

Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2013

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

Category	Excellent	Above average	Below average	Poor
Total	81.0	17.5	1.4	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	87.3	12.7	0.0	0.0
Family	82.7	16.3	1.0	0.0
Young	79.3	19.5	1.2	0.0
Middle age	81.8	17.1	1.0	0.1
Seniors	79.9	18.0	1.9	0.2
Visitation status				
First timers	83.9	14.9	1.2	0.0
Repeat visitors	80.5	18.0	1.4	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.