

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2008**

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

Category	Oahu	Maui	Kauai	Kona
Accommodations				
Very satisfied	73.9	82.3	78.8	76.5
Somewhat satisfied	19.9	15.1	18.9	21.2
Somewhat dissatisfied	5.2	2.5	2.0	2.3
Not satisfied at all	1.0	0.1	0.3	0.0
Restaurants				
Very satisfied	57.1	60.9	53.6	48.6
Somewhat satisfied	35.4	33.8	40.1	42.6
Somewhat dissatisfied	7.0	5.3	5.3	8.5
Not satisfied at all	0.5	0.0	1.0	0.3
Shopping				
Very satisfied	69.1	60.9	54.2	49.6
Somewhat satisfied	28.0	35.9	39.0	40.5
Somewhat dissatisfied	2.5	3.1	5.5	8.4
Not satisfied at all	0.4	0.0	1.3	1.5
Golf				
Very satisfied	58.3	69.7	73.8	60.3
Somewhat satisfied	39.2	23.9	26.2	39.7
Somewhat dissatisfied	2.5	5.5	0.0	0.0
Not satisfied at all	0.0	0.9	0.0	0.1
Activities & attractions				
Very satisfied	67.4	72.7	77.3	60.0
Somewhat satisfied	31.2	23.4	20.8	33.9
Somewhat dissatisfied	1.0	3.5	0.9	5.9
Not satisfied at all	0.3	0.3	0.9	0.2
Transportation				
Very satisfied	60.9	60.0	53.6	42.7
Somewhat satisfied	32.9	27.9	27.4	48.1
Somewhat dissatisfied	5.1	6.9	9.8	7.1
Not satisfied at all	1.1	5.3	9.2	2.1
Airports				
Very satisfied	56.5	60.3	56.2	50.6
Somewhat satisfied	37.5	36.8	38.9	39.3
Somewhat dissatisfied	5.8	2.5	3.4	7.6
Not satisfied at all	0.2	0.4	1.5	2.5
Parks & beaches				
Very satisfied	71.8	76.6	79.6	72.7
Somewhat satisfied	24.7	21.0	18.3	22.4
Somewhat dissatisfied	2.7	1.9	2.0	3.6
Not satisfied at all	0.7	0.5	0.0	1.3

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research
Branch, 2008 *Visitor Satisfaction and Activity Report*, see also <<http://www.hawaii.gov/dbedt/>>.