




# MyHawaii Arukikata Travel Pulse Survey: COVID-19 Japan-Hawaii Traveler Insights

## Survey Launch Date

HST: March 20, 2020 9:00 am / JST: March 21, 2020 4:00 am

## Data Collection Date

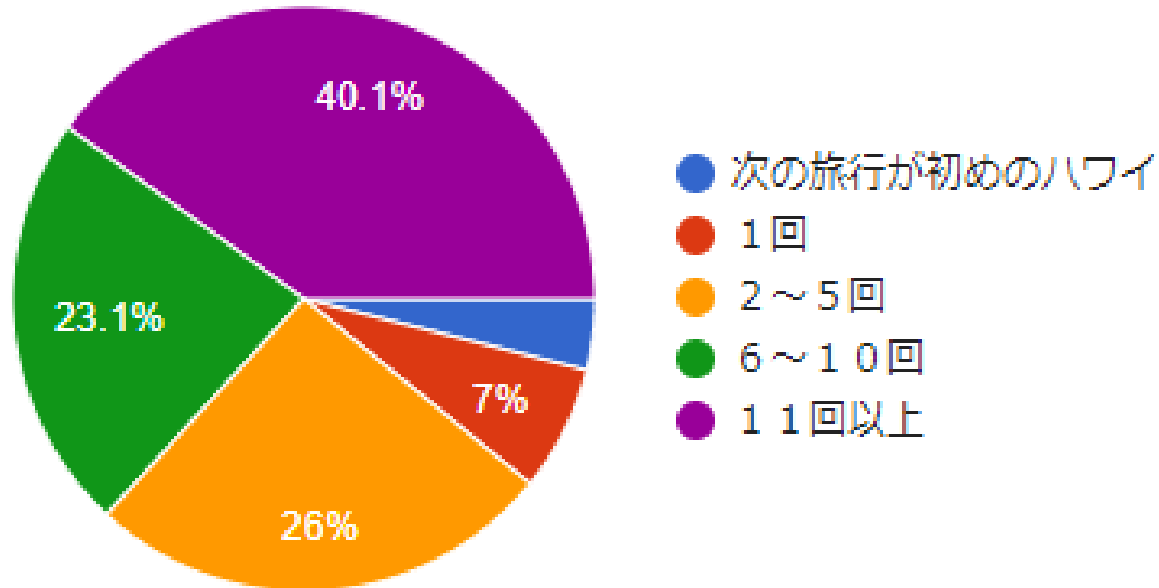
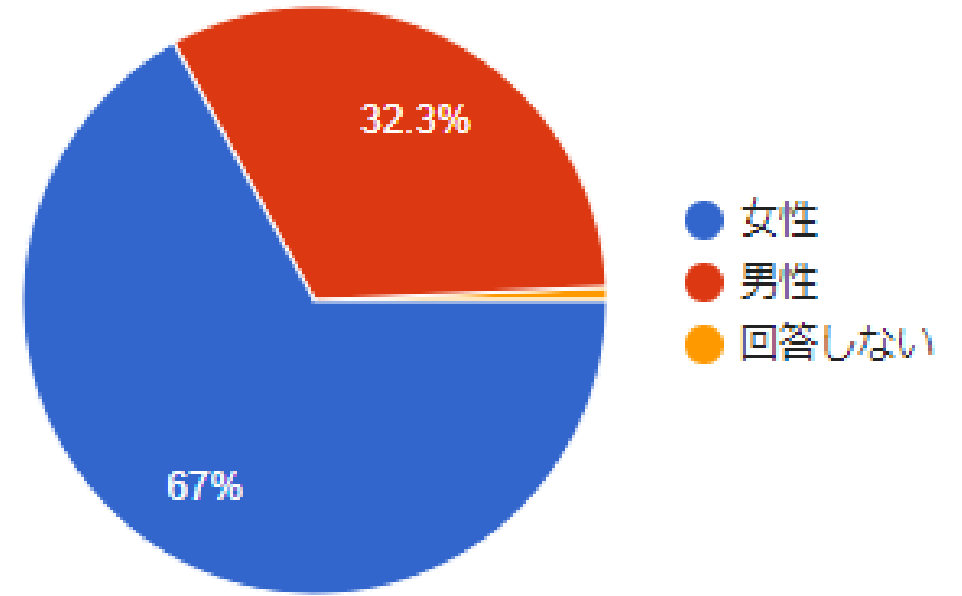
HST: March 31, 2020 2:00 pm / JST: April 1, 2020 9:00 am



