

**Total Visitor Personal Daily Spending by Category:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	196.5	193.8	1.4%
Total Food and beverage	39.7	39.3	1.2%
Restaurant food	27.2	27.1	0.6%
Dinner shows and cruises	3.9	3.7	4.6%
Groceries and snacks	8.6	8.5	1.8%
Entertainment & Recreation	17.1	16.3	4.6%
Attractions/entertainment	3.4	4.8	5.4
Recreation	4.1	5.8	6.3
Other activities & tours	4.1	5.7	6.0
Total Transportation	17.7	17.9	-1.0%
Interisland airfare	2.9	2.6	10.5%
Ground transportation	1.9	1.9	0.3%
Rental vehicles	11.6	11.9	-2.8%
Gasoline, parking, etc.	1.3	1.4	-8.5%
Total Shopping	31.1	30.7	1.5%
Fashion and clothing	11.9	11.5	3.7%
Jewelry and watches	4.2	4.3	-3.3%
Cosmetics, perfume	1.6	1.5	9.1%
Leather goods	5.0	5.2	-3.7%
Hawai'i food products	4.0	3.8	5.7%
Souvenirs	4.5	4.4	0.1%
Total Lodging	83.3	81.6	2.1%
All other expenses *	7.6	8.1	-6.1%

*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:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	160.7	156.5	2.7%
Total Food and beverage	35.0	34.0	2.7%
Restaurant food	22.7	22.3	1.5%
Dinner shows and cruises	3.2	2.9	8.4%
Groceries and snacks	9.1	8.8	4.1%
Entertainment & Recreation	13.9	13.0	6.9%
Attractions/entertainment	3.1	3.1	0.3%
Recreation	6.4	6.1	5.5%
Other activities & tours	4.4	3.8	14.4%
Total Transportation	16.7	17.0	-1.8%
Interisland airfare	1.7	1.4	22.2%
Ground transportation	0.7	0.7	-3.5%
Rental vehicles	12.9	13.3	-3.4%
Gasoline, parking, etc.	1.4	1.5	-9.6%
Total Shopping	16.0	15.6	2.3%
Fashion and clothing	6.4	6.1	4.2%
Jewelry and watches	2.7	2.8	-3.5%
Cosmetics, perfume	0.3	0.3	24.6%
Leather goods	0.5	0.5	0.3%
Hawai'i food products	2.5	2.4	4.6%
Souvenirs	3.6	3.6	0.5%
Total Lodging	74.9	72.6	3.1%
All other expenses *	4.4	4.2	2.5%

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

Source: Hawai'i Tourism Authority

**U.S. East Visitor Personal Daily Spending by Category:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	205.4	198.9	3.3%
Total Food and beverage	41.5	41.5	-0.1%
Restaurant food	29.0	29.7	-2.2%
Dinner shows and cruises	4.6	4.3	6.6%
Groceries and snacks	7.9	7.5	4.6%
Entertainment & Recreation	20.2	19.3	4.9%
Attractions/entertainment	5.6	5.1	9.1%
Recreation	7.2	7.0	2.4%
Other activities & tours	7.5	7.1	4.4%
Total Transportation	20.9	20.8	0.5%
Interisland airfare	4.1	3.5	16.8%
Ground transportation	1.0	1.1	-8.8%
Rental vehicles	14.2	14.5	-1.8%
Gasoline, parking, etc.	1.6	1.7	-6.7%
Total Shopping	19.3	19.3	-0.2%
Fashion and clothing	7.0	7.0	-0.5%
Jewelry and watches	3.8	4.0	-5.2%
Cosmetics, perfume	0.3	0.3	24.2%
Leather goods	0.6	0.6	12.1%
Hawai'i food products	2.5	2.5	3.5%
Souvenirs	5.0	5.0	-0.2%
Total Lodging	92.2	87.0	5.9%
All other expenses *	11.4	11.0	3.3%

*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:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	275.6	275.7	-0.1%
Total Food and beverage	50.7	49.6	2.3%
Restaurant food	37.7	36.7	2.7%
Dinner shows and cruises	4.4	4.4	0.4%
Groceries and snacks	8.6	8.5	1.3%
Entertainment & Recreation	19.1	19.0	0.8%
Attractions/entertainment	4.9	5.3	-7.3%
Recreation	4.2	4.0	3.9%
Other activities & tours	10.0	9.7	3.9%
Total Transportation	12.2	12.5	-2.1%
Interisland airfare	2.1	2.4	-13.2%
Ground transportation	6.3	6.1	2.4%
Rental vehicles	3.5	3.6	-2.2%
Gasoline, parking, etc.	0.4	0.4	-2.4%
Total Shopping	77.7	79.0	-1.6%
Fashion and clothing	20.5	21.5	-4.6%
Jewelry and watches	7.5	7.8	-4.0%
Cosmetics, perfume	4.5	4.4	2.1%
Leather goods	24.8	25.9	-4.0%
Hawai'i food products	13.3	12.2	8.8%
Souvenirs	7.0	7.2	-2.1%
Total Lodging	101.9	101.6	0.3%
All other expenses *	14.0	14.2	-1.5%

