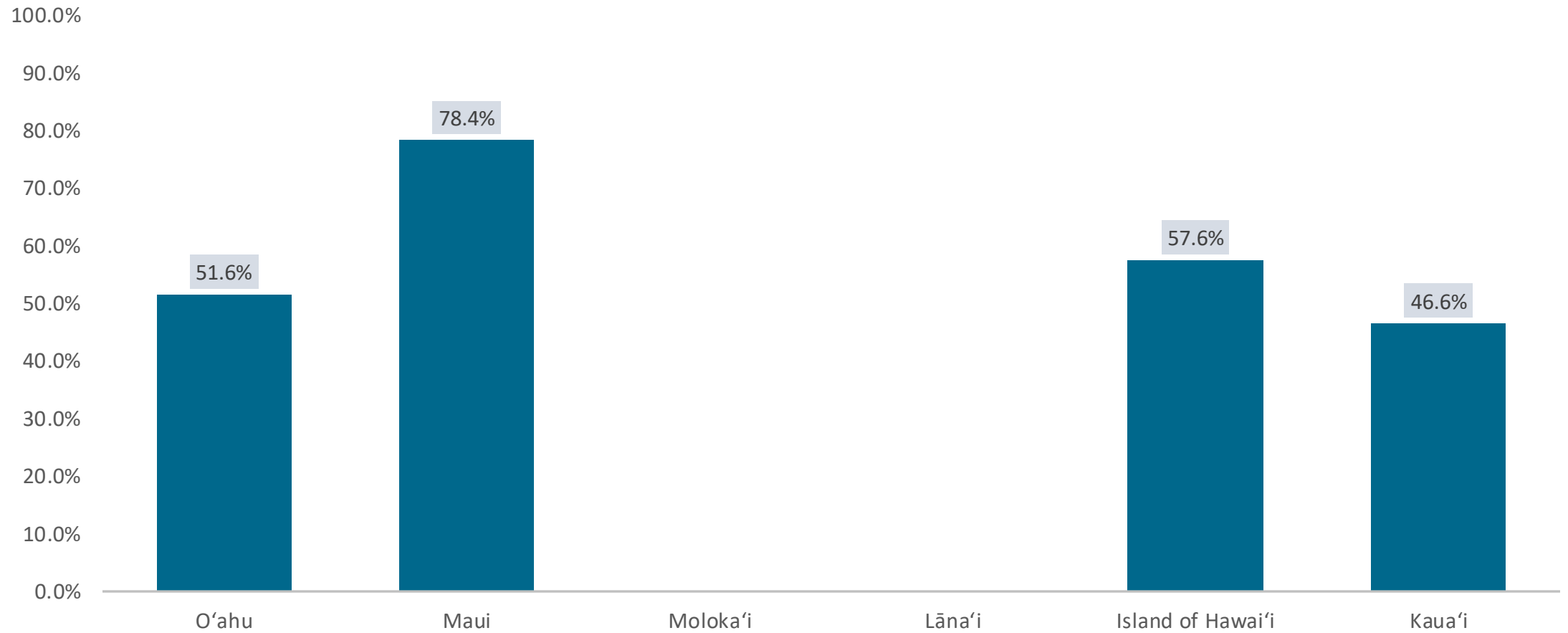
IMPACT OF OUTDOOR/ SPORTING EVENTS - CHINA



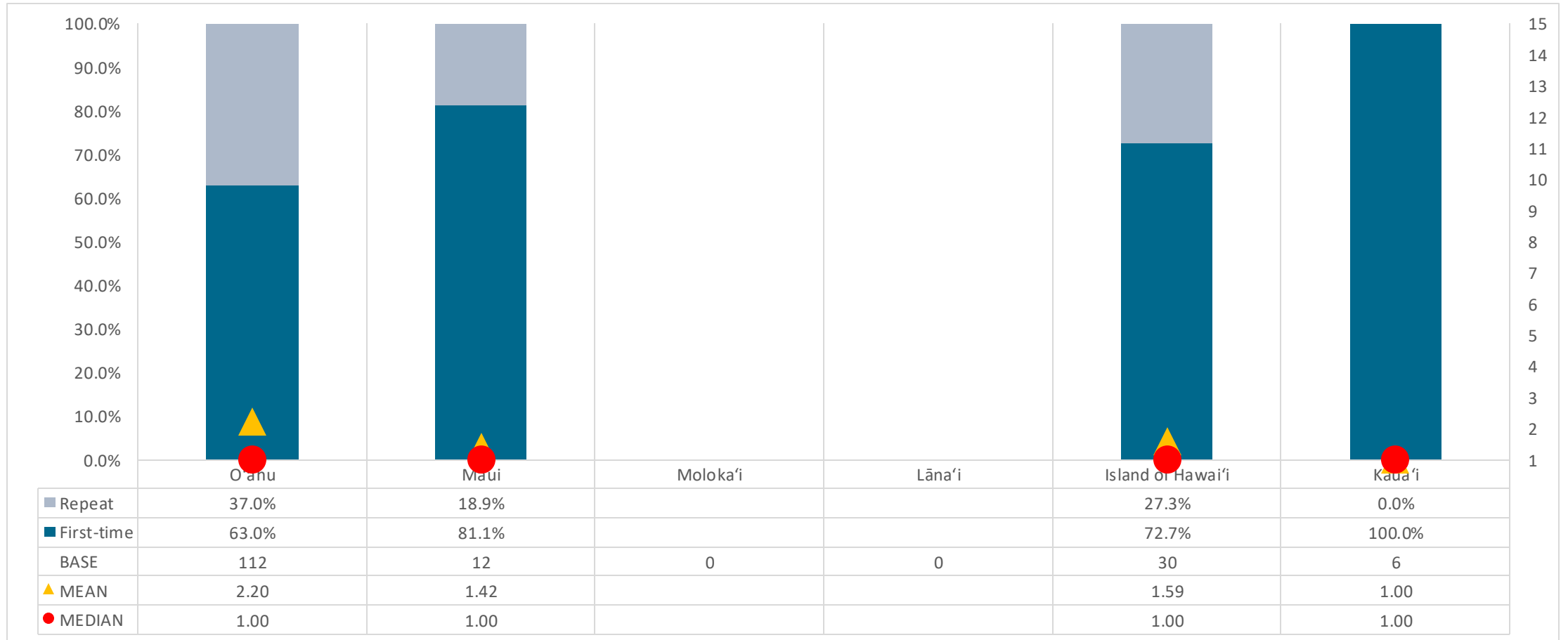
IMPACT OF HAWAIIAN CULTURAL EVENTS - CHINA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - CHINA



1ST TIME VS REPEAT VISITORS - CHINA

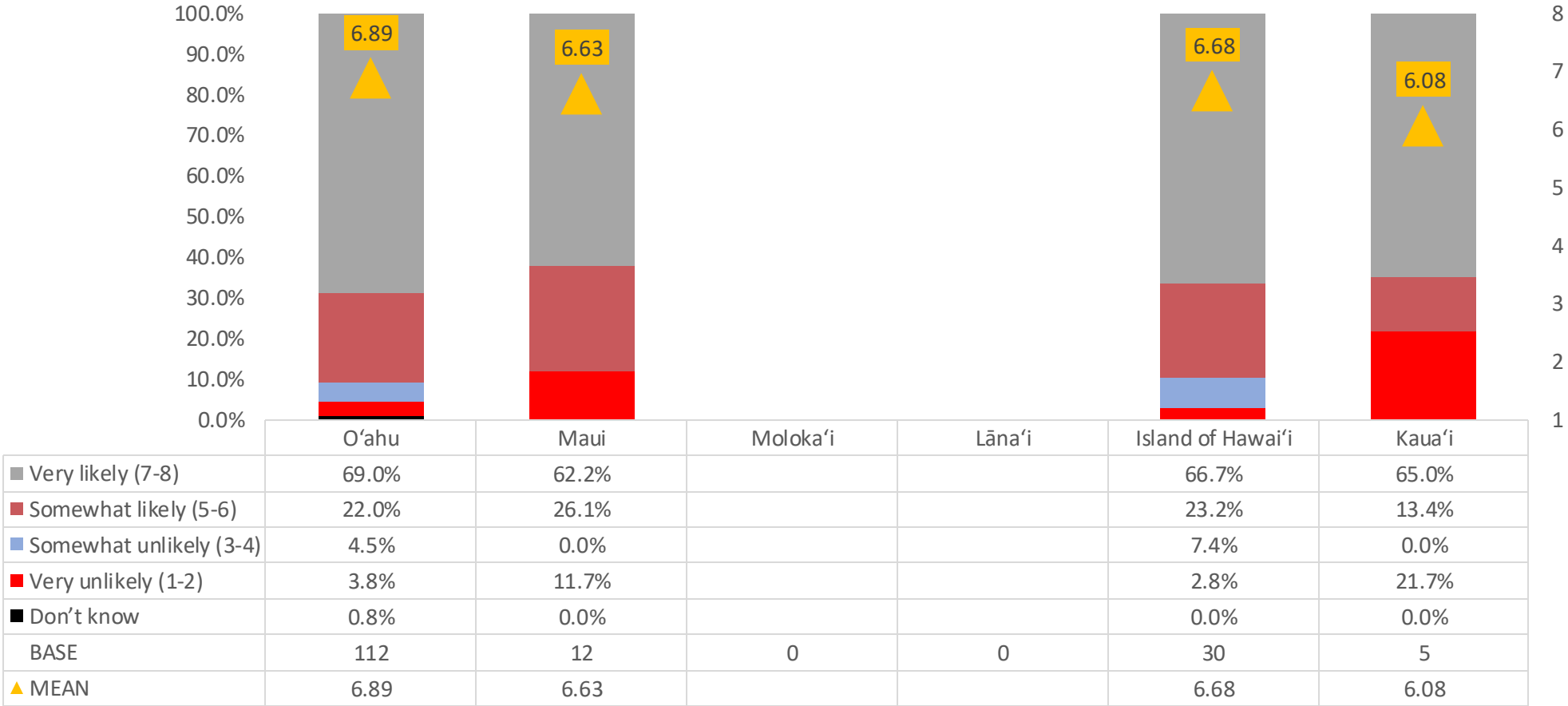


TRAVEL PARTY MEMBERS - CHINA

	2016	2017	2018	2019	2020	2022	2023
My friends/ associates	21.5%	25.2%	24.3%	29.8%	20.5%	42.0%	29.9%
My spouse	47.6%	50.4%	45.3%	37.8%	57.5%	29.3%	22.9%
Myself only (traveled alone/ no one else)	13.9%	10.7%	8.5%	11.0%	5.5%	11.0%	20.3%
Other adult members of my family	21.0%	21.0%	25.0%	20.3%	31.5%	7.9%	16.1%
My child(ren)/ grandchild(ren) under 18	15.0%	14.2%	22.4%	15.9%	27.3%	14.2%	14.9%
My girlfriend/ boyfriend	4.1%	3.1%	9.7%	9.7%	6.9%	16.4%	12.8%
Same-gender partner	1.8%	1.8%	2.2%	1.5%	-	2.7%	2.0%

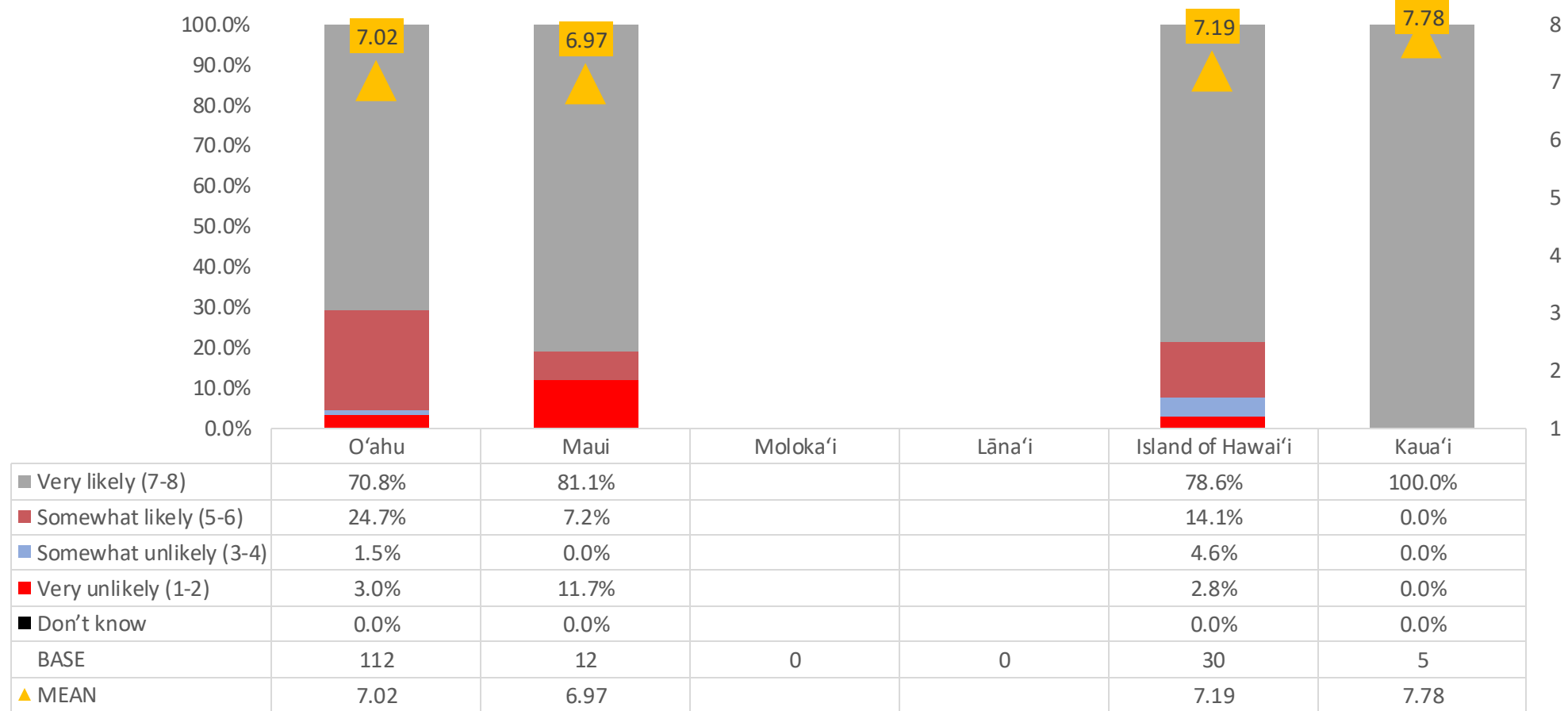
LIKELIHOOD OF RETURN VISIT - CHINA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY – CHINA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



ACTIVITIES - SIGHTSEEING - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.5%	100.0%	0.0%	0.0%	95.4%	100.0%
On own (self-guided)/ driving around the island	59.9%	73.9%	0.0%	0.0%	76.8%	65.0%
Helicopter ride/ airplane tour	1.5%	11.7%	0.0%	0.0%	5.6%	56.7%
Boat tour/ submarine ride/ whale watching	29.5%	21.6%	0.0%	0.0%	21.4%	43.3%
Visiting towns/ communities	26.7%	21.6%	0.0%	0.0%	31.6%	35.0%
Private limousine/ van tour/ tour bus	14.1%	0.0%	0.0%	0.0%	14.1%	0.0%
Scenic views/ natural landmarks	69.1%	66.7%	0.0%	0.0%	60.4%	78.3%
Movie and TV filming location tours	9.3%	0.0%	0.0%	0.0%	11.2%	0.0%

ACTIVITIES - SIGHTSEEING - CHINA

	2017	2018	2019	2020	2022	2023
TOTAL	97.2%	95.7%	96.0%	94.5%	99.5%	97.3%
On own (self-guided)/ driving around the island	63.5%	59.6%	55.6%	56.2%	71.4%	64.3%
Helicopter ride/ airplane tour	14.3%	22.8%	20.8%	27.4%	5.2%	5.5%
Boat tour/ submarine ride/ whale watching	30.4%	27.6%	27.4%	27.3%	46.3%	27.5%
Visiting towns/ communities	20.7%	31.3%	30.9%	28.7%	31.9%	26.9%
Private limousine/ van tour/ tour bus	22.0%	18.4%	14.8%	20.5%	10.9%	12.6%
Scenic views/ natural landmarks	65.5%	56.3%	46.3%	60.2%	71.1%	67.6%
Movie and TV filming location tours	21.3%	29.6%	28.4%	39.7%	16.4%	8.6%

ACTIVITIES - RECREATION - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	96.0%	92.8%	0.0%	0.0%	94.4%	100.0%
Beach/ sunbathing	71.5%	71.1%	0.0%	0.0%	75.8%	100.0%
Bodyboarding	5.5%	0.0%	0.0%	0.0%	7.4%	0.0%
Stand-up paddle boarding	3.2%	7.2%	0.0%	0.0%	4.6%	21.7%
Surfing	12.0%	11.7%	0.0%	0.0%	7.4%	0.0%
Canoeing/ kayaking	5.8%	0.0%	0.0%	0.0%	19.3%	21.7%
Swimming in the ocean	36.6%	33.3%	0.0%	0.0%	39.6%	65.0%
Snorkeling	24.0%	37.8%	0.0%	0.0%	32.3%	86.6%
Freediving	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba diving	2.8%	7.2%	0.0%	0.0%	7.4%	0.0%
Fishing	4.7%	0.0%	0.0%	0.0%	7.4%	0.0%
Golf	2.8%	7.2%	0.0%	0.0%	4.6%	0.0%

ACTIVITIES - RECREATION - CHINA

	2017	2018	2019	2020	2022	2023
TOTAL	94.7%	94.1%	93.5%	95.9%	98.3%	96.8%
Beach/ sunbathing	81.9%	75.1%	71.3%	78.0%	80.2%	75.6%
Bodyboarding	6.2%	4.0%	2.4%	2.8%	7.6%	5.5%
Stand-up paddle boarding	*	*	*	2.8%	10.9%	4.8%
Surfing	7.6%	7.9%	6.7%	5.5%	13.7%	11.2%
Canoeing/ kayaking	3.9%	3.8%	3.1%	0.0%	12.0%	9.0%
Swimming in the ocean	NA	39.2%	34.3%	27.4%	47.6%	38.7%
Snorkeling	NA	21.0%	22.6%	21.9%	45.3%	29.3%
Freediving	NA	NA	NA	9.6%	2.3%	2.6%
Windsurfing/ kitesurfing	1.3%	1.9%	0.9%	0.0%	0.0%	0.9%
Jet skiing/ parasailing	2.3%	1.1%	1.1%	1.4%	2.7%	4.1%
Scuba diving	4.5%	3.6%	4.1%	1.4%	3.2%	4.1%
Fishing	4.1%	4.9%	3.5%	2.7%	0.7%	4.4%
Golf	2.8%	5.7%	4.2%	2.7%	1.3%	3.5%

* Combined with bodyboarding

ACTIVITIES - RECREATION - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	96.0%	92.8%	0.0%	0.0%	94.4%	100.0%
Running/ jogging/ fitness walking	16.5%	14.4%	0.0%	0.0%	16.9%	0.0%
Cycling	6.5%	0.0%	0.0%	0.0%	2.8%	0.0%
Spa	8.9%	0.0%	0.0%	0.0%	4.6%	0.0%
Hiking	48.6%	52.2%	0.0%	0.0%	58.2%	78.3%
Backpacking/ camping	4.7%	0.0%	0.0%	0.0%	7.4%	0.0%
Agritourism	13.9%	14.4%	0.0%	0.0%	14.7%	21.7%
Sports event or tournament	2.8%	0.0%	0.0%	0.0%	2.8%	0.0%
Parks/ botanical gardens	35.9%	14.4%	0.0%	0.0%	42.4%	21.7%
Waterparks	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mountain tubing/ waterfall rappel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zip-lining	0.8%	7.2%	0.0%	0.0%	2.8%	0.0%
Skydiving	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All-terrain vehicle (ATV)	5.8%	0.0%	0.0%	0.0%	2.8%	0.0%
Horseback riding	2.8%	0.0%	0.0%	0.0%	4.6%	0.0%

ACTIVITIES - RECREATION - CHINA

	2017	2018	2019	2020	2022	2023
TOTAL	94.7%	94.1%	93.5%	95.9%	98.3%	96.8%
Running/ jogging/ fitness walking	22.4%	20.6%	13.7%	20.5%	15.0%	16.1%
Cycling	NA	NA	NA	NA	3.5%	5.3%
Spa	2.6%	5.5%	6.4%	2.7%	7.0%	7.5%
Hiking	20.4%	13.7%	31.7%	38.4%	55.0%	53.2%
Backpacking/ camping	*	*	4.3%	6.9%	4.4%	5.0%
Agritourism	24.5%	17.3%	17.1%	26.0%	16.3%	14.7%
Sports event or tournament	2.2%	1.7%	1.3%	0.0%	0.5%	2.6%
Parks/ botanical gardens	50.2%	41.1%	32.1%	42.4%	38.5%	36.4%
Waterparks	NA	13.1%	9.9%	9.6%	3.0%	4.4%
Mountain tubing/ waterfall rappel	NA	1.5%	0.8%	0.0%	4.9%	0.0%
Zip-lining	NA	1.9%	1.3%	0.0%	2.7%	1.7%
Skydiving	NA	10.9%	5.4%	2.8%	6.2%	1.5%
All-terrain vehicle (ATV)	NA	7.3%	7.9%	12.3%	6.1%	4.8%
Horseback riding	NA	11.1%	6.6%	5.5%	5.3%	2.9%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.2%	100.0%	0.0%	0.0%	97.2%	100.0%
Lunch/ sunset/ dinner/ evening cruise	48.7%	21.6%	0.0%	0.0%	59.3%	21.7%
Live music/ stage show	24.8%	14.4%	0.0%	0.0%	17.5%	21.7%
Nightclub/ dancing/ bar/ karaoke	3.5%	0.0%	0.0%	0.0%	4.6%	0.0%
Fine dining	42.4%	47.8%	0.0%	0.0%	45.2%	43.3%
Family restaurant	19.7%	7.2%	0.0%	0.0%	41.8%	21.7%
Fast food	41.0%	26.1%	0.0%	0.0%	45.2%	35.0%
Food truck	40.3%	47.8%	0.0%	0.0%	15.8%	35.0%
Café/ coffee house	45.1%	45.0%	0.0%	0.0%	49.8%	43.3%
Ethnic dining	21.3%	7.2%	0.0%	0.0%	15.8%	0.0%
Farm-to-table cuisine	6.3%	0.0%	0.0%	0.0%	10.2%	0.0%
Prepared own meal	17.5%	14.4%	0.0%	0.0%	16.5%	21.7%

ACTIVITIES - ENTERTAINMENT & DINING - CHINA

	2017	2018	2019	2020	2022	2023
TOTAL	95.5%	96.1%	95.9%	95.9%	97.3%	98.0%
Lunch/ sunset/ dinner/ evening cruise	56.3%	60.7%	56.6%	54.9%	52.1%	47.8%
Live music/ stage show	24.3%	16.2%	14.9%	15.1%	12.2%	23.3%
Nightclub/ dancing/ bar/ karaoke	6.7%	9.7%	10.7%	1.4%	5.2%	3.5%
Fine dining	52.3%	47.6%	47.4%	42.5%	33.0%	44.7%
Family restaurant	21.6%	19.1%	23.4%	31.5%	24.0%	23.8%
Fast food	48.9%	43.5%	43.5%	49.3%	44.7%	42.2%
Food truck	NA	18.4%	22.9%	15.1%	37.6%	36.6%
Café/ coffee house	28.6%	37.3%	35.5%	30.1%	48.8%	48.0%
Ethnic dining	20.4%	18.5%	22.1%	30.1%	16.2%	18.3%
Farm-to-table cuisine	NA	NA	NA	NA	7.5%	6.1%
Prepared own meal	21.3%	18.0%	20.7%	24.7%	16.8%	18.2%

ACTIVITIES - SHOPPING - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	95.7%	88.3%	0.0%	0.0%	87.0%	56.7%
Malls/ department stores	72.4%	18.9%	0.0%	0.0%	43.5%	21.7%
Designer boutiques	18.8%	11.7%	0.0%	0.0%	5.6%	0.0%
Hotel/ resort stores	23.7%	7.2%	0.0%	0.0%	18.6%	0.0%
Swap meet/ flea market	3.2%	7.2%	0.0%	0.0%	5.6%	13.4%
Discount/ outlet stores	11.2%	0.0%	0.0%	0.0%	2.8%	0.0%
Supermarkets	38.3%	33.3%	0.0%	0.0%	60.0%	56.7%
Farmer's market	19.6%	26.1%	0.0%	0.0%	35.1%	21.7%
Convenience stores	47.7%	21.6%	0.0%	0.0%	40.7%	13.4%
Duty free stores	21.8%	7.2%	0.0%	0.0%	5.6%	0.0%
Hawai'i-made products	38.4%	14.4%	0.0%	0.0%	35.1%	0.0%
Local shops and artisans	31.8%	21.6%	0.0%	0.0%	36.1%	35.0%

ACTIVITIES - SHOPPING - CHINA

	2017	2018	2019	2020	2022	2023
TOTAL	97.2%	93.9%	93.2%	95.9%	91.8%	93.0%
Malls/ department stores	78.7%	66.5%	62.3%	68.5%	52.7%	63.9%
Designer boutiques	13.7%	9.0%	11.8%	4.1%	10.7%	15.9%
Hotel/ resort stores	18.6%	24.7%	22.8%	20.5%	21.6%	21.2%
Swap meet/ flea market	6.6%	4.4%	5.3%	1.4%	3.5%	4.6%
Discount/ outlet stores	34.0%	40.7%	41.7%	34.2%	4.6%	8.8%
Supermarkets	40.6%	62.2%	59.9%	69.8%	50.2%	44.1%
Farmer's market	13.3%	13.1%	13.3%	15.1%	35.2%	24.4%
Convenience stores	44.3%	42.2%	42.2%	45.2%	52.6%	43.9%
Duty free stores	61.4%	50.7%	54.8%	48.0%	6.5%	17.8%
Hawai'i-made products	NA	NA	NA	NA	23.6%	36.4%
Local shops and artisans	29.7%	24.8%	29.4%	23.3%	29.2%	32.4%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	66.8%	56.7%	0.0%	0.0%	78.6%	21.7%
Historic military sites and museums	35.4%	11.7%	0.0%	0.0%	16.9%	0.0%
Historic Hawaiian sites and museums	16.2%	18.9%	0.0%	0.0%	37.9%	0.0%
Other historical sites, museums, and homes	9.8%	7.2%	0.0%	0.0%	19.3%	21.7%
Art museums	7.2%	0.0%	0.0%	0.0%	8.4%	0.0%
Art galleries and exhibitions	5.5%	0.0%	0.0%	0.0%	5.6%	0.0%
Lū'au/ Polynesian show/ hula show	16.5%	18.9%	0.0%	0.0%	5.6%	0.0%
Lesson- ex. ukulele, hula, canoe, lei making	10.3%	0.0%	0.0%	0.0%	7.4%	0.0%
Play/ concert/ theatre	5.0%	0.0%	0.0%	0.0%	7.4%	0.0%
Art/ craft fair	5.7%	0.0%	0.0%	0.0%	11.9%	0.0%
Festival/ events	2.8%	0.0%	0.0%	0.0%	7.4%	0.0%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - CHINA

	2017	2018	2019	2020	2022	2023
TOTAL	84.6%	80.9%	78.7%	78.0%	61.4%	68.0%
Historic military sites and museums	67.6%	51.9%	43.0%	52.0%	23.4%	29.9%
Historic Hawaiian sites and museums	NA	NA	NA	NA	19.9%	20.5%
Other historical sites, museums, and homes	23.1%	28.6%	27.3%	28.8%	13.1%	12.5%
Art museums	*	*	*	*	6.4%	7.0%
Art galleries and exhibitions	*	*	*	*	6.4%	5.2%
Lū'au/ Polynesian show/ hula show	17.9%	13.2%	16.4%	9.6%	10.8%	14.8%
Lesson- ex. ukulele, hula, canoe, lei making	3.5%	10.7%	11.7%	5.5%	5.0%	9.0%
Play/ concert/ theatre	5.2%	3.8%	3.8%	2.7%	1.8%	5.2%
Art/ craft fair	7.0%	11.7%	11.6%	13.7%	9.6%	6.6%
Festival/ events	3.6%	1.8%	1.8%	2.7%	1.7%	3.5%

* Combined Museum/ Art galleries as a single option

ACTIVITIES - TRANSPORTATION - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	93.3%	100.0%	0.0%	0.0%	92.6%	100.0%
Airport shuttle	11.6%	18.9%	0.0%	0.0%	18.6%	0.0%
Trolley	4.0%	7.2%	0.0%	0.0%	0.0%	0.0%
Public bus	20.5%	0.0%	0.0%	0.0%	4.6%	13.4%
Tour bus/ tour van	7.3%	0.0%	0.0%	0.0%	5.6%	0.0%
Taxi/ limo	16.1%	14.4%	0.0%	0.0%	23.2%	13.4%
Rental car	48.4%	73.9%	0.0%	0.0%	76.8%	86.6%
Ride share	52.0%	26.1%	0.0%	0.0%	11.2%	13.4%
Car share	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	2.5%	0.0%	0.0%	0.0%	2.8%	0.0%

ACTIVITIES - TRANSPORTATION - CHINA

	2017	2018	2019	2020	2022	2023
TOTAL	98.1%	92.7%	84.4%	84.9%	96.9%	94.1%
Airport shuttle	31.9%	19.5%	13.5%	11.0%	17.9%	13.2%
Trolley	3.4%	8.0%	4.9%	5.5%	0.7%	3.5%
Public bus	18.6%	18.8%	15.0%	16.5%	13.0%	16.6%
Tour bus/ tour van	35.6%	24.6%	21.8%	12.3%	7.7%	6.5%
Taxi/ limo	23.2%	24.6%	21.0%	20.5%	8.6%	17.6%
Rental car	44.8%	51.9%	46.9%	54.8%	66.9%	57.3%
Ride share	NA	14.7%	14.4%	15.1%	33.2%	43.2%
Car share	NA	NA	NA	NA	5.2%	1.8%
Bicycle rental	NA	3.2%	2.4%	1.4%	2.9%	2.4%

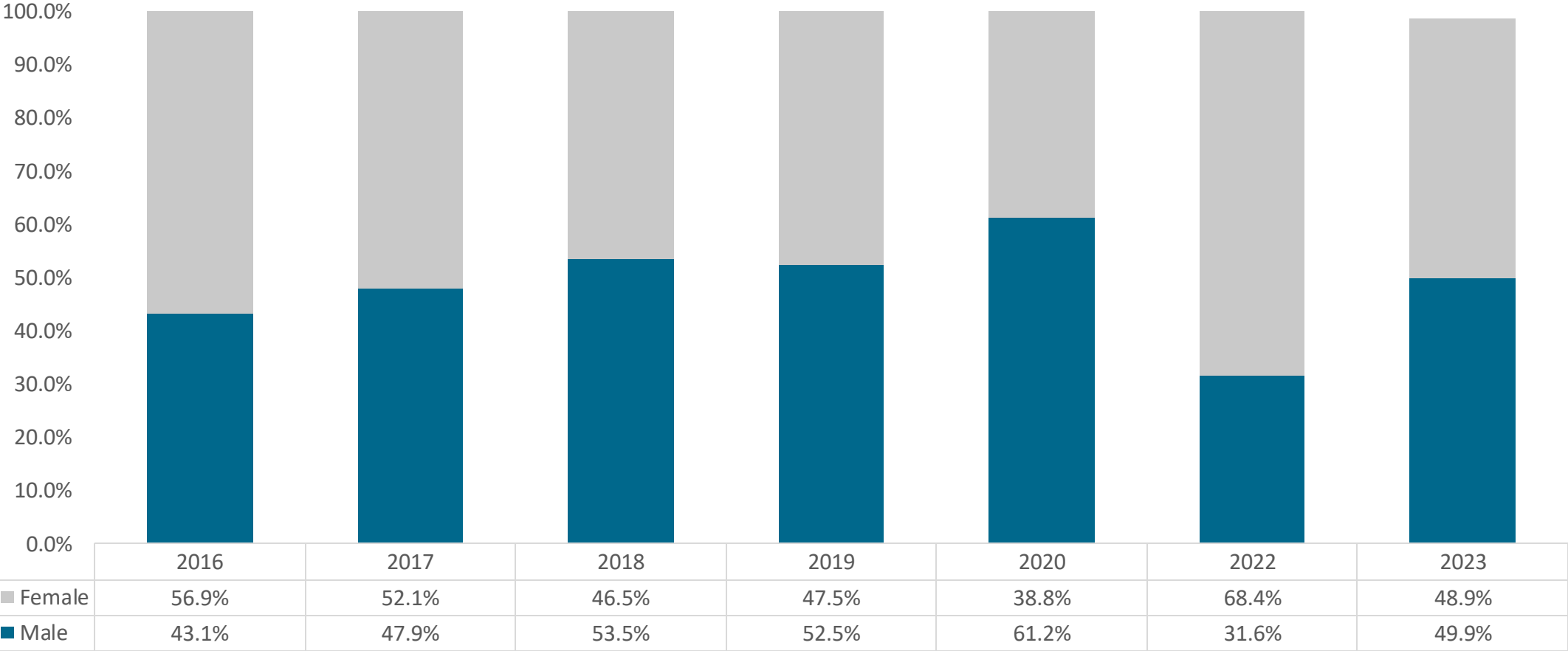
ACTIVITIES - OTHER - CHINA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	15.9%	0.0%	0.0%	0.0%	13.0%	21.7%
Visiting friends and family	15.2%	0.0%	0.0%	0.0%	10.2%	21.7%
Giving back to the local community	3.2%	0.0%	0.0%	0.0%	2.8%	0.0%

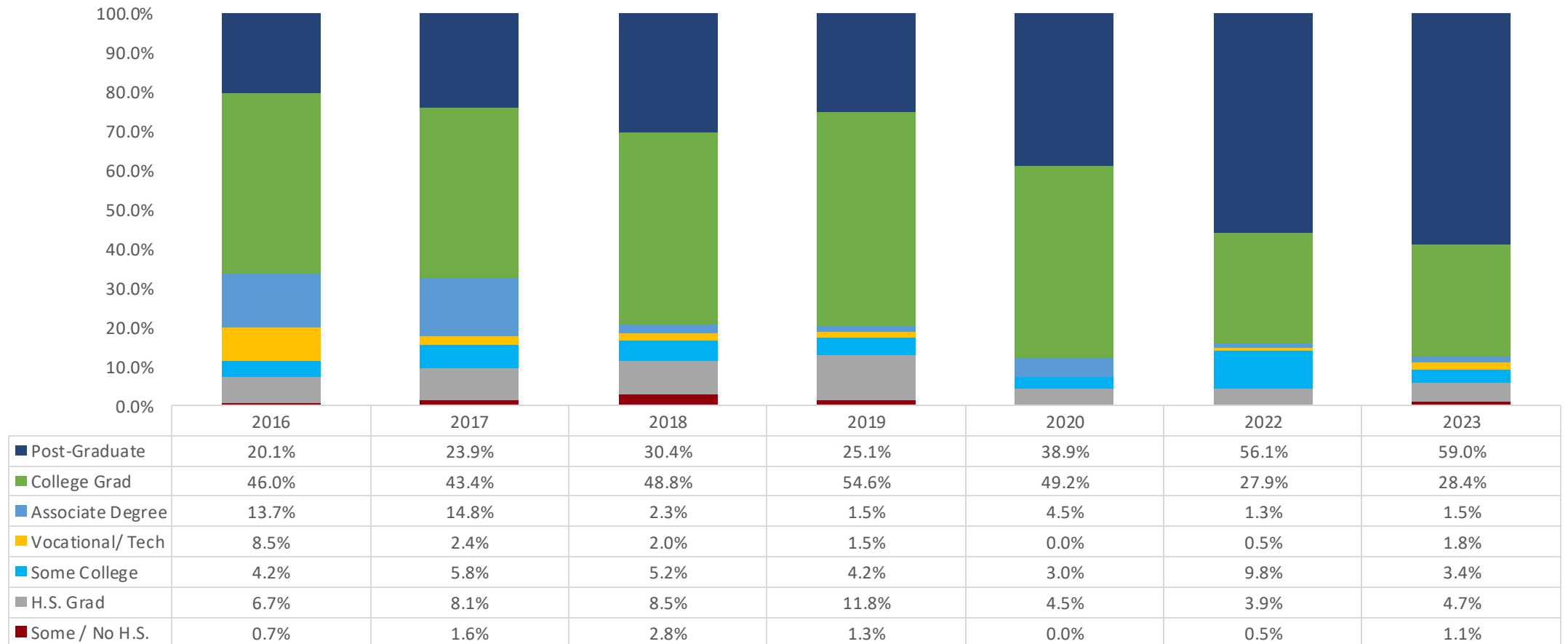
ACTIVITIES - OTHER - CHINA

	2018	2019	2020	2022	2023
TOTAL	19.6%	19.0%	15.1%	15.0%	15.3%
Visiting friends and family	17.7%	16.9%	15.1%	10.2%	14.1%
Giving back to the local community	2.5%	2.8%	0.0%	5.4%	2.9%

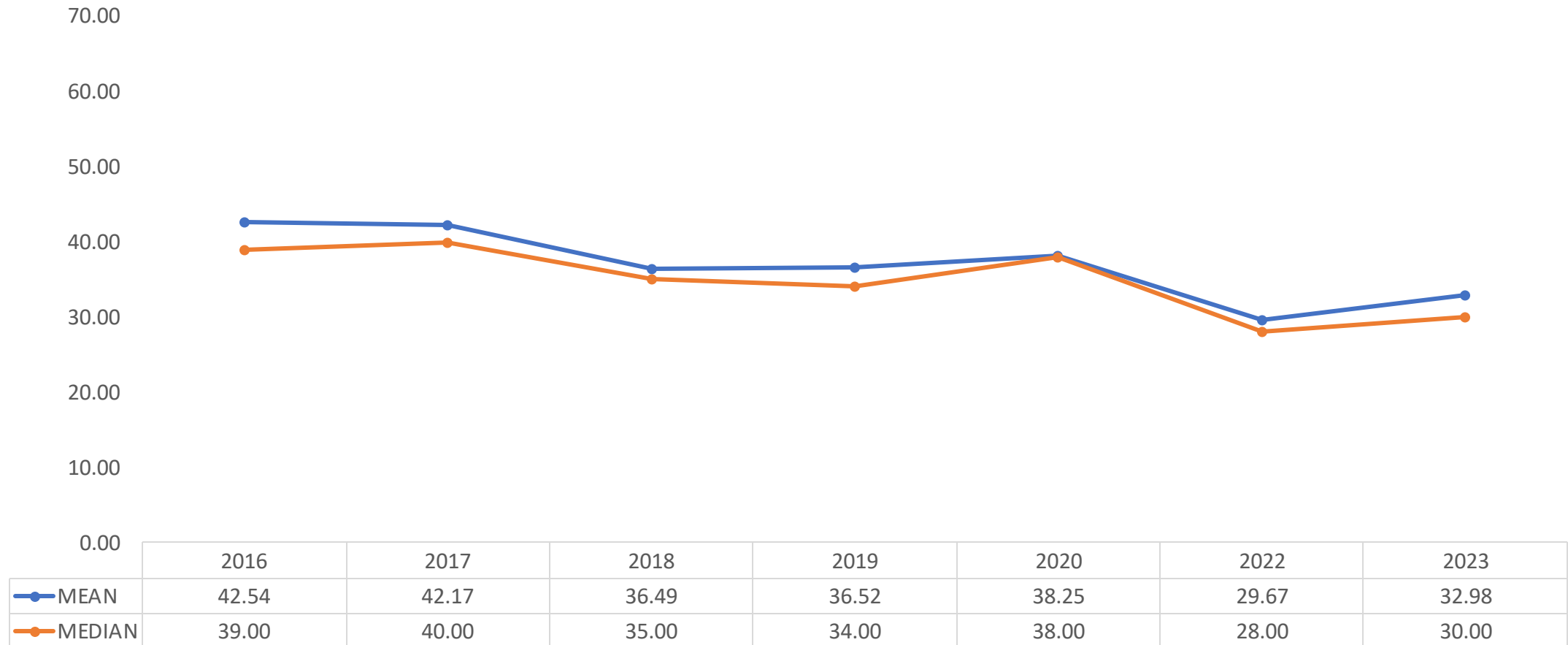
VISITOR PROFILE - GENDER - CHINA



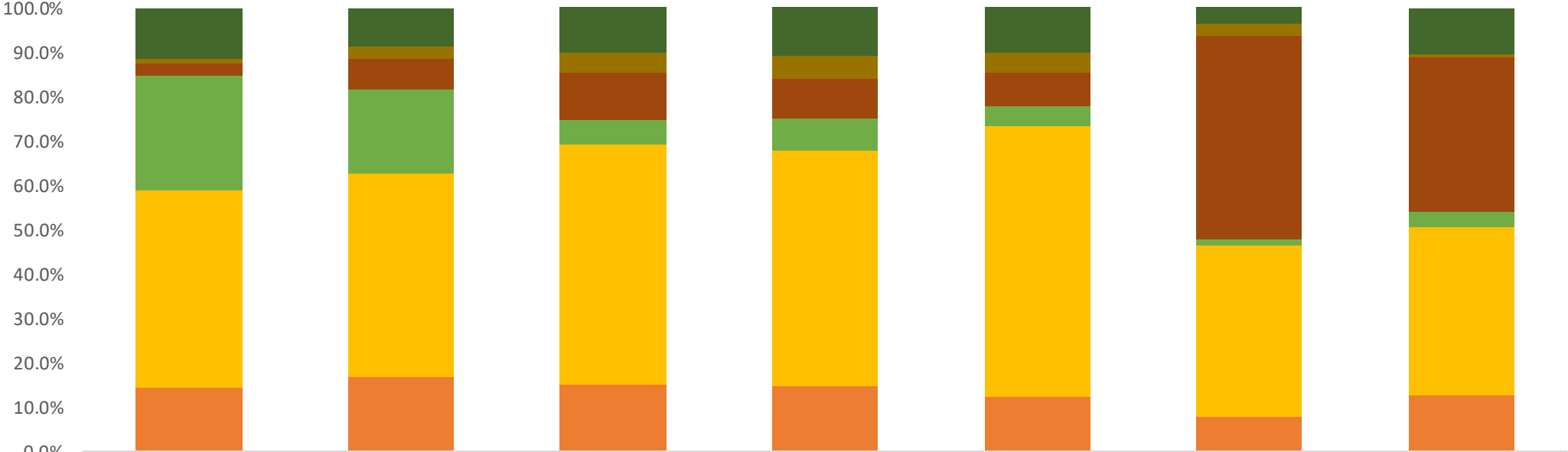
VISITOR PROFILE - EDUCATION - CHINA



VISITOR PROFILE - AGE - CHINA

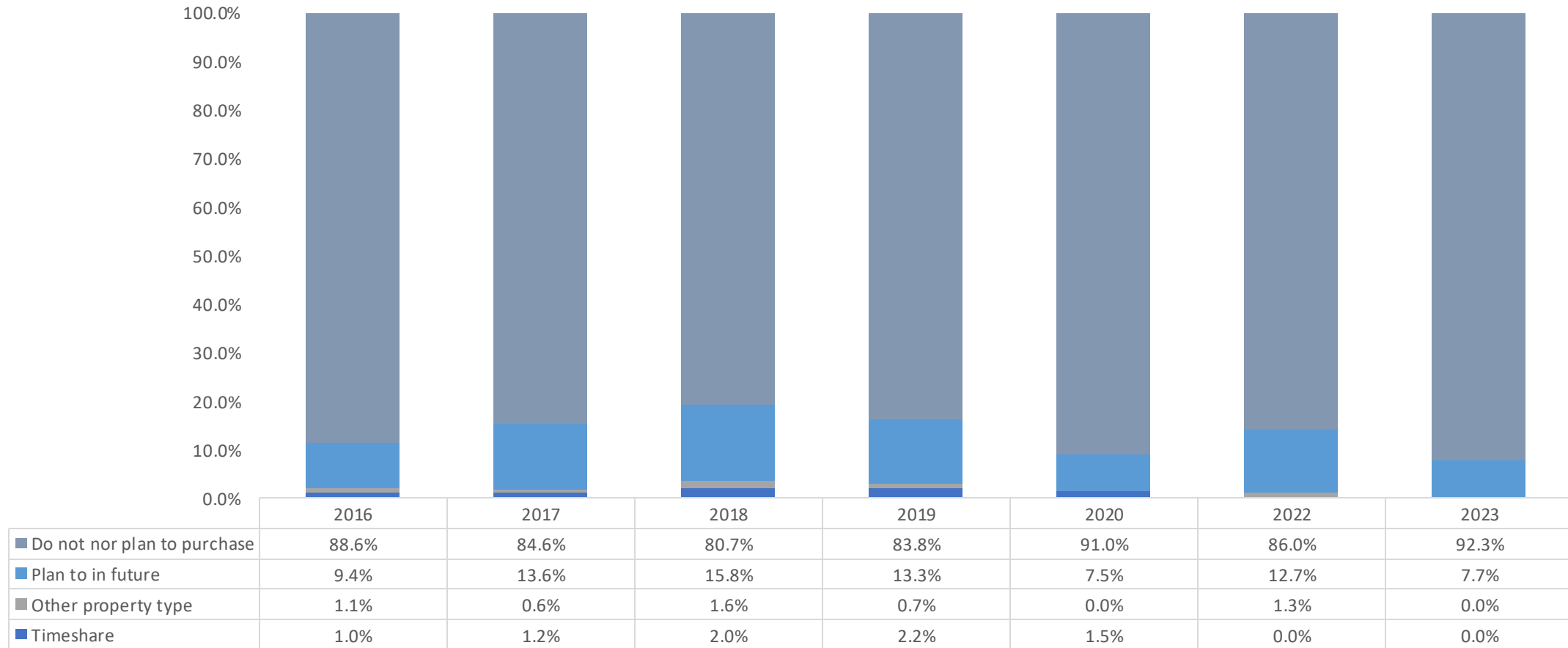


VISITOR PROFILE - EMPLOYMENT STATUS - CHINA



	2016	2017	2018	2019	2020	2022	2023
Other	11.5%	8.6%	10.4%	11.2%	10.4%	3.8%	10.5%
Homemaker	0.8%	2.7%	4.3%	4.9%	4.5%	2.6%	0.6%
Student	3.1%	7.0%	10.7%	9.2%	7.5%	46.0%	35.1%
Retired	25.7%	18.9%	5.6%	7.1%	4.5%	1.3%	3.2%
Employed	44.5%	46.0%	54.4%	53.2%	61.2%	38.8%	38.3%
Self-employed	14.3%	16.7%	14.7%	14.6%	12.0%	7.6%	12.3%

VISITOR PROFILE - HAWAI'I PROPERTY OWNER - CHINA



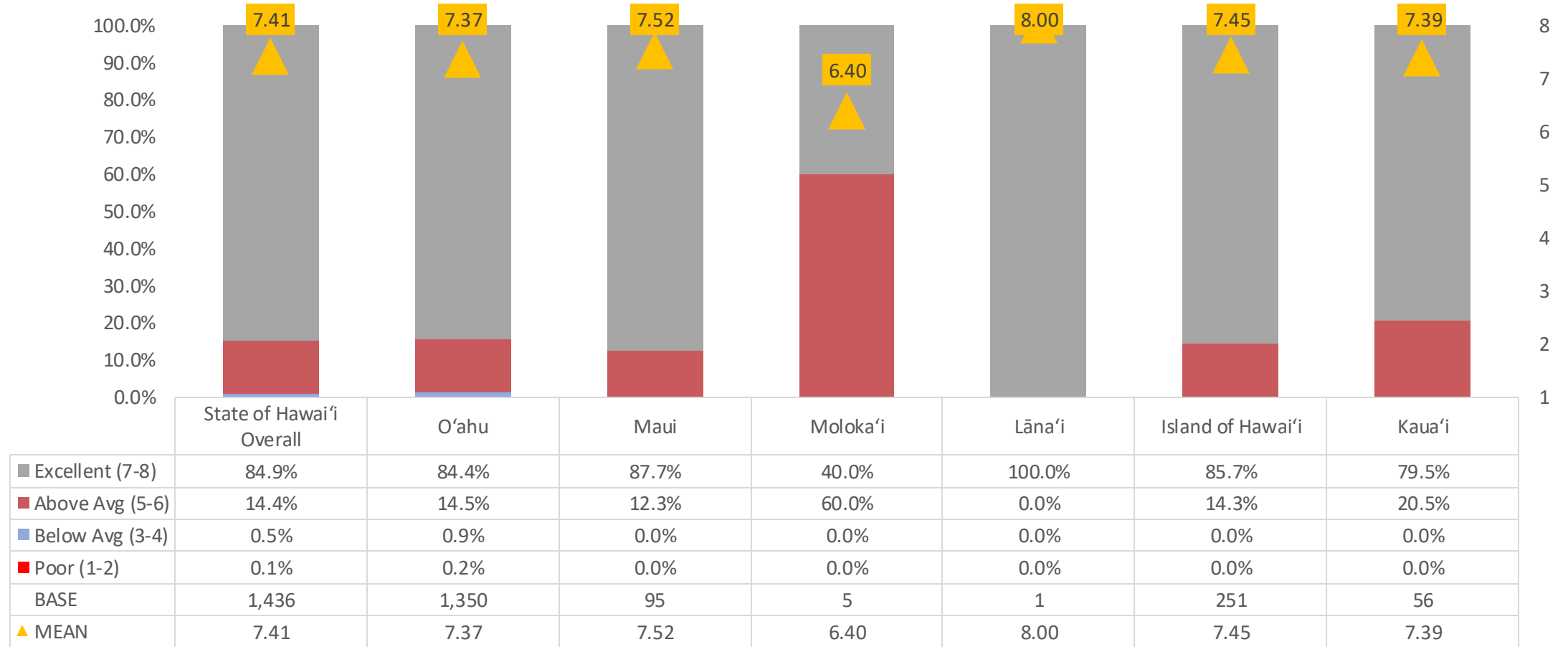
VISITOR PROFILE - HOUSEHOLD INCOME - CHINESE YUAN

	2018	2019	2020	2022	2023
< ¥250,799	30.4%	33.1%	13.8%	9.9%	16.3%
¥250,800 - ¥376,099	23.0%	23.1%	24.6%	23.4%	16.3%
¥376,100 - ¥501,399	15.4%	15.5%	13.9%	14.0%	8.1%
¥501,400 - ¥626,799	8.0%	7.7%	9.2%	4.2%	4.4%
¥626,800 - ¥783,499	5.4%	4.4%	12.3%	7.0%	10.2%
¥783,500 - ¥940,199	6.3%	5.6%	7.7%	12.1%	8.6%
¥940,200 - ¥1,096,899	2.8%	2.8%	4.6%	5.7%	4.6%
¥1,096,900 - ¥1,253,599	3.2%	2.2%	-	3.6%	9.3%
¥1,253,600 - ¥1,560,799	1.8%	1.5%	4.6%	2.9%	2.5%
¥1,560,800+	3.7%	4.3%	9.2%	17.3%	19.7%

Section 19 – Korea

OVERALL SATISFACTION - MOST RECENT TRIP - KOREA

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



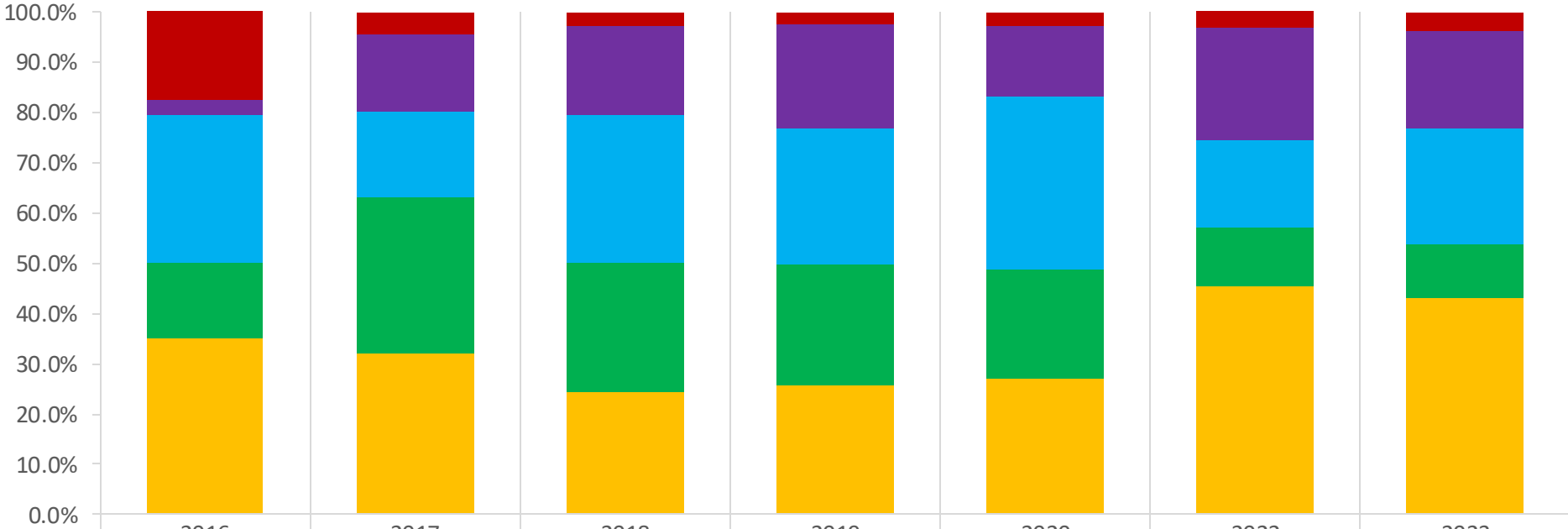
PRIMARY PURPOSE OF TRIP - KOREA

	2018	2019	2020	2022	2023
Honeymoon	28.9%	32.8%	27.0%	53.5%	48.2%
Vacation	52.7%	52.3%	61.2%	31.0%	38.6%
Visit friends/ relatives	3.1%	1.0%	2.3%	5.7%	2.8%
Other business	0.0%	0.0%	0.0%	3.1%	3.4%
Convention/ conference	2.0%	1.1%	2.0%	1.8%	1.6%

PRIMARY + SECONDARY PURPOSE OF TRIP - KOREA

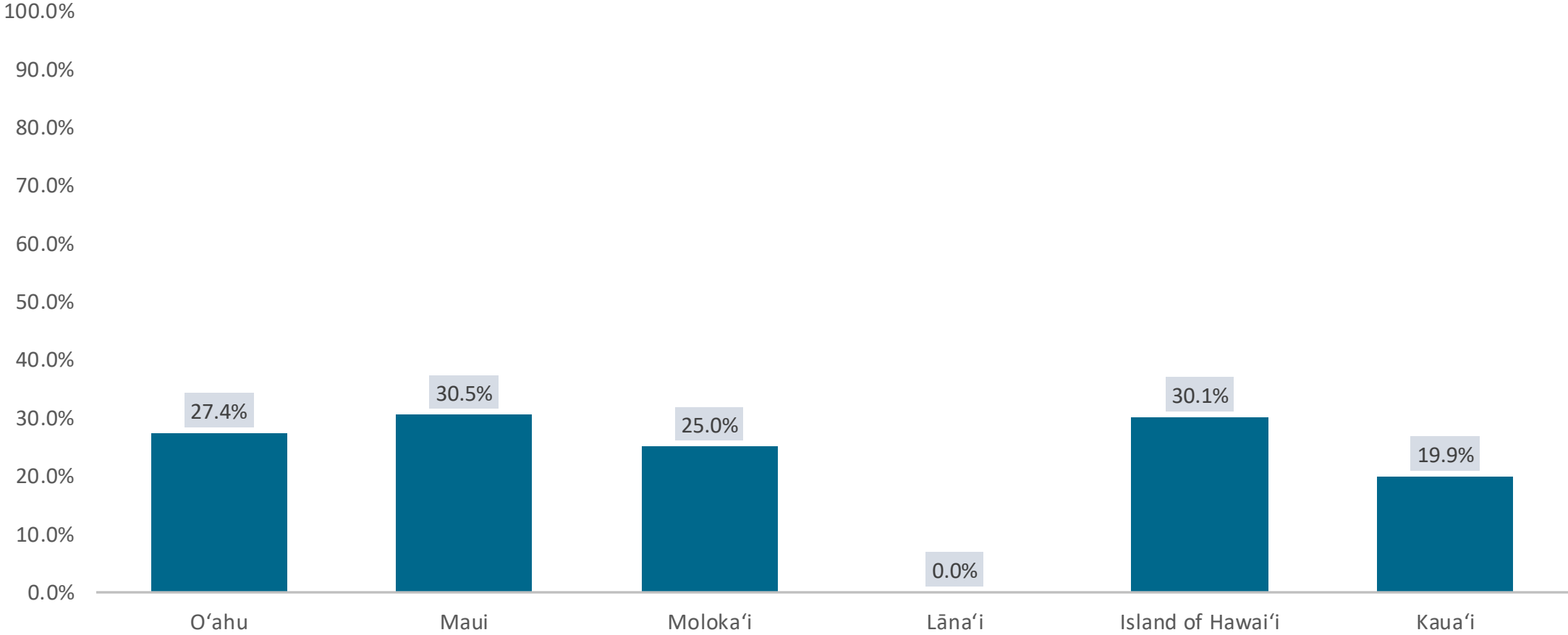
	2018	2019	2020	2022	2023
Vacation	80.0%	77.5%	82.7%	69.2%	75.5%
Honeymoon	31.6%	36.2%	28.0%	55.0%	49.0%
Visit friends/ relatives	2.7%	2.5%	5.9%	9.6%	6.2%
Other business/ work in Hawai'i	2.7%	1.6%	0.3%	5.3%	4.9%
Attend, participate in a wedding/ vow renewal	5.8%	7.6%	3.3%	7.7%	3.7%
Incentive trip	6.9%	4.0%	2.3%	2.8%	3.1%
Convention/ conference	2.7%	1.4%	2.0%	2.8%	2.4%
Attend school	2.2%	0.0%	3.9%	2.8%	1.3%

VACATION TRIP DESCRIPTION - KOREA

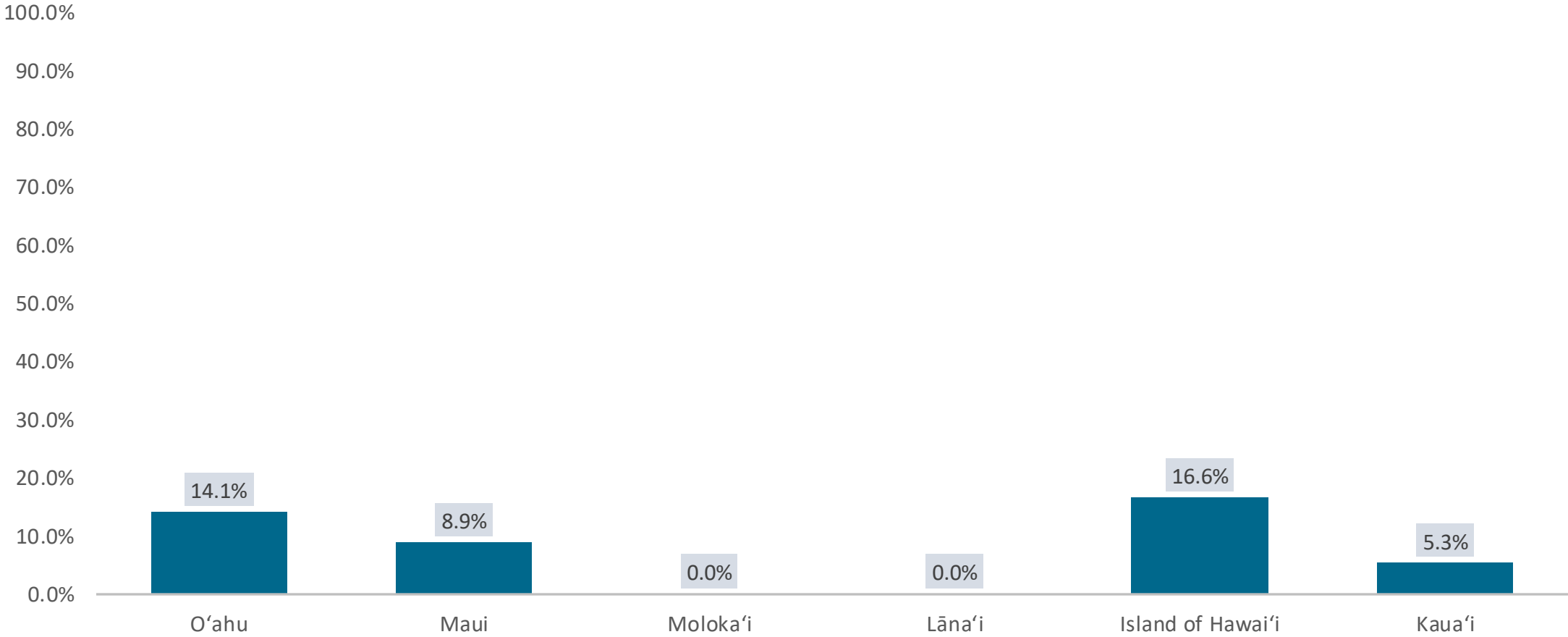


	2016	2017	2018	2019	2020	2022	2023
Other	17.6%	4.3%	2.7%	2.5%	2.9%	3.1%	3.8%
Once-in-a-lifetime	2.9%	15.5%	17.9%	20.6%	14.0%	22.4%	19.5%
More special than most trips	29.5%	17.2%	29.4%	27.0%	34.3%	17.5%	23.0%
Annual/ Semi-annual trip	15.1%	30.9%	25.6%	24.2%	21.7%	11.6%	10.7%
Special occasion	35.0%	32.1%	24.4%	25.7%	27.1%	45.5%	43.0%

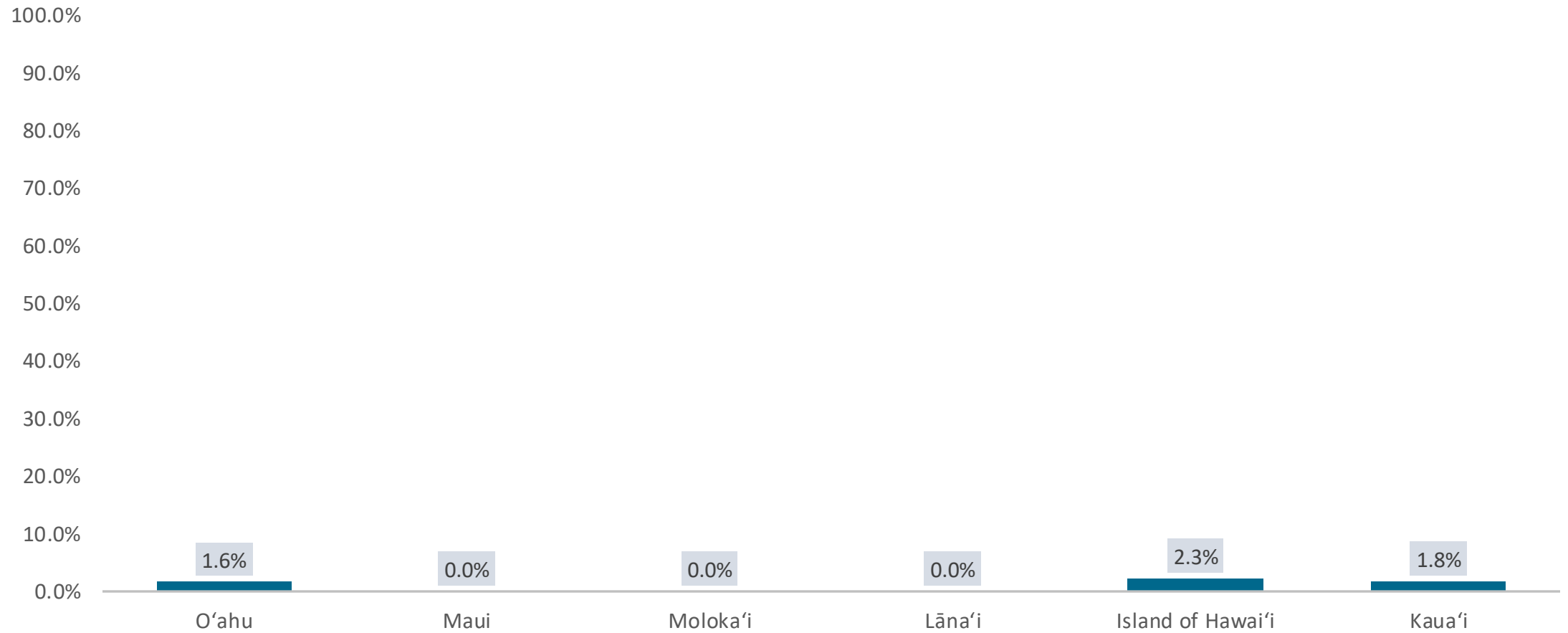
ADVERTISING AWARENESS - KOREA



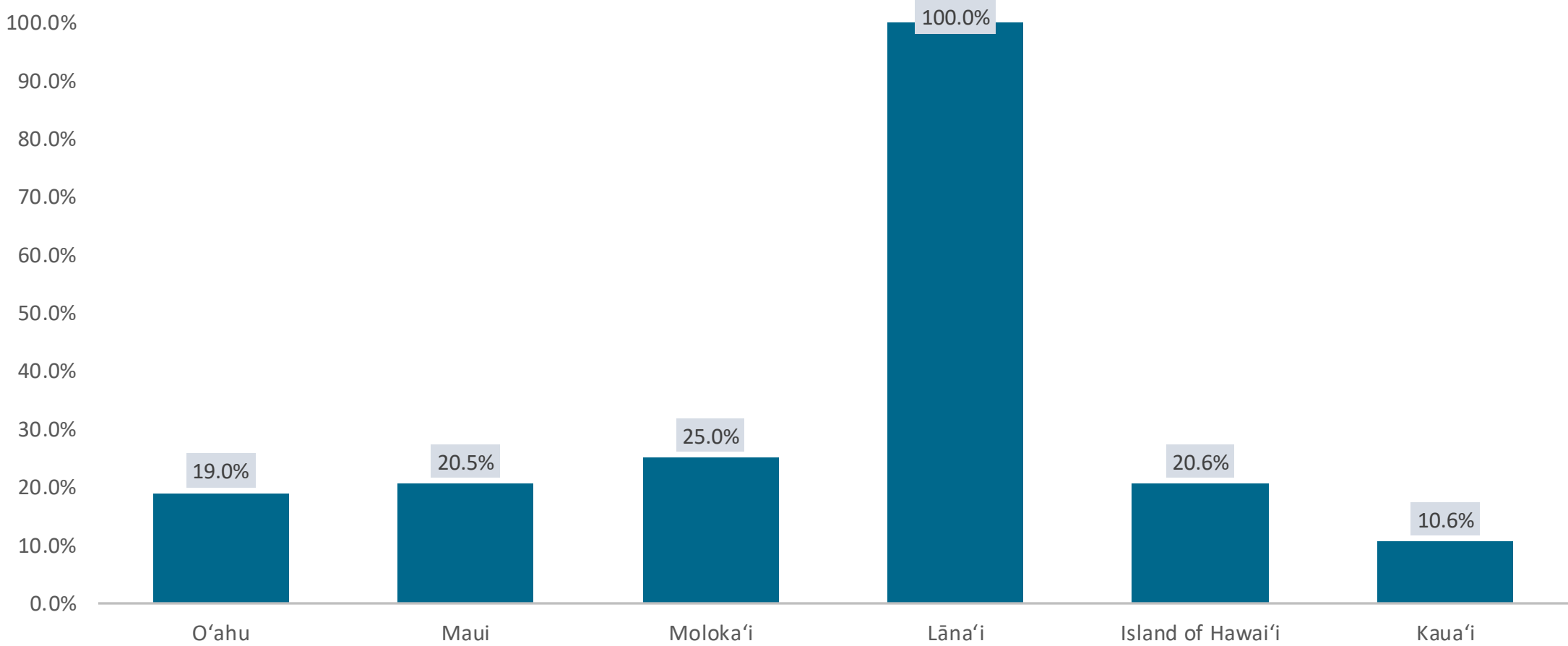
IMPACT OF LOCATION FILMING - KOREA



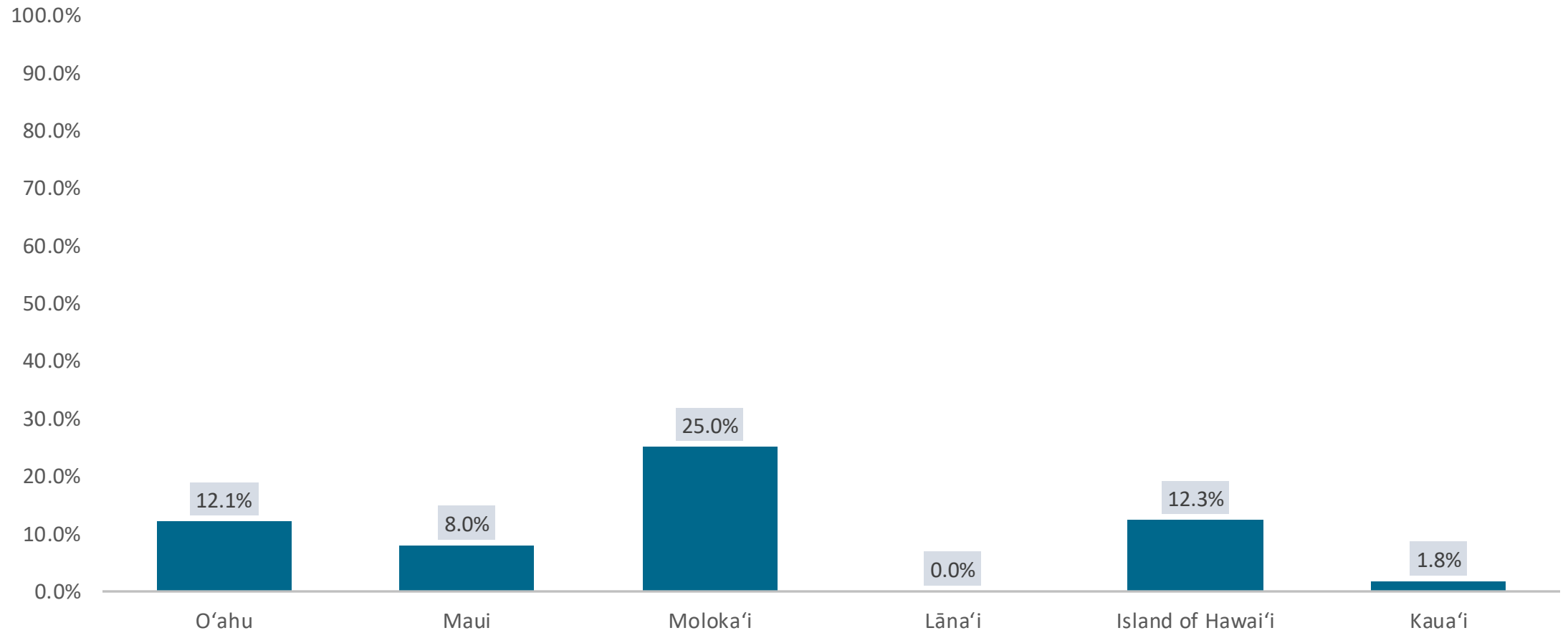
IMPACT OF HAWAIIAN MUSIC - KOREA



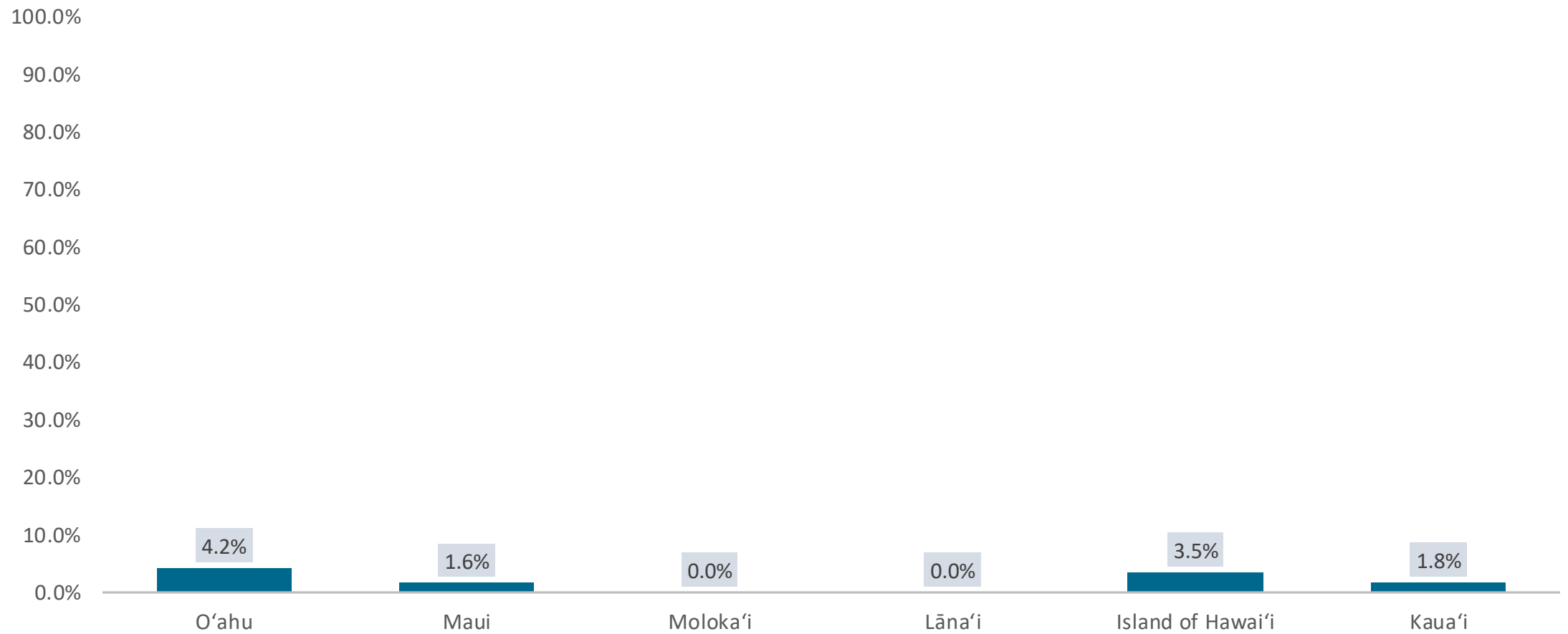
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - KOREA



