

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2017

[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	96.9	96.7	97.4	86.1
Self-guided, drive around island	85.1	86.7	82.0	43.2
Helicopter, airplane tour	10.2	8.7	13.2	1.3
Boat, submarine tour, whale watching	31.0	29.8	33.2	12.2
Visit communities	35.5	34.6	37.4	29.0
Limo, van, bus tour	13.1	9.5	19.9	27.9
Scenic views, natural landmarks	72.8	70.3	77.7	25.4
Movie, TV film location	6.4	5.4	8.3	6.3
Recreation	96.3	96.5	96.0	88.5
Beach, sunbathing	85.2	85.3	84.8	68.3
Bodyboarding, paddleboarding	18.1	20.3	13.8	5.0
Surfing	7.3	7.1	7.8	3.7
Canoeing, kayaking	9.8	10.2	9.1	2.8
Swimming in the ocean, snorkeling	68.9	70.3	66.3	35.1
Windsurfing, kitesurfing	0.4	0.4	0.4	0.5
SCUBA diving	4.1	4.1	4.0	3.0
Fishing	3.4	3.7	2.9	1.2
Golf	8.2	9.1	6.7	5.4
Running, jogging, fitness walking	35.8	35.5	36.3	14.9
Spa	10.0	9.2	11.6	6.9
Backpacking, hiking, camping	30.4	28.5	33.8	7.1
Agritourism	11.0	9.9	13.1	2.7
Sports event, tournament	2.0	1.9	2.3	1.9
State parks, botanical gardens	43.0	40.7	47.6	20.1
Jet skiing, parasailing	2.6	2.4	3.0	3.7
Entertainment and dining	98.5	98.9	97.9	92.6
Lunch, sunset, dinner, evening cruise	29.3	27.3	33.2	46.6
Live music, stage show	34.4	31.6	39.6	17.4
Nightclub, dancing, bar, karaoke	9.7	9.3	10.6	4.1
Fine dining	54.9	53.2	58.2	36.2
Family restaurant, diner	69.1	70.8	65.8	26.3
Fast food	37.9	39.4	34.9	46.4
Cafe, coffee house	43.3	42.5	44.8	48.4
Ethnic dining	32.4	30.5	36.1	7.0
Prepared own meal	48.2	52.2	40.6	16.7

Continued on next page.

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2017 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.6	97.0	95.9	96.6
Mall, department stores	43.8	43.6	44.3	82.2
Designer boutiques	22.6	22.3	23.1	33.5
Hotel stores	35.2	33.0	39.5	39.2
Swap meet, flea market	21.3	22.8	18.2	8.9
Discount, outlet stores	20.3	20.9	19.1	34.1
Supermarkets	55.8	58.1	51.4	57.7
Farmer's market	31.4	33.0	28.2	18.6
Convenience stores	43.4	42.9	44.6	54.1
Duty Free stores	3.4	3.1	4.1	43.6
Local shops, artisans	68.1	68.4	67.6	15.3
Culture	76.6	74.1	81.3	39.9
Historic military site	32.8	27.5	42.9	11.3
Other historic site	32.2	30.9	34.7	10.6
Museum, art gallery	22.6	22.9	21.9	6.9
Luau, Polynesian show, hula show	40.9	37.3	47.6	10.5
Lessons: hula, canoeing, ukulele, etc.	5.3	4.8	6.3	6.3
Play, concert, theatre	4.6	4.5	4.7	2.3
Art, craft fair	13.8	14.4	12.8	2.2
Festivals	10.0	10.1	9.8	3.2
Transportation	95.0	95.1	95.0	98.6
Airport shuttle	21.9	19.6	26.3	32.0
Trolley	3.2	2.5	4.5	56.1
Public bus	6.0	5.2	7.5	19.2
Tour bus, tour van	13.4	9.7	20.6	31.2
Taxi, limousine	15.7	13.4	20.1	33.2
Rental car	80.2	82.8	75.3	23.4

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, *2017 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed July 8, 2019.