

**Total Visitor Personal Daily Spending by Category:
February 2025P vs. February 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2024P February	% change	2025P Feb. YTD	2024P Feb. YTD	% change
GRAND TOTAL	258.5	243.7	6.1%	253.3	242.9	4.3%
Total Food and beverage	54.2	48.9	10.8%	53.8	49.5	8.6%
Restaurant food	36.8	32.6	12.9%	35.5	33.2	7.1%
Dinner shows and cruises	5.2	3.9	32.6%	5.2	4.0	30.8%
Groceries and snacks	12.2	12.4	-1.7%	13.1	12.3	5.8%
Entertainment & Recreation	22.0	20.0	10.0%	21.7	20.6	5.6%
Attractions/entertainment	6.0	5.0	19.8%	6.2	5.3	16.4%
Recreation	7.1	7.3	-2.5%	7.2	7.6	-5.8%
Other activities & tours	8.9	7.7	15.5%	8.4	7.7	9.3%
Total Transportation	26.9	23.7	13.5%	24.4	23.1	5.6%
Interisland airfare	2.2	2.3	-4.7%	2.0	2.5	-20.5%
Ground transportation	2.4	1.9	24.5%	2.5	2.2	11.4%
Rental vehicles	20.7	17.3	19.8%	18.6	16.6	11.6%
Gasoline, parking, etc.	1.5	2.2	-28.1%	1.4	1.7	-21.1%
Total Shopping	24.5	25.4	-3.6%	24.0	23.9	0.4%
Fashion and clothing	9.5	11.3	-15.2%	10.4	10.2	1.9%
Jewelry and watches	3.3	2.3	40.8%	3.0	2.3	29.2%
Cosmetics, perfume	0.4	0.5	-23.8%	0.5	0.6	-21.7%
Leather goods	1.7	1.7	1.6%	1.4	1.7	-15.7%
Hawai'i food products	4.1	4.4	-6.8%	3.7	4.1	-9.1%
Souvenirs	5.4	5.2	4.6%	5.0	5.0	-0.2%
Total Lodging	122.9	116.7	5.4%	121.9	117.6	3.6%
All other expenses *	7.9	9.0	-12.0%	7.6	8.2	-7.3%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2024P and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**Total Visitor Personal Daily Spending by Category:
February 2025P vs. February 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2019 February	% change	2025P Feb. YTD	2019 Feb. YTD	% change
GRAND TOTAL	258.5	202.1	27.9%	253.3	200.8	26.1%
Total Food and beverage	54.2	40.9	32.4%	53.8	41.1	30.8%
Restaurant food	36.8	27.0	36.2%	35.5	26.9	31.9%
Dinner shows and cruises	5.2	3.6	43.8%	5.2	3.9	32.6%
Groceries and snacks	12.2	10.2	19.1%	13.1	10.2	28.1%
Entertainment & Recreation	22.0	15.5	41.7%	21.7	16.4	32.5%
Attractions/entertainment	6.0	5.1	17.8%	6.2	4.9	25.8%
Recreation	7.1	5.0	42.1%	7.2	5.8	24.2%
Other activities & tours	8.9	5.4	63.9%	8.4	5.8	43.7%
Total Transportation	26.9	20.5	31.4%	24.4	20.5	19.4%
Interisland airfare	2.2	2.6	-14.9%	2.0	2.6	-23.4%
Ground transportation	2.4	1.7	45.0%	2.5	1.7	41.2%
Rental vehicles	20.7	15.2	36.0%	18.6	14.9	24.9%
Gasoline, parking, etc.	1.5	1.2	25.4%	1.4	1.3	3.2%
Total Shopping	24.5	25.1	-2.5%	24.0	24.6	-2.5%
Fashion and clothing	9.5	9.4	1.7%	10.4	9.7	7.3%
Jewelry and watches	3.3	3.2	0.8%	3.0	2.8	7.1%
Cosmetics, perfume	0.4	1.2	-66.6%	0.5	1.1	-56.4%
Leather goods	1.7	4.0	-58.1%	1.4	3.7	-60.3%
Hawai'i food products	4.1	3.7	12.1%	3.7	3.5	4.7%
Souvenirs	5.4	3.7	48.0%	5.0	3.9	27.5%
Total Lodging	122.9	93.3	31.7%	121.9	91.6	33.1%
All other expenses *	7.9	6.7	17.7%	7.6	6.7	13.3%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2025P visitor data are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development & Tourism

