

**Table 7.16-- OVERALL ISLAND EXPERIENCE BY VISITORS FROM THE
U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors]

Island and rating	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Oahu				
Excellent	83.5	82.8	84.5	78.1
Above average	14.1	14.6	13.4	19.6
Below average	2.0	2.2	1.8	1.9
Poor	0.4	0.4	0.3	0.4
Maui				
Excellent	88.5	88.3	89.0	63.0
Above average	9.0	9.2	8.8	37.0
Below average	1.7	1.9	1.5	0.0
Poor	0.7	0.7	0.7	0.0
Molokai				
Excellent	76.0	70.9	87.1	0.0
Above average	12.9	16.1	6.3	0.0
Below average	8.7	9.6	6.6	0.0
Poor	2.3	3.4	0.0	0.0
Lanai				
Excellent	88.5	90.2	85.8	100.0
Above average	7.4	3.9	12.8	0.0
Below average	2.9	3.9	1.4	0.0
Poor	1.3	2.1	0.0	0.0
Hawaii (Hilo / Kona / Volcano)				
Excellent	89.0	89.2	88.7	92.4
Above average	9.5	9.1	10.3	6.1
Below average	1.3	1.5	0.9	1.5
Poor	0.2	0.3	0.1	0.0
Kauai				
Excellent	90.0	89.3	91.4	80.0
Above average	8.5	8.8	7.8	20.0
Below average	1.3	1.7	0.7	0.0
Poor	0.2	0.2	0.1	0.0

1/ Pacific and Mountain States of the United States.

2/ All other states in the continental United States, not included in U.S. West.

Source: Hawaii Tourism Authority, *2023 Visitor Satisfaction and Activity Report and Companion Tables*,
<<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 16, 2025.