

2003

**Visitor Satisfaction
& Activity Report**



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

2003 VISITOR SATISFACTION AND ACTIVITY REPORT

DBEDT
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ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Theodore E. Liu. Dr. Eugene Tian, Tourism Research Manager, prepared this report under the direction of the Division Administrator, Dr. Pearl Imada Iboshi, with the assistance of Minh-Chau T. Chun, Cy Feng and Jerrene Takeuchi. Marsha Wienert, Hawaii State Tourism Liaison, reviewed this report and provided valuable comments.

The report is also available in Adobe Acrobat format at the DBEDT website <http://www.hawaii.gov/dbedt/latest.html>. Due to the cost of printing, many of the data such as activities by income level, activities by age, and activities by accommodation are 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 Hawaii Visitors and Convention Bureau (HVCB, formerly known as the Hawaii Visitors Bureau) in the 1950s. The survey has been conducted intermittently during the years and published reports by HVCB are available 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 study in 2001 and published the survey results on the DBEDT website: <http://www.hawaii.gov/dbedt/stats.html>.

In this report, DBEDT presents visitor satisfaction survey results from the 2003 Visitor Satisfaction Survey. Beginning in 2002, DBEDT began collecting satisfaction results from a survey of Canadian and European visitors.

OBJECTIVES:

There are three main objectives of this report. The first objective is to present satisfaction ratings by survey respondents from the top five major market areas, U.S. West, U.S. East, Japan, Canada and Europe regarding the various aspects of their trip to the islands. These visitors were queried about their experiences with Hawaii's accommodations, restaurants, airports, parks, beaches and attractions, as well as their participation in and satisfaction with activities such as sightseeing, shopping, transportation, cultural, entertainment and sports and fitness. It is hoped that this information will help Hawaii's businesses take proactive measures in promotion, maintenance and improvement in these essential areas.

The second objective is to provide some insight into the destination selection process of 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 provide detailed demographic information on visitors who responded to the study. Information is provided on the average visitors' income level, employment status and education level. Furthermore, visitors are classified in 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 Hawaii visitors.

2. OVERVIEW



2. OVERVIEW

Overall Satisfaction:

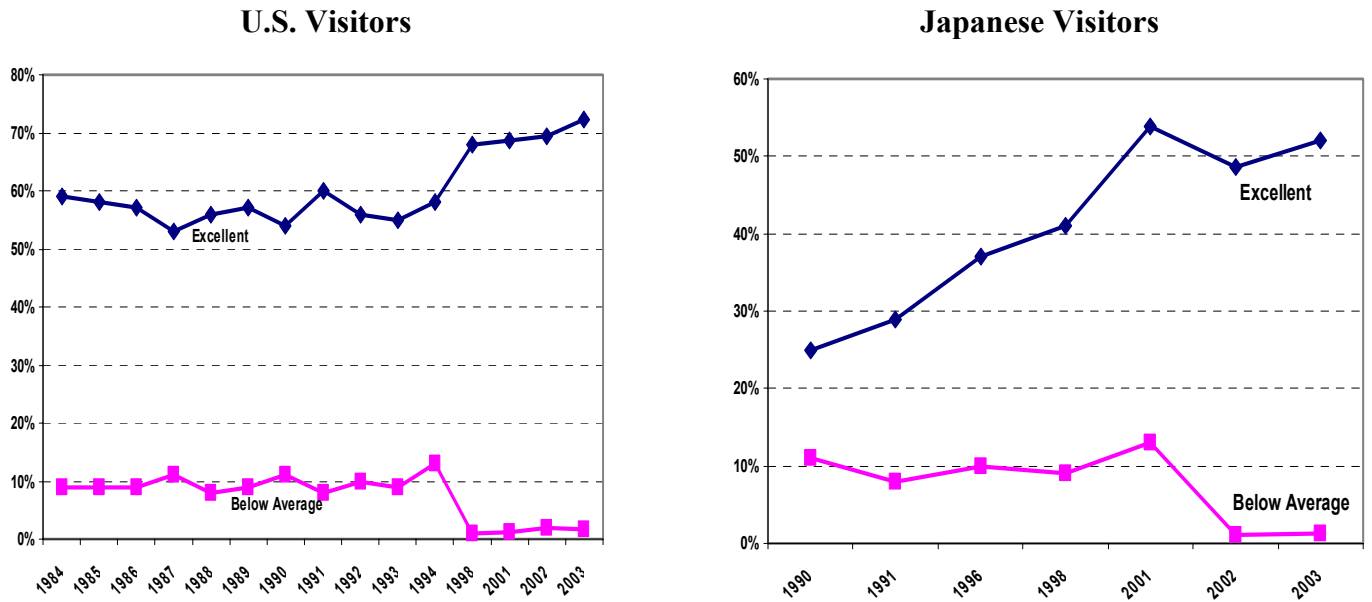
Over the years the State of Hawaii has continuously received high ratings from U.S. and Japanese visitors who participated in the Visitor Satisfaction Survey. In 2003 more than 96 percent of the U.S. West, U.S. East, Japanese, Canadian and European survey participants rated their most recent Hawaiian vacation as “excellent” or “above average”.

Combined results from the U.S. visitor satisfaction survey show that “Excellent” ratings increased to 72.4 percent in 2003, while ratings of “Below average” continued to comprise a very small portion of the total U.S. respondents at 1.7 percent.

52 percent of the Japanese visitors polled in the 2003 survey gave “excellent” marks to their Hawaiian vacation compared to 48.7 percent in 2002 and 53.9 percent in 2001. “Below average” ratings was 2.5 percent of all visitors surveyed. “Poor” ratings made up only .8 percent of the Japanese respondents in 2003.

Close to 64 percent of the Canadian visitors surveyed and 67.5 percent of the European respondents rated Hawaii as “excellent”. The percentage of Canadians that rated Hawaii as “excellent” was up about 4 percent from 2002. “Below average” ratings increased slightly from 2002 but still comprised only 3.0 percent of the Canadians and 2.2 percent of the European respondents.

Figure 1: Overall Satisfaction Trends (% of Visitors)



Statewide, 89 percent of all U.S. respondents answered that they would be “very likely” to recommend the islands as a vacation place to their friends and relatives, virtually the same as in 2002. A higher percentage of the Japanese visitors surveyed in 2003 responded that they would “very likely” recommend Hawaii (73.1%) compared to 69.7 percent in the previous year. Nearly 85 percent of the Canadian visitors surveyed and 80 percent of the European respondents would recommend the islands to their friends and relatives.

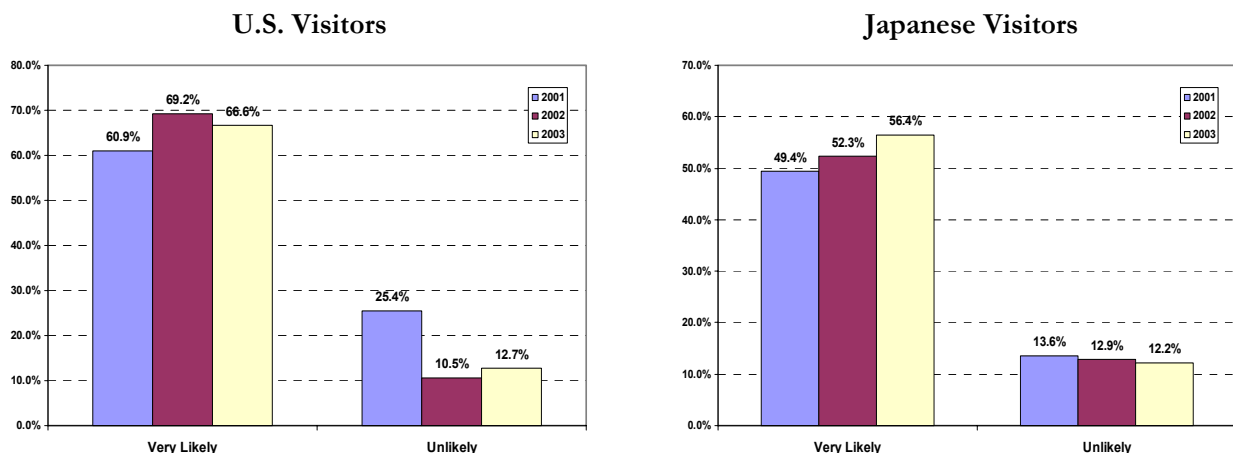
When asked about the likelihood of returning to Hawaii in the next five years, close to 67 percent of the 2003 U.S. respondents said that they would “very likely” do so. About 12.7 percent said that they would be “not too likely” or “not at all likely” to return. The top reason given by 2003 U.S. visitors who said that they would not revisit the islands was that Hawaii is “too expensive” (43.7%).

About 56.4 percent of the Japanese visitors surveyed in 2003 were “very likely” to return to the islands within the next five years, up from 52.3 percent in 2002. “The flight is too long” was the top answer given by the 2003 Japanese respondents who said that they would not likely return (43.8%). Hawaii is “too expensive” (26.3%) was the second reason given by the 2003 respondents.

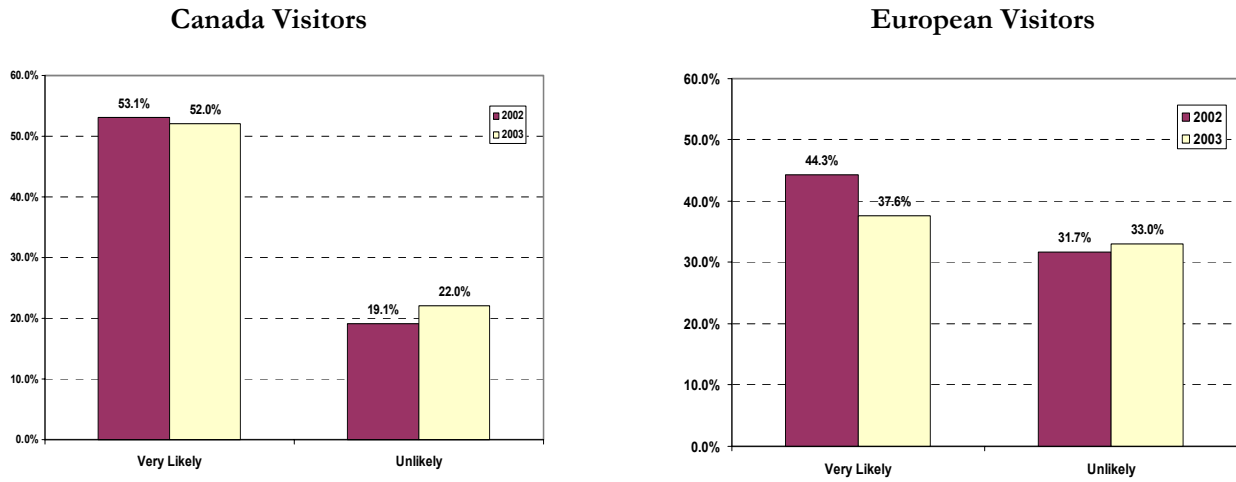
Over half (52.0%) of the Canadians polled in the 2003 survey will “very likely” return to Hawaii in the near future. Hawaii is “too expensive” was the response given by the majority (64.4%) of those who said that they would not likely revisit the islands, which was down from 76.1 percent in 2002.

Close to 38 percent of the European visitors surveyed in 2003 said that they will “very likely” return to the islands in the next five years. This percentage is down from 44 percent in 2002. Of those who would not likely come back, 60.5 percent responded that the main reason was that the “flight was too long”.

**Figure 2: Likelihood of Visiting Hawaii in the Next Five Years
(% of visitors)**



**Figure 3: Likelihood of Visiting Hawaii in the Next Five Years
(% of visitors)**



**Figure 4: Reasons for Not Revisiting Hawaii : U.S. Visitors
(% of U.S. Visitors)**

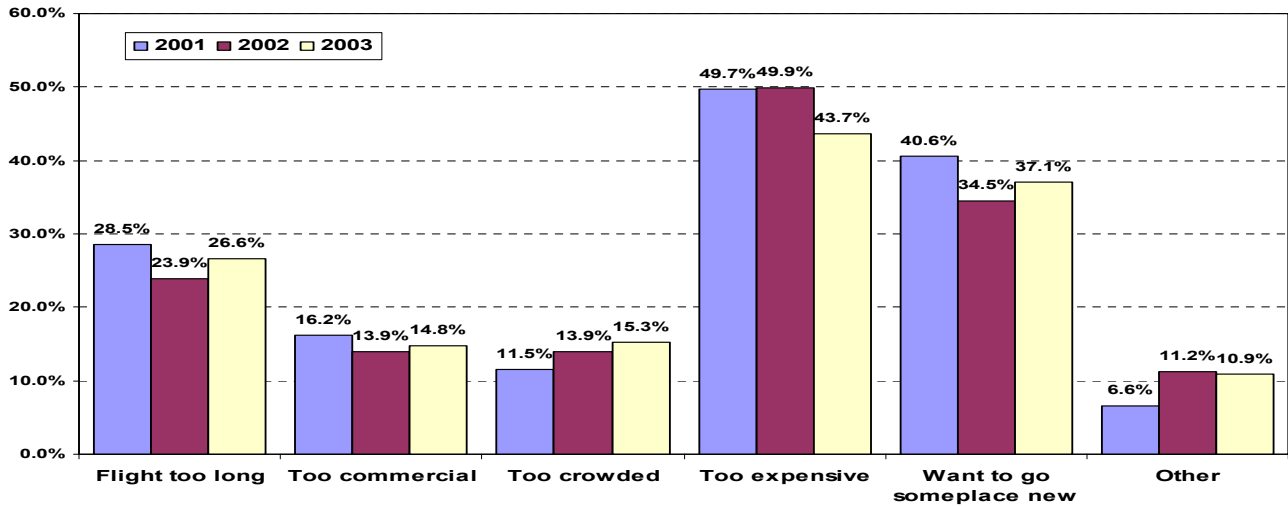


Figure 5: Reasons for Not Revisiting Hawaii : Japanese Visitors

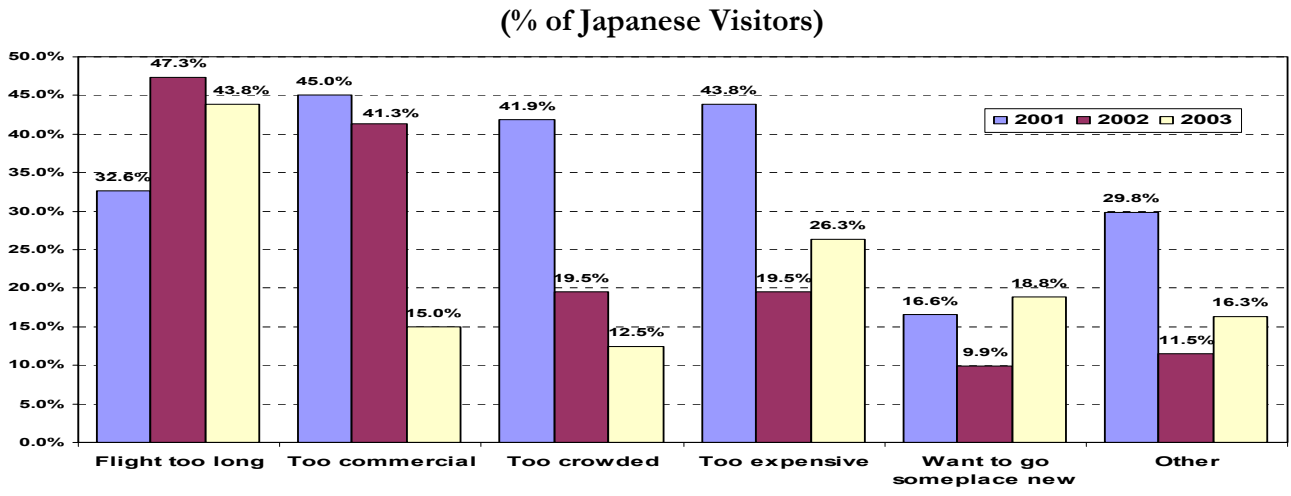


Figure 6: Reasons for Not Revisiting Hawaii : Canadian Visitors
(% of Canadian Visitors)

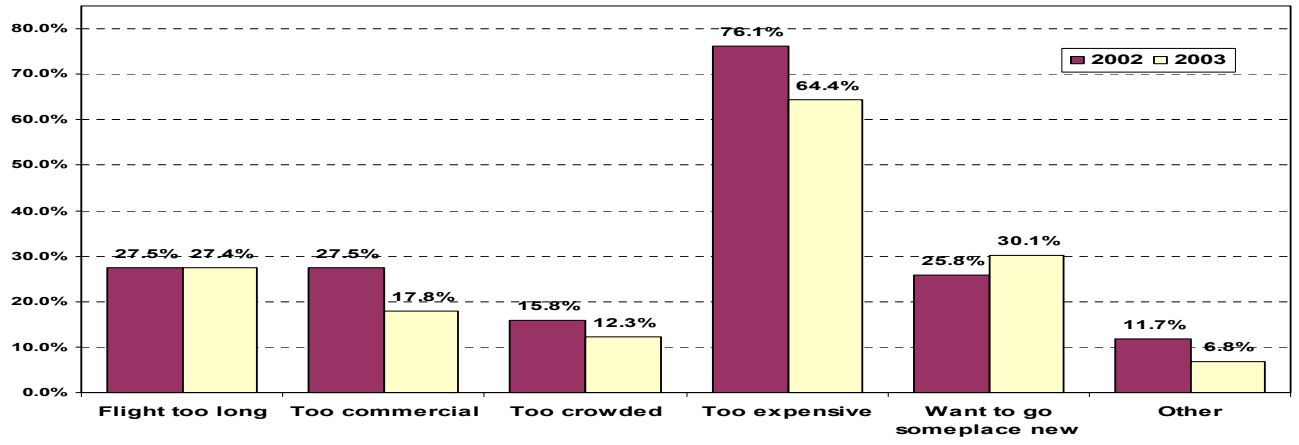
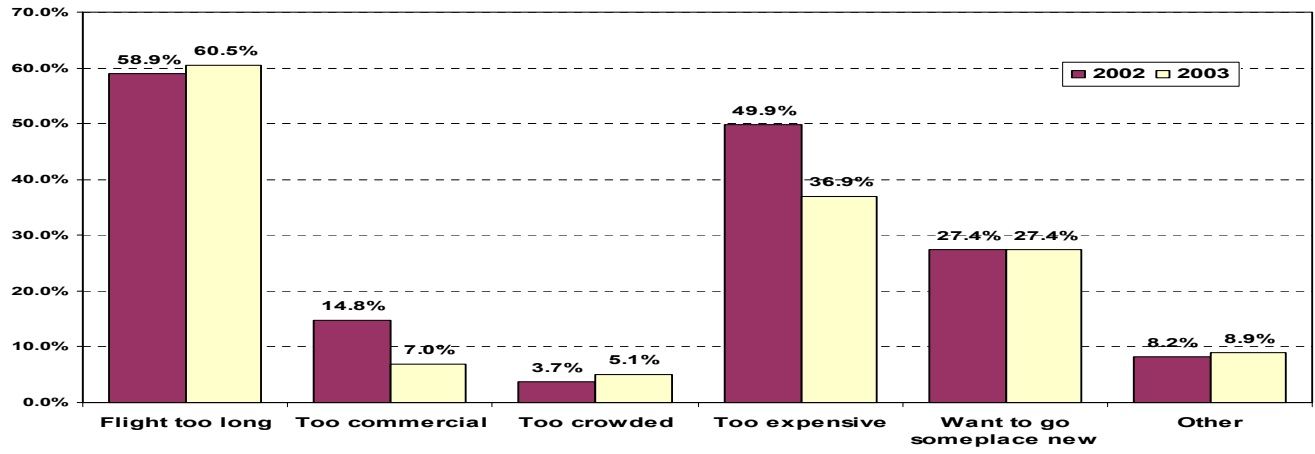


Figure 7: Reasons for Not Revisiting Hawaii : European Visitors
(% of European Visitors)



Satisfaction Rating by Island:

Each Hawaiian island continued to receive either “excellent” or “above average” ratings from about 90 percent of its visitors who responded to the 2003 survey.

The majority of the U.S. respondents in 2003 gave “excellent” marks to their stay on these islands. The percentage of “excellent” ratings was higher for Maui compared to 2002. Kauai received the highest percentage of “excellent” ratings, followed by Maui, the Big Island, Lanai, Oahu and Molokai.

“Excellent” ratings given by Japanese respondents who visited Oahu in 2003 were higher than those who visited this island in 2002. About 55 percent of the 2003 Japanese visitors surveyed gave “excellent” marks to Oahu, up by almost 5 percentage points.

Close to 73 percent of the Canadian respondents who visited Kauai in 2003 rated this island as “excellent” while 67 percent of those who went to Maui gave their experience the highest mark. Nearly 61 percent of the Canadian respondents who visited the Big Island and 59.4 percent of those who went to Oahu during the year rated these islands as “excellent”.

The majority of the European respondents who went to Kauai (71.3%), the Big Island (66.0%), Maui (65.6%), and/or Oahu (58.8%) in 2003 gave the island they visited “excellent” marks.

Figure 8: Percentage of “Excellent” Satisfaction Ratings by Island: U.S. Visitors

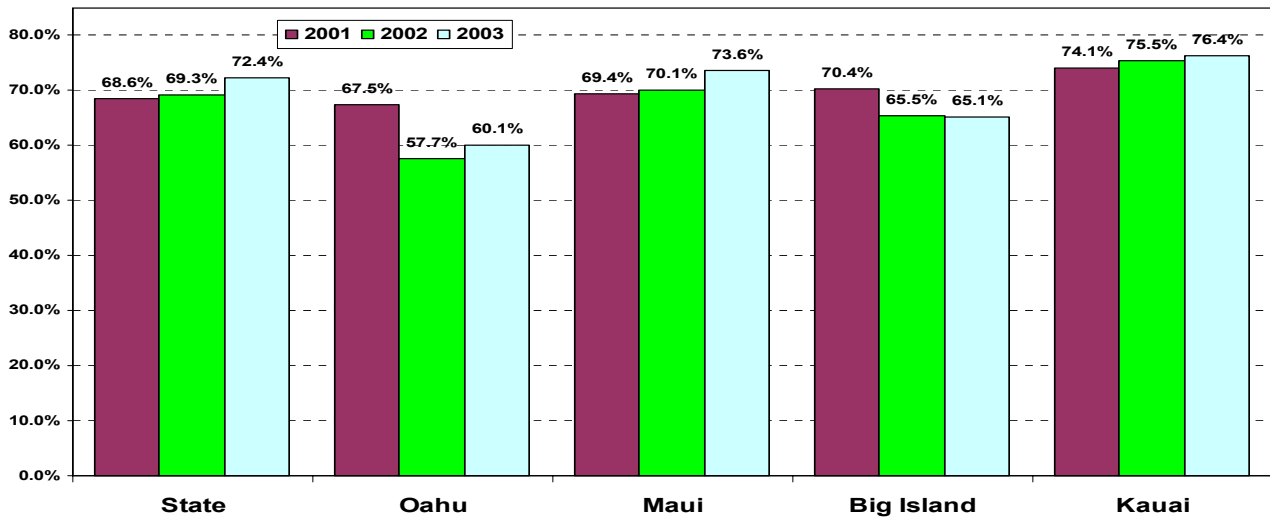


Figure 9: Percentage of “Excellent” Satisfaction Ratings by Island : Japanese Visitors

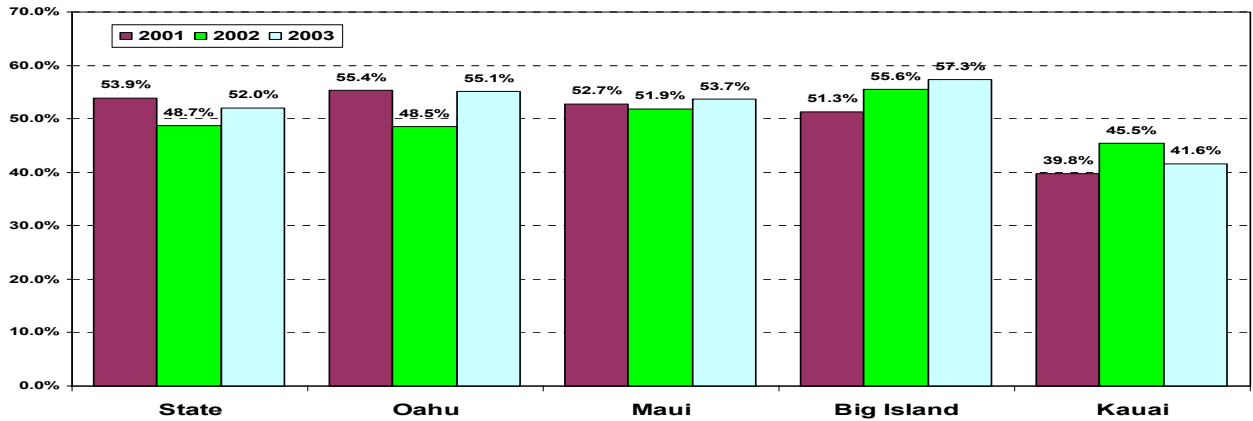


Figure 10: Percentage of “Excellent” Satisfaction Ratings by Island : Canadian Visitors

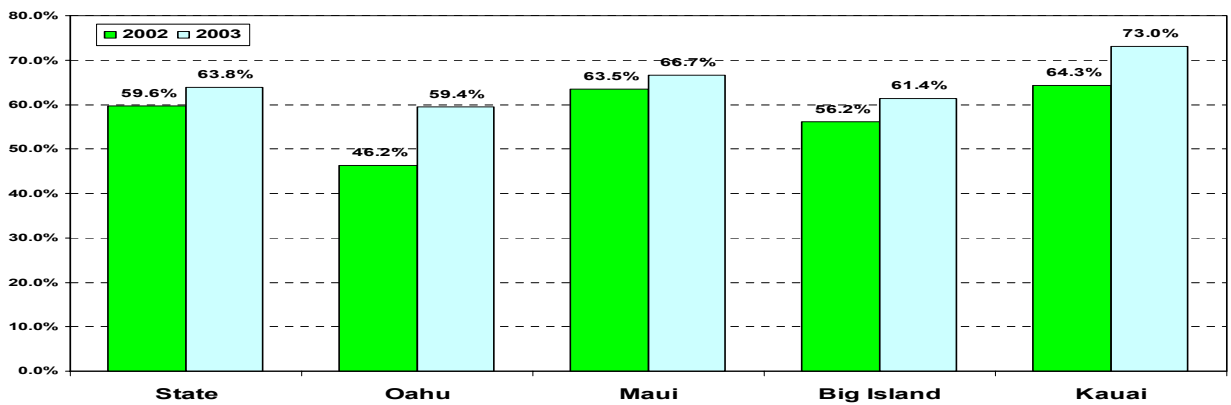
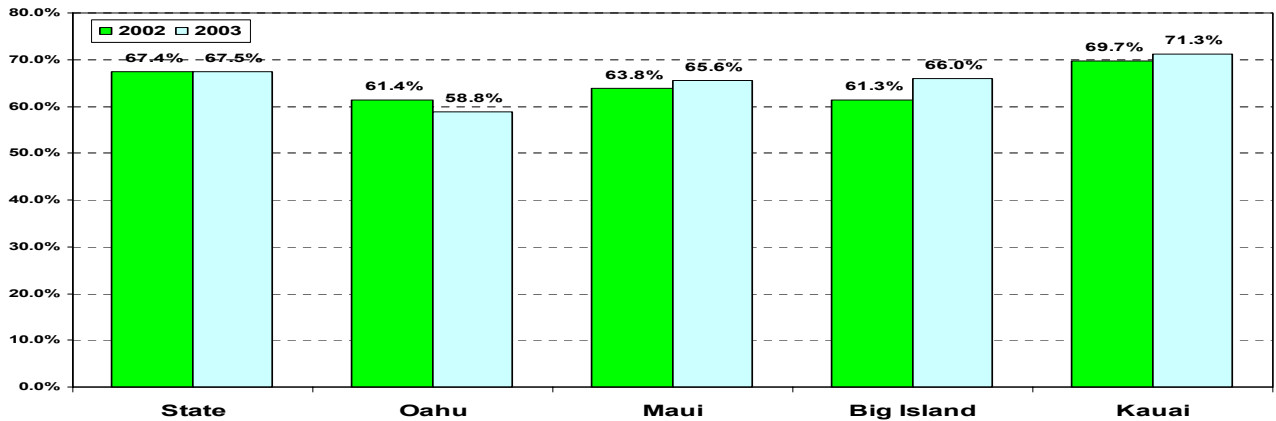


Figure 11: Percentage of “Excellent” Satisfaction Ratings by Island : European Visitors



Participation in Activities:

Hawaii offers a variety of activities for visitors. The survey queried visitors about their participation in the following types of activities while on each island: shopping, sightseeing, cultural, recreation, entertainment and transportation. The results show clear differences in the shopping habits, the mode of transportation used, and the types of activities chosen by U.S. and Japanese respondents, in particular, which will be detailed in a later section.

Similar to all respondents in 2002, shopping, sightseeing and recreation while in Hawaii continues to be the top three activities of those surveyed in 2003. Cultural activities were more popular with U.S., Canadian and European respondents compared with their Japanese counterparts.

Figure 12: 2003 Activity Participation (% of Visitors)

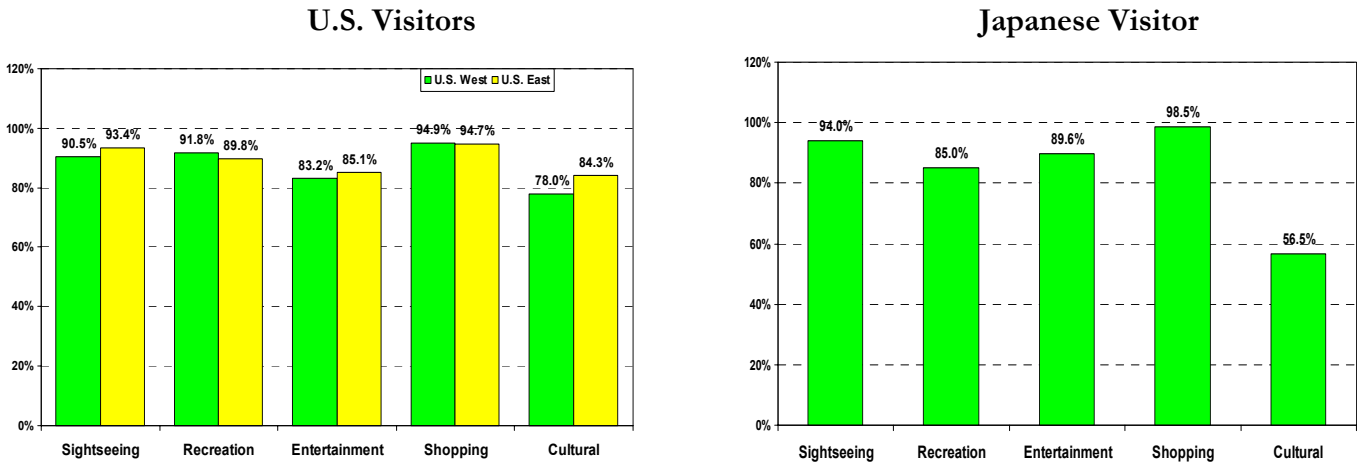
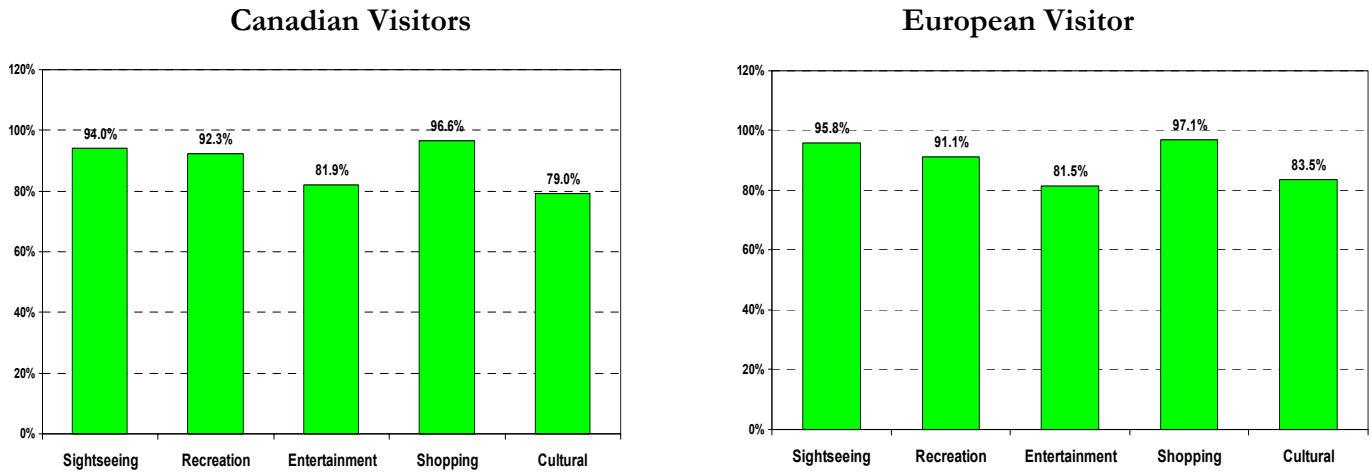


Figure 13: 2003 Activity Participation (% of Visitors)



Trip Planning and Booking Timetable:

The survey also asked U.S., Japanese, Canadian and European visitors about how and when they made their travel plans. Results show that Japanese respondents have a much shorter planning and booking window than U.S., Canadian and European visitors.

