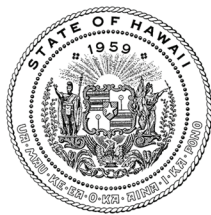


2006

**Visitor Satisfaction
& Activity Report**



State of Hawaii
Department of Business, Economic Development & Tourism
Research & Economic Analysis Division

2006 VISITOR SATISFACTION AND
ACTIVITY REPORT

This report has been cataloged as follows:

Hawai'i. Dept. of Business, Economic Development and Tourism. Research and Economic Analysis Division. Tourism Research Branch.

Visitor satisfaction and activity report. Honolulu: 2001-.

Annual.

1. Tourism-Public opinion-Hawaii.
G155.H3.V753.2006

TABLE OF CONTENTS

1. INTRODUCTION	1
Background	2
Objectives	2
Condition of Visitor Industry	3
Definitions	3
2. OVERALL TRENDS	4
Visitor Satisfaction Ratings	5
Individual Island Experience	14
3. SATISFACTION AND RATING	17
Detailed Satisfaction Ratings by Destination	18
Overall Satisfaction Ratings by Lifestyle	20
4. EXPERIENCE AND WILLINGNESS TO RECOMMEND OR REVISIT	80
Overall Rating of Most Recent Vacation to Hawai'i	81
Individual Island Experience	81
Expectations	82
Likelihood to Recommend Hawai'i	82
Likelihood to Recommend Individual Islands	83
Likelihood to Revisit Hawai'i	83
Reasons For Being Not Likely To Return In Next Five Years	84
5. ACTIVITY PARTICIPATION	94
Activity Participation by Island	95
Activity Participation by Lifestage	98
6. TRIP PLANNING	120
Trip Planning and Booking Timetable	121
Island Visitation Decision Timetable	122
Sources of Information Used to Plan Trip	123
Internet Use	123
Use of Travel Agent	125
7. SAFETY ISSUES AND OTHER NUISANCES	131
8. VISITOR PROFILE	133
Lifestyle/Lifestage Segments and Visitation Status	134
Employment, Income and Education	134
Other Visitor Characteristics	136
Primary Purpose of Trips	137
Secondary Purpose of Trips	138
Travel Companions	139
9. DEFINITIONS AND SURVEY METHODOLOGY	147
Definitions	148
Survey Methodology	148
10. 2006 VISITOR SATISFACTION SURVEY FORM (English Version)	150

LIST OF TABLES

Table 3.1	2006 O‘ahu Detailed Satisfaction Ratings by Category – U.S. West.....	23
Table 3.2	2005 O‘ahu Detailed Satisfaction Ratings by Category – U.S. West.....	24
Table 3.3	2006 Maui Detailed Satisfaction Ratings by Category – U.S. West.....	25
Table 3.4	2005 Maui Detailed Satisfaction Ratings by Category – U.S. West.....	26
Table 3.5	2006 Kaua‘i Detailed Satisfaction Ratings by Category – U.S. West	27
Table 3.6	2005 Kaua‘i Detailed Satisfaction Ratings by Category – U.S. West	28
Table 3.7	2006 Kona Detailed Satisfaction Ratings by Category – U.S. West.....	29
Table 3.8	2005 Kona Detailed Satisfaction Ratings by Category – U.S. West.....	30
Table 3.9	2006 O‘ahu Detailed Satisfaction Ratings by Category – U.S. East.....	31
Table 3.10	2005 O‘ahu Detailed Satisfaction Ratings by Category – U.S. East.....	32
Table 3.11	2006 Maui Detailed Satisfaction Ratings by Category – U.S. East.....	33
Table 3.12	2005 Maui Detailed Satisfaction Ratings by Category – U.S. East.....	34
Table 3.13	2006 Kaua‘i Detailed Satisfaction Ratings by Category – U.S. East	35
Table 3.14	2005 Kaua‘i Detailed Satisfaction Ratings by Category – U.S. East	36
Table 3.15	2006 Kona Detailed Satisfaction Ratings by Category – U.S. East.....	37
Table 3.16	2005 Kona Detailed Satisfaction Ratings by Category – U.S. East.....	38
Table 3.17	2006 O‘ahu Detailed Satisfaction Ratings by Category – Japan.....	39
Table 3.18	2005 O‘ahu Detailed Satisfaction Ratings by Category – Japan.....	40
Table 3.19	2006 Maui Detailed Satisfaction Ratings by Category – Japan	41
Table 3.20	2005 Maui Detailed Satisfaction Ratings by Category – Japan	42
Table 3.21	2006 Kona Detailed Satisfaction Ratings by Category – Japan.....	43
Table 3.22	2005 Kona Detailed Satisfaction Ratings by Category – Japan	44
Table 3.23	2006 O‘ahu Detailed Satisfaction Ratings by Category – Canada.....	45
Table 3.24	2005 O‘ahu Detailed Satisfaction Ratings by Category – Canada.....	46
Table 3.25	2006 Maui Detailed Satisfaction Ratings by Category – Canada.....	47
Table 3.26	2005 Maui Detailed Satisfaction Ratings by Category – Canada.....	48
Table 3.27	2006 Kaua‘i Detailed Satisfaction Ratings by Category – Canada	49
Table 3.28	2005 Kaua‘i Detailed Satisfaction Ratings by Category – Canada	50
Table 3.29	2006 Kona Detailed Satisfaction Ratings by Category – Canada.....	51
Table 3.30	2005 Kona Detailed Satisfaction Ratings by Category – Canada.....	52
Table 3.31	2006 O‘ahu Detailed Satisfaction Ratings by Category – Europe.....	53
Table 3.32	2005 O‘ahu Detailed Satisfaction Ratings by Category – Europe.....	54
Table 3.33	2006 Maui Detailed Satisfaction Ratings by Category – Europe.....	55
Table 3.34	2005 Maui Detailed Satisfaction Ratings by Category – Europe.....	56
Table 3.35	2006 Kaua‘i Detailed Satisfaction Ratings by Category – Europe	57
Table 3.36	2005 Kaua‘i Detailed Satisfaction Ratings by Category – Europe	58
Table 3.37	2006 Kona Detailed Satisfaction Ratings by Category – Europe.....	59
Table 3.38	2005 Kona Detailed Satisfaction Ratings by Category – Europe.....	60
Table 3.39	2006 O‘ahu Overall Satisfaction Ratings by Lifestyle - U.S. West.....	61
Table 3.40	2006 Maui Overall Satisfaction Ratings by Lifestyle - U.S. West.....	62
Table 3.41	2006 Kaua‘i Overall Satisfaction Ratings by Lifestyle - U.S. West.....	63
Table 3.42	2006 Kona Overall Satisfaction Ratings by Lifestyle - U.S. West.....	64
Table 3.43	2006 O‘ahu Overall Satisfaction Ratings by Lifestyle - U.S. East	65
Table 3.44	2006 Maui Overall Satisfaction Ratings by Lifestyle - U.S. East.....	66

Table 3.45	2006 Kaua‘i Overall Satisfaction Ratings by Lifestyle - U.S. East.....	67
Table 3.46	2006 Kona Overall Satisfaction Ratings by Lifestyle - U.S. East.....	68
Table 3.47	2006 O‘ahu Overall Satisfaction Ratings by Lifestyle - Japan.....	69
Table 3.48	2006 Maui Overall Satisfaction Ratings by Lifestyle - Japan.....	70
Table 3.49	2006 Kona Overall Satisfaction Ratings by Lifestyle - Japan.....	71
Table 3.50	2006 O‘ahu Overall Satisfaction Ratings by Lifestyle - Canada	72
Table 3.51	2006 Maui Overall Satisfaction Ratings by Lifestyle - Canada	73
Table 3.52	2006 Kaua‘i Overall Satisfaction Ratings by Lifestyle - Canada.....	74
Table 3.53	2006 Kona Overall Satisfaction Ratings by Lifestyle - Canada	75
Table 3.54	2006 O‘ahu Overall Satisfaction Ratings by Lifestyle - Europe	76
Table 3.55	2006 Maui Overall Satisfaction Ratings by Lifestyle - Europe	77
Table 3.56	2006 Kaua‘i Overall Satisfaction Ratings by Lifestyle - Europe.....	78
Table 3.57	2006 Kona Overall Satisfaction Ratings by Lifestyle - Europe	79
Table 4.1	2006 Overall Rating of Most Recent Vacation to Hawai‘i by Lifestage	85
Table 4.2	2005 Overall Rating of Most Recent Vacation to Hawai‘i by Lifestage	85
Table 4.3	2006 Overall Rating of Experience on Each Island Visited.....	86
Table 4.4	2005 Overall Rating of Experience on Each Island Visited.....	87
Table 4.5	2006 Expectations of Vacation by Lifestage	88
Table 4.6	2005 Expectations of Vacation by Lifestage	88
Table 4.7	2006 Likelihood to Recommend Hawai‘i as a Vacation Place by Lifestage.....	89
Table 4.8	2005 Likelihood to Recommend Hawai‘i as a Vacation Place by Lifestage.....	89
Table 4.9	2006 Likelihood to Revisit Hawai‘i in the Next 5 Years by Lifestage	90
Table 4.10	2005 Likelihood to Revisit Hawai‘i in the Next 5 Years by Lifestage	90
Table 4.11	2006 Likelihood to Recommend Islands	91
Table 4.12	2005 Likelihood to Recommend Islands	92
Table 4.13	2006 Reasons for Not Revisiting Hawai‘i.....	93
Table 4.14	2005 Reasons for Not Revisiting Hawai‘i.....	93
Table 4.15	2006 Other Reasons for Not Revisiting Hawai‘i	93
Table 5.1	2006 Activity Participation – U.S. West.....	100
Table 5.2	2005 Activity Participation – U.S. West.....	101
Table 5.3	2006 Activity Participation – U.S. East.....	102
Table 5.4	2005 Activity Participation – U.S. East.....	103
Table 5.5	2006 Activity Participation – Japan.....	104
Table 5.6	2005 Activity Participation – Japan.....	105
Table 5.7	2006 Activity Participation – Canada	106
Table 5.8	2005 Activity Participation – Canada	107
Table 5.9	2006 Activity Participation – Europe	108
Table 5.10	2005 Activity Participation – Europe	109
Table 5.11	2006 Activity Participation by Lifestage – U.S. West.....	110
Table 5.12	2005 Activity Participation by Lifestage – U.S. West.....	111
Table 5.13	2006 Activity Participation by Lifestage – U.S. East.....	112
Table 5.14	2005 Activity Participation by Lifestage – U.S. East.....	113
Table 5.15	2006 Activity Participation by Lifestage – Japan	114
Table 5.16	2005 Activity Participation by Lifestage – Japan	115
Table 5.17	2006 Activity Participation by Lifestage – Canada.....	116
Table 5.18	2005 Activity Participation by Lifestage – Canada.....	117
Table 5.19	2006 Activity Participation by Lifestage – Europe.....	118
Table 5.20	2005 Activity Participation by Lifestage – Europe.....	119

Table 6.1	2006 Trip Planning & Booking Timetable – U.S. Total	126
Table 6.2	2006 Trip Planning & Booking Timetable – U.S. West.....	126
Table 6.3	2006 Trip Planning & Booking Timetable – U.S. East.....	126
Table 6.4	2006 Trip Planning & Booking Timetable – Japan	127
Table 6.5	2006 Trip Planning & Booking Timetable – Canada.....	127
Table 6.6	2006 Trip Planning & Booking Timetable –Europe.....	127
Table 6.7	2006 Island Visitation Decision Timetable.....	128
Table 6.8	2006 Sources of Information Used for Trip Planning.....	128
Table 6.9	2006 Sources of Information Used for Trip Planning – U.S. Total	128
Table 6.10	2006 Sources of Information Used for Trip Planning – U.S. West.....	129
Table 6.11	2006 Sources of Information Used for Trip Planning – U.S. East.....	129
Table 6.12	2006 Sources of Information Used for Trip Planning – Japan	129
Table 6.13	2006 Sources of Information Used for Trip Planning – Canada	130
Table 6.14	2006 Sources of Information Used for Trip Planning – Europe.....	130
Table 6.15	2006 Internet Usage for Trip Planning.....	130
Table 6.16	2006 Usage of Travel Agent by MMA	130
Table 7.1	2006 Issues and Other Nuisance.....	132
Table 8.1	Lifestyle/Lifestage and Visitation Status.....	140
Table 8.2	Income Level – U.S. Total	140
Table 8.3	Income Level – U.S. West.....	140
Table 8.4	Income Level – U.S. East.....	141
Table 8.5	Income Level – Japan	141
Table 8.6	Income Level – Canada	141
Table 8.7	Income Level – Europe.....	142
Table 8.8	Employment.....	142
Table 8.9	Education.....	142
Table 8.10	Gender and Age.....	142
Table 8.11	Relationship with Hawai‘i.....	143
Table 8.12	Travel History	143
Table 8.13	Places Visited in the Past Five Years	143
Table 8.14	Primary Purpose of Trip.....	144
Table 8.15	Secondary Purpose of Trip	144
Table 8.16	Companion Type.....	145
Table 8.17	Year of Last Visit to Hawai‘i.....	145
Table 8.18	Accommodation Usage by Island	146
Table 9.1	Response Rate	149
Table 9.2	Sample Size	149

LIST OF FIGURES

Figure 1: Overall Rating of Trip Was Excellent	5
Figure 2: Trip Exceeds Expectations	6
Figure 3: Overall Satisfaction	7
Figure 4: Overall Dissatisfaction.....	8
Figure 5: Very Likely to Recommend Hawai'i to Friends and Relatives	9
Figure 6: Very Likely to Revisit Hawai'i in Next Five Years	10
Figure 7: First-Time Visitors Very Likely to Revisit Hawai'i in Next Five Years.....	11
Figure 8: Repeat Visitors Very Likely to Revisit Hawai'i in Next Five Years	11
Figure 9: Not Likely At All to Revisit Hawai'i in Next Five Years.....	12
Figure 10: Reasons for Not Revisiting Hawai'i - U.S.	13
Figure 11: Reason for Not Revisiting Hawai'i - Japan.....	13
Figure 12: Island Experience Rated as Excellent – U.S.	14
Figure 13: Island Experience Rated as Excellent – Japan.....	15
Figure 14: Island Experience Rated as Excellent – Canada.....	15
Figure 15: Island Experience Rated as Excellent – Europe.....	16
Figure 16: Internet Use - U.S.	124
Figure 17: Internet Use - Japan.....	124

ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Mr. Theodore E. Liu. This report was prepared by Mr. Daniel Nahoopii, Ms. Minh-Chau T. Chun, Mr. Lawrence Liu, Ms. Sarah Takemoto, and Mr. Cy Feng, under the direction of Dr. Pearl Imada Iboshi.

Ms. Marsha Wienert, State Tourism Liaison; and Mr. Christopher Kam, Director of the Market Trends, Hawai'i Visitors and Convention Bureau, reviewed this report and provided valuable comments.

Mr. David Hiromoto designed the cover for this report.

The report is also available in Adobe Acrobat form on the DBEDT Web Site, <http://www.hawaii.gov/dbedt/info/visitor-stats/>.

Due to the space limitations, additional data tables were not included in this report but can be found on the DBEDT website.

For further information about obtaining visitor data and other sources, contact the DBEDT Library at (808) 586-2424, or e-mail library@dbedt.hawaii.gov.

For further information about obtaining copies of the report, contact the DBEDT Research and Economic Analysis Division at (808) 586-2466.

1. INTRODUCTION

INTRODUCTION

Background

The Visitor Satisfaction Survey was initiated by the Hawai'i Visitors and Convention Bureau (HVCB, formerly known as the Hawai'i Visitors Bureau) in the 1950s. The survey has been conducted intermittently since that time and reports were published by HVCB for 1961, 1969-1977, 1984-1992, 1996 and 1998, focusing on visitors from U.S. and Japan. In January 1999 the Legislature transferred the responsibility for visitor-related research projects from HVCB to the Department of Business, Economic Development and Tourism (DBEDT). DBEDT began conducting the Visitor Satisfaction survey in 2001. Then in 2002, DBEDT expanded the study to include Canadian and European visitors.

The survey measures satisfaction levels for different components of the visitor experience (accommodations, attractions, dining, shopping, etc.) and also provides data on what activities visitors engaged in during their vacation. In this report, DBEDT presents results from the 2006 Visitor Satisfaction Survey. Results from this and past Visitor Satisfaction Surveys, as well as, other visitor research publications are available on the DBEDT website: <http://www.hawaii.gov/dbedt/info/visitor-stats/>.

Objectives

There are three main objectives of this report. The first objective is to present measurements of survey respondents' satisfaction with Hawai'i as a visitor destination, specifically visitors from the top five major market areas, U.S. West, U.S. East, Japan, Canada and Europe. This report attempts to portray the visitor's overall evaluation of the vacation experience covering various aspects of their trip to the islands for the island that they stayed the longest. These visitors were queried about their experiences with Hawai'i's accommodations, restaurants, airports, parks, beaches and attractions, as well as their engagement in activities such as sightseeing, shopping, transportation, cultural, entertainment and sports and fitness. It is hoped that this feedback will help Hawai'i's businesses take proactive measures in promotion, maintenance and improvement in these essential areas. Sectors of industries may also use these data to assess their performance. The change to present detailed satisfaction information by island was made to improve feedback to Hawai'i's visitor industry.

The second objective is to provide some insight into the destination selection process taken by these visitors. The data show that visitors employ a variety of sources to plan, select and book a trip to the Hawaiian Islands. In particular, the data allow a closer look at the impact of the Internet and travel agents on the selection process, as well as the timetable involved in trip planning and booking.

The final objective is to analyze demographic information on visitors who responded to the study. This level of detail is not available from the DBEDT Annual and Monthly visitor reports. Information is provided on the average visitor's income level, employment status and education level. Furthermore, visitors are classified into lifestyle or life-stage segments as well as first-time or repeat visitors to highlight the different types of travelers to the islands. Information on their purpose of trip and their travel companions helps to complete the picture of the Hawai'i visitors.

Condition of Visitor Industry

The year 2006 was very eventful. The State of Hawai'i entertained a total of 7,561,311 visitors, arriving by air or by cruise ship, an increase of .9 percent over last year. Leading the growth was U.S. West with 3,191,709 visitors who came by air (+5.3%), U.S. East with 1,933,182 visitors (+.2%), and 273,529 visitors from Canada (+10%). Visitors from Japan contracted 10.2 percent to 1,362,708 visitors. The proportion of repeat visitors to the State continued to inch up from 63 percent in 2005 to 63.9 percent in 2006.

Other unprecedented circumstances during this time period also affected the visitor industry. In March and April of 2006, over 40 days of heavy rains assaulted the islands, contributing to a dam break that killed seven people on Kaua'i. The rain also caused heavy flooding throughout the state and damaged major sewer lines on O'ahu - closing beaches.

Definitions

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

Major Market Areas (MMAs): The following geographical areas are defined by the Hawai'i Tourism Authority for marketing purposes to make the State more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other states in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories

Visitor Lifestyle and Life-Stage:

- Wedding/Honeymoon visitors: Visitors whose primary and secondary purpose of trip are to get married or honeymoon.
- Family: Visitors traveling with kids under 18 years of age and are not in the above life stage.
- Young: Visitors between 18 and 34 years of age and are not in the above life stages.
- Middle Age: Visitors between 35 and 54 years of age and are not in the above life stages.
- Seniors: Visitors 55 years of age or over and are not in the above life stages.

2. OVERALL TRENDS

OVERALL TRENDS

Visitor Satisfaction Ratings

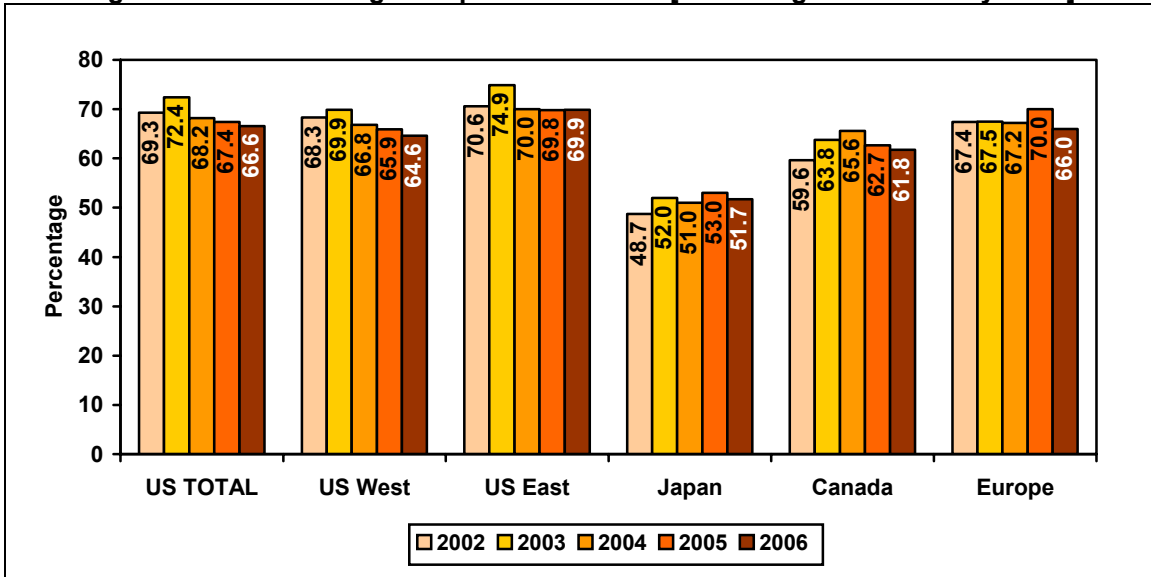
Visitor satisfaction is an important indicator of industry performance. This measure provides vital feedback on how well services are delivered and how well the industry meets expectations. High satisfaction is also a leading-indicator of customer retention and loyalty. Satisfying visitors’ needs and expectations encourages return trips to Hawai‘i. Satisfied customers also develop a fondness for the destination which results in a higher likelihood to recommend Hawai‘i to others.

Overall Rating of Most Recent Vacation to Hawai‘i

Visitors continued to give high marks for their overall experience in Hawai‘i. The majority of visitors rated their most recent trip to Hawai‘i as excellent. (Tables 4.1 to 4.2).

- Two-thirds (66.6%) of U.S. visitors found their most recent trip excellent. The rating was similar to last year (67.4%) but still significantly lower than the high of 72.4 percent reached in 2003.
- U.S. West visitors (64.6%) tended to rate Hawai‘i lower than their U.S. East counterparts (69.9%). In 2006, U.S. West visitors’ overall ratings declined 1.3 percentage points from 2005; however, this is within the margin of error of the survey.
- Just over half (51.7%) of Japanese visitors found Hawai‘i excellent in 2006. This rating has remained fairly consistent over the past four years.
- Canadian visitors continued to give high marks for Hawai‘i with six out of every ten visitors feeling their trip was excellent.
- 66 percent of European visitors rated Hawai‘i excellent in 2006. This rating is 4 percentage points lower than last year but still consistent with ratings of previous years.

Figure 1: Overall Rating of Trip Was Excellent [Percentage of visitors by MMA]

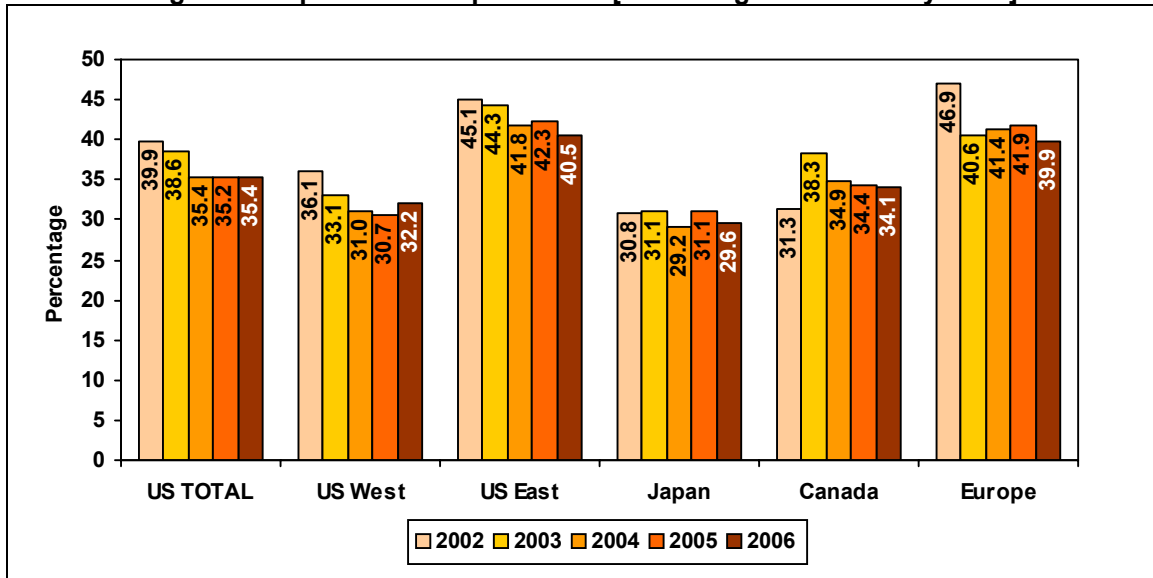


Expectations

Few visitors (less than seven percent) felt Hawai'i did not meet their expectations at all. Overall, this indicator showed that Hawai'i's ability to exceed expectations is quite strong. Even though the satisfaction ratings may be good, expectations were also set high because many visitors had been to Hawai'i before and know what to expect. Therefore another indicator of a high quality experience would be how well Hawai'i exceeded visitor expectations. (Tables 4.5 to 4.6).

- U.S. East and European visitors rated Hawai'i the highest for exceeding their expectations. Forty percent of these visitors said that their trip to Hawai'i exceeded their expectations.
- Approximately a third of Japanese and Canadian visitors continue to find their experiences exceed their expectations.
- Over the past few years, Hawai'i found it easy to satisfy but difficult to exceed the expectations of U.S. West visitors (32.2%). This could be a result of the number of repeat visitors (78.5% in 2006). Familiarity with the product and the increasing availability of information has created better prepared U.S. West travelers who know exactly what to expect.

Figure 2: Trip Exceeds Expectations [Percentage of visitors by MMA]

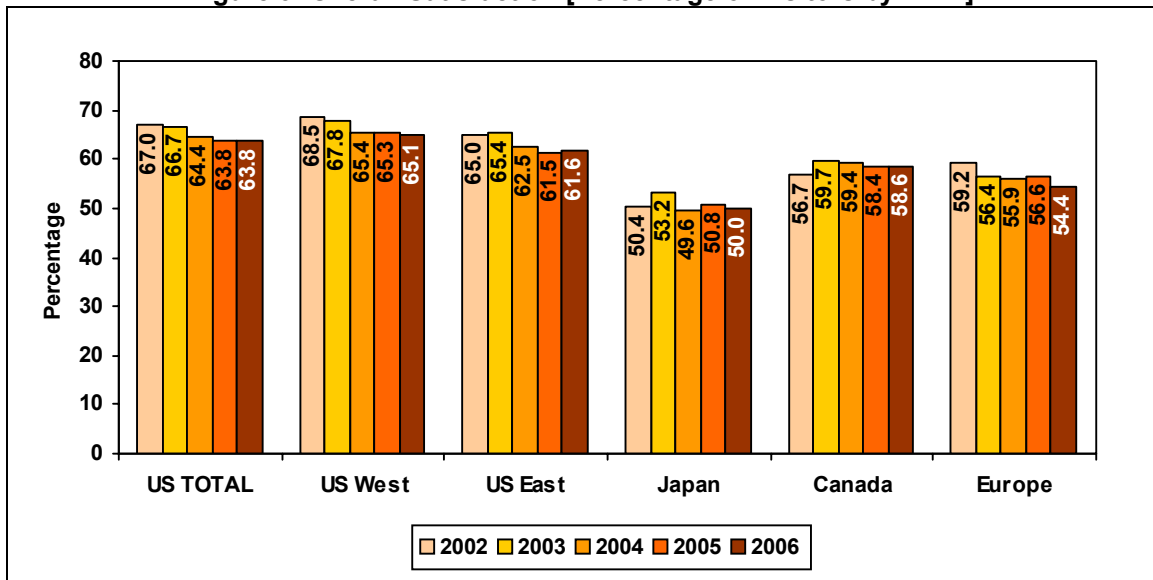


Overall Satisfaction/Dissatisfaction

Taking into account all the facets of satisfaction helps to give us a better picture of the overall opinions of our visitors. This index of overall satisfaction is the average ratings of *excellent* for overall vacation, *exceeded* for trip expectations, *very likely* for likelihood to recommend Hawai'i and *very likely* for likelihood to revisit, detailed in later sections.

- U.S. visitors show a slight decline of 3.2 percentage points in overall satisfaction over the past five years but still within the survey's margin of error.
- Overall satisfaction from the Japan market fluctuates slightly year to year but appears to stay within the 50 percent range.
- Canadian visitors' overall satisfaction has also been stable over the past five years.
- European visitors' overall satisfaction dropped 2.2 percentage points in 2006 which is not much different from 2005 but significantly lower than the 59.2 percent rating received in 2002.

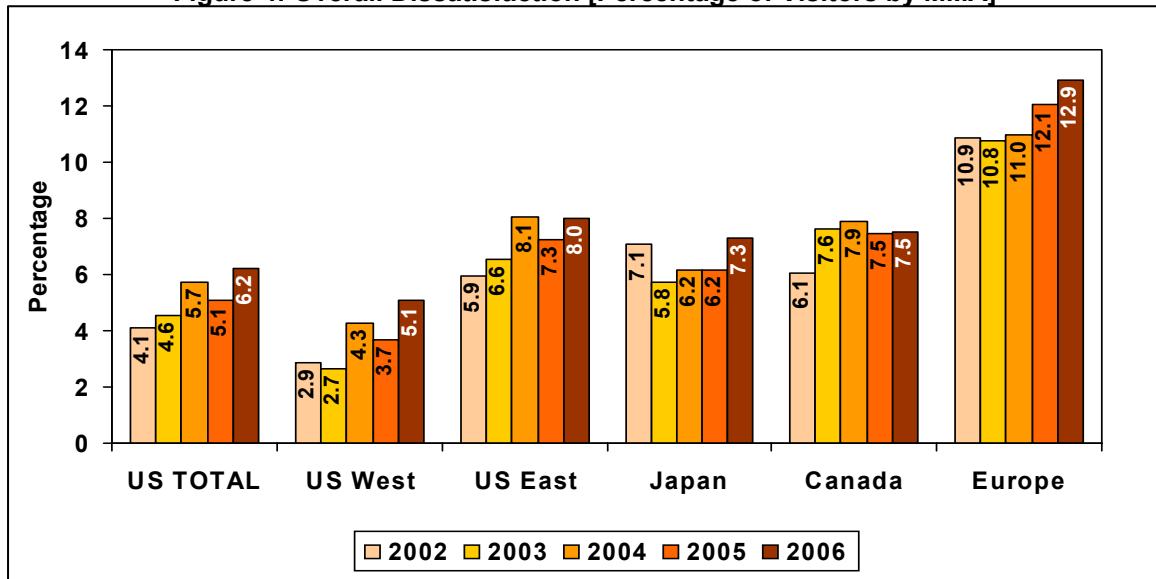
Figure 3: Overall Satisfaction [Percentage of Visitors by MMA]



The percentages of visitors dissatisfied with the islands remained quite low, while over half of the visitors surveyed gave high marks for their experiences in Hawai'i. This index of overall dissatisfaction is the average ratings of *below average* and *poor* for overall vacation, *did not meet* for trip expectations, *not too likely* and *not at all likely* for likelihood to recommend Hawai'i and *not too likely* and *not at all likely* for likelihood to revisit.

- European visitors showed another year of higher dissatisfaction than other markets, mainly due to not being likely to return in the near future (see Figure 9, page 12). Overall dissatisfaction from U.S. West, U.S. East and Canadian respondents were relatively similar to previous years.

Figure 4: Overall Dissatisfaction [Percentage of Visitors by MMA]

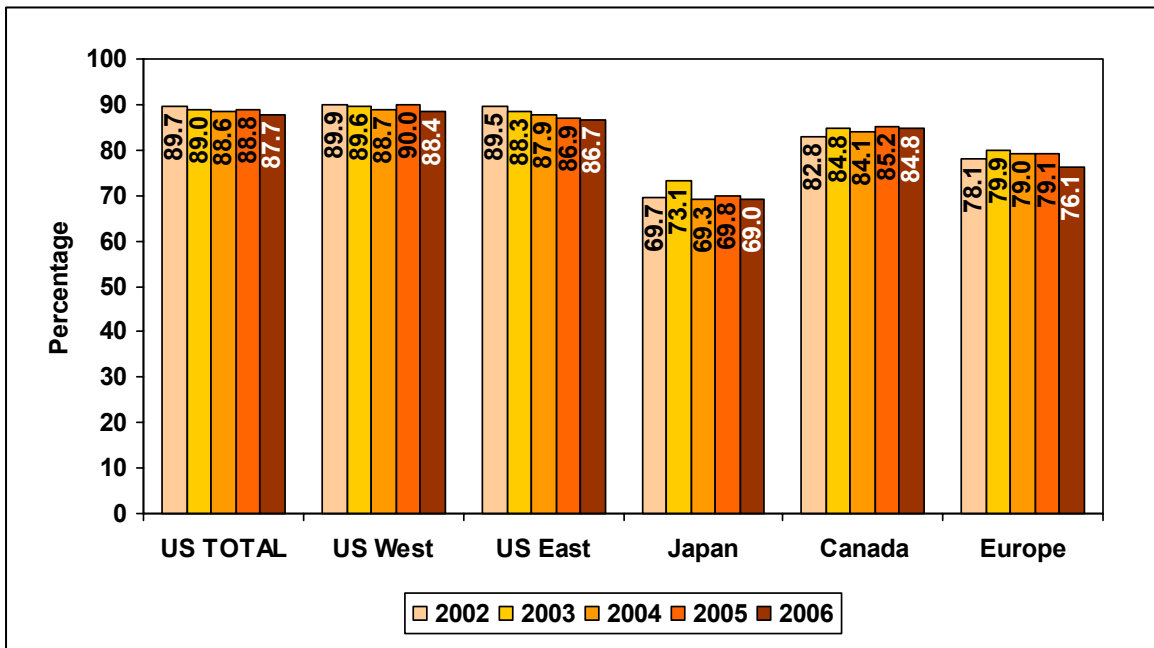


Likelihood to Recommend Hawai'i

When visitors are highly satisfied with their trip they will be more likely to recommend the destination to friends and family. Many Hawai'i visitors report to be very likely to recommend this destination to others. Word-of-mouth advertising is important in marketing Hawai'i. These referrals develop more first-time visitors to Hawai'i and encourage previous visitors to return. (Tables 4.7 to 4.8).

- The likelihood to recommend Hawai'i to others has remained relatively stable over the past four years among the top five visitor markets.
- Even though slightly lower than other marketing areas, at least two-thirds of Japanese visitors had been very likely to recommend Hawai'i over the past five years.

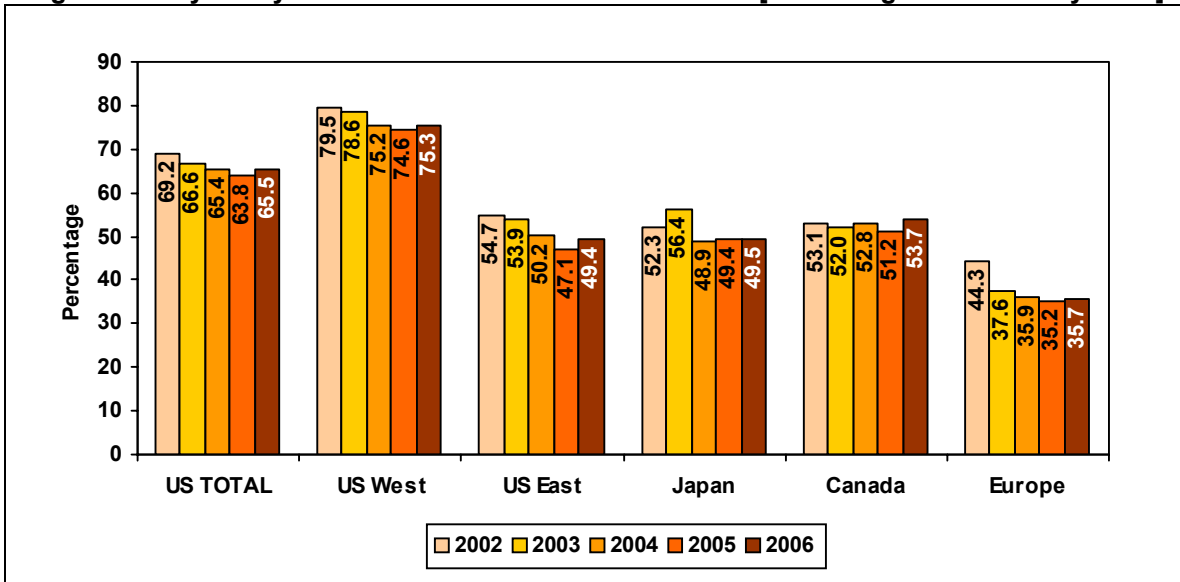
**Figure 5: Very Likely to Recommend Hawai'i to Friends and Relatives
[Percentage of visitors by MMA]**



Likelihood to Revisit Hawai'i (Tables 4.9 to 4.10)

- Visitors appear to be satisfied with their vacations and their sentiments toward returning in the near future appear stable. Figure 6, shows that the percentage of visitors who were very likely to return to Hawai'i in the next five years has been similar to previous years. The majority of U.S. West visitors were very likely to visit Hawai'i in the next five years but a rating of 75.3 percent is significantly lower than the high of 80 percent in 2002.
- Slightly less than half of U.S. East visitors were very likely to return (49.4%) This is an increase of 2.3 percentage points over last year but still within the survey's margin of error.
- Less than half of Japan visitors (49.5%) were also very likely to return which has remained constant since 2004.
- Canada, like U.S. East, showed some improvement from last year (+2.5 percentage points) but still not a significant increase.

Figure 6: Very Likely to Revisit Hawai'i in Next Five Years [Percentage of visitors by MMA]

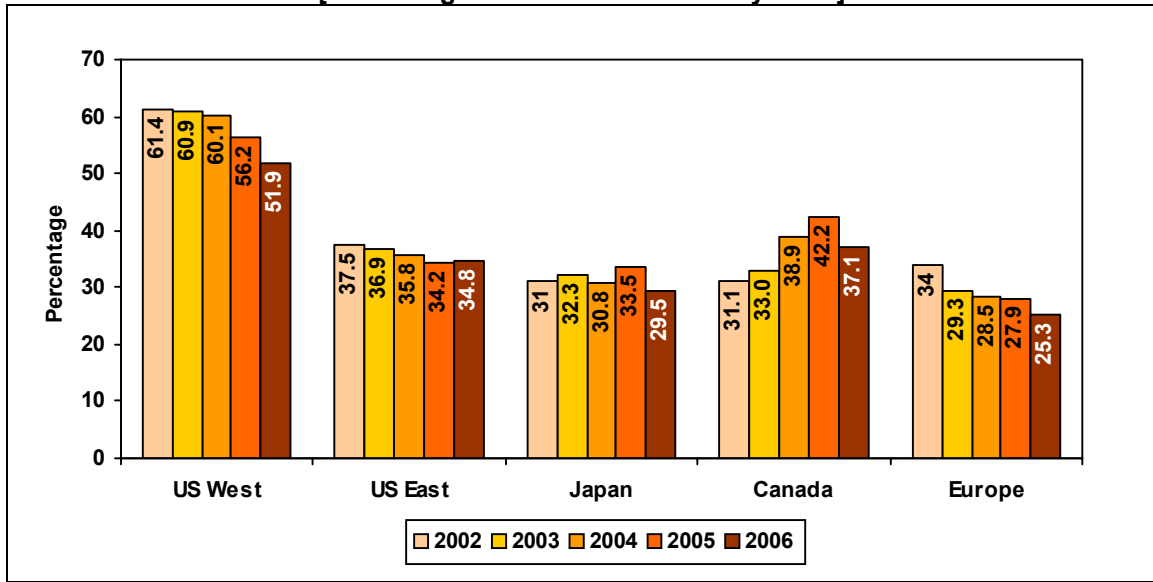


Since likelihood to revisit is also highly correlated with visitation status (first-time or repeat visitor) and the ratio of first-time to repeat visitors varies across MMA, a fitting representation is to analyze the first-time and repeat visitors separately.

- Only one-third of first-time visitors from U.S. East or Japan were very likely to return in the next five years compared to over half of U.S. West visitors.
- 2006 saw another decline (-4.3 percentage points from 2005) of first-time visitors from U.S. West who were very likely to revisit Hawai'i than in previous years. This is a significant decrease from the ratings in 2002 through 2004.
- The intention of Canadian first-time visitors to return to Hawai'i also fell significantly from 42.2 percent in 2005 to 37.1 percent in 2006.
- More repeat visitors, from all MMA, were very likely to revisit again compared to the previous year.

- Canadian (+6.3 percentage points) and European (+4.8 percentage points) repeat visitors showed significant increases over 2005.
- An incredible 81.8 percent of U.S. West repeat visitors were very likely to return to Hawai'i in the next five years, virtually unchanged from the previous years.

**Figure 7: First-Time Visitors Very Likely to Revisit Hawai'i in Next Five Years
[Percentage of first-time visitors by MMA]**



**Figure 8: Repeat Visitors Very Likely to Revisit Hawai'i in Next Five Years
[Percentage of repeat visitors by MMA]**

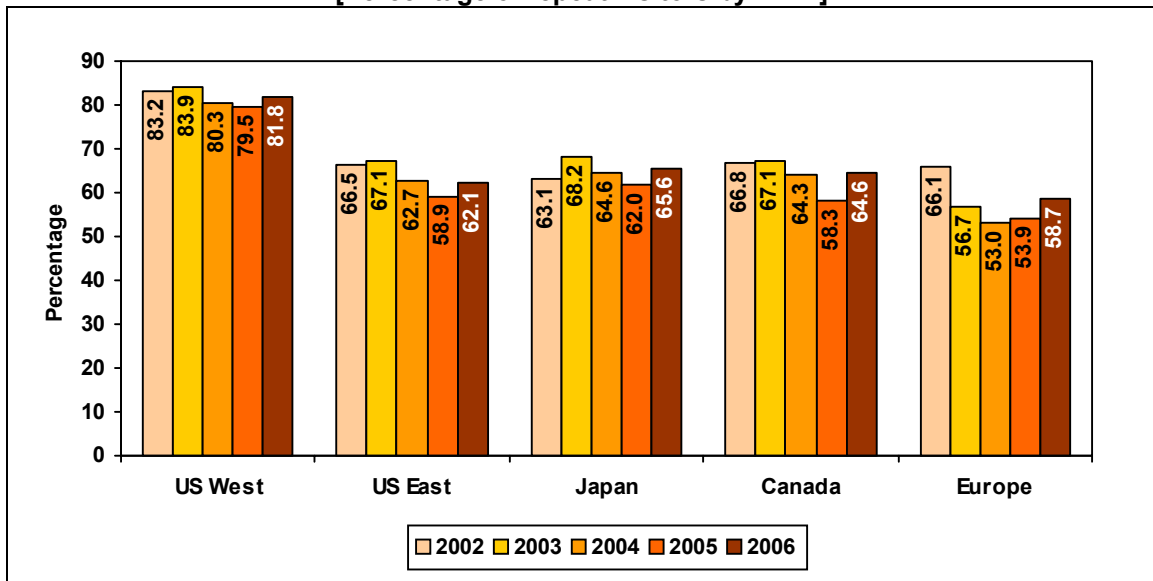
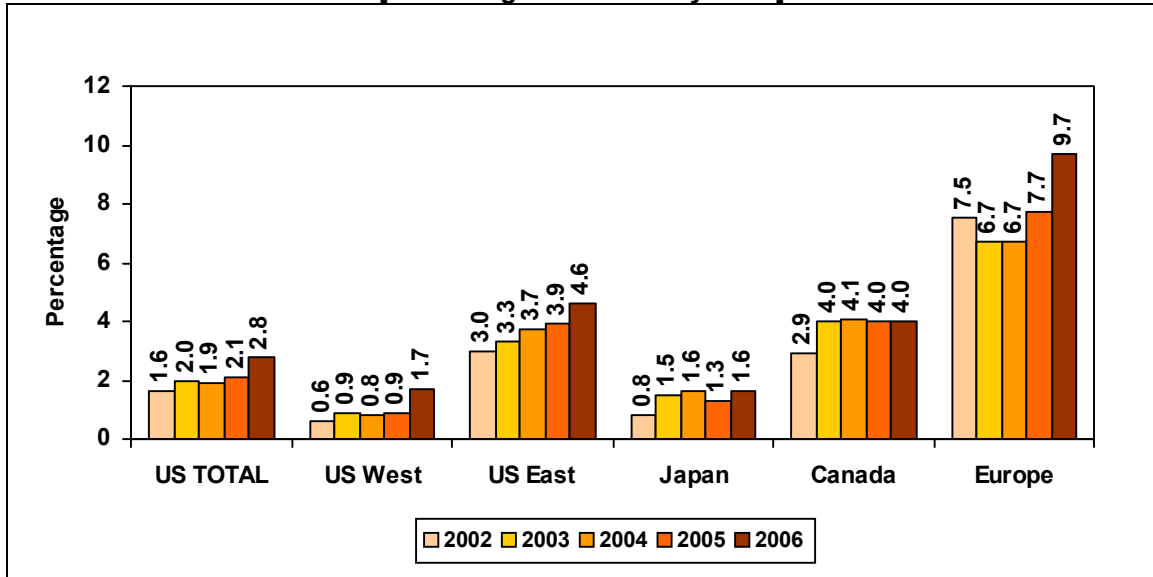


Figure 9, shows that the percentage of respondents who answered that they will *not at all likely* return to Hawai'i in the next five years is fairly low among U.S. West, and Japan visitors and slightly higher for U.S. East and Canadian visitors. European respondents had the highest percentage of those who will definitely not revisit the islands in the next five years.

**Figure 9: Not Likely At All to Revisit Hawai'i in Next Five Years
[Percentage of visitors by MMA]**

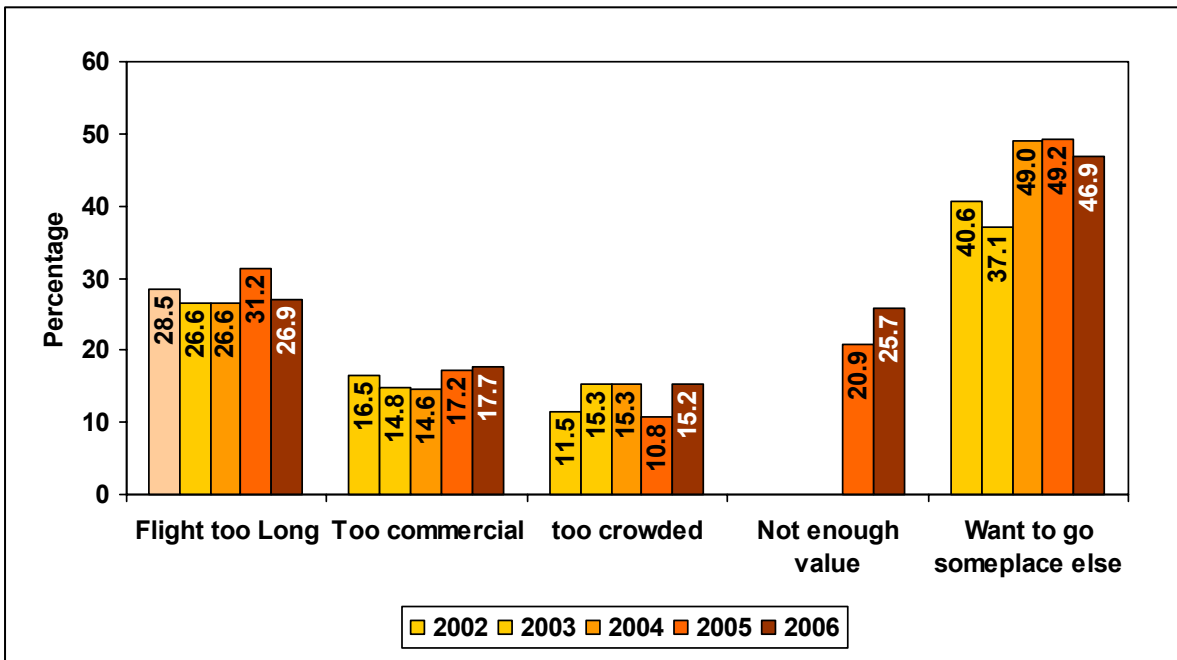


Reasons for Not Revisiting Hawai'i (Tables 4.13 to 4.15)

Many of the visitors not planning to return in the next five years tell us that it is because they want to go someplace else, see Figures 10 and 11.

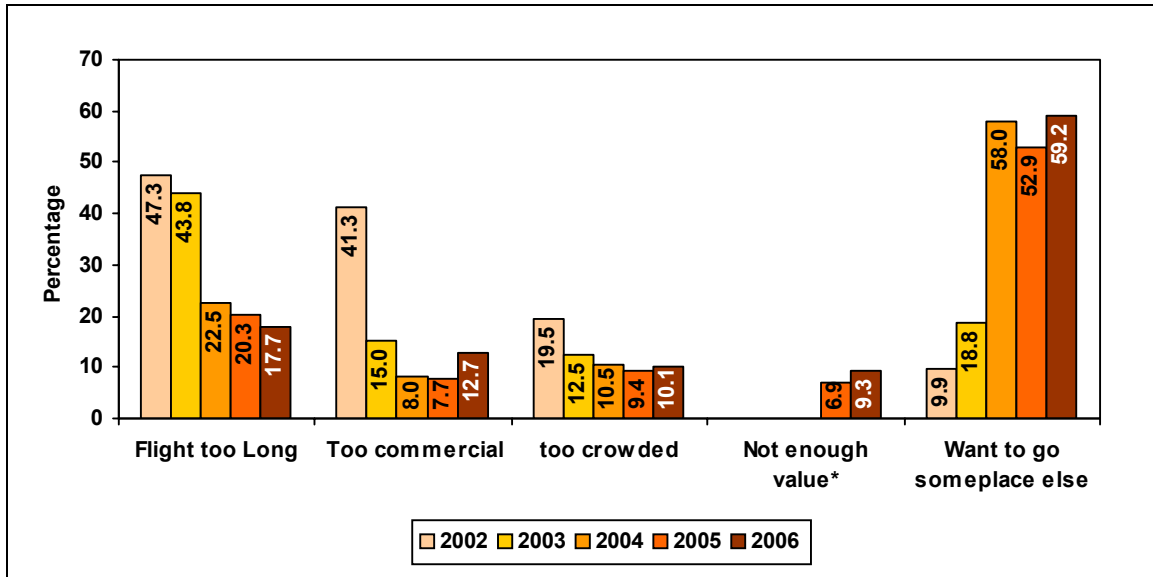
- Over the past three years nearly half of U.S. visitors who do not plan to return, would rather visit a new destination.
- More than half of Japanese visitors felt they needed to go someplace else (59.2% in 2006).
- Increasingly U.S. visitors (25.7%) also thought Hawai'i did not offer enough value for the price.
- In contrast, fewer Japan visitors considered their Hawai'i trip to be low in value (9.3%) but more felt that Hawai'i may be too commercialized (12.7%).

Figure 10: Reasons for Not Revisiting Hawai'i - U.S.
[Percentage of Visitors Who Were Not Likely to Revisit]



* Comparable data not available in 2005. Survey changed to state: “Not enough value for the price” instead of “Too expensive”.

Figure 11: Reason for Not Revisiting Hawai'i - Japan
[Percentage of Visitors Who Were Not Likely to Revisit]



* Comparable data not available in 2005. Survey changed to state: “Not enough value for the price” instead of “Too expensive”.

Individual Island Experience (Tables 4.3 to 4.4)

Each island has unique characteristics, activities and products which result in varied visitor experiences. Consequently, visitors were also asked to rate their experience on each island that they visited during their most recent trip. In general the majority of visitors felt that the islands they visited were excellent. However, the sentiment towards each island does vary by Major Market Area.

- Among U.S. visitors, a visit to Maui and Kaua'i is more likely to result in an excellent experience than O'ahu and Hawai'i Island.
- For 2006, Maui was the favored destination of all MMA except Europe (Kaua'i was rated higher).
- Overall, the Japan market does not rate Kaua'i as highly as it does the other islands (42.0 percent in 2006). A higher percentage of Japanese visitors rated the Big Island as excellent (49.1%) compared to 2005 (46.6%). O'ahu maintained its standing at 53 percent while Maui and Kauai experienced a drop in excellent ratings.
- Canadian visitors found Kaua'i (63%) and Maui (67.7%) to more likely offer an excellent experience.
- Europeans consistently found Kaua'i to be an excellent experience over the past five years (67.7 percent in 2006). Maui showed a steady increase in excellent ratings from 2002 through 2005 but dropped by 4.4 percentage points (63.8%) in 2006.

