

**Total Visitor Personal Daily Spending by Category:
2013p vs. 2012
(Arrivals by air, in dollars)**

| Expenditure Type | 2013p JAN-DEC | 2012 JAN-DEC | % change |
|---------------------------------------|------------------|-----------------|---------------|
| GRAND TOTAL | 194.4 | 192.7 | 0.9% |
| Total Food and beverage | 39.9 | 39.2 | 1.6% |
| Restaurant food | 27.3 | 27.2 | 0.4% |
| Dinner shows and cruises | 3.7 | 3.9 | -5.5% |
| Groceries and snacks | 8.9 | 8.2 | 8.8% |
| Entertainment & Recreation | 16.3 | 16.4 | -0.7% |
| Attractions/entertainment | 4.2 | 5.2 | -18.6% |
| Recreation | 6.2 | 5.2 | 18.7% |
| Other activities & tours | 5.8 | 6.0 | -2.3% |
| Total Transportation | 18.6 | 17.9 | 4.2% |
| Interisland airfare | 2.5 | 2.7 | -8.4% |
| Ground transportation | 1.6 | 1.7 | -2.1% |
| Rental vehicles | 12.8 | 11.9 | 8.0% |
| Gasoline, parking, etc. | 1.5 | 1.6 | -9.7% |
| Total Shopping | 26.7 | 33.5 | -20.4% |
| Fashion and clothing | 9.2 | 11.8 | -22.1% |
| Jewelry and watches | 3.9 | 5.2 | -26.2% |
| Cosmetics, perfume | 0.9 | 1.7 | -47.4% |
| Leather goods | 4.3 | 6.1 | -29.1% |
| Hawai'i food products | 3.9 | 3.7 | 3.6% |
| Souvenirs | 4.6 | 5.0 | -8.4% |
| Total Lodging | 85.3 | 77.5 | 10.0% |
| All other expenses * | 7.7 | 8.2 | -5.5% |

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

Source: Hawai'i Tourism Authority

**U.S. West Visitor Personal Daily Spending by Category:
2013p vs. 2012p
(Arrivals by air, in dollars)**

| Expenditure Type | 2013p JAN-DEC | 2012 JAN-DEC | % change |
|---------------------------------------|--------------------------|-------------------------|-----------------|
| GRAND TOTAL | 155.3 | 152.3 | 2.0% |
| Total Food and beverage | 34.0 | 34.4 | -1.2% |
| Restaurant food | 22.4 | 22.8 | -1.8% |
| Dinner shows and cruises | 3.0 | 3.1 | -5.9% |
| Groceries and snacks | 8.7 | 8.5 | 2.1% |
| Entertainment & Recreation | 13.0 | 13.4 | -2.9% |
| Attractions/entertainment | 3.1 | 3.8 | -17.8% |
| Recreation | 6.1 | 5.5 | 10.2% |
| Other activities & tours | 3.8 | 4.1 | -6.8% |
| Total Transportation | 17.2 | 17.2 | -0.1% |
| Interisland airfare | 1.6 | 1.4 | 15.2% |
| Ground transportation | 0.7 | 0.8 | -10.1% |
| Rental vehicles | 13.2 | 13.4 | -1.1% |
| Gasoline, parking, etc. | 1.5 | 1.6 | -7.4% |
| Total Shopping | 15.5 | 16.4 | -5.7% |
| Fashion and clothing | 6.0 | 6.3 | -5.5% |
| Jewelry and watches | 2.7 | 2.9 | -7.9% |
| Cosmetics, perfume | 0.3 | 0.2 | 17.1% |
| Leather goods | 0.6 | 0.7 | -22.0% |
| Hawai'i food products | 2.4 | 2.3 | 4.3% |
| Souvenirs | 3.6 | 3.9 | -8.8% |
| Total Lodging | 71.9 | 67.4 | 6.6% |
| All other expenses * | 3.8 | 3.5 | 8.4% |

*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:
2013p vs. 2012p
(Arrivals by air, in dollars)**

