



2010

Visitor Satisfaction
& Activity Report

HAWAII TOURISM

AUTHORITY

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ABOUT THIS REPORT

As part of the Tourism Research program, the Hawai'i Tourism Authority (HTA) conducted the visitor satisfaction and activity survey in 2010. This *2010 Visitor Satisfaction and Activity* report presents results from the survey including statistics on the satisfaction levels for different components of the visitor experience (accommodations, attractions, dining, shopping, etc.) and data on activities visitors engaged in during their vacation in the islands.

The HTA is headed by Mr. Mike McCartney. This report was produced by the Tourism Research staff: Mr. Daniel Nahoopii, Director, Ms. Minh-Chau T. Chun, Mr. Cy Feng and Mr. Lawrence Liu.

The Visitor Satisfaction Survey was initiated by the Hawai'i Visitors and Convention Bureau (HVCB, formerly known as the Hawai'i Visitors Bureau) in the 1950s. The survey has been conducted intermittently since that time and visitor satisfaction reports were published by HVCB for 1961, 1969-1977, 1984-1992, 1996 and 1998, focusing on visitors from the U.S. and Japan.

The Department of Business, Economic Development and Tourism (DBEDT) published the Visitor Satisfaction and Activities reports annually from 1999 through 2008. In 2002, DBEDT expanded the study to include Canada and Europe visitors. In 2008 and 2009, the research included Oceania. In 2010, visitors from the top four markets (U.S. West, U.S. East, Japan and Canada) were surveyed.

The *2010 Visitor Satisfaction and Activity* is available in Adobe Acrobat format on the HTA website, <http://www.hawaiitourismauthority.org/research-reports>

For further information on the content of this report, or if you would like copies of this report, contact the HTA at (808) 973-2255.

1. INTRODUCTION

INTRODUCTION

Objectives

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

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

The final objective is to analyze demographic information on visitors who responded to the study. This level of detail is not available from the Hawai'i Tourism Authority (HTA) annual and monthly visitor reports. Information is provided on the average visitor's income level, employment status and education level. Furthermore, visitors are classified into lifestyle or lifestage segments as well as first-time or repeat visitors to highlight the different types of travelers to the Hawaiian Islands. Information on their purpose of trip and their travel companion helps to complete the picture of Hawai'i's visitors.

Definitions

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

Major Market Areas (MMAs): Visitors are classified by their place of residence into the following geographical areas that were defined by the HTA 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 Lifestage:

- Wedding/Honeymoon: Visitors whose primary and secondary purpose of trip is to get married or honeymoon.
- Family: Visitors traveling with children 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.

2. CONDITION OF THE VISITOR INDUSTRY

CONDITION OF THE VISITOR INDUSTRY

2010 was the first year of positive growth after three years of losses, as Hawai'i's tourism industry continued to recover from the global economic recession. Key indicators including visitor spending, visitor days, and arrivals performed better than expected, with growth from all major visitor markets compared to 2009.

Contributing to the growth in Hawai'i's tourism industry in 2010 was an improved U.S. economy. In addition, air seat capacity to the islands in 2010 continued to rebuild after the reduction in 2007. Except for fewer seats from Other Asia, air seats from all other visitor markets in 2010 were higher compared to 2009. Strong international currencies, combined with attractive travel packages and greater marketing efforts by visitor industry businesses also contributed to the improvement in Hawai'i's tourism industry in 2010.

Total visitor days by air and cruise visitors grew 8.7 percent to 66.1 million days in 2010. A total of 7,083,663 visitors arrived by air or by cruise ships, up from 6,517,054 visitors in 2009. The combined length of stay by these visitors was 9.33 days, unchanged from 2009. Total arrivals by air rose 8.8 percent to 6,982,425 visitors in 2010. Arrivals from all MMAs were higher compared to 2009: U.S. West (+8.9%), U.S. East (+4.5%), Japan (+6.1%), Canada (+17.3%), Europe (+9.7%), Other Asia (+52.6%), Oceania (+18.3%), and Latin America (+14.3%). The number of visitors who entered Hawai'i on board cruise ships in 2010 increased 4.8 percent from the previous year to 101,239 visitors.

A total of 2,365,931 visitors, or 33.9 percent of total air visitors in 2010, came to the islands for the first time, an increase of 8.3 percent from the previous year. First-time visitors accounted for 19.2 percent of U.S. West, 42.3 percent of U.S. East, 41.8 percent of the Japanese and 36.9 percent of the Canadian markets, but comprised the majority of the smaller Other Asia (79.6%), European (71.3%), Latin America (68.3%) and Oceania (54.3%) markets.

Of the total first-time visitors in 2010, less than half (47.3%) made their own travel arrangements. The majority of the first-time visitors went to O'ahu (73.6%), followed by Maui (28.7%), Hawai'i Island (18.4%) and Kaua'i (12.5%).

A total of 497,278 honeymooners visited the islands in 2010, up 4.3 percent compared to the previous year. This group comprised 7.1 percent of total air visitors to Hawai'i, similar to 2009. Japanese visitors accounted for the largest share (40.7%) of honeymoon visitors, down from 45.3 percent of total visitors in 2009. The share of honeymoon visitors from U.S. East (20.4%) and U.S. West (20.4%) were similar to 2009. The majority of the honeymooners (71.4%) were first-time visitors to the state. Three out of four (74.1%) honeymooners visited O'ahu, 29.2 percent visited Maui, 16.4 percent visited Hawai'i Island and 13.2 percent visited Kaua'i.

Those who came to get married in Hawai'i rose 4.9 percent from 2009 to 116,551 visitors. This group accounted for 1.7 percent of total air visitors to the state, similar to 2009. Japanese visitors comprised 47.4 percent of all visitors who came to get married in 2010, down from 50.3 percent in the previous year. The share of those who came to get married

from U.S. West (25.9%) and U.S. East (16.7%) were comparable to 2009. Three out of four (73.4%) visitors who came to get married visited O‘ahu, 24.1 percent visited Maui, 15.1 percent visited Hawai‘i Island and 10.8 percent visited Kaua‘i.

Please refer to the *2010 Annual Visitor Research Report* for a comprehensive analysis of Hawai‘i’s visitor industry, including: visitor characteristics and expenditures by major market areas, select countries, purpose of trip, accommodation, first-time/repeat visitor status, and island; detailed spending categories by major market areas and by island; cruise visitors characteristics and spending; visitor room inventory, hotel occupancy, and room rates; and air seat capacity to Hawai‘i.

The *2010 Annual Visitor Research Report* is available in Adobe Acrobat format on the HTA website, <http://www.hawaiitourismauthority.org/research-reports>

3. EXPERIENCE AND WILLINGNESS TO RECOMMEND OR REVISIT

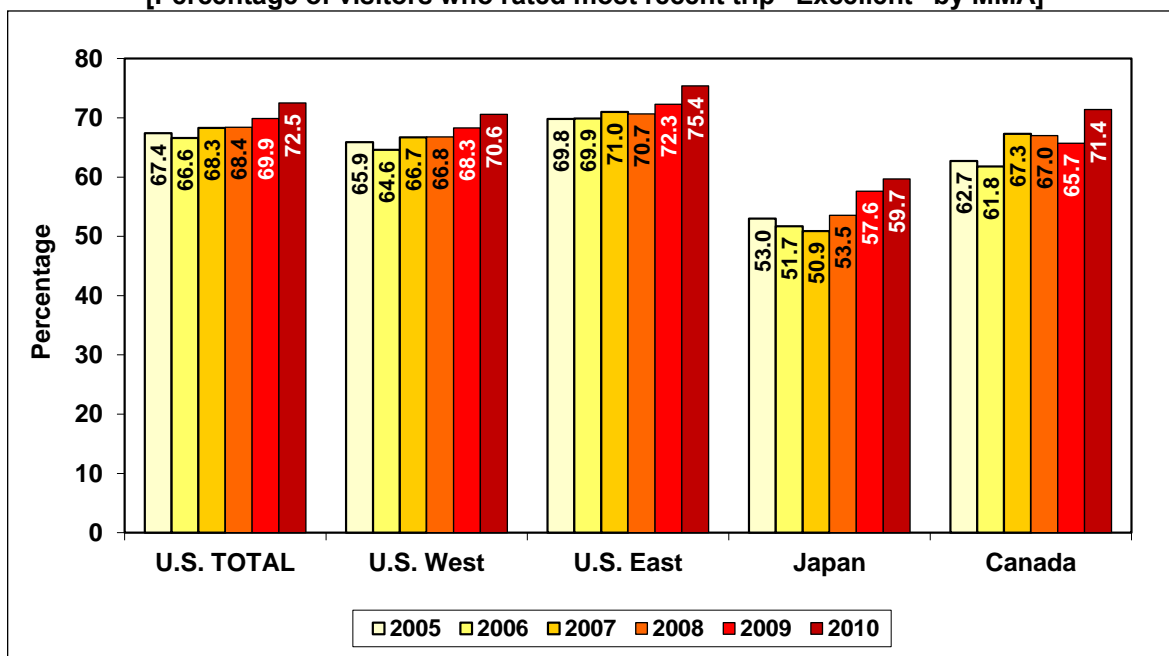
Visitor Satisfaction Ratings

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

Overall Rating of Most Recent Vacation to Hawai'i (Tables 3.1 and 3.2)

Visitors continued to give high marks for their overall experience in Hawai'i and the majority of visitors rated their most recent trip as *excellent*. In 2010, the percentages of visitors from U.S. West, U.S. East, Japan and Canada who rated Hawai'i excellent were the highest, in the respective market, in the last six years (Figure 1).

Figure 1: Overall Rating of Trip
[Percentage of visitors who rated most recent trip "Excellent" by MMA]

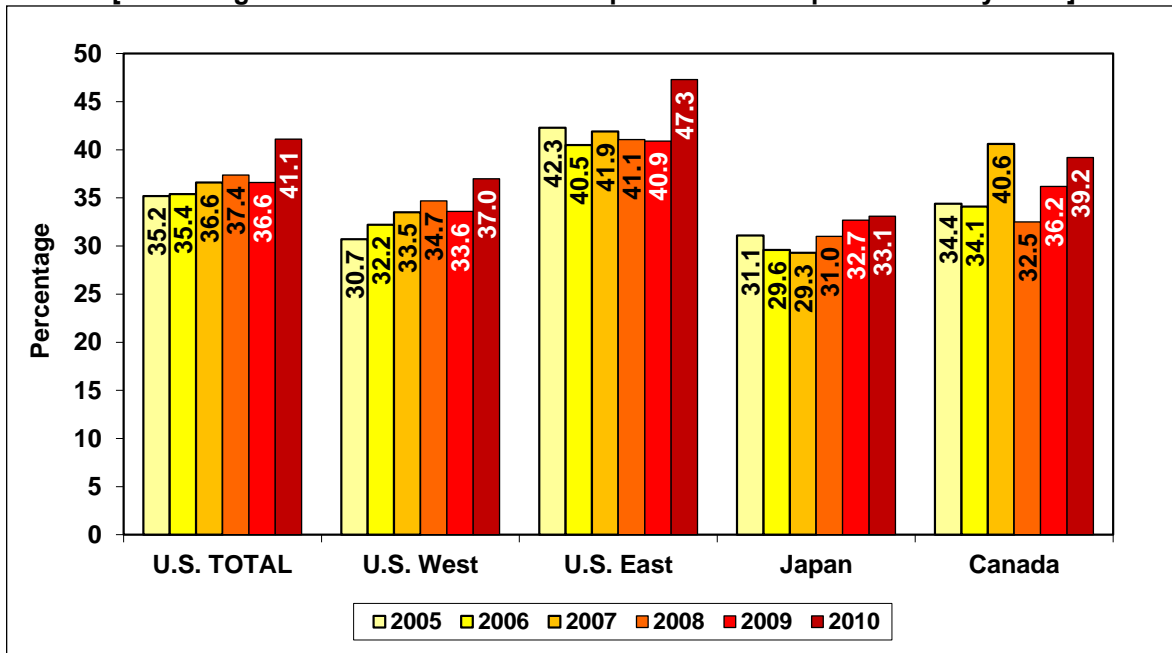


- In 2010, 72.5 percent of U.S. visitors surveyed found their most recent trip *excellent* (70.6 percent of U.S. West and 75.4 percent of U.S. East visitors gave *excellent* rating).
- Six out of ten Japan visitors surveyed (59.7%) rated Hawai'i *excellent* in 2010.
- A higher percentage of visitors from Canada rated Hawai'i *excellent* in 2010 (71.4%) than in 2009 (65.7%).

Expectations (Tables 3.5 and 3.6)

The visitors' evaluation of the trip is influenced not only by the attributes and characteristics of the service but also by the needs, motivations, and interests of the visitors. Therefore, it is important to measure how well the destination was able to provide the experience that was expected. Few visitors (less than five percent) felt Hawai'i did not meet their expectations at all. Overall, this indicator showed that Hawai'i's ability to *exceed expectations* remained quite strong.

Figure 2: Trip Exceeds Expectations
[Percentage of visitors who said this trip "Exceeded Expectations" by MMA]



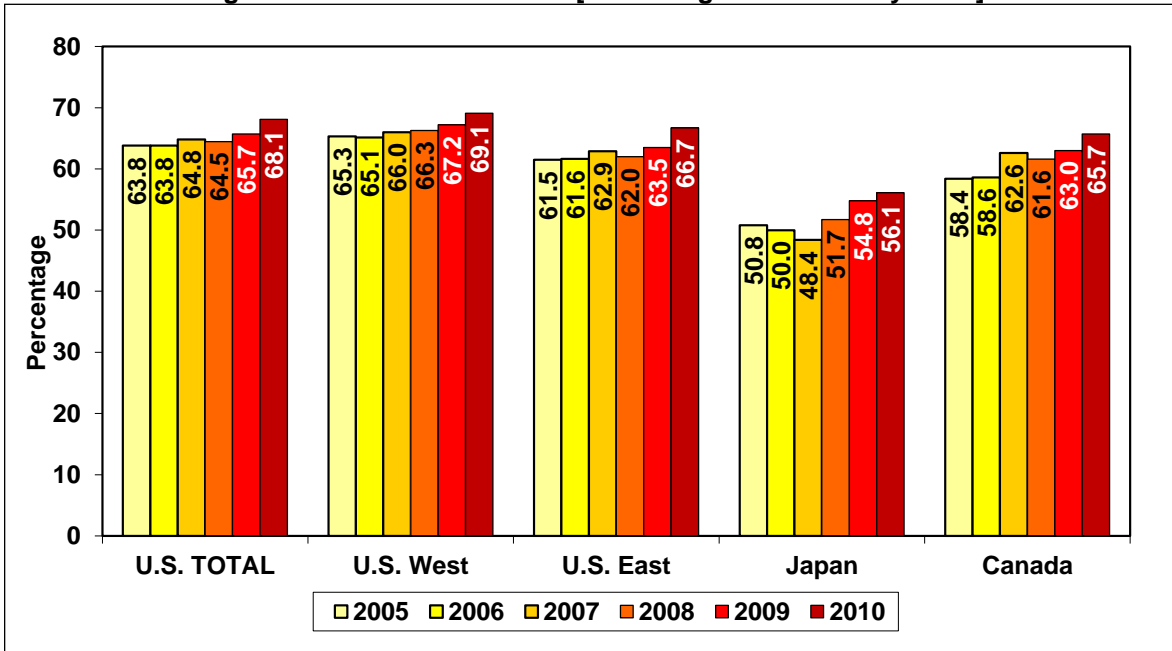
- The percentages of 2010 visitors from Japan (33.1%) and Canada (39.2%) who said that Hawai'i *exceeded their expectations* were similar compared to 2009 (Figure 2).
- U.S. East (+6.4 percentage points to 47.3%) and U.S. West (+3.4 percentage points to 37%) ratings increased from 2009, to the highest percentages in the last six years.

Overall Satisfaction/Dissatisfaction

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

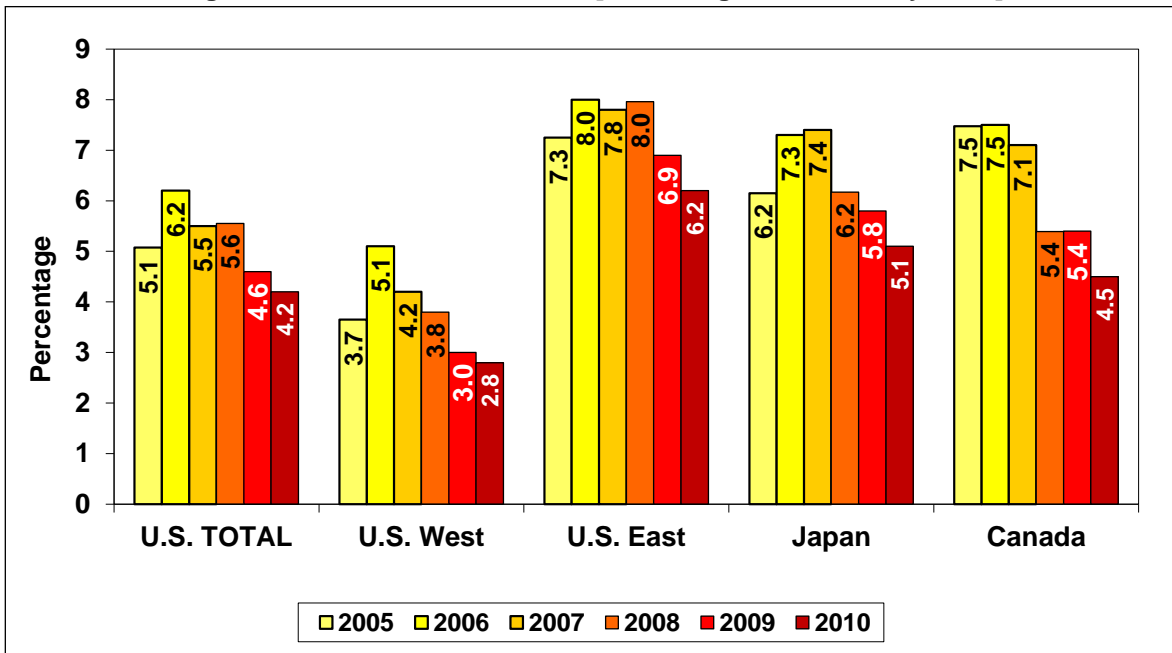
- Overall satisfaction ratings from U.S. West, U.S. East, Japan and Canada visitors had been increasing over the last three years (Figure 3).
- In 2010, 69.1 percent of U.S. West and 66.7 percent of U.S. East visitors to Hawai'i were overall satisfied.

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



- Japan visitors' overall satisfaction improved to 56.1 percent of Japan visitors compared to 54.8 percent in 2009 and less than half (48.4%) in 2007.
- Two out of three Canada visitors were overall satisfied in 2010 (65.7%).

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



The index of overall dissatisfaction is the average of ratings: *below average* and *poor* for overall vacation, *did not meet* for trip expectations, *not too likely* and *not at all likely* for likelihood to

recommend Hawai'i, and *not too likely* and *not at all likely* for likelihood to revisit. The percentage of visitors who were dissatisfied with Hawai'i remained quite low (Figure 4).

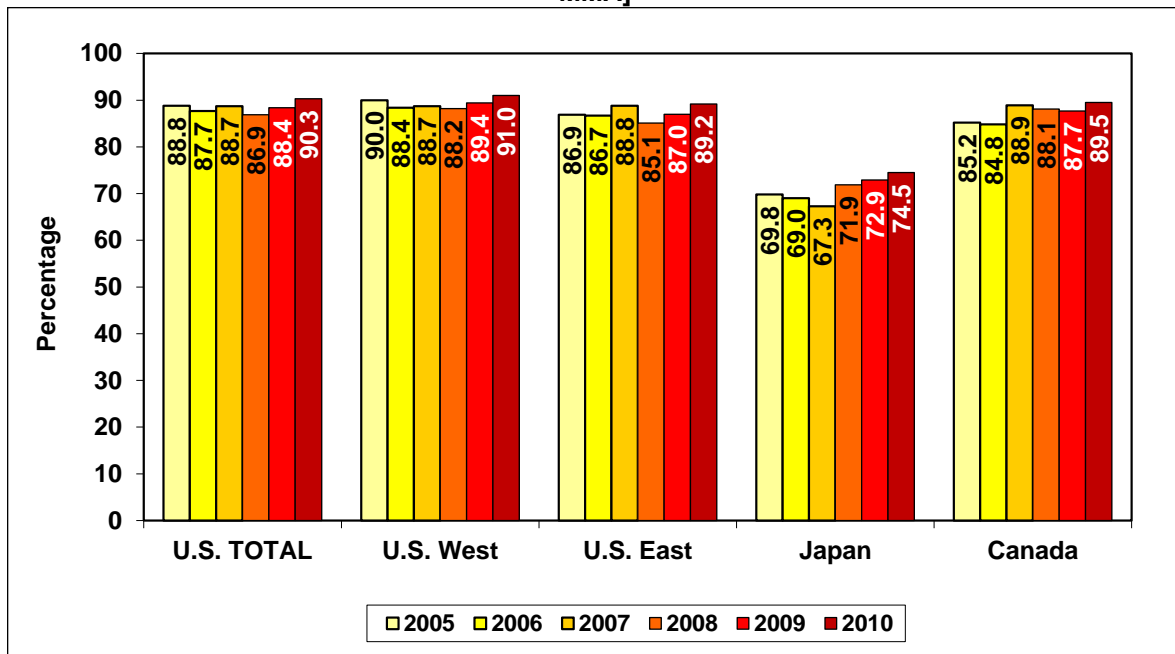
- Overall dissatisfaction ratings in 2010 from U.S. West, U.S. East, Japan and Canada visitors were fairly similar over the last six years.

Likelihood to Recommend Hawai'i (Tables 3.7 and 3.8)

When visitors are highly satisfied with their trip, they are more likely to recommend the destination to friends and family. Many Hawai'i visitors reported *very likely to recommend* this destination to others. Word-of-mouth advertising is important in marketing Hawai'i. These referrals, in time, develop more first-time visitors to Hawai'i and encourage previous visitors to return.

- Over the last six years, the likelihood to recommend Hawai'i to others remained relatively stable among U.S. West and U.S. East visitors (Figure 5).
- Three out of four Japan visitors in 2010 (74.5%) would *very likely to recommend* Hawai'i, the largest percentage in six years.
- Most visitors from Canada were *very likely to recommend* Hawai'i in 2010, about the same as 2009.

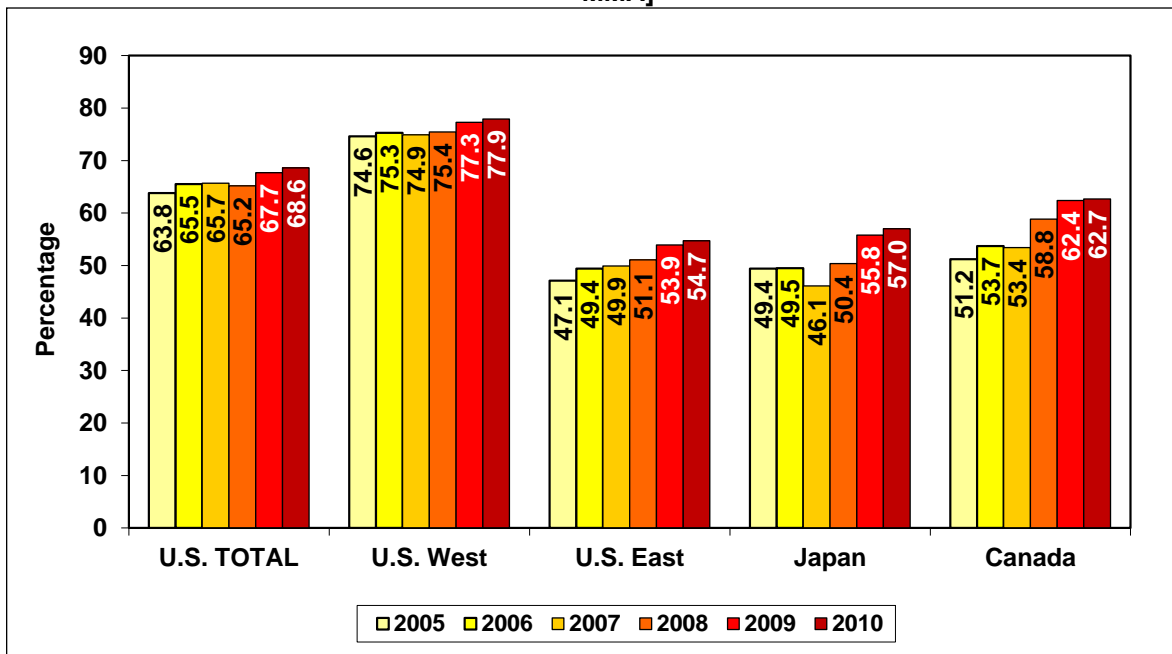
Figure 5: Very Likely to Recommend Hawai'i to Friends and Relatives
[Percentage of visitors who are "Very Likely" to recommend Hawai'i as a vacation place by MMA]



Likelihood to Revisit Hawai'i (Tables 3.9 and 3.10)

A visitor's decision to return to Hawai'i is influenced by positive experiences on the most recent trip and other factors such as curiosity for new experiences, available time, financial situation, and other commitments. Likelihood to revisit Hawai'i as an indicator, helps estimate future demand and changes in desires. Visitors continued to be satisfied with their vacations and their sentiment toward returning in the near future appeared stable (Figure 6).

Figure 6: Very Likely to Revisit Hawai'i
[Percentage of visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



- Three out of four U.S. West visitors (77.9%) in 2010 responded that they were *very likely to revisit Hawai'i in the next five years*. This proportion had been fairly steady since 2005.
- The share of U.S. East visitors who said they were *very likely* to return had been slowly increasing over the last six years to 54.7 percent in 2010.
- More than half of Japan visitors (57%) were *very likely to revisit* in 2010, similar to 2009 and up from 50.4 percent in 2008.
- About the same percentage of Canada visitors (62.7%) in 2010 said they were *very likely to revisit* compared to the previous year.

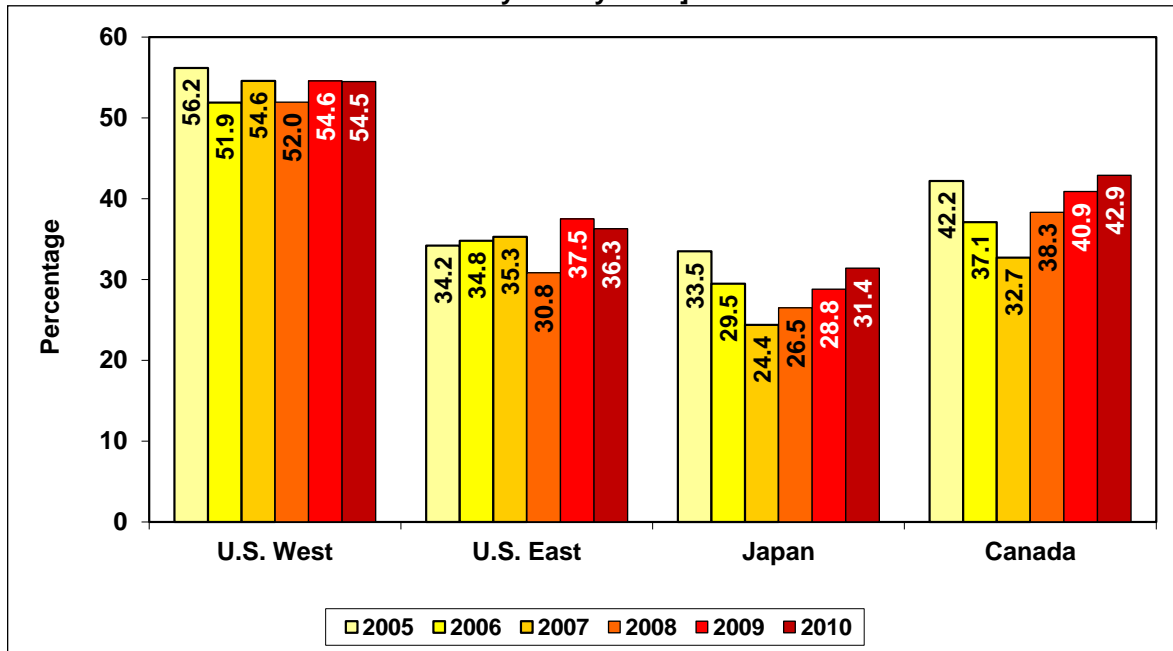
First-time visitors

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

- The percentage of first-time visitors who were *very likely* to return from U.S. West (54.5%) have been about the same for the last four years (Figure 7).

- The share of U.S. East first-time visitors who were *very likely* to return was 36.3 percent in 2010, similar to 2009 but up 5.5 percentage points from 2008.
- The percentage of Japan first-time visitors who were *very likely* to return had been moderately increasing since 2007 to 31.4 percent to 2010.
- A similar proportion of Canada first-time visitors in 2010 (42.9%) said they were *very likely to revisit* compared to 2009 (40.9%).

Figure 7: First-Time Very Likely to Revisit Hawai‘i
[Percentage of first-time visitors who are “Very Likely” to revisit Hawai‘i in the next five years by MMA]

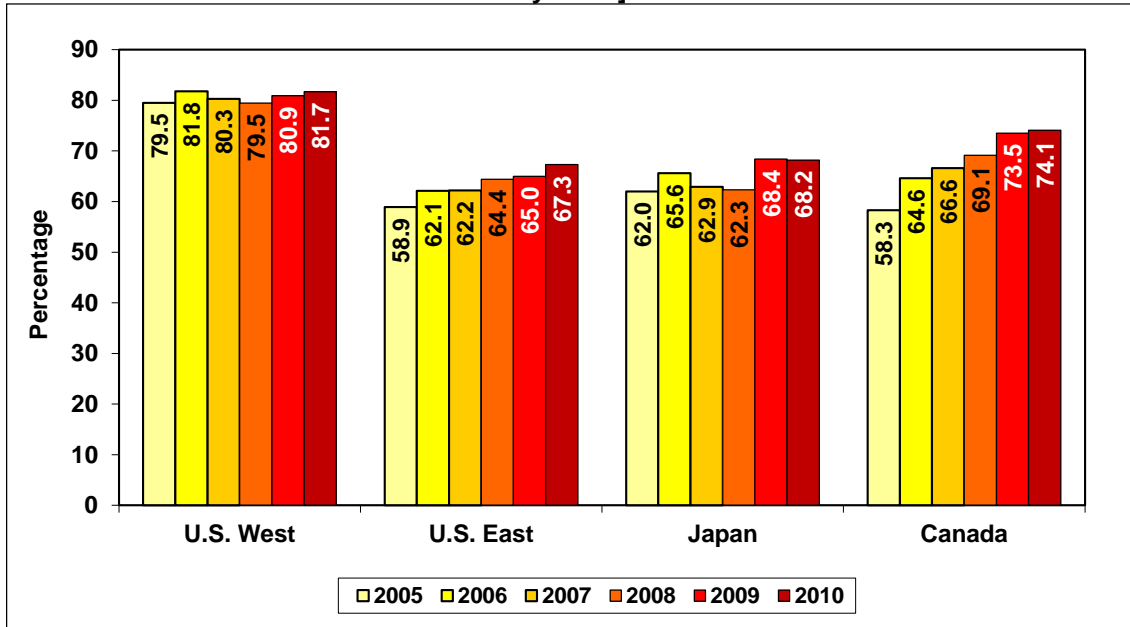


Repeat visitors

The majority of repeat visitors from the top four visitor markets answered that they will *very likely revisit Hawai‘i in the next five years*.

- Since 2005, four out of five U.S. West repeat visitors responded that they would *very likely* return to Hawai‘i (Figure 8).
- The percentage of U.S. East repeat visitors (67.3%) in 2010 who would very likely return were similar to 2009.
- The share of repeat visitors from Canada (74.1%) in 2010 who would *very likely* return was about the same as last year.
- Japan repeat visitor rating (68.2%) in 2010 was comparable to 2009.

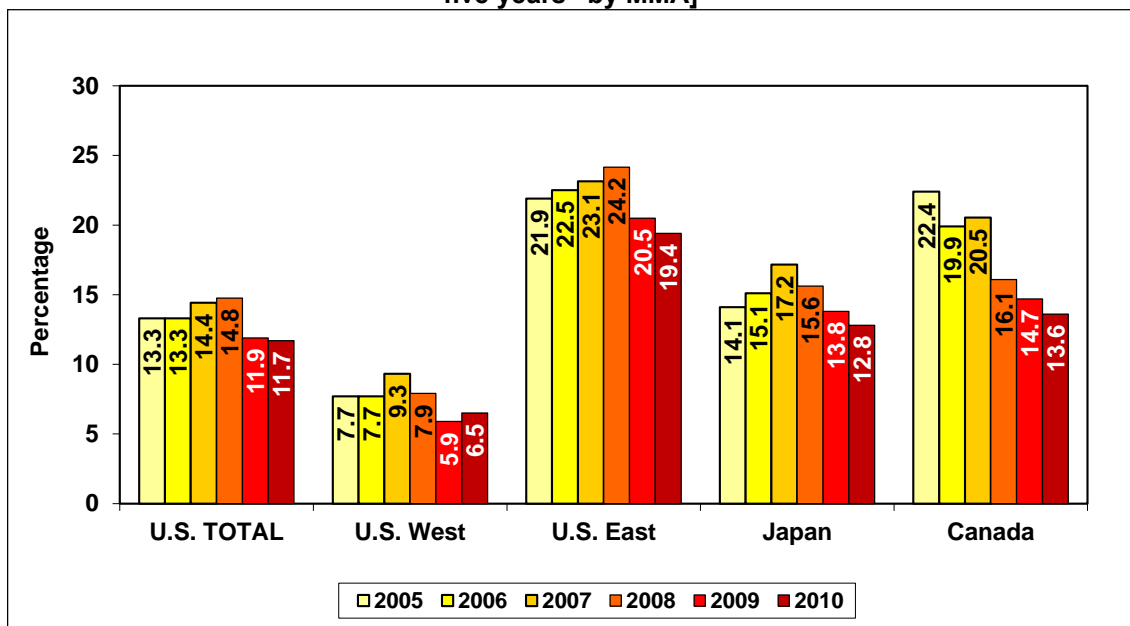
Figure 8: Repeat Very Likely to Revisit Hawai'i
 [Percentage of repeat visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA]



Not Likely to Revisit Hawai'i

Since 2005, the percentage of respondents who answered that they were *not at all likely* or *not too likely to return to Hawai'i in the next five years* continued to be fairly low among U.S. West; while slightly higher for U.S. East, Japan and Canada visitors (Figure 9).

Figure 9: Not Likely to Revisit Hawai'i
 [Percentage of visitors who are "Not too likely" or "Not at all likely" to visit Hawai'i in the next five years" by MMA]

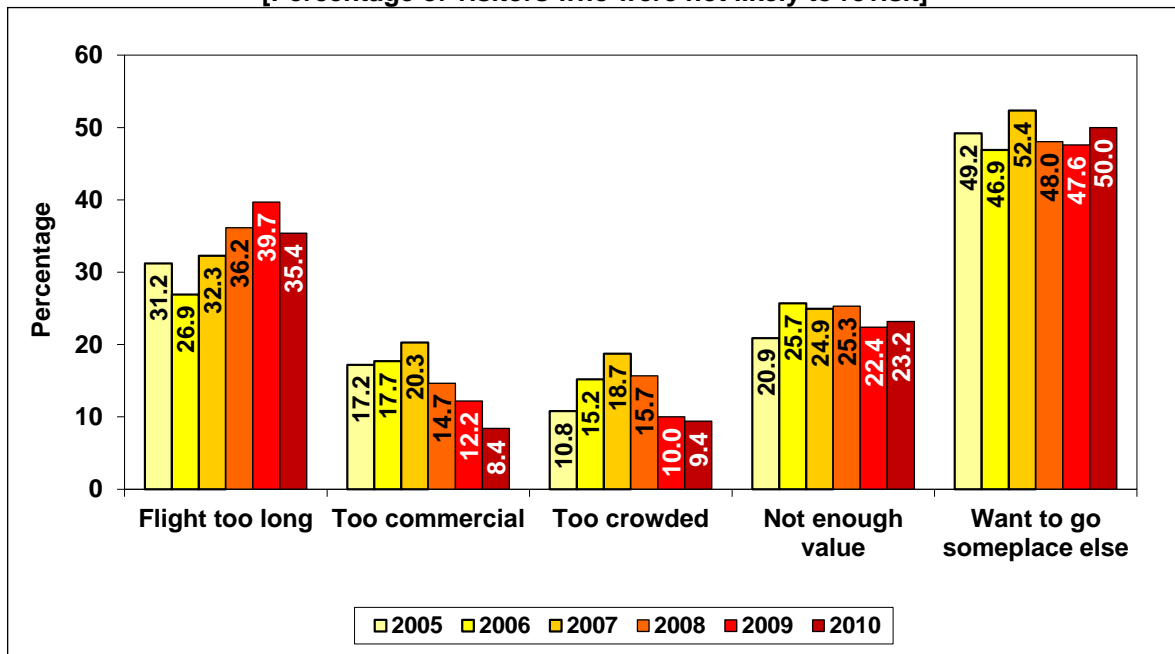


- In 2010, the proportion of U.S. East (19.4%), Canada (13.6%), Japan (12.8%) and U.S. West (6.5%) visitors who were *not likely to revisit Hawai'i* were similar to 2009.

Reasons for Not Revisiting Hawai'i (Tables 3.13 and 3.14)

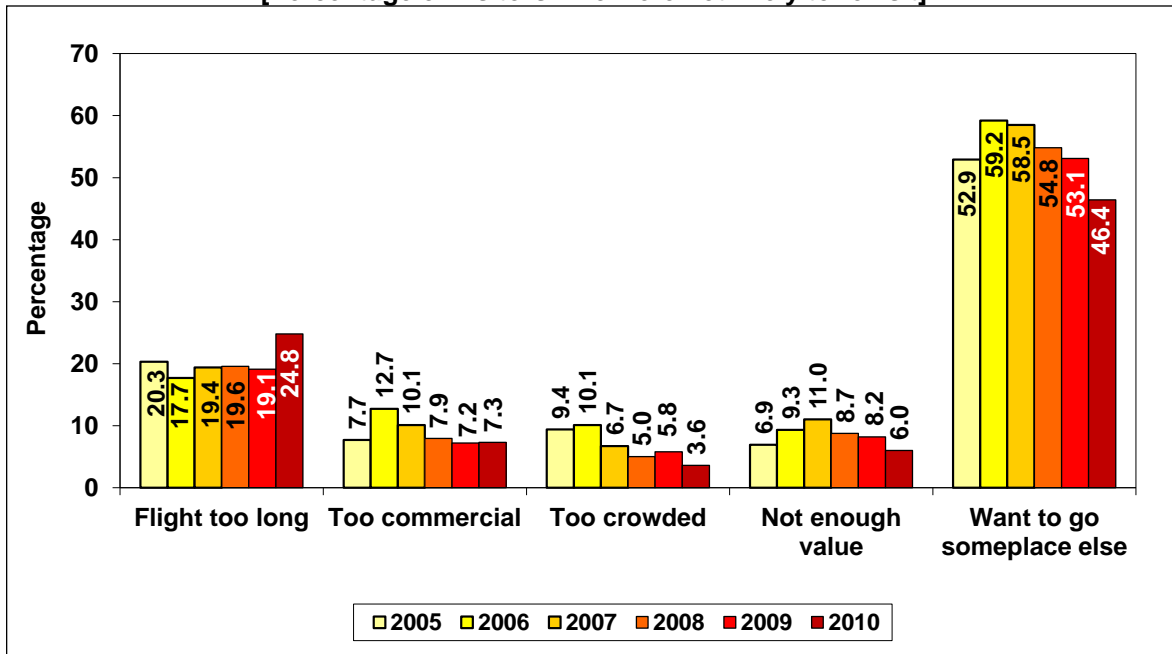
Many of the visitors not planning to return in the next five years said that it was because they want to go someplace else. Note that the statistic reported for each reason for not revisiting Hawai'i is the percentage of those who were *not likely to revisit Hawai'i* (from previous section).

Figure 10: Reasons for Not Revisiting Hawai'i – U.S.
[Percentage of visitors who were not likely to revisit]



- About half of U.S. visitors from 2005 to 2010 who do not plan to return would rather visit a new destination (Figure 10).
- A similar percentage of U.S. visitors in 2010 felt that Hawai'i did not offer enough value for the price (23.2%) or was too crowded (9.4%) compared to the previous year.
- Fewer U.S. visitors felt that the flight was too long (-4.3 percentage points to 35.4%) or that Hawai'i was too commercial (-3.8 percentage points to 8.4%) compared to 2009.

**Figure 11: Reasons for Not Revisiting Hawai'i – Japan
[Percentage of visitors who were not likely to revisit]**



The percent of Japan visitors who wanted to explore a new destination had been decreasing over the last four years to 46.4 percent in 2010 (Figure 11).

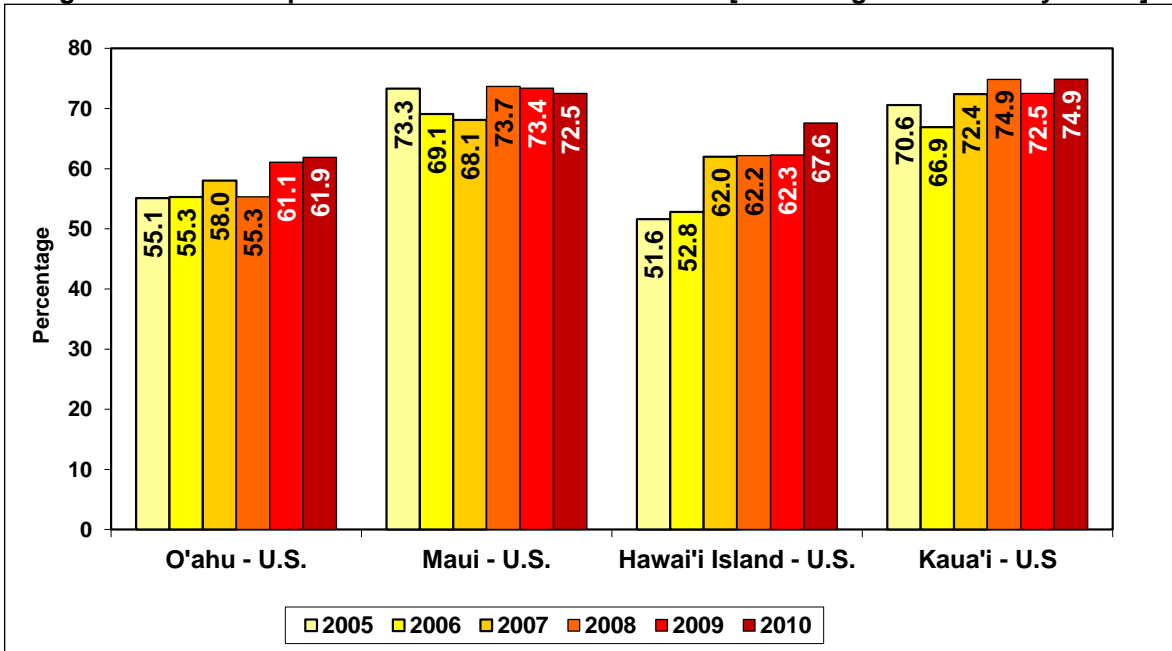
- The percentage of Japan visitors who felt Hawai'i was too commercial (7.3%) or does not offer enough value (6%) was similar to 2009 but lower than 2007 levels.
- A higher percentage of Japan visitors in 2010 said that the flight was too long (+5.7 percentage points to 24.8%) compared to a year ago.

Individual Island Experience (Tables 3.3 and 3.4)

Each island has unique characteristics, activities, and products which resulted in varied visitor experiences. In general, the majority of visitors felt that the islands they visited were *excellent*.

- Among U.S. visitors in 2010, a higher percentage of those who visited Maui or Kaua'i continued to rate these islands as *excellent* compared to those who went to O'ahu or Hawai'i Island (Figure 12).
- *Excellent* ratings by U.S. visitors in 2010 for O'ahu (61.9%), Maui (72.5%) and Kaua'i (74.9%) were comparable to 2009.
- Hawai'i Island's *excellent* ratings of 67.6 percent in 2010 was 5.3 percentage points higher than the previous year.

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



- A similar percentage of Japan visitors gave *excellent* ratings to O'ahu (59.2%), Hawai'i Island (59.7%) and Maui (57.4%) in 2010 (Figure 13).
- *Excellent* ratings for Hawai'i Island from Japan visitors improved 3 percentage points from 2009 to 59.7 percent, the highest in the last six years.
- Significantly fewer Japan visitors in 2010 gave *excellent* ratings to Kaua'i (-10.2 percentage points to 42.8%). Rather, more rated Kaua'i *above average* (+11.7 percentage points to 49.4%) compared to 2009.

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

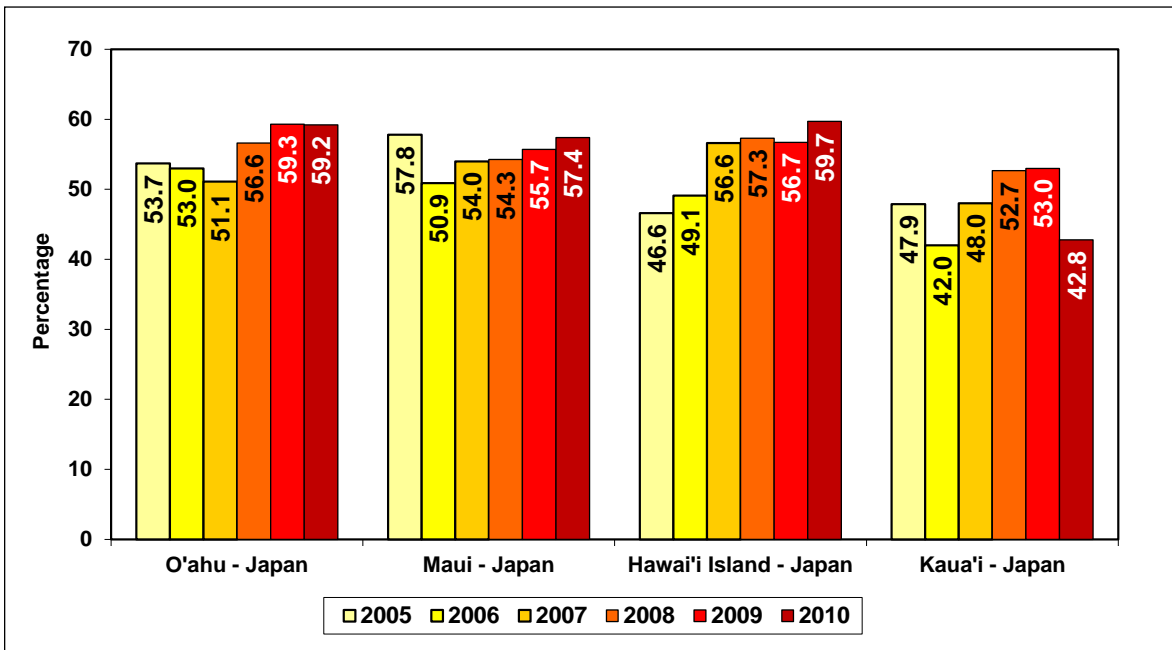
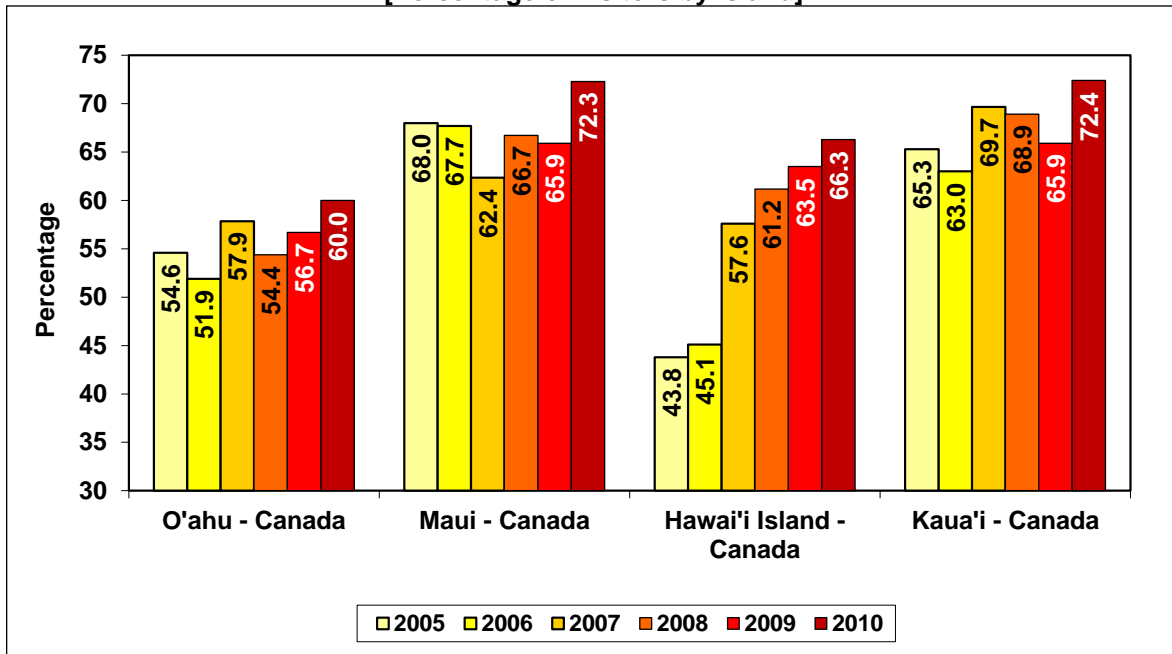


Figure 14: Island Experience Rated as Excellent – Canada
 [Percentage of visitors by Island]



- Visitors from Canada in 2010 found that Kaua'i (72.4%) and Maui (72.3%) were more likely to offer an *excellent* experience (Figure 14).
- Kaua'i's *excellent* rating rose 6.5 percentage points from 2009 while Maui's rating increased 6.4 percentage points. Ratings by Canada visitors for these islands were the highest in six years.
- Canada visitor ratings for Hawai'i Island (66.3%) and O'ahu (60%) were comparable to 2009.

