

Omnitrak Researchers Rank Community First in Tourism Business Future

Adapts Strategic Research As Today's Cities, Destinations Shift to Mobility, Sustainable Growth

*New "Trust" Rules Rebuild Balance in Study of Resident Attitudes, Visitor Values,
Attracting Holistic Quality of Life*



L to R: Chris Kam, Omnitrak President and COO (from Omnitrak); City life in Houston (Photo credit: Image by @araza123) <https://flic.kr/p/c7neAh>; Houston visitors (from Houston photo library).

HONOLULU, Hawaii (October 25, 2021)—Since 2009, Omnitrak, a leading strategic research firm, has been exploring the **emotional connection** between communities and consumers, examining **trust** in businesses and travel destinations through a program called BrandHeart™. Early aspects of BrandHeart™ influenced Omnitrak's respected Resident Sentiment Surveys conducted in Hawaii, Nevada and Guam.

"This has given us a long view—historic memory along with the modern response of building a future strategy, said Patricia M. Loui, Omnitrak Chairperson and Chief Executive Officer. We are up close to the **selfie, the pandemic and the millennial mindset** and what that means to the future of destinations that want to attract thoughtful visitors who will stay awhile, the brightest minds as future, and next-generation residents in a truly mobile universe as well as embracing wellness as a community way of life. We are looking more deeply and differently to accommodate this paradoxical zeitgeist—examining, questioning, and gathering on different platforms, traditional to TikTok."

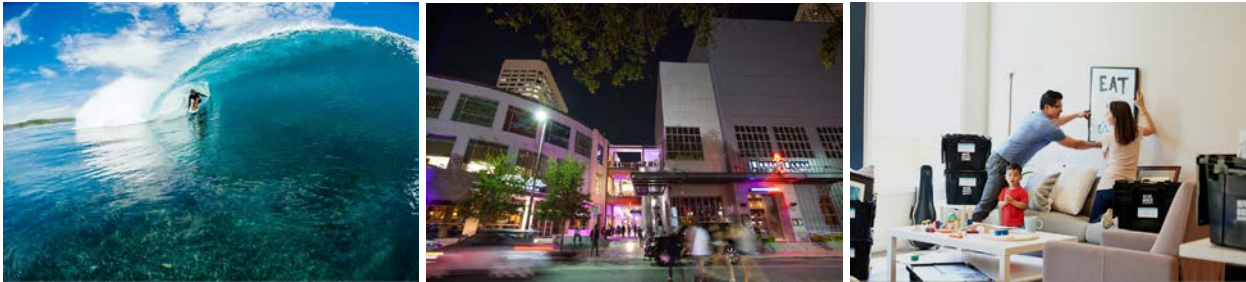
Omnitrak's new suite of research tools provides insight and anticipation of predictive behavior in today's fast-changing markets, from benchmarking against competitive regions to tapping into the restless mindsets of Gen X and Gen Z as travelers and new residents. This research also integrates Omnitrak's proprietary and updated BrandHeart™ brand-equity model to understand what's needed to further emotional bonds—an important factor in building a trusted relationship—as cities and destinations evolve in the new world of extreme mobile travelers and stable residents.

Research Tool #1: Omnitrak's Custom Resident Sentiment Survey (RSS) Tests the Present for the Future
Omnitrak's RSS findings in Hawai'i (the most watched state in the U.S. for tourism/community issues) helped shape the Destination Management Action Plan community programs on each island, just as other destinations such as Venice have created new environments for visitors in other parts of Italy. "This is a natural evolution," said Chris Kam, Omnitrak's President and COO. "Everywhere, tourism's initial appeal was its ease and the dream opportunity of entering as an hourly wage employee and rising to a corner suite. We thought it left little eco-prints and there were just three partners: the travel industry, consumer and government. Now, as resident communities become a centerpiece of future travel decisions and consideration, trust is even more important in these new and complex relationships."

