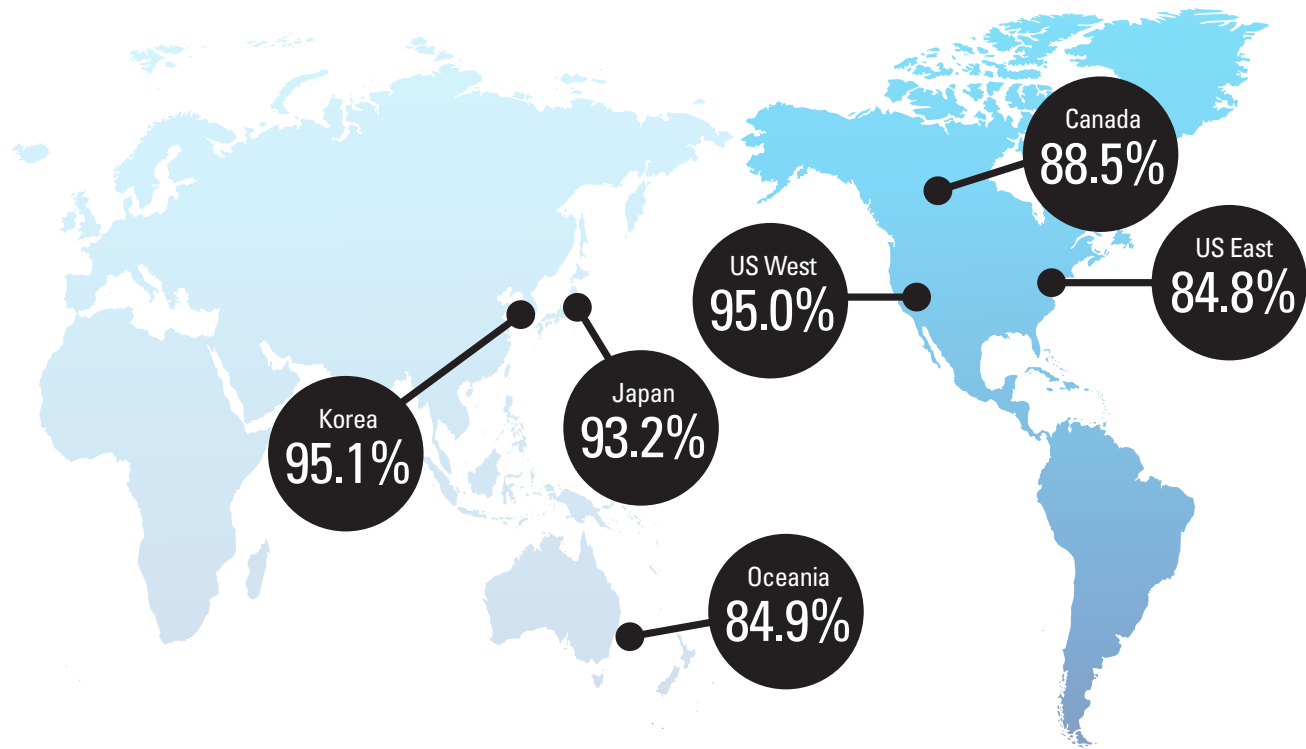


VISITORS WHO SAY THEY ARE
**“VERY LIKELY
TO RETURN”** ✓
TO HAWAI’I IN THE
NEXT 5 YEARS



COVID-19 TRAVEL RESTRICTIONS

Most international visitor markets have relaxed travel restrictions and quarantine requirements by the third quarter of 2022. Direct air service to Hawai’i from Japan, Korea and Oceania are slowly coming back. There have been no direct flights from China since service ended in February 2020. Resumption of additional flights from Japan, Korea, and Oceania enabled a sufficient number of survey responses from these visitor markets, and the results are included in the Visitor Satisfaction report for the first time since Quarter 1, 2020. Surveys collected from Chinese respondents are too limited to report.

U.S. West	1,641 completed surveys, +/- 2.42% margin of error*	Japan	113 completed surveys, +/- 9.22% margin of error*
U.S. East	1,737 completed surveys, +/- 2.35% margin of error*	Korea	190 completed surveys, +/- 7.11% margin of error*
Canada	1,034 completed surveys, +/- 3.05% margin of error*	Oceania	392 completed surveys, +/- 4/95% margin of error*

*Margins of error presented at the 95% level of confidence

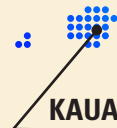


Visitor
Profile
by MMA

	US West	US East	Japan	Canada	Oceania	Korea
Average Age	50	50	48	47	53	34
Affluent Households	27.2% \$200K+	27.0% \$200K+	30.0% \$200K+	24.4% \$200K+	25.5% \$200K+	7.8% \$200K+
Education	35.3% College Grad	36.2% College Grad	52.2% College Grad	37.9% College Grad	20.5% College Grad	56.8% College Grad



MARKET AREA SNAPSHOT:
US EAST



KAUA’I
94% rated trip “Excellent”
45% very likely to return in the next five years



O’AHU
84% rated trip “Excellent”
52% very likely to return in the next five years



MAUI
90% rated trip “Excellent”
47% very likely to return in the next five years



ISLAND OF HAWAI’I
90% rated trip “Excellent”
44% very likely to return in the next five years



TOP ATTRACTION
BY ISLAND



**KAUA’I
WAIMEA CANYON**
57%



**MAUI
HALEAKALĀ
NATIONAL PARK**
50%



**O’AHU
NORTH SHORE BEACHES**
48%



**ISLAND OF HAWAI’I
HAWAI’I VOLCANOES
NATIONAL PARK**
76%