

**Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 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 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	24.0	29.9	55.2	14.0
Personal experience	34.7	30.1	22.5	41.6
Friends / family	29.5	29.5	19.9	33.2
Online travel booking site/travel agent	19.4	19.5	11.5	30.5
Travel informational websites (i.e. TripAdvisor)	18.7	24.0	11.1	30.2
Guide books	10.2	14.0	24.2	13.6
Social media (i.e. Facebook, Twitter, Instagram)	9.2	10.4	21.0	11.7
Travel blogs	10.0	11.7	18.2	15.0
Smart phone/ tablet apps	17.4	16.6	9.5	15.1
Airline / commercial carrier	15.1	13.7	8.8	12.4
Hotel / resort front desk /concierge / tour desk	13.5	14.4	7.2	12.4
Magazines/ newspaper articles	2.1	3.8	6.9	2.7
Hawaii destination website (GoHawaii.com)	8.4	13.3	5.3	16.7
Television shopping channel/ television program	0.4	0.9	4.2	0.3
None of these	6.9	7.2	1.9	5.6

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, *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.