

Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 2022

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percentages do not sum to 100 percent due to multiple source used. Percent of visitors]

Information source	U.S. West 1/	U.S. East 2/	Japan	Canada
Personal experience	41.3	30.6	38.5	40.2
Recommendations from friends / family	37.2	38.7	13.9	35.5
Travel information website	29.9	36.5	28.2	39.8
Online travel booking site	20.1	19.1	14.9	27.2
Information direct from airline / commercial carrier	19.0	16.5	26.1	14.5
Smartphone / tablet app	16.5	16.7	13.5	11.7
Information direct from hotel / resorts	14.9	17.4	13.3	13.8
Social media	11.9	15.5	29.0	16.8
Travel blogs	11.6	16.3	24.8	17.3
Hawaii destination website	10.7	15.7	22.5	17.4
Travel agents / companies specializing in packaged tours	9.2	14.5	11.8	10.8
Guidebooks	8.5	11.6	11.0	10.6
Magazine / newspaper article	2.5	2.5	4.8	1.7
GoHawaii mobile app	1.9	2.6	2.3	2.5
Television	1.4	2.0	3.5	1.6
Information direct from meeting planner / convention sponsor	1.1	2.0	0.9	1.7
None	6.2	7.1	6.4	5.2

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.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 3, 2024.