

**Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2018**

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	87.2	11.1	1.5	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	87.2	10.4	2.1	0.3
Family (traveling with child under 18)	88.1	10.6	1.1	0.2
Young (18-34)	89.4	9.7	0.7	0.2
Middle age (35-54)	86.8	11.6	1.4	0.1
Seniors (55+)	86.7	11.2	1.9	0.2
Visitation status				
First timers	88.1	10.4	1.2	0.3
Repeat visitors	87.0	11.3	1.5	0.2

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