



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM

Vision Insights Responsible Travelers Segment Australia

January 28, 2026



Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Responsible Travelers Segment databases for the State of Hawai'i (O'ahu, Maui, Kaua'i and Hawai'i Island)
- Consumers are surveyed each day
- DBEDT receives access to new data each week for daily responsible traveler metrics – media-focused, brand health, purchase/intent, and consumer status
- Responsible Traveler Segment
 - Respondents who self-identify as responsible travelers (i.e., wellness focused, environmental impact, culturally minded)

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- **Intent to Travel:** Percentage of people who intend to travel to a destination in the last two weeks
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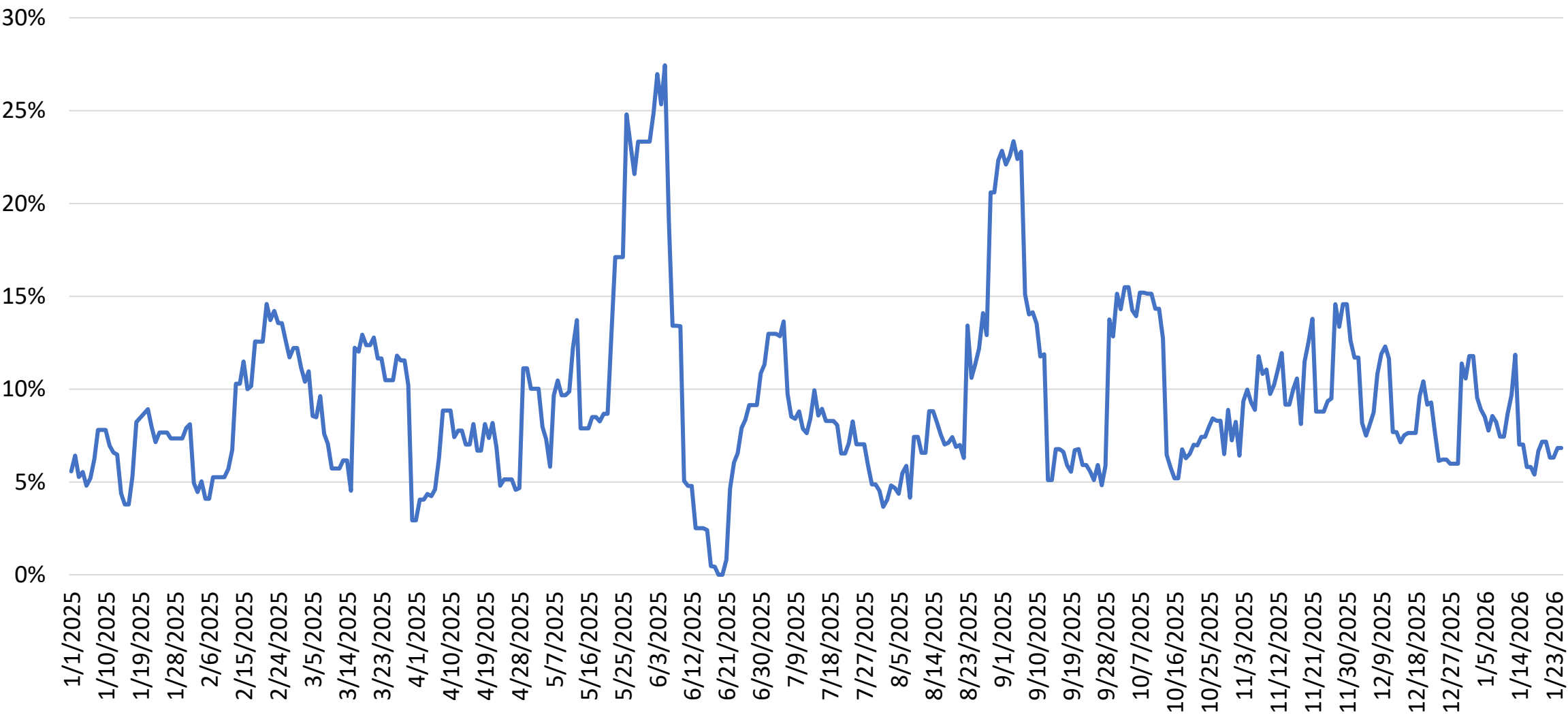
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Australia Responsible Travelers Segment State of Hawai'i



State of Hawai'i – Intent to Travel

Australia Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

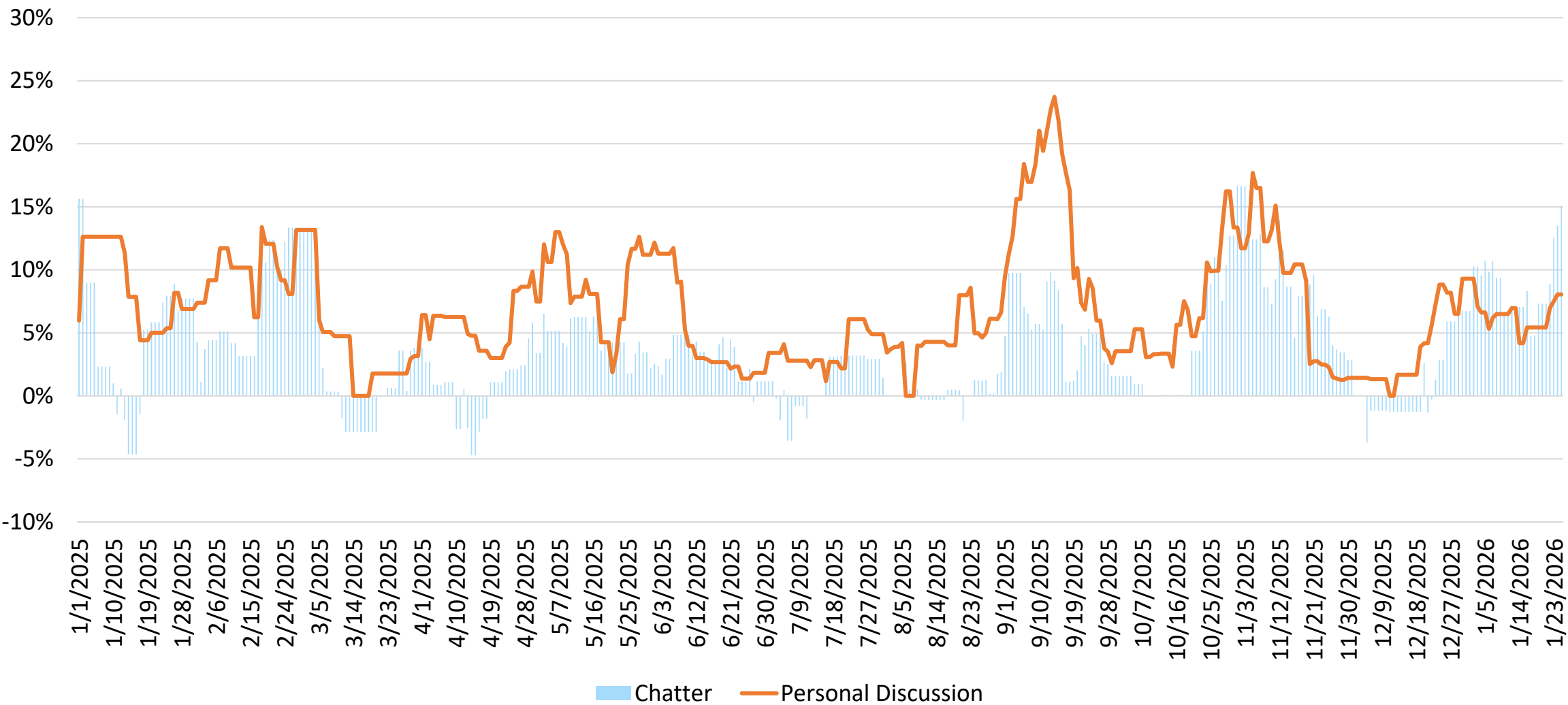


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Australia Responsible Travelers Segment O'ahu



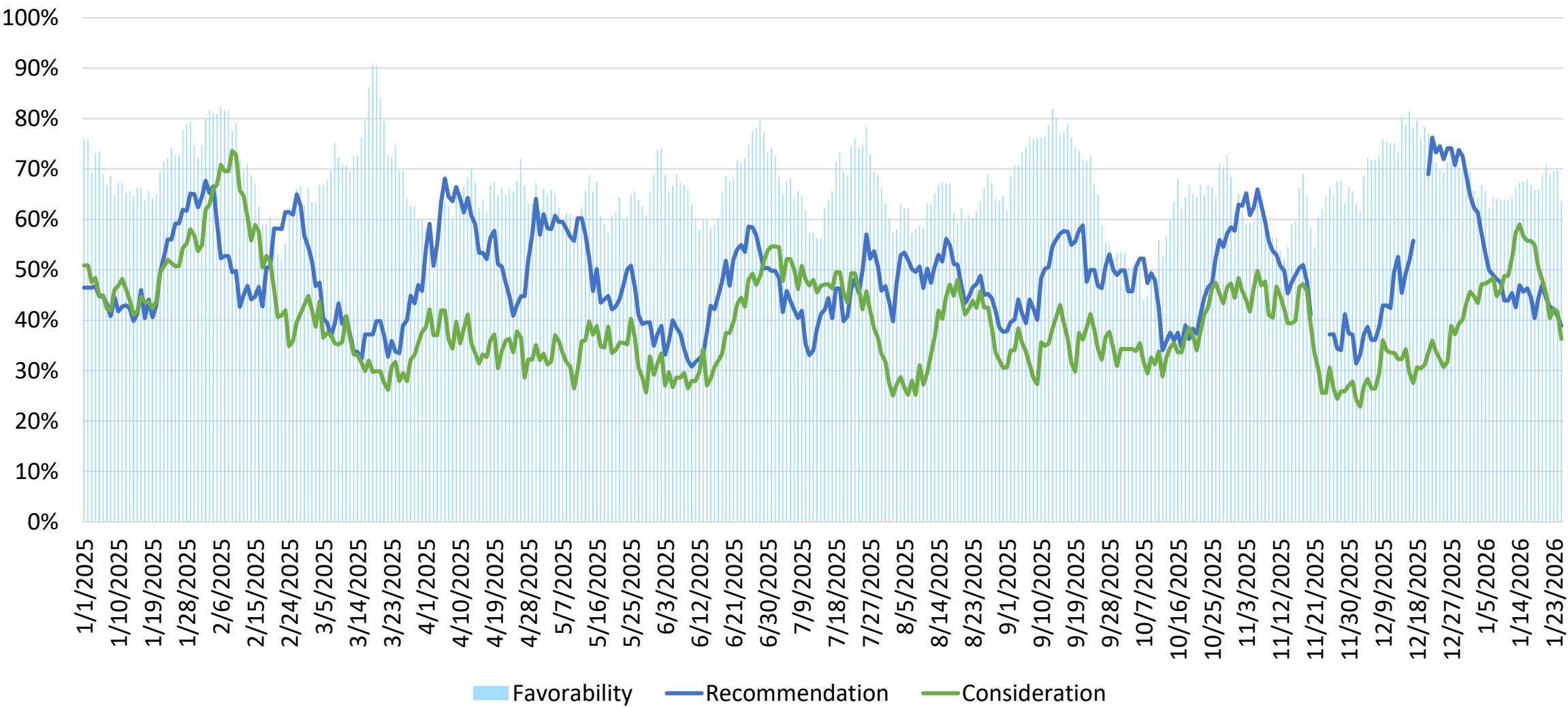
O'ahu – Chatter (Net) and Personal Discussion Australia Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

O‘ahu – Recommendation, Consideration and Favorability

Australia Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

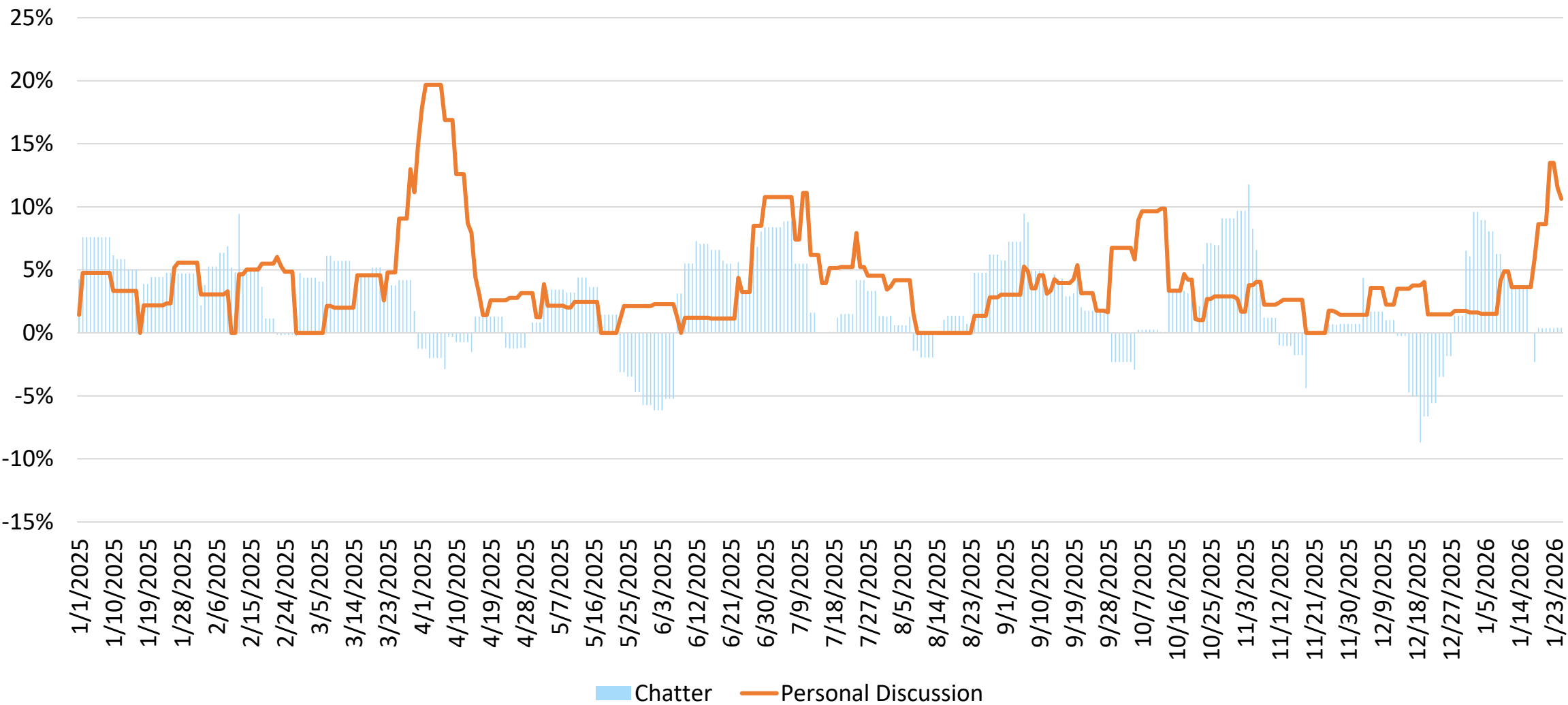


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Australia Responsible Travelers Segment Maui



