

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007

[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. Percentages sum to more than 100 percent due to multiple island visitation and multiple activities participated in by visitors]

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Sightseeing	87.9	85.4	92.2	92.3
Helicopter/plane tour	11.7	9.0	16.2	3.9
Boat/submarine/whale watching	28.2	24.7	34.2	18.2
Tour bus excursion	15.9	11.8	22.8	47.8
Private limousine/van tour	6.1	4.7	8.4	17.8
Self-guided	78.8	77.8	80.4	54.5
Recreation	89.3	89.1	89.6	80.5
Swimming/sunbathing/beach	81.9	81.4	82.7	65.9
Surfing/bodyboarding	22.2	24.8	17.6	7.1
Snorkeling/scuba diving	48.8	50.6	45.8	18.4
Jet skiing/parasailing/windsurfing	4.6	5.1	3.7	4.2
Golf	13.3	13.9	12.3	9.0
Running/jogging/fitness walking	37.3	38.1	36.1	19.1
Spa	12.7	12.4	13.2	8.5
Backpacking/hiking/camping	23.1	21.8	25.1	7.9
Sports event/tournament	4.7	5.0	4.1	3.1
Entertainment	94.2	94.1	94.4	96.0
Lunch/sunset/dinner/evening cruise	27.7	25.8	30.9	59.3
Lounge act/stage show	25.9	23.9	29.5	25.7
Nightclub/dancing/bar/karaoke	15.1	14.8	15.5	6.5
Fine dining	61.8	60.4	64.1	81.6
Family restaurant/diner	74.1	74.6	73.2	49.9
Ethnic dining	41.7	41.7	41.6	14.4
Prepared own meal	48.9	52.5	42.8	12.7
Shopping	94.3	93.9	95.0	99.1
Department stores	43.3	42.9	44.0	52.5
Designer boutiques	35.5	35.0	36.3	59.4
Hotel stores	43.2	40.4	48.1	49.8
Swap meet	31.3	30.4	32.9	15.0
Discount/outlet stores	35.0	34.4	36.0	41.0
Supermarkets	63.1	65.8	58.6	57.4
Convenience stores	56.1	55.3	57.3	78.2
Duty free	5.8	5.7	5.9	75.7
Local shops/artisans	72.2	72.3	72.1	33.8

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007 - Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture	83.1	80.4	87.7	74.4
Historic site	59.5	56.6	64.5	28.8
Museum/art gallery	30.5	30.5	30.6	17.9
Polynesian show/luau/hula	45.6	41.0	53.5	36.4
Play/concert	6.2	5.9	6.8	1.8
Art/craft fair	17.8	18.9	16.0	2.2
Parks/gardens	56.4	53.6	61.2	48.7
Festival	5.7	5.9	5.3	6.0
Transportation	87.0	86.9	87.1	94.2
Trolley	8.2	7.7	9.0	68.2
Public Bus	13.2	12.3	14.8	25.0
Taxi/limousine	16.6	14.4	20.3	43.3
Rental Car	76.1	76.7	75.1	17.4
Meeting	7.9	7.5	8.6	2.0
Convention	4.9	3.8	6.9	1.3
Incentive/reward	3.9	3.4	4.9	2.8

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 State Department of Business, Economic Development and Tourism, Tourism Research Branch, *2007 Visitor Satisfaction and Activity Report* and records.