

Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM JAPAN: 2013

[Visitors staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	71.0	27.7	1.1	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	85.7	13.2	1.1	0.0
Family	73.0	26.1	0.8	0.1
Young	80.2	19.4	0.4	0.0
Middle age	74.8	23.6	1.4	0.2
Seniors	61.1	37.2	1.4	0.2
Visitation status				
First timers	73.8	24.7	1.4	0.1
Repeat visitors	69.3	29.5	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.