

**Table 7.33-- WAIKIKI'S SHARE OF TOURISM: 2018**

Measure of tourism	Statewide visitor industry	Waikiki 1/	
		Number	Percent of statewide tourism
Visitor arrivals by air	9,761,448	2/ 5,862,358	(3/)
Average daily visitor census	240,341	87,901	36.6
Visitor units	80,751	30,818	38.2
Occupied visitor units	64,426	25,980	40.3
Total visitor expenditures (\$ millions) 4/	20,144	7,599	37.7

1/ Estimated by the Hawaii State Department of Business, Economic Development & Tourism

2/ Oahu visitors.

3/ Because many visitors tour more than one island, percent is not applicable.

4/ Includes a portion of the overseas airfare supporting Hawaii-based airline services and spending by cruise lines on supplies and maintenance.

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

<<https://www.hawaiitourismauthority.org/research/annual-visitor-research-reports/>> accessed November 14, 2019, and records, calculations by the Hawaii State Department of Business, Economic Development & Tourism.