

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

Expenditure Type	2017P	2016P	% change
	February YTD	February YTD	
GRAND TOTAL	209.1	197.1	6.1%
Total Food and beverage	41.7	40.5	2.8%
Restaurant food	28.3	28.0	1.2%
Dinner shows and cruises	3.7	3.4	7.3%
Groceries and snacks	9.7	9.1	6.1%
Entertainment & Recreation	17.1	16.7	2.3%
Attractions/entertainment	5.0	5.5	-9.4%
Recreation	6.1	5.7	5.6%
Other activities & tours	6.0	5.5	10.5%
Total Transportation	19.1	19.0	0.5%
Interisland airfare	3.1	3.4	-8.0%
Ground transportation	1.9	1.9	0.7%
Rental vehicles	12.9	12.7	1.3%
Gasoline, parking, etc.	1.2	1.0	18.9%
Total Shopping	26.0	26.7	-2.5%
Fashion and clothing	9.9	10.5	-4.9%
Jewelry and watches	3.2	3.2	1.1%
Cosmetics, perfume	1.2	1.2	-4.6%
Leather goods	4.0	3.7	9.3%
Hawai'i food products	4.0	4.0	-1.7%
Souvenirs	3.8	4.2	-9.8%
Total Lodging	97.4	87.6	11.2%
All other expenses *	7.8	6.5	20.6%

*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

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

Expenditure Type	2017P	2016P	% change
	February YTD	February YTD	
GRAND TOTAL	196.2	172.1	14.0%
Total Food and beverage	38.6	36.7	5.0%
Restaurant food	25.2	23.4	7.8%
Dinner shows and cruises	3.1	3.0	2.9%
Groceries and snacks	10.2	10.3	-0.9%
Entertainment & Recreation	14.8	13.5	9.9%
Attractions/entertainment	3.5	3.5	-0.2%
Recreation	6.4	5.9	8.4%
Other activities & tours	5.0	4.2	20.4%
Total Transportation	18.5	17.6	5.4%
Interisland airfare	2.0	1.9	2.8%
Ground transportation	0.9	0.8	10.3%
Rental vehicles	14.5	13.8	5.1%
Gasoline, parking, etc.	1.2	1.1	10.6%
Total Shopping	15.4	15.6	-1.2%
Fashion and clothing	6.1	6.2	-2.3%
Jewelry and watches	2.6	2.5	5.0%
Cosmetics, perfume	0.4	0.3	8.3%
Leather goods	0.8	0.8	-0.7%
Hawai'i food products	2.5	2.4	5.3%
Souvenirs	3.0	3.3	-9.7%
Total Lodging	104.1	84.5	23.3%
All other expenses *	4.7	4.2	11.8%

*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 February YTD	2016P February YTD	% change
GRAND TOTAL	209.8	201.2	4.2%
Total Food and beverage	42.2	39.2	7.5%
Restaurant food	28.8	27.3	5.2%
Dinner shows and cruises	4.5	3.8	18.7%
Groceries and snacks	8.9	8.1	10.0%
Entertainment & Recreation	18.7	18.7	-0.3%
Attractions/entertainment	5.2	4.8	7.6%
Recreation	6.6	6.8	-1.8%
Other activities & tours	6.9	7.1	-4.1%
Total Transportation	21.1	21.0	0.8%
Interisland airfare	4.2	3.9	8.8%
Ground transportation	1.0	1.1	-5.2%
Rental vehicles	14.5	14.9	-3.1%
Gasoline, parking, etc.	1.5	1.1	31.0%
Total Shopping	17.5	18.1	-3.4%
Fashion and clothing	6.9	6.7	2.3%
Jewelry and watches	2.9	3.2	-10.0%
Cosmetics, perfume	0.4	0.7	-39.9%
Leather goods	0.4	0.6	-29.3%
Hawai'i food products	2.7	2.6	6.1%
Souvenirs	4.2	4.3	-3.3%
Total Lodging	97.9	95.3	2.8%
All other expenses *	12.4	9.0	38.6%

*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 February YTD	2016P February YTD	% change
GRAND TOTAL	259.843	242.0	7.4%
Total Food and beverage	54.1	51.4	5.2%
Restaurant food	40.8	38.5	5.9%
Dinner shows and cruises	4.2	4.2	-0.7%
Groceries and snacks	9.1	8.7	4.8%
Entertainment & Recreation	19.1	20.0	-4.5%
Attractions/entertainment	6.3	6.5	-3.7%
Recreation	5.0	4.1	23.0%
Other activities & tours	7.8	9.4	-17.0%
Total Transportation	14.2	11.9	19.2%
Interisland airfare	2.0	2.0	1.3%
Ground transportation	7.7	6.2	24.8%
Rental vehicles	4.0	3.5	16.3%
Gasoline, parking, etc.	0.5	0.3	51.8%
Total Shopping	70.2	69.6	0.9%
Fashion and clothing	20.3	18.8	7.9%
Jewelry and watches	6.0	6.0	0.3%
Cosmetics, perfume	3.6	3.6	-1.5%
Leather goods	19.2	18.6	3.2%
Hawai'i food products	14.2	14.8	-4.3%
Souvenirs	6.9	7.7	-10.1%
Total Lodging	90.0	78.0	15.5%
All other expenses *	12.2	11.1	10.3%

*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:
2017P vs. 2016P
(Arrivals by air, in dollars)**

