



First and Second Quarter 2016

Visitor Satisfaction Monitoring Report

HAWAII TOURISM

AUTHORITY

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INTRODUCTION

This quarterly monitoring report presents selected preliminary statistics from the first and second quarter of the 2016 Visitor Satisfaction and Activity (VSAT) Survey. The survey measures the opinions of visitors from eight visitor groups: U.S. West, U.S. East, Japan, Canada, Europe, Oceania, China and Korea regarding their satisfaction with Hawai'i as a visitor destination.

The VSAT report highlights survey respondents' evaluation of their vacation experience, including: overall satisfaction with their most recent vacation to Hawai'i, trip expectations, likelihood to recommend Hawai'i, likelihood to revisit Hawai'i, reasons for not revisiting Hawai'i, and satisfaction by island and sources of information used in trip planning.

Selected U.S., Japanese, Canadian, European and Oceania visitors were mailed a survey form or were contacted via email to complete the survey on-line. Beginning in January 2016, data for Chinese and Korean visitors were collected via intercept surveys at the Honolulu International Airport using iPad tablets.

Condition of Visitor Industry

Total visitor arrivals by air in the first quarter (January – March) of 2016 rose 3.6 percent; while total visitor arrivals in the second quarter (April – June) of 2016 grew 1.9 percent compared to the first and second quarters of 2015.

In the first quarter of 2016, a total of 2,173,347 visitors flew to the state. Arrivals increased from U.S. West (+5.1% to 833,991 visitors), U.S. East (+4.7% to 492,069), Japan (+2.1% to 361,523) and Korea (+19.8% to 53,599), but declined from Canada (-11.1% to 188,695) and China (-2.2% to 42,008). There was no growth in arrivals from Oceania (-0.1% to 76,754) and Europe (-0.1% to 27,651) compared to first quarter 2015. The average length of stay for all visitors to the state was 9.48 days, down from 9.62 days in the first quarter of 2015.

A total of 2,185,900 visitors came by air in the second quarter (April - June) of 2016. There were more visitors from U.S. West (+3% to 962,099 visitors), Japan (+1.2% to 331,534), Oceania (+3.8% to 108,282), Korea (+15.8% to 50,785) and China (+2.5%, 49,774), which offset declines from Canada (-9.5% to 81,172) and Europe (-9.1% to 30,990). The average length of stay for all visitors to the state was 8.79 days, compared to 8.84 days in the second quarter of 2015.

VISITOR SATISFACTION RATINGS

Visitor satisfaction is an important indicator of industry performance. Because it is based on visitor evaluations, it provides vital feedback concerning how well services are delivered in Hawai'i. Satisfying visitors' needs and expectations encourages return trips to the islands. Satisfied customers also develop a fondness for the destination and tend to share their favorable assessment with others. Table 1 below, shows the percent of respondents who rated their trip as "excellent" (7 or 8, on an 8-point scale). The majority of the respondents from each visitor market gave the highest marks for their overall experience in Hawai'i.

Table 1: Overall Rating of Trip
(Percentage of respondents who rated their most recent trip "excellent" by MMA)

MMA	2014				2015				2016P	
	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
U.S. West	82	82	82	81	82	84	83	87	89	89
U.S. East	82	85	84	84	88	89	85	90	91	90
Japan	63	69	74	69	69	70	72	67	75	77
Canada	80	84	86	86	83	84	82	85	88	88
Europe	77	82	91	85	88	88	89	87	91	86
Oceania	77	79	79	73	83	77	74	75	80	81
China									76	64
Korea									78	82

P=Preliminary

- In both first and second quarter of 2016, 89 percent of U.S. West respondents rated their time in Hawai'i as excellent. This was an improvement of 7 points and 5 points respectively, from first and second quarter 2015.
- Excellent ratings by U.S. East visitors rose in first quarter 2016 (+3 points 91%), while ratings for second quarter 2016 (90%) were consistent with the same period last year.
- Ratings by Japanese respondents were higher compared to the first (+6 points to 75%) and second (+7 points to 77%) quarters of 2015.
- Excellent ratings from Canadian visitors for first and second quarter 2016 also increased by 5 points and 4 points, respectively.
- Ratings by European visitors have shown overall improvement in the last 10 quarters.
- Eight out of ten Oceania respondents gave excellent ratings to their trip to Hawai'i. These ratings were relatively consistent with recent years.
- Close to 80 percent of Korean respondents in both first and second quarter 2016 rated Hawai'i as excellent.
- In first quarter 2016, 76 percent of Chinese respondents gave excellent ratings to their time in Hawai'i. In second quarter 2016, there were fewer excellent ratings at 64 percent.

Exceeded Expectations

Visitors' satisfaction is largely influenced by the level of service they received and by visitors' own needs, interests, and expectations. Therefore, it is important to measure how well the destination is able to provide the expected experience. Overall, scores on the "exceeding expectations" satisfaction indicator tended to be lower than typical scores for other satisfaction indicators.

In first quarter 2016, very few respondents from U.S. West (2%), U.S. East (3%), Japan (2%), Europe (2%) and Korea (2%) said that Hawai'i "did not meet their expectations at all". A slightly higher percentage of Chinese (7%) and Oceania respondents (6%) felt this way.

In second quarter 2016, only a small percentage of U.S. West (3%), U.S. East (3%), Canadian (2%), Japanese (2%), European (4%), Oceania (4%) and Korean (2%) said Hawai'i "did not meet their expectations at all". Chinese respondents were more critical with 11 percent saying that their expectations were not met.

**Table 2: Trip Exceeds Expectations
(Percentage of visitors who said this trip "Exceeded Expectations" by MMA)**

MMA	2014				2015				2016P	
	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
U.S. West	33	34	38	34	35	38	37	40	42	44
U.S. East	45	53	51	46	43	51	47	53	50	53
Japan	29	31	35	36	33	34	35	35	37	39
Canada	35	46	54	39	37	45	43	40	44	50
Europe	48	40	55	52	56	53	51	48	57	54
Oceania	38	33	37	40	41	40	31	35	39	37
China									28	21
Korea									55	59

P=Preliminary

- In both first and second quarter of 2016, more than 40 percent of U.S. West respondents said their trip to Hawai'i exceeded their expectations. This was an improvement of 7 points and 6 points respectively, from first and second quarter 2015.
- Ratings by U.S. East visitors rose 7 points in first quarter 2016 to 50 percent, while ratings for second quarter 2016 (53%) were similar to last year.
- More Japanese respondents said Hawai'i exceeded their expectations compared to first (+4 points to 37%) and second (+5 points to 39%) quarter 2015.
- Ratings from Canadian visitors for first and second quarter 2016 increased by 7 points and 5 points, respectively.
- In both first and second quarters of 2016, over half of European respondents said Hawai'i exceeded their expectations. These ratings were consistent with last year.
- Ratings by Oceania respondents were also similar to first and second quarter 2015.
- In both quarters of 2016, over half of Korean respondents felt Hawai'i exceeded their expectations.

- Three out of ten Chinese respondents in first quarter 2016, and 21 percent of respondents in second quarter 2016 felt that Hawai'i exceeded their expectations.

Very Likely to Recommend Hawai'i

Visitors who are highly satisfied with their trip are more likely to recommend their destination to friends and family. Relatively high percentages of visitors to Hawai'i have reported that they would be "very likely to recommend" this destination to others.

**Table 3: Very Likely to Recommend Hawai'i to Friends and Relatives
(Percentage of visitors who are "Very Likely" to recommend Hawai'i by MMA)**

MMA	2014				2015				2016P	
	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
U.S. West	90	87	88	88	89	91	90	90	90	91
U.S. East	87	87	88	87	90	90	86	88	88	87
Japan	74	73	78	74	76	74	79	74	74	80
Canada	88	89	93	90	90	89	87	88	91	91
Europe	78	77	87	84	85	82	83	83	86	81
Oceania	81	82	85	79	82	82	78	78	76	81
China									81	66
Korea									84	84

P=Preliminary

- U.S. and Canadian respondents continued to show the highest overall willingness to recommend Hawai'i (about 90%). These ratings changed very little from first and second quarter 2015.
- Respondents from Oceania and Europe provided mid-range ratings of willingness to recommend (80%+). Ratings by Oceania visitors drop in first quarter 2016 (-6 points to 76%), but second quarter 2016 ratings of 81 percent was similar to last year. Ratings by European respondents showed little change from first and second quarter 2015.
- Japanese visitors' ratings over the last ten quarters have been hovering near 80 percent. Ratings for the second quarter 2016 improve (+6 points) from the same period last year:
- In both quarters of 2016, 84 percent of Korean respondents said that they would recommend Hawai'i.
- In first quarter 2016, 81 percent of Chinese respondents said they would recommend Hawai'i. Ratings in second quarter 2016 were lower at 66 percent and 11 percent said they were "not too likely" or "not at all likely" to recommend Hawai'i.

