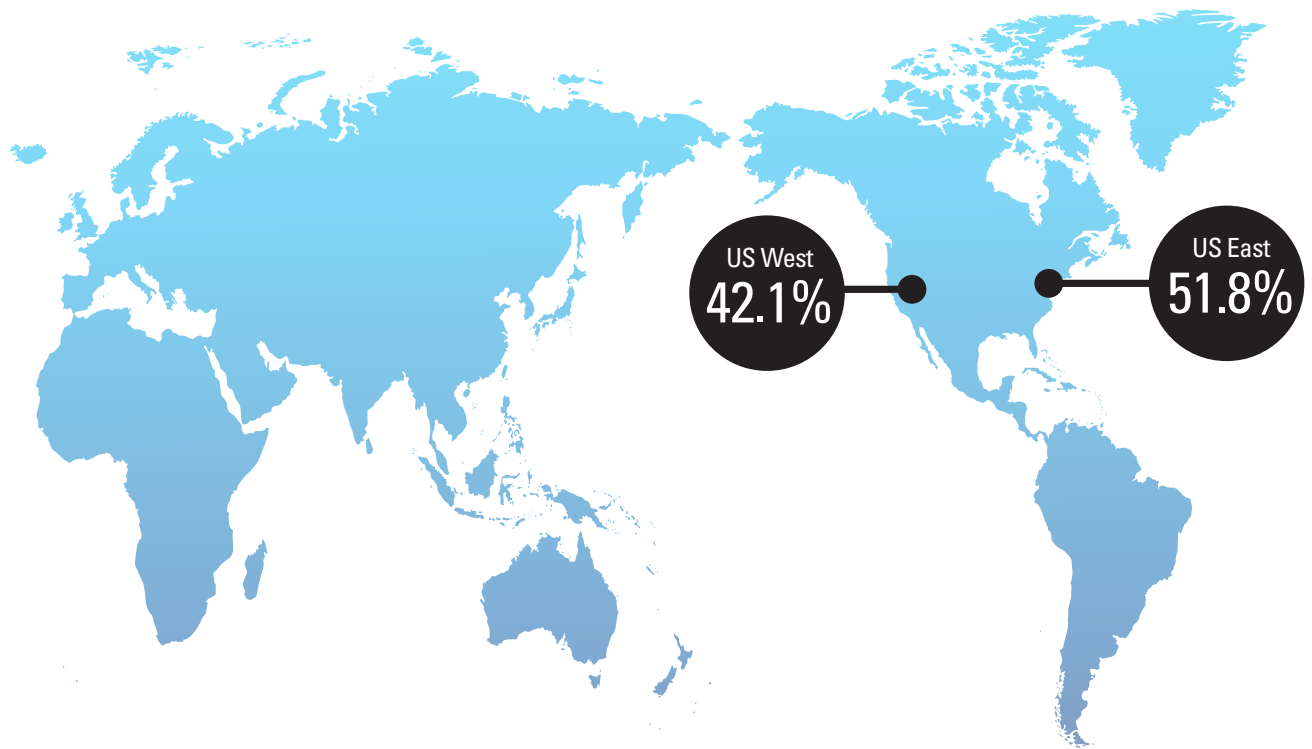


VISITORS WHO SAY THE TRIP **EXCEEDED** THEIR EXPECTATIONS 



**Visitor Profile by MMA**

	US West	US East
<b>Average Age</b>	<b>48</b>	<b>47</b>
<b>Affluent Households</b>	<b>31%</b> \$200K+	<b>24%</b> \$200K+
<b>Education</b>	<b>35%</b> College Grad	<b>37%</b> College Grad

**COVID-19 TRAVEL RESTRICTIONS**

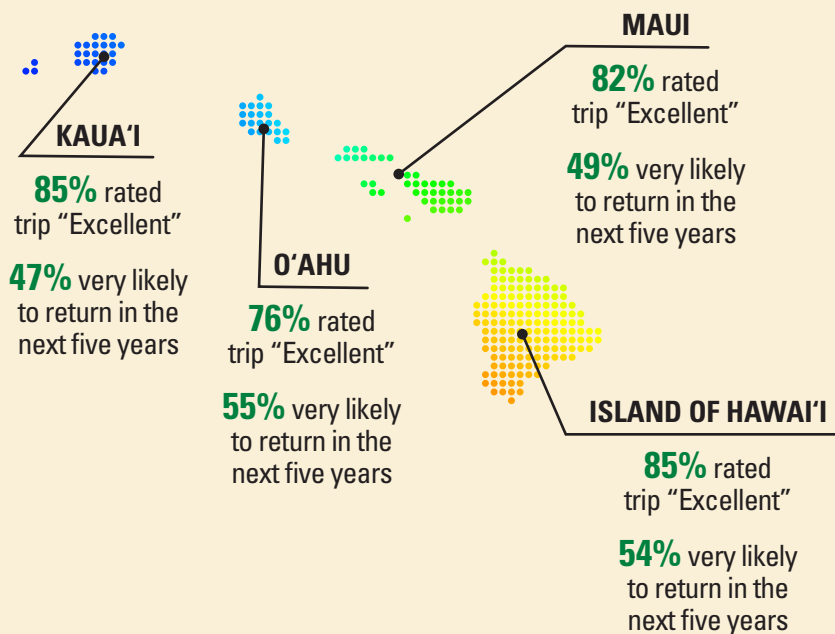
On March 26, 2020, the State of Hawai'i started requiring all visitors and returning residents to Hawai'i to complete a mandatory, 14-day quarantine. Then on October 15, 2020, the State of Hawai'i Safe Travels program began, which allowed all visitors and returning residents to avoid quarantine by showing negative results of a COVID-19 test from a trusted testing partner taken no more than 72 hours prior to departing the final leg of their trip to Hawai'i. On December 4, 2020, the mandatory quarantine period for all those who did not have a negative test result was reduced from 14 days to 10 days.

Concerns around the virus and related travel restrictions resulted in significantly limited arrivals of international visitors during Q2 2021. Therefore, the Visitor Satisfaction and Activity Survey was fielded 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.).

- U.S. West: 1,678 completed surveys, +/- 2.39% margin of error\*
- U.S. East: 1,725 completed surveys, +/- 2.36% margin of error\*

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

**MARKET AREA SNAPSHOT: US EAST**



**TOP ATTRACTION BY ISLAND**

