

**Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION
STATUS BY VISITORS FROM THE U.S. EAST: 2015**

[Covers visitors from all other states in the continental United States not included in
U.S. West staying overnight or longer. Percent of visitors]

| Category | Excellent | Above average | Below average | Poor |
|--------------------------------|-----------|------------------|------------------|------|
| Total | 88.1 | 10.6 | 1.2 | 0.2 |
| Lifestyle / lifestage segments | | | | |
| Wedding / honeymoon | 93.4 | 5.6 | 1.0 | 0.0 |
| Family (trvl child<18) | 89.0 | 9.8 | 1.0 | 0.1 |
| Young (18-34) | 90.1 | 9.0 | 0.9 | 0.0 |
| Middle age (35-54) | 87.6 | 10.9 | 1.0 | 0.5 |
| Seniors (55+) | 86.8 | 11.7 | 1.4 | 0.1 |
| Visitation status | | | | |
| First timers | 87.9 | 10.7 | 1.1 | 0.3 |
| Repeat visitors | 88.2 | 10.5 | 1.2 | 0.2 |

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