

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2014

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	8,183,671	1/ 5,176,858	(2/)
Average daily visitor census	205,433	78,196	38.1
Visitors units	73,716	28,833	39.1
Occupied units (average)	56,761	24,652	43.4
Total visitor expenditures (\$millions) 3/	16,817	7,090	42.2

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.