Table 7.18-- INTERNET USAGE 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 respodents 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
2008				
Book tours and activities	10.9	8.7	14.1	1.2
Estimate costs	52.5	52.7	52.2	17.8
Find evening activities	12.1	10.5	14.3	3.9
Find good restaurant	24.3	21.8	28.0	36.9
Find hotel or place to stay	42.6	39.5	47.2	67.3
Find recreational activities	37.9	33.4	44.5	36.4
Find things to do	52.0	46.2	60.4	41.5
Locate shopping places	8.3	7.4	9.6	42.6
Locate sightseeing places	28.8	22.8	37.5	37.6
Make airline reservations	80.8	84.4	75.6	27.9
Make hotel reservations	49.8	48.5	51.8	24.3
Maps and directions	40.3	38.9	42.4	28.8
Rental car reservation	57.5	59.6	54.4	12.2
2009				
Book tours and activities	11.2	9.0	14.4	2.1
Estimate costs	52.7	52.6	52.9	18.3
Find evening activities	14.6	13.0	16.9	6.0
Find good restaurant	27.9	26.1	30.6	37.5
Find hotel or place to stay	46.3	45.8	47.2	69.1
Find recreational activities	40.1	36.9	44.8	36.6
Find things to do	52.4	46.3	61.5	45.6
Locate shopping places	9.7	9.2	10.3	43.0
Locate sightseeing places	29.6	25.8	35.3	38.9
Make airline reservations	83.5	86.7	78.8	33.4
Make hotel reservations	54.6	55.6	53.0	27.7
Maps and directions	39.3	37.6	41.8	34.4
Rental car reservation	60.9	64.5	55.4	15.0

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.