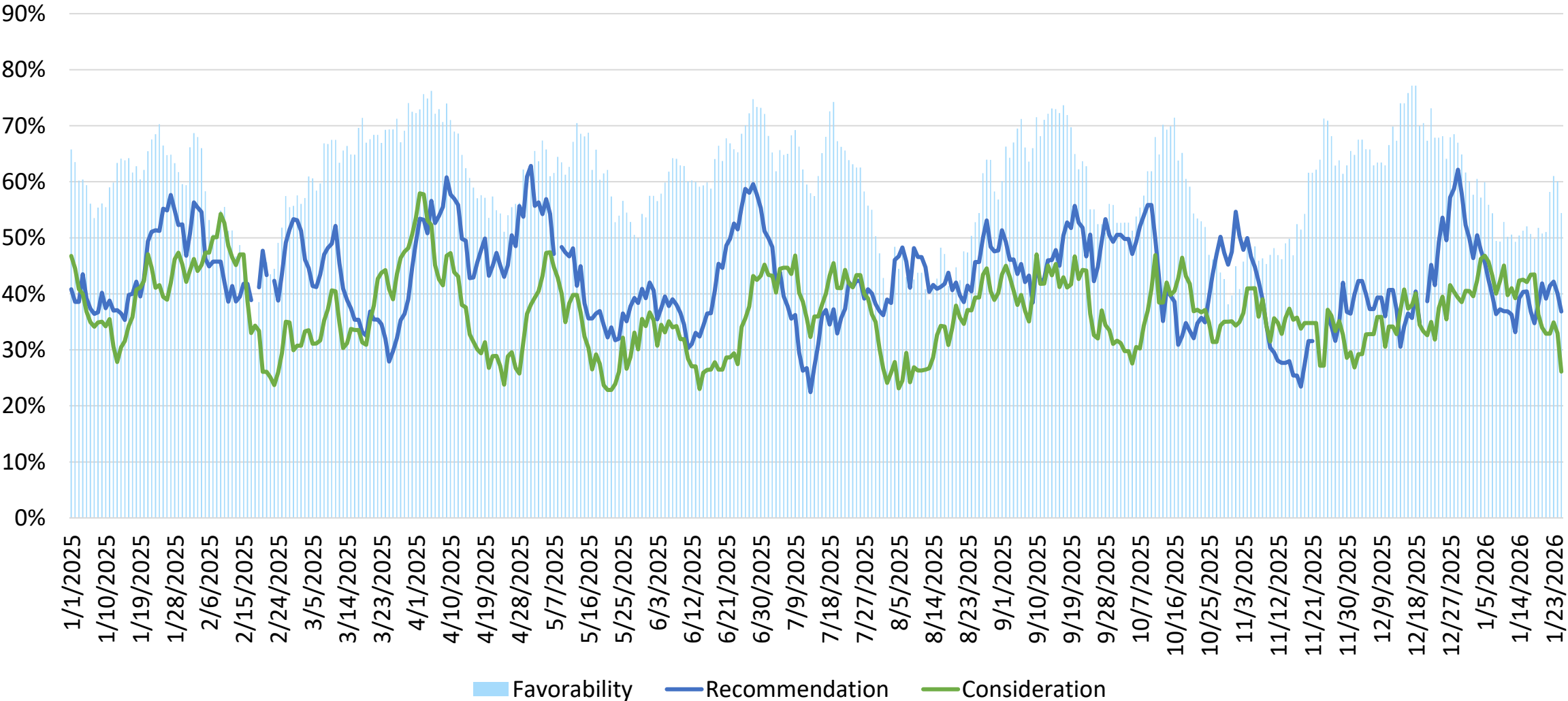
Maui – Chatter (Net) and Personal Discussion Australia Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

Maui – Recommendation, Consideration and Favorability

Australia Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
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Australia Responsible Travelers Segment Kaua'i



Kaua'i – Chatter (Net) and Personal Discussion Australia Two-Week Moving Average

No data available

Source: Vision Insights Data as of January 28, 2026

Kaua'i – Recommendation, Consideration and Favorability

Australia Two-Week Moving Average

No data available

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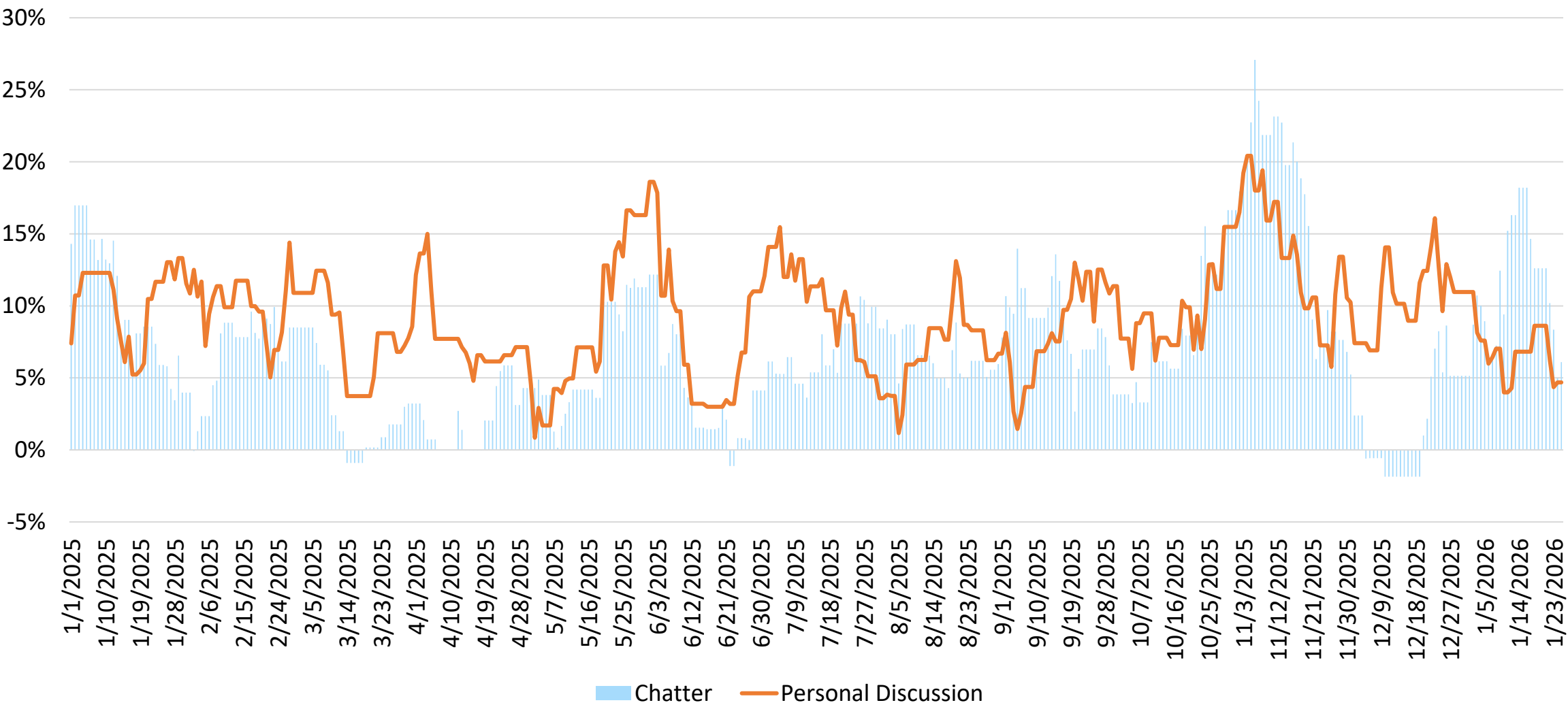


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Australia Responsible Travelers Segment Hawai'i Island



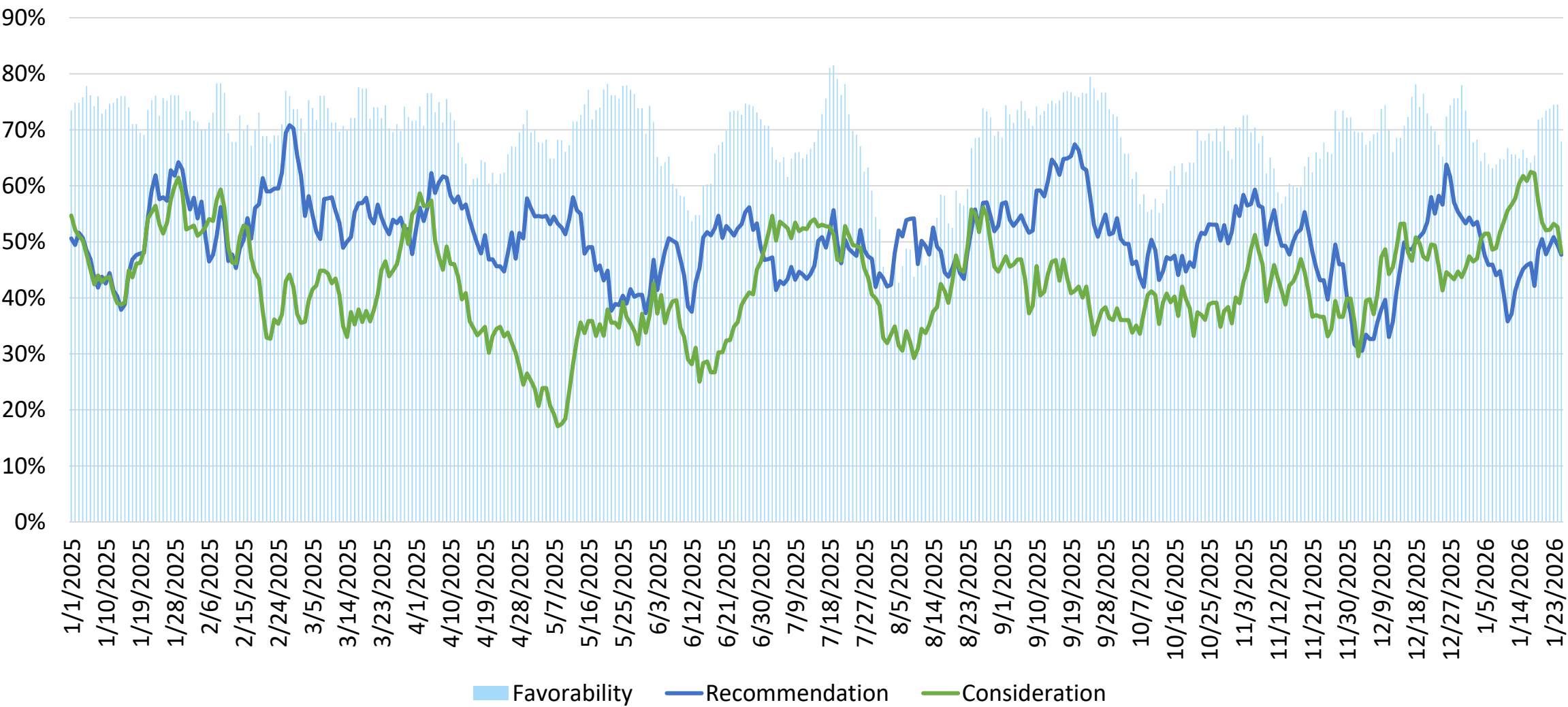
Hawai'i Island – Chatter (Net) and Personal Discussion Australia Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

Hawai'i Island – Recommendation, Consideration and Favorability

Australia Two-Week Moving Average



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Vision Insights Responsible Travelers Segment Canada

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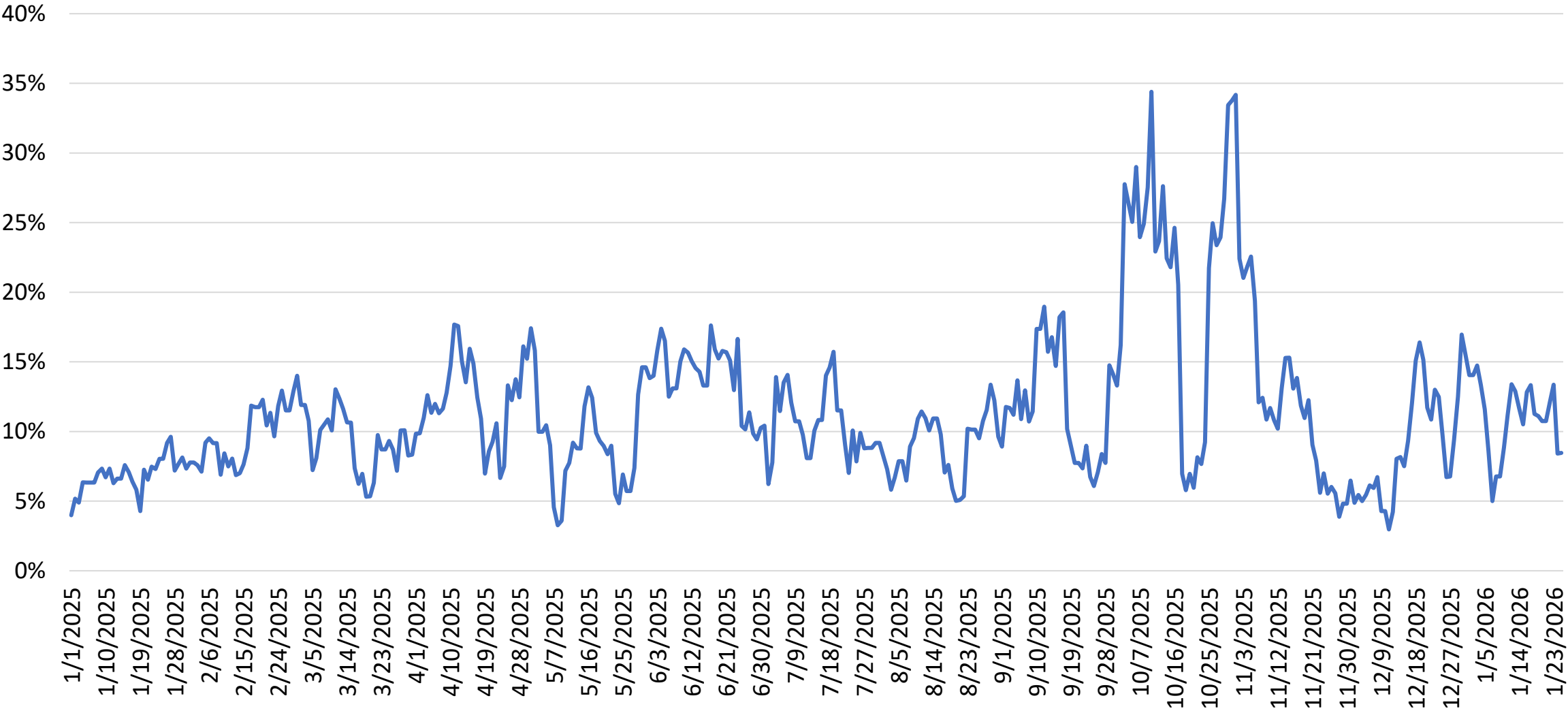


