

2016-2017 Hawai'i Marketing Effectiveness Study  
Japan

**March 2017 (Wave 2; Final)**

**SURVEY NOTES**

**1. Survey Samples – 4**

- a. **U.S. West Region Residents** – **reside in the states of:** Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming
- b. **East Region Residents** – **reside in the states of:** All states in continental U.S. (except Hawaii) *not* included in the West Region
- c. **Japan Residents** – **reside in Japan**
- d. **Canada** – **reside in the Canadian provinces of:** British Columbia, Alberta, Saskatchewan

**2. Two Wave Study with single re-contact 24 months after each fielding**

- a. Field Wave 1: **Planned:** *October 15, 2016* **Actual:** *December 2016*
  - i. Quota – 600 US West
  - ii. Quota – 600 US East
  - iii. Quota – 600 Japan
  - iv. Quota – 600 Canada
- b. Field Wave 2: **Planned:** *March 21, 2017* **Actual:**
  - i. Quota – 600 US West
  - ii. Quota – 600 US East
  - iii. Quota – 600 Japan
  - iv. Quota – 600 Canada
- c. Re-Contact of those indicating they plan to visit to Hawai'i within the next 24 months from Wave 1 and Wave 2 studies (Q10A).

**3. Qualified Respondents**

- a. U.S. West, U.S. East, Canada – Traveled for leisure by air 500 miles or more in the past 12 months and have a household income of at least \$75,000 (US or Canadian)
- b. Japan – Traveled internationally for leisure in the past 24 months and have a household income of at least ¥1,999,000 (≈ \$20,000 US).

[Note: inconsistency of time frames between US/Canada and Japan acknowledged by client]

[PN - All questions are 'must answer' unless otherwise noted.]

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**SCREENERS and Demographics**

**Intro Screen**

To be sure this study is representative of all residents we need to know a little bit about you and your household. Your responses will be aggregated with those of other respondents and used for this study only.

**QS1 (was QSA) - ASK ALL**

**[PN: Create response format as below]**

QS1. What is your 7-digit postal code?

—

**QS2- ASK ALL**

QS2. What is your gender?

- Male
- Female

**QS3 (was Q2A)- ASK ALL**

**[PN2: IF "Under 18" selected, TERMINATE]**

QS2. Which of the following categories includes your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-49
- 50-54
- 55-64
- 65 or older

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QS4 (was Q2B)- ASK ALL

[PN: IF “¥1,999,000 or less” selected, TERMINATE]

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

- ¥1,999,999 or less (≈U.S. \$20,000)
- ¥2,000,000-2,999,999 (≈U.S. \$20K-30K)
- ¥3,000,000-3,999,999 (≈U.S. \$30K-40K)
- ¥4,000,000-4,999,999 (≈U.S. \$40K-50K)
- ¥5,000,000-5,999,999 (≈U.S. \$50K-60K)
- ¥6,000,000-6,999,999 (≈U.S. \$60K-70K)
- ¥7,000,000-7,999,999 (≈U.S. \$70K-80K)
- ¥8,000,000-8,999,999 (≈U.S. \$80K-90K)
- ¥9,000,000-9,999,999 (≈U.S. \$90K-100K)
- ¥10,000,000-10,999,999 (≈U.S. \$100K-110K)
- ¥11,000,000-11,999,999 (≈U.S. \$110K-120K)
- ¥12,000,000-12,999,999 (≈U.S. \$120K-130K)
- ¥13,000,000-13,999,999 (≈U.S. \$130K-140K)
- ¥14,000,000-14,999,999 (≈U.S. \$140K-150K)
- ¥15,000,000+ (≈U.S. 150K+)

In the survey, income was depicted using the following numbers followed by Japanese characters – see screen shot file for exact representation:

- 199 (plus Japanese characters)
- 200-299 (plus Japanese characters)
- 300-399 (plus Japanese characters)
- 400-499 (plus Japanese characters)
- 500-599 (plus Japanese characters)
- 600-699 (plus Japanese characters)
- 700-799 (plus Japanese characters)
- 800-899 (plus Japanese characters)
- 900-999 (plus Japanese characters)
- 1,000-1,999 (plus Japanese characters)
- 1,100-1,199 (plus Japanese characters)
- 1,200-1,299 (plus Japanese characters)
- 1,300-1,399 (plus Japanese characters)
- 1,400-1,499 (plus Japanese characters)
- 1,500 (plus Japanese characters)

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**QS5 - ASK ALL**

Do you consider yourself to be:

- LGBT - lesbian, gay, bisexual, transgender, etc.
- Heterosexual/straight
- Prefer not to answer

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**Q1 - ASK ALL**

**[PN1: Same as Q1 on US/Canada survey]**

1. How many **international leisure trips** have you taken in the past 24 months?

- 0
- 1
- 2
- 3
- 4
- 5
- More than 5

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**Q2 - ASK ALL**

[PN1: Hide 'More' option if Q1=0]

[PN2: If Q1=0, TERMINATE after Q2]

[PN3: Same as Q2 on US/Canada survey]

Q2. How does the number of **overnight leisure trips** you took **by air** in the past 24 months differ from the number of trips you took during the previous 24 months?

