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Southwest Fisheries Center Administrative Report H-83-5

U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE
Southwest Fisheries Center
Honolulu Laboratory
P. O. Box 3830
Honolulu, Hawaii 96812

THE 1976-78 STUDIES OF THE KAILUA-KONA, HAWAII, BILLFISH FISHERY
PART III
CHARTER BOAT PATRONS COMPONENT

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INTRODUCTION

This report is the last of three presenting the major findings of a series of surveys undertaken in 1976-78 on the billfish fisheries in Kailua-Kona, Hawaii. The present report contains information on a survey of charter boat patrons who participated in the Kailua-Kona fishery in 1977. The previous reports (1) presented information on commercial and recreational fishing and charter boat operators.

The surveys were conducted by Research Associates, Inc. under contract to the Southwest Fisheries Center Honolulu Laboratory, National Marine Fisheries Service (NMFS). A personal interview survey of charter boat customers was fielded in the period January through August 1977 and augmented by further surveys in late 1977. This report is a condensed and edited version of the relevant portions of the contract reports submitted by Research Associates'. It complements ongoing research into charter boat fishing in Hawaii being conducted by NMFS and the University of Hawaii, College of Tropical Agriculture.

Additional interviews and data gathering activities in the project included:

1. personal interviews with officials of charter boat associations in Kona;

2. personal interviews with seafood brokers in Kona and Hilo;

3. a followup telephone survey of 100 of the commercial and recreational fishers originally surveyed;

4. a followup mail and telephone survey of 201 of the charter boat customers during January-September 1977 who resided on the mainland U.S.;

5. a statistical projection of records obtained through the Kona Activities Association (a charter boat operators association); and,

6. a review of the complementarity of Hawaii Division of Aquatic Resources catch reports with data obtained from Kona.

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[1]National Marine Fisheries Service. 1982. The 1976-78 studies of the Kailua-Kona, Hawaii, billfish fishery, Part I, commercial/recreational component. Southwest Fish. Cent. Admin. Rep. H-82-3, 22 p. + Appendix. Southwest Fish. Cent., Natl. Mar. Fish. Serv., NOAA, Honolulu, HI 96812.

[2]National Marine Fisheries Service. 1983. The 1976-78 studies of the Kailua-Kona, Hawaii, billfish fishery, Part II, charter boat operators component. Southwest Fish. Cent. Admin. Rep. H-83-4, 13 p. + Appendix. Southwest Fish. Cent., Natl. Mar. Fish. Serv., NOAA, Honolulu, HI 96812.

The information obtained from most of these additional surveys were compiled only into computer-generated tables. Most of the original material is available at the Honolulu Laboratory.

SURVEY RESULTS

Sampling

A personal interview approach was selected to gather the most complete and accurate information from the charter boat patrons as was done for the commercial, recreational, and charter boat operators components. This method offered the opportunity for interviewers to develop rapport with respondents and reassure them about the goals of the study and the confidentiality of the information gathered. Research Associates' utilized charter boat operators and professional interviewers to undertake the survey.

Interviews were stratified into five components: out-of-state visitors (on tour or traveling independently), State of Hawaii residents (tour or independent), and County of Hawaii residents. This report only provides information on the out-of-state charter boat customers.

Results

Questions were reported for five areas of interest: reasons for traveling to Kailua-Kona (Island of Hawaii) and for going deep-sea fishing, relationship of the visit to Kailua-Kona to the tourist's entire vacation in the Hawaii, expenditures on deep-sea fishing, general travel expenditures, and demographics. The following tables from the report by Research Associates record the responses to these questions. References to "Big Island" in the following tables are to the Island of Hawaii (Hawaii County).