Figure 12: Island Experience Rated as Excellent – U.S. [Percentage of visitors by Island]

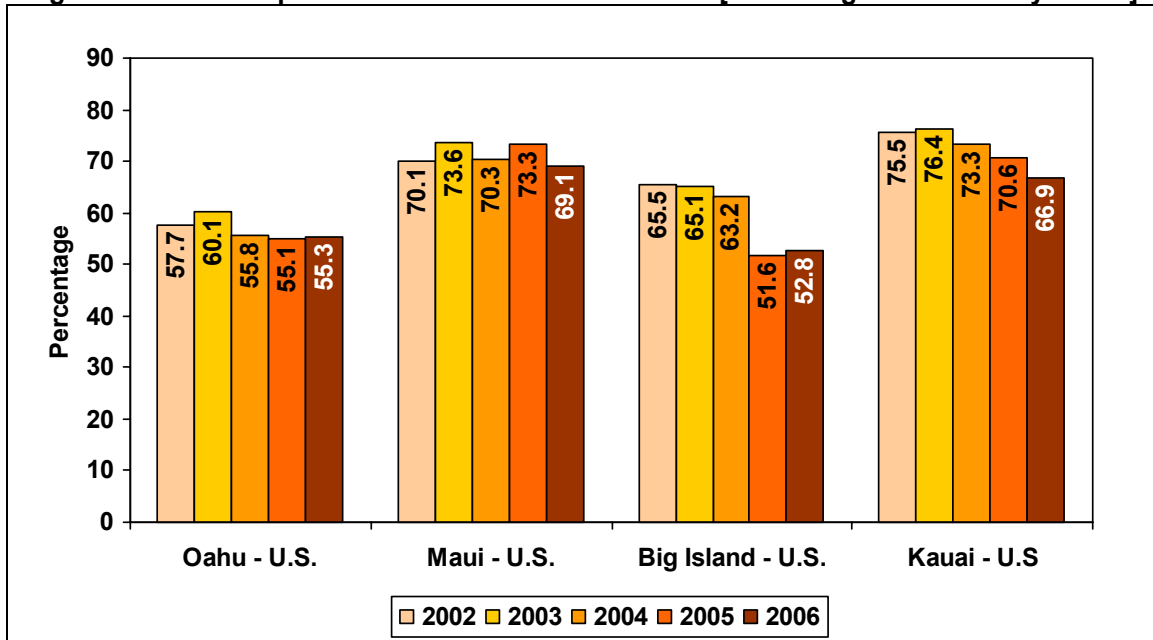


Figure 13: Island Experience Rated as Excellent – Japan [Percentage of visitors by Island]

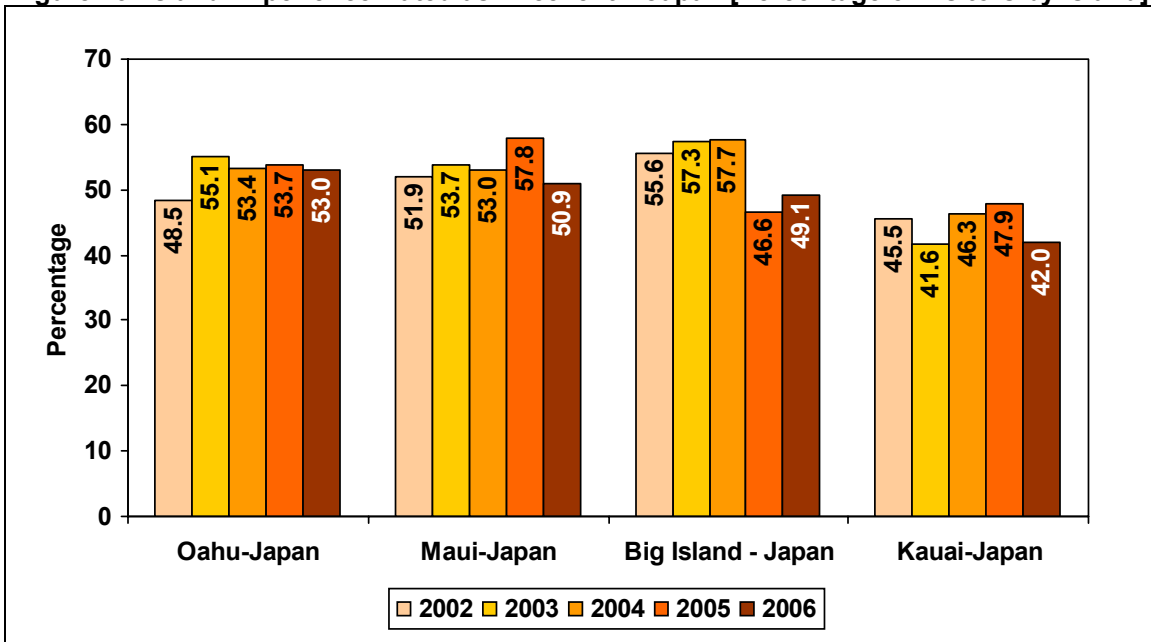


Figure 14: Island Experience Rated as Excellent – Canada [Percentage of visitors by Island]

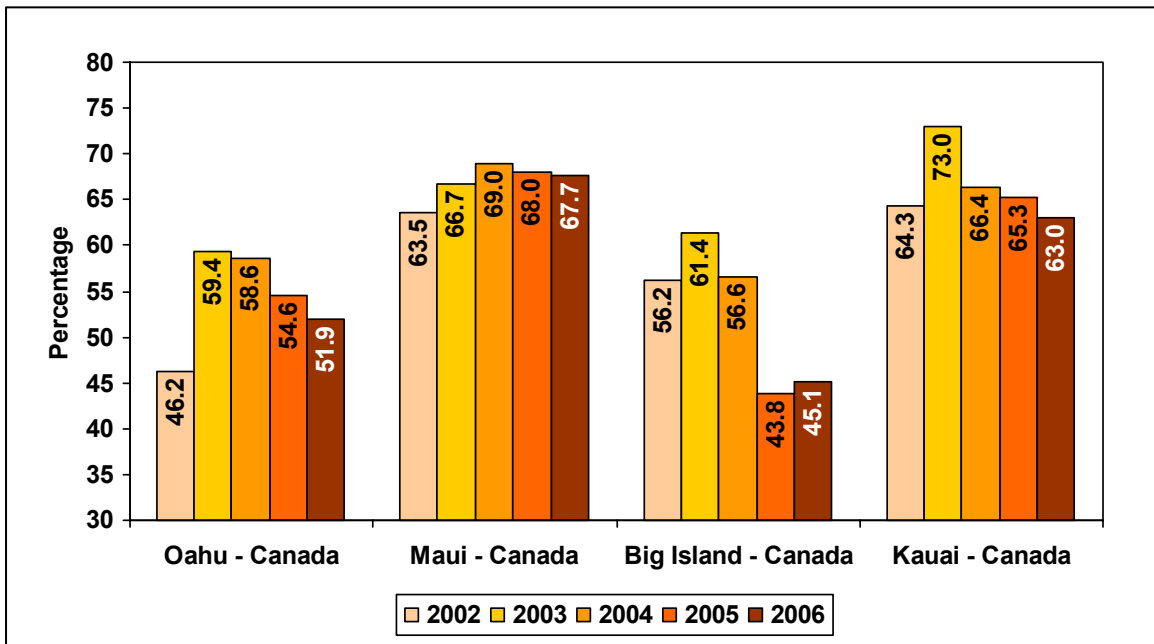
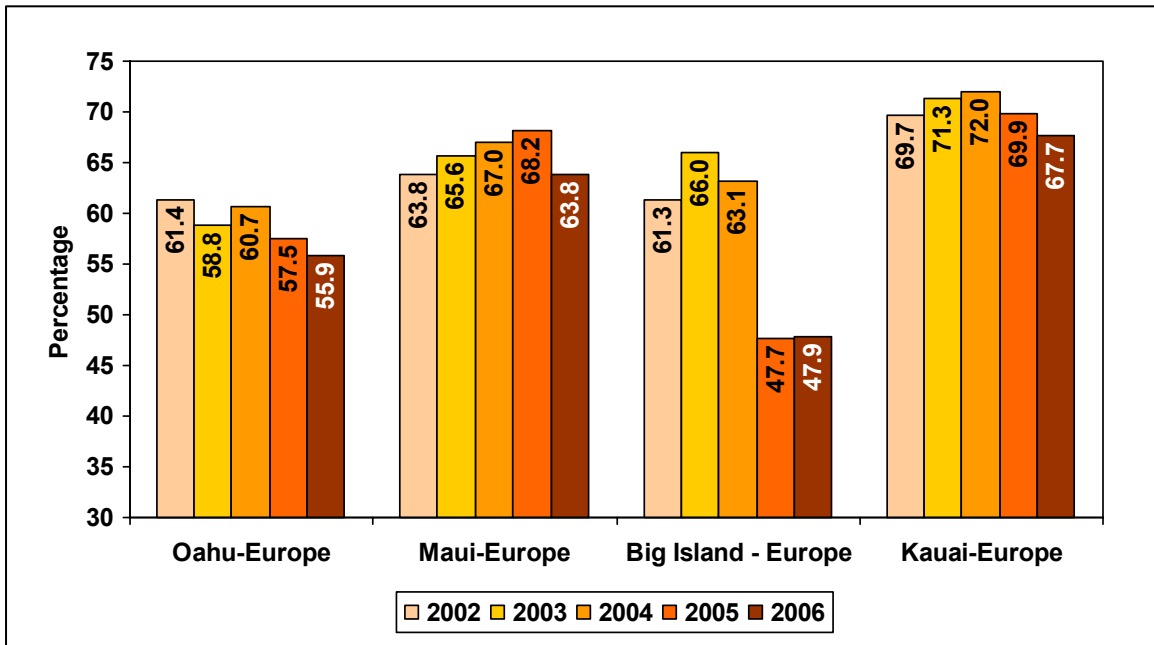


Figure 15: Island Experience Rated as Excellent – Europe [Percentage of visitors by Island]



3. SATISFACTION AND RATING

SATISFACTION AND RATING

In general, no destination was found to be more outstanding than the others given that each destination appealed to the various Major Marketing Areas in different ways. Nevertheless, many visitors consistently found that Kaua'i and Kona's accommodations provided a satisfying experience. O'ahu continued to receive higher ratings on their shopping experience while Maui received higher ratings on their parks and beaches for 2006.

Detailed Satisfaction Ratings by Destination

U.S. West Visitors (Tables 3.1 to 3.8)

- Many U.S. West visitors to O'ahu were *very satisfied* with the accommodations (72.8%) and its locations (77.7%). In all, 70.6 percent of these visitors were *very satisfied* with the island's activities/attractions as visitors stated it provided variety (66.1%), service (65.6%) and found it to be exciting (64.1%).
- U.S. West visitors who stayed on Maui were also *very satisfied* with the accommodations (77.7%) and its locations (79.9%). The 78.6 percent who enjoyed (rated *very satisfied*) the island's parks and beaches typically favored its cleanliness and comfort (69.7%). However 24.1 percent of visitors felt that they were *somewhat dissatisfied* or *not satisfied at all* with the transportation. In particular, a quarter (24.9%) criticized transportation as not having value for their money and 23 percent complained about the efficiency of the transportation.
- Kaua'i's accommodations (79.4%) and its locations (76.5%) were also highly rated (rated *very satisfied*) by U.S. West visitors. Overall, 72.2 percent of visitors were *very satisfied* and enjoyed the island's parks and beaches. However only half felt the facilities and maintenance was very satisfactory: security (55%), facility (58.1%) and cleanliness and comfort (58.8%).
- On the Kona side of Hawai'i Island, U.S. West visitors were generally *very satisfied* with the golf courses (87.3%) mainly because of the locations (90.8%), but fewer visitors were *very satisfied* with the value for their money (40.4%). Many visitors rated the transportation on the island with either *somewhat dissatisfied* or *not satisfied at all* (23%). Mainly visitors were not satisfied with the convenience (23.7%), value for their money (20.7%) and efficiency (22%).

U.S. East Visitors (Tables 3.9 to 3.16)

- Overall U.S. East visitors felt *very satisfied* with accommodations on O'ahu, Maui, Kaua'i and on the Kona side of Hawai'i Island.
- Three-quarters (75.4%) of U.S East visitors felt that they were very pleased with O'ahu's parks and beaches, particularly with the security (62.2%), facility (66.4%) and its cleanliness and comfort (65.4%).
- Maui's accommodations (83.8%) and golf (86.3%) were both highly rated by most U.S. East visitors for its locations but fewer visitors felt that they were *very satisfied* with the value for their money.

- Accommodations on Kaua'i (82.5%) received high ratings (rated *very satisfied*) because of its location (83.9%) and cleanliness and comfort (80.3%). For the most part, U.S. East visitors were *very satisfied* with the island's golf courses (82.8%) as a result of its locations (77.9%) and service (79.7%).
- Most of U.S. East visitors were very pleased with the accommodations (79.6%) on the Kona side of Hawai'i Island and praised it for facility (81.1%) and location (78.5%). 86.5 percent of U.S. East visitors were *very satisfied* with the golf and the locations (85.6%) of the golf courses in Kona.

Japanese Visitors (Tables 3.17 to 3.22)

- Visitors from Japan continued to be more discerning about their experiences in Hawai'i and in general did not give high ratings to any of the categories for 2006.
- More than a few Japanese visitors were *somewhat dissatisfied* or *not satisfied at all* with restaurants on the islands of O'ahu (21%), Maui (23%) and on the Kona side of Hawai'i (28.8%).
- Restaurants on the islands of O'ahu, Maui and the Kona side of Hawai'i were disappointing to Japanese visitors because of the variety, quality and the value for your money.
- Just about half (49.5%) of Japanese visitors were *very satisfied* and 45 percent was *somewhat satisfied* with O'ahu's parks and beaches. Visitors rated the security (42.2%) of the island's parks and beaches as *very satisfying*.
- Maui's golf courses were highly rated by Japanese visitors (67.7%) due to its locations (67.3%). However 22.3 percent of visitors were *somewhat dissatisfied* or *not satisfied at all* with overall shopping on the island granted that visitors felt *somewhat dissatisfied* or *not satisfied at all* with the variety (31.9%) and sufficient shopping places (39.3%).
- Over half (52.8%) of Japanese visitors felt fulfilled (rated *very satisfied*) with their experiences with the accommodations on the Kona side of Hawai'i Island and 58.4 percent of the visitors felt very pleased with the locations. Quite a few Japanese visitors felt that the transportation was a bit disappointing (38.1 percent rated *somewhat dissatisfied* and *not satisfied at all*) because visitors complained about its convenience and efficiency. Over a quarter (25.6%) of visitors felt similarly about Kona's airport as visitors were *not satisfied at all* with the availability of food (17.7%) and the availability of shopping (18.1%) in the airport. 41.8 percent of the visitors were either *somewhat dissatisfied* or *not satisfied at all* with shopping in Kona and rated the variety of shopping and sufficient amount of shopping places poorly.

Canadian Visitors (Tables 3.23 to 3.30)

- In general Canadian visitors were *very satisfied* with their experience with the accommodations on O'ahu (69.9%), Maui (80.5%), Kaua'i (76.3%) and the Kona side of Hawai'i Island (82.4%).
- Accommodations on O'ahu, Maui, Kaua'i and Kona were mainly enjoyable (rated *very satisfied*) because of the accommodations' locations and the cleanliness and comfort. More over, Maui's accommodations were highly praised (rated *very satisfied*) for their service (75.6%) and facility (76.8%).

- 69.6 percent of O‘ahu visitors and 78 percent of Maui visitors gave high ratings to the parks and beaches because of the security, facility and the cleanliness and comfort.
- Visitors who enjoyed golf on Kaua‘i (73.1%) and Kona (68.4%) felt that they were especially pleased with the locations and services.
- Some Canadian visitors felt that they were *not satisfied at all* with transportation (19%) in Kona because visitors were displeased with its convenience (17.9%) and efficiency (21%).

European Visitors (Tables 3.31 to 3.38)

- Quite a few European visitors were disappointed (rated *somewhat dissatisfied* or *not satisfied at all*) with the transportation on Maui (18.5%), Kaua‘i (26%) and on the Kona side of Hawai‘i Island (26.1%). Visitors complained about the convenience, efficiency and value for their money. Shopping on Kaua‘i (12%) and Kona (12.3%) also discouraged European visitors because of the variety and value for their money.
- Golf courses on O‘ahu (70.7%), Maui (74.1%) and Kaua‘i (88.6%) received the highest (*very satisfied*) ratings from European visitors. The visitors especially enjoyed the locations and services each island provided.
- Seven out of ten (69.8%) European visitors enjoyed the O‘ahu’s parks and beaches and visitors felt *very satisfied* with the security (61.8%), facility (59.3%) and its cleanliness and comfort (61.7%).
- Many European visitors were *very satisfied* with Maui’s (69%) and Kaua‘i’s (72.5%) accommodations and enjoyed the locations and services.
- More than a few European visitors (11.7 were *somewhat dissatisfied* or 3.8 were *not satisfied at all*) were discouraged with the restaurants on Kaua‘i due to the lack of variety and value for their money.
- Kona’s accommodations received the highest (*very satisfied*) ratings (68.4%) from European visitors due to the locations (65.9%) and its cleanliness and comfort (65.1%). European visitors were either *somewhat dissatisfied* (14.9%) or *not satisfied at all* (11.2%) with Kona’s transportation because of its convenience, efficiency and value for their money.

Overall Satisfaction Ratings by Lifestyle

U.S. West Visitors (Tables 3.39 to 3.42)

- Accommodations on O‘ahu were most highly rated by Family (75%) and Seniors (80.1%). At the same time a large proportion of Middle Age visitors (78%) were *very satisfied* with the activities and attractions. More Repeat visitors said they were *very satisfied* with O‘ahu’s accommodations, restaurants, shopping, and the activities and attractions, but fewer Repeat visitors were *very satisfied* with the parks and beaches.
- Senior visitors (88%) were found to be *very satisfied* with accommodations while Wedding/Honeymoon visitors (95.6%) were *very satisfied* with the parks and beaches in Maui. However 19.9 percent of the Family segment were *not satisfied at all* with the transportation.

- Young visitors to Kaua'i were most impressed (rated *very satisfied*) with the accommodations (92.4%) and the parks and beaches (89.2%). More First-timers felt *very satisfied* with Kaua'i's restaurants, shopping, golf courses, activities/attractions, transportation, and the parks and beaches than Repeat visitors.
- First-timers found to be predominantly *very satisfied* compared to Repeat visitors with their trip to the Kona side of Hawai'i Island. Close to a quarter (24.7%) percent of repeat visitors felt *somewhat dissatisfied or not satisfied at all* with Kona's transportation.

U.S. East Visitors (Tables 3.43 to 3.46)

- More Family (79.2%) and Senior (80.9%) visitors were *very satisfied* with the accommodations on O'ahu. Most Wedding/Honeymoon visitors were *very satisfied* with transportation (91.2%), but 42.7 percent were *somewhat dissatisfied* with the golf courses. Repeat visitors mainly felt *very satisfied* with O'ahu's accommodations, restaurants, shopping and golf courses.
- Typically Wedding/Honeymoon (91.4%) visitors felt *very satisfied* with Maui's golf courses. Accommodations were found to be favorable to Family (86.5%), Wedding/Honeymoon (87.9%) and Repeat (88.1%) visitors.
- The accommodations on Kaua'i were mostly enjoyed by U.S. East Senior visitors (94.1 percent reported being *very satisfied*). Wedding/Honeymoon visitors were *very satisfied* with the activities and attractions (93.1%). 17.9 percent of the Middle Age visitors were *not satisfied at all* with the island's transportation. Repeat visitors were generally *very satisfied* with their experience on Kaua'i more than First-timers.
- All of the Wedding/Honeymoon and Young visitors surveyed were especially satisfied with Kona's accommodations and parks and beaches. First-time visitors were found to be generally *very satisfied* on their trip to Kona compared to Repeat visitors.

Japanese Visitors (Tables 3.47 to 3.49)

- 76.8 percent of the Young visitors spoke highly (rated *very satisfied*) of the golf courses on O'ahu. More First-timers were *very satisfied* with the island's accommodations, activities/attractions, transportation, and the parks and beaches than Repeat visitors.
- Japanese Senior (72.6%) and First-time (70.3%) visitors were *very satisfied* with the accommodations on Maui. 10.1 percent of Young Japanese visitors were especially *not satisfied at all* with the restaurants and shopping on the island.
- Wedding/Honeymoon visitors found accommodations on Kona to be especially satisfying (82.3%).

Canadian Visitors (Tables 3.51 to 3.53)

- Senior visitors were found to be in general *very satisfied* with their experiences in O'ahu. Repeat visitors enjoyed their experiences with O'ahu's accommodations, restaurant, shopping, golf courses and transportation more than First-timers.
- The accommodations on Maui were mainly enjoyed by Senior (88.9%) and Repeat (81.8%) visitors. For the most part, Young Canadian visitors were particularly pleased (rated *very satisfied*) with the golf courses (93.1%).

- 28.2 percent of Family visitors were *not satisfied at all* with the transportation on Kauaʻi. More over, 21.7 percent of Young Canadian visitors were also *not satisfied at all* and 29.6 percent felt *somewhat dissatisfied* with the transportation. First-time visitors rated Kauaʻi more highly than Repeat visitors. On the other hand Repeat visitors were more satisfied with the golf courses on the island.
- On the Kona side of Hawaiʻi Island, those who were especially displeased (rated *not satisfied at all*) with the transportation were the Young (34.6%) and Repeat visitors (29.6%). More Repeat visitors enjoyed the island's accommodations and golf courses while First-timers found more enjoyment in the parks and beaches.

European Visitors (Tables 3.54 to 3.57)

- Most Middle Age European visitors were *very satisfied* with golf facilities on Oʻahu. Repeat visitors were generally more satisfied in Oʻahu's restaurants, shopping, golf, activities/attractions, transportation and airports than First-timers.
- European First-timers on Maui were generally more satisfied with their trip to Maui than Repeat visitors. Although Repeat visitors found more satisfaction in Maui's shopping and airport.
- Several Family visitors (15 percent) were particularly *not satisfied at all* with the restaurants on Kauaʻi. At the same time, several Family visitors were either *somewhat dissatisfied* (18%) or *not satisfied at all* (12.9%) with the activities/attractions on Kauaʻi.
- Repeat visitors were more satisfied with their trip to Kona than First-timers.

**Table 3.1 2006 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	72.8	22.1	4.0	1.0
location	77.7	18.0	3.0	1.3
service	67.4	25.8	5.6	1.1
facility	63.8	28.0	6.9	1.3
cleanliness and comfort	68.2	24.7	4.9	2.1
value for your money	55.5	31.9	9.0	3.6
RESTAURANT				
overall	61.7	33.2	4.1	0.9
location	65.8	28.4	4.0	1.8
variety	62.6	28.8	6.6	1.9
service	59.6	34.1	4.9	1.5
quality	59.7	34.0	4.9	1.5
value for your money	38.2	45.2	12.0	4.7
SHOPPING				
overall	67.7	29.8	2.0	0.5
sufficient shopping places	74.7	23.0	2.2	0.2
locations	69.4	26.9	3.4	0.3
variety	62.9	30.3	6.3	0.4
service	61.4	34.2	3.7	0.8
quality	56.2	38.1	5.5	0.2
value for your money	42.0	43.0	12.1	2.9
GOLF				
overall	64.8	33.1	2.0	0.0
locations	61.7	37.0	1.3	0.0
service	57.1	37.7	3.6	1.6
value for your money	36.7	37.6	21.6	4.1
ACTIVITIES/ATTRACTIONS				
overall	70.6	26.5	2.6	0.3
exciting	64.1	31.4	3.9	0.5
variety	66.1	27.9	5.3	0.7
service	65.6	30.6	3.2	0.6
value for your money	44.2	41.8	10.4	3.5
TRANSPORTATION				
overall	64.4	28.9	5.8	0.9
convenience	65.2	27.8	6.1	0.9
cleanliness and comfort	63.1	30.6	4.7	1.5
efficiency	62.3	30.6	6.4	0.8
value for your money	59.5	31.7	6.2	2.6
AIRPORTS				
overall	56.2	37.3	5.7	0.9
signage	53.6	34.5	9.3	2.6
cleanliness and comfort	55.1	36.4	7.4	1.1
ease of getting around	51.7	33.8	11.4	3.2
availability of food	40.8	37.9	17.4	3.9
availability of shopping	44.4	40.4	12.7	2.5
friendliness of workers	58.1	34.3	5.8	1.7
PARKS & BEACHES				
overall	69.1	26.8	3.2	0.9
security	57.0	33.9	7.3	1.8
facility	60.7	31.2	6.5	1.7
cleanliness and comfort	61.4	28.1	8.0	2.5

**Table 3.2 2005 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	71.7	24.8	2.5	1.0
location	72.4	24.6	1.9	1.0
service	63.6	29.9	5.8	0.7
facility	62.8	29.1	6.1	2.0
cleanliness and comfort	64.8	26.5	6.8	1.9
value for your money	58.5	30.5	8.7	2.3
Restaurant - overall	61.1	32.4	6.1	0.5
location	56.9	36.8	5.8	0.5
variety	57.0	33.1	9.1	0.8
service	58.2	36.3	4.9	0.6
quality	54.4	37.0	5.4	3.1
value for your money	35.3	43.9	14.8	6.0
Shopping - overall	69.1	28.5	1.9	0.5
sufficient shopping places	77.3	21.2	0.9	0.6
locations	70.2	26.0	3.3	0.5
variety	62.6	32.3	4.4	0.7
service	61.0	35.3	3.2	0.5
quality	55.4	40.5	4.0	0.1
value for your money	41.9	45.3	11.5	1.2
Golf - overall	70.2	26.1	2.3	1.4
locations	66.1	27.3	6.6	0.0
service	61.1	32.0	6.9	0.0
value for your money	40.5	29.3	24.4	5.7
Activities/Attractions - overall	70.9	26.9	1.8	0.4
exciting	62.7	34.6	1.9	0.8
variety	68.0	28.4	3.2	0.4
service	65.8	30.9	2.5	0.9
value for your money	45.2	43.6	9.5	1.7
Transportation - overall	65.5	25.2	8.9	0.3
convenience	69.3	19.6	10.3	0.7
cleanliness and comfort	62.8	26.9	9.8	0.5
efficiency	60.8	24.6	13.7	0.9
value for your money	59.6	27.7	11.0	1.7
Airports - overall	53.9	39.4	5.6	1.0
signage	49.6	37.1	12.0	1.3
cleanliness and comfort	54.0	36.3	8.2	1.5
ease of getting around	47.4	37.1	12.1	3.4
availability of food	35.0	39.9	19.7	5.4
availability of shopping	42.5	39.0	13.8	4.7
friendliness of workers	51.0	40.0	7.2	1.8
Parks & Beaches - overall	71.9	25.9	1.9	0.3
security	55.3	32.6	6.7	5.5
facility	61.7	33.0	3.9	1.3
cleanliness and comfort	59.4	30.4	8.4	1.8

**Table 3.3 2006 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	77.7	18.9	2.1	1.3
location	79.9	16.9	2.4	0.8
service	69.3	25.4	4.0	1.3
facility	70.3	24.4	3.7	1.6
cleanliness and comfort	71.2	23.7	3.4	1.7
value for your money	61.5	29.3	5.9	3.3
RESTAURANT				
overall	56.5	40.8	2.7	0.0
location	65.2	29.4	5.3	0.2
variety	58.0	35.4	5.9	0.7
service	61.2	34.2	3.8	0.8
quality	61.3	32.3	5.4	1.1
value for your money	30.6	43.6	21.1	4.7
SHOPPING				
overall	60.1	35.7	4.3	0.0
sufficient shopping places	68.4	26.7	4.1	0.8
locations	64.3	31.3	3.9	0.5
variety	58.6	32.2	7.5	1.7
service	60.3	34.0	4.8	0.9
quality	54.7	37.2	6.5	1.6
value for your money	36.1	45.0	16.5	2.4
GOLF				
overall	75.2	19.4	3.8	1.5
locations	83.0	16.0	1.1	0.0
service	66.3	27.4	6.2	0.0
value for your money	26.0	44.3	20.8	8.9
ACTIVITIES/ATTRACTIONS				
overall	70.9	26.0	2.6	0.5
exciting	67.7	28.5	2.9	1.0
variety	71.3	24.0	3.8	0.9
service	65.9	30.1	4.0	0.0
value for your money	40.7	44.1	12.4	2.8
TRANSPORTATION				
overall	47.1	28.8	14.0	10.1
convenience	45.0	33.9	12.0	9.2
cleanliness and comfort	54.3	29.3	11.5	4.9
efficiency	46.9	30.1	14.1	8.9
value for your money	41.7	33.4	15.0	9.9
AIRPORTS				
overall	54.2	39.9	5.2	0.8
signage	55.4	38.1	5.5	1.0
cleanliness and comfort	55.4	36.4	7.1	1.1
ease of getting around	58.5	34.7	5.7	1.1
availability of food	36.2	37.7	19.1	6.9
availability of shopping	39.7	40.5	17.0	2.9
friendliness of workers	56.7	34.7	7.0	1.6
PARKS & BEACHES				
overall	78.6	18.4	2.7	0.3
security	60.7	31.0	6.7	1.6
facility	67.4	26.0	6.3	0.3
cleanliness and comfort	69.7	23.0	5.7	1.6

**Table 3.4 2005 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	76.6	20.2	2.7	0.6
location	82.9	14.7	1.8	0.6
service	67.8	24.7	5.6	1.9
facility	67.3	26.5	5.3	0.8
cleanliness and comfort	70.4	20.4	7.9	1.3
value for your money	61.4	31.1	5.4	2.1
Restaurant - overall	61.7	33.9	3.7	0.7
location	72.0	25.5	2.1	0.4
variety	64.1	31.4	4.2	0.4
service	65.4	30.1	4.0	0.6
quality	64.3	32.1	3.0	0.6
value for your money	25.2	54.0	17.3	3.5
Shopping - overall	65.5	30.9	3.2	0.5
sufficient shopping places	73.9	22.7	2.5	0.9
locations	69.0	27.7	3.0	0.2
variety	59.3	34.1	5.7	0.9
service	65.0	30.9	3.8	0.3
quality	60.4	35.1	4.3	0.2
value for your money	36.6	49.2	12.3	2.0
Golf - overall	74.6	23.1	1.0	1.3
locations	76.8	19.8	2.0	1.4
service	68.3	29.2	1.1	1.5
value for your money	25.8	48.8	22.4	2.9
Activities/Attractions - overall	67.5	30.9	1.4	0.2
exciting	67.2	29.8	3.0	0.0
variety	74.1	23.6	2.3	0.0
service	67.2	28.9	4.0	0.0
value for your money	40.5	47.8	9.4	2.3
Transportation - overall	50.2	27.3	21.2	1.3
convenience	52.9	28.2	6.9	12.0
cleanliness and comfort	51.8	40.0	8.2	0.0
efficiency	54.2	25.3	20.5	0.0
value for your money	43.5	42.5	8.0	6.0
Airports - overall	60.4	34.8	4.5	0.3
signage	60.6	32.8	6.5	0.2
cleanliness and comfort	63.9	31.1	4.4	0.5
ease of getting around	60.5	31.6	5.9	2.0
availability of food	39.1	38.6	18.6	3.7
availability of shopping	48.2	38.0	11.7	2.1
friendliness of workers	56.2	35.0	7.2	1.6
Parks & Beaches - overall	79.1	19.0	1.6	0.2
security	61.8	31.0	4.7	2.5
facility	63.3	29.5	6.6	0.5
cleanliness and comfort	66.4	26.5	6.4	0.7

**Table 3.5 2006 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.4	14.8	5.1	0.6
location	76.5	18.8	4.2	0.5
service	73.5	20.6	5.6	0.3
facility	70.5	19.9	8.7	0.9
cleanliness and comfort	73.9	18.5	6.7	0.9
value for your money	62.5	29.9	6.9	0.7
RESTAURANT				
overall	48.7	40.6	8.5	2.3
location	51.6	40.7	7.0	0.8
variety	49.2	37.6	12.0	1.3
service	53.5	38.4	6.2	2.0
quality	53.6	37.2	6.6	2.5
value for your money	29.7	46.4	17.2	6.7
SHOPPING				
overall	46.0	49.0	4.5	0.6
sufficient shopping places	51.4	41.4	5.9	1.2
locations	49.0	40.1	9.8	1.1
variety	48.7	41.8	8.1	1.4
service	54.0	42.5	3.5	0.0
quality	44.6	49.7	5.0	0.6
value for your money	27.7	57.0	13.9	1.4
GOLF				
overall	70.8	24.7	4.5	0.0
locations	72.3	25.6	2.2	0.0
service	78.9	21.1	0.0	0.0
value for your money	45.6	37.8	16.6	0.0
ACTIVITIES/ATTRACTIONS				
overall	70.5	26.3	3.2	0.0
exciting	67.9	26.4	5.1	0.6
variety	70.6	24.1	5.2	0.0
service	69.5	27.4	3.1	0.0
value for your money	43.4	43.7	11.6	1.3
TRANSPORTATION				
overall	63.1	13.6	13.9	9.3
convenience	60.9	14.1	16.5	8.5
cleanliness and comfort	67.2	21.1	3.1	8.5
efficiency	62.2	17.2	14.5	6.0
value for your money	53.9	30.2	9.7	6.3
AIRPORTS				
overall	60.2	34.0	5.2	0.6
signage	58.1	34.6	6.7	0.6
cleanliness and comfort	63.5	32.0	4.2	0.3
ease of getting around	59.8	30.9	6.6	2.7
availability of food	37.7	37.6	20.6	4.1
availability of shopping	40.4	37.6	19.3	2.8
friendliness of workers	59.1	30.2	8.3	2.4
PARKS & BEACHES				
overall	72.2	25.2	2.1	0.6
security	55.0	40.0	4.3	0.7
facility	58.1	34.3	7.1	0.6
cleanliness and comfort	58.8	33.3	6.8	1.1

**Table 3.6 2005 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	83.8	14.8	1.4	0.0
location	80.6	16.9	2.0	0.5
service	69.9	26.0	3.8	0.4
facility	71.1	24.4	3.0	1.5
cleanliness and comfort	74.5	21.4	3.0	1.1
value for your money	63.2	30.1	4.8	1.9
Restaurant - overall	54.6	40.1	4.2	1.1
location	54.6	40.6	4.1	0.7
variety	49.1	39.2	11.0	0.8
service	56.6	35.1	7.4	0.9
quality	54.9	37.6	6.1	1.4
value for your money	27.3	47.3	20.3	5.0
Shopping - overall	48.5	46.7	4.4	0.4
sufficient shopping places	54.0	37.2	8.8	0.0
locations	50.5	39.9	9.5	0.0
variety	46.6	39.5	13.4	0.5
service	56.4	39.1	3.6	0.9
quality	46.3	47.3	5.9	0.5
value for your money	33.3	51.9	13.1	1.8
Golf - overall	83.7	14.1	2.2	0.0
locations	85.5	14.5	0.0	0.0
service	77.0	16.3	6.8	0.0
value for your money	59.8	35.5	2.4	2.4
Activities/Attractions - overall	76.6	21.6	1.5	0.4
exciting	73.1	23.9	3.0	0.0
variety	73.8	23.3	2.8	0.0
service	71.3	25.1	3.3	0.4
value for your money	39.3	49.6	10.7	0.4
Transportation - overall	44.1	52.2	3.7	0.0
convenience	42.0	47.1	7.0	4.0
cleanliness and comfort	47.8	52.2	0.0	0.0
efficiency	46.3	46.1	7.6	0.0
value for your money	32.6	58.8	8.5	0.0
Airports - overall	62.7	33.0	3.2	1.1
signage	61.3	31.3	5.4	2.0
cleanliness and comfort	60.7	36.6	1.6	1.0
ease of getting around	58.2	32.1	8.0	1.7
availability of food	35.8	39.4	20.9	3.9
availability of shopping	38.0	46.5	14.0	1.4
friendliness of workers	56.7	37.6	4.3	1.5
Parks & Beaches - overall	75.6	21.6	2.4	0.3
security	57.4	34.2	7.5	0.8
facility	66.7	29.3	3.7	0.4
cleanliness and comfort	65.9	28.1	5.4	0.5

**Table 3.7 2006 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	84.1	13.7	1.2	1.0
location	75.6	19.6	1.8	2.9
service	72.1	25.3	2.6	0.0
facility	70.2	26.1	3.0	0.7
cleanliness and comfort	75.0	19.7	3.8	1.5
value for your money	65.3	28.6	5.0	1.0
RESTAURANT				
overall	51.2	43.6	3.9	1.3
location	50.3	39.1	8.6	1.9
variety	45.9	41.3	10.1	2.8
service	58.2	35.8	5.0	1.0
quality	55.0	41.2	2.4	1.4
value for your money	27.2	47.3	21.7	3.9
SHOPPING				
overall	45.1	45.4	8.5	1.1
sufficient shopping places	45.6	37.6	14.6	2.1
locations	46.3	40.1	12.9	0.6
variety	39.9	42.5	17.6	0.0
service	50.9	43.8	5.3	0.0
quality	43.6	50.3	6.0	0.0
value for your money	28.3	50.5	17.1	4.1
GOLF				
overall	87.3	12.7	0.0	0.0
locations	90.8	9.2	0.0	0.0
service	82.0	18.0	0.0	0.0
value for your money	40.4	39.3	12.5	7.8
ACTIVITIES/ATTRACTIONS				
overall	69.3	28.7	0.5	1.5
exciting	61.3	34.8	2.8	1.1
variety	59.8	32.9	6.2	1.1
service	59.5	37.1	2.3	1.1
value for your money	45.8	41.0	10.0	3.2
TRANSPORTATION				
overall	59.3	17.7	6.7	16.3
convenience	54.2	22.1	4.6	19.1
cleanliness and comfort	55.1	29.9	8.2	6.9
efficiency	55.8	22.2	4.2	17.8
value for your money	45.5	33.8	8.5	12.2
AIRPORTS				
overall	51.6	38.6	8.4	1.4
signage	51.3	37.6	9.3	1.8
cleanliness and comfort	51.7	36.8	10.2	1.2
ease of getting around	56.1	35.8	5.9	2.2
availability of food	23.9	35.9	28.4	11.8
availability of shopping	29.7	36.8	25.7	7.8
friendliness of workers	56.3	32.5	8.6	2.6
PARKS & BEACHES				
overall	68.2	28.9	1.8	1.1
security	60.7	31.6	5.7	2.0
facility	57.5	32.3	7.3	2.8
cleanliness and comfort	57.6	34.4	7.2	0.9

Table 3.8 2005 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	76.9	19.6	1.9	1.6
location	74.0	20.6	4.8	0.7
service	64.7	28.6	4.8	1.9
facility	69.5	23.6	4.6	2.3
cleanliness and comfort	71.5	19.2	7.2	2.2
value for your money	58.3	33.2	5.2	3.2
Restaurant - overall	55.6	36.6	6.6	1.2
location	60.3	33.2	5.9	0.7
variety	50.9	39.1	8.4	1.6
service	56.9	36.9	4.8	1.3
quality	59.4	34.8	4.8	1.0
value for your money	31.3	50.2	12.5	6.0
Shopping - overall	52.9	38.2	6.3	2.5
sufficient shopping places	56.5	34.9	6.5	2.1
locations	50.8	39.5	7.6	2.1
variety	46.4	40.2	12.6	0.8
service	59.8	35.0	4.8	0.5
quality	49.5	42.8	6.4	1.2
value for your money	29.1	52.8	14.3	3.8
Golf - overall	85.8	6.8	5.5	2.0
locations	82.2	13.7	4.2	0.0
service	77.5	12.5	9.9	0.0
value for your money	45.6	29.6	20.4	4.4
Activities/Attractions - overall	70.0	27.7	1.6	0.7
exciting	64.1	32.3	2.9	0.8
variety	67.9	27.8	4.3	0.0
service	68.1	27.7	3.5	0.8
value for your money	43.6	44.0	10.1	2.3
Transportation - overall	38.0	47.7	6.7	7.6
convenience	46.2	41.1	7.1	5.6
cleanliness and comfort	47.5	42.9	5.1	4.5
efficiency	52.2	40.1	2.2	5.5
value for your money	28.6	45.8	11.5	14.2
Airports - overall	54.9	37.8	6.1	1.2
signage	61.3	32.2	4.4	2.1
cleanliness and comfort	57.9	37.0	4.1	1.0
ease of getting around	57.3	35.8	6.2	0.6
availability of food	29.1	36.4	28.1	6.5
availability of shopping	32.6	36.9	24.2	6.3
friendliness of workers	58.8	27.9	12.3	1.0
Parks & Beaches - overall	73.9	23.0	2.5	0.7
security	55.7	35.7	5.9	2.7
facility	55.2	38.4	4.5	1.9
cleanliness and comfort	57.4	33.3	6.8	2.5

**Table 3.9 2006 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	74.9	21.0	3.4	0.7
location	76.0	21.3	2.6	0.1
service	65.6	28.8	4.5	1.1
facility	66.6	25.6	6.6	1.1
cleanliness and comfort	69.3	23.4	6.4	0.9
value for your money	54.5	33.8	9.3	2.5
RESTAURANT				
overall	60.1	35.9	3.1	0.9
location	64.1	31.1	4.0	0.8
variety	58.8	32.2	8.0	1.0
service	60.9	33.6	4.5	1.1
quality	59.9	33.1	6.0	1.0
value for your money	34.5	44.3	15.8	5.4
SHOPPING				
overall	63.8	31.9	4.0	0.3
sufficient shopping places	72.0	25.3	2.4	0.2
locations	67.3	28.7	3.5	0.4
variety	60.3	31.3	8.5	0.0
service	58.9	36.8	4.0	0.3
quality	54.0	38.5	6.6	0.8
value for your money	35.4	47.3	13.6	3.7
GOLF				
overall	60.3	36.2	3.5	0.0
locations	60.7	36.9	2.5	0.0
service	48.4	42.6	7.3	1.7
value for your money	28.4	44.6	22.0	5.1
ACTIVITIES/ATTRACTIONS				
overall	71.6	26.3	1.9	0.2
exciting	65.0	31.6	3.3	0.1
variety	70.9	25.3	3.7	0.0
service	64.0	33.1	2.9	0.0
value for your money	45.6	42.4	10.1	1.8
TRANSPORTATION				
overall	61.8	32.5	4.6	1.0
convenience	62.7	32.1	4.1	1.0
cleanliness and comfort	58.6	34.7	6.1	0.6
efficiency	56.5	33.6	7.2	2.7
value for your money	56.3	32.7	10.0	0.9
AIRPORTS				
overall	57.0	38.4	3.2	1.3
signage	60.0	32.6	6.0	1.4
cleanliness and comfort	60.1	34.5	4.8	0.6
ease of getting around	54.5	36.0	7.6	1.8
availability of food	42.3	39.1	13.9	4.7
availability of shopping	44.7	41.4	10.7	3.2
friendliness of workers	56.1	36.5	5.5	1.9
PARKS & BEACHES				
overall	75.4	19.4	4.7	0.5
security	62.2	28.1	8.3	1.3
facility	66.4	26.4	6.8	0.4
cleanliness and comfort	65.4	24.7	7.6	2.3

Table 3.10 2005 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	73.3	21.5	3.7	1.5
location	76.4	20.0	2.9	0.8
service	69.1	20.4	8.6	1.9
facility	67.4	21.6	9.2	1.8
cleanliness and comfort	71.4	17.7	9.0	1.8
value for your money	59.5	26.4	10.9	3.2
Restaurant - overall	59.1	33.8	3.8	3.3
location	67.7	28.7	3.0	0.7
variety	63.4	30.9	5.3	0.4
service	61.5	30.5	4.7	3.4
quality	59.5	30.1	9.4	1.0
value for your money	36.5	44.2	14.7	4.6
Shopping - overall	67.5	29.3	2.8	0.4
sufficient shopping places	77.8	20.5	1.3	0.3
locations	71.6	25.7	1.7	1.0
variety	63.7	30.4	5.4	0.6
service	63.5	30.5	5.0	1.0
quality	59.8	34.3	5.4	0.5
value for your money	41.2	42.1	14.8	2.0
Golf - overall	68.1	27.8	2.4	1.7
locations	70.0	23.5	4.6	1.8
service	65.9	26.7	5.6	1.8
value for your money	39.7	43.7	13.4	3.2
Activities/Attractions - overall	74.2	23.0	1.8	0.9
exciting	70.1	26.0	3.0	0.9
variety	71.2	22.5	5.5	0.9
service	73.8	21.6	3.8	0.8
value for your money	51.5	36.2	10.0	2.4
Transportation - overall	60.5	24.2	10.9	4.3
convenience	65.9	22.8	6.0	5.3
cleanliness and comfort	64.2	25.7	4.6	5.5
efficiency	59.0	22.6	8.0	10.3
value for your money	60.6	24.5	8.0	7.0
Airports - overall	62.1	30.8	4.5	2.5
signage	59.7	30.7	6.0	3.6
cleanliness and comfort	62.6	28.2	5.6	3.6
ease of getting around	58.4	32.5	6.9	2.2
availability of food	48.0	35.4	13.0	3.5
availability of shopping	50.0	39.3	8.5	2.2
friendliness of workers	60.2	27.9	8.1	3.7
Parks & Beaches - overall	75.3	22.2	2.1	0.5
security	61.2	29.5	5.5	3.7
facility	64.4	30.8	3.6	1.2
cleanliness and comfort	64.4	27.3	7.2	1.1

Table 3.11 2006 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	83.8	13.0	3.0	0.1
location	83.4	14.1	2.3	0.2
service	78.2	16.8	4.6	0.5
facility	79.0	16.5	3.7	0.8
cleanliness and comfort	78.2	15.9	4.5	1.4
value for your money	59.6	28.4	10.6	1.4
RESTAURANT				
overall	63.2	32.8	4.0	0.0
location	68.0	28.2	3.3	0.6
variety	64.6	30.3	5.1	0.0
service	62.9	33.7	3.4	0.0
quality	63.6	31.8	4.4	0.2
value for your money	27.6	48.4	20.2	3.9
SHOPPING				
overall	60.1	35.9	3.8	0.3
sufficient shopping places	67.4	27.5	4.8	0.3
locations	64.3	31.0	4.3	0.4
variety	57.0	34.3	8.3	0.4
service	60.7	35.8	3.2	0.3
quality	55.8	39.6	4.4	0.3
value for your money	36.2	46.9	15.1	1.8
GOLF				
overall	86.3	9.7	4.1	0.0
locations	87.7	12.3	0.0	0.0
service	79.3	15.0	5.7	0.0
value for your money	50.1	34.5	13.1	2.3
ACTIVITIES/ATTRACTIONS				
overall	78.3	18.0	3.8	0.0
exciting	71.5	24.2	4.1	0.2
variety	78.1	17.6	4.3	0.0
service	73.1	22.8	4.0	0.0
value for your money	49.3	34.2	14.2	2.3
TRANSPORTATION				
overall	0.0	0.0	0.0	0.0
overall	64.0	25.2	9.4	1.4
convenience	66.0	22.4	9.2	2.4
cleanliness and comfort	66.4	23.9	9.7	0.0
efficiency	61.6	27.2	11.2	0.0
value for your money	50.3	33.3	12.2	4.2
AIRPORTS				
overall	60.4	33.8	4.9	1.0
signage	57.6	37.4	4.1	0.9
cleanliness and comfort	55.9	36.4	7.0	0.6
ease of getting around	57.9	33.3	7.2	1.5
availability of food	37.4	35.8	20.8	6.0
availability of shopping	41.9	36.3	16.6	5.2
friendliness of workers	57.4	32.7	7.9	2.0
PARKS & BEACHES				
overall	79.8	18.3	1.7	0.2
security	60.1	34.4	5.5	0.0
facility	68.3	27.3	4.2	0.2
cleanliness and comfort	70.9	26.1	2.3	0.7

**Table 3.12 2005 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	82.9	14.8	1.9	0.4
location	77.3	20.7	1.5	0.4
service	78.1	17.4	3.9	0.7
facility	81.7	15.2	2.4	0.7
cleanliness and comfort	80.2	15.7	3.2	0.9
value for your money	67.5	23.7	6.9	1.9
Restaurant - overall	67.6	27.3	4.5	0.6
location	72.3	22.8	4.3	0.7
variety	69.2	24.7	5.1	1.1
service	66.5	30.3	2.1	1.1
quality	63.7	33.3	1.9	1.1
value for your money	30.1	49.8	17.6	2.5
Shopping - overall	60.2	38.5	1.4	0.0
sufficient shopping places	71.1	26.6	2.2	0.1
locations	67.0	29.9	3.0	0.1
variety	56.2	33.5	10.2	0.1
service	61.5	35.4	3.1	0.0
quality	49.4	48.3	2.0	0.3
value for your money	33.9	48.9	15.5	1.8
Golf - overall	74.2	23.6	2.2	0.0
locations	81.5	17.2	1.2	0.0
service	77.3	21.5	0.0	1.2
value for your money	42.7	32.8	16.9	7.6
Activities/Attractions - overall	73.7	24.4	1.5	0.4
exciting	69.0	28.8	1.8	0.4
variety	76.4	21.8	1.4	0.4
service	73.2	24.7	1.5	0.6
value for your money	44.7	44.3	9.9	1.1
Transportation - overall	63.7	22.2	11.5	2.5
convenience	64.5	19.1	12.6	3.8
cleanliness and comfort	67.8	28.4	2.6	1.2
efficiency	62.6	20.9	14.1	2.3
value for your money	59.9	27.2	9.5	3.4
Airports - overall	48.8	41.8	8.1	1.3
signage	54.7	35.0	8.6	1.7
cleanliness and comfort	53.4	36.4	9.8	0.4
ease of getting around	56.3	36.9	6.4	0.4
availability of food	30.1	42.8	22.5	4.6
availability of shopping	35.3	47.2	14.5	3.0
friendliness of workers	53.5	35.4	9.9	1.2
Parks & Beaches - overall	77.3	20.7	2.0	0.0
security	61.6	30.9	6.1	1.4
facility	65.4	28.9	4.9	0.8
cleanliness and comfort	66.6	24.8	7.7	0.9

**Table 3.13 2006 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	82.5	14.3	1.9	1.3
location	83.9	14.7	1.4	0.0
service	77.8	17.5	3.1	1.7
facility	74.3	21.3	4.4	0.0
cleanliness and comfort	80.3	16.6	2.3	0.8
value for your money	66.4	29.6	2.8	1.3
RESTAURANT				
overall	59.9	33.1	7.0	0.0
location	61.1	33.3	3.5	2.1
variety	54.7	34.7	7.7	2.9
service	60.5	33.3	4.8	1.4
quality	63.7	28.7	6.2	1.4
value for your money	32.8	44.8	18.4	4.0
SHOPPING				
overall	56.7	38.4	4.6	0.4
sufficient shopping places	59.2	33.5	5.4	1.9
locations	58.6	31.6	8.0	1.8
variety	48.2	43.9	7.4	0.4
service	62.2	35.2	2.0	0.7
quality	54.9	39.1	5.3	0.7
value for your money	37.8	47.1	12.1	3.1
GOLF				
overall	82.8	15.0	2.1	0.0
locations	77.9	22.1	0.0	0.0
service	79.7	20.3	0.0	0.0
value for your money	62.0	26.6	11.4	0.0
ACTIVITIES/ATTRACTIONS				
overall	78.5	20.3	1.2	0.0
exciting	73.0	26.6	0.3	0.0
variety	75.3	22.4	1.9	0.4
service	74.0	24.1	1.2	0.6
value for your money	44.2	41.9	13.3	0.6
TRANSPORTATION				
overall	68.1	24.0	3.3	4.7
convenience	65.2	19.5	10.7	4.6
cleanliness and comfort	75.6	22.3	2.1	0.0
efficiency	69.1	27.4	3.5	0.0
value for your money	62.8	24.9	9.0	3.2
AIRPORTS				
overall	60.1	37.6	2.3	0.0
signage	63.0	33.0	3.9	0.0
cleanliness and comfort	61.8	33.9	4.0	0.3
ease of getting around	66.5	28.5	4.7	0.3
availability of food	37.2	39.9	21.4	1.6
availability of shopping	42.7	43.0	11.8	2.5
friendliness of workers	71.9	20.1	5.1	2.9
PARKS & BEACHES				
overall	72.2	24.7	3.0	0.0
security	58.6	34.1	6.9	0.3
facility	58.6	36.7	3.7	1.1
cleanliness and comfort	59.7	33.2	6.0	1.0

**Table 3.14 2005 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	85.9	11.0	2.6	0.5
location	79.3	19.0	1.2	0.5
service	69.5	27.9	1.1	1.5
facility	75.6	21.3	1.9	1.2
cleanliness and comfort	84.0	13.6	1.2	1.2
value for your money	70.5	23.8	5.0	0.7
Restaurant - overall	56.3	37.3	5.9	0.5
location	52.5	39.5	8.0	0.0
variety	47.8	44.0	7.5	0.7
service	64.3	26.7	7.5	1.6
quality	64.8	30.3	3.8	1.1
value for your money	36.4	47.5	13.5	2.6
Shopping - overall	45.7	44.4	9.9	0.0
sufficient shopping places	49.6	41.6	8.4	0.4
locations	47.5	44.3	7.8	0.4
variety	48.5	33.9	17.2	0.4
service	56.6	35.5	7.9	0.0
quality	47.5	40.6	11.9	0.0
value for your money	38.4	39.4	22.2	0.0
Golf - overall	100.0	0.0	0.0	0.0
locations	92.4	7.6	0.0	0.0
service	92.6	7.4	0.0	0.0
value for your money	53.2	40.0	4.1	2.7
Activities/Attractions - overall	83.7	15.0	1.4	0.0
exciting	77.8	18.9	3.3	0.0
variety	76.2	21.1	1.6	1.0
service	84.9	14.0	1.0	0.0
value for your money	54.7	40.3	5.0	0.0
Transportation - overall	54.5	39.8	5.8	0.0
convenience	44.6	52.5	3.0	0.0
cleanliness and comfort	63.2	36.8	0.0	0.0
efficiency	54.1	39.6	6.3	0.0
value for your money	61.5	26.3	12.2	0.0
Airports - overall	61.2	34.4	4.4	0.0
signage	64.5	25.6	7.7	2.2
cleanliness and comfort	69.7	25.2	5.2	0.0
ease of getting around	64.9	28.7	4.3	2.2
availability of food	53.9	23.4	20.8	1.8
availability of shopping	44.1	33.0	21.3	1.6
friendliness of workers	68.2	26.1	5.7	0.0
Parks & Beaches - overall	83.4	14.9	1.7	0.0
security	60.3	36.6	3.1	0.0
facility	59.4	37.1	1.1	2.4
cleanliness and comfort	67.9	28.0	3.3	0.8

Table 3.15 2006 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	79.6	18.1	0.6	1.7
location	78.5	17.3	4.2	0.0
service	72.6	20.9	5.2	1.3
facility	81.1	13.1	5.3	0.5
cleanliness and comfort	78.7	13.6	7.0	0.7
value for your money	60.4	36.1	1.7	1.8
RESTAURANT				
overall	57.3	37.0	4.4	1.2
location	55.7	31.8	9.4	3.0
variety	57.0	35.4	4.1	3.5
service	61.1	35.6	3.4	0.0
quality	62.5	32.7	4.8	0.0
value for your money	33.5	46.7	15.9	4.0
SHOPPING				
overall	51.5	41.4	5.8	1.3
sufficient shopping places	53.1	35.7	9.8	1.4
locations	51.1	32.9	14.7	1.4
variety	47.3	38.1	14.6	0.0
service	54.6	40.9	4.5	0.0
quality	47.3	48.1	4.5	0.0
value for your money	31.6	50.8	13.4	4.2
GOLF				
overall	86.5	13.5	0.0	0.0
locations	85.6	14.4	0.0	0.0
service	75.1	24.9	0.0	0.0
value for your money	48.2	38.5	13.2	0.0
ACTIVITIES/ATTRACTIONS				
overall	69.2	25.4	5.4	0.0
exciting	67.2	27.2	4.5	1.2
variety	67.0	30.1	1.8	1.1
service	68.5	29.3	2.2	0.0
value for your money	48.1	38.6	11.8	1.4
TRANSPORTATION				
overall	50.6	40.8	6.4	2.1
convenience	61.5	28.0	10.5	0.0
cleanliness and comfort	56.7	40.3	3.0	0.0
efficiency	59.7	32.5	7.8	0.0
value for your money	34.5	59.9	2.6	3.0
AIRPORTS				
overall	50.1	43.7	4.1	2.1
signage	46.9	39.4	9.6	4.1
cleanliness and comfort	48.3	39.4	8.9	3.4
ease of getting around	59.5	34.5	3.3	2.7
availability of food	24.5	42.8	24.5	8.2
availability of shopping	29.2	52.2	13.3	5.2
friendliness of workers	58.1	32.4	6.6	2.9
PARKS & BEACHES				
overall	72.8	22.8	3.0	1.4
security	57.4	30.3	7.3	5.0
facility	61.7	28.0	5.8	4.5
cleanliness and comfort	58.6	30.0	7.6	3.8

