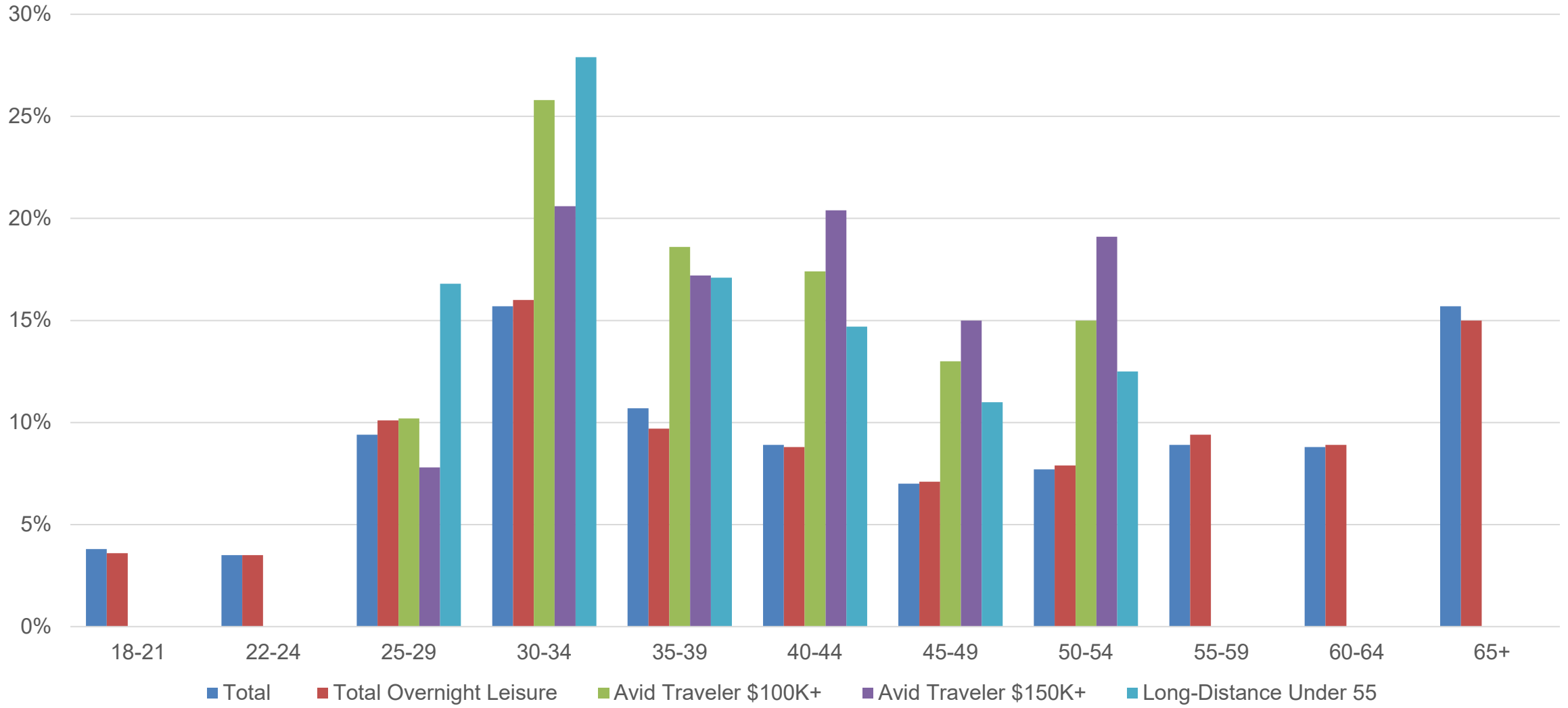




TravelTrak America 2021 Hawai'i Segment Tracking

March 17, 2023

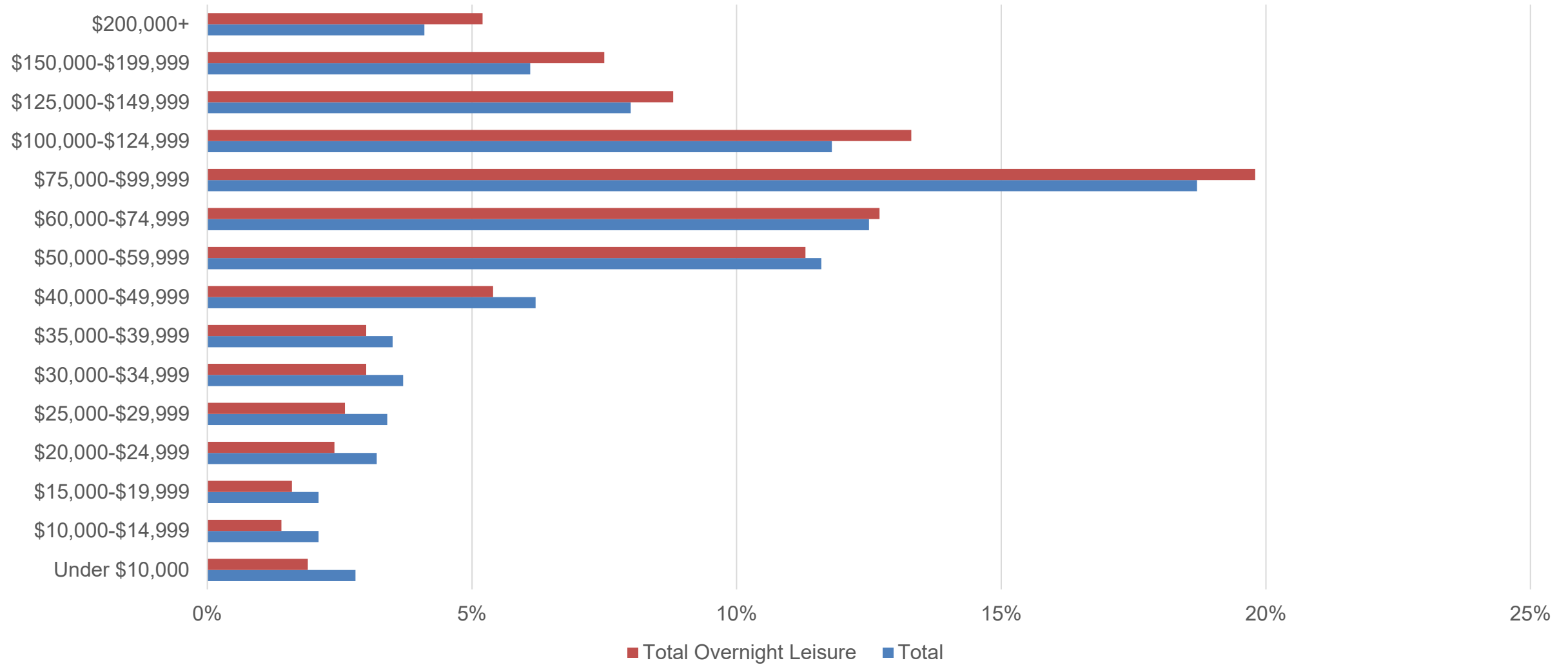
2021 Hawai'i Traveler by Age Group



Source: TravelTrak America

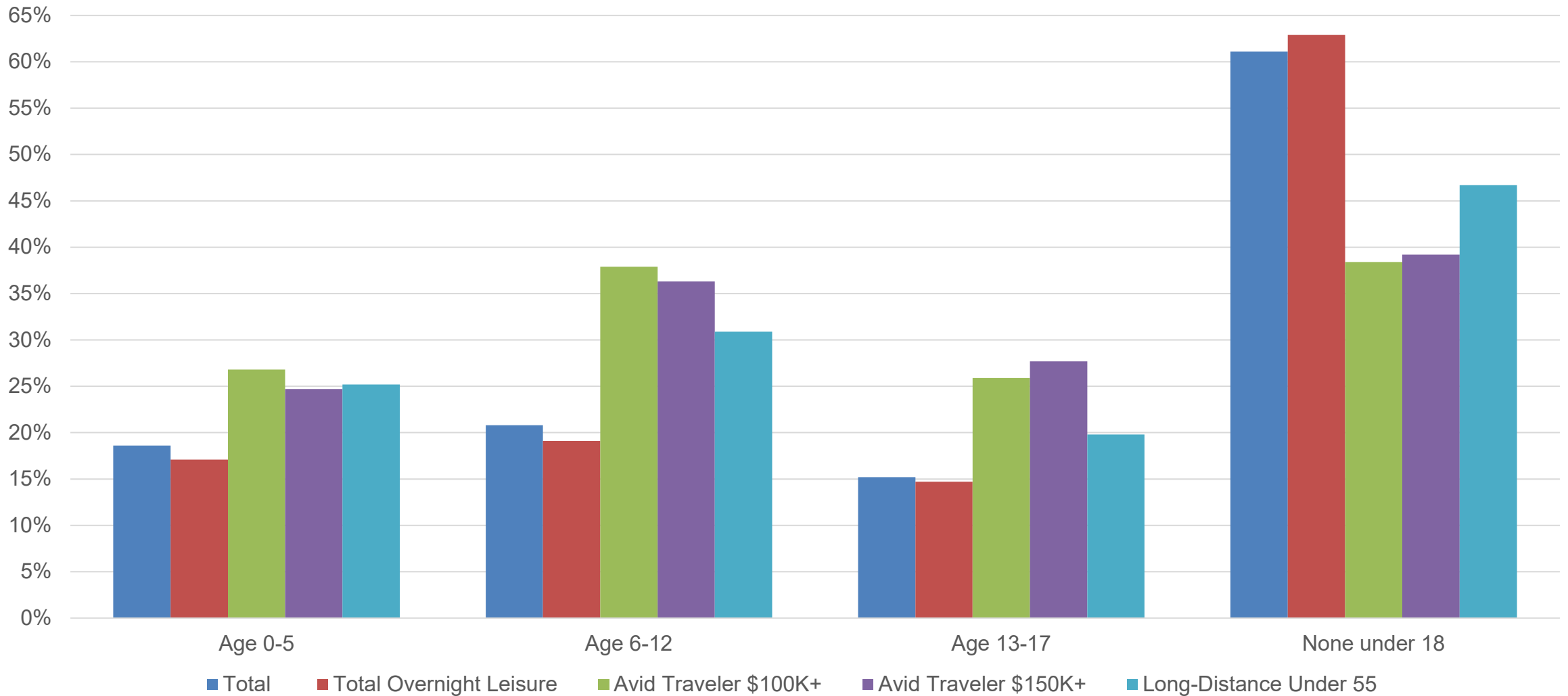
*No data for Long-Distance Under 55 past age 55+ as it does not fit definition.

