

Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2009

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	77.8	82.2	78.1	83.0
Somewhat satisfied	18.9	15.9	19.4	13.6
Somewhat dissatisfied	2.9	1.7	2.3	2.9
Not satisfied at all	0.4	0.2	0.2	0.5
Restaurants				
Very satisfied	57.7	61.0	54.1	52.8
Somewhat satisfied	38.0	34.1	40.0	39.5
Somewhat dissatisfied	3.6	4.5	5.5	7.0
Not satisfied at all	0.7	0.4	0.4	0.6
Shopping				
Very satisfied	65.6	57.3	49.7	51.5
Somewhat satisfied	32.5	38.3	43.8	41.8
Somewhat dissatisfied	1.6	4.0	5.7	6.4
Not satisfied at all	0.2	0.5	0.8	0.3
Golf				
Very satisfied	70.7	76.4	69.0	78.8
Somewhat satisfied	26.8	20.9	23.2	17.9
Somewhat dissatisfied	1.2	1.4	7.3	2.9
Not satisfied at all	1.3	1.3	0.6	0.4
Activities & attractions				
Very satisfied	75.4	74.0	75.1	72.1
Somewhat satisfied	22.8	23.8	22.0	24.4
Somewhat dissatisfied	1.8	1.9	2.7	3.0
Not satisfied at all	0.1	0.3	0.3	0.5
Transportation				
Very satisfied	65.5	63.5	46.1	55.3
Somewhat satisfied	29.4	27.7	30.5	32.1
Somewhat dissatisfied	3.9	7.1	15.8	6.8
Not satisfied at all	1.2	1.6	7.5	5.7
Airports				
Very satisfied	59.3	61.0	57.6	51.2
Somewhat satisfied	34.1	33.7	37.4	34.2
Somewhat dissatisfied	5.9	4.8	3.9	12.0
Not satisfied at all	0.7	0.5	1.2	2.5

Continued on next page.

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FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2009 - Con.**

Category	Oahu	Maui	Kauai	Kona
Parks & beaches				
Very satisfied	76.0	79.7	79.3	72.9
Somewhat satisfied	21.0	18.9	19.0	24.6
Somewhat dissatisfied	2.4	1.4	1.5	1.9
Not satisfied at all	0.6	0.0	0.2	0.5

Source: Hawaii Tourism Authority, Tourism Research, records.