

**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
<b>Social Media</b>				
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
<b>Mobile Apps</b>				
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.