

**U.S. West Visitor Personal Daily Spending by Category:  
2011p vs. 2010p  
(Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>YTD 2011p (Jan - Mar)</b>	<b>YTD 2010p (Jan - Mar)</b>	<b>YTD 2011p (Jan - Mar)</b>
<b>GRAND TOTAL</b>	<b>146.3</b>	<b>142.4</b>	<b>2.8%</b>
<b>Total Food and beverage</b>	<b>33.3</b>	<b>32.3</b>	<b>3.0%</b>
Restaurant food	22.2	21.3	4.2%
Dinner shows and cruises	2.5	2.5	1.8%
Groceries and snacks	8.6	8.6	0.2%
<b>Entertainment &amp; Recreation</b>	<b>11.9</b>	<b>12.0</b>	<b>-0.3%</b>
Attractions/entertainment	3.1	3.0	3.9%
Recreation	5.2	5.5	-5.5%
Other entertainment & tours	3.7	3.5	4.2%
<b>Total Transportation</b>	<b>18.6</b>	<b>16.5</b>	<b>13.2%</b>
Interisland airfare	2.8	1.7	66.0%
Ground transportation	0.7	0.7	-3.8%
Rental vehicles	13.7	12.6	8.8%
Gasoline, parking, etc.	1.4	1.5	-2.2%
<b>Total Shopping</b>	<b>15.1</b>	<b>16.1</b>	<b>-6.0%</b>
Fashion and clothing	6.2	6.4	-2.5%
Jewelry and watches	2.8	3.4	-18.8%
Cosmetics, perfume	0.2	0.3	-15.3%
Leather goods	0.4	0.5	-8.8%
Hawai'i food products	2.1	2.0	6.9%
Souvenirs	3.3	3.5	-6.1%
<b>Total Lodging</b>	<b>62.6</b>	<b>61.7</b>	<b>1.4%</b>
<b>All other expenses *</b>	<b>4.8</b>	<b>3.8</b>	<b>25.0%</b>

\*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

Source: HTA/ DBEDT

**U.S. East Visitor Personal Daily Spending by Category:  
2011p vs. 2010p  
(Arrivals by air, in dollars)**

Expenditure Type	YTD 2011p (Jan - Mar)	YTD 2010p (Jan - Mar)	YTD 2011p (Jan - Mar)
<b>GRAND TOTAL</b>	<b>180.0</b>	<b>166.0</b>	<b>8.4%</b>
<b>Total Food and beverage</b>	<b>39.8</b>	<b>36.6</b>	<b>8.6%</b>
Restaurant food	28.8	25.9	11.3%
Dinner shows and cruises	3.7	3.7	0.4%
Groceries and snacks	7.3	7.0	3.0%
<b>Entertainment &amp; Recreation</b>	<b>16.7</b>	<b>16.3</b>	<b>2.6%</b>
Attractions/entertainment	5.2	4.4	18.8%
Recreation	5.9	5.7	3.8%
Other entertainment & tours	5.6	6.2	-9.9%
<b>Total Transportation</b>	<b>21.8</b>	<b>20.0</b>	<b>9.3%</b>
Interisland airfare	4.6	4.1	11.8%
Ground transportation	0.9	0.9	0.0%
Rental vehicles	14.6	13.1	11.4%
Gasoline, parking, etc.	1.8	1.9	-6.7%
<b>Total Shopping</b>	<b>18.6</b>	<b>18.0</b>	<b>3.3%</b>
Fashion and clothing	6.8	6.9	-1.5%
Jewelry and watches	4.5	4.1	9.2%
Cosmetics, perfume	0.2	0.2	-2.1%
Leather goods	0.4	0.4	-2.6%
Hawai'i food products	1.9	1.9	0.4%
Souvenirs	4.8	4.4	7.3%
<b>Total Lodging</b>	<b>73.9</b>	<b>66.9</b>	<b>10.4%</b>
<b>All other expenses *</b>	<b>9.2</b>	<b>8.2</b>	<b>12.3%</b>

