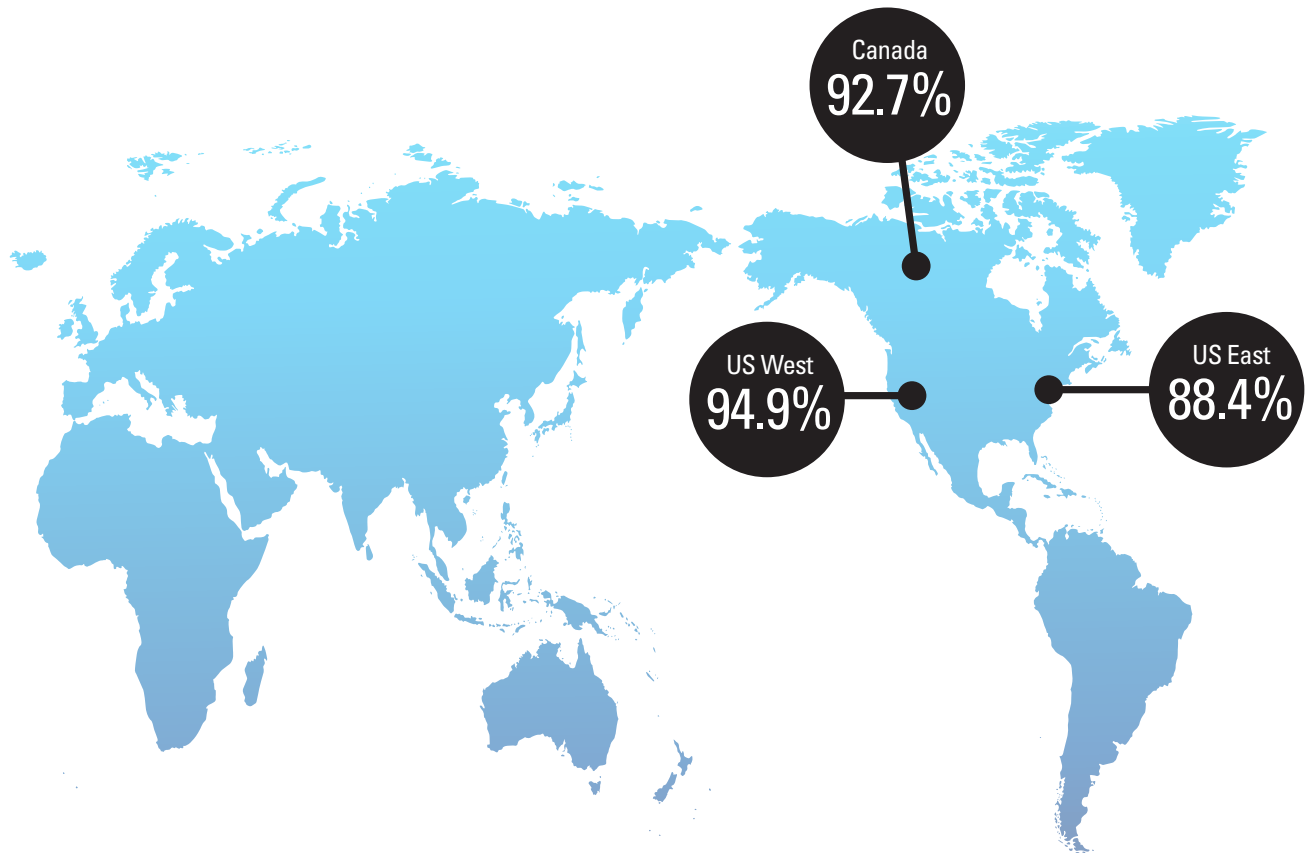


VISITORS WHO SAID THEY **WERE LIKELY TO RETURN** TO HAWAII IN THE NEXT FIVE YEARS



### Visitor Profile by MMA

	US West	US East	Canada
<b>Average Age</b>	<b>52</b>	<b>53</b>	<b>54</b>
<b>Affluent Households</b>	<b>26.0%</b> \$200K+	<b>27.5%</b> \$200K+	<b>31.0%</b> \$200K+
<b>Education</b>	<b>37%</b> College Grad	<b>37%</b> College Grad	<b>36%</b> College Grad

### COVID-19 Travel Restrictions

Concerns around the continuing COVID-19 pandemic have resulted in significant travel restrictions and limited flights to Hawai'i from China, Japan, Korea and Oceania. Therefore, visitors from those MMAs did not participate in the VSAT survey for this quarter. Resumption of additional flights from Canada enabled a sufficient number of visitors to Hawai'i for that market to be included in this report for the first time since Q1 2020.

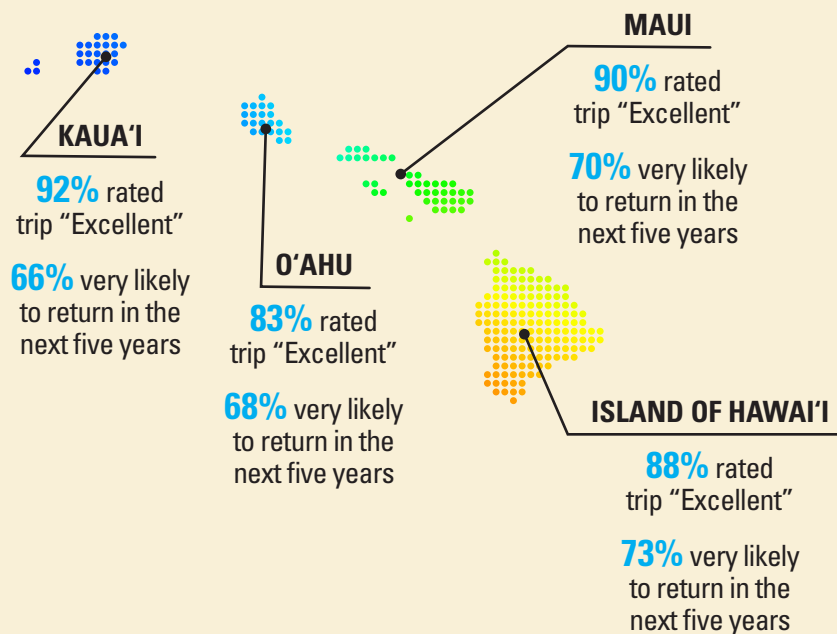
The State of Hawai'i's Safe Travels program, which required visitors to the state to provide proof of a negative pre-travel COVID-19 test or show proof of vaccination, ended on March 26, 2022. International visitors were still required to comply with U.S. federal travel guidelines.

- U.S. West 1,588 completed surveys, +/- 2.46% margin of error\*
- U.S. East 1,705 completed surveys, +/- 2.37% margin of error\*
- Canada 539 completed surveys, +/- 4.22% margin of error\*

(\*Margins of error shown at 95% level of confidence)



### MARKET AREA SNAPSHOT: US WEST



### TOP ATTRACTION BY ISLAND