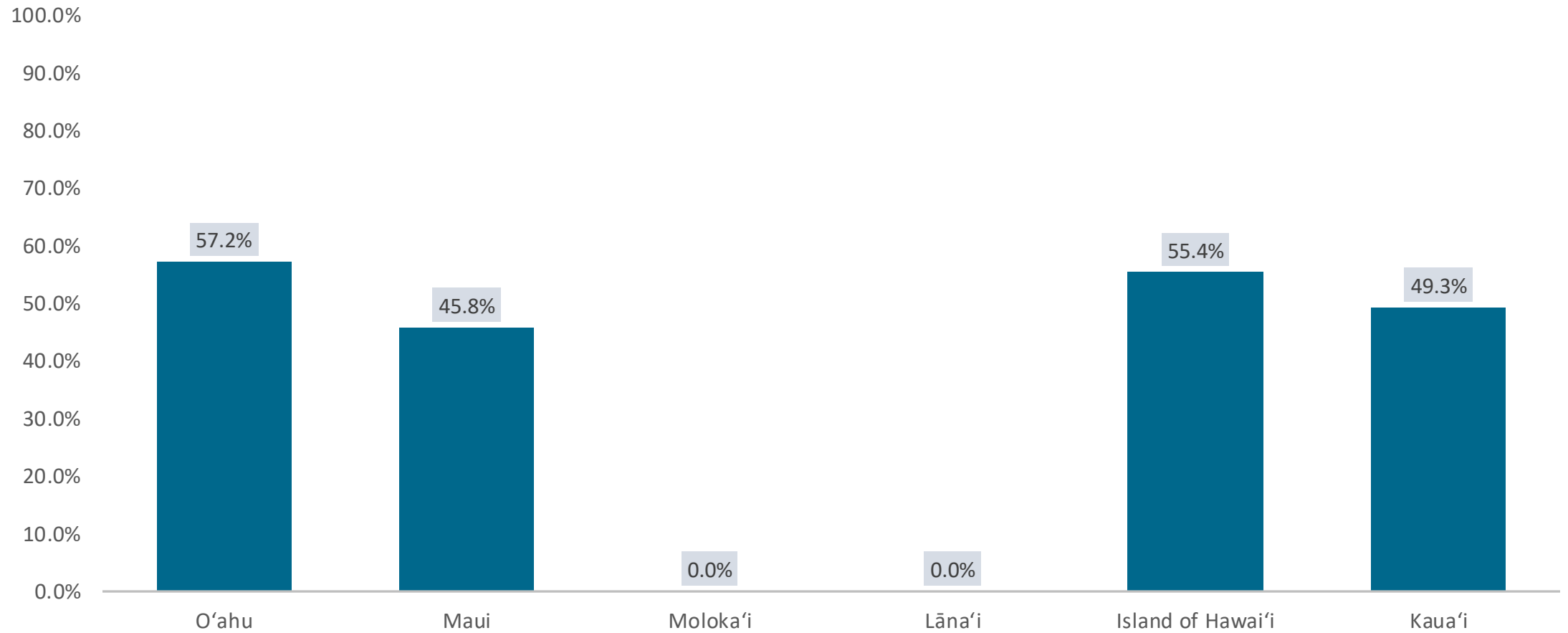
IMPACT OF OUTDOOR/ SPORTING EVENTS - KOREA



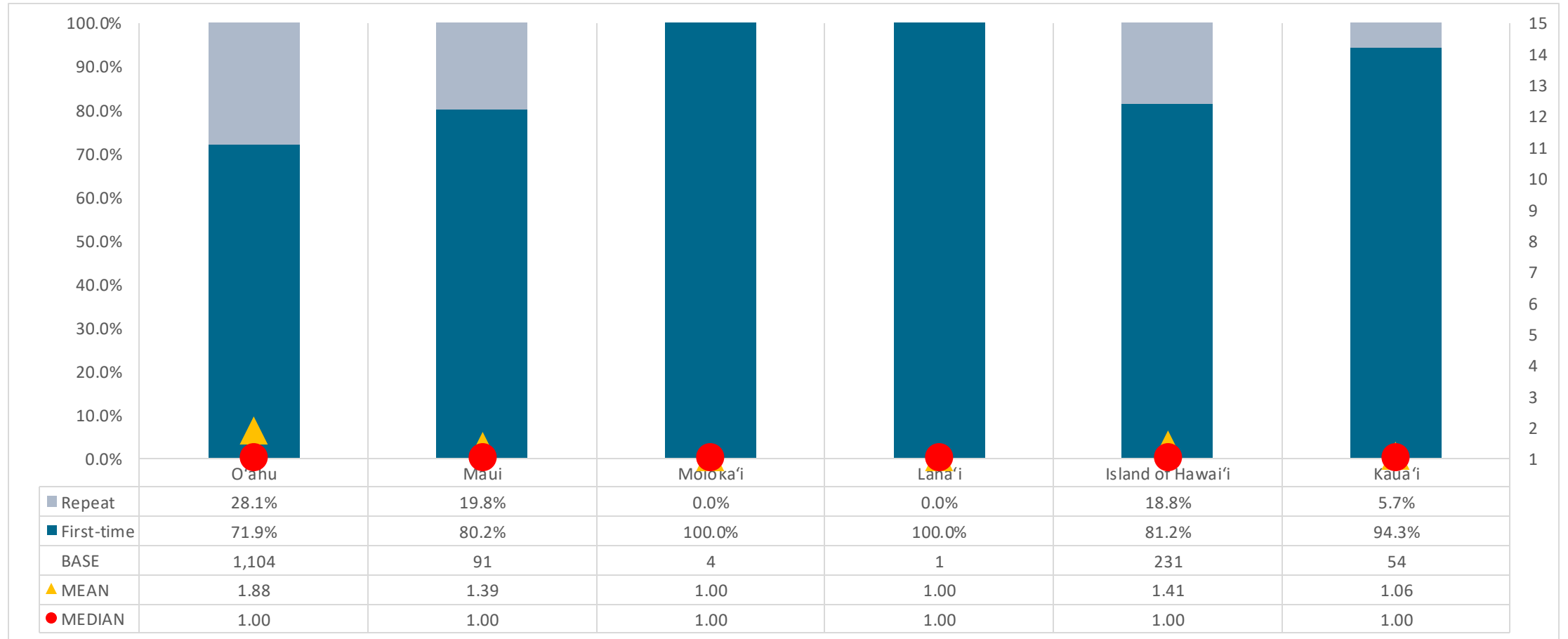
IMPACT OF HAWAIIAN CULTURAL EVENTS - KOREA



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - KOREA



1ST TIME VS REPEAT VISITORS - KOREA

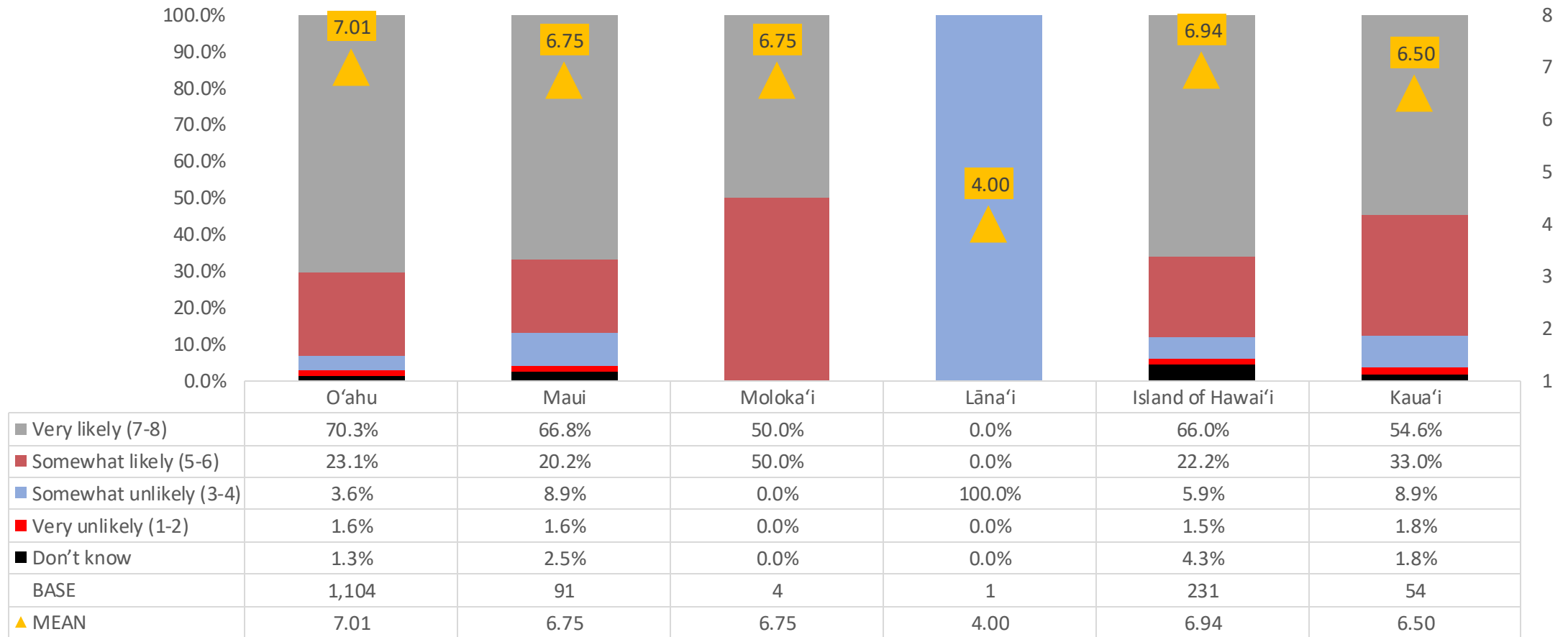


TRAVEL PARTY MEMBERS – KOREA

	2016	2017	2018	2019	2020	2022	2023
My spouse	65.0%	68.7%	62.0%	66.6%	56.2%	72.1%	71.7%
Other adult members of my family	18.2%	17.2%	16.4%	20.8%	34.3%	12.0%	16.9%
My child(ren)/ grandchild(ren) under 18	11.6%	17.4%	14.6%	13.3%	18.7%	8.1%	16.4%
My friends/ associates	13.8%	12.2%	14.2%	11.2%	9.8%	10.1%	7.7%
Myself only (traveled alone/ no one else)	4.5%	4.7%	3.1%	3.4%	4.6%	5.4%	5.7%
My girlfriend/ boyfriend	3.5%	2.5%	7.4%	2.1%	0.3%	3.9%	1.6%
Same-gender partner	.3%	.3%	0.2%	0.0%	0.0%	0.2%	0.1%

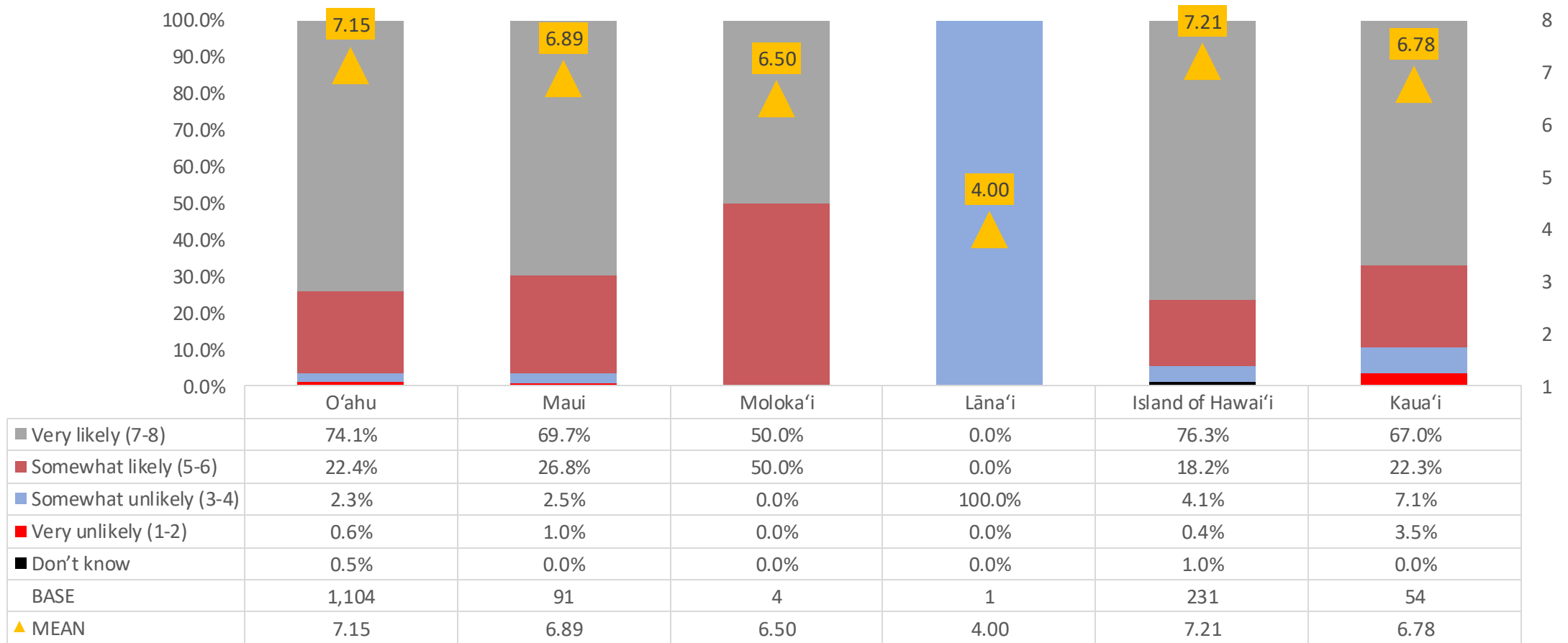
LIKELIHOOD OF RETURN VISIT - KOREA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



BRAND/ DESTINATION ADVOCACY - KOREA

8-pt Rating Scale
8=Very Likely/ 1=Very Unlikely



ACTIVITIES – SIGHTSEEING – KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.8%	99.0%	100.0%	100.0%	100.0%	96.5%
On own (self-guided)/ driving around the island	82.0%	85.5%	50.0%	100.0%	78.4%	49.3%
Helicopter ride/ airplane tour	4.0%	0.0%	0.0%	0.0%	7.4%	6.4%
Boat tour/ submarine ride/ whale watching	33.1%	16.5%	0.0%	0.0%	26.2%	4.6%
Visiting towns/ communities	39.4%	23.2%	0.0%	100.0%	39.1%	11.7%
Private limousine/ van tour/ tour bus	9.7%	4.5%	25.0%	0.0%	10.8%	34.7%
Scenic views/ natural landmarks	62.1%	42.0%	25.0%	100.0%	68.0%	52.4%
Movie and TV filming location tours	22.8%	2.0%	0.0%	0.0%	16.5%	21.2%

ACTIVITIES – SIGHTSEEING – KOREA

	2017	2018	2019	2020	2022	2023
TOTAL	98.6%	95.6%	97.3%	97.4%	98.7%	99.8%
On own (self-guided)/ driving around the island	72.7%	76.9%	76.0%	77.7%	73.6%	80.8%
Helicopter ride/ airplane tour	8.2%	5.4%	3.8%	2.3%	9.2%	4.5%
Boat tour/ submarine ride/ whale watching	13.4%	16.2%	16.9%	20.3%	31.1%	30.8%
Visiting towns/ communities	14.4%	35.3%	34.9%	36.4%	42.1%	37.7%
Private limousine/ van tour/ tour bus	20.3%	15.3%	15.8%	18.3%	9.7%	10.8%
Scenic views/ natural landmarks	53.1%	53.3%	53.3%	61.0%	58.2%	61.4%
Movie and TV filming location tours	13.0%	12.8%	16.1%	21.9%	21.7%	20.6%

ACTIVITIES - RECREATION - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'	KAUA'I
TOTAL	98.7%	98.0%	75.0%	100.0%	98.5%	86.5%
Beach/ sunbathing	83.5%	81.6%	50.0%	100.0%	80.4%	64.2%
Bodyboarding	3.0%	1.6%	0.0%	0.0%	3.3%	2.9%
Stand-up paddle boarding	5.8%	4.5%	0.0%	0.0%	5.9%	0.0%
Surfing	14.0%	8.0%	25.0%	0.0%	9.3%	0.0%
Canoeing/ kayaking	5.5%	1.0%	0.0%	0.0%	3.6%	0.0%
Swimming in the ocean	55.5%	40.2%	25.0%	100.0%	52.7%	11.7%
Snorkeling	58.5%	36.7%	0.0%	0.0%	55.6%	7.1%
Freediving	1.5%	1.6%	0.0%	0.0%	0.4%	0.0%
Windsurfing/ kitesurfing	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/parasailing	3.0%	1.0%	0.0%	0.0%	2.9%	0.0%
Scuba diving	1.6%	2.6%	0.0%	0.0%	1.6%	0.0%
Fishing	0.4%	0.0%	0.0%	0.0%	1.1%	0.0%
Golf	4.6%	6.7%	0.0%	0.0%	7.1%	1.8%

ACTIVITIES – RECREATION – KOREA

	2017	2018	2019	2020	2022	2023
TOTAL	94.7%	97.9%	98.4%	99.0%	96.1%	98.2%
Beach/ sunbathing	71.8%	78.5%	75.2%	82.3%	74.1%	82.3%
Bodyboarding	9.5%	6.7%	7.0%	2.0%	5.5%	3.0%
Stand-up paddle boarding	*	*	*	6.2%	8.7%	5.6%
Surfing	11.6%	10.7%	12.3%	9.2%	17.3%	12.7%
Canoeing/ kayaking	6.1%	4.7%	5.8%	3.3%	6.3%	4.9%
Swimming in the ocean	NA	49.0%	45.3%	49.2%	53.8%	53.5%
Snorkeling	NA	45.4%	45.5%	44.8%	46.7%	55.7%
Freediving	NA	NA	NA	1.3%	4.2%	1.3%
Windsurfing/ kitesurfing	1.0%	1.3%	0.7%	0.3%	0.8%	0.2%
Jet skiing/ parasailing	7.7%	5.7%	5.2%	4.9%	4.1%	2.8%
Scuba diving	3.9%	3.9%	3.5%	2.3%	2.7%	1.6%
Fishing	2.2%	1.6%	1.5%	1.3%	2.3%	0.5%
Golf	3.5%	3.6%	3.0%	7.3%	3.5%	5.0%

* Combined with bodyboarding

ACTIVITIES – RECREATION – KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	98.7%	98.0%	75.0%	100.0%	98.5%	86.5%
Running/ jogging/ fitness walking	14.1%	7.3%	0.0%	0.0%	12.9%	3.5%
Cycling	3.4%	0.0%	25.0%	0.0%	1.5%	0.0%
Spa	6.2%	4.5%	25.0%	0.0%	6.0%	1.8%
Hiking	24.2%	23.3%	0.0%	0.0%	27.8%	16.4%
Backpacking/ camping	1.8%	2.9%	0.0%	0.0%	4.1%	0.0%
Agritourism	15.6%	6.8%	0.0%	0.0%	25.4%	31.9%
Sports event or tournament	1.0%	3.2%	0.0%	0.0%	0.0%	0.0%
Parks/ botanical gardens	19.7%	18.3%	0.0%	100.0%	30.2%	11.7%
Waterparks	4.2%	1.6%	0.0%	0.0%	5.1%	0.0%
Mountain tubing/ waterfall rappel	0.7%	2.9%	0.0%	0.0%	1.9%	1.8%
Zip-lining	1.4%	0.0%	0.0%	0.0%	0.4%	1.8%
Skydiving	1.9%	0.0%	0.0%	0.0%	1.4%	0.0%
All-terrain vehicle (ATV)	10.7%	0.0%	0.0%	0.0%	5.5%	0.0%
Horseback riding	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%

ACTIVITIES – RECREATION – KOREA

	2017	2018	2019	2020	2022	2023
TOTAL	94.7%	97.9%	98.4%	99.0%	96.1%	98.2%
Running/ jogging/ fitness walking	6.8%	8.7%	9.2%	11.8%	16.6%	13.3%
Cycling	NA	NA	NA	NA	1.4%	2.8%
Spa	6.4%	6.0%	7.7%	3.6%	9.3%	6.2%
Hiking	13.9%	13.5%	21.6%	25.3%	22.9%	24.5%
Backpacking/ camping	*	*	1.8%	0.7%	3.1%	2.3%
Agritourism	18.8%	19.3%	21.3%	26.6%	15.1%	17.2%
Sports event or tournament	2.3%	2.1%	1.5%	1.6%	0.7%	1.0%
Parks/ botanical gardens	23.6%	25.3%	24.9%	26.6%	22.8%	21.1%
Waterparks	NA	3.9%	2.9%	3.6%	6.5%	4.2%
Mountain tubing/ waterfall rappel	NA	1.4%	0.8%	1.6%	1.8%	1.1%
Zip-lining	NA	1.6%	1.2%	1.6%	1.6%	1.2%
Skydiving	NA	3.5%	2.9%	1.6%	5.1%	1.6%
All-terrain vehicle (ATV)	NA	6.6%	10.8%	9.8%	10.5%	9.1%
Horseback riding	NA	3.4%	1.0%	1.6%	6.3%	0.4%

* Combined with hiking

ACTIVITIES - ENTERTAINMENT & DINING - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.4%	100.0%	100.0%	100.0%	99.0%	77.0%
Lunch/ sunset/ dinner/ evening cruise	33.3%	42.6%	25.0%	0.0%	35.7%	12.4%
Live music/ stage show	14.0%	9.6%	0.0%	0.0%	15.0%	0.0%
Nightclub/ dancing/ bar/ karaoke	3.6%	0.0%	0.0%	0.0%	2.4%	0.0%
Fine dining	57.6%	49.9%	0.0%	0.0%	39.2%	4.6%
Family restaurant	45.9%	35.4%	0.0%	100.0%	47.8%	11.7%
Fast food	59.6%	35.1%	25.0%	100.0%	56.6%	31.6%
Food truck	68.4%	48.8%	50.0%	100.0%	58.5%	26.6%
Café/ coffee house	70.2%	44.1%	25.0%	0.0%	64.6%	21.2%
Ethnic dining	24.1%	28.0%	0.0%	0.0%	25.6%	5.3%
Farm-to-table cuisine	2.8%	4.5%	0.0%	0.0%	2.5%	1.8%
Prepared own meal	12.8%	8.8%	25.0%	0.0%	23.6%	4.6%

ACTIVITIES - ENTERTAINMENT & DINING - KOREA

	2017	2018	2019	2020	2022	2023
TOTAL	97.5%	98.8%	98.0%	98.7%	97.7%	98.7%
Lunch/ sunset/ dinner/ evening cruise	47.5%	37.0%	35.8%	35.7%	44.7%	33.9%
Live music/ stage show	15.3%	15.1%	14.5%	14.4%	20.2%	13.8%
Nightclub/ dancing/ bar/ karaoke	6.4%	9.0%	4.0%	4.9%	3.8%	3.2%
Fine dining	49.7%	55.2%	48.3%	44.6%	51.4%	53.0%
Family restaurant	50.0%	37.6%	37.0%	47.9%	37.2%	44.3%
Fast food	54.8%	50.2%	57.4%	62.6%	49.8%	57.2%
Food truck	NA	47.5%	52.1%	60.0%	52.8%	64.9%
Café/ coffee house	48.6%	54.4%	56.0%	59.7%	57.8%	66.5%
Ethnic dining	25.6%	24.6%	26.3%	25.0%	26.6%	23.9%
Farm-to-table cuisine	NA	NA	NA	NA	3.5%	2.9%
Prepared own meal	16.3%	11.3%	13.8%	21.3%	10.1%	14.1%

ACTIVITIES - SHOPPING - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	99.4%	90.2%	50.0%	100.0%	97.5%	72.3%
Malls/ department stores	84.4%	44.4%	25.0%	100.0%	69.5%	20.6%
Designer boutiques	5.0%	4.1%	0.0%	0.0%	3.0%	2.9%
Hotel/ resort stores	37.7%	15.9%	25.0%	0.0%	27.9%	0.0%
Swap meet/ flea market	3.5%	3.5%	0.0%	0.0%	2.5%	0.0%
Discount/ outlet stores	64.2%	40.6%	0.0%	100.0%	56.5%	12.4%
Supermarkets	48.0%	42.9%	25.0%	0.0%	44.8%	34.1%
Farmer's market	11.5%	13.2%	0.0%	100.0%	18.5%	5.3%
Convenience stores	58.7%	33.0%	0.0%	100.0%	55.1%	16.4%
Duty free stores	37.5%	16.7%	0.0%	100.0%	31.2%	4.6%
Hawai'i-made products	27.1%	15.7%	25.0%	0.0%	35.0%	19.9%
Local shops and artisans	19.8%	26.7%	0.0%	0.0%	23.2%	10.6%

ACTIVITIES - SHOPPING - KOREA

	2017	2018	2019	2020	2022	2023
TOTAL	97.7%	97.1%	97.4%	96.1%	95.8%	97.7%
Malls/ department stores	77.8%	77.2%	76.7%	82.3%	73.8%	78.1%
Designer boutiques	4.4%	4.6%	4.3%	5.9%	6.5%	4.7%
Hotel/ resort stores	26.4%	30.2%	28.8%	24.9%	34.5%	34.1%
Swap meet/ flea market	6.2%	3.6%	2.9%	3.0%	5.4%	3.3%
Discount/ outlet stores	72.4%	61.6%	62.1%	63.3%	54.2%	60.2%
Supermarkets	52.5%	57.1%	57.5%	63.9%	38.9%	46.6%
Farmer's market	7.2%	10.3%	9.1%	12.2%	13.4%	12.8%
Convenience stores	48.9%	43.3%	49.4%	61.0%	46.0%	55.7%
Duty free stores	40.1%	45.8%	43.7%	41.6%	37.0%	34.7%
Hawai'i-made products	NA	NA	NA	NA	25.6%	27.6%
Local shops and artisans	16.0%	14.7%	15.5%	19.7%	23.3%	20.4%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII	KAUA'I
TOTAL	61.7%	52.3%	75.0%	100.0%	68.0%	47.6%
Historic military sites and museums	22.1%	17.4%	0.0%	100.0%	28.8%	11.7%
Historic Hawaiian sites and museums	10.7%	8.4%	0.0%	0.0%	14.6%	3.5%
Other historical sites, museums, and homes	17.0%	12.9%	25.0%	100.0%	22.5%	21.7%
Art museums	3.5%	2.6%	25.0%	0.0%	1.5%	1.8%
Art galleries and exhibitions	1.8%	2.6%	0.0%	0.0%	0.0%	0.0%
Lū'au/ Polynesian show/ hula show	19.6%	16.5%	0.0%	0.0%	23.6%	7.1%
Lesson- ex. ukulele, hula, canoe, lei making	4.2%	3.9%	50.0%	0.0%	6.8%	0.0%
Play/ concert/ theatre	2.1%	3.9%	0.0%	0.0%	1.7%	1.8%
Art/ craft fair	3.7%	2.9%	0.0%	0.0%	4.2%	1.8%
Festival/ events	4.3%	0.0%	0.0%	0.0%	4.5%	1.8%

ACTIVITIES - HISTORY, CULTURE, FINE ARTS - KOREA

	2017	2018	2019	2020	2022	2023
TOTAL	60.9%	66.4%	64.6%	66.2%	61.4%	62.1%
Historic military sites and museums	18.0%	18.9%	15.5%	16.4%	20.8%	22.6%
Historic Hawaiian sites and museums	NA	NA	NA	NA	13.1%	11.2%
Other historical sites, museums, and homes	28.6%	28.6%	28.9%	25.6%	17.0%	18.1%
Art museums	*	*	*	*	5.4%	3.2%
Art galleries and exhibitions	*	*	*	*	1.2%	1.5%
Lū'au/ Polynesian show/ hula show	24.1%	21.9%	22.6%	29.8%	18.1%	19.5%
Lesson- ex. ukulele, hula, canoe, lei making	2.9%	5.2%	5.4%	6.9%	2.8%	4.7%
Play/ concert/ theatre	3.0%	4.7%	4.9%	4.6%	6.2%	2.2%
Art/ craft fair	5.8%	5.9%	4.3%	4.6%	5.0%	3.8%
Festival/ events	1.1%	2.7%	1.5%	1.6%	2.9%	4.1%

* Combined Museum/ Art galleries as single option

ACTIVITIES - TRANSPORTATION - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAI'I	KAUA'I
TOTAL	97.7%	95.9%	50.0%	100.0%	98.0%	98.2%
Airport shuttle	13.1%	11.2%	0.0%	0.0%	13.0%	3.5%
Trolley	27.2%	5.5%	0.0%	0.0%	16.7%	1.8%
Public bus	16.5%	2.9%	0.0%	0.0%	10.7%	0.0%
Tour bus/ tour van	22.6%	8.8%	25.0%	0.0%	22.8%	67.7%
Taxi/ limo	26.3%	12.0%	0.0%	0.0%	22.9%	4.6%
Rental car	56.2%	69.0%	25.0%	100.0%	68.1%	25.9%
Ride share	23.4%	6.1%	0.0%	0.0%	15.7%	3.5%
Care share	1.9%	2.0%	0.0%	0.0%	4.6%	0.0%
Bicycle rental	1.9%	0.0%	0.0%	0.0%	1.7%	0.0%

ACTIVITIES - TRANSPORTATION - KOREA

	2017	2018	2019	2020	2022	2023
TOTAL	98.8%	95.5%	95.0%	98.0%	92.9%	97.7%
Airport shuttle	18.8%	15.9%	16.2%	15.1%	14.3%	13.0%
Trolley	30.2%	21.8%	23.4%	27.2%	17.5%	23.8%
Public bus	15.5%	12.2%	11.3%	14.1%	13.1%	14.4%
Tour bus/ tour van	35.0%	30.7%	33.4%	30.5%	22.9%	23.5%
Taxi/ limo	21.5%	20.7%	21.3%	24.9%	16.1%	24.2%
Rental car	61.1%	62.0%	54.6%	61.3%	55.8%	58.2%
Ride share	NA	7.4%	12.0%	17.7%	21.6%	21.0%
Car share	NA	NA	NA	NA	2.0%	2.3%
Bicycle rental	NA	1.3%	1.3%	1.6%	3.2%	1.8%

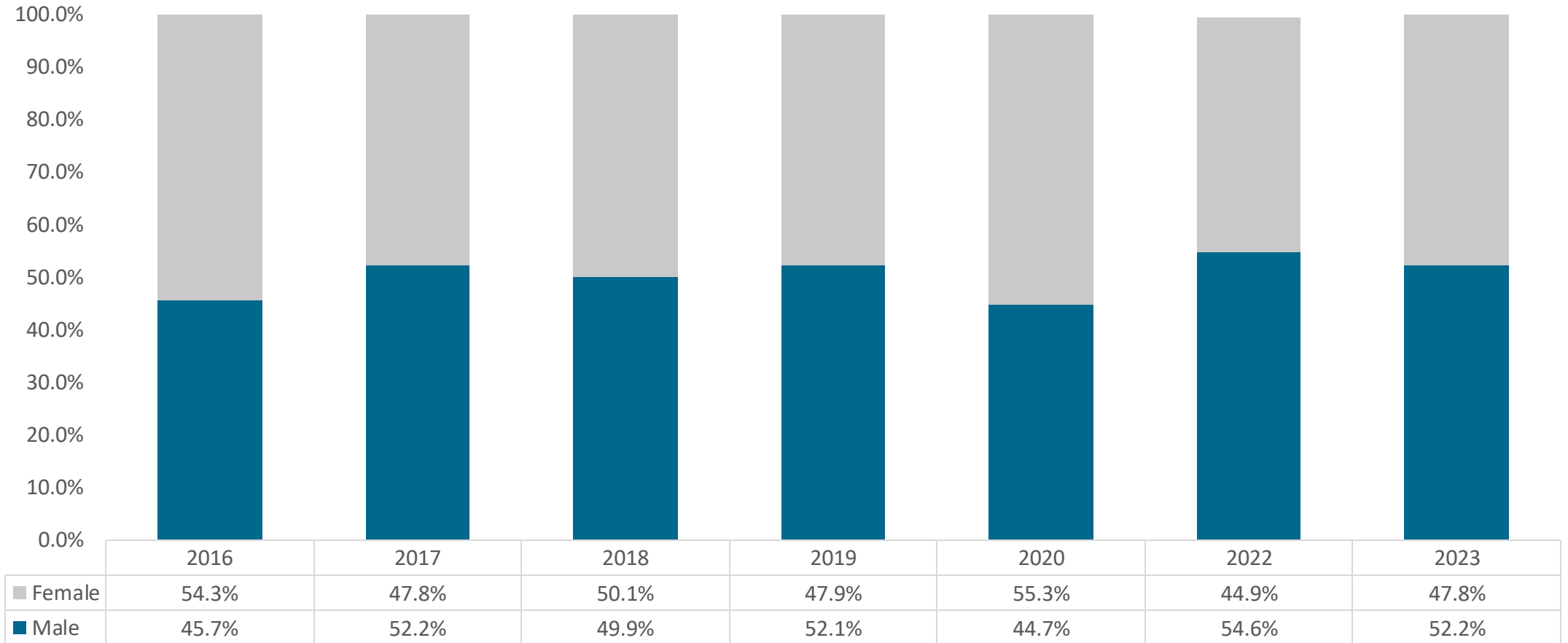
ACTIVITIES - OTHER - KOREA

	O'AHU	MAUI	MOLOKA'I	LĀNA'I	ISLAND OF HAWAII'I	KAUA'I
TOTAL	19.7%	26.1%	25.0%	100.0%	19.7%	15.3%
Visiting friends and family	18.3%	26.1%	25.0%	100.0%	18.7%	15.3%
Giving back to the local community	1.6%	0.0%	0.0%	0.0%	1.0%	0.0%

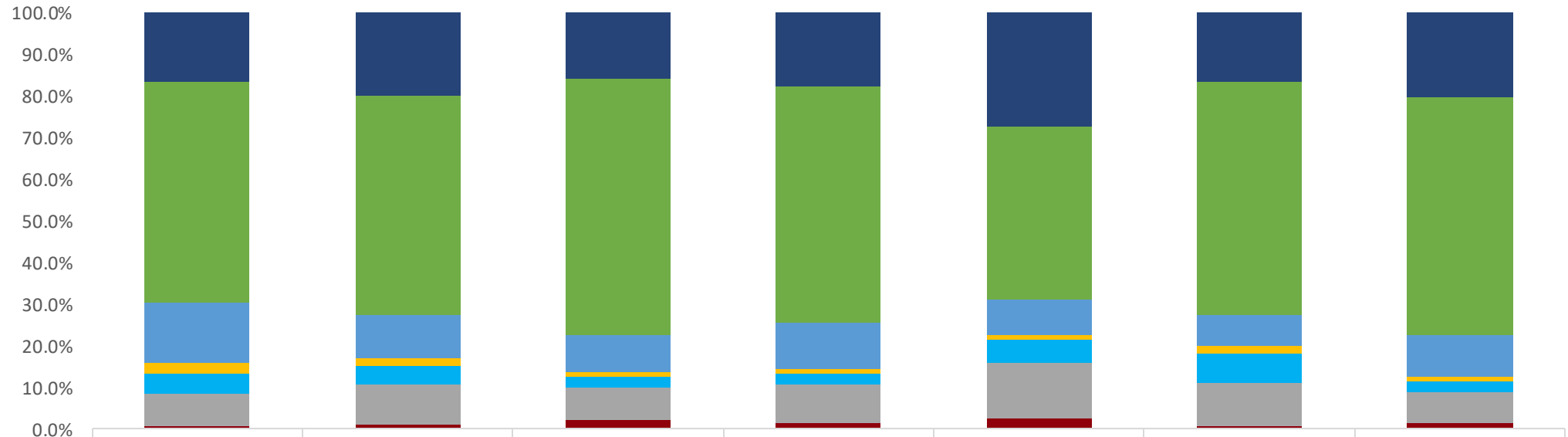
ACTIVITIES - OTHER - KOREA

	2018	2019	2020	2022	2023
TOTAL	16.2%	18.7%	19.4%	27.8%	20.2%
Visiting friends and family	14.6%	17.7%	19.4%	24.6%	19.0%
Giving back to the local community	1.8%	1.0%	0.3%	3.6%	1.4%

VISITOR PROFILE - GENDER - KOREA

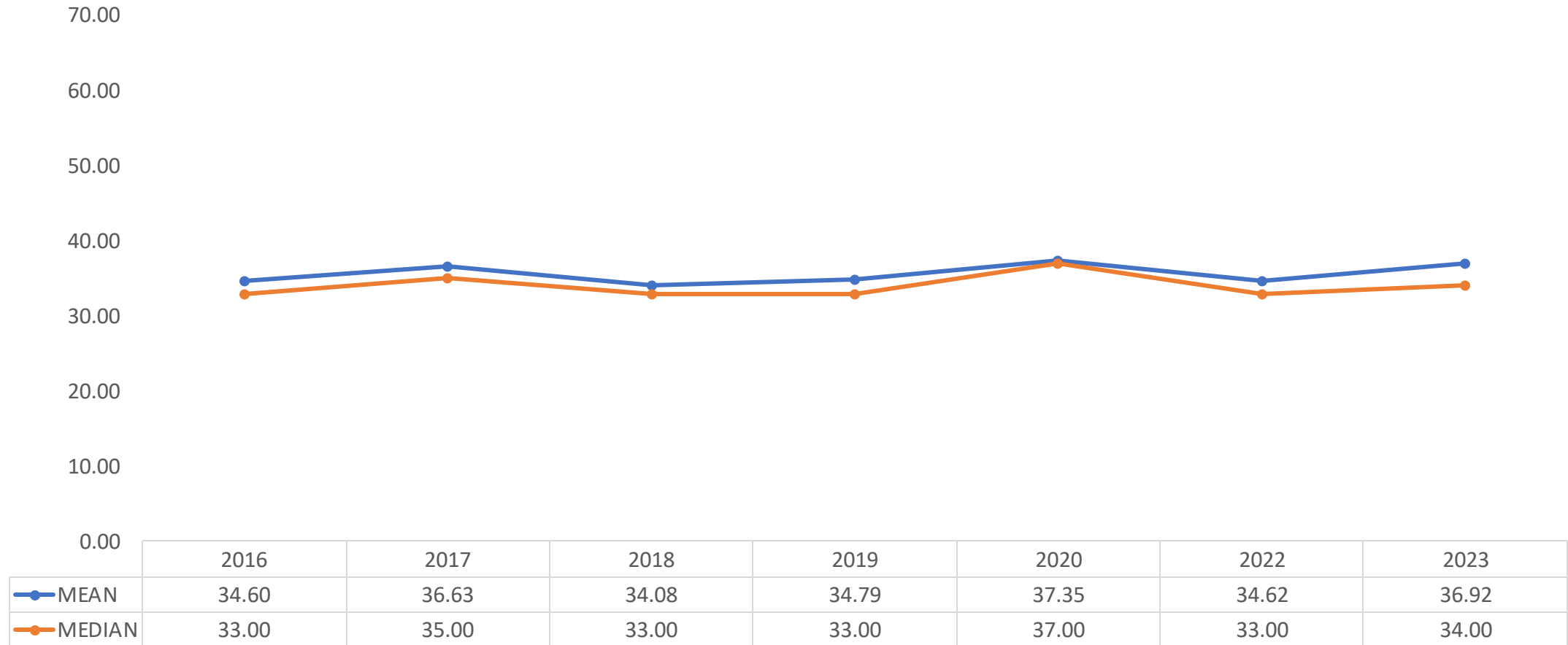


VISITOR PROFILE - EDUCATION - KOREA

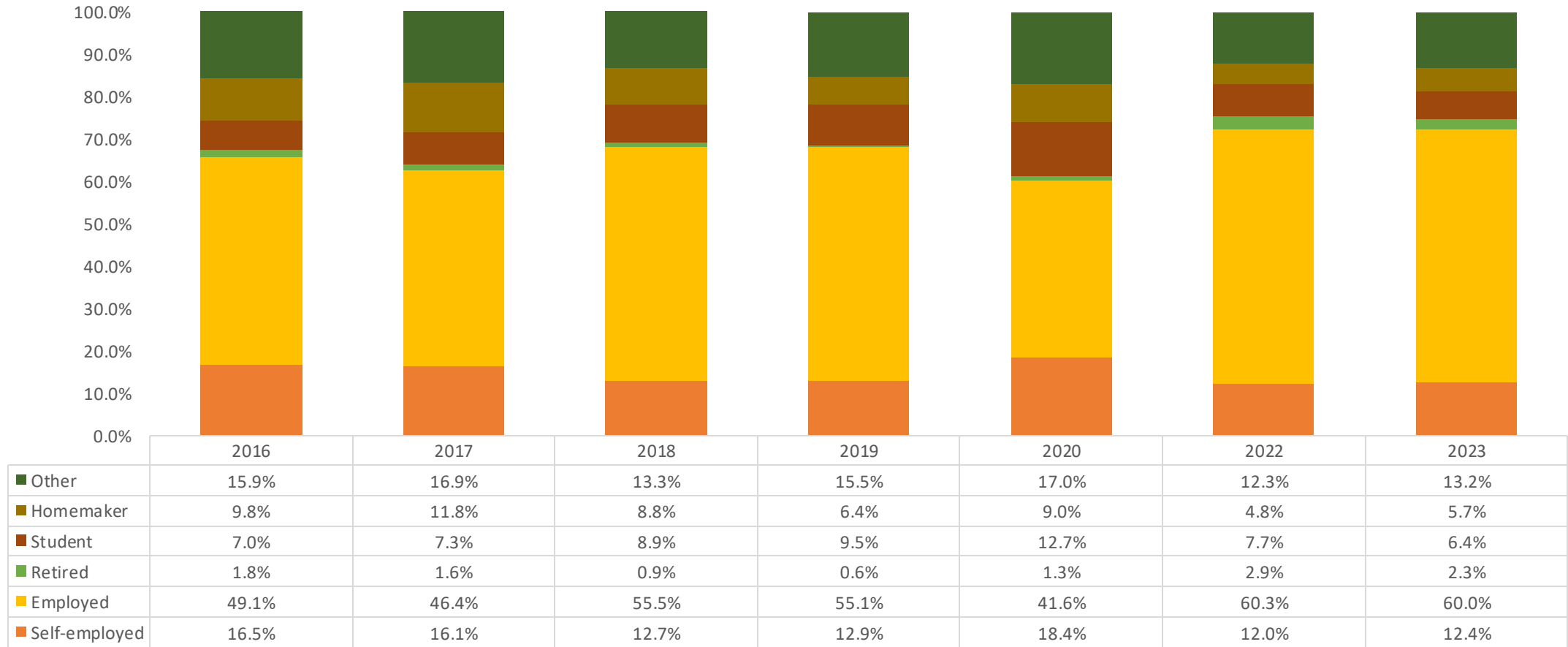


	2016	2017	2018	2019	2020	2022	2023
■ Post-Graduate	16.5%	20.1%	15.8%	17.8%	27.4%	16.7%	20.4%
■ College Grad	53.2%	52.6%	61.5%	56.8%	41.6%	55.8%	57.2%
■ Associate Degree	14.4%	10.2%	9.2%	11.0%	8.3%	7.6%	9.8%
■ Vocational/ Tech	2.8%	2.0%	1.1%	1.0%	1.3%	1.9%	1.2%
■ Some College	4.7%	4.3%	2.6%	2.7%	5.7%	6.9%	2.6%
■ H.S. Grad	7.7%	9.6%	7.6%	9.2%	13.0%	10.3%	7.4%
■ Some / No H.S.	0.7%	1.2%	2.2%	1.5%	2.7%	0.7%	1.4%

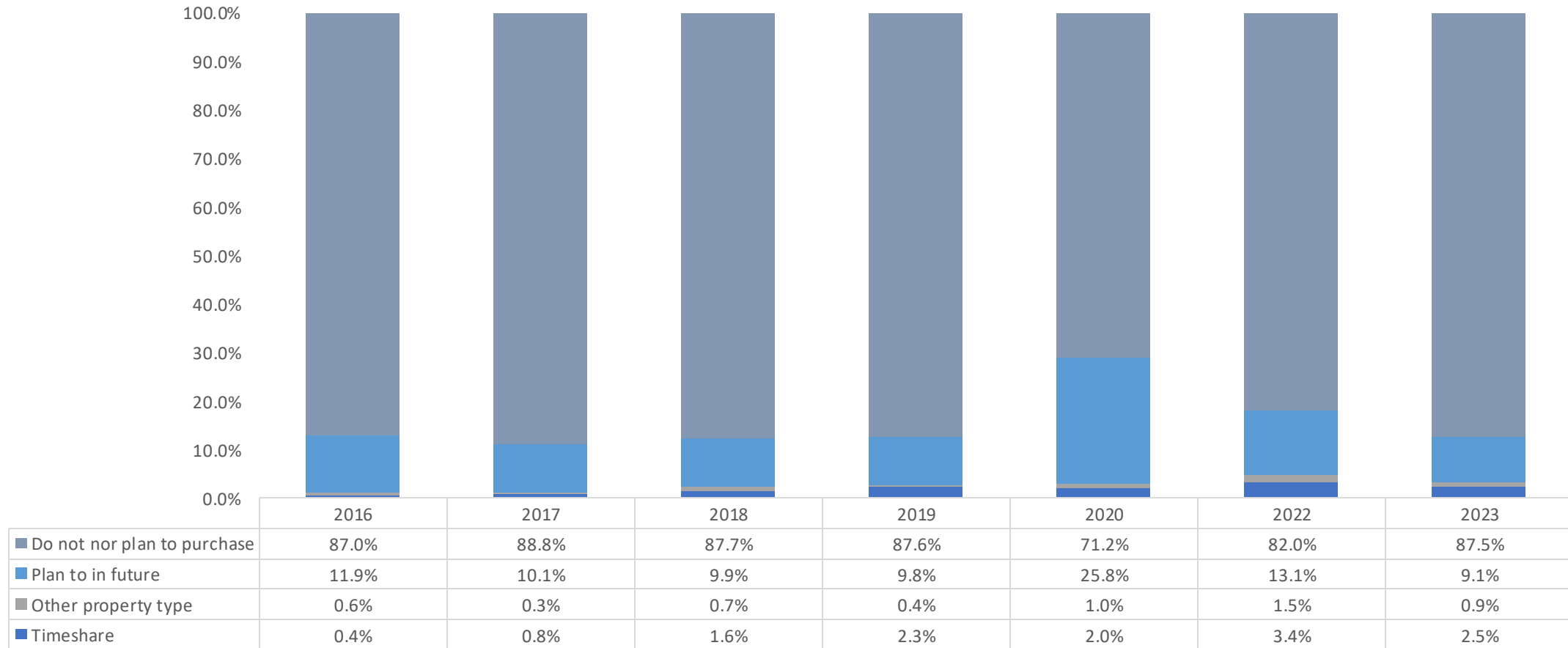
VISITOR PROFILE - AGE - KOREA



VISITOR PROFILE - EMPLOYMENT STATUS - KOREA



VISITOR PROFILE - HAWAI'I PROPERTY OWNER - KOREA

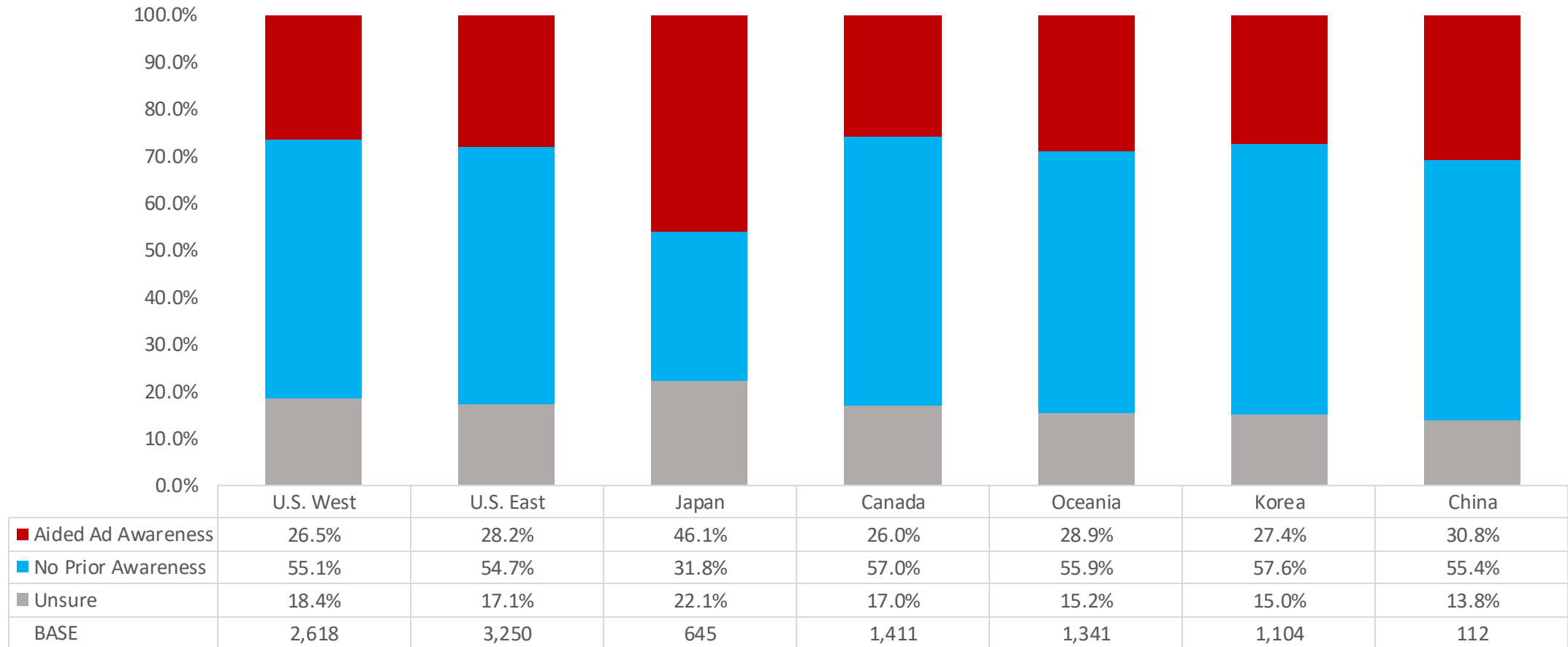


VISITOR PROFILE - HOUSEHOLD INCOME - KOREAN WON

	2018	2019	2020	2022	2023
< ₩16,305,000	16.0%	13.0%	10.2%	5.4%	9.1%
₩16,305,000-21,171,999	9.3%	9.6%	7.3%	5.5%	5.0%
₩27,174,000-38,041,999	16.6%	13.7%	8.4%	14.3%	10.3%
₩38,044,000-48,911,999	10.2%	10.9%	11.7%	10.1%	11.4%
₩48,912,000-59,781,999	10.4%	9.3%	10.9%	10.3%	8.8%
₩59,782,000-70,652,999	11.9%	10.8%	12.8%	7.6%	8.7%
₩70,653,000-81,520,999	7.1%	7.5%	6.9%	9.3%	8.4%
₩81,521,000-92,390,999	3.5%	5.3%	6.9%	7.2%	5.0%
₩92,391,000-103,259,999	4.3%	4.5%	6.2%	6.3%	6.7%
₩103,260,000+	10.9%	15.4%	18.7%	24.2%	26.5%

Section 20 – O'ahu

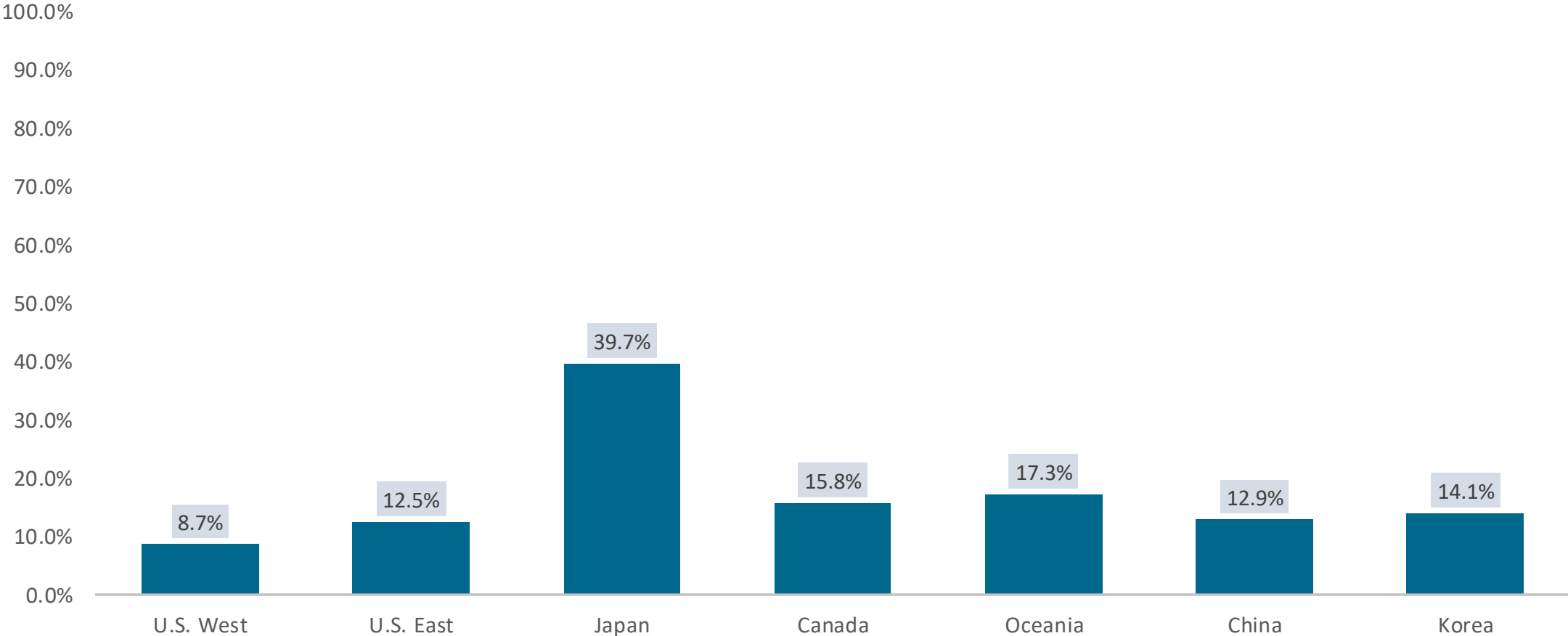
AIDED ADVERTISING AWARENESS - O'AHU



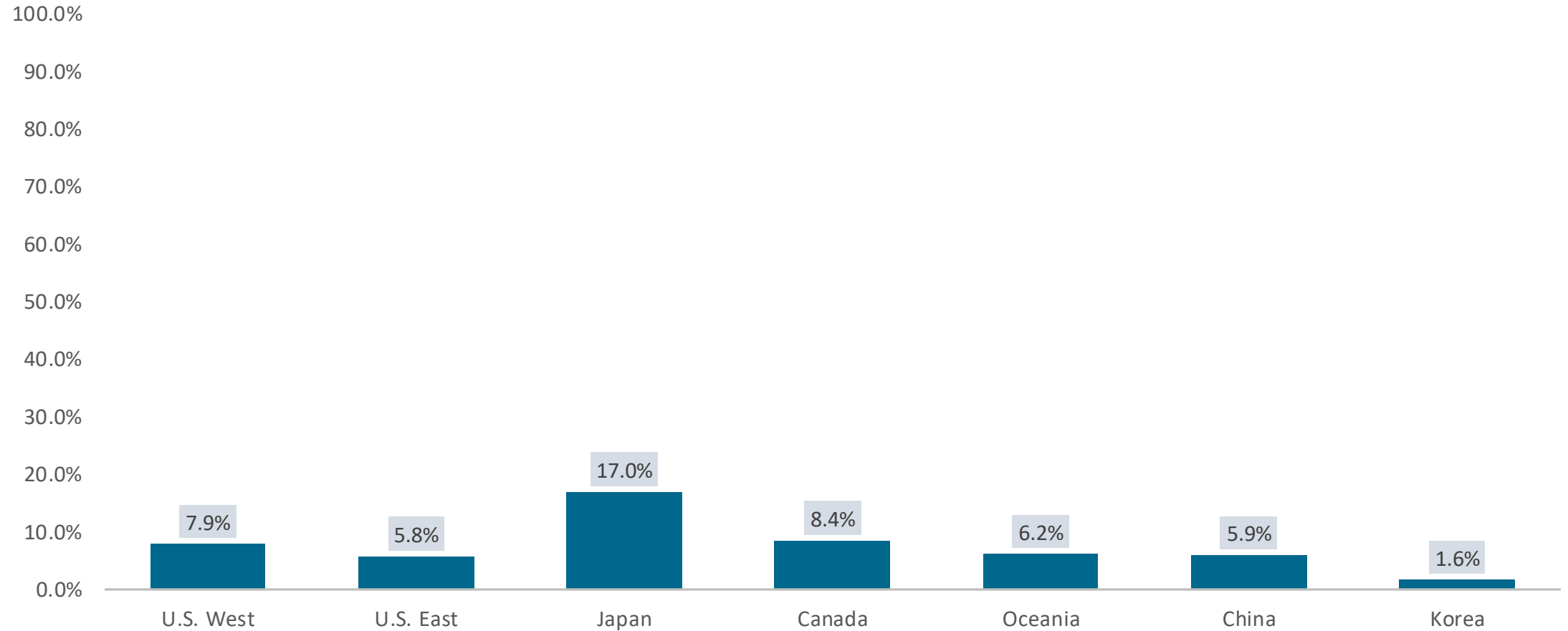
AIDED ADVERTISING AWARENESS - O'AHU

- **Islands visited:** Visitors from **U.S. West, U.S. East, Oceania, Korea, Japan** and **Canada** who stayed on multiple islands during their trip were more likely to have been exposed to advertising for O'ahu compared to visitors whose trip was limited to only O'ahu.
- **Age:** Advertising awareness for O'ahu was highest among seniors from **U.S. West, U.S. East** and **Japan**. Young adults under 35 from these markets were the least likely to have been exposed to marketing.
- **Trip to Hawai'i:** Repeat visitors from **Japan** and **Korea** were more likely to recall advertising for O'ahu than first-time visitors from these markets.
- **Education:** Visitors from **Japan** without a college degree were more likely to recall advertising for O'ahu than college graduates from this market.

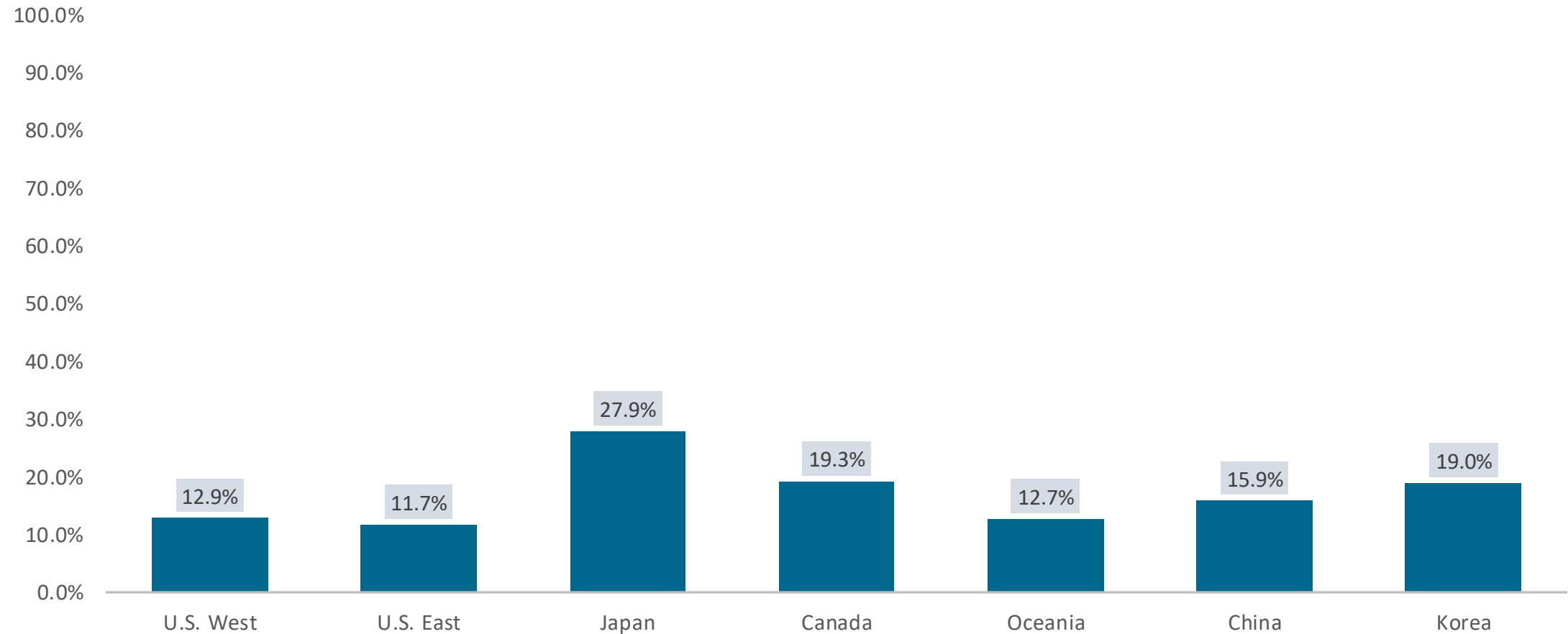
IMPACT OF LOCATION FILMING - O'AHU



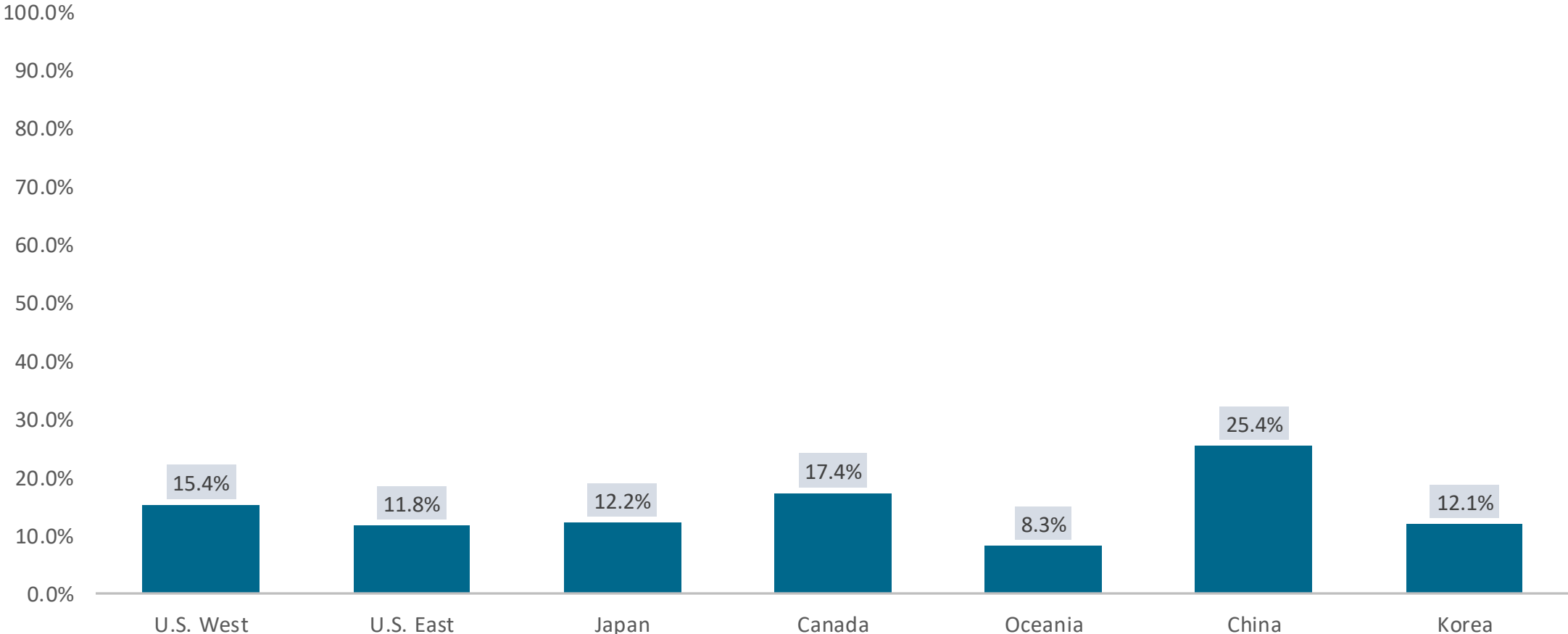
IMPACT OF HAWAIIAN MUSIC - O'AHU



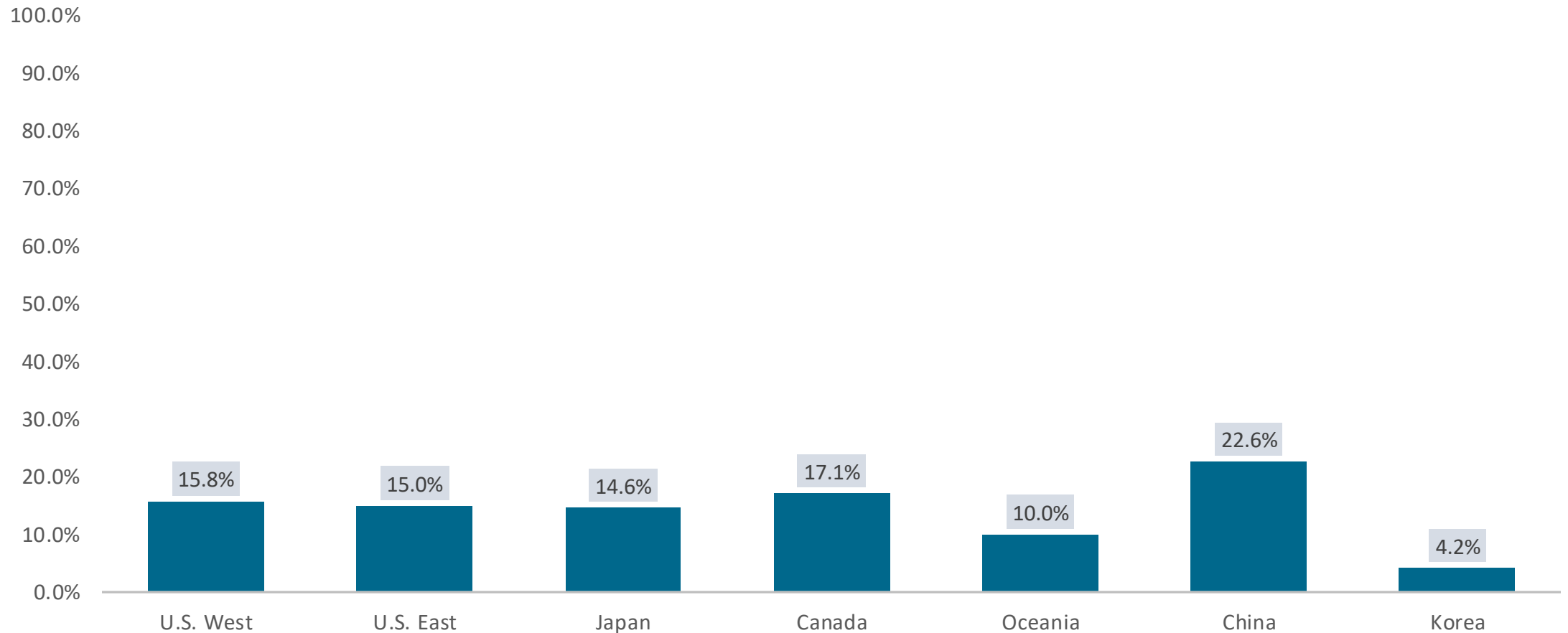
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - O'AHU



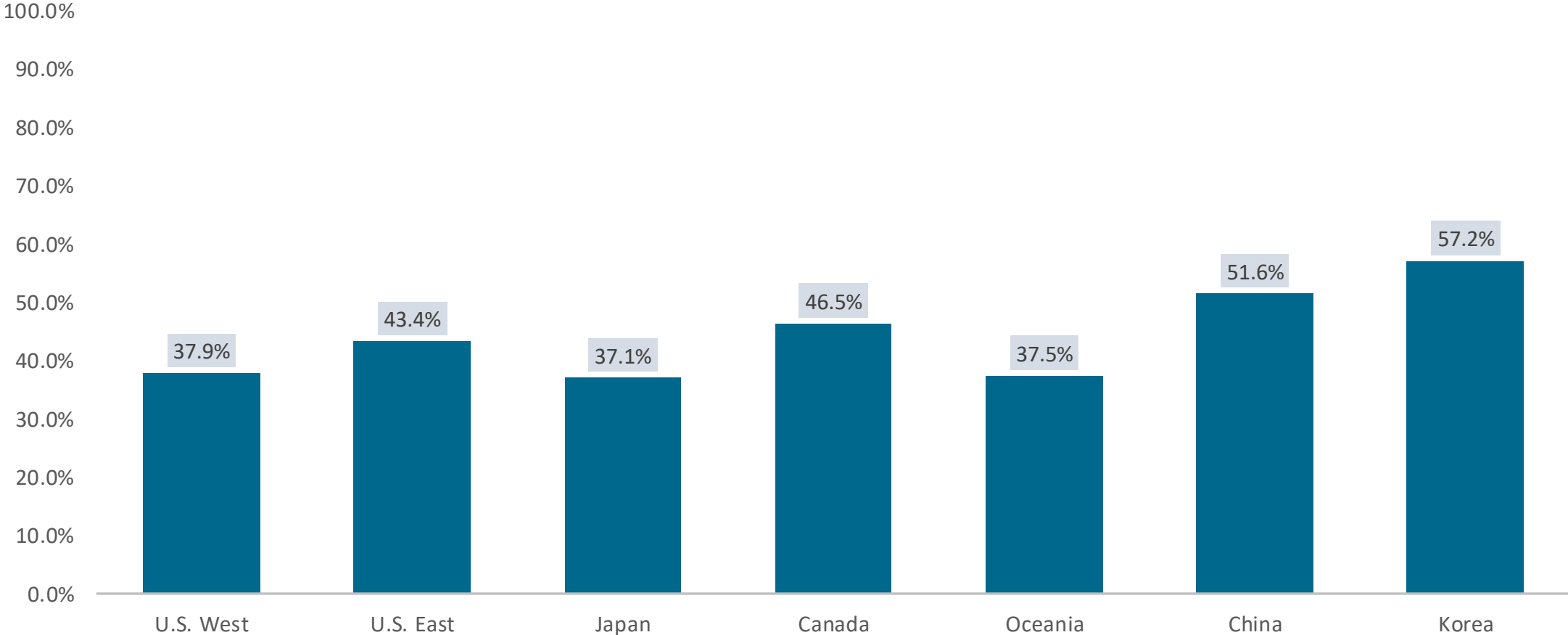
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - O'AHU



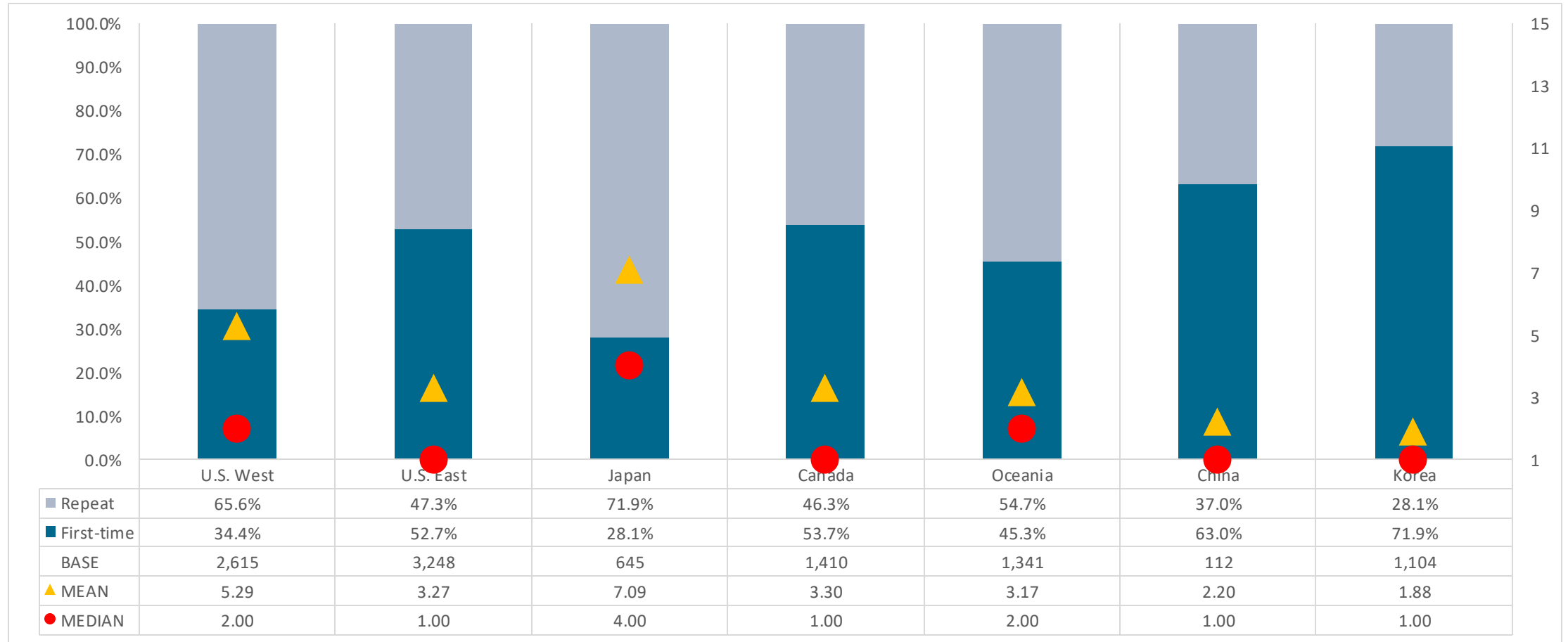
IMPACT OF HAWAIIAN CULTURAL EVENTS - O'AHU



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - O'AHU



1st TIME VS REPEAT VISITOR - O'AHU



1st TIME VS REPEAT VISITOR - O'AHU

- **Gender:** Male visitors from **U.S. West** and **U.S. East** have traveled to O'ahu more often than females from these visitor markets.
- **Age:** The likelihood of being a repeat visitor to O'ahu increased among visitors from **U.S. West, U.S. East, Japan, Korea, Canada** and **Oceania** as they got older.
- **Education:** Among visitors from **U.S. West**, those with a college degree have been to O'ahu more often than those without a college degree. Conversely, among **Japanese** and **Canadian** visitors, those without a college degree have traveled to the island on a more frequent basis.
- **Household income:** Among visitors from **U.S. West** and **U.S. East**, the number of trips to O'ahu increased as respondents become more affluent.
- **Travel party size:** Among visitors from **U.S. West, Japan** and **U.S. East**, those who traveled to O'ahu alone have visited the most often.
- **Islands visited:** Those who visited multiple islands during their stay from **U.S. West** have been to O'ahu more often.