Select one

- More** in the past 24 months than in the previous 24 months
- About the **same** in the past 24 months as in the previous 24 months
- Fewer** in the past 24 months than in the previous 24 months

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**Q3 – ASK ALL**

**[PN1: IF 'Not considering any leisure vacation at this time' SELECTED, single code]**

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.

Select all that apply

- Australia
- China
- Guam/Saipan
- Europe
- Hawai'i
- Hong Kong
- Korea
- Singapore
- Taiwan
- Thailand
- Other (specify)\_\_\_\_\_
- Not considering any leisure vacation at this time

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Q4.

**THIS QUESTION INTENTIONALLY LEFT BLANK TO PRESERVE  
SUCCESSIVE NUMBERING.**



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**Q5 - ASK ALL**

[PN1: Randomize list of attributes]

[PN2: Keep on one page if possible – if need to split between pages, repeat question on each page]

[PN3: Same as Q4 on US/Canada Survey]

[Analytic Note: This question will be used to develop segments for reporting]

Q5. 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).

Please answer for each attribute

	Not At All Important				Extremely Important
	1	2	3	4	5
I can explore and do new things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's a great chance to rest and relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To gain knowledge of history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend more quality time with my spouse/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend more time with my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel alive and energetic when I travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn new things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be the first among my friends to do something	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience other cultures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can be more extravagant when I travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can splurge on myself when I travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To seek adventure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To do activities I can only do on vacation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To engage in my hobbies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To see for myself, the authentic things I have read or heard about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To indulge my passion for food and fine cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To celebrate or mark a special occasion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be outdoors and experience nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The list of reasons was revised for Wave 1 – October 2015.

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[Analytic Note – Segments will be based on those responding 4 or 5 on the response scale for at least one reason in each category from Q5]

<b>Explore/Learn</b>	<b>Relax/Re-energize</b>	<b>Culture/Authenticity</b>	<b>Activity/Nature</b>	<b>Foodie</b>	<b>Togetherness</b>	<b>Indulge</b>
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	

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Q6 - ASK ALL

[PN1: Randomize list of attributes]

[PN2: Keep on one page if possible – if need to split between pages, repeat question on each page]

[PN3: Same as Q5 in US/Canada Survey EXCEPT Japan has two additional attributes compared to U.S./Canada survey – It is easy to communicate in my native language; It is a good place for shopping]

[PN4: Attribute list is same in Q7.

Q6. 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).

(Please answer for each attribute)

	Not At All Important				Extremely Important
	1	2	3	4	5
It has unique scenery unlike anywhere else	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a great place to get away from it all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local people are friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's a good place for family and children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The environment is clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a safe and secure place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are many historic and cultural things to see and do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers authentic experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's a good value for the money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to get there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It has a variety of unique experiences and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It offers quality culinary and dining experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to navigate and get around	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are always opportunities to discover new activities and experiences that make you want to return again and again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It provides a sense of relaxation, a place to unwind and get re-energized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It offers a different experience than other places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The history and culture are intriguing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to communicate in my native language (bi-lingual)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a good place for shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers consistent/dependable experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers experiences with native people and their culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Q6a. Ask All**

**[PN1: - this will be an open-end question]**

In addition to the attributes you have just rated, are there any other attributes you would consider extremely important when **selecting a leisure destination**?

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**Q7 - ASK ALL**

[PN1: IF 'None of the listed destinations' SELECTED, single code for that attribute]

[PN2: Must answer for each attribute]

[PN3: Randomize list of attributes]

[PN4: All destination columns should be the same width]

[PN5: Keep on one page if possible – if need to split between pages, repeat question on each page]

[PN7: Similar to Q6 on US/Canada survey - Japan has two additional attribute compared to U.S./Canada Survey – It is easy to communicate in my native language; It is a good place for shopping]

[PN8: Attribute list is same as Q6]

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Q7. In your opinion, for each attribute listed below, please select the destination(s) to which it applies. There are no right or wrong answers and we are interested in your opinion even if you have never visited the destination before. Select as many destinations as you like for each attribute. If, in your opinion, the attribute applies to none of the destinations, select "None."

