

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS  
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2011**

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

Category	Oahu	Maui	Kauai	Kona
<b>Accommodations</b>				
Very satisfied	74.9	84.5	81.3	81.3
Somewhat satisfied	22.0	14.5	15.4	15.1
Somewhat dissatisfied	2.4	0.7	3.3	2.5
Not satisfied at all	0.6	0.2	0.0	1.1
<b>Restaurants</b>				
Very satisfied	57.2	63.2	60.1	56.0
Somewhat satisfied	40.0	33.2	33.5	38.4
Somewhat dissatisfied	1.9	3.6	5.4	4.6
Not satisfied at all	0.9	0.0	1.1	1.0
<b>Shopping</b>				
Very satisfied	64.3	60.1	52.6	51.3
Somewhat satisfied	33.2	34.9	41.9	42.1
Somewhat dissatisfied	1.8	4.6	4.7	5.3
Not satisfied at all	0.8	0.5	0.8	1.3
<b>Golf</b>				
Very satisfied	68.4	85.2	71.2	79.3
Somewhat satisfied	25.4	11.9	27.1	17.5
Somewhat dissatisfied	6.2	2.8	1.7	3.3
Not satisfied at all	0.0	0.0	0.0	0.0
<b>Activities &amp; attractions</b>				
Very satisfied	75.2	74.7	75.8	66.7
Somewhat satisfied	22.1	23.4	19.3	28.2
Somewhat dissatisfied	2.7	1.9	4.3	4.7
Not satisfied at all	0.1	0.0	0.6	0.5
<b>Transportation</b>				
Very satisfied	67.5	75.1	39.5	39.1
Somewhat satisfied	25.2	18.3	33.7	31.0
Somewhat dissatisfied	5.6	5.9	18.8	17.0
Not satisfied at all	1.7	0.8	8.1	12.8
<b>Airports</b>				
Very satisfied	52.6	59.2	65.5	47.8
Somewhat satisfied	37.4	38.2	30.3	46.8
Somewhat dissatisfied	8.8	2.0	3.7	4.9
Not satisfied at all	1.2	0.6	0.5	0.5
<b>Parks &amp; beaches</b>				
Very satisfied	70.9	79.8	84.2	77.6
Somewhat satisfied	24.7	18.6	14.3	19.0
Somewhat dissatisfied	3.7	1.4	1.5	3.2
Not satisfied at all	0.7	0.3	0.0	0.3

Source: Hawaii Tourism Authority, Tourism Research, *2011 Visitor Satisfaction and Activity Report* <[http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaii-tourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf)> accessed February 6, 2013 and records.