

Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM JAPAN: 2017

[Visitors staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	75.2	21.8	2.1	0.9
Lifestyle / lifestage segments				
Wedding / honeymoon	81.3	16.9	0.7	1.1
Family (traveling with child under 18)	77.3	21.5	0.9	0.4
Young (18-34)	77.6	19.5	1.8	1.1
Middle age (35-54)	72.1	23.7	3.1	1.1
Seniors (55+)	67.8	28.2	3.5	0.5
Visitation status				
First timers	78.5	18.4	2.0	1.1
Repeat visitors	73.5	23.6	2.1	0.8

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.