

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

Expenditure Type	2016P December YTD	2015 December YTD	% change
<b>GRAND TOTAL</b>	<b>195.0</b>	<b>191.3</b>	<b>1.9%</b>
<b>Total Food and beverage</b>	<b>40.7</b>	<b>39.3</b>	<b>3.5%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>17.5</b>	<b>17.0</b>	<b>3.1%</b>
Attractions/entertainment	5.4	5.3	2.0%
Recreation	6.0	5.9	1.5%
Other activities & tours	6.1	5.8	5.9%
<b>Total Transportation</b>	<b>18.3</b>	<b>17.7</b>	<b>3.7%</b>
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%
<b>Total Shopping</b>	<b>28.4</b>	<b>28.2</b>	<b>0.8%</b>
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%
<b>Total Lodging</b>	<b>82.7</b>	<b>81.2</b>	<b>1.9%</b>
<b>All other expenses *</b>	<b>7.3</b>	<b>8.0</b>	<b>-7.8%</b>

\*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
<b>GRAND TOTAL</b>	<b>167.2</b>	<b>162.0</b>	<b>3.2%</b>
<b>Total Food and beverage</b>	<b>36.2</b>	<b>34.5</b>	<b>4.8%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>14.7</b>	<b>14.1</b>	<b>4.3%</b>
Attractions/entertainment	3.6	3.4	4.7%
Recreation	6.3	6.2	2.4%
Other activities & tours	4.8	4.5	6.6%
<b>Total Transportation</b>	<b>17.3</b>	<b>16.3</b>	<b>6.0%</b>
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%
<b>Total Shopping</b>	<b>16.2</b>	<b>16.3</b>	<b>-0.5%</b>
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%
<b>Total Lodging</b>	<b>78.6</b>	<b>76.3</b>	<b>3.0%</b>
<b>All other expenses *</b>	<b>4.3</b>	<b>4.5</b>	<b>-5.5%</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:  
2016P vs. 2015  
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
<b>GRAND TOTAL</b>	<b>201.4</b>	<b>197.8</b>	<b>1.8%</b>
<b>Total Food and beverage</b>	<b>40.7</b>	<b>40.0</b>	<b>1.6%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>20.3</b>	<b>19.5</b>	<b>4.0%</b>
Attractions/entertainment	5.5	5.6	-1.3%
Recreation	7.1	6.6	6.9%
Other activities & tours	7.7	7.3	5.4%
<b>Total Transportation</b>	<b>20.9</b>	<b>20.1</b>	<b>4.2%</b>
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%
<b>Total Shopping</b>	<b>18.5</b>	<b>18.6</b>	<b>-0.6%</b>
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%
<b>Total Lodging</b>	<b>89.9</b>	<b>87.4</b>	<b>2.8%</b>
<b>All other expenses *</b>	<b>11.1</b>	<b>12.1</b>	<b>-8.4%</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:  
2016P vs. 2015  
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
<b>GRAND TOTAL</b>	<b>240.822</b>	<b>236.3</b>	<b>1.9%</b>
<b>Total Food and beverage</b>	<b>50.8</b>	<b>49.9</b>	<b>1.7%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>19.0</b>	<b>18.7</b>	<b>1.2%</b>
Attractions/entertainment	5.9	6.0	-1.2%
Recreation	4.2	4.0	2.9%
Other activities & tours	8.9	8.7	2.1%
<b>Total Transportation</b>	<b>12.2</b>	<b>12.0</b>	<b>1.0%</b>
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%
<b>Total Shopping</b>	<b>68.5</b>	<b>65.5</b>	<b>4.5%</b>
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%
<b>Total Lodging</b>	<b>80.0</b>	<b>79.3</b>	<b>0.9%</b>
<b>All other expenses *</b>	<b>10.4</b>	<b>10.8</b>	<b>-3.4%</b>

