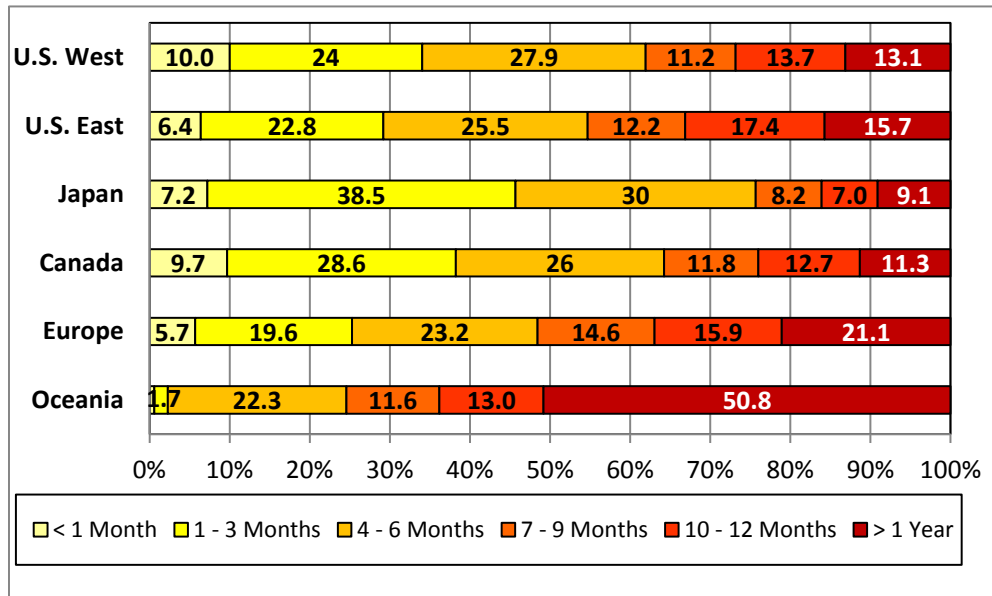


## 6. TRIP PLANNING

Information on how visitors plan their trips and when they make reservations can greatly enhance preparation of effective marketing and promotion plans. Trip planning behavior differs across the major market areas. Visitors from Japan tend to keep a short planning window while those from U.S. West, U.S. East, Canada, Europe and Oceania tend to plan farther in advance (Figure 25).

**Figure 25 2011 Decide to Take a Vacation by MMA**  
[Percentage of Visitors]



### U.S. West (Table 6.2)

- The percentage of U.S. West visitors making vacation related decisions four months or more prior to arrival increased compared to 2010: decided to take a vacation (65.9% vs. 61.5%); decided to visit Hawaii (64.9% vs. 61%); and decided on the island they want to visit (63% vs. 57.7%).
- Four out of ten U.S. West visitors made airline reservations (38.7%), purchased tickets (38.9%), and reserved accommodations (35.8%) one to three months before arriving in the islands.
- Four out of ten visitors (39.3%) made rental car reservations one to three months out, and three out of ten (30.9%) waited until less than one month before arrival.
- The majority of U.S. West visitors purchased tour and attraction packages (69.1%) less than one month before arrival or during their vacation.

### U.S. East (Table 6.3)

- A larger percentage of U.S. East visitors continue to start planning earlier than their U.S. West counterparts, seven months or more prior to arrival. Similar to 2010, 45.3 percent of U.S. East visitors decided to take a vacation, 44.3 percent decided to visit

Hawaii and 38 percent decided on the islands they wanted to visit at least seven months before coming.

- One out of four visitors made airlines reservations (40.5%) purchased tickets (40.6%) and made accommodation reservations (37.3%) one to three months before arrival.
- The majority of visitors made rental car reservations (67.1%) three months or less before arrival, and purchased tour and attraction packages (63.8%) less than one month before arrival.

#### **Japan (Table 6.4)**

- Japanese visitors in 2011 continued to have a shortest planning and booking window among the visitors surveyed. Most of their travel decisions were made within one to three months before the vacation date.
- Within three months or less, 45.7 percent decided to take a vacation, 50.2 percent decided to visit Hawai'i , and 54.8 percent decided on the islands they want to visit.
- Between one to three months before arrival, 57.9 percent of the visitors made airline reservations 58.8 percent purchased the tickets, and 57 percent made accommodation reservations.
- Within one month or less of arrival, six out of ten visitors purchased tour and attraction packages (59.5%) and 50.8 percent made rental car reservations.

#### **Canada (Table 6.5)**

- In 2011, Canadian visitors decided to take a vacation (35.8%), decided to visit Hawaii (35.8%) and decided on the islands they wanted to visit (31.5%), at least seven months prior to arrival.
- One out of four Canadian visitors made airline reservations (39.6%), purchased tickets (39.8%), and one out of three reserved accommodations (36%), one to three months before their trip.
- Some visitors made rental car reservations (38.5%) one to three months out, while some (35.7%) waited until less than one month of arrival.
- The majority purchased tour and attraction packages (77.4%) less than one month before or while on the vacation.

#### **Europe (Table 6.6)**

- European visitors in 2011 decided to take a vacation (51.6%), decided to visit Hawaii (48.1%) and decided on the islands they wanted to visit (39.6%), at least seven months prior to arrival.
- One out of three visitors made airline reservations (33.5%), purchased tickets (34.1%), and reserved accommodations (27.4%), one to three months before their trip.
- Some visitors made rental car reservations (31%) one to three months out, while others (39.6%) waited until less than one month before their trip.
- Many purchased tour and attraction packages (60%) less than one month before or while on the vacation.