SAMPLE
DISTRIBUTION

Month	Out-of-State Visitor		
	Total	Tour	Independent
January	12%	6%	14%
February	44	29	50
March	8	6	10
April	2	-	2
May	3	12	-
June	12	18	10
July	14	24	10
August	5	6	5
BASE: Total Respondents	(59)	(17)	(42)

Q. When did you first consider going deep-sea fishing here in Kona? I'll read you some choices.

	Out-of-State Visitor		
	Total	Tour	Independent
Before leaving the Mainland or country of residence	63%	59%	64%
After arrival in Kona	29	35	26
After arrival on another island in Hawaii	7	6	7
No response	2	-	2
BASE: Total Respondents	(59)	(17)	(42)

Q. Now I'd like you to assign some percentages to the importance of your deep-sea fishing trip to your visit. Deep-sea fishing would have a very high percentage of importance, for example, if you came to Kona strictly to go deep-sea fishing. You should assign a low percentage importance if this fishing trip was incidental to your visit here. Okay, what percentage importance did this deep-sea fishing trip have on:

	AVERAGE PERCENTAGE		
	Out-of-State Visitor		
	Total	Tour	Independent
Your decision to visit the Big Island	66%	72%	64%
Your decision to visit the State of Hawaii	42	40	42
BASE: Respondents who considered going deep-sea fishing prior to arrival in Kona	(42)	(11)	(31)

Q. How many people on this fishing trip, including yourself, belong to your immediate travel party?

Response	Out-of-State Visitor		
	Total	Tour	Independent
One	44%	53%	40%
Two	36	41	33
Three	3	--	5
Four	8	6	10
Five	5	-	7
Six	2	-	2
No response	2	-	2
Average number of persons	1.9	1.6	2.1
BASE: Total Respondents	(59)	(17)	(42)

Q. Was there anyone in your immediate travel party who did not go fishing on this trip with you?

Response	Out-of-State Visitor		
	Total	Tour	Independent
No	41%	47%	38%
Yes	59	53	62
Number who did not go fishing:			
One	34%	47%	29%
Two	14	-	19
Three	8	6	10
Four or more	3	-	5
Average number	1.0	.6	1.2
BASE: Total Respondents	(59)	(17)	(42)

Q. Have you already gone on other deep-sea fishing trips in Kona during this visit?

Response	Out-of State Visitor		
	Total	Tour	Independent
No	92%	94%	90%
Yes	8	6	10
BASE: Total Respondents	(59)	(17)	(42)

Q. Do you plan to go deep-sea fishing again on this visit to Kona?

Response	Out-of-State Visitor		
	Total	Tour	Independent
No	81%	88%	79%
Yes	17	6	21
Don't know/undecided	2	6	-
Average number total fishing trips taken (including this fishing trip)	1.8	1.2	2.0
BASE: Total Respondents	(59)	(17)	(42)

IMAGE RATINGS

	- MEAN RATINGS -		
	Out-of-State Visitor		
	Total	Tour	Independent
Importance of deep-sea fishing as a vacation/leisure activity	6.7	6.7	6.7
Deep-sea fishing in Hawaii as compared to other places	7.1	6.9	7.2
Rating of deep-sea fishing relative to other activities for visitors on Big Island	7.6	7.7	7.5
Rating of deep-sea fishing relative to other activities for visitors in State of Hawaii	6.6	6.2	6.7
BASE: Total Respondents	(59)	(17)	(42)

Response ranked on a scale of 1 to 10.

Q. What other islands have you visited so far on this trip to Hawaii?
What other islands do you intend to visit on this trip?
How many nights did you stay/do you plan to stay on that island?

Islands Visited	Out-of-State Visitor Total	Tour	Independent
Oahu			
Travel party visited Oahu	88%	94%	71%
Average # nights spent	3.9	3.8	4.2
Maui			
Travel party visited Maui	63%	82%	45%
Average # nights spent	3.8	4.7	2.5
Kauai			
Travel party visited Kauai	48%	71%	31%
Average # nights spent	3.2	3.8	2.6
Molokai			
Travel party visited Molokai	4%	-	5%
Average # nights spent	1.5	-	1.5
BASE: Total Respondents	(59)	(17)	(42)

