

**Total Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	197.5	202.8	-2.6%
Total Food and beverage	40.5	41.1	-1.6%
Restaurant food	26.4	27.2	-2.8%
Dinner shows and cruises	3.9	4.3	-10.0%
Groceries and snacks	10.2	9.6	5.5%
Entertainment & Recreation	16.3	17.1	-5.0%
Attractions/entertainment	4.8	5.5	-11.8%
Recreation	5.7	5.7	-0.2%
Other activities & tours	5.8	6.0	-3.4%
Total Transportation	19.8	21.2	-6.9%
Interisland airfare	2.3	3.2	-27.4%
Ground transportation	1.8	1.7	3.2%
Rental vehicles	14.4	15.1	-4.7%
Gasoline, parking, etc.	1.3	1.2	9.7%
Total Shopping	24.6	25.4	-3.4%
Fashion and clothing	9.7	10.1	-4.1%
Jewelry and watches	2.7	3.2	-16.5%
Cosmetics, perfume	1.0	1.1	-5.1%
Leather goods	3.4	3.5	-2.0%
Hawai'i food products	3.7	3.8	-2.8%
Souvenirs	4.1	3.8	7.7%
Total Lodging	89.4	91.0	-1.7%
All other expenses *	7.0	6.9	1.5%

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

^{1/}Technical notes: The HTA received revised hotel room and package rates for the first quarter of 2018 which warranted revisions to published statistics (visitor expenditures, per person per day spending, and per person per trip spending) for first quarter 2018.

2018 visitor statistics will be finalized for the 2018 Annual Visitor Research Report.

Source: Hawai'i Tourism Authority

**U.S. Total Visitor Personal Daily Spending by Category:
March 2019P vs. March 2018P
(Arrivals by air, in dollars)**

Expenditure Type	2019P March	2018P ^{1/} March	% change
GRAND TOTAL	191.3	196.2	-2.5%
Total Food and beverage	39.2	39.5	-0.8%
Restaurant food	25.3	26.1	-3.0%
Dinner shows and cruises	4.0	3.8	4.6%
Groceries and snacks	9.8	9.5	3.2%
Entertainment & Recreation	16.0	16.8	-4.5%
Attractions/entertainment	16.0	16.8	-4.5%
Recreation	16.0	16.8	-4.5%
Other activities & tours	16.0	16.8	-4.5%
Total Transportation	20.5	22.4	-8.8%
Interisland airfare	2.1	3.2	-35.6%
Ground transportation	1.0	0.9	16.9%
Rental vehicles	16.1	17.0	-5.4%
Gasoline, parking, etc.	1.3	1.3	-4.0%
Total Shopping	16.1	16.5	-2.3%
Fashion and clothing	6.5	6.6	-2.1%
Jewelry and watches	2.2	2.7	-16.5%
Cosmetics, perfume	0.4	0.4	-15.4%
Leather goods	0.7	0.6	8.9%
Hawai'i food products	2.7	2.6	3.7%
Souvenirs	3.6	3.5	3.3%
Total Lodging	92.8	94.1	-1.4%
All other expenses *	6.8	6.9	-2.5%

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

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Source: Hawai'i Tourism Authority

**U.S. West Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	179.2	185.0	-3.1%
Total Food and beverage	37.2	38.7	-3.7%
Restaurant food	23.4	24.9	-6.0%
Dinner shows and cruises	3.6	3.5	3.0%
Groceries and snacks	10.2	10.3	-0.4%
Entertainment & Recreation	13.7	14.8	-7.3%
Attractions/entertainment	3.4	3.6	-5.6%
Recreation	5.8	6.3	-8.8%
Other activities & tours	4.6	4.9	-6.5%
Total Transportation	19.7	21.2	-7.0%
Interisland airfare	1.5	2.2	-31.3%
Ground transportation	0.9	0.8	20.2%
Rental vehicles	16.1	16.9	-5.0%
Gasoline, parking, etc.	1.1	1.2	-8.2%
Total Shopping	15.4	15.8	-2.5%
Fashion and clothing	6.2	6.6	-6.1%
Jewelry and watches	2.1	2.3	-11.3%
Cosmetics, perfume	0.3	0.3	-1.6%
Leather goods	1.0	0.7	30.2%
Hawai'i food products	2.7	2.6	6.7%
Souvenirs	3.2	3.3	-3.9%
Total Lodging	89.1	90.6	-1.7%
All other expenses *	4.1	3.9	4.0%

