

**Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM JAPAN: 2016**

[Visitors staying overnight or longer. Percent of visitors]

<b>Category</b>	<b>Excellent</b>	<b>Above average</b>	<b>Below average</b>	<b>Poor</b>
Total	77.9	20.9	0.9	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	88.1	11.1	0.0	0.7
Family (traveling with child under 18)	77.1	21.9	0.9	0.0
Young (18-34)	84.1	14.3	0.2	1.4
Middle age (35-54)	80.2	19.4	0.5	0.0
Seniors (55+)	71.1	27.2	1.7	0.0
Visitation status				
First timers	80.7	18.0	0.6	0.6
Repeat visitors	76.1	22.6	1.1	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.