

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

Expenditure Type	2017P January YTD	2016P January YTD	% change
GRAND TOTAL	209.4	197.0	6.3%
Total Food and beverage	41.7	42.1	-0.9%
Restaurant food	27.9	29.1	-4.3%
Dinner shows and cruises	3.9	3.5	10.5%
Groceries and snacks	9.9	9.4	5.2%
Entertainment & Recreation	17.8	17.1	4.1%
Attractions/entertainment	5.0	5.3	-5.7%
Recreation	6.6	6.0	9.8%
Other activities & tours	6.2	5.8	7.3%
Total Transportation	19.8	19.1	3.5%
Interisland airfare	3.2	3.7	-11.1%
Ground transportation	2.1	1.9	14.2%
Rental vehicles	13.2	12.5	5.6%
Gasoline, parking, etc.	1.2	1.1	10.4%
Total Shopping	25.1	25.3	-0.5%
Fashion and clothing	9.7	10.1	-4.2%
Jewelry and watches	3.0	3.0	0.8%
Cosmetics, perfume	1.1	1.0	10.6%
Leather goods	3.8	3.6	5.8%
Hawai'i food products	3.8	3.6	5.1%
Souvenirs	3.8	4.0	-5.5%
Total Lodging	97.7	86.2	13.3%
All other expenses *	7.3	7.2	1.5%

*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 January YTD	2016P January YTD	% change
GRAND TOTAL	197.8	171.6	15.2%
Total Food and beverage	39.2	37.8	3.8%
Restaurant food	25.1	23.8	5.6%
Dinner shows and cruises	3.5	3.4	4.7%
Groceries and snacks	10.6	10.7	-0.2%
Entertainment & Recreation	16.0	14.2	12.8%
Attractions/entertainment	3.6	3.5	4.3%
Recreation	7.1	6.1	16.7%
Other activities & tours	5.3	4.7	14.2%
Total Transportation	19.6	17.8	10.5%
Interisland airfare	2.1	1.9	10.2%
Ground transportation	0.9	0.8	16.4%
Rental vehicles	15.4	13.9	10.6%
Gasoline, parking, etc.	1.3	1.2	6.1%
Total Shopping	15.2	14.6	3.9%
Fashion and clothing	5.8	5.9	-1.2%
Jewelry and watches	2.8	2.1	33.3%
Cosmetics, perfume	0.4	0.2	59.4%
Leather goods	0.6	0.7	-13.2%
Hawai'i food products	2.4	2.4	1.0%
Souvenirs	3.2	3.3	-3.4%
Total Lodging	102.6	83.2	23.3%
All other expenses *	5.1	4.0	26.2%

*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 January YTD	2016P January YTD	% change
GRAND TOTAL	206.7	201.5	2.6%
Total Food and beverage	41.6	40.1	3.8%
Restaurant food	28.0	27.6	1.5%
Dinner shows and cruises	4.5	3.9	17.2%
Groceries and snacks	9.0	8.6	5.0%
Entertainment & Recreation	19.8	18.5	6.7%
Attractions/entertainment	5.4	4.4	21.7%
Recreation	7.1	7.3	-1.9%
Other activities & tours	7.2	6.8	6.2%
Total Transportation	21.2	20.7	2.3%
Interisland airfare	4.4	3.8	17.7%
Ground transportation	1.2	1.2	-3.0%
Rental vehicles	14.1	14.5	-2.8%
Gasoline, parking, etc.	1.4	1.2	22.2%
Total Shopping	16.6	17.3	-4.0%
Fashion and clothing	6.8	6.2	10.5%
Jewelry and watches	2.3	2.9	-21.1%
Cosmetics, perfume	0.2	0.3	-41.6%
Leather goods	0.3	0.7	-56.8%
Hawai'i food products	2.8	2.7	3.9%
Souvenirs	4.2	4.5	-6.4%
Total Lodging	97.0	93.8	3.4%
All other expenses *	10.6	11.1	-4.7%

