

**Table 7.26-- TOTAL VISITOR EXPENDITURES 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 millions of dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	2009	2010	Percent change
All items	9,993.2	11,166.3	11.7
Total food and beverage	2,061.2	2,336.9	13.4
Restaurant food	1,381.2	1,584.9	14.8
Dinner shows and cruises	207.3	243.3	17.4
Groceries and snacks	472.7	508.7	7.6
Entertainment & recreation	939.1	995.4	6.0
Total transportation	967.1	1,117.7	15.6
Interisland airfare	150.6	196.2	30.4
Ground transportation	89.1	98.1	10.1
Rental vehicles	645.3	727.4	12.7
Gasoline, parking, etc.	82.1	95.9	16.8
Total shopping	1,753.5	1,872.4	6.8
Fashion and clothing	618.2	666.6	7.8
Jewelry and watches	294.1	312.7	6.3
Cosmetics, perfume	64.0	70.8	10.5
Leather goods	279.8	282.7	1.0
Hawaii food products	194.4	212.4	9.3
Souvenirs	302.9	327.3	8.0
Lodging	3,653.1	4,172.3	14.2
All other expenses 1/	445.5	494.2	10.9
Supplemental business	173.7	177.3	2.1

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.

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.