

**Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2012 AND 2013**

[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	
	2012	2013	2012	2013	2012	2013	2012	2013
All items	152.3	156.5	192.4	198.9	310.1	275.7	157.4	164.1
Total food and beverage	34.4	34.0	41.7	41.5	50.0	49.6	31.9	32.7
Restaurant food	22.8	22.4	30.3	29.7	37.3	36.7	18.8	18.9
Dinner shows and cruises	3.1	2.9	4.4	4.3	4.6	4.4	2.9	3.0
Groceries and snacks	8.5	8.8	7.0	7.5	8.0	8.5	10.3	10.8
Entertainment & recreation	13.4	13.0	19.1	19.3	19.9	19.0	12.9	13.3
Total transportation	17.2	17.0	21.5	20.8	11.1	12.5	16.9	17.9
Interisland airfare	1.6	1.6	4.2	3.9	2.5	2.4	1.4	1.2
Ground transportation	0.8	0.7	1.0	1.1	4.7	6.1	1.0	0.9
Rental vehicles	13.2	13.2	14.3	14.1	3.5	3.6	12.6	14.3
Gasoline, parking, etc.	1.6	1.5	1.9	1.7	0.4	0.4	1.8	1.5
Total shopping	16.4	15.6	19.7	19.3	96.1	79.0	17.8	16.6
Fashion and clothing	6.3	6.1	6.9	7.0	26.0	21.5	8.9	8.8
Jewelry and watches	2.9	2.8	4.3	4.0	11.7	7.8	2.8	2.3
Cosmetics, perfume	0.2	0.3	0.3	0.3	5.4	4.4	0.3	0.4
Leather goods	0.7	0.5	0.5	0.6	31.8	25.9	0.7	0.5
Hawaii food products	2.3	2.4	2.3	2.5	12.6	12.2	1.8	1.6
Souvenirs	3.9	3.6	5.4	5.0	8.6	7.2	3.4	3.0
Lodging	67.4	72.6	80.3	87.0	111.7	101.6	72.1	77.7
All other expenses 3/	3.5	4.2	10.1	11.0	21.3	14.2	5.8	5.8

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:  
2012 AND 2013 -- Con.**

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 4/		Visitors from Oceania 5/	
	2012	2013	2012	2013	2012	2013	2012	2013
All items	396.0	394.0	261.8	268.2	306.7	312.5	245.5	259.5
Total food and beverage	55.3	53.1	58.6	60.0	56.3	56.6	47.3	49.2
Restaurant food	40.7	39.2	47.0	48.0	43.8	43.8	34.8	36.7
Dinner shows and cruises	7.1	7.0	5.4	5.7	5.9	6.2	4.4	4.3
Groceries and snacks	7.5	6.9	6.2	6.3	6.6	6.6	8.2	8.2
Entertainment & recreation	31.1	29.7	25.0	26.2	26.8	27.1	21.3	23.4
Total transportation	26.0	25.4	20.8	23.3	22.7	24.2	14.8	14.4
Interisland airfare	8.9	8.3	8.4	9.4	8.4	8.9	3.9	3.6
Ground transportation	4.6	5.8	3.2	3.0	3.8	4.1	3.3	3.6
Rental vehicles	11.0	9.8	7.9	9.4	9.1	9.6	6.7	6.6
Gasoline, parking, etc.	1.5	1.5	1.3	1.5	1.4	1.5	0.8	0.7
Total shopping	193.6	191.0	76.6	71.0	117.2	115.3	59.2	60.9
Fashion and clothing	46.4	58.8	26.7	25.4	33.3	37.9	35.7	37.9
Jewelry and watches	47.8	42.4	4.1	6.1	19.8	19.4	7.5	6.3
Cosmetics, perfume	27.2	26.0	7.5	4.7	14.3	12.5	5.1	5.5
Leather goods	53.9	46.9	26.5	24.3	35.5	32.1	3.7	4.6
Hawaii food products	12.0	11.9	7.5	7.0	9.1	9.1	1.4	1.6
Souvenirs	6.2	5.0	4.4	3.6	5.2	4.2	5.8	5.1
Lodging	80.7	77.0	74.4	84.8	76.0	80.5	88.2	97.0
All other expenses 3/	9.3	17.7	6.4	2.9	7.7	8.9	14.6	14.6

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:  
2012 AND 2013 -- Con.**

Expenditure type	Visitors from Europe 6/		Visitors from Latin America 7/		Visitors from other markets 8/	
	2012	2013	2012	2013	2012	2013
All items	175.0	176.9	200.2	222.2	220.3	214.2
Total food and beverage	34.8	33.4	38.5	42.1	42.2	42.9
Restaurant food	24.7	23.7	27.3	26.6	26.3	27.0
Dinner shows and cruises	2.4	2.1	4.4	6.4	5.8	5.2
Groceries and snacks	7.6	7.6	6.7	9.1	10.1	10.7
Entertainment & recreation	14.8	13.0	19.7	26.9	17.9	16.5
Total transportation	23.5	23.3	29.4	26.5	19.9	21.8
Interisland airfare	6.8	6.6	9.2	5.8	4.2	5.6
Ground transportation	1.8	1.8	2.1	2.5	3.2	2.9
Rental vehicles	13.4	13.4	17.0	16.7	9.5	10.8
Gasoline, parking, etc.	1.6	1.5	1.1	1.5	3.0	2.5
Total shopping	18.4	18.6	39.0	33.0	66.2	53.8
Fashion and clothing	9.8	8.9	19.3	15.4	26.2	19.4
Jewelry and watches	2.2	3.2	4.7	3.6	7.8	4.0
Cosmetics, perfume	0.3	0.5	3.4	2.4	5.9	2.4
Leather goods	0.7	1.3	2.4	2.7	14.1	13.9
Hawaii food products	1.2	1.7	2.1	3.4	5.1	7.4
Souvenirs	4.1	3.0	7.0	5.5	7.2	6.7
Lodging	79.1	82.9	70.8	84.4	65.8	69.1
All other expenses 3/	4.4	5.6	2.9	9.4	8.2	10.2

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:  
2012 AND 2013 -- 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/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 5/ Includes Australia and New Zealand.
- 6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 7/ Includes Argentina, Brazil, and Mexico.
- 8/ 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.