Likelihood to Revisit Hawai'i in the Next Five Years

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.

Table 4: Very Likely to Revisit Hawai'i in the Next Five Years
(Percentage of visitors who are "Very Likely" to revisit Hawai'i in the next five years by MMA)

MMA	2014				2015				2016P	
	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
U.S. West	78	72	74	79	79	77	75	81	82	82
U.S. East	55	48	52	54	62	54	53	61	61	55
Japan	47	52	57	47	52	52	55	51	48	54
Canada	64	61	55	66	66	60	55	64	68	67
Europe	34	34	37	40	51	40	38	49	54	39
Oceania	51	47	53	51	62	54	48	53	59	58
China									60	54
Korea									79	78

P=Preliminary

- U.S. West respondents continued to show the highest overall willingness to revisit Hawai'i (about 80%). Ratings improved 3 points and 5 points respectively, from first and second quarter 2015.
- Similar to a year ago, six out of ten U.S. East visitors in both quarters of 2016 said they would revisit Hawai'i.
- About half of Japanese respondents said that they would come back to the islands. Ratings in first quarter 2016 decreased from a year ago (-4 points to 48%), but second quarter 2016 ratings of 54 percent was consistent with last year.
- Ratings from Canadian visitors (67%) increased by 7 points in second quarter 2016.
- In both quarters of 2016, nearly 60 percent of Oceania respondents said they would revisit Hawai'i. These ratings were similar to last year.
- Consistent with a year ago, about half of European respondents in first quarter 2016 and 39 percent in second quarter 2016 said they would very likely return.
- About 80 percent of Korean respondents in both quarters of 2016 said that they would come back to Hawai'i in the next five years.
- Over half of Chinese respondents in both quarters of 2016 said they would very likely revisit the islands.

Reasons for Not Revisiting Hawai'i in the Next Five Years

Visitors who said that they would “not likely revisit Hawai'i” in the next five years cited many reasons for that decision. Understanding those reasons allows us to distinguish dissatisfied visitors (i.e., those who are unwilling to return) from those who are unable to return due to health, financial, or other constraints.

In tables 5 through 10, visitors' reasons for not returning were separated into two groups: “barriers to returning” and “performance issues.” Barriers appear at the top of each table and performance issues are at the bottom. “Not enough value for the price” is similar to “too expensive,” but is a complaint about the quality of the product rather than its price tag. Note that the statistic reported for each reason for not revisiting Hawai'i is a percentage of those who were “not likely to revisit Hawai'i.”

Table 5: U.S. West Visitors' Reasons for Not Revisiting Hawai'i
(Percentage of U.S. West Respondents not Likely to Revisit Hawai'i in the Next Five Years)

	2015		2016P	
	Q1 2015	Q2 2015	Q1 2016	Q2 2016
Want to go someplace new	28	54	32	40
Five years too soon to revisit	19	21	11	19
Other financial obligations	21	25	18	8
Flight is too long	13	8	18	23
Too old, poor health	6	3	6	6
Too expensive	37	41	57	58
Not Enough Value for the Price	26	24	32	33
Too crowded, congested, traffic	20	32	26	25
Too commercial/overdeveloped	8	28	22	12
Unfriendly people/felt unwelcome	3	11	11	12
Poor service	1	7	9	2

P=Preliminary

First Quarter 2016: Among U.S. West respondents in first quarter 2016 who said they would not likely return, more cited the desire to go someplace new (+4 points to 32%) or said the flight is too long (+5 points to 18%) compared to first quarter 2015. Fewer said that five years is too soon to revisit (-8 points to 11%).

Over half of the respondents said that they won't return because Hawai'i is too expensive (+20 points to 57%), significantly higher than first quarter 2015. More visitors also said that there is not enough value for the price (+6 points to 32%), Hawai'i is too crowded/congested (+6 points to 26%), too commercial/overdeveloped (+14 points to 22%), and have unfriendly people/felt unwelcome (+8 points to 11%) compared to a year ago.

Second Quarter 2016: A lower percentage of U.S. West respondents cited the desire to go someplace new (-14 points to 40%) compared to second quarter 2015. Fewer respondents mentioned other financial obligations (-17 points to 8%), but more respondents said the flight was too long (+15 points to 23%).

The high cost was the primary performance issue among 58 percent of U.S. West respondents, up significantly from second quarter 2015 (41%). More visitors also said that there is not enough value for the price (+9 points to 33%). Fewer respondents said Hawai'i is too crowded/congested (-7 points to 25%) and too commercial/overdeveloped (-16 points to 12%).

**Table 6: U.S. East Visitors' Reasons for Not Revisiting Hawai'i
(Percentage of U.S. East Respondents not Likely to Revisit Hawai'i in the Next Five Years)**

	2015		2016P	
	Q1 2015	Q2 2015	Q1 2016	Q2 2016
Flight is too long	50	39	55	43
Want to go someplace new	48	45	43	44
Other financial obligations	26	24	20	23
Five years too soon to revisit	19	18	17	21
Too old, poor health	8	5	7	7
Too expensive	46	52	50	58
Not Enough Value for the Price	13	6	14	20
Too crowded, congested, traffic	12	6	23	17
Too commercial/overdeveloped	13	4	14	15
Unfriendly people/felt unwelcome	4	2	4	7
Poor service	1	1	6	4

P=Preliminary

First quarter 2016: More U.S. East visitors in the first quarter of 2016 mentioned the long flight (+5 points to 55%) as the main barrier to revisiting Hawai'i. The second most cited reason was the desire to go someplace new (43%), although this was down 5 points compared to first quarter 2015.

The high cost (+4 points to 50%) continued to be most prevalent performance issue for U.S. East visitors, while 14 percent said there is not enough value for the price. A larger percentage of respondents said Hawai'i is too crowded/congested (+11 points to 23%) compared to a year ago.

Second quarter of 2016: The desire to go someplace new (44%) and the long flight (43%) continued to be major barriers for U.S. East visitors and their likelihood to return to Hawai'i.

The high cost (+6 points to 58%) continued to be the primary issue for many U.S. East visitors. Significantly more respondents also said there is not enough value for the price (+14 points to 20%), Hawai'i is too crowded/congested (+11 points to 17%) and too commercial/developed (+11 points to 15%) compared to second quarter 2015.

**Table 7: Japanese Visitors' Reasons for Not Revisiting Hawai'i
(Percentage of Japanese Respondents not Likely to Revisit Hawai'i in the Next Five Years)**

	2015		2016P	
	Q1 2015	Q2 2015	Q1 2016	Q2 2016
Five years too soon to revisit	52	43	47	35
Want to go someplace new	31	38	36	46
Flight is too long	23	14	23	22
Other financial obligations	15	17	16	15
Too old, poor health	7	13	11	12
Too expensive	24	26	31	23
Not Enough Value for the Price	2	9	5	3
Too commercial/overdeveloped	4	6	5	5
Too crowded, congested, traffic	3	5	2	2
Unfriendly people/felt unwelcome	2	1	1	1
Poor service	1	3	1	0

P=Preliminary

First quarter 2016: Japanese respondents in first quarter 2016 continued to cite more barriers than performance-related issues as reasons for not returning. Less than half of the respondents said that five years is too soon to revisit (47%), compared to 52 percent in first quarter 2015. More respondents cited the desire to go someplace new (+5 points to 36%). Other reasons given were the long flight (23%) and having other financial obligations (16%).

The high cost remained the primary performance issue for Japanese respondents, though not as dominant a concern as it was for the other markets. More Japanese respondents said Hawai'i is too expensive (+7 points to 31%) compared to first quarter 2015. However, very few Japanese felt that there was not enough value for the price they paid (5%).

Second quarter of 2016: More Japanese respondents cited the desire to go someplace new (+8 points to 46%) and the long flight (+8 points to 22%) compared to second quarter 2015. Fewer said that five years is too soon to revisit (-8 points to 35%).

Fewer Japanese respondents in second quarter 2016 felt that Hawai'i is too expensive (-3 points to 23%) or did not have enough value for the price (-6 points to 3%) compared to a year ago.

**Table 8: Canadian Visitors' Reasons for Not Revisiting Hawai'i
(Percentage of Canadian Respondents not Likely to Revisit Hawai'i in the Next Five Years)**

	2015		2016P	
	Q1 2015	Q2 2015	Q1 2016	Q2 2016
Want to go someplace new	54	68	47	47
Flight is too long	38	26	35	40
Five years too soon to revisit	22	27	21	22
Other financial obligations	26	19	17	20
Too old, poor health	4	5	4	10
Too expensive	42	41	51	57
Not Enough Value for the Price	19	16	26	21
Too commercial/overdeveloped	14	18	17	16
Too crowded, congested, traffic	11	13	18	10
Unfriendly people/felt unwelcome	4	2	0	2
Poor service	1	2	0	0

P=Preliminary

First quarter of 2016: Among Canadian respondents, the desire to go someplace new (47%) continued to be the main barrier to revisiting Hawai'i, but this was lower compared to first quarter 2015 (54%). Other reasons for not returning were the long flight (35%) and having other financial obligations (-9 points to 17%).

