

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-61 TO 2012

[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
1960-61	32.00	(NA)	1997	157.07	279.58
1965-66 1/	37.23	(NA)	1998	147.37	235.25
1974	46.20	123.00	1999	148.91	207.46
1977	54.62	146.85	2000	154.92	214.20
1980	71.24	185.00	2001	142.75	227.05
1983	85.88	227.32	2002	150.39	233.13
1986	95.40	299.00	2003	157.18	240.09
1987	102.49	324.00	2004	157.95	251.47
1988	121.44	350.00	2005	160.79	255.42
1989	126.57	322.00	2006	166.28	266.47
1990	136.30	294.04	2007	170.29	268.83
1991	140.54	344.29	2008	161.01	288.33
1992	117.14	344.68	2009	145.70	268.33
1993	116.15	306.54	2010	151.62	261.10
1994	133.79	340.88	2011	157.81	289.10
1995	132.73	356.15	2012	167.09	310.10
1996	137.04	286.89			

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.