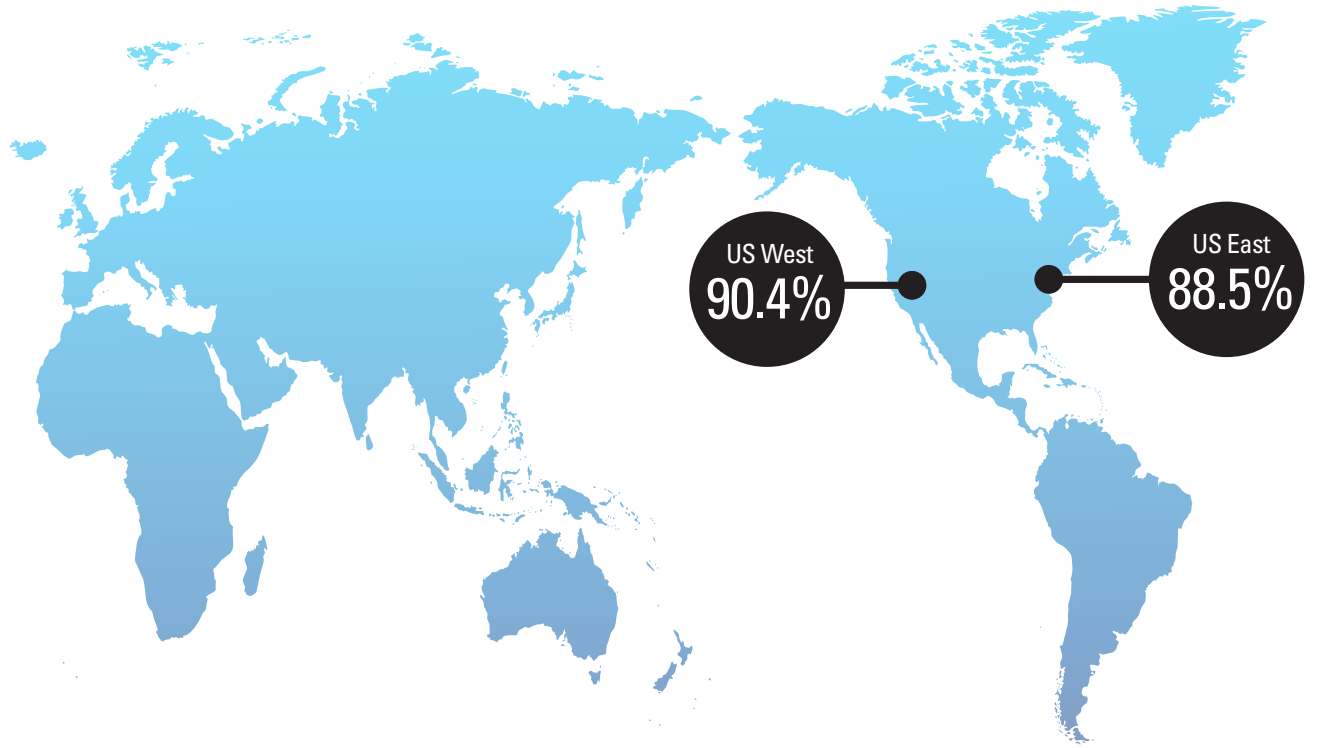


VISITORS WHO SAID THEY WERE  
**LIKELY TO RECOMMEND TRAVEL**  
TO HAWAII TO OTHERS



**Visitor Profile by MMA**

	US West	US East
<b>Average Age</b>	<b>52</b>	<b>50</b>
<b>Affluent Households</b>	<b>27.0%</b> \$200K+	<b>28.1%</b> \$200K+
<b>Education</b>	<b>36%</b> College Grad	<b>37%</b> 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. 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. On July 8, 2021, the State of Hawaii's quarantine requirement was eliminated altogether for domestic travelers who were fully vaccinated against COVID-19.

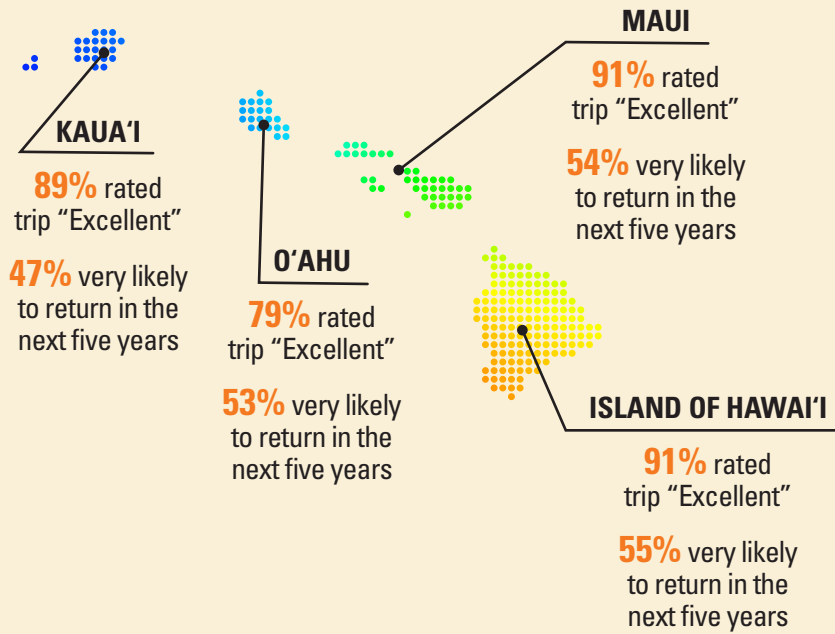
Concerns around the virus and related travel restrictions resulted in continued limited arrivals of international visitors during Q4 2021. Therefore, the Visitor Satisfaction and Activity Survey was fielded only among visitors from the U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming) and U.S. East (all other states in the Continental U.S.).

- U.S. West: 1,314 completed surveys, +/- 2.70% margin of error\*
- U.S. East: 1,206 completed surveys, +/- 2.82% margin of error\*

\*Margins of error presented at the 95% level of confidence.



**MARKET AREA SNAPSHOT: US EAST**



**TOP ATTRACTION BY ISLAND**

