

Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2017

[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	88.3	9.9	1.5	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	90.6	8.7	0.7	0.0
Family (traveling with child under 18)	88.1	10.3	1.3	0.3
Young (18-34)	91.9	7.4	0.8	0.0
Middle age (35-54)	87.2	10.8	1.5	0.5
Seniors (55+)	87.8	10.0	1.9	0.3
Visitation status				
First timers	88.7	9.7	1.4	0.2
Repeat visitors	88.2	9.9	1.6	0.3

Source: Hawaii Tourism Authority, Tourism Research, *2017 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed July 8, 2019.