

Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2019

[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 | 186.9 | 237.8 |
| 1998 | 147.4 | 235.2 | 2018 | 188.3 | 241.2 |
| 1999 | 148.9 | 207.5 | 2019 | 188.3 | 241.6 |

NA Not available.

1/ Oahu only.

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.hawaii-tourismauthority.org/research/annual-visitor-research-reports/>> accessed August 18, 2020, continues report published by the Hawaii State Department of Business, Economic Development & Tourism from 1999 to 2008, and Hawaii Tourism Authority, records.