Close to 58 percent of the Japanese visitors surveyed in 2003 took three months or less to decide to take a vacation, while 63.5 percent took three months or less to decide on Hawaii as a vacation destination, compared to 52.8 percent and 58.1 percent, respectively from those surveyed in 2002. The share of 2003 Japanese respondents who took less than one month to make these decisions is significantly higher compared to other visitors surveyed. “Less than 1 month” category was added in the 2003 survey.

In contrast, the majority of the U.S., Canadian and European respondents took more than three months to decide to take a vacation and to choose Hawaii as their destination.

Figure 14: Timeframe in Deciding to Take Vacation/Pleasure Trips Before Departure: U.S. Visitors (% of U.S. Visitors)

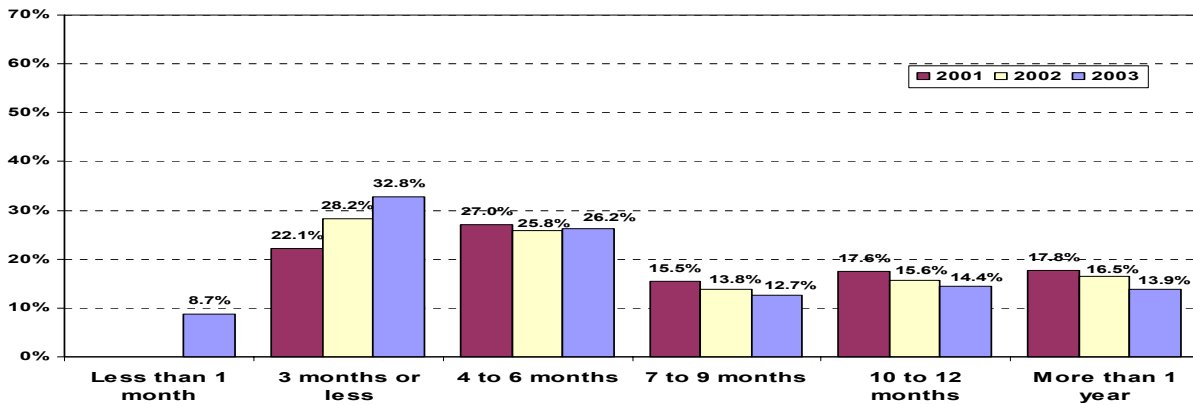


Figure 15: Timeframe in Deciding to Take Vacation/Pleasure Trips Before Departure: Japanese Visitors (% of Japanese Visitors)

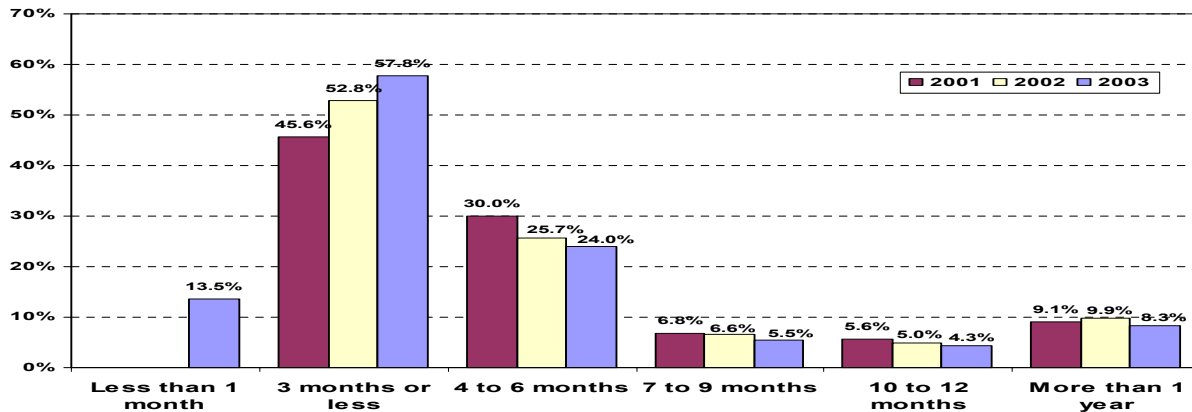


Figure 16: Timeframe in Deciding to Take Vacation/Pleasure Trips Before Departure:
Canadian Visitors (% of Canadian Visitors)

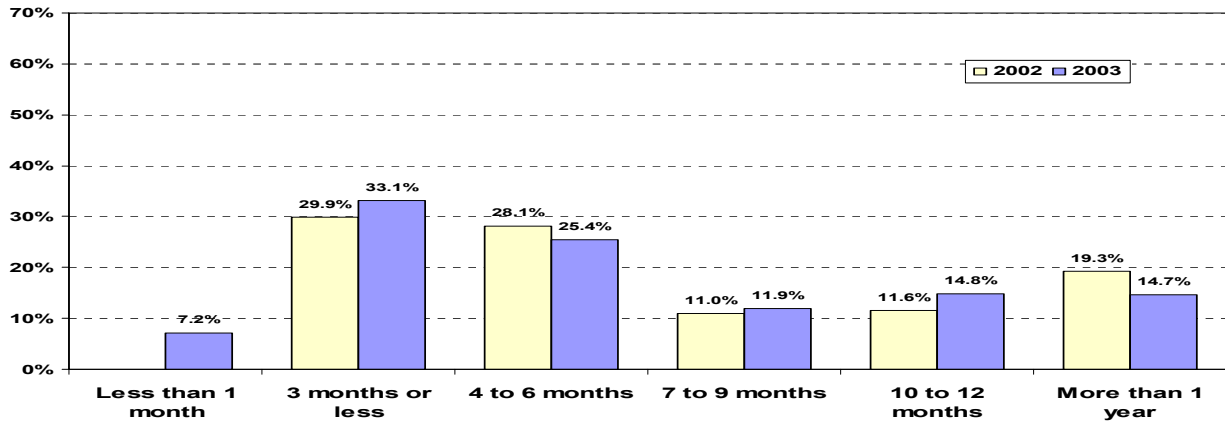


Figure 17: Timeframe in Deciding to Take Vacation/Pleasure Trips Before Departure:
European Visitors (% of European Visitors)

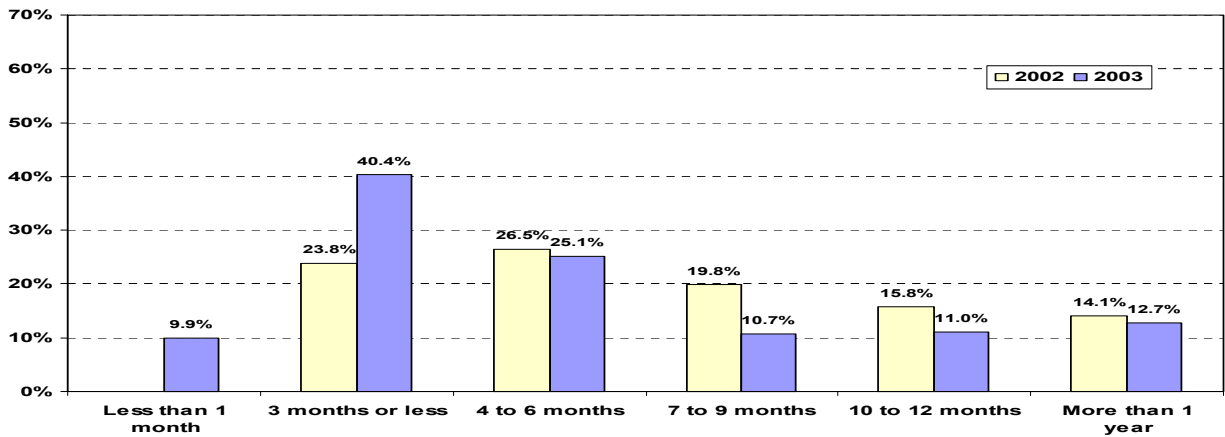


Figure 18: Timeframe in Deciding to Visit Hawaii Before Departure:
U.S. Visitors (% of U.S. Visitors)

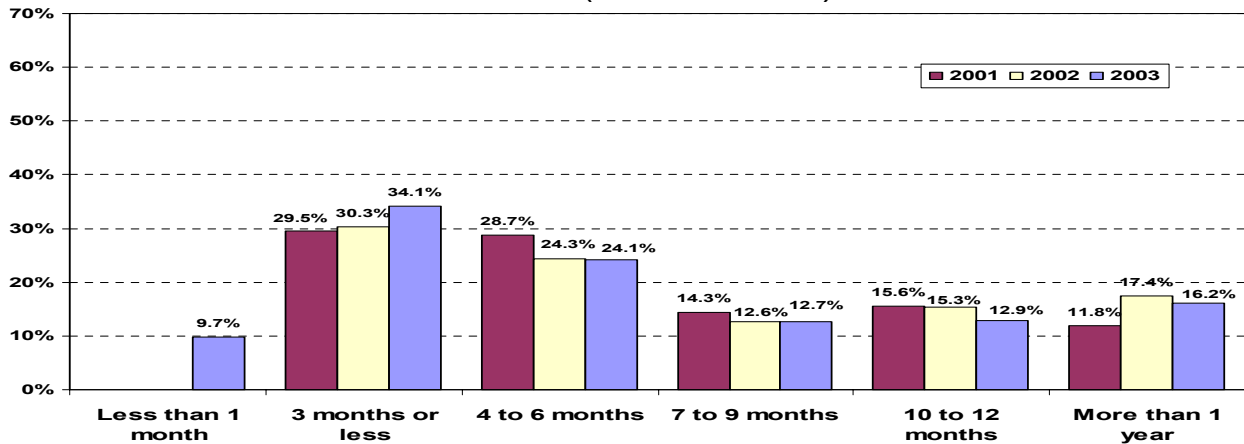


Figure 19: Timeframe in Deciding to Visit Hawaii Before Departure:
Japanese Visitors (% of Japanese Visitors)

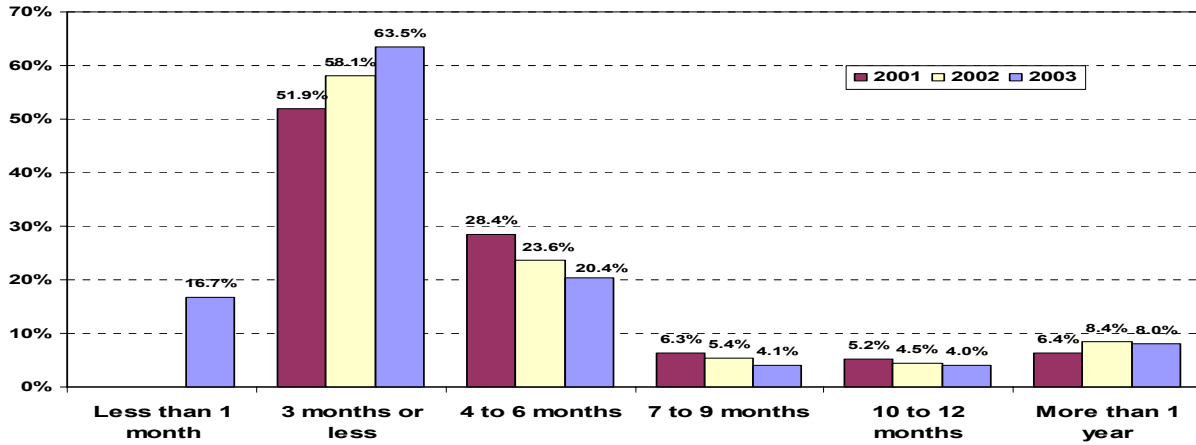


Figure 20: Timeframe in Deciding to Visit Hawaii Before Departure:
Canadian Visitors (% of Canadian Visitors)

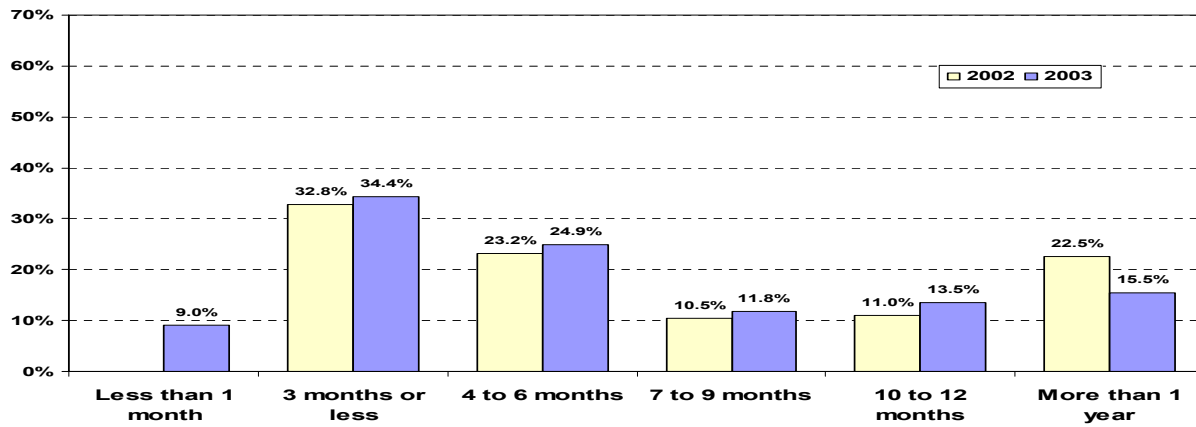
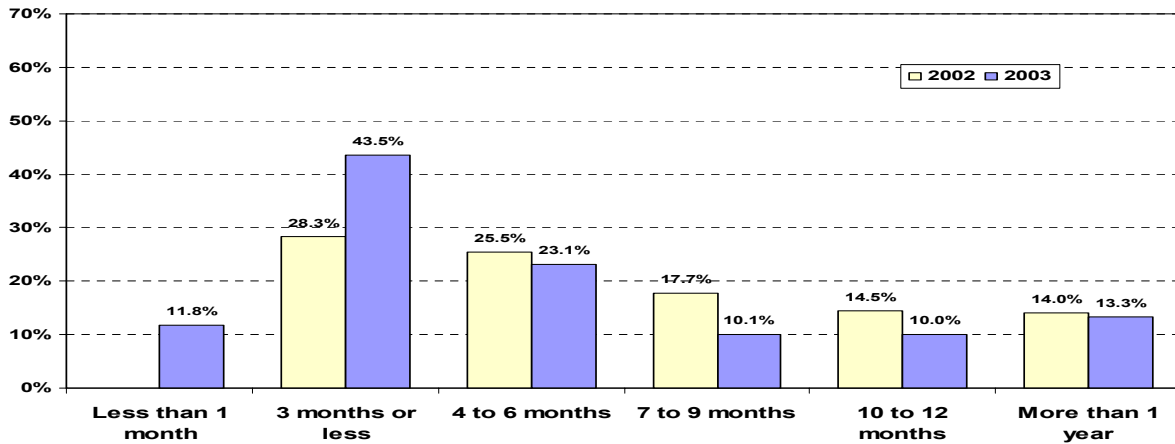


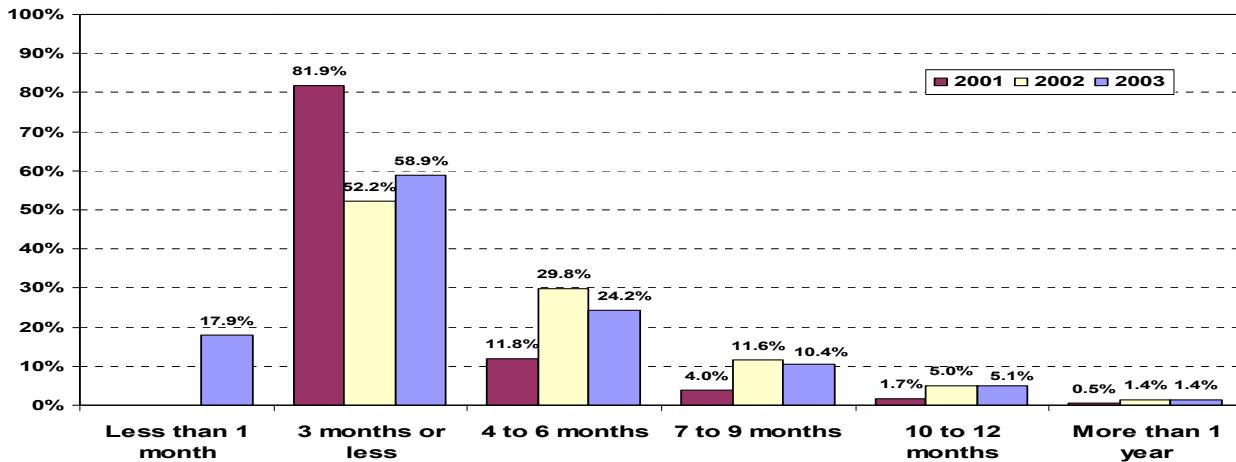
Figure 21: Timeframe in Deciding to Visit Hawaii Before Departure:
European Visitors (% of European Visitors)



Close to 90 percent of the Japanese respondents purchased their tickets within three months or less before their trip, up from 87.4 percent in 2002. In contrast, about 59 percent of the U.S. visitors surveyed in 2003 purchased their tickets three months or less before their trip compared to 52.2 percent of the respondents in 2002.

Similar to the U.S. respondents, about 60 percent of the Canadian and 67.1 percent of the European respondents in 2003 purchased their tickets three months or less before their trip to the islands.

**Figure 22: Timeframe in Purchasing Tickets Before Departure:
U.S. Visitors (% of U.S. Visitors)**



**Figure 23: Timeframe in Purchasing Tickets Before Departure:
(% of Japanese Visitors)**

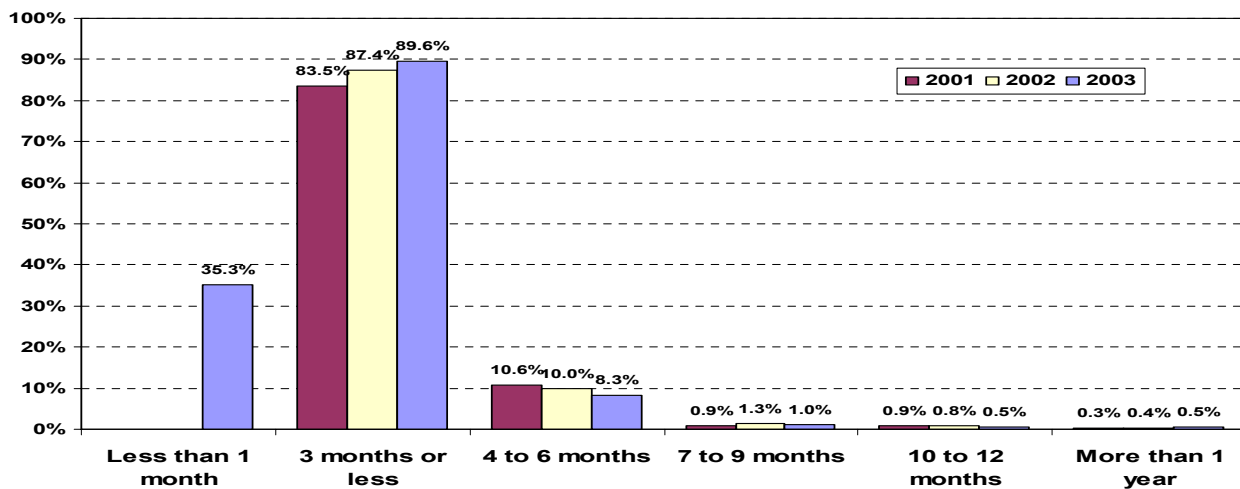


Figure 24: Timeframe in Purchasing Tickets Before Departure:
Canadian Visitors (% of Canadian Visitors)

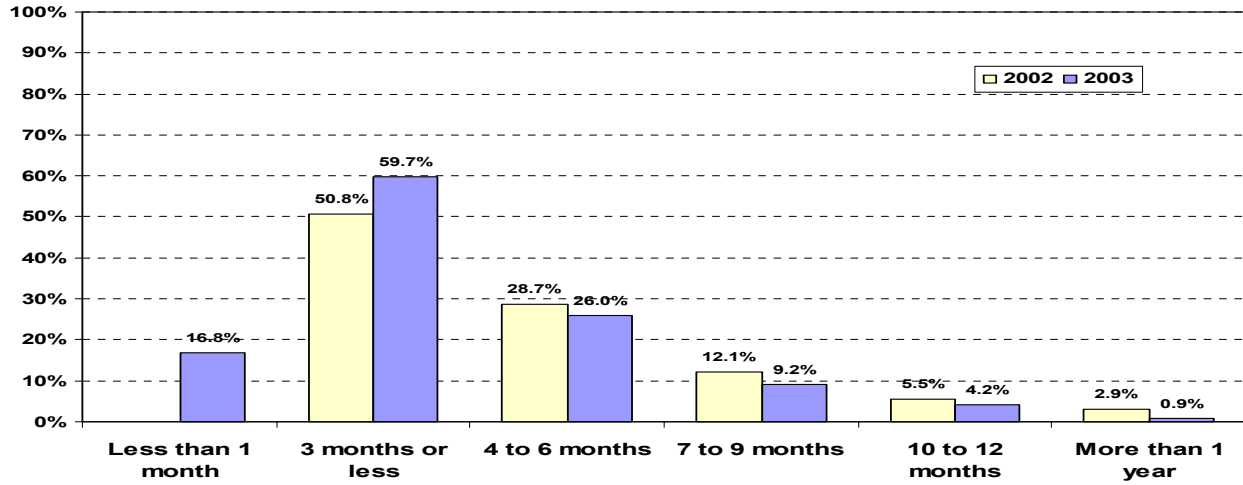
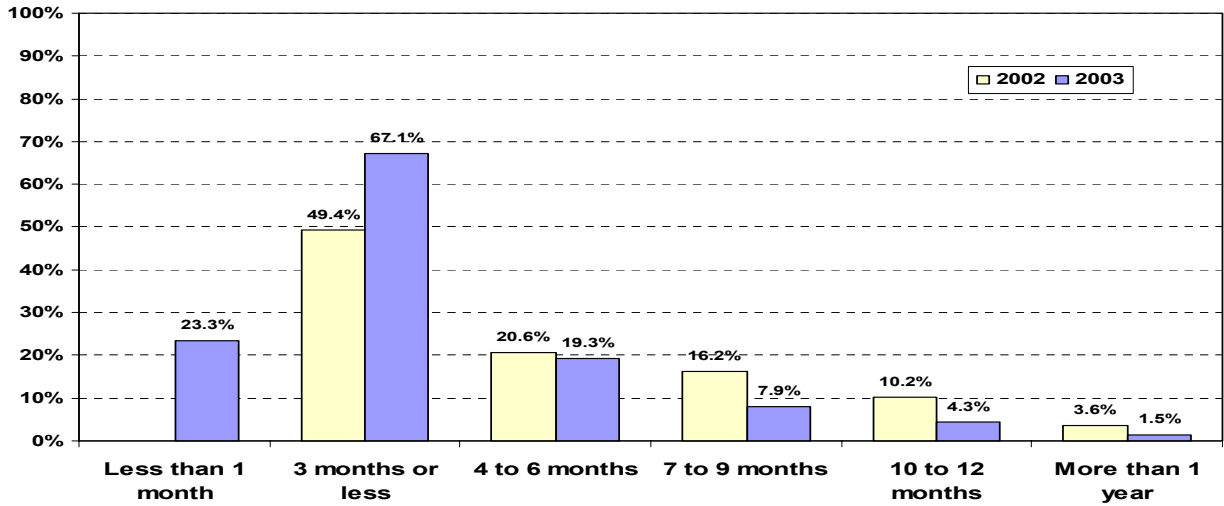


Figure 25: Timeframe in Purchasing Tickets Before Departure:
European Visitors (% of European Visitors)



3. SATISFACTION AND RATING



SATISFACTION AND RATING

The majority of the U.S. West and U.S. East visitors surveyed in 2003 awarded high ratings to their experiences with shopping, transportation, activities and attractions, accommodations, restaurants, golf, airports, parks and beaches while in Hawaii. The percentage of U.S. West and U.S. East respondents who were “very satisfied” with these experiences ranged from the high 50’s to nearly 80 percent. Visitors from Japan continue to be more critical. While fewer (20% to almost 50%) Japanese respondents gave “very satisfied” marks the majority was still “satisfied” with their experiences in Hawaii. Over half of the Canadian and European respondents gave “very satisfied” marks to most of their experiences in the islands. Across all visitor markets transportation received the highest dissatisfaction ratings.

In the following sections “senior” refers to visitors over 55 years of age, “middle age” includes visitors between 35 and 54 years old, “young” refers to visitors from 18 and 34 years of age and “family” includes visitors traveling with kids under 18 years of age.

U.S. West Visitors: A higher percentage of seniors were “very satisfied” with Hawaii’s accommodation, restaurants, transportation, airport and parks and beaches compared to other U.S. West respondents. The islands’ golf courses and activities and attractions received more “very satisfied” ratings from young visitors while more wedding/honeymoon visitors were “very satisfied” with shopping in Hawaii.

A higher percentage of repeat visitors surveyed were “very satisfied” with Hawaii’s accommodations, restaurants, shopping, golf courses, transportation, airports and parks and beaches than first time visitors from the U.S. West.

U.S. East Visitors: More seniors awarded “very satisfied” ratings to the islands’ accommodations, restaurants, shopping, transportation and airports than other U.S. East respondents. Hawaii’s golf courses received a greater percentage of “very satisfied” ratings from wedding/honeymoon visitors, while activities and attractions and parks and beaches received higher ratings from young people.

More repeat visitors were “very satisfied” with Hawaii’s accommodations, restaurants, golf courses, transportation and airports than first time visitors.

Japanese Visitors: Hawaii’s golf courses received a higher percentage of “very satisfied” ratings from younger visitors than from other Japanese respondents. A greater percentage of wedding and honeymoon visitors were “very satisfied” with their accommodations, restaurants, shopping, activities and attractions, transportation, airports, and parks and beaches.

More repeat visitors were “very satisfied” with the restaurants and golf courses than first time visitors from Japan.

Canadian Visitors: A higher percentage of seniors were “very satisfied” with the accommodations, restaurants, transportation and airports in Hawaii compared to other Canadian respondents. More middle age visitors were “very satisfied” with the shopping, golf courses and parks and beaches in the islands while more families were “very satisfied” with the activities and attractions.

A higher number of first time visitors were “very satisfied” with the shopping, golf courses, activities and attractions, parks and beaches and transportation than repeat visitors.

European Visitors: The islands’ accommodations, restaurants, shopping, golf courses, transportation, airports, and parks and beaches received a higher percentage of “very satisfied” ratings from senior European visitors than from other visitors from this market. A greater percentage of young people were “very satisfied” with activities and attractions in Hawaii.

More repeat visitors from Europe were “very satisfied” with everything but activities and attractions than first time visitors.

TABLE 3.1 Overall Satisfaction by Major Category -- U.S. Total
(% of U.S. Total Visitors)

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	78.1%	19.3%	2.1%	0.5%
Restaurants	63.4%	33.0%	3.1%	0.4%
Shopping	64.8%	32.2%	2.7%	0.3%
Golf Courses	74.4%	24.2%	1.0%	0.4%
Activities & Attractions	69.8%	28.0%	2.0%	0.2%
Transportation	60.8%	31.1%	5.6%	2.5%
Airports	56.6%	37.0%	5.0%	1.5%
Parks & Beaches	73.0%	24.1%	2.6%	0.3%

TABLE 3.2 Overall Satisfaction by Major Category -- U.S. West
(% of U.S. West Visitors)

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	76.9%	20.3%	2.5%	0.3%
Restaurants	62.6%	33.6%	3.5%	0.3%
Shopping	64.5%	32.7%	2.6%	0.3%
Golf Courses	68.8%	29.7%	1.1%	0.4%
Activities & Attractions	67.5%	30.5%	1.9%	0.1%
Transportation	57.1%	34.2%	5.1%	3.6%
Airports	56.4%	36.9%	5.3%	1.4%
Parks & Beaches	71.9%	25.7%	2.1%	0.2%

TABLE 3.3 Overall Satisfaction by Major Category -- U.S. East
(% of U.S. East Visitors)

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	79.4%	18.3%	1.6%	0.7%
Restaurants	64.3%	32.4%	2.8%	0.5%
Shopping	65.1%	31.7%	2.8%	0.4%
Golf Courses	81.5%	17.1%	0.9%	0.5%
Activities & Attractions	72.1%	25.6%	2.0%	0.4%
Transportation	64.1%	28.4%	6.0%	1.5%
Airports	56.8%	37.1%	4.6%	1.5%
Parks & Beaches	74.2%	22.3%	3.1%	0.3%

TABLE 3.4 Overall Satisfaction by Major Category -- Japan
(% of Japanese Visitors)

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	40.8%	48.5%	9.7%	1.0%
Restaurants	22.1%	59.0%	17.3%	1.5%
Shopping	40.1%	50.0%	9.2%	0.7%
Golf Courses	40.6%	47.0%	10.8%	1.6%
Activities & Attractions	34.7%	54.7%	10.2%	0.4%
Transportation	35.3%	49.4%	12.8%	2.4%
Airports	20.2%	60.1%	18.3%	1.3%
Parks & Beaches	48.1%	47.0%	4.6%	0.3%

TABLE 3.5 Overall Satisfaction by Major Category -- Canada
(% of Canadian Visitors)

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	70.2%	25.8%	3.3%	0.7%
Restaurants	53.6%	41.7%	3.6%	1.1%
Shopping	56.4%	38.8%	4.3%	0.5%
Golf Courses	64.6%	30.4%	2.5%	2.5%
Activities & Attractions	63.2%	33.4%	2.5%	0.9%
Transportation	57.4%	33.1%	6.9%	2.7%
Airports	55.0%	38.3%	5.6%	1.0%
Parks & Beaches	73.4%	23.4%	2.5%	0.7%

TABLE 3.6 Overall Satisfaction by Major Category -- Europe
(% of European Visitors)

Category	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied at All
Accommodations	62.0%	33.7%	3.4%	0.9%
Restaurants	46.7%	46.8%	5.9%	0.6%
Shopping	52.7%	42.8%	4.2%	0.4%
Golf Courses	61.7%	32.6%	4.6%	1.1%
Activities & Attractions	54.0%	42.4%	3.4%	0.3%
Transportation	53.2%	36.1%	8.0%	2.7%
Airports	43.0%	49.1%	7.0%	0.9%
Parks & Beaches	69.6%	27.9%	2.2%	0.3%

TABLE 3.7 Overall Satisfaction by Major Category and Lifestage: U.S. Total
 (% of Visitors by Lifestyle / Lifestage Segment)

