

**Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2017**

[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	89.8	8.9	1.2	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	93.0	6.6	0.4	0.0
Family (traveling with child under 18)	91.0	8.1	0.8	0.1
Young (18-34)	91.6	7.6	0.8	0.0
Middle age (35-54)	88.7	9.7	1.4	0.2
Seniors (55+)	89.0	9.5	1.4	0.1
Visitation status				
First timers	90.5	8.3	1.1	0.1
Repeat visitors	89.6	9.1	1.2	0.1

Source: Hawaii Tourism Authority, Tourism Research, records. See also *2017 Visitor Satisfaction and Activity Report* <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed July 8, 2019.