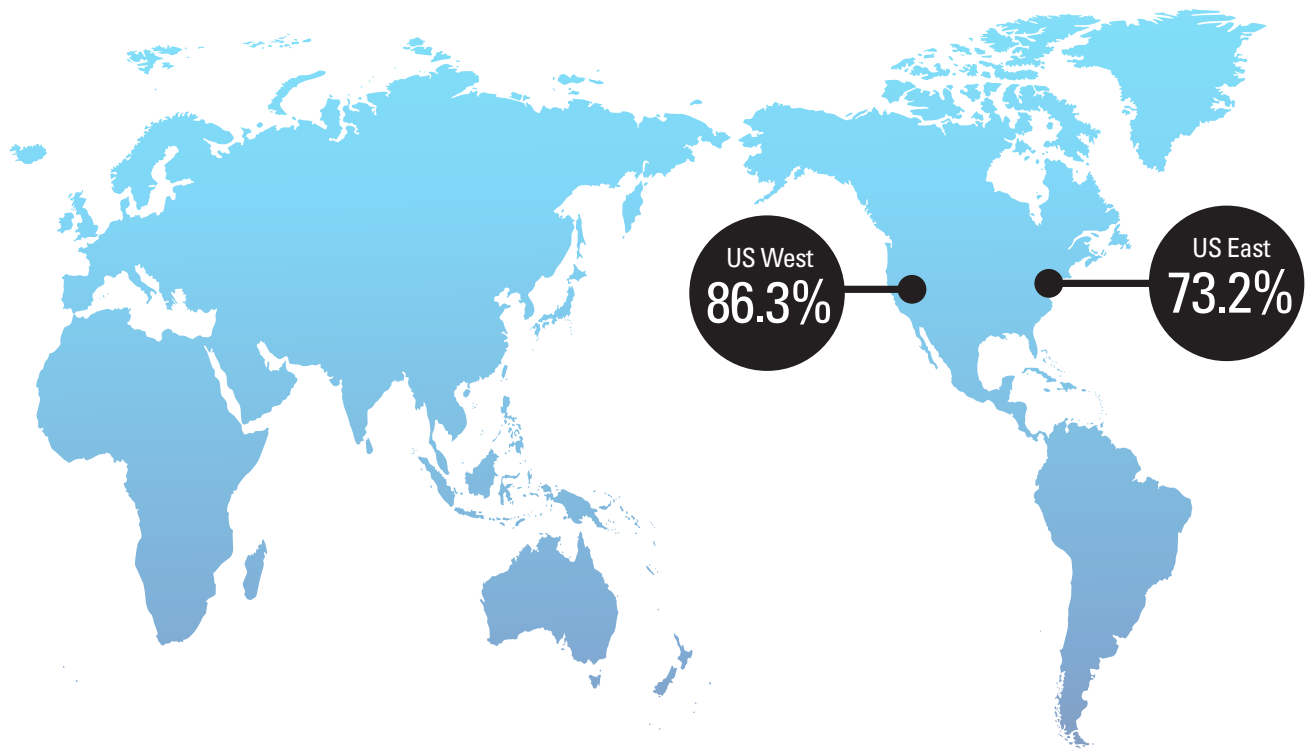


VISITORS WHO SAID THEY  
**WERE LIKELY TO RETURN**  
TO HAWAII IN THE  
NEXT FIVE YEARS



**Visitor Profile by MMA**

	US West	US East
<b>Average Age</b>	49	47
<b>Affluent Households</b>	28% \$200K+	28% \$200K+
<b>Education</b>	37% College Grad	38% College Grad

**COVID-19 Travel Restrictions**

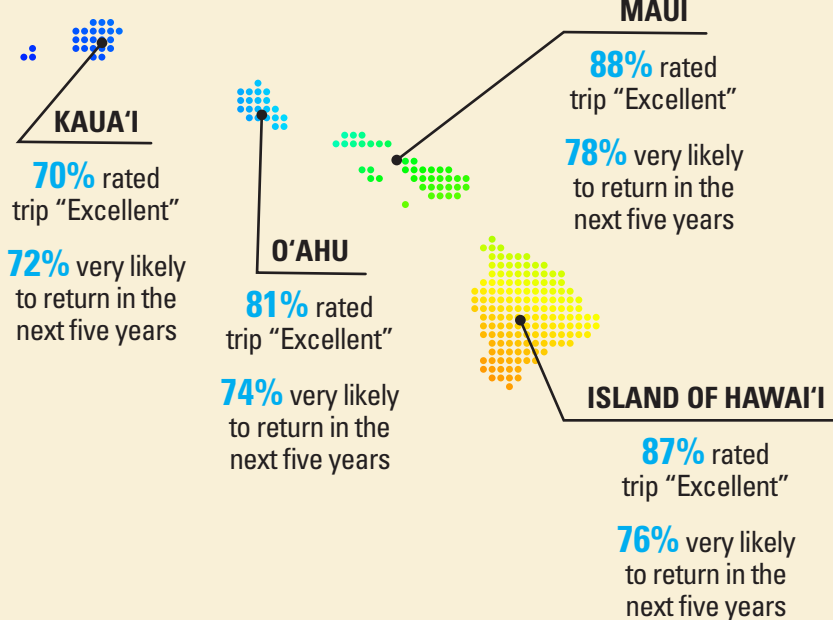
On March 26, 2020, the State of Hawaii started requiring all visitors and returning residents to Hawaii to complete a mandatory, 14-day quarantine. Then on October 15, 2020, the State of Hawaii Safe Travels program began, which allowed all visitors and returning residents to avoid quarantine by showing negative results of a COVID-19 test from a trusted testing partner taken no more than 72 hours prior to departing the final leg of their trip to Hawaii. On December 4, 2020, the mandatory quarantine period for all those who did not have a negative test result was reduced from 14 days to 10 days.

Concerns around the virus and related travel restrictions resulted in significantly limited arrivals of international visitors during Q1 2021. Therefore, the Visitor Satisfaction and Activity Survey was fielded only among visitors from the U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming) and U.S. East (all other states in the Continental U.S.).

- U.S. West 1,919 completed surveys, +/- 2.24% margin of error
- U.S. East 1,789 completed surveys, +/- 2.32% margin of error



**MARKET AREA SNAPSHOT: US WEST**



**TOP ATTRACTION BY ISLAND**

**KAUA'I PO'IPU BEACH**  
64%

**MAUI HALEAKALÁ NATIONAL PARK**  
28%

**O'AHU NORTH SHORE BEACHES**  
54%

**ISLAND OF HAWAII HAWAII VOLCANOES NATIONAL PARK**  
48%