

Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2013

[Covers visitors from all other states in the continental United States not included in U.S. West staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	85.6	13.2	1.1	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	88.9	11.1	0.0	0.0
Family	88.7	10.7	0.2	0.3
Young	86.4	13.1	0.5	0.0
Middle age	83.8	15.3	0.8	0.2
Seniors	85.2	13.3	1.4	0.1
Visitation status				
First timers	84.6	14.6	0.7	0.1
Repeat visitors	86.5	12.3	1.0	0.2

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.