

Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2019

[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	88.7	9.9	1.2	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	93.9	4.8	1.3	0.0
Family (traveling with child under 18)	88.5	10.1	1.1	0.3
Young (18-34)	89.8	9.4	0.7	0.1
Middle age (35-54)	88.3	10.7	1.0	0.1
Seniors (55+)	88.8	9.7	1.5	0.1
Visitation status				
First timers	88.7	10.3	0.9	0.0
Repeat visitors	88.7	9.8	1.3	0.2

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 28, 2021.