

**Table 7.12-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2011**

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

| Category                 | Oahu | Maui | Kauai | Kona |
|--------------------------|------|------|-------|------|
| Accommodations           |      |      |       |      |
| Very satisfied           | 74.6 | 84.4 | 82.7  | 84.1 |
| Somewhat satisfied       | 22.4 | 14.2 | 14.6  | 12.3 |
| Somewhat dissatisfied    | 2.1  | 1.2  | 2.6   | 2.8  |
| Not satisfied at all     | 0.8  | 0.3  | 0.1   | 0.7  |
| Restaurants              |      |      |       |      |
| Very satisfied           | 61.3 | 64.1 | 60.4  | 59.6 |
| Somewhat satisfied       | 35.9 | 31.8 | 33.3  | 35.7 |
| Somewhat dissatisfied    | 2.2  | 4.0  | 5.4   | 3.9  |
| Not satisfied at all     | 0.7  | 0.0  | 0.9   | 0.8  |
| Shopping                 |      |      |       |      |
| Very satisfied           | 67.9 | 62.2 | 53.2  | 52.8 |
| Somewhat satisfied       | 29.7 | 33.5 | 41.9  | 41.4 |
| Somewhat dissatisfied    | 2.0  | 3.8  | 4.4   | 4.9  |
| Not satisfied at all     | 0.5  | 0.5  | 0.5   | 0.9  |
| Golf                     |      |      |       |      |
| Very satisfied           | 71.3 | 85.5 | 75.7  | 81.6 |
| Somewhat satisfied       | 23.0 | 12.1 | 22.5  | 14.9 |
| Somewhat dissatisfied    | 5.1  | 2.2  | 1.5   | 3.5  |
| Not satisfied at all     | 0.6  | 0.3  | 0.3   | 0.0  |
| Activities & attractions |      |      |       |      |
| Very satisfied           | 75.1 | 76.1 | 77.9  | 70.3 |
| Somewhat satisfied       | 22.4 | 22.1 | 18.6  | 25.1 |
| Somewhat dissatisfied    | 2.3  | 1.6  | 3.1   | 4.2  |
| Not satisfied at all     | 0.3  | 0.1  | 0.4   | 0.3  |
| Transportation           |      |      |       |      |
| Very satisfied           | 66.6 | 73.2 | 49.4  | 48.4 |
| Somewhat satisfied       | 26.0 | 19.6 | 32.7  | 29.1 |
| Somewhat dissatisfied    | 6.5  | 5.6  | 12.5  | 13.9 |
| Not satisfied at all     | 1.0  | 1.6  | 5.4   | 8.6  |
| Airports                 |      |      |       |      |
| Very satisfied           | 56.6 | 60.3 | 65.0  | 51.9 |
| Somewhat satisfied       | 35.5 | 36.8 | 30.8  | 43.4 |
| Somewhat dissatisfied    | 6.9  | 2.3  | 3.4   | 4.3  |
| Not satisfied at all     | 1.0  | 0.6  | 0.8   | 0.4  |

Continued on next page.

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FROM THE U.S. TOTAL, BY GEOGRAPHIC AREA: 2011 - Con.**

| <b>Category</b>       | <b>Oahu</b> | <b>Maui</b> | <b>Kauai</b> | <b>Kona</b> |
|-----------------------|-------------|-------------|--------------|-------------|
| Parks & beaches       |             |             |              |             |
| Very satisfied        | 74.5        | 80.7        | 83.8         | 76.1        |
| Somewhat satisfied    | 22.2        | 17.4        | 14.7         | 20.4        |
| Somewhat dissatisfied | 2.9         | 1.8         | 1.3          | 3.3         |
| Not satisfied at all  | 0.5         | 0.2         | 0.1          | 0.3         |

Source: Hawaii Tourism Authority, Tourism Research, records.