

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2010

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	6,982,425	1/ 4,328,849	(2/)
Average daily visitor census	179,721	1/ 73,334	40.8
Visitors units	75,048	28,546	38.0
Occupied units (average)	53,134	22,352	42.1
Total visitor expenditures (\$millions) 3/	12,896	5,425	42.1

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.