**U.S. Total Visitor Personal Daily Spending by Category:
February 2025P vs. February 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2024P February	% change	2025P Feb. YTD	2024P Feb. YTD	% change
GRAND TOTAL	263.3	241.8	8.9%	256.0	242.5	5.6%
Total Food and beverage	54.0	47.9	12.8%	52.7	48.4	8.9%
Restaurant food	36.8	31.6	16.3%	35.4	32.4	9.2%
Dinner shows and cruises	5.7	4.1	39.0%	5.4	3.9	36.4%
Groceries and snacks	11.6	12.2	-5.3%	11.9	12.0	-0.8%
Entertainment & Recreation	22.9	20.6	10.9%	22.5	21.0	7.0%
Attractions/entertainment	5.6	4.9	13.0%	5.8	5.2	12.5%
Recreation	8.0	7.9	0.7%	8.0	8.0	-1.0%
Other activities & tours	9.3	7.7	20.0%	8.7	7.8	11.5%
Total Transportation	28.2	23.5	20.0%	26.0	23.1	12.2%
Interisland airfare	2.3	2.3	-0.6%	2.1	2.6	-21.1%
Ground transportation	1.9	1.5	22.9%	2.0	1.6	26.4%
Rental vehicles	22.5	18.1	24.6%	20.4	17.4	17.6%
Gasoline, parking, etc.	1.6	1.6	-4.0%	1.4	1.5	-5.9%
Total Shopping	23.2	21.1	10.0%	21.8	20.9	4.3%
Fashion and clothing	8.7	8.4	3.6%	8.3	8.2	1.5%
Jewelry and watches	3.8	2.6	45.5%	3.4	2.6	31.0%
Cosmetics, perfume	0.3	0.4	-21.5%	0.4	0.6	-30.9%
Leather goods	1.6	1.2	29.1%	1.3	1.2	13.2%
Hawai'i food products	3.6	3.5	2.0%	3.4	3.5	-2.0%
Souvenirs	5.2	5.0	5.7%	4.9	4.9	1.1%
Total Lodging	126.5	119.2	6.1%	125.0	120.3	3.9%
All other expenses *	8.5	9.4	-9.7%	8.0	8.8	-8.3%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2024P and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**U.S. Total Visitor Personal Daily Spending by Category:
February 2025P vs. February 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2019 February	% change	2025P Feb. YTD	2019 Feb. YTD	% change
GRAND TOTAL	263.3	194.1	35.7%	256.0	194.5	31.6%
Total Food and beverage	54.0	38.7	39.8%	52.7	39.7	32.7%
Restaurant food	36.8	25.2	46.1%	35.4	25.8	37.4%
Dinner shows and cruises	5.7	3.9	48.4%	5.4	4.2	28.3%
Groceries and snacks	11.6	9.6	19.8%	11.9	9.7	22.2%
Entertainment & Recreation	22.9	14.7	55.5%	22.5	16.0	40.7%
Attractions/entertainment	5.6	3.9	41.8%	5.8	4.0	44.9%
Recreation	8.0	5.5	46.5%	8.0	6.3	27.2%
Other activities & tours	9.3	5.3	74.9%	8.7	5.7	52.4%
Total Transportation	28.2	21.4	31.7%	26.0	21.2	22.8%
Interisland airfare	2.3	2.2	1.2%	2.1	2.3	-8.2%
Ground transportation	1.9	1.0	78.4%	2.0	1.1	90.3%
Rental vehicles	22.5	16.9	33.5%	20.4	16.6	23.5%
Gasoline, parking, etc.	1.6	1.3	23.4%	1.4	1.3	13.8%
Total Shopping	23.2	17.1	35.6%	21.8	16.2	34.5%
Fashion and clothing	8.7	6.5	34.3%	8.3	6.4	29.1%
Jewelry and watches	3.8	2.9	31.1%	3.4	2.4	40.9%
Cosmetics, perfume	0.3	0.4	-18.8%	0.4	0.4	-11.5%
Leather goods	1.6	1.1	42.7%	1.3	0.7	90.4%
Hawai'i food products	3.6	2.8	29.6%	3.4	2.7	26.7%
Souvenirs	5.2	3.5	50.9%	4.9	3.5	40.6%
Total Lodging	126.5	96.3	31.3%	125.0	95.4	31.0%
All other expenses *	8.5	5.8	45.9%	8.0	6.0	33.3%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2025P visitor data are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development & Tourism

