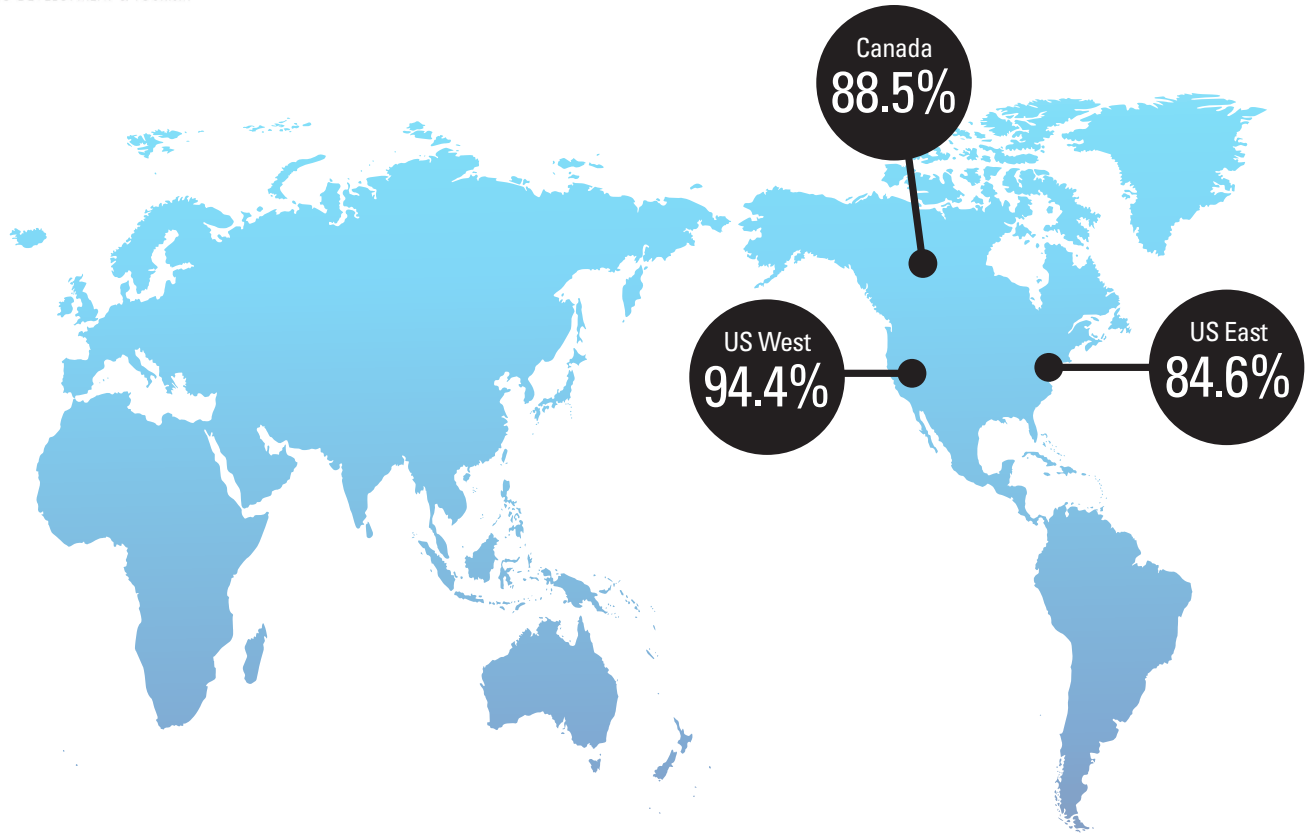


VISITORS WHO SAID THEY
**WERE LIKELY
TO RETURN**
TO HAWAII IN THE
NEXT FIVE YEARS



Visitor Profile by MMA

	US West	US East	Canada
Average Age	49	49	49
Affluent Households	31.8% \$200K+	29.4% \$200K+	28.2% \$200K+
Education	38% College Grad	39% College Grad	40% 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 resulted in a sufficient number of visitors to Hawai'i for that market to be included in reporting for the Visitor Satisfaction Survey for the first time since Q1 2020.

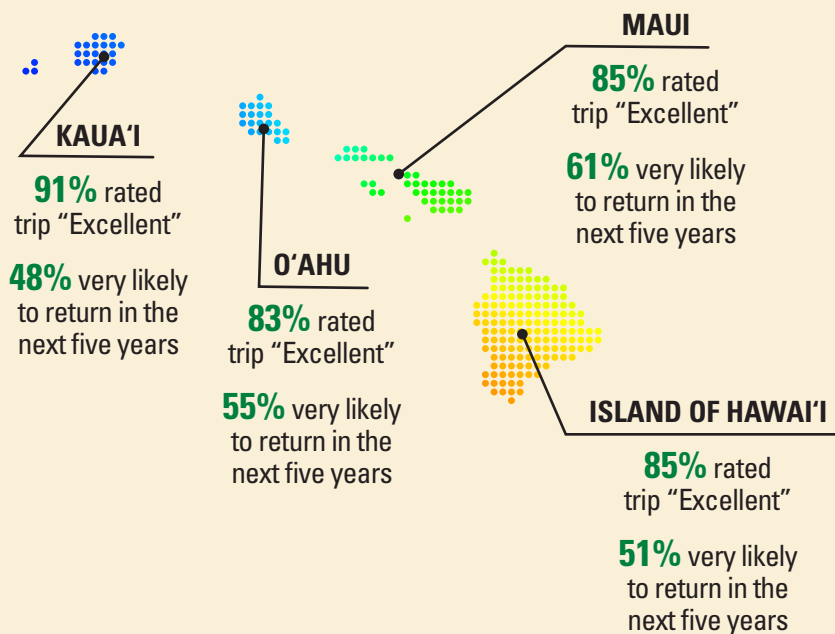
The State of Hawaii's Safe Travels program, which required visitors to the state to provide proof of a negative pre-travel COVID-19 test or show proof of vaccination, ended on March 26, 2022. International visitors were still required to comply with U.S. federal travel guidelines.

- U.S. West 1,697 completed surveys, +/- 2.38% margin of error*
- U.S. East 1,879 completed surveys, +/- 2.26% margin of error*
- Canada 852 completed surveys, +/- 3.36% margin of error*


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




MARKET AREA SNAPSHOT: CANADA




TOP ATTRACTION BY ISLAND


KAUA'I
PO'IPU BEACH
69%


MAUI
HALEAKALĀ
NATIONAL PARK
42%


O'AHU
NORTH SHORE
BEACHES
51%


ISLAND OF HAWAII
HAWAII VOLCANOES
NATIONAL PARK
58%