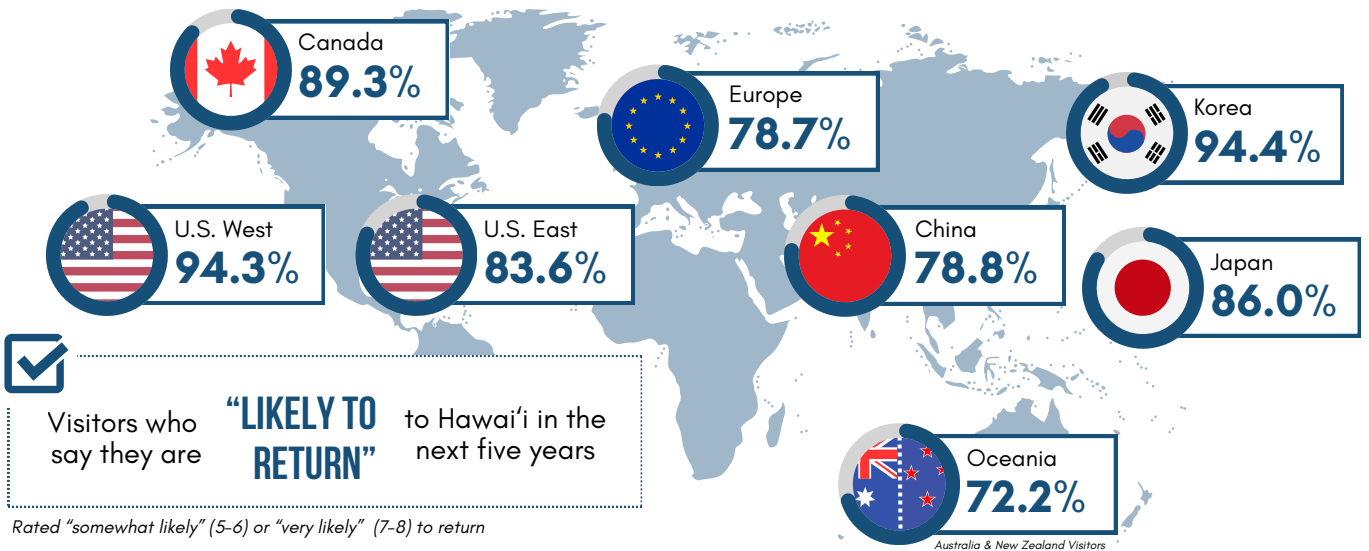


LIKELIHOOD TO RETURN

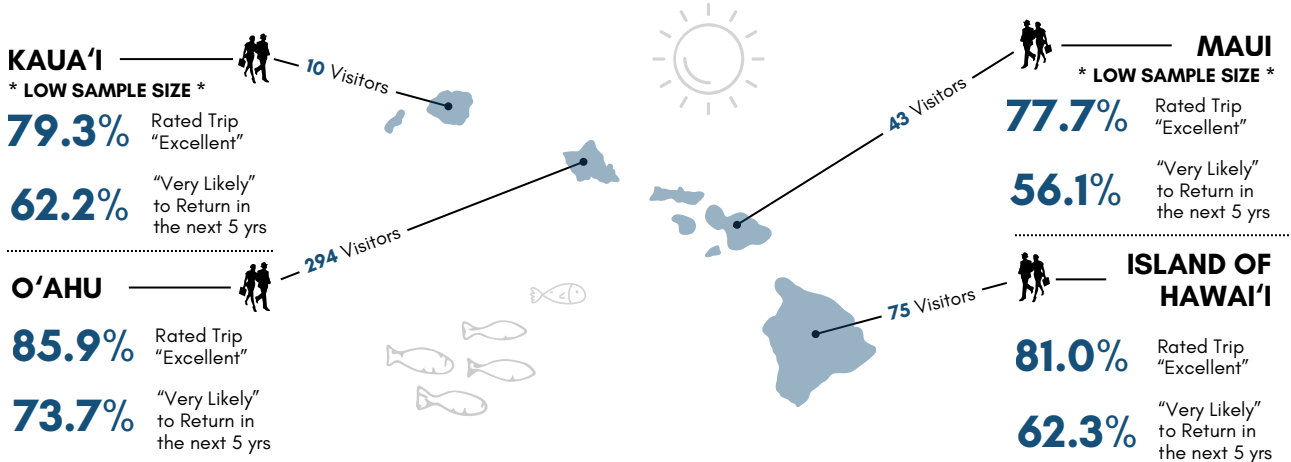


Visitors who say they are **"LIKELY TO RETURN"** to Hawai'i in the next five years

VISITOR PROFILE BY MMA

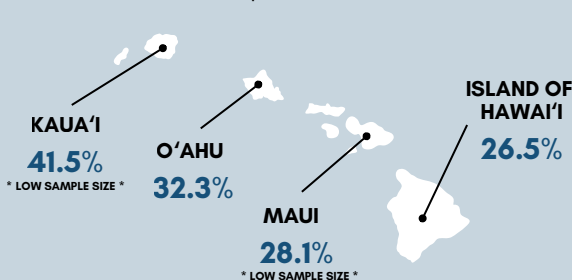
	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	61 yrs	32.2% \$200K +	87.3%	2.98
U.S. EAST	60 yrs	30.8% \$200K +	64.4%	3.03
CANADA	56 yrs	29.0% \$200K +	73.5%	3.53
OCEANIA	56 yrs	41.2% \$200K +	55.5%	4.22
EUROPE	53 yrs	18.4% \$200K +	38.2%	2.39
JAPAN	44 yrs	16.9% ¥15M +	69.9%	3.43
KOREA	40 yrs	20.9% ₩150M +	28.3%	3.55
CHINA	41 yrs	23.3% ¥1,096,900 +	25.8%	3.78

MMA SNAPSHOT | KOREA



KOREA
QUARTERLY INSIGHTS

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



Top Destination Drivers for Hawai'i



Messaging Seen or Heard
NET Awareness: Pre-arrival + During Visit + Both

