

Table 7.18-- SOCIAL MEDIA AND MOBILE APP USAGE 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 respondents who used social media and mobile applications. Percentages do not sum to 100 percent due to multiple answers chosen]

How social media and mobile apps were used	U.S. West 1/	U.S. East 2/	Japan	Canada
Social Media				
Deciding on vacation destination	31.9	30.5	37.5	33.5
Planning activities	55.7	56.8	43.8	58.5
Airline reservations	18.0	14.5	26.9	18.5
Hotel / lodging reservations	22.6	18.0	27.9	30.2
Car rental reservations	16.0	13.4	17.5	21.3
Tours / attractions / activities	27.6	29.3	29.3	28.1
Restaurant / dining reservations	54.2	52.7	43.7	50.3
Finding places to shop	35.6	30.3	60.3	32.9
Access maps / directions	23.7	20.1	50.6	24.0
Other	1.1	0.7	1.5	1.3
Mobile Apps				
Deciding on vacation destination	29.2	28.4	23.1	30.8
Planning activities	49.1	51.9	29.2	52.0
Airline reservations	57.5	51.9	17.9	59.6
Hotel / lodging reservations	44.9	40.2	17.1	51.4
Car rental reservations	49.5	43.6	10.5	54.4
Tours / attractions / activities	34.7	39.5	18.3	35.9
Restaurant / dining reservations	58.1	56.8	33.5	53.4
Finding places to shop	44.1	42.4	63.7	41.9
Access maps / directions	83.8	82.8	68.8	77.2
Other	2.0	1.2	2.9	1.7

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*

<<https://www.hawaii-tourism-authority.org/research/visitor-satisfaction-and-activity/>> accessed July 9, 2018.