

**Total Visitor Personal Daily Spending by Category:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P<br>December YTD | 2016<br>December YTD | % change     |
|---------------------------------------|-----------------------|----------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>200.6</b>          | <b>197.7</b>         | <b>1.5%</b>  |
| <b>Total Food and beverage</b>        | <b>41.7</b>           | <b>41.0</b>          | <b>1.6%</b>  |
| Restaurant food                       | 28.2                  | 27.9                 | 0.9%         |
| Dinner shows and cruises              | 4.2                   | 4.0                  | 5.2%         |
| Groceries and snacks                  | 9.2                   | 9.0                  | 2.3%         |
| <b>Entertainment &amp; Recreation</b> | <b>18.4</b>           | <b>17.6</b>          | <b>4.7%</b>  |
| Attractions/entertainment             | 5.5                   | 5.6                  | -1.7%        |
| Recreation                            | 6.3                   | 6.0                  | 6.5%         |
| Other activities & tours              | 6.6                   | 6.1                  | 8.8%         |
| <b>Total Transportation</b>           | <b>19.4</b>           | <b>19.3</b>          | <b>0.4%</b>  |
| Interisland airfare                   | 3.4                   | 3.5                  | -4.3%        |
| Ground transportation                 | 1.8                   | 1.9                  | -6.1%        |
| Rental vehicles                       | 13.0                  | 12.8                 | 1.8%         |
| Gasoline, parking, etc.               | 1.2                   | 1.1                  | 10.5%        |
| <b>Total Shopping</b>                 | <b>27.6</b>           | <b>28.0</b>          | <b>-1.4%</b> |
| Fashion and clothing                  | 10.4                  | 10.7                 | -2.9%        |
| Jewelry and watches                   | 3.5                   | 3.6                  | -2.8%        |
| Cosmetics, perfume                    | 1.3                   | 1.3                  | 0.4%         |
| Leather goods                         | 4.0                   | 4.0                  | -1.2%        |
| Hawai'i food products                 | 4.1                   | 4.0                  | 2.2%         |
| Souvenirs                             | 4.4                   | 4.4                  | -0.7%        |
| <b>Total Lodging</b>                  | <b>85.7</b>           | <b>84.5</b>          | <b>1.5%</b>  |
| <b>All other expenses *</b>           | <b>7.8</b>            | <b>7.4</b>           | <b>6.3%</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:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P        | 2016         | % change     |
|---------------------------------------|--------------|--------------|--------------|
|                                       | December YTD | December YTD |              |
| <b>GRAND TOTAL</b>                    | <b>177.3</b> | <b>167.9</b> | <b>5.6%</b>  |
| <b>Total Food and beverage</b>        | <b>37.5</b>  | <b>36.2</b>  | <b>3.7%</b>  |
| Restaurant food                       | 23.8         | 22.9         | 3.6%         |
| Dinner shows and cruises              | 4.0          | 3.6          | 11.5%        |
| Groceries and snacks                  | 9.7          | 9.6          | 0.9%         |
| <b>Entertainment &amp; Recreation</b> | <b>15.9</b>  | <b>14.7</b>  | <b>8.1%</b>  |
| Attractions/entertainment             | 3.9          | 3.6          | 8.4%         |
| Recreation                            | 6.4          | 6.3          | 1.8%         |
| Other activities & tours              | 5.6          | 4.8          | 16.0%        |
| <b>Total Transportation</b>           | <b>18.8</b>  | <b>18.1</b>  | <b>3.4%</b>  |
| Interisland airfare                   | 2.5          | 2.5          | 2.0%         |
| Ground transportation                 | 0.8          | 0.7          | 8.1%         |
| Rental vehicles                       | 14.3         | 13.9         | 2.9%         |
| Gasoline, parking, etc.               | 1.2          | 1.1          | 10.1%        |
| <b>Total Shopping</b>                 | <b>17.0</b>  | <b>16.2</b>  | <b>4.6%</b>  |
| Fashion and clothing                  | 6.5          | 6.2          | 3.9%         |
| Jewelry and watches                   | 2.7          | 2.6          | 2.7%         |
| Cosmetics, perfume                    | 0.4          | 0.3          | 22.9%        |
| Leather goods                         | 0.9          | 0.8          | 11.2%        |
| Hawai'i food products                 | 2.7          | 2.5          | 9.8%         |
| Souvenirs                             | 3.7          | 3.7          | 0.6%         |
| <b>Total Lodging</b>                  | <b>83.9</b>  | <b>78.4</b>  | <b>7.1%</b>  |
| <b>All other expenses *</b>           | <b>4.3</b>   | <b>4.3</b>   | <b>-0.7%</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. East Visitor Personal Daily Spending by Category:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P        | 2016         | % change     |
|---------------------------------------|--------------|--------------|--------------|