STRENGTHS/ POSITIVE ASPECTS - O'AHU

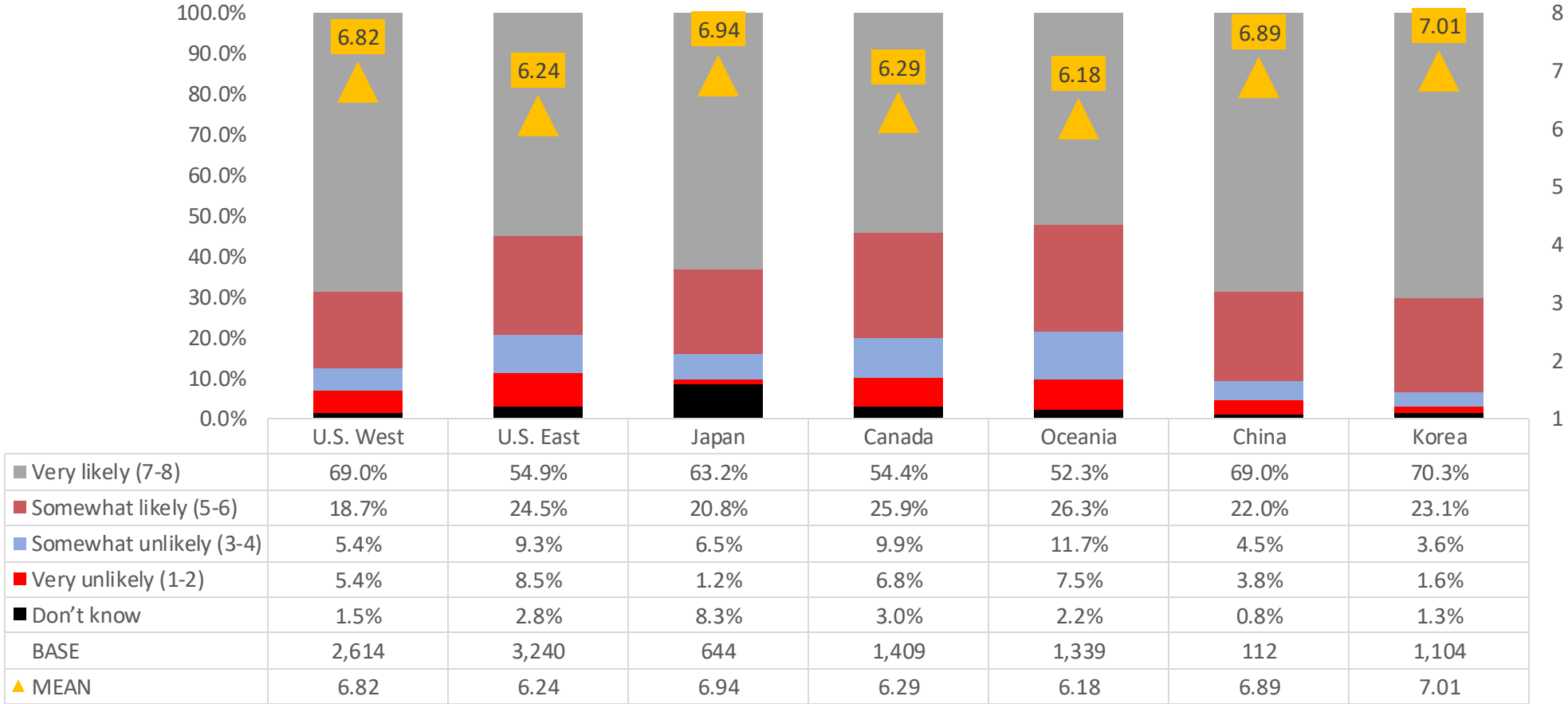
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Beach/ ocean	17.4%	13.7%	23.1%	18.8%	18.9%	12.9%	19.6%
Variety of activities/ attractions/ many choices	15.4%	17.9%	11.0%	18.3%	12.9%	15.9%	33.6%
Nature/ natural beauty/ scenery	10.8%	14.3%	17.2%	14.2%	11.1%	14.4%	15.7%
Feeling of the "Aloha Spirit"	8.6%	8.9%	6.2%	11.2%	9.7%	6.2%	2.9%
Friendliness of the local people	7.3%	7.6%	4.9%	8.2%	10.9%	8.7%	8.9%
Food/ restaurant variety/ dining options	8.1%	5.3%	4.8%	4.7%	3.5%	12.7%	3.5%
Events/ celebrations with friends/ family	7.2%	6.4%	4.0%	4.1%	2.6%	0.0%	1.0%
Local culture/ people/ music	3.9%	3.6%	2.2%	2.8%	3.1%	2.3%	2.4%
Overall customer service/ hospitality/ the people	3.5%	3.0%	3.6%	3.2%	5.1%	1.5%	1.3%
Military historical sites	2.9%	5.6%	0.8%	2.0%	3.7%	0.8%	0.4%
Accommodations/ was as promised	2.4%	2.9%	6.8%	2.1%	2.8%	0.8%	1.1%
Feeling safe (able to walk at night)	1.9%	1.1%	1.1%	2.5%	2.7%	7.3%	2.7%
Shopping	0.6%	0.8%	6.4%	0.3%	3.3%	5.5%	3.7%

AREAS OF OPPORTUNITIES - O'AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	32.9%	35.4%	31.9%	32.6%	35.4%	25.4%	34.8%
Traffic (congested/slow)	17.6%	20.4%	8.1%	13.0%	6.9%	15.4%	5.4%
Driving experience (signage, road surface, traffic violations, bad drivers)	10.3%	7.6%	5.3%	6.3%	2.5%	7.5%	3.4%
Would like to experience more local culture	4.7%	5.7%	2.8%	6.8%	7.1%	5.0%	4.7%
Cost/Expensive (specific/non-specific)	3.6%	3.6%	7.0%	8.8%	9.0%	2.0%	4.8%
Homelessness	4.3%	4.1%	2.6%	3.7%	4.3%	0.0%	2.9%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	2.9%	2.2%	12.4%	2.8%	3.8%	7.9%	4.1%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	4.2%	3.6%	3.4%	3.2%	1.6%	8.0%	4.7%
Food/ restaurant variety/ dining options	2.2%	2.8%	2.5%	4.4%	6.4%	5.0%	7.2%
Accommodations/ cleanliness/ upkeep	2.1%	1.5%	2.2%	2.5%	3.0%	0.0%	4.7%
Food/ restaurant quality	1.6%	0.8%	4.5%	2.0%	2.4%	4.0%	7.1%

LIKELIHOOD OF RETURN VISIT - O'AHU

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



LIKELIHOOD OF RETURN VISIT - O'AHU

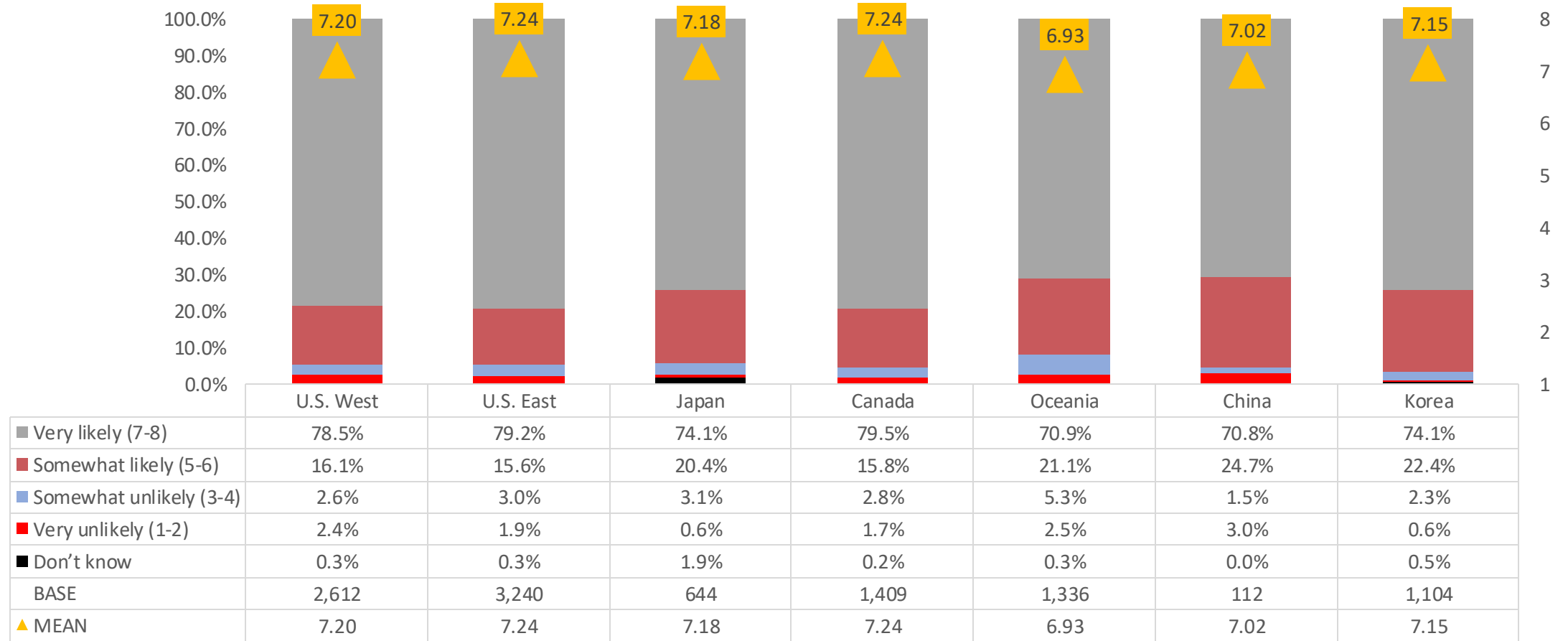
- **Education:** **U.S. East** and **Japan** visitors without a college degree expressed a higher likelihood of returning to the island compared to those with a college degree.
- **Age:** Among **U.S. East** visitors, younger visitors (under the age of 35) appeared to be the most likely to return to O'ahu. The opposite was true for visitors from **Japan**, where older visitors were more likely to return.
- **Islands visited:** Among visitors from **U.S. West**, **U.S. East** and **Canada**, those who only visited O'ahu showed a greater likelihood of returning than those who went to multiple islands during their trip.
- **Travel party size:** Visitors who came to O'ahu in smaller travel parties (ranging from one to sometimes two individuals) from **U.S. West** and **U.S. East** were the most likely to return.

REASONS FOR NOT RETURNING - O'AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Too expensive/cost	35.1%	40.0%	53.8%	50.6%	52.6%	25.0%	54.8%
Want to go someplace new	42.0%	37.4%	23.0%	40.4%	38.5%	0.0%	27.1%
Too crowded/ congested/ traffic	33.5%	24.9%	4.8%	20.9%	14.1%	8.3%	8.1%
Too commercial/ overdeveloped	27.4%	22.4%	5.8%	17.4%	16.3%	8.3%	8.1%
Flight too long	4.4%	29.1%	10.6%	27.2%	11.5%	41.7%	28.7%
Not enough value for the price	18.5%	11.9%	5.7%	15.4%	27.8%	25.0%	33.6%
No reason to return/ nothing new	15.6%	10.0%	10.6%	9.8%	13.0%	0.0%	18.7%
Other financial obligations	7.6%	8.3%	19.2%	9.0%	6.5%	8.3%	14.7%
Other (please specify)	6.9%	3.8%	5.7%	4.8%	3.9%	0.0%	6.9%
Unfriendly people/ felt unwelcome	5.4%	3.7%	3.9%	2.7%	2.3%	16.7%	6.1%
Poor health/ age restriction	2.4%	4.8%	7.7%	3.3%	5.0%	0.0%	3.2%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	1.2%	4.8%	1.0%	9.0%	3.9%	16.7%	0.0%
Poor service	3.1%	1.3%	0.0%	2.1%	4.0%	8.3%	3.2%

BRAND/ DESTINATION ADVOCACY - O'AHU

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

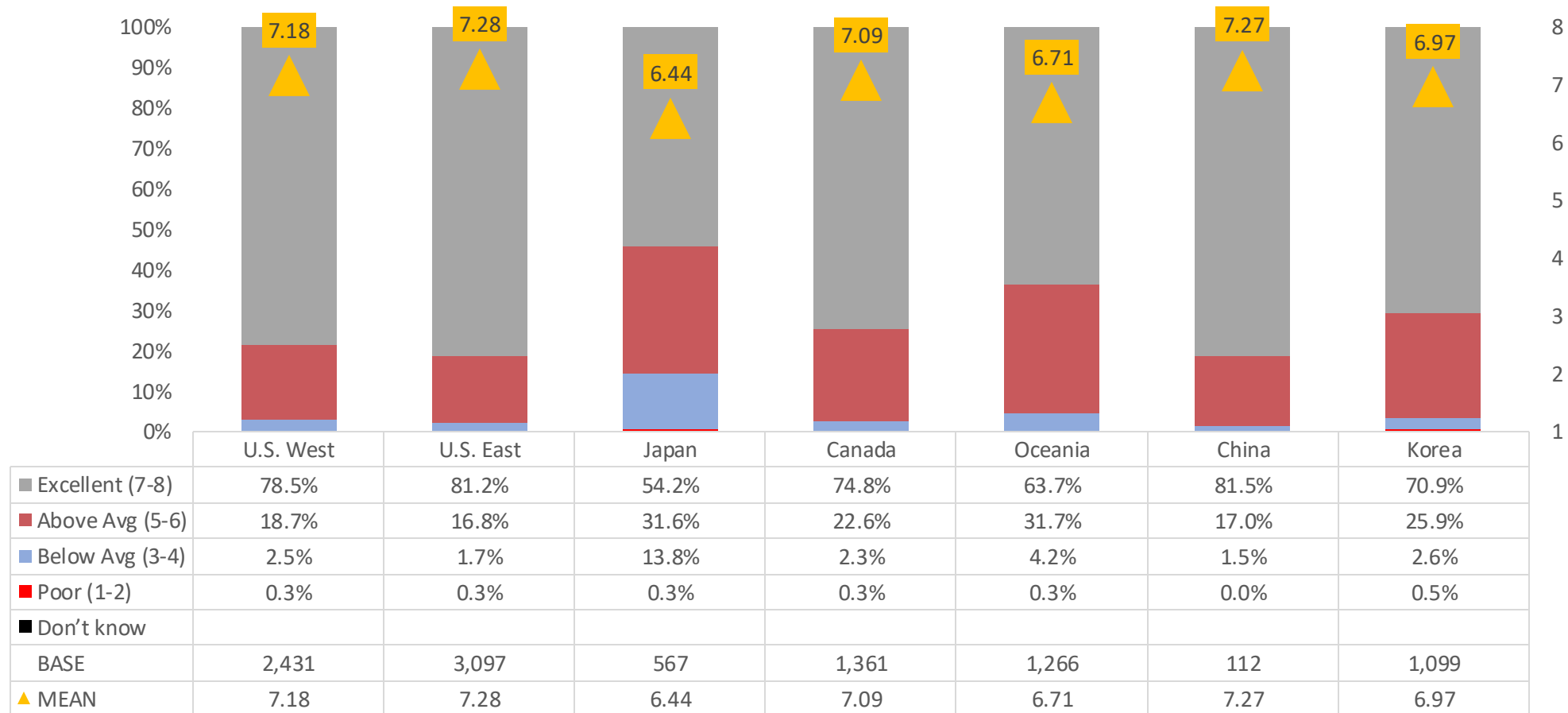


BRAND/ DESTINATION ADVOCACY - O'AHU

- **Islands visited:** Visitors from **U.S. West, U.S. East, Canada** and **Japan** who only stayed on O'ahu were more likely to recommend the island to others compared to those who visited multiple islands during their trip.
- **Age:** **U.S. West, U.S. East** and **Japan** visitors under the age of 35 were the strongest advocates for O'ahu compared to older visitors from this market.
- **Gender:** Female visitors from **U.S. West, U.S. East** and **Oceania** were more likely to recommend O'ahu compared to male visitors from these two markets.
- **Household income:** Among **U.S. West** and **U.S. East** visitors, those with household income of less than \$100K were the most likely to recommend O'ahu compared to more affluent visitors.
- **Travel party size:** Visitors from **U.S. West** in larger travel parties (3+ individuals) were more likely to recommend O'ahu to others.

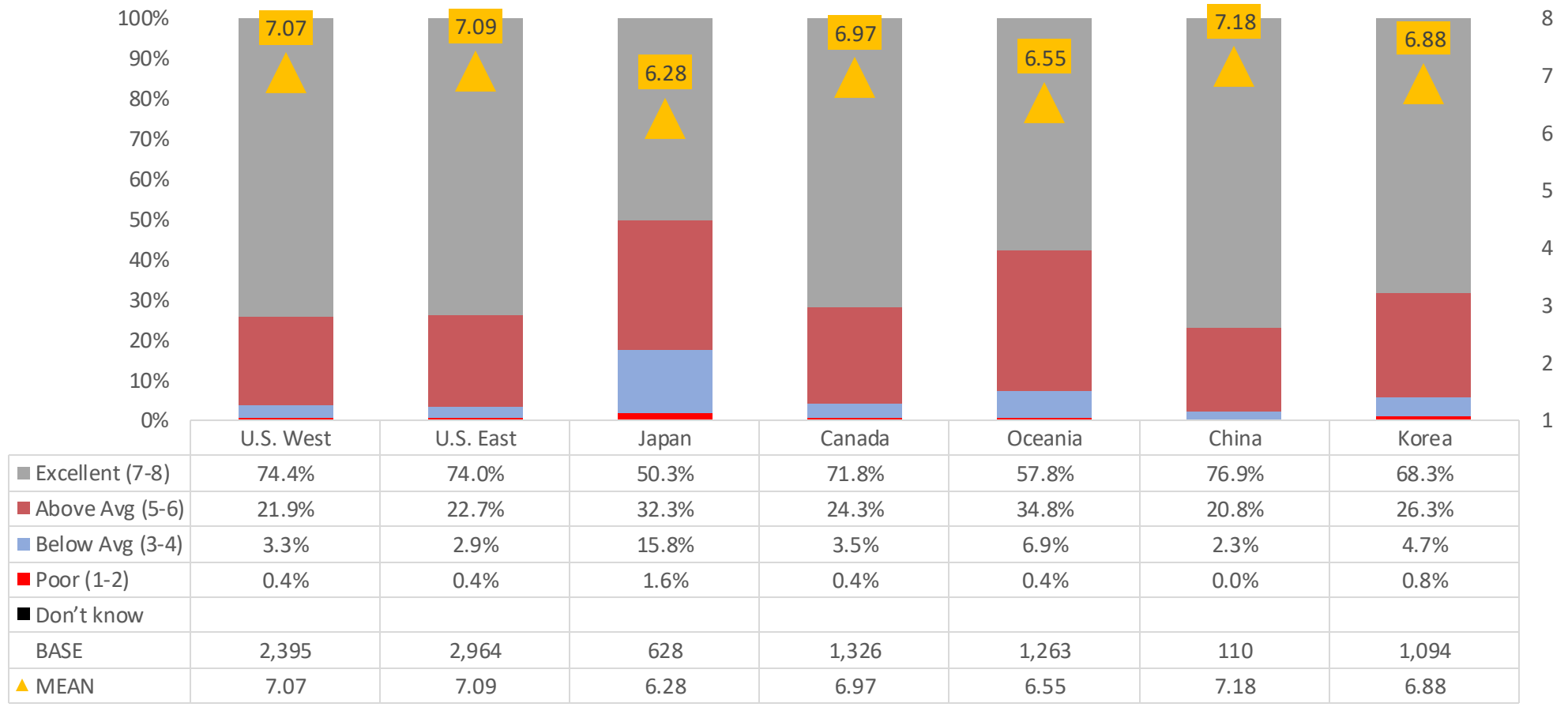
ENTERTAINMENT/ ATTRACTIONS - O'AHU

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



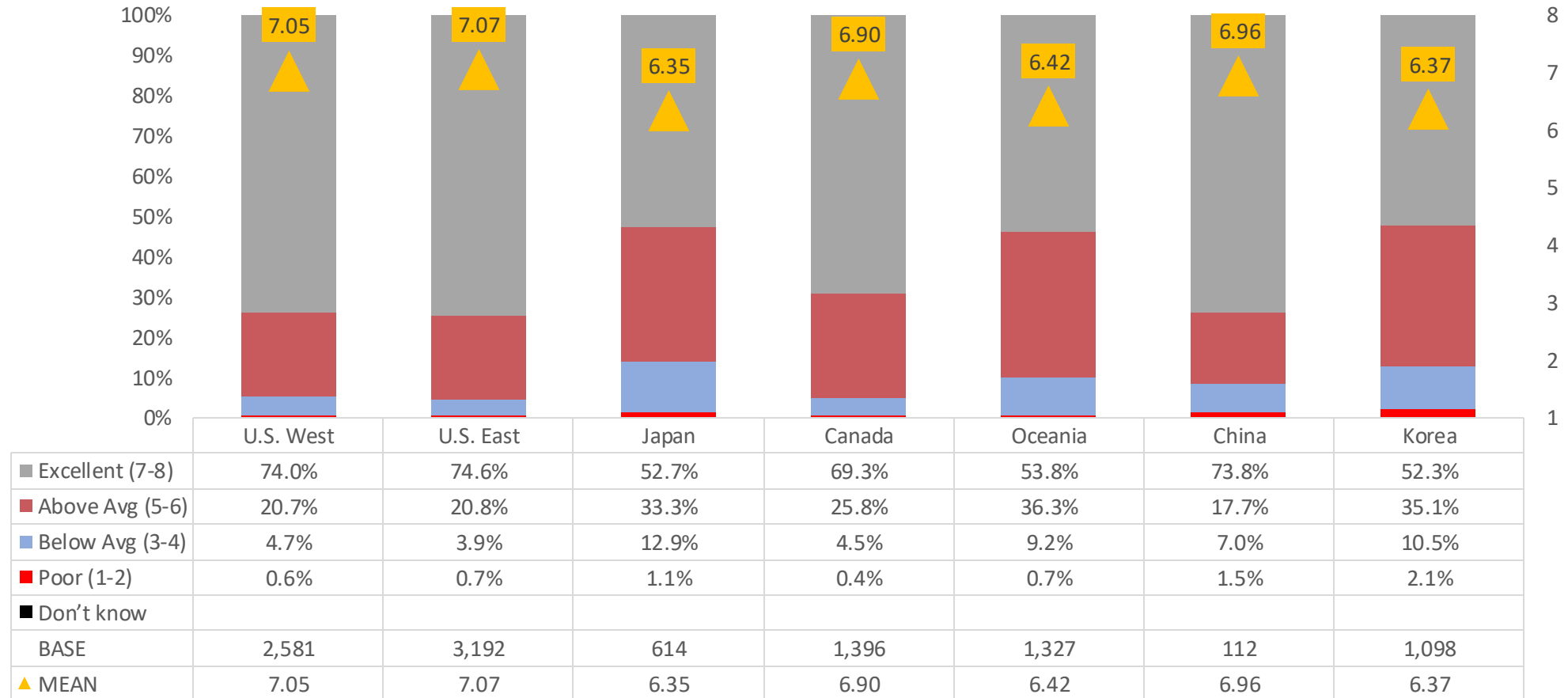
SHOPPING - O'AHU

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



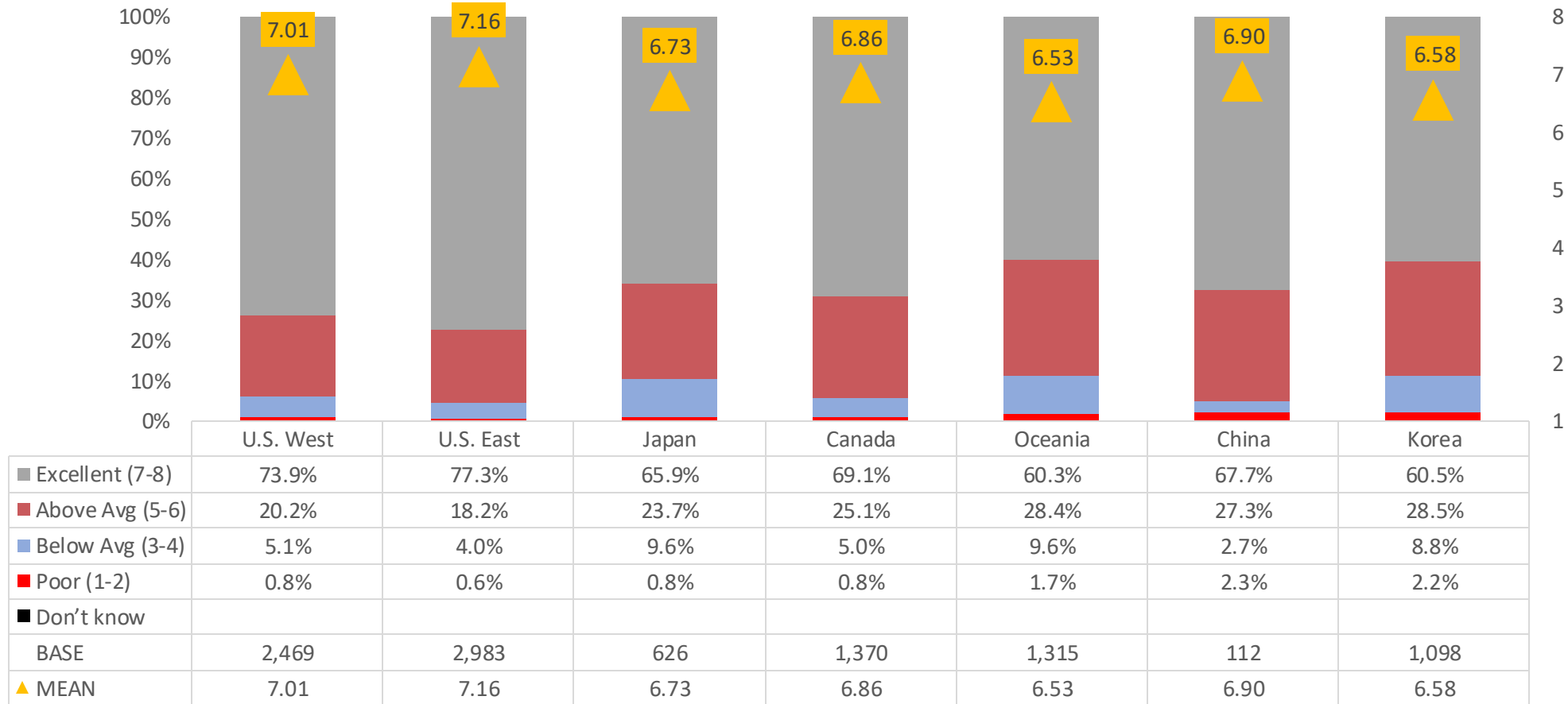
DINING/ FOOD & BEVERAGE - O'AHU

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



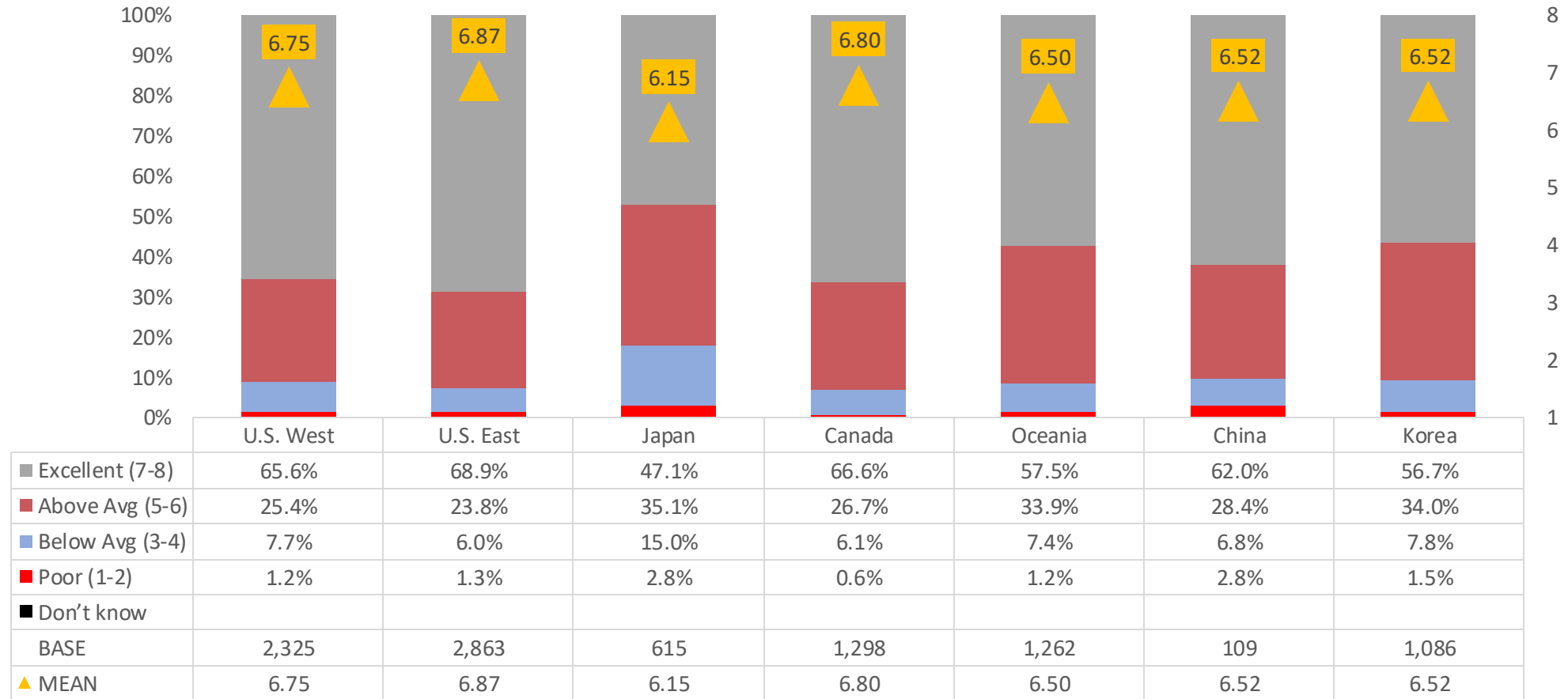
LODGING/ ACCOMMODATIONS - O'AHU

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



TRANSPORTATION ON ISLAND - O'AHU

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



O'AHU ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.3%	97.7%	97.2%	97.5%	89.8%	97.5%	99.8%
On own (self-guided)/ driving around the island	78.6%	75.4%	72.4%	76.1%	45.0%	59.9%	82.0%
Helicopter ride/ airplane tour	1.0%	2.5%	0.3%	1.8%	1.8%	1.5%	4.0%
Boat tour/ submarine ride/ whale watching	19.3%	22.7%	8.6%	20.6%	14.4%	29.5%	33.1%
Visiting towns/ communities	43.6%	45.3%	38.9%	44.3%	23.9%	26.7%	39.4%
Private limousine/ van tour/ tour bus	11.5%	18.9%	10.2%	15.7%	25.1%	14.1%	9.7%
Scenic views/ natural landmarks	53.3%	64.4%	20.0%	62.8%	46.0%	69.1%	62.1%
Movie and TV filming location tours	8.8%	11.3%	4.0%	11.5%	8.4%	9.3%	22.8%

O'AHU ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	95.1%	95.3%	96.2%	97.9%	93.0%	96.0%	98.7%
Beach/ sunbathing	83.3%	83.2%	72.9%	89.5%	79.2%	71.5%	83.5%
Bodyboarding	7.8%	5.2%	2.5%	9.2%	3.5%	5.5%	3.0%
Stand up paddle boarding	5.9%	4.7%	4.2%	6.7%	5.7%	3.2%	5.8%
Surfing	6.8%	6.6%	5.3%	13.5%	8.5%	12.0%	14.0%
Canoeing/ kayaking	4.3%	3.9%	1.7%	4.8%	1.9%	5.8%	5.5%
Swimming in the ocean	64.4%	61.6%	35.2%	73.2%	63.4%	36.6%	55.5%
Snorkeling	33.3%	29.0%	14.3%	38.5%	19.6%	24.0%	58.5%
Freediving	1.3%	1.1%	0.5%	1.2%	0.3%	3.5%	1.5%
Windsurfing/ kitesurfing	0.0%	0.1%	0.2%	0.2%	0.0%	1.2%	0.3%
Jet skiing/ parasailing	1.8%	2.2%	2.0%	1.8%	1.3%	5.5%	3.0%
Scuba diving	1.7%	1.7%	1.2%	1.9%	0.8%	2.8%	1.6%
Fishing	1.9%	2.0%	0.6%	1.7%	0.6%	4.7%	0.4%
Golf	3.3%	3.4%	6.0%	3.9%	1.9%	2.8%	4.6%

O'AHU ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	95.1%	95.3%	96.2%	97.9%	93.0%	96.0%	98.7%
Running/ jogging/ fitness walking	24.0%	23.4%	24.3%	25.4%	25.8%	16.5%	14.1%
Cycling	2.0%	2.1%	3.8%	3.4%	1.1%	6.5%	3.4%
Spa	7.5%	8.0%	3.8%	5.0%	5.5%	8.9%	6.2%
Hiking	36.8%	42.8%	24.2%	47.4%	19.9%	48.6%	24.2%
Backpacking/ camping	0.9%	1.1%	0.2%	1.5%	0.4%	4.7%	1.8%
Agritourism	11.9%	15.4%	4.9%	12.6%	6.3%	13.9%	15.6%
Sports event or tournament	2.5%	2.1%	0.8%	1.5%	1.4%	2.8%	1.0%
Parks/ botanical gardens	34.0%	38.4%	19.0%	40.0%	27.9%	35.9%	19.7%
Waterparks	2.4%	1.8%	1.7%	1.7%	1.0%	6.0%	4.2%
Mountain tubing/ waterfall rappel	0.7%	0.5%	0.0%	0.4%	0.1%	0.0%	0.7%
Zip-lining	2.8%	2.4%	0.5%	1.8%	1.5%	0.8%	1.4%
Skydiving	0.2%	0.5%	0.5%	0.2%	0.0%	2.0%	1.9%
All-terrain vehicle (ATV)	4.0%	4.8%	1.4%	4.0%	2.8%	5.8%	10.7%
Horseback riding	1.5%	1.2%	2.2%	0.8%	0.4%	2.8%	0.6%

O'AHU ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.2%	98.6%	99.1%	99.2%	99.4%	97.2%	99.4%
Lunch/ sunset/ dinner/ evening cruise	21.5%	23.8%	13.5%	22.4%	16.6%	48.7%	33.3%
Live music/ stage show	31.4%	35.2%	19.4%	33.0%	21.2%	24.8%	14.0%
Nightclub/ dancing/ bar/ karaoke	9.2%	10.4%	3.6%	8.4%	6.2%	3.5%	3.6%
Fine dining	44.2%	44.6%	35.6%	40.8%	29.4%	42.4%	57.6%
Family restaurant	61.7%	55.9%	26.0%	66.6%	68.4%	19.7%	45.9%
Fast food	42.6%	39.2%	54.3%	55.6%	55.8%	41.0%	59.6%
Food truck	45.6%	45.3%	25.2%	51.1%	31.3%	40.3%	68.4%
Café/ coffee house	49.2%	45.9%	57.3%	55.8%	62.2%	45.1%	70.2%
Ethnic dining	31.7%	32.7%	8.9%	27.0%	11.8%	21.3%	24.1%
Farm-to-table cuisine	12.7%	14.3%	15.1%	10.8%	3.5%	6.3%	2.8%
Prepared own meal	29.2%	27.2%	23.6%	35.4%	18.9%	17.5%	12.8%

O'AHU ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.3%	96.1%	98.1%	98.0%	97.4%	95.7%	99.4%
Malls/ department stores	55.7%	53.1%	84.6%	71.0%	74.7%	72.4%	84.4%
Designer boutiques	17.0%	17.3%	17.9%	17.4%	18.3%	18.8%	5.0%
Hotel/ resort stores	41.8%	45.0%	31.4%	38.4%	34.4%	23.7%	37.7%
Swap meet/ flea market	20.4%	17.7%	4.5%	15.5%	7.6%	3.2%	3.5%
Discount/ outlet stores	13.9%	15.0%	27.6%	18.0%	32.5%	11.2%	64.2%
Supermarkets	45.8%	38.9%	56.2%	51.2%	42.2%	38.3%	48.0%
Farmer's market	25.0%	21.3%	17.7%	29.1%	15.3%	19.6%	11.5%
Convenience stores	56.2%	54.1%	56.7%	65.1%	64.2%	47.7%	58.7%
Duty free stores	6.3%	6.2%	20.3%	8.7%	9.1%	21.8%	37.5%
Hawai'i-made products	43.9%	45.3%	20.5%	46.1%	31.7%	38.4%	27.1%
Local shops and artisans	49.1%	50.6%	11.6%	49.4%	40.1%	31.8%	19.8%

O'AHU ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	74.2%	83.1%	53.2%	76.9%	69.7%	66.8%	61.7%
Historic military sites and museums	37.1%	52.5%	12.8%	40.8%	41.5%	35.4%	22.1%
Historic Hawaiian sites and museums	29.5%	36.6%	15.2%	32.3%	21.4%	16.2%	10.7%
Other historical sites, museums, and homes	14.2%	15.2%	5.6%	12.6%	9.0%	9.8%	17.0%
Art museums	3.8%	3.9%	3.6%	5.1%	3.3%	7.2%	3.5%
Art galleries and exhibitions	5.6%	5.4%	3.6%	6.2%	5.7%	5.5%	1.8%
Lū'au/ Polynesian show/ hula show	32.6%	41.4%	14.9%	35.7%	22.4%	16.5%	19.6%
Lesson- ex. ukulele, hula, canoe, lei making	6.6%	7.9%	5.0%	6.9%	4.4%	10.3%	4.2%
Play/ concert/ theatre	3.6%	4.2%	3.4%	4.3%	2.6%	5.0%	2.1%
Art/ craft fair	5.9%	5.7%	2.5%	5.2%	3.9%	5.7%	3.7%
Festival/ event	7.8%	6.0%	4.1%	7.0%	4.9%	2.8%	4.3%

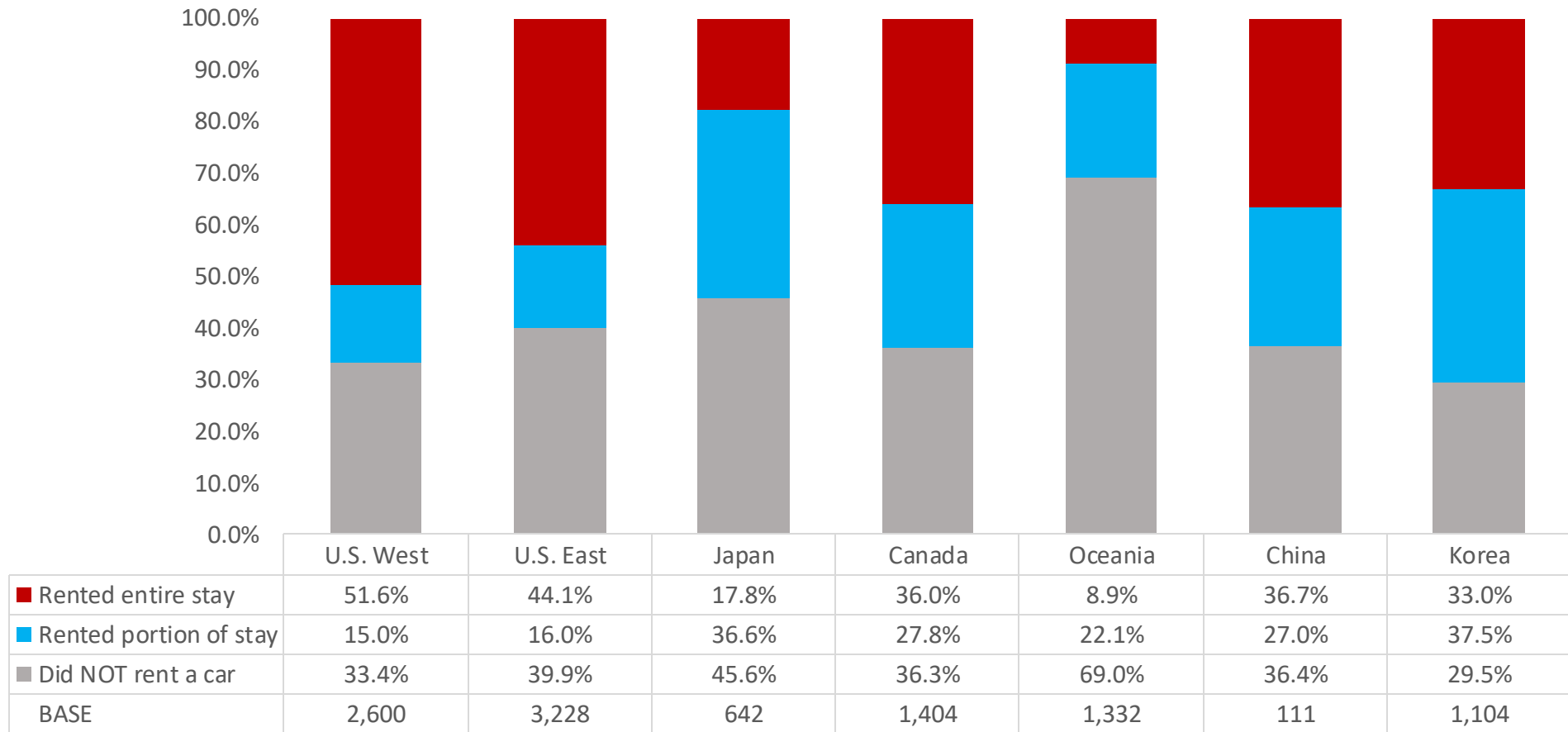
O'AHU ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	91.7%	91.1%	96.1%	95.8%	97.7%	93.3%	97.7%
Airport shuttle	13.9%	15.9%	20.8%	16.9%	31.8%	11.6%	13.1%
Trolley	3.4%	4.7%	41.0%	6.7%	14.6%	4.0%	27.2%
Public bus	7.7%	8.1%	29.9%	21.7%	24.7%	20.5%	16.5%
Tour bus/ tour van	10.8%	19.3%	14.5%	16.3%	25.1%	7.3%	22.6%
Taxi/ limo	10.1%	11.5%	35.1%	21.3%	38.0%	16.1%	26.3%
Rental car	60.0%	55.2%	24.8%	55.5%	23.4%	48.4%	56.2%
Ride share	30.9%	33.2%	20.8%	34.9%	44.7%	52.0%	23.4%
Car share	6.2%	5.5%	1.4%	7.1%	3.0%	2.5%	1.9%
Bicycle rental	1.8%	1.8%	3.9%	2.8%	0.8%	2.5%	1.9%

O'AHU ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	40.1%	37.1%	18.3%	22.9%	11.4%	15.9%	19.7%
Visiting friends and family	37.1%	34.5%	17.6%	20.2%	9.7%	15.2%	18.3%
Giving back to the local community	4.1%	3.5%	1.1%	3.2%	1.9%	3.2%	1.6%

CAR RENTAL - O'AHU

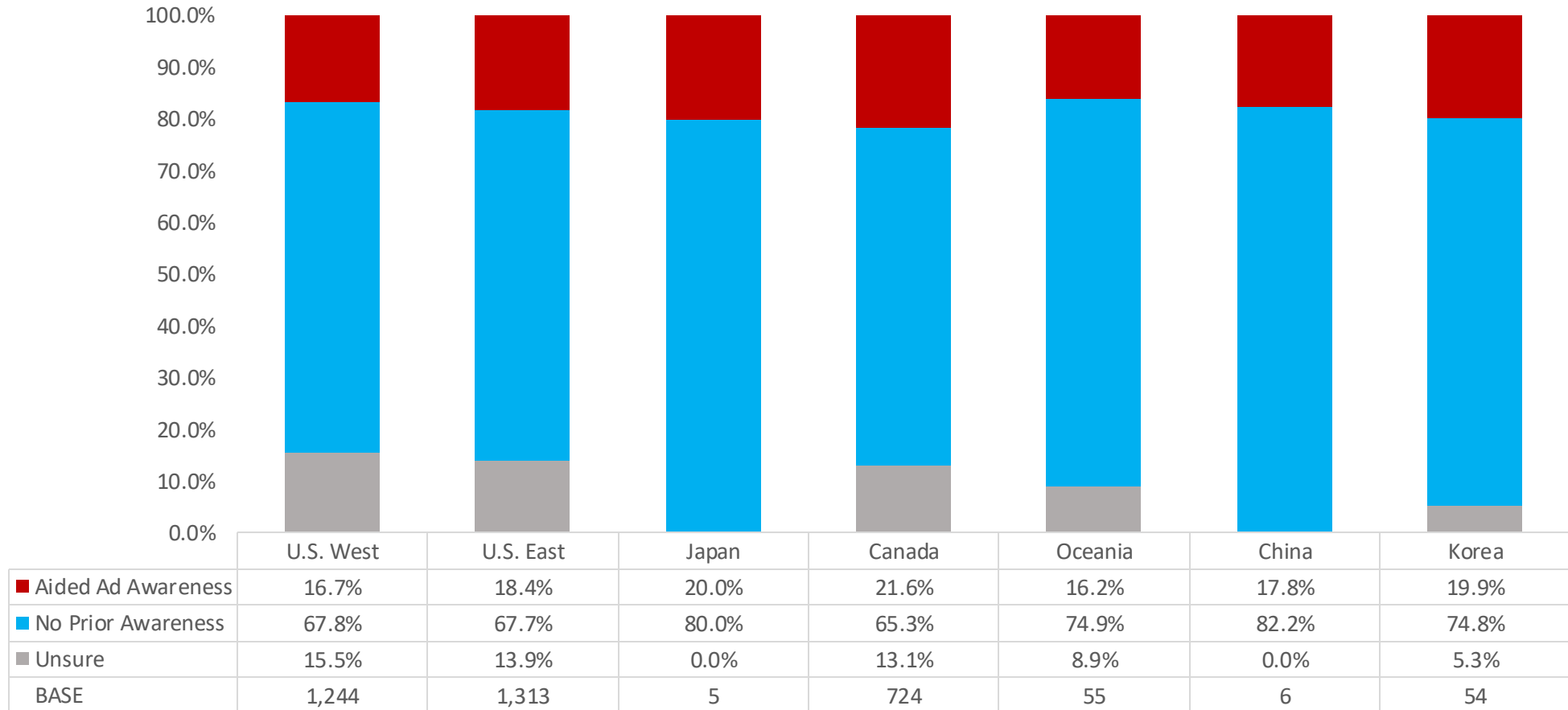


REASONS FOR PARTIAL CAR RENTAL - O'AHU

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Parking was too expensive at my hotel/ lodging	45.2%	35.8%	11.1%	44.6%	27.8%	37.0%	42.7%
Car rental rates were too expensive	24.4%	17.8%	17.9%	28.9%	22.3%	14.1%	31.6%
I only needed a vehicle on certain dates	75.3%	75.2%	83.4%	76.2%	76.0%	62.0%	58.4%
Vehicles were not available for all of my trip dates	2.6%	2.7%	4.3%	3.2%	5.0%	5.6%	7.1%
BASE	390	517	235	387	295	28	423

Section 21 – Kaua'i

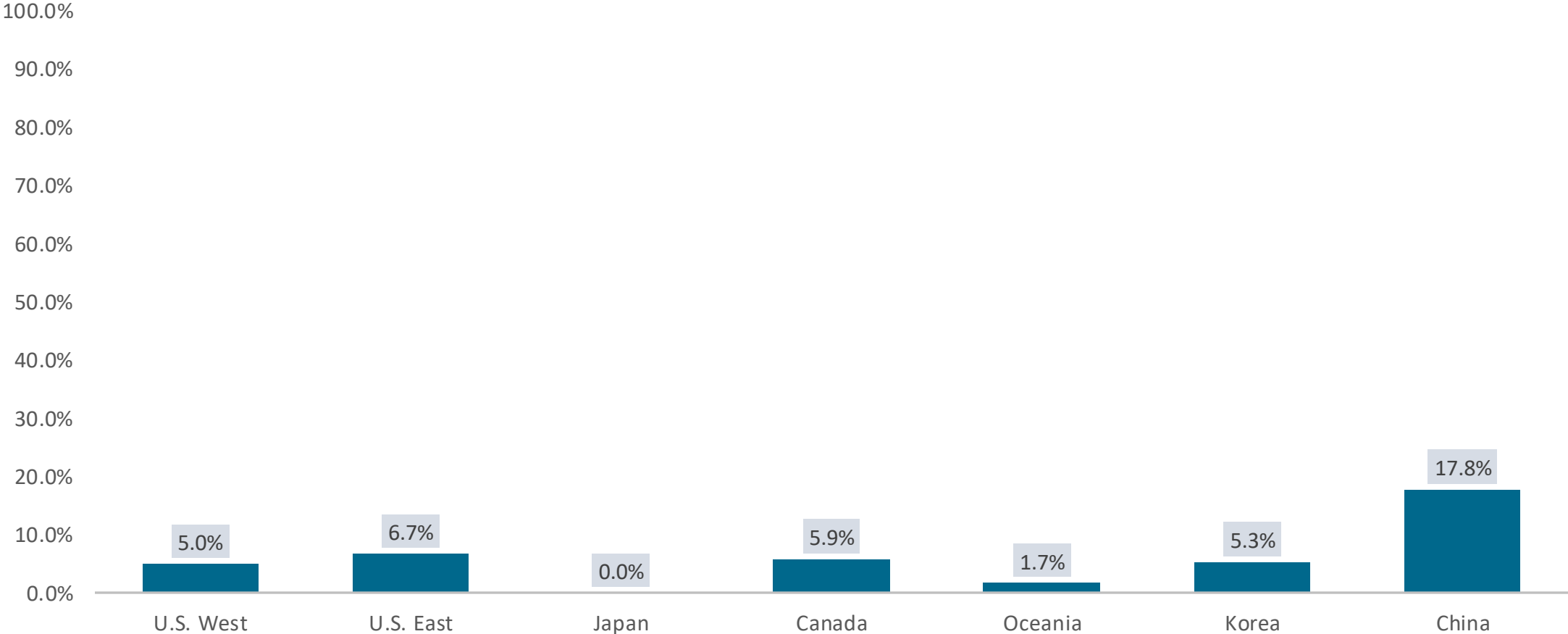
AIDED ADVERTISING AWARENESS - KAUA'I



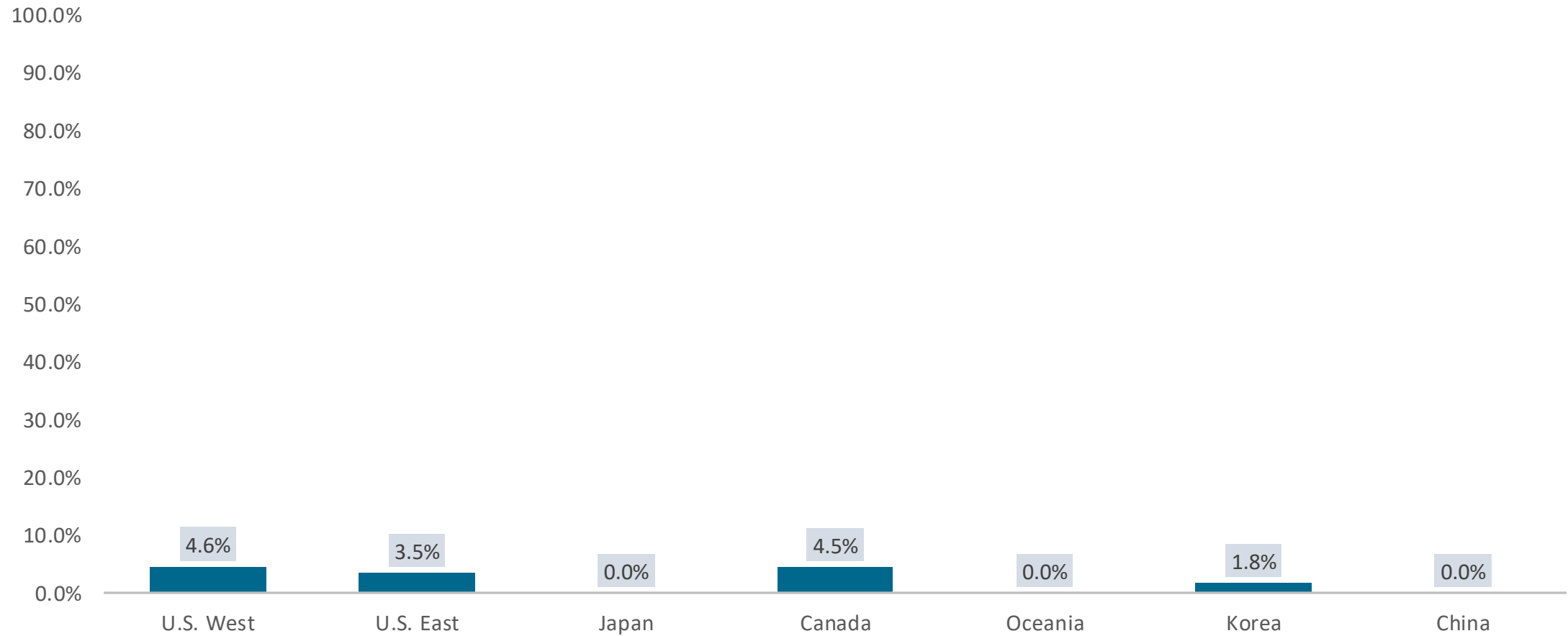
AIDED ADVERTISING AWARENESS – KAUA‘I

- **Age:** Among **U.S. West** and **U.S. East** visitors, advertising awareness for Kaua‘i was highest among seniors (65+) compared to visitors from other age groups.
- **Islands visited:** Visitors from **U.S. West** who visited multiple islands, including Kaua‘i, were more likely to recall advertising for Kaua‘i than were those whose trip was limited to just Kaua‘i.
- **Education:** Visitors without a college degree from **U.S. West** were more likely to recall advertising for the island than college graduates from this visitor market.

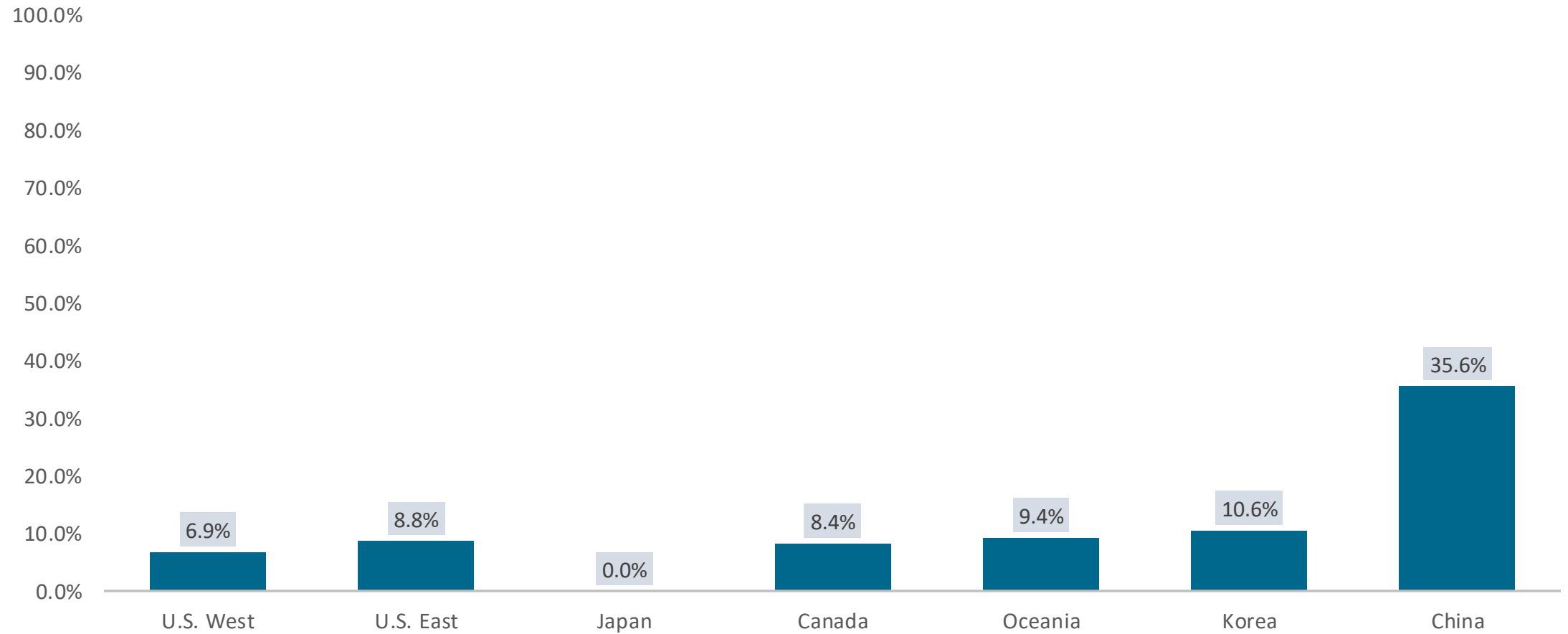
IMPACT OF LOCATION FILMING - KAUA'I



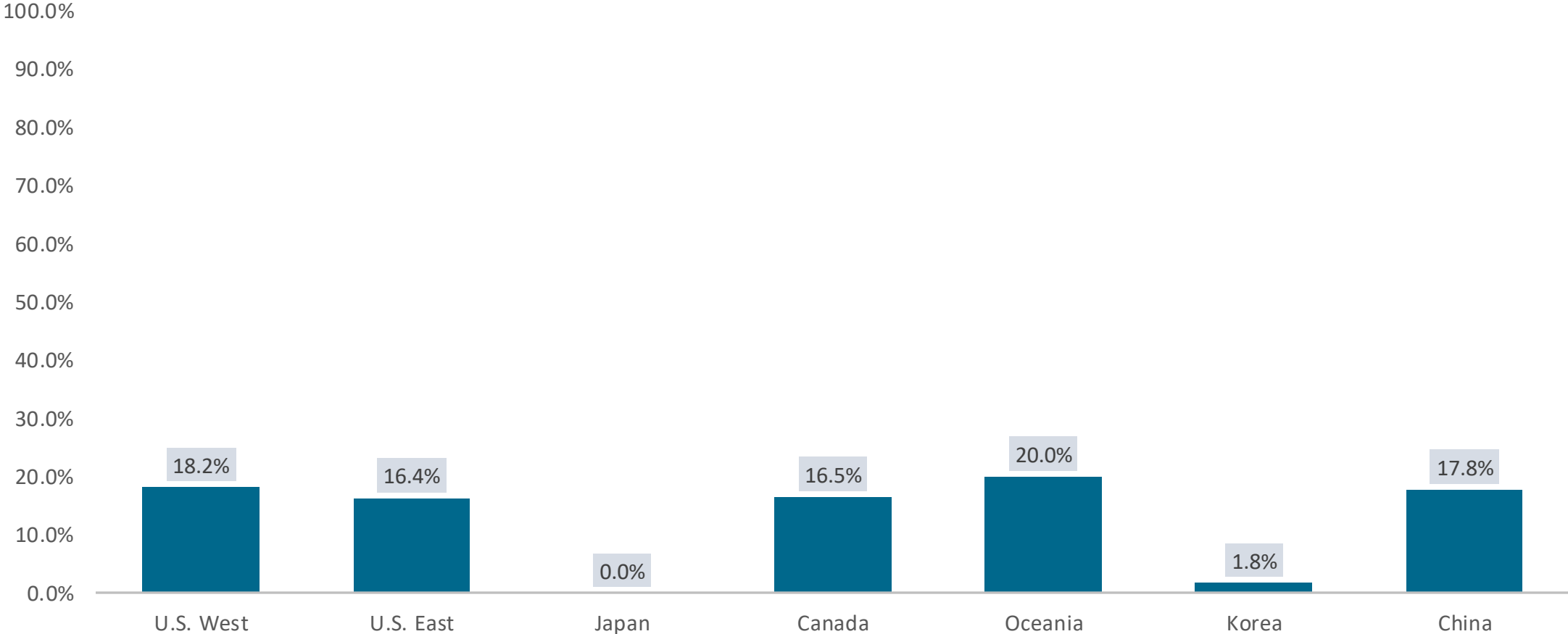
IMPACT OF HAWAIIAN MUSIC - KAUA'I



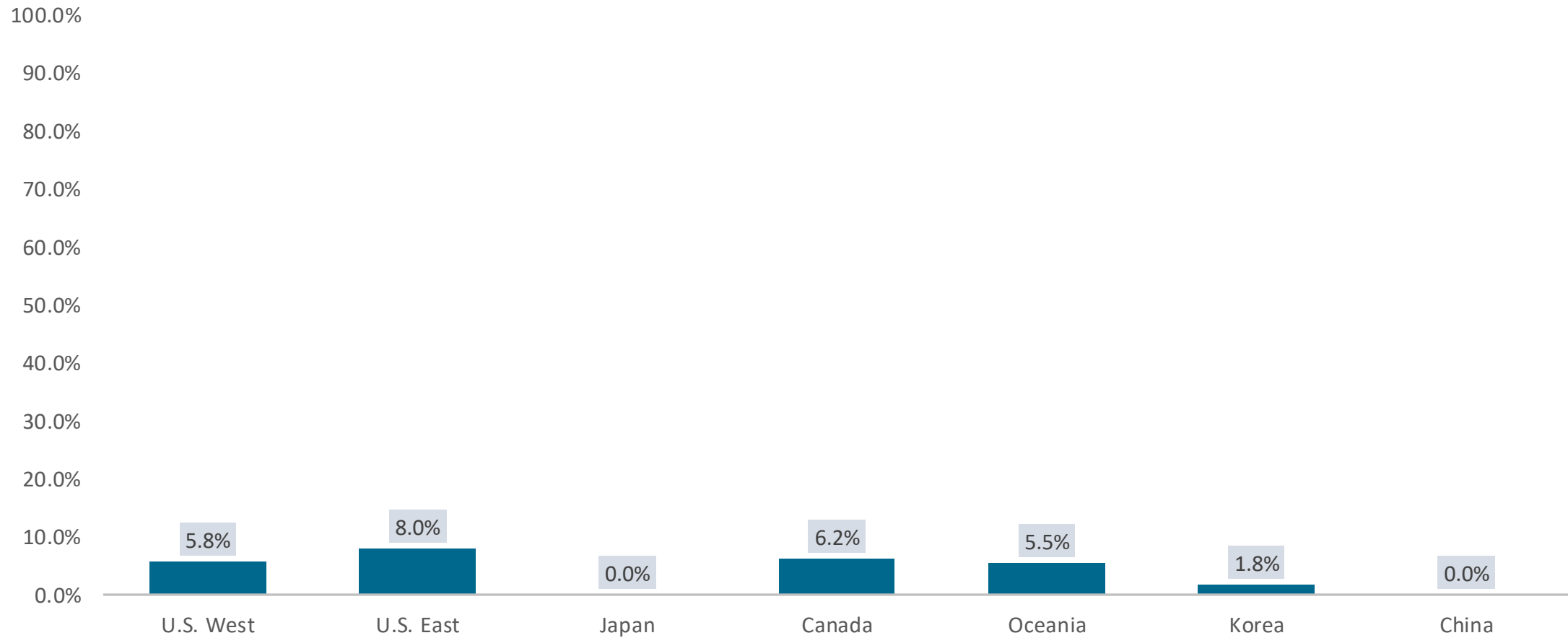
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - KAUA'I



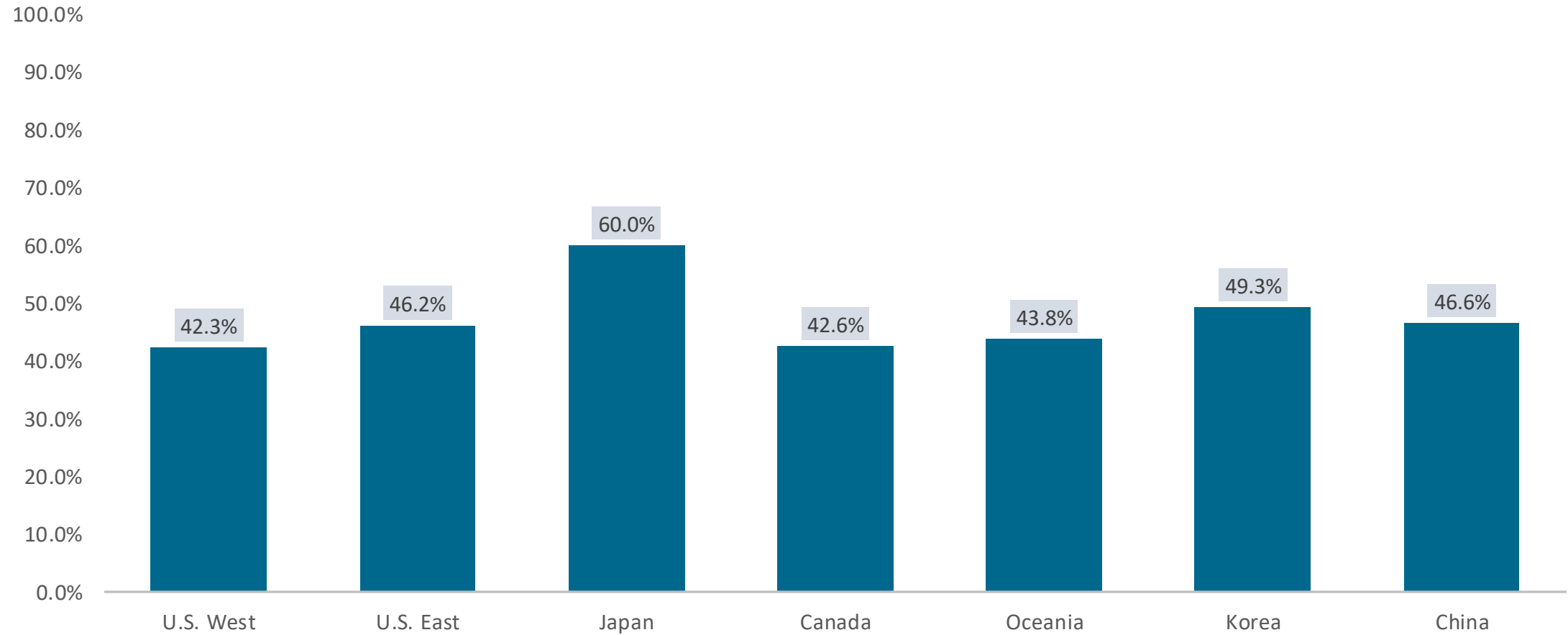
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - KAUA'I



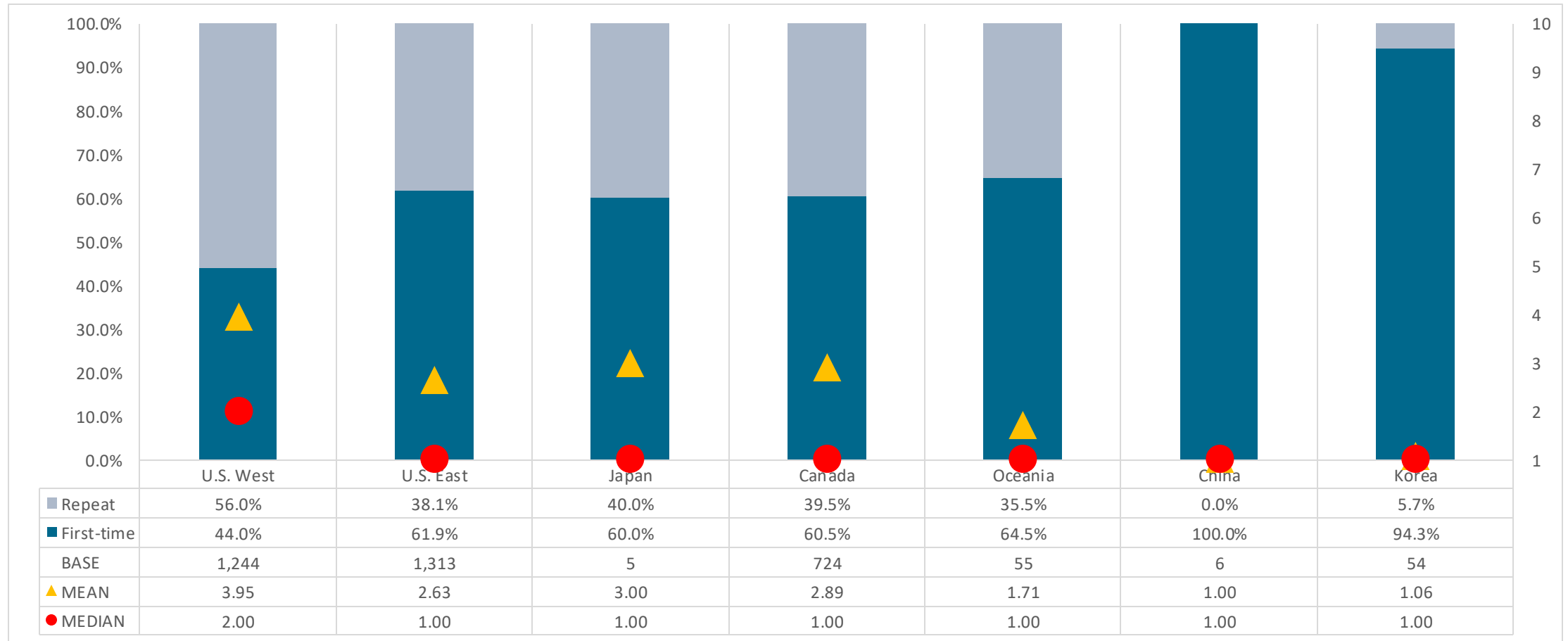
IMPACT OF HAWAIIAN CULTURAL EVENTS - KAUA'I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - KAUA'I



1st TIME VS REPEAT VISITOR - KAUA'I



1st TIME VS REPEAT VISITOR - KAUA'I

- **Islands visited:** Among visitors from **U.S. West**, **U.S. East** and **Canada**, those who stayed exclusively on Kaua'i have been to the island on a more frequent basis compared to those who visited multiple islands during their trip.
- **Age:** Senior visitors from **U.S. West** and **U.S. East** have traveled to Kaua'i on a more frequent basis compared to younger visitors from other age groups.
- **Gender:** Male visitors from **U.S. East** have been to Kaua'i more often than female visitors.
- **Household income:** Among **U.S. West** visitors, the average number of trips to Kaua'i was lowest among less affluent respondents.

