



HAWAII MARKETING EFFECTIVENESS

2015-2018 – WAVE 2/6

(INCLUDES 2014-2015 – WAVE 1/2 AND WAVE 2/2)

(MAR 2016)

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RESEARCH OBJECTIVES

The purpose of this study is to measure and evaluate the effectiveness of the marketing efforts conducted by marketing concerns under contract with the Hawai'i Tourism Authority.

This study, conducted since 2003, provides insight into the overall intention to travel to Hawai'i, brand valuation, and measurement of specific, separate attributes for Hawai'i's major marketing areas of U.S. West, U.S. East, Canada and Japan.

The major goals of this study are to understand:

- Consideration of Hawai'i as a destination
- Importance of key attributes
- Preference for Hawai'i
- Preference for Hawai'i by behavioral segments
- Opinions of Hawai'i vs. Competitive destinations for each major marketing area:
 - Eastern U.S. (Florida, Costa Rica, Puerto Rico, California, Mexico, Caribbean, Las Vegas and Europe)
 - Western U.S. (Alaska, Costa Rica, Australia, Mexico, Caribbean, Las Vegas and Europe)
 - Canada (Florida, Arizona, Australia, California, Mexico, Caribbean, Las Vegas and Europe)
 - Japan (Australia, China, Guam/Saipan, Korea, Europe, Taiwan, Singapore, Thailand, Hong Kong)

In addition, the study tracks data on the topics as well:

- Intention to/or actual visits to Hawai'i
- Hawai'i travel patterns and visitor profiles (Accommodations, Length of Stay, Frequency, Satisfaction)
- Indication of reasons for not intending/considering Hawai'i

RESEARCH OBJECTIVES

Online surveys of approximately 15 minutes in length conducted between October 15, 2015 and November 2, 2015 and between March 24, 2016 and March 30, 2016. Each survey was presented in the language of the surveyed country or was localized, if necessary, for countries where English is the primary language.

Qualified respondents from each major marketing area were required to meet specific requirements for inclusion in this study:

- Eastern U.S.
 - Live in the states of North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Wisconsin, Illinois, Tennessee, Mississippi, Michigan, Indiana, Kentucky, Alabama, Ohio, West Virginia, Georgia, Florida, Pennsylvania, Virginia, North Carolina, South Carolina, New York, Vermont, New Hampshire, Maine, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, Maryland, Washington, D.C.
 - Have taken a Leisure trip by air of 500 miles or more in the past 12 months
 - Household income of USD \$75,000 or more
 - 18 years of age or older

- Western U.S.
 - Live in the states of Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming
 - Have taken a Leisure trip by air of 500 miles or more in the past 12 months
 - Household income of USD \$75,000 or more
 - 18 years of age or older

RESEARCH OBJECTIVES

- Canada
 - Live in the provinces of British Columbia, Alberta and Saskatchewan
 - Have taken a Leisure trip by air of 500 miles or more in the past 12 months
 - Household income of CDN \$75,000 or more
 - 18 years of age or older

- Japan
 - Live in Japan
 - Have taken and international Leisure trip in the past 24 months
 - Household income of ¥2,000,000
 - 18 years of age or older

Respondents who indicated they intend to travel to Hawai'i within then next 24 months will be re-contacted in October 2017 and March 2018 to determine if a trip was actually made. Actual re-contacts may be lower than reported here due to attrition in the panel.

Respondents are as follows:

Marketing Area	Wave 1 (NOV 2015) Completes	Wave 2 (MAR 2016) Completes	Wave 1 Re-contact in OCT 2017	Wave 2 Re-contact in MAR 2018
Eastern U.S.	603	602	115	191
Western U.S.	600	600	295	275
Canada	601	601	268	276
Japan	606	600	286	245

RESEARCH OBJECTIVES

For some analyses respondents are segmented depending on how they responded to questions regarding the importance of certain destination characteristics they consider when making travel decisions. Following are the definitions for each segment. Respondents must have provided a rating of 4 or 5 for at least one characteristic in each segment.

Segments were revised with Wave 1 in November 2015, thus no prior wave data is presented.

Explore/ Learn	Relax/ Re-energize	Culture/ Authenticity	Activity/Nature	Foodie	Togetherness	Indulge
I can explore and do new things	It's a great chance to rest and relax	To gain knowledge of history	To seek adventure	To indulge my passion for food and fine cuisine	To spend more quality time with my spouse/family	I can be more extravagant when I travel
To be the first among my friends to do something	I feel alive and energetic when I travel	To experience other cultures	To do activities I can only do on vacation		To spend more time with my friends	I can splurge on myself when I travel
To learn new things	To engage in my hobbies	To see for myself, the authentic things I have read or heard about	To be outdoors and experience nature		To celebrate or mark a special occasion	

RESEARCH OBJECTIVES

Inclusion in each segment is based on the responses for each attribute within the segment, thus a respondent may respond to more than one characteristic across multiple segments. Therefore, while the response is counted only once, the respondent may be counted multiple times. Sample sizes for each segment are shown in the table below.

		Eastern U.S.	Western U.S.	Canada	Japan
Explore/Learn	MAR 2016	486	498	488	466
	NOV 2015	500	493	492	509
Relax/Re-energize	MAR 2016	535	513	542	509
	NOV 2015	507	508	535	539
Culture/Authenticity	MAR 2016	470	490	482	473
	NOV 2015	477	478	479	526
Activity/Nature	MAR 2016	488	459	475	419
	NOV 2015	448	452	462	464
Foodie	MAR 2016	242	274	237	414
	NOV 2015	248	220	239	443
Togetherness	MAR 2016	498	486	488	454
	NOV 2015	494	476	501	485
Indulge	MAR 2016	246	247	252	389
	NOV 2015	247	228	230	447

Data will be presented in five major sections. The first section includes a Summary of the current Wave (MAR 2016), comparing relevant data from each of the four market areas. This will be followed by detailed data for each market area – Eastern U.S., Western U.S., Canada and Japan showing each of the past 4 waves (NOV 2014, MAR 2015, NOV 2015, and MAR 2016) separately, except for Destination Attributes as they apply to Hawai'i specifically. For these charts, data is presented for all waves back to Q2 of 2009. The exact wording of the survey question used to compile each chart is included at the bottom of each chart within the individual market area sections.

Excluding the Summary section, charts in each set of the market sections appear in the identical order. Since the Summary section includes only data that can be compared across all markets, some charts have been excluded; the progression, however is maintained. Charts in each market section appear in the following order:

- Demographics – Age
- Demographics – Median Age
- Demographics – Income
- Demographics – Median Income
- Demographics – Sexual Orientation
- Demographics – Long Distance Overnight Trips in Past 12 Months (Past 24 Months for Japan)
- Demographics – Median Number of Long Distance Overnight Trips in Past 12 Months (*Past 24 Months for Japan*)
- Destination Consideration for Next Leisure Vacation
- Reasons for Taking a Leisure Vacation
- Attributes Important in Choosing a Destination
- Attributes Important in Choosing a Destination (Importance vs. Applies to Hawai'i)
- Attributes Important in Choosing a Destination – Segment Comparisons

- Destination Attributes – Competitive Comparisons (*competitive destinations vary by market*)
- Destination Attributes – Applies to Hawai'i
- Impression of Hawai'i
- Impression of Hawai'i by Segment
- Hawai'i Visitation by Segment
- Hawai'i Planned Visitation by Segment
- Visitation – Competitive Destinations
- Planned Visitation – Competitive Destinations
- Planned Visitation to Islands of Hawai'i
- Planned Accommodations
- Planned Accommodation Location
- Reasons for Not Visiting Hawai'i
- Lifetime Visits to Hawai'i
- Reasons for Returning to Hawai'i
- Reasons for Returning to Hawai'i – Segment Comparisons
- Year Last Visited Hawai'i
- Month Last Visited Hawai'i
- Islands' Share of Nights in Hawai'i
- Number of Nights in Hawai'i
- Average Spending in Hawai'i
- Travel Party Size
- Travel Party Composition
- Hawai'i Excellent Rating
- Likelihood of Returning to Hawai'i

MARCH 2016 HIGHLIGHTS

- Canadians are still the oldest, remaining consistent with an average age of 47. Eastern travelers are right behind Canadians inching up to 46 years of age. Western travelers are the youngest at 40 (a decrease from previous waves) while Eastern U.S. slightly increased to 46 and Japanese travelers hold steady at 44 years.
- Travelers to Hawai'i from all markets tend to be more affluent as their average annual household incomes exceed the national averages in each of their respective countries. In the U.S., incomes for travelers from the Eastern part of country has remained constant and highest among all travelers. The incomes of Western U.S. travelers have risen however, while Canadian and Japanese average incomes have declined.
- Although the percentage is low, LGBT travelers are more likely to come from the Eastern U.S. than from any of the other geographies.
- All travelers in this study claim to have taken at least 2 long distance overnight trips in the past 12 months, but those from the Eastern U.S. have taken the most with an average of 2.65, followed by the Western U.S. at 2.31 trips.
- Hawai'i is in the most considered leisure destination among Western U.S. travelers and is tied for number two among Canadian and Japanese travelers. Among Eastern U.S. travelers Hawai'i has moved up from number seven to number six in consideration behind the Caribbean, Florida, California, Las Vegas, and Other destinations. It is interesting to note that, for U.S. residents, international destinations including European destinations and fallen down in the list, which may be an indication of travelers reactions world events.
- The top reasons U.S. residents travel is to explore and do new things and to spend more quality time with their spouses or families. Both Canadian and Japanese travelers consider travel as a chance to rest and relax. Canadians also like to explore and do new things, while Japanese travelers like to experience other cultures.

MARCH 2016 HIGHLIGHTS

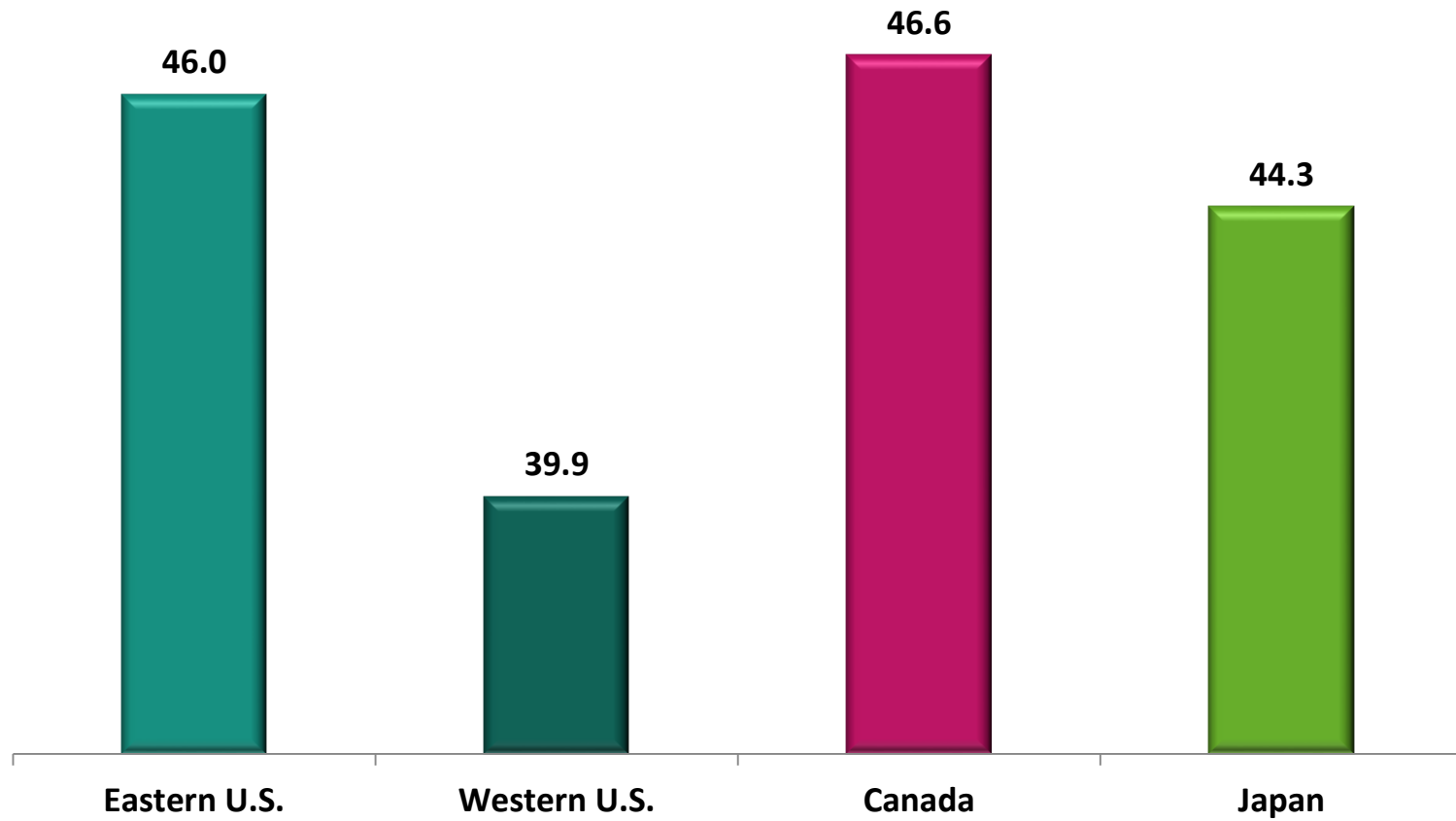
- Among the 20 attributes (22 for the Japan market) important in choosing a leisure destination, Hawai'i meets or exceeds expectations among all visitors as a great place to get away from it all; among U.S. and Canadian visitors as being romantic; among Canadian, Japanese and Western U.S. visitors as a good place for family and children; among Canadian and Japanese visitors as offering experience with native people and their culture; and among Japanese visitors as, a great place for shopping and ease of communicating in the travelers native language.
- While there is variance among the markets, most have the consistent impression that Hawai'i is able to deliver high levels of recreational activities (including water sports, zip lining, snorkeling, hiking, biking, etc.), relaxation and romance, and State or National parks and beaches. Shopping also continues to be rated highly among the Japanese market.
- Around 20% of visitors from all markets, excluding the Eastern U.S., have visited Hawai'i in the past 12 months with an additional 13% to 21% visiting in the past 24-36 months. Only 6% of Eastern U.S. visitors have visited in the past 12 months with an additional 8% visiting the past 24-36 months.
- U.S. visitors are most likely to visit Hawai'i in the Spring or Summer, however Fall and Winter are not far behind. Canadians overwhelmingly prefer to visit Hawai'i in the Winter, while visitors from Japan seem to prefer Summer and Spring.
- Nearly 3 out of 10 visitors from the Western U.S and Japan plan to visit Hawai'i in the next 12 months with an additional 14% - 19% planning to visit in the next 13-24 months. Over 30% of Canadian and 14% of Eastern U.S. travelers plan to visit in the next 12 months. The primary reason Eastern U.S. visitors seem to be lagging behind the other markets is the cost of airfare as well as the time a trip to Hawai'i from the Eastern U.S. requires. They feel they can get a better value at other destinations.
- Among those who are planning to visit the State, Maui is on the top of the list, except for Japanese visitors who overwhelmingly plan to visit O'ahu followed by Hawai'i. This is likely due to their high opinions of the shopping in Hawai'i. Oahu is fourth for the Eastern U.S. and Canadian visitors. An opportunity exists to lure those planning to visit Hawai'i to islands other than O'ahu and Maui as about a quarter of U.S. and Canadian travelers have not yet decided which islands they plan to visit on their next trip.

