

**U.S. West Visitor Personal Daily Spending by Category:
2009p vs. 2008
(Arrivals by air, in dollars)**

| Expenditure Type | YTD 2009p (Jan - Dec) | YTD 2008 (Jan - Dec) | % change |
|---------------------------------------|----------------------------------|---------------------------------|-----------------|
| GRAND TOTAL | 133.6 | 146.2 | -8.7% |
| Total Food and beverage | 30.8 | 32.4 | -5.0% |
| Restaurant food | 19.8 | 21.2 | -6.6% |
| Dinner shows and cruises | 2.7 | 2.9 | -7.9% |
| Groceries and snacks | 8.3 | 8.3 | 0.3% |
| Entertainment & Recreation | 12.9 | 13.8 | -6.1% |
| Attractions/entertainment | 3.6 | 4.0 | -11.1% |
| Recreation | 5.5 | 5.7 | -2.9% |
| Other entertainment & tours | 3.8 | 4.1 | -5.8% |
| Total Transportation | 15.6 | 15.3 | 2.4% |
| Interisland airfare | 1.7 | 1.5 | 16.2% |
| Ground transportation | 0.7 | 0.7 | -5.5% |
| Rental vehicles | 11.8 | 11.4 | 3.8% |
| Gasoline, parking, etc. | 1.4 | 1.7 | -15.1% |
| Total Shopping | 16.1 | 19.0 | -15.2% |
| Fashion and clothing | 6.2 | 7.3 | -14.5% |
| Jewelry and watches | 3.2 | 4.3 | -26.1% |
| Cosmetics, perfume | 0.3 | 0.3 | -24.7% |
| Leather goods | 0.5 | 0.5 | -4.2% |
| Hawai'i food products | 2.1 | 2.1 | -2.5% |
| Souvenirs | 3.9 | 4.4 | -12.3% |
| Total Lodging | 54.6 | 60.4 | -9.6% |
| All other expenses * | 3.4 | 5.4 | -35.6% |

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

Source: HTA/ DBEDT

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2009p vs. 2008
(Arrivals by air, in dollars)**

| Expenditure Type | YTD 2009p (Jan - Dec) | YTD 2008 (Jan - Dec) | % change |
|---------------------------------------|----------------------------------|---------------------------------|-----------------|
| GRAND TOTAL | 166.2 | 183.4 | -9.4% |
| Total Food and beverage | 35.9 | 37.7 | -4.8% |
| Restaurant food | 25.2 | 26.3 | -4.2% |
| Dinner shows and cruises | 3.9 | 4.4 | -11.3% |
| Groceries and snacks | 6.8 | 7.0 | -2.8% |
| Entertainment & Recreation | 18.1 | 19.9 | -9.1% |
| Attractions/entertainment | 5.8 | 6.6 | -12.3% |
| Recreation | 6.1 | 6.5 | -6.8% |
| Other entertainment & tours | 6.2 | 6.8 | -8.3% |
| Total Transportation | 19.4 | 18.8 | 2.9% |
| Interisland airfare | 4.0 | 3.4 | 19.6% |
| Ground transportation | 0.9 | 1.1 | -9.8% |
| Rental vehicles | 12.7 | 12.4 | 3.0% |
| Gasoline, parking, etc. | 1.6 | 2.0 | -19.0% |
| Total Shopping | 19.3 | 21.2 | -8.8% |
| Fashion and clothing | 6.8 | 7.4 | -8.0% |
| Jewelry and watches | 4.4 | 5.0 | -13.2% |
| Cosmetics, perfume | 0.2 | 0.3 | -18.5% |
| Leather goods | 0.5 | 0.5 | 9.6% |
| Hawai'i food products | 2.1 | 2.1 | 0.9% |
| Souvenirs | 5.3 | 6.0 | -10.7% |
| Total Lodging | 64.3 | 72.5 | -11.3% |
| All other expenses * | 9.2 | 13.3 | -30.5% |