The primary performance-related issue continued to be the high cost (51%), which increased 9 points from first quarter 2015. More respondents also felt that there is not enough value for the price (+7 points to 26%) and that Hawai'i is too crowded and congested (+7 points to 18%).

Second quarter of 2016: Significantly fewer Canadian respondents said they want to go someplace new (47%) compared to second quarter 2015 (68%), but more said that the flight is too long (+14 points to 40%).

The high cost (+16 points 57%) was a greater concern for respondents in second quarter 2016 than for those who came a year ago. More respondents also felt that there is not enough value for the price (+5 points to 21%).

**Table 9: European Visitors' Reasons for Not Revisiting Hawai'i
(Percentage of European Respondents not Likely to Revisit Hawai'i in the Next Five Years)**

	2015		2016P	
	Q1 2015	Q2 2015	Q1 2016	Q2 2016
Flight is too long	68	65	71	63
Want to go someplace new	47	52	52	56
Five years too soon to revisit	19	29	21	26
Other financial obligations	19	15	14	22
Too old, poor health	6	3	4	2
Too expensive	34	35	42	55
Too commercial/overdeveloped	11	13	10	13
Not Enough Value for the Price	5	8	17	10
Too crowded, congested, traffic	8	5	8	8
Unfriendly people/felt unwelcome	1	0	2	2
Poor service	0	1	2	2

P=Preliminary

First quarter of 2016: With no direct air service to the islands, the long flight (71%) continued to be the main barrier for European visitors to return to Hawai'i. Over half of the respondents cited the desire to go someplace new (+5 points to 52%), while some said that five years is too soon to revisit (21%).

The high cost (+8 points to 42%) was the most cited performance-related reason for not revisiting. A larger percentage of respondents also felt that there is not enough value for the price they paid (+12 points to 17%) compared to first quarter 2015.

Second quarter of 2016: Two out of three European respondents said that the flight was too long (63%), while over half of the respondents wanted to go someplace new (56%). More respondents cited other financial obligations (+7 points to 22%) compared to second quarter 2015.

Significantly more European respondents in second quarter 2016 said that Hawai'i is too expensive (+20 points to 55%) compared to the same period last year.

Table 10: Oceania Visitors' Reasons for Not Revisiting Hawai'i
(Percentage of Oceania Respondents not Likely to Revisit Hawai'i in the Next Five Years)

	2015		2016P	
	Q1 2015	Q2 2015	Q1 2016	Q2 2016
Want to go someplace new	59	58	51	63
Flight is too long	9	13	22	26
Five years too soon to revisit	16	16	25	23
Other financial obligations	24	18	12	22
Too old, poor health	2	4	3	5
Too commercial/overdeveloped	27	19	38	45
Too expensive	19	23	43	33
Not Enough Value for the Price	19	15	43	26
Too crowded, congested, traffic	8	10	27	22
Poor service	3	5	5	10
Unfriendly people/felt unwelcome	0	2	2	5

P=Preliminary

First quarter of 2016: Among Oceania respondents, the most common barrier for revisiting was the desire to go someplace new (51%), however this was down from first quarter 2015 (59%). More visitors said five years is too soon to revisit (+9 points to 25%) and the flight is too long (+13 points to 22%).

In terms of performance-related issues, significantly more Oceania respondents said that they will not be returning because Hawai'i is too expensive (+24 points to 43%), there is not enough value for the price they paid (+24 points to 43%), Hawai'i is too commercial/overdeveloped (+11% to 38%), and too crowded/congested (+19 points to 27%) compared to the first quarter 2015.

Second quarter of 2016: Two out of three Oceania respondents said they will not revisit Hawai'i because they want to go someplace new (+5 points to 63%). More respondents also said the flight is too long (+13 points to 26%) and five years is too soon to revisit (+7 points to 23%).

Significantly more respondents said that Hawai'i is too commercial/overdeveloped (+26% to 45%). While Oceania visitors did show increased concerns about Hawai'i being too expensive (+10 points to 33%), the high cost was not as prevalent an issue as it was for visitors from the U.S. and Canadian markets. More Oceania visitors also felt that there is not enough value for the price (+11 points to 26%), and that Hawai'i is too crowded/congested (+12 points to 22%) compared to second quarter 2015.

**Table 11: Chinese and Korean Visitors' Reasons for Not Revisiting Hawai'i
(Percentage of Respondents not Likely to Revisit Hawai'i in the Next Five Years)**

	China		Korea	
	Q1 2016	Q2 2016	Q1 2016	Q2 2016
Want to go someplace new	23	32	50	33
Other financial obligations	12	4	13	40
Flight is too long	35	24	25	27
Five years too soon to revisit	12	24	0	27
Too old, poor health	47	9	0	0
Too expensive	23	13	25	53
Not Enough Value for the Price	30	15	38	40
Too commercial/overdeveloped	0	12	0	40
Too crowded, congested, traffic	0	2	13	20
Poor service	0	9	0	0

China:

First quarter of 2016: Age and poor health (47%), the flight is too long (35%) and the desire to go someplace new (23%) were the top three barriers cited by Chinese respondents who will not be revisiting Hawai'i. There was not enough value for the price they paid (30%) and Hawai'i is too expensive (23%) were the main performance issues.

Second Quarter of 2016: Three out of ten respondents in second quarter 2016 want to go someplace new. Some visitors said that the flight was too long (24%) and that five years is too soon to revisit (24%). Not enough value for the price (15%) and the high cost (13%) were less concerning for these respondents compared to those who came in first quarter 2016.

Korea:

First quarter of 2016: For Korean respondents in first quarter 2016, the desire to go someplace new (50%) was the main barrier to revisiting Hawai'i, while a quarter of the visitors said that the flight is too long (25%). Not enough value for the price they paid (38%) and the high cost (25%) were the top two performance issues.

Second Quarter of 2016: More Korean respondents in second quarter 2016 cited performance-related issues, and the high cost was the most prevalent (53%). Four out of ten respondents said there was not enough value for the price (40%) and Hawai'i is too commercial/over developed (40%). The most mentioned barrier to returning was having other financial obligations (40%), followed by the desire to go someplace new (33%), the long flight (27%) and five years is too soon to revisit (27%).

Individual Island Experience

Each island in Hawai'i has unique characteristics, activities, and products that attract different kinds of visitors and produce varied visitor experiences. The VSAT survey asks Hawai'i visitors to rate their experience on each island they visited.

Beginning with the 2016 VSAT survey, response options for satisfaction by island were changed from a 4-point scale to an 8-point scale. The intent was to increase the variance in the measure to enable more detailed analysis going forward. While the new scale did increase the variance, it did not maintain series continuity and so 2016 data will not be comparable to previous years. 2016 percentages shown Tables 12 through 18 are the sum of responses 7 and 8, divided by the total responses.

**Table 12: Island Experience Rated as Excellent – U.S. West
(Percentage of U.S. West Respondents by Island)**

U.S. West	2014				2015				2016P	
Island	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
O'ahu	46	53	57	49	50	57	55	58	80	79
Maui	63	67	68	68	65	68	65	71	86	91
Island of Hawai'i	57	58	69	62	64	65	61	66	79	82
Kaua'i	59	70	75	70	71	69	71	72	93	94

Most U.S. West visitors in first and second quarter 2016 gave excellent ratings to the island they visited. Maui and Kaua'i continued to score higher than O'ahu and the island of Hawai'i.

**Table 13: Island Experience Rated as Excellent – U.S. East
(Percentage of U.S. East Respondents by Island)**

U.S. East	2014				2015				2016P	
Island	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
O'ahu	55	59	58	57	63	60	55	59	78	78
Maui	73	79	75	70	72	77	74	76	90	90
Island of Hawai'i	59	64	64	57	70	73	65	67	81	84
Kaua'i	66	81	83	76	77	83	79	80	90	94

In first and second quarter 2016, close to 90 percent of U.S. East visitors who went to Kaua'i and Maui rated their experience as excellent. A little over 80 percent of U.S. East respondents gave the island of Hawai'i excellent marks, while O'ahu received excellent ratings from 78 percent of the respondents.

**Table 14: Island Experience Rated as Excellent – Japan
(Percentage of Japanese Respondents by Island)**

Japan	2014				2015				2016P	
Island	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
O'ahu	52	53	62	56	61	56	57	54	73	77

* Ratings for the island of Hawai'i, Maui and Kaua'i were not reported due to small sample sizes.

Seven out of ten Japanese respondents who visited O'ahu in first quarter 2016 rated their experience as excellent. O'ahu received a higher percentage of excellent ratings from respondents in second quarter 2016 (77%).

