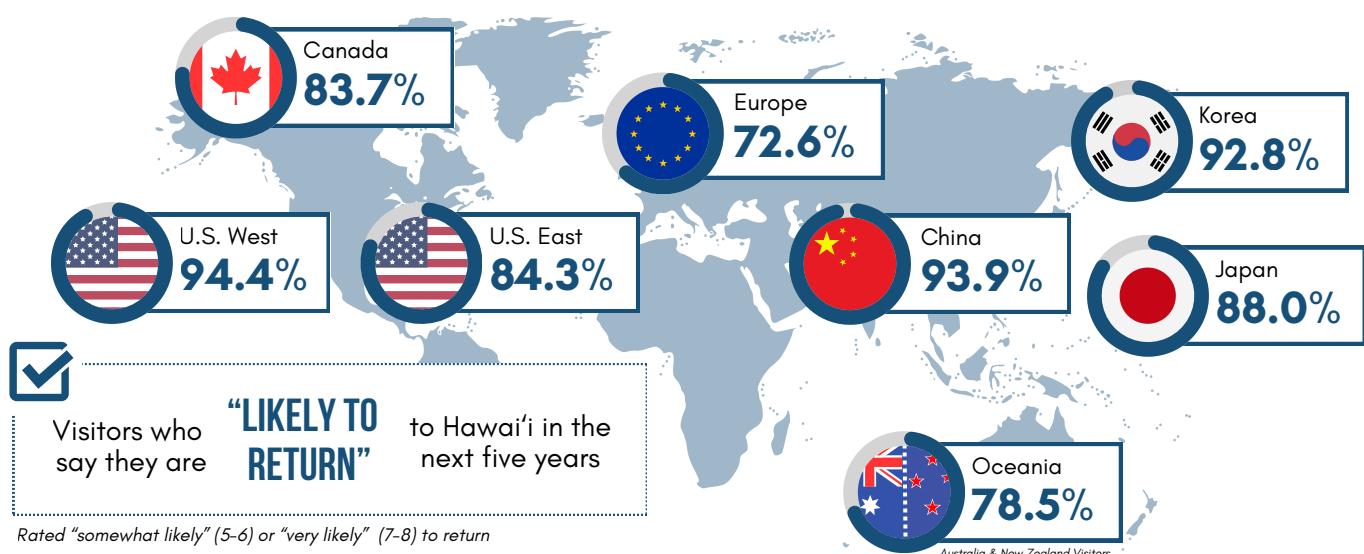


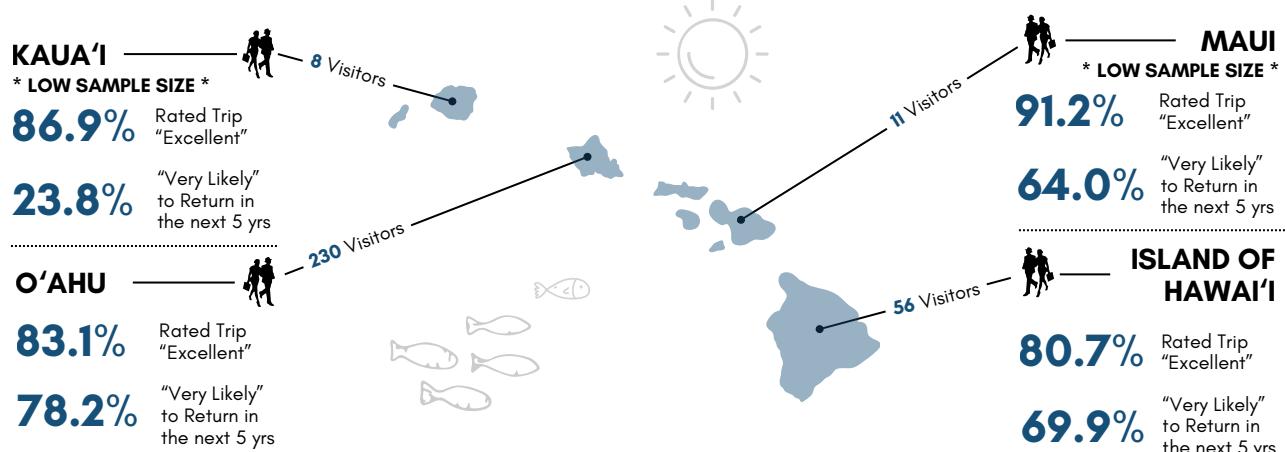
| LIKELIHOOD TO RETURN



| VISITOR PROFILE BY MMA

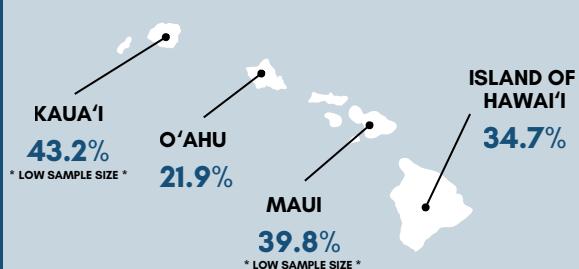
| | Average Age | Affluent Households | Repeat Visitors | Average Party Size |
|-----------|-------------|-----------------------|-----------------|--------------------|
| U.S. WEST | 52 yrs | 36.5% \$200K + | 79.7% | 3.74 |
| U.S. EAST | 52 yrs | 34.1% \$200K + | 57.0% | 3.57 |
| CANADA | 50 yrs | 28.0% \$200K + | 53.4% | 3.42 |
| OCEANIA | 56 yrs | 23.5% \$200K + | 54.0% | 2.95 |
| EUROPE | 46 yrs | 17.7% \$200K + | 26.6% | 3.22 |
| JAPAN | 43 yrs | 22.8% ¥15M + | 73.6% | 3.56 |
| KOREA | 38 yrs | 15.2% ₩150M + | 40.2% | 3.70 |
| CHINA | 36 yrs | 21.1% ¥1,096,900 + | 32.3% | 3.94 |

| MMA SNAPSHOT | KOREA

KOREA
QUARTERLY INSIGHTS

Overall Value for the Money by Island

Rated Trip "Excellent" Value



Top Destination Drivers for Hawai'i



Messaging Seen or Heard

NET Awareness: Pre-arrival + During Visit + Both

