

**Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM JAPAN: 2018**

[Visitors 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	75.3	23.1	1.4	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	80.7	18.0	1.0	0.4
Family (traveling with child under 18)	73.1	24.6	1.7	0.6
Young (18-34)	74.0	25.1	0.8	0.1
Middle age (35-54)	77.7	20.5	1.7	0.1
Seniors (55+)	72.3	24.9	2.4	0.4
Visitation status				
First timers	75.1	23.5	1.1	0.3
Repeat visitors	75.3	22.9	1.6	0.2

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