



Activity Participation by Visitors in 2013

Excerpts from the 2013 Visitor Satisfaction & Activity Report

HAWAII TOURISM

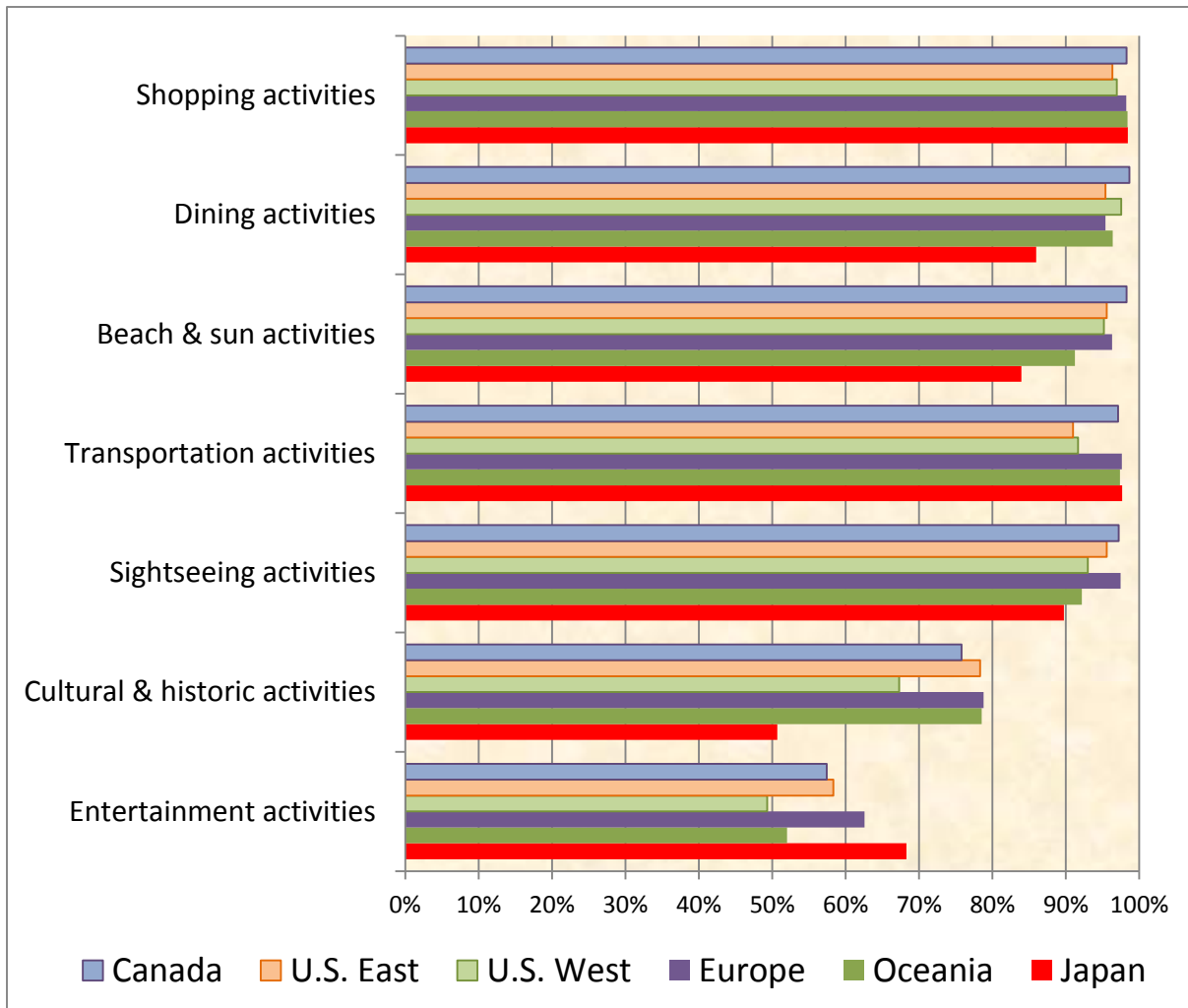
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5. ACTIVITY PARTICIPATION

