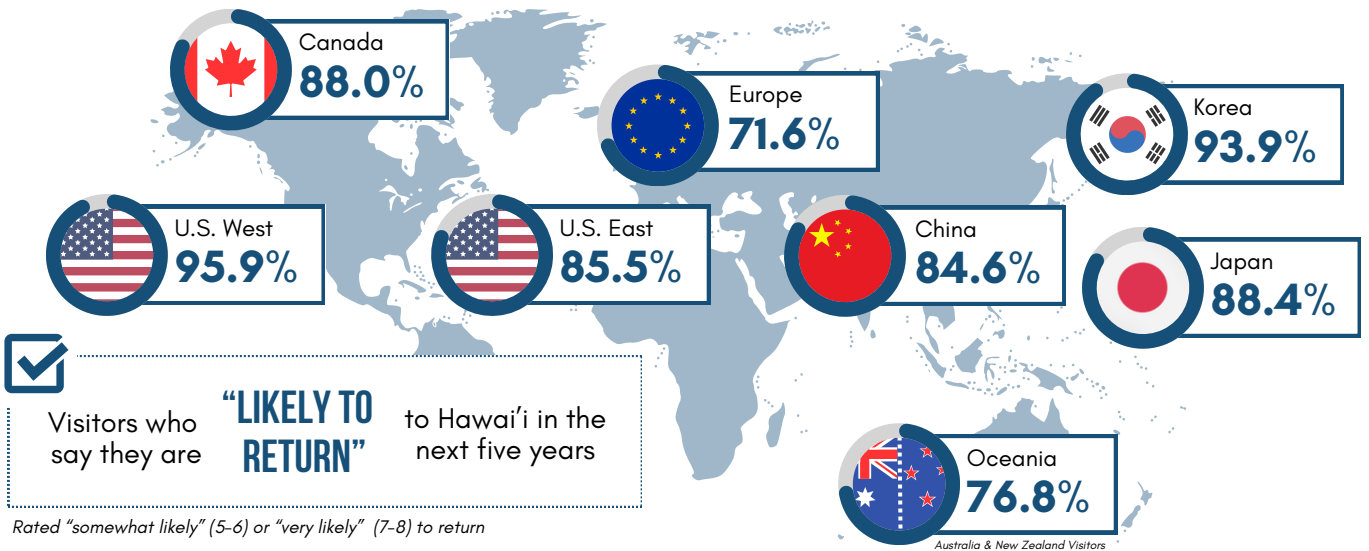


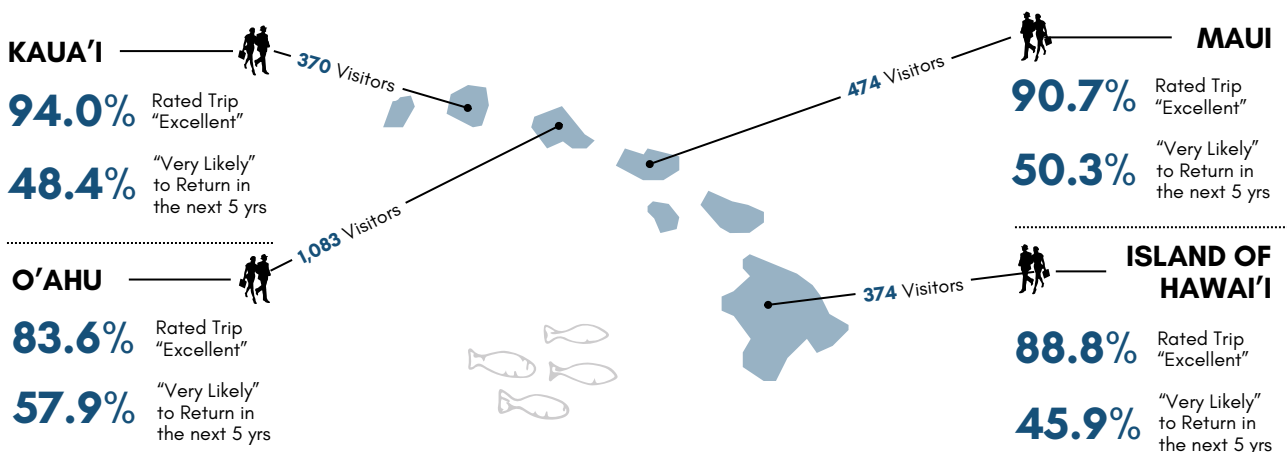
LIKELIHOOD TO RETURN



VISITOR PROFILE BY MMA

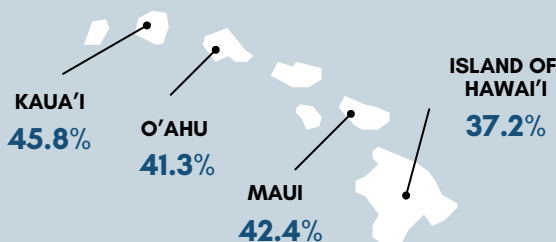
	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	50 yrs	32.0% \$200K +	79.9%	3.93
U.S. EAST	51 yrs	31.4% \$200K +	57.5%	3.66
CANADA	49 yrs	29.1% \$200K +	56.0%	3.87
OCEANIA	55 yrs	21.7% \$200K +	55.9%	3.89
EUROPE	47 yrs	17.6% \$200K +	29.0%	3.24
JAPAN	46 yrs	25.1% ¥15M +	74.6%	6.48
KOREA	40 yrs	19.4% ₩150M +	40.5%	5.04
CHINA	35 yrs	23.1% ¥1,096,900 +	23.3%	3.82

MMA SNAPSHOT | U.S. EAST



**U.S. EAST
QUARTERLY INSIGHTS**

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



“Unlikely to Return” Rationale

- 55.5%** Too expensive
- 39.7%** Flight too long
- 39.5%** Want to go someplace new
- 17.6%** Five years is too soon
- 17.3%** Poor value
- 13.1%** Other financial obligations
- 12.2%** Too crowded / congested / traffic