

**Table 7.19-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM THE MAINLAND AND JAPAN, BY EXPENDITURE TYPE: 1995 AND 1996**

[In dollars. Excludes transpacific travel costs]

Expenditure type	Visitors from Mainland		Visitors from Japan	
	1995	1996 1/	1995 1/	1996 1/
All items	132.73	137.62	356.15	293.52
Food and beverage	30.39	30.75	45.43	41.68
Restaurants	20.61	20.49	25.24	27.36
Dinner shows	3.16	3.86	5.29	3.41
Dinner or lunch cruise	0.99	1.15	6.11	4.99
Nightclubs, bars	2.20	1.86	1.04	0.69
Groceries	3.43	3.39	7.75	5.23
Entertainment	6.84	7.64	10.28	10.93
Attractions	2.57	3.14	3.78	5.16
Sports, recreation	3.76	4.04	6.01	5.51
Other entertainment	0.51	0.46	0.49	0.26
Transportation	17.69	20.47	18.25	12.84
Ground transportation	0.93	0.70	2.63	1.51
Rental vehicles	7.99	8.62	2.56	1.15
Interisland travel	4.00	4.88	5.66	5.24
Gasoline	0.84	1.01	0.15	0.06
Parking	0.58	0.54	0.21	0.04
Sightseeing tours	3.35	4.72	7.04	4.84
Clothing	8.49	8.05	34.13	29.63
Other fashion 2/	5.84	6.01	79.79	69.51
Agriculture	1.67	1.76	5.21	4.50
Communication	0.77	0.66	1.09	0.59
Personal service	1.32	1.35	2.97	1.99
Lodging	49.07	49.87	89.94	80.14
Souvenirs	3.98	4.53	17.30	11.37
All other	4.96	4.77	8.25	7.75
Adjustment 3/	1.71	1.76	43.51	22.59
Duty-free	-	-	22.32	19.10
Not duty-free	132.73	137.62	333.83	274.42

1/ Preliminary.

2/ Jewelry, cosmetics, leather goods, etc.

3/ Visitors estimate of amount excluded from listed categories and unaccounted expenditures.

Source: Hawaii Visitors & Convention Bureau, *Market Research Flash*, May 14, 1997.