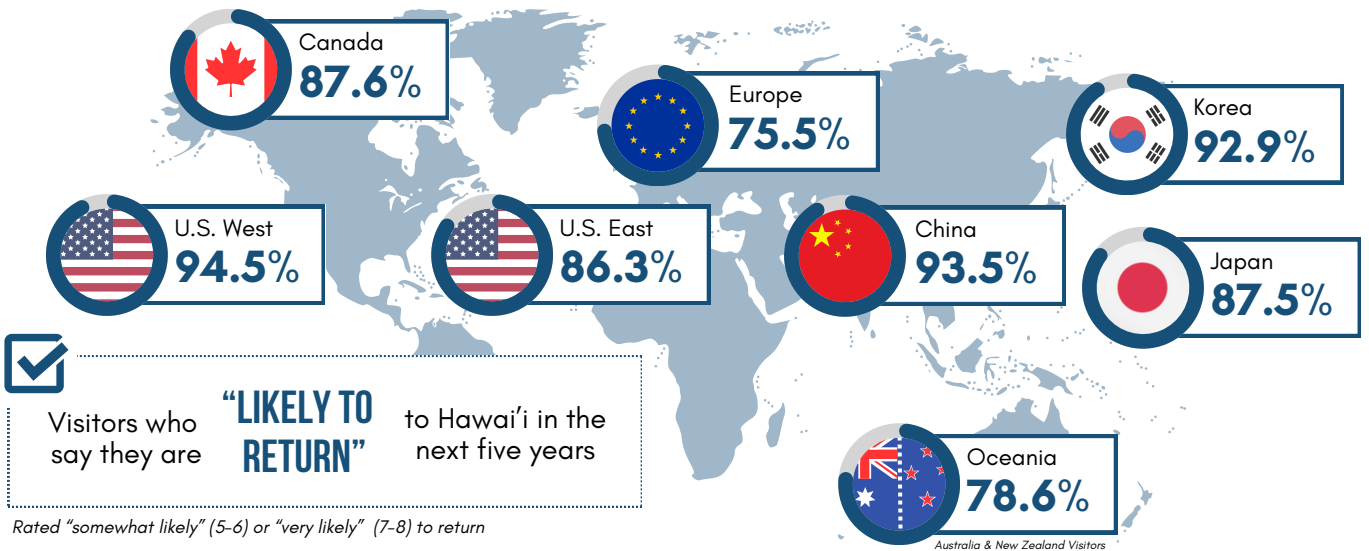


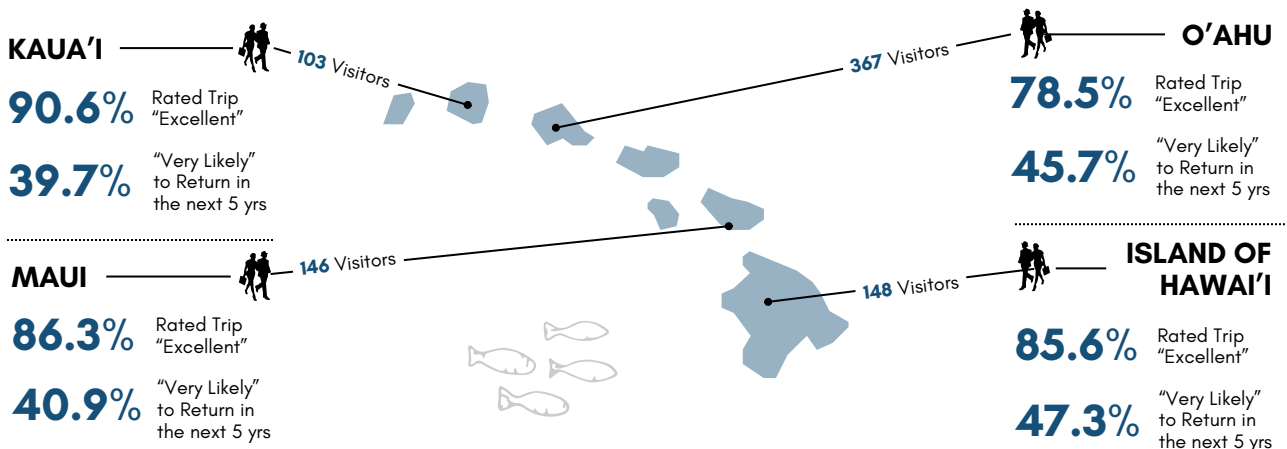
LIKELIHOOD TO RETURN



VISITOR PROFILE BY MMA

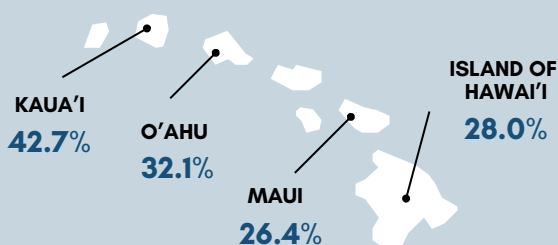
MMA	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	53 yrs	34.7% \$200K +	83.7%	3.94
U.S. EAST	54 yrs	34.1% \$200K +	64.2%	3.81
CANADA	53 yrs	25.6% \$200K +	70.5%	4.73
OCEANIA	51 yrs	23.1% \$200K +	55.2%	3.13
EUROPE	49 yrs	16.2% \$200K +	41.5%	2.59
JAPAN	44 yrs	15.6% ¥15M +	72.7%	7.78
KOREA	39 yrs	13.4% ₩150M +	29.9%	3.59
CHINA	34 yrs	27.6% ¥1,096,900 +	43.3%	2.95

MMA SNAPSHOT | EUROPE



EUROPE QUARTERLY INSIGHTS

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



“Unlikely to Return” Rationale

- 58.5% Flight too long
- 57.6% Too expensive
- 32.3% Want to go someplace new
- 17.8% Poor value
- 16.8% Five years is too soon
- 12.1% Too commercialized/overdeveloped
- 10.7% No compelling reason to return