

**Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2017**

[Covers visitors from all other states in the continental United States not included in U.S. West 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	91.1	7.5	1.2	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	95.0	3.7	1.2	0.0
Family (traveling with child under 18)	91.0	7.6	1.2	0.2
Young (18-34)	92.6	6.7	0.5	0.2
Middle age (35-54)	91.3	7.0	1.4	0.4
Seniors (55+)	89.9	8.6	1.3	0.2
Visitation status				
First timers	90.7	8.0	1.1	0.2
Repeat visitors	91.4	7.1	1.3	0.2

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.