STRENGTHS/ POSITIVE ASPECTS - KAUA'I

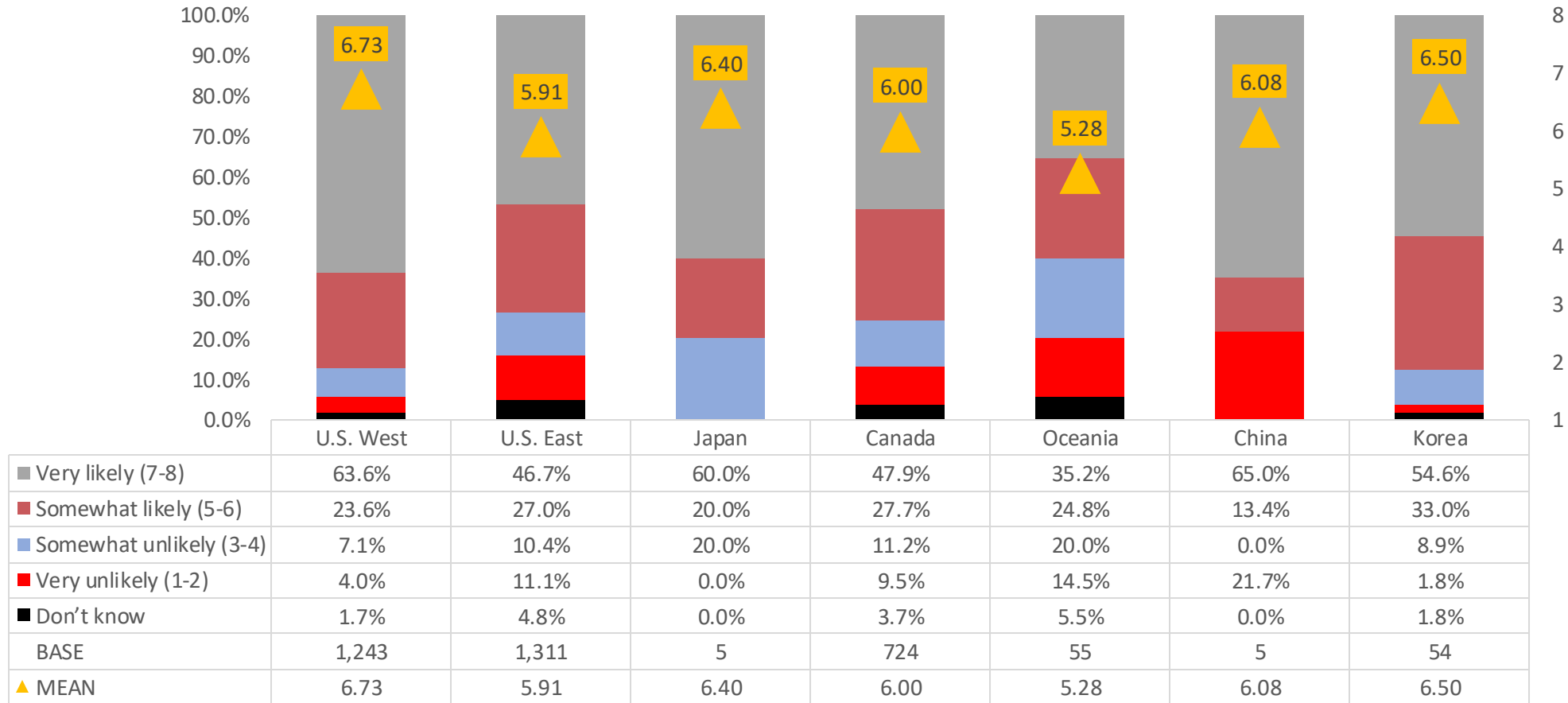
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Nature/ natural beauty/ scenery	35.7%	42.0%	40.0%	40.3%	42.9%	43.3%	56.0%
Beach/ ocean	13.8%	9.3%	20.0%	13.4%	7.2%	21.7%	5.3%
Variety of activities/ attractions/ many choices	10.4%	14.4%	0.0%	12.3%	3.4%	21.7%	18.1%
Feeling of the "Aloha Spirit"	9.8%	7.5%	0.0%	7.2%	0.0%	0.0%	0.0%
Friendliness of the local people	6.7%	7.2%	0.0%	6.2%	5.5%	13.4%	1.8%
Events/ celebrations with friends/ family	4.5%	3.9%	0.0%	3.2%	5.5%	0.0%	2.9%
Accommodations/ was as promised	3.8%	1.7%	40.0%	3.5%	3.4%	0.0%	1.8%
Local culture/ people/ music	2.4%	2.1%	0.0%	2.7%	1.7%	0.0%	1.8%

AREAS OF OPPORTUNITIES - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	33.3%	42.8%	0.0%	39.4%	42.6%	21.7%	42.9%
Traffic (congested/slow)	17.7%	14.0%	0.0%	13.2%	8.5%	0.0%	8.2%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	10.3%	7.9%	0.0%	7.0%	10.6%	0.0%	0.0%
Food/ restaurant variety/ dining options	6.8%	5.5%	20.0%	6.1%	3.8%	43.3%	18.8%
Driving experience (signage, road surface, traffic violations, bad drivers)	7.0%	5.3%	0.0%	3.7%	5.1%	0.0%	0.0%
Would like to experience more local culture	4.4%	4.5%	0.0%	5.1%	3.8%	21.7%	7.1%
Food/ restaurant quality	2.9%	1.6%	0.0%	2.5%	1.7%	0.0%	1.8%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	2.0%	2.7%	40.0%	3.8%	0.0%	13.4%	3.5%
Cost/Expensive (specific/non-specific)	2.3%	2.3%	0.0%	4.2%	7.2%	0.0%	1.8%

LIKELIHOOD OF RETURN VISIT - KAUA'I

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



LIKELIHOOD OF RETURN VISIT - KAUA'I

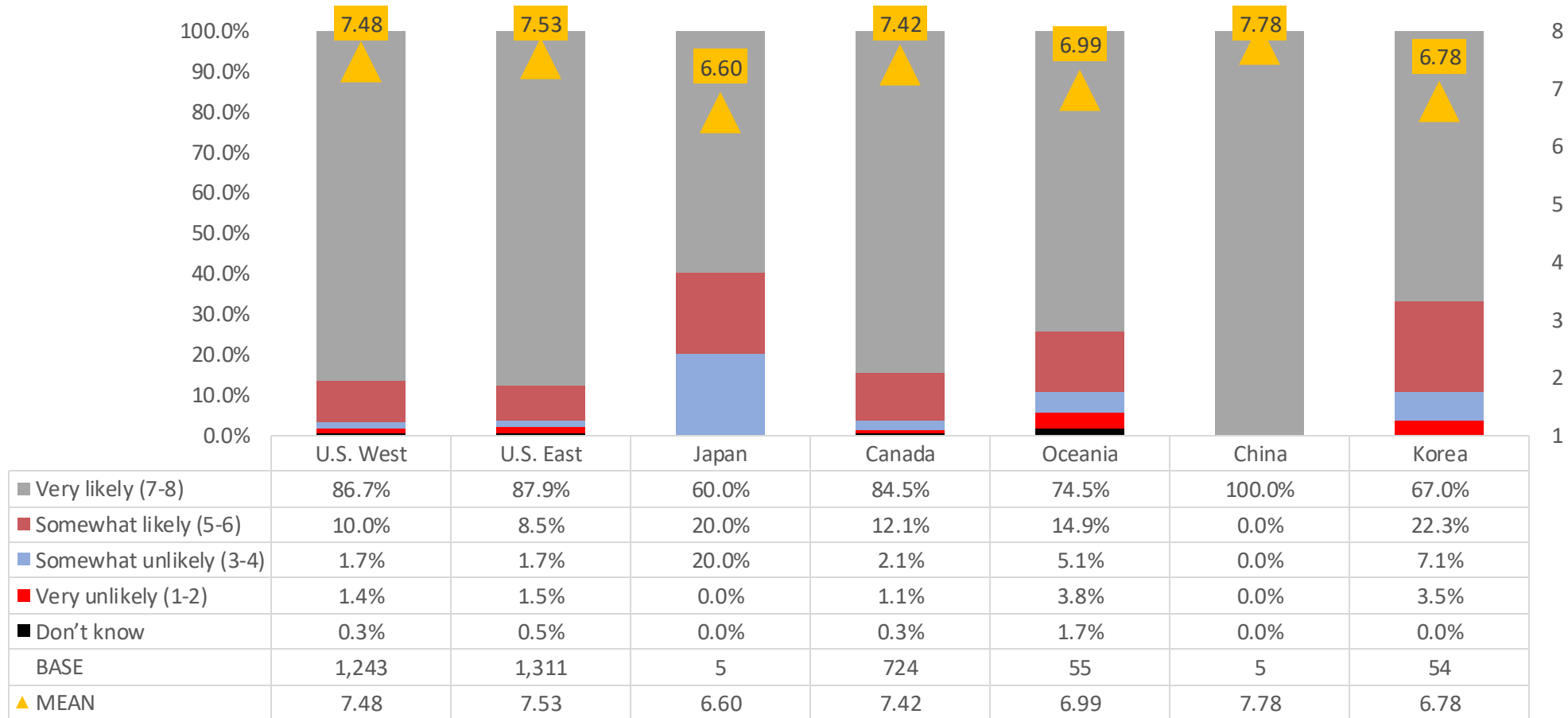
- **Gender:** Female visitors from **U.S. West** expressed a greater likelihood of returning to Kaua'i than male visitors.
- **Islands visited:** Visitors from **U.S. West, U.S. East** and **Canada** who stayed exclusively on Kaua'i expressed a stronger likelihood of returning to the island than visitors from these markets whose trip included stays on multiple islands.
- **Travel party size:** **U.S. East** visitors who came alone were the most likely to indicate a possible return compared to those from this market who came in larger parties.
- **Education:** **U.S. East** visitors without a college degree appeared more likely to return to the island compared to college graduates from this market.
- **Age:** Seniors (65+) from **U.S. East** were the least likely to anticipate a return trip.

REASONS FOR NOT RETURNING - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Want to go someplace new	52.7%	47.5%	0.0%	52.4%	46.9%	100.0%	42.9%
Too expensive/cost	26.8%	29.1%	0.0%	38.3%	25.4%	0.0%	14.3%
Flight too long	6.4%	30.3%	0.0%	24.7%	0.0%	0.0%	0.0%
No reason to return/ nothing new	16.4%	9.8%	100.0%	6.5%	30.8%	100.0%	28.6%
Not enough value for the price	12.1%	5.5%	0.0%	10.8%	8.5%	0.0%	14.3%
Other financial obligations	7.2%	9.7%	0.0%	10.6%	5.4%	0.0%	14.3%
Other (please specify)	7.1%	4.9%	0.0%	4.9%	18.1%	0.0%	0.0%
Poor health/ age restriction	5.0%	6.0%	0.0%	5.5%	0.0%	0.0%	0.0%
Too crowded/ congested/ traffic	7.6%	3.2%	0.0%	4.0%	4.2%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	3.8%	5.2%	0.0%	8.9%	4.2%	0.0%	0.0%
Nothing to do/ boring	5.6%	2.3%	0.0%	3.8%	5.4%	0.0%	14.3%
Unfriendly people/ felt unwelcome	3.8%	1.1%	100.0%	1.0%	4.2%	0.0%	0.0%
Too commercial/ overdeveloped	2.5%	1.2%	0.0%	1.5%	0.0%	0.0%	0.0%
Poor service	2.6%	0.6%	0.0%	0.5%	0.0%	0.0%	0.0%

BRAND/ DESTINATION ADVOCACY - KAUA'I

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



KAUA'I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.7%	98.9%	100.0%	99.3%	100.0%	100.0%	96.5%
On own (self-guided)/ driving around the island	88.4%	79.7%	80.0%	84.6%	62.0%	65.0%	49.3%
Helicopter ride/ airplane tour	8.6%	18.4%	0.0%	14.1%	13.7%	56.7%	6.4%
Boat tour/ submarine ride/ whale watching	26.4%	35.4%	20.0%	25.7%	30.6%	43.3%	4.6%
Visiting towns/ communities	67.5%	61.5%	80.0%	65.0%	36.4%	35.0%	11.7%
Private limousine/ van tour/ tour bus	3.2%	10.1%	0.0%	6.9%	19.2%	0.0%	34.7%
Scenic views/ natural landmarks	74.3%	76.7%	80.0%	72.3%	52.3%	78.3%	52.4%
Movie and TV filming location tours	4.3%	6.1%	0.0%	5.2%	0.0%	0.0%	21.2%

KAUA'I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.3%	95.8%	100.0%	97.0%	92.3%	100.0%	86.5%
Beach/ sunbathing	85.7%	80.7%	80.0%	85.2%	56.4%	100.0%	64.2%
Bodyboarding	12.1%	7.1%	0.0%	12.0%	3.4%	0.0%	2.9%
Stand-up paddle boarding	4.0%	2.7%	0.0%	2.5%	3.4%	21.7%	0.0%
Surfing	6.9%	6.5%	0.0%	7.5%	6.8%	0.0%	0.0%
Canoeing/ kayaking	12.8%	8.6%	0.0%	7.3%	5.5%	21.7%	0.0%
Swimming in the ocean	64.7%	60.0%	60.0%	67.8%	37.4%	65.0%	11.7%
Snorkeling	44.6%	39.1%	20.0%	44.2%	22.9%	86.6%	7.1%
Freediving	1.1%	1.0%	0.0%	0.4%	1.7%	0.0%	0.0%
Windsurfing/ kitesurfing	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba diving	2.2%	2.2%	0.0%	1.5%	1.7%	0.0%	0.0%
Fishing	3.4%	2.5%	0.0%	1.8%	5.1%	0.0%	0.0%
Golf	7.1%	7.1%	20.0%	8.5%	0.0%	0.0%	1.8%

KAUA'I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.3%	95.8%	100.0%	97.0%	92.3%	100.0%	86.5%
Running/ jogging/ fitness walking	28.2%	20.1%	20.0%	28.6%	20.0%	0.0%	3.5%
Cycling	4.9%	6.4%	0.0%	7.8%	0.0%	0.0%	0.0%
Spa	7.1%	6.4%	0.0%	3.2%	7.2%	0.0%	1.8%
Hiking	49.8%	50.5%	20.0%	53.4%	26.8%	78.3%	16.4%
Backpacking/ camping	2.2%	1.9%	0.0%	4.2%	2.2%	0.0%	0.0%
Agritourism	11.2%	13.3%	20.0%	8.1%	7.2%	21.7%	31.9%
Sports event or tournament	1.0%	0.6%	0.0%	0.4%	0.0%	0.0%	0.0%
Parks/ botanical gardens	38.6%	40.7%	20.0%	39.3%	22.6%	21.7%	11.7%
Waterparks	0.6%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%
Mountain tubing/ waterfall rappel	10.2%	8.6%	0.0%	7.0%	11.8%	0.0%	1.8%
Zip-lining	5.7%	4.3%	0.0%	2.8%	1.7%	0.0%	1.8%
Skydiving	0.3%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
All-terrain vehicle (ATV)	4.5%	5.2%	0.0%	2.1%	0.0%	0.0%	0.0%
Horseback riding	1.2%	1.3%	0.0%	0.7%	0.0%	0.0%	0.0%

KAUA'I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.1%	95.6%	100.0%	96.1%	91.1%	100.0%	77.0%
Lunch/ sunset/ dinner/ evening cruise	20.5%	24.2%	20.0%	21.2%	23.4%	21.7%	12.4%
Live music/ stage show	25.8%	29.0%	20.0%	23.3%	8.5%	21.7%	0.0%
Nightclub/ dancing/ bar/ karaoke	4.0%	3.1%	0.0%	1.9%	1.7%	0.0%	0.0%
Fine dining	49.5%	42.6%	40.0%	34.3%	19.5%	43.3%	4.6%
Family restaurant	61.9%	52.2%	40.0%	51.8%	44.3%	21.7%	11.7%
Fast food	25.8%	20.6%	40.0%	31.1%	28.9%	35.0%	31.6%
Food truck	43.8%	37.9%	60.0%	44.5%	31.8%	35.0%	26.6%
Café/ coffee house	52.0%	46.4%	100.0%	53.3%	54.0%	43.3%	21.2%
Ethnic dining	23.8%	21.4%	0.0%	19.1%	8.5%	0.0%	5.3%
Farm-to-table cuisine	19.7%	20.4%	0.0%	13.7%	6.8%	0.0%	1.8%
Prepared own meal	57.5%	40.5%	20.0%	62.5%	40.8%	21.7%	4.6%

KAUA'I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.0%	93.3%	100.0%	96.2%	91.1%	56.7%	72.3%
Malls/ department stores	24.8%	20.5%	40.0%	36.7%	27.2%	21.7%	20.6%
Designer boutiques	19.8%	16.7%	20.0%	16.7%	7.2%	0.0%	2.9%
Hotel/ resort stores	25.1%	26.5%	40.0%	18.9%	10.6%	0.0%	0.0%
Swap meet/ flea market	6.6%	5.4%	0.0%	6.4%	1.7%	13.4%	0.0%
Discount/ outlet stores	13.0%	8.8%	0.0%	12.4%	13.2%	0.0%	12.4%
Supermarkets	72.0%	55.9%	80.0%	67.8%	45.8%	56.7%	34.1%
Farmer's market	45.0%	33.0%	0.0%	47.6%	14.5%	21.7%	5.3%
Convenience stores	43.6%	37.3%	40.0%	41.9%	31.8%	13.4%	16.4%
Duty free stores	2.0%	1.4%	0.0%	1.7%	0.0%	0.0%	4.6%
Hawai'i-made products	51.1%	49.5%	40.0%	47.3%	21.7%	0.0%	19.9%
Local shops and artisans	72.3%	69.3%	100.0%	68.3%	36.6%	35.0%	10.6%

KAUA'I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	65.8%	69.1%	60.0%	64.9%	53.2%	21.7%	47.6%
Historic military sites and museums	4.6%	6.4%	0.0%	4.8%	9.4%	0.0%	11.7%
Historic Hawaiian sites and museums	31.6%	32.3%	20.0%	30.8%	24.3%	0.0%	3.5%
Other historical sites, museums, and homes	12.1%	12.2%	0.0%	10.1%	5.5%	21.7%	21.7%
Art museums	2.2%	1.8%	0.0%	1.6%	3.4%	0.0%	1.8%
Art galleries and exhibitions	12.3%	8.8%	40.0%	12.2%	7.2%	0.0%	0.0%
Lū'au/ Polynesian show/ hula show	23.8%	31.8%	0.0%	21.7%	11.1%	0.0%	7.1%
Lesson- ex. ukulele, hula, canoe, lei making	4.8%	4.4%	0.0%	4.5%	5.5%	0.0%	0.0%
Play/ concert/ theatre	1.4%	1.2%	0.0%	0.8%	0.0%	0.0%	1.8%
Art/ craft fair	16.1%	13.3%	40.0%	14.3%	7.2%	0.0%	1.8%
Festival/ event	3.4%	2.8%	0.0%	5.2%	1.7%	0.0%	1.8%

KAUA'I ACTIVITIES - TRANSPORTATION

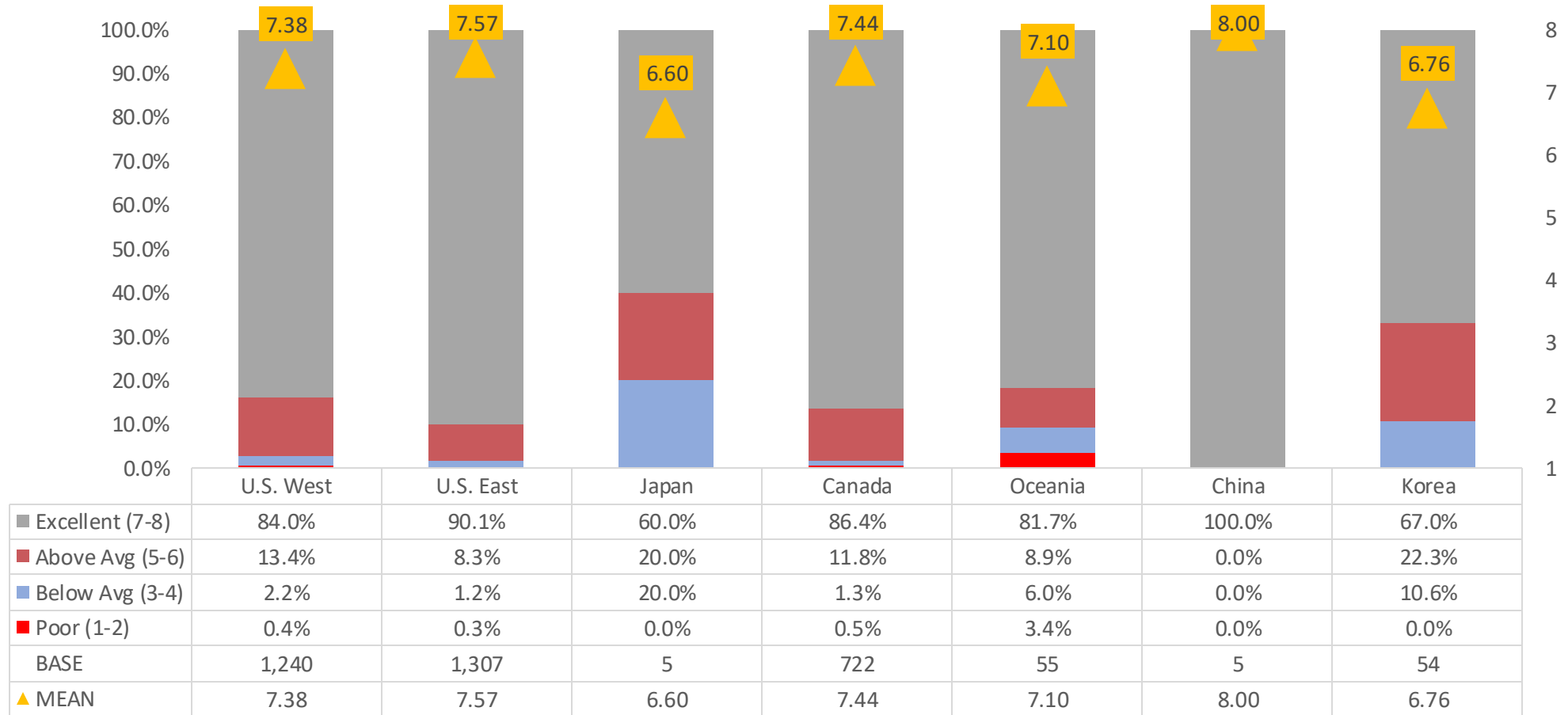
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.9%	95.8%	100.0%	95.8%	97.8%	100.0%	98.2%
Airport shuttle	17.7%	13.5%	20.0%	13.6%	7.7%	0.0%	3.5%
Trolley	0.9%	2.3%	0.0%	1.1%	0.0%	0.0%	1.8%
Public bus	1.9%	1.7%	0.0%	3.1%	3.8%	13.4%	0.0%
Tour bus/ tour van	4.6%	14.2%	0.0%	9.6%	28.6%	0.0%	67.7%
Taxi/ limo	3.4%	3.6%	20.0%	7.4%	8.5%	13.4%	4.6%
Rental car	84.7%	73.5%	100.0%	78.0%	54.3%	86.6%	25.9%
Ride share	6.3%	8.7%	20.0%	5.4%	11.5%	13.4%	3.5%
Car share	6.5%	6.6%	0.0%	4.6%	3.8%	0.0%	0.0%
Bicycle rental	3.4%	3.3%	0.0%	4.0%	3.4%	0.0%	0.0%

KAUA'I ACTIVITIES - OTHER

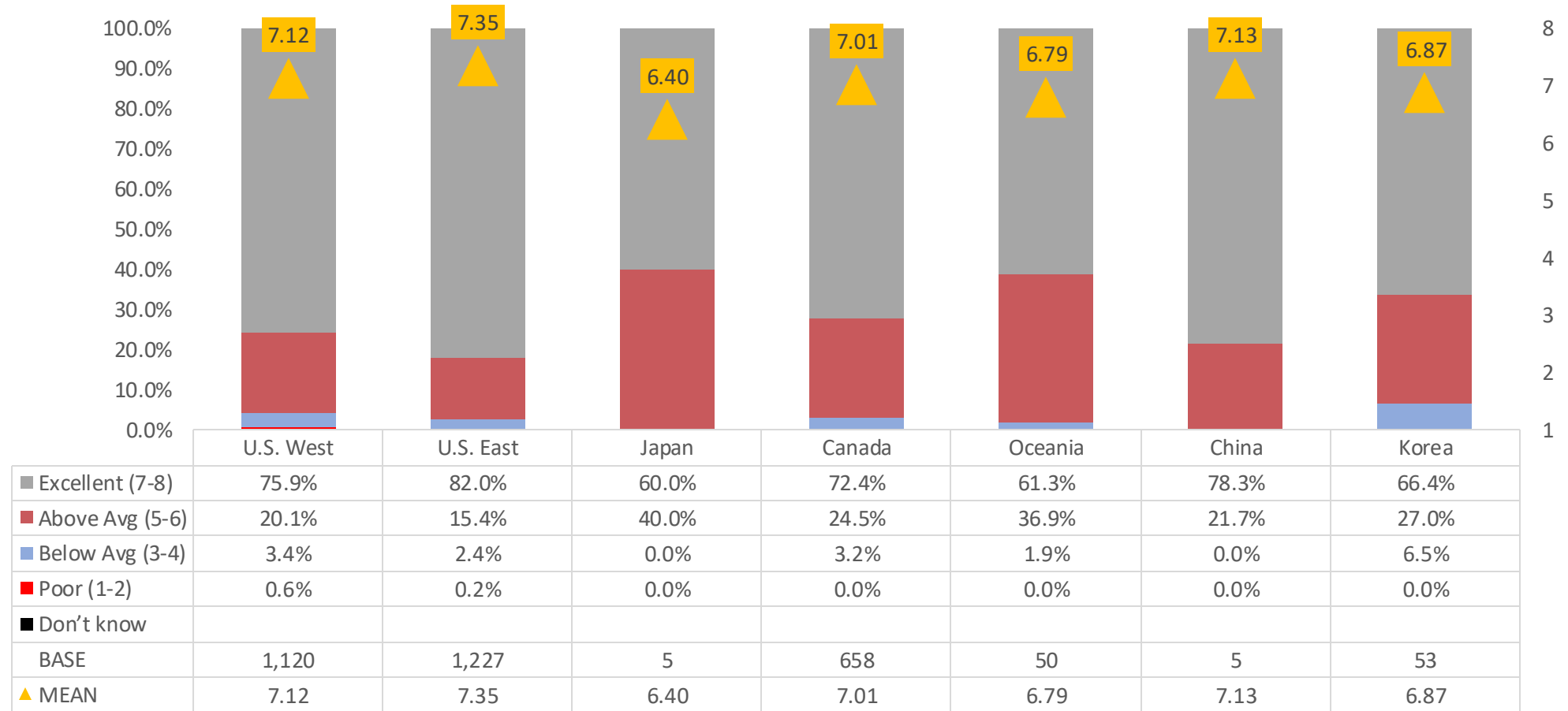
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	23.0%	18.7%	0.0%	18.3%	13.2%	21.7%	15.3%
Visiting friends and family	20.2%	15.7%	0.0%	15.2%	13.2%	21.7%	15.3%
Giving back to the local community	3.8%	3.6%	0.0%	4.2%	0.0%	0.0%	0.0%

FRIENDLINESS OF KAUA'I RESIDENTS

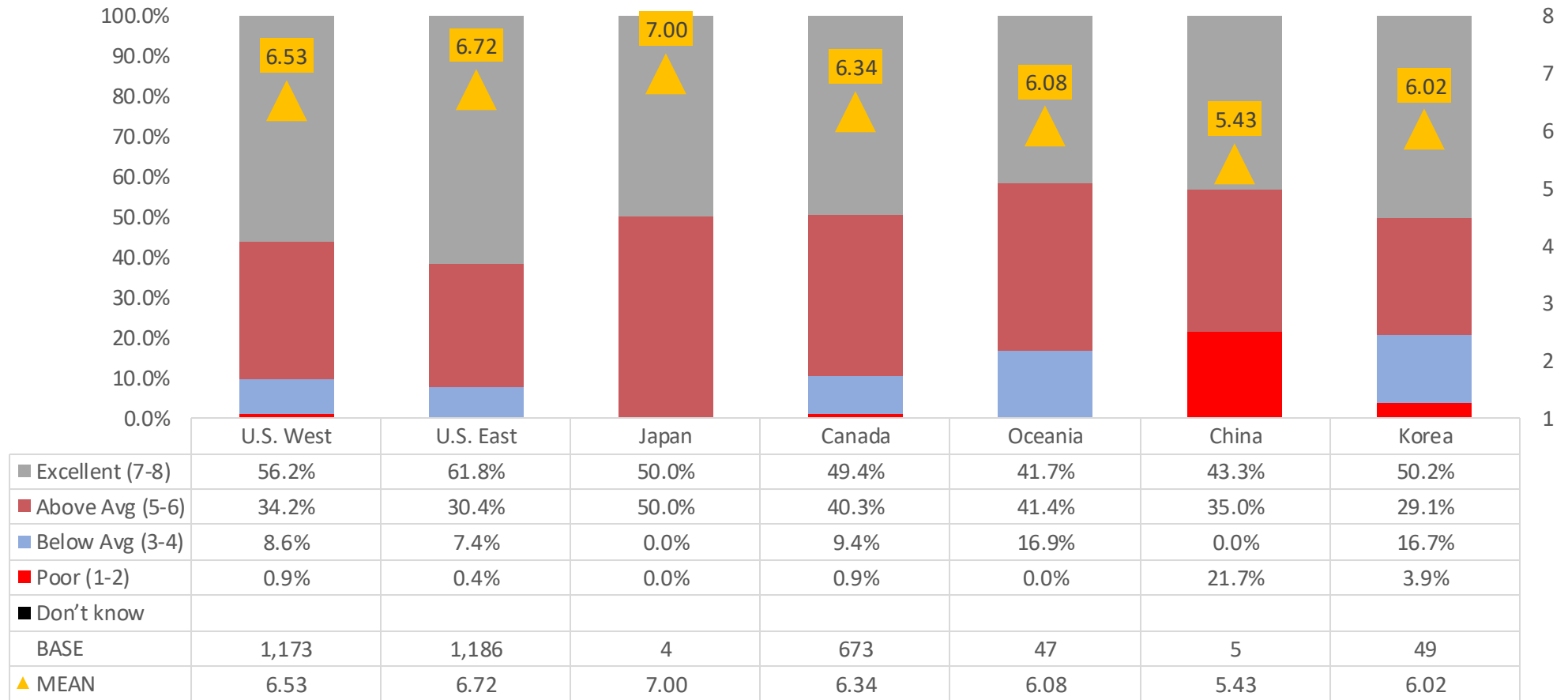
8-pt Rating Scale
8=Excellent/ 1=Poor



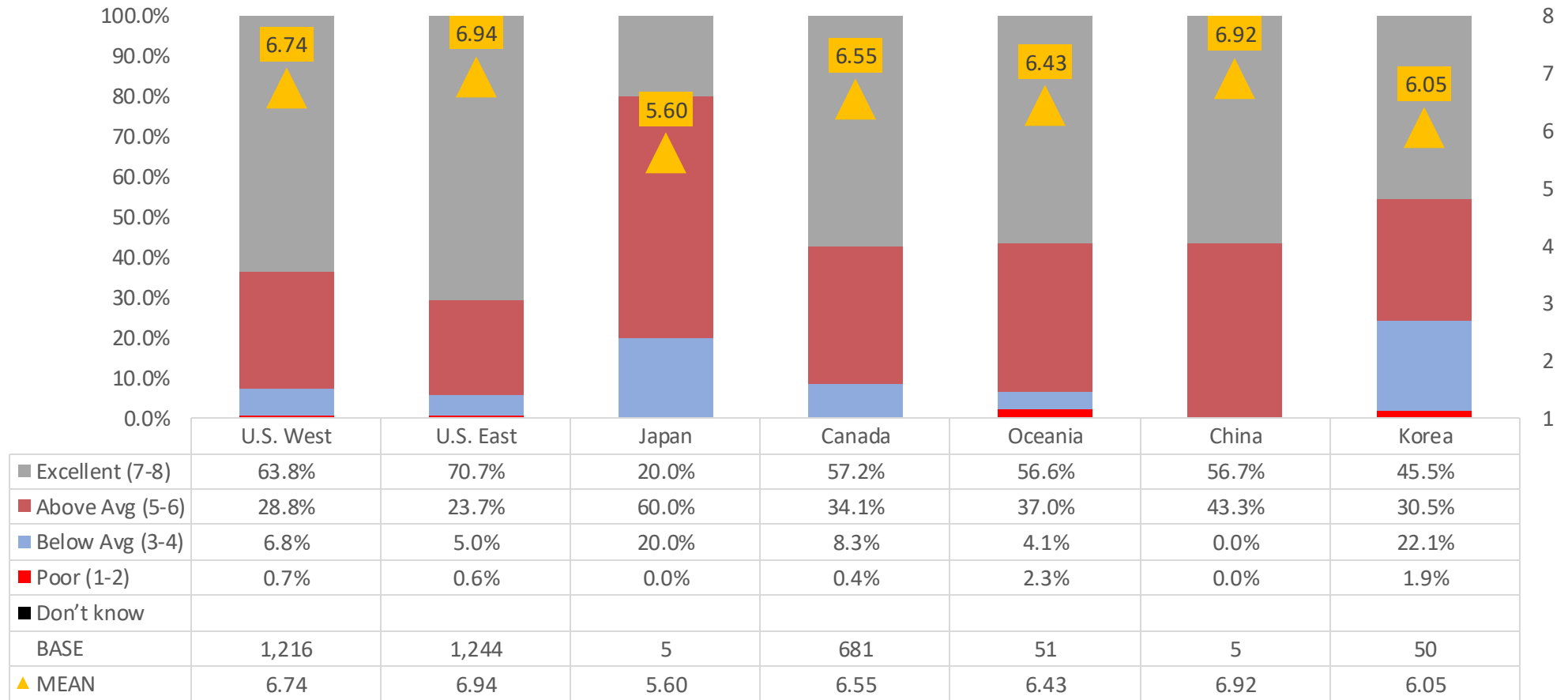
ENTERTAINMENT/ ATTRACTIONS - KAUA'I



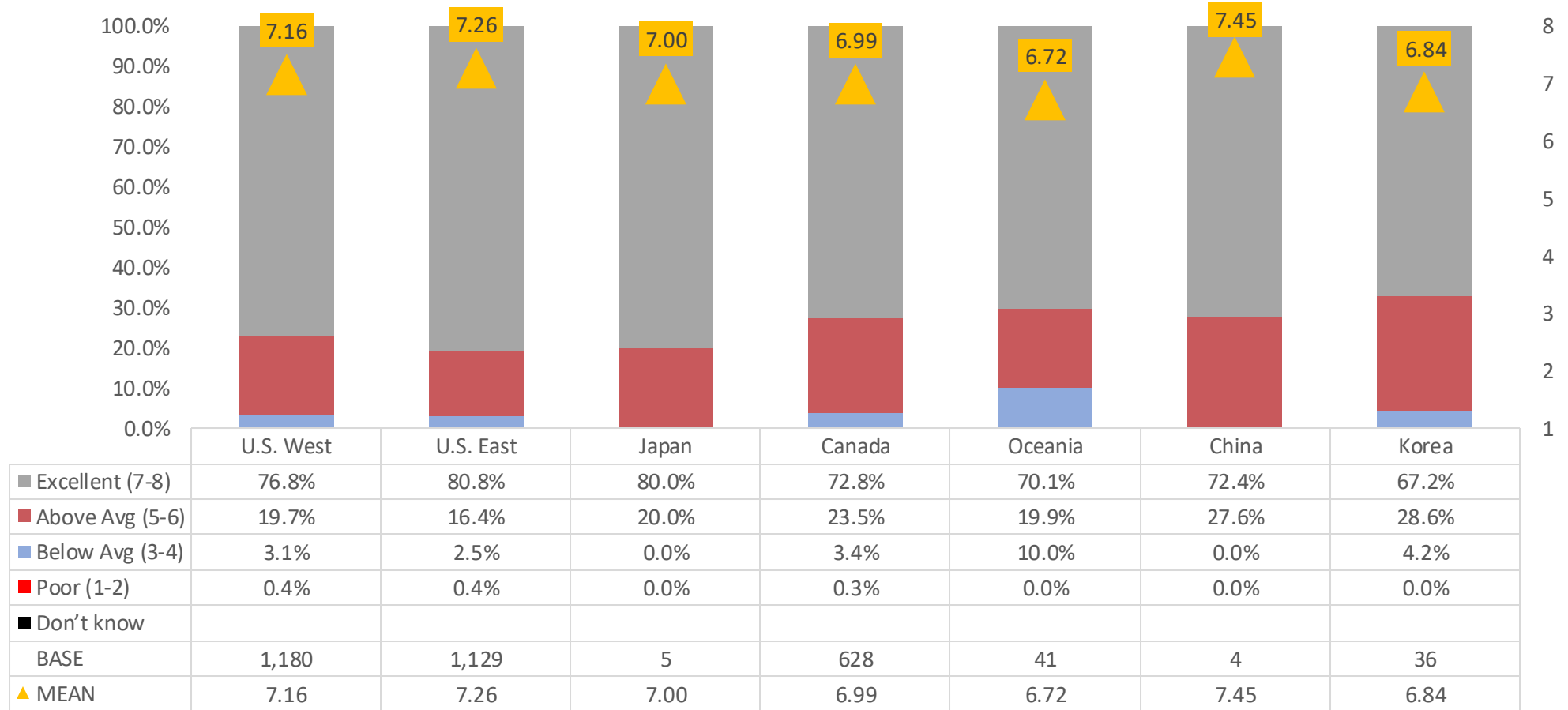
SHOPPING - KAUA'I



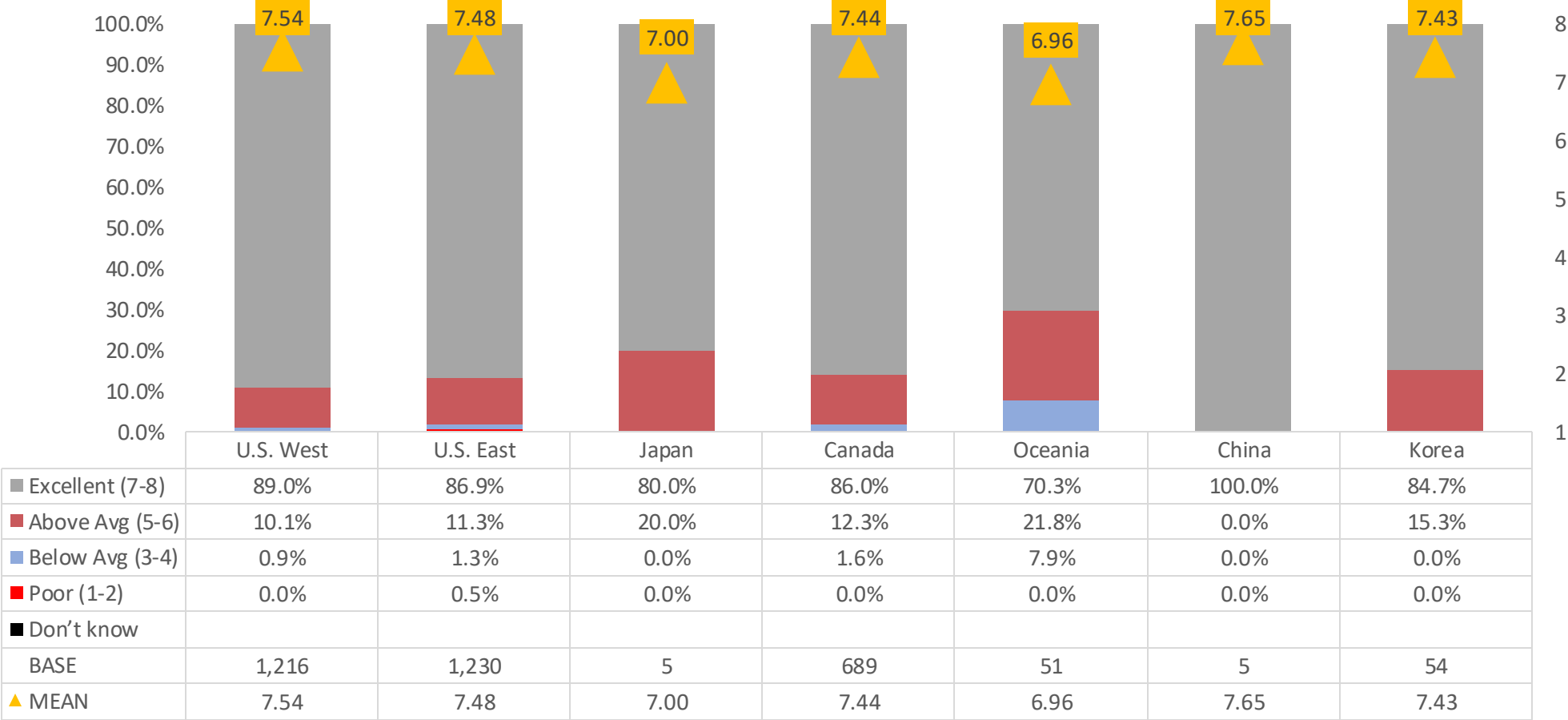
DINING/ FOOD & BEVERAGE - KAUA'I



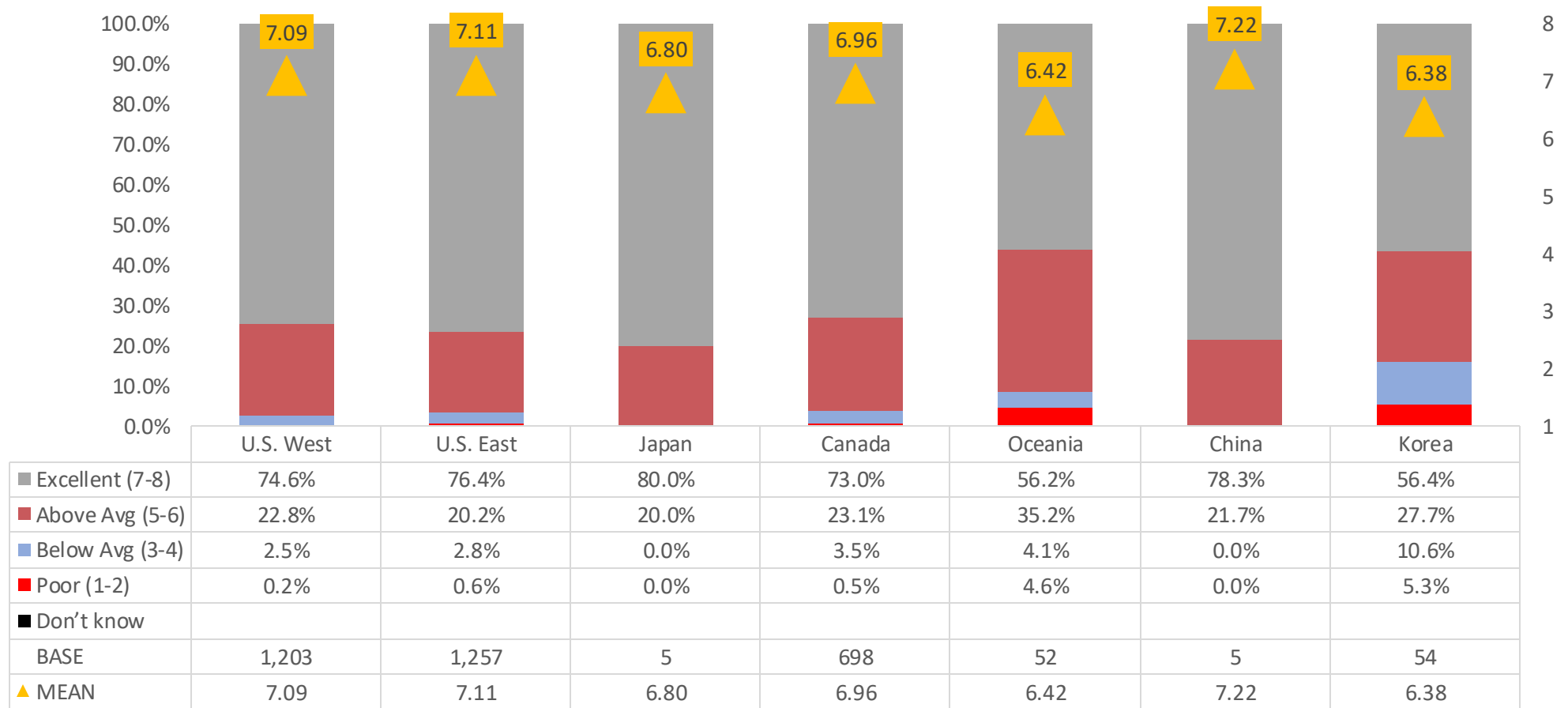
LODGING/ ACCOMMODATIONS - KAUA'I



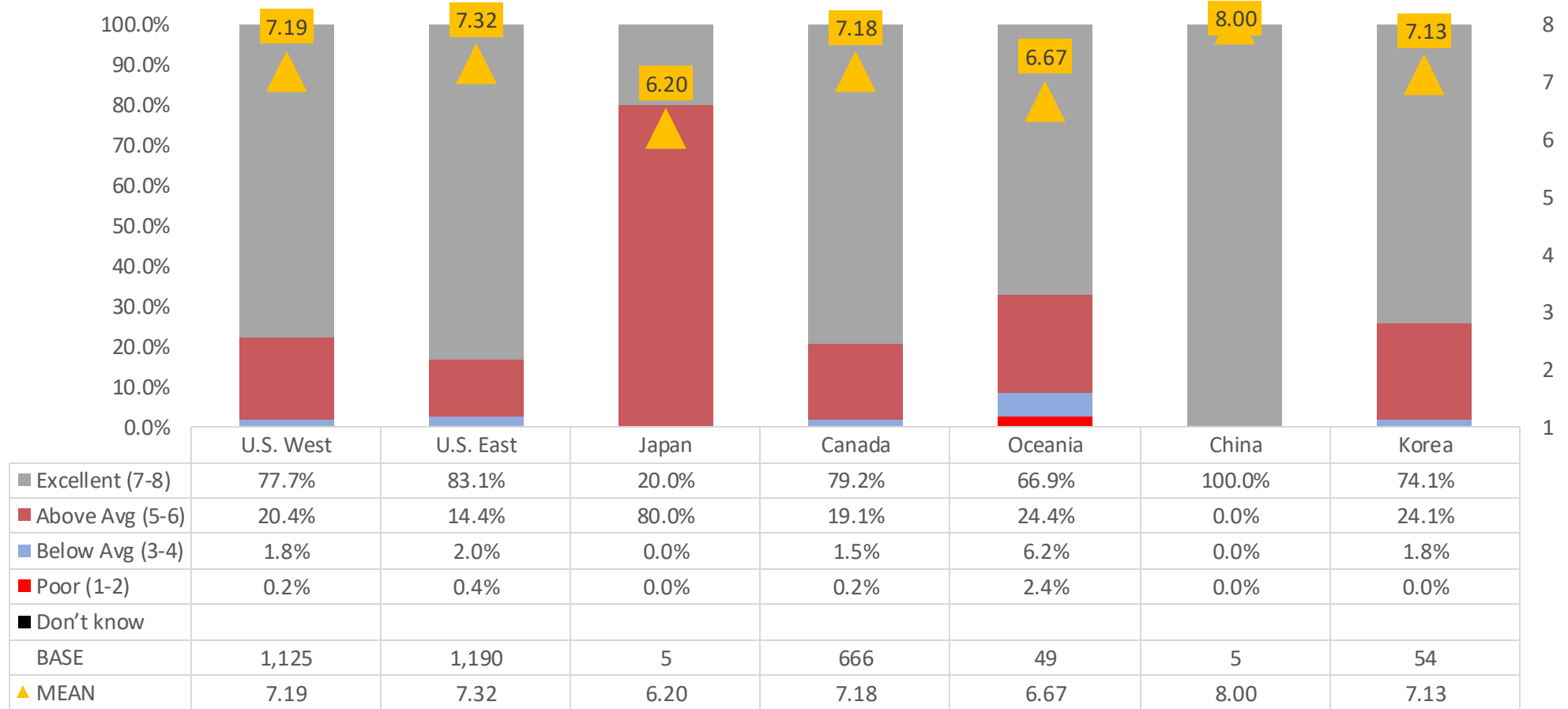
BEACHES - KAUA'I



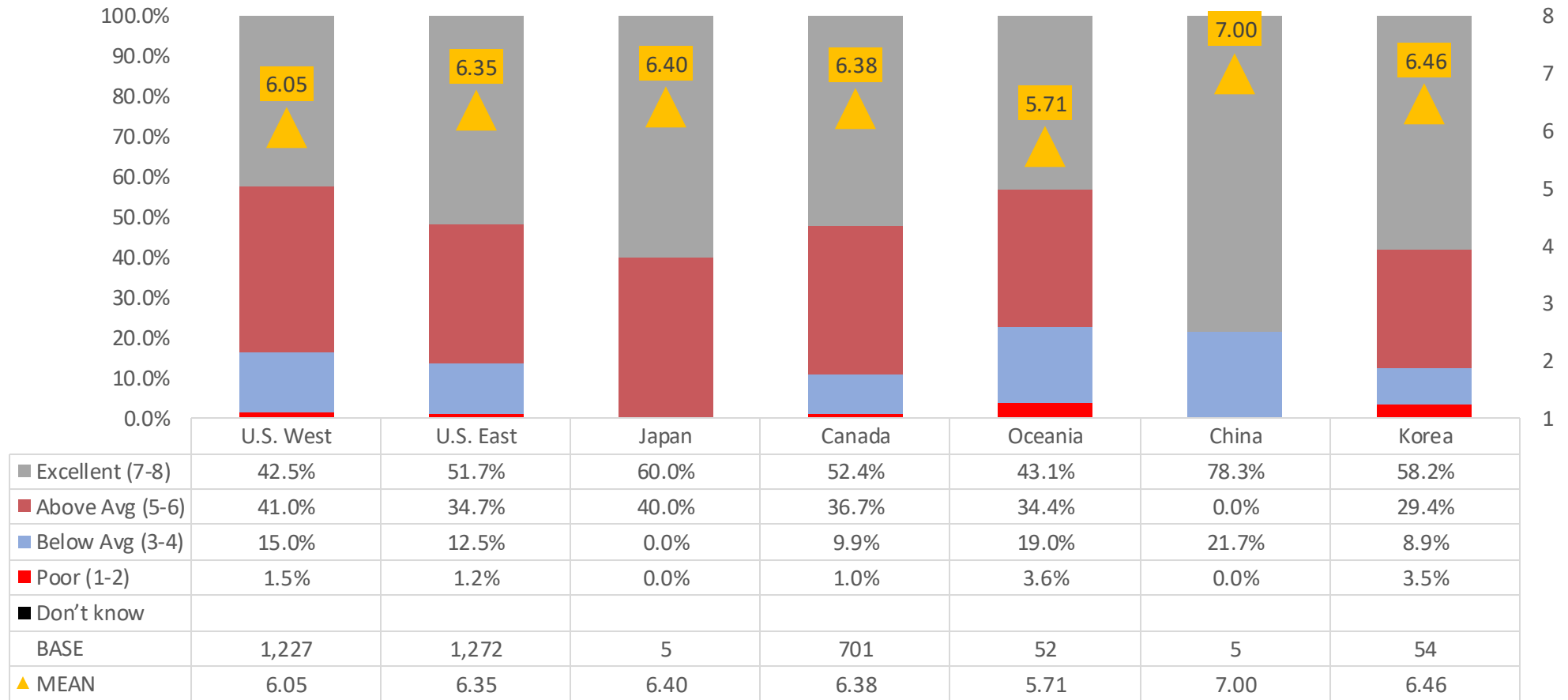
PUBLIC AREAS - KAUA'I



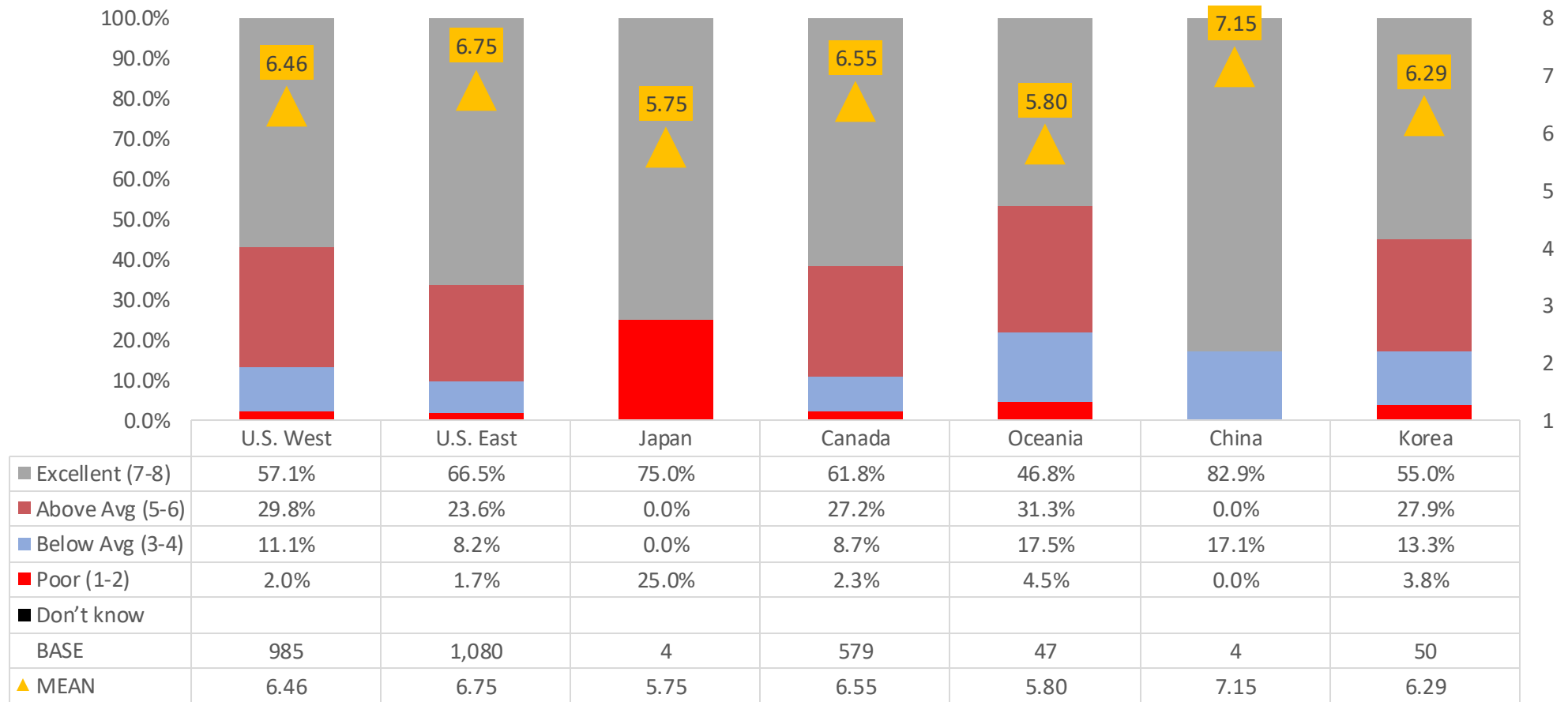
PARKS - KAUA'I



ROADS - KAUA'I



TRANSPORTATION ON ISLAND - KAUA'I

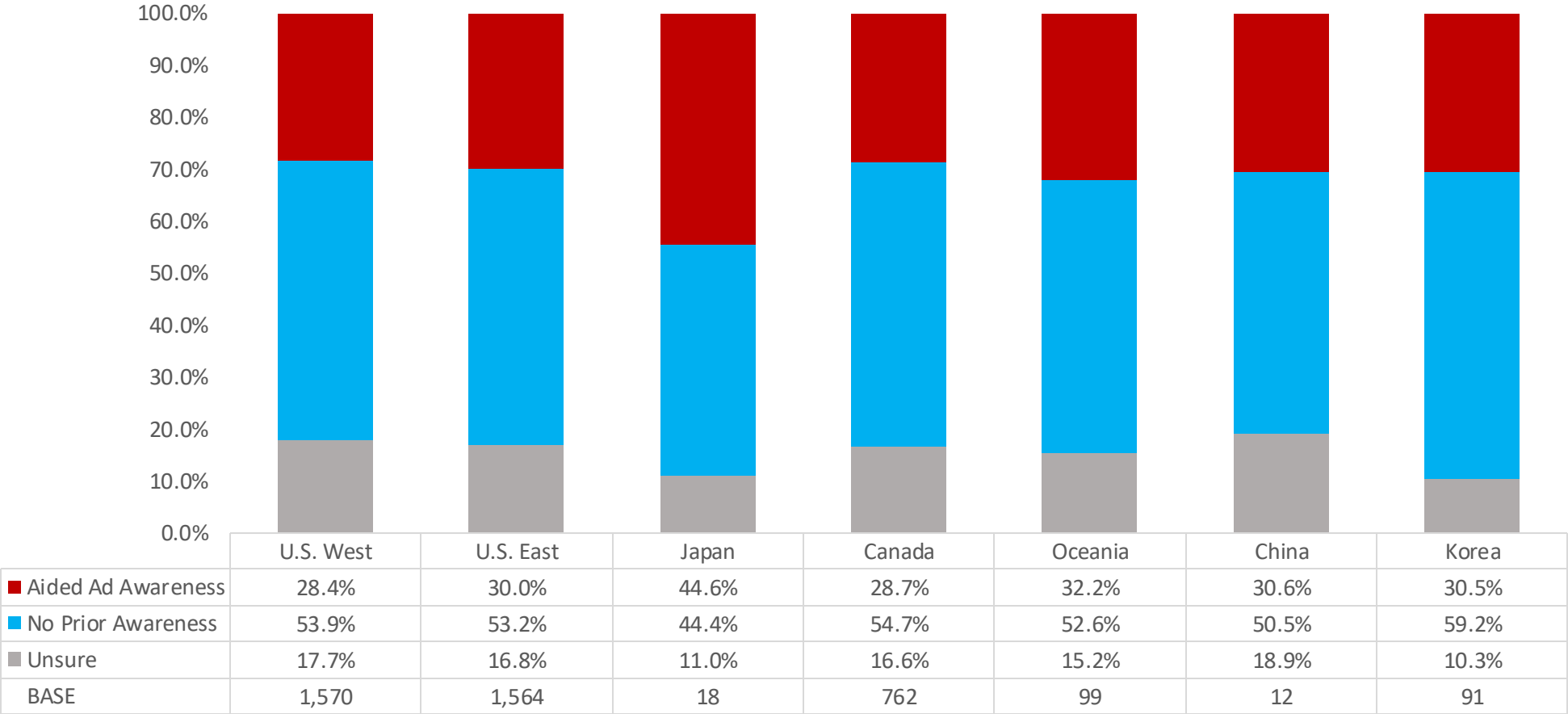


TOP TRIP INFLUENCERS - KAUA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Been here before	43.2%	28.9%	20.0%	31.0%	28.7%	0.0%	2.9%
Friend recommendation	28.3%	27.4%	40.0%	28.2%	15.2%	35.0%	20.6%
Cruise line stop/ part of tour	2.9%	12.7%	0.0%	10.0%	26.9%	0.0%	0.0%
Visiting Family/ friends	4.8%	3.5%	0.0%	2.6%	0.0%	21.7%	0.0%
Article/ blog	2.1%	3.8%	0.0%	4.2%	5.5%	0.0%	12.4%
Attending Conference/ event	2.2%	3.4%	0.0%	3.9%	1.7%	0.0%	0.0%
Own a timeshare	3.2%	1.5%	0.0%	2.2%	0.0%	0.0%	0.0%
Location/ never been, but went to other islands	2.3%	2.5%	0.0%	2.7%	1.7%	0.0%	0.0%
Social media post	1.9%	2.6%	0.0%	4.0%	3.8%	43.3%	8.9%
Nature/ beauty/ scenery	1.4%	2.4%	20.0%	1.5%	2.2%	0.0%	0.0%
Travel agent	0.6%	3.1%	0.0%	2.2%	3.8%	0.0%	50.7%

Section 22 – Maui

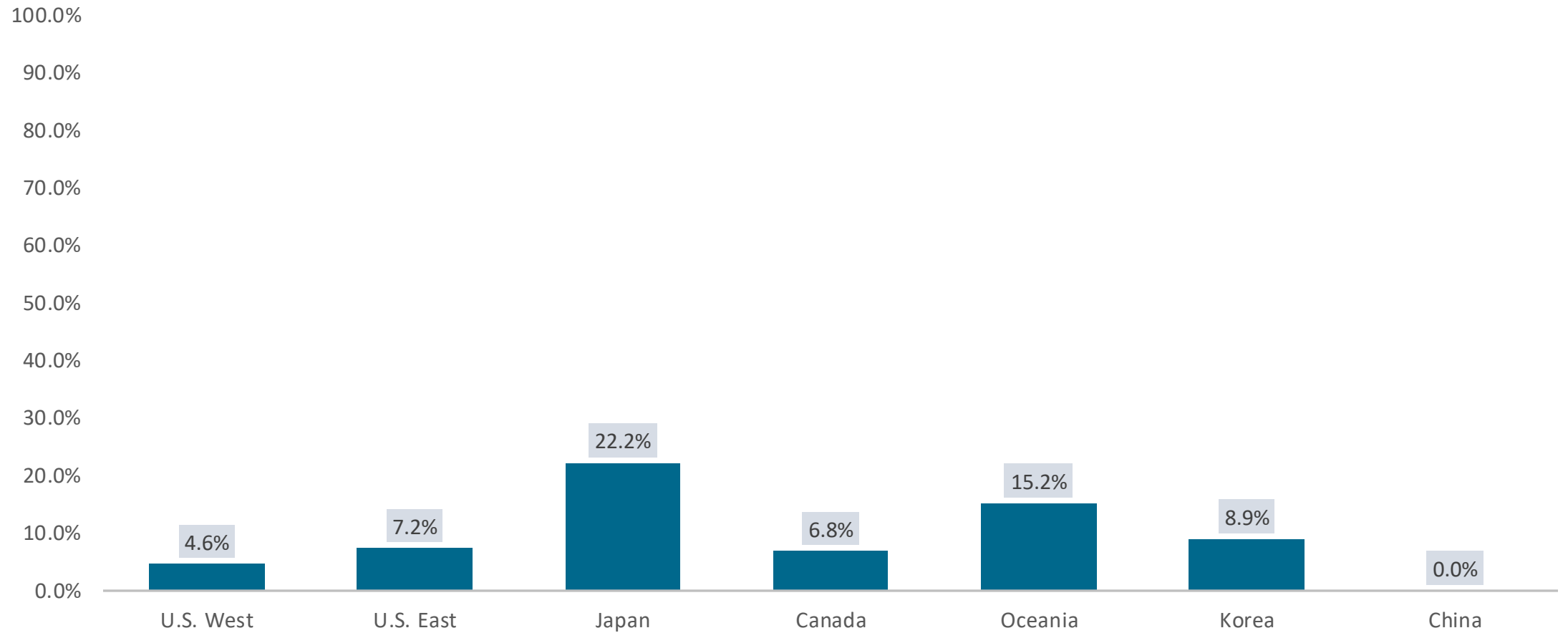
AIDED ADVERTISING AWARENESS - MAUI



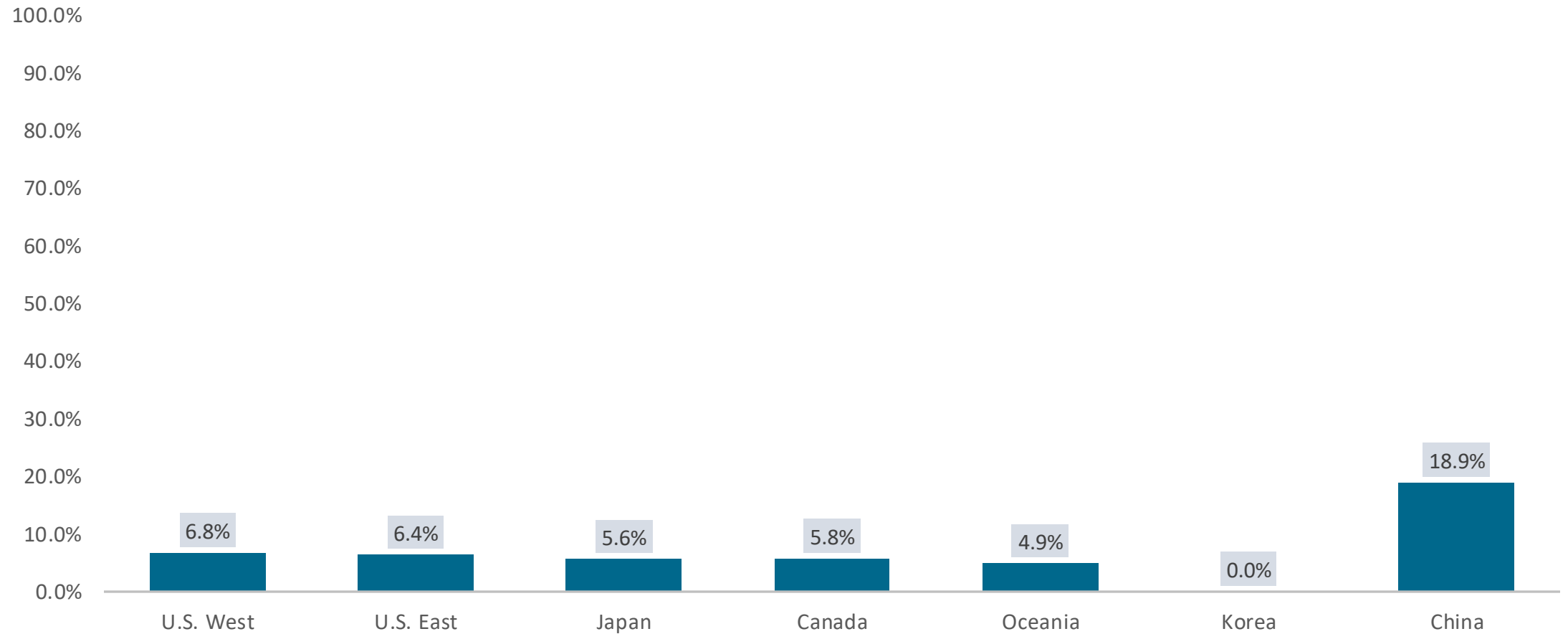
AIDED ADVERTISING AWARENESS - MAUI

- ***Trips to Hawai'i:*** Repeat visitors from **U.S. West** were more likely to recall advertising for Maui compared to first-time visitors from this market.
- ***Age:*** Advertising awareness for Maui was highest among older visitors (seniors 65+) from **U.S. West** and **U.S. East**.
- ***Islands visited:*** Visitors from **U.S. West**, **U.S. East** and **Canada** who stayed on multiple islands were more likely to have been exposed to advertising related to Maui than those who spent their entire trip on Maui.

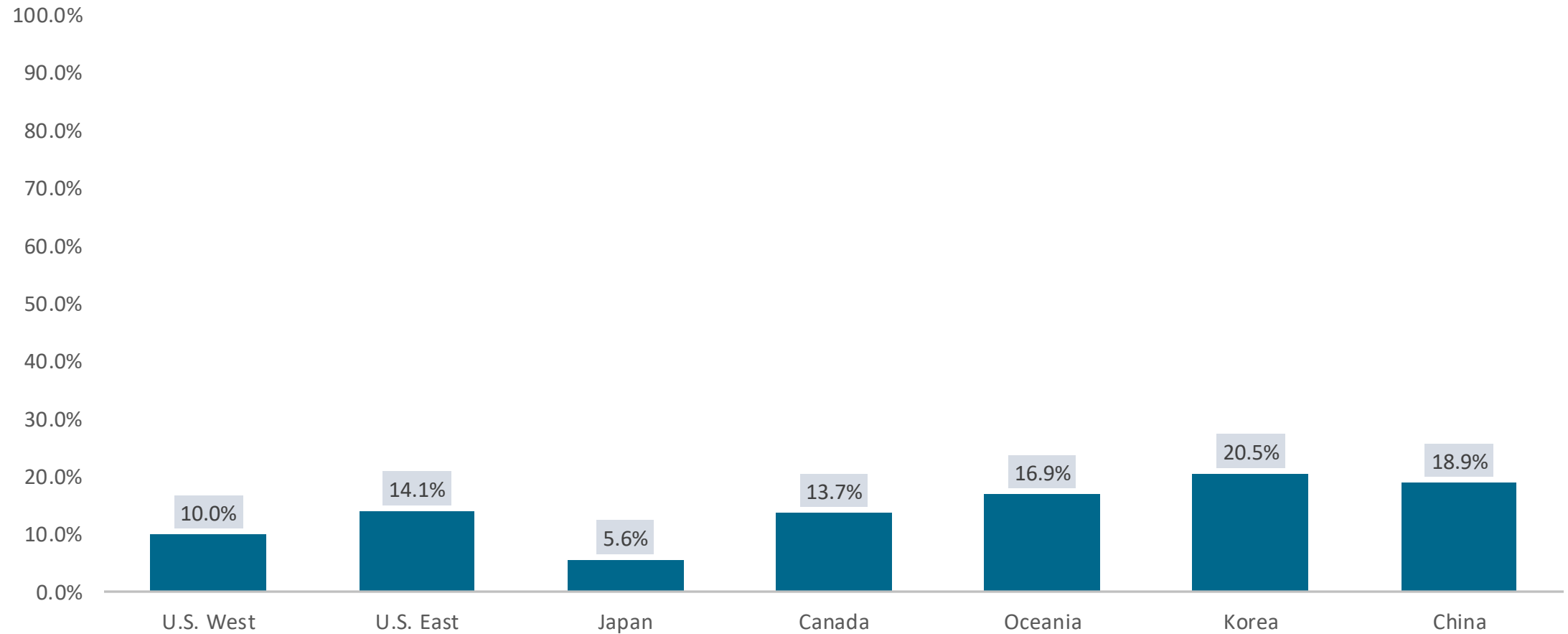
IMPACT OF LOCATION FILMING - MAUI



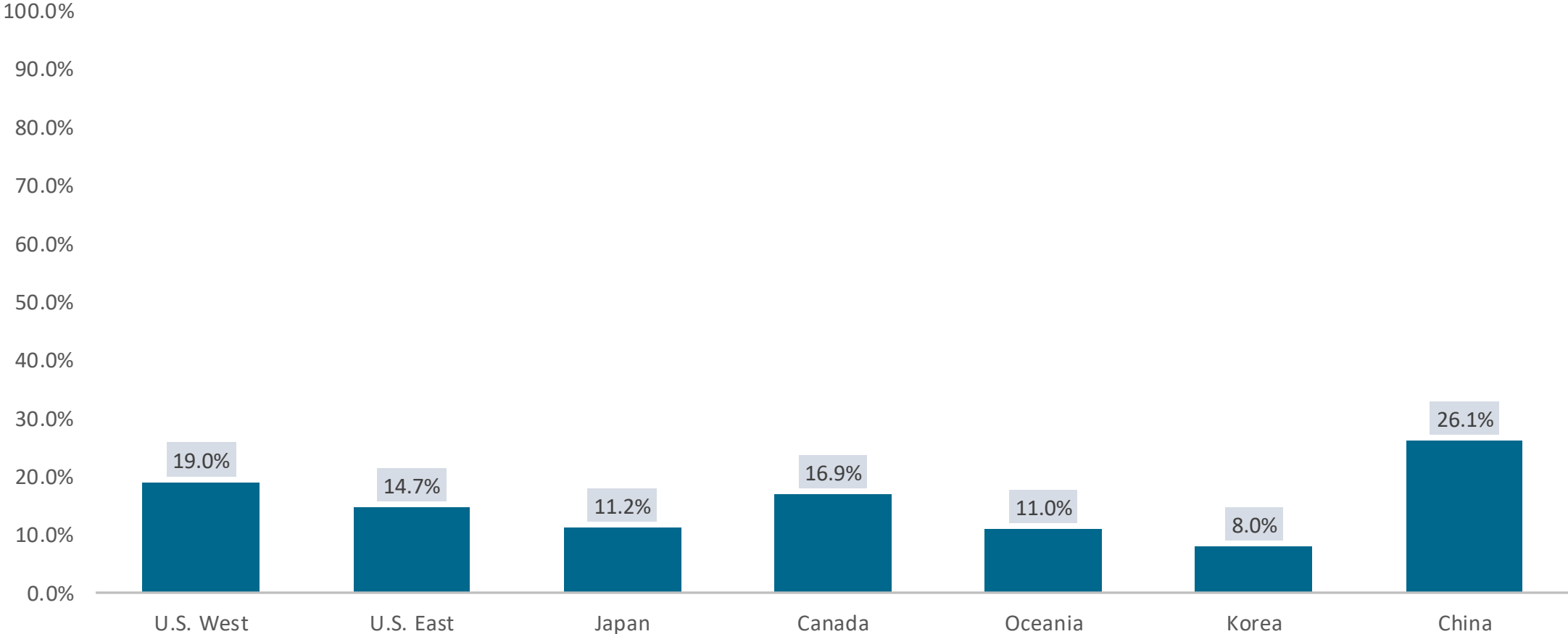
IMPACT OF HAWAIIAN MUSIC - MAUI



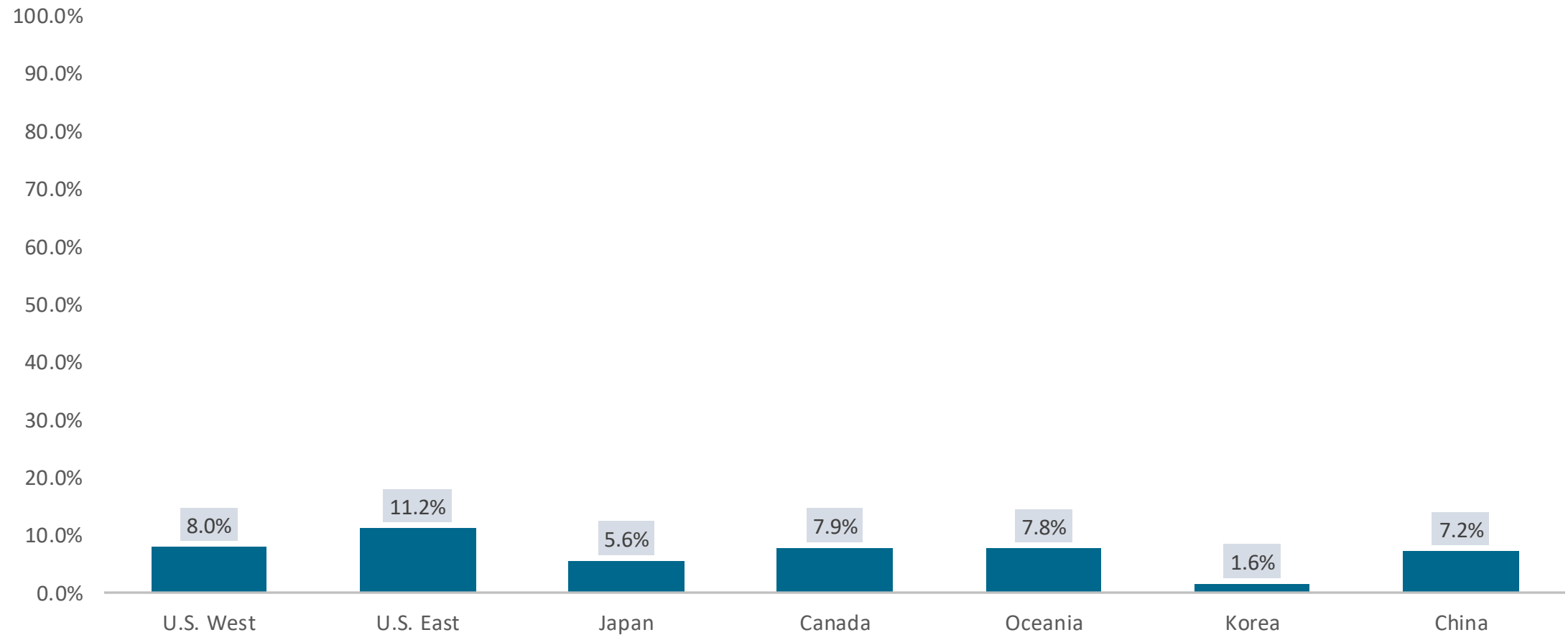
IMPACT OF SOCIAL MEDIA POSTS/VIDEOS - MAUI



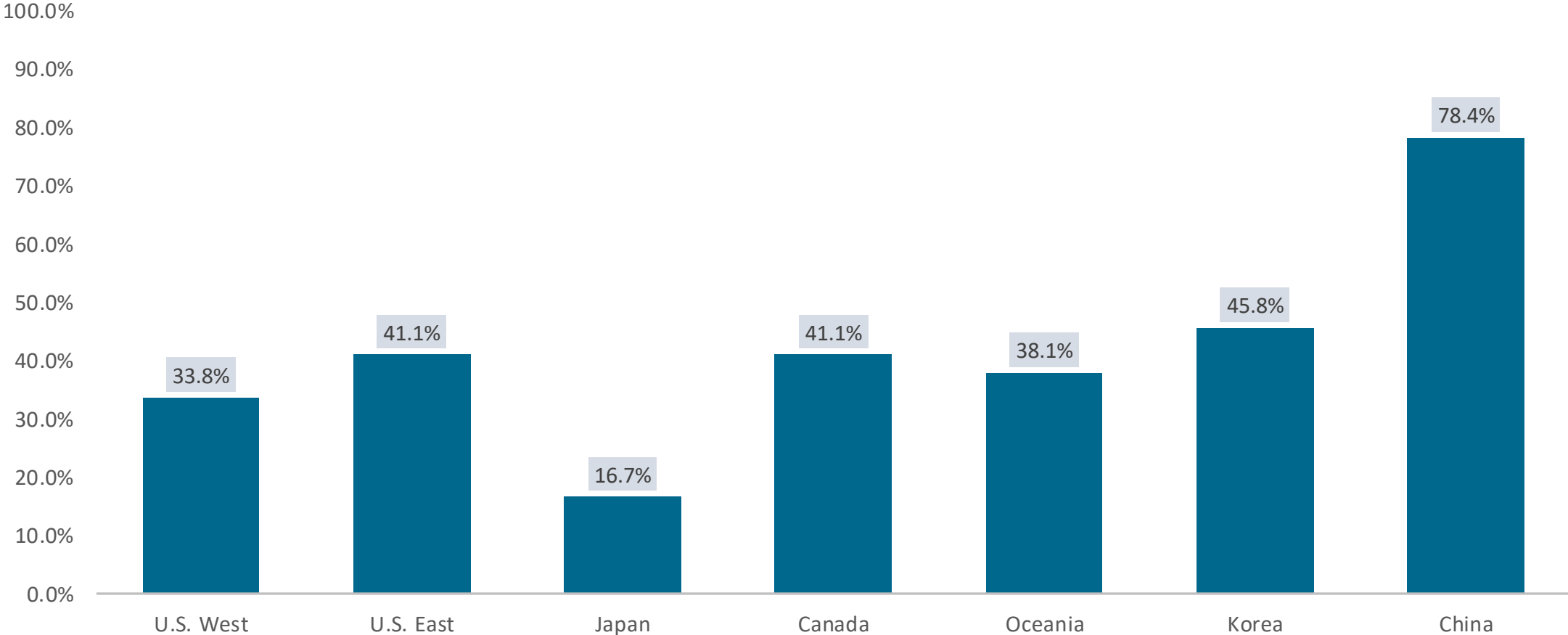
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - MAUI



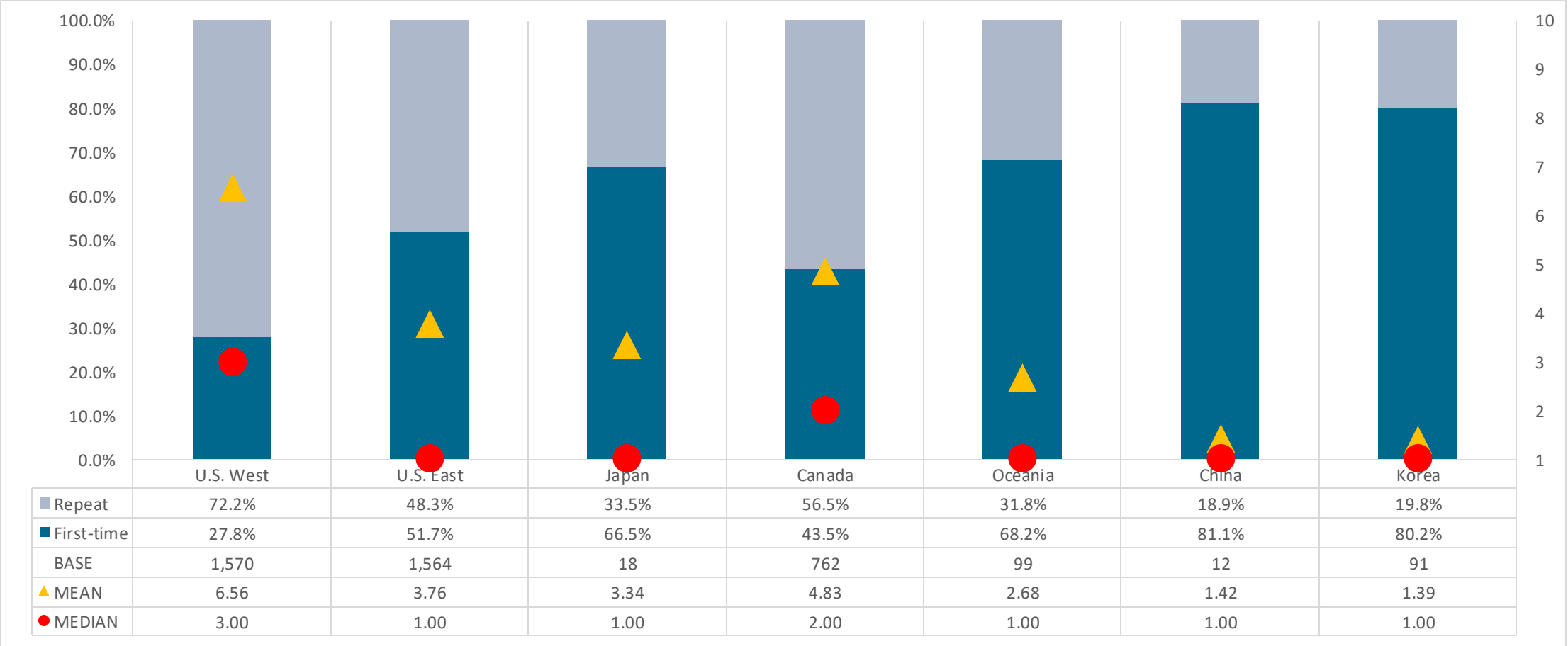
IMPACT OF HAWAIIAN CULTURAL EVENTS - MAUI



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - MAUI



1st TIME VS REPEAT VISITOR - MAUI



1st TIME VS REPEAT VISITOR - MAUI

- **Gender:** Male respondents from **U.S. West** have visited Maui more often than females.
- **Age:** The likelihood of being a repeat visitor to Maui increased among visitors from **U.S. West, U.S. East** and **Canada** as they got older.
- **Islands visited:** **U.S. East, Korea** and **Canada** visitors whose trip was entirely on Maui have visited the island more often in the past compared to those whose most recent trip also included stops on other islands.
- **Household income:** Among **U.S. West** visitors, the number of trips to Maui increased as visitors become more affluent.
- **Travel party size:** Those in smaller travel parties (1-2 persons) from **U.S. West** have visited Maui more often.

