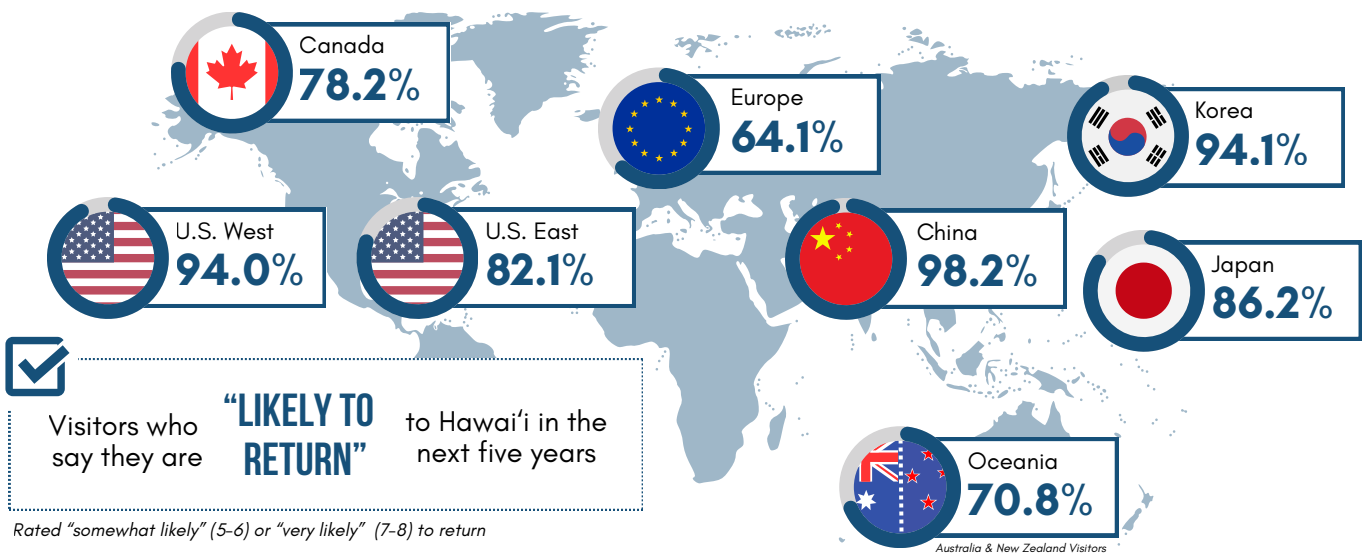


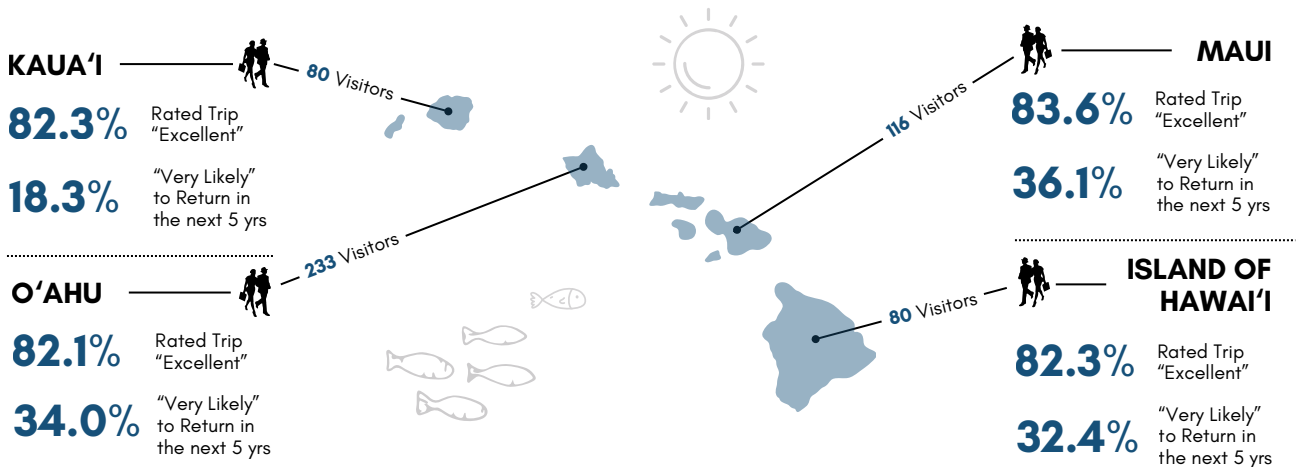
LIKELIHOOD TO RETURN



VISITOR PROFILE BY MMA

	Average Age	Affluent Households	Repeat Visitors	Average Party Size
U.S. WEST	51 yrs	37.7% \$200K +	81.0%	4.45
U.S. EAST	50 yrs	35.4% \$200K +	57.0%	3.44
CANADA	52 yrs	27.2% \$200K +	58.4%	3.35
OCEANIA	59 yrs	17.6% \$200K +	52.8%	2.82
EUROPE	46 yrs	15.2% \$200K +	30.6%	2.46
JAPAN	46 yrs	11.8% ¥15M +	70.4%	3.78
KOREA	37 yrs	14.9% ₩150M +	21.1%	2.57
CHINA	34 yrs	27.9% ¥1,096,900 +	33.9%	4.04

MMA SNAPSHOT | EUROPE



EUROPE
QUARTERLY INSIGHTS

Overall Value for the Money by Island
Rated Trip "Excellent" Value

Island	Value (%)
KAUA'I	27.8%
O'AHU	37.9%
MAUI	38.7%
ISLAND OF HAWAII	33.9%

Top Destination Drivers for Hawai'i

19.1% First-time visitor, wanted to experience HI	17.1% Natural beauty and scenery	11.1% Work, business trip
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Top "Unlikely to Return" Rationale

52.2% Long travel distance	43.8% High cost of travel	14.9% Preference for other destinations
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