

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012

[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 |
|--|------------|--------------|--------------|-------|
| Personal experience | 65.6 | 68.6 | 59.6 | 39.5 |
| Recommendations from friends or relatives | 51.2 | 50.0 | 53.6 | 32.9 |
| Information from hotels or resorts | 47.7 | 46.1 | 50.8 | 36.4 |
| Online travel booking site | 40.6 | 41.3 | 39.0 | 35.4 |
| Information from airline/commercial carriers | 41.3 | 41.1 | 41.6 | 26.6 |
| Online webpage or blog covering Hawaii | 33.6 | 31.5 | 37.7 | 45.9 |
| Books | 27.2 | 26.0 | 29.5 | 48.9 |
| Magazines | 17.3 | 14.1 | 23.4 | 61.7 |
| Travel agents | 20.9 | 21.3 | 20.1 | 57.6 |
| Companies specializing in packaged tours | 20.1 | 17.1 | 26.0 | 28.3 |
| Hawaii visitor bureaus websites' | 19.0 | 16.4 | 24.0 | 20.9 |
| Smartphone or tablet applications | 18.0 | 18.0 | 17.9 | 12.6 |
| Newspapers | 9.2 | 9.9 | 8.0 | 6.0 |
| Online social networking site | 7.1 | 7.2 | 7.1 | 6.3 |

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, *2012 Visitor Satisfaction and Activity Report*

<<http://www.hawaiitourismauthority.org/research/reports/visitor-satisfaction/>>

accessed December 4, 2013 and records.