



MyHawaii Arukikata Travel Pulse Survey #2

Japan-Hawaii Traveler Insights

Survey Launch Date

HST: April 1, 2020 2:00 pm / JST: April 2, 2020 9:00 am

Data Collection Date

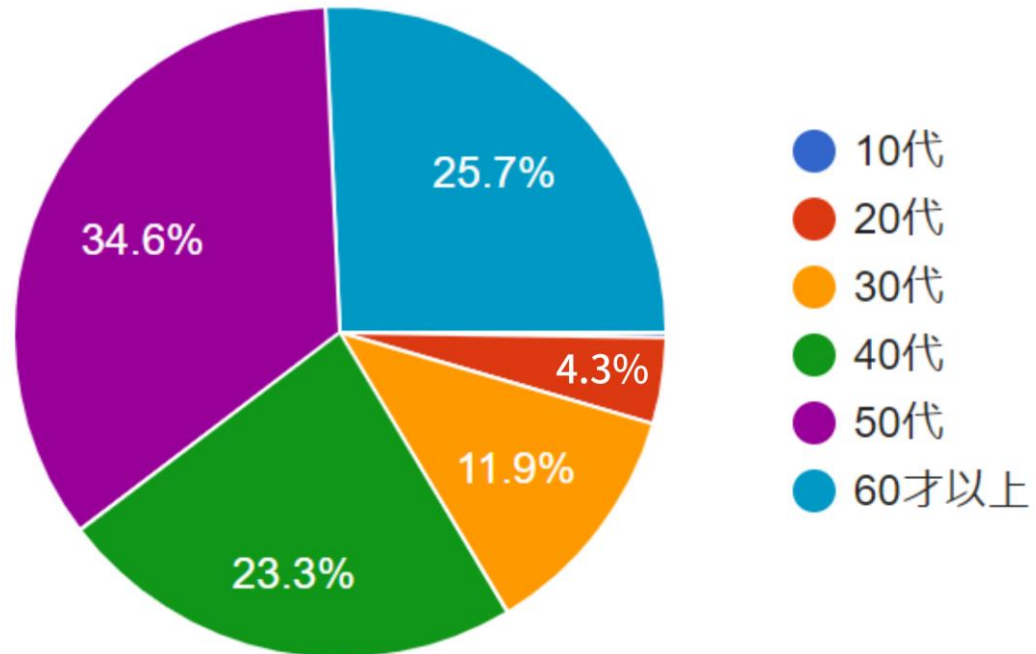
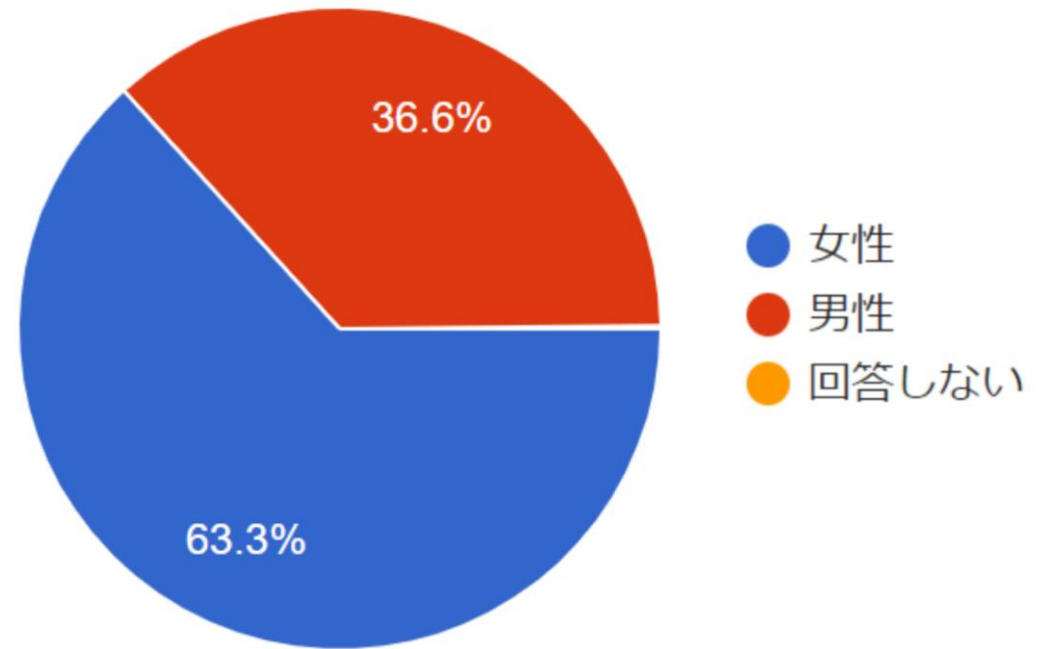
HST: April 13, 2020 10:00 am / JST: April 14, 2020 5:00 am