**Table 15: Island Experience Rated as Excellent – Canada
(Percentage of Canadian Respondents by Island)**

Canada	2014				2015				2016P	
Island	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
O'ahu	49	55	59	60	55	59	51	58	76	79
Maui	63	61	72	64	60	68	70	69	86	90
Island of Hawai'i	57	60	60	63	64	58	63	54	58	76
Kaua'i	56	63	69	68	64	70	72	69	89	89

In both quarters of 2016, a larger percentage of Canadian respondents continued to give excellent ratings to Kaua'i and Maui compared to O'ahu and the island of Hawai'i. Ratings were lower for the island of Hawai'i in first quarter 2016 than in second quarter 2016.

**Table 16: Island Experience Rated as Excellent – Europe
(Percentage of European Respondents by Island)**

Europe	2014				2015				2016P	
Island	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
O'ahu	51	46	61	46	59	55	54	57	80	77
Maui	65	57	71	66	67	68	70	70	90	84
Island of Hawai'i	53	62	55	68	61	60	61	64	63	74
Kaua'i	81	73	87	70	78	78	81	76	93	95

European respondents continued to rate Kaua'i the highest among the islands. Maui received the next largest percent of excellent ratings, followed by O'ahu and island of Hawai'i.

**Table 17: Island Experience Rated as Excellent – Oceania
(Percentage of Oceania Respondents by Island)**

Oceania	2014				2015				2016P	
Island	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
O'ahu	52	50	52	50	61	56	53	52	76	78

* Ratings for the island of Hawai'i, Maui and Kaua'i were not reported due to small sample sizes.

Nearly 80 percent of Oceania visitors in first and second quarter 2016 rated their experience on O'ahu as excellent.

**Table 18: Island Experience Rated as Excellent – China and Korea
(Percentage of Oceania Respondents by Island)**

	China		Korea	
Island	Q1 2016	Q2 2016	Q1 2016	Q2 2016
O'ahu	80	72	80	82

* Ratings for the island of Hawai'i, Maui and Kaua'i were not reported due to small sample sizes.

Chinese visitors: In first quarter 2016, 80 percent of Chinese respondents who visited O'ahu, rated their experience as excellent. For second quarter 2016, 72 percent of Chinese respondent gave excellent ratings to their visit to O'ahu.

Korean visitors: In first and second quarter 2016, eight out of ten Korean respondents who went to O'ahu rated their experience as excellent.

TRIP PLANNING

Information on how visitors plan their trips and when they make reservations can greatly enhance preparation of effective marketing and promotion plans. Respondents from China, Japan and Korea in first and second quarters 2016 have a relatively short time frame where much of decisions to take a vacation and the process of booking their trip to Hawai'i occurred within three months before their arrivals. Visitors from U.S. West, U.S. East, Canada, Europe and Oceania planned farther in advance.

**Table 19: Trip Decision Making - U.S. West
(Percent of visitors for each response, 1st Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	4.2%	17.8%	9.9%	28.4%	34.3%	5.5%	N/A
Decide to visit Hawai'i	4.2%	18.4%	8.9%	29.9%	33.1%	5.6%	N/A
Decide which island to visit	3.3%	16.8%	9.4%	29.7%	35.5%	5.2%	13.8%
Travel dates	1.5%	12.9%	9.3%	28.9%	40.6%	6.7%	16.0%
Accommodations- where to stay	1.6%	12.0%	8.1%	27.3%	43.4%	7.5%	15.1%
Airline reservations	0.1%	4.4%	7.5%	31.7%	48.8%	7.5%	14.7%
Purchase airline tickets	0.0%	4.5%	7.1%	30.9%	49.8%	7.7%	15.0%
Accommodation- reservations	1.6%	10.7%	8.0%	26.6%	45.4%	7.6%	16.7%
Rental car reservations	0.1%	2.8%	3.9%	22.2%	58.9%	12.0%	17.3%
Purchase tour/ attraction package	0.0%	1.8%	2.7%	14.5%	54.6%	26.4%	49.6%

**Table 20: Trip Decision Making - U.S. West
(Percent of visitors for each response, 2nd Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	4.0%	18.5%	10.1%	36.2%	27.7%	3.5%	N/A
Decide to visit Hawai'i	4.0%	18.5%	10.6%	32.2%	30.5%	4.2%	N/A
Decide which island to visit	3.4%	16.4%	10.8%	34.9%	31.4%	3.1%	16.4%
Travel dates	2.1%	11.4%	12.3%	34.3%	34.7%	5.2%	18.3%
Accommodations- where to stay	1.6%	9.4%	10.4%	34.6%	38.8%	5.1%	17.3%
Airline reservations	0.2%	4.9%	8.6%	33.4%	46.6%	6.4%	16.3%
Purchase airline tickets	0.1%	4.4%	8.3%	32.7%	47.7%	6.7%	17.0%
Accommodation- reservations	1.3%	9.8%	10.5%	33.0%	40.2%	5.2%	17.5%
Rental car reservations	0.3%	3.1%	6.4%	24.3%	54.9%	11.0%	19.8%
Purchase tour/ attraction package	0.3%	1.4%	1.1%	14.7%	62.5%	20.0%	51.5%

First Quarter 2016: About 30 percent U.S. West respondents in first quarter 2016 decided to take a vacation (31.9%), decide to visit Hawai'i (31.5%) and decided on the islands they wanted to visit (29.5%) seven months or more before their arrival. Reservations and ticket purchases took place closer to the date of travel. Nearly 60 percent of U.S. West visitors made rental car reservations, and about half purchased airline tickets and reserved accommodations one to three months before arriving in the islands. Over half purchased tour or attraction packages one to three months out, but 26.4 percent waited until less than one month before arrival. Additionally, 49.6 percent purchased packaged tours during their trip.

Second Quarter 2016: U.S. West respondents showed similar booking time frame in second quarter 2016, where a third of the respondents decided to visit Hawai'i (33%) and decided on the islands they wanted to visit (30.7%) seven months or more before arrival. Over half made rental car reservations, and about half purchased airline tickets one to three months before arriving in the islands. Close to 60 percent purchased tour or attraction packages one to three months out, while 20 percent waited until less than one month before arrival. In addition, 51.5 percent of the respondents purchased packaged tours while their trip was in progress.

**Table 21: Trip Decision Making - U.S. East
(Percent of visitors for each response, 1st Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	6.3%	24.0%	12.7%	30.1%	23.1%	3.8%	N/A
Decide to visit Hawai'i	7.1%	22.5%	12.9%	29.4%	24.1%	4.0%	N/A
Decide which island to visit	4.8%	22.0%	13.1%	29.2%	26.4%	4.4%	13.7%
Travel dates	2.2%	17.0%	13.4%	32.6%	30.9%	3.8%	13.1%
Accommodations- where to stay	2.6%	16.3%	12.3%	30.0%	33.5%	5.3%	11.6%
Airline reservations	0.1%	6.1%	13.5%	33.9%	41.5%	4.9%	13.9%
Purchase airline tickets	0.1%	5.6%	13.2%	33.4%	42.5%	5.2%	13.2%
Accommodation- reservations	1.3%	13.3%	13.7%	29.5%	36.3%	5.9%	13.2%
Rental car reservations	0.1%	3.5%	9.5%	24.9%	52.3%	9.6%	15.6%
Purchase tour/ attraction package		1.4%	2.9%	12.9%	62.4%	20.4%	62.7%

**Table 22: Trip Decision Making - U.S. East
(Percent of visitors for each response, 2nd Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	7.8%	21.7%	12.7%	31.3%	23.4%	3.1%	N/A
Decide to visit Hawai'i	7.8%	20.4%	13.4%	30.4%	24.7%	3.2%	N/A
Decide which island to visit	6.2%	15.0%	13.6%	33.5%	28.1%	3.7%	15.3%
Travel dates	3.2%	14.1%	13.6%	33.4%	30.8%	4.8%	14.4%
Accommodations- where to stay	2.7%	10.9%	13.6%	31.7%	34.9%	6.1%	12.6%
Airline reservations	0.6%	4.5%	9.0%	34.6%	45.1%	6.2%	12.4%
Purchase airline tickets	0.4%	4.4%	8.8%	35.1%	45.9%	5.5%	12.4%
Accommodation- reservations	1.7%	9.2%	12.3%	31.8%	38.3%	6.8%	12.9%
Rental car reservations	0.3%	2.2%	7.6%	24.6%	56.1%	9.1%	19.6%
Purchase tour/ attraction package	0.3%	1.9%	2.3%	16.8%	64.1%	14.7%	63.6%

First Quarter 2016: Compared to their U.S. West counterparts, a larger percentage of U.S. East visitors in first quarter 2016 took at least seven months before their trip to decide on a vacation (43%), to visit Hawai'i (42.5%) and to decide on the islands they wanted to visit (39.9%). About 40 percent of the respondents made airlines reservations and purchased tickets one to three months before arrival. Over half U.S. East visitors made rental car reservations three months or less before the trip. Close to 60 percent purchased tour or attraction packages between one to three months of arrivals, while 20.4 percent waited until less than one month before arrival. In addition, over 60 percent purchased tour packages while on their trip.