**Total Survey Responses:  
4,961**

## Gender

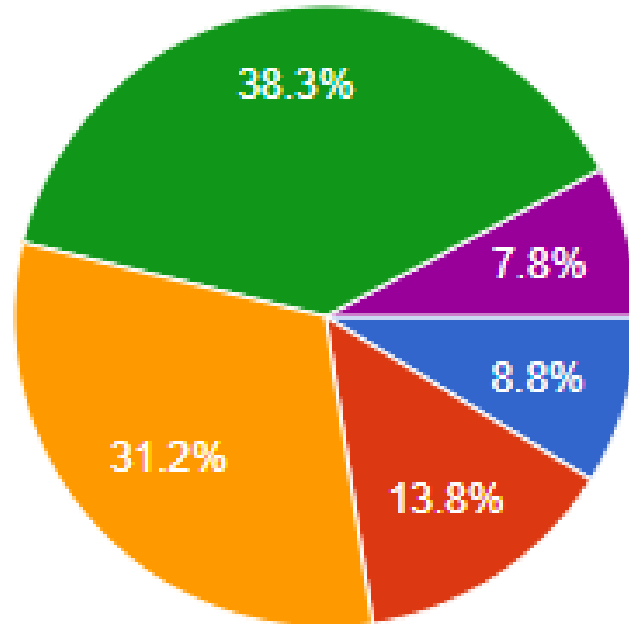
Female	67% (3,323)
Male	32.3% (1,602)
Prefer Not to Say	0.7% (36)



## How many times have you visited Hawaii before?

None (blue)	3.9% (194)
1 time (red)	7.3% (345)
2-5 times (yellow)	26% (1,288)
6-10 times (green)	23.1% (1,147)
More than 11 times (purple)	40.1% (1,987)

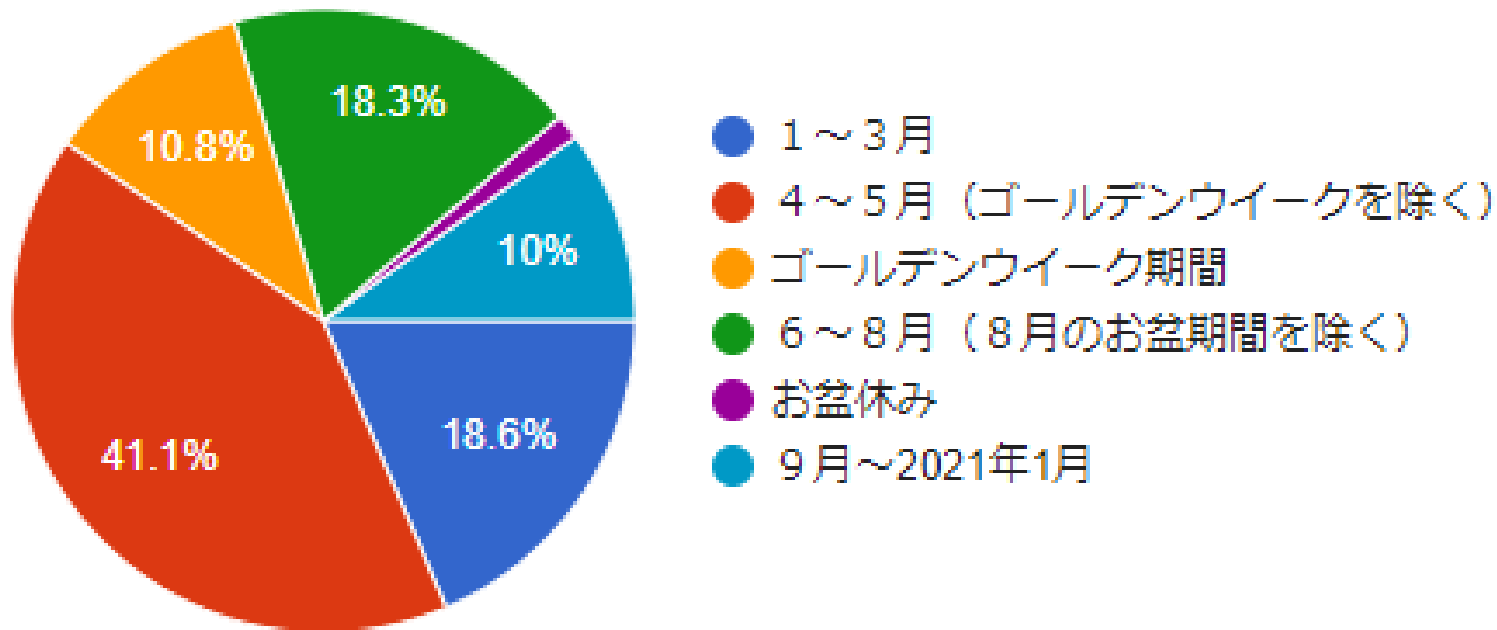
# Do you have any plans to visit Hawaii in 2020?