**Total Survey Responses:
3,298**

Gender

Blue: Female	63.3% (2,087)
Red: Male	36.6% (1,206)
Yellow: Prefer Not to Say	0.1% (5)

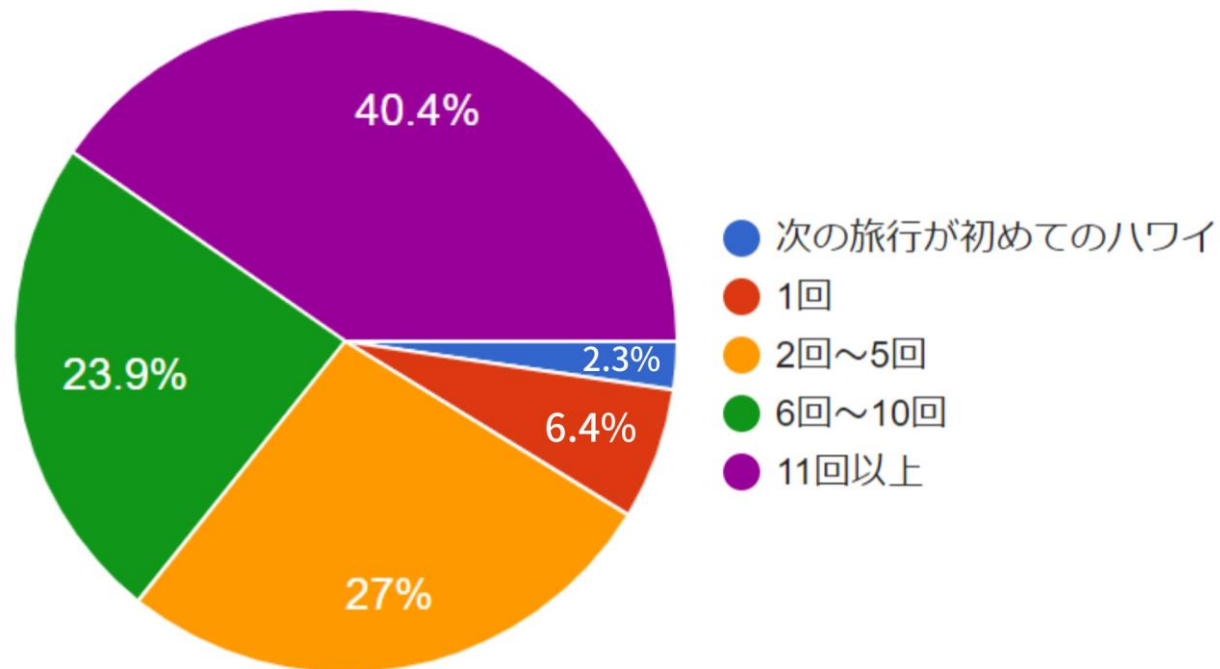
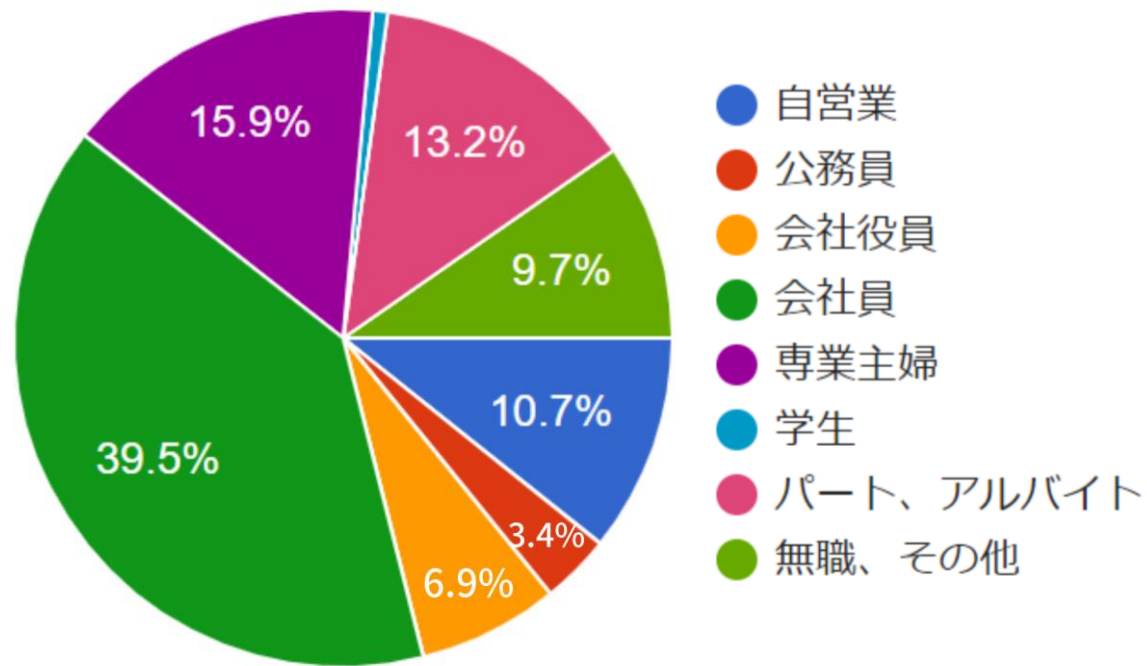