MARCH 2016 HIGHLIGHTS

- Visitors from all markets primarily plan to stay in a hotel. Visitors from Canada, however are the least likely travelers to stay in a hotel and the most likely to stay in a condo. It is not surprising that the majority of all traveler groups plan to stay at a resort location. Japanese visitors seem to be the most diverse with more than the other groups planning to stay in urban and rural locations.
- As might be expected, at five visits, travelers from the Western U.S. have made the most lifetime visits to Hawai'i, followed by Japanese visitors at just over four lifetime visits and Canadian visitors at slightly less than four. Visitors from the Eastern U.S. have only made just over three visits to Hawai'i in their lifetimes.
- Visitors from all four markets keep returning to Hawai'i because of its stunning natural beauty, the great weather and great beaches. They also feel it is safe and they love to experience the culture.
- Just over half of U.S. visitors are couples, while a quarter of Japanese and Canadian visitors travel as families.
- At about \$4,400, visitors from Japan and Canada spent the most on their last trip to Hawai'i. Large travel parties may be the reason for the high spending among these groups. The amount spent on shopping may also be a factor for Japanese visitors as twice as much of their travel dollar goes to shopping as any other group. Their longer length of stay – about 11 days is likely contributing to the high spend by Canadians. Western U.S. visitors spend the least overall - about \$2,700.
- Visitors from all four markets rate their last visit to Hawai'i higher than 6 on an excellence scale of 8 and between 24% and 32% say they are very likely to return in the next 24 months. About half of the Eastern U.S. visitors say they are somewhat or very likely to return to Hawai'i in the next 24 months.

MARCH 2016 SUMMARY - ALL MARKETS

DEMOGRAPHICS - AGE



QS3. Which of the following categories includes your age?

DEMOGRAPHICS – AVERAGE HOUSEHOLD INCOME

Respondents were asked to provide Annual Household Income in the currency of their country. Following are the Average Household Incomes of respondents from each region or country.

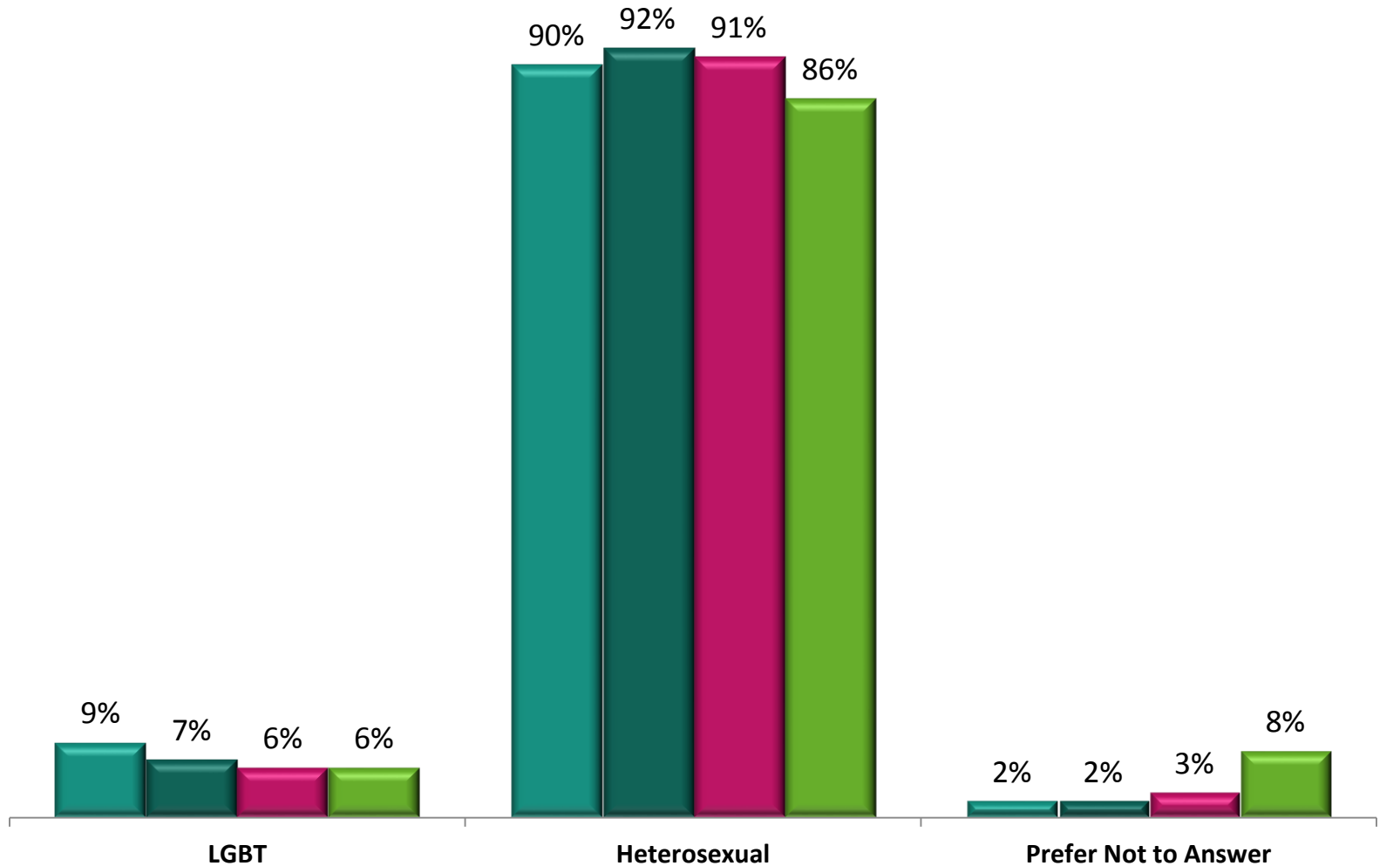
- **Eastern U.S.** (U.S. Dollars) **\$143,000**
- **Western U.S.** (U.S. Dollars) **\$139,000**
- **Canada** (Canadian Dollars) **\$129,000**
- **Japan** (Japanese Yen) **¥811**

Travelers to Hawai'i tend to be more affluent as their Average Annual Household Incomes exceed the national averages in each of their countries.

QS4. Which of the following categories includes your total household income?

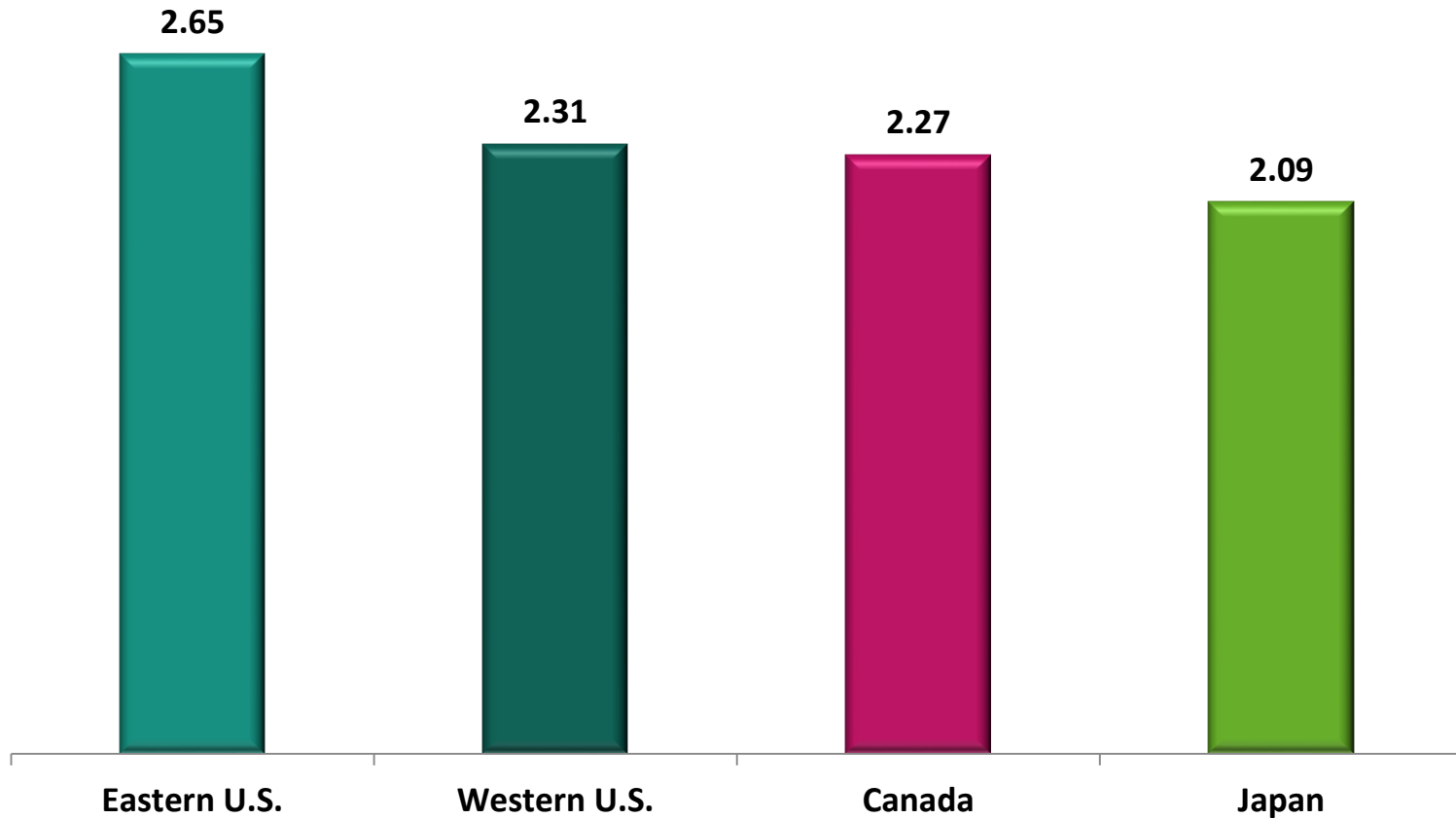
DEMOGRAPHICS – SEXUAL ORIENTATION

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



QS5. Do you consider yourself to be: LGBT, Heterosexual, Prefer not to answer

DEMOGRAPHICS – AVERAGE NUMBER OF LONG DISTANCE OVERNIGHT TRIPS IN PAST 12 MONTHS



Q1. How many overnight leisure trips of 500 miles or more have you taken by air in the past 12 months?

DESTINATION CONSIDERATION FOR NEXT LEISURE VACATION

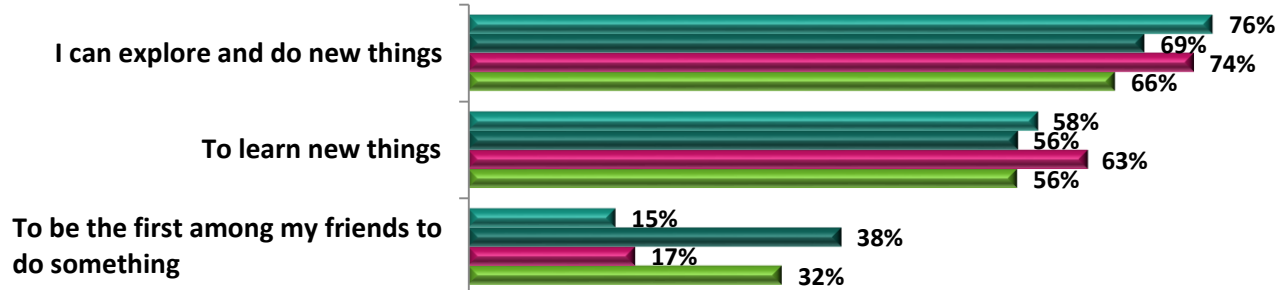
Eastern U.S.	Western U.S.	Canada	Japan
1. Caribbean (43%)	1. Hawai'i (38%)	1. Hawai'i (35%)	1. Hawai'i (32%)
2. Florida (40%)	2. Las Vegas (33%)	2. Mexico (35%)	2. Europe (32%)
3. California (31%)	3. Costa Rica (24%)	3. Europe (34%)	3. Australia (27%)
4. Las Vegas (30%)	4. Alaska (20%)	4. California (29%)	4. Taiwan (23%)
5. Other (26%)	5. Caribbean (19%)	5. Caribbean (29%)	5. Singapore (19%)
6. Hawai'i (23%)	6. Mexico (18%)	6. Other (26%)	6. Guam/Saipan (18%)
7. Other Europe (17%)	7. Other Europe (15%)	7. Las Vegas (25%)	7. Hong Kong (16%)
8. Italy (17%)	8. Other (15%)	8. Florida (16%)	8. Thailand (15%)
9. U.K. (14%)	9. Italy (13%)	9. Arizona (16%)	9. Korea (15%)
10. Costa Rica (13%)	10. U.K. (13%)	10. Australia (16%)	10. Other (11%)
11. Mexico (13%)	11. France (12%)	No Trip Considered (4%)	11. China (10%)
12. Puerto Rico (9%)	12. Germany (11%)		No Trip Considered (9%)
13. Cuba (9%)	13. Australia (11%)		
14. France (9%)	14. Switzerland (8%)		
15. Germany (7%)	No Trip Considered (3%)		
16. Switzerland (6%)			
No Trip Considered (3%)			

Q3: Please indicate which of the following destinations you are considering for your next leisure vacation, including those that you might visit on a cruise.

