

**Total Visitor Personal Daily Spending by Category:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
<b>GRAND TOTAL</b>	<b>194.5</b>	<b>197.1</b>	<b>-1.3%</b>
<b>Total Food and beverage</b>	<b>39.7</b>	<b>39.9</b>	<b>-0.6%</b>
Restaurant food	26.6	27.3	-2.6%
Dinner shows and cruises	3.9	4.0	-2.0%
Groceries and snacks	9.2	8.7	6.2%
<b>Entertainment &amp; Recreation</b>	<b>17.0</b>	<b>17.2</b>	<b>-1.4%</b>
Attractions/entertainment	5.3	5.1	2.9%
Recreation	5.9	6.0	-1.4%
Other activities & tours	5.8	6.1	-5.1%
<b>Total Transportation</b>	<b>17.8</b>	<b>17.8</b>	<b>0.2%</b>
Interisland airfare	2.9	2.8	3.1%
Ground transportation	1.7	1.8	-4.2%
Rental vehicles	11.9	11.7	2.1%
Gasoline, parking, etc.	1.2	1.4	-15.1%
<b>Total Shopping</b>	<b>28.9</b>	<b>30.6</b>	<b>-5.6%</b>
Fashion and clothing	11.1	11.6	-4.3%
Jewelry and watches	3.8	4.2	-9.0%
Cosmetics, perfume	1.5	1.6	-6.6%
Leather goods	4.1	4.9	-16.2%
Hawai'i food products	3.9	3.9	0.6%
Souvenirs	4.5	4.4	0.9%
<b>Total Lodging</b>	<b>83.7</b>	<b>83.7</b>	<b>0.1%</b>
<b>All other expenses *</b>	<b>7.5</b>	<b>7.9</b>	<b>-5.7%</b>

\*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:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2015p Jan - Dec</b>	<b>2014 Jan - Dec</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>163.2</b>	<b>160.7</b>	<b>1.6%</b>
<b>Total Food and beverage</b>	<b>34.5</b>	<b>35.2</b>	<b>-2.0%</b>
Restaurant food	21.8	22.8	-4.6%
Dinner shows and cruises	3.4	3.3	3.2%
Groceries and snacks	9.3	9.1	2.5%
<b>Entertainment &amp; Recreation</b>	<b>14.1</b>	<b>14.2</b>	<b>-0.8%</b>
Attractions/entertainment	3.4	3.2	7.6%
Recreation	6.2	6.5	-5.2%
Other activities & tours	4.5	4.5	-0.4%
<b>Total Transportation</b>	<b>16.3</b>	<b>16.7</b>	<b>-2.7%</b>
Interisland airfare	1.8	1.6	11.6%
Ground transportation	0.7	0.7	-7.5%
Rental vehicles	12.7	13.0	-2.2%
Gasoline, parking, etc.	1.2	1.4	-20.1%
<b>Total Shopping</b>	<b>16.3</b>	<b>16.1</b>	<b>1.5%</b>
Fashion and clothing	6.1	6.4	-4.7%
Jewelry and watches	2.9	2.7	11.0%
Cosmetics, perfume	0.4	0.4	0.9%
Leather goods	0.9	0.6	41.9%
Hawai'i food products	2.5	2.5	-2.2%
Souvenirs	3.6	3.6	1.4%
<b>Total Lodging</b>	<b>77.5</b>	<b>74.1</b>	<b>4.6%</b>
<b>All other expenses *</b>	<b>4.5</b>	<b>4.3</b>	<b>5.1%</b>

\*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:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2015p Jan - Dec</b>	<b>2014 Jan - Dec</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>201.0</b>	<b>206.7</b>	<b>-2.7%</b>
<b>Total Food and beverage</b>	<b>40.0</b>	<b>42.1</b>	<b>-5.1%</b>
Restaurant food	27.3	29.5	-7.6%
Dinner shows and cruises	4.5	4.7	-4.3%
Groceries and snacks	8.2	7.9	3.9%
<b>Entertainment &amp; Recreation</b>	<b>19.5</b>	<b>20.7</b>	<b>-5.8%</b>
Attractions/entertainment	5.6	5.8	-3.2%
Recreation	6.6	7.4	-10.0%
Other activities & tours	7.3	7.6	-3.6%
<b>Total Transportation</b>	<b>20.1</b>	<b>20.9</b>	<b>-4.0%</b>
Interisland airfare	3.8	3.7	3.8%
Ground transportation	1.0	1.0	-3.2%
Rental vehicles	13.9	14.5	-4.5%
Gasoline, parking, etc.	1.4	1.7	-17.4%
<b>Total Shopping</b>	<b>18.6</b>	<b>19.5</b>	<b>-4.6%</b>
Fashion and clothing	6.7	7.0	-3.7%
Jewelry and watches	3.2	3.8	-15.5%
Cosmetics, perfume	0.4	0.4	9.7%
Leather goods	0.5	0.7	-28.1%
Hawai'i food products	2.7	2.6	2.3%
Souvenirs	5.1	5.0	1.2%
<b>Total Lodging</b>	<b>90.3</b>	<b>92.8</b>	<b>-2.7%</b>
<b>All other expenses *</b>	<b>12.5</b>	<b>10.6</b>	<b>18.1%</b>

