

Table 7.18-- INTERNET USAGE 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 respondents 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
2010				
Book tours and activities	12.2	10.2	15.3	2.0
Estimate costs	53.7	53.4	54.1	16.9
Find evening activities	15.3	13.1	18.7	5.4
Find good restaurant	31.8	30.4	34.0	38.7
Find hotel or place to stay	47.3	45.0	50.9	67.8
Find recreational activities	40.7	36.7	47.0	38.6
Find things to do	52.9	47.0	62.3	43.7
Locate shopping places	10.7	9.8	12.0	43.5
Locate sightseeing places	30.3	25.1	38.3	40.0
Make airline reservations	84.4	87.8	79.1	40.2
Make hotel reservations	57.4	57.6	57.1	30.1
Maps and directions	37.1	36.9	37.3	32.6
Rental car reservation	62.8	66.2	57.3	17.0
2011				
Book tours and activities	18.7	16.2	23.5	1.4
Estimate costs	55.4	54.2	57.6	17.3
Find evening activities	14.0	11.9	17.9	6.1
Find good restaurant	31.1	29.3	34.4	39.1
Find hotel or place to stay	46.2	45.6	47.2	67.5
Find recreational activities	40.7	36.8	47.9	37.4
Find things to do	50.8	45.2	61.1	42.7
Locate shopping places	10.6	9.4	12.9	43.1
Locate sightseeing places	32.4	27.7	41.2	40.8
Make airline reservations	84.4	87.2	79.1	39.6
Make hotel reservations	57.2	58.7	54.5	30.7
Maps and directions	37.9	36.2	41.1	33.1
Rental car reservation	61.4	64.4	55.9	16.4

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, 2010 Visitor Satisfaction and Activity Report* <[http://www.hawaiiitourismauthority.org/default/assets/File/2010%20VSAT%20Report%20\(FINAL2\)_REVISED%20TABLE%206_6\(1\).pdf](http://www.hawaiiitourismauthority.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.hawaiiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report\(2\).pdf](http://www.hawaiiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2011%20VSAT%20Report(2).pdf)> accessed February 6, 2013 and records.