

Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2013

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

Category	Excellent	Above average	Below average	Poor
Total	82.6	16.0	1.3	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	88.1	11.9	0.0	0.0
Family	84.3	14.8	0.8	0.1
Young	81.8	17.2	1.0	0.0
Middle age	82.5	16.4	0.9	0.1
Seniors	81.8	16.4	1.7	0.1
Visitation status				
First timers	84.3	14.8	0.9	0.0
Repeat visitors	82.1	16.5	1.3	0.1

Source: Hawaii Tourism Authority, Tourism Research, *2013 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2013%20VSAT%20Report%20Final.pdf>> accessed July 15, 2015.