

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2013

[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	93.9	93.0	95.6	89.7
Self-guided / drive around island	84.4	84.7	83.8	58.5
Helicopter / airplane tour	9.1	6.3	14.3	1.9
Boat / submarine tour, whale watching	27.5	25.1	32.2	12.3
Visit communities	31.4	30.8	32.6	23.9
Limo, van/bus tour	12.3	8.4	19.7	36.3
Scenic views / natural landmarks	63.3	60.2	69.2	25.3
Movie / TV film location	4.2	3.3	5.8	3.7
Recreation	95.3	95.2	95.6	84.0
Beach / sunbathing / swimming	86.3	85.9	87.0	67.1
Surfing / bodyboarding / paddleboarding	23.4	25.1	20.1	7.2
Canoeing / kayaking	9.7	9.7	9.7	3.1
Snorkeling / scuba diving	46.9	48.6	43.8	16.9
Jet skiing / parasailing / windsurfing	2.6	2.7	2.4	2.8
Golf	10.8	10.7	10.8	8.0
Running / jogging / fitness walking	37.7	38.5	36.1	22.0
Spa	10.8	10.5	11.4	6.4
Backpacking / hiking / camping	23.7	21.9	27.1	7.0
Agritourism	10.8	10.4	11.7	4.2
Sports event / tournament	2.8	2.9	2.6	3.5
State parks / botanical gardens	46.5	43.5	52.1	13.3
Entertainment	98.5	98.9	97.9	94.8
Lunch / sunset / dinner / evening cruise	25.5	23.5	29.2	59.7
Live music / stage show	34.1	31.3	39.4	24.8
Nightclub / dancing / bar / karaoke	12.2	11.7	13.2	5.1
Fine dining	60.4	59.3	62.5	36.1
Family restaurant / diner	71.7	73.7	67.9	37.6
Fast food	40.3	39.7	41.4	52.1
Cafe / coffee house	42.6	44.0	39.9	49.5
Ethnic dining	34.0	33.9	34.1	10.5
Prepared own meal	56.8	62.5	46.1	17.1

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2013 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.7	97.0	96.3	98.5
Mall / department stores	50.8	51.6	49.5	84.5
Designer boutiques	23.8	23.3	24.6	41.2
Hotel stores	35.6	31.9	42.6	45.7
Swap meet / flea market	25.8	26.2	25.0	14.2
Discount / outlet stores	22.3	21.9	23.0	33.8
Supermarkets	62.8	65.7	57.2	60.2
Farmers market	33.3	35.7	28.6	21.5
Convenience stores	44.2	43.6	45.4	68.8
Duty Free stores	3.6	3.1	4.4	56.0
Local shops / artisans	68.8	68.1	70.0	21.1
Culture	71.1	67.3	78.3	50.7
Historic military site	27.2	20.9	39.0	12.4
Other historic site	29.4	27.5	32.9	14.1
Museum / art gallery	21.9	21.7	22.4	7.3
Luau	32.5	27.0	42.8	3.7
Polynesian show / hula	21.9	18.9	27.6	26.4
Lessons: hula / canoeing	3.8	3.4	4.6	3.9
Ukulele lessons	1.5	1.5	1.5	1.5
Play / concert / theatre	4.5	4.4	4.7	2.2
Art / craft fair	12.3	12.6	11.8	1.6
Festivals	3.8	3.9	3.7	2.8
Transportation	91.4	91.7	91.0	97.7
Airport shuttle	32.3	30.1	36.3	33.2
Trolley	5.3	4.3	7.1	55.3
Public bus	9.5	8.7	10.8	20.5
Tour bus / tour van	16.2	11.4	25.3	49.5
Meeting	6.7	6.7	6.9	1.7
Convention	5.3	4.4	7.2	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.

Source: Hawaii Tourism Authority, Tourism Research, *2013 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2013%20VSAT%20Report%20Final.pdf>> accessed July 15, 2015.