2021 Hawai'i Traveler by Household Income



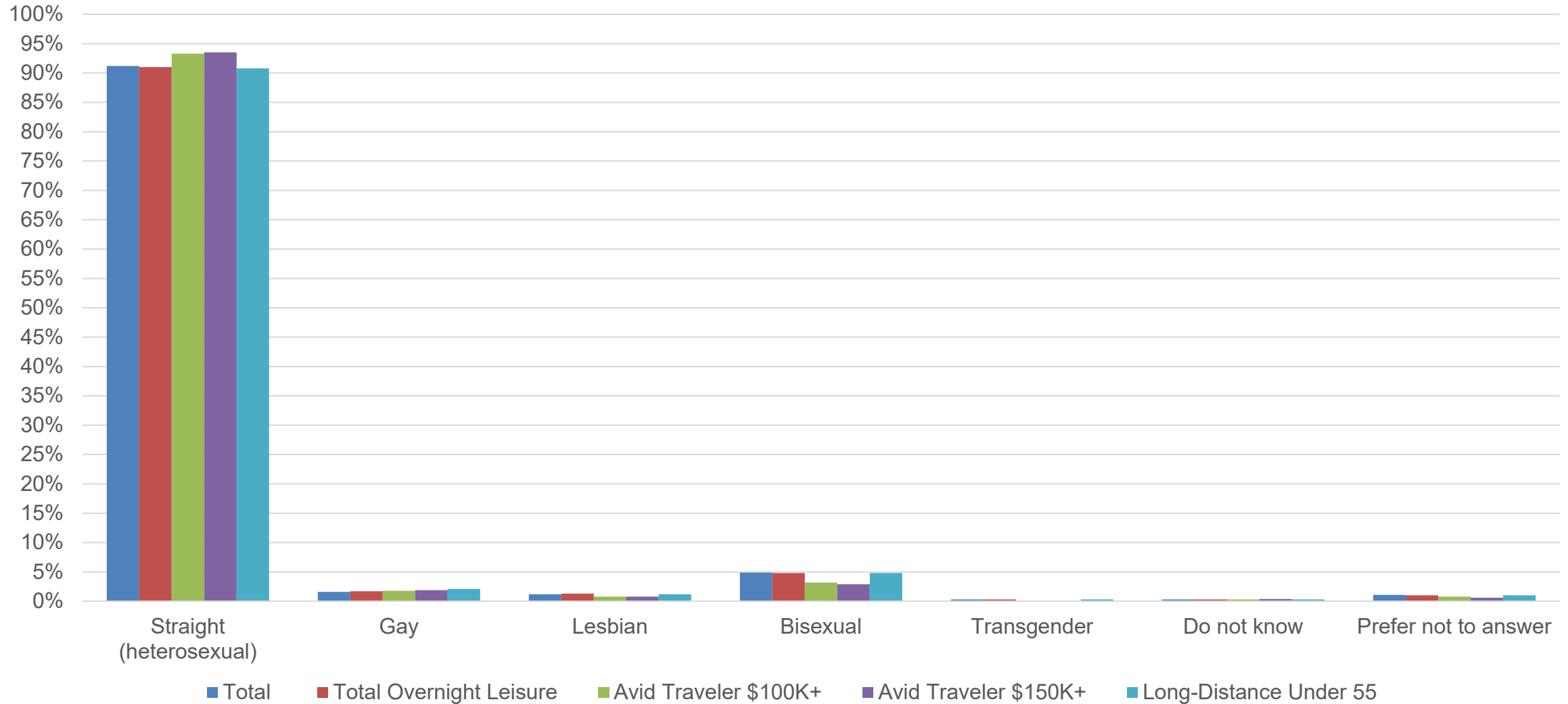
Source: TravelTrak America

2021 Hawai'i Traveler by Children in Household



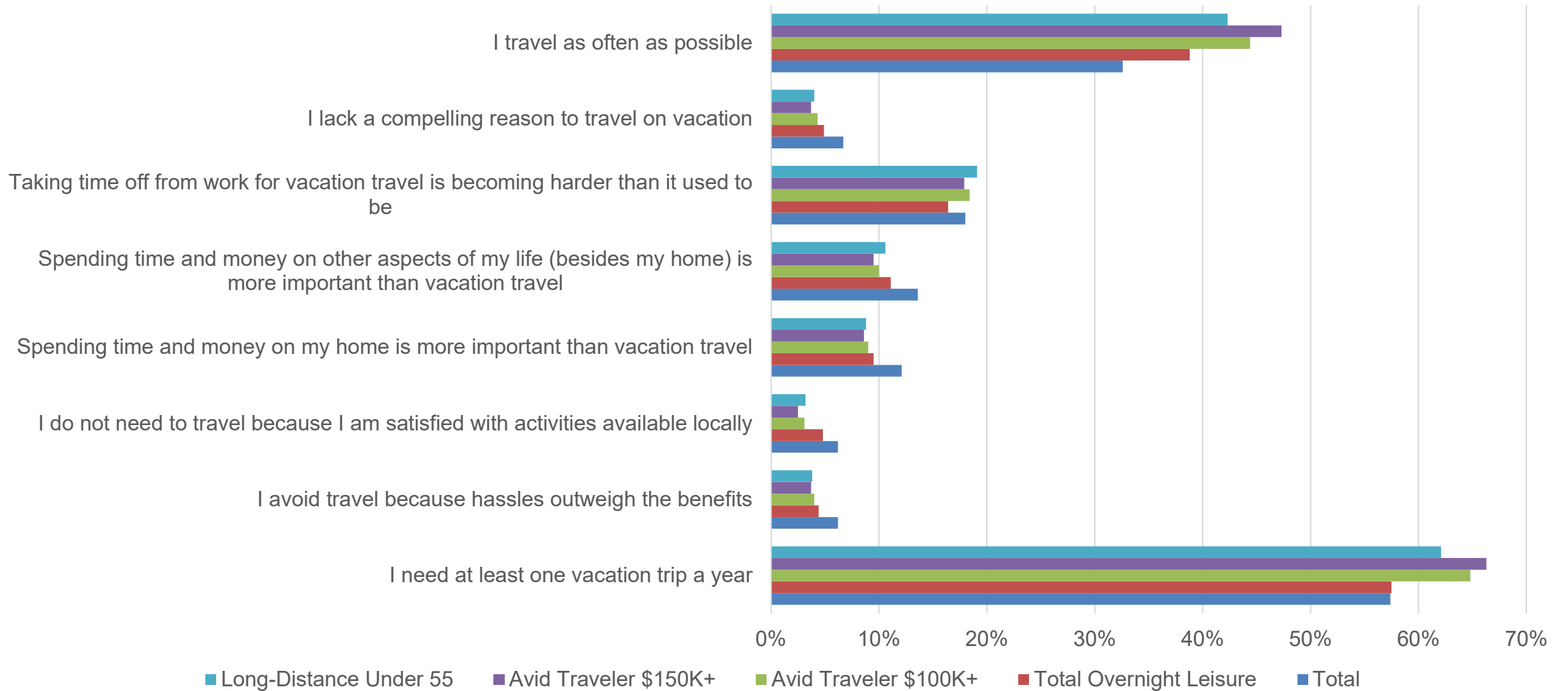
Source: TravelTrak America

2021 Hawai'i Traveler by Identity



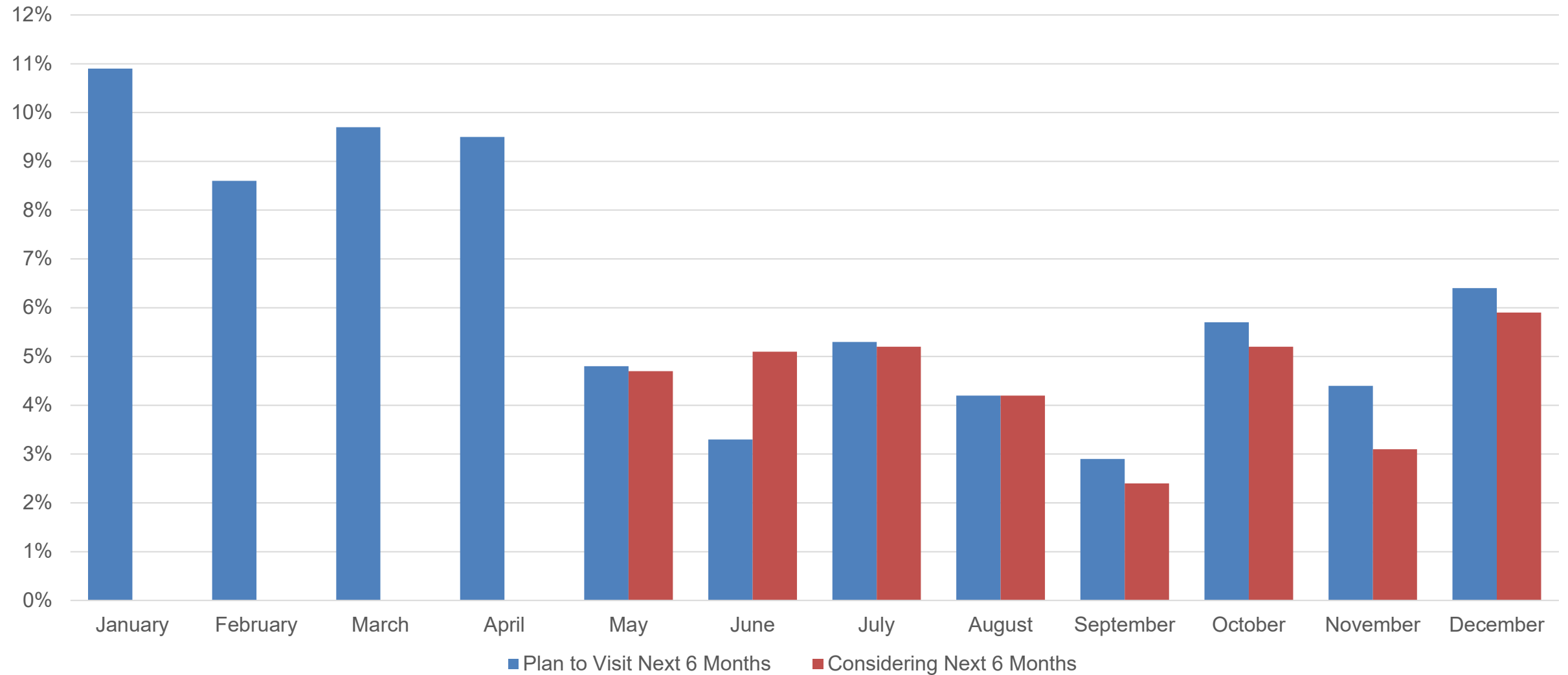
