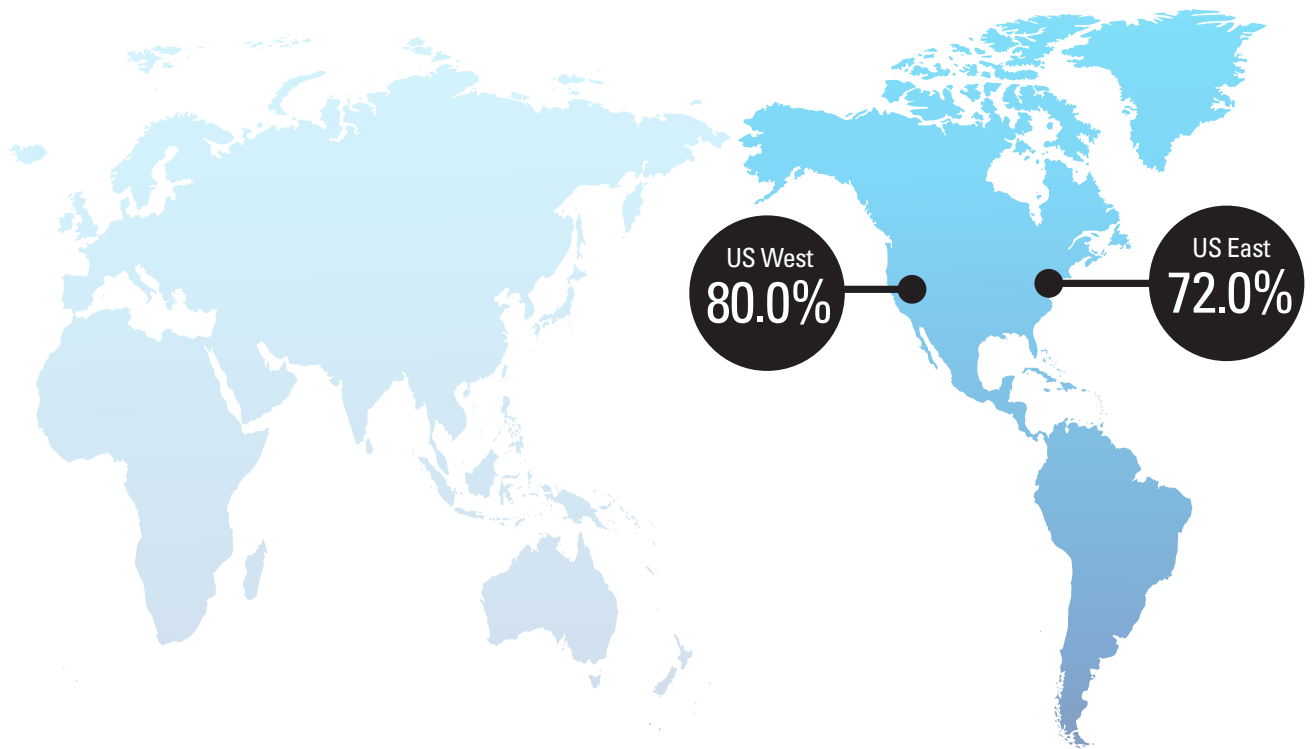


**VISITORS WHO WERE VERY LIKELY TO RETURN TO HAWAII IN THE NEXT 5 YEARS** 



**Visitor Profile by MMA**

	US West	US East
<b>Average Age</b>	<b>47</b>	<b>45</b>
<b>Affluent Households</b>	<b>20%</b> \$200K+	<b>16%</b> \$200K+
<b>Education</b>	<b>33%</b> College Grad	<b>34%</b> College Grad

**EFFECTS OF COVID-19**

Starting on Thursday, March 26, 2020, the State of Hawaii required all visitors and returning residents to Hawaii to complete a mandatory, 14-day quarantine to prevent the spread of COVID-19. As a result, transpacific travel to the islands dropped by an average of 99% from a year earlier. COVID-19 led to considerable reduction of air service to Hawaii from U.S. West and U.S. East and suspension of direct air service from Japan, Canada, Oceania, China and Korea.

Nearly all incoming visitors to the islands in Q3 2020 were from the U.S. Mainland. Therefore, the Visitor Satisfaction and Activity Survey was collected only among visitors from the U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming) and U.S. East (all other states in the Continental U.S.).

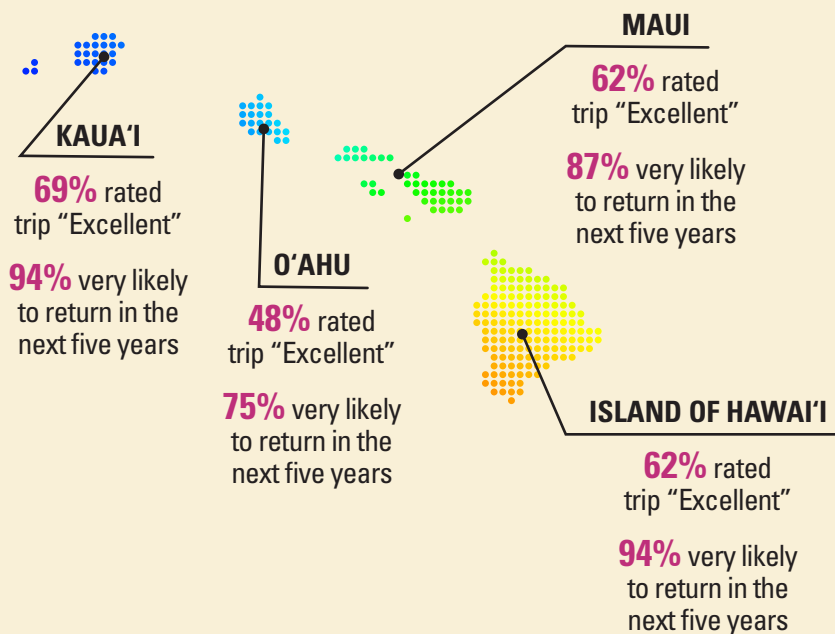
When reviewing this data and comparing to prior periods, please note the comparatively small sample sizes and corresponding margins of error.

- U.S. West: 690 completed surveys, +/-3.73% margin of error\*
- U.S. East: 582 completed surveys, +/-4.06% margin of error\*

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



**MARKET AREA SNAPSHOT: US WEST**



**TOP ATTRACTION BY ISLAND**