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Canada Responsible Travelers Segment State of Hawai'i



State of Hawai‘i – Intent to Travel Canada One-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

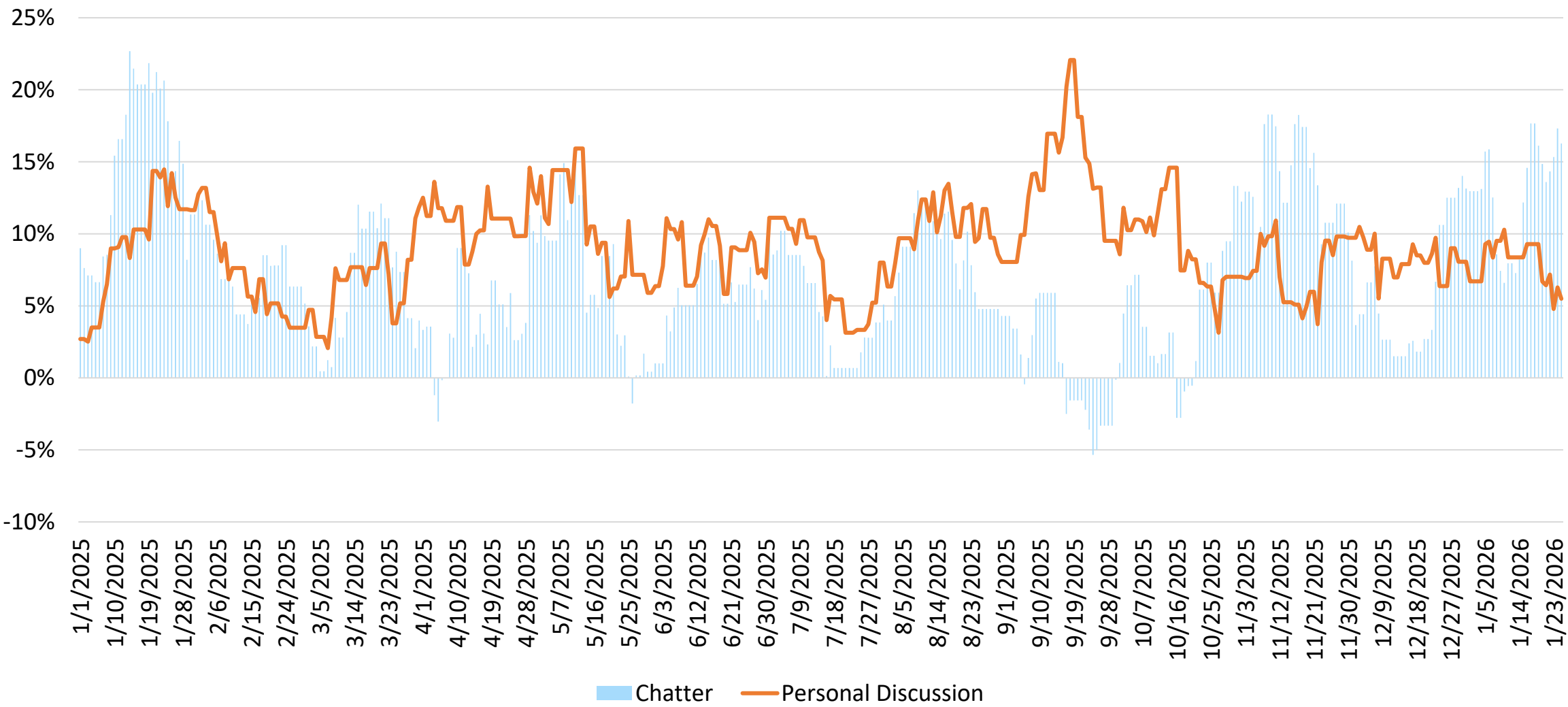


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Canada Responsible Travelers Segment O'ahu



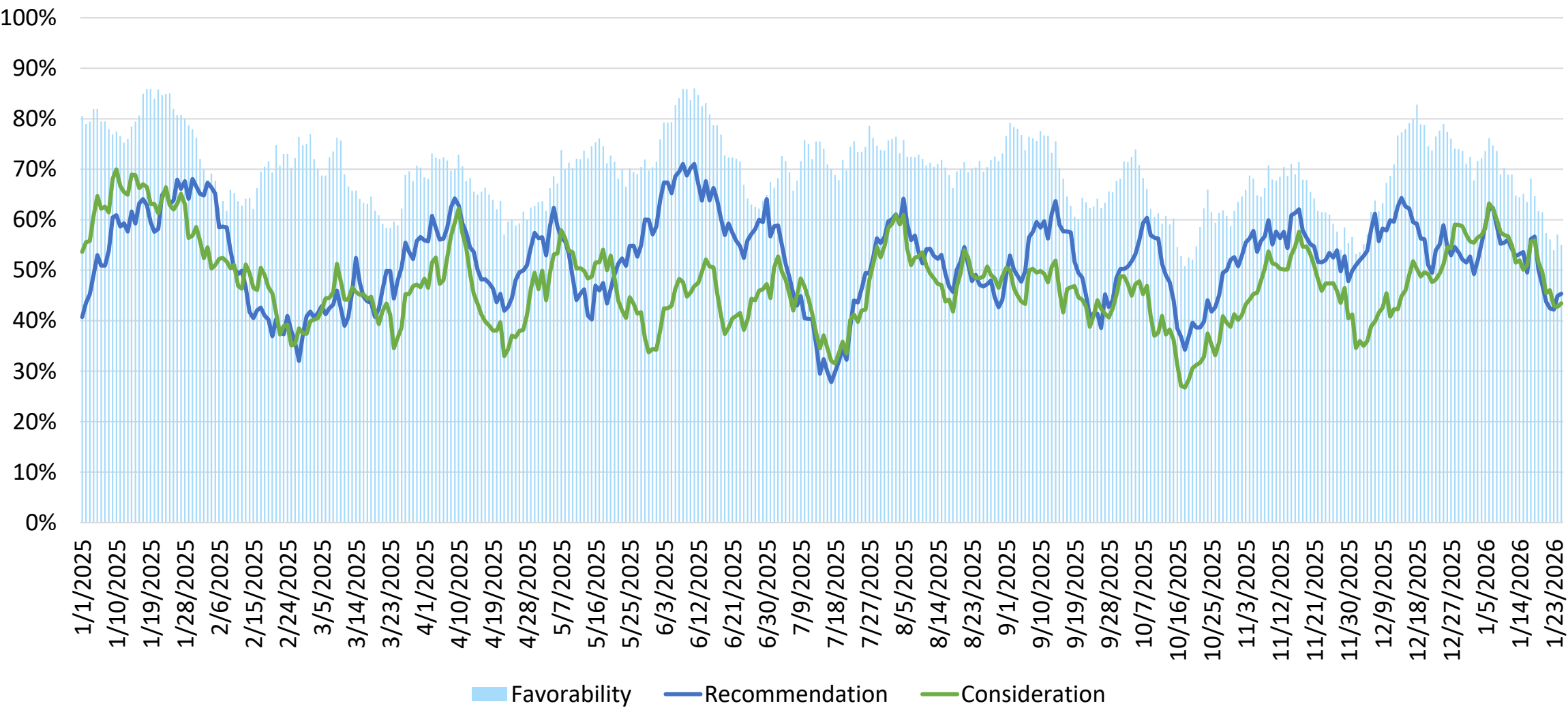
O'ahu – Chatter (Net) and Personal Discussion Canada Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

O‘ahu – Recommendation, Consideration and Favorability

Canada Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

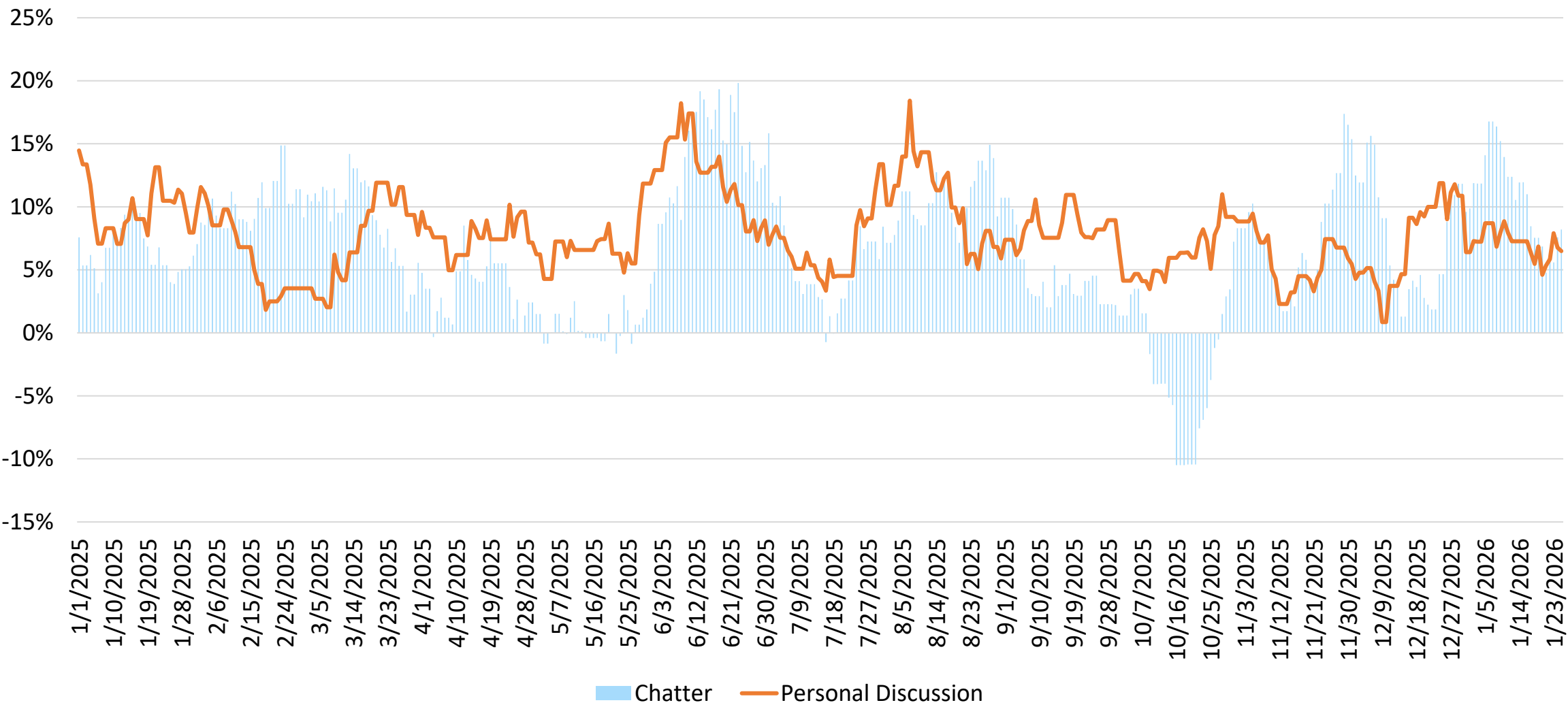


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Canada Responsible Travelers Segment Maui



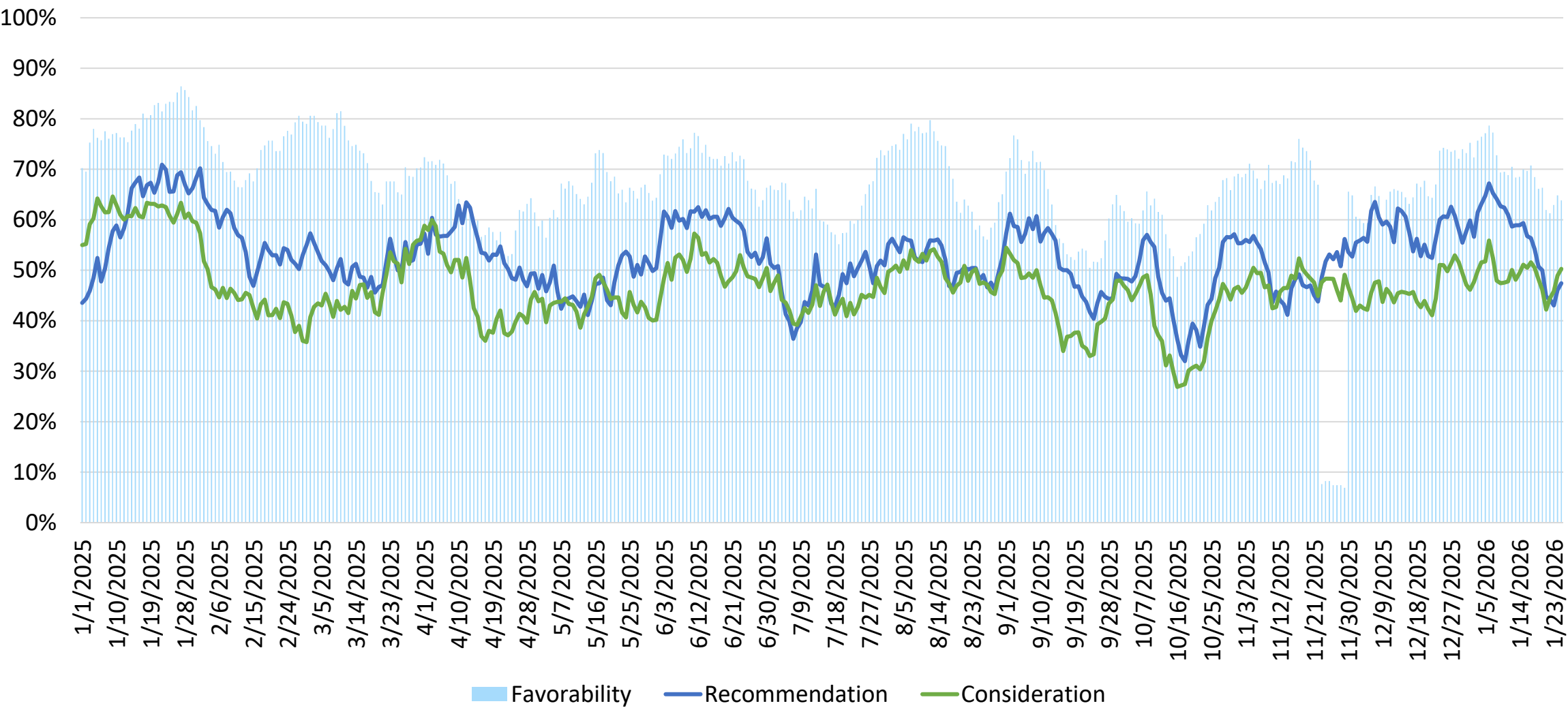
Maui – Chatter (Net) and Personal Discussion Canada Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