- A. 既にキャンセル済み。今年のハワイ旅行の予定はない
- B. キャンセルを検討中
- C. 予約済みで旅行を予定
- D. 予約はしていないが様子を見ながら時期を検討中（一度予約をキャンセル。延期時期を検討中の場合も含む）
- E. 今年ハワイ旅行の予定はない

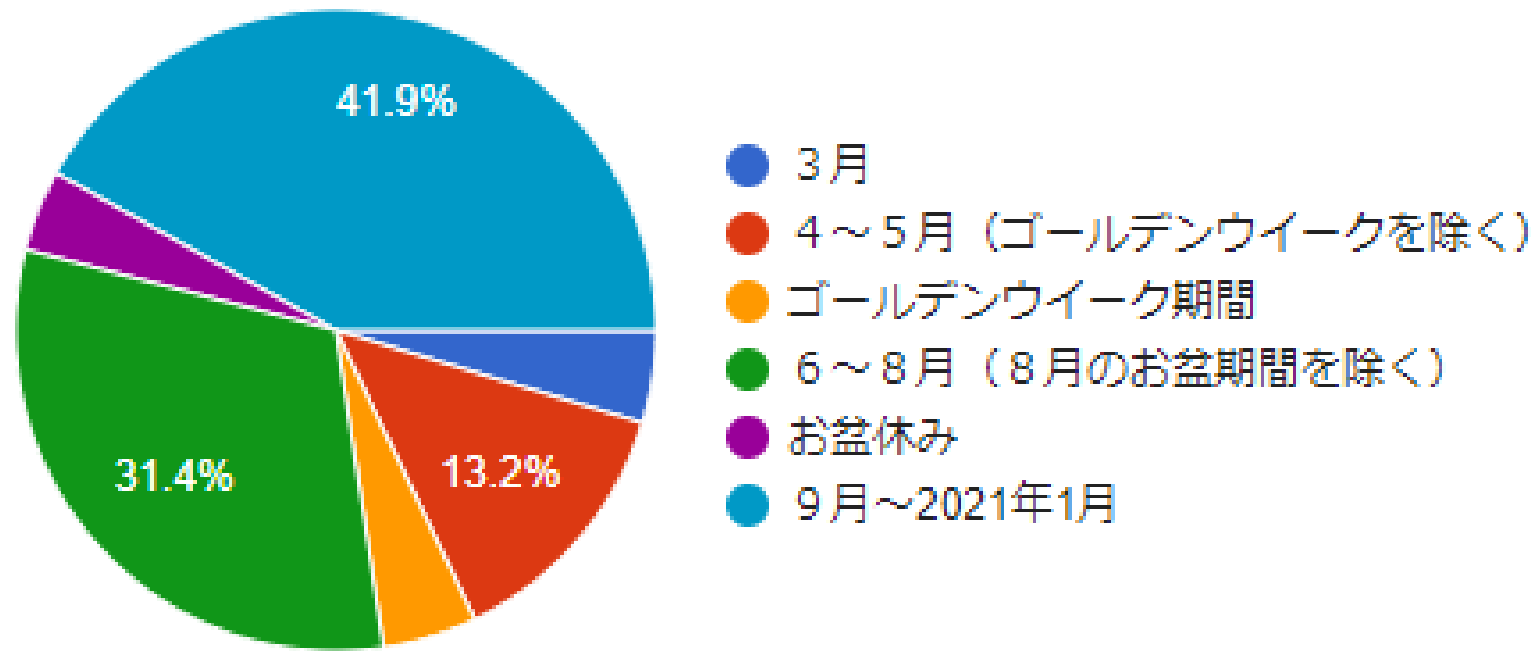
A. Already cancelled & am not planning a future trip for 2020 (blue)	8.8% (437)
B. Thinking about cancelling my trip (red)	13.8% (684)
C. Already booked & will not be cancelling (yellow)	31.2% (1,549)
D. Haven't booked yet & will decide when to travel based on the situation (green) <i>*includes those who already cancelled their trip once</i>	38.8% (1,902)
E. Not planning to travel to Hawaii this year (purple)	7.8% (389)