*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:
2009p vs. 2008
(Arrivals by air, in dollars)**

| Expenditure Type | YTD 2009p (Jan - Dec) | YTD 2008 (Jan - Dec) | % change |
|---------------------------------------|--------------------------|-------------------------|---------------|
| GRAND TOTAL | 267.2 | 288.3 | -7.3% |
| Total Food and beverage | 43.1 | 45.2 | -4.7% |
| Restaurant food | 30.2 | 31.6 | -4.4% |
| Dinner shows and cruises | 4.8 | 5.3 | -10.6% |
| Groceries and snacks | 8.2 | 8.3 | -2.2% |
| Entertainment & Recreation | 20.6 | 22.0 | -6.1% |
| Attractions/entertainment | 6.2 | 7.1 | -13.4% |
| Recreation | 3.9 | 4.0 | -1.7% |
| Other entertainment & tours | 10.5 | 10.8 | -2.8% |
| Total Transportation | 10.6 | 11.4 | -6.7% |
| Interisland airfare | 2.5 | 3.0 | -17.1% |
| Ground transportation | 4.7 | 4.8 | -3.8% |
| Rental vehicles | 3.1 | 3.1 | -0.9% |
| Gasoline, parking, etc. | 0.4 | 0.4 | -8.1% |
| Total Shopping | 98.9 | 100.8 | -1.9% |
| Fashion and clothing | 26.9 | 27.0 | -0.3% |
| Jewelry and watches | 12.3 | 12.9 | -4.5% |
| Cosmetics, perfume | 5.5 | 5.7 | -4.7% |
| Leather goods | 33.5 | 34.0 | -1.4% |
| Hawai'i food products | 11.8 | 11.9 | -0.9% |
| Souvenirs | 8.9 | 9.2 | -4.1% |
| Total Lodging | 75.8 | 89.6 | -15.4% |
| All other expenses * | 18.2 | 19.4 | -6.3% |

*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:
2009p vs. 2008
(Arrivals by air, in dollars)**

| Expenditure Type | YTD 2009p (Jan - Dec) | YTD 2008 (Jan - Dec) | % change |
|---------------------------------------|----------------------------------|---------------------------------|-----------------|
| GRAND TOTAL | 140.3 | 153.4 | -8.5% |
| Total Food and beverage | 30.0 | 32.6 | -8.0% |
| Restaurant food | 17.2 | 20.5 | -15.8% |
| Dinner shows and cruises | 3.2 | 3.0 | 5.8% |
| Groceries and snacks | 9.6 | 9.1 | 4.9% |
| Entertainment & Recreation | 11.5 | 12.6 | -8.9% |
| Attractions/entertainment | 3.4 | 3.6 | -4.4% |
| Recreation | 4.0 | 4.8 | -17.5% |
| Other entertainment & tours | 4.1 | 4.2 | -2.8% |
| Total Transportation | 15.2 | 14.5 | 4.2% |
| Interisland airfare | 1.8 | 2.0 | -10.8% |
| Ground transportation | 1.0 | 1.0 | -0.3% |
| Rental vehicles | 10.6 | 9.8 | 8.9% |
| Gasoline, parking, etc. | 1.8 | 1.8 | -1.7% |
| Total Shopping | 17.2 | 18.4 | -6.5% |
| Fashion and clothing | 8.7 | 9.3 | -6.8% |
| Jewelry and watches | 2.6 | 3.0 | -14.9% |
| Cosmetics, perfume | 0.2 | 0.4 | -40.5% |
| Leather goods | 0.6 | 0.6 | 7.6% |
| Hawai'i food products | 1.6 | 1.5 | 6.4% |
| Souvenirs | 3.5 | 3.6 | -2.9% |
| Total Lodging | 59.9 | 67.0 | -10.6% |
| All other expenses * | 6.6 | 8.2 | -20.4% |

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

Source: HTA/ DBEDT