Age Group

Blue: 10-19	0.2% (8)
Red: 20-29	4.3% (141)
Yellow: 30-39	11.9% (392)
Green: 40-49	23.3% (767)
Purple: 50-59	34.6% (1,142)
Light blue: 60+	25.7% (848)

Occupation

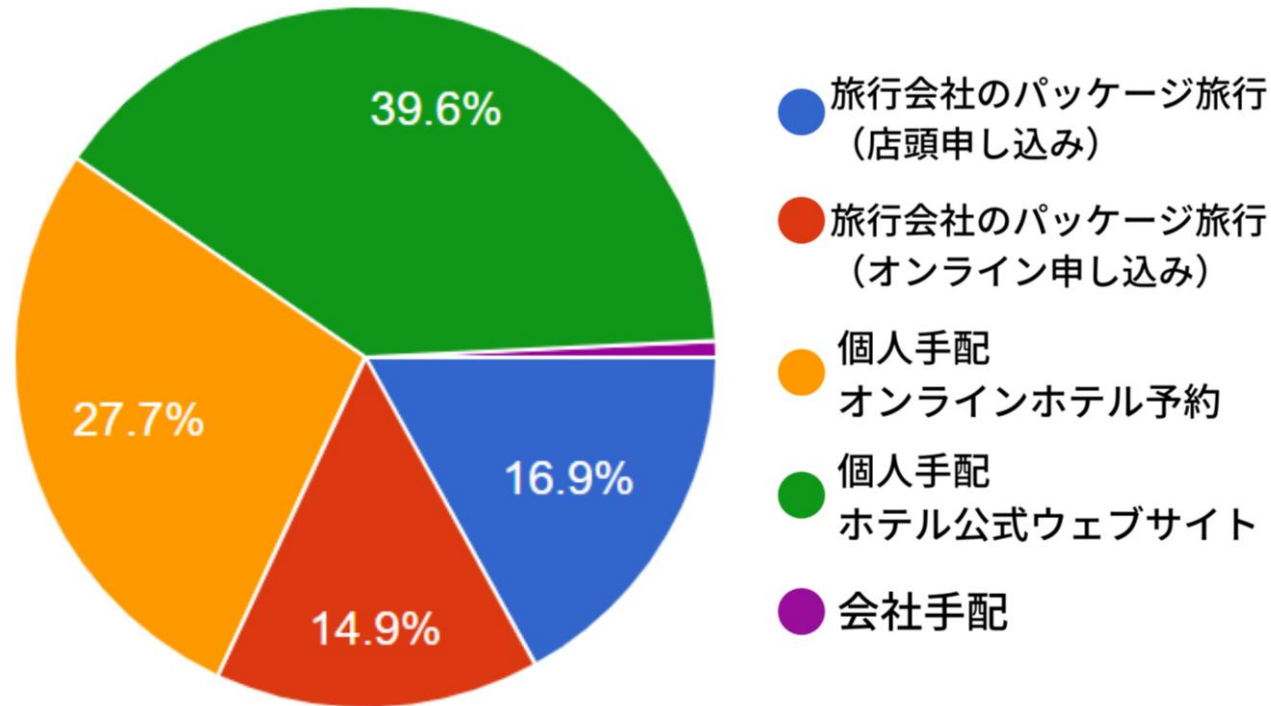
Blue: Self-employed	10.7% (354)
Red: Public Sector Employee	3.4% (113)
Yellow: Business Executive / Owner	6.9% (228)
Green: Private Sector Employee	39.5% (1,303)
Purple: Homemaker	15.9% (523)
Light Blue: Student	0.7% (24)
Pink: Part-time Employee	13.2% (434)
Light Green: Unemployed / Retired	9.7% (319)



How many times have you visited Hawaii before?