Maui – Recommendation, Consideration and Favorability

Canada Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

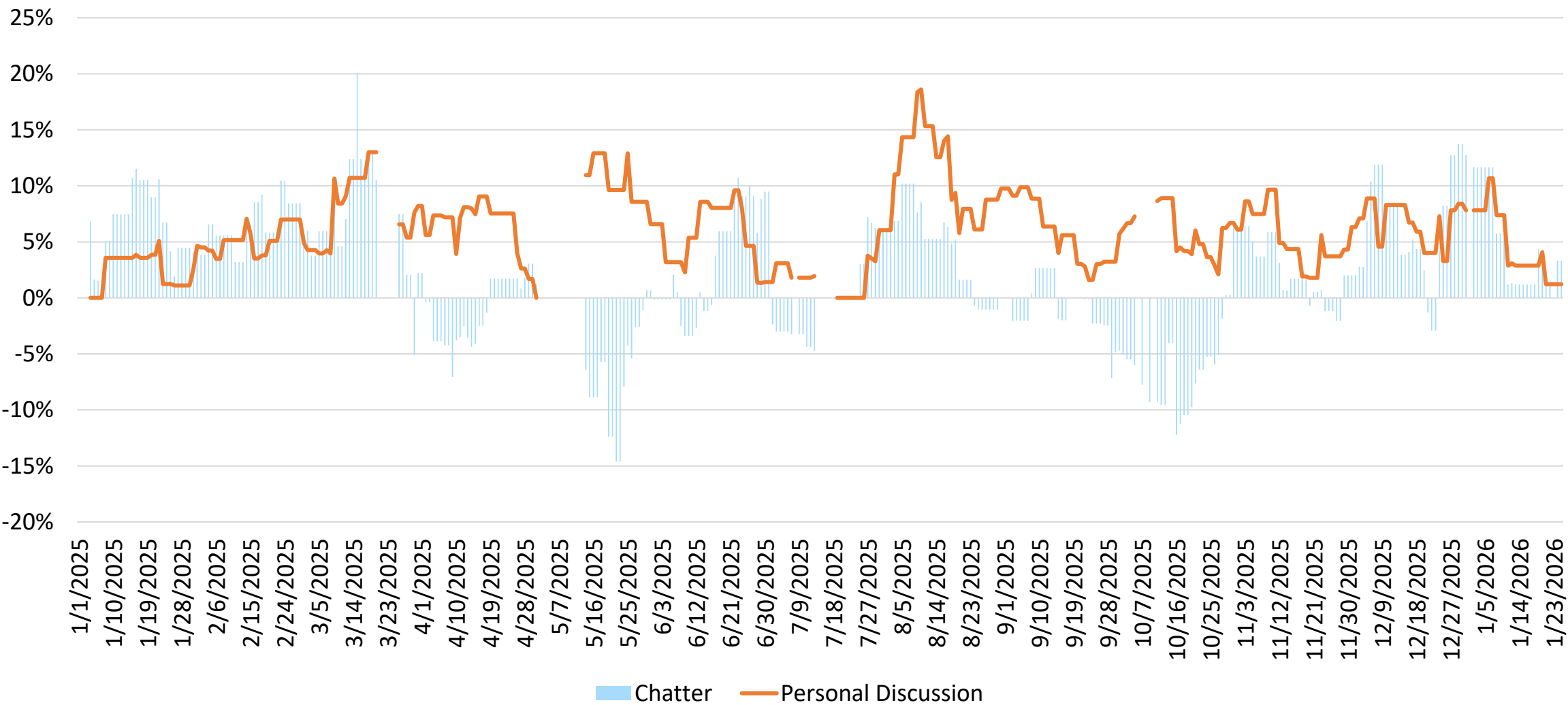


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Canada Responsible Travelers Segment Kaua'i

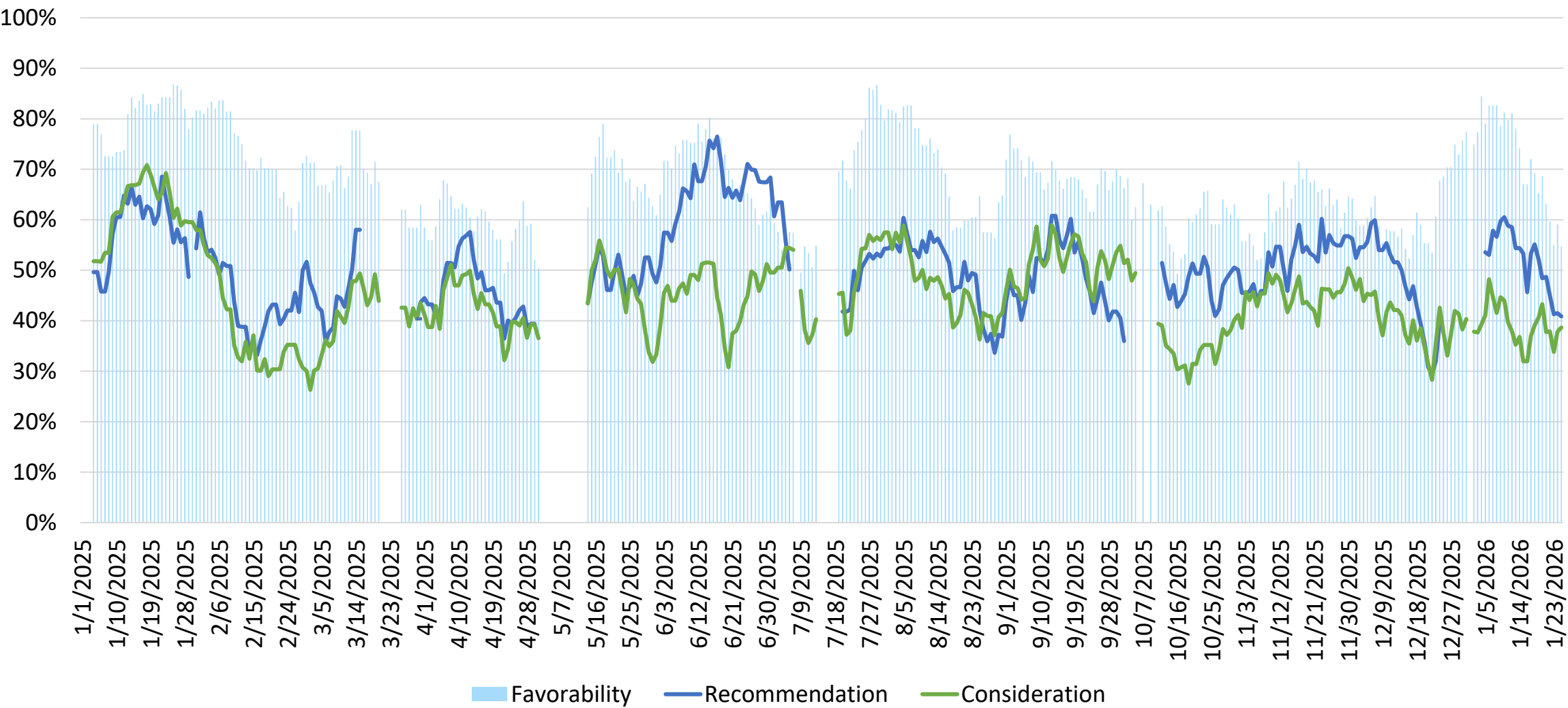


Kaua'i – Chatter (Net) and Personal Discussion Canada Two-Week Moving Average



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Kaua'i – Recommendation, Consideration and Favorability Canada Two-Week Moving Average



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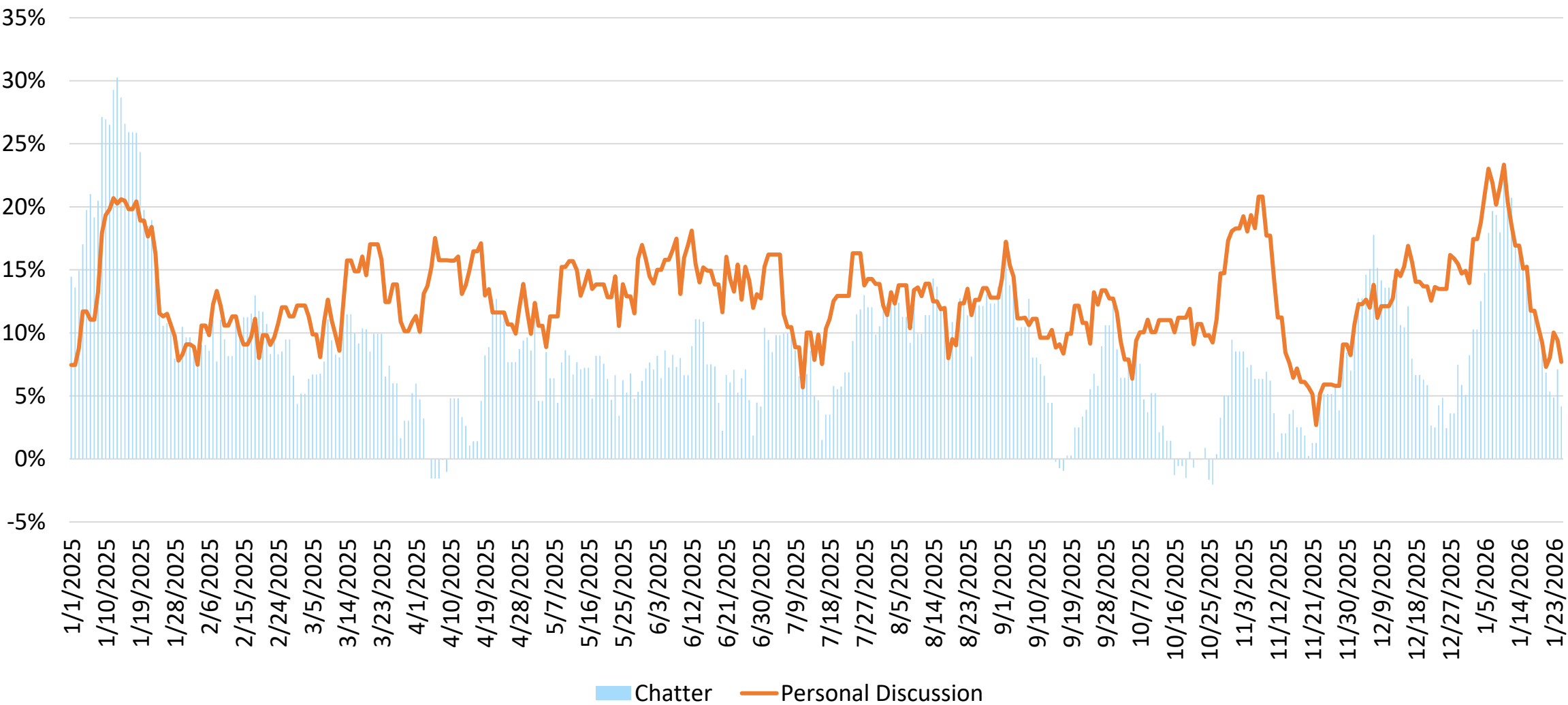


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Canada Responsible Travelers Segment Hawai'i Island



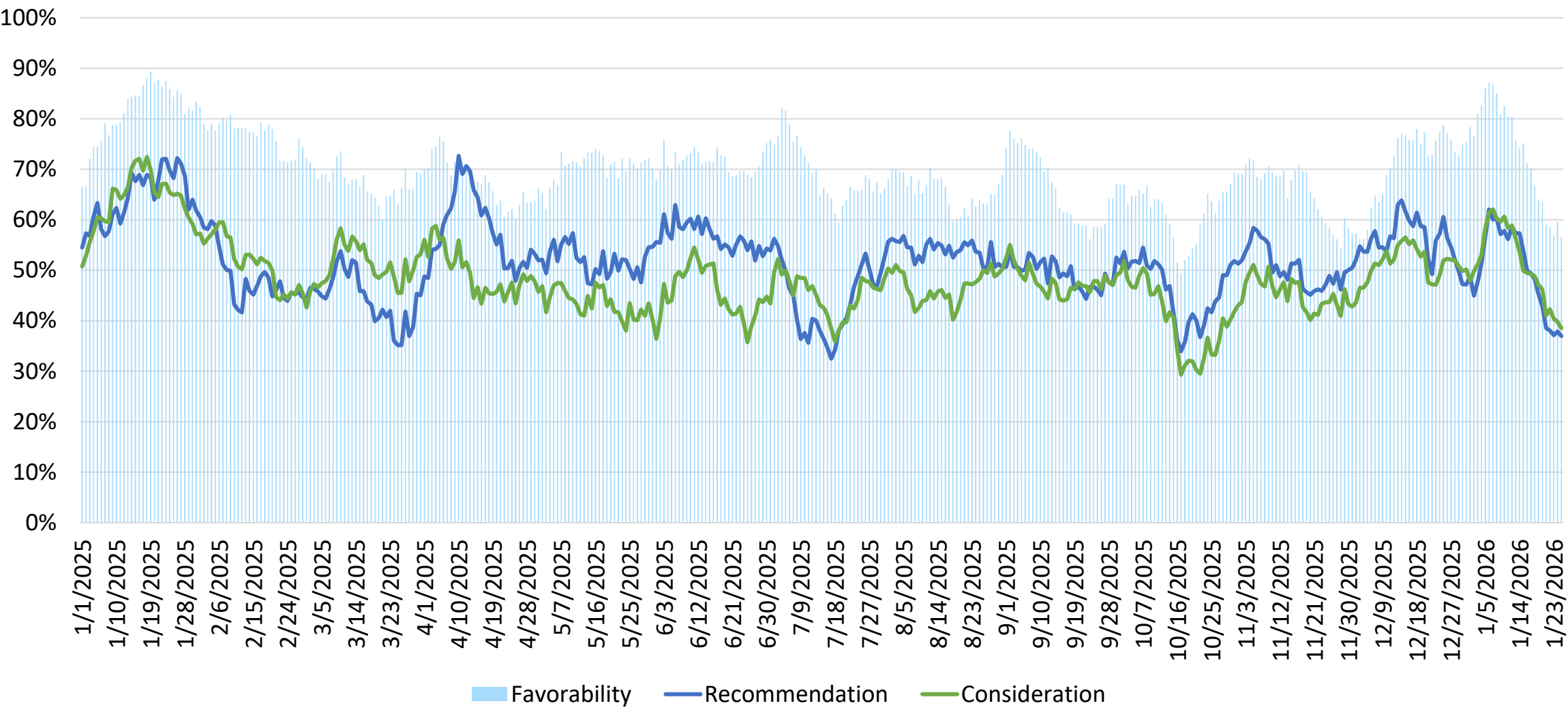
Hawai'i Island – Chatter (Net) and Personal Discussion Canada Two-Week Moving Average