Table 3.16 2005 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	80.4	17.5	0.4	1.6
location	81.6	17.4	1.0	0.0
service	70.0	25.4	2.4	2.2
facility	72.1	19.6	6.0	2.2
cleanliness and comfort	73.1	19.5	5.3	2.2
value for your money	61.4	30.8	5.6	2.2
Restaurant - overall	55.6	37.2	5.8	1.4
location	53.8	38.9	6.8	0.5
variety	57.1	34.6	6.5	1.7
service	48.3	43.5	6.6	1.6
quality	52.4	37.2	9.5	1.0
value for your money	31.8	50.3	14.8	3.1
Shopping - overall	43.2	50.3	5.6	0.9
sufficient shopping places	51.7	38.0	9.4	0.9
locations	51.7	38.4	7.8	2.0
variety	43.1	44.4	11.9	0.7
service	48.4	44.6	7.0	0.0
quality	44.7	46.4	8.3	0.6
value for your money	33.9	43.6	21.4	1.1
Golf - overall	72.1	27.9	0.0	0.0
locations	81.3	18.7	0.0	0.0
service	66.5	33.5	0.0	0.0
value for your money	22.6	57.2	17.5	2.6
Activities/Attractions - overall	63.9	34.0	2.2	0.0
exciting	60.6	37.8	1.5	0.0
variety	63.2	31.5	3.9	1.4
service	58.0	39.2	2.8	0.0
value for your money	40.8	48.5	9.2	1.6
Transportation - overall	59.4	24.4	16.2	0.0
convenience	58.9	23.1	14.5	3.5
cleanliness and comfort	54.7	40.4	4.9	0.0
efficiency	48.7	38.8	12.5	0.0
value for your money	49.6	20.1	30.3	0.0
Airports - overall	51.2	43.5	5.3	0.0
signage	52.6	39.0	7.2	1.2
cleanliness and comfort	61.4	32.2	5.2	1.3
ease of getting around	61.3	28.9	8.1	1.7
availability of food	26.0	42.6	25.9	5.6
availability of shopping	29.5	44.9	20.1	5.5
friendliness of workers	57.6	36.0	4.8	1.7
Parks & Beaches - overall	73.9	22.0	3.2	0.9
security	58.5	32.6	7.4	1.4
facility	59.5	31.0	7.9	1.5
cleanliness and comfort	59.8	29.9	6.7	3.6

**Table 3.17 2006 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	44.1	45.6	9.0	1.3
location	50.8	35.8	10.5	2.9
service	28.4	50.2	18.0	3.5
facility	26.5	48.0	21.0	4.5
cleanliness and comfort	37.1	46.3	13.6	3.0
value for your money	32.5	49.8	14.9	2.8
RESTAURANT				
overall	22.4	56.7	19.0	2.0
location	29.3	54.4	15.3	1.0
variety	23.7	50.7	23.6	2.0
service	21.3	54.5	21.2	3.0
quality	18.4	47.1	28.5	6.0
value for your money	14.9	47.3	30.5	7.4
SHOPPING				
overall	41.0	49.8	8.7	0.4
sufficient shopping places	54.0	39.4	6.2	0.5
locations	40.3	50.0	9.1	0.5
variety	39.4	46.9	12.5	1.2
service	26.9	56.0	15.7	1.4
quality	27.5	58.0	13.5	0.9
value for your money	22.9	54.6	20.1	2.4
GOLF				
overall	42.3	44.9	11.6	1.3
locations	51.5	38.2	9.7	0.6
service	23.2	46.2	27.6	3.0
value for your money	23.4	39.9	31.0	5.7
ACTIVITIES/ATTRACTIONS				
overall	38.0	51.9	9.2	1.0
exciting	43.1	47.0	8.9	1.0
variety	36.4	49.1	13.3	1.2
service	30.7	51.6	15.9	1.8
value for your money	24.1	47.9	24.5	3.5
TRANSPORTATION				
overall	39.8	48.7	10.3	1.2
convenience	42.0	43.9	12.4	1.7
cleanliness and comfort	30.7	51.7	16.1	1.5
efficiency	31.1	46.2	19.1	3.7
value for your money	40.0	47.5	10.7	1.9
AIRPORTS				
overall	22.1	60.0	16.5	1.4
signage	23.0	57.8	17.3	2.0
cleanliness and comfort	23.7	55.2	18.9	2.2
ease of getting around	18.4	51.8	25.9	3.8
availability of food	11.1	37.6	43.4	7.8
availability of shopping	14.4	44.0	35.7	5.9
friendliness of workers	19.7	54.6	21.1	4.5
PARKS & BEACHES				
overall	49.5	45.0	4.8	0.7
security	42.2	48.6	7.9	1.2
facility	33.0	51.8	14.0	1.2
cleanliness and comfort	39.0	47.3	11.9	1.8

Table 3.18 2005 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	42.5	47.3	9.3	1.0
location	49.6	36.8	10.8	2.8
service	26.0	52.6	18.9	2.5
facility	25.0	48.2	23.2	3.7
cleanliness and comfort	35.3	47.8	14.5	2.3
value for your money	33.2	49.0	15.3	2.5
Restaurant - overall	22.5	57.4	18.4	1.7
location	28.7	56.2	14.0	1.0
variety	24.2	51.1	22.4	2.2
service	21.2	53.8	22.5	2.5
quality	18.0	47.7	27.7	6.7
value for your money	15.1	47.4	30.3	7.3
Shopping - overall	42.8	50.1	6.6	0.5
sufficient shopping places	55.4	39.4	4.9	0.3
locations	39.9	51.6	8.0	0.5
variety	39.7	47.4	11.7	1.1
service	28.3	55.3	15.3	1.1
quality	28.1	59.0	12.0	0.9
value for your money	26.3	53.3	19.0	1.4
Golf - overall	37.3	47.0	14.1	1.5
locations	48.0	42.2	9.1	0.7
service	23.0	41.9	29.8	5.3
value for your money	22.2	41.4	26.9	9.6
Activities/Attractions - overall	37.1	52.7	9.4	0.9
exciting	41.1	49.3	8.6	1.0
variety	34.1	50.9	13.7	1.3
service	28.3	53.3	16.3	2.0
value for your money	22.8	47.6	25.3	4.4
Transportation - overall	37.5	50.1	10.8	1.5
convenience	38.5	45.5	13.7	2.2
cleanliness and comfort	28.0	52.7	17.6	1.7
efficiency	27.9	47.6	20.9	3.6
value for your money	37.7	48.6	12.1	1.6
Airports - overall	18.5	60.4	19.4	1.8
signage	20.1	57.1	21.0	1.9
cleanliness and comfort	20.8	55.5	21.4	2.3
ease of getting around	15.8	48.6	30.3	5.2
availability of food	9.2	33.5	47.2	10.2
availability of shopping	11.8	40.3	40.4	7.4
friendliness of workers	18.5	55.6	21.4	4.5
Parks & Beaches - overall	49.7	45.9	4.1	0.2
security	41.8	49.8	7.6	0.8
facility	31.3	54.3	13.7	0.7
cleanliness and comfort	38.4	48.9	11.6	1.0

**Table 3.19 2006 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	59.1	35.8	4.7	0.4
location	60.9	30.3	8.4	0.5
service	42.9	43.6	10.2	3.2
facility	45.9	34.2	17.5	2.4
cleanliness and comfort	51.2	37.1	11.3	0.5
value for your money	33.9	41.3	23.8	1.0
RESTAURANT				
overall	23.4	53.6	21.5	1.5
location	29.8	54.0	15.4	0.8
variety	8.9	52.4	37.7	1.0
service	17.0	56.3	24.8	2.0
quality	14.4	49.1	27.7	8.8
value for your money	5.4	54.2	32.8	7.6
SHOPPING				
overall	16.1	61.7	20.3	2.0
sufficient shopping places	21.3	39.4	39.3	0.0
locations	21.8	59.6	18.6	0.0
variety	16.5	51.6	31.4	0.5
service	16.1	65.9	17.9	0.0
quality	19.5	59.1	21.5	0.0
value for your money	14.0	55.3	29.1	1.6
GOLF				
overall	67.7	30.9	1.4	0.0
locations	67.3	27.8	1.4	3.5
service	44.8	35.7	13.9	5.5
value for your money	17.0	53.9	21.1	8.0
ACTIVITIES/ATTRACTIONS				
overall	23.0	62.0	15.0	0.0
exciting	24.4	61.0	13.4	1.1
variety	20.7	58.5	20.8	0.0
service	29.3	52.3	17.2	1.1
value for your money	18.4	55.3	22.8	3.4
TRANSPORTATION				
overall	15.8	44.8	33.1	6.4
convenience	14.1	46.6	27.7	11.6
cleanliness and comfort	17.7	53.2	26.3	2.9
efficiency	11.6	44.2	33.9	10.3
value for your money	16.6	51.7	24.3	7.5
AIRPORTS				
overall	17.4	62.4	20.2	0.0
signage	18.6	54.2	25.4	1.8
cleanliness and comfort	16.2	62.4	20.0	1.5
ease of getting around	13.2	44.2	38.9	3.7
availability of food	0.0	41.3	48.8	9.9
availability of shopping	6.0	41.7	46.9	5.4
friendliness of workers	17.6	55.1	23.7	3.6
PARKS & BEACHES				
overall	46.5	49.1	4.5	0.0
security	45.8	47.5	5.8	0.9
facility	31.4	49.2	18.5	0.9
cleanliness and comfort	39.2	48.5	12.3	0.0

Table 3.20 2005 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	58.8	37.9	2.4	0.9
location	70.2	26.2	3.7	0.0
service	40.5	43.8	12.2	3.5
facility	42.1	48.7	8.6	0.6
cleanliness and comfort	51.9	39.0	9.1	0.0
value for your money	41.2	42.7	12.4	3.7
Restaurant - overall	24.7	47.3	25.7	2.3
location	41.7	41.0	16.4	0.9
variety	17.7	41.7	35.3	5.4
service	28.3	41.3	24.3	6.2
quality	17.3	46.2	26.9	9.6
value for your money	14.6	41.9	32.8	10.7
Shopping - overall	20.4	50.9	23.9	4.8
sufficient shopping places	21.5	49.0	22.2	7.3
locations	26.9	49.5	22.2	1.3
variety	14.5	51.1	27.5	6.9
service	18.4	62.1	18.4	1.1
quality	14.8	65.5	18.6	1.1
value for your money	13.1	57.5	27.0	2.3
Golf - overall	47.0	51.2	1.8	0.0
locations	62.3	37.7	0.0	0.0
service	36.3	53.8	9.9	0.0
value for your money	35.5	54.7	8.0	1.8
Activities/Attractions - overall	37.6	46.9	11.4	4.1
exciting	36.5	45.2	14.3	4.0
variety	33.4	44.7	18.1	3.9
service	32.4	48.4	19.2	0.0
value for your money	30.0	40.3	29.0	0.8
Transportation - overall	21.0	47.3	25.0	6.7
convenience	17.7	44.7	33.5	4.1
cleanliness and comfort	19.3	52.4	26.4	1.9
efficiency	10.4	39.3	42.4	8.0
value for your money	15.4	57.7	22.2	4.7
Airports - overall	8.8	72.3	17.4	1.5
signage	12.3	65.3	18.8	3.6
cleanliness and comfort	15.4	60.7	21.4	2.5
ease of getting around	11.4	55.9	25.9	6.8
availability of food	7.2	34.1	48.6	10.1
availability of shopping	6.9	37.5	43.9	11.7
friendliness of workers	19.5	54.2	18.6	7.7
Parks & Beaches - overall	45.7	49.6	4.7	0.0
security	32.8	62.8	4.4	0.0
facility	26.1	64.0	8.6	1.4
cleanliness and comfort	37.9	53.5	8.1	0.6

**Table 3.21 2006 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	52.8	41.5	5.3	0.4
location	58.4	32.5	8.1	1.0
service	35.3	45.5	17.2	2.1
facility	36.7	49.3	12.8	1.2
cleanliness and comfort	47.1	41.1	10.7	1.1
value for your money	33.3	48.2	16.2	2.3
RESTAURANT				
overall	20.6	50.5	23.0	5.8
location	33.0	49.3	14.6	3.1
variety	20.2	40.9	33.4	5.5
service	21.7	48.9	21.9	7.6
quality	18.5	45.1	28.5	7.8
value for your money	14.9	45.4	28.6	11.1
SHOPPING				
overall	12.1	46.0	36.3	5.5
sufficient shopping places	12.3	35.2	41.9	10.6
locations	19.5	47.5	25.2	7.8
variety	12.8	29.8	45.3	12.1
service	12.3	52.7	31.0	4.0
quality	17.7	43.4	35.1	3.8
value for your money	14.6	39.8	38.3	7.3
GOLF				
overall	45.5	47.3	7.2	0.0
locations	50.2	41.4	8.5	0.0
service	15.5	57.7	15.4	11.4
value for your money	9.5	37.2	38.0	15.3
ACTIVITIES/ATTRACTIONS				
overall	37.7	46.6	15.3	0.4
exciting	34.9	50.9	13.4	0.9
variety	27.1	45.7	24.8	2.4
service	31.5	45.6	21.1	1.8
value for your money	24.2	42.4	29.0	4.5
TRANSPORTATION				
overall	18.4	43.5	30.5	7.6
convenience	11.5	40.1	35.6	12.9
cleanliness and comfort	17.7	57.2	19.2	5.9
efficiency	12.7	44.3	33.2	9.9
value for your money	19.4	48.7	25.2	6.7
AIRPORTS				
overall	18.2	56.2	23.6	2.0
signage	14.9	54.2	26.9	4.0
cleanliness and comfort	19.5	52.3	27.1	1.1
ease of getting around	14.1	57.8	25.6	2.6
availability of food	4.7	26.7	50.8	17.7
availability of shopping	5.7	24.0	52.2	18.1
friendliness of workers	12.1	55.2	23.9	8.7
PARKS & BEACHES				
overall	51.9	40.7	7.3	0.0
security	47.2	42.1	9.4	1.4
facility	35.9	47.6	16.1	0.4
cleanliness and comfort	44.2	44.3	11.0	0.4

Table 3.22 2005 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	55.5	37.9	6.6	0.0
location	62.6	30.5	6.9	0.0
service	39.4	49.2	9.3	2.1
facility	44.7	42.5	12.1	0.7
cleanliness and comfort	51.7	37.7	10.1	0.5
value for your money	37.2	48.2	14.6	0.0
Restaurant - overall	16.1	58.1	24.7	1.2
location	38.5	48.4	12.6	0.5
variety	15.8	42.4	36.6	5.3
service	24.5	49.8	24.5	1.1
quality	10.9	51.4	31.5	6.3
value for your money	10.0	47.6	38.6	3.7
Shopping - overall	11.7	42.5	40.8	5.0
sufficient shopping places	10.9	33.0	43.4	12.7
locations	16.2	48.2	28.1	7.4
variety	8.6	37.4	46.0	8.0
service	8.5	60.9	26.1	4.5
quality	10.8	51.5	32.9	4.8
value for your money	10.4	50.7	34.8	4.2
Golf - overall	60.5	39.5	0.0	0.0
locations	70.0	30.0	0.0	0.0
service	45.2	45.5	6.3	3.0
value for your money	10.7	61.2	26.3	1.7
Activities/Attractions - overall	34.0	51.4	12.5	2.1
exciting	30.8	56.3	10.7	2.1
variety	25.6	47.1	24.4	3.0
service	27.5	54.5	15.1	2.9
value for your money	26.3	43.0	26.3	4.5
Transportation - overall	11.8	40.5	33.2	14.4
convenience	11.4	31.9	39.6	17.1
cleanliness and comfort	12.6	53.1	26.0	8.3
efficiency	9.6	33.2	39.6	17.7
value for your money	10.4	45.2	32.6	11.8
Airports - overall	10.3	57.8	28.3	3.6
signage	9.8	50.8	34.6	4.7
cleanliness and comfort	12.3	58.0	25.4	4.4
ease of getting around	13.5	42.6	38.4	5.5
availability of food	1.4	22.5	61.1	15.0
availability of shopping	5.2	26.3	52.3	16.2
friendliness of workers	13.7	57.5	25.5	3.4
Parks & Beaches - overall	35.2	57.1	6.7	1.0
security	31.9	58.7	7.9	1.6
facility	27.1	52.8	17.1	3.1
cleanliness and comfort	31.1	52.6	15.0	1.3

**Table 3.23 2006 O'ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.9	25.8	3.7	0.6
location	77.7	18.9	3.2	0.2
service	59.3	32.6	6.1	2.0
facility	58.1	32.4	7.8	1.7
cleanliness and comfort	62.2	29.6	5.8	2.4
value for your money	50.2	38.0	9.4	2.4
RESTAURANT				
overall	56.3	37.5	5.3	0.9
location	64.6	31.1	3.6	0.7
variety	56.4	33.8	8.7	1.1
service	56.1	37.0	6.4	0.5
quality	52.1	39.5	7.8	0.6
value for your money	31.6	48.3	15.6	4.5
SHOPPING				
overall	67.6	29.5	2.6	0.3
sufficient shopping places	74.9	23.7	1.1	0.3
locations	71.2	26.7	2.0	0.1
variety	60.5	32.2	6.6	0.7
service	58.8	36.5	4.1	0.6
quality	53.9	41.7	4.1	0.4
value for your money	36.5	51.6	9.9	2.0
GOLF				
overall	60.5	30.6	9.0	0.0
locations	65.6	26.8	5.2	2.3
service	53.4	44.2	2.3	0.0
value for your money	35.6	31.8	32.5	0.0
ACTIVITIES/ATTRACTIONS				
overall	65.3	31.5	2.8	0.4
exciting	58.1	35.8	4.9	1.2
variety	64.7	32.3	2.5	0.6
service	62.1	32.5	5.0	0.4
value for your money	41.3	43.1	13.8	1.8
TRANSPORTATION				
overall	66.1	30.4	3.5	0.0
convenience	65.5	30.4	3.8	0.2
cleanliness and comfort	60.5	34.0	4.8	0.7
efficiency	58.4	32.8	8.0	0.8
value for your money	63.4	28.0	7.5	1.1
AIRPORTS				
overall	56.3	38.1	4.4	1.1
signage	55.6	36.3	6.3	1.8
cleanliness and comfort	59.5	33.6	6.1	0.8
ease of getting around	54.6	34.1	9.8	1.5
availability of food	39.0	35.0	21.2	4.9
availability of shopping	40.0	38.8	17.2	4.0
friendliness of workers	54.7	36.7	7.0	1.5
PARKS & BEACHES				
overall	69.6	26.3	2.4	1.6
security	59.7	31.8	7.1	1.4
facility	56.4	37.5	5.2	0.8
cleanliness and comfort	57.5	32.0	8.1	2.4

Table 3.24 2005 O'ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	67.6	27.8	4.1	0.6
location	74.0	22.8	3.3	0.0
service	59.9	33.5	5.7	0.9
facility	58.8	33.7	6.7	0.8
cleanliness and comfort	64.2	29.3	5.4	1.1
value for your money	52.2	37.7	7.0	3.1
Restaurant - overall	53.3	40.3	5.9	0.5
location	65.1	30.1	4.5	0.3
variety	58.0	33.2	8.3	0.5
service	54.6	39.0	5.7	0.7
quality	50.8	42.2	6.2	0.9
value for your money	32.8	49.5	15.1	2.6
Shopping - overall	61.6	34.8	3.4	0.2
sufficient shopping places	70.4	27.3	2.3	0.0
locations	68.7	27.5	3.8	0.0
variety	56.7	36.7	6.1	0.5
service	58.3	37.6	3.8	0.4
quality	53.8	41.7	4.1	0.4
value for your money	39.1	48.9	9.5	2.5
Golf - overall	62.9	31.6	3.8	1.6
locations	60.0	33.0	7.1	0.0
service	65.4	30.4	2.6	1.7
value for your money	33.9	43.3	21.3	1.4
Activities/Attractions - overall	64.4	31.2	3.7	0.6
exciting	58.5	37.4	3.2	0.9
variety	66.2	28.5	5.1	0.2
service	62.4	33.4	3.1	1.0
value for your money	41.4	41.4	15.0	2.1
Transportation - overall	69.2	26.1	3.5	1.1
convenience	67.9	27.6	4.0	0.5
cleanliness and comfort	66.6	28.9	4.0	0.4
efficiency	63.8	28.5	6.4	1.3
value for your money	68.4	25.8	4.6	1.3
Airports - overall	54.8	39.7	4.7	0.9
signage	54.9	36.9	7.8	0.4
cleanliness and comfort	59.0	36.4	3.8	0.8
ease of getting around	54.9	34.1	9.6	1.5
availability of food	33.4	38.9	21.6	6.1
availability of shopping	33.4	43.9	18.8	3.9
friendliness of workers	54.9	37.5	6.4	1.2
Parks & Beaches - overall	76.6	20.8	2.3	0.3
security	62.7	31.3	5.4	0.6
facility	64.0	29.2	6.2	0.6
cleanliness and comfort	62.9	29.5	5.7	1.9

**Table 3.25 2006 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	80.5	16.0	2.7	0.8
location	79.0	18.9	1.4	0.7
service	75.6	19.7	3.4	1.2
facility	76.8	19.6	2.6	1.0
cleanliness and comfort	74.7	19.8	4.0	1.5
value for your money	58.8	29.8	9.9	1.5
RESTAURANT				
overall	54.9	40.3	4.6	0.2
location	63.3	33.9	2.4	0.4
variety	55.2	37.4	6.6	0.8
service	58.3	36.4	4.4	1.0
quality	54.0	39.7	5.0	1.3
value for your money	27.9	49.0	21.4	1.7
SHOPPING				
overall	58.2	39.5	2.3	0.0
sufficient shopping places	64.3	30.8	4.9	0.0
locations	61.8	34.8	3.3	0.1
variety	50.9	37.2	9.6	2.3
service	64.0	33.0	2.4	0.6
quality	53.4	41.0	4.5	1.1
value for your money	34.8	50.0	13.2	2.0
GOLF				
overall	73.8	16.1	10.1	0.0
locations	77.9	20.8	1.3	0.0
service	67.9	26.2	5.9	0.0
value for your money	26.4	41.8	19.8	12.0
ACTIVITIES/ATTRACTIONS				
overall	68.0	30.4	1.6	0.0
exciting	63.1	35.3	1.4	0.3
variety	70.0	26.7	2.9	0.4
service	67.3	28.2	4.3	0.2
value for your money	41.5	42.9	13.5	2.1
TRANSPORTATION				
overall	57.5	32.3	5.1	5.1
convenience	54.0	31.2	10.3	4.4
cleanliness and comfort	56.3	33.0	7.4	3.3
efficiency	54.8	33.6	6.4	5.2
value for your money	50.6	39.2	3.9	6.4
AIRPORTS				
overall	53.2	38.2	7.3	1.3
signage	52.8	37.8	7.0	2.3
cleanliness and comfort	50.0	39.7	8.6	1.8
ease of getting around	54.1	35.3	8.6	2.0
availability of food	26.6	37.4	25.5	10.4
availability of shopping	30.6	38.5	20.2	10.6
friendliness of workers	53.2	35.2	5.9	5.7
PARKS & BEACHES				
overall	78.0	19.9	2.1	0.0
security	60.2	32.4	7.1	0.4
facility	61.2	32.2	5.0	1.6
cleanliness and comfort	62.2	30.9	4.9	1.9

**Table 3.26 2005 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	77.3	20.2	2.1	0.3
location	78.6	19.2	1.1	1.1
service	63.6	31.0	4.5	0.9
facility	67.2	28.3	3.2	1.3
cleanliness and comfort	68.4	25.7	5.1	0.8
value for your money	57.3	33.8	8.0	0.9
Restaurant - overall	53.3	39.0	6.7	1.0
location	62.8	33.2	3.8	0.2
variety	55.4	34.8	9.3	0.5
service	60.7	33.7	4.1	1.5
quality	55.3	38.7	4.2	1.7
value for your money	27.3	49.4	19.1	4.3
Shopping - overall	52.0	44.4	3.6	0.0
sufficient shopping places	62.8	32.5	3.7	0.9
locations	57.7	36.6	4.9	0.8
variety	47.9	40.2	10.8	1.2
service	57.6	37.1	5.3	0.0
quality	46.7	48.1	5.1	0.0
value for your money	27.4	56.3	15.1	1.2
Golf - overall	69.2	27.2	2.0	1.7
locations	73.9	23.6	2.5	0.0
service	62.0	33.2	4.8	0.0
value for your money	26.5	44.0	23.6	5.9
Activities/Attractions - overall	61.8	35.7	2.5	0.0
exciting	56.8	40.5	2.6	0.2
variety	65.3	30.0	4.5	0.2
service	61.6	35.4	3.0	0.0
value for your money	36.3	49.1	12.8	1.8
Transportation - overall	51.1	29.8	15.3	3.9
convenience	54.0	28.0	15.4	2.7
cleanliness and comfort	52.4	40.0	7.6	0.0
efficiency	47.5	37.8	13.5	1.2
value for your money	43.7	42.8	11.1	2.4
Airports - overall	49.7	40.9	6.8	2.6
signage	53.1	36.9	6.4	3.6
cleanliness and comfort	49.5	41.7	7.7	1.1
ease of getting around	52.8	37.7	7.9	1.6
availability of food	24.0	43.7	26.0	6.4
availability of shopping	24.6	46.0	23.8	5.6
friendliness of workers	51.3	36.2	9.7	2.8
Parks & Beaches - overall	74.5	22.3	2.9	0.3
security	56.4	34.8	7.4	1.4
facility	59.9	31.8	6.5	1.8
cleanliness and comfort	57.0	33.7	8.2	1.1

**Table 3.27 2006 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	76.3	18.7	5.0	0.0
location	68.6	24.6	6.8	0.0
service	63.7	31.4	4.9	0.0
facility	66.6	28.1	1.7	3.5
cleanliness and comfort	70.3	21.6	4.8	3.3
value for your money	61.1	26.6	11.3	1.1
RESTAURANT				
overall	50.5	44.2	4.4	0.9
location	54.5	39.6	5.1	0.9
variety	50.9	37.1	10.6	1.5
service	54.0	43.6	1.3	1.1
quality	53.5	38.2	7.9	0.3
value for your money	30.6	40.1	25.7	3.6
SHOPPING				
overall	49.8	47.3	2.9	0.0
sufficient shopping places	57.2	39.9	2.9	0.0
locations	60.3	34.2	5.5	0.0
variety	44.3	46.5	9.2	0.0
service	62.4	35.8	1.8	0.0
quality	54.5	42.5	3.0	0.0
value for your money	36.5	52.4	11.1	0.0
GOLF				
overall	73.1	21.7	2.9	2.4
locations	78.2	19.4	0.0	2.4
service	73.9	21.2	2.5	2.4
value for your money	46.0	34.2	17.4	2.4
ACTIVITIES/ATTRACTIONS				
overall	69.8	28.8	1.4	0.0
exciting	68.3	28.7	3.0	0.0
variety	74.4	24.4	1.2	0.0
service	66.6	31.7	1.7	0.0
value for your money	38.2	51.6	10.2	0.0
TRANSPORTATION				
overall	53.9	22.8	15.2	8.1
convenience	51.0	21.9	11.6	15.6
cleanliness and comfort	60.5	30.5	0.0	9.0
efficiency	49.9	16.3	9.2	24.5
value for your money	57.5	31.5	7.8	3.3
AIRPORTS				
overall	49.4	47.7	2.9	0.0
signage	53.8	40.7	4.5	1.0
cleanliness and comfort	56.1	40.4	2.3	1.2
ease of getting around	61.4	34.1	4.5	0.0
availability of food	30.3	43.0	20.7	5.9
availability of shopping	34.6	44.5	17.3	3.7
friendliness of workers	58.7	35.6	5.0	0.7
PARKS & BEACHES				
overall	66.8	27.6	5.6	0.0
security	63.7	30.7	4.1	1.5
facility	54.2	37.5	5.0	3.3
cleanliness and comfort	52.6	29.8	12.7	4.8

Table 3.28 2005 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	87.4	11.9	0.7	0.0
location	85.6	14.4	0.0	0.0
service	68.5	29.1	2.4	0.0
facility	81.0	14.7	4.2	0.0
cleanliness and comfort	83.3	12.4	3.6	0.7
value for your money	67.1	26.1	6.9	0.0
Restaurant - overall	52.7	40.6	6.6	0.0
location	60.8	37.6	1.5	0.0
variety	50.2	45.1	4.7	0.0
service	58.2	39.0	2.8	0.0
quality	53.7	40.5	5.2	0.6
value for your money	25.3	52.3	18.3	4.1
Shopping - overall	48.4	44.6	7.0	0.0
sufficient shopping places	57.0	37.8	5.2	0.0
locations	56.4	41.3	2.3	0.0
variety	49.9	40.9	7.3	2.0
service	59.1	34.4	6.5	0.0
quality	49.7	42.8	7.5	0.0
value for your money	26.4	58.9	12.2	2.4
Golf - overall	77.8	22.2	0.0	0.0
locations	81.6	18.4	0.0	0.0
service	68.1	31.9	0.0	0.0
value for your money	34.2	54.3	11.5	0.0
Activities/Attractions - overall	75.0	24.2	0.8	0.0
exciting	71.0	28.4	0.6	0.0
variety	68.5	28.9	2.6	0.0
service	73.6	24.5	1.9	0.0
value for your money	39.1	48.5	11.0	1.4
Transportation - overall	58.7	24.6	13.6	3.2
convenience	52.3	31.8	12.7	3.2
cleanliness and comfort	68.2	28.1	0.0	3.7
efficiency	69.4	27.1	3.5	0.0
value for your money	54.7	38.8	6.5	0.0
Airports - overall	57.8	36.7	5.5	0.0
signage	63.0	29.7	7.3	0.0
cleanliness and comfort	63.7	31.7	4.6	0.0
ease of getting around	64.6	28.6	6.8	0.0
availability of food	37.3	28.9	30.4	3.4
availability of shopping	26.1	50.8	16.7	6.4
friendliness of workers	57.1	35.3	6.6	1.1
Parks & Beaches - overall	83.1	15.2	0.6	1.0
security	64.5	27.6	6.8	1.1
facility	70.8	25.9	3.3	0.0
cleanliness and comfort	64.9	29.6	5.5	0.0

**Table 3.29 2006 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	82.4	14.4	2.8	0.4
location	80.9	15.2	3.5	0.4
service	72.5	25.2	1.9	0.4
facility	74.4	21.5	3.6	0.4
cleanliness and comfort	71.5	23.2	3.7	1.7
value for your money	53.8	38.9	5.5	1.8
RESTAURANT				
overall	47.9	44.8	6.5	0.8
location	57.7	28.5	10.3	3.4
variety	52.6	35.9	7.0	4.5
service	57.4	36.5	6.1	0.0
quality	55.8	36.3	6.6	1.3
value for your money	25.7	45.7	26.4	2.2
SHOPPING				
overall	43.4	46.7	7.0	2.8
sufficient shopping places	45.3	37.4	14.6	2.7
locations	42.9	41.2	12.3	3.6
variety	39.4	43.5	14.0	3.2
service	50.3	44.0	4.6	1.1
quality	42.1	48.7	7.7	1.6
value for your money	24.0	53.4	19.5	3.1
GOLF				
overall	68.4	21.8	9.8	0.0
locations	63.6	31.8	4.6	0.0
service	55.6	39.7	0.0	4.7
value for your money	18.6	51.8	20.6	9.0
ACTIVITIES/ATTRACTIONS				
overall	59.1	33.0	7.5	0.4
exciting	47.8	42.4	7.5	2.3
variety	57.8	32.4	5.8	4.0
service	56.8	37.3	5.5	0.4
value for your money	28.9	51.5	14.2	5.4
TRANSPORTATION				
overall	34.8	35.8	10.4	19.0
convenience	29.4	30.8	22.0	17.9
cleanliness and comfort	35.2	55.4	6.9	2.4
efficiency	27.9	42.1	9.0	21.0
value for your money	28.9	40.9	21.7	8.6
AIRPORTS				
overall	44.9	45.1	7.7	2.3
signage	47.7	42.7	6.7	2.9
cleanliness and comfort	47.6	43.8	5.8	2.8
ease of getting around	42.2	47.4	7.1	3.4
availability of food	14.5	35.6	33.8	16.1
availability of shopping	18.0	40.1	23.9	18.0
friendliness of workers	44.9	42.9	7.6	4.6
PARKS & BEACHES				
overall	67.4	22.7	4.9	5.0
security	58.8	29.2	7.3	4.6
facility	52.8	36.5	6.4	4.3
cleanliness and comfort	56.3	29.7	9.0	5.0

Table 3.30 2005 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	75.5	19.0	4.6	0.8
location	71.4	19.7	6.3	2.5
service	59.5	33.9	6.0	0.6
facility	65.6	26.3	6.1	2.0
cleanliness and comfort	63.2	27.6	7.3	2.0
value for your money	48.9	38.0	7.1	6.1
Restaurant - overall	36.3	52.0	9.9	1.9
location	54.3	37.2	7.9	0.6
variety	47.1	39.6	11.8	1.5
service	42.8	46.8	9.8	0.6
quality	46.7	38.0	14.1	1.2
value for your money	22.2	54.4	17.3	6.1
Shopping - overall	50.1	43.9	5.0	1.0
sufficient shopping places	54.3	36.3	6.4	2.9
locations	55.8	32.0	11.2	1.0
variety	46.1	40.3	10.6	2.9
service	57.1	31.5	10.4	0.9
quality	42.8	45.0	11.2	1.0
value for your money	23.6	60.2	14.7	1.5
Golf - overall	65.3	34.7	0.0	0.0
locations	70.9	29.1	0.0	0.0
service	75.1	24.9	0.0	0.0
value for your money	31.3	52.3	16.4	0.0
Activities/Attractions - overall	64.8	32.8	2.4	0.0
exciting	55.7	39.6	4.7	0.0
variety	59.2	34.5	6.3	0.0
service	57.7	32.9	9.4	0.0
value for your money	35.9	47.2	14.6	2.4
Transportation - overall	56.3	26.0	14.0	3.7
convenience	50.7	35.0	10.8	3.5
cleanliness and comfort	60.5	24.3	11.8	3.5
efficiency	39.9	37.7	18.9	3.5
value for your money	42.5	32.0	19.6	5.9
Airports - overall	46.4	42.6	9.0	2.0
signage	46.2	42.2	9.7	1.9
cleanliness and comfort	48.0	39.0	8.8	4.2
ease of getting around	48.9	36.2	11.3	3.6
availability of food	25.2	28.6	28.3	17.9
availability of shopping	27.2	34.6	21.3	16.9
friendliness of workers	52.8	36.2	7.3	3.7
Parks & Beaches - overall	68.6	24.2	4.4	2.8
security	45.5	44.3	6.2	3.9
facility	49.6	35.6	12.1	2.7
cleanliness and comfort	48.0	33.1	12.8	6.0

**Table 3.31 2006 O'ahu Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	67.1	27.8	4.4	0.7
location	72.1	23.5	3.5	0.9
service	62.3	31.1	5.0	1.6
facility	60.3	30.7	7.4	1.5
cleanliness and comfort	66.4	24.4	7.7	1.5
value for your money	49.6	37.2	10.0	3.3
RESTAURANT				
overall	51.3	40.5	7.1	1.0
location	56.3	36.3	6.0	1.4
variety	53.5	35.2	9.2	2.1
service	55.5	38.0	6.1	0.3
quality	51.1	38.1	9.1	1.7
value for your money	38.1	45.8	13.6	2.6
SHOPPING				
overall	61.9	35.4	2.6	0.1
sufficient shopping places	69.6	28.1	1.7	0.5
locations	65.3	31.2	2.8	0.8
variety	56.0	36.2	7.2	0.6
service	59.5	36.8	3.2	0.6
quality	51.9	41.4	5.7	0.9
value for your money	43.4	42.2	11.6	2.9
GOLF				
overall	70.7	24.4	3.6	1.3
locations	65.3	26.3	5.0	3.5
service	59.1	31.9	5.3	3.7
value for your money	48.7	32.6	13.8	4.8
ACTIVITIES/ATTRACTIONS				
overall	57.7	38.1	3.1	1.1
exciting	50.4	43.0	4.9	1.8
variety	52.7	39.9	5.8	1.6
service	52.5	41.6	4.6	1.3
value for your money	39.1	45.7	12.6	2.6
TRANSPORTATION				
overall	59.2	34.9	4.9	1.0
convenience	58.5	34.1	6.2	1.2
cleanliness and comfort	50.9	40.4	7.6	1.1
efficiency	56.0	34.3	8.1	1.7
value for your money	58.5	34.4	5.3	1.8
AIRPORTS				
overall	46.3	46.6	6.2	0.9
signage	46.3	43.9	8.2	1.6
cleanliness and comfort	47.6	44.9	6.8	0.7
ease of getting around	45.8	42.5	10.8	0.9
availability of food	27.4	44.8	22.0	5.8
availability of shopping	26.8	45.9	21.8	5.5
friendliness of workers	48.5	40.8	7.9	2.8
PARKS & BEACHES				
overall	69.8	27.2	2.4	0.6
security	61.8	32.9	4.2	1.1
facility	59.3	35.0	5.1	0.6
cleanliness and comfort	61.7	29.2	7.7	1.4

Table 3.32 2005 O'ahu Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	67.1	27.2	4.7	1.0
location	74.3	21.0	3.9	0.8
service	61.6	30.1	7.0	1.2
facility	57.3	31.8	9.4	1.4
cleanliness and comfort	66.7	25.0	6.4	1.8
value for your money	53.1	35.1	9.2	2.6
Restaurant - overall	51.8	40.1	7.4	0.6
location	59.1	34.8	5.5	0.5
variety	53.4	36.8	8.5	1.3
service	59.6	35.1	4.9	0.4
quality	54.0	36.0	8.2	1.9
value for your money	42.4	41.8	13.8	2.0
Shopping - overall	65.8	31.6	2.4	0.2
sufficient shopping places	74.6	23.1	2.1	0.2
locations	66.1	31.0	2.7	0.1
variety	58.0	35.3	5.7	1.0
service	65.6	30.6	3.3	0.5
quality	55.8	39.9	3.8	0.5
value for your money	44.8	41.5	11.9	1.8
Golf - overall	64.5	28.1	7.5	0.0
locations	68.8	20.6	10.6	0.0
service	60.9	29.8	9.3	0.0
value for your money	28.3	48.4	23.3	0.0
Activities/Attractions - overall	56.5	39.1	3.7	0.6
exciting	48.4	46.4	4.8	0.4
variety	54.5	37.8	6.5	1.2
service	57.5	38.1	3.9	0.5
value for your money	42.3	44.3	11.2	2.3
Transportation - overall	62.3	32.8	4.0	0.9
convenience	60.5	32.9	6.1	0.6
cleanliness and comfort	56.3	36.6	6.1	1.0
efficiency	62.0	30.8	5.2	2.0
value for your money	61.4	31.1	6.7	0.9
Airports - overall	44.3	46.6	8.1	1.0
signage	47.3	43.3	7.9	1.5
cleanliness and comfort	50.8	42.6	6.0	0.6
ease of getting around	47.6	41.1	9.0	2.2
availability of food	26.2	46.8	22.5	4.5
availability of shopping	26.7	46.5	23.1	3.8
friendliness of workers	52.2	39.9	5.9	2.0
Parks & Beaches - overall	75.0	22.4	1.8	0.8
security	65.8	30.6	2.5	1.1
facility	63.2	31.6	4.3	1.0
cleanliness and comfort	68.2	25.9	5.0	0.9

**Table 3.33 2006 Maui Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	69.0	28.2	1.9	0.9
location	68.7	27.2	3.6	0.4
service	58.8	34.7	5.5	1.0
facility	57.8	34.7	6.8	0.7
cleanliness and comfort	64.0	28.6	6.8	0.6
value for your money	41.9	42.6	12.3	3.3
RESTAURANT				
overall	44.0	44.6	9.3	2.1
location	48.2	39.9	11.1	0.8
variety	41.4	42.9	12.5	3.2
service	50.4	40.7	6.0	2.9
quality	46.3	40.8	10.2	2.7
value for your money	24.9	51.7	16.5	7.0
SHOPPING				
overall	40.6	51.9	6.3	1.2
sufficient shopping places	46.7	45.1	7.1	1.1
locations	42.4	50.7	6.0	0.9
variety	36.0	49.2	11.7	3.1
service	51.3	42.5	4.7	1.4
quality	37.9	51.0	9.2	2.0
value for your money	26.9	53.9	15.0	4.2
GOLF				
overall	74.1	22.7	3.2	0.0
locations	80.0	16.8	3.2	0.0
service	82.7	14.0	3.4	0.0
value for your money	43.6	36.2	6.2	14.0
ACTIVITIES/ATTRACTIONS				
overall	57.9	35.7	5.5	1.0
exciting	57.4	34.8	6.4	1.3
variety	57.3	35.8	6.4	0.5
service	56.4	38.5	4.5	0.6
value for your money	32.4	48.1	16.2	3.4
TRANSPORTATION				
overall	35.9	45.6	13.0	5.5
convenience	30.5	47.9	12.2	9.3
cleanliness and comfort	44.5	45.1	10.0	0.3
efficiency	37.1	44.0	11.0	7.9
value for your money	37.8	43.3	14.4	4.5
AIRPORTS				
overall	36.8	54.0	8.7	0.5
signage	43.5	46.2	8.1	2.2
cleanliness and comfort	43.4	43.4	11.9	1.4
ease of getting around	43.7	45.4	7.8	3.1
availability of food	17.6	43.3	34.5	4.6
availability of shopping	16.4	47.0	29.2	7.4
friendliness of workers	44.8	44.7	8.6	1.9
PARKS & BEACHES				
overall	68.4	29.0	1.9	0.7
security	57.8	33.4	5.6	3.2
facility	55.3	37.0	6.6	1.1
cleanliness and comfort	60.1	32.7	5.9	1.2

Table 3.34 2005 Maui Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	72.8	24.9	1.9	0.3
location	66.8	28.7	3.6	0.9
service	64.6	30.7	2.9	1.8
facility	60.0	35.3	3.5	1.2
cleanliness and comfort	65.9	30.6	2.5	1.0
value for your money	46.2	42.0	10.1	1.8
Restaurant - overall	37.7	52.6	8.1	1.5
location	44.9	48.5	5.0	1.6
variety	40.0	41.4	16.9	1.7
service	52.3	41.2	4.6	1.9
quality	41.5	47.5	8.6	2.4
value for your money	26.7	46.5	21.7	5.1
Shopping - overall	43.5	48.4	7.6	0.5
sufficient shopping places	54.0	38.3	6.6	1.1
locations	43.7	47.3	8.5	0.5
variety	43.2	41.8	14.1	0.9
service	53.5	43.5	3.0	0.0
quality	37.4	51.7	10.2	0.7
value for your money	26.5	51.8	18.8	2.9
Golf - overall	65.7	29.5	4.9	0.0
locations	73.1	22.2	4.8	0.0
service	60.9	34.1	4.9	0.0
value for your money	42.9	37.8	18.1	1.2
Activities/Attractions - overall	55.9	37.1	5.0	2.1
exciting	54.2	39.1	5.4	1.4
variety	56.9	35.4	5.9	1.7
service	56.5	36.9	5.9	0.7
value for your money	32.5	48.0	14.4	5.1
Transportation - overall	42.7	40.6	11.6	5.1
convenience	38.1	43.3	12.1	6.5
cleanliness and comfort	42.5	45.5	8.1	3.8
efficiency	38.5	40.9	15.5	5.1
value for your money	39.6	40.2	12.8	7.5
Airports - overall	40.7	52.1	5.6	1.5
signage	41.7	49.1	8.6	0.6
cleanliness and comfort	42.2	47.6	10.2	0.0
ease of getting around	43.2	47.6	8.4	0.8
availability of food	20.2	47.0	28.7	4.1
availability of shopping	18.7	48.9	26.4	5.9
friendliness of workers	46.2	43.8	8.1	1.8
Parks & Beaches - overall	75.8	22.2	1.6	0.4
security	60.4	33.0	5.6	1.0
facility	58.8	34.9	4.6	1.7
cleanliness and comfort	60.6	33.6	5.1	0.7

**Table 3.35 2006 Kaua'i Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	72.5	19.9	4.7	2.9
location	71.2	16.9	9.5	2.4
service	66.6	25.6	5.8	2.0
facility	62.8	29.0	4.9	3.4
cleanliness and comfort	72.0	20.4	5.4	2.1
value for your money	50.2	34.0	11.3	4.5
RESTAURANT				
overall	41.7	42.9	11.7	3.8
location	46.0	41.3	10.5	2.2
variety	41.7	36.2	19.0	3.2
service	50.4	35.4	13.3	0.9
quality	46.2	38.7	14.0	1.2
value for your money	27.1	49.5	18.3	5.1
SHOPPING				
overall	33.4	54.6	10.2	1.8
sufficient shopping places	40.2	44.6	11.8	3.4
locations	41.1	48.1	9.2	1.5
variety	32.2	47.1	17.4	3.4
service	49.6	46.0	3.9	0.5
quality	36.4	51.0	11.8	0.8
value for your money	26.2	51.2	18.3	4.3
GOLF				
overall	88.6	11.4	0.0	0.0
locations	94.5	5.5	0.0	0.0
service	88.6	11.4	0.0	0.0
value for your money	67.5	18.5	8.0	6.0
ACTIVITIES/ATTRACTIONS				
overall	62.1	31.2	6.0	0.8
exciting	63.4	31.5	3.4	1.7
variety	58.9	32.6	6.0	2.5
service	54.0	38.1	6.4	1.5
value for your money	35.4	45.4	14.5	4.7
TRANSPORTATION				
overall	37.0	37.0	10.3	15.7
convenience	40.2	35.4	10.3	14.0
cleanliness and comfort	44.8	49.8	5.4	0.0
efficiency	42.8	33.3	12.6	11.3
value for your money	42.7	42.1	7.1	8.1
AIRPORTS				
overall	45.3	44.1	7.8	2.8
signage	47.7	41.7	8.3	2.3
cleanliness and comfort	47.9	40.5	8.2	3.4
ease of getting around	53.4	38.4	6.6	1.6
availability of food	21.7	43.0	27.8	7.5
availability of shopping	19.2	41.8	31.1	8.0
friendliness of workers	51.6	39.0	7.1	2.3
PARKS & BEACHES				
overall	69.8	28.2	1.7	0.2
security	52.9	40.1	4.7	2.2
facility	52.0	36.2	10.9	0.9
cleanliness and comfort	56.5	30.1	12.8	0.6

Table 3.36 2005 Kaua'i Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	70.3	27.7	1.6	0.5
location	75.2	22.8	2.0	0.0
service	52.2	45.3	1.6	1.0
facility	60.2	33.0	6.3	0.5
cleanliness and comfort	68.3	24.4	5.0	2.3
value for your money	41.8	43.3	13.2	1.7
Restaurant - overall	41.2	44.3	13.2	1.3
location	44.0	44.0	10.3	1.7
variety	27.5	47.5	22.2	2.8
service	42.2	47.1	6.7	4.0
quality	37.1	48.9	10.4	3.7
value for your money	25.4	44.0	26.0	4.5
Shopping - overall	38.2	49.9	10.9	1.0
sufficient shopping places	39.6	47.4	12.0	1.0
locations	34.3	53.3	11.4	1.0
variety	28.0	51.2	18.3	2.5
service	47.7	46.9	5.4	0.0
quality	35.0	57.7	5.9	1.4
value for your money	27.6	51.0	16.4	5.1
Golf - overall	76.7	23.3	0.0	0.0
locations	78.1	16.0	5.9	0.0
service	70.8	22.3	6.9	0.0
value for your money	50.3	16.9	25.9	6.9
Activities/Attractions - overall	70.3	24.8	4.5	0.4
exciting	65.4	29.5	4.1	1.1
variety	58.9	35.1	4.9	1.1
service	60.1	32.9	7.0	0.0
value for your money	31.9	46.4	19.2	2.5
Transportation - overall	48.2	37.9	9.9	4.1
convenience	45.7	37.0	11.9	5.4
cleanliness and comfort	55.7	35.7	6.0	2.6
efficiency	46.1	36.9	15.7	1.2
value for your money	40.0	45.9	11.9	2.2
Airports - overall	43.3	48.2	5.9	2.6
signage	49.5	39.1	8.3	3.1
cleanliness and comfort	42.0	48.8	7.0	2.1
ease of getting around	46.2	41.0	11.4	1.5
availability of food	19.9	37.2	30.1	12.8
availability of shopping	24.3	35.4	26.0	14.3
friendliness of workers	47.6	39.1	9.1	4.2
Parks & Beaches - overall	71.2	24.2	4.7	0.0
security	53.6	39.6	3.2	3.7
facility	49.0	38.6	8.9	3.6
cleanliness and comfort	58.9	26.0	11.1	4.0

Table 3.37 2006 Kona Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
overall	68.4	28.4	2.3	0.9
location	65.9	29.5	4.3	0.3
service	59.4	33.6	6.5	0.5
facility	57.3	36.5	6.1	0.0
cleanliness and comfort	65.1	28.7	5.8	0.4
value for your money	50.7	33.3	14.0	2.0
RESTAURANT				
overall	42.3	46.8	8.8	2.2
location	46.5	44.1	7.9	1.4
variety	40.5	42.3	14.5	2.7
service	48.2	42.1	6.7	3.1
quality	48.9	38.4	7.6	5.1
value for your money	31.5	39.4	21.1	7.9
SHOPPING				
overall	39.6	48.1	10.9	1.4
sufficient shopping places	39.4	46.6	12.3	1.7
locations	36.9	50.8	11.6	0.7
variety	36.3	46.1	14.7	2.9
service	51.4	43.9	4.8	0.0
quality	37.8	50.5	11.3	0.5
value for your money	24.0	50.7	19.2	6.1
GOLF				
overall	65.1	30.1	0.0	4.8
locations	86.4	8.9	4.7	0.0
service	73.2	15.5	11.3	0.0
value for your money	35.5	28.9	29.0	6.6
ACTIVITIES/ATTRACTIONS				
overall	61.5	34.0	3.0	1.5
exciting	59.4	33.4	6.7	0.5
variety	51.6	40.6	2.7	5.1
service	52.5	42.2	3.2	2.1
value for your money	36.4	46.3	13.9	3.5
TRANSPORTATION				
overall	34.5	39.3	14.9	11.2
convenience	33.9	41.0	18.1	7.0
cleanliness and comfort	33.0	53.9	9.0	4.1
efficiency	32.0	49.9	10.0	8.2
value for your money	29.8	44.9	19.9	5.4
AIRPORTS				
overall	41.4	45.5	12.5	0.5
signage	38.7	51.4	7.9	2.1
cleanliness and comfort	41.8	42.3	14.2	1.6
ease of getting around	45.0	41.4	10.0	3.7
availability of food	21.1	38.4	29.7	10.9
availability of shopping	21.2	41.2	29.2	8.5
friendliness of workers	42.2	44.4	9.9	3.5
PARKS & BEACHES				
overall	60.1	30.5	8.4	1.0
security	54.7	39.8	5.5	0.0
facility	55.5	32.9	9.8	1.8
cleanliness and comfort	57.7	31.1	10.8	0.4

Table 3.38 2005 Kona Detailed Satisfaction Ratings by Category – Europe
[Percentage of Visitors]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations - overall	63.9	27.5	8.6	0.0
location	65.0	31.2	2.4	1.5
service	56.9	30.7	7.7	4.7
facility	56.5	35.1	4.9	3.5
cleanliness and comfort	59.5	29.6	9.6	1.4
value for your money	41.0	41.8	11.7	5.5
Restaurant - overall	39.5	54.6	5.9	0.0
location	43.1	49.8	7.1	0.0
variety	37.4	45.4	16.8	0.4
service	45.9	40.6	11.9	1.6
quality	40.0	43.1	15.8	1.1
value for your money	24.4	45.8	23.6	6.2
Shopping - overall	32.4	58.2	9.5	0.0
sufficient shopping places	43.0	40.9	15.0	1.0
locations	35.6	53.2	10.7	0.5
variety	33.7	43.4	17.6	5.2
service	50.5	40.2	9.2	0.0
quality	30.4	54.5	13.8	1.3
value for your money	23.3	44.1	25.6	7.1
Golf - overall	67.9	32.1	0.0	0.0
locations	70.5	29.5	0.0	0.0
service	67.4	32.6	0.0	0.0
value for your money	30.2	49.7	14.4	5.8
Activities/Attractions - overall	58.0	36.2	5.0	0.8
exciting	53.2	42.3	4.4	0.0
variety	52.7	32.7	10.7	4.0
service	41.2	48.8	10.1	0.0
value for your money	34.3	37.3	23.2	5.3
Transportation - overall	36.2	35.9	15.0	12.8
convenience	38.3	35.3	13.0	13.3
cleanliness and comfort	44.2	39.3	14.2	2.3
efficiency	42.5	28.5	16.6	12.4
value for your money	28.9	39.2	18.6	13.2
Airports - overall	46.3	47.1	5.5	1.1
signage	48.8	44.5	6.0	0.7
cleanliness and comfort	46.9	38.4	12.1	2.6
ease of getting around	51.7	42.3	4.8	1.3
availability of food	20.5	40.0	28.5	11.1
availability of shopping	18.4	37.5	36.7	7.3
friendliness of workers	49.3	38.0	9.4	3.3
Parks & Beaches - overall	65.3	30.0	3.7	1.0
security	61.2	33.9	3.8	1.1
facility	55.0	33.4	10.6	1.0
cleanliness and comfort	55.1	33.1	10.0	1.8

