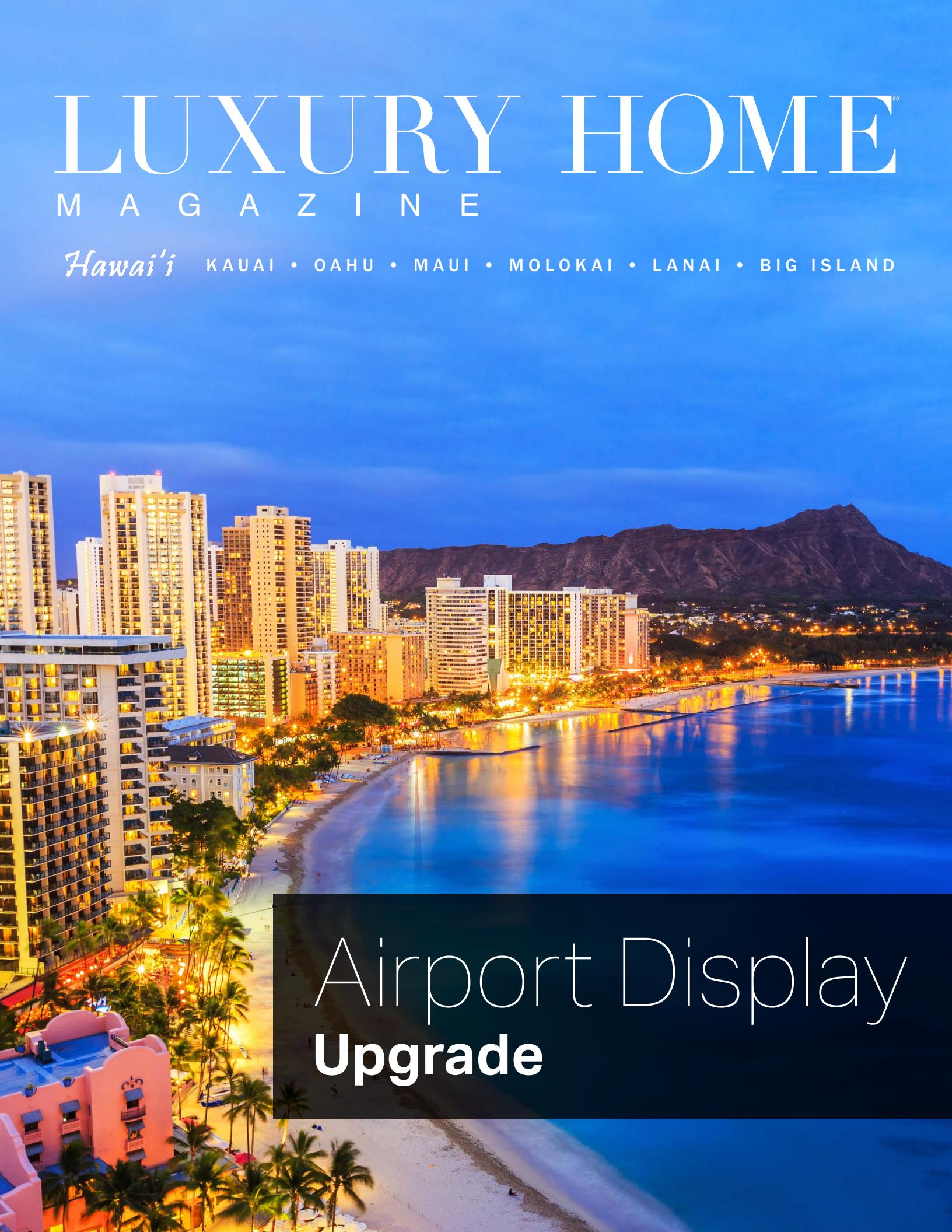


LUXURY HOME

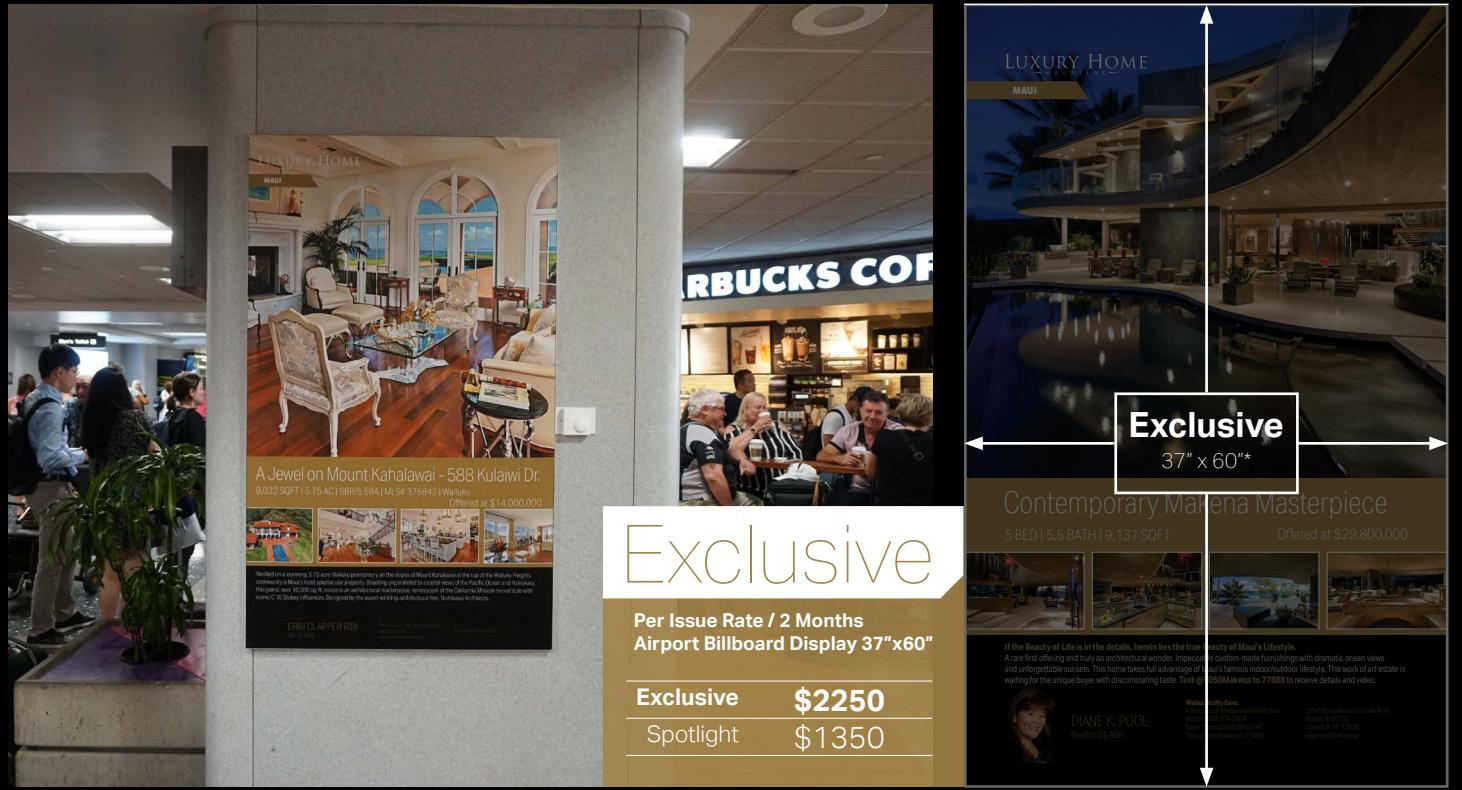
MAGAZINE

Hawai'i KAUAI • OAHU • MAUI • MOLOKAI • LANAI • BIG ISLAND



Airport Display
Upgrade

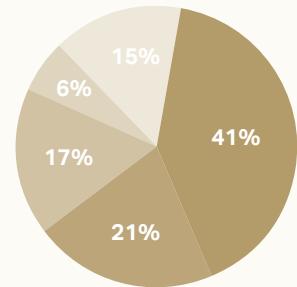
DISPLAYS / Each issue of Luxury Home Magazine will be advertised and promoted in the Honolulu International Airport.*