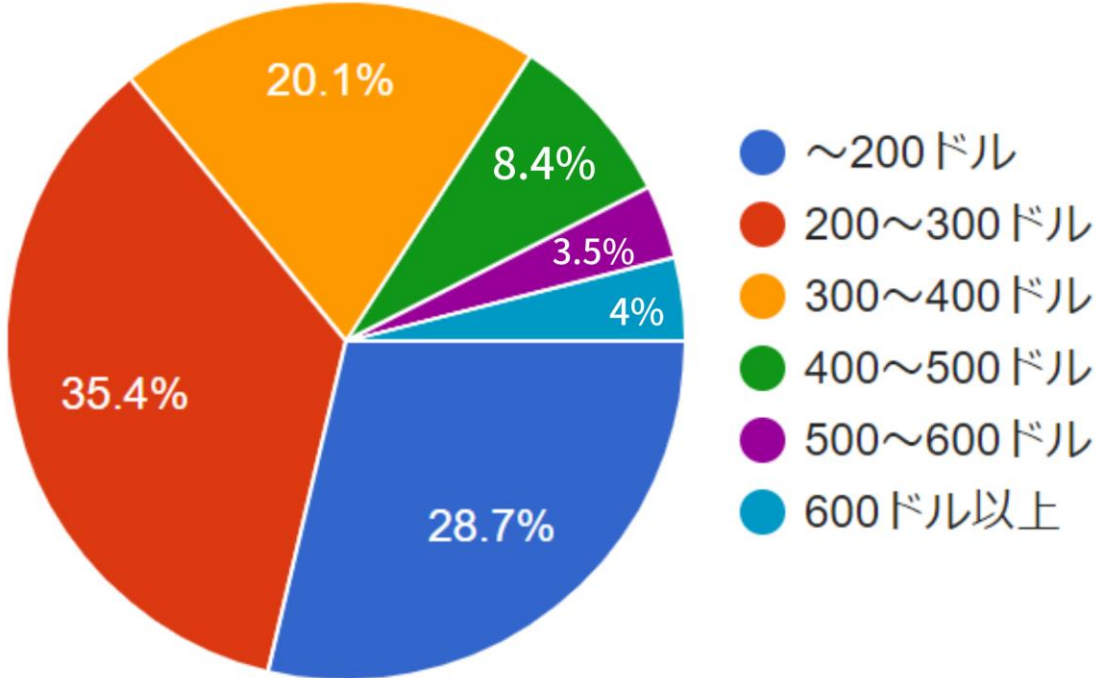
Blue: None	2.3% (77)
Red: 1 time	6.4% (212)
Yellow: 2-5 times	27% (889)
Green: 6-10 times	23.9% (789)
Purple: More than 11 times	40.4% (1,331)

How are you going to book a hotel for your next Hawaii trip?



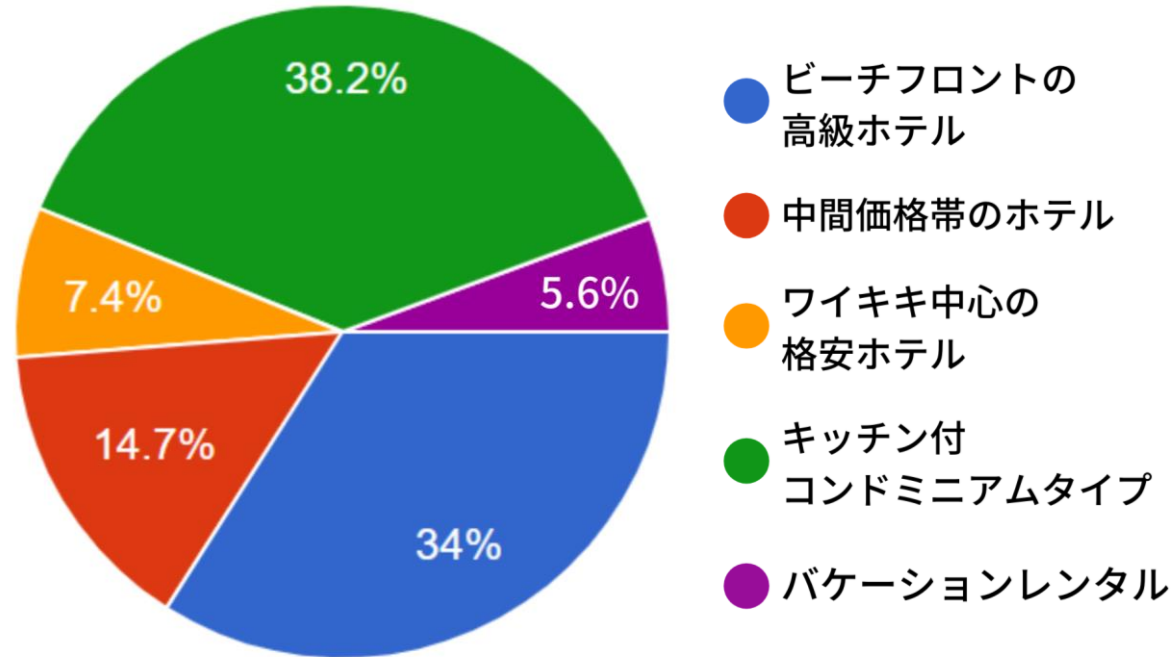
Blue: Buying a package through a travel agency in person	16.9% (559)
Red: Buying a package through a travel agency online	14.9% (493)
Yellow: Booking a reservation through an online site	27.7% (914)
Green: Using the hotel's official website	39.6% (1,307)
Purple: Through my company	0.8% (25)

How much is your accommodation budget (per night)?