**Table 3.1 2010 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Excellent	72.5	83.3	74.3	76.6	68.8	71.7	76.8	71.1
Above average	25.7	15.7	24.3	21.8	28.9	26.6	21.4	27.1
Below average	1.7	1.0	1.3	1.5	2.3	1.5	1.8	1.6
Poor	0.1	0.0	0.1	0.2	0.0	0.2	0.0	0.2
U.S. WEST								
Excellent	70.6	76.6	74.2	72.0	66.0	70.7	71.3	70.5
Above average	27.7	20.8	24.4	26.7	31.9	27.4	26.4	27.9
Below average	1.6	2.5	1.3	1.1	2.1	1.5	2.3	1.5
Poor	0.2	0.0	0.1	0.3	0.0	0.3	0.0	0.2
U.S. EAST								
Excellent	75.4	87.9	74.6	82.5	72.4	73.2	79.7	72.4
Above average	22.8	12.1	23.9	15.5	24.9	25.3	18.7	25.6
Below average	1.8	0.0	1.4	2.0	2.6	1.4	1.5	2.0
Poor	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1
JAPAN								
Excellent	59.7	77.4	61.7	76.4	59.7	49.4	62.0	58.6
Above average	38.7	22.0	36.8	21.9	38.5	48.5	36.0	39.9
Below average	1.4	0.6	1.5	1.7	1.5	1.8	1.5	1.4
Poor	0.2	0.0	0.0	0.0	0.4	0.2	0.5	0.1
CANADA								
Excellent	71.4	85.7	69.8	71.7	72.3	68.1	75.6	68.9
Above average	27.3	14.3	29.0	27.5	26.8	30.0	22.5	30.0
Below average	1.3	0.0	1.2	0.7	0.9	1.8	1.9	1.0
Poor	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0

**Table 3.2 2009 Overall Rating of Most Recent Vacation to Hawai'i by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Excellent	69.9	82.0	70.8	75.6	70.0	66.2	74.0	68.6
Above average	27.7	16.5	27.3	23.6	27.6	30.5	24.1	28.8
Below average	2.2	1.5	1.9	0.8	2.1	3.2	1.7	2.4
Poor	0.1	0.0	0.0	0.0	0.3	0.1	0.2	0.1
U.S. WEST								
Excellent	68.3	77.4	68.6	75.5	68.5	64.5	75.7	67.1
Above average	29.3	22.5	29.6	24.2	28.5	32.0	22.6	30.3
Below average	2.3	0.1	1.8	0.3	2.6	3.2	1.3	2.4
Poor	0.2	0.0	0.0	0.0	0.5	0.2	0.4	0.2
U.S. EAST								
Excellent	72.3	86.6	75.0	75.7	72.0	68.5	73.2	71.7
Above average	25.4	10.6	22.9	22.7	26.5	28.4	24.8	25.8
Below average	2.2	2.8	2.1	1.4	1.4	3.2	1.9	2.5
Poor	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0
JAPAN								
Excellent	57.6	71.6	60.6	68.9	60.4	46.1	60.0	56.5
Above average	39.9	27.7	37.5	30.2	36.7	50.2	37.9	40.8
Below average	2.4	0.6	1.9	0.9	2.5	3.6	1.9	2.6
Poor	0.1	0.0	0.1	0.0	0.4	0.0	0.1	0.1
CANADA								
Excellent	65.7	75.2	67.9	69.5	69.1	57.9	70.4	63.3
Above average	31.6	23.4	29.5	29.9	28.8	37.5	27.6	33.6
Below average	2.7	1.4	2.6	0.6	2.1	4.4	2.0	3.1
Poor	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
EUROPE								
Excellent	72.4	73.6	73.1	76.6	68.6	73.0	71.8	73.8
Above average	25.1	25.7	26.3	21.6	28.0	23.6	25.6	23.9
Below average	2.4	0.7	0.6	1.8	3.3	3.4	2.5	2.2
Poor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OCEANIA								
Excellent	61.2	61.4	62.8	70.4	68.2	51.4	64.3	58.5
Above average	35.6	34.9	34.9	25.2	30.6	44.1	33.7	37.2
Below average	3.1	3.6	2.3	4.3	1.2	4.3	1.9	4.2
Poor	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.1

**Table 3.3 2010 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada
SATISFACTION - O'ahu					
Excellent	61.9	60.1	63.8	59.2	60.0
Above Average	33.7	35.3	31.9	38.2	35.5
Below Average	3.9	3.8	4.0	2.3	4.4
Poor	0.6	0.8	0.3	0.2	0.1
SATISFACTION - Maui					
Excellent	72.5	69.2	76.8	57.4	72.3
Above Average	25.2	28.7	20.6	37.4	26.1
Below Average	2.3	2.1	2.5	5.2	1.1
Poor	0.0	0.0	0.1	0.0	0.6
SATISFACTION - Moloka'i					
Excellent	52.2	43.6	61.3	14.9	62.2
Above Average	32.5	36.4	28.4	72.3	28.8
Below Average	14.3	18.7	9.5	12.8	9.0
Poor	1.0	1.2	0.8	0.0	0.0
SATISFACTION - Lāna'i					
Excellent	59.4	57.2	61.5	31.0	59.0
Above Average	36.1	38.9	33.5	69.0	33.5
Below Average	3.4	3.5	3.3	0.0	7.1
Poor	1.1	0.4	1.7	0.0	0.4
SATISFACTION - Hawai'i Island					
Excellent	67.6	65.6	69.9	59.7	66.3
Above Average	29.2	30.4	27.8	36.5	31.4
Below Average	3.0	3.8	2.1	3.4	2.3
Poor	0.2	0.2	0.2	0.4	0.0
SATISFACTION - Hilo					
Excellent	55.3	47.6	61.9	47.0	53.8
Above Average	37.1	43.0	32.0	47.3	38.0
Below Average	7.1	9.3	5.1	5.2	7.9
Poor	0.5	0.1	0.9	0.5	0.4
SATISFACTION - Kona					
Excellent	67.9	66.4	69.7	62.0	66.9
Above Average	28.3	28.8	27.5	34.5	30.4
Below Average	3.7	4.4	2.7	3.3	2.7
Poor	0.2	0.4	0.0	0.2	0.0
SATISFACTION - Kaua'i					
Excellent	74.9	73.3	76.9	42.8	72.4
Above Average	22.9	24.0	21.5	49.4	25.5
Below Average	1.7	1.9	1.3	7.8	2.1
Poor	0.6	0.8	0.3	0.0	0.0

**Table 3.4 2009 Overall Rating of Experience on Each Island Visited
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
SATISFACTION - O'ahu							
Excellent	61.1	58.5	63.6	59.3	56.7	62.0	58.1
Above Average	34.9	37.2	32.7	38.2	37.7	29.4	37.0
Below Average	3.5	3.7	3.3	2.3	5.4	6.0	4.3
Poor	0.5	0.5	0.4	0.2	0.2	2.6	0.7
SATISFACTION - Maui							
Excellent	73.4	72.4	74.8	55.7	65.9	66.2	64.6
Above Average	24.4	25.3	23.1	39.4	31.5	32.1	33.3
Below Average	1.9	1.9	2.0	4.7	2.7	1.6	2.1
Poor	0.2	0.3	0.1	0.3	0.0	0.1	0.0
SATISFACTION - Moloka'i							
Excellent	51.0	58.7	44.1	43.4	43.7	44.3	73.7
Above Average	34.2	28.5	39.3	56.6	35.8	42.2	26.3
Below Average	7.8	5.2	10.1	0.0	18.2	10.6	0.0
Poor	7.0	7.6	6.5	0.0	2.3	3.0	0.0
SATISFACTION - Lāna'i							
Excellent	67.6	61.9	73.5	12.2	76.5	79.0	56.0
Above Average	27.3	32.3	22.1	87.8	14.7	17.8	44.0
Below Average	4.8	5.4	4.2	0.0	8.9	2.5	0.0
Poor	0.4	0.5	0.3	0.0	0.0	0.7	0.0
SATISFACTION - Hawai'i Island							
Excellent	62.3	62.3	62.2	56.7	63.5	57.8	55.9
Above Average	33.1	34.0	32.1	39.0	31.7	36.7	38.4
Below Average	3.9	3.5	4.3	4.1	4.6	5.0	5.4
Poor	0.7	0.2	1.3	0.2	0.1	0.5	0.3
SATISFACTION - Hilo							
Excellent	52.6	49.6	55.0	43.1	57.6	54.3	53.3
Above Average	38.8	43.2	35.4	50.2	31.5	35.3	40.0
Below Average	7.8	6.6	8.8	6.3	9.8	8.9	6.2
Poor	0.7	0.6	0.8	0.4	1.1	1.5	0.6
SATISFACTION - Kona							
Excellent	61.3	62.6	59.7	63.3	62.1	56.4	51.8
Above Average	33.3	32.6	34.3	33.0	33.2	37.0	42.5
Below Average	4.4	4.6	4.2	3.6	4.6	5.7	5.1
Poor	1.0	0.2	1.9	0.1	0.1	0.9	0.5
SATISFACTION - Kaua'i							
Excellent	72.5	68.8	77.3	53.0	65.9	69.0	64.0
Above Average	24.5	28.1	19.7	37.7	30.1	26.2	27.2
Below Average	2.8	2.9	2.7	9.3	3.8	3.6	8.1
Poor	0.3	0.2	0.3	0.0	0.2	1.2	0.7

**Table 3.5 2010 Expectations of Vacation by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Exceeded your expectations	41.1	65.9	43.0	49.6	42.1	33.5	57.5	35.7
Met your expectations	57.1	33.1	55.0	49.2	55.6	64.9	40.0	62.7
Did not meet your expectations	1.8	0.9	1.9	1.2	2.3	1.7	2.5	1.6
U.S. WEST								
Exceeded your expectations	37.0	57.4	41.6	43.9	37.2	30.3	52.8	34.4
Met your expectations	61.4	41.4	56.5	55.2	60.5	68.4	44.8	64.1
Did not meet your expectations	1.6	1.2	1.8	0.9	2.3	1.3	2.4	1.5
U.S. EAST								
Exceeded your expectations	47.3	71.9	46.0	57.0	48.6	38.6	59.9	38.6
Met your expectations	50.7	27.3	51.8	41.4	49.1	59.3	37.6	59.7
Did not meet your expectations	2.0	0.8	2.1	1.6	2.3	2.2	2.5	1.7
JAPAN								
Exceeded your expectations	33.1	57.1	33.0	45.7	32.6	22.3	46.1	27.5
Met your expectations	63.4	40.8	63.2	51.3	64.5	73.3	49.3	69.5
Did not meet your expectations	3.5	2.1	3.9	3.0	2.9	4.4	4.6	3.0
CANADA								
Exceeded your expectations	39.2	55.1	43.9	52.3	42.1	27.3	54.1	30.6
Met your expectations	58.9	44.6	54.9	46.1	55.8	70.3	43.1	68.0
Did not meet your expectations	1.9	0.3	1.3	1.6	2.1	2.5	2.8	1.4

**Table 3.6 2009 Expectations of Vacation by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Exceeded your expectations	36.6	58.7	38.1	43.9	38.5	29.6	52.4	31.5
Met your expectations	60.7	40.3	59.3	55.6	58.9	66.9	44.7	66.0
Did not meet your expectations	2.6	1.0	2.7	0.6	2.5	3.6	2.9	2.6
U.S. WEST								
Exceeded your expectations	33.6	53.7	35.4	42.3	35.1	26.6	52.5	30.7
Met your expectations	63.9	46.1	62.0	57.4	62.1	70.4	45.1	66.8
Did not meet your expectations	2.5	0.1	2.7	0.3	2.8	3.0	2.4	2.5
U.S. EAST								
Exceeded your expectations	40.9	63.6	43.2	46.2	42.9	33.7	52.4	33.1
Met your expectations	56.2	34.4	54.2	52.8	55.0	62.1	44.6	64.2
Did not meet your expectations	2.9	2.0	2.6	0.9	2.2	4.3	3.1	2.7
JAPAN								
Exceeded your expectations	32.7	57.1	31.1	46.2	33.8	20.6	47.0	26.0
Met your expectations	63.2	40.4	65.6	51.6	62.2	73.7	49.4	69.7
Did not meet your expectations	4.1	2.5	3.3	2.2	4.0	5.7	3.6	4.3
CANADA								
Exceeded your expectations	36.2	47.9	36.5	45.9	42.4	24.2	50.2	28.9
Met your expectations	60.9	50.6	60.2	52.9	55.4	71.4	46.8	68.1
Did not meet your expectations	3.0	1.4	3.4	1.2	2.2	4.4	3.0	3.0
EUROPE								
Exceeded your expectations	46.3	57.7	51.4	48.7	44.3	39.9	54.9	26.5
Met your expectations	51.1	41.4	48.0	48.2	52.6	57.5	42.4	71.3
Did not meet your expectations	2.5	1.0	0.6	3.2	3.1	2.6	2.7	2.2
OCEANIA								
Exceeded your expectations	31.7	33.7	39.6	46.4	30.2	22.8	41.4	23.5
Met your expectations	64.4	52.3	59.7	46.8	67.9	72.6	55.1	72.2
Did not meet your expectations	3.9	14.1	0.7	6.8	1.9	4.6	3.6	4.3

**Table 3.7 2010 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Very likely	90.3	92.9	91.5	89.5	88.3	91.2	88.5	90.9
Somewhat likely	8.3	6.1	7.2	8.9	9.6	7.9	8.9	8.1
Not too likely	1.3	1.0	1.2	1.4	2.0	0.9	2.4	1.0
Not at all likely	0.1	0.0	0.1	0.2	0.1	0.0	0.2	0.1
U.S. WEST								
Very likely	91.0	93.6	91.3	89.2	89.3	92.6	87.8	91.6
Somewhat likely	7.6	3.9	7.4	9.6	8.5	6.6	9.1	7.3
Not too likely	1.4	2.5	1.2	1.2	2.2	0.8	3.1	1.1
Not at all likely	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1
U.S. EAST								
Very likely	89.2	92.4	92.0	90.0	87.1	88.9	88.9	89.4
Somewhat likely	9.4	7.6	6.8	7.9	11.1	10.1	8.9	9.8
Not too likely	1.2	0.0	1.2	1.6	1.6	1.0	2.0	0.7
Not at all likely	0.1	0.0	0.0	0.4	0.3	0.0	0.3	0.1
JAPAN								
Very likely	74.5	79.8	75.2	79.8	80.0	66.6	66.4	78.0
Somewhat likely	23.0	18.6	22.8	18.5	17.9	29.9	29.5	20.2
Not too likely	2.1	1.7	1.6	1.6	1.5	2.9	3.4	1.5
Not at all likely	0.4	0.0	0.3	0.1	0.6	0.6	0.7	0.3
CANADA								
Very likely	89.5	90.6	91.7	86.1	88.4	90.5	85.4	91.9
Somewhat likely	9.3	9.0	7.0	11.1	11.0	8.5	12.3	7.5
Not too likely	1.0	0.0	1.3	2.3	0.6	0.7	2.0	0.4
Not at all likely	0.2	0.4	0.0	0.5	0.1	0.4	0.3	0.2

**Table 3.8 2009 Likelihood to Recommend Hawai'i as a Vacation Place by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Very likely	88.4	91.6	89.9	87.9	88.1	87.6	84.7	89.6
Somewhat likely	10.3	7.3	9.4	9.7	10.6	11.0	12.9	9.4
Not too likely	1.1	0.6	0.6	2.1	0.7	1.2	1.7	0.9
Not at all likely	0.3	0.5	0.1	0.3	0.5	0.1	0.7	0.1
U.S. WEST								
Very likely	89.4	90.3	89.6	87.9	90.6	88.9	84.8	90.1
Somewhat likely	9.7	9.6	10.1	10.6	8.5	10.0	13.1	9.2
Not too likely	0.6	0.1	0.2	1.5	0.1	1.0	1.0	0.6
Not at all likely	0.3	0.0	0.1	0.0	0.8	0.1	1.1	0.1
U.S. EAST								
Very likely	87.0	92.8	90.4	87.9	84.9	86.0	84.7	88.5
Somewhat likely	11.1	5.1	8.0	8.4	13.3	12.3	12.8	9.9
Not too likely	1.7	1.2	1.4	3.0	1.5	1.6	2.0	1.4
Not at all likely	0.3	0.9	0.1	0.7	0.3	0.2	0.5	0.2
JAPAN								
Very likely	72.9	77.9	74.5	80.2	77.4	64.7	65.9	76.1
Somewhat likely	24.3	19.2	23.7	17.2	20.5	31.4	29.7	21.7
Not too likely	2.4	2.5	1.6	2.1	1.8	3.4	3.8	1.8
Not at all likely	0.4	0.5	0.2	0.6	0.3	0.5	0.6	0.3
CANADA								
Very likely	87.7	88.6	90.2	84.2	89.3	85.6	86.2	88.5
Somewhat likely	11.0	10.0	8.5	14.9	9.3	13.1	11.6	10.7
Not too likely	1.1	0.0	0.9	0.8	1.3	1.3	1.6	0.8
Not at all likely	0.2	1.4	0.4	0.1	0.1	0.1	0.6	0.0
EUROPE								
Very likely	80.7	81.6	79.7	80.8	79.4	82.8	80.2	81.9
Somewhat likely	16.7	17.3	19.2	15.9	17.4	15.1	16.6	16.8
Not too likely	2.4	1.1	1.0	2.5	3.2	2.1	2.8	1.2
Not at all likely	0.2	0.0	0.1	0.8	0.0	0.0	0.3	0.0
OCEANIA								
Very likely	80.2	67.8	82.7	77.1	87.3	76.4	81.7	78.9
Somewhat likely	16.6	28.6	15.0	18.4	11.4	19.3	16.3	17.0
Not too likely	3.1	3.6	2.1	4.5	1.2	4.2	2.0	4.0
Not at all likely	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.2

**Table 3.9 2010 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Very likely	68.6	45.9	70.5	63.4	69.2	71.6	42.5	77.2
Somewhat likely	19.8	34.8	18.9	23.8	19.5	17.3	31.9	15.8
Not too likely	9.8	16.1	8.7	10.9	9.9	9.1	21.2	6.0
Not at all likely	1.9	3.2	1.9	2.0	1.3	2.1	4.3	1.1
U.S. WEST								
Very likely	77.9	60.4	78.2	72.5	78.6	80.4	54.5	81.7
Somewhat likely	15.7	27.5	16.7	20.4	14.0	13.8	28.9	13.5
Not too likely	5.7	10.7	3.8	6.1	7.2	5.1	14.2	4.2
Not at all likely	0.8	1.3	1.3	1.1	0.2	0.8	2.4	0.5
U.S. EAST								
Very likely	54.7	35.6	54.2	51.5	56.7	57.8	36.3	67.3
Somewhat likely	25.9	40.0	23.7	28.2	26.8	22.8	33.5	20.7
Not too likely	15.9	19.9	19.0	17.1	13.5	15.3	24.8	9.7
Not at all likely	3.5	4.4	3.1	3.2	2.9	4.1	5.3	2.2
JAPAN								
Very likely	57.0	32.1	59.3	52.2	67.6	56.9	31.4	68.2
Somewhat likely	30.2	38.1	32.2	36.2	23.2	30.1	42.5	24.9
Not too likely	11.5	26.4	7.9	10.7	8.0	11.8	23.1	6.4
Not at all likely	1.3	3.4	0.6	0.8	1.3	1.1	3.1	0.5
CANADA								
Very likely	62.7	52.7	63.9	51.6	67.2	63.5	42.9	74.1
Somewhat likely	23.6	23.4	23.2	30.8	22.8	21.7	31.4	19.1
Not too likely	11.2	21.7	11.9	14.5	7.3	11.9	20.3	6.0
Not at all likely	2.4	2.2	1.0	3.0	2.6	2.9	5.4	0.7

**Table 3.10 2009 Likelihood to Revisit Hawai'i in the Next 5 Years by Lifestyle
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
U.S. TOTAL								
Very likely	67.7	58.4	65.9	66.8	68.4	69.4	43.1	75.7
Somewhat likely	20.4	25.1	21.1	22.8	19.9	19.0	31.3	16.8
Not too likely	10.1	14.7	11.3	9.0	10.1	9.4	20.9	6.6
Not at all likely	1.8	1.8	1.6	1.3	1.6	2.2	4.8	0.8
U.S. WEST								
Very likely	77.3	74.9	73.1	73.5	79.8	79.9	54.6	80.9
Somewhat likely	16.8	18.8	19.0	22.3	14.5	14.8	30.2	14.7
Not too likely	5.1	5.2	7.0	3.7	5.0	4.4	11.4	4.1
Not at all likely	0.8	1.0	0.9	0.5	0.7	0.9	3.8	0.3
U.S. EAST								
Very likely	53.9	42.0	52.4	56.8	54.3	54.9	37.5	65.0
Somewhat likely	25.5	31.2	25.1	23.6	26.6	24.8	31.8	21.3
Not too likely	17.3	24.2	19.5	17.1	16.4	16.2	25.5	11.8
Not at all likely	3.2	2.6	3.0	2.5	2.8	4.1	5.2	1.9
JAPAN								
Very likely	55.8	28.2	60.6	53.0	63.0	57.2	28.8	68.4
Somewhat likely	30.4	39.2	29.1	33.8	26.5	30.0	42.9	24.6
Not too likely	12.3	29.2	9.4	11.8	9.1	11.4	25.4	6.2
Not at all likely	1.5	3.3	0.9	1.4	1.4	1.4	2.9	0.9
CANADA								
Very likely	62.4	50.2	63.8	51.6	63.4	66.5	40.9	73.5
Somewhat likely	22.9	28.7	22.1	30.9	22.5	19.8	31.7	18.4
Not too likely	12.7	17.8	12.2	15.9	12.0	11.6	23.8	6.9
Not at all likely	2.0	3.3	1.9	1.7	2.2	2.0	3.7	1.2
EUROPE								
Very likely	39.7	26.3	47.4	37.9	41.2	42.1	27.9	67.5
Somewhat likely	29.8	26.2	29.3	27.7	33.0	28.7	32.9	22.4
Not too likely	25.4	41.5	18.1	28.6	22.1	23.0	32.3	9.2
Not at all likely	5.1	6.0	5.1	5.7	3.7	6.3	6.9	1.0
OCEANIA								
Very likely	45.6	37.8	55.6	28.0	47.8	48.0	32.7	56.5
Somewhat likely	32.0	36.7	26.8	35.8	36.0	29.3	36.9	27.9
Not too likely	18.7	25.4	14.8	34.4	12.5	17.4	24.9	13.5
Not at all likely	3.7	0.0	2.8	1.7	3.7	5.3	5.5	2.1

**Table 3.11 2010 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada
RECOMMEND - O'ahu					
Very likely	71.9	72.2	71.6	71.0	74.9
Somewhat likely	20.1	19.2	21.2	25.3	19.2
Not too likely	5.9	6.4	5.3	3.1	4.1
Not at all likely	2.1	2.2	2.0	0.7	1.8
RECOMMEND - Maui					
Very likely	86.2	85.8	86.8	60.5	87.4
Somewhat likely	11.1	11.1	11.1	32.8	10.7
Not too likely	2.2	2.5	1.8	5.2	1.5
Not at all likely	0.5	0.6	0.3	1.6	0.4
RECOMMEND - Moloka'i					
Very likely	53.1	48.7	61.3	24.9	55.1
Somewhat likely	24.7	22.6	28.6	51.4	27.6
Not too likely	17.2	21.3	9.5	17.5	7.0
Not at all likely	5.0	7.4	0.6	6.3	10.2
RECOMMEND - Lāna'i					
Very likely	60.2	55.6	67.6	27.5	56.0
Somewhat likely	20.8	21.6	19.5	52.1	25.2
Not too likely	16.1	18.3	12.5	13.1	10.1
Not at all likely	3.0	4.5	0.5	7.3	8.6
RECOMMEND - Hawai'i Island					
Very likely	76.2	75.5	77.2	63.4	77.1
Somewhat likely	20.1	20.3	19.8	30.6	20.5
Not too likely	2.9	3.1	2.7	4.9	2.3
Not at all likely	0.7	1.0	0.4	1.1	0.2
RECOMMEND - Kona					
Very likely	78.9	79.0	78.9	66.0	77.9
Somewhat likely	17.1	16.5	17.9	28.8	19.6
Not too likely	3.4	3.6	3.0	4.1	2.2
Not at all likely	0.6	0.9	0.2	1.0	0.3
RECOMMEND - Hilo					
Very likely	64.7	61.1	68.7	52.1	61.8
Somewhat likely	23.6	24.2	23.0	38.1	27.2
Not too likely	8.1	10.1	5.9	8.0	8.9
Not at all likely	3.6	4.7	2.4	1.8	2.1
RECOMMEND - Kaua'i					
Very likely	86.8	86.2	87.6	49.3	83.5
Somewhat likely	10.9	11.3	10.3	36.3	12.9
Not too likely	1.8	1.7	1.8	11.8	3.4
Not at all likely	0.6	0.8	0.4	2.6	0.2

**Table 3.12 2009 Likelihood to Recommend Islands
[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
RECOMMEND - O'ahu							
Very likely	71.9	70.6	73.1	68.9	71.8	67.8	74.1
Somewhat likely	20.3	21.2	19.3	28.0	21.8	22.5	20.0
Not too likely	5.5	5.4	5.6	2.8	5.1	7.3	4.9
Not at all likely	2.3	2.8	1.9	0.4	1.3	2.4	1.0
RECOMMEND - Maui							
Very likely	86.4	85.8	87.1	60.1	84.5	76.1	79.3
Somewhat likely	11.3	11.4	11.1	34.2	13.3	20.9	15.9
Not too likely	1.7	2.1	1.2	5.2	1.8	2.7	4.6
Not at all likely	0.6	0.7	0.5	0.5	0.3	0.2	0.2
RECOMMEND - Moloka'i							
Very likely	46.9	45.0	50.0	26.5	66.0	56.4	90.7
Somewhat likely	24.9	22.9	28.2	36.8	20.0	31.5	7.0
Not too likely	17.8	18.6	16.4	30.5	11.0	8.6	2.3
Not at all likely	10.4	13.5	5.4	6.1	3.0	3.5	0.0
RECOMMEND - Lāna'i							
Very likely	54.1	48.0	63.1	36.0	66.3	77.7	88.3
Somewhat likely	23.3	25.5	20.1	39.4	16.8	17.6	4.7
Not too likely	16.4	17.4	14.9	18.9	14.1	3.5	4.7
Not at all likely	6.2	9.2	1.9	5.7	2.7	1.2	2.3
RECOMMEND - Hawai'i Island							
Very likely	73.7	74.1	73.2	60.5	73.9	60.9	66.6
Somewhat likely	20.3	20.9	19.4	33.3	22.2	28.4	28.7
Not too likely	5.1	4.4	5.9	5.0	3.2	9.8	4.4
Not at all likely	0.9	0.5	1.4	1.2	0.8	0.9	0.3
RECOMMEND - Kona							
Very likely	74.5	75.9	72.7	65.4	76.8	60.5	67.3
Somewhat likely	20.0	19.5	20.7	29.3	19.0	29.7	28.3
Not too likely	4.2	3.9	4.7	4.2	3.4	9.0	3.9
Not at all likely	1.2	0.7	1.9	1.0	0.8	0.8	0.4
RECOMMEND - Hilo							
Very likely	61.6	59.7	63.5	52.0	57.2	57.7	62.8
Somewhat likely	25.1	26.6	23.6	35.5	27.5	25.1	30.0
Not too likely	10.0	9.6	10.4	11.0	12.5	14.9	6.3
Not at all likely	3.3	4.1	2.5	1.5	2.7	2.3	0.9
RECOMMEND - Kaua'i							
Very likely	84.9	83.8	86.3	47.8	84.0	77.6	75.6
Somewhat likely	11.5	12.1	10.7	39.0	12.8	15.0	17.6
Not too likely	2.7	3.3	1.9	12.3	2.7	6.9	5.1
Not at all likely	0.9	0.8	1.0	0.9	0.6	0.5	1.8

Source: Hawai'i Tourism Authority

Table 3.13 2010 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	Total	U.S. Total	U.S. West	U.S. East	Japan	Canada
Flight is too long	35.1	35.4	17.2	44.4	24.8	33.8
Too commercial/overdeveloped	8.5	8.4	9.8	7.7	7.3	9.9
Too crowded/congested/traffic	9.3	9.4	14.2	7.1	3.6	7.5
Not enough value for the price/tickets too expensive	22.6	23.2	31.6	19.1	6.0	15.6
Want to go someplace new	50.4	50.0	53.7	48.2	46.4	60.9
Other financial obligations	33.7	34.1	34.7	33.7	17.7	31.6
Poor service	2.9	2.9	6.3	1.2	4.4	1.2
Unfriendly people/felt unwelcome	3.4	3.4	7.5	1.4	3.8	2.5
Poor health/age restriction/getting too old	3.5	3.4	4.6	2.8	11.5	3.1
Other	13.3	13.3	12.6	13.6	30.1	7.5

Table 3.14 2009 Reasons for Not Revisiting Hawai'i
[Percentage of Visitors who are not too likely or not at all likely to revisit Hawai'i in the next 5 years by MMA]

	Total	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Flight is too long	39.4	39.7	19.0	47.8	19.1	32.4	52.8	19.9
Too commercial/overdeveloped	12.4	12.2	16.3	10.5	7.2	12.1	15.5	19.1
Too crowded/congested/traffic	9.3	10.0	13.8	8.4	5.8	6.2	4.1	7.1
Not enough value for the price/tickets too expensive	21.5	22.4	27.0	20.5	8.2	24.8	12.8	13.5
Want to go someplace new	49.3	47.6	52.7	45.5	53.1	63.4	62.3	54.5
Other financial obligations	33.4	34.8	35.3	34.6	26.7	26.1	21.9	28.1
Poor service	1.9	2.0	3.9	1.3	3.9	1.0	0.6	0.8
Unfriendly people/felt unwelcome	3.3	3.5	6.8	2.2	3.0	3.3	1.7	1.7
Poor health/age restriction/getting too old	3.4	3.4	3.4	3.4	13.2	3.2	0.6	3.9
Other	14.6	15.3	18.1	14.1	28.4	8.9	5.4	10.1

4. SATISFACTION AND RATINGS

SATISFACTION AND RATINGS

In general, no Hawai'i destination was found to be more outstanding than the others given that each destination appealed to the various major market areas in different ways. Overall in 2010, many visitors among the top four visitor markets rated shopping, restaurants and transportation on O'ahu higher than the other islands. Maui received higher ratings for accommodations, golf, and parks and beaches. Ratings in this section reflect the percentage of visitors who were *very satisfied*, unless otherwise mentioned.

Detailed Satisfaction Ratings by MMA

U.S. West Visitors (Tables 4.1 to 4.8)

- The majority of U.S. West visitors were *very satisfied* with the accommodations on Kaua'i (80.5%), Maui (78.5%), O'ahu (75.1%), and the Kona side of Hawai'i Island (84.2%). The percentage of U.S. West visitors who were *very satisfied* with accommodations on Kaua'i rose 4.3 percentage points from 2009. Accommodations at these destinations were mainly praised for the locations, cleanliness and comfort, and service.
- Parks and beaches on Kaua'i (78.6%), Maui (78.1%), O'ahu (74.3%), and Kona (73.2%) were also highly praised by U.S. West visitors mainly for the security, facility, and cleanliness and comfort.
- Seven out of ten U.S. West visitors were *very satisfied* with activities/attractions on Kaua'i (74.3%), O'ahu (73.1%), Maui (70.8%), and Kona (70.4%), for the variety, excitement and service.
- Many U.S. West visitors were *very satisfied* with O'ahu's shopping (66.6%). Seven out of ten visitors were *very satisfied* with the sufficient number of shopping places (73.2%) and locations (69.4%), while six out of ten were *very satisfied* with the variety of merchandise (64.1%) and service (60.5%). However, less than 40 percent of the visitors who shopped on O'ahu, Maui, Kaua'i, and Kona felt that there was value for their money.
- In 2010, 62.7 percent of U.S. West visitors were *very satisfied* with O'ahu's restaurants, up from 55.6 percent in 2009. A higher percentage of U.S. West visitors were *very satisfied* with O'ahu's restaurants compared to restaurants at other destinations, and were especially pleased with the location, variety, service and quality. However, only 38.6 percent of the visitors to O'ahu's restaurants and 28 to 30 percent of the visitors to restaurants on Maui, Kaua'i, and Kona were *very satisfied* with the value.
- A higher percentage of U.S. West visitors in 2010 were *very satisfied* with airports on Kaua'i (+5.4 percentage points to 61.7%) and O'ahu (+6.1 percentage points to 59.2%), but fewer were *very satisfied* with Maui's airport (-5.7 percentage points 57.1%) compared to 2009. Over half of the U.S. West visitors were *very satisfied* with the signage, cleanliness and comfort, ease of getting around, and friendliness of workers at these airports. A few (20-30% of the respondents) were *somewhat dissatisfied* or *not satisfied at all* with the availability of food and available of shopping.

U.S. East Visitors (Tables 4.9 to 4.16)

- In 2010, Maui received higher ratings from U.S. East visitors for accommodations, restaurants, golf, activities/attractions and parks and beaches than the other destinations.

- U.S. East visitors felt *very satisfied* with the accommodations on Maui (84.7%), Kauaʻi (83.4%), Oʻahu (77.2%), and Kona (81%); particularly with the locations, cleanliness and comfort, facility and service.
- U.S. East visitors were *very satisfied* with parks and beaches on Maui (83.6%) which increased 8 percentage points from 2009. Parks and beaches on Kauaʻi (81.7%), Oʻahu (78.5%), and Kona (72.4%) were also highly rated for the cleanliness and comfort, facility and security.
- In 2010, four out of five U.S. East visitors were *very satisfied* with golf on Maui (83.5%), Kauaʻi's (79.2%), and Kona (78.7%), particularly with the locations and service provided. However, close to 20 percent were either *somewhat dissatisfied* or *not satisfied at all* with the value for their money with golf courses at these locations.
- Noticeably fewer U.S. East visitors in 2010 were *very satisfied* with restaurants on Oʻahu (-18.5 percentage points to 60.5%). Rather, more visitors were *somewhat satisfied* with Oʻahu's restaurants (+16.5 percentage points to 34.8%) compared to 2009. The percentage of U.S. East visitors who were *very satisfied* with restaurants on Maui (65.8%), Kauaʻi (57.2%), and Kona (53.9%) were similar to 2009.
- A higher percentage of U.S. East visitors in 2010 were *very satisfied* with airports on Maui (+5.2 percentage points to 62.9%) and Kona (+9.1 percentage points to 54.3%), but fewer were *very satisfied* with Oʻahu's airport (-4.1 percentage points 61.7%) compared to 2009.

Japan Visitors (Tables 4.17 to 4.22)

- Japan visitors in 2010 continued to be more critical, with fewer *very satisfied* ratings compared to U.S. and Canada visitors.
- A higher percentage of Japan visitors surveyed were *very satisfied* with the accommodations on Maui (+6.8 percentage points to 67.9%) and Oʻahu (+3.7 percentage points to 51.4%) compared to 2009. Six out of ten Japan visitors were *very satisfied* with the accommodations in Kona (62.1%). Over half were pleased with the location of these accommodations.
- Half of the Japan visitors surveyed were *very satisfied* with parks and beaches on Oʻahu (50.2%), Maui (49.9%) and Kona (46.1%), mainly for the security.
- In 2010, 47.2 percent of Japan visitors were *very satisfied* and 46.3 percent were *somewhat satisfied* with Oʻahu's shopping. Overall, Japan visitors were very pleased with the sufficient number of shopping places (58.3%). One out of three Japan visitors were either *somewhat dissatisfied* or *not satisfied at all* with shopping in Kona (36.1%), largely due to the lack of sufficient number of shopping places and variety of merchandise.
- Golf on Maui (73.2%) received high ratings from Japan visitors. Seven out of ten Japan visitors were very pleased with the location of these golf courses.
- Only one out of four Japan visitors were *very satisfied* with restaurants on Oʻahu (28.5%), Maui (23.4%), and Kona (22.3%). Rather, over half of the Japan visitors were *somewhat satisfied* with restaurants at these destinations.
- Quite a few Japan visitors to Maui (32%) and Kona (42.8%) were disappointed with the transportation (*somewhat dissatisfied* or *not satisfied at all*), especially with the efficiency, convenience and value for their money.

- Less than a quarter of the Japan visitor surveyed in 2010 were *very satisfied* with airports on O‘ahu (24.4%), Maui (17.6%) and Kona (16.1%), rather, over half were *somewhat satisfied* with airports at these destinations. The majority of the Japan visitors were *somewhat dissatisfied* or *not satisfied at all* with the availability of food and shopping, especially at airports on Maui and Kona.

Canada Visitors (Tables 4.23 to 4.30)

- Canada visitors on Maui (85.3%), Kaua‘i (81.3%) and O‘ahu (76.7%) gave high ratings to the parks and beaches in 2010. Visitors had high satisfaction with the cleanliness and comfort, security, and facility.
- A higher percentage of Canada visitors were *very satisfied* with accommodations on Maui (80.1%), Kaua‘i (77.3%), and Kona (77.8%) compared to O‘ahu (67.1%). Canada visitors were *very satisfied* with the accommodations at these destinations for the locations, service, facility, and cleanliness and comfort.
- Three out of four Canada visitors were *very satisfied* with activities/attractions on Maui (76.7%), Kaua‘i (73.3%), and O‘ahu (72.7%) for the variety, excitement and service.
- In 2010, O‘ahu (83%) received higher ratings from Canada visitors for golf than the other destinations. These visitors were especially pleased with the locations and service.
- Similar to the previous year, six out of ten Canada visitor surveyed in 2010 were *very satisfied* with airports on Kaua‘i (60.1%) and O‘ahu (58.1%), while half were *very satisfied* with airports on Maui (49%) and Kona (51.8%). The majority of Canada visitors were *very satisfied* with the friendliness of the workers, signage, cleanliness and comfort, and ease of getting around these airports.

**Table 4.1 2010 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	75.1	21.8	2.7	0.5
Location	81.2	17.2	1.4	0.2
Service	73.0	23.0	3.4	0.6
Facility	66.6	27.0	5.8	0.6
Cleanliness and comfort	72.1	21.1	6.2	0.7
Value for your money	63.9	27.4	7.1	1.6
RESTAURANTS				
Overall	62.7	32.8	4.0	0.6
Location	68.9	27.8	3.2	0.2
Variety	64.0	29.2	6.0	0.7
Service	62.9	31.7	4.4	0.9
Quality	60.5	32.7	6.4	0.4
Value for your money	38.6	43.5	15.2	2.6
SHOPPING				
Overall	66.6	30.4	2.7	0.3
Sufficient shopping places	73.2	24.7	1.8	0.3
Location	69.4	27.8	2.4	0.4
Variety	64.1	30.2	5.2	0.5
Service	60.5	33.8	5.1	0.6
Quality	52.0	41.6	5.5	1.0
Value for your money	38.5	44.3	14.9	2.3
Local/handmade items	52.2	34.3	11.4	2.1
GOLF				
Overall	65.2	33.6	0.0	1.2
Location	62.3	36.6	1.1	0.0
Service	57.9	39.0	3.1	0.0
Value for your money	34.1	42.4	14.8	8.7
ACTIVITIES/ATTRACTIONS				
Overall	73.1	26.0	0.8	0.0
Exciting	67.6	30.4	1.9	0.2
Variety	71.0	27.0	1.9	0.2
Service	67.6	28.9	3.3	0.2
Value for your money	48.2	42.1	7.6	2.1
TRANSPORTATION				
Overall	64.9	29.6	5.5	0.0
Convenience	67.3	27.6	4.8	0.3
Cleanliness and comfort	59.8	32.8	6.2	1.2
Efficiency	63.4	30.4	6.0	0.3
Value for your money	59.8	30.3	8.7	1.2
AIRPORTS				
Overall	59.2	35.3	5.2	0.3
Signage	54.9	37.2	6.3	1.6
Cleanliness and comfort	58.9	34.8	5.2	1.2
Ease of getting around	54.3	34.1	9.3	2.4
Availability of food	42.8	36.4	19.3	1.5
Availability of shopping	48.1	36.8	13.3	1.8
Friendliness of workers	58.2	34.4	5.5	1.8
PARKS & BEACHES				
Overall	74.3	22.8	2.6	0.4
Security	62.1	30.8	5.4	1.7
Facility	65.1	28.0	5.6	1.3
Cleanliness and comfort	62.6	28.9	7.2	1.4

**Table 4.2 2009 O'ahu Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	76.7	19.5	3.4	0.4
Location	81.6	16.3	1.7	0.4
Service	73.7	21.6	3.9	0.9
Facility	71.0	23.4	5.0	0.6
Cleanliness and comfort	73.2	21.6	4.0	1.1
Value for your money	63.3	29.8	5.6	1.3
RESTAURANTS				
Overall	55.6	39.7	3.6	1.1
Location	64.7	31.2	3.7	0.4
Variety	63.8	29.8	5.7	0.8
Service	60.7	33.6	5.0	0.7
Quality	58.9	36.1	4.4	0.6
Value for your money	35.0	45.8	15.8	3.4
SHOPPING				
Overall	64.4	33.4	1.9	0.3
Sufficient shopping places	75.3	22.9	1.9	0.0
Location	71.3	26.6	1.6	0.5
Variety	64.7	30.7	4.0	0.6
Service	62.5	32.5	4.2	0.8
Quality	54.5	41.1	4.2	0.2
Value for your money	38.8	48.0	10.5	2.6
Local/handmade items	52.2	37.3	8.4	2.1
GOLF				
Overall	73.7	25.0	1.3	0.0
Location	69.4	28.0	2.6	0.0
Service	65.7	28.8	3.9	1.7
Value for your money	45.2	38.6	11.7	4.4
ACTIVITIES/ATTRACTIONS				
Overall	73.5	24.3	2.1	0.2
Exciting	65.0	30.5	4.3	0.2
Variety	70.4	25.8	3.6	0.2
Service	69.1	27.4	3.1	0.4
Value for your money	44.6	44.8	9.4	1.2
TRANSPORTATION				
Overall	66.2	29.6	2.6	1.6
Convenience	68.2	26.8	4.0	1.0
Cleanliness and comfort	61.5	33.4	4.1	0.9
Efficiency	64.1	30.2	4.7	1.1
Value for your money	58.9	30.6	8.8	1.7
AIRPORTS				
Overall	53.1	39.6	6.6	0.7
Signage	53.3	37.1	8.0	1.6
Cleanliness and comfort	54.9	37.2	6.8	1.1
Ease of getting around	49.8	36.9	10.6	2.7
Availability of food	40.7	35.6	17.3	6.3
Availability of shopping	45.0	37.1	13.7	4.2
Friendliness of workers	55.7	35.2	7.2	1.9
PARKS & BEACHES				
Overall	74.2	22.4	3.2	0.2
Security	63.2	30.2	5.4	1.2
Facility	64.9	29.1	4.8	1.2
Cleanliness and comfort	62.4	29.7	6.6	1.3

Source: Hawai'i Tourism Authority

**Table 4.3 2010 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	78.5	19.6	1.6	0.3
Location	87.6	11.5	0.8	0.0
Service	70.3	24.0	5.3	0.5
Facility	70.5	24.4	4.6	0.4
Cleanliness and comfort	74.8	20.8	3.7	0.7
Value for your money	62.0	31.0	5.5	1.5
RESTAURANTS				
Overall	59.2	35.8	4.6	0.4
Location	67.9	28.5	3.5	0.1
Variety	61.5	31.1	7.2	0.2
Service	62.4	33.8	3.0	0.8
Quality	62.1	31.8	5.6	0.5
Value for your money	30.5	48.4	18.5	2.6
SHOPPING				
Overall	55.5	42.0	2.4	0.2
Sufficient shopping places	63.5	32.0	4.5	0.0
Location	62.1	33.9	4.0	0.0
Variety	50.6	38.6	10.0	0.8
Service	57.7	36.2	5.6	0.5
Quality	46.3	44.8	8.8	0.2
Value for your money	31.0	50.2	15.9	2.9
Local/handmade items	48.5	39.9	10.5	1.1
GOLF				
Overall	77.9	18.9	2.5	0.7
Location	77.6	19.3	2.4	0.7
Service	72.5	23.6	3.3	0.7
Value for your money	45.8	33.8	14.6	5.8
ACTIVITIES/ATTRACTIONS				
Overall	70.8	27.4	1.8	0.0
Exciting	66.0	30.6	3.4	0.0
Variety	71.4	25.5	3.1	0.0
Service	66.3	30.5	3.2	0.0
Value for your money	42.1	44.2	11.6	2.1
TRANSPORTATION				
Overall	58.8	30.4	9.5	1.3
Convenience	58.0	27.5	11.2	3.4
Cleanliness and comfort	59.7	35.1	5.2	0.0
Efficiency	55.1	34.6	9.6	0.7
Value for your money	52.1	33.9	9.9	4.2
AIRPORTS				
Overall	57.1	37.9	4.2	0.7
Signage	58.0	35.5	5.8	0.7
Cleanliness and comfort	54.8	36.2	8.0	1.0
Ease of getting around	55.4	37.3	6.1	1.3
Availability of food	32.7	39.5	22.4	5.5
Availability of shopping	35.5	43.0	16.5	5.0
Friendliness of workers	52.7	38.4	6.7	2.2
PARKS & BEACHES				
Overall	78.1	21.2	0.7	0.0
Security	59.0	35.2	3.7	2.1
Facility	64.0	31.6	4.3	0.2
Cleanliness and comfort	65.4	29.4	4.8	0.4

**Table 4.4 2009 Maui Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	80.9	17.0	1.9	0.3
Location	87.3	10.5	2.0	0.2
Service	72.8	21.2	4.8	1.2
Facility	74.0	22.1	3.2	0.7
Cleanliness and comfort	77.1	19.5	3.3	0.1
Value for your money	61.6	30.2	7.3	0.9
RESTAURANTS				
Overall	58.2	35.7	5.5	0.5
Location	71.3	24.8	3.5	0.3
Variety	62.0	30.0	6.8	1.2
Service	65.7	28.9	4.5	0.8
Quality	64.4	27.7	6.2	1.7
Value for your money	28.0	44.9	22.7	4.5
SHOPPING				
Overall	56.9	38.1	4.4	0.6
Sufficient shopping places	63.3	31.8	4.3	0.6
Location	61.2	35.4	3.2	0.2
Variety	51.6	38.9	7.9	1.6
Service	60.3	35.1	4.3	0.4
Quality	46.2	45.2	8.3	0.3
Value for your money	27.3	50.3	19.8	2.6
Local/handmade items	49.6	37.8	10.4	2.2
GOLF				
Overall	71.2	26.0	1.0	1.7
Location	76.3	22.2	1.4	0.1
Service	70.6	27.5	1.1	0.8
Value for your money	32.5	33.3	24.6	9.6
ACTIVITIES/ATTRACTIONS				
Overall	71.6	25.7	2.5	0.2
Exciting	69.4	28.0	2.3	0.2
Variety	70.0	26.4	3.4	0.2
Service	70.3	26.6	3.1	0.0
Value for your money	41.3	41.9	15.0	1.7
TRANSPORTATION				
Overall	61.8	28.5	8.6	1.2
Convenience	63.2	25.6	9.1	2.1
Cleanliness and comfort	62.2	30.6	6.1	1.1
Efficiency	59.8	31.3	4.8	4.0
Value for your money	51.5	32.9	11.5	4.1
AIRPORTS				
Overall	62.8	31.6	4.9	0.7
Signage	63.3	31.7	4.5	0.5
Cleanliness and comfort	60.6	32.0	6.5	0.8
Ease of getting around	61.3	32.6	4.9	1.2
Availability of food	36.0	39.5	19.0	5.6
Availability of shopping	36.6	45.5	14.0	3.9
Friendliness of workers	55.8	36.3	6.5	1.3
PARKS & BEACHES				
Overall	82.1	16.8	1.1	0.0
Security	65.6	28.3	4.7	1.4
Facility	68.9	26.8	4.3	0.0
Cleanliness and comfort	70.8	23.6	4.8	0.8

