

**Table 7.27-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
U.S. WEST, U.S. EAST, AND JAPAN, BY VISITOR OR TRIP
CHARACTERISTICS: 2011 AND 2012**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. In dollars]

Visitor or trip characteristics	Visitors from US west 1/		Visitors from US east 2/		Visitors from Japan	
	2011	2012	2011	2012	2011	2012
All visitors	144.00	152.28	180.93	192.37	289.12	310.10
Group tour status 3/						
Organized group tour	219.04	201.77	236.44	230.87	295.15	325.07
Individually arranged	143.50	150.56	179.89	184.36	288.18	306.09
Arrived on package tour 3/						
Yes	179.02	180.06	216.15	226.40	321.69	352.24
No	135.79	142.68	157.79	169.89	210.01	206.38
Accommodations						
Hotel	189.67	192.19	226.34	229.04	314.13	339.02
Condo	143.62	149.79	168.52	174.88	183.10	208.08
Guests of friends and relatives	66.32	74.79	77.21	72.96	110.25	110.53
Timeshare	107.88	151.09	134.73	135.09	166.45	158.21
Previous visits 3/						
First trip	155.37	167.16	198.84	203.96	326.12	354.73
Repeat visitors	140.85	147.52	170.24	172.49	268.43	283.25
Purpose of trip						
Pleasure	145.25	152.12	179.70	185.40	264.73	379.45
Business, meetings, conventions, incentive	204.93	192.49	236.22	231.63	264.24	311.44
On honeymoon	204.87	212.98	267.84	269.98	394.55	278.03

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/ A new methodology for U.S. West and U.S. East resulted in figures that are non-comparable in 2007 *Data Book* or earlier.

Source: Hawaii Tourism Authority, Tourism Research and records.