

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012

[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 sum to more than 100 percent due to multiple island visitation and multiple activities participated in by visitors]

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Sightseeing	93.5	92.4	95.8	89.0
Self-guided/DriveAroundIsland	84.7	84.8	84.4	55.0
Helicopter/Airplane Tour	8.1	5.8	12.5	2.4
Boat/Submarine Tour, WhaleWatching	24.1	20.6	31.1	13.4
Visit Communities	29.7	28.9	31.3	22.7
Limo, Van/Bus Tour	11.2	7.4	18.7	39.6
ScenicViews/NaturalLandmarks	62.0	59.0	67.9	27.5
Movie/TV film location	4.0	3.2	5.5	4.4
Recreation	94.7	94.4	95.3	82.7
Beach/sunbathing/swimming	86.9	86.9	86.9	64.9
Surfing/bodyboarding/paddleboarding	25.2	26.5	22.6	6.7
Canoeing/kayaking	11.8	12.1	11.2	2.9
Snorkeling/scuba diving	45.6	47.6	41.7	17.7
Jet skiing/parasailing/windsurfing	3.4	3.6	3.2	3.6
Golf	10.7	10.8	10.6	8.2
Running/jogging/fitness walking	37.7	38.4	36.3	20.9
Spa	11.2	11.1	11.5	6.8
Backpacking/hiking/camping	21.9	21.3	23.1	7.1
Agritourism	9.5	8.6	11.2	4.7
Sports event/tournament	3.4	3.2	3.9	2.4
StateParks/BotanicalGardens	43.1	40.7	47.8	14.1
Entertainment	98.5	98.7	98.2	93.9
Lunch/sunset/dinner/evening cruise	25.1	23.0	29.3	58.9
Live music/stage show	32.1	29.7	36.8	27.4
Nightclub/dancing/bar/karaoke	10.9	11.1	10.7	4.9
Fine dining	60.4	59.2	62.9	34.8
Family restaurant/diner	72.2	72.5	71.7	35.9
Fast Food	40.9	39.8	43.2	51.6
Cafe/Coffee House	41.7	43.5	38.0	45.2
Ethnic dining	32.6	31.3	35.0	11.2
Prepared own meal	56.7	61.1	48.2	17.0

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2012 - Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.6	96.7	96.5	97.4
Mall/Department stores	52.3	52.6	51.7	84.3
Designer boutiques	24.9	24.9	24.8	43.6
Hotel stores	35.7	33.2	40.7	46.0
Swap meet/Flea market	25.7	26.6	24.0	14.0
Discount/outlet stores	23.6	23.1	24.5	33.3
Supermarkets	62.9	66.0	56.8	57.7
Farmers Market	33.0	36.0	27.2	19.5
Convenience Stores	47.1	46.8	47.7	67.4
Duty Free stores	3.5	3.4	3.6	58.6
Local shops/artisans	67.4	66.4	69.3	23.1
Culture	69.4	65.0	78.0	54.7
Historic military site	28.0	21.8	40.3	15.7
Other historic site	27.1	25.3	30.8	14.7
Museum/art gallery	21.2	21.0	21.5	7.7
Luau	30.9	25.9	40.7	3.6
Polynesian show/hula	20.6	18.2	25.2	29.3
Lessons, Hula/Canoeing	3.3	3.1	3.8	4.8
Ukulele Lessons	1.4	1.4	1.2	1.9
Play/concert/theatre	4.4	4.2	4.9	2.8
Art/craft fair	12.5	12.3	12.9	2.3
Festivals	3.8	3.5	4.2	3.0
Transportation	91.3	91.3	91.3	95.3
Airport Shuttle	31.7	30.3	34.3	31.5
Trolley	6.1	5.3	7.7	54.8
Public Bus	9.4	9.6	9.0	20.4
Tour Bus/Tour Van	15.3	10.6	24.6	49.7
Meeting	7.5	6.7	9.0	1.5
Convention	4.5	3.9	5.7	2.7

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, *2012 Visitor Satisfaction and Activity Report*
 <[http://www.hawaii-tourism-authority.org/default/assets/File/reports/visitor-satisfaction/2012%20VSAT%20Report\(2\).pdf](http://www.hawaii-tourism-authority.org/default/assets/File/reports/visitor-satisfaction/2012%20VSAT%20Report(2).pdf)> accessed November 25, 2013.