

**Total Visitor Personal Daily Spending by Category:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	195.0	191.3	1.9%
Total Food and beverage	40.7	39.3	3.5%
Restaurant food	27.6	26.4	4.4%
Dinner shows and cruises	4.0	3.9	5.1%
Groceries and snacks	9.1	9.0	0.1%
Entertainment & Recreation	17.5	17.0	3.1%
Attractions/entertainment	5.4	5.3	2.0%
Recreation	6.0	5.9	1.5%
Other activities & tours	6.1	5.8	5.9%
Total Transportation	18.3	17.7	3.7%
Interisland airfare	3.5	3.0	17.9%
Ground transportation	1.9	1.7	9.4%
Rental vehicles	11.9	11.8	0.5%
Gasoline, parking, etc.	1.1	1.2	-8.6%
Total Shopping	28.4	28.2	0.8%
Fashion and clothing	10.9	10.8	1.1%
Jewelry and watches	3.6	3.7	-2.3%
Cosmetics, perfume	1.3	1.5	-9.2%
Leather goods	4.1	4.0	1.6%
Hawai'i food products	4.0	3.8	4.5%
Souvenirs	4.5	4.4	2.1%
Total Lodging	82.7	81.2	1.9%
All other expenses *	7.3	8.0	-7.8%

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

January through June 2016 arrival statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO).

Source: Hawai'i Tourism Authority

**U.S. West Visitor Personal Daily Spending by Category:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	167.2	162.0	3.2%
Total Food and beverage	36.2	34.5	4.8%
Restaurant food	22.9	21.8	5.2%
Dinner shows and cruises	3.6	3.4	6.4%
Groceries and snacks	9.6	9.3	3.3%
Entertainment & Recreation	14.7	14.1	4.3%
Attractions/entertainment	3.6	3.4	4.7%
Recreation	6.3	6.2	2.4%
Other activities & tours	4.8	4.5	6.6%
Total Transportation	17.3	16.3	6.0%
Interisland airfare	2.5	1.8	38.1%
Ground transportation	0.7	0.7	9.7%
Rental vehicles	13.0	12.7	2.4%
Gasoline, parking, etc.	1.1	1.2	-5.7%
Total Shopping	16.2	16.3	-0.5%
Fashion and clothing	6.3	6.1	3.1%
Jewelry and watches	2.6	2.9	-11.0%
Cosmetics, perfume	0.3	0.4	-8.1%
Leather goods	0.8	0.8	-6.1%
Hawai'i food products	2.5	2.5	1.4%
Souvenirs	3.7	3.6	2.5%
Total Lodging	78.6	76.3	3.0%
All other expenses *	4.3	4.5	-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. East Visitor Personal Daily Spending by Category:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	201.4	197.8	1.8%
Total Food and beverage	40.7	40.0	1.6%
Restaurant food	27.6	27.3	1.2%
Dinner shows and cruises	4.8	4.5	6.3%
Groceries and snacks	8.3	8.2	0.3%
Entertainment & Recreation	20.3	19.5	4.0%
Attractions/entertainment	5.5	5.6	-1.3%
Recreation	7.1	6.6	6.9%
Other activities & tours	7.7	7.3	5.4%
Total Transportation	20.9	20.1	4.2%
Interisland airfare	4.8	3.8	24.0%
Ground transportation	1.1	1.0	13.5%
Rental vehicles	13.8	13.9	-0.7%
Gasoline, parking, etc.	1.3	1.4	-7.4%
Total Shopping	18.5	18.6	-0.6%
Fashion and clothing	6.7	6.7	-0.2%
Jewelry and watches	3.1	3.2	-3.0%
Cosmetics, perfume	0.4	0.4	-6.8%
Leather goods	0.7	0.5	45.8%
Hawai'i food products	2.7	2.7	1.4%
Souvenirs	4.8	5.1	-4.6%
Total Lodging	89.9	87.4	2.8%
All other expenses *	11.1	12.1	-8.4%

*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:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	240.822	236.3	1.9%
Total Food and beverage	50.8	49.9	1.7%
Restaurant food	37.8	37.3	1.5%
Dinner shows and cruises	4.0	3.9	2.2%
Groceries and snacks	8.9	8.7	2.3%
Entertainment & Recreation	19.0	18.7	1.2%
Attractions/entertainment	5.9	6.0	-1.2%
Recreation	4.2	4.0	2.9%
Other activities & tours	8.9	8.7	2.1%
Total Transportation	12.2	12.0	1.0%
Interisland airfare	2.0	2.0	-0.7%
Ground transportation	6.0	5.8	3.6%
Rental vehicles	3.9	3.9	-0.6%
Gasoline, parking, etc.	0.3	0.4	-14.7%
Total Shopping	68.5	65.5	4.5%
Fashion and clothing	18.2	18.2	0.3%
Jewelry and watches	6.8	5.8	17.2%
Cosmetics, perfume	3.8	3.5	8.9%
Leather goods	18.6	17.6	5.5%
Hawai'i food products	13.9	13.6	2.8%
Souvenirs	7.1	6.9	3.2%
Total Lodging	80.0	79.3	0.9%
All other expenses *	10.4	10.8	-3.4%

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

January through June 2016 arrival statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO).

