

**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: 2022**

[Covers visitors from United States 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                          | 88.4             | 9.7                  | 1.6                  | 0.3         |
| Lifestyle / lifestage segments |                  |                      |                      |             |
| Wedding / honeymoon            | 91.5             | 7.8                  | 0.5                  | 0.2         |
| Family / child                 | 88.0             | 10.0                 | 1.7                  | 0.4         |
| Young (<35)                    | 91.8             | 7.0                  | 0.8                  | 0.4         |
| Middle age (35-54)             | 86.7             | 11.4                 | 1.6                  | 0.2         |
| Seniors (55+)                  | 88.2             | 9.6                  | 2.0                  | 0.2         |
| Visitation status              |                  |                      |                      |             |
| First timers                   | 89.5             | 8.9                  | 1.2                  | 0.3         |
| Repeat visitors                | 87.9             | 10.0                 | 1.8                  | 0.3         |

Source: Hawaii Tourism Authority, *2022 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 3, 2023; and calculations by the Hawaii State Department of Business Economic Development & Tourism.