**U.S. West Visitor Personal Daily Spending by Category:
February 2025P vs. February 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2024P February	% change	2025P Feb. YTD	2024P Feb. YTD	% change
GRAND TOTAL	254.0	230.6	10.1%	246.5	231.0	6.7%
Total Food and beverage	53.7	47.0	14.2%	52.3	47.2	10.8%
Restaurant food	37.1	30.7	21.1%	34.8	31.1	11.7%
Dinner shows and cruises	4.3	3.6	18.0%	4.3	3.4	28.6%
Groceries and snacks	12.3	12.8	-3.3%	13.2	12.6	4.0%
Entertainment & Recreation	21.6	18.8	14.7%	20.7	19.8	4.1%
Attractions/entertainment	4.6	4.5	3.2%	5.0	4.8	4.9%
Recreation	8.4	7.6	10.8%	7.8	7.8	0.0%
Other activities & tours	8.5	6.7	26.7%	7.8	7.3	8.1%
Total Transportation	28.1	22.8	23.1%	25.6	22.4	14.5%
Interisland airfare	1.2	2.0	-38.5%	1.2	2.2	-45.0%
Ground transportation	1.7	1.5	15.9%	1.9	1.4	39.7%
Rental vehicles	23.7	17.6	34.6%	21.0	17.3	21.8%
Gasoline, parking, etc.	1.5	1.7	-14.8%	1.5	1.5	-3.8%
Total Shopping	23.9	21.5	10.9%	22.4	21.3	5.2%
Fashion and clothing	9.7	9.6	1.2%	9.1	8.9	1.6%
Jewelry and watches	2.9	3.0	-3.3%	3.1	3.0	1.8%
Cosmetics, perfume	0.3	0.3	7.3%	0.3	0.4	-26.0%
Leather goods	1.9	1.8	4.5%	1.6	1.7	-6.4%
Hawai'i food products	4.0	3.1	26.8%	3.8	3.2	16.5%
Souvenirs	5.1	3.7	37.5%	4.6	4.0	14.5%
Total Lodging	122.4	115.1	6.3%	120.6	114.8	5.0%
All other expenses *	4.4	5.3	-17.7%	4.9	5.5	-9.9%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2024P and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**U.S. West Visitor Personal Daily Spending by Category:
February 2025P vs. February 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2019 February	% change	2025P Feb. YTD	2019 Feb. YTD	% change
GRAND TOTAL	254.0	184.2	37.9%	246.5	182.0	35.4%
Total Food and beverage	53.7	36.7	46.3%	52.3	37.3	40.2%
Restaurant food	37.1	23.5	58.3%	34.8	23.6	47.5%
Dinner shows and cruises	4.3	3.6	17.6%	4.3	3.6	21.5%
Groceries and snacks	12.3	9.7	27.8%	13.2	10.1	30.0%
Entertainment & Recreation	21.6	12.8	68.9%	20.7	13.8	50.2%
Attractions/entertainment	4.6	3.2	43.3%	5.0	3.2	54.7%
Recreation	8.4	5.2	61.3%	7.8	5.9	33.0%
Other activities & tours	8.5	4.3	97.5%	7.8	4.6	68.7%
Total Transportation	28.1	20.4	37.9%	25.6	20.3	26.5%
Interisland airfare	1.2	1.4	-12.7%	1.2	1.7	-25.6%
Ground transportation	1.7	1.0	73.9%	1.9	0.9	100.6%
Rental vehicles	23.7	16.8	40.6%	21.0	16.5	27.5%
Gasoline, parking, etc.	1.5	1.1	30.4%	1.5	1.2	26.5%
Total Shopping	23.9	16.9	41.6%	22.4	15.4	45.1%
Fashion and clothing	9.7	6.1	58.1%	9.1	6.0	50.2%
Jewelry and watches	2.9	3.0	-3.0%	3.1	2.4	29.8%
Cosmetics, perfume	0.3	0.2	42.6%	0.3	0.3	-7.7%
Leather goods	1.9	1.6	14.8%	1.6	1.0	59.9%
Hawai'i food products	4.0	2.8	40.3%	3.8	2.7	40.4%
Souvenirs	5.1	3.0	67.5%	4.6	3.1	51.3%
Total Lodging	122.4	94.4	29.7%	120.6	91.5	31.8%
All other expenses *	4.4	3.1	39.3%	4.9	3.8	30.2%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

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Source: Department of Business, Economic Development & Tourism

