

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL,  
U.S. WEST, U.S. EAST, AND JAPAN: 2015**

[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	95.9	95.6	96.5	89.0
Self-guided, drive around island	87.2	87.9	85.8	57.3
Helicopter, airplane tour	9.5	7.2	13.9	1.3
Boat, submarine tour, whale watching	26.5	24.6	30.2	11.2
Visit communities	36.3	36.4	36.1	28.4
Limo, van, bus tour	12.3	8.1	20.5	37.4
Scenic views, natural landmarks	68.9	65.9	74.7	29.1
Movie, TV film location	5.6	4.4	7.9	4.6
Recreation	95.6	95.5	95.8	83.1
Beach, sunbathing, swimming	86.7	86.6	86.7	66.6
Surfing, bodyboarding, paddleboarding	23.9	25.6	20.6	7.4
Canoeing, kayaking	10.0	10.3	9.5	2.4
Snorkeling, scuba diving	43.6	45.2	40.5	16.7
Jet skiing, parasailing, windsurfing	3.2	3.2	3.4	2.5
Golf	9.2	9.6	8.4	8.6
Running, jogging, fitness walking	38.8	39.7	37.2	20.0
Spa	11.5	11.7	11.0	6.3
Backpacking, hiking, camping	25.3	23.7	28.6	6.3
Agritourism	13.1	11.6	15.9	3.0
Sports event, tournament	3.7	3.9	3.3	2.4
State parks, botanical gardens	51.6	48.6	57.4	12.6
Entertainment	97.9	98.1	97.5	93.7
Lunch, sunset, dinner, evening cruise	29.8	28.0	33.1	57.9
Live music, stage show	36.2	32.9	42.6	24.1
Nightclub, dancing, bar, karaoke	13.6	12.8	15.2	5.0
Fine dining	60.8	59.9	62.3	39.8
Family restaurant, diner	73.2	74.2	71.4	34.7
Fast food	41.6	41.8	41.2	51.5
Cafe, coffee house	46.2	47.5	43.8	50.1
Ethnic dining	36.4	36.2	36.7	8.8
Prepared own meal	54.6	59.1	45.7	17.8

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U.S. WEST, U.S. EAST, AND JAPAN: 2015 -- Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.4	96.3	96.5	96.9
Mall, department stores	51.9	51.3	53.2	84.0
Designer boutiques	29.3	28.6	30.5	35.5
Hotel stores	40.2	37.9	44.7	43.3
Swap meet, flea market	25.0	25.5	24.1	14.5
Discount, outlet stores	23.8	24.0	23.4	33.8
Supermarkets	64.9	67.4	59.9	61.5
Farmers market	36.1	38.4	31.5	22.3
Convenience stores	50.3	49.7	51.6	66.7
Duty Free stores	4.4	4.2	4.9	51.6
Local shops, artisans	72.6	72.1	73.5	19.3
Culture	74.8	71.4	81.6	50.1
Historic military site	30.3	24.6	41.4	14.2
Other historic site	35.8	34.0	39.6	13.3
Museum, art gallery	26.5	26.7	26.0	7.3
Luau	30.8	25.6	40.9	2.4
Polynesian show, hula show	22.8	19.2	29.9	25.9
Lessons: hula, canoeing	4.2	3.7	5.0	4.0
Ukulele lessons	1.9	2.0	1.8	1.4
Play, concert, theatre	5.1	5.0	5.4	2.1
Art, craft fair	15.8	16.3	14.8	1.4
Festivals	4.1	4.3	3.7	2.6
Transportation	89.9	90.0	89.5	96.6
Airport shuttle	29.5	28.1	32.2	34.7
Trolley	4.0	3.3	5.5	54.5
Public bus	9.0	8.2	10.6	21.7
Tour bus, tour van	15.1	10.8	23.5	44.5
Taxi, limousine	14.2	12.4	17.8	37.9
Rental car	77.3	79.2	73.5	21.1
Meeting	10.1	10.2	10.0	1.5
Convention	5.6	4.9	7.0	2.3

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, 2015 Visitor Satisfaction and Activity Report*

<<http://www.hawaiitourismauthority.org/research/reports/visitor-satisfaction/>> accessed July 4, 2017.