

Table 7.17-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1931-1932 TO 1996

[Dollars. Unweighted averages for Mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1931-32 1/	17.50	(NA)	1988	121.44	350
1951	28.00	(NA)	1989	126.57	322
1960-61	32.00	(NA)	1990	136.30	294
1965-66 1/	37.23	(NA)	1991	140.54	344
1974	46.20	123	1992	117.14	345
1977	54.62	147	1993	116.15	307
1980	71.24	185	1994	133.79	341
1983	85.88	227	1995 2/	132.73	356
1986	95.40	299	1996 2/	137.62	294
1987	102.49	324			

NA Not available.

1/ Oahu only.

2/ Preliminary.

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, *Market Research Flash*, May 14, 1997 and records.