Q. Is this your first visit to the State of Hawaii, or have you been here before?

Response	Out-of-State Visitor Total	Tour	Independent
First Visit	54%	94%	38%
Repeat Visit	44	6	60
No response	2	-	2
BASE: Total Respondents	(59)	(17)	(42)

Q. Aside from this trip, how many visits have you made to the State of Hawaii?

	Out-of-State Visitor Total	Tour	Independent
Average number visits to the State of Hawaii	4.7	1.0	4.8
BASE: Repeat Visitors	(26)	(1)	(25)

Q. And how many times did that include a visit to the Big Island?

Response	Out-of-State Visitor Total	Tour	Independent
None	28%	100%	25%
Average number visits:	2.9	-	2.9
BASE: Repeat Visitors	(26)	(1)	(25)

Q. How many times before this visit have you gone fishing here in Kona?

Response	Percent
None	78%
Average number of trips:	3.0
BASE: Repeat visitors who have visited Big Island previously	(18)

Q. When do you plan to next visit the State of Hawaii?

Response	Out-of-State Visitor		
	Total	Tour	Independent
Don't know/undecided	41%	59%	33%
Don't plan to visit again	2	6	-
1977/within the year	12	-	17
1978	14	-	19
In two years	12	6	14
Two to three years or more	19	29	14
No response	2	-	2
BASE: Total Respondents	(59)	(17)	(42)

Q. Will your next visit include a trip to this island?

Response	Out-of-State Visitor		
	Total	Tour	Independent
Yes	51%	41%	55%
No	2	-	2
Maybe	5	-	7
Don't know/undecided	42	59	36
BASE: Total Respondents	(59)	(17)	(42)

Q. Will you go deep-sea fishing here on your next visit to the Big Island?

Response	Out-of-State Visitor		
	Total	Tour	Independent
Yes	49%	47%	50%
No	2	-	2
Maybe	8	-	12
Don't know/undecided	41	53	36
BASE: Total Respondents	(59)	(17)	(42)

Q. We'd like to get an idea of the expenditures made by all the people in your immediate travel party for this particular fishing trip. I'll read you a list of expense items. I'd like you to tell me the amount of money you or other people in your travel party spent on each item for your fishing trip today. Don't forget to include all amounts spent in the form of cash, check, or credit card.

	Out-of-State Visitor		
	Total	Tour	Independent
Rental Fee to Charter-Boat Operator			
Average fee paid	$110	$114	$99
Transportation from lodging to boat and return			
No expenditure	93%	88%	95%
Average expenditure (total)	$0.40	$0.47	$0.37
Average expenditure (among those making an expenditure)	$5.85	$4.00	$7.70
Food and Beverage intended for consumption on fishing trip			
No expenditure	29%	47%	21%
Average expenditure (total)	$4.18	$2.77	$4.75
Average expenditure (among those making an expenditure)	$5.87	$5.23	$6.05
Special Fishing Tackle			
No expenditure	2%	6%	-
Average expenditure (total)	$0.10*	$0.35*	-*
Average expenditure (among those making an expenditure)	$6.00*	$6.00*	-*

*Single response

Special apparel, such as hats, gloves, etc.	Out-of-State Visitor		
	Total	Tour	Independent
No expenditure	88%	100%	59%
Average expenditure (total)	$1.12	-	$1.57
Average expenditure (among those making an expenditure)	$9.43	-	$9.43
Sundry items, such as suntan lotion, seasick pills, photo supplies			
No expenditure	81%	94%	76%
Average expenditure (total)	$1.27	$0.06	$1.76
Average expenditure (among those making an expenditure)	$6.82	$1.00*	$7.40
Other fishing related expenses			
No expenditure	98%	100%	98%
Average expenditure (total)	$0.08	-	$0.12
Average expenditure (among those making an expenditure)	$6.00*	-	$6.00*
BASE: Total respondents	(59)	(17)	(42)