**Table 4.5 2010 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	80.5	16.2	2.2	1.1
Location	83.8	14.2	1.6	0.4
Service	72.4	22.0	4.2	1.4
Facility	71.0	22.4	5.3	1.4
Cleanliness and comfort	78.1	15.2	5.8	0.9
Value for your money	65.5	29.6	3.8	1.1
RESTAURANTS				
Overall	50.2	42.5	6.6	0.7
Location	57.9	36.0	4.8	1.3
Variety	48.6	40.2	8.9	2.3
Service	61.5	32.9	5.4	0.3
Quality	52.5	40.7	6.3	0.5
Value for your money	27.9	50.2	18.0	3.9
SHOPPING				
Overall	45.3	47.9	5.3	1.4
Sufficient shopping places	48.2	40.0	10.3	1.5
Location	52.3	38.2	8.4	1.1
Variety	46.2	39.7	12.1	2.1
Service	56.3	37.8	5.1	0.9
Quality	42.0	48.8	9.0	0.2
Value for your money	31.7	49.8	15.8	2.8
Local/handmade items	44.4	39.9	13.3	2.5
GOLF				
Overall	68.7	25.8	4.9	0.5
Location	70.7	26.9	2.4	0.0
Service	74.5	23.7	1.4	0.5
Value for your money	38.7	45.8	12.3	3.2
ACTIVITIES/ATTRACTIONS				
Overall	74.3	22.8	2.5	0.5
Exciting	70.1	25.6	3.7	0.7
Variety	70.1	24.5	4.7	0.8
Service	71.1	25.4	3.6	0.0
Value for your money	43.9	42.1	10.9	3.1
TRANSPORTATION				
Overall	45.8	39.5	8.4	6.3
Convenience	53.5	31.8	9.5	5.1
Cleanliness and comfort	61.2	32.3	3.0	3.5
Efficiency	52.1	37.9	5.7	4.3
Value for your money	48.3	37.0	12.4	2.4
AIRPORTS				
Overall	61.7	35.0	3.1	0.2
Signage	63.9	31.4	3.5	1.1
Cleanliness and comfort	64.6	31.4	3.7	0.3
Ease of getting around	64.4	30.8	3.1	1.7
Availability of food	34.8	38.2	22.7	4.3
Availability of shopping	37.4	42.9	16.2	3.5
Friendliness of workers	63.2	29.9	5.4	1.5
PARKS & BEACHES				
Overall	78.6	18.4	2.7	0.3
Security	64.6	29.2	5.7	0.5
Facility	64.8	29.7	5.1	0.3
Cleanliness and comfort	64.4	29.6	5.0	1.0

Source: Hawai'i Tourism Authority

**Table 4.6 2009 Kaua'i Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	76.2	21.2	2.5	0.1
Location	82.1	15.5	2.1	0.3
Service	70.8	26.3	2.0	0.8
Facility	68.8	27.6	3.0	0.7
Cleanliness and comfort	76.4	18.9	3.9	0.7
Value for your money	65.1	27.8	5.7	1.4
RESTAURANTS				
Overall	51.1	42.8	5.7	0.4
Location	60.9	33.8	4.4	0.9
Variety	50.8	37.2	10.6	1.4
Service	58.7	35.8	4.6	0.9
Quality	54.8	38.7	6.1	0.4
Value for your money	29.6	51.2	16.3	2.9
SHOPPING				
Overall	46.5	46.0	6.7	0.8
Sufficient shopping places	49.9	41.3	7.9	0.9
Location	49.9	41.8	7.6	0.7
Variety	41.0	47.9	9.0	2.2
Service	53.6	42.1	3.8	0.5
Quality	41.6	48.4	9.5	0.5
Value for your money	26.5	54.3	17.0	2.3
Local/handmade items	41.8	41.9	13.1	3.3
GOLF				
Overall	62.5	28.2	9.2	0.1
Location	69.8	22.2	7.9	0.1
Service	68.4	26.5	5.0	0.0
Value for your money	36.2	37.9	21.4	4.6
ACTIVITIES/ATTRACTIONS				
Overall	73.0	23.3	3.7	0.0
Exciting	67.4	28.9	3.2	0.5
Variety	66.6	27.3	5.5	0.5
Service	69.5	26.8	3.6	0.0
Value for your money	42.3	46.5	9.5	1.7
TRANSPORTATION				
Overall	40.5	30.0	21.1	8.3
Convenience	48.3	26.9	18.0	6.8
Cleanliness and comfort	58.1	26.9	10.1	4.9
Efficiency	51.8	24.1	17.9	6.2
Value for your money	43.2	39.5	7.4	9.9
AIRPORTS				
Overall	56.3	39.2	3.5	1.1
Signage	57.6	34.5	6.4	1.6
Cleanliness and comfort	58.0	34.9	6.8	0.3
Ease of getting around	62.9	29.9	5.9	1.3
Availability of food	29.7	41.7	23.9	4.7
Availability of shopping	35.1	42.6	18.0	4.3
Friendliness of workers	58.3	30.9	8.9	1.9
PARKS & BEACHES				
Overall	78.3	20.4	1.3	0.0
Security	62.2	32.4	4.2	1.3
Facility	62.1	32.4	4.6	0.9
Cleanliness and comfort	60.8	31.5	6.7	1.1

**Table 4.7 2010 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	84.2	14.2	1.3	0.3
Location	80.1	16.3	3.0	0.6
Service	74.3	23.6	1.3	0.7
Facility	77.2	20.7	1.8	0.4
Cleanliness and comfort	82.4	13.6	3.2	0.8
Value for your money	67.1	28.1	4.1	0.7
RESTAURANTS				
Overall	55.9	37.9	5.7	0.6
Location	63.0	29.7	6.2	1.1
Variety	54.4	34.4	9.7	1.5
Service	60.9	33.1	5.4	0.6
Quality	56.4	37.3	5.6	0.7
Value for your money	29.0	51.7	16.4	2.8
SHOPPING				
Overall	52.7	42.6	4.6	0.0
Sufficient shopping places	55.5	37.8	6.4	0.3
Location	56.3	36.3	6.8	0.6
Variety	45.2	44.5	9.4	0.9
Service	57.7	38.7	3.3	0.2
Quality	45.9	48.4	4.9	0.8
Value for your money	31.0	52.9	13.9	2.3
Local/handmade items	47.0	38.1	13.7	1.2
GOLF				
Overall	70.6	25.2	4.2	0.0
Location	69.7	28.3	2.1	0.0
Service	73.3	23.1	2.2	1.3
Value for your money	46.4	31.8	18.2	3.6
ACTIVITIES/ATTRACTIONS				
Overall	70.4	26.2	3.2	0.2
Exciting	66.6	29.7	3.5	0.2
Variety	66.2	29.6	3.6	0.7
Service	70.5	27.5	1.8	0.2
Value for your money	47.4	42.3	8.6	1.7
TRANSPORTATION				
Overall	56.7	27.7	11.5	4.2
Convenience	58.2	27.0	9.8	5.0
Cleanliness and comfort	58.2	32.8	4.8	4.3
Efficiency	60.3	28.3	7.9	3.4
Value for your money	45.2	33.4	19.3	2.0
AIRPORTS				
Overall	52.7	37.2	8.3	1.8
Signage	51.1	36.5	10.1	2.2
Cleanliness and comfort	51.6	36.4	10.4	1.7
Ease of getting around	60.8	30.0	5.9	3.3
Availability of food	24.3	35.9	25.6	14.1
Availability of shopping	28.8	39.1	22.7	9.4
Friendliness of workers	56.5	31.2	10.1	2.1
PARKS & BEACHES				
Overall	73.2	22.6	3.3	1.0
Security	64.9	28.6	5.2	1.3
Facility	66.7	28.7	3.9	0.6
Cleanliness and comfort	64.3	29.4	5.3	1.0

Source: Hawai'i Tourism Authority

**Table 4.8 2009 Kona Detailed Satisfaction Ratings by Category – U.S. West
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	82.7	13.9	2.6	0.7
Location	78.5	17.4	3.5	0.5
Service	77.0	20.0	2.7	0.3
Facility	76.3	19.1	3.6	1.1
Cleanliness and comfort	80.7	15.1	2.8	1.4
Value for your money	69.1	21.9	6.9	2.2
RESTAURANTS				
Overall	51.7	40.2	7.3	0.7
Location	58.8	34.0	5.5	1.7
Variety	53.0	34.6	10.2	2.2
Service	61.7	33.1	4.2	1.1
Quality	57.9	34.1	7.0	1.0
Value for your money	29.0	51.0	16.5	3.4
SHOPPING				
Overall	50.9	41.2	7.4	0.4
Sufficient shopping places	51.1	39.5	8.4	1.1
Location	50.3	38.6	9.8	1.2
Variety	50.4	36.0	12.0	1.5
Service	58.3	32.9	8.8	0.0
Quality	46.1	41.3	11.9	0.7
Value for your money	35.4	46.4	14.8	3.3
Local/handmade items	46.1	37.4	12.5	4.1
GOLF				
Overall	77.5	18.9	3.3	0.2
Location	77.9	18.2	3.7	0.2
Service	73.1	20.5	3.4	3.0
Value for your money	41.9	36.5	15.9	5.6
ACTIVITIES/ATTRACTIONS				
Overall	71.4	24.5	4.0	0.1
Exciting	66.5	30.4	2.5	0.6
Variety	65.1	30.2	4.1	0.5
Service	69.4	26.0	4.5	0.1
Value for your money	43.1	45.9	8.5	2.4
TRANSPORTATION				
Overall	53.7	29.0	9.8	7.5
Convenience	50.3	27.2	12.1	10.5
Cleanliness and comfort	49.4	42.6	8.0	0.1
Efficiency	52.4	28.9	14.7	4.0
Value for your money	42.8	31.9	21.5	3.8
AIRPORTS				
Overall	54.6	31.1	12.5	1.9
Signage	47.2	38.1	12.2	2.5
Cleanliness and comfort	45.9	37.8	14.3	2.0
Ease of getting around	52.5	34.8	10.1	2.6
Availability of food	24.8	29.8	32.3	13.1
Availability of shopping	26.9	33.6	28.5	10.9
Friendliness of workers	50.5	37.5	8.1	3.9
PARKS & BEACHES				
Overall	74.1	23.9	1.5	0.6
Security	62.0	32.7	3.6	1.8
Facility	62.7	32.7	4.4	0.2
Cleanliness and comfort	63.5	32.4	2.2	1.9

Source: Hawai'i Tourism Authority

**Table 4.9 2010 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	77.2	19.7	2.4	0.7
Location	82.1	15.0	2.6	0.2
Service	76.3	18.1	4.1	1.5
Facility	73.1	20.9	4.5	1.5
Cleanliness and comfort	74.8	20.0	3.9	1.4
Value for your money	61.5	29.7	7.0	1.8
RESTAURANTS				
Overall	60.5	34.8	4.4	0.3
Location	72.8	24.1	2.9	0.2
Variety	70.1	24.8	4.5	0.6
Service	69.5	25.0	5.2	0.3
Quality	63.4	31.5	4.8	0.3
Value for your money	39.3	41.0	17.2	2.6
SHOPPING				
Overall	67.9	28.9	2.9	0.3
Sufficient shopping places	76.8	21.9	1.1	0.3
Location	74.2	23.6	1.8	0.4
Variety	69.3	26.5	3.5	0.7
Service	68.5	27.6	3.4	0.6
Quality	58.4	35.6	5.0	0.9
Value for your money	44.3	42.3	11.2	2.2
Local/handmade items	62.5	27.5	7.4	2.6
GOLF				
Overall	72.2	26.2	1.6	0.0
Location	72.8	24.4	2.7	0.0
Service	69.1	24.4	5.0	1.5
Value for your money	51.2	29.6	13.3	5.8
ACTIVITIES/ATTRACTIONS				
Overall	75.4	23.2	1.3	0.2
Exciting	71.5	27.2	0.9	0.5
Variety	73.9	23.7	2.1	0.4
Service	69.9	27.2	2.3	0.5
Value for your money	50.8	38.5	8.6	2.1
TRANSPORTATION				
Overall	69.0	24.1	4.8	2.0
Convenience	68.6	22.4	6.2	2.8
Cleanliness and comfort	69.6	24.6	4.5	1.4
Efficiency	65.8	25.9	5.4	2.9
Value for your money	60.9	28.6	7.3	3.2
AIRPORTS				
Overall	61.7	32.8	4.6	1.0
Signage	58.9	33.8	5.9	1.4
Cleanliness and comfort	61.5	32.2	5.1	1.2
Ease of getting around	59.7	30.4	7.2	2.6
Availability of food	42.8	35.9	17.7	3.6
Availability of shopping	48.1	36.7	12.7	2.5
Friendliness of workers	61.3	32.9	4.1	1.7
PARKS & BEACHES				
Overall	78.5	19.6	1.6	0.3
Security	67.2	27.0	4.6	1.1
Facility	68.7	27.6	2.7	0.9
Cleanliness and comfort	70.1	24.1	4.5	1.3

Source: Hawai'i Tourism Authority

**Table 4.10 2009 O'ahu Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	79.0	18.3	2.3	0.4
Location	83.3	15.8	0.9	0.0
Service	75.7	21.1	2.8	0.4
Facility	73.9	21.7	4.1	0.3
Cleanliness and comfort	77.6	18.1	3.7	0.6
Value for your money	64.1	26.7	7.2	1.9
RESTAURANTS				
Overall	79.0	18.3	2.3	0.4
Location	83.3	15.8	0.9	0.0
Variety	75.7	21.1	2.8	0.4
Service	73.9	21.7	4.1	0.3
Quality	77.6	18.1	3.7	0.6
Value for your money	64.1	26.7	7.2	1.9
SHOPPING				
Overall	67.0	31.5	1.2	0.2
Sufficient shopping places	78.6	20.4	0.9	0.2
Location	73.5	24.7	1.5	0.3
Variety	65.9	30.7	2.5	0.9
Service	65.2	30.9	3.2	0.8
Quality	54.2	40.9	4.5	0.4
Value for your money	35.1	49.8	13.3	1.8
Local/handmade items	54.8	33.2	9.7	2.4
GOLF				
Overall	66.8	29.2	1.1	2.9
Location	78.4	18.0	0.8	2.8
Service	61.1	34.3	2.3	2.2
Value for your money	39.2	47.9	6.5	6.5
ACTIVITIES/ATTRACTIONS				
Overall	77.1	21.3	1.5	0.0
Exciting	72.2	26.1	1.5	0.2
Variety	75.6	21.9	2.3	0.3
Service	71.3	26.0	2.4	0.3
Value for your money	51.2	39.1	8.6	1.1
TRANSPORTATION				
Overall	77.1	21.3	1.5	0.0
Convenience	72.2	26.1	1.5	0.2
Cleanliness and comfort	75.6	21.9	2.3	0.3
Efficiency	71.3	26.0	2.4	0.3
Value for your money	51.2	39.1	8.6	1.1
AIRPORTS				
Overall	65.8	28.3	5.1	0.7
Signage	62.9	31.2	4.9	1.0
Cleanliness and comfort	64.1	29.8	5.4	0.7
Ease of getting around	62.3	28.4	8.3	1.0
Availability of food	43.3	38.2	14.8	3.7
Availability of shopping	49.1	35.2	12.7	3.0
Friendliness of workers	64.9	27.5	6.5	1.2
PARKS & BEACHES				
Overall	77.9	19.5	1.5	1.1
Security	67.5	24.4	6.1	1.9
Facility	69.6	25.9	3.3	1.2
Cleanliness and comfort	69.4	24.6	4.7	1.3

Source: Hawai'i Tourism Authority

**Table 4.11 2010 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	84.7	12.8	2.2	0.3
Location	89.6	9.4	0.6	0.5
Service	78.4	16.4	4.1	1.1
Facility	80.7	15.8	3.4	0.1
Cleanliness and comfort	81.4	14.5	2.8	1.3
Value for your money	62.5	30.5	5.6	1.4
RESTAURANTS				
Overall	65.8	31.0	2.5	0.6
Location	71.4	25.2	3.4	0.1
Variety	63.5	31.6	4.0	0.9
Service	71.6	26.7	1.4	0.3
Quality	69.6	26.1	3.5	0.8
Value for your money	35.0	45.5	17.0	2.5
SHOPPING				
Overall	66.1	31.7	1.8	0.4
Sufficient shopping places	69.5	27.1	2.9	0.5
Location	67.5	30.1	2.0	0.3
Variety	58.9	35.6	4.7	0.8
Service	69.5	28.6	1.9	0.1
Quality	57.8	37.0	4.9	0.3
Value for your money	38.4	49.3	10.3	2.0
Local/handmade items	56.3	33.6	8.4	1.7
GOLF				
Overall	83.5	15.1	0.0	1.4
Location	87.5	11.3	1.3	0.0
Service	79.0	19.1	1.3	0.6
Value for your money	41.6	40.0	14.7	3.6
ACTIVITIES/ATTRACTIONS				
Overall	82.1	16.9	1.1	0.0
Exciting	80.3	18.3	1.3	0.0
Variety	77.6	19.7	2.5	0.2
Service	79.1	19.7	1.2	0.0
Value for your money	50.9	38.9	9.2	0.9
TRANSPORTATION				
Overall	65.6	28.9	5.1	0.5
Convenience	67.3	24.3	6.3	2.1
Cleanliness and comfort	70.0	27.4	1.4	1.3
Efficiency	64.3	27.4	6.2	2.1
Value for your money	62.0	31.7	3.3	3.0
AIRPORTS				
Overall	62.9	31.1	5.2	0.8
Signage	61.9	30.8	6.5	0.8
Cleanliness and comfort	61.0	30.4	6.6	2.0
Ease of getting around	60.1	33.6	5.1	1.3
Availability of food	36.7	39.0	20.6	3.7
Availability of shopping	43.6	41.1	11.6	3.6
Friendliness of workers	58.8	34.7	4.6	1.9
PARKS & BEACHES				
Overall	83.6	13.8	2.4	0.3
Security	71.4	24.3	3.2	1.1
Facility	72.2	25.2	2.0	0.6
Cleanliness and comfort	76.2	20.8	2.5	0.5

Source: Hawai'i Tourism Authority

**Table 4.12 2009 Maui Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	84.4	14.2	1.3	0.0
Location	89.0	10.0	0.9	0.0
Service	82.4	15.9	1.7	0.0
Facility	80.3	17.5	1.9	0.3
Cleanliness and comfort	82.1	15.9	1.5	0.4
Value for your money	59.1	34.1	6.3	0.6
RESTAURANTS				
Overall	65.7	31.4	2.8	0.1
Location	71.0	27.0	1.9	0.1
Variety	64.6	31.2	3.9	0.3
Service	65.9	31.6	2.6	0.0
Quality	65.4	31.7	2.5	0.4
Value for your money	33.1	49.8	14.5	2.7
SHOPPING				
Overall	57.8	38.7	3.4	0.1
Sufficient shopping places	67.1	27.8	5.1	0.1
Location	65.2	29.3	5.5	0.1
Variety	53.2	36.4	9.3	1.1
Service	64.5	32.8	2.4	0.4
Quality	50.9	42.9	5.9	0.2
Value for your money	32.2	49.9	15.4	2.5
Local/handmade items	52.6	37.4	8.3	1.8
GOLF				
Overall	83.6	13.8	1.9	0.6
Location	85.2	13.3	0.9	0.6
Service	69.8	24.8	4.7	0.6
Value for your money	45.7	36.3	15.0	3.0
ACTIVITIES/ATTRACTIONS				
Overall	77.8	20.9	0.9	0.5
Exciting	75.7	22.4	1.6	0.3
Variety	78.8	19.5	1.4	0.3
Service	76.1	22.5	1.0	0.3
Value for your money	45.9	42.0	10.6	1.6
TRANSPORTATION				
Overall	66.1	26.6	4.9	2.4
Convenience	62.4	28.9	5.5	3.2
Cleanliness and comfort	68.8	26.1	4.4	0.7
Efficiency	65.8	25.4	6.9	1.9
Value for your money	52.8	33.5	10.3	3.4
AIRPORTS				
Overall	57.7	37.3	4.8	0.2
Signage	57.7	35.2	5.3	1.9
Cleanliness and comfort	56.3	38.0	5.6	0.2
Ease of getting around	59.6	33.2	6.7	0.5
Availability of food	35.1	41.1	19.4	4.5
Availability of shopping	39.7	43.3	14.9	2.1
Friendliness of workers	58.1	34.1	6.9	0.9
PARKS & BEACHES				
Overall	75.6	22.7	1.7	0.0
Security	66.7	28.9	3.9	0.5
Facility	67.0	30.2	1.8	1.0
Cleanliness and comfort	71.2	25.4	2.8	0.6

Source: Hawai'i Tourism Authority

**Table 4.13 2010 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	83.4	15.3	1.1	0.1
Location	85.0	13.4	1.4	0.3
Service	76.1	20.6	2.7	0.6
Facility	77.9	18.4	3.7	0.0
Cleanliness and comfort	81.3	15.0	3.4	0.3
Value for your money	65.0	30.1	4.1	0.8
RESTAURANTS				
Overall	57.2	37.3	4.9	0.6
Location	62.7	33.5	3.6	0.2
Variety	54.2	35.1	10.5	0.3
Service	64.4	31.4	3.7	0.5
Quality	61.6	32.9	4.2	1.3
Value for your money	31.2	48.2	17.9	2.7
SHOPPING				
Overall	49.4	44.4	5.1	1.1
Sufficient shopping places	52.5	39.2	6.9	1.4
Location	51.7	39.8	8.0	0.5
Variety	47.0	41.4	10.4	1.2
Service	62.0	33.9	3.7	0.4
Quality	44.9	47.4	7.4	0.4
Value for your money	32.6	51.7	14.2	1.6
Local/handmade items	46.3	39.3	12.5	1.8
GOLF				
Overall	79.2	16.6	4.2	0.0
Location	79.1	18.1	2.8	0.0
Service	74.2	22.5	1.7	1.6
Value for your money	45.8	39.2	13.4	1.6
ACTIVITIES/ATTRACTIONS				
Overall	77.7	20.1	1.7	0.5
Exciting	74.4	23.0	2.2	0.4
Variety	72.3	24.2	3.3	0.2
Service	71.3	26.1	2.3	0.3
Value for your money	48.6	39.6	10.8	1.0
TRANSPORTATION				
Overall	53.3	35.9	7.2	3.5
Convenience	55.7	33.1	10.6	0.5
Cleanliness and comfort	55.5	34.9	9.6	0.0
Efficiency	55.7	34.8	8.6	0.9
Value for your money	54.1	33.0	9.5	3.3
AIRPORTS				
Overall	60.3	33.1	6.1	0.5
Signage	61.4	31.6	6.3	0.7
Cleanliness and comfort	61.9	31.9	6.0	0.2
Ease of getting around	62.4	30.5	5.8	1.3
Availability of food	38.1	33.8	25.4	2.8
Availability of shopping	41.1	36.8	19.7	2.5
Friendliness of workers	62.2	30.3	6.0	1.5
PARKS & BEACHES				
Overall	81.7	15.7	2.4	0.3
Security	64.9	30.0	3.8	1.4
Facility	65.2	28.7	5.5	0.6
Cleanliness and comfort	65.6	26.6	7.0	0.9

Source: Hawai'i Tourism Authority

**Table 4.14 2009 Kaua'i Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	81.4	16.2	2.1	0.3
Location	84.1	13.9	1.7	0.4
Service	76.6	19.0	3.4	1.1
Facility	75.5	19.0	4.4	1.1
Cleanliness and comfort	77.8	16.5	4.5	1.3
Value for your money	69.1	25.4	3.8	1.7
RESTAURANTS				
Overall	59.3	34.9	5.2	0.5
Location	62.2	33.6	3.9	0.3
Variety	56.9	33.1	9.0	1.0
Service	62.7	33.2	3.6	0.4
Quality	64.0	30.9	4.4	0.7
Value for your money	32.8	47.1	17.7	2.4
SHOPPING				
Overall	55.2	40.0	4.0	0.8
Sufficient shopping places	53.8	37.8	7.4	1.0
Location	52.7	40.1	6.3	0.9
Variety	49.6	39.4	10.3	0.7
Service	62.8	33.0	3.9	0.3
Quality	48.9	43.1	6.9	1.1
Value for your money	35.1	46.8	15.8	2.2
Local/handmade items	47.6	39.3	10.8	2.3
GOLF				
Overall	82.0	13.1	3.4	1.4
Location	86.6	12.7	0.1	0.5
Service	85.8	12.7	1.0	0.6
Value for your money	49.4	34.2	9.8	6.6
ACTIVITIES/ATTRACTIONS				
Overall	78.7	19.8	0.8	0.7
Exciting	77.3	20.6	1.5	0.5
Variety	77.3	19.2	3.2	0.3
Service	75.9	21.3	2.6	0.2
Value for your money	52.5	37.7	8.5	1.4
TRANSPORTATION				
Overall	55.5	31.4	6.9	6.2
Convenience	55.7	32.5	5.5	6.3
Cleanliness and comfort	60.5	31.1	7.3	1.1
Efficiency	58.1	31.7	6.6	3.6
Value for your money	49.9	33.6	11.5	4.9
AIRPORTS				
Overall	60.0	33.9	4.6	1.5
Signage	59.7	32.2	6.1	2.0
Cleanliness and comfort	62.4	31.2	5.6	0.8
Ease of getting around	63.0	29.1	5.9	2.0
Availability of food	36.3	38.5	20.5	4.7
Availability of shopping	38.8	41.6	16.4	3.2
Friendliness of workers	59.6	32.6	5.2	2.6
PARKS & BEACHES				
Overall	81.0	16.6	1.9	0.5
Security	67.3	26.0	5.9	0.8
Facility	68.2	26.3	4.9	0.6
Cleanliness and comfort	67.7	26.8	4.9	0.6

Source: Hawai'i Tourism Authority

**Table 4.15 2010 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	81.0	16.9	2.0	0.1
Location	79.4	18.5	2.2	0.0
Service	75.8	21.4	2.8	0.1
Facility	74.1	21.9	3.9	0.1
Cleanliness and comfort	78.8	16.7	4.0	0.5
Value for your money	66.2	27.4	4.6	1.8
RESTAURANTS				
Overall	53.9	40.8	4.9	0.4
Location	57.4	36.4	5.0	1.2
Variety	54.7	34.1	9.0	2.2
Service	61.9	32.9	4.6	0.7
Quality	58.5	35.4	5.1	1.0
Value for your money	30.4	53.0	12.7	3.9
SHOPPING				
Overall	48.5	46.4	5.0	0.1
Sufficient shopping places	55.0	35.7	8.2	1.1
Location	54.2	38.4	6.3	1.1
Variety	46.7	44.2	7.6	1.4
Service	61.4	35.6	1.9	1.0
Quality	46.4	44.6	7.7	1.3
Value for your money	29.6	53.0	14.7	2.7
Local/handmade items	44.9	36.7	15.5	2.9
GOLF				
Overall	78.7	16.0	5.4	0.0
Location	76.2	19.0	4.9	0.0
Service	69.9	23.0	7.1	0.0
Value for your money	51.3	31.3	15.1	2.3
ACTIVITIES/ATTRACTIONS				
Overall	70.8	28.5	0.7	0.0
Exciting	70.1	28.7	1.2	0.0
Variety	72.4	25.4	2.0	0.2
Service	71.7	27.0	1.4	0.0
Value for your money	46.6	41.8	9.8	1.7
TRANSPORTATION				
Overall	49.4	34.3	7.9	8.4
Convenience	52.6	28.7	10.4	8.3
Cleanliness and comfort	57.7	33.7	4.7	3.9
Efficiency	53.6	30.6	7.7	8.1
Value for your money	42.4	37.9	10.4	9.3
AIRPORTS				
Overall	54.3	37.4	7.6	0.7
Signage	53.7	36.3	6.1	3.9
Cleanliness and comfort	52.2	38.1	7.3	2.5
Ease of getting around	58.1	30.3	8.7	2.8
Availability of food	26.2	34.3	25.3	14.2
Availability of shopping	29.7	39.2	19.4	11.7
Friendliness of workers	57.3	31.6	8.0	3.1
PARKS & BEACHES				
Overall	72.4	25.0	2.6	0.0
Security	61.3	34.6	3.4	0.7
Facility	65.9	28.7	5.0	0.4
Cleanliness and comfort	65.3	29.7	3.8	1.2

Source: Hawai'i Tourism Authority

**Table 4.16 2009 Kona Detailed Satisfaction Ratings by Category – U.S. East
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	83.5	13.1	3.5	0.0
Location	73.7	23.5	2.7	0.1
Service	76.5	19.2	3.7	0.6
Facility	77.6	16.3	5.6	0.5
Cleanliness and comfort	76.6	17.4	3.9	2.1
Value for your money	66.4	26.2	5.4	1.9
RESTAURANTS				
Overall	54.7	38.4	6.4	0.5
Location	55.7	38.3	5.9	0.1
Variety	52.8	34.8	10.1	2.2
Service	66.4	31.5	1.7	0.4
Quality	60.0	35.6	3.8	0.5
Value for your money	32.2	45.7	18.5	3.6
SHOPPING				
Overall	52.6	42.8	4.6	0.1
Sufficient shopping places	53.9	37.5	8.0	0.6
Location	53.8	39.5	6.7	0.0
Variety	50.4	38.8	10.0	0.7
Service	55.7	40.8	3.1	0.4
Quality	47.7	45.8	5.7	0.8
Value for your money	30.6	53.9	13.6	1.9
Local/handmade items	43.3	42.1	13.2	1.3
GOLF				
Overall	81.2	16.0	2.1	0.7
Location	78.1	19.8	2.1	0.0
Service	85.7	9.2	4.1	1.0
Value for your money	37.6	45.1	12.9	4.4
ACTIVITIES/ATTRACTIONS				
Overall	73.2	24.2	1.3	1.3
Exciting	64.2	32.8	1.8	1.2
Variety	67.4	27.0	3.9	1.7
Service	66.5	31.2	2.2	0.0
Value for your money	46.4	41.4	10.7	1.5
TRANSPORTATION				
Overall	57.8	37.2	2.1	2.9
Convenience	54.7	40.9	2.0	2.4
Cleanliness and comfort	58.5	38.1	2.0	1.4
Efficiency	52.0	40.9	4.7	2.4
Value for your money	41.8	47.1	9.2	1.9
AIRPORTS				
Overall	45.2	39.8	11.2	3.7
Signage	46.7	39.2	11.0	3.2
Cleanliness and comfort	43.2	39.8	11.6	5.5
Ease of getting around	46.3	38.7	12.0	2.9
Availability of food	18.9	29.7	34.9	16.5
Availability of shopping	21.4	38.9	26.6	13.1
Friendliness of workers	47.4	39.6	9.4	3.6
PARKS & BEACHES				
Overall	70.9	26.0	2.9	0.3
Security	62.1	29.2	6.9	1.7
Facility	63.0	29.4	6.2	1.5
Cleanliness and comfort	62.9	28.5	6.6	2.0

Source: Hawai'i Tourism Authority

**Table 4.17 2010 O‘ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	51.4	41.9	6.0	0.8
Location	56.6	33.3	8.3	1.7
Service	34.1	50.4	13.4	2.1
Facility	31.6	48.4	17.2	2.8
Cleanliness and comfort	40.6	46.2	11.3	2.0
Value for your money	38.6	48.8	11.1	1.6
RESTAURANTS				
Overall	28.5	56.2	14.4	1.0
Location	35.3	53.8	10.0	0.9
Variety	28.0	50.8	19.1	2.1
Service	25.2	53.6	18.6	2.6
Quality	23.1	50.7	22.2	3.9
Value for your money	18.3	51.2	26.0	4.5
SHOPPING				
Overall	47.2	46.3	6.2	0.4
Sufficient shopping places	58.3	36.2	4.9	0.5
Location	45.9	47.4	6.3	0.4
Variety	44.2	45.2	9.5	1.0
Service	30.4	54.9	13.6	1.1
Quality	28.2	58.6	12.1	1.1
Value for your money	30.8	53.5	14.5	1.2
Local/handmade items	27.9	52.0	18.3	1.8
GOLF				
Overall	40.9	49.5	9.2	0.4
Location	52.3	41.0	6.3	0.4
Service	26.3	49.3	21.4	3.1
Value for your money	24.8	47.0	24.0	4.2
ACTIVITIES/ATTRACTIONS				
Overall	42.4	50.1	7.1	0.3
Exciting	44.7	47.4	7.3	0.6
Variety	38.4	49.6	11.3	0.6
Service	35.0	51.6	12.4	1.1
Value for your money	27.1	50.7	19.5	2.7
TRANSPORTATION				
Overall	43.7	45.9	9.3	1.1
Convenience	44.1	43.8	10.6	1.5
Cleanliness and comfort	34.0	50.7	14.1	1.1
Efficiency	34.8	45.0	17.5	2.8
Value for your money	42.1	46.3	10.0	1.6
AIRPORTS				
Overall	24.4	56.7	17.5	1.4
Signage	23.5	57.2	17.3	2.0
Cleanliness and comfort	23.3	54.0	20.0	2.6
Ease of getting around	17.8	47.3	29.6	5.3
Availability of food	11.1	36.6	43.2	9.1
Availability of shopping	14.0	44.7	34.8	6.5
Friendliness of workers	20.5	53.2	22.2	4.0
PARKS & BEACHES				
Overall	50.2	45.1	4.3	0.5
Security	43.7	48.3	7.0	1.0
Facility	34.1	51.4	13.4	1.1
Cleanliness and comfort	37.9	49.5	11.2	1.5

**Table 4.18 2009 O'ahu Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	47.7	44.6	7.0	0.7
Location	53.7	35.4	9.2	1.8
Service	33.2	50.3	14.7	1.8
Facility	29.3	49.5	18.8	2.4
Cleanliness and comfort	40.4	45.8	11.7	2.2
Value for your money	38.8	47.9	11.7	1.6
RESTAURANTS				
Overall	25.4	59.5	13.7	1.4
Location	33.1	55.7	10.1	1.1
Variety	26.6	53.8	18.1	1.5
Service	23.8	56.5	17.8	1.9
Quality	22.1	51.3	22.2	4.3
Value for your money	17.8	50.8	26.3	5.1
SHOPPING				
Overall	46.0	47.4	6.3	0.3
Sufficient shopping places	58.2	37.0	4.4	0.4
Location	46.7	46.9	6.1	0.4
Variety	46.3	43.2	9.7	0.8
Service	30.6	54.5	14.0	0.9
Quality	27.8	58.2	13.1	0.8
Value for your money	29.2	54.7	15.2	0.9
Local/handmade items	27.2	53.5	17.8	1.5
GOLF				
Overall	39.7	46.8	12.0	1.5
Location	51.1	41.5	6.6	0.8
Service	23.6	45.1	27.2	4.1
Value for your money	25.7	37.0	31.0	6.3
ACTIVITIES/ATTRACTIONS				
Overall	43.0	49.6	6.9	0.4
Exciting	45.2	46.4	7.9	0.5
Variety	39.9	48.4	11.0	0.8
Service	34.5	51.4	13.1	1.0
Value for your money	27.7	50.0	20.1	2.2
TRANSPORTATION				
Overall	44.0	45.7	9.5	0.8
Convenience	45.7	42.6	10.3	1.4
Cleanliness and comfort	32.7	51.9	14.0	1.3
Efficiency	34.2	46.7	16.6	2.5
Value for your money	43.9	45.8	9.0	1.3
AIRPORTS				
Overall	22.7	59.9	16.1	1.3
Signage	24.2	58.2	16.0	1.6
Cleanliness and comfort	23.8	55.4	18.9	1.9
Ease of getting around	19.5	49.8	26.8	3.8
Availability of food	10.6	39.6	42.2	7.6
Availability of shopping	14.6	44.5	34.5	6.4
Friendliness of workers	20.9	54.8	20.6	3.7
PARKS & BEACHES				
Overall	50.5	44.1	5.0	0.3
Security	44.2	48.1	7.1	0.6
Facility	34.5	52.1	12.4	1.0
Cleanliness and comfort	38.7	48.8	11.2	1.3

Source: Hawai'i Tourism Authority

**Table 4.19 2010 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	67.9	26.5	5.6	0.0
Location	68.1	29.3	2.6	0.0
Service	44.4	42.4	12.3	0.9
Facility	45.1	43.8	11.2	0.0
Cleanliness and comfort	54.9	38.0	7.0	0.0
Value for your money	45.5	43.8	10.7	0.0
RESTAURANTS				
Overall	23.4	63.8	10.4	2.4
Location	38.7	50.3	10.1	0.9
Variety	18.1	49.9	29.9	2.0
Service	28.1	55.7	13.2	2.9
Quality	27.1	46.0	21.3	5.5
Value for your money	17.0	55.5	22.1	5.5
SHOPPING				
Overall	21.2	57.0	20.1	1.7
Sufficient shopping places	20.6	51.3	23.8	4.3
Location	28.7	43.5	23.9	3.9
Variety	9.8	58.2	29.3	2.8
Service	15.2	56.7	24.8	3.3
Quality	15.9	60.6	22.5	0.9
Value for your money	18.1	54.2	24.3	3.3
Local/handmade items	15.6	56.8	25.7	1.9
GOLF				
Overall	73.2	26.8	0.0	0.0
Location	70.8	25.8	3.4	0.0
Service	43.3	24.8	31.9	0.0
Value for your money	32.1	30.1	37.9	0.0
ACTIVITIES/ATTRACTIONS				
Overall	43.5	47.7	7.2	1.6
Exciting	40.5	45.2	11.6	2.7
Variety	28.8	44.8	23.7	2.7
Service	36.6	52.2	8.4	2.7
Value for your money	27.5	56.0	13.8	2.7
TRANSPORTATION				
Overall	15.5	52.5	29.0	3.0
Convenience	15.8	36.9	38.0	9.3
Cleanliness and comfort	19.9	54.3	24.3	1.5
Efficiency	10.9	42.3	35.8	11.0
Value for your money	16.3	55.9	21.3	6.5
AIRPORTS				
Overall	17.6	61.5	17.4	3.5
Signage	16.7	56.6	21.6	5.1
Cleanliness and comfort	17.2	59.1	18.4	5.2
Ease of getting around	8.4	56.4	28.8	6.4
Availability of food	5.0	31.8	52.9	10.3
Availability of shopping	8.3	31.4	48.5	11.8
Friendliness of workers	20.9	58.6	16.0	4.6
PARKS & BEACHES				
Overall	49.9	46.3	2.8	0.9
Security	50.0	43.5	5.5	1.0
Facility	37.7	53.4	6.0	2.9
Cleanliness and comfort	46.5	43.2	7.4	2.9

**Table 4.20 2009 Maui Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	61.1	33.8	4.6	0.6
Location	62.8	30.7	5.9	0.6
Service	35.7	55.7	8.0	0.6
Facility	36.9	50.9	12.2	0.0
Cleanliness and comfort	42.9	45.0	12.0	0.0
Value for your money	39.6	49.5	9.0	1.9
RESTAURANTS				
Overall	26.5	55.1	16.0	2.4
Location	45.2	45.2	7.7	1.9
Variety	20.2	48.4	29.0	2.5
Service	28.3	53.5	17.1	1.2
Quality	26.7	45.2	25.8	2.3
Value for your money	17.8	45.5	34.9	1.8
SHOPPING				
Overall	17.3	48.4	34.3	0.0
Sufficient shopping places	24.4	30.4	42.2	3.0
Location	26.7	49.7	18.7	4.8
Variety	16.3	41.8	35.5	6.3
Service	18.0	60.3	20.1	1.7
Quality	13.6	59.3	24.8	2.3
Value for your money	18.9	53.1	25.1	2.9
Local/handmade items	22.7	45.6	27.4	4.2
GOLF				
Overall	48.7	41.8	9.4	0.0
Location	60.1	38.0	1.9	0.0
Service	47.0	38.9	14.1	0.0
Value for your money	27.7	40.4	31.9	0.0
ACTIVITIES/ATTRACTIONS				
Overall	37.6	44.0	18.3	0.0
Exciting	35.6	47.0	17.5	0.0
Variety	20.6	46.1	33.2	0.0
Service	24.1	61.2	14.6	0.0
Value for your money	24.4	55.9	19.7	0.0
TRANSPORTATION				
Overall	20.5	48.9	25.7	5.0
Convenience	16.5	45.4	22.6	15.6
Cleanliness and comfort	17.9	59.0	20.6	2.5
Efficiency	13.2	36.5	40.3	10.0
Value for your money	27.1	43.2	21.4	8.3
AIRPORTS				
Overall	20.4	51.3	24.7	3.6
Signage	14.6	46.1	35.0	4.3
Cleanliness and comfort	19.7	57.6	22.0	0.6
Ease of getting around	19.6	44.0	32.1	4.3
Availability of food	10.9	30.8	45.9	12.5
Availability of shopping	8.8	36.8	40.7	13.6
Friendliness of workers	21.6	53.4	20.2	4.8
PARKS & BEACHES				
Overall	47.5	50.7	1.8	0.0
Security	43.3	50.9	5.2	0.6
Facility	36.8	53.7	9.5	0.0
Cleanliness and comfort	38.3	53.0	8.1	0.6

**Table 4.21 2010 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	62.1	33.2	4.7	0.0
Location	64.5	29.9	5.6	0.0
Service	39.2	48.2	11.9	0.7
Facility	42.2	47.4	10.0	0.5
Cleanliness and comfort	50.9	43.3	5.0	0.8
Value for your money	42.5	48.9	6.7	1.8
RESTAURANTS				
Overall	22.3	58.8	17.1	1.8
Location	40.6	46.9	11.8	0.6
Variety	14.0	48.9	33.3	3.9
Service	21.3	55.5	20.8	2.4
Quality	18.8	51.6	25.9	3.7
Value for your money	16.2	54.2	25.5	4.1
SHOPPING				
Overall	13.9	50.0	32.4	3.7
Sufficient shopping places	13.0	38.1	41.4	7.5
Location	19.2	51.1	25.6	4.0
Variety	10.2	44.7	36.9	8.3
Service	12.6	55.3	29.3	2.7
Quality	11.5	57.9	27.7	3.0
Value for your money	12.4	52.7	30.7	4.2
Local/handmade items	18.4	50.3	28.0	3.3
GOLF				
Overall	58.7	36.0	2.6	2.7
Location	65.9	29.8	3.6	0.8
Service	42.7	48.5	7.1	1.7
Value for your money	39.6	36.3	18.7	5.4
ACTIVITIES/ATTRACTIONS				
Overall	45.0	46.5	7.5	1.0
Exciting	42.9	47.4	8.9	0.8
Variety	32.3	49.4	17.2	1.1
Service	37.6	49.8	11.8	0.9
Value for your money	32.0	48.4	17.0	2.6
TRANSPORTATION				
Overall	15.8	41.4	30.6	12.2
Convenience	14.2	35.9	36.3	13.6
Cleanliness and comfort	15.7	55.4	22.3	6.7
Efficiency	13.7	37.3	37.0	12.1
Value for your money	18.4	41.9	29.3	10.4
AIRPORTS				
Overall	16.1	52.7	27.2	3.9
Signage	17.6	55.1	23.1	4.2
Cleanliness and comfort	17.2	55.6	24.7	2.6
Ease of getting around	16.1	54.0	25.4	4.6
Availability of food	5.3	23.0	50.5	21.2
Availability of shopping	4.4	24.1	49.8	21.6
Friendliness of workers	13.0	56.0	24.1	6.9
PARKS & BEACHES				
Overall	46.1	46.3	6.8	0.8
Security	40.6	51.1	7.7	0.6
Facility	31.0	49.7	18.3	1.0
Cleanliness and comfort	36.7	51.5	11.2	0.6

**Table 4.22 2009 Kona Detailed Satisfaction Ratings by Category – Japan
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	59.8	37.4	2.2	0.6
Location	62.2	31.0	6.2	0.6
Service	44.7	41.8	10.6	2.9
Facility	44.0	42.7	11.0	2.3
Cleanliness and comfort	53.5	37.9	7.6	1.0
Value for your money	47.7	40.8	9.9	1.6
RESTAURANTS				
Overall	20.9	58.1	17.4	3.6
Location	40.1	45.7	12.9	1.3
Variety	16.0	47.0	33.3	3.7
Service	24.5	50.4	22.4	2.7
Quality	19.0	48.3	26.2	6.6
Value for your money	17.9	51.3	24.7	6.1
SHOPPING				
Overall	16.4	48.7	30.0	4.9
Sufficient shopping places	15.4	32.4	41.4	10.8
Location	21.2	49.8	23.5	5.6
Variety	14.3	43.8	32.9	9.0
Service	17.9	59.0	20.0	3.1
Quality	16.1	55.9	22.4	5.6
Value for your money	12.6	54.5	27.3	5.6
Local/handmade items	22.0	47.3	26.0	4.7
GOLF				
Overall	58.6	34.9	6.5	0.0
Location	68.0	27.4	4.7	0.0
Service	46.0	43.9	10.1	0.0
Value for your money	47.2	37.4	14.2	1.1
ACTIVITIES/ATTRACTIONS				
Overall	41.0	48.5	8.3	2.2
Exciting	39.5	48.3	10.0	2.2
Variety	28.3	50.0	18.4	3.3
Service	35.9	49.6	12.8	1.7
Value for your money	32.8	44.9	19.8	2.5
TRANSPORTATION				
Overall	21.1	40.3	27.0	11.6
Convenience	22.0	35.3	26.3	16.4
Cleanliness and comfort	18.6	58.6	17.9	4.9
Efficiency	18.2	43.2	25.7	13.0
Value for your money	21.0	49.2	22.5	7.2
AIRPORTS				
Overall	17.7	55.2	24.0	3.0
Signage	14.9	58.3	24.1	2.6
Cleanliness and comfort	18.1	55.1	21.9	4.9
Ease of getting around	17.7	55.1	21.6	5.7
Availability of food	5.6	24.3	49.7	20.4
Availability of shopping	7.5	26.6	45.3	20.7
Friendliness of workers	16.8	54.4	21.3	7.5
PARKS & BEACHES				
Overall	47.9	43.7	7.1	1.3
Security	44.5	47.7	6.8	1.0
Facility	32.4	50.6	15.5	1.5
Cleanliness and comfort	36.3	48.5	13.2	2.0

Source: Hawai'i Tourism Authority

**Table 4.23 2010 O‘ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	67.1	28.3	4.3	0.3
Location	80.6	17.6	1.4	0.3
Service	67.4	26.2	5.6	0.8
Facility	60.4	32.3	6.1	1.3
Cleanliness and comfort	66.1	24.7	6.8	2.4
Value for your money	62.8	29.3	7.2	0.8
RESTAURANTS				
Overall	54.4	38.8	6.3	0.6
Location	68.8	28.6	2.4	0.2
Variety	62.3	29.8	6.3	1.6
Service	63.7	32.5	3.2	0.7
Quality	55.3	37.5	6.1	1.1
Value for your money	39.4	41.6	15.0	3.9
SHOPPING				
Overall	59.9	36.5	3.2	0.5
Sufficient shopping places	71.8	24.5	3.5	0.2
Location	71.2	26.5	2.1	0.2
Variety	59.9	31.3	7.7	1.1
Service	60.9	34.7	4.2	0.2
Quality	52.7	39.0	7.2	1.2
Value for your money	40.8	43.3	13.7	2.2
Local/handmade items	53.4	33.4	10.8	2.4
GOLF				
Overall	83.0	13.1	3.9	0.0
Location	75.3	15.9	5.8	3.0
Service	75.0	19.2	5.8	0.0
Value for your money	51.3	34.0	11.1	3.6
ACTIVITIES/ATTRACTIONS				
Overall	72.7	25.9	0.9	0.5
Exciting	66.8	31.5	1.3	0.3
Variety	71.0	26.8	2.1	0.0
Service	67.8	30.7	1.0	0.5
Value for your money	45.8	45.2	8.4	0.6
TRANSPORTATION				
Overall	73.8	22.4	3.9	0.0
Convenience	74.4	22.1	2.7	0.7
Cleanliness and comfort	73.0	23.5	3.5	0.0
Efficiency	71.3	23.2	4.8	0.8
Value for your money	66.5	26.6	6.5	0.4
AIRPORTS				
Overall	58.1	37.2	4.5	0.2
Signage	59.2	31.2	8.9	0.8
Cleanliness and comfort	59.4	35.5	4.9	0.3
Ease of getting around	58.5	33.4	7.4	0.7
Availability of food	40.1	39.9	15.9	4.1
Availability of shopping	40.0	46.6	11.1	2.3
Friendliness of workers	60.4	34.3	5.3	0.0
PARKS & BEACHES				
Overall	76.7	20.6	2.1	0.6
Security	67.6	27.0	4.7	0.7
Facility	66.3	28.8	4.1	0.9
Cleanliness and comfort	64.0	29.0	4.7	2.3