STRENGTHS/ POSITIVE ASPECTS - MAUI

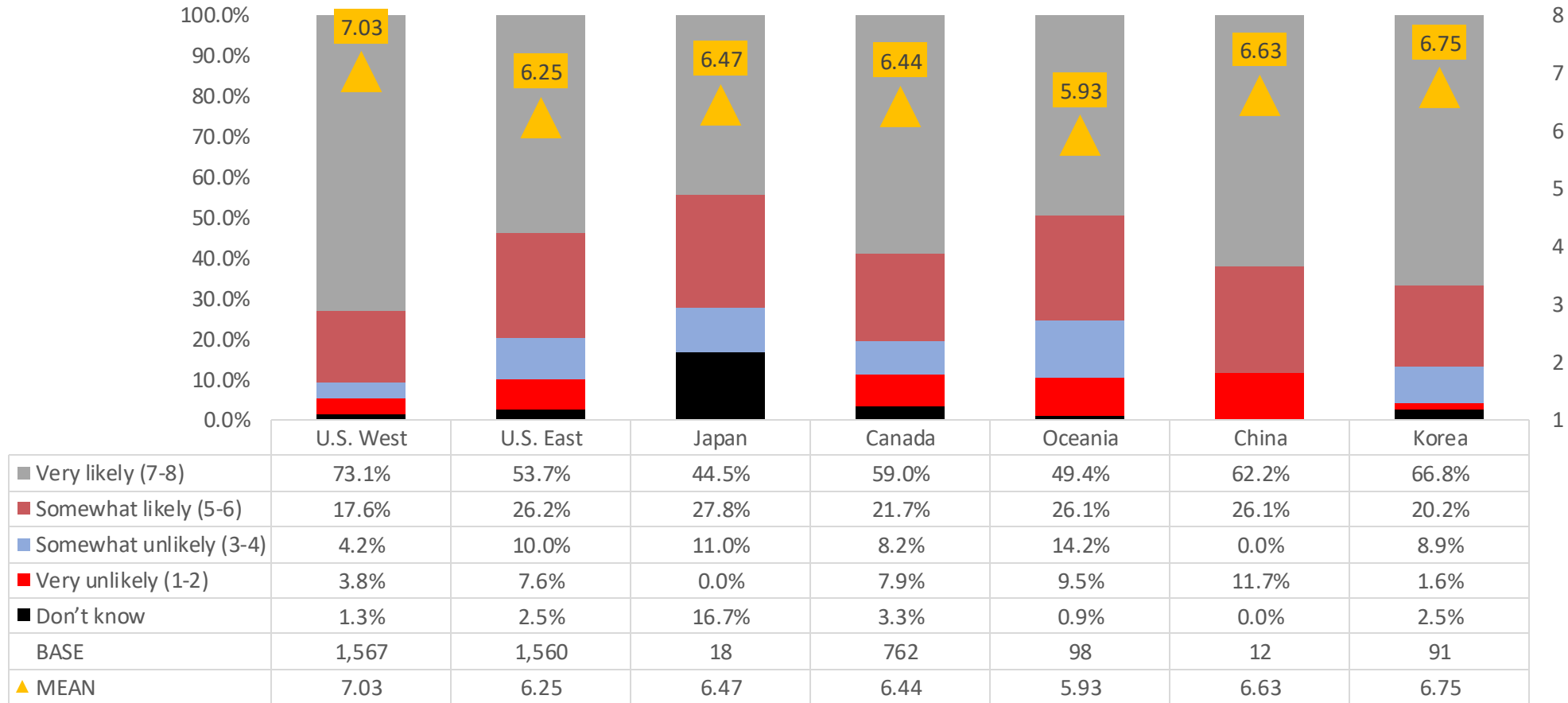
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Beach/ ocean	23.7%	15.6%	27.6%	24.3%	17.3%	7.2%	9.5%
Nature/ natural beauty/ scenery	17.0%	24.2%	11.2%	21.8%	19.7%	47.8%	39.7%
Variety of activities/ attractions/ many choices	10.9%	17.9%	5.6%	13.7%	9.6%	18.9%	24.6%
Feeling of the "Aloha Spirit"	8.6%	9.5%	5.6%	9.2%	13.7%	7.2%	7.0%
Friendliness of the local people	7.5%	5.9%	11.0%	7.1%	14.0%	0.0%	3.9%
Events/ celebrations with friends/ family	5.9%	4.6%	0.0%	2.8%	2.1%	0.0%	1.6%
Food/ restaurant variety/ dining options	4.8%	2.8%	5.6%	2.0%	2.8%	0.0%	3.5%
Accommodations/ was as promised	4.2%	2.8%	5.6%	3.3%	5.4%	0.0%	3.1%
Overall customer service/ hospitality/ the people	3.2%	3.9%	0.0%	2.4%	0.0%	0.0%	0.0%
Local culture/ people/ music	2.7%	2.6%	0.0%	2.3%	1.2%	0.0%	1.6%
Accommodations/ good service from staff	1.5%	1.6%	0.0%	0.9%	0.9%	7.2%	0.0%
Accommodations/ cleanliness/ upkeep	1.1%	1.5%	5.6%	0.4%	0.0%	0.0%	1.0%

AREAS OF OPPORTUNITIES - MAUI

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	44.0%	47.5%	27.9%	43.2%	47.9%	7.2%	37.4%
Traffic (congested/slow)	8.6%	7.4%	0.0%	5.3%	5.0%	0.0%	2.9%
Would like to experience more local culture	6.2%	6.6%	0.0%	5.8%	7.3%	7.2%	3.9%
Cost/ Expensive (specific/non-specific)	5.1%	5.8%	16.7%	7.9%	4.0%	0.0%	5.1%
Driving experience (signage, road surface, traffic violations, bad drivers)	5.3%	5.6%	5.6%	5.1%	5.5%	7.2%	0.0%
Food/ restaurant variety/ dining options	5.1%	3.1%	11.2%	4.6%	2.1%	33.3%	16.5%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	4.5%	3.7%	11.2%	5.2%	6.1%	7.2%	1.9%
Friendliness of local people	2.9%	2.0%	0.0%	1.4%	0.9%	0.0%	3.5%
Food/ restaurant quality	2.1%	1.7%	5.4%	1.3%	4.3%	7.2%	4.1%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	1.9%	1.5%	5.6%	3.2%	0.9%	18.9%	7.4%
Variety of activities/ attractions	1.7%	1.4%	5.4%	0.9%	0.0%	0.0%	8.0%

LIKELIHOOD OF RETURN VISIT - MAUI

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



LIKELIHOOD OF RETURN VISIT - MAUI

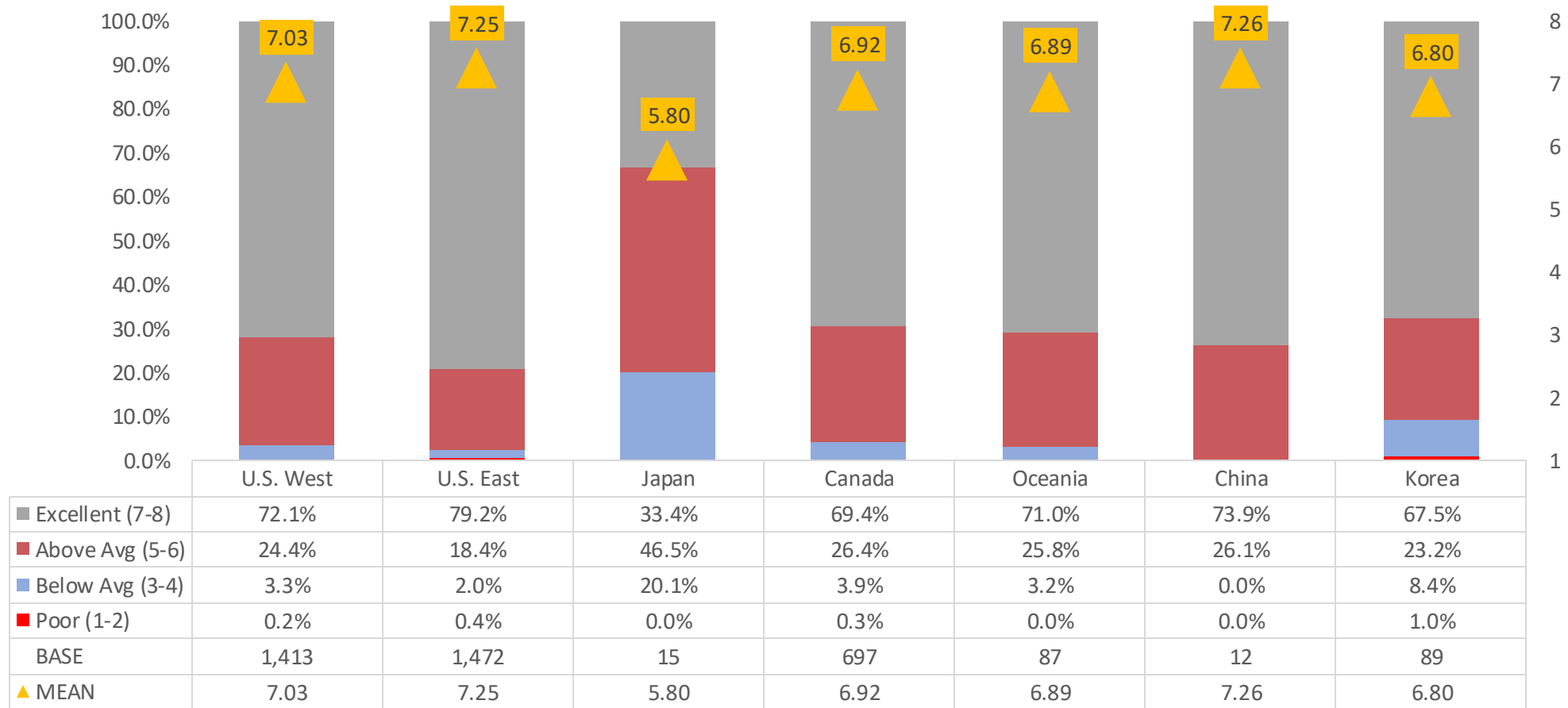
- ***Islands visited:*** Visitors from **U.S. West**, **U.S. East** and **Canada** who stayed exclusively on Maui expressed a greater likelihood of return compared to those who also visited multiple islands during their trip.
- ***Travel party size:*** The likelihood of return was highest among **U.S. West** and **U.S. East** visitors who traveled to Maui alone.

REASONS FOR NOT RETURNING - MAUI

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Too expensive/ cost	39.6%	44.0%	0.0%	55.8%	25.0%	100.0%	12.0%
Want to go someplace new	40.4%	42.4%	0.0%	42.1%	57.6%	0.0%	46.3%
Flight too long	2.7%	35.3%	19.6%	28.3%	7.6%	100.0%	31.5%
Not enough value for the price	13.3%	13.0%	0.0%	15.7%	3.8%	100.0%	26.9%
No reason to return/ nothing new	9.0%	8.2%	40.2%	6.7%	13.6%	0.0%	24.0%
Other (please specify)	10.4%	6.4%	20.1%	6.0%	8.7%	0.0%	0.0%
Other financial obligations	5.6%	10.3%	0.0%	11.0%	0.0%	0.0%	0.0%
Too commercial/ overdeveloped	6.2%	6.7%	0.0%	4.1%	3.8%	0.0%	0.0%
Too crowded/ congested/ traffic	7.6%	5.4%	0.0%	3.5%	0.0%	0.0%	0.0%
Poor health/ age restriction	6.2%	4.8%	0.0%	4.9%	4.9%	0.0%	0.0%
Unfriendly people/ felt unwelcome	7.0%	3.2%	0.0%	1.8%	0.0%	0.0%	0.0%
Maui wild fires	4.8%	3.2%	0.0%	2.2%	0.0%	0.0%	0.0%
Nothing to do/ boring	4.1%	1.6%	20.1%	0.6%	0.0%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	0.0%	3.5%	20.1%	5.1%	0.0%	0.0%	19.4%

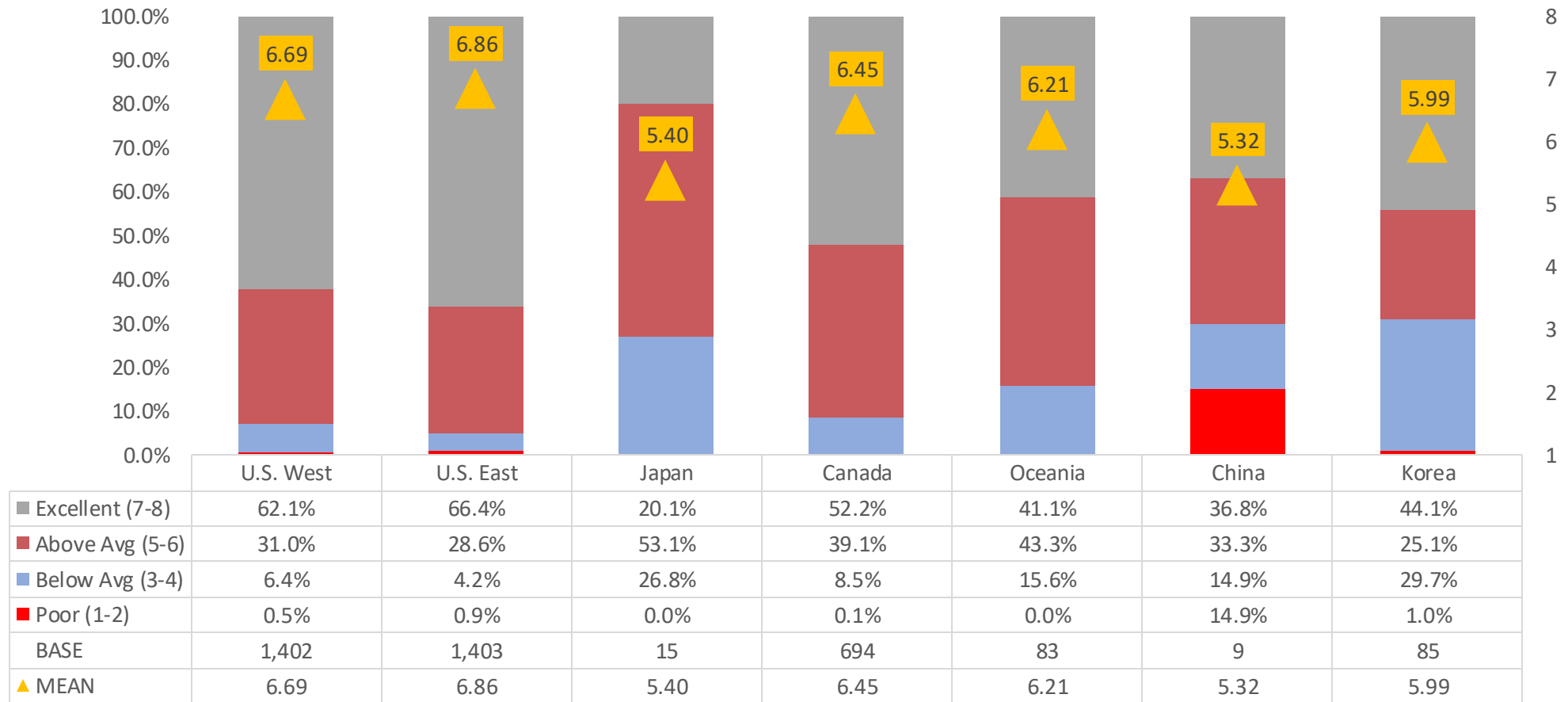
ENTERTAINMENT/ ATTRACTIONS - MAUI

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



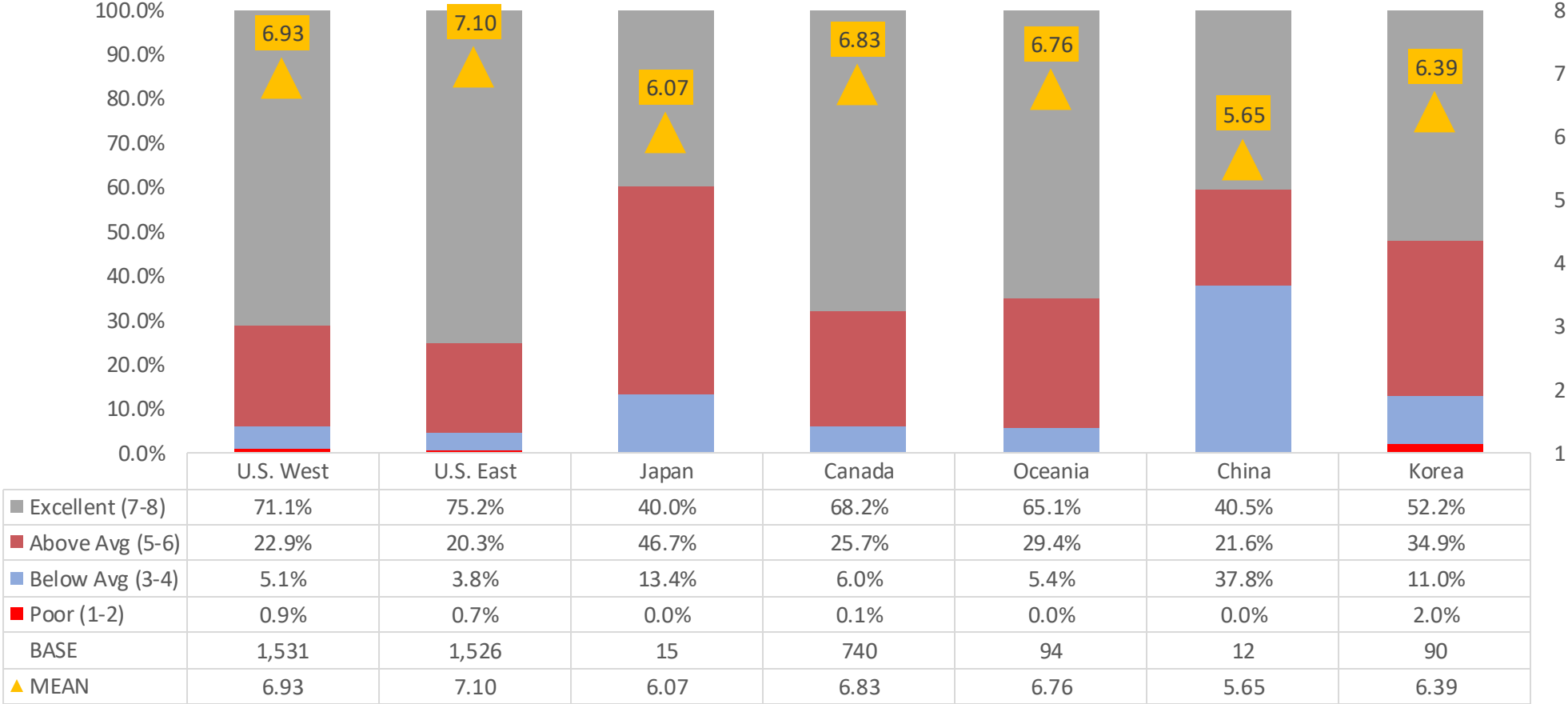
SHOPPING - MAUI

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



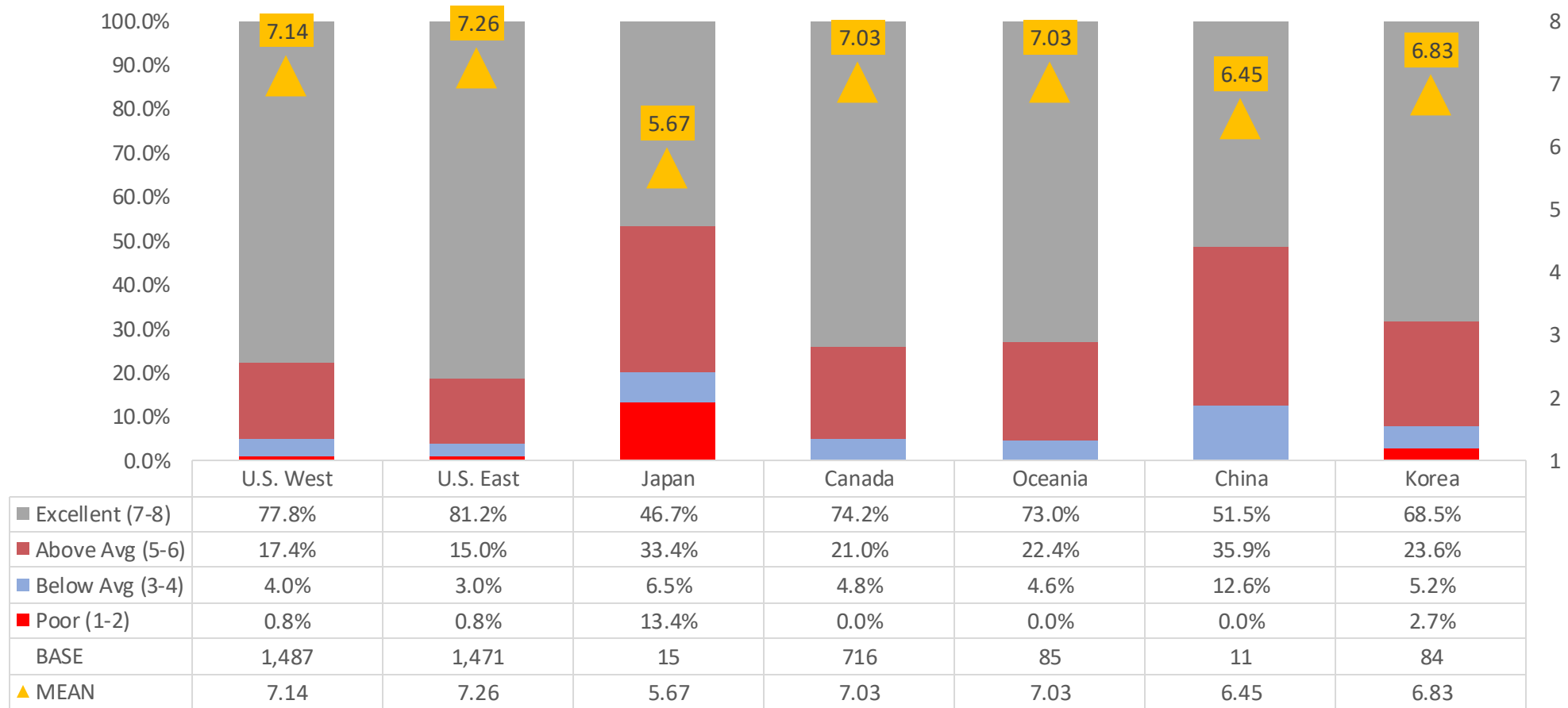
DINING/ FOOD & BEVERAGE - MAUI

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



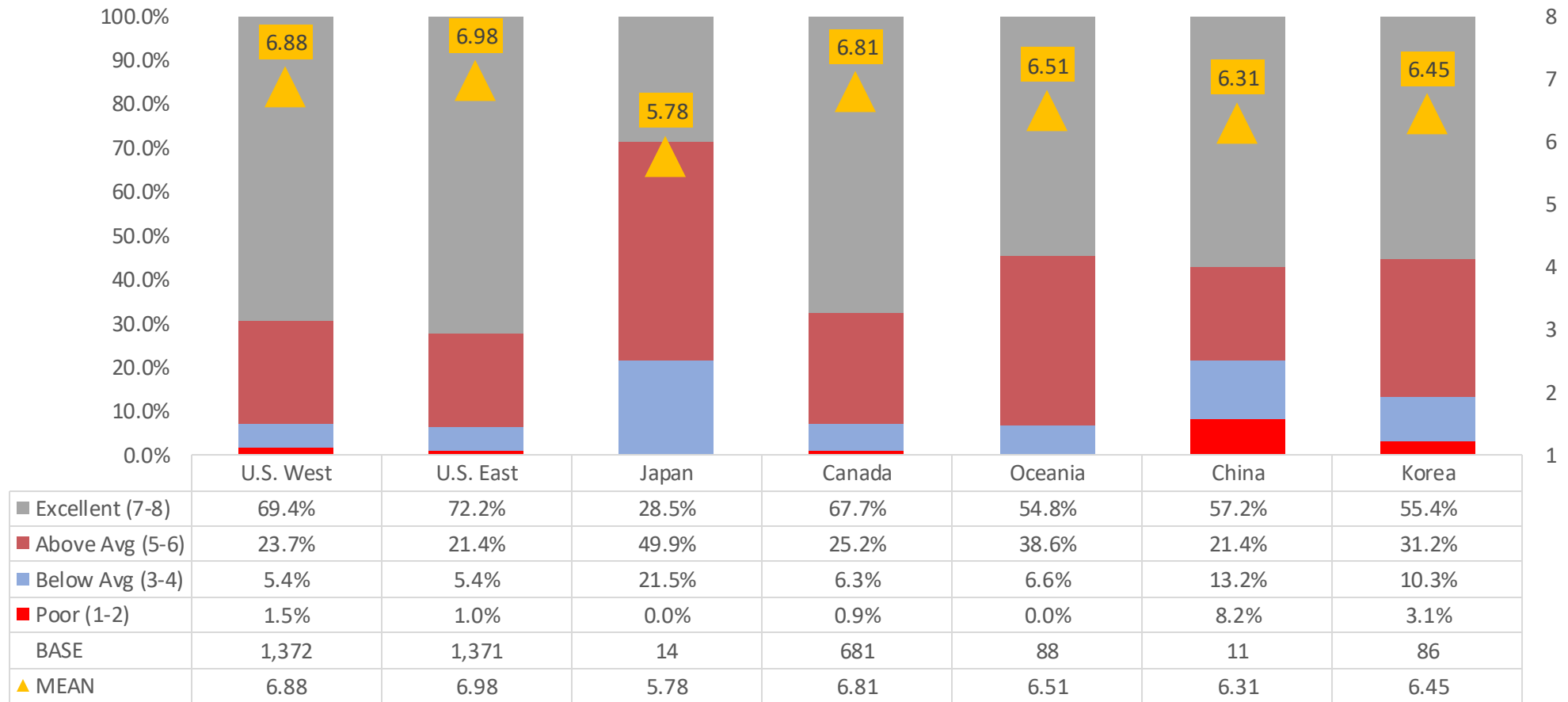
LODGING/ ACCOMMODATIONS - MAUI

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



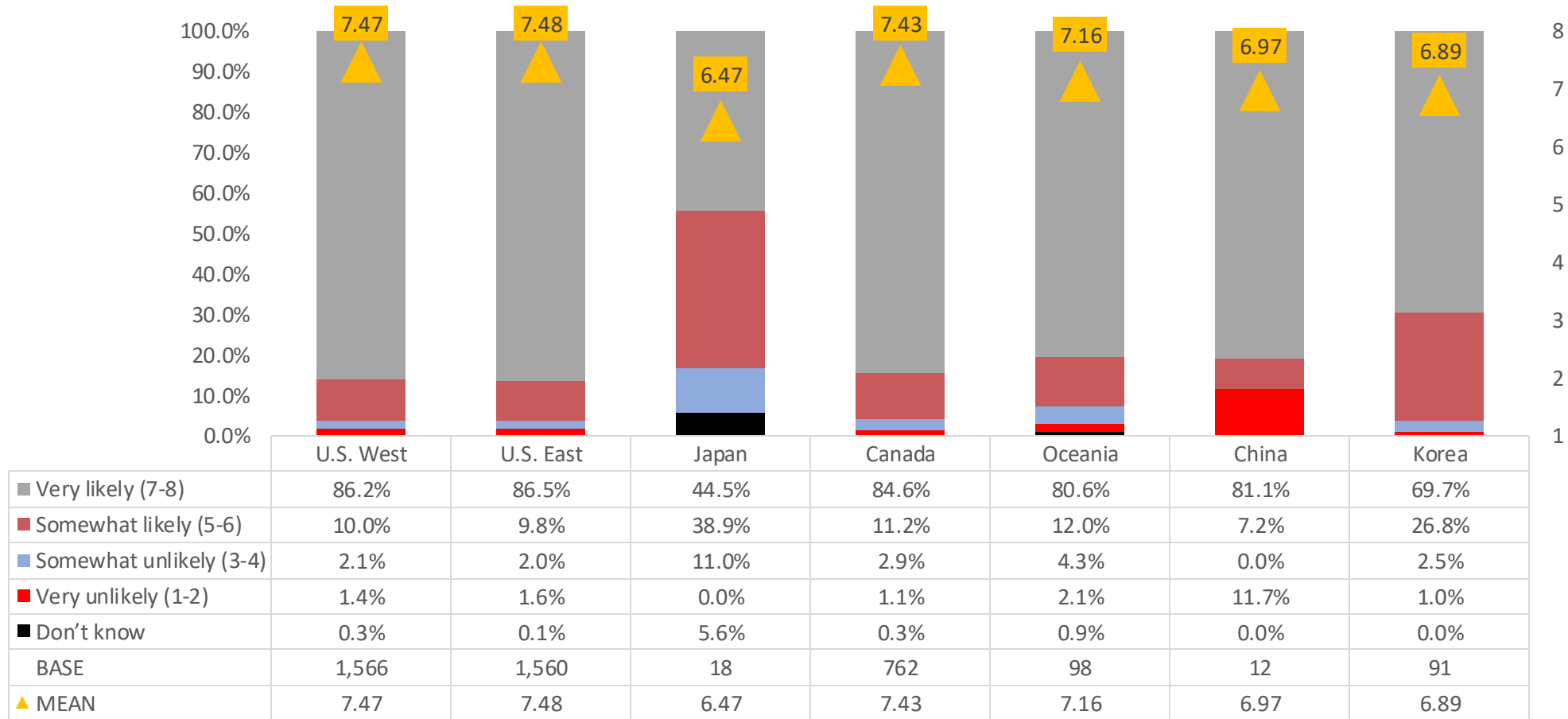
TRANSPORTATION ON ISLAND - MAUI

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



BRAND/ DESTINATION ADVOCACY - MAUI

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



BRAND/ DESTINATION ADVOCACY - MAUI

- **Islands visited:** Visitors from **U.S. West** who stayed exclusively on Maui expressed a greater likelihood of recommending Maui to others compared to those who also visited another island in addition to Maui during their trip. Those visitors from **Oceania** whose trip included stays on multiple islands expressed a greater likelihood of recommending Maui to others.
- **Gender:** Female respondents from **U.S. West** and **U.S. East** were more likely to recommend Maui to others than male respondents from these visitor markets.

MAUI ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.8%	98.8%	93.7%	98.9%	93.2%	100.0%	99.0%
On own (self-guided)/ driving around the island	83.8%	83.2%	62.6%	87.3%	71.4%	73.9%	85.5%
Helicopter ride/ airplane tour	2.3%	5.0%	0.0%	3.0%	3.1%	11.7%	0.0%
Boat tour/ submarine ride/ whale watching	34.8%	43.4%	12.4%	28.6%	19.0%	21.6%	16.5%
Visiting towns/ communities	55.2%	59.0%	37.5%	58.9%	47.1%	21.6%	23.2%
Private limousine/ van tour/ tour bus	4.1%	10.0%	6.3%	5.5%	13.9%	0.0%	4.5%
Scenic views/ natural landmarks	54.3%	67.9%	25.1%	62.9%	50.6%	66.7%	42.0%
Movie and TV filming location tours	0.8%	0.9%	12.4%	0.4%	0.0%	0.0%	2.0%

MAUI ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.1%	96.7%	87.4%	98.6%	93.2%	92.8%	98.0%
Beach/ sunbathing	86.7%	88.4%	49.9%	91.9%	76.2%	71.1%	81.6%
Bodyboarding	12.3%	8.3%	0.0%	14.5%	5.5%	0.0%	1.6%
Stand-up paddle boarding	5.0%	3.4%	12.4%	4.6%	3.3%	7.2%	4.5%
Surfing	6.5%	6.1%	0.0%	10.0%	5.7%	11.7%	8.0%
Canoeing/ kayaking	4.2%	5.0%	12.4%	4.6%	1.9%	0.0%	1.0%
Swimming in the ocean	70.4%	67.9%	31.1%	77.8%	64.4%	33.3%	40.2%
Snorkeling	51.9%	47.0%	18.5%	55.3%	43.6%	37.8%	36.7%
Freediving	2.2%	1.2%	0.0%	1.4%	0.0%	0.0%	1.6%
Windsurfing/ kitesurfing	0.4%	0.3%	6.3%	0.7%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	0.8%	1.0%	0.0%	0.4%	0.0%	0.0%	1.0%
Scuba diving	3.6%	2.9%	0.0%	2.6%	0.0%	7.2%	2.6%
Fishing	3.1%	2.8%	0.0%	1.9%	0.9%	0.0%	0.0%
Golf	8.5%	9.4%	0.0%	10.2%	9.6%	7.2%	6.7%

MAUI ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.1%	96.7%	87.4%	98.6%	93.2%	92.8%	98.0%
Running/ jogging/ fitness walking	32.8%	28.2%	18.8%	33.6%	22.6%	14.4%	7.3%
Cycling	1.6%	2.9%	0.0%	3.7%	2.4%	0.0%	0.0%
Spa	9.3%	10.1%	6.3%	4.0%	8.4%	0.0%	4.5%
Hiking	39.6%	47.6%	25.0%	43.2%	24.6%	52.2%	23.3%
Backpacking/ camping	1.2%	1.6%	6.3%	1.9%	0.9%	0.0%	2.9%
Agritourism	9.7%	9.7%	6.3%	6.4%	4.3%	14.4%	6.8%
Sports event or tournament	1.2%	0.8%	0.0%	0.5%	0.9%	0.0%	3.2%
Parks/ botanical gardens	30.9%	36.9%	12.6%	31.6%	19.6%	14.4%	18.3%
Waterparks	1.2%	0.7%	0.0%	2.7%	0.0%	0.0%	1.6%
Mountain tubing/ waterfall rappel	0.1%	0.5%	0.0%	0.5%	1.2%	0.0%	2.9%
Zip-lining	4.6%	4.9%	0.0%	2.2%	4.0%	7.2%	0.0%
Skydiving	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%
All-terrain vehicle (ATV)	1.3%	2.1%	0.0%	0.8%	1.2%	0.0%	0.0%
Horseback riding	0.9%	1.0%	0.0%	0.4%	0.9%	0.0%	0.0%

MAUI ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.2%	98.6%	100.0%	97.8%	98.1%	100.0%	100.0%
Lunch/ sunset/ dinner/ evening cruise	23.6%	27.9%	18.7%	19.9%	18.2%	21.6%	42.6%
Live music/ stage show	25.1%	28.9%	18.7%	24.0%	16.2%	14.4%	9.6%
Nightclub/ dancing/ bar/ karaoke	6.4%	4.7%	6.1%	6.9%	6.4%	0.0%	0.0%
Fine dining	49.2%	54.6%	18.7%	43.5%	21.0%	47.8%	49.9%
Family restaurant	61.0%	57.6%	25.1%	61.5%	66.8%	7.2%	35.4%
Fast food	27.2%	28.0%	24.8%	36.3%	45.9%	26.1%	35.1%
Food truck	46.1%	45.4%	18.8%	45.9%	33.1%	47.8%	48.8%
Café/ coffee house	47.9%	46.2%	25.1%	52.0%	57.2%	45.0%	44.1%
Ethnic dining	21.8%	25.2%	31.2%	16.0%	6.4%	7.2%	28.0%
Farm-to-table cuisine	18.4%	21.9%	31.4%	15.2%	4.0%	0.0%	4.5%
Prepared own meal	56.9%	45.8%	25.0%	68.0%	45.0%	14.4%	8.8%

MAUI ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.0%	96.0%	100.0%	96.8%	95.3%	88.3%	90.2%
Malls/ department stores	40.6%	38.9%	68.8%	50.4%	38.3%	18.9%	44.4%
Designer boutiques	18.0%	20.2%	6.3%	18.6%	10.2%	11.7%	4.1%
Hotel/ resort stores	31.2%	36.1%	18.8%	23.0%	21.2%	7.2%	15.9%
Swap meet/ flea market	17.6%	13.2%	12.6%	17.7%	0.9%	7.2%	3.5%
Discount/ outlet stores	16.4%	16.6%	0.0%	19.3%	23.1%	0.0%	40.6%
Supermarkets	71.7%	63.9%	56.3%	73.4%	60.6%	33.3%	42.9%
Farmer's market	33.0%	26.4%	18.7%	36.6%	17.1%	26.1%	13.2%
Convenience stores	49.2%	47.8%	37.5%	51.0%	43.7%	21.6%	33.0%
Duty free stores	3.1%	2.6%	18.8%	4.5%	4.7%	7.2%	16.7%
Hawai'i-made products	45.1%	48.1%	6.1%	45.2%	31.8%	14.4%	15.7%
Local shops and artisans	61.2%	63.7%	37.5%	64.2%	54.4%	21.6%	26.7%

MAUI ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	58.2%	69.0%	68.8%	59.0%	55.1%	56.7%	52.3%
Historic military sites and museums	4.1%	5.2%	6.3%	4.3%	1.2%	11.7%	17.4%
Historic Hawaiian sites and museums	21.4%	26.6%	12.6%	20.5%	20.8%	18.9%	8.4%
Other historical sites, museums, and homes	8.8%	11.4%	6.3%	10.1%	11.4%	7.2%	12.9%
Art museum	1.7%	1.9%	0.0%	2.1%	5.9%	0.0%	2.6%
Art galleries/ exhibitions	13.7%	14.2%	6.3%	13.5%	7.3%	0.0%	2.6%
Lū'au/ Polynesian show/ hula show	20.1%	34.5%	0.0%	22.3%	16.3%	18.9%	16.5%
Lesson- ex. ukulele, hula, canoe, lei making	3.2%	5.6%	12.6%	3.1%	1.9%	0.0%	3.9%
Play/ concert/ theatre	3.2%	2.6%	12.6%	4.1%	1.9%	0.0%	3.9%
Art/ craft fair	12.9%	12.7%	18.8%	12.9%	4.7%	0.0%	2.9%
Festival/ events	4.0%	3.9%	24.8%	3.1%	3.8%	0.0%	0.0%

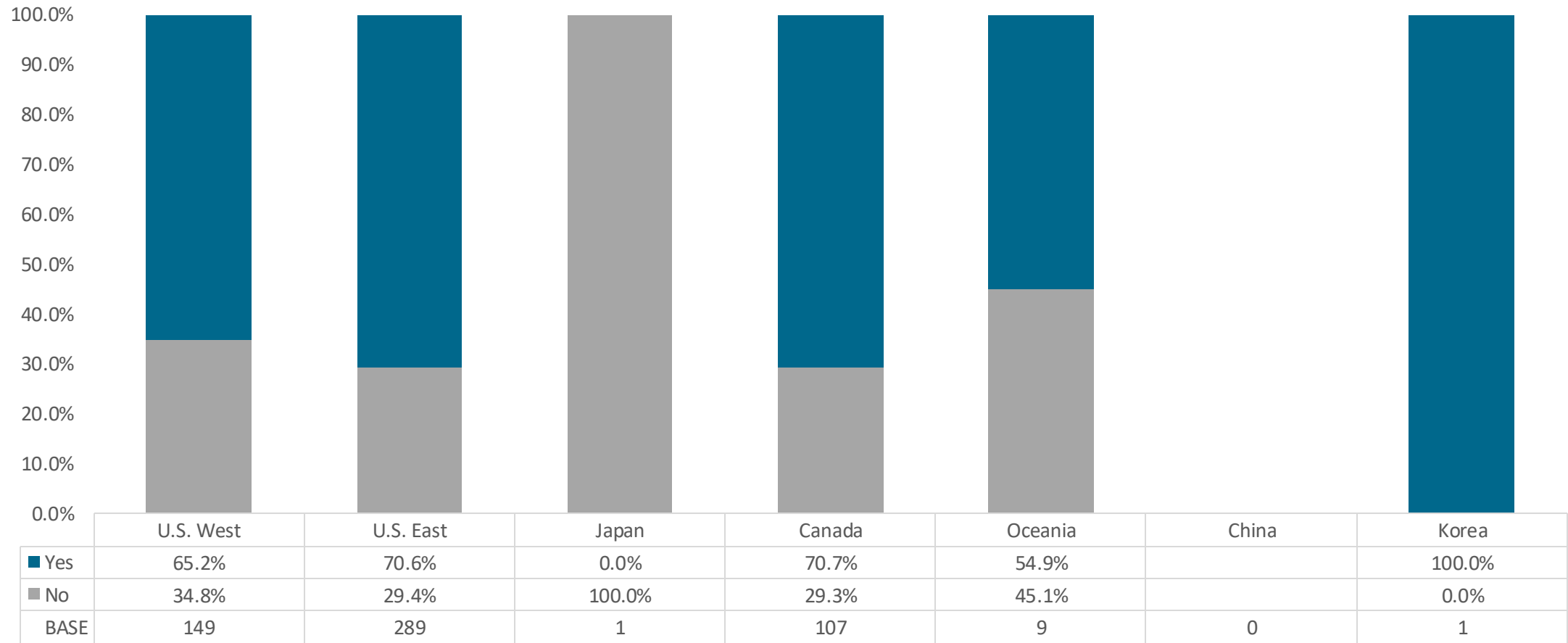
MAUI ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	94.5%	94.8%	87.6%	96.8%	95.0%	100.0%	95.9%
Airport shuttle	7.1%	9.5%	0.0%	10.4%	18.4%	18.9%	11.2%
Trolley	3.9%	4.2%	12.4%	4.5%	2.8%	7.2%	5.5%
Public bus	1.3%	1.7%	18.8%	4.9%	11.1%	0.0%	2.9%
Tour bus/ tour van	3.5%	9.0%	12.4%	6.2%	13.2%	0.0%	8.8%
Taxi/ limo	3.9%	5.1%	37.5%	7.1%	16.6%	14.4%	12.0%
Rental car	83.1%	80.3%	43.9%	81.9%	56.5%	73.9%	69.0%
Ride share	10.6%	13.4%	0.0%	13.2%	21.5%	26.1%	6.1%
Car share	5.3%	3.7%	0.0%	2.7%	1.2%	0.0%	2.0%
Bicycle rental	1.0%	1.5%	0.0%	1.7%	0.0%	0.0%	0.0%

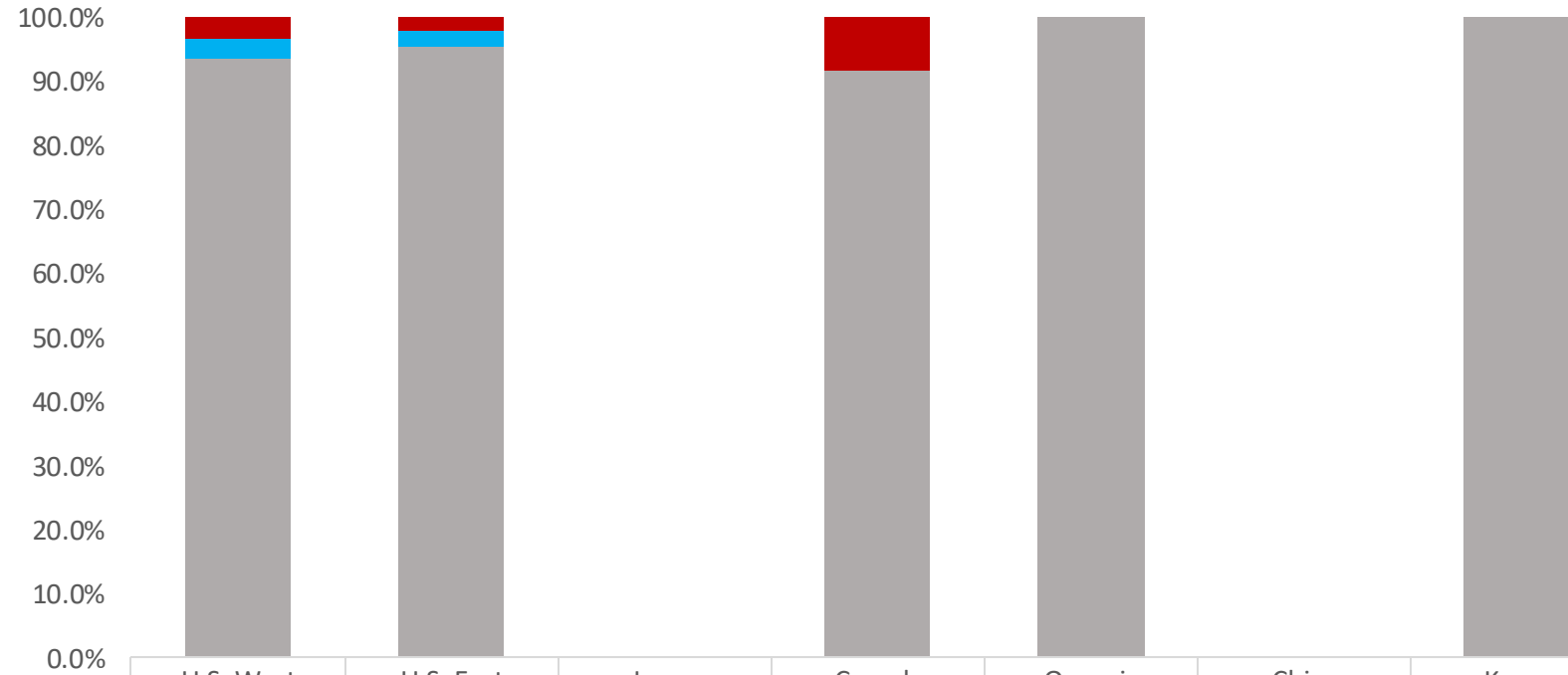
MAUI ACTIVITIES - OTHER

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	30.9%	25.3%	31.2%	23.4%	13.0%	0.0%	26.1%
Visiting friends and family	26.2%	20.3%	31.2%	18.7%	12.0%	0.0%	26.1%
Giving back to the local community	7.1%	6.3%	0.0%	5.4%	0.9%	0.0%	0.0%

WAI‘ĀNAPANAPA STATE PARK - RESERVATIONS SYSTEM USE

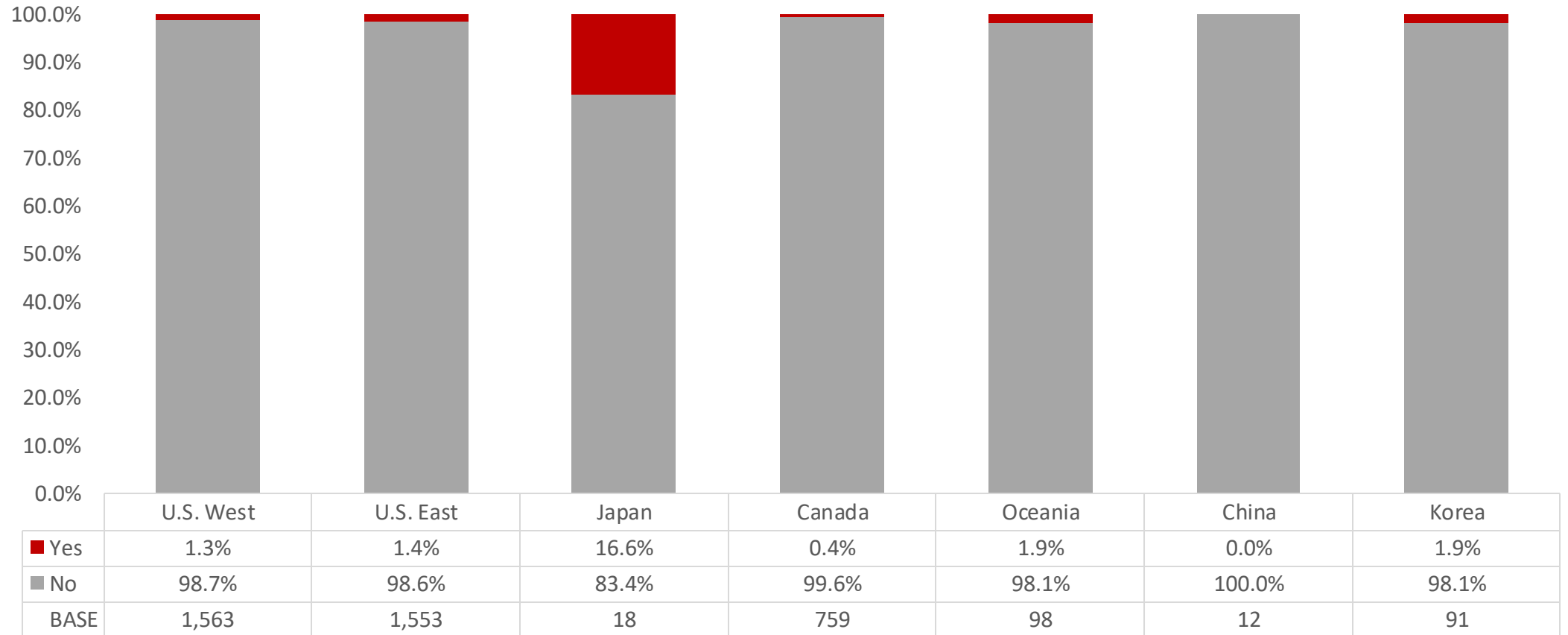


WAI'ĀNAPANAPA STATE PARK - RESERVATIONS SYSTEM PROBLEMS



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Yes, technical issues but able to book reservation	3.2%	2.0%		8.2%	0.0%		0.0%
Yes, unable to make reservation	3.1%	2.4%		0.0%	0.0%		0.0%
No, I was able to book a reservation without issue	93.7%	95.6%		91.8%	100.0%		100.0%
BASE	96	204	0	76	5	0	1

VISITED MAUI FOR SPECIFIC FESTIVAL OR SPORTING EVENT

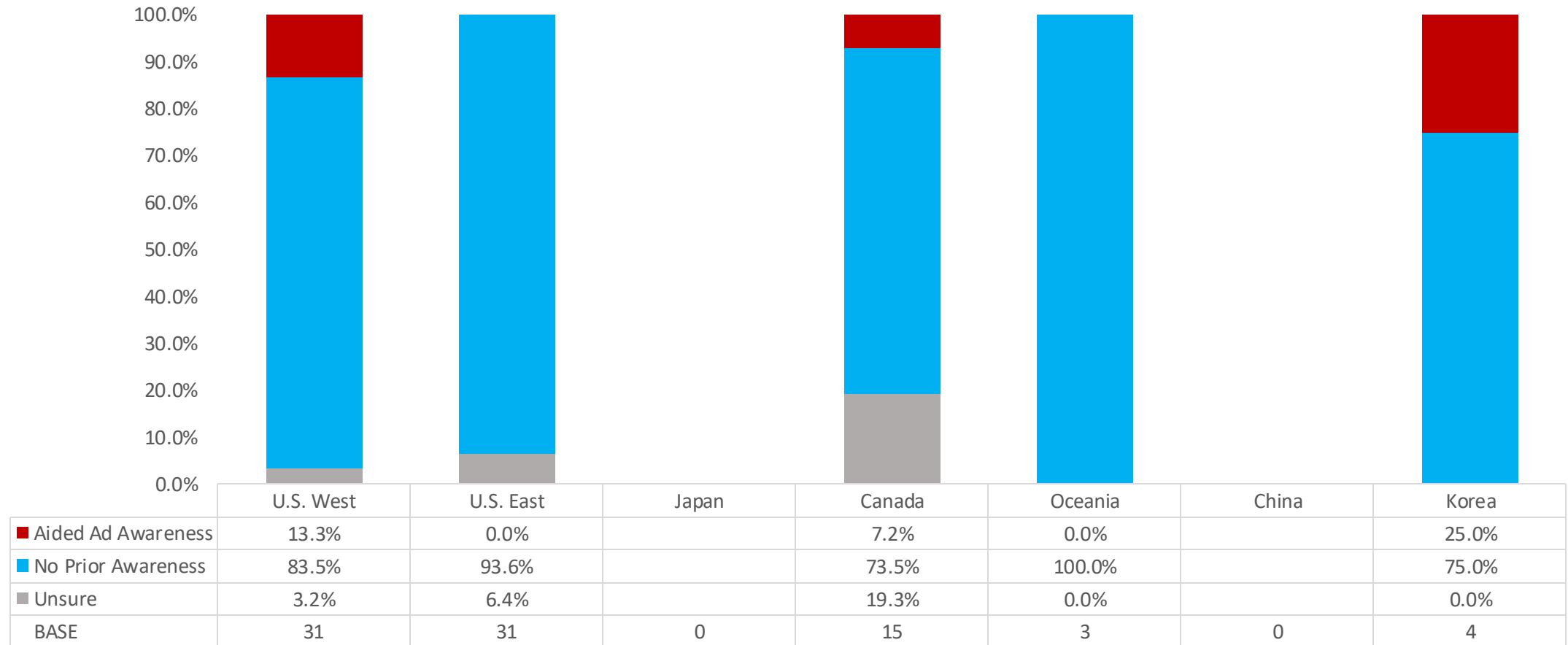


VISITED MAUI FOR SPECIFIC FESTIVAL OR SPORTING EVENT

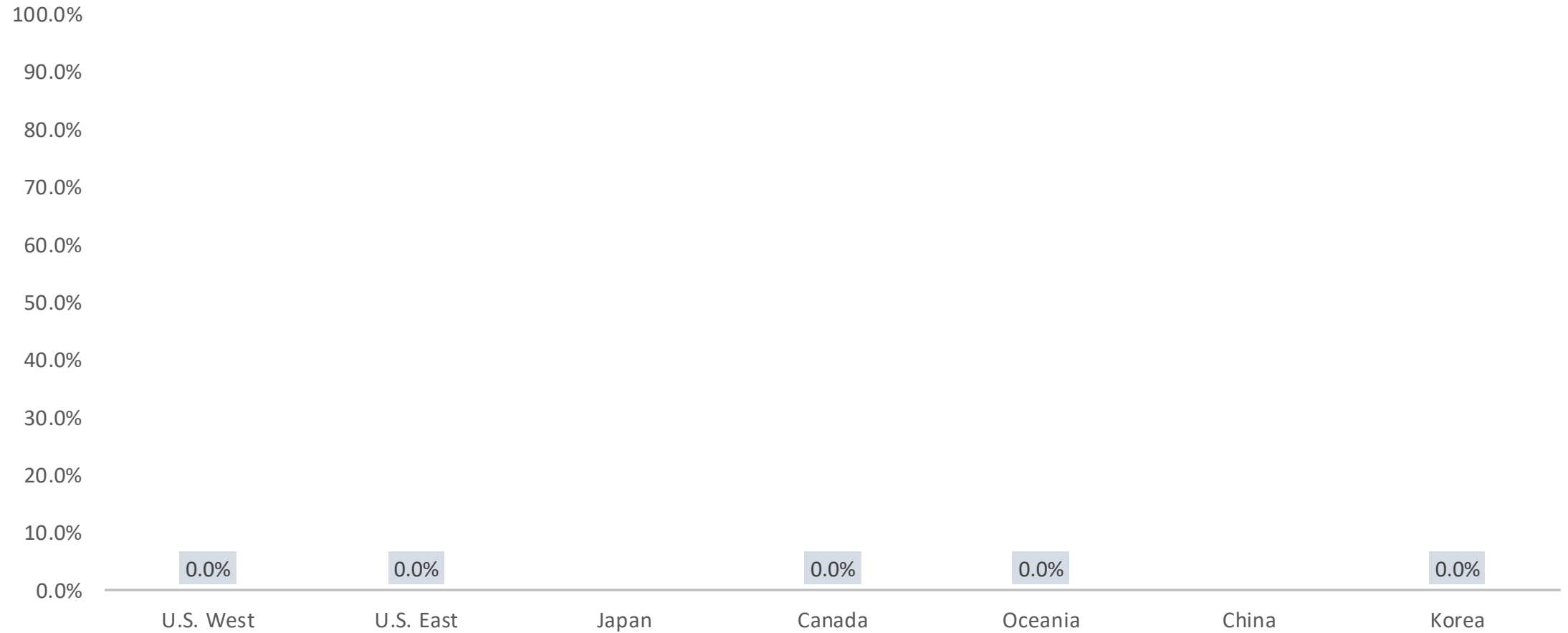
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Other (please specify festival/event name)	18.9%	13.5%	66.4%	0.0%	50.0%	0.0%	0.0%
Maui Marathon	18.9%	26.9%	0.0%	33.3%	0.0%	0.0%	0.0%
Other sporting event	14.5%	9.1%	33.6%	33.3%	0.0%	0.0%	0.0%
Sentry Tournament of Golf Champions	9.4%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Festival/ concert	9.7%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Convention/ Conference/ Retreat/ Seminar/ Meeting/ Workshop/ Training/ Work event	9.4%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Kapalua Food & Wine Festival	9.4%	0.0%	0.0%	33.3%	50.0%	0.0%	0.0%
Wedding/ Honeymoon/ Anniversary/ Birthday/ Funeral/ Graduation	5.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawaii Food and Wine Festival	0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	50.0%
Whale Watching	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maui Film Festival	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
American Windsurfing Tour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
BASE	21	22	3	3	2	0	2

Section 23 – Molokaʻi

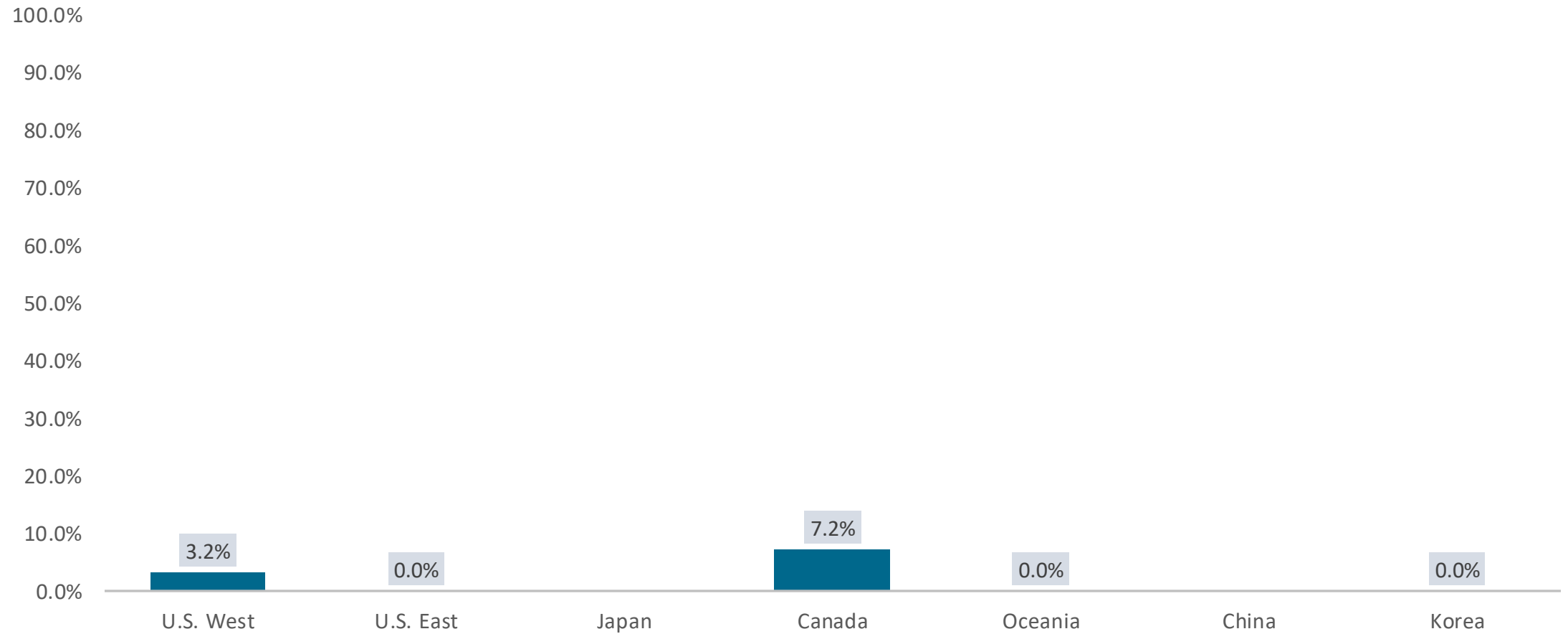
AIDED ADVERTISING AWARENESS - MOLOKA'I



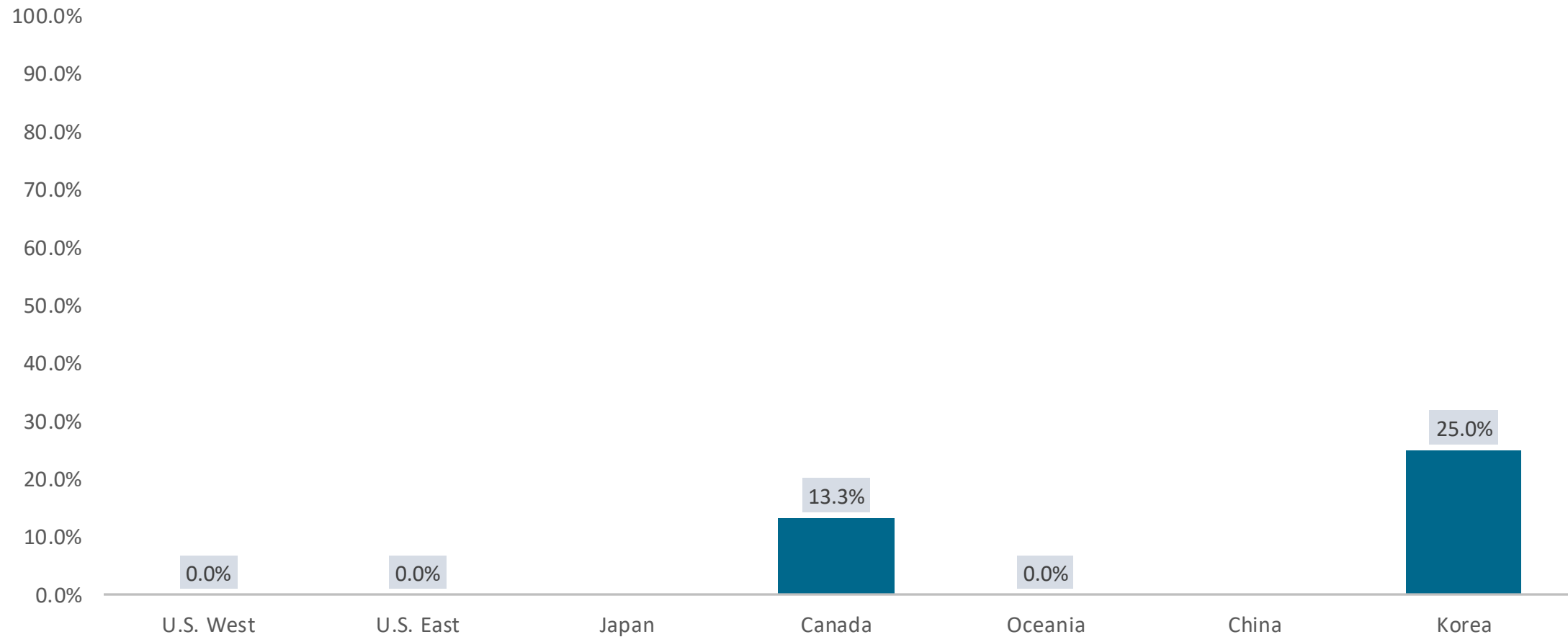
IMPACT OF LOCATION FILMING - MOLOKA'I



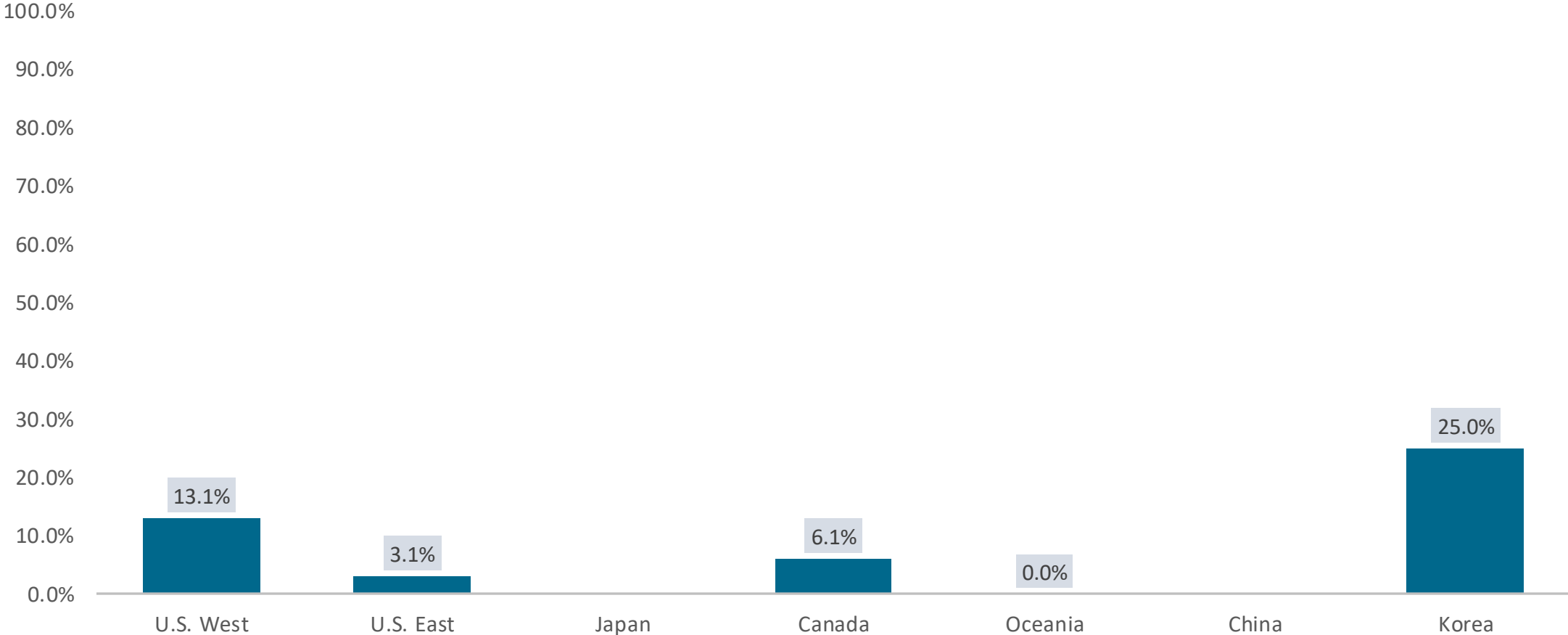
IMPACT OF HAWAIIAN MUSIC - MOLOKA'I



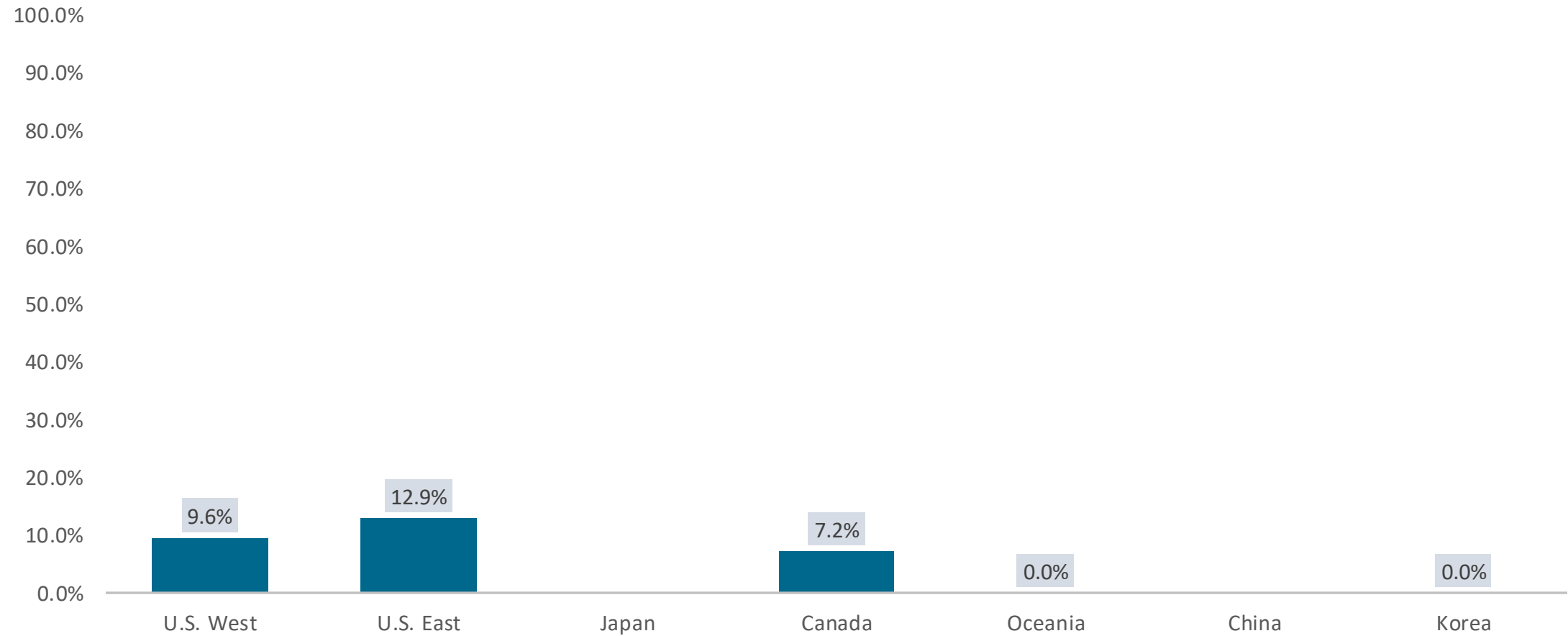
IMPACT OF SOCIAL MEDIA POSTS/ VIDEOS - MOLOKA'I



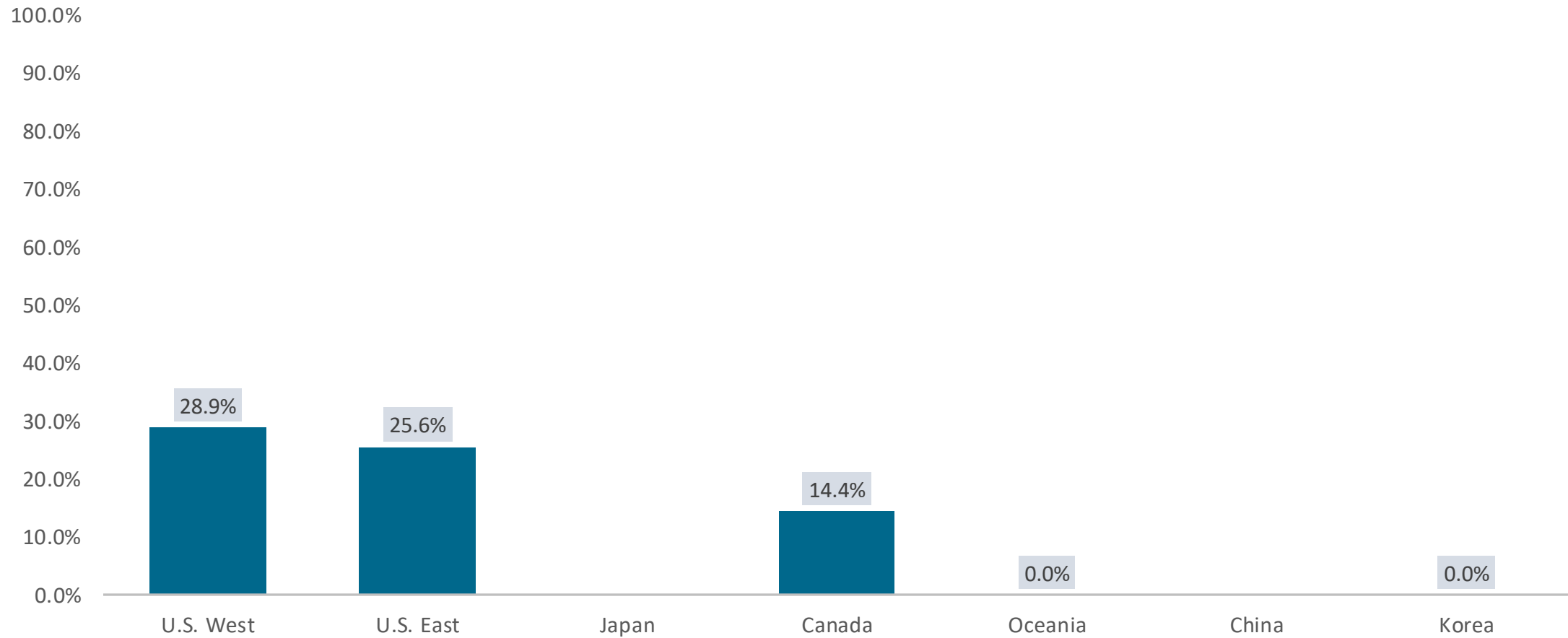
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - MOLOKA'I



