

**Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2013 AND 2014**

[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	
	2013	2014	2013	2014	2013	2014	2013	2014
All items	156.5	160.7	198.9	206.7	275.7	273.4	164.1	158.9
Total food and beverage	34.0	35.2	41.5	42.1	49.6	50.7	32.7	32.8
Restaurant food	22.4	22.8	29.7	29.5	36.7	37.7	18.9	19.4
Dinner shows and cruises	2.9	3.3	4.3	4.7	4.4	4.4	3.0	2.8
Groceries and snacks	8.8	9.1	7.5	7.9	8.5	8.6	10.8	10.7
Entertainment & recreation	13.0	14.2	19.3	20.7	19.0	19.1	13.3	12.4
Total transportation	17.0	16.7	20.8	20.9	12.5	12.2	17.9	16.0
Interisland airfare	1.6	1.8	3.9	4.2	2.4	2.1	1.2	1.2
Ground transportation	0.7	0.7	1.1	1.0	6.1	6.3	0.9	0.9
Rental vehicles	13.2	12.8	14.1	14.1	3.6	3.5	14.3	12.3
Gasoline, parking, etc.	1.5	1.4	1.7	1.7	0.4	0.4	1.5	1.6
Total shopping	15.6	16.1	19.3	19.5	79.0	77.8	16.6	16.5
Fashion and clothing	6.1	6.4	7.0	7.0	21.5	20.5	8.8	8.4
Jewelry and watches	2.8	2.7	4.0	3.9	7.8	7.5	2.3	2.3
Cosmetics, perfume	0.3	0.4	0.3	0.4	4.4	4.5	0.4	0.3
Leather goods	0.5	0.6	0.6	0.7	25.9	24.8	0.5	0.6
Hawaii food products	2.4	2.5	2.5	2.6	12.2	13.3	1.6	1.9
Souvenirs	3.6	3.6	5.0	5.0	7.2	7.0	3.0	2.9
Lodging	72.6	74.1	87.0	92.8	101.6	99.7	77.7	75.1
All other expenses 3/	4.2	4.3	11.0	10.6	14.2	14.0	5.8	6.1

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**Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2013 AND 2014 -- Con.**

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 4/		Visitors from Oceania 5/	
	2013	2014	2013	2014	2013	2014	2013	2014
All items	394.0	398.9	268.2	271.4	312.5	320.6	259.5	259.4
Total food and beverage	53.1	54.0	60.0	59.9	56.6	56.2	49.2	48.7
Restaurant food	39.2	39.6	48.0	47.6	43.8	43.2	36.7	36.0
Dinner shows and cruises	7.0	6.4	5.7	6.2	6.2	6.1	4.3	3.8
Groceries and snacks	6.9	8.0	6.3	6.1	6.6	6.9	8.2	8.9
Entertainment & recreation	29.7	29.5	26.2	26.4	27.1	27.1	23.4	22.7
Total transportation	25.4	29.6	23.3	22.7	24.2	25.6	14.4	15.7
Interisland airfare	8.3	10.9	9.4	9.2	8.9	9.7	3.6	3.9
Ground transportation	5.8	5.3	3.0	2.4	4.1	3.6	3.6	4.0
Rental vehicles	9.8	11.9	9.4	9.6	9.6	10.7	6.6	7.0
Gasoline, parking, etc.	1.5	1.6	1.5	1.5	1.5	1.5	0.7	0.8
Total shopping	191.0	182.9	71.0	71.0	115.3	116.9	60.9	62.6
Fashion and clothing	58.8	63.3	25.4	25.3	37.9	41.4	37.9	39.1
Jewelry and watches	42.4	37.9	6.1	4.9	19.4	18.5	6.3	5.8
Cosmetics, perfume	26.0	21.4	4.7	5.8	12.5	12.1	5.5	6.2
Leather goods	46.9	46.2	24.3	23.7	32.1	32.4	4.6	5.4
Hawaii food products	11.9	9.7	7.0	7.0	9.1	8.3	1.6	1.8
Souvenirs	5.0	4.4	3.6	4.1	4.2	4.2	5.1	4.2
Lodging	77.0	87.5	84.8	88.5	80.5	86.4	97.0	97.6
All other expenses 3/	17.7	15.4	2.9	2.9	8.9	8.5	14.6	12.2

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
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Expenditure type	Visitors from Europe 6/		Visitors from Latin America 7/		Visitors from other markets 8/	
	2013	2014	2013	2014	2013	2014
All items	176.9	181.9	222.2	270.1	214.2	209.4
Total food and beverage	33.4	37.7	42.1	37.7	42.9	38.1
Restaurant food	23.7	26.6	26.6	25.7	27.0	25.7
Dinner shows and cruises	2.1	3.8	6.4	4.5	5.2	3.5
Groceries and snacks	7.6	7.3	9.1	7.5	10.7	8.9
Entertainment & recreation	13.0	19.7	26.9	19.7	16.5	16.3
Total transportation	23.3	22.8	26.5	28.6	21.8	22.2
Interisland airfare	6.6	5.9	5.8	8.0	5.6	5.5
Ground transportation	1.8	2.2	2.5	1.1	2.9	2.4
Rental vehicles	13.4	13.2	16.7	18.0	10.8	12.6
Gasoline, parking, etc.	1.5	1.5	1.5	1.5	2.5	1.7
Total shopping	18.6	16.1	33.0	58.7	53.8	40.5
Fashion and clothing	8.9	8.3	15.4	25.9	19.4	19.5
Jewelry and watches	3.2	1.4	3.6	15.4	4.0	3.5
Cosmetics, perfume	0.5	0.7	2.4	3.4	2.4	2.5
Leather goods	1.3	0.8	2.7	1.0	13.9	4.1
Hawaii food products	1.7	1.5	3.4	4.6	7.4	4.4
Souvenirs	3.0	3.4	5.5	8.3	6.7	6.6
Lodging	82.9	80.1	84.4	114.9	69.1	79.7
All other expenses 3/	5.6	5.3	9.4	10.6	10.2	12.7

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
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2013 AND 2014 -- 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.