

Table 7.22-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN OF VISITORS: 1960-1961 TO 2024

[In dollars. Covers visitors who arrived by air and stayed overnight or longer anywhere in the state.
Unweighted averages for mainlanders before 1988 and for Japanese before 1990]

Year	Mainlanders	Japanese	Year	Mainlanders	Japanese
1960-1961	32.0	(NA)	2003	157.2	240.1
1965-1966 1/	37.2	(NA)	2004	158.0	251.5
1974	46.2	123.0	2005	160.8	255.4
1977	54.6	146.9	2006	166.3	266.5
1980	71.2	185.0	2007	170.3	268.8
1983	85.9	227.3	2008	161.0	288.3
1986	95.4	299.0	2009	145.7	268.3
1987	102.5	324.0	2010	151.6	261.1
1988	121.4	350.0	2011	157.8	289.1
1989	126.6	322.0	2012	167.1	310.1
1990	136.3	294.0	2013	172.1	275.7
1991	140.5	344.3	2014	176.6	273.4
1992	117.1	344.7	2015	175.0	236.3
1993	116.2	306.5	2016	180.2	240.3
1994	133.8	340.9	2017	186.9	237.8
1995	132.7	356.2	2018	188.3	241.2
1996	137.0	286.9	2019	188.3	241.6
1997	157.1	279.6	2020 2/	171.8	237.1
1998	147.4	235.2	2021	201.1	220.9
1999	148.9	207.5	2022	232.4	235.4
2000	154.9	214.2	2023	238.7	240.7
2001	142.7	227.0	2024	242.1	239.6
2002	150.4	233.1			

NA Not available.

1/ Oahu only.

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

Source: Hawaii State Department of Business, Economic Development, and Tourism, Data before 1999: *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, records; *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.