

**Table 7.27-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM U.S. WEST, U.S. EAST, AND JAPAN, BY VISITOR OR TRIP CHARACTERISTICS: 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]

Visitor or trip characteristics	Visitors from US west 1/		Visitors from US east 2/		Visitors from Japan	
	2009	2010	2009	2010	2009	2010
All visitors	133.3	139.9	165.6	171.1	268.3	261.1
Group tour status 3/						
Organized group tour	178.1	208.4	226.5	201.6	273.2	268.6
Individually arranged	132.9	139.6	164.2	170.5	266.1	0.0
Arrived on package tour 3/						
Yes	168.0	170.7	208.8	207.0	292.7	284.3
No	126.0	132.7	145.6	150.4	195.3	0.0
Accommodations						
Hotel	179.6	184.0	211.4	214.1	287.2	280.5
Condo	134.0	138.3	153.7	162.9	181.4	182.1
Guests of friends and relatives	59.3	68.1	70.0	75.6	101.3	93.6
Timeshare	103.3	108.8	124.8	124.7	159.7	150.1
Previous visits 3/						
First trip	146.4	150.3	182.7	183.2	297.7	285.2
Repeat visitors	132.9	137.8	157.0	164.4	250.7	246.7
Purpose of trip						
Pleasure	134.9	140.2	161.3	168.4	246.3	241.2
Business, meetings, conventions, incentive	176.2	185.6	222.3	230.6	220.7	233.4
On honeymoon	187.8	193.3	252.0	250.4	366.4	345.6

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/ A new methodology for U.S. West and U.S. East resulted in figures that are non-comparable in 2007 *Data Book* or earlier.

Source: Hawaii Tourism Authority, Tourism Research and records.