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Accommodations							
Very satisfied	69.1%	79.7%	71.0%	77.1%	84.1%	74.6%	80.1%
Somewhat satisfied	29.4%	19.0%	25.5%	19.3%	14.7%	22.0%	17.8%
Somewhat dissatisfied	1.5%	1.3%	3.0%	2.5%	1.3%	2.9%	1.7%
Not satisfied at all	0.0%	0.0%	0.4%	1.1%	0.0%	0.5%	0.4%
Restaurants							
Very satisfied	57.4%	62.6%	58.2%	63.8%	68.0%	59.7%	65.5%
Somewhat satisfied	35.3%	34.2%	37.0%	32.6%	29.4%	36.5%	31.2%
Somewhat dissatisfied	5.9%	3.0%	4.5%	2.8%	2.5%	3.6%	2.8%
Not satisfied at all	1.5%	0.3%	0.2%	0.7%	0.2%	0.2%	0.5%
Shopping							
Very satisfied	62.7%	64.7%	62.4%	62.8%	69.7%	65.0%	64.8%
Somewhat satisfied	34.3%	33.4%	34.4%	33.3%	27.5%	32.6%	31.9%
Somewhat dissatisfied	1.5%	1.6%	2.7%	3.6%	2.7%	2.1%	3.0%
Not satisfied at all	1.5%	0.3%	0.4%	0.3%	0.2%	0.3%	0.3%
Golf Courses							
Very satisfied	62.5%	77.9%	84.0%	68.0%	75.7%	74.8%	74.8%
Somewhat satisfied	31.3%	22.1%	14.7%	30.3%	22.6%	22.0%	24.4%
Somewhat dissatisfied	0.0%	0.0%	0.0%	1.7%	1.7%	1.6%	0.8%
Not satisfied at all	6.3%	0.0%	1.3%	0.0%	0.0%	1.6%	0.0%
Activities & Attractions							
Very satisfied	66.7%	64.6%	75.8%	70.9%	67.8%	72.2%	68.6%
Somewhat satisfied	33.3%	32.7%	22.7%	26.4%	30.5%	25.6%	29.2%
Somewhat dissatisfied	0.0%	2.4%	1.3%	2.4%	1.6%	1.9%	2.0%
Not satisfied at all	0.0%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%
Transportation							
Very satisfied	43.3%	60.7%	54.0%	61.1%	66.1%	59.7%	61.3%
Somewhat satisfied	40.0%	33.3%	37.1%	30.9%	26.1%	31.2%	31.2%
Somewhat dissatisfied	6.7%	4.2%	6.3%	5.1%	6.4%	6.7%	5.1%
Not satisfied at all	10.0%	1.8%	2.7%	2.9%	1.4%	2.5%	2.4%
Airports							
Very satisfied	51.5%	55.5%	53.1%	55.8%	61.6%	54.0%	57.8%
Somewhat satisfied	39.4%	37.6%	42.7%	37.9%	31.0%	40.0%	35.6%
Somewhat dissatisfied	9.1%	6.0%	3.3%	4.6%	5.6%	4.7%	5.0%
Not satisfied at all	0.0%	1.0%	0.8%	1.7%	1.9%	1.2%	1.6%
Parks & Beaches							
Very satisfied	70.8%	70.1%	77.2%	70.2%	76.2%	73.2%	73.4%
Somewhat satisfied	23.1%	28.1%	21.3%	26.0%	21.0%	23.4%	24.0%
Somewhat dissatisfied	6.2%	1.8%	1.3%	3.5%	2.2%	3.2%	2.3%
Not satisfied at all	0.0%	0.0%	0.2%	0.4%	0.5%	0.3%	0.3%

TABLE 3.8 Overall Satisfaction by Major Category and Lifestage: U.S. West
 (% of Visitors by Lifestyle / Lifestage Segment)

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Accommodations							
Very satisfied	62.2%	77.4%	71.5%	77.0%	81.2%	70.9%	78.5%
Somewhat satisfied	35.1%	20.6%	25.7%	18.9%	17.4%	25.1%	19.1%
Somewhat dissatisfied	2.7%	2.1%	2.3%	3.4%	1.3%	3.6%	2.2%
Not satisfied at all	0.0%	0.0%	0.5%	0.7%	0.0%	0.4%	0.2%
Restaurants							
Very satisfied	58.3%	59.2%	57.2%	64.4%	66.8%	59.2%	63.7%
Somewhat satisfied	36.1%	38.0%	37.4%	31.6%	30.3%	37.0%	32.7%
Somewhat dissatisfied	5.6%	2.4%	5.4%	3.5%	2.6%	3.9%	3.1%
Not satisfied at all	0.0%	0.4%	0.0%	0.5%	0.3%	0.0%	0.4%
Shopping							
Very satisfied	71.4%	62.8%	64.0%	61.8%	69.5%	64.3%	64.5%
Somewhat satisfied	22.9%	36.4%	32.2%	34.3%	28.0%	32.7%	32.8%
Somewhat dissatisfied	2.9%	0.4%	3.8%	3.9%	2.1%	3.0%	2.3%
Not satisfied at all	2.9%	0.4%	0.0%	0.0%	0.4%	0.0%	0.3%
Golf Courses							
Very satisfied	45.5%	67.2%	77.8%	63.2%	76.9%	62.5%	70.6%
Somewhat satisfied	45.5%	32.8%	22.2%	34.7%	21.5%	32.5%	28.6%
Somewhat dissatisfied	0.0%	0.0%	0.0%	2.1%	1.5%	2.5%	0.9%
Not satisfied at all	9.1%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Activities & Attractions							
Very satisfied	71.9%	59.3%	73.6%	70.3%	65.0%	70.4%	66.7%
Somewhat satisfied	28.1%	37.3%	25.5%	27.9%	33.1%	27.0%	31.5%
Somewhat dissatisfied	0.0%	0.0%	0.0%	2.1%	1.5%	2.2%	1.8%
Not satisfied at all	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%
Transportation							
Very satisfied	25.0%	55.9%	54.3%	57.2%	62.1%	52.9%	57.9%
Somewhat satisfied	50.0%	38.2%	36.2%	34.0%	29.8%	34.7%	34.4%
Somewhat dissatisfied	12.5%	3.9%	5.3%	5.7%	4.8%	6.6%	4.8%
Not satisfied at all	12.5%	2.0%	4.3%	3.1%	3.2%	5.8%	2.9%
Airports							
Very satisfied	51.4%	53.5%	51.6%	57.4%	60.9%	53.0%	57.5%
Somewhat satisfied	40.0%	38.2%	42.9%	36.9%	32.1%	39.1%	36.1%
Somewhat dissatisfied	8.6%	7.1%	4.6%	4.2%	5.4%	6.8%	4.9%
Not satisfied at all	0.0%	1.2%	0.9%	1.4%	1.6%	1.1%	1.5%
Parks & Beaches							
Very satisfied	73.5%	67.6%	76.4%	69.2%	76.8%	69.0%	73.2%
Somewhat satisfied	20.6%	31.2%	22.2%	27.8%	21.0%	27.7%	24.8%
Somewhat dissatisfied	5.9%	1.2%	1.4%	2.7%	1.4%	2.9%	1.8%
Not satisfied at all	0.0%	0.0%	0.0%	0.2%	0.7%	0.4%	0.2%

TABLE 3.9 Overall Satisfaction by Major Category and Lifestage: U.S. East
 (% of Visitors by Lifestyle / Lifestage Segment)

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Accommodations							
Very satisfied	77.4%	83.7%	70.6%	77.3%	86.6%	76.5%	82.3%
Somewhat satisfied	22.6%	16.3%	25.4%	19.6%	12.2%	20.4%	16.0%
Somewhat dissatisfied	0.0%	0.0%	3.6%	1.5%	1.2%	2.5%	0.9%
Not satisfied at all	0.0%	0.0%	0.4%	1.5%	0.0%	0.6%	0.8%
Restaurants							
Very satisfied	56.3%	68.2%	59.1%	63.3%	69.0%	60.0%	68.2%
Somewhat satisfied	34.4%	27.7%	36.7%	33.8%	28.6%	36.3%	29.0%
Somewhat dissatisfied	6.3%	4.1%	3.8%	2.0%	2.4%	3.4%	2.3%
Not satisfied at all	3.1%	0.0%	0.4%	1.0%	0.0%	0.4%	0.6%
Shopping							
Very satisfied	53.1%	68.1%	61.1%	63.9%	69.8%	65.4%	65.2%
Somewhat satisfied	46.9%	28.3%	36.4%	32.4%	27.0%	32.5%	30.6%
Somewhat dissatisfied	0.0%	3.6%	1.7%	3.2%	3.2%	1.6%	3.9%
Not satisfied at all	0.0%	0.0%	0.8%	0.5%	0.0%	0.4%	0.3%
Golf Courses							
Very satisfied	100.0%	94.6%	89.7%	73.8%	74.0%	80.7%	82.3%
Somewhat satisfied	0.0%	5.4%	7.7%	25.0%	24.0%	16.9%	16.9%
Somewhat dissatisfied	0.0%	0.0%	0.0%	1.3%	2.0%	1.2%	0.8%
Not satisfied at all	0.0%	0.0%	2.6%	0.0%	0.0%	1.2%	0.0%
Activities & Attractions							
Very satisfied	61.3%	73.9%	77.5%	71.5%	70.1%	73.2%	71.3%
Somewhat satisfied	38.7%	24.6%	20.5%	25.0%	28.2%	24.9%	26.0%
Somewhat dissatisfied	0.0%	1.4%	1.6%	2.9%	1.3%	1.7%	2.2%
Not satisfied at all	0.0%	0.0%	0.4%	0.5%	0.3%	0.2%	0.5%
Transportation							
Very satisfied	64.3%	68.2%	53.8%	64.4%	69.0%	62.5%	65.8%
Somewhat satisfied	28.6%	25.8%	37.7%	28.3%	23.4%	29.7%	27.1%
Somewhat dissatisfied	0.0%	4.5%	6.9%	4.7%	7.6%	6.7%	5.4%
Not satisfied at all	7.1%	1.5%	1.5%	2.6%	0.0%	1.1%	1.7%
Airports							
Very satisfied	51.6%	58.8%	54.4%	54.0%	62.3%	54.5%	58.4%
Somewhat satisfied	38.7%	36.5%	42.5%	38.9%	29.9%	40.5%	34.8%
Somewhat dissatisfied	9.7%	4.1%	2.3%	5.1%	5.7%	3.6%	5.2%
Not satisfied at all	0.0%	0.7%	0.8%	2.0%	2.1%	1.3%	1.7%
Parks & Beaches							
Very satisfied	67.7%	74.3%	77.8%	71.3%	75.7%	75.4%	73.6%
Somewhat satisfied	25.8%	23.0%	20.6%	23.9%	21.0%	21.1%	23.0%
Somewhat dissatisfied	6.5%	2.7%	1.2%	4.3%	3.0%	3.3%	2.9%
Not satisfied at all	0.0%	0.0%	0.4%	0.5%	0.3%	0.2%	0.5%

TABLE 3.10 Overall Satisfaction by Major Category and Lifestage: Japan
 (% of Visitors by Lifestyle / Lifestage Segment)

Category	Lifestyle / Lifestage Segments						Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	Others	First Timers	Repeat Visitors
Accommodations								
Very satisfied	52.3%	41.2%	40.7%	40.6%	38.0%	40.9%	40.9%	40.5%
Somewhat satisfied	40.8%	48.1%	47.7%	47.1%	53.5%	48.4%	48.4%	48.9%
Somewhat dissatisfied	6.2%	10.5%	10.2%	10.8%	7.4%	9.6%	9.6%	9.7%
Not satisfied at all	0.8%	0.3%	1.4%	1.5%	1.2%	1.1%	1.1%	0.9%
Restaurants								
Very satisfied	29.5%	21.9%	25.3%	22.2%	17.1%	20.4%	20.4%	23.4%
Somewhat satisfied	54.3%	59.2%	58.4%	57.9%	62.1%	56.1%	56.1%	60.7%
Somewhat dissatisfied	15.5%	17.0%	15.5%	18.0%	19.6%	21.3%	21.3%	14.9%
Not satisfied at all	0.8%	1.9%	0.8%	1.9%	1.2%	2.1%	2.1%	1.0%
Shopping								
Very satisfied	57.7%	39.8%	51.6%	36.7%	27.6%	40.7%	40.7%	40.5%
Somewhat satisfied	40.0%	49.9%	42.3%	52.2%	58.8%	48.8%	48.8%	50.3%
Somewhat dissatisfied	2.3%	9.6%	5.7%	10.0%	12.9%	9.8%	9.8%	8.4%
Not satisfied at all	0.0%	0.7%	0.4%	1.2%	0.7%	0.7%	0.7%	0.8%
Golf Courses								
Very satisfied	47.1%	41.5%	48.1%	30.6%	45.8%	36.3%	36.3%	42.4%
Somewhat satisfied	47.1%	45.9%	40.7%	52.2%	45.1%	46.3%	46.3%	47.7%
Somewhat dissatisfied	5.9%	10.4%	11.1%	14.2%	8.5%	15.0%	15.0%	8.7%
Not satisfied at all	0.0%	2.2%	0.0%	3.0%	0.7%	2.5%	2.5%	1.2%
Activities & Attractions								
Very satisfied	44.3%	33.9%	43.8%	31.3%	25.7%	38.3%	38.3%	34.2%
Somewhat satisfied	50.0%	55.8%	49.1%	56.7%	58.7%	52.0%	52.0%	54.9%
Somewhat dissatisfied	5.7%	9.7%	6.5%	11.5%	15.6%	9.3%	9.3%	10.5%
Not satisfied at all	0.0%	0.6%	0.6%	0.4%	0.0%	0.4%	0.4%	0.4%
Transportation								
Very satisfied	46.5%	33.0%	38.7%	32.5%	35.2%	40.5%	40.5%	32.7%
Somewhat satisfied	46.5%	50.1%	47.1%	49.1%	52.6%	45.5%	45.5%	50.8%
Somewhat dissatisfied	6.3%	14.1%	11.2%	16.5%	10.1%	12.4%	12.4%	13.4%
Not satisfied at all	0.8%	2.8%	3.0%	2.0%	2.1%	1.7%	1.7%	3.0%
Airports								
Very satisfied	24.0%	20.0%	23.6%	17.9%	18.1%	22.9%	22.9%	18.7%
Somewhat satisfied	60.5%	61.3%	59.3%	60.4%	59.3%	59.0%	59.0%	61.4%
Somewhat dissatisfied	14.0%	17.8%	15.5%	20.4%	20.8%	16.5%	16.5%	18.8%
Not satisfied at all	1.6%	0.9%	1.5%	1.3%	1.8%	1.6%	1.6%	1.0%
Parks & Beaches								
Very satisfied	60.3%	49.4%	54.5%	45.0%	40.3%	53.8%	53.8%	45.9%
Somewhat satisfied	38.1%	46.4%	41.6%	48.8%	53.8%	42.8%	42.8%	48.6%
Somewhat dissatisfied	1.6%	4.0%	3.5%	5.9%	5.7%	3.4%	3.4%	5.2%
Not satisfied at all	0.0%	0.2%	0.5%	0.3%	0.2%	0.1%	0.1%	0.3%

TABLE 3.11 Overall Satisfaction by Major Category and Lifestage: Canada
 (% of Visitors by Lifestyle / Lifestage Segment)

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Accommodations							
Very satisfied	65.7%	71.7%	62.1%	71.8%	72.1%	65.8%	74.2%
Somewhat satisfied	31.4%	22.8%	32.8%	25.1%	23.8%	30.2%	22.0%
Somewhat dissatisfied	2.9%	3.3%	3.4%	3.1%	3.7%	3.2%	3.1%
Not satisfied at all	0.0%	2.2%	1.7%	0.0%	0.4%	0.8%	0.7%
Restaurants							
Very satisfied	39.5%	50.5%	42.1%	57.8%	59.7%	51.1%	55.6%
Somewhat satisfied	55.3%	45.2%	52.5%	37.8%	35.4%	44.2%	39.4%
Somewhat dissatisfied	2.6%	4.3%	4.4%	3.2%	3.8%	3.3%	4.1%
Not satisfied at all	2.6%	0.0%	1.1%	1.2%	1.1%	1.4%	0.9%
Shopping							
Very satisfied	52.8%	58.9%	49.7%	59.4%	57.3%	57.4%	56.0%
Somewhat satisfied	44.4%	34.4%	44.6%	36.1%	38.4%	38.6%	38.4%
Somewhat dissatisfied	2.8%	5.6%	5.1%	4.1%	3.9%	3.7%	5.0%
Not satisfied at all	0.0%	1.1%	0.6%	0.4%	0.4%	0.3%	0.7%
Golf Courses							
Very satisfied	69.2%	55.6%	51.9%	73.3%	67.3%	65.4%	65.0%
Somewhat satisfied	30.8%	33.3%	40.7%	26.7%	25.5%	32.7%	29.1%
Somewhat dissatisfied	0.0%	0.0%	7.4%	0.0%	3.6%	1.9%	1.9%
Not satisfied at all	0.0%	11.1%	0.0%	0.0%	3.6%	0.0%	3.9%
Activities & Attractions							
Very satisfied	61.1%	66.3%	60.8%	62.6%	63.2%	65.7%	60.9%
Somewhat satisfied	38.9%	23.6%	36.4%	35.3%	34.2%	30.6%	35.9%
Somewhat dissatisfied	0.0%	9.0%	0.6%	1.7%	2.2%	2.2%	2.7%
Not satisfied at all	0.0%	1.1%	2.3%	0.4%	0.4%	1.4%	0.5%
Transportation							
Very satisfied	46.7%	52.1%	45.9%	60.5%	63.6%	58.2%	57.7%
Somewhat satisfied	53.3%	35.4%	41.3%	30.2%	28.9%	35.3%	30.1%
Somewhat dissatisfied	0.0%	8.3%	9.2%	6.8%	5.8%	3.9%	9.2%
Not satisfied at all	0.0%	4.2%	3.7%	2.5%	1.7%	2.6%	2.9%
Airports							
Very satisfied	52.6%	51.1%	41.5%	52.9%	65.9%	54.5%	55.4%
Somewhat satisfied	31.6%	41.5%	49.7%	39.8%	30.4%	38.4%	38.0%
Somewhat dissatisfied	13.2%	5.3%	7.7%	5.8%	3.7%	6.3%	5.3%
Not satisfied at all	2.6%	2.1%	1.1%	1.5%	0.0%	0.8%	1.3%
Parks & Beaches							
Very satisfied	75.0%	72.5%	71.0%	78.6%	68.1%	75.4%	72.3%
Somewhat satisfied	22.2%	19.8%	27.4%	19.8%	27.6%	22.7%	23.5%
Somewhat dissatisfied	2.8%	5.5%	1.6%	1.2%	3.1%	1.7%	3.1%
Not satisfied at all	0.0%	2.2%	0.0%	0.4%	1.2%	0.3%	1.1%

TABLE 3.12 Overall Satisfaction by Major Category and Lifestage: Europe
 (% of Visitors by Lifestyle / Lifestage Segment)

Category	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Accommodations							
Very satisfied	51.7%	63.3%	53.7%	62.3%	70.8%	60.9%	62.7%
Somewhat satisfied	37.9%	32.0%	41.9%	33.0%	26.8%	34.8%	33.0%
Somewhat dissatisfied	8.6%	4.8%	3.1%	3.8%	2.2%	3.3%	3.6%
Not satisfied at all	1.7%	0.0%	1.3%	0.9%	0.2%	1.0%	0.7%
Restaurants							
Very satisfied	35.6%	48.3%	41.8%	46.9%	51.0%	46.0%	47.5%
Somewhat satisfied	57.6%	43.0%	50.1%	46.8%	44.4%	47.4%	46.0%
Somewhat dissatisfied	5.1%	8.7%	7.0%	6.1%	4.0%	6.0%	5.8%
Not satisfied at all	1.7%	0.0%	1.1%	0.2%	0.5%	0.5%	0.7%
Shopping							
Very satisfied	46.3%	51.7%	47.5%	50.0%	61.1%	51.8%	54.0%
Somewhat satisfied	46.3%	42.1%	46.0%	46.3%	35.7%	43.5%	41.5%
Somewhat dissatisfied	7.4%	6.2%	5.8%	3.2%	3.2%	4.2%	4.2%
Not satisfied at all	0.0%	0.0%	0.7%	0.5%	0.0%	0.5%	0.2%
Golf Courses							
Very satisfied	33.3%	63.6%	51.3%	67.8%	68.8%	56.3%	70.2%
Somewhat satisfied	55.6%	36.4%	40.8%	27.6%	26.6%	38.0%	23.4%
Somewhat dissatisfied	11.1%	0.0%	6.6%	4.6%	3.1%	4.4%	5.3%
Not satisfied at all	0.0%	0.0%	1.3%	0.0%	1.6%	1.3%	1.1%
Activities & Attractions							
Very satisfied	50.0%	54.5%	59.0%	51.5%	51.1%	55.6%	50.4%
Somewhat satisfied	44.0%	41.0%	37.2%	44.5%	46.1%	40.5%	46.7%
Somewhat dissatisfied	6.0%	4.5%	3.6%	3.5%	2.6%	3.6%	2.7%
Not satisfied at all	0.0%	0.0%	0.2%	0.5%	0.2%	0.3%	0.2%
Transportation							
Very satisfied	48.7%	56.3%	43.7%	48.6%	66.4%	52.5%	54.8%
Somewhat satisfied	35.9%	35.6%	38.9%	40.3%	29.5%	37.0%	33.5%
Somewhat dissatisfied	12.8%	6.9%	11.1%	9.1%	3.9%	7.5%	9.4%
Not satisfied at all	2.6%	1.1%	6.3%	2.0%	0.2%	2.9%	2.3%
Airports							
Very satisfied	38.6%	43.2%	34.3%	41.6%	53.0%	41.2%	46.2%
Somewhat satisfied	56.1%	45.3%	55.3%	51.1%	41.6%	51.2%	45.7%
Somewhat dissatisfied	5.3%	10.1%	9.3%	6.5%	4.7%	6.7%	7.5%
Not satisfied at all	0.0%	1.4%	1.1%	0.8%	0.7%	0.9%	0.5%
Parks & Beaches							
Very satisfied	70.7%	71.2%	67.7%	68.6%	72.1%	68.9%	69.7%
Somewhat satisfied	19.0%	26.7%	30.1%	28.8%	26.0%	28.6%	27.7%
Somewhat dissatisfied	10.3%	2.1%	2.0%	2.3%	1.8%	2.4%	2.1%
Not satisfied at all	0.0%	0.0%	0.2%	0.3%	0.2%	0.2%	0.5%

**TABLE 3.13 Detailed Satisfaction Ratings by Category -- U.S. Total
(% of U.S. Total Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations				
Overall	78.1%	19.3%	2.1%	0.5%
Location	76.8%	20.8%	1.9%	0.4%
Service	70.3%	24.6%	4.1%	1.0%
Facility	71.3%	23.6%	4.5%	0.6%
Cleanliness & comfort	72.2%	22.3%	4.7%	0.8%
Price	59.4%	32.4%	6.9%	1.3%
Restaurants				
Overall	63.4%	33.0%	3.1%	0.4%
Location	66.0%	29.4%	4.0%	0.5%
Variety of choices	64.0%	30.4%	5.0%	0.5%
Service	65.3%	30.8%	3.3%	0.6%
Quality & taste of food	64.0%	31.3%	4.0%	0.8%
Value for the money	38.9%	45.4%	13.6%	2.1%
Shopping				
Overall	64.8%	32.2%	2.7%	0.3%
Sufficient shopping places	70.7%	26.1%	2.9%	0.3%
Location	68.7%	27.2%	3.6%	0.5%
Variety of merchandise	61.0%	32.1%	6.1%	0.8%
Service	62.8%	33.4%	3.2%	0.6%
Quality of merchandise	57.5%	37.3%	4.7%	0.4%
Price	39.2%	47.3%	12.2%	1.3%
Golf courses				
Overall	74.4%	24.2%	1.0%	0.4%
Location	76.1%	22.3%	1.6%	0.0%
Service	68.6%	28.9%	2.1%	0.4%
Price	40.6%	44.5%	12.6%	2.3%
Activities & Attractions				
Overall	69.8%	28.0%	2.0%	0.2%
Excitement	67.7%	29.3%	2.6%	0.4%
Variety of choices	70.8%	26.0%	2.9%	0.2%
Service	68.0%	29.3%	2.4%	0.4%
Value for the money	45.9%	43.2%	9.4%	1.5%
Transportation				
Overall	60.8%	31.1%	5.6%	2.5%
Convenience	61.9%	29.5%	6.2%	2.4%
Cleanliness & comfort	59.9%	33.3%	5.3%	1.5%
Efficiency	59.0%	32.2%	6.1%	2.7%
Price	57.1%	32.6%	7.5%	2.9%
Airports				
Overall	56.6%	37.0%	5.0%	1.5%
Signage	58.5%	34.3%	5.3%	1.9%
Cleanliness & comfort	61.6%	32.2%	5.0%	1.2%
Ease of getting around	56.3%	32.7%	8.5%	2.5%
Availability of food	42.4%	35.9%	17.5%	4.2%
Availability of shopping	46.2%	38.9%	11.9%	3.0%
Friendliness of workers	56.8%	34.4%	6.7%	2.1%
Parks & Beaches				
Overall	73.0%	24.1%	2.6%	0.3%
Security	61.3%	31.8%	5.2%	1.7%
Facility	65.4%	29.8%	4.0%	0.8%
Cleanliness & comfort	65.2%	28.3%	5.5%	1.0%

**TABLE 3.14 Detailed Satisfaction Ratings by Category -- U.S. West
(% of U.S. West Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations				
Overall	76.9%	20.3%	2.5%	0.3%
Location	75.1%	22.1%	2.5%	0.3%
Service	68.5%	26.0%	4.4%	1.1%
Facility	69.4%	24.3%	5.6%	0.7%
Cleanliness & comfort	71.2%	22.8%	5.0%	1.0%
Price	60.7%	30.8%	7.5%	1.0%
Restaurants				
Overall	62.6%	33.6%	3.5%	0.3%
Location	66.0%	29.2%	4.4%	0.4%
Variety of choices	64.2%	30.0%	5.1%	0.6%
Service	64.2%	32.2%	3.3%	0.3%
Quality & taste of food	63.1%	32.4%	3.9%	0.6%
Value for the money	39.2%	45.6%	12.9%	2.2%
Shopping				
Overall	64.5%	32.7%	2.6%	0.3%
Sufficient shopping places	70.1%	26.9%	2.7%	0.3%
Location	67.9%	28.2%	3.5%	0.3%
Variety of merchandise	59.6%	32.8%	6.8%	0.7%
Service	62.9%	33.0%	3.4%	0.7%
Quality of merchandise	57.7%	37.1%	4.9%	0.3%
Price	38.7%	47.8%	12.2%	1.3%
Golf courses				
Overall	68.8%	29.7%	1.1%	0.4%
Location	72.9%	25.0%	2.1%	0.0%
Service	62.7%	35.1%	1.8%	0.4%
Price	34.7%	51.1%	12.4%	1.8%
Activities & Attractions				
Overall	67.5%	30.5%	1.9%	0.1%
Excitement	65.5%	31.4%	3.0%	0.1%
Variety of choices	69.3%	27.6%	3.1%	0.0%
Service	66.3%	31.1%	2.5%	0.1%
Value for the money	44.0%	44.7%	10.0%	1.3%
Transportation				
Overall	57.1%	34.2%	5.1%	3.6%
Convenience	59.4%	31.9%	5.6%	3.0%
Cleanliness & comfort	57.5%	34.2%	6.7%	1.6%
Efficiency	55.5%	34.9%	6.7%	2.9%
Price	53.8%	35.4%	7.4%	3.4%
Airports				
Overall	56.4%	36.9%	5.3%	1.4%
Signage	56.8%	34.7%	6.7%	1.8%
Cleanliness & comfort	61.8%	32.5%	4.6%	1.1%
Ease of getting around	55.4%	32.4%	9.8%	2.4%
Availability of food	41.3%	35.8%	18.5%	4.3%
Availability of shopping	45.1%	39.1%	12.9%	2.9%
Friendliness of workers	56.8%	33.6%	7.4%	2.2%
Parks & Beaches				
Overall	71.9%	25.7%	2.1%	0.2%
Security	58.6%	34.2%	5.3%	1.9%
Facility	64.2%	31.2%	3.7%	0.9%
Cleanliness & comfort	63.5%	30.3%	5.3%	0.9%

TABLE 3.15 Detailed Satisfaction Ratings by Category -- U.S. East
 (% of U.S. East Visitors)

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations				
Overall	79.4%	18.3%	1.6%	0.7%
Location	78.6%	19.5%	1.4%	0.5%
Service	72.2%	23.2%	3.7%	0.9%
Facility	73.1%	22.9%	3.4%	0.6%
Cleanliness & comfort	73.1%	21.8%	4.5%	0.6%
Price	58.1%	34.1%	6.3%	1.6%
Restaurants				
Overall	64.3%	32.4%	2.8%	0.5%
Location	66.0%	29.7%	3.6%	0.7%
Variety of choices	63.9%	30.9%	4.8%	0.4%
Service	66.4%	29.4%	3.4%	0.8%
Quality & taste of food	64.9%	30.1%	4.1%	0.9%
Value for the money	38.6%	45.2%	14.3%	2.0%
Shopping				
Overall	65.1%	31.7%	2.8%	0.4%
Sufficient shopping places	71.4%	25.2%	3.1%	0.3%
Location	69.4%	26.1%	3.8%	0.7%
Variety of merchandise	62.6%	31.3%	5.3%	0.8%
Service	62.8%	33.8%	3.0%	0.4%
Quality of merchandise	57.3%	37.6%	4.5%	0.5%
Price	39.7%	46.8%	12.2%	1.3%
Golf courses				
Overall	81.5%	17.1%	0.9%	0.5%
Location	80.4%	18.7%	0.9%	0.0%
Service	76.2%	20.9%	2.4%	0.5%
Price	48.3%	35.9%	12.9%	2.9%
Activities & Attractions				
Overall	72.1%	25.6%	2.0%	0.4%
Excitement	69.9%	27.2%	2.3%	0.6%
Variety of choices	72.4%	24.5%	2.7%	0.4%
Service	69.7%	27.4%	2.3%	0.6%
Value for the money	47.8%	41.7%	8.8%	1.7%
Transportation				
Overall	64.1%	28.4%	6.0%	1.5%
Convenience	64.0%	27.4%	6.7%	1.9%
Cleanliness & comfort	62.1%	32.5%	4.0%	1.4%
Efficiency	62.0%	29.9%	5.5%	2.6%
Price	59.8%	30.3%	7.5%	2.4%
Airports				
Overall	56.8%	37.1%	4.6%	1.5%
Signage	60.3%	34.0%	3.7%	2.0%
Cleanliness & comfort	61.4%	32.0%	5.4%	1.2%
Ease of getting around	57.4%	33.0%	7.1%	2.5%
Availability of food	43.6%	36.0%	16.3%	4.1%
Availability of shopping	47.4%	38.6%	10.8%	3.2%
Friendliness of workers	56.7%	35.2%	6.0%	2.1%
Parks & Beaches				
Overall	74.2%	22.3%	3.1%	0.3%
Security	64.2%	29.1%	5.2%	1.5%
Facility	66.6%	28.4%	4.3%	0.7%
Cleanliness & comfort	67.1%	26.2%	5.7%	1.0%

TABLE 3.16 Detailed Satisfaction Ratings by Category -- Japan
(% of Japanese Visitors)

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations				
Overall	40.8%	48.5%	9.7%	1.0%
Location	49.0%	49.0%	49.0%	49.0%
Service	29.0%	50.0%	18.7%	2.3%
Facility	27.8%	47.3%	21.6%	3.3%
Cleanliness & comfort	35.3%	48.2%	14.4%	2.2%
Price	33.8%	50.8%	13.4%	2.0%
Restaurants				
Overall	22.1%	59.0%	17.3%	1.5%
Location	30.8%	54.9%	13.1%	1.1%
Variety of choices	22.7%	52.2%	23.0%	2.1%
Service	21.9%	54.9%	21.3%	1.9%
Quality & taste of food	17.2%	48.8%	29.4%	4.6%
Value for the money	16.0%	47.3%	31.7%	5.0%
Shopping				
Overall	40.1%	50.0%	9.2%	0.7%
Sufficient shopping places	51.6%	40.6%	7.0%	0.8%
Location	40.7%	48.9%	10.0%	0.5%
Variety of merchandise	39.9%	45.6%	13.5%	1.0%
Service	27.5%	54.3%	16.9%	1.3%
Quality of merchandise	27.4%	57.9%	13.8%	0.9%
Price	23.3%	55.5%	19.4%	1.8%
Golf courses				
Overall	40.6%	47.0%	10.8%	1.6%
Location	50.2%	38.8%	9.8%	1.2%
Service	26.8%	47.9%	23.1%	2.2%
Price	22.4%	45.1%	25.1%	7.4%
Activities & Attractions				
Overall	34.7%	54.7%	10.2%	0.4%
Excitement	38.1%	51.9%	9.4%	0.6%
Variety of choices	32.7%	52.9%	13.6%	0.7%
Service	27.2%	55.8%	15.8%	1.2%
Value for the money	21.3%	52.7%	23.4%	2.7%
Transportation				
Overall	35.3%	49.4%	12.8%	2.4%
Convenience	36.7%	45.6%	14.7%	3.0%
Cleanliness & comfort	27.7%	53.5%	17.2%	1.6%
Efficiency	26.8%	48.8%	20.1%	4.2%
Price	34.3%	50.3%	13.3%	2.0%
Airports				
Overall	20.2%	60.1%	18.3%	1.3%
Signage	22.0%	58.8%	17.3%	1.9%
Cleanliness & comfort	23.9%	55.9%	18.2%	2.0%
Ease of getting around	17.7%	49.6%	28.1%	4.6%
Availability of food	9.5%	42.2%	40.6%	7.7%
Availability of shopping	13.0%	45.8%	35.8%	5.5%
Friendliness of workers	18.9%	56.3%	20.4%	4.4%
Parks & Beaches				
Overall	48.1%	47.0%	4.6%	0.3%
Security	42.2%	49.0%	8.1%	0.6%
Facility	36.2%	51.5%	11.7%	0.6%
Cleanliness & comfort	40.2%	48.2%	10.4%	1.1%