Source: TravelTrak America

2021 Traveler Attitudes Towards Vacation Travel



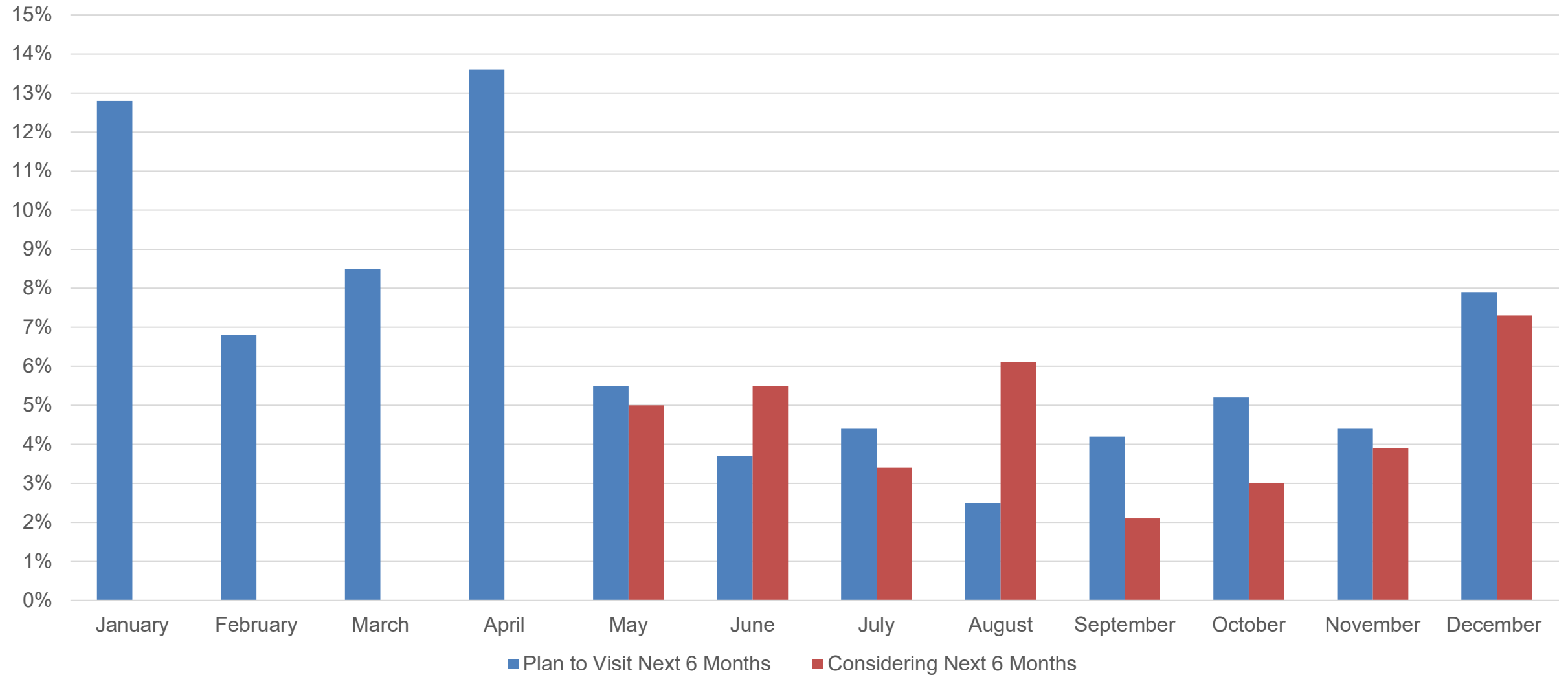
Source: TravelTrak America

2021 Avid Traveler \$100k+ Hawai'i Travel Intent Next 6 Months



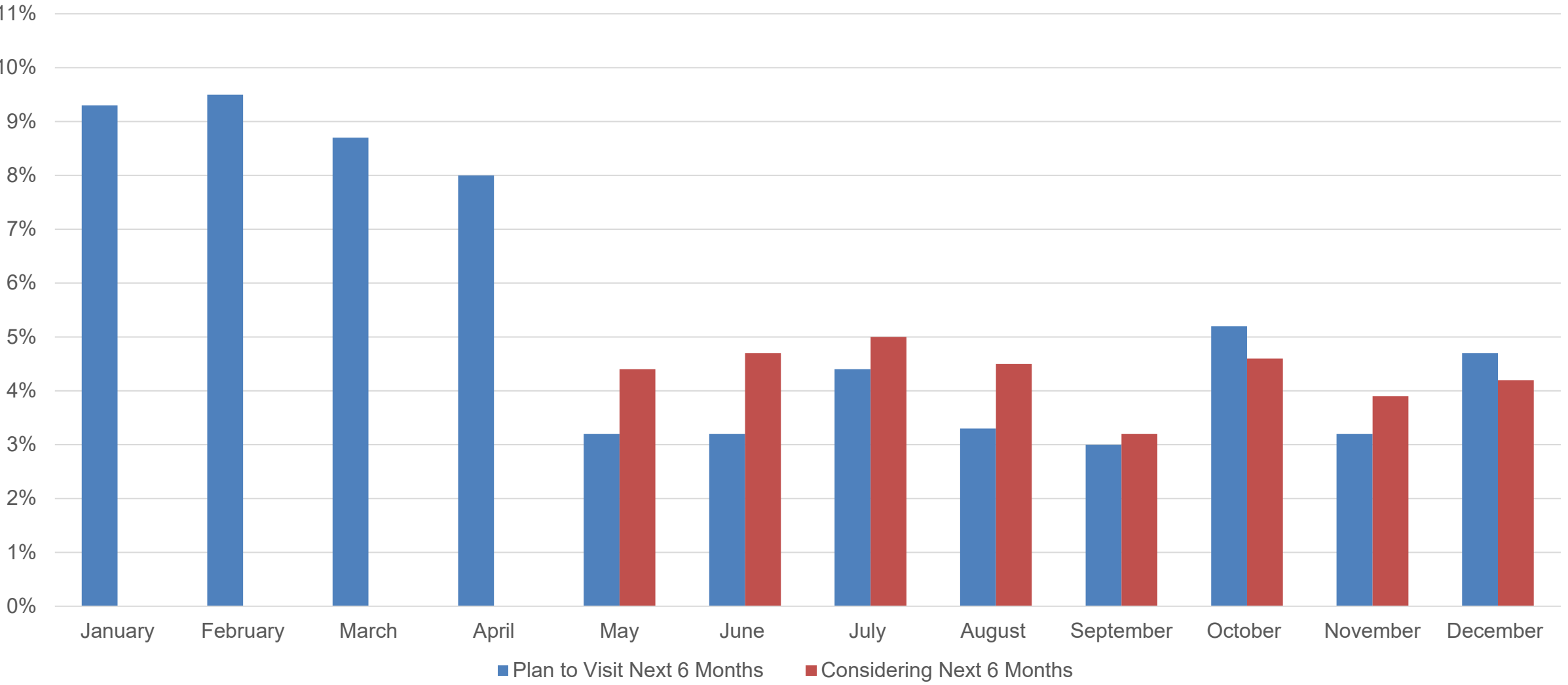
Source: TravelTrak America

2021 Avid Traveler \$150k+ Hawai'i Travel Intent Next 6 Months