Source: Hawai‘i Tourism Authority

**Table 4.24 2009 O‘ahu Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	66.0	29.0	4.6	0.4
Location	81.4	16.9	1.1	0.6
Service	62.5	32.1	5.2	0.2
Facility	56.7	37.5	4.8	0.9
Cleanliness and comfort	63.7	30.4	5.1	0.9
Value for your money	54.5	34.5	8.1	2.9
RESTAURANTS				
Overall	53.9	39.3	5.7	1.0
Location	68.4	29.0	1.8	0.8
Variety	61.9	32.8	4.4	0.9
Service	62.4	34.0	3.5	0.1
Quality	56.1	37.6	5.0	1.3
Value for your money	34.5	47.3	13.9	4.3
SHOPPING				
Overall	61.2	35.8	2.8	0.2
Sufficient shopping places	71.3	27.2	0.9	0.6
Location	66.1	31.6	1.3	0.9
Variety	58.0	34.6	6.6	0.8
Service	60.4	36.5	2.5	0.6
Quality	47.6	47.0	4.2	1.2
Value for your money	35.6	48.2	12.7	3.5
Local/handmade items	45.5	41.3	11.9	1.4
GOLF				
Overall	52.4	43.6	4.0	0.0
Location	53.8	43.1	3.2	0.0
Service	47.5	50.1	2.4	0.0
Value for your money	30.4	57.4	10.0	2.2
ACTIVITIES/ATTRACTIONS				
Overall	67.2	31.5	0.9	0.4
Exciting	57.1	40.2	2.3	0.4
Variety	62.0	35.0	2.3	0.7
Service	61.1	35.4	3.0	0.5
Value for your money	39.2	47.2	11.0	2.7
TRANSPORTATION				
Overall	65.5	30.0	3.9	0.6
Convenience	66.3	28.3	4.5	0.8
Cleanliness and comfort	61.7	32.9	4.0	1.3
Efficiency	64.2	28.8	5.2	1.8
Value for your money	64.0	29.2	4.9	1.9
AIRPORTS				
Overall	59.1	35.6	4.8	0.4
Signage	61.9	31.0	5.9	1.2
Cleanliness and comfort	60.9	33.8	4.8	0.4
Ease of getting around	56.6	36.3	6.3	0.7
Availability of food	33.8	41.0	19.5	5.7
Availability of shopping	33.2	48.1	13.9	4.8
Friendliness of workers	56.9	36.0	5.7	1.3
PARKS & BEACHES				
Overall	76.9	21.1	1.7	0.3
Security	63.9	33.0	2.9	0.2
Facility	65.0	29.2	5.0	0.7
Cleanliness and comfort	63.3	28.8	6.6	1.3

**Table 4.25 2010 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	80.1	17.3	2.4	0.3
Location	84.4	14.2	0.6	0.7
Service	72.1	25.6	1.7	0.6
Facility	74.9	22.0	2.1	1.0
Cleanliness and comfort	74.0	20.5	4.9	0.6
Value for your money	60.8	31.8	5.8	1.5
RESTAURANTS				
Overall	57.5	35.0	6.9	0.6
Location	69.3	26.5	3.2	1.0
Variety	58.6	35.9	4.7	0.8
Service	65.7	31.2	2.9	0.2
Quality	59.3	33.8	6.7	0.3
Value for your money	32.9	50.0	14.2	2.8
SHOPPING				
Overall	58.5	35.5	5.1	0.9
Sufficient shopping places	62.4	32.3	3.8	1.4
Location	60.8	33.9	3.9	1.4
Variety	52.4	38.7	7.6	1.3
Service	63.6	33.4	2.8	0.2
Quality	50.0	44.7	4.9	0.4
Value for your money	36.7	49.9	12.1	1.2
Local/handmade items	46.8	39.6	11.2	2.4
GOLF				
Overall	70.8	24.5	3.5	1.2
Location	72.6	27.0	0.4	0.0
Service	68.6	28.0	3.3	0.0
Value for your money	42.5	35.5	14.8	7.2
ACTIVITIES/ATTRACTIONS				
Overall	76.7	21.4	1.7	0.2
Exciting	67.6	30.6	1.5	0.2
Variety	70.3	27.1	2.2	0.4
Service	69.4	29.1	1.4	0.2
Value for your money	44.8	43.9	8.6	2.7
TRANSPORTATION				
Overall	59.9	32.6	5.2	2.3
Convenience	57.2	34.7	4.4	3.7
Cleanliness and comfort	66.0	30.3	3.7	0.0
Efficiency	61.4	31.1	4.4	3.0
Value for your money	55.4	30.6	8.6	5.4
AIRPORTS				
Overall	49.0	44.9	4.9	1.2
Signage	53.1	40.2	6.2	0.6
Cleanliness and comfort	53.6	39.9	5.9	0.6
Ease of getting around	55.7	40.0	3.8	0.5
Availability of food	27.7	43.7	23.3	5.3
Availability of shopping	27.6	45.9	21.4	5.1
Friendliness of workers	54.3	36.2	7.1	2.4
PARKS & BEACHES				
Overall	85.3	13.6	1.0	0.0
Security	69.2	27.3	2.8	0.7
Facility	69.9	26.7	2.7	0.7
Cleanliness and comfort	71.8	24.2	2.9	1.1

Source: Hawai'i Tourism Authority

**Table 4.26 2009 Maui Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	74.3	22.6	2.4	0.7
Location	84.7	12.4	2.8	0.2
Service	70.7	24.4	4.2	0.7
Facility	68.8	26.2	4.4	0.5
Cleanliness and comfort	71.2	23.9	3.8	1.1
Value for your money	52.5	38.0	7.6	1.9
RESTAURANTS				
Overall	49.6	44.4	5.5	0.5
Location	64.5	32.8	2.1	0.7
Variety	59.2	34.0	5.9	0.9
Service	62.1	33.2	4.5	0.1
Quality	55.0	38.3	5.8	0.9
Value for your money	27.3	49.4	19.3	4.1
SHOPPING				
Overall	48.9	45.7	5.4	0.0
Sufficient shopping places	54.3	40.6	4.5	0.5
Location	52.7	42.2	4.6	0.4
Variety	43.1	42.4	13.6	0.9
Service	57.6	38.7	3.0	0.7
Quality	39.6	52.2	7.5	0.7
Value for your money	28.8	50.7	18.5	2.0
Local/handmade items	41.4	42.6	13.2	2.8
GOLF				
Overall	66.1	29.8	3.1	1.0
Location	76.9	20.7	2.4	0.0
Service	63.8	32.3	3.0	0.9
Value for your money	32.5	34.8	21.6	11.1
ACTIVITIES/ATTRACTIONS				
Overall	67.8	29.9	1.5	0.8
Exciting	59.9	36.6	3.1	0.4
Variety	65.4	31.8	2.2	0.6
Service	62.6	33.7	3.5	0.2
Value for your money	36.6	45.7	14.5	3.2
TRANSPORTATION				
Overall	53.0	33.9	9.8	3.2
Convenience	53.6	34.2	8.3	3.9
Cleanliness and comfort	58.6	36.1	4.2	1.2
Efficiency	54.6	34.5	6.9	4.0
Value for your money	49.8	39.1	7.5	3.6
AIRPORTS				
Overall	51.7	39.6	7.8	0.9
Signage	52.9	37.3	7.8	2.0
Cleanliness and comfort	53.3	39.0	6.3	1.4
Ease of getting around	54.0	37.3	7.5	1.3
Availability of food	24.7	39.0	27.2	9.1
Availability of shopping	24.9	44.1	23.8	7.2
Friendliness of workers	53.1	36.7	8.3	1.8
PARKS & BEACHES				
Overall	80.8	18.0	1.1	0.2
Security	65.8	29.7	4.0	0.4
Facility	65.1	31.2	3.5	0.3
Cleanliness and comfort	68.8	25.8	4.9	0.5

Source: Hawai'i Tourism Authority

**Table 4.27 2010 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	77.3	20.2	2.3	0.3
Location	82.8	14.6	2.5	0.0
Service	74.0	21.9	3.6	0.5
Facility	73.2	23.2	3.1	0.5
Cleanliness and comfort	75.8	17.9	5.6	0.7
Value for your money	64.0	30.6	3.8	1.6
RESTAURANTS				
Overall	49.6	44.3	5.6	0.6
Location	58.7	36.5	4.5	0.3
Variety	53.6	34.9	10.4	1.1
Service	62.8	34.8	1.8	0.6
Quality	55.1	38.7	5.4	0.7
Value for your money	34.8	50.8	12.6	1.8
SHOPPING				
Overall	48.0	46.3	5.1	0.6
Sufficient shopping places	49.6	42.3	6.4	1.7
Location	49.4	43.1	6.5	1.0
Variety	46.4	40.4	11.3	1.9
Service	57.9	38.9	2.9	0.4
Quality	46.1	47.9	5.5	0.5
Value for your money	35.9	53.5	9.5	1.2
Local/handmade items	41.8	45.8	10.4	2.1
GOLF				
Overall	69.1	27.5	2.6	0.9
Location	78.1	16.0	5.1	0.9
Service	67.6	28.6	3.0	0.9
Value for your money	36.3	49.5	9.9	4.3
ACTIVITIES/ATTRACTIONS				
Overall	73.3	24.3	1.5	0.9
Exciting	66.2	30.8	2.3	0.8
Variety	68.3	27.6	3.2	0.9
Service	71.6	27.2	0.9	0.4
Value for your money	49.3	41.2	8.0	1.5
TRANSPORTATION				
Overall	43.6	34.0	10.9	11.5
Convenience	48.2	28.8	13.5	9.5
Cleanliness and comfort	53.9	41.4	2.7	2.0
Efficiency	47.2	36.6	9.3	6.8
Value for your money	49.0	37.4	9.7	4.0
AIRPORTS				
Overall	60.1	33.7	6.0	0.2
Signage	57.1	34.8	5.7	2.3
Cleanliness and comfort	61.1	34.6	4.2	0.2
Ease of getting around	62.2	32.5	3.0	2.3
Availability of food	27.3	46.1	21.6	5.0
Availability of shopping	30.2	47.7	17.9	4.2
Friendliness of workers	61.4	33.8	4.3	0.6
PARKS & BEACHES				
Overall	81.3	17.2	1.3	0.2
Security	65.5	31.5	2.6	0.4
Facility	65.1	28.8	5.4	0.6
Cleanliness and comfort	65.2	28.5	5.2	1.1

Source: Hawai'i Tourism Authority

**Table 4.28 2009 Kaua'i Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	75.3	21.2	2.3	1.3
Location	79.3	17.6	2.5	0.7
Service	67.9	27.2	4.2	0.6
Facility	68.4	26.3	4.1	1.2
Cleanliness and comfort	72.6	21.2	4.7	1.4
Value for your money	58.3	34.7	5.5	1.5
RESTAURANTS				
Overall	46.4	45.9	7.0	0.6
Location	57.1	37.0	5.4	0.5
Variety	42.8	45.4	10.7	1.1
Service	59.2	35.5	4.5	0.8
Quality	55.0	38.0	6.2	0.8
Value for your money	29.1	50.0	17.5	3.4
SHOPPING				
Overall	46.7	45.7	7.0	0.6
Sufficient shopping places	48.2	43.4	7.8	0.6
Location	50.6	42.3	6.2	0.9
Variety	42.3	45.6	11.0	1.1
Service	55.0	40.7	3.5	0.8
Quality	40.4	52.7	6.2	0.6
Value for your money	28.7	52.5	15.9	2.9
Local/handmade items	39.7	46.9	11.0	2.4
GOLF				
Overall	61.1	28.8	6.2	3.9
Location	70.2	26.8	2.1	0.9
Service	64.4	28.7	5.6	1.4
Value for your money	40.2	35.1	19.9	4.8
ACTIVITIES/ATTRACTIONS				
Overall	69.7	28.1	2.0	0.1
Exciting	62.3	33.7	3.5	0.6
Variety	66.1	30.1	3.3	0.4
Service	67.0	30.5	2.3	0.2
Value for your money	42.2	43.2	12.7	2.0
TRANSPORTATION				
Overall	47.9	31.9	7.3	12.9
Convenience	46.7	34.6	7.4	11.3
Cleanliness and comfort	52.0	39.6	3.9	4.5
Efficiency	51.6	31.3	9.3	7.8
Value for your money	45.2	40.2	4.6	9.9
AIRPORTS				
Overall	56.7	37.4	5.3	0.6
Signage	55.9	37.5	6.2	0.4
Cleanliness and comfort	56.8	36.3	5.7	1.1
Ease of getting around	59.7	34.9	5.2	0.2
Availability of food	25.9	40.7	27.1	6.3
Availability of shopping	25.6	45.7	23.6	5.1
Friendliness of workers	55.4	37.5	5.5	1.6
PARKS & BEACHES				
Overall	80.7	17.1	1.6	0.6
Security	67.5	27.3	4.0	1.2
Facility	64.5	30.5	4.0	1.0
Cleanliness and comfort	62.2	29.2	7.2	1.4

Source: Hawai'i Tourism Authority

**Table 4.29 2010 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	77.8	19.8	2.3	0.2
Location	80.7	16.8	2.0	0.5
Service	75.8	20.8	3.2	0.2
Facility	74.4	22.4	3.2	0.0
Cleanliness and comfort	76.9	19.1	3.7	0.4
Value for your money	67.9	28.2	2.9	1.0
RESTAURANTS				
Overall	52.7	41.2	6.0	0.2
Location	61.4	34.8	3.8	0.0
Variety	57.3	35.0	7.0	0.8
Service	63.5	33.2	3.3	0.0
Quality	57.6	36.9	4.8	0.7
Value for your money	39.9	46.5	11.9	1.7
SHOPPING				
Overall	54.1	40.1	5.3	0.5
Sufficient shopping places	57.1	35.4	6.6	0.9
Location	57.1	36.5	5.9	0.5
Variety	51.1	40.7	6.8	1.4
Service	63.0	34.6	2.4	0.0
Quality	50.4	44.8	4.5	0.4
Value for your money	38.3	50.5	10.2	1.0
Local/handmade items	46.7	41.2	9.3	2.7
GOLF				
Overall	75.8	23.0	1.2	0.0
Location	74.4	24.1	0.8	0.7
Service	69.7	29.3	1.0	0.0
Value for your money	43.5	40.4	13.7	2.4
ACTIVITIES/ATTRACTIONS				
Overall	69.4	29.1	1.5	0.0
Exciting	66.2	30.8	3.0	0.0
Variety	68.7	27.6	3.3	0.4
Service	67.9	30.1	1.7	0.3
Value for your money	44.9	44.2	9.5	1.4
TRANSPORTATION				
Overall	49.2	36.0	8.6	6.2
Convenience	47.8	33.5	10.9	7.8
Cleanliness and comfort	56.4	35.8	7.1	0.7
Efficiency	50.1	32.9	10.7	6.3
Value for your money	48.1	34.8	10.9	6.2
AIRPORTS				
Overall	51.8	38.3	8.2	1.7
Signage	49.9	37.4	9.8	2.9
Cleanliness and comfort	51.8	38.5	8.6	1.1
Ease of getting around	56.0	34.5	6.9	2.6
Availability of food	20.4	36.5	30.7	12.3
Availability of shopping	22.1	42.8	24.9	10.2
Friendliness of workers	58.3	35.6	4.7	1.4
PARKS & BEACHES				
Overall	75.4	20.9	3.0	0.7
Security	63.3	30.5	6.1	0.2
Facility	63.0	30.4	5.9	0.7
Cleanliness and comfort	64.1	26.6	7.5	1.9

Source: Hawai'i Tourism Authority

**Table 4.30 2009 Kona Detailed Satisfaction Ratings by Category – Canada
[Percentage of Visitors]**

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Not satisfied at all
ACCOMMODATIONS				
Overall	78.6	18.4	2.7	0.3
Location	82.1	14.7	3.0	0.3
Service	74.3	21.9	3.3	0.5
Facility	74.4	21.1	3.5	0.9
Cleanliness and comfort	75.2	19.4	4.6	0.8
Value for your money	64.9	27.9	5.6	1.5
RESTAURANTS				
Overall	48.1	45.5	5.3	1.1
Location	59.6	34.9	4.8	0.7
Variety	51.9	37.3	10.0	0.9
Service	61.4	35.2	2.3	1.1
Quality	54.6	37.1	7.4	0.9
Value for your money	32.2	46.5	18.0	3.3
SHOPPING				
Overall	52.9	42.6	4.0	0.4
Sufficient shopping places	58.5	34.2	6.3	1.0
Location	57.8	34.7	6.5	1.0
Variety	51.2	37.6	10.2	1.0
Service	62.5	34.1	3.1	0.4
Quality	48.3	44.1	7.1	0.5
Value for your money	38.0	45.2	16.0	0.9
Local/handmade items	46.6	37.2	14.4	1.7
GOLF				
Overall	71.9	24.3	2.8	1.0
Location	76.4	22.4	1.3	0.0
Service	72.2	24.5	2.8	0.4
Value for your money	35.4	38.6	19.6	6.4
ACTIVITIES/ATTRACTIONS				
Overall	67.9	29.5	2.3	0.2
Exciting	63.7	32.3	3.8	0.2
Variety	64.8	30.6	4.3	0.3
Service	67.3	29.5	2.6	0.5
Value for your money	46.6	42.8	8.8	1.7
TRANSPORTATION				
Overall	50.9	31.4	13.3	4.4
Convenience	50.0	29.9	14.0	6.1
Cleanliness and comfort	60.3	32.2	6.0	1.5
Efficiency	56.4	32.3	6.6	4.7
Value for your money	49.6	34.1	10.1	6.2
AIRPORTS				
Overall	47.1	39.4	11.2	2.3
Signage	43.1	38.0	15.0	3.8
Cleanliness and comfort	49.2	39.0	9.9	1.9
Ease of getting around	47.9	37.9	10.6	3.6
Availability of food	20.2	27.7	35.6	16.5
Availability of shopping	21.2	33.9	32.3	12.6
Friendliness of workers	55.0	33.0	9.2	2.7
PARKS & BEACHES				
Overall	78.7	17.3	3.8	0.2
Security	68.0	28.0	3.3	0.8
Facility	66.3	27.4	5.6	0.7
Cleanliness and comfort	64.8	28.7	5.1	1.4

Source: Hawai'i Tourism Authority

**Table 4.31 2010 O'ahu Overall Satisfaction Ratings by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	75.1	72.1	79.7	62.0	75.5	78.3	71.1	76.0
Somewhat satisfied	21.8	27.9	17.6	34.1	20.9	18.7	26.0	20.7
Somewhat dissatisfied	2.7	0.0	1.8	2.9	3.1	3.0	0.8	3.2
Not satisfied at all	0.5	0.0	0.9	0.9	0.5	0.0	2.1	0.1
RESTAURANTS - overall								
Very satisfied	62.7	66.0	59.8	60.4	59.9	67.9	64.2	62.3
Somewhat satisfied	32.8	34.0	34.0	33.6	35.2	29.2	31.0	33.2
Somewhat dissatisfied	4.0	0.0	4.0	6.0	4.4	3.0	3.8	4.0
Not satisfied at all	0.6	0.0	2.2	0.1	0.5	0.0	1.0	0.5
SHOPPING - overall								
Very satisfied	66.6	76.2	66.9	62.0	67.7	66.7	69.1	66.0
Somewhat satisfied	30.4	23.8	30.8	31.9	29.8	30.7	29.2	30.7
Somewhat dissatisfied	2.7	0.0	2.3	6.2	2.5	1.9	1.6	3.0
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.3
GOLF- overall								
Very satisfied	65.2	100.0	72.7	42.9	68.6	55.9	40.6	67.8
Somewhat satisfied	33.6	0.0	27.3	57.1	31.4	40.2	59.4	30.9
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	1.2	0.0	0.0	0.0	0.0	3.9	0.0	1.4
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	73.1	67.5	76.7	72.2	75.2	69.6	77.8	71.8
Somewhat satisfied	26.0	32.5	23.3	26.0	23.5	29.8	22.2	27.1
Somewhat dissatisfied	0.8	0.0	0.0	1.8	1.3	0.5	0.0	1.1
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	64.9	58.0	73.3	49.9	62.1	70.0	69.4	63.5
Somewhat satisfied	29.6	24.3	25.4	41.8	31.1	25.5	26.6	30.5
Somewhat dissatisfied	5.5	17.8	1.3	8.2	6.8	4.5	3.9	6.0
Not satisfied at all	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0
AIRPORTS - overall								
Very satisfied	59.2	41.0	60.7	51.6	60.1	62.6	58.0	59.5
Somewhat satisfied	35.3	51.6	34.1	42.4	35.7	30.8	38.9	34.4
Somewhat dissatisfied	5.2	7.4	4.4	5.1	4.2	6.6	2.5	5.9
Not satisfied at all	0.3	0.0	0.9	0.8	0.0	0.0	0.6	0.2
PARKS & BEACHES - overall								
Very satisfied	74.3	75.5	73.6	75.3	75.8	72.8	79.5	73.0
Somewhat satisfied	22.8	24.5	24.8	23.6	21.0	22.3	17.9	24.0
Somewhat dissatisfied	2.6	0.0	1.3	0.0	2.8	4.9	2.6	2.6
Not satisfied at all	0.4	0.0	0.3	1.0	0.5	0.0	0.0	0.4

**Table 4.32 2010 Maui Overall Satisfaction Ratings by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	78.5	81.2	78.2	70.5	73.5	84.1	82.0	77.9
Somewhat satisfied	19.6	18.8	19.5	25.5	25.4	14.3	13.9	20.5
Somewhat dissatisfied	1.6	0.0	1.8	2.8	1.1	1.6	3.0	1.4
Not satisfied at all	0.3	0.0	0.5	1.2	0.0	0.0	1.1	0.1
RESTAURANTS - overall								
Very satisfied	59.2	74.6	52.0	59.9	51.8	67.6	56.9	59.5
Somewhat satisfied	35.8	25.4	40.0	36.1	42.6	29.0	35.0	35.9
Somewhat dissatisfied	4.6	0.0	7.3	2.9	5.1	3.4	7.0	4.2
Not satisfied at all	0.4	0.0	0.7	1.1	0.5	0.0	1.2	0.3
SHOPPING - overall								
Very satisfied	55.5	51.9	51.6	50.6	53.1	61.1	53.1	55.8
Somewhat satisfied	42.0	48.1	44.4	45.1	44.7	37.4	42.9	41.8
Somewhat dissatisfied	2.4	0.0	4.1	4.3	1.6	1.5	4.0	2.2
Not satisfied at all	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.2
GOLF- overall								
Very satisfied	77.9	100.0	72.5	64.6	87.2	77.0	100.0	75.0
Somewhat satisfied	18.9	0.0	20.4	35.4	10.0	20.8	0.0	21.4
Somewhat dissatisfied	2.5	0.0	4.0	0.0	2.8	2.2	0.0	2.8
Not satisfied at all	0.7	0.0	3.1	0.0	0.0	0.0	0.0	0.8
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	70.8	79.7	68.7	77.8	69.1	70.0	79.1	69.4
Somewhat satisfied	27.4	20.3	30.5	20.8	27.5	28.3	18.2	28.9
Somewhat dissatisfied	1.8	0.0	0.8	1.3	3.3	1.7	2.7	1.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	58.8	45.4	54.8	72.5	58.0	56.9	73.3	56.0
Somewhat satisfied	30.4	54.6	39.5	23.6	21.0	32.7	18.0	32.8
Somewhat dissatisfied	9.5	0.0	5.7	0.2	20.9	8.5	8.6	9.7
Not satisfied at all	1.3	0.0	0.0	3.8	0.1	1.9	0.1	1.5
AIRPORTS - overall								
Very satisfied	57.1	52.5	55.2	48.6	55.9	62.4	54.3	57.6
Somewhat satisfied	37.9	36.6	39.3	44.2	37.0	35.7	41.1	37.4
Somewhat dissatisfied	4.2	10.9	3.4	7.1	6.1	1.9	4.5	4.1
Not satisfied at all	0.7	0.0	2.1	0.0	1.0	0.0	0.0	0.8
PARKS & BEACHES - overall								
Very satisfied	78.1	72.3	79.2	77.3	75.8	79.8	79.9	77.8
Somewhat satisfied	21.2	27.7	20.2	21.3	23.4	19.7	18.7	21.5
Somewhat dissatisfied	0.7	0.0	0.7	1.5	0.8	0.5	1.4	0.6
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Table 4.33 2010 Kaua'i Overall Satisfaction Ratings by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	80.5	75.4	76.2	83.5	74.2	86.2	78.0	80.8
Somewhat satisfied	16.2	24.6	20.4	15.3	17.6	12.1	15.7	16.3
Somewhat dissatisfied	2.2	0.0	2.9	1.2	4.1	1.5	4.5	1.9
Not satisfied at all	1.1	0.0	0.5	0.0	4.1	0.3	1.8	1.0
RESTAURANTS - overall								
Very satisfied	50.2	47.8	46.6	39.2	47.6	57.0	40.3	51.6
Somewhat satisfied	42.5	31.9	48.8	52.7	42.5	37.5	46.9	41.9
Somewhat dissatisfied	6.6	20.3	4.6	6.1	9.2	4.7	12.8	5.7
Not satisfied at all	0.7	0.0	0.0	2.0	0.7	0.7	0.0	0.8
SHOPPING - overall								
Very satisfied	45.3	35.1	46.6	38.4	45.1	47.7	51.2	44.5
Somewhat satisfied	47.9	59.0	47.0	58.8	46.5	45.1	48.8	47.7
Somewhat dissatisfied	5.3	0.0	5.6	0.0	7.6	6.0	0.0	6.1
Not satisfied at all	1.4	5.9	0.8	2.9	0.8	1.3	0.0	1.6
GOLF- overall								
Very satisfied	68.7	100.0	73.1	69.1	63.2	69.0	12.4	69.8
Somewhat satisfied	25.8	0.0	21.7	30.9	27.6	26.1	87.6	24.7
Somewhat dissatisfied	4.9	0.0	5.2	0.0	9.2	4.0	0.0	5.0
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	0.9	0.0	0.5
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	74.3	91.9	67.6	81.3	70.1	76.3	82.4	72.8
Somewhat satisfied	22.8	8.1	30.3	15.8	28.6	18.5	13.9	24.3
Somewhat dissatisfied	2.5	0.0	2.1	2.9	0.9	4.0	3.7	2.3
Not satisfied at all	0.5	0.0	0.0	0.0	0.4	1.1	0.0	0.6
TRANSPORTATION - overall								
Very satisfied	45.8	50.5	57.4	44.2	45.5	37.5	57.2	43.4
Somewhat satisfied	39.5	0.0	31.3	49.7	40.5	44.9	42.8	38.7
Somewhat dissatisfied	8.4	49.5	11.3	0.0	0.0	10.7	0.0	10.2
Not satisfied at all	6.3	0.0	0.0	6.1	14.1	6.9	0.0	7.7
AIRPORTS - overall								
Very satisfied	61.7	65.1	61.2	55.8	57.1	65.8	56.0	62.4
Somewhat satisfied	35.0	31.1	37.6	40.8	36.2	31.7	40.3	34.3
Somewhat dissatisfied	3.1	0.0	1.2	3.4	6.7	2.5	3.7	3.0
Not satisfied at all	0.2	3.9	0.0	0.0	0.0	0.0	0.0	0.2
PARKS & BEACHES - overall								
Very satisfied	78.6	94.1	80.0	91.0	77.8	72.3	84.6	77.7
Somewhat satisfied	18.4	5.9	17.1	9.0	21.0	22.2	15.4	18.8
Somewhat dissatisfied	2.7	0.0	2.9	0.0	1.1	4.7	0.0	3.1
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.3

**Table 4.34 2010 Kona Overall Satisfaction Ratings by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	84.2	100.0	88.9	77.1	78.5	86.7	85.7	84.1
Somewhat satisfied	14.2	0.0	9.7	22.9	18.1	12.3	14.0	14.2
Somewhat dissatisfied	1.3	0.0	0.6	0.0	3.4	0.6	0.2	1.4
Not satisfied at all	0.3	0.0	0.8	0.0	0.0	0.4	0.0	0.4
RESTAURANTS - overall								
Very satisfied	55.9	61.4	54.0	38.6	52.0	63.9	47.8	56.6
Somewhat satisfied	37.9	38.6	36.4	45.2	43.6	33.2	45.4	37.3
Somewhat dissatisfied	5.7	0.0	8.8	13.2	4.4	2.8	6.2	5.6
Not satisfied at all	0.6	0.0	0.8	3.0	0.0	0.1	0.6	0.6
SHOPPING - overall								
Very satisfied	52.7	74.8	36.2	42.7	48.7	66.4	39.5	53.9
Somewhat satisfied	42.6	25.2	57.5	54.4	43.2	31.7	58.6	41.2
Somewhat dissatisfied	4.6	0.0	6.3	2.8	8.0	1.9	1.9	4.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GOLF- overall								
Very satisfied	70.6	64.9	67.4	72.0	63.4	73.9	77.8	70.2
Somewhat satisfied	25.2	35.1	32.6	0.0	26.5	24.0	22.2	25.4
Somewhat dissatisfied	4.2	0.0	0.0	28.0	10.1	2.1	0.0	4.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	70.4	97.9	71.4	63.6	69.8	70.9	79.8	69.5
Somewhat satisfied	26.2	2.1	28.0	31.1	26.5	24.5	16.8	27.1
Somewhat dissatisfied	3.2	0.0	0.6	5.3	3.6	4.1	3.4	3.2
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.2
TRANSPORTATION - overall								
Very satisfied	56.7	100.0	60.9	41.6	51.1	58.6	69.0	55.8
Somewhat satisfied	27.7	0.0	32.1	42.8	30.7	21.2	31.0	27.5
Somewhat dissatisfied	11.5	0.0	3.0	15.5	17.7	11.4	0.0	12.3
Not satisfied at all	4.2	0.0	4.0	0.0	0.5	8.8	0.0	4.4
AIRPORTS - overall								
Very satisfied	52.7	97.9	48.1	42.2	52.3	57.1	50.3	53.0
Somewhat satisfied	37.2	0.0	42.4	44.9	36.5	33.9	41.5	36.8
Somewhat dissatisfied	8.3	2.1	4.2	10.8	10.5	8.6	5.4	8.5
Not satisfied at all	1.8	0.0	5.4	2.1	0.8	0.4	2.8	1.7
PARKS & BEACHES - overall								
Very satisfied	73.2	97.9	74.5	69.7	70.2	74.5	76.0	72.9
Somewhat satisfied	22.6	2.1	23.4	22.6	24.2	21.6	17.1	23.1
Somewhat dissatisfied	3.3	0.0	2.1	4.7	3.8	3.4	6.6	3.0
Not satisfied at all	1.0	0.0	0.1	3.0	1.8	0.5	0.4	1.0

**Table 4.35 2010 O'ahu Overall Satisfaction Ratings by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	77.2	87.6	72.9	79.7	74.8	78.3	80.6	74.2
Somewhat satisfied	19.7	12.4	26.1	16.0	22.6	17.5	16.1	22.9
Somewhat dissatisfied	2.4	0.0	1.1	3.9	1.1	3.8	3.2	1.8
Not satisfied at all	0.7	0.0	0.0	0.4	1.5	0.3	0.2	1.1
RESTAURANTS - overall								
Very satisfied	60.5	39.4	65.3	55.8	60.2	64.1	59.8	61.2
Somewhat satisfied	34.8	47.9	30.1	36.6	35.9	33.0	33.7	35.7
Somewhat dissatisfied	4.4	12.7	4.6	6.5	3.9	2.7	6.3	2.7
Not satisfied at all	0.3	0.0	0.0	1.2	0.0	0.2	0.2	0.4
SHOPPING - overall								
Very satisfied	67.9	63.2	78.5	60.9	67.4	68.5	70.4	65.6
Somewhat satisfied	28.9	32.9	19.5	37.5	28.0	28.6	27.2	30.6
Somewhat dissatisfied	2.9	4.0	1.4	1.7	4.3	2.6	2.0	3.7
Not satisfied at all	0.3	0.0	0.6	0.0	0.3	0.3	0.4	0.2
GOLF- overall								
Very satisfied	72.2	100.0	57.2	82.7	68.8	77.7	76.6	70.2
Somewhat satisfied	26.2	0.0	38.2	17.3	28.9	22.3	23.4	27.5
Somewhat dissatisfied	1.6	0.0	4.6	0.0	2.3	0.0	0.0	2.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	75.4	82.7	79.9	82.1	72.1	71.3	80.0	70.8
Somewhat satisfied	23.2	13.7	16.5	17.9	27.2	26.9	18.6	27.7
Somewhat dissatisfied	1.3	3.6	3.0	0.0	0.7	1.5	1.2	1.4
Not satisfied at all	0.2	0.0	0.6	0.0	0.0	0.3	0.2	0.2
TRANSPORTATION - overall								
Very satisfied	69.0	71.8	74.8	61.4	69.5	70.2	69.0	69.1
Somewhat satisfied	24.1	23.7	21.4	18.6	25.7	26.5	24.1	24.1
Somewhat dissatisfied	4.8	0.0	2.7	15.8	2.8	2.3	6.6	2.8
Not satisfied at all	2.0	4.4	1.1	4.2	2.0	1.1	0.3	4.0
AIRPORTS - overall								
Very satisfied	61.7	74.9	58.5	66.3	55.6	64.5	64.2	59.4
Somewhat satisfied	32.8	25.1	38.7	26.4	37.8	30.1	30.2	35.0
Somewhat dissatisfied	4.6	0.0	2.8	5.4	5.9	4.2	4.9	4.3
Not satisfied at all	1.0	0.0	0.0	1.9	0.8	1.2	0.6	1.2
PARKS & BEACHES - overall								
Very satisfied	78.5	83.0	85.0	87.0	74.0	74.6	82.0	75.2
Somewhat satisfied	19.6	17.0	14.3	13.0	24.4	21.5	16.9	22.2
Somewhat dissatisfied	1.6	0.0	0.7	0.0	1.1	3.6	0.9	2.2
Not satisfied at all	0.3	0.0	0.0	0.0	0.5	0.3	0.2	0.3

**Table 4.36 2010 Maui Overall Satisfaction Ratings by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	84.7	84.6	80.0	81.7	84.6	88.5	90.0	81.4
Somewhat satisfied	12.8	12.0	16.9	16.2	11.7	10.6	8.1	15.7
Somewhat dissatisfied	2.2	3.5	2.6	0.3	3.8	0.9	1.1	2.9
Not satisfied at all	0.3	0.0	0.6	1.7	0.0	0.0	0.8	0.0
RESTAURANTS - overall								
Very satisfied	65.8	72.7	56.8	65.0	63.3	70.9	68.4	64.2
Somewhat satisfied	31.0	23.6	39.4	31.6	33.6	26.5	28.8	32.4
Somewhat dissatisfied	2.5	3.6	3.8	1.7	2.6	1.9	1.7	3.1
Not satisfied at all	0.6	0.2	0.0	1.7	0.6	0.7	1.1	0.4
SHOPPING - overall								
Very satisfied	66.1	57.8	67.1	61.7	68.1	68.3	70.0	63.3
Somewhat satisfied	31.7	39.4	32.9	37.3	29.5	28.2	28.6	33.8
Somewhat dissatisfied	1.8	2.8	0.0	1.0	1.4	3.1	1.2	2.2
Not satisfied at all	0.4	0.0	0.0	0.0	1.0	0.5	0.2	0.6
GOLF- overall								
Very satisfied	83.5	97.7	79.8	100.0	79.0	81.7	89.4	80.4
Somewhat satisfied	15.1	2.3	17.5	0.0	21.0	15.5	9.0	18.3
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	1.4	0.0	2.8	0.0	0.0	2.8	1.6	1.3
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	82.1	76.6	86.2	85.4	81.3	81.1	82.2	82.0
Somewhat satisfied	16.9	21.8	13.0	14.6	16.6	18.5	17.1	16.7
Somewhat dissatisfied	1.1	1.6	0.9	0.0	2.1	0.4	0.7	1.3
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	65.6	37.2	56.6	56.8	75.7	72.8	68.7	63.2
Somewhat satisfied	28.9	59.5	39.6	32.8	19.1	23.1	30.7	27.6
Somewhat dissatisfied	5.1	3.3	3.8	10.4	5.2	2.7	0.6	8.4
Not satisfied at all	0.5	0.0	0.0	0.0	0.0	1.5	0.0	0.8
AIRPORTS - overall								
Very satisfied	62.9	55.4	64.4	54.3	61.3	69.4	60.7	64.2
Somewhat satisfied	31.1	33.1	28.2	38.9	31.3	28.4	31.9	30.6
Somewhat dissatisfied	5.2	10.5	3.8	6.8	7.0	2.0	6.7	4.3
Not satisfied at all	0.8	1.0	3.6	0.0	0.4	0.2	0.7	0.9
PARKS & BEACHES - overall								
Very satisfied	83.6	85.4	79.2	92.0	82.7	82.3	87.1	81.3
Somewhat satisfied	13.8	12.0	16.7	8.0	14.5	14.7	10.6	15.8
Somewhat dissatisfied	2.4	2.5	3.4	0.0	2.7	2.5	1.9	2.6
Not satisfied at all	0.3	0.0	0.8	0.0	0.0	0.5	0.3	0.2

**Table 4.37 2010 Kaua'i Overall Satisfaction Ratings by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	83.4	76.2	79.3	85.0	81.2	87.9	82.5	83.9
Somewhat satisfied	15.3	21.4	19.3	15.0	17.5	10.9	16.1	14.9
Somewhat dissatisfied	1.1	2.4	1.3	0.0	1.3	1.0	1.4	1.0
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
RESTAURANTS - overall								
Very satisfied	57.2	73.6	52.2	48.4	54.1	60.3	59.1	56.2
Somewhat satisfied	37.3	24.0	39.9	43.1	36.4	38.1	34.8	38.6
Somewhat dissatisfied	4.9	0.8	7.2	8.5	8.3	1.6	5.2	4.8
Not satisfied at all	0.6	1.5	0.7	0.0	1.2	0.0	0.9	0.4
SHOPPING - overall								
Very satisfied	49.4	63.3	43.5	49.8	46.0	51.4	56.0	46.0
Somewhat satisfied	44.4	32.5	53.2	42.3	43.9	43.8	37.1	48.2
Somewhat dissatisfied	5.1	4.2	0.0	7.9	8.6	4.5	6.1	4.6
Not satisfied at all	1.1	0.0	3.3	0.0	1.5	0.3	0.7	1.3
GOLF- overall								
Very satisfied	79.2	82.0	72.7	87.8	82.2	77.2	76.1	80.3
Somewhat satisfied	16.6	18.0	24.0	12.2	16.0	15.0	20.2	15.2
Somewhat dissatisfied	4.2	0.0	3.3	0.0	1.9	7.8	3.7	4.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	77.7	91.8	72.5	88.0	74.7	75.9	78.0	77.5
Somewhat satisfied	20.1	8.2	26.8	9.6	20.5	22.4	18.3	21.1
Somewhat dissatisfied	1.7	0.0	0.8	2.4	3.2	1.4	2.9	1.1
Not satisfied at all	0.5	0.0	0.0	0.0	1.5	0.2	0.8	0.3
TRANSPORTATION - overall								
Very satisfied	53.3	51.8	55.1	33.3	60.0	56.5	47.9	56.6
Somewhat satisfied	35.9	48.2	44.9	59.0	21.9	30.1	42.1	32.1
Somewhat dissatisfied	7.2	0.0	0.0	7.7	14.0	6.1	2.2	10.3
Not satisfied at all	3.5	0.0	0.0	0.0	4.1	7.3	7.8	0.9
AIRPORTS - overall								
Very satisfied	60.3	61.1	44.2	63.0	64.0	63.9	60.4	60.2
Somewhat satisfied	33.1	31.9	44.5	33.6	30.8	29.7	31.3	34.1
Somewhat dissatisfied	6.1	7.0	10.6	2.9	4.4	6.1	7.7	5.3
Not satisfied at all	0.5	0.0	0.7	0.5	0.8	0.2	0.6	0.4
PARKS & BEACHES - overall								
Very satisfied	81.7	74.7	78.5	88.1	83.0	81.9	79.5	82.9
Somewhat satisfied	15.7	25.3	19.1	6.7	12.7	16.7	16.4	15.3
Somewhat dissatisfied	2.4	0.0	2.3	5.2	4.0	0.9	3.9	1.5
Not satisfied at all	0.3	0.0	0.0	0.0	0.3	0.5	0.3	0.3

**Table 4.38 2010 Kona Overall Satisfaction Ratings by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	81.0	84.4	85.0	61.7	83.5	70.8	81.6	80.7
Somewhat satisfied	16.9	15.6	15.0	30.7	13.5	25.3	17.1	16.8
Somewhat dissatisfied	2.0	0.0	0.0	7.6	3.0	4.0	1.3	2.4
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
RESTAURANTS - overall								
Very satisfied	53.9	30.4	37.0	56.2	53.0	65.8	55.8	52.9
Somewhat satisfied	40.8	39.6	55.3	39.0	42.3	32.0	39.5	41.6
Somewhat dissatisfied	4.9	30.0	7.7	4.7	3.4	2.2	4.7	4.9
Not satisfied at all	0.4	0.0	0.0	0.0	1.2	0.0	0.0	0.6
SHOPPING - overall								
Very satisfied	48.5	68.7	36.6	39.7	46.1	59.2	46.7	49.4
Somewhat satisfied	46.4	20.0	60.3	55.0	45.9	37.9	47.1	46.0
Somewhat dissatisfied	5.0	11.3	3.1	5.2	8.1	2.7	6.2	4.4
Not satisfied at all	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
GOLF- overall								
Very satisfied	78.7	100.0	87.0	100.0	52.4	76.3	73.0	82.1
Somewhat satisfied	16.0	0.0	2.8	0.0	27.5	23.7	18.4	14.5
Somewhat dissatisfied	5.4	0.0	10.2	0.0	20.1	0.0	8.5	3.4
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	70.8	83.6	71.6	66.8	67.0	74.5	72.6	69.7
Somewhat satisfied	28.5	16.4	25.4	33.2	33.0	25.1	27.2	29.3
Somewhat dissatisfied	0.7	0.0	3.0	0.0	0.0	0.4	0.2	1.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	49.4	42.2	69.6	47.8	41.2	49.7	40.3	55.5
Somewhat satisfied	34.3	57.8	29.7	15.1	44.8	30.1	38.6	31.4
Somewhat dissatisfied	7.9	0.0	0.7	1.5	14.1	8.8	9.2	6.9
Not satisfied at all	8.4	0.0	0.0	35.5	0.0	11.4	11.9	6.1
AIRPORTS - overall								
Very satisfied	54.3	84.3	40.0	58.6	50.3	61.1	54.7	54.1
Somewhat satisfied	37.4	15.7	48.2	33.1	41.5	31.8	35.5	38.5
Somewhat dissatisfied	7.6	0.0	9.7	8.0	7.5	7.0	9.9	6.4
Not satisfied at all	0.7	0.0	2.1	0.3	0.7	0.1	0.0	1.1
PARKS & BEACHES - overall								
Very satisfied	72.4	71.3	65.5	74.7	70.8	76.9	69.3	74.0
Somewhat satisfied	25.0	28.7	32.9	25.3	25.3	19.8	28.3	23.3
Somewhat dissatisfied	2.6	0.0	1.7	0.0	4.0	3.2	2.4	2.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0

Table 4.39 2010 O'ahu Overall Satisfaction Ratings by Lifestyle – Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	51.4	59.8	53.2	52.5	48.9	49.3	50.7	51.6
Somewhat satisfied	41.9	33.3	41.2	40.8	44.1	43.5	42.6	41.5
Somewhat dissatisfied	6.0	6.6	5.0	5.3	6.0	6.4	5.9	6.0
Not satisfied at all	0.8	0.2	0.6	1.4	1.0	0.7	0.8	0.8
RESTAURANTS - overall								
Very satisfied	28.5	32.5	26.4	34.8	29.1	24.9	27.8	28.7
Somewhat satisfied	56.2	51.2	57.3	53.0	57.2	57.8	53.7	57.4
Somewhat dissatisfied	14.4	15.8	15.1	11.8	12.7	16.1	17.2	13.1
Not satisfied at all	1.0	0.5	1.3	0.5	1.0	1.2	1.3	0.8
SHOPPING - overall								
Very satisfied	47.2	56.7	45.2	61.4	47.9	38.0	48.5	46.6
Somewhat satisfied	46.3	40.1	48.4	34.3	46.8	52.2	44.9	46.9
Somewhat dissatisfied	6.2	3.3	5.1	4.0	5.1	9.5	6.3	6.1
Not satisfied at all	0.4	0.0	1.3	0.3	0.2	0.3	0.2	0.5
GOLF- overall								
Very satisfied	40.9	35.0	46.2	45.0	49.4	35.4	34.2	42.2
Somewhat satisfied	49.5	46.8	40.6	55.0	43.3	54.3	48.9	49.7
Somewhat dissatisfied	9.2	18.3	13.1	0.0	7.3	9.5	16.9	7.6
Not satisfied at all	0.4	0.0	0.0	0.0	0.0	0.8	0.0	0.5
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	42.4	60.2	39.9	54.4	38.6	33.6	47.7	39.7
Somewhat satisfied	50.1	35.4	52.3	41.6	55.0	55.2	44.8	52.9
Somewhat dissatisfied	7.1	4.1	7.2	4.0	5.9	11.0	6.9	7.3
Not satisfied at all	0.3	0.3	0.6	0.0	0.4	0.2	0.6	0.2
TRANSPORTATION - overall								
Very satisfied	43.7	56.6	37.9	46.8	39.4	44.0	50.4	40.5
Somewhat satisfied	45.9	35.9	49.7	45.3	48.0	46.1	41.6	47.9
Somewhat dissatisfied	9.3	7.3	10.7	7.7	10.9	8.8	7.6	10.1
Not satisfied at all	1.1	0.2	1.6	0.2	1.7	1.1	0.4	1.5
AIRPORTS - overall								
Very satisfied	24.4	32.5	25.9	31.4	21.3	20.6	25.4	24.0
Somewhat satisfied	56.7	51.0	58.0	52.5	58.9	57.9	52.8	58.5
Somewhat dissatisfied	17.5	16.1	14.1	15.3	17.8	20.4	20.2	16.3
Not satisfied at all	1.4	0.4	2.0	0.8	2.0	1.1	1.7	1.2
PARKS & BEACHES - overall								
Very satisfied	50.2	61.3	52.8	56.3	45.6	46.2	54.0	48.4
Somewhat satisfied	45.1	36.4	42.0	39.1	49.4	48.6	41.4	46.8
Somewhat dissatisfied	4.3	1.8	4.3	4.1	4.7	4.9	3.9	4.5
Not satisfied at all	0.5	0.5	0.9	0.5	0.3	0.3	0.7	0.3

Table 4.40 2010 Maui Overall Satisfaction Ratings by Lifestyle – Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	67.9	57.4	75.3	64.1	68.7	66.9	59.6	69.9
Somewhat satisfied	26.5	42.6	24.7	27.8	18.7	30.2	36.1	24.1
Somewhat dissatisfied	5.6	0.0	0.0	8.1	12.6	2.9	4.4	6.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANTS - overall								
Very satisfied	23.4	21.7	29.6	18.7	35.8	14.8	27.3	22.2
Somewhat satisfied	63.8	78.3	65.1	72.0	50.6	68.5	64.8	63.6
Somewhat dissatisfied	10.4	0.0	5.4	9.2	13.6	11.2	7.9	11.1
Not satisfied at all	2.4	0.0	0.0	0.0	0.0	5.5	0.0	3.2
SHOPPING - overall								
Very satisfied	21.2	40.3	7.4	33.3	19.5	21.4	21.3	21.1
Somewhat satisfied	57.0	38.0	66.2	66.7	61.9	49.9	56.2	57.2
Somewhat dissatisfied	20.1	21.7	26.4	0.0	12.6	28.7	18.6	20.6
Not satisfied at all	1.7	0.0	0.0	0.0	6.1	0.0	3.8	1.1
GOLF- overall								
Very satisfied	73.2	100.0	66.2	100.0	40.5	77.8	49.4	74.8
Somewhat satisfied	26.8	0.0	33.8	0.0	59.5	22.2	50.6	25.2
Somewhat dissatisfied	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	43.5	0.0	53.0	36.1	43.9	47.1	46.0	42.5
Somewhat satisfied	47.7	100.0	24.1	63.9	46.9	44.9	48.4	47.4
Somewhat dissatisfied	7.2	0.0	22.9	0.0	9.3	3.9	5.6	7.9
Not satisfied at all	1.6	0.0	0.0	0.0	0.0	4.0	0.0	2.2
TRANSPORTATION - overall								
Very satisfied	15.5	35.1	0.0	8.5	11.7	23.6	25.2	11.4
Somewhat satisfied	52.5	0.0	72.0	43.1	57.5	52.8	61.1	48.8
Somewhat dissatisfied	29.0	64.9	28.0	48.4	30.7	15.9	13.7	35.6
Not satisfied at all	3.0	0.0	0.0	0.0	0.0	7.7	0.0	4.2
AIRPORTS - overall								
Very satisfied	17.6	26.7	0.0	22.4	9.8	24.9	3.9	21.3
Somewhat satisfied	61.5	73.3	79.3	47.7	71.0	53.9	80.6	56.3
Somewhat dissatisfied	17.4	0.0	20.7	29.9	12.7	17.3	11.6	19.0
Not satisfied at all	3.5	0.0	0.0	0.0	6.5	3.9	3.9	3.4
PARKS & BEACHES - overall								
Very satisfied	49.9	51.4	72.3	82.8	48.2	34.2	34.6	54.1
Somewhat satisfied	46.3	48.6	27.7	17.2	40.6	63.6	61.1	42.3
Somewhat dissatisfied	2.8	0.0	0.0	0.0	7.5	2.2	0.0	3.6
Not satisfied at all	0.9	0.0	0.0	0.0	3.7	0.0	4.3	0.0

