

**Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM JAPAN, BY GEOGRAPHIC AREA: 2009**

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

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	47.7	61.1	(NA)	59.8
Somewhat satisfied	44.6	33.8	(NA)	37.4
Somewhat dissatisfied	7.0	4.6	(NA)	2.2
Not satisfied at all	0.7	0.6	(NA)	0.6
Restaurants				
Very satisfied	25.4	26.5	(NA)	20.9
Somewhat satisfied	59.5	55.1	(NA)	58.1
Somewhat dissatisfied	13.7	16.0	(NA)	17.4
Not satisfied at all	1.4	2.4	(NA)	3.6
Shopping				
Very satisfied	46.0	17.3	(NA)	16.4
Somewhat satisfied	47.4	48.4	(NA)	48.7
Somewhat dissatisfied	6.3	34.3	(NA)	30.0
Not satisfied at all	0.3	0.0	(NA)	4.9
Golf				
Very satisfied	39.7	48.7	(NA)	58.6
Somewhat satisfied	46.8	41.8	(NA)	34.9
Somewhat dissatisfied	12.0	9.4	(NA)	6.5
Not satisfied at all	1.5	0.0	(NA)	0.0
Activities & attractions				
Very satisfied	43.0	37.6	(NA)	41.0
Somewhat satisfied	49.6	44.0	(NA)	48.5
Somewhat dissatisfied	6.9	18.3	(NA)	8.3
Not satisfied at all	0.4	0.0	(NA)	2.2
Transportation				
Very satisfied	44.0	20.5	(NA)	21.1
Somewhat satisfied	45.7	48.9	(NA)	40.3
Somewhat dissatisfied	9.5	25.7	(NA)	27.0
Not satisfied at all	0.8	5.0	(NA)	11.6
Airports				
Very satisfied	22.7	20.4	(NA)	17.7
Somewhat satisfied	59.9	51.3	(NA)	55.2
Somewhat dissatisfied	16.1	24.7	(NA)	24.0
Not satisfied at all	1.3	3.6	(NA)	3.0
Parks & beaches				
Very satisfied	50.5	47.5	(NA)	47.9
Somewhat satisfied	44.1	50.7	(NA)	43.7
Somewhat dissatisfied	5.0	1.8	(NA)	7.1
Not satisfied at all	0.3	0.0	(NA)	1.3

NA Not available.

1/ Sample is too small for tabulation.

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](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>

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