**TABLE 3.17 Detailed Satisfaction Ratings by Category -- Canada
(% of Canadian Visitors)**

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations				
Overall	70.2%	25.8%	3.3%	0.7%
Location	75.3%	22.0%	1.7%	1.1%
Service	61.7%	32.0%	4.6%	1.6%
Facility	62.1%	32.5%	4.0%	1.4%
Cleanliness & comfort	65.6%	28.1%	4.6%	1.7%
Price	53.0%	35.7%	8.3%	3.0%
Restaurants				
Overall	53.6%	41.7%	3.6%	1.1%
Location	58.9%	34.0%	6.7%	0.4%
Variety of choices	56.8%	35.1%	7.1%	0.9%
Service	56.7%	38.8%	4.0%	0.5%
Quality & taste of food	54.7%	38.2%	5.7%	1.4%
Value for the money	33.2%	43.7%	19.1%	4.0%
Shopping				
Overall	56.4%	38.8%	4.3%	0.5%
Sufficient shopping places	62.5%	32.4%	4.4%	0.7%
Location	60.4%	33.3%	5.4%	0.9%
Variety of merchandise	55.2%	36.0%	7.2%	1.7%
Service	56.0%	39.8%	4.0%	0.2%
Quality of merchandise	48.5%	44.8%	5.4%	1.3%
Price	32.9%	47.9%	15.0%	4.2%
Golf courses				
Overall	64.6%	30.4%	2.5%	2.5%
Location	70.7%	25.0%	3.7%	0.6%
Service	63.1%	31.2%	5.1%	0.6%
Price	26.7%	38.5%	25.5%	9.3%
Activities & Attractions				
Overall	63.2%	33.4%	2.5%	0.9%
Excitement	62.3%	33.2%	3.7%	0.7%
Variety of choices	64.2%	29.7%	5.1%	1.0%
Service	61.0%	34.2%	4.3%	0.5%
Value for the money	38.6%	44.4%	14.3%	2.6%
Transportation				
Overall	57.4%	33.1%	6.9%	2.7%
Convenience	58.7%	31.5%	6.9%	2.8%
Cleanliness & comfort	57.3%	36.2%	4.6%	1.9%
Efficiency	56.4%	34.4%	6.7%	2.5%
Price	54.4%	34.6%	8.3%	2.6%
Airports				
Overall	55.0%	38.3%	5.6%	1.0%
Signage	56.3%	35.6%	6.6%	1.5%
Cleanliness & comfort	59.1%	34.9%	5.0%	1.0%
Ease of getting around	57.8%	31.7%	8.9%	1.6%
Availability of food	37.3%	37.8%	19.8%	5.1%
Availability of shopping	41.1%	39.5%	16.6%	2.8%
Friendliness of workers	57.0%	33.3%	8.1%	1.6%
Parks & Beaches				
Overall	73.4%	23.4%	2.5%	0.7%
Security	63.0%	29.1%	6.4%	1.5%
Facility	63.9%	29.0%	6.1%	1.0%
Cleanliness & comfort	64.2%	28.6%	5.3%	1.9%

TABLE 3.18 Detailed Satisfaction Ratings by Category -- Europe
(% of European Visitors)

Category	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
Accommodations				
Overall	62.0%	33.7%	3.4%	0.9%
Location	65.2%	30.4%	3.6%	0.8%
Service	55.7%	37.4%	5.7%	1.2%
Facility	53.2%	39.0%	6.6%	1.3%
Cleanliness & comfort	59.8%	32.7%	6.2%	1.4%
Price	44.5%	39.2%	13.2%	3.2%
Restaurants				
Overall	46.7%	46.8%	5.9%	0.6%
Location	52.6%	40.2%	6.4%	0.8%
Variety of choices	50.2%	39.1%	9.3%	1.4%
Service	52.7%	41.4%	5.1%	0.9%
Quality & taste of food	46.7%	44.3%	7.4%	1.7%
Value for the money	32.5%	46.0%	16.9%	4.5%
Shopping				
Overall	52.7%	42.8%	4.2%	0.4%
Sufficient shopping places	59.8%	35.5%	4.6%	0.2%
Location	55.0%	38.7%	5.9%	0.4%
Variety of merchandise	48.0%	40.3%	10.5%	1.2%
Service	55.0%	40.6%	3.9%	0.6%
Quality of merchandise	44.7%	48.0%	6.6%	0.7%
Price	33.2%	47.6%	16.3%	2.9%
Golf courses				
Overall	61.7%	32.6%	4.6%	1.1%
Location	67.2%	29.3%	3.1%	0.4%
Service	57.4%	36.7%	4.7%	1.2%
Price	34.9%	36.0%	22.1%	7.0%
Activities & Attractions				
Overall	54.0%	42.4%	3.4%	0.3%
Excitement	50.7%	43.4%	5.5%	0.4%
Variety of choices	53.4%	40.0%	5.8%	0.8%
Service	50.6%	44.0%	4.9%	0.5%
Value for the money	34.8%	47.8%	14.4%	2.9%
Transportation				
Overall	53.2%	36.1%	8.0%	2.7%
Convenience	51.9%	38.5%	7.5%	2.1%
Cleanliness & comfort	49.2%	42.2%	7.2%	1.4%
Efficiency	49.8%	38.3%	8.4%	3.4%
Price	52.6%	36.5%	8.4%	2.5%
Airports				
Overall	43.0%	49.1%	7.0%	0.9%
Signage	44.5%	47.5%	7.1%	0.9%
Cleanliness & comfort	48.5%	44.5%	6.2%	0.8%
Ease of getting around	44.8%	43.9%	9.6%	1.8%
Availability of food	27.3%	44.2%	23.2%	5.3%
Availability of shopping	28.0%	44.8%	22.5%	4.7%
Friendliness of workers	48.8%	41.5%	7.8%	1.9%
Parks & Beaches				
Overall	69.6%	27.9%	2.2%	0.3%
Security	58.8%	36.5%	3.9%	0.8%
Facility	58.3%	36.8%	4.5%	0.4%
Cleanliness & comfort	63.3%	31.1%	5.0%	0.6%

**4. EXPERIENCE AND WILLINGNESS
TO RECOMMEND/REVISIT**

EXPERIENCE AND WILLINGNESS TO RECOMMEND/REVISIT

Satisfaction by Island:

When asked about the overall satisfaction by each island visited, the majority of the 2003 respondents from the U.S., Japan, Canada and Europe their experiences as either “excellent” or “above average”.

U.S. Visitors: All islands received “excellent” ratings from over half of the U.S. visitors surveyed. Kauai had the highest satisfaction rating from both U.S. West and U.S. East respondents at 76.5 percent and 76.2 percent, respectively. Maui received the second highest percentage of “excellent” ratings. Molokai was the lowest at close to 50 percent for respondents from both U.S. markets.

Japanese Visitors: The Big Island (57.3%) led the islands with the highest percentage of “excellent” ratings from Japanese respondents, followed by Oahu (55.1%) and Maui (53.7%). Kauai and Molokai received “excellent” ratings from nearly 42 percent of respondents who visited these islands.

Canadian Visitors: All islands received “excellent” ratings from more than 58 percent of the Canadian respondents. Canadians especially liked Kauai with 73 percent of the respondents giving this island an “excellent” rating.

European Visitors: Just above 70 percent of the European respondents who went to Kauai rated their visit as “excellent”. Many of the visitors to the Big Island (66%), Maui (65.6%), Lanai (60%) and/or Oahu (58.8%) also gave the highest ratings to their stay on these islands.

Likelihood to Recommend:

The majority of the U.S. West (89.6%), U.S. East (88.3%), Canadian (84.8%), European (79.9%) and Japanese (73.1%) visitors surveyed in 2003 replied that they would “very likely” recommend the islands as a vacation place to their friends and relatives. The percentages of “very likely” to recommend Hawaii as a vacation place were higher for Canadians, Europeans, and Japanese visitors compared to 2002.

U.S. West Visitors: Close to 91 percent of the senior visitors surveyed indicated that they would “very likely” recommend Hawaii followed by families and middle age visitors both at 90.1 percent. More repeat visitors (90.7%) than first time visitors (86.2%) surveyed said that they would “very likely” recommend Hawaii.

U.S. East Visitors: Over 90 percent of families (93.0%) and young (91.4%) visitors from the U.S. East would “very likely” suggest Hawaii as a vacation destination. A higher percentage of repeat visitors were more likely to recommend Hawaii than first time visitors (89.8% vs. 86.8%, respectively).

Japanese Visitors: Wedding/honeymoon visitors (82.3%) had the highest percentage of “very likely” to recommend the islands, followed by middle age visitors (75.7%) and young visitors (75.3%). Nearly 77 percent of repeat visitors who responded to the survey were “very likely” to recommend the islands as a vacation place compared to 67.1 percent for first time respondents.

Canadian Visitors: The majority of families (86%) and senior visitors (85.9%) from Canada answered that they would “very likely” recommend Hawaii. In contrast to the U.S. visitors, a smaller share of young visitors (84.9%) from Canada would recommend Hawaii. Unique to Canadian visitors, 84.8 percent of both first time and repeat visitors answered that they would “very likely” recommend Hawaii.

European Visitors: About 85 percent of families, 80.4 percent of middle age visitors and 83.7 percent of repeat visitors answered that they would “very likely” recommend the islands.

Likelihood to Revisit Hawaii:

An exceptional 78.6 percent of the U.S. West visitors surveyed in 2003 would “very likely” return to the islands within the next five years. Over half of the U.S. East, Japanese and Canadian visitors and 37.6 percent for European visitors answered that they “would likely” return to Hawaii. The return rate to Hawaii was the lowest among young respondents from the U.S. and Japan and among wedding/honeymoon visitors from Canada and Europe.

U.S. West Visitors: Middle age respondents (83.9%) from the U.S. West posted the highest “very likely to revisit” percentage followed by wedding/honeymoon visitors (79.5%) and senior visitors (78.5%). The majority of the repeat visitors (83.9%) and 60.9 percent of first time visitors would “very likely revisit” Hawaii.

Of those who gave reasons why they would not be back to Hawaii, 43.7 percent answered that they “want to go someplace new”, 36.1 percent said it was “too expensive” and 21.8 percent said Hawaii is “too commercial/overdeveloped”.

U.S. East Visitors: Over half of all life stage and life style groups with the exception of young (46.7%) respondents from the U.S. East answered that they would “very likely” return to the islands. Close to 67 percent of repeat visitors and 36.9 percent of first time visitors would “very likely revisit” Hawaii. Family visitors were most likely to return to the islands (58.9%).

Reasons given by those who would not return were the high costs (51.8%), long flights (45.5%) and the desire to go some place new (30%).

Japanese Visitors: More than half of the middle age (61.9%), families (59.6%) and seniors (58.1%), 48.9 percent of wedding/honeymoon and 46.5 percent of the young visitors from Japan indicated that they would “very likely” revisit Hawaii within the next five years. Nearly 68 percent of the repeat visitors and 32.3 percent of the first time visitors surveyed would “very likely” return.

Of those who specified why they would not revisit, 43.8 percent said the “flight was too long”, 26.3 percent felt Hawaii is “too expensive”, 18.8 wanted to “go somewhere new”, 15 percent said it is “too commercial/overdeveloped” and 12.5 percent said that it was “too crowded/congested”.

Canadian Visitors: Seniors (56.2%), middle age (52.9%) and families (52%) were the most likely to return to Hawaii while only 31.6 percent of the wedding/honeymoon visitors would “very likely” return. The majority of the repeat visitors (67.1%) and 33 percent of first time visitors from Canada would “very likely” come back.

The main reason why some Canadians will not revisit was that Hawaii is “too expensive” (64.4%). Canadian visitors wanted to “go somewhere new” (30.1%), “flight was too long” (27.4%), Hawaii was “too commercial/overdeveloped” (17.8%), and the islands were “too crowded/congested” (12.3%) were other reasons provided.

European Visitors: About 48 percent of families, 41.8 percent of the middle age, 35.3 percent of the seniors, 33.7 percent of the young and 29.5 percent of the wedding/honeymoon respondents from Europe would “very likely” come back to the islands. Close to 56.7 percent of the repeat visitors and 29.3 percent of the first time respondents would “very likely” return to Hawaii.

The primary reason given by European respondents who will not return to the islands is that the “flight is too long” (60.5%). Hawaii is “too expensive” (36.9%) and wanted to “go somewhere new” (27.4%) were other explanations given.

**TABLE 4.1 Overall Island Experience
(% of Total Visitors by MMA)**

Criterion by Island	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Oahu						
Excellent	60.1%	58.0%	61.8%	55.1%	59.4%	58.8%
Above average	34.2%	36.2%	32.6%	41.4%	34.6%	34.9%
Below average	5.1%	5.1%	5.1%	3.3%	5.4%	5.5%
Poor	0.5%	0.7%	0.4%	0.2%	0.7%	0.8%
Maui						
Excellent	73.6%	71.6%	75.3%	53.7%	66.7%	65.6%
Above average	23.5%	25.4%	21.9%	40.6%	30.7%	30.3%
Below average	2.8%	3.0%	2.6%	5.0%	2.6%	3.9%
Poor	0.1%	0.0%	0.2%	0.7%	0.0%	0.2%
Molokai						
Excellent	53.6%	48.0%	58.1%	41.7%	59.3%	50.0%
Above average	39.3%	40.0%	38.7%	50.0%	29.6%	41.4%
Below average	3.6%	4.0%	3.2%	8.3%	11.1%	8.6%
Poor	3.6%	8.0%	0.0%	0.0%	0.0%	0.0%
Lanai						
Excellent	61.7%	60.7%	62.3%	50.0%	58.3%	60.0%
Above average	30.9%	25.0%	34.0%	43.8%	38.9%	36.0%
Below average	7.4%	14.3%	3.8%	6.3%	2.8%	2.7%
Poor	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Big Island						
Excellent	65.1%	63.7%	66.2%	57.3%	61.4%	66.0%
Above average	30.7%	32.8%	29.2%	36.3%	32.1%	30.7%
Below average	3.6%	2.3%	4.6%	4.9%	6.1%	2.7%
Poor	0.5%	1.2%	0.0%	1.5%	0.4%	0.5%
Kauai						
Excellent	76.4%	76.5%	76.2%	41.6%	73.0%	71.3%
Above average	21.3%	21.8%	20.9%	50.5%	24.1%	25.3%
Below average	2.3%	1.6%	2.9%	7.9%	3.0%	3.4%
Poor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**TABLE 4.2 Overall Rating of Most Recent Vacation to Hawaii
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Excellent	72.4%	69.9%	74.9%	52.0%	63.8%	67.5%
Above average	25.9%	28.4%	23.2%	44.7%	32.9%	30.1%
Below average	1.7%	1.6%	1.8%	2.5%	3.0%	2.2%
Poor	0.0%	0.0%	0.1%	0.8%	0.2%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.3 Expectations of Hawaiian Vacation
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Exceeded expectations	38.6%	33.1%	44.3%	31.1%	38.3%	40.6%
Met expectations	59.3%	64.7%	53.6%	64.2%	59.0%	55.2%
Did not meet expectations	2.1%	2.1%	2.1%	4.7%	2.7%	4.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.4 Likelihood to Recommend Hawaii as a Vacation Place
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Very likely	89.0%	89.6%	88.3%	73.1%	84.8%	79.9%
Somewhat likely	9.4%	9.5%	9.2%	24.1%	12.6%	16.4%
Not too likely	1.5%	0.9%	2.2%	2.3%	2.1%	3.3%
Not at all likely	0.2%	0.0%	0.3%	0.5%	0.5%	0.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.5 Likelihood to Recommend Hawaii by Lifestage -- U.S. Total
(% of Visitors by Lifestyle / Lifestage Segment)**

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	89.0%	9.4%	1.5%	0.2%
Lifestyle / Lifestage segments				
Wedding / honeymoon	83.3%	12.5%	4.2%	0.0%
Family	91.2%	8.1%	0.7%	0.0%
Young	89.6%	9.7%	0.8%	0.0%
Middle age	88.6%	9.4%	1.8%	0.1%
Seniors	88.5%	9.3%	1.7%	0.4%
Visitation status				
First timers	86.6%	10.9%	2.2%	0.3%
Repeat visitors	90.4%	8.5%	1.0%	0.1%

**TABLE 4.6 Likelihood to Recommend Hawaii by Lifestage -- U.S. West
(% of Visitors by Lifestyle / Lifestage Segment)**

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	89.6%	9.5%	0.9%	0.0%
Lifestyle / Lifestage segments				
Wedding / honeymoon	84.6%	12.8%	2.6%	0.0%
Family	90.1%	9.9%	0.0%	0.0%
Young	87.4%	12.6%	0.0%	0.0%
Middle age	90.1%	8.3%	1.6%	0.0%
Seniors	90.6%	8.5%	0.9%	0.0%
Visitation status				
First timers	86.2%	11.8%	2.0%	0.0%
Repeat visitors	90.7%	8.8%	0.5%	0.0%

**TABLE 4.7 Likelihood to Recommend Hawaii by Lifestage -- U.S. East
(% of Visitors by Lifestyle / Lifestage Segment)**

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	88.3%	9.2%	2.2%	0.3%
Lifestyle / Lifestage segments				
Wedding / honeymoon	81.8%	12.1%	6.1%	0.0%
Family	93.0%	5.1%	1.9%	0.0%
Young	91.4%	7.2%	1.4%	0.0%
Middle age	87.0%	10.6%	2.1%	0.2%
Seniors	86.6%	10.1%	2.5%	0.8%
Visitation status				
First timers	86.8%	10.4%	2.3%	0.5%
Repeat visitors	89.8%	8.2%	1.8%	0.1%

TABLE 4.8 Likelihood to Recommend Hawaii by Lifestage -- Japan
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	73.1%	24.1%	2.3%	0.5%
Lifestyle / Lifestage segments				
Wedding / honeymoon	82.3%	16.2%	1.5%	0.0%
Family	74.8%	22.2%	2.4%	0.5%
Young	75.3%	21.6%	2.5%	0.6%
Middle age	75.7%	22.2%	1.7%	0.4%
Seniors	63.8%	33.0%	2.8%	0.5%
Visitation status				
First timers	67.1%	28.8%	3.1%	1.0%
Repeat visitors	76.6%	21.3%	1.8%	0.2%

TABLE 4.9 Likelihood to Recommend Hawaii by Lifestage -- Canada
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	84.8%	12.6%	2.1%	0.5%
Lifestyle / Lifestage segments				
Wedding / honeymoon	84.2%	15.8%	0.0%	0.0%
Family	86.0%	11.0%	1.0%	2.0%
Young	84.9%	12.0%	2.1%	1.0%
Middle age	81.9%	14.9%	2.9%	0.4%
Seniors	85.9%	11.7%	2.3%	0.0%
Visitation status				
First timers	84.8%	11.6%	2.5%	1.0%
Repeat visitors	84.8%	13.0%	2.0%	0.2%

TABLE 4.10 Likelihood to Recommend Hawaii by Lifestage -- Europe
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	79.9%	16.5%	3.3%	0.3%
Lifestyle / Lifestage segments				
Wedding / honeymoon	73.8%	18.0%	4.9%	3.3%
Family	84.7%	14.6%	0.6%	0.0%
Young	79.4%	16.5%	3.9%	0.2%
Middle age	80.4%	15.7%	3.7%	0.1%
Seniors	79.2%	17.6%	2.7%	0.5%
Visitation status				
First timers	78.1%	17.8%	3.7%	0.4%
Repeat visitors	83.7%	13.9%	2.4%	0.0%

**TABLE 4.11 Likelihood to Revisit Hawaii in the Next 5 Years
(% of Total Visitors by MMA)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Very likely	66.6%	78.6%	53.9%	56.4%	52.0%	37.6%
Somewhat likely	20.7%	15.4%	26.4%	31.3%	26.0%	29.4%
Not too likely	10.7%	5.1%	16.4%	10.7%	18.0%	26.3%
Not at all likely	2.0%	0.9%	3.3%	1.5%	4.0%	6.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.12 Reasons for Not Revisiting Hawaii
(% of Visitors who are not too likely or not at all
likely to revisit Hawaii in the next 5 years)**

Criterion	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Too expensive	43.7%	36.1%	51.8%	26.3%	64.4%	36.9%
Want to go someplace new	37.1%	43.7%	30.0%	18.8%	30.1%	27.4%
Flight too long	26.6%	9.2%	45.5%	43.8%	27.4%	60.5%
Too commercial / overdeveloped	14.8%	21.8%	7.3%	15.0%	17.8%	7.0%
Too crowded / congested	15.3%	19.3%	10.9%	12.5%	12.3%	5.1%
Other	10.9%	14.3%	7.3%	16.3%	6.8%	8.9%

Note: Percentages do not sum to 100 percent due to multiple reasons selected.

TABLE 4.13 Likelihood to Revisit Hawaii in the Next 5 Years - Total U.S.
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	66.6%	20.7%	10.7%	2.0%
Lifestyle / Lifestage segments				
Wedding / honeymoon	66.7%	20.8%	11.1%	1.4%
Family	69.8%	18.3%	10.2%	1.7%
Young	57.7%	27.2%	14.0%	1.2%
Middle age	70.9%	18.9%	8.7%	1.5%
Seniors	65.9%	20.4%	10.3%	3.4%
Visitation status				
First timers	45.3%	33.2%	17.9%	3.7%
Repeat visitors	77.0%	14.7%	7.0%	1.2%

TABLE 4.14 Likelihood to Revisit Hawaii in the Next 5 Years -- U.S. West
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	78.6%	15.4%	5.1%	0.9%
Lifestyle / Lifestage segments				
Wedding / honeymoon	79.5%	10.3%	7.7%	2.6%
Family	76.4%	15.2%	7.6%	0.8%
Young	70.3%	20.1%	8.8%	0.8%
Middle age	83.9%	11.9%	3.6%	0.7%
Seniors	78.5%	18.2%	2.7%	0.6%
Visitation status				
First timers	60.9%	27.3%	9.9%	2.0%
Repeat visitors	83.9%	11.9%	3.7%	0.6%

TABLE 4.15 Likelihood to Revisit Hawaii in the Next 5 Years -- U.S. East
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	53.9%	26.4%	16.4%	3.3%
Lifestyle / Lifestage segments				
Wedding / honeymoon	51.5%	33.3%	15.2%	0.0%
Family	58.9%	23.4%	14.6%	3.2%
Young	46.7%	33.3%	18.5%	1.4%
Middle age	57.2%	26.2%	14.2%	2.4%
Seniors	54.5%	22.3%	17.2%	6.0%
Visitation status				
First timers	36.9%	36.3%	22.2%	4.6%
Repeat visitors	67.1%	18.8%	12.0%	2.1%

TABLE 4.16 Likelihood to Revisit Hawaii in the Next 5 Years -- Japan
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	56.4%	31.3%	10.7%	1.5%
Lifestyle / Lifestage segments				
Wedding / honeymoon	48.9%	35.1%	13.0%	3.1%
Family	59.6%	29.8%	9.6%	1.0%
Young	46.5%	37.5%	14.1%	1.9%
Middle age	61.9%	27.4%	9.6%	1.1%
Seniors	58.1%	30.5%	9.6%	1.8%
Visitation status				
First timers	32.3%	45.7%	18.6%	3.4%
Repeat visitors	68.2%	24.8%	6.4%	0.6%

TABLE 4.17 Likelihood to Revisit Hawaii in the Next 5 Years -- Canada
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	52.0%	26.0%	18.0%	4.0%
Lifestyle / Lifestage segments				
Wedding / honeymoon	31.6%	44.7%	21.1%	2.6%
Family	52.0%	27.0%	14.0%	7.0%
Young	49.2%	27.7%	19.4%	3.7%
Middle age	52.9%	23.7%	20.5%	2.9%
Seniors	56.2%	22.9%	16.2%	4.7%
Visitation status				
First timers	33.0%	31.2%	28.9%	6.9%
Repeat visitors	67.1%	21.4%	10.0%	1.6%

TABLE 4.18 Likelihood to Revisit Hawaii in the Next 5 Years -- Europe
 (% of Visitors by Lifestyle / Lifestage Segment)

Lifestage	Very Likely	Somewhat Likely	Not Too Likely	Not At All Likely
All visitors	37.6%	29.4%	26.3%	6.7%
Lifestyle / Lifestage segments				
Wedding / honeymoon	29.5%	29.5%	27.9%	13.1%
Family	48.1%	27.8%	20.3%	3.8%
Young	33.7%	30.4%	30.9%	5.0%
Middle age	41.8%	28.4%	23.0%	6.9%
Seniors	35.3%	29.9%	27.1%	7.8%
Visitation status				
First timers	29.3%	31.6%	31.0%	8.0%
Repeat visitors	56.7%	24.8%	15.0%	3.5%

5. ACTIVITY PARTICIPATION



ACTIVITY PARTICIPATION

Shopping:

Shopping was the most popular activity among all visitors surveyed. Virtually all of the respondents from Japan (98.5%), Europe (97.1%), Canada (96.6%), the U.S. West (94.9%) and the U.S. East (94.7%) engaged in shopping during their stay in the islands.

U.S. Visitors:

- The four most popular shopping places for U.S. West and U.S. East visitors were supermarkets, convenience stores, hotel stores and department stores. Nearly 50 to 65 percent of U.S. West and U.S. East visitors shopped in these four places during their stay in the islands. Supermarket shopping by U.S. West and U.S. East visitors was higher on the Neighbor Islands than on Oahu. Generally shopping activities by U.S. West, U.S. East visitors were more distributed across Oahu, Maui, Kauai and the Big Island.
- More than 97 percent of the young, family, and wedding/honeymoon visitors from the U.S. West participated in shopping activities. More young visitors from this market shopped in convenience stores than other places. A higher percentage of U.S. West families shopped in supermarkets while more wedding/honeymoon visitors shopped in department stores and convenience stores.
- Overall, more U.S. East families participated in shopping compared to other visitors from this market. Convenience stores and hotel stores were more popular with wedding/honeymoon U.S. East respondents, while families shopped more in convenience stores and supermarkets.

Japanese Visitors:

- In contrast to their U.S. Canadians and European counterparts, most Japanese visitors favored shopping in duty free stores (82.4%), convenience stores (79.3%), designer boutiques (63.6%) and supermarket (58.4%). The majority of the Japanese respondents concentrated their shopping on Oahu.
- The most active shoppers among the Japanese respondents were wedding/honeymoon (99.2%), families (98.8%) and young visitors (98.8%). A higher percentage of wedding/honeymoon visitors shopped in duty free stores and designer boutiques compared to other Japanese visitors surveyed. More young Japanese visitors shopped in convenience stores and department stores while more families shopped in discount/outlet stores.

Canadian Visitors:

- More Canadian visitors shopped in supermarkets, convenience stores and department stores compared to other shopping venues. Similar to U.S. visitors shopping activities by Canadian visitors were more distributed across Oahu, Maui, Kauai and the Big Island.
- More Canadian wedding/honeymoon visitors shopped in supermarkets, convenience stores and department stores while a higher percentage of young visitors shopped in discount stores and swap meets.

European Visitors:

- More European visitors went to department stores and supermarkets. Shopping activities by European visitors were also more distributed across Oahu, Maui, Kauai and the Big Island compared to Japanese visitors.
- More European families surveyed shopped in department stores and discount/outlet stores.

Sightseeing:

Nearly all of the U.S. West (90.5%), U.S. East (93.4%), Japanese (94.0%), Canadian (94.0%) and European (95.8%) visitors surveyed in 2003 went sightseeing while in Hawaii. The three most popular sightseeing activities among these visitors were self-guided tours, tour bus excursions and boat tours/submarine/whale watching tours.

U.S. Visitors:

- The majority of the U.S. West (83.4%) and U.S. East (80.7%) visitors went on self-guided tours, which were popular across all life stages and age groups and similarly distributed across Oahu, Kauai, Maui and the Big Island.
- After self-guided tours, the second most popular sightseeing activities for U.S. West and U.S. East visitors across all life stages and age group were boat tours/submarine/whale watching tours. More U.S. West and U.S. East went on boat tours/submarine/whale watching tours on Maui and Kauai.
- A higher percentage of U.S. West and U.S. East respondents who visited Oahu went on tour bus excursions compared to those who visited the neighbor islands.

Japanese Visitors:

- In contrast to other visitors surveyed, over 60 percent of the Japanese respondents went on self-guided tours but mainly on Oahu. Self-guided tours were similarly popular with wedding/honeymoon, families, young and middle age Japanese visitors surveyed.
- Tour bus excursions were the second most popular sightseeing activities among Japanese respondents. A higher percentage of senior visitors went on tour bus excursions compared to Japanese visitors in other life stage and age groups. Tour bus excursions were more popular among Japanese visitors on the neighbor islands compared to those who went to Oahu.
- More Japanese respondents went on boat tours/submarine/whale watching tours while on Oahu than on the neighbor island. More Japanese wedding/honeymoon visitors participated in this activity than other Japanese visitor groups.
- More Japanese visitors went on private limousine/van tours compared to their U.S. counterparts. A higher percentage of Japanese wedding/honeymoon visitors took private limousine/van tours compared to all visitors from U.S, Canada and Europe.

Canadian Visitors:

- Similar to U.S. respondents a large number of Canadian (79.9%) visitors went on self-guided tours.
- Ranked second in popularity among Canadian seniors were tour bus excursions, while boat tours/submarine/whale watching were second most popular with weddings/honeymoon, families, young, and middle age visitors.

European Visitors:

- Nearly 72 percent of European visitors also went on self-guided tours.
- Tour bus excursions was the second most popular sightseeing activity with European seniors and middle age visitors, while wedding/honeymoon, families, and young visitors from this market preferred boat tours/submarine/whale watching tours.

Recreation:

Most of the visitors surveyed from the U.S. West (91.8%), U.S. East (89.8%), Japan (85%), Canada (92.3%) and Europe (91.1%) participated in some type of recreational activity while in the islands.

Swimming/sunbathing/beach was the most popular recreation activity among visitors from the five major markets. Families, young and wedding/honeymoon visitors from all markets showed the highest participation rate in this activity. Snorkeling/scuba diving and running/jogging/fitness walking were the second and third most popular among visitors from all markets.

U.S. Visitors:

- Most of the U.S. West and U.S. East respondents went swimming/sunbathing/beach on each of the islands they visited.
- Participation in snorkeling/scuba diving activities by visitors from the U.S. West and U.S. East markets was generally higher on the neighbor islands than on Oahu.
- More U.S. West and U.S. East visitors included running/jogging/fitness-walking and backpacking/hiking/camping in their vacation than the Japanese respondents.
- A higher percentage of younger U.S. West respondents went backpacking/hiking/camping while more families went snorkeling/scuba diving, surfing/body boarding and golfing.
- U.S. East families were the most active participants in all water activities as well as running/jogging/fitness walking and going to the gym/health spa compared to the rest of the visitors from this market.
- More U.S. West, U.S. East and Canadian visitors surveyed went golfing in the islands compared to their Japanese and European counterparts.

Japanese Visitors:

- In contrast to visitors from the other markets, fewer Japanese participated in swimming/sunbathing/beach and Japanese respondents did much of this activity on Oahu.
- Only 17.9 percent of the Japanese respondents went snorkeling/scuba diving, mainly on Oahu.
- More Japanese visitors went running/jogging/fitness walking on Oahu than the Big Island, Maui, and Kauai.
- Golf and running/jogging/fitness walking were more popular with senior and middle age Japanese visitors while a higher percentage of young visitors went snorkeling/scuba diving, surfing/body boarding, jet skiing/parasailing/windsurfing. A higher percentage of wedding/honeymoon visitors participated in swimming/sunbathing/beach and going to the gym/health spa compared to other Japanese respondents.

Canadian Visitors:

- Similar to U.S. visitors, Canadian respondents went swimming/sunbathing/beach on each of the islands they visited.
- More families from Canada went surfing/body boarding, jet skiing/parasailing/windsurfing and golfing compared to other Canadian respondents. Younger visitors participated more in swimming/sunbathing/beach, snorkeling/scuba diving, back packing/hiking/camping and running/jogging/fitness walking.

European Visitors:

- European respondents also went swimming/sunbathing/beach on each of the islands they visited.
- A higher percentage of younger European visitors went back packing/hiking/camping and running/jogging/fitness walking while more families participated in water activities and golf.

Cultural:

More U.S. West (78.0%), U.S. East (84.3%), Canadian (79.0%) and European (83.5%) respondents participated in or attended cultural activities compared to their Japanese (56.5%) counterparts on a statewide basis.

The most popular cultural activity among the U.S. West (60.0%), U.S. East (65.5%), Canadian (61.9%), European (68.9%) and Japanese (28.7%) respondents was to visit historical sites in the islands. Attending Polynesian shows/luaus, was the second most popular activity among these respondents, followed by visiting museums/art galleries, art/craft fairs and cultural festivals.

Survey results also indicated that U.S., Canadian and European respondents generally visited one or more cultural attractions across all islands. In contrast, the majority of the Japanese respondents who participated in cultural activities did so mainly on Oahu.