*Select all that apply*

	Australia	China	Guam/ Saipan	Hawai'i	Korea	Europe	Taiwan	None of the Listed Destinations
It has unique scenery unlike anywhere else	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a great place to get away from it all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local people are friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's a good place for family and children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The environment is clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a safe and secure place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are many historic and cultural things to see and do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers authentic experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's a good value for the money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to get there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It has a variety of unique experiences and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It offers quality culinary and dining experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to navigate and get around	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are always opportunities to discover new activities and experiences that make you want to return again and again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It provides a sense of relaxation, a place to unwind and get re-energized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It offers a different experience than other places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The history and culture are intriguing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to communicate in my native language (bi-lingual)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a good place for shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers consistent/dependable experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers experiences with native people and their culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Q8. – ASK ALL**

[PN1: Randomize list of attributes]

[PN2: Same as Q7 on US/Canada survey]

Q8. Please indicate your impression of how well **Hawai'i** delivers on each of the attributes listed below using a scale of 1 (Does Not Deliver at All) to 5 (Delivers Extremely Well).

	Does Not Deliver at All				Delivers Extremely Well	No Impression
	1	2	3	4	5	
Special events/festivals that occur throughout the year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A variety of places to stay that fit any budget	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational activities, including water sports, zip lining, snorkeling, hiking, biking, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing and cultural arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination for cruise ships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Place to see where movies and television shows were/are filmed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State/National parks and beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celebrity sightings/places that celebrities visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family-friendly activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local eateries and local specialty items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Top restaurants/celebrity chefs/fine dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxation and romance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Authentic native culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic/cultural sites, museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Q9A - ASK ALL**

[PN1: IF 'No' to all destinations in Q.9A, skip to Q.10A]

[PN2: Similar to Q8A on US/Canada]

Q9A: Please indicate whether or not you visited each of the following destinations for leisure **within the past 3 years.**

Please answer for each destination

Destination	Visited for leisure in the past 3 years	
	Yes	No
Australia	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Guam/Saipan	<input type="checkbox"/>	<input type="checkbox"/>
Hawai'i	<input type="checkbox"/>	<input type="checkbox"/>
Korea	<input type="checkbox"/>	<input type="checkbox"/>
Taiwan	<input type="checkbox"/>	<input type="checkbox"/>
Singapore	<input type="checkbox"/>	<input type="checkbox"/>
Thailand	<input type="checkbox"/>	<input type="checkbox"/>
Hong Kong	<input type="checkbox"/>	<input type="checkbox"/>

**Q9B - ASK THOSE RESPONDING 'YES' TO AT LEAST ONE DESTINATION**

[PN1: Populate with destinations receiving 'Yes' responses to Q9A.]

Q9B: Please indicate whether or not you visited each of the following destinations for leisure **within the past 12 months.**

Please answer for each destination

Destination	Visited for leisure in the past 12 months	
	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>



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**Q10A – ASK ALL**

[PN1: These questions are used for determining sample for re-contact study]

[PN2: If 'Hawai'i selected in Q10A tag for re-contact]

[PN3: Similar to Q9A and Q9B in US/Canada]

Q10A: Please tell us for each of the following destinations whether or not you **plan to visit** them for leisure within the next 24 months.

Please answer for each destination

Destination	Plan to visit for leisure in the next 24 months	
	Yes	No
Australia	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Guam/Saipan	<input type="checkbox"/>	<input type="checkbox"/>
Hawai'i	<input type="checkbox"/>	<input type="checkbox"/>
Korea	<input type="checkbox"/>	<input type="checkbox"/>
Taiwan	<input type="checkbox"/>	<input type="checkbox"/>
Singapore	<input type="checkbox"/>	<input type="checkbox"/>
Thailand	<input type="checkbox"/>	<input type="checkbox"/>
Hong Kong	<input type="checkbox"/>	<input type="checkbox"/>

**Q10B - ASK THOSE RESPONDING 'YES' TO AT LEAST ONE DESTINATION**

[PN1: Populate with destinations receiving 'Yes' responses to Q10A]

Q10B: Please tell us for each of the following destinations whether or not you **plan to visit** them for leisure within the next 12 months.

Please answer for each destination

Destination	Plan to visit for leisure in the next 12 months	
	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

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**Q10C - ASK THOSE RESPONDING 'HAWAI'I IN Q9A.**

**[PN1: Same as Q9C in US/Canada]**

Q10C: You indicated that you are **planning** to visit Hawai'i in the next 24 months. Which **islands** do you **plan to visit**?

