Visitor Satisfaction Survey
Second Quarter 2019

Europe 86.5%
China 71.5%
Korea 70.4%
Japan 76.4%
US West 91.5%
US East 91.4%
Canada 90.4%
Oceania 75.8%

VISITORS WHO WERE VERY LIKELY TO RECOMMEND TRAVEL TO HAWAI‘I TO OTHERS

Visitor Profile by MMA

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Age</th>
<th>Affluent Households</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>US West</td>
<td>50</td>
<td>24% $200K+</td>
<td>36% College Grad</td>
</tr>
<tr>
<td>US East</td>
<td>50</td>
<td>22% $200K+</td>
<td>38% College Grad</td>
</tr>
<tr>
<td>Japan</td>
<td>43</td>
<td>12% &lt; $15M+</td>
<td>51% College Grad</td>
</tr>
<tr>
<td>Canada</td>
<td>48</td>
<td>17% $200K+</td>
<td>35% College Grad</td>
</tr>
<tr>
<td>Europe</td>
<td>46</td>
<td>13% $200K+</td>
<td>30% Post Grad</td>
</tr>
<tr>
<td>Oceania</td>
<td>55</td>
<td>15% $200K+</td>
<td>27% High-School Grad</td>
</tr>
<tr>
<td>China</td>
<td>35</td>
<td>9% &lt; $1,253,600+</td>
<td>59% College Grad</td>
</tr>
<tr>
<td>Korea</td>
<td>35</td>
<td>20% $923,911K+</td>
<td>57% College Grad</td>
</tr>
</tbody>
</table>

MARKET AREA SNAPSHOT: OCEANIA

KAUA‘I
85% rated trip “Excellent”
23% remember seeing or hearing advertisement

O‘AHU
75% rated trip “Excellent”
39% remember seeing or hearing advertisement

ISLAND OF HAWAI‘I
79% rated trip “Excellent”
44% remember seeing or hearing advertisement

TOP ATTRACTION BY ISLAND

KAUA‘I
HALEAKALĀ NATIONAL PARK 21%

O‘AHU
WAIMEA CANYON 52%
PEARL HARBOR 47%

ISLAND OF HAWAI‘I
WAIMEA CANYON 52%
HAWAI‘I VOLCANOES NATIONAL PARK 71%