# If you answered A (already cancelled) or B (thinking of cancelling), which month were you planning to visit?



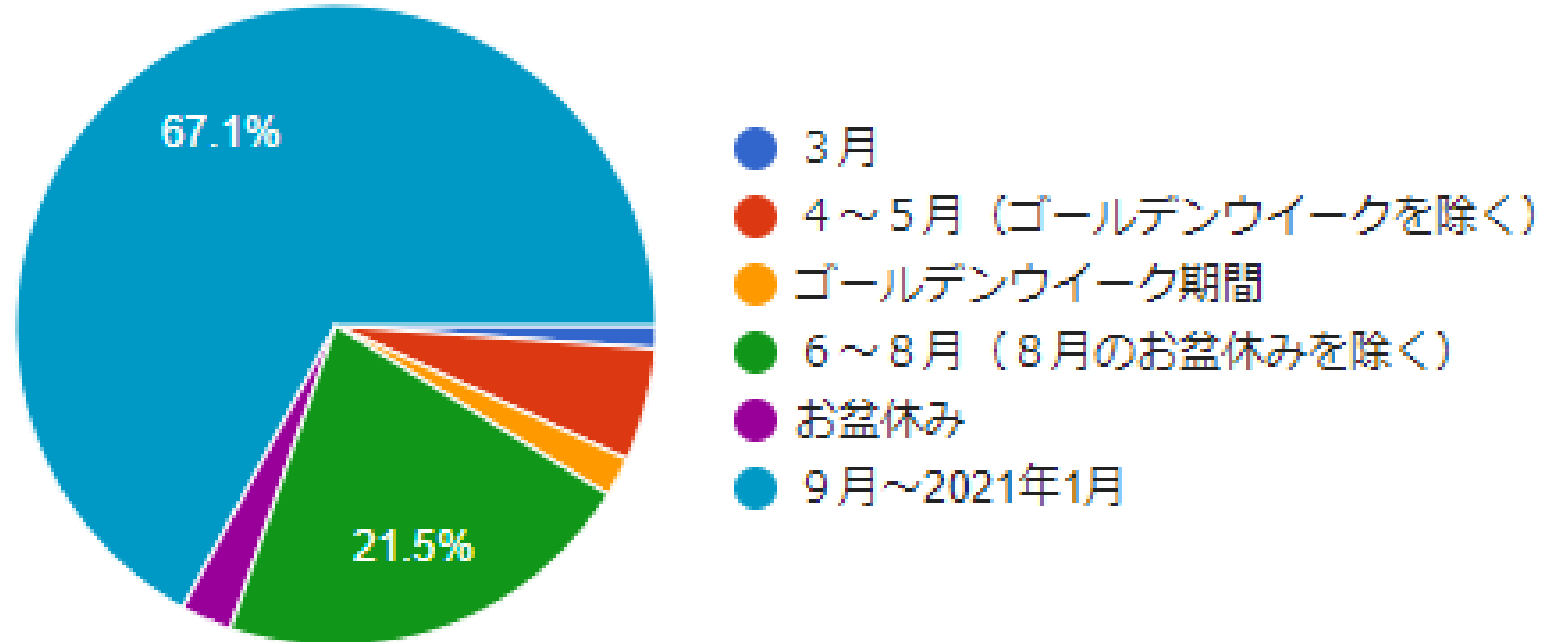
January – March (blue)	18.6% (324)
April – May, excluding Golden Week (red)	41.1% (717)
Golden Week (yellow)	10.8% (188)
June – August, excluding Obon (green)	18.3% (319)
Obon (purple)	1.3% (23)
September – January 2021 (light blue)	10% (175)

## If you answered C (booked a trip and will not be cancelling), which month are you going to visit?



March (blue)	4.7% (115)
April – May, excluding Golden Week (red)	13.2% (325)
Golden Week (yellow)	4.7% (117)
June – August, excluding Obon (green)	31.4% (775)
Obon (purple)	4.1% (101)
September – January 2021 (light blue)	41.9% (1,032)

# If you answered D (haven't booked yet and am deciding when to travel based on the situation), which month would you like to visit?



March (blue)	1.1% (23)
April – May, excluding Golden Week (red)	5.7% (114)
Golden Week (yellow)	2.0% (40)
June – August, excluding Obon (green)	21.5% (432)
Obon (purple)	2.6% (52)
September – January 2021 (light blue)	67.1% (1,347)



### **Inquiries**

Dave Erdman

President & CEO

[derdman@pacrimmarketing.com](mailto: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](http://pacrimmarketing.com) | [prtech.com](http://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