

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006 AND 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 respondents who used the internet. Percentages do not sum to 100 percent due to multiple sources used]

How the internet was used	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2006				
Estimate costs	49.4	48.9	50.1	15.1
Find evening activities	14.1	12.5	16.8	6.1
Find good restaurant	24.3	22.7	27.1	33.1
Find hotel or place to stay	45.6	44.1	48.1	66.3
Find recreational activities	38.8	35.8	43.9	33.0
Find things to do	51.8	47.0	60.0	37.3
Hotel reservation	48.3	48.8	47.4	22.7
Locate shopping places	9.5	8.9	10.6	41.4
Locate sightseeing places	31.0	27.2	37.5	37.6
Make airline reservations	71.5	75.7	64.4	20.1
Maps and directions	42.7	41.6	44.6	26.8
Rental car reservation	52.5	55.8	47.0	11.5
2007				
Estimate costs	53.5	53.4	53.8	17.4
Find evening activities	12.4	10.2	16.3	5.1
Find good restaurant	20.5	18.1	24.7	35.4
Find hotel or place to stay	44.2	43.5	45.4	69.0
Find recreational activities	38.2	34.8	44.4	38.3
Find things to do	51.4	45.9	61.3	41.9
Hotel reservation	50.3	50.8	49.4	23.6
Locate shopping places	7.5	6.6	9.1	39.8
Locate sightseeing places	28.6	23.5	37.6	39.2
Make airline reservations	78.6	81.6	73.4	22.0
Maps and directions	40.7	40.0	41.9	28.1
Rental car reservation	55.9	58.1	52.1	13.4

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, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.