

**Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2006 AND 2007**

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of total 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
2006				
Airlines	28.5	29.7	26.5	9.8
Books	21.8	19.2	26.1	40.8
Friends / relatives	38.6	36.8	41.5	29.5
Hawaii Visitors & Convention Bureau	10.3	8.4	13.4	8.4
Hotels / resorts	22.7	21.5	24.6	9.7
Internet	88.6	89.5	87.2	62.1
Magazines	9.7	8.7	11.3	41.5
Newspapers	2.2	2.0	2.5	2.6
Personal experience	45.7	50.5	37.8	41.2
Travel agents	34.2	30.7	40.0	91.2
Wholesalers	9.3	8.5	10.5	16.9
2007				
Airlines	21.2	21.4	20.8	9.3
Books	19.4	17.0	23.7	34.9
Friends / relatives	34.4	32.0	38.6	26.4
Hawaii Visitors & Convention Bureau	10.1	7.9	14.0	10.8
Hotels / resorts	19.9	19.4	20.9	8.9
Internet	84.5	85.2	83.3	55.9
Magazines	7.1	6.2	8.6	38.3
Newspapers	1.7	1.9	1.2	2.5
Personal experience	41.4	44.0	36.8	34.7
Travel agents	27.5	24.9	32.0	76.7
Wholesalers	9.6	8.8	11.0	17.7

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 State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Visitor Satisfaction and Activity Report* (annual), see also <<http://www.hawaii.gov/dbedt/>>.