

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2008**

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	74.7	82.6	78.8	78.1
Somewhat satisfied	20.3	14.8	18.1	20.0
Somewhat dissatisfied	3.9	2.5	2.7	1.8
Not satisfied at all	1.0	0.1	0.4	0.1
Restaurants				
Very satisfied	57.5	62.2	54.3	52.6
Somewhat satisfied	35.8	33.2	38.7	39.0
Somewhat dissatisfied	6.2	4.4	6.2	7.7
Not satisfied at all	0.5	0.2	0.8	0.7
Shopping				
Very satisfied	68.7	63.9	53.7	49.6
Somewhat satisfied	28.7	33.7	40.7	40.0
Somewhat dissatisfied	2.4	2.3	4.3	9.3
Not satisfied at all	0.2	0.1	1.3	1.1
Golf				
Very satisfied	59.9	75.2	75.8	62.8
Somewhat satisfied	36.7	20.8	23.0	35.5
Somewhat dissatisfied	3.3	3.3	0.4	1.4
Not satisfied at all	0.1	0.6	0.8	0.3
Activities & attractions				
Very satisfied	68.2	76.3	77.5	65.6
Somewhat satisfied	30.1	20.7	20.4	29.1
Somewhat dissatisfied	1.3	2.6	1.5	5.1
Not satisfied at all	0.4	0.3	0.6	0.2
Transportation				
Very satisfied	62.9	61.9	58.4	47.8
Somewhat satisfied	31.5	25.3	27.6	42.9
Somewhat dissatisfied	4.6	9.2	7.4	7.2
Not satisfied at all	1.0	3.6	6.6	2.1
Airports				
Very satisfied	57.3	60.4	58.6	53.5
Somewhat satisfied	37.4	36.4	36.4	37.6
Somewhat dissatisfied	4.9	2.7	3.8	7.0
Not satisfied at all	0.4	0.5	1.2	1.9

Continued on next page.

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FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2008 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	75.2	77.8	79.4	75.2
Somewhat satisfied	20.8	19.9	18.8	20.3
Somewhat dissatisfied	3.3	1.8	1.6	3.5
Not satisfied at all	0.6	0.5	0.1	1.0

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