

Table 7.20-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM THE MAINLAND AND JAPAN, BY EXPENDITURE TYPE: 1996 AND 1997

[In dollars. Excludes transpacific travel costs]

Expenditure type	Visitors from Mainland		Visitors from Japan	
	1996	1997	1996	1997
All items	137.04	157.07	286.89	279.58
Food and beverage	30.76	31.85	39.45	40.09
Restaurants	20.61	18.49	24.77	21.71
Dinner shows	3.70	5.07	3.34	5.81
Dinner or lunch cruise	1.10	3.02	5.32	6.04
Nightclubs, bars	1.92	2.15	0.69	0.63
Groceries	3.43	3.12	5.32	5.89
Entertainment	7.44	12.54	10.74	15.41
Attractions	3.08	7.81	5.22	10.18
Sports, recreation	3.90	3.37	5.25	5.05
Other entertainment	0.46	1.36	0.27	0.18
Transportation	20.05	23.96	12.21	16.52
Ground transportation	0.69	1.00	1.57	2.78
Rental vehicles	8.58	7.29	1.24	2.49
Interisland travel	4.71	6.01	4.11	3.32
Gasoline	1.01	1.27	0.07	0.15
Parking	0.55	0.84	0.04	0.01
Sightseeing tours	4.51	7.55	5.18	7.64
Clothing	8.01	8.38	30.74	29.19
Other fashion 1/	5.95	6.23	69.39	66.98
Agriculture	1.79	1.79	4.58	5.13
Communication	0.68	0.64	0.62	0.76
Personal service	1.32	1.43	2.08	2.39
Lodging	49.33	59.78	73.49	79.60
Souvenirs	4.43	5.04	12.08	13.60
All other	5.56	3.81	7.81	7.30
Adjustment 2/	1.72	1.62	23.70	2.61
Duty-free 3/	-	-	21.13	-
Not duty-free	137.04	157.07	265.76	279.58

1/ Jewelry, cosmetics, leather goods, etc.

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

3/ For 1997, Duty-free numbers have been distributed among the various categories.

Source: Hawaii Visitors & Convention Bureau, records.