

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING 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 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	64.2	68.6	56.0	38.2
Recommendations from friends or relatives	54.0	51.3	58.9	33.2
Information from hotels or resorts	48.6	45.7	54.0	33.3
Online travel booking site	40.2	40.6	39.5	35.1
Online webpage or blog covering Hawaii	35.0	32.1	40.3	46.4
Information from airline / commercial carriers	41.2	40.6	42.3	24.2
Books	25.5	23.6	28.8	46.8
Travel agents	16.7	12.5	24.5	62.0
Magazines	19.4	18.8	20.4	57.1
Companies specializing in packaged tours	20.0	17.4	24.8	30.6
Smartphone or tablet applications relevant to your trip	24.1	23.4	25.5	19.8
Hawaii visitor bureaus website	18.1	15.2	23.4	18.0
Online social networking site	9.8	9.1	10.9	7.5
Newspapers	8.1	7.9	8.5	4.9

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.