### **Oceania (Table 6.7)**

- Oceania visitors had the longest planning and booking window, with visitors deciding to take a vacation (75.4%), deciding to visit Hawaii (73.3%) and deciding on the islands they wanted to visit (64.8%), from seven months to more than a year prior to arrival.
- One out of three visitors made airline reservations (33.6%), purchased tickets (33.5%), and reserved accommodations (33.6%), more than one year before their trip.
- A similar percentage made rental car reservations more than one year out (27.4%) as did those who reserved one to three months out (27.2%)
- A large percentages of visitors purchased tour and attraction packages less than one month before or while on the vacation (42.5%) and more than one year out (32.7).

### **ISLAND VISITATION / DECISION TIMETABLE (Table 6.8)**

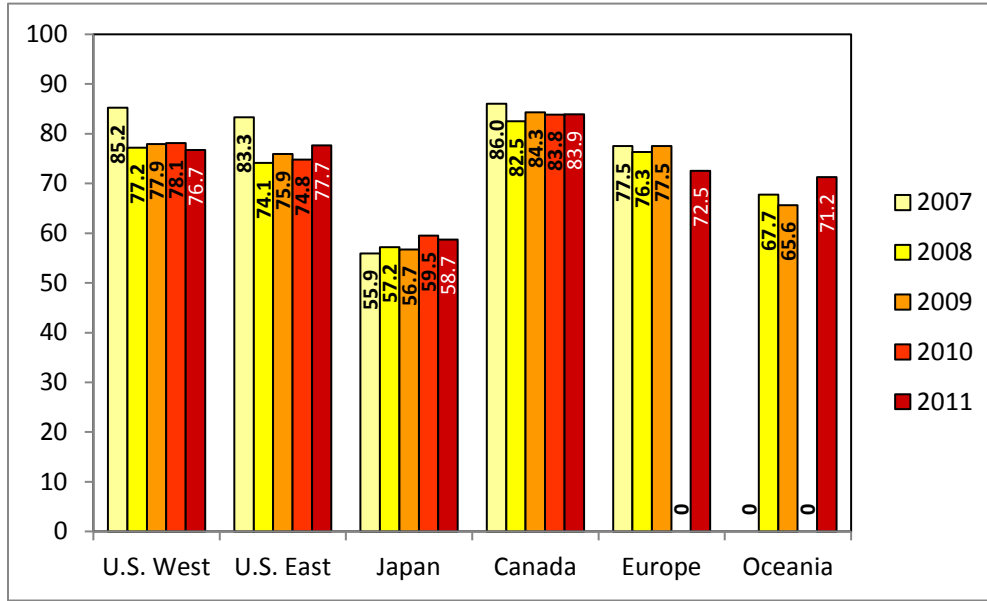
Before arriving, the majority of the visitors in 2011 had already decided on which islands to visit. The larger destinations of O‘ahu, Maui, Kaua‘i, and Kona were definitely predetermined.

- Over 93 percent of visitors from U.S. West, U.S. East, Canada, Europe, and Oceania had decided before their arrival to visit O‘ahu, Maui, Kaua‘i, and/or Kona.
- Most Japanese visitors already decided to visit O‘ahu (99.4%), Kona (96.6%) and Maui (93.3%), while a lower percentage of Japan visitors decided to visit Kaua‘i (89.5%) and Hilo (87.8%) prior to their arrival.

## SOURCES OF INFORMATION USED TO PLAN TRIP

### Internet

Figure 26 Internet Usage for Trip Planning  
[Percentage of Visitors by MMA]

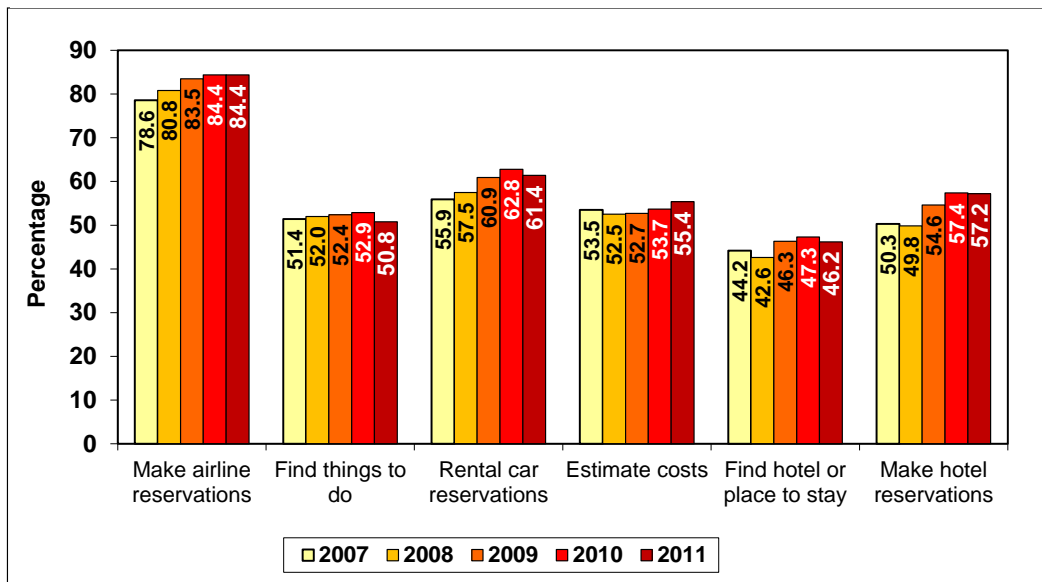


- Similar to the past three years, close to 84 percent of Canadian visitors, three out of four U.S. West and U.S. East visitors, and nearly 60 percent of Japanese visitors used the Internet as a trip planning tool in 2011 (Figure 26).
- A higher percentage of Oceania visitors in 2011 (+5.6 percentage points to 71.2%) used the Internet to plan their trip, compared to 2009. In contrast, fewer European visitors used the Internet for trip planning in 2011 (72.5%) compared to 2009 (77.5%).

