

**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2022 AND 2023**

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. In dollars]

Expenditure type	U.S. West 1/		U.S. East 2/		Japan		Canada	
	2022	2023	2022	2023	2022	2023	2022	2023
All items	221.8	225.4	252.1	262.6	235.4	240.7	189.8	220.3
Total food and beverage	45.2	47.8	48.9	51.6	57.4	59.5	40.0	45.8
Restaurant food	28.6	30.3	32.9	34.5	39.9	43.4	23.1	26.4
Dinner shows & cruises	5.2	5.3	6.1	6.9	3.3	3.7	2.7	3.8
Groceries and snacks	11.4	12.2	9.8	10.2	14.2	12.4	14.3	15.5
Entertainment & recreation	19.3	19.2	26.4	26.9	15.7	17.4	13.7	15.8
Total transportation	25.1	22.2	27.3	24.3	16.5	13.8	23.5	22.5
Interisland airfare	1.1	1.2	2.5	2.8	1.2	1.0	1.1	1.2
Ground transportation	1.3	1.3	1.5	1.6	5.7	6.2	1.4	1.6
Rental vehicles	21.1	18.3	21.6	18.3	8.5	5.8	19.2	17.9
Gasoline, parking, etc.	1.5	1.4	1.7	1.5	1.2	0.8	1.8	1.8
Total shopping	21.8	21.7	22.3	22.8	49.8	50.2	14.6	16.1
Fashion and clothing	8.2	8.2	8.1	8.5	17.5	16.4	7.7	8.6
Jewelry and watches	2.7	2.8	3.3	3.1	3.7	3.4	0.9	1.4
Cosmetics, perfume	0.5	0.5	0.5	0.6	2.2	1.8	0.2	0.3
Leather goods	2.5	1.8	1.7	1.4	9.0	8.2	0.6	0.5
Hawaii food products	3.5	3.8	3.1	3.3	11.8	13.8	2.3	2.1
Souvenirs	4.4	4.6	5.6	5.9	6.1	6.5	2.8	3.2
Lodging	105.9	108.8	117.9	121.9	89.0	91.1	94.3	113.6
All other expenses 3/	4.5	5.6	9.3	15.0	7.0	8.7	3.6	6.5

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**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:  
2022 AND 2023 -- Con.**

Expenditure type	Other Asia 4/		Oceania 5/		Europe 6/		Latin America 7/	
	2021	2022	2021	2022	2021	2022	2021	2022
All items	285.1	306.6	235.1	284.7	167.9	192.1	249.7	249.0
Total food and beverage	56.0	59.8	48.9	64.6	40.4	39.9	45.6	47.4
Restaurant food	43.9	47.5	35.3	47.3	29.2	24.0	28.5	29.2
Dinner shows & cruises	4.1	4.1	4.6	5.0	2.6	5.9	8.3	8.5
Groceries and snacks	8.0	8.3	9.1	12.3	8.6	10.0	8.7	9.7
Entertainment & recreation	28.5	30.6	22.6	26.4	16.7	22.6	24.5	24.2
Total transportation	28.4	29.9	14.4	20.4	24.5	27.2	29.9	30.3
Interisland airfare	7.9	8.0	3.0	2.2	4.1	1.9	7.3	7.5
Ground transportation	3.2	3.4	3.4	5.5	3.4	3.6	2.4	2.8
Rental vehicles	16.1	17.2	7.4	11.6	15.2	17.0	18.9	18.7
Gasoline, parking, etc.	1.2	1.2	0.6	1.2	1.7	4.7	1.3	1.3
Total shopping	82.3	88.4	50.2	49.9	12.7	11.5	34.6	30.9
Fashion and clothing	27.1	28.3	32.5	32.5	6.5	6.7	19.0	15.1
Jewelry and watches	7.9	8.4	4.1	3.3	1.2	0.2	3.2	2.9
Cosmetics, perfume	6.5	6.7	3.6	2.6	0.7	0.3	1.3	0.9
Leather goods	28.3	31.8	4.6	4.4	0.6	0.1	0.7	0.4
Hawaii food products	7.0	7.3	1.5	2.1	0.9	1.7	3.4	3.3
Souvenirs	5.4	5.9	3.9	4.8	2.8	2.5	7.0	8.3
Lodging	84.7	92.0	86.3	114.8	67.9	87.5	97.7	99.0
All other expenses 3/	5.3	5.9	12.6	8.6	5.6	3.4	17.4	17.2

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, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.