

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1951 TO 2010

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Dollars. Unweighted averages for mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1951	28.00	(NA)	1995	132.73	356.15
1960-61	32.00	(NA)	1996	137.04	286.89
1965-66 1/	37.23	(NA)	1997	157.07	279.58
1974	46.20	123.00	1998	147.37	235.25
1977	54.62	146.85	1999	148.91	207.46
1980	71.24	185.00	2000	154.92	214.20
1983	85.88	227.32	2001	142.75	227.05
1986	95.40	299.00	2002	150.39	233.13
1987	102.49	324.00	2003	157.18	240.09
1988	121.44	350.00	2004	157.95	251.47
1989	126.57	322.00	2005	160.79	255.42
1990	136.30	294.04	2006	166.28	266.47
1991	140.54	344.29	2007	170.29	268.83
1992	117.14	344.68	2008	161.01	288.33
1993	116.15	306.54	2009	145.70	268.33
1994	133.79	340.88	2010	151.62	261.10

NA Not available.

1/ Oahu only.

Source: Hawaii Visitors Bureau, *1983 Visitor Expenditure Survey* (1985), p. 31; *1989 Expenditures, Westbound Visitors to Hawaii* (1990), pp. 29 and 30; *1991 Visitor Expenditure Report* (1992), pp. 6 and 68; *1992 Visitor Expenditure Report* (1993), p. 61; Hawaii Visitors & Convention Bureau, *Hawaii Visitors & Convention Bureau 1995 & 1996 Research Report*, pp.109-110, Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual); Hawaii Tourism Authority, Tourism Research and records.