

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2015 AND 2016

[For visitor arrivals by air. 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		Visitors from Canada	
	2015	2016	2015	2016	2015	2016	2015	2016
All items	162.0	167.9	197.8	201.7	236.3	240.3	161.5	161.1
Total food and beverage	34.5	36.2	40.0	40.7	49.9	50.4	33.0	33.8
Restaurant food	21.8	22.9	27.3	27.7	37.3	37.6	3/ 18.7	19.4
Dinner shows and cruises	3.4	3.6	4.5	4.8	3.9	4.0	3.0	3.0
Groceries and snacks	9.3	9.6	3/ 8.2	8.3	8.7	8.9	3/ 11.3	11.3
Entertainment & recreation	14.1	14.7	19.5	20.3	18.7	19.0	12.4	11.8
Total transportation	16.3	18.1	20.1	22.0	12.0	12.3	17.1	16.8
Interisland airfare	1.8	2.5	3.8	4.9	2.0	2.0	1.7	1.7
Ground transportation	0.7	0.7	1.0	1.1	5.8	6.0	3/ 0.9	0.9
Rental vehicles	12.7	13.9	13.9	14.7	3.9	4.0	3/ 13.1	13.0
Gasoline, parking, etc.	1.2	1.1	1.4	1.3	0.4	0.3	3/ 1.4	1.2
Total shopping	16.3	16.2	18.6	18.5	65.5	68.0	14.9	13.5
Fashion and clothing	6.1	6.2	6.7	6.7	18.2	18.1	3/ 7.8	6.9
Jewelry and watches	2.9	2.6	3/ 3.2	3.1	5.8	6.7	3/ 1.8	1.6
Cosmetics, perfume	0.4	0.3	0.4	0.4	3.5	3.8	0.3	0.2
Leather goods	0.8	0.8	0.5	0.7	17.6	18.5	3/ 0.5	0.5
Hawaii food products	2.5	2.5	2.7	2.7	13.6	13.9	3/ 1.7	1.7
Souvenirs	3.6	3.7	5.1	4.8	6.9	7.1	3/ 2.7	2.6
Lodging	76.3	78.4	87.4	89.6	79.3	80.1	78.2	79.3
All other expenses 4/	4.5	4.3	12.1	10.6	10.8	10.4	5.8	5.9

Continued on next page.

Table 7.25- EXPENDITURES PER VISITOR DAY BY VISITORS FROM SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2015 AND 2016 -- Con.

Expenditure type	Visitors from China		Visitors from Korea		Visitors from other Asia 5/		Visitors from Oceania 6/	
	2015	2016	2015	2016	2015	2016	2015	2016
All items	392.0	384.7	293.9	316.4	340.3	340.7	262.8	286.5
Total food and beverage	55.6	62.9	66.5	74.5	60.7	68.0	50.4	54.9
Restaurant food	3/ 42.3	52.8	52.9	62.2	47.3	56.7	3/ 36.6	39.8
Dinner shows and cruises	5.5	4.3	5.8	4.8	5.6	4.5	3/ 4.9	5.3
Groceries and snacks	3/ 7.7	5.8	7.8	7.6	7.8	6.8	3/ 8.9	9.8
Entertainment & recreation	35.0	42.1	26.3	28.1	30.4	33.5	24.2	24.8
Total transportation	33.0	44.7	25.7	28.2	29.2	34.5	16.6	17.2
Interisland airfare	3/ 12.8	13.9	7.1	6.2	9.9	9.4	3/ 4.5	4.5
Ground transportation	3/ 6.4	14.8	2.5	2.4	4.4	7.1	3/ 4.0	3.8
Rental vehicles	3/ 12.4	14.7	15.0	18.4	3/ 13.6	16.8	3/ 7.3	8.2
Gasoline, parking, etc.	3/ 1.3	1.3	1.1	1.1	1.2	1.2	3/ 0.8	0.7
Total shopping	160.0	115.8	77.2	69.9	116.9	88.0	54.1	56.4
Fashion and clothing	3/ 54.6	46.0	3/ 25.2	24.3	3/ 39.6	32.6	3/ 34.2	35.9
Jewelry and watches	3/ 31.6	20.3	3.7	3.7	16.5	9.8	3/ 5.0	4.8
Cosmetics, perfume	3/ 22.4	12.6	3/ 5.9	4.1	3/ 13.4	7.5	3/ 5.1	4.8
Leather goods	3/ 38.0	24.8	3/ 30.4	25.6	3/ 34.1	26.1	3/ 4.7	5.1
Hawaii food products	8.0	7.2	3/ 6.6	7.2	7.6	7.1	3/ 1.3	1.3
Souvenirs	3/ 5.3	4.9	5.5	5.0	5.7	5.0	3/ 3.9	4.3
Lodging	86.3	108.5	93.5	112.9	89.8	110.3	104.2	118.3
All other expenses 4/	22.1	10.6	4.7	2.8	13.2	6.4	13.2	14.8

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2015 AND 2016 -- Con.**

Expenditure type	Visitors from Europe 7/		Visitors from Latin America 8/		Visitors from other markets 9/	
	2015	2016	2015	2016	2015	2016
All items	177.7	189.9	247.4	186.7	183.6	199.5
Total food and beverage	35.4	36.9	49.2	33.5	38.3	41.1
Restaurant food	3/ 22.0	27.3	3/ 30.3	22.4	3/ 27.1	30.6
Dinner shows and cruises	3/ 3.3	2.6	3/ 7.1	5.0	3/ 3.6	4.2
Groceries and snacks	3/ 10.2	7.0	3/ 11.7	6.1	3/ 7.7	6.4
Entertainment & recreation	16.2	14.8	25.7	16.7	15.9	16.7
Total transportation	26.6	26.1	29.2	22.8	19.7	22.4
Interisland airfare	3/ 7.7	7.3	3/ 8.7	4.7	3/ 4.6	5.0
Ground transportation	3/ 2.7	3.3	3/ 2.3	1.1	3/ 2.0	2.5
Rental vehicles	3/ 15.1	14.3	3/ 17.1	15.4	3/ 11.3	13.8
Gasoline, parking, etc.	3/ 1.2	1.2	3/ 1.1	1.6	3/ 1.8	1.1
Total shopping	16.2	18.2	29.7	34.1	32.2	39.6
Fashion and clothing	3/ 7.7	10.5	3/ 17.5	13.4	3/ 17.5	18.1
Jewelry and watches	3/ 2.2	4.2	3/ 1.9	11.2	3/ 1.4	2.4
Cosmetics, perfume	3/ 0.9	0.5	3/ 1.9	1.3	3/ 1.7	2.2
Leather goods	3/ 0.8	0.2	3/ 0.6	0.2	3/ 4.1	4.3
Hawaii food products	3/ 1.3	1.0	3/ 2.3	2.0	3/ 3.6	6.3
Souvenirs	3/ 3.2	1.8	3/ 5.5	5.9	3/ 4.0	6.3
Lodging	77.2	88.2	96.2	66.2	72.5	72.6
All other expenses 4/	6.0	5.8	17.4	13.5	4.9	7.0

Continued on next page.

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2014 AND 2015 -- Con.**

- 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/ Revised from previous *Data Book*.
- 4/ Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.
- 5/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 6/ Includes Australia and New Zealand.
- 7/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 8/ Includes Argentina, Brazil, and Mexico.
- 9/ 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); Hawaii Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual) and records.