\*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:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
<b>GRAND TOTAL</b>	<b>246.1</b>	<b>273.4</b>	<b>-10.0%</b>
<b>Total Food and beverage</b>	<b>49.5</b>	<b>50.7</b>	<b>-2.2%</b>
Restaurant food	36.9	37.7	-2.2%
Dinner shows and cruises	3.9	4.4	-10.3%
Groceries and snacks	8.7	8.6	1.7%
<b>Entertainment &amp; Recreation</b>	<b>18.6</b>	<b>19.1</b>	<b>-2.8%</b>
Attractions/entertainment	5.8	4.9	18.7%
Recreation	4.0	4.2	-3.7%
Other activities & tours	8.7	10.0	-12.9%
<b>Total Transportation</b>	<b>12.0</b>	<b>12.2</b>	<b>-1.6%</b>
Interisland airfare	1.9	2.1	-6.6%
Ground transportation	5.8	6.3	-7.8%
Rental vehicles	3.9	3.5	12.4%
Gasoline, parking, etc.	0.4	0.4	0.1%
<b>Total Shopping</b>	<b>65.5</b>	<b>77.8</b>	<b>-15.8%</b>
Fashion and clothing	18.2	20.5	-11.6%
Jewelry and watches	5.8	7.5	-23.3%
Cosmetics, perfume	3.5	4.5	-23.1%
Leather goods	17.6	24.8	-29.0%
Hawai'i food products	13.6	13.3	1.8%
Souvenirs	6.9	7.0	-2.0%
<b>Total Lodging</b>	<b>89.2</b>	<b>99.7</b>	<b>-10.5%</b>
<b>All other expenses *</b>	<b>11.3</b>	<b>14.0</b>	<b>-19.4%</b>

\*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:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
<b>GRAND TOTAL</b>	<b>162.1</b>	<b>158.9</b>	<b>2.0%</b>
<b>Total Food and beverage</b>	<b>33.4</b>	<b>32.8</b>	<b>1.9%</b>
Restaurant food	18.9	19.5	-3.0%
Dinner shows and cruises	3.1	2.9	6.1%
Groceries and snacks	11.5	10.4	10.0%
<b>Entertainment &amp; Recreation</b>	<b>12.1</b>	<b>12.4</b>	<b>-2.9%</b>
Attractions/entertainment	3.8	3.3	14.3%
Recreation	4.8	5.3	-9.3%
Other activities & tours	3.4	3.8	-9.0%
<b>Total Transportation</b>	<b>17.0</b>	<b>16.0</b>	<b>6.2%</b>
Interisland airfare	1.7	1.4	22.8%
Ground transportation	0.9	0.9	8.9%
Rental vehicles	13.0	12.2	6.5%
Gasoline, parking, etc.	1.4	1.6	-12.3%
<b>Total Shopping</b>	<b>14.8</b>	<b>16.5</b>	<b>-10.3%</b>
Fashion and clothing	7.7	8.2	-6.0%
Jewelry and watches	1.8	2.5	-25.5%
Cosmetics, perfume	0.3	0.2	36.2%
Leather goods	0.5	0.5	6.9%
Hawai'i food products	1.7	2.0	-12.7%
Souvenirs	2.6	3.1	-14.4%
<b>Total Lodging</b>	<b>78.8</b>	<b>75.1</b>	<b>5.0%</b>
<b>All other expenses *</b>	<b>6.0</b>	<b>6.1</b>	<b>-1.5%</b>

