

**Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007 AND 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 total visitors. Percentages do not sum to 100 percent due to multiple sources used]

Information source	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2007				
Airlines	21.2	21.4	20.8	9.3
Books	19.4	17.0	23.7	34.9
Friends / relatives	34.4	32.0	38.6	26.4
Hawaii Visitors & Convention Bureau	10.1	7.9	14.0	10.8
Hotels / resorts	19.9	19.4	20.9	8.9
Internet	84.5	85.2	83.3	55.9
Magazines	7.1	6.2	8.6	38.3
Newspapers	1.7	1.9	1.2	2.5
Personal experience	41.4	44.0	36.8	34.7
Travel agents	27.5	24.9	32.0	76.7
Wholesalers	9.6	8.8	11.0	17.7
2008				
Airlines	24.2	24.0	24.5	11.4
Books	19.4	16.3	23.7	33.4
Friends / relatives	34.2	31.7	37.6	24.0
Hawaii Visitors & Convention Bureau	10.3	8.1	13.3	11.7
Hotels / resorts	22.6	20.7	25.2	10.7
Internet	75.9	77.2	74.1	57.2
Magazines	7.6	5.8	10.1	35.9
Newspapers	1.4	1.2	1.8	1.9
Personal experience	44.8	49.5	38.4	40.1
Travel agents	21.9	16.8	29.0	65.8
Wholesalers	7.4	7.1	7.9	17.0
Information -None	3.2	3.0	3.5	2.2

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/>>.