

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009**

[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                        | 86.1       | 83.4         | 89.9         | 85.1  |
| Helicopter/plane tour              | 10.4       | 7.7          | 14.3         | 3.3   |
| Boat/submarine/whale watching      | 27.5       | 24.7         | 31.6         | 15.5  |
| Tour bus excursion                 | 11.8       | 7.3          | 18.3         | 39.8  |
| Private limousine/van tour         | 4.5        | 3.0          | 6.6          | 14.0  |
| Self-guided                        | 77.1       | 75.6         | 79.2         | 53.6  |
| Recreation                         | 89.6       | 90.1         | 89.0         | 73.7  |
| Swimming/sunbathing/beach          | 82.6       | 83.2         | 81.7         | 59.5  |
| Surfing/bodyboarding               | 22.4       | 24.7         | 19.0         | 6.6   |
| Snorkeling/scuba diving            | 49.9       | 53.1         | 45.3         | 15.5  |
| Jet skiing/parasailing/windsurfing | 4.6        | 4.9          | 4.2          | 3.3   |
| Golf                               | 12.8       | 12.9         | 12.6         | 8.7   |
| Running/jogging/fitness walking    | 39.6       | 40.7         | 37.9         | 20.7  |
| Spa                                | 11.7       | 11.3         | 12.2         | 7.8   |
| Backpacking/hiking/camping         | 24.9       | 23.3         | 27.2         | 8.6   |
| Sports event/tournament            | 4.2        | 3.9          | 4.6          | 2.4   |
| Entertainment                      | 94.9       | 95.1         | 94.6         | 88.8  |
| Lunch/sunset/dinner/evening cruise | 25.6       | 22.2         | 30.6         | 50.0  |
| Lounge act/stage show              | 23.8       | 21.0         | 27.9         | 23.3  |
| Nightclub/dancing/bar/karaoke      | 12.5       | 11.2         | 14.5         | 5.5   |
| Fine dining                        | 54.2       | 51.9         | 57.5         | 74.0  |
| Family restaurant/diner            | 73.9       | 73.9         | 73.8         | 46.9  |
| Ethnic dining                      | 43.2       | 43.6         | 42.6         | 12.6  |
| Prepared own meal                  | 52.6       | 56.9         | 46.6         | 14.7  |
| Shopping                           | 93.9       | 93.5         | 94.4         | 90.8  |
| Department stores                  | 42.4       | 40.5         | 45.2         | 48.3  |
| Designer boutiques                 | 34.8       | 34.2         | 35.6         | 56.3  |
| Hotel stores                       | 41.9       | 38.7         | 46.6         | 40.5  |
| Swap meet                          | 31.8       | 32.1         | 31.3         | 15.5  |
| Discount/outlet stores             | 34.4       | 33.6         | 35.5         | 40.3  |
| Supermarkets                       | 71.8       | 74.6         | 67.8         | 58.5  |
| Convenience stores                 | 63.2       | 63.3         | 63.0         | 70.8  |
| Duty free                          | 13.2       | 11.8         | 15.2         | 63.8  |
| Local shops/artisans               | 70.7       | 69.7         | 72.1         | 31.0  |

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2009 - Con.**

| Activity                   | U.S. total | U.S. West 1/ | U.S. East 2/ | Japan |
|----------------------------|------------|--------------|--------------|-------|
| Culture                    | 79.8       | 75.6         | 85.9         | 67.7  |
| Historic military sites    | 29.3       | 21.0         | 41.2         | 14.0  |
| Other historical sites     | 33.8       | 31.8         | 36.6         | 15.0  |
| Museum/art gallery         | 23.8       | 23.4         | 24.5         | 12.8  |
| Polynesian show/lu'au/hula | 38.5       | 32.1         | 47.7         | 31.2  |
| Play/concert               | 5.4        | 5.8          | 4.9          | 2.0   |
| Art/craft fair             | 15.8       | 16.1         | 15.4         | 2.8   |
| Parks/gardens              | 57.5       | 55.0         | 61.1         | 44.7  |
| Festival                   | 5.2        | 5.3          | 5.1          | 5.9   |
| Transportation             | 85.8       | 86.4         | 84.9         | 86.6  |
| Trolley                    | 6.6        | 5.4          | 8.5          | 65.5  |
| Public Bus                 | 12.6       | 11.1         | 14.8         | 22.7  |
| Taxi/limousine             | 13.7       | 10.8         | 17.9         | 35.3  |
| Rental Car                 | 76.1       | 77.9         | 73.5         | 17.7  |
| Meeting                    | 7.4        | 7.1          | 7.9          | 1.6   |
| Convention                 | 4.4        | 3.2          | 6.1          | 1.3   |
| Incentive/reward           | 4.1        | 3.7          | 4.6          | 2.3   |

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, *Tourism Research, 2009 Visitor Satisfaction and Activity Report*

<[http://www.hawaiitourismauthority.org/documents\\_upload\\_path/tr\\_documents/2009%20VSAT%20Report1.pdf](http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf)>  
accessed December 13, 2010 and records.