|                                       | December YTD | December YTD |              |
| <b>GRAND TOTAL</b>                    | <b>211.2</b> | <b>201.7</b> | <b>4.7%</b>  |
| <b>Total Food and beverage</b>        | <b>42.5</b>  | <b>40.7</b>  | <b>4.4%</b>  |
| Restaurant food                       | 28.9         | 27.7         | 4.6%         |
| Dinner shows and cruises              | 5.2          | 4.8          | 9.8%         |
| Groceries and snacks                  | 8.3          | 8.3          | 0.5%         |
| <b>Entertainment &amp; Recreation</b> | <b>21.7</b>  | <b>20.3</b>  | <b>7.1%</b>  |
| Attractions/entertainment             | 6.0          | 5.5          | 9.1%         |
| Recreation                            | 7.6          | 7.1          | 6.3%         |
| Other activities & tours              | 8.2          | 7.7          | 6.3%         |
| <b>Total Transportation</b>           | <b>22.6</b>  | <b>22.0</b>  | <b>2.8%</b>  |
| Interisland airfare                   | 4.8          | 4.9          | -1.2%        |
| Ground transportation                 | 1.1          | 1.1          | 1.3%         |
| Rental vehicles                       | 15.3         | 14.7         | 3.7%         |
| Gasoline, parking, etc.               | 1.4          | 1.3          | 8.6%         |
| <b>Total Shopping</b>                 | <b>19.3</b>  | <b>18.5</b>  | <b>4.5%</b>  |
| Fashion and clothing                  | 6.9          | 6.7          | 3.3%         |
| Jewelry and watches                   | 3.5          | 3.1          | 10.1%        |
| Cosmetics, perfume                    | 0.6          | 0.4          | 46.0%        |
| Leather goods                         | 0.7          | 0.7          | -8.9%        |
| Hawai'i food products                 | 2.8          | 2.7          | 2.6%         |
| Souvenirs                             | 4.9          | 4.8          | 2.0%         |
| <b>Total Lodging</b>                  | <b>92.3</b>  | <b>89.6</b>  | <b>3.0%</b>  |
| <b>All other expenses *</b>           | <b>12.8</b>  | <b>10.6</b>  | <b>20.7%</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:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P<br>December YTD | 2016<br>December YTD | % change     |
|---------------------------------------|-----------------------|----------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>237.9</b>          | <b>240.3</b>         | <b>-1.0%</b> |
| <b>Total Food and beverage</b>        | <b>50.8</b>           | <b>50.4</b>          | <b>0.7%</b>  |
| Restaurant food                       | 37.9                  | 37.6                 | 1.1%         |
| Dinner shows and cruises              | 3.7                   | 4.0                  | -6.5%        |
| Groceries and snacks                  | 9.1                   | 8.9                  | 2.2%         |
| <b>Entertainment &amp; Recreation</b> | <b>18.8</b>           | <b>19.0</b>          | <b>-0.9%</b> |
| Attractions/entertainment             | 5.6                   | 6.0                  | -6.2%        |
| Recreation                            | 4.4                   | 4.1                  | 7.3%         |
| Other activities & tours              | 8.8                   | 8.9                  | -1.1%        |
| <b>Total Transportation</b>           | <b>13.2</b>           | <b>12.3</b>          | <b>7.2%</b>  |
| Interisland airfare                   | 2.1                   | 2.0                  | 5.3%         |
| Ground transportation                 | 6.2                   | 6.0                  | 3.7%         |
| Rental vehicles                       | 4.4                   | 4.0                  | 10.1%        |
| Gasoline, parking, etc.               | 0.5                   | 0.3                  | 45.0%        |
| <b>Total Shopping</b>                 | <b>65.0</b>           | <b>68.0</b>          | <b>-4.4%</b> |
| Fashion and clothing                  | 18.2                  | 18.1                 | 0.3%         |
| Jewelry and watches                   | 5.8                   | 6.7                  | -13.7%       |
| Cosmetics, perfume                    | 3.6                   | 3.8                  | -3.8%        |
| Leather goods                         | 17.1                  | 18.5                 | -7.7%        |
| Hawai'i food products                 | 13.7                  | 13.9                 | -0.8%        |
| Souvenirs                             | 6.6                   | 7.1                  | -6.1%        |
| <b>Total Lodging</b>                  | <b>80.0</b>           | <b>80.1</b>          | <b>-0.1%</b> |
| <b>All other expenses *</b>           | <b>10.1</b>           | <b>10.4</b>          | <b>-3.3%</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:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P<br>December YTD | 2016<br>December YTD | % change      |
|---------------------------------------|-----------------------|----------------------|---------------|
| <b>GRAND TOTAL</b>                    | <b>160.1</b>          | <b>161.1</b>         | <b>-0.7%</b>  |
| <b>Total Food and beverage</b>        | <b>33.3</b>           | <b>33.8</b>          | <b>-1.5%</b>  |
