

# 2008 ANNUAL VISITOR RESEARCH REPORT

## *AIR VISITOR PERSONAL DAILY SPENDING BY MMA*

## *AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND*

This report is available in Adobe Acrobat form on the DBEDT Website, <http://hawaii.gov/dbedt/info/visitor-stats>. For further information about obtaining visitor data and other sources, contact the DBEDT Library at (808) 586-2424, or e-mail [library@dbedt.hawaii.gov](mailto:library@dbedt.hawaii.gov) or DBEDT Research and Economic Analysis Division at (808) 586-2466.

## AIR AND CRUISE VISITOR TOTAL EXPENDITURES BY ISLAND AND MMA

- U.S. West visitors (\$4 billion) continued to be the largest contributors to combined air and cruise expenditures in 2008 (Table 60 and Table 61).
- Canadians spent more on Maui (\$295.5 million) than on O‘ahu (\$282.9 million).
- Japanese visitors spent the most on O‘ahu (\$1.8 billion), followed by Hawai‘i Island (\$111.6 million).
- Spending on O‘ahu totaled \$5.74 billion in 2008, down 5.6 percent from 2007. Spending by visitors from Japan (-1.9% from 2007 to \$1.78 billion), U.S. West (-10.2% to \$1.39 billion), U.S. East (-10.2% to \$1.36 billion), Oceania (-7.6% to \$230.5 million), Other Asia (-32.9% to \$144 million) and Europe (-1.2% to \$121.6 million) on O‘ahu declined while spending by Canadian visitors (+16.7% to \$282.9 million) increased.
- Visitor expenditures on Maui declined 15.9 percent to \$2.92 billion in 2008. U.S. West visitors spent the most on Maui at \$1.30 billion, however spending decreased 22 percent from 2007. Spending by U.S. East visitors was second highest at \$1.02 billion (-18.4%). Spending by Canadians (+8.2% to \$295.5 million) and Europeans (+12% to \$61.8 million) were higher compared to 2007. Spending by Japanese visitors declined 4.6 percent to \$53.6 million.
- Spending on Hawai‘i Island decreased 16.3 percent from 2007 to \$1.46 billion. Of this amount, U.S. West visitors spent \$621.7 million (-23.3%), U.S. East visitors spent \$484.2 million (-15.6%), Japanese visitors spent \$111.6 million (-8.5%) and Canadian visitors spent \$87.6 million (+22.6%).
- Expenditures on Kaua‘i totaled \$1.16 billion in 2008, 15.3 percent lower than the previous year. Spending by U.S. West visitors on Kaua‘i (-18.7%) decreased to \$604.8 million, while spending by U.S. East visitors decreased to \$400 million (-16.4%). In contrast, spending by Canadian (+12.4% to \$56.4 million), European (+22.5% to \$24.5 million) and Japanese (+11.9% to \$9.7 million) visitors on Kaua‘i increased from 2007.

## AIR VISITORS PERSONAL DAILY SPENDING BY MMA

### U.S. WEST

U.S. West air visitors in 2008 spent an average of \$146 per person on a daily basis, down from \$156 per person in 2007 (Table 62).

- Daily spending by this group of visitors was the lowest among the visitor markets in 2008. Canadian visitors spent the least on a daily basis in 2007.
- Lodging expenditures by U.S. West visitors averaged \$60 per person per day in 2008, down from \$63 per person per day in 2007.
- This group also spent less on shopping (-5.2% to \$19 per person), transportation (-13.3% to \$15 per person), entertainment and recreation (-4.3% to \$14 per person) but about the same on food and beverage (+0.3% to \$32 per person) compared to those who came in 2007.

## U.S. EAST

Per day expenditures by U.S. East air visitors decreased to \$183 per person in 2008, from \$193 per person in 2007 (Table 63).

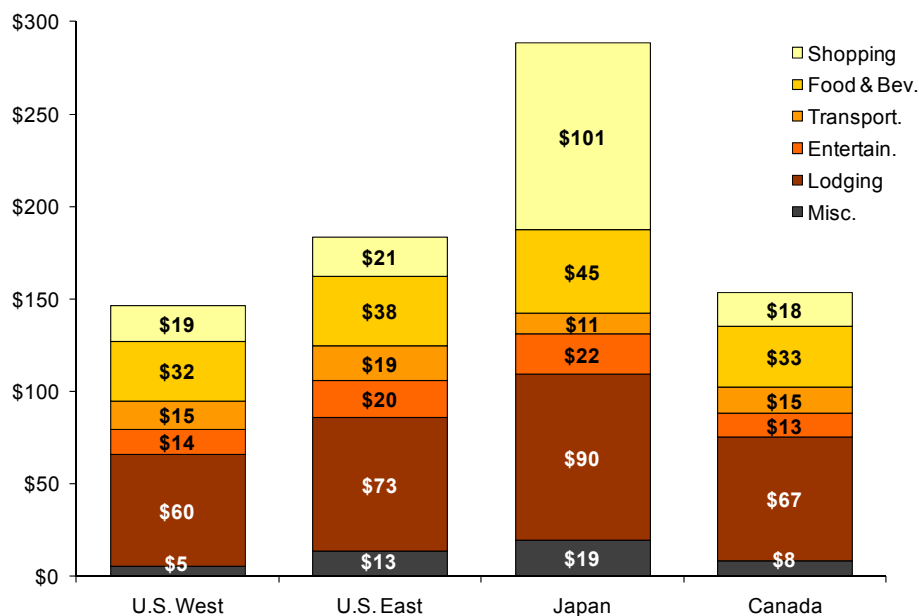
- Daily spending by this group of visitors was fifth highest among the visitor markets, same as in 2007.
- Lodging expenditures, the largest expense for U.S. East visitors, fell from \$74 per person per day in 2007 to \$73 per person per day in 2008.
- Those who came in 2008 also spent less on shopping (-8.6% to \$21 per person) and transportation (-14.3% to \$19 per person), but more on food and beverages (+4.9% to \$38 per person) and entertainment and recreation (+3.6% to \$20 per person).

## JAPAN

Air visitors from Japan continued to spend the most per day among all visitor markets. In 2008, daily spending increased to \$288 per person, compared to \$269 per person in 2007 (Table 64).

- In contrast to other visitor groups, the biggest expenditure by Japanese visitors continued to be shopping. Japanese visitors spent nearly five times as much per day in shopping as those from the U.S. mainland, Canada and Europe.
- In 2008, shopping expenses rose 6.3 percent to \$101 per person per day.
- Japanese visitor spending on lodging, at \$90 per person, was 13.4 percent higher than 2007.
- These visitors also spent more on food and beverages (+5.5% to \$45 per person), entertainment and recreation (+8% to \$22 per person) but less on transportation (-2.5% to \$11 per person) compared to 2007.

**Figure 23: 2008 Visitor Personal Daily Spending by Category and Selected MMA**



## **CANADA**

Per day spending by Canadian air visitors in 2008 was \$153 per person, up from \$151 per person in 2007 (Table 65).

- Daily spending by this group was the second lowest among the visitor markets.
- Lodging expenditures by these visitors increased 4 percent to \$67 per person per day in 2008.
- This group also spent more on other categories including food and beverages (+5.3% to \$33 per person), shopping (+1.6% to \$18 per person), transportation (+4.8% to \$15 per person) and entertainment and recreation (+8% to \$13 per person) than in 2007.

## **EUROPE**

Daily spending by European air visitors fell from \$175 per person in 2007 to \$169 per person in 2008 (Table 66).

- Lodging expenditures by these visitors declined 7 percent to \$71 per person in 2008.
- This group also spent less on shopping (-3.6% to \$21 per person) and transportation (-2.2% to \$19 per person) than the previous year.
- However spending on food and beverages, the second largest category for European visitors, increased 6.5 percent to \$35 per person. They also spent more on entertainment and recreation (+18.7% to \$15 per person) compared to 2007.

## **OCEANIA**

Daily spending by air visitors from Oceania ranked fourth among the visitor markets at \$216 per person in 2008, up from \$212 per person in 2007 (Table 67).

- Lodging expenses (\$69 per person) for this group was 6 percent lower than the previous year.
- However, these visitors spent more on shopping (+13.2% to \$56 per person), food and beverages (+2.1%, to \$49 per person), entertainment and recreation (+2.2% to \$19 per person) and transportation (+14% to \$16 per person) compared to 2007.

## **OTHER ASIA**

Daily spending by visitors from Other Asia decreased to \$222 per person in 2008, from \$234 per person in 2007 (Table 68).

- Daily spending by this group of visitors continued to be second highest among the visitor markets.
- Lodging expenditures by these visitors fell 16.3 percent to \$66 per person per day.
- Next to the Japanese, visitors from Other Asia were the second highest spender in the shopping category at \$64 per person, up significantly from \$52 per person in 2007.
- This group spent less on food and beverages (-9.7% to \$38 per person), entertainment and recreation (-9.1% to \$23 per person) and transportation (-8.5% to \$22 per person) compared to the previous year.

## **LATIN AMERICA**

Per day spending by air visitors from Latin America in 2008 was \$219 per person, up from \$195 per person in 2007. Spending on all major expenditure categories was significantly higher than the previous year (Table 69).

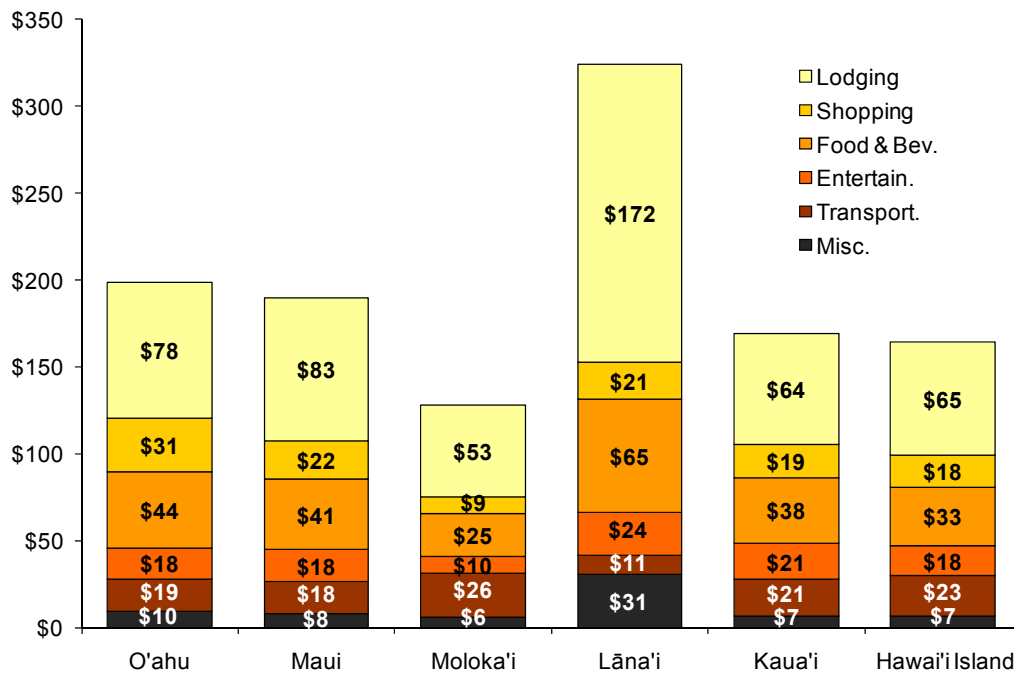
- These visitors spent \$74 per person daily on lodging in 2008 (\$53 per person in 2007).
- They also spent much more on shopping (+39% to \$42 per person), food and beverages (+43.5% to \$41 per person), entertainment and recreation (+105% to \$29 per person) and transportation (+26.9% to \$23 per person) compared to 2007.

## **AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND**

Total daily spending by air visitors in 2008 increased on O‘ahu, Maui, Kaua‘i and Moloka‘i but declined on Lāna‘i and Hawai‘i Island compared to the previous year (Table 71).

- Visitor by air to Lāna‘i continued to spend the most on a daily basis at \$324 per person compared to \$342 per person in 2007.
- Daily spending on O‘ahu moved up from third highest in 2007 (\$186 per person) to second highest in 2008 at \$199 per person.
- Daily spending on Maui was the third highest in 2008 at \$190 per person, up from \$189 in 2007.
- Visitors to Kaua‘i in 2008 spent \$169 per person (\$167 per person in 2007), Hawai‘i Island visitors spent \$165 per person (\$166 per person in 2007) while Moloka‘i visitors spent \$129 per person, (\$113 per person in 2007).
- Lodging remained the largest expense for visitors across all islands and Lāna‘i continued to be the highest. Lāna‘i visitors in 2008 spent \$172 per person on lodging, down from \$185 per person in the previous year. Maui visitors in 2008 spent more on lodging (\$83 per person) compared to \$81 per person in 2007. Visitors on O‘ahu at \$78 per person (\$69 per person in 2007) and Kaua‘i at \$64 per person (\$63 per person in 2007) also spent more on lodging in 2008. Lodging expenses on Hawai‘i Island slightly decreased to \$65 per person (from \$66 per person in 2007) while lodging on Moloka‘i was virtually unchanged at \$53 per person.

Figure 24: 2008 Visitor Personal Daily Spending by Category and Island



- Visitors to O'ahu in 2008 spent less on shopping (\$31 per person daily) compared to \$40 per person per day in 2007. Daily shopping expenditures for Maui (\$22 per person), Kaua'i (\$19 per person) and Hawai'i Island (\$18 per person) were about the same as 2007.
- 2008 visitors spent the most on food and beverage on Lāna'i at \$65 per person compared to \$77 per person in 2007. Those who visited O'ahu (\$44 per person), Maui (\$41 per person), Kaua'i (\$38 per person), and Moloka'i (\$25 per person) spent more on food and beverages than those who visited these islands in the previous year. Food and beverage expenses by visitors on Hawai'i Island was about the same as the previous year at \$33 per person.
- Visitors on Lāna'i spent \$24 per person daily on entertainment and recreation in 2008, down from \$27 per person in 2007. Spending in this category increased from 2007 to \$21 per person on Kaua'i, \$18 per person on Maui, \$18 per person on Hawai'i Island, \$19 per person on O'ahu and \$10 per person on Moloka'i.
- Daily spending on transportation rose significantly on Moloka'i to \$26 per person in 2008 from \$18 per person in 2007. Transportation expenditures also increased to \$23 per person on Hawai'i Island and \$19 per person on O'ahu in 2008. Visitors on Maui (\$18 per person) and Lāna'i (\$11 person) spent less on transportation costs while those on Kaua'i (\$21 per person) spent about the same amount compared to 2007.

**Table 59: Total Visitor Expenditures by Category: 2008 vs. 2007**  
 (Total Air and Cruise Visitor Spending in millions of dollars)

<b>Expenditure Type</b>	<b>2008</b>	<b>2007</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>11,398.5</b>	<b>12,811.1</b>	<b>-11.0</b>
<b>Total Food and beverage</b>	<b>2,271.2</b>	<b>2,415.0</b>	<b>-6.0</b>
Restaurant food	1,531.9	1,631.0	-6.1
Dinner shows and cruises	238.3	273.8	-13.0
Groceries and snacks	500.9	510.3	-1.8
<b>Entertainment &amp; Recreation</b>	<b>1,063.6</b>	<b>1,142.9</b>	<b>-6.9</b>
<b>Total Transportation</b>	<b>1,032.2</b>	<b>1,246.9</b>	<b>-17.2</b>
Interisland airfare	188.9	381.3	-50.4
Ground transportation	92.9	95.5	-2.7
Rental vehicles	648.8	677.1	-4.2
Gasoline, parking, etc.	101.6	93.1	9.1
<b>Total Shopping</b>	<b>1,955.7</b>	<b>2,151.7</b>	<b>-9.1</b>
Fashion and clothing	703.7	777.6	-9.5
Jewelry and watches	354.2	394.1	-10.1
Cosmetics, perfume	73.6	73.1	0.7
Leather goods	277.1	298.9	-7.3
Hawai'i food products	199.1	213.3	-6.6
Souvenirs	348.0	394.7	-11.8
<b>Lodging</b>	<b>4,282.9</b>	<b>4,746.1</b>	<b>-9.8</b>
<b>All other expenses 1/</b>	<b>614.7</b>	<b>923.1</b>	<b>-33.4</b>
<b>Supplemental business</b>	<b>178.3</b>	<b>185.2</b>	<b>-3.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 60: 2008 Total Visitor Expenditures by Island and MMA  
(Total Air and Cruise Visitor Spending in \$millions)**

2008	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	1,390.1	1,362.6	1,776.9	282.9	121.6	230.5	144.0	34.6	393.7	5,737.0
Maui	1,301.4	1,015.0	53.6	295.5	61.8	31.9	18.5	13.7	125.4	2,916.8
Moloka'i	17.8	12.2	0.5	3.1	1.8	0.4	0.6	0.1	1.8	38.3
Lāna'i	38.7	32.7	1.6	3.7	2.3	0.9	1.1	0.3	6.8	88.1
Kaua'i	604.8	400.0	9.7	56.4	24.5	10.7	4.9	1.5	50.6	1,163.1
Hawai'i Island	621.7	484.2	111.6	87.6	41.6	19.0	16.8	4.4	68.2	1,455.2
STATE	3,974.6	3,306.5	1,954.0	729.2	253.7	293.4	185.9	54.7	646.5	11,398.5

**Table 61: 2008 Total Visitor Expenditures Growth by Island and MMA  
(% change over 2007)**

2008	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	-10.2%	-10.2%	-1.9%	16.7%	-1.2%	-7.6%	-32.9%	39.6%	13.5%	-5.6%
Maui	-22.0%	-18.4%	-4.6%	8.2%	12.0%	16.4%	35.5%	-4.0%	7.9%	-15.9%
Moloka'i	-10.9%	-13.7%	201.8%	-10.5%	183.6%	-52.4%	77.9%	-45.2%	29.5%	-6.9%
Lāna'i	-22.8%	-28.8%	248.7%	-44.5%	18.6%	-63.9%	42.1%	-24.5%	84.2%	-21.7%
Kaua'i	-18.7%	-16.4%	11.9%	12.4%	22.5%	-6.4%	-3.6%	9.6%	-5.5%	-15.3%
Hawai'i Island	-23.3%	-15.6%	-8.5%	22.6%	16.7%	-15.6%	-28.5%	-47.5%	-3.9%	-16.3%
STATE	-17.9%	-14.6%	-2.2%	12.7%	7.3%	-6.6%	-27.9%	10.4%	9.1%	-11.0%



**Table 62: U.S. West Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
<b>GRAND TOTAL</b>	<b>146.2</b>	<b>155.9</b>	<b>-6.2</b>
<b>Total Food and beverage</b>	<b>32.4</b>	<b>32.3</b>	<b>0.3</b>
Restaurant food	21.1	21.0	0.9
Dinner shows and cruises	3.0	3.7	-19.4
Groceries and snacks	8.3	7.7	8.4
<b>Entertainment &amp; Recreation</b>	<b>13.8</b>	<b>14.4</b>	<b>-4.3</b>
<b>Total Transportation</b>	<b>15.3</b>	<b>17.6</b>	<b>-13.3</b>
Interisland airfare	1.7	5.0	-67.0
Ground transportation	0.7	0.6	20.1
Rental vehicles	11.2	10.6	6.2
Gasoline, parking, etc.	1.7	1.4	18.7
<b>Total Shopping</b>	<b>19.0</b>	<b>20.1</b>	<b>-5.2</b>
Fashion and clothing	7.2	7.4	-3.0
Jewelry and watches	4.3	4.7	-7.1
Cosmetics, perfume	0.3	0.4	-10.9
Leather goods	0.6	0.7	-20.6
Hawai'i food products	2.2	2.1	1.0
Souvenirs	4.4	4.7	-6.6
<b>Lodging</b>	<b>60.4</b>	<b>63.4</b>	<b>-4.7</b>
<b>All other expenses <sup>1/</sup></b>	<b>5.4</b>	<b>8.1</b>	<b>-33.9</b>

**Table 63: U.S. East Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
<b>GRAND TOTAL</b>	<b>183.4</b>	<b>192.8</b>	<b>-4.9</b>
<b>Total Food and beverage</b>	<b>37.7</b>	<b>36.0</b>	<b>4.9</b>
Restaurant food	26.3	25.1	4.7
Dinner shows and cruises	4.5	4.4	1.7
Groceries and snacks	7.0	6.5	7.8
<b>Entertainment &amp; Recreation</b>	<b>19.9</b>	<b>19.2</b>	<b>3.6</b>
<b>Total Transportation</b>	<b>18.8</b>	<b>22.0</b>	<b>-14.3</b>
Interisland airfare	3.9	7.9	-50.9
Ground transportation	1.0	0.9	9.0
Rental vehicles	11.9	11.5	4.2
Gasoline, parking, etc.	2.0	1.6	21.5
<b>Total Shopping</b>	<b>21.2</b>	<b>23.2</b>	<b>-8.6</b>
Fashion and clothing	7.3	7.8	-6.6
Jewelry and watches	5.1	5.6	-9.6
Cosmetics, perfume	0.3	0.4	-25.3
Leather goods	0.5	0.8	-33.1
Hawai'i food products	2.1	2.2	-5.2
Souvenirs	6.0	6.5	-7.6
<b>Lodging</b>	<b>72.5</b>	<b>74.4</b>	<b>-2.5</b>
<b>All other expenses <sup>1/</sup></b>	<b>13.3</b>	<b>18.1</b>	<b>-26.6</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 64: Japanese Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
<b>GRAND TOTAL</b>	<b>288.3</b>	<b>268.8</b>	<b>7.3</b>
<b>Total Food and beverage</b>	<b>45.2</b>	<b>42.9</b>	<b>5.5</b>
Restaurant food	31.6	29.7	6.4
Dinner shows and cruises	5.3	5.3	0.4
Groceries and snacks	8.3	7.9	5.7
<b>Entertainment &amp; Recreation</b>	<b>22.0</b>	<b>20.3</b>	<b>8.0</b>
<b>Total Transportation</b>	<b>11.4</b>	<b>11.7</b>	<b>-2.5</b>
Interisland airfare	3.0	3.6	-17.2
Ground transportation	4.8	4.8	1.2
Rental vehicles	3.1	2.9	6.1
Gasoline, parking, etc.	0.4	0.4	24.0
<b>Total Shopping</b>	<b>100.8</b>	<b>94.7</b>	<b>6.3</b>
Fashion and clothing	27.0	25.1	7.5
Jewelry and watches	12.9	11.8	9.7
Cosmetics, perfume	5.7	5.5	4.4
Leather goods	34.0	32.0	6.0
Hawai'i food products	11.9	11.2	6.1
Souvenirs	9.3	9.1	1.3
<b>Lodging</b>	<b>89.6</b>	<b>79.0</b>	<b>13.4</b>
<b>All other expenses 1/</b>	<b>19.4</b>	<b>20.2</b>	<b>-3.9</b>

**Table 65: Canadian Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
<b>GRAND TOTAL</b>	<b>153.4</b>	<b>150.8</b>	<b>1.8</b>
<b>Total Food and beverage</b>	<b>32.6</b>	<b>31.0</b>	<b>5.3</b>
Restaurant food	20.1	19.3	4.4
Dinner shows and cruises	3.1	2.9	5.0
Groceries and snacks	9.4	8.7	7.3
<b>Entertainment &amp; Recreation</b>	<b>12.6</b>	<b>11.7</b>	<b>8.0</b>
<b>Total Transportation</b>	<b>14.5</b>	<b>13.9</b>	<b>4.8</b>
Interisland airfare	1.9	1.7	15.0
Ground transportation	1.0	0.9	7.7
Rental vehicles	10.0	9.8	1.6
Gasoline, parking, etc.	1.6	1.4	12.5
<b>Total Shopping</b>	<b>18.4</b>	<b>18.1</b>	<b>1.6</b>
Fashion and clothing	9.2	8.9	2.7
Jewelry and watches	3.0	3.0	0.2
Cosmetics, perfume	0.4	0.3	6.6
Leather goods	0.5	0.5	-4.2
Hawai'i food products	1.5	1.5	1.9
Souvenirs	3.8	3.8	0.5
<b>Lodging</b>	<b>67.0</b>	<b>64.5</b>	<b>4.0</b>
<b>All other expenses 1/</b>	<b>8.2</b>	<b>11.7</b>	<b>-29.4</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 66: European Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2008</b>	<b>2007</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>168.8</b>	<b>174.7</b>	<b>-3.4</b>
<b>Total Food and beverage</b>	<b>34.6</b>	<b>32.5</b>	<b>6.5</b>
Restaurant food	24.4	24.7	-0.9
Dinner shows and cruises	2.8	1.8	55.0
Groceries and snacks	7.4	6.0	21.9
<b>Entertainment &amp; Recreation</b>	<b>15.3</b>	<b>12.9</b>	<b>18.7</b>
<b>Total Transportation</b>	<b>19.3</b>	<b>19.8</b>	<b>-2.2</b>
Interisland airfare	5.3	5.8	-8.8
Ground transportation	1.9	1.8	10.8
Rental vehicles	10.8	10.9	-1.4
Gasoline, parking, etc.	1.3	1.3	2.8
<b>Total Shopping</b>	<b>20.6</b>	<b>21.3</b>	<b>-3.6</b>
Fashion and clothing	9.6	11.3	-15.2
Jewelry and watches	3.4	3.6	-6.5
Cosmetics, perfume	0.6	0.4	33.5
Leather goods	0.7	1.2	-39.7
Hawai'i food products	1.3	1.2	16.5
Souvenirs	4.9	3.6	37.3
<b>Lodging</b>	<b>71.4</b>	<b>76.7</b>	<b>-7.0</b>
<b>All other expenses 1/</b>	<b>7.6</b>	<b>11.4</b>	<b>-33.4</b>

**Table 67: Oceania Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2008</b>	<b>2007</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>216.1</b>	<b>212.3</b>	<b>1.8</b>
<b>Total Food and beverage</b>	<b>48.9</b>	<b>47.9</b>	<b>2.1</b>
Restaurant food	35.1	36.3	-3.3
Dinner shows and cruises	5.2	4.5	16.7
Groceries and snacks	8.5	7.0	20.4
<b>Entertainment &amp; Recreation</b>	<b>19.4</b>	<b>18.9</b>	<b>2.2</b>
<b>Total Transportation</b>	<b>16.2</b>	<b>14.2</b>	<b>14.0</b>
Interisland airfare	5.2	4.4	20.0
Ground transportation	3.2	2.9	10.8
Rental vehicles	6.8	6.2	8.8
Gasoline, parking, etc.	1.1	0.8	33.1
<b>Total Shopping</b>	<b>56.0</b>	<b>49.4</b>	<b>13.2</b>
Fashion and clothing	32.5	27.1	19.7
Jewelry and watches	8.4	8.7	-3.5
Cosmetics, perfume	3.7	3.8	-2.7
Leather goods	3.2	2.6	24.2
Hawai'i food products	1.0	1.0	4.8
Souvenirs	7.2	6.2	14.6
<b>Lodging</b>	<b>69.4</b>	<b>73.9</b>	<b>-6.0</b>
<b>All other expenses 1/</b>	<b>6.3</b>	<b>8.0</b>	<b>-21.5</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 68: Other Asia Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2008</b>	<b>2007</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>221.9</b>	<b>233.8</b>	<b>-5.1</b>
<b>Total Food and beverage</b>	<b>38.3</b>	<b>42.4</b>	<b>-9.7</b>
Restaurant food	25.7	30.2	-14.9
Dinner shows and cruises	5.8	6.0	-3.4
Groceries and snacks	6.8	6.2	9.8
<b>Entertainment &amp; Recreation</b>	<b>22.8</b>	<b>25.1</b>	<b>-9.1</b>
<b>Total Transportation</b>	<b>21.9</b>	<b>24.0</b>	<b>-8.5</b>
Interisland airfare	9.6	10.9	-11.6
Ground transportation	2.5	4.7	-47.6
Rental vehicles	8.6	7.2	19.9
Gasoline, parking, etc.	1.2	1.2	3.2
<b>Total Shopping</b>	<b>63.8</b>	<b>52.1</b>	<b>22.5</b>
Fashion and clothing	23.3	22.5	3.2
Jewelry and watches	11.5	5.5	109.2
Cosmetics, perfume	5.4	3.2	66.9
Leather goods	12.6	9.4	33.9
Hawai'i food products	5.8	6.5	-10.8
Souvenirs	5.3	4.9	7.1
<b>Lodging</b>	<b>65.9</b>	<b>78.7</b>	<b>-16.3</b>
<b>All other expenses 1/</b>	<b>9.3</b>	<b>11.6</b>	<b>-20.0</b>

**Table 69: Latin American Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2008</b>	<b>2007</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>219.2</b>	<b>195.0</b>	<b>12.4</b>
<b>Total Food and beverage</b>	<b>40.6</b>	<b>28.3</b>	<b>43.5</b>
Restaurant food	24.9	21.1	17.8
Dinner shows and cruises	7.2	2.0	257.5
Groceries and snacks	8.5	5.2	65.2
<b>Entertainment &amp; Recreation</b>	<b>28.6</b>	<b>13.9</b>	<b>105.0</b>
<b>Total Transportation</b>	<b>22.5</b>	<b>17.8</b>	<b>26.9</b>
Interisland airfare	7.4	3.3	126.8
Ground transportation	2.4	1.0	147.8
Rental vehicles	11.2	11.4	-1.4
Gasoline, parking, etc.	1.6	2.2	-27.9
<b>Total Shopping</b>	<b>41.5</b>	<b>29.9</b>	<b>39.0</b>
Fashion and clothing	16.6	16.9	-1.6
Jewelry and watches	15.8	2.7	491.8
Cosmetics, perfume	1.1	0.7	64.1
Leather goods	0.2	2.5	-90.4
Hawai'i food products	1.5	2.0	-25.0
Souvenirs	6.3	5.1	22.1
<b>Lodging</b>	<b>74.4</b>	<b>52.5</b>	<b>41.9</b>
<b>All other expenses 1/</b>	<b>11.5</b>	<b>52.7</b>	<b>-78.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 70: Other Visitor Personal Daily Spending by Category  
2008 vs. 2007 (Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2008</b>	<b>2007</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>173.3</b>	<b>175.9</b>	<b>-1.5</b>
<b>Total Food and beverage</b>	<b>34.5</b>	<b>31.9</b>	<b>8.2</b>
Restaurant food	24.0	21.8	10.0
Dinner shows and cruises	3.2	1.8	78.1
Groceries and snacks	7.4	8.4	-11.3
<b>Entertainment &amp; Recreation</b>	<b>15.1</b>	<b>12.1</b>	<b>24.6</b>
<b>Total Transportation</b>	<b>20.1</b>	<b>16.0</b>	<b>25.5</b>
Interisland airfare	5.8	3.0	92.2
Ground transportation	2.3	2.1	8.1
Rental vehicles	10.1	9.4	6.6
Gasoline, parking, etc.	2.0	1.4	35.6
<b>Total Shopping</b>	<b>35.8</b>	<b>39.1</b>	<b>-8.5</b>
Fashion and clothing	20.3	26.4	-22.8
Jewelry and watches	3.9	3.6	8.5
Cosmetics, perfume	2.4	0.7	244.2
Leather goods	1.6	2.3	-30.1
Hawai'i food products	2.2	1.3	71.6
Souvenirs	5.2	4.7	9.2
<b>Lodging</b>	<b>58.0</b>	<b>56.4</b>	<b>2.8</b>
<b>All other expenses 1/</b>	<b>9.8</b>	<b>20.4</b>	<b>-51.9</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 71: 2008 Visitor Personal Daily Spending by Category by Island  
(Arrivals by air, in dollars)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
<b>GRAND TOTAL</b>	<b>198.8</b>	<b>190.0</b>	<b>128.5</b>	<b>324.3</b>	<b>169.3</b>	<b>164.5</b>
<b>Total Food and beverage</b>	<b>43.7</b>	<b>40.5</b>	<b>24.8</b>	<b>65.4</b>	<b>38.2</b>	<b>33.4</b>
Restaurant food	30.4	26.2	11.8	59.3	23.9	22.3
Dinner shows and cruises	4.3	4.7	0.8	0.8	3.9	2.3
Groceries and snacks	9.0	9.6	12.3	5.3	10.4	8.8
<b>Entertainment &amp; Recreation</b>	<b>17.8</b>	<b>18.4</b>	<b>9.6</b>	<b>24.4</b>	<b>20.6</b>	<b>17.6</b>
<b>Total Transportation</b>	<b>18.5</b>	<b>18.2</b>	<b>25.7</b>	<b>11.3</b>	<b>21.0</b>	<b>22.8</b>
Interisland airfare	2.0	1.8	9.1	6.6	2.8	6.6
Ground transportation	1.9	0.6	0.8	1.6	0.4	0.7
Rental vehicles	12.3	14.0	14.1	2.6	16.0	13.2
Gasoline, parking, etc.	2.3	1.8	1.7	0.5	1.8	2.3
<b>Total Shopping</b>	<b>30.7</b>	<b>22.1</b>	<b>9.0</b>	<b>20.9</b>	<b>18.8</b>	<b>18.3</b>
Fashion and clothing	11.4	8.8	2.3	8.4	6.9	6.0
Jewelry and watches	7.0	5.4	1.0	4.2	4.3	3.3
Cosmetics, perfume	0.6	0.3	0.1	0.4	0.2	0.3
Leather goods	1.1	0.7	0.2	0.9	0.2	0.7
Hawai'i food products	3.6	1.8	2.0	0.7	1.9	2.8
Souvenirs	7.1	5.1	3.4	6.3	5.3	5.2
<b>Lodging</b>	<b>78.2</b>	<b>82.5</b>	<b>53.4</b>	<b>171.6</b>	<b>63.8</b>	<b>65.2</b>
<b>All other expenses 1/</b>	<b>9.9</b>	<b>8.3</b>	<b>5.9</b>	<b>30.7</b>	<b>6.8</b>	<b>7.2</b>

**Table 72: 2008 Visitor Personal Daily Spending Growth by Category by Island  
(% change over 2007)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
<b>GRAND TOTAL</b>	<b>6.9%</b>	<b>0.4%</b>	<b>13.7%</b>	<b>-5.1%</b>	<b>1.6%</b>	<b>-0.9%</b>
<b>Total Food and beverage</b>	<b>34.0%</b>	<b>10.0%</b>	<b>18.6%</b>	<b>-15.3%</b>	<b>8.8%</b>	<b>1.7%</b>
Restaurant food	37.1%	8.0%	4.3%	-12.0%	5.1%	-0.6%
Dinner shows and cruises	0.2%	2.4%	276.2%	-81.3%	14.5%	-6.1%
Groceries and snacks	46.6%	20.5%	30.0%	-1.1%	16.2%	10.4%
<b>Entertainment &amp; Recreation</b>	<b>10.7%</b>	<b>7.8%</b>	<b>23.8%</b>	<b>-8.5%</b>	<b>9.6%</b>	<b>10.4%</b>
<b>Total Transportation</b>	<b>11.7%</b>	<b>-10.0%</b>	<b>44.6%</b>	<b>-31.1%</b>	<b>1.6%</b>	<b>10.8%</b>
Interisland airfare	-64.0%	-68.3%	166.1%	-36.0%	-43.8%	31.6%
Ground transportation	-4.2%	21.4%	15.6%	-7.9%	16.5%	-4.4%
Rental vehicles	59.6%	11.7%	16.4%	-29.5%	15.4%	2.1%
Gasoline, parking, etc.	83.9%	22.6%	9.6%	-23.3%	24.0%	20.1%
<b>Total Shopping</b>	<b>-23.5%</b>	<b>-0.3%</b>	<b>20.3%</b>	<b>52.9%</b>	<b>2.5%</b>	<b>3.9%</b>
Fashion and clothing	-30.1%	6.9%	-8.9%	19.9%	-0.3%	1.7%
Jewelry and watches	8.4%	-3.5%	38.8%	109.0%	1.1%	8.7%
Cosmetics, perfume	-62.0%	-8.3%	-33.5%	335.3%	-27.4%	11.8%
Leather goods	-80.5%	13.7%	193.3%	960.3%	-8.6%	16.2%
Hawai'i food products	66.4%	-3.5%	38.8%	0.8%	6.1%	5.9%
Souvenirs	-12.0%	-7.5%	30.4%	68.2%	8.8%	0.7%
<b>Lodging</b>	<b>12.9%</b>	<b>2.5%</b>	<b>1.5%</b>	<b>-7.5%</b>	<b>1.9%</b>	<b>-1.4%</b>
<b>All other expenses 1/</b>	<b>-12.8%</b>	<b>-33.5%</b>	<b>-7.5%</b>	<b>37.5%</b>	<b>-38.9%</b>	<b>-44.3%</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships