

**Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS
FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 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 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	11.6	19.6	52.4	14.3
Social media (i.e. Facebook, Twitter, Instagram)	10.0	12.7	18.4	14.4
Friends / family	31.3	35.4	16.7	34.2
Hotel / resort front desk /concierge / tour desk	13.9	16.9	7.8	11.2
Mobile apps relevant to trip	19.8	20.1	9.8	16.7
Airline / commercial carrier	15.7	14.1	11.0	11.0
Personal experience	42.1	31.4	22.4	37.1
Online travel booking site/travel agent	24.9	24.1	12.6	33.0
Travel informational websites (i.e. TripAdvisor)	23.5	29.9	10.5	34.0
Travel blogs	10.8	16.3	22.3	18.6
Hawaii destination website (GoHawaii.com)	10.9	16.9	6.7	19.5
Magazines	3.2	3.8	6.6	3.4
Guide books	11.7	16.3	25.8	15.6
Television	0.6	0.8	4.0	0.7
None of these	8.5	7.6	2.9	5.3

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.hawaii-tourism-authority.org/research/visitor-satisfaction-and-activity/>> accessed April 26, 2021.