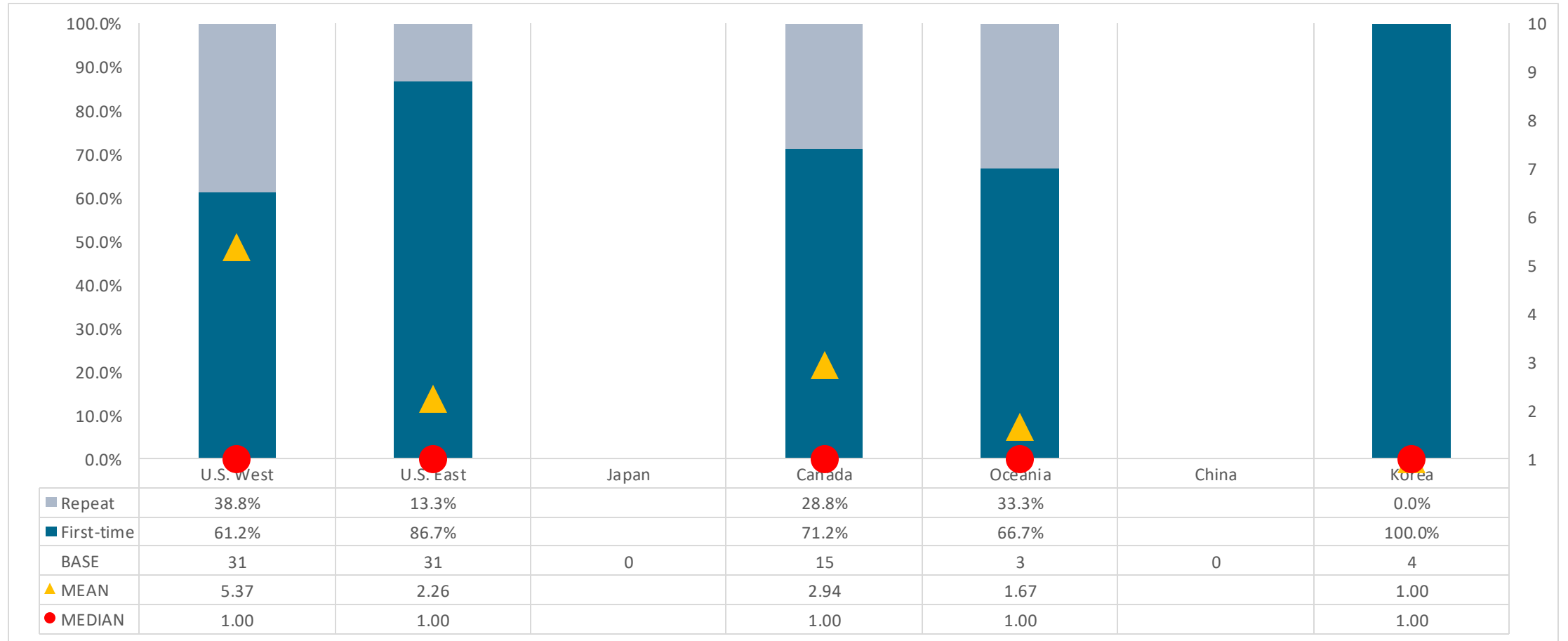
IMPACT OF HAWAIIAN CULTURAL EVENTS - MOLOKA'I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - MOLOKA'I



1st TIME VS REPEAT VISITOR - MOLOKA'I



STRENGTHS/ POSITIVE ASPECTS - MOLOKA'I

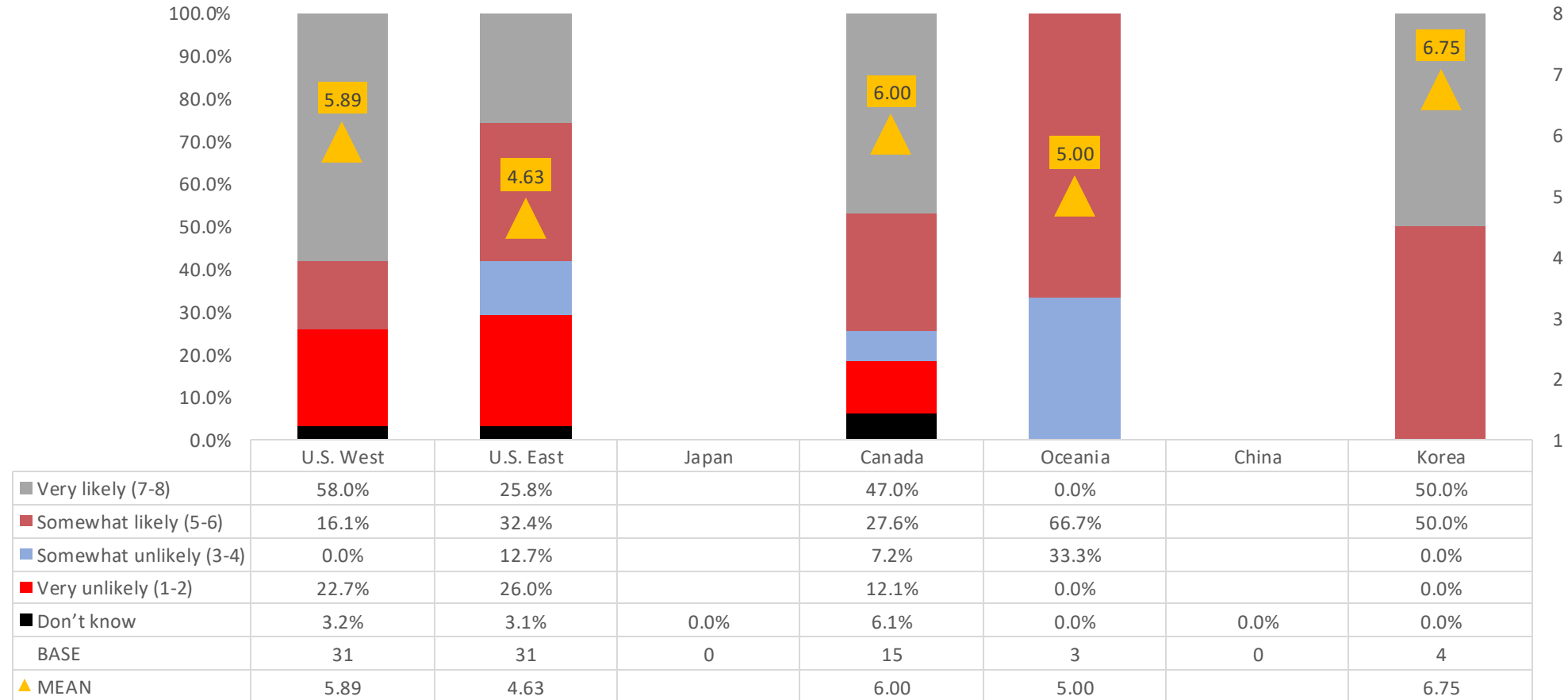
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Nature/ natural beauty/ scenery	16.1%	19.3%	0.0%	27.6%	0.0%	0.0%	0.0%
Events/ celebrations with friends/ family	12.8%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beach/ ocean	12.8%	6.3%	0.0%	13.3%	33.3%	0.0%	0.0%
Friendliness of the local people	9.6%	9.8%	0.0%	32.6%	0.0%	0.0%	25.0%
Variety of activities/ attractions/ many choices	9.6%	9.8%	0.0%	0.0%	0.0%	0.0%	25.0%
Location	9.8%	3.3%	0.0%	0.0%	0.0%	0.0%	25.0%
Feeling of the "Aloha Spirit"	6.4%	3.1%	0.0%	0.0%	33.3%	0.0%	0.0%
Hawaiian cultural sites	3.2%	9.6%	0.0%	6.1%	0.0%	0.0%	0.0%
Environmentally friendly/ sustainable	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Overall customer service/ hospitality/ the people	3.2%	3.3%	0.0%	0.0%	0.0%	0.0%	25.0%
Accommodations/ was as promised	3.2%	0.0%	0.0%	7.2%	33.3%	0.0%	0.0%

AREAS OF OPPORTUNITIES - MOLOKA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	45.2%	48.1%	0.0%	45.8%	33.3%	0.0%	75.0%
Other (please specify)	9.6%	6.4%	0.0%	6.1%	0.0%	0.0%	0.0%
Friendliness of local people	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Food/ restaurant variety/ dining options	9.6%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%
Availability of ground transportation/ tour buses/ limos, availability of taxi cabs, ride share options, etc.	3.4%	10.0%	0.0%	7.2%	33.3%	0.0%	25.0%
Travel problems (cost, airport, airline, TSA/customs, cruise)	6.4%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%

LIKELIHOOD OF RETURN VISIT - MOLOKA'I

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

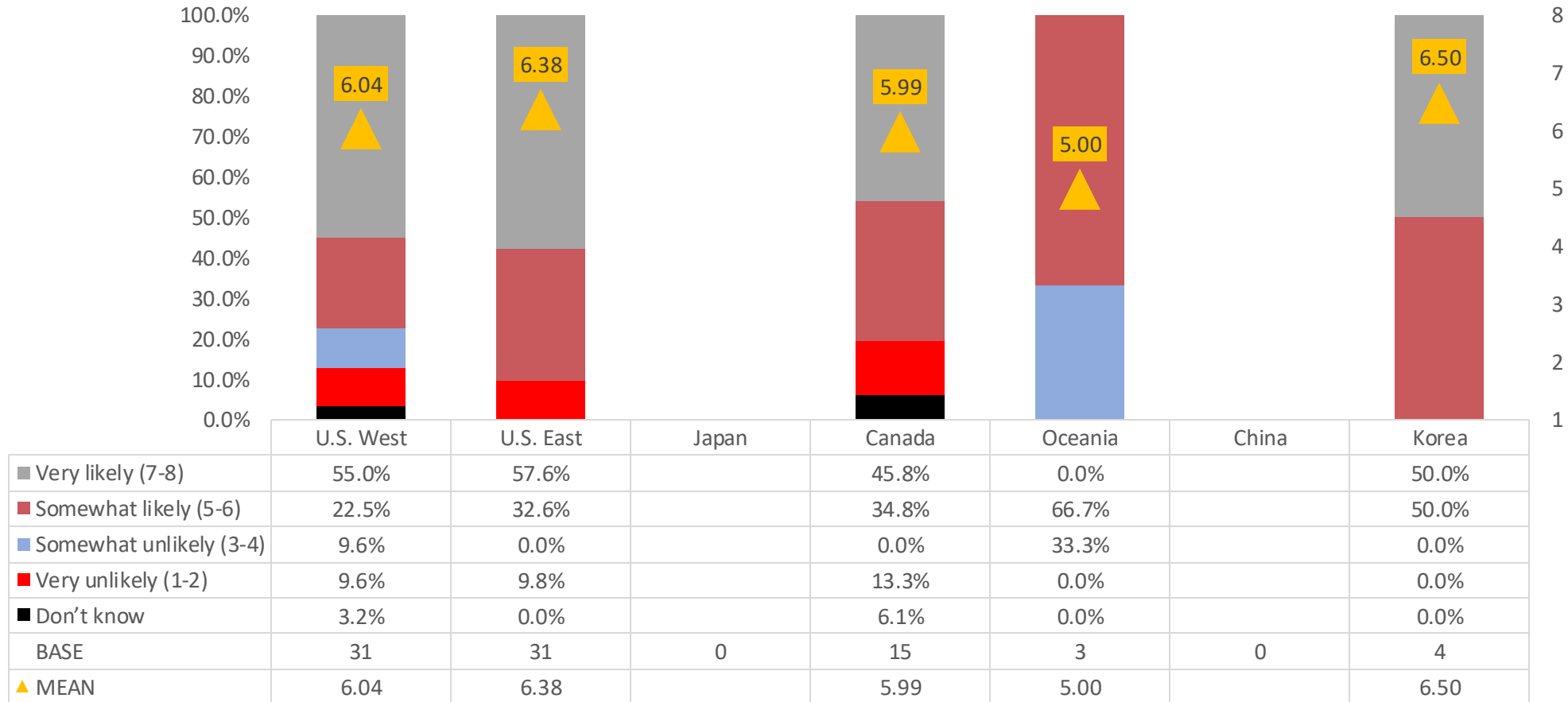


REASONS FOR NOT RETURNING - MOLOKA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No reason to return/ nothing new	37.2%	45.8%	0.0%	0.0%	100.0%	0.0%	0.0%
Want to go someplace new	37.2%	38.3%	0.0%	28.3%	100.0%	0.0%	0.0%
Nothing to do/ boring	37.2%	15.9%	0.0%	23.9%	0.0%	0.0%	0.0%
Too expensive/cost	13.2%	31.3%	0.0%	23.9%	100.0%	0.0%	0.0%
Not enough value for the price	12.4%	23.4%	0.0%	0.0%	100.0%	0.0%	0.0%
Unfriendly people/ felt unwelcome	25.6%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Flight too long	0.0%	30.8%	0.0%	23.9%	0.0%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poor health/ age restriction	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other financial obligations	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%

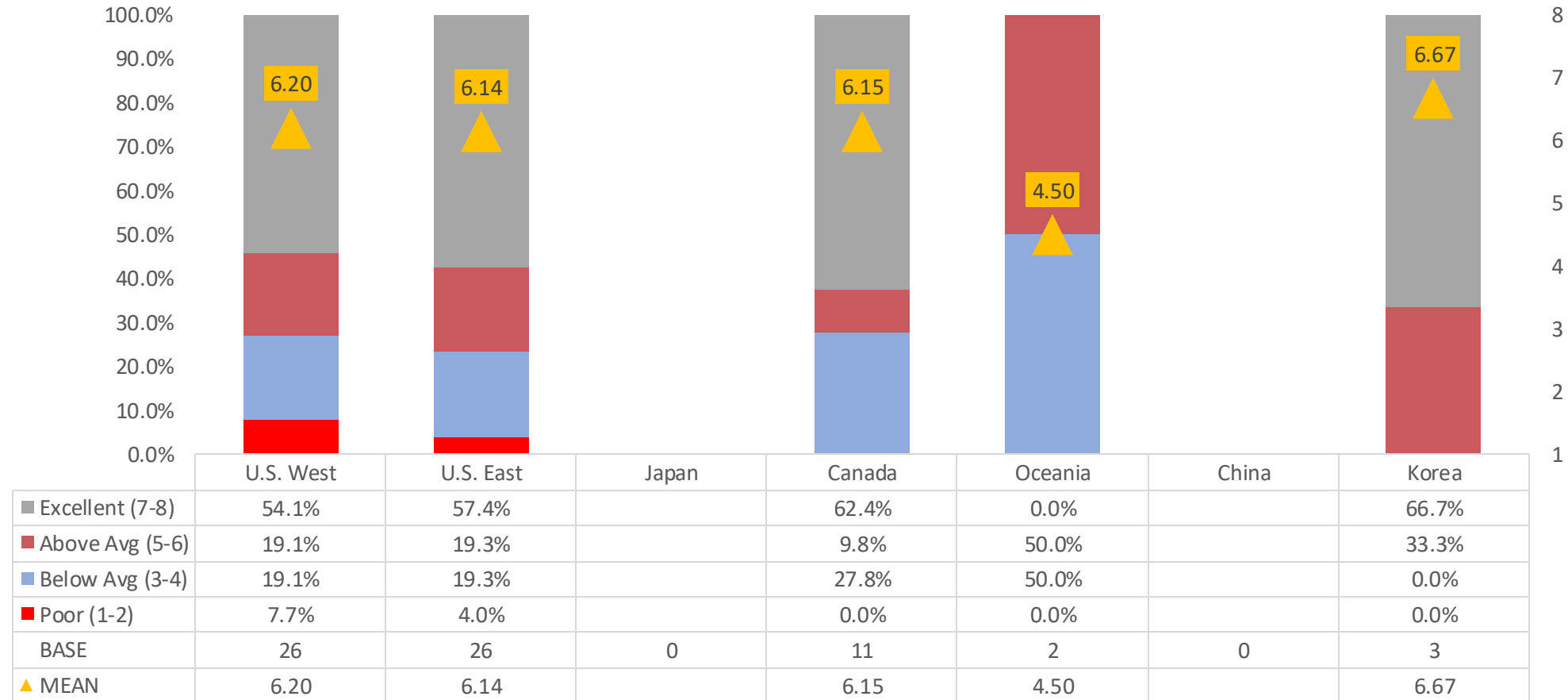
BRAND/ DESTINATION ADVOCACY - MOLOKA'I

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



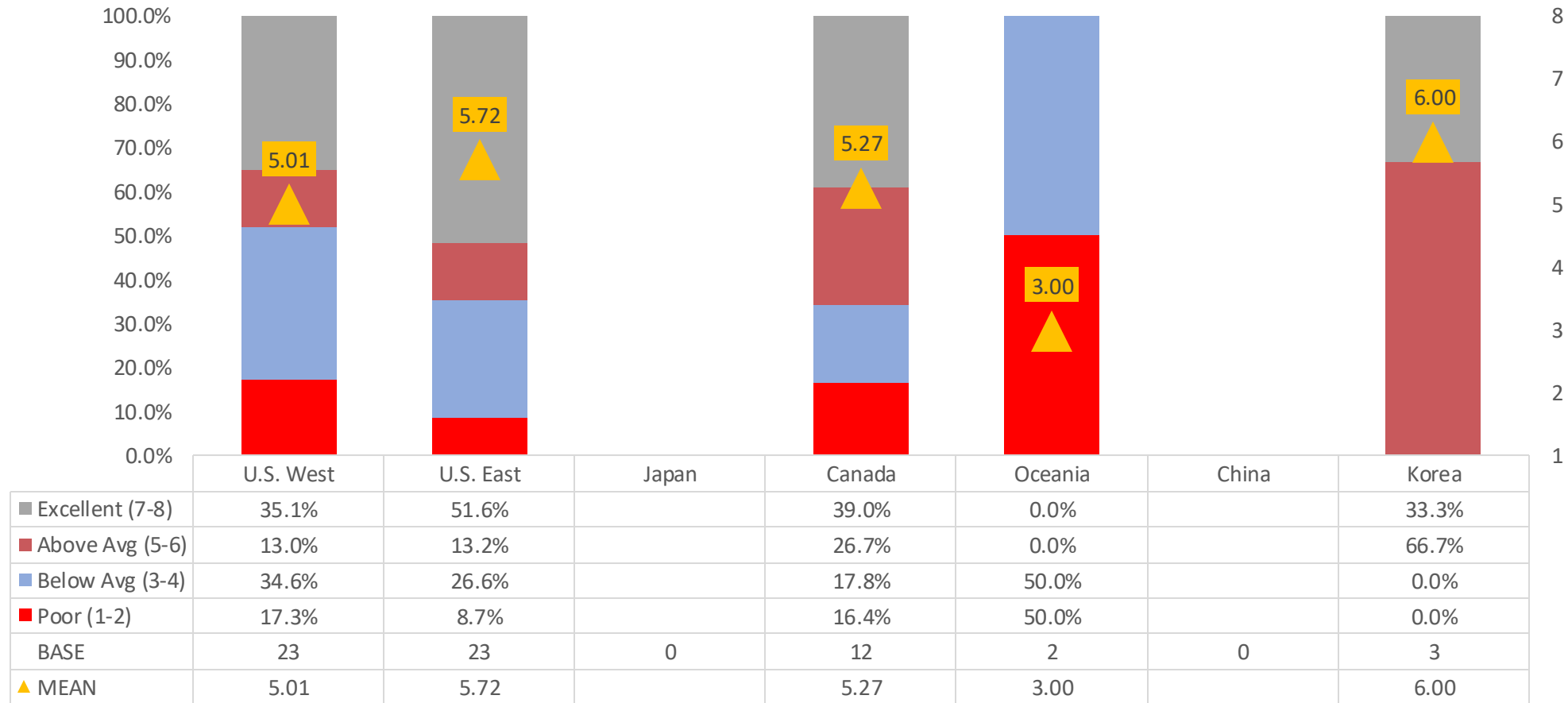
ENTERTAINMENT/ ATTRACTIONS - MOLOKA'I

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



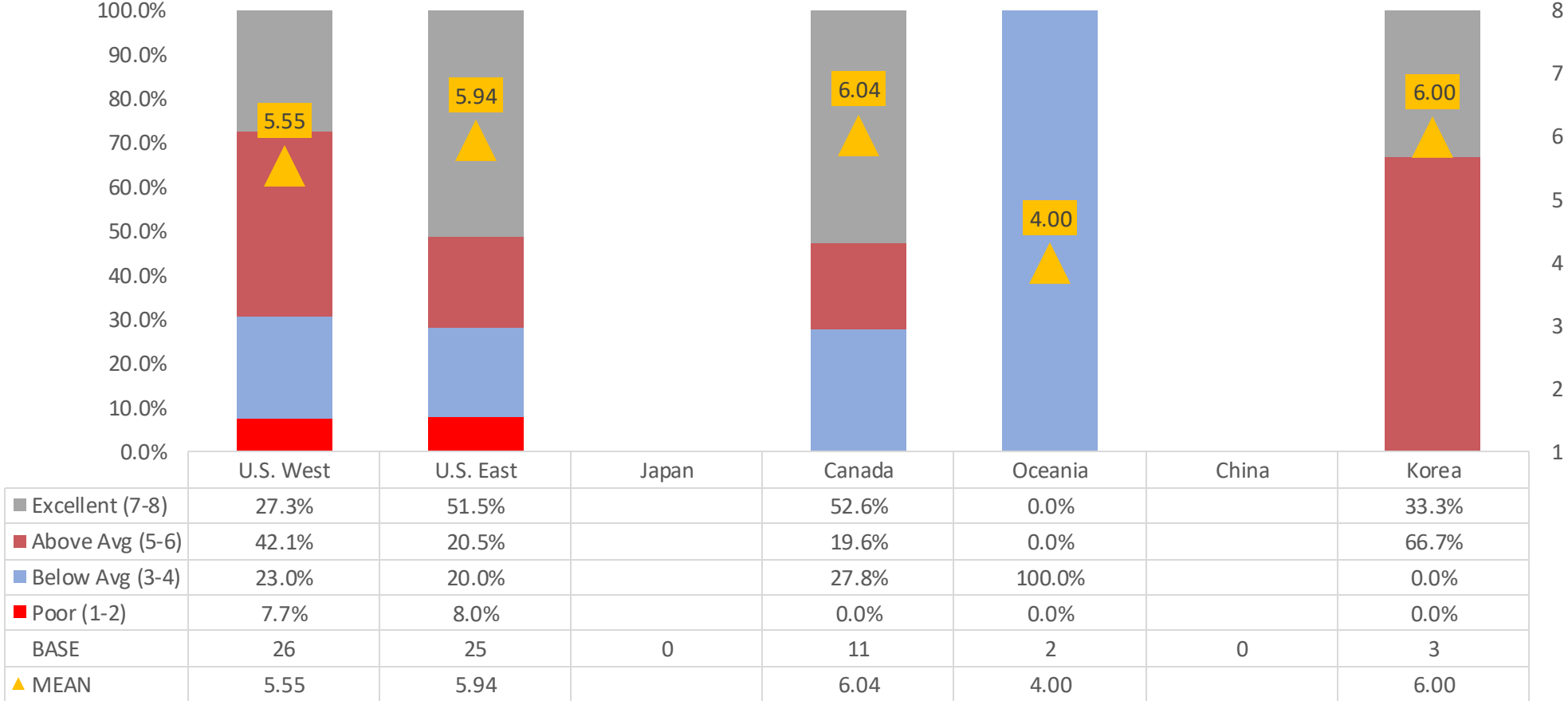
SHOPPING - MOLOKA'I

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



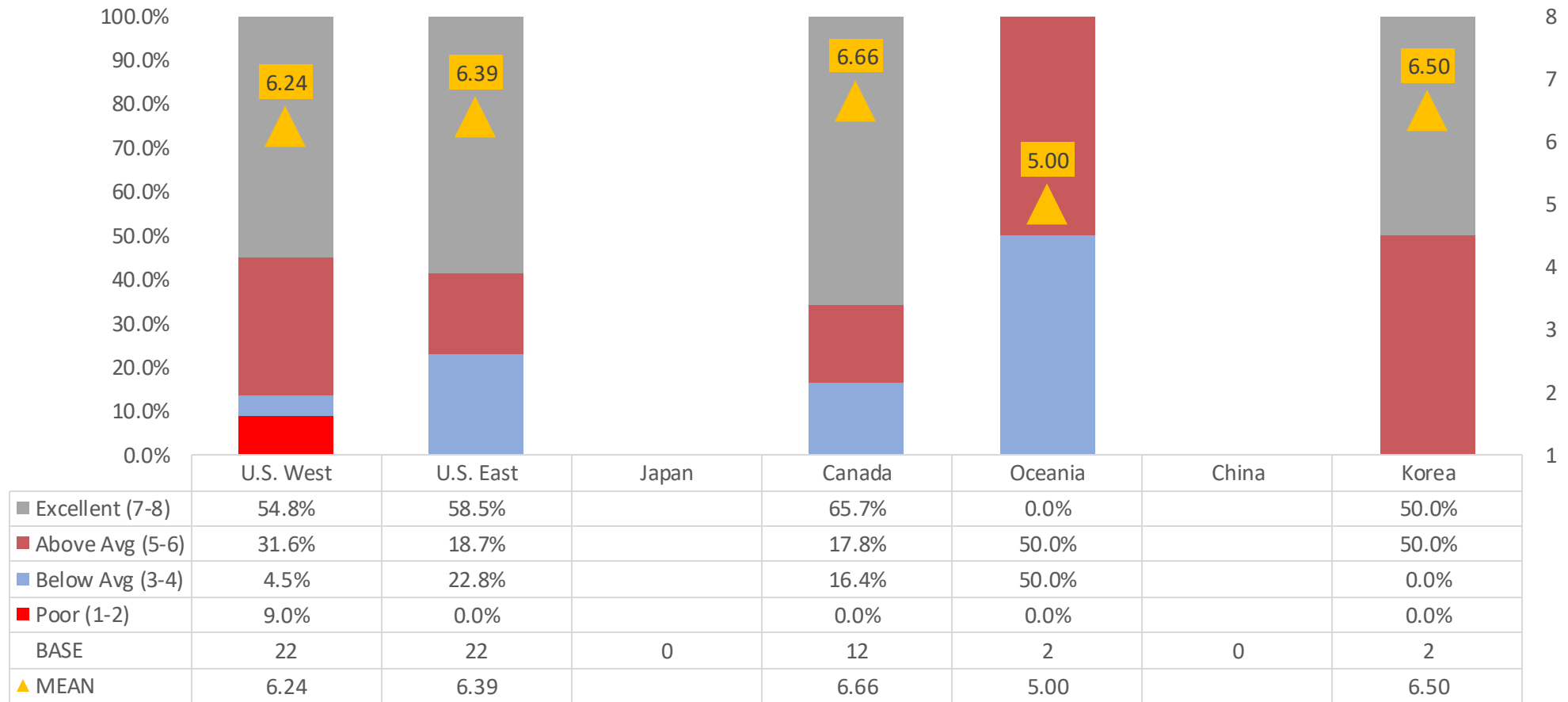
DINING/ FOOD & BEVERAGE - MOLOKA'I

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



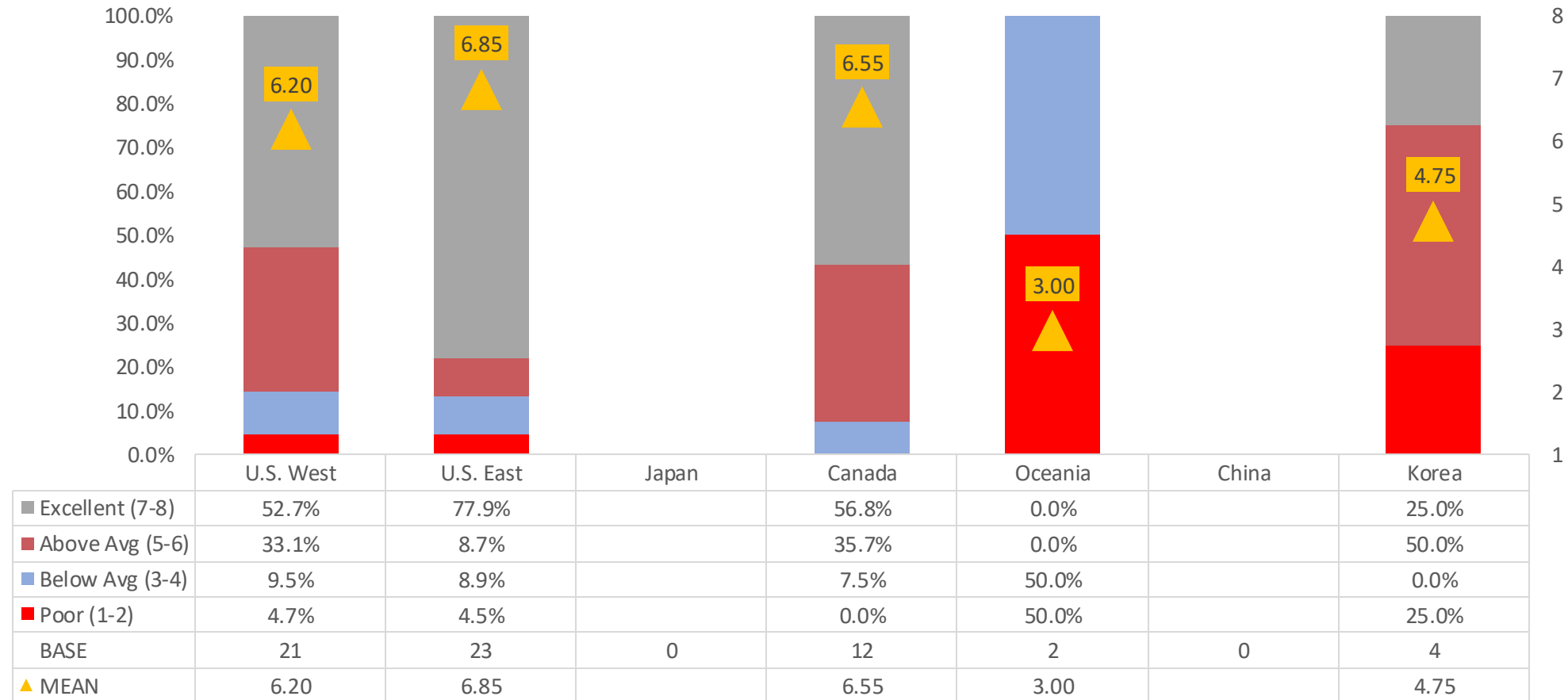
LODGING/ ACCOMMODATIONS - MOLOKA'I

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



TRANSPORTATION ON ISLAND - MOLOKA'I

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



MOLOKA'I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	100.0%	100.0%	0.0%	93.9%	100.0%	0.0%	100.0%
On own (self-guided)/ driving around the island	87.2%	70.2%	0.0%	62.5%	33.3%	0.0%	50.0%
Helicopter ride/ airplane tour	6.4%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Boat tour/ submarine ride/ whale watching	22.5%	20.0%	0.0%	26.5%	33.3%	0.0%	0.0%
Visiting towns/ communities	54.6%	36.7%	0.0%	21.6%	33.3%	0.0%	0.0%
Private limousine/ van tour/ tour bus	12.8%	6.7%	0.0%	12.1%	33.3%	0.0%	25.0%
Scenic views/ natural landmarks	45.0%	40.1%	0.0%	14.4%	33.3%	0.0%	25.0%
Movie and TV filming location tours	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA'I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.6%	90.1%	0.0%	92.8%	100.0%	0.0%	75.0%
Beach/ sunbathing	74.1%	56.8%	0.0%	53.0%	0.0%	0.0%	50.0%
Bodyboarding	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%
Stand-up paddle boarding	0.0%	3.2%	0.0%	14.4%	0.0%	0.0%	0.0%
Surfing	3.2%	3.2%	0.0%	0.0%	0.0%	0.0%	25.0%
Canoeing/ kayaking	3.2%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Swimming in the ocean	48.2%	46.2%	0.0%	47.0%	66.7%	0.0%	25.0%
Snorkeling	32.1%	23.0%	0.0%	26.5%	33.3%	0.0%	0.0%
Freediving	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba diving	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%
Fishing	3.2%	6.7%	0.0%	19.3%	0.0%	0.0%	0.0%
Golf	3.2%	3.2%	0.0%	6.1%	0.0%	0.0%	0.0%

MOLOKA'I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.6%	90.1%	0.0%	92.8%	100.0%	0.0%	75.0%
Running/ jogging/ fitness walking	22.7%	30.0%	0.0%	14.4%	33.3%	0.0%	0.0%
Cycling	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%
Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%
Hiking	35.3%	37.3%	0.0%	42.0%	0.0%	0.0%	0.0%
Backpacking/ camping	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Agritourism	3.2%	10.1%	0.0%	14.4%	0.0%	0.0%	0.0%
Sports event or tournament	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parks/ botanical gardens	16.1%	16.3%	0.0%	12.1%	33.3%	0.0%	0.0%
Waterparks	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Mountain tubing/ waterfall rappel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zip-lining	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%
Skydiving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All-terrain vehicle (ATV)	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Horseback riding	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA'I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.6%	86.9%	0.0%	86.7%	100.0%	0.0%	100.0%
Lunch/ sunset/ dinner/ evening cruise	16.5%	13.1%	0.0%	25.4%	0.0%	0.0%	25.0%
Live music/ stage show	25.9%	13.1%	0.0%	20.5%	0.0%	0.0%	0.0%
Nightclub/ dancing/ bar/ karaoke	3.2%	6.5%	0.0%	6.1%	0.0%	0.0%	0.0%
Fine dining	6.4%	19.8%	0.0%	27.6%	0.0%	0.0%	0.0%
Family restaurant	41.8%	50.0%	0.0%	47.0%	33.3%	0.0%	0.0%
Fast food	29.1%	26.6%	0.0%	21.6%	33.3%	0.0%	25.0%
Food truck	22.5%	20.0%	0.0%	21.6%	0.0%	0.0%	50.0%
Café/ coffee house	35.3%	16.7%	0.0%	33.7%	33.3%	0.0%	25.0%
Ethnic dining	19.3%	13.1%	0.0%	13.3%	0.0%	0.0%	0.0%
Farm-to-table cuisine	6.4%	6.5%	0.0%	7.2%	0.0%	0.0%	0.0%
Prepared own meal	64.5%	20.4%	0.0%	49.2%	100.0%	0.0%	25.0%

MOLOKA'I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	83.7%	86.9%	0.0%	80.7%	33.3%	0.0%	50.0%
Malls/ department stores	6.6%	13.3%	0.0%	25.4%	0.0%	0.0%	25.0%
Designer boutiques	0.0%	3.4%	0.0%	12.1%	0.0%	0.0%	0.0%
Hotel/ resort stores	6.6%	19.4%	0.0%	13.3%	0.0%	0.0%	25.0%
Swap meet/ flea market	6.4%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Discount/ outlet stores	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Supermarkets	41.8%	26.8%	0.0%	42.0%	33.3%	0.0%	25.0%
Farmer's market	22.5%	16.5%	0.0%	40.9%	33.3%	0.0%	0.0%
Convenience stores	32.1%	22.8%	0.0%	33.7%	0.0%	0.0%	0.0%
Duty free stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawai'i-made products	25.7%	30.2%	0.0%	27.6%	0.0%	0.0%	25.0%
Local shops and artisans	54.6%	47.0%	0.0%	39.8%	33.3%	0.0%	0.0%

MOLOKA'I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	58.2%	66.7%	0.0%	39.8%	33.3%	0.0%	75.0%
Historic military sites and museums	9.8%	13.3%	0.0%	13.3%	0.0%	0.0%	0.0%
Historic Hawaiian sites and museums	38.5%	43.5%	0.0%	20.5%	0.0%	0.0%	0.0%
Other historical sites, museums, and homes	6.4%	19.8%	0.0%	19.3%	33.3%	0.0%	25.0%
Art museums	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%
Art galleries and exhibitions	6.4%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Lū'au/ Polynesian show/ hula show	3.4%	16.5%	0.0%	6.1%	0.0%	0.0%	0.0%
Lesson- ex. ukulele, hula, canoe, lei making	3.2%	3.2%	0.0%	7.2%	0.0%	0.0%	50.0%
Play/ concert/ theatre	3.2%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%
Art/ craft fair	9.6%	6.8%	0.0%	13.3%	0.0%	0.0%	0.0%
Festival/ event	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

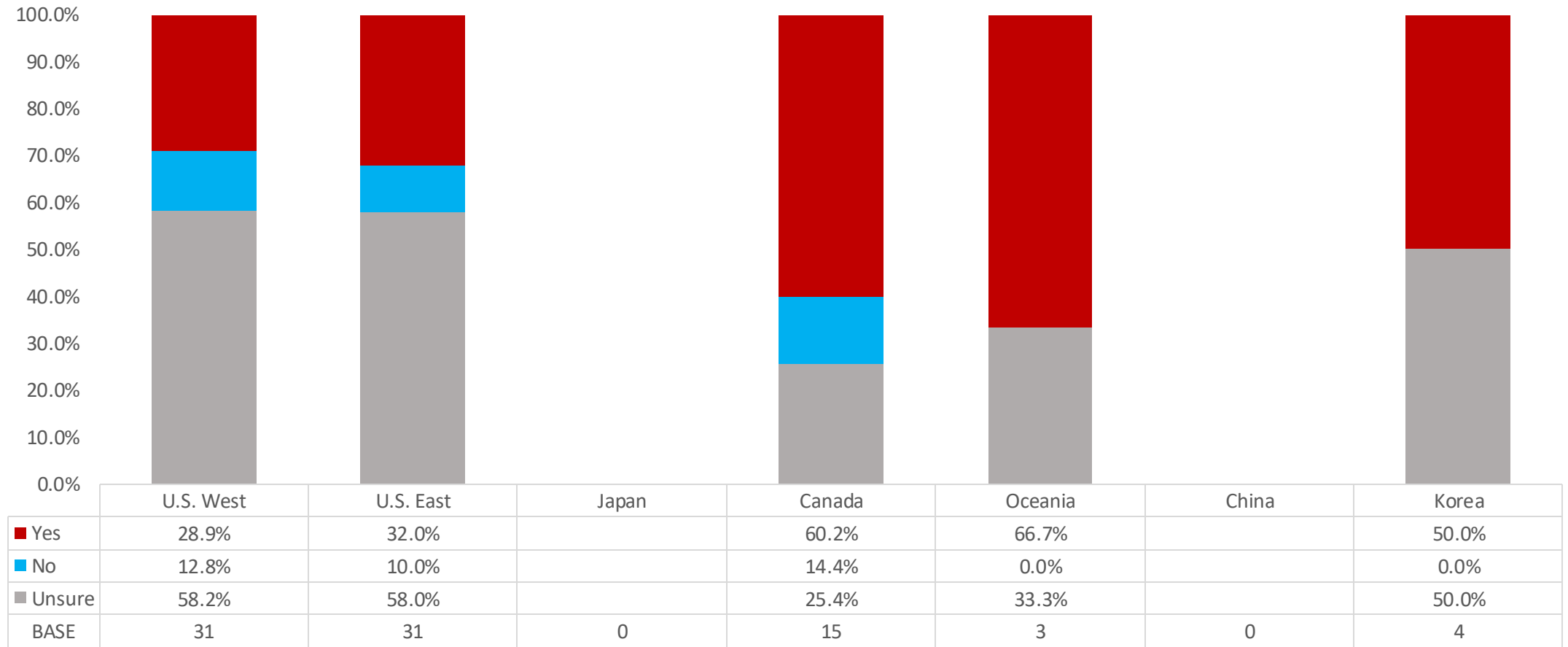
MOLOKA'I ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	67.7%	73.4%	0.0%	72.4%	33.3%	0.0%	50.0%
Airport shuttle	9.6%	6.8%	0.0%	6.1%	0.0%	0.0%	0.0%
Trolley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Public bus	3.2%	3.2%	0.0%	7.2%	0.0%	0.0%	0.0%
Tour bus/ tour van	9.6%	13.5%	0.0%	24.3%	33.3%	0.0%	25.0%
Taxi/ limo	9.6%	6.7%	0.0%	12.1%	33.3%	0.0%	0.0%
Rental car	38.8%	43.2%	0.0%	34.8%	0.0%	0.0%	25.0%
Ride share	3.2%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%
Car share	12.8%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA'I ACTIVITIES - OTHER

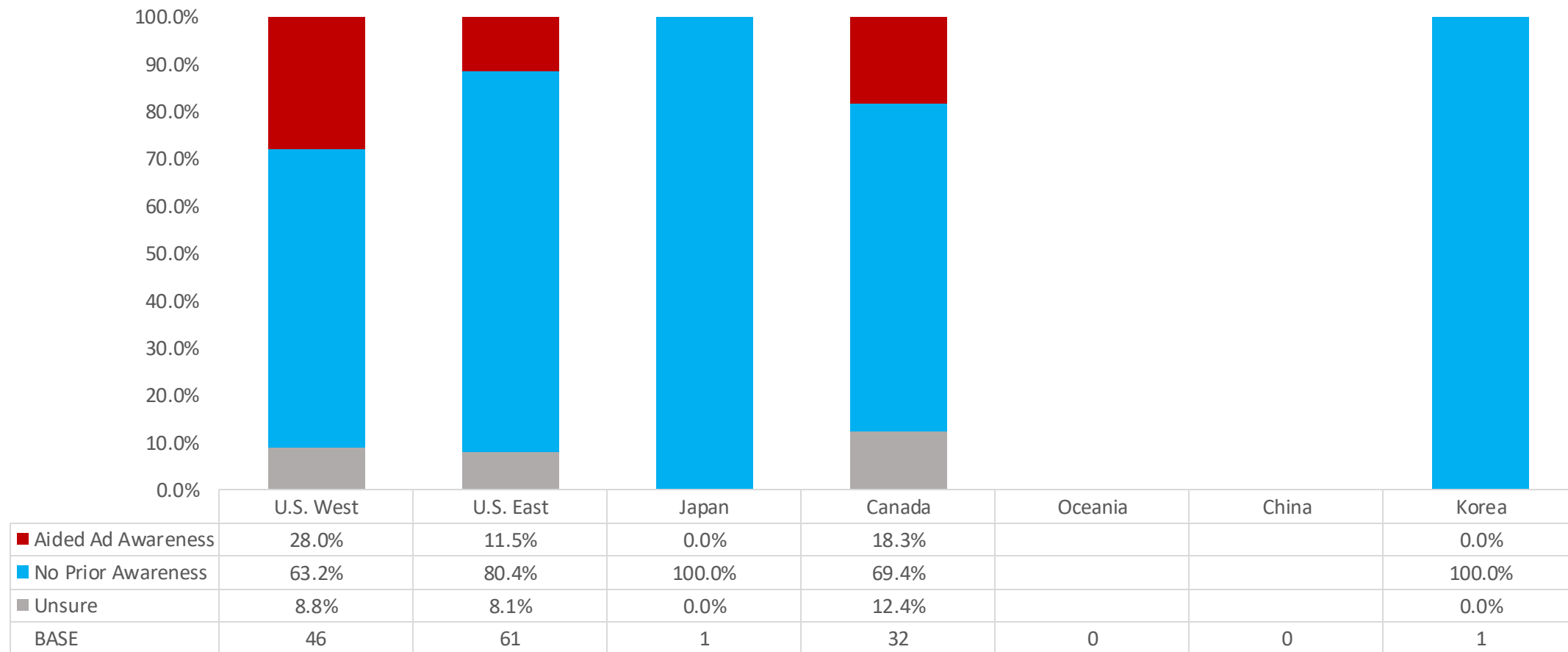
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	38.5%	36.7%	0.0%	21.6%	33.3%	0.0%	25.0%
Visiting friends and family	38.5%	33.5%	0.0%	21.6%	33.3%	0.0%	25.0%
Giving back to the local community	3.2%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%

MOLOKA'I VISITOR CENTER

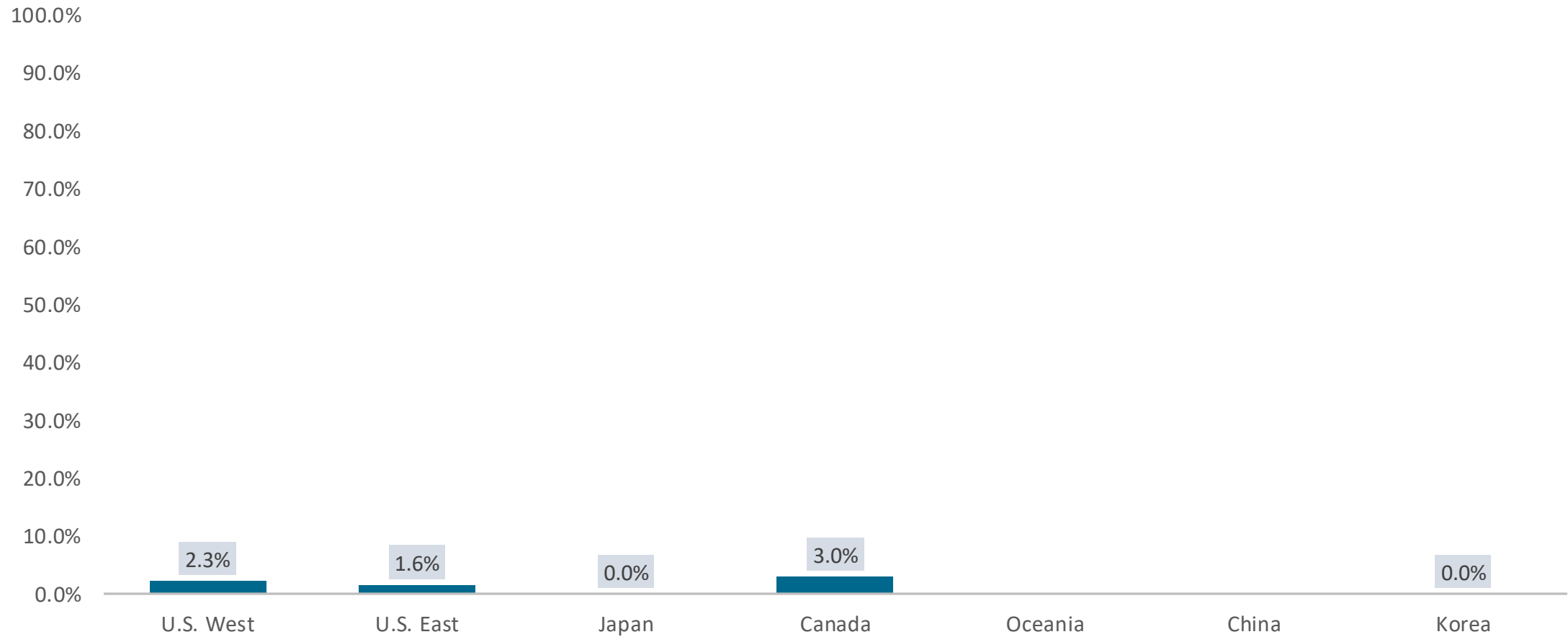


Section 24 - Lānaʻi

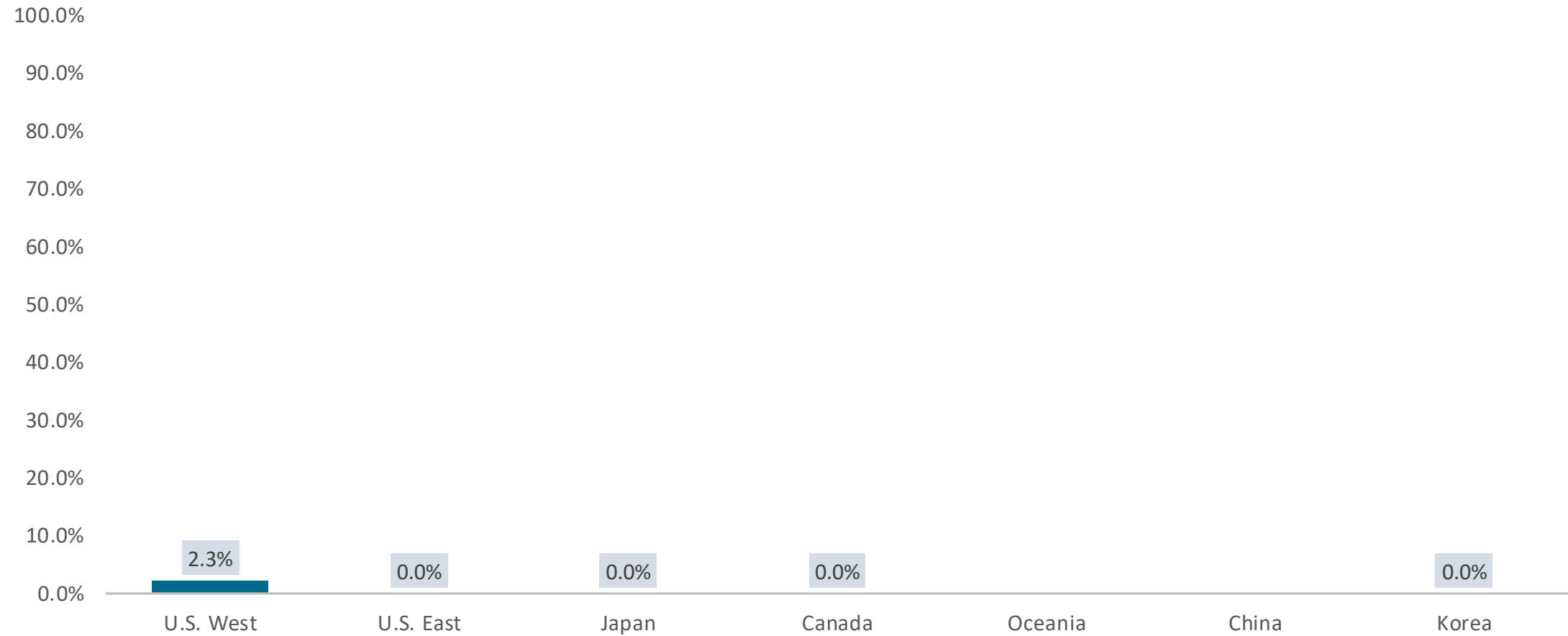
AIDED ADVERTISING AWARENESS - LĀNA'I



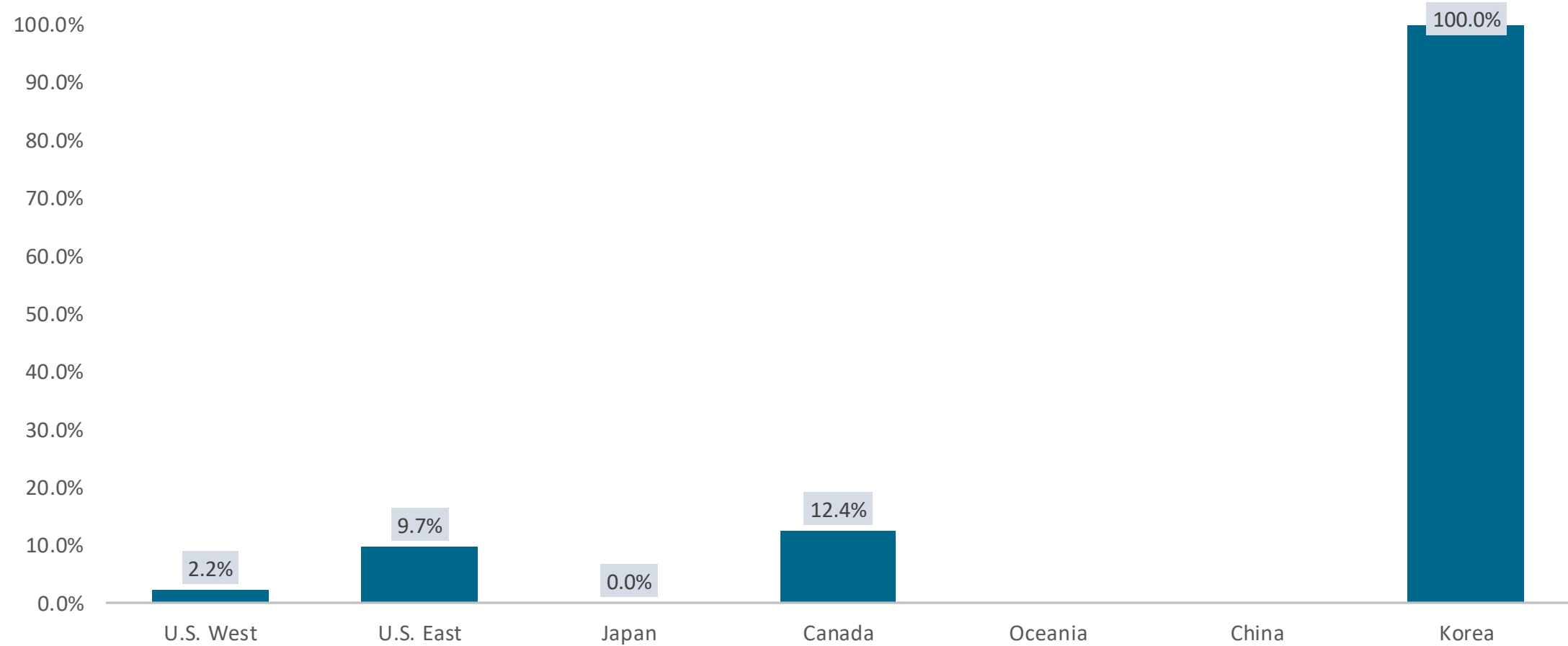
IMPACT OF LOCATION FILMING - LĀNA'I



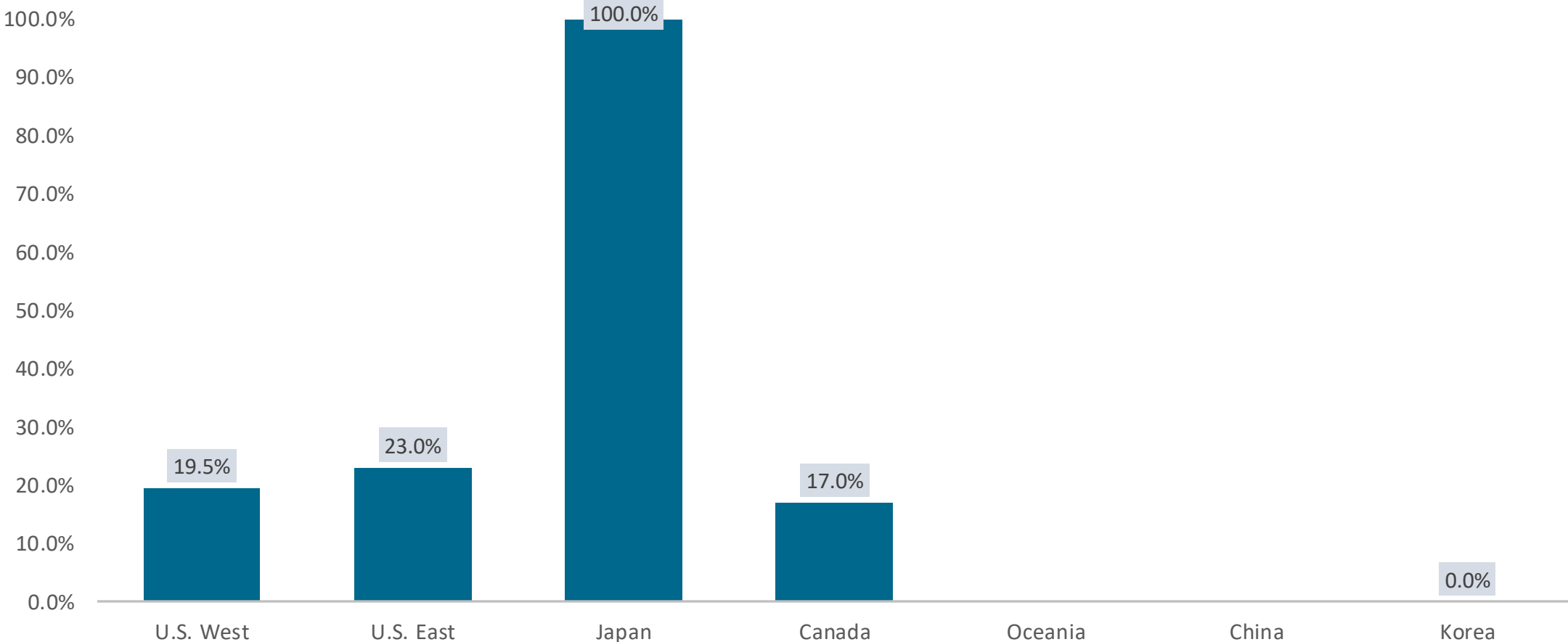
IMPACT OF HAWAIIAN MUSIC - LĀNA'I



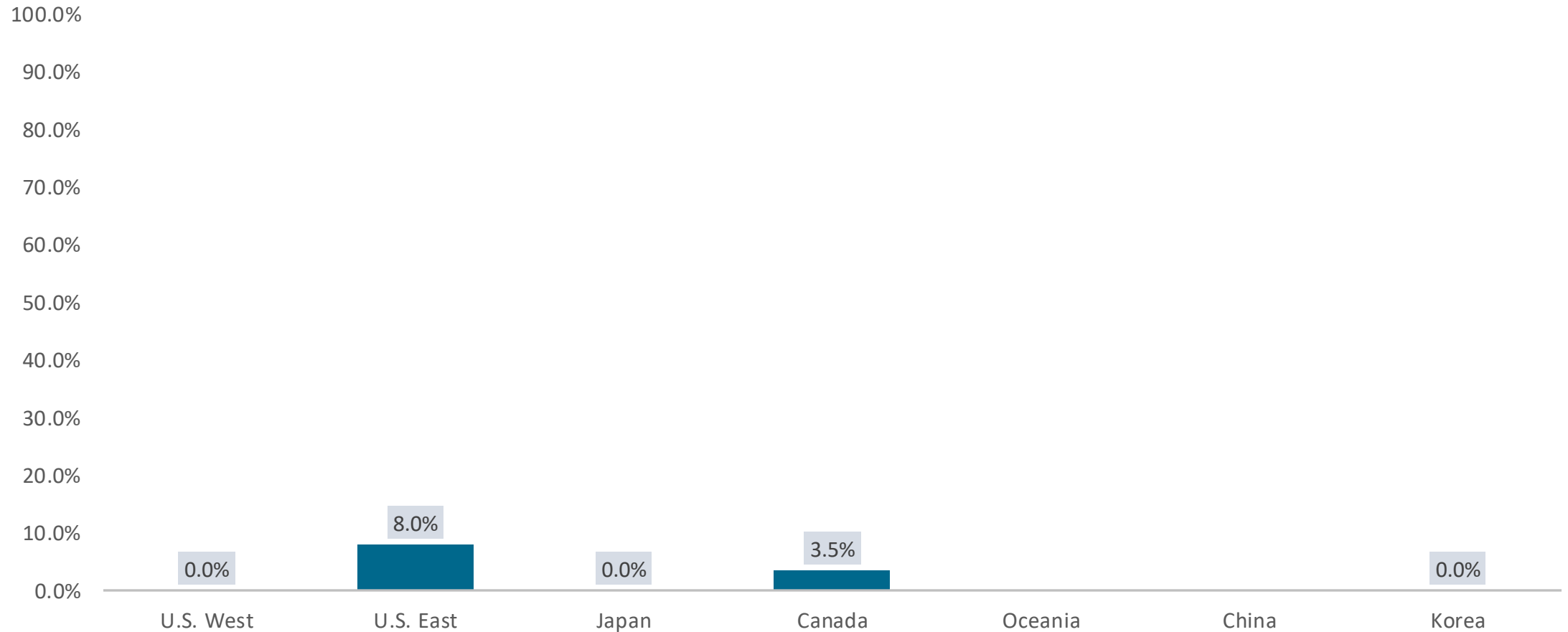
IMPACT OF SOCIAL MEDIA POSTS/VIDEOS - LĀNA'I



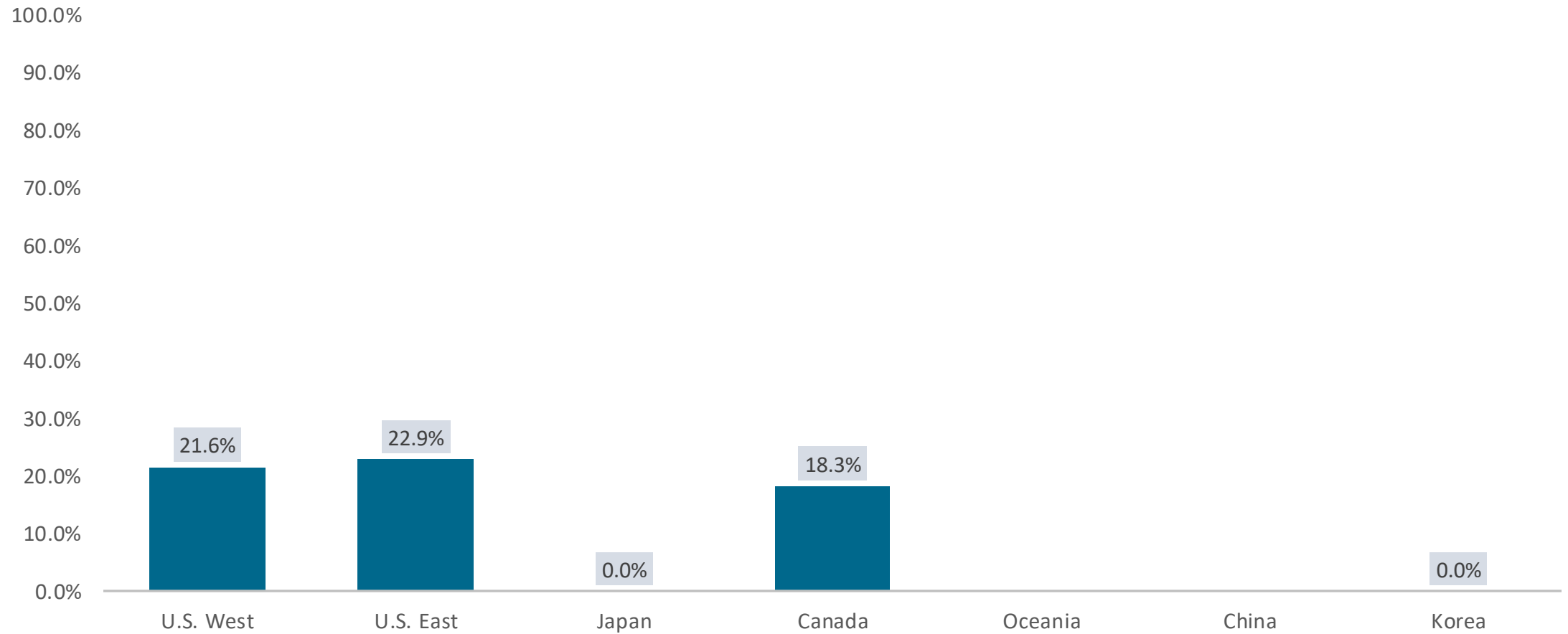
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - LĀNA'I



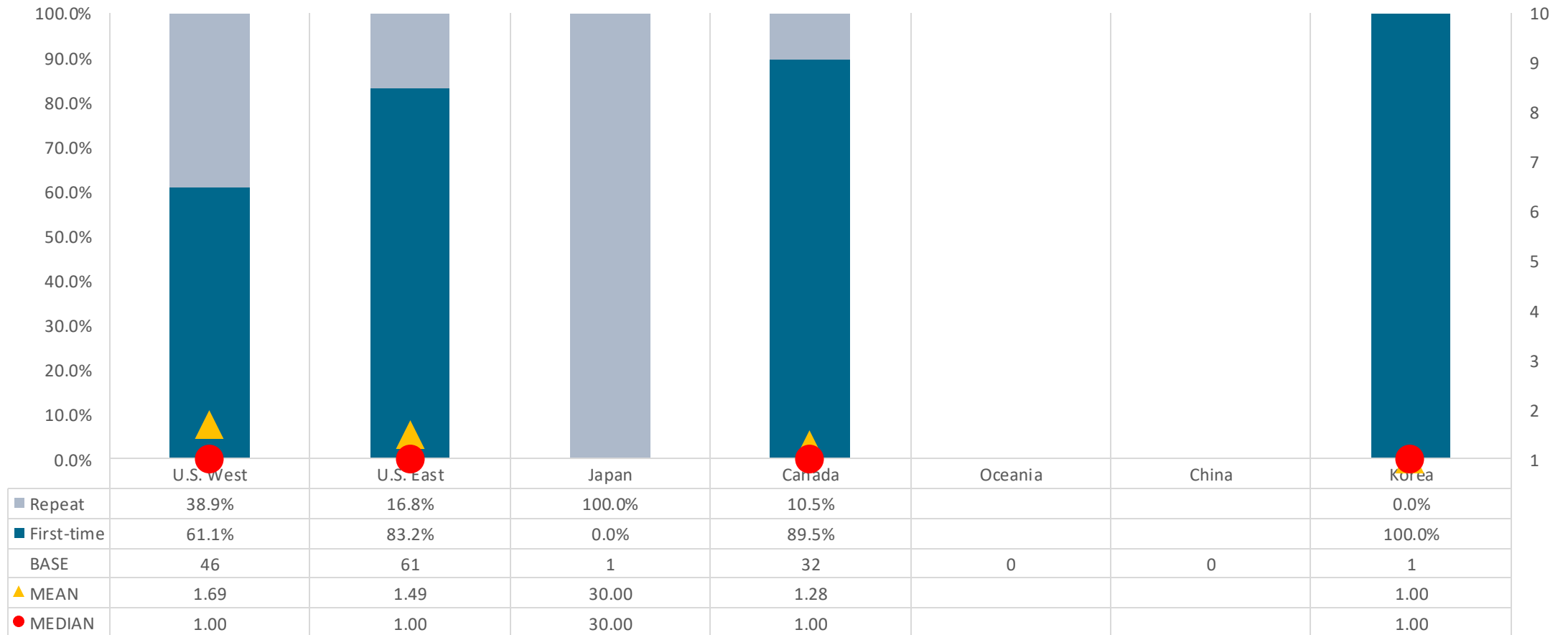
IMPACT OF HAWAIIAN CULTURAL EVENTS - LĀNA'I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - LĀNA'I



1st TIME VS REPEAT VISITOR - LĀNA'I



STRENGTHS/ POSITIVE ASPECTS - LĀNA'I

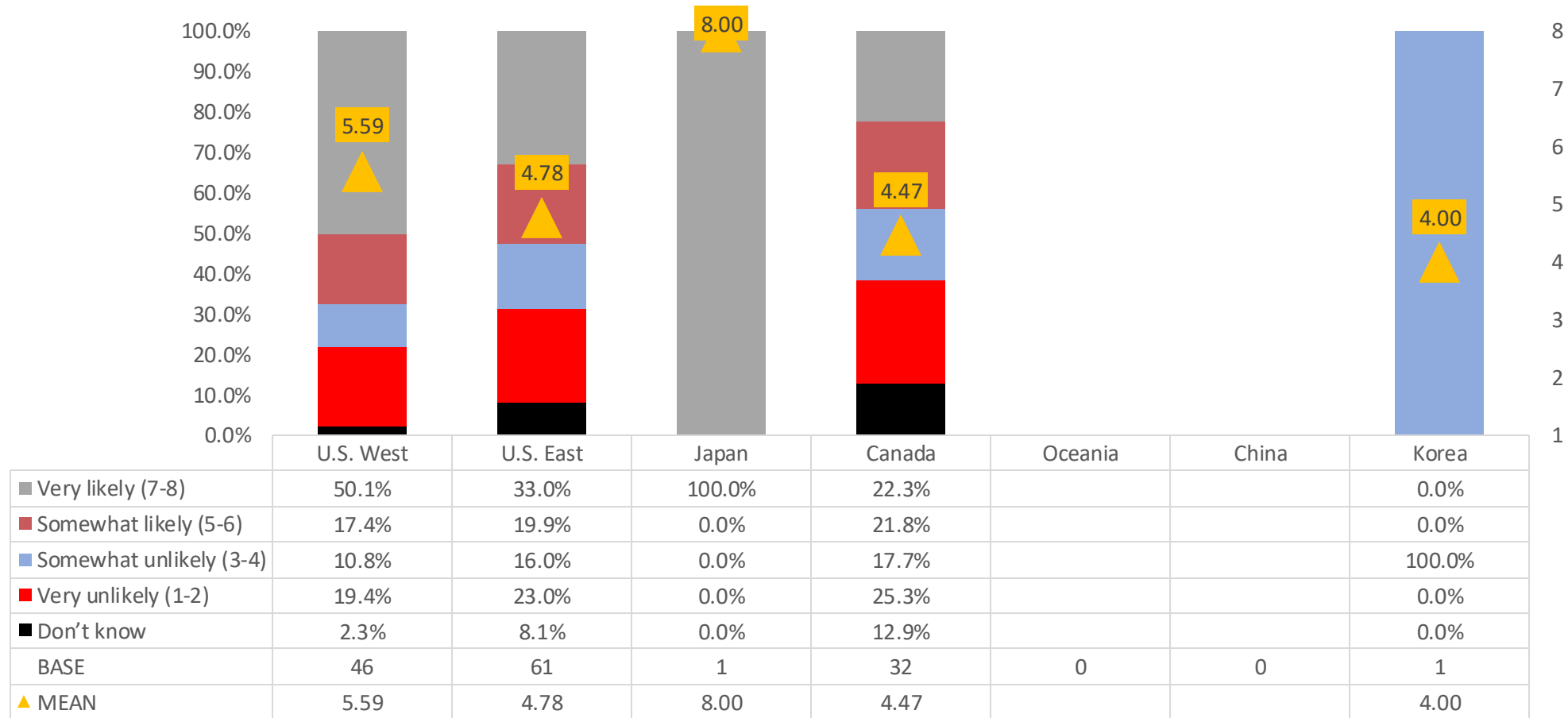
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Beach/ ocean	23.7%	26.3%	100.0%	13.5%	0.0%	0.0%	0.0%
Nature/ natural beauty/ scenery	13.2%	21.2%	0.0%	15.3%	0.0%	0.0%	100.0%
Friendliness of the local people	10.9%	4.9%	0.0%	5.9%	0.0%	0.0%	0.0%
Location	10.8%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Variety of activities/ attractions/ many choices	4.3%	9.6%	0.0%	22.3%	0.0%	0.0%	0.0%
Overall customer service/ hospitality/ the people	8.9%	3.4%	0.0%	3.5%	0.0%	0.0%	0.0%
Accommodations/ was as promised	8.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Feeling of the "Aloha Spirit"	6.5%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%
Not crowded/ few tourists	2.2%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%

