

**Table 7.32-- WAIKIKI'S SHARE OF TOURISM: 2020**

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitor arrivals by air	2,678,073	1/ 1,506,316	(2/)
Average daily visitor census	77,915	26,497	34.0
Visitor units	81,188	30,588	37.7
Occupied visitor units	30,121	11,440	38.0
Total visitor expenditures (\$ millions) 3/	6,174	2,126	34.4

1/ Oahu visitors.

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

3/ 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 September 7, 2021, and estimates by the Hawaii State Department of Business, Economic Development & Tourism.