

**Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2007 AND 2008**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars for visitors who stayed in hotels, condominiums, and bed & breakfasts]

Expenditure type	Visitors from U.S. west 1/		Visitors from U.S. east 2/		Visitors from Japan	
	2007	2008	2007	2008	2007	2008
All items	155.9	146.2	192.8	183.4	268.8	288.3
Total food and beverage	32.3	32.4	36.0	37.7	42.9	45.2
Restaurant food	21.0	21.1	25.1	26.3	29.7	31.6
Dinner shows and cruises	3.7	3.0	4.4	4.5	5.3	5.3
Groceries and snacks	7.7	8.3	6.5	7.0	7.9	8.3
Entertainment & recreation 3/	14.4	13.8	19.2	19.9	20.3	22.0
Total transportation	17.6	15.3	22.0	18.8	11.7	11.4
Interisland airfare	5.0	1.7	7.9	3.9	3.6	3.0
Ground transportation	0.6	0.7	0.9	1.0	4.8	4.8
Rental vehicles	10.6	11.2	11.5	11.9	2.9	3.1
Gasoline, parking, etc.	1.4	1.7	1.6	2.0	0.4	0.4
Total shopping	20.1	19.0	23.2	21.2	94.7	100.8
Fashion and clothing	7.4	7.2	7.8	7.3	25.1	27.0
Jewelry and watches	4.7	4.3	5.6	5.1	11.8	12.9
Cosmetics, perfume	0.4	0.3	0.4	0.3	5.5	5.7
Leather goods	0.7	0.6	0.8	0.5	32.0	34.0
Hawaii food products	2.1	2.2	2.2	2.1	11.2	11.9
Souvenirs	4.7	4.4	6.5	6.0	9.1	9.3
Lodging	63.4	60.4	74.4	72.5	79.0	89.6
All other expenses	8.1	5.4	18.1	13.3	20.2	19.4

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2007 AND 2008 -- Con.**

Expenditure type	Visitors from Canada		Visitors from Europe 4/		Visitors from Oceania 5/	
	2007	2008	2007	2008	2007	2008
All items	150.8	153.4	174.7	168.8	212.3	216.1
Total food and beverage	31.0	32.6	32.5	34.6	47.9	48.9
Restaurant food	19.3	20.1	24.7	24.4	36.3	35.1
Dinner shows and cruises	2.9	3.1	1.8	2.8	4.5	5.2
Groceries and snacks	8.7	9.4	6.0	7.4	7.0	8.5
Entertainment & recreation 4/	11.7	12.6	12.9	15.3	18.9	19.4
Total transportation	13.9	14.5	19.8	19.3	14.2	16.2
Interisland airfare	1.7	1.9	5.8	5.3	4.4	5.2
Ground transportation	0.9	1.0	1.8	1.9	2.9	3.2
Rental vehicles	9.8	10.0	10.9	10.8	6.2	6.8
Gasoline, parking, etc.	1.4	1.6	1.3	1.3	0.8	1.1
Total shopping	18.1	18.4	21.3	20.6	49.4	56.0
Fashion and clothing	8.9	9.2	11.3	9.6	27.1	32.5
Jewelry and watches	3.0	3.0	3.6	3.4	8.7	8.4
Cosmetics, perfume	0.3	0.4	0.4	0.6	3.8	3.7
Leather goods	0.5	0.5	1.2	0.7	2.6	3.2
Hawaii food products	1.5	1.5	1.2	1.3	1.0	1.0
Souvenirs	3.8	3.8	3.6	4.9	6.2	7.2
Lodging	64.5	67.0	76.7	71.4	73.9	69.4
All other expenses	11.7	8.2	11.4	7.6	8.0	6.3

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2007 AND 2008 -- Con.**

Expenditure type	Visitors from other Asia 6/		Visitors from Latin America 7/		Visitors from other markets 8/	
	2007	2008	2007	2008	2007	2008
All items	233.8	221.9	195.0	219.2	175.9	173.3
Total food and beverage	42.4	38.3	28.3	40.6	31.9	34.5
Restaurant food	30.2	25.7	21.1	24.9	21.8	24.0
Dinner shows and cruises	6.0	5.8	2.0	7.2	1.8	3.2
Groceries and snacks	6.2	6.8	5.2	8.5	8.4	7.4
Entertainment & recreation 3/	25.1	22.8	13.9	28.6	12.1	15.1
Total transportation	24.0	21.9	17.8	22.5	16.0	20.1
Interisland airfare	10.9	9.6	3.3	7.4	3.0	5.8
Ground transportation	4.7	2.5	1.0	2.4	2.1	2.3
Rental vehicles	7.2	8.6	11.4	11.2	9.4	10.1
Gasoline, parking, etc.	1.2	1.2	2.2	1.6	1.4	2.0
Total shopping	52.1	63.8	29.9	41.5	39.1	35.8
Fashion and clothing	22.5	23.3	16.9	16.6	26.4	20.3
Jewelry and watches	5.5	11.5	2.7	15.8	3.6	3.9
Cosmetics, perfume	3.2	5.4	0.7	1.1	0.7	2.4
Leather goods	9.4	12.6	2.5	0.2	2.3	1.6
Hawaii food products	6.5	5.8	2.0	1.5	1.3	2.2
Souvenirs	4.9	5.3	5.1	6.3	4.7	5.2
Lodging	78.7	65.9	52.5	74.4	56.4	58.0
All other expenses	11.6	9.3	52.7	11.5	20.4	9.8

1/ Pacific and Mountain States of the United States.

2/ All other States in the continental United States not included in U.S. West.

3/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

4/ Includes United Kingdom, Germany, France, Italy, and Switzerland.

5/ Includes Australia and New Zealand.

6/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.

7/ Includes Argentina, Brazil, and Mexico.

8/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.