AREAS OF OPPORTUNITIES - LĀNA'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	58.6%	64.0%	100.0%	68.8%	0.0%	0.0%	0.0%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	13.1%	4.8%	0.0%	6.5%	0.0%	0.0%	0.0%
Would like to experience more local culture	4.5%	8.0%	0.0%	12.9%	0.0%	0.0%	0.0%
Food/ restaurant variety/ dining options	6.5%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Variety of activities/ attractions	4.3%	4.9%	0.0%	8.9%	0.0%	0.0%	0.0%

LIKELIHOOD OF RETURN VISIT - LĀNA'I

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

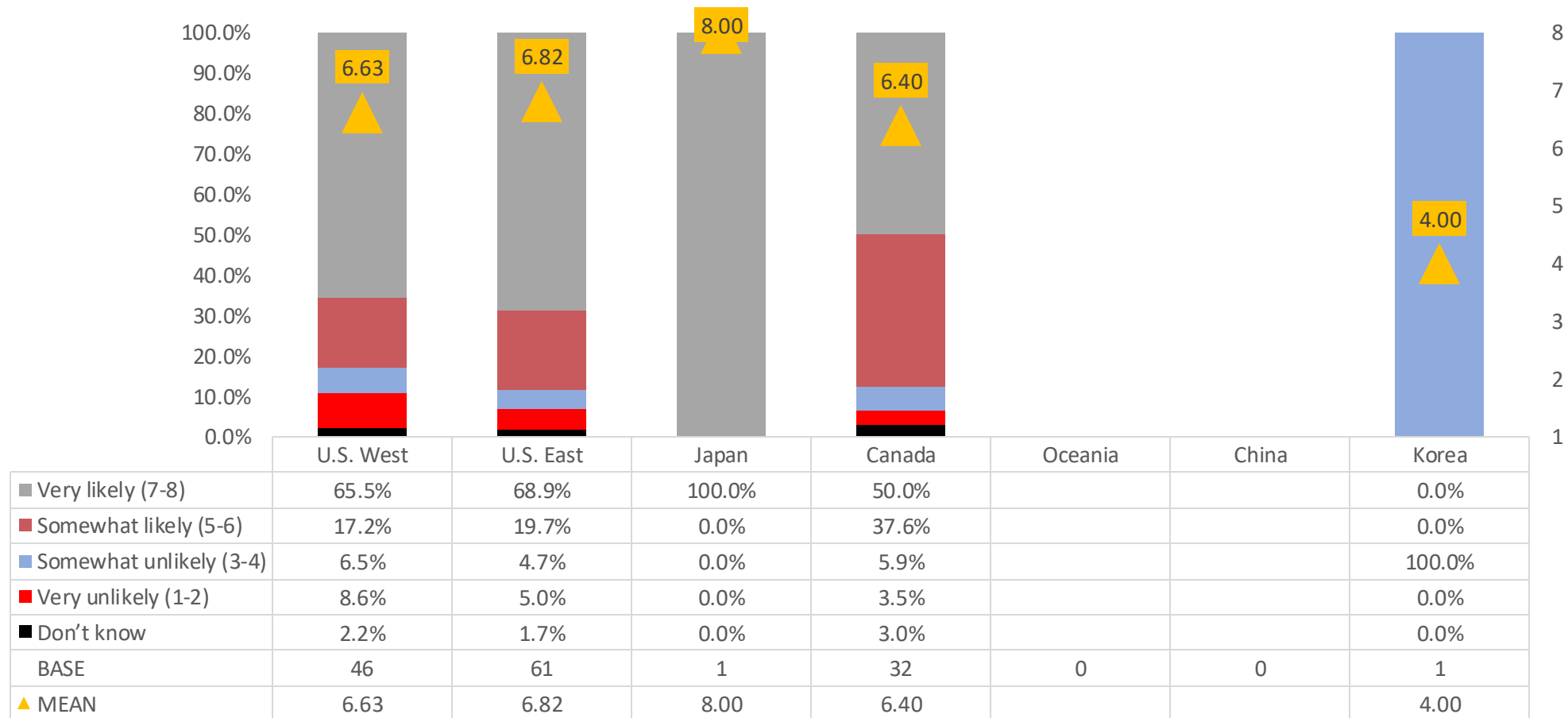


REASONS FOR NOT RETURNING LĀNA‘Ī

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Too expensive/cost	19.9%	37.7%	0.0%	27.4%	0.0%	0.0%	100.0%
Want to go someplace new	19.9%	31.0%	0.0%	31.7%	0.0%	0.0%	0.0%
No reason to return/ nothing new	33.2%	13.8%	0.0%	17.8%	0.0%	0.0%	100.0%
Other (please specify)	20.3%	7.1%	0.0%	5.3%	0.0%	0.0%	0.0%
Flight too long	0.0%	17.4%	0.0%	39.9%	0.0%	0.0%	0.0%
Nothing to do/ boring	13.3%	3.6%	0.0%	5.3%	0.0%	0.0%	0.0%
Poor health/ age restriction	6.6%	7.1%	0.0%	6.3%	0.0%	0.0%	0.0%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	6.6%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%
Lack of public transportation	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not enough value for the price	0.0%	3.6%	0.0%	10.6%	0.0%	0.0%	100.0%
Other financial obligations	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Unfriendly people/ felt unwelcome	0.0%	3.6%	0.0%	6.3%	0.0%	0.0%	0.0%

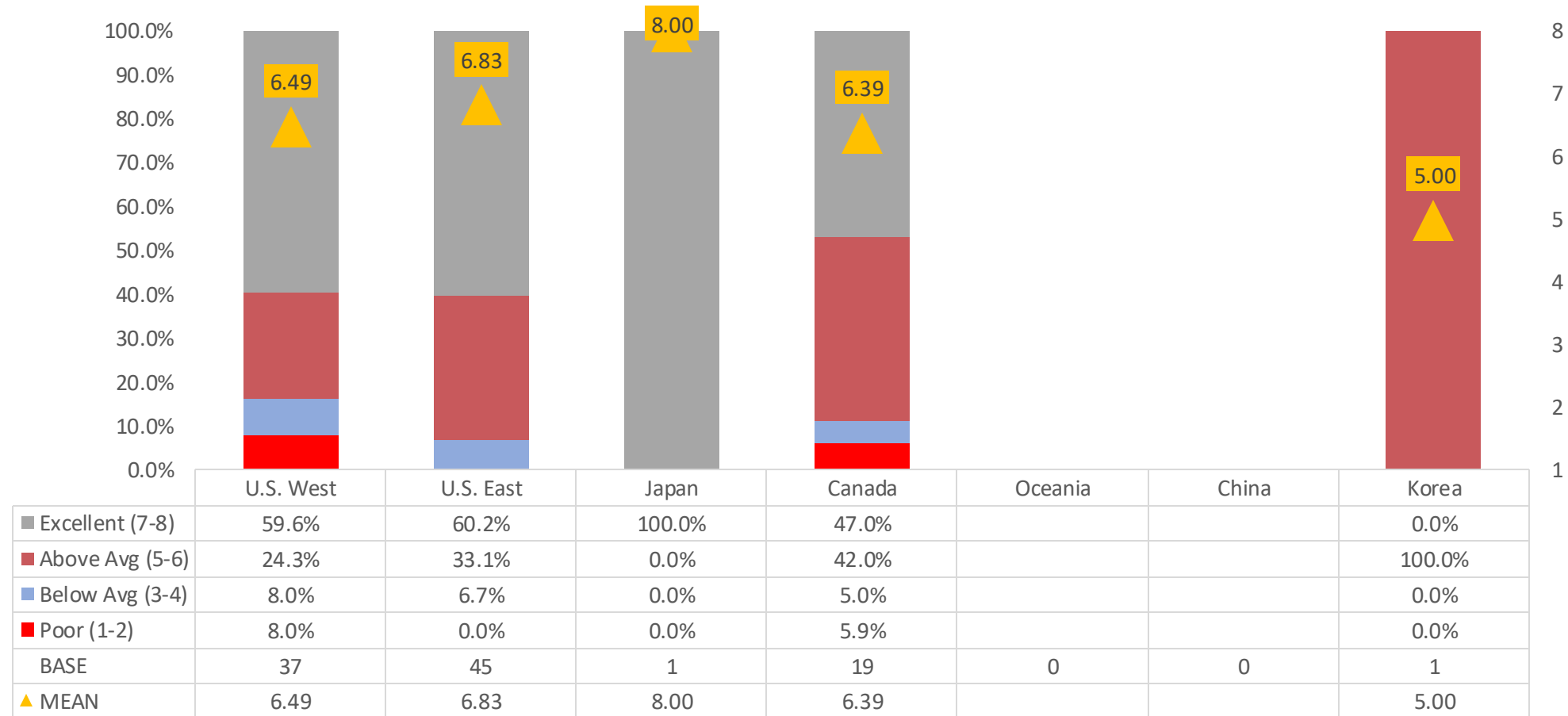
BRAND/ DESTINATION ADVOCACY - LĀNA'I

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



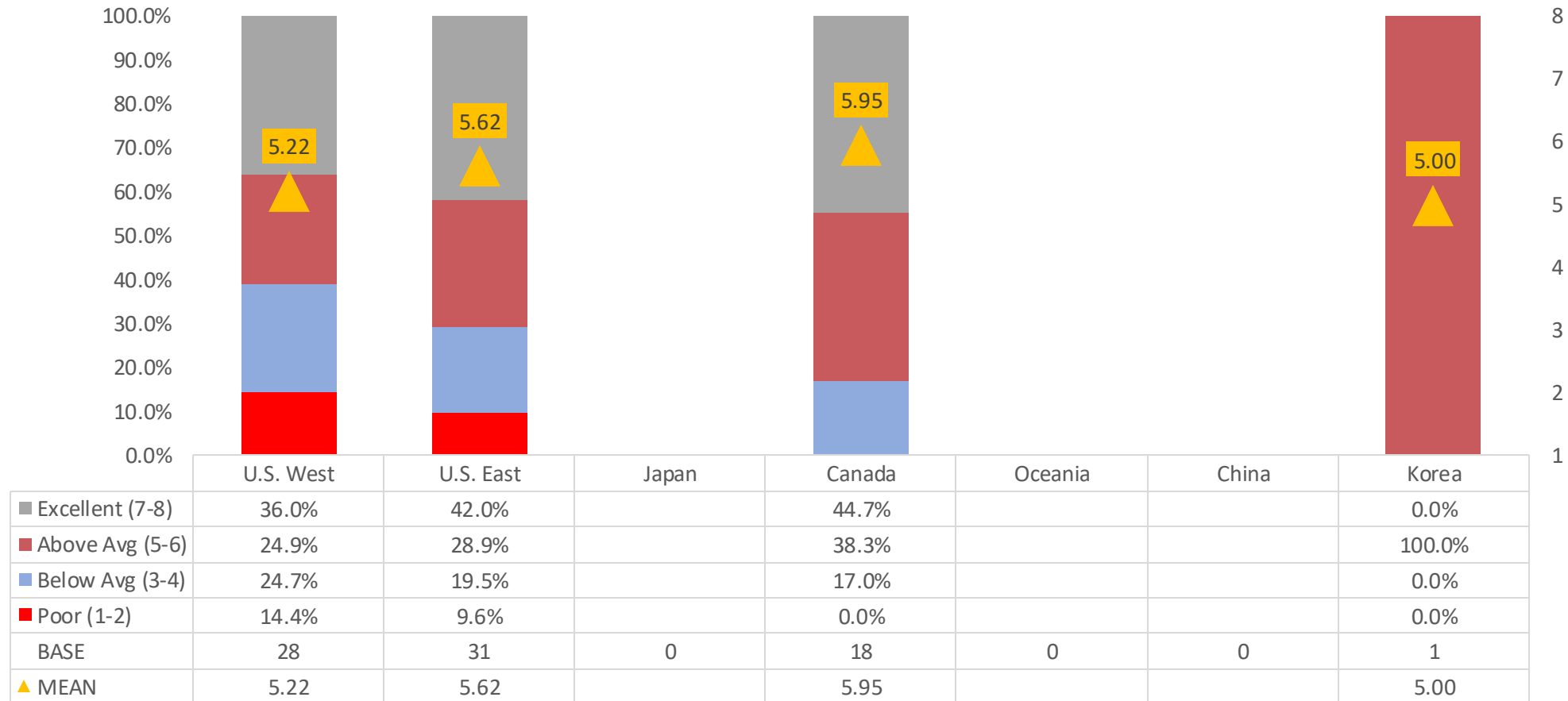
ENTERTAINMENT/ ATTRACTIONS - LĀNA'I

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



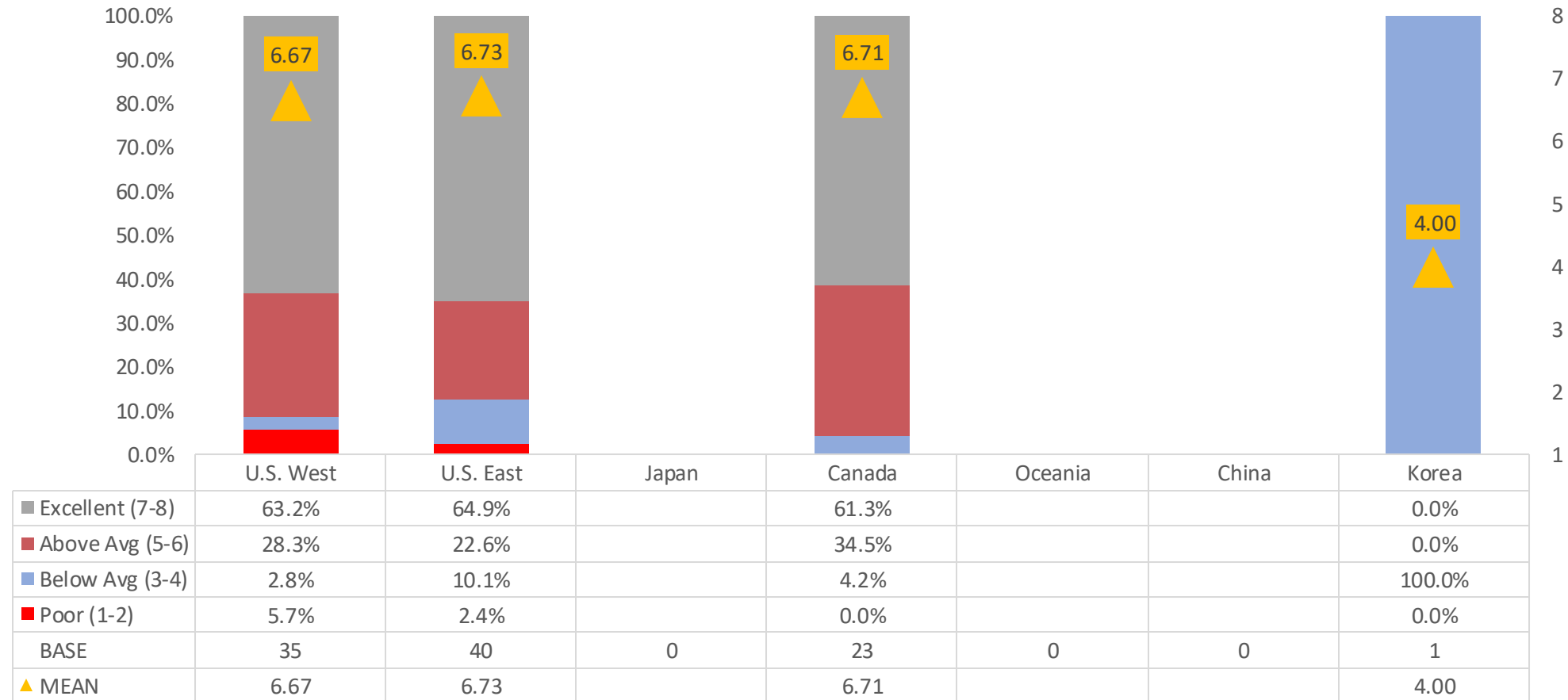
SHOPPING - LĀNA'I

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



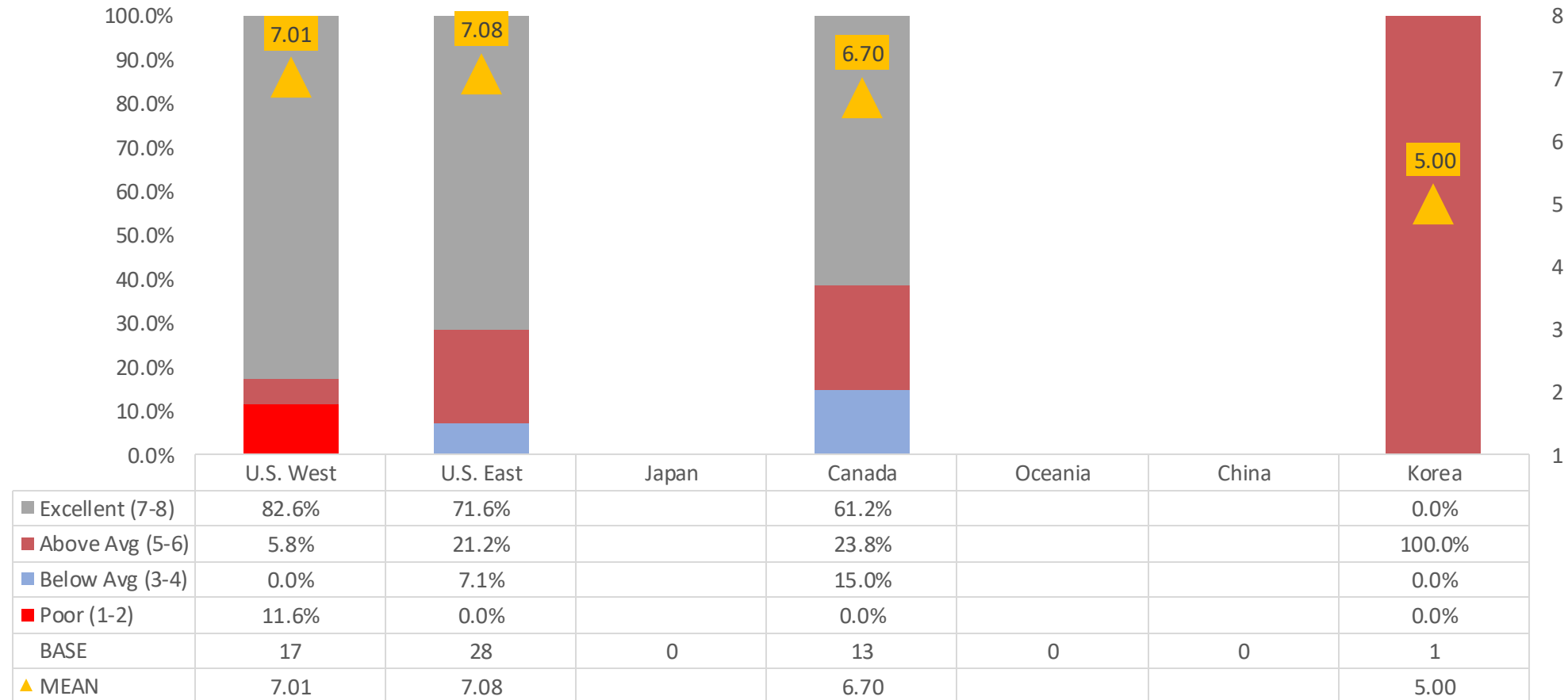
DINING/ FOOD & BEVERAGE - LĀNA'I

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



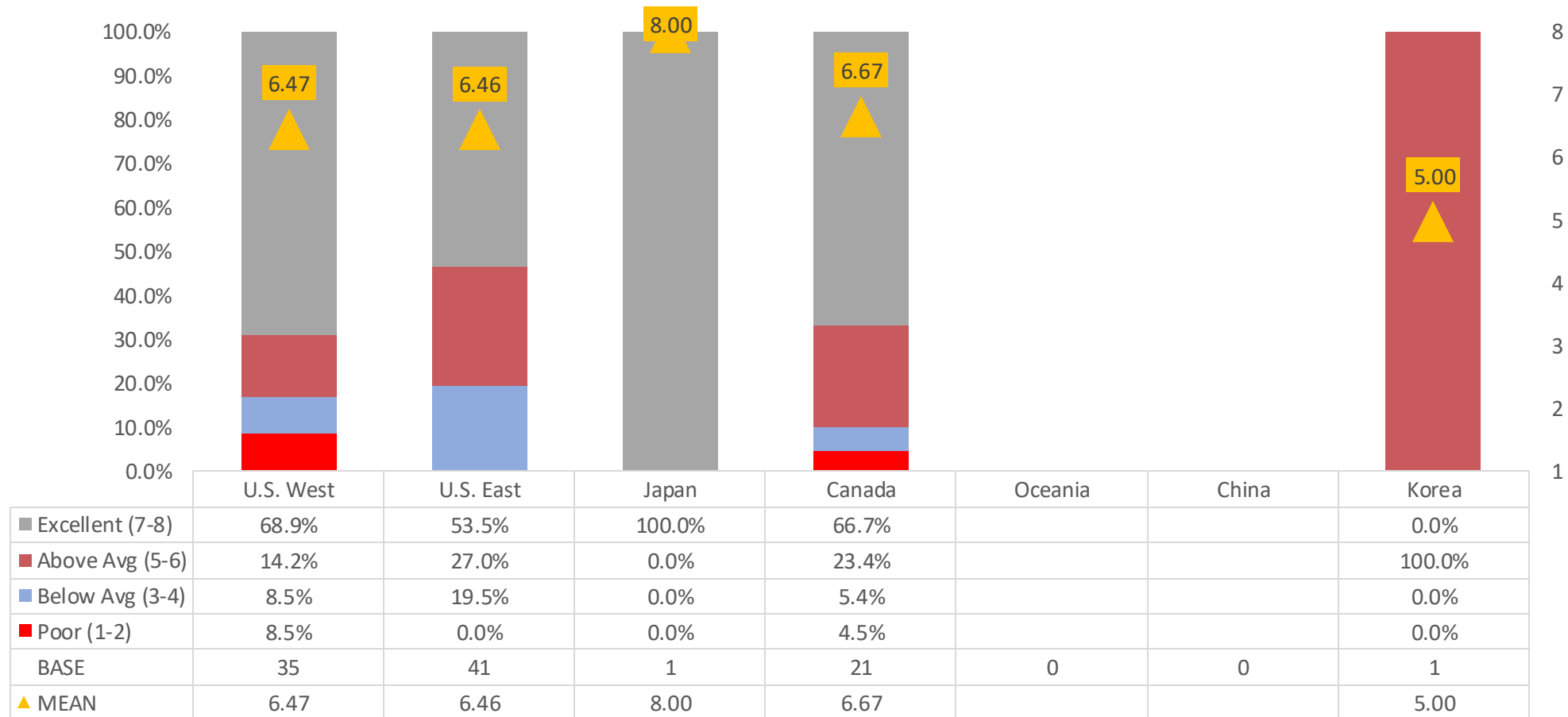
LODGING/ ACCOMMODATIONS - LĀNA'I

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



TRANSPORTATION ON ISLAND - LĀNA'I

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



LĀNA'I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	91.2%	98.4%	100.0%	100.0%	0.0%	0.0%	100.0%
On own (self-guided)/ driving around the island	26.9%	40.1%	0.0%	37.1%	0.0%	0.0%	100.0%
Helicopter ride/ airplane tour	2.3%	1.6%	0.0%	3.0%	0.0%	0.0%	0.0%
Boat tour/ submarine ride/ whale watching	31.0%	25.0%	0.0%	33.6%	0.0%	0.0%	0.0%
Visiting towns/ communities	37.9%	21.9%	100.0%	18.8%	0.0%	0.0%	100.0%
Private limousine/ van tour/ tour bus	17.8%	16.6%	0.0%	12.4%	0.0%	0.0%	0.0%
Scenic views/ natural landmarks	42.3%	40.5%	0.0%	27.7%	0.0%	0.0%	100.0%
Movie and TV filming location tours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

LĀNA'I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.4%	96.8%	100.0%	90.0%	0.0%	0.0%	100.0%
Beach/ sunbathing	66.8%	66.9%	100.0%	71.2%	0.0%	0.0%	100.0%
Bodyboarding	2.2%	1.6%	0.0%	10.0%	0.0%	0.0%	0.0%
Stand-up paddle boarding	0.0%	1.7%	0.0%	5.9%	0.0%	0.0%	0.0%
Surfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canoeing/ kayaking	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Swimming in the ocean	55.7%	53.8%	0.0%	37.6%	0.0%	0.0%	100.0%
Snorkeling	35.4%	47.0%	100.0%	40.6%	0.0%	0.0%	0.0%
Freediving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Windsurfing/ kitesurfing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scuba diving	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fishing	2.2%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Golf	6.6%	3.4%	0.0%	3.5%	0.0%	0.0%	0.0%

LĀNA'I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.4%	96.8%	100.0%	90.0%	0.0%	0.0%	100.0%
Running/ jogging/ fitness walking	11.2%	6.7%	0.0%	12.4%	0.0%	0.0%	0.0%
Cycling	8.8%	5.1%	0.0%	5.9%	0.0%	0.0%	0.0%
Spa	6.6%	6.7%	0.0%	3.0%	0.0%	0.0%	0.0%
Hiking	26.6%	37.1%	0.0%	18.3%	0.0%	0.0%	0.0%
Backpacking/ camping	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Agritourism	6.6%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Sports event or tournament	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parks/ botanical gardens	15.7%	16.4%	0.0%	14.8%	0.0%	0.0%	100.0%
Waterparks	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mountain tubing/ waterfall rappel	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%
Zip-lining	2.2%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Skydiving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All-terrain vehicle (ATV)	2.2%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Horseback riding	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%

LĀNA'I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	77.7%	78.6%	0.0%	67.7%	0.0%	0.0%	100.0%
Lunch/ sunset/ dinner/ evening cruise	15.7%	28.3%	0.0%	24.2%	0.0%	0.0%	0.0%
Live music/ stage show	4.4%	5.1%	0.0%	15.3%	0.0%	0.0%	0.0%
Nightclub/ dancing/ bar/ karaoke	2.2%	1.6%	0.0%	3.0%	0.0%	0.0%	0.0%
Fine dining	13.2%	15.2%	0.0%	21.2%	0.0%	0.0%	0.0%
Family restaurant	31.1%	27.0%	0.0%	12.9%	0.0%	0.0%	100.0%
Fast food	8.8%	1.7%	0.0%	15.3%	0.0%	0.0%	100.0%
Food truck	0.0%	3.3%	0.0%	11.8%	0.0%	0.0%	100.0%
Café/ coffee house	26.6%	20.0%	0.0%	18.3%	0.0%	0.0%	0.0%
Ethnic dining	9.0%	10.0%	0.0%	6.5%	0.0%	0.0%	0.0%
Farm-to-table cuisine	17.8%	5.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Prepared own meal	4.4%	11.8%	0.0%	10.5%	0.0%	0.0%	0.0%

LĀNA'I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	64.6%	61.7%	0.0%	64.2%	0.0%	0.0%	100.0%
Malls/ department stores	2.3%	6.5%	0.0%	21.2%	0.0%	0.0%	100.0%
Designer boutiques	9.0%	3.3%	0.0%	3.5%	0.0%	0.0%	0.0%
Hotel/ resort stores	11.2%	11.7%	0.0%	9.4%	0.0%	0.0%	0.0%
Swap meet/ flea market	0.0%	3.3%	0.0%	3.0%	0.0%	0.0%	0.0%
Discount/ outlet stores	2.3%	3.3%	0.0%	5.9%	0.0%	0.0%	100.0%
Supermarkets	6.8%	12.0%	0.0%	5.9%	0.0%	0.0%	0.0%
Farmer's market	0.0%	6.8%	0.0%	12.9%	0.0%	0.0%	100.0%
Convenience stores	17.8%	18.5%	0.0%	18.3%	0.0%	0.0%	100.0%
Duty free stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Hawai'i-based products	6.9%	16.7%	0.0%	12.4%	0.0%	0.0%	0.0%
Local shops and artisans	35.7%	40.1%	0.0%	28.2%	0.0%	0.0%	0.0%

LĀNA'I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	53.4%	53.3%	0.0%	45.9%	0.0%	0.0%	100.0%
Historic military sites and museums	2.2%	5.0%	0.0%	10.0%	0.0%	0.0%	100.0%
Historic Hawaiian sites and museums	15.6%	26.8%	0.0%	12.9%	0.0%	0.0%	0.0%
Other historical sites, museums, and homes	9.2%	13.2%	0.0%	5.9%	0.0%	0.0%	100.0%
Art museum	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Art galleries/ exhibitions	15.6%	15.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Lū'au/ Polynesian show/ hula show	4.5%	10.0%	0.0%	14.8%	0.0%	0.0%	0.0%
Lesson- ex. ukulele, hula, canoe, lei making	4.4%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Play/ concert/ theatre	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Art/ craft fair	0.0%	3.4%	0.0%	8.9%	0.0%	0.0%	0.0%
Festival/ event	13.4%	8.3%	0.0%	5.9%	0.0%	0.0%	0.0%

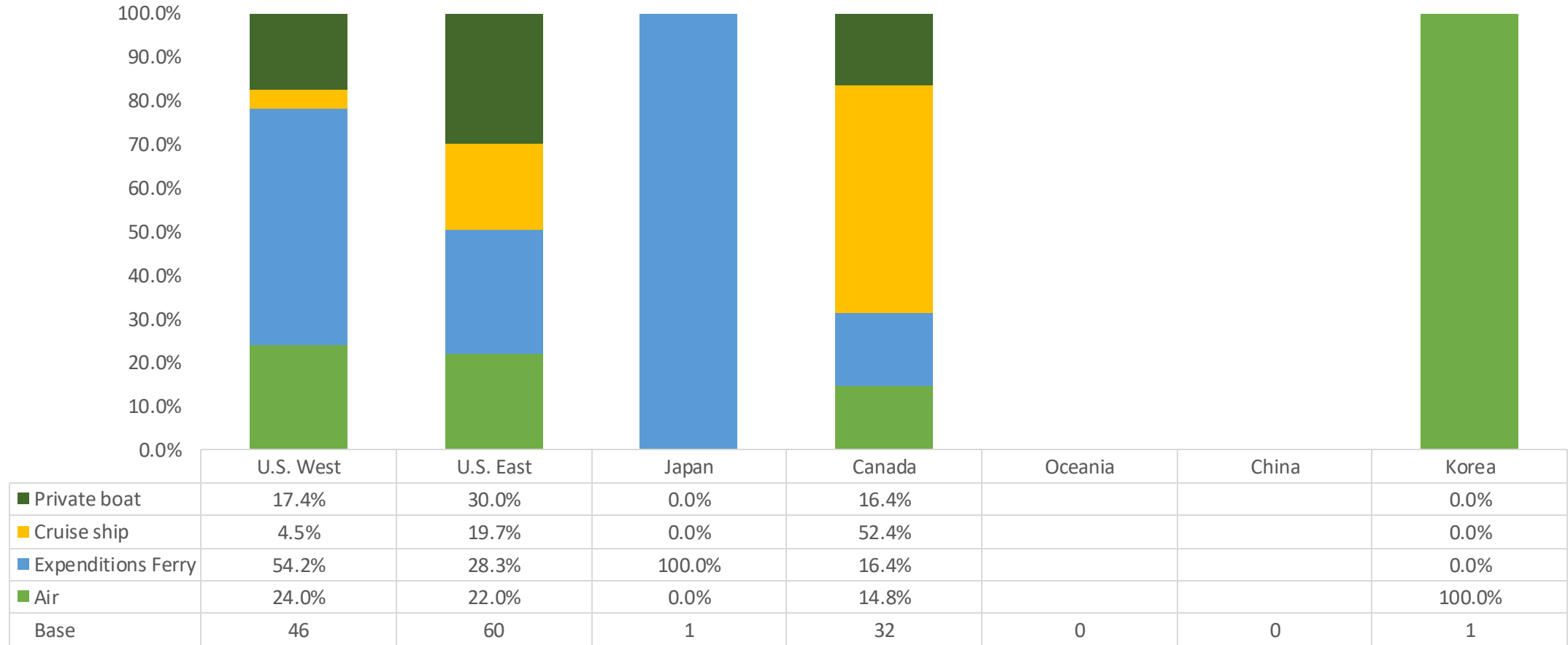
LĀNA'I ACTIVITIES - TRANSPORTATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	62.3%	55.1%	0.0%	61.3%	0.0%	0.0%	100.0%
Airport shuttle	15.4%	15.1%	0.0%	11.8%	0.0%	0.0%	0.0%
Trolley	2.3%	1.6%	0.0%	10.0%	0.0%	0.0%	0.0%
Public bus	4.5%	1.6%	0.0%	5.9%	0.0%	0.0%	0.0%
Tour bus/ tour van	13.2%	11.5%	0.0%	30.6%	0.0%	0.0%	0.0%
Taxi/ limo	17.9%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Rental car	13.4%	20.4%	0.0%	18.3%	0.0%	0.0%	100.0%
Ride share	9.1%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Car share	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Bicycle rental	2.2%	1.7%	0.0%	5.9%	0.0%	0.0%	0.0%

LĀNA'I ACTIVITIES - OTHER

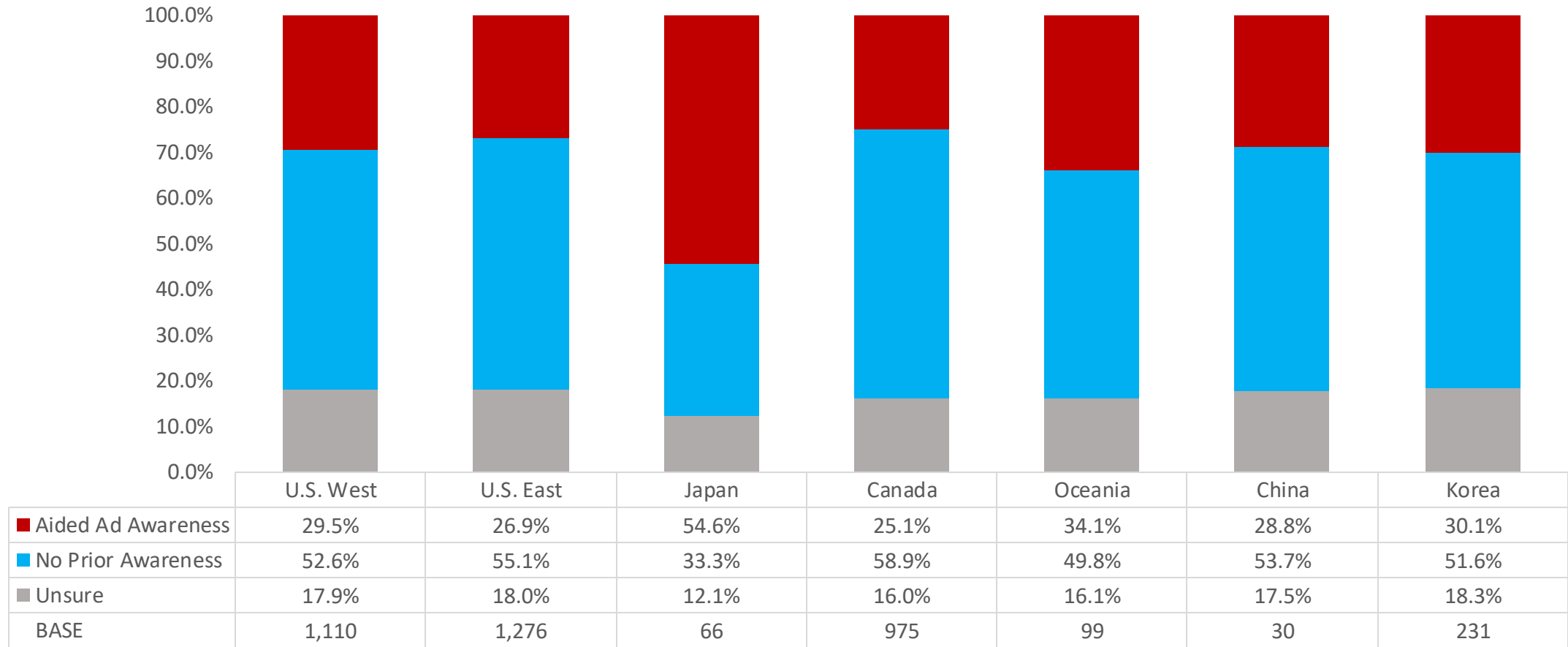
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	9.1%	13.5%	0.0%	3.0%	0.0%	0.0%	100.0%
Visiting friends and family	6.9%	11.9%	0.0%	3.0%	0.0%	0.0%	100.0%
Giving back to the local community	2.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%

TRANSPORTATION TO LĀNA'I



Section 25 – Island of Hawai'i

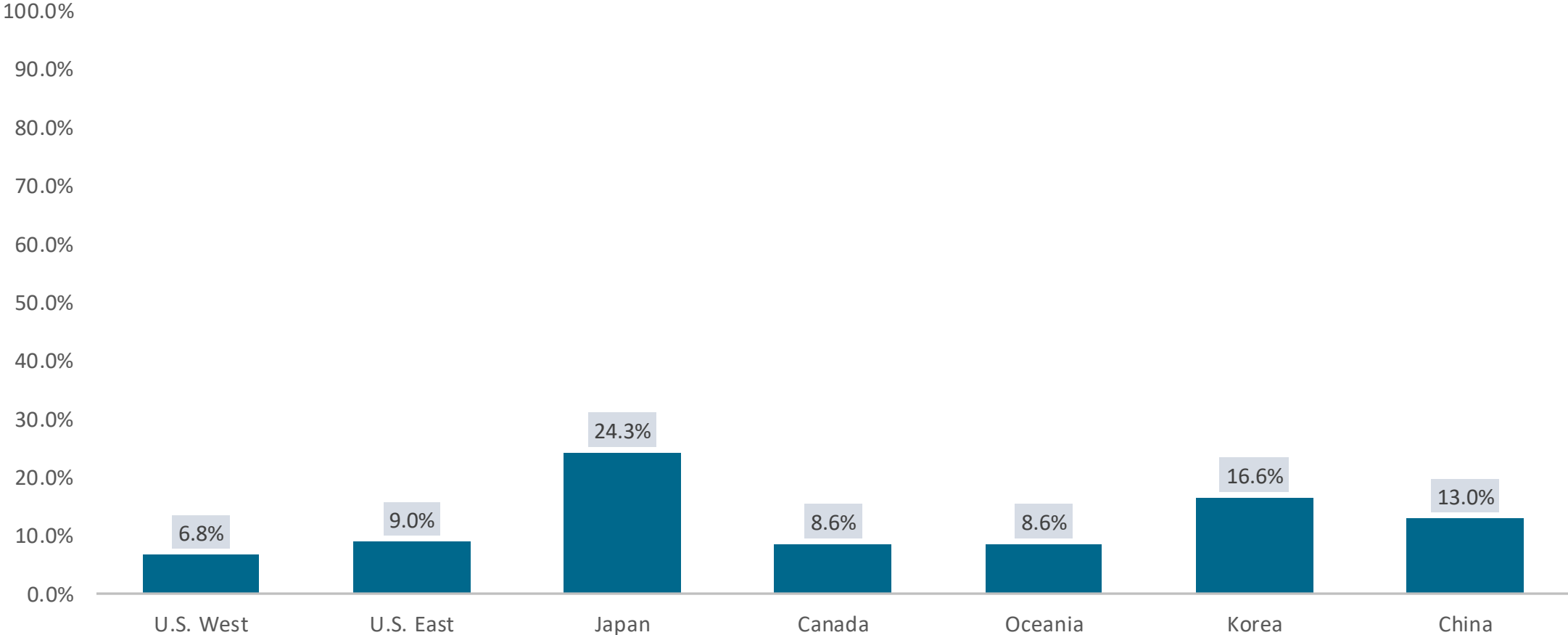
AIDED ADVERTISING AWARENESS - ISLAND OF HAWAI'I



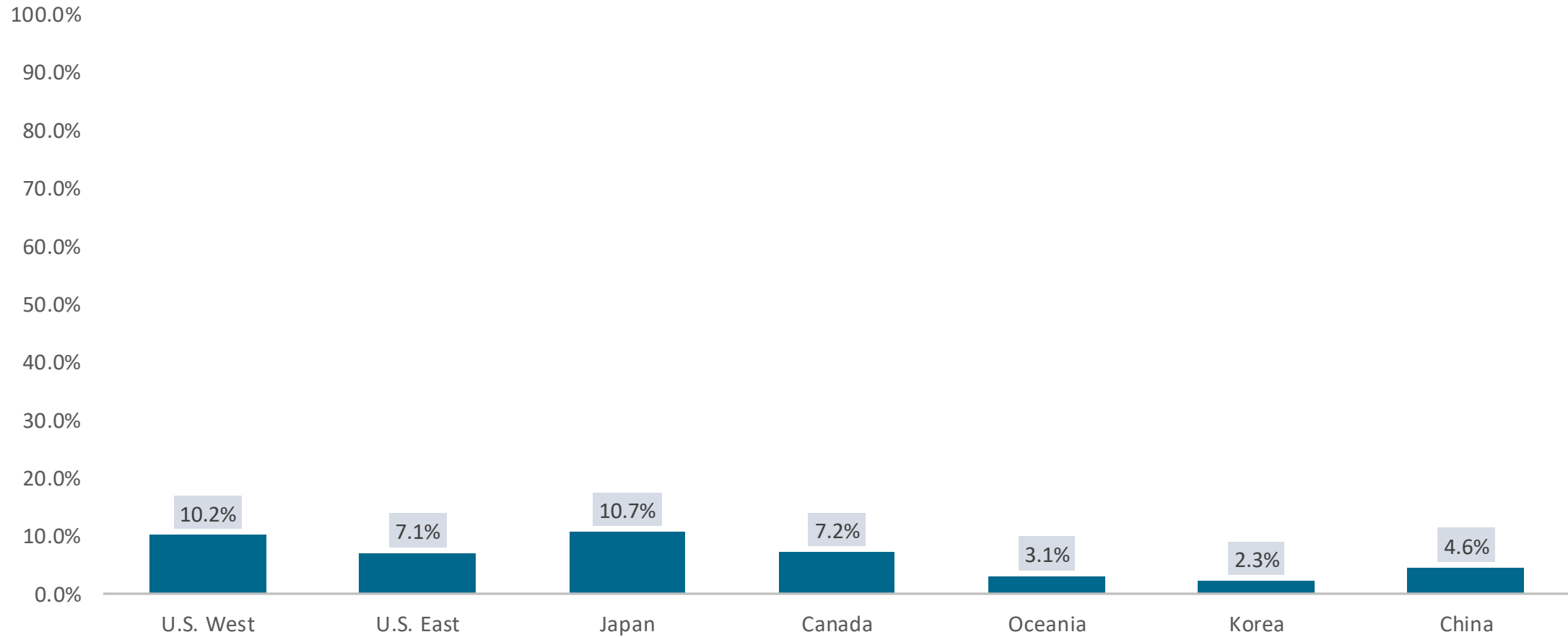
AIDED ADVERTISING AWARENESS - ISLAND OF HAWAI'I

- ***Trips to Hawaii:*** Repeat visitors from **U.S. West** were more likely to recall advertising for Hawai'i Island than first-time visitors from this market.
- ***Age:*** Among visitors from **U.S. West** and **Japan**, advertising awareness was highest among seniors (65+).

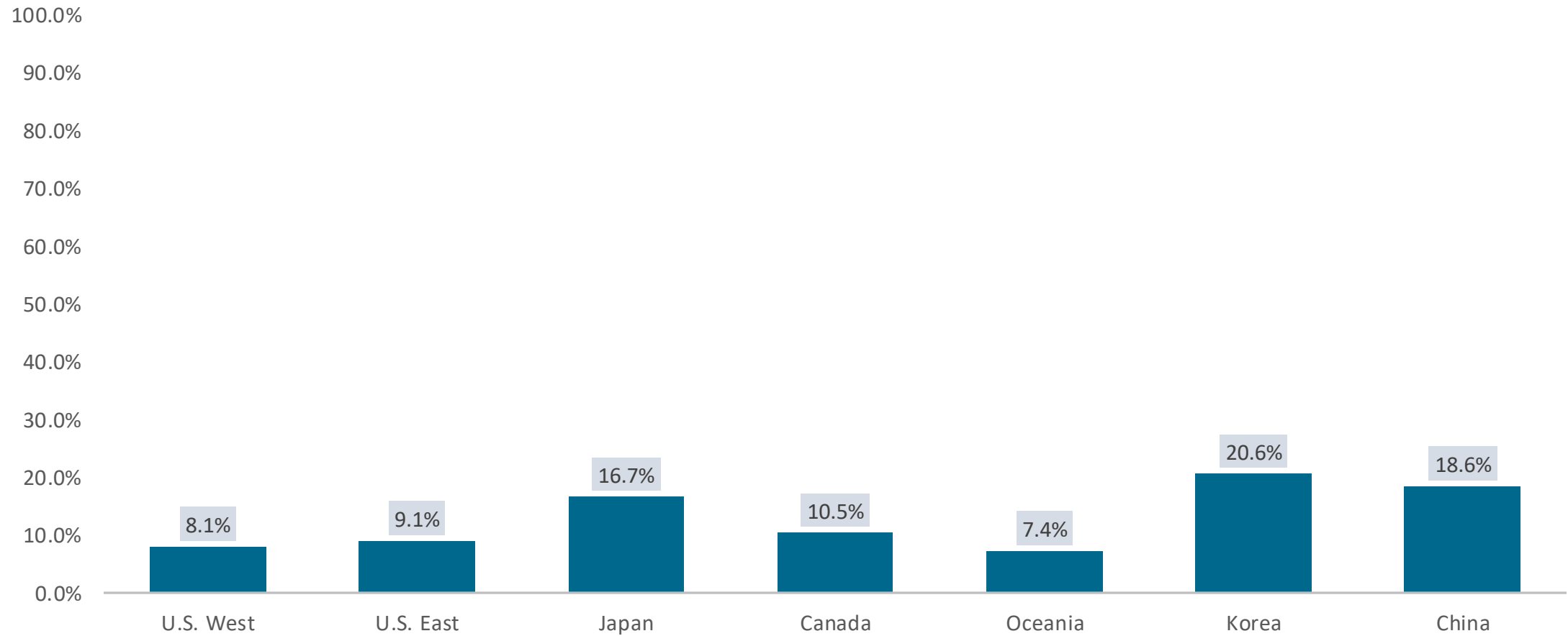
IMPACT OF LOCATION FILMING - ISLAND OF HAWAI'I



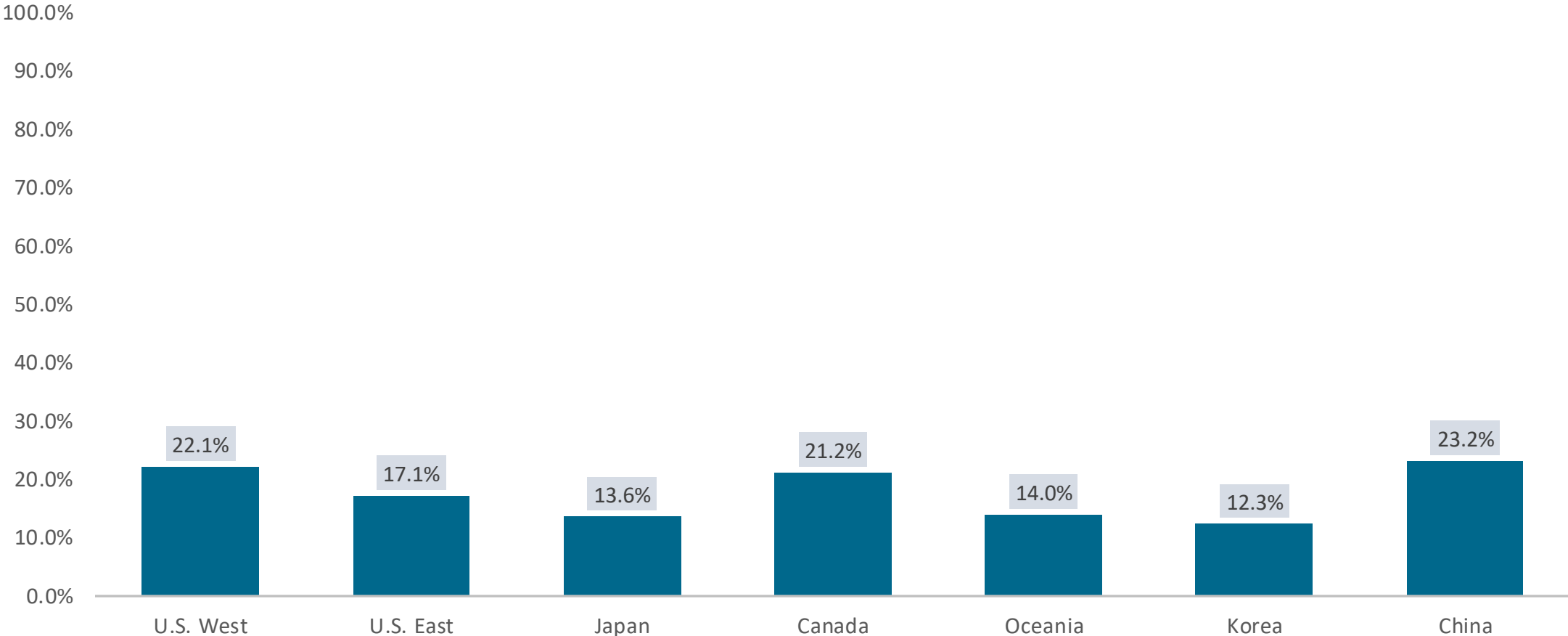
IMPACT OF HAWAIIAN MUSIC - ISLAND OF HAWAI'I



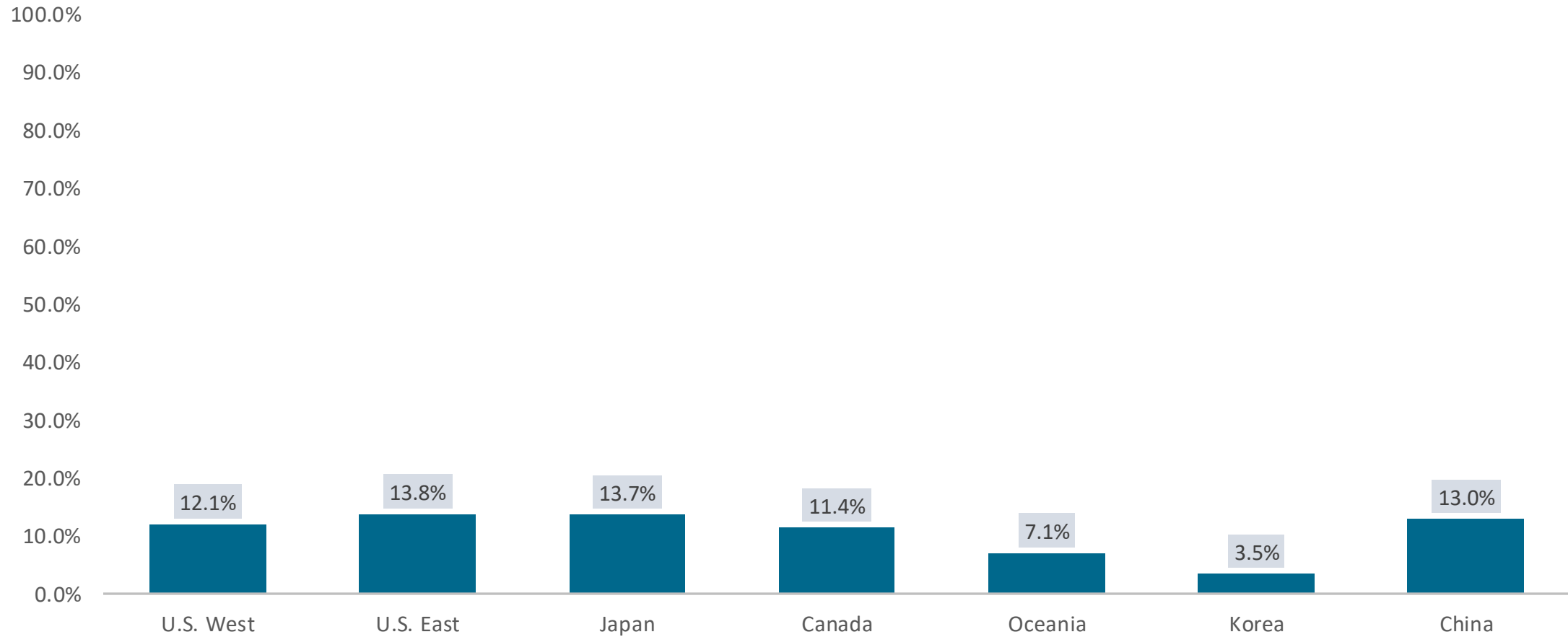
IMPACT OF SOCIAL MEDIA POSTS/VIDEOS - ISLAND OF HAWAI'I



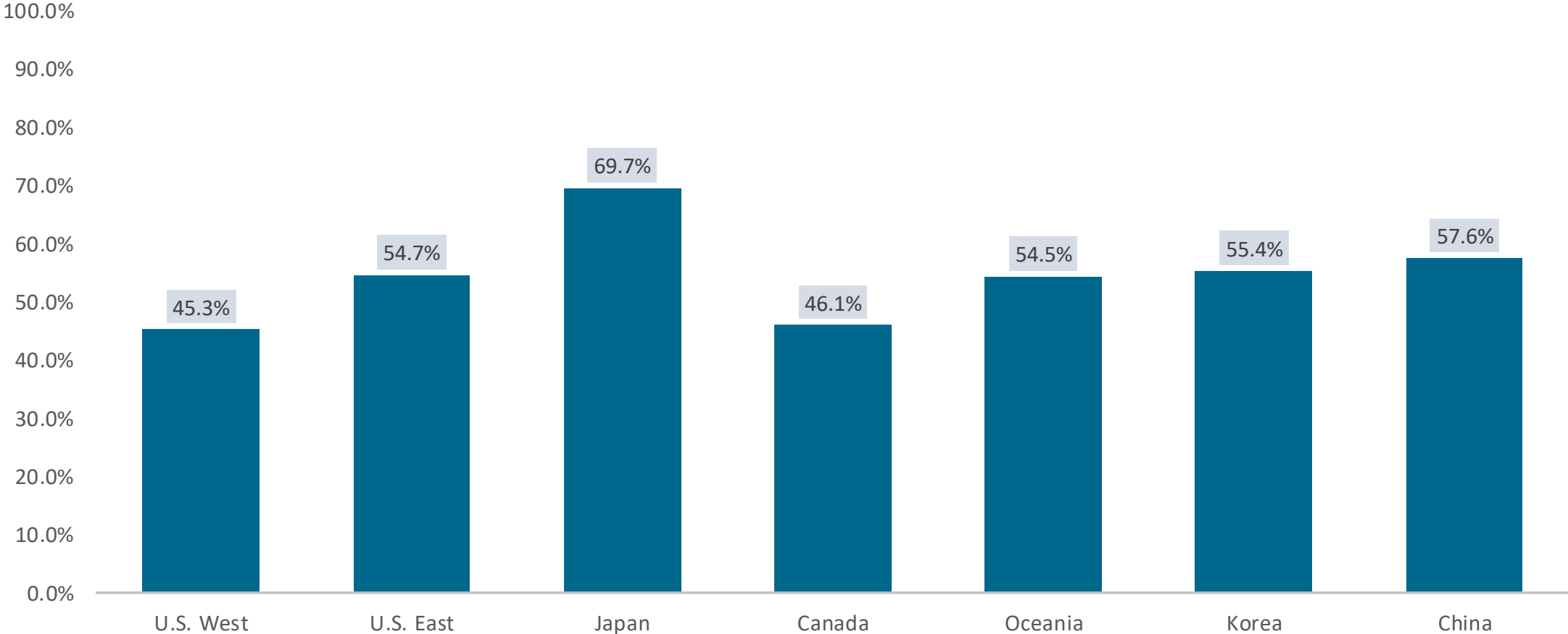
IMPACT OF OUTDOOR/ SPORTING ACTIVITIES/ EVENTS - ISLAND OF HAWAI'I



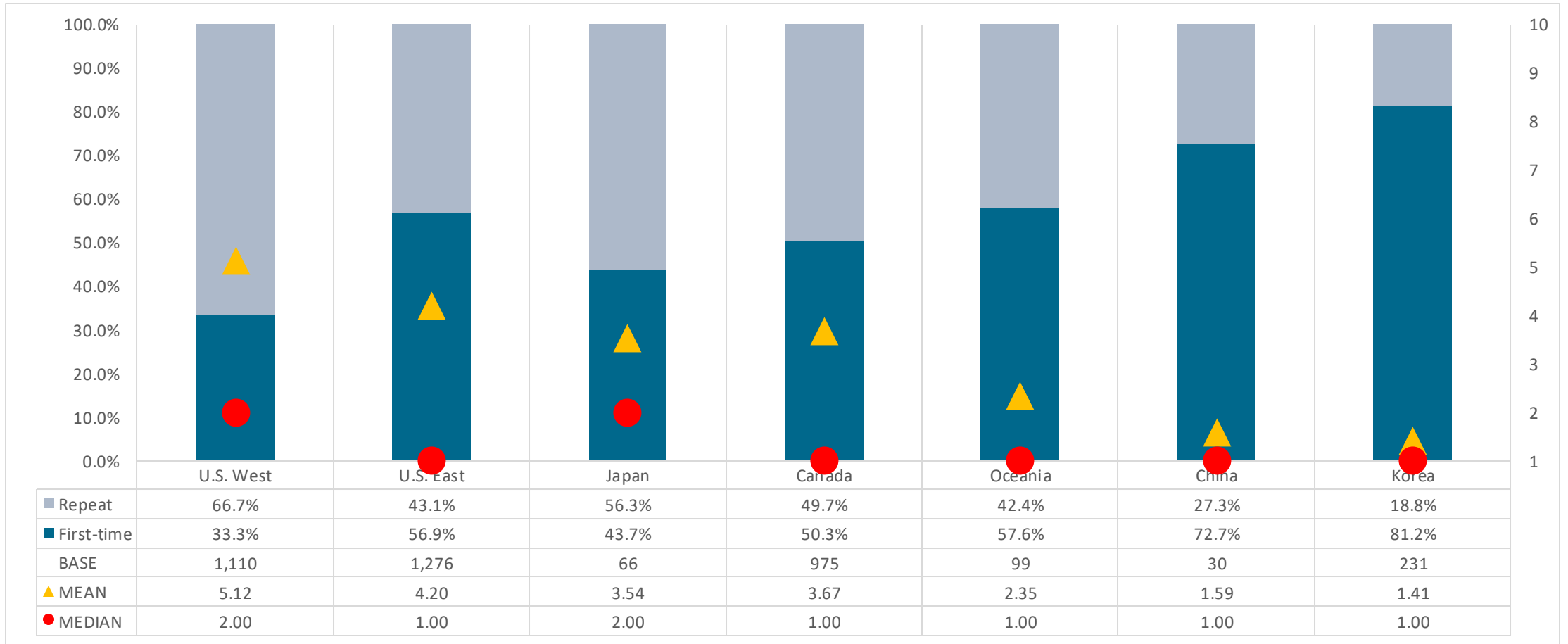
IMPACT OF HAWAIIAN CULTURAL EVENTS - ISLAND OF HAWAI'I



IMPACT OF FAMOUS LANDMARKS/ NATURAL BEAUTY - ISLAND OF HAWAI'I



1st TIME VS REPEAT VISITOR - ISLAND OF HAWAI'I



1st TIME VS REPEAT VISITOR - ISLAND OF HAWAI'I

- **Age:** The average number of trips to Hawai'i Island increased among **U.S. West** and **Korea** visitors as they got older.
- **Household income:** The number of trips to Hawai'i Island is highest amongst more affluent respondents (\$150K+) from **U.S. West**.
- **Gender:** Male visitors from **Japan** have visited Hawai'i Island more often.
- **Islands visited:** Those visitors from **Canada** whose trip was limited to just Hawai'i Island have visited more often than those whose current trip included stops on multiple islands.

STRENGTHS/ POSITIVE ASPECTS - ISLAND OF HAWAI'I

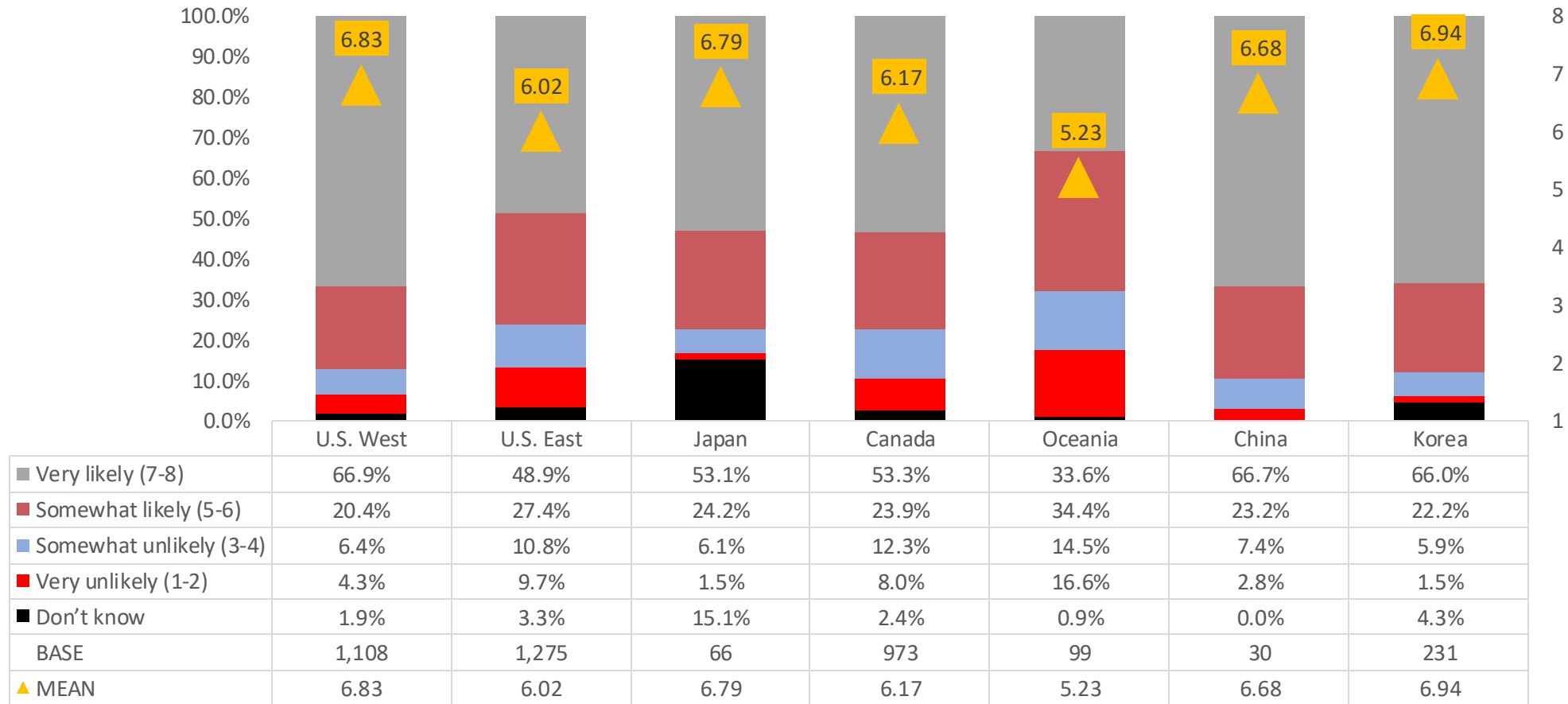
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Nature/ natural beauty/ scenery	22.7%	31.6%	54.5%	25.2%	35.3%	33.3%	40.5%
Variety of activities/ attractions/ many choices	15.5%	19.5%	12.1%	16.4%	15.0%	27.7%	23.0%
Beach/ ocean	18.4%	8.5%	6.0%	16.9%	5.0%	14.7%	11.8%
Feeling of the "Aloha Spirit"	8.5%	8.1%	4.6%	9.0%	3.8%	0.0%	3.3%
Friendliness of the local people	6.8%	7.0%	3.0%	9.0%	8.3%	8.4%	3.0%
Events/ celebrations with friends/ family	5.9%	5.4%	1.5%	3.7%	9.3%	2.8%	2.0%
Local culture/ people/ music	4.0%	3.1%	0.0%	3.1%	6.2%	2.8%	3.4%
Accommodations/ was as promised	3.2%	2.1%	10.6%	3.9%	0.9%	0.0%	0.8%
Food/ restaurant variety/ dining options	3.5%	2.2%	3.0%	1.4%	0.9%	2.8%	2.9%
Overall customer service/ hospitality/ the people	2.4%	2.4%	1.5%	2.0%	4.7%	0.0%	1.4%

AREAS OF OPPORTUNITIES - ISLAND OF HAWAI'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
No negatives/ everything was great	40.0%	43.5%	41.0%	38.3%	42.1%	28.8%	31.3%
Food/ restaurant variety/ dining options	8.2%	5.8%	4.5%	7.7%	7.4%	14.7%	10.2%
Rental car experience (long waits in line, condition of rental car, bad check in or out service/ rental car company service)	6.8%	6.0%	9.1%	4.9%	3.8%	11.9%	6.2%
Would like to experience more local culture	6.3%	6.1%	4.6%	4.6%	1.2%	2.8%	3.9%
Traffic (congested/slow)	5.7%	5.4%	3.0%	4.7%	3.1%	2.8%	1.4%
Cost/ Expensive (specific/non-specific)	3.6%	5.0%	4.6%	6.8%	9.3%	2.8%	4.0%
Driving experience (signage, road surface, traffic violations, bad drivers)	3.8%	5.2%	0.0%	3.6%	3.3%	7.4%	1.1%
Availability of ground transportation/ tour busses/ limos, availability of taxi cabs, ride share options, etc.	2.5%	3.1%	18.2%	5.5%	5.8%	5.6%	8.6%
Food/ restaurant quality	2.7%	2.2%	1.5%	3.2%	4.0%	2.8%	9.3%
Homelessness	3.2%	1.7%	0.0%	1.4%	3.8%	0.0%	2.1%
Accommodations/ cleanliness/ upkeep	1.8%	2.1%	3.0%	1.6%	2.1%	0.0%	4.3%
Accommodations/ not as promised	1.1%	1.5%	7.5%	1.2%	5.0%	0.0%	1.5%

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

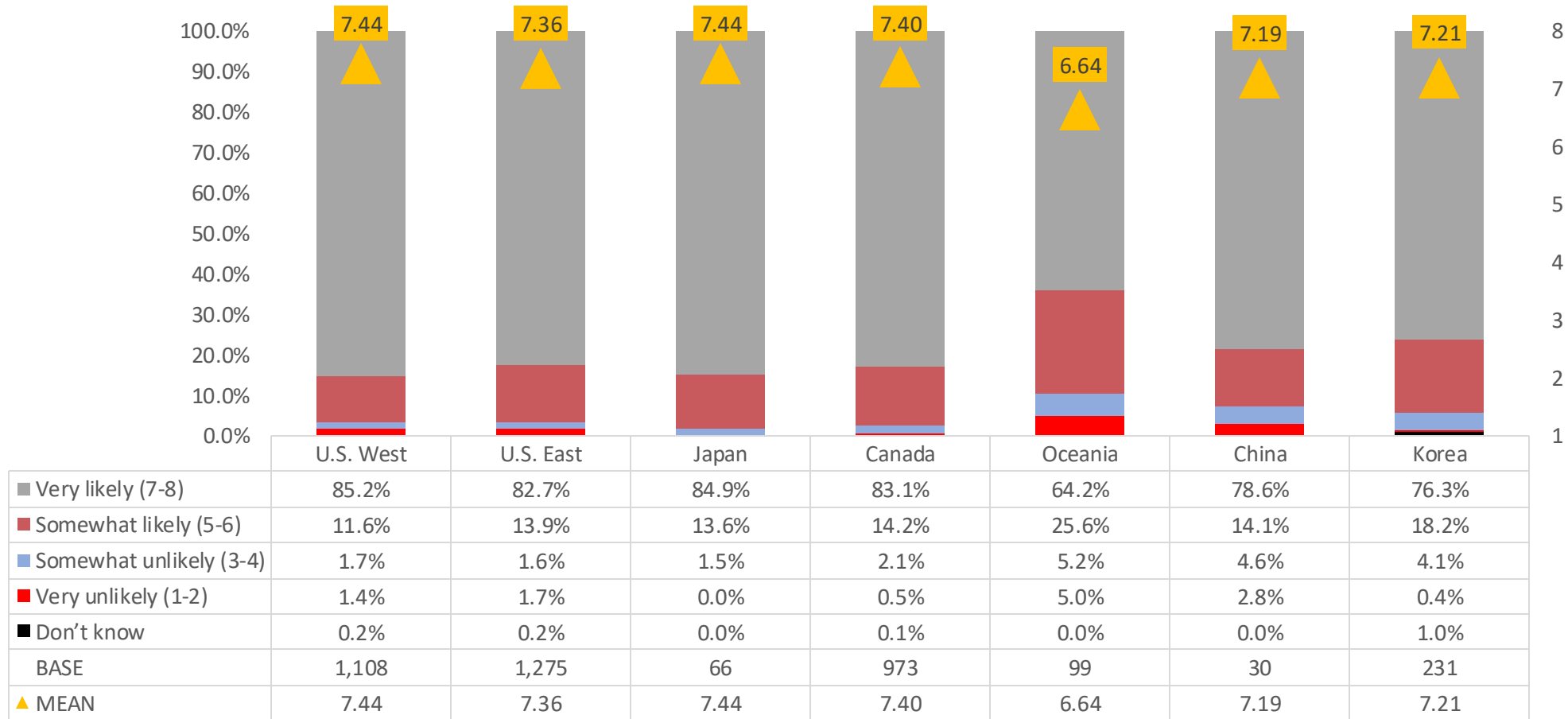
- **Education:** Visitors from **U.S. West** without a college degree expressed a stronger likelihood to return compared to those with a college degree from this visitor market.
- **Islands visited:** **U.S. West** and **U.S. East** visitors whose stay was limited to just Hawai'i Island expressed a stronger likelihood to return compared to those whose stay included stops on multiple islands.
- **Travel party size:** Visitors from **U.S. West** and **Canada** who traveled alone were more likely to return to Hawai'i Island than those who came in a larger travel party (3+ individuals).
- **Gender:** Male visitors from **Japan** are more likely to return to Hawai'i Island.

