

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: 2021

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

Category	Excellent	Above average	Below average	Poor
Total	84.6	11.3	3.0	1.2
Lifestyle / lifestage segments				
Wedding / honeymoon	86.4	8.4	2.4	2.7
Family / child	84.1	11.7	3.1	1.2
Young (<35)	89.2	8.1	2.0	0.8
Middle age (35-54)	85.0	11.1	2.8	1.1
Seniors (55+)	82.1	13.2	3.6	1.1
Visitation status				
First timers	87.3	9.1	2.0	1.5
Repeat visitors	83.5	12.2	3.3	1.0

Source: Hawaii Tourism Authority, *2021 Visitor Satisfaction and Activity Report and Companion Tables*, prepared by Anthology <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed May 3, 2023; and calculations by the Hawaii State Department of Business Economic Development & Tourism.