

Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2013

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors]

Criterion by island	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Oahu				
Excellent	56.9	57.1	56.5	57.3
Above average	36.9	36.5	37.4	40.6
Below average	5.7	6.1	5.0	2.1
Poor	0.6	0.3	1.1	0.1
Maui				
Excellent	67.1	63.6	72.9	52.3
Above average	30.8	34.3	25.0	43.2
Below average	1.8	1.8	1.9	4.2
Poor	0.3	0.3	0.2	0.4
Molokai				
Excellent	55.6	64.8	46.5	56.4
Above average	33.3	27.0	39.6	43.6
Below average	10.7	7.6	13.7	0.0
Poor	0.4	0.6	0.2	0.0
Lanai				
Excellent	60.5	60.2	60.6	36.3
Above average	33.1	33.3	32.9	52.6
Below average	4.7	5.7	3.9	11.1
Poor	1.7	0.8	2.6	0.0
Big Island				
Excellent	63.3	62.8	63.9	60.4
Above average	34.2	34.9	33.1	37.0
Below average	2.2	1.8	2.7	2.6
Poor	0.4	0.5	0.2	0.0
Kauai				
Excellent	69.4	66.0	74.7	49.7
Above average	28.9	32.4	23.6	45.3
Below average	1.5	1.4	1.6	5.0
Poor	0.2	0.3	0.1	0.0

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

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