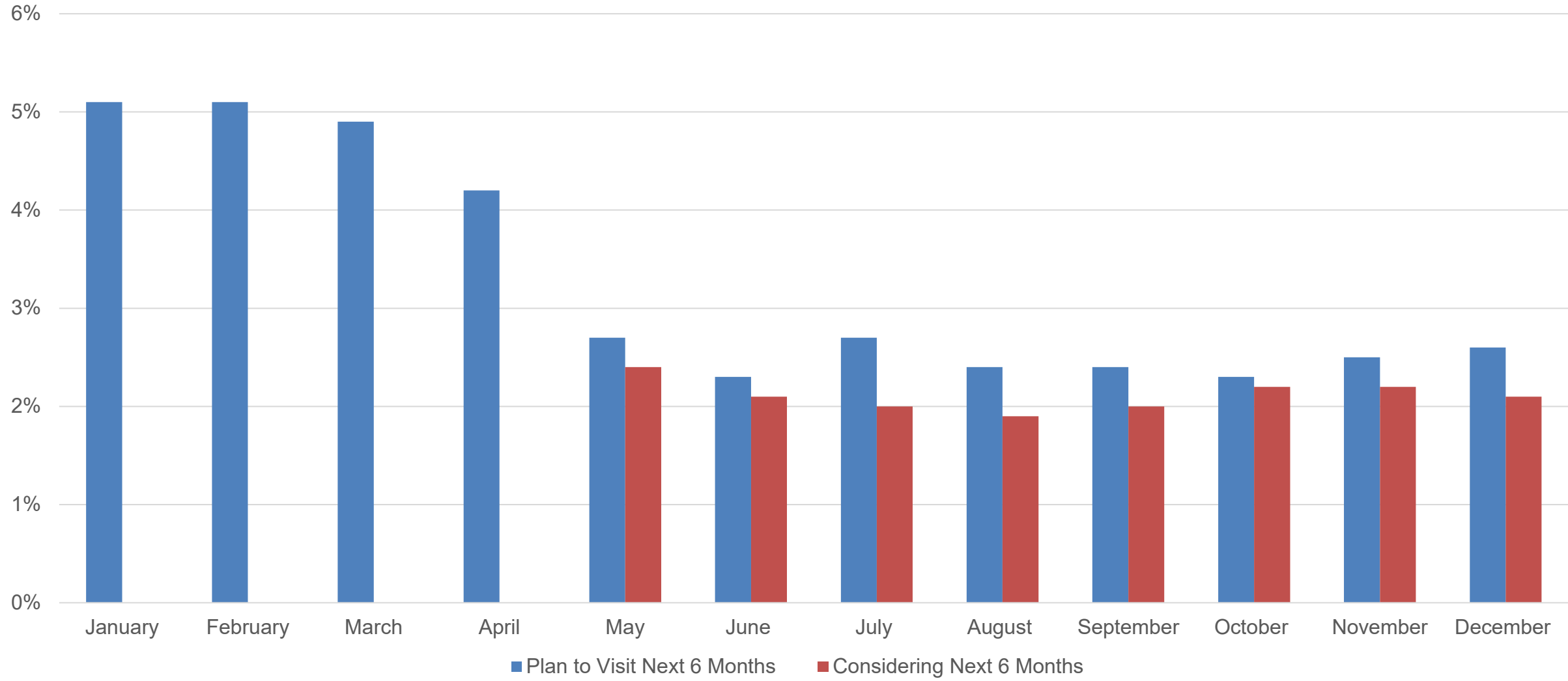
Source: TravelTrak America

2021 Long-Distance Traveler Under 55 Hawai'i Travel Intent Next 6 Months



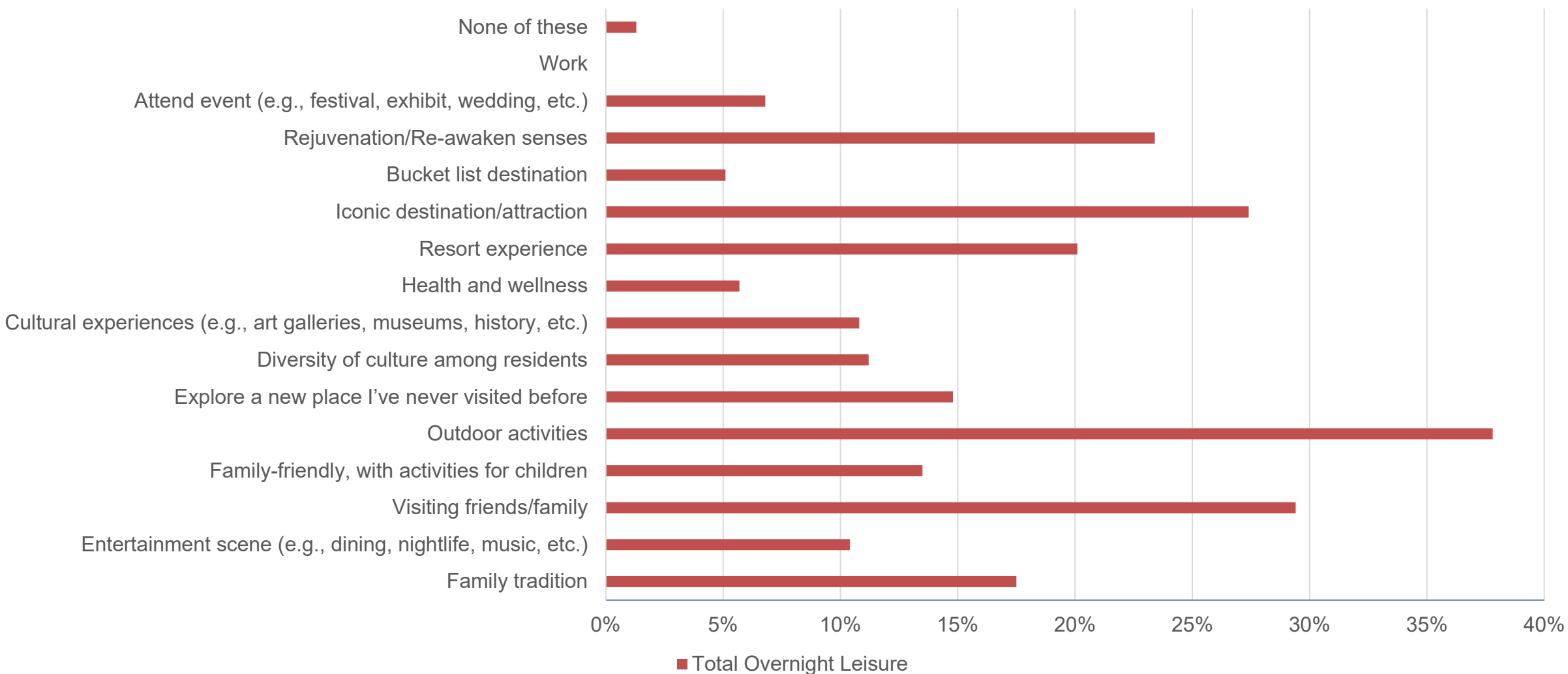
Source: TravelTrak America

2021 Total Hawai'i Travel Intent Next 6 Months



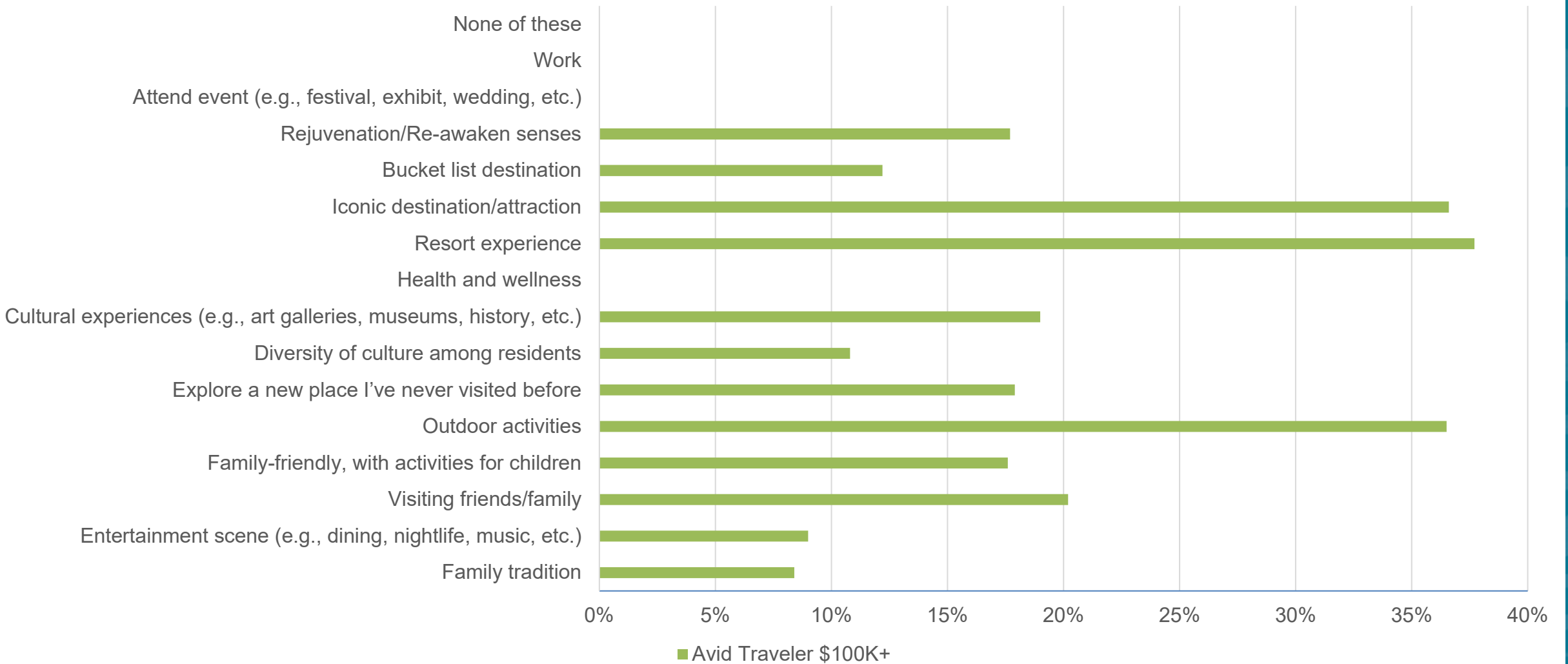
