

**Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION
STATUS BY VISITORS FROM THE U.S. WEST: 2015**

[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	84.5	13.7	1.4	0.4
Lifestyle / lifestage segments				
Wedding / honeymoon	87.8	11.4	0.0	0.8
Family (trvl child<18)	87.9	10.1	1.9	0.1
Young (18-34)	85.0	14.2	0.6	0.2
Middle age (35-54)	83.0	15.2	1.4	0.5
Seniors (55+)	83.5	14.7	1.4	0.4
Visitation status				
First timers	85.7	13.1	0.6	0.6
Repeat visitors	84.3	13.9	1.6	0.3

Source: Hawaii Tourism Authority, Tourism Research, 2015 *Visitor Satisfaction and Activity Report*
<<http://www.hawaiiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.