

Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2013

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitors	8,003,474	1/ 5,044,276	(2/)
Average daily visitor census	202,876	79,550	39.2
Visitors units	73,893	29,087	39.4
Occupied units (average)	56,306	24,782	44.0
Total visitor expenditures (\$millions) 3/	16,367	7,204	44.0

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.