

Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2007

[Covers visitors from United States staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	73.5	79.7	83.2	79.2
Somewhat satisfied	23.0	17.4	14.8	18.1
Somewhat dissatisfied	3.0	2.3	1.9	2.5
Not satisfied at all	0.5	0.6	0.2	0.2
Restaurants				
Very satisfied	59.1	61.4	53.5	54.2
Somewhat satisfied	36.9	35.2	40.7	38.0
Somewhat dissatisfied	3.6	2.6	4.6	6.3
Not satisfied at all	0.4	0.8	1.1	1.6
Shopping				
Very satisfied	67.1	61.6	51.5	49.0
Somewhat satisfied	30.0	35.4	42.5	44.4
Somewhat dissatisfied	2.6	2.7	6.0	6.0
Not satisfied at all	0.3	0.2	0.0	0.5
Golf				
Very satisfied	72.3	78.7	76.1	75.7
Somewhat satisfied	22.9	17.7	22.9	20.0
Somewhat dissatisfied	4.1	2.5	1.0	3.2
Not satisfied at all	0.6	1.1	0.0	1.1
Activities & attractions				
Very satisfied	71.5	71.7	73.2	68.7
Somewhat satisfied	26.2	26.2	24.4	27.8
Somewhat dissatisfied	1.9	1.7	2.0	3.2
Not satisfied at all	0.4	0.3	0.4	0.3
Transportation				
Very satisfied	64.7	57.2	52.4	46.1
Somewhat satisfied	30.1	33.6	27.6	34.3
Somewhat dissatisfied	3.6	7.3	8.3	10.0
Not satisfied at all	1.7	1.9	11.7	9.5
Airports				
Very satisfied	56.1	57.0	55.6	48.4
Somewhat satisfied	38.1	35.9	38.1	41.4
Somewhat dissatisfied	4.8	5.6	5.6	8.5
Not satisfied at all	1.0	1.4	0.8	1.7

Continued on next page.

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FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2007 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	74.2	78.5	76.1	73.7
Somewhat satisfied	22.5	19.3	22.5	22.1
Somewhat dissatisfied	2.6	1.9	1.4	3.6
Not satisfied at all	0.7	0.3	0.0	0.6

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, records.