Visitor Satisfaction Survey
First Quarter 2022

MARKET AREA SNAPSHOT: US WEST

Visitor Profile by MMA

<table>
<thead>
<tr>
<th></th>
<th>US West</th>
<th>US East</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>52</td>
<td>53</td>
<td>54</td>
</tr>
<tr>
<td>Affluent Households</td>
<td>26.0% $200K+</td>
<td>27.5% $200K+</td>
<td>31.0% $200K+</td>
</tr>
<tr>
<td>Education</td>
<td>37% College Grad</td>
<td>37% College Grad</td>
<td>36% College Grad</td>
</tr>
</tbody>
</table>

KAUAI
92% rated trip “Excellent”
66% very likely to return in the next five years

O‘AHU
83% rated trip “Excellent”
68% very likely to return in the next five years

ISLAND OF HAWAI‘I
88% rated trip “Excellent”
73% very likely to return in the next five years

TOP ATTRACTIONS BY ISLAND

KAUAI
PO‘IPU BEACH 78%
HALEAKALĀ NATIONAL PARK 31%

O‘AHU
NORTH SHORE BEACHES 47%

ISLAND OF HAWAI‘I
HAWAII VOLCANOES NATIONAL PARK 54%

MARKET AREA SNAPSHOT: US EAST

MARKET AREA SNAPSHOT: CANADA

COVID-19 Travel Restrictions

Concerns around the continuing COVID-19 pandemic have resulted in significant travel restrictions and limited flights to Hawai‘i from China, Japan, Korea and Oceania. Therefore, visitors from those MMAs did not participate in the VSAT survey for this quarter. Resumption of additional flights from Canada enabled a sufficient number of visitors to Hawai‘i for that market to be included in this report for the first time since Q1 2020.

The State of Hawai‘i’s Safe Travels program, which required visitors to the state to provide proof of a negative pre-travel COVID-19 test or show proof of vaccination, ended on March 26, 2022. International visitors were still required to comply with U.S. federal travel guidelines.

• U.S. West 1,588 completed surveys, +/- 2.46% margin of error*
• U.S. East 1,705 completed surveys, +/- 2.37% margin of error*
• Canada 539 completed surveys, +/- 4.22% margin of error*  

(*Margins of error shown at 95% level of confidence)