

**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2018**

[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	96.1	95.8	96.5	95.5
Self-guided, drive around island	84.0	85.1	81.8	68.8
Helicopter, airplane tour	8.5	6.6	12.1	2.3
Boat, submarine tour, whale watching	27.7	25.9	31.1	9.7
Visit communities	56.5	56.3	57.0	31.2
Limo, van, bus tour	10.7	7.8	16.4	19.5
Scenic views, natural landmarks	64.3	61.4	69.9	23.3
Movie, TV film location	5.1	4.1	7.0	4.1
Recreation	96.7	97.0	96.2	96.2
Beach, sunbathing	85.0	85.5	83.8	73.1
Bodyboarding, paddleboarding	15.1	17.0	11.3	3.7
Surfing	6.7	6.7	6.5	3.6
Canoeing, kayaking	8.3	8.7	7.6	2.1
Swimming in the ocean	67.2	68.3	65.1	38.4
Snorkeling	47.5	49.9	42.9	17.2
Windsurfing, kitesurfing	0.2	0.2	0.3	0.2
SCUBA diving	3.1	3.1	3.2	2.2
Fishing	3.3	3.4	3.1	1.5
Golf	7.2	7.4	6.7	7.5
Running, jogging, fitness walking	30.0	30.8	28.5	14.7
Spa	10.0	10.1	9.9	6.5
Backpacking, hiking, camping	33.6	32.4	36.0	7.4
Agritourism	14.8	13.6	17.1	12.2
Sports event, tournament	2.6	2.8	2.2	1.8
State parks, botanical gardens	40.6	38.2	45.3	24.0
Jet skiing, parasailing	2.1	2.3	1.8	2.9
Entertainment and dining	98.1	98.4	97.7	98.3
Lunch, sunset, dinner, evening cruise	24.1	23.0	26.1	15.7
Live music, stage show	33.9	32.2	37.3	20.3
Nightclub, dancing, bar, karaoke	9.6	9.4	10.0	6.6
Fine dining	54.3	53.6	55.7	45.4
Family restaurant, diner	61.3	62.8	58.3	23.4
Fast food	36.2	36.5	35.7	53.0
Cafe, coffee house	45.7	46.6	43.9	53.8
Ethnic dining	32.6	31.9	34.0	10.3
Prepared own meals	51.2	55.1	43.6	18.7

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**Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2018 -- Con.**

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	96.4	96.7	95.9	97.6
Mall, department stores	42.6	42.4	43.1	79.9
Designer boutiques	17.9	17.5	18.6	25.1
Hotel stores	35.4	33.5	39.2	35.4
Swap meet, flea market	16.8	17.4	15.6	3.6
Discount, outlet stores	17.5	17.3	17.8	23.7
Supermarkets	65.1	68.2	59.2	65.7
Farmer's market	35.2	37.2	31.2	18.1
Convenience stores	47.0	46.5	48.1	45.6
Duty Free stores	4.0	3.7	4.6	42.1
Local shops, artisans	66.1	65.7	67.0	10.7
Culture	73.6	71.8	77.1	55.5
Historic military site	21.9	18.6	28.3	18.1
Other historic site	29.9	29.2	31.4	18.1
Museum, art gallery	18.9	19.2	18.3	6.4
Luau, Polynesian show, hula show	35.4	32.0	42.0	12.9
Lessons: hula, canoeing, ukulele, etc.	7.6	7.1	8.5	6.4
Play, concert, theatre	4.9	4.7	5.1	3.1
Art, craft fair	14.5	15.0	13.5	3.4
Festivals	5.3	5.3	5.3	3.1
Transportation	92.7	92.8	92.4	95.9
Airport shuttle	19.0	18.4	20.2	24.0
Trolley	2.6	2.3	3.4	46.1
Public bus	4.9	4.4	5.7	16.9
Tour bus, tour van	12.0	8.9	18.0	27.0
Taxi, limousine	9.2	7.6	12.4	31.7
Rental car	78.0	80.0	74.2	33.1

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, *2018 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 29, 2020.