

**Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION
STATUS BY VISITORS FROM JAPAN: 2015**

[Visitors staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	69.6	28.8	1.3	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	81.0	18.2	0.7	0.2
Family (trvl child<18)	73.8	25.1	0.9	0.2
Young (18-34)	80.1	19.7	0.2	0.0
Middle age (35-54)	72.7	25.8	1.2	0.3
Seniors (55+)	60.7	37.0	1.8	0.4
Visitation status				
First timers	72.6	26.2	1.1	0.1
Repeat visitors	67.7	30.5	1.4	0.4

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