

**Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2018**

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

Category	Excellent	Above average	Below average	Poor
Total	88.0	10.4	1.4	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	90.3	7.9	1.5	0.2
Family (traveling with child under 18)	88.4	10.2	1.2	0.2
Young (18-34)	90.7	8.5	0.5	0.3
Middle age (35-54)	87.6	10.9	1.4	0.1
Seniors (55+)	87.6	10.5	1.7	0.2
Visitation status				
First timers	89.1	9.6	1.0	0.3
Repeat visitors	87.6	10.7	1.5	0.2

Source: Hawaii Tourism Authority, Tourism Research, *2018 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed June 29, 2020.