REASONS FOR NOT RETURNING - ISLAND OF HAWAI'I

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Want to go someplace new	52.2%	51.5%	39.8%	45.9%	35.6%	0.0%	12.8%
Too expensive/cost	22.3%	34.2%	40.0%	43.3%	32.6%	0.0%	49.6%
Flight too long	4.3%	31.8%	6.6%	21.7%	15.5%	27.6%	9.6%
No reason to return/ nothing new	12.1%	10.9%	6.7%	9.7%	15.5%	0.0%	25.2%
Not enough value for the price	9.2%	12.5%	0.0%	11.0%	20.9%	0.0%	33.6%
Other financial obligations	5.8%	11.1%	13.4%	10.6%	2.9%	0.0%	21.2%
Poor health/ age restriction	8.5%	6.3%	26.6%	6.5%	3.8%	0.0%	0.0%
Other (please specify)	6.5%	3.9%	0.0%	5.1%	3.8%	72.4%	5.2%
Unfriendly people/ felt unwelcome	5.0%	4.9%	0.0%	1.6%	0.0%	27.6%	13.6%
Inconvenient travel connections (long layovers, couldn't get the flight we wanted)	4.3%	3.3%	0.0%	5.7%	8.8%	27.6%	10.4%
Too commercial/ overdeveloped	2.9%	3.0%	0.0%	3.0%	5.9%	0.0%	10.4%
Too crowded/ congested/ traffic	2.2%	1.7%	0.0%	1.2%	0.0%	0.0%	5.2%

BRAND/ DESTINATION ADVOCACY - ISLAND OF HAWAI'I

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

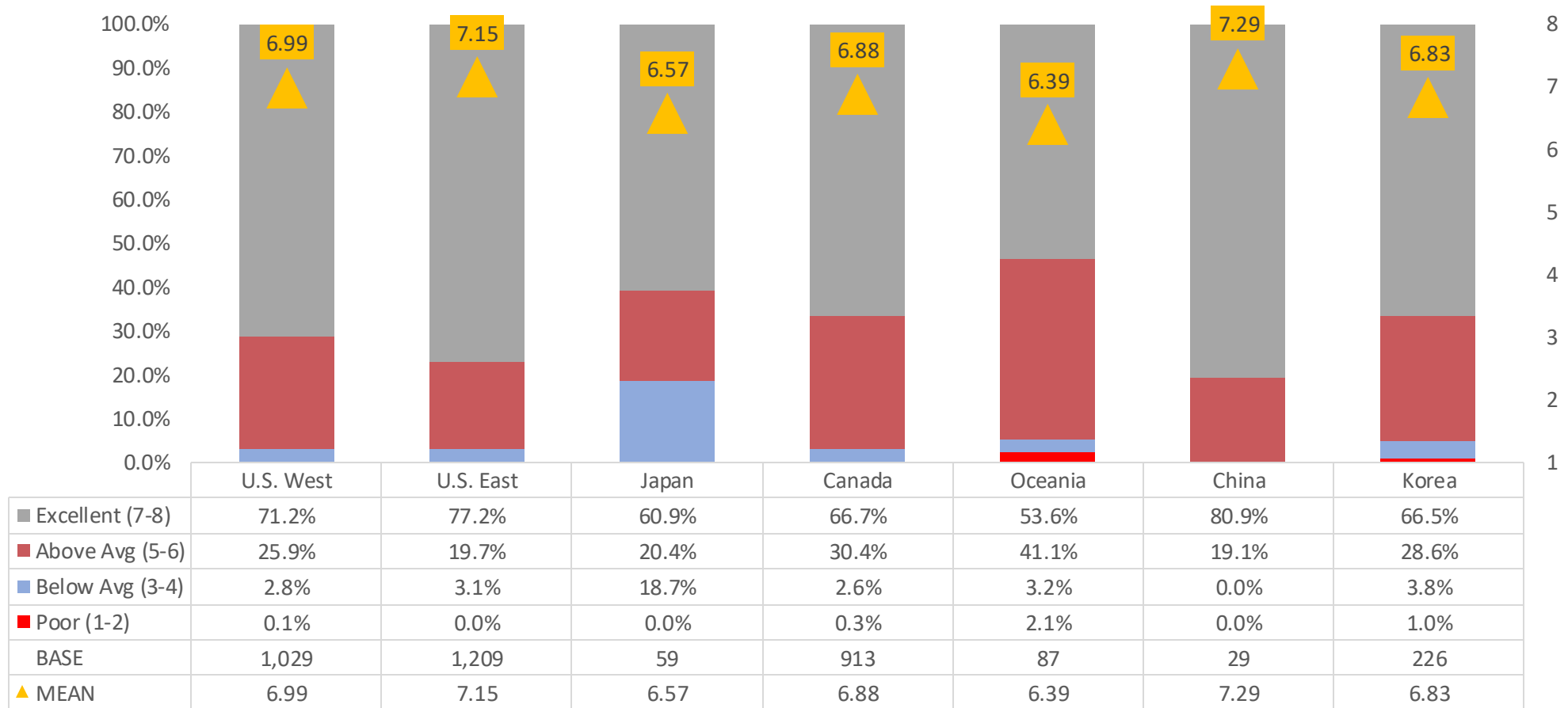


BRAND/ DESTINATION ADVOCACY - ISLAND OF HAWAI'I

- ***Trips to Hawai'i:*** Repeat visitors from **U.S. West** were more likely to recommend Hawai'i Island than first-time visitors.
- ***Islands visited:*** Visitors from **U.S. West** whose trip was limited to just Hawai'i Island were more likely to recommend it to others compared to those whose trip included stops on multiple islands.

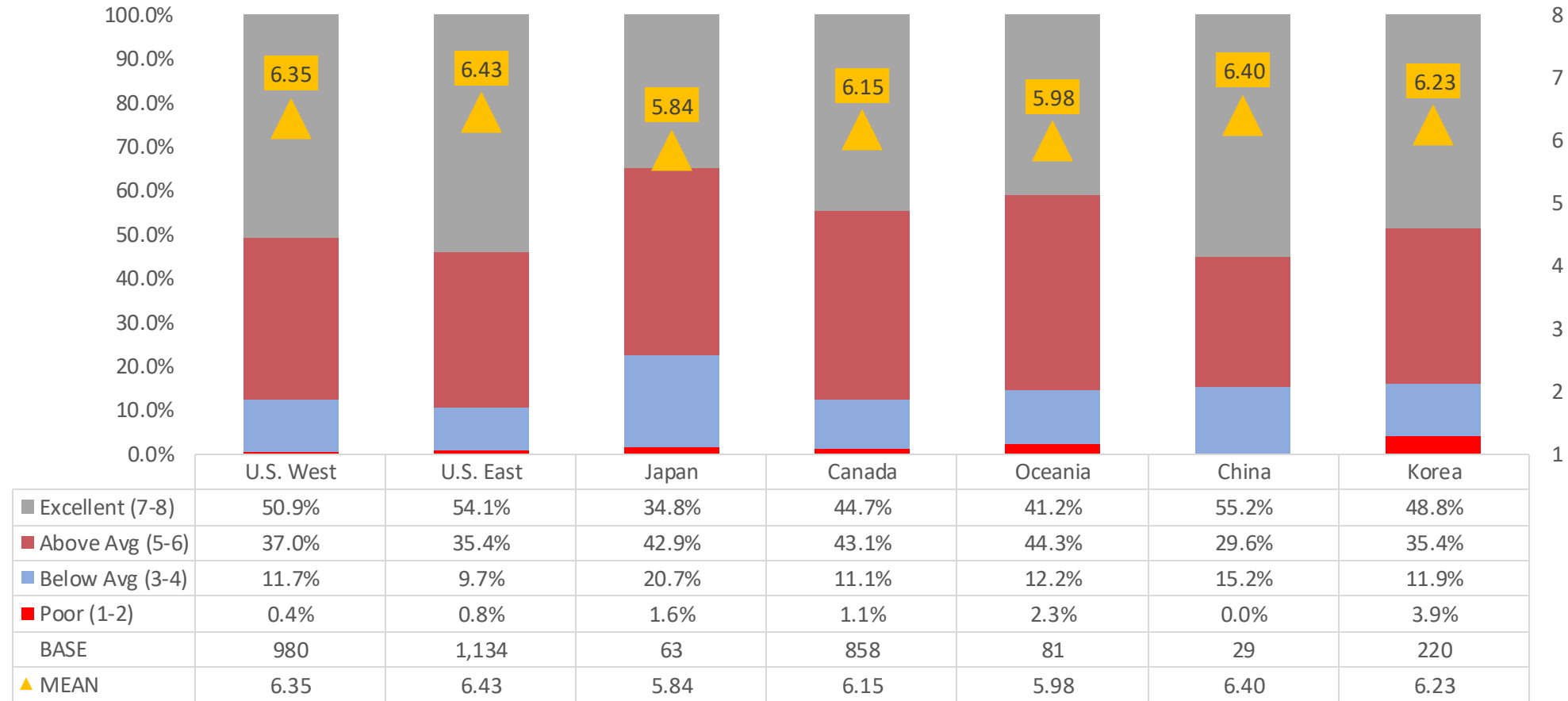
ENTERTAINMENT/ ATTRACTIONS - ISLAND OF HAWAI'I

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



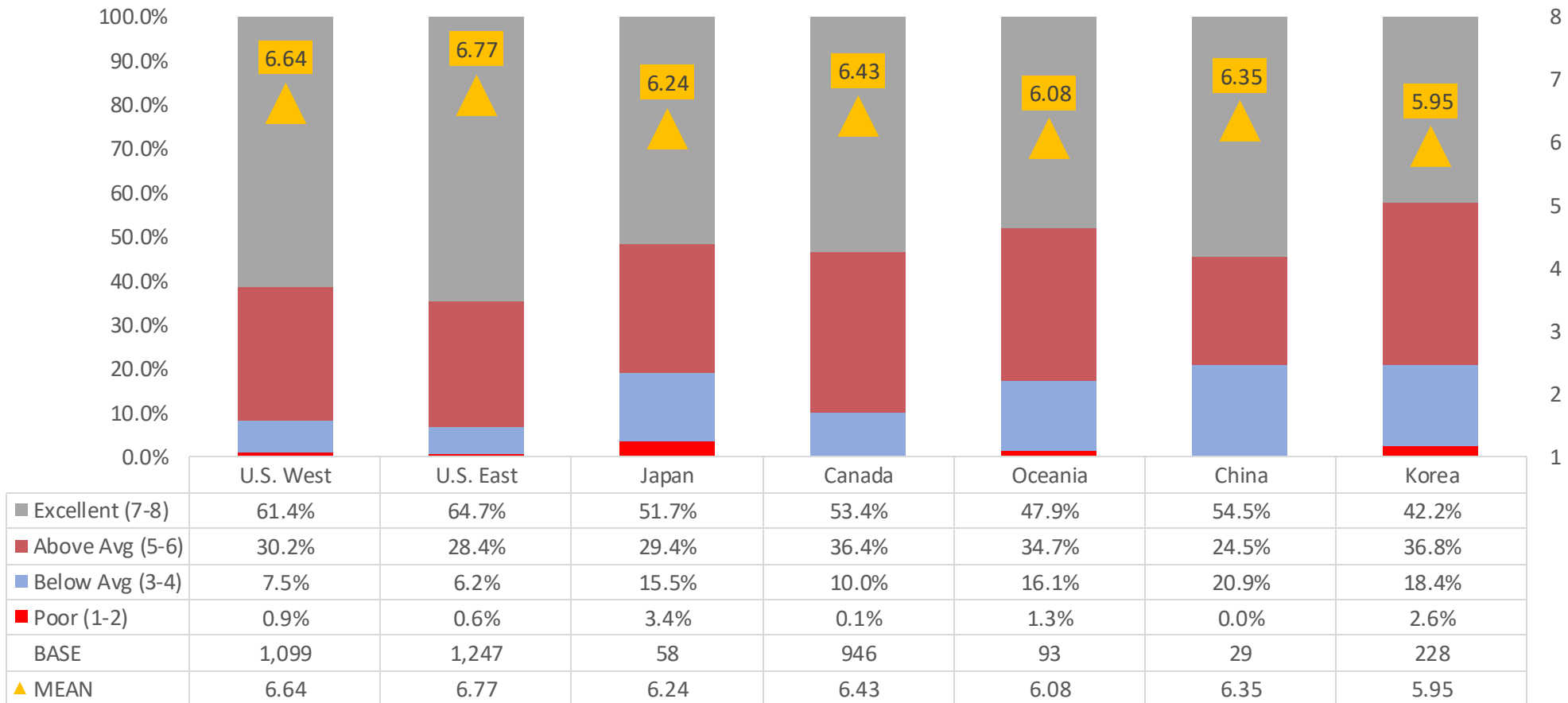
SHOPPING - ISLAND OF HAWAI'I

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



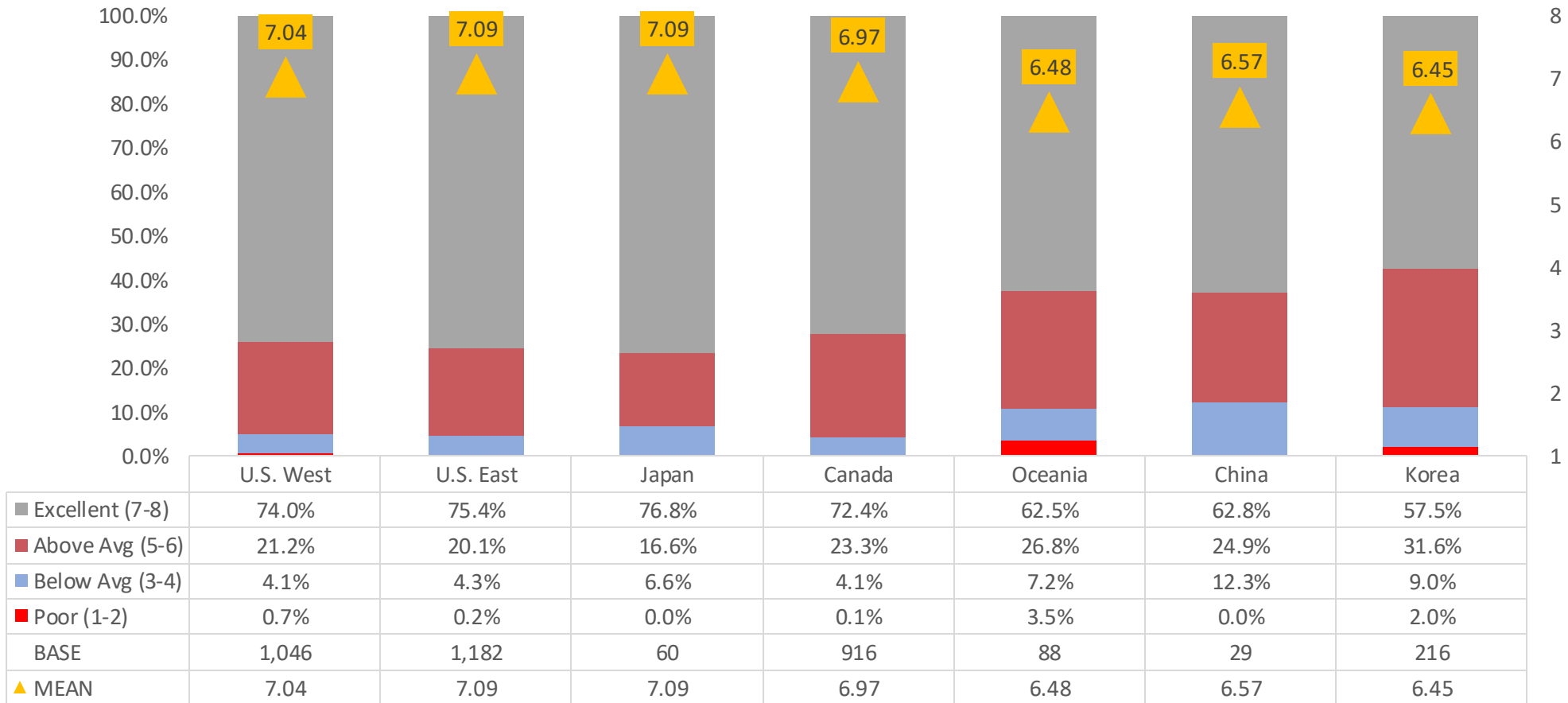
DINING/ FOOD & BEVERAGE - ISLAND OF HAWAI'I

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



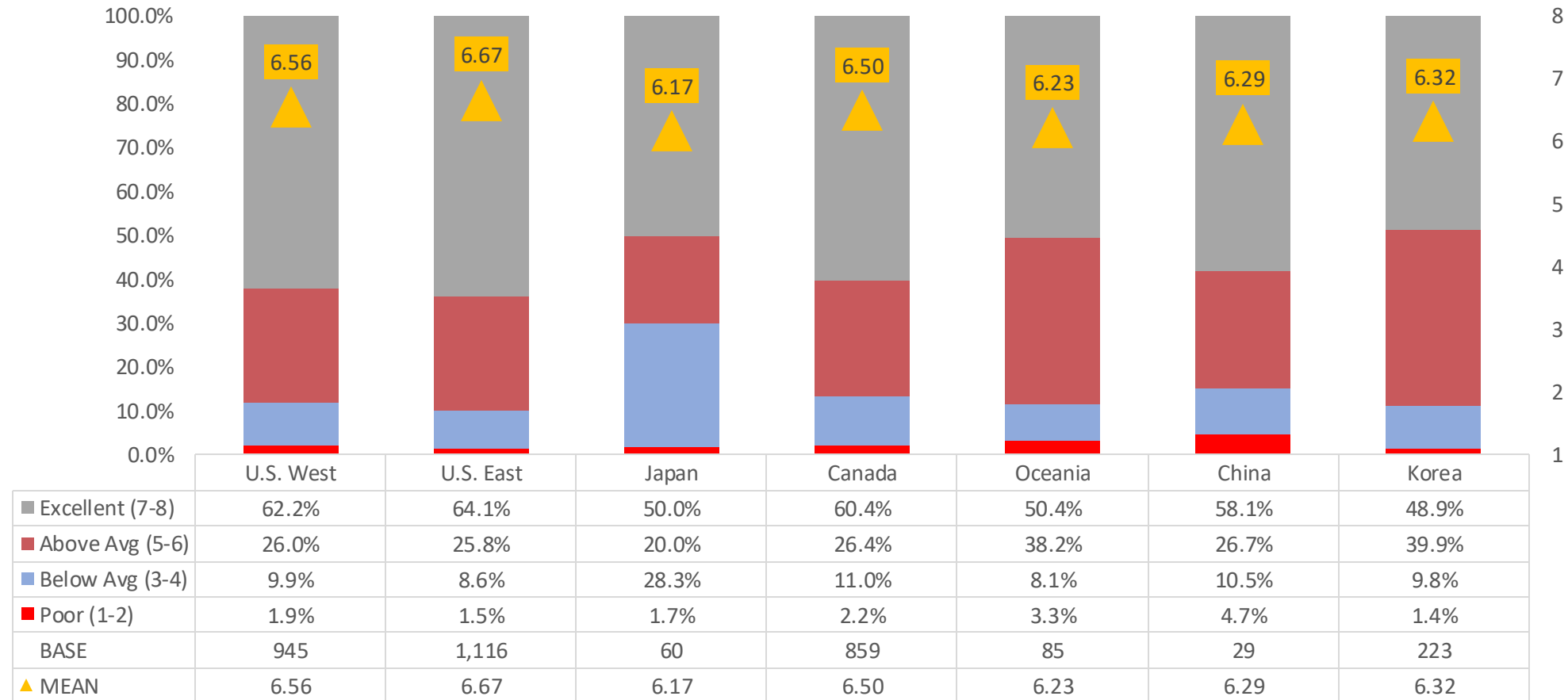
LODGING/ ACCOMMODATIONS - ISLAND OF HAWAI'I

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



TRANSPORTATION ON ISLAND - ISLAND OF HAWAI'I

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



ISLAND OF HAWAI'I ACTIVITIES - SIGHTSEEING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	98.5%	99.4%	98.5%	98.5%	97.1%	95.4%	100.0%
On own (self-guided)/ driving around the island	90.2%	85.0%	72.8%	87.5%	62.4%	76.8%	78.4%
Helicopter ride/ airplane tour	1.6%	5.5%	3.0%	3.4%	7.0%	5.6%	7.4%
Boat tour/ submarine ride/ whale watching	23.2%	29.2%	4.6%	24.0%	12.3%	21.4%	26.2%
Visiting towns/ communities	58.7%	59.2%	36.5%	62.6%	30.6%	31.6%	39.1%
Private limousine/ van tour/ tour bus	5.0%	13.6%	24.2%	8.1%	29.1%	14.1%	10.8%
Scenic views/ natural landmarks	65.4%	74.8%	28.8%	68.9%	50.2%	60.4%	68.0%
Movie and TV filming location tours	0.8%	1.4%	1.5%	1.2%	5.3%	11.2%	16.5%

ISLAND OF HAWAI'I ACTIVITIES - RECREATION

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.9%	96.3%	95.5%	98.3%	93.0%	94.4%	98.5%
Beach/ sunbathing	79.9%	77.7%	53.1%	85.8%	62.0%	75.8%	80.4%
Bodyboarding	10.2%	6.4%	1.5%	14.2%	1.2%	7.4%	3.3%
Stand-up paddle boarding	4.6%	3.8%	4.6%	3.7%	1.9%	4.6%	5.9%
Surfing	2.6%	2.7%	1.5%	4.5%	1.2%	7.4%	9.3%
Canoeing/ kayaking	6.1%	6.4%	3.0%	4.3%	1.9%	19.3%	3.6%
Swimming in the ocean	65.1%	58.4%	30.3%	74.3%	54.7%	39.6%	52.7%
Snorkeling	52.1%	44.6%	10.6%	58.6%	28.5%	32.3%	55.6%
Freediving	2.8%	1.0%	0.0%	1.2%	1.0%	0.0%	0.4%
Windsurfing/ kitesurfing	0.1%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%
Jet skiing/ parasailing	1.0%	0.9%	0.0%	1.0%	1.0%	0.0%	2.9%
Scuba diving	3.3%	1.7%	0.0%	2.9%	0.0%	7.4%	1.6%
Fishing	3.1%	2.8%	1.5%	3.1%	1.9%	7.4%	1.1%
Golf	9.1%	6.5%	6.1%	10.5%	3.8%	4.6%	7.1%

ISLAND OF HAWAI'I ACTIVITIES - RECREATION (continued)

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	96.9%	96.3%	95.5%	98.3%	93.0%	94.4%	98.5%
Running/ jogging/ fitness walking	25.4%	22.6%	24.3%	29.0%	22.8%	16.9%	12.9%
Cycling	3.0%	2.3%	4.5%	6.0%	4.6%	2.8%	1.5%
Spa	8.2%	6.7%	1.5%	5.7%	6.3%	4.6%	6.0%
Hiking	48.0%	57.0%	18.1%	53.6%	36.2%	58.2%	27.8%
Backpacking/ camping	1.4%	1.5%	0.0%	1.4%	1.0%	7.4%	4.1%
Agritourism	17.1%	20.3%	16.7%	14.4%	8.9%	14.7%	25.4%
Sports event or tournament	2.2%	1.6%	0.0%	3.8%	0.0%	2.8%	0.0%
Parks/ botanical gardens	43.1%	49.0%	31.9%	47.1%	42.2%	42.4%	30.2%
Waterparks	1.1%	0.9%	6.1%	1.2%	1.2%	0.0%	5.1%
Mountain tubing/ waterfall rappel	0.6%	0.6%	0.0%	0.7%	1.0%	0.0%	1.9%
Zip-lining	4.3%	3.6%	1.5%	2.0%	1.2%	2.8%	0.4%
Skydiving	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	1.4%
All-terrain vehicle (ATV)	1.8%	2.5%	0.0%	1.1%	2.9%	2.8%	5.5%
Horseback riding	1.9%	1.7%	1.5%	1.5%	1.0%	4.6%	0.0%

ISLAND OF HAWAI'I ACTIVITIES - ENTERTAINMENT & DINING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	99.3%	97.9%	89.4%	98.6%	96.2%	97.2%	99.0%
Lunch/ sunset/ dinner/ evening cruise	18.1%	21.1%	4.5%	21.4%	11.2%	59.3%	35.7%
Live music/ stage show	24.1%	28.3%	10.6%	22.8%	13.6%	17.5%	15.0%
Nightclub/ dancing/ bar/ karaoke	6.5%	6.6%	0.0%	4.5%	8.5%	4.6%	2.4%
Fine dining	43.6%	39.6%	16.7%	36.1%	26.5%	45.2%	39.2%
Family restaurant	65.6%	58.7%	21.3%	62.7%	58.1%	41.8%	47.8%
Fast food	27.7%	28.3%	37.9%	35.4%	32.8%	45.2%	56.6%
Food truck	26.3%	26.4%	7.6%	24.6%	22.8%	15.8%	58.5%
Café/ coffee house	55.0%	51.5%	48.5%	54.2%	61.3%	49.8%	64.6%
Ethnic dining	26.3%	27.5%	7.6%	17.4%	8.2%	15.8%	25.6%
Farm-to-table cuisine	20.5%	21.3%	24.3%	15.3%	4.1%	10.2%	2.5%
Prepared own meal	58.8%	44.5%	35.0%	66.4%	36.1%	16.5%	23.6%

ISLAND OF HAWAI'I ACTIVITIES - SHOPPING

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	97.2%	96.7%	100.0%	98.2%	90.8%	87.0%	97.5%
Malls/ department stores	28.4%	28.0%	47.0%	43.0%	38.0%	43.5%	69.5%
Designer boutiques	11.0%	14.3%	6.1%	14.3%	12.6%	5.6%	3.0%
Hotel/ resort stores	27.1%	35.7%	25.8%	28.4%	15.9%	18.6%	27.9%
Swap meet/ flea market	16.0%	10.9%	3.0%	9.2%	5.3%	5.6%	2.5%
Discount/ outlet stores	11.1%	12.4%	4.6%	14.3%	25.4%	2.8%	56.5%
Supermarkets	72.9%	61.3%	63.7%	70.5%	56.0%	60.0%	44.8%
Farmer's market	56.5%	46.5%	33.4%	56.9%	31.5%	35.1%	18.5%
Convenience stores	46.2%	43.6%	22.6%	43.7%	47.3%	40.7%	55.1%
Duty free stores	1.5%	2.3%	1.5%	2.4%	1.2%	5.6%	31.2%
Hawai'i-made products	47.1%	49.8%	18.2%	46.9%	30.5%	35.1%	35.0%
Local shops and artisans	61.8%	62.7%	31.8%	61.8%	44.6%	36.1%	23.2%

ISLAND OF HAWAI'I ACTIVITIES - HISTORY, CULTURE & FINE ARTS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	71.6%	79.1%	57.5%	75.8%	66.4%	78.6%	68.0%
Historic military sites and museums	8.8%	17.4%	10.6%	11.5%	21.1%	16.9%	28.8%
Historic Hawaiian sites and museums	46.9%	49.7%	25.8%	45.6%	29.6%	37.9%	14.6%
Other historical sites, museums, and homes	16.5%	18.5%	16.6%	15.4%	12.6%	19.3%	22.5%
Art museums	2.4%	2.8%	0.0%	1.9%	6.3%	8.4%	1.5%
Art galleries and exhibitions	13.1%	10.9%	1.5%	11.2%	6.0%	5.6%	0.0%
Lū'au/ Polynesian show/ hula show	16.7%	30.8%	9.1%	24.1%	11.7%	5.6%	23.6%
Lesson- ex. ukulele, hula, canoe, lei making	3.2%	4.6%	3.0%	3.7%	4.1%	7.4%	6.8%
Play/ concert/ theatre	2.4%	2.2%	1.5%	2.4%	2.2%	7.4%	1.7%
Art/ craft fair	17.3%	12.3%	0.0%	12.3%	8.2%	11.9%	4.2%
Festival/ event	4.7%	4.2%	1.5%	5.8%	5.1%	7.4%	4.5%

ISLAND OF HAWAI'I ACTIVITIES - TRANSPORTATION

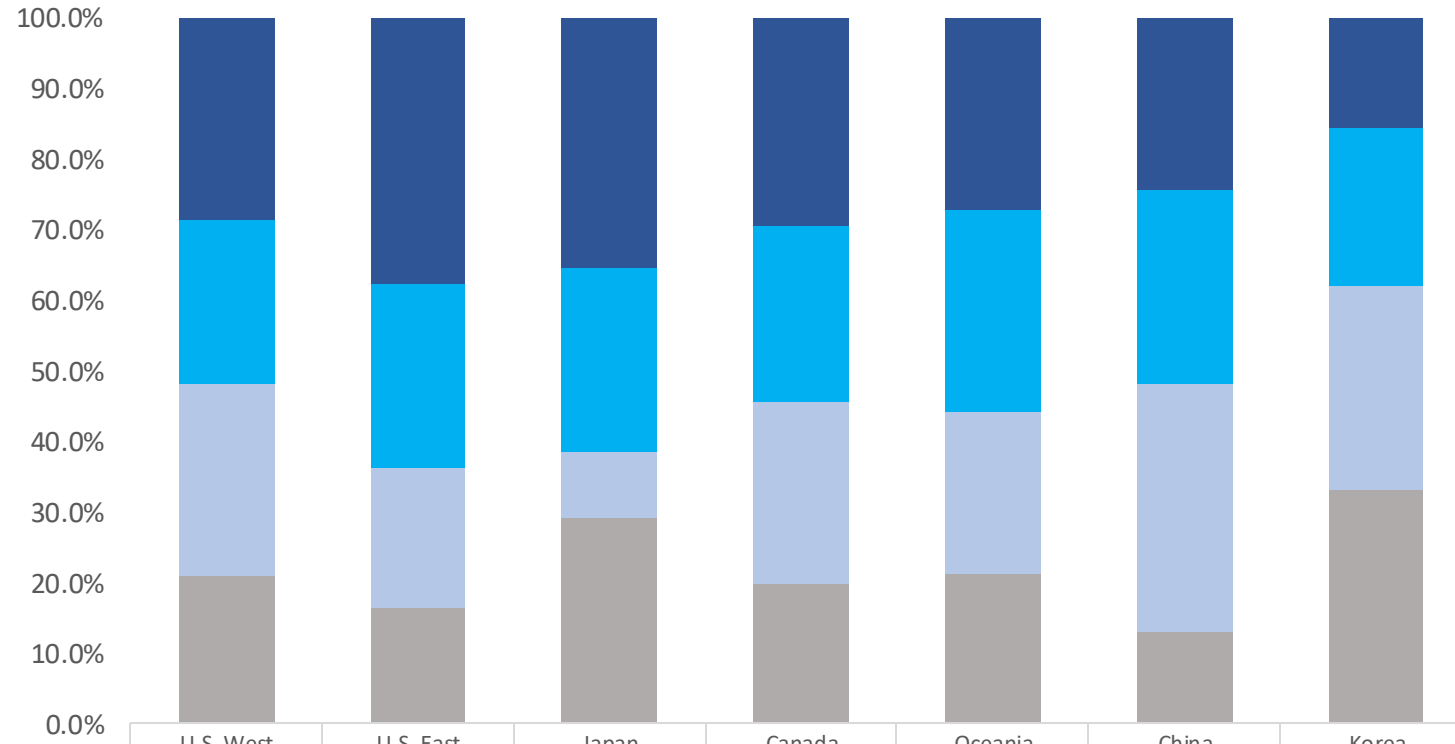
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	93.0%	92.8%	98.5%	94.0%	92.7%	92.6%	98.0%
Airport shuttle	14.8%	16.5%	9.1%	15.6%	16.5%	18.6%	13.0%
Trolley	1.4%	2.1%	6.1%	3.7%	6.7%	0.0%	16.7%
Public bus	1.4%	2.3%	1.5%	4.1%	13.8%	4.6%	10.7%
Tour bus/ tour van	5.1%	13.4%	24.2%	8.2%	23.0%	5.6%	22.8%
Taxi/ limo	3.4%	6.8%	15.2%	9.6%	21.5%	23.2%	22.9%
Rental car	79.8%	75.7%	56.2%	78.3%	53.5%	76.8%	68.1%
Ride share	10.4%	13.3%	16.6%	12.2%	20.8%	11.2%	15.7%
Car share	5.6%	4.8%	0.0%	4.0%	4.8%	0.0%	4.6%
Bicycle rental	1.2%	0.9%	3.0%	1.9%	2.5%	2.8%	1.7%



ISLAND OF HAWAI'I ACTIVITIES - OTHER

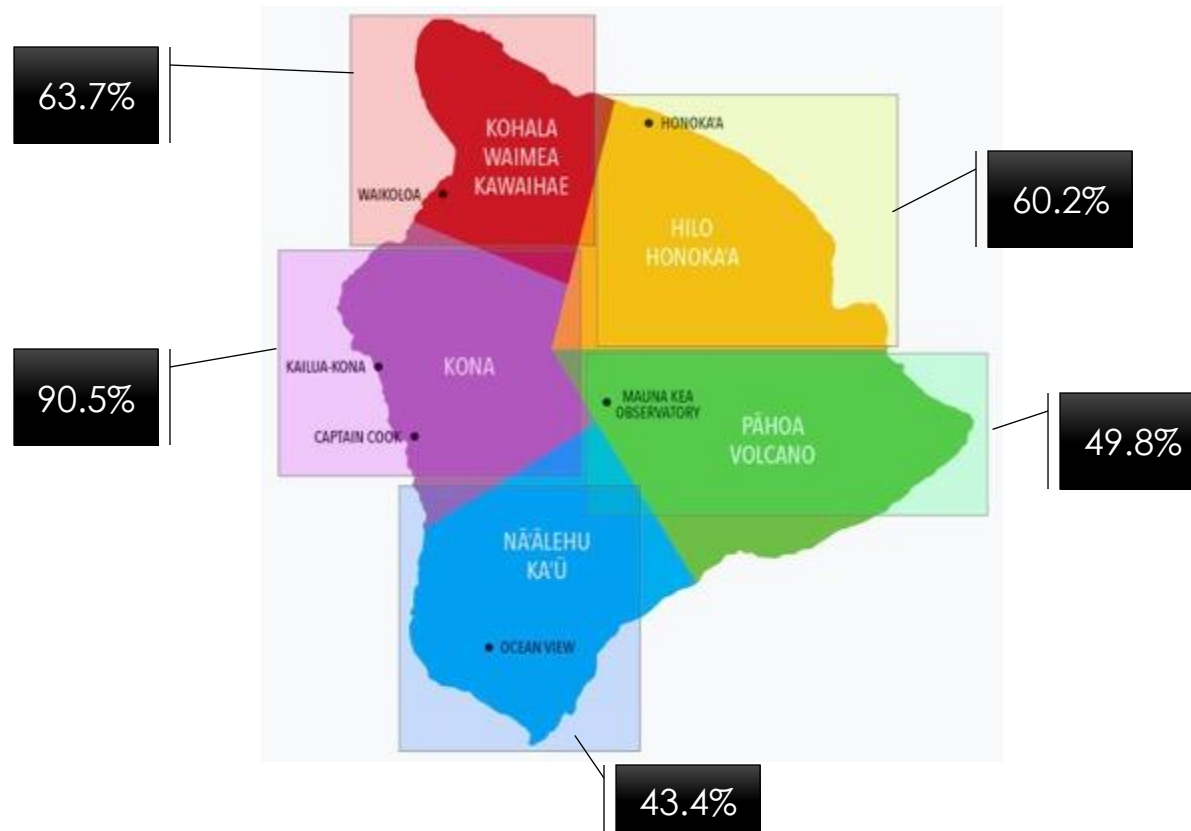
	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
TOTAL	34.1%	28.6%	22.7%	21.9%	21.8%	13.0%	19.7%
Visiting friends and family	32.2%	26.4%	22.7%	19.4%	21.8%	10.2%	18.7%
Giving back to the local community	2.9%	3.1%	0.0%	3.6%	0.0%	2.8%	1.0%

TRAVEL ON ISLAND OF HAWAI'I

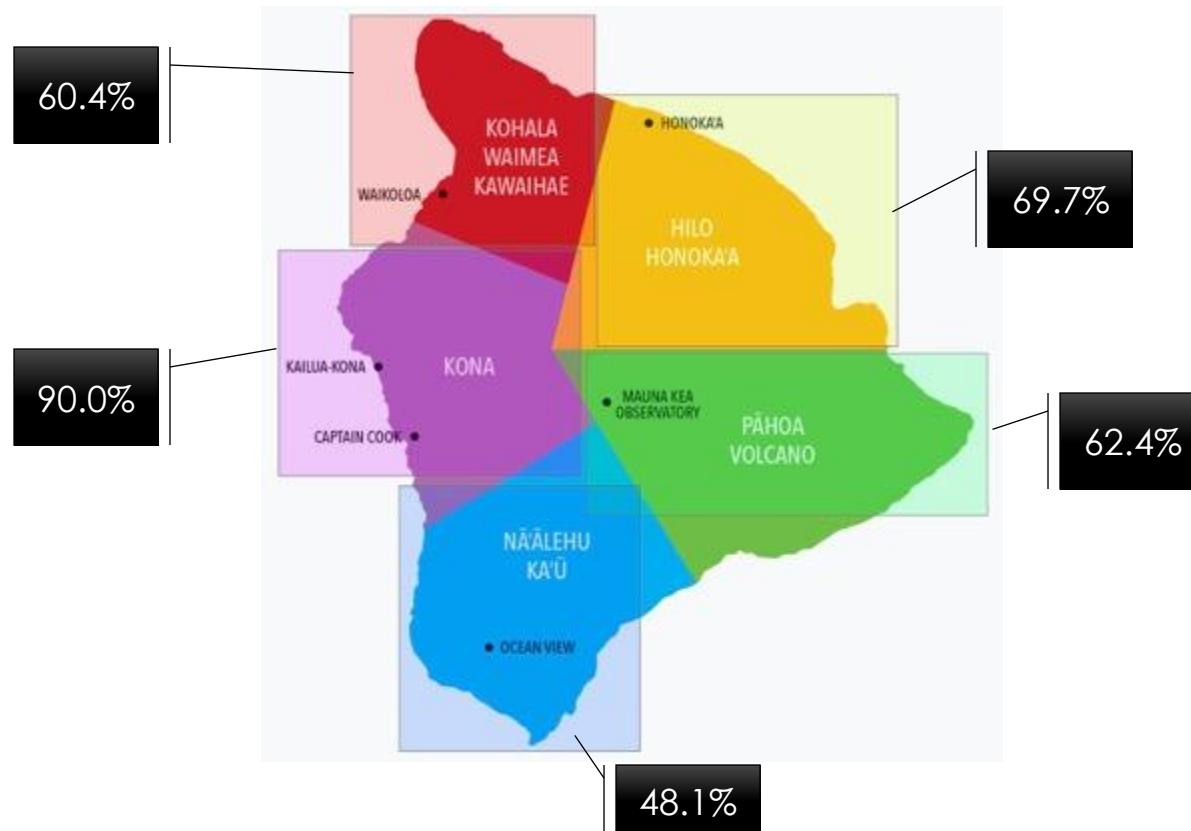


■ Traveled to other side of island	28.6%	37.6%	35.3%	29.5%	27.3%	24.2%	15.5%
■ Traveled more than 1 hour one way to reach activities	23.2%	26.2%	26.1%	24.7%	28.4%	27.7%	22.3%
■ Traveled 1 hour or less one way to reach activity	27.3%	19.9%	9.2%	25.9%	23.0%	35.1%	29.1%
■ Enjoy activities- short drive from accommodations	20.9%	16.3%	29.3%	19.8%	21.3%	13.0%	33.1%
● BASE	1,107	1,271	65	969	98	30	231

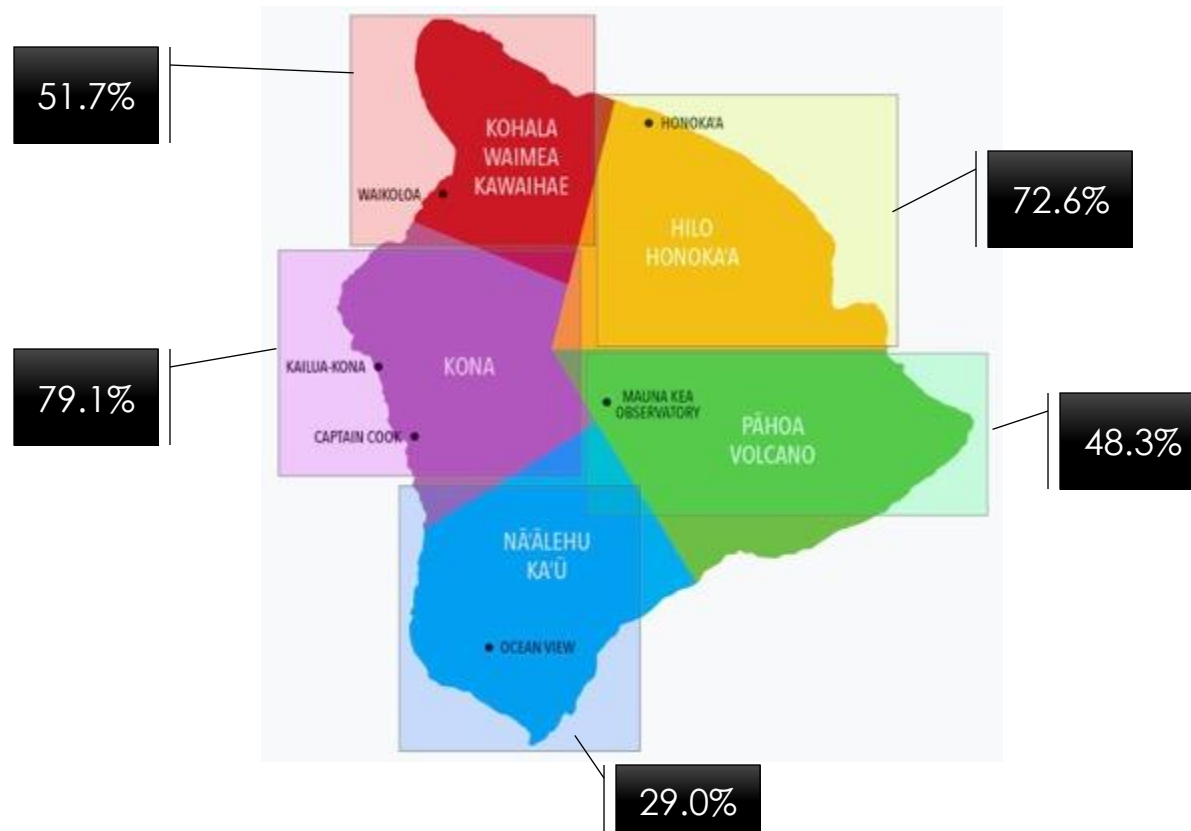
AREAS VISITED ISLAND OF HAWAI'I U.S. WEST



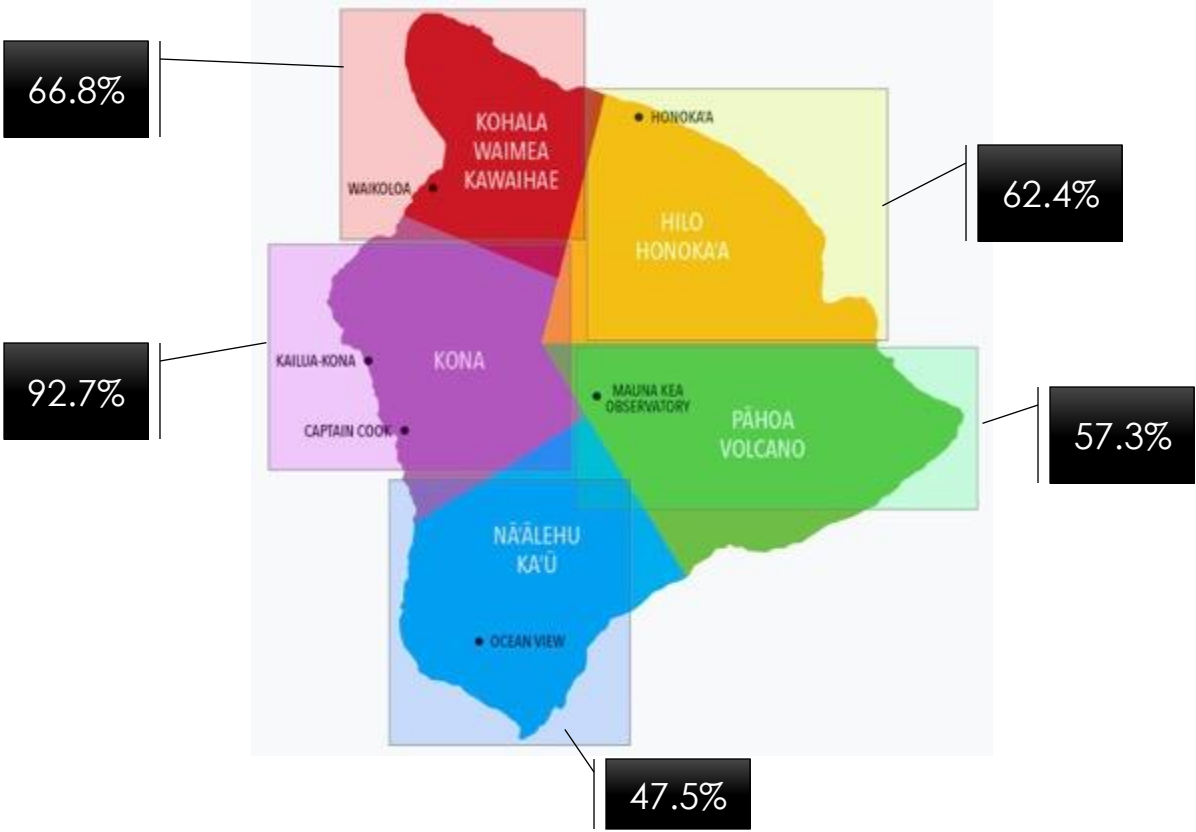
AREAS VISITED ISLAND OF HAWAI'I U.S. EAST



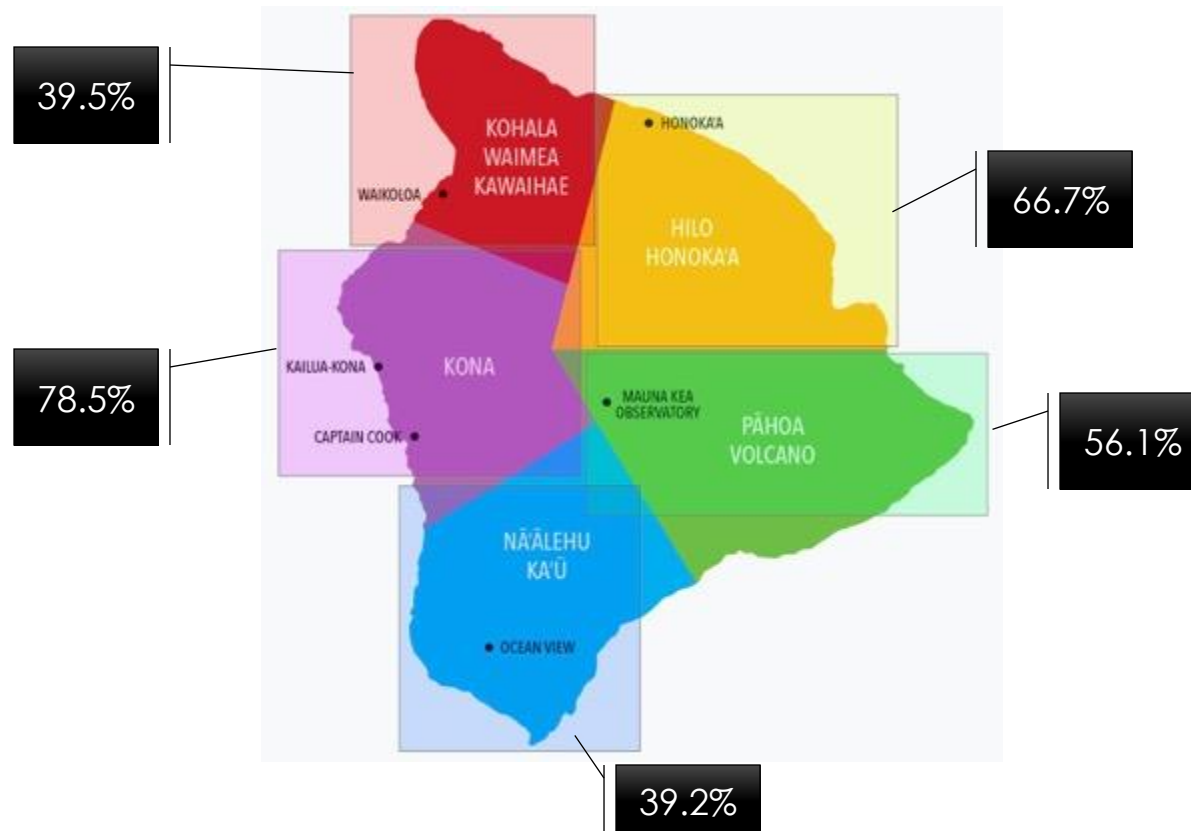
AREAS VISITED ISLAND OF HAWAI'I JAPAN



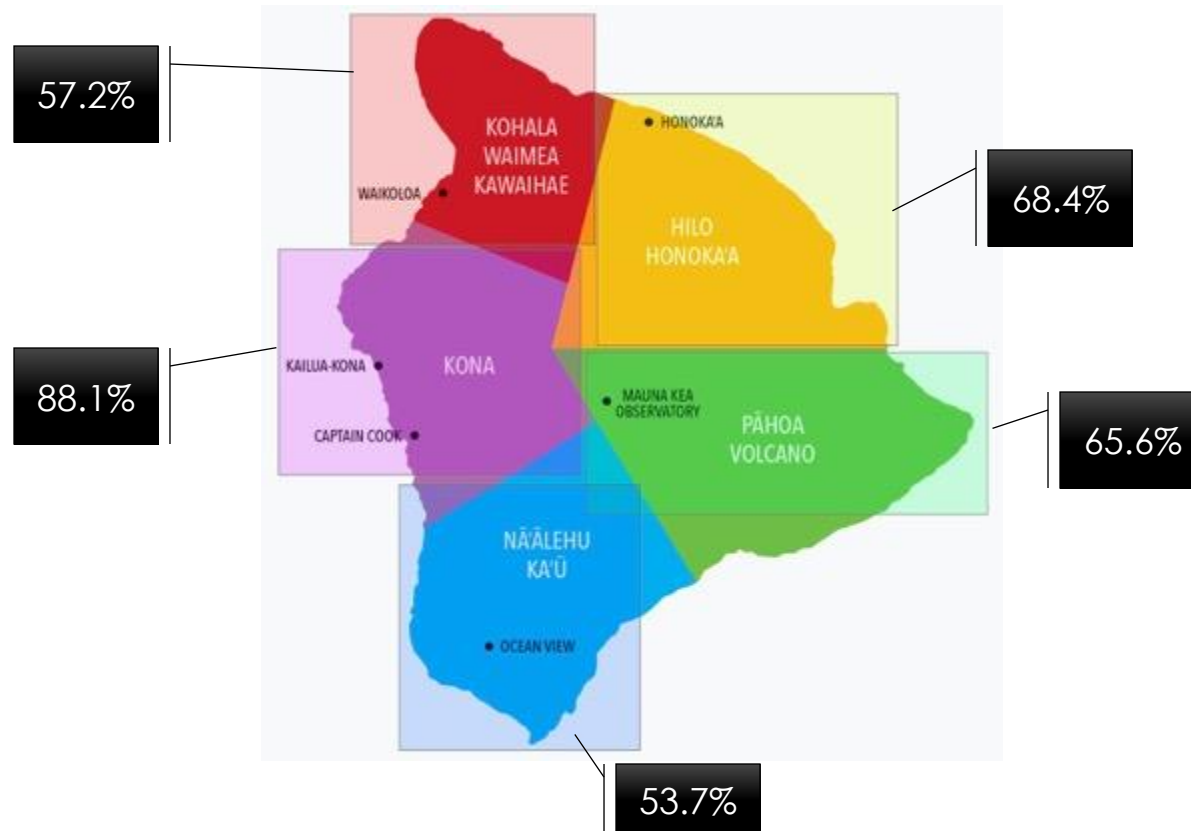
AREAS VISITED ISLAND OF HAWAI'I CANADA



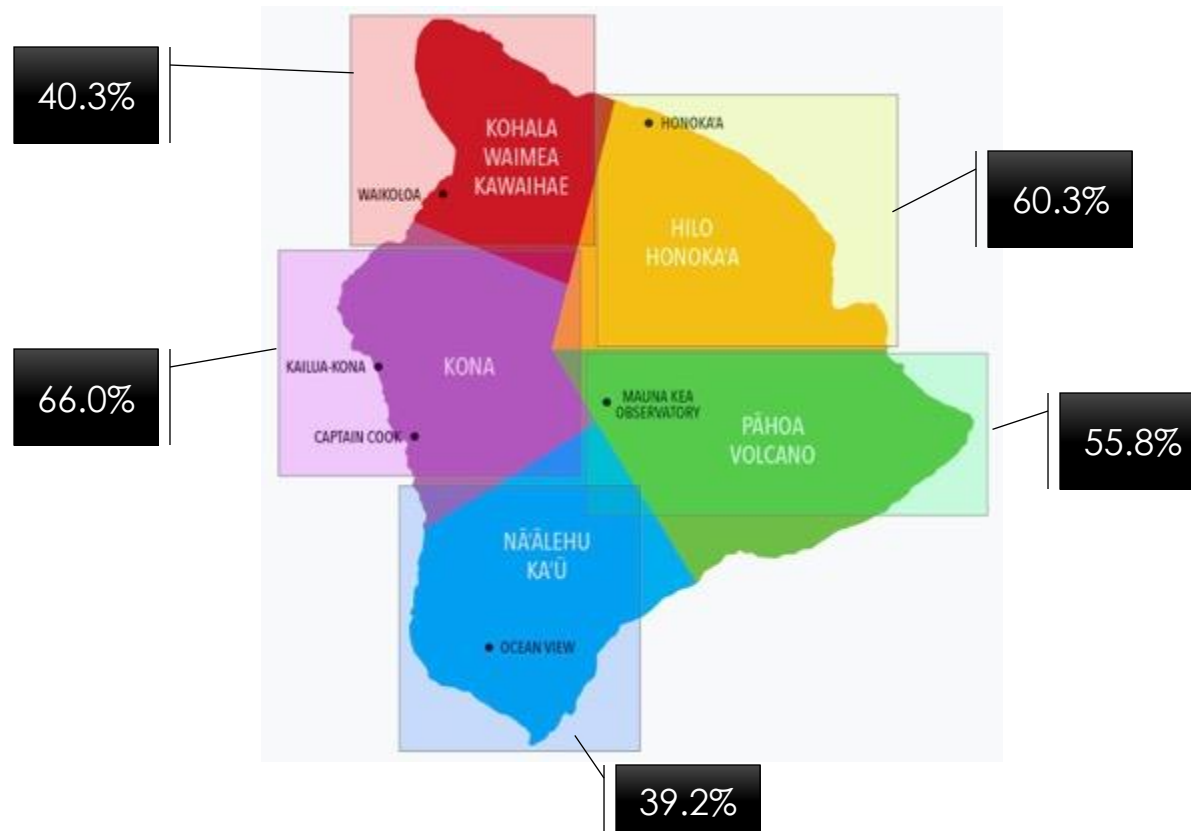
AREAS VISITED ISLAND OF HAWAI'I OCEANIA



AREAS VISITED ISLAND OF HAWAI'I CHINA

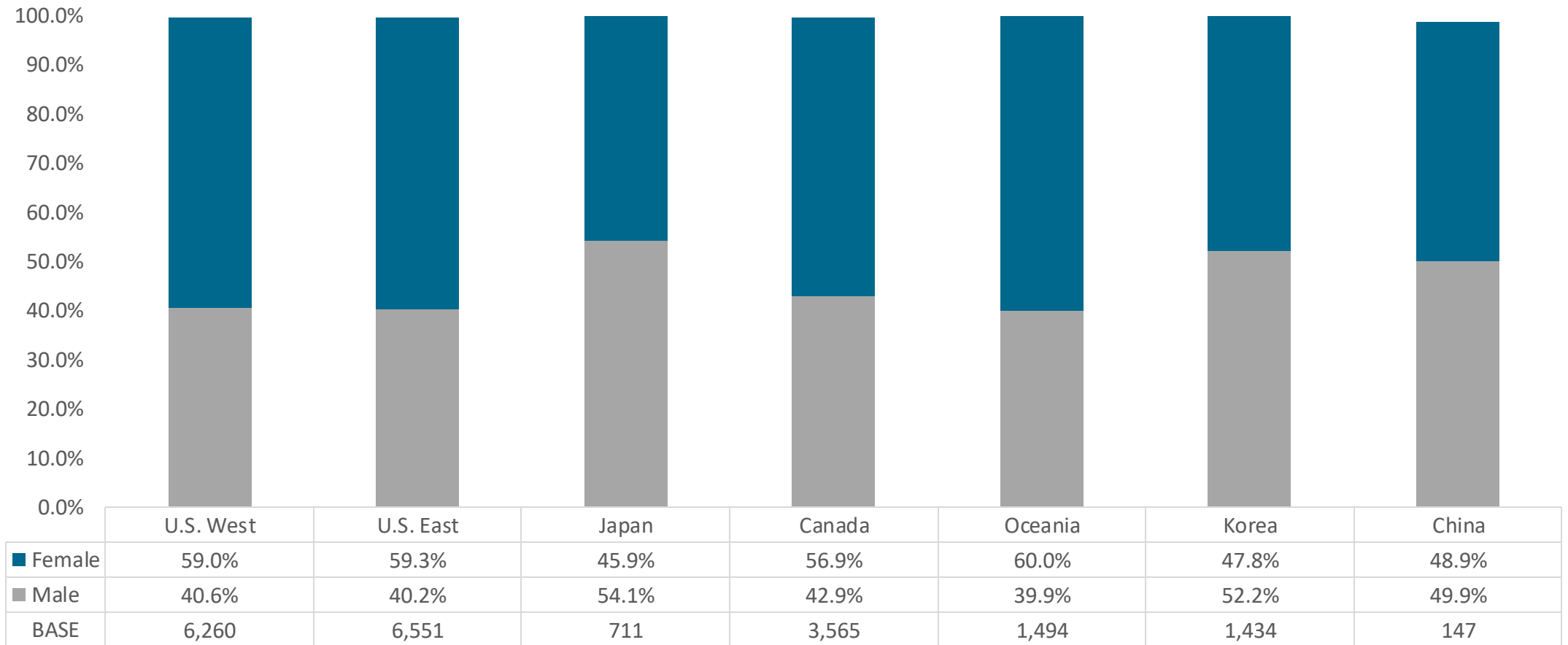


AREAS VISITED ISLAND OF HAWAI'I KOREA

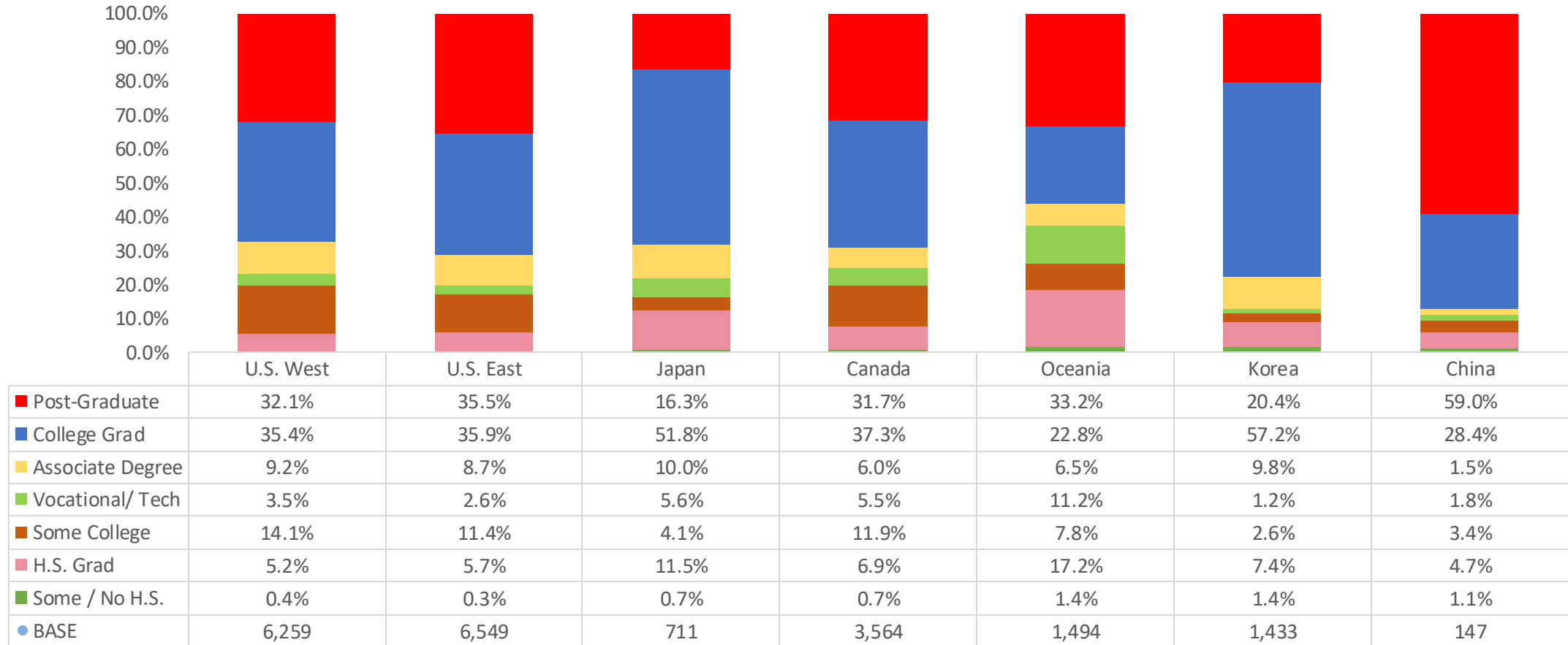


Section 26 – Visitor Profile

VISITOR PROFILE - GENDER



VISITOR PROFILE - EDUCATION



VISITOR PROFILE - HOUSEHOLD INCOME (US\$)

	U.S. West	U.S. East	Canada	Oceania
< \$40,000	4.2%	5.0%	4.3%	5.7%
\$40,000 to \$59,999	5.2%	6.5%	6.4%	8.0%
\$60,000 to \$79,999	8.3%	9.2%	9.6%	9.0%
\$80,000 to \$99,999	8.6%	8.4%	10.8%	9.1%
\$100,000 to \$124,999	12.8%	13.4%	12.0%	13.6%
\$125,000 to \$149,999	11.7%	11.8%	12.9%	10.8%
\$150,000 to \$174,999	10.6%	10.2%	10.2%	10.3%
\$175,000 to \$199,999	7.5%	6.7%	8.3%	7.0%
\$200,000 to \$249,999	10.0%	8.8%	10.2%	10.1%
\$250,000 +	21.1%	20.1%	15.2%	16.2%

VISITOR PROFILE - HOUSEHOLD INCOME (YEN)

	Japan
350Y万円未満	11.1%
350Y万円以上、450Y万円未満	9.5%
450Y万円以上、550Y万円未満	9.8%
550Y万円以上、650Y万円未満	7.8%
650Y万円以上、750Y万円未満	5.9%
750Y万円以上、850Y万円未満	8.6%
850Y万円以上、1,000Y万円未満	11.7%
1,000Y万円以上、1,500Y万円未満	14.7%
1,500Y万円以上、2,000Y万円未満	9.2%
2,000Y万円以上	11.6%

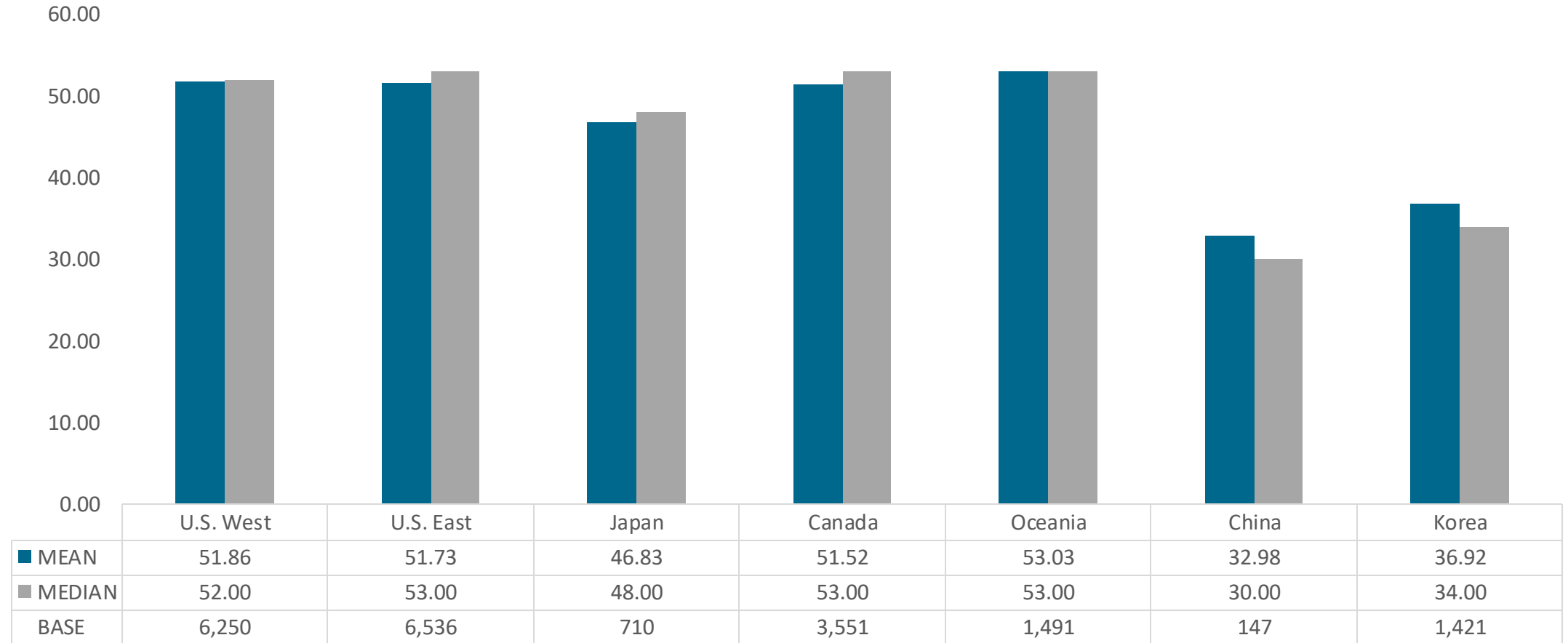
VISITOR PROFILE - HOUSEHOLD INCOME (WON)

	Korea
16,305,000 KRW 이하	9.1%
16,305,000 – 27,173,999 KRW	5.0%
27,174,000 – 38,041,999 KRW	10.3%
38,042,000– 48,911,999 KRW	11.4%
48,912,000 – 59,781,999 KRW	8.8%
59,782,000 – 70,652,999 KRW	8.7%
70,653,000 – 81,520,999 KRW	8.4%
81,521,000 – 92,390,999 KRW	5.0%
92,391,000 – 103,259,999 KRW	6.7%
103,260,000 – 149,999,999 KRW	12.8%
150,000,000 KRW - 199,999,999 KRW	4.5%
200,000,000 KRW +	9.2%

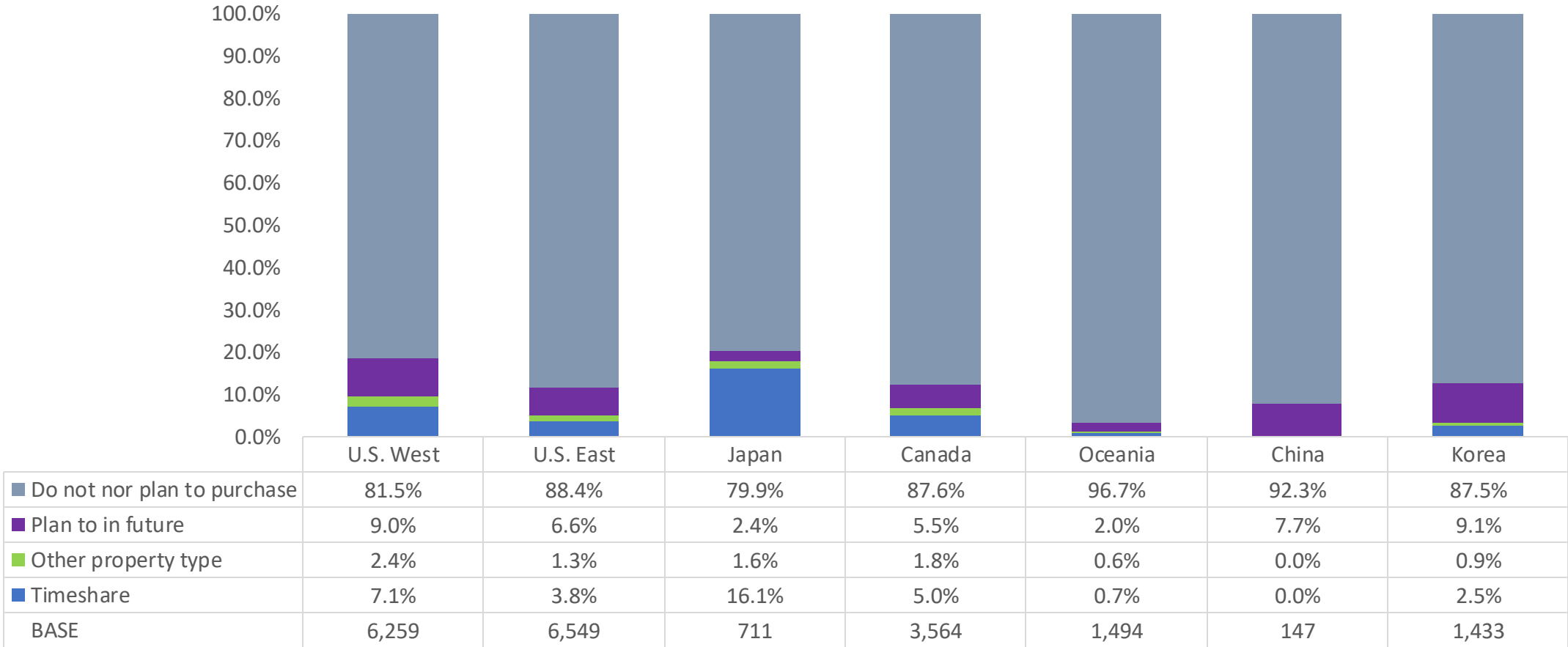
VISITOR PROFILE - HOUSEHOLD INCOME (YUAN)

	China
约人民币250,799元以下	16.3%
约人民币250,800至376,099元	16.3%
约人民币376,100至501,399元	8.1%
约人民币501,400至626,799元	4.4%
约人民币626,800至783,499元	10.2%
约人民币783,500至940,199元	8.6%
约人民币940,200至1,096,899元	4.6%
约人民币1,096,900至1,253,599元	9.3%
约人民币1,253,600至1,560,799元	2.5%
约人民币1,560,800元以上	19.7%

VISITOR PROFILE - AGE



VISITOR PROFILE - HAWAI'I PROPERTY OWNER



EMPLOYMENT STATUS

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Self-employed	13.5%	11.6%	12.0%	16.5%	17.1%	12.3%	12.4%
Employed, working for someone else	55.6%	57.7%	54.1%	52.7%	56.9%	38.3%	60.0%
Retired	24.7%	24.9%	9.8%	25.6%	21.8%	3.2%	2.3%
Student	1.3%	1.6%	5.2%	2.3%	1.1%	35.1%	6.4%
Homemaker	3.0%	3.1%	7.6%	1.6%	1.4%	0.6%	5.7%
Other	2.0%	1.2%	11.4%	1.4%	1.7%	10.5%	13.2%

COMPETITIVE BRANDSET

	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea
Other U.S. States	74.1%	81.3%	27.9%	62.0%	63.0%	58.3%	15.8%
California	61.9%	41.9%	17.5%	34.6%	44.2%	54.2%	12.3%
Las Vegas	50.2%	33.6%	9.1%	27.5%	34.0%	36.6%	10.6%
Florida	28.3%	57.4%	4.4%	27.9%	13.2%	25.4%	2.0%
Europe	31.4%	32.2%	18.7%	39.0%	32.5%	15.7%	18.7%
New York City	28.1%	42.8%	12.6%	26.3%	35.9%	45.7%	11.9%
Mexico	34.5%	25.4%	1.8%	32.3%	7.8%	7.7%	2.3%
Canada	23.4%	22.1%	6.8%	64.2%	22.9%	16.6%	6.2%
Caribbean	13.5%	28.4%	1.0%	25.7%	5.4%	5.8%	1.1%
Alaska	13.7%	10.1%	1.0%	6.8%	10.6%	9.9%	1.2%
Japan	6.9%	4.5%	40.1%	6.7%	10.0%	32.4%	40.5%
Other Asia	6.2%	4.7%	16.8%	7.7%	13.3%	12.9%	16.6%
Australia	4.6%	4.4%	9.6%	6.5%	70.4%	5.8%	6.6%
Central America	6.8%	8.1%	0.8%	6.9%	2.8%	7.8%	0.4%
South America	5.9%	6.1%	1.7%	7.4%	5.2%	6.0%	1.5%
None of these	5.2%	3.9%	12.6%	4.3%	1.7%	5.3%	20.1%
Thailand	3.6%	2.6%	11.4%	4.8%	12.3%	15.6%	17.3%
Korea	2.9%	2.4%	14.6%	2.9%	2.0%	13.4%	40.2%
China	3.8%	2.8%	9.2%	4.8%	7.2%	72.8%	11.8%
New Zealand	3.4%	2.5%	1.8%	4.3%	38.4%	3.3%	2.5%
Vietnam	1.9%	1.3%	7.3%	3.4%	7.8%	2.1%	22.6%
Bali	1.6%	1.0%	5.1%	2.2%	15.2%	6.2%	4.1%
Tahiti	1.8%	0.8%	1.0%	1.7%	2.9%	0.6%	0.2%
Fiji	1.2%	0.7%	0.4%	1.0%	16.0%	1.1%	0.3%
Guam/ Saipan	1.0%	0.5%	5.6%	0.2%	0.1%	1.8%	12.3%

Section 27 – 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 completed for the island of O'ahu.

MMA	Completed	Margin of Error \pm
U.S. West	2,878	1.83
U.S. East	4,051	1.54
Japan	671	3.78
Canada	1,788	2.32
Oceania	1,451	2.57
China	129	8.63
Korea	1,350	2.67
All MMAs	12,318	0.88

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 completed for the island of Kaua'i.

MMA	Completed	Margin of Error ±
U.S. West	1,264	2.76
U.S. East	1,383	2.64
Japan	5	43.83
Canada	760	3.55
Oceania	59	12.76
China	6	43.83
Korea	56	13.10
All MMAs	3,533	1.65

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 completed for the island of Maui.

MMA	Completed	Margin of Error ±
U.S. West	1,680	2.39
U.S. East	1,964	2.21
Japan	19	22.48
Canada	980	3.13
Oceania	125	8.77
China	14	26.19
Korea	95	10.05
All MMAs	4,877	1.40

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 completed for the island of Hawai'i.

MMA	Completed	Margin of Error ±
U.S. West	1,160	2.93
U.S. East	1,536	2.76
Japan	66	12.45
Canada	1103	3.15
Oceania	114	10.16
China	31	17.89
Korea	251	6.61
All MMAs	4,261	1.61

METHODOLOGY & SAMPLE SIZE - ISLAND VSAT LĀNA‘Ī

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 completed for the island of Lāna‘i.

MMA	Completed	Margin of Error ±
U.S. West	51	13.72
U.S. East	70	11.71
Japan	1	98.00
Canada	37	16.11
Oceania	1	98.00
China	0	-
Korea	1	98.00
All MMAs	161	7.70

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



METHODOLOGY & SAMPLE SIZE - ISLAND VSAT MOLOKA'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 completed for the island of Moloka'i.

MMA	Completed	Margin of Error ±
U.S. West	31	17.60
U.S. East	31	17.60
Japan	0	
Canada	15	25.30
Oceania	3	56.58
China	0	
Korea	5	43.83
All MMAs	85	10.63