MARKET AREA SNAPSHOT:

US EAST

US West 76.0%
US East 74.9%

**MARKET AREA SNAPSHOT:**

**US EAST**

**KAUAI**
- 55% rated trip “Excellent”
- 10% remember seeing or hearing advertisement

**O’AHU**
- 70% rated trip “Excellent”
- 17% remember seeing or hearing advertisement

**ISLAND OF HAWAI’I**
- 82% rated trip “Excellent”
- 19% remember seeing or hearing advertisement

**TOP ATTRACTION BY ISLAND**

**HALEAKALĀ NATIONAL PARK**
- 31%

**HILO FARMER’S MARKET**
- 41%

**KAUAI’I HANALEI BEACH**
- 47%

**O’AHU LANIKAI BEACH**
- 30%

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