

**Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION
STATUS BY VISITORS FROM THE U.S. EAST: 2014**

[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	83.8	14.2	2.0	0.0
Lifestyle / lifestage segments				
Wedding / honeymoon	94.8	5.2	0.0	0.0
Family	86.9	11.8	1.3	0.0
Young	86.6	11.3	2.0	0.1
Middle age	77.6	19.5	2.8	0.1
Seniors	83.2	15.1	1.6	0.0
Visitation status				
First timers	84.1	13.7	2.1	0.1
Repeat visitors	83.6	14.6	1.8	0.0

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*
<[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/
2014%20VSAT%20Companion%20Tables.xlsx](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx)> accessed June 27, 2016.