

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2008 AND 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 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
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
2009				
Airlines	23.7	24.5	26.7	35.2
Books	19.3	16.0	21.7	16.8
Friends/relatives	36.0	34.3	38.5	42.6
Hawaii Visitors & Convention Bureau	11.7	9.2	15.3	13.5
Hotels/resorts	23.1	20.5	24.2	32.8
Internet	77.1	77.9	75.9	65.4
Magazines	8.2	7.9	8.6	12.6
Newspapers	2.1	2.3	1.9	2.0
Personal experience	46.4	51.1	39.8	56.7
Travel agents	19.7	18.3	22.6	23.5
Wholesalers	8.8	8.0	9.9	13.1
Information -none	3.7	3.1	4.5	3.4

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

<http://www.hawaiitourismauthority.org/documents_upload_path/tr_documents/2009%20VSAT%20Report1.pdf>
accessed December 13, 2010 and records.