

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: 2022

[Covers visitors from all other states in the continental United States not included in U.S. West staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	89.4	9.1	1.3	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	90.7	7.7	1.1	0.5
Family / child	88.4	10.5	0.9	0.1
Young (<35)	92.6	6.9	0.4	0.1
Middle age (35-54)	88.8	9.9	1.3	0.0
Seniors (55+)	89.0	8.8	1.8	0.4
Visitation status				
First timers	90.2	8.8	0.9	0.2
Repeat visitors	88.8	9.4	1.6	0.3

Source: Hawaii Tourism Authority, *2022 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 3, 2024; and calculations by the Hawaii State Department of Business Economic Development & Tourism.