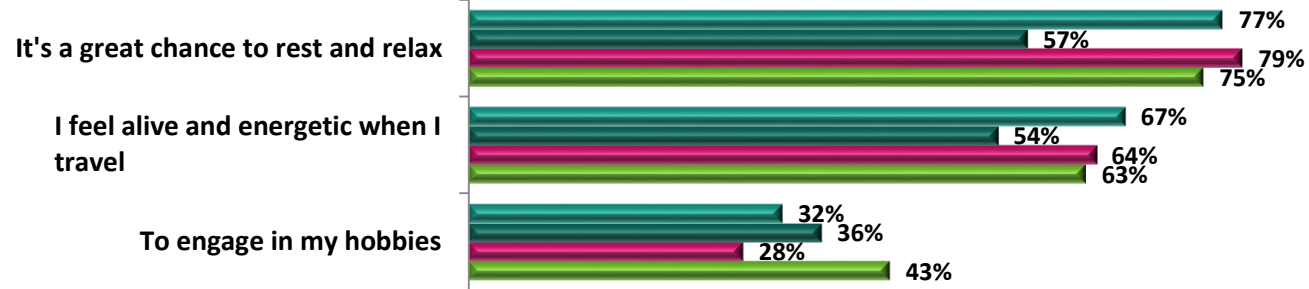
REASONS FOR TAKING A LEISURE VACATION ANYWHERE (% TOP 2 BOX)

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan

EXPLORE/LEARN



RELAX/RE-ENERGIZE



CULTURE/AUTHENTICITY



Q4a: Why do you take vacations? Using the scale below, please indicate how important each of the following reasons is to you for taking a vacation. (1=Not at all Important, 5=Extremely Important)

REASONS FOR TAKING A LEISURE VACATION ANYWHERE (CONT.) (% TOP 2 BOX)

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan

ACTIVITY/
NATURE



FOODIE



TOGETHERNESS

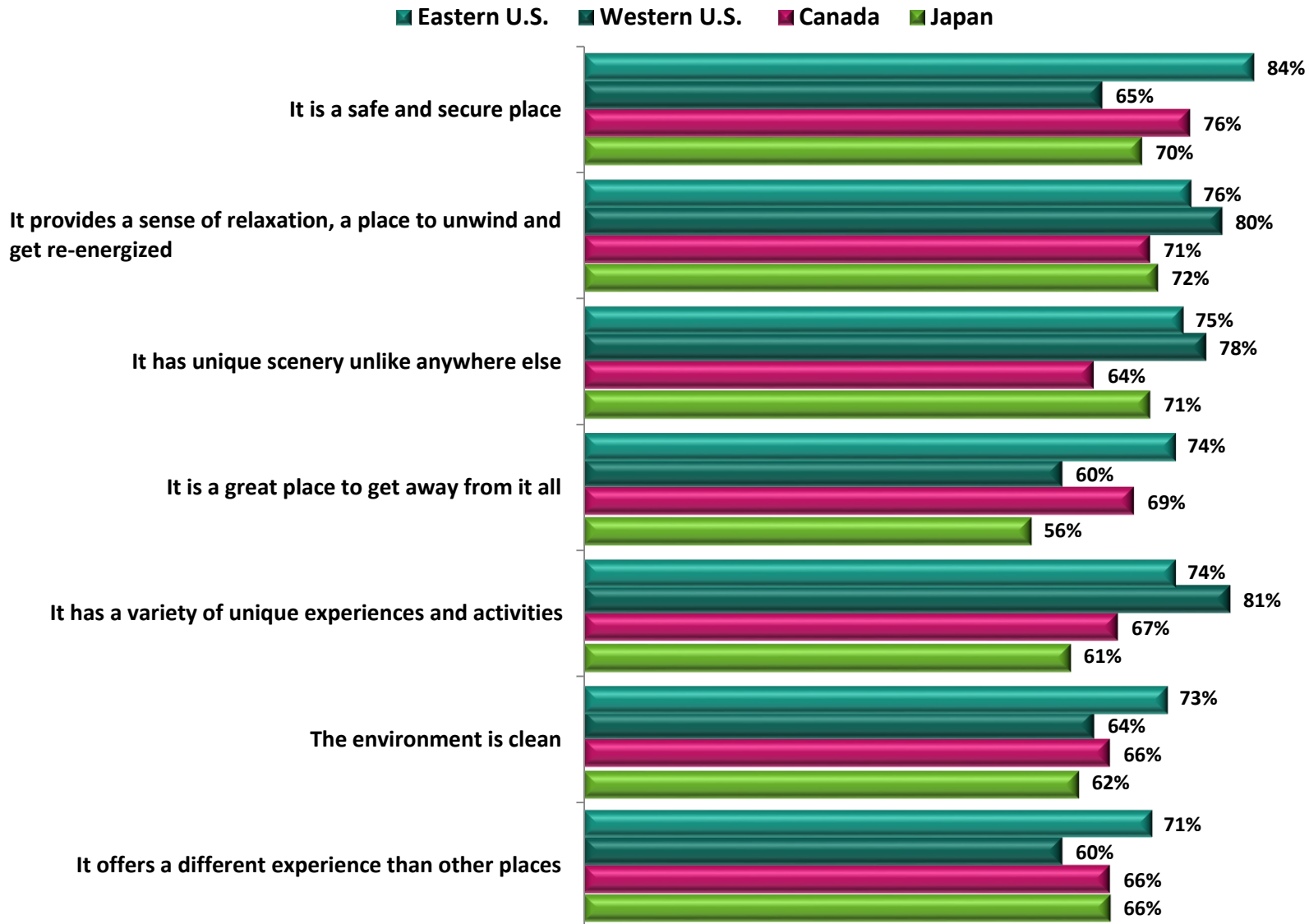


INDULGE



Q4a: Why do you take vacations? Using the scale below, please indicate how important each of the following reasons is to you for taking a vacation. (1=Not at all Important, 5=Extremely Important)

ATTRIBUTES IMPORTANT IN CHOOSING A DESTINATION (% TOP 2 BOX)



Q5a: Please indicate how important each of the following attributes is to you when selecting a leisure destination using the importance scale below. (1=Not at all Important, 5=Extremely Important)

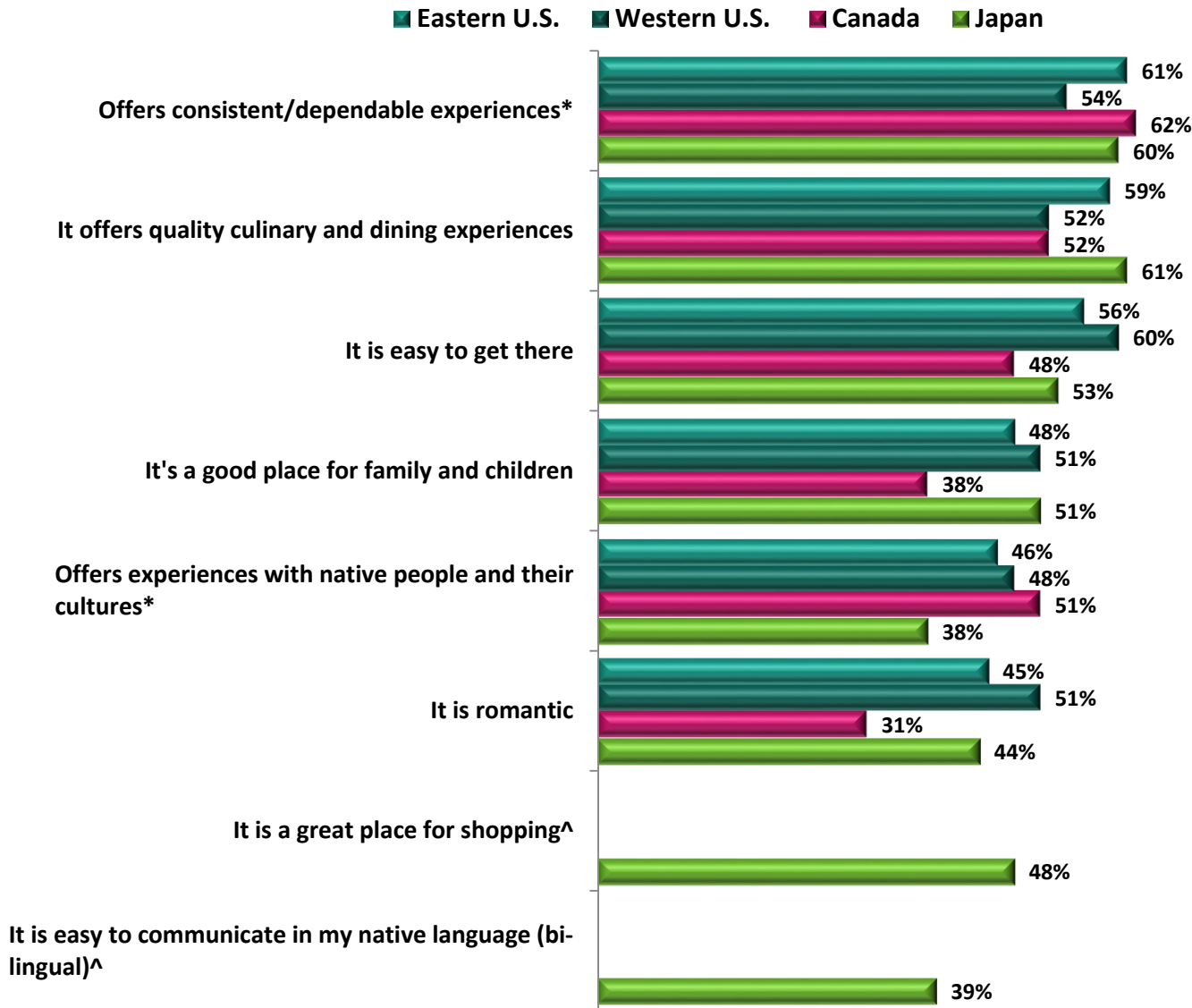
ATTRIBUTES IMPORTANT IN CHOOSING A DESTINATION (CONT.) (% TOP 2 BOX)

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



Q5a: Please indicate how important each of the following attributes is to you when selecting a leisure destination using the importance scale below. (1=Not at all Important, 5=Extremely Important)

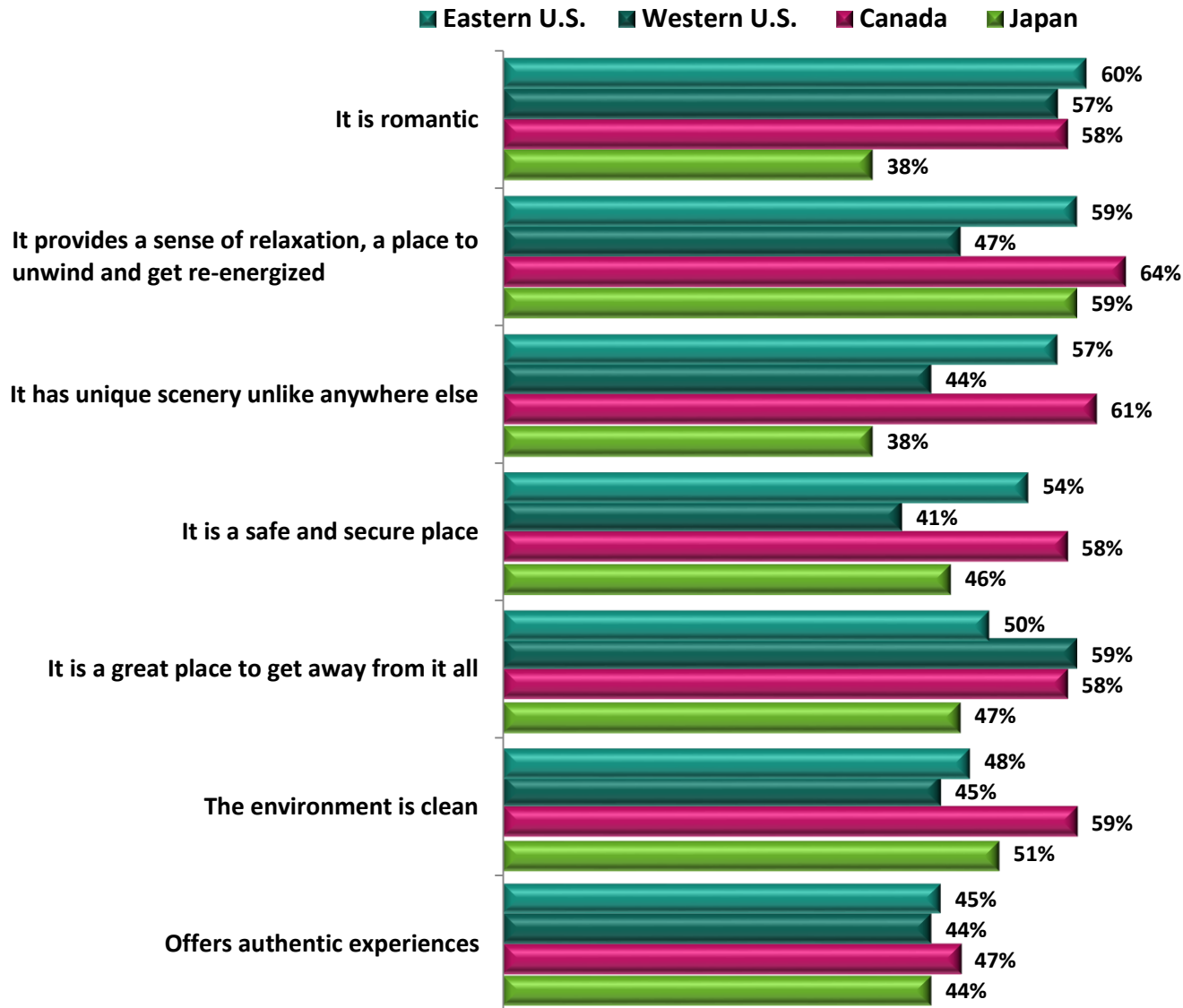
ATTRIBUTES IMPORTANT IN CHOOSING A DESTINATION (CONT.) (% TOP 2 BOX)