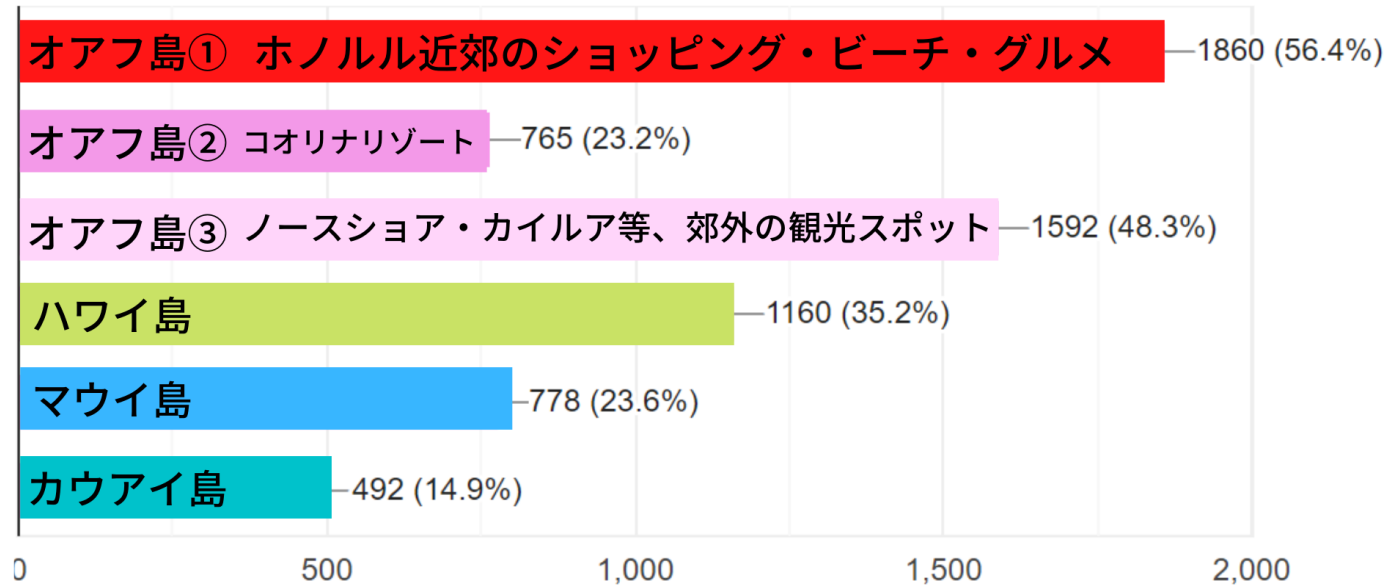
Blue: Up to \$200	28.7% (946)
Red: \$200-\$300	35.4% (1,166)
Yellow: \$300-\$400	20.1% (663)
Green: \$400-\$500	8.4% (276)
Purple: \$500-\$600	3.5% (116)
Light Blue: \$600+	4% (131)

What type of accommodation would you like to stay in during your next Hawaii trip?



