

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2011**

[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	85.3	82.8	89.8	92.2
Helicopter/plane tour	12.2	9.2	17.8	3.3
Boat/submarine/whale watching	26.5	23.4	32.2	14.8
Tour bus excursion	14.2	10.0	21.9	44.0
Private limousine/van tour	5.3	3.9	7.7	15.5
Self-guided	75.4	73.8	78.2	59.0
Recreation	88.5	88.1	89.2	80.5
Swimming/sunbathing/beach	81.6	81.4	82.0	65.2
Surfing/bodyboarding	24.7	26.9	20.7	6.4
Snorkeling/scuba diving	49.3	50.8	46.4	18.5
Jet skiing/parasailing/windsurfing	4.6	4.7	4.3	4.0
Golf	11.1	11.4	10.6	9.4
Running/jogging/fitness walking	41.8	43.0	39.5	21.3
Spa	11.5	11.1	12.2	10.9
Backpacking/hiking/camping	23.6	22.6	25.3	9.7
Sports event/tournament	4.5	4.4	4.8	3.0
Entertainment	93.9	93.5	94.5	96.0
Lunch/sunset/dinner/evening cruise	26.5	24.9	29.4	58.0
Lounge act/stage show	22.9	20.1	28.1	24.0
Nightclub/dancing/bar/karaoke	13.3	11.6	16.4	6.1
Fine dining	57.1	57.1	57.1	81.2
Family restaurant/diner	74.6	73.9	75.8	51.8
Ethnic dining	39.1	39.3	38.7	13.0
Prepared own meal	54.3	58.3	46.9	16.4
Shopping	93.5	92.7	95.1	98.4
Department stores	41.1	39.6	43.7	56.6
Designer boutiques	32.7	31.8	34.4	61.3
Hotel stores	40.9	36.5	48.8	50.3
Swap meet	29.8	30.5	28.6	19.1
Discount/outlet stores	30.4	29.3	32.4	42.0
Supermarkets	66.9	69.1	62.9	63.9
Convenience stores	56.0	55.3	57.5	76.0
Duty free	4.5	4.4	4.5	68.6
Local shops/artisans	72.2	71.3	73.8	33.7

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2011 - Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Culture	77.4	73.8	84.1	72.4
Historic site	30.6	24.4	41.9	16.8
Museum/art gallery	23.0	22.8	23.4	12.8
Polynesian show/luau/hula	38.5	32.7	49.0	32.6
Play/concert	5.1	4.7	5.6	1.7
Art/craft fair	17.7	18.5	16.2	2.9
Parks/gardens	51.7	48.6	57.3	47.0
Festival	5.0	4.6	5.6	7.4
Other historical sites	30.2	29.5	31.6	16.3
Transportation	85.6	84.6	87.4	94.9
Trolley	7.9	6.6	10.2	72.6
Public Bus	12.4	10.5	15.9	22.9
Taxi/limousine	14.2	11.6	18.8	41.4
Rental Car	74.2	74.9	72.9	20.4
Meeting	6.4	6.4	6.6	1.5
Convention	3.9	2.6	6.2	1.0
Incentive/reward	3.3	2.8	4.2	2.7

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, 2011 Visitor Satisfaction and Activity Report*  
 <[http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf)> accessed February 6, 2013 and records.