

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008

[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	87.6	84.7	91.6	91.7
Helicopter/plane tour	11.6	8.9	15.2	3.8
Boat/submarine/whale watching	28.8	24.7	34.3	17.8
Tour bus excursion	13.6	7.7	21.7	43.1
Private limousine/van tour	5.1	4.3	6.2	15.5
Self-guided	77.9	77.9	78.1	57.7
Recreation	90.9	91.4	90.1	81.4
Swimming/sunbathing/beach	83.5	84.2	82.4	66.8
Surfing/bodyboarding	23.0	25.7	19.5	7.4
Snorkeling/scuba diving	50.8	53.3	47.5	19.3
Jet skiing/parasailing/windsurfing	4.9	4.6	5.2	4.1
Golf	12.7	13.7	11.5	8.8
Running/jogging/fitness walking	40.1	43.6	35.5	22.0
Spa	14.5	15.2	13.5	8.8
Backpacking/hiking/camping	23.9	24.3	23.4	7.2
Sports event/tournament	4.6	5.1	4.0	4.1
Entertainment	95.3	95.7	94.8	96.2
Lunch/sunset/dinner/evening cruise	28.5	26.0	32.0	54.8
Lounge act/stage show	24.2	20.7	28.8	24.1
Nightclub/dancing/bar/karaoke	12.5	11.0	14.6	5.8
Fine dining	58.0	55.8	60.9	80.2
Family restaurant/diner	73.5	73.9	73.0	53.6
Ethnic dining	41.4	41.5	41.3	14.8
Prepared own meal	55.2	60.0	48.6	14.8
Shopping	94.6	94.7	94.5	99.0
Department stores	40.3	39.6	41.3	56.0
Designer boutiques	35.6	35.2	36.2	61.4
Hotel stores	43.1	39.5	48.0	46.0
Swap meet	31.8	32.7	30.6	14.4
Discount/outlet stores	35.9	36.7	34.7	41.3
Supermarkets	68.6	74.1	61.0	60.9
Convenience stores	61.6	62.0	61.1	78.3
Duty free	9.5	8.9	10.3	72.2
Local shops/artisans	71.6	71.1	72.3	33.4

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 - Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture	81.8	78.3	86.6	74.5
Historic site	50.1	42.5	60.5	26.9
Museum/art gallery	22.6	25.5	25.3	15.1
Polynesian show/lu'au/hula	40.8	33.9	50.3	34.0
Play/concert	5.9	5.7	6.0	2.1
Art/craft fair	17.6	18.9	15.9	3.1
Parks/gardens	55.7	51.3	61.8	48.2
Festival	4.6	4.5	4.7	6.2
Transportation	87.8	88.9	86.3	94.3
Trolley	6.7	6.3	7.2	68.4
Public Bus	13.4	11.7	15.7	27.2
Taxi/limousine	15.8	13.3	19.1	41.2
Rental Car	76.8	79.3	73.3	18.0
Meeting	8.9	8.0	10.0	1.7
Convention	5.3	4.1	7.0	1.1
Incentive/reward	4.0	4.0	4.0	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, *2008 Visitor Satisfaction and Activity Report* and records.