

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2009

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	6,420,448	1/ 4,024,888	(2/)
Average daily visitors census	165,082	1/ 67,435	40.8
Visitors units	75,188	28,567	38.0
Occupied units (average)	50,000	21,397	42.8
Total visitor expenditures (\$millions) 3/	11,587	4,959	42.8

1/ Estimated as a proportion of Oahu.

2/ Because many visitors tour more than one island, percent is not applicable.

3/ Includes a portion of the overseas airfare supporting Hawaii-based airline services.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.