

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2008 AND 2009

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	Visitors from U.S. west 1/		Visitors from U.S. east 2/		Visitors from Japan	
	2008	2009	2008	2009	2008	2009
All items	146.2	133.3	183.4	165.6	288.3	268.3
Total food and beverage	32.4	30.8	37.7	35.9	45.2	43.0
Restaurant food	21.1	19.8	26.3	25.2	31.6	30.1
Dinner shows and cruises	3.0	2.8	4.5	4.0	5.3	4.8
Groceries and snacks	8.3	8.2	7.0	6.8	8.3	8.2
Entertainment & recreation 3/	13.8	12.8	19.9	18.1	22.0	20.7
Total transportation	15.3	15.4	18.8	18.9	11.4	10.5
Interisland airfare	1.7	1.5	3.9	3.6	3.0	2.3
Ground transportation	0.7	0.7	1.0	1.0	4.8	4.7
Rental vehicles	11.2	11.8	11.9	12.7	3.1	3.1
Gasoline, parking, etc.	1.7	1.4	2.0	1.7	0.4	0.4
Total shopping	19.0	16.3	21.2	19.5	100.8	98.8
Fashion and clothing	7.2	6.3	7.3	6.9	27.0	26.9
Jewelry and watches	4.3	3.2	5.1	4.3	12.9	12.3
Cosmetics, perfume	0.3	0.3	0.3	0.2	5.7	5.5
Leather goods	0.6	0.5	0.5	0.6	34.0	33.5
Hawaii food products	2.2	2.1	2.1	2.1	11.9	11.8
Souvenirs	4.4	3.9	6.0	5.4	9.3	8.9
Lodging	60.4	54.4	72.5	64.2	89.6	76.9
All other expenses 4/	5.4	3.4	13.3	9.0	19.4	18.4

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2008 AND 2009 -- Con.

Expenditure type	Visitors from Canada		Visitors from Europe 5/		Visitors from Oceania 6/	
	2008	2009	2008	2009	2008	2009
All items	153.4	143.0	168.8	144.3	216.1	202.9
Total food and beverage	32.6	30.1	34.6	31.1	48.9	42.7
Restaurant food	20.1	17.5	24.4	22.9	35.1	30.1
Dinner shows and cruises	3.1	3.1	2.8	1.7	5.2	4.5
Groceries and snacks	9.4	9.5	7.4	6.4	8.5	8.1
Entertainment & recreation 3/	12.6	11.9	15.3	12.3	19.4	19.5
Total transportation	14.5	15.2	19.3	19.6	16.2	14.1
Interisland airfare	1.9	1.7	5.3	5.2	5.2	3.5
Ground transportation	1.0	0.9	1.9	1.4	3.2	3.2
Rental vehicles	10.0	11.0	10.8	11.6	6.8	6.2
Gasoline, parking, etc.	1.6	1.5	1.3	1.4	1.1	1.1
Total shopping	18.4	17.1	20.6	16.3	56.0	50.4
Fashion and clothing	9.2	8.4	9.6	8.7	32.5	28.7
Jewelry and watches	3.0	2.9	3.4	1.8	8.4	7.5
Cosmetics, perfume	0.4	0.2	0.6	0.3	3.7	3.4
Leather goods	0.5	0.5	0.7	0.7	3.2	3.2
Hawaii food products	1.5	1.6	1.3	1.2	1.0	1.3
Souvenirs	3.8	3.4	4.9	3.5	7.2	6.3
Lodging	67.0	63.0	71.4	60.5	69.4	68.3
All other expenses 4/	8.2	5.8	7.6	4.5	6.3	7.9

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2008 AND 2009 -- Con.

Expenditure type	Visitors from other Asia 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2008	2009	2008	2009	2008	2009
All items	221.9	208.0	219.2	184.9	173.3	165.5
Total food and beverage	38.3	39.0	40.6	33.4	34.5	36.4
Restaurant food	25.7	28.3	24.9	24.5	24.0	24.3
Dinner shows and cruises	5.8	5.7	7.2	3.8	3.2	3.6
Groceries and snacks	6.8	5.0	8.5	5.1	7.4	8.5
Entertainment & recreation 3/	22.8	22.0	28.6	17.2	15.1	14.8
Total transportation	21.9	19.1	22.5	23.8	20.1	16.4
Interisland airfare	9.6	6.5	7.4	8.4	5.8	3.0
Ground transportation	2.5	2.7	2.4	1.1	2.3	3.1
Rental vehicles	8.6	9.0	11.2	12.4	10.1	9.0
Gasoline, parking, etc.	1.2	0.9	1.6	1.8	2.0	1.4
Total shopping	63.8	61.0	41.5	33.0	35.8	35.9
Fashion and clothing	23.3	23.4	16.6	16.8	20.3	15.8
Jewelry and watches	11.5	7.7	15.8	5.2	3.9	7.0
Cosmetics, perfume	5.4	4.8	1.1	0.9	2.4	1.9
Leather goods	12.6	14.3	0.2	3.5	1.6	2.6
Hawaii food products	5.8	5.9	1.5	1.0	2.2	2.7
Souvenirs	5.3	4.8	6.3	5.6	5.2	5.9
Lodging	65.9	57.2	74.4	58.1	58.0	52.7
All other expenses 4/	9.3	9.7	11.5	19.5	9.8	9.2

1/ Pacific and Mountain States of the United States.

2/ All other States in the continental United States not included in U.S. West.

3/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

4/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

5/ Includes United Kingdom, Germany, France, Italy, and Switzerland.

6/ Includes Australia and New Zealand.

7/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.

8/ Includes Argentina, Brazil, and Mexico.

9/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.