Second Quarter 2016: Similarly, about 40 percent of U.S. East visitors in second quarter 2016 decided on a vacation (42.2%) and to visit Hawai'i (41.6%) at least seven months before arriving. Close to 40 percent purchased airline tickets, while over half made rental car reservations between one to three months prior to their trip. Over 60 percent purchased tour or attraction packages between one to three months of their trip. The majority of visitors also purchased tour packages while on their trip (63.6%).

Table 23: Trip Decision Making - Japan
(Percent of visitors for each response, 1st Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	2.1%	9.8%	4.7%	35.5%	43.0%	5.0%	N/A
Decide to visit Hawai'i	1.4%	10.3%	4.1%	32.8%	46.4%	5.0%	N/A
Decide which island to visit	0.9%	9.3%	3.9%	31.8%	48.5%	5.6%	9.8%
Travel dates	0.7%	6.4%	4.0%	28.3%	55.1%	5.4%	21.1%
Accommodations- where to stay	0.5%	5.3%	3.5%	26.5%	58.0%	6.1%	7.2%
Airline reservations	0.4%	6.1%	3.4%	25.9%	57.5%	6.8%	10.3%
Purchase airline tickets	0.6%	5.2%	2.9%	24.6%	58.8%	7.8%	7.5%
Accommodation- reservations	0.5%	5.7%	3.5%	25.3%	57.8%	7.2%	7.5%
Rental car reservations		1.5%	0.5%	12.7%	62.3%	23.0%	14.3%
Purchase tour/ attraction package	0.4%	1.5%	0.7%	8.7%	67.8%	20.9%	64.1%

Table 24: Trip Decision Making - Japan
(Percent of visitors for each response, 2nd Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	0.8%	10.8%	7.2%	34.2%	42.3%	4.7%	N/A
Decide to visit Hawai'i	1.5%	12.1%	6.1%	31.1%	45.5%	3.7%	N/A
Decide which island to visit	1.1%	10.8%	6.2%	33.2%	45.4%	3.3%	4.3%
Travel dates	0.7%	9.1%	5.1%	30.7%	48.9%	5.5%	10.6%
Accommodations- where to stay	0.7%	4.9%	5.8%	27.8%	55.2%	5.6%	3.1%
Airline reservations	0.8%	5.9%	5.5%	27.9%	54.6%	5.3%	3.7%
Purchase airline tickets	0.7%	4.5%	6.1%	23.7%	58.7%	6.3%	2.8%
Accommodation- reservations	0.8%	5.5%	6.1%	27.1%	54.6%	5.9%	3.0%
Rental car reservations	1.0%	3.9%	1.0%	16.6%	64.0%	13.6%	3.9%
Purchase tour/ attraction package	0.2%	1.3%	1.2%	12.4%	70.2%	14.7%	19.3%

First Quarter 2016: Japanese visitors in first quarter 2016 continued to have a relatively short planning and booking window. Three months or less before their arrival, 48 percent of Japanese respondents decided to take a vacation, 51.4 percent decided to visit Hawai'i, 54.1 percent decided on the islands they wanted to visit, and 60.6 percent settled on the dates of travel. Also within three months of their trip, the majority of Japanese visitors made airline reservations (64.3%), purchased airline tickets (66.6%), and made accommodation reservations (65.1%). Less than a month before arriving in Hawai'i, 23 percent of Japanese visitors made rental car reservations, and 20.9 percent purchased tour and attraction packages. The majority of Japanese respondents in first quarter 2016 also purchased tour packages during their trip (64.1%).

First Quarter 2016: Booking time frame in second quarter 2016 were similar to the first quarter. Within three months before their arrival, 47 percent of Japanese respondents decided to take a vacation, 49.2 percent decided to visit Hawai'i, 48.7 percent decided on the islands they wanted to visit and 54.4 percent set their travel dates. Also three months or less before their trip, close to 60 percent of Japanese respondents made airline reservations, purchased airline tickets, and made accommodation reservations. Less than a month before arriving in Hawai'i, 13.6 percent made rental car reservations, and 14.7 percent purchased tour and attraction packages.

Table 25: Trip Decision Making - Canada
(Percent of visitors for each response, 1st Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	5.8%	31.8%	11.7%	26.2%	20.2%	4.3%	N/A
Decide to visit Hawai'i	6.8%	30.6%	11.8%	25.5%	21.3%	4.0%	N/A
Decide which island to visit	4.9%	30.1%	13.2%	24.5%	23.2%	4.0%	12.8%
Travel dates	3.6%	25.0%	13.3%	28.9%	24.5%	4.6%	12.9%
Accommodations- where to stay	3.9%	23.7%	13.6%	25.9%	28.0%	4.9%	11.9%
Airline reservations	0.5%	12.9%	15.0%	33.2%	33.0%	5.2%	13.8%
Purchase airline tickets	0.4%	12.2%	15.3%	33.6%	33.3%	5.3%	13.4%
Accommodation- reservations	2.8%	22.0%	14.6%	28.2%	28.4%	4.0%	13.2%
Rental car reservations	0.2%	6.7%	8.2%	27.1%	51.1%	6.7%	20.5%
Purchase tour/ attraction package	0.8%	1.2%	2.4%	13.2%	61.0%	21.5%	58.3%

Table 26: Trip Decision Making - Canada
(Percent of visitors for each response, 2nd Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	5.4%	18.6%	8.1%	30.0%	31.4%	6.6%	N/A
Decide to visit Hawai'i	5.2%	16.4%	9.2%	28.2%	33.9%	7.2%	N/A
Decide which island to visit	3.8%	13.8%	8.0%	28.6%	37.9%	7.8%	13.1%
Travel dates	2.8%	11.7%	9.2%	28.8%	40.1%	7.3%	14.4%
Accommodations- where to stay	2.6%	8.5%	9.2%	27.4%	43.8%	8.5%	15.0%
Airline reservations	0.5%	3.6%	8.2%	31.6%	47.4%	8.8%	14.8%
Purchase airline tickets	0.6%	3.2%	8.2%	30.4%	48.0%	9.5%	14.7%
Accommodation- reservations	2.2%	7.9%	9.5%	25.5%	45.8%	9.0%	13.3%
Rental car reservations	0.2%	1.5%	4.1%	19.7%	60.3%	14.3%	21.0%
Purchase tour/ attraction package	1.1%	1.1%	4.3%	7.1%	67.6%	18.9%	56.7%

First Quarter 2016: Nearly half of Canadian respondents who came in first quarter 2016 decided on a vacation (49.3%), decided to visit Hawai'i (49.2%) and decided on which islands to visit (48.3%) at least seven months before their trip. The majority purchased airline tickets (61.4%) and reserved accommodations (67.6%) at least four months prior to arriving. Over half of the respondents made rental car reservations (51.1%) between one to three months before. The majority of Canadian visitors purchased tour or attraction packages (61%) within one to three months of arrivals, while 21.5 percent waited until less than one month before their arrivals. In addition, 58.3 percent purchased tour packages while they were on their trip.

Second Quarter 2016: Canadian respondents in second quarter 2016 had a shorter booking time frame than those who came in the first quarter. The majority of these respondents took between one to six months prior to their trip to decide on a vacation (61.3%), decide to visit Hawai'i (62%) and decide on which islands to visit (66.5%). Close to half purchased airline tickets (48%) and reserved accommodations (45.8%) while 60 percent made rental car reservations between one to three months prior to arrivals. The majority purchased tour or attraction packages (67.6%) within one to three months before coming. Additionally, 56.7 percent purchased tour packages during their trip.

