

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2007**

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

| Category                 | Oahu | Maui | Kauai | Kona |
|--------------------------|------|------|-------|------|
| Accommodations           |      |      |       |      |
| Very satisfied           | 71.3 | 79.6 | 84.4  | 76.6 |
| Somewhat satisfied       | 24.2 | 17.4 | 13.5  | 20.4 |
| Somewhat dissatisfied    | 4.0  | 2.4  | 2.0   | 2.7  |
| Not satisfied at all     | 0.5  | 0.6  | 0.2   | 0.3  |
| Restaurants              |      |      |       |      |
| Very satisfied           | 57.1 | 60.2 | 52.8  | 52.0 |
| Somewhat satisfied       | 39.0 | 36.2 | 41.7  | 39.2 |
| Somewhat dissatisfied    | 3.4  | 2.9  | 4.5   | 6.6  |
| Not satisfied at all     | 0.4  | 0.7  | 1.0   | 2.1  |
| Shopping                 |      |      |       |      |
| Very satisfied           | 67.6 | 59.6 | 50.7  | 48.3 |
| Somewhat satisfied       | 29.3 | 37.6 | 42.3  | 43.8 |
| Somewhat dissatisfied    | 2.9  | 2.7  | 7.0   | 7.3  |
| Not satisfied at all     | 0.1  | 0.1  | 0.0   | 0.6  |
| Golf                     |      |      |       |      |
| Very satisfied           | 69.7 | 79.3 | 74.9  | 72.9 |
| Somewhat satisfied       | 25.0 | 17.7 | 24.1  | 20.6 |
| Somewhat dissatisfied    | 5.3  | 1.9  | 1.0   | 4.8  |
| Not satisfied at all     | 0.0  | 1.1  | 0.0   | 1.6  |
| Activities & attractions |      |      |       |      |
| Very satisfied           | 69.3 | 70.0 | 72.0  | 64.3 |
| Somewhat satisfied       | 28.8 | 28.2 | 26.0  | 31.6 |
| Somewhat dissatisfied    | 1.7  | 1.5  | 1.5   | 4.1  |
| Not satisfied at all     | 0.2  | 0.4  | 0.5   | 0.0  |
| Transportation           |      |      |       |      |
| Very satisfied           | 64.0 | 55.7 | 49.7  | 37.7 |
| Somewhat satisfied       | 30.3 | 35.4 | 25.1  | 36.4 |
| Somewhat dissatisfied    | 3.9  | 7.7  | 9.7   | 10.9 |
| Not satisfied at all     | 1.8  | 1.2  | 15.4  | 15.0 |
| Airports                 |      |      |       |      |
| Very satisfied           | 53.0 | 57.0 | 55.9  | 48.6 |
| Somewhat satisfied       | 40.5 | 37.3 | 37.3  | 41.7 |
| Somewhat dissatisfied    | 5.4  | 4.9  | 5.7   | 8.0  |
| Not satisfied at all     | 1.1  | 0.7  | 1.1   | 1.6  |
| Parks & beaches          |      |      |       |      |
| Very satisfied           | 73.1 | 78.1 | 76.5  | 70.7 |
| Somewhat satisfied       | 23.6 | 19.8 | 21.8  | 24.0 |
| Somewhat dissatisfied    | 2.8  | 2.1  | 1.7   | 4.8  |
| Not satisfied at all     | 0.5  | 0.0  | 0.0   | 0.5  |

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.