

**Table 7.15-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM JAPAN, BY GEOGRAPHIC AREA: 2011**

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

Category	Oahu	Maui	Kauai 1/	Kona
Accommodations				
Very satisfied	51.9	64.7	(NA)	70.9
Somewhat satisfied	42.4	33.4	(NA)	27.1
Somewhat dissatisfied	4.9	1.9	(NA)	2.0
Not satisfied at all	0.8	0.0	(NA)	0.0
Restaurants				
Very satisfied	30.2	27.1	(NA)	31.6
Somewhat satisfied	56.3	60.5	(NA)	53.0
Somewhat dissatisfied	12.6	10.7	(NA)	13.8
Not satisfied at all	0.9	1.7	(NA)	1.6
Shopping				
Very satisfied	48.6	24.0	(NA)	17.7
Somewhat satisfied	46.1	47.8	(NA)	55.3
Somewhat dissatisfied	4.9	26.9	(NA)	23.5
Not satisfied at all	0.3	1.3	(NA)	3.5
Golf				
Very satisfied	43.9	61.7	(NA)	65.5
Somewhat satisfied	41.6	30.5	(NA)	27.0
Somewhat dissatisfied	13.2	7.8	(NA)	6.3
Not satisfied at all	1.3	0.0	(NA)	1.1
Activities & attractions				
Very satisfied	43.7	37.3	(NA)	46.9
Somewhat satisfied	48.4	49.7	(NA)	43.4
Somewhat dissatisfied	7.3	12.3	(NA)	9.2
Not satisfied at all	0.7	0.6	(NA)	0.4
Transportation				
Very satisfied	41.8	26.8	(NA)	22.3
Somewhat satisfied	47.5	41.1	(NA)	42.4
Somewhat dissatisfied	9.6	24.2	(NA)	24.9
Not satisfied at all	1.1	7.9	(NA)	10.4
Airports				
Very satisfied	25.6	22.1	(NA)	19.1
Somewhat satisfied	58.9	56.9	(NA)	57.0
Somewhat dissatisfied	14.5	19.0	(NA)	20.3
Not satisfied at all	1.1	1.9	(NA)	3.6
Parks & beaches				
Very satisfied	51.6	44.5	(NA)	49.6
Somewhat satisfied	43.8	49.7	(NA)	42.7
Somewhat dissatisfied	4.2	5.8	(NA)	6.3
Not satisfied at all	0.4	0.0	(NA)	1.4

NA Not available.

1/ Sample is too small for tabulation.

Source: Hawaii Tourism Authority, Tourism Research, *2011 Visitor Satisfaction and Activity Report*

<<http://www.hawaiiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/>

2011%20VSAT%20Report(2).pdf> accessed April 12, 2013 and records.