

**Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2016**

[Covers visitors from United States staying overnight or longer. Percent of visitors]

<b>Category</b>	<b>Excellent</b>	<b>Above average</b>	<b>Below average</b>	<b>Poor</b>
Total	88.9	10.0	0.9	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	91.6	8.4	0.0	0.0
Family (traveling with child under 18)	89.0	10.4	0.6	0.1
Young (18-34)	89.9	8.7	1.2	0.1
Middle age (35-54)	88.3	10.6	1.0	0.1
Seniors (55+)	88.8	10.0	1.1	0.2
Visitation status				
First timers	85.0	13.9	0.9	0.2
Repeat visitors	86.6	12.3	1.0	0.1

Source: Hawaii Tourism Authority, Tourism Research, records. See also *2016 Visitor Satisfaction and Activity Report* <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 22, 2018.