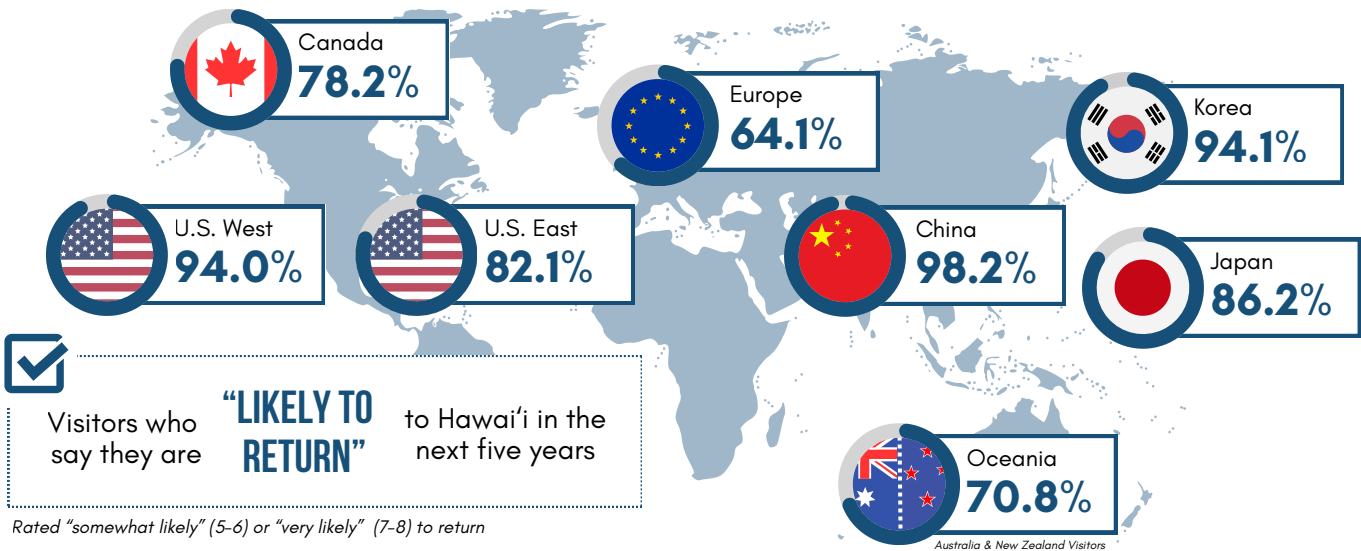


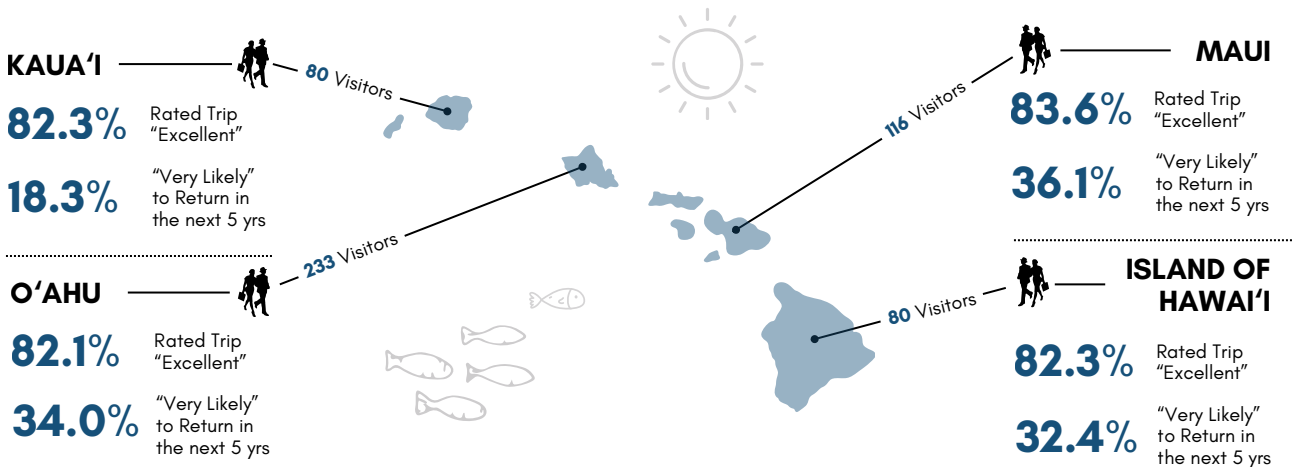
LIKELIHOOD TO RETURN



VISITOR PROFILE BY MMA

|           | Average Age | Affluent Households | Repeat Visitors | Average Party Size |
|-----------|-------------|---------------------|-----------------|--------------------|
| U.S. WEST | 51 yrs      | 37.7% \$200K +      | 81.0%           | 4.45               |
| U.S. EAST | 50 yrs      | 35.4% \$200K +      | 57.0%           | 3.44               |
| CANADA    | 52 yrs      | 27.2% \$200K +      | 58.4%           | 3.35               |
| OCEANIA   | 59 yrs      | 17.6% \$200K +      | 52.8%           | 2.82               |
| EUROPE    | 46 yrs      | 15.2% \$200K +      | 30.6%           | 2.46               |
| JAPAN     | 46 yrs      | 11.8% ¥15M +        | 70.4%           | 3.78               |
| KOREA     | 37 yrs      | 14.9% ₩150M +       | 21.1%           | 2.57               |
| CHINA     | 34 yrs      | 27.9% ¥1,096,900 +  | 33.9%           | 4.04               |

MMA SNAPSHOT | EUROPE



EUROPE  
QUARTERLY INSIGHTS

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

| Island           | Value (%) |
|------------------|-----------|
| KAUA'I           | 27.8%     |
| O'AHU            | 37.9%     |
| MAUI             | 38.7%     |
| ISLAND OF HAWAII | 33.9%     |

**Top Destination Drivers for Hawai'i**

| Driver                                    | Percentage |
|-------------------------------------------|------------|
| 1st-time visitor, wanted to experience HI | 19.1%      |
| Natural beauty and scenery                | 17.1%      |
| Work, business trip                       | 11.1%      |

**Top "Unlikely to Return" Rationale**

| Rationale                         | Percentage |
|-----------------------------------|------------|
| Long travel distance              | 52.2%      |
| High cost of travel               | 43.8%      |
| Preference for other destinations | 14.9%      |