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HTA Release (21-03)

HTA Releases Results from Special Visitor COVID-19 Study

HONOLULU – The Hawai'i Tourism Authority (HTA) released the results of a special study, which surveyed visitors from the U.S. mainland who visited Hawai'i in the first two weeks of December 2020, to gauge their experience with Hawai'i's Safe Travels program and overall trip satisfaction. Despite challenges for some in the pre-testing process, the vast majority of visitors (85%) rated their trip "Excellent." Ninety-four percent said their trip either exceeded or met their expectations.

Hawai'i's [Safe Travels](#) program allows most passengers arriving from out-of-state and traveling inter-county to bypass the mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a [Trusted Testing Partner](#). The test has to be taken no earlier than 72 hours from the final leg of departure and the negative result must be received before departure to Hawai'i.

Nearly every visitor surveyed was aware of the state's pre-travel testing protocols prior to arrival, and 79 percent of them said the pre-travel testing went smoothly. Among those who indicated they experienced issues with the pre-testing process, almost half (46%) said they felt the 72-hour window for testing was unreasonable, 37 percent encountered difficulty finding a Trusted Testing Partner and 15 percent said their test results did not arrive in time.

Nearly all of the respondents were aware prior to arriving in the islands of the local government mandates in place to prevent the spread of the virus and limited availability or capacity of visitor amenities.

The survey also asked questions regarding the COVID-19 vaccine, Hawai'i's rate of COVID-19 infections as a factor in selecting the destination as a place to visit, and likelihood to return to the islands.

HTA's Tourism Research Division partnered with Anthology Research to conduct the survey, as part of the contract for the Visitor Satisfaction and Activity Study. The online survey was conducted between December 21, 2020 and January 4, 2021. The findings were presented during HTA's Board of Directors meeting on January 28.

The complete Visitor COVID-19 Study is available on HTA's website:
<https://hawaii tourism authority.org/media/6415/hta-visitor-covid-19-study.pdf>

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About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

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