

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2017 AND 2018**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. In dollars.  
Revised from previous *Data Book*]

Expenditure type	U.S. West 1/		U.S. East 2/		Japan		Canada	
	2017	2018	2017	2018	2017	2018	2017	2018
All items	174.3	175.8	208.4	210.2	237.8	241.2	160.9	164.4
Total food and beverage	37.4	37.8	42.4	42.1	50.5	50.1	33.3	34.0
Restaurant food	23.7	23.9	28.9	28.4	37.7	37.2	19.4	19.4
Dinner shows & cruises	4.0	4.1	5.2	5.4	3.7	3.8	2.8	3.1
Groceries and snacks	9.7	9.7	8.3	8.3	9.1	9.1	11.1	11.4
Entertainment & recreation	15.9	15.8	21.8	22.1	18.9	18.1	12.6	12.2
Total transportation	19.2	19.5	23.2	23.3	12.9	12.3	17.7	18.5
Interisland airfare	2.5	2.1	4.8	4.5	2.0	1.7	1.6	1.2
Ground transportation	0.8	0.9	1.1	1.1	5.9	5.7	0.9	0.9
Rental vehicles	14.7	15.2	15.9	16.2	4.5	4.4	13.8	15.0
Gasoline, parking, etc.	1.2	1.2	1.4	1.5	0.5	0.5	1.4	1.5
Total shopping	17.0	16.6	19.4	18.8	64.6	65.9	14.1	14.2
Fashion and clothing	6.5	6.3	6.9	6.7	18.1	18.4	7.3	7.4
Jewelry and watches	2.7	2.7	3.5	3.1	5.8	7.1	1.5	1.3
Cosmetics, perfume	0.4	0.4	0.6	0.7	3.6	3.8	0.3	0.2
Leather goods	0.9	0.9	0.7	0.8	17.0	17.0	0.6	0.7
Hawaii food products	2.7	2.7	2.8	2.8	13.6	13.5	1.9	1.9
Souvenirs	3.8	3.6	5.0	4.7	6.6	6.2	2.6	2.6
Lodging	80.6	82.1	89.6	92.6	80.6	85.5	78.0	80.5
All other expenses 3/	4.2	4.0	12.1	11.3	10.3	9.2	5.2	5.0

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
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2017 AND 2018 -- Con.**

Expenditure type	China		Korea		Asia 4/		Oceania 5/	
	2017	2018	2017	2018	2017	2018	2017	2018
All items	337.6	349.1	278.5	292.3	297.5	309.2	269.0	260.4
Total food and beverage	53.9	53.8	63.2	63.7	60.0	58.5	54.6	53.7
Restaurant food	43.4	43.9	50.2	50.4	47.7	46.6	39.8	38.3
Dinner shows & cruises	3.9	4.0	4.5	3.9	4.5	4.1	5.3	5.2
Groceries and snacks	6.6	6.0	8.5	9.5	7.9	7.8	9.6	10.2
Entertainment & recreation	34.3	35.7	27.6	27.6	29.5	30.6	25.0	25.3
Total transportation	37.5	37.5	26.1	25.4	30.1	30.4	17.0	16.2
Interisland airfare	14.2	13.8	5.7	5.0	8.5	8.7	3.9	3.4
Ground transportation	5.4	4.8	2.4	2.5	3.2	3.4	3.6	3.8
Rental vehicles	16.4	17.0	17.0	17.0	17.1	16.9	8.6	8.4
Gasoline, parking, etc.	1.2	1.6	0.9	0.9	1.1	1.2	0.8	0.6
Total shopping	107.7	115.5	72.0	79.1	83.5	90.4	58.6	56.4
Fashion and clothing	39.6	42.6	23.2	22.1	28.8	29.5	37.5	36.8
Jewelry and watches	22.1	25.5	2.7	3.5	7.7	11.2	4.9	4.8
Cosmetics, perfume	14.0	14.7	4.0	3.0	6.9	7.0	4.8	4.2
Leather goods	21.3	24.9	28.0	39.0	26.7	32.2	5.5	4.8
Hawaii food products	7.3	6.6	7.8	6.7	7.6	6.9	1.5	1.7
Souvenirs	3.3	4.9	6.4	5.7	5.7	5.2	4.4	4.1
Lodging	96.1	97.0	87.0	93.1	89.6	93.1	98.3	96.2
All other expenses 3/	8.0	9.7	2.7	3.3	4.9	6.2	15.6	12.7

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Expenditure type	Europe 6/		Latin America 7/		Other markets 8/	
	2017	2018	2017	2018	2017	2018
All items	166.3	171.5	253.4	240.6	198.2	190.7
Total food and beverage	41.2	41.1	42.9	42.0	37.4	36.7
Restaurant food	31.1	27.8	26.8	27.9	24.4	22.9
Dinner shows and cruises	0.9	1.7	8.3	6.0	4.0	5.7
Groceries and snacks	6.7	11.6	7.9	8.1	8.9	8.0
Entertainment & recreation	18.0	17.4	23.4	25.2	21.2	15.8
Total transportation	20.9	26.3	25.7	29.5	22.3	24.8
Interisland airfare	4.2	4.7	3.2	5.3	5.2	4.1
Ground transportation	3.8	2.4	2.0	2.7	4.3	3.5
Rental vehicles	10.5	17.1	19.7	20.5	11.0	15.5
Gasoline, parking, etc.	1.5	2.2	1.4	1.4	1.3	1.6
Total shopping	14.6	14.4	44.8	29.8	36.4	41.7
Fashion and clothing	7.4	6.1	27.6	16.7	17.4	21.3
Jewelry and watches	1.8	0.8	3.5	3.5	1.6	2.4
Cosmetics, perfume	0.6	1.5	1.9	1.5	1.4	1.8
Leather goods	0.8	0.7	1.0	0.4	6.0	8.5
Hawaii food products	0.5	1.5	3.9	2.5	4.7	4.3
Souvenirs	2.6	3.8	7.0	6.0	5.3	3.4
Lodging	66.6	65.3	98.8	97.6	69.8	63.5
All other expenses 3/	4.9	7.0	17.9	16.5	11.2	8.2

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/ Includes cruise package and on-ship spending on U.S. flagged Hawaii home-ported ships.

4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.

5/ Includes Australia and New Zealand.

6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.

7/ Includes Argentina, Brazil, and Mexico.

8/ 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 Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual)

<<https://www.hawaiiauthority.org/research/annual-visitor-research-reports/>> accessed November 6, 2019 and records.