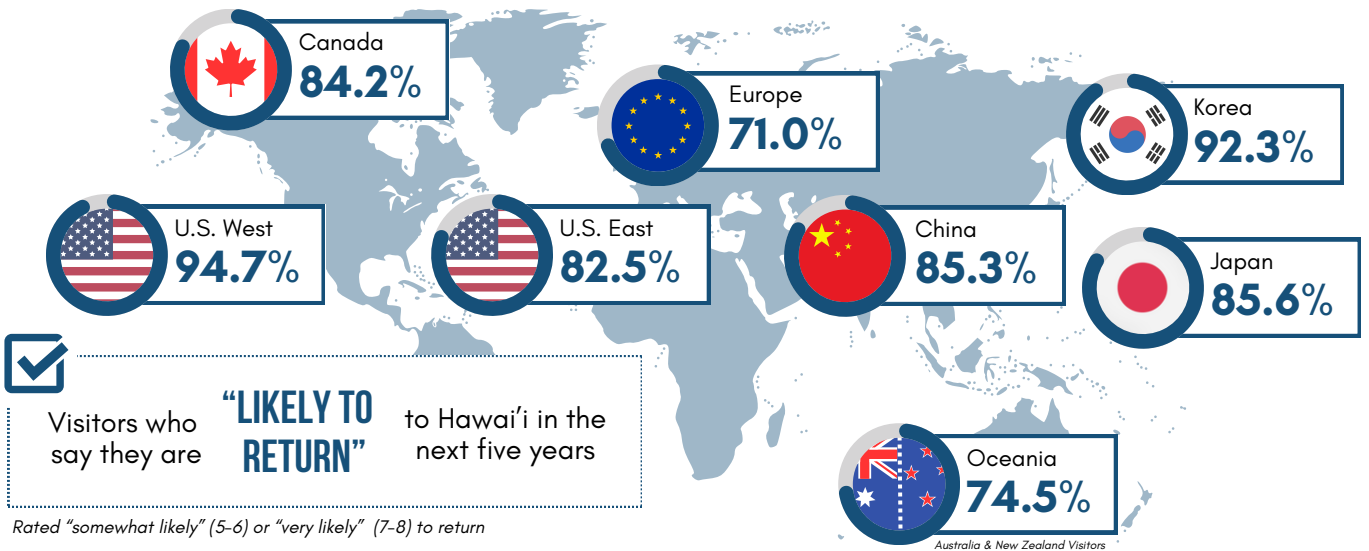


**LIKELIHOOD TO RETURN**

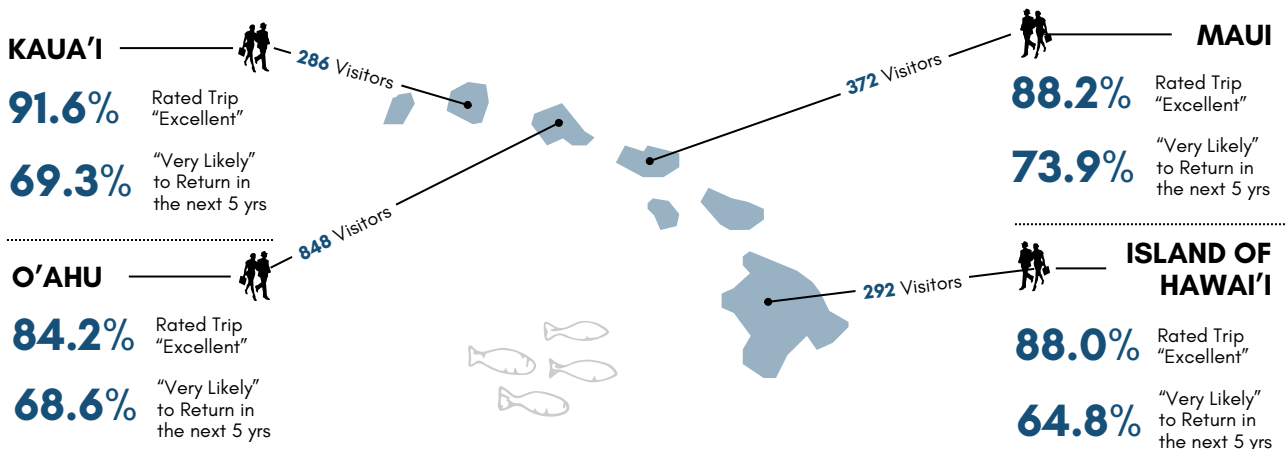


Visitors who say they are **“LIKELY TO RETURN”** to Hawai'i in the next five years  
Rated “somewhat likely” (5-6) or “very likely” (7-8) to return

**VISITOR PROFILE BY MMA**

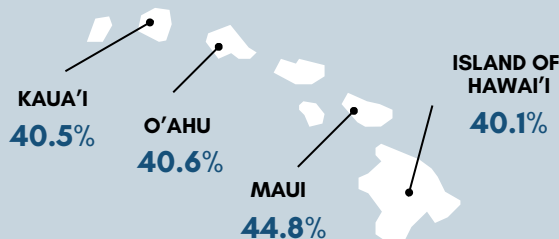
	Average Age	Affluent Households	Repeat Visitors	Average Party Size
<b>U.S. WEST</b>	<b>51</b> yrs	<b>31.6%</b> \$200K +	<b>80.4%</b>	<b>3.83</b>
<b>U.S. EAST</b>	<b>52</b> yrs	<b>29.7%</b> \$200K +	<b>57.3%</b>	<b>3.81</b>
<b>CANADA</b>	<b>52</b> yrs	<b>25.2%</b> \$200K +	<b>56.2%</b>	<b>4.32</b>
<b>OCEANIA</b>	<b>56</b> yrs	<b>17.9%</b> \$200K +	<b>52.4%</b>	<b>3.02</b>
<b>EUROPE</b>	<b>47</b> yrs	<b>13.9%</b> \$200K +	<b>30.0%</b>	<b>3.79</b>
<b>JAPAN</b>	<b>47</b> yrs	<b>14.6%</b> ¥15M +	<b>69.5%</b>	<b>5.51</b>
<b>KOREA</b>	<b>37</b> yrs	<b>13.6%</b> ₩150M +	<b>29.4%</b>	<b>2.58</b>
<b>CHINA</b>	<b>37</b> yrs	<b>31.9%</b> ¥1,096,900 +	<b>27.7%</b>	<b>2.43</b>

**MMA SNAPSHOT | U.S.WEST**



**U.S. WEST**  
QUARTERLY INSIGHTS

**Overall Value for the Money by Island**  
Rated Trip “Excellent” Value



**“Unlikely to Return” Rationale**

- 63.6%** Too expensive
- 30.6%** Poor value
- 29.4%** Want to go someplace new
- 18.2%** Five years is too soon
- 18.1%** Too crowded/ congested/ traffic
- 18.1%** No compelling reason to return
- 16.9%** Too commercialized/ overdeveloped
- 14.8%** Flight too long
- 11.4%** Unfriendly people/ felt unwelcome