

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2015

[Visitor arrivals by air. 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
1960-1961	32.00	(NA)	1998	147.37	235.25
1965-1966 1/	37.23	(NA)	1999	148.91	207.46
1974	46.20	123.00	2000	154.92	214.20
1977	54.62	146.85	2001	142.75	227.05
1980	71.24	185.00	2002	150.39	233.13
1983	85.88	227.32	2003	157.18	240.09
1986	95.40	299.00	2004	157.95	251.47
1987	102.49	324.00	2005	160.79	255.42
1988	121.44	350.00	2006	166.28	266.47
1989	126.57	322.00	2007	170.29	268.83
1990	136.30	294.04	2008	161.01	288.33
1991	140.54	344.29	2009	145.70	268.33
1992	117.14	344.68	2010	151.62	261.10
1993	116.15	306.54	2011	157.81	289.10
1994	133.79	340.88	2012	167.09	310.10
1995	132.73	356.15	2013	172.07	275.74
1996	137.04	286.89	2014 2/	176.58	273.39
1997	157.07	279.58	2015	175.01	236.33

NA Not available.

1/ Oahu only.

2/ Revised from previous *Data Book*.

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.