**Table 3.39 2006 O'ahu Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	72.8	65.6	75.0	65.0	69.1	80.1	70.0	73.9
Somewhat satisfied	22.1	21.2	21.5	26.1	25.5	17.4	23.7	21.6
Somewhat dissatisfied	4.0	13.2	1.4	8.9	4.2	1.9	5.2	3.6
Not satisfied at all	1.0	0.0	2.2	0.0	1.2	0.6	1.1	0.9
RESTAURANT - overall								
Very satisfied	61.7	60.4	58.6	58.6	61.3	66.7	61.3	61.9
Somewhat satisfied	33.2	32.2	38.4	34.6	30.8	30.7	30.0	34.5
Somewhat dissatisfied	4.1	3.6	3.0	5.6	5.8	2.6	6.1	3.4
Not satisfied at all	0.9	3.8	0.0	1.1	2.0	0.0	2.6	0.3
SHOPPING - overall								
Very satisfied	67.7	61.4	68.1	58.7	70.6	70.9	63.1	69.6
Somewhat satisfied	29.8	28.7	31.9	35.6	27.6	27.1	35.1	27.7
Somewhat dissatisfied	2.0	10.0	0.0	4.4	1.2	1.6	1.8	2.1
Not satisfied at all	0.5	0.0	0.0	1.3	0.6	0.3	0.0	0.7
GOLF- overall								
Very satisfied	64.8	0.0	65.1	54.2	71.6	68.3	69.7	63.9
Somewhat satisfied	33.1	100.0	34.9	45.8	22.7	29.2	30.3	33.7
Somewhat dissatisfied	2.0	0.0	0.0	0.0	5.6	2.5	0.0	2.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	70.6	65.2	64.5	72.7	78.0	69.2	69.3	71.1
Somewhat satisfied	26.5	30.4	34.2	22.8	19.4	27.4	26.2	26.7
Somewhat dissatisfied	2.6	4.4	0.4	4.5	2.7	2.9	3.8	2.0
Not satisfied at all	0.3	0.0	0.9	0.0	0.0	0.4	0.7	0.2
TRANSPORTATION - overall								
Very satisfied	64.4	75.6	71.8	52.2	62.6	67.3	61.3	65.8
Somewhat satisfied	28.9	24.4	24.1	40.7	29.5	25.0	34.7	26.2
Somewhat dissatisfied	5.8	0.0	3.1	5.0	7.3	7.1	3.9	6.6
Not satisfied at all	0.9	0.0	1.0	2.1	0.6	0.5	0.0	1.3
AIRPORTS - overall								
Very satisfied	56.2	54.5	52.5	46.6	60.2	61.4	56.8	55.9
Somewhat satisfied	37.3	38.1	42.8	42.9	33.7	32.7	34.6	38.3
Somewhat dissatisfied	5.7	7.4	4.7	9.3	4.6	5.0	7.0	5.1
Not satisfied at all	0.9	0.0	0.0	1.1	1.6	0.9	1.7	0.6
PARKS & BEACHES - overall								
Very satisfied	69.1	68.5	64.4	66.5	67.3	77.5	74.5	66.8
Somewhat satisfied	26.8	31.5	32.1	24.6	28.8	20.3	20.4	29.5
Somewhat dissatisfied	3.2	0.0	2.6	8.0	3.1	1.0	4.5	2.7
Not satisfied at all	0.9	0.0	0.8	0.9	0.8	1.1	0.6	1.0

**Table 3.40 2006 Maui Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	77.7	76.9	73.6	73.2	72.1	88.0	70.9	79.6
Somewhat satisfied	18.9	16.0	21.6	23.6	22.9	11.7	22.3	18.0
Somewhat dissatisfied	2.1	7.1	2.9	3.2	2.1	0.3	5.7	1.1
Not satisfied at all	1.3	0.0	1.9	0.0	2.8	0.0	1.2	1.3
RESTAURANT - overall								
Very satisfied	56.5	42.3	50.9	40.0	59.4	66.3	43.3	60.1
Somewhat satisfied	40.8	57.7	45.9	48.4	40.0	32.3	52.8	37.5
Somewhat dissatisfied	2.7	0.0	3.2	11.6	0.6	1.4	3.9	2.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	60.1	34.1	63.4	40.1	62.6	66.1	54.0	61.8
Somewhat satisfied	35.7	59.7	32.6	46.5	33.5	32.8	38.2	34.9
Somewhat dissatisfied	4.3	6.1	4.0	13.3	3.9	1.1	7.8	3.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF - overall								
Very satisfied	75.2	61.9	92.4	85.2	64.8	70.5	69.4	76.3
Somewhat satisfied	19.4	38.1	7.6	0.0	32.7	20.8	30.6	17.4
Somewhat dissatisfied	3.8	0.0	0.0	14.8	2.4	5.2	0.0	4.5
Not satisfied at all	1.5	0.0	0.0	0.0	0.0	3.4	0.0	1.8
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	70.9	73.9	70.1	66.8	74.2	69.5	61.9	73.8
Somewhat satisfied	26.0	26.1	27.6	30.8	22.2	26.5	32.2	24.0
Somewhat dissatisfied	2.6	0.0	1.5	2.5	2.6	4.1	4.7	1.9
Not satisfied at all	0.5	0.0	0.8	0.0	1.0	0.0	1.3	0.3
TRANSPORTATION - overall								
Very satisfied	47.1	77.0	27.1	50.2	51.1	54.0	55.9	43.1
Somewhat satisfied	28.8	0.0	28.5	28.6	43.1	16.0	25.6	30.3
Somewhat dissatisfied	14.0	23.0	24.5	11.7	2.3	18.8	14.6	13.7
Not satisfied at all	10.1	0.0	19.9	9.5	3.4	11.2	3.9	12.9
AIRPORTS - overall								
Very satisfied	54.2	40.2	48.3	44.6	53.6	65.3	40.0	58.2
Somewhat satisfied	39.9	48.7	43.8	49.7	39.7	31.7	50.2	36.9
Somewhat dissatisfied	5.2	11.2	6.0	4.1	6.7	2.7	9.9	3.9
Not satisfied at all	0.8	0.0	1.9	1.5	0.0	0.4	0.0	1.0
PARKS & BEACHES - overall								
Very satisfied	78.6	95.6	76.1	80.8	79.9	76.2	82.5	77.4
Somewhat satisfied	18.4	0.0	23.0	15.9	16.6	19.7	15.0	19.4
Somewhat dissatisfied	2.7	4.4	0.9	3.2	3.5	3.1	2.5	2.8
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.9	0.0	0.4

**Table 3.41 2006 Kaua'i Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	79.4	75.5	77.0	92.4	75.8	82.7	73.9	80.7
Somewhat satisfied	14.8	18.7	15.2	4.6	15.3	15.8	16.5	14.5
Somewhat dissatisfied	5.1	5.8	7.8	3.1	6.9	1.4	9.6	4.1
Not satisfied at all	0.6	0.0	0.0	0.0	2.0	0.0	0.0	0.8
RESTAURANT - overall								
Very satisfied	48.7	45.3	30.5	70.8	53.2	53.4	51.7	48.1
Somewhat satisfied	40.6	27.9	56.3	22.9	37.2	39.9	35.4	41.6
Somewhat dissatisfied	8.5	19.7	9.1	6.2	7.4	6.7	9.6	8.3
Not satisfied at all	2.3	7.1	4.1	0.0	2.3	0.0	3.4	2.0
SHOPPING - overall								
Very satisfied	46.0	42.3	42.9	59.8	46.1	45.0	60.0	42.4
Somewhat satisfied	49.0	49.5	54.2	40.2	47.8	48.4	31.7	53.4
Somewhat dissatisfied	4.5	8.2	2.9	0.0	6.1	4.4	8.3	3.5
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	2.1	0.0	0.7
GOLF - overall								
Very satisfied	70.8	45.6	56.0	100.0	75.9	78.5	76.8	69.8
Somewhat satisfied	24.7	54.4	27.9	0.0	24.1	21.5	23.2	24.9
Somewhat dissatisfied	4.5	0.0	16.1	0.0	0.0	0.0	0.0	5.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	70.5	70.7	68.8	87.2	69.6	67.3	79.0	68.4
Somewhat satisfied	26.3	21.6	28.9	12.8	27.6	28.4	14.9	29.1
Somewhat dissatisfied	3.2	7.8	2.3	0.0	2.8	4.3	6.0	2.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	63.1	100.0	66.7	81.9	46.9	64.4	76.1	58.9
Somewhat satisfied	13.6	0.0	10.9	18.1	21.8	7.1	12.3	14.1
Somewhat dissatisfied	13.9	0.0	22.4	0.0	16.6	11.2	0.0	18.4
Not satisfied at all	9.3	0.0	0.0	0.0	14.7	17.4	11.6	8.6
AIRPORTS - overall								
Very satisfied	60.2	69.0	53.6	58.5	61.3	62.0	55.8	61.1
Somewhat satisfied	34.0	24.0	42.4	30.4	34.0	31.3	41.1	32.4
Somewhat dissatisfied	5.2	7.1	4.0	11.0	3.8	5.7	3.1	5.7
Not satisfied at all	0.6	0.0	0.0	0.0	1.0	1.0	0.0	0.8
PARKS & BEACHES - overall								
Very satisfied	72.2	84.1	70.9	89.2	74.5	62.1	75.0	71.5
Somewhat satisfied	25.2	15.9	21.7	10.8	24.5	35.7	22.0	25.9
Somewhat dissatisfied	2.1	0.0	4.9	0.0	1.0	2.3	0.0	2.5
Not satisfied at all	0.6	0.0	2.5	0.0	0.0	0.0	3.0	0.0

**Table 3.42 2006 Kona Overall Satisfaction Ratings by Lifestyle - U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	84.1	72.9	82.2	90.5	78.0	89.5	88.0	83.5
Somewhat satisfied	13.7	27.1	14.1	9.5	17.8	10.5	12.0	14.0
Somewhat dissatisfied	1.2	0.0	0.0	0.0	4.2	0.0	0.0	1.4
Not satisfied at all	1.0	0.0	3.7	0.0	0.0	0.0	0.0	1.1
RESTAURANT - overall								
Very satisfied	51.2	82.9	45.6	54.9	61.5	44.5	56.5	50.2
Somewhat satisfied	43.6	17.1	47.5	45.1	34.3	49.0	41.3	44.0
Somewhat dissatisfied	3.9	0.0	4.7	0.0	2.7	5.5	2.2	4.2
Not satisfied at all	1.3	0.0	2.2	0.0	1.4	1.1	0.0	1.6
SHOPPING - overall								
Very satisfied	45.1	0.0	35.5	34.2	57.5	49.4	64.0	41.5
Somewhat satisfied	45.4	100.0	49.8	47.4	36.8	44.0	26.2	48.9
Somewhat dissatisfied	8.5	0.0	12.4	18.4	3.8	6.6	9.9	8.2
Not satisfied at all	1.1	0.0	2.3	0.0	1.9	0.0	0.0	1.3
GOLF- overall								
Very satisfied	87.3	100.0	91.5	100.0	93.7	80.0	100.0	86.8
Somewhat satisfied	12.7	0.0	8.5	0.0	6.3	20.0	0.0	13.2
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	69.3	72.9	64.1	74.4	72.7	69.4	86.0	66.3
Somewhat satisfied	28.7	27.1	33.7	25.6	23.8	29.2	14.0	31.4
Somewhat dissatisfied	0.5	0.0	0.0	0.0	1.8	0.0	0.0	0.6
Not satisfied at all	1.5	0.0	2.2	0.0	1.7	1.4	0.0	1.8
TRANSPORTATION - overall								
Very satisfied	59.3	100.0	70.5	0.0	54.3	50.1	58.8	59.4
Somewhat satisfied	17.7	0.0	0.0	0.0	36.7	20.5	28.5	15.8
Somewhat dissatisfied	6.7	0.0	14.3	0.0	0.0	5.8	12.7	5.6
Not satisfied at all	16.3	0.0	15.2	0.0	9.0	23.6	0.0	19.1
AIRPORTS - overall								
Very satisfied	51.6	27.1	51.3	60.9	59.6	44.5	52.4	51.4
Somewhat satisfied	38.6	72.9	39.7	35.1	31.6	42.0	45.3	37.6
Somewhat dissatisfied	8.4	0.0	9.0	4.0	5.8	11.9	2.3	9.4
Not satisfied at all	1.4	0.0	0.0	0.0	3.1	1.6	0.0	1.6
PARKS & BEACHES - overall								
Very satisfied	68.2	100.0	70.6	72.4	76.8	56.3	73.5	67.3
Somewhat satisfied	28.9	0.0	27.3	27.6	18.7	40.6	26.5	29.4
Somewhat dissatisfied	1.8	0.0	2.1	0.0	3.0	1.2	0.0	2.1
Not satisfied at all	1.1	0.0	0.0	0.0	1.5	1.9	0.0	1.3

**Table 3.43 2006 O'ahu Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	74.9	59.8	79.2	65.7	73.6	80.9	72.6	77.3
Somewhat satisfied	21.0	34.0	16.7	31.3	21.4	15.7	24.6	17.4
Somewhat dissatisfied	3.4	6.2	2.2	3.1	4.2	2.9	2.6	4.2
Not satisfied at all	0.7	0.0	1.8	0.0	0.8	0.5	0.2	1.1
RESTAURANT - overall								
Very satisfied	60.1	64.5	62.5	48.9	57.1	66.3	56.8	63.1
Somewhat satisfied	35.9	29.9	32.0	49.2	38.6	30.0	40.2	32.0
Somewhat dissatisfied	3.1	5.6	2.8	1.9	3.5	3.2	2.1	4.1
Not satisfied at all	0.9	0.0	2.7	0.0	0.8	0.6	0.9	0.8
SHOPPING - overall								
Very satisfied	63.8	68.7	70.2	49.8	61.3	69.2	59.3	68.0
Somewhat satisfied	31.9	28.5	27.2	42.4	33.6	27.9	35.7	28.3
Somewhat dissatisfied	4.0	2.8	2.6	7.8	4.3	2.6	5.0	3.0
Not satisfied at all	0.3	0.0	0.0	0.0	0.8	0.4	0.0	0.7
GOLF- overall								
Very satisfied	60.3	0.0	73.2	79.4	66.6	48.3	55.4	62.9
Somewhat satisfied	36.2	57.3	26.8	20.6	33.4	48.6	37.4	35.6
Somewhat dissatisfied	3.5	42.7	0.0	0.0	0.0	3.1	7.2	1.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	71.6	64.1	77.0	71.1	72.0	70.0	73.8	69.2
Somewhat satisfied	26.3	27.9	22.5	28.1	24.2	28.7	24.6	28.1
Somewhat dissatisfied	1.9	7.9	0.5	0.8	3.7	0.5	1.7	2.1
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.5
TRANSPORTATION - overall								
Very satisfied	61.8	91.2	55.8	50.1	62.3	64.7	61.9	61.7
Somewhat satisfied	32.5	4.0	40.1	47.5	29.9	29.1	34.9	30.3
Somewhat dissatisfied	4.6	4.9	4.1	2.4	6.1	4.7	3.2	6.0
Not satisfied at all	1.0	0.0	0.0	0.0	1.7	1.6	0.0	2.0
AIRPORTS - overall								
Very satisfied	57.0	49.3	66.3	48.6	51.3	62.7	59.6	54.7
Somewhat satisfied	38.4	40.3	31.4	49.4	42.0	33.2	37.0	39.8
Somewhat dissatisfied	3.2	10.4	2.3	2.1	4.5	2.0	2.6	3.8
Not satisfied at all	1.3	0.0	0.0	0.0	2.3	2.1	0.8	1.7
PARKS & BEACHES - overall								
Very satisfied	75.4	74.6	72.5	75.1	75.7	77.2	78.3	72.6
Somewhat satisfied	19.4	23.4	19.4	17.1	19.4	19.9	17.9	20.8
Somewhat dissatisfied	4.7	1.9	7.1	6.3	4.8	2.9	2.8	6.6
Not satisfied at all	0.5	0.0	1.0	1.6	0.0	0.0	1.0	0.0

**Table 3.44 2006 Maui Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	83.8	87.9	86.5	77.3	84.0	83.6	78.8	88.1
Somewhat satisfied	13.0	12.1	11.4	17.6	12.0	13.1	18.2	8.5
Somewhat dissatisfied	3.0	0.0	2.0	5.0	3.5	3.3	3.0	3.1
Not satisfied at all	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.3
RESTAURANT - overall								
Very satisfied	63.2	62.7	59.4	62.3	62.9	66.8	56.5	68.5
Somewhat satisfied	32.8	32.7	36.5	31.7	35.2	28.1	36.8	29.5
Somewhat dissatisfied	4.0	4.6	4.1	6.0	1.9	5.0	6.7	2.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	60.1	57.3	62.4	66.3	56.8	59.5	52.3	66.6
Somewhat satisfied	35.9	37.8	31.4	30.1	38.5	38.8	45.5	27.8
Somewhat dissatisfied	3.8	2.5	6.2	3.6	4.7	1.7	1.6	5.6
Not satisfied at all	0.3	2.4	0.0	0.0	0.0	0.0	0.6	0.0
GOLF- overall								
Very satisfied	86.3	91.4	82.5	100.0	85.6	78.3	86.1	86.4
Somewhat satisfied	9.7	0.0	12.6	0.0	14.4	15.7	10.8	9.0
Somewhat dissatisfied	4.1	8.6	4.9	0.0	0.0	6.0	3.0	4.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	78.3	82.3	76.7	77.9	80.9	74.8	75.1	81.3
Somewhat satisfied	18.0	13.8	15.0	20.7	14.7	24.3	21.4	14.8
Somewhat dissatisfied	3.8	3.9	8.3	1.4	4.3	0.9	3.6	4.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	64.0	66.1	60.6	58.2	66.7	65.1	64.8	63.1
Somewhat satisfied	25.2	33.9	24.1	14.5	28.2	23.5	26.3	23.9
Somewhat dissatisfied	9.4	0.0	15.2	27.3	2.7	8.9	7.7	11.3
Not satisfied at all	1.4	0.0	0.0	0.0	2.5	2.5	1.2	1.7
AIRPORTS - overall								
Very satisfied	60.4	60.3	63.6	51.3	57.4	65.7	56.8	63.4
Somewhat satisfied	33.8	30.9	29.2	39.5	38.4	30.4	36.9	31.2
Somewhat dissatisfied	4.9	8.8	5.7	5.4	3.6	3.8	4.8	5.0
Not satisfied at all	1.0	0.0	1.4	3.8	0.6	0.0	1.5	0.5
PARKS & BEACHES - overall								
Very satisfied	79.8	69.0	83.0	82.2	79.7	80.7	76.0	83.0
Somewhat satisfied	18.3	29.4	12.4	17.8	18.9	17.8	22.3	15.0
Somewhat dissatisfied	1.7	1.6	4.7	0.0	1.4	0.7	1.3	2.0
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.7	0.4	0.0

**Table 3.45 2006 Kaua'i Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	82.5	74.7	73.7	80.5	80.9	94.1	82.8	82.3
Somewhat satisfied	14.3	14.9	26.3	19.5	15.9	3.1	11.4	16.4
Somewhat dissatisfied	1.9	10.3	0.0	0.0	0.0	2.8	2.7	1.3
Not satisfied at all	1.3	0.0	0.0	0.0	3.2	0.0	3.1	0.0
RESTAURANT - overall								
Very satisfied	59.9	63.2	39.8	51.1	60.2	71.7	51.0	65.9
Somewhat satisfied	33.1	33.2	57.2	36.9	31.7	21.6	40.8	27.9
Somewhat dissatisfied	7.0	3.6	3.0	12.0	8.2	6.8	8.2	6.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SHOPPING - overall								
Very satisfied	56.7	56.5	32.3	58.2	68.2	52.6	53.0	59.2
Somewhat satisfied	38.4	39.7	64.5	35.0	28.6	39.3	41.7	36.0
Somewhat dissatisfied	4.6	0.0	3.2	6.8	3.2	8.0	4.3	4.8
Not satisfied at all	0.4	3.8	0.0	0.0	0.0	0.0	1.0	0.0
GOLF- overall								
Very satisfied	82.8	80.4	37.1	100.0	100.0	69.5	83.2	82.6
Somewhat satisfied	15.0	19.6	62.9	0.0	0.0	21.3	11.7	17.4
Somewhat dissatisfied	2.1	0.0	0.0	0.0	0.0	9.2	5.1	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	78.5	93.1	82.7	74.7	75.2	76.1	83.1	74.7
Somewhat satisfied	20.3	3.8	14.6	25.3	23.7	23.9	15.2	24.5
Somewhat dissatisfied	1.2	3.1	2.7	0.0	1.1	0.0	1.7	0.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	68.1	76.2	33.4	63.8	67.6	80.4	65.0	70.7
Somewhat satisfied	24.0	23.8	54.3	36.2	9.2	19.6	20.8	26.7
Somewhat dissatisfied	3.3	0.0	12.3	0.0	5.3	0.0	4.1	2.6
Not satisfied at all	4.7	0.0	0.0	0.0	17.9	0.0	10.1	0.0
AIRPORTS - overall								
Very satisfied	60.1	53.6	60.0	59.7	59.7	64.1	58.2	61.4
Somewhat satisfied	37.6	42.7	40.0	40.3	36.7	33.9	38.7	36.8
Somewhat dissatisfied	2.3	3.6	0.0	0.0	3.5	2.0	3.2	1.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PARKS & BEACHES - overall								
Very satisfied	72.2	89.3	65.2	64.4	75.2	65.3	75.2	70.1
Somewhat satisfied	24.7	10.7	34.8	16.3	23.8	31.8	17.4	29.9
Somewhat dissatisfied	3.0	0.0	0.0	19.4	1.0	3.0	7.4	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.46 2006 Kona Overall Satisfaction Ratings by Lifestyle - U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	79.6	100.0	95.1	100.0	74.3	69.4	79.8	79.4
Somewhat satisfied	18.1	0.0	2.5	0.0	24.2	26.5	16.2	19.7
Somewhat dissatisfied	0.6	0.0	0.0	0.0	1.5	0.0	1.3	0.0
Not satisfied at all	1.7	0.0	2.5	0.0	0.0	4.1	2.7	0.9
RESTAURANT - overall								
Very satisfied	57.3	50.4	51.2	67.2	60.9	57.7	63.3	52.5
Somewhat satisfied	37.0	49.6	36.4	32.8	33.2	39.6	34.0	39.4
Somewhat dissatisfied	4.4	0.0	12.4	0.0	2.6	2.7	2.7	5.8
Not satisfied at all	1.2	0.0	0.0	0.0	3.3	0.0	0.0	2.2
SHOPPING - overall								
Very satisfied	51.5	22.4	41.0	60.7	56.8	56.5	58.9	45.0
Somewhat satisfied	41.4	54.2	59.0	39.3	34.0	36.0	33.1	48.7
Somewhat dissatisfied	5.8	23.4	0.0	0.0	9.1	3.0	5.2	6.3
Not satisfied at all	1.3	0.0	0.0	0.0	0.0	4.5	2.8	0.0
GOLF- overall								
Very satisfied	86.5	100.0	52.6	100.0	100.0	82.2	100.0	82.4
Somewhat satisfied	13.5	0.0	47.4	0.0	0.0	17.8	0.0	17.6
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	69.2	69.0	78.3	61.6	65.7	68.5	72.5	66.1
Somewhat satisfied	25.4	31.0	15.0	38.4	23.9	31.5	22.5	28.2
Somewhat dissatisfied	5.4	0.0	6.7	0.0	10.4	0.0	5.0	5.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	50.6	100.0	27.3	100.0	59.1	32.0	52.8	47.6
Somewhat satisfied	40.8	0.0	72.7	0.0	31.8	50.4	40.1	41.8
Somewhat dissatisfied	6.4	0.0	0.0	0.0	9.1	9.2	7.1	5.5
Not satisfied at all	2.1	0.0	0.0	0.0	0.0	8.4	0.0	5.1
AIRPORTS - overall								
Very satisfied	50.1	78.9	39.2	76.1	40.1	60.7	53.5	47.2
Somewhat satisfied	43.7	21.1	51.3	23.9	55.5	31.2	35.8	50.3
Somewhat dissatisfied	4.1	0.0	5.4	0.0	4.4	4.2	6.1	2.4
Not satisfied at all	2.1	0.0	4.1	0.0	0.0	3.8	4.5	0.0
PARKS & BEACHES - overall								
Very satisfied	72.8	100.0	50.0	100.0	80.9	67.5	79.4	67.1
Somewhat satisfied	22.8	0.0	40.7	0.0	19.1	24.2	13.3	31.2
Somewhat dissatisfied	3.0	0.0	9.2	0.0	0.0	3.3	4.4	1.7
Not satisfied at all	1.4	0.0	0.0	0.0	0.0	5.0	2.9	0.0

Table 3.47 2006 O'ahu Overall Satisfaction Ratings by Lifestyle - Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	44.1	56.4	44.5	46.4	39.9	38.9	46.7	41.7
Somewhat satisfied	45.6	36.4	46.3	43.7	48.9	48.1	44.0	47.0
Somewhat dissatisfied	9.0	7.3	7.8	8.5	10.2	10.8	8.6	9.4
Not satisfied at all	1.3	0.0	1.4	1.4	1.0	2.1	0.7	1.8
RESTAURANT - overall								
Very satisfied	22.4	25.5	23.1	28.1	20.4	17.6	20.8	23.7
Somewhat satisfied	56.7	48.7	58.3	55.1	57.9	58.9	55.9	57.3
Somewhat dissatisfied	19.0	21.8	16.5	15.6	19.9	22.2	21.1	17.2
Not satisfied at all	2.0	4.0	2.1	1.2	1.8	1.3	2.2	1.8
SHOPPING - overall								
Very satisfied	41.0	53.3	42.2	54.1	36.5	27.4	41.1	41.0
Somewhat satisfied	49.8	39.5	48.4	41.1	54.5	59.6	49.1	50.5
Somewhat dissatisfied	8.7	6.7	9.2	4.5	8.2	12.5	9.2	8.2
Not satisfied at all	0.4	0.4	0.2	0.3	0.8	0.6	0.6	0.3
GOLF- overall								
Very satisfied	42.3	13.9	43.6	76.8	47.8	32.1	36.6	44.4
Somewhat satisfied	44.9	68.7	44.2	18.1	43.3	50.5	43.5	45.4
Somewhat dissatisfied	11.6	17.4	11.1	5.1	5.5	17.4	17.5	9.4
Not satisfied at all	1.3	0.0	1.1	0.0	3.5	0.0	2.4	0.8
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	38.0	47.1	37.6	43.7	36.2	29.8	41.5	34.5
Somewhat satisfied	51.9	46.5	52.3	45.7	53.7	57.9	48.8	54.9
Somewhat dissatisfied	9.2	5.3	8.3	9.8	9.8	11.9	8.4	10.0
Not satisfied at all	1.0	1.0	1.8	0.7	0.4	0.4	1.3	0.6
TRANSPORTATION - overall								
Very satisfied	39.8	50.1	41.1	40.8	33.4	36.9	42.7	37.4
Somewhat satisfied	48.7	40.1	48.7	46.0	53.3	51.7	46.3	50.7
Somewhat dissatisfied	10.3	8.6	8.5	11.9	12.5	10.4	9.4	11.0
Not satisfied at all	1.2	1.2	1.7	1.3	0.9	0.9	1.6	0.9
AIRPORTS - overall								
Very satisfied	22.1	23.3	24.2	28.7	18.8	17.3	22.2	22.1
Somewhat satisfied	60.0	59.1	57.1	58.8	63.0	62.4	60.3	59.8
Somewhat dissatisfied	16.5	16.2	18.1	10.1	15.9	19.5	16.4	16.6
Not satisfied at all	1.4	1.3	0.7	2.3	2.3	0.9	1.2	1.6
PARKS & BEACHES - overall								
Very satisfied	49.5	55.8	50.9	56.2	43.1	45.2	53.9	45.8
Somewhat satisfied	45.0	40.3	43.9	40.1	51.0	47.1	41.4	48.1
Somewhat dissatisfied	4.8	2.8	3.9	3.7	5.6	6.9	4.0	5.4
Not satisfied at all	0.7	1.2	1.2	0.0	0.3	0.7	0.7	0.7

Table 3.48 2006 Maui Overall Satisfaction Ratings by Lifestyle - Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	59.1	56.3	45.0	49.9	60.0	72.6	70.3	56.9
Somewhat satisfied	35.8	0.0	51.0	50.1	33.5	27.4	29.7	37.0
Somewhat dissatisfied	4.7	43.7	4.0	0.0	4.9	0.0	0.0	5.6
Not satisfied at all	0.4	0.0	0.0	0.0	1.6	0.0	0.0	0.5
RESTAURANT - overall								
Very satisfied	23.4	0.0	20.8	0.0	30.5	29.3	36.8	20.7
Somewhat satisfied	53.6	100.0	57.4	66.5	46.1	45.8	52.8	53.8
Somewhat dissatisfied	21.5	0.0	21.8	23.5	23.4	22.7	10.3	23.8
Not satisfied at all	1.5	0.0	0.0	10.1	0.0	2.2	0.0	1.8
SHOPPING - overall								
Very satisfied	16.1	43.7	15.8	18.1	16.7	10.1	8.6	17.2
Somewhat satisfied	61.7	38.0	55.1	71.8	63.4	68.8	86.0	58.2
Somewhat dissatisfied	20.3	18.4	25.3	0.0	19.9	21.0	5.4	22.4
Not satisfied at all	2.0	0.0	3.9	10.1	0.0	0.0	0.0	2.2
GOLF- overall								
Very satisfied	67.7	0.0	65.8	100.0	76.6	67.7	100.0	65.0
Somewhat satisfied	30.9	100.0	28.5	0.0	23.4	32.3	0.0	33.5
Somewhat dissatisfied	1.4	0.0	5.7	0.0	0.0	0.0	0.0	1.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	23.0	0.0	14.5	34.4	37.2	18.5	23.6	22.9
Somewhat satisfied	62.0	68.9	70.0	36.0	56.3	67.3	64.7	61.5
Somewhat dissatisfied	15.0	31.1	15.5	29.6	6.4	14.2	11.7	15.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	15.8	63.2	15.5	0.0	10.3	16.7	7.9	17.6
Somewhat satisfied	44.8	36.8	30.3	66.9	35.4	62.0	68.2	39.2
Somewhat dissatisfied	33.1	0.0	42.5	33.1	49.4	15.6	23.9	35.2
Not satisfied at all	6.4	0.0	11.7	0.0	4.9	5.7	0.0	7.9
AIRPORTS - overall								
Very satisfied	17.4	18.4	13.4	19.2	5.6	30.4	14.1	18.1
Somewhat satisfied	62.4	81.6	68.3	69.0	72.4	44.7	61.6	62.6
Somewhat dissatisfied	20.2	0.0	18.3	11.7	22.0	24.9	24.2	19.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PARKS & BEACHES - overall								
Very satisfied	46.5	56.3	45.9	43.7	53.3	38.3	44.6	46.9
Somewhat satisfied	49.1	43.7	52.3	56.3	38.4	56.3	55.4	47.6
Somewhat dissatisfied	4.5	0.0	1.8	0.0	8.3	5.4	0.0	5.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 3.49 2006 Kona Overall Satisfaction Ratings by Lifestyle - Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	52.8	82.3	59.6	45.8	49.5	41.8	62.2	48.0
Somewhat satisfied	41.5	9.2	36.3	50.3	38.9	55.7	29.9	47.5
Somewhat dissatisfied	5.3	8.5	2.8	3.9	11.6	2.5	7.9	3.9
Not satisfied at all	0.4	0.0	1.3	0.0	0.0	0.0	0.0	0.6
RESTAURANT - overall								
Very satisfied	20.6	27.5	22.3	16.8	13.0	23.4	26.9	17.5
Somewhat satisfied	50.5	32.5	50.0	51.5	75.3	38.1	41.0	55.4
Somewhat dissatisfied	23.0	40.0	19.5	31.7	9.8	28.7	31.5	18.8
Not satisfied at all	5.8	0.0	8.3	0.0	1.9	9.8	0.7	8.4
SHOPPING - overall								
Very satisfied	12.1	0.0	14.4	9.4	9.1	17.4	22.7	6.6
Somewhat satisfied	46.0	55.8	36.1	38.5	60.1	43.7	48.2	44.9
Somewhat dissatisfied	36.3	35.8	44.0	42.0	26.7	34.5	26.4	41.6
Not satisfied at all	5.5	8.5	5.5	10.1	4.1	4.4	2.8	7.0
GOLF- overall								
Very satisfied	45.5	0.0	26.1	0.0	86.8	49.2	0.0	56.1
Somewhat satisfied	47.3	100.0	67.1	0.0	13.2	40.0	100.0	35.1
Somewhat dissatisfied	7.2	0.0	6.8	0.0	0.0	10.8	0.0	8.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	37.7	75.9	55.0	25.7	22.5	20.6	49.2	32.1
Somewhat satisfied	46.6	24.1	34.9	54.6	60.3	54.0	27.5	56.1
Somewhat dissatisfied	15.3	0.0	10.2	19.7	15.7	25.3	23.3	11.3
Not satisfied at all	0.4	0.0	0.0	0.0	1.5	0.0	0.0	0.5
TRANSPORTATION - overall								
Very satisfied	18.4	37.1	12.9	0.0	21.1	20.2	20.3	17.2
Somewhat satisfied	43.5	50.4	46.9	0.0	39.9	49.8	57.0	34.5
Somewhat dissatisfied	30.5	8.9	34.8	81.6	36.2	14.4	17.8	39.0
Not satisfied at all	7.6	3.6	5.4	18.4	2.8	15.6	5.0	9.3
AIRPORTS - overall								
Very satisfied	18.2	39.1	14.4	12.3	14.6	20.8	21.0	16.7
Somewhat satisfied	56.2	43.3	56.7	63.1	69.4	45.7	53.6	57.5
Somewhat dissatisfied	23.6	17.6	26.8	24.6	13.3	30.8	23.2	23.8
Not satisfied at all	2.0	0.0	2.0	0.0	2.7	2.8	2.2	2.0
PARKS & BEACHES - overall								
Very satisfied	51.9	62.4	46.8	52.4	43.9	61.1	49.8	53.0
Somewhat satisfied	40.7	24.1	45.3	35.6	49.2	34.9	37.4	42.3
Somewhat dissatisfied	7.3	13.4	8.0	12.0	6.9	4.0	12.8	4.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.50 2006 O'ahu Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	69.9	55.6	68.7	65.6	64.8	78.7	65.7	73.1
Somewhat satisfied	25.8	37.6	31.3	32.8	27.4	17.1	29.3	23.2
Somewhat dissatisfied	3.7	6.8	0.0	1.6	7.3	2.9	4.0	3.4
Not satisfied at all	0.6	0.0	0.0	0.0	0.5	1.3	1.0	0.3
RESTAURANT - overall								
Very satisfied	56.3	55.1	49.1	54.7	50.1	66.9	52.9	58.8
Somewhat satisfied	37.5	41.3	43.5	34.5	43.3	29.7	37.9	37.2
Somewhat dissatisfied	5.3	3.6	6.0	6.8	6.6	3.4	7.1	4.1
Not satisfied at all	0.9	0.0	1.5	4.0	0.0	0.0	2.1	0.0
SHOPPING - overall								
Very satisfied	67.6	48.8	66.4	73.2	61.7	73.8	63.1	70.9
Somewhat satisfied	29.5	51.2	28.6	21.8	35.6	25.1	34.2	26.1
Somewhat dissatisfied	2.6	0.0	5.0	4.2	2.2	1.2	2.4	2.7
Not satisfied at all	0.3	0.0	0.0	0.9	0.5	0.0	0.3	0.2
GOLF- overall								
Very satisfied	60.5	24.0	45.3	69.1	50.2	84.3	57.1	62.6
Somewhat satisfied	30.6	76.0	27.8	30.9	41.7	9.1	30.6	30.5
Somewhat dissatisfied	9.0	0.0	26.9	0.0	8.1	6.6	12.2	6.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	65.3	71.9	52.6	73.6	60.4	70.8	67.2	63.7
Somewhat satisfied	31.5	23.0	42.0	23.0	36.0	27.7	27.9	34.4
Somewhat dissatisfied	2.8	5.1	3.7	2.5	3.6	1.5	4.0	1.9
Not satisfied at all	0.4	0.0	1.7	0.9	0.0	0.0	1.0	0.0
TRANSPORTATION - overall								
Very satisfied	66.1	38.3	63.5	49.3	66.5	77.7	63.7	67.9
Somewhat satisfied	30.4	45.8	32.2	46.2	30.9	20.5	32.4	29.0
Somewhat dissatisfied	3.5	15.9	4.3	4.6	2.6	1.8	3.9	3.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AIRPORTS - overall								
Very satisfied	56.3	47.2	53.6	50.8	51.3	66.2	56.7	56.1
Somewhat satisfied	38.1	48.7	40.1	42.8	40.4	31.3	37.8	38.3
Somewhat dissatisfied	4.4	4.2	1.9	5.6	7.4	2.5	4.0	4.8
Not satisfied at all	1.1	0.0	4.4	0.8	0.9	0.0	1.5	0.9
PARKS & BEACHES - overall								
Very satisfied	69.6	60.4	67.1	72.9	64.8	74.9	70.8	68.7
Somewhat satisfied	26.3	26.6	24.6	23.9	33.0	22.4	24.1	28.0
Somewhat dissatisfied	2.4	13.0	1.0	2.4	1.3	2.7	4.0	1.3
Not satisfied at all	1.6	0.0	7.3	0.8	0.9	0.0	1.2	1.9

Table 3.51 2006 Maui Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	80.5	78.8	76.1	63.2	85.3	88.9	78.6	81.8
Somewhat satisfied	16.0	18.0	21.8	26.3	13.4	8.1	17.9	14.8
Somewhat dissatisfied	2.7	3.1	2.1	5.2	1.3	3.0	2.6	2.7
Not satisfied at all	0.8	0.0	0.0	5.3	0.0	0.0	0.9	0.7
RESTAURANT - overall								
Very satisfied	54.9	62.2	44.9	48.9	55.0	63.4	54.7	55.0
Somewhat satisfied	40.3	28.3	50.8	42.1	39.5	35.6	40.1	40.4
Somewhat dissatisfied	4.6	9.5	3.1	9.0	5.4	1.0	5.2	4.2
Not satisfied at all	0.2	0.0	1.1	0.0	0.0	0.0	0.0	0.4
SHOPPING - overall								
Very satisfied	58.2	65.0	50.9	42.3	62.8	64.9	54.5	60.7
Somewhat satisfied	39.5	30.4	48.0	51.6	34.7	34.7	43.1	37.1
Somewhat dissatisfied	2.3	4.6	1.1	6.1	2.5	0.4	2.5	2.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF- overall								
Very satisfied	73.8	50.0	74.2	93.1	67.3	74.5	71.9	74.5
Somewhat satisfied	16.1	0.0	17.6	6.9	23.3	13.4	16.5	16.0
Somewhat dissatisfied	10.1	50.0	8.1	0.0	9.4	12.0	11.6	9.5
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	68.0	66.8	67.7	67.0	72.6	65.0	69.5	67.0
Somewhat satisfied	30.4	30.6	32.3	33.0	25.6	31.9	27.8	32.2
Somewhat dissatisfied	1.6	2.6	0.0	0.0	1.8	3.1	2.7	0.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	57.5	67.9	48.4	48.2	63.5	57.3	63.9	51.8
Somewhat satisfied	32.3	23.7	43.8	40.4	31.3	26.6	29.6	34.7
Somewhat dissatisfied	5.1	0.0	7.8	11.4	3.7	4.1	4.0	6.0
Not satisfied at all	5.1	8.4	0.0	0.0	1.5	12.1	2.4	7.4
AIRPORTS - overall								
Very satisfied	53.2	47.7	48.2	42.3	60.2	57.2	57.3	50.6
Somewhat satisfied	38.2	43.1	40.8	44.8	35.5	34.3	36.1	39.5
Somewhat dissatisfied	7.3	9.2	7.8	12.9	3.5	7.2	4.3	9.2
Not satisfied at all	1.3	0.0	3.2	0.0	0.9	1.3	2.3	0.6
PARKS & BEACHES - overall								
Very satisfied	78.0	77.9	81.9	71.7	79.6	76.9	76.3	79.1
Somewhat satisfied	19.9	22.1	15.3	24.2	18.8	21.6	21.6	18.8
Somewhat dissatisfied	2.1	0.0	2.8	4.1	1.6	1.5	2.1	2.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 3.52 2006 Kaua'i Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	76.3	56.1	79.3	85.3	70.1	80.2	86.9	70.7
Somewhat satisfied	18.7	38.1	11.3	14.7	27.6	14.7	11.5	22.6
Somewhat dissatisfied	5.0	5.8	9.4	0.0	2.2	5.1	1.6	6.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	50.5	34.7	44.2	39.8	42.3	69.7	60.3	45.5
Somewhat satisfied	44.2	55.5	50.9	60.2	52.8	23.8	36.6	48.1
Somewhat dissatisfied	4.4	5.8	4.9	0.0	2.4	6.5	2.2	5.5
Not satisfied at all	0.9	4.0	0.0	0.0	2.4	0.0	0.9	0.9
SHOPPING - overall								
Very satisfied	49.8	24.5	56.6	40.6	51.8	51.6	53.8	47.3
Somewhat satisfied	47.3	69.4	40.6	55.1	44.8	46.9	42.2	50.4
Somewhat dissatisfied	2.9	6.1	2.7	4.3	3.4	1.5	4.0	2.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF- overall								
Very satisfied	73.1	100.0	91.2	100.0	70.1	60.7	65.0	76.3
Somewhat satisfied	21.7	0.0	0.0	0.0	26.4	34.7	16.7	23.7
Somewhat dissatisfied	2.9	0.0	0.0	0.0	3.5	4.6	10.1	0.0
Not satisfied at all	2.4	0.0	8.8	0.0	0.0	0.0	8.3	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	69.8	89.7	71.3	43.6	70.0	70.8	75.4	66.5
Somewhat satisfied	28.8	10.3	23.6	56.4	30.0	29.2	24.6	31.3
Somewhat dissatisfied	1.4	0.0	5.1	0.0	0.0	0.0	0.0	2.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	53.9	33.6	29.0	48.7	59.3	68.1	68.0	42.8
Somewhat satisfied	22.8	66.4	32.1	0.0	25.6	18.0	24.9	21.1
Somewhat dissatisfied	15.2	0.0	10.8	29.6	15.1	14.0	0.0	27.2
Not satisfied at all	8.1	0.0	28.2	21.7	0.0	0.0	7.1	8.9
AIRPORTS - overall								
Very satisfied	49.4	27.1	45.6	49.6	55.6	52.9	60.7	43.4
Somewhat satisfied	47.7	72.9	50.7	50.4	40.7	43.8	35.4	54.2
Somewhat dissatisfied	2.9	0.0	3.8	0.0	3.8	3.2	3.9	2.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PARKS & BEACHES - overall								
Very satisfied	66.8	70.5	71.5	47.4	72.9	64.1	74.3	62.9
Somewhat satisfied	27.6	29.5	25.9	36.1	16.0	34.6	16.6	33.4
Somewhat dissatisfied	5.6	0.0	2.6	16.5	11.1	1.3	9.1	3.8
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 3.53 2006 Kona Overall Satisfaction Ratings by Lifestyle - Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	82.4	100.0	85.9	66.1	74.1	93.1	81.6	82.9
Somewhat satisfied	14.4	0.0	8.7	27.8	22.9	5.6	15.8	13.7
Somewhat dissatisfied	2.8	0.0	5.4	6.1	3.0	0.0	1.5	3.5
Not satisfied at all	0.4	0.0	0.0	0.0	0.0	1.3	1.1	0.0
RESTAURANT - overall								
Very satisfied	47.9	86.0	46.7	43.3	45.4	49.7	52.9	45.5
Somewhat satisfied	44.8	14.0	50.9	42.5	43.4	45.6	41.5	46.4
Somewhat dissatisfied	6.5	0.0	2.4	5.4	11.2	4.6	3.1	8.1
Not satisfied at all	0.8	0.0	0.0	8.7	0.0	0.0	2.5	0.0
SHOPPING - overall								
Very satisfied	43.4	86.0	62.7	20.9	37.7	38.0	44.2	43.1
Somewhat satisfied	46.7	0.0	32.9	47.1	51.6	56.0	45.4	47.4
Somewhat dissatisfied	7.0	14.0	4.4	18.2	7.3	4.6	9.2	5.9
Not satisfied at all	2.8	0.0	0.0	13.8	3.4	1.4	1.3	3.6
GOLF - overall								
Very satisfied	68.4	0.0	26.2	100.0	83.1	65.9	58.9	71.6
Somewhat satisfied	21.8	0.0	73.8	0.0	6.0	20.0	41.1	15.3
Somewhat dissatisfied	9.8	0.0	0.0	0.0	10.8	14.1	0.0	13.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	59.1	100.0	72.3	57.4	51.2	54.3	59.8	58.7
Somewhat satisfied	33.0	0.0	27.7	37.4	35.6	36.7	30.9	34.2
Somewhat dissatisfied	7.5	0.0	0.0	5.1	13.3	7.4	8.1	7.1
Not satisfied at all	0.4	0.0	0.0	0.0	0.0	1.7	1.2	0.0
TRANSPORTATION - overall								
Very satisfied	34.8	100.0	80.4	0.0	24.7	15.9	45.8	27.5
Somewhat satisfied	35.8	0.0	12.4	29.7	36.2	67.0	41.9	31.8
Somewhat dissatisfied	10.4	0.0	7.1	35.7	11.8	0.0	9.2	11.2
Not satisfied at all	19.0	0.0	0.0	34.6	27.3	17.2	3.1	29.6
AIRPORTS - overall								
Very satisfied	44.9	34.5	42.0	37.5	52.5	40.7	56.8	39.5
Somewhat satisfied	45.1	25.8	54.7	56.8	31.9	53.4	36.5	49.0
Somewhat dissatisfied	7.7	39.7	3.3	5.8	13.0	1.5	5.1	8.9
Not satisfied at all	2.3	0.0	0.0	0.0	2.6	4.4	1.6	2.5
PARKS & BEACHES - overall								
Very satisfied	67.4	100.0	85.6	55.4	65.8	55.9	69.7	66.2
Somewhat satisfied	22.7	0.0	14.4	34.6	20.1	31.5	24.1	22.0
Somewhat dissatisfied	4.9	0.0	0.0	4.6	6.4	7.3	3.1	5.8
Not satisfied at all	5.0	0.0	0.0	5.3	7.7	5.3	3.1	5.9

Table 3.54 2006 O'ahu Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	67.1	72.0	62.3	57.4	66.1	75.3	67.8	65.0
Somewhat satisfied	27.8	26.7	32.6	37.5	27.4	19.9	27.7	27.9
Somewhat dissatisfied	4.4	1.4	5.2	4.4	6.0	3.5	4.0	5.8
Not satisfied at all	0.7	0.0	0.0	0.7	0.5	1.3	0.5	1.4
RESTAURANT - overall								
Very satisfied	51.3	57.7	49.0	44.5	48.9	57.8	50.8	52.9
Somewhat satisfied	40.5	30.8	44.8	42.6	46.0	35.0	41.4	38.1
Somewhat dissatisfied	7.1	5.0	4.8	12.0	5.1	6.7	6.6	8.5
Not satisfied at all	1.0	6.5	1.5	0.9	0.0	0.5	1.2	0.5
SHOPPING - overall								
Very satisfied	61.9	64.1	67.8	57.0	62.5	63.1	60.7	65.4
Somewhat satisfied	35.4	33.7	30.6	39.1	34.7	34.9	36.7	31.9
Somewhat dissatisfied	2.6	1.6	1.7	3.6	2.8	2.1	2.6	2.5
Not satisfied at all	0.1	0.6	0.0	0.3	0.0	0.0	0.1	0.2
GOLF- overall								
Very satisfied	70.7	69.0	78.0	40.2	81.7	78.9	61.3	85.9
Somewhat satisfied	24.4	31.0	22.0	43.3	15.2	21.1	34.7	7.9
Somewhat dissatisfied	3.6	0.0	0.0	11.0	3.2	0.0	4.0	3.0
Not satisfied at all	1.3	0.0	0.0	5.6	0.0	0.0	0.0	3.3
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	57.7	57.0	59.8	62.1	50.4	61.2	57.0	59.7
Somewhat satisfied	38.1	39.1	38.4	33.7	44.8	34.4	39.2	34.7
Somewhat dissatisfied	3.1	2.6	1.8	3.4	3.2	3.4	3.1	3.2
Not satisfied at all	1.1	1.3	0.0	0.8	1.6	0.9	0.6	2.4
TRANSPORTATION - overall								
Very satisfied	59.2	61.9	62.4	43.9	55.1	72.1	58.4	61.6
Somewhat satisfied	34.9	35.0	33.9	44.2	38.5	25.5	35.9	32.0
Somewhat dissatisfied	4.9	1.8	3.7	10.6	5.3	1.7	4.7	5.6
Not satisfied at all	1.0	1.3	0.0	1.3	1.1	0.8	1.0	0.8
AIRPORTS - overall								
Very satisfied	46.3	37.0	57.0	39.7	45.8	51.4	44.7	50.7
Somewhat satisfied	46.6	52.0	34.4	55.3	47.9	40.3	48.5	41.4
Somewhat dissatisfied	6.2	8.8	8.6	5.0	4.7	7.4	6.2	6.1
Not satisfied at all	0.9	2.2	0.0	0.0	1.6	0.9	0.7	1.7
PARKS & BEACHES - overall								
Very satisfied	69.8	72.3	69.7	70.9	69.1	68.9	70.4	68.1
Somewhat satisfied	27.2	25.2	27.8	25.3	28.2	28.1	27.5	26.5
Somewhat dissatisfied	2.4	2.5	1.6	3.8	1.5	2.6	1.8	4.0
Not satisfied at all	0.6	0.0	0.9	0.0	1.2	0.4	0.3	1.3

Table 3.55 2006 Maui Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	69.0	70.4	67.5	56.9	71.8	77.4	69.3	68.1
Somewhat satisfied	28.2	25.9	32.5	37.7	24.7	22.6	27.6	29.6
Somewhat dissatisfied	1.9	1.8	0.0	4.0	2.8	0.0	2.1	1.5
Not satisfied at all	0.9	2.0	0.0	1.4	0.8	0.0	1.0	0.7
Not applicable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANT - overall								
Very satisfied	44.0	54.4	42.6	32.7	40.9	52.5	46.1	39.6
Somewhat satisfied	44.6	33.4	48.8	56.6	43.7	40.2	43.3	47.2
Somewhat dissatisfied	9.3	9.4	8.6	7.9	13.2	5.1	8.8	10.4
Not satisfied at all	2.1	2.7	0.0	2.8	2.2	2.2	1.8	2.8
SHOPPING - overall								
Very satisfied	40.6	29.2	46.5	34.5	39.2	56.7	36.5	49.1
Somewhat satisfied	51.9	67.5	50.4	53.2	49.3	39.5	55.0	45.5
Somewhat dissatisfied	6.3	2.1	3.1	9.9	9.7	3.8	7.0	4.8
Not satisfied at all	1.2	1.1	0.0	2.5	1.7	0.0	1.5	0.7
GOLF- overall								
Very satisfied	74.1	100.0	87.4	75.8	65.0	64.3	83.7	58.3
Somewhat satisfied	22.7	0.0	12.6	24.2	35.0	25.0	16.3	33.3
Somewhat dissatisfied	3.2	0.0	0.0	0.0	0.0	10.7	0.0	8.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	57.9	62.4	56.4	54.5	56.2	61.3	58.5	56.7
Somewhat satisfied	35.7	36.6	32.5	44.0	32.3	33.1	36.0	35.0
Somewhat dissatisfied	5.5	0.9	11.2	1.6	8.2	5.6	4.5	7.5
Not satisfied at all	1.0	0.0	0.0	0.0	3.3	0.0	1.0	0.8
TRANSPORTATION - overall								
Very satisfied	35.9	51.1	52.7	16.0	33.4	42.2	36.7	34.1
Somewhat satisfied	45.6	43.5	42.3	52.6	50.9	33.3	43.9	49.9
Somewhat dissatisfied	13.0	5.4	5.0	18.6	15.8	12.9	12.9	13.3
Not satisfied at all	5.5	0.0	0.0	12.8	0.0	11.6	6.6	2.7
AIRPORTS - overall								
Very satisfied	36.8	30.6	53.0	26.3	35.8	45.3	35.4	40.0
Somewhat satisfied	54.0	61.2	41.5	64.7	53.4	44.3	53.0	56.1
Somewhat dissatisfied	8.7	8.2	4.0	9.0	9.7	10.4	11.2	3.4
Not satisfied at all	0.5	0.0	1.5	0.0	1.0	0.0	0.4	0.6
PARKS & BEACHES - overall								
Very satisfied	68.4	78.4	59.4	73.3	61.0	70.1	74.7	54.8
Somewhat satisfied	29.0	21.6	40.6	20.5	35.1	28.8	23.1	41.7
Somewhat dissatisfied	1.9	0.0	0.0	3.8	3.9	0.0	2.2	1.2
Not satisfied at all	0.7	0.0	0.0	2.4	0.0	1.1	0.0	2.3

**Table 3.56 2006 Kaua'i Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	72.5	64.9	63.2	60.6	79.6	81.5	69.2	79.0
Somewhat satisfied	19.9	35.1	19.7	23.2	16.2	12.0	23.3	13.3
Somewhat dissatisfied	4.7	0.0	6.1	12.3	2.2	4.2	4.6	4.9
Not satisfied at all	2.9	0.0	11.0	3.9	1.9	2.4	2.9	2.8
RESTAURANT - overall								
Very satisfied	41.7	36.3	27.4	24.9	44.0	58.4	35.3	54.0
Somewhat satisfied	42.9	52.4	57.6	58.3	39.1	25.9	50.8	27.4
Somewhat dissatisfied	11.7	11.3	0.0	9.8	12.9	14.8	9.6	15.6
Not satisfied at all	3.8	0.0	15.0	7.1	4.0	1.0	4.2	3.0
SHOPPING - overall								
Very satisfied	33.4	14.1	23.9	46.3	32.8	39.0	30.5	38.8
Somewhat satisfied	54.6	71.5	46.8	41.3	63.7	47.8	56.1	51.7
Somewhat dissatisfied	10.2	10.1	29.3	12.4	1.5	11.3	10.6	9.5
Not satisfied at all	1.8	4.3	0.0	0.0	2.0	2.0	2.8	0.0
GOLF- overall								
Very satisfied	88.6	100.0	0.0	71.4	87.3	100.0	89.7	87.3
Somewhat satisfied	11.4	0.0	0.0	28.6	12.7	0.0	10.3	12.7
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	62.1	75.2	36.5	67.2	54.2	63.3	63.5	59.1
Somewhat satisfied	31.2	24.8	32.7	30.4	43.0	22.7	30.3	33.0
Somewhat dissatisfied	6.0	0.0	18.0	2.5	2.7	14.0	5.0	7.9
Not satisfied at all	0.8	0.0	12.9	0.0	0.0	0.0	1.2	0.0
TRANSPORTATION - overall								
Very satisfied	37.0	17.6	0.0	30.2	53.5	48.7	41.0	25.3
Somewhat satisfied	37.0	50.4	18.6	37.6	34.8	35.5	40.9	25.5
Somewhat dissatisfied	10.3	14.9	16.4	28.0	3.1	0.0	11.0	8.1
Not satisfied at all	15.7	17.0	65.0	4.2	8.6	15.7	7.0	41.1
AIRPORTS - overall								
Very satisfied	45.3	29.3	39.4	43.4	46.5	56.4	37.2	60.7
Somewhat satisfied	44.1	51.6	44.8	49.1	44.1	36.0	49.6	33.7
Somewhat dissatisfied	7.8	16.8	15.8	5.2	4.9	5.0	8.9	5.6
Not satisfied at all	2.8	2.2	0.0	2.3	4.4	2.6	4.3	0.0
PARKS & BEACHES - overall								
Very satisfied	69.8	74.3	51.6	76.9	72.7	64.4	70.3	68.9
Somewhat satisfied	28.2	21.8	48.4	23.1	25.1	33.0	27.6	29.5
Somewhat dissatisfied	1.7	3.9	0.0	0.0	2.2	1.8	1.8	1.7
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.9	0.4	0.0

Table 3.57 2006 Kona Overall Satisfaction Ratings by Lifestyle - Europe
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ACCOMMODATION - overall								
Very satisfied	68.4	80.5	81.4	46.5	64.4	78.6	65.0	71.2
Somewhat satisfied	28.4	14.8	14.7	51.8	32.0	18.8	29.2	27.8
Somewhat dissatisfied	2.3	0.0	3.9	1.7	2.5	2.6	3.9	1.0
Not satisfied at all	0.9	4.7	0.0	0.0	1.0	0.0	1.9	0.0
RESTAURANT - overall								
Very satisfied	42.3	46.4	51.3	35.4	40.8	45.3	36.3	47.6
Somewhat satisfied	46.8	40.4	30.4	46.7	51.5	47.6	51.7	42.4
Somewhat dissatisfied	8.8	13.1	13.9	17.9	6.7	0.0	10.2	7.5
Not satisfied at all	2.2	0.0	4.4	0.0	1.1	7.1	1.8	2.5
SHOPPING - overall								
Very satisfied	39.6	48.8	38.5	23.5	33.0	59.0	33.9	44.5
Somewhat satisfied	48.1	34.1	61.5	51.3	52.8	37.9	53.7	43.2
Somewhat dissatisfied	10.9	17.1	0.0	25.1	12.6	0.0	9.4	12.3
Not satisfied at all	1.4	0.0	0.0	0.0	1.6	3.1	3.0	0.0
GOLF- overall								
Very satisfied	65.1	0.0	85.4	53.4	72.9	25.2	63.7	66.7
Somewhat satisfied	30.1	0.0	14.6	15.0	27.1	74.8	36.3	23.4
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	4.8	0.0	0.0	31.6	0.0	0.0	0.0	9.9
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	61.5	65.8	67.2	60.2	63.4	51.3	59.0	64.2
Somewhat satisfied	34.0	29.6	28.2	39.8	30.7	43.8	33.9	34.2
Somewhat dissatisfied	3.0	4.6	0.0	0.0	3.6	4.9	4.3	1.6
Not satisfied at all	1.5	0.0	4.6	0.0	2.2	0.0	2.8	0.0
TRANSPORTATION - overall								
Very satisfied	34.5	33.4	13.2	13.5	41.7	49.9	25.7	45.0
Somewhat satisfied	39.3	35.7	58.4	45.7	39.5	18.1	46.5	30.9
Somewhat dissatisfied	14.9	19.2	28.5	15.2	12.1	15.8	22.4	6.0
Not satisfied at all	11.2	11.6	0.0	25.6	6.8	16.1	5.4	18.1
AIRPORTS - overall								
Very satisfied	41.4	45.6	47.2	37.0	39.3	44.4	35.0	46.7
Somewhat satisfied	45.5	45.0	45.5	52.7	46.2	39.8	52.2	40.1
Somewhat dissatisfied	12.5	9.4	7.4	10.3	14.6	13.5	12.8	12.2
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	2.3	0.0	1.0
PARKS & BEACHES - overall								
Very satisfied	60.1	60.9	66.4	50.2	64.8	56.0	56.3	63.4
Somewhat satisfied	30.5	34.3	29.2	46.2	27.7	24.1	38.8	23.4
Somewhat dissatisfied	8.4	4.7	4.5	0.0	6.6	19.9	4.1	12.1
Not satisfied at all	1.0	0.0	0.0	3.6	0.9	0.0	0.8	1.1

4. EXPERIENCE AND WILLINGNESS
TO RECOMMEND OR REVISIT

EXPERIENCE AND WILLINGNESS TO RECOMMEND OR REVISIT

Overall Rating of Most Recent Vacation to Hawai'i (Tables 4.1 to 4.2)

When visitors were asked, “how would you rate your most recent trip in Hawai'i,” visitors gave high marks for their overall experience of Hawai'i. The majority of visitors rated their most recent trip to Hawai'i as *excellent*. Fewer Senior visitors from each MMA were found to give *excellent* ratings compared to other lifestyle/lifestage segments.

