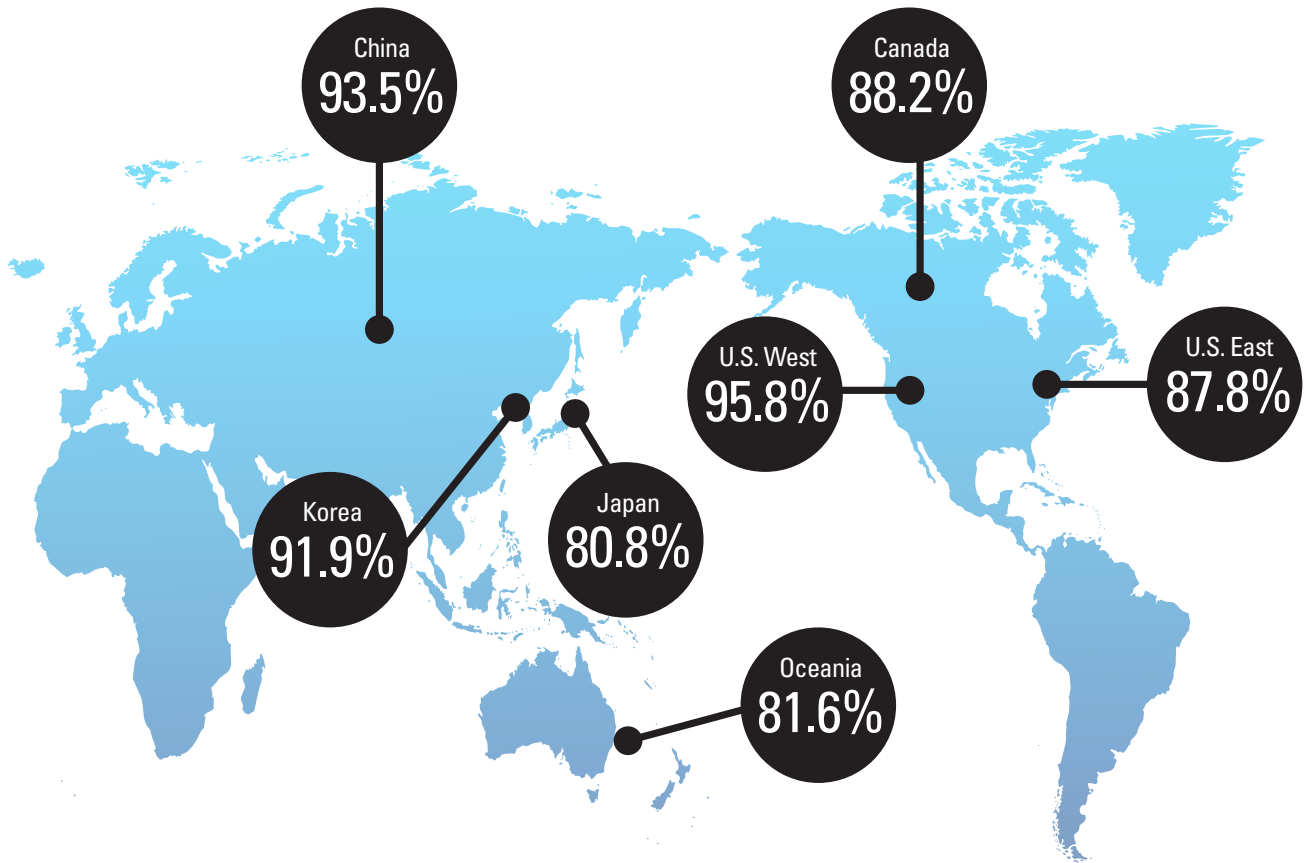




Visitor Satisfaction Survey

Fourth Quarter 2023

VISITORS WHO SAY THEY ARE **"LIKELY TO RETURN"** TO HAWAI'I IN THE NEXT FIVE YEARS

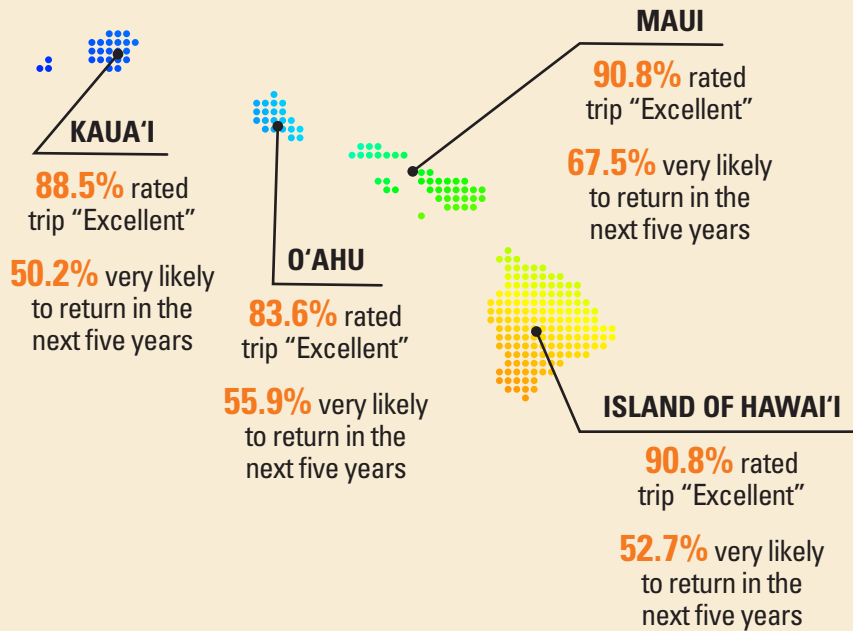


Visitor Profile by MMA

	U.S. West	U.S. East	Japan	Canada	Oceania	Korea	China
Average Age	53	52	46	54	53	36	32
Affluent Households	32.6% \$200K+	29.9% \$200K+	15.9% ¥15M+	23.5% \$200K+	21.6% \$200K+	8.6% ₩150M+	24.8% ¥1.25M+
Education	36.5% College Grad	35.3% College Grad	49.8% College Grad	35.6% College Grad	23.4% College Grad	56.4% College Grad	27.9% College Grad



MARKET AREA SNAPSHOT: CANADA



TOP ATTRACTION BY ISLAND