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

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Source: Hawai'i Tourism Authority

**U.S. East Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	210.0	213.1	-1.5%
Total Food and beverage	42.2	40.8	3.6%
Restaurant food	28.4	28.0	1.3%
Dinner shows and cruises	4.7	4.4	6.9%
Groceries and snacks	9.2	8.4	9.6%
Entertainment & Recreation	19.5	19.7	-0.9%
Attractions/entertainment	5.2	5.2	-0.7%
Recreation	7.0	6.4	9.8%
Other activities & tours	7.3	8.1	-9.4%
Total Transportation	21.7	24.3	-10.9%
Interisland airfare	2.9	4.7	-38.3%
Ground transportation	1.2	1.0	13.4%
Rental vehicles	16.2	17.2	-5.9%
Gasoline, parking, etc.	1.5	1.4	2.0%
Total Shopping	17.2	17.5	-1.8%
Fashion and clothing	6.9	6.6	4.1%
Jewelry and watches	2.5	3.2	-22.1%
Cosmetics, perfume	0.5	0.7	-23.1%
Leather goods	0.3	0.5	-45.2%
Hawai'i food products	2.7	2.7	-0.7%
Souvenirs	4.3	3.8	13.3%
Total Lodging	98.5	99.4	-0.9%
All other expenses *	10.9	11.5	-4.9%

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

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Source: Hawai'i Tourism Authority

**Japan Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	236.8	245.4	-3.5%
Total Food and beverage	50.7	50.4	0.4%
Restaurant food	37.6	37.4	0.7%
Dinner shows and cruises	3.7	4.0	-7.3%
Groceries and snacks	9.4	9.1	2.8%
Entertainment & Recreation	17.7	18.7	-5.4%
Attractions/entertainment	5.8	5.8	0.3%
Recreation	3.6	4.6	-21.3%
Other activities & tours	8.3	8.3	-0.4%
Total Transportation	11.5	13.7	-15.7%
Interisland airfare	1.2	2.3	-47.6%
Ground transportation	6.0	6.3	-4.8%
Rental vehicles	3.9	4.5	-14.1%
Gasoline, parking, etc.	0.4	0.5	-15.4%
Total Shopping	67.7	65.6	3.2%
Fashion and clothing	19.5	18.5	5.4%
Jewelry and watches	7.2	6.5	11.8%
Cosmetics, perfume	4.1	4.2	-2.4%
Leather goods	17.8	17.0	4.6%
Hawai'i food products	13.1	13.5	-2.6%
Souvenirs	6.0	6.0	0.3%
Total Lodging	79.0	87.3	-9.5%
All other expenses *	10.2	9.7	5.6%

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

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Source: Hawai'i Tourism Authority

**Canada Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	170.8	173.2	-1.4%
Total Food and beverage	34.4	33.4	3.0%
Restaurant food	19.4	18.9	2.7%
Dinner shows and cruises	2.6	3.1	-16.0%
Groceries and snacks	12.4	11.4	8.6%
Entertainment & Recreation	11.9	12.5	-4.5%
Attractions/entertainment	3.4	4.0	-16.8%
Recreation	4.6	4.9	-5.3%
Other activities & tours	3.9	3.6	10.5%
Total Transportation	19.1	18.6	2.8%
Interisland airfare	1.1	1.2	-9.1%
Ground transportation	0.7	0.9	-17.0%
Rental vehicles	15.9	15.2	4.5%
Gasoline, parking, etc.	1.4	1.3	7.0%
Total Shopping	12.2	14.0	-13.0%
Fashion and clothing	6.6	7.8	-15.0%
Jewelry and watches	1.0	1.4	-29.3%
Cosmetics, perfume	0.3	0.2	60.7%
Leather goods	0.3	0.7	-55.1%
Hawai'i food products	1.7	1.6	4.6%
Souvenirs	2.4	2.4	-3.1%
Total Lodging	87.5	89.6	-2.4%
All other expenses *	5.7	5.1	11.6%