- Nearly two thirds of U.S. West visitors felt that their most recent trip was *excellent* (64.6%). At the same time, the Young segment (70.8%) and the First-timers (68.1%) were the highest to rate their trip as *excellent*.
- The majority of U.S. East visitors also rated their trip as *excellent* (69.9%). Eight out of ten Wedding/ Honeymoon visitors (79.8%) gave high ratings and similar percentage of First-timers (70.1%) and Repeat visitors (69.6%) felt their trip was *excellent*.
- Half (51.7%) of Japanese visitors gave an *excellent* rating on their trip. Mainly Japanese Wedding/Honeymoon visitors (69.4%) and First-timers (55.2%) felt highly of their trip.
- Three out of five (61.8%) Canadian visitors rated their trip high (*excellent*), along with Canada's Young (67.3%), Wedding/Honeymoon (66.4%) and First-time (66.5%) visitors holding the same opinion.
- Many European visitors also found their trip to be an *excellent* experience (66%). Three-quarters of the Wedding/Honeymoon (75.1%) and Family (74.8%) segment rated their experience highly (*excellent*). The First-timers (66%) and Repeat (65.9%) visitors both equally rated their trip *excellent*.

Individual Island Experience (Tables 4.3 to 4.4)

When visitors were also asked “how would you rate your experience on each island you visited,” for the most part, each island was rated as *excellent* by a majority of visitors in 2006. However, each MMA had its favorite destinations.

- U.S. West visitors felt that their experience on Maui (65.9%) was *excellent*, followed by Lāna'i (65.2%) and Kaua'i (62.7%).
- U.S. East visitors rated their highest experience (*excellent*) on Maui (73.5%) and Kaua'i (72.3%).
- The Japanese market's highest rated destinations (places that received *excellent* ratings) were Lāna'i (56.3%), Kona (54.5%) and O'ahu (53%).
- Canadian visitors found Maui (67.7%) and Kaua'i (63%) to more likely offer an *excellent* experience.
- Europeans felt that the islands of Kaua'i (67.7%) and Maui (63.8%) provided an *excellent* experience.

Expectations (Tables 4.5 to 4.6)

Similar to the previous year, roughly a third of visitors said that “this trip to Hawai‘i exceeded” their expectations. Very few visitors found that their trip *did not meet their expectations*. On the whole, Wedding/Honeymoon visitors were the most highly satisfied segment with over half rating their trip *exceeded their expectations*.

- U.S. visitors were very pleased, with 35.4 percent felt their trip *exceeded expectations*. In particular, 40.5 percent of U.S. East visitors stated their trip *exceeded expectations*. The U.S. Wedding/Honeymoon (57.6%) and First-time (51.5%) segments had the most visitors who reported that their trip *exceeded expectations*. Only 4.9 percent of U.S. visitors stated that their *expectations have not been met*.
- 29.6 percent of Japanese visitors found their trip to *exceed expectations*. The vast majority of Young visitors (96.9%) felt that their trip *met* (51.7%) or *exceeded* (45.2%) *their expectations*. Only a few Japanese visitors (6.9%) found that their trip *did not meet their expectations*. Although only 15.8 percent of Japanese Senior travelers felt that their trip *exceeded expectations*, 75.4 percent felt that their trip *met their expectations*. One could speculate that many Seniors are members of tour groups which provide a carefully planned and prepared travel experience.
- Close to one-third of Canadian visitors found their trip *exceeded expectations* (34.1%). Both the Young (49.5%) and First-timers (48.1%) were particularly pleased in finding their trip to *exceed expectations*. The majority of Canadian Middle Age visitors (97.1%) felt their trip either *met* (35.3%) or *exceeded* (61.8%) *their expectations*.
- Two out of five (39.9%) European visitors gave high praises (stated their trip *exceeded expectations*) on their most recent trip. Half (50.2%) of the Young visitors and 45.1 percent of the First-timers agreed in the same way.
- Even for visitors who had traveled here before, Hawai‘i has been able to repeatedly impress visitors into feeling that their trip *exceeded expectations*. Approximately one-fourth of Repeat visitors from each MMA stated their trip experience *exceeded expectations*.

Likelihood to Recommend Hawai‘i (Tables 4.7 to 4.8)

When visitors are highly satisfied with their trips they should be more likely to recommend Hawai‘i to their friends and relatives. Beyond tourism advertising and promotional campaigns, word-of-mouth is an important component to developing more first-time visitors to Hawai‘i and encouraging previous visitors to return. Overall, more Repeat visitors were found to be *very likely to recommend* Hawai‘i as a vacation place to their friends and relatives than First-timers.

- Most of the U.S. West market were *very likely to recommend* Hawai‘i (88.4%). Also, Senior visitors (89.3%), Wedding/Honeymoon (88.7%) and Family visitors (88.4%) were *very likely to recommend* Hawai‘i. An insignificant amount (2.4%) mentioned they were *not too likely* or *not at all likely to recommend* Hawai‘i to family and friends.
- U.S. East visitors were also *very likely to recommend* Hawai‘i (86.7%). The greater part of Wedding/Honeymoon visitors (93%) were also very likely to do the same.
- Many Japanese visitors were *very likely to recommend* Hawai‘i (69%) and 27.1 percent were *somewhat likely to recommend*. Most of the Japanese Young segment (76.4%) were apparently *very likely to recommend* Hawai‘i.

- More than four out of five (84.8%) Canadian visitors were *very likely to recommend* Hawai'i. Canada's Wedding/Honeymoon segment were very likely to make a recommendation to visit Hawai'i (89.2%).
- Three-fourths of European visitors (76.1%) were *very likely to recommend* Hawai'i as a vacation place to their friends and relatives. Few (5%) said that they were *not too likely to recommend* Hawai'i.

Likelihood to Recommend Individual Islands (Tables 4.11 to 4.12)

In total, Maui and Kāua'i were most likely to be recommended "as a vacation place to friends and relatives". Respondents were least likely to recommend Lāna'i and Moloka'i as a vacation place.

- Most U.S. West visitors (82.6%) were *very likely to recommend* Kāua'i as a vacation place to friends and family.
- U.S. East visitors were most likely to recommend Maui (85.3%) and Kāua'i (85.5%) as a vacation place in comparison to other MMAs.
- Consistently, Japan visitors were *very likely to recommend* O'ahu (64.3%) as a vacation place to their friends and relatives. A distinct amount were unlikely to recommend Kāua'i (14.3% *not too likely* and 2.7% *not at all likely*) as a vacation place.
- A large proportion of Canadian visitors were *very likely to recommend* Kāua'i (77.4%) to friends and relatives.
- Many European visitors to Hawai'i were *very likely to recommend* Maui (72.5%) and Kāua'i (73.5%) as a vacation place to their friends and family.

Likelihood to Revisit Hawai'i (Tables 4.9 to 4.10)

Knowing that visitors found their trips so satisfactory that they will return is a good indicator of a successful visitor product. The likelihood to revisit Hawai'i is definitely tied to how often the visitor has been there before. In general, the greater part of Repeat Visitors in each MMA were very likely to "visit Hawai'i in the next five years".

- The U.S. West market was found to be most likely to revisit. Three-quarters of U.S. West visitors (75.3%) were *very likely to return* to the islands within the next five years. In particular, four out of five Middle Age (80.7%), Senior (80.3%) and Repeat (81.8%) visitors felt that they were *very likely to return to Hawai'i*. Just over half of First-timers (51.9%) agreed to be *very likely to return*.
- Half (49.4%) of U.S. East visitors were *very likely to revisit Hawai'i in the next five years* as 54.2 percent of the U.S. East's Young segment were *very likely to return*.
- In a similar manner, 49.5 percent of Japanese visitors were also expecting to return (*very likely to revisit*) with 57.4 percent of their Middle Age cohorts.
- Half (53.7%) of Canadian visitors were thinking of visiting (*very likely to visit*) Hawai'i in the next five years. More than half of Middle Age (57.7%), Seniors (56.6%), and Family (55.4%) segments will plan to return (*very likely to visit*) in the next five years.
- European visitors continue to be least likely (25.8% are *not too likely* and 9.7% *not likely at all*) to revisit in Hawai'i in the next five years, however half (49%) of European Family visitors are *very likely to return*.

- Fewer Wedding/Honeymoon visitors were *very likely to return* soon among the various life stage segments. Half (50.4%) of the Wedding/Honeymoon visitors from U.S. West , 41.7 percent of U.S. East visitors, only 29.7 percent of Canadian visitors and 24.6 percent of Japanese visitors were *very likely to revisit* Hawai'i in the next five years.

Reasons For Being Not Likely To Return In Next Five Years

(Tables 4.13 to 4.15)

- A small number of U.S. West visitors said that they were *not too likely* (6%) or *not likely at all* to return (1.7%) to Hawai'i in the next few years. Of those U.S. West visitors who were *not likely* to return soon, many stated they *wanted to just go someplace new* (42.3%) and there was *not enough value for the price* (32%).
- The reasons given for the 22.5 percent of the U.S. East respondents who would probably not return (17.9% *not too likely* and 4.6% *not at all likely* to return) to Hawai'i in the next five years were that 49.5 percent *wanted to go someplace new* and 38 percent felt that *the flight was too long*.
- Merely 15.1 percent of the Japanese respondents are *not likely to return* (13.5% *not too likely* and 1.6% *not at all likely to return*) to the islands within the next five years. Three out of five (59.2%) of these Japanese visitors made it clear that they *wanted to go someplace new*.
- Wanting to visit a new destination and distance were also the prevailing reasons for Canadian and European visitors who do not plan to revisit Hawai'i in the next five years.
- Roughly one-third of U.S., Japan and Canadian visitors had other reasons for not revisiting Hawai'i. Some of U.S. and Canadian visitors felt Hawai'i was too expensive and their personal finances would prevent them from a return visit. Concurrently, Japan also had that same reason. Japanese visitors also stated that they did not have enough available time for a vacation in the next five years.

**Table 4.1 2006 Overall Rating of Most Recent Vacation to Hawai'i by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Excellent	66.6	74.3	69.6	70.7	66.0	61.9	69.3	65.4
Above average	29.3	22.8	26.4	26.5	29.7	33.2	26.5	30.6
Below average	3.7	2.9	3.4	2.4	3.6	4.7	3.5	3.8
Poor	0.4	0.0	0.6	0.4	0.7	0.1	0.7	0.3
U.S. WEST								
Excellent	64.6	68.5	67.0	70.8	62.8	61.4	68.1	63.6
Above average	30.7	29.6	28.2	25.7	32.2	33.2	26.1	31.9
Below average	4.3	1.9	4.0	3.5	4.0	5.4	4.7	4.2
Poor	0.5	0.0	0.9	0.0	1.0	0.0	1.2	0.3
U.S. EAST								
Excellent	69.9	79.8	75.6	70.5	71.1	62.8	70.1	69.6
Above average	27.1	16.4	22.4	27.8	25.8	33.2	26.9	27.3
Below average	2.8	3.8	2.0	0.8	3.0	3.6	2.6	2.9
Poor	0.3	0.0	0.0	0.9	0.2	0.4	0.4	0.2
JAPAN								
Excellent	51.7	69.4	52.8	62.4	47.0	40.3	55.2	48.9
Above average	45.0	30.3	43.3	36.4	49.8	54.4	41.5	47.8
Below average	3.1	0.3	3.5	1.2	3.1	5.1	3.2	3.1
Poor	0.2	0.0	0.4	0.0	0.1	0.2	0.1	0.2
CANADA								
Excellent	61.8	66.4	59.1	67.3	63.1	59.2	66.5	58.7
Above average	34.4	33.6	37.1	29.1	33.1	36.4	30.0	37.3
Below average	3.7	0.0	3.8	3.5	3.7	4.4	3.4	4.0
Poor	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0
EUROPE								
Excellent	66.0	75.1	74.8	73.9	64.4	55.6	66.0	65.9
Above average	29.7	23.2	20.7	24.3	31.2	37.2	29.5	30.0
Below average	3.9	1.7	3.4	1.8	4.0	6.4	4.0	3.9
Poor	0.4	0.0	1.1	0.0	0.4	0.7	0.5	0.2

**Table 4.2 2005 Overall Rating of Most Recent Vacation to Hawai'i by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments						Visitation Status	
		Wedding / Honeymoon	Family	Young	Middle Age	Seniors	Others	First timers	Repeat visitors
U.S. Total									
Excellent	67.4	81.5	69.1	72.1	63.3	67.0	63.1	69.6	66.4
Above average	30.0	17.8	27.8	26.8	34.6	29.5	31.0	28.1	30.8
Below average	2.5	0.7	3.0	0.8	2.0	3.3	4.4	2.3	2.5
Poor	0.2	0.0	0.1	0.2	0.1	0.2	1.5	0.1	0.2
U.S. West									
Excellent	65.9	74.7	66.9	71.7	60.5	68.0	56.0	69.0	65.1
Above average	31.1	25.3	29.5	27.5	36.6	28.5	35.0	28.5	31.9
Below average	2.8	0.0	3.6	0.8	2.7	3.2	6.5	2.3	2.9
Poor	0.2	0.0	0.0	0.0	0.2	0.2	2.5	0.2	0.2
U.S. East									
Excellent	69.8	87.9	73.9	72.8	67.5	65.5	73.6	70.0	69.6
Above average	28.1	10.9	24.0	25.7	31.5	30.9	25.1	27.8	28.4
Below average	1.9	1.3	1.7	0.8	1.0	3.4	1.2	2.2	1.6
Poor	0.2	0.0	0.4	0.6	0.0	0.2	0.0	0.0	0.4
Japan									
Excellent	53.0	67.3	52.3	60.9	49.6	43.3	42.3	53.4	52.7
Above average	44.6	31.9	45.1	36.6	47.9	53.8	57.7	44.1	45.0
Below average	2.3	0.6	2.6	2.4	2.4	2.9	0.0	2.4	2.3
Poor	0.1	0.2	0.0	0.2	0.0	0.0	0.0	0.1	0.0
Canada									
Excellent	62.7	66.2	62.7	73.9	63.7	57.2	47.7	64.4	61.3
Above average	34.7	33.8	34.5	24.3	33.6	39.8	47.0	32.8	36.2
Below average	2.7	0.0	2.8	1.8	2.7	3.1	5.2	2.8	2.6
Poor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Europe									
Excellent	70.0	74.7	76.2	76.3	69.5	62.4	72.2	69.5	71.3
Above average	27.3	23.0	22.8	22.4	27.8	33.1	24.7	27.7	26.2
Below average	2.6	2.2	0.6	1.3	2.3	4.5	3.0	2.7	2.2
Poor	0.2	0.0	0.5	0.0	0.3	0.0	0.0	0.1	0.4

**Table 4.3 2006 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
SATISFACTION - O'ahu						
Excellent	55.3	54.2	56.6	53.0	51.9	55.9
Above Average	37.5	38.4	36.5	42.1	40.6	36.4
Below Average	6.3	6.6	5.9	4.2	6.0	6.9
Poor	0.9	0.8	1.0	0.6	1.6	0.8
SATISFACTION - Maui						
Excellent	69.1	65.9	73.5	50.9	67.7	63.8
Above Average	26.6	28.6	23.7	44.5	30.6	32.3
Below Average	3.9	4.9	2.5	4.3	1.4	3.6
Poor	0.4	0.6	0.3	0.3	0.2	0.3
SATISFACTION - Moloka'i						
Excellent	60.4	61.0	59.3	42.5	57.4	56.2
Above Average	33.6	31.9	36.6	39.8	27.3	35.0
Below Average	3.7	4.6	2.2	11.1	6.2	6.9
Poor	2.2	2.4	1.9	6.6	9.2	1.9
SATISFACTION - Lāna'i						
Excellent	65.7	65.2	66.2	56.3	57.6	55.5
Above Average	28.9	32.5	24.9	32.8	40.2	42.2
Below Average	4.2	0.0	8.9	10.9	2.2	2.3
Poor	1.2	2.4	0.0	0.0	0.0	0.0
SATISFACTION - Hawai'i Island						
Excellent	52.8	51.3	54.8	49.1	45.1	47.9
Above Average	40.6	43.1	37.4	42.9	46.7	42.6
Below Average	5.8	4.8	7.1	7.0	7.7	8.4
Poor	0.8	0.8	0.7	1.0	0.5	1.1
SATISFACTION - Hilo						
Excellent	52.6	52.8	52.5	45.6	43.9	47.4
Above Average	38.9	39.5	38.4	44.9	43.5	44.1
Below Average	6.5	5.0	7.8	8.8	10.8	7.8
Poor	2.0	2.7	1.4	0.8	1.8	0.7
SATISFACTION - Kona						
Excellent	58.9	56.8	61.6	54.5	56.3	54.5
Above Average	36.6	39.1	33.3	39.0	38.7	38.6
Below Average	3.5	3.1	4.1	5.4	4.0	5.7
Poor	1.0	1.0	1.0	1.1	0.9	1.1
SATISFACTION - Kaua'i						
Excellent	66.9	62.7	72.3	42.0	63.0	67.7
Above Average	27.3	30.4	23.2	40.5	31.6	27.0
Below Average	4.8	6.1	3.1	16.9	5.4	4.9
Poor	1.0	0.8	1.3	0.6	0.0	0.3

**Table 4.4 2005 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
O'ahu						
Excellent	55.1	53.8	56.6	53.7	54.6	57.5
Above Average	37.8	39.4	36.0	42.5	38.5	35.9
Below Average	6.3	6.2	6.5	3.4	5.7	6.0
Poor	0.8	0.6	1.0	0.3	1.1	0.7
Maui						
Excellent	73.3	73.1	73.7	57.8	68.0	68.2
Above Average	24.5	24.5	24.5	35.1	29.1	28.6
Below Average	1.9	2.3	1.4	6.0	2.8	2.9
Poor	0.2	0.2	0.3	1.0	0.1	0.3
Moloka'i						
Excellent	65.9	75.6	46.1	57.4	51.8	63.3
Above Average	19.1	14.2	28.9	20.0	37.5	25.6
Below Average	15.0	10.2	24.9	22.6	10.7	11.1
Poor	0.0	0.0	0.0	0.0	0.0	0.0
Lāna'i						
Excellent	43.1	52.6	36.7	34.0	49.0	47.4
Above Average	48.3	38.0	55.1	66.0	42.6	44.9
Below Average	7.4	6.3	8.2	0.0	6.5	4.4
Poor	1.2	3.1	0.0	0.0	2.0	3.2
Hawai'i Island						
Excellent	51.6	54.2	48.8	46.6	43.8	47.7
Above average	40.0	36.2	44.0	44.4	48.0	42.9
Below average	8.1	9.1	7.1	9.0	7.2	8.9
Poor	0.3	0.6	0.0	0.0	1.0	0.5
Hilo						
Excellent	51.4	51.4	51.4	45.4	50.6	44.8
Above Average	38.3	35.6	40.1	46.0	38.1	45.6
Below Average	9.3	11.2	7.9	8.7	9.0	8.5
Poor	1.1	1.8	0.5	0.0	2.2	1.0
Kona						
Excellent	57.6	58.5	56.5	48.9	51.0	54.9
Above Average	36.9	34.9	39.2	42.1	43.2	38.7
Below Average	5.4	6.6	4.0	9.1	5.6	4.7
Poor	0.1	0.0	0.2	0.0	0.2	1.7
Kaua'i						
Excellent	70.6	70.9	70.4	47.9	65.3	69.9
Above Average	24.5	24.5	24.5	39.9	29.1	26.1
Below Average	3.3	1.8	5.1	12.2	5.0	3.8
Poor	1.5	2.8	0.0	0.0	0.6	0.2

Table 4.5 2006 Expectations of Vacation by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Exceeded your expectations	35.4	57.6	38.0	43.8	35.7	26.0	51.5	28.1
Met your expectations	59.8	38.2	56.6	52.3	59.4	69.1	42.6	67.5
Did not meet your expectations	4.9	4.2	5.4	4.0	4.9	5.0	5.9	4.4
U.S. WEST								
Exceeded your expectations	32.2	55.5	35.3	43.8	30.9	23.4	52.8	26.5
Met your expectations	62.5	39.2	59.2	51.7	63.7	71.2	40.4	68.6
Did not meet your expectations	5.3	5.3	5.5	4.5	5.4	5.4	6.9	4.9
U.S. EAST								
Exceeded your expectations	40.5	59.6	44.0	43.8	43.0	30.3	50.6	31.8
Met your expectations	55.3	37.3	50.7	53.1	52.9	65.5	44.3	64.9
Did not meet your expectations	4.1	3.1	5.3	3.2	4.1	4.2	5.1	3.3
JAPAN								
Exceeded your expectations	29.6	47.1	30.3	45.2	25.0	15.8	39.7	21.5
Met your expectations	63.5	49.5	62.3	51.7	66.6	75.4	52.9	72.0
Did not meet your expectations	6.9	3.4	7.4	3.1	8.4	8.8	7.3	6.5
CANADA								
Exceeded your expectations	34.1	50.2	34.7	49.5	35.3	23.8	48.1	24.9
Met your expectations	61.3	48.5	60.4	42.9	61.8	71.2	46.9	70.8
Did not meet your expectations	4.6	1.3	4.9	7.6	2.9	5.0	5.0	4.3
EUROPE								
Exceeded your expectations	39.9	51.2	41.6	50.2	35.8	32.0	45.1	28.4
Met your expectations	54.0	44.4	53.7	45.9	57.9	59.6	47.8	67.9
Did not meet your expectations	6.1	4.3	4.7	4.0	6.3	8.5	7.1	3.8

Table 4.6 2005 Expectations of Vacation by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

MMA	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First timers	Repeat visitors
U.S. Total								
Exceeded expectations	35.2	52.2	34.3	48.7	34.1	29.1	49.9	28.5
Met expectations	62.1	46.0	61.8	50.4	63.8	67.7	47.4	68.9
Did not meet expectations	2.7	1.8	3.9	0.9	2.1	3.2	2.7	2.6
U.S. West								
Exceeded expectations	30.7	36.6	30.0	45.3	31.6	23.6	44.4	27.0
Met expectations	66.8	61.8	66.0	54.3	66.2	74.0	53.4	70.4
Did not meet expectations	2.5	1.6	4.0	0.4	2.2	2.5	2.2	2.6
U.S. East								
Exceeded expectations	42.3	66.4	43.9	54.4	37.7	37.0	53.6	31.9
Met expectations	54.9	31.6	52.4	44.0	60.4	58.8	43.3	65.4
Did not meet expectations	2.9	2.0	3.7	1.6	1.9	4.2	3.0	2.7
Japan								
Exceeded expectations	31.1	47.6	27.0	43.1	29.4	19.7	40.1	23.9
Met expectations	64.6	50.7	67.9	54.1	65.5	74.9	54.8	72.3
Did not meet expectations	4.3	1.7	5.0	2.9	5.1	5.5	5.1	3.8
Canada								
Exceeded expectations	34.4	37.3	30.6	45.3	36.0	29.2	43.5	27.2
Met expectations	62.5	60.4	66.9	52.4	61.0	67.3	52.7	70.4
Did not meet expectations	3.0	2.3	2.5	2.2	2.9	3.5	3.8	2.4
Europe								
Exceeded expectations	41.9	56.9	41.2	46.5	41.9	32.6	45.7	32.3
Met expectations	53.9	39.4	56.8	50.9	53.8	61.2	49.6	64.7
Did not meet expectations	4.2	3.7	2.0	2.6	4.3	6.2	4.7	3.1

**Table 4.7 2006 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	87.7	90.9	88.6	85.5	87.6	87.5	83.7	89.5
Somewhat likely	9.9	6.4	9.1	11.9	9.9	10.4	12.2	8.9
Not too likely	1.8	2.1	2.2	1.9	1.4	1.7	3.1	1.1
Not at all likely	0.6	0.6	0.2	0.7	1.1	0.4	1.0	0.4
U.S. WEST								
Very likely	88.4	88.7	88.4	86.1	88.2	89.3	83.0	89.8
Somewhat likely	9.2	9.3	8.9	11.5	9.1	8.7	12.1	8.4
Not too likely	1.8	1.9	2.4	1.9	1.4	1.7	3.7	1.3
Not at all likely	0.6	0.0	0.3	0.5	1.3	0.4	1.2	0.5
U.S. EAST								
Very likely	86.7	93.0	88.9	84.7	86.8	84.7	84.3	88.8
Somewhat likely	11.1	3.7	9.4	12.6	11.1	13.2	12.2	10.1
Not too likely	1.7	2.2	1.7	1.8	1.4	1.7	2.7	0.8
Not at all likely	0.6	1.1	0.0	0.9	0.8	0.5	0.9	0.3
JAPAN								
Very likely	69.0	75.0	69.5	76.4	72.1	58.9	62.4	74.2
Somewhat likely	27.1	23.4	26.8	20.1	23.9	35.6	32.4	22.8
Not too likely	3.8	1.6	3.5	3.6	3.8	5.3	5.2	2.7
Not at all likely	0.1	0.0	0.2	0.0	0.1	0.2	0.1	0.2
CANADA								
Very likely	84.8	89.2	85.9	79.8	85.1	85.4	79.7	88.1
Somewhat likely	13.6	8.6	13.3	16.0	13.5	13.5	16.9	11.3
Not too likely	1.6	2.2	0.8	4.3	1.0	1.2	3.1	0.5
Not at all likely	0.1	0.0	0.0	0.0	0.3	0.0	0.2	0.0
EUROPE								
Very likely	76.1	83.2	81.9	77.2	74.9	72.0	74.6	79.4
Somewhat likely	18.3	11.9	12.5	19.1	19.6	20.6	19.1	16.6
Not too likely	5.0	4.4	4.4	3.6	4.9	6.4	5.6	3.6
Not at all likely	0.6	0.5	1.1	0.0	0.6	0.9	0.7	0.4

**Table 4.8 2005 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	88.8	90.9	90.3	89.4	86.6	90.2	86.7	89.7
Somewhat likely	9.6	8.8	7.7	10.0	11.6	7.9	11.4	8.8
Not too likely	1.4	0.4	1.8	0.1	1.6	1.8	1.8	1.3
Not at all likely	0.2	0.0	0.3	0.5	0.2	0.1	0.1	0.2
U.S. WEST								
Very likely	90.0	87.2	91.6	92.1	87.7	91.5	88.5	90.3
Somewhat likely	8.7	12.8	6.6	7.5	10.9	6.8	9.6	8.4
Not too likely	1.2	0.0	1.5	0.0	1.4	1.5	1.8	1.1
Not at all likely	0.2	0.0	0.3	0.4	0.0	0.2	0.0	0.2
U.S. EAST								
Very likely	86.9	94.3	87.3	85.1	85.1	88.3	85.4	88.3
Somewhat likely	11.1	5.0	10.0	13.9	12.6	9.4	12.6	9.6
Not too likely	1.8	0.8	2.4	0.3	1.8	2.3	1.8	1.8
Not at all likely	0.3	0.0	0.3	0.6	0.4	0.0	0.2	0.3
JAPAN								
Very likely	69.8	73.4	69.2	76.5	71.3	62.0	66.2	72.6
Somewhat likely	26.5	25.0	26.9	20.3	24.9	32.9	28.4	24.9
Not too likely	3.5	1.6	3.6	3.2	3.3	4.8	4.9	2.3
Not at all likely	0.3	0.0	0.3	0.0	0.5	0.4	0.5	0.1
CANADA								
Very likely	85.2	81.7	86.6	83.4	84.9	86.5	85.2	85.2
Somewhat likely	13.0	18.3	13.2	14.6	13.1	11.2	11.9	13.8
Not too likely	1.7	0.0	0.2	2.0	1.9	2.0	2.8	0.9
Not at all likely	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.2
EUROPE								
Very likely	79.1	83.5	83.6	81.2	76.7	78.0	77.1	84.3
Somewhat likely	16.1	14.2	11.1	15.7	17.4	16.5	17.9	11.5
Not too likely	4.3	2.2	4.7	3.1	5.2	4.7	4.5	3.8
Not at all likely	0.5	0.0	0.5	0.0	0.7	0.8	0.5	0.4

**Table 4.9 2006 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	65.5	45.9	64.9	60.8	69.0	68.2	42.2	76.0
Somewhat likely	21.1	35.1	23.1	27.2	17.7	18.1	31.2	16.6
Not too likely	10.5	14.7	9.9	9.3	11.0	10.3	20.5	6.0
Not at all likely	2.8	4.3	2.1	2.7	2.4	3.5	6.0	1.4
U.S. WEST								
Very likely	75.3	50.4	72.0	65.2	80.7	80.3	51.9	81.8
Somewhat likely	16.9	36.3	19.6	26.8	12.0	12.9	29.4	13.5
Not too likely	6.0	12.2	7.0	6.7	5.2	4.9	15.1	3.5
Not at all likely	1.7	1.2	1.3	1.4	2.1	1.9	3.6	1.2
U.S. EAST								
Very likely	49.4	41.7	49.0	54.2	50.9	48.0	34.8	62.1
Somewhat likely	28.1	34.1	30.8	27.9	26.5	26.7	32.6	24.1
Not too likely	17.9	17.1	16.3	13.2	19.9	19.2	24.7	12.0
Not at all likely	4.6	7.2	3.8	4.6	2.8	6.2	7.9	1.7
JAPAN								
Very likely	49.5	24.6	50.9	50.0	57.4	52.4	29.5	65.6
Somewhat likely	35.4	46.6	36.1	37.5	31.0	31.9	46.5	26.4
Not too likely	13.5	25.5	12.4	11.9	9.2	13.8	21.3	7.2
Not at all likely	1.6	3.3	0.6	0.6	2.3	1.8	2.6	0.7
CANADA								
Very likely	53.7	29.7	55.4	45.1	57.7	56.6	37.1	64.6
Somewhat likely	26.4	33.9	29.1	34.4	24.9	21.7	31.9	22.8
Not too likely	15.9	30.9	12.1	13.9	14.5	17.8	23.4	11.0
Not at all likely	4.0	5.5	3.4	6.7	2.9	4.0	7.7	1.6
EUROPE								
Very likely	35.7	26.0	49.0	38.4	38.0	30.8	25.3	58.7
Somewhat likely	28.8	29.3	24.1	29.3	29.7	28.7	30.6	24.9
Not too likely	25.8	28.6	18.9	27.1	22.9	29.0	31.4	13.4
Not at all likely	9.7	16.1	8.0	5.1	9.4	11.5	12.7	3.1

**Table 4.10 2005 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestage
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
U.S. TOTAL								
Very likely	63.8	42.1	62.6	63.6	66.9	65.6	43.2	73.4
Somewhat likely	22.9	34.8	25.2	24.9	21.2	20.8	33.1	18.1
Not too likely	11.2	19.3	10.5	9.8	10.4	10.6	19.4	7.4
Not at all likely	2.1	3.8	1.7	1.7	1.4	3.0	4.2	1.1
U.S. WEST								
Very likely	74.6	50.7	71.5	73.3	76.6	79.1	56.2	79.5
Somewhat likely	17.7	32.1	21.2	19.5	15.6	14.6	29.2	14.5
Not too likely	6.8	17.2	6.2	6.2	7.3	5.0	12.1	5.4
Not at all likely	0.9	0.0	1.1	1.0	0.6	1.3	2.5	0.5
U.S. EAST								
Very likely	47.1	34.1	42.7	47.8	52.5	46.8	34.2	58.9
Somewhat likely	31.0	37.3	33.9	33.5	29.6	29.4	35.8	26.5
Not too likely	18.0	21.3	20.3	15.9	15.1	18.3	24.5	12.0
Not at all likely	3.9	7.3	3.1	2.8	2.7	5.4	5.5	2.5
JAPAN								
Very likely	49.4	29.7	49.9	51.6	57.0	52.0	33.5	62.0
Somewhat likely	36.5	42.2	36.9	36.7	33.3	34.9	44.3	30.3
Not too likely	12.8	26.3	12.4	10.9	8.1	11.6	20.1	7.1
Not at all likely	1.3	1.8	0.8	0.9	1.5	1.5	2.1	0.6
CANADA								
Very likely	51.2	17.9	62.4	50.9	51.3	49.6	42.2	58.3
Somewhat likely	26.5	41.6	25.2	27.0	25.3	26.4	27.4	25.8
Not too likely	18.4	32.7	11.2	18.0	18.9	20.1	25.2	13.0
Not at all likely	4.0	7.7	1.1	4.1	4.5	3.9	5.2	3.0
EUROPE								
Very likely	35.2	27.4	38.7	37.8	36.0	34.7	27.9	53.9
Somewhat likely	28.4	32.2	34.6	27.0	30.1	23.8	29.8	24.6
Not too likely	28.8	29.3	22.6	29.9	27.2	31.1	33.2	17.5
Not at all likely	7.7	11.1	4.1	5.4	6.7	10.4	9.1	4.0

**Table 4.11 2006 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
RECOMMEND - O'ahu						
Very likely	67.3	67.7	66.8	64.3	67.9	64.1
Somewhat likely	22.0	20.5	23.9	29.5	23.1	24.9
Not too likely	7.9	8.9	6.6	5.6	5.9	9.0
Not at all likely	2.8	3.0	2.6	0.7	3.0	1.9
RECOMMEND - Maui						
Very likely	82.9	81.4	85.3	59.4	85.3	72.5
Somewhat likely	14.2	15.3	12.6	34.7	12.4	22.2
Not too likely	2.0	2.5	1.3	5.7	2.0	4.5
Not at all likely	0.8	0.9	0.8	0.2	0.3	0.7
RECOMMEND - Moloka'i						
Very likely	49.7	48.9	51.3	32.0	47.6	55.8
Somewhat likely	31.8	30.9	33.5	40.6	30.7	25.6
Not too likely	12.0	14.9	5.9	25.1	20.2	13.7
Not at all likely	6.5	5.2	9.3	2.3	1.5	4.8
RECOMMEND - Lāna'i						
Very likely	59.6	56.0	65.4	36.9	49.2	51.8
Somewhat likely	23.7	26.4	19.3	41.6	39.2	36.8
Not too likely	13.9	14.4	13.0	21.4	10.3	10.6
Not at all likely	2.8	3.1	2.3	0.0	1.3	0.9
RECOMMEND - Hawai'i Island						
Very likely	62.5	63.7	60.7	51.3	60.3	53.5
Somewhat likely	30.4	29.7	31.3	38.5	30.8	34.9
Not too likely	5.8	5.6	6.0	9.2	8.0	9.8
Not at all likely	1.4	1.1	2.0	1.0	1.0	1.9
RECOMMEND - Kona						
Very likely	72.6	74.3	70.0	58.8	71.7	61.1
Somewhat likely	21.3	20.3	22.8	33.9	21.8	28.5
Not too likely	4.5	4.1	5.1	6.2	5.5	8.2
Not at all likely	1.6	1.2	2.1	1.1	1.0	2.2
RECOMMEND - Hilo						
Very likely	58.1	55.8	60.8	48.0	55.5	53.0
Somewhat likely	29.2	29.9	28.5	38.2	28.5	35.2
Not too likely	9.9	11.6	8.0	11.9	13.8	9.7
Not at all likely	2.7	2.7	2.8	1.8	2.3	2.1
RECOMMEND - Kaua'i						
Very likely	83.8	82.6	85.5	46.4	77.4	73.5
Somewhat likely	12.5	13.4	11.2	36.6	20.3	21.3
Not too likely	2.5	2.8	2.2	14.3	1.9	4.7
Not at all likely	1.2	1.3	1.2	2.7	0.4	0.5

**Table 4.12 2005 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
RECOMMEND - O'ahu						
Very likely	66.7	66.9	66.4	63.7	69.9	67.4
Somewhat likely	22.1	22.5	21.8	30.3	21.7	22.8
Not too likely	9.0	8.3	9.7	5.2	5.3	7.4
Not at all likely	2.2	2.3	2.1	0.9	3.1	2.4
RECOMMEND - Maui						
Very likely	86.0	84.5	88.0	59.8	81.8	76.1
Somewhat likely	11.3	12.6	9.4	33.6	15.1	19.4
Not too likely	2.2	2.3	2.1	5.6	2.7	3.8
Not at all likely	0.5	0.6	0.5	1.0	0.4	0.7
RECOMMEND - Moloka'i						
Very likely	50.6	56.8	35.9	33.8	39.9	50.2
Somewhat likely	27.7	20.4	44.8	38.2	46.2	33.7
Not too likely	18.5	19.6	15.7	22.8	12.5	13.1
Not at all likely	3.3	3.1	3.5	5.2	1.4	3.0
RECOMMEND - Lāna'i						
Very likely	46.6	49.6	42.5	39.5	51.0	51.6
Somewhat likely	30.6	25.3	37.8	28.0	38.2	28.7
Not too likely	18.8	18.8	18.8	25.0	9.3	18.4
Not at all likely	4.0	6.3	0.9	7.5	1.5	1.3
RECOMMEND - Hawai'i Island						
Very likely	61.6	65.9	56.3	53.4	54.1	50.3
Somewhat likely	28.7	24.3	34.2	36.0	33.9	37.6
Not too likely	8.6	8.7	8.5	9.2	11.0	10.4
Not at all likely	1.1	1.2	1.0	1.4	1.0	1.7
RECOMMEND - Kona						
Very likely	70.8	74.2	66.5	58.4	64.2	59.6
Somewhat likely	22.5	19.6	26.2	33.8	28.6	30.8
Not too likely	5.4	5.0	5.9	6.8	6.0	7.5
Not at all likely	1.3	1.2	1.4	1.0	1.3	2.1
RECOMMEND - Hilo						
Very likely	56.2	56.2	56.2	49.1	56.2	49.1
Somewhat likely	30.0	28.4	31.5	37.2	28.5	38.6
Not too likely	10.0	11.2	8.9	11.4	10.2	9.6
Not at all likely	3.8	4.2	3.4	2.2	5.0	2.7
RECOMMEND - Kaua'i						
Very likely	83.4	84.9	81.3	52.6	77.2	76.3
Somewhat likely	13.1	11.5	15.4	32.1	19.3	19.3
Not too likely	3.4	3.6	3.1	14.6	2.8	3.6
Not at all likely	0.1	0	0.2	0.7	0.6	0.8

Table 4.13 2006 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Flight too long	26.9	7.2	38.0	17.7	28.8	54.0
Too commercial/overdeveloped	17.7	26.9	12.6	12.7	18.4	15.1
Too crowded/congested	15.2	20.6	12.1	10.1	10.6	6.5
Not enough value for the price	25.7	32.0	22.2	9.3	21.2	12.1
Want to go someplace new	46.9	42.3	49.5	59.2	60.1	53.7
Other	33.6	34.5	33.1	35.5	31.2	18.5

Table 4.14 2005 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Flight too long	31.2	13.5	40.9	20.3	34.5	56.3
Too commercial/overdeveloped	17.2	27.3	11.7	7.7	13.6	13.3
Too crowded/congested	10.8	14.9	8.5	9.4	7.5	4.2
Not enough value for the price	20.9	20.6	21.1	6.9	21.8	11.8
Want to go someplace new	49.2	44.1	52.1	52.9	58.6	56.1
Other	30.4	35.3	27.7	41.5	26.8	18.4

Table 4.15 2006 Other Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Once in a lifetime	0.9	0.4	1.2	0.0	0.3	0.7
Poor service	1.3	1.8	1.1	2.4	3.2	0.6
Unfriendly people/felt unwelcome	0.9	1.8	0.3	1.2	0.0	0.5
Poor health/age restriction	1.9	0.6	2.6	1.7	2.9	1.5
Other financial obligation	1.8	2.3	1.6	2.1	1.2	0.6
Weather/natural calamities	1.0	1.9	0.5	1.5	1.9	1.1
No time/vacation	0.7	0.0	1.1	7.3	0.2	0.6
Too expensive/no money	16.1	14.0	17.3	11.9	15.7	9.0
HI doesn't meet expectations	2.1	2.9	1.7	0.1	0.0	0.5

5. ACTIVITY PARTICIPATION

ACTIVITY PARTICIPATION

Visitors to Hawai'i were very energetic and tried to do many things during their stay; however, the type and intensity of activity was slightly different on each island and also varied by MMA and Lifestage. Hawai'i is known for its natural beauty and it brings no surprise that almost all visitors to Hawai'i made *sightseeing* a part of their trip, especially *self guided* tours. *Shopping* continued to be the most highly participated activity statewide. Those who participated in *recreation* activities were likely to participate in *swimming/sunbathing/beach* activities. *Transportation* was also well utilized by most visitors on every island.

Activity Participation by Island

- O'ahu was frequented by visitors who shopped in department stores and hotel stores. Swap meets and convenience stores were also popular shopping places on O'ahu. Visitors made good use of O'ahu's transportation, particularly the public buses and taxis. Visitors were more likely to visit a nightclub on O'ahu than on other islands.
- Among the U.S. West, U.S. East, Canadian and European visitors, Maui was the place to be for recreational activities. Visitors were more likely to participate in *boat/submarine/whale watching, snorkeling/scuba diving* or *jet skiing/parasailing/windsurfing* activities than on most other islands. The majority of visitors on Maui also used a rental car as their transportation.
- Visitors to Kaua'i were more likely to take a *helicopter or plane tour* than on other islands. Kaua'i was also popular, across all MMA, for *backpacking/hiking/camping* and for its *art/craft fairs*.
- Kona's reputation among all MMA was as a place of *historic sites* and *golf*. *Snorkeling/scuba diving* was also popular among all MMA except Japanese visitors.
- Compared to activities at other destinations, Hilo visitors were more likely to be on *tour bus excursions* and enjoy some *backpacking/hiking/camping*.
- Moloka'i visitors were typically *self-guided* and took in *historic sites*.
- Visitors to Lāna'i were more adapt to be playing *golf* or using the *gym/health spa*.

U.S. West (Tables 5.1 to 5.2)

U.S. West visitors were highly engaged in a variety of activities despite the fact that many U.S. West visitors, 78.5 percent of the total 2006 U.S. West arrivals to the state, were Repeat visitors. U.S. West visitors tended to be more independent travelers due to their familiarity with the destination which resulted in high *rental car* (76.9%) and *self-guided tour* (79.6%) participation across the state. U.S. West visitors tended to shop (93.6%) just as much as other MMAs, including Japanese visitors; however U.S. West visitors leaned to shopping at *supermarkets* (69.8%) and *swap meets* (34.4%) more than U.S. East and Japanese visitors. Over half (54.2%) visited *historic sites*, took in fine dining (64.2%) but also visited a *convenience store* (61.6%).

- Approximately half of U.S. West Visitors who visited the neighbor islands, Maui (56.7%), Kaua'i (44.1%), Kona (54.2%), and Lāna'i (49.9%) went *snorkeling/scuba diving*. There was a higher participation in *sports events or tournament* on O'ahu compared to the other islands.

- U.S. West Maui visitors were heavy into their recreational activities (90.9%), specifically: *swimming/sunbathing/beach* (82.8%), *surfing/body boarding* (29.7%), *jet skiing/parasailing/windsurfing* (6.5%), and *running/jogging/fitness walking* (37.8%). Rental car use was also very high (80.5%). The concentration of visitors participating in *entertainment* (78.1%) activities was more prevalent on Maui than the other islands particularly for *lunch/sunset/dinner/evening cruise* (30.6%) and *fine dining* (61.7%)
- Visitors to Kauaʻi were involved in *helicopter/plane tour* (15.9%) and *art/craft fairs* (24.7%).
- Over half (55.6%) of visitors to Kona visited its *historic* sites.
- The 63.2 percent of visitors who visited Molokaʻi took part in the island’s *cultural* activities including 59 percent who visited *historic sites*.
- Many U.S. West visitors to Lānaʻi went on a *boat/submarine/whale watching* excursion (38.6%) or a *private limousine/van tour* (26.8%)

U.S. East (Tables 5.3 to 5.4)

In contrast to their U.S. West counterparts, U.S. East visitors were generally more into *swimming/sunbathing/beach* (79.9%) and less into other types of recreational activities. U.S. East visitors were also more involved in *sight-seeing* (90.2%) and *culture* (80.6%) activities. Over half of the U.S. East visitors who participated in *shopping* in Hawaiʻi, shopped at *convenience stores* (60%), *supermarkets* (57.3%), and *hotel stores* (52.8%). Many of those who participated in *sightseeing* activities participated in *boat/submarine/whale watching* tours (35.2%) and one-quarter (25.1%) participated in *tour bus excursions*. *Historic sites* (64.3%) and *Polynesian show/lūʻau* (51.3%) were the most popular *cultural* activities in Hawaiʻi with U.S. East visitors.

- Even though many U.S. East visitors had a high tendency to be involved in *shopping* and *culture* activities, participation has been decreasing since 2001.
- U.S. East visitors on Oʻahu were more likely to spend their *shopping* experience (87.7%) in *convenience stores* (55%), *hotel stores* (48.8%) and *department stores* (45.7%).
- U.S. East visitors to Maui tended to shop in supermarkets (47.4%), convenience stores (47.3%) and *designer boutiques* (40.7%). Just like their U.S. West counterparts, *boat/submarine/whale watching* (35.2%) was popular among Maui visitors. Many visitors to Maui also took in a *Polynesian show/lūʻau* (40.9%).
- On other islands, U.S. East visitors had similar behaviors as the U.S. West visitors.

Japan (Tables 5.5 to 5.6)

Even though the Japanese visited all island, much of their activities were concentrated on Oʻahu. Fewer Japanese visitors tended to spend time on the neighbor islands and many were First-timers (44.5% of respondents). Japanese were less likely to participate in *recreation* (80.7%) and *culture* (55.7%) activities than other visitor markets. Instead Japanese visitors exceedingly participated in Hawaiʻi’s *entertainment* (87.7%) and *shopping* (98.3%). Given that Japanese visitors were top spenders in shopping activities, it was common to find them shopping in *designer boutiques* (61.4%) and also at *duty free shops* (80.6%), *convenience stores* (79.5%), *supermarkets* (59.1%), and *discount/outlet stores* (43.6%). Japanese visitors were also heavy users of the *trolley* (67.4%) for transportation on Oʻahu.

- The many that participated in *entertainment* indulged in *fine-dining* (73.1%) and *lunch/sunset/dinner/evening cruises* (57.7%).

- *Tour bus excursions* were the main choice of *sightseeing* activity on Maui (47.8%), Kaua'i (67.7%), Hilo (62.6%), and Kona (56.6%).
- Since 2002 golf participation decreased among Japanese visitors and resulted in relatively low (8.9%) participation for 2006.
- Visitors to Maui (12.7%), Kona (13.1%) and Lanai (57.6%) were more likely to play golf.

Canada (Tables 5.7 to 5.8)

Canadian visitors were generally diverse in their activity participation and the most active relative to other MMAs during their trip to Hawai'i. Almost all visitors did some *shopping* (97.1%) and *recreation* (93.7%). In comparison to other MMAs, Canadian visitors had a higher tendency to shop at *supermarkets* (73.6%) and *swap meets* (42.4%), and even rivaled Japanese for visitors to *convenience stores* (71.3%). In terms of recreation Canadians loved to go *swimming/sunbathing/beach* (88.9%), *snorkeling/scuba diving* (52.1%) and a fair amount did *running/jogging/fitness walking* (45.7%). Many visited *historic sites* (61.3%) and over half (52%) went to a *Polynesian show/lū'au*.

- Most visitors to O'ahu did some *entertainment* (71.7%) with at least half (51.2%) going out for *fine dining*. Many Canadians visited *historic sites* (52.6%) and utilized the *public bus* (44.1%).
- Like most other visitors, Maui was the place for recreation activities (84.7%). The bulk of Canadian visitors did their sightseeing *self-guided* (74.3%) with most using a *rental car* (74%). Maui visitors were more likely to shop in a *designer boutique* (43.7%) than on O'ahu (34.2%), and also more likely to visit a *supermarket* (62.8%).
- On Lāna'i, Canadian visitors participated in *boat/submarine/whale watching* (30.7%) and *private limousine/van tours* (29.9%) as a part of the visitors' *sightseeing* experience. Many also spent time *golfing* (30.3%)

Europe (Tables 5.9 to 5.10)

Many European visitors spend time *shopping* (96.1%), *sightseeing* (94%), in *recreation* (91.4%), and utilizing *transportation* (91.1%). A large amount of visitors went to *historic sites* (63.7%) and on *self-guided* tours (72.3%). Europeans were mainly *swimming/sunbathing/beach* (87%) goers, with some also *snorkeling/scuba diving* (37.3%). Over one-third (36.1%) did their sightseeing by *tour bus excursion*. European visitors had the highest propensity to shop at *supermarkets* (74.8%) and *department stores* (70.5%) statewide.

- Several European visitors experienced O'ahu's *cultural* activities (76.4%) particularly its *historic sites* (60.6%). Most the O'ahu visitors shopped (93.6%), mainly at *department stores* (72.8%).
- Two-thirds (66.5%) of Maui visitors went to a supermarket and many rented a car (65.3%). Kaua'i visitors were very similar except some spent time *backpacking/hiking/camping* (22.7%). Kona visitors were less likely to do a *tour bus excursion* (20.7%) than on other islands.
- Less than on other island, only seven out of ten (70.2%) European visitors to Lāna'i participated in sightseeing activities such as *tour bus excursions* (26%) and *boat/submarine/whale watching* (24.1%) tours.

Activity Participation by Lifestage

The differentiation in Lifestage segments' behavior was due to shared preferences and a result of the difference in visitor characteristics such as length of stay, ratio of repeat to first-timers, age, income and lifestyle. In general, as visitors age they tend to decrease their propensity to participate in beach activities. For that reason Senior visitors in every Major Marketing Area were the least likely to participate in *recreation* activities. Wedding/Honeymoon visitors were highly active on their trip to Hawai'i, especially entertainment activities. Wedding/Honeymoon visitors across every MMA were more likely to participate in a *lunch/sunset/dinner/evening cruise*. These visitors were heavily involved in activities such as *sightseeing, recreation, entertainment, shopping* and *transportation*. As expected *backpacking/hiking/camping* was more popular with Young visitors from the U.S., Canada and Europe since these visitors tend to be a bit more adventurous on their trip. First-timers were generally more active because of their incentive to explore the new destinations which lead them to be more active in activities such as *sightseeing* and *culture*. First-timers are also more likely to participate in tour bus excursions since they tend to be less familiar with the destination than Repeat visitors. Repeat visitors had a higher tendency to participate in *running/jogging/fitness walking* activities in Hawai'i.

