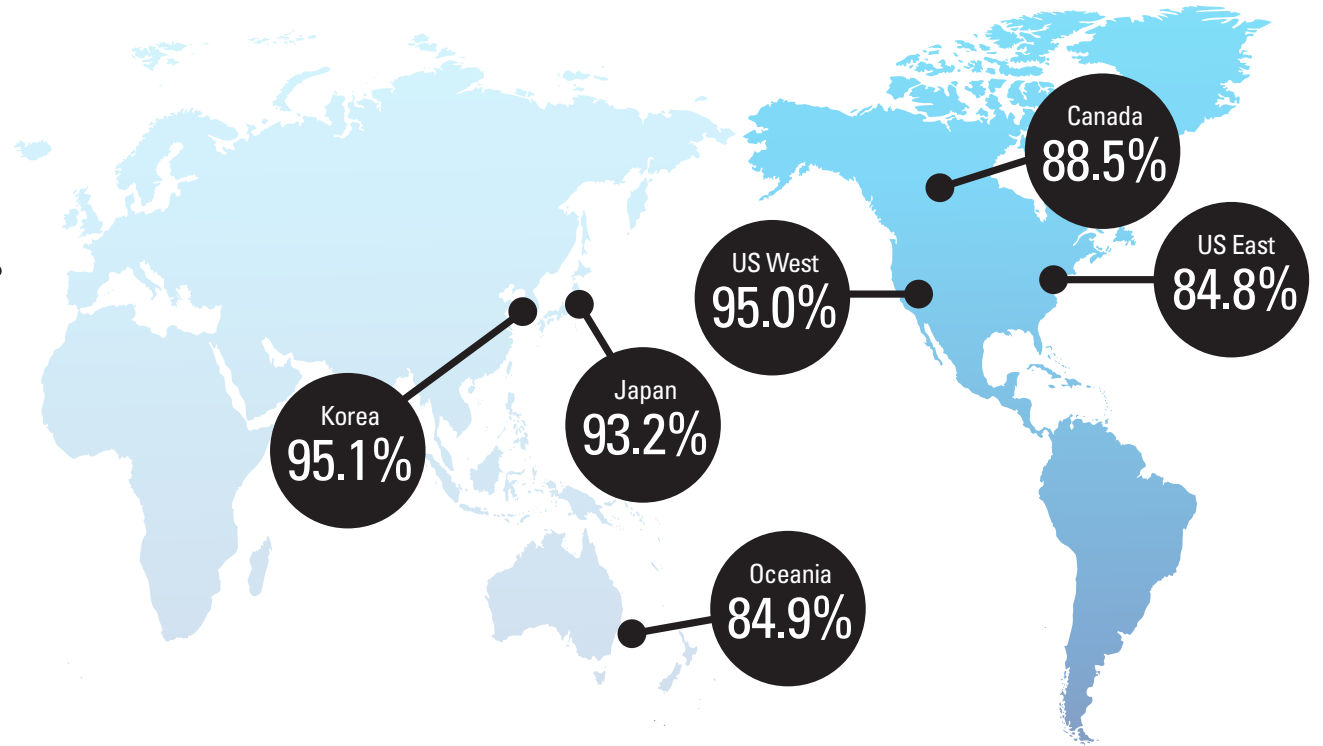


VISITORS WHO SAY THEY ARE
"VERY LIKELY TO RETURN"
 TO HAWAII IN THE
 NEXT 5 YEARS



COVID-19 TRAVEL RESTRICTIONS

Most international visitor markets have relaxed travel restrictions and quarantine requirements by the third quarter of 2022. Direct air service to Hawai'i from Japan, Korea and Oceania are slowly coming back. There have been no direct flights from China since service ended in February 2020. Resumption of additional flights from Japan, Korea, and Oceania enabled a sufficient number of survey responses from these visitor markets, and the results are included in the Visitor Satisfaction report for the first time since Quarter 1, 2020. Surveys collected from Chinese respondents are too limited to report.

U.S. West 1,641 completed surveys, +/- 2.42% margin of error*
 U.S. East 1,737 completed surveys, +/- 2.35% margin of error*
 Canada 1,034 completed surveys, +/- 3.05% margin of error*

Japan 113 completed surveys, +/- 9.22% margin of error*
 Korea 190 completed surveys, +/- 7.11% margin of error*
 Oceania 392 completed surveys, +/- 4/95% margin of error*

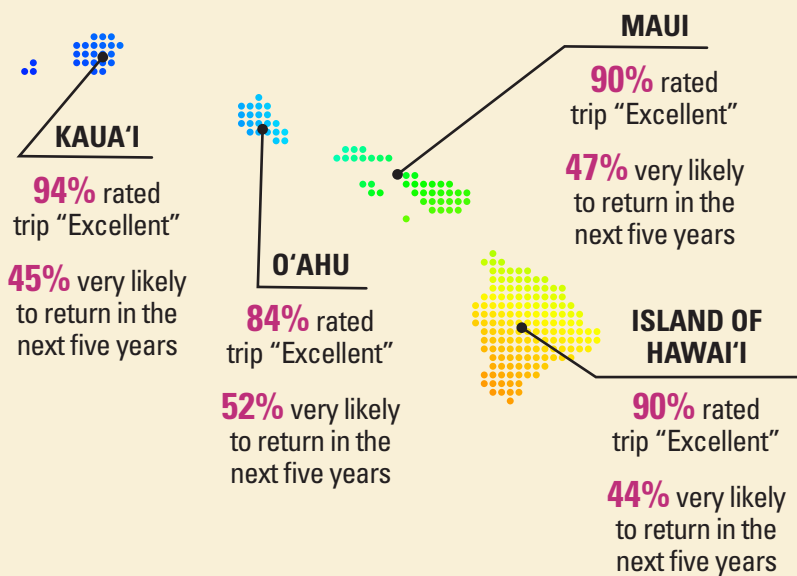
*Margins of error presented at the 95% level of confidence



Visitor Profile by MMA

	US West	US East	Japan	Canada	Oceania	Korea
Average Age	50	50	48	47	53	34
Affluent Households	27.2% \$200K+	27.0% \$200K+	30.0% \$200K+	24.4% \$200K+	25.5% \$200K+	7.8% \$200K+
Education	35.3% College Grad	36.2% College Grad	52.2% College Grad	37.9% College Grad	20.5% College Grad	56.8% College Grad

MARKET AREA SNAPSHOT: US EAST



TOP ATTRACTION BY ISLAND

