

Table 7.18-- INTERNET USAGE FOR TRIP PLANNING BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2007 AND 2008

[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 the internet. Percentages do not sum to 100 percent due to multiple sources used]

How the internet was used	U.S. total	U.S. West 1/	U.S. East 2/	Japan
2007				
Estimate costs	53.5	53.4	53.8	17.4
Find evening activities	12.4	10.2	16.3	5.1
Find good restaurant	20.5	18.1	24.7	35.4
Find hotel or place to stay	44.2	43.5	45.4	69.0
Find recreational activities	38.2	34.8	44.4	38.3
Find things to do	51.4	45.9	61.3	41.9
Locate shopping places	7.5	6.6	9.1	39.8
Locate sightseeing places	28.6	23.5	37.6	39.2
Make airline reservations	78.6	81.6	73.4	22.0
Make hotel reservations	50.3	50.8	49.4	23.6
Maps and directions	40.7	40.0	41.9	28.1
Rental car reservation	55.9	58.1	52.1	13.4
2008				
Book tours and activities	10.9	8.7	14.1	1.2
Estimate costs	52.5	52.7	52.2	17.8
Find evening activities	12.1	10.5	14.3	3.9
Find good restaurant	24.3	21.8	28.0	36.9
Find hotel or place to stay	42.6	39.5	47.2	67.3
Find recreational activities	37.9	33.4	44.5	36.4
Find things to do	52.0	46.2	60.4	41.5
Locate shopping places	8.3	7.4	9.6	42.6
Locate sightseeing places	28.8	22.8	37.5	37.6
Make airline reservations	80.8	84.4	75.6	27.9
Make hotel reservations	49.8	48.5	51.8	24.3
Maps and directions	40.3	38.9	42.4	28.8
Rental car reservation	57.5	59.6	54.4	12.2

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/>>.