U.S. West (Tables 5.11 to 5.12)

- U.S. West First-timers were generally more active in activities such as *recreation* (94.5%) compared to U.S. West Repeat visitors (89.8%). U.S. First-timers were also more likely to participate in *boat/submarine/whale watching* tours (40.5%), visit *historic sites* (66.2%) and attend *Polynesian show/lū'au* (63.6%).
- Family visitors were more actively involved in a wide range of recreational activities than other lifestyles. More of these visitors were involved in *swimming/sunbathing/beach* (94.2%), *snorkeling/scuba diving* (65.6%) and *surfing/body boarding* (45.9%).
- Middle Age (43.6%), Senior (40.9%) and Family (40.3%) visitors participated in some *running/jogging/fitness walking* in the state.

U.S. East (Tables 5.13 to 5.14)

- U.S. East First-timers were also very active on their trip and more likely to participate in *shopping* (91.6%) and *recreation* (87.5%). In addition they were also more likely to participate in other activities such as *historic sites* (70.2%), *Polynesian show/lū'au* (64.6%), *lunch/sunset/dinner/evening cruises* (40.6%) and *lounge act/stage shows* (36.6%).
- Two out of five Wedding/Honeymoon (41.7%) and Family visitors (39.7%) went on *boat/submarine/whale watching* tours.
- U.S. East Wedding/Honeymoon visitors were very diverse in *sightseeing* tours and in addition chose to experience *helicopter or plane tours* (36.3%). Even though most of the Wedding/Honeymoon visitors (85.6%) were involved in *self-guided* tours, quite a few (34%) still participated in *tour bus excursions*. This segment was also heavily diverse in their *entertainment* participation. Compared to other lifestyles, Wedding/Honeymoon visitors were more likely to rent cars (83.2%), attend *Polynesian show/lū'au* (71.6%) and shopped in *hotel stores* (64.8%) in Hawai'i.

Japan (Tables 5.15 to 5.16)

- Japanese First-timers were more active in *entertainment* (91%) and *shopping* (98.9%) than Japanese Repeat visitors. More First-timers experienced a *lunch/sunset/dinner/evening cruise* (70%) than Repeat visitors.
- Most Japanese Wedding/Honeymoon visitors (96.1%) took part in an *entertainment* activity, especially *fine dining* (79.4%) and *lunch/sunset/dinner/evening cruise* (77.4%). At the same time they were the least likely to participate in *culture activities* (47.3%).
- More Japanese Young visitors preferred *self-guided* tours (62.1%) and to shop in *department stores* (74%). Many Young visitors (82.1%) also chose to partake in a *fine dining* experience while in Hawai'i.
- Japanese Senior visitors were found to be the least active in *recreation* activities, instead they were more likely to participate in *culture activities* (66.6%) such as *Polynesian show/lū'au* (38.2%) and *historic sites* (35.1%). This segment was also more involved in *lounge act/stage shows* (30.1%).

Canada (Tables 5.17 to 5.18)

- More Canadian First-timers experienced Hawai'i's *culture activities* (88.5%), particularly *Polynesian shows/lū'au* (66.4%) and *historic sites* (66.2%) than Repeat visitors. In addition, First-timers had a higher tendency to take part in *lounge act/stage/shows* (42.1%), and *boat/submarine/whale watching* (41.5%). On the other hand, more Repeat visitors were involved in *fine dining* (65%).
- The many Wedding/Honeymoon visitors (98.5%) who chose to participate in some kind of *sightseeing* activity preferred *self-guided* (91.6%) and *boat/submarine/whale watching* tours (42.4%). Three out of four (76.4%) Canadian Wedding/Honeymoon visitors did their *shopping* in *department stores*. Furthermore 93.7 percent of the Wedding/Honeymoon visitors who chose to experience a *culture* activity viewed *Polynesian show/lū'au* (72.6%) and *historic sites* (67.1%).
- Canadian Family visitors were greatly involved in a variety of *recreation* activities such as *swimming/sunbathing/beach* (95.9%), *snorkeling/scuba diving* (69.4%), *surfing/body boarding* (53.1%) and *running/jogging/fitness walking* (49.7%). These visitors were also more likely to take part in an *art/craft fair* (25.6%).
- Half of Repeat (51.1%), Family (49.7%) and Middle Age (49.1%) visitors did some *running/jogging/fitness walking* during their trip.

Europe (Tables 5.19 to 5.20)

- Many European First-timers had a higher tendency to take part in *entertainment* (80.3%) activities than Repeat visitors. As European visitors became more familiar with Hawai'i, participation in *festivals* (10.6%) became more popular among Repeat visitors compared to First-timers.
- More European Wedding/Honeymoon visitors chose to experience a *helicopter or plane tour* (28%) during their visit in Hawai'i.
- European Young visitors were more likely to spend some time in a *nightclub/dancing/bar/karaoke* (39.4%).

Table 5.1 2006 Activity Participation – U.S. West [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	86.7	83.7	88.6	93.0	90.1	86.3	86.3	81.5
Helicopter or plane tour	10.1	3.0	7.6	15.9	6.4	7.9	11.3	8.8
Boat/submarine/whale watching	26.9	14.7	31.6	27.7	1.6	15.8	0.0	38.6
Tour bus excursion	11.2	14.6	7.8	6.2	14.4	8.3	18.3	8.8
Private limousine/van tour	5.0	5.0	3.5	2.1	4.9	2.7	6.7	26.8
Self-guided	79.6	74.4	75.6	80.9	71.8	76.2	66.8	35.7
ALL RECREATION	90.8	80.6	90.9	85.7	40.4	84.1	38.2	65.1
Swimming/sunbathing/beach	83.0	71.0	82.8	75.8	22.9	72.4	28.2	60.2
Surfing/bodyboarding	26.6	20.5	29.7	22.1	3.6	14.4	2.9	14.6
Snorkeling/scuba diving	52.3	32.2	56.7	44.1	13.3	54.2	12.1	49.9
Jet skiing/parasailing/windsurfing	5.7	3.6	6.5	1.1	0.0	4.3	0.0	4.3
Golf	13.3	6.0	12.2	15.9	0.3	15.1	4.4	8.7
Running/jogging/fitness walking	39.5	32.6	37.8	37.7	8.4	33.4	16.2	23.2
Gym/health spa	16.0	10.1	13.2	13.1	1.2	18.0	7.7	21.7
Backpacking/hiking/camping	21.7	15.5	15.2	29.4	17.8	16.1	15.0	3.0
Sports event or tournament	4.8	5.4	2.6	1.6	1.3	2.3	0.0	0.0
ALL ENTERTAINMENT	79.1	71.4	78.1	69.4	25.7	61.6	38.1	50.0
Lunch/sunset/dinner/evening cruise	29.8	26.3	30.6	25.4	9.3	19.2	15.1	24.5
Lounge act/stage show	23.7	22.9	23.1	14.8	4.0	10.0	9.5	9.4
Nightclub/dancing/bar/karaoke	15.5	18.4	12.0	6.5	3.3	7.2	7.2	1.7
Fine dining	64.2	54.6	61.7	57.7	17.6	50.6	18.6	36.2
ALL SHOPPING	93.6	89.8	91.7	85.3	51.3	82.0	52.3	40.2
Department stores	48.2	52.6	36.2	33.6	20.9	35.7	0.0	5.9
Designer boutiques	42.7	32.3	46.2	38.0	9.1	29.5	12.9	5.3
Hotel stores	43.7	44.7	36.7	24.7	7.1	36.0	17.3	19.1
Swap meet	34.4	34.4	22.1	24.5	19.9	26.8	10.6	1.7
Discount/outlet stores	37.1	33.1	35.2	29.4	16.0	28.0	0.0	0.0
Supermarkets	69.8	47.2	74.3	68.2	28.2	60.2	29.9	6.7
Convenience stores	61.6	60.3	56.6	48.6	21.4	45.6	15.8	16.4
Duty free	5.4	5.3	3.4	4.5	2.8	2.2	0.0	0.0
ALL CULTURE	73.9	67.0	69.3	67.9	43.1	67.9	63.2	34.2
Historic site	54.2	49.2	41.0	51.9	40.1	55.6	59.0	15.7
Museum/art gallery	29.5	22.1	29.4	22.8	15.0	22.7	31.2	8.1
Polynesian show/luau	37.5	34.9	35.9	27.5	0.8	19.4	18.0	13.7
Art/craft fair	19.5	9.2	18.8	24.7	7.9	15.8	7.7	0.0
Festival	5.7	5.4	3.7	3.9	2.3	2.9	0.0	0.0
ALL TRANSPORTATION	85.7	81.5	84.0	82.3	44.2	73.3	59.9	34.9
Trolley	5.6	9.7	1.6	0.2	0.0	1.4	5.2	4.8
Public Bus	9.9	18.4	2.4	1.4	3.4	2.0	0.0	0.0
Taxi/limousine	13.9	21.4	5.9	2.1	4.0	7.2	0.0	21.6
Rental Car	76.9	60.6	80.5	80.2	39.0	69.1	54.7	16.2
MEETING	7.2	7.5	4.8	2.2	3.5	5.0	4.3	1.7
CONVENTION	3.3	3.3	0.7	1.2	0.0	2.9	0.0	5.0
INCENTIVE/REWARD	3.2	1.7	2.4	1.8	0.0	2.4	0.0	7.6

Table 5.2 2005 Activity Participation – U.S. West [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
All Sightseeing	82.9	78.4	86.6	85.0	85.2	81.9	86.5	49.8
Helicopter or plane tour	7.5	1.8	7.4	5.7	9.3	6.4	19.3	6.3
Boat, submarine, whale watching	27.3	13.8	33.5	28.9	3.0	18.8	27.2	17.2
Tour bus excursion	12.1	18.0	4.4	5.7	10.5	5.3	19.3	6.3
Private limousine/van tour	5.7	4.8	4.3	1.7	6.6	3.1	3.8	4.0
Self-guided	73.6	67.6	73.9	73.9	66.6	70.5	51.3	22.3
All Recreation	89.4	79.3	91.7	89.9	43.0	80.6	65.0	86.5
Swimming-sunbathing-beach	82.2	70.9	83.2	83.3	21.6	68.1	44.5	36.5
Surfing / bodyboarding	26.0	22.3	27.7	24.3	6.8	12.3	6.8	0.0
Snorkeling-scuba diving	49.8	28.0	57.4	54.4	15.1	45.0	20.8	55.2
Jet skiing-parasailing-windsurfing	4.9	3.2	7.3	0.5	0.4	0.9	0.0	0.0
Golf	14.1	6.3	15.0	14.6	3.7	16.6	12.2	17.3
Running-jogging-fitness walking	36.5	30.5	38.0	37.2	12.4	25.0	24.0	13.8
Gym-health spa	13.8	10.1	13.1	12.9	2.7	12.9	2.9	9.9
Backpacking-hiking-camping	21.8	14.7	17.1	32.6	20.9	15.6	12.7	3.8
Sports event or tournament	4.6	5.6	2.2	0.5	0.5	4.4	0.0	0.0
All Entertainment	78.4	70.0	80.8	71.7	32.2	64.5	48.6	30.3
Lunch-sunset-dinner-evening cruise	29.5	26.7	28.9	24.9	12.5	20.5	14.7	11.9
Lounge act-stage show	26.4	24.4	29.6	18.1	2.7	16.0	15.1	0.0
Nightclub-dancing-bar-karaoke	15.6	18.0	11.1	12.5	3.6	8.7	14.9	4.3
Fine dining	63.5	54.8	67.7	54.8	24.1	50.5	21.2	22.8
All Shopping	92.8	90.9	91.9	88.0	50.9	80.2	54.4	22.4
Department stores	48.8	57.7	36.0	29.9	20.6	28.8	3.8	0.0
Designer boutiques	40.2	29.7	44.9	39.3	11.1	33.9	6.7	0.0
Hotel stores	44.4	48.7	37.1	30.5	6.8	31.5	13.3	7.4
Swap meet	31.0	34.3	19.5	23.8	12.3	22.0	17.1	0.0
Discount/outlet stores	34.8	32.4	31.1	29.9	14.3	26.3	0.0	2.7
Supermarkets	67.6	43.7	74.6	74.8	29.2	50.9	44.7	9.9
Convenience stores	60.4	63.7	57.0	49.5	23.5	39.9	28.0	6.8
Duty free	6.9	10.6	3.4	2.9	0.6	1.9	0.0	0.0
All Culture	71.1	65.4	69.3	69.0	43.7	63.9	60.5	8.1
Historic site	51.9	50.1	39.1	48.8	36.7	53.0	54.1	8.1
Museum-art gallery	28.0	22.7	32.0	19.4	17.5	19.5	13.1	0.0
Polynesian show-luau	38.4	34.8	36.3	33.5	3.5	24.2	0.0	0.0
Art-craft fair	17.3	8.0	17.7	29.6	4.8	12.6	10.3	3.7
Festival	5.6	4.8	6.2	2.7	0.4	3.0	0.0	0.0
All Transportation	86.2	84.1	86.4	86.8	54.3	74.6	39.1	16.2
Trolley	6.4	9.9	3.0	0.5	0.4	1.5	0.0	5.7
Public Bus	10.6	20.9	2.2	1.2	1.7	1.1	0.0	0.0
Taxi-limousine	16.7	26.4	7.3	3.8	5.4	9.0	6.2	3.1
Rental Car	76.0	58.2	82.5	84.1	48.3	69.7	39.1	10.5
Meeting	10.7	13.4	7.5	3.6	6.1	5.6	6.4	0.0
Convention	5.3	6.9	1.6	3.6	0.5	2.0	0.0	0.0
Incentive/reward	3.4	1.5	2.5	2.5	0.0	4.7	0.0	0.0

Table 5.3 2006 Activity Participation – U.S. East [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	90.2	86.1	92.5	91.5	89.7	89.4	95.8	75.5
Helicopter or plane tour	17.3	3.2	8.0	26.2	13.1	10.0	13.3	6.9
Boat/submarine/whale watching	35.2	16.2	35.2	28.7	1.3	20.9	15.5	10.5
Tour bus excursion	25.1	28.0	21.5	23.8	30.6	24.3	26.3	20.6
Private limousine/van tour	8.9	5.8	6.1	5.3	7.3	7.7	12.7	13.1
Self-guided	76.8	64.6	68.1	61.0	48.5	57.6	50.3	30.1
ALL RECREATION	87.6	73.4	78.4	68.4	33.0	64.4	53.7	45.4
Swimming/sunbathing/beach	79.9	66.0	71.5	57.9	17.6	53.9	32.2	35.3
Surfing/bodyboarding	19.3	14.2	14.2	10.7	1.9	6.9	0.0	1.5
Snorkeling/scuba diving	44.8	24.8	38.1	30.6	7.2	36.5	34.9	27.7
Jet skiing/parasailing/windsurfing	4.3	2.6	4.6	0.3	0.0	1.4	0.0	0.0
Golf	12.6	4.7	11.1	10.6	0.6	10.3	2.4	10.9
Running/jogging/fitness walking	35.3	27.9	27.4	22.9	10.2	20.5	16.5	12.5
Gym/health spa	15.7	9.0	13.0	11.2	0.2	11.8	0.0	12.5
Backpacking/hiking/camping	26.9	17.1	17.4	21.4	20.4	16.9	15.4	3.0
Sports event or tournament	5.3	5.1	2.0	1.7	0.0	1.2	0.0	0.0
ALL ENTERTAINMENT	79.2	70.2	70.8	57.2	22.4	50.3	25.7	26.9
Lunch/sunset/dinner/evening cruise	34.6	28.1	29.4	23.1	11.7	21.3	15.1	17.2
Lounge act/stage show	31.0	24.9	26.0	15.1	4.0	14.5	0.0	0.0
Nightclub/dancing/bar/karaoke	18.0	17.3	12.1	8.7	3.2	6.8	0.0	1.5
Fine dining	63.7	53.4	56.5	45.5	11.1	38.0	10.6	20.4
ALL SHOPPING	92.8	87.7	83.9	74.2	42.0	70.3	35.5	32.2
Department stores	48.4	45.7	33.6	23.0	16.9	22.6	0.0	14.8
Designer boutiques	42.4	31.2	40.7	24.3	6.5	25.6	6.0	6.2
Hotel stores	52.8	48.8	39.1	24.3	5.0	30.3	20.0	12.9
Swap meet	33.9	32.2	13.1	16.0	11.9	13.1	8.8	0.0
Discount/outlet stores	37.5	30.5	28.4	27.3	12.6	21.6	0.0	6.4
Supermarkets	57.3	33.8	47.4	47.5	17.2	34.5	21.5	3.0
Convenience stores	60.0	55.0	47.3	38.7	19.1	32.6	19.4	5.2
Duty free	7.0	6.1	3.5	3.3	0.2	3.7	0.0	0.0
ALL CULTURE	80.6	76.0	68.3	54.3	45.7	55.8	43.2	23.0
Historic site	64.3	65.1	44.5	40.0	41.7	47.1	37.2	19.1
Museum/art gallery	28.9	22.8	22.3	12.8	16.1	11.0	8.7	9.8
Polynesian show/luau	51.3	40.0	40.9	23.3	3.9	20.1	0.0	0.0
Art/craft fair	16.7	8.5	12.3	13.9	6.7	6.2	6.0	2.2
Festival	5.1	4.1	3.2	1.4	1.0	1.1	0.0	0.0
ALL TRANSPORTATION	84.5	77.6	77.5	67.9	36.9	58.9	56.0	22.9
Trolley	9.7	11.8	3.9	1.1	1.2	2.2	0.0	0.0
Public Bus	15.6	22.6	4.1	2.3	2.8	2.4	8.8	8.6
Taxi/limousine	21.3	24.3	9.1	3.4	1.7	9.0	7.9	7.9
Rental Car	69.9	48.5	69.2	63.4	31.1	49.9	43.0	8.5
MEETING	7.7	7.4	2.9	1.8	0.5	3.3	0.0	0.0
CONVENTION	6.5	6.1	1.2	1.4	0.5	4.8	0.0	2.6
INCENTIVE/REWARD	4.2	1.0	4.1	1.9	0.4	3.3	0.0	2.4

Table 5.4 2005 Activity Participation – U.S. East [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
All Sightseeing	91.4	86.9	92.2	92.6	89.1	87.5	100.0	74.1
Helicopter or plane tour	16.4	2.8	13.6	18.1	12.5	19.6	22.2	11.1
Boat, submarine, whale watching	35.8	16.8	37.3	28.1	1.7	24.2	0.0	23.6
Tour bus excursion	23.7	26.8	16.3	18.1	29.4	19.2	22.2	10.1
Private limousine/van tour	8.7	6.3	5.4	2.5	3.4	3.2	0.0	27.1
Self-guided	79.0	66.6	72.1	70.4	54.1	67.2	77.8	36.8
All Recreation	91.3	77.6	84.1	73.4	35.0	69.0	37.5	64.4
Swimming-sunbathing-beach	83.3	69.2	76.1	61.8	16.7	51.0	25.5	24.5
Surfing / bodyboarding	18.8	14.5	15.4	9.3	0.5	6.6	3.7	3.8
Snorkeling-scuba diving	45.5	24.9	41.4	34.6	6.3	39.7	16.5	36.9
Jet skiing-parasailing-windsurfing	3.8	1.9	3.2	1.6	0.5	1.2	0.0	1.3
Golf	13.7	5.6	14.0	11.5	1.5	8.7	0.0	7.5
Running-jogging-fitness walking	35.1	28.4	26.4	24.5	8.9	19.9	13.8	1.3
Gym-health spa	16.8	9.2	16.8	9.2	2.2	9.7	3.7	5.7
Backpacking-hiking-camping	24.4	16.4	15.0	21.6	14.5	13.6	12.6	20.2
Sports event or tournament	4.8	4.5	2.6	0.5	0.0	2.1	0.0	1.3
All Entertainment	81.1	69.3	73.4	61.5	21.4	50.2	55.0	32.0
Lunch-sunset-dinner-evening cruise	34.0	25.1	30.7	24.4	9.1	20.9	39.8	30.4
Lounge act-stage show	33.7	26.1	29.0	14.4	1.7	12.2	7.0	4.3
Nightclub-dancing-bar-karaoke	17.4	16.1	12.1	6.0	2.2	7.8	5.1	4.3
Fine dining	65.7	50.4	59.4	49.8	11.1	37.0	13.3	8.7
All Shopping	94.0	88.5	85.0	76.3	45.5	70.1	27.9	10.3
Department stores	48.3	46.0	28.9	19.4	11.6	27.5	0.0	0.0
Designer boutiques	39.8	27.6	35.6	24.7	7.0	23.4	0.0	2.4
Hotel stores	53.7	49.8	39.3	26.7	5.4	23.8	15.8	0.0
Swap meet	35.2	32.0	15.8	18.7	7.8	12.7	9.0	0.0
Discount/outlet stores	38.2	29.7	32.4	22.4	12.6	26.6	0.0	1.3
Supermarkets	56.8	32.3	51.9	43.7	17.6	36.9	12.0	0.0
Convenience stores	61.2	57.5	49.4	38.4	17.9	35.5	6.8	6.6
Duty free	7.1	6.1	3.4	0.9	3.3	3.2	7.0	0.0
All Culture	82.5	78.0	73.5	60.1	42.2	56.3	33.1	9.0
Historic site	63.7	64.5	40.6	45.3	37.1	48.3	28.0	7.4
Museum-art gallery	29.3	23.2	23.9	17.0	9.5	13.5	0.0	2.5
Polynesian show-luau	56.0	42.6	48.1	22.6	1.6	19.1	12.0	2.5
Art-craft fair	17.1	7.4	15.6	14.0	6.5	10.3	0.0	0.0
Festival	5.2	4.5	3.6	1.3	0.0	1.4	0.0	1.6
All Transportation	88.0	80.8	80.3	71.7	38.9	64.5	36.8	12.4
Trolley	7.6	9.5	2.2	0.9	0.4	1.0	0.0	0.0
Public Bus	17.3	24.7	4.1	2.4	3.9	2.2	0.0	1.6
Taxi-limousine	21.1	27.2	7.0	4.2	1.9	4.2	8.9	4.7
Rental Car	74.0	52.3	73.1	68.3	33.1	59.8	27.9	6.1
Meeting	7.3	8.4	3.7	2.1	0.8	2.2	0.0	2.2
Convention	9.0	9.9	3.5	1.8	0.4	2.6	0.0	0.0
Incentive/reward	4.4	2.3	5.8	1.9	3.1	4.5	0.0	2.2

Table 5.5 2006 Activity Participation – Japan [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	92.0	88.8	90.3	97.5	89.8	91.3	100.0	52.4
Helicopter or plane tour	4.4	2.4	5.9	8.3	6.4	3.6	71.0	10.1
Boat/submarine/whale watching	18.3	16.7	14.8	6.1	2.0	3.6	0.0	12.3
Tour bus excursion	46.1	39.7	47.8	67.7	62.6	56.6	0.0	10.1
Private limousine/van tour	16.8	15.1	7.6	6.8	8.3	12.9	0.0	0.0
Self-guided	55.1	53.8	32.3	20.4	17.6	27.2	42.4	19.9
ALL RECREATION	80.7	77.8	51.9	24.6	14.8	49.3	20.9	89.9
Swimming/sunbathing/beach	66.3	63.9	31.5	16.0	8.1	35.7	20.9	49.2
Surfing/bodyboarding	7.4	7.0	5.3	3.0	0.0	1.9	0.0	0.0
Snorkeling/scuba diving	18.6	17.0	11.5	6.1	1.1	9.6	0.0	0.0
Jet skiing/parasailing/windsurfing	4.9	4.7	2.7	0.0	0.0	0.1	0.0	0.0
Golf	8.9	6.8	12.7	4.2	1.2	13.1	0.0	57.6
Running/jogging/fitness walking	20.9	19.7	12.1	4.7	2.5	11.1	20.9	0.0
Gym/health spa	6.6	5.6	5.7	0.7	0.1	5.2	0.0	0.0
Backpacking/hiking/camping	7.4	6.5	4.9	7.1	4.2	2.9	0.0	0.0
Sports event or tournament	3.8	3.5	3.1	0.0	0.0	0.8	0.0	0.0
ALL ENTERTAINMENT	87.7	87.9	64.2	45.0	36.4	57.2	72.8	54.2
Lunch/sunset/dinner/evening cruise	57.7	57.2	28.2	17.2	12.0	23.9	25.0	29.3
Lounge act/stage show	24.2	23.1	12.0	5.7	3.5	8.5	0.0	29.3
Nightclub/dancing/bar/karaoke	7.7	7.0	5.2	3.9	1.2	3.3	0.0	12.3
Fine dining	73.1	72.5	50.8	34.3	30.2	48.0	47.8	54.2
ALL SHOPPING	98.3	99.1	62.2	42.8	31.6	64.9	32.5	24.5
Department stores	55.1	56.7	8.5	3.7	2.0	4.1	0.0	0.0
Designer boutiques	61.4	62.5	15.8	2.3	4.5	8.0	11.6	0.0
Hotel stores	51.6	49.3	19.0	8.0	4.9	35.0	0.0	24.5
Swap meet	15.4	14.4	8.2	8.0	3.8	4.5	0.0	0.0
Discount/outlet stores	43.6	42.7	15.1	4.7	6.1	10.4	0.0	0.0
Supermarkets	59.1	56.2	32.6	23.8	12.1	28.5	0.0	0.0
Convenience stores	79.5	80.5	30.6	9.6	6.7	21.7	20.9	0.0
Duty free	80.6	82.2	10.8	3.3	4.8	16.4	0.0	0.0
ALL CULTURE	55.7	52.7	34.3	22.2	24.7	32.7	20.9	0.0
Historic site	28.4	25.1	22.9	16.3	19.2	22.3	20.9	0.0
Museum/art gallery	18.4	17.5	7.8	1.0	6.8	4.6	0.0	0.0
Polynesian show/luau	28.0	26.1	9.9	3.7	4.0	10.5	0.0	0.0
Art/craft fair	3.8	3.2	3.6	4.7	0.1	0.7	0.0	0.0
Festival	5.9	5.7	3.5	0.0	0.3	0.7	0.0	0.0
ALL TRANSPORTATION	92.1	92.6	47.0	23.9	18.1	43.8	20.9	12.3
Trolley	65.0	67.4	7.6	2.0	2.3	4.3	0.0	0.0
Public Bus	24.1	24.7	2.4	1.0	1.1	1.1	0.0	0.0
Taxi/limousine	44.5	44.0	20.8	5.0	3.3	15.2	0.0	0.0
Rental Car	17.7	13.5	20.9	16.4	13.1	25.8	20.9	12.3
MEETING	1.9	1.7	1.9	0.9	0.3	0.4	0.0	0.0
CONVENTION	1.5	1.5	0.7	0.0	0.2	0.0	0.0	0.0
INCENTIVE/REWARD	3.2	3.1	0.6	1.0	0.2	2.1	0.0	0.0

Table 5.6 2005 Activity Participation – Japan [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
All Sightseeing	91.9	88.5	91.7	94.8	91.4	90.8	70.8	100.0
Helicopter or plane tour	15.0	3.0	5.6	68.9	7.7	58.6	30.0	0.0
Boat, submarine, whale watching	18.7	16.6	12.7	10.5	2.5	6.4	0.0	0.0
Tour bus excursion	44.9	37.3	43.2	68.9	68.1	58.1	30.0	0.0
Private limousine/van tour	16.8	14.3	9.7	3.7	5.4	14.4	40.8	0.0
Self-guided	55.8	54.0	36.9	22.7	16.3	23.4	0.0	100.0
All Recreation	83.1	79.7	53.8	30.8	16.4	50.6	70.8	84.0
Swimming-sunbathing-beach	71.5	68.0	41.4	27.1	7.0	37.8	40.8	84.0
Surfing / bodyboarding	9.0	8.6	4.4	1.5	0.6	0.9	0.0	0.0
Snorkeling-scuba diving	19.5	18.0	10.4	10.4	2.7	9.1	0.0	23.3
Jet skiing-parasailing-windsurfing	4.9	4.9	1.1	0.6	0.0	0.3	0.0	0.0
Golf	8.4	6.2	10.8	5.3	2.2	10.9	0.0	67.9
Running-jogging-fitness walking	20.0	18.7	9.6	7.9	3.5	12.2	0.0	23.3
Gym-health spa	7.5	6.6	3.5	1.6	1.2	6.3	0.0	0.0
Backpacking-hiking-camping	7.7	6.7	3.8	2.6	3.0	3.3	0.0	0.0
Sports event or tournament	2.5	2.2	1.8	0.0	0.5	0.4	30.0	0.0
All Entertainment	88.5	88.4	64.6	53.0	40.7	62.3	100.0	76.7
Lunch-sunset-dinner-evening cruise	49.8	49.7	18.9	16.3	10.4	18.4	40.8	16.0
Lounge act-stage show	24.0	23.0	8.0	4.5	2.5	8.5	0.0	0.0
Nightclub-dancing-bar-karaoke	5.5	5.2	0.9	3.2	0.3	1.5	0.0	0.0
Fine dining	77.1	76.5	56.1	45.8	35.5	56.3	100.0	76.7
All Shopping	99.1	99.5	64.9	39.4	28.8	64.2	30.0	0.0
Department stores	54.3	55.8	3.8	1.5	3.4	5.8	0.0	0.0
Designer boutiques	64.1	64.9	18.4	1.2	2.2	11.9	0.0	0.0
Hotel stores	51.2	48.7	26.9	13.7	9.4	32.1	0.0	0.0
Swap meet	12.3	11.7	4.3	7.4	3.2	3.0	30.0	0.0
Discount/outlet stores	40.8	40.3	14.5	7.6	4.6	9.6	0.0	0.0
Supermarkets	59.5	56.6	35.4	25.8	13.2	26.0	0.0	0.0
Convenience stores	80.4	81.0	31.7	16.9	10.8	25.2	0.0	0.0
Duty free	82.3	83.8	9.1	2.3	4.5	19.0	0.0	0.0
All Culture	53.1	50.1	26.9	33.7	21.6	30.7	0.0	0.0
Historic site	26.0	23.3	16.2	24.7	17.2	19.6	0.0	0.0
Museum-art gallery	17.5	16.4	5.7	5.6	4.4	6.5	0.0	0.0
Polynesian show-luau	25.7	24.2	8.3	9.5	2.7	9.0	0.0	0.0
Art-craft fair	2.8	2.6	1.5	3.2	0.0	0.8	0.0	0.0
Festival	5.4	5.1	2.3	0.7	1.2	0.7	0.0	0.0
All Transportation	92.9	92.9	52.7	29.0	16.0	40.6	40.8	16.2
Trolley	65.3	67.4	7.9	0.0	1.2	6.9	0.0	0.0
Public Bus	24.9	25.5	4.4	0.7	0.6	2.3	0.0	0.0
Taxi-limousine	44.6	43.3	21.2	8.7	4.7	17.3	40.8	0.0
Rental Car	17.0	12.9	27.1	22.9	9.5	18.3	0.0	16.2
Meeting	2.3	1.9	0.4	1.0	0.3	1.5	0.0	0.0
Convention	1.1	0.9	0.2	0.0	0.9	0.4	0.0	0.0
Incentive/reward	3.2	3.1	0.5	0.5	0.3	1.9	0.0	0.0

Table 5.7 2006 Activity Participation – Canada [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	93.8	88.4	93.4	93.8	89.6	91.7	85.2	74.6
Helicopter or plane tour	14.5	2.7	9.0	21.1	9.2	6.8	13.8	0.0
Boat/submarine/whale watching	33.3	16.0	32.8	22.7	1.7	21.6	14.0	30.7
Tour bus excursion	24.9	31.4	18.0	21.3	27.7	23.0	3.1	17.6
Private limousine/van tour	9.5	7.5	6.0	4.7	5.7	3.6	5.1	29.9
Self-guided	81.3	66.0	74.3	66.8	53.6	67.8	58.4	18.7
ALL RECREATION	93.7	83.2	84.7	68.2	38.1	70.9	59.5	67.3
Swimming/sunbathing/beach	88.9	77.7	78.4	59.0	19.5	60.1	39.5	42.7
Surfing/bodyboarding	27.5	20.0	22.2	15.0	2.3	13.0	9.2	7.7
Snorkeling/scuba diving	52.1	32.6	46.6	30.8	8.6	44.8	14.0	40.7
Jet skiing/parasailing/windsurfing	2.5	2.0	1.7	0.4	0.0	1.3	0.0	2.1
Golf	15.3	4.1	16.5	14.0	2.8	9.7	19.7	30.3
Running/jogging/fitness walking	45.7	36.3	38.1	28.8	12.0	28.5	20.9	12.2
Gym/health spa	12.7	8.0	10.3	7.0	0.6	8.9	0.0	0.0
Backpacking/hiking/camping	20.6	14.7	14.3	19.3	18.5	10.1	5.1	0.0
Sports event or tournament	6.3	5.9	3.2	1.1	0.8	3.5	5.0	0.0
ALL ENTERTAINMENT	80.9	71.7	67.5	55.9	20.6	46.5	38.3	39.1
Lunch/sunset/dinner/evening cruise	34.0	28.0	26.1	25.0	9.6	20.9	10.4	10.5
Lounge act/stage show	34.5	27.9	28.4	18.7	2.2	12.9	5.0	0.0
Nightclub/dancing/bar/karaoke	15.0	13.8	9.5	7.2	1.5	5.8	5.0	0.0
Fine dining	60.4	51.2	47.4	40.6	12.6	31.2	35.4	33.7
ALL SHOPPING	97.1	93.7	88.3	74.8	48.7	76.6	51.7	40.6
Department stores	68.9	65.2	46.9	37.7	19.1	37.3	24.9	6.6
Designer boutiques	47.2	34.2	43.7	25.9	6.5	25.5	0.0	12.5
Hotel stores	48.7	45.4	31.5	22.9	4.7	27.2	17.1	21.1
Swap meet	42.4	38.8	25.3	19.7	8.5	22.1	14.2	0.0
Discount/outlet stores	40.4	37.9	29.6	19.2	7.7	19.4	0.0	5.5
Supermarkets	73.6	53.4	62.8	53.1	21.3	46.6	38.8	10.7
Convenience stores	71.3	70.2	55.1	43.8	21.4	44.1	12.6	5.5
Duty free	9.7	9.9	5.3	4.0	1.0	1.7	0.0	0.0
ALL CULTURE	82.5	72.4	71.2	57.7	36.0	58.6	58.2	23.6
Historic site	61.3	52.6	43.6	42.3	31.8	50.9	51.6	19.1
Museum/art gallery	29.4	19.8	25.3	17.6	4.6	13.3	19.2	5.5
Polynesian show/luau	52.0	43.2	37.7	28.4	3.0	22.1	0.0	4.5
Art/craft fair	17.9	10.4	13.0	14.9	4.1	8.9	23.7	0.0
Festival	6.2	5.9	3.2	1.3	0.5	2.3	5.0	0.0
ALL TRANSPORTATION	91.8	85.9	82.2	66.5	42.6	66.4	46.4	24.4
Trolley	15.0	22.1	4.8	0.5	0.3	0.9	0.0	6.4
Public Bus	28.0	44.1	4.8	1.8	1.9	2.7	0.0	5.2
Taxi/limousine	29.1	39.0	11.2	5.9	4.9	7.6	0.0	7.6
Rental Car	69.4	38.9	74.0	63.6	37.2	61.0	46.4	10.8
MEETING	3.4	2.7	2.3	0.5	0.4	1.1	0.0	0.0
CONVENTION	5.1	4.0	2.7	0.8	0.6	3.3	0.0	0.0
INCENTIVE/REWARD	3.3	1.7	2.7	0.9	1.3	0.9	0.0	6.4

Table 5.8 2005 Activity Participation – Canada [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
All Sightseeing	94.0	89.6	91.9	89.4	89.2	87.1	86.5	71.0
Helicopter or plane tour	15.9	3.5	7.8	26.1	11.2	22.2	10.7	12.9
Boat, submarine, whale watching	34.7	17.5	32.2	23.1	2.9	19.1	0.0	18.0
Tour bus excursion	27.9	33.8	18.6	26.1	33.1	21.4	10.7	9.6
Private limousine/van tour	9.9	6.6	6.6	7.1	8.0	6.0	25.1	12.5
Self-guided	81.9	69.3	72.0	57.0	47.0	61.6	50.7	31.9
All Recreation	92.8	83.5	85.3	70.3	37.1	66.7	39.3	56.3
Swimming-sunbathing-beach	87.2	77.2	76.2	57.6	17.3	53.1	13.0	21.4
Surfing / bodyboarding	30.9	19.3	29.1	15.8	3.6	11.4	6.1	4.1
Snorkeling-scuba diving	52.0	30.9	46.3	33.8	7.9	39.1	11.4	24.8
Jet skiing-parasailing-windsurfing	4.0	2.6	3.1	0.4	1.1	2.2	6.1	0.0
Golf	16.3	7.1	17.0	12.3	1.1	9.7	8.2	12.8
Running-jogging-fitness walking	43.3	34.2	37.2	27.3	13.4	22.7	30.7	11.5
Gym-health spa	9.8	5.7	8.3	5.7	1.0	5.3	0.0	4.6
Backpacking-hiking-camping	21.2	14.8	13.7	15.7	18.3	14.1	13.3	1.4
Sports event or tournament	7.9	7.2	4.1	1.3	1.3	5.3	0.0	3.3
All Entertainment	79.4	71.9	69.8	49.6	16.2	45.0	28.0	21.1
Lunch-sunset-dinner-evening cruise	36.4	31.9	29.8	22.4	7.3	21.9	14.9	16.8
Lounge act-stage show	36.2	31.1	25.2	20.2	3.0	12.6	8.9	3.8
Nightclub-dancing-bar-karaoke	15.1	15.4	8.4	7.6	1.2	5.6	0.0	0.0
Fine dining	58.7	50.2	48.1	29.8	9.3	28.4	7.3	8.2
All Shopping	97.1	94.1	87.8	71.9	45.7	69.0	33.9	27.1
Department stores	66.6	63.6	45.7	36.2	21.8	36.0	10.3	10.4
Designer boutiques	44.2	34.1	41.2	24.4	5.5	17.6	0.0	5.9
Hotel stores	44.5	47.7	27.9	15.8	2.5	16.2	4.2	4.4
Swap meet	42.6	40.4	25.9	17.5	7.4	16.7	10.0	0.0
Discount/outlet stores	46.4	42.1	36.4	25.8	14.1	28.2	10.3	7.6
Supermarkets	69.2	48.7	63.1	43.0	13.0	37.3	14.2	1.3
Convenience stores	69.6	69.6	53.4	35.7	18.3	37.0	17.9	7.9
Duty free	10.5	10.2	5.5	5.3	0.4	3.3	6.1	2.8
All Culture	81.9	74.9	67.9	53.9	36.3	54.8	48.5	14.4
Historic site	61.7	56.5	45.3	39.4	31.2	46.1	37.3	7.0
Museum-art gallery	30.4	22.2	25.2	11.3	9.9	17.8	7.0	8.6
Polynesian show-luau	51.8	47.6	33.4	22.6	1.9	17.8	3.0	0.0
Art-craft fair	18.7	10.4	15.6	16.4	3.4	9.1	10.6	5.4
Festival	5.7	5.4	2.8	1.6	1.2	2.2	0.0	0.0
All Transportation	90.9	85.2	79.8	56.2	32.5	57.1	32.7	28.4
Trolley	12.5	17.6	3.3	0.6	0.2	0.5	0.0	4.3
Public Bus	28.4	42.5	3.2	2.0	2.8	4.2	0.0	14.1
Taxi-limousine	28.5	37.4	10.9	7.4	3.8	4.8	0.0	5.5
Rental Car	68.4	42.5	72.2	49.6	27.0	51.6	32.7	11.9
Meeting	3.7	2.8	3.2	0.2	0.4	2.3	0.0	3.0
Convention	4.1	4.1	1.4	1.8	0.2	2.1	0.0	3.0
Incentive/reward	3.0	1.7	2.9	2.5	1.4	3.5	0.0	4.8

Table 5.9 2006 Activity Participation – Europe [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LANA'I
ALL SIGHTSEEING	94.0	90.1	92.7	92.3	92.0	93.0	95.3	70.2
Helicopter or plane tour	17.3	4.8	10.0	23.6	14.8	10.3	0.0	1.4
Boat/submarine/whale watching	29.3	16.5	30.0	14.8	3.2	12.8	22.3	24.1
Tour bus excursion	36.1	39.0	18.9	19.8	24.3	20.7	18.6	26.0
Private limousine/van tour	13.8	10.6	13.6	8.8	8.5	9.3	5.9	6.8
Self-guided	72.3	63.0	69.0	67.2	59.5	69.6	63.3	22.7
ALL RECREATION	91.4	84.4	83.0	73.6	39.1	69.2	60.6	43.4
Swimming/sunbathing/beach	87.0	80.1	76.9	66.9	20.5	59.8	47.1	40.0
Surfing/bodyboarding	20.4	16.8	18.3	10.7	1.4	6.9	9.5	0.0
Snorkeling/scuba diving	37.3	22.9	38.1	27.2	6.7	34.9	27.4	16.7
Jet skiing/parasailing/windsurfing	3.9	2.3	5.0	0.5	0.0	1.5	0.0	0.0
Golf	5.8	3.1	6.3	3.7	0.8	4.6	3.4	4.2
Running/jogging/fitness walking	25.2	22.0	18.9	17.0	5.8	15.3	14.1	9.6
Gym/health spa	10.6	7.7	6.6	5.8	2.1	6.7	0.0	5.1
Backpacking/hiking/camping	18.0	10.6	14.9	22.7	23.9	17.5	25.2	7.6
Sports event or tournament	5.8	4.4	2.7	1.8	0.5	5.1	0.0	0.0
ALL ENTERTAINMENT	79.4	73.6	66.2	56.4	27.6	53.5	27.2	30.5
Lunch/sunset/dinner/evening cruise	39.4	34.5	31.4	26.4	14.0	25.1	11.9	21.7
Lounge act/stage show	26.8	23.0	17.1	12.2	3.6	8.2	9.8	10.7
Nightclub/dancing/bar/karaoke	21.6	22.1	11.1	8.6	1.9	9.7	0.0	4.3
Fine dining	59.1	51.0	46.3	39.4	15.1	36.4	13.6	8.0
ALL SHOPPING	96.1	93.6	85.7	79.2	54.9	74.1	74.3	23.7
Department stores	70.5	72.8	44.8	34.2	23.8	34.1	18.8	11.2
Designer boutiques	41.1	37.5	30.4	13.9	5.9	17.2	0.0	3.4
Hotel stores	49.2	46.7	28.1	18.1	4.4	23.5	14.4	6.3
Swap meet	26.5	26.1	13.2	6.9	7.3	9.5	3.4	0.0
Discount/outlet stores	34.3	34.1	18.3	12.4	8.7	13.0	3.7	2.8
Supermarkets	74.8	62.7	66.5	61.5	38.2	58.0	59.7	5.4
Convenience stores	53.9	53.5	31.6	30.5	16.5	28.9	11.8	6.2
Duty free	16.4	17.0	6.7	3.9	1.6	4.9	0.0	2.9
ALL CULTURE	80.2	76.4	62.6	52.0	41.0	55.9	42.0	16.1
Historic site	63.7	60.6	43.4	39.6	34.1	49.7	36.6	9.7
Museum/art gallery	27.4	23.4	19.9	10.3	12.7	10.6	1.6	2.9
Polynesian show/luau	42.4	36.0	25.5	21.4	3.9	13.8	0.0	6.4
Art/craft fair	13.3	9.5	10.3	8.8	3.4	5.5	11.1	0.0
Festival	6.8	5.7	4.2	0.9	1.9	1.7	5.7	0.0
ALL TRANSPORTATION	91.1	87.3	81.2	74.3	52.4	72.2	59.7	18.5
Trolley	19.8	23.1	6.7	2.0	1.6	2.3	0.0	1.2
Public Bus	39.0	47.0	12.0	4.0	2.9	4.9	0.0	6.6
Taxi/limousine	37.6	39.2	17.6	12.5	5.2	11.8	10.5	4.9
Rental Car	54.3	34.4	65.3	65.8	46.0	61.7	55.1	8.7
MEETING	4.7	4.0	1.3	0.8	0.1	3.0	0.0	0.0
CONVENTION	4.4	4.1	0.9	0.4	0.0	2.0	0.0	0.0
INCENTIVE/REWARD	2.9	1.3	1.5	0.9	0.7	1.6	0.0	1.2

Table 5.10 2005 Activity Participation – Europe [Percentage of Visitors by Island]

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
All Sightseeing	93.4	90.5	91.7	91.7	91.7	90.4	92.3	82.2
Helicopter or plane tour	17.4	5.9	7.6	19.0	9.7	22.4	4.9	29.2
Boat, submarine, whale watching	31.5	18.8	32.0	16.7	3.3	13.6	7.7	10.7
Tour bus excursion	37.2	38.5	19.3	19.0	25.7	22.0	4.9	29.2
Private limousine/van tour	16.0	12.3	13.0	12.0	9.8	10.8	30.4	11.1
Self-guided	68.8	59.6	66.8	66.9	60.6	67.5	67.0	40.0
All Recreation	91.3	85.5	81.0	76.8	38.4	70.7	68.5	43.4
Swimming-sunbathing-beach	87.5	82.9	73.8	70.6	21.8	63.5	65.8	41.8
Surfing / bodyboarding	20.0	15.8	16.4	11.1	2.4	6.7	3.1	2.5
Snorkeling-scuba diving	39.2	26.3	38.0	29.6	7.6	34.5	39.5	19.7
Jet skiing-parasailing-windsurfing	2.8	1.5	3.5	0.2	0.2	0.6	0.0	0.0
Golf	5.5	2.8	5.6	3.8	0.2	4.4	0.0	1.5
Running-jogging-fitness walking	21.2	16.8	14.6	13.2	4.5	11.8	10.8	5.4
Gym-health spa	9.1	6.2	6.7	4.2	1.4	6.9	0.0	0.0
Backpacking-hiking-camping	16.5	7.9	15.8	21.5	24.2	14.4	11.6	7.2
Sports event or tournament	4.5	3.7	2.3	0.4	0.1	3.7	0.0	0.0
All Entertainment	79.0	74.5	62.9	53.2	21.6	51.6	41.3	24.0
Lunch-sunset-dinner-evening cruise	40.8	36.6	31.6	26.8	14.3	29.9	26.2	17.2
Lounge act-stage show	25.8	22.3	13.6	11.9	1.3	8.8	2.0	1.7
Nightclub-dancing-bar-karaoke	21.7	23.7	9.6	5.8	2.4	7.9	21.2	2.4
Fine dining	55.3	49.0	42.5	32.8	8.8	33.4	18.1	7.5
All Shopping	95.9	94.6	85.9	74.8	55.3	76.7	74.0	29.8
Department stores	70.5	71.8	43.1	31.3	25.6	33.1	3.2	5.8
Designer boutiques	40.1	36.8	27.7	15.1	5.6	15.6	6.4	0.0
Hotel stores	49.3	48.0	25.0	15.8	3.7	23.0	0.0	5.1
Swap meet	26.0	24.7	11.5	8.4	6.1	9.1	9.1	2.4
Discount/outlet stores	34.4	32.7	21.2	10.6	8.1	16.3	11.6	8.4
Supermarkets	70.6	61.0	61.3	55.7	36.5	54.4	47.4	11.4
Convenience stores	50.8	51.9	31.1	25.3	14.0	21.1	20.2	0.0
Duty free	17.1	18.1	7.4	4.3	2.3	5.1	0.0	0.0
All Culture	78.3	73.8	55.3	52.8	37.4	59.7	39.7	9.4
Historic site	59.9	56.5	37.7	38.4	31.8	50.2	35.2	9.4
Museum-art gallery	28.0	23.1	17.4	12.9	12.6	14.3	6.1	3.9
Polynesian show-luau	42.7	37.6	23.6	21.4	1.9	14.7	4.5	2.4
Art-craft fair	11.5	7.1	9.1	8.6	2.1	4.7	2.7	0.0
Festival	6.2	6.3	2.5	0.5	0.6	1.6	0.0	0.0
All Transportation	90.7	87.6	79.9	71.9	53.4	72.3	58.0	22.4
Trolley	19.2	23.1	5.3	0.5	1.2	2.6	0.0	0.0
Public Bus	38.4	45.7	10.4	3.1	2.0	5.8	0.0	3.3
Taxi-limousine	39.4	40.4	18.0	10.9	4.0	12.6	6.3	10.8
Rental Car	52.1	33.7	64.1	64.1	47.9	62.5	55.1	10.2
Meeting	4.4	3.4	1.6	1.6	1.1	2.4	0.0	0.0
Convention	3.9	3.9	0.7	0.5	0.8	1.3	0.0	0.0
Incentive/reward	1.8	0.2	1.2	0.8	0.2	3.7	0.0	0.0

Table 5.11 2006 Activity Participation by Lifestage – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	96.0	87.2	87.1	84.2	87.2	94.3	84.7
Helicopter or plane tour	15.4	9.6	9.4	10.5	9.6	13.6	9.1
Boat/submarine/whale watching	33.4	34.6	27.5	26.4	20.5	40.5	23.2
Tour bus excursion	16.9	9.0	12.3	10.8	12.0	22.4	8.1
Private limousine/van tour	6.2	5.3	3.6	3.1	6.7	6.7	4.5
Self-guided	86.6	79.4	79.6	77.7	80.3	83.0	78.6
ALL RECREATION	93.4	97.6	95.2	90.6	83.9	94.5	89.8
Swimming/sunbathing/beach	91.6	94.2	91.6	83.9	69.3	88.3	81.5
Surfing/bodyboarding	21.7	45.9	34.1	23.5	12.8	22.3	27.8
Snorkeling/scuba diving	62.5	65.6	66.9	51.0	36.5	57.1	51.0
Jet skiing/parasailing/windsurfing	10.8	7.0	5.6	4.8	4.7	5.4	5.7
Golf	6.5	14.6	7.4	10.1	18.5	7.7	14.9
Running/jogging/fitness walking	23.6	40.3	30.3	43.6	40.9	29.7	42.2
Gym/health spa	13.1	17.5	14.7	18.1	14.0	9.2	17.9
Backpacking/hiking/camping	35.5	24.3	30.6	23.3	12.9	27.9	19.9
Sports event or tournament	0.6	3.9	5.8	4.3	6.1	3.4	5.2
ALL ENTERTAINMENT	88.1	76.3	81.3	78.8	79.4	78.4	79.3
Lunch/sunset/dinner/evening cruise	49.7	28.8	35.7	29.2	26.2	38.9	27.3
Lounge act/stage show	29.1	30.2	20.0	21.2	21.6	32.7	21.2
Nightclub/dancing/bar/karaoke	22.0	10.0	36.9	16.1	10.0	20.8	14.0
Fine dining	62.9	59.8	64.1	63.8	68.1	58.8	65.7
ALL SHOPPING	96.7	97.9	91.5	91.9	92.3	94.8	93.3
Department stores	45.2	48.5	50.0	46.3	49.2	50.9	47.4
Designer boutiques	43.6	45.8	42.1	45.5	38.0	40.8	43.2
Hotel stores	33.9	46.8	44.5	43.7	42.4	44.2	43.6
Swap meet	33.0	36.1	39.6	33.5	32.1	37.1	33.7
Discount/outlet stores	34.7	39.8	28.4	39.1	36.9	36.6	37.2
Supermarkets	65.9	78.8	64.1	67.9	67.4	63.8	71.4
Convenience stores	66.8	64.9	68.3	62.9	54.9	63.5	61.1
Duty free	12.7	6.6	4.2	6.4	3.1	7.9	4.7
ALL CULTURE	83.3	81.0	74.9	67.6	72.5	87.5	70.1
Historic site	54.8	57.8	55.9	51.7	53.1	66.2	50.9
Museum/art gallery	11.8	31.6	20.4	29.5	33.9	30.6	29.2
Polynesian show/luau	57.6	51.5	42.9	29.2	29.5	63.6	30.3
Art/craft fair	13.9	17.9	13.0	18.7	24.6	15.0	20.8
Festival	5.4	5.9	4.7	5.1	6.4	3.0	6.4
ALL TRANSPORTATION	92.0	89.3	74.5	84.1	87.7	85.5	85.7
Trolley	8.8	5.8	4.8	5.1	5.9	6.1	5.5
Public Bus	9.3	6.7	13.1	8.8	12.3	11.4	9.5
Taxi/limousine	8.5	11.6	19.6	14.0	14.2	18.6	12.6
Rental Car	84.4	85.0	63.4	75.0	76.7	73.4	77.9
MEETING	1.0	2.8	3.9	10.3	10.0	4.1	8.1
CONVENTION	0.0	1.7	1.7	4.8	4.3	3.6	3.2
INCENTIVE/REWARD	1.0	2.8	2.3	4.1	3.3	4.6	2.8

