

Table 7.15-- OVERALL SATISFACTION WITH MOST RECENT TRIP TO STATE OF HAWAII BY LIFESTAGE AND VISITATION STATUS BY VISITORS FROM JAPAN: 2022

[Covers visitors from Japan staying overnight or longer. Percent of visitors]

Category	Excellent	Above average	Below average	Poor
Total	78.6	20.2	1.1	0.0
Lifestyle / lifestage segments				
Wedding / honeymoon	80.9	19.1	0.0	0.0
Family / child	76.3	21.1	2.6	0.0
Young (<35)	88.9	11.1	0.0	0.0
Middle age (35-54)	77.9	19.8	2.3	0.0
Seniors (55+)	77.5	21.9	0.6	0.0
Visitation status				
First timers	93.5	6.5	0.0	0.0
Repeat visitors	75.0	23.5	1.5	0.0

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.