Table 27: Trip Decision Making - Europe
(Percent of visitors for each response, 1st Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	5.0%	18.6%	11.2%	32.9%	28.7%	3.6%	N/A
Decide to visit Hawai'i	5.5%	20.8%	12.8%	29.7%	27.8%	3.5%	N/A
Decide which island to visit	2.5%	16.8%	10.2%	31.6%	32.8%	6.1%	15.8%
Travel dates	2.8%	14.9%	10.3%	33.7%	33.0%	5.2%	14.2%
Accommodations- where to stay	1.6%	10.0%	9.0%	29.3%	43.0%	7.0%	19.1%
Airline reservations	0.4%	9.7%	10.6%	30.5%	40.9%	7.9%	17.1%
Purchase airline tickets	0.2%	9.7%	9.9%	30.2%	42.6%	7.4%	14.8%
Accommodation- reservations	0.7%	9.2%	9.3%	30.3%	43.8%	6.8%	16.9%
Rental car reservations		4.8%	5.1%	22.0%	54.8%	13.3%	22.5%
Purchase tour/ attraction package	0.7%	2.7%	1.8%	21.6%	52.9%	20.3%	61.1%

Table 28: Trip Decision Making - Europe
(Percent of visitors for each response, 2nd Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	6.9%	23.8%	14.8%	31.5%	20.5%	2.5%	N/A
Decide to visit Hawai'i	8.7%	21.1%	15.1%	31.4%	21.6%	2.0%	N/A
Decide which island to visit	3.2%	18.0%	13.8%	33.0%	28.7%	3.3%	16.7%
Travel dates	3.2%	16.7%	18.2%	33.1%	26.2%	2.7%	12.6%
Accommodations- where to stay	3.0%	12.9%	13.9%	28.8%	37.8%	3.6%	13.7%
Airline reservations	0.6%	11.4%	14.3%	32.7%	36.3%	4.7%	10.3%
Purchase airline tickets	0.6%	11.5%	13.9%	31.4%	38.8%	3.9%	10.8%
Accommodation- reservations	1.2%	10.3%	14.3%	29.1%	40.6%	4.5%	11.5%
Rental car reservations		3.5%	9.8%	23.0%	53.8%	9.9%	20.2%
Purchase tour/ attraction package		2.7%	3.6%	21.4%	60.7%	11.6%	61.7%

First Quarter 2016: The planning profile among European visitors in first quarter 2016 showed that a third of the respondents took seven months or more to decide to take a vacation (34.8%), decide to visit Hawai'i (39%), and decide on the islands they wanted to visit (29.5%). Over 40 percent of these visitors reserved their accommodations and purchased airline tickets between one to three months before their trip. Over half made rental car reservations within one to three months, while a few (13.3%) waited until less than one month prior to arrival. More than half purchased tour and attraction packages between one to three months prior to arriving, while 20.3 percent waited until less than a month before their trip. The majority of the European respondents purchased tour and attraction packages during their trip (61.1%).

Second Quarter 2016: Over 40 percent of European respondents in second quarter 2016 took at least seven months before their arrival to decide to take a vacation (45.5%) and to visit Hawai'i (45%). Nearly 40 percent of these visitors reserved their accommodations and purchased airline tickets, and over half made rental car reservations within one to three months prior to arrival. Nearly 60 percent of the respondents purchased tour and attraction packages within one to three months before. The majority also purchased tour and attraction packages during their trip (61.7%).

**Table 29: Trip Decision Making - Oceania
(Percent of visitors for each response, 1st Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	5.4%	24.2%	12.7%	38.1%	17.3%	2.5%	N/A
Decide to visit Hawai'i	4.8%	20.6%	12.9%	41.4%	17.8%	2.6%	N/A
Decide which island to visit	1.6%	20.1%	13.9%	42.8%	19.6%	2.0%	17.8%
Travel dates	1.6%	19.1%	13.3%	43.3%	19.6%	3.1%	14.3%
Accommodations- where to stay	0.8%	11.0%	13.9%	39.0%	30.5%	4.8%	16.2%
Airline reservations	0.5%	12.5%	13.8%	44.5%	25.0%	3.7%	13.0%
Purchase airline tickets		13.0%	12.3%	43.6%	27.5%	3.6%	13.5%
Accommodation- reservations	0.5%	9.4%	12.7%	39.8%	32.2%	5.5%	13.6%
Rental car reservations		7.5%	4.3%	21.5%	55.2%	11.5%	25.0%
Purchase tour/ attraction package		1.5%	4.3%	20.3%	55.4%	18.5%	60.5%

**Table 30: Trip Decision Making - Oceania
(Percent of visitors for each response, 2nd Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip	5.9%	23.0%	16.2%	35.7%	18.7%	0.5%	N/A
Decide to visit Hawai'i	3.8%	21.9%	17.4%	37.1%	18.6%	1.1%	N/A
Decide which island to visit	2.3%	18.6%	14.3%	38.6%	23.4%	2.9%	13.3%
Travel dates	3.2%	17.7%	15.5%	39.9%	21.9%	1.8%	14.6%
Accommodations- where to stay	1.0%	9.0%	13.8%	36.9%	36.1%	3.2%	15.0%
Airline reservations	0.6%	11.4%	15.5%	44.7%	26.7%	1.2%	10.5%
Purchase airline tickets		10.7%	15.4%	43.4%	27.5%	3.1%	11.3%
Accommodation- reservations		8.5%	12.8%	37.3%	38.1%	3.3%	14.7%
Rental car reservations		2.9%	5.9%	28.2%	55.0%	8.0%	20.8%
Purchase tour/ attraction package		4.9%	10.8%	34.7%	30.9%	18.7%	67.7%

First Quarter 2016: Oceania visitors also planned early. Close to 40 percent of the respondents in first quarter 2016 took at least seven months to decide on a vacation (42.2%) and to visit Hawai'i (38.3%). About 40 percent of visitors made airline reservations, purchased airline tickets, and reserved accommodations between four to six months before their trip. The majority made rental car reservations (66.7%) and purchased tour or attraction packages (73.8%) three months or less before arrival. Many purchased tour and attraction packages during their trip (60.5%).

Second Quarter 2016: Similarly, over 40 percent of Oceania respondents in second quarter 2016 took at least seven months to decide on a vacation (45%) and to visit Hawai'i (43.1%). Close to 40 percent of the respondents made airline reservations, purchased airline tickets, and reserved accommodations between four to six months before arrival. Close to 60 percent made rental car reservations and half purchased tour or attraction packages within three months before their trip. The majority purchased tour and attraction packages while their trip is in progress (67.7%).

**Table 31: Trip Decision Making - China
(Percent of visitors for each response, 1st Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip				27.1%	44.2%	28.7%	N/A
Decide to visit Hawai'i				30.2%	55.2%	14.6%	N/A
Decide which island to visit				22.9%	51.4%	25.7%	44.2%
Travel dates				19.9%	64.9%	15.2%	40.0%
Accommodations- where to stay				14.7%	57.4%	27.9%	28.7%
Airline reservations				10.5%	72.0%	17.5%	26.1%
Purchase airline tickets				13.9%	59.7%	26.4%	17.9%
Accommodation- reservations				6.9%	61.1%	31.9%	23.9%
Rental car reservations				17.9%	54.8%	27.4%	20.8%
Purchase tour/ attraction package					60.5%	39.5%	23.2%

**Table 32: Trip Decision Making - China
(Percent of visitors for each response, 2nd Quarter 2016)**

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip		3.6%	5.8%	25.5%	50.1%	15.0%	N/A
Decide to visit Hawai'i	1.0%	4.6%	5.2%	21.0%	61.5%	6.6%	N/A
Decide which island to visit	3.7%	7.5%		26.2%	55.0%	7.5%	38.6%
Travel dates		2.9%	4.3%	21.4%	57.9%	13.6%	36.3%
Accommodations- where to stay				16.8%	76.4%	6.7%	13.7%
Airline reservations		5.9%	2.5%	13.6%	67.8%	10.2%	17.0%
Purchase airline tickets		7.5%	3.2%	9.6%	63.8%	15.9%	14.0%
Accommodation- reservations				16.1%	71.0%	12.9%	13.4%
Rental car reservations				10.3%	63.7%	26.0%	11.3%
Purchase tour/ attraction package				13.3%	60.0%	26.7%	15.8%

First Quarter 2016: All travel decisions by Chinese respondents in first quarter 2016 were made within six months before their travel date. Nearly half of these respondents decided to take a vacation (44.2%), decided to visit Hawai'i (55.2%), decided on the islands they wanted to visit (51.4%) and set their travel date (64.9%) between one to three months prior to arrival. Within this time frame, close to 60 percent of Chinese respondents also purchased airline tickets, made accommodation reservations, made rental car reservations, and purchased tour and attraction packages. Some respondents purchased tour and attraction packages while their trip is in progress (23.2%).

First Quarter 2016: The booking window in second quarter 2016 were slight longer for some respondents, but the majority of the visitors still made their decisions in a relatively short time. Between one to three months prior to arrival, over half of the respondents decided to take a vacation (50.1%), decided to visit Hawai'i (61.5%), decided on the islands they wanted to visit (55%) and set their travel dates (57.9%). The majority also made airline reservations, purchased airline tickets, made accommodation reservations, made rental car reservations, and purchased tour and attraction packages between one to three months before their trip.

