

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2019

[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	95.6	95.0	96.6	95.5
Self-guided / drive around island	82.5	83.2	81.1	65.1
Helicopter / airplane tour	7.7	5.9	11.4	2.2
Boat / submarine tour / whale watching	26.9	24.5	31.7	10.6
Visit communities	54.2	53.9	54.7	32.7
Limo / van / bus tour	10.6	7.5	16.9	23.1
Scenic views / natural landmarks	61.7	58.9	67.2	20.8
Movie / TV film location	4.8	4.2	6.0	3.9
Recreation	96.4	96.4	96.3	96.0
Beach / sunbathing	84.2	84.7	83.0	71.6
Bodyboarding / standup paddleboarding	12.8	14.0	10.4	3.5
Surfing	6.3	6.3	6.3	2.5
Canoeing / kayaking	7.8	8.0	7.4	2.7
Swimming in the ocean	66.9	67.7	65.4	34.2
Snorkeling	46.6	48.1	43.4	19.3
Windsurfing / kitesurfing	0.3	0.3	0.3	0.2
Jet skiing / parasailing	1.8	1.8	1.8	2.4
SCUBA diving	3.4	3.4	3.4	1.7
Fishing	3.5	3.5	3.5	0.8
Golf	6.7	6.9	6.4	7.3
Running / jogging / fitness walking	25.7	26.3	24.5	12.0
Spa	9.7	9.6	10.0	6.9
Hiking	48.4	47.0	51.3	18.2
Backpacking / camping	1.9	1.8	2.3	0.2
Agritourism	14.4	13.5	16.1	14.2
Sports event / tournament	2.8	2.8	2.9	1.8
Parks / botanical gardens	37.9	35.4	43.0	21.3
Zip-lining	6.0	6.1	5.6	1.1
Entertainment and dining	97.8	98.1	97.3	97.5
Lunch / sunset / dinner / evening cruise	22.6	20.9	26.2	13.4
Live music / stage show	32.2	30.3	35.9	17.9
Nightclub / dancing / bar / karaoke	8.9	8.9	9.1	4.8
Fine dining	53.3	53.1	53.8	42.6
Family restaurant	60.7	61.8	58.4	24.0
Fast food	34.9	34.7	35.2	52.6

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2019 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Entertainment and dining con.				
Food truck	30.9	30.6	31.4	13.4
Café / coffee house	45.0	46.0	43.1	50.2
Ethnic dining	32.7	31.9	34.3	8.6
Prepared own meals	48.8	52.1	42.2	19.5
Shopping	95.7	95.9	95.4	98.0
Mall / department stores	41.5	42.0	40.4	78.2
Designer boutiques	17.6	17.3	18.1	20.2
Hotel / resort stores	34.7	33.1	37.9	34.7
Swap meet / flea market	16.0	16.7	14.8	3.6
Discount / outlet stores	16.0	15.9	16.2	20.8
Supermarkets	63.6	66.1	58.6	68.6
Farmer's market	34.8	37.0	30.3	19.1
Convenience stores	47.3	46.9	48.0	42.7
Duty Free stores	4.0	3.8	4.4	32.1
Local shops / artisans	65.4	64.7	66.9	11.4
History / Culture / Arts	71.0	68.7	75.6	55.2
Historic military site	19.4	15.6	27.2	16.0
Other historic site	28.3	26.8	31.1	17.5
Museum / art gallery	18.0	18.4	17.2	5.5
Luau / Polynesian show / hula show	33.3	29.4	41.3	14.0
Lessons: hula / canoeing / ukulele etc.	7.2	6.8	8.1	7.1
Play / concert / theatre	4.4	4.5	4.3	3.6
Art / craft fair	13.7	14.6	11.9	3.4
Festival / event	5.4	5.6	5.2	2.6
Transportation	92.6	92.3	93.2	96.9
Airport shuttle	16.2	15.6	17.6	25.5
Trolley	3.1	2.8	3.7	44.1
Public bus	4.2	3.9	4.8	13.3
Tour bus / tour van	12.0	8.7	18.6	31.1
Taxi / limousine	7.4	6.2	10.0	28.5
Rental car	77.7	79.3	74.4	32.8
Ride share	16.2	15.1	18.3	5.2

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, *2019 Visitor Satisfaction and Activity Report* and Companion Tables <<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed April 28, 2021.