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Hawai'i Island – Recommendation, Consideration and Favorability

Canada Two-Week Moving Average



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Vision Insights Responsible Travelers Segment South Korea

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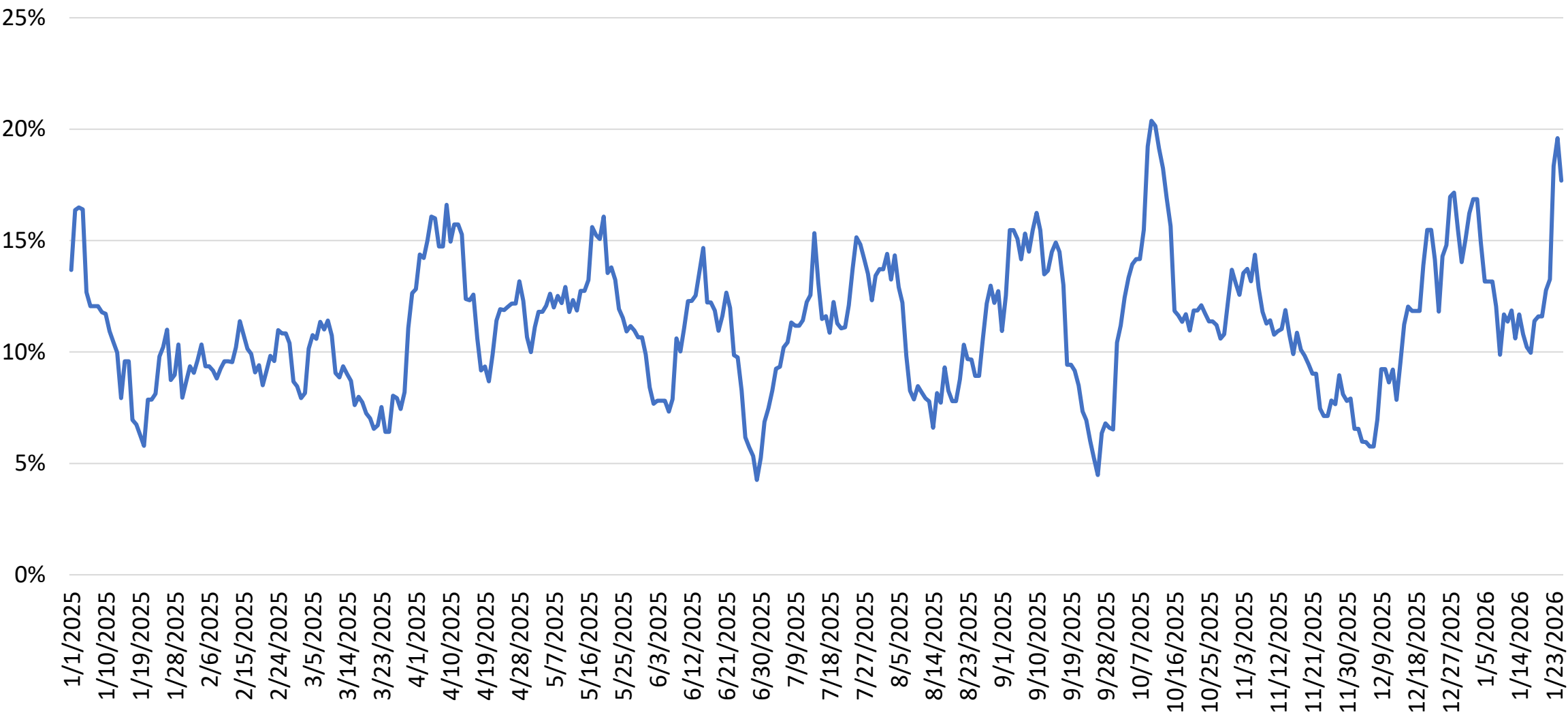


STATE OF HAWAII • DEPARTMENT OF BUSINESS,
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South Korea Responsible Travelers Segment State of Hawai'i



State of Hawai'i – Intent to Travel South Korea Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

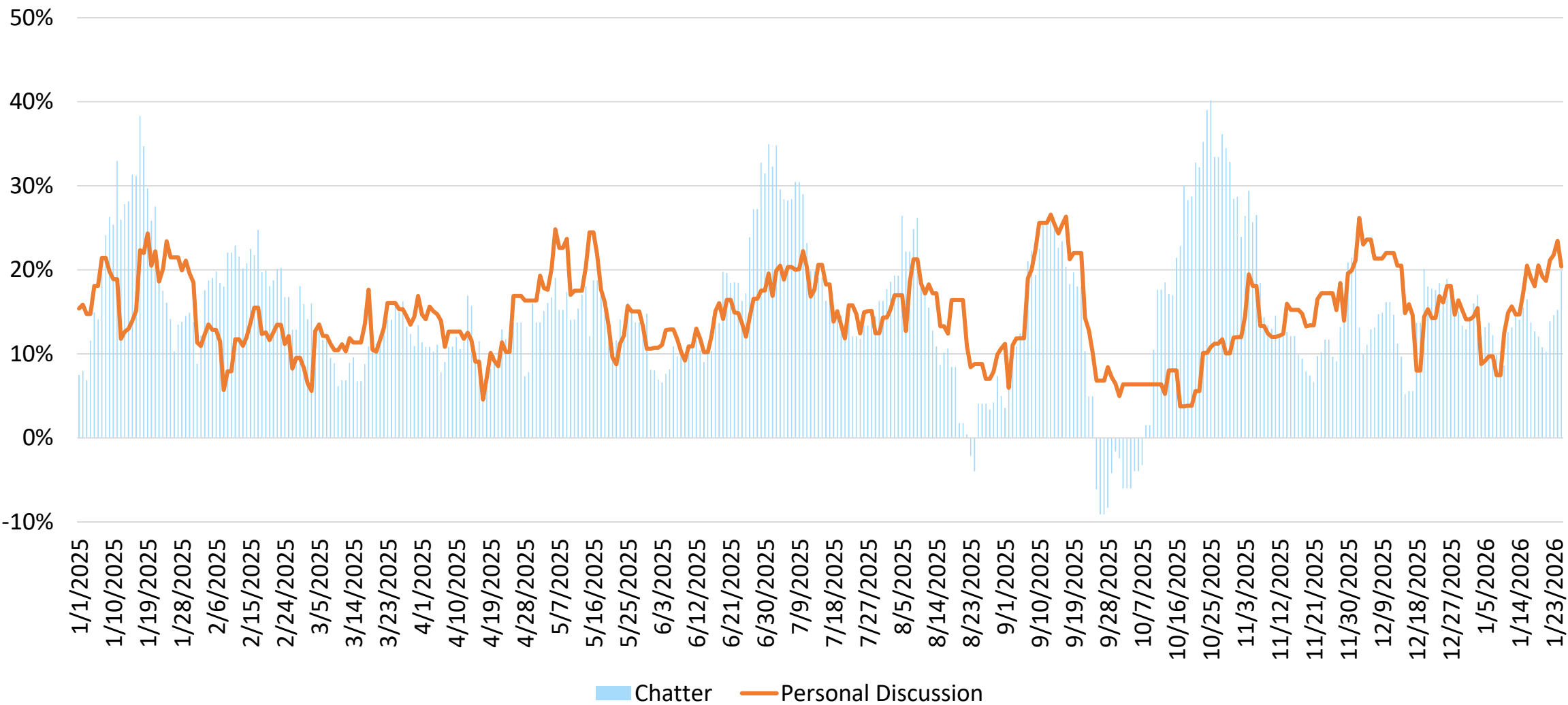


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South Korea Responsible Travelers Segment O'ahu



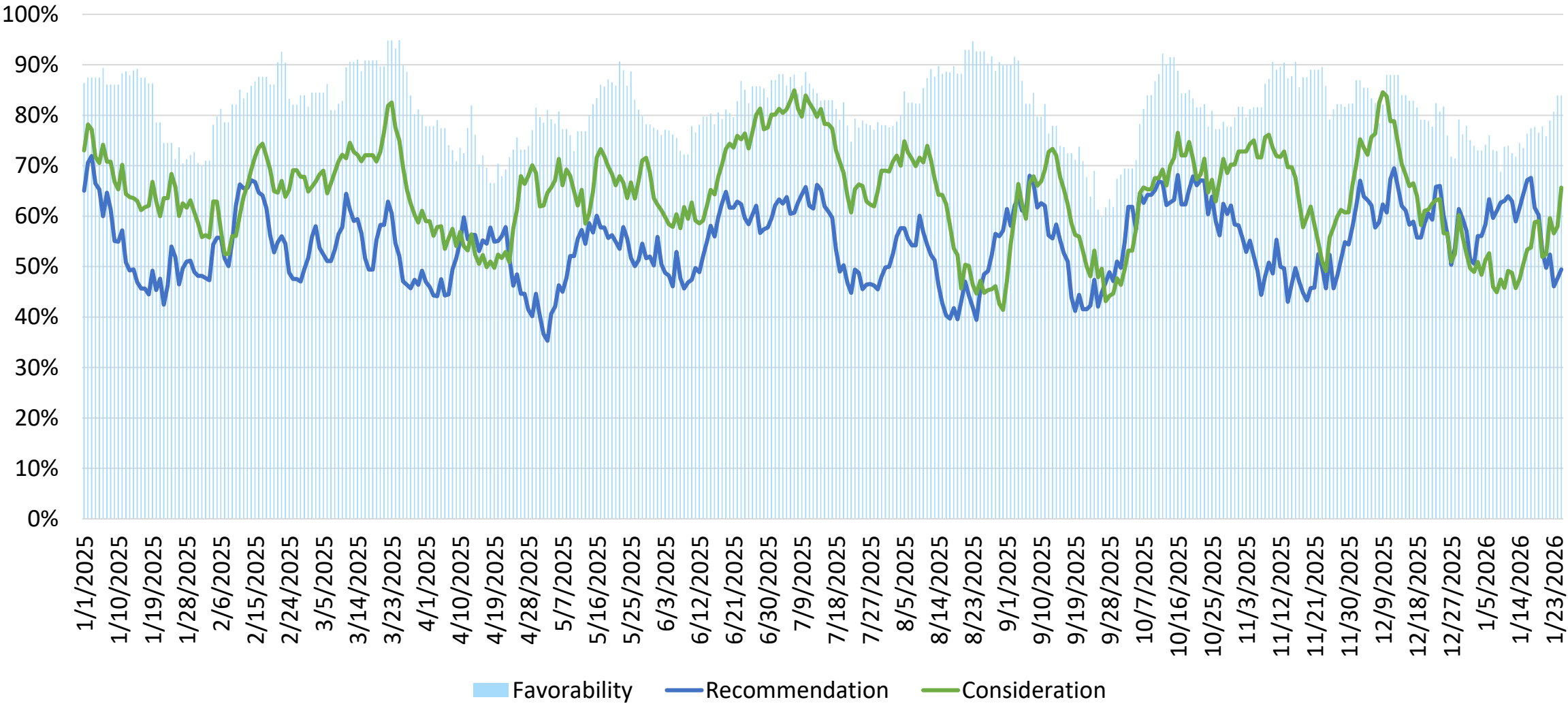
O'ahu – Chatter (Net) and Personal Discussion South Korea Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

O‘ahu – Recommendation, Consideration and Favorability

South Korea Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

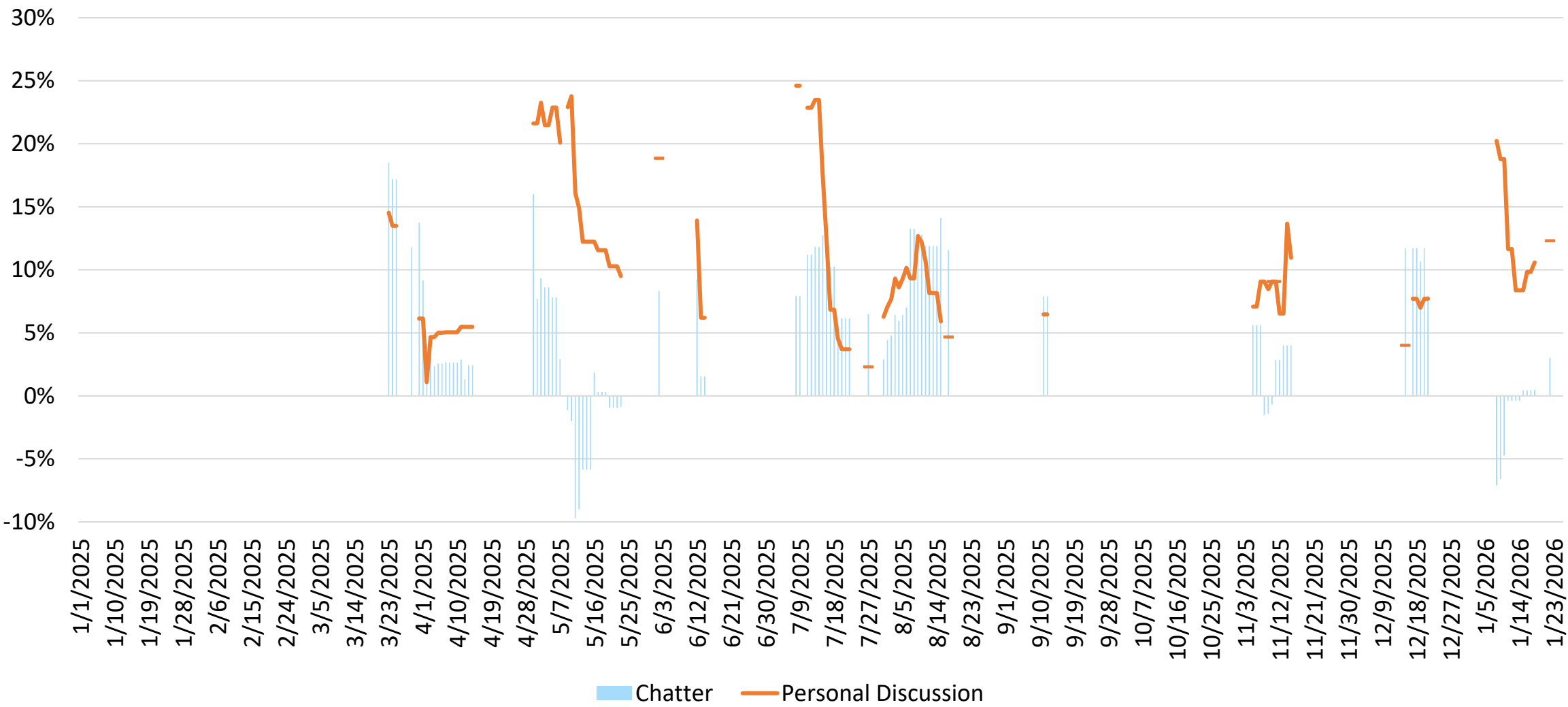


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South Korea Responsible Travelers Segment Maui