Expenditure Type	2017P February YTD	2016P February YTD	% change
GRAND TOTAL	170.2	158.8	7.2%
Total Food and beverage	32.7	32.8	-0.2%
Restaurant food	18.2	18.8	-2.8%
Dinner shows and cruises	2.5	2.8	-8.9%
Groceries and snacks	12.0	11.3	6.2%
Entertainment & Recreation	13.5	11.6	15.7%
Attractions/entertainment	3.7	4.0	-8.7%
Recreation	5.1	4.4	14.6%
Other activities & tours	4.7	3.2	47.5%
Total Transportation	18.0	17.9	0.2%
Interisland airfare	1.8	2.4	-25.6%
Ground transportation	0.7	0.9	-28.7%
Rental vehicles	14.2	13.5	5.5%
Gasoline, parking, etc.	1.3	1.2	13.3%
Total Shopping	12.9	10.8	19.1%
Fashion and clothing	6.9	5.4	27.2%
Jewelry and watches	1.3	1.0	33.8%
Cosmetics, perfume	0.2	0.2	35.5%
Leather goods	0.5	0.4	18.2%
Hawai'i food products	1.6	1.4	18.0%
Souvenirs	2.4	2.5	-4.9%
Total Lodging	88.4	81.1	9.0%
All other expenses *	4.8	4.4	7.4%

*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 February YTD	2016P February YTD	% change
GRAND TOTAL	314.0	410.1	-23.4%
Total Food and beverage	49.7	66.0	-24.7%
Restaurant food	37.8	53.4	-29.2%
Dinner shows and cruises	5.3	6.5	-18.0%
Groceries and snacks	6.6	6.1	6.9%
Entertainment & Recreation	30.0	40.7	-26.1%
Attractions/entertainment	19.5	32.9	-40.6%
Recreation	4.6	2.9	54.5%
Other activities & tours	5.9	4.8	22.8%
Total Transportation	37.8	44.6	-15.2%
Interisland airfare	16.3	16.5	-1.4%
Ground transportation	5.2	14.4	-63.8%
Rental vehicles	15.0	12.5	19.9%
Gasoline, parking, etc.	1.3	1.2	12.5%
Total Shopping	99.3	124.8	-20.4%
Fashion and clothing	31.3	52.8	-40.7%
Jewelry and watches	21.9	20.8	5.4%
Cosmetics, perfume	8.8	12.1	-27.2%
Leather goods	25.9	25.4	2.0%
Hawai'i food products	8.5	9.4	-9.8%
Souvenirs	3.0	4.4	-31.3%
Total Lodging	92.0	123.6	-25.6%
All other expenses *	5.1	10.4	-51.4%

*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:
2017P vs. 2016P
(Arrivals by air, in dollars)**

Expenditure Type	2017P February YTD	2016P February YTD	% change
GRAND TOTAL	269.8	296.5	-9.0%
Total Food and beverage	59.4	67.5	-12.0%
Restaurant food	45.8	57.0	-19.6%
Dinner shows and cruises	4.4	4.5	-1.6%
Groceries and snacks	9.2	6.0	52.4%
Entertainment & Recreation	25.8	27.8	-7.3%
Attractions/entertainment	11.1	13.2	-16.0%
Recreation	9.6	10.2	-6.8%
Other activities & tours	5.1	4.3	18.5%
Total Transportation	24.7	28.0	-11.9%
Interisland airfare	7.4	9.8	-24.6%
Ground transportation	2.6	3.2	-16.8%
Rental vehicles	13.7	13.8	-1.0%
Gasoline, parking, etc.	1.0	1.3	-19.2%
Total Shopping	65.4	62.8	4.0%
Fashion and clothing	24.6	21.4	14.8%
Jewelry and watches	0.9	3.7	-75.5%
Cosmetics, perfume	4.0	3.2	22.8%
Leather goods	20.2	24.1	-16.2%
Hawai'i food products	9.9	5.7	74.8%
Souvenirs	5.8	4.7	22.5%
Total Lodging	92.0	107.9	-14.7%
All other expenses *	2.6	2.4	5.6%

*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

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

Expenditure Type	2017P February YTD	2016P February YTD	% change
GRAND TOTAL	280.4	289.3	-3.1%
Total Food and beverage	58.9	59.5	-0.9%
Restaurant food	44.1	43.8	0.6%
Dinner shows and cruises	5.9	5.4	7.8%
Groceries and snacks	9.0	10.2	-11.8%
Entertainment & Recreation	25.5	26.7	-4.3%
Attractions/entertainment	11.4	13.4	-15.3%
Recreation	4.5	5.6	-19.7%
Other activities & tours	9.7	7.7	26.2%
Total Transportation	16.8	17.6	-4.8%
Interisland airfare	4.1	3.3	23.6%
Ground transportation	3.5	3.9	-11.4%
Rental vehicles	8.3	9.5	-12.1%
Gasoline, parking, etc.	0.9	0.9	-3.7%
Total Shopping	59.5	51.3	15.9%
Fashion and clothing	35.0	30.8	13.8%
Jewelry and watches	5.4	4.3	24.5%
Cosmetics, perfume	4.6	5.4	-14.5%
Leather goods	8.6	5.7	50.0%
Hawai'i food products	1.3	1.2	8.3%
Souvenirs	4.6	3.9	18.3%
Total Lodging	108.7	125.1	-13.1%
All other expenses *	10.9	9.1	20.3%

*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