The Omnitrak RSS, customized to each destination, is based on the **Omnitrak core belief: a happy place to live is a happy place to visit.**

Resident sentiment plays a major role in striking a balance with economic growth and sustainability, helping leaders to address community concerns about housing prices, traffic, pollution and other issues while supporting vital jobs, payrolls and tax revenues.

Resident input helps the state build forward-looking managed tourism initiatives that educate visitors on local values, helping them care about the sustainability of the land and culture.



L to R: Visitor and local surfers share a wave (Photo by [BEN SELWAY](#) on [Unsplash](#)); Houston shopping (Photo from Houston photo library); The millennial generation setting up new homes.(Photo by [HiveBoxx](#) on [Unsplash](#))

Research Tool #2: Omnitrak Quality of Place

Omnitrak Quality of Place helps cities and destinations build their brand by analyzing factors ranging from climate, housing, job markets and safety to business environment, recreation and transportation. The custom surveys measure both resident and non-resident perceptions via a quality-of-life index, which is integrated with perceptions of the area as a place to live, work, play, study and visit.

A city that wants to be known as a world-class business location and a great place to visit, or to identify issues and attract new and keep local millennials in their real-estate buying prime, can use Omnitrak’s new QOP tool to accurately gauge the way forward. “This insight can help a city appeal to skilled residents and investments as Americans seek out areas with a high Quality of Place for themselves and their families,” Kam said. “Quality of Place takes a metro area’s branding to the next level—it goes beyond visitors’ perspectives to assess the values of a place and what they stand for.”

With more than 35 years’ experience in research and advisory services, Omnitrak specializes in travel intelligence, market engagement, brand-building and product development. The company’s syndicated TravelTrak America™ survey, one of the world’s largest profiling programs, reaches thousands of U.S. households every month and has talked with more than a million travelers in the last five years.

“Omnitrak has created data-driven solutions for clients over nearly four decades of economic cycles, business trends, social shifts and changing consumer tastes,” Loui said. “The pandemic has created a new consumer mindset and these tools can help a destination adapt--building trust through collaboration.”

About Omnitrak

Omnitrak, founded in Honolulu, Hawaii in 1981, is a leading strategic research firm with a strong presence in the consumer, travel and retail sectors in North America and Asia. Omnitrak works with some of North America’s largest state tourism offices, which subscribe to the company’s Traveltrak America™ monthly tracking study of U.S. trips. The company serves a broad array of public- and private-sector clients, helping to grow their markets, develop new products and increase brand loyalty. For more information, visit www.omnitrakgroup.com.

Suggested Interview Topics: with Omnitrak’s Chris Kam, President and COO can include research findings on mobility and community, diversity and inclusivity in tourism and the resident, questions a reporter would like added to Omnitrak surveys, how to make a city appeal to millennials, Hawaii and other destinations; nature and city living, the new community table.

Past Press Releases:

- Generation X Travelers to Lead Travel Industry's Pandemic Recovery in 2021: Omnitrak:
<https://www.dropbox.com/s/4ork10mtcnou6sq/Omnitrak%20Compass%E2%84%A2%20Press%20Release.pdf?dl=0>
- COVID-19 Concerns Rattle U.S. Travelers, but Nearly Half Plan to Travel in the Next Six Months:
Omnitrak:
<https://www.dropbox.com/s/4ork10mtcnou6sq/Omnitrak%20Compass%E2%84%A2%20Press%20Release.pdf?dl=0>

Omnitrak In the News:

- **SKIFT**, "Hawaii Tourism Greeted With About-Face: 70 Percent of Residents Now Support":
<https://skift.com/2021/06/29/hawaii-tourism-greeted-with-about-face-70-percent-of-residents-now-support/>
- **Forbes**, "Thinking Of A Trip To Hawai'i? Book Now Before It's Too Late":
<https://www.forbes.com/sites/margiegoldsmith/2021/07/01/thinking-of-a-trip-to-hawaii-book-now-before-its-too-late/?sh=2b9ba95b328c>

Omnitrak Assets & Research:

- **Omnitrak Breaking News - YouTube**
<https://www.youtube.com/watch?v=gXuutvAZVe8>

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