

**Table 7.13-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2020**

[Covers visitors from Pacific and Mountain States of the United States staying overnight or longer. Percent of visitors]

<b>Category</b>	<b>Excellent</b>	<b>Above average</b>	<b>Below average</b>	<b>Poor</b>
Total	81.7	12.2	4.2	1.9
Lifestyle / lifestage segments				
Wedding / honeymoon	85.4	9.4	3.1	2.0
Family / child	84.9	10.8	3.2	1.1
Young (<35)	86.0	10.5	2.1	1.5
Middle age (35-54)	82.0	11.4	4.3	2.3
Seniors (55+)	77.1	14.5	6.0	2.4
Visitation status				
First timers	83.9	10.9	2.8	2.3
Repeat visitors	81.3	12.4	4.5	1.8

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