U.S. Visitors:

- Historic sites were visited by a higher percentage of young and senior U.S. West respondents while Polynesian shows/luaus attracted more families. More seniors also went to museums/art galleries and art/craft fairs.
- More U.S. East families and young visitors surveyed visited historic sites than any other visitors from this market. A higher percentage of seniors went to museums/art galleries while more young U.S. East visitors attended Polynesian shows/luaus.

Japanese Visitors:

- A higher percentage of Japanese seniors visited historic sites, museums/art galleries, art/craft fairs and attended Polynesian shows/luau while more young visitors went to festivals than any other Japanese visitors surveyed.

Canadian Visitors:

- More Canadian families attended Polynesian shows/luau and visited historic sites. A higher percentage of seniors went to art/craft fairs while more middle age visitors went to museums/art galleries.

European Visitors:

- Hawaii's historical sites attracted more young, families and middle age visitors while Polynesian show/luau attracted more wedding/honeymoon visitors than other European respondents.

Entertainment:

The majority of the U.S. West (83.2%), U.S. East (85.1%), Japanese (89.6%), Canadian (81.9%) and European (81.5%) visitors surveyed in 2003 engaged in some form of entertainment activity during their stay. Fine dining was the most popular activity followed by lunch/sunset/dinner evening cruise, lounge acts/stage shows and nightclub/dancing/bar/karaoke. Japanese visitors participated in these activities mainly on Oahu while participation by U.S., Canadian and European respondents were more distributed throughout all islands.

U.S. Visitors:

- A higher percentage of younger visitors from the U.S. West sailed on lunch/sunset/dinner/evening cruises and went to nightclubs/dancing/bars/karaoke, more middle age respondents went to fine dining restaurants while more families saw lounge acts/stage shows.
- Younger U.S. East visitors went to more fine dining restaurants, nightclubs/dancing/bars/karaoke and lounge acts/stage shows than any U.S. East visitors surveyed while more wedding/honeymoon visitors sailed on lunch/sunset/dinner and evening cruises.

Japanese Visitors:

- A higher percentage of wedding/honeymoon visitors went on lunch/sunset/dinner/evening cruises and went to fine dining restaurants than any other Japanese visitors surveyed. More senior respondents saw lounge acts/stage shows while more middle age visitors went to nightclubs/dancing/bars/karaoke.

Canadian Visitors:

- Wedding/Honeymoon visitors from Canada showed greater participation in all kinds of entertainment activities compare to other Canadian groups surveyed.

European Visitors:

- More younger European respondents went to nightclubs/dancing/bars/karaoke and to fine dining restaurants while a higher percentage of European wedding/honeymoon visitors sailed on lunch/sunset/dinner/evening cruises.

Transportation:

The majority of the visitors (89.4% U.S. West, 88.6% U.S. East, 94.3% Japanese, 91.5% Canadian, and 92.3% European) surveyed in 2003 indicated that they used some form of transportation during their stay. However, the mode of transportation differed especially between U.S. and Japanese visitors and by island.

On a Statewide basis, a rental car was the top choice among U.S. West (79.8%), U.S. East (74.8%), Canadian (69.7%) and European (54.8%) visitors. The popularity of rental cars was even greater among these visitors on the Neighbor Islands and was consistent with their participation in self-guided tours. The second and third most popular means of transportation for U.S. visitors were taxis/limousines and public buses.

In contrast, the majority of the Japanese respondents toured the islands by trolleys (60.4%), followed by taxis or limousines (47.0%), public buses (30.7%) and rental cars (21.1%). More Japanese visitors used rental cars while on Maui than on any of the other islands.

U.S. Visitors:

- Wedding/honeymoon visitors from the U.S. West reported higher usage of taxi/limousine and public buses than other U.S. West respondents, while trolleys and rental cars were more popular with middle age visitors. A higher percentage of U.S. East families rented cars and used taxis/limousines, more wedding/honeymoon visitors used trolleys while buses were more utilized by senior U.S. East visitors.

Japanese Visitors:

- Trolleys (75.6%) and taxis/limousines (60.3%) were the most popular choices among Japanese wedding/honeymoon visitors. More families and middle age respondents rented cars while more senior Japanese visitors surveyed used public buses.

Canadian Visitors:

- Rental cars were more popular among Canadian wedding/honeymoon visitors than other Canadians surveyed. Taxis/limousines were more utilized by young Canadian respondents while public busses were more utilized by senior respondents.

European Visitors:

- Similar to Canadian respondents; wedding/honeymoon visitors from Europe also used rental cars more than other European visitor groups while more seniors rode trolleys and public buses.

TABLE 5.1 Activity Participation by Island -- U.S. Total
 (% of U.S. Total Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
Sightseeing	91.9%	87.4%	94.9%	92.8%	93.3%
Helicopter / airplane tour	14.2%	2.0%	26.3%	9.4%	14.3%
Boat tour / submarine / whale watching	30.9%	14.2%	25.6%	36.4%	14.0%
Tour bus excursion	18.4%	21.7%	12.2%	11.4%	16.9%
Private limousine / van tour	6.3%	4.8%	2.9%	4.9%	5.4%
Self-guided	82.0%	73.5%	75.9%	76.0%	72.5%
Recreation	90.8%	81.2%	80.0%	86.2%	68.4%
Swimming / sunbathing / beach	83.7%	73.0%	71.9%	77.9%	58.4%
Surfing/bodyboarding	23.8%	19.0%	18.4%	21.8%	9.0%
Snorkeling / scuba diving	48.9%	29.0%	42.2%	53.1%	37.7%
Jet skiing / parasailing / windsurfing	5.5%	3.7%	0.8%	7.1%	1.7%
Golf	14.2%	6.2%	14.8%	14.8%	11.7%
Running / jogging / fitness walking	39.5%	33.4%	32.1%	36.7%	24.9%
Gym / health spa	17.1%	11.5%	13.8%	17.1%	11.2%
Backpacking / hiking / camping	23.9%	15.1%	29.8%	16.7%	22.3%
Sports event or tournament	4.8%	5.4%	1.0%	1.6%	2.6%
Entertainment	84.1%	77.1%	72.1%	79.9%	61.3%
Lunch / sunset / dinner / evening cruise	37.4%	30.3%	30.6%	35.9%	24.2%
Lounge act / stage show	32.3%	27.0%	17.8%	29.8%	14.7%
Nightclub / dancing / bar / karaoke	21.4%	21.7%	11.7%	15.8%	11.4%
Fine dining	68.4%	58.5%	59.5%	66.0%	46.3%
Shopping	94.8%	90.9%	84.3%	89.2%	78.8%
Department stores	53.0%	54.6%	29.7%	37.6%	30.2%
Designer boutiques	44.7%	33.2%	36.7%	44.7%	25.2%
Hotel stores	54.4%	50.9%	32.4%	45.2%	33.5%
Swap meet / flea markets	36.0%	36.8%	20.8%	16.7%	20.0%
Discount / outlet stores	42.1%	28.2%	38.9%	34.6%	36.6%
Supermarkets	59.7%	37.0%	56.0%	59.4%	43.9%
Convenience stores	63.3%	59.6%	48.6%	54.1%	44.6%
Duty free store	9.5%	10.3%	4.0%	6.2%	5.5%
Culture	81.1%	77.4%	64.4%	73.9%	67.9%
Historic site	62.6%	61.8%	50.2%	44.0%	59.8%
Museum / art gallery	33.6%	26.6%	24.3%	29.4%	23.1%
Polynesian show / luau	47.5%	39.2%	25.6%	42.4%	21.1%
Art / craft fair	22.9%	13.7%	23.5%	20.7%	12.8%
Festival	6.2%	5.4%	3.0%	4.4%	3.1%
Transportation	89.0%	84.0%	81.4%	84.6%	75.3%
Trolley	8.9%	11.8%	0.8%	2.7%	2.2%
Public Bus	15.8%	22.1%	1.3%	3.3%	2.9%
Taxi / limousine	19.4%	25.8%	4.4%	8.4%	6.7%
Rental car	77.3%	57.4%	78.7%	80.3%	69.3%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated in by visitors.

TABLE 5.2 Activity Participation by Island -- U.S. West
(% of U.S. West Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
Sightseeing	90.5%	86.3%	95.7%	92.2%	92.4%
Helicopter / airplane tour	11.3%	1.9%	20.1%	8.6%	12.4%
Boat tour / submarine / whale watching	26.5%	12.6%	26.4%	34.8%	13.6%
Tour bus excursion	11.5%	14.6%	6.0%	6.0%	6.8%
Private limousine / van tour	4.7%	3.3%	2.0%	4.3%	3.6%
Self-guided	83.4%	76.5%	84.9%	82.1%	83.2%
Recreation	91.8%	83.9%	90.3%	90.3%	74.0%
Swimming / sunbathing / beach	83.4%	74.0%	81.9%	81.7%	64.8%
Surfing/bodyboarding	27.6%	23.8%	23.1%	28.6%	13.2%
Snorkeling / scuba diving	52.5%	33.6%	51.5%	61.9%	13.2%
Jet skiing / parasailing / windsurfing	6.0%	4.9%	0.7%	8.6%	1.6%
Golf	14.4%	7.8%	16.4%	13.8%	13.6%
Running / jogging / fitness walking	41.4%	35.0%	39.5%	40.3%	29.2%
Gym / health spa	17.5%	13.6%	17.4%	18.7%	9.6%
Backpacking / hiking / camping	23.2%	14.4%	33.1%	18.5%	24.4%
Sports event or tournament	5.0%	6.8%	0.7%	1.6%	3.2%
Entertainment	83.2%	76.9%	77.9%	82.7%	66.8%
Lunch / sunset / dinner / evening cruise	34.6%	29.2%	31.8%	34.2%	22.4%
Lounge act / stage show	30.4%	26.1%	19.1%	32.7%	15.2%
Nightclub / dancing / bar / karaoke	20.6%	22.2%	13.7%	15.6%	14.8%
Fine dining	67.8%	58.5%	67.6%	68.7%	50.4%
Shopping	94.9%	92.8%	87.3%	91.2%	87.2%
Department stores	52.3%	56.5%	34.8%	38.9%	34.0%
Designer boutiques	45.6%	34.6%	42.5%	47.5%	30.4%
Hotel stores	49.7%	46.4%	33.8%	46.1%	37.2%
Swap meet / flea markets	36.3%	37.5%	26.4%	21.0%	26.0%
Discount / outlet stores	43.7%	29.3%	42.5%	39.3%	44.8%
Supermarkets	65.2%	46.0%	68.2%	67.9%	54.0%
Convenience stores	62.7%	60.0%	55.2%	55.8%	51.2%
Duty free store	9.1%	10.3%	5.0%	6.0%	5.6%
Culture	78.0%	73.8%	68.9%	74.1%	70.8%
Historic site	60.0%	56.3%	57.5%	46.3%	62.4%
Museum / art gallery	35.4%	27.6%	31.4%	34.4%	26.8%
Polynesian show / luau	41.4%	36.3%	25.8%	41.6%	20.8%
Art / craft fair	24.0%	13.2%	31.1%	24.3%	16.4%
Festival	6.4%	6.5%	3.7%	5.1%	3.6%
Transportation	89.4%	85.6%	87.3%	88.7%	81.2%
Trolley	8.0%	11.5%	1.3%	3.1%	1.2%
Public Bus	13.2%	20.3%	1.3%	2.3%	2.4%
Taxi / limousine	15.9%	23.3%	2.7%	6.8%	6.4%
Rental car	79.8%	62.8%	85.6%	85.2%	79.2%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated in by visitors.

TABLE 5.3 Activity Participation by Island -- U.S. East
(% of U.S. East Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
Sightseeing	93.4%	88.3%	94.3%	93.4%	93.9%
Helicopter / airplane tour	17.2%	2.1%	32.0%	10.0%	15.8%
Boat tour / submarine / whale watching	35.6%	15.5%	24.8%	37.7%	14.3%
Tour bus excursion	25.7%	27.6%	17.8%	16.1%	24.6%
Private limousine / van tour	8.0%	6.0%	3.6%	5.4%	6.7%
Self-guided	80.7%	71.1%	67.7%	70.7%	64.4%
Recreation	89.8%	79.0%	70.7%	82.6%	64.1%
Swimming / sunbathing / beach	84.0%	72.1%	62.8%	74.6%	53.5%
Surfing/bodyboarding	19.9%	15.2%	14.2%	15.9%	5.8%
Snorkeling / scuba diving	45.0%	25.3%	33.8%	45.4%	30.1%
Jet skiing / parasailing / windsurfing	5.0%	2.8%	0.9%	5.7%	1.8%
Golf	13.9%	4.8%	13.3%	15.7%	10.3%
Running / jogging / fitness walking	37.4%	32.0%	25.4%	33.5%	21.6%
Gym / health spa	16.7%	9.8%	10.6%	15.7%	12.5%
Backpacking / hiking / camping	24.7%	15.6%	26.9%	15.0%	20.7%
Sports event or tournament	4.5%	4.2%	1.2%	1.6%	2.1%
Entertainment	85.1%	77.3%	66.8%	77.5%	57.1%
Lunch / sunset / dinner / evening cruise	40.4%	31.2%	29.6%	37.4%	25.5%
Lounge act / stage show	34.4%	27.8%	16.6%	27.2%	14.3%
Nightclub / dancing / bar / karaoke	22.3%	21.4%	10.0%	15.9%	8.8%
Fine dining	69.1%	58.6%	4.8%	63.7%	43.2%
Shopping	94.7%	89.4%	52.3%	87.5%	72.3%
Department stores	53.8%	52.9%	25.1%	36.5%	27.4%
Designer boutiques	43.8%	32.1%	31.4%	42.2%	21.3%
Hotel stores	59.2%	54.6%	31.1%	44.4%	30.7%
Swap meet / flea markets	35.7%	36.2%	15.7%	12.9%	15.5%
Discount / outlet stores	40.4%	27.2%	35.6%	30.6%	30.4%
Supermarkets	53.9%	29.5%	45.0%	52.1%	36.2%
Convenience stores	64.0%	59.4%	42.6%	52.6%	39.5%
Duty free store	9.8%	10.3%	3.0%	6.4%	5.5%
Culture	84.3%	80.4%	60.4%	73.7%	65.7%
Historic site	65.5%	66.5%	43.5%	42.0%	57.8%
Museum / art gallery	31.7%	25.8%	17.8%	25.0%	20.4%
Polynesian show / luau	54.0%	41.6%	25.4%	43.1%	21.3%
Art / craft fair	21.7%	14.1%	16.6%	17.5%	10.0%
Festival	5.9%	4.5%	2.4%	3.8%	2.7%
Transportation	88.6%	82.8%	76.1%	81.0%	70.8%
Trolley	10.0%	12.1%	0.3%	2.3%	3.0%
Public Bus	18.5%	23.5%	1.2%	4.3%	3.3%
Taxi / limousine	23.2%	27.9%	6.0%	9.8%	7.0%
Rental car	74.8%	53.0%	72.5%	76.0%	61.7%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated in by visitors.

TABLE 5.4 Activity Participation by Island -- Japan
(% of Japanese Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
Sightseeing	94.0%	91.8%	94.8%	90.8%	93.1%
Helicopter / airplane tour	5.0%	2.7%	13.9%	7.3%	6.9%
Boat tour / submarine / whale watching	16.8%	14.9%	7.5%	9.7%	6.3%
Tour bus excursion	40.1%	33.4%	60.1%	49.3%	50.3%
Private limousine / van tour	17.0%	15.6%	3.5%	5.5%	12.2%
Self-guided	62.7%	61.1%	24.9%	37.8%	33.0%
Recreation	85.0%	82.5%	31.8%	52.2%	48.4%
Swimming / sunbathing / beach	71.4%	70.1%	22.0%	36.5%	31.2%
Surfing/bodyboarding	9.0%	8.7%	2.3%	5.0%	1.3%
Snorkeling / scuba diving	17.9%	15.7%	4.6%	12.6%	10.9%
Jet skiing / parasailing / windsurfing	6.3%	6.2%	0.6%	2.6%	0.6%
Golf	11.5%	9.4%	8.7%	12.6%	12.4%
Running / jogging / fitness walking	17.8%	17.0%	9.8%	8.4%	9.7%
Gym / health spa	7.4%	6.6%	2.9%	2.4%	6.1%
Backpacking / hiking / camping	7.1%	6.0%	4.0%	2.9%	5.3%
Sports event or tournament	3.2%	2.8%	0.6%	1.0%	1.7%
Entertainment	89.6%	89.2%	43.4%	57.7%	58.5%
Lunch / sunset / dinner / evening cruise	49.5%	48.8%	13.9%	18.9%	22.9%
Lounge act / stage show	22.3%	22.0%	3.5%	4.2%	7.2%
Nightclub / dancing / bar / karaoke	8.7%	8.7%	0.0%	2.6%	2.9%
Fine dining	74.3%	72.9%	35.8%	49.9%	49.7%
Shopping	98.5%	99.1%	34.7%	59.1%	53.1%
Department stores	57.4%	59.8%	5.2%	7.6%	5.1%
Designer boutiques	63.6%	64.7%	3.5%	21.5%	12.4%
Hotel stores	8.7%	8.7%	0.0%	2.6%	2.9%
Swap meet / flea markets	16.4%	15.9%	4.6%	4.7%	5.0%
Discount / outlet stores	43.1%	41.8%	9.8%	14.2%	17.1%
Supermarkets	58.4%	55.9%	22.5%	29.1%	29.0%
Convenience stores	79.3%	80.5%	15.0%	29.4%	21.3%
Duty free store	82.4%	84.2%	5.8%	12.1%	20.0%
Culture	56.5%	53.9%	26.6%	26.2%	32.0%
Historic site	28.7%	25.8%	17.3%	13.6%	23.6%
Museum / art gallery	21.8%	20.5%	4.0%	8.4%	8.2%
Polynesian show / luau	25.7%	24.5%	9.2%	7.3%	7.4%
Art / craft fair	4.4%	3.6%	1.7%	1.6%	3.0%
Festival	6.2%	6.1%	0.6%	1.3%	1.1%
Transportation	94.3%	94.5%	28.9%	51.7%	43.6%
Trolley	60.4%	62.4%	0.6%	8.1%	5.1%
Public Bus	30.7%	31.4%	1.2%	5.8%	1.3%
Taxi / limousine	47.0%	46.3%	7.5%	20.5%	16.2%
Rental car	21.1%	16.1%	20.2%	25.7%	24.6%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated by visitors.

TABLE 5.5 Activity Participation by Island -- Canada
(% of Canadian Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
Sightseeing	94.0%	89.4%	93.8%	91.7%	90.9%
Helicopter / airplane tour	14.3%	1.2%	21.0%	9.0%	12.9%
Boat tour / submarine / whale watching	31.4%	15.7%	21.4%	29.6%	12.2%
Tour bus excursion	27.5%	31.6%	21.8%	21.3%	26.2%
Private limousine / van tour	10.7%	9.2%	4.7%	6.5%	8.0%
Self-guided	79.9%	68.4%	64.2%	69.3%	63.1%
Recreation	92.3%	82.9%	72.0%	80.3%	66.5%
Swimming / sunbathing / beach	87.8%	77.3%	65.0%	73.5%	60.1%
Surfing/bodyboarding	25.2%	18.7%	10.9%	20.9%	7.6%
Snorkeling / scuba diving	49.3%	30.4%	30.7%	40.6%	35.0%
Jet skiing / parasailing / windsurfing	3.7%	1.4%	0.0%	11.9%	1.5%
Golf	14.2%	4.9%	13.6%	34.1%	7.6%
Running / jogging / fitness walking	41.6%	35.6%	28.4%	34.1%	22.8%
Gym / health spa	11.5%	5.6%	5.1%	9.4%	8.4%
Backpacking / hiking / camping	23.2%	14.3%	21.4%	15.0%	22.8%
Sports event or tournament	7.2%	6.5%	1.2%	4.0%	3.0%
Entertainment	81.9%	78.0%	52.1%	68.8%	51.7%
Lunch / sunset / dinner / evening cruise	40.5%	37.5%	19.5%	31.2%	24.3%
Lounge act / stage show	36.1%	33.2%	18.3%	22.4%	15.6%
Nightclub / dancing / bar / karaoke	17.1%	16.4%	7.4%	11.0%	6.8%
Fine dining	61.3%	52.0%	38.9%	52.9%	33.5%
Shopping	96.6%	92.1%	74.3%	85.9%	77.9%
Department stores	65.2%	62.1%	31.5%	47.3%	36.9%
Designer boutiques	45.1%	33.5%	26.5%	39.9%	25.9%
Hotel stores	49.5%	48.5%	22.6%	31.2%	27.0%
Swap meet / flea markets	40.6%	38.6%	16.3%	21.3%	20.9%
Discount / outlet stores	45.4%	30.2%	29.2%	37.4%	33.1%
Supermarkets	69.2%	30.2%	49.4%	59.6%	47.1%
Convenience stores	67.8%	64.7%	45.1%	52.7%	41.4%
Duty free store	15.2%	14.7%	4.3%	10.1%	6.5%
Culture	79.0%	73.3%	53.3%	65.7%	64.3%
Historic site	61.9%	57.2%	43.2%	46.4%	55.5%
Museum / art gallery	31.4%	24.1%	14.4%	26.5%	18.6%
Polynesian show / luau	51.1%	43.1%	21.4%	34.3%	18.6%
Art / craft fair	20.7%	11.3%	14.8%	16.8%	25.5%
Festival	6.2%	4.5%	2.7%	3.1%	3.0%
Transportation	91.5%	87.8%	68.9%	79.8%	66.9%
Trolley	11.7%	16.2%	1.9%	3.1%	1.9%
Public Bus	30.4%	43.8%	4.3%	8.1%	5.7%
Taxi / limousine	30.2%	34.6%	7.0%	14.1%	11.0%
Rental car	69.7%	44.3%	59.5%	68.4%	55.9%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated by visitors.

TABLE 5.6 Activity Participation by Island -- Europe
(% of European Visitors by Island)

Activity	State	Oahu	Kauai	Maui	Big Island
Sightseeing	95.8%	93.6%	97.5%	95.1%	96.7%
Helicopter / airplane tour	18.9%	5.4%	29.4%	7.9%	18.1%
Boat tour / submarine / whale watching	31.2%	18.4%	18.9%	30.5%	11.2%
Tour bus excursion	40.3%	43.0%	19.8%	20.7%	26.6%
Private limousine / van tour	16.9%	12.3%	12.5%	14.2%	16.0%
Self-guided	72.0%	64.2%	71.3%	68.1%	66.8%
Recreation	91.1%	85.7%	74.7%	81.3%	64.5%
Swimming / sunbathing / beach	88.7%	83.2%	71.7%	78.1%	59.8%
Surfing/bodyboarding	18.9%	16.5%	9.6%	13.4%	6.4%
Snorkeling / scuba diving	37.2%	25.7%	26.4%	34.0%	28.0%
Jet skiing / parasailing / windsurfing	3.8%	2.6%	0.7%	3.7%	1.0%
Golf	7.4%	4.4%	5.9%	6.3%	4.2%
Running / jogging / fitness walking	23.2%	20.0%	16.8%	18.2%	14.9%
Gym / health spa	7.8%	5.7%	4.3%	5.5%	4.2%
Backpacking / hiking / camping	18.8%	11.3%	25.7%	16.9%	22.2%
Sports event or tournament	5.3%	4.4%	1.1%	1.7%	3.8%
Entertainment	81.5%	20.0%	57.2%	66.7%	51.8%
Lunch / sunset / dinner / evening cruise	41.7%	37.2%	24.6%	32.0%	28.0%
Lounge act / stage show	29.5%	25.5%	12.3%	15.6%	9.1%
Nightclub / dancing / bar / karaoke	25.7%	26.3%	9.3%	12.7%	8.1%
Fine dining	57.0%	49.9%	39.4%	45.7%	31.4%
Shopping	97.1%	95.9%	79.5%	84.5%	77.5%
Department stores	74.8%	76.9%	35.5%	46.6%	37.6%
Designer boutiques	41.7%	38.7%	14.4%	26.0%	13.4%
Hotel stores	51.4%	49.8%	20.5%	27.7%	21.4%
Swap meet / flea markets	32.5%	31.7%	10.5%	13.3%	10.0%
Discount / outlet stores	38.4%	32.3%	20.0%	26.7%	24.9%
Supermarkets	73.3%	64.5%	62.9%	63.7%	60.0%
Convenience stores	55.3%	53.2%	29.2%	35.8%	28.1%
Duty free store	21.5%	20.5%	6.2%	9.9%	7.6%
Culture	83.5%	80.3%	56.3%	62.3%	67.5%
Historic site	68.9%	65.7%	45.3%	46.2%	60.1%
Museum / art gallery	32.7%	28.8%	12.8%	21.4%	19.9%
Polynesian show / luau	47.0%	41.4%	19.1%	24.5%	19.9%
Art / craft fair	16.7%	11.1%	11.6%	13.9%	7.8%
Festival	6.8%	6.5%	0.7%	2.8%	2.1%
Transportation	92.3%	89.9%	80.4%	82.4%	77.1%
Trolley	21.4%	24.4%	2.3%	7.1%	2.5%
Public Bus	42.0%	48.5%	3.4%	13.5%	6.8%
Taxi / limousine	37.7%	38.9%	12.3%	18.7%	12.2%
Rental car	54.8%	35.5%	71.7%	64.5%	64.5%

Note: Percentages sum more than 100 percent due to multiple island visitation and multiple activities participated by visitors.

TABLE 5.7 Activity Participation by Lifestage -- U.S. Total
 (% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Sightseeing	87.7%	93.4%	93.1%	91.9%	92.6%	95.7%	91.0%
Helicopter / airplane tour	8.2%	12.8%	13.3%	15.9%	14.8%	20.5%	11.5%
Boat tour / submarine / whale watching	26.0%	34.3%	32.6%	31.2%	29.6%	38.0%	28.0%
Tour bus excursion	11.0%	12.8%	16.2%	18.9%	23.8%	29.8%	12.8%
Private limousine / van tour	5.5%	5.4%	4.1%	5.8%	8.5%	8.9%	4.9%
Self-guided	79.5%	85.1%	86.7%	81.6%	79.7%	80.6%	83.7%
Recreation	91.8%	96.5%	98.3%	91.9%	82.5%	91.2%	91.6%
Swimming / sunbathing / beach	84.9%	92.9%	95.2%	83.4%	71.6%	86.2%	83.3%
Surfing/body boarding	20.5%	45.6%	36.9%	17.9%	9.4%	21.6%	25.3%
Snorkeling / scuba diving	46.6%	66.2%	65.3%	45.9%	32.6%	54.7%	46.9%
Jet skiing / parasailing / windsurfing	5.5%	8.7%	8.1%	4.9%	2.4%	6.3%	5.2%
Golf	15.1%	17.5%	9.5%	15.4%	14.5%	9.8%	16.5%
Running / jogging / fitness walking	39.7%	40.7%	39.8%	42.1%	36.4%	31.6%	44.0%
Gym / health spa	19.2%	21.7%	20.1%	19.2%	9.7%	14.5%	18.5%
Backpacking / hiking / camping	23.3%	23.2%	41.7%	24.7%	11.0%	29.7%	21.4%
Sports event or tournament	4.1%	4.0%	6.8%	4.9%	3.7%	3.8%	5.1%
Entertainment	83.6%	82.5%	89.8%	85.7%	80.9%	87.9%	83.1%
Lunch / sunset / dinner / evening cruise	45.2%	35.5%	44.4%	37.3%	33.3%	43.6%	34.7%
Lounge act / stage show	26.0%	36.2%	33.8%	32.8%	29.7%	42.9%	27.7%
Nightclub / dancing / bar / karaoke	27.4%	14.4%	38.2%	22.1%	12.1%	22.7%	20.6%
Fine dining	65.8%	62.4%	70.1%	71.5%	68.6%	67.9%	69.5%
Shopping	94.5%	96.9%	96.5%	94.7%	94.0%	95.5%	95.2%
Department stores	61.6%	55.6%	48.8%	54.3%	53.2%	52.9%	53.6%
Designer boutiques	42.5%	51.1%	45.9%	44.5%	41.4%	44.6%	45.4%
Hotel stores	53.4%	58.9%	57.1%	53.4%	52.5%	59.5%	52.8%
Swap meet / flea markets	31.5%	36.4%	40.3%	35.5%	33.3%	36.9%	35.2%
Discount / outlet stores	38.4%	49.9%	42.7%	40.7%	41.3%	40.1%	44.1%
Supermarkets	60.3%	68.8%	62.5%	57.0%	56.9%	49.7%	65.2%
Convenience stores	74.0%	66.9%	71.4%	63.0%	56.3%	65.5%	62.9%
Duty free store	11.0%	11.6%	14.3%	8.6%	6.1%	10.5%	9.2%
Culture	74.0%	86.3%	84.6%	79.9%	79.7%	91.0%	77.4%
Historic site	52.1%	63.4%	65.3%	63.0%	61.5%	70.9%	59.3%
Museum / art gallery	27.4%	33.8%	28.0%	34.2%	38.1%	31.7%	35.0%
Polynesian show / luau	38.4%	57.9%	54.2%	44.6%	41.7%	66.8%	38.5%
Art / craft fair	27.4%	23.2%	18.9%	23.4%	25.9%	18.4%	25.6%
Festival	11.0%	5.0%	4.4%	5.8%	8.0%	5.5%	6.5%
Transportation	90.4%	91.5%	87.5%	91.0%	89.0%	89.5%	90.0%
Trolley	12.3%	9.5%	8.5%	8.8%	9.0%	11.4%	7.9%
Public Bus	17.8%	15.4%	14.5%	15.3%	18.2%	19.4%	14.2%
Taxi / limousine	23.3%	19.9%	23.0%	19.1%	17.8%	24.0%	17.6%
Rental car	78.1%	82.5%	76.3%	79.5%	74.8%	74.4%	80.1%

Note: Percentages sum more than 100 percent due to multiple activities participated by visitors.

TABLE 5.8 Activity Participation by Lifestage -- U.S. West
 (% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Sightseeing	89.7%	91.3%	91.2%	90.6%	91.6%	96.2%	89.7%
Helicopter / airplane tour	5.1%	8.7%	9.6%	13.4%	12.3%	15.8%	9.9%
Boat tour / submarine / whale watching	17.9%	28.3%	29.3%	26.7%	24.6%	37.0%	23.4%
Tour bus excursion	5.1%	10.9%	10.0%	9.4%	16.8%	20.5%	8.8%
Private limousine / van tour	2.6%	4.9%	1.3%	4.0%	7.2%	8.6%	3.4%
Self-guided	84.6%	84.5%	87.4%	82.6%	83.5%	85.3%	84.1%
Recreation	92.3%	95.8%	98.3%	92.7%	85.9%	92.5%	92.9%
Swimming / sunbathing / beach	84.6%	90.9%	95.0%	83.5%	71.2%	87.3%	83.4%
Surfing/body boarding	25.6%	46.8%	42.3%	21.4%	11.1%	27.7%	28.2%
Snorkeling / scuba diving	48.7%	66.8%	66.1%	50.1%	37.8%	63.4%	50.3%
Jet skiing / parasailing / windsurfing	5.1%	7.9%	9.2%	5.3%	3.0%	6.5%	5.9%
Golf	10.3%	16.2%	8.8%	15.8%	16.2%	6.8%	16.8%
Running / jogging / fitness walking	33.3%	35.5%	38.9%	47.9%	41.7%	28.1%	46.0%
Gym / health spa	17.9%	17.7%	19.7%	20.9%	11.4%	13.7%	18.8%
Backpacking / hiking / camping	23.1%	23.4%	42.7%	22.7%	10.8%	31.8%	21.2%
Sports event or tournament	7.7%	4.9%	6.3%	5.3%	3.6%	3.8%	5.4%
Entertainment	84.6%	80.4%	88.3%	84.2%	82.3%	89.0%	82.2%
Lunch / sunset / dinner / evening cruise	41.0%	32.5%	46.0%	34.1%	29.1%	43.5%	32.4%
Lounge act / stage show	25.6%	36.2%	28.9%	30.3%	28.8%	41.4%	27.9%
Nightclub / dancing / bar / karaoke	33.3%	15.1%	38.1%	20.0%	11.7%	23.3%	19.8%
Fine dining	61.5%	60.4%	67.8%	71.3%	70.6%	66.4%	68.7%
Shopping	97.4%	97.0%	97.9%	93.8%	94.6%	96.6%	95.2%
Department stores	71.8%	55.8%	52.3%	49.7%	53.2%	55.1%	52.4%
Designer boutiques	35.9%	51.7%	44.4%	43.4%	47.4%	43.8%	46.8%
Hotel stores	43.6%	57.0%	53.6%	46.8%	48.3%	55.1%	49.3%
Swap meet / flea markets	30.8%	35.5%	42.3%	36.7%	32.4%	41.1%	34.7%
Discount / outlet stores	43.6%	48.3%	43.5%	42.1%	45.3%	43.8%	44.6%
Supermarkets	64.1%	71.3%	69.0%	64.1%	61.6%	60.3%	67.5%
Convenience stores	71.8%	67.5%	72.4%	61.2%	55.0%	67.1%	62.1%
Duty free store	15.4%	8.3%	15.9%	8.2%	6.6%	11.0%	8.9%
Culture	74.4%	83.8%	81.2%	75.3%	78.4%	91.8%	75.3%
Historic site	51.3%	60.0%	61.5%	59.7%	61.6%	66.8%	58.8%
Museum / art gallery	30.8%	34.3%	31.0%	34.5%	41.4%	34.9%	36.0%
Polynesian show / luau	33.3%	55.8%	44.8%	36.1%	37.8%	65.1%	35.2%
Art / craft fair	28.2%	23.8%	20.1%	23.6%	28.8%	19.2%	26.0%
Festival	10.3%	4.9%	5.9%	5.1%	9.6%	6.5%	6.6%
Transportation	94.9%	89.1%	87.9%	92.2%	90.7%	92.1%	90.0%
Trolley	7.7%	7.5%	7.9%	8.9%	8.1%	11.6%	7.4%
Public Bus	15.4%	15.1%	13.0%	12.5%	14.4%	17.1%	12.5%
Taxi / limousine	23.1%	14.3%	20.5%	14.7%	16.2%	18.2%	15.7%
Rental car	79.5%	81.1%	76.2%	83.7%	79.3%	78.1%	81.4%

Note: Percentages sum more than 100 percent due to multiple activities participated by visitors.

