

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: 2021

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

Category	Excellent	Above average	Below average	Poor
Total	84.2	11.7	3.0	1.0
Lifestyle / lifestage segments				
Wedding / honeymoon	83.9	10.2	2.9	3.0
Family / child	83.8	11.8	3.3	1.0
Young (<35)	88.7	8.6	2.1	0.6
Middle age (35-54)	84.5	11.8	2.6	1.1
Seniors (55+)	82.2	13.2	3.6	1.0
Visitation status				
First timers	87.2	9.4	1.9	1.5
Repeat visitors	83.4	12.3	3.3	0.9

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.