Table 4.41 2010 Kona Overall Satisfaction Ratings by Lifestyle – Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	62.1	66.0	68.4	76.9	62.9	56.4	62.8	61.9
Somewhat satisfied	33.2	31.9	27.6	23.1	33.6	36.7	33.2	33.2
Somewhat dissatisfied	4.7	2.1	4.0	0.0	3.5	6.9	3.9	4.9
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RESTAURANTS - overall								
Very satisfied	22.3	28.8	20.2	35.4	27.8	15.3	23.2	22.0
Somewhat satisfied	58.8	51.6	56.2	54.5	54.1	65.0	60.6	58.3
Somewhat dissatisfied	17.1	19.6	21.0	10.2	17.4	16.8	15.5	17.6
Not satisfied at all	1.8	0.0	2.6	0.0	0.7	2.9	0.6	2.2
SHOPPING - overall								
Very satisfied	13.9	13.9	11.6	17.2	14.3	13.6	15.9	13.2
Somewhat satisfied	50.0	42.0	43.2	47.3	44.3	58.1	53.7	48.8
Somewhat dissatisfied	32.4	34.5	40.1	33.6	38.5	25.4	25.1	34.9
Not satisfied at all	3.7	9.6	5.1	1.9	2.9	3.0	5.3	3.2
GOLF- overall								
Very satisfied	58.7	60.4	50.9	83.3	64.2	56.9	59.1	58.6
Somewhat satisfied	36.0	39.6	49.1	16.7	35.8	35.3	40.9	35.3
Somewhat dissatisfied	2.6	0.0	0.0	0.0	0.0	3.8	0.0	3.0
Not satisfied at all	2.7	0.0	0.0	0.0	0.0	4.0	0.0	3.1
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	45.0	70.6	43.5	61.9	52.6	29.6	56.7	41.3
Somewhat satisfied	46.5	23.1	41.1	35.9	42.3	59.8	39.4	48.7
Somewhat dissatisfied	7.5	3.2	11.9	2.2	5.2	10.0	2.8	8.9
Not satisfied at all	1.0	3.1	3.5	0.0	0.0	0.7	1.1	1.0
TRANSPORTATION - overall								
Very satisfied	15.8	19.8	10.2	25.8	15.7	14.1	23.3	13.2
Somewhat satisfied	41.4	32.6	55.6	31.6	30.8	47.9	40.0	41.8
Somewhat dissatisfied	30.6	32.6	20.1	28.0	46.0	24.8	27.3	31.7
Not satisfied at all	12.2	14.9	14.1	14.6	7.6	13.2	9.3	13.2
AIRPORTS - overall								
Very satisfied	16.1	16.0	15.1	24.4	17.6	13.8	19.6	15.0
Somewhat satisfied	52.7	61.3	49.7	54.1	50.0	53.5	53.6	52.4
Somewhat dissatisfied	27.2	22.7	26.2	19.7	31.0	27.7	24.7	28.1
Not satisfied at all	3.9	0.0	9.0	1.8	1.3	5.0	2.1	4.5
PARKS & BEACHES - overall								
Very satisfied	46.1	57.9	47.7	55.8	56.7	34.9	52.3	44.1
Somewhat satisfied	46.3	39.9	47.7	44.2	35.1	54.2	44.5	46.8
Somewhat dissatisfied	6.8	2.2	1.6	0.0	8.1	10.0	3.2	8.0
Not satisfied at all	0.8	0.0	3.0	0.0	0.0	1.0	0.0	1.1

**Table 4.42 2010 O'ahu Overall Satisfaction Ratings by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	67.1	74.2	67.8	58.5	63.3	73.2	68.6	66.1
Somewhat satisfied	28.3	25.8	28.7	37.1	27.1	25.9	27.9	28.6
Somewhat dissatisfied	4.3	0.0	3.5	4.3	9.5	0.1	2.7	5.3
Not satisfied at all	0.3	0.0	0.0	0.0	0.1	0.8	0.7	0.1
RESTAURANTS - overall								
Very satisfied	54.4	47.8	47.6	44.3	57.0	60.6	54.7	54.2
Somewhat satisfied	38.8	50.5	46.9	41.4	37.6	33.5	38.2	39.1
Somewhat dissatisfied	6.3	0.0	5.5	14.3	5.5	4.4	6.3	6.3
Not satisfied at all	0.6	1.7	0.0	0.0	0.0	1.5	0.8	0.4
SHOPPING - overall								
Very satisfied	59.9	68.9	58.1	61.6	51.8	67.1	60.2	59.6
Somewhat satisfied	36.5	31.1	36.0	34.7	46.1	28.8	34.6	37.7
Somewhat dissatisfied	3.2	0.0	5.9	3.7	1.4	3.4	4.6	2.3
Not satisfied at all	0.5	0.0	0.0	0.0	0.8	0.7	0.6	0.4
GOLF- overall								
Very satisfied	83.0	0.0	85.2	100.0	81.5	82.9	82.5	83.3
Somewhat satisfied	13.1	100.0	14.8	0.0	18.5	1.8	17.5	10.5
Somewhat dissatisfied	3.9	0.0	0.0	0.0	0.0	15.4	0.0	6.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	72.7	84.6	70.0	77.4	75.0	69.0	77.1	69.5
Somewhat satisfied	25.9	15.4	28.4	22.6	24.4	28.2	20.8	29.6
Somewhat dissatisfied	0.9	0.0	1.6	0.0	0.1	1.8	1.7	0.4
Not satisfied at all	0.5	0.0	0.0	0.0	0.5	0.9	0.4	0.5
TRANSPORTATION - overall								
Very satisfied	73.8	51.9	74.0	57.6	74.1	81.9	74.2	73.5
Somewhat satisfied	22.4	48.1	26.0	37.3	21.3	13.7	20.9	23.3
Somewhat dissatisfied	3.9	0.0	0.0	5.1	4.6	4.4	4.9	3.2
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AIRPORTS - overall								
Very satisfied	58.1	74.4	60.1	47.9	52.1	65.9	58.5	57.8
Somewhat satisfied	37.2	25.6	35.3	49.6	41.5	29.7	35.9	38.0
Somewhat dissatisfied	4.5	0.0	3.4	2.5	6.4	4.4	5.5	3.8
Not satisfied at all	0.2	0.0	1.1	0.0	0.0	0.1	0.1	0.3
PARKS & BEACHES - overall								
Very satisfied	76.7	86.9	72.9	75.0	79.8	76.3	78.7	75.5
Somewhat satisfied	20.6	13.1	25.8	22.7	18.4	19.0	18.3	22.1
Somewhat dissatisfied	2.1	0.0	1.3	2.3	1.8	3.0	2.2	2.1
Not satisfied at all	0.6	0.0	0.0	0.0	0.0	1.7	0.8	0.4

Table 4.43 2010 Maui Overall Satisfaction Ratings by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	80.1	74.8	78.4	81.1	78.3	83.1	77.4	81.6
Somewhat satisfied	17.3	12.6	19.4	16.6	19.1	15.1	19.5	16.0
Somewhat dissatisfied	2.4	12.6	2.1	2.3	2.7	0.9	3.1	2.1
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.4
RESTAURANTS - overall								
Very satisfied	57.5	47.7	48.1	60.9	52.5	69.0	55.7	58.5
Somewhat satisfied	35.0	45.0	37.7	35.9	37.3	28.6	33.7	35.8
Somewhat dissatisfied	6.9	7.3	12.7	2.9	9.3	2.2	9.9	5.1
Not satisfied at all	0.6	0.0	1.5	0.3	0.8	0.2	0.8	0.6
SHOPPING - overall								
Very satisfied	58.5	38.1	59.0	61.9	54.5	63.3	56.4	59.8
Somewhat satisfied	35.5	56.2	37.0	27.4	39.9	31.2	36.5	34.9
Somewhat dissatisfied	5.1	5.7	4.0	6.5	5.5	4.6	5.8	4.7
Not satisfied at all	0.9	0.0	0.0	4.3	0.0	0.9	1.3	0.7
GOLF- overall								
Very satisfied	70.8	15.1	84.4	63.7	59.3	81.4	62.4	73.5
Somewhat satisfied	24.5	84.9	9.6	36.3	37.8	11.7	37.6	20.4
Somewhat dissatisfied	3.5	0.0	5.9	0.0	2.9	3.6	0.0	4.6
Not satisfied at all	1.2	0.0	0.0	0.0	0.0	3.4	0.0	1.6
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	76.7	85.2	72.6	88.0	76.0	72.8	76.6	76.7
Somewhat satisfied	21.4	7.6	23.8	12.0	21.6	26.9	19.4	22.8
Somewhat dissatisfied	1.7	7.2	2.7	0.0	2.4	0.3	4.0	0.1
Not satisfied at all	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.3
TRANSPORTATION - overall								
Very satisfied	59.9	79.4	46.5	49.3	56.3	74.8	56.2	62.3
Somewhat satisfied	32.6	20.6	35.2	43.5	40.3	17.7	37.4	29.4
Somewhat dissatisfied	5.2	0.0	9.2	3.7	2.9	7.5	6.0	4.6
Not satisfied at all	2.3	0.0	9.1	3.6	0.5	0.0	0.4	3.7
AIRPORTS - overall								
Very satisfied	49.0	41.1	48.1	46.2	42.8	58.1	48.4	49.3
Somewhat satisfied	44.9	51.2	47.0	44.4	49.4	38.6	47.0	43.7
Somewhat dissatisfied	4.9	7.7	4.8	9.4	5.3	1.8	4.0	5.4
Not satisfied at all	1.2	0.0	0.0	0.0	2.5	1.5	0.6	1.5
PARKS & BEACHES - overall								
Very satisfied	85.3	77.5	85.5	87.6	84.1	86.3	88.2	83.7
Somewhat satisfied	13.6	21.5	12.4	12.4	14.0	13.6	11.2	14.9
Somewhat dissatisfied	1.0	1.0	1.9	0.0	1.9	0.1	0.6	1.3
Not satisfied at all	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1

**Table 4.44 2010 Kaua'i Overall Satisfaction Ratings by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	77.3	71.8	81.0	76.4	73.7	78.2	77.3	77.2
Somewhat satisfied	20.2	23.2	17.9	23.6	24.3	17.9	21.0	19.7
Somewhat dissatisfied	2.3	5.0	1.1	0.0	1.9	3.4	1.6	2.7
Not satisfied at all	0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.4
RESTAURANTS - overall								
Very satisfied	49.6	64.2	41.6	47.9	45.8	54.4	49.4	49.6
Somewhat satisfied	44.3	31.8	47.4	44.6	50.4	40.6	43.6	44.7
Somewhat dissatisfied	5.6	4.0	10.9	5.2	3.8	4.2	6.0	5.3
Not satisfied at all	0.6	0.0	0.0	2.3	0.0	0.8	1.0	0.3
SHOPPING - overall								
Very satisfied	48.0	51.8	38.6	52.3	45.0	53.1	51.4	46.3
Somewhat satisfied	46.3	36.8	52.7	35.4	50.8	44.0	44.5	47.2
Somewhat dissatisfied	5.1	11.4	8.6	12.4	3.5	1.9	4.1	5.6
Not satisfied at all	0.6	0.0	0.0	0.0	0.8	0.9	0.0	0.9
GOLF- overall								
Very satisfied	69.1	89.1	70.8	79.7	62.7	67.7	77.4	66.8
Somewhat satisfied	27.5	0.0	24.9	20.3	37.3	28.0	20.2	29.4
Somewhat dissatisfied	2.6	0.0	4.3	0.0	0.0	3.6	0.0	3.3
Not satisfied at all	0.9	10.9	0.0	0.0	0.0	0.8	2.4	0.5
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	73.3	84.2	75.2	74.5	66.7	74.7	77.3	71.1
Somewhat satisfied	24.3	15.8	22.4	20.8	32.6	22.1	22.3	25.4
Somewhat dissatisfied	1.5	0.0	2.4	1.5	0.0	2.1	0.4	2.1
Not satisfied at all	0.9	0.0	0.0	3.2	0.8	1.0	0.0	1.4
TRANSPORTATION - overall								
Very satisfied	43.6	75.4	30.7	46.2	29.3	50.5	52.7	36.0
Somewhat satisfied	34.0	24.6	55.4	40.7	39.1	25.1	32.7	35.1
Somewhat dissatisfied	10.9	0.0	0.0	7.2	16.2	13.0	10.2	11.4
Not satisfied at all	11.5	0.0	13.9	6.0	15.4	11.5	4.5	17.4
AIRPORTS - overall								
Very satisfied	60.1	54.6	54.3	48.0	63.2	64.2	61.5	59.4
Somewhat satisfied	33.7	45.4	37.4	41.6	31.6	30.3	34.0	33.6
Somewhat dissatisfied	6.0	0.0	8.2	10.5	5.2	5.0	4.0	7.0
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0
PARKS & BEACHES - overall								
Very satisfied	81.3	92.6	84.0	80.3	80.8	79.4	83.8	80.0
Somewhat satisfied	17.2	7.4	14.4	19.7	18.1	18.5	15.0	18.4
Somewhat dissatisfied	1.3	0.0	1.6	0.0	1.2	1.7	1.2	1.3
Not satisfied at all	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3

Table 4.45 2010 Kona Overall Satisfaction Ratings by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ACCOMMODATIONS - overall								
Very satisfied	77.8	84.2	82.0	71.2	77.2	77.1	79.3	77.1
Somewhat satisfied	19.8	15.8	16.2	27.3	19.8	20.2	19.4	20.0
Somewhat dissatisfied	2.3	0.0	1.8	1.5	2.4	2.8	1.4	2.7
Not satisfied at all	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.3
RESTAURANTS - overall								
Very satisfied	52.7	55.3	47.9	44.2	54.9	56.1	51.3	53.4
Somewhat satisfied	41.2	44.7	43.9	45.2	37.8	41.0	43.8	39.9
Somewhat dissatisfied	6.0	0.0	8.3	10.5	6.7	2.9	5.0	6.4
Not satisfied at all	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.2
SHOPPING - overall								
Very satisfied	54.1	45.2	54.5	36.6	55.9	58.1	53.9	54.3
Somewhat satisfied	40.1	46.6	38.6	50.5	38.2	39.1	39.9	40.1
Somewhat dissatisfied	5.3	0.0	6.0	12.9	5.9	2.4	5.9	5.1
Not satisfied at all	0.5	8.2	0.9	0.0	0.0	0.3	0.4	0.5
GOLF- overall								
Very satisfied	75.8	100.0	66.6	59.3	76.4	80.1	73.2	76.8
Somewhat satisfied	23.0	0.0	29.1	40.7	23.6	19.0	22.4	23.2
Somewhat dissatisfied	1.2	0.0	4.3	0.0	0.0	0.9	4.4	0.0
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ACTIVITIES/ATTRACTIONS - overall								
Very satisfied	69.4	86.0	70.8	59.8	72.9	67.3	75.5	66.1
Somewhat satisfied	29.1	14.0	29.2	34.6	24.9	32.0	23.4	32.2
Somewhat dissatisfied	1.5	0.0	0.0	5.6	2.2	0.8	1.1	1.7
Not satisfied at all	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRANSPORTATION - overall								
Very satisfied	49.2	44.7	53.6	44.6	49.1	48.5	43.5	52.3
Somewhat satisfied	36.0	55.3	43.0	31.5	36.4	32.3	33.1	37.6
Somewhat dissatisfied	8.6	0.0	3.4	10.9	10.0	9.8	14.8	5.2
Not satisfied at all	6.2	0.0	0.0	13.0	4.5	9.4	8.6	4.9
AIRPORTS - overall								
Very satisfied	51.8	38.6	53.4	46.7	53.1	51.9	52.3	51.5
Somewhat satisfied	38.3	50.3	33.7	43.0	37.5	39.9	39.9	37.4
Somewhat dissatisfied	8.2	11.1	10.7	10.3	7.5	6.4	6.3	9.2
Not satisfied at all	1.7	0.0	2.2	0.0	1.9	1.8	1.5	1.8
PARKS & BEACHES - overall								
Very satisfied	75.4	50.3	79.3	73.4	77.0	73.2	78.2	73.9
Somewhat satisfied	20.9	49.7	18.5	23.3	18.6	22.3	19.7	21.5
Somewhat dissatisfied	3.0	0.0	1.5	3.3	2.4	4.6	1.6	3.7
Not satisfied at all	0.7	0.0	0.8	0.0	1.9	0.0	0.5	0.9

5. ACTIVITY PARTICIPATION

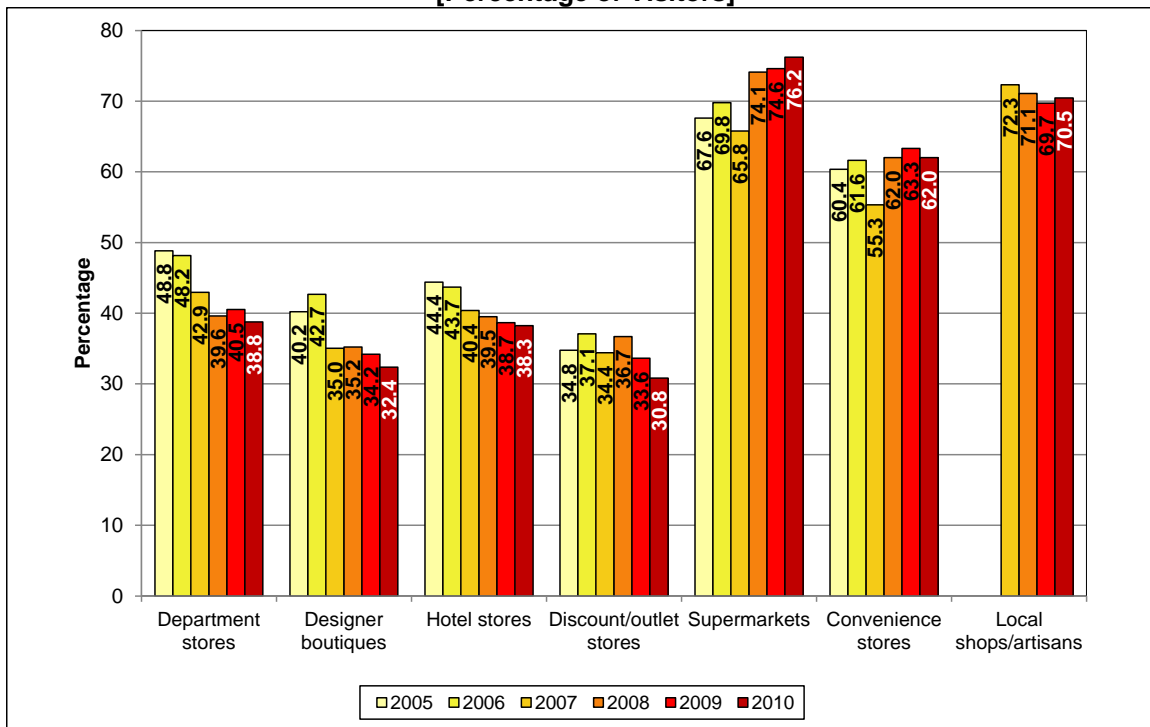
ACTIVITY PARTICIPATION

This measure provides vital feedback on the frequency and popularity of an activity across the islands. Visitors from the top four MMAs were more likely to participate in *entertainment* and *shopping* activities across the state. Many visitors who made *sightseeing* a part of their trip were more likely to go *self-guided*. Those who participated in *recreation* activities were likely to participate in *swimming/sunbathing/beach* activities. U.S. West, U.S. East and Canada visitors more were more likely to visit a *family restaurant/diner* and use a *rental car* on each island than visitors from Japan. The percentage of participation in various activities by U.S. West, U.S. East, Japan and Canada visitors in 2010 for the most part were very similar to 2009.

U.S. West (Tables 5.1 and 5.2)

U.S. West visitors tended to be more independent travelers with high *rental car* (77%) and *self-guided tour* (75.4%) participation across all islands.

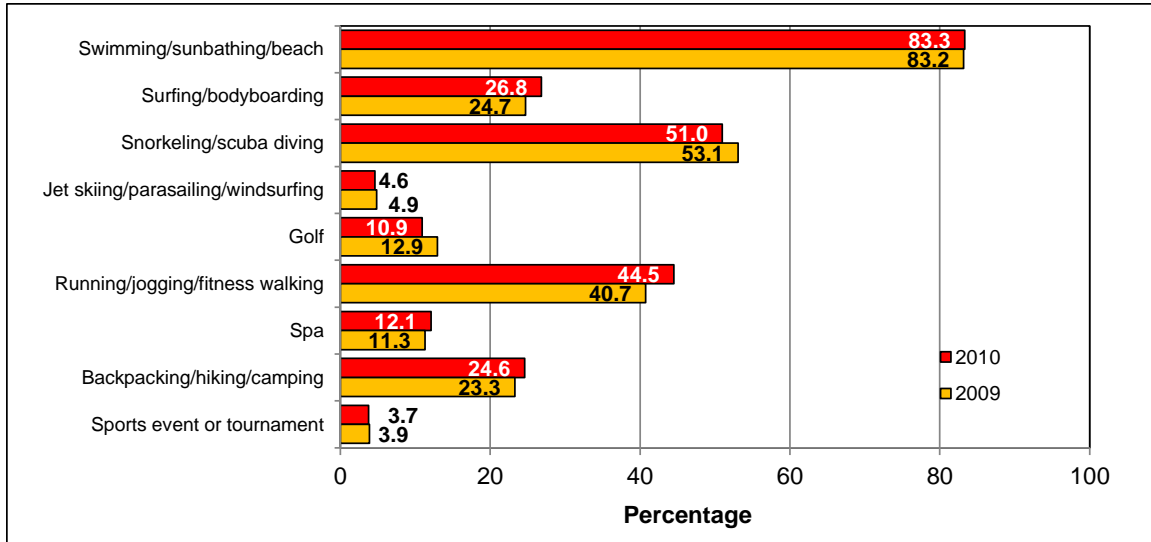
**Figure 15: 2005-2010 U.S. West Statewide Shopping Participation
[Percentage of Visitors]**



- U.S. West visitors shopped at *supermarkets* (76.2%) more than U.S. East and Japan visitors; especially on Kauaʻi (80.2%), Maui (77.6%), and Kona (70%). More U.S. West visitors in 2010 were *shopping* at *supermarkets* compared to previous years (Figure 15).
- *Local shop/artisans* (70.5%) were popular with U.S. West visitors, particularly on Kauaʻi (73.4%) and Maui (72%), and less so on Oʻahu (59.4%), Hilo (38.1%) or Lānaʻi (30.9%).
- U.S. West visitors *shopping* participation at *department stores*, *designer boutiques*, and *hotel stores* in 2010 were similar to 2009, but had been declining since 2006. Only 30.8 percent of U.S. West visitors in 2010 shopped in *discount/outlet stores*, the lowest percentage in six years.

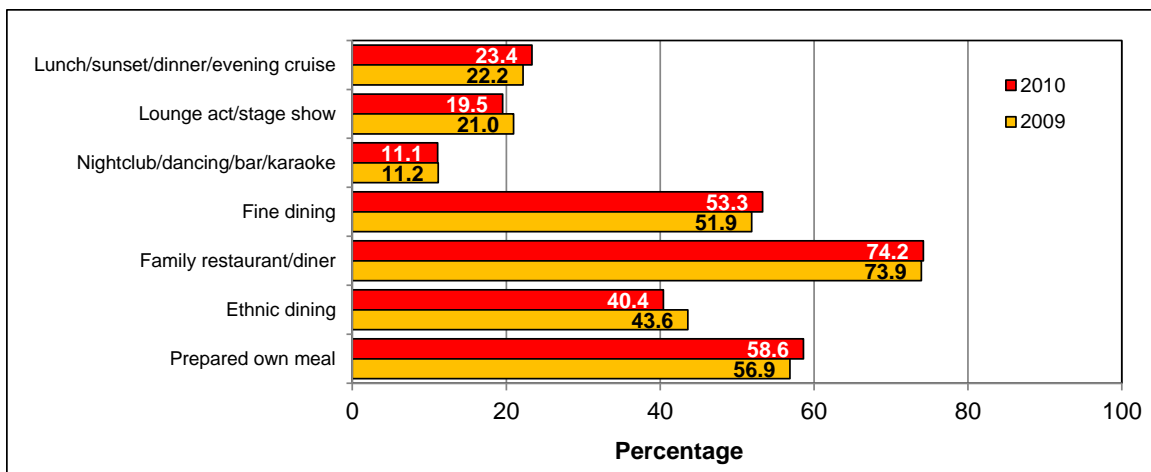
- Nearly all U.S. West visitors shopped while they were on Kaua'i (94.3%), O'ahu (94.2%) and Maui (93.3%). A higher percentage of U.S. West visitors shopped in *supermarkets* and in *local shops/artisans* on Kaua'i and Maui than on O'ahu.

Figure 16: U.S. West Statewide Recreation Participation: 2010 vs. 2009
[Percentage of Visitors]



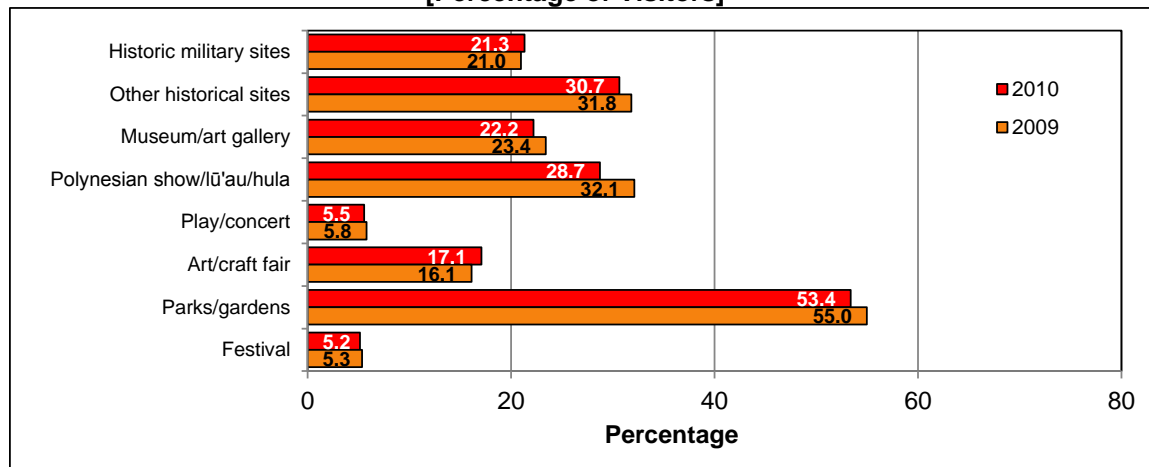
- U.S. West visitors in 2010 continued to be more likely to go *surfing/bodyboarding* (26.8%), *snorkeling/scuba diving* (51%) and *running/jogging/fitness walking* (44.5%) than U.S. East and Japan visitors (Figure 16).
- More U.S. West visitors in 2010 participated in *running/jogging/fitness walking* (44.5%, +3.8 percentage points) during their vacation compared to 2009.
- In 2010, a higher percentage of U.S. West visitors participated in *recreation* (91.1%) and *sightseeing* (86.9%) activities on Maui compared to the other island destinations. *Swimming/sunbathing/beach* (85.4%), *snorkeling/scuba diving* (56.7%) and *boat/submarine/whale watching* were especially popular on Maui. A higher percentage of U.S. West visitors went *Backpacking/hiking/camping* (35.3%) on Kaua'i than on the other island destination.

Figure 17: U.S. West Statewide Entertainment Participation: 2010 vs. 2009
[Percentage of Visitors]



- A higher percentage of U.S. West visitors in 2010 participated in *ethnic dining* (40.4%) and *prepared their own meal* (58.6%) compared to U.S. East and Japan visitors (Figure 17).
- U.S. West visitors' overall participation in *entertainment* activities were similarly high on Kaua'i (94.8%), Maui (94.3%) and O'ahu (94%) but there are differences between the types of activities on each island destination. U.S. West visitors had the highest tendency to indulge in *fine dining* (58.1%) and also *prepare their own meal* (70%) on Kaua'i. A higher percentage of U.S. West visitors participated in *ethnic dining* (43.2%) on Maui, while more U.S. West visitors on O'ahu went to *night club/dancing/bar/karaoke* (14.4%).

Figure 18: U.S. West Statewide Culture Participation: 2010 vs. 2009
[Percentage of Visitors]



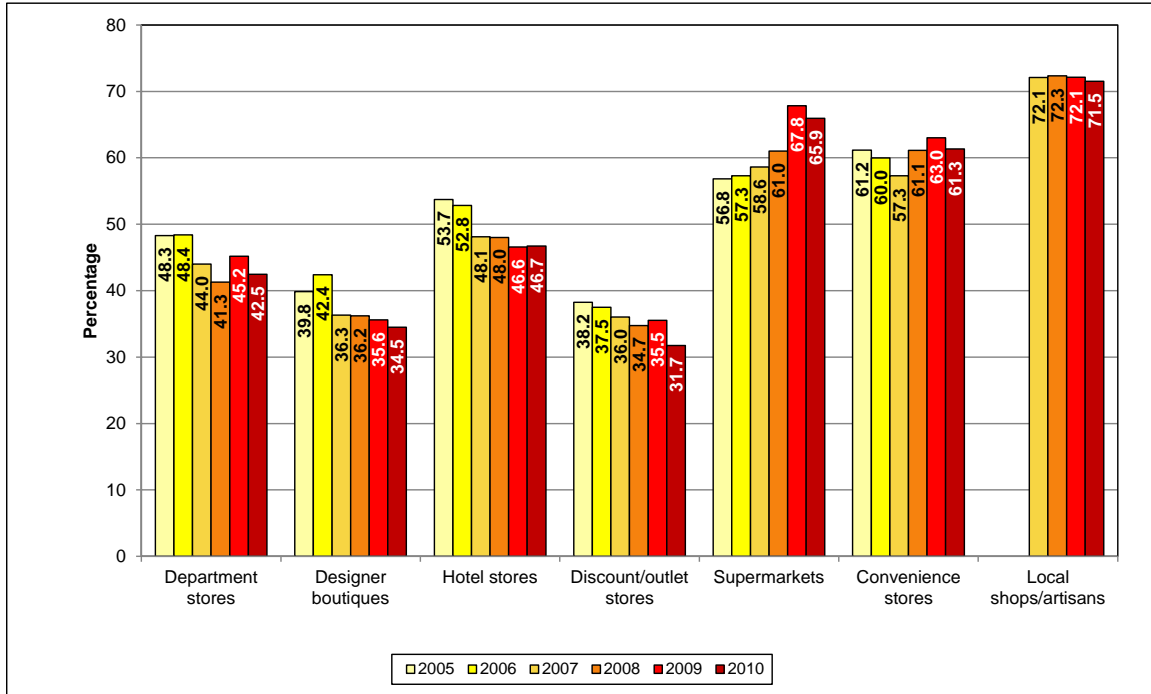
- In 2010, fewer U.S. West visitors went to *Polynesian show/lū'au* (-3.4 percentage points to 28.7%), while a similar proportion of U.S. West visitors went to *parks/gardens* (53.4%), *museum/art gallery* (22.2%), *historic military sites* (21.3%), *other historical sites* (30.7%) and *art/craft fairs* (17.1%) compared to the previous year (Figure 18).

U.S. East (Tables 5.3 and 5.4)

In contrast to their U.S. West counterparts, U.S. East visitors in 2010 were more involved in *sight seeing* activities (89.4%), such as *boat/submarine/whale watching* (30.7%) and *tour bus excursions* (17.8%). In addition, U.S. East visitors were more interested in *culture* (84.3%) activities; particularly in visiting *historic military sites* (38.7%), *other historical sites* (36.4%), *Polynesian show/lū'au/hula*, (48.4%) and *parks/gardens* (58.4%).

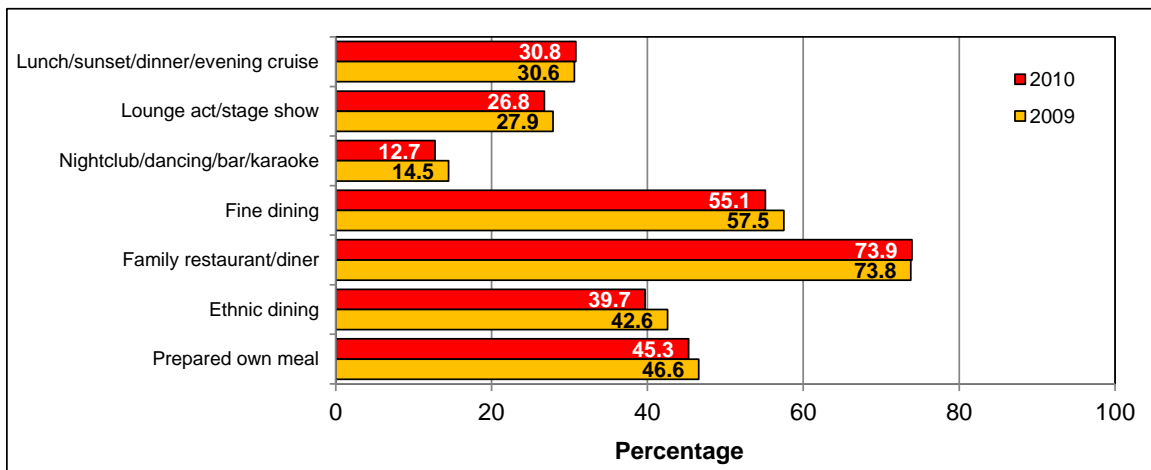
- U.S. East visitors were more likely to shop at *hotel stores* (46.7%) than U.S. West visitors (38.3%) (Figure 19).
- Over half of the U.S. East visitors in 2010 shopped at *local shops/artisans* (71.5%), *supermarkets* (65.9%) and *convenience stores* (61.3%), similar to the prior year.
- A lower percentage of U.S. East visitors shopped in *discount/outlet stores* (-3.8 percentage points, to 31.7%) compared to 2009.
- A higher percentage of U.S. East visitors shopped in Maui's *designer boutiques* (32.3%) and *local shops/artisans* (70.6%) compared to other islands.

**Figure 19: 2005-2010 U.S. East Statewide Shopping Participation
[Percentage of Visitors]**



- In contrast to their U.S. West counterparts, U.S. East visitors were generally more into *lunch/sunset/dinner/evening cruises* (30.8%) and *lounge act/stage show* (26.8%) (Figure 20).

**Figure 20: U.S. East Statewide Entertainment Participation: 2010 vs. 2009
[Percentage of Visitors]**



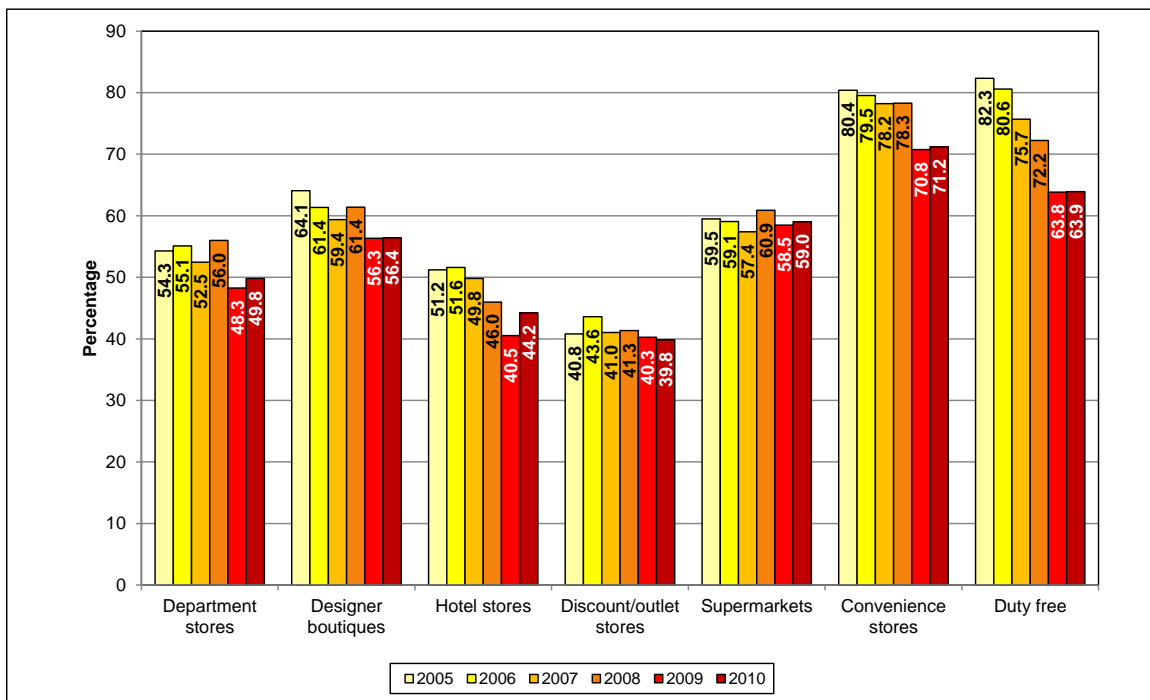
- Fewer U.S. East visitors *prepared their own meal* (45.3%) than U.S. West visitors (58.6%).
- Similar to the previous year, over half of U.S. East visitors (55.1%) indulged in *fine dining* while 73.9 percent went to a *family restaurant/diner* in 2010.
- Compared to other islands, more U.S. East visitors participated in an *entertainment* (90.1%) and *culture* (84.7%) activity on O‘ahu.

- A larger proportion of U.S. East visitors participated in *recreation* activities (87.2%) on Maui compared to other islands, particularly *swimming/sunbathing/beach* (80.5%), *snorkeling/scuba diving* (44.4%), *running/jogging/fitness walking* (40.1%) and *spa* (13.5%) activities.
- Activities such as *Backpacking/hiking/camping* (26.9%), *helicopter/plane tours* (19.2%), preparing *their own meal* (44.2%) were more popular on Kaua'i compared to other Hawai'i destinations.
- More visitors also used Maui's *transportation* (85.9%), especially *rental cars* (76.7%) compared to other islands.

Japan (Tables 5.5 and 5.6)

Similar to previous years, much of the *activity* participation by visitors from Japan were concentrated on O'ahu.

**Figure 21: 2005-2010 Japan Statewide Shopping Participation
[Percentage of Visitors]**



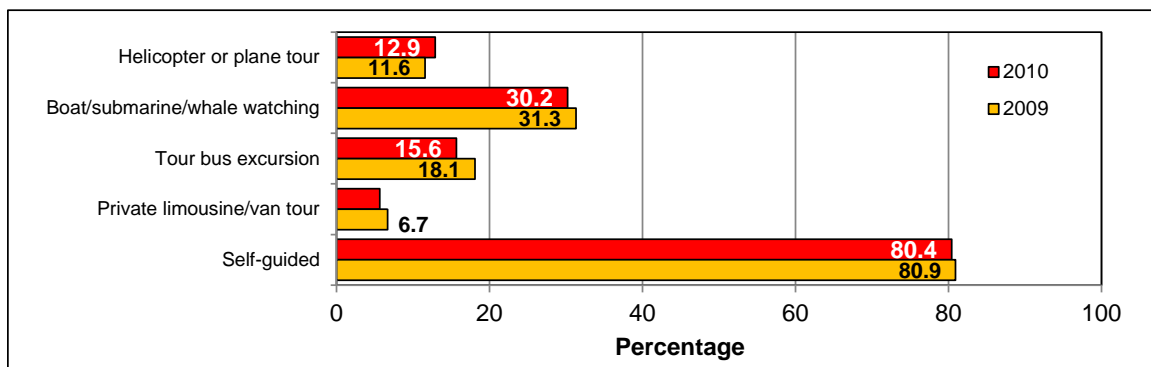
- Most Japan visitors in 2010 participated in *shopping* (92.1%), especially in *convenience stores* (71.2%) and *duty free* shops (63.9%). *Supermarkets* (59%), *designer boutiques* (56.4%), *department stores* (49.8%), *hotel stores* (44.2%) and *discount/outlet stores* (39.8%) were also popular (Figure 21).
- The percentage of Japan visitors in 2010 who shopped in *convenience stores* (71.2%) and *Duty free stores* (63.9%) were similar to 2009 but were much lower compared to previous years.
- Fewer shopped at *local shop/artisans* (32.2%) compared to other MMAs.

- The majority of Japan visitors in 2010 were very active in *entertainment* activities (89.5%). More Japan visitors indulged in *fine dining* (75.3%) and *lunch/sunset/dinner/evening cruise* (52.1%), while a smaller percentage *prepared their own meal* (16.4%) compared to other visitors markets.
- *Sightseeing* activities (85.2%) were also popular with Japan visitors in 2010. Fewer Japan visitors went on *self-guided tours* (54.6%) compared to U.S. West (75.4%), U.S. East (77.8%) and Canada (80.4%) visitors. In contrast, more Japan visitors went on *tour bus excursions* (41%) than visitors from U.S. West (8.3%), U.S. West (17.8%) and Canada (15.6%).
- *Tour bus excursions* were the main choice of *sightseeing* activity on Hilo (66%), Kaua'i (59.4%) and Kona (46.1%). On O'ahu, 57.3 percent opted for *self-guided* sightseeing.
- Visitors from Japan continued to be heavy users of the *trolley* (66.3%) statewide, particularly on O'ahu (74.4%). Japan visitors were more likely to *rent a car* in Kona (38.3%) compared to other Hawai'i locations.

Canada (Tables 5.7 and 5.8)

Canada visitors continued to be more diverse in their activity participation and the most active relative to all other MMAs during their trip to Hawai'i. However, much of their activities was concentrated on Maui and O'ahu.

Figure 22: Canada Statewide Sightseeing Participation: 2010 vs. 2009
[Percentage of Visitors]



- Similar to the prior year, Canada visitors in 2010 actively participated in *sightseeing* activities. The majority went *sightseeing self-guided* (80.4%), while a few went on *boat/submarine/whale watching tour* (30.2%), *tour bus excursion* (15.6%) and *helicopter or plane tour* (12.9%) (Figure 22).
- More Canada visitors were involved in a *sightseeing* (92.2%) activity on Maui compared to the other islands, particularly in *boat/submarine/whale watching* (35.3%). The majority of Canada visitors to Maui did their *sightseeing self-guided* (81.3%).
- Compared to U.S. West, U.S. East and Japan visitors, Canada visitors were more likely to participate in *recreation* (94.7%) statewide. A higher percentage of Canada visitors participated in *swimming/sunbathing/beach* (90.7%), *snorkeling/scuba diving* (58.4%), *running/jogging/fitness walking* (48%), *surfing/bodyboarding* (28.8%) and *golf* (13%) compared to the other visitor markets.

- Canadian visitors were also more involved in *recreation* activities (92.9%) on Maui, especially with *snorkeling/scuba diving* (62.1%), *running/jogging/fitness walking* (43.2%) and *surfing/bodyboarding* (31.1%).
- More Canada visitors utilized a *rental car* (87.4%) while on Maui compared to any other Hawai'i destinations.
- *Culture* activities such as *parks/gardens* (63%), *Polynesian show/lū'au/hula* (43.9%), *historic military sites* (23.2%), *other historical sites* (35.1%), *museum/art galleries* (24.3%) and *arts/craft fair* (21%) were also popular among Canada visitors. O'ahu (85.7%) was where most Canada visitors participated in these culture activities.
- Visitors from Canada were more likely to dine in a *family restaurant/diner* (76.2%) and/or *prepare their own meal* (66.3%) than the other MMAs. O'ahu was where more Canada visitors participated in *entertainment* (94.4%) activities compared to other Hawai'i destinations. Three out of four Canada visitors (76.6%) ate at a *family restaurant/diner* on O'ahu.
- Visitors from Canada had a stronger tendency to *shop* (96.9%) at *supermarkets* (82.8%), *local shops/artisans* (77.6%) and *swap meets* (39.3%) compared to U.S. West, U.S. East and Japan visitors.
- Most Canada visitors *shopped* while on O'ahu (97.6%), especially in *convenience stores* (75.1%), *department stores* (64.1%), *hotel stores* (41.8%), *discount outlets* (39%) and *duty free stores* (21.2%). However, more Canada visitors shopped in *supermarkets* (76.5%) and *local shops/artisans* (73.4%) on Maui compared to other islands.