**U.S. East Visitor Personal Daily Spending by Category:
February 2025P vs. February 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2024P February	% change	2025P Feb. YTD	2024P Feb. YTD	% change
GRAND TOTAL	278.4	260.6	6.8%	270.7	260.8	3.8%
Total Food and beverage	54.6	49.4	10.5%	53.4	50.3	6.1%
Restaurant food	36.2	33.1	9.3%	36.4	34.5	5.6%
Dinner shows and cruises	8.0	5.0	60.8%	6.9	4.8	42.6%
Groceries and snacks	10.3	11.3	-8.2%	10.0	11.0	-8.5%
Entertainment & Recreation	24.9	23.7	5.4%	25.4	22.9	10.6%
Attractions/entertainment	6.9	5.7	21.1%	7.0	5.8	20.4%
Recreation	7.6	8.6	-11.3%	8.3	8.4	-1.1%
Other activities & tours	10.5	9.4	11.1%	10.1	8.7	15.5%
Total Transportation	28.4	24.7	15.2%	26.5	24.3	8.9%
Interisland airfare	3.7	2.7	36.3%	3.3	3.3	1.7%
Ground transportation	2.0	1.5	31.8%	2.2	2.0	10.4%
Rental vehicles	21.0	19.0	10.8%	19.6	17.5	11.8%
Gasoline, parking, etc.	1.7	1.4	15.9%	1.4	1.6	-10.4%
Total Shopping	22.2	20.5	8.6%	20.8	20.2	3.0%
Fashion and clothing	7.3	6.4	12.8%	7.2	7.0	2.7%
Jewelry and watches	5.0	2.1	140.8%	3.9	2.1	88.2%
Cosmetics, perfume	0.3	0.6	-44.4%	0.6	0.9	-34.7%
Leather goods	1.2	0.3	254.3%	1.0	0.4	149.7%
Hawai'i food products	3.0	4.1	-25.5%	2.9	3.8	-24.1%
Souvenirs	5.4	6.9	-21.9%	5.3	6.1	-12.7%
Total Lodging	133.2	126.2	5.6%	131.8	129.0	2.1%
All other expenses *	15.0	16.2	-7.2%	12.9	14.0	-8.1%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2024P and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**U.S. East Visitor Personal Daily Spending by Category:
February 2025P vs. February 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2019 February	% change	2025P Feb. YTD	2019 Feb. YTD	% change
GRAND TOTAL	278.4	209.1	33.1%	270.7	213.0	27.1%
Total Food and beverage	54.6	41.6	31.1%	53.4	43.3	23.2%
Restaurant food	36.2	27.7	30.5%	36.4	29.0	25.5%
Dinner shows and cruises	8.0	4.3	88.8%	6.9	5.1	35.5%
Groceries and snacks	10.3	9.6	7.5%	10.0	9.2	9.1%
Entertainment & Recreation	24.9	17.6	41.4%	25.4	19.3	31.2%
Attractions/entertainment	6.9	5.0	37.8%	7.0	5.2	34.9%
Recreation	7.6	5.8	30.8%	8.3	6.8	22.1%
Other activities & tours	10.5	6.9	52.9%	10.1	7.3	37.2%
Total Transportation	28.4	23.1	23.3%	26.5	22.5	18.0%
Interisland airfare	3.7	3.5	5.7%	3.3	3.2	4.9%
Ground transportation	2.0	1.1	83.1%	2.2	1.2	78.1%
Rental vehicles	21.0	17.0	23.7%	19.6	16.6	17.9%
Gasoline, parking, etc.	1.7	1.4	14.3%	1.4	1.4	-2.5%
Total Shopping	22.2	17.6	26.6%	20.8	17.3	20.2%
Fashion and clothing	7.3	6.9	4.7%	7.2	7.0	3.4%
Jewelry and watches	5.0	2.8	76.3%	3.9	2.6	50.7%
Cosmetics, perfume	0.3	0.7	-50.6%	0.6	0.7	-14.6%
Leather goods	1.2	0.3	290.0%	1.0	0.3	278.0%
Hawai'i food products	3.0	2.7	14.7%	2.9	2.7	7.5%
Souvenirs	5.4	4.1	30.3%	5.3	4.2	27.7%
Total Lodging	133.2	99.4	34.0%	131.8	101.2	30.2%
All other expenses *	15.0	9.8	52.8%	12.9	9.4	37.2%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2025P visitor data are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development & Tourism

