

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

Information source	U.S. West 1/	U.S. East 2/	Japan	Canada
Travel agents / package tour companies	13.1	20.2	53.9	14.7
Social network sites	9.1	11.4	16.0	13.5
Friends, family	31.4	35.6	15.4	34.3
Hotel, resort front desk, concierge, tour desk	11.4	15.6	7.3	9.9
Mobile apps relevant to trip	19.0	19.4	8.7	16.1
Airline/commercial carrier	13.6	12.9	9.4	10.4
Personal experience	42.0	32.1	21.5	37.9
Online travel booking site/travel agent	28.3	27.8	12.7	37.8
Webpage, blog covering Hawaii	29.7	39.1	33.3	46.6
GoHawaii.com	12.3	18.0	6.8	21.5
Magazines	3.2	4.6	6.3	4.0
Guide books	13.3	18.3	24.4	18.7
Television	0.7	1.1	3.3	0.6

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