

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2022

[Covers visitors staying overnight or longer anywhere in the State and any overnight or non-overnight interisland trips reported by these 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	97.5	97.2	98.1	93.6
On own (self-guided) / driving around island	84.0	84.9	82.1	71.1
Helicopter ride or airplane tour	4.5	3.3	7.2	0.9
Boat tour / submarine / whale watching	29.6	27.0	35.3	6.4
Visiting towns /communities	54.9	54.6	55.4	45.2
Private limousine / van tour / bus tour	9.7	7.2	15.0	8.5
Scenic views / natural landmarks	63.4	60.5	69.6	31.6
Movie and television filming location tours	5.4	4.8	6.7	2.9
Recreation	97.7	97.7	97.7	93.9
Beach / sunbathing	87.8	88.0	87.3	71.9
Bodyboarding	10.8	12.1	7.9	1.2
Stand-up paddle boarding	6.1	6.6	5.1	2.3
Surfing	7.1	6.9	7.4	4.1
Canoeing / kayaking	6.9	7.0	6.8	1.0
Swimming - ocean	68.9	69.2	68.1	34.7
Snorkeling	45.7	46.5	44.1	11.9
Windsurfing / kitesurfing	0.2	0.2	0.2	0.7
Jet skiing / parasailing	1.7	1.6	2.0	0.0
Scuba diving	2.5	2.3	2.8	0.3
Fishing	2.9	2.9	2.9	0.3
Golf	6.4	6.3	6.8	13.8
Running / jogging / fitness walking	28.5	28.9	27.6	28.2
Spa	9.1	8.9	9.5	8.6
Hiking	48.4	46.3	52.9	22.8
Backpacking / camping	1.7	1.7	1.8	0.3
Agritourism	13.4	12.3	15.5	9.0
Sports event / tournament	1.6	1.4	1.8	2.9
Park / botanical garden	38.8	37.0	42.8	25.8
Ziplining	4.6	4.6	4.7	0.3
Entertainment and dining	99.1	99.3	98.8	98.3
Lunch / sunset / dinner / evening cruise	24.4	22.8	27.9	8.4
Live music / stage show	31.3	29.4	35.4	18.8
Nightclub / dancing / bar / karaoke	7.4	7.4	7.3	3.3
Fine dining	49.4	48.4	51.6	35.6
Family restaurant	62.7	63.7	60.5	26.5

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2022 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Entertainment and dining - Con.				
Fast food	35.8	36.3	34.7	46.1
Food truck	43.8	43.7	44.0	27.1
Cafe / coffee house	50.6	51.4	48.9	56.0
Ethnic dining	29.1	27.9	31.9	12.6
Prepared own meals	46.3	49.0	40.7	43.9
Shopping	97.6	97.9	97.0	98.8
Malls / department stores	43.1	44.2	40.8	74.6
Designer boutiques	18.4	17.9	19.7	18.1
Hotel / resort stores	36.6	34.6	40.9	31.2
Swap meet / flea market	16.6	17.4	14.7	6.5
Discount / outlet stores	14.9	14.7	15.4	27.6
Supermarkets	62.3	65.2	56.2	60.6
Farmer's market	35.5	36.9	32.5	25.9
Convenience stores	51.6	51.5	51.8	44.8
Duty Free stores	4.4	4.2	4.7	8.3
Local shops and artisans	60.9	60.1	62.6	22.0
History / culture / arts	72.1	69.0	78.8	51.7
Historic military sites and museums	21.4	17.9	29.0	9.4
Historic Hawaiian sites and museums	32.1	30.0	36.6	15.3
Other historic sites, museums and homes	13.4	12.8	14.6	6.9
Art galleries and exhibitions	10.9	11.0	10.6	5.9
Luau / Polynesian shows / hula show	32.4	27.8	42.2	14.1
Lessons- ukulele, hula, canoeing, lei making	5.0	4.5	6.1	4.4
Play / concert / theatre	2.5	2.7	2.1	1.5
Art / craft fair	11.0	11.3	10.3	4.8
Festival / event	4.0	3.9	4.2	5.4
Transportation	93.9	93.9	93.7	96.4
Airport shuttle	14.3	14.1	14.9	12.7
Trolley	3.4	3.3	3.6	19.6
Public bus	4.5	4.4	4.7	24.8
Tour bus / tour van	9.5	6.9	15.1	8.6
Taxi / limousine	8.3	7.3	10.3	33.4
Rental car	73.4	74.5	70.9	45.3
Ride share	18.2	17.2	20.4	22.9

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, *2022 Visitor Satisfaction and Activity Report and Companion Tables*, <https://www.hawaii-tourism-authority.org/research/visitor-satisfaction-and-activity/> accessed June 3, 2024.