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

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Source: Hawai'i Tourism Authority

**Korea Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	265.3	263.7	0.6%
Total Food and beverage	57.9	58.8	-1.4%
Restaurant food	43.5	44.6	-2.5%
Dinner shows and cruises	5.0	4.4	14.0%
Groceries and snacks	9.5	9.8	-3.5%
Entertainment & Recreation	24.3	24.4	-0.5%
Attractions/entertainment	11.4	12.7	-10.3%
Recreation	8.2	9.0	-9.0%
Other activities & tours	4.7	2.7	73.4%
Total Transportation	24.6	23.7	3.8%
Interisland airfare	6.2	5.2	19.4%
Ground transportation	2.5	2.5	-0.5%
Rental vehicles	15.1	15.2	-1.2%
Gasoline, parking, etc.	0.9	0.8	9.7%
Total Shopping	65.4	66.1	-1.1%
Fashion and clothing	19.9	22.2	-10.5%
Jewelry and watches	1.4	2.0	-27.9%
Cosmetics, perfume	2.4	2.7	-9.6%
Leather goods	28.1	27.7	1.5%
Hawai'i food products	7.0	6.5	8.5%
Souvenirs	6.5	5.0	28.3%
Total Lodging	88.5	87.7	0.9%
All other expenses *	4.6	2.9	58.2%

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Source: Hawai'i Tourism Authority

**China Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	329.1	328.9	0.0%
Total Food and beverage	54.0	50.5	7.1%
Restaurant food	42.5	38.9	9.1%
Dinner shows and cruises	4.4	5.6	-20.7%
Groceries and snacks	7.2	6.0	20.3%
Entertainment & Recreation	35.0	36.3	-3.6%
Attractions/entertainment	25.1	27.3	-7.9%
Recreation	3.5	3.7	-7.9%
Other activities & tours	6.4	5.2	22.0%
Total Transportation	36.3	38.6	-6.0%
Interisland airfare	13.2	14.7	-10.0%
Ground transportation	4.7	5.4	-13.8%
Rental vehicles	16.4	16.9	-3.3%
Gasoline, parking, etc.	2.0	1.6	29.5%
Total Shopping	96.0	102.7	-6.5%
Fashion and clothing	30.2	44.0	-31.3%
Jewelry and watches	12.5	25.9	-51.7%
Cosmetics, perfume	13.4	7.7	73.9%
Leather goods	31.8	14.8	114.5%
Hawai'i food products	5.7	6.8	-16.3%
Souvenirs	2.4	3.4	-31.0%
Total Lodging	100.1	93.2	7.4%
All other expenses *	7.6	7.7	-0.8%

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Source: Hawai'i Tourism Authority

**Australia Visitor Personal Daily Spending by Category:
March 2019P YTD vs. March 2018P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2019P March YTD	2018P ^{1/} March YTD	% change
GRAND TOTAL	268.9	273.0	-1.5%
Total Food and beverage	55.5	54.1	2.6%
Restaurant food	40.4	39.1	3.3%
Dinner shows and cruises	5.0	5.3	-6.7%
Groceries and snacks	10.1	9.7	4.8%
Entertainment & Recreation	26.6	26.7	-0.1%
Attractions/entertainment	11.1	12.8	-13.1%
Recreation	4.9	3.7	33.8%
Other activities & tours	10.6	10.2	4.1%
Total Transportation	16.4	17.1	-4.4%
Interisland airfare	3.3	3.9	-15.7%
Ground transportation	4.1	3.6	13.7%
Rental vehicles	8.5	9.1	-7.0%
Gasoline, parking, etc.	0.6	0.6	0.3%
Total Shopping	53.6	60.1	-10.7%
Fashion and clothing	33.1	37.3	-11.2%
Jewelry and watches	4.8	6.5	-27.2%
Cosmetics, perfume	3.9	4.8	-19.1%
Leather goods	5.6	6.1	-8.5%
Hawai'i food products	1.4	1.8	-18.9%
Souvenirs	4.8	4.7	0.7%
Total Lodging	105.0	102.0	2.9%
All other expenses *	11.7	13.0	-9.7%

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

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Source: Hawai'i Tourism Authority