| Expenditure Type | 2013p JAN-DEC | 2012 JAN-DEC | % change |
|---------------------------------------|--------------------------|-------------------------|-----------------|
| GRAND TOTAL | 200.1 | 192.4 | 4.0% |
| Total Food and beverage | 41.5 | 41.7 | -0.2% |
| Restaurant food | 29.8 | 30.3 | -1.9% |
| Dinner shows and cruises | 4.3 | 4.4 | -2.5% |
| Groceries and snacks | 7.5 | 6.9 | 8.4% |
| Entertainment & Recreation | 19.4 | 19.1 | 1.3% |
| Attractions/entertainment | 5.1 | 5.9 | -13.1% |
| Recreation | 7.1 | 6.5 | 8.6% |
| Other activities & tours | 7.2 | 6.7 | 6.8% |
| Total Transportation | 21.6 | 21.5 | 0.3% |
| Interisland airfare | 3.9 | 3.8 | 2.7% |
| Ground transportation | 1.1 | 1.0 | 5.8% |
| Rental vehicles | 14.4 | 14.7 | -1.9% |
| Gasoline, parking, etc. | 1.7 | 2.0 | -15.5% |
| Total Shopping | 19.0 | 19.7 | -3.8% |
| Fashion and clothing | 7.0 | 6.9 | 1.5% |
| Jewelry and watches | 3.7 | 4.3 | -13.2% |
| Cosmetics, perfume | 0.2 | 0.3 | -7.6% |
| Leather goods | 0.5 | 0.5 | 8.7% |
| Hawai'i food products | 2.5 | 2.3 | 5.6% |
| Souvenirs | 5.0 | 5.4 | -8.0% |
| Total Lodging | 88.1 | 80.3 | 9.7% |
| All other expenses * | 10.5 | 10.1 | 4.7% |

*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:
2013p vs. 2012p
(Arrivals by air, in dollars)**

| Expenditure Type | 2013p JAN-DEC | 2012 JAN-DEC | % change |
|---------------------------------------|------------------|-----------------|---------------|
| GRAND TOTAL | 280.3 | 310.1 | -9.6% |
| Total Food and beverage | 49.8 | 50.0 | -0.3% |
| Restaurant food | 37.0 | 37.3 | -0.9% |
| Dinner shows and cruises | 4.4 | 4.6 | -5.6% |
| Groceries and snacks | 8.5 | 8.0 | 5.2% |
| Entertainment & Recreation | 19.0 | 19.9 | -4.6% |
| Attractions/entertainment | 5.3 | 5.6 | -3.9% |
| Recreation | 4.0 | 3.9 | 2.4% |
| Other activities & tours | 9.6 | 10.4 | -7.7% |
| Total Transportation | 12.3 | 11.1 | 11.5% |
| Interisland airfare | 2.4 | 2.5 | -2.6% |
| Ground transportation | 5.9 | 4.7 | 27.4% |
| Rental vehicles | 3.6 | 3.5 | 1.5% |
| Gasoline, parking, etc. | 0.4 | 0.4 | 1.6% |
| Total Shopping | 79.0 | 96.1 | -17.7% |
| Fashion and clothing | 21.5 | 26.0 | -17.6% |
| Jewelry and watches | 7.8 | 11.7 | -33.1% |
| Cosmetics, perfume | 4.4 | 5.4 | -17.7% |
| Leather goods | 25.9 | 31.8 | -18.6% |
| Hawai'i food products | 12.2 | 12.6 | -2.7% |
| Souvenirs | 7.2 | 8.6 | -16.3% |
| Total Lodging | 105.5 | 111.7 | -5.6% |
| All other expenses * | 14.6 | 21.3 | -31.4% |

*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:
2013p vs. 2012p
(Arrivals by air, in dollars)**

| Expenditure Type | 2013p JAN-DEC | 2012 JAN-DEC | % change |
|---------------------------------------|------------------|-----------------|--------------|
| GRAND TOTAL | 161.5 | 157.4 | 2.6% |
| Total Food and beverage | 32.4 | 31.9 | 1.4% |
| Restaurant food | 18.8 | 18.8 | -0.1% |
| Dinner shows and cruises | 2.8 | 2.8 | 0.7% |
| Groceries and snacks | 10.7 | 10.3 | 4.3% |
| Entertainment & Recreation | 12.9 | 12.9 | -0.2% |
| Attractions/entertainment | 3.7 | 3.6 | 1.2% |
| Recreation | 5.1 | 4.6 | 12.0% |
| Other activities & tours | 4.1 | 4.7 | -13.1% |
| Total Transportation | 17.8 | 16.9 | 5.4% |
| Interisland airfare | 1.4 | 1.4 | 3.1% |
| Ground transportation | 0.9 | 0.9 | 10.0% |
| Rental vehicles | 13.8 | 12.6 | 9.5% |
| Gasoline, parking, etc. | 1.7 | 2.1 | -19.7% |
| Total Shopping | 17.3 | 17.8 | -2.8% |
| Fashion and clothing | 9.2 | 8.9 | 3.4% |
| Jewelry and watches | 2.6 | 2.7 | -1.8% |
| Cosmetics, perfume | 0.4 | 0.3 | 12.1% |
| Leather goods | 0.5 | 0.5 | -13.1% |
| Hawai'i food products | 1.6 | 1.8 | -11.1% |
| Souvenirs | 3.0 | 3.6 | -14.3% |
| Total Lodging | 75.5 | 72.1 | 4.6% |
| All other expenses * | 5.7 | 5.8 | -2.1% |

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

Source: Hawai'i Tourism Authority