### Purpose of Internet Use (Table 6.17)

Among the proportion of visitors who used the Internet, the category in which the Internet was used for planning and booking trips differed among visitor markets. Note that the statistic reported for each Internet use is the percentage of those who used the Internet.

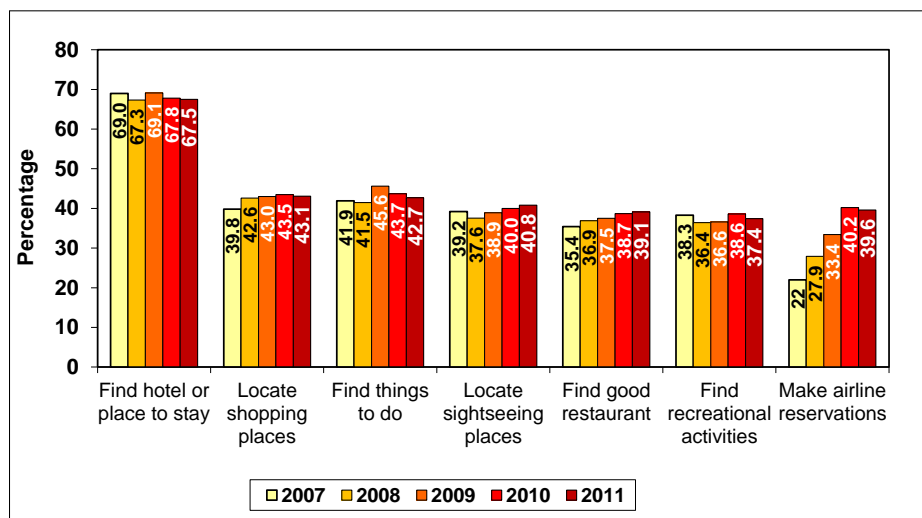
**Figure 27 Internet Use – U.S.**  
[Percentage of visitors who used the Internet]



### U.S. Visitors

- Similar to the previous year, the number one use of the Internet by U.S. visitors in 2011 was for airline reservations (84.4% or 65% of all U.S. visitors) (Figure 27).
- The second most popular use of the Internet by U.S. visitors was to make rental car reservations (61.4% or 47.3% of all U.S. visitors in 2011).
- The percentage of U.S. visitors who used the Internet to make hotel reservations (57.2%), estimate costs (55.4%), find things to do (50.8%) and find an accommodation have also been fairly steady over the last five years.

**Figure 28 Internet Use – Japan**  
**[Percentage of visitors who used the Internet]**



### Japanese Visitors

- Usage of the Internet by Japanese visitors to find accommodations, locate shopping places, find things to do, locate sightseeing places, find good restaurants and find recreational activities have been consistent over the past five years (Figure28).
- The majority of Japanese visitors in 2011 continued to use the Internet to find an accommodation (67.5%, 39.6% of all Japanese visitors).
- A growing percentage of Japanese visitors from 2007 to 2010 were using the Internet to make airline reservations.

### Canadian Visitors

- In 2011, three out of four (78.7%) Canadian visitors (66% of all Canada visitors) used the Internet to make airline reservations, similar to 2010.
- This group of visitors also used the Internet make to hotel reservations (67.7%), find an accommodation (62.8%), estimate costs (59.8%) and find things to do (59.3%).

### European Visitors

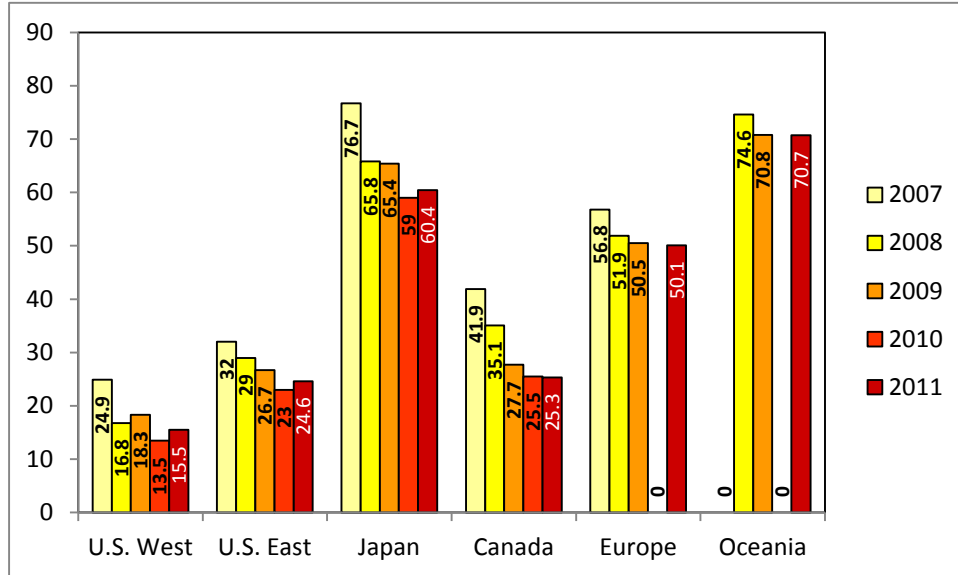
- The number one use among European visitors was to find things to do (65.7%).
- European visitors also used the Internet to make airline reservations (56.9%), find an accommodation (55.1%) and locate sightseeing place (49.7%).