\*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
<b>GRAND TOTAL</b>	<b>158.6</b>	<b>161.5</b>	<b>-1.8%</b>
<b>Total Food and beverage</b>	<b>33.8</b>	<b>33.0</b>	<b>2.3%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>11.8</b>	<b>12.4</b>	<b>-4.8%</b>
Attractions/entertainment	3.8	3.9	-2.5%
Recreation	4.5	5.0	-9.5%
Other activities & tours	3.5	3.5	-0.7%
<b>Total Transportation</b>	<b>16.3</b>	<b>17.1</b>	<b>-4.9%</b>
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%
<b>Total Shopping</b>	<b>13.6</b>	<b>14.9</b>	<b>-9.0%</b>
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%
<b>Total Lodging</b>	<b>77.5</b>	<b>78.2</b>	<b>-0.9%</b>
<b>All other expenses *</b>	<b>5.6</b>	<b>5.8</b>	<b>-3.1%</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:  
2016P vs. 2015  
(Arrivals by air, in dollars)**

Expenditure Type	2016P December YTD	2015 December YTD	% change
<b>GRAND TOTAL</b>	<b>364.7</b>	<b>392.0</b>	<b>-7.0%</b>
<b>Total Food and beverage</b>	<b>56.3</b>	<b>55.6</b>	<b>1.4%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>39.1</b>	<b>35.0</b>	<b>11.6%</b>
Attractions/entertainment	31.1	27.0	15.1%
Recreation	3.5	4.1	-14.1%
Other activities & tours	4.5	3.9	14.1%
<b>Total Transportation</b>	<b>39.3</b>	<b>33.0</b>	<b>19.2%</b>
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%
<b>Total Shopping</b>	<b>126.2</b>	<b>160.0</b>	<b>-21.1%</b>
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%
<b>Total Lodging</b>	<b>92.2</b>	<b>86.3</b>	<b>6.8%</b>
<b>All other expenses *</b>	<b>11.5</b>	<b>22.1</b>	<b>-47.9%</b>

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

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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
<b>GRAND TOTAL</b>	<b>295.1</b>	<b>293.9</b>	<b>0.4%</b>
<b>Total Food and beverage</b>	<b>67.8</b>	<b>66.5</b>	<b>1.9%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>26.5</b>	<b>26.3</b>	<b>1.0%</b>
Attractions/entertainment	11.7	13.1	-10.7%
Recreation	10.4	9.4	11.0%
Other activities & tours	4.4	3.7	16.7%
<b>Total Transportation</b>	<b>25.6</b>	<b>25.7</b>	<b>-0.3%</b>
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%
<b>Total Shopping</b>	<b>72.6</b>	<b>77.2</b>	<b>-6.0%</b>
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%
<b>Total Lodging</b>	<b>99.9</b>	<b>93.5</b>	<b>6.8%</b>
<b>All other expenses *</b>	<b>2.7</b>	<b>4.7</b>	<b>-41.6%</b>

\*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
<b>GRAND TOTAL</b>	<b>275.8</b>	<b>264.1</b>	<b>4.4%</b>
<b>Total Food and beverage</b>	<b>55.7</b>	<b>53.1</b>	<b>4.9%</b>
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%
<b>Entertainment &amp; Recreation</b>	<b>24.8</b>	<b>24.5</b>	<b>1.3%</b>
Attractions/entertainment	10.8	10.9	-0.8%
Recreation	4.3	4.8	-9.7%
Other activities & tours	9.6	8.8	9.7%
<b>Total Transportation</b>	<b>16.4</b>	<b>15.7</b>	<b>4.8%</b>
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%
<b>Total Shopping</b>	<b>56.3</b>	<b>58.3</b>	<b>-3.3%</b>
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%
<b>Total Lodging</b>	<b>107.7</b>	<b>99.0</b>	<b>8.8%</b>
<b>All other expenses *</b>	<b>14.8</b>	<b>13.5</b>	<b>9.4%</b>

\*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