Maui – Chatter (Net) and Personal Discussion South Korea Two-Week Moving Average

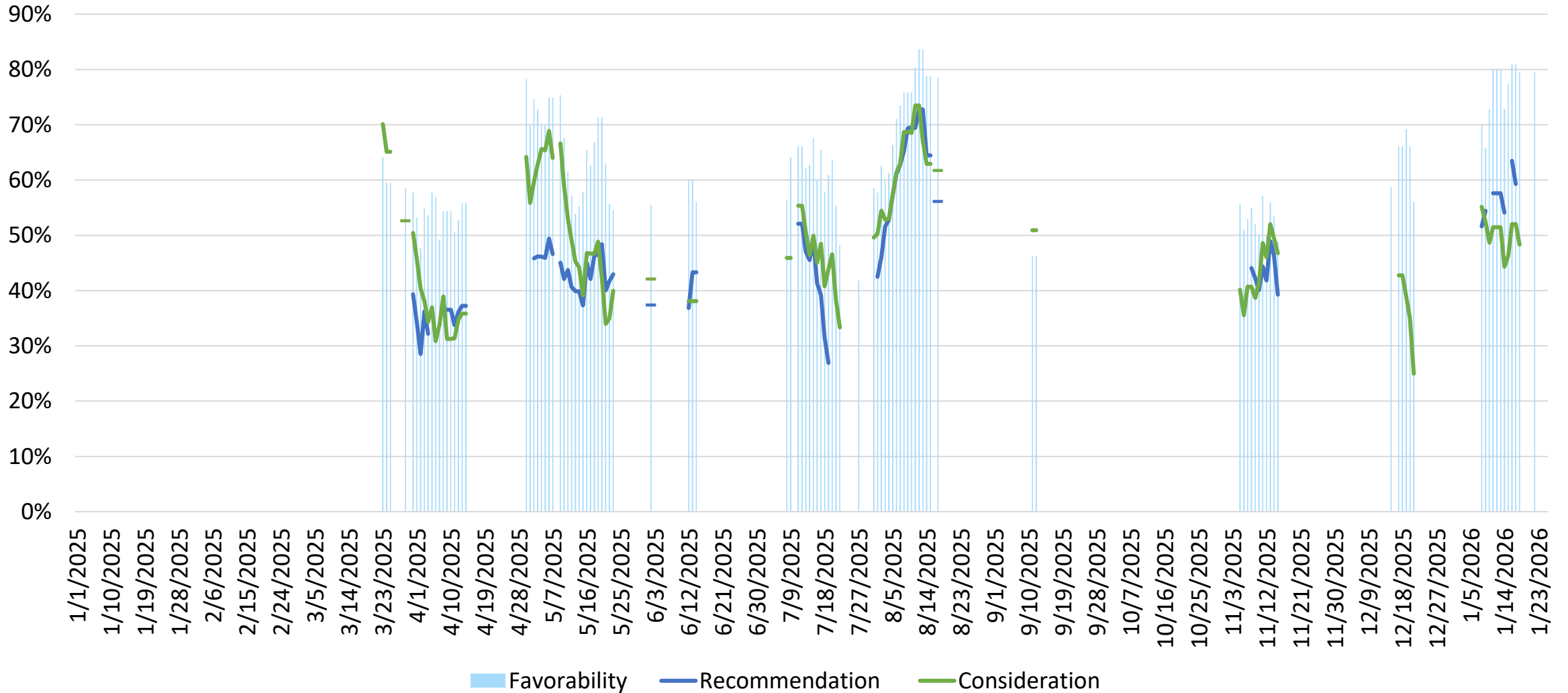


Source: Vision Insights Data as of January 28, 2026

*Low sample size

Maui – Recommendation, Consideration and Favorability

South Korea Two-Week Moving Average



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South Korea Responsible Travelers Segment Kaua'i



Kaua'i – Chatter (Net) and Personal Discussion South Korea Two-Week Moving Average

No data available

Source: Vision Insights Data as of January 28, 2026

Kaua'i – Recommendation, Consideration and Favorability

South Korea Two-Week Moving Average

No data available

Source: Vision Insights Data as of January 28, 2026

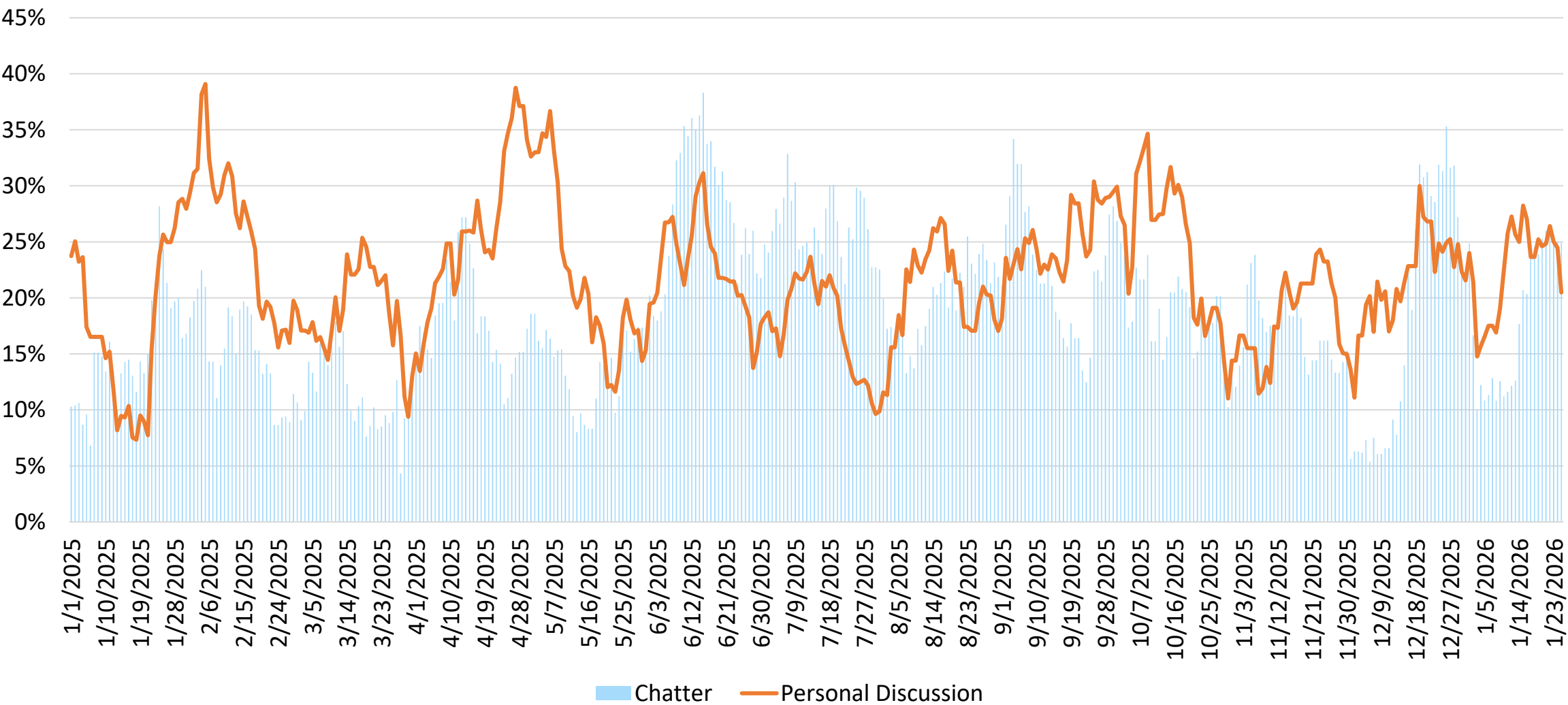


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South Korea Responsible Travelers Segment Hawai'i Island



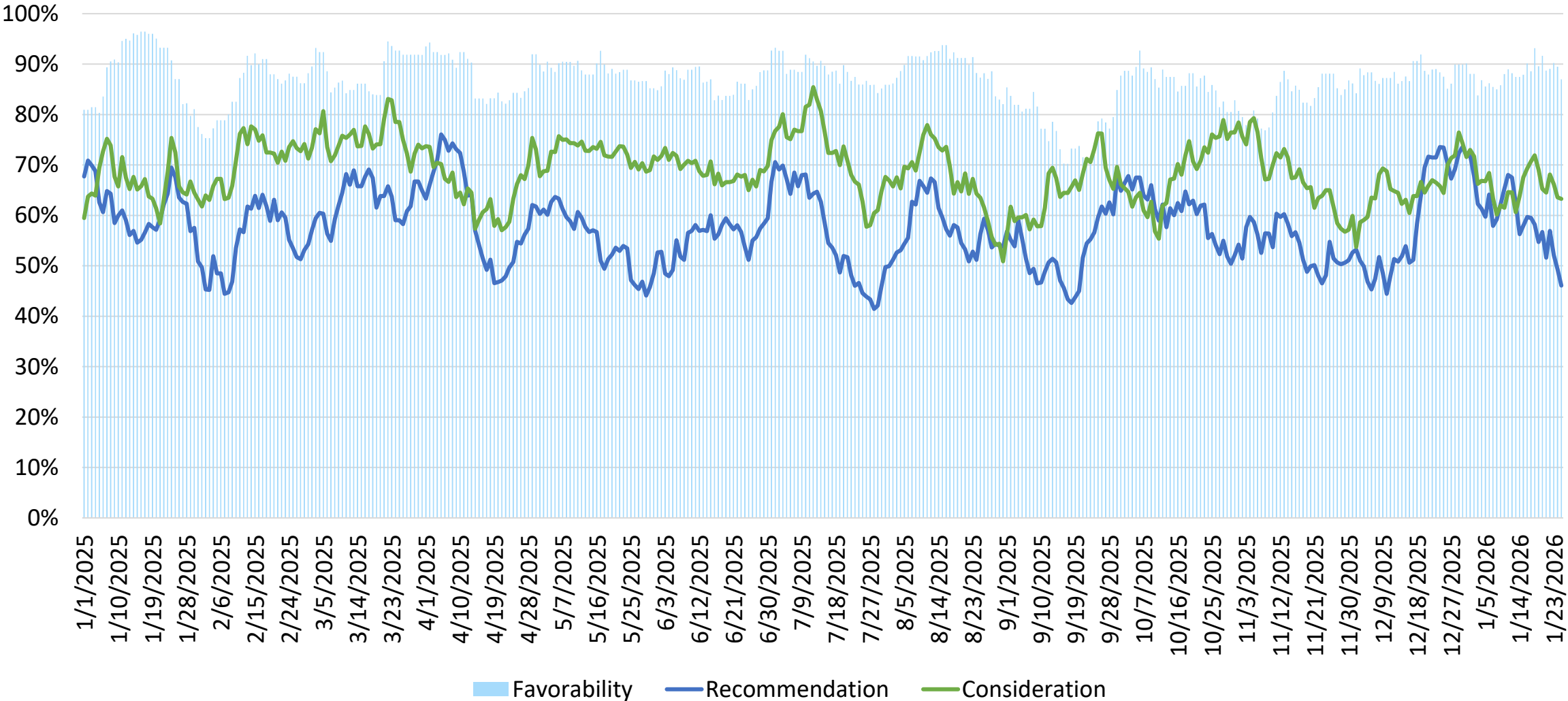
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Hawai'i Island – Recommendation, Consideration and Favorability

South Korea Two-Week Moving Average



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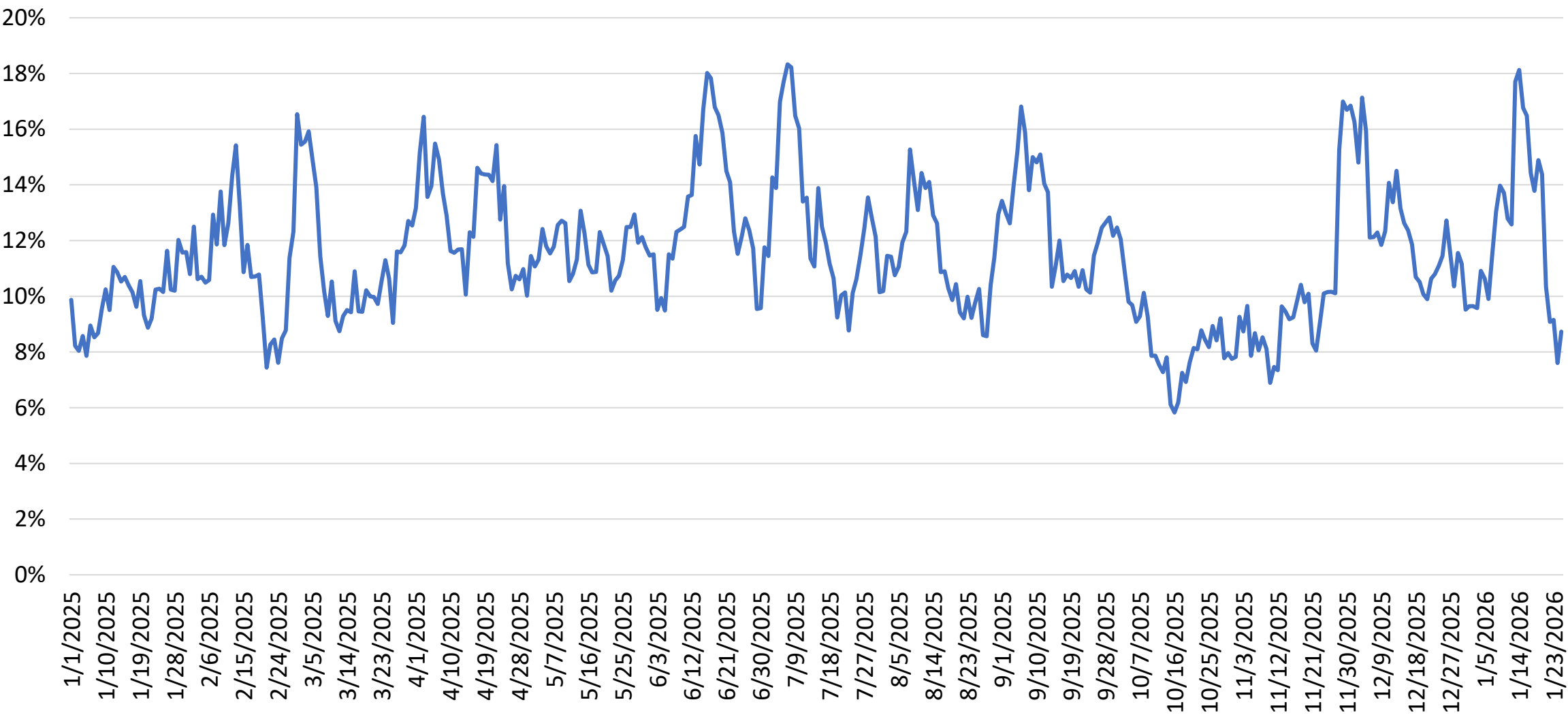
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United States Responsible Travelers Segment State of Hawai'i



