Visitor Satisfaction Survey
First Quarter 2020

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>52</td>
<td>23% $200K+</td>
<td>36% College Grad</td>
</tr>
<tr>
<td>US East</td>
<td>53</td>
<td>25% $200K+</td>
<td>35% College Grad</td>
</tr>
<tr>
<td>Japan</td>
<td>39</td>
<td>9% ¥15M+</td>
<td>50% College Grad</td>
</tr>
<tr>
<td>Canada</td>
<td>53</td>
<td>18% $200K+</td>
<td>33% College Grad</td>
</tr>
<tr>
<td>Europe</td>
<td>50</td>
<td>15% $200K+</td>
<td>35% Post Grad</td>
</tr>
<tr>
<td>Oceania</td>
<td>50</td>
<td>17% ¥200K+</td>
<td>33% Post Grad</td>
</tr>
<tr>
<td>China</td>
<td>38</td>
<td>14% ¥1,253,600+</td>
<td>49% College Grad</td>
</tr>
<tr>
<td>Korea</td>
<td>37</td>
<td>25% ¥92,391K+</td>
<td>42% College Grad</td>
</tr>
</tbody>
</table>

MARKET AREA SNAPSHOT: US WEST

- **KAUAI**
  - 87% rated trip “Excellent”
  - 28% remember seeing or hearing advertisement

- **O'AHU**
  - 78% rated trip “Excellent”
  - 34% remember seeing or hearing advertisement

- **ISLAND OF HAWAI'I**
  - 89% rated trip “Excellent”
  - 32% remember seeing or hearing advertisement

- **MAUI**
  - 88% rated trip “Excellent”
  - 32% remember seeing or hearing advertisement

TOP ATTRACTION BY ISLAND

- **KAUAI**
  - PO'IPU BEACH 65%

- **O'AHU**
  - NORTH SHORE BEACHES 51%

- **ISLAND OF HAWAI'I**
  - HAWAI'I VOLCANOES NATIONAL PARK 46%
  - HALEAKALĀ NATIONAL PARK 26%