

Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM JAPAN: 2014

[Visitors staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	68.8	29.6	1.3	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	81.8	17.3	0.3	0.6
Family	68.4	30.7	0.7	0.2
Young	75.0	24.1	0.9	0.0
Middle age	70.4	28.6	0.9	0.0
Seniors	61.4	36.0	2.3	0.2
Visitation status				
First timers	70.9	27.4	1.5	0.3
Repeat visitors	67.5	31.1	1.2	0.1

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>> accessed June 27, 2016.