

**U.S. West Visitor Personal Daily Spending by Category:
2012p vs. 2011
(Arrivals by air, in dollars)**

Expenditure Type	2012p Jan-Dec	2011 Jan-Dec	% change
GRAND TOTAL	152.1	144.0	5.6%
Total Food and beverage	35.3	33.7	4.8%
Restaurant food	23.2	22.4	3.7%
Dinner shows and cruises	3.2	3.1	4.6%
Groceries and snacks	8.9	8.3	7.8%
Entertainment & Recreation	13.7	13.0	5.3%
Attractions/entertainment	3.8	3.7	3.5%
Recreation	5.7	5.4	5.8%
Other activities & tours	4.1	3.9	6.5%
Total Transportation	17.4	16.4	6.6%
Interisland airfare	1.4	1.6	-13.0%
Ground transportation	0.8	0.7	12.7%
Rental vehicles	13.6	12.4	9.1%
Gasoline, parking, etc.	1.7	1.6	4.1%
Total Shopping	16.8	16.2	3.8%
Fashion and clothing	6.5	6.2	5.0%
Jewelry and watches	3.0	3.1	-3.5%
Cosmetics, perfume	0.2	0.3	-14.1%
Leather goods	0.7	0.6	17.8%
Hawai'i food products	2.4	2.2	9.4%
Souvenirs	4.0	3.9	3.6%
Total Lodging	65.3	60.8	7.5%
All other expenses *	3.5	4.0	-11.3%

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

Source: Hawai'i Tourism Authority

**U.S. East Visitor Personal Daily Spending by Category:
2012p vs. 2011
(Arrivals by air, in dollars)**

Expenditure Type	2012p Jan-Dec	2011 Jan-Dec	% change
GRAND TOTAL	191.1	180.9	5.6%
Total Food and beverage	42.6	40.8	4.5%
Restaurant food	30.7	29.2	4.9%
Dinner shows and cruises	4.4	4.4	-0.1%
Groceries and snacks	7.5	7.2	5.4%
Entertainment & Recreation	19.4	18.7	3.6%
Attractions/entertainment	5.9	6.1	-2.6%
Recreation	6.9	6.5	6.2%
Other activities & tours	6.5	6.1	7.1%
Total Transportation	21.4	20.3	5.1%
Interisland airfare	3.5	3.3	7.4%
Ground transportation	1.0	1.0	-0.5%
Rental vehicles	14.8	14.0	5.7%
Gasoline, parking, etc.	2.0	2.0	0.2%
Total Shopping	20.2	19.8	1.9%
Fashion and clothing	7.1	7.0	0.4%
Jewelry and watches	4.4	4.3	4.0%
Cosmetics, perfume	0.3	0.3	-14.7%
Leather goods	0.5	0.7	-26.9%
Hawai'i food products	2.4	2.1	13.8%
Souvenirs	5.5	5.4	2.2%
Total Lodging	77.7	72.1	7.9%
All other expenses *	9.8	9.2	6.1%

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

Source: Hawai'i Tourism Authority

**Japan Visitor Personal Daily Spending by Category:
2012p vs. 2011
(Arrivals by air, in dollars)**

Expenditure Type	2012p Jan-Dec	2011 Jan-Dec	% change
GRAND TOTAL	301.4	289.1	4.3%
Total Food and beverage	49.4	45.5	8.5%
Restaurant food	36.7	32.6	12.6%
Dinner shows and cruises	4.6	4.7	-0.9%
Groceries and snacks	8.0	8.2	-2.5%
Entertainment & Recreation	19.1	19.6	-2.7%
Attractions/entertainment	4.7	4.8	-3.5%
Recreation	3.9	4.0	-1.4%
Other activities & tours	10.5	10.8	-2.8%
Total Transportation	11.3	11.3	0.2%
Interisland airfare	2.5	2.4	4.5%
Ground transportation	4.9	4.8	2.5%
Rental vehicles	3.5	3.7	-4.1%
Gasoline, parking, etc.	0.4	0.4	-10.7%
Total Shopping	96.2	102.2	-5.8%
Fashion and clothing	26.1	26.9	-3.1%
Jewelry and watches	11.7	13.7	-14.4%
Cosmetics, perfume	5.4	6.0	-10.4%
Leather goods	31.9	34.2	-6.7%
Hawai'i food products	12.6	12.4	1.7%
Souvenirs	8.6	9.0	-4.8%
Total Lodging	105.2	92.8	13.4%
All other expenses *	20.3	17.7	14.3%

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

Source: Hawai'i Tourism Authority

**Canada Visitor Personal Daily Spending by Category:
2012p vs. 2011
(Arrivals by air, in dollars)**

Expenditure Type	2012p Jan-Dec	2011 Jan-Dec	% change
GRAND TOTAL	153.2	150.0	2.1%
Total Food and beverage	31.5	31.4	0.3%
Restaurant food	18.6	18.0	3.3%
Dinner shows and cruises	2.8	3.4	-17.3%
Groceries and snacks	10.1	10.1	0.7%
Entertainment & Recreation	12.6	12.8	-1.9%
Attractions/entertainment	3.6	3.5	3.7%
Recreation	4.4	4.6	-3.3%
Other activities & tours	4.6	4.8	-4.5%
Total Transportation	17.0	15.5	9.5%
Interisland airfare	1.4	1.4	-4.1%
Ground transportation	0.9	0.9	7.6%
Rental vehicles	12.6	11.4	10.9%
Gasoline, parking, etc.	2.1	1.9	12.2%
Total Shopping	17.2	18.4	-6.6%
Fashion and clothing	8.6	9.4	-8.4%
Jewelry and watches	2.6	3.0	-12.8%
Cosmetics, perfume	0.3	0.3	4.8%
Leather goods	0.5	0.6	-12.9%
Hawai'i food products	1.8	1.8	-2.2%
Souvenirs	3.4	3.4	1.5%
Total Lodging	69.5	66.9	3.8%
All other expenses *	5.4	4.9	10.6%

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

Source: Hawai'i Tourism Authority