

**Table 7.12-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2020**

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

Category	Excellent	Above average	Below average	Poor
Total	81.7	12.0	4.2	2.1
Lifestyle / lifestage segments				
Wedding / honeymoon	84.6	9.1	3.0	3.3
Family / child	84.6	10.7	3.4	1.4
Young (<35)	86.0	10.2	2.2	1.6
Middle age (35-54)	81.1	11.9	4.4	2.6
Seniors (55+)	77.9	14.1	5.6	2.4
Visitation status				
First timers	84.1	10.6	2.7	2.5
Repeat visitors	80.9	12.5	4.6	2.0

Source: Hawaii Tourism Authority, *2020 Visitor Satisfaction and Activity Report and Companion Tables*, prepared by Anthology <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed April 29, 2022.