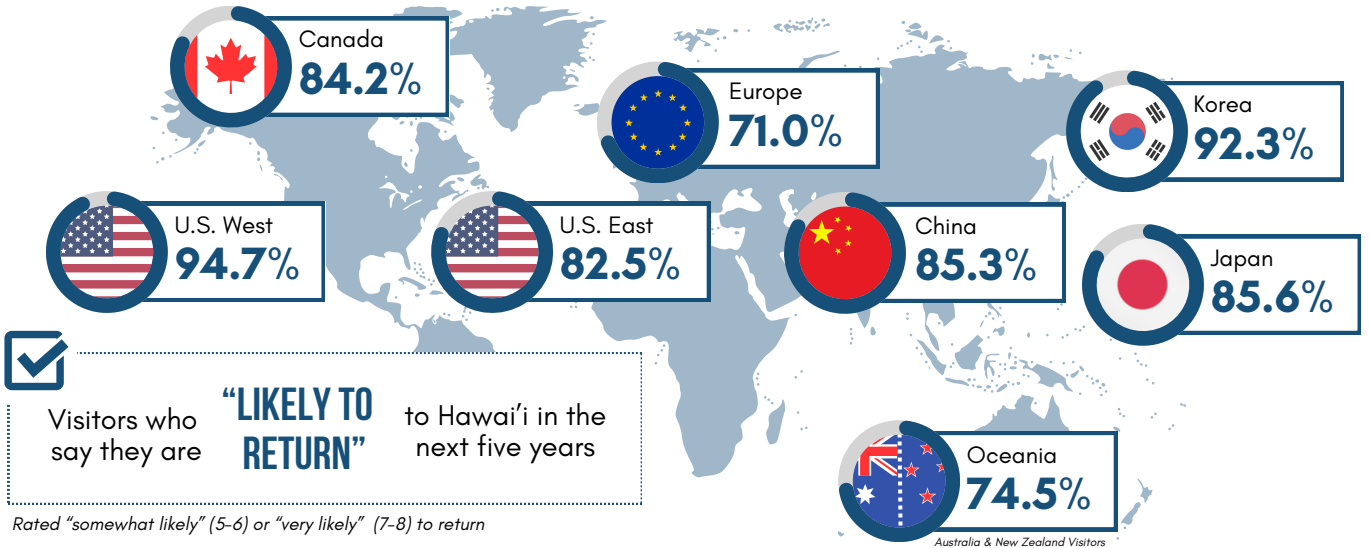


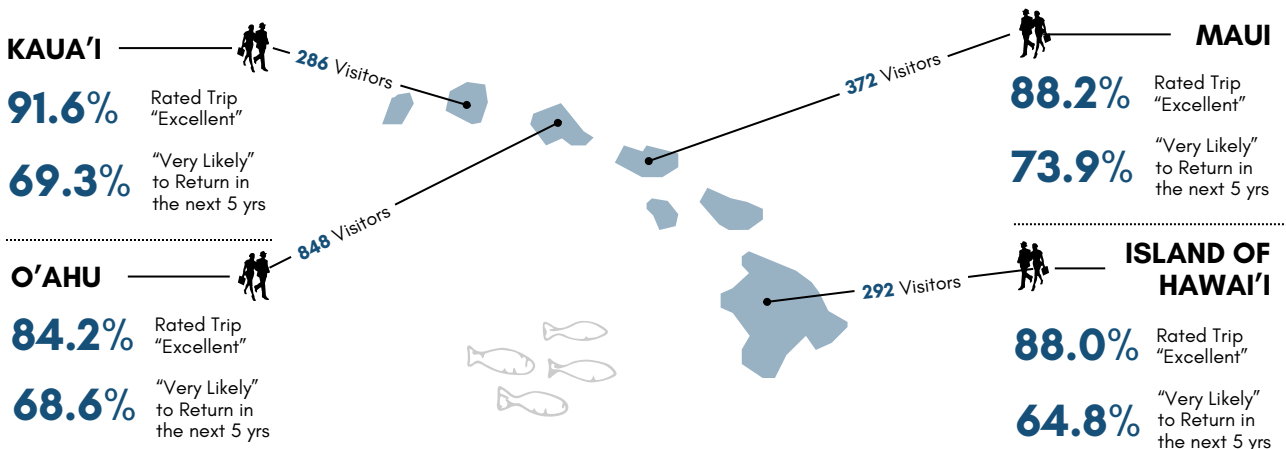
LIKELIHOOD TO RETURN



VISITOR PROFILE BY MMA

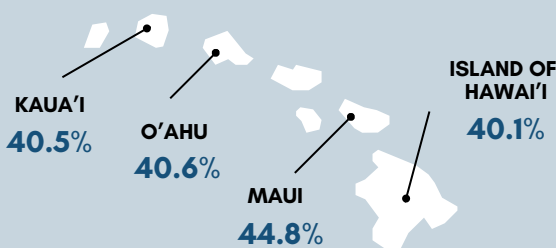
MMA	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	51 yrs	31.6% \$200K +	80.4%	3.83
U.S. EAST	52 yrs	29.7% \$200K +	57.3%	3.81
CANADA	52 yrs	25.2% \$200K +	56.2%	4.32
OCEANIA	56 yrs	17.9% \$200K +	52.4%	3.02
EUROPE	47 yrs	13.9% \$200K +	30.0%	3.79
JAPAN	47 yrs	14.6% ¥15M +	69.5%	5.51
KOREA	37 yrs	13.6% ₩150M +	29.4%	2.58
CHINA	37 yrs	31.9% ¥1,096,900 +	27.7%	2.43

MMA SNAPSHOT | U.S.WEST



**U.S. WEST
QUARTERLY INSIGHTS**

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



“Unlikely to Return” Rationale

- 63.6% Too expensive
- 30.6% Poor value
- 29.4% Want to go someplace new
- 18.2% Five years is too soon
- 18.1% Too crowded/ congested/ traffic
- 18.1% No compelling reason to return
- 16.9% Too commercialized/ overdeveloped
- 14.8% Flight too long
- 11.4% Unfriendly people/ felt unwelcome