

Table 7.22-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2020

[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)	2001	142.7	227.0
1965-1966 1/	37.2	(NA)	2002	150.4	233.1
1974	46.2	123.0	2003	157.2	240.1
1977	54.6	146.9	2004	158.0	251.5
1980	71.2	185.0	2005	160.8	255.4
1983	85.9	227.3	2006	166.3	266.5
1986	95.4	299.0	2007	170.3	268.8
1987	102.5	324.0	2008	161.0	288.3
1988	121.4	350.0	2009	145.7	268.3
1989	126.6	322.0	2010	151.6	261.1
1990	136.3	294.0	2011	157.8	289.1
1991	140.5	344.3	2012	167.1	310.1
1992	117.1	344.7	2013	172.1	275.7
1993	116.2	306.5	2014	176.6	273.4
1994	133.8	340.9	2015	175.0	236.3
1995	132.7	356.2	2016	180.2	240.3
1996	137.0	286.9	2017	186.9	237.8
1997	157.1	279.6	2018	188.3	241.2
1998	147.4	235.2	2019	188.3	241.6
1999	148.9	207.5	2020 2/	171.8	237.1
2000	154.9	214.2			

NA Not available.

1/ Oahu only.

2/ Annual 2020 visitor spending statistics were estimated by DBEDT.

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.hawaiitourismauthority.org/research/annual-visitor-research-reports/>> accessed September 7, 2021, continues report published by the Hawaii State Department of Business, Economic Development & Tourism from 1999 to 2008, and Hawaii Tourism Authority, records.