

**Table 7.20-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1931-1932 TO 1997**

[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	350.00
1951	28.00	(NA)	1989	126.57	322.00
1960-61	32.00	(NA)	1990	136.30	294.04
1965-66 1/	37.23	(NA)	1991	140.54	344.29
1974	46.20	123.00	1992	117.14	344.68
1977	54.62	146.85	1993	116.15	306.54
1980	71.24	185.00	1994	133.79	340.88
1983	85.88	227.32	1995	132.73	356.15
1986	95.40	299.00	1996	137.04	286.89
1987	102.49	324.00	1997	157.07	279.58

NA Not available.

1/ Oahu only.

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, *Hawaii Visitors & Convention Bureau 1995 & 1996 Research Report*, pp.109-110, and records.