

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2020

[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	92.1	91.6	93.0	94.0
Self-guided / drive around island	81.7	81.8	81.3	63.3
Helicopter / airplane tour	3.1	2.8	3.9	1.1
Boat Tour/ submarine ride/ whale watching	22.6	20.9	26.0	12.7
Visit communities	46.2	45.4	47.9	29.0
Private limousine/ van tour/ tour bus	4.5	3.0	7.5	21.2
Scenic views / natural landmarks	55.2	52.3	60.7	18.1
Movie and television filming location tours	3.7	3.0	5.1	4.5
Recreation	93.4	93.7	92.9	94.3
Beach / sunbathing	82.2	82.6	81.5	69.3
Bodyboarding	12.6	14.7	8.7	1.5
Stand up paddle boarding	7.7	8.2	6.6	1.5
Surfing	9.7	10.3	8.5	2.9
Canoeing / kayaking	7.1	7.0	7.3	2.1
Swimming in the ocean	65.0	66.5	62.3	29.8
Snorkeling	45.1	47.9	39.8	14.3
Windsurfing / kitesurfing	0.3	0.3	0.4	0.2
Jet skiing / parasailing	1.4	1.4	1.5	2.9
SCUBA diving	3.9	4.0	3.8	1.9
Fishing	3.8	3.9	3.6	0.4
Golf	8.0	8.3	7.4	6.9
Running / jogging / fitness walking	37.7	38.8	35.5	16.9
Spa	6.5	6.3	6.9	6.8
Hiking	46.7	45.5	49.1	18.4
Backpacking / camping	2.1	1.8	2.6	0.2
Agritourism	9.0	8.1	10.8	11.5
Sports event / tournament	0.9	0.8	1.0	1.3
Parks / botanical gardens	29.6	26.9	34.6	16.7
Zip-lining	3.1	3.2	3.0	0.9
Entertainment and dining	97.4	97.7	96.9	97.0
Lunch / sunset / dinner / evening cruise	17.9	16.4	20.7	16.3
Live music / stage show	13.9	12.2	17.2	15.3
Nightclub / dancing / bar / karaoke	5.2	4.7	6.0	5.6
Fine dining	44.0	44.0	44.0	35.4
Family restaurant	54.5	55.5	52.7	25.9

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2020 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Entertainment and dining - Con.				
Fast food	38.2	37.4	39.8	56.2
Food truck	36.5	36.1	37.3	15.5
Café / coffee house	41.2	41.6	40.3	49.9
Ethnic dining	24.5	23.2	27.0	6.0
Prepared own meals	61.7	64.6	55.9	14.5
Shopping	92.5	92.9	91.9	97.6
Mall / department stores	35.4	34.8	36.5	81.5
Designer boutiques	14.4	13.9	15.3	25.0
Hotel / resort stores	22.8	21.4	25.5	33.8
Swap meet / flea market	10.8	10.2	11.8	3.1
Discount / outlet stores	13.5	13.1	14.2	25.3
Supermarkets	68.8	71.8	62.8	69.1
Farmer's market	29.5	30.8	26.9	15.1
Convenience stores	44.6	44.2	45.4	47.4
Duty Free stores	2.1	1.7	2.8	38.4
Local shops / artisans	55.0	54.1	56.7	11.8
History / culture / arts	49.3	45.0	57.8	53.1
Historic military site	16.0	12.2	23.4	14.7
Other historic site	21.2	19.9	23.9	14.3
Museum / art gallery	10.2	9.6	11.3	6.1
Luau / Polynesian show / hula show	10.8	8.0	16.1	13.3
Lessons: hula / canoeing / ukulele etc.	3.1	2.7	3.8	7.0
Play / concert / theatre	1.4	1.2	1.8	3.1
Art / craft fair	7.0	6.9	7.0	4.4
Festival / event	4.9	4.9	5.0	2.2
Transportation	83.6	84.9	81.2	96.8
Airport shuttle	9.5	9.1	10.2	28.0
Trolley	1.5	1.3	1.7	53.6
Public bus	2.7	2.4	3.4	16.0
Tour bus / tour van	4.5	2.8	7.8	27.5
Taxi / limousine	5.8	5.2	7.1	27.8
Rental car	71.8	74.8	66.1	23.1
Ride share	14.3	13.1	16.5	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, *2020 Visitor Satisfaction and Activity Report and Companion Tables*, prepared by Anthology <<https://www.hawaii tourism authority.org/research/visitor-satisfaction-and-activity/>> accessed April 29, 2022.