

**Table 7.27-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
U.S. WEST, U.S. EAST, AND JAPAN, BY VISITOR OR TRIP
CHARACTERISTICS: 2014 AND 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. In dollars]

| Visitor or trip characteristics | Visitors from US West 1/ | | Visitors from US East 3/ | | Visitors from Japan | |
|--|--------------------------|-------|--------------------------|-------|---------------------|-------|
| | 2014 2/ | 2015 | 2014 2/ | 2015 | 2014 2/ | 2015 |
| All visitors | 160.2 | 162.0 | 204.9 | 197.8 | 273.4 | 236.3 |
| Group tour status 4/ | | | | | | |
| Organized group tour | 212.3 | 230.8 | 262.5 | 253.2 | 276.5 | 248.3 |
| Individually arranged | 158.7 | 160.1 | 196.0 | 188.3 | 262.3 | 233.2 |
| Arrived on package tour 4/ | | | | | | |
| Yes | 190.2 | 183.4 | 243.9 | 229.0 | 289.4 | 260.0 |
| No | 151.5 | 155.6 | 183.7 | 180.5 | 197.3 | 186.3 |
| Accommodations | | | | | | |
| Hotel | 209.3 | 205.3 | 252.3 | 243.5 | 285.6 | 257.8 |
| Condo | 156.4 | 161.3 | 183.6 | 183.2 | 179.8 | 174.2 |
| Guests of friends and relatives | 73.1 | 72.9 | 76.2 | 75.0 | 93.0 | 100.3 |
| Timeshare | 122.2 | 128.8 | 148.6 | 148.8 | 136.5 | 127.7 |
| Previous visits 4/ | | | | | | |
| First trip | 172.3 | 169.5 | 218.7 | 207.3 | 290.5 | 259.7 |
| Repeat visitors | 158.7 | 160.6 | 185.4 | 190.3 | 249.4 | 223.4 |
| Purpose of trip | | | | | | |
| Pleasure | 162.3 | 163.1 | 198.1 | 192.8 | 241.7 | 217.2 |
| Business, meetings, conventions, incentive | 202.8 | 204.8 | 221.1 | 237.9 | 265.3 | 250.7 |
| On honeymoon | 221.5 | 211.2 | 308.2 | 280.1 | 354.2 | 323.0 |

1/ Pacific and Mountain States of the United States.

2/ Revised from previous *Data Book*.

3/ All other states in the continental United States not included in U.S. West.

4/ U.S. West and U.S. East figures may not be comparable to figures in *2007 Data Book* or earlier, due to a change in methodology in a subsequent year.

Source: Hawaii Tourism Authority, Tourism Research and records.