*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:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	159.9	164.1	-2.5%
Total Food and beverage	31.9	32.7	-2.5%
Restaurant food	18.7	18.8	-0.6%
Dinner shows and cruises	2.7	2.9	-7.2%
Groceries and snacks	10.5	10.9	-4.3%
Entertainment & Recreation	12.3	13.3	-7.8%
Attractions/entertainment	3.6	3.7	-2.9%
Recreation	4.9	5.5	-11.4%
Other activities & tours	3.8	4.1	-7.2%
Total Transportation	16.7	17.9	-6.4%
Interisland airfare	1.3	1.2	8.7%
Ground transportation	0.9	0.9	0.0%
Rental vehicles	12.9	14.1	-8.9%
Gasoline, parking, etc.	1.6	1.6	1.0%
Total Shopping	16.8	16.6	0.9%
Fashion and clothing	8.8	9.0	-2.3%
Jewelry and watches	2.2	2.4	-9.9%
Cosmetics, perfume	0.4	0.3	18.3%
Leather goods	0.7	0.4	58.1%
Hawai'i food products	1.8	1.5	22.3%
Souvenirs	2.9	3.0	-1.2%
Total Lodging	75.6	77.7	-2.8%
All other expenses *	6.7	5.8	14.2%

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

Source: Hawai'i Tourism Authority

**China Visitor Personal Daily Spending by Category:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	405.4	394.0	2.9%
Total Food and beverage	54.1	53.1	1.8%
Restaurant food	39.6	39.3	0.8%
Dinner shows and cruises	6.4	7.0	-8.3%
Groceries and snacks	8.1	6.8	18.2%
Entertainment & Recreation	29.7	29.7	-0.2%
Attractions/entertainment	24.3	23.8	1.7%
Recreation	2.8	2.9	-4.6%
Other activities & tours	2.6	3.0	-11.1%
Total Transportation	30.0	25.4	18.1%
Interisland airfare	11.0	8.4	30.8%
Ground transportation	5.5	5.7	-3.6%
Rental vehicles	12.0	9.8	21.7%
Gasoline, parking, etc.	1.6	1.5	6.8%
Total Shopping	187.0	191.0	-2.1%
Fashion and clothing	65.0	60.1	8.1%
Jewelry and watches	37.5	43.0	-12.7%
Cosmetics, perfume	22.5	25.7	-12.3%
Leather goods	47.0	45.4	3.6%
Hawai'i food products	10.5	11.8	-11.0%
Souvenirs	4.4	5.0	-10.7%
Total Lodging	88.8	77.0	15.3%
All other expenses *	15.8	17.7	-10.6%

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

Source: Hawai'i Tourism Authority

**Korea Visitor Personal Daily Spending by Category:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	266.1	268.2	-0.8%
Total Food and beverage	58.6	60.0	-2.2%
Restaurant food	46.5	47.9	-3.1%
Dinner shows and cruises	6.1	5.7	7.2%
Groceries and snacks	6.1	6.3	-4.4%
Entertainment & Recreation	25.9	26.2	-1.3%
Attractions/entertainment	15.8	16.3	-3.0%
Recreation	7.0	7.0	0.0%
Other activities & tours	3.0	2.9	5.0%
Total Transportation	22.3	23.3	-4.4%
Interisland airfare	9.0	9.3	-2.7%
Ground transportation	2.4	3.1	-24.3%
Rental vehicles	9.4	9.4	0.3%
Gasoline, parking, etc.	1.5	1.5	-1.9%
Total Shopping	69.9	71.0	-1.6%
Fashion and clothing	25.1	25.6	-1.7%
Jewelry and watches	4.7	6.0	-21.7%
Cosmetics, perfume	5.7	4.8	19.1%
Leather goods	23.3	24.1	-3.5%
Hawai'i food products	7.0	7.0	-0.3%
Souvenirs	4.1	3.6	15.5%
Total Lodging	86.6	84.8	2.2%
All other expenses *	2.8	2.9	-2.6%

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

Source: Hawai'i Tourism Authority

**Australia Visitor Personal Daily Spending by Category:
2014p vs. 2013
(Arrivals by air, in dollars)**

Expenditure Type	2014p Jan-Dec	2013 Jan-Dec	% change
GRAND TOTAL	260.7	267.0	-2.3%
Total Food and beverage	53.6	53.1	1.0%
Restaurant food	40.9	39.8	2.8%
Dinner shows and cruises	4.7	5.3	-10.7%
Groceries and snacks	7.9	8.0	-0.3%
Entertainment & Recreation	23.6	23.9	-1.3%
Attractions/entertainment	10.5	10.0	5.6%
Recreation	4.1	4.6	-10.7%
Other activities & tours	8.9	9.3	-4.2%
Total Transportation	15.1	14.1	6.8%
Interisland airfare	4.0	3.8	5.9%
Ground transportation	3.7	3.6	3.1%
Rental vehicles	6.8	6.1	10.3%
Gasoline, parking, etc.	0.6	0.6	-0.4%
Total Shopping	70.9	68.8	3.1%
Fashion and clothing	43.4	42.2	2.8%
Jewelry and watches	7.6	7.8	-3.0%
Cosmetics, perfume	6.9	6.8	1.2%
Leather goods	6.6	5.3	24.0%
Hawai'i food products	1.3	1.3	4.8%
Souvenirs	5.2	5.4	-4.0%
Total Lodging	94.4	92.7	1.9%
All other expenses *	3.1	14.4	-78.2%

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

Source: Hawai'i Tourism Authority