

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 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 to Hawaii from Canada, China, Japan, Korea, and Oceania, only visitors from the United States were interviewed in 2021. 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
Personal experience	44.8	31.7	(NA)	(NA)
Recommendations from friends / family	37.3	40.3	(NA)	(NA)
Travel information website	29.6	36.2	(NA)	(NA)
Hawaii destination website	20.9	28.1	(NA)	(NA)
Online travel booking site	20.2	20.7	(NA)	(NA)
Information direct from airline / commercial carrier	19.5	15.8	(NA)	(NA)
Smartphone / tablet app	15.8	17.2	(NA)	(NA)
Information direct from hotel / resorts	15.4	16.5	(NA)	(NA)
Travel blogs	12.0	17.6	(NA)	(NA)
Social media	12.0	15.9	(NA)	(NA)
Travel agents / companies specializing in packaged tours	7.8	12.3	(NA)	(NA)
Guidebooks	7.7	11.5	(NA)	(NA)
Magazine / newspaper article	1.8	3.2	(NA)	(NA)
Television	0.8	1.1	(NA)	(NA)
Information direct from meeting planner / convention sponsor	0.6	1.3	(NA)	(NA)
None	7.0	6.7	(NA)	(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.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed May 3, 2023.