Select all that apply

- O'ahu
- Maui
- Moloka'i
- Lana'i
- Kaua'i
- Hawai'i
- Don't know yet

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**Q10D - ASK THOSE RESPONDING 'HAWAI'I IN Q10A.**

**[PN1: Same as Q9D on US/Canada survey]**

Q10D: You indicated that you are planning to visit Hawai'i in the next 24 months. What type of **accommodation** do you **plan to stay in**?

Select all that apply

- Hotel
- Condo
- Timeshare
- Family/friend home
- Bed & Breakfast
- Cruise ship
- Rental house
- Rental room (in someone else's house)
- Other (specify)

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**Q10E - ASK THOSE RESPONDING 'HAWAI'I IN Q10A.**

**[PN1: Same as Q9E on US/Canada survey]**

Q10E: You indicated that you are planning to visit Hawai'i in the next 24 months. What type of **area (s)** do you **plan to stay in?**

Select all that apply

- Resort
- Rural (country-side, farm ranch, forested areas)
- Suburban neighborhood (primarily single-family homes)
- Urban (Downtown-high density area with many multi-story buildings)
- Undecided/Don't know
- Other (specify)

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**Q11 - ASK THOSE CONSIDERING, BUT NOT INTENDING TO VISIT**

[PN1: All except 'cancelled' (2) 'other' options should be randomized, other should always be last option]

[PN2: IF 'Hawai'i selected in Q3, but Hawai'i not selected in Q10A, then Q11]

[PN3: Similar to Q10 in US/Canada survey – 4 additional reason on Japan survey: 1) Family/friends/co-workers said not to go; 2) Hawaii is not a popular destination; 3) Safety concerns (crime/natural disasters/political unrest); 4) Too difficult to visit islands other than O'ahu]

Q11. 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?

(Select all that apply)

- Price of the airfare
- Price of the vacation package
- Price of the hotel
- Flight to Hawai'i is too long
- Job/Employment instability
- Accommodations were not available
- Better value at another destination
- Been to Hawai'i before, I wished to try another destination
- Shopping in Hawai'i is not a good value
- Not enough activities in Hawai'i that interest me
- I don't have enough time to travel to Hawai'i
- Hawai'i is too congested
- The exchange rate is unfavorable
- Health/other personal reasons
- Cancelled trip and will stay at home
- Cancelled planned trip and will go to an alternative destination instead
- Family/friends/co-workers said not to go
- Hawai'i is not a popular destination
- Safety concerns (crime/natural disasters/political unrest)
- Too difficult to visit islands other than O'ahu
- I don't know anything about Hawai'i
- Not familiar with what there is to see and do in Hawai'i
- I have not seen any advertising for Hawai'i
- I have seen advertising for other destinations that has made me consider them before Hawai'i
- The advertising I have seen for Hawai'i does not make me want to consider it over other destinations
- Not recommended by family or friends
- Not recommended by most recent guides and blogs
- Not sure which island(s) in Hawai'i to visit
- Been there and had a bad experience
- Unsure of U.S. travel policies
- U.S. attitudes toward foreigners
- Other (specify) \_\_\_\_\_

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**Q12 - ASK ALL**

**[PN1: Allow responses between and including 0-100]**

**[PN2: If Hawai'i is selected in Q9A and response to Q12 is '0', then display error message "earlier you indicated you had visited Hawai'i within at least the past 3 years, please include those trips in your response"]**

**[PN3: If '0' skip to Q19; if 1 skip to Q14; if 2+ go to Q12]**

**[PN4: Same as Q11 in US/Canada survey]**

Q12. How many times have you visited Hawai'i in your lifetime? If unsure, please make your best estimate. If you have never visited Hawai'i, please enter '0'.

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**Q13 - ASK IF THE RESPONSE FOR HAWAI'I IN Q12 IS 2 OR MORE**

**[PN1: All response options except 'other' should be randomized]**

**[PN2: 'Other' should always be the last response option]**

**[PN3: Same as Q12 on US/Canada survey]**

Q13. Which of the following reasons best explains why you keep returning to Hawai'i?

(Select all that apply)

- Heard about new things to do since my last visit
- Feels like coming home again
- Always great weather
- It's familiar and I know my way around
- Many of the hotels and timeshares have been recently renovated/refreshed
- It is safe
- I find that Hawai'i is a great value
- I have noticed there are more flights from cities closer to my home
- It is a tradition. I always visit Hawai'i
- I spent my honeymoon there
- I love to experience the culture
- Beaches are great
- It has stunning natural beauty
- Food and dining options
- To participate in an event or a festival
- I have friends or family there
- Other (specify) \_\_\_\_\_

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**Q14 - ASK THOSE WHO HAVE EVER VISITED HAWAII – ‘RESPONSE OF 1+ TO Q12]**

[PN1: Drop down for month and year.]