Q5a: Please indicate how important each of the following attributes is to you when selecting a leisure destination using the importance scale below. (1=Not at all Important, 5=Extremely Important)

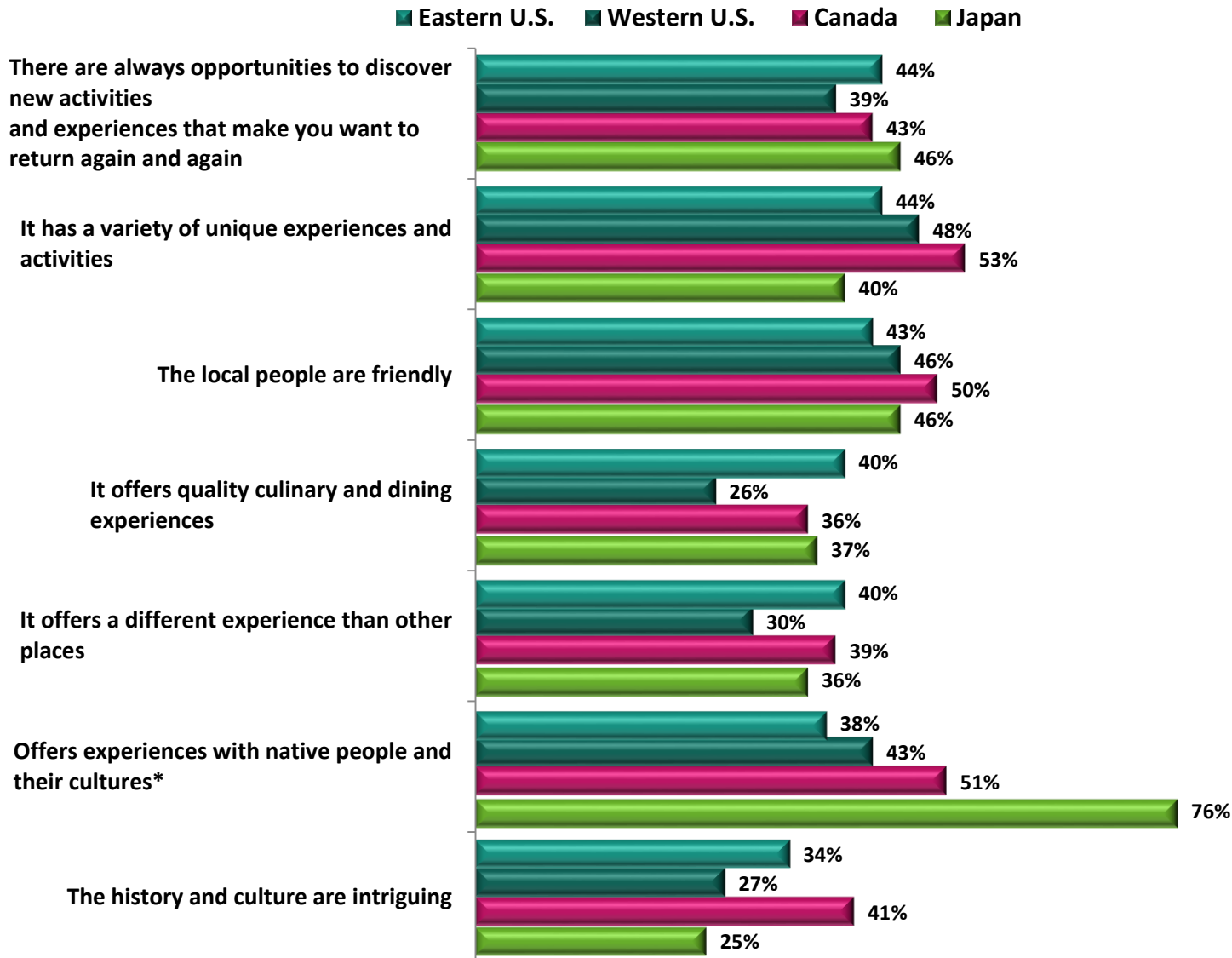
^Asked of Japan Only * Added in NOV 2015

HAWAII PERFORMANCE ON ATTRIBUTES IMPORTANT IN CHOOSING A DESTINATION (% TOP 2 BOX)



Q6a: For each attribute, please select the destination(s) to which it applies.

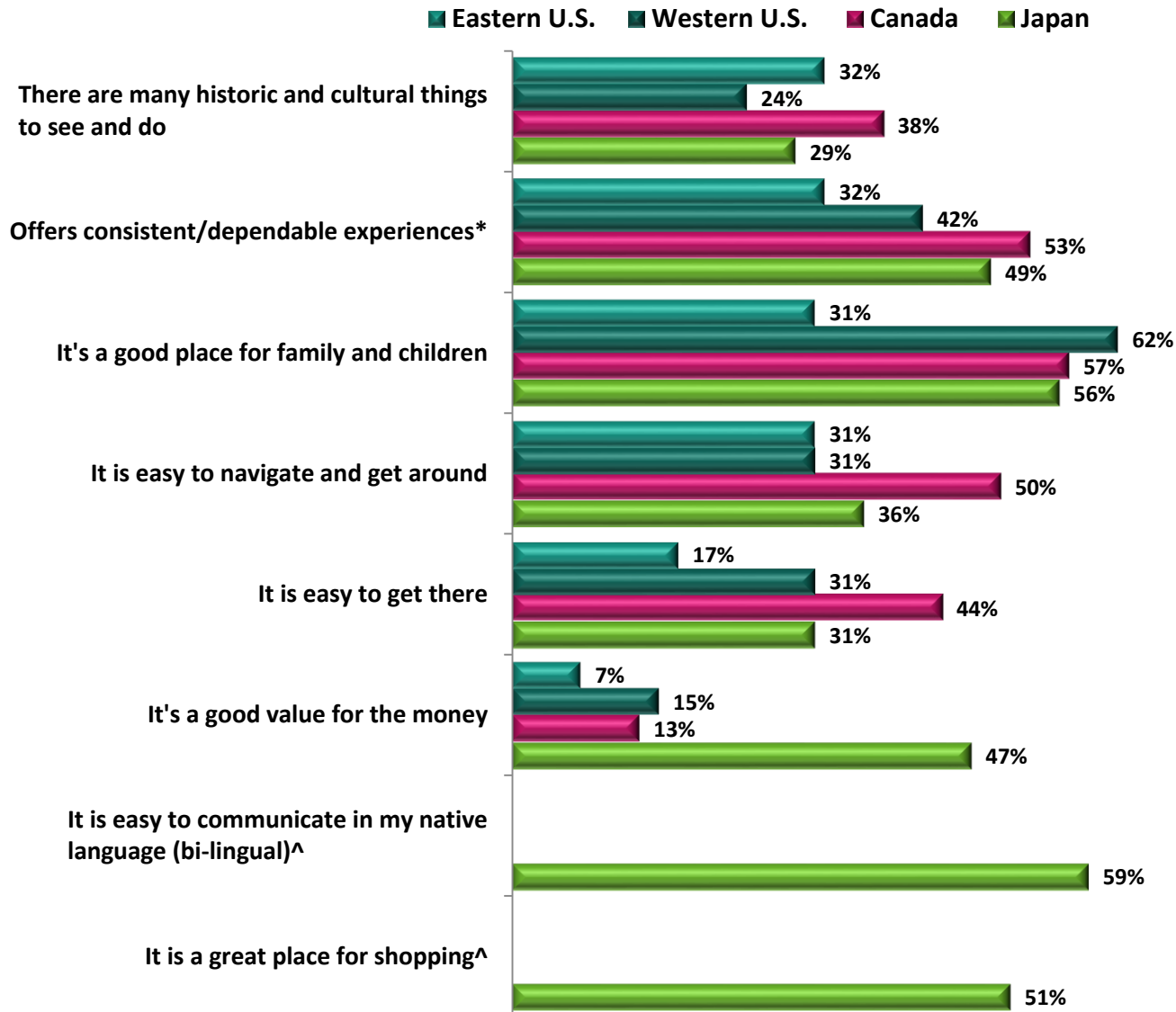
HAWAII PERFORMANCE ON ATTRIBUTES IMPORTANT IN CHOOSING A DESTINATION (% TOP 2 BOX)



Q6a: For each attribute, please select the destination(s) to which it applies.

* Added in NOV 2015

HAWAII PERFORMANCE ON ATTRIBUTES IMPORTANT IN CHOOSING A DESTINATION (% TOP 2 BOX)



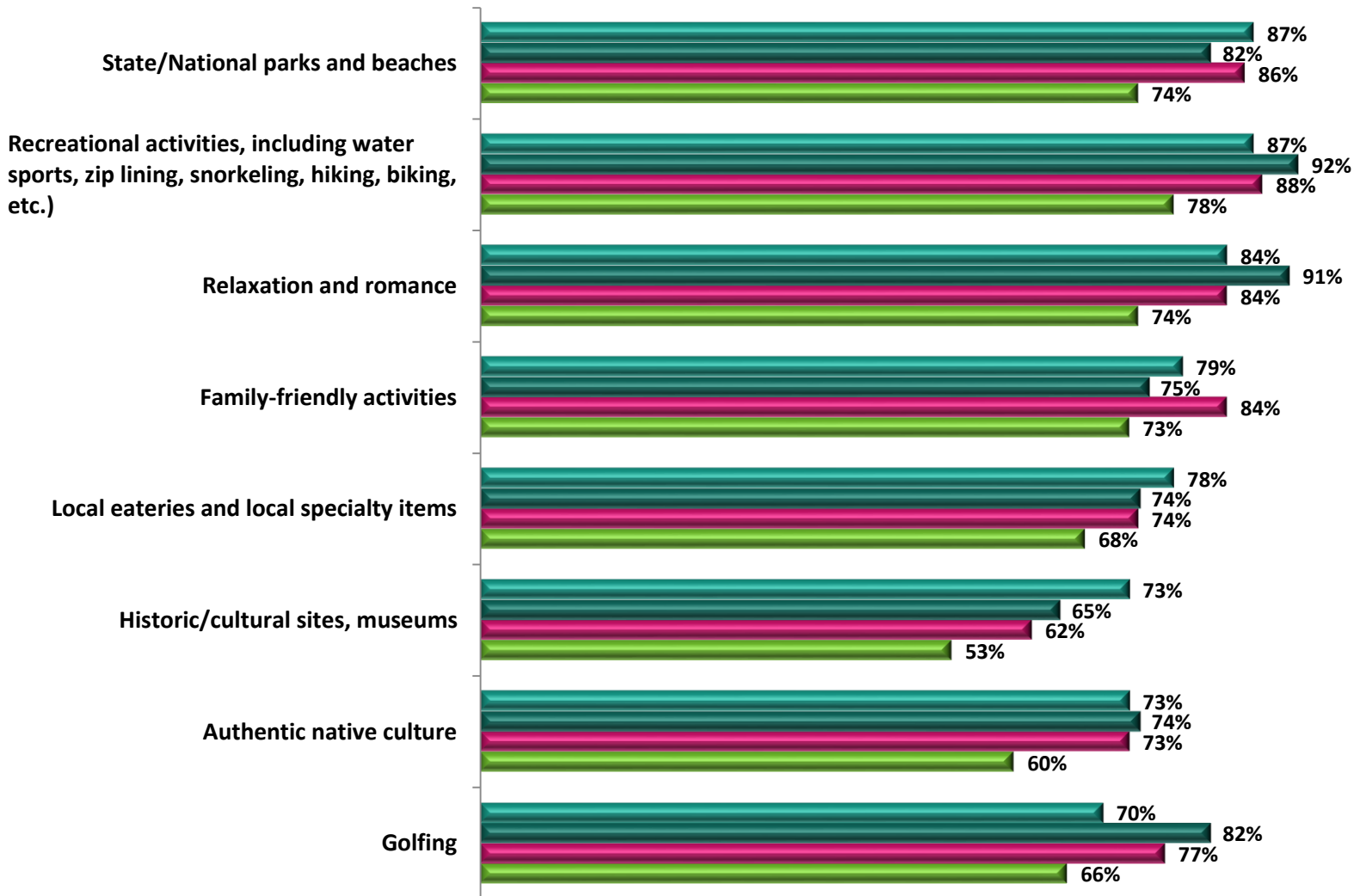
Q6a: For each attribute, please select the destination(s) to which it applies.