Source: TravelTrak America

Q4 2021 Total Overnight Leisure Traveler Motivations for Hawai'i Visit



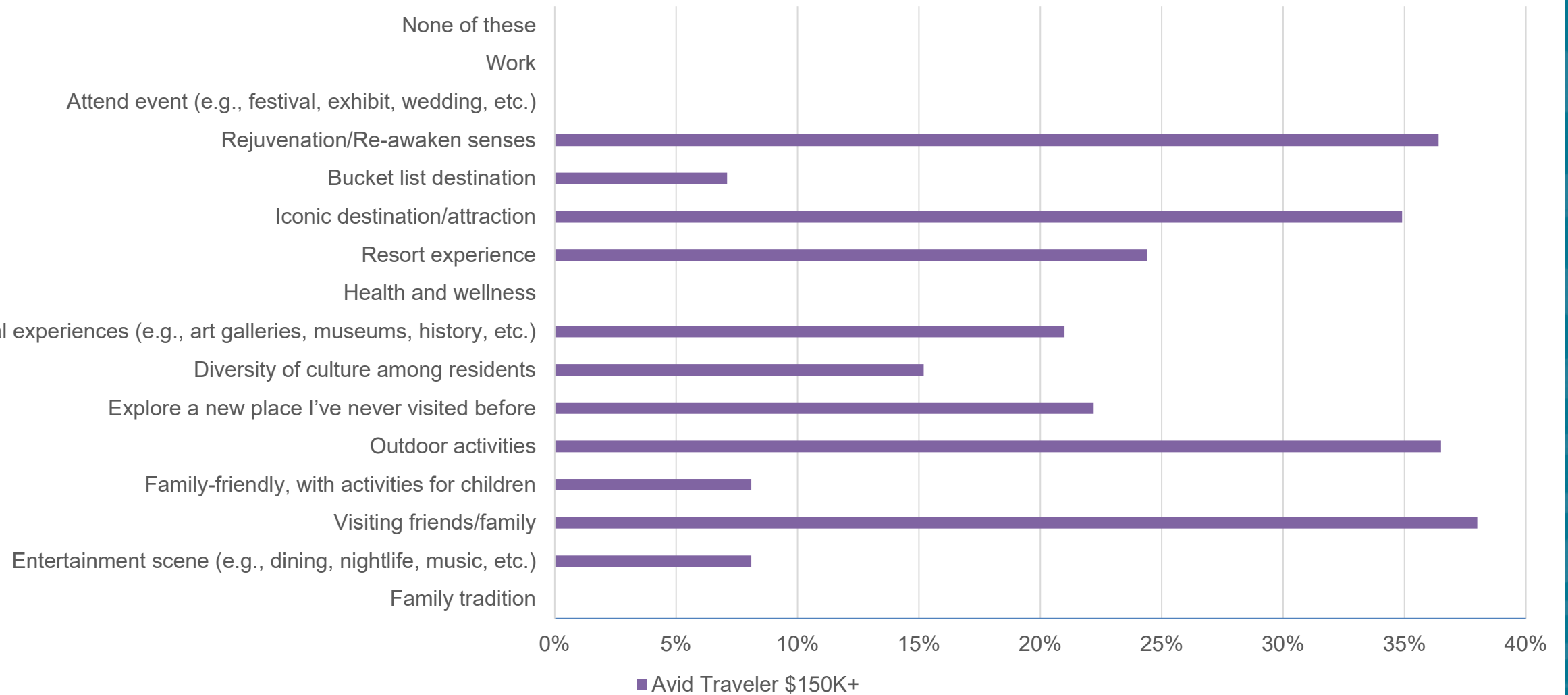
Source: TravelTrak America

Q4 2021 Avid Traveler \$100k+ Motivations for Hawai'i Visit



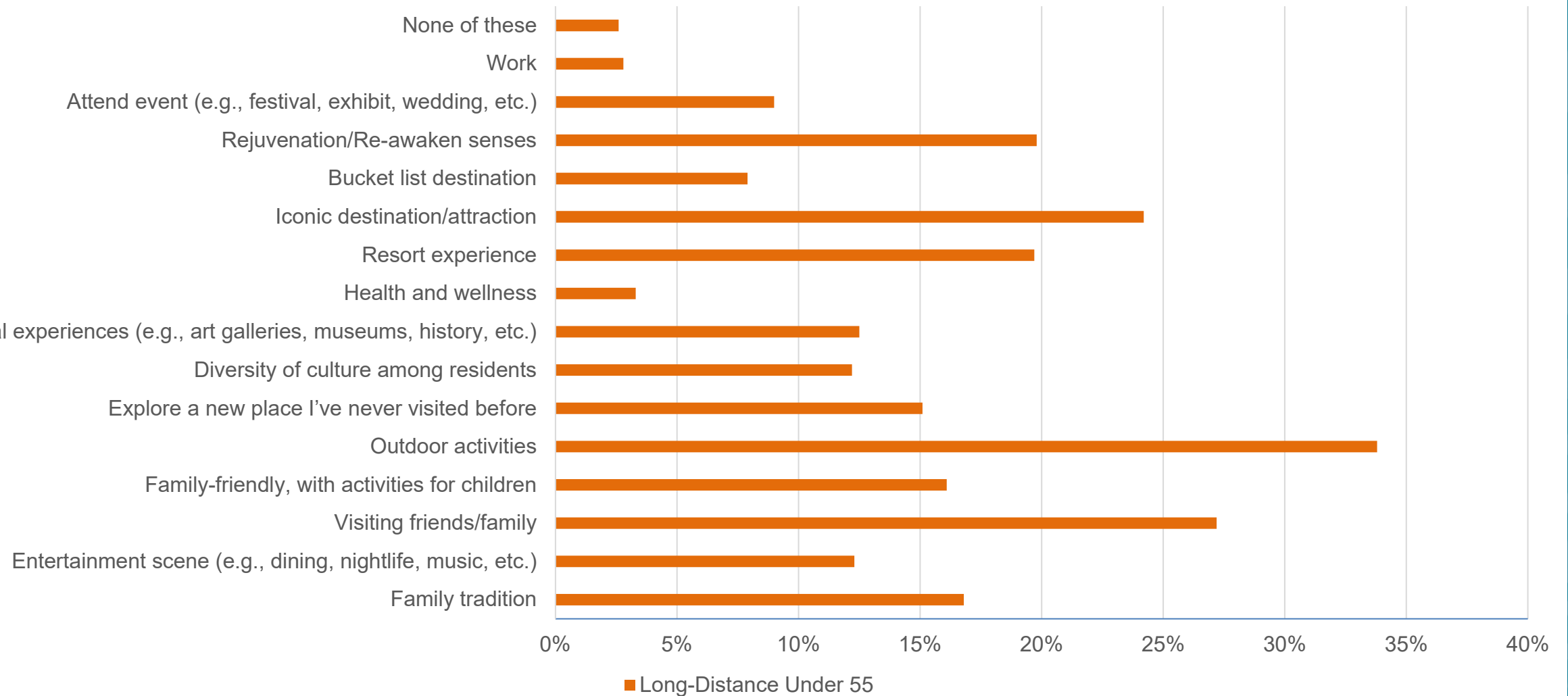
Source: TravelTrak America

Q4 2021 Avid Traveler \$150k+ Motivations for Hawai'i Visit