### Oceania Visitors

- Similar to Japanese visitors, the majority of Oceania visitors in 2011 used the Internet to find an accommodation (75.7%).
- Oceania visitors also used the Internet make to find things to do (62.6%), make hotel reservations (59.7%), and estimate costs (57.3%).

## Travel Agent

**Figure 29 Internet Usage for Trip Planning  
[Percentage of Visitors by MMA]**

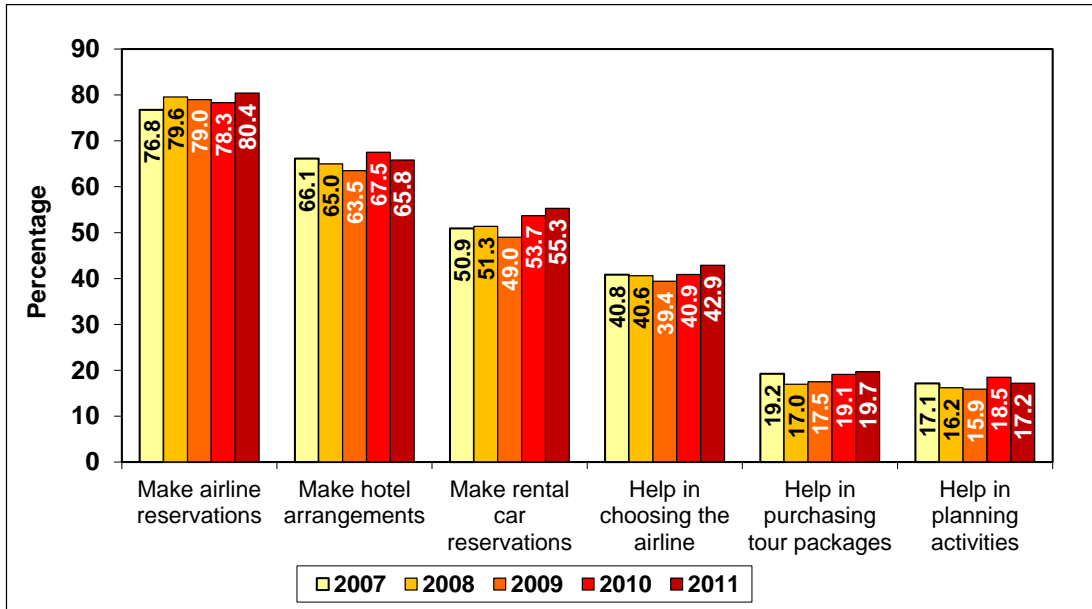


- Assistance from travel agents for trip planning in 2011 continued to be low among U.S. West (15.5%), U.S. East (24.6%) and Canada (25.3%) visitors, but much higher for Oceania (70.7%), Japanese (60.4%) and European (50.1%) visitors (Figure 29).
- The percentage of U.S. West, U.S. East, Japanese and Canadian visitors in 2011 who used travel agents were similar to 2010 but have been trending downwards from 2007.

### Purpose of Travel Agent Use (Table 6.18)

Consistent with previous years, visitors from all six major markets in 2011 used travel agents mostly for making airline reservations (91.7% Oceania, 82.4% Canadian, 81.6% European, 80.4% U.S. and 79.3% Japanese visitors). Travel agents were also used to assist in hotel arrangements, rental car reservation and to select an airline. Note that the statistic reported for each travel agent use is the percentage of those who used a travel agent.

**Figure 30 Travel Agent Use – U.S.**  
**[Percentage of visitors who used a Travel Agent]**

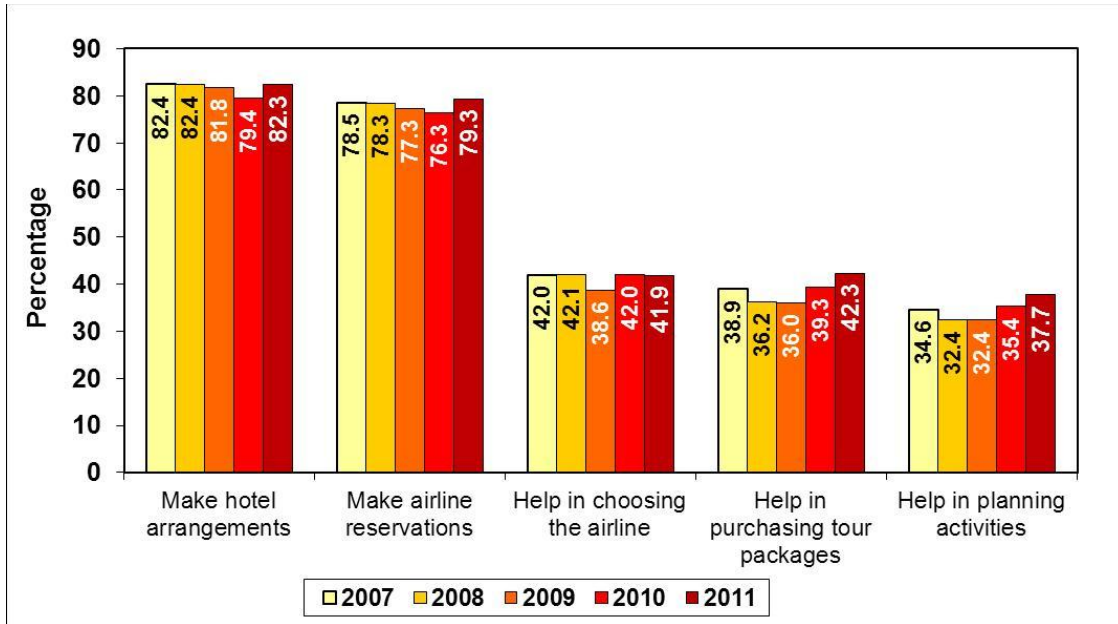


### U.S. Visitors

- Similar to the previous year surveyed, travel agent use among U.S. visitors to make rental car reservations (55.3%) was more common compared to European (30.4%), Canadian (26.2%), Oceania (12.7%) and Japanese (5%) visitors.