^ Asked of Japan Only

* Added in NOV 2015

IMPRESSION OF HAWAII' I (% TOP 2 BOX)

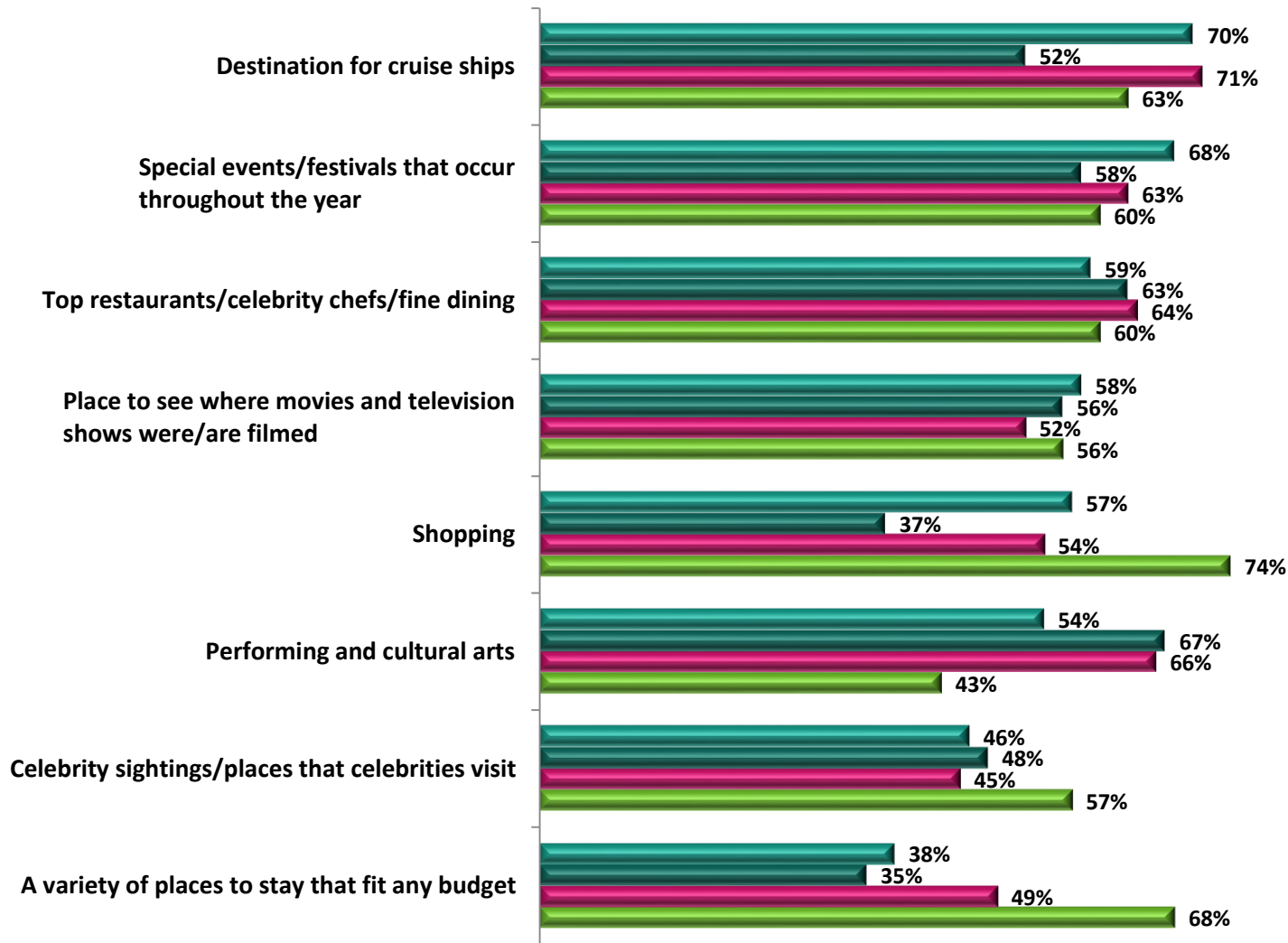
■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



Q7a: Please indicate your impression of how well Hawai'i delivers on each of the attributes below using a scale of 1 (Does Not Deliver at All) to 5 (Delivers Extremely Well).

IMPRESSION OF HAWAI'I (CONT.) (% TOP 2 BOX)

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan

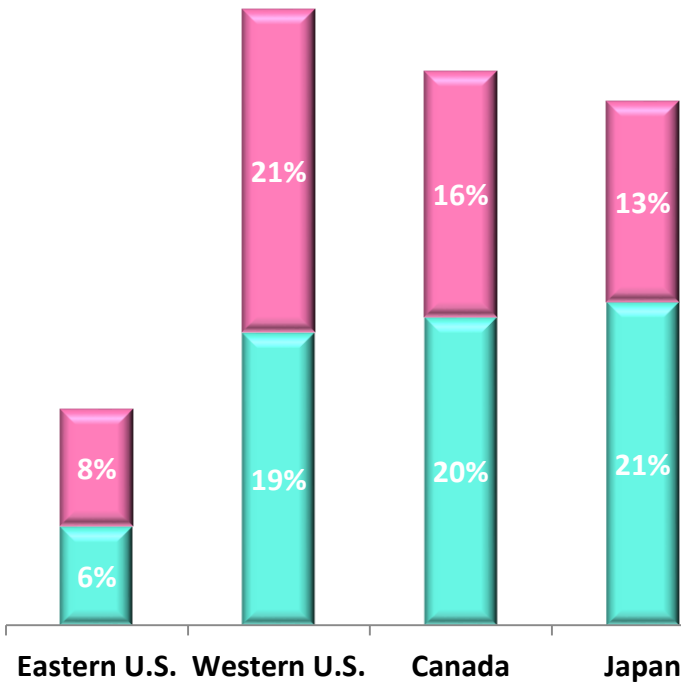


Q7a: Please indicate your impression of how well Hawai'i delivers on each of the attributes below using a scale of 1 (Does Not Deliver at All) to 5 (Delivers Extremely Well).

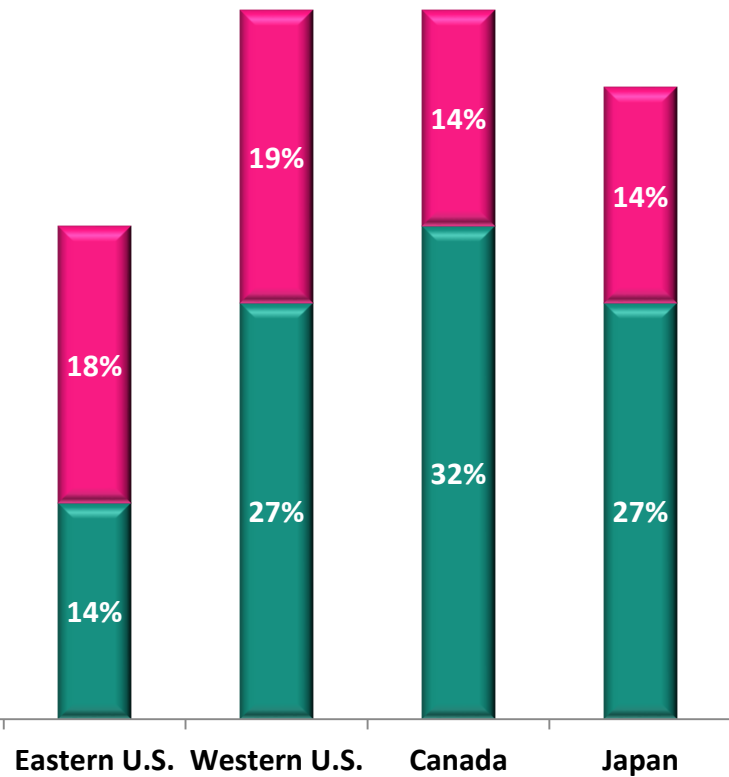
HAWAI'I VISITATION FREQUENCY

- Visited Past 12 Months
- Visited Past 13-36
- Plan to Visit Next 12 Months
- Plan to Visit Next 13-24 Months

Visited Past 36 Months



Plan to Visit Next 24 Months

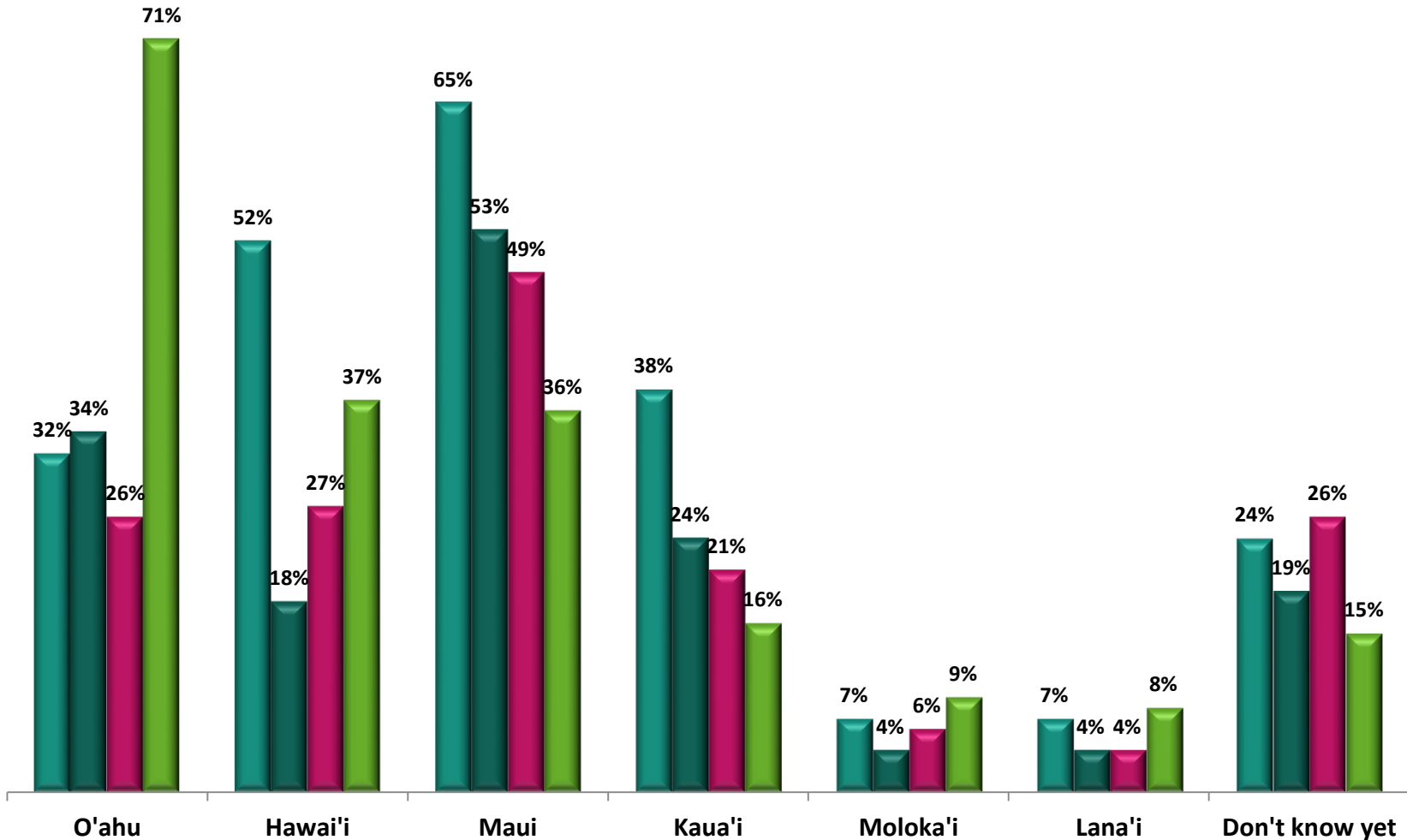


Q8a/b: Please indicate whether or not you visited each of the following destinations for leisure within the PAST 3 YEARS/PAST 12 MONTHS.

Q9a/b: Please tell us for each of the following destinations whether or not you plan to visit them for leisure within the NEXT 24 MONTHS/NEXT 12 MONTHS.

PLANNED VISITATION TO ISLANDS OF HAWAI'I (AMONG THOSE PLANNING TO VISIT IN NEXT 24 MONTHS)

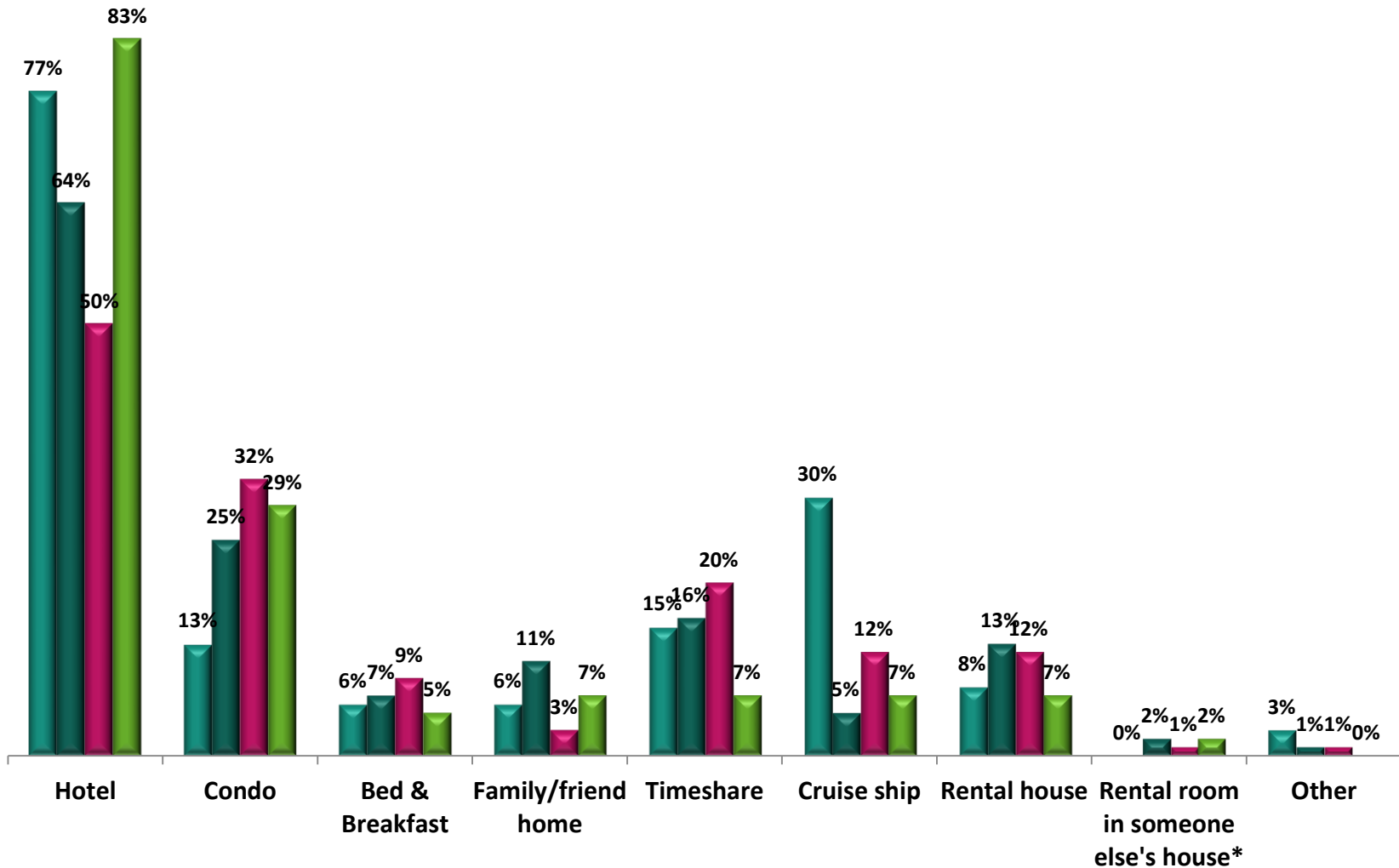
■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



Q9c: You indicated that you are planning to visit Hawai'i in the next 24 months. Which islands do you plan to visit?

