

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2016 AND 2017**

[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. Visitors who stayed in hotels, condominiums, and bed & breakfasts. In dollars]

| Expenditure type | U.S. West 1/ | | U.S. East 2/ | | Japan | | Canada | |
|----------------------------|--------------|-------|--------------|-------|-------|-------|--------|-------|
| | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 |
| All items | 167.9 | 174.5 | 201.7 | 209.7 | 240.3 | 239.5 | 161.1 | 160.4 |
| Total food and beverage | 36.2 | 37.4 | 40.7 | 42.5 | 50.4 | 50.6 | 33.8 | 33.3 |
| Restaurant food | 22.9 | 23.7 | 27.7 | 29.0 | 37.6 | 37.8 | 19.4 | 19.4 |
| Dinner shows & cruises | 3.6 | 4.0 | 4.8 | 5.2 | 4.0 | 3.7 | 3.0 | 2.8 |
| Groceries and snacks | 9.6 | 9.7 | 8.3 | 8.3 | 8.9 | 9.1 | 11.3 | 11.1 |
| Entertainment & recreation | 14.7 | 15.9 | 20.3 | 21.9 | 19.0 | 19.0 | 11.8 | 12.6 |
| Total transportation | 18.1 | 19.2 | 22.0 | 23.3 | 12.3 | 13.1 | 16.8 | 17.7 |
| Interisland airfare | 2.5 | 2.5 | 4.9 | 4.8 | 2.0 | 2.0 | 1.7 | 1.6 |
| Ground transportation | 0.7 | 0.8 | 1.1 | 1.1 | 6.0 | 6.1 | 0.9 | 0.9 |
| Rental vehicles | 13.9 | 14.7 | 14.7 | 16.0 | 4.0 | 4.5 | 13.0 | 13.8 |
| Gasoline, parking, etc. | 1.1 | 1.2 | 1.3 | 1.4 | 0.3 | 0.5 | 1.2 | 1.4 |
| Total shopping | 16.2 | 17.0 | 18.5 | 19.3 | 68.0 | 64.7 | 13.5 | 14.1 |
| Fashion and clothing | 6.2 | 6.5 | 6.7 | 6.9 | 18.1 | 18.1 | 6.9 | 7.3 |
| Jewelry and watches | 2.6 | 2.7 | 3.1 | 3.5 | 6.7 | 5.8 | 1.6 | 1.5 |
| Cosmetics, perfume | 0.3 | 0.4 | 0.4 | 0.6 | 3.8 | 3.6 | 0.2 | 0.3 |
| Leather goods | 0.8 | 0.9 | 0.7 | 0.7 | 18.5 | 17.0 | 0.5 | 0.6 |
| Hawaii food products | 2.5 | 2.7 | 2.7 | 2.8 | 13.9 | 13.7 | 1.7 | 1.9 |
| Souvenirs | 3.7 | 3.7 | 4.8 | 4.9 | 7.1 | 6.6 | 2.6 | 2.6 |
| Lodging | 78.4 | 80.7 | 89.6 | 90.6 | 80.1 | 81.6 | 79.3 | 77.5 |
| All other expenses 3/ | 4.3 | 4.2 | 10.6 | 12.2 | 10.4 | 10.5 | 5.9 | 5.2 |

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED
GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2016 AND 2017 -- Con.**