\*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:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
<b>GRAND TOTAL</b>	<b>387.9</b>	<b>398.9</b>	<b>-2.7%</b>
<b>Total Food and beverage</b>	<b>54.5</b>	<b>54.0</b>	<b>0.9%</b>
Restaurant food	41.1	39.4	4.2%
Dinner shows and cruises	5.6	6.5	-13.9%
Groceries and snacks	7.8	8.1	-3.1%
<b>Entertainment &amp; Recreation</b>	<b>34.4</b>	<b>29.5</b>	<b>16.6%</b>
Attractions/entertainment	26.2	24.1	8.8%
Recreation	4.1	2.8	49.3%
Other activities & tours	4.0	2.6	54.1%
<b>Total Transportation</b>	<b>33.0</b>	<b>29.6</b>	<b>11.3%</b>
Interisland airfare	12.5	10.8	15.2%
Ground transportation	6.5	5.4	20.7%
Rental vehicles	12.7	11.9	6.8%
Gasoline, parking, etc.	1.3	1.6	-14.0%
<b>Total Shopping</b>	<b>159.8</b>	<b>182.9</b>	<b>-12.6%</b>
Fashion and clothing	54.4	64.0	-14.9%
Jewelry and watches	31.7	37.4	-15.2%
Cosmetics, perfume	22.3	21.9	1.9%
Leather goods	38.0	45.3	-16.1%
Hawai'i food products	8.0	10.0	-19.4%
Souvenirs	5.4	4.4	21.7%
<b>Total Lodging</b>	<b>85.1</b>	<b>87.5</b>	<b>-2.7%</b>
<b>All other expenses *</b>	<b>21.1</b>	<b>15.4</b>	<b>37.4%</b>

\*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:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
<b>GRAND TOTAL</b>	<b>292.3</b>	<b>271.4</b>	<b>7.7%</b>
<b>Total Food and beverage</b>	<b>65.8</b>	<b>59.9</b>	<b>9.8%</b>
Restaurant food	52.2	47.7	9.6%
Dinner shows and cruises	5.8	6.2	-6.4%
Groceries and snacks	7.7	6.1	27.5%
<b>Entertainment &amp; Recreation</b>	<b>25.8</b>	<b>26.4</b>	<b>-2.2%</b>
Attractions/entertainment	12.7	16.2	-21.6%
Recreation	9.3	7.1	31.7%
Other activities & tours	3.8	3.1	22.6%
<b>Total Transportation</b>	<b>25.8</b>	<b>22.7</b>	<b>13.9%</b>
Interisland airfare	7.1	9.2	-23.1%
Ground transportation	2.5	2.4	3.9%
Rental vehicles	15.1	9.6	58.2%
Gasoline, parking, etc.	1.1	1.5	-27.0%
<b>Total Shopping</b>	<b>77.2</b>	<b>71.0</b>	<b>8.8%</b>
Fashion and clothing	25.1	25.5	-1.5%
Jewelry and watches	3.6	4.7	-22.6%
Cosmetics, perfume	6.0	5.8	2.3%
Leather goods	30.3	23.7	27.9%
Hawai'i food products	6.7	7.0	-5.2%
Souvenirs	5.5	4.2	31.7%
<b>Total Lodging</b>	<b>93.6</b>	<b>88.5</b>	<b>5.8%</b>
<b>All other expenses *</b>	<b>4.0</b>	<b>2.9</b>	<b>37.5%</b>

\*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:  
2015p vs. 2014  
(Arrivals by air, in dollars)**

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
<b>GRAND TOTAL</b>	<b>252.1</b>	<b>271.1</b>	<b>-7.0%</b>
<b>Total Food and beverage</b>	<b>53.0</b>	<b>53.8</b>	<b>-1.4%</b>
Restaurant food	38.4	39.4	-2.5%
Dinner shows and cruises	5.4	4.6	18.5%
Groceries and snacks	9.2	7.6	20.9%
<b>Entertainment &amp; Recreation</b>	<b>24.4</b>	<b>23.7</b>	<b>2.8%</b>
Attractions/entertainment	10.8	10.2	5.6%
Recreation	4.8	3.9	23.6%
Other activities & tours	8.8	8.5	3.7%
<b>Total Transportation</b>	<b>15.7</b>	<b>15.1</b>	<b>3.5%</b>
Interisland airfare	4.3	3.9	8.2%
Ground transportation	3.7	3.6	3.0%
Rental vehicles	7.0	6.5	7.4%
Gasoline, parking, etc.	0.7	0.6	17.0%
<b>Total Shopping</b>	<b>58.2</b>	<b>70.9</b>	<b>-17.9%</b>
Fashion and clothing	35.7	41.5	-13.8%
Jewelry and watches	5.8	7.2	-19.9%
Cosmetics, perfume	5.5	6.6	-16.8%
Leather goods	5.4	6.2	-12.0%
Hawai'i food products	1.4	1.3	6.4%
Souvenirs	4.5	5.0	-10.5%
<b>Total Lodging</b>	<b>98.3</b>	<b>95.7</b>	<b>2.7%</b>
<b>All other expenses *</b>	<b>2.5</b>	<b>11.9</b>	<b>-78.8%</b>

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

Source: Hawai'i Tourism Authority