\*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

Source: HTA/ DBEDT

**Japan Visitor Personal Daily Spending by Category:  
2011p vs. 2010p  
(Arrivals by air, in dollars)**

Expenditure Type	YTD 2011p (Jan - Mar)	YTD 2010p (Jan - Mar)	YTD 2011p (Jan - Mar)
<b>GRAND TOTAL</b>	<b>282.8</b>	<b>254.1</b>	<b>11.3%</b>
<b>Total Food and beverage</b>	<b>45.0</b>	<b>43.2</b>	<b>4.4%</b>
Restaurant food	31.4	29.9	4.8%
Dinner shows and cruises	5.1	4.8	4.3%
Groceries and snacks	8.6	8.4	2.7%
<b>Entertainment &amp; Recreation</b>	<b>21.1</b>	<b>20.9</b>	<b>1.2%</b>
Attractions/entertainment	6.5	6.5	0.1%
Recreation	4.2	4.3	-1.5%
Other entertainment & tours	10.5	10.2	3.0%
<b>Total Transportation</b>	<b>10.7</b>	<b>10.2</b>	<b>5.4%</b>
Interisland airfare	2.4	2.0	18.0%
Ground transportation	4.7	4.7	1.0%
Rental vehicles	3.2	3.0	6.1%
Gasoline, parking, etc.	0.4	0.4	-11.7%
<b>Total Shopping</b>	<b>96.5</b>	<b>89.0</b>	<b>8.5%</b>
Fashion and clothing	26.1	24.0	8.6%
Jewelry and watches	11.3	10.1	12.6%
Cosmetics, perfume	5.9	5.0	17.0%
Leather goods	32.4	29.4	10.4%
Hawai'i food products	12.1	11.9	1.6%
Souvenirs	8.7	8.6	1.1%
<b>Total Lodging</b>	<b>92.2</b>	<b>75.2</b>	<b>22.6%</b>
<b>All other expenses *</b>	<b>17.1</b>	<b>15.7</b>	<b>9.2%</b>

\*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

Source: HTA/ DBEDT

**Canada Visitor Personal Daily Spending by Category:  
2011p vs. 2010p  
(Arrivals by air, in dollars)**

Expenditure Type	YTD 2011p (Jan - Mar)	YTD 2010p (Jan - Mar)	YTD 2011p (Jan - Mar)
<b>GRAND TOTAL</b>	<b>161.2</b>	<b>148.2</b>	<b>8.7%</b>
<b>Total Food and beverage</b>	<b>31.1</b>	<b>30.5</b>	<b>2.0%</b>
Restaurant food	17.9	17.5	2.6%
Dinner shows and cruises	2.8	3.0	-4.1%
Groceries and snacks	10.3	10.0	2.8%
<b>Entertainment &amp; Recreation</b>	<b>12.7</b>	<b>12.5</b>	<b>1.8%</b>
Attractions/entertainment	3.5	3.2	10.3%
Recreation	4.7	4.4	7.7%
Other entertainment & tours	4.5	4.9	-8.8%
<b>Total Transportation</b>	<b>17.8</b>	<b>17.0</b>	<b>4.6%</b>
Interisland airfare	1.5	1.3	16.7%
Ground transportation	0.9	0.7	38.5%
Rental vehicles	13.7	13.3	3.6%
Gasoline, parking, etc.	1.6	1.8	-9.1%
<b>Total Shopping</b>	<b>16.8</b>	<b>15.8</b>	<b>6.3%</b>
Fashion and clothing	8.7	7.9	10.2%
Jewelry and watches	2.8	2.8	0.9%
Cosmetics, perfume	0.2	0.2	10.8%
Leather goods	0.4	0.5	-26.7%
Hawai'i food products	1.5	1.5	2.2%
Souvenirs	3.1	2.8	7.9%
<b>Total Lodging</b>	<b>76.3</b>	<b>66.8</b>	<b>14.2%</b>
<b>All other expenses *</b>	<b>6.6</b>	<b>5.8</b>	<b>14.4%</b>

\*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

Source: HTA/ DBEDT