

**Table 7.32-- WAIKIKI'S SHARE OF TOURISM: 2023**

Measure of tourism	Statewide visitor industry	Waikiki	
		Number	Percent of statewide tourism
Visitor arrivals by air	9,499,995	1/ 5,613,409	(2/)
Average daily visitor census	234,724	87,907	37.5
Visitor units	81,881	31,101	38.0
Occupied visitor units	61,165	24,912	40.7
Total visitor expenditures 3/ (\$ millions)	23,894	8,538	35.7

1/ Oahu visitors.

2/ Percent is not applicable because many visitors tour more than one island.

3/ Includes a portion of the overseas airfare supporting Hawaii-based airline services and spending by cruise lines on supplies and maintenance.

Source: Estimates by the Hawaii State Department of Business, Economic Development & Tourism.