TABLE 5.9 Activity Participation by Lifestage -- U.S. East
 (% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Sightseeing	85.3%	96.8%	94.6%	93.2%	93.5%	95.4%	92.7%
Helicopter / airplane tour	11.8%	19.6%	16.5%	18.5%	17.0%	23.0%	13.8%
Boat tour / submarine / whale watching	35.3%	44.3%	35.5%	35.9%	34.1%	38.6%	34.7%
Tour bus excursion	17.6%	15.8%	21.5%	28.9%	30.0%	34.8%	18.6%
Private limousine / van tour	8.8%	6.3%	6.5%	7.7%	9.7%	9.1%	7.1%
Self-guided	73.5%	86.1%	86.0%	80.5%	76.2%	78.1%	83.2%
Recreation	91.2%	97.5%	98.2%	91.1%	79.5%	90.5%	89.8%
Swimming / sunbathing / beach	85.3%	96.2%	95.3%	83.3%	71.9%	85.6%	83.2%
Surfing/body boarding	14.7%	43.7%	32.3%	14.3%	7.8%	18.4%	21.2%
Snorkeling / scuba diving	44.1%	65.2%	64.5%	41.5%	27.8%	50.1%	42.1%
Jet skiing / parasailing / windsurfing	5.9%	10.1%	7.2%	4.5%	1.9%	6.2%	4.3%
Golf	20.6%	19.6%	10.0%	15.0%	13.0%	11.3%	16.1%
Running / jogging / fitness walking	47.1%	49.4%	40.5%	35.9%	31.6%	33.5%	41.0%
Gym / health spa	20.6%	28.5%	20.4%	17.4%	8.1%	14.9%	18.2%
Backpacking / hiking / camping	23.5%	22.8%	40.9%	26.8%	11.1%	28.6%	21.6%
Sports event or tournament	0.0%	2.5%	7.2%	4.5%	3.8%	3.8%	4.7%
Entertainment	82.4%	86.1%	91.0%	87.3%	79.7%	87.2%	84.5%
Lunch / sunset / dinner / evening cruise	50.0%	40.5%	43.0%	40.6%	37.0%	43.7%	38.0%
Lounge act / stage show	26.5%	36.1%	38.0%	35.4%	30.5%	43.7%	27.5%
Nightclub / dancing / bar / karaoke	20.6%	13.3%	38.4%	24.2%	12.4%	22.4%	21.9%
Fine dining	70.6%	65.8%	72.0%	71.8%	66.8%	68.7%	70.7%
Shopping	91.2%	96.8%	95.3%	95.8%	93.5%	94.9%	95.2%
Department stores	50.0%	55.1%	45.9%	59.2%	53.2%	51.7%	55.5%
Designer boutiques	50.0%	50.0%	47.3%	45.5%	35.9%	45.0%	43.2%
Hotel stores	64.7%	62.0%	60.2%	60.3%	56.2%	61.7%	57.9%
Swap meet / flea markets	32.4%	38.0%	38.7%	34.3%	34.1%	34.6%	36.0%
Discount / outlet stores	32.4%	52.5%	41.9%	39.2%	37.6%	38.1%	43.4%
Supermarkets	55.9%	64.6%	57.0%	49.5%	52.7%	44.1%	61.9%
Convenience stores	76.5%	65.8%	70.6%	64.8%	57.6%	64.7%	64.0%
Duty free store	5.9%	17.1%	12.9%	8.9%	5.7%	10.2%	9.5%
Culture	73.5%	90.5%	87.5%	84.7%	80.8%	90.5%	80.5%
Historic site	52.9%	69.0%	68.5%	66.4%	61.4%	73.0%	60.0%
Museum / art gallery	23.5%	32.9%	25.4%	33.8%	35.1%	30.1%	33.6%
Polynesian show / luau	44.1%	61.4%	62.4%	53.5%	45.1%	67.8%	43.2%
Art / craft fair	26.5%	22.2%	17.9%	23.2%	23.2%	18.0%	25.0%
Festival	11.8%	5.1%	3.2%	6.6%	6.5%	4.9%	6.3%
Transportation	85.3%	95.6%	87.1%	89.7%	87.6%	88.2%	90.0%
Trolley	17.6%	12.7%	9.0%	8.7%	9.7%	11.3%	8.5%
Public Bus	20.6%	15.8%	15.8%	18.3%	21.6%	20.6%	16.8%
Taxi / limousine	23.5%	29.1%	25.1%	23.7%	19.2%	27.1%	20.2%
Rental car	76.5%	84.8%	76.3%	75.1%	70.8%	72.5%	78.1%

Note: Percentages sum more than 100 percent due to multiple activities participated by visitors.

TABLE 5.10 Activity Participation by Lifestage -- Japan
 (% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Sightseeing	96.9%	93.8%	94.7%	93.0%	93.8%	97.0%	92.0%
Helicopter / airplane tour	7.6%	3.4%	2.9%	4.0%	9.9%	5.1%	4.6%
Boat tour / submarine / whale watching	24.4%	18.4%	16.4%	14.5%	16.4%	20.8%	12.6%
Tour bus excursion	39.7%	37.4%	38.5%	37.9%	48.0%	53.1%	32.8%
Private limousine / van tour	26.7%	15.6%	15.8%	17.0%	18.5%	19.8%	15.1%
Self-guided	63.4%	64.2%	65.7%	64.6%	55.0%	54.3%	67.6%
Recreation	90.8%	88.3%	90.8%	82.2%	76.0%	82.6%	87.1%
Swimming / sunbathing / beach	82.4%	79.1%	81.3%	67.2%	52.1%	73.1%	72.3%
Surfing/body boarding	9.9%	10.4%	15.3%	7.7%	1.4%	6.7%	10.7%
Snorkeling / scuba diving	23.7%	19.1%	29.3%	14.5%	6.5%	19.6%	17.5%
Jet skiing / parasailing / windsurfing	9.2%	4.8%	14.5%	4.1%	1.7%	8.8%	5.0%
Golf	6.9%	10.1%	4.5%	13.1%	19.9%	5.5%	14.2%
Running / jogging / fitness walking	14.5%	18.3%	13.3%	20.6%	19.9%	13.3%	19.8%
Gym / health spa	13.7%	6.8%	9.9%	8.1%	3.8%	5.3%	8.3%
Backpacking / hiking / camping	3.8%	8.1%	8.9%	6.3%	5.6%	6.0%	8.1%
Sports event or tournament	3.8%	2.5%	3.6%	2.1%	4.9%	3.0%	3.5%
Entertainment	95.4%	88.8%	94.2%	88.1%	86.2%	91.8%	88.4%
Lunch / sunset / dinner / evening cruise	63.4%	48.6%	54.3%	45.5%	47.1%	58.9%	43.0%
Lounge act / stage show	24.4%	22.8%	18.1%	22.3%	25.5%	25.7%	20.3%
Nightclub / dancing / bar / karaoke	9.9%	7.4%	8.9%	10.7%	8.4%	8.2%	8.9%
Fine dining	81.7%	75.6%	81.5%	72.6%	65.0%	71.8%	76.3%
Shopping	99.2%	98.8%	98.8%	98.0%	98.0%	98.7%	98.4%
Department stores	69.5%	57.6%	69.9%	53.6%	45.6%	55.2%	58.9%
Designer boutiques	76.3%	64.8%	72.7%	62.1%	51.5%	59.6%	65.6%
Hotel stores	9.9%	7.4%	8.9%	10.7%	8.4%	8.2%	8.9%
Swap meet / flea markets	14.5%	17.0%	16.4%	15.5%	16.7%	14.8%	16.5%
Discount / outlet stores	35.1%	50.0%	46.0%	40.8%	35.6%	40.5%	45.2%
Supermarkets	58.8%	60.4%	59.7%	60.9%	51.1%	48.3%	64.3%
Convenience stores	80.2%	81.1%	87.7%	80.8%	66.1%	78.9%	80.1%
Duty free store	89.3%	84.6%	87.3%	81.3%	74.9%	85.2%	81.7%
Culture	55.0%	55.8%	50.2%	54.4%	66.1%	64.5%	51.2%
Historic site	29.0%	28.2%	25.0%	28.4%	34.0%	38.1%	23.9%
Museum / art gallery	12.2%	21.8%	16.2%	22.7%	28.1%	19.7%	21.5%
Polynesian show / luau	23.7%	24.7%	20.1%	24.4%	34.2%	31.1%	21.5%
Art / craft fair	2.3%	5.2%	3.5%	4.0%	5.3%	3.4%	5.0%
Festival	3.1%	6.3%	7.3%	5.3%	5.8%	5.4%	6.5%
Transportation	99.2%	95.9%	95.3%	94.7%	90.0%	93.1%	95.3%
Trolley	75.6%	61.4%	69.8%	58.0%	48.9%	67.6%	57.8%
Public Bus	22.9%	29.6%	29.1%	32.2%	33.7%	22.6%	33.9%
Taxi / limousine	60.3%	50.9%	39.7%	45.6%	48.2%	44.9%	48.6%
Rental car	14.5%	24.9%	18.7%	24.3%	16.9%	12.7%	25.5%

Note: Percentages sum more than 100 percent due to multiple activities participated by visitors.

TABLE 5.11 Activity Participation by Lifestage -- Canada
(% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Sightseeing	94.7%	95.0%	96.9%	93.9%	92.6%	97.4%	91.9%
Helicopter / airplane tour	5.3%	19.0%	14.5%	14.3%	13.4%	16.6%	12.4%
Boat tour / submarine / whale watching	34.2%	47.0%	31.6%	33.3%	23.1%	36.8%	26.8%
Tour bus excursion	10.5%	19.0%	23.8%	29.0%	32.8%	40.8%	15.8%
Private limousine / van tour	7.9%	10.0%	8.8%	12.9%	10.4%	12.9%	8.9%
Self-guided	84.2%	81.0%	90.7%	82.1%	71.2%	78.9%	81.9%
Recreation	94.7%	95.0%	100.0%	92.1%	87.6%	91.1%	94.1%
Swimming / sunbathing / beach	86.8%	91.0%	97.4%	89.2%	80.9%	87.6%	88.8%
Surfing/body boarding	31.6%	52.0%	43.5%	19.4%	8.4%	24.5%	25.4%
Snorkeling / scuba diving	57.9%	67.0%	73.6%	46.2%	29.4%	52.9%	46.5%
Jet skiing / parasailing / windsurfing	5.3%	8.0%	3.6%	2.9%	2.7%	3.9%	3.4%
Golf	23.7%	17.0%	9.8%	14.3%	15.1%	10.8%	17.0%
Running / jogging / fitness walking	34.2%	41.0%	44.0%	41.6%	41.1%	36.6%	45.0%
Gym / health spa	13.2%	12.0%	14.0%	14.7%	7.0%	8.2%	14.4%
Backpacking / hiking / camping	18.4%	23.0%	47.2%	21.5%	10.7%	29.7%	19.1%
Sports event or tournament	13.2%	5.0%	10.9%	6.8%	5.4%	6.6%	7.7%
Entertainment	92.1%	79.0%	87.0%	80.6%	79.9%	86.3%	78.7%
Lunch / sunset / dinner / evening cruise	42.1%	35.0%	40.9%	40.9%	41.8%	42.4%	39.1%
Lounge act / stage show	39.5%	35.0%	39.4%	32.3%	37.5%	42.6%	31.2%
Nightclub / dancing / bar / karaoke	31.6%	8.0%	23.8%	18.6%	12.0%	16.6%	17.0%
Fine dining	89.5%	56.0%	65.3%	61.6%	58.9%	62.9%	61.3%
Shopping	97.4%	98.0%	99.0%	95.7%	96.3%	96.3%	97.6%
Department stores	76.3%	64.0%	68.9%	61.3%	67.2%	64.7%	66.1%
Designer boutiques	47.4%	46.0%	42.5%	50.5%	40.8%	45.3%	45.0%
Hotel stores	55.3%	51.0%	53.4%	50.5%	44.8%	55.0%	44.2%
Swap meet / flea markets	44.7%	41.0%	49.2%	41.6%	34.1%	43.4%	38.5%
Discount / outlet stores	42.1%	50.0%	50.8%	42.3%	45.2%	39.7%	50.5%
Supermarkets	81.6%	69.0%	72.0%	68.8%	68.9%	64.5%	75.3%
Convenience stores	76.3%	74.0%	74.6%	64.9%	64.2%	67.4%	69.0%
Duty free store	18.4%	14.0%	18.7%	17.2%	11.7%	18.4%	13.6%
Culture	68.4%	87.0%	82.4%	77.8%	76.9%	88.2%	72.4%
Historic site	57.9%	65.0%	64.2%	63.4%	57.9%	74.2%	52.3%
Museum / art gallery	34.2%	32.0%	28.5%	35.5%	28.8%	31.8%	31.4%
Polynesian show / luau	42.1%	68.0%	54.9%	45.2%	48.8%	65.5%	39.1%
Art / craft fair	15.8%	20.0%	16.6%	21.5%	23.4%	17.4%	23.7%
Festival	2.6%	3.0%	9.3%	5.4%	6.7%	6.1%	5.7%
Transportation	92.1%	91.0%	90.7%	95.0%	90.6%	89.2%	94.7%
Trolley	5.3%	7.0%	9.8%	15.1%	12.4%	14.2%	9.9%
Public Bus	15.8%	23.0%	30.1%	27.2%	38.1%	31.6%	29.2%
Taxi / limousine	28.9%	32.0%	35.8%	33.3%	24.4%	33.4%	29.2%
Rental car	86.8%	78.0%	75.1%	72.0%	61.5%	67.6%	73.4%

Note: Percentages sum more than 100 percent due to multiple activities participated by visitors.

TABLE 5.12 Activity Participation by Lifestage -- Europe
(% of Visitors by Lifestyle / Lifestage Segment)

Activity	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Sightseeing	95.1%	97.5%	95.3%	96.6%	96.1%	96.5%	95.5%
Helicopter / airplane tour	14.8%	18.2%	17.9%	21.8%	17.9%	20.2%	16.8%
Boat tour / submarine / whale watching	42.6%	34.0%	34.9%	31.6%	25.7%	32.5%	28.3%
Tour bus excursion	29.5%	26.4%	33.2%	41.3%	50.2%	46.7%	25.0%
Private limousine / van tour	23.0%	24.5%	13.5%	17.1%	17.9%	18.1%	14.7%
Self-guided	73.8%	78.6%	78.9%	74.4%	61.8%	67.6%	84.3%
Recreation	98.4%	97.5%	96.3%	93.0%	82.8%	91.7%	90.9%
Swimming / sunbathing / beach	98.4%	96.9%	94.1%	90.5%	79.6%	89.4%	88.2%
Surfing/body boarding	27.9%	37.1%	34.2%	13.1%	5.3%	19.2%	17.9%
Snorkeling / scuba diving	52.5%	54.1%	52.4%	36.1%	19.1%	37.2%	38.7%
Jet skiing / parasailing / windsurfing	4.9%	8.2%	5.9%	3.6%	0.9%	3.6%	4.8%
Golf	6.6%	10.1%	5.2%	9.5%	6.6%	5.9%	11.0%
Running / jogging / fitness walking	23.0%	23.3%	25.6%	24.8%	19.4%	20.7%	29.6%
Gym / health spa	8.2%	7.5%	9.8%	9.5%	4.2%	7.6%	8.3%
Backpacking / hiking / camping	24.6%	17.0%	30.4%	18.1%	8.8%	18.3%	21.0%
Sports event or tournament	3.3%	6.9%	6.7%	5.9%	2.8%	4.5%	7.4%
Entertainment	83.6%	78.0%	86.0%	82.8%	76.8%	81.8%	81.6%
Lunch / sunset / dinner / evening cruise	52.5%	44.7%	42.3%	42.6%	38.7%	43.7%	38.4%
Lounge act / stage show	27.9%	29.6%	22.8%	30.9%	34.2%	31.5%	24.6%
Nightclub / dancing / bar / karaoke	23.0%	10.1%	45.5%	24.7%	12.1%	28.1%	20.2%
Fine dining	60.7%	52.2%	61.0%	59.9%	51.1%	56.5%	59.0%
Shopping	100.0%	98.7%	97.6%	97.0%	96.6%	97.2%	97.8%
Department stores	67.2%	79.2%	77.1%	75.6%	72.1%	74.6%	76.3%
Designer boutiques	52.5%	49.1%	46.7%	42.1%	34.3%	43.5%	38.1%
Hotel stores	49.2%	52.8%	46.4%	52.0%	55.8%	52.4%	49.4%
Swap meet / flea markets	31.1%	30.8%	35.2%	32.4%	30.9%	31.7%	34.2%
Discount / outlet stores	45.9%	47.2%	38.6%	39.5%	34.6%	34.9%	47.4%
Supermarkets	83.6%	78.6%	75.0%	73.6%	69.7%	71.5%	79.4%
Convenience stores	60.7%	51.6%	56.7%	55.4%	54.7%	56.5%	52.5%
Duty free store	16.4%	26.4%	25.5%	18.3%	20.1%	22.5%	17.9%
Culture	88.5%	83.6%	81.8%	84.1%	84.5%	85.2%	80.0%
Historic site	65.6%	69.8%	70.0%	69.5%	68.0%	70.6%	65.9%
Museum / art gallery	29.5%	35.2%	31.5%	34.2%	32.1%	31.5%	35.5%
Polynesian show / luau	59.0%	43.4%	40.0%	47.4%	52.5%	50.3%	39.7%
Art / craft fair	13.1%	17.0%	14.8%	17.5%	18.0%	15.3%	20.5%
Festival	6.6%	5.7%	5.6%	9.1%	6.3%	5.7%	9.3%
Transportation	98.4%	94.3%	92.6%	94.1%	90.1%	92.2%	94.2%
Trolley	21.3%	14.5%	20.7%	20.7%	24.6%	22.6%	19.8%
Public Bus	39.3%	27.7%	44.9%	37.7%	47.6%	42.4%	41.8%
Taxi / limousine	39.3%	35.8%	40.3%	39.5%	34.5%	41.2%	30.7%
Rental car	73.8%	70.4%	62.7%	55.4%	41.7%	50.3%	65.9%

Note: Percentages sum more than 100 percent due to multiple activities participated by visitors.

6. TRIP PLANNING

TRIP PLANNING

Trip Planning and Booking Timetable:

Similar to previous years, results from the 2003 survey continue to show a shorter planning and booking window for Japanese respondents compared to visitors from the U.S. West, U.S. East, Canada and Europe.

U.S. West Visitors: The decision to take a vacation/pleasure trip and the choice of Hawaii as the destination is made at about the same time as 2002 for U.S. West visitors. About 38 percent of the U.S. West respondents made the decision to choose Hawaii as a vacation destination seven months or more before their trip, 25.4 percent of the respondents took from 1 to 3 months to decide while 11.8 percent took less than one month to decide to visit the islands. Actual reservations and ticket purchases took place closer to the date of travel. More than half of the U.S. West visitors made their airline (62.2%) and lodging (57.7%) reservations and purchased their tickets (63.8%) within 3 months before their trips to Hawaii.

U.S. East Visitors: Close to 46 respondents from the U.S. East took seven months or more to make the decision to take a vacation/pleasure trip and to select Hawaii as the destination, 23.3 percent of the visitors took from 1 to 3 months while 7.5 percent took less than one month to decide on Hawaii. Nearly 53 percent made their airline reservations, 50.8 percent made their lodging reservations, 53.6 percent purchased their tickets within three months before coming to Hawaii.

Japanese Visitors: In contrast to their U.S. counterparts, over half of the Japanese respondents decided within 3 months or less to take vacation/pleasure trip (57.8%) and to come to Hawaii (63.5%). Over 86 percent made their airline, lodging and car reservations and purchased their tickets and tour packages within three months prior to their trip. Many of the remaining Japanese respondents took between 4 to 6 months to accomplish these tasks.

Canadian Visitors: Similar to U.S. West respondents, about 41 percent of the Canadian visitors surveyed took seven months or more to make the decision to take a vacation/pleasure trip and to select Hawaii as the destination, 25.4 percent took from 1 to 3 months while 9 percent took less than one month to decide on Hawaii. Over half of the Canadian respondents made their airline reservations, lodging reservations and purchased their tickets within 3 months of their departure date. The majority of the respondents made car reservations and purchasing tour packages three months or less before their trip.

European Visitors: About 34 percent of the European respondents took seven months or more to make the decision to take a vacation/pleasure trip and to pick Hawaii as the destination. Close to 32 percent of the visitors took 1 to 3 months while 11.8 percent took less than one month to decide on Hawaii. About 64.6 percent of the European respondents made their airline reservations, 64.3 percent made their lodging reservations,

67.1 percent purchased their tickets, 75.6 percent made car reservations and 88.8 percent purchased tour packages within three months before their departure date.

Island Visitation Decision Timetable:

Most of the visitors surveyed in 2003 have already made a decision regarding which islands to visit before arriving in Hawaii. Oahu was the most visited island among the respondents, followed closely by Maui. About 25 to 50 percent of the respondents decided to visit Molokai and/or Lanai after arriving in Hawaii.

U.S. West Visitors: The majority of the U.S. West (94.1%) respondents have decided to visit the island of Oahu before their arrival to the State while only a small percentage (5.9%) chose Oahu after they are in Hawaii. Close to 93 percent selected the Maui, 89.7 percent chose Kauai, 89.5 percent chose the Big Island, 51.5 percent chose Lanai and 52.9 percent chose Molokai before coming to the state.

U.S. East Visitors: Similarly, nearly all of the U.S. East visitors surveyed selected the islands they would visit prior to their actual visit (Oahu (94.8%), Kauai (95%), Maui (93.9%), and the Big Island (89.4%)). About 50 percent of the respondents who visited Molokai and 40 percent of those who visited Lanai decided to do so after arriving in the islands.

Japanese Visitors: Nearly all (98%) of the Japanese respondents decided on Oahu before arriving to the state. Compared to their U.S. counterparts, a lower percentage of the Japanese visitors surveyed made up their minds about visiting Maui (85.8%), the Big Island (85.4%) and Kauai (69.1%) prior to their arrivals.

Canadian Visitors: Many of the Canadian visitors surveyed chose to visit Oahu (97.2%), Maui (94.2%), the Big Island (92.9%) and Kauai (91.9%) before arriving to the state.

European Visitors: The majority of the respondents decided to visit the islands before starting their trips. Almost 96 percent of Europeans decided to go to Oahu before coming to Hawaii, along with the 88.8 and 83.8 percent who decided to go to Maui and/or the Big Island before coming to Hawaii, respectively. For Molokai (40.6%) and Lanai (38.3%), some Europeans decided to go there after coming to the state.

Internet Use:

The usage of the Internet as a trip-planning tool has climbed in popularity with U.S. visitors over the years. The majority of the Canadian and European visitors surveyed in 2003 also used the Internet for trip planning purposes. Although increasingly popular, Internet usage for trip planning among Japanese visitors is still lower compared to the other visitor groups.

U.S. West Visitors: Close to 91 percent the U.S. West visitors surveyed were Internet users and 59.8 percent used the Internet to plan their recent trip. The most common Internet searches by U.S. West respondents in trip planning were making airline reservations (58.8%), finding things to do (50.8%), estimating costs (48.5%), making rental car reservations

(42.8%), getting maps and directions (41.9%), selecting hotels (41.5%), finding recreational activities (38.1%), and making hotel reservations (38.1%).

U.S. East Visitors: Similarly, about 91 percent of the U.S. East survey respondents used the Internet and 63.7 percent used the Internet to plan their recent trip. The most popular topic in trip planning was to find things to do (56.8%), followed by searches for airline reservations (55.0%), hotel selection (46.6%), cost estimate (45.3%), recreational activities (42.9%) and maps and directions (42.0%).

Japanese Visitors: In contrast, 70.7 percent of the Japanese visitors surveyed were Internet users and only 40.8 percent used the Internet to plan their recent trip. The most popular searches were for information on Hawaii hotels (64.8%), followed by searches on shopping places (40.9%), restaurants reservations (37.9%), sightseeing places (37.5%) and finding things to do (33.4%).

Canadian Visitors: Nearly 85 percent of the Canadian visitors surveyed used the Internet and 61.6 percent planned their recent trip using the Internet. The most common searches for trip planning by this group were to find things to do (59.7%), followed by information on hotel selection (52.2%), estimate costs (49.2%), airline reservations (42.3%), maps and directions (42.2%), recreation activities (40.6%) and locate sightseeing places (38.5%).

European Visitors: Close to 80 percent of the European respondents were Internet users and 58.2 percent used the Internet to plan their recent trip. Similar to U.S. East and Canadian respondents the most popular searches by European visitors in their trip planning were to find things to do (55.0%), followed by searches for hotel selections (52.6%), maps and directions (44.6%), sightseeing places (42.0%), cost estimate (41.2%), hotel reservations (35.8%), airline reservations (28.9%) and recreation activities (28.7%).

TABLE 6.1 Trip Planning & Booking Timetable: U.S. Total
(% of U.S. Total Visitors)

Planning	Time before departure					
	< 1 Month	1 - 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	8.7%	24.1%	26.2%	12.7%	14.4%	13.9%
Decide to visit Hawaii	9.7%	24.4%	24.1%	12.7%	12.9%	16.2%
Decide on which islands to visit	12.9%	27.7%	24.9%	12.8%	11.5%	10.1%
Set date for the trip	13.3%	31.6%	26.7%	12.3%	9.7%	6.3%
Airline reservations	17.4%	40.1%	24.8%	10.6%	5.6%	1.5%
Purchase tickets	17.9%	41.0%	24.2%	10.4%	5.1%	1.4%
Accommodation reservations	16.0%	38.3%	24.3%	10.6%	6.9%	3.9%
Rental car reservations	30.3%	39.8%	19.3%	6.7%	2.9%	1.0%
Purchase tour or attraction packages	66.3%	18.6%	9.1%	3.4%	1.4%	1.3%

TABLE 6.2 Trip Planning & Booking Timetable: U.S. West
(% of U.S. West Visitors)

Planning	Time before departure					
	< 1 Month	1 - 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	10.2%	26.1%	27.0%	10.2%	14.4%	12.1%
Decide to visit Hawaii	11.8%	25.4%	24.5%	10.7%	12.1%	15.6%
Decide on which islands to visit	14.0%	28.9%	24.4%	10.7%	11.4%	10.6%
Set date for the trip	15.4%	33.6%	26.6%	10.7%	8.5%	5.1%
Airline reservations	19.1%	43.1%	23.8%	8.6%	4.4%	1.0%
Purchase tickets	19.2%	44.6%	22.8%	8.5%	4.0%	0.8%
Accommodation reservations	17.9%	39.8%	22.3%	9.2%	6.6%	4.2%
Rental car reservations	30.4%	41.9%	17.7%	6.2%	2.8%	1.1%
Purchase tour or attraction packages	65.6%	19.7%	9.4%	2.7%	1.3%	1.3%

TABLE 6.3 Trip Planning & Booking Timetable: U.S. East
(% of U.S. East Visitors)

Planning	Time before departure					
	< 1 Month	1 - 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	7.1%	22.0%	25.4%	15.4%	14.4%	15.8%
Decide to visit Hawaii	7.5%	23.3%	23.8%	14.9%	13.8%	16.7%
Decide on which islands to visit	11.7%	26.6%	25.4%	15.1%	11.7%	9.6%
Set date for the trip	11.1%	29.5%	26.9%	14.0%	10.9%	7.5%
Airline reservations	15.7%	36.9%	25.9%	12.8%	6.8%	2.0%
Purchase tickets	16.4%	37.2%	25.6%	12.5%	6.3%	1.9%
Accommodation reservations	14.1%	36.7%	26.4%	12.0%	7.3%	3.6%
Rental car reservations	30.1%	37.5%	21.0%	7.2%	3.1%	1.0%
Purchase tour or attraction packages	66.9%	17.6%	8.9%	3.9%	1.4%	1.3%

TABLE 6.4 Trip Planning & Booking Timetable: Japan
(% of Japanese Visitors)

Planning	Time before departure					
	< 1 Month	1 - 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	13.5%	44.3%	24.0%	5.5%	4.3%	8.3%
Decide to visit Hawaii	16.7%	46.8%	20.4%	4.1%	4.0%	8.0%
Decide on which islands to visit	22.1%	47.3%	17.8%	3.8%	3.5%	5.6%
Set date for the trip	24.6%	53.6%	15.0%	3.0%	2.1%	1.8%
Airline reservations	29.3%	58.0%	9.8%	1.6%	0.9%	0.5%
Purchase tickets	35.3%	54.3%	8.3%	1.0%	0.5%	0.5%
Accommodation reservations	30.1%	56.5%	10.2%	1.4%	1.1%	0.8%
Rental car reservations	60.6%	31.3%	6.4%	0.5%	0.4%	0.8%
Purchase tour or attraction packages	74.4%	22.2%	2.8%	0.3%	0.1%	0.2%

TABLE 6.5 Trip Planning & Booking Timetable: Canada
(% of Canadian Visitors)

Planning	Time before departure					
	< 1 Month	1 - 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	7.2%	25.9%	25.4%	11.9%	14.8%	14.7%
Decide to visit Hawaii	9.0%	25.4%	24.9%	11.8%	13.5%	15.5%
Decide on which islands to visit	11.9%	29.5%	24.5%	11.5%	12.8%	9.8%
Set date for the trip	12.1%	32.4%	27.7%	11.6%	10.3%	5.9%
Airline reservations	15.6%	41.3%	27.6%	10.0%	4.6%	1.0%
Purchase tickets	16.8%	42.9%	26.0%	9.2%	4.2%	0.9%
Accommodation reservations	16.9%	40.3%	22.1%	8.7%	7.7%	4.4%
Rental car reservations	43.4%	35.2%	12.6%	5.4%	2.0%	1.4%
Purchase tour or attraction packages	73.4%	13.9%	6.6%	2.8%	1.6%	1.6%

TABLE 6.6 Trip Planning & Booking Timetable: Europe
(% of European Visitors)

Planning	Time before departure					
	< 1 Month	1 - 3 mos	4 - 6 mos	7 - 9 mos	10 - 12 mos	> 12 mos
Decide to take vacation / pleasure trip	9.9%	30.5%	25.1%	10.7%	11.0%	12.7%
Decide to visit Hawaii	11.8%	31.7%	23.1%	10.1%	10.0%	13.3%
Decide on which islands to visit	16.2%	34.0%	22.5%	9.9%	9.0%	8.5%
Set date for the trip	16.5%	38.2%	22.7%	9.8%	7.7%	5.2%
Airline reservations	20.3%	44.3%	20.6%	8.5%	4.7%	1.5%
Purchase tickets	23.3%	43.8%	19.3%	7.9%	4.3%	1.5%
Accommodation reservations	21.6%	42.7%	19.3%	7.9%	5.5%	2.9%
Rental car reservations	40.8%	34.8%	15.5%	5.3%	2.3%	1.3%
Purchase tour or attraction packages	71.3%	17.5%	6.8%	2.3%	1.1%	1.0%

**TABLE 6.7 Island Visitation Decision Timetable
(% of Total Visitors by MMA)**

Time of Decision	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Oahu						
Decide before arrival in Hawaii	94.5%	94.1%	94.8%	98.0%	97.2%	95.5%
Decide after arrival in Hawaii	5.5%	5.9%	5.2%	2.0%	2.8%	4.5%
Maui						
Decide before arrival in Hawaii	93.4%	92.9%	93.9%	85.8%	94.2%	88.8%
Decide after arrival in Hawaii	6.6%	7.1%	6.1%	14.2%	5.8%	11.2%
Molokai						
Decide before arrival in Hawaii	51.5%	52.9%	50.0%	57.6%	75.0%	59.4%
Decide after arrival in Hawaii	48.5%	47.1%	50.0%	42.4%	25.0%	40.6%
Lanai						
Decide before arrival in Hawaii	56.8%	51.5%	60.0%	70.0%	66.7%	61.7%
Decide after arrival in Hawaii	43.2%	48.5%	40.0%	30.0%	33.3%	38.3%
Big Island						
Decide before arrival in Hawaii	89.4%	89.5%	89.4%	85.4%	92.9%	83.8%
Decide after arrival in Hawaii	10.6%	10.5%	10.6%	14.6%	7.1%	16.2%
Kauai						
Decide before arrival in Hawaii	92.5%	89.7%	95.0%	69.1%	91.9%	82.6%
Decide after arrival in Hawaii	7.5%	10.3%	5.0%	30.9%	8.1%	17.4%

**TABLE 6.8 Sources of Information Used for Trip Planning
(% of Total Visitors by MMA)**

Information Source	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Travel agents	37.3%	36.4%	38.3%	62.4%	47.7%	55.9%
Internet	61.7%	59.8%	63.7%	40.8%	61.6%	58.2%
Personal experience	47.1%	52.2%	41.7%	46.7%	40.7%	26.6%
Wholesalers	11.7%	12.3%	11.1%	16.9%	11.0%	19.0%
Friends / relatives	42.4%	39.5%	45.5%	27.9%	38.3%	33.2%
Magazines	13.2%	10.9%	15.5%	42.1%	13.5%	13.4%
Books	20.9%	17.1%	24.8%	38.0%	21.9%	36.4%
Hotels / resorts	23.9%	21.8%	26.2%	8.1%	20.6%	15.0%
Airlines	28.2%	27.8%	28.5%	9.6%	24.9%	17.7%
Hawaii Visitors & Convention Bureau	12.3%	9.4%	15.4%	9.2%	11.0%	9.9%
Newspapers	4.7%	5.3%	4.2%	4.0%	4.9%	5.4%

Note: Percentage sum more than 100 percent due to multiple reasons selected.