**Japan Visitor Personal Daily Spending by Category:
February 2025P vs. February 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2024P February	% change	2025P Feb. YTD	2024P Feb. YTD	% change
GRAND TOTAL	243.5	241.9	0.7%	246.0	240.8	2.1%
Total Food and beverage	63.8	60.2	6.0%	64.7	59.6	8.6%
Restaurant food	48.1	44.1	9.1%	48.8	43.5	12.2%
Dinner shows and cruises	3.9	4.4	-12.3%	3.5	4.3	-18.2%
Groceries and snacks	11.8	11.6	1.2%	12.5	11.8	5.2%
Entertainment & Recreation	18.6	17.4	6.4%	18.3	16.1	13.6%
Attractions/entertainment	5.3	5.5	-2.4%	5.5	4.8	13.7%
Recreation	4.7	4.2	0.1	4.7	4.3	7.8%
Other activities & tours	8.5	7.7	10.0%	8.2	7.0	17.0%
Total Transportation	13.8	13.6	1.3%	14.3	13.2	8.7%
Interisland airfare	1.0	1.6	-39.6%	1.1	1.2	-4.4%
Ground transportation	6.9	6.3	8.7%	6.7	5.9	13.6%
Rental vehicles	5.2	5.1	2.9%	5.7	5.4	5.1%
Gasoline, parking, etc.	0.7	0.6	22.6%	0.7	0.6	17.1%
Total Shopping	47.9	49.4	-3.1%	48.2	49.0	-1.7%
Fashion and clothing	15.2	15.9	-4.6%	16.0	16.0	0.0%
Jewelry and watches	4.0	3.8	5.9%	3.5	3.3	5.5%
Cosmetics, perfume	1.5	1.9	-20.5%	1.7	1.8	-5.2%
Leather goods	6.6	7.3	-9.5%	6.6	7.8	-15.5%
Hawai'i food products	13.6	14.1	-3.6%	13.7	13.6	1.1%
Souvenirs	6.9	6.4	9.0%	6.6	6.5	2.1%
Total Lodging	90.3	92.6	-2.5%	91.4	94.8	-3.5%
All other expenses *	9.1	8.6	6.1%	9.0	8.1	11.0%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2024P and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**Japan Visitor Personal Daily Spending by Category:
February 2025P vs. February 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2019 February	% change	2025P Feb. YTD	2019 Feb. YTD	% change
GRAND TOTAL	243.5	242.2	0.5%	246.0	240.9	2.1%
Total Food and beverage	63.8	52.7	21.0%	64.7	52.5	23.4%
Restaurant food	48.1	39.7	21.3%	48.8	39.1	24.7%
Dinner shows and cruises	3.9	3.9	0.3%	3.5	3.7	-6.2%
Groceries and snacks	11.8	9.2	28.2%	12.5	9.4	32.1%
				0.0		
Entertainment & Recreation	18.6	18.3	1.2%	18.3	17.8	2.8%
Attractions/entertainment	5.3	6.7	-19.8%	5.5	5.9	-6.9%
Recreation	4.7	3.2	48.0%	4.7	3.6	28.1%
Other activities & tours	8.5	8.5	0.2%	8.2	8.3	-1.5%
Total Transportation	13.8	11.4	20.8%	14.3	11.7	22.3%
Interisland airfare	1.0	1.3	-26.8%	1.1	1.3	-12.7%
Ground transportation	6.9	6.1	11.6%	6.7	5.9	14.5%
Rental vehicles	5.2	3.6	46.8%	5.7	4.1	40.7%
Gasoline, parking, etc.	0.7	0.3	100.7%	0.7	0.5	56.2%
Total Shopping	47.9	68.0	-29.6%	48.2	68.6	-29.8%
Fashion and clothing	15.2	17.9	-15.2%	16.0	19.5	-18.0%
Jewelry and watches	4.0	7.0	-42.6%	3.5	7.2	-51.4%
Cosmetics, perfume	1.5	4.7	-66.8%	1.7	4.3	-60.7%
Leather goods	6.6	18.5	-64.4%	6.6	18.5	-64.5%
Hawai'i food products	13.6	13.0	4.9%	13.7	12.8	7.0%
Souvenirs	6.9	7.0	-0.7%	6.6	6.2	6.3%
Total Lodging	90.3	81.1	11.4%	91.4	79.4	15.1%
All other expenses *	9.1	10.6	-13.9%	9.0	10.9	-16.8%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2025P visitor data are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development & Tourism

