

**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: 2023**

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

| Category                       | Excellent | Above average | Below average | Poor |
|--------------------------------|-----------|---------------|---------------|------|
| Total                          | 88.5      | 9.8           | 1.4           | 0.3  |
| Lifestyle / lifestage segments |           |               |               |      |
| Wedding / honeymoon            | 92.4      | 6.2           | 1.1           | 0.3  |
| Family / child                 | 89.3      | 9.0           | 1.3           | 0.4  |
| Young (<35)                    | 90.2      | 9.2           | 0.6           | 0.1  |
| Middle age (35-54)             | 87.9      | 10.4          | 1.6           | 0.1  |
| Seniors (55+)                  | 87.7      | 10.3          | 1.7           | 0.3  |
| Visitation status              |           |               |               |      |
| First timers                   | 88.1      | 10.6          | 1.1           | 0.2  |
| Repeat visitors                | 88.7      | 9.5           | 1.5           | 0.3  |

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables* <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed June 13, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.