| Expenditure type | China | | Korea | | Asia 4/ | | Oceania 5/ | |
|----------------------------|-------|-------|-------|-------|---------|-------|------------|-------|
| | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 |
| All items | 384.7 | 331.5 | 316.4 | 262.0 | 340.7 | 284.7 | 286.5 | 269.0 |
| Total food and beverage | 62.9 | 52.1 | 74.5 | 60.1 | 68.0 | 57.3 | 54.9 | 54.6 |
| Restaurant food | 52.8 | 41.4 | 62.2 | 46.9 | 56.7 | 44.7 | 39.8 | 39.9 |
| Dinner shows and cruises | 4.3 | 3.9 | 4.8 | 4.5 | 4.5 | 4.5 | 5.3 | 5.3 |
| Groceries and snacks | 5.8 | 6.8 | 7.6 | 8.7 | 6.8 | 8.0 | 9.8 | 9.5 |
| Entertainment & recreation | 42.1 | 33.6 | 28.1 | 26.5 | 33.5 | 28.5 | 24.8 | 25.0 |
| Total transportation | 44.7 | 36.4 | 28.2 | 25.2 | 34.5 | 29.2 | 17.2 | 17.0 |
| Interisland airfare | 13.9 | 13.9 | 6.2 | 5.5 | 9.4 | 8.2 | 4.5 | 3.9 |
| Ground transportation | 14.8 | 5.5 | 2.4 | 2.3 | 7.1 | 3.2 | 3.8 | 3.6 |
| Rental vehicles | 14.7 | 15.6 | 18.4 | 16.4 | 16.8 | 16.5 | 8.2 | 8.7 |
| Gasoline, parking, etc. | 1.3 | 1.2 | 1.1 | 0.9 | 1.2 | 1.1 | 0.7 | 0.8 |
| Total shopping | 115.8 | 109.0 | 69.9 | 70.3 | 88.0 | 83.2 | 56.4 | 58.7 |
| Fashion and clothing | 46.0 | 39.7 | 24.3 | 22.6 | 32.6 | 28.6 | 35.9 | 37.5 |
| Jewelry and watches | 20.3 | 22.6 | 3.7 | 2.6 | 9.8 | 7.8 | 4.8 | 5.0 |
| Cosmetics, perfume | 12.6 | 14.5 | 4.1 | 3.9 | 7.5 | 7.0 | 4.8 | 4.8 |
| Leather goods | 24.8 | 21.9 | 25.6 | 27.3 | 26.1 | 26.6 | 5.1 | 5.6 |
| Hawaii food products | 7.2 | 7.0 | 7.2 | 7.6 | 7.1 | 7.6 | 1.3 | 1.5 |
| Souvenirs | 4.9 | 3.3 | 5.0 | 6.3 | 5.0 | 5.7 | 4.3 | 4.4 |
| Lodging | 108.5 | 92.5 | 112.9 | 77.3 | 110.3 | 81.7 | 118.3 | 97.9 |
| All other expenses 3/ | 10.6 | 7.9 | 2.8 | 2.6 | 6.4 | 4.8 | 14.8 | 15.8 |

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Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2016 AND 2017 -- Con.

| Expenditure type | Europe 6/ | | Latin America 7/ | | Other markets 8/ | |
|----------------------------|-----------|-------|------------------|-------|------------------|-------|
| | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 |
| All items | 189.9 | 180.7 | 186.7 | 261.0 | 199.5 | 197.4 |
| Total food and beverage | 36.9 | 44.4 | 33.5 | 43.9 | 41.1 | 37.8 |
| Restaurant food | 27.3 | 36.8 | 22.4 | 28.9 | 30.6 | 24.5 |
| Dinner shows and cruises | 2.6 | 1.6 | 5.0 | 7.3 | 4.2 | 4.1 |
| Groceries and snacks | 7.0 | 6.0 | 6.1 | 7.7 | 6.4 | 9.2 |
| Entertainment & recreation | 14.8 | 17.5 | 16.7 | 24.9 | 16.7 | 21.6 |
| Total transportation | 26.1 | 22.4 | 22.8 | 26.0 | 22.4 | 22.3 |
| Interisland airfare | 7.3 | 4.3 | 4.7 | 3.5 | 5.0 | 5.3 |
| Ground transportation | 3.3 | 5.2 | 1.1 | 1.7 | 2.5 | 4.2 |
| Rental vehicles | 14.3 | 11.2 | 15.4 | 19.4 | 13.8 | 10.8 |
| Gasoline, parking, etc. | 1.2 | 1.7 | 1.6 | 1.2 | 1.1 | 1.5 |
| Total shopping | 18.2 | 14.6 | 34.1 | 45.8 | 39.6 | 36.6 |
| Fashion and clothing | 10.5 | 7.7 | 13.4 | 27.8 | 18.1 | 17.3 |
| Jewelry and watches | 4.2 | 1.9 | 11.2 | 4.0 | 2.4 | 1.7 |
| Cosmetics, perfume | 0.5 | 0.6 | 1.3 | 1.7 | 2.2 | 1.4 |
| Leather goods | 0.2 | 0.8 | 0.2 | 1.6 | 4.3 | 5.8 |
| Hawaii food products | 1.0 | 0.6 | 2.0 | 4.6 | 6.3 | 5.0 |
| Souvenirs | 1.8 | 3.0 | 5.9 | 6.1 | 6.3 | 5.3 |
| Lodging | 88.2 | 76.7 | 66.2 | 100.6 | 72.6 | 68.8 |
| All other expenses 3/ | 5.8 | 5.0 | 13.5 | 19.8 | 7.0 | 10.5 |

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/ Includes cruise package and on-ship spending on U.S. flagged Hawaii home-ported ships.

4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.

5/ Includes Australia and New Zealand.

6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.

7/ Includes Argentina, Brazil, and Mexico.

8/ 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.