

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2009 AND 2010

[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	
	2009	2010	2009	2010	2009	2010
All items	133.3	139.9	165.6	171.1	268.3	261.1
Total food and beverage	30.8	32.7	35.9	38.0	43.0	42.8
Restaurant food	19.8	21.6	25.2	27.0	30.1	30.0
Dinner shows and cruises	2.8	3.1	4.0	4.3	4.8	4.7
Groceries and snacks	8.2	8.0	6.8	6.7	8.2	8.1
Entertainment & recreation 3/	12.8	12.6	18.1	17.6	20.7	19.5
Total transportation	15.4	16.3	18.9	20.6	10.5	10.6
Interisland airfare	1.5	2.0	3.6	4.5	2.3	2.1
Ground transportation	0.7	0.7	1.0	1.0	4.7	4.6
Rental vehicles	11.8	12.1	12.7	13.2	3.1	3.5
Gasoline, parking, etc.	1.4	1.5	1.7	1.9	0.4	0.4
Total shopping	16.3	16.1	19.5	18.9	98.8	91.7
Fashion and clothing	6.3	6.2	6.9	7.0	26.9	24.3
Jewelry and watches	3.2	3.2	4.3	3.9	12.3	12.4
Cosmetics, perfume	0.3	0.2	0.2	0.2	5.5	5.2
Leather goods	0.5	0.5	0.6	0.5	33.5	29.7
Hawaii food products	2.1	2.1	2.1	2.1	11.8	11.7
Souvenirs	3.9	3.8	5.4	5.2	8.9	8.5
Lodging	54.4	58.2	64.2	66.5	76.9	78.2
All other expenses 4/	3.4	4.1	9.0	9.4	18.4	18.4

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2009 AND 2010 -- Con.

Expenditure type	Visitors from Canada		Visitors from Europe 5/		Visitors from Oceania 6/	
	2009	2010	2009	2010	2009	2010
All items	143.0	145.0	144.3	159.0	202.9	206.9
Total food and beverage	30.1	30.9	31.1	35.1	42.7	42.5
Restaurant food	17.5	18.2	22.9	25.4	30.1	30.1
Dinner shows and cruises	3.1	3.2	1.7	3.0	4.5	4.5
Groceries and snacks	9.5	9.5	6.4	6.7	8.1	7.9
Entertainment & recreation 3/	11.9	12.6	12.3	13.4	19.5	18.3
Total transportation	15.2	15.3	19.6	22.1	14.1	14.4
Interisland airfare	1.7	1.6	5.2	6.7	3.5	3.9
Ground transportation	0.9	0.9	1.4	1.9	3.2	3.2
Rental vehicles	11.0	11.4	11.6	12.0	6.2	6.3
Gasoline, parking, etc.	1.5	1.5	1.4	1.6	1.1	1.0
Total shopping	17.1	17.2	16.3	15.3	50.4	53.7
Fashion and clothing	8.4	8.7	8.7	7.5	28.7	30.5
Jewelry and watches	2.9	2.7	1.8	2.1	7.5	8.2
Cosmetics, perfume	0.2	0.3	0.3	0.3	3.4	4.3
Leather goods	0.5	0.5	0.7	0.5	3.2	3.3
Hawaii food products	1.6	1.6	1.2	1.0	1.3	1.4
Souvenirs	3.4	3.4	3.5	3.8	6.3	6.0
Lodging	63.0	63.0	60.5	69.2	68.3	70.0
All other expenses 4/	5.8	6.0	4.5	3.8	7.9	8.1

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2009 AND 2010 -- Con.

Expenditure type	Visitors from other Asia 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2009	2010	2009	2010	2009	2010
All items	208.0	226.0	184.9	212.4	165.5	167.8
Total food and beverage	39.0	43.4	33.4	41.3	36.4	33.4
Restaurant food	28.3	30.4	24.5	29.8	24.3	21.6
Dinner shows and cruises	5.7	6.8	3.8	6.1	3.6	3.6
Groceries and snacks	5.0	6.3	5.1	5.4	8.5	8.2
Entertainment & recreation 3/	22.0	21.7	17.2	18.6	14.8	13.7
Total transportation	19.1	19.4	23.8	27.6	16.4	18.2
Interisland airfare	6.5	7.0	8.4	10.2	3.0	3.2
Ground transportation	2.7	3.4	1.1	1.5	3.1	3.0
Rental vehicles	9.0	7.6	12.4	13.6	9.0	10.4
Gasoline, parking, etc.	0.9	1.4	1.8	2.3	1.4	1.6
Total shopping	61.0	73.0	33.0	37.5	35.9	37.6
Fashion and clothing	23.4	24.1	16.8	19.6	15.8	16.0
Jewelry and watches	7.7	8.1	5.2	4.8	7.0	6.6
Cosmetics, perfume	4.8	7.0	0.9	0.8	1.9	1.4
Leather goods	14.3	21.3	3.5	4.3	2.6	2.6
Hawaii food products	5.9	6.6	1.0	1.1	2.7	3.4
Souvenirs	4.8	5.9	5.6	6.9	5.9	7.7
Lodging	57.2	62.3	58.1	68.1	52.7	58.4
All other expenses 4/	9.7	6.0	19.5	19.4	9.2	6.4

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 Hawaii 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.