

**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: 2021**

[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	85.4	10.4	2.8	1.4
Lifestyle / lifestage segments				
Wedding / honeymoon	89.1	6.5	1.9	2.4
Family / child	84.8	11.1	2.4	1.7
Young (<35)	90.0	7.0	1.8	1.2
Middle age (35-54)	86.2	9.6	3.1	1.0
Seniors (55+)	81.7	13.4	3.5	1.4
Visitation status				
First timers	87.5	8.8	2.2	1.5
Repeat visitors	83.6	11.8	3.3	1.3

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