

**Table 7.26-- TOTAL VISITOR EXPENDITURES BY EXPENDITURE TYPE:
2017 AND 2018**

[Total air and cruise visitor expenditures. Covers visitors who stayed overnight or longer anywhere in the state. In millions of dollars]

Expenditure type	2017 1/	2018	Percent change
All items	16,794.4	17,642.5	5.1
Total food and beverage	3,480.6	3,624.5	4.1
Restaurant food	2,347.5	2,409.3	2.6
Dinner shows and cruises	353.2	396.5	12.3
Groceries and snacks	771.7	818.3	6.0
Entertainment & recreation	1,569.5	1,617.4	3.0
Total transportation	1,667.7	1,779.7	6.7
Interisland airfare	286.9	266.6	-7.1
Ground transportation	156.5	160.4	2.5
Rental vehicles	1,122.1	1,243.6	10.8
Gasoline, parking, etc.	98.2	108.8	10.8
Total shopping	2,344.9	2,414.8	3.0
Fashion and clothing	899.8	933.7	3.8
Jewelry and watches	284.8	309.2	8.6
Cosmetics, perfume	109.1	115.3	5.7
Leather goods	335.6	354.9	5.8
Hawaii food products	337.7	343.8	1.8
Souvenirs	372.2	367.9	-1.2
Lodging	6,954.6	7,441.7	7.0
All other expenses 2/	651.5	631.5	-3.1
Supplemental business	125.6	132.8	5.7

1/ Revised from previous *Data Book*.

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

Source: Hawaii Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual)

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