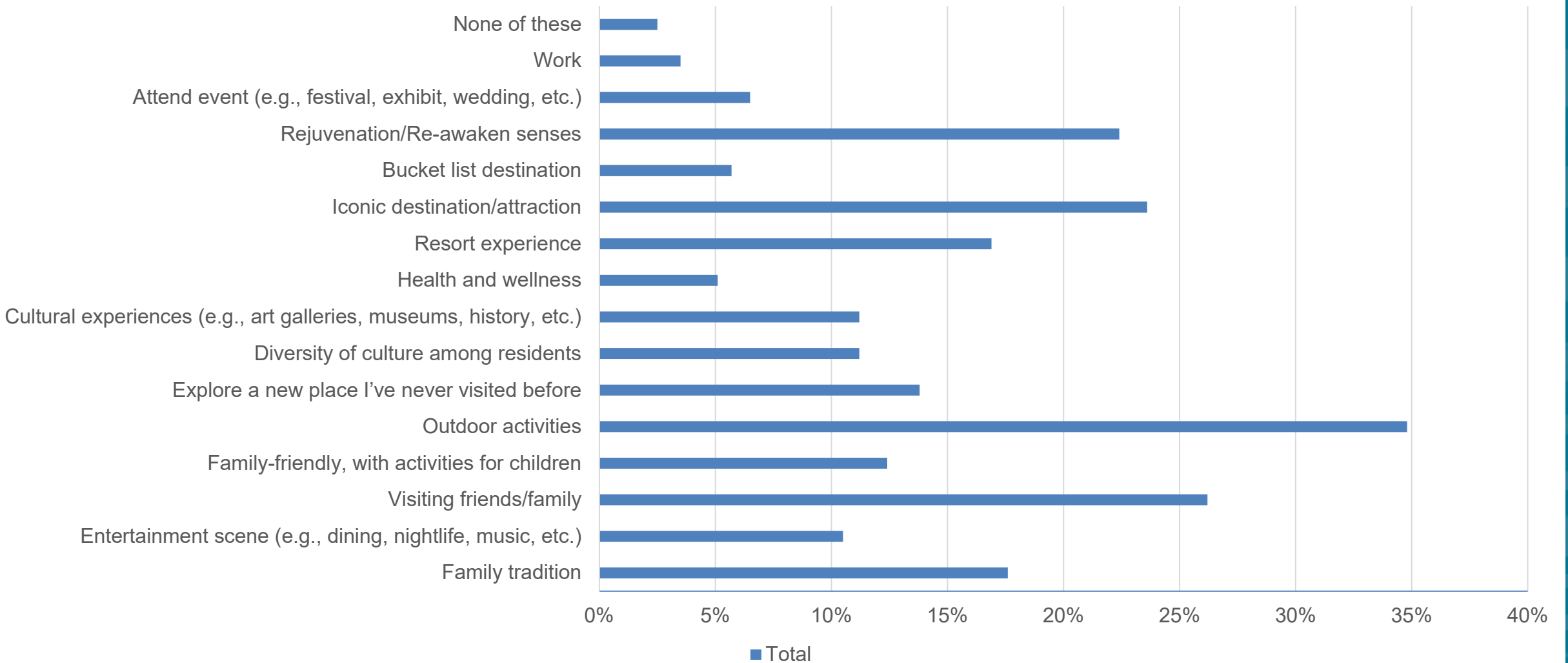
Source: TravelTrak America

Q4 2021 Long-Distance Traveler Under 55 Motivations for Hawai'i Visit



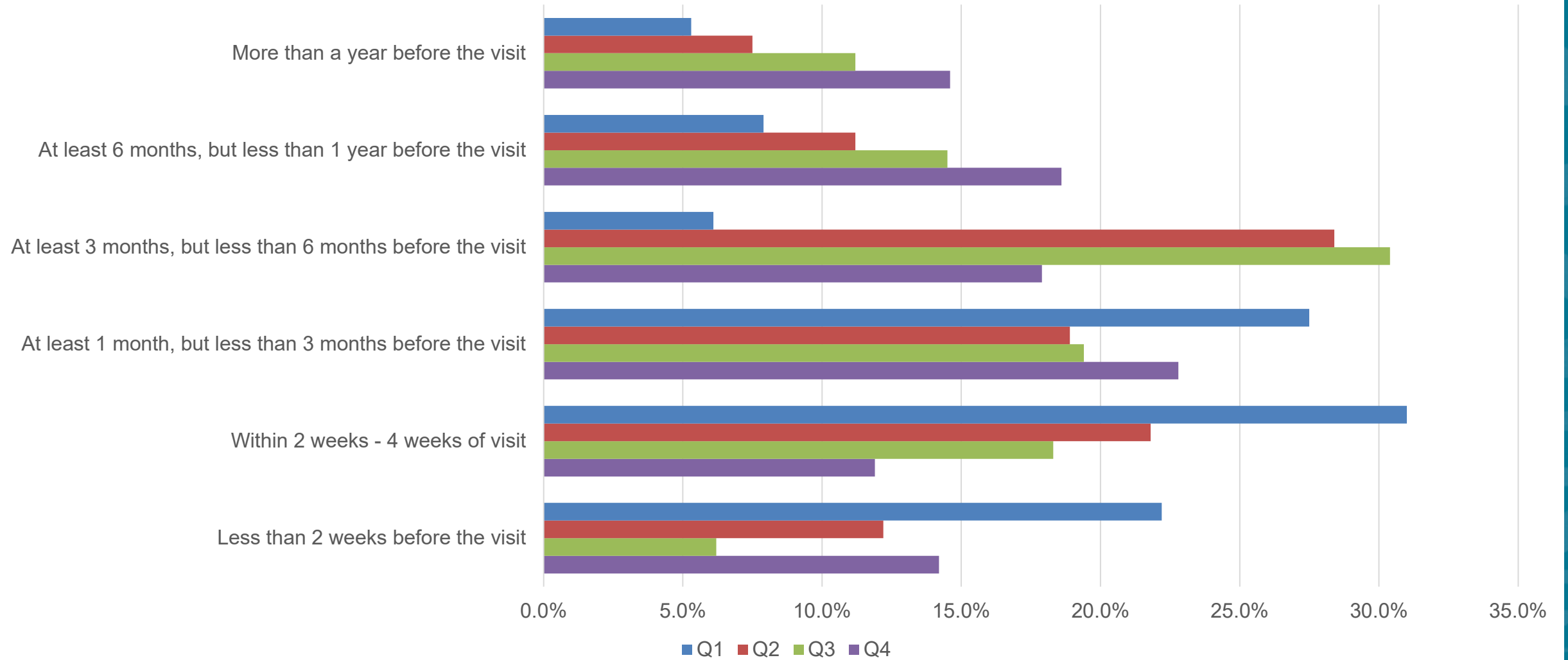
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Q4 2021 Total Traveler Motivations for Hawai'i Visit



