

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2021

[Covers visitors staying overnight or longer anywhere in the State and any overnight or non-overnight interisland trips reported by these visitors. Due to COVID-19, pandemic travel restrictions and limited flights Hawaii from Canada, China, Japan, Korea, and Oceania, only visitors from the United States were interviewed in 2021. 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	95.3	94.8	96.4	(NA)
Self-guided / drive around island	83.1	83.0	83.2	(NA)
Helicopter / airplane tour	4.3	3.3	6.7	(NA)
Boat tour / submarine ride/ whale watching	30.1	27.8	35.4	(NA)
Visit communities	51.6	50.7	53.8	(NA)
Private limousine/ van tour/ bus tour	7.9	5.9	12.5	(NA)
Scenic views / natural landmarks	62.4	59.4	68.9	(NA)
Movie and television filming location tours	4.8	4.2	6.2	(NA)
Recreation	97.8	97.8	97.7	(NA)
Beach / sunbathing	88.9	88.6	89.7	(NA)
Bodyboarding	12.5	14.0	9.2	(NA)
Stand up paddle boarding	7.2	7.4	6.6	(NA)
Surfing	8.6	8.4	9.0	(NA)
Canoeing / kayaking	8.5	8.5	8.5	(NA)
Swimming in the ocean	72.5	72.6	72.1	(NA)
Snorkeling	51.4	52.3	49.5	(NA)
Windsurfing / kitesurfing	0.3	0.3	0.2	(NA)
Jet skiing / parasailing	2.1	1.9	2.6	(NA)
SCUBA diving	3.3	3.1	3.5	(NA)
Fishing	3.2	3.1	3.4	(NA)
Golf	7.9	8.1	7.5	(NA)
Running / jogging / fitness walking	33.5	34.3	31.9	(NA)
Spa	9.1	8.8	9.8	(NA)
Hiking	50.3	47.7	56.0	(NA)
Backpacking / camping	1.6	1.4	2.1	(NA)
Agritourism	11.4	10.5	13.5	(NA)
Sports event / tournament	0.6	0.6	0.6	(NA)
Parks / botanical gardens	35.8	33.1	41.8	(NA)
Zip-lining	4.8	4.7	4.9	(NA)
Entertainment and dining	99.1	99.1	99.0	(NA)
Lunch / sunset / dinner / evening cruise	23.1	21.2	27.2	(NA)
Live music / stage show	22.9	20.4	28.4	(NA)
Nightclub / dancing / bar / karaoke	6.3	6.3	6.3	(NA)
Fine dining	53.8	53.1	55.2	(NA)
Family restaurant	60.1	61.1	57.9	(NA)

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2021 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Entertainment and dining - Con.				
Fast food	39.2	38.6	40.5	(NA)
Food truck	42.0	40.9	44.3	(NA)
Café / coffee house	48.2	48.1	48.6	(NA)
Ethnic dining	27.8	26.4	31.2	(NA)
Prepared own meals	53.9	56.5	48.2	(NA)
Shopping	97.0	97.1	96.7	(NA)
Mall / department stores	40.1	40.0	40.4	(NA)
Designer boutiques	17.6	17.0	18.9	(NA)
Hotel / resort stores	34.2	32.7	37.7	(NA)
Swap meet / flea market	14.9	14.8	15.1	(NA)
Discount / outlet stores	13.5	13.0	14.6	(NA)
Supermarkets	68.7	71.0	63.7	(NA)
Farmer's market	34.1	35.2	31.8	(NA)
Convenience stores	52.2	51.7	53.3	(NA)
Duty Free stores	2.9	2.8	3.3	(NA)
Local shops / artisans	63.8	62.8	66.0	(NA)
History / culture / arts	63.8	60.4	71.5	(NA)
Historic military sites	20.1	16.8	27.4	(NA)
Historic Hawaiian sites and museums	30.2	28.4	34.3	(NA)
Other historic sites	12.2	11.8	13.1	(NA)
Art galleries and exhibitions	9.1	9.1	9.1	(NA)
Luau / Polynesian show / hula show	23.4	19.8	31.7	(NA)
Lessons: hula / canoeing / ukulele etc.	3.5	3.1	4.4	(NA)
Play / concert / theatre	1.2	1.1	1.4	(NA)
Art / craft fair	7.8	7.9	7.6	(NA)
Festival / event	2.6	2.7	2.2	(NA)
Transportation	91.8	91.8	91.9	(NA)
Airport shuttle	14.7	14.4	15.6	(NA)
Trolley	1.8	1.6	2.1	(NA)
Public bus	4.5	4.1	5.4	(NA)
Tour bus / tour van	7.2	5.4	11.2	(NA)
Taxi / limousine	10.9	10.0	13.1	(NA)
Rental car	77.0	77.8	75.3	(NA)
Ride share	17.5	16.7	19.4	(NA)

NA Not available.

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, *2021 Visitor Satisfaction and Activity Report and Companion Tables*, prepared by Anthology <<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed May 3, 2023.