State of Hawai'i – Intent to Travel

U.S. One-Week Moving Average



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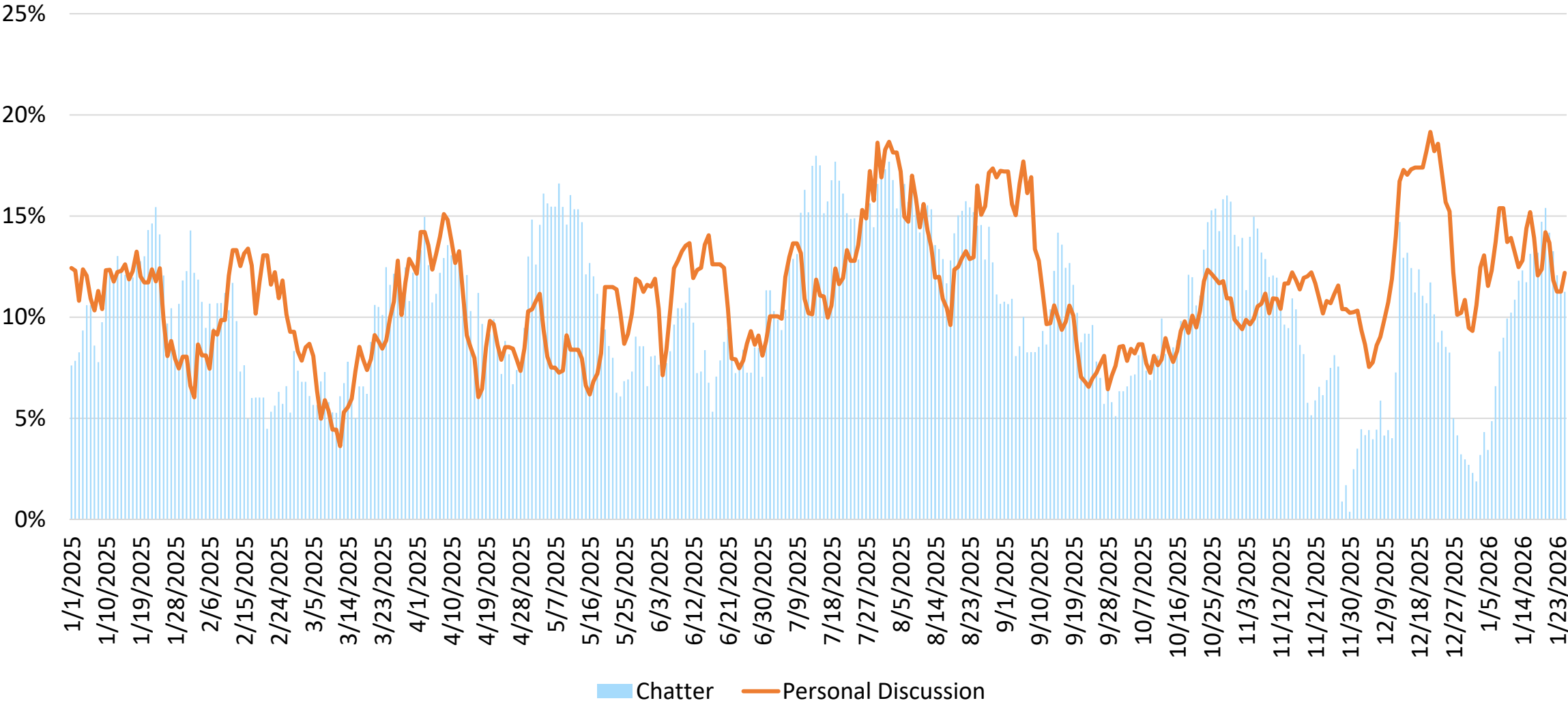


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United States Responsible Travelers Segment O'ahu



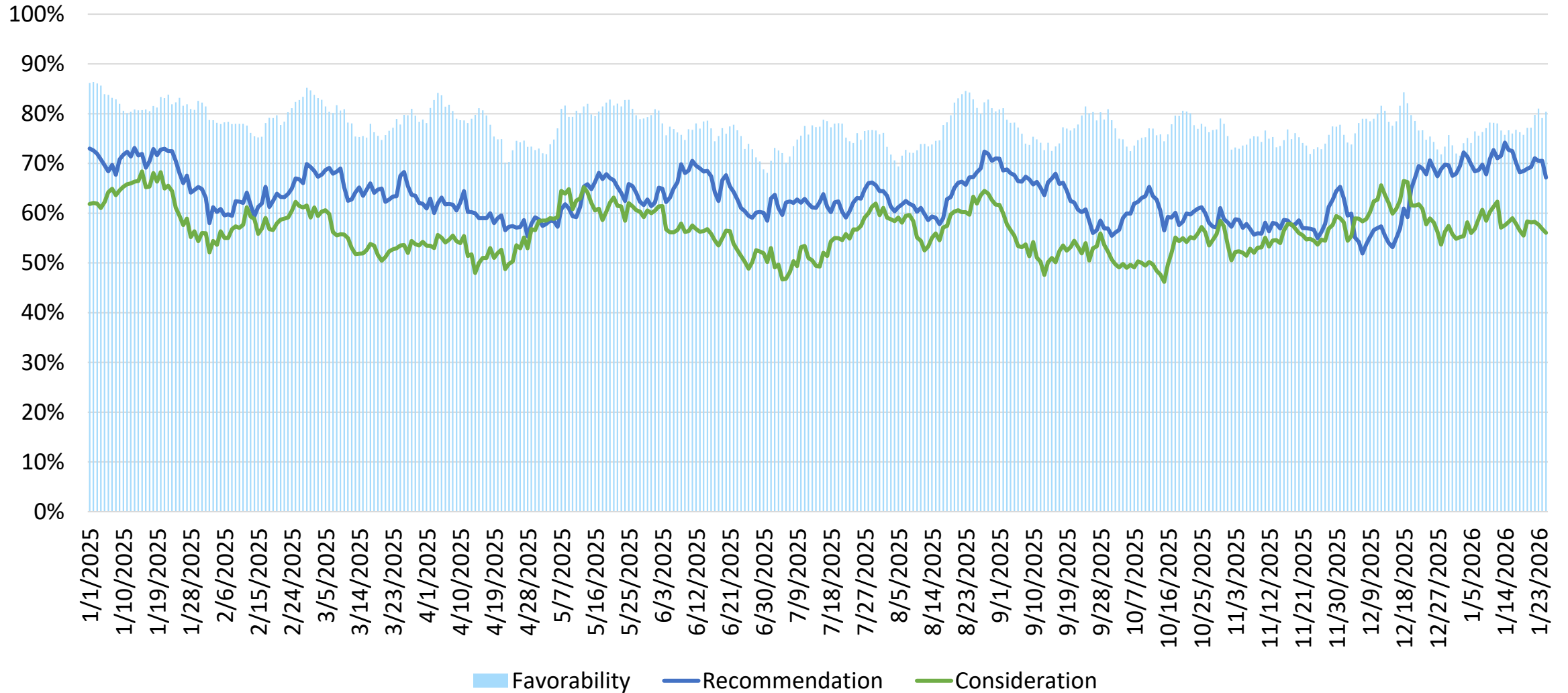
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U.S. Two-Week Moving Average



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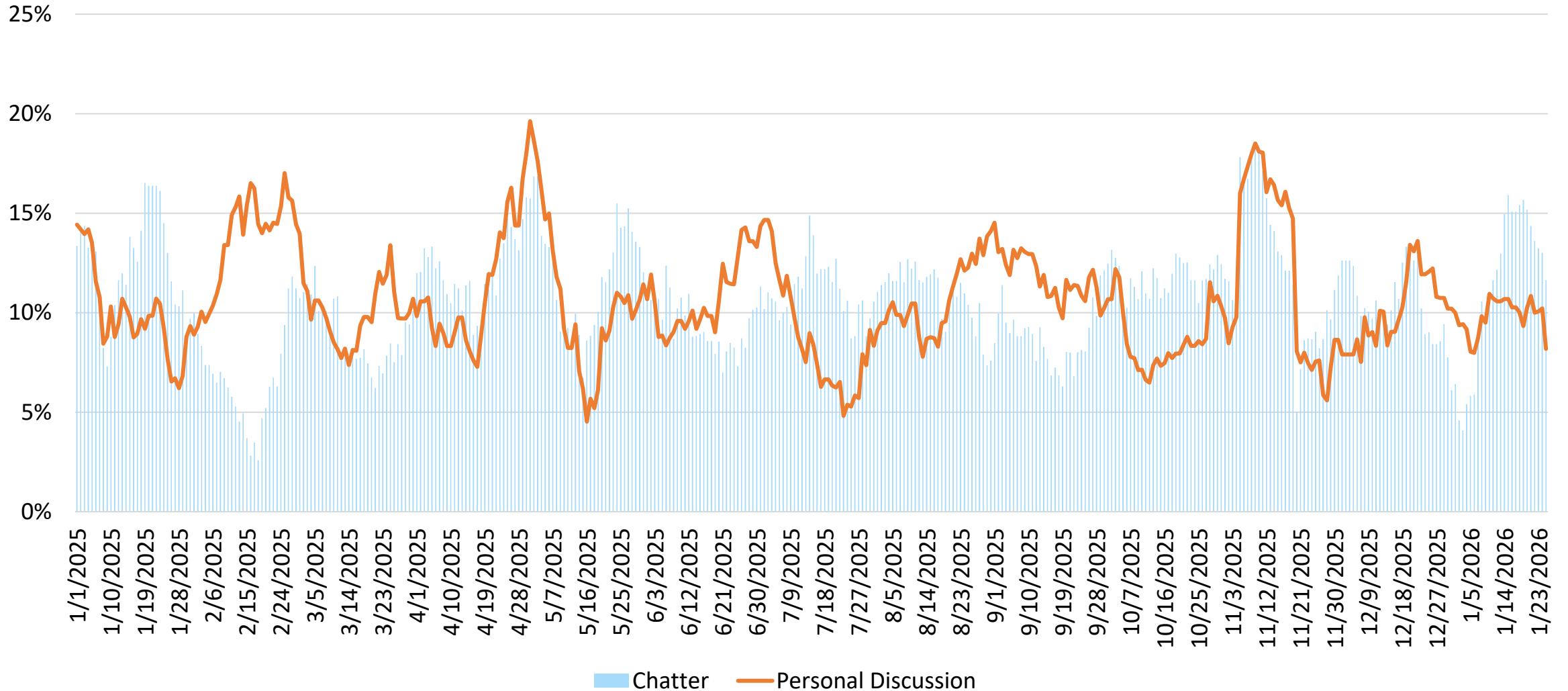


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ECONOMIC DEVELOPMENT & TOURISM

United States Responsible Travelers Segment Maui



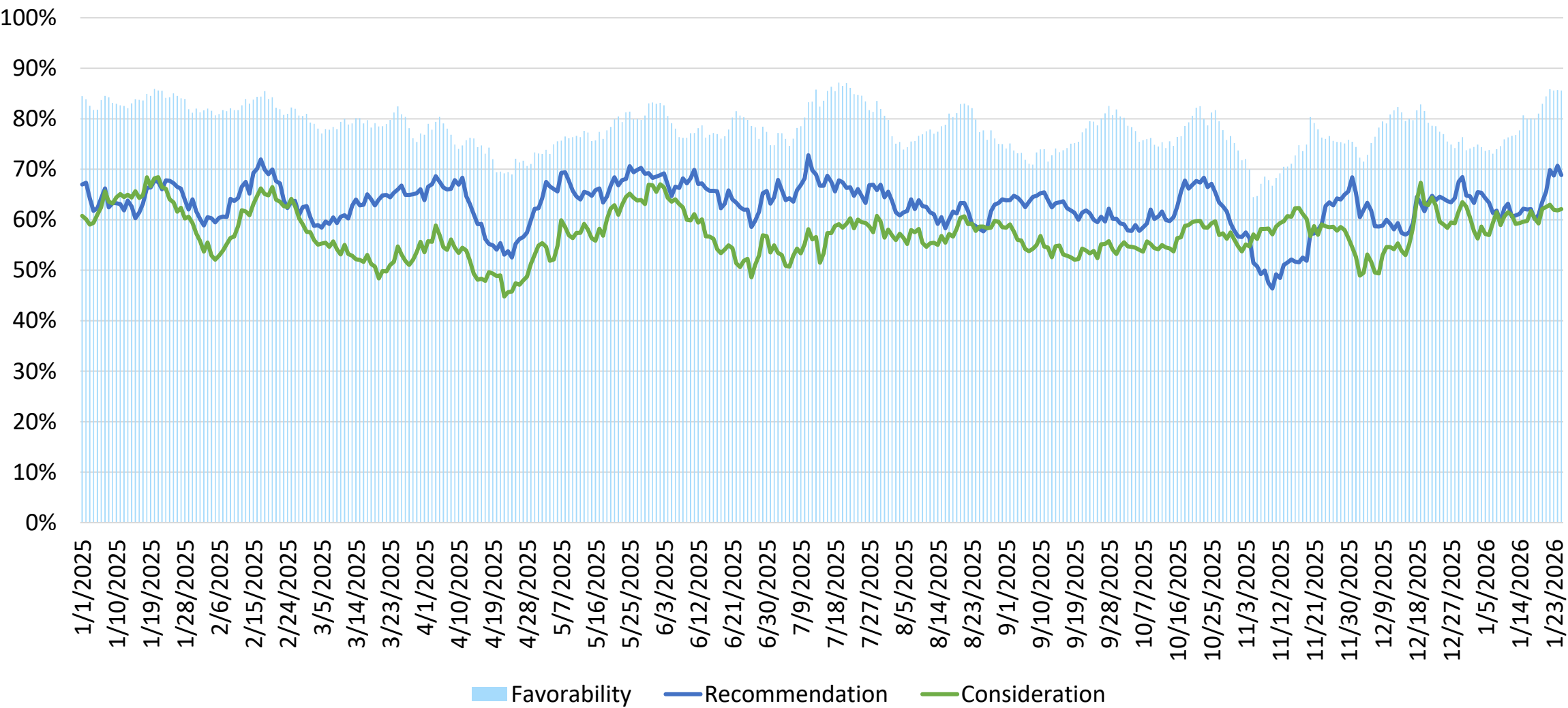
Maui – Chatter (Net) and Personal Discussion U.S. Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

