

**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2018 AND 2019**

[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	
	2018	2019	2018	2019	2018	2019	2018	2019
All items	175.8	174.9	210.2	212.6	241.2	241.6	164.4	165.0
Total food and beverage	37.8	37.2	42.1	43.2	50.1	51.2	34.0	35.3
Restaurant food	23.9	23.6	28.4	29.3	37.2	38.2	19.4	20.4
Dinner shows & cruises	4.1	3.9	5.4	5.4	3.8	3.7	3.1	2.8
Groceries and snacks	9.7	9.8	8.3	8.4	9.1	9.2	11.4	12.1
Entertainment & recreation	15.8	15.1	22.1	21.9	18.1	19.0	12.2	12.3
Total transportation	19.5	18.6	23.3	22.1	12.3	12.0	18.5	18.4
Interisland airfare	2.1	1.7	4.5	3.8	1.7	1.4	1.2	1.2
Ground transportation	0.9	0.9	1.1	1.2	5.7	6.1	0.9	0.9
Rental vehicles	15.2	14.8	16.2	15.5	4.4	4.0	15.0	14.8
Gasoline, parking, etc.	1.2	1.2	1.5	1.6	0.5	0.5	1.5	1.5
Total shopping	16.6	16.7	18.8	18.9	65.9	65.1	14.2	13.9
Fashion and clothing	6.3	6.5	6.7	7.1	18.4	17.9	7.4	7.2
Jewelry and watches	2.7	2.5	3.1	2.8	7.1	7.5	1.3	1.4
Cosmetics, perfume	0.4	0.4	0.7	0.4	3.8	4.0	0.2	0.2
Leather goods	0.9	1.1	0.8	0.8	17.0	16.3	0.7	0.6
Hawaii food products	2.7	2.8	2.8	2.8	13.5	13.3	1.9	1.8
Souvenirs	3.6	3.5	4.7	4.9	6.2	6.2	2.6	2.7
Lodging	82.1	82.9	92.6	95.4	85.5	83.7	80.5	79.7
All other expenses 3/	4.0	4.3	11.3	11.2	9.2	10.6	5.0	5.3

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**Table 7.25-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
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2018 AND 2019 -- Con.**

Expenditure type	China		Korea		Asia 4/		Oceania 5/	
	2018	2019	2018	2019	2018	2019	2018	2019
All items	349.1	329.0	292.3	285.2	309.2	293.6	260.4	261.7
Total food and beverage	53.8	53.7	63.7	63.8	58.5	58.9	53.7	56.0
Restaurant food	43.9	42.8	50.4	50.6	46.6	46.4	38.3	40.5
Dinner shows & cruises	4.0	3.7	3.9	3.9	4.1	4.1	5.2	4.8
Groceries and snacks	6.0	7.1	9.5	9.3	7.8	8.4	10.2	10.6
Entertainment & recreation	35.7	35.6	27.6	27.4	30.6	29.6	25.3	25.2
Total transportation	37.5	36.7	25.4	24.4	30.4	29.0	16.2	15.5
Interisland airfare	13.8	13.4	5.0	5.2	8.7	8.0	3.4	2.9
Ground transportation	4.8	4.3	2.5	2.5	3.4	3.3	3.8	4.0
Rental vehicles	17.0	17.5	17.0	15.7	16.9	16.6	8.4	7.9
Gasoline, parking, etc.	1.6	2.1	0.9	1.0	1.2	1.4	0.6	0.7
Total shopping	115.5	99.4	79.1	74.3	90.4	80.3	56.4	53.2
Fashion and clothing	42.6	36.6	22.1	21.6	29.5	26.2	36.8	34.7
Jewelry and watches	25.5	14.0	3.5	2.3	11.2	6.1	4.8	4.0
Cosmetics, perfume	14.7	13.8	3.0	3.2	7.0	6.2	4.2	3.2
Leather goods	24.9	26.6	39.0	32.9	32.2	29.1	4.8	4.9
Hawaii food products	6.6	5.9	6.7	7.3	6.9	7.2	1.7	1.9
Souvenirs	4.9	3.7	5.7	6.9	5.2	5.9	4.1	4.5
Lodging	97.0	96.0	93.1	91.5	93.1	90.3	96.2	98.0
All other expenses 3/	9.7	7.6	3.3	3.8	6.2	5.6	12.7	13.8

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Expenditure type	Europe 6/		Latin America 7/		Other markets 8/	
	2018	2019	2018	2019	2018	2019
All items	171.5	150.6	240.6	233.7	190.7	171.0
Total food and beverage	41.1	35.6	42.0	46.8	36.7	36.9
Restaurant food	27.8	23.3	27.9	26.5	22.9	23.2
Dinner shows and cruises	1.7	4.2	6.0	9.9	5.7	3.3
Groceries and snacks	11.6	8.1	8.1	10.4	8.0	10.4
Entertainment & recreation	17.4	15.5	25.2	21.9	15.8	15.2
Total transportation	26.3	24.7	29.5	28.8	24.8	21.2
Interisland airfare	4.7	3.5	5.3	11.5	4.1	4.8
Ground transportation	2.4	2.7	2.7	2.6	3.5	3.6
Rental vehicles	17.1	17.1	20.5	14.9	15.5	10.1
Gasoline, parking, etc.	2.2	1.4	1.4	1.2	1.6	2.7
Total shopping	14.4	10.1	29.8	24.4	41.7	32.7
Fashion and clothing	6.1	6.0	16.7	11.8	21.3	17.9
Jewelry and watches	0.8	1.1	3.5	1.8	2.4	1.5
Cosmetics, perfume	1.5	0.1	1.5	0.6	1.8	1.9
Leather goods	0.7	0.4	0.4	0.3	8.5	3.2
Hawaii food products	1.5	0.5	2.5	2.9	4.3	4.1
Souvenirs	3.8	2.0	6.0	8.3	3.4	4.1
Lodging	65.3	59.6	97.6	94.8	63.5	58.3
All other expenses 3/	7.0	5.1	16.5	17.0	8.2	6.6

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.hawaiiitourismauthority.org/research/annual-visitor-research-reports/>> accessed August 18, 2020 and records.