**Table 5.1 2010 Activity Participation – U.S. West
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	83.2	82.6	86.9	71.5	88.6	85.9	84.4	66.7
Helicopter/plane tour	8.2	3.3	4.5	10.4	8.2	4.2	7.6	0.8
Boat/submarine/whale watching	24.1	13.2	31.3	18.0	3.6	18.8	16.2	29.9
Tour bus excursion	8.3	11.8	5.1	2.4	6.1	5.3	23.2	8.8
Private limousine/van tour	3.7	3.0	2.1	1.7	2.5	2.7	1.8	2.2
Self-guided	75.4	74.6	75.5	65.8	76.6	75.8	60.1	37.7
ALL RECREATION	89.8	83.0	91.1	88.7	52.8	85.6	75.0	98.5
Swimming/sunbathing/beach	83.3	76.6	85.4	79.6	32.3	73.3	63.3	78.6
Surfing/bodyboarding	26.8	23.1	26.9	24.9	6.5	20.5	12.4	14.8
Snorkeling/scuba diving	51.0	32.8	56.7	51.2	16.2	53.8	33.6	64.1
Jet skiing/parasailing/windsurfing	4.6	4.4	4.0	1.5	0.8	2.6	0.1	0.4
Golf	10.9	4.9	11.4	11.2	2.6	12.9	2.0	17.1
Running/jogging/fitness walking	44.5	39.7	42.8	44.9	13.3	39.0	34.5	23.8
Spa	12.1	7.0	13.2	12.7	1.9	9.6	1.3	10.3
Backpaking/hiking/camping	24.6	18.5	19.2	35.3	24.4	19.1	19.5	10.0
Sports event/tournament	3.7	2.8	3.1	1.1	1.8	3.9	2.9	1.6
ALL ENTERTAINMENT	94.8	94.0	94.3	94.8	71.0	89.9	83.4	58.5
Lunch/sunset/dinner/evening cruise	23.4	21.1	23.3	23.3	7.8	17.2	8.6	17.8
Lounge act/stage show	19.5	18.5	20.9	13.8	0.7	11.0	6.4	6.8
Nightclub/dancing/bar/karaoke	11.1	14.4	6.7	7.8	1.3	7.9	3.7	2.6
Fine dining	53.3	47.2	48.3	58.1	17.0	50.4	6.1	41.0
Family restaurant/diner	74.2	73.1	69.3	72.5	49.6	67.9	45.3	28.6
Ethnic dining	40.4	39.9	43.2	30.9	17.1	23.6	9.0	7.3
Prepared own meal	58.6	40.5	57.2	70.0	34.3	60.7	66.0	16.0
ALL SHOPPING	94.0	94.2	93.3	94.3	55.1	89.4	78.6	52.6
Department stores	38.8	48.2	27.1	28.7	9.5	30.7	7.6	5.2
Designer boutiques	32.4	28.8	34.9	24.3	4.7	23.0	1.4	12.2
Hotel stores	38.3	43.3	35.1	23.8	3.0	25.7	5.2	29.6
Swap meet	30.2	31.0	19.9	27.3	14.8	31.0	12.3	0.5
Discount/outlet stores	30.8	27.6	30.3	29.3	12.2	25.2	6.8	0.3
Supermarkets	76.2	61.3	77.6	80.2	31.4	70.0	49.7	15.9
Convenience stores	62.0	62.8	56.4	47.5	21.2	44.5	15.0	10.2
Duty free	10.0	10.4	2.6	1.6	0.6	1.3	0.3	0.3
Local shops/artisans	70.5	59.4	72.0	73.4	38.1	63.6	52.9	30.9
ALL CULTURE	76.1	75.7	70.3	77.5	63.6	68.9	64.1	29.5
Historic military sites	21.3	43.9	3.4	7.5	3.0	5.6	1.8	1.1
Other historical sites	30.7	27.0	22.0	32.0	24.7	35.6	43.0	13.0
Museum/art gallery	22.2	16.3	23.3	21.3	14.1	16.8	15.0	11.1
Polynesian show/luau/hula	28.7	30.7	26.3	20.0	1.8	18.5	5.4	1.2
Play/concert	5.5	4.4	5.9	6.3	0.9	2.3	2.1	0.5
Art/craft fair	17.1	9.1	16.7	22.9	7.7	16.4	8.0	1.9
Parks/gardens	53.4	49.2	45.8	59.5	51.6	48.3	34.6	21.5
Festival	5.2	5.4	3.2	5.5	2.5	3.1	2.5	1.3
ALL TRANSPORTATION	85.7	83.0	88.6	89.3	58.0	82.0	61.1	30.9
Trolley	6.0	11.0	2.5	1.2	0.6	2.2	0.0	4.0
Public bus	10.1	20.2	4.2	1.1	3.2	0.9	0.7	10.4
Taxi/limousine	11.8	20.5	4.6	2.6	2.9	7.2	13.7	6.4
Rental car	77.0	62.0	83.8	86.4	52.6	78.1	55.6	13.6
MEETING	7.1	10.1	4.8	3.5	4.1	5.1	2.6	2.1
CONVENTION	2.7	2.8	1.7	1.3	0.8	1.8	0.2	1.2
INCENTIVE/REWARD	3.5	2.6	2.3	3.4	1.8	3.8	0.1	1.0

Source: Hawai'i Tourism Authority

**Table 5.2 2009 Activity Participation – U.S. West
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	83.4	83.3	87.5	71.5	87.0	89.0	87.9	64.4
Helicopter/plane tour	7.7	2.4	3.8	11.6	8.2	5.7	9.0	0.3
Boat/submarine/whale watching	24.7	12.4	34.4	17.2	2.6	22.4	8.5	21.9
Tour bus excursion	7.3	12.1	4.5	4.3	11.4	5.3	13.8	4.5
Private limousine/van tour	3.0	2.5	2.2	1.7	3.7	1.6	9.1	9.6
Self-guided	75.6	74.8	76.8	64.4	69.1	77.9	55.6	36.9
ALL RECREATION	90.1	83.5	91.7	88.1	47.2	85.5	68.5	87.5
Swimming/sunbathing/beach	83.2	76.0	85.2	80.6	26.9	73.7	53.3	68.5
Surfing/bodyboarding	24.7	20.3	24.4	23.9	4.3	17.3	8.0	7.3
Snorkeling/scuba diving	53.1	33.3	59.6	52.9	11.2	52.7	27.5	52.3
Jet skiing/parasailing/windsurfing	4.9	4.8	5.0	0.6	0.2	2.4	0.7	0.0
Golf	12.9	5.2	13.3	15.6	2.0	13.7	5.9	19.2
Running/jogging/fitness walking	40.7	34.3	42.0	38.4	10.5	34.6	23.5	19.0
Spa	11.3	7.3	11.5	9.0	1.1	9.9	2.3	8.3
Backpacking/hiking/camping	23.3	18.5	17.4	29.9	24.6	18.2	26.6	8.7
Sports event/tournament	3.9	4.2	1.7	1.7	1.8	3.6	2.8	0.9
ALL ENTERTAINMENT	95.1	93.8	94.1	96.0	69.1	91.5	61.1	56.1
Lunch/sunset/dinner/evening cruise	22.2	19.8	22.7	20.9	5.0	15.6	6.4	10.7
Lounge act/stage show	21.0	21.2	20.0	17.2	3.0	11.5	9.0	3.1
Nightclub/dancing/bar/karaoke	11.2	15.0	6.0	7.5	1.7	7.6	5.2	1.4
Fine dining	51.9	47.9	43.1	53.4	11.9	47.6	7.8	31.3
Family restaurant/diner	73.9	72.6	66.5	73.5	51.6	62.7	40.3	26.2
Ethnic dining	43.6	38.6	47.1	37.6	24.6	29.4	9.8	10.5
Prepared own meal	56.9	39.3	53.6	68.3	27.9	57.7	51.7	11.0
ALL SHOPPING	93.5	91.9	93.3	92.2	59.7	86.1	57.6	43.6
Department stores	40.5	50.3	32.2	28.8	11.4	28.3	2.2	0.1
Designer boutiques	34.2	29.2	39.2	25.9	6.5	27.9	3.4	2.5
Hotel stores	38.7	41.3	36.4	28.7	3.7	28.7	8.2	24.7
Swap meet	32.1	31.8	22.1	29.8	12.5	30.0	16.4	1.0
Discount/outlet stores	33.6	30.9	31.7	29.8	10.3	28.2	1.3	0.4
Supermarkets	74.6	56.8	77.0	75.0	30.2	66.7	44.5	10.3
Convenience stores	63.3	63.7	59.0	44.9	24.6	43.2	19.2	6.2
Duty free	11.8	13.0	2.7	1.4	0.2	1.3	0.8	0.0
Local shops/artisans	69.7	58.2	69.7	76.4	43.2	62.3	45.4	31.0
ALL CULTURE	75.6	75.4	72.1	73.7	62.0	65.8	50.4	25.6
Historic military sites	21.0	45.1	2.1	6.3	4.9	4.8	2.1	0.2
Other historical sites	31.8	28.7	24.1	28.6	32.7	37.5	37.0	11.0
Museum/art gallery	23.4	18.1	25.7	19.7	15.5	16.0	11.3	8.3
Polynesian show/luau/hula	32.1	34.3	28.6	26.5	3.2	19.2	6.0	2.2
Play/concert	5.8	6.0	5.2	4.1	1.2	2.6	4.5	0.5
Art/craft fair	16.1	7.0	18.1	20.2	11.4	13.2	12.6	1.6
Parks/gardens	55.0	47.1	50.9	60.8	49.8	46.5	24.6	18.6
Festival	5.3	5.6	3.4	4.9	2.1	2.5	3.2	1.2
ALL TRANSPORTATION	86.4	81.6	88.2	89.5	62.3	82.5	54.5	32.0
Trolley	5.4	9.8	2.2	0.2	0.9	2.5	0.3	2.1
Public bus	11.1	21.8	3.4	2.6	1.0	2.9	1.3	11.1
Taxi/limousine	10.8	18.2	5.2	4.1	2.8	4.8	8.3	6.2
Rental car	77.9	60.8	84.7	87.6	59.0	78.4	47.3	15.3
MEETING	7.1	9.8	3.7	3.5	4.2	8.5	3.4	1.5
CONVENTION	3.2	3.4	1.6	1.0	0.3	2.3	0.6	0.1
INCENTIVE/REWARD	3.7	2.8	2.8	3.1	1.5	2.5	0.6	2.0

Source: Hawai'i Tourism Authority

**Table 5.3 2010 Activity Participation – U.S. East
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	89.4	88.8	91.6	76.2	93.6	90.3	91.7	80.7
Helicopter/plane tour	14.8	3.9	9.7	19.2	12.8	7.8	7.2	1.4
Boat/submarine/whale watching	30.7	15.4	36.7	19.7	2.6	22.1	6.4	23.3
Tour bus excursion	17.8	21.0	12.7	8.3	27.5	15.0	35.5	19.0
Private limousine/van tour	7.3	5.1	5.7	2.7	5.0	5.0	1.8	1.3
Self-guided	77.8	71.5	72.5	61.9	60.3	72.0	53.7	41.7
ALL RECREATION	89.3	79.3	87.2	80.2	40.1	75.5	37.4	66.6
Swimming/sunbathing/beach	83.4	72.6	80.5	72.1	20.8	63.8	27.8	57.0
Surfing/bodyboarding	21.1	17.4	17.2	16.3	1.9	8.6	3.1	4.3
Snorkeling/scuba diving	45.6	27.6	44.4	37.0	8.7	41.7	14.9	38.5
Jet skiing/parasailing/windsurfing	4.7	3.5	4.7	0.5	0.3	1.5	0.0	0.0
Golf	10.5	4.9	11.3	10.0	1.2	6.8	2.2	10.1
Running/jogging/fitness walking	39.4	32.2	40.1	32.8	12.3	25.6	12.5	20.5
Spa	13.1	6.7	13.5	9.2	1.7	9.0	0.4	13.3
Backpacking/hiking/camping	26.9	20.6	19.6	26.9	18.6	18.1	14.2	10.6
Sports event/tournament	3.6	3.2	2.5	0.7	0.6	1.3	1.0	0.8
ALL ENTERTAINMENT	93.1	90.1	88.7	85.2	54.3	80.0	35.2	49.0
Lunch/sunset/dinner/evening cruise	30.8	22.7	32.2	22.1	8.4	18.9	7.2	12.7
Lounge act/stage show	26.8	19.2	27.1	16.0	2.5	11.0	7.9	2.2
Nightclub/dancing/bar/karaoke	12.7	13.9	7.6	5.8	1.3	4.5	4.3	3.7
Fine dining	55.1	47.5	46.2	47.9	11.1	41.4	5.5	31.4
Family restaurant/diner	73.9	69.3	61.4	61.7	35.2	54.0	23.4	17.5
Ethnic dining	39.7	30.5	40.1	28.4	13.5	21.4	8.5	4.4
Prepared own meal	45.3	30.0	36.7	44.2	16.0	35.0	23.7	9.3
ALL SHOPPING	93.3	89.5	90.4	87.9	50.2	86.4	48.3	42.9
Department stores	42.5	45.0	30.0	23.1	8.4	22.9	0.7	0.6
Designer boutiques	34.5	27.2	32.3	23.4	4.2	20.5	1.5	4.0
Hotel stores	46.7	45.8	40.1	27.3	3.7	26.3	8.0	23.2
Swap meet	28.9	26.4	15.7	20.5	10.8	21.3	6.4	0.5
Discount/outlet stores	31.7	24.8	26.8	25.4	8.3	23.1	1.8	0.5
Supermarkets	65.9	46.5	59.0	59.3	17.6	51.8	21.8	11.7
Convenience stores	61.3	59.7	46.9	40.2	13.9	39.4	12.9	10.5
Duty free	12.5	13.4	3.9	2.2	0.9	1.3	0.3	0.0
Local shops/artisans	71.5	58.1	70.6	68.8	31.8	60.8	37.8	24.2
ALL CULTURE	84.3	84.7	75.6	70.6	53.3	66.1	30.4	27.2
Historic military sites	38.7	63.8	3.4	5.2	5.2	4.4	1.0	1.0
Other historical sites	36.4	33.3	22.9	25.6	19.8	33.4	20.6	7.8
Museum/art gallery	23.2	17.5	21.1	13.2	9.7	14.6	3.4	9.4
Polynesian show/luau/hula	48.4	38.1	43.5	31.9	2.5	23.2	3.3	2.0
Play/concert	5.3	2.8	4.7	3.4	1.6	3.1	0.9	0.1
Art/craft fair	14.8	7.1	14.1	13.0	3.8	13.8	4.8	1.3
Parks/gardens	58.4	50.0	50.3	50.6	45.5	44.5	19.9	16.4
Festival	4.2	3.5	2.2	2.4	1.1	2.4	1.5	1.1
ALL TRANSPORTATION	84.9	77.9	85.9	81.7	55.8	71.4	36.8	30.2
Trolley	9.3	12.0	4.4	2.5	2.3	2.4	0.0	3.2
Public bus	12.8	18.2	4.8	2.8	6.3	1.6	0.2	6.4
Taxi/limousine	18.1	22.8	9.4	5.2	2.9	5.1	2.4	8.5
Rental car	73.1	54.5	76.7	75.6	46.5	65.9	35.4	16.7
MEETING	9.1	10.3	3.3	3.1	0.9	3.6	1.9	1.5
CONVENTION	4.8	3.4	3.8	1.0	1.0	3.0	0.0	0.5
INCENTIVE/REWARD	5.1	2.3	4.8	3.3	1.3	3.7	0.1	2.3

**Table 5.4 2009 Activity Participation – U.S. East
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	89.9	88.4	92.9	71.8	94.6	92.4	96.0	78.7
Helicopter/plane tour	14.3	2.8	10.8	16.4	9.8	11.0	1.2	3.1
Boat/submarine/whale watching	31.6	15.5	37.1	19.9	3.6	25.0	13.6	22.7
Tour bus excursion	18.3	21.0	13.4	9.2	26.8	17.3	33.0	11.3
Private limousine/van tour	6.6	4.7	4.4	2.5	4.8	4.1	4.8	15.9
Self-guided	79.2	72.7	75.1	58.8	61.0	68.2	56.0	50.6
ALL RECREATION	89.0	78.3	84.4	80.9	40.6	72.2	43.3	79.0
Swimming/sunbathing/beach	81.7	71.6	76.7	69.4	19.8	59.4	34.9	55.7
Surfing/bodyboarding	19.0	14.8	14.8	15.0	1.1	11.0	3.5	6.0
Snorkeling/scuba diving	45.3	27.0	47.4	38.1	6.3	37.2	12.9	42.6
Jet skiing/parasailing/windsurfing	4.2	2.2	4.3	1.0	0.5	1.7	0.5	0.2
Golf	12.6	5.0	12.7	10.6	1.8	11.3	3.4	16.1
Running/jogging/fitness walking	37.9	27.9	38.6	31.4	9.1	23.3	14.5	18.0
Spa	12.2	6.6	11.3	9.4	1.7	8.5	0.7	12.7
Backpacking/hiking/camping	27.2	18.6	19.3	30.9	21.5	16.0	20.3	10.5
Sports event/tournament	4.6	3.7	3.4	0.8	0.5	2.0	0.4	1.2
ALL ENTERTAINMENT	94.6	90.9	88.0	85.3	59.8	81.0	66.0	58.9
Lunch/sunset/dinner/evening cruise	30.6	23.7	26.5	25.0	10.7	22.0	4.3	18.8
Lounge act/stage show	27.9	22.0	26.4	14.8	2.4	14.5	5.9	1.6
Nightclub/dancing/bar/karaoke	14.5	15.4	8.2	6.5	3.2	7.1	3.7	2.2
Fine dining	57.5	49.8	42.6	50.0	15.9	45.4	9.9	31.1
Family restaurant/diner	73.8	67.5	62.1	61.4	41.7	55.3	48.9	23.1
Ethnic dining	42.6	36.4	37.5	29.7	10.9	19.2	18.0	5.9
Prepared own meal	46.6	29.4	40.4	47.9	16.8	37.2	33.5	5.6
ALL SHOPPING	94.4	91.3	91.7	88.9	52.5	84.1	54.2	40.9
Department stores	45.2	45.1	29.4	27.0	8.9	25.9	1.3	0.8
Designer boutiques	35.6	28.5	32.4	24.5	3.4	21.9	1.5	3.6
Hotel stores	46.6	45.7	38.0	25.6	3.5	26.7	4.2	18.2
Swap meet	31.3	29.6	15.5	20.8	6.2	19.9	8.3	0.5
Discount/outlet stores	35.5	30.3	29.9	26.6	10.8	22.8	1.0	0.6
Supermarkets	67.8	48.1	62.1	61.4	18.0	49.9	29.8	8.5
Convenience stores	63.0	60.5	49.5	44.3	16.5	36.8	16.7	10.8
Duty free	15.2	15.9	2.2	1.3	0.5	1.6	0.1	1.0
Local shops/artisans	72.1	57.7	70.4	72.8	35.5	60.1	46.6	29.6
ALL CULTURE	85.9	86.2	77.0	77.2	61.0	64.6	51.9	30.7
Historic military sites	41.2	64.4	3.7	4.1	2.4	4.0	1.6	0.0
Other historical sites	36.6	32.7	22.9	27.7	24.9	33.1	40.3	6.0
Museum/art gallery	24.5	19.3	23.0	15.8	7.6	10.7	7.4	8.0
Polynesian show/luau/hula	47.7	38.6	39.2	31.0	3.1	22.5	5.0	2.1
Play/concert	4.9	2.9	4.7	3.6	0.7	1.5	2.8	0.2
Art/craft fair	15.4	8.0	14.7	15.2	4.8	9.3	7.5	2.8
Parks/gardens	61.1	51.0	54.2	59.4	52.3	44.4	27.3	19.3
Festival	5.1	4.8	2.3	2.9	1.8	1.4	1.6	0.2
ALL TRANSPORTATION	84.9	78.0	84.1	81.5	59.6	70.5	57.4	46.5
Trolley	8.5	11.0	3.0	2.2	2.3	3.2	0.0	4.3
Public bus	14.8	21.8	4.2	1.8	4.0	2.8	0.1	7.6
Taxi/limousine	17.9	23.0	6.2	2.9	3.1	6.2	17.6	13.3
Rental car	73.5	53.6	78.5	77.0	52.9	62.8	41.5	23.7
MEETING	7.9	9.0	2.2	3.1	1.6	2.4	2.4	5.0
CONVENTION	6.1	6.9	1.2	1.1	0.3	2.5	0.8	1.4
INCENTIVE/REWARD	4.6	2.8	2.5	3.1	1.5	4.9	0.3	4.3

Source: Hawai'i Tourism Authority

**Table 5.5 2010 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	85.2	89.9	91.1	91.2	96.4	92.3	100.0	63.6
Helicopter/plane tour	3.3	1.9	3.1	3.9	9.6	4.7	67.0	0.0
Boat/submarine/whale watching	14.2	14.4	14.3	1.0	0.4	7.4	0.0	0.0
Tour bus excursion	41.0	39.1	40.1	59.4	66.0	46.1	33.0	0.0
Private limousine/van tour	16.0	15.0	14.6	9.1	10.8	20.9	0.0	0.0
Self-guided	54.6	57.3	38.0	26.6	18.6	40.3	0.0	63.6
ALL RECREATION	75.1	79.0	50.8	37.3	17.7	63.1	0.0	100.0
Swimming/sunbathing/beach	61.0	64.3	33.2	28.9	8.4	46.6	0.0	31.6
Surfing/bodyboarding	7.3	7.4	5.2	3.7	0.3	3.2	0.0	0.0
Snorkeling/scuba diving	16.9	16.8	7.2	9.2	1.6	13.2	0.0	14.4
Jet skiing/parasailing/windsurfing	2.9	3.0	1.6	0.0	0.0	0.0	0.0	0.0
Golf	10.6	9.1	13.2	8.9	0.9	16.8	0.0	85.6
Running/jogging/fitness walking	21.0	21.2	13.9	10.5	5.2	15.9	0.0	0.0
Spa	8.0	8.1	5.7	0.9	0.9	4.2	0.0	0.0
Backpacking/hiking/camping	8.6	8.8	6.1	0.9	3.4	5.1	0.0	0.0
Sports event/tournament	2.1	2.1	1.2	0.0	0.0	0.8	0.0	0.0
ALL ENTERTAINMENT	89.5	95.9	73.3	65.7	53.5	84.7	33.0	50.8
Lunch/sunset/dinner/evening cruise	52.1	55.5	32.8	19.9	16.1	33.8	0.0	0.0
Lounge act/stage show	22.5	23.1	13.6	6.0	1.4	12.3	0.0	19.1
Nightclub/dancing/bar/karaoke	6.0	6.3	2.8	2.5	1.0	2.5	0.0	0.0
Fine dining	75.3	80.2	56.1	42.7	40.5	64.5	0.0	50.8
Family restaurant/diner	47.3	49.6	26.0	21.8	14.1	32.2	33.0	0.0
Ethnic dining	13.9	14.3	6.7	5.5	1.7	8.2	0.0	0.0
Prepared own meal	16.4	15.3	17.1	20.1	1.4	20.8	0.0	0.0
ALL SHOPPING	92.1	99.2	79.3	61.1	50.3	85.7	0.0	36.4
Department stores	49.8	55.8	7.2	2.3	1.9	3.3	0.0	0.0
Designer boutiques	56.4	62.3	13.5	2.1	0.7	12.3	0.0	0.0
Hotel stores	44.2	46.5	23.7	5.6	7.2	27.8	0.0	36.4
Swap meet	18.0	18.2	5.2	2.5	5.2	13.3	0.0	0.0
Discount/outlet stores	39.8	42.9	14.2	10.7	6.1	14.5	0.0	0.0
Supermarkets	59.0	60.9	31.5	33.0	13.7	54.4	0.0	17.2
Convenience stores	71.2	77.7	33.4	20.0	9.2	36.9	0.0	0.0
Duty free	63.9	71.0	7.3	2.5	2.3	8.3	0.0	0.0
Local shops/artisans	32.2	29.6	33.1	32.1	30.4	33.1	0.0	17.2
ALL CULTURE	68.9	72.8	46.0	48.4	38.6	49.7	0.0	0.0
Historic military sites	15.7	17.3	2.8	0.9	0.9	0.7	0.0	0.0
Other historical sites	16.2	14.5	14.6	24.3	19.6	19.6	0.0	0.0
Museum/art gallery	12.9	13.0	9.7	5.7	8.6	6.2	0.0	0.0
Polynesian show/luau/hula	30.2	31.4	14.6	13.8	1.9	13.5	0.0	0.0
Play/concert	2.0	1.9	0.0	1.8	0.7	0.9	0.0	0.0
Art/craft fair	3.2	3.1	3.3	0.0	1.0	1.5	0.0	0.0
Parks/gardens	45.5	47.3	26.4	31.1	28.0	29.5	0.0	0.0
Festival	6.3	6.5	0.5	0.0	0.3	2.8	0.0	0.0
ALL TRANSPORTATION	88.2	95.3	53.8	39.8	23.4	60.8	0.0	19.1
Trolley	66.3	74.4	7.6	1.1	1.0	7.2	0.0	0.0
Public bus	22.3	24.7	7.5	0.9	0.7	1.3	0.0	0.0
Taxi/limousine	37.4	39.5	22.4	16.8	9.6	20.7	0.0	19.1
Rental car	18.7	15.2	25.7	25.1	13.7	38.3	0.0	0.0
MEETING	1.8	1.4	1.8	0.0	0.0	0.3	0.0	0.0
CONVENTION	1.0	0.7	1.2	0.9	0.3	0.4	0.0	0.0
INCENTIVE/REWARD	2.3	2.3	1.5	0.9	1.4	0.4	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.6 2009 Activity Participation – Japan
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	85.1	90.5	90.6	87.7	95.3	95.1	0.0	100.0
Helicopter/plane tour	3.3	1.9	3.6	6.1	5.9	4.2	0.0	0.0
Boat/submarine/whale watching	15.5	15.6	10.0	11.9	0.9	8.0	0.0	18.1
Tour bus excursion	39.8	38.3	40.6	47.4	58.0	47.0	0.0	0.0
Private limousine/van tour	14.0	12.8	8.4	7.0	13.8	18.7	0.0	18.1
Self-guided	53.6	57.3	41.4	27.2	23.2	38.8	0.0	63.8
ALL RECREATION	73.7	78.6	49.2	31.2	20.3	62.3	0.0	54.4
Swimming/sunbathing/beach	59.5	63.2	35.9	18.2	6.1	45.2	0.0	18.1
Surfing/bodyboarding	6.6	7.1	0.6	4.5	0.3	2.1	0.0	0.0
Snorkeling/scuba diving	15.5	15.7	11.7	2.0	1.2	11.6	0.0	18.1
Jet skiing/parasailing/windsurfing	3.3	3.5	0.3	0.0	0.0	0.2	0.0	0.0
Golf	8.7	7.8	14.3	12.8	4.4	11.2	0.0	36.2
Running/jogging/fitness walking	20.7	21.2	16.2	8.5	4.3	15.3	0.0	0.0
Spa	7.8	7.7	2.6	0.0	2.3	8.0	0.0	0.0
Backpaking/hiking/camping	8.6	8.2	1.8	8.5	9.2	7.7	0.0	0.0
Sports event/tournament	2.4	2.2	2.4	0.0	0.9	0.5	0.0	0.0
ALL ENTERTAINMENT	88.8	97.0	73.8	67.8	53.3	83.9	0.0	54.4
Lunch/sunset/dinner/evening cruise	50.0	53.6	32.7	17.8	15.7	34.0	0.0	18.1
Lounge act/stage show	23.3	24.1	12.0	7.4	1.4	13.9	0.0	0.0
Nightclub/dancing/bar/karaoke	5.5	5.7	0.3	3.5	0.6	2.6	0.0	0.0
Fine dining	74.0	80.3	55.1	45.5	35.6	61.4	0.0	54.4
Family restaurant/diner	46.9	50.3	27.2	18.9	15.9	28.3	0.0	0.0
Ethnic dining	12.6	12.9	6.2	6.0	2.9	6.3	0.0	0.0
Prepared own meal	14.7	13.9	13.1	20.7	6.9	20.3	0.0	0.0
ALL SHOPPING	90.8	98.9	77.9	54.4	54.1	83.3	0.0	18.1
Department stores	48.3	54.0	3.9	1.0	2.7	4.4	0.0	0.0
Designer boutiques	56.3	62.3	21.4	2.0	2.9	14.0	0.0	0.0
Hotel stores	40.5	42.8	19.9	7.5	5.2	27.8	0.0	18.1
Swap meet	15.5	15.8	5.1	2.0	3.5	9.8	0.0	0.0
Discount/outlet stores	40.3	43.6	21.0	6.0	5.0	10.0	0.0	0.0
Supermarkets	58.5	60.8	37.2	26.7	24.2	51.3	0.0	0.0
Convenience stores	70.8	78.2	29.4	13.4	11.1	32.3	0.0	0.0
Duty free	63.8	70.8	11.3	3.0	2.9	7.3	0.0	0.0
Local shops/artisans	31.0	28.7	27.3	31.1	35.3	33.5	0.0	0.0
ALL CULTURE	67.7	72.0	36.9	37.4	42.5	49.2	0.0	63.8
Historic military sites	14.0	15.2	0.3	1.0	1.9	0.8	0.0	0.0
Other historical sites	15.0	13.5	13.6	9.8	15.8	20.5	0.0	0.0
Museum/art gallery	12.8	13.1	4.9	1.0	6.0	6.6	0.0	0.0
Polynesian show/luau/hula	31.2	32.9	13.1	7.0	2.3	14.7	0.0	0.0
Play/concert	2.0	1.9	1.2	0.0	0.3	0.2	0.0	0.0
Art/craft fair	2.8	2.8	1.8	1.0	3.2	0.2	0.0	0.0
Parks/gardens	44.7	47.4	17.6	22.6	27.9	23.8	0.0	63.8
Festival	5.9	6.0	0.6	2.5	3.1	1.3	0.0	0.0
ALL TRANSPORTATION	86.6	94.9	51.4	38.6	29.2	63.6	0.0	81.9
Trolley	65.5	73.7	3.7	0.0	1.6	9.6	0.0	0.0
Public bus	22.7	24.9	3.8	2.0	2.3	1.3	0.0	0.0
Taxi/limousine	35.3	37.0	20.0	9.9	8.4	26.4	0.0	36.2
Rental car	17.7	15.7	26.9	26.7	20.5	31.7	0.0	45.6
MEETING	1.6	1.1	0.6	0.0	1.0	1.2	0.0	0.0
CONVENTION	1.3	1.0	0.3	1.0	0.6	0.3	0.0	0.0
INCENTIVE/REWARD	2.3	2.2	1.0	4.0	0.0	0.5	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.7 2010 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	90.1	91.4	92.2	67.0	93.2	93.8	95.4	82.4
Helicopter or plane tour	12.9	2.5	9.4	16.4	10.9	8.9	9.1	0.0
Boat/submarine/whale watching	30.2	16.8	35.3	14.7	1.5	20.8	12.0	24.2
Tour bus excursion	15.6	24.9	8.8	6.2	19.5	13.7	31.9	18.4
Private limousine/van tour	5.6	5.5	4.2	2.8	4.7	3.1	0.7	8.8
Self-guided	80.4	72.8	81.3	58.0	67.4	77.7	47.8	40.3
ALL RECREATION	94.7	88.1	92.9	88.3	51.0	86.5	47.7	70.4
Swimming/sunbathing/beach	90.7	82.7	88.9	81.1	23.2	76.3	28.3	47.1
Surfing/bodyboarding	28.8	17.8	31.1	24.5	4.2	20.9	1.4	13.4
Snorkeling/scuba diving	58.4	36.7	62.1	48.3	12.0	52.6	17.3	33.6
Jet skiing/parasailing/windsurfing	4.1	2.9	4.1	1.4	0.8	2.6	0.0	2.1
Golf	13.0	4.3	12.5	14.3	4.0	13.4	7.0	11.7
Running/jogging/fitness walking	48.0	41.4	43.2	42.1	17.4	38.8	18.1	7.0
Spa	8.9	5.9	8.2	6.1	0.7	6.4	0.0	5.7
Backpacking/hiking/camping	25.4	22.0	19.5	29.3	25.2	17.5	11.5	3.1
Sports event or tournament	4.4	4.1	2.7	1.4	0.8	3.9	9.1	0.0
ALL ENTERTAINMENT	95.6	94.4	90.8	89.2	63.1	88.4	59.9	42.3
Lunch/sunset/dinner/evening cruise	26.4	24.5	23.8	25.1	9.7	19.8	22.7	11.3
Lounge act/stage show	26.2	21.8	25.6	20.5	2.2	14.7	6.8	0.6
Nightclub/dancing/bar/karaoke	9.6	12.9	5.3	4.8	1.3	5.5	2.8	1.1
Fine dining	47.4	45.5	32.6	45.3	11.2	40.5	7.1	20.7
Family restaurant/diner	76.2	76.6	61.7	64.1	40.5	64.7	28.2	18.2
Ethnic dining	40.8	32.9	43.0	27.0	11.7	24.3	1.6	7.7
Prepared own meal	66.3	46.0	57.2	69.2	27.5	63.4	28.0	2.9
ALL SHOPPING	96.9	97.6	94.9	93.5	48.5	89.5	55.1	26.6
Department stores	60.8	64.1	45.3	46.1	9.8	47.8	11.2	1.9
Designer boutiques	42.9	38.9	41.1	27.7	5.2	27.3	1.1	5.4
Hotel stores	37.9	41.8	31.0	20.9	2.1	24.6	3.5	10.7
Swap meet	39.3	36.8	26.4	29.2	13.6	33.1	8.9	0.0
Discount/outlet stores	37.6	39.0	30.5	22.6	7.5	27.9	10.5	0.0
Supermarkets	82.8	66.8	76.5	73.3	22.7	66.9	31.3	4.9
Convenience stores	73.6	75.1	62.2	52.3	17.5	47.0	6.8	6.0
Duty free	18.0	21.2	6.0	4.0	1.6	2.4	0.0	0.0
Local shops/artisans	77.6	65.7	73.4	74.5	35.9	69.3	37.4	19.3
ALL CULTURE	87.0	85.7	79.3	80.4	59.6	74.0	54.5	37.4
Historic military sites	23.2	47.0	2.9	6.1	2.3	5.5	1.4	0.0
Other historical sites	35.1	26.2	25.6	28.4	21.9	40.3	41.9	14.6
Museum/art gallery	24.3	15.4	23.0	18.5	12.4	19.0	3.0	5.3
Polynesian show/luau/hula	43.9	39.2	38.1	32.0	1.9	23.2	3.1	8.0
Play/concert	6.7	5.1	5.3	5.7	0.9	4.3	1.9	0.8
Art/craft fair	21.0	12.1	19.4	20.2	8.7	17.0	11.9	1.9
Parks/gardens	63.0	58.2	53.9	61.1	48.2	50.9	15.9	21.2
Festival	5.0	4.4	3.3	4.0	1.4	3.1	1.9	0.6
ALL TRANSPORTATION	93.9	91.4	92.0	87.4	61.6	83.9	36.1	31.9
Trolley	12.3	24.2	3.0	2.1	0.8	4.1	0.0	5.7
Public bus	21.9	44.4	6.1	3.1	4.2	3.3	1.4	11.9
Taxi/limousine	19.7	33.9	8.2	7.0	2.5	7.6	1.9	7.6
Rental car	79.6	47.8	87.4	81.0	56.5	78.7	33.5	9.3
MEETING	3.0	2.0	2.0	2.4	0.7	2.4	0.9	0.6
CONVENTION	3.4	3.2	2.1	1.5	0.6	2.6	0.0	2.3
INCENTIVE/REWARD	2.8	2.4	1.9	2.0	0.0	2.3	0.0	0.0

Source: Hawai'i Tourism Authority

**Table 5.8 2009 Activity Participation – Canada
[Percentage of Visitors by Island]**

	STATE	O'AHU	MAUI	KAUA'I	HILO	KONA	MOLOKA'I	LĀNA'I
ALL SIGHTSEEING	90.4	90.3	94.2	66.9	93.3	93.6	99.3	74.0
Helicopter or plane tour	11.6	4.0	7.4	14.7	9.9	9.8	14.7	0.0
Boat/submarine/whale watching	31.3	14.8	40.6	15.8	2.7	24.1	22.0	28.2
Tour bus excursion	18.1	27.0	9.7	7.0	24.3	14.2	18.5	6.2
Private limousine/van tour	6.7	7.9	3.6	2.8	5.0	5.0	8.5	16.7
Self-guided	80.9	73.0	80.8	55.3	62.9	76.2	56.1	35.2
ALL RECREATION	94.8	88.1	93.7	86.9	46.3	83.9	70.6	76.5
Swimming/sunbathing/beach	89.9	81.0	88.3	81.1	26.0	71.9	62.8	52.7
Surfing/bodyboarding	30.1	16.5	33.2	24.2	3.8	20.3	12.3	6.8
Snorkeling/scuba diving	56.9	32.1	61.2	45.3	11.6	54.7	37.6	40.3
Jet skiing/parasailing/windsurfing	3.0	3.0	2.3	0.8	0.0	1.6	0.0	0.0
Golf	15.4	7.0	16.4	14.5	1.0	14.0	10.5	19.5
Running/jogging/fitness walking	48.4	40.2	48.3	40.1	13.0	34.7	22.0	12.7
Spa	9.0	5.1	8.7	7.4	0.9	5.5	1.5	13.6
Backpacking/hiking/camping	21.5	16.3	14.1	30.3	25.0	19.1	32.1	11.5
Sports event or tournament	5.5	5.7	3.7	1.0	0.5	4.0	0.7	1.3
ALL ENTERTAINMENT	96.8	94.7	93.9	88.2	57.6	87.8	66.0	65.3
Lunch/sunset/dinner/evening cruise	26.4	19.4	27.5	22.3	7.9	19.0	8.5	20.8
Lounge act/stage show	30.7	27.0	26.8	23.2	2.7	17.1	4.1	0.6
Nightclub/dancing/bar/karaoke	12.1	15.1	6.9	4.9	0.9	6.5	5.3	16.9
Fine dining	48.8	45.6	36.7	43.6	10.6	38.6	13.1	27.6
Family restaurant/diner	78.7	79.5	65.2	65.1	39.4	65.6	45.0	23.7
Ethnic dining	43.7	30.9	50.3	24.6	11.1	24.5	9.0	11.2
Prepared own meal	65.1	44.7	55.2	66.8	24.3	60.9	49.1	14.5
ALL SHOPPING	97.8	96.7	95.6	91.0	49.7	91.8	74.9	42.4
Department stores	64.8	68.5	48.5	45.7	6.1	50.2	11.9	13.5
Designer boutiques	45.0	41.8	42.8	26.8	5.7	30.1	6.6	13.5
Hotel stores	40.2	45.9	29.1	22.4	2.1	24.2	5.6	21.7
Swap meet	39.4	34.6	32.2	25.2	11.3	32.7	27.7	3.2
Discount/outlet stores	37.8	34.9	32.3	24.1	6.8	26.7	13.6	0.6
Supermarkets	83.1	65.7	79.0	69.8	18.2	67.7	43.9	16.6
Convenience stores	77.2	77.7	64.5	50.3	17.5	50.6	30.2	17.2
Duty free	18.6	22.4	5.7	3.9	0.6	2.5	0.0	5.2
Local shops/artisans	77.2	63.0	75.6	77.4	38.9	70.3	57.8	29.4
ALL CULTURE	86.7	84.8	80.2	81.4	60.8	76.3	67.9	24.9
Historic military sites	25.6	46.8	3.8	6.0	1.5	5.7	0.7	0.6
Other historical sites	38.9	31.9	28.0	32.2	25.8	43.3	33.5	12.8
Museum/art gallery	27.1	17.3	26.7	23.0	11.3	20.2	13.3	5.6
Polynesian show/luau/hula	47.1	42.7	38.1	33.6	1.7	27.2	9.5	0.6
Play/concert	6.7	4.9	6.0	5.4	0.8	3.8	5.9	0.6
Art/craft fair	19.3	9.6	19.0	18.1	6.6	17.1	17.8	7.1
Parks/gardens	65.5	58.3	59.8	63.1	51.5	52.8	43.7	8.4
Festival	4.5	4.9	2.5	2.7	1.1	2.6	2.2	0.0
ALL TRANSPORTATION	94.5	93.5	92.1	84.1	59.4	80.8	52.3	45.9
Trolley	13.3	22.2	4.1	2.4	1.5	5.7	4.8	9.3
Public bus	25.6	48.5	6.3	2.8	1.9	2.7	1.5	14.3
Taxi/limousine	25.6	43.5	9.3	6.3	5.2	8.8	10.0	18.2
Rental car	79.0	49.8	86.3	79.2	52.3	73.7	38.3	6.8
MEETING	2.9	2.5	1.9	0.9	0.4	2.0	0.0	8.9
CONVENTION	3.5	3.3	1.5	1.2	0.1	4.2	0.0	0.8
INCENTIVE/REWARD	3.5	2.8	2.4	2.3	1.4	3.4	0.0	0.0

Source: Hawai'i Tourism Authority

Table 5.9 2010 Activity Participation by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	92.4	84.3	85.9	81.6	82.2	95.0	81.3
Helicopter or plane tour	7.8	8.6	7.3	8.3	8.3	10.0	7.9
Boat/submarine/whale watching	34.5	28.9	26.3	23.8	20.0	35.2	22.2
Tour bus excursion	6.1	8.5	7.7	7.9	8.8	18.6	6.6
Private limousine/van tour	3.8	3.2	2.2	2.8	5.1	5.8	3.4
Self-guided	86.2	76.8	78.8	73.4	74.0	82.2	74.3
ALL RECREATION	97.1	97.5	94.0	89.6	83.5	94.5	89.0
Swimming/sunbathing/beach	92.5	94.8	91.9	82.6	73.7	90.5	82.2
Surfing/bodyboarding	30.4	47.6	35.9	22.5	14.6	29.9	26.3
Snorkeling/scuba diving	56.5	68.8	60.3	47.4	39.7	61.2	49.3
Jet skiing/parasailing/windsurfing	10.9	6.8	4.5	3.1	4.0	5.1	4.5
Golf	8.0	10.9	4.2	10.1	14.0	5.3	11.8
Running/jogging/fitness walking	35.6	54.0	38.2	45.3	41.3	41.1	45.1
Spa	12.4	14.1	9.6	13.3	10.9	9.7	12.5
Backpacking/hiking/camping	45.6	26.6	40.5	28.1	14.0	38.1	22.4
Sports event or tournament	6.9	3.9	2.8	3.5	3.9	3.1	3.9
ALL ENTERTAINMENT	99.1	97.7	96.5	94.1	92.7	97.7	94.3
Lunch/sunset/dinner/evening cruise	43.5	22.0	30.7	21.5	21.4	32.6	21.8
Lounge act/stage show	30.5	20.1	21.2	17.2	19.4	32.3	17.4
Nightclub/dancing/bar/karaoke	19.9	8.2	25.5	12.3	6.3	19.0	9.8
Fine dining	69.4	51.2	53.4	50.1	55.5	55.4	53.0
Family restaurant/diner	71.9	85.1	72.1	71.0	71.0	75.5	74.0
Ethnic dining	47.9	46.1	46.8	40.2	34.7	44.8	39.7
Prepared own meal	53.9	69.0	57.1	50.9	59.0	54.9	59.2
ALL SHOPPING	97.6	97.1	94.8	93.6	91.9	97.3	93.4
Department stores	45.8	38.2	39.2	37.2	39.5	37.3	39.0
Designer boutiques	32.2	34.2	34.4	32.3	30.7	27.9	33.1
Hotel stores	45.7	43.3	33.8	39.7	35.3	43.5	37.4
Swap meet	32.1	34.0	31.5	30.3	27.4	32.7	29.8
Discount/outlet stores	26.5	30.6	25.8	30.2	33.4	27.8	31.3
Supermarkets	70.9	86.3	72.6	73.4	74.0	72.0	76.9
Convenience stores	69.7	68.4	69.2	60.4	56.5	65.1	61.5
Duty free	18.7	10.3	22.2	10.0	5.0	17.4	8.8
Local shops/artisans	78.4	77.3	66.3	68.4	68.8	78.0	69.2
ALL CULTURE	88.0	81.6	75.1	72.9	74.6	90.6	73.7
Historic military sites	30.1	23.6	21.7	20.0	20.1	40.2	18.2
Other historical sites	32.6	31.1	29.0	31.0	30.6	40.5	29.0
Museum/art gallery	22.1	20.9	16.1	20.6	26.1	22.7	22.1
Polynesian show/luau/hula	52.5	36.6	30.3	23.5	25.5	54.2	24.6
Play/concert	3.1	3.9	5.1	4.3	7.7	6.0	5.5
Art/craft fair	13.0	14.3	10.1	18.1	20.6	14.2	17.5
Parks/gardens	59.4	57.5	56.4	52.2	50.3	64.9	51.5
Festival	2.9	4.5	4.1	5.3	5.9	2.1	5.7
ALL TRANSPORTATION	91.8	91.5	78.1	84.3	85.4	85.9	85.7
Trolley	3.8	7.3	6.5	6.0	5.4	9.2	5.5
Public bus	16.3	7.6	11.5	11.9	9.4	17.4	8.9
Taxi/limousine	11.2	10.1	13.0	14.3	10.7	15.7	11.2
Rental car	86.9	86.0	68.2	72.6	77.0	75.2	77.2
MEETING	1.2	5.2	5.7	10.9	6.5	4.0	7.6
CONVENTION	0.0	2.6	3.3	3.1	2.5	3.3	2.7
INCENTIVE/REWARD	4.2	3.2	3.7	5.7	2.0	5.5	3.1

Table 5.10 2009 Activity Participation by Lifestyle – U.S. West
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	84.6	87.1	84.8	80.7	82.4	90.8	82.3
Helicopter or plane tour	10.7	5.8	7.9	7.3	8.8	12.3	7.0
Boat/submarine/whale watching	27.2	29.2	20.4	24.9	22.8	31.4	23.6
Tour bus excursion	6.6	6.3	6.1	6.6	9.0	17.3	5.8
Private limousine/van tour	5.0	2.5	1.7	2.1	4.2	4.6	2.7
Self-guided	81.3	77.0	80.8	73.3	74.2	79.6	75.0
ALL RECREATION	97.7	96.6	95.4	89.6	83.4	93.7	89.5
Swimming/sunbathing/beach	94.8	93.5	93.3	83.1	71.7	88.9	82.3
Surfing/bodyboarding	18.5	43.7	36.1	21.6	10.9	24.4	24.8
Snorkeling/scuba diving	64.4	66.7	61.0	53.5	39.9	61.4	51.8
Jet skiing/parasailing/windsurfing	5.5	6.7	8.0	4.6	2.7	5.1	4.8
Golf	13.2	12.6	6.0	10.5	17.4	5.2	14.1
Running/jogging/fitness walking	27.4	43.3	42.1	41.1	39.3	29.8	42.4
Spa	21.5	14.0	13.4	9.2	9.5	10.4	11.4
Backpacking/hiking/camping	33.3	22.7	40.7	29.2	12.2	29.6	22.3
Sports event or tournament	3.1	2.5	6.1	3.3	4.5	2.6	4.1
ALL ENTERTAINMENT	97.5	97.0	97.6	93.4	94.1	96.3	94.9
Lunch/sunset/dinner/evening cruise	31.0	19.1	27.7	23.2	20.8	28.8	21.1
Lounge act/stage show	28.2	20.6	24.6	19.6	20.3	33.3	19.0
Nightclub/dancing/bar/karaoke	19.2	6.5	26.3	15.1	5.3	13.6	10.8
Fine dining	64.8	43.0	55.9	53.7	54.0	47.8	52.5
Family restaurant/diner	80.6	79.8	78.9	71.2	69.8	76.0	73.6
Ethnic dining	57.2	44.2	47.7	46.0	38.8	47.8	43.0
Prepared own meal	58.7	60.4	58.3	50.0	59.1	53.0	57.5
ALL SHOPPING	96.5	97.0	96.5	92.1	91.0	96.3	93.1
Department stores	41.2	43.6	43.5	34.5	41.9	39.9	40.6
Designer boutiques	39.4	37.1	33.4	35.4	31.2	31.5	34.6
Hotel stores	52.6	43.4	35.4	38.0	35.9	42.3	38.1
Swap meet	46.0	32.8	40.0	33.0	27.0	40.0	30.9
Discount/outlet stores	44.9	34.5	25.3	31.3	36.7	31.0	34.0
Supermarkets	83.6	81.3	75.1	72.9	70.6	70.0	75.3
Convenience stores	78.2	71.9	70.0	63.5	53.8	66.0	62.9
Duty free	29.3	12.0	20.3	13.1	6.2	16.0	11.2
Local shops/artisans	77.5	70.8	63.4	70.7	69.8	72.7	69.3
ALL CULTURE	82.6	79.8	75.3	75.1	72.7	88.1	73.6
Historic military sites	24.1	22.5	27.5	19.6	18.4	39.3	18.1
Other historical sites	32.6	30.7	31.5	33.3	31.5	41.1	30.4
Museum/art gallery	24.7	19.8	19.5	24.7	26.2	20.1	23.9
Polynesian show/luau/hula	42.7	39.8	38.8	26.9	27.7	59.0	27.9
Play/concert	10.1	4.0	6.4	5.2	6.8	3.8	6.1
Art/craft fair	13.8	16.2	8.3	17.1	18.3	11.0	16.9
Parks/gardens	68.8	55.8	54.2	57.3	51.8	61.2	54.0
Festival	4.1	5.1	4.9	4.3	6.6	4.6	5.5
ALL TRANSPORTATION	90.0	89.7	81.9	85.3	86.5	91.7	85.6
Trolley	5.6	5.4	8.3	4.6	4.9	10.4	4.6
Public bus	11.2	8.4	19.0	9.6	11.3	15.7	10.4
Taxi/limousine	15.0	11.3	13.4	10.3	9.7	14.1	10.3
Rental car	81.4	82.6	70.1	77.6	77.4	79.2	77.7
MEETING	1.2	4.0	7.2	11.2	6.6	7.0	7.1
CONVENTION	0.0	3.6	5.3	3.4	2.4	3.0	3.3
INCENTIVE/REWARD	4.5	2.6	4.6	4.9	3.1	5.4	3.4

Source: Hawai'i Tourism Authority

Table 5.11 2010 Activity Participation by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	95.0	92.8	85.6	89.6	88.6	94.0	86.4
Helicopter or plane tour	33.6	13.7	8.9	13.7	15.4	20.3	11.0
Boat/submarine/whale watching	44.5	37.4	24.2	28.3	30.1	36.1	26.9
Tour bus excursion	23.6	14.3	10.3	17.5	21.5	28.2	10.6
Private limousine/van tour	12.4	5.2	3.2	5.2	10.7	7.9	6.8
Self-guided	83.6	84.2	79.2	79.6	72.1	78.6	77.3
ALL RECREATION	99.5	97.9	96.1	88.8	81.6	90.3	88.7
Swimming/sunbathing/beach	97.2	94.8	93.5	80.7	74.3	85.0	82.3
Surfing/bodyboarding	23.6	41.3	34.4	15.4	11.3	20.1	21.7
Snorkeling/scuba diving	55.6	68.1	55.0	44.2	31.9	47.1	44.7
Jet skiing/parasailing/windsurfing	3.0	6.9	4.8	4.7	4.1	5.2	4.4
Golf	5.8	13.1	6.9	10.2	12.0	7.4	12.6
Running/jogging/fitness walking	39.3	43.8	42.2	40.4	35.7	35.0	42.5
Spa	20.0	15.0	15.9	14.6	8.6	10.5	14.8
Backpacking/hiking/camping	47.3	30.3	46.8	27.0	13.7	32.3	23.2
Sports event or tournament	1.6	3.4	3.3	3.8	4.0	2.5	4.4
ALL ENTERTAINMENT	99.7	97.4	94.1	93.8	89.1	94.0	92.5
Lunch/sunset/dinner/evening cruise	44.7	28.5	35.2	26.9	30.8	35.1	27.9
Lounge act/stage show	41.8	26.9	25.5	24.0	27.1	33.3	22.3
Nightclub/dancing/bar/karaoke	18.4	5.7	23.6	13.5	9.6	13.2	12.5
Fine dining	73.5	55.6	58.0	54.1	51.6	58.1	53.1
Family restaurant/diner	79.4	83.5	74.0	73.9	69.0	74.0	73.9
Ethnic dining	50.0	42.1	51.3	38.1	33.5	41.9	38.2
Prepared own meal	35.9	56.5	49.3	42.3	43.0	38.3	50.1
ALL SHOPPING	99.7	96.3	94.7	93.1	90.5	94.4	92.6
Department stores	40.4	45.4	38.0	43.5	42.6	42.3	42.6
Designer boutiques	33.8	42.9	35.9	35.2	29.9	34.1	34.8
Hotel stores	65.3	52.7	42.6	47.7	41.9	51.8	43.2
Swap meet	31.1	26.5	36.9	28.1	26.8	30.8	27.5
Discount/outlet stores	34.3	32.9	27.9	34.7	29.8	29.1	33.6
Supermarkets	70.8	78.6	69.9	63.3	60.4	60.5	69.7
Convenience stores	70.3	69.0	71.2	62.1	51.8	61.3	61.4
Duty free	25.1	9.6	24.2	12.6	6.8	14.3	11.3
Local shops/artisans	66.7	79.7	69.8	70.7	70.2	72.4	70.9
ALL CULTURE	96.7	88.4	81.3	83.7	82.1	92.1	78.9
Historic military sites	39.9	38.0	35.7	39.8	39.3	53.4	28.7
Other historical sites	37.8	39.0	33.5	35.7	36.7	43.1	31.7
Museum/art gallery	25.5	25.1	20.0	21.6	24.6	23.5	22.9
Polynesian show/luau/hula	76.0	56.3	47.7	43.0	45.1	66.0	36.3
Play/concert	4.0	5.5	3.5	2.9	8.1	4.0	6.2
Art/craft fair	8.0	15.7	10.1	15.5	17.0	11.8	17.0
Parks/gardens	63.5	60.5	61.7	56.0	57.3	62.3	55.7
Festival	1.3	3.0	3.9	4.2	5.4	3.2	4.9
ALL TRANSPORTATION	91.2	87.8	82.0	87.6	81.6	84.8	85.0
Trolley	11.0	7.9	7.4	8.6	10.9	12.2	7.2
Public bus	12.4	7.6	14.9	12.9	14.2	15.7	10.9
Taxi/limousine	15.9	14.6	23.8	17.8	17.8	20.2	16.6
Rental car	82.4	79.7	68.0	76.1	68.4	70.0	75.3
MEETING	0.8	5.4	12.6	12.8	7.5	6.6	10.8
CONVENTION	0.5	4.5	5.8	7.1	3.3	4.0	5.3
INCENTIVE/REWARD	1.5	6.1	5.0	5.7	4.8	4.2	5.7