Maui – Recommendation, Consideration and Favorability

U.S. Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

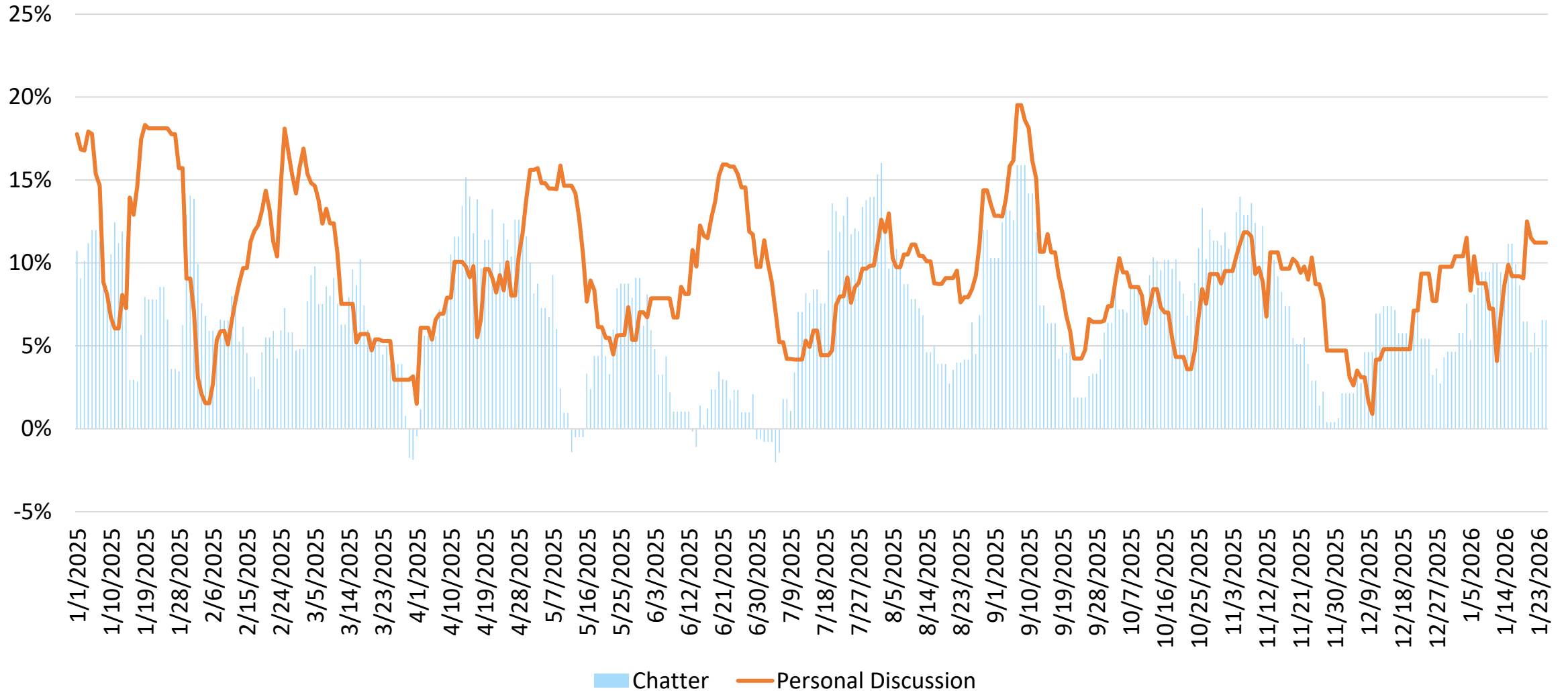


STATE OF HAWAII • DEPARTMENT OF BUSINESS,
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United States Responsible Travelers Segment Kaua'i



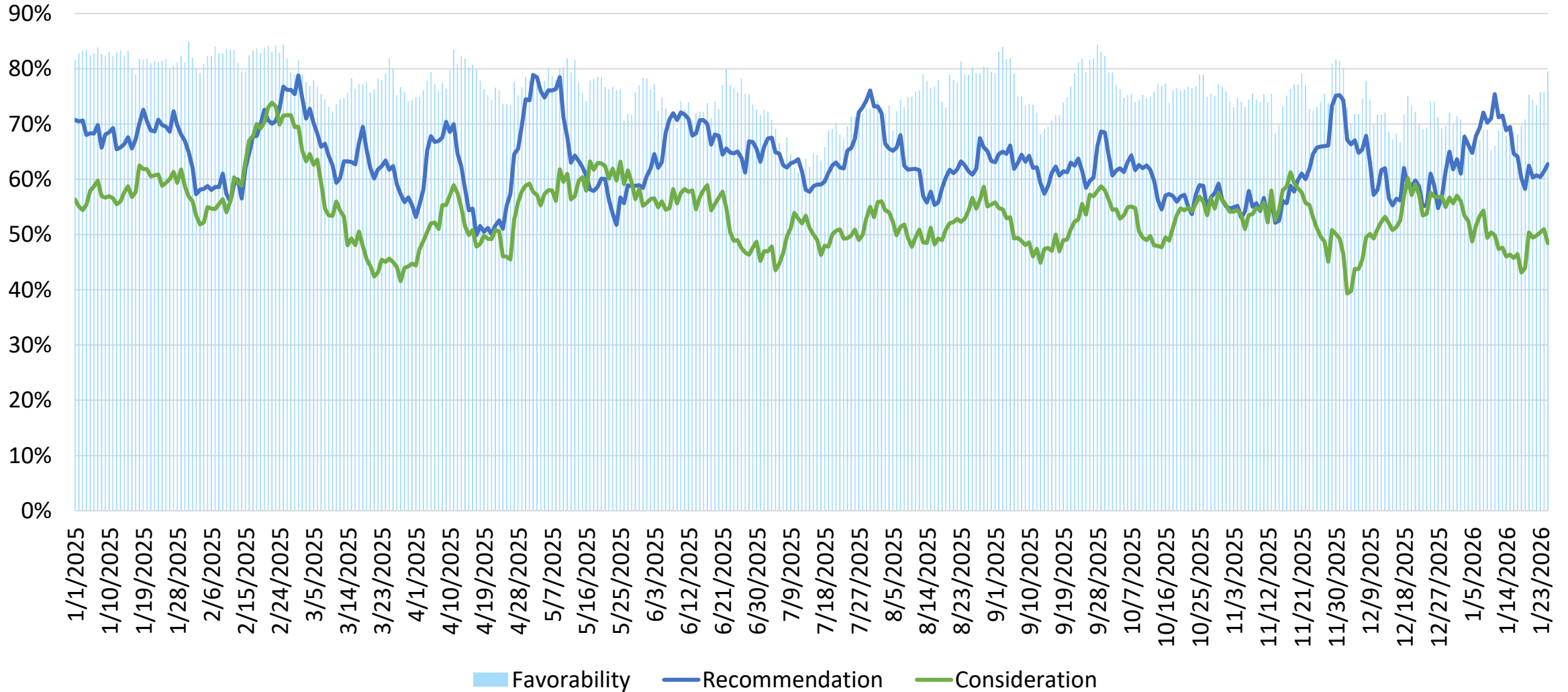
Kaua'i – Chatter (Net) and Personal Discussion U.S. Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

Kaua'i – Recommendation, Consideration and Favorability

U.S. Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

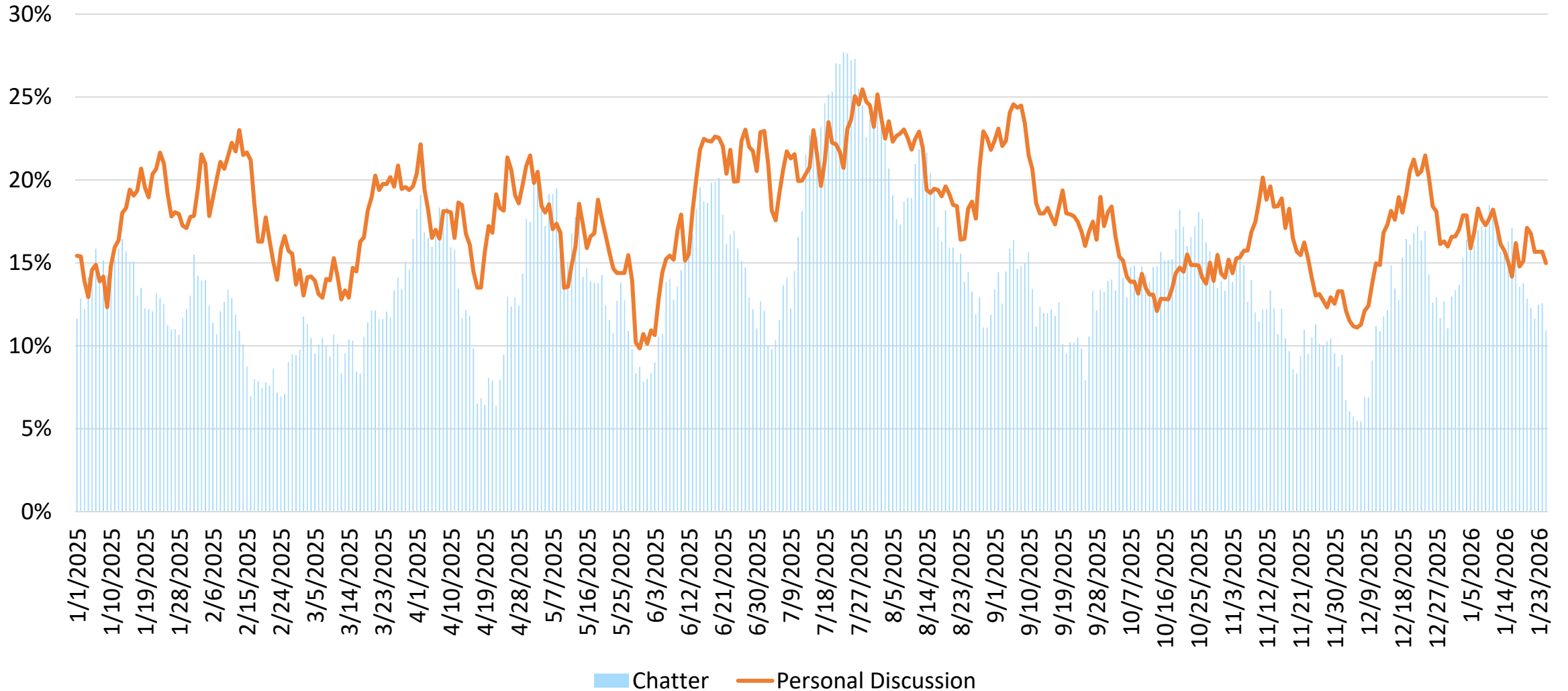


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United States Responsible Travelers Segment Hawai'i Island



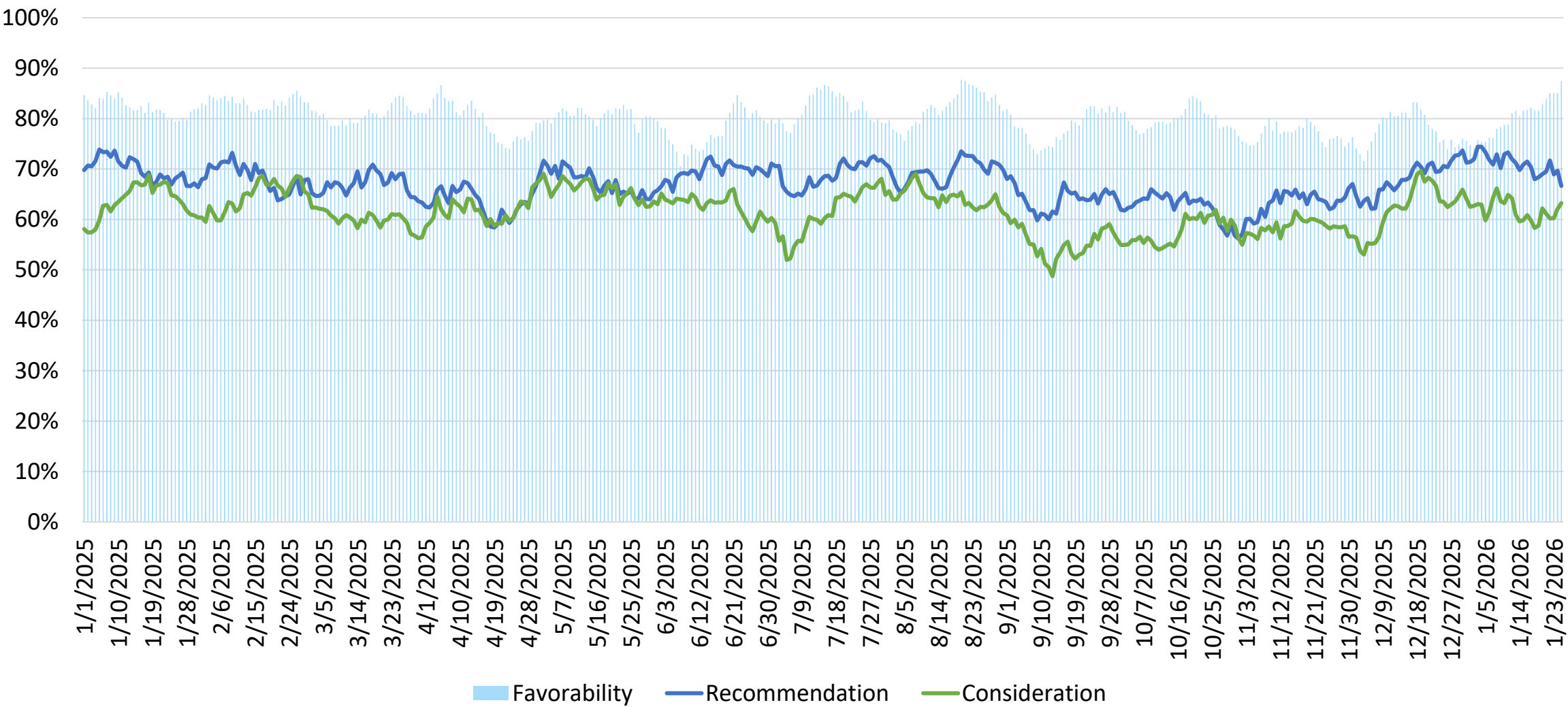
Hawai'i Island – Chatter (Net) and Personal Discussion U.S. Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026

Hawai'i Island – Recommendation, Consideration and Favorability

U.S. Two-Week Moving Average



Source: Vision Insights Data as of January 28, 2026