**Figure 31 Travel Agent Use – Japan**  
**[Percentage of visitors who used a Travel Agent]**



**Japanese Visitors**

- More than any other visitor market, Japanese visitors in 2011 relied heavily on travel agents to book their hotel (82.3% or 49.7% of all Japanese visitors) and airline reservations (79.3% or 47.9% of all Japanese visitors) (Figure 31).

**Other Sources Of Information Used For Trip Planning (Table 6.9)**

- Similar to previous years, half of U.S. West visitors in 2011 continued to rely on personal experiences (48%) to help them plan their trips, higher than any other visitor groups.
- Over the past few years, more Japanese visitors continued to use travel magazines (37.2%) and travel books (33%) for information compared to other visitor markets.
- Canadian (20.9%), U.S. West (20.9%) and U.S. East (19.2%) visitors in 2011 were more likely to use airlines as a source of information than visitors from Europe (13.8%), Japan (12%) and Oceania (10.6%).

**Table 6.1 Trip Planning & Booking Timetable – 2011**  
**U.S. Total [Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	8.8	23.6	27.1	11.5	15.0	14.0
Decide to visit Hawaii	9.5	23.8	25.8	11.7	13.7	15.4
Decide on which islands to visit	11.0	25.3	26.5	12.1	13.6	11.5
Set date for the trip	11.7	29.9	28.5	12.8	10.7	6.4
Make airline reservations	14.4	39.3	27.9	10.9	6.2	1.3
Purchase tickets	15.4	39.5	27.5	10.3	6.2	1.1
Make accommodation reservations	14.8	36.3	25.0	10.9	8.5	4.4
Make rental car reservations	30.8	38.3	18.8	6.8	4.2	1.1
Purchase tour or attraction packages	66.8	19.3	8.8	2.4	1.5	1.2

Source: Hawai'i Tourism Authority

**Table 6.2 Trip Planning & Booking Timetable – U.S. West – 2011**  
**[Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	10.0	24.0	27.9	11.2	13.7	13.1
Decide to visit Hawaii	11.2	23.9	26.1	11.8	13.3	13.7
Decide on which islands to visit	11.9	25.2	26.3	12.0	13.3	11.4
Set date for the trip	12.7	30.0	28.2	13.0	10.1	6.0
Make airline reservations	15.5	38.7	28.2	10.9	5.5	1.2
Purchase tickets	16.4	38.9	28.0	10.2	5.6	0.9
Make accommodation reservations	16.0	35.8	24.8	10.4	8.2	4.8
Make rental car reservations	30.9	39.3	18.4	6.4	3.8	1.3
Purchase tour or attraction packages	69.1	19.1	7.6	2.1	0.7	1.4

Source: Hawai'i Tourism Authority

**Table 6.3 Trip Planning & Booking Timetable – U.S. East – 2011**  
**[Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	6.4	22.8	25.5	12.2	17.4	15.7
Decide to visit Hawaii	6.5	23.8	25.4	11.4	14.4	18.5
Decide on which islands to visit	9.4	25.6	26.9	12.2	14.0	11.8
Set date for the trip	9.9	29.8	29.0	12.4	11.7	7.1
Make airline reservations	12.2	40.5	27.4	10.8	7.4	1.7
Purchase tickets	13.5	40.6	26.5	10.6	7.2	1.5
Make accommodation reservations	12.8	37.3	25.4	11.9	9.0	3.6
Make rental car reservations	30.7	36.4	19.6	7.6	5.0	0.8
Purchase tour or attraction packages	63.8	19.5	10.6	2.7	2.5	1.0

Source: Hawai'i Tourism Authority

**Table 6.4 Trip Planning & Booking Timetable – Japan – 2011**  
[Percentage of Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	7.2	38.5	30.0	8.2	7.0	9.1
Decide to visit Hawaii	8.6	41.6	27.1	7.8	6.2	8.7
Decide on which islands to visit	10.8	44.0	25.9	7.0	5.2	7.1
Set date for the trip	13.4	50.4	24.1	5.8	4.1	2.2
Make airline reservations	15.4	57.9	20.5	3.5	2.2	0.5
Purchase tickets	19.9	58.8	16.7	2.7	1.6	0.4
Make accommodation reservations	15.5	57.0	19.3	4.1	2.8	1.3
Make rental car reservations	50.8	37.5	8.8	1.4	0.7	0.8
Purchase tour or attraction packages	59.5	33.5	5.6	0.9	0.1	0.3

Source: Hawai'i Tourism Authority

**Table 6.5 Trip Planning & Booking Timetable – Canada – 2011**  
[Percentage of Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	9.7	28.6	26.0	11.8	12.7	11.3
Decide to visit Hawaii	11.0	28.0	25.2	12.0	12.0	11.8
Decide on which islands to visit	13.5	29.4	25.6	11.1	11.9	8.5
Set date for the trip	13.1	33.5	26.2	12.2	10.7	4.2
Make airline reservations	15.7	39.6	28.2	10.8	4.6	1.1
Purchase tickets	16.4	39.8	27.6	11.0	4.3	0.9
Make accommodation reservations	17.8	36.0	25.0	10.7	7.9	2.6
Make rental car reservations	35.7	38.5	17.2	5.3	2.4	1.0
Purchase tour or attraction packages	77.4	14.3	6.6	0.5	0.3	0.9

