

Table 7.18-- SOCIAL MEDIA AND MOBILE APP USAGE 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 respondents who used social media and mobile applications. Percentages do not sum to 100 percent due to multiple answers chosen]

| Platform and usage | U.S. West 1/ | U.S. East 2/ | Japan | Canada |
|----------------------------------|--------------|--------------|-------|--------|
| Social Media | | | | |
| Deciding on vacation destination | 36.6 | 39.4 | 54.0 | 42.5 |
| Planning activities | 59.3 | 62.3 | 57.3 | 63.4 |
| Airline reservations | 18.9 | 16.0 | 40.9 | 25.0 |
| Hotel / lodging reservations | 24.2 | 22.4 | 39.1 | 34.0 |
| Car rental reservations | 19.5 | 14.9 | 22.8 | 25.2 |
| Tours / attractions / activities | 30.3 | 34.0 | 38.8 | 31.1 |
| Restaurant / dining reservations | 54.1 | 52.1 | 37.7 | 50.7 |
| Finding places to shop | 32.8 | 31.1 | 65.0 | 35.6 |
| Access maps / directions | 25.8 | 23.8 | 60.7 | 29.3 |
| Other | 1.5 | 1.2 | 1.5 | 1.0 |
| Mobile Apps | | | | |
| Deciding on vacation destination | 37.1 | 35.9 | 34.8 | 39.2 |
| Planning activities | 57.7 | 59.3 | 35.1 | 61.7 |
| Airline reservations | 61.1 | 58.3 | 25.2 | 63.3 |
| Hotel / lodging reservations | 51.0 | 47.7 | 25.7 | 56.7 |
| Car rental reservations | 54.8 | 49.1 | 14.9 | 57.8 |
| Tours / attractions / activities | 42.5 | 45.1 | 23.2 | 44.1 |
| Restaurant / dining reservations | 62.3 | 64.9 | 27.7 | 58.7 |
| Finding places to shop | 49.5 | 49.7 | 64.2 | 49.2 |
| Access maps / directions | 84.3 | 83.6 | 73.8 | 81.1 |
| Other | 1.1 | 0.9 | 1.3 | 1.6 |

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.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed July 8, 2019.