*Single response

Q. (ASKED IF RESPONDENT HAD TAKEN ON PLANNED TO TAKE OTHER FISHING TRIPS) On these other trips, would you say that your expenses for the charter fishing trip(s) were/will be:

Response	Out-of-State Visitor		
	Total	Tour	Independent
About the same as those today	85%	50%	91%
Don't know/no response	15	50%	9
BASE: Respondents who had taken previous trips/planned to take future trips	(13)	(2)	(11)

DURATION OF BIG ISLAND STAY

	Out-of-State Visitor		
	Total	Tour	Independent
Average number of days spent in Kona on visit	6.9	2.9	8.5
Average number of nights spent in Kona on visit	6.4	2.9	7.9
Average number days spent elsewhere on Big Island	.5	.6	.5
Average number nights spent elsewhere on Big Island	.4	.5	.4
BASE: Total Respondents	(59)	(17)	(42)

FOOD AND BEVERAGE EXPENDITURES

	Out-of-State Visitor		
	Total	Tour	Independent
Breakfast			
No expenditure	20%	41%	13%
Average expenditure (total)	$6.16	$4.88	$6.70
Average expenditure (among those making an expenditure)	$7.73	$7.80	$7.71
Lunch			
No expenditure	5%	6%	5%
Average expenditure (total)	$9.95	$8.59	$10.57
Average expenditure (among those making an expenditure)	$10.53	$9.13	$11.15
Dinner			
No expenditure	15%	29%	8%
Average expenditure (total)	$24.96	$14.42	$29.82
Average expenditure (among those making an expenditure)	$29.21	$20.00	$32.37
Snacks			
No expenditure	40%	59%	32%
Average expenditure (total)	$3.76	$1.18	$4.92
Average expenditure (among those making an expenditure)	$4.81	$2.00	$7.19
BASE: Total Respondents	(59)	(17)	(42)

OTHER EXPENDITURES

	Out-of-State-Visitor		
Lodging	Total	Tour	Independent
No expenditure	36%	94%	11%
Average expenditure (total)	$29.66	$1.12*	$42.43
Average expenditure (among those making an expenditure)	$46.61	$19.00*	$47.43
Entertainment and Sightseeing			
No expenditure	89%	94%	87%
Average expenditure (total)	$2.27	$0.59	$3.03
Average expenditure (among those making an expenditure)	$20.83	$10.00*	$23.00
Car Rental Including Gas			
No expenditure	55%	94%	37%
Average expenditure (total)	$9.11	$1.18	$12.66
Average expenditure (among those making an expenditure)	$20.04	$20.00*	$20.04
Other transportation			
No expenditure	93%	100%	92%
Average expenditure (total)	$0.93	-	$1.33
Average expenditure (among those making an expenditure)	$13.00	-	$13.00
Tips to airport/hotel personnel			
No expenditure	40%	35%	42%
Average expenditure (total)	$2.15	$1.53	$2.42
Average expenditure (among those making an expenditure)	$5.36	$4.33	$5.75

(Continued)

	Out-of-State Visitor		
Gifts, souvenirs	Total	Tour	Independent
No expenditure	53%	65%	47%
Average expenditure (total)	$28.65	$15.65	$34.47
Average expenditure (among those making an expenditure)	$60.62	$44.33	$65.50
Clothing			
No expenditure	71%	82%	66%
Average expenditure (total)	$13.04	$8.94	$14.87
Average expenditure (among those making an expenditure)	$44.81	$50.67	$43.46
Sundry items such as film, suntan lotion, health aids			
No expenditure	62%	55%	76%
Average expenditure (total)	$3.27	$0.47	$4.53
Average expenditure (among those making an expenditure)	$8.57	$2.00	$10.12
Other expenditures			
No other expenditures	75%	71%	76%
Average expenditure (total)	$5.60	$8.24	$4.42
Average expenditure (among those making an expenditure)	$22.00	$28.00	$18.67
BASE: Total Respondents	(59)	(17)	(42)

*Single response.