Source: Hawai'i Tourism Authority

**Table 6.6 Trip Planning & Booking Timetable – Europe – 2011**  
[Percentage of Visitors]

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	5.7	19.6	23.2	14.6	15.9	21.1
Decide to visit Hawaii	4.1	21.8	26.0	15.8	11.7	20.6
Decide on which islands to visit	8.8	24.5	27.1	14.6	14.3	10.7
Set date for the trip	8.7	25.6	23.2	17.5	13.2	11.8
Make airline reservations	10.5	33.5	23.5	17.2	10.1	5.2
Purchase tickets	10.9	34.1	24.8	15.5	9.5	5.1
Make accommodation reservations	19.7	27.4	24.3	14.3	8.4	5.9
Make rental car reservations	39.6	31.0	15.7	5.5	3.3	4.9
Purchase tour or attraction packages	60.0	15.7	8.9	5.0	3.9	6.6

Source: Hawai'i Tourism Authority

**Table 6.7 Trip Planning & Booking Timetable – Oceania – 2011**  
**[Percentage of Visitors]**

	Time Before Departure					
	Less than 1 month	1 to 3 months	4 to 6 months	7 to 9 months	10 to 12 months	More than 1 year
Decide to take vacation/pleasure trip	0.6	1.7	22.3	11.6	13.0	50.8
Decide to visit Hawaii	0.7	10.2	15.8	16.7	8.8	47.8
Decide on which islands to visit	1.9	11.4	21.8	13.8	7.4	43.6
Set date for the trip	1.4	15.8	15.7	16.2	6.1	44.8
Make airline reservations	2.1	16.4	22.9	15.5	9.4	33.6
Purchase tickets	3.3	23.1	19.4	11.2	9.4	33.5
Make accommodation reservations	5.8	18.7	20.9	12.6	8.4	33.6
Make rental car reservations	22.9	27.2	15.3	5.4	1.7	27.4
Purchase tour or attraction packages	42.5	20.2	3.2	1.2	0.2	32.7

Source: Hawai'i Tourism Authority

**Table 6.8 Island Visitation Decision Timetable – 2011**  
**[Percentage of Visitors by MMA]**

		U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Decide on Oahu	Decide before arrival in Hawaii	98.0	98.7	97.2	99.4	94.1	96.0	99.2
	Decide after arrival in Hawaii	2.0	1.3	2.8	0.6	5.9	4.0	0.8
Decide on Maui	Decide before arrival in Hawaii	98.7	98.9	98.2	93.3	96.9	96.0	96.7
	Decide after arrival in Hawaii	1.3	1.1	1.8	6.7	3.1	4.0	3.3
Decide on Molokai	Decide before arrival in Hawaii	78.1	68.8	91.7	69.9	70.0	65.8	93.7
	Decide after arrival in Hawaii	21.9	31.2	8.3	30.1	30.0	34.2	6.3
Decide on Lanai	Decide before arrival in Hawaii	71.4	74.6	67.2	77.5	49.2	60.0	75.1
	Decide after arrival in Hawaii	28.6	25.4	32.8	22.5	50.8	40.0	24.9
Decide on Hilo	Decide before arrival in Hawaii	88.2	85.0	91.5	87.8	79.4	93.7	88.5
	Decide after arrival in Hawaii	11.8	15.0	8.5	12.2	20.6	6.3	11.5
Decide on Kona	Decide before arrival in Hawaii	96.0	96.3	95.6	96.6	96.8	97.5	93.4
	Decide after arrival in Hawaii	4.0	3.7	4.4	3.4	3.2	2.5	6.6
Decide on Kauai	Decide before arrival in Hawaii	96.2	96.7	95.3	89.5	95.4	98.9	95.6
	Decide after arrival in Hawaii	3.8	3.3	4.7	10.5	4.6	1.1	4.4

Source: Hawai'i Tourism Authority

**Table 6.9 Sources of Information Used for Trip Planning – 2011**  
**[Percentage of Visitors by MMA]**

	U.S. Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Internet	77.0	76.7	77.7	58.7	83.9	72.5	71.2
Personal experience	44.0	48.0	36.8	35.3	38.8	20.2	28.0
Friends/relatives	32.9	30.3	37.6	26.6	37.6	31.7	28.4
Travel agents	18.7	15.5	24.6	60.4	25.3	50.1	70.7
Books	16.4	13.9	20.9	33.0	20.1	31.5	9.6
Hotels/resorts	19.9	18.3	22.9	12.7	21.1	13.3	19.4
Airlines	20.3	20.9	19.2	12.0	20.9	13.8	10.6
Magazines	5.9	5.3	7.1	37.2	6.2	5.9	6.3
Wholesalers	8.7	7.3	11.2	15.8	6.1	17.8	6.3
Hawaii Visitors & Convention Bureau	8.7	6.8	12.2	11.1	13.3	6.5	7.6
Information - None	2.8	2.7	3.0	1.8	2.4	0.8	0.9
Newspapers	1.6	1.7	1.4	2.5	1.3	0.9	3.4