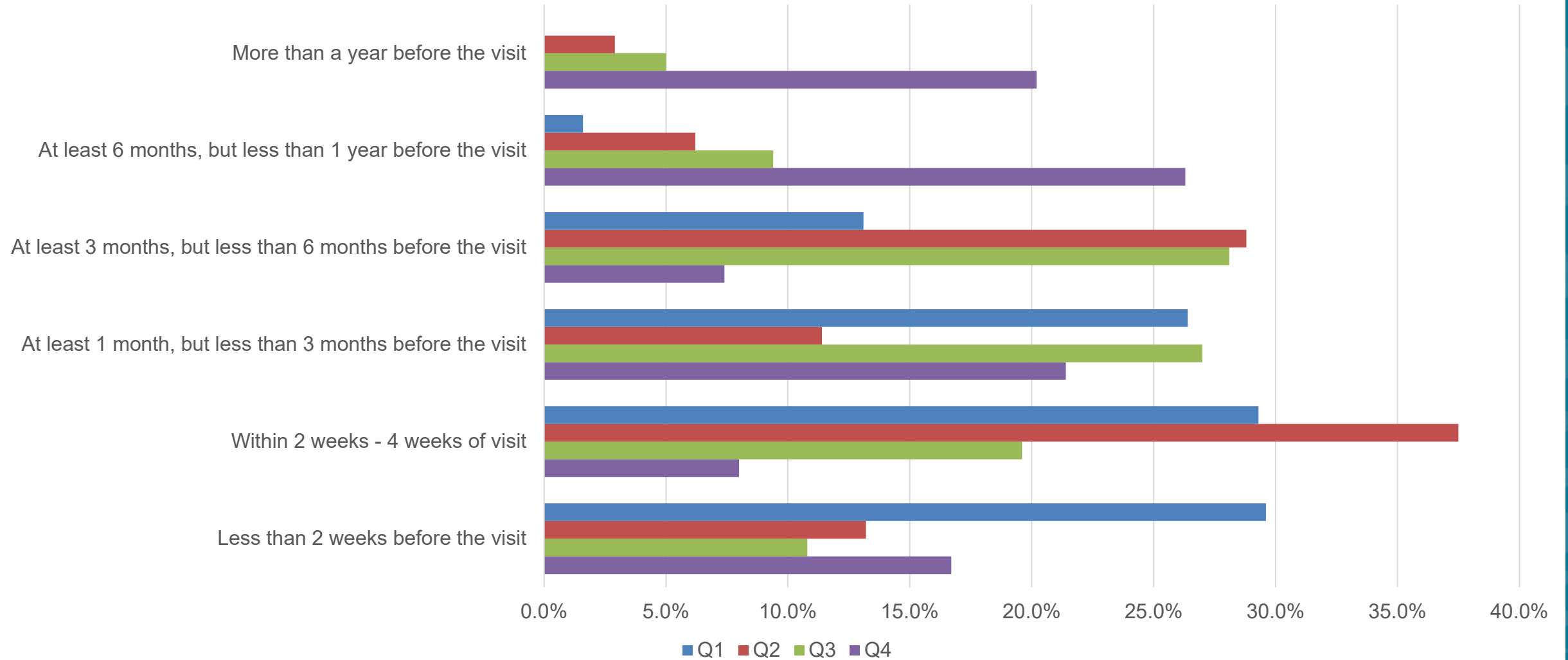
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2021 Total Overnight Leisure Traveler Advance Decision to Visit Hawai'i



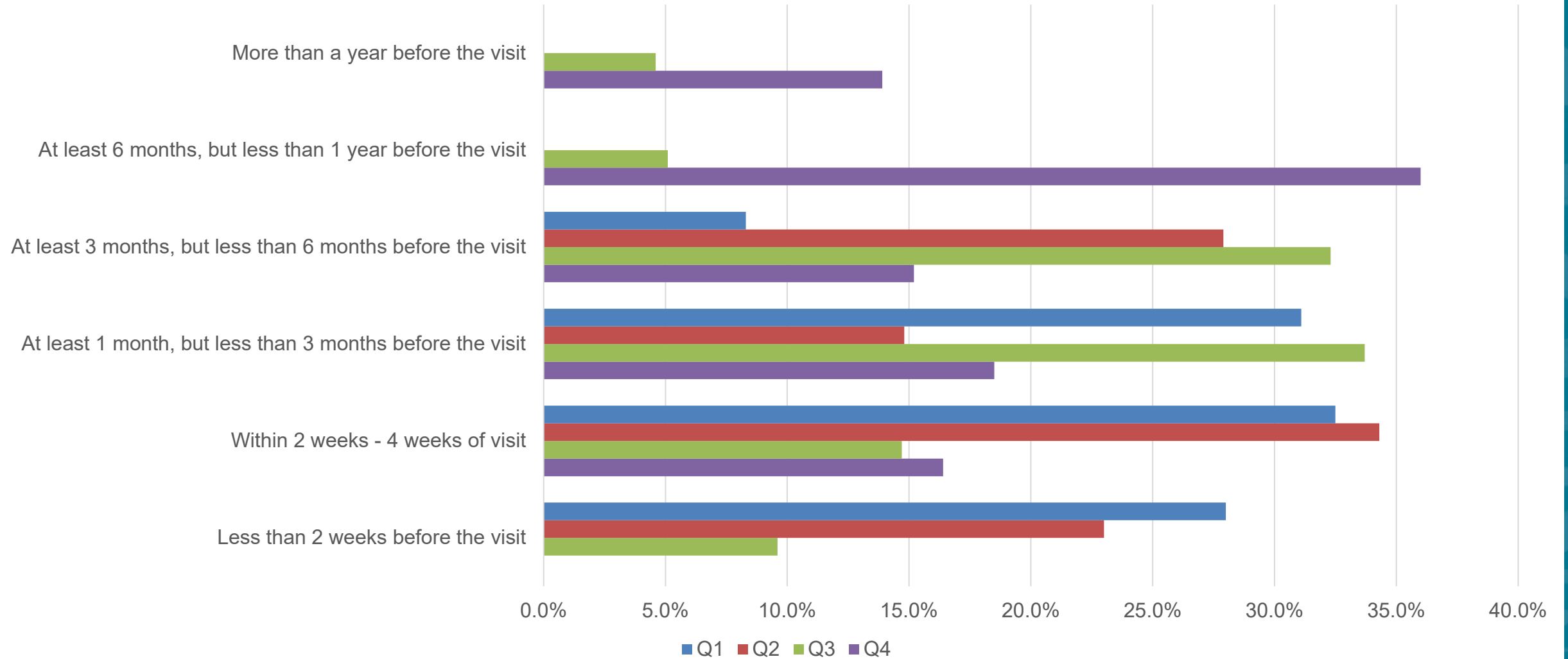
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2021 Avid Traveler \$100k+ Advance Decision to Visit Hawai'i



