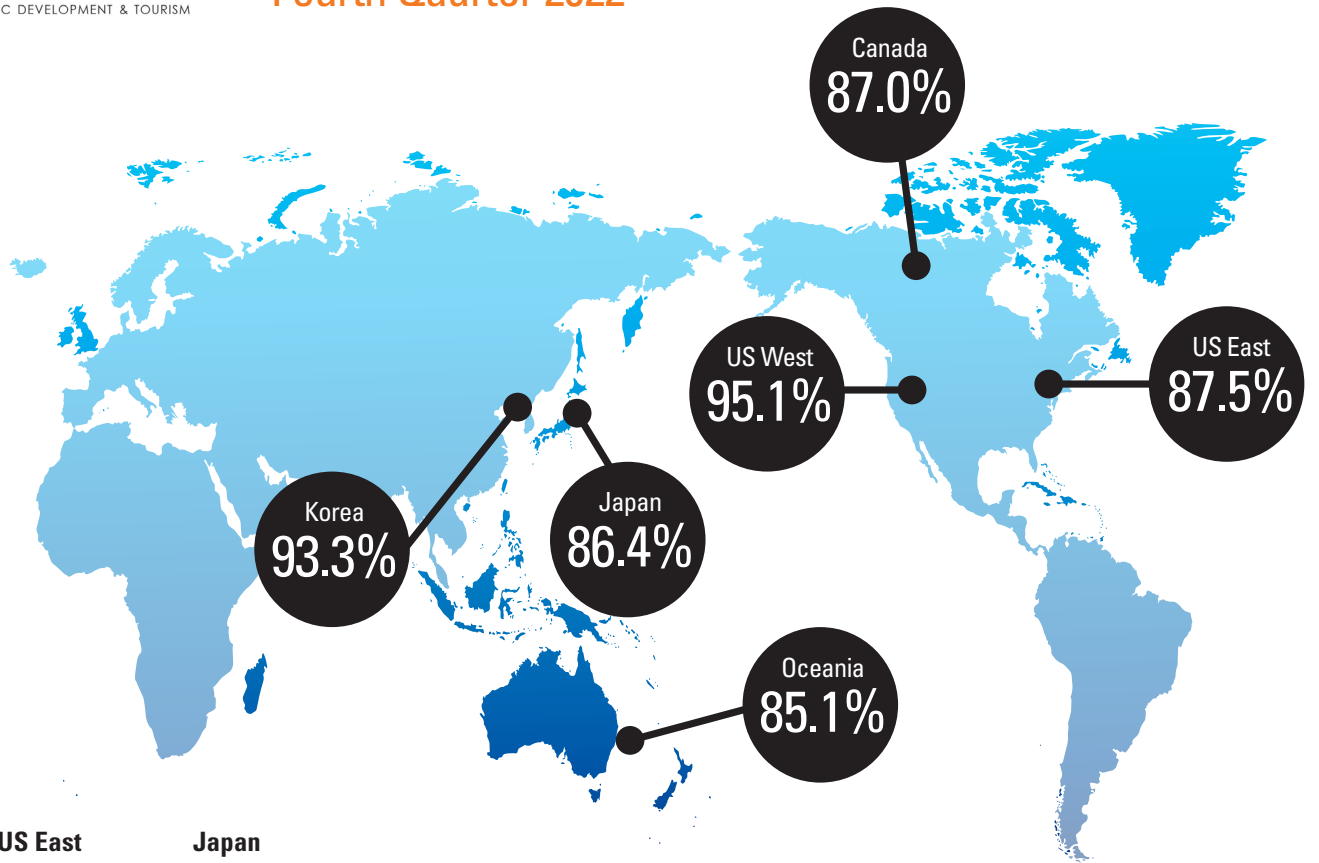


VISITORS WHO SAY THEY ARE
"VERY LIKELY TO RETURN"
 TO HAWAII IN THE
 NEXT 5 YEARS



Visitor Profile by MMA

	US West	US East	Japan
Average Age	52	52	51
Affluent Households	31.2% \$200K+	25.5% \$200K+	26.2% ¥15M+
Education	36.2% College Grad	35.4% College Grad	47.7% College Grad
	Canada	Oceania	Korea
Average Age	52	52	33
Affluent Households	23.8% \$200K+	22.2% \$200K+	10.9% ₩15M+
Education	33.5% College Grad	26.5% College Grad	56.1% College Grad

COVID-19 Travel Restrictions

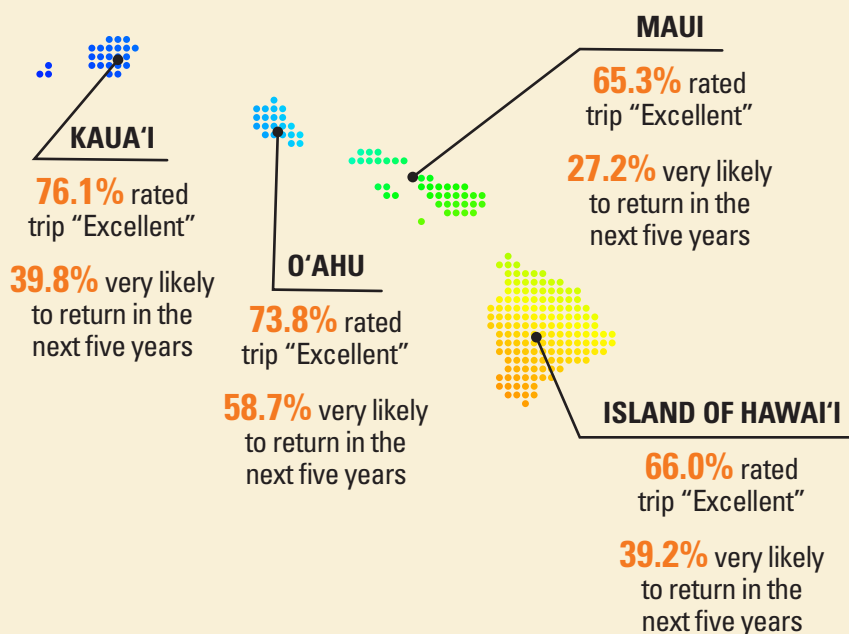
Most international visitor markets have relaxed travel restrictions and quarantine requirements by the fourth quarter of 2022. Direct air service to Hawai'i from Japan, Korea and Oceania are slowly coming back. There have been no direct flights from China since service ended in February 2020. Resumption of additional flights from Japan, Korea, and Oceania enabled a sufficient number of survey responses from these visitor markets, and the results are included in the Visitor Satisfaction report for Quarter 4, 2022. Surveys collected from Chinese respondents are too limited to report.

- U.S. West 1,460 completed surveys, +/- 2.56% margin of error*
- U.S. East 1,577 completed surveys, +/- 2.47% margin of error*
- Canada 1,210 completed surveys, +/- 2.82% margin of error*
- Japan 61 completed surveys, +/- 12.55% margin of error*
- Korea 162 completed surveys, +/- 7.70% margin of error*
- Oceania 340 completed surveys, +/- 5.31% margin of error*

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



MARKET AREA SNAPSHOT: OCEANIA



TOP ATTRACTION BY ISLAND

