

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 2016

[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, sources used before trip. Percentages do not sum to 100 percent due to multiple sources used]

Information source	U.S. West 1/	U.S. East 2/	Japan	Canada
Travel agents / package tour companies	18.9	27.8	58.9	20.7
Social network site	26.5	30.5	26.3	34.5
Friends, family	49.9	52.3	34.9	49.7
Hotel, resort front desk, concierge, tour desk	16.6	17.8	20.7	14.6
Mobile apps relevant to trip	35.1	35.5	34.4	33.3
Airline/commercial carrier	36.5	35.5	20.9	34.1
Personal experience	60.7	49.5	34.5	55.2
Online travel booking site/travel agent	31.9	31.4	32.3	39.9
Webpage, blog covering Hawaii	30.6	36.0	42.4	41.7
GoHawaii.com	20.2	27.5	20.0	28.9
Magazine	10.8	12.4	49.9	12.6
Guidebook	23.8	28.8	43.7	31.0
Television	3.7	4.2	28.5	3.8

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, 2016 Visitor Satisfaction and Activity Report*
 <<http://www.hawaiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed May 1, 2018.