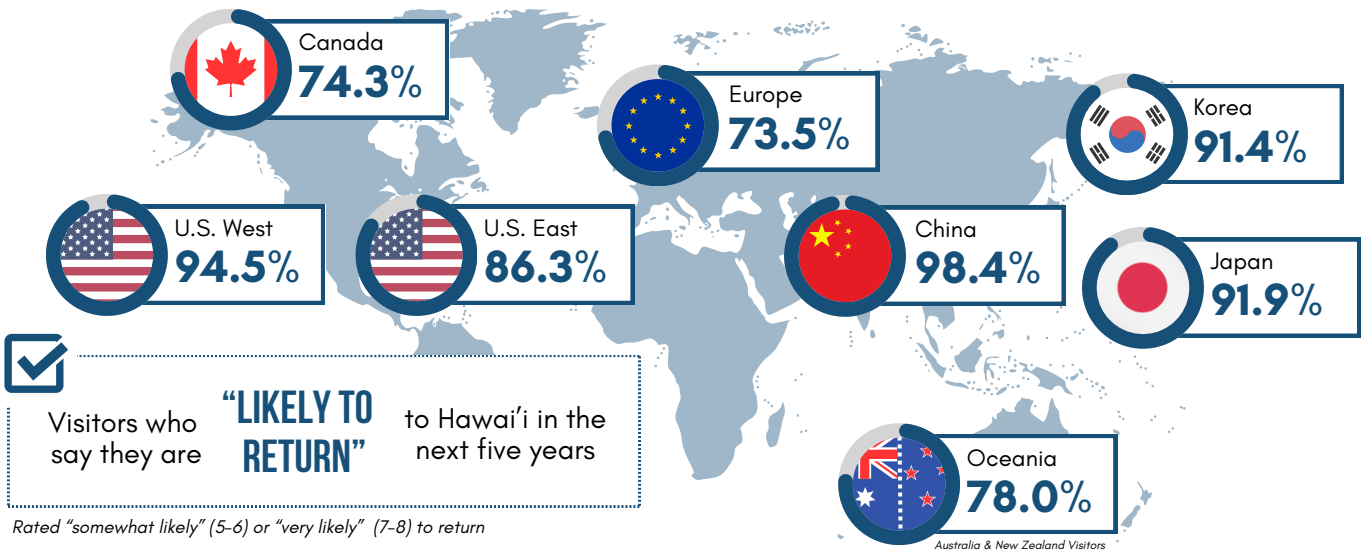


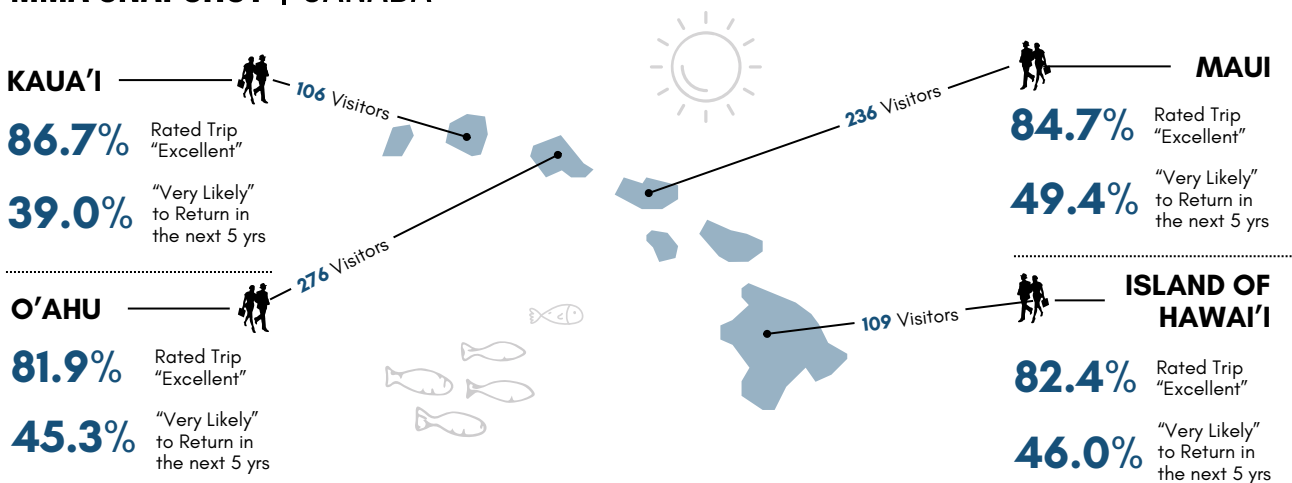
LIKELIHOOD TO RETURN



VISITOR PROFILE BY MMA

	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	53 yrs	37.0% \$200K +	83.6%	3.83
U.S. EAST	54 yrs	33.1% \$200K +	63.9%	3.19
CANADA	57 yrs	28.0% \$200K +	70.9%	3.22
OCEANIA	52 yrs	23.4% \$200K +	56.6%	2.87
EUROPE	51 yrs	14.4% \$200K +	39.7%	2.99
JAPAN	42 yrs	15.5% ¥15M +	70.8%	3.81
KOREA	38 yrs	18.1% ₩150M +	34.6%	3.40
CHINA	39 yrs	20.7% ¥1,096,900 +	33.4%	2.60

MMA SNAPSHOT | CANADA



CANADA
QUARTERLY INSIGHTS

Overall Value for the Money by Island
Rated Trip “Excellent” Value

Map of Hawaii showing overall value for the money by island for Canada:

- KAUA‘I: 35.6%
- O‘AHU: 27.6%
- MAUI: 25.8%
- ISLAND OF HAWAII‘I: 25.5%

“Unlikely to Return” Rationale

- 45.2% Political climate
- 30.2% High cost of travel
- 12.0% Long travel distance
- 11.7% Travel restrictions or relations