

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: 2022

[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	87.9	10.0	1.8	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	92.1	7.9	0.0	0.0
Family / child	87.8	9.8	1.9	0.5
Young (<35)	91.4	7.1	1.0	0.5
Middle age (35-54)	85.7	12.1	1.8	0.4
Seniors (55+)	87.7	10.0	2.1	0.1
Visitation status				
First timers	88.9	9.0	1.6	0.5
Repeat visitors	87.7	10.2	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, 2024; and calculations by the Hawaii State Department of Business Economic Development & Tourism.