[PN2: For years before current allow all months January-December. For current year allow only months from January through field month. Allow years back to 1920 – include ‘Don’t Remember’ option for both month and year]

[PN3: If Hawai'i is selected in Q9A and response to Q14 is greater than 36 months past field month, then display error message “earlier you indicated you had visited Hawai'i within at the past 3 years, please report your most recent trip”]

[PN4: If Hawai'i is selected in Q9B and response to Q14 is greater than 12 months past field month, then display error message “earlier you indicated you had visited Hawai'i within at the past 12 months, please report your most recent trip”]

[PN5: Same as Q13 on US/Canada survey]

[Analytic Note: This question will be used to determine when a respondent last visited Hawai'i. Time frames will change with each wave of the study.]

**Rules:**

1. Month and year provided – use to determine time frame (i.e, past three years from October 2012=Oct 2009–Oct 2012)
2. If month not provided – accept appropriate years (i.e. 2009, 2010, 2011, 2012)]

Q14. What was the month and year of your last visit to Hawai'i?

Month  Year



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**Q15 - ASK THOSE WHO HAVE EVER VISITED HAWAII – ‘RESPONSE OF 1+ TO Q12]**

[PN1: Try to make all columns the same width]

[PN2: Same as Q14 on US/Canada survey]

Q15. How many nights did you stay on each island during your **most recent** trip to Hawai'i? If you did not stay in one of the listed destination enter '0' for that destination.

Type in the number of nights for each destination you stayed

	# of Nights	Don't Remember
Island of O'ahu (includes Waikiki/Honolulu)		<input type="checkbox"/>
Island of Maui		<input type="checkbox"/>
Island of Moloka'i		<input type="checkbox"/>
Island of Lana'i		<input type="checkbox"/>
Island of Kaua'i		<input type="checkbox"/>
Island of Hawai'i – Hilo area		<input type="checkbox"/>
Island of Hawai'i – Kona/Kohala Coast		<input type="checkbox"/>

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**Q16 - THOSE WHO HAVE EVER VISITED HAWAII – ‘RESPONSE OF 1+ TO Q12]**

**[PN1: Auto Sum total as entries are made]**

**[PN2: range for each category = \$0 - \$9,999]**

**[PN3: for Other - Specify not required if ‘\$0’ entered]**

**[PN4: Same as Q15 on US/Canada survey]**

Q16. Thinking about your **most recent** trip to Hawai'i, please estimate how much money your *travel party* spent in each of the categories listed below. Please type in the U.S. dollar amount in the space provided for each category. If you spent nothing in a particular category, type in '0'.

(Please provide your best estimate in whole U.S. dollars. Please do not use dollar signs or commas.)

	\$
Transportation	
Lodging	
Meals	
Entertainment and Activities	
Shopping	
Other (Specify)	
Total	\$0

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**Q17 - THOSE WHO HAVE EVER VISITED HAWAII – ‘RESPONSE OF 1+ TO Q12]**

**[PN1: If Q17=0 Adults, Display error message: “IN CALCULATING THE NUMBER OF PEOPLE IN YOUR TRAVEL PARTY, PLEASE INCLUDE YOURSELF.”]**

**[PN2: Auto-sum totals vertically and horizontally, if possible]**

**[PN3: Allow response ranges in each cell from 0-99, however must be at least 1 Man or 1 Woman depending on gender selected in QS2.]**

**[PN4: Same as Q16 on US/Canada survey]**

Q17. **Including yourself**, how many people were in your travel party on your **most recent** *leisure* trip to Hawai'i?

	<b>Living</b> in your household and went on trip	<b>Not living</b> in your household and went on trip	<b>Total</b>
Men (18+ years)			
Women (18+ years)			
Children (0-17 years)			
<b>TOTAL</b>			

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**Q18 – THOSE WHO HAVE EVER VISITED HAWAII – ‘RESPONSE OF 1+ TO Q12]**

**[PN1: Same as Q17 on US/Canada survey]**

Q18. Overall, how would you rate your most recent trip to Hawai'i?

<b>Poor</b>							<b>Excellent</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>

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**Q19 – ASK ALL**

**[PN1: Same as Q18 on US/Canada survey]**

Q19. In the next 24 months how likely are you to take a **vacation or pleasure** trip to Hawai'i?  
(Select one)

- Very Likely
- Somewhat Likely
- Not Too Likely
- Not At All Likely