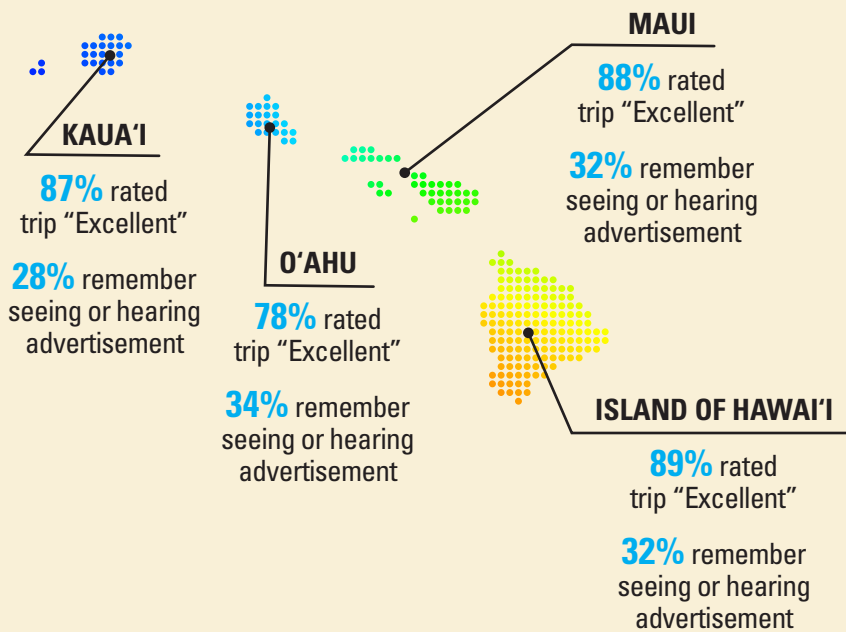


Visitor Profile by MMA

	US West	US East	Japan	Canada	Europe	Oceania	China	Korea
Average Age	52	53	39	53	50	50	38	37
Affluent Households	23% \$200K+	25% \$200K+	9% ¥15M+	18% \$200K+	15% \$200K+	17% \$200K+	14% ¥1,253,600+	25% ₩92,391K+
Education	36% College Grad	35% College Grad	50% College Grad	33% College Grad	35% Post Grad	33% Post Grad	49% College Grad	42% College Grad



MARKET AREA SNAPSHOT: US WEST



TOP ATTRACTION BY ISLAND

KAUA'I PO'IPU BEACH
65%

MAUI HALEAKALĀ NATIONAL PARK
26%

O'AHU NORTH SHORE BEACHES
51%

ISLAND OF HAWAII'I HAWAII VOLCANOES NATIONAL PARK
46%