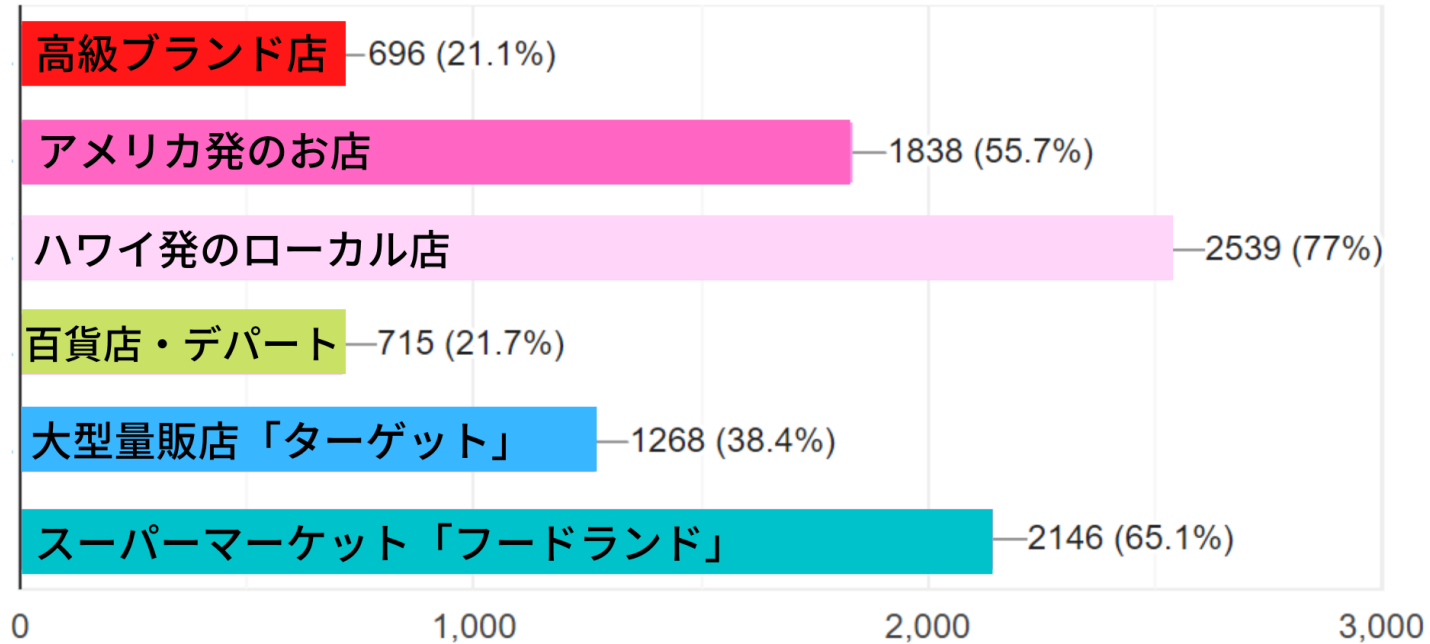
Blue: Ocean-front luxury hotel	34% (1,122)
Red: Mid-range hotel near the beach	14.7% (486)
Yellow: Budget hotel in Waikiki	7.4% (244)
Green: Condo hotel with a kitchen	38.2% (1,260)
Purple: Vacation rental	5.6% (186)

Select the itineraries that interest you the most.



Red: Oahu Plan #1 – Enjoy shopping, going to beaches, and eating in Honolulu	56.4% (1,860)
Pink: Oahu Plan #2 – Stay at Ko Olina Resort and explore West Oahu	23.2% (765)
Light Pink: Oahu Plan #3 – Explore towns outside of Honolulu, such as Kailua and Haleiwa	48.3% (1,592)
Light Green: Hawaii Island Plan – Visit Kilauea Volcano, stargaze at Mauna Kea, and go golfing	35.2% (1,160)
Blue: Maui Plan – See the sunrise or sunset from Haleakala, visit beautiful beaches, and explore the town	23.6% (778)
Green: Kauai Plan – Have majestic nature experiences by visiting spots like Waimea Canyon and Na Pali Coast	14.9% (492)

What kind of stores in Ala Moana Center would you like to shop at? Choose all that apply.



Red: Famous luxury brand stores	21.1% (696)
Pink: American stores	55.7% (1,838)
Light Pink: Local Hawaii shops	77% (2,539)
Light Green: Department stores (e.g. Neiman Marcus)	21.7% (715)
Blue: Target (big-box retailer)	38.4% (1,268)
Green: Foodland Farms (supermarket)	65.1% (2,146)

What would you like to do on your next Hawaii trip? (Short Answer)

Since we received over 3,000 responses, we listed the most popular topics below by category.

Areas

North Shore / Haleiwa	90
Kailua	66
Ko Olina	46
Lanikai	33
Ala Moana	24
West Oahu	20
Kakaako	14

Activities

Beach	260
Relaxation	208
Nature Experiences	113
Surfing	104
Golf	87
Hiking	87
Local Experiences (food, shopping, etc.)	67
Wedding or Pre/Post-Wedding Photoshoot	65
See / Swim with Dolphins	64
Food and Restaurants	52
Buy Groceries and Cook	28
See / Swim with Turtles	28
Farmers Market	24
Cruise	24
Shop at the Outlet Mall	12

Other Keywords

Diamond Head	110
Steak	49
Kualoa Ranch	47
Koko Head Trail	32
Sandbar	27
Manoa Falls Hike	24
Ala Moana Center	24
Long-term Stay	24
Live Like a Local	21
Pancakes	15
Honolulu Rail	11

Sample Answers

暖かい気候、湿気のない気候、青い空、木々の緑、花々、青い海。ただただのんびりしたい、買い物も食事も散歩も自分のペースでのんびりと。

I want to take in Hawaii's warm & pleasant climate as well as its blue sky, natural greenery, flowers, and blue sea. I want to relax by shopping, eating, and walking around freely at my own pace.

