

Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2019

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

Category	Excellent	Above average	Below average	Poor
Total	(NA)	(NA)	(NA)	(NA)
Lifestyle / lifestage segments				
Wedding / honeymoon	93.3	5.4	1.3	0.0
Family (traveling with child under 18)	89.4	9.3	1.0	0.3
Young (18-34)	91.1	8.3	0.6	0.1
Middle age (35-54)	88.9	9.9	1.1	0.1
Seniors (55+)	89.5	9.0	1.3	0.1
Visitation status				
First timers	(NA)	(NA)	(NA)	(NA)
Repeat visitors	(NA)	(NA)	(NA)	(NA)

NA Not available

Source: Hawaii Tourism Authority, Tourism Research, *2019 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed April 29, 2021.