Table 5.12 2005 Activity Participation by Lifestage – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First timers	Repeat visitors
All Sightseeing	89.8	83.5	84.5	79.7	84.6	88.7	81.5
Helicopter or plane tour	17.2	6.7	6.7	6.4	8.5	8.6	7.2
Boat, submarine, whale watching	40.4	33.0	27.1	27.0	23.4	33.1	26.3
Tour bus excursion	8.3	12.0	13.5	9.5	14.1	21.1	9.4
Private limousine/van tour	10.4	8.0	5.3	4.4	5.6	8.3	5.2
Self-guided	78.0	72.5	76.8	72.6	73.8	75.9	73.1
All Recreation	98.6	98.4	93.3	89.4	81.3	89.9	89.8
Swimming-sunbathing-beach	83.6	96.0	88.7	81.3	71.0	82.7	82.5
Surfing / bodyboarding	19.0	46.2	27.8	27.4	10.9	23.6	27.1
Snorkeling-scuba diving	64.4	63.6	64.2	50.0	32.8	61.5	47.3
Jet skiing-parasailing-windsurfing	9.4	8.4	5.3	3.1	3.6	4.6	5.0
Golf	11.7	13.6	8.8	13.3	17.9	10.8	14.9
Running-jogging-fitness walking	26.0	40.8	32.0	36.7	37.1	29.1	38.8
Gym-health spa	18.3	16.4	13.0	16.0	9.6	12.9	14.1
Backpacking-hiking-camping	36.8	20.2	40.4	25.7	8.9	28.3	20.1
Sports event or tournament	4.9	4.2	5.5	5.4	3.9	4.0	4.9
All Entertainment	96.1	75.5	81.0	75.8	80.7	79.1	78.4
Lunch-sunset-dinner-evening cruise	49.9	25.6	31.5	28.3	31.7	33.8	28.8
Lounge act-stage show	31.0	27.6	22.9	23.6	29.8	31.2	25.2
Nightclub-dancing-bar-karaoke	22.1	11.2	28.4	17.6	10.2	17.6	15.0
Fine dining	71.4	57.9	66.0	64.2	65.4	57.8	65.2
All Shopping	95.8	94.3	94.8	92.6	91.6	94.3	92.8
Department stores	30.3	47.8	52.0	50.3	49.5	44.9	50.2
Designer boutiques	53.0	42.4	40.7	40.2	37.1	41.4	40.0
Hotel stores	50.8	43.9	39.3	46.6	44.7	42.5	45.2
Swap meet	37.4	29.2	41.2	32.8	25.5	38.9	29.0
Discount/outlet stores	28.7	35.2	26.0	38.2	36.3	36.0	34.8
Supermarkets	75.7	73.2	66.3	66.6	65.7	64.5	69.0
Convenience stores	65.4	60.7	66.0	64.9	54.2	57.5	61.9
Duty free	5.0	6.6	7.7	10.2	3.6	9.5	6.2
All Culture	89.2	78.1	71.1	66.9	68.3	80.1	68.7
Historic site	67.9	51.8	52.6	51.3	49.9	59.0	49.8
Museum-art gallery	35.7	30.7	19.4	26.2	30.5	22.5	29.4
Polynesian show-luau	55.9	44.7	42.2	36.2	33.6	58.7	33.4
Art-craft fair	27.5	13.8	10.6	21.8	17.2	14.4	18.1
Festival	6.8	9.1	3.5	5.1	4.2	3.8	6.0
All Transportation	97.4	85.0	84.3	87.8	85.9	86.9	86.4
Trolley	3.5	5.1	4.9	6.8	8.0	9.2	5.7
Public Bus	2.3	6.9	11.3	11.2	13.2	13.0	9.9
Taxi-limousine	17.7	12.0	22.6	21.3	13.2	18.1	16.6
Rental Car	96.0	79.8	71.8	74.5	75.1	73.2	77.0
Meeting	3.1	5.0	7.4	17.1	11.0	6.0	12.2
Convention	0.0	2.7	3.1	8.5	5.7	5.8	5.3
Incentive/reward	3.2	3.3	3.2	4.1	3.2	2.9	3.7

Table 5.13 2006 Activity Participation by Lifestage – U.S. East [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	98.6	90.4	89.2	90.8	88.0	93.2	87.6
Helicopter or plane tour	36.3	14.3	15.1	17.0	15.7	21.4	13.8
Boat/submarine/whale watching	41.7	39.7	33.5	36.9	30.3	38.6	32.3
Tour bus excursion	34.0	19.6	16.5	21.8	32.9	35.1	16.4
Private limousine/van tour	9.6	10.2	2.6	8.7	11.1	10.6	7.5
Self-guided	85.6	77.1	83.1	77.0	71.5	75.0	78.3
ALL RECREATION	96.0	93.6	95.2	91.7	75.1	87.5	87.7
Swimming/sunbathing/beach	88.7	89.6	91.9	81.9	65.4	82.0	78.1
Surfing/bodyboarding	21.7	39.7	28.0	14.5	8.4	20.2	18.6
Snorkeling/scuba diving	50.5	56.5	59.4	48.7	26.9	48.5	41.5
Jet skiing/parasailing/windsurfing	7.9	7.1	8.2	2.9	1.6	6.1	2.8
Golf	15.4	12.6	13.9	11.4	12.6	9.0	15.8
Running/jogging/fitness walking	37.9	38.1	37.9	38.3	29.2	32.0	38.2
Gym/health spa	24.4	17.6	16.1	17.6	10.4	12.6	18.3
Backpacking/hiking/camping	34.2	25.5	46.1	30.6	14.3	31.9	22.6
Sports event or tournament	3.7	4.6	8.9	5.8	4.0	5.3	5.3
ALL ENTERTAINMENT	91.8	77.5	83.5	80.8	73.8	80.5	78.1
Lunch/sunset/dinner/evening cruise	56.4	33.9	35.0	32.1	31.9	40.6	29.4
Lounge act/stage show	39.6	33.0	26.1	29.5	31.2	36.6	26.1
Nightclub/dancing/bar/karaoke	27.2	12.0	35.4	16.7	12.8	20.6	15.7
Fine dining	77.9	59.8	67.6	66.3	58.3	61.9	65.3
ALL SHOPPING	94.5	95.4	96.6	93.3	88.8	91.6	93.8
Department stores	51.3	47.3	52.5	43.7	51.0	46.3	50.2
Designer boutiques	44.5	46.9	49.2	43.9	35.0	43.1	41.8
Hotel stores	64.8	59.7	46.6	54.7	47.0	55.2	50.7
Swap meet	35.4	32.8	38.4	34.7	31.5	36.4	31.7
Discount/outlet stores	40.0	39.5	32.4	44.2	31.6	39.3	35.9
Supermarkets	60.7	63.3	60.9	57.2	51.8	50.8	63.0
Convenience stores	63.7	66.3	72.6	59.1	51.0	58.3	61.4
Duty free	2.7	8.9	6.4	7.2	7.2	7.7	6.4
ALL CULTURE	92.0	84.4	79.3	77.6	79.1	87.4	74.6
Historic site	67.2	70.5	60.6	62.9	63.0	70.2	59.1
Museum/art gallery	31.4	26.2	24.6	33.8	27.0	30.9	27.2
Polynesian show/luau	71.6	55.3	45.1	48.0	49.8	64.6	39.7
Art/craft fair	18.3	13.8	12.4	17.5	19.0	16.0	17.4
Festival	8.2	2.7	4.8	4.9	5.8	4.1	5.9
ALL TRANSPORTATION	91.8	87.1	80.8	84.2	83.3	83.7	85.3
Trolley	9.9	10.2	9.3	9.7	9.6	11.6	8.0
Public Bus	15.5	12.4	17.7	12.5	19.4	16.7	14.6
Taxi/limousine	20.2	24.4	18.9	20.4	21.6	22.5	20.2
Rental Car	83.2	75.5	64.6	72.4	63.5	66.2	73.2
MEETING	0.8	5.9	9.2	11.5	6.1	5.6	9.5
CONVENTION	0.8	6.2	7.0	7.4	7.0	7.7	5.5
INCENTIVE/REWARD	0.8	2.4	6.5	6.8	2.6	4.3	4.1

Table 5.14 2005 Activity Participation by Lifestage – U.S. East [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First timers	Repeat visitors
All Sightseeing	95.0	93.6	86.8	88.4	94.3	93.9	89.1
Helicopter or plane tour	20.6	19.7	9.5	10.0	23.1	20.7	12.6
Boat, submarine, whale watching	43.3	43.6	38.4	32.3	33.9	39.1	33.1
Tour bus excursion	22.5	15.3	16.7	20.3	32.8	32.6	15.1
Private limousine/van tour	9.5	8.4	6.0	6.8	11.5	11.2	6.4
Self-guided	90.1	78.2	74.1	82.6	76.5	78.8	79.6
All Recreation	96.1	98.0	93.6	93.0	86.3	91.8	91.8
Swimming-sunbathing-beach	95.2	96.0	89.3	84.6	72.8	84.2	83.1
Surfing / bodyboarding	21.3	37.2	23.1	18.7	8.9	17.6	20.3
Snorkeling-scuba diving	70.8	65.9	55.2	44.4	30.1	47.9	44.0
Jet skiing-parasailing-windsurfing	12.8	5.6	4.4	1.6	2.5	4.3	2.8
Golf	17.0	15.3	9.7	12.5	16.0	11.5	16.2
Running-jogging-fitness walking	28.5	41.2	30.1	38.5	33.6	30.2	40.5
Gym-health spa	28.2	26.9	17.8	16.2	10.3	14.5	18.9
Backpacking-hiking-camping	34.3	25.3	32.2	29.3	14.5	25.0	23.9
Sports event or tournament	1.2	4.3	5.3	5.0	5.5	5.2	4.6
All Entertainment	97.3	82.0	82.3	81.6	77.8	82.2	80.7
Lunch-sunset-dinner-evening cruise	51.6	31.8	38.1	30.8	32.2	38.2	29.3
Lounge act-stage show	32.1	42.0	29.6	31.0	35.3	38.7	29.8
Nightclub-dancing-bar-karaoke	21.5	18.0	32.5	18.3	10.0	20.1	15.1
Fine dining	80.5	67.5	66.5	66.6	62.9	66.0	66.6
All Shopping	97.6	97.7	98.8	93.4	91.9	96.7	92.5
Department stores	50.2	52.2	52.4	46.5	47.8	50.0	47.6
Designer boutiques	50.4	42.4	46.6	40.8	34.0	40.5	39.7
Hotel stores	67.1	58.6	45.9	55.3	51.0	54.3	53.5
Swap meet	29.4	37.4	44.0	35.2	31.1	35.2	34.7
Discount/outlet stores	29.2	39.0	32.5	36.7	42.7	38.2	38.0
Supermarkets	59.8	66.4	57.8	54.9	54.4	51.8	61.9
Convenience stores	63.9	65.1	66.6	63.9	54.6	61.4	61.3
Duty free	5.9	12.9	7.5	6.4	5.7	7.6	6.9
All Culture	86.8	82.4	78.3	84.1	83.1	87.3	79.0
Historic site	56.5	70.4	56.3	64.5	65.8	69.4	59.8
Museum-art gallery	28.9	32.7	22.2	29.6	29.9	26.2	31.8
Polynesian show-luau	74.7	61.4	50.4	55.7	52.7	68.3	45.0
Art-craft fair	9.2	21.1	16.4	15.8	18.6	14.2	20.0
Festival	5.0	4.1	5.1	4.1	6.8	5.2	5.2
All Transportation	92.1	91.6	80.8	91.8	85.6	86.8	89.7
Trolley	11.2	8.4	8.7	7.9	6.4	9.5	6.3
Public Bus	11.1	14.1	19.6	15.9	19.3	22.5	12.0
Taxi-limousine	17.2	16.3	23.2	26.6	18.7	22.7	20.3
Rental Car	85.5	79.8	62.1	78.7	70.9	68.5	80.0
Meeting	4.1	8.1	5.4	10.5	5.3	6.0	8.7
Convention	1.5	12.5	4.5	13.0	5.9	7.7	9.8
Incentive/reward	6.8	3.1	4.5	5.7	3.2	4.9	3.8

Table 5.15 2006 Activity Participation by Lifestage – Japan [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	94.2	92.0	90.7	90.4	92.9	94.5	89.9
Helicopter or plane tour	4.1	3.5	3.2	3.8	6.7	4.1	4.6
Boat/submarine/whale watching	22.4	19.8	13.3	15.1	20.4	22.3	15.2
Tour bus excursion	55.7	43.7	36.3	40.4	54.8	59.5	35.4
Private limousine/van tour	20.4	18.3	14.1	14.4	16.9	20.2	14.0
Self-guided	49.5	55.7	62.1	59.2	49.7	46.5	62.0
ALL RECREATION	89.8	82.5	91.3	79.4	69.7	77.6	83.2
Swimming/sunbathing/beach	80.9	74.4	79.6	60.8	47.4	64.9	67.4
Surfing/bodyboarding	7.0	9.4	17.0	5.4	1.3	6.7	7.9
Snorkeling/scuba diving	31.6	18.8	34.8	14.6	6.4	20.9	16.8
Jet skiing/parasailing/windsurfing	13.3	4.0	9.4	2.9	1.0	7.1	3.1
Golf	2.1	7.4	2.9	10.9	15.7	4.6	12.5
Running/jogging/fitness walking	15.5	19.3	21.0	22.1	24.2	17.6	23.6
Gym/health spa	6.5	5.1	9.5	9.4	4.4	4.5	8.3
Backpacking/hiking/camping	4.4	6.4	8.4	7.0	9.7	7.7	7.2
Sports event or tournament	0.0	2.2	5.1	6.5	4.6	3.3	4.3
ALL ENTERTAINMENT	96.1	87.4	91.2	83.2	85.8	91.0	85.0
Lunch/sunset/dinner/evening cruise	77.4	52.8	62.5	49.5	58.0	70.0	47.7
Lounge act/stage show	23.3	22.5	20.2	22.5	30.1	28.2	21.0
Nightclub/dancing/bar/karaoke	8.1	4.9	10.9	7.8	8.9	8.7	6.9
Fine dining	79.4	73.4	82.1	71.9	65.6	72.9	73.2
ALL SHOPPING	99.0	99.1	99.5	98.2	96.7	98.9	97.9
Department stores	63.9	57.6	74.0	55.1	37.5	53.6	56.3
Designer boutiques	69.0	66.9	68.4	59.7	49.0	59.6	62.8
Hotel stores	62.1	56.6	37.5	47.3	52.9	54.2	49.5
Swap meet	11.6	17.0	15.1	16.2	15.0	13.8	16.7
Discount/outlet stores	44.6	44.5	44.5	46.7	39.0	42.1	44.8
Supermarkets	47.1	64.3	67.0	61.2	52.2	52.5	64.3
Convenience stores	89.5	83.9	87.3	79.4	65.8	78.1	80.7
Duty free	89.7	84.7	86.6	78.5	70.1	83.1	78.5
ALL CULTURE	47.3	55.2	48.0	53.0	66.6	62.8	49.9
Historic site	21.0	28.2	21.5	29.5	35.1	34.8	23.3
Museum/art gallery	11.3	18.7	12.9	20.3	22.9	18.5	18.4
Polynesian show/luau	23.3	27.3	22.2	23.1	38.2	34.7	22.7
Art/craft fair	2.8	3.5	4.0	3.5	4.6	3.9	3.6
Festival	5.2	4.7	3.5	6.1	8.7	5.1	6.5
ALL TRANSPORTATION	96.4	95.9	95.2	92.4	84.1	90.3	93.6
Trolley	83.7	69.7	73.1	60.9	49.8	67.9	62.6
Public Bus	13.2	21.8	31.0	25.5	26.4	19.6	27.7
Taxi/limousine	45.1	49.6	44.8	41.3	40.9	44.8	44.3
Rental Car	9.6	21.0	17.9	21.9	14.0	11.5	22.6
MEETING	0.0	0.6	1.7	4.3	2.4	1.2	2.4
CONVENTION	0.0	0.6	2.2	1.8	2.7	1.5	1.6
INCENTIVE/REWARD	0.3	2.0	2.0	5.2	4.8	3.3	3.0

Table 5.16 2005 Activity Participation by Lifestage – Japan [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First timers	Repeat visitors
All Sightseeing	93.0	92.3	91.1	89.3	94.5	95.3	89.5
Helicopter or plane tour	15.8	12.5	7.9	14.7	24.5	18.0	12.7
Boat, submarine, whale watching	23.5	20.5	13.0	15.3	20.8	23.7	14.8
Tour bus excursion	51.1	41.6	37.9	40.8	56.4	56.5	35.9
Private limousine/van tour	20.5	18.8	13.9	14.0	15.9	18.3	15.5
Self-guided	53.3	56.1	61.2	57.7	51.2	48.6	61.6
All Recreation	89.3	88.4	91.8	78.6	69.4	81.0	85.0
Swimming-sunbathing-beach	82.7	81.1	81.9	63.5	49.6	70.5	72.3
Surfing / bodyboarding	11.8	11.3	14.7	6.4	2.0	7.9	9.9
Snorkeling-scuba diving	25.8	21.0	33.3	15.7	6.9	21.3	18.2
Jet skiing-parasailing-windsurfing	10.5	3.8	9.8	2.7	1.5	6.8	3.3
Golf	2.0	6.1	2.3	11.8	16.8	3.7	12.0
Running-jogging-fitness walking	12.6	19.8	20.8	21.2	23.2	18.3	21.4
Gym-health spa	8.1	7.1	11.3	9.3	3.4	6.1	8.7
Backpacking-hiking-camping	6.6	7.8	8.5	8.3	6.8	8.7	6.8
Sports event or tournament	0.7	2.0	3.4	4.2	2.0	2.0	2.9
All Entertainment	93.1	88.3	91.8	85.6	86.8	91.1	86.5
Lunch-sunset-dinner-evening cruise	68.8	44.1	53.5	41.6	53.4	60.9	41.3
Lounge act-stage show	20.6	26.7	18.6	20.7	29.3	29.3	19.8
Nightclub-dancing-bar-karaoke	6.1	4.4	7.2	7.2	3.9	5.3	5.7
Fine dining	82.9	78.4	84.3	74.2	69.2	77.7	76.7
All Shopping	99.9	99.7	99.7	98.9	98.2	99.5	99.0
Department stores	65.2	56.1	74.1	50.8	34.1	52.2	56.3
Designer boutiques	74.5	66.2	70.1	60.7	54.1	63.6	64.8
Hotel stores	61.8	55.3	38.6	45.4	54.0	53.7	49.5
Swap meet	10.9	13.2	11.0	13.1	11.6	11.0	13.2
Discount/outlet stores	41.6	42.7	44.7	38.9	36.1	38.3	42.8
Supermarkets	50.3	62.9	69.1	61.4	50.5	51.8	65.5
Convenience stores	87.4	84.0	88.8	78.0	67.1	80.7	80.4
Duty free	91.4	85.9	84.1	79.8	72.6	83.0	82.0
All Culture	48.3	53.4	46.7	52.3	61.8	59.3	48.4
Historic site	21.2	25.2	21.8	27.4	32.1	31.1	22.0
Museum-art gallery	13.8	19.4	13.3	19.6	18.0	16.2	18.6
Polynesian show-luau	22.0	26.2	20.9	21.7	35.1	33.2	19.9
Art-craft fair	1.6	2.7	1.6	4.3	3.3	2.5	3.1
Festival	3.3	4.9	6.5	6.7	5.3	3.8	6.6
All Transportation	97.9	95.9	96.1	92.5	83.3	91.8	93.9
Trolley	88.7	69.5	70.7	56.8	50.0	70.9	61.4
Public Bus	12.3	22.1	31.4	31.5	25.8	19.2	29.4
Taxi-limousine	47.7	47.3	42.2	41.9	42.6	42.3	46.3
Rental Car	11.7	19.9	17.1	20.8	11.4	10.0	22.4
Meeting	0.4	1.0	2.9	4.8	2.6	2.2	2.3
Convention	0.2	0.2	1.5	2.5	1.6	0.8	1.4
Incentive/reward	0.3	2.3	2.7	5.5	4.4	3.2	3.2

Table 5.17 2006 Activity Participation by Lifestage – Canada [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	98.5	93.2	93.6	94.4	93.0	95.7	92.6
Helicopter or plane tour	28.6	12.5	9.0	16.0	14.6	17.4	12.6
Boat/submarine/whale watching	42.4	39.0	33.4	33.7	28.5	41.5	28.0
Tour bus excursion	33.7	18.2	16.3	20.7	34.4	36.0	17.5
Private limousine/van tour	6.1	10.8	8.9	8.2	10.7	11.1	8.5
Self-guided	91.6	84.4	82.8	85.1	74.1	78.3	83.3
ALL RECREATION	97.6	99.3	98.2	95.4	86.7	91.8	94.9
Swimming/sunbathing/beach	90.5	95.9	97.9	92.0	78.2	87.2	90.0
Surfing/bodyboarding	36.0	53.1	41.8	21.5	11.1	27.0	27.8
Snorkeling/scuba diving	61.3	69.4	65.2	56.5	31.5	52.2	52.0
Jet skiing/parasailing/windsurfing	3.4	4.5	3.2	3.0	0.5	3.9	1.6
Golf	14.1	16.8	9.7	15.1	17.0	10.8	18.2
Running/jogging/fitness walking	30.9	49.7	41.7	49.1	44.5	37.5	51.1
Gym/health spa	12.9	12.7	19.4	13.1	9.5	11.0	13.8
Backpacking/hiking/camping	31.1	19.9	37.2	22.8	10.6	24.1	18.3
Sports event or tournament	0.8	5.5	10.8	8.0	4.3	6.9	6.0
ALL ENTERTAINMENT	86.0	77.8	83.5	81.8	80.0	80.9	80.9
Lunch/sunset/dinner/evening cruise	42.5	29.6	39.3	34.5	32.4	39.8	30.1
Lounge act/stage show	45.9	34.6	33.7	35.7	31.8	42.1	29.5
Nightclub/dancing/bar/karaoke	10.1	8.4	32.5	19.1	8.7	16.7	13.9
Fine dining	67.1	56.8	57.0	62.8	60.7	53.4	65.0
ALL SHOPPING	100.0	99.7	95.4	97.1	95.9	97.0	97.2
Department stores	76.4	72.2	64.9	65.1	70.8	67.0	70.1
Designer boutiques	58.1	57.1	49.2	48.4	38.0	45.6	48.2
Hotel stores	53.5	59.4	43.1	52.3	41.2	46.7	50.0
Swap meet	41.0	48.6	43.2	45.3	36.2	41.3	43.1
Discount/outlet stores	42.0	36.1	38.7	40.8	43.1	38.5	41.7
Supermarkets	78.5	79.2	70.7	74.8	69.8	64.3	79.7
Convenience stores	75.1	77.8	73.0	71.0	66.5	69.2	72.7
Duty free	16.9	6.1	13.4	10.8	8.2	11.9	8.3
ALL CULTURE	93.7	87.0	77.7	79.9	82.6	88.5	78.6
Historic site	67.1	64.5	54.6	59.7	62.8	66.2	58.0
Museum/art gallery	24.8	37.0	24.7	27.3	29.7	26.8	31.1
Polynesian show/luau	72.6	55.3	50.1	49.4	49.9	66.4	42.4
Art/craft fair	5.3	25.6	13.2	15.7	19.4	15.7	19.3
Festival	4.2	4.8	6.1	3.4	9.7	4.4	7.4
ALL TRANSPORTATION	92.8	96.4	89.4	93.4	88.6	89.0	93.6
Trolley	11.0	14.7	14.2	13.5	17.4	15.9	14.4
Public Bus	17.6	26.5	30.7	22.6	34.1	26.1	29.3
Taxi/limousine	22.5	32.2	27.1	28.9	29.5	31.6	27.5
Rental Car	79.6	77.1	67.5	75.8	58.9	67.1	70.9
MEETING	1.3	2.3	3.9	5.0	2.7	3.8	3.2
CONVENTION	0.0	3.4	5.5	8.9	3.3	6.7	4.0
INCENTIVE/REWARD	3.5	0.8	4.5	5.6	2.3	4.4	2.7

Table 5.18 2005 Activity Participation by Lifestage – Canada [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding/ Honeymoon	Family	Young	Middle Age	Seniors	First timers	Repeat visitors
All Sightseeing	98.0	95.1	96.7	91.8	94.6	96.0	92.9
Helicopter or plane tour	23.6	8.1	9.7	18.3	21.0	20.4	12.9
Boat, submarine, whale watching	29.8	38.8	33.3	34.1	34.6	37.4	32.8
Tour bus excursion	17.0	12.5	21.6	28.3	39.8	37.9	20.0
Private limousine/van tour	7.9	6.3	7.2	11.3	11.6	9.0	10.3
Self-guided	85.3	87.6	89.2	81.1	76.5	80.3	83.6
All Recreation	98.6	96.8	99.0	96.0	84.8	91.8	93.9
Swimming-sunbathing-beach	97.1	96.8	97.7	86.6	77.3	86.2	88.4
Surfing / bodyboarding	35.0	58.6	48.3	26.5	11.1	29.2	32.1
Snorkeling-scuba diving	61.3	70.3	68.4	55.6	29.6	51.4	52.2
Jet skiing-parasailing-windsurfing	9.1	3.8	7.8	5.4	0.9	4.1	4.1
Golf	15.8	21.4	8.2	20.8	13.5	12.7	19.2
Running-jogging-fitness walking	34.6	48.3	43.8	43.9	40.9	39.7	46.3
Gym-health spa	20.7	11.0	13.6	11.2	5.6	11.1	9.1
Backpacking-hiking-camping	42.6	21.2	40.7	22.3	8.6	24.6	18.4
Sports event or tournament	8.1	8.1	12.6	8.9	4.3	7.3	8.1
All Entertainment	89.3	78.5	86.1	78.1	78.0	80.3	79.4
Lunch-sunset-dinner-evening cruise	37.1	25.4	46.2	35.4	39.2	40.2	33.8
Lounge act-stage show	53.2	37.3	36.9	34.2	35.1	40.6	32.6
Nightclub-dancing-bar-karaoke	9.1	8.0	33.2	17.7	8.8	14.6	15.6
Fine dining	66.1	60.0	64.4	58.9	55.1	58.2	59.5
All Shopping	98.5	98.5	99.4	96.9	96.1	95.7	98.7
Department stores	71.8	72.2	62.5	68.8	64.0	64.5	68.8
Designer boutiques	42.3	49.7	50.5	48.1	35.9	42.5	46.1
Hotel stores	53.6	44.8	47.1	46.0	40.7	50.6	39.7
Swap meet	44.5	42.7	54.0	42.2	38.0	41.3	44.0
Discount/outlet stores	44.3	54.1	42.6	44.9	46.7	41.9	50.5
Supermarkets	56.5	84.2	66.0	69.8	64.2	60.0	76.9
Convenience stores	67.6	73.4	82.8	66.2	65.3	67.9	71.4
Duty free	10.4	11.5	12.7	9.7	9.6	9.7	11.0
All Culture	82.7	83.4	82.4	81.0	81.5	86.3	78.5
Historic site	62.6	58.8	59.7	62.8	62.4	65.3	58.4
Museum-art gallery	25.8	34.7	27.1	28.9	32.2	30.8	30.6
Polynesian show-luau	69.4	57.5	59.3	47.6	46.7	60.5	44.6
Art-craft fair	8.4	22.4	11.3	20.7	19.9	18.0	19.6
Festival	9.7	6.6	4.4	3.5	7.7	5.2	6.2
All Transportation	97.0	96.5	90.0	91.9	87.1	90.4	91.4
Trolley	11.7	12.3	14.0	10.0	13.7	14.3	10.8
Public Bus	31.4	18.7	34.0	23.1	35.4	28.6	28.2
Taxi-limousine	39.1	27.8	30.7	27.4	26.9	29.4	27.3
Rental Car	81.1	82.8	64.0	73.7	57.5	64.9	71.7
Meeting	1.9	1.5	5.2	5.4	2.4	4.3	3.0
Convention	1.9	3.6	6.2	5.2	2.9	5.8	3.0
Incentive/reward	1.9	1.4	1.3	4.9	3.2	3.6	2.6

Table 5.19 2006 Activity Participation by Lifestage – Europe [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
ALL SIGHTSEEING	92.5	95.6	93.3	94.5	93.9	94.5	92.7
Helicopter or plane tour	28.0	18.0	14.1	17.4	15.1	18.5	14.6
Boat/submarine/whale watching	32.4	29.4	29.1	29.8	27.9	30.4	27.0
Tour bus excursion	29.0	23.8	26.1	36.1	49.7	42.4	22.1
Private limousine/van tour	13.3	18.3	11.8	15.4	12.5	13.6	14.4
Self-guided	72.5	76.7	78.5	73.1	65.5	67.2	83.6
ALL RECREATION	96.7	97.8	98.4	91.2	82.5	90.2	94.0
Swimming/sunbathing/beach	93.7	97.1	94.6	86.0	77.0	86.3	88.6
Surfing/bodyboarding	25.6	37.1	37.1	15.9	6.1	19.4	22.7
Snorkeling/scuba diving	52.1	53.7	52.2	34.5	18.9	35.7	40.9
Jet skiing/parasailing/windsurfing	5.7	9.8	3.8	3.8	1.7	2.9	6.3
Golf	4.1	7.9	4.4	5.1	7.6	4.5	8.7
Running/jogging/fitness walking	14.4	32.4	29.1	30.5	18.7	21.9	32.6
Gym/health spa	14.5	13.4	11.4	13.2	5.1	9.2	13.9
Backpacking/hiking/camping	14.1	15.8	34.5	19.6	6.5	17.1	20.0
Sports event or tournament	4.0	5.9	10.8	6.5	2.3	4.9	7.9
ALL ENTERTAINMENT	89.7	73.8	83.8	78.4	75.1	80.3	77.4
Lunch/sunset/dinner/evening cruise	46.4	34.2	44.1	37.8	36.6	42.1	33.3
Lounge act/stage show	26.7	31.4	18.9	28.1	29.8	28.0	24.2
Nightclub/dancing/bar/karaoke	28.5	16.5	39.4	20.1	9.4	22.7	19.2
Fine dining	70.7	56.8	58.7	60.1	54.5	57.8	62.0
ALL SHOPPING	98.7	98.7	97.0	94.5	95.3	96.3	95.6
Department stores	67.2	83.1	78.0	69.8	63.2	69.0	73.8
Designer boutiques	47.8	55.7	39.6	43.0	33.1	42.1	38.9
Hotel stores	61.4	64.9	37.9	50.1	47.1	52.7	41.6
Swap meet	21.6	31.6	27.6	26.9	25.5	25.9	27.7
Discount/outlet stores	25.6	42.5	33.6	34.2	35.5	30.7	42.2
Supermarkets	76.4	77.9	78.3	73.5	72.2	71.7	81.7
Convenience stores	63.4	55.3	51.2	50.6	55.5	52.9	56.2
Duty free	16.9	20.2	18.5	16.7	13.1	17.5	13.8
ALL CULTURE	79.7	80.8	79.6	80.5	80.2	81.4	77.4
Historic site	59.2	62.9	63.3	66.3	63.3	63.6	63.9
Museum/art gallery	20.7	27.0	26.9	29.7	28.1	25.3	32.1
Polynesian show/luau	41.1	45.3	33.2	43.1	47.7	44.1	38.5
Art/craft fair	10.8	14.4	10.7	15.2	14.0	11.5	17.5
Festival	3.1	5.6	9.4	6.9	6.6	5.1	10.6
ALL TRANSPORTATION	94.5	94.7	93.2	92.3	85.8	90.6	92.1
Trolley	20.5	18.2	16.1	20.7	21.6	22.2	14.3
Public Bus	33.0	28.1	47.8	36.9	40.5	41.3	34.1
Taxi/limousine	44.9	43.6	41.4	35.9	31.9	40.8	30.4
Rental Car	60.8	67.9	59.6	56.2	41.9	48.7	66.8
MEETING	1.3	4.3	3.6	7.8	3.6	3.5	7.3
CONVENTION	0.7	4.4	5.8	4.8	4.5	4.3	4.7
INCENTIVE/REWARD	0.7	2.5	2.4	5.2	1.8	2.4	4.0

Table 5.20 2005 Activity Participation by Lifestage – Europe [Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First timers	Repeat visitors
All Sightseeing	92.3	95.0	93.3	92.7	94.9	94.2	92.0
Helicopter or plane tour	17.7	16.2	9.9	19.4	20.6	18.4	15.1
Boat, submarine, whale watching	39.1	29.4	31.6	32.0	27.4	31.0	31.8
Tour bus excursion	41.9	28.6	21.4	36.9	49.0	42.7	23.7
Private limousine/van tour	17.1	20.3	14.1	16.1	14.9	15.7	16.1
Self-guided	61.2	72.9	77.9	71.4	62.2	66.1	76.4
All Recreation	96.9	97.8	96.9	92.6	82.0	91.3	91.5
Swimming-sunbathing-beach	95.0	93.8	94.9	87.5	77.6	87.6	87.3
Surfing / bodyboarding	18.6	45.9	37.9	15.2	6.5	18.2	24.6
Snorkeling-scuba diving	47.5	56.7	54.4	38.1	21.9	38.6	40.9
Jet skiing-parasailing-windsurfing	5.1	3.7	3.3	2.8	1.0	2.4	3.5
Golf	3.5	6.7	6.2	5.9	5.3	4.6	7.8
Running-jogging-fitness walking	13.8	24.4	25.6	24.3	16.5	19.1	26.2
Gym-health spa	11.3	10.7	13.9	10.2	3.1	7.9	11.9
Backpacking-hiking-camping	15.6	13.1	29.9	17.9	6.9	16.0	17.3
Sports event or tournament	4.1	1.4	7.9	5.5	2.2	4.3	5.1
All Entertainment	92.2	79.0	81.5	76.3	75.7	80.6	75.5
Lunch-sunset-dinner-evening cruise	53.6	40.3	46.1	36.8	37.8	43.7	34.6
Lounge act-stage show	32.7	28.2	16.2	24.4	30.4	27.3	22.2
Nightclub-dancing-bar-karaoke	30.4	10.6	41.7	18.7	11.3	21.3	22.5
Fine dining	74.1	54.0	48.4	55.7	52.8	54.9	57.1
All Shopping	97.0	98.0	96.8	96.0	94.8	95.7	97.1
Department stores	71.9	68.7	68.4	72.0	70.3	69.2	74.0
Designer boutiques	40.7	53.9	39.1	44.5	31.4	41.1	37.8
Hotel stores	68.6	55.6	36.7	49.2	47.9	50.8	45.5
Swap meet	22.0	29.4	27.4	26.9	25.1	25.5	27.7
Discount/outlet stores	29.7	42.5	30.6	36.5	34.7	34.1	35.9
Supermarkets	69.5	77.7	74.9	70.7	65.4	67.7	77.4
Convenience stores	58.2	53.8	48.0	51.9	48.7	50.9	52.0
Duty free	20.2	21.9	18.7	17.5	13.7	18.3	14.8
All Culture	79.9	83.2	74.4	78.0	79.1	79.3	75.7
Historic site	61.5	64.4	56.7	60.8	58.8	60.6	58.1
Museum-art gallery	24.1	33.2	28.7	25.1	31.6	28.1	28.2
Polynesian show-luau	46.3	43.3	36.3	39.5	49.8	45.7	35.9
Art-craft fair	7.4	13.3	9.5	11.8	13.7	9.8	15.8
Festival	5.8	1.8	6.8	5.4	8.6	5.4	8.5
All Transportation	89.9	91.8	92.3	92.5	87.2	90.3	91.4
Trolley	22.2	18.3	13.4	19.0	22.5	20.6	15.9
Public Bus	31.8	33.4	41.0	37.2	42.2	39.5	35.6
Taxi-limousine	48.2	40.7	45.4	37.9	33.9	42.1	33.4
Rental Car	49.0	59.9	61.8	54.6	41.4	48.5	60.9
Meeting	1.0	0.7	6.2	6.5	3.3	4.1	5.2
Convention	1.8	3.7	4.3	5.7	2.5	3.2	5.6
Incentive/reward	0.5	0.5	2.2	3.0	1.0	1.4	2.9

6. TRIP PLANNING

TRIP PLANNING

Trip Planning and Booking Timetable

Information on how visitors plan their trips and when they make reservations can greatly enhance preparation of effective marketing and promotion plans. Trip planning behavior differs across the major market areas. Japanese visitors tend to keep a short planning window while U.S. East, Europeans and some Canadians, tend to plan much farther in advance.

U.S. West (Table 6.2)

- The majority (66.7%) of U.S. West visitors decided to take a vacation and decided to visit Hawai'i four months or more before their actual arrival dates.
- U.S. West visitors tend to decide on the islands they want to visit approximately the same time as they are deciding to visit Hawai'i.
- The bulk of visitors booked airlines (40.2%), purchased tickets (40.5%) and reserved accommodations (35.3%) around one to three months out. By that time about eight out of ten visitors had completed their transactions.
- Much of the rental car reservations (38.8%) were also done around one to three months out but 29.2 percent wait until less than one month of arriving.
- The purchasing of tour and attraction packages (64.8%) was typically done less than one month out or even while on the vacation.

U.S. East (Table 6.3)

- U.S. East visitors start earlier than their U.S. West counterparts in deciding on a vacation and deciding to visit Hawai'i. Half of all U.S. East visitors decided at least seven months before arrival as compared to four months before arrival for U.S. West visitors.
- At least half of visitors set dates, booked airlines and accommodations, and made purchases by the time four months were left.
- Similar to U.S. West visitors, most U.S. East visitors made car reservations (66%) no earlier than three months before arrival and purchased tours and attractions (64.1%) less than one month before arrival.

Japan (Table 6.4)

- Japanese visitors were much later to act than other MMAs. They also maintained a very narrow booking window. Most of the decision making occurred within just one to three months before the actual vacation date.
- During that one to three month window, half of the visitors decided on which islands to visit (50.5%), set the date for the trip (58.4%), made airline reservations (63.5%), purchased the tickets (61.8%), and made accommodation reservations (63.0%).
- Half (52.5%) of all rental car reservations and two-thirds (65.7%) of all purchases of tour and attraction packages were done within one month before arrival

Canada (Table 6.5)

- Canadian visitors start planning very similarly to the U.S. West visitors. Approximately two-thirds of visitors decided to take a vacation and decided to visit Hawai'i four months or more before their actual arrival dates.
- They tend to decide on the islands they want to visit approximately the same time as they are deciding to visit Hawai'i.
- The bulk of visitors booked airlines (37.1%), purchased tickets (37.7%), and reserved accommodations (35.7%) around one to three months out. By that time more than eight out of ten visitors had completed their transactions.
- Some of the rental car reservations (35.3%) were done around one to three months out but more, 39.5 percent, waited until less than one month of arrival.
- The bulk of tour and attraction package purchases were done (76.7%) less than one month out or even while on the vacation.

Europe (Table 6.6)

- European visitors will start early like their U.S. East counterparts. About half (53.4%) decided to take a vacation and decided to visit Hawai'i (50.7%) about seven or more months before arrival.
- European visitors leave the decision on the islands they want to visit a little bit later than when they decided to visit Hawai'i. It took until four months before the trip for a majority of visitors to select the islands visited.
- More than half of visitors set dates, booked airlines and accommodations, and made purchases no later than four months out.
- Almost half (44.1%) of visitors made car reservations and 70.7 percent purchased tours and attraction packages near to vacation time or during the vacation.

Island Visitation Decision Timetable (Table 6.7)

Before arriving in Hawai'i, most visitors to Hawai'i in 2006 had already made a decision of exactly which islands they intended to visit. The larger destinations of O'ahu, Maui, Kaua'i, and Kona were definitely predetermined.

- More than nine out of every ten visitors had decided before they arrived in Hawai'i to visit those destinations.
- To a lesser extent Hilo was also a prearranged trip, with about one out of seven visitors decided before hand to visit.
- The only exception was the Japanese visitor to Kaua'i. A significant amount (17.9%) of Japanese visitors decided to visit Kaua'i only after they had landed in Hawai'i.
- The other destinations of Moloka'i and Lāna'i were visited by many who only decided to visit after their arrival in Hawai'i. More than four out of ten Moloka'i visitors and about half of Lāna'i visitors added an unplanned trip to these unique destinations.

Sources of Information Used to Plan Trip (Tables 6.8 to 6.14)

The value of the Internet as a trip-planning tool is high among U.S., Canadian and European visitors. However, less than two-thirds of Japanese visitors (62.1%) used the Internet to plan and seek out information in 2006. Assistance from travel agents for trip-planning was low in the U.S. market (approximately one-third of U.S. visitors) but continues to be a strong factor in the Japanese (91.2%) and European (71.6%) markets. Information from books, airlines, and hotels/resorts were popular in the U.S. while Japanese visitors utilized magazines and books.

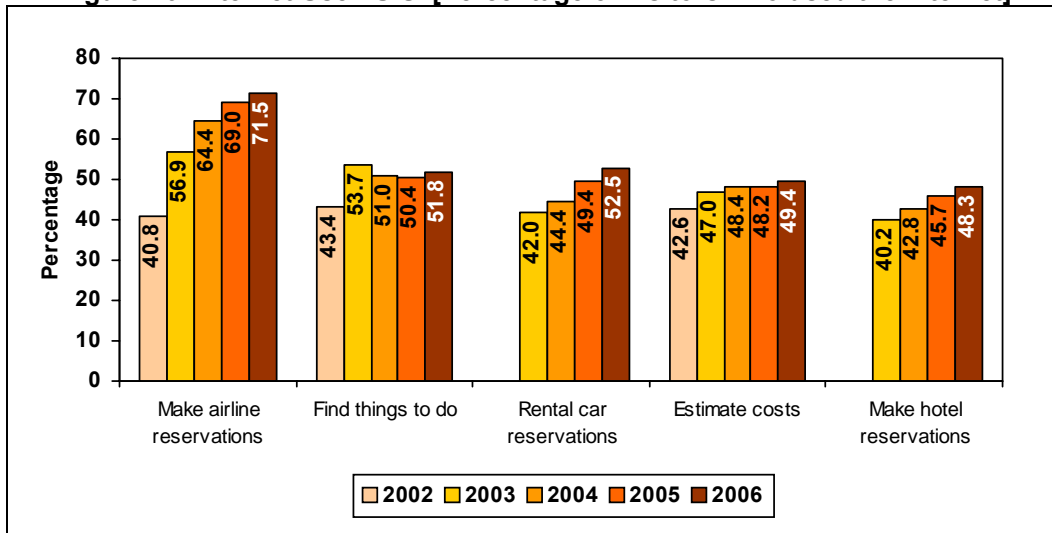
- Most U.S. Visitors (88.6%) used the Internet to help plan their trip.
- The percentage of U.S. visitors that use the Internet was more than two-and-a-half times the number who relied on travel agents (34.2%) for trip-planning information.
- Since many U.S. West visitors had been to Hawai'i before, they relied on personal experiences to help them plan their trips (50.5%).
- Europeans (36.9%) and U.S. East (26.1%) visitors put more reliance on guide books than U.S. West (19.2%)
- Japanese visitors continued to put heavy reliance on travel magazines (41.5%) and travel books (40.8%) for information.
- Few Japanese use airlines as a source of information (9.8%), while a third of U.S. West visitors do gather information from airlines (29.7%).
- U.S. Wedding/Honeymoon visitors were more reliant on travel agents and magazines than other segments.
- U.S. First-timers relied heavily on the advice of friends/relatives, travel agents and guide books.
- Magazine use was high among all Japanese lifestyle stage segments except Seniors.

Internet Use (Table 6.15)

Among those visitors who did use the Internet, the way in which the Internet was used for planning and booking of trips differed between the U.S. and Japan markets.

- The number one use for the Internet by U.S. visitors was online airline reservations. This use has increased steadily from 40.8 percent in 2002 to 71.5 percent in 2006.
- Use of the Internet for rental car reservation has also increased to over half of U.S. visitors. In particular, 55.8 percent of U.S. West made their rental car reservations through the Internet.
- 60 percent of U.S. East used the Internet to find things to do. A frequent use of the Internet was to estimate costs (48.9% of U.S. West and 50.1% of U.S. East).

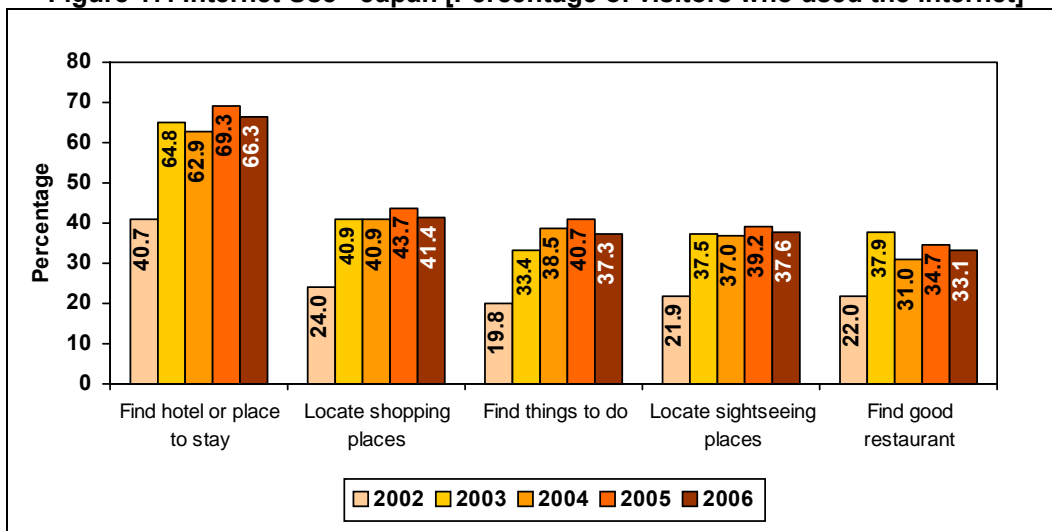
Figure 16: Internet Use - U.S. [Percentage of visitors who used the Internet]



* *Make hotel reservations* and *rental car reservations* were added starting in 2003.

- Canadians used the Internet to find things to do (60.2%), as well as, making airline reservations (58.4%).
- Europeans used the Internet to find things to do (57.5%) and to find hotel or place to stay (56%).
- Use of the Internet among Japanese has not changed much over the past four years. Compared to the U.S. market, where there has been a surge of online reservations, among Japanese Internet users, the Internet was mainly used to find a hotel or place to stay (66.3%). Locating shopping places (41.4%) or sightseeing places (37.6%) remained a popular use. Few Japanese used the Internet for airline (20.1%), hotel (22.7%) or car (11.5%) reservations. Also, very few used it to estimate costs (15.1%).

Figure 17: Internet Use - Japan [Percentage of visitors who used the Internet]



Use of Travel Agent (Table 6.16)

Visitors used travel agents mostly for assistance in making airline reservations and hotel arrangements. Agents were also utilized to make car arrangements and assist in choosing an airline. As mentioned earlier, Japanese travelers had the heaviest reliance on travel agents.

- Travel Agents were used mainly by Japanese to make hotel arrangements (79.2%) and airline reservations (77.3%). Many Japanese (32.3%) were likely to use agents to help them plan activities. About a third of Japanese visitors used an agent to purchase packages (37.7%). Very few Japanese visitors used an agent to make rental car reservations (5.9%).
- For U.S. visitors who used travel agents, 67.3 percent used travel agents to make hotel arrangements and 79 percent to make airline reservations. U.S. East visitors were very reliant on agents for airline reservations (81%), so too were Canadians (80.6%) and Europeans (88.3%).
- Canadians (30.4%) and Europeans (28.9%) also had less reliance on agents for rental car reservations compared to U.S. West (56.6%) and U.S. East (47.1%). But European visitors relied heavily on agents to make hotel arrangements (70.1%).

**Table 6.1 2006 Trip Planning & Booking Timetable – U.S. Total
[Percentage of 2006 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.7	22.4	23.3	13.2	16.3	16.2
Decide to visit Hawaii	9.6	21.4	24.1	13.0	15.2	16.6
Decide on which islands to visit	12.0	24.4	23.6	13.5	14.5	12.0
Set date for the trip	11.5	29.2	25.5	13.5	13.4	6.9
Make airline reservations	14.7	37.9	27.0	11.3	7.4	1.6
Purchase tickets	15.8	38.2	26.0	11.1	7.2	1.6
Make accommodation reservations	15.0	33.7	24.8	12.3	10.1	4.2
Make rental car reservations	29.3	38.0	19.8	7.3	4.4	1.3
Purchase tour or attraction packages	64.5	21.3	8.8	2.8	1.3	1.3

**Table 6.2 2006 Trip Planning & Booking Timetable – U.S. West
[Percentage of 2006 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.7	24.3	24.5	12.0	15.2	14.3
Decide to visit Hawaii	10.4	22.8	25.2	11.7	14.6	15.2
Decide on which islands to visit	12.7	25.3	24.3	12.8	13.5	11.3
Set date for the trip	12.6	31.3	24.7	12.0	12.9	6.4
Make airline reservations	15.7	40.2	25.9	10.0	6.8	1.3
Purchase tickets	16.4	40.5	25.2	10.0	6.6	1.3
Make accommodation reservations	16.0	35.3	23.9	11.2	9.6	4.0
Make rental car reservations	29.2	38.8	19.5	6.8	4.3	1.4
Purchase tour or attraction packages	64.8	21.8	7.7	2.6	1.3	1.9

**Table 6.3 2006 Trip Planning & Booking Timetable – U.S. East
[Percentage of 2006 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	7.0	19.1	21.3	15.2	18.0	19.4
Decide to visit Hawaii	8.3	19.1	22.4	15.1	16.3	18.9
Decide on which islands to visit	10.7	22.9	22.5	14.8	16.0	13.2
Set date for the trip	9.7	25.7	26.8	16.0	14.1	7.7
Make airline reservations	13.1	34.2	28.7	13.4	8.6	2.1
Purchase tickets	14.9	34.5	27.4	13.0	8.2	2.0
Make accommodation reservations	13.3	30.9	26.5	14.0	10.8	4.6
Make rental car reservations	29.4	36.6	20.3	8.2	4.5	1.2
Purchase tour or attraction packages	64.1	20.7	10.1	3.2	1.3	0.6

Table 6.4 2006 Trip Planning & Booking Timetable – Japan
[Percentage of 2006 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.3	43.4	26.8	5.5	5.6	9.3
Decide to visit Hawaii	11.4	46.8	22.9	5.3	4.8	8.7
Decide on which islands to visit	14.5	50.5	21.0	4.4	3.7	6.0
Set date for the trip	17.7	58.4	16.6	3.6	2.1	1.6
Make airline reservations	21.1	63.5	12.7	1.7	0.7	0.2
Purchase tickets	26.8	61.8	9.5	1.2	0.4	0.4
Make accommodation reservations	21.4	63.0	12.0	1.9	0.8	0.8
Make rental car reservations	52.5	38.6	7.3	0.7	0.3	0.5
Purchase tour or attraction packages	65.7	30.1	3.7	0.4	0.1	0.0

Table 6.5 2006 Trip Planning & Booking Timetable – Canada
[Percentage of 2006 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.3	24.4	20.7	11.9	16.9	16.7
Decide to visit Hawaii	11.1	25.2	20.3	11.8	15.4	16.3
Decide on which islands to visit	13.7	27.7	21.1	12.8	12.9	11.8
Set date for the trip	13.9	31.0	21.8	12.2	12.2	8.8
Make airline reservations	16.5	37.1	23.8	12.9	7.8	1.9
Purchase tickets	17.2	37.7	23.1	12.3	7.6	2.1
Make accommodation reservations	17.3	35.7	22.4	10.0	8.8	5.8
Make rental car reservations	39.5	35.3	16.0	5.7	2.1	1.3
Purchase tour or attraction packages	76.7	15.2	4.5	1.5	1.1	1.0

Table 6.6 2006 Trip Planning & Booking Timetable –Europe
[Percentage of 2006 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.1	15.8	22.8	16.6	16.9	19.9
Decide to visit Hawaii	9.3	17.6	22.4	15.7	15.9	19.1
Decide on which islands to visit	12.7	21.4	22.7	16.2	14.9	12.1
Set date for the trip	10.9	22.2	24.4	17.3	14.9	10.3
Make airline reservations	13.0	26.9	25.7	16.3	12.8	5.3
Purchase tickets	14.6	28.9	25.2	14.7	11.7	5.0
Make accommodation reservations	16.2	27.7	23.3	14.5	12.3	6.0
Make rental car reservations	44.1	25.6	17.1	7.2	4.2	1.8
Purchase tour or attraction packages	70.7	13.0	7.4	3.8	2.1	2.9

**Table 6.7 2006 Island Visitation Decision Timetable
[Percentage of 2006 Visitors by MMA]**

		U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Decide on Oahu	Decide before arrival in Hawaii	96.8	96.4	97.3	98.6	96.6	96.3
	Decide after arrival in Hawaii	3.2	3.6	2.7	1.4	3.4	3.7
Decide on Maui	Decide before arrival in Hawaii	95.5	95.1	96.0	89.7	96.5	91.9
	Decide after arrival in Hawaii	4.5	4.9	4.0	10.3	3.5	8.1
Decide on Molokai	Decide before arrival in Hawaii	57.5	59.2	54.2	53.1	76.8	72.6
	Decide after arrival in Hawaii	42.5	40.8	45.8	46.9	23.2	27.4
Decide on Lanai	Decide before arrival in Hawaii	44.6	35.0	58.6	53.3	61.5	64.1
	Decide after arrival in Hawaii	55.4	65.0	41.4	46.7	38.5	35.9
Decide on Hilo	Decide before arrival in Hawaii	85.4	85.3	85.5	88.4	90.8	80.0
	Decide after arrival in Hawaii	14.6	14.7	14.5	11.6	9.2	20.0
Decide on Kona	Decide before arrival in Hawaii	93.2	92.0	94.7	94.3	92.7	89.3
	Decide after arrival in Hawaii	6.8	8.0	5.3	5.7	7.3	10.7
Decide on Kauai	Decide before arrival in Hawaii	93.6	92.4	95.2	82.1	98.0	88.3
	Decide after arrival in Hawaii	6.4	7.6	4.8	17.9	2.0	11.7

**Table 6.8 2006 Sources of Information Used for Trip Planning
[Percentage of 2006 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Internet	88.6	89.5	87.2	62.1	89.0	83.3
Travel agents	34.2	30.7	40.0	91.2	49.8	71.6
Personal experience	45.7	50.5	37.8	41.2	43.0	26.3
Friends/relatives	38.6	36.8	41.5	29.5	38.2	30.7
Books	21.8	19.2	26.1	40.8	23.6	36.9
Airlines	28.5	29.7	26.5	9.8	27.3	17.2
Hotels/resorts	22.7	21.5	24.6	9.7	19.7	15.3
Magazines	9.7	8.7	11.3	41.5	9.2	10.5
Wholesalers	9.3	8.5	10.5	16.9	9.9	16.0
Hawaii Visitors & Convention Bureau	10.3	8.4	13.4	8.4	11.5	9.6
Newspapers	2.2	2.0	2.5	2.6	2.9	2.7

**Table 6.9 2006 Sources of Information Used for Trip Planning – U.S. Total
[Percentage of 2006 Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	88.6	92.0	93.1	96.7	92.3	78.4	88.7	88.6
Personal experience	45.7	26.0	50.5	31.2	44.9	52.5	6.5	63.4
Friends/relatives	38.6	52.3	40.1	52.1	37.4	30.8	59.6	29.1
Travel agents	34.2	47.6	33.6	26.2	32.8	36.7	45.0	29.4
Airlines	28.5	21.0	29.4	27.9	31.1	27.1	20.4	32.1
Hotels/resorts	22.7	24.4	23.4	23.0	23.0	21.4	20.6	23.6
Books	21.8	31.6	25.5	28.6	25.1	12.0	30.7	17.8
Hawaii Visitors & Convention Bureau	10.3	11.2	11.2	9.6	12.3	8.0	14.9	8.2
Magazines	9.7	17.5	10.9	10.5	8.9	7.7	12.2	8.5
Wholesalers	9.3	11.5	12.1	11.0	8.0	7.3	14.6	6.9
Newspapers	2.2	2.2	2.7	1.2	1.7	2.6	2.1	2.2

**Table 6.10 2006 Sources of Information Used for Trip Planning – U.S. West
[Percentage of 2006 Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	89.5	91.2	93.0	97.5	93.0	80.6	89.5	89.5
Personal experience	50.5	27.8	53.0	33.8	49.1	59.3	8.4	62.1
Friends/relatives	36.8	52.1	41.5	52.9	33.1	28.4	63.5	29.4
Travel Agents	30.7	39.1	31.7	24.2	29.3	32.5	43.5	27.2
Airlines	29.7	20.6	29.2	29.1	31.9	29.6	20.6	32.2
Hotels/resorts	21.5	21.0	18.6	22.2	22.8	22.4	18.4	22.3
Books	19.2	32.2	22.0	27.6	21.2	10.4	29.1	16.5
Magazines	8.7	13.9	9.8	8.9	7.7	7.8	11.0	8.0
Wholesalers	8.5	11.3	11.9	10.2	7.1	6.2	12.8	7.3
Hawaii Visitors & Convention Bureau	8.4	5.3	8.9	7.4	10.8	6.8	12.6	7.2
Newspapers	2.0	1.0	2.5	1.3	1.2	2.7	1.5	2.2

**Table 6.11 2006 Sources of Information Used for Trip Planning – U.S. East
[Percentage of 2006 Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	87.2	92.8	93.5	95.7	91.2	74.8	88.1	86.4
Friends/relatives	41.5	52.5	37.1	51.1	44.0	34.8	56.7	28.2
Travel agents	40.0	55.7	38.1	29.0	38.2	43.7	46.1	34.7
Personal experience	37.8	24.3	44.8	27.6	38.4	41.1	5.1	66.6
Airlines	26.5	21.4	29.7	26.2	29.9	22.9	20.3	32.0
Books	26.1	30.9	33.3	30.0	31.0	14.6	31.9	21.1
Hotels/resorts	24.6	27.7	34.6	24.1	23.4	19.8	22.3	26.7
Hawaii Visitors & Convention Bureau	13.4	16.8	16.4	12.6	14.7	10.2	16.6	10.7
Magazines	11.3	21.0	13.2	12.9	10.8	7.5	13.2	9.6
Wholesalers	10.5	11.7	12.7	12.1	9.5	9.1	15.9	5.7
Newspapers	2.5	3.4	3.2	1.0	2.5	2.5	2.5	2.4

**Table 6.12 2006 Sources of Information Used for Trip Planning – Japan
[Percentage of 2006 Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Travel agents	91.2	97.4	89.6	92.0	88.7	91.6	94.6	88.4
Internet	62.1	54.6	68.7	74.8	68.0	45.6	57.2	66.0
Magazines	41.5	52.0	46.6	50.1	42.2	25.5	41.6	41.4
Personal experience	41.2	21.1	47.3	37.3	47.8	40.4	9.2	67.0
Books	40.8	51.6	42.9	51.5	42.2	26.1	45.0	37.4
Friends/relatives	29.5	45.3	24.1	45.1	23.9	23.8	42.4	19.1
Wholesalers	16.9	16.4	15.7	20.9	14.3	18.4	16.9	17.0
Airlines	9.8	6.7	11.8	8.4	11.0	8.7	7.8	11.4
Hotels/resorts	9.7	9.3	12.5	8.8	9.7	7.4	7.6	11.5
Hawaii Visitors & Convention Bureau	8.4	4.5	9.7	10.5	11.9	4.6	5.9	10.4
Newspapers	2.6	1.8	2.5	1.7	1.2	4.7	3.2	2.1

Table 6.13 2006 Sources of Information Used for Trip Planning – Canada
[Percentage of 2006 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	89.0	96.4	95.1	95.5	94.3	77.1	91.1	87.6
Travel agents	49.8	68.5	49.8	37.5	48.8	52.8	56.8	45.1
Personal experience	43.0	26.3	50.4	26.6	41.8	49.5	5.6	67.6
Friends/relatives	38.2	55.9	39.3	53.8	36.0	30.1	52.2	28.9
Airlines	27.3	21.9	29.8	20.4	28.9	28.2	20.0	32.1
Books	23.6	38.9	25.6	35.0	23.4	15.6	32.6	17.7
Hotels/resorts	19.7	22.7	21.3	18.1	22.4	16.6	16.8	21.6
Hawaii Visitors & Convention Bureau	11.5	15.9	12.5	11.0	15.1	7.3	14.5	9.5
Wholesalers	9.9	7.3	5.2	13.5	9.7	11.6	13.4	7.6
Magazines	9.2	12.7	10.9	7.9	9.2	8.2	12.7	6.9
Newspapers	2.9	1.3	2.5	1.0	3.0	4.2	3.7	2.4

Table 6.14 2006 Sources of Information Used for Trip Planning – Europe
[Percentage of 2006 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	83.3	89.8	92.5	94.6	87.2	65.4	83.0	84.0
Travel agents	71.6	84.3	73.4	63.4	68.6	75.3	74.8	64.4
Books	36.9	47.0	36.2	45.9	38.5	25.1	41.1	27.7
Friends/relatives	30.7	33.7	30.2	41.8	26.1	26.4	35.1	20.9
Personal experience	26.3	9.2	39.0	18.6	28.4	32.2	3.2	77.6
Airlines	17.2	10.4	20.6	18.6	18.8	16.0	14.1	24.1
Wholesalers	16.0	12.8	13.1	10.8	15.5	22.6	19.9	7.5
Hotels/resorts	15.3	14.2	21.4	14.4	17.8	12.0	14.5	17.2
Magazines	10.5	13.7	10.6	9.8	11.2	9.1	11.8	7.7
Hawaii Visitors & Convention Bureau	9.6	8.8	12.8	9.5	12.6	5.8	10.1	8.5
Newspapers	2.7	2.0	1.7	2.7	2.3	3.7	3.0	1.9

Table 6.15 2006 Internet Usage for Trip Planning
[Percentage of 2006 Visitors Who Used Internet by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Make airline reservations	71.5	75.7	64.4	20.1	58.4	41.0
Find things to do	51.8	47.0	60.0	37.3	60.2	57.5
Find hotel or place to stay	45.6	44.1	48.1	66.3	56.5	56.0
Rental car reservations	52.5	55.8	47.0	11.5	43.5	27.0
Make hotel reservations	48.3	48.8	47.4	22.7	51.6	41.1
Estimate costs	49.4	48.9	50.1	15.1	55.1	46.0
Maps and directions	42.7	41.6	44.6	26.8	47.6	44.1
Find recreational activities	38.8	35.8	43.9	33.0	41.2	28.7
Locate sightseeing places	31.0	27.2	37.5	37.6	37.0	41.8
Find good restaurant	24.3	22.7	27.1	33.1	22.1	18.1
Locate shopping places	9.5	8.9	10.6	41.4	15.5	13.4
Find evening activities	14.1	12.5	16.8	6.1	16.2	10.6

Table 6.16 2006 Usage of Travel Agent by MMA
[Percentage of 2006 Visitors Who Used Travel Agents by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Make airline reservations	79.0	77.4	81.0	77.3	80.6	88.3
Make hotel arrangements	67.3	66.3	68.6	79.2	56.7	70.1
Help in choosing the airline	46.0	44.9	47.3	40.4	48.6	50.8
Make rental car reservations	52.4	56.6	47.1	5.9	30.4	28.9
Help in purchasing your packages	19.2	14.5	25.1	37.7	12.9	11.9
Help in planning activities	17.4	12.8	23.2	32.3	11.1	12.4
Help in deciding travel to Hawaii	8.5	5.6	12.3	9.9	9.0	13.8

7. SAFETY ISSUES AND OTHER NUISANCES

SAFETY ISSUES AND OTHER NUISANCES

The safety of Hawai'i's visitors is very important to the State of Hawai'i and industry partners. Therefore, the 2006 Visitor Satisfaction Survey questionnaire also asked visitors if they had experienced any adversity or safety issues while in Hawai'i. Overall, less than one out of every eleven visitors experienced any issues of concern. Also, there was no significant difference between lifestyle/stages or visitation status due to the low incidence.