PLANNED ACCOMMODATIONS (AMONG THOSE PLANNING TO VISIT HAWAI'I IN NEXT 24 MONTHS)

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan

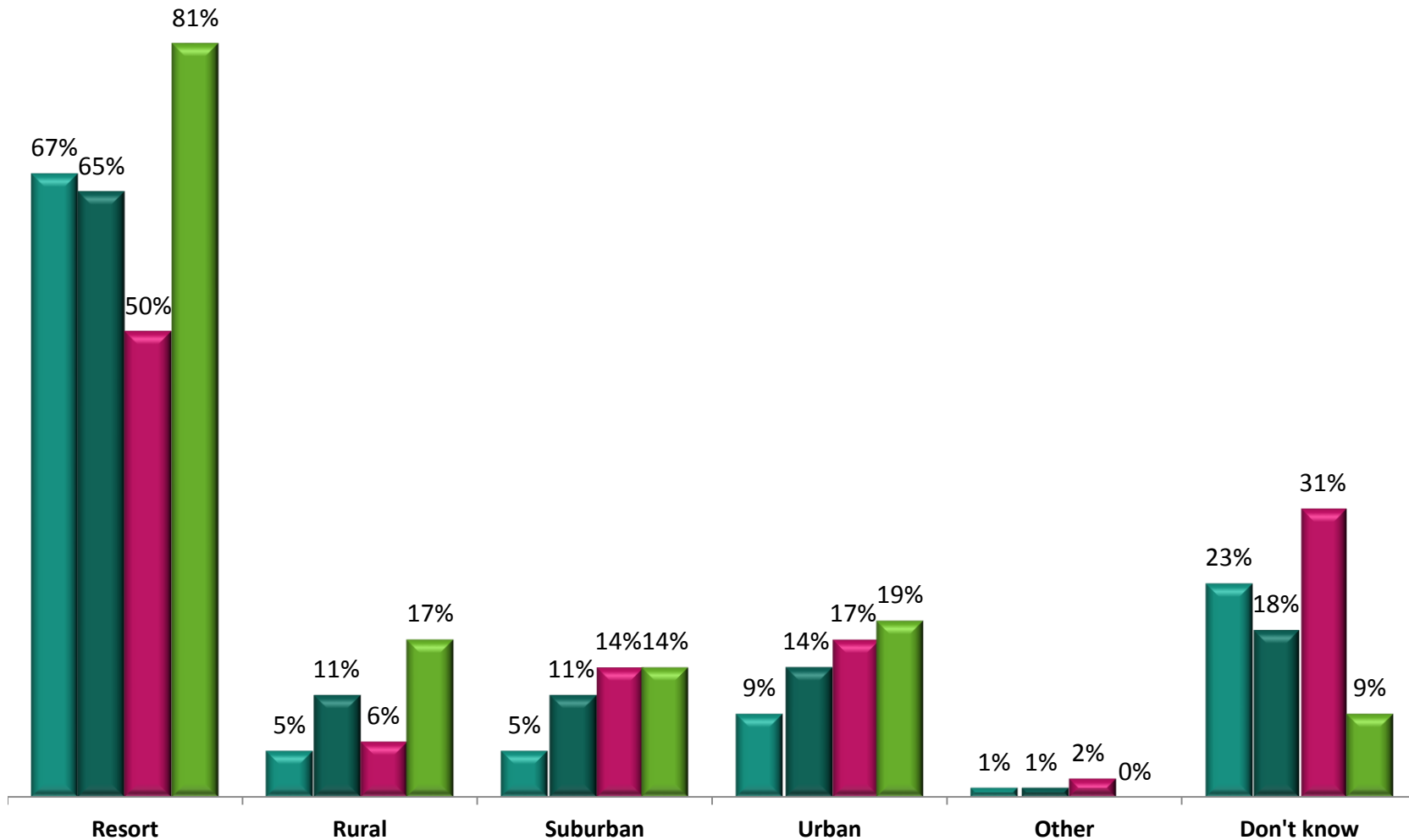


*Asked starting in MAR 2015

Q9d: You indicated that you are planning to visit Hawai'i in the next 24 months. What type of accommodation(s) do you plan to stay?

PLANNED ACCOMMODATION LOCATION (AMONG THOSE PLANNING TO VISIT HAWAII IN NEXT 24 MONTHS)

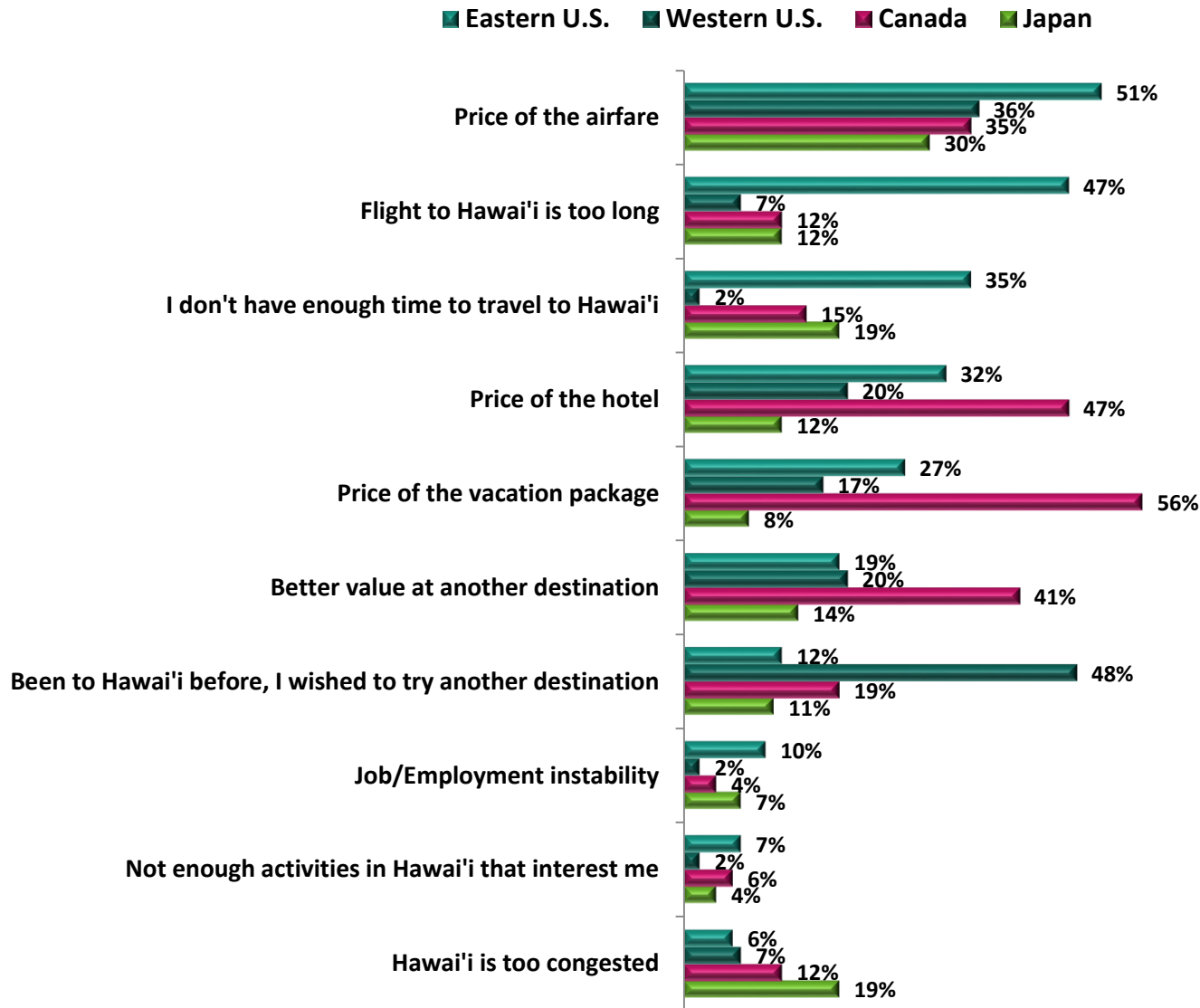
■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



Q9E. You indicated that you are planning to visit Hawai'i in the next 24 months. What type of area do you plan to stay in?

Note: Question not asked in NOV 2014

REASONS FOR NOT VISITING HAWAI'I (AMONG THOSE CONSIDERING, BUT NOT PLANNING TO VISIT)

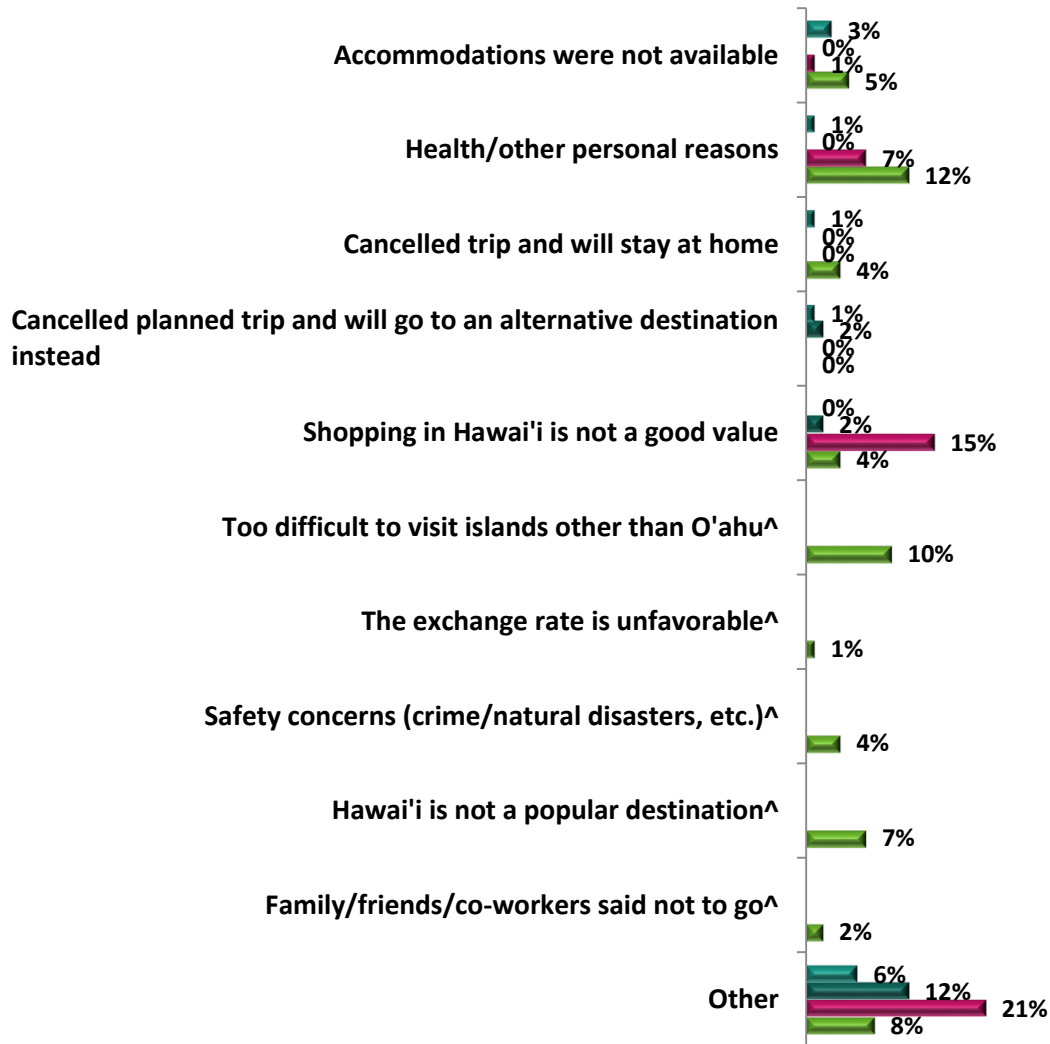


Q10: Earlier you indicated that you had considered Hawai'i for a leisure vacation, but are not intending to visit in the next 24 months. Which of the following reasons explains why you considered, but are not intending to visit Hawai'i in the next 24 months?

