

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2012

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	7,867,143	1/ 4,904,045	(2/)
Average daily visitor census	201,267	79,070	39.3
Visitors units	74,650	27,981	37.5
Occupied units (average)	57,406	24,008	41.8
Total visitor expenditures (\$millions) 3/	16,109	6,737	41.8

1/ Estimated as a proportion of Oahu.

2/ Because many visitors tour more than one island, percent is not applicable.

3/ Includes a portion of the overseas airfare supporting Hawaii-based airline services.

Source: Hawaii State Department of Business, Economic Development & Tourism, records.