

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total visitors]

Criterion by island	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Oahu				
Excellent	58.0	56.2	60.4	51.1
Above average	36.1	37.9	33.7	43.8
Below average	4.7	4.8	4.5	4.7
Poor	1.2	1.0	1.4	0.4
Maui				
Excellent	68.1	67.8	68.7	54.0
Above average	28.1	28.2	28.0	37.8
Below average	3.3	3.8	2.5	7.7
Poor	0.5	0.3	0.8	0.4
Molokai				
Excellent	53.6	54.6	50.7	64.3
Above average	35.6	35.1	37.1	35.7
Below average	8.8	7.6	12.1	0.0
Poor	2.0	2.7	0.0	0.0
Lanai				
Excellent	60.6	63.3	57.7	86.3
Above average	30.2	21.4	39.8	13.7
Below average	7.8	14.0	1.1	0.0
Poor	1.3	1.3	1.4	0.0
Big Island				
Excellent	62.0	59.3	65.2	56.6
Above average	33.8	36.2	31.0	38.0
Below average	3.7	4.2	3.2	4.5
Poor	0.5	0.3	0.6	0.9
Kauai				
Excellent	72.4	70.4	75.5	48.0
Above average	24.9	26.9	21.7	39.6
Below average	2.5	2.5	2.4	11.9
Poor	0.2	0.1	0.3	0.6

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

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/>>.