Source: Hawai'i Tourism Authority

**Table 6.10 Sources of Information Used for Trip Planning – U.S. Total – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	77.0	79.7	80.1	81.4	79.2	72.8	78.6	76.5
Personal experience	44.0	30.0	46.6	26.8	38.3	52.4	6.5	57.6
Friends/relatives	32.9	49.5	34.5	51.1	33.0	25.2	54.1	25.2
Airlines	20.3	14.3	23.0	11.9	17.4	23.6	14.6	22.4
Hotels/resorts	19.9	23.0	21.6	19.6	19.5	19.1	20.6	19.7
Travel agents	18.7	23.9	16.6	12.8	19.7	20.2	26.7	15.8
Books	16.4	28.3	17.0	17.4	16.1	14.7	21.4	14.6
Hawaii's visitor bureaus	8.7	14.3	8.7	8.5	9.6	7.6	12.3	7.4
Wholesalers	8.7	15.9	7.3	11.0	9.1	7.8	13.6	6.9
Magazines	5.9	10.5	5.9	8.7	4.9	5.4	7.6	5.3
Information - None	2.8	2.1	3.6	4.5	1.6	2.7	3.2	2.7
Newspapers	1.6	2.2	0.8	1.2	1.2	2.2	1.5	1.6

Source: Hawai'i Tourism Authority

**Table 6.11 Sources of Information Used for Trip Planning – U.S. West – 2011**  
**[[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	76.7	74.4	78.9	83.7	78.8	72.6	77.6	76.5
Personal experience	48.0	39.8	48.0	28.4	42.1	57.5	8.2	57.0
Friends/relatives	30.3	43.7	31.4	47.9	30.1	23.7	54.2	24.8
Airlines	20.9	14.1	22.8	11.8	18.8	24.2	13.0	22.7
Hotels/resorts	18.3	11.1	20.2	19.4	17.2	18.2	17.5	18.4
Travel Agents	15.5	17.8	15.6	11.0	14.8	16.8	21.0	14.2
Books	13.9	20.4	15.5	16.8	11.2	13.2	17.1	13.2
Wholesalers	7.3	14.3	6.1	11.4	7.7	6.0	10.8	6.5
Hawaii's visitor bureaus	6.8	9.8	7.4	4.7	7.6	6.2	8.9	6.3
Magazines	5.3	10.6	4.4	7.2	4.2	5.4	7.8	4.7
Information - None	2.7	2.0	3.8	3.2	1.4	2.8	2.9	2.6
Newspapers	1.7	2.5	0.0	1.4	1.4	2.7	1.7	1.6

Source: Hawai'i Tourism Authority

**Table 6.12 Sources of Information Used for Trip Planning – U.S. East – 2011**  
**[[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	77.7	85.9	82.8	77.2	79.8	73.1	79.3	76.5
Friends/relatives	37.6	56.4	41.7	57.1	37.6	28.0	54.0	26.0
Personal experience	36.8	18.5	43.4	23.9	32.1	43.1	5.2	59.2
Travel Agents	24.6	31.1	19.0	16.2	27.7	26.2	31.3	19.8
Hotels/resorts	22.9	36.9	24.9	19.9	23.1	20.8	23.1	22.8
Books	20.9	37.5	20.4	18.5	24.0	17.4	24.8	18.1
Airlines	19.2	14.5	23.5	12.2	15.1	22.6	15.9	21.5
Hawaii's visitor bureaus	12.2	19.6	11.7	15.5	12.8	10.1	15.0	10.2
Wholesalers	11.2	17.7	9.9	10.3	11.4	11.0	15.8	8.0
Magazines	7.1	10.3	9.3	11.3	6.0	5.4	7.5	6.9
Information - None	3.0	2.2	3.3	6.9	2.1	2.6	3.5	2.7
Newspapers	1.4	1.7	2.6	0.9	0.9	1.3	1.3	1.4

Source: Hawai'i Tourism Authority

**Table 6.13 Sources of Information Used for Trip Planning – Japan – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Travel Agents	60.4	84.9	54.0	68.5	52.8	57.2	74.1	50.7
Internet	58.7	56.6	71.4	66.8	68.6	44.1	52.8	62.8
Magazines	37.2	47.3	41.8	49.5	39.3	25.9	39.9	35.3
Personal Experience	35.3	10.6	46.2	26.1	42.5	37.1	5.6	56.1
Books	33.0	40.9	38.4	43.3	36.0	22.2	37.0	30.2
Friends/relatives	26.6	43.8	24.5	39.6	20.7	20.9	39.6	17.5
Wholesalers	15.8	18.2	14.3	18.1	14.0	16.1	17.9	14.4
Hotels/resorts	12.7	9.0	19.3	10.5	14.9	10.3	8.7	15.4
Airlines	12.0	9.1	14.5	11.0	14.2	10.8	9.3	13.9
Hawaii's visitor bureaus	11.1	8.9	12.8	11.8	15.7	7.7	8.1	13.1
Newspapers	2.5	0.4	0.6	1.7	1.8	4.8	1.7	3.0
Information - None	1.8	0.5	1.2	1.4	2.4	2.3	1.5	2.1

Source: Hawai'i Tourism Authority

**Table 6.14 Sources of Information Used for Trip Planning – Canada – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	83.9	89.8	91.0	90.1	84.6	76.8	86.1	82.6
Personal experience	38.8	16.3	42.2	20.8	33.7	48.3	4.8	58.7
Friends/relatives	37.6	53.8	41.6	58.5	37.4	27.1	54.4	27.8
Travel Agents	25.3	46.5	18.7	15.0	26.6	29.5	30.7	22.1
Hotels/resorts	21.1	35.1	23.7	19.1	17.4	21.4	22.3	20.4
Airlines	20.9	10.8	24.9	17.9	19.0	21.9	15.2	24.3
Books	20.1	43.3	21.4	19.5	22.1	16.0	26.4	16.4
Hawaii's visitor bureaus	13.3	19.3	17.4	12.2	14.3	10.0	16.5	11.4
Magazines	6.2	7.7	5.5	9.0	5.1	6.3	7.9	5.3
Wholesalers	6.1	7.5	4.5	8.0	6.4	6.1	8.5	4.7
Information - None	2.4	0.0	1.1	1.7	4.8	2.0	3.9	1.5
Newspapers	1.3	0.0	1.5	0.3	0.5	2.2	1.4	1.2

