

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023

[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	97.9	97.5	98.8	97.3
On own (self-guided) / driving around island	83.0	84.1	80.9	72.7
Helicopter ride or airplane tour	4.3	3.0	7.1	0.6
Boat tour / submarine / whale watching	28.1	25.8	33.0	8.6
Visiting towns /communities	54.6	54.3	55.2	39.3
Private limousine / van tour / bus tour	9.9	7.4	15.3	11.4
Scenic views / natural landmarks	63.2	59.9	70.1	21.3
Movie and television filming location tours	5.5	4.8	7.1	4.1
Recreation	96.9	97.0	96.9	96.3
Beach / sunbathing	85.3	85.2	85.5	71.5
Bodyboarding	9.3	10.4	7.0	2.4
Stand-up paddle boarding	4.9	5.3	4.2	4.5
Surfing	6.3	6.2	6.4	4.9
Canoeing / kayaking	6.3	6.4	6.0	2.1
Swimming - ocean	66.4	67.1	65.0	35.3
Snorkeling	42.7	44.1	39.7	14.5
Windsurfing / kitesurfing	0.1	0.1	0.1	0.3
Jet skiing / parasailing	1.2	1.1	1.5	1.8
Scuba diving	2.5	2.6	2.2	1.1
Fishing	2.8	2.8	2.7	0.7
Golf	6.4	6.5	6.3	6.1
Running / jogging / fitness walking	26.9	27.7	25.2	23.9
Spa	8.5	8.3	8.8	3.7
Hiking	45.0	42.7	49.7	24.1
Backpacking / camping	1.4	1.3	1.6	0.3
Agritourism	13.5	12.4	15.9	6.1
Sports event / tournament	1.8	1.9	1.6	0.7
Park / botanical garden	38.4	36.6	42.3	20.5
Ziplining	4.1	4.2	3.9	0.6
Entertainment and dining	99.0	99.3	98.4	98.0
Lunch / sunset / dinner / evening cruise	23.4	22.0	26.3	13.2
Live music / stage show	30.5	28.5	34.6	18.8
Nightclub / dancing / bar / karaoke	7.5	7.3	7.9	3.4
Fine dining	47.2	47.1	47.6	34.2
Family restaurant	61.1	62.5	58.2	26.2

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2023 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Entertainment and dining - Con.				
Fast food	33.8	33.9	33.8	52.6
Food truck	43.0	42.8	43.5	23.9
Cafe / coffee house	50.4	51.1	48.9	56.6
Ethnic dining	28.5	27.6	30.3	9.4
Prepared own meals	44.6	47.3	39.1	24.6
Shopping	97.1	97.2	96.7	98.3
Malls / department stores	42.6	42.5	43.0	81.4
Designer boutiques	17.6	17.2	18.4	16.8
Hotel / resort stores	36.4	34.4	40.5	31.2
Swap meet / flea market	16.1	16.8	14.7	4.7
Discount / outlet stores	14.4	14.1	14.8	25.4
Supermarkets	59.9	62.6	54.3	56.9
Farmer's market	34.9	36.8	31.0	19.5
Convenience stores	51.0	51.2	50.5	53.9
Duty Free stores	4.1	4.0	4.2	19.0
Hawaii-made products	47.5	46.6	49.4	20.2
Local shops and artisans	59.9	59.4	61.0	14.6
History / culture / arts	72.4	69.3	78.8	54.4
Historic military sites and museums	22.5	18.7	30.3	12.6
Historic Hawaiian sites and museums	33.7	31.7	37.9	16.3
Other historic sites, museums and homes	14.1	13.3	15.8	6.8
Art galleries and exhibitions	10.2	10.4	9.8	3.8
Luau / Polynesian shows / hula show	30.6	26.1	40.1	14.3
Lessons- ukulele, hula, canoeing, lei making	5.7	5.1	6.9	5.1
Play / concert / theatre	3.1	3.0	3.2	3.4
Art / craft fair	11.4	11.8	10.6	2.8
Festival / event	5.7	5.8	5.3	4.4
Transportation	93.4	93.6	92.9	96.2
Airport shuttle	14.1	13.4	15.3	19.5
Trolley	3.2	2.8	4.1	37.9
Public bus	4.5	4.2	5.1	27.6
Tour bus / tour van	10.0	7.2	15.8	15.4
Taxi / limousine	7.2	6.5	8.7	34.1
Rental car	72.4	74.1	68.8	28.5
Ride share	19.8	18.3	22.7	20.1

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, *2023 Visitor Satisfaction and Activity Report and Companion Tables*,
<<https://www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 13, 2025.