Table 33: Trip Decision Making - Korea
(Percent of visitors for each response, 1st Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip		4.6%	6.7%	27.0%	48.2%	13.5%	N/A
Decide to visit Hawai'i		2.8%	6.6%	26.4%	50.4%	13.8%	N/A
Decide which island to visit		3.6%	5.9%	15.8%	51.6%	23.1%	35.6%
Travel dates		4.1%	8.2%	33.6%	39.0%	15.1%	37.3%
Accommodations- where to stay			2.0%	29.5%	52.6%	15.9%	13.4%
Airline reservations		3.1%	5.0%	33.1%	43.5%	15.4%	30.5%
Purchase airline tickets		3.2%	9.1%	24.9%	44.7%	18.2%	30.6%
Accommodation- reservations				23.5%	63.9%	12.6%	22.6%
Rental car reservations				5.5%	60.3%	34.3%	18.2%
Purchase tour/ attraction package				10.4%	57.1%	32.5%	32.0%

Table 34: Trip Decision Making - Korea
(Percent of visitors for each response, 2nd Quarter 2016)

	TIME BEFORE DEPARTURE						During the trip
	More than 1 year	10-12 months	7-9 months	4-6 months	1-3 months	Less than 1 month	
Decide to take vacation/ pleasure trip		2.7%	3.6%	18.1%	53.0%	22.6%	N/A
Decide to visit Hawai'i		3.6%	1.4%	17.4%	54.2%	23.4%	N/A
Decide which island to visit		4.3%	1.8%	19.0%	55.8%	19.0%	31.3%
Travel dates		5.5%	2.5%	18.5%	53.3%	20.2%	37.6%
Accommodations- where to stay		4.4%		15.6%	54.8%	25.2%	12.0%
Airline reservations		2.8%	3.5%	16.5%	55.9%	21.3%	31.6%
Purchase airline tickets		3.6%	3.1%	16.0%	66.0%	11.3%	31.1%
Accommodation- reservations		3.8%		13.0%	66.3%	16.9%	29.7%
Rental car reservations				1.9%	58.5%	39.6%	23.2%
Purchase tour/ attraction package		3.8%	1.9%	3.8%	50.0%	40.5%	33.6%

First Quarter 2016: Half of Korean respondents in first quarter 2016 decided to take a vacation (48.2%), decided to visit Hawai'i (50.4%) and decided on the islands they wanted to visit (51.6%) between one to three months before their arrival. During this time period, close to 60 percent of the respondents also made accommodation reservations, made rental car reservations and purchased tour and attraction packages. A third of the respondents purchased tour and attraction packages during their trip.

First Quarter 2016: Within three months before their arrival, over half of Korean respondents in second quarter 2016 decided to take a vacation (53%), decided to visit Hawai'i (54.2%), decided on the islands they wanted to visit (55.8%) and set their travel dates (53.3%). The majority of the respondents also purchased airline tickets, made accommodation reservations, made rental car reservations between one to three months before their trip.

SOURCES OF INFORMATION USED FOR TRIP PLANNING

Visitors to Hawai'i used a wide variety of resources to plan their trip to the islands. This section shows the sources of information used by respondents who came in first and second quarter 2016 (See Tables 27 and 28).

U.S. West Visitors: While planning their trip to Hawai'i, U.S. West respondents in both first and second quarter 2016 relied heavily on personal experience (60% first quarter 2016, 62% second quarter 2016) and recommendations from friends and relatives (52% and 49%). Other popular sources used were Information from airlines (36% and 34%), smartphones and tablets (34% and 35%), online webpage or blog about Hawai'i (33% and 28%), online travel booking sites/online travel agents (32% and 29%) and online social networking sites (29% and 25%).

While their trip is in progress, U.S. West visitors used their personal experience (43% and 44%) and advice from friends and relatives (26% and 27%). Many also used smartphones or tablets (38% and 37%) and assistance from hotels/resorts front desks/tour desks (35% and 34%) to find information about Hawai'i.

U.S. East Visitors: In both first and second quarter 2016, about half of U.S. East respondents relied on personal experience and recommendations from friends and relatives in planning their trip. A third of these visitors also used smartphones and tablets (37% first quarter 2016 and 35% second quarter 2016), online webpage or blog about Hawai'i (38% and 34%), online travel booking sites/online travel agents (32% and 30%), online social networking sites (34% and 25%), information from airlines (34% and 36%) and Hawai'i Visitors Bureau sites (29% and 27%).

During their trip, many U.S. East respondents in first and second quarter 2016 relied on personal experience (35% and 41%), smartphones or tablets (40% and 39%) and assistance from hotels/resorts front desks/tour desks (40% and 41%).

Japanese Visitors: Japanese respondents in first and second quarter 2016 relied heavily on travel agents (58% first quarter, 60% second quarter) in planning their Hawai'i trip. Magazines (48% and 53%), guide books (46% and 53%), online webpage or blog about Hawai'i (44% and 40%), smartphones and tablets (33% and 32%) and online travel booking sites (31% and 32%) were other popular resources used in trip planning.

While their trip was in progress, Japanese respondents in first and second quarter 2016 used guide books (23% and 27%), assistance from hotels/resorts front desks/tour desks (23% and 26%), magazines (20% and 18%) and smartphones and tablets (19% and 18%) to access information about Hawai'i.

Canadian Visitors: Before their arrival, Canadian respondents who visited in first and second quarter 2016 most frequently used their personal experience (50% first quarter, 59% second quarter) and recommendations from friends or relatives (50% and 47%) in planning their trip. Many Canadian respondents also used online webpage or blog about Hawai'i (45% and 40%), online travel booking sites/online travel agents (40% and 36%), online social networking sites (38% and 33%) and smartphones and tablets (36% and 30%). Usage of traditional travel agents was fairly low (23% first quarter, 20% second quarter 2016).

During their trip, many Canadian respondents in first and second quarter 2016 relied on their personal experience (34% and 37%), assistance from hotels/resorts front desks/tour desks (37% and 33%), smartphones or tablets (35% and 30%) and guide books (34% and 33%).

European Visitors: Among European respondents who came in first and second quarter 2016, guide books (43% and 44%), online webpage or blog about Hawai'i (42% and 45%), online travel booking site (41% and 42%), recommendations from friends and relatives (38% and 46%) and travel agents (46% and 37%) were popular resources used in their trip planning.

While their trip is in progress, many European respondents used information from hotels/resorts front desks/tour desks (44% and 40%), guide books (34% and 37%) and smartphones or tablets (33% and 38%). A few respondents also used social networking sites (9% and 8%) to seek information about Hawai'i after their trip was over.

Oceania Visitors: Respondents from Oceania primarily used travel agents (57% for both first and second quarter 2016) in planning their trip to Hawai'i. Many also used recommendations from family and friends (49% and 52%), personal experience (42% and 40%) and online travel booking site (39% in both quarters of 2016).

During their trip, many Oceania visitors received assistance from hotels/resorts front desks/tour desks (49% and 51%) and used smartphones or tablets (30% and 33%) to find information about Hawai'i.

Chinese Visitors: In first quarter 2016, the majority of Chinese respondents used travel agents (63%) in planning their trip to Hawai'i. Some also used recommendations from family and friends (26%), personal experience (22%), online travel booking site (21%), online social networking sites (20%) and smartphones or tablets (20%). During their trip, many Chinese respondents in first quarter 2016 continued to rely on travel agents (26%) for information about Hawai'i.

Usage of travel agents (41%) was less prevalent among Chinese respondents who visited in second quarter 2016. A large percentage of respondents used online social networking sites (48%), recommendations from family and friends (42%) and online travel booking site (38%) in their trip planning. During their trip, some Chinese respondents in second quarter 2016 sought assistance from hotels/resorts (24%) and used smart phones and tablets (23%) to get information about Hawai'i.

Korean Visitors: Respondents from Korea in both first and second quarter 2016 relied heavily on travel agents (54% first quarter, 61% second quarter) and online social networking sites (56% and 53%) in planning their trip to Hawai'i. Recommendations from family and friends (44% and 49%), online webpage or blog about Hawai'i (47%, both quarters of 2016) and smartphones or tablets (39%, both quarters of 2016), were also popular tools in their trip planning.

While their Hawai'i trip was in progress, Korean respondents in first and second quarter 2016 used online social networking sites (29% and 28%), online webpage or blog about Hawai'i (22% and 28%) and smartphones or tablets (24% and 23%) to find information.

