

**Table 7.14-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2019**

[Covers visitors from all other states in the continental United States not included in U.S. West staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	91.1	7.7	1.1	0.1
Lifestyle / lifestage segments				
Wedding / honeymoon	92.6	6.1	1.3	0.0
Family (traveling with child under 18)	91.9	7.3	0.8	0.1
Young (18-34)	93.5	6.0	0.4	0.1
Middle age (35-54)	90.1	8.6	1.2	0.1
Seniors (55+)	90.9	7.8	1.1	0.1
Visitation status				
First timers	91.5	7.5	1.0	0.0
Repeat visitors	90.9	7.9	1.1	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 26, 2021.