**TABLE 6.9 Internet Usage for Trip Planning and Booking
(% of Total Visitors by MMA)**

Purpose	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Find things to do	53.7%	50.8%	56.8%	33.4%	59.7%	55.0%
Estimate costs	47.0%	48.5%	45.3%	13.0%	49.2%	41.2%
Hotel selection	44.0%	41.5%	46.6%	64.8%	52.2%	52.6%
Make restaurant reservations	26.5%	24.4%	28.7%	37.9%	21.9%	19.1%
Find recreational activities	40.4%	38.1%	42.9%	33.2%	40.6%	28.7%
Maps and directions	42.0%	41.9%	42.0%	27.1%	42.2%	44.6%
Locate sightseeing places	32.7%	26.9%	38.8%	37.5%	38.5%	42.0%
Make airline reservations	56.9%	58.8%	55.0%	16.9%	42.3%	28.9%
Hotel Reservation	40.2%	38.1%	42.4%	20.9%	35.9%	35.8%
Rental Car Reservation	42.0%	42.8%	41.1%	11.0%	33.9%	22.3%
Locate shopping places	10.5%	10.3%	10.8%	40.9%	14.3%	12.3%
Find evening activities	16.2%	15.1%	17.5%	7.7%	13.7%	12.0%

Note: Percentage sum more than 100 percent due to multiple reasons selected.

**TABLE 6.10 Internet Users by MMA
(% of Total Visitors by MMA)**

Internet usage	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Used internet	90.9%	91.1%	90.6%	70.7%	84.8%	80.1%
Never used internet	9.1%	8.9%	9.4%	29.3%	15.2%	19.9%

**TABLE 6.11 Usage of Travel Agent by MMA
(% of Total Visitors by MMA)**

Travel agent usage	Total U.S.	U.S. West	U.S. East	Japan	Canada	Europe
Help in deciding travel to Hawaii	10.1%	8.6%	11.7%	6.7%	12.5%	16.3%
Help in choosing the airline	45.5%	43.3%	47.8%	26.3%	54.1%	49.7%
Help in planning activities	16.3%	12.0%	20.8%	34.2%	16.6%	12.6%
Make airline reservations	76.3%	80.3%	72.2%	78.5%	79.2%	85.5%
Make hotel arrangements	61.8%	59.3%	64.4%	78.2%	53.3%	65.7%
Make rental car reservations	52.8%	57.4%	48.0%	7.8%	32.5%	27.9%
Help in purchasing tour packages	18.2%	15.0%	21.5%	34.3%	14.4%	11.5%

Note: Percentage sum more than 100 percent due to multiple reasons selected.

7. SAFETY ISSUES AND OTHER NUISANCE



7. SAFETY ISSUES AND OTHER NUISANCE

The 2003 survey asked U.S., Japanese, Canadian and European visitors about safety and other nuisance issues they encountered during their recent trips to the islands. Results show that mostly all of the U.S. West (90.4%), U.S. East (92.8%), Japanese (94.7%), Canadian (91.3%) and European (91.8%) visitors surveyed experienced no problems while on the islands.

Of the small number of visitors who reported problems, being solicited by drug dealers was the issue most mentioned by U.S., Canadian and European. The second most mentioned safety issue by U.S., Canadians and European visitors was having being solicited by prostitutes.

The biggest issue among Japanese respondents in 2003 was having their wallet/purse/valuables stolen, reported by 1.4 percent of the respondents.

Figure 26: Percentage of Visitors Who Encountered Safety Issues: U.S. Visitors

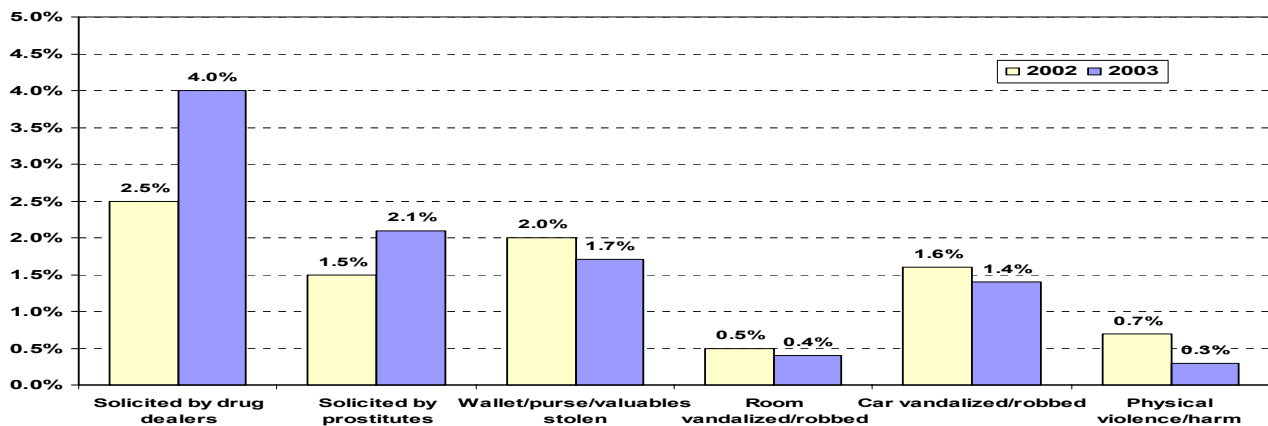


Figure 27: Percentage of Visitors Who Encountered Safety Issues: Japanese Visitors

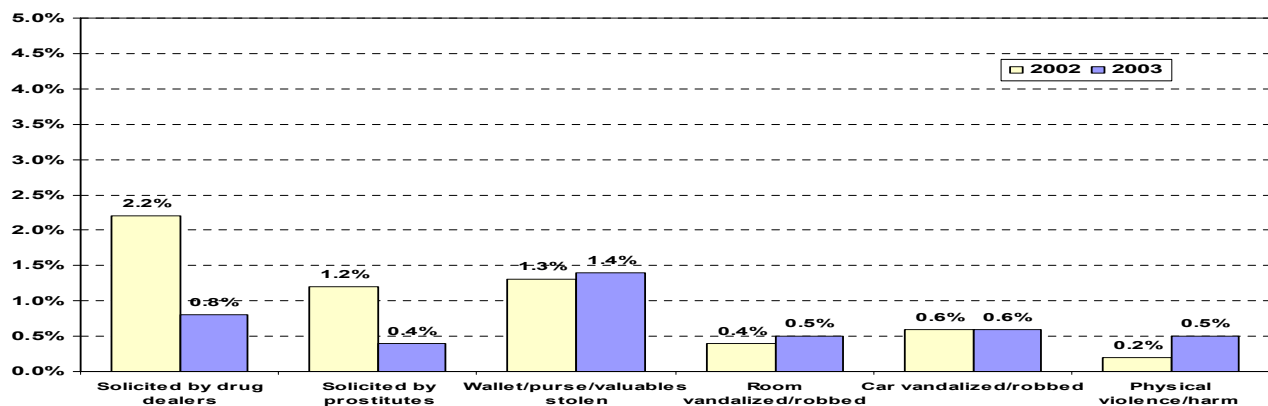


Figure 28: Percentage of Visitors Who Encountered Safety Issues: Canadian Visitors

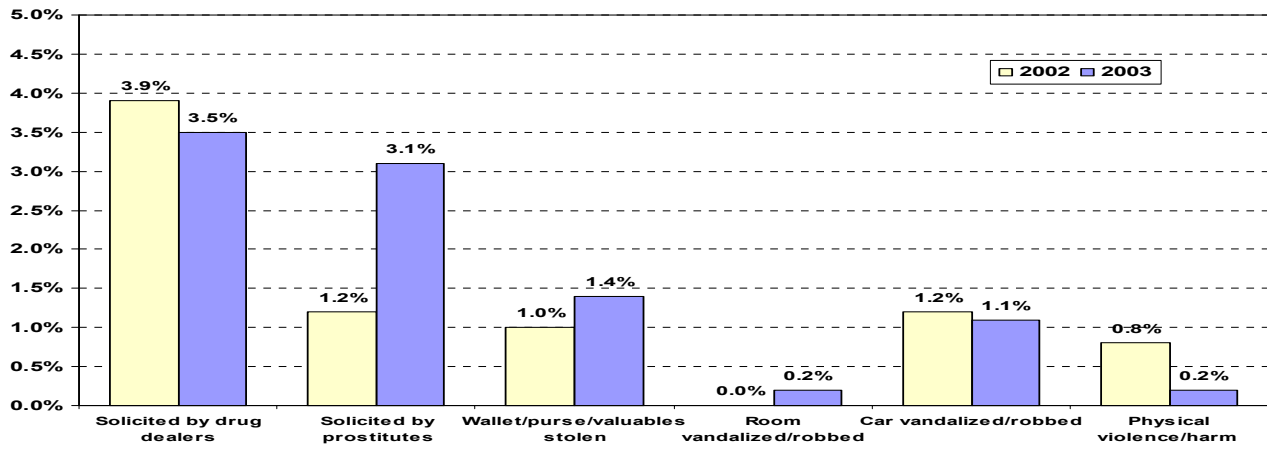
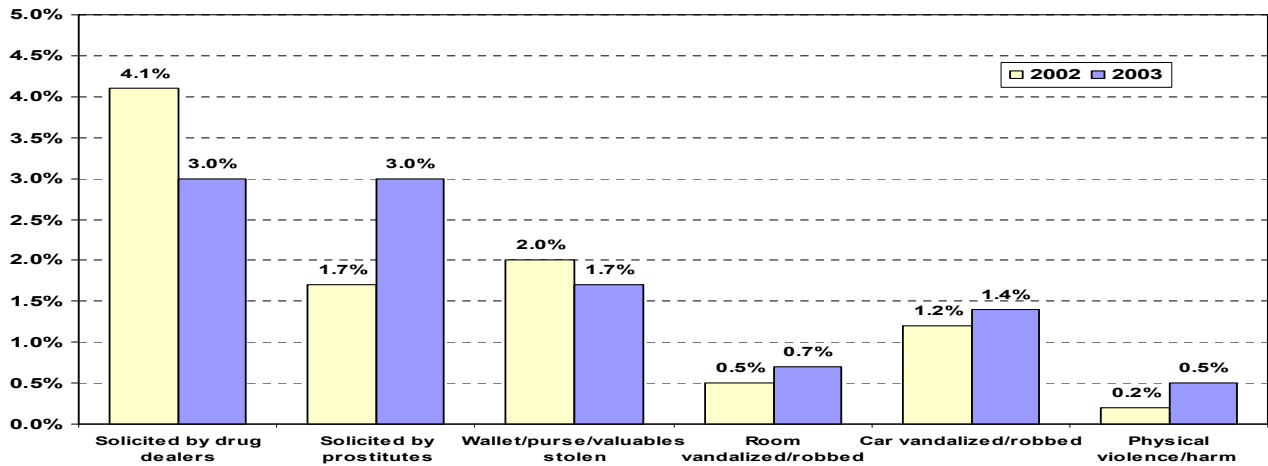


Figure 29: Percentage of Visitors Who Encountered Safety Issues: European Visitors



**TABLE 7.1 Safety Issues and Other Nuisance
(% of Total Visitors by MMA)**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
No problems	91.6%	90.4%	92.8%	94.7%	91.3%	91.8%
Safety Issues:						
Solicited by drug dealers	4.0%	4.4%	3.7%	0.8%	3.5%	3.0%
Solicited by prostitutes	2.1%	2.6%	1.7%	0.4%	3.1%	3.0%
Wallet / purse / valuables stolen	1.7%	2.3%	1.1%	1.4%	1.4%	1.7%
Room vandalized / robbed	0.4%	0.5%	0.3%	0.5%	0.2%	0.7%
Car vandalized / robbed	1.4%	2.0%	0.9%	0.6%	1.1%	1.4%
Physical violence / harm	0.3%	0.2%	0.4%	0.5%	0.2%	0.5%
Other Nuisance:						
Parking ticket	2.0%	2.0%	1.9%	2.6%	1.4%	1.0%

Note: Percentages sum more than 100 percent due to multiple answers selected.

**TABLE 7.2 Safety Issues and Other Nuisance - U.S. Total
(% of Visitors by Lifestyle / Lifestage Segment)**

	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
No problems	87.3%	92.2%	84.5%	91.5%	96.9%	91.0%	92.0%
Safety Issues:							
Solicited by drug dealers	2.8%	3.8%	7.6%	4.8%	0.7%	4.6%	3.7%
Solicited by prostitutes	1.4%	2.0%	4.1%	2.2%	0.9%	2.3%	1.9%
Wallet / purse / valuables stolen	2.8%	1.5%	3.3%	1.7%	0.4%	1.5%	1.8%
Room vandalized / robbed	0.0%	0.5%	0.8%	0.5%	0.1%	0.2%	0.5%
Car vandalized / robbed	8.5%	0.5%	2.3%	1.3%	0.6%	0.8%	1.6%
Physical violence / harm	0.0%	0.0%	0.6%	0.5%	0.1%	0.4%	0.3%
Other Nuisance:							
Parking ticket	4.2%	1.3%	3.1%	1.8%	1.6%	2.3%	1.8%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 7.3 Safety Issues and Other Nuisance - U.S. West
 (% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status		
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First	Timers	Repeat Visitors
No problems	87.2%	89.1%	85.3%	89.5%	96.5%	89.3%		90.7%
Safety Issues:								
Solicited by drug dealers	2.6%	5.3%	7.8%	4.9%	1.3%	5.3%		4.2%
Solicited by prostitutes	0.0%	3.2%	4.6%	2.8%	0.9%	3.6%		2.1%
Wallet / purse / valuables stolen	5.1%	1.2%	3.2%	2.8%	0.9%	1.8%		2.3%
Room vandalized / robbed	0.0%	0.8%	0.9%	0.5%	0.3%	0.7%		0.5%
Car vandalized / robbed	12.8%	0.8%	2.3%	2.1%	0.6%	1.1%		2.1%
Physical violence / harm	0.0%	0.0%	0.0%	0.5%	0.3%	0.0%		0.3%
Other Nuisance:								
Parking ticket	2.6%	1.6%	1.8%	2.3%	1.9%	2.8%		1.7%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 7.4 Safety Issues and Other Nuisance - U.S. East
 (% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status		
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First	Timers	Repeat Visitors
No problems	87.5%	97.3%	83.8%	93.6%	97.2%	91.9%		93.8%
Safety Issues:								
Solicited by drug dealers	3.1%	1.4%	7.5%	4.7%	0.3%	4.2%		3.0%
Solicited by prostitutes	3.1%	0.0%	3.8%	1.5%	0.9%	1.7%		1.6%
Wallet / purse / valuables stolen	0.0%	2.0%	3.4%	0.5%	0.0%	1.3%		0.9%
Room vandalized / robbed	0.0%	0.0%	0.8%	0.5%	0.0%	0.0%		0.4%
Car vandalized / robbed	3.1%	0.0%	2.3%	0.5%	0.6%	0.7%		0.9%
Physical violence / harm	0.0%	0.0%	1.1%	0.5%	0.0%	0.6%		0.3%
Other Nuisance:								
Parking ticket	6.3%	0.7%	4.1%	1.2%	1.4%	2.0%		1.8%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 7.5 Safety Issues and Other Nuisance - Japan
 (% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status		
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First	Timers	Repeat Visitors
No problems	98.3%	95.9%	93.0%	92.7%	96.6%	95.0%		94.5%
Safety Issues:								
Solicited by drug dealers	0.0%	0.5%	0.9%	1.2%	1.0%	0.8%		0.6%
Solicited by prostitutes	0.0%	0.7%	0.3%	0.5%	0.2%	0.3%		0.4%
Wallet / purse / valuables stolen	0.0%	1.2%	1.4%	1.4%	2.1%	1.3%		1.6%
Room vandalized / robbed	0.0%	0.5%	0.3%	0.3%	0.8%	0.7%		0.3%
Car vandalized / robbed	0.0%	0.5%	0.5%	1.4%	0.3%	0.3%		0.7%
Physical violence / harm	0.0%	0.8%	0.5%	0.6%	0.2%	0.1%		0.7%
Other Nuisance:								
Parking ticket	2.6%	2.0%	4.4%	3.5%	0.8%	2.4%		2.5%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 7.6 Safety Issues and Other Nuisance - Canada
 (% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status		
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First	Timers	Repeat Visitors
No problems	86.1%	92.5%	84.8%	90.9%	96.2%	91.2%		91.2%
Safety Issues:								
Solicited by drug dealers	8.3%	1.1%	8.4%	4.2%	0.0%	4.0%		3.4%
Solicited by prostitutes	5.6%	2.2%	3.9%	3.4%	1.7%	2.9%		3.4%
Wallet / purse / valuables stolen	0.0%	1.1%	2.2%	2.3%	0.3%	1.1%		1.3%
Room vandalized / robbed	0.0%	0.0%	0.0%	0.4%	0.3%	0.3%		0.2%
Car vandalized / robbed	2.8%	1.1%	1.1%	1.5%	0.7%	0.8%		1.5%
Physical violence / harm	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%		0.4%
Other Nuisance:								
Parking ticket	0.0%	2.8%	1.1%	1.4%	0.3%	0.9%		1.2%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 7.7 Safety Issues and Other Nuisance - Europe
 (% of Visitors by Lifestyle / Lifestage Segment)

	Lifestyle / Lifestage Segments					Visitation Status		
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First	Timers	Repeat Visitors
No problems	91.1%	94.4%	85.8%	91.7%	96.6%	92.5%		90.7%
Safety Issues:								
Solicited by drug dealers	1.8%	1.4%	7.2%	2.0%	0.8%	2.7%		3.2%
Solicited by prostitutes	0.0%	0.7%	5.2%	3.1%	2.0%	3.0%		2.7%
Wallet / purse / valuables stolen	1.8%	0.7%	2.7%	1.9%	1.0%	1.6%		2.2%
Room vandalized / robbed	0.0%	0.7%	1.4%	0.6%	0.3%	0.7%		0.7%
Car vandalized / robbed	7.1%	1.4%	1.6%	1.4%	0.7%	1.0%		2.4%
Physical violence / harm	0.0%	0.0%	1.3%	0.3%	0.3%	0.7%		0.3%
Other Nuisance:								
Parking ticket	0.0%	2.8%	1.1%	1.4%	0.3%	0.9%		1.2%

Note: Percentages sum more than 100 percent due to multiple answers selected.

8. VISITOR PROFILE

8. VISITORS PROFILE

Primary Purpose of Trips:

U.S. Visitors: The majority of the U.S. West (66.3%), U.S. East visitors (61.9%) surveyed in 2003 listed vacation as the primary reason for coming to the islands. Other primary reasons for U.S. respondents to visit Hawaii were to visit friends/relatives, to attend business meetings/conduct business to attend a convention/conference/seminar, to attend/participate in a cultural event and to get married.

Japanese Visitors: Vacation was the primary reason for 66.8 percent of the Japanese respondents to be in Hawaii. For Japanese respondents, other primary reasons for visiting Hawaii was to attend/participate in weddings (9%), to honeymoon (7.7%), to get married (2.9%) to attend/participate in a sporting event (2.6%) and to visit friends/relatives (2.4%).

Canadian Visitors: Nearly 75 percent of the Canadian respondents indicated that vacation was their main reason for coming to the islands. About 5 percent attended a convention/conference/seminar, 3.6 percent got married, 3.4 percent visited friends/relatives, and 2.8 percent attend/participate in a cultural event.

European Visitors: Vacation was also the primary reason for 70.7 percent of the European respondents to be in Hawaii. Close to 6 percent visited friends/relatives, 3.8 percent attended a convention/conference/seminar, 3.3 percent attended/participated in a cultural event, 2.5 percent attended a business meeting/conducted business and 2.1 percent got married.

Secondary Purpose of Trips:

U.S. Visitors: About 51.6 percent of U.S. West and 54.8 percent of U.S. East surveyed in 2003 listed vacation as their secondary purpose of trip. Other secondary reasons to come to Hawaii were to visit friends/relatives (27.5% U.S. West, 22.2% U.S. East), to attend business meetings/conduct business (8.2% U.S. West and 8.4% U.S. East) and to honeymoon (2.6% U.S. West, 3.8% U.S. East).

Japanese Visitors: Vacation was also the main secondary purpose of trip among 43.9 percent of the Japanese respondents. In addition, 13.1 percent came to attend/participate in a wedding, 11.0 percent visited friends/relatives, 9.3 percent came to honeymoon and 7.7 percent attended/participated in a sporting event.

Canadian Visitors: Close to 52 percent of the Canadian respondents indicated that vacation was their secondary purpose for coming to Hawaii. Other secondary reasons were to visit friends/relatives (20.2%), to attend a business meeting/conduct business (6.6%) and to honeymoon (5.7%).

European Visitors: Similarly, vacation was the secondary purpose of trip for 57.1 percent of the European visitors surveyed. In addition, 19.0 percent visited friends/relatives, 5.3 percent came to honeymoon, 4.5 percent attended/participated in a sporting event and 4.5 percent attended participated in a cultural event.

Travel Companions:

U.S. Visitors: The majority of the U.S. West and U.S. East respondents in 2003 traveled to the islands with their spouses (46.6% and 54.4%), with children (20.1% and 12.6%) and with other family members (19.2% and 22.4%). Additionally, 20.3 percent of U.S. West and 19.3 percent of U.S. East visitors came with friends/business associates while 13.5 percent of U.S. West and 11.7 percent of U.S. East visitors came alone.

Japanese Visitors: About 48 percent of the Japanese visitors surveyed came with their spouses, 32.1 percent were with children, and 14.0 percent were with other family members. Compared to their U.S. counterparts, a higher number of Japanese visitors surveyed traveled with friends or business associates (24.4%) while fewer came by themselves.

Canadian Visitors: A larger percentage of the Canadian visitor surveyed came with their spouses (53.4%) compared to respondents from other visitor markets, 11.5 percent were with children, and 16.2 percent were with other family members. Over 20 percent traveled with friends or business associates.

European Visitors: About half of the European respondents traveled to Hawaii with their spouses, 7.8 percent came with children, and 11.5 percent were with other family members. Another 18.7 percent traveled with friends or associates. A higher percentage of European Visitors surveyed traveled with their girlfriends/boyfriends (12.8%) compared to respondents from the other markets.

Income Level:

U.S. Visitors: Survey results for 2003 showed that 19.5 percent of U.S. West and 22.1 percent of U.S. East respondents reported annual household income of less than \$50,000. U.S. West and U.S. East visitors with household income from \$50,000 to \$100,000 comprised the largest groups of respondents at 37 percent and 34.8 percent, respectively. In addition, 20.0 percent of U.S. West and 20.7 percent of U.S. East visitors reported annual household income of \$150,000 or more.

Japanese Visitors: Close to 39 percent of the visitors from Japan reported annual household income of less than 5 million Japanese yen (equivalent to \$43,137). Respondents with income between 5 million and 10 million Japanese yen accounted for 36.6 percent of Japanese visitor surveyed. About 8.1 percent of the respondents who visited Hawaii reported annual household income of 15 million Japanese yen or more.

Canadian Visitors: About 25 percent of the Canadian visitors surveyed reported annual household income of less than \$50,000. Canadians with income between \$50,000 to \$100,000 comprised the largest group (38.2%) while 16.3 percent of the respondents reported annual household income of \$150,000 or more.

European Visitors: Nearly 44 percent of the European visitors surveyed reported annual household income of \$50,000 or less. Those with income between \$50,000 to \$100,000 accounted for 34.2 percent while 8.5 percent of the European respondents reported annual household income of \$150,000 or more.

Other Visitor Characteristics:

U.S. West Visitors: Over half (54%) of the U.S. West visitors who responded to the 2003 survey were female and 46 percent were male. The average age was 47 years old. About 85.9 percent have vacationed more than 2000 miles from home in the past three years. The majority (71.5%) of the respondents work, 16.5 percent have retired, 5.8 percent were homemakers while 4.4 percent were students.

About 53 percent of the respondents have some college or college degrees, 26 percent have post graduate degrees, and 6.6 percent were high school graduates.

Nearly 48 percent of the respondents have friends or relatives in Hawaii, 12.6 percent have lived in Hawaii before. Close to 8 percent own timeshare property in Hawaii while 3.2 percent own other types of property in the islands.

U.S. East Visitors: Similar to U.S. West visitors, 55.8 percent of the U.S. East respondents were female and 44.2 percent were male. The average age was also 48 years old. Close to 72.4 percent work, 16.5 percent have retired, 5.3 percent were homemakers while 4.1 percent were students.

About half have some college or college degrees, 29.4 percent have post graduate degrees, and 9.1 percent were high school graduates.

The majority (84.9%) of the visitors have taken a long distance trip of more than 2,000 miles from their homes in the past three years. About 6 percent of the respondents have previously lived in Hawaii, 34.9 percent have friends or relatives here, while 5.8 percent own time-share property in the islands.

Japanese Visitors: Similar to the U.S. respondents, the ratio of female to male Japanese visitors surveyed was 52.2 percent to 47.8 percent, respectively, but the average age was slightly younger at 43 years old. Close to 62 percent of the respondents work for a living, however there were more homemakers (18.8%) and fewer retirees (8.2%) compared to their U.S. counterparts. Additionally, 2 percent of the respondents were students.

About 41.5 percent have some college or college degrees, 3.5 percent have post graduate degrees and a larger percentage (34.1%) were high school graduates in contrast to their U.S. counterparts.

Close to 71 percent of the respondents have taken a long distance trip of more than 2,000 miles from their homes in the past three years. Fewer Japanese respondents have lived in Hawaii before (1.6%), own time share property in Hawaii (2.2%) or have friends or relatives in the islands (18.3%) compared to U.S. visitors.

Canadian Visitors: There were also more female respondents (52.6%) than male respondents (47.4%) among Canadian visitors surveyed. The average age was a bit older at 49 years old. About 64.5 percent of the respondents work, 2.6 percent were homemaker and 5.3 percent were students. More retirees (24%) from Canada responded to the survey compared to visitors from the other markets.

Nearly 47 percent of the respondents have some college or college degrees, 22.9 percent have post graduate degrees and 13.3 percent were high school graduates.

The majority (88.7%) of the respondents have taken a long distance trip of more than 2,000 miles from their homes in the past three years. Close to 5 percent have lived in Hawaii before, 3.4 percent own timeshare property in the islands, 21.8 percent have friends or relatives in Hawaii.

European Visitors: In contrast to U.S. Japanese and Canadian visitors, there were more male (59.7%) respondents from Europe compared to female (40.3%). The average age was 45 years old. Close to 90.1 percent have vacationed more than 2000 miles from home in the past three years. The largest group of respondents work for a living (70.1%), 20 percent have retired, 1.5 percent were homemakers and 4.3 percent were students.

About 39 percent of the respondents have some college or college degrees, 19.8 percent have post graduate degrees while 15.1 percent were high school graduates.

Close to 19 percent of the respondents have friends or relatives in Hawaii, 4.6 percent have lived in Hawaii before, while .6 percent own timeshare property in the islands while .7 percent own other types of property in Hawaii.

**TABLE 8.1 Visitors by Lifestyle / Lifestage
(% of total visitors by MMA)**

Lifestage	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
All visitors	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Lifestyle / Lifestage segments						
Wedding / honeymoon	4.2%	3.9%	4.4%	12.6%	6.1%	4.7%
Family	16.2%	19.8%	12.4%	29.3%	10.8%	7.4%
Young	19.5%	17.9%	21.1%	15.6%	20.7%	27.0%
Middle age	33.2%	33.4%	33.0%	21.5%	29.8%	31.1%
Seniors	26.9%	24.9%	29.0%	21.0%	32.7%	29.8%
Visitation status						
First timers	32.9%	22.4%	43.9%	34.7%	43.5%	69.3%
Repeat visitors	67.1%	77.6%	56.1%	65.3%	56.5%	30.7%

Note: Wedding/Honeymoon: Visitors whose primary and secondary purpose of trip are getting married or to honeymoon.
 Family: Visitors travelling with kids under 18 years of age and are not in the above lifestage.
 Young: Visitors between 18 and 34 years of age and are not in the above lifestages.
 Middle age: Visitors between 35 and 54 years of age and are not in the above lifestages.
 Seniors: Visitors 55 years of age or over and are not in the above lifestages.

