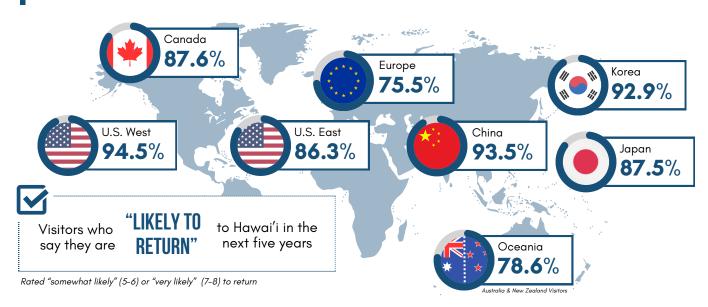


VISITOR SATISFACTION SURVEY | Q1 2024

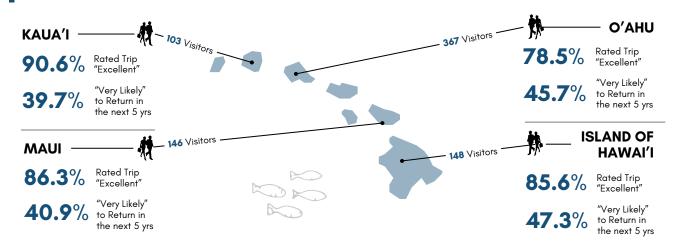
LIKELIHOOD TO RETURN

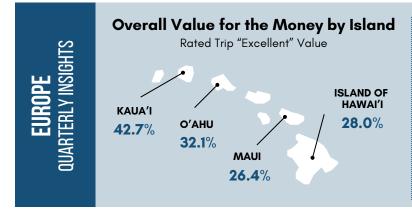


VISITOR PROFILE BY MMA

		Average Age	Affluent Households		Repeat Visitors	Average Party Size
U.S	. WEST	53 yrs	34.7%	_ \$200K +	83.7 %	3.94
U.S	S. EAST	54 yrs	34.1 %	\$200K +	64.2 %	3.81
(*) CA	NADA	53 yrs	25.6%	\$200K +	70.5%	4.73
oc	EANIA	51 yrs	23.1%	\$200K +	55.2 %	3.13
EUF	ROPE	49 yrs	16.2 %	\$200K +	41.5%	2.59
JAF		44 yrs	13.0 /6	¥15M +	72.7 %	7.78
** KO		39 yrs		₩150M +	29.9%	3.59
СН	INA	34 yrs	27.6 % ¥	1,096,900 +	43.3%	2.95

MMA SNAPSHOT | EUROPE





"Unlikely to Return" Rationale

58.5% Flight too long

57.6% Too expensive

32.3% Want to go someplace new

17.8% Poor value

16.8% Five years is too soon

12.1% Too commercialized/overdeveloped

10.7% No compelling reason to return