

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

Information source	U.S. West 1/	U.S. East 2/	Japan	Canada
Before trip				
Travel agents / package tour companies	20.7	27.6	59.5	21.4
Social network sites	25.4	29.9	29.5	35.3
Friends, family	47.8	51.4	34.5	50.5
Hotel, resort front desk, concierge, tour desk	16.9	18.9	14.5	15.8
Mobile apps relevant to trip	34.5	34.5	29.9	34.0
Airline/commercial carrier	36.1	34.4	21.0	35.0
Personal experience	58.6	47.9	37.3	53.5
Online travel booking site/travel agent	30.6	32.0	29.6	39.9
Webpage, blog covering Hawaii	30.3	35.0	36.8	41.5
GoHawaii.com	18.2	24.1	14.9	26.1
Magazines	8.7	11.3	33.9	10.9
Guide books	21.2	25.8	46.5	27.9
Television	3.5	4.7	15.8	3.3
During trip				
Travel agents / package tour companies	8.0	11.1	15.8	10.1
Social network sites	16.8	19.4	17.7	21.7
Friends, family	25.3	26.5	10.7	20.8
Hotel, resort front desk, concierge, tour desk	31.6	38.1	19.9	32.4
Mobile apps relevant to trip	35.4	36.9	19.4	35.2
Airline/commercial carrier	9.5	11.4	6.4	10.3
Personal experience	42.9	36.3	15.2	38.7
Online travel booking site/travel agent	4.7	7.3	5.6	8.5
Webpage, blog covering Hawaii	15.6	20.2	17.7	24.3
GoHawaii.com	7.9	10.0	3.3	13.0
Magazines	11.8	11.2	16.8	16.2
Guide books	23.7	24.9	29.3	31.5
Television	5.0	4.7	3.6	5.4

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.