| Restaurant food                       | 19.4                  | 19.4                 | -0.4%         |
| Dinner shows and cruises              | 2.8                   | 3.0                  | -7.5%         |
| Groceries and snacks                  | 11.1                  | 11.3                 | -1.7%         |
| <b>Entertainment &amp; Recreation</b> | <b>12.6</b>           | <b>11.8</b>          | <b>6.4%</b>   |
| Attractions/entertainment             | 3.8                   | 3.8                  | 0.1%          |
| Recreation                            | 4.7                   | 4.5                  | 3.7%          |
| Other activities & tours              | 4.1                   | 3.5                  | 16.7%         |
| <b>Total Transportation</b>           | <b>17.5</b>           | <b>16.8</b>          | <b>4.3%</b>   |
| Interisland airfare                   | 1.7                   | 1.7                  | -1.9%         |
| Ground transportation                 | 0.9                   | 0.9                  | -0.5%         |
| Rental vehicles                       | 13.6                  | 13.0                 | 4.2%          |
| Gasoline, parking, etc.               | 1.4                   | 1.2                  | 16.4%         |
| <b>Total Shopping</b>                 | <b>14.1</b>           | <b>13.5</b>          | <b>4.4%</b>   |
| Fashion and clothing                  | 7.3                   | 6.9                  | 5.4%          |
| Jewelry and watches                   | 1.5                   | 1.6                  | -3.2%         |
| Cosmetics, perfume                    | 0.3                   | 0.2                  | 1.8%          |
| Leather goods                         | 0.6                   | 0.5                  | 18.4%         |
| Hawai'i food products                 | 1.9                   | 1.7                  | 12.9%         |
| Souvenirs                             | 2.6                   | 2.6                  | -1.5%         |
| <b>Total Lodging</b>                  | <b>77.3</b>           | <b>79.3</b>          | <b>-2.5%</b>  |
| <b>All other expenses *</b>           | <b>5.2</b>            | <b>5.9</b>           | <b>-11.1%</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:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P<br>December YTD | 2016<br>December YTD | % change      |
|---------------------------------------|-----------------------|----------------------|---------------|
| <b>GRAND TOTAL</b>                    | <b>337.6</b>          | <b>384.7</b>         | <b>-12.2%</b> |
| <b>Total Food and beverage</b>        | <b>53.7</b>           | <b>62.9</b>          | <b>-14.6%</b> |
| Restaurant food                       | 42.9                  | 52.8                 | -18.8%        |
| Dinner shows and cruises              | 3.9                   | 4.3                  | -7.8%         |
| Groceries and snacks                  | 6.9                   | 5.8                  | 17.7%         |
| <b>Entertainment &amp; Recreation</b> | <b>33.6</b>           | <b>42.1</b>          | <b>-20.3%</b> |
| Attractions/entertainment             | 24.7                  | 35.4                 | -30.3%        |
| Recreation                            | 4.7                   | 2.9                  | 62.7%         |
| Other activities & tours              | 4.3                   | 3.9                  | 9.3%          |
| <b>Total Transportation</b>           | <b>36.9</b>           | <b>44.7</b>          | <b>-17.5%</b> |
| Interisland airfare                   | 14.9                  | 13.9                 | 7.3%          |
| Ground transportation                 | 5.7                   | 14.8                 | -61.5%        |
| Rental vehicles                       | 15.0                  | 14.7                 | 2.2%          |
| Gasoline, parking, etc.               | 1.3                   | 1.3                  | -3.2%         |
| <b>Total Shopping</b>                 | <b>110.0</b>          | <b>115.8</b>         | <b>-5.0%</b>  |
| Fashion and clothing                  | 39.6                  | 46.0                 | -14.1%        |
| Jewelry and watches                   | 23.4                  | 20.3                 | 15.0%         |
| Cosmetics, perfume                    | 14.2                  | 12.6                 | 12.6%         |
| Leather goods                         | 23.0                  | 24.8                 | -7.3%         |
| Hawai'i food products                 | 6.7                   | 7.2                  | -6.4%         |
| Souvenirs                             | 3.1                   | 4.9                  | -35.4%        |
| <b>Total Lodging</b>                  | <b>95.3</b>           | <b>108.5</b>         | <b>-12.1%</b> |
| <b>All other expenses *</b>           | <b>8.1</b>            | <b>10.6</b>          | <b>-24.1%</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:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P<br>December YTD | 2016<br>December YTD | % change      |
|---------------------------------------|-----------------------|----------------------|---------------|