オアフ島の東側は制覇したので、次は西側を攻めたいです！ ローカルフードも堪能したいし、美味しいフルーツも食べたい…。今年初めにも行きましたが、とにかく、家族みんなが大好きなハワイに行って、少しでも経済に貢献したいです。早くコロナが落ち着くことを祈っています。

I've already been to the east side of Oahu, so I'd like to explore more of the west side next. I want to taste the island's local cuisine and delicious fruits. I already went earlier this year; however, my family and I love Hawaii. We'd like to visit again and perhaps contribute to the local economy, so I hope the coronavirus situation settles down soon.

次回こそは車を借りて、素敵な景色やトロリーやバス等では行きにくい場所に行ってみたい！ 人生初のサーフィンにもチャレンジしてみたいです！

Next time, I'd like to rent a car and drive to beautiful scenic spots that are hard to get to by trolley or bus. I also want to try surfing for the first time in my life!

オーシャンビューのホテルに泊まって一日中ホテルステイしたい。ラナイでゆっくりしたり、ホテルのスパを満喫したり、ホテル内のプールに行ったり。

I want to stay at an oceanfront hotel and spend the whole day at the resort by relaxing on the lanai, treating myself at the hotel's spa, or going to the pool.

Sample Answers

次のハワイで6回目の渡航となるので、メジャーな場所は沢山回ったので、それ以外のロコが行く様な場所へ行ってみたい。先日ハワイ島へ行き、ネイバーアイランドへの興味が増したので、今度はマウイ島やカウア島へも行ってみたい。自然の中でのんびりと過ごしたい。

My next trip to Hawaii would be my 6th. Since I've already seen many major attractions, I'd like to discover more places that locals enjoy going to. I recently flew to Hawaii Island, which made me interested in other neighbor islands, so I want visit Kauai and Maui next. I just want to unwind in nature.

毎日ビーチで寛ぎ、かつ夕日はマスト。ホテルへの帰り道には美味しそうな店を開拓して、ハワイノートに記したい。密かなお気に入りを増やしたい。

Relaxing on the beach everyday and catching the sunset is a must. On the way back to the hotel, I want to seek out delicious restaurants and jot them down in my notes about Hawaii, so I can add to my secret list of favorites.

今、Hawaiiでもコロナで大変な中頑張ってHawaiiを盛り上げようとしてくださる方や地元の方などが沢山おられて、今まで「観光」でHawaiiにはお世話になっていたけど、いつも見る景色や人たちに会うことの大切さや自然のありがたみを改めて考えなければ！と思いました。次にHawaiiへいけるときは地元のお店を回ったり何か恩返ししながら回りたいです。1日も早い復帰を願っています！ alohaの意味をしっかりと心にいつも思っていて誰かを思える人になりたいです。

Now, even Hawaii is going through the coronavirus crisis, so there are many people and locals trying to lift the community's spirits. Until now, I've been grateful for the sightseeing aspect of Hawaii, but I think we must ponder the value of nature as well as the importance of meeting its people and the scenery we always look to. Next time I'm able to visit Hawaii, I'd like to visit local businesses and give back in some way. I hope I can return one day soon. I want to become a person that always carries the meaning of aloha in my heart and thinks of other people.

Sample Answers

ハワイに行って、少しでも経済に貢献したいです。

I would like to contribute to Hawaii's economy by visiting.

9月にもコオリナを予約済です。それまでにはコロナも落ち着いていると信じています。ただ、ハワイの失業率をみると、これまのように安心して歩けるハワイでなくなるかもしれないのが心配です。あまりローカルっぽいところには行かず、コオリナリゾート内でのんびり過ごそうと思います。

I booked a hotel at Ko Olina resort in September. I believe the situation will return to normal by then. However, looking at the unemployment rate in Hawaii, I am worried that walking around is not as safe as it was before. I may just stay within the resort rather than visiting other local areas.

2019年に初ハワイでコオリナチャペルアクアマリーナで結婚式を挙げました。結婚1年目の記念日にもう一度ハワイに行き、結婚式時に食べたレストランで記念日をお祝いするのが今の夢です。

In 2019, I had a wedding ceremony at a chapel in Ko Olina resort. My dream is to visit Hawaii again for our 1-year anniversary and celebrate at the restaurant, where we had dinner after the ceremony.