A major objective of the VSAT survey is to monitor visitor activities⁶. Activities are the defining elements of a vacation, the chief generator of visitor experience, and the ultimate measure of consumption of our tourism product. The activities visitors choose when they travel tell us something about their motives for being here and identify activities as targets for product development. VSAT measures visitor participation for 50 different activities in seven different geographic areas of the state. (See the companion Excel workbook of 2013 VSAT data tables posted on the HTA website).

Figure 11: Visitor Activities by MMA, 2013



Sports activities and business activities were excluded from this figure.

⁶ The surveys of China and Korea visitors did not include questions related to activities.

LEISURE VISITOR ACTIVITIES BY MMA

A look at activity levels across visitor markets revealed some interesting activity profiles. All visitors shopped at similar levels and most participated in dining activities at the same high rates. Participation in other activity groups showed interesting differences.

Canada: These visitors had the highest activity levels overall, leading in all activity groups except entertainment and cultural where they were third lowest at 57 percent and 76 percent, respectively.

U.S. East: Visitors from U.S. East were very active overall. They were again among the top three MMAs for dining, entertainment, cultural and historic activities, and sightseeing. They had the lowest participation rate for transportation, but only by a few points.

U.S. West: The activity profile for U.S. West visitors was similar to U.S. East. They were slightly higher than U.S. East on shopping and dining activities. They differed, however, by their lower scores for entertainment, cultural, and historic activities.

Japan: Visitors from Japan had a unique profile. They had the lowest participation rates for dining, beach and sun, sightseeing, and cultural and historical activities. On the other hand, the Japanese participation rate was about 20 points higher than average for entertainment

