

**Table 7.14-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. EAST, BY GEOGRAPHIC AREA: 2009**

[Covers visitors from all other states in the continental United States not included in
U.S. West staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	79.0	84.4	81.4	83.5
Somewhat satisfied	18.3	14.2	16.2	13.1
Somewhat dissatisfied	2.3	1.3	2.1	3.5
Not satisfied at all	0.4	0.0	0.3	0.0
Restaurants				
Very satisfied	59.9	65.7	59.3	54.7
Somewhat satisfied	36.1	31.4	34.9	38.4
Somewhat dissatisfied	3.6	2.8	5.2	6.4
Not satisfied at all	0.4	0.1	0.5	0.5
Shopping				
Very satisfied	67.0	57.8	55.2	52.6
Somewhat satisfied	31.5	38.7	40.0	42.8
Somewhat dissatisfied	1.2	3.4	4.0	4.6
Not satisfied at all	0.2	0.1	0.8	0.1
Golf				
Very satisfied	66.8	83.6	82.0	81.2
Somewhat satisfied	29.2	13.8	13.1	16.0
Somewhat dissatisfied	1.1	1.9	3.4	2.1
Not satisfied at all	2.9	0.6	1.4	0.7
Activities & attractions				
Very satisfied	77.1	77.8	78.7	73.2
Somewhat satisfied	21.3	20.9	19.8	24.2
Somewhat dissatisfied	1.5	0.9	0.8	1.3
Not satisfied at all	0.0	0.5	0.7	1.3
Transportation				
Very satisfied	64.8	66.1	55.5	57.8
Somewhat satisfied	29.2	26.6	31.4	37.2
Somewhat dissatisfied	5.2	4.9	6.9	2.1
Not satisfied at all	0.8	2.4	6.2	2.9
Airports				
Very satisfied	65.8	57.7	60.0	45.2
Somewhat satisfied	28.3	37.3	33.9	39.8
Somewhat dissatisfied	5.1	4.8	4.6	11.2
Not satisfied at all	0.7	0.2	1.5	3.7
Parks & beaches				
Very satisfied	77.9	75.6	81.0	70.9
Somewhat satisfied	19.5	22.7	16.6	26.0
Somewhat dissatisfied	1.5	1.7	1.9	2.9
Not satisfied at all	1.1	0.0	0.5	0.3

Source: Hawaii Tourism Authority, *Tourism Research 2009 Visitor Satisfaction and Activity Report*
<http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf>
accessed December 13, 2010.