

Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2016

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	88.2	10.6	1.0	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	91.0	9.0	0.0	0.0
Family (traveling with child under 18)	87.6	11.6	0.8	0.1
Young (18-34)	90.5	8.1	1.2	0.2
Middle age (35-54)	87.4	11.6	0.9	0.1
Seniors (55+)	88.3	10.2	1.3	0.2
Visitation status				
First timers	86.9	11.7	1.3	0.1
Repeat visitors	88.5	10.3	1.0	0.1

Source: Hawaii Tourism Authority, Tourism Research, *2016 Visitor Satisfaction and Activity Report*
 <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 22, 2018.