

**Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2018**

[Covers visitors from all other states in the continental United States not included in U.S. West 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	89.5	9.1	1.2	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	94.2	4.9	0.9	0.0
Family (traveling with child under 18)	89.2	9.2	1.4	0.2
Young (18-34)	93.0	6.4	0.2	0.4
Middle age (35-54)	88.9	9.7	1.3	0.1
Seniors (55+)	89.2	9.2	1.3	0.3
Visitation status				
First timers	90.0	8.9	0.9	0.3
Repeat visitors	89.2	9.2	1.4	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.