

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2018

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. Dollars. Unweighted averages for mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1960-1961	32.0	(NA)	2000	154.9	214.2
1965-1966 1/	37.2	(NA)	2001	142.7	227.0
1974	46.2	123.0	2002	150.4	233.1
1977	54.6	146.9	2003	157.2	240.1
1980	71.2	185.0	2004	158.0	251.5
1983	85.9	227.3	2005	160.8	255.4
1986	95.4	299.0	2006	166.3	266.5
1987	102.5	324.0	2007	170.3	268.8
1988	121.4	350.0	2008	161.0	288.3
1989	126.6	322.0	2009	145.7	268.3
1990	136.3	294.0	2010	151.6	261.1
1991	140.5	344.3	2011	157.8	289.1
1992	117.1	344.7	2012	167.1	310.1
1993	116.2	306.5	2013	172.1	275.7
1994	133.8	340.9	2014	176.6	273.4
1995	132.7	356.2	2015	175.0	236.3
1996	137.0	286.9	2016	180.2	240.3
1997	157.1	279.6	2017 2/	186.9	237.8
1998	147.4	235.2	2018	188.3	241.2
1999	148.9	207.5			

NA Not available.

1/ Oahu only.

2/ Revised from previous *Data Book*.

Source: Hawaii Visitors Bureau, *1983 Visitor Expenditure Survey* (1985), p. 31; *1989 Expenditures, Westbound Visitors to Hawaii* (1990), pp. 29 and 30; *1991 Visitor Expenditure Report* (1992), pp. 6 and 68; *1992 Visitor Expenditure Report* (1993), p. 61; Hawaii Visitors & Convention Bureau, *Hawaii Visitors & Convention Bureau 1995 & 1996 Research Report*, pp.109-110, Hawaii Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual) <<https://www.hawaiitourismauthority.org/research/annual-visitor-research-reports/>> accessed November 6, 2019, continues report published by the Hawaii State Department of Business, Economic Development & Tourism from 1999 to 2008, and Hawaii Tourism Authority, records.