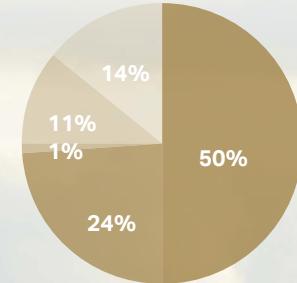
ANNUAL PASSENGERS
19,878,659

DAILY FLIGHTS
595

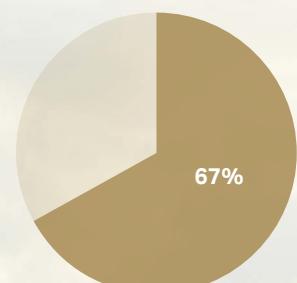
PASSENGER ORIENTATION



INTERISLAND TRAVEL

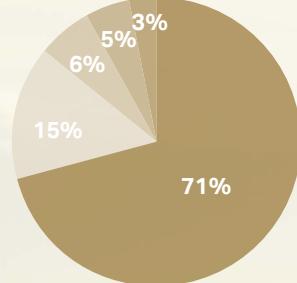


INTERISLAND DESTINATIONS



THE HAWAII VISITOR PROFILE

Age	Hawaii Visitor
18-24	21%
25-40	32%
41-59	29%
60+	18%



53%
Women

47%
Men

Repeat visitors
First-time visitors



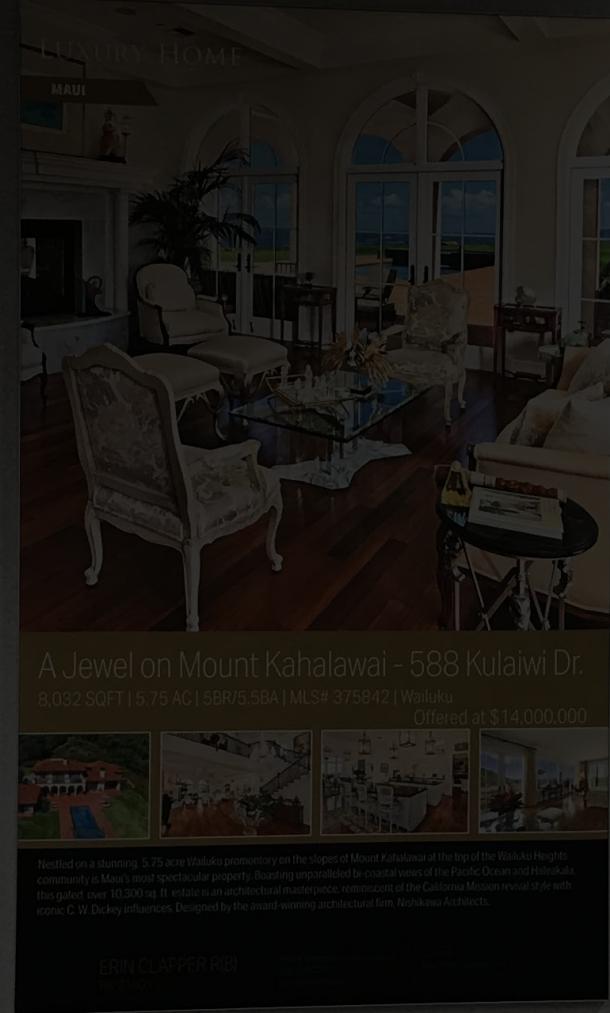
Sources: 2015 Nielsen Airport Insights Study, Hawaii Tourism Authority. Frequent Flyer = Adults 18+ who have flown 3+ times in the past 12 months

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REAL ESTATE

REACH INFLUENTIAL REAL ESTATE BUYERS AND SELLERS



TARGET AN AUDIENCE LOOKING TO BUY REAL ESTATE

- 68%** of Air Travelers are homeowners
- 41%** own a second home or real estate property
- 68%** own a home with a market value of \$250,000+

Air Traveler
Behavior

55%

MORE LIKELY
TO OWN A **SINGLE
FAMILY HOME**

52%

INTEND TO BUY A
SECOND HOUSE OR
VACATION HOME
IN THE NEXT 12 MO.

45%

MORE LIKELY
TO USE A **REAL
ESTATE AGENT**
IN THE NEXT 12 MO.