

**Table 7.17-- SOURCES OF INFORMATION FOR TRIP PLANNING BY VISITORS FROM THE U.S. WEST, U.S. EAST, JAPAN, AND CANADA: 2023**

[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	43.1	32.2	33.0	36.4
Recommendations from friends / family	35.7	37.6	16.2	34.8
Travel information website	28.0	33.3	27.2	39.0
Online travel booking site	18.4	17.7	13.3	30.2
Information direct from airline / commercial carrier	19.6	15.9	15.4	15.0
Smartphone / tablet app	16.2	16.0	9.9	11.8
Information direct from hotel / resorts	16.6	17.3	10.0	13.7
Social media	13.2	16.9	29.6	17.7
Travel blogs	11.3	14.6	19.3	17.9
Hawaii destination website	7.9	13.2	11.1	15.9
Travel agents / companies specializing in packaged tours	8.1	15.3	28.8	11.8
Guidebooks	7.1	10.3	21.8	11.3
Magazine / newspaper article	1.8	2.3	5.9	2.5
GoHawaii mobile app	1.0	1.7	1.1	1.8
Television	1.0	1.9	5.2	1.5
Information direct from meeting planner / convention sponsor	1.5	2.4	0.1	2.3
Information directly from cruise lines	0.6	2.4	0.1	2.4
None	7.6	7.0	3.8	4.6

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 16, 2025.