

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2014 AND 2015

[For 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. 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	
	2014 3/	2015	2014 3/	2015	2014 3/	2015	2014 3/	2015
All items	160.2	162.0	204.9	197.8	273.4	236.3	158.9	161.5
Total food and beverage	35.4	34.5	42.1	40.0	50.7	49.9	33.4	33.0
Restaurant food	23.0	21.8	29.5	27.3	37.7	37.3	19.9	18.4
Dinner shows and cruises	3.3	3.4	4.7	4.5	4.4	3.9	2.8	3.0
Groceries and snacks	9.1	9.3	7.9	8.3	8.6	8.7	10.7	11.6
Entertainment & recreation	14.3	14.1	20.7	19.5	19.1	18.7	12.7	12.4
Total transportation	16.9	16.3	20.9	20.1	12.2	12.0	16.1	17.1
Interisland airfare	1.8	1.8	4.1	3.8	2.1	2.0	1.2	1.7
Ground transportation	0.7	0.7	1.0	1.0	6.3	5.8	1.0	1.0
Rental vehicles	12.9	12.7	14.1	13.9	3.5	3.9	12.3	13.2
Gasoline, parking, etc.	1.4	1.2	1.7	1.4	0.4	0.4	1.7	1.3
Total shopping	16.2	16.3	19.4	18.6	77.8	65.5	16.5	14.9
Fashion and clothing	6.4	6.1	6.9	6.7	20.5	18.2	8.2	7.4
Jewelry and watches	2.7	2.9	3.8	3.3	7.5	5.8	2.3	1.9
Cosmetics, perfume	0.4	0.4	0.4	0.4	4.5	3.5	0.3	0.3
Leather goods	0.6	0.8	0.7	0.5	24.8	17.6	0.6	0.6
Hawaii food products	2.5	2.5	2.6	2.7	13.3	13.6	2.0	2.0
Souvenirs	3.6	3.6	5.0	5.1	7.0	6.9	3.0	2.8
Lodging	73.2	76.3	91.2	87.4	99.7	79.3	74.3	78.2
All other expenses 4/	4.3	4.5	10.7	12.1	14.0	10.8	6.0	5.8

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Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2014 AND 2015 -- Con.

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 5/		Visitors from Oceania 6/	
	2014 3/	2015	2014 3/	2015	2014 3/	2015	2014 3/	2015
All items	396.8	392.0	270.4	293.9	320.6	340.3	258.6	262.8
Total food and beverage	54.1	55.6	60.2	66.5	56.2	60.7	48.7	50.4
Restaurant food	39.8	42.2	47.9	52.9	43.2	47.3	36.0	36.5
Dinner shows and cruises	6.4	5.5	6.1	5.8	6.1	5.6	3.8	4.3
Groceries and snacks	8.0	7.9	6.1	7.8	6.9	7.8	8.9	9.6
Entertainment & recreation	29.5	35.0	26.5	26.3	27.1	30.4	22.8	24.2
Total transportation	29.7	33.0	22.7	25.7	25.6	29.2	15.7	16.6
Interisland airfare	11.0	12.9	9.2	7.1	9.7	9.9	3.9	3.9
Ground transportation	5.3	6.5	2.4	2.5	3.6	4.4	4.0	4.1
Rental vehicles	11.9	12.2	9.6	15.0	10.7	13.7	7.0	8.0
Gasoline, parking, etc.	1.6	1.4	1.5	1.1	1.5	1.2	0.8	0.7
Total shopping	182.7	160.0	71.1	77.2	116.9	116.9	62.7	54.1
Fashion and clothing	63.3	54.9	25.4	25.1	41.4	39.5	39.2	34.7
Jewelry and watches	37.8	30.8	5.0	3.7	18.5	16.5	5.8	4.7
Cosmetics, perfume	21.4	21.7	5.8	6.0	12.1	13.3	6.2	4.9
Leather goods	46.1	39.0	23.8	30.2	32.4	34.3	5.4	3.9
Hawaii food products	9.7	8.0	7.0	6.7	8.3	7.6	1.8	1.6
Souvenirs	4.4	5.5	4.1	5.5	4.2	5.7	4.2	4.3
Lodging	85.4	86.3	86.8	93.5	86.4	89.8	96.6	104.2
All other expenses 4/	15.3	22.1	3.0	4.7	8.5	13.2	12.1	13.2

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
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Expenditure type	Visitors from Europe 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2014 3/	2015	2014 3/	2015	2014 3/	2015
All items	181.5	177.7	269.4	247.4	210.9	183.6
Total food and beverage	37.8	35.4	37.4	49.2	38.2	38.3
Restaurant food	26.7	23.4	25.5	30.8	25.8	26.2
Dinner shows and cruises	3.8	3.0	4.5	7.5	3.5	3.3
Groceries and snacks	7.3	9.0	7.4	10.9	8.9	8.8
Entertainment & recreation	19.7	16.2	19.7	25.7	16.3	15.9
Total transportation	22.9	26.6	28.6	29.2	22.4	19.7
Interisland airfare	5.9	7.4	8.0	8.1	5.5	4.1
Ground transportation	2.2	2.2	1.0	1.6	2.4	2.2
Rental vehicles	13.2	15.8	18.1	18.3	12.8	11.9
Gasoline, parking, etc.	1.5	1.3	1.5	1.2	1.7	1.5
Total shopping	16.2	16.2	58.4	29.7	40.5	32.2
Fashion and clothing	8.3	8.2	25.7	16.3	19.5	17.7
Jewelry and watches	1.3	1.7	15.6	2.2	3.5	2.0
Cosmetics, perfume	0.7	0.7	3.4	1.8	2.5	1.6
Leather goods	0.8	0.5	1.0	0.7	4.1	2.9
Hawaii food products	1.5	1.6	4.5	2.2	4.4	3.3
Souvenirs	3.4	3.4	8.3	6.5	6.6	4.8
Lodging	79.6	77.2	114.9	96.2	79.8	72.5
All other expenses 4/	5.3	6.0	10.4	17.4	13.7	4.9

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
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- 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/ Revised from previous *Data Book*.
- 4/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.
- 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.