**Canada Visitor Personal Daily Spending by Category:
February 2025P vs. February 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2024P February	% change	2025P Feb. YTD	2024P Feb. YTD	% change
GRAND TOTAL	241.2	223.9	7.7%	232.4	224.2	3.7%
Total Food and beverage	50.6	44.0	14.9%	50.7	45.8	10.7%
Restaurant food	31.5	25.8	22.2%	30.9	27.1	13.8%
Dinner shows and cruises	2.9	2.8	0.5%	3.2	2.8	14.7%
Groceries and snacks	16.2	15.4	5.2%	16.6	15.9	4.5%
Entertainment & Recreation	14.8	14.5	2.1%	14.6	14.8	-1.0%
Attractions/entertainment	5.2	4.0	31.5%	4.8	4.7	1.7%
Recreation	4.8	6.2	-22.5%	5.5	5.9	-5.7%
Other activities & tours	4.8	4.4	10.2%	4.3	4.2	2.4%
Total Transportation	24.4	19.1	27.7%	21.9	20.8	5.0%
Interisland airfare	1.5	0.9	66.3%	0.9	0.8	14.8%
Ground transportation	2.4	1.4	64.1%	2.3	1.7	36.9%
Rental vehicles	18.9	14.7	28.8%	17.4	16.6	4.5%
Gasoline, parking, etc.	1.6	2.0	-23.2%	1.3	1.8	-24.4%
Total Shopping	13.6	14.7	-7.3%	14.0	15.1	-7.1%
Fashion and clothing	7.5	7.9	-5.5%	7.7	8.4	-8.7%
Jewelry and watches	1.2	1.1	15.8%	1.2	1.1	8.1%
Cosmetics, perfume	0.2	0.4	-56.7%	0.2	0.4	-44.3%
Leather goods	0.2	0.3	-24.7%	0.3	0.3	-6.8%
Hawai'i food products	1.7	2.4	-27.1%	1.8	2.0	-6.4%
Souvenirs	2.8	2.6	5.9%	2.8	2.9	-4.5%
Total Lodging	127.7	126.8	0.7%	123.9	122.1	1.5%
All other expenses *	10.1	4.8	111.1%	7.4	5.6	30.2%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2024P and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**Canada Visitor Personal Daily Spending by Category:
February 2025P vs. February 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P February	2019 February	% change	2025P Feb. YTD	2019 Feb. YTD	% change
GRAND TOTAL	241.2	183.8	31.2%	232.4	174.6	33.1%
Total Food and beverage	50.6	36.1	39.9%	50.7	35.0	44.6%
Restaurant food	31.5	20.7	52.1%	30.9	19.4	59.4%
Dinner shows and cruises	2.9	2.3	25.9%	3.2	2.7	19.0%
Groceries and snacks	16.2	12.8	26.5%	16.6	12.8	29.5%
Entertainment & Recreation	14.8	11.2	32.0%	14.6	11.5	27.2%
Attractions/entertainment	5.2	3.3	58.1%	4.8	3.4	41.9%
Recreation	4.8	4.4	7.4%	5.5	5.1	7.7%
Other activities & tours	4.8	3.5	38.6%	4.3	4.0	8.3%
Total Transportation	24.4	20.1	21.1%	21.9	19.7	11.0%
Interisland airfare	1.5	0.9	62.2%	0.9	1.0	-11.4%
Ground transportation	2.4	0.5	350.7%	2.3	0.7	224.7%
Rental vehicles	18.9	17.2	10.1%	17.4	16.5	5.0%
Gasoline, parking, etc.	1.6	1.5	4.9%	1.3	1.4	-7.6%
Total Shopping	13.6	12.3	10.5%	14.0	12.2	14.5%
Fashion and clothing	7.5	6.4	16.7%	7.7	6.7	14.9%
Jewelry and watches	1.2	0.9	43.1%	1.2	1.1	9.6%
Cosmetics, perfume	0.2	0.2	-16.6%	0.2	0.2	-2.0%
Leather goods	0.2	0.3	-29.2%	0.3	0.3	-4.6%
Hawai'i food products	1.7	2.1	-20.1%	1.8	1.6	11.4%
Souvenirs	2.8	2.4	17.3%	2.8	2.3	21.9%
Total Lodging	127.7	98.2	30.0%	123.9	90.5	37.0%
All other expenses *	10.1	5.7	76.2%	7.4	5.7	29.4%

*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

2025P visitor data are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development & Tourism