

**Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS  
FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 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, sources used before trip. Percentages do not sum to 100 percent due to multiple sources used]

Information source	U.S. West 1/	U.S. East 2/	Japan	Canada
Personal experience	58.1	48.5	35.1	53.4
Recommendations from friends or relatives	41.3	48.6	27.8	46.4
Information from hotels or resorts	33.2	37.1	21.2	38.4
Online travel booking site	35.4	37.3	35.1	51.8
Online webpage or blog covering Hawaii	27.2	34.6	42.5	43.5
Information from airline / commercial carriers	35.7	36.8	21.1	42.2
Books	18.1	25.3	40.0	28.1
Travel agents	12.1	20.2	56.3	19.3
Magazines	8.9	10.8	47.7	10.1
Companies specializing in packaged tours	11.2	16.0	23.1	12.5
Smartphone or tablet applications relevant to your trip	15.5	15.6	16.8	16.6
Hawaii visitors bureaus website	14.6	22.7	15.9	23.9
Online social networking site	8.0	8.6	8.3	11.3
Newspapers	2.3	2.7	4.4	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, 2015 Visitor Satisfaction and Activity Report*

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