Source: Hawai'i Tourism Authority

**Canada Visitor Personal Daily Spending by Category:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	158.6	161.5	-1.8%
Total Food and beverage	33.8	33.0	2.3%
Restaurant food	19.5	18.7	4.2%
Dinner shows and cruises	3.0	3.0	0.1%
Groceries and snacks	11.3	11.3	-0.3%
Entertainment & Recreation	11.8	12.4	-4.8%
Attractions/entertainment	3.8	3.9	-2.5%
Recreation	4.5	5.0	-9.5%
Other activities & tours	3.5	3.5	-0.7%
Total Transportation	16.3	17.1	-4.9%
Interisland airfare	1.7	1.7	-1.9%
Ground transportation	0.9	0.9	-2.6%
Rental vehicles	12.5	13.1	-4.5%
Gasoline, parking, etc.	1.2	1.4	-14.5%
Total Shopping	13.6	14.9	-9.0%
Fashion and clothing	7.0	7.8	-10.7%
Jewelry and watches	1.6	1.8	-15.9%
Cosmetics, perfume	0.2	0.3	-24.0%
Leather goods	0.5	0.5	-3.7%
Hawai'i food products	1.7	1.7	-4.3%
Souvenirs	2.6	2.7	-1.4%
Total Lodging	77.5	78.2	-0.9%
All other expenses *	5.6	5.8	-3.1%

*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:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	364.7	392.0	-7.0%
Total Food and beverage	56.3	55.6	1.4%
Restaurant food	44.8	42.3	5.9%
Dinner shows and cruises	4.9	5.5	-12.0%
Groceries and snacks	6.6	7.7	-14.2%
Entertainment & Recreation	39.1	35.0	11.6%
Attractions/entertainment	31.1	27.0	15.1%
Recreation	3.5	4.1	-14.1%
Other activities & tours	4.5	3.9	14.1%
Total Transportation	39.3	33.0	19.2%
Interisland airfare	14.8	12.8	15.0%
Ground transportation	10.3	6.4	62.1%
Rental vehicles	12.7	12.4	2.3%
Gasoline, parking, etc.	1.5	1.3	13.0%
Total Shopping	126.2	160.0	-21.1%
Fashion and clothing	49.1	54.6	-10.1%
Jewelry and watches	22.0	31.6	-30.4%
Cosmetics, perfume	14.0	22.4	-37.3%
Leather goods	27.6	38.0	-27.3%
Hawai'i food products	7.6	8.0	-5.3%
Souvenirs	5.8	5.3	8.6%
Total Lodging	92.2	86.3	6.8%
All other expenses *	11.5	22.1	-47.9%

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

January through June 2016 arrival statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO).

Source: Hawai'i Tourism Authority

**Korea Visitor Personal Daily Spending by Category:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	295.1	293.9	0.4%
Total Food and beverage	67.8	66.5	1.9%
Restaurant food	54.6	52.9	3.2%
Dinner shows and cruises	5.2	5.8	-10.9%
Groceries and snacks	8.0	7.8	3.1%
Entertainment & Recreation	26.5	26.3	1.0%
Attractions/entertainment	11.7	13.1	-10.7%
Recreation	10.4	9.4	11.0%
Other activities & tours	4.4	3.7	16.7%
Total Transportation	25.6	25.7	-0.3%
Interisland airfare	6.3	7.1	-11.9%
Ground transportation	2.5	2.5	-1.2%
Rental vehicles	15.7	15.0	4.8%
Gasoline, parking, etc.	1.2	1.1	7.1%
Total Shopping	72.6	77.2	-6.0%
Fashion and clothing	25.2	25.2	-0.1%
Jewelry and watches	3.9	3.7	6.1%
Cosmetics, perfume	4.3	5.9	-26.0%
Leather goods	26.7	30.4	-12.1%
Hawai'i food products	7.5	6.6	13.0%
Souvenirs	5.0	5.5	-8.8%
Total Lodging	99.9	93.5	6.8%
All other expenses *	2.7	4.7	-41.6%

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

January through June 2016 arrival statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO).

Source: Hawai'i Tourism Authority

**Australia Visitor Personal Daily Spending by Category:
2016P vs. 2015
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
GRAND TOTAL	275.8	264.1	4.4%
Total Food and beverage	55.7	53.1	4.9%
Restaurant food	40.4	38.5	4.9%
Dinner shows and cruises	5.6	5.4	3.7%
Groceries and snacks	9.7	9.2	5.5%
Entertainment & Recreation	24.8	24.5	1.3%
Attractions/entertainment	10.8	10.9	-0.8%
Recreation	4.3	4.8	-9.7%
Other activities & tours	9.6	8.8	9.7%
Total Transportation	16.4	15.7	4.8%
Interisland airfare	4.3	4.3	-0.4%
Ground transportation	3.9	3.8	4.1%
Rental vehicles	7.5	6.9	7.9%
Gasoline, parking, etc.	0.8	0.7	8.3%
Total Shopping	56.3	58.3	-3.3%
Fashion and clothing	34.8	35.8	-2.8%
Jewelry and watches	5.3	5.7	-8.5%
Cosmetics, perfume	4.6	5.5	-16.2%
Leather goods	5.7	5.4	4.9%
Hawai'i food products	1.2	1.3	-9.0%
Souvenirs	4.8	4.5	6.7%
Total Lodging	107.7	99.0	8.8%
All other expenses *	14.8	13.5	9.4%

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

January through June 2016 arrival statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO).

Source: Hawai'i Tourism Authority