

**Table 7.14-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM THE U.S. EAST: 2020**

[Covers visitors from all other states in the continental United States not included in U.S. West 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	81.6	11.8	4.0	2.5
Lifestyle / lifestage segments				
Wedding / honeymoon	83.8	8.7	2.8	4.8
Family / child	83.5	10.4	3.9	2.2
Young (<35)	86.1	9.7	2.3	1.9
Middle age (35-54)	79.5	12.8	4.6	3.1
Seniors (55+)	79.4	13.4	4.8	2.4
Visitation status				
First timers	84.3	10.3	2.7	2.7
Repeat visitors	80.1	12.7	4.8	2.4

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