

**Table 7.13-- OVERALL SATISFACTION BY MAJOR CATEGORY BY VISITORS
FROM THE U.S. WEST, BY GEOGRAPHIC AREA: 2011**

[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	74.9	84.5	81.3	81.3
Somewhat satisfied	22.0	14.5	15.4	15.1
Somewhat dissatisfied	2.4	0.7	3.3	2.5
Not satisfied at all	0.6	0.2	0.0	1.1
Restaurants				
Very satisfied	57.2	63.2	60.1	56.0
Somewhat satisfied	40.0	33.2	33.5	38.4
Somewhat dissatisfied	1.9	3.6	5.4	4.6
Not satisfied at all	0.9	0.0	1.1	1.0
Shopping				
Very satisfied	64.3	60.1	52.6	51.3
Somewhat satisfied	33.2	34.9	41.9	42.1
Somewhat dissatisfied	1.8	4.6	4.7	5.3
Not satisfied at all	0.8	0.5	0.8	1.3
Golf				
Very satisfied	68.4	85.2	71.2	79.3
Somewhat satisfied	25.4	11.9	27.1	17.5
Somewhat dissatisfied	6.2	2.8	1.7	3.3
Not satisfied at all	0.0	0.0	0.0	0.0
Activities & attractions				
Very satisfied	75.2	74.7	75.8	66.7
Somewhat satisfied	22.1	23.4	19.3	28.2
Somewhat dissatisfied	2.7	1.9	4.3	4.7
Not satisfied at all	0.1	0.0	0.6	0.5
Transportation				
Very satisfied	67.5	75.1	39.5	39.1
Somewhat satisfied	25.2	18.3	33.7	31.0
Somewhat dissatisfied	5.6	5.9	18.8	17.0
Not satisfied at all	1.7	0.8	8.1	12.8
Airports				
Very satisfied	52.6	59.2	65.5	47.8
Somewhat satisfied	37.4	38.2	30.3	46.8
Somewhat dissatisfied	8.8	2.0	3.7	4.9
Not satisfied at all	1.2	0.6	0.5	0.5
Parks & beaches				
Very satisfied	70.9	79.8	84.2	77.6
Somewhat satisfied	24.7	18.6	14.3	19.0
Somewhat dissatisfied	3.7	1.4	1.5	3.2
Not satisfied at all	0.7	0.3	0.0	0.3

Source: Hawaii Tourism Authority, Tourism Research, 2011 Visitor Satisfaction and Activity Report
<[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf)> accessed February 6, 2013 and records.