Q. Would you say that your expenditures of yesterday were typical of your average daily expenditures (or expected expenditures) while on the Big Island?

Response	Out-of-State Visitor		
	Total	Tour	Independent
Yes	83%	94%	79%
No	15	6	19
No response	2	-	2
BASE: Total Respondents	(59)	(17)	(42)

Q. Were your expenditures yesterday more or less than your past or anticipated daily expenditures during this stay on the Big Island?

Response	Out-of-State Visitor		
	Total	Tour	Independent
More	22%	-	25%
Less	78	100%	75
BASE: Respondents whose previous day's expenditures were not typical of average daily expenditures.	(9)	(1)	(8)

Q. Was your airfare or SeaFlite fare to and from this island included with your round-trip Hawaii tickets? (Not asked of Tour Travelers)

Response	Percent
Yes	71%
No	19
Flew direct	7
No response	3
BASE: Independent travelers	(42)

Q. How much have you spent or do you expect to spend on airfare or SeaFlite trips to and from this island for everyone in your travel party?

Average expenditure for airfare or SeaFlite	$81.38
BASE: Respondents whose fare was not included in round-trip Hawaii fare	(8)

Q. How much was spent altogether for airfare for your travel party's round-trip tickets to and from the State of Hawaii?

Average expenditure for round-trip tickets per travel party	$1,334.95

Q. How many people age 12 and over did this cover?

Response	Percent
One	5%
Two	52
Three	10
Four	21
Five	10
Six	2
BASE: Independent travelers	(42)

Q. How many children under 12?

Response	Percent
None	86%
One	7
Two	7
BASE: Independent travelers	(42)

Average number of passengers per travel party (children under 12 counted at ½ fare rate)	3.0

Q. What was the total price of your tour package for your trip to Hawaii?

	Average price of tour package	$1815.13
	Average number of persons included in package	2.1
BASE:	Tour Travelers	(17)

OTHER EXPENSES INCLUDED IN PACKAGE

Charter Fishing Trip in Kona	Percent
Included in package	6%
Not included in package	94
Airfares	
All airfares included in package	100%
Meals in Kona	
Meals included in package	24%
No meals included	76
Sightseeing Tours	
Sightseeing tour in Kona included	41%
No sightseeing included	59
BASE: Tour Travelers	(17)

Q. Well, we've asked you some detailed questions about your expenditures for fishing and your visit to this island. Now I'd like you to consider the expenses you've incurred or plan to incur for your visits to any other islands on this trip. What proportion of your total expenses does your visit to Kona represent? (ASKED ONLY OF INDEPENDENT TRAVELERS)

Average proportion of total expenses represented by Kona visit:	53%
BASE: Independent travelers	(42)

TIPS PAID AND FISH MOUNT COSTS

Tips paid to charter-boat operator and crew	Out-of-State Visitor		
	Total	Tour	Independent
No tip paid	80%	82%	79%
Average tip paid (total)	$2.79	$0.82	$3.58
Average tip paid (among those paying a tip)	$13.71	$4.67	$16.72
Fish mounting costs			
No fish mounting costs	92%	82%	95%
Average fish mount cost (total)	$21.03	$54.82	$7.36
Average fish mount cost (among those paying)	$248.20	$310.67	$154.50
BASE: Total Respondents	(59)	(17)	(42)

DEMOGRAPHICS

	Out-of-State Visitor		
Sex of Respondent	Total	Tour	Independent
Male	98%	100%	98%
Female	2	--	2
Age of Respondent			
18-24	7%	18%	2%
25-34	14	6	17
35-44	22	6	29
45-54	32	47	26
55-64	17	12	19
65 or over	7	6	7
Refused/no response	2	6	--
Median age:	46.8	48.0	45.9
Occupation of family breadwinner			
Professional/managerial	22%	12%	26%
Sales/clerical	22	24	21
Blue Collar	39	47	36
Retired	8	6	10
Other	2	6	--
Refused/no response	7	6	7
Annual Income			
$15,000 to $20,000	5%	12%	2%
$20,000 to $30,000	7	12	5
$30,000 to $40,000	3	--	5
More than $40,000	25	6	33
Refused/no response	59	71	55

