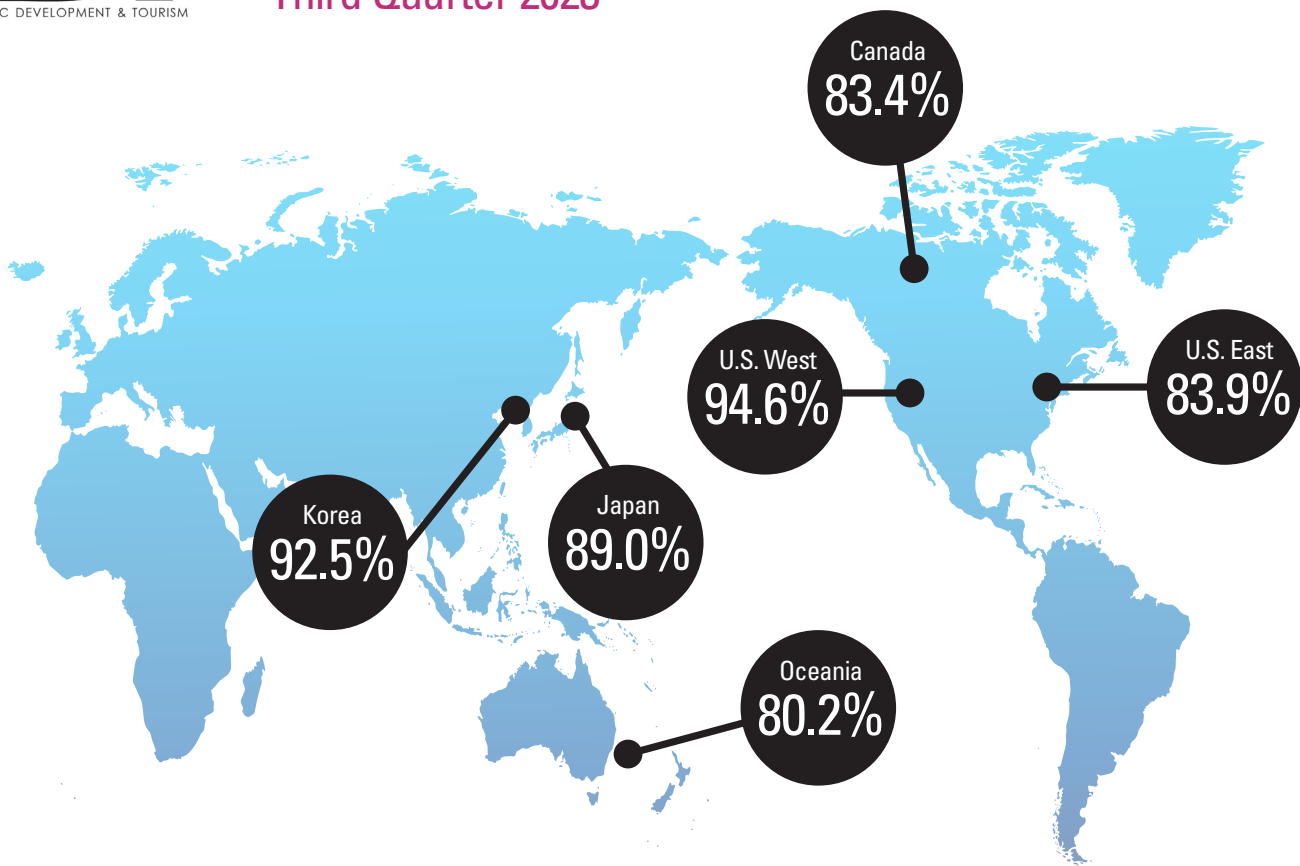


Visitor Satisfaction Survey

Third Quarter 2023

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

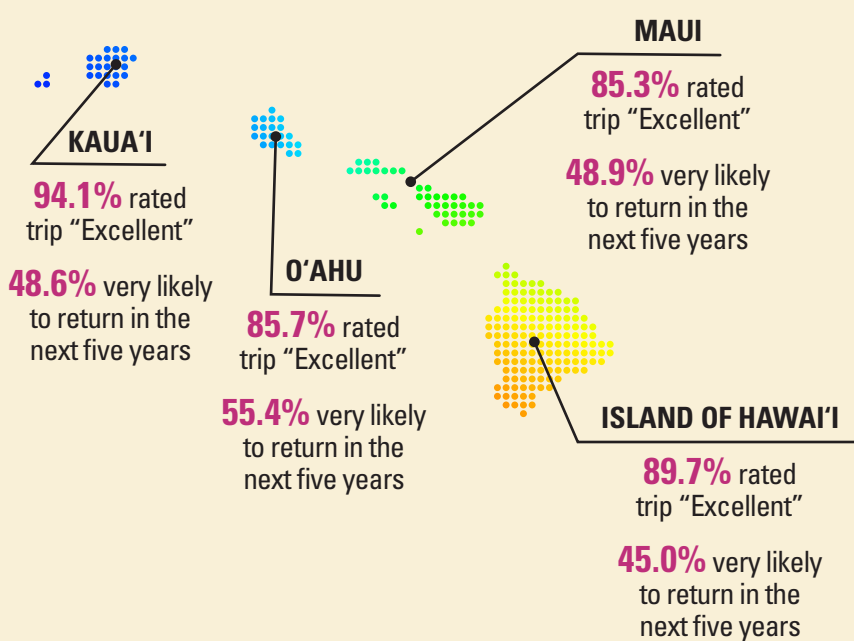


Visitor Profile by MMA

	U.S. West	U.S. East	Japan	Canada	Oceania	Korea
Average Age	51	51	47	48	54	38
Affluent Households	32.2% \$200K+	29.7% \$200K+	20.6% ¥15M+	26.0% \$200K+	24.3% \$200K+	19.4% ₩150M+
Education	35.6% College Grad	35.9% College Grad	52.2% College Grad	38.4% College Grad	23.4% College Grad	55.7% College Grad



MARKET AREA SNAPSHOT: U.S. EAST



TOP ATTRACTION BY ISLAND