Source: Hawai'i Tourism Authority

**Table 6.15 Sources of Information Used for Trip Planning – Europe – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	72.5	77.7	83.3	86.0	71.2	55.0	74.3	68.5
Travel Agents	50.1	63.8	52.1	34.2	48.6	59.1	54.7	39.7
Friends/relatives	31.7	13.9	35.7	44.9	32.3	25.9	35.7	22.3
Books	31.5	29.2	35.0	30.8	29.6	34.4	33.1	27.6
Personal experience	20.2	7.6	19.2	17.0	26.5	20.7	3.5	58.7
Wholesalers	17.8	31.2	16.3	3.4	13.7	30.4	18.4	16.3
Airlines	13.8	5.0	21.0	14.4	19.4	6.8	10.0	22.6
Hotels/resorts	13.3	7.1	30.5	15.6	13.4	6.9	12.1	15.9
Hawaii's visitor bureaus	6.5	5.4	11.6	7.3	4.7	7.0	6.5	6.6
Magazines	5.9	7.4	11.5	4.9	2.5	8.5	6.6	4.3
Newspapers	0.9	1.1	0.0	0.5	1.3	1.2	1.0	0.9
Information - None	0.8	0.0	0.0	0.5	1.5	0.9	1.0	0.4

Source: Hawai'i Tourism Authority

**Table 6.16 Sources of Information Used for Trip Planning – Oceania – 2011**  
**[Percentage of Visitors by Lifestyle/Lifestage and Visitation Status]**

	Total	Lifestyle/Lifestage Segments					Visitation Status	
		Wedding / Honey- moon	Family	Young	Middle age	Seniors	First timers	Repeat visitors
Internet	71.2	75.9	79.5	82.7	73.0	62.1	70.6	72.0
Travel agents	70.7	86.5	73.3	64.3	67.0	71.7	80.7	58.0
Friends/relatives	28.4	39.2	22.4	53.1	29.6	21.6	37.3	17.1
Personal experience	28.0	8.7	40.2	11.6	23.4	32.1	7.0	54.5
Hotels/resorts	19.4	14.8	30.2	19.4	15.2	17.3	19.9	18.8
Airlines	10.6	6.0	11.3	10.5	6.1	13.5	5.5	17.0
Books	9.6	9.1	10.2	11.8	13.7	6.2	11.3	7.4
Hawaii's visitor bureaus	7.6	2.3	7.3	13.0	8.0	6.6	7.7	7.5
Magazines	6.3	13.2	4.9	6.9	5.3	6.5	8.7	3.2
Wholesalers	6.3	4.7	2.0	5.2	9.9	6.7	6.9	5.5
Newspapers	3.4	0.0	2.7	2.3	4.4	4.0	4.5	2.1
Information - None	0.9	0.0	0.4	1.4	2.1	0.5	1.1	0.7

Source: Hawai'i Tourism Authority



**Table 6.17 Internet Usage for Trip Planning – 2011**  
**[Percentage of Visitors Who Used Internet by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
Make airline reservations	84.4	87.2	79.1	39.6	78.7	56.9	43.3
Make hotel reservations	57.2	58.7	54.5	30.7	67.7	47.9	59.7
Rental car reservations	61.4	64.4	55.9	16.4	60.0	42.0	18.7
Find hotel or place to stay	46.2	45.6	47.2	67.5	62.8	55.1	75.7
Find things to do	50.8	45.2	61.1	42.7	59.3	65.7	62.6
Estimate costs	55.4	54.2	57.6	17.3	59.8	48.2	57.3
Find recreational activities	40.7	36.8	47.9	37.4	45.0	27.1	35.2
Maps and directions	37.9	36.2	41.1	33.1	44.0	35.7	32.4
Locate sightseeing places	32.4	27.7	41.2	40.8	40.4	49.7	36.7
Find good restaurant	31.1	29.3	34.4	39.1	31.0	21.7	15.5
Locate shopping places	10.6	9.4	12.9	43.1	19.9	12.8	33.6
Internet - Book tours and activities	18.7	16.2	23.5	1.4	18.7	17.7	18.1
Find evening activities	14.0	11.9	17.9	6.1	17.5	11.3	10.2

Source: Hawai'i Tourism Authority

**Table 6.18 Usage of Travel Agent by MMA – 2011**  
**[Percentage of Visitors Who Used Travel Agents by MMA]**

	<b>U.S. Total</b>	<b>U.S. West</b>	<b>U.S. East</b>	<b>Japan</b>	<b>Canada</b>	<b>Europe</b>	<b>Oceania</b>
Make airline reservations	80.4	81.8	78.8	79.3	82.4	81.6	91.7
Make hotel arrangements	65.8	62.1	70.1	82.3	55.6	75.4	72.7
Help in choosing the airline	42.9	38.9	47.5	41.9	43.9	47.5	53.3
Make rental car reservations	55.3	60.0	49.7	5.0	26.2	30.4	12.7
Help in purchasing your packages	19.7	15.8	24.3	42.3	7.8	18.5	16.0
Help in planning activities	17.2	11.5	24.0	37.7	9.6	14.2	15.8
Help in deciding travel to Hawai'i	8.6	5.7	12.0	10.0	8.1	14.8	10.1

Source: Hawai'i Tourism Authority