	Out-of-State Visitor		
Full-Day or Half-Day Charter	Total	Tour	Independent
Full Day	63%	47%	69%
Half Day	36	47	31
No response	2	6	-
Number of Males in Travel Party			
One	69%	100%	57%
Two	19	-	26
Three	10	-	14
Five	2	-	2
Number of Females in Travel Party			
One	59%	94%	45%
Two	25	-	36
Three	10	6	12
Fish Caught			
Did not catch any fish	63%	71%	60%
Caught fish	37	29	40
Average number fish caught by those catching	1.6	1.7	1.5
BASE: Total Respondents	(59)	(17)	(42)

CHARTER FISHING VISITOR
SURVEY SCREENING SHEET

An important research project is presently being conducted here on the Kona Coast for the National Marine Fisheries Service, and your help in the project would be greatly appreciated.

The Fisheries Service is trying to help our industry by learning more about the social and economic value of commercial and sport fishing. To accomplish this, interviews have already been conducted with charter boat crews and other local fishermen. Now, visitors and local people who charter boats are being interviewed in regard to their reasons for fishing in Kona and their expenditures while here. I'd like to take a few minutes now to ask you about these things.....

A. First, may I ask where you're from?

( ) Mainland U.S. (SPECIFY STATE _____) → Administer Out-Of-State Visitor Form

( ) Canada (SPECIFY PROVINCE _____) → Administer Out-Of-State Visitor Form

( ) Outside U.S. (SPECIFY COUNTRY _____) → Administer Out-Of-State Visitor Form

( ) Hawaii -- Another Island (SPECIFY) _____ → Administer Other Island/Oahu Resident Form

( ) Big Island → Administer Big Island Form

B. (ASK EVERYONE EXCEPT BIG ISLAND RESIDENTS)
Have your arrangements for this trip to Hawaii been made:

( ) Independently (ADMINISTER INDEPENDENT FORM)

( ) Through a group tour or package plan (ADMINISTER PACKAGE PLAN/ TOUR FORM)

OUT-OF-STATE VISITOR QUESTIONNAIRE

INDEPENDENT FORM

INTERVIEWER NAME _____

BOAT NAME _____

DATE _____

LOCATION _____

RESPONDENT NAME _____

HOME ADDRESS OF RESPONDENT

_____

_____

OUT-OF-STATE VISITOR QUESTIONNAIRE
INDEPENDENT FORM

Q.1 When did you first consider going deep sea fishing here in Kona? I'll read you some choices.

(___) Before leaving the Mainland or your country of residence.
(___) After arrival on another island in Hawaii (SPECIFY ISLAND _____)
(___) After arrival on some other location of the Big Island.
(___) After arrival in Kona. (SKIP TO Q.3)

Q.2 Now I'd like you to assign some percentages to the importance of your deep sea fishing trip to your visit. Deep sea fishing would have a very high percentage importance, for example, if you came to Kona strictly to go deep sea fishing. You should assign a low percentage importance if this fishing trip was incidental to your visit here. Okay, what percentage importance did this deep sea fishing trip have on:

	% Importance
a) Your decision to visit the State of Hawaii	_____
b) Your decision to visit the Big Island	_____

Q.3 How many people on this fishing trip, including yourself, belong to your immediate travel party?

_____

Q.4 Was there anyone in your immediate travel party who did not go fishing on this trip with you?

(___) Yes (ASK....) How many? _____
(___) No

Q.5 We'd like to get an idea of the expenditures made by all the people in your immediate travel party for this particular fishing trip. I'll read you a list of expense items. I'd like you to tell me the amount of money you or other people in your travel party spent on each item for your fishing trip today. Don't forget to include all amounts spent in the form of cash, check, or credit card.

