

**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE: 2023 AND 2024**

[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	
	2023	2024	2023	2024	2023	2024	2023	2024
All items	225.4	229.8	262.6	264.6	240.7	239.6	220.3	223.5
Total food and beverage	47.8	49.3	51.6	52.7	59.5	60.9	45.8	49.3
Restaurant food	30.3	31.8	34.5	35.4	43.4	45.1	26.4	29.7
Dinner shows & cruises	5.3	4.8	6.9	6.3	3.7	3.8	3.8	3.8
Groceries and snacks	12.2	12.7	10.2	11.0	12.4	12.0	15.5	15.8
Entertainment & recreation	19.2	21.1	26.9	26.9	17.4	17.2	15.8	15.6
Total transportation	22.2	21.9	24.3	24.3	13.8	13.0	22.5	20.4
Interisland airfare	1.2	1.7	2.8	3.4	1.0	1.1	1.2	1.1
Ground transportation	1.3	1.4	1.6	1.9	6.2	6.1	1.6	2.2
Rental vehicles	18.3	17.4	18.3	17.5	5.8	5.1	17.9	15.7
Gasoline, parking, etc.	1.4	1.4	1.5	1.6	0.8	0.6	1.8	1.4
Total shopping	21.7	21.6	22.8	21.9	50.2	46.7	16.1	17.6
Fashion and clothing	8.2	8.4	8.5	7.8	16.4	14.8	8.6	8.8
Jewelry and watches	2.8	3.3	3.1	3.2	3.4	3.5	1.4	1.2
Cosmetics, perfume	0.5	0.4	0.6	0.7	1.8	1.7	0.3	0.4
Leather goods	1.8	1.5	1.4	1.0	8.2	6.8	0.5	0.6
Hawaii food products	3.8	3.5	3.3	3.5	13.8	13.5	2.1	2.9
Souvenirs	4.6	4.4	5.9	5.8	6.5	6.4	3.2	3.8
Lodging	108.8	110.5	121.9	123.9	91.1	92.9	113.6	113.9
All other expenses 3/	5.6	5.5	15.0	14.8	8.7	8.8	6.5	6.6

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**Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM  
SELECTED GEOGRAPHIC AREA, BY EXPENDITURE TYPE:  
2023 AND 2024 -- Con.**

Expenditure type	Other Asia 4/		Oceania 5/		Europe 6/		Latin America 7/	
	2023	2024	2023	2024	2023	2024	2023	2024
All items	316.9	323.1	295.6	300.4	243.2	213.2	313.5	260.1
Total food and beverage	73.6	75.8	67.2	67.8	54.0	42.3	59.2	68.3
Restaurant food	57.4	57.6	47.8	46.7	38.7	27.8	35.8	41.1
Dinner shows & cruises	3.7	4.2	6.1	7.3	4.0	2.8	15.4	10.5
Groceries and snacks	12.5	14.0	13.3	13.8	11.2	11.7	11.5	14.9
Entertainment & recreation	34.1	34.9	28.1	28.2	22.2	21.8	36.6	32.9
Total transportation	27.4	29.0	19.1	18.9	31.4	24.2	35.7	38.4
Interisland airfare	4.0	5.7	2.3	3.2	2.9	3.6	6.5	9.4
Ground transportation	3.4	3.7	6.1	6.5	6.9	4.3	7.4	6.0
Rental vehicles	18.5	17.8	9.7	8.3	18.4	14.6	20.5	19.9
Gasoline, parking, etc.	1.6	1.8	0.9	0.9	3.2	1.6	1.3	3.1
Total shopping	52.5	53.0	45.7	43.8	18.0	15.9	55.7	26.5
Fashion and clothing	23.3	24.5	30.4	29.0	7.1	7.2	25.8	8.6
Jewelry and watches	1.9	1.8	2.9	2.8	1.0	0.7	9.8	1.6
Cosmetics, perfume	1.1	1.6	2.4	2.3	0.1	0.4	4.4	0.2
Leather goods	12.3	9.3	3.0	2.8	5.6	0.1	3.9	0.9
Hawaii food products	5.0	5.1	2.2	2.3	1.8	2.1	3.4	5.2
Souvenirs	8.9	10.6	4.9	4.6	2.4	5.3	7.9	10.0
Lodging	126.5	127.9	123.3	127.7	108.4	103.3	111.2	71.4
All other expenses 3/	2.8	2.5	12.3	14.0	9.2	5.8	15.1	22.7

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/>>.