- Japanese visitors were the least likely to experience a problem on their trip (3.3% of visitors). Mostly their problem was wallets being stolen (1.4%).
- U.S. West visitors were most prone to encounters with drug dealers (2.0%).
- Drug dealing was also an issue for Canadians (2.7%) and Europeans (2.5%).

Table 7.1 2006 Issues and Other Nuisance [Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
no problems	93.5	93.2	94.0	96.7	93.3	93.1
drug dealers	1.8	2.0	1.5	0.8	2.7	2.5
wallet stolen	1.4	1.9	0.7	1.4	1.3	1.2
parking ticket	1.6	1.5	1.8	0.4	1.3	0.5
car vandalized	1.3	1.3	1.3	0.3	0.7	1.3
solicited by prostitutes	1.1	1.1	1.0	0.4	1.5	2.3
room vandalized	0.4	0.5	0.3	0.4	0.5	0.5
violence	0.4	0.4	0.3	0.2	0.4	0.4

8. VISITOR PROFILE

2006 VISITOR PROFILE

Lifestyle/Lifestage Segments and Visitation Status (Table 8.1)

U.S. Visitors

- Slightly more than last year, 4.4 percent of U.S. West parties were categorized as Wedding/Honeymoon segment while among U.S. East visitor they made up 7.6 percent.
- Middle Age (28.8%) and Seniors (31.7%) made up the majority of U.S. visitor parties.
- The Family segment comprised 23.7 percent of U.S. West and 17.5 percent of U.S. East respondents.
- U.S. East respondents were almost evenly distributed between First Timers (46.6%) and Repeat Visitors (53.4%). U.S. West were mainly Repeat Visitors (78.4%).

Japanese Visitors

- About three out of ten (28.6%) Japanese respondents were categorized as Family and another 11.3 percent were Wedding/Honeymoon.
- Middle Age visitors accounted for 20.2 percent and Seniors made up 25.3 percent.
- Over half (55.5%) were Repeat Visitors.

Canadian Visitors

- One-third of Canadian visitor parties were composed of Seniors (33.3%).
- More parties of Repeat Visitors (60.3%) came in 2006 than first-timers (39.7%).

European Visitors

- There were slightly more parties of Middle Age visitors (30.4%) than Seniors (28.9%) from Europe. And slightly more in the Wedding/Honeymoon segment (10.9%) than Family segment (8.9%).
- Europeans were mostly First Timers (69%).

Employment, Income and Education (Tables 8.2 to 8.9)

U.S. West

- The majority (72.1%) of the respondents work, 16.2 percent have retired while 9.1 percent were homemakers and/or students.
- Survey results for 2006 showed that approximately 15.1 percent of U.S. West respondents reported annual household income of less than \$50,000.
- U.S. West visitors with household income from \$70,000 to \$125,000 comprised the largest groups of respondents at about 39.1 percent.
- In addition, 24.8 percent of U.S. West visitors reported annual household income of \$150,000 or more.
- About 62.6 percent of the respondents have some college or college degrees, 27.1 percent have post graduate degrees, and 5.7 percent were high school graduates.

U.S. East

- The percentages of working visitors, retirees, homemakers and students were not much different than the respondents from the U.S. West. The majority (76.8%) of the respondents work, 15 percent have retired while 7.2 percent were homemakers and/or students.
- Survey results for 2006 showed that 18.9 percent of U.S. East respondents reported annual household income of less than \$50,000.
- U.S. East visitors with household income from \$70,000 to \$125,000 comprised the largest groups of respondents at 37.8 percent.
- In addition, 22.4 percent of U.S. East visitors reported annual household income of \$150,000 or more.
- About 57.3 percent have some college or college degrees, 30.1 percent have post graduate degrees, and 8.6 percent were high school graduates.

Japanese Visitors

- Six out of ten (60.4%) of the respondents work for a living, however there were more homemakers (22.2%) and fewer retirees (7.4%) compared to their U.S. counterparts.
- 39.9 percent of the visitors from Japan reported annual household income of less than 5 million yen (approximately \$43,000 U.S.).
- Respondents with income between 5 million yen (approximately \$43,000 U.S.) and 9.99 million yen (approximately \$86,000 U.S.) accounted for 36.6 percent of Japanese visitors surveyed.
- About 8.3 percent of the respondents who visited Hawai'i reported annual household income of 15 million yen (approximately \$129,000 U.S.) or more.
- About 54.4 percent have some college or college degrees, 3.2 percent have post graduate degrees and a larger percentage (30.2%) were high school graduates in contrast to their counterparts from other visitor markets.

Canadian Visitors

- 68.4 percent of the respondents work and about 6.8 percent were homemaker and/or students. More retirees (21.3%) from Canada responded to the survey compared to visitors from the other markets.
- About one-quarter, 23.9 percent, of the Canadian visitors surveyed reported annual household income of less than \$50,000.
- Canadians with income between \$50,000 and \$99,999 comprised the largest group (36.7%) while 18.6 percent of the respondents reported annual household income of \$150,000 or more.
- More than half (54.8%) of the respondents have some college or college degrees, 22.4 percent have post graduate degrees and 12.6 percent were high school graduates.

European Visitors

- Over three-quarters of European visitors work (77.4%). A slightly larger proportion of visitors were Students (3.9%) compared to the other markets.
- About one-third, 33 percent, of the European visitors surveyed reported annual household income of \$50,000 or less.

- Those with income between \$50,000 and \$99,999 accounted for almost 34.7 percent while 14.2 percent of the European respondents reported annual household income of \$150,000 or more.
- 44.1 percent of the respondents have some college or college degrees, 22.5 percent have post graduate degrees while 13.1 percent were high school graduates.

Other Visitor Characteristics (Tables 8.10 to 8.13 and 8.18)

U.S. West Visitors

- Over half (56%) of the U.S. West visitors who responded to the 2006 survey were female and 44 percent were male. The median age was 49 years old. About 86.9 percent had traveled on vacation more than 1,000 miles from home in the past three years. More than half (53.9%) had visited Las Vegas and 35.6 percent had visited Mexico in the last five years.
- Close to half, 47.5 percent, of the respondents had friends or relatives in Hawai'i; 11.4 percent had lived in Hawai'i before. Close to 10.2 percent owned timeshare property in Hawai'i while 4.7 percent owned other types of property in the islands.
- Even though 64.7 percent of the U.S. West visitors stayed in a hotel on O'ahu, almost one-fifth of O'ahu visitors stayed at a friend's or family's home (17.2%). On Maui more U.S. West visitors stayed in condos (35.4%) than in hotels (33%). Many visitors stayed in a time share while on Kaua'i (25.9%) and Hawai'i Island (14.7%).

U.S. East Visitors

- Similar to U.S. West visitors, over half of the U.S. East visitors who responded to the 2005 survey were females and 44.2 percent were male. The median age was also the same, 49 years.
- The majority (83.1%) of the visitors had taken a long distance trip of more than 1,000 miles from their homes in the past three years. Over half (56.7%) had been to Florida and nearly one-third (32.4%) had been to the Caribbean in the past five years.
- Few, 6.4 percent of the respondents, had previously lived in Hawai'i, 32.2 percent had friends or relatives here, while 5.7 percent own time-share property in the islands.
- On O'ahu most U.S. East visitors stayed in hotels (73.2%). Many visitors to Maui (20.6%), Kaua'i (29.6%) and Hawai'i Island (28.7%) actually spent their nights on a cruise ship.

Japanese Visitors

- There were more females than male Japanese visitors, who responded to the survey, at 57.3 percent to 42.7 percent, respectively. In contrast to U.S. visitors surveyed the median age was slightly younger at 45 years old.
- Two-thirds (65.7%) of the respondents had taken a long distance trip of more than 1,000 miles from their homes in the past three years. The number of Japanese visitors who had visited a near Pacific or Asian country has increased dramatically. Over one-fourth (26.3%) had visited Guam/Saipan, 29.1 percent had visited Korea, 19.9 percent had visited China, and 24.6 percent had visited Other Asian countries in the past five years. Quite a few Japanese visitors had also been to Las Vegas (11.6%) and California (9.3%).

- Few Japanese respondents had lived in Hawai'i before (1.5%), owned time share property in Hawai'i (2.5%) or had friends or relatives in the islands (17.3%) compared to U.S. visitors.
- Japanese visitors mainly stayed in hotels while on O'ahu (90.7%), Maui (73.9%), Hawai'i Island (83.2%), and Kaua'i (70.3%). On Kaua'i some prefer to stay in condos (13.9%).

Canadian Visitors

- There were also more female respondents (55%) than male respondents (45%) among Canadian visitors surveyed. Like the U.S. counterparts, the median age was 49 years old.
- The majority (91.2%) of the respondents had taken a long distance trip of more than 1,000 miles from their homes in the past three years. Many Canadians had traveled to California (41.3%), Florida (33.1%), or around Canada (49.4%) in the past five years.
- Only 3.0 percent had lived in Hawai'i before, 4.3 percent own timeshare property in the islands, and 21.9 percent had friends or relatives in Hawai'i.
- Canadian visitors prefer hotels on O'ahu (66.2%) but use condos while on Maui (40.4%). Like the U.S. East visitor, many visit the neighbor islands by day but retire to the cruise ship at night. One-third of Kaua'i visitors said they stayed overnight on the cruise ship (33.3%), 25.8 percent on Hawai'i Island and 19.1 percent on Maui. On Kaua'i, 19 percent stayed at timeshare properties.

European Visitors

- In contrast to U.S., Japanese or Canadian visitors, there were more male (54.1%) respondents from Europe compared to female (45.9%). The median age was 45 years old.
- A few respondents (16.8%) had friends or relatives in Hawai'i and 2.7 percent had lived in Hawai'i before. Only .8 percent own timeshare property in the islands while .7 percent own other types of property in Hawai'i.
- Europeans mainly use hotels while visiting the islands – 83.2 percent on O'ahu, 49.3 percent on Maui, 54 percent on Hawai'i Island and 50.4 percent on Kaua'i.
- Almost all of the respondents (90.8%) had taken a long distance trip of more than 1,000 miles from their homes in the past three years. In the past five years, half (54.1%) visited California, 45.3 percent visited Las Vegas, 34.4 percent to New York City, and 19.6 percent traveled all the way to Australia or New Zealand.

Primary Purpose of Trips (Table 8.14)

U.S. Visitors

- The majority, 68.4 percent of the U.S. West and 62.4 percent of U.S. East visitors, surveyed in 2006 listed vacation as the primary reason for coming to the islands.
- Other primary reasons for U.S. respondents to visit Hawai'i were to: visit friends/relatives (9.4% U.S. West and 9.4% U.S. East); attend business meetings/conduct business (6.5% U.S. West and 7.2% U.S. East); attend a convention/conference/seminar (2.2% U.S. West and 4.7% U.S. East); or honeymoon (3.3% U.S. West and 5.3% U.S. East).

Japanese Visitors

- Vacation was the primary reason for 62.9 percent of Japanese respondents to visit Hawai'i.
- In addition, 7.8 percent of Japanese respondents listed attending/participating in weddings, 8.4 percent to honeymoon, 4.4 percent for shopping/fashion, and 2.1 percent listed getting married as other primary reasons for visiting Hawai'i.

Canadian Visitors

- More than three-quarters, 77.2 percent of Canadian respondents, indicated that vacation was their primary reason for coming to the islands.
- Other significant reasons included: 4.6 percent came to visit friends/relatives; about 3.2 percent attended a convention/conference/seminar.

European Visitors

- Vacation was also the primary reason for 71 percent of the European respondents to visit Hawai'i.
- In addition, 8.2 percent came to honeymoon, 5 percent visited friends/relatives, and 4 percent attended a convention/conference/seminar.

Secondary Purpose of Trips (Table 8.15)

U.S. Visitors

- Another 41.4 percent of U.S. West and 52.8 percent of U.S. East surveyed in 2006 listed vacation as their secondary purpose of trip. Other secondary reasons to come to Hawai'i were to visit friends/relatives (25.5% U.S. West and 17.3% U.S. East), to attend business meetings/conduct business (5.2% U.S. West and 3% U.S. East).

Japanese Visitors

- Shopping/fashion was the prevailing secondary purpose of trip among 50.8 percent of the Japanese respondents.
- Vacation (22.1%) was the next secondary purpose of the trip among the respondents. In addition, 3.9 percent visited friends/relatives.

Canadian Visitors

- Also, 43.9 percent of the Canadian respondents indicated that vacation was their secondary purpose for coming to Hawai'i while 20.2 percent visited friends/relatives, while 10.6 percent stated they came for shopping/fashion.
- Combined, 4.0 percent attended a business meeting/conduct business and/or attended conventions/conferences/seminars.

European Visitors

- Similarly, vacation was the secondary purpose of trip for 40.9 percent of the European visitors surveyed. In addition, 9.3 percent listed shopping and fashion.

Travel Companions

U.S. Visitors

- The majority of the U.S. West and U.S. East respondents in 2005 traveled to the islands with their spouses (49.9% U.S. West and 56.1% U.S. East), with children (24.1% U.S. West and 17.8% U.S. East) and with other family members (23% U.S. West and 22% U.S. East).
- Additionally, 19.9 percent of U.S. West and 20.7 percent of U.S. East visitors came with friends/business associates while about 11.2 percent of U.S. West and 8.8 percent of U.S. East visitors came alone.

Japanese Visitors

- Almost half, 48.5 percent of the Japanese visitors, surveyed came with their spouses, 30.5 percent were with children, and 13.3 percent were with other family members.
- Compared to their U.S. counterparts, a slightly higher number of Japanese visitors surveyed traveled with friends or business associates (24.7%) while fewer came by themselves (5.1%).

Canadian Visitors

- A larger percentage of the Canadian visitors surveyed came with their spouses (55.9%) compared to respondents from the U.S. West, Japan and Europe.
- Similar to U.S. East visitors, 19.1 percent were with children, 23.5 percent with other family members, and 20.9 percent with friends or business associates.

European Visitors

- About half, 50.4 percent of the European respondents, traveled to Hawai'i with their spouses, while 9.3 percent came with children, and 11.2 percent with other family members. Another 17.6 percent of visitors traveled with friends or associates.
- A higher percentage of European visitors surveyed traveled with their girlfriends or boyfriends (11.6%) compared to respondents from the other markets.

**Table 8.1 Lifestyle/Lifestage and Visitation Status
[Percentage of 2006 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
LIFESTYLE/LIFESTAGE SEGMENTS						
Wedding / Honeymoon	5.6	4.4	7.6	11.3	5.1	10.9
Family	21.3	23.7	17.5	28.6	18.6	8.9
Young	12.6	12.2	13.4	14.6	14.0	20.8
Middle age	28.8	28.0	30.0	20.2	28.9	30.4
Seniors	31.7	31.8	31.5	25.3	33.3	28.9
VISITATION STATUS						
First timers	31.0	21.6	46.6	44.5	39.7	69.0
Repeat visitors	69.0	78.4	53.4	55.5	60.3	31.0

**Table 8.2 Income Level – U.S. Total
[Percentage of 2006 Visitors by Island]**

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.2	1.4	1.0	0.8	1.6
\$15,000 - \$24,999	2.3	3.1	1.3	1.6	1.9
\$25,000 - \$29,999	2.2	2.7	1.2	1.9	1.8
\$30,000 - \$34,999	2.7	3.1	2.3	2.3	3.1
\$35,000 - \$39,999	1.8	2.4	1.7	1.3	2.5
\$40,000 - \$44,999	2.9	3.3	3.0	2.8	2.7
\$45,000 - \$49,999	3.4	3.7	4.0	3.6	4.1
\$50,000 - \$69,999	12.5	12.9	14.5	12.8	15.0
\$70,000 - \$99,999	21.6	22.7	20.7	21.8	20.5
\$100,000 - \$124,999	17.0	17.6	17.1	16.6	18.5
\$125,000 - \$149,999	8.4	6.6	10.5	8.4	7.2
\$150,000 or more	23.9	20.4	22.7	26.0	21.0

**Table 8.3 Income Level – U.S. West
[Percentage of 2006 Visitors by Island]**

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.2	1.6	0.5	0.6	1.8
\$15,000 - \$24,999	2.3	3.1	1.2	1.9	2.6
\$25,000 - \$29,999	1.9	2.0	1.1	1.6	1.0
\$30,000 - \$34,999	2.5	3.1	1.6	1.8	2.9
\$35,000 - \$39,999	1.4	1.9	1.3	0.9	2.7
\$40,000 - \$44,999	2.7	2.6	2.6	2.8	2.4
\$45,000 - \$49,999	3.1	3.8	4.5	3.0	3.2
\$50,000 - \$69,999	11.9	11.5	12.7	13.4	14.2
\$70,000 - \$99,999	20.9	22.6	17.0	19.9	20.2
\$100,000 - \$124,999	18.2	18.9	20.8	17.2	19.0
\$125,000 - \$149,999	9.0	6.2	11.8	10.3	8.1
\$150,000 or more	24.8	22.6	25.0	26.6	21.8

Table 8.4 Income Level – U.S. East [Percentage of 2006 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	1.4	1.1	1.6	1.2	1.3
\$15,000 - \$24,999	2.3	3.1	1.6	1.2	1.0
\$25,000 - \$29,999	2.6	3.6	1.2	2.3	2.9
\$30,000 - \$34,999	3.0	3.2	3.2	2.9	3.3
\$35,000 - \$39,999	2.5	2.9	2.2	1.9	2.3
\$40,000 - \$44,999	3.4	4.2	3.5	2.8	3.2
\$45,000 - \$49,999	3.7	3.6	3.3	4.5	5.4
\$50,000 - \$69,999	13.3	14.7	17.0	12.0	15.9
\$70,000 - \$99,999	22.9	22.8	25.8	24.4	20.9
\$100,000 - \$124,999	14.9	16.0	12.0	15.9	17.8
\$125,000 - \$149,999	7.5	7.0	8.8	5.6	6.1
\$150,000 or more	22.4	17.8	19.7	25.2	19.9

Table 8.5 Income Level – Japan [Percentage of 2006 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME in 10,000 Japanese Yen					
150 or less	4.2	4.2	6.6	2.7	3.3
150 - 249.999	5.1	5.0	3.7	3.3	3.5
250 - 299.999	6.5	6.6	3.4	4.6	5.1
300 - 349.999	6.7	6.6	6.4	4.8	7.2
350 - 399.999	5.3	5.4	3.8	4.8	2.8
400 - 449.999	5.4	5.3	6.4	7.3	5.6
450 - 499.999	6.7	6.7	4.1	7.1	5.5
500 - 699.999	16.5	16.9	20.9	13.7	19.5
700 - 999.999	20.1	20.0	16.5	20.6	18.8
1,000 - 1,249.999	10.3	10.4	10.1	12.2	12.1
1,250 - 1,499.999	4.9	4.8	4.3	7.3	5.6
1,500 or more	8.3	8.0	14.0	11.6	11.1

Table 8.6 Income Level – Canada [Percentage of 2006 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	0.9	1.5	0.2	0.4	0.1
\$15,000 - \$24,999	2.3	2.6	1.5	1.1	1.7
\$25,000 - \$29,999	3.5	4.5	2.7	2.9	3.5
\$30,000 - \$34,999	2.7	3.5	3.0	1.6	2.5
\$35,000 - \$39,999	3.4	4.1	2.9	3.1	2.2
\$40,000 - \$44,999	5.3	5.4	5.6	5.3	2.8
\$45,000 - \$49,999	5.8	6.3	2.9	4.3	4.9
\$50,000 - \$69,999	15.2	13.3	12.8	16.2	16.6
\$70,000 - \$99,999	21.5	24.7	26.9	20.8	22.6
\$100,000 - \$124,999	14.0	14.7	14.1	13.4	16.7
\$125,000 - \$149,999	6.8	6.3	8.6	8.8	7.9
\$150,000 or more	18.6	13.1	19.0	22.0	18.6

Table 8.7 Income Level – Europe [Percentage of 2006 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i
INCOME					
\$14,999 or less	4.2	4.5	3.1	2.8	4.3
\$15,000 - \$24,999	4.8	4.1	4.5	5.1	4.5
\$25,000 - \$29,999	4.0	4.8	4.2	4.4	3.8
\$30,000 - \$34,999	4.9	5.9	3.7	3.7	6.0
\$35,000 - \$39,999	4.3	4.5	4.2	4.3	3.5
\$40,000 - \$44,999	5.1	5.1	5.5	4.3	4.3
\$45,000 - \$49,999	5.7	5.9	3.9	5.9	4.6
\$50,000 - \$69,999	14.5	14.8	13.6	14.5	16.7
\$70,000 - \$99,999	20.2	20.9	22.4	19.4	16.5
\$100,000 - \$124,999	11.9	11.1	13.3	13.9	11.2
\$125,000 - \$149,999	6.2	6.1	6.3	6.7	8.0
\$150,000 or more	14.2	12.3	15.4	15.0	16.5

Table 8.8 Employment [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
EMPLOYMENT STATUS						
Working	73.9	72.1	76.8	60.4	68.4	77.4
Retired	15.7	16.2	15.0	7.4	21.3	13.8
Student	2.2	2.4	2.0	1.5	2.5	3.9
Homemaker	6.1	6.7	5.2	22.2	4.3	2.2
Other	2.1	2.7	1.1	8.4	3.4	2.8

Table 8.9 Education [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
HIGHEST LEVEL OF SCHOOL						
No high school	0.1	0.1	0.1	1.3	0.3	3.4
Some high school	0.6	0.9	0.2	0.9	2.4	6.9
High school grad	6.8	5.7	8.6	30.2	12.6	13.1
Some college	16.5	18.2	13.7	1.6	16.2	14.1
2-year degree	9.2	9.1	9.2	17.1	7.6	4.3
4-year degree	35.0	35.3	34.4	35.7	31.0	25.7
Post grad degree	28.2	27.1	30.1	3.2	22.4	22.5
Vocational/technical	3.6	3.5	3.7	10.1	7.5	9.8

Table 8.10 Gender and Age [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
GENDER						
Male	44.1	44.0	44.2	42.7	45.0	54.1
Female	55.9	56.0	55.8	57.3	55.0	45.9
AGE						
Median (Years)	49.0	49.0	49.0	45.0	49.0	45.0

Table 8.11 Relationship with Hawai'i [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
LIVED IN HAWAII BEFORE						
Yes	9.5	11.4	6.4	1.5	3.0	2.7
No	90.5	88.6	93.6	98.5	97.0	97.3
HAVE FRIENDS AND/OR RELATIVES IN HAWAII'?						
Yes	41.7	47.5	32.2	17.3	21.9	16.8
No	58.3	52.5	67.8	82.7	78.1	83.2
DO YOU OWN PROPERTY IN HAWAII'?						
Own timeshare units	8.5	10.2	5.7	2.5	4.3	0.8
Own other types of property	3.4	4.7	1.3	0.6	1.4	0.7
None	88.1	85.1	93.0	97.0	94.2	98.5

Table 8.12 Travel History [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
HOW MANY TRIPS HAVE YOU TAKEN IN THE PAST 3 YEARS?						
1 trip	5.6	5.3	6.1	8.6	7.9	6.7
2 to 4 trips	35.6	34.0	38.3	36.5	37.7	27.0
5 to 9 trips	33.6	32.9	34.8	31.9	35.2	39.2
10 or more trips	25.2	27.8	20.7	23.0	19.2	27.0
LONG DISTANCE TRAVEL (>1,000 miles from home)						
yes	85.5	86.9	83.1	65.7	91.2	90.8
no	14.5	13.1	16.9	34.3	8.8	9.2

Table 8.13 Places Visited in the Past Five Years [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
California	52.5	53.7	50.4	9.3	41.3	54.1
Florida	39.8	30.0	56.7	2.9	33.1	32.0
Las Vegas	49.5	53.9	41.9	11.6	35.2	45.3
New York City	30.6	27.9	35.3	7.0	17.4	34.4
Other U.S.	60.6	61.3	59.4	10.4	47.8	41.8
Bali	0.9	1.3	0.3	10.3	1.4	4.8
China	4.8	5.2	4.3	19.9	5.8	8.6
Fiji	0.9	1.1	0.6	0.8	1.3	2.8
Guam/Saipan	0.6	0.4	0.8	26.3	0.2	0.5
Korea	1.9	2.1	1.6	29.1	0.9	1.6
Thailand	2.9	3.2	2.6	15.2	4.6	12.1
Other Asia	7.6	8.1	6.8	24.6	7.0	18.4
Australia/New Zealand	6.0	7.0	4.2	19.9	10.2	19.6
Canada	25.3	26.5	23.3	8.9	49.4	21.4
Caribbean	23.0	17.6	32.4	1.0	32.5	23.1
Mexico	33.2	35.6	29.2	1.9	35.2	15.1
Other	31.2	31.1	31.2	19.1	41.1	55.5

Table 8.14 Primary Purpose of Trip [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
PRIMARY PURPOSE						
Vacation	66.1	68.4	62.4	62.9	77.2	71.0
Business meeting/conduct business	6.8	6.5	7.2	1.7	2.5	2.5
Convention, conference, seminar	3.1	2.2	4.7	0.9	3.2	4.0
Incentive/reward	1.2	1.1	1.4	1.8	1.0	1.0
Visit friends/relatives	9.4	9.4	9.4	2.4	4.6	5.0
Get married	0.6	0.4	0.9	2.1	0.7	1.6
Attend/participate in wedding	3.6	3.8	3.3	7.8	3.1	2.0
Honeymoon	4.1	3.3	5.3	8.4	3.5	8.2
Sports event	1.1	0.9	1.4	3.0	1.9	1.9
Cultural event	0.5	0.6	0.4	0.9	0.6	0.5
Medical treatment	0.0	0.0	0.0	0.0	0.0	0.0
Shopping/fashion	0.0	0.0	0.0	4.4	0.0	0.0
Other	3.5	3.5	3.5	3.6	1.6	2.3

Table 8.15 Secondary Purpose of Trip [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
SECONDARY PURPOSE						
Vacation	45.7	41.4	52.8	22.1	43.9	40.9
Business meeting/conduct business	4.4	5.2	3.0	1.3	2.2	3.1
Convention, conference, seminar	1.9	2.3	1.4	0.5	1.8	1.8
Incentive/reward	3.9	3.7	4.3	1.2	2.0	1.6
Visit friends/relatives	22.4	25.5	17.3	3.9	20.2	15.0
Get married	0.6	0.7	0.5	1.1	1.2	0.5
Attend/participate in wedding	1.7	2.2	0.9	3.8	1.5	1.9
Honeymoon	2.6	1.7	4.1	3.5	1.5	4.3
Sports event	2.0	1.8	2.2	3.7	3.5	4.9
Cultural event	1.7	1.8	1.6	1.9	1.1	4.5
Medical treatment	0.2	0.2	0.3	0.6	0.0	0.9
Shopping/fashion	4.2	4.6	3.7	50.8	10.6	9.3
Other	8.6	9.0	8.0	5.6	10.4	11.3

Table 8.16 Companion Type [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
TRAVEL PARTY						
Spouse	52.3	49.9	56.1	48.5	55.9	50.4
With kids	21.8	24.1	17.8	30.5	19.1	9.3
Other family	22.6	23.0	22.0	13.3	23.5	11.2
Friends/bus assoc	20.2	19.9	20.7	24.7	20.9	17.6
Girl/boy friend	6.1	6.8	5.0	2.2	5.3	11.6
Same sex partner	1.4	1.3	1.5	2.5	0.9	1.2
Alone	10.3	11.2	8.8	5.1	7.5	12.7
Other	1.5	1.5	1.5	2.2	2.1	1.8

Table 8.17 Year of Last Visit to Hawai'i [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
YEAR OF LAST VISIT TO HAWAII						
1990 or prior	11.6	10.0	15.4	3.3	12.1	7.9
1991-2000	18.2	18.0	18.6	17.1	25.3	21.3
2001	4.6	4.8	4.0	5.3	5.2	6.5
2002	6.3	5.9	7.2	5.4	5.1	5.6
2003	8.9	8.4	10.0	10.1	8.3	12.3
2004	18.2	19.3	15.5	18.1	18.3	17.1
2005	32.3	33.5	29.3	40.5	25.6	29.3

Table 8.18 Accommodation Usage by Island [Percentage of 2006 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
ACCOMMODATION ON O'AHU						
Hotel	68.5	64.7	73.2	90.7	66.2	83.2
Condo	6.7	9.0	4.0	7.1	12.9	3.7
Bed & Breakfast	0.5	0.1	0.9	0.1	1.0	1.9
Time Share	5.7	6.9	4.3	1.4	6.9	0.8
Friends or Family's Home	15.7	17.2	13.8	1.8	7.5	7.1
Home I Own	0.5	0.8	0.2	0.1	0.3	0.2
Home that I Rented	2.7	3.1	2.2	0.2	2.8	2.6
Cruise Ship	3.5	2.2	5.1	0.1	6.3	3.0
Other Accom	1.9	2.0	1.9	0.2	1.9	2.0
ACCOMMODATION ON MAUI						
Hotel	37.9	33.0	45.0	73.9	28.1	49.3
Condo	30.3	35.4	23.0	16.4	40.4	16.2
Bed & Breakfast	1.2	0.7	2.1	0.2	2.5	7.1
Time Share	13.8	17.2	9.0	0.3	7.2	3.8
Friends or Family's Home	4.6	6.3	2.3	2.1	3.6	3.2
Home I Own	0.7	1.1	0.2	0.0	0.8	0.2
Home that I Rented	2.1	2.4	1.7	0.6	3.0	4.5
Cruise Ship	13.1	7.9	20.6	4.9	19.1	16.2
Other Accom	1.0	1.4	0.5	2.5	1.6	4.3
ACCOMMODATION ON HILO						
Hotel	28.6	31.0	26.2	73.2	30.2	39.7
Condo	5.7	9.7	1.7	3.0	5.1	4.1
Bed & Breakfast	7.9	6.9	9.0	1.3	9.8	10.3
Time Share	3.2	4.4	1.9	2.1	2.5	2.0
Friends or Family's Home	10.3	14.9	5.8	3.9	3.6	5.5
Home I Own	1.5	2.8	0.3	3.6	0.0	0.0
Home that I Rented	4.5	7.4	1.6	3.6	4.4	2.0
Cruise Ship	40.0	26.0	54.0	10.0	43.7	32.0
Other Accom	3.6	3.7	3.4	3.1	3.3	9.6
ACCOMMODATION ON KONA						
Hotel	38.3	35.8	41.5	83.7	33.8	51.9
Condo	18.4	23.4	11.8	8.7	18.2	10.4
Bed & Breakfast	2.1	0.4	4.3	1.0	4.7	7.0
Time Share	12.2	15.7	7.5	3.2	11.7	2.0
Friends or Family's Home	8.2	11.6	3.8	1.2	2.9	4.6
Home I Own	1.3	1.9	0.6	0.4	0.7	0.8
Home that I Rented	3.2	4.3	1.9	0.7	2.5	2.8
Cruise Ship	19.9	11.2	31.4	2.5	29.5	20.7
Other Accom	1.6	1.9	1.1	0.5	2.0	4.1
ACCOMMODATION ON HAWAI'I						
Hotel	39.9	38.0	42.3	83.2	36.6	54.0
Condo	17.0	21.8	10.7	7.8	18.0	10.3
Bed & Breakfast	4.5	2.6	7.1	1.0	7.8	9.2
Time Share	11.3	14.7	6.7	3.3	11.2	2.6
Friends or Family's Home	10.8	14.3	6.1	1.8	4.3	5.9
Home I Own	1.8	2.6	0.6	1.2	0.6	0.6
Home that I Rented	4.5	6.1	2.4	1.5	3.8	3.1
Cruise Ship	18.1	10.0	28.7	2.5	25.8	18.1
Other Accom	2.6	2.8	2.5	1.1	2.4	6.5
ACCOMMODATION ON KAUAI'						
Hotel	28.8	26.9	31.5	70.3	22.2	50.4
Condo	20.8	25.9	13.7	13.9	20.9	11.3
Bed & Breakfast	1.3	0.5	2.4	0.0	0.7	4.9
Time Share	21.6	25.9	15.7	2.6	19.0	3.7
Friends or Family's Home	5.1	5.7	4.3	0.5	1.1	1.8
Home I Own	1.3	2.1	0.1	0.0	0.0	0.0
Home that I Rented	5.5	6.3	4.4	0.0	5.6	3.4
Cruise Ship	19.6	12.3	29.6	12.9	33.3	22.0
Other Accom	1.4	1.8	0.9	3.2	1.6	4.7

9. DEFINITIONS AND SURVEY METHODOLOGY

DEFINITION AND SURVEY METHODOLOGY

Definitions

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

Major Market Areas (MMAs): The following geographical areas are defined by the Hawai'i Tourism Authority for marketing purposes to make the State more globally competitive:

- U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) States.
- U.S. East – Other States in the Continental U.S.
- Japan
- Canada
- Europe – United Kingdom, Germany, France, Italy, and Switzerland
- Oceania – Australia and New Zealand
- Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
- Latin America – Argentina, Brazil and Mexico
- Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories

Visitor Lifestyle and Life-Stage:

- Wedding/Honeymoon visitors: Visitors whose primary and secondary purpose of trip are getting married or to honeymoon.
- Family: Visitors traveling with kids under 18 years of age and are not in the above life stage.
- Young: Visitors between 18 and 34 years of age and are not in the above life stages.
- Middle Age: Visitors between 35 and 54 years of age and are not in the above life stages.
- Seniors: Visitors 55 years of age or over and are not in the above life stages.

Survey Methodology

The Visitor Satisfaction Survey was a mail survey conducted among U.S., Japanese, Canadian, and European visitors to Hawai'i. The survey was designed to measure the satisfaction levels with the state of Hawai'i as a vacation destination, and to obtain information on their trip planning, activity patterns, overall trip experiences, and profile.

Survey questionnaires were mailed to selected U.S., Japanese, Canadian and European visitors after they had returned home from their trip to Hawai'i. The U.S. samples were drawn from the completed Domestic In-Flight Survey forms. The Japanese, Canadian, and European samples were drawn from the completed Departure Survey forms.

There are two versions of the Visitor Satisfaction Survey form, one in English and the other in Japanese. The 2006 survey has 8 pages and 33 questions. Surveys forms were printed in a booklet form and in two-color print. The English survey instrument is presented in Section 10 of this report.

Table 9.1 Response Rate

Area	Mail out	Received	Return Rate
U.S.	11,969	3,328	28%
Japan	11,803	3,366	29%
Canada/Europe	12,146	3,524	29%

The general level of accuracy at the 95%-confidence level for responses by MMA is listed below (e.g., we are 95 percent confident that the true percentage of U.S. West visitors is within 2.3 percent greater than or less than the figures listed in this report).

Table 9.2 Sample Size

MMA	Sample Size	Visitors to Hawai'i	Confidence Interval
U.S. West	1,816	3,191,709	+/- 2.3%
U.S. East	1,490	1,933,182	+/- 2.5%
Japan	3,355	1,362,708	+/- 1.7%
Canada	1,309	273,529	+/- 2.7%
Europe	2,185	104,841	+/- 2.1%

The collected data was weighted to adjust for differences with the actual visitor characteristics measured in the Basic Data Series caused by sampling and non-responses. The data was weighted during analysis to reflect the actual visitor ratio of first-timers to repeat visitors and the proportion of O'ahu only and Neighbor island visitors.

Due to the low number of samples achieved, data for Lāna'i and Moloka'i were not presented in most of the data tables in this report.

Visitors' satisfaction and rating of their experiences were reported on a destination by destination basis instead of an aggregated statewide measure. The data collection methodology was changed to better reflect the specificity and uniqueness of each island. Respondents were asked to select only one island to rate based on the location where they stayed the most nights. This resulted in responses unevenly distributed between islands; mainly concentrated on O'ahu, Maui and Kaua'i. Therefore, data limitations hamper us from reporting fully on Lāna'i, Moloka'i, and to a lesser extent, Kona and Hilo.

10. 2006 VISITOR SATISFACTION
SURVEY FORM (ENGLISH VERSION)



2006 VISITOR SATISFACTION SURVEY

Aloha! Please answer each question candidly. We need your feedback to evaluate how well we take care of those who visit our islands. Your answers will help us improve the Hawaiian experience for all visitors. Your responses will be kept completely confidential; answers from all respondents will be tallied as totals, not individual responses. Mahalo.

Instructions: Please answer each question by marking the circle [●] or writing in the space provided with a black pen or dark lead pencil. Return the completed survey in the postage-paid envelope as soon as possible.

MARKING INSTRUCTIONS	
CORRECT MARKS: ● ● ● ●	INCORRECT MARKS: ⊗ ⊖ ⊕ ⊙ ⊚

1. Overall, how would you rate your most recent trip in Hawai'i?

- Excellent
- Above average
- Below average
- Poor

2. Would you say this trip to Hawai'i...?

- Exceeded your expectations
- Met your expectations
- Did not meet your expectations

3. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely

4a. How likely are you to visit Hawai'i in the next five years?

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely

IF YOU MARKED NOT TOO LIKELY OR NOT AT ALL LIKELY...

4b. Why would you be unlikely to revisit Hawai'i? *(Mark all that apply).*

- Flight is too long
- Too commercial/overdeveloped
- Too crowded/congested
- Not enough value for the price
- Want to go someplace new
- Other (Specify at right) _____

--	--	--	--	--	--	--

- 5a. What was the primary purpose of your most recent trip to Hawai'i?
 5b. And what, if any, was the secondary purpose of your most recent visit?

	Q5a. Primary Purpose (one answer only)	Q5b. Secondary Purpose
Vacation	<input type="radio"/>	<input type="radio"/>
Attend a business meeting or conduct business	<input type="radio"/>	<input type="radio"/>
Attend a convention, conference or seminar	<input type="radio"/>	<input type="radio"/>
Incentive/reward	<input type="radio"/>	<input type="radio"/>
Visit friends or relatives	<input type="radio"/>	<input type="radio"/>
Get married	<input type="radio"/>	<input type="radio"/>
Attend/participate in a wedding	<input type="radio"/>	<input type="radio"/>
Honeymoon	<input type="radio"/>	<input type="radio"/>
Attend/participate in a sporting event	<input type="radio"/>	<input type="radio"/>
Attend/participate in a cultural/historical event	<input type="radio"/>	<input type="radio"/>
Medical treatment	<input type="radio"/>	<input type="radio"/>
Shopping/fashion	<input type="radio"/>	<input type="radio"/>
Other (please specify) _____	<input type="radio"/>	<input type="radio"/>

- 6a. Please mark if you visited any of the following places.
 6b. If you stayed overnight or longer, how many nights did you stay at each place? (Write 0 if day only trip)

	Q6a. Visited	Q6b. Number of Nights
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="text"/>
Island of Maui	<input type="radio"/>	<input type="text"/>
Island of Moloka'i	<input type="radio"/>	<input type="text"/>
Island of Lana'i	<input type="radio"/>	<input type="text"/>
Big Island of Hawai'i (Hilo/Kona)	<input type="radio"/>	<input type="text"/>
Island of Kaua'i	<input type="radio"/>	<input type="text"/>

7. For each Island you stayed overnight or longer, what type of accommodation did you stay in?

	Hotel	Condo	B&B	Time Share	Friends' or Family's Home	Home I Own	Home that I Rented	Cruise Ship	Other
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please indicate where you stayed the most nights on your most recent trip. (Please choose one below)

- O'ahu
 Maui
 Moloka'i
 Lana'i
 Kaua'i
 Big Island of Hawai'i (Hilo)
 Big Island of Hawai'i (Kona)

For the location you have indicated above, how satisfied were you with...

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied At all	Not Applicable
Accommodations (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
location -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
facility -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
location -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of choices -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality and taste of the food -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a sufficient number of shopping places -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locations -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of merchandise -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
quality of merchandise -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf Courses (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locations -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities & Attractions (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
exciting -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety of choices -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
service -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation by bus, taxi, trolley (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convenience -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
efficiency -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
value for your money -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airports (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
signage -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ease of getting around -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of food -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
availability of shopping -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendliness of workers -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks & Beaches (overall) -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
security -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
facility -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cleanliness and comfort -----	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. For each island you visited on your most recent trip, which of the following did you see or do?

	O'ahu	Maui	Kaua'i	Big Island of Hawai'i (Hilo)	Big Island of Hawai'i (Kona)	Moloka'i	Lana'i
Sightseeing							
Helicopter ride or airplane tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boat tour/submarine ride/whale watching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour bus excursion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private limousine/van tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On own (self-guided)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation							
Swimming in the ocean/sunbathing/beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surfing/body boarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkeling/scuba diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jet skiing, parasailing, windsurfing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Running/jogging/fitness walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gym/health spa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backpacking/hiking/camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports event or tournament	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment							
Lunch/sunset/dinner/evening cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lounge act or stage show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightclub/dancing/bar/karaoke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fine dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping							
Department stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Designer boutiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swap meet or flea markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount/outlet stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supermarkets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duty free stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural							
Historic site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum/art gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polynesian show/luau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art/craft fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival (please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation							
Trolley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi/limousine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rental car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business							
Meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentive/reward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Regarding your most recent trip, how would you rate your experience on each island you visited...

	Excellent	Above Average	Below Average	Poor	Did not visit
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. And, how likely are you to recommend those islands as a vacation place to your friends and relatives...

	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely	Did not visit
Island of O'ahu (Waikiki/Honolulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Thinking back to your most recent trip to Hawai'i, how far in advance of departure did you do each of the following? (Please mark one circle in each row)

	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide to visit Hawai'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide on which islands to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Set the date for the trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make airline reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make accommodation reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make rental car reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase tour or attraction packages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

--	--	--	--	--	--	--

13. Of the islands that you visited during your most recent trip, which ones did you decide to visit before your arrival in Hawai'i and which ones did you decide after your arrival?

	Decided Before Arrival in Hawai'i	Decided After Arrival in Hawai'i
Island of O'ahu (Waikiki/Honolulu)-----	<input type="radio"/>	<input type="radio"/>
Island of Maui-----	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i-----	<input type="radio"/>	<input type="radio"/>
Island of Lana'i-----	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo)-----	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona)-----	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i-----	<input type="radio"/>	<input type="radio"/>

14. Which of the following sources of information, if any, did you use when you were planning this trip? (Mark all that apply)

- Travel agents
- Companies specializing in packaged tours
- Airline/commercial carriers
- Hotels or resorts
- Internet
- Hawai'i Visitors & Convention Bureau or Hawai'i Tourism Office
- Magazines
- Newspapers
- Books
- Advice from friends or relatives
- Personal experience from past visit(s)

15. When planning and booking this trip to Hawai'i, did you use a travel agent for any of the following? (Mark all that apply)

- Help in deciding whether or not to travel to Hawai'i
- Help in choosing the airline
- Help in planning what to see and what to do
- Make airline reservations for you
- Make hotel or other lodging arrangements for you
- Make rental car reservations for you
- Help you purchase any tour or attraction packages

16. Which of the following describes the way you used the Internet to plan and book this trip? (Mark all that apply)

- I never use the Internet
- Estimate the costs of things
- Find things to do
- Find a good hotel or place to stay
- Find good restaurants
- Find recreational activities
- Find evening activities
- Locate the best sightseeing places
- Find good shopping places
- Print out maps and directions
- Make airline reservations
- Make hotel/lodging arrangements
- Make rental car reservations

17. On this trip, did you travel: (Mark all that apply)

- Alone
- With my spouse
- With my family including child(ren) under 18
- With other members of my family
- With my friends
- With my business associates
- With my girlfriend/boyfriend
- With same sex partner
- Other (specify) _____

18. Not counting this trip to Hawai'i, how many vacations and overnight pleasure trips have you taken in the past 3 years?

- 1 trip
- 2-4 trips
- 5-9 trips
- 10 or more trips

Please specify
Year of Last Visit
to Hawai'i

--	--	--	--

19. Not counting this trip to Hawai'i, have you vacationed more than 1,000 miles from your home in the past 3 years?

- Yes [IF YES, ANSWER Q19a]
- No [IF NO, SKIP TO Q20]

19a. Which of the following destinations have you visited in the past 5 years?
(Mark all that apply)

- O'ahu
- Big Island of Hawai'i (Hilo/Kona)
- Maui
- Kaua'i
- Moloka'i
- Lana'i
- California
- Florida
- Las Vegas
- New York City
- Other U.S.
- Bali
- China
- Fiji
- Guam/Saipan
- Korea
- Thailand
- Other Asia
- Australia/New Zealand
- Canada
- Caribbean
- Mexico
- Other (Specify) _____

20. Did you ever live in Hawai'i before?

- Yes
- No

21. Do you have friends and/or relatives who live in Hawai'i?

- Yes
- No

22. Do you own property in Hawai'i?

- Yes, I own timeshare units
- Yes, I own other types of property
- No

23. Please indicate your highest level of educational training:

- No high school
- Some high school
- High school graduate
- Some college
- Associates (2 year) degree
- College graduate (4 year)
- Post graduate degree
- Vocational/technical

24. Which of the following categories includes your household's total annual income from all sources before taxes for 2005 (in US dollars)?

- Up to \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$44,999
- \$45,000 to \$49,999
- \$50,000 to \$69,999
- \$70,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 or more

25. What is your age?

--	--

26. What is your gender?

- Male
- Female

27. What is your employment status?

- Working
- Retired
- Student
- Homemaker
- Other

28. On your most recent trip, what airport did you first arrive in Hawai'i?

- Honolulu International Airport on O'ahu
- Kahului Airport on Maui
- Kona International Airport on Hawai'i
- Hilo International Airport on Hawai'i
- Lihu'e Airport on Kaua'i
- Lana'i Airport on Lana'i

29. Regarding the first airport you arrived at, how would you rate the quality of the airport?

- Excellent
- Above average
- Below average
- Poor

30. When you arrived at the airport, did it make you feel like you were in Hawai'i?

- Yes
- No

31. After you arrived at the airport, did you immediately take another flight to another island?

- Yes
- No

32. The safety of our visitors is important to us. We would like to know if you experienced any of the following while in Hawai'i? (Mark all that apply)

- Wallet/purse/valuables stolen
- Room was vandalized/robbed
- Car was vandalized/robbed
- Physical violence/harm
- Solicited by prostitutes
- Solicited by drug dealers
- Received parking or other auto violations
- None of the above

33. And finally, how much did you and the immediate members of your travel party spend on your trip to Hawai'i? Please include all shopping, dining, lodging, airfare and all other spending (in US dollars).

- Less than \$1,000
- \$1,000 to \$1,999
- \$2,000 to \$2,999
- \$3,000 to \$3,999
- \$4,000 to \$4,999
- \$5,000 to \$5,999
- \$6,000 to \$6,999
- \$7,000 to \$7,999
- \$8,000 to \$8,999
- \$9,000 to \$9,999
- More than \$10,000

MAHALO FOR YOUR KOKUA (thanks for your help).

Your feedback is important and your opinion counts. Please return the completed survey in the postage-paid envelope as soon as possible.

Please come for another visit to the islands of Aloha soon!