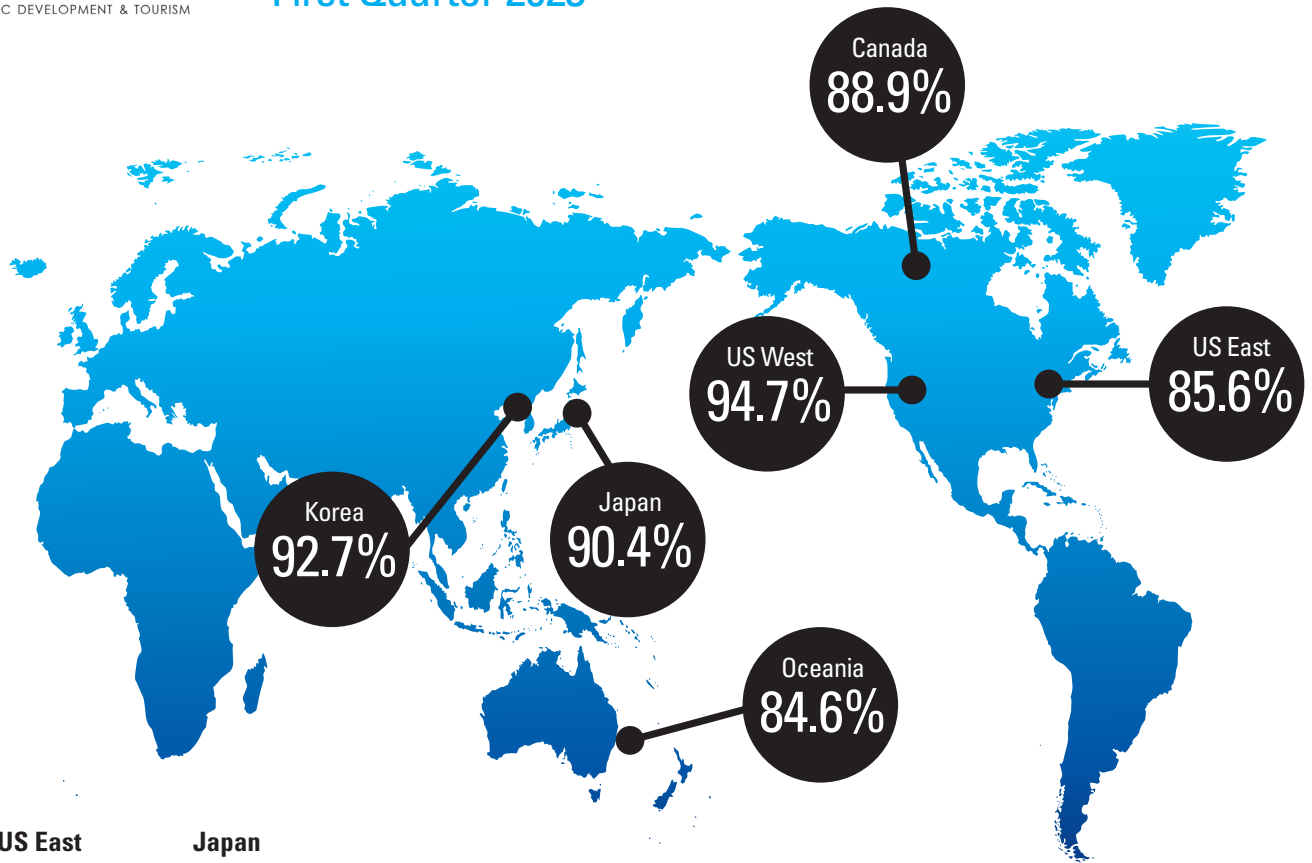


VISITORS WHO SAY THEY ARE "LIKELY TO RETURN" TO HAWAII IN THE NEXT 5 YEARS



Visitor Profile by MMA

	US West	US East	Japan
Average Age	53	53	50
Affluent Households	28.0% \$200K+	28.3% \$200K+	31.3% ¥15M+
Education	34.6% College Grad	35.9% College Grad	53.4% College Grad
	Canada	Oceania	Korea
Average Age	54	51	37
Affluent Households	29.0% \$200K+	38.2% \$200K+	14.7% ₩15M+
Education	38.1% College Grad	23.6% College Grad	56.0% College Grad

COVID-19 Travel Restrictions

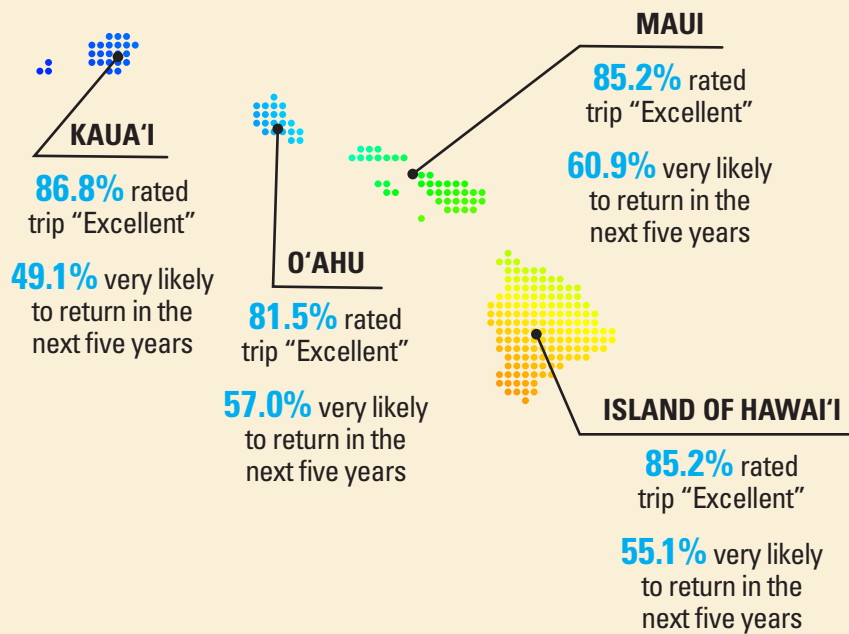
Most international visitor markets have relaxed travel restrictions and quarantine requirements by the first quarter of 2023. Direct air service to Hawai'i from Japan, Korea and Oceania are slowly coming back. There have been no direct flights from China since service ended in February 2020. Resumption 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 this quarter. Surveys collected from Chinese respondents are too limited to report.

- U.S. West 1,500 completed surveys, +/- 2.53% margin of error*
- U.S. East 1,593 completed surveys, +/- 2.46% margin of error*
- Canada 912 completed surveys, +/- 3.25% margin of error*
- Japan 87 completed surveys, +/- 10.51% margin of error*
- Korea 334 completed surveys, +/- 5.36% margin of error*
- Oceania 285 completed surveys, +/- 5.80% margin of error*

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



MARKET AREA SNAPSHOT: CANADA



TOP ATTRACTION BY ISLAND

