

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014**

[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	94.2	92.6	97.3	88.7
Self-guided / drive around island	85.3	84.7	86.4	58.7
Helicopter / airplane tour	9.0	6.1	14.4	1.9
Boat / submarine tour, whale watching	26.4	23.8	31.2	11.8
Visit communities	29.9	28.4	32.6	22.2
Limo, van/bus tour	12.2	8.3	19.4	35.7
Scenic views / natural landmarks	63.6	59.6	70.9	27.2
Movie / TV film location	4.6	3.5	6.5	4.5
Recreation	94.3	94.2	94.6	83.2
Beach / sunbathing / swimming	86.1	86.2	85.9	66.4
Surfing / bodyboarding / paddleboarding	24.4	26.5	20.3	7.6
Canoeing / kayaking	10.1	10.1	10.1	2.9
Snorkeling / scuba diving	45.0	47.2	40.8	18.4
Jet skiing / parasailing / windsurfing	3.1	3.2	2.8	3.8
Golf	9.2	9.2	9.1	7.9
Running / jogging / fitness walking	37.6	37.7	37.4	19.8
Spa	11.0	10.4	12.1	6.6
Backpacking / hiking / camping	23.2	21.6	26.2	6.8
Agritourism	10.2	8.8	12.9	4.0
Sports event / tournament	3.2	3.6	2.5	2.3
State parks / botanical gardens	45.1	40.7	53.3	12.5
Entertainment	98.3	98.4	97.9	94.7
Lunch / sunset / dinner / evening cruise	25.3	23.2	29.3	58.4
Live music / stage show	32.3	28.0	40.5	21.4
Nightclub / dancing / bar / karaoke	11.6	11.3	12.1	4.3
Fine dining	60.2	58.1	64.1	37.2
Family restaurant / diner	72.9	74.0	70.8	33.3
Fast food	39.3	38.3	41.2	51.3
Cafe / coffee house	43.6	45.3	40.4	50.1
Ethnic dining	31.4	31.0	32.3	9.5
Prepared own meal	53.7	58.5	44.5	15.2

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2014 -- Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.3	96.0	96.9	98.2
Mall / department stores	49.5	48.8	50.9	85.6
Designer boutiques	25.7	24.6	27.7	38.9
Hotel stores	36.7	34.4	40.9	44.6
Swap meet / flea market	22.1	21.0	24.1	12.9
Discount / outlet stores	21.4	20.8	22.6	32.6
Supermarkets	62.3	65.6	56.1	61.3
Farmers market	29.8	31.3	27.0	19.8
Convenience stores	46.7	46.1	47.9	67.0
Duty Free stores	3.3	2.9	3.9	54.6
Local shops / artisans	65.8	64.7	67.7	20.5
Culture	69.6	64.2	79.8	44.3
Historic military site	28.4	21.5	41.5	11.4
Other historic site	28.6	26.3	32.9	11.3
Museum / art gallery	20.5	20.3	20.8	6.6
Luau	30.3	23.9	42.2	3.0
Polynesian show / hula	21.7	18.2	28.3	23.7
Lessons: hula / canoeing	3.6	3.0	4.9	3.5
Ukulele lessons	1.7	1.7	1.8	1.0
Play / concert / theatre	4.2	3.8	5.0	2.2
Art / craft fair	11.8	11.9	11.6	0.9
Festivals	3.0	2.7	3.6	2.4
Transportation	92.0	91.7	92.6	97.8
Airport shuttle	31.4	30.4	33.2	33.0
Trolley	4.6	3.8	5.9	56.8
Public bus	9.2	8.4	10.8	20.0
Tour bus / tour van	15.0	10.7	23.1	47.3
Meeting	7.9	7.6	8.4	1.4
Convention	4.3	3.4	5.9	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, *2014 Visitor Satisfaction and Activity Report*  
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.