Source: Hawai'i Tourism Authority

Table 5.12 2009 Activity Participation by Lifestyle – U.S. East
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	93.2	92.0	86.7	89.1	90.2	92.7	88.0
Helicopter or plane tour	14.1	15.1	10.8	13.3	15.9	17.6	12.1
Boat/submarine/whale watching	36.2	39.6	27.5	28.6	31.1	38.4	27.1
Tour bus excursion	28.6	14.2	9.5	16.5	23.4	29.0	11.1
Private limousine/van tour	9.1	8.2	1.3	6.6	7.2	8.8	5.1
Self-guided	77.4	83.2	79.1	80.3	76.4	76.5	80.9
ALL RECREATION	97.6	98.1	95.6	87.7	82.5	88.9	89.1
Swimming/sunbathing/beach	94.4	94.2	87.6	80.8	73.0	82.7	81.1
Surfing/bodyboarding	22.4	41.6	27.5	14.0	9.0	16.4	20.8
Snorkeling/scuba diving	54.4	66.0	55.7	43.7	32.0	47.8	43.6
Jet skiing/parasailing/windsurfing	5.7	5.1	4.2	5.3	2.8	4.9	3.8
Golf	10.0	15.7	8.8	10.4	14.5	7.6	16.0
Running/jogging/fitness walking	32.1	41.0	35.6	36.0	39.3	30.8	42.7
Spa	27.0	16.9	11.4	12.3	8.4	10.0	13.8
Backpacking/hiking/camping	44.3	28.7	45.7	31.2	15.0	32.4	23.7
Sports event or tournament	5.1	3.7	6.0	3.8	5.1	3.9	5.0
ALL ENTERTAINMENT	94.6	97.5	94.8	94.2	93.5	93.6	95.3
Lunch/sunset/dinner/evening cruise	45.4	29.6	28.9	27.8	32.3	35.9	27.1
Lounge act/stage show	41.6	29.1	23.1	27.5	27.6	35.7	22.7
Nightclub/dancing/bar/karaoke	18.9	7.5	24.2	18.0	11.3	17.9	12.2
Fine dining	76.8	53.6	54.7	58.6	57.1	56.1	58.5
Family restaurant/diner	72.3	86.1	74.5	72.4	69.0	71.8	75.2
Ethnic dining	53.7	50.3	47.6	42.9	35.6	44.9	41.0
Prepared own meal	39.8	56.3	47.1	42.2	46.2	39.9	51.1
ALL SHOPPING	96.2	98.2	93.3	94.5	92.8	94.2	94.6
Department stores	33.7	48.4	41.8	44.4	46.7	42.1	47.3
Designer boutiques	35.0	41.9	38.3	36.0	31.5	33.1	37.3
Hotel stores	60.6	54.8	39.5	49.1	41.0	47.3	46.1
Swap meet	23.6	34.3	37.5	31.9	28.3	32.6	30.4
Discount/outlet stores	28.3	38.4	28.6	35.9	37.0	35.5	35.5
Supermarkets	70.6	77.1	72.1	64.0	64.8	61.6	72.0
Convenience stores	72.2	70.4	70.9	64.8	54.2	62.3	63.5
Duty free	28.2	13.3	29.3	17.2	8.4	18.9	12.8
Local shops/artisans	69.7	74.1	67.7	72.4	72.7	72.6	71.8
ALL CULTURE	89.3	91.0	84.0	84.3	85.0	93.6	80.7
Historic military sites	45.0	49.6	39.7	39.1	38.9	56.2	31.1
Other historical sites	39.4	41.3	29.0	35.9	37.0	38.2	35.5
Museum/art gallery	23.3	26.4	23.3	25.0	23.6	25.0	24.1
Polynesian show/luau/hula	75.2	56.0	40.9	44.1	45.5	64.7	36.2
Play/concert	4.2	3.3	3.1	5.0	6.4	4.2	5.4
Art/craft fair	10.2	14.3	9.4	15.8	18.1	11.9	17.7
Parks/gardens	66.9	65.5	59.2	59.2	60.4	64.6	58.8
Festival	2.0	4.7	5.2	4.7	6.0	5.3	5.0
ALL TRANSPORTATION	92.4	89.0	80.6	87.2	81.5	84.2	85.3
Trolley	8.8	6.9	5.1	6.8	11.7	9.9	7.5
Public bus	17.5	11.7	17.4	13.9	16.0	18.9	12.1
Taxi/limousine	19.1	18.4	16.7	17.1	18.6	20.2	16.4
Rental car	78.4	81.4	70.4	76.8	67.3	70.2	75.7
MEETING	0.7	4.8	8.0	13.5	5.6	6.8	8.7
CONVENTION	0.0	3.0	5.1	9.9	5.5	5.7	6.4
INCENTIVE/REWARD	1.9	3.5	6.7	5.3	4.1	4.2	4.8

Source: Hawai'i Tourism Authority

Table 5.13 2010 Activity Participation by Lifestyle – Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	85.7	83.9	85.6	80.9	88.5	89.7	83.2
Helicopter or plane tour	1.7	4.0	3.4	2.8	3.8	4.2	2.9
Boat/submarine/whale watching	17.7	19.3	11.6	9.8	15.3	18.2	12.4
Tour bus excursion	50.7	33.8	43.4	35.2	44.7	55.2	34.9
Private limousine/van tour	21.5	15.6	16.0	13.2	16.7	22.2	13.3
Self-guided	45.7	57.2	57.7	55.3	54.3	44.9	58.9
ALL RECREATION	81.6	85.4	83.2	71.8	68.3	72.1	76.4
Swimming/sunbathing/beach	70.0	80.8	73.3	59.0	47.3	59.8	61.6
Surfing/bodyboarding	9.1	12.8	10.7	8.4	2.3	6.3	7.7
Snorkeling/scuba diving	31.2	25.3	26.9	15.2	6.9	20.3	15.4
Jet skiing/parasailing/windsurfing	9.6	3.7	5.2	1.2	1.2	4.8	2.1
Golf	3.0	7.8	4.1	8.9	17.7	4.7	13.2
Running/jogging/fitness walking	13.8	20.5	17.8	20.3	25.0	15.5	23.4
Spa	8.8	7.3	12.9	8.8	5.6	7.8	8.1
Backpacking/hiking/camping	10.1	10.3	8.8	6.9	8.6	9.5	8.2
Sports event or tournament	1.1	1.3	0.8	3.1	2.5	1.3	2.5
ALL ENTERTAINMENT	89.1	88.6	90.7	87.3	91.1	89.9	89.3
Lunch/sunset/dinner/evening cruise	69.9	45.2	60.4	46.7	50.8	65.4	46.2
Lounge act/stage show	21.0	22.7	20.7	19.1	25.8	28.5	19.8
Nightclub/dancing/bar/karaoke	4.5	3.8	8.9	8.6	4.4	6.0	6.0
Fine dining	77.2	76.8	82.8	75.6	71.0	73.2	76.2
Family restaurant/diner	43.5	56.8	46.8	47.0	44.8	45.1	48.3
Ethnic dining	7.2	13.6	14.0	14.8	15.1	10.6	15.3
Prepared own meal	2.5	29.1	11.0	15.1	17.8	5.9	20.9
ALL SHOPPING	91.6	91.4	92.4	89.3	94.4	92.6	91.8
Department stores	61.1	52.5	67.9	50.9	38.0	49.1	50.1
Designer boutiques	61.7	59.7	66.2	56.4	49.9	56.3	56.5
Hotel stores	52.1	48.0	42.3	40.2	44.2	48.9	42.2
Swap meet	11.8	18.7	17.8	19.8	18.1	13.1	20.1
Discount/outlet stores	38.5	43.5	42.1	40.0	37.7	35.4	41.8
Supermarkets	49.0	64.6	63.8	63.9	54.0	49.6	63.1
Convenience stores	80.8	70.3	77.1	72.3	65.9	72.3	70.7
Duty free	71.9	63.1	71.5	63.9	59.3	65.3	63.4
Local shops/artisans	34.1	29.8	37.6	34.7	28.8	31.5	32.5
ALL CULTURE	64.5	67.5	62.1	65.4	75.8	73.4	66.9
Historic military sites	13.3	15.8	11.0	13.2	20.0	20.7	13.6
Other historical sites	11.5	14.3	13.1	14.7	20.7	18.1	15.4
Museum/art gallery	7.3	13.1	8.0	11.6	17.0	10.3	14.0
Polynesian show/luau/hula	29.0	30.2	28.0	24.2	35.7	38.5	26.6
Play/concert	0.6	1.6	1.1	2.2	2.6	1.4	2.2
Art/craft fair	0.6	2.7	1.5	3.6	4.6	2.2	3.7
Parks/gardens	41.1	44.7	43.2	43.6	49.3	45.3	45.6
Festival	2.5	6.5	6.0	7.0	6.8	4.5	7.0
ALL TRANSPORTATION	90.3	88.2	90.7	86.2	88.3	88.3	88.2
Trolley	84.0	62.8	76.2	62.6	61.8	73.9	62.9
Public bus	10.1	16.7	22.6	24.1	26.6	14.7	25.6
Taxi/limousine	32.0	42.2	31.0	34.3	41.7	37.1	37.6
Rental car	11.7	28.4	15.7	22.0	15.2	10.6	22.2
MEETING	0.4	1.5	1.6	2.0	2.1	1.6	1.8
CONVENTION	0.4	1.0	0.6	1.3	1.2	1.1	1.0
INCENTIVE/REWARD	0.4	1.8	1.6	2.8	3.1	3.2	2.0

Source: Hawai'i Tourism Authority

Table 5.14 2009 Activity Participation by Lifestyle – Japan
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	85.3	87.5	82.0	80.2	88.8	88.4	83.6
Helicopter or plane tour	1.2	2.7	4.1	3.1	4.0	3.5	3.2
Boat/submarine/whale watching	18.3	17.9	14.9	12.3	16.2	21.5	12.7
Tour bus excursion	53.9	31.2	37.0	35.1	44.4	55.8	32.4
Private limousine/van tour	13.2	16.0	11.2	12.0	15.9	16.2	13.0
Self-guided	41.6	60.7	55.1	52.5	53.9	44.5	57.8
ALL RECREATION	78.6	87.2	77.8	70.6	66.9	73.4	73.8
Swimming/sunbathing/beach	69.0	81.6	64.3	56.7	47.3	60.0	59.3
Surfing/bodyboarding	8.9	10.1	11.9	6.7	2.4	6.2	6.8
Snorkeling/scuba diving	30.2	24.4	20.4	13.4	7.1	19.6	13.6
Jet skiing/parasailing/windsurfing	12.2	2.6	5.3	2.4	1.2	5.5	2.3
Golf	3.9	6.8	2.6	8.3	13.6	3.3	11.3
Running/jogging/fitness walking	13.9	20.4	18.2	20.7	23.5	17.5	22.1
Spa	10.9	5.3	8.9	11.1	5.2	7.5	7.9
Backpacking/hiking/camping	8.4	8.0	11.3	7.6	8.5	9.6	8.1
Sports event or tournament	0.5	1.9	1.4	2.8	3.2	1.4	2.8
ALL ENTERTAINMENT	87.7	92.7	87.0	85.6	90.4	90.0	88.3
Lunch/sunset/dinner/evening cruise	66.8	43.3	53.8	45.1	50.4	65.2	43.0
Lounge act/stage show	24.7	24.0	19.3	20.5	26.3	29.1	20.7
Nightclub/dancing/bar/karaoke	4.5	2.9	8.6	6.4	5.2	4.8	5.8
Fine dining	78.4	78.1	78.0	72.4	70.5	73.7	74.1
Family restaurant/diner	40.5	57.7	48.2	44.5	45.0	44.3	48.1
Ethnic dining	11.0	11.0	11.1	14.0	13.3	10.0	13.8
Prepared own meal	3.5	22.9	10.1	13.4	16.7	5.4	19.0
ALL SHOPPING	88.6	93.0	87.9	87.6	94.0	91.5	90.5
Department stores	61.3	53.2	63.2	49.5	35.8	47.2	48.7
Designer boutiques	65.7	58.0	60.0	54.4	53.1	54.9	57.0
Hotel stores	49.6	44.7	32.3	37.8	41.3	44.9	38.5
Swap meet	7.8	14.3	14.2	15.4	18.7	12.6	16.8
Discount/outlet stores	37.2	42.1	40.3	41.1	39.6	36.3	42.1
Supermarkets	46.3	63.9	64.9	59.9	55.9	50.3	62.3
Convenience stores	76.2	77.9	70.9	70.8	66.0	71.0	70.6
Duty free	72.2	63.9	67.8	64.0	59.9	64.3	63.6
Local shops/artisans	33.1	29.8	30.7	33.9	28.9	29.7	31.6
ALL CULTURE	59.5	71.5	57.0	62.6	75.9	71.9	65.7
Historic military sites	12.9	12.0	9.0	11.3	19.1	20.5	11.0
Other historical sites	13.4	13.2	9.4	12.7	20.1	18.4	13.4
Museum/art gallery	7.3	12.0	7.7	11.2	17.8	9.7	14.3
Polynesian show/luau/hula	29.6	33.6	27.0	24.6	37.1	38.4	27.9
Play/concert	0.5	1.8	0.9	1.5	3.3	1.5	2.2
Art/craft fair	1.3	2.4	2.2	2.2	4.1	1.8	3.3
Parks/gardens	36.7	48.6	37.9	42.7	49.2	45.1	44.5
Festival	3.3	5.5	6.1	6.0	6.7	4.3	6.7
ALL TRANSPORTATION	87.3	91.3	85.3	84.3	86.6	85.6	87.1
Trolley	77.5	72.5	73.4	61.5	58.8	70.0	63.4
Public bus	9.5	18.2	22.1	23.5	28.1	16.0	25.8
Taxi/limousine	33.0	37.5	27.2	33.5	39.4	34.5	35.7
Rental car	13.3	29.3	14.8	19.6	13.6	11.9	20.4
MEETING	0.2	2.0	0.9	2.5	1.6	1.3	1.8
CONVENTION	0.2	0.7	1.9	1.7	1.5	1.3	1.3
INCENTIVE/REWARD	0.6	2.4	1.7	2.7	2.7	3.3	1.9

Source: Hawai'i Tourism Authority

Table 5.15 2010 Activity Participation by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	93.6	92.1	88.1	86.7	92.2	91.9	89.1
Helicopter or plane tour	26.1	9.8	12.7	12.5	13.9	16.3	10.9
Boat/submarine/whale watching	43.8	35.0	28.4	29.0	27.8	34.8	27.6
Tour bus excursion	14.9	8.5	11.5	15.8	21.5	24.3	10.7
Private limousine/van tour	12.0	4.0	5.2	4.1	7.4	8.4	4.0
Self-guided	80.9	86.1	79.7	78.8	78.7	78.0	81.8
ALL RECREATION	92.3	98.9	94.0	95.5	92.0	93.4	95.4
Swimming/sunbathing/beach	91.3	97.5	91.2	92.1	85.2	89.2	91.6
Surfing/bodyboarding	31.7	54.8	36.9	25.5	12.6	28.7	28.9
Snorkeling/scuba diving	65.0	75.3	69.7	59.8	42.0	61.8	56.5
Jet skiing/parasailing/windsurfing	3.9	4.2	5.1	5.7	2.3	3.7	4.3
Golf	10.8	10.4	7.7	13.0	16.8	9.5	14.9
Running/jogging/fitness walking	38.7	50.5	33.0	53.5	48.9	40.4	52.4
Spa	23.8	10.3	9.6	9.8	5.5	8.5	9.1
Backpacking/hiking/camping	32.5	24.3	42.2	29.4	15.3	32.6	21.3
Sports event or tournament	2.0	3.4	5.8	4.6	4.4	4.2	4.5
ALL ENTERTAINMENT	93.5	96.7	91.8	95.1	97.1	95.4	95.7
Lunch/sunset/dinner/evening cruise	39.1	25.9	29.4	28.1	23.0	31.4	23.6
Lounge act/stage show	38.0	23.3	20.1	27.2	28.5	33.9	21.8
Nightclub/dancing/bar/karaoke	6.1	4.5	17.4	14.0	6.2	10.2	9.3
Fine dining	56.2	37.6	37.1	52.0	52.7	44.0	49.4
Family restaurant/diner	78.0	78.1	75.7	76.6	74.7	76.2	76.2
Ethnic dining	55.6	39.5	47.7	43.6	35.1	44.9	38.5
Prepared own meal	51.4	71.5	65.0	60.6	70.1	60.9	69.5
ALL SHOPPING	93.5	98.4	95.3	95.8	98.0	96.4	97.2
Department stores	61.1	61.5	54.2	64.6	59.7	59.9	61.3
Designer boutiques	42.9	47.2	42.2	46.9	37.2	43.9	42.3
Hotel stores	39.5	39.0	32.6	41.5	36.1	36.8	38.4
Swap meet	36.6	38.1	39.6	42.8	37.3	42.5	37.6
Discount/outlet stores	30.8	38.6	32.5	36.6	40.4	35.5	38.7
Supermarkets	78.8	90.4	77.7	83.4	80.2	78.9	85.1
Convenience stores	67.7	75.9	75.6	77.2	68.8	70.3	75.4
Duty free	35.4	12.1	36.2	16.6	13.7	24.9	14.0
Local shops/artisans	73.5	80.1	73.8	78.1	77.6	80.1	76.2
ALL CULTURE	90.2	88.4	80.7	86.9	88.5	90.9	84.8
Historic military sites	24.5	19.3	22.6	23.7	25.1	34.5	16.7
Other historical sites	39.0	35.5	31.9	31.9	38.5	38.3	33.3
Museum/art gallery	20.8	22.0	16.6	24.7	28.9	23.1	25.0
Polynesian show/luau/hula	61.7	43.5	39.5	45.5	42.9	58.8	35.4
Play/concert	0.0	3.5	5.2	6.2	10.1	5.2	7.5
Art/craft fair	8.3	21.4	19.4	21.1	22.5	19.0	22.1
Parks/gardens	58.1	63.2	62.1	65.2	61.8	66.5	61.0
Festival	2.0	5.3	3.7	4.4	6.3	3.5	5.9
ALL TRANSPORTATION	97.4	96.2	90.9	93.4	93.7	94.1	93.7
Trolley	13.6	11.1	9.5	13.5	13.2	14.5	11.1
Public bus	8.3	13.4	26.5	24.6	24.1	24.4	20.5
Taxi/limousine	22.0	13.8	20.8	21.0	21.4	23.7	17.4
Rental car	90.2	90.1	75.3	76.0	77.2	79.2	79.9
MEETING	0.0	2.5	2.5	3.6	3.4	2.7	3.2
CONVENTION	0.7	2.9	2.6	5.2	2.8	3.5	3.4
INCENTIVE/REWARD	2.8	4.0	2.1	3.3	2.1	4.0	2.2

Source: Hawai'i Tourism Authority

Table 5.16 2009 Activity Participation by Lifestyle – Canada
[Percentage of Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Lifestyle/Lifestage Segments					Visitation Status	
	Wedding / Honey- moon	Family	Young	Middle Age	Seniors	First- timers	Repeat visitors
ALL SIGHTSEEING	89.9	90.1	87.4	91.5	91.0	92.5	89.3
Helicopter or plane tour	19.4	8.8	5.9	14.8	12.1	15.4	9.6
Boat/submarine/whale watching	22.0	38.5	29.0	32.3	26.8	36.3	28.7
Tour bus excursion	24.1	11.8	19.1	20.2	19.9	29.4	12.2
Private limousine/van tour	16.8	6.8	4.5	7.1	5.8	8.3	5.8
Self-guided	75.6	79.3	78.3	84.5	80.5	80.7	81.0
ALL RECREATION	91.9	98.2	95.2	96.1	91.2	94.4	95.1
Swimming/sunbathing/beach	87.3	96.9	94.1	92.2	80.6	91.7	88.9
Surfing/bodyboarding	24.0	49.2	45.7	26.2	12.9	27.8	31.3
Snorkeling/scuba diving	72.2	71.1	69.4	57.2	38.1	61.5	54.4
Jet skiing/parasailing/windsurfing	2.4	3.5	6.4	2.3	2.0	3.3	2.9
Golf	10.5	18.6	6.3	14.6	18.3	11.1	17.7
Running/jogging/fitness walking	29.2	50.1	41.6	52.7	48.1	39.4	53.0
Spa	20.2	9.1	8.6	10.2	6.7	8.9	9.1
Backpacking/hiking/camping	33.2	18.4	41.2	25.3	10.3	28.1	18.1
Sports event or tournament	5.6	4.1	7.1	6.8	4.5	6.0	5.2
ALL ENTERTAINMENT	94.8	97.2	94.9	97.7	96.8	96.1	97.3
Lunch/sunset/dinner/evening cruise	37.5	24.8	29.6	24.6	26.6	32.3	23.4
Lounge act/stage show	46.7	30.3	26.6	32.9	28.9	39.2	26.4
Nightclub/dancing/bar/karaoke	19.2	5.1	26.3	13.2	9.6	14.4	11.0
Fine dining	46.4	41.2	49.4	53.6	49.9	48.0	49.2
Family restaurant/diner	76.0	82.2	79.8	78.3	76.2	77.4	79.3
Ethnic dining	55.5	45.7	45.2	48.3	35.7	46.3	42.4
Prepared own meal	55.8	65.3	64.3	61.0	70.3	58.0	68.7
ALL SHOPPING	93.4	98.6	96.2	98.7	97.6	97.0	98.3
Department stores	68.2	64.7	62.2	63.9	66.6	61.3	66.7
Designer boutiques	40.8	47.5	46.7	49.5	38.3	46.5	44.2
Hotel stores	42.8	41.0	34.9	48.1	34.1	41.6	39.6
Swap meet	46.7	39.2	39.3	39.9	38.1	38.9	39.6
Discount/outlet stores	36.9	36.4	33.2	39.5	39.4	32.6	40.5
Supermarkets	72.3	87.1	82.0	83.6	81.3	76.9	86.3
Convenience stores	82.5	83.6	78.5	80.6	67.9	76.3	77.7
Duty free	22.6	15.8	33.2	21.6	11.1	23.4	16.1
Local shops/artisans	72.3	79.8	72.7	80.3	74.5	80.0	75.7
ALL CULTURE	89.1	88.3	87.1	87.5	84.1	91.8	84.0
Historic military sites	24.3	22.3	30.2	27.3	24.7	41.7	17.3
Other historical sites	35.7	36.6	37.4	44.3	36.6	45.5	35.5
Museum/art gallery	31.9	24.0	19.9	29.5	29.8	27.2	27.1
Polynesian show/luau/hula	66.6	50.9	47.7	48.9	39.9	65.8	37.5
Play/concert	0.9	4.1	5.3	6.3	10.5	5.6	7.3
Art/craft fair	16.7	20.8	7.8	18.7	24.2	15.1	21.6
Parks/gardens	66.4	66.2	67.4	67.4	62.1	70.4	62.9
Festival	1.5	3.9	1.5	4.7	6.6	3.8	4.9
ALL TRANSPORTATION	92.3	95.3	92.5	93.8	95.8	95.0	94.3
Trolley	21.7	11.6	10.2	13.4	14.8	14.7	12.6
Public bus	31.7	16.7	32.9	25.2	29.0	28.3	24.2
Taxi/limousine	31.7	22.7	29.1	26.8	24.4	30.7	22.9
Rental car	78.5	85.6	77.4	78.8	74.9	77.9	79.6
MEETING	1.9	2.1	0.8	4.5	3.0	2.7	3.0
CONVENTION	0.0	2.4	3.8	5.3	2.9	4.3	3.1
INCENTIVE/REWARD	0.5	2.1	4.5	5.4	2.6	4.7	2.8

Source: Hawai'i Tourism Authority

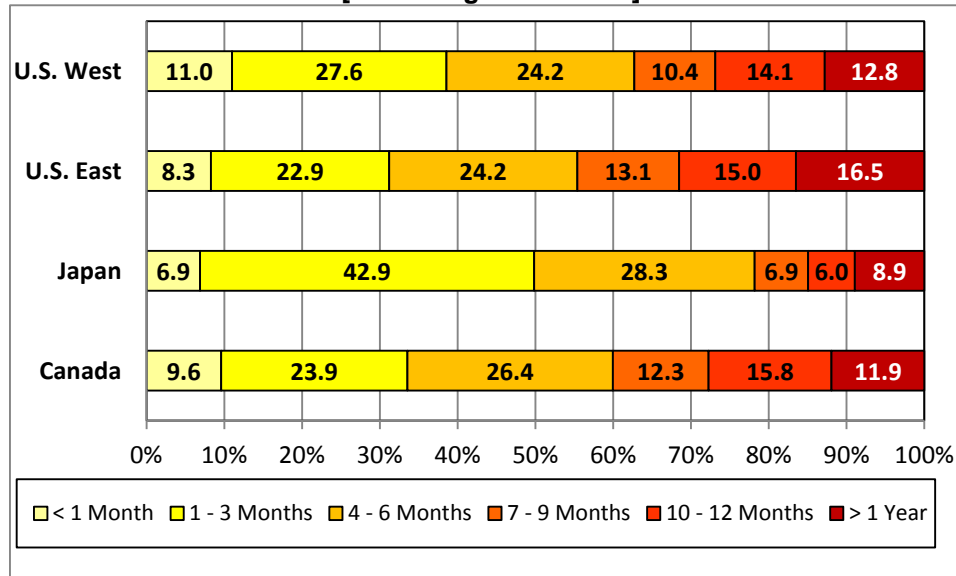
6. TRIP PLANNING

TRIP PLANNING

Trip Planning and Booking Timetable

Information on how visitors plan their trips and when they make reservations can greatly enhance preparation of effective marketing and promotion plans. Trip planning behavior differs across the major market areas. Visitors from Japan tend to keep a short planning window while those from U.S. West, U.S. East and Canada, tend to plan farther in advance (Figure 23).

**Figure 23: 2010 Decide to Take a Vacation by MMA
[Percentage of Visitors]**



U.S. West (Table 6.2)

- Similar to prior years, six out of ten U.S. West visitors in 2010 decided to take a vacation (61.5%), to visit Hawai'i (61%), and decided on the islands they want to visit (57.7%), four months or more before arrival.
- Four out of ten U.S. West visitors made airline reservations (41%), purchased tickets (41.3%), and reserved accommodations (35.8%), one to three months before arriving in the islands.
- Four out of ten visitors also made rental car reservations (39.8%) one to three months out, but 31.5 percent waited until less than one month before arrival.
- The majority of U.S. West visitors purchased tour and attraction packages (70.7%) less than one month before arrival or even during their vacation.

U.S. East (Table 6.3)

- A larger percentage of U.S. East visitors started earlier than their U.S. West counterparts. In 2010, four out of ten U.S. East visitors decided on a vacation (44.6%), to visit Hawai'i (43.8%) and decided on the islands they wanted to visit (38%), at least seven months before arrival.

- One out of three visitors made airlines reservations (37.4%), purchased tickets (37.8%), and made accommodation reservations (34.1%), one to three months before arrival.
- Similar to U.S. West visitors, the majority of U.S. East visitors made rental car reservations (70.1%) three months or less before arrival, and purchased tour and attraction packages (66.6%) less than one month before arrival.

Japan (Table 6.4)

- Japan visitors continued to have a shorter booking window compared to other MMAs. Most of the decisions were made within one to three months before the vacation date.
- Within three months or less, half of the visitors in 2010 decided on a vacation (49.8%), to visit Hawai'i (53%), and decided on the islands they want to visit (58%).
- Between one to three months before arrival, 60.3 percent of the visitors made airline reservations, 59.9 percent purchased the tickets, and 58.7 percent made accommodation reservations.
- Six out of ten Japan visitors purchased tour and attraction packages, while 46 percent made rental car reservations within one month before arrival.

Canada (Table 6.5)

- In 2010, Canada visitors' trip planning patterns were similar to those of U.S. East visitors. Four out of ten Canada visitors decided on a vacation (40%) and to visit Hawai'i (37.9%), while 32.2 percent decided on which islands to visit, at least seven months before arrival.
- One out of three Canada visitors made airline reservations (37.1%), purchased tickets (37%), and reserved accommodations (35.5%), one to three months before their trip.
- Some of the rental car reservations (38.6%) were done around one to three months out, while some (37.5%) waited until less than one month of arrival.
- The majority purchased tour and attraction packages (75%) less than one month before or while on the vacation.

Island Visitation Decision Timetable (Table 6.6)

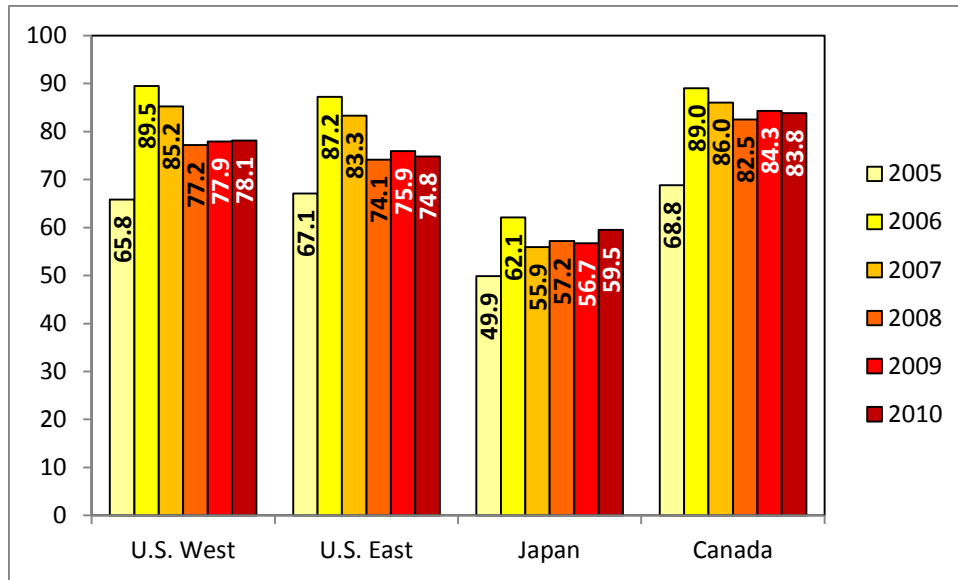
Before arriving, the majority of the visitors in 2010 had already decided on which islands to visit. The larger destinations of O'ahu, Maui, Kaua'i, and Kona were definitely predetermined.

- Over 96 percent of visitors from U.S. West, U.S. East and Canada had decided before their arrival to visit O'ahu, Maui, Kaua'i, and/or Kona.
- Most Japan visitors already decided to visit O'ahu (99.3%) and Kona (97.2%), while a lower percentage of Japan visitors decided to visit Kaua'i (89.1%) and Maui (88.7%) prior to their arrival.

Sources of Information Used to Plan Trip (Tables 6.7 to 6.14)

- Similar to the past three years, over 80 percent of Canada visitors and three out of four U.S. West and U.S. East visitors used the Internet as a trip planning tool in 2010. The percentage of Japan visitors who used the Internet for trip planning in 2010 (59.5%) was the highest in four years. (Figure 24).

Figure 24: Internet Usage for Trip Planning [Percentage of visitors by MMA]



- Assistance from travel agents for trip planning continued to be low among U.S. West (13.5%), U.S. East (23%) and Canada (25.5%) visitors, but much higher for Japan (59%) visitors.
- Fewer visitors from Japan (59%, versus 65.4% in 2009), U.S. West (13.5%, versus 18.3% in 2009) and U.S. East (23% versus 26.7% in 2009) used travel agents in 2010 compared to the previous year.
- The percentage of U.S. West (78.1%) and U.S. East (74.8%) visitors who used the Internet was more than triple the number who relied on travel agents for trip planning information.
- Half of U.S. West visitors relied on personal experiences (50.1%) to help them plan their trips.
- More Japan visitors continued to rely on travel magazines (36.5%) and travel books (31.2%) for information compared to other visitor markets.
- Canada (25.3%), U.S. West (25.2%) and U.S. East (22.1%) visitors were more likely to use airlines as a source of information compared to visitors from Japan (13.3%).

Internet Use (Table 6.13)

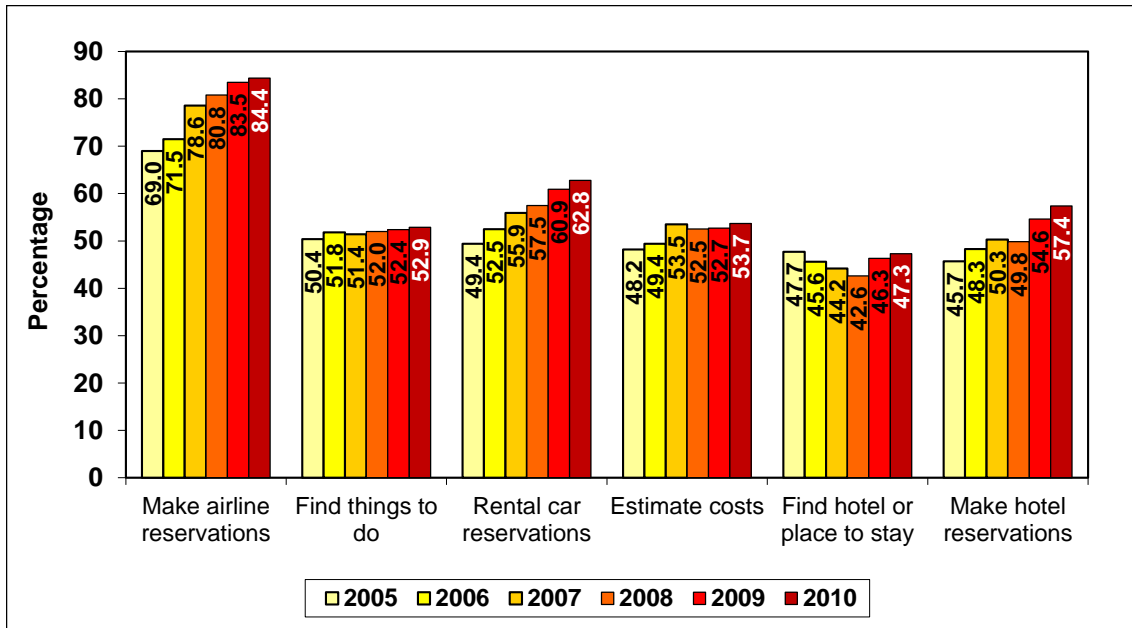
Among the proportion of visitors who used the Internet, the category in which the Internet was used for planning and booking trips differed between U.S. and Japan markets. Note that the statistic reported for each Internet use is the percentage of those who used the Internet.

U.S. Visitors:

- The number one use of the Internet by U.S. visitors was for airline reservations (Figure 25). This use had increased steadily from 69 percent (45.8% of all U.S. visitors) in 2005 to 84.4 percent (64.8% of all U.S. visitors) in 2010.
- Use of the Internet for rental car reservations for U.S. visitors had also increased over the last six years to 62.8 percent (48.2% of all U.S. visitors) in 2010. Specifically, 66.2 percent of

U.S. West (51.7% of all U.S. West visitors) and 57.3 percent of U.S. East visitors (42.9% of all U.S. East visitors) made their rental car reservations through the Internet.

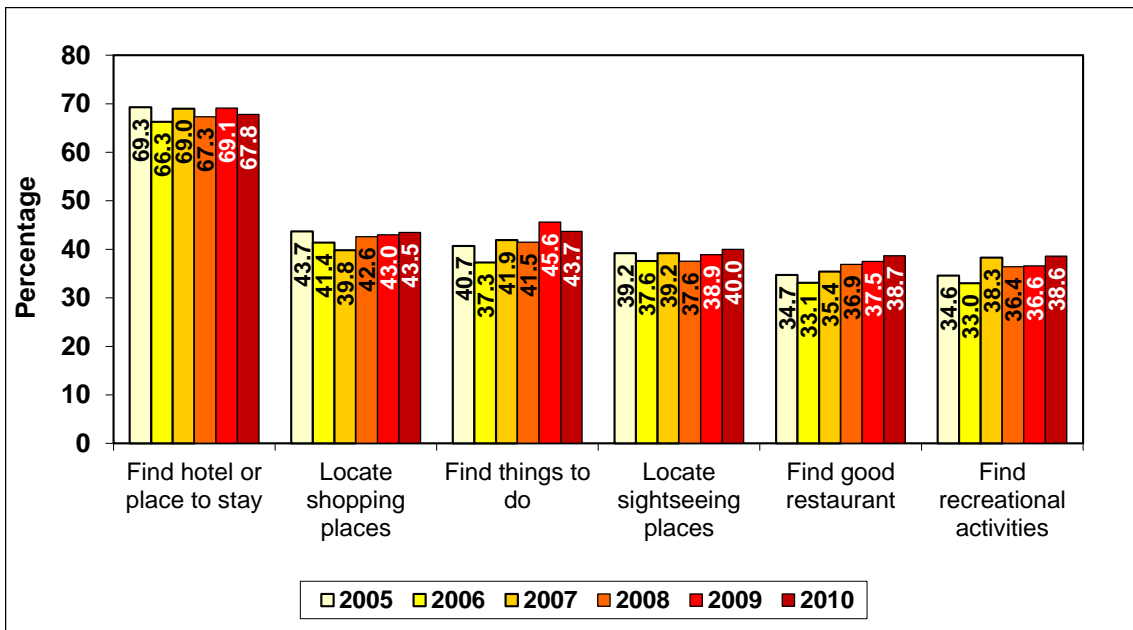
Figure 25: Internet Use - U.S. [Percentage of visitors who used the Internet]



Japan Visitors:

- Similar to previous years, the majority of Japan visitors in 2010 used the Internet to find an accommodation (67.8%, 40.3% of all Japan visitors) (Figure 26).

Figure 26: Internet Use - Japan [Percentage of visitors who used the Internet]



- Use of the Internet to find a good restaurant had been increasing from 33.1 percent in 2006 (20.6% of all Japan visitors) to 38.7 percent (23% of all Japan visitors).
- Japan visitors also located shopping places (43.5% or 25.9% of all Japan visitors), located sightseeing places (40% or 23.8% of all Japan visitors), and found recreational activities (38.6% or 22.9% of all Japan visitors).

Canada Visitors:

- In 2010, three out of four (78.8%) visitors from Canada (66% of all Canada visitors) used the Internet to make airline reservations, similar to 2009 (77% or 64.8% of all Canada visitors).
- Many more Canada visitors used the Internet to make car reservations (63.8% or 53.5% of all Canada visitors) compared to the previous year (59.2% or 49.9% of all Canada visitors).
- This group of visitors also used the Internet to make hotel reservations (64.8%), find an accommodation (62.1%), estimate costs (61.5%) and find things to do (60.1%).

Use of Travel Agent (Table 6.14)

Visitors used travel agents mostly for assistance in making airline reservations and hotel arrangements. Travel agents were also used to assist in rental car reservation and to select an airline. Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent.

- In 2010, at least three out of four visitors from U.S. (78.3% or 13.5% of all U.S. visitors), Canada (81.1% or 20.7% of all Canada visitors) used travel agents primarily to make airline reservations.
- Close to half of visitors from Canada (49.8% or 12.7% of all Canada visitors) used travel agents to choose an airline.

U.S. Visitors:

- Travel agent use among U.S. visitors to make rental car reservations (53.7% or 9.3% of all U.S. visitors) was more common compared to Japan and Canada visitor markets.
- After declining the past few years, the shares of U.S. visitors in 2010 who used travel agents to make hotel arrangements (+4 percentage points to 67.5%) and rental car reservations (+4.7 percentage points to 53.7%) increased compared to 2009 (Figure 27).

Japan Visitors:

- Japan visitors in 2010 used travel agents primarily to make hotel arrangements (79.4% or 46.8% of all Japan visitors) and airline reservations (76.3% or 45% of all Japan visitors), fairly consistent over the last six years
- After declining in 2009, the percentage of Japan visitors in 2010 who used travel agents to select an airline (+3.4 percentage points to 42%), purchase tour packages (+3.3 percentage points to 39.3%), and plan activities (+3 percentage points to 35.4%) increased back to 2007 levels (Figure 28).

Figure 27: Travel Agent Use – U.S. [Percentage of visitors who used a Travel Agent]

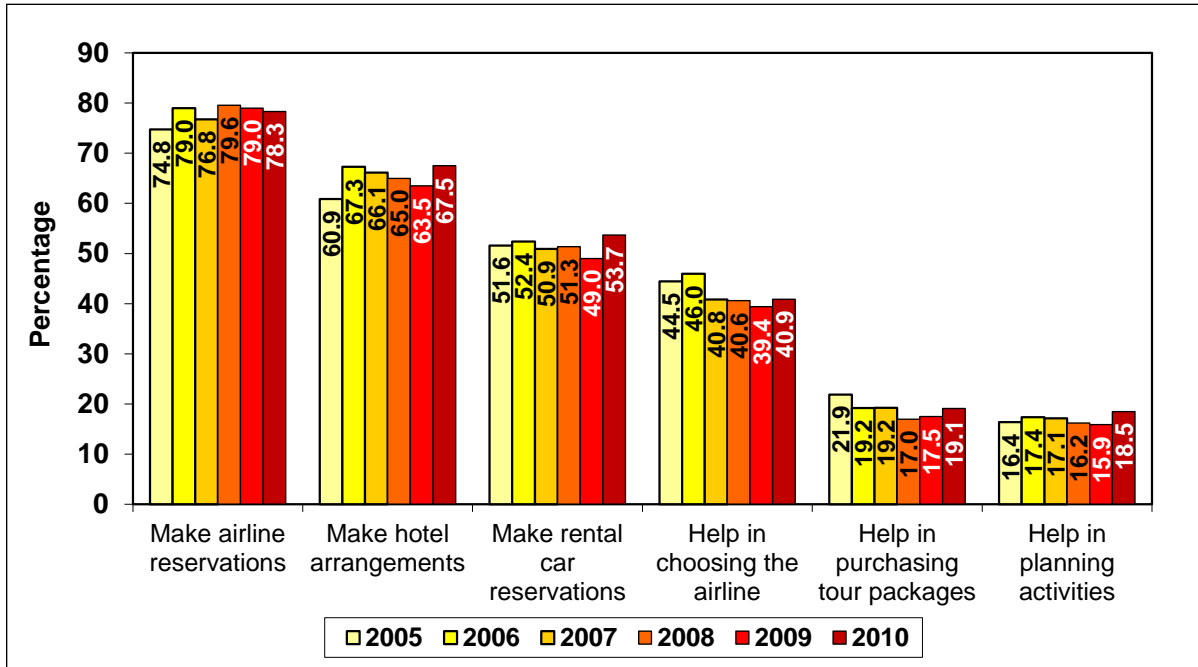
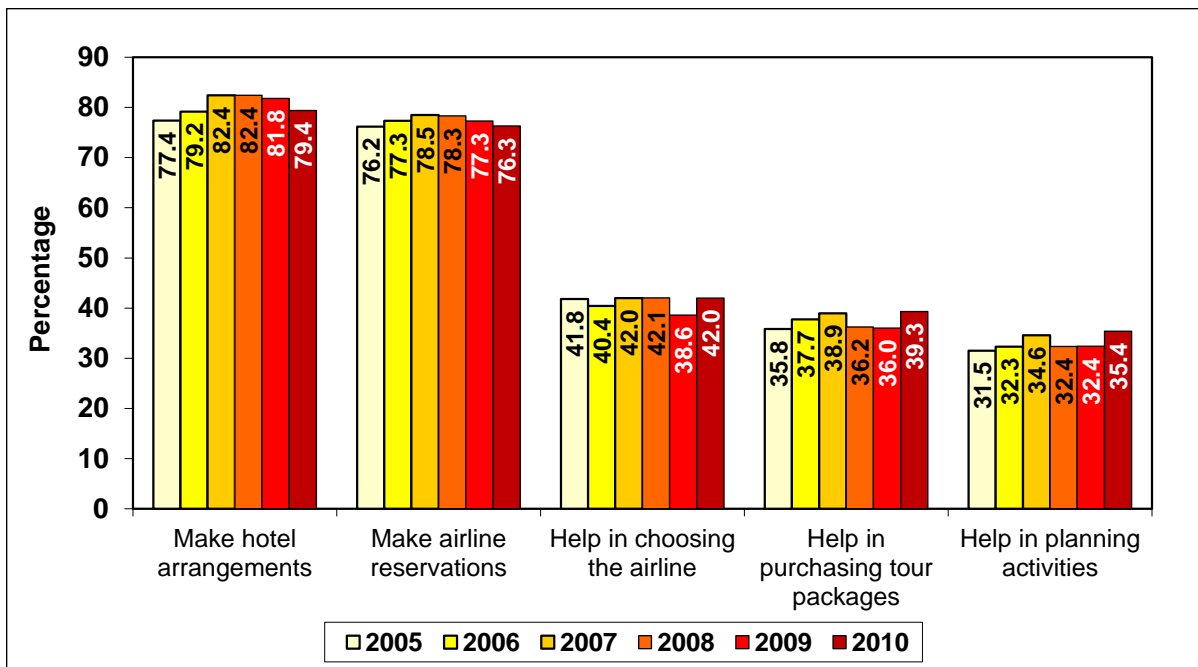


Figure 28: Travel Agent Use – Japan [Percentage of visitors who used a Travel Agent]



**Table 6.1 2010 Trip Planning & Booking Timetable – U.S. Total
[Percentage of 2010 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.9	25.7	24.2	11.5	14.4	14.3
Decide to visit Hawai'i	11.1	25.6	23.3	12.2	12.9	14.9
Decide on which islands to visit	12.8	27.7	24.1	11.9	12.3	11.3
Set date for the trip	13.9	31.4	24.2	12.6	11.3	6.4
Make airline reservations	17.0	39.6	25.9	10.6	5.7	1.2
Purchase tickets	17.7	39.9	25.4	10.5	5.4	1.1
Make accommodation reservations	17.5	35.1	23.5	9.9	9.4	4.5
Make rental car reservations	32.1	38.7	18.5	6.4	3.4	1.0
Purchase tour or attraction packages	68.8	19.4	7.3	2.0	1.3	1.3

**Table 6.2 2010 Trip Planning & Booking Timetable – U.S. West
[Percentage of 2010 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	11.0	27.6	24.2	10.4	14.1	12.8
Decide to visit Hawai'i	12.1	26.9	23.5	10.8	12.6	14.1
Decide on which islands to visit	13.2	29.1	24.0	10.2	11.9	11.6
Set date for the trip	15.3	32.7	23.4	11.5	11.0	6.1
Make airline reservations	17.3	41.0	25.4	9.6	5.6	1.1
Purchase tickets	17.9	41.3	24.9	9.6	5.2	1.0
Make accommodation reservations	18.2	35.8	22.8	9.0	9.5	4.7
Make rental car reservations	31.5	39.8	18.7	6.1	3.1	0.8
Purchase tour or attraction packages	70.7	18.6	6.5	1.6	1.1	1.5

**Table 6.3 2010 Trip Planning & Booking Timetable – U.S. East
[Percentage of 2010 Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.3	22.9	24.2	13.1	15.0	16.5
Decide to visit Hawai'i	9.6	23.6	23.0	14.2	13.4	16.2
Decide on which islands to visit	12.1	25.5	24.4	14.3	12.8	10.9
Set date for the trip	11.8	29.6	25.5	14.3	11.9	6.9
Make airline reservations	16.6	37.4	26.5	12.1	5.9	1.5
Purchase tickets	17.5	37.8	26.2	11.7	5.7	1.2
Make accommodation reservations	16.6	34.1	24.5	11.3	9.2	4.2
Make rental car reservations	33.0	37.1	18.0	6.8	3.9	1.2
Purchase tour or attraction packages	66.6	20.2	8.3	2.4	1.5	1.1

Source: Hawai'i Tourism Authority

Table 6.4 2010 Trip Planning & Booking Timetable – Japan
[Percentage of 2010 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	6.9	42.9	28.3	6.9	6.0	8.9
Decide to visit Hawai'i	8.3	44.7	25.8	6.8	5.6	8.8
Decide on which islands to visit	10.0	48.0	23.7	6.0	5.1	7.1
Set date for the trip	13.0	54.3	21.6	5.2	3.6	2.4
Make airline reservations	15.6	60.3	18.5	3.4	1.5	0.7
Purchase tickets	20.4	59.9	15.3	2.5	1.1	0.7
Make accommodation reservations	15.7	58.7	17.7	4.3	2.3	1.3
Make rental car reservations	46.0	42.4	9.0	1.8	0.3	0.4
Purchase tour or attraction packages	59.0	35.1	5.2	0.4	0.1	0.1

Table 6.5 2010 Trip Planning & Booking Timetable – Canada
[Percentage of 2010 Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.6	23.9	26.4	12.3	15.8	11.9
Decide to visit Hawai'i	11.5	25.8	24.9	12.2	13.9	11.8
Decide on which islands to visit	13.3	29.0	25.6	11.4	12.5	8.3
Set date for the trip	14.5	31.7	26.4	12.1	11.2	4.3
Make airline reservations	17.7	37.1	28.2	10.8	5.7	0.6
Purchase tickets	18.8	37.0	27.7	10.9	5.1	0.5
Make accommodation reservations	18.4	35.5	25.1	10.6	8.3	2.2
Make rental car reservations	37.5	38.6	16.0	5.3	2.3	0.3
Purchase tour or attraction packages	75.0	15.6	6.5	1.5	0.5	0.9

