

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: 2023

[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	10.2	1.6	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	92.2	6.7	1.1	0.0
Family / child	88.8	9.3	1.5	0.5
Young (<35)	88.8	10.4	0.6	0.2
Middle age (35-54)	87.0	11.1	1.8	0.1
Seniors (55+)	87.5	10.4	1.8	0.3
Visitation status				
First timers	86.4	12.3	1.1	0.2
Repeat visitors	88.3	9.7	1.7	0.3

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables*, <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 18, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.