Note: Sample sizes for this question are very small; use data with proper caution

REASONS FOR NOT VISITING HAWAI'I (CONT.) (AMONG THOSE CONSIDERING, BUT NOT PLANNING TO VISIT)

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan

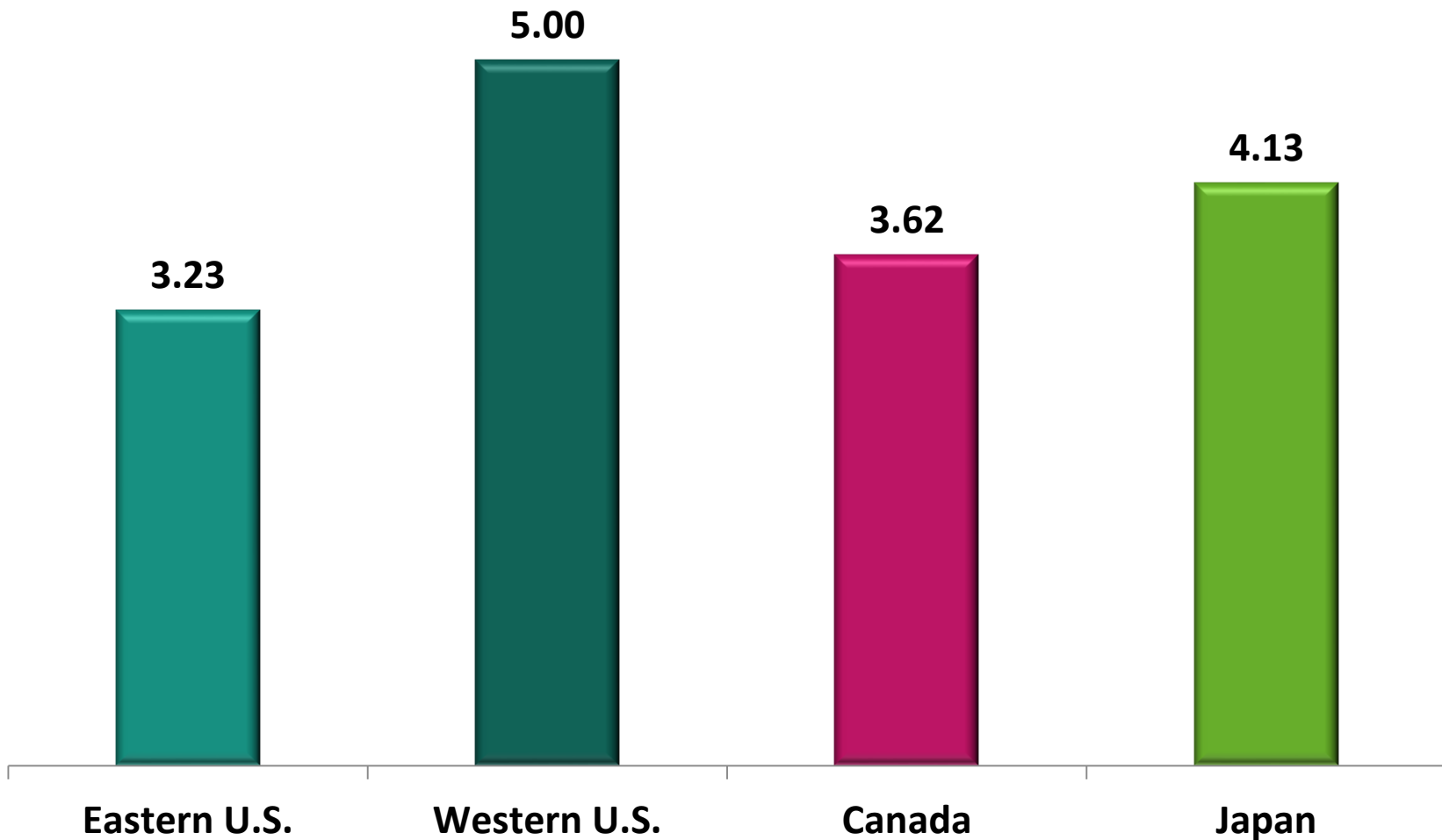


Q10: Earlier you indicated that you had considered Hawai'i for a leisure vacation, but are not intending to visit in the next 24 months. Which of the following reasons explains why you considered, but are not intending to visit Hawai'i in the next 24 months?

^Only asked of the Japanese Market

Note: Sample sizes for this question are very small; use data with proper caution

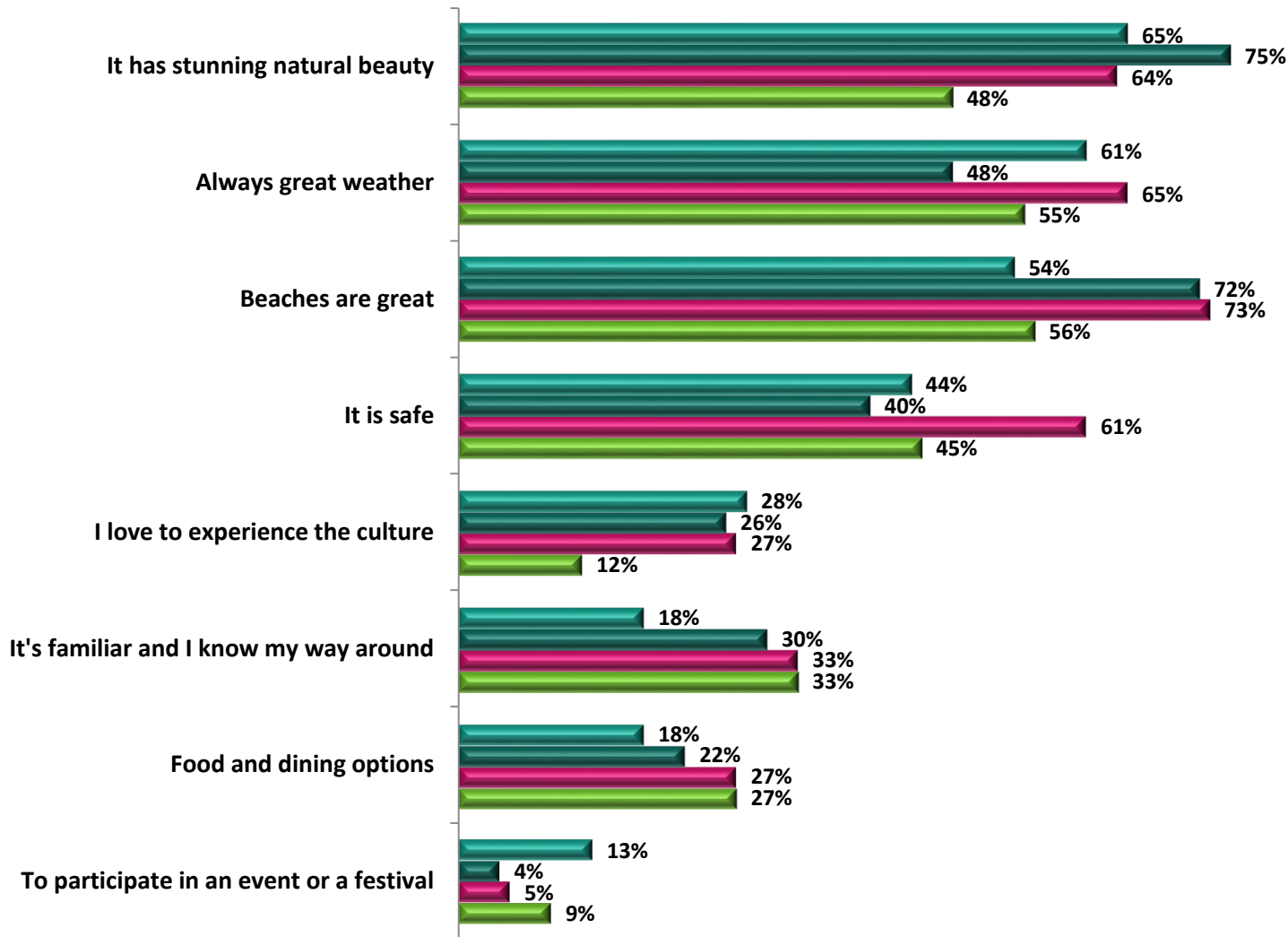
AVERAGE LIFETIME VISITS TO HAWAI'I (AMONG THOSE VISITING 1+ TIMES)



Q11: How many times have you visited Hawai'i in your lifetime?

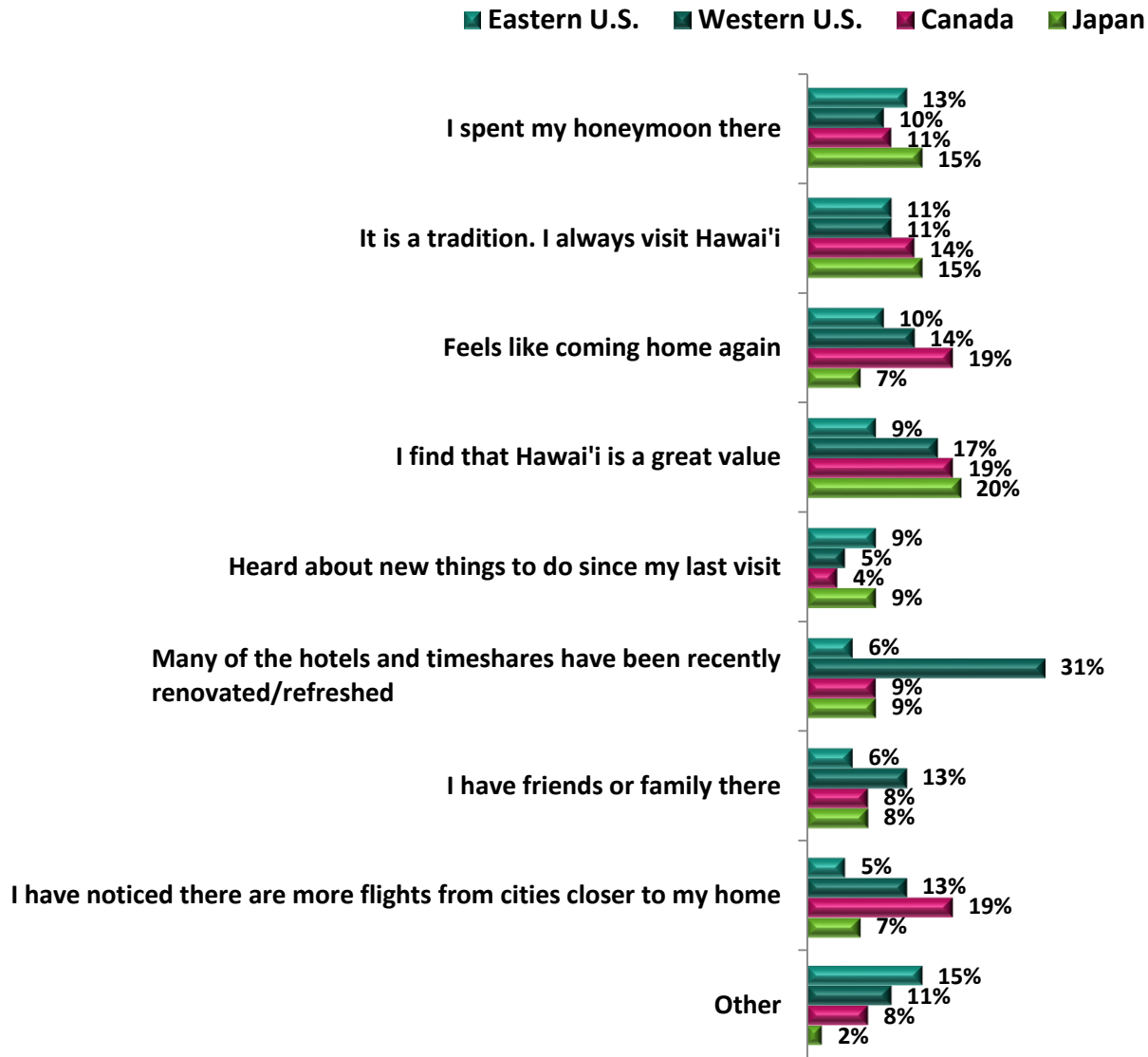
REASONS FOR RETURNING TO HAWAII (AMONG THOSE VISITING HAWAII 2+ TIMES)

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



Q12: Which of the following reasons best explains why you keep returning to Hawaii?

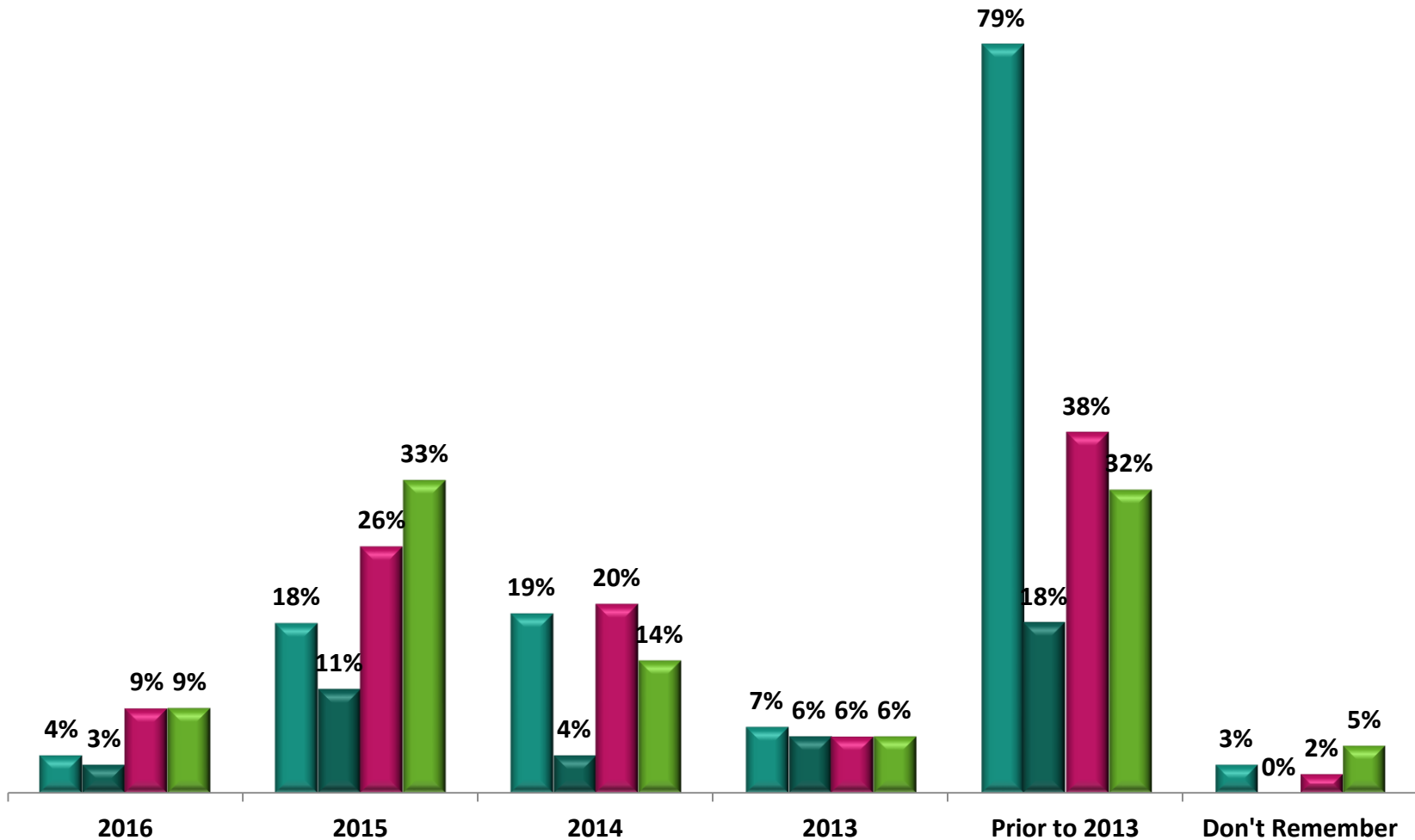
REASONS FOR RETURNING TO HAWAI'I (CONT.) (AMONG THOSE VISITING HAWAI'I 2+ TIMES)



Q12: Which of the following reasons best explains why you keep returning to Hawai'i?

