

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2017

[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)	1999	148.91	207.46
1965-1966 1/	37.23	(NA)	2000	154.92	214.20
1974	46.20	123.00	2001	142.75	227.05
1977	54.62	146.85	2002	150.39	233.13
1980	71.24	185.00	2003	157.18	240.09
1983	85.88	227.32	2004	157.95	251.47
1986	95.40	299.00	2005	160.79	255.42
1987	102.49	324.00	2006	166.28	266.47
1988	121.44	350.00	2007	170.29	268.83
1989	126.57	322.00	2008	161.01	288.33
1990	136.30	294.04	2009	145.70	268.33
1991	140.54	344.29	2010	151.62	261.10
1992	117.14	344.68	2011	157.81	289.10
1993	116.15	306.54	2012	167.09	310.10
1994	133.79	340.88	2013	172.07	275.74
1995	132.73	356.15	2014	176.58	273.39
1996	137.04	286.89	2015	175.01	236.33
1997	157.07	279.58	2016	180.25	240.30
1998	147.37	235.25	2017	187.38	239.47

NA Not available.

1/ Oahu only.

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.