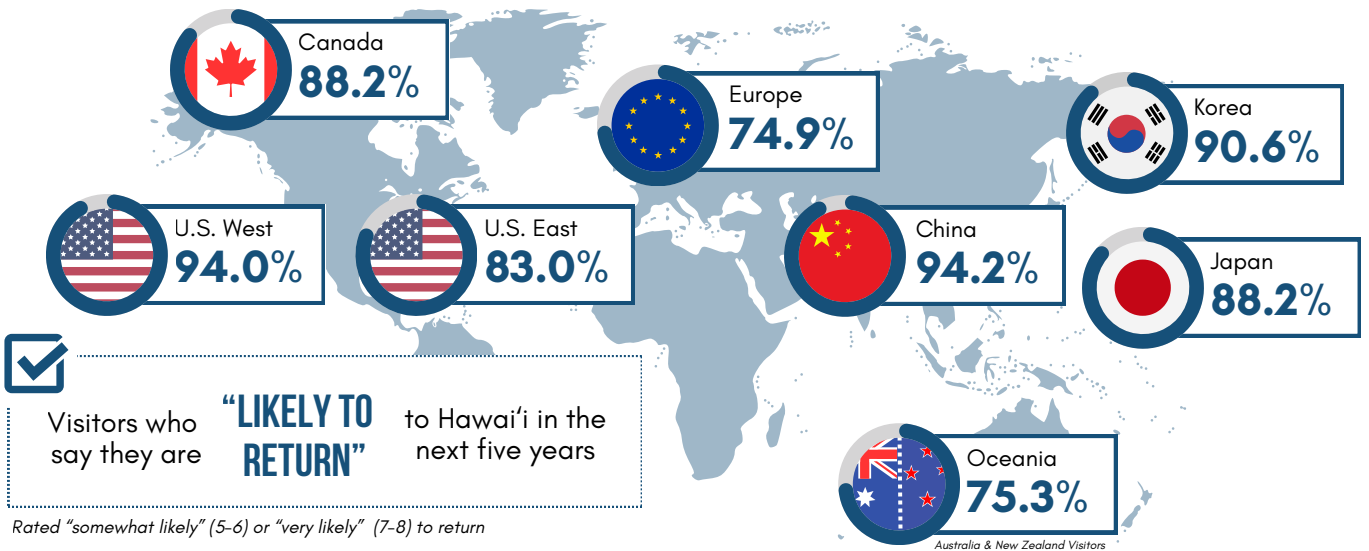


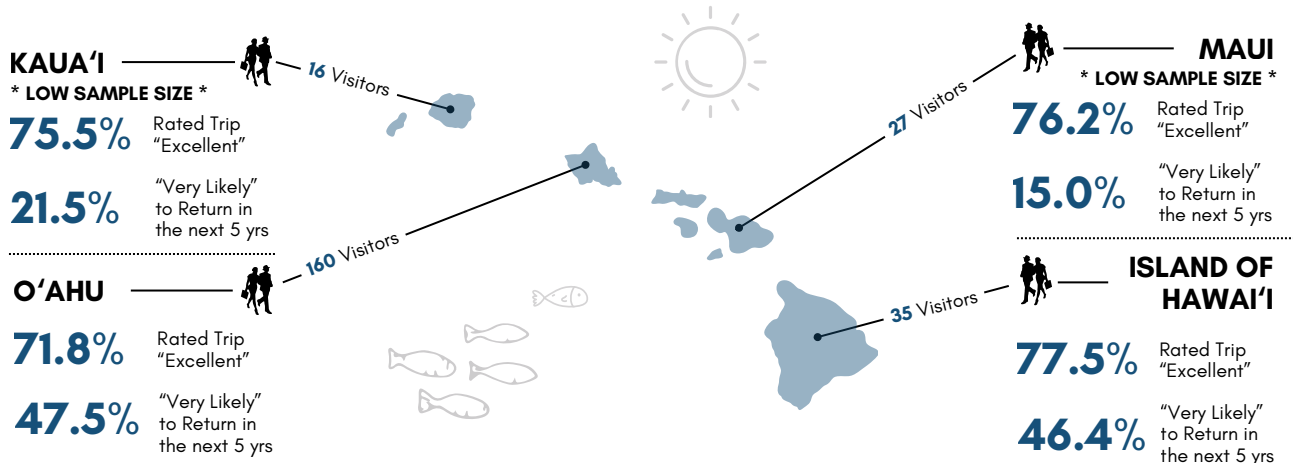
**LIKELIHOOD TO RETURN**



**VISITOR PROFILE BY MMA**

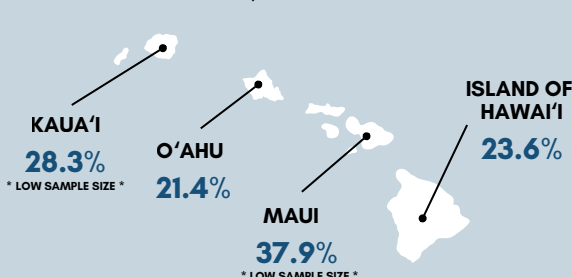
MMA	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	58 yrs	41.8% \$200K +	83.0%	3.12
U.S. EAST	58 yrs	28.9% \$200K +	60.0%	3.16
CANADA	55 yrs	27.7% \$200K +	67.9%	2.77
OCEANIA	56 yrs	24.7% \$200K +	56.6%	2.88
EUROPE	48 yrs	10.6% \$200K +	32.4%	2.29
JAPAN	48 yrs	12.7% ¥15M +	68.9%	3.31
KOREA	37 yrs	13.9% ₩150M +	29.8%	3.14
CHINA	34 yrs	18.5% ¥1,096,900 +	24.7%	2.45

**MMA SNAPSHOT | OCEANIA**



**OCEANIA**  
QUARTERLY INSIGHTS

**Overall Value for the Money by Island**  
Rated Trip "Excellent" Value



**Top Destination Drivers for Hawai'i**



**Unlikely to Return Rationale**