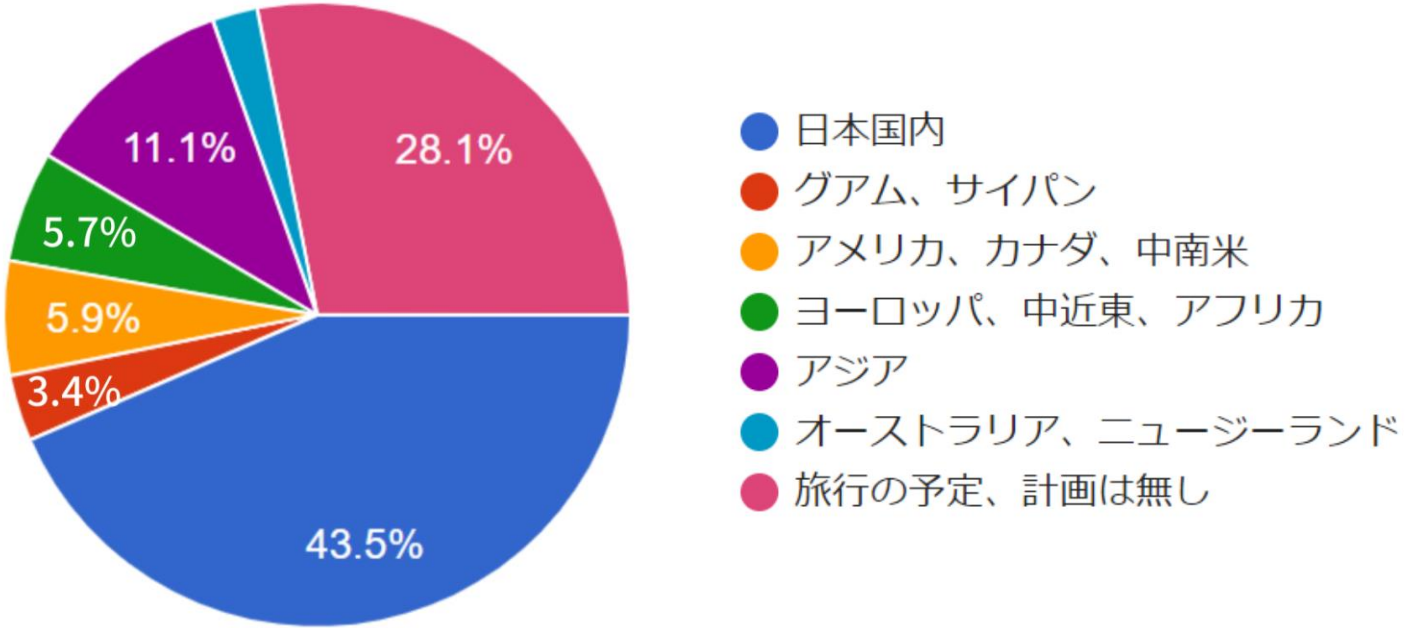
東京に住んでいて、そしてまたコロナの影響もあり、お家の周りしか出歩いていません。自然を感じたり、綺麗な空気を感じたいです！前はホノルルしか行けなかったのですが、今回はハワイ島まで行き、大自然や、動物などに触れ合いリフレッシュしたいです。

I live in Tokyo and due to the circumstances caused by coronavirus, I can only walk around my neighborhood. I would like to be in nature and breathe the fresh, clean air of Hawaii. I could only go to Honolulu during my last visit, so next time I want to fly to Big Island and get in touch with nature and see animals to feel refreshed.

地元スーパーで地元の食材を調達しての自炊。ステーキも焼いてみたい！7歳になる娘と夫とお揃いのファッションアイテムを身につけて、ハワイ時間を過ごしたい。

I would like to buy local ingredients from a local market and cook myself a meal, especially steak. I also want to find matching outfits for my 7-year-old daughter and husband.

Are you planning a trip in 2020 to a destination besides Hawaii? If so, where would you go?



Blue: Japan (domestic)	43.5% (1,433)
Red: Guam / Saipan	3.4% (113)
Yellow: Continental US, Canada, South or Central America	5.9% (195)
Green: Europe, Middle East, Africa	5.7% (189)
Purple: Asia	11.1% (365)
Light Blue: Australia, New Zealand	2.3% (77)
Pink: No travel plans	28.1% (926)



Inquiries

Dave Erdman

President & CEO

derdman@pacrimmarketing.com

PacRim Marketing Group, Inc. & PRTech

1585 Kapiolani Blvd., Suite 888 | Honolulu, HI 96814 | USA

Tel 808-949-4592 | Toll 800-338-4502 | Fax 808-942-5251

pacrimmarketing.com | prtech.com

Asia-Pacific Headquarters

14F Akasaka Garden City, 4-15-1, Akasaka, Minato-ku | Tokyo 1070052 | JAPAN

〒107-0052 東京都港区赤坂4-15-1 赤坂ガーデンシティ14F