**TABLE 8.2 Visitors by Income Level and by Island -- U.S. Total
(% of U.S. Total Visitors by Island)**

Income	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	1.7%	1.8%	1.3%	1.1%	1.8%
\$15,000 - \$24,999	2.6%	2.8%	2.6%	1.5%	3.1%
\$25,000 - \$29,999	2.5%	2.9%	1.3%	1.4%	1.2%
\$30,000 - \$34,999	3.6%	3.6%	3.6%	3.3%	2.9%
\$35,000 - \$39,999	3.3%	4.2%	3.6%	1.6%	3.1%
\$40,000 - \$44,999	3.4%	4.0%	2.9%	3.0%	3.9%
\$45,000 - \$49,999	3.8%	4.3%	2.9%	2.9%	3.5%
\$50,000 - \$69,999	13.7%	13.9%	15.0%	14.2%	13.8%
\$70,000 - \$99,999	22.3%	22.6%	23.4%	22.0%	21.6%
\$100,000 - \$124,999	15.4%	15.1%	15.5%	16.1%	15.5%
\$125,000 - \$149,999	7.5%	7.8%	7.1%	8.1%	9.8%
\$150,000 or more	20.3%	17.1%	20.8%	24.8%	20.0%

**TABLE 8.3 Visitors by Income Level and by Island -- U.S. West
(% of U.S. West Visitors by Island)**

Income	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	1.6%	1.5%	1.9%	1.1%	1.9%
\$15,000 - \$24,999	2.4%	2.3%	3.0%	2.1%	3.2%
\$25,000 - \$29,999	2.2%	2.5%	1.1%	1.6%	1.4%
\$30,000 - \$34,999	3.2%	3.4%	4.2%	3.0%	1.9%
\$35,000 - \$39,999	3.2%	4.0%	3.8%	1.8%	4.2%
\$40,000 - \$44,999	3.4%	4.2%	2.3%	3.0%	3.7%
\$45,000 - \$49,999	3.5%	3.8%	3.8%	2.8%	3.2%
\$50,000 - \$69,999	13.6%	13.4%	13.6%	13.8%	8.3%
\$70,000 - \$99,999	23.4%	24.2%	25.3%	23.4%	21.8%
\$100,000 - \$124,999	16.1%	15.7%	14.7%	16.7%	18.5%
\$125,000 - \$149,999	7.5%	8.2%	4.9%	6.9%	11.1%
\$150,000 or more	20.0%	16.9%	21.5%	23.9%	20.8%

**TABLE 8.4 Visitors by Income Level and by Island -- U.S. East
(% of U.S. East Visitors by Island)**

Income	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	1.7%	2.1%	0.7%	1.0%	1.8%
\$15,000 - \$24,999	2.9%	3.3%	2.1%	1.0%	2.9%
\$25,000 - \$29,999	2.7%	3.3%	1.4%	1.2%	1.1%
\$30,000 - \$34,999	4.0%	3.8%	3.2%	3.7%	3.6%
\$35,000 - \$39,999	3.4%	4.3%	3.5%	1.4%	2.2%
\$40,000 - \$44,999	3.3%	3.8%	3.5%	3.0%	4.0%
\$45,000 - \$49,999	4.1%	4.7%	2.1%	3.0%	3.6%
\$50,000 - \$69,999	13.7%	14.3%	16.3%	14.6%	18.2%
\$70,000 - \$99,999	21.1%	21.2%	21.6%	20.7%	21.5%
\$100,000 - \$124,999	14.6%	14.5%	16.3%	15.6%	13.1%
\$125,000 - \$149,999	7.6%	7.5%	9.2%	9.1%	8.7%
\$150,000 or more	20.7%	17.3%	20.1%	25.6%	19.3%

**TABLE 8.5 Visitors by Income Level and by Island -- Japan
(% of Japanese Visitors by Island)**

Income (in 10,000 Japanese Yen)	State	Oahu	Kauai	Maui	Big Island
Under 150	3.5%	3.5%	4.8%	3.0%	2.7%
150 - 249.999	5.5%	5.8%	6.0%	5.2%	4.1%
250 - 299.999	5.6%	5.7%	4.8%	4.9%	5.1%
300 - 349.999	7.2%	7.4%	8.4%	6.0%	6.1%
350 - 399.999	5.9%	6.0%	3.6%	3.8%	5.7%
400 - 449.999	4.9%	5.0%	4.2%	5.2%	6.5%
450 - 499.999	6.2%	6.4%	6.0%	6.3%	5.9%
500 - 699.999	16.0%	15.8%	16.9%	12.0%	13.3%
700 - 999.999	20.6%	20.2%	20.5%	23.1%	20.0%
1,000 - 1,249.999	11.2%	11.4%	9.0%	11.4%	11.7%
1,250 - 1,499.999	5.3%	4.9%	6.0%	6.0%	8.2%
1,500 or more	8.1%	7.9%	9.6%	13.3%	10.8%

**TABLE 8.6 Visitors by Income Level and by Island -- Canada
(% of Canadian Visitors by Island)**

Income (in U.S. dollars)	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	2.3%	2.5%	1.4%	0.5%	2.3%
\$15,000 - \$24,999	3.5%	4.2%	1.9%	2.4%	3.2%
\$25,000 - \$29,999	2.1%	2.9%	1.9%	1.4%	1.4%
\$30,000 - \$34,999	3.9%	3.7%	3.8%	3.0%	3.2%
\$35,000 - \$39,999	4.3%	5.2%	2.8%	3.5%	4.1%
\$40,000 - \$44,999	4.6%	4.8%	5.7%	5.4%	6.4%
\$45,000 - \$49,999	4.0%	4.4%	2.4%	4.9%	3.2%
\$50,000 - \$69,999	16.3%	18.7%	22.3%	15.4%	17.0%
\$70,000 - \$99,999	21.9%	22.0%	26.5%	24.6%	22.0%
\$100,000 - \$124,999	13.9%	13.5%	10.9%	14.9%	13.3%
\$125,000 - \$149,999	6.8%	5.8%	7.6%	7.6%	6.9%
\$150,000 or more	16.3%	12.3%	12.8%	16.5%	17.0%

TABLE 8.7 Visitors by Income Level and by Island -- Europe
 (% of European Visitors by Island)

Income (in U.S. dollars)	State	Oahu	Kauai	Maui	Big Island
Under \$15,000	4.5%	5.0%	4.2%	3.7%	4.8%
\$15,000 - \$24,999	8.0%	8.4%	5.0%	6.2%	6.6%
\$25,000 - \$29,999	5.0%	4.6%	5.2%	4.4%	4.5%
\$30,000 - \$34,999	6.6%	7.4%	6.5%	7.7%	6.5%
\$35,000 - \$39,999	6.1%	6.5%	5.0%	6.0%	6.5%
\$40,000 - \$44,999	6.8%	7.1%	7.7%	6.5%	7.5%
\$45,000 - \$49,999	6.8%	6.7%	6.3%	6.2%	7.0%
\$50,000 - \$69,999	16.6%	16.9%	16.1%	16.1%	17.4%
\$70,000 - \$99,999	17.6%	17.7%	18.8%	18.1%	17.4%
\$100,000 - \$124,999	8.9%	8.7%	10.5%	9.9%	8.1%
\$125,000 - \$149,999	4.6%	4.0%	4.4%	4.6%	5.6%
\$150,000 or more	8.5%	7.1%	10.3%	10.6%	8.1%

TABLE 8.8 Visitor by Companion Type
 (% of Total Visitors by MMA)

Companion Type	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
With spouse	50.4%	46.6%	54.4%	48.4%	53.4%	50.6%
With children under 18	16.4%	20.1%	12.6%	32.1%	11.5%	7.8%
With other family members	20.8%	19.2%	22.4%	14.0%	16.2%	11.5%
With friends/business associates	19.8%	20.3%	19.3%	24.4%	20.7%	18.7%
with girl/ boy friend	7.4%	8.3%	6.6%	2.5%	8.6%	12.8%
Same sex partner	2.3%	2.1%	2.6%	2.3%	1.5%	1.9%
Alone	12.6%	13.5%	11.7%	5.8%	9.6%	11.9%
Other	2.1%	2.0%	2.2%	3.3%	3.9%	2.0%

Note: Percentages sum more than 100 percent due to multiple companions.

TABLE 8.9 Visitor Travel History by MMA
 (% of Respondents by MMA)

Travel History	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Trips Taken in Past 3 Years 1						
1 trip	5.2%	5.7%	4.8%	4.4%	6.9%	4.0%
2 to 4 trips	34.1%	33.3%	34.8%	33.5%	39.0%	29.9%
5 to 9 trips	35.1%	33.6%	36.7%	34.4%	33.0%	38.2%
10 or more trips	25.6%	27.4%	23.6%	27.7%	21.2%	27.9%
Took a Long Distance Trip 2	85.4%	85.9%	84.9%	71.4%	88.7%	90.1%

1 Not including this trip to Hawaii.

2 Not including this trip to Hawaii, vacationed more than 2,000 miles from home in the past 3 years.

TABLE 8.10 Visitor Relationship with Hawaii by MMA
(% of Respondents by MMA)

Visitor Characteristics	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Lived in Hawaii Before	9.5%	12.6%	6.4%	1.6%	4.5%	4.6%
Have Friends and/or Relatives in Hawaii	41.5%	47.8%	34.9%	18.3%	21.8%	18.9%
Own time share property in Hawaii	6.9%	7.9%	5.8%	2.2%	3.4%	0.6%
Own other types of property in Hawaii	2.3%	3.2%	1.3%	1.3%	1.3%	0.7%
Percentage of Male Respondents	45.1%	46.0%	44.2%	47.8%	47.4%	59.7%
Percentage of Female Respondents	54.9%	54.0%	55.8%	52.2%	52.6%	40.3%
Median Age of Respondents	47	47	48	43	49	45

TABLE 8.11 Visitor Education Level by MMA
(% of Respondents by MMA)

Education Level	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
No high school	0.1%	0.1%	0.1%	2.1%	0.9%	3.7%
Some high school	0.9%	1.0%	0.8%	0.8%	3.5%	7.7%
High school graduate	7.8%	6.6%	9.1%	34.1%	13.3%	15.1%
Some college	18.4%	20.2%	16.5%	7.7%	14.7%	13.8%
Associates (2-year) degree	8.9%	10.5%	7.3%	12.0%	5.5%	4.9%
College graduate (4-year)	33.1%	32.3%	33.8%	33.8%	31.8%	25.2%
Post graduate degree	27.6%	26.0%	29.4%	3.5%	22.9%	19.8%
Vocational / technical degree	3.2%	3.3%	3.1%	5.9%	7.6%	9.9%

TABLE 8.12 Visitor Employment Status by MMA
(% of Respondents by MMA)

Employment Status	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Working	72.0%	71.5%	72.4%	61.9%	64.5%	70.1%
Retired	16.5%	16.5%	16.5%	8.2%	24.0%	20.0%
Student	4.2%	4.4%	4.1%	2.0%	5.3%	4.3%
Homemaker	5.5%	5.8%	5.3%	18.8%	2.6%	1.5%
Other	1.8%	1.8%	1.7%	9.1%	3.6%	4.2%

TABLE 8.13 Visitor Primary Purpose of Trip
(% of Total Visitors by MMA)

Purpose	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Vacation	64.2%	66.3%	61.9%	66.8%	74.4%	70.7%
Get married	2.4%	2.5%	2.4%	2.9%	3.6%	2.1%
Honeymoon	0.2%	0.2%	0.2%	7.7%	0.2%	0.3%
Attend/participate in wedding	0.4%	0.4%	0.5%	9.0%	0.5%	0.4%
Attend a business meeting / conduct business	8.4%	8.6%	8.2%	2.0%	2.8%	2.5%
Attend a convention / conference / seminar	3.9%	2.7%	5.3%	0.9%	4.8%	3.8%
Visit friends / relatives	10.0%	10.3%	9.7%	2.4%	3.4%	6.1%
Attend / participate in a sporting event	1.4%	1.3%	1.4%	2.6%	2.1%	2.2%
Attend / participate in a cultural event	3.6%	3.8%	3.5%	2.1%	2.8%	3.3%
Medical treatment	0.9%	0.7%	1.1%	0.0%	1.1%	1.5%
Other	4.5%	3.2%	5.9%	3.5%	4.4%	7.0%

TABLE 8.14 Visitor Primary Purpose of Trip by Lifestage: U.S. Total
(% of Total U.S. Visitors)

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	17.6%	80.1%	53.1%	61.6%	73.1%	63.1%	64.8%
Get married	58.3%	0.0%	0.0%	0.0%	0.0%	2.4%	2.5%
Honeymoon	5.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Attend/participate in wedding	0.0%	0.0%	0.8%	0.5%	0.3%	0.1%	0.5%
Attend a business meeting / conduct business	0.0%	2.9%	7.0%	14.9%	6.3%	6.6%	9.4%
Attend a convention / conference / seminar	1.9%	2.9%	2.2%	6.1%	3.5%	5.4%	3.4%
Visit friends / relatives	2.8%	11.1%	11.1%	7.9%	11.8%	6.7%	11.3%
Attend / participate in a sporting event	0.0%	0.0%	0.8%	0.5%	0.3%	0.1%	0.5%
Attend / participate in a cultural event	0.9%	1.5%	4.4%	4.4%	3.5%	2.8%	3.7%
Medical treatment	9.3%	0.0%	1.0%	0.6%	0.4%	1.6%	0.6%
Other	3.7%	0.2%	18.3%	2.2%	0.4%	9.7%	2.2%

TABLE 8.15 Visitor Primary Purpose of Trip by Lifestage: U.S. West
(% of U.S. West Visitors)

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	17.3%	78.5%	60.2%	64.1%	72.6%	69.3%	65.7%
Get married	63.5%	0.0%	0.0%	0.0%	0.0%	2.8%	2.5%
Honeymoon	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Attend/participate in wedding	0.0%	0.0%	0.8%	0.7%	0.0%	0.0%	0.5%
Attend a business meeting / conduct business	0.0%	3.1%	6.8%	14.2%	8.1%	5.9%	9.3%
Attend a convention / conference / seminar	0.0%	3.8%	1.3%	2.7%	3.1%	3.8%	2.4%
Visit friends / relatives	3.8%	11.5%	11.9%	8.7%	10.9%	5.6%	11.4%
Attend / participate in a sporting event	0.0%	1.9%	1.3%	1.6%	0.6%	0.7%	1.4%
Attend / participate in a cultural event	1.9%	1.2%	4.2%	5.0%	3.7%	2.8%	3.9%
Medical treatment	7.7%	0.0%	0.4%	0.7%	0.3%	0.3%	0.8%
Other	0.0%	0.0%	13.1%	2.3%	0.6%	8.7%	1.8%

**TABLE 8.16 Visitor Primary Purpose of Trip by Lifestage: U.S. East
(% of U.S. East Visitors)**

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	17.9%	83.0%	46.7%	59.0%	73.6%	59.8%	63.5%
Get married	53.6%	0.0%	0.0%	0.0%	0.0%	2.2%	2.6%
Honeymoon	5.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Attend/participate in wedding	0.0%	0.0%	0.8%	0.2%	0.6%	0.2%	0.6%
Attend a business meeting / conduct business	0.0%	2.6%	7.3%	15.6%	4.7%	6.9%	9.5%
Attend a convention / conference / seminar	3.6%	1.3%	3.1%	9.8%	3.9%	6.2%	4.8%
Visit friends / relatives	1.8%	10.5%	10.3%	7.1%	12.7%	7.3%	11.3%
Attend / participate in a sporting event	0.0%	0.0%	2.7%	2.0%	0.6%	1.9%	1.0%
Attend / participate in a cultural event	0.0%	2.0%	4.6%	3.7%	3.3%	2.8%	3.3%
Medical treatment	10.7%	0.0%	1.5%	0.5%	0.6%	2.2%	0.3%
Other	7.1%	0.7%	23.0%	2.2%	0.3%	10.3%	2.9%

**TABLE 8.17 Visitor Primary Purpose of Trip by Lifestage: Japan
(% of Japanese Visitors)**

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	13.6%	75.5%	75.7%	81.3%	65.7%	51.8%	74.5%
Get married	22.8%	0.0%	0.0%	0.0%	0.0%	5.2%	2.0%
Honeymoon	60.4%	0.0%	0.0%	0.0%	0.0%	16.0%	3.4%
Attend/participate in wedding	1.3%	16.8%	6.7%	3.3%	10.3%	14.6%	6.1%
Attend a business meeting / conduct business	0.3%	0.4%	3.8%	4.1%	1.6%	2.1%	2.1%
Attend a convention / conference / seminar	0.3%	0.4%	1.0%	1.1%	1.9%	1.5%	0.6%
Visit friends / relatives	0.3%	1.7%	2.7%	2.0%	5.3%	1.5%	2.8%
Attend / participate in a sporting event	0.3%	1.3%	3.8%	2.1%	5.2%	3.3%	2.4%
Attend / participate in a cultural event	0.8%	2.1%	2.1%	2.3%	2.6%	1.7%	2.0%
Medical treatment	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Other	0.3%	1.7%	4.2%	3.6%	7.4%	2.2%	4.2%

**TABLE 8.18 Visitor Primary Purpose of Trip by Lifestage: Canada
(% of Canadian Visitors)**

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	16.4%	88.5%	55.1%	76.7%	90.8%	68.4%	79.8%
Get married	60.0%	0.0%	0.0%	0.0%	0.0%	5.6%	1.8%
Honeymoon	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Attend/participate in wedding	1.8%	0.0%	0.5%	0.4%	0.7%	0.8%	0.4%
Attend a business meeting / conduct business	0.0%	1.0%	3.8%	3.7%	2.4%	2.1%	3.1%
Attend a convention / conference / seminar	0.0%	3.1%	4.3%	8.9%	2.7%	5.3%	4.3%
Visit friends / relatives	1.8%	3.1%	7.0%	3.0%	2.0%	2.4%	4.5%
Attend / participate in a sporting event	5.5%	2.1%	2.7%	2.2%	0.7%	3.5%	0.8%
Attend / participate in a cultural event	0.0%	1.0%	5.9%	3.0%	0.7%	1.9%	2.7%
Medical treatment	7.3%	1.0%	2.2%	0.4%	0.0%	1.6%	0.6%
Other	3.6%	0.0%	18.4%	1.9%	0.0%	8.5%	1.6%

**TABLE 8.19 Visitor Primary Purpose of Trip by Lifestage: Europe
(% of European Visitors)**

Purpose	Lifestyle / Lifestage Segments					Visitation Status	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	24.2%	75.6%	61.0%	72.2%	83.9%	71.8%	68.2%
Get married	45.5%	0.0%	0.0%	0.0%	0.0%	2.5%	1.8%
Honeymoon	7.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%
Attend/participate in wedding	0.0%	0.0%	0.5%	0.8%	0.0%	0.4%	0.5%
Attend a business meeting / conduct business	1.0%	1.3%	2.8%	4.2%	1.0%	1.9%	3.7%
Attend a convention / conference / seminar	0.0%	1.3%	3.4%	6.8%	2.6%	3.9%	4.2%
Visit friends / relatives	1.0%	15.4%	5.6%	4.5%	6.8%	3.8%	11.4%
Attend / participate in a sporting event	2.0%	3.2%	2.5%	1.9%	1.9%	1.9%	2.8%
Attend / participate in a cultural event	2.0%	1.3%	4.4%	3.2%	3.1%	3.1%	3.4%
Medical treatment	12.1%	0.6%	2.3%	0.8%	0.2%	1.9%	0.6%
Other	5.1%	1.3%	17.5%	5.7%	0.6%	8.3%	3.2%

**TABLE 8.20 Visitor Secondary Purpose of Trip
(% of Total Visitors by MMA)**

Purpose	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe
Vacation	53.2%	51.6%	54.8%	43.9%	52.1%	57.1%
Get married	0.9%	1.0%	0.7%	4.9%	1.5%	2.3%
Honeymoon	3.1%	2.6%	3.8%	9.3%	5.7%	5.3%
Attend/participate in wedding	1.8%	2.1%	1.6%	13.1%	4.2%	2.1%
Attend a business meeting / conduct business	8.3%	8.2%	8.4%	4.2%	6.6%	4.5%
Attend a convention / conference / seminar	3.0%	2.4%	3.6%	3.4%	5.1%	3.2%
Visit friends / relatives	24.9%	27.5%	22.2%	11.0%	20.2%	19.0%
Attend / participate in a sporting event	2.4%	2.7%	2.2%	7.7%	3.3%	5.2%
Attend / participate in a cultural event	2.3%	2.4%	2.2%	2.1%	2.7%	4.5%
Medical treatment	1.0%	0.9%	1.1%	2.7%	1.2%	1.3%
Other	11.4%	11.3%	11.5%	17.0%	12.7%	10.3%

Note: Percentages sum more than 100 percent due to multiple answers selected.

**TABLE 8.21 Visitor Secondary Purpose of Trip by Lifestage: U.S. Total
(% of U.S. Total Visitors in Segments)**

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	51.6%	46.1%	57.5%	54.5%	52.2%	58.0%	50.8%
Get married	10.8%	0.0%	0.0%	0.0%	0.0%	1.4%	0.7%
Honeymoon	38.7%	0.0%	0.0%	0.0%	0.0%	7.0%	1.2%
Attend/participate in wedding	8.6%	1.8%	2.7%	0.8%	0.0%	2.2%	1.6%
Attend a business meeting / conduct business	6.5%	13.2%	5.3%	9.7%	7.1%	6.7%	9.5%
Attend a convention / conference / seminar	5.4%	3.0%	2.2%	3.2%	2.4%	2.2%	3.3%
Visit friends / relatives	18.3%	29.9%	27.0%	22.6%	24.9%	19.6%	27.0%
Attend / participate in a sporting event	8.6%	1.8%	2.7%	1.3%	2.4%	3.4%	2.1%
Attend / participate in a cultural event	9.7%	1.2%	3.1%	0.8%	2.0%	2.8%	2.1%
Medical treatment	7.5%	0.6%	0.0%	0.0%	1.2%	1.4%	0.8%
Other	9.7%	10.8%	6.6%	12.9%	14.6%	10.4%	11.9%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 8.22 Visitor Secondary Purpose of Trip by Lifestage: U.S. West
(% of U.S. West Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	48.8%	47.4%	49.1%	53.3%	57.3%	54.8%	51.1%
Get Married	14.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.7%
Honeymoon	34.9%	0.0%	0.0%	0.0%	0.0%	5.6%	1.6%
Attend / participate in a wedding	9.3%	1.8%	2.8%	1.6%	0.0%	3.2%	1.8%
Attend a business meeting / conduct business	9.3%	14.0%	4.7%	9.2%	4.8%	7.9%	8.7%
Attend a convention / conference / seminar	7.0%	2.6%	0.9%	2.7%	0.8%	2.4%	2.3%
Visit friends / relatives	23.3%	30.7%	33.0%	25.0%	23.4%	21.4%	28.4%
Attend / participate in a sporting event	9.3%	2.6%	3.8%	1.6%	1.6%	4.8%	2.3%
Attend / participate in a cultural event	11.6%	1.8%	2.8%	0.5%	2.4%	3.2%	2.3%
Medical treatment	9.3%	0.9%	0.0%	0.0%	0.0%	2.4%	0.5%
Other	9.3%	8.8%	11.3%	10.3%	15.3%	11.9%	11.0%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 8.23 Visitor Secondary Purpose of Trip by Lifestage: U.S. East
(% of U.S. East Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	54.0%	43.4%	65.0%	55.6%	47.3%	59.7%	50.3%
Get Married	8.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.6%
Honeymoon	42.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.6%
Attend / participate in a wedding	8.0%	1.9%	2.5%	0.0%	0.0%	1.7%	1.3%
Attend a business meeting / conduct business	4.0%	11.3%	5.8%	10.2%	9.3%	6.1%	10.6%
Attend a convention / conference / seminar	4.0%	3.8%	3.3%	3.6%	3.9%	2.2%	4.8%
Visit friends / relatives	14.0%	28.3%	21.7%	20.4%	26.4%	18.6%	25.0%
Attend / participate in a sporting event	8.0%	0.0%	1.7%	1.0%	3.1%	2.6%	1.9%
Attend / participate in a cultural event	8.0%	0.0%	3.3%	1.0%	1.6%	2.6%	1.9%
Medical treatment	6.0%	0.0%	0.0%	0.0%	2.3%	0.9%	1.3%
Other	10.0%	15.1%	2.5%	15.3%	14.0%	9.5%	13.1%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 8.24 Visitor Secondary Purpose of Trip by Lifestage: Japan
(% of Japanese Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	51.0%	42.1%	51.7%	37.2%	36.8%	53.8%	38.6%
Get Married	20.8%	0.0%	0.0%	0.0%	0.0%	3.7%	4.9%
Honeymoon	39.6%	0.0%	0.0%	0.0%	0.0%	14.3%	6.5%
Attend / participate in a wedding	9.9%	13.2%	15.4%	19.2%	6.4%	12.1%	12.9%
Attend a business meeting / conduct business	4.0%	4.4%	2.1%	4.5%	6.4%	2.6%	5.3%
Attend a convention / conference / seminar	4.5%	2.6%	0.7%	6.4%	2.4%	1.8%	4.3%
Visit friends / relatives	5.0%	15.8%	10.5%	10.3%	14.4%	5.5%	14.3%
Attend / participate in a sporting event	7.4%	5.7%	7.7%	10.9%	7.2%	4.0%	9.2%
Attend / participate in a cultural event	3.5%	2.2%	0.7%	1.3%	2.4%	0.7%	2.7%
Medical treatment	5.0%	3.5%	0.7%	0.6%	1.6%	2.2%	2.4%
Other	6.9%	17.1%	21.7%	16.7%	28.0%	13.6%	17.6%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 8.25 Visitor Secondary Purpose of Trip by Lifestage: Canada
(% of Canadian Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	55.6%	51.9%	59.8%	51.0%	40.0%	60.7%	43.7%
Get Married	11.1%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%
Honeymoon	42.2%	0.0%	0.0%	0.0%	0.0%	10.0%	2.5%
Attend / participate in a wedding	11.1%	11.1%	4.9%	2.0%	0.0%	6.0%	2.5%
Attend a business meeting / conduct business	8.9%	0.0%	3.7%	9.8%	6.2%	4.7%	7.6%
Attend a convention / conference / seminar	11.1%	3.7%	4.9%	3.9%	4.6%	6.0%	5.1%
Visit friends / relatives	24.4%	14.8%	15.9%	19.6%	27.7%	14.7%	25.3%
Attend / participate in a sporting event	4.4%	3.7%	2.4%	3.9%	3.1%	3.3%	3.8%
Attend / participate in a cultural event	8.9%	0.0%	2.4%	1.0%	3.1%	4.7%	1.3%
Medical treatment	8.9%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
Other	4.4%	14.8%	7.3%	14.7%	20.0%	11.3%	14.6%

Note: Percentages sum more than 100 percent due to multiple answers selected.

TABLE 8.26 Visitor Secondary Purpose of Trip by Lifestage: Europe
(% of European Visitors in Segments)

Purpose	Lifestyle / Lifestage Segments					Repeat Visitation	
	Wedding / Honeymoon	Family	Young	Middle Age	Seniors	First Timers	Repeat Visitors
Vacation	42.5%	68.1%	59.6%	61.0%	52.0%	57.2%	56.3%
Get Married	19.5%	0.0%	0.0%	0.0%	0.0%	2.7%	1.9%
Honeymoon	46.0%	0.0%	0.0%	0.0%	0.0%	6.5%	3.7%
Attend / participate in a wedding	10.3%	0.0%	0.0%	2.3%	1.2%	1.8%	3.0%
Attend a business meeting / conduct business	9.2%	0.0%	4.5%	4.7%	3.5%	4.9%	3.4%
Attend a convention / conference / seminar	9.2%	2.1%	3.1%	1.4%	2.9%	3.3%	3.0%
Visit friends / relatives	14.9%	14.9%	21.1%	16.9%	22.0%	14.3%	26.9%
Attend / participate in a sporting event	8.0%	0.0%	8.5%	4.7%	1.7%	5.6%	5.2%
Attend / participate in a cultural event	5.7%	2.1%	3.6%	4.2%	6.4%	6.0%	2.6%
Medical treatment	6.9%	0.0%	1.3%	0.0%	0.6%	1.1%	1.9%
Other	2.3%	12.8%	8.5%	12.2%	13.9%	10.5%	10.1%

Note: Percentages sum more than 100 percent due to multiple answers selected.

9. DEFINITION & SURVEY METHODOLOGY

DEFINITIONS AND SURVEY METHODOLOGY

DEFINITIONS

Visitor: Out-of-state traveler who stayed in Hawaii 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 Hawaii 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 getting married or to honeymoon.

Family: Visitors traveling with kids under 18 years of age and are not in the above lifestage.

Young: Visitors between 18 and 34 years of age and are not in the above lifestages.

Middle Age: Visitors between 35 and 54 years of age and are not in the above lifestages.

Seniors: Visitors 55 years of age or over and are not in the above lifestages.

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 Hawaii 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 have returned home. 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 2003 survey has 8 pages and 33 questions. New in the 2003 survey are questions on public walk, property ownership in Hawaii, trip spending, a breakdown of wedding and honeymoon, and added "same sex partner" to the type of trip companion.

Survey forms were printed in a booklet form and in two-color print.

The English survey instrument is presented in Section 10 of this report.

In 2003, a total of 9,768 questionnaires were mailed to Japanese visitors, 3,138 of which responded, translating into a response rate of 32.1 percent. 11,168 questionnaires were mailed to U.S. visitors, 2,921 of which were returned or a response rate of 26.2 percent. A total of 11,112 survey forms were mailed to Canadian and European visitors during 2003, 3,093 of which responded, yielded a response rate of 27.8 percent. Sampling errors are calculated to be 2.6% percent for U.S. West visitors, 2.7 percent for U.S. East visitors, 1.7 percent for Japanese visitors, 3.2 percent for Canadian visitors, and 2.1% for European visitors.

Due to the low number of samples achieved, data for Lanai and Molokai were not presented in most of the data tables in this report.

**10. 2003 VISITOR SATISFACTION
SURVEY FORM
(English version)**





2003 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. Although your name appears on this form, 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 box with a 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.

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

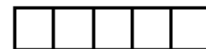
4a. How likely are you to visit Hawai'i in the next five years?

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

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

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

- Flight is too long
- Too commercial/overdeveloped
- Too crowded/congested
- Too expensive
- Want to go someplace new
- Other (Specify at right) _____



5a. In particular, how satisfied were you with...

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



5b. How satisfied were you with public sidewalks...

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Not Satisfied At all	Not Applicable
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of passage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Behavior of vendors, handbillers, performers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6a. What was the primary purpose of your most recent trip to Hawai'i?

6b. And what, if any, was the secondary purpose of your most recent visit?

	Q6a. Primary Purpose (one answer only)	Q6b. Secondary Purpose
a. Vacation -----	<input type="checkbox"/>	<input type="checkbox"/>
b. Attend a business meeting or conduct business-----	<input type="checkbox"/>	<input type="checkbox"/>
c. Attend a convention, conference or seminar-----	<input type="checkbox"/>	<input type="checkbox"/>
d. Visit friends or relatives-----	<input type="checkbox"/>	<input type="checkbox"/>
e. Get married-----	<input type="checkbox"/>	<input type="checkbox"/>
f. Attend/participate in a wedding-----	<input type="checkbox"/>	<input type="checkbox"/>
g. Honeymoon-----	<input type="checkbox"/>	<input type="checkbox"/>
h. Attend/participate in a sporting event-----	<input type="checkbox"/>	<input type="checkbox"/>
i. Attend/participate in a cultural event-----	<input type="checkbox"/>	<input type="checkbox"/>
j. Medical treatment-----	<input type="checkbox"/>	<input type="checkbox"/>
k. Other (please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>

7a. Please check if you visited any of the following places.

7b. If you stayed overnight or longer, how many nights did you stay at each place? (Write 0 if day only trip)

	Q7a. Visited	Q7b. Number of Nights	
Island of Oahu (Waikiki/Honolulu)-----	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
Island of Maui-----	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
Island of Moloka'i -----	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
Island of Lana'i -----	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
Big Island of Hawai'i (Kona/Hilo)-----	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
Island of Kaua'i -----	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>

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

	Hotel	Condo	B&B	Time Share	Private Home	Cruise Ship	Other
Island of Oahu (Waikiki/Honolulu)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Maui	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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



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="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Maui-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo)-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Maui-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo)-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Thinking back to your most recent trip to Hawai'i, how far in advance of departure did you do each of the following? (Check one box 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
a. Decide to take vacation/pleasure trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Decide to visit Hawai'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Decide on which islands to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Set the date for the trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Make airline reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Purchase tickets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Make accommodation reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Make rental car reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Purchase tour or attraction packages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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="checkbox"/>	<input type="checkbox"/>
Island of Maui -----	<input type="checkbox"/>	<input type="checkbox"/>
Island of Moloka'i-----	<input type="checkbox"/>	<input type="checkbox"/>
Island of Lana'i -----	<input type="checkbox"/>	<input type="checkbox"/>
Big Island of Hawai'i (Kona/Hilo)-----	<input type="checkbox"/>	<input type="checkbox"/>
Island of Kaua'i-----	<input type="checkbox"/>	<input type="checkbox"/>

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

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

15. When planning this trip to Hawai'i, did you use a travel agent for any of the following? (Check 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 describe the way you used the Internet to plan this trip? (Check 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: (Check 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

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
- No

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 2002?

- 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?

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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 Airport on O'ahu
- Kahului Airport on Maui
- Kona Airport on Hawai'i
- Hilo 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?

- 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 their trip to Hawai'i? Please include all shopping, dining, lodging, airfare and all other spending.

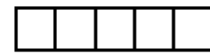
- Less than \$1,000
- \$1,000 to \$1,999
- \$2,000 to \$2,999
- \$3,000 to \$3,999
- \$4,000 to \$4,999
- \$5,000 to \$5,999
- \$6,000 to \$6,999
- \$7,000 to \$7,999
- \$8,000 to \$8,999
- \$9,000 to \$9,999
- More than \$10,000

MAHALO FOR YOUR KOKUA (thank 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.

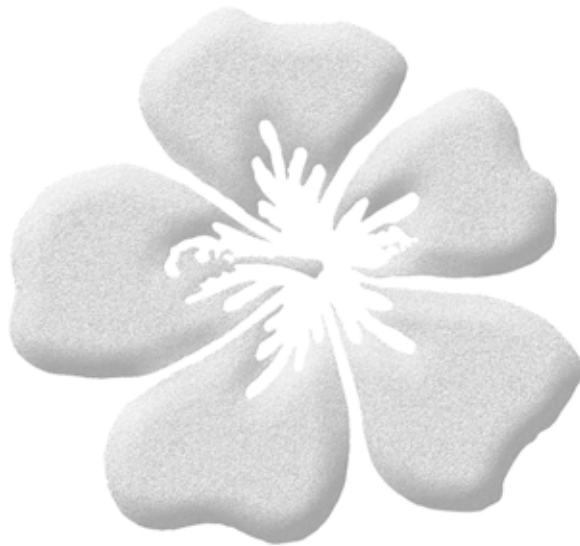
Hope to see you in Hawai'i again soon.



Visitor Survey 2003Q1



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