

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2010 AND 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 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
2010				
Airlines	24.0	25.2	22.1	13.3
Books	18.3	15.0	23.2	31.2
Friends/relatives	35.2	33.3	38.0	23.3
Hawaii Visitors & Convention Bureau	10.9	8.5	3/ 14.4	13.5
Hotels/resorts	21.9	20.0	24.8	12.7
Internet	76.7	78.1	74.8	59.5
Magazines	6.7	6.1	7.7	36.5
Newspapers	1.4	1.5	1.2	2.6
Personal experience	43.9	50.1	34.6	41.5
Travel agents	17.3	13.5	23.0	59.0
Wholesalers	8.9	8.7	9.1	17.2
Information -none	3.6	3.3	4.1	2.1
2011				
Airlines	20.3	20.9	19.2	12.0
Books	16.4	13.9	20.9	33.0
Friends/relatives	32.9	30.3	37.6	26.6
Hawaii Visitors & Convention Bureau	8.7	6.8	12.2	11.1
Hotels/resorts	19.9	18.3	22.9	12.7
Internet	77.0	76.7	77.7	58.7
Magazines	5.9	5.3	7.1	37.2
Newspapers	1.6	1.7	1.4	2.5
Personal experience	44.0	48.0	36.8	35.3
Travel agents	18.7	15.5	24.6	60.4
Wholesalers	8.7	7.3	11.2	11.1
Information -none	2.8	2.7	3.0	1.8

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

3/ Revised from previous *Data Book*.

Source: Hawaii Tourism Authority, Tourism Research, *2010 Visitor Satisfaction and Activity Report* <[http://www.hawaiitourismauthority.org/default/assets/File/2010%20VSAT%20Report%20\(FINAL2\)_REVISED%20TABLE%206_6\(1\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/2010%20VSAT%20Report%20(FINAL2)_REVISED%20TABLE%206_6(1).pdf)> accessed April 5, 2013; *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.