

**Table 7.15-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM JAPAN: 2020**

[Visitors 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	78.5	19.5	1.6	0.5
Lifestyle / lifestage segments				
Wedding / honeymoon	86.1	12.5	1.2	0.2
Family / child	74.3	22.2	2.4	1.1
Young (<35)	80.2	19.1	0.6	0.2
Middle age (35-54)	76.0	21.6	1.9	0.6
Seniors (55+)	73.8	22.3	2.9	1.0
Visitation status				
First timers	82.9	15.7	1.1	0.3
Repeat visitors	76.3	21.3	1.8	0.6

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.