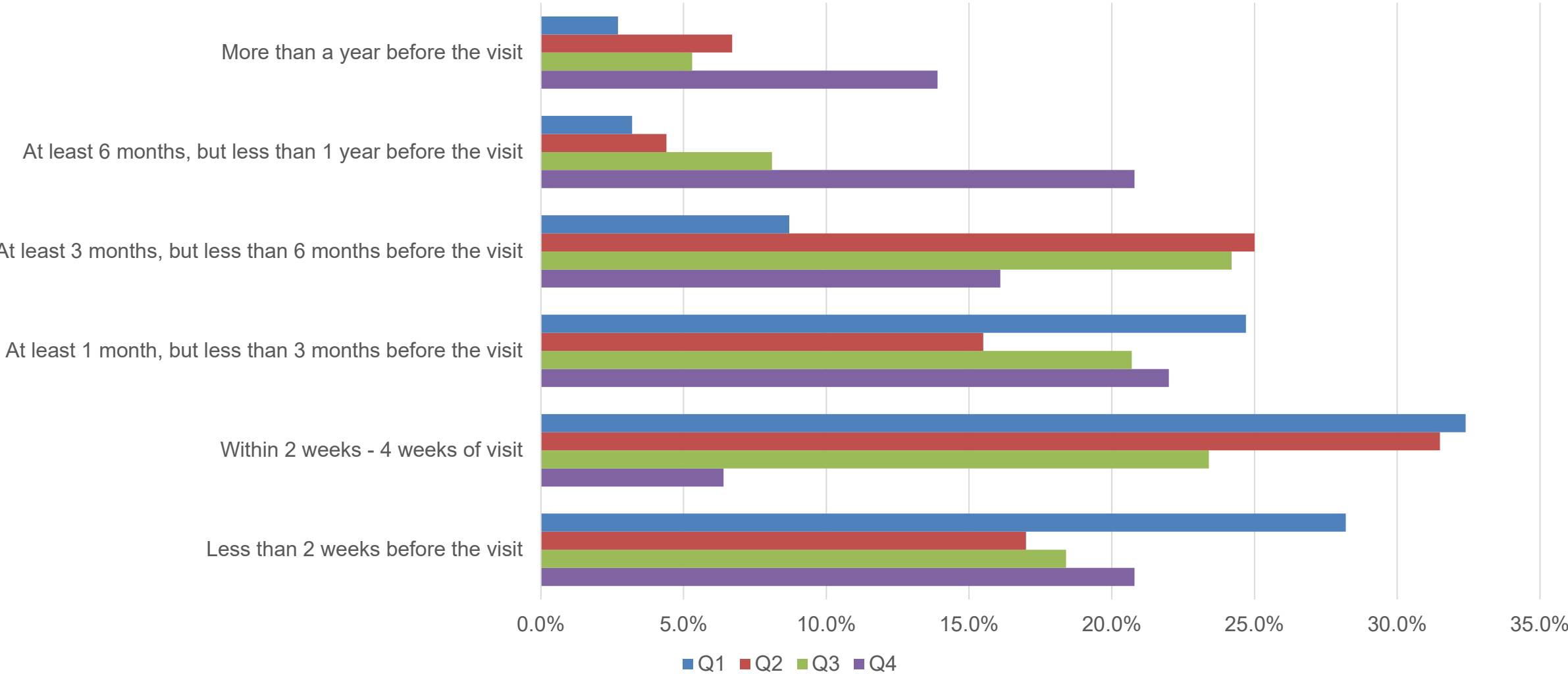
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2021 Avid Traveler \$150k+ Advance Decision to Visit Hawai'i



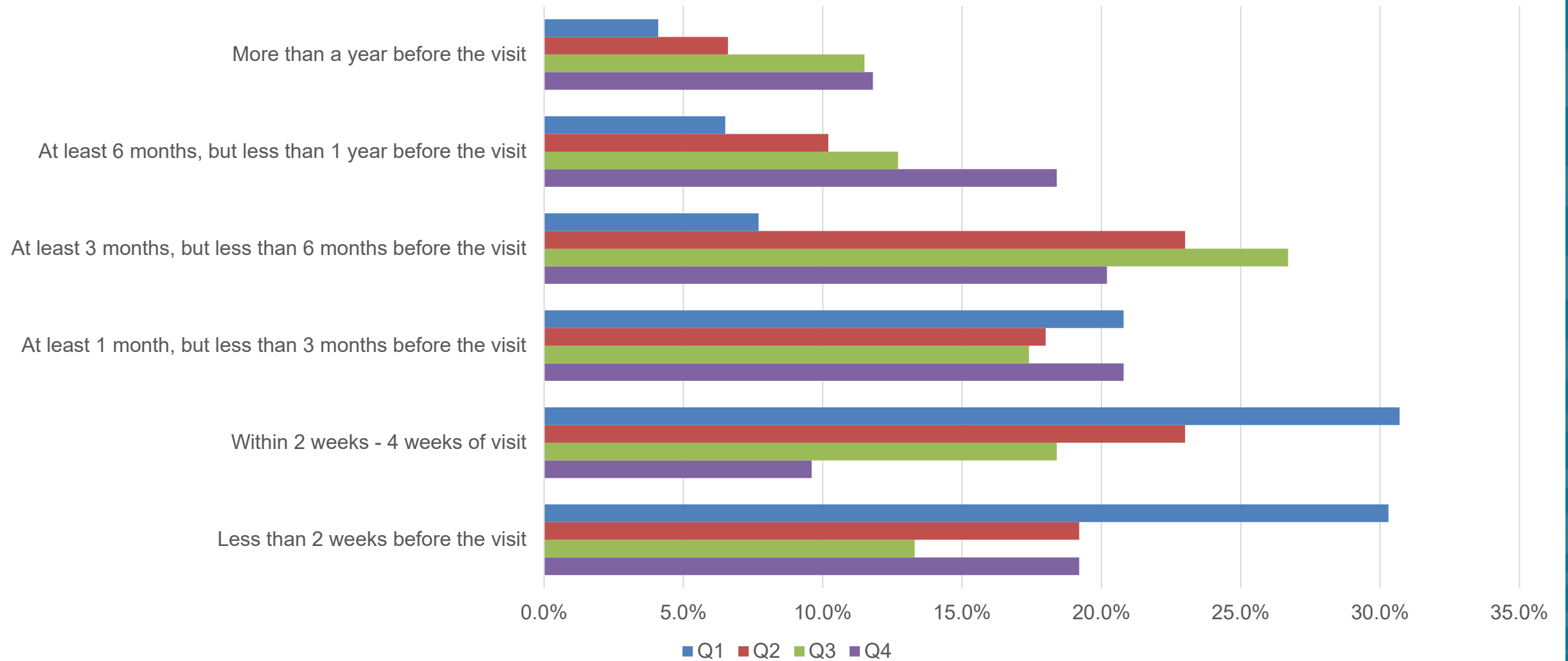
Source: TravelTrak America

2021 Long-Distance Traveler Under 55 Advance Decision to Visit Hawai'i



Source: TravelTrak America

2021 Total Advance Decision to Visit Hawai'i



Source: TravelTrak America