

**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2019 AND 2021**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. In dollars.
Annual 2020 visitor spending statistics were not available]

Expenditure type	U.S. West 1/		U.S. East 2/		Japan		Canada	
	2019	2021	2019	2021	2019	2021	2019	2021
All items	174.9	195.5	212.6	212.5	241.6	220.9	165.0	176.4
Total food and beverage	37.2	41.0	43.2	44.5	51.2	51.5	35.3	41.1
Restaurant food	23.6	26.1	29.3	30.1	38.2	33.5	20.4	23.9
Dinner shows & cruises	3.9	3.9	5.4	5.0	3.7	1.1	2.8	2.0
Groceries and snacks	9.8	11.0	8.4	9.5	9.2	16.9	12.1	15.2
Entertainment & recreation	15.1	16.4	21.9	21.8	19.0	11.2	12.3	11.1
Total transportation	18.6	23.4	22.1	25.9	12.0	15.6	18.4	21.7
Interisland airfare	1.7	0.7	3.8	1.9	1.4	0.7	1.2	1.4
Ground transportation	0.9	1.3	1.2	1.7	6.1	3.8	0.9	1.2
Rental vehicles	14.8	20.1	15.5	20.9	4.0	9.5	14.8	17.5
Gasoline, parking, etc.	1.2	1.3	1.6	1.5	0.5	1.5	1.5	1.7
Total shopping	16.7	20.9	18.9	20.3	65.1	54.9	13.9	16.6
Fashion and clothing	6.5	7.8	7.1	7.8	17.9	23.9	7.2	8.3
Jewelry and watches	2.5	2.6	2.8	2.8	7.5	5.1	1.4	1.2
Cosmetics, perfume	0.4	0.3	0.4	0.3	4.0	2.7	0.2	0.3
Leather goods	1.1	2.9	0.8	1.4	16.3	13.0	0.6	1.3
Hawaii food products	2.8	3.1	2.8	2.8	13.3	8.4	1.8	2.6
Souvenirs	3.5	4.2	4.9	5.2	6.2	5.9	2.7	2.8
Lodging	82.9	90.5	95.4	96.2	83.7	81.2	79.7	82.7
All other expenses 3/	4.3	3.3	11.2	3.7	10.6	6.5	5.3	3.2

Continued on next page.

**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:
2019 AND 2021 -- Con.**

Expenditure type	Other Asia 4/		Oceania 5/		Europe 6/		Latin America 7/	
	2019	2021	2019	2021	2019	2021	2019	2021
All items	293.6	285.1	261.7	235.1	150.6	167.9	233.7	249.7
Total food and beverage	58.9	56.0	56.0	48.9	35.6	40.4	46.8	45.6
Restaurant food	46.4	43.9	40.5	35.3	23.3	29.2	26.5	28.5
Dinner shows & cruises	4.1	4.1	4.8	4.6	4.2	2.6	9.9	8.3
Groceries and snacks	8.4	8.0	10.6	9.1	8.1	8.6	10.4	8.7
Entertainment & recreation	29.6	28.5	25.2	22.6	15.5	16.7	21.9	24.5
Total transportation	29.0	28.4	15.5	14.4	24.7	24.5	28.8	29.9
Interisland airfare	8.0	7.9	2.9	3.0	3.5	4.1	11.5	7.3
Ground transportation	3.3	3.2	4.0	3.4	2.7	3.4	2.6	2.4
Rental vehicles	16.6	16.1	7.9	7.4	17.1	15.2	14.9	18.9
Gasoline, parking, etc.	1.4	1.2	0.7	0.6	1.4	1.7	1.2	1.3
Total shopping	80.3	82.3	53.2	50.2	10.1	12.7	24.4	34.6
Fashion and clothing	26.2	27.1	34.7	32.5	6.0	6.5	11.8	19.0
Jewelry and watches	6.1	7.9	4.0	4.1	1.1	1.2	1.8	3.2
Cosmetics, perfume	6.2	6.5	3.2	3.6	0.1	0.7	0.6	1.3
Leather goods	29.1	28.3	4.9	4.6	0.4	0.6	0.3	0.7
Hawaii food products	7.2	7.0	1.9	1.5	0.5	0.9	2.9	3.4
Souvenirs	5.9	5.4	4.5	3.9	2.0	2.8	8.3	7.0
Lodging	90.3	84.7	98.0	86.3	59.6	67.9	94.8	97.7
All other expenses 3/	5.6	5.3	13.8	12.6	5.1	5.6	17.0	17.4

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.

Source: Hawaii State Department of Business, Economic Development, and Tourism Research, *Annual Visitor Research Report* (annual) <<http://dbedt.hawaii.gov/visitor/visitor-research/>> accessed August 12, 2022.