Source: Hawai'i Tourism Authority

**Table 6.6 2010 Island Visitation Decision Timetable
[Percentage of 2010 Visitors by MMA]**

		U.S. Total	U.S. West	U.S. East	Japan	Canada
Decide on Oahu	Decide before arrival in Hawaii	96.3	96.3	96.3	99.3	96.6
	Decide after arrival in Hawaii	3.7	3.7	3.7	0.7	3.4
Decide on Maui	Decide before arrival in Hawaii	97.0	96.9	97.2	88.7	98.4
	Decide after arrival in Hawaii	3.0	3.1	2.8	11.3	1.6
Decide on Molokai	Decide before arrival in Hawaii	86.9	86.0	88.6	55.2	95.1
	Decide after arrival in Hawaii	13.1	14.0	11.4	44.8	4.9
Decide on Lanai	Decide before arrival in Hawaii	62.5	60.9	64.3	73.8	54.6
	Decide after arrival in Hawaii	37.5	39.1	35.7	26.2	45.4
Decide on Hilo	Decide before arrival in Hawaii	84.6	84.8	84.4	84.6	81.8
	Decide after arrival in Hawaii	15.4	15.2	15.6	15.4	18.2
Decide on Kona	Decide before arrival in Hawaii	95.7	96.9	94.3	97.2	95.7
	Decide after arrival in Hawaii	4.3	3.1	5.7	2.8	4.3
Decide on Kauai	Decide before arrival in Hawaii	96.1	97.5	94.3	89.1	95.1
	Decide after arrival in Hawaii	3.9	2.5	5.7	10.9	4.9

**Table 6.7 2010 Sources of Information Used for Trip Planning
[Percentage of 2010 Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada
Internet	76.7	78.1	74.8	59.5	83.8
Personal experience	43.9	50.1	34.6	41.5	42.6
Friends/relatives	35.2	33.3	38.0	23.3	40.4
Airlines	24.0	25.2	22.1	13.3	25.3
Hotels/resorts	21.9	20.0	24.8	12.7	23.1
Books	18.3	15.0	23.2	31.2	22.7
Travel agents	17.3	13.5	23.0	59.0	25.5
Hawai'i's visitor bureaus	10.9	8.5	14.4	13.5	13.1
Wholesalers	8.9	8.7	9.1	17.2	9.3
Magazines	6.7	6.1	7.7	36.5	7.4
Information - None	3.6	3.3	4.1	2.1	1.3
Newspapers	1.4	1.5	1.2	2.6	2.4

Source: Hawai'i Tourism Authority

Table 6.8 2010 Sources of Information Used for Trip Planning – U.S. Total
[Percentage of 2010 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle Age	Seniors	First-timers	Repeat visitors
Internet	76.7	82.0	80.1	82.0	78.3	71.3	79.9	75.7
Personal experience	43.9	18.7	49.9	28.4	41.3	51.3	5.4	56.6
Friends/relatives	35.2	57.8	35.4	49.4	34.7	27.7	57.9	27.7
Airlines	24.0	15.6	27.1	14.8	23.7	26.8	16.5	26.4
Hotels/resorts	21.9	27.4	25.6	15.8	23.3	20.5	22.3	21.8
Books	18.3	28.5	19.4	20.5	19.1	15.1	27.7	15.2
Travel agents	17.3	23.4	14.4	13.4	16.6	20.1	25.2	14.7
Hawai'i's visitor bureaus	10.9	16.4	11.7	10.8	13.6	7.9	16.9	8.9
Wholesalers	8.9	18.1	9.8	7.0	9.0	7.9	13.5	7.3
Magazines	6.7	9.8	7.3	7.0	6.8	6.0	9.9	5.7
Information - None	3.6	0.6	2.1	4.9	4.7	3.5	3.5	3.7
Newspapers	1.4	0.5	1.4	1.4	1.3	1.5	1.3	1.4

Table 6.9 2010 Sources of Information Used for Trip Planning – U.S. West
[Percentage of 2010 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle Age	Seniors	First-timers	Repeat visitors
Internet	78.1	84.3	82.1	82.9	78.8	73.1	83.4	77.2
Personal experience	50.1	32.1	53.7	31.8	47.1	57.7	8.4	57.0
Friends/relatives	33.3	51.7	34.4	49.7	32.7	26.2	63.0	28.4
Airlines	25.2	16.7	26.5	16.5	25.2	28.0	16.6	26.6
Hotels/resorts	20.0	23.3	22.7	15.2	19.9	19.8	17.1	20.5
Books	15.0	13.6	17.2	18.4	16.1	11.9	23.4	13.6
Travel agents	13.5	13.7	11.2	11.5	12.9	15.8	18.1	12.7
Wholesalers	8.7	20.6	9.3	8.0	9.2	7.3	13.7	7.9
Hawai'i's visitor bureaus	8.5	13.1	9.3	8.6	12.1	5.2	13.0	7.8
Magazines	6.1	4.7	7.0	6.1	7.1	5.1	9.5	5.6
Information - None	3.3	0.0	2.0	4.3	4.5	3.1	4.2	3.1
Newspapers	1.5	1.3	1.1	1.2	1.4	1.9	1.6	1.5

Table 6.10 2010 Sources of Information Used for Trip Planning – U.S. East
[Percentage of 2010 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle Age	Seniors	First-timers	Repeat visitors
Internet	74.8	80.3	76.0	80.9	77.6	68.5	78.1	72.5
Friends/relatives	38.0	62.0	37.4	49.0	37.3	30.1	55.3	26.0
Personal experience	34.6	9.3	41.7	24.1	33.7	41.0	3.8	55.8
Hotels/resorts	24.8	30.3	31.8	16.6	27.7	21.7	25.0	24.6
Books	23.2	38.8	24.1	23.3	23.0	20.3	30.0	18.5
Travel agents	23.0	30.1	21.2	16.0	21.4	26.9	28.9	19.0
Airlines	22.1	14.8	28.4	12.5	21.8	24.8	16.4	26.0
Hawai'i's visitor bureaus	14.4	18.7	16.7	13.6	15.6	12.0	18.9	11.3
Wholesalers	9.1	16.2	10.9	5.7	8.8	8.8	13.4	6.1
Magazines	7.7	13.3	7.8	8.1	6.4	7.5	10.0	6.0
Information - None	4.1	1.0	2.3	5.6	4.8	4.2	3.1	4.8
Newspapers	1.2	0.0	1.9	1.6	1.2	0.9	1.2	1.2

Source: Hawai'i Tourism Authority

Table 6.11 2010 Sources of Information Used for Trip Planning – Japan
[Percentage of 2010 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle Age	Seniors	First-timers	Repeat visitors
Internet	59.5	55.2	74.8	67.3	67.6	45.2	51.8	62.8
Travel Agents	59.0	84.7	48.9	68.2	53.7	56.5	74.0	52.4
Personal experience	41.5	14.3	51.8	33.6	49.0	42.1	5.8	57.0
Magazines	36.5	46.7	46.5	43.6	40.7	23.6	38.2	35.7
Books	31.2	40.1	39.8	40.8	34.0	19.5	34.5	29.8
Friends/relatives	23.3	39.5	19.6	32.0	23.2	17.1	37.5	17.1
Wholesalers	17.2	18.0	14.9	18.0	17.7	17.3	19.3	16.3
Hawai'i's visitor bureaus	13.5	10.6	18.2	12.6	15.7	11.0	9.7	15.1
Airlines	13.3	8.6	16.4	11.0	14.9	13.1	9.3	15.1
Hotels/resorts	12.7	8.8	21.1	9.1	14.2	10.6	8.2	14.7
Newspapers	2.6	0.9	2.3	1.5	1.4	4.3	2.3	2.6
Information - None	2.1	0.2	1.1	2.0	2.2	3.0	1.2	2.5

Table 6.12 2010 Sources of Information Used for Trip Planning – Canada
[Percentage of 2010 Visitors by Lifestyle/Lifestage Segments and Visitation Status]

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey-moon	Family	Young	Middle Age	Seniors	First-timers	Repeat visitors
Internet	83.8	93.1	91.7	88.6	87.4	73.3	84.5	83.4
Personal experience	42.6	26.3	46.4	25.4	42.2	48.9	4.2	64.6
Friends/relatives	40.4	52.4	41.7	55.1	40.9	32.4	60.4	29.0
Travel Agents	25.5	24.8	21.8	19.4	23.6	31.9	31.6	22.0
Airlines	25.3	21.5	28.8	20.6	24.6	25.8	19.4	28.6
Hotels/resorts	23.1	25.7	21.3	20.8	24.6	23.5	23.2	23.0
Books	22.7	32.1	23.2	28.3	24.2	18.1	33.0	16.9
Hawai'i's visitor bureaus	13.1	7.2	16.6	10.5	16.9	9.5	16.9	11.0
Wholesalers	9.3	14.9	8.0	14.4	7.7	8.8	15.1	5.9
Magazines	7.4	10.2	6.1	14.9	7.3	5.2	9.9	6.0
Newspapers	2.4	3.0	2.1	2.2	3.1	2.1	2.9	2.2
Information - None	1.3	0.0	1.0	0.5	1.5	1.8	1.5	1.2

Source: Hawai'i Tourism Authority

**Table 6.13 2010 Internet Usage for Trip Planning
[Percentage of 2010 Visitors Who Used Internet by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada
Make airline reservations	84.4	87.8	79.1	40.2	78.8
Rental car reservations	62.8	66.2	57.3	17.0	63.8
Make hotel reservations	57.4	57.6	57.1	30.1	64.8
Estimate costs	53.7	53.4	54.1	16.9	61.5
Find things to do	52.9	47.0	62.3	43.7	60.1
Find hotel or place to stay	47.3	45.0	50.9	67.8	62.1
Find recreational activities	40.7	36.7	47.0	38.6	45.1
Maps and directions	37.1	36.9	37.3	32.6	47.2
Find good restaurant	31.8	30.4	34.0	38.7	29.8
Locate sightseeing places	30.3	25.1	38.3	40.0	38.5
Find evening activities	15.3	13.1	18.7	5.4	15.5
Internet - Book tours and activities	12.2	10.2	15.3	2.0	9.7
Locate shopping places	10.7	9.8	12.0	43.5	18.5

**Table 6.14 2010 Usage of Travel Agent by MMA
[Percentage of 2010 Visitors Who Used Travel Agents by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada
Make airline reservations	78.3	79.9	76.9	76.3	81.1
Make hotel arrangements	67.5	63.2	71.3	79.4	54.3
Make rental car reservations	53.7	55.8	51.8	6.0	31.0
Help in choosing the airline	40.9	38.3	43.3	42.0	49.8
Help in purchasing your packages	19.1	13.5	23.9	39.3	10.2
Help in planning activities	18.5	11.0	25.2	35.4	13.2
Help in deciding travel to Hawai'i	7.2	6.0	8.3	9.9	10.3

Source: Hawai'i Tourism Authority

7. SAFETY ISSUES AND OTHER NUISANCES

SAFETY ISSUES AND OTHER NUISANCES

The safety of Hawai'i's visitors is very important to the State of Hawai'i and industry partners. Therefore, the 2010 Visitor Satisfaction Survey questionnaire also asked visitors if they had experienced any adversity or safety issues while in Hawai'i. Similar to the prior year, more than five out of six visitors in 2010 experienced no problems while in Hawai'i.

The most common issues experienced by visitors from the top four MMAs were severe weather/natural calamities and drug dealers.

- Canada visitors reported more incidents with weather and natural calamities (6.6%), drug dealers (3.6%) and prostitutes (2.4%) compared to U.S. and Japan visitors.
- A higher percentage of U.S. West (1.8%) and U.S. East (1.2%) respondents received parking tickets.

Table 7.1 2010 Issues and Other Nuisance [Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
No problems	89.5	89.8	89.2	90.9	84.9
Severe weather/natural calamities	4.1	3.9	4.4	5.6	6.6
Drug dealers	2.8	2.9	2.6	1.2	3.6
Parking ticket	1.6	1.8	1.2	0.8	1.0
Car vandalized	1.1	1.4	0.8	0.6	0.8
Solicited by prostitutes	1.0	0.9	1.2	0.8	2.4
Violence	1.0	1.0	1.1	0.7	1.5
Wallet stolen	1.0	0.9	1.0	1.4	1.5
Room vandalized	0.2	0.3	0.2	0.2	0.1

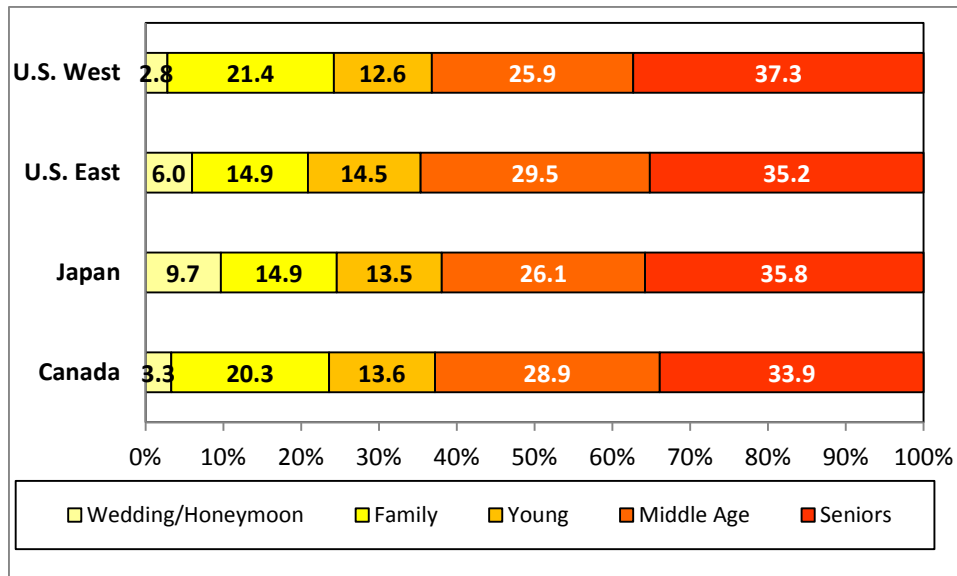
Table 7.2 2009 Issues and Other Nuisance [Percentage of Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
No problems	90.5	90.4	90.7	90.7	87.3	88.3	92.8
Severe weather/natural calamities	4.1	4.1	4.1	6.1	4.4	4.8	1.9
Drug dealers	2.2	2.4	1.9	1.4	4.4	2.8	1.9
Parking ticket	1.3	1.2	1.3	1.0	1.9	4.0	3.5
Solicited by prostitutes	1.3	1.2	1.3	0.8	1.2	1.0	1.3
Wallet stolen	0.9	0.9	0.9	0.3	1.5	0.7	0.9
Violence	0.9	0.9	0.8	0.7	1.3	1.6	1.2
Car vandalized	0.9	1.0	0.6	0.3	0.9	0.8	0.7
Foom vandalized	0.2	0.3	0.2	0.3	0.2	0.6	0.5

8. VISITOR PROFILE

Lifestyle/Lifestage Segments and Visitation Status (Table 8.1)

Figure 29: Lifestyle/Lifestage by MMA [Percentage by Visitors]



U.S.

- In 2010, Middle Age and Seniors were the two largest segments of U.S. West and U.S. East respondents, followed by Family, Young and Wedding/Honeymoon segments.
- The majority of U.S. West (85.9%) and U.S. East (59.3%) respondents were Repeat Visitors.

Japan

- In 2010, 14.9 percent of Japan respondents were in the Family segment and 9.7 percent were in the Wedding/Honeymoon segment.
- More than a quarter of Japan visitors comprised Middle Age (26.1%) and Senior (35.8%) segments.
- Two-thirds (69.7%) were Repeat Visitors.

Canada

- One-third of Canada respondents were Seniors (33.9%), while 28.9 percent were Middle Age and 20.3 percent were Family respondents.
- In 2010, there were more Repeat respondents (63.6%) compared to First-timers (36.4%).

Employment, Income and Education (Tables 8.2 to 8.8)

U.S. West

- Two out of three (65.7%) U.S. West respondents were working in 2010, 22.3 percent were retired.
- Approximately 15 percent of U.S. West respondents reported annual household income of less than \$50,000.
- U.S. West respondents with household income from \$70,000 to \$124,999 comprised the largest group of respondents (36.2 %); while 27.8 percent of U.S. West respondents reported annual household income of \$150,000 or more.
- Six out of ten of the respondents had some college or college degrees (60.5%), while 31.4 percent had post graduate degrees, and 5.7 percent were high school graduates.

U.S. East

- The percentages of working, retirees, homemakers and students respondents were similar to the U.S. West. The majority of U.S. East respondents were working (70.4%), 19.2 percent were retired while 8.2 percent were homemakers and/or students.
- In 2010, 14.6 percent of U.S. East respondents reported annual household income of less than \$50,000.
- U.S. East visitors with household income from \$70,000 to \$124,999 accounted for the largest group of respondents (34.4%), while 27.6 percent had annual household income of \$150,000 or more.
- Half of the respondents had some college or college degrees (56.9%), while 32 percent had post graduate degrees, and 9.1 percent were high school graduates.

Japan

- In 2010, 57.7 percent of respondents from Japan were working. Similar to previous years, there were more homemakers (20.4%) and fewer retirees (12.4%) compared to the U.S. West, U.S. East and Canada markets.
- More than one-third (36.7%) of the respondents from Japan reported annual household income of less than 5 million yen.
- Respondents with income between 5 million yen and 9.99 million yen accounted for 38 percent of Japan visitors surveyed.
- One out of ten respondents who visited Hawai'i reported annual household income of 15 million yen or more.
- More than half (56.1%) had some college or college degrees and 4.1 percent had post graduate degrees. A larger percentage of Japan respondents were high school graduates (29.2%) compared to other visitor markets.

Canada

- The majority of Canada respondents 2010 were working (68.7%) while 22.7 percent were retired. Homemaker and/or students comprised 5.8 percent of the respondents.
- The share of Canada respondents with annual household income of less than \$50,000 was 16.6 percent in 2010.
- Four out of ten Canada respondents reported income levels between \$70,000 and \$124,999 (39%), while 22.9 percent reported annual household income of \$150,000 or more.
- More than half (53.6%) of the respondents had some college or college degrees, 23.7 percent had post graduate degrees, and 13.3 percent were high school graduates.

Other Visitor Characteristics (Tables 8.9 to 8.12, 8.15 and 8.17)

U.S. West

- Over half (55.6%) of the U.S. West visitors who responded to the 2010 survey were female and 44.4 percent were male. The median age was 52 years old.
- Most of the U.S. West respondents (87.7%) had traveled on vacation more than 500 miles from home in the past three years. More than half (51.9%) had visited California, 43.1 percent visited Las Vegas, 28.4 percent had visited Mexico, and 27.2 percent had been to Europe in the last three years.
- Half (49.8%) of the respondents had friends or relatives in Hawai'i while 10.8 percent had lived in Hawai'i before. The share of respondents who owned timeshare property in Hawai'i was 12.2 percent while 4.6 percent owned other types of property in the islands.
- U.S. West respondents in 2010 traveled to the islands with their spouses (70.5%), with other adult family members (26.5%), and with children (24.9%). Additionally, 20.2 percent of U.S. West visitors came with friends/business associates.

U.S. East

- Similar to U.S. West visitors, over half (54.8%) of the U.S. East visitors who responded to the 2010 survey were females and 45.2 percent were male. The median age was 51 years.
- The majority (83.9%) of the respondents had taken a long distance trip of more than 500 miles from their homes in the past three years.
- A number of U.S. East visitors had been to Florida (49.2%), California (39.7%), Las Vegas (29.4%), New York (28.5%), Europe (28.4%), and/or the Caribbean (27.8%) in the past three years.
- Some (5.9%) of the respondents had previously lived in Hawai'i, 34.8 percent had friends or relatives here while 5.7 percent own timeshare property in the islands.
- U.S. East respondents in 2010 also came to Hawai'i with their spouses (69.1%) and with other adult family members (28.3%). A higher percentage came with friends/business associates (21%) compared to children (17.2%).

Japan

- There were more females than males among Japan visitors who responded to the survey, 52.5 percent to 47.5 percent, respectively. The median age was 49 years old.
- Three out of four (73.8%) of Japan respondents had taken a long distance trip of more than 500 miles from their homes in the past three years. Many had visited Korea (29.1%), China (20.1%), Guam/Saipan (20%), and/or Other Asian countries (18.3%) in the past three years.
- Few (1.5%) Japan respondents had lived in Hawai'i before, or had friends or relatives in the islands (17.8%) compared to U.S. visitors.
- A higher percentage of Japan respondents (8.7%) owned timeshare properties in Hawai'i compared to U.S. East (5.7%) and Canada (5.6%) respondents.
- Two out of three (65.5%) Japan visitors surveyed came with their spouses, 31.6 percent were with other adult family members, and 16.6 percent were with children.
- Similar to U.S. visitors, 19.2 percent of Japan visitors surveyed traveled with friends or business associates.

Canada

- There were more female respondents (56%) than male respondents (44%) among Canada respondents surveyed in 2010. The media age was 50 years old.
- Nine out of ten respondents (89.3%) had taken a long distance trip of more than 500 miles from their homes in the past three years. Many Canada respondents had traveled to California (35.8%), Las Vegas (32.9%), Europe (32.3%), and/or around Canada (46.6%) in the past three years.
- Only 1.5 percent had lived in Hawai'i before; 5.6 percent own timeshare property in the islands and 18.6 percent had friends or relatives in Hawai'i.
- A larger percentage of the Canada visitors surveyed came with their spouses (73.5%) compared to respondents from U.S. West, U.S. East and Japan.
- Similar to U.S. West visitors, 27.4 percent were with other adult family members, 22.2 percent with children, and 20.8 percent with friends or business associates.

Primary Purpose of Trips (Table 8.13)

U.S.

- In 2010, the majority of U.S. West (69.5%) and U.S. East (61.4%) visitors surveyed listed vacation as the primary reason for coming to the islands.
- Other reasons for U.S. respondents to visit Hawai'i were to visit friends/relatives (9.8% U.S. West and 9.8% U.S. East); attend business meetings/conduct business (6% U.S. West and 6.7% U.S. East); attend a convention/conference/seminar (1.8% U.S. West and 3.5% U.S. East); celebrate an anniversary/birthday (3.5% U.S. West and 4.5% U.S. East); attend/participate in wedding (3% U.S. West and 3.3% U.S. East); or to honeymoon (1.8% U.S. West and 4.3% U.S. East).

Japan

- Vacation was the primary reason for 66.5 percent of Japan respondents to visit Hawai'i.
- In addition, Japan respondents listed honeymoon (7.2 %), attend/participate in wedding (6.6%), shopping/fashion (3.7%), visit friends/relatives (2.6%), and sports events (1.6%) as other primary reasons for visiting.

Canada

- Four out of five (81%) of Canada respondents, indicated that vacation was their primary reason for coming to the islands.
- Other significant reasons were to celebrate an anniversary/birthday (3.8%), attend a convention/conference/seminar (2.8%), to visit friends/relatives (2.7%), and to honeymoon (2.2%)

Secondary Purpose of Trips (Table 8.14)

U.S.

- Another 40.4 percent of U.S. West and 45.4 percent of U.S. East surveyed in 2010 listed vacation as their secondary purpose of trip.
- Other secondary reasons to come to Hawai'i were to visit friends/relatives (20.7% U.S. West and 18% U.S. East); to celebrate an anniversary/birthday (14.9% U.S. West and 15.9% U.S. East); and to attend a business meetings/conduct business (4.7% U.S. West and 3.2% U.S. East).

Japan

- Shopping/fashion was the prevailing secondary purpose of trip among 45.7 percent of the Japan respondents.
- Vacation (25.3%) was the next secondary purpose of the trip among the respondents. In addition, 3.9 percent visited friends/relatives; 4 percent celebrated an anniversary/birthday; 3.2 percent honeymooned; and 2.6 percent attended/participated in wedding.

Canada

- Two-fifths of the Canada respondents indicated that vacation (40.3%) was their secondary purpose for coming to Hawai'i.
- Other secondary purposes of trips were to visit friends/relatives (20.2%), celebrate an anniversary/birthday (14.8%), and shopping/fashion (3%).

**Table 8.1 Lifestyle/Lifestage and Visitation Status
[Percentage of 2010 Visitors by MMA]**

	Total	U.S. Total	U.S. West	U.S. East	Japan	Canada
LIFESTYLE/LIFESTAGE SEGMENTS						
Wedding / Honeymoon	4.1	4.1	2.8	6.0	9.7	3.3
Family	18.8	18.8	21.4	14.9	14.9	20.3
Young	13.4	13.4	12.6	14.5	13.5	13.6
Middle age	27.4	27.4	25.9	29.5	26.1	28.9
Seniors	36.3	36.4	37.3	35.2	35.8	33.9
VISITATION STATUS						
First-timers	25.2	24.7	14.1	40.7	30.3	36.4
Repeat visitors	74.8	75.3	85.9	59.3	69.7	63.6

Table 8.2 Income Level – U.S. Total [Percentage of 2010 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i Island
INCOME					
\$14,999 or less	1.3	1.6	1.2	1.3	0.6
\$15,000 - \$24,999	1.6	2.0	0.9	1.0	2.0
\$25,000 - \$29,999	2.0	2.2	1.6	1.6	2.2
\$30,000 - \$34,999	2.2	2.6	1.2	1.8	2.3
\$35,000 - \$39,999	2.0	2.3	2.2	1.6	2.5
\$40,000 - \$44,999	2.4	2.6	2.3	1.3	2.0
\$45,000 - \$49,999	3.3	3.5	2.6	3.4	3.2
\$50,000 - \$69,999	12.1	13.8	9.9	11.2	11.2
\$70,000 - \$99,999	19.4	19.2	20.9	19.5	18.2
\$100,000 - \$124,999	16.1	16.1	18.5	17.6	16.5
\$125,000 - \$149,999	9.9	10.1	10.6	10.3	11.6
\$150,000 - \$199,999	11.2	11.5	11.7	10.8	11.5
\$200,000 or more	16.5	12.6	16.4	18.7	16.2

Table 8.3 Income Level – U.S. West [Percentage of 2009 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i Island
INCOME					
\$14,999 or less	1.3	1.8	1.3	1.1	0.4
\$15,000 - \$24,999	1.8	2.3	1.3	0.9	1.9
\$25,000 - \$29,999	2.0	2.7	1.2	1.5	2.0
\$30,000 - \$34,999	2.3	2.8	1.7	2.1	2.5
\$35,000 - \$39,999	2.1	2.3	2.2	1.1	2.2
\$40,000 - \$44,999	2.2	2.5	2.6	1.1	2.0
\$45,000 - \$49,999	3.3	3.9	3.0	3.7	3.1
\$50,000 - \$69,999	11.0	11.6	10.2	10.4	10.4
\$70,000 - \$99,999	19.9	18.7	21.3	21.0	19.8
\$100,000 - \$124,999	16.3	16.4	17.1	17.1	17.4
\$125,000 - \$149,999	10.2	10.2	10.6	10.3	11.5
\$150,000 - \$199,999	11.2	11.4	11.2	11.3	10.8
\$200,000 or more	16.6	13.2	16.4	18.5	15.9

Source: Hawai'i Tourism Authority

Table 8.4 Income Level – U.S. East [Percentage of 2010 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i Island
INCOME					
\$14,999 or less	1.3	1.4	1.1	1.5	0.8
\$15,000 - \$24,999	1.4	1.7	0.4	1.2	2.2
\$25,000 - \$29,999	1.9	1.7	2.1	1.7	2.4
\$30,000 - \$34,999	2.0	2.3	0.5	1.4	2.1
\$35,000 - \$39,999	2.0	2.2	2.1	2.1	2.8
\$40,000 - \$44,999	2.7	2.7	1.9	1.6	1.9
\$45,000 - \$49,999	3.3	3.0	2.2	2.9	3.4
\$50,000 - \$69,999	13.8	16.2	9.5	12.3	12.1
\$70,000 - \$99,999	18.6	19.8	20.4	17.6	16.3
\$100,000 - \$124,999	15.8	15.7	20.4	18.2	15.4
\$125,000 - \$149,999	9.6	10.0	10.7	10.5	11.7
\$150,000 - \$199,999	11.2	11.5	12.3	10.0	12.4
\$200,000 or more	16.4	11.9	16.3	19.0	16.6

Table 8.5 Income Level – Japan [Percentage of 2010 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i Island
INCOME in 10,000 Japanese Yen					
150 or less	2.9	3.1	5.1	1.3	1.5
150 - 249.999	4.7	5.0	9.9	4.9	4.6
250 - 299.999	5.9	6.1	3.7	6.0	6.3
300 - 349.999	5.9	6.3	11.9	5.0	6.1
350 - 399.999	5.6	5.8	2.4	3.1	5.8
400 - 449.999	4.9	5.1	2.4	4.3	5.0
450 - 499.999	6.8	6.9	5.8	5.6	6.7
500 - 699.999	17.5	17.7	16.1	16.5	16.6
700 - 999.999	20.5	20.2	18.7	21.4	20.6
1,000 - 1,249.999	10.1	9.7	10.5	11.0	11.3
1,250 - 1,499.999	5.1	4.9	3.5	6.4	4.8
1,500 - 1,999.999	5.0	4.8	3.7	6.5	5.3
2,000 or more	5.0	4.5	6.2	8.0	5.6

Source: Hawai'i Tourism Authority

Table 8.6 Income Level – Canada [Percentage of 2010 Visitors by Island]

	State	O'ahu	Kaua'i	Maui	Hawai'i Island
INCOME					
\$14,999 or less	1.4	1.3	1.3	1.0	1.8
\$15,000 - \$24,999	1.7	1.6	0.9	1.9	1.4
\$25,000 - \$29,999	1.9	2.4	1.2	1.4	1.1
\$30,000 - \$34,999	1.8	2.5	2.0	1.1	1.4
\$35,000 - \$39,999	2.2	2.6	1.8	1.7	2.9
\$40,000 - \$44,999	3.4	5.2	2.3	2.0	3.1
\$45,000 - \$49,999	4.2	4.8	3.7	3.8	3.5
\$50,000 - \$69,999	11.7	11.3	12.2	10.7	11.1
\$70,000 - \$99,999	21.1	22.7	22.3	21.5	20.7
\$100,000 - \$124,999	17.9	18.6	18.7	19.1	17.9
\$125,000 - \$149,999	9.9	8.7	9.4	10.5	12.3
\$150,000 - \$199,999	10.1	8.8	11.2	11.1	9.6
\$200,000 or more	12.8	9.4	13.1	14.3	13.2

Table 8.7 Employment [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
EMPLOYMENT STATUS					
Working	67.5	65.7	70.4	57.7	68.7
Retired	21.1	22.3	19.2	12.4	22.7
Student	2.4	2.5	2.2	1.2	2.1
Homemaker	6.2	6.4	6.0	20.4	3.7
Other	2.8	3.2	2.2	8.3	2.8

Table 8.8 Education [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
HIGHEST LEVEL OF SCHOOL					
No high school	0.0	0.0	0.0	1.1	0.0
Some high school	0.4	0.4	0.4	1.0	1.9
High school grad	7.1	5.7	9.1	29.2	13.3
Some college	15.3	16.3	13.9	2.1	14.6
2-year degree	9.1	9.7	8.4	14.7	6.9
4-year degree	34.5	34.5	34.6	39.3	32.1
Post grad degree	31.6	31.4	32.0	4.1	23.7
Vocational/technical	1.8	2.1	1.5	8.6	7.4

Source: Hawai'i Tourism Authority

Table 8.9 Gender and Age [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
GENDER					
Male	44.7	44.4	45.2	47.5	44.0
Female	55.3	55.6	54.8	52.5	56.0
AGE					
Median (Years)	51.0	52.0	51.0	49.0	50.0

Table 8.10 Relationship with Hawai'i [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
BEEN TO HAWAI'I BEFORE					
Yes	75.3	85.9	59.3	69.7	63.6
No	24.7	14.1	40.7	30.3	36.4
LIVED IN HAWAI'I BEFORE					
Yes	8.9	10.8	5.9	1.5	1.5
No	91.1	89.2	94.1	98.5	98.5
HAVE FRIENDS AND/OR RELATIVES IN HAWAI'I					
Yes	43.8	49.8	34.8	17.8	18.6
No	56.2	50.2	65.2	82.2	81.4
DO YOU OWN PROPERTY IN HAWAI'I?					
Own time share property in Hawai'i	9.6	12.2	5.7	8.7	5.6
Own other types of property in Hawai'i	3.3	4.6	1.2	0.8	1.7
None	87.2	83.2	93.0	90.4	92.7

Table 8.11 Travel History [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
HAVE YOU TAKEN LONG DISTANCE TRIPS IN THE PAST 3 YEARS?					
Yes	86.2	87.7	83.9	73.8	89.3
No	13.8	12.3	16.1	26.2	10.7

Source: Hawai'i Tourism Authority

Table 8.12 Places Visited in the Past 3 Years [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
Alaska	11.9	14.1	8.3	0.4	6.9
California	47.1	51.9	39.7	6.2	35.8
Florida	33.4	23.2	49.2	1.7	25.3
Las Vegas	37.7	43.1	29.4	7.0	32.9
New York City	24.4	21.8	28.5	5.1	18.0
Other U.S.	49.3	49.8	48.5	8.4	37.4
Bali	1.9	2.2	1.5	8.9	1.8
China	3.4	3.6	3.1	20.1	3.1
Fiji	0.8	0.9	0.5	2.2	0.2
Guam/Saipan	0.9	1.0	0.8	20.0	1.6
Korea	1.4	1.8	0.9	29.1	1.8
Thailand	3.8	4.2	3.2	12.0	4.7
Other Asia	5.3	6.0	4.2	18.3	6.4
Australia	3.4	4.0	2.5	8.9	2.6
New Zealand	2.8	3.4	1.8	3.8	2.2
Europe	27.7	27.2	28.4	22.9	32.3
Canada	15.4	16.2	14.3	6.2	46.6
Caribbean	19.1	13.6	27.8	0.8	25.7
Mexico	25.4	28.4	20.8	1.2	31.5
Other	10.4	9.9	11.0	6.5	7.7

Table 8.13 Primary Purpose of Trip [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
PRIMARY PURPOSE					
Vacation	66.3	69.5	61.4	66.5	81.0
Business meeting/conduct business	6.3	6.0	6.7	1.0	1.4
Convention/conference/seminar	2.5	1.8	3.5	0.7	2.8
Incentive/reward	1.1	0.6	1.8	1.3	0.3
Visit friends/relatives	9.8	9.8	9.8	2.6	2.7
Get married	0.7	0.6	0.9	1.9	0.7
Attend/participate in wedding	3.1	3.0	3.3	6.6	3.2
Honeymoon	2.8	1.8	4.3	7.2	2.2
Anniversary/birthday	3.9	3.5	4.5	1.7	3.8
Sports event	0.4	0.5	0.4	1.6	0.7
Cultural/musical event	0.2	0.2	0.3	0.9	0.1
Medical treatment	0.0	0.1	0.0	0.0	0.0
Shopping/fashion	0.1	0.1	0.0	3.7	0.2
Other	2.8	2.6	3.1	4.3	1.0

Source: Hawai'i Tourism Authority

Table 8.14 Secondary Purpose of Trip [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
SECONDARY PURPOSE					
Vacation	42.4	40.4	45.4	25.3	40.3
Business meeting/conduct business	4.1	4.7	3.2	1.1	2.5
Convention/conference/seminar	0.8	0.4	1.3	0.5	1.9
Incentive/reward	3.2	3.7	2.6	0.7	2.0
Visit friends/relatives	19.7	20.7	18.0	3.9	20.2
Get married	0.4	0.2	0.6	0.5	0.3
Attend/participate in wedding	0.9	1.1	0.6	2.6	1.2
Honeymoon	1.6	1.1	2.4	3.2	1.8
Anniversary/birthday	15.3	14.9	15.9	4.0	14.8
Sports event	1.0	1.0	1.0	2.1	1.9
Cultural/musical event	0.9	1.2	0.4	2.1	0.8
Medical treatment	0.2	0.0	0.5	0.4	0.1
Shopping/fashion	1.4	1.7	0.9	45.7	3.0
Other	8.1	8.7	7.1	7.9	9.1

Table 8.15 Companion Type [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
TRAVEL PARTY					
Spouse	69.9	70.5	69.1	65.5	73.5
Kids	21.8	24.9	17.2	16.6	22.2
Other adult family members	27.2	26.5	28.3	31.6	27.4
Friends/associates	20.6	20.2	21.0	19.2	20.8
Girl/boy friend	8.5	9.3	7.3	2.2	7.3
Same sex partner	2.0	2.3	1.5	0.7	1.3

Table 8.16 Year of Last Visit to Hawai'i [Percentage of 2010 Visitors by MMA]

	Total	U.S. Total	U.S. West	U.S. East	Japan	Canada
YEAR OF LAST VISIT TO HAWAI'I						
1990 or prior	8.2	8.1	6.7	11.0	8.1	12.0
1991-2000	11.1	11.0	9.9	13.4	14.7	12.3
2001	1.5	1.5	1.4	1.7	1.9	1.5
2002	1.7	1.6	1.3	2.2	2.3	2.1
2003	2.0	2.0	1.7	2.5	2.2	2.1
2004	2.8	2.8	2.6	3.1	3.0	3.1
2005	5.7	5.7	6.2	4.7	5.8	3.5
2006	5.5	5.5	5.6	5.2	5.1	6.2
2007	9.6	9.7	10.2	8.8	7.6	7.7
2008	17.0	17.1	17.0	17.3	14.2	17.3
2009	34.9	35.0	37.4	30.0	35.2	32.2

Source: Hawai'i Tourism Authority

Table 8.17 Accommodation Usage by Island [Percentage of 2010 Visitors by MMA]

	U.S. Total	U.S. West	U.S. East	Japan	Canada
ACCOMMODATION ON O'AHU					
Hotel	65.0	59.4	71.2	83.8	71.8
Condo	7.1	7.9	6.2	10.4	16.1
Bed & Breakfast	0.8	0.6	0.9	0.0	0.6
Time Share	7.9	10.3	5.3	5.5	6.3
Friends or Family's Home	17.1	18.5	15.6	1.9	5.8
Home I Own	0.7	1.2	0.2	0.4	0.0
Home I Rented	3.3	4.3	2.3	0.2	3.0
Cruise Ship	1.4	0.6	2.2	0.1	1.9
Other Accommodation	2.8	2.9	2.6	0.4	2.3
ACCOMMODATION ON MAUI					
Hotel	38.2	30.2	49.0	66.5	27.2
Condo	31.3	37.8	22.6	24.3	52.8
Bed & Breakfast	1.3	1.0	1.6	0.0	1.4
Time Share	19.6	23.9	13.8	1.0	7.8
Friends or Family's Home	6.1	7.7	4.0	4.6	2.7
Home I Own	0.9	1.3	0.4	0.0	0.8
Home I Rented	2.5	2.9	2.0	0.6	4.1
Cruise Ship	6.7	3.4	11.2	4.5	8.0
Other Accommodation	1.3	1.4	1.3	0.0	1.7
ACCOMMODATION ON HILO					
Hotel	28.4	26.8	29.9	80.3	27.9
Condo	3.9	5.3	2.6	6.9	7.0
Bed & Breakfast	12.1	10.3	13.9	0.8	11.5
Time Share	2.1	3.3	0.8	5.5	3.6
Friends or Family's Home	13.4	19.1	7.9	0.9	3.7
Home I Own	1.3	2.0	0.6	0.0	0.3
Home I Rented	7.7	11.4	4.1	0.8	9.6
Cruise Ship	30.7	18.4	42.7	7.6	34.7
Other Accommodation	5.4	7.7	3.1	0.9	9.8
ACCOMMODATION ON KONA					
Hotel	38.5	34.3	44.1	72.4	29.4
Condo	20.0	25.2	13.2	13.3	29.3
Bed & Breakfast	1.5	1.0	2.2	0.4	2.7
Time Share	15.6	18.1	12.3	10.0	16.4
Friends or Family's Home	9.4	11.8	6.3	1.2	4.6
Home I Own	1.7	2.4	0.7	1.0	1.7
Home I Rented	4.2	4.9	3.3	0.4	7.0
Cruise Ship	12.1	6.2	19.9	1.3	13.5
Other Accommodation	1.8	1.5	2.2	0.4	2.4
ACCOMMODATION ON HAWAI'I ISLAND					
Hotel	43.4	38.9	49.0	74.9	34.4
Condo	19.3	24.7	12.4	12.3	28.8
Bed & Breakfast	1.4	1.0	2.0	0.4	2.7
Time Share	15.0	17.7	11.5	9.2	16.0
Friends or Family's Home	9.1	11.5	5.9	1.1	4.5
Home I Own	1.6	2.4	0.7	0.9	1.6
Home I Rented	4.0	4.8	3.1	0.3	6.8
Cruise Ship	11.6	6.0	18.7	1.2	13.2
Other Accommodation	1.7	1.4	2.0	0.4	2.4
ACCOMMODATION ON KAUA'I					
Hotel	29.2	24.6	35.2	52.6	24.8
Condo	20.4	24.3	15.5	27.6	27.7
Bed & Breakfast	1.1	1.0	1.3	0.0	2.1
Time Share	31.1	36.0	24.8	0.0	23.6
Friends or Family's Home	5.3	7.1	2.9	2.5	2.7
Home I Own	0.8	1.3	0.2	0.0	0.2
Home I Rented	5.7	6.0	5.3	5.4	8.6
Cruise Ship	11.6	5.9	18.9	11.7	15.7
Other Accommodation	2.8	3.0	2.6	2.8	2.1

Source: Hawai'i Tourism Authority

9. DEFINITIONS AND SURVEY METHODOLOGY

DEFINITIONS AND SURVEY METHODOLOGY

Definitions

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

Major Market Areas (MMAs): Visitors are classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the State more globally competitive:

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

Visitor Lifestyle and Lifestage:

Wedding/Honeymoon visitors: Visitors whose primary and secondary purpose of trip are to get married or honeymoon.

Family: Visitors traveling with children 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 designed to measure the satisfaction levels of visitors with the State of Hawai'i as a vacation destination, and to obtain information on their trip planning, activity patterns, overall trip experiences, and profile.

There are two versions of the Visitor Satisfaction Survey questionnaire, one in English and the other in Japanese. The 2010 survey has eight pages and 33 questions. The English survey instrument is presented in Section 10 of this report.

In 2010, survey questionnaires were mailed to selected visitors from U.S. West, U.S. East, Japan and Canada visitors after they had returned home from their trip to Hawai'i. The U.S. samples were drawn from the completed Domestic In-Flight Survey forms. Japan and Canada samples were drawn from the completed Departure Survey forms.

English and Japanese speaking respondents were also given the option of filling out the Visitor Satisfaction Survey questionnaire online.

Data collected from the online surveys were downloaded and merged in with the database containing statistics scanned from the mailed VSAT surveys on a weekly basis.

Table 9.1 Response Rate

Area	Mailed out	Received	Return Rate
U.S.	24,011	7,463	31.1%
Japan	10,465	4,484	42.8%
Canada	7,831	2,439	31.1%

The general level of accuracy at the 95% confidence level for responses by MMA is listed in Table 9.2 (e.g., we are 95 percent confident that the true percentage of U.S. West visitors is within 1.72 percent greater than or less than the figures listed in this report).

Table 9.2 Sample Size

MMA	Sample Size	Visitors to Hawai'i	Confidence Interval
U.S. West	3,857	2,960,783	+/- 1.72%
U.S. East	3,606	1,631,867	+/- 1.71%
Japan	4,484	1,239,481	+/- 1.48%
Canada	2,439	406,452	+/- 1.71%

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

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

Visitors' satisfaction and rating of their experiences were reported on a destination by destination basis instead of an aggregated statewide measure. The data collection methodology was changed to better reflect the specificity and uniqueness of each island. Respondents were assigned only one island to rate based on a random selection. However, data limitations hamper us from reporting fully on Lāna'i, Moloka'i, and to a lesser extent, Kona and Hilo.

10. 2010 VISITOR SATISFACTION
SURVEY FORM (ENGLISH VERSION)



Hawai'i Tourism Authority

2010 VISITOR SATISFACTION SURVEY

If you have internet access and a PC, we ask that you fill out this survey on the web at:

<http://e-survey.sms-hawaii.com/VisitorSurvey.html>

Your password is the 6 digit number on the label in the bottom right corner of this page.

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

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

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

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

- Excellent
- Above average
- Below average
- Poor

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

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

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

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

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

- Very likely ——— SKIP TO Q5a
- Somewhat likely ——— SKIP TO Q5a
- Not too likely ——— CONTINUE
- Not at all likely ——— CONTINUE

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

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

- Flight is too long
- Too commercial/overdeveloped
- Too crowded/congested/traffic
- Not enough value for the price
- Want to go someplace new
- Other financial obligations
- Poor service
- Unfriendly people/felt unwelcome
- Poor health/age restriction
- Other (Specify) _____

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

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

6. If you stayed overnight or longer, how many nights did you stay at each place? (Write 0 if day only trip)
 6b. Please tell us if you decided on visiting that island before or after you arrived in Hawai'i.

	Q6.		6b. Decided to Visit:	Before Arriving In Hawai'i	After Arriving In Hawai'i
	Visited	# of Nights			
Island of O'ahu (Waikiki/Honolulu) <input type="radio"/>	<input type="text"/>	<input type="text"/>	-----	<input type="radio"/>	<input type="radio"/>
Island of Maui <input type="radio"/>	<input type="text"/>	<input type="text"/>	-----	<input type="radio"/>	<input type="radio"/>
Island of Moloka'i <input type="radio"/>	<input type="text"/>	<input type="text"/>	-----	<input type="radio"/>	<input type="radio"/>
Island of Lana'i <input type="radio"/>	<input type="text"/>	<input type="text"/>	-----	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Hilo) <input type="radio"/>	<input type="text"/>	<input type="text"/>	-----	<input type="radio"/>	<input type="radio"/>
Big Island of Hawai'i (Kona) <input type="radio"/>	<input type="text"/>	<input type="text"/>	-----	<input type="radio"/>	<input type="radio"/>
Island of Kaua'i <input type="radio"/>	<input type="text"/>	<input type="text"/>	-----	<input type="radio"/>	<input type="radio"/>

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

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

8. Please tell us how satisfied you were with the following aspects of O'ahu.

If you did not stay overnight there, please indicate where you stayed the longest, and answer for that location.

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

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

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

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

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

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

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

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

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

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

13. If you came to Hawai'i on vacation, would you describe your most recent trip to Hawai'i as: *[Select only one]*

- A once in a lifetime trip
- A special occasion
- More special than most trips we take
- A regular annual or semi-annual trip
- Other

14. Which of the following did you use when you were planning and booking this trip? *(Mark all that apply)*

- Travel agents
- Companies specializing in packaged tours
- Information from airline/commercial carriers
- Information from hotels or resorts
- Internet
- Hawai'i's visitor bureaus
- Magazines
- Newspapers
- Books
- Advice from friends or relatives
- Personal experience from past visit(s)
- None of the above

IF USED TRAVEL AGENT IN Q14, PLEASE ANSWER Q15. IF NOT, SKIP TO Q16.

15. When planning and booking this trip, for which of the following did you use a travel agent? *(Mark all that apply)*

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

IF USED INTERNET IN Q14, PLEASE ANSWER Q16. IF NOT, SKIP TO Q17.

16. When planning and booking your trip, how did you use the Internet? *(Mark all that apply)*

- 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
- Book tours or activities
- Other (Specify) _____

17. On this trip, who was in your travel party? *(Mark all that apply)*

- Myself
- My spouse
- My child(ren)/grandchild(ren) under 18
- Other adult members of my family
- My friends/associates
- My girlfriend/boyfriend
- Same sex partner

17b. Since you have returned home, how many people have you yourself told about your most recent trip to Hawai'i? Your best estimate is okay. *[if zero, enter '0']*

people

18. Not counting this most recent trip to Hawai'i, have you taken any overnight leisure trips by air of 500 miles or longer in the past 3 years?

- Yes (how many?) →
- No

18a. Not counting this most recent trip to Hawai'i, which of the following destinations have you visited for leisure in the past 3 years? (Mark all that apply)

- Alaska Bali
- California China
- Florida Korea
- Las Vegas Thailand
- New York City Other Asia
- Other U.S. Australia
- Canada Fiji
- Mexico Guam/Saipan
- Caribbean New Zealand
- Europe None
- Other non-Hawai'i destinations (Specify) _____

19. Not counting this most recent trip to Hawai'i, have you ever been to Hawai'i before?

- Yes _____ ANSWER Q19a AND b
- No _____ SKIP TO Q20

19a. Not counting this most recent trip to Hawai'i, what was the year of your last visit to Hawai'i?

19b. And on that visit, which island did you visit? (Mark all that apply)

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

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 2009 (in US dollars)?

- Up to \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$44,999
- \$45,000 to \$49,999
- \$50,000 to \$69,999
- \$70,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

25. What is your age?

26. What is your gender?

- Male
- Female

27. What is your employment status?

- Working
- Retired
- Student
- Homemaker
- Other

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

- Honolulu International Airport on O'ahu
- Kahului Airport on Maui
- Kona International Airport on Hawai'i
- Hilo International Airport on Hawai'i
- Lihue Airport on Kaua'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 comfort and safety of our visitors are important to us. We would like to know if you experienced any of the following while in Hawai'i? (Mark all that apply)

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

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

- Less than \$1,000
- \$1,000 to \$1,999
- \$2,000 to \$2,999
- \$3,000 to \$3,999
- \$4,000 to \$4,999
- \$5,000 to \$5,999
- \$6,000 to \$6,999
- \$7,000 to \$7,999
- \$8,000 to \$8,999
- \$9,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- More than \$20,000

MAHALO FOR YOUR KOKUA (thanks for your help).
Your feedback is important and your opinion counts. Please return the completed survey in the postage-paid envelope as soon as possible.