YEAR LAST VISITED HAWAI'I

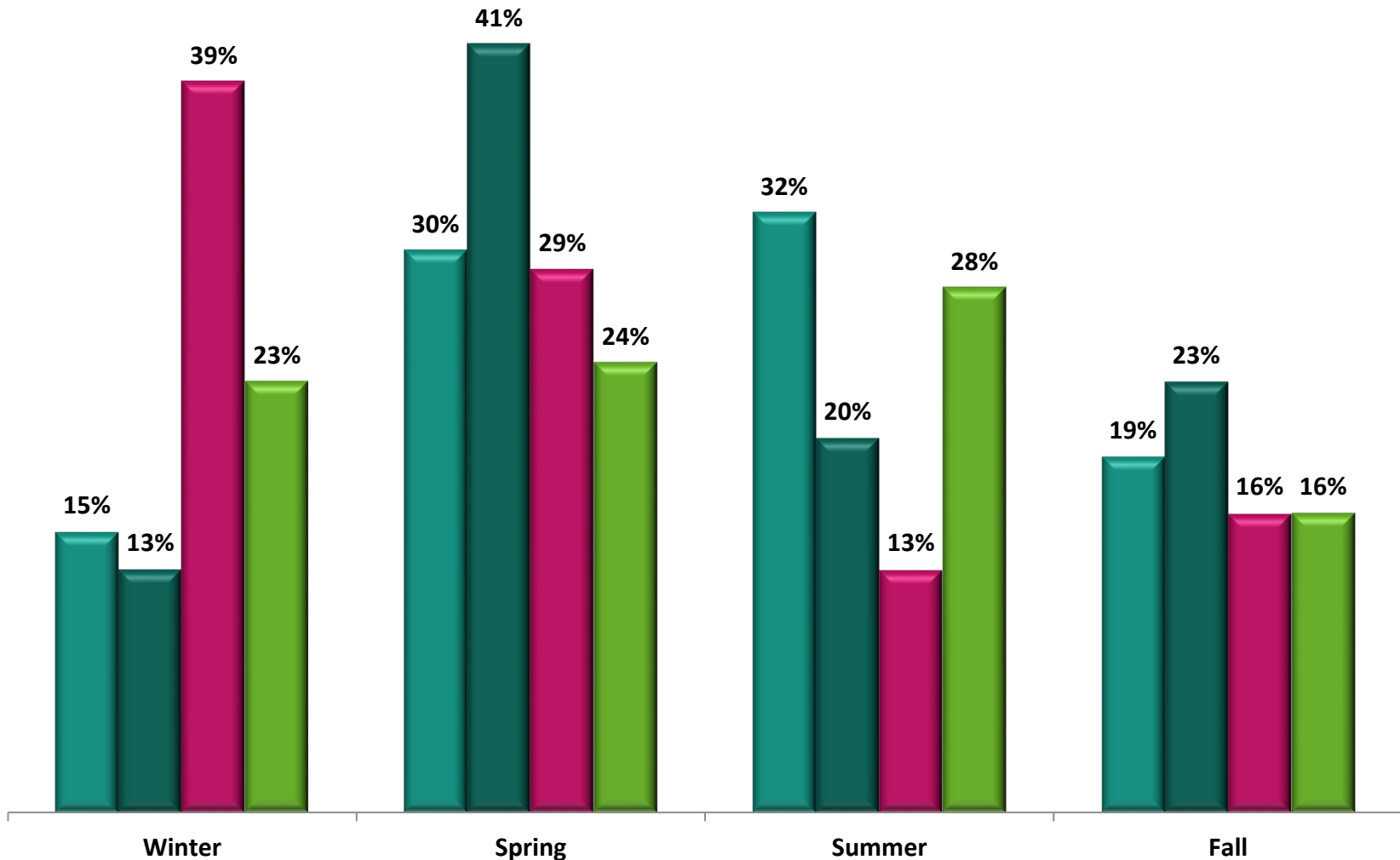
■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



Q13a: What was the YEAR of your LAST VISIT to Hawai'i?

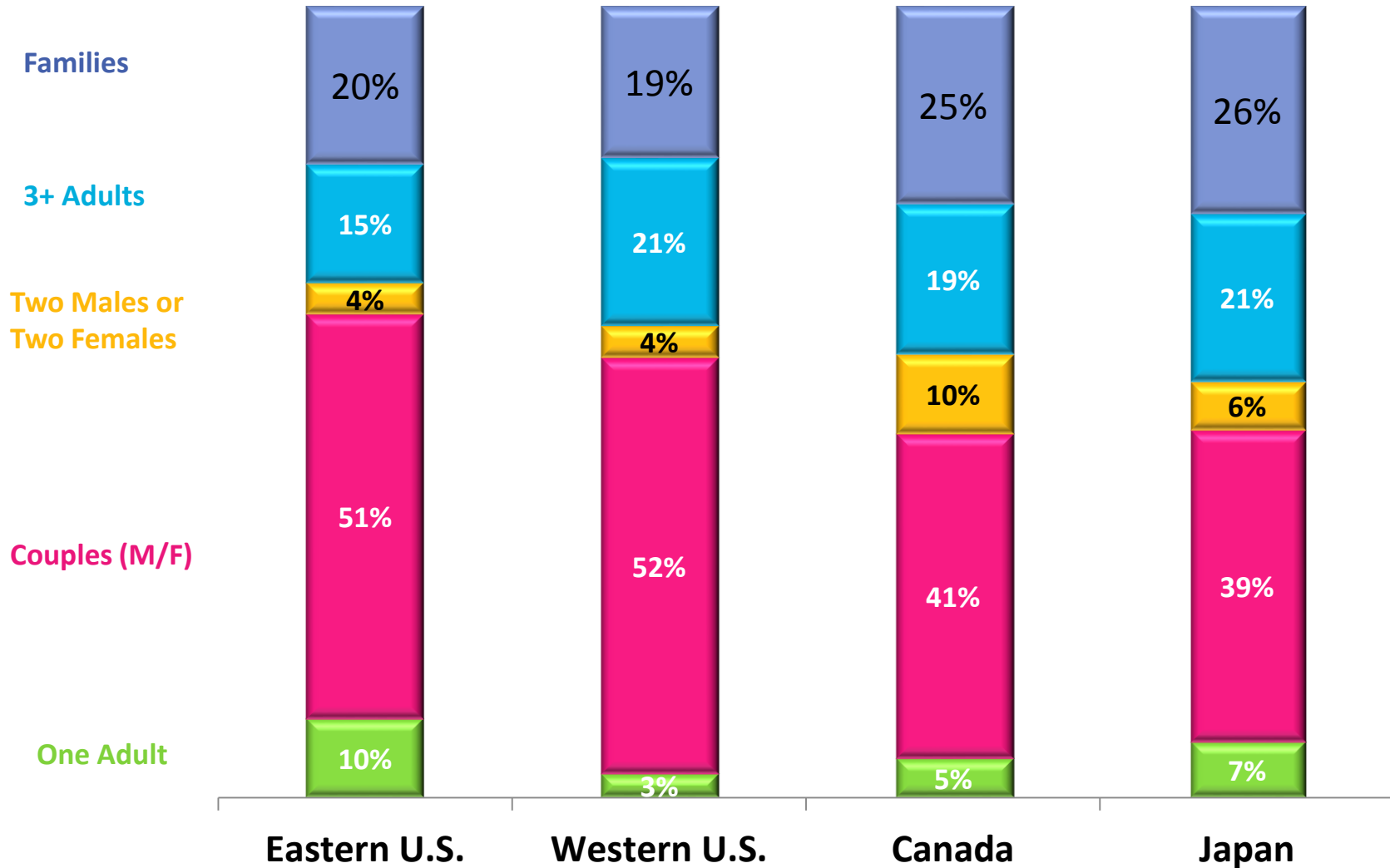
SEASON LAST VISITED HAWAI'I

■ Eastern U.S. ■ Western U.S. ■ Canada ■ Japan



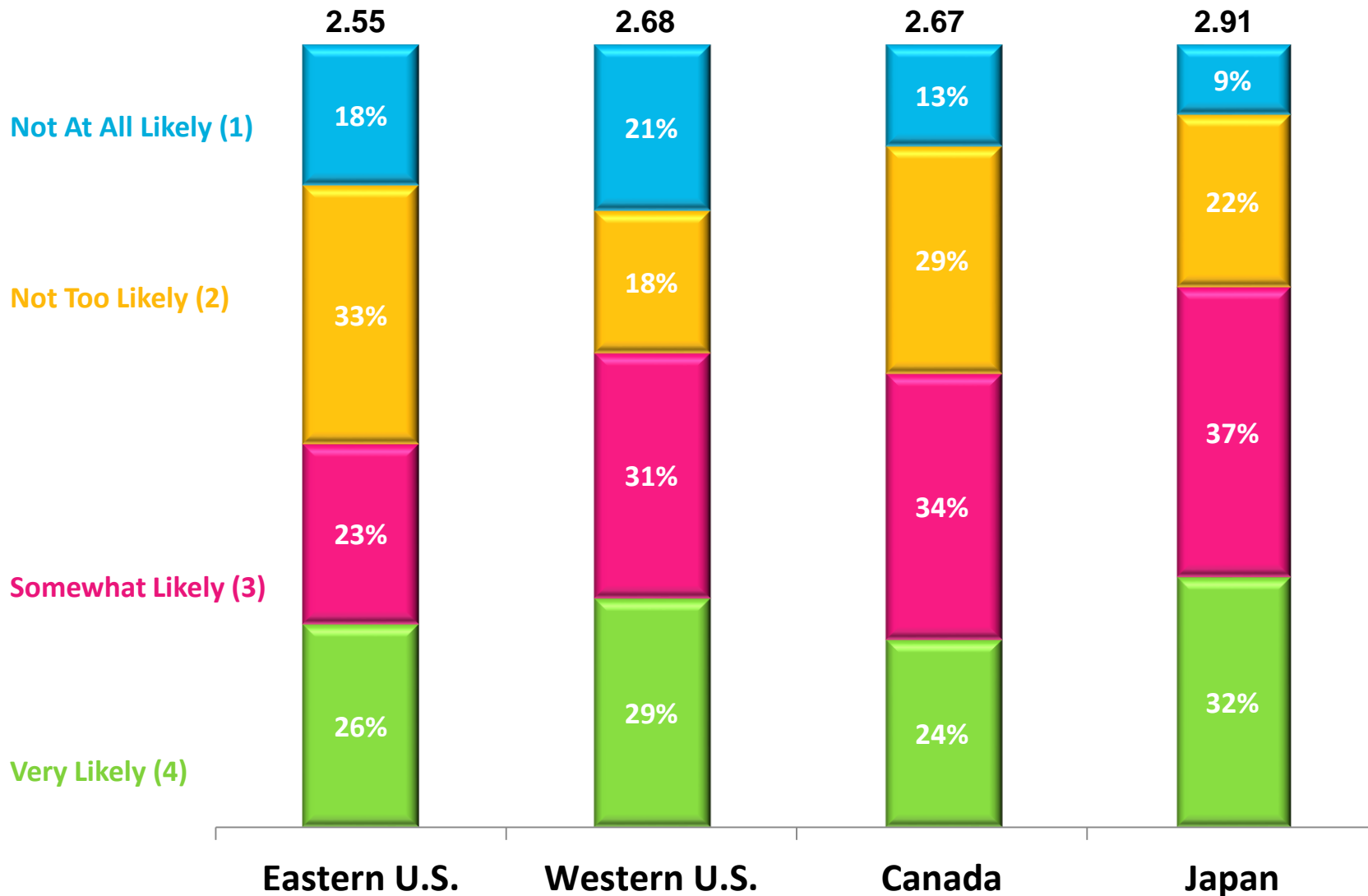
Q13b: What was the MONTH of your LAST VISIT to Hawai'i?

TRAVEL PARTY COMPOSITION (SHARE)



Q16c: Including yourself, how many people were in your travel party on your most recent leisure trip to Hawai'i?

LIKELIHOOD OF RETURNING TO HAWAI'I IN NEXT 24 MONTHS (%; MEAN)



Q18: In the next 24 months how likely are you to take a vacation or pleasure trip to Hawai'i?