TYPE OF EXPENDITURE	TOTAL SPENT BY MYSELF AND OTHERS IN MY TRAVEL PARTY
Rental fee paid to charter boat operator	$
Transportation from lodging to boat (if any)	$
Transportation from boat back to lodging (if any)	$
Food and beverages intended for consumption on fishing trip	$
Special fishing tackle	$
Special apparel, such as hats, gloves, etc.	$
Sundry items, such as suntan lotion, seasick pills, or photo supplies	$
Other fishing-related expenses (SPECIFY) _____ _____	$

Q.6 Have you already gone on other deep sea fishing trips in Kona during this visit?

( ) No (SKIP TO Q.7)
( ) Yes

Q.6a. How many times was that? _____

Q.7 Do you plan to go deep sea fishing again on this visit to Kona?

( ) No (SKIP TO Q.8)
( ) Yes

Q.7a. How many times will that be? _____

Q.8 (ASK IF RESPONDENT HAS TAKEN OR PLANS TO TAKE OTHER FISHING TRIPS) On these other trips, would you say that your expenses for the charter fishing trip(s) were/will be:

( ) about the same as those of today
( ) more than those of today (HOW MUCH MORE? _____)
( ) less than those of today (HOW MUCH LESS? _____)

Q.8a. Can you explain why your expenses(were/will be) (more/less) than those of today?

		Days	Nights
Q.9	What is the total number of days and nights you've spent so far in Kona?		
Q.9a.	How many more days and nights do you plan to stay in Kona?		
Q.10	How many days and nights have you spent so far elsewhere on the Big Island?		
Q.10a	How many more days and nights do you plan to stay elsewhere on the Big Island?		

Q.11 (ASK THOSE WHO SPENT ALL OF YESTERDAY ON BIG ISLAND.) We're trying to get an idea of how much money in the form of cash, check, or credit card was spent yesterday here on the Big Island by everyone in your travel party. I'll read you another list of expenses which I'd like you to recall. For some items, such as lodging or car rental, you may have trouble recalling how much you spent yesterday, but know how much the item cost altogether. Just be sure to indicate that you are giving a "total" expense.

Q.11 (continued)

TYPE OF EXPENDITURE		TOTAL SPENT ON BIG ISLAND YESTERDAY BY MYSELF AND OTHERS IN TRAVEL PARTY
Food and beverages, including tips		
	Breakfast	$
	Lunch	$
	Dinner	$
	Snacks	$
Lodging (SPECIFY TYPE) ( ) Hotel/Motel ( ) Friend or relative ( ) Condominium ( ) Other		$
Entertainment and Sightseeing Tours		$
Car rental, including gas (SPECIFY # DAYS I WILL RENT) _____		$
Other transportation, such as taxi, bus, and parking		$
Tips to airport and/or hotel personnel		$
Gifts, souvenirs		$
Clothing		$
Sundry items, such as film, suntan lotion, health and beauty aids		$
Any other expenditures (SPECIFY) _____ _____		$

Q.12 Would you say that your expenditures of yesterday were typical of your average daily expenditures (or expected expenditures) while on the Big Island?

( ) Yes (SKIP TO Q.13)

( ) No

Q.12a. Were your expenditures yesterday more or less than your past or anticipated daily expenditures during this stay on the Big Island?

( ) More --- (ASK) How much more? _____

( ) Less --- (ASK) How much less? _____

Q.12b. Can you explain why yesterday's expenses were (more/less) than your expenses on an average day on this island?

Q.13 Was your airfare or SeaFlite fare to and from this island included with your round trip Hawaii tickets?

( ) Yes (SKIP TO Q.14)

( ) No

Q.13a. How much have you spent or do you expect to spend on airfare or SeaFlite trips to and from this island for everyone in your travel party?

$ _____

Q.13b. How about any airfare or SeaFlite fare for other travel between islands here in Hawaii?

Q.14 How much was spent altogether for airfare for your travel party's round trip tickets to and from the State of Hawaii?

