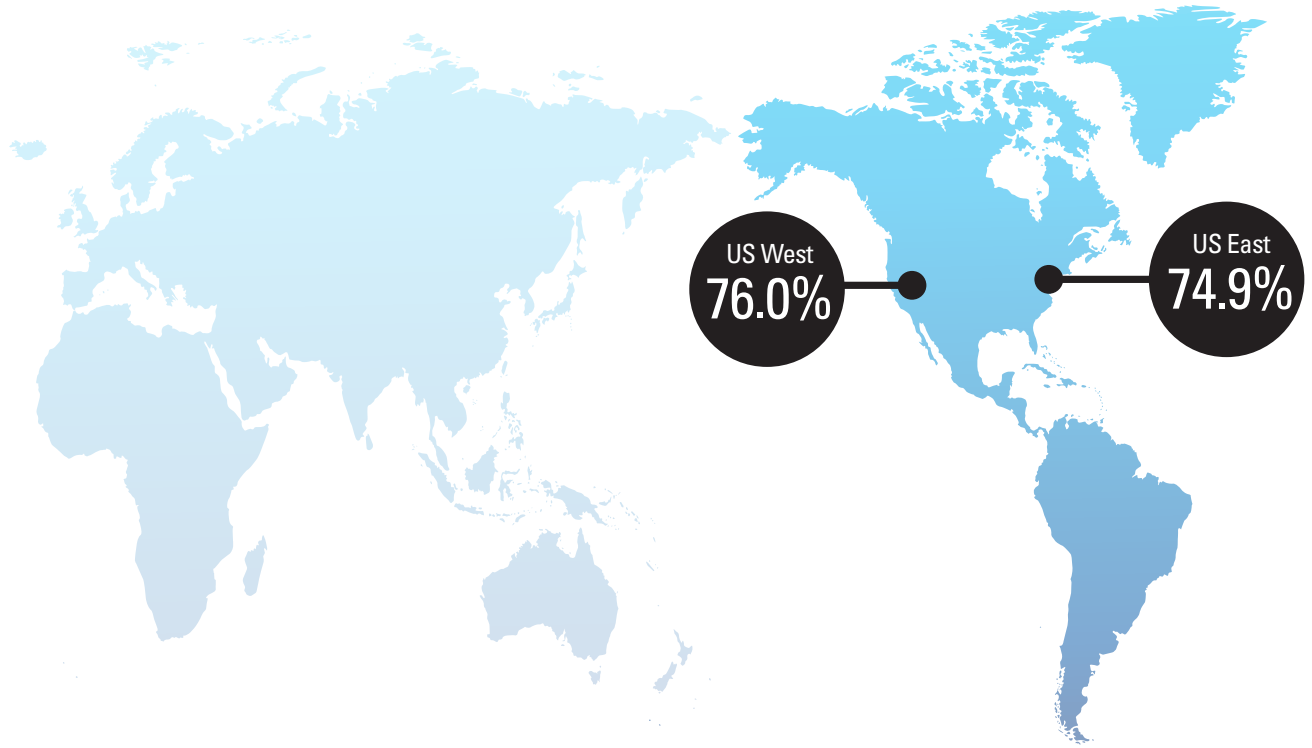


VISITORS WHO WERE VERY
LIKELY TO RECOMMEND 
TRAVEL TO HAWAII TO OTHERS



Visitor Profile by MMA

| | US West | US East |
|----------------------------|----------------------------|----------------------------|
| Average Age | 47 | 44 |
| Affluent Households | 17% \$200K+ | 13% \$200K+ |
| Education | 33% College Grad | 33% College Grad |

EFFECTS OF COVID-19

Starting on Thursday, March 26, 2020, the State of Hawaii required all visitors and returning residents to Hawaii to complete a mandatory, 14-day quarantine to prevent the spread of COVID-19. As a result, transpacific travel to the islands dropped by an average of 99% from a year earlier. COVID-19 led to considerable reduction of air service to Hawaii from U.S. West and U.S. East and suspension of direct air service from Japan, Canada, Oceania, China and Korea.

Nearly all incoming visitors to the islands in Q2 2020 were from the U.S. Mainland. Therefore, the Visitor Satisfaction and Activity Survey was collected 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.).

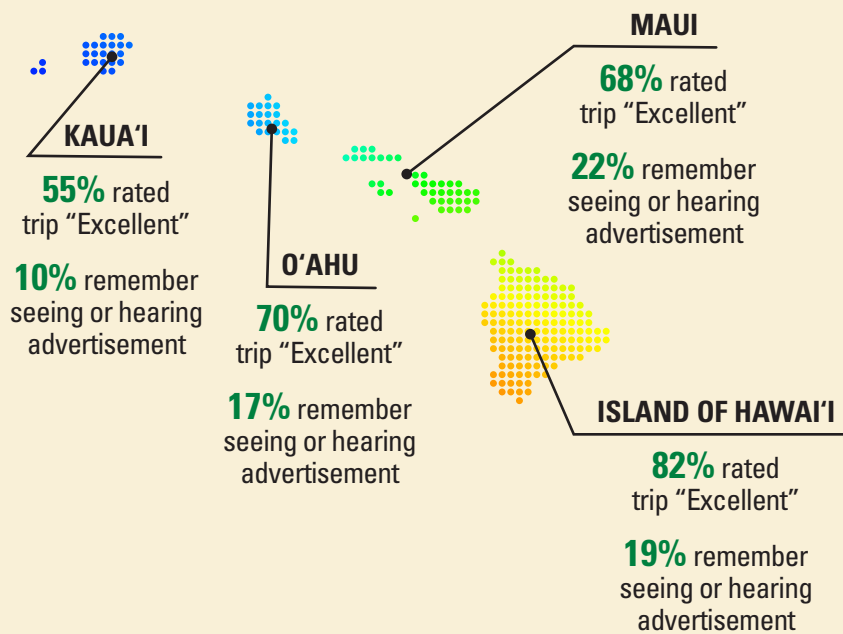
When reviewing this data and comparing to prior periods, please note the comparatively small sample sizes and corresponding margins of error.

- U.S. West: 528 completed surveys, +/-4.27% margin of error*
- U.S. East: 362 completed surveys, +/-5.15% margin of error*

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



MARKET AREA SNAPSHOT: US EAST



TOP ATTRACTION BY ISLAND