*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 January YTD	2016P January YTD	% change
GRAND TOTAL	273.156	238.3	14.6%
Total Food and beverage	54.4	52.1	4.5%
Restaurant food	40.7	38.7	5.1%
Dinner shows and cruises	4.5	4.3	4.7%
Groceries and snacks	9.2	9.0	1.7%
Entertainment & Recreation	19.6	19.4	1.0%
Attractions/entertainment	6.3	6.4	-1.3%
Recreation	5.3	3.9	36.0%
Other activities & tours	8.0	9.1	-12.3%
Total Transportation	16.2	12.3	31.4%
Interisland airfare	2.0	1.9	3.8%
Ground transportation	9.3	6.1	51.4%
Rental vehicles	4.4	3.9	12.1%
Gasoline, parking, etc.	0.5	0.4	44.6%
Total Shopping	71.3	69.2	3.0%
Fashion and clothing	20.2	19.6	3.3%
Jewelry and watches	6.4	5.5	16.9%
Cosmetics, perfume	3.4	3.8	-8.8%
Leather goods	20.6	17.7	16.4%
Hawai'i food products	13.9	14.7	-5.9%
Souvenirs	6.7	7.9	-14.8%
Total Lodging	98.5	75.1	31.2%
All other expenses *	13.2	10.3	28.1%

*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 January YTD	2016P January YTD	% change
GRAND TOTAL	171.7	167.0	2.8%
Total Food and beverage	33.7	35.1	-3.9%
Restaurant food	18.1	21.0	-13.9%
Dinner shows and cruises	2.9	2.4	21.3%
Groceries and snacks	12.8	11.8	8.7%
Entertainment & Recreation	14.1	12.4	13.6%
Attractions/entertainment	3.6	4.2	-14.7%
Recreation	5.6	4.6	22.7%
Other activities & tours	4.9	3.6	34.5%
Total Transportation	18.9	18.7	0.8%
Interisland airfare	2.2	2.7	-20.3%
Ground transportation	0.7	1.2	-41.9%
Rental vehicles	14.8	13.7	8.8%
Gasoline, parking, etc.	1.2	1.2	0.5%
Total Shopping	13.0	11.5	13.6%
Fashion and clothing	7.1	5.7	24.1%
Jewelry and watches	1.2	1.0	22.8%
Cosmetics, perfume	0.3	0.2	81.0%
Leather goods	0.4	0.6	-28.8%
Hawai'i food products	1.6	1.4	11.1%
Souvenirs	2.4	2.6	-7.0%
Total Lodging	88.4	84.5	4.6%
All other expenses *	3.6	4.8	-25.5%

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

Expenditure Type	2017P January YTD	2016P January YTD	% change
GRAND TOTAL	320.2	400.1	-20.0%
Total Food and beverage	46.2	57.0	-19.0%
Restaurant food	35.2	49.3	-28.6%
Dinner shows and cruises	4.9	2.9	66.3%
Groceries and snacks	6.0	4.7	28.0%
Entertainment & Recreation	31.4	38.0	-17.4%
Attractions/entertainment	18.3	32.2	-42.9%
Recreation	6.0	3.7	62.6%
Other activities & tours	7.1	2.2	218.9%
Total Transportation	39.1	41.5	-5.9%
Interisland airfare	16.6	12.6	31.7%
Ground transportation	5.0	11.2	-55.3%
Rental vehicles	16.3	16.7	-2.3%
Gasoline, parking, etc.	1.2	1.0	16.2%
Total Shopping	95.5	137.8	-30.7%
Fashion and clothing	34.0	46.9	-27.6%
Jewelry and watches	21.2	32.3	-34.3%
Cosmetics, perfume	9.7	11.8	-18.4%
Leather goods	15.6	33.3	-53.3%
Hawai'i food products	11.7	9.9	18.0%
Souvenirs	3.5	3.6	-2.5%
Total Lodging	103.7	114.6	-9.5%
All other expenses *	4.3	11.2	-61.4%

*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

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

Expenditure Type	2017P January YTD	2016P January YTD	% change
GRAND TOTAL	251.4	296.4	-15.2%
Total Food and beverage	57.2	71.2	-19.6%
Restaurant food	43.3	60.6	-28.5%
Dinner shows and cruises	5.3	5.4	-1.9%
Groceries and snacks	8.6	5.2	65.5%
Entertainment & Recreation	22.8	30.0	-23.8%
Attractions/entertainment	8.9	15.9	-43.8%
Recreation	9.2	9.3	-1