

**Table 7.15-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS
BY VISITORS FROM JAPAN: 2019**

[Visitors staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	80.4	18.8	0.7	0.0
Lifestyle / lifestage segments				
Wedding / honeymoon	86.1	13.9	0.0	0.0
Family (traveling with child under 18)	80.8	18.3	0.9	0.0
Young (18-34)	80.0	19.0	0.9	0.1
Middle age (35-54)	79.6	19.6	0.8	0.1
Seniors (55+)	78.4	20.9	0.7	0.0
Visitation status				
First timers	78.4	20.9	0.7	0.1
Repeat visitors	81.4	17.9	0.7	0.0

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.