

**U.S. West Visitor Personal Daily Spending by Category:
2010p vs. 2009p
(Arrivals by air, in dollars)**

Expenditure Type	YTD 2010p (Jan - Dec)	YTD 2009 (Jan - Dec)	YTD 2010 (Jan - Dec)
GRAND TOTAL	142.3	133.3	6.8%
Total Food and beverage	33.1	30.8	7.7%
Restaurant food	21.9	19.8	10.7%
Dinner shows and cruises	3.1	2.8	11.9%
Groceries and snacks	8.1	8.2	-0.8%
Entertainment & Recreation	13.1	12.8	2.1%
Attractions/entertainment	3.5	3.6	-4.0%
Recreation	5.7	5.4	6.0%
Other entertainment & tours	3.9	3.8	2.4%
Total Transportation	16.5	15.4	7.1%
Interisland airfare	2.2	1.3	68.5%
Ground transportation	0.7	0.7	-1.9%
Rental vehicles	12.1	12.0	1.3%
Gasoline, parking, etc.	1.5	1.4	4.5%
Total Shopping	16.2	16.3	-0.5%
Fashion and clothing	6.3	6.3	0.5%
Jewelry and watches	3.2	3.2	0.2%
Cosmetics, perfume	0.2	0.3	-11.6%
Leather goods	0.5	0.5	-10.2%
Hawai'i food products	2.1	2.1	-0.5%
Souvenirs	3.9	3.9	-0.7%
Total Lodging	58.8	54.4	7.9%
All other expenses *	4.5	3.4	29.5%

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

Source: HTA/ DBEDT

**U.S. East Visitor Personal Daily Spending by Category:
2010p vs. 2009p
(Arrivals by air, in dollars)**

Expenditure Type	YTD 2010p (Jan - Dec)	YTD 2009 (Jan - Dec)	YTD 2010 (Jan - Dec)
GRAND TOTAL	172.4	165.6	4.1%
Total Food and beverage	38.1	35.9	6.1%
Restaurant food	27.1	25.2	7.6%
Dinner shows and cruises	4.3	3.9	10.1%
Groceries and snacks	6.7	6.8	-1.9%
Entertainment & Recreation	18.3	18.1	1.1%
Attractions/entertainment	5.4	5.8	-6.7%
Recreation	6.1	6.0	1.7%
Other entertainment & tours	6.7	6.2	7.8%
Total Transportation	20.8	18.9	9.7%
Interisland airfare	4.6	3.2	45.8%
Ground transportation	1.0	1.0	-3.3%
Rental vehicles	13.2	13.0	1.6%
Gasoline, parking, etc.	1.9	1.7	11.1%
Total Shopping	18.9	19.5	-2.8%
Fashion and clothing	6.9	6.8	1.4%
Jewelry and watches	4.0	4.3	-7.6%
Cosmetics, perfume	0.2	0.2	-15.9%
Leather goods	0.5	0.6	-23.2%
Hawai'i food products	2.1	2.1	-3.1%
Souvenirs	5.3	5.4	-1.3%
Total Lodging	66.9	64.2	4.3%
All other expenses *	9.4	9.0	4.4%

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

Source: HTA/ DBEDT

**Japan Visitor Personal Daily Spending by Category:
2010p vs. 2009p
(Arrivals by air, in dollars)**

Expenditure Type	YTD 2010p (Jan - Dec)	YTD 2009 (Jan - Dec)	YTD 2010 (Jan - Dec)
GRAND TOTAL	267.8	268.3	-0.2%
Total Food and beverage	43.3	43.0	0.8%
Restaurant food	30.5	30.1	1.5%
Dinner shows and cruises	4.7	4.8	-1.4%
Groceries and snacks	8.1	8.2	-0.6%
Entertainment & Recreation	21.1	20.7	1.6%
Attractions/entertainment	6.5	6.4	1.3%
Recreation	4.0	3.9	1.0%
Other entertainment & tours	10.6	10.4	2.1%
Total Transportation	10.6	10.5	1.4%
Interisland airfare	2.2	2.3	-4.7%
Ground transportation	4.6	4.7	-1.4%
Rental vehicles	3.4	3.1	9.2%
Gasoline, parking, etc.	0.4	0.4	7.4%
Total Shopping	92.0	98.8	-7.0%
Fashion and clothing	24.3	26.9	-9.6%
Jewelry and watches	12.4	12.3	0.8%
Cosmetics, perfume	5.2	5.5	-4.3%
Leather goods	29.8	33.5	-11.2%
Hawai'i food products	11.7	11.8	-0.5%
Souvenirs	8.5	8.9	-4.2%
Total Lodging	82.6	76.9	7.3%
All other expenses *	18.3	18.4	-0.6%

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

Source: HTA/ DBEDT

**Canada Visitor Personal Daily Spending by Category:
2010p vs. 2009p
(Arrivals by air, in dollars)**

Expenditure Type	YTD 2010p (Jan - Dec)	YTD 2009 (Jan - Dec)	YTD 2010 (Jan - Dec)
GRAND TOTAL	146.8	143.0	2.7%
Total Food and beverage	30.9	30.1	2.8%
Restaurant food	18.2	17.3	5.2%
Dinner shows and cruises	3.1	3.2	-0.7%
Groceries and snacks	9.6	9.6	-0.4%
Entertainment & Recreation	12.3	11.9	3.7%
Attractions/entertainment	3.3	3.5	-7.2%
Recreation	4.2	4.2	0.0%
Other entertainment & tours	4.9	4.2	16.5%
Total Transportation	16.3	15.2	7.6%
Interisland airfare	1.6	1.7	-8.0%
Ground transportation	0.8	0.9	-15.6%
Rental vehicles	12.2	10.8	13.0%
Gasoline, parking, etc.	1.8	1.8	1.8%
Total Shopping	17.5	17.1	2.6%
Fashion and clothing	8.9	8.6	3.6%
Jewelry and watches	2.8	2.6	8.8%
Cosmetics, perfume	0.3	0.2	33.9%
Leather goods	0.5	0.5	-3.5%
Hawai'i food products	1.7	1.6	4.3%
Souvenirs	3.3	3.5	-6.2%
Total Lodging	62.6	63.0	-0.7%
All other expenses *	7.1	5.8	23.3%

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

Source: HTA/ DBEDT