**Table 35: Sources of Information about Hawai'i – First Quarter 2016
(Percentage of Respondents who used these Information)**

		MMA							
		U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Travel agents/ Companies specializing in packaged tours	Before	22%	31%	58%	23%	46%	57%	63%	54%
	During	7%	10%	13%	10%	10%	10%	26%	10%
	Not used	72%	63%	38%	70%	48%	38%	32%	41%
Information from airline/ commercial carriers	Before	36%	34%	18%	33%	32%	34%	13%	38%
	During	10%	13%	4%	10%	12%	10%	3%	2%
	Not used	61%	62%	79%	64%	63%	61%	86%	61%
Hotel/Resort- front desk, concierge/ tour desk	Before	16%	17%	19%	12%	16%	14%	12%	30%
	During	35%	40%	23%	37%	44%	49%	10%	15%
	Not used	53%	49%	62%	55%	44%	38%	78%	57%
Personal experience	Before	60%	47%	32%	50%	28%	42%	22%	29%
	During	43%	35%	8%	34%	24%	25%	14%	8%
	Not used	33%	44%	65%	41%	60%	50%	72%	63%
Recommendations from Friends or relatives	Before	52%	53%	33%	50%	38%	49%	26%	44%
	During	26%	24%	7%	18%	13%	15%	11%	9%
	Not used	42%	41%	65%	44%	56%	46%	71%	49%
Online travel booking site/ Online travel agent	Before	32%	32%	31%	40%	41%	39%	21%	36%
	During	5%	6%	3%	7%	8%	6%	8%	5%
	After	2%	1%	2%	2%	1%	2%	2%	2%
	Not used	67%	65%	68%	58%	57%	58%	77%	60%
Online webpage or blog covering Hawai'i	Before	33%	38%	44%	45%	42%	33%	15%	47%
	During	20%	18%	10%	26%	22%	15%	8%	22%
	After	4%	4%	9%	6%	4%	2%	2%	4%
	Not used	62%	58%	54%	48%	52%	60%	83%	46%
Online social networking site	Before	29%	34%	23%	38%	36%	35%	20%	56%
	During	18%	21%	8%	21%	22%	20%	8%	29%
	After	6%	8%	4%	7%	9%	5%	3%	7%
	Not used	66%	59%	74%	57%	54%	58%	76%	33%
Smartphone or tablet applications relevant to your trip	Before	34%	37%	33%	36%	31%	28%	20%	39%
	During	38%	40%	19%	35%	33%	30%	11%	24%
	After	6%	7%	5%	7%	7%	2%	4%	5%
	Not used	52%	49%	59%	51%	55%	56%	74%	48%
Hawai'i Visitors Bureaus website	Before	21%	29%	19%	30%	30%	25%	10%	20%
	During	9%	10%	3%	17%	14%	11%	2%	3%
	After	3%	3%	4%	4%	2%	2%	2%	4%
	Not used	74%	65%	79%	63%	65%	67%	87%	74%
Magazines	Before	11%	12%	48%	15%	13%	11%	9%	13%
	During	12%	13%	20%	17%	13%	11%	5%	4%
	After	2%	2%	7%	4%	1%	1%	2%	3%
	Not used	80%	79%	47%	73%	76%	78%	86%	81%
Television shopping channel/ television program	Before	4%	4%	25%	5%	4%	4%	3%	13%
	During	6%	7%	7%	6%	5%	5%	2%	2%
	After	1%	2%	9%	2%	2%	2%	1%	1%
	Not used	90%	90%	70%	90%	90%	89%	95%	85%
Books	Before	26%	30%	46%	31%	43%	16%	9%	29%
	During	25%	28%	23%	34%	34%	15%	7%	18%
	After	3%	3%	5%	4%	3%	2%	2%	2%
	Not used	63%	58%	48%	52%	48%	72%	87%	59%

**Table 36: Sources of Information about Hawai'i – Second Quarter 2016
(Percentage of Respondents who used these Information)**

		MMA							
		U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Travel agents/ Companies specializing in packaged tours	Before	14%	23%	60%	20%	37%	57%	41%	61%
	During	5%	9%	13%	8%	11%	10%	16%	14%
	Not used	81%	72%	36%	75%	57%	39%	54%	34%
Information from airline/ commercial carriers	Before	34%	36%	22%	33%	35%	27%	24%	32%
	During	10%	12%	5%	10%	14%	14%	5%	2%
	Not used	62%	61%	74%	64%	59%	64%	74%	65%
Hotel/Resort- front desk, concierge/ tour desk	Before	15%	18%	18%	15%	15%	16%	30%	33%
	During	34%	41%	26%	33%	40%	51%	24%	15%
	Not used	55%	50%	59%	57%	49%	37%	51%	52%
Personal experience	Before	62%	54%	33%	59%	33%	40%	33%	24%
	During	44%	41%	8%	37%	24%	22%	13%	15%
	Not used	30%	39%	64%	35%	56%	49%	64%	59%
Recommendations from Friends or relatives	Before	49%	51%	34%	47%	46%	52%	42%	49%
	During	27%	28%	7%	18%	19%	14%	13%	10%
	Not used	45%	43%	63%	49%	48%	43%	51%	43%
Online travel booking site/ Online travel agent	Before	29%	30%	32%	36%	42%	39%	38%	29%
	During	5%	6%	3%	6%	14%	7%	10%	5%
	After	2%	1%	2%	1%	1%	1%	5%	1%
	Not used	70%	69%	66%	62%	55%	60%	60%	67%
Online webpage or blog covering Hawai'i	Before	28%	34%	40%	40%	45%	36%	32%	47%
	During	16%	17%	10%	21%	25%	18%	14%	28%
	After	4%	4%	7%	5%	4%	4%	7%	4%
	Not used	67%	63%	56%	55%	48%	58%	61%	43%
Online social networking site	Before	25%	25%	22%	33%	36%	35%	48%	53%
	During	16%	18%	9%	19%	24%	18%	15%	28%
	After	8%	6%	4%	7%	8%	5%	6%	6%
	Not used	71%	68%	73%	63%	56%	57%	49%	35%
Smartphone or tablet applications relevant to your trip	Before	35%	35%	32%	30%	34%	29%	27%	39%
	During	37%	39%	18%	30%	38%	33%	23%	23%
	After	7%	6%	4%	4%	7%	2%	3%	2%
	Not used	51%	51%	60%	58%	51%	55%	62%	49%
Hawai'i Visitors Bureaus website	Before	19%	27%	18%	29%	35%	21%	16%	24%
	During	8%	10%	3%	12%	18%	13%	8%	5%
	After	2%	3%	4%	3%	2%	1%	6%	2%
	Not used	78%	69%	79%	66%	56%	69%	74%	72%
Magazines	Before	10%	13%	53%	13%	15%	10%	12%	13%
	During	13%	13%	18%	15%	19%	12%	6%	8%
	After	3%	2%	5%	2%	2%	1%	4%	2%
	Not used	81%	80%	42%	77%	72%	82%	78%	77%
Television shopping channel/ television program	Before	3%	4%	25%	4%	4%	3%	6%	12%
	During	5%	6%	6%	5%	8%	8%		2%
	After	1%	1%	9%	1%	3%	1%	5%	2%
	Not used	92%	91%	69%	91%	88%	90%	89%	83%
Books	Before	22%	29%	53%	33%	44%	15%	14%	22%
	During	24%	29%	27%	33%	37%	21%	14%	19%
	After	3%	3%	4%	4%	4%	1%	5%	2%
	Not used	67%	59%	40%	53%	44%	70%	74%	65%

SURVEY METHODS

The Visitor Satisfaction and Activity Survey is a survey of visitors who recently completed a trip to Hawai'i. Monthly samples of visitors who stayed for at least two days are drawn from completed Domestic In-Flight and International Departure Survey databases.

Quarterly data are reported for visitors from eight visitor groups: U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming), U.S. East (all other States in the Continental U.S.), Japan, Canada, Europe, Oceania, China and Korea.

Selected U.S., Japanese, Canadian, European and Oceania visitors were mailed a survey form or were contacted by email to complete the survey on-line. Beginning in January 2016, data for Chinese and Korean visitors were collected via intercept surveys at the Honolulu International Airport using iPad tablets.

A total of 5,547 completed forms were received in the first quarter (January – March) of 2016 with a margin of error of ± 1.32 percentage points at the 95 percent confidence level. A total of 5,001 completed forms were received in the second quarter (April – June) 2016 with a margin of error of ± 1.39 percentage points at the 95 percent confidence level.

**Table 37: Number of Surveys Collected
(First and Second Quarter 2016)**

MMA	First Quarter 2016		Second Quarter 2016	
	Completed	Margin of Error	Completed	Margin of Error
U.S West	1089	2.97	1,067	3.00
U.S East	1109	2.94	960	3.16
Canada	1281	2.74	655	3.83
Japan	968	3.15	926	3.22
Europe	559	4.15	489	4.43
Oceania	295	5.71	380	5.03
Other Asia (China & Korea)	246	6.25	524	4.28
All MMAs	5547	1.32	5,001	1.39

Data collected from the online survey and from the iPad intercept surveys were merged with mailed survey data to form a single database for analysis. Collected data were statistically adjusted to reflect the distribution of cases by island and first-time/repeat visitor status in the In-Flight and Departure Surveys. Data were statistically adjusted to be representative of the population of visitor parties entering Hawai'i during each quarter. Results are presented only for classifications (MMA, islands visited, ports of entry, types of visitors, etc.) for which sample sizes are large enough to produce statistics with sample error estimates less than 10 points. Data from all MMAs were reported as weighted data based on weights generated for 2016 data. The 2016 VSAT weighting system was developed to adjust for disproportionate sampling across MMAs.

For information, call the Hawai'i Tourism Authority (HTA) at (808) 973-2255 or email us at research@Hawaiitourismauthority.org