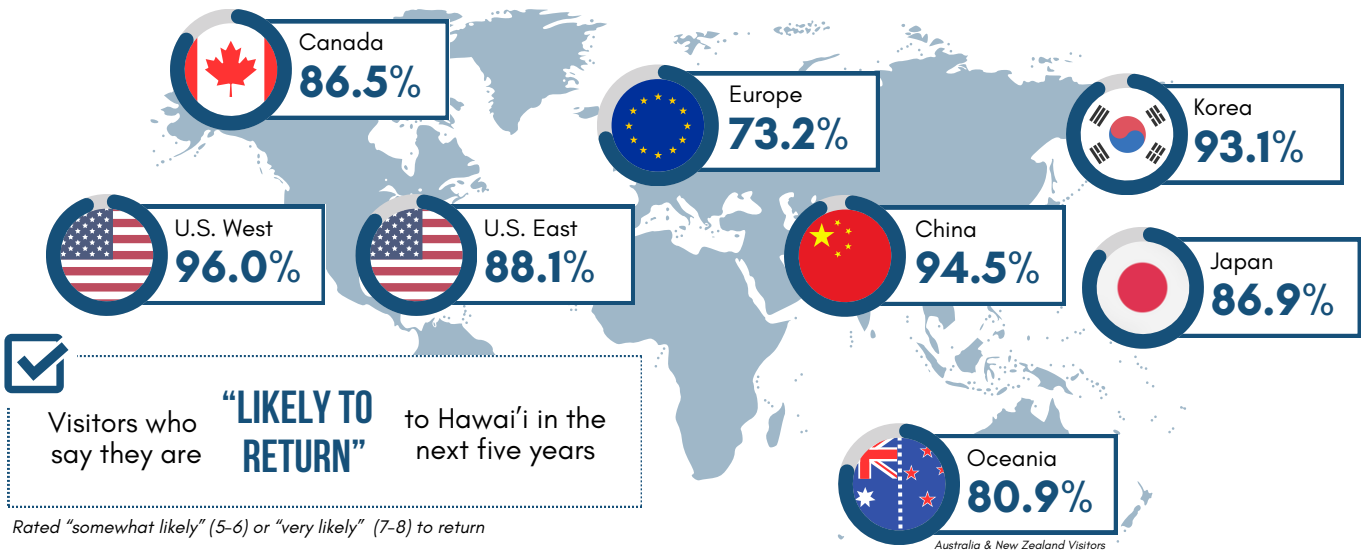


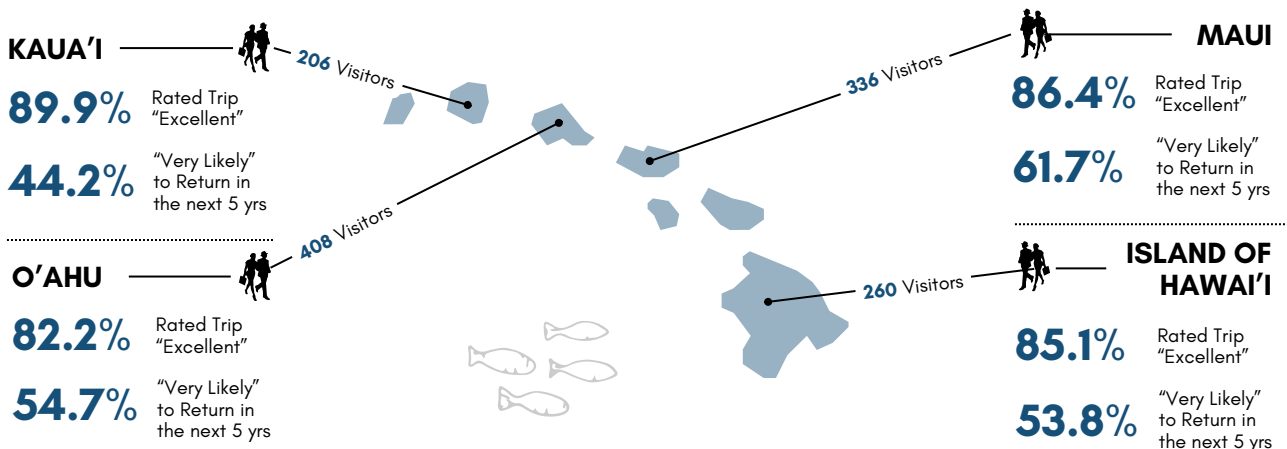
LIKELIHOOD TO RETURN



VISITOR PROFILE BY MMA

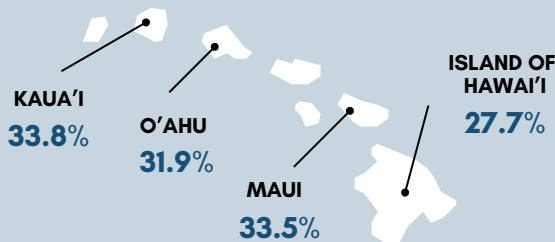
MMA	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	53 yrs	31.7% \$200K +	83.5%	3.58
U.S. EAST	52 yrs	30.4% \$200K +	62.6%	4.01
CANADA	55 yrs	25.5% \$200K +	66.3%	3.86
OCEANIA	56 yrs	18.6% \$200K +	55.7%	3.93
EUROPE	49 yrs	9.6% \$200K +	35.2%	3.22
JAPAN	48 yrs	16.6% ¥15M +	71.6%	4.81
KOREA	36 yrs	10.4% ₩150M +	30.8%	2.81
CHINA	35 yrs	32.9% ¥1,096,900 +	43.2%	6.91

MMA SNAPSHOT | CANADA



CANADA
QUARTERLY INSIGHTS

Overall Value for the Money by Island
Rated Trip "Excellent" Value



"Unlikely to Return" Rationale

- 61.0% Too expensive
- 44.1% Want to go someplace new
- 34.3% Flight too long
- 26.7% Poor value
- 16.7% Five years is too soon
- 11.5% No reason to return / nothing new
- 10.2% Other financial obligations