

Vacationland Hawaii Community Association
HTA-L-11-24 Survey Summary
March 31, 2011

QUESTION	RESPONSE
1	Are you a visitor to the Islands, or do you live here in Hawai'i?
	Resident of Hawaii Island 67
	Resident on another island 8
	Part-time resident 19
	Visitor 176
1a	Including yourself, what is the size of your group to the tide pools?
	People 1010
2	What is your Zip Code?
	The zip code or country the visitor was from. Many were reluctant to give zip codes but we got: 11787, 33410, 38225, 49006, 53597, 54904, 60626, 65802, 80550, 81101, 83709, 84321, 85667, 95073, 96720, 96749, 96771, 96778, 97031, 97214, 97232, 97302, 97420, 98028, 98045, 98335, 98368, 99709, and 99801
	Local towns, states and countries provided were: Alaska, Australia, Brazil, California, Canada, Captain Cook, Colorado, Costa Rica, Fern Forest, France, Germany, Hilo, HOVE, HPP, Hawaii, Hawaii, Idaho, India, Japan, Kalapana, Kansas, Kona, Maine, Maryland, Maui, Minnesota, Mt. View, North Carolina, New York, Oahu, Oregon, South Point, Sweden, Switzerland, Tennessee, Texas, Utah, Volcano, Washington, and Wyoming
3	How did you learn about tide pools?
	Brochure 0
	Newspaper 2
	Guidebook 46
	Friends/relatives 125
	Internet 43
	Free publication/magazine 0
	Hotel concierge 7
	Hotel information channel 0
	Vacation rental 37
	Walking/driving by 4
	Poster, signs, banners 0
	Other 21
4	Have you been to the tide pools in previous years?
	Yes
	- How many times 134
	No 141
5	What was the primary reason you came to the tide pools?
	A friend or family member is a resident 14
	The tide pools 202
	Someone recommended it to me 31
	Just happened upon the area 10
	Other, please specify: 14 – own home, evacuated from Kona, or to

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see the dead whale

6	How satisfied are you with the tide pools overall?	
	Very Satisfied - Excellent	247
	Satisfied – Average	19
	Unsatisfied – Disappointed	8
7	What three things did you like the best about the area?	
	sea life	
	snorkeling	
	coral	
8	What could have been improved and how?	
	restrooms built	
	snorkeling maps available	
	pave roads	
9	How likely are you to visit the tide pools in the future?	
	very likely	235
	somewhat likely	14
	not too likely	2
	not at all likely	5
	don't know	3
10	Gender	
	M	163
	F	188
11	Age	
	<18	42
	18-24	49
	25-34	59
	35-44	55
	45-54	57
	55-64	56
	65 or older	66
	refused	7
12	Including this trip, how many times have you been to this island?	
	Times	698
12a	When you come to this island, do you	
	usually come at the same time of year?	22
	always same time	30
	usually same time	7
	time of year varies	18
	don't know	1
13	How likely are you to recommend the tide pools to others?	
	very likely	259

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	somewhat likely	9
	not too likely	2
	not at all likely	4
	don't know	0
14	Including yourself, what is the size of your immediate travel party to this island?	
	People	669
15	How many nights do you plan to spend on this island on this trip?	
	Nights	5006
16	Which of the following statements best describes how the tide pools have impacted your trip?	
	It was one of the highlights of my trip	182
	It was okay; something extra to do	8
	It was nothing to write home about	1
	Too early to tell	1
	don't know	1
17	Where are you staying?	
	Vacation rental	95
	hotel (name)	19
	condo	5
	timeshare	40
	Friends/relatives	18
	own property	14
	Other (specify)	4
18	When did you first hear or know about the tide pools?	
	After coming to Hawai'i	63
	Before coming to Hawai'i	82
	Known about it for a long time	53
19	How important was attending the tide pools to you in deciding to come to this island?	
	The main factor in my decision	3
	One of several factors in my decision	52
	Not a factor in my decision- I would have come anyway	138
20	About how much do you expect to spend on this island on this trip?	
	< \$1000	5
	\$1000 - \$2000	37
	>\$2000	102
21	Are you willing to donate to the community in order to keep the tide pools open to visitors?	
	Yes	46
	No	56