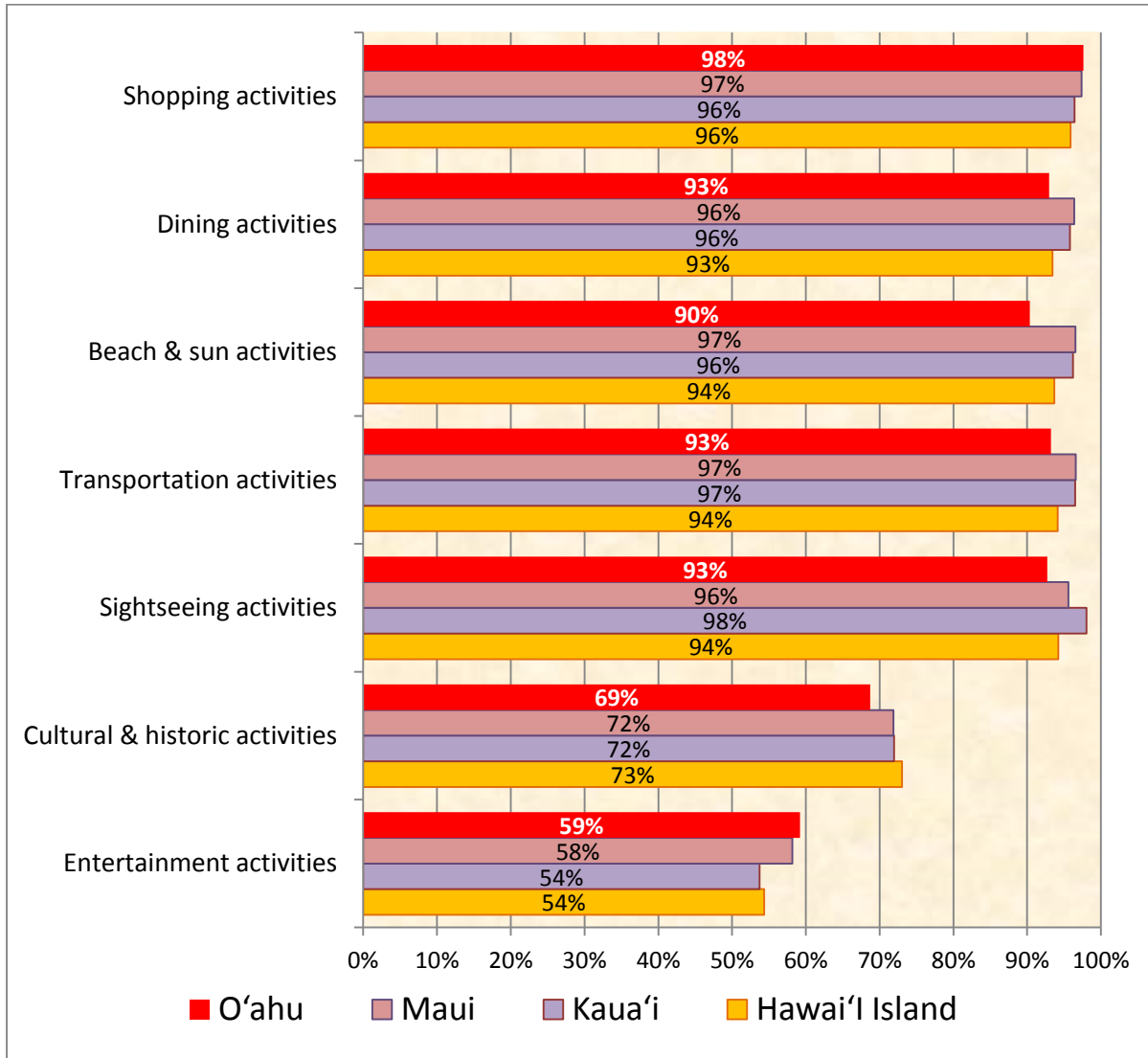
Europe: Visitors from Europe were in the top three for all but dining activities. Their participation rates in non-beach activities were relatively low but they showed heavy participation in beach and ocean activities.

Oceania: Visitors from Oceania were among the top three MMAs for shopping, dining, and transportation, but among the bottom three for entertainment, sightseeing, beach and outdoors activities. They had the second lowest percentage participating in beach and outdoors activities (91%). Their shopping percentages were high because of higher shopping rates for swap meets and discount stores.

LEISURE VISITOR ACTIVITIES BY ISLAND

Activity levels were calculated separately for each island. The data shown are the percentage of visitors to each island who participated in at least one of the activities in each group at least once during their stay on that island⁷.

Figure 12: Visitor Activities by Island, 2013



Sports activities and business activities are excluded from this figure.

⁷ Participation in activities on Moloka'i and Lāna'i were omitted here due to low sample sizes. Statistics on the 50 activities for each of the six islands are reported in the companion Excel workbook of 2013 VSAT data. Note that the data reported here for "Maui" refer to activities only on the Island of Maui.

O'ahu: Visitors to O'ahu had the highest participation rates for shopping and entertainment. O'ahu was tied with Hawai'i Island for second place (93%) for dining activities. O'ahu had the lowest participation rate for sightseeing activities (93%).

Maui: Participation in most activities were very high on this island. Maui was tied for first with Kaua'i in dining activities and had the second highest participation rates for shopping, sightseeing, entertainment, cultural and historical activities.

Kaua'i: Participation rates on Kaua'i were higher than the State average. This island had the highest rate for sightseeing (98%), tied for first for transportation activities (97%), and was second for dining (96%), beach and sun (96%), and cultural and historical activities (72%). Kaua'i's participation rate for entertainment activities was (54%).

Hawai'i Island: Participation rates on Hawai'i Island were among the lowest. This island had the highest rate for cultural and historical activities (73%), but all of the other activity groups found Hawai'i island in third or last place.