

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2011 AND 2012

[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		Visitors from Canada	
	2011	2012	2011	2012	2011	2012	2011	2012
All items	144.0	152.3	180.9	192.4	289.1	310.1	150.0	157.4
Total food and beverage	33.7	34.4	40.8	41.7	45.5	50.0	31.4	31.9
Restaurant food	22.4	22.8	29.2	30.3	32.6	37.3	18.3	18.8
Dinner shows and cruises	3.1	3.1	4.4	4.4	4.7	4.6	3.1	2.9
Groceries and snacks	8.3	8.5	7.2	7.0	8.2	8.0	10.0	10.3
Entertainment & recreation	13.0	13.4	18.7	19.1	19.6	19.9	12.8	12.9
Total transportation	16.4	17.2	20.3	21.5	11.3	11.1	15.5	16.9
Interisland airfare	1.8	1.6	3.7	4.2	2.4	2.5	1.4	1.4
Ground transportation	0.7	0.8	1.0	1.0	4.8	4.7	1.0	1.0
Rental vehicles	12.2	13.2	13.7	14.3	3.7	3.5	11.5	12.6
Gasoline, parking, etc.	1.6	1.6	1.9	1.9	0.4	0.4	1.7	1.8
Total shopping	16.2	16.4	19.8	19.7	102.2	96.1	18.4	17.8
Fashion and clothing	6.2	6.3	7.0	6.9	26.9	26.0	9.3	8.9
Jewelry and watches	3.1	2.9	4.3	4.3	13.7	11.7	2.9	2.8
Cosmetics, perfume	0.3	0.2	0.3	0.3	6.0	5.4	0.3	0.3
Leather goods	0.6	0.7	0.7	0.5	34.2	31.8	0.8	0.7
Hawaii food products	2.2	2.3	2.1	2.3	12.4	12.6	1.8	1.8
Souvenirs	3.9	3.9	5.4	5.4	9.0	8.6	3.3	3.4
Lodging	60.8	67.4	72.1	80.3	92.8	111.7	66.9	72.1
All other expenses 3/	4.0	3.5	9.2	10.1	17.7	21.3	4.9	5.8

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
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2011 AND 2012 -- Con.**

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 5/	
	2011 4/	2012	2011 4/	2012	2011	2012
All items	371.7	396.0	238.3	261.8	258.9	306.7
Total food and beverage	45.5	55.3	46.2	58.6	45.6	56.3
Restaurant food	27.8	40.7	32.8	47.0	32.4	43.8
Dinner shows and cruises	7.7	7.1	6.5	5.4	5.6	5.9
Groceries and snacks	10.0	7.5	6.8	6.2	7.5	6.6
Entertainment & recreation	30.1	31.1	23.3	25.0	25.6	26.8
Total transportation	21.3	26.0	19.7	20.8	21.5	22.7
Interisland airfare	8.8	8.9	8.0	8.4	7.8	8.4
Ground transportation	5.5	4.6	3.1	3.2	3.3	3.8
Rental vehicles	5.5	11.0	7.3	7.9	8.9	9.1
Gasoline, parking, etc.	1.5	1.5	1.3	1.3	1.6	1.4
Total shopping	193.8	193.6	75.1	76.6	86.2	117.2
Fashion and clothing	47.1	46.4	25.2	26.7	26.5	33.3
Jewelry and watches	44.5	47.8	6.5	4.1	14.2	19.8
Cosmetics, perfume	26.5	27.2	6.3	7.5	8.8	14.3
Leather goods	55.9	53.9	24.4	26.5	23.1	35.5
Hawaii food products	11.7	12.0	8.0	7.5	6.5	9.1
Souvenirs	8.1	6.2	4.7	4.4	7.2	5.2
Lodging	67.8	80.7	66.2	74.4	72.2	76.0
All other expenses 3/	13.2	9.3	7.8	6.4	7.8	7.7

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
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2011 AND 2012 -- Con.**

Expenditure type	Visitors from Australia		Visitors from New Zealand		Visitors from Oceania 6/	
	2011 4/	2012	2011 4/	2012	2011 4/	2012
All items	228.7	248.0	168.0	192.3	228.1	245.5
Total food and beverage	46.8	50.3	36.1	40.4	45.5	47.3
Restaurant food	33.2	37.2	23.9	27.2	32.5	34.8
Dinner shows and cruises	5.5	5.0	2.5	3.9	4.5	4.4
Groceries and snacks	8.1	8.1	9.7	9.3	8.5	8.2
Entertainment & recreation	21.9	21.9	12.3	17.6	21.1	21.3
Total transportation	13.2	14.3	12.6	13.6	14.5	14.8
Interisland airfare	4.4	4.2	3.7	3.1	4.0	3.9
Ground transportation	3.2	3.2	2.7	2.9	3.5	3.3
Rental vehicles	4.7	6.0	5.2	6.3	6.2	6.7
Gasoline, parking, etc.	0.8	0.8	1.1	1.3	0.8	0.8
Total shopping	67.9	70.0	43.9	48.8	63.3	59.2
Fashion and clothing	40.0	40.7	28.9	31.1	37.3	35.7
Jewelry and watches	8.8	9.7	4.8	6.0	8.0	7.5
Cosmetics, perfume	6.3	6.7	2.7	3.2	5.4	5.1
Leather goods	5.5	5.3	2.7	2.1	5.0	3.7
Hawaii food products	1.0	1.4	1.0	1.5	1.3	1.4
Souvenirs	6.1	6.1	3.7	4.9	6.2	5.8
Lodging	74.7	87.1	56.8	68.2	77.0	88.2
All other expenses 3/	4.3	4.4	6.1	3.8	6.8	14.6

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
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2011 AND 2012 -- Con.**

Expenditure type	Visitors from Europe 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2011	2012	2011	2012	2011	2012
All items	160.0	175.0	211.4	200.2	182.9	220.3
Total food and beverage	35.4	34.8	39.6	38.5	38.2	42.2
Restaurant food	25.9	24.7	28.3	27.3	26.4	26.3
Dinner shows and cruises	2.2	2.4	3.8	4.4	4.2	5.8
Groceries and snacks	7.3	7.6	7.5	6.7	7.5	10.1
Entertainment & recreation	14.7	14.8	19.9	19.7	14.5	17.9
Total transportation	21.6	23.5	23.4	29.4	17.8	19.9
Interisland airfare	5.4	6.8	5.3	9.2	3.7	4.2
Ground transportation	1.6	1.8	2.4	2.1	2.5	3.2
Rental vehicles	13.0	13.4	14.2	17.0	9.7	9.5
Gasoline, parking, etc.	1.6	1.6	1.5	1.1	1.9	3.0
Total shopping	17.0	18.4	40.0	39.0	35.2	66.2
Fashion and clothing	8.7	9.8	17.0	19.3	16.8	26.2
Jewelry and watches	2.1	2.2	7.1	4.7	4.3	7.8
Cosmetics, perfume	0.4	0.3	1.3	3.4	1.7	5.9
Leather goods	0.5	0.7	3.5	2.4	4.5	14.1
Hawaii food products	1.1	1.2	2.5	2.1	3.3	5.1
Souvenirs	4.2	4.1	8.7	7.0	4.6	7.2
Lodging	66.3	79.1	72.5	70.8	66.5	65.8
All other expenses 3/	4.9	4.4	16.0	2.9	10.7	8.2

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2011 AND 2012 -- Con.**

- 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/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.
- 4/ Expenditure for some categories were revised from previous *Data Book*.
- 5/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 6/ Includes Australia and New Zealand.
- 7/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 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, *Annual Visitor Research Report* (annual) and records.