| <b>GRAND TOTAL</b>                    | <b>281.0</b>          | <b>316.4</b>         | <b>-11.2%</b> |
| <b>Total Food and beverage</b>        | <b>63.9</b>           | <b>74.5</b>          | <b>-14.3%</b> |
| Restaurant food                       | 51.0                  | 62.2                 | -18.1%        |
| Dinner shows and cruises              | 4.5                   | 4.8                  | -5.9%         |
| Groceries and snacks                  | 8.5                   | 7.6                  | 12.1%         |
| <b>Entertainment &amp; Recreation</b> | <b>27.5</b>           | <b>28.1</b>          | <b>-2.1%</b>  |
| Attractions/entertainment             | 12.9                  | 14.0                 | -7.7%         |
| Recreation                            | 10.0                  | 10.0                 | 0.4%          |
| Other activities & tours              | 4.6                   | 4.1                  | 11.2%         |
| <b>Total Transportation</b>           | <b>25.8</b>           | <b>28.2</b>          | <b>-8.4%</b>  |
| Interisland airfare                   | 6.1                   | 6.2                  | -2.2%         |
| Ground transportation                 | 2.4                   | 2.4                  | 3.7%          |
| Rental vehicles                       | 16.3                  | 18.4                 | -11.3%        |
| Gasoline, parking, etc.               | 0.9                   | 1.1                  | -16.8%        |
| <b>Total Shopping</b>                 | <b>71.9</b>           | <b>69.9</b>          | <b>2.7%</b>   |
| Fashion and clothing                  | 23.1                  | 24.3                 | -4.8%         |
| Jewelry and watches                   | 2.7                   | 3.7                  | -27.5%        |
| Cosmetics, perfume                    | 4.0                   | 4.1                  | -3.5%         |
| Leather goods                         | 27.9                  | 25.6                 | 8.9%          |
| Hawai'i food products                 | 7.8                   | 7.2                  | 7.4%          |
| Souvenirs                             | 6.4                   | 5.0                  | 28.5%         |
| <b>Total Lodging</b>                  | <b>89.3</b>           | <b>112.9</b>         | <b>-20.9%</b> |
| <b>All other expenses *</b>           | <b>2.7</b>            | <b>2.8</b>           | <b>-3.6%</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:  
2017P vs. 2016P  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2017P<br>December YTD | 2016<br>December YTD | % change      |
|---------------------------------------|-----------------------|----------------------|---------------|
| <b>GRAND TOTAL</b>                    | <b>278.1</b>          | <b>293.2</b>         | <b>-5.2%</b>  |
| <b>Total Food and beverage</b>        | <b>56.5</b>           | <b>57.0</b>          | <b>-1.0%</b>  |
| Restaurant food                       | 41.5                  | 41.9                 | -1.1%         |
| Dinner shows and cruises              | 5.5                   | 5.5                  | -0.1%         |
| Groceries and snacks                  | 9.5                   | 9.6                  | -0.6%         |
| <b>Entertainment &amp; Recreation</b> | <b>25.6</b>           | <b>25.5</b>          | <b>0.3%</b>   |
| Attractions/entertainment             | 11.4                  | 11.9                 | -4.0%         |
| Recreation                            | 4.5                   | 4.2                  | 5.3%          |
| Other activities & tours              | 9.7                   | 9.4                  | 3.4%          |
| <b>Total Transportation</b>           | <b>17.2</b>           | <b>17.4</b>          | <b>-1.3%</b>  |
| Interisland airfare                   | 4.1                   | 4.4                  | -5.2%         |
| Ground transportation                 | 3.7                   | 3.8                  | -3.0%         |
| Rental vehicles                       | 8.7                   | 8.5                  | 1.8%          |
| Gasoline, parking, etc.               | 0.7                   | 0.8                  | -4.0%         |
| <b>Total Shopping</b>                 | <b>59.2</b>           | <b>56.2</b>          | <b>5.5%</b>   |
| Fashion and clothing                  | 36.6                  | 34.7                 | 5.4%          |
| Jewelry and watches                   | 5.3                   | 5.2                  | 2.1%          |
| Cosmetics, perfume                    | 4.9                   | 4.6                  | 5.8%          |
| Leather goods                         | 6.1                   | 5.7                  | 8.5%          |
| Hawai'i food products                 | 1.4                   | 1.2                  | 13.2%         |
| Souvenirs                             | 4.9                   | 4.8                  | 3.7%          |
| <b>Total Lodging</b>                  | <b>102.1</b>          | <b>121.5</b>         | <b>-15.9%</b> |
| <b>All other expenses *</b>           | <b>17.5</b>           | <b>15.6</b>          | <b>11.8%</b>  |

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

Source: Hawai'i Tourism Authority