$ _____

Q.14a. How many people age 12 and over did this cover? _____

Q.14b. How many children under 12? _____

Q.15 What other islands have you visited so far on this trip to Hawaii?

Q.16 What other islands lo you intend to visit on this trip?

Q.17 (FOR EACH ISLAND, ASK) How many nights did you stay/do you plan to stay on that island?

Island	Already Visited	Plan to Visit	Number of Nights
Oahu	(___)	(___)	_____
Maui	(___)	(___)	_____
Kauai	(___)	(___)	_____
Molokai	(___)	(___)	_____

Q.18 Well, we've asked you some detailed quesitons about your expenditures for fishing and your visit to this island. Now I'd like you to consider the expenses you've incurred or plan to incur for your visits to any other islands on this trip. What proportion of your total expenses does your visit to Kona represent?

_____ percent

Q.19 Is this your first visit to the State of Hawaii, or have you been here before?

(___) first visit (SKIP TO Q.20)
(___) repeat visit

Q.19a. Aside from this trip, how many visits have you made to the State of Hawaii?

_____

Q.19b. And how many times did that include a visit to the Big Island?

_____

Q.19c. (IF "b" IS ONE OR MORE, ASK) How many times before this visit have you gone fishing here in Kona?

_____

Q.20 When do you plan to next visit the State of Hawaii?

_____

(IF PLAN TO RETURN, ASK)

Q.20a. Will your next visit include a trip to this island?

(___) Yes (___) Maybe
(___) No (SKIP TO Q.21)

Q.20b. Will you go deep sea fishing here on your next visit to the Big Island?

(___) Yes (___) Maybe
(___) No

Q.21 We'd also like to know how you feel about sport fishing in general. How would you rate deep sea fishing on a scale of 1 to 10 in terms of its importance to you as a vacation/leisure activity? You should give it a high rating if sport fishing is very important to you and a low rating if it has little importance as a vacation/leisure time activity.

1 2 3 4 5 6 7 8 9 10

Q.22 Again, on a scale of 1 to 10, how would you rate deep sea fishing in Hawaii compared to fishing in other places you may have visited or have heard about?

1 2 3 4 5 6 7 8 9 10

Q.23 How would you rate deep sea fishing in Kona on a scale of 1 to 10 relative to:

Other activities for visitors here on this island	1	2	3	4	5	6	7	8	9	10
Other activities for visitors in the State of Hawaii	1	2	3	4	5	6	7	8	9	10

We need to ask you some questions about yourself so that we can accurately describe our sample for statistical purposes.

Q.24 How many males are included in your travel party? _____

Q.25 How many females? _____

Q.26 Please tell me which of the following categories includes your age:

(___) 18 - 24 years
(___) 25 - 34 years
(___) 35 - 44 years
(___) 45 - 54 years
(___) 55 - 64 years
(___) 65 years and over
(___) Refused

Q.27 What is the occupation of your primary family breadwinner?

_____

Q.28 Is your yearly household income before taxes:

(___) Under $20,000 → (___) Over $15,000 / (___) Under $15,000

is that

(___) Over $20,000 → (___) Over $30,000 → (___) Over $40,000 / (___) Under $40,000
(___) Under $30,000

My supervisor at Research Associates wants to verify a portion of my work by re-contacting people who have been interviewed. They will be sending postcards to respondents after arrival back on the Mainland. Your participation is, of course, confidential.

May I have your home address in case my supervisors wish to verify this interview? (RECORD NAME AND ADDRESS ON COVER SHEET)

THANK YOU VERY MUCH!!!!!!

TO BE RECORDED BY INTERVIEWER:

A. Sex of Respondent

(___) Male
(___) Female

B. Type of fishing trip

(___) Full-day
(___) Half-day

C. Did anyone in the travel party catch a fish?

(___) Yes --- How many?_____
(___) No

D. Total tips paid to charter boat operator and crew:

$ _____

E. (IF APPLICABLE) Total fish mounting costs:

$ _____

F. OTHER COMMENTS: