

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

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
GRAND TOTAL	194.5	197.1	-1.3%
Total Food and beverage	39.7	39.9	-0.6%
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%
Entertainment & Recreation	17.0	17.2	-1.4%
Attractions/entertainment	5.3	5.1	2.9%
Recreation	5.9	6.0	-1.4%
Other activities & tours	5.8	6.1	-5.1%
Total Transportation	17.8	17.8	0.2%
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%
Total Shopping	28.9	30.6	-5.6%
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%
Total Lodging	83.7	83.7	0.1%
All other expenses *	7.5	7.9	-5.7%

*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)**

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
GRAND TOTAL	163.2	160.7	1.6%
Total Food and beverage	34.5	35.2	-2.0%
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%
Entertainment & Recreation	14.1	14.2	-0.8%
Attractions/entertainment	3.4	3.2	7.6%
Recreation	6.2	6.5	-5.2%
Other activities & tours	4.5	4.5	-0.4%
Total Transportation	16.3	16.7	-2.7%
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%
Total Shopping	16.3	16.1	1.5%
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%
Total Lodging	77.5	74.1	4.6%
All other expenses *	4.5	4.3	5.1%

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2015p Jan - Dec	2014 Jan - Dec	% change
GRAND TOTAL	201.0	206.7	-2.7%
Total Food and beverage	40.0	42.1	-5.1%
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%
Entertainment & Recreation	19.5	20.7	-5.8%
Attractions/entertainment	5.6	5.8	-3.2%
Recreation	6.6	7.4	-10.0%
Other activities & tours	7.3	7.6	-3.6%
Total Transportation	20.1	20.9	-4.0%
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%
Total Shopping	18.6	19.5	-4.6%
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%
Total Lodging	90.3	92.8	-2.7%
All other expenses *	12.5	10.6	18.1%

*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	2014	% change
	Jan - Dec	Jan - Dec	
GRAND TOTAL	246.1	273.4	-10.0%
Total Food and beverage	49.5	50.7	-2.2%
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%
Entertainment & Recreation	18.6	19.1	-2.8%
Attractions/entertainment	5.8	4.9	18.7%
Recreation	4.0	4.2	-3.7%
Other activities & tours	8.7	10.0	-12.9%
Total Transportation	12.0	12.2	-1.6%
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%
Total Shopping	65.5	77.8	-15.8%
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%
Total Lodging	89.2	99.7	-10.5%
All other expenses *	11.3	14.0	-19.4%

*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
GRAND TOTAL	162.1	158.9	2.0%
Total Food and beverage	33.4	32.8	1.9%
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%
Entertainment & Recreation	12.1	12.4	-2.9%
Attractions/entertainment	3.8	3.3	14.3%
Recreation	4.8	5.3	-9.3%
Other activities & tours	3.4	3.8	-9.0%
Total Transportation	17.0	16.0	6.2%
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%
Total Shopping	14.8	16.5	-10.3%
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%
Total Lodging	78.8	75.1	5.0%
All other expenses *	6.0	6.1	-1.5%

*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
GRAND TOTAL	387.9	398.9	-2.7%
Total Food and beverage	54.5	54.0	0.9%
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%
Entertainment & Recreation	34.4	29.5	16.6%
Attractions/entertainment	26.2	24.1	8.8%
Recreation	4.1	2.8	49.3%
Other activities & tours	4.0	2.6	54.1%
Total Transportation	33.0	29.6	11.3%
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%
Total Shopping	159.8	182.9	-12.6%
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%
Total Lodging	85.1	87.5	-2.7%
All other expenses *	21.1	15.4	37.4%

*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
GRAND TOTAL	292.3	271.4	7.7%
Total Food and beverage	65.8	59.9	9.8%
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%
Entertainment & Recreation	25.8	26.4	-2.2%
Attractions/entertainment	12.7	16.2	-21.6%
Recreation	9.3	7.1	31.7%
Other activities & tours	3.8	3.1	22.6%
Total Transportation	25.8	22.7	13.9%
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%
Total Shopping	77.2	71.0	8.8%
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%
Total Lodging	93.6	88.5	5.8%
All other expenses *	4.0	2.9	37.5%

*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
GRAND TOTAL	252.1	272.6	-7.5%
Total Food and beverage	53.0	53.8	-1.5%
Restaurant food	38.4	41.1	-6.7%
Dinner shows and cruises	5.4	4.7	14.4%
Groceries and snacks	9.2	7.9	16.2%
Entertainment & Recreation	24.4	23.7	2.7%
Attractions/entertainment	10.8	10.6	1.2%
Recreation	4.8	4.1	15.9%
Other activities & tours	8.8	9.0	-1.5%
Total Transportation	15.7	15.2	3.4%
Interisland airfare	4.3	4.0	5.3%
Ground transportation	3.7	3.7	0.3%
Rental vehicles	7.0	6.8	3.0%
Gasoline, parking, etc.	0.7	0.6	13.8%
Total Shopping	58.2	70.9	-17.9%
Fashion and clothing	35.7	43.4	-17.7%
Jewelry and watches	5.8	7.6	-24.1%
Cosmetics, perfume	5.5	6.9	-20.4%
Leather goods	5.4	6.6	-17.2%
Hawai'i food products	1.4	1.3	0.8%
Souvenirs	4.5	5.2	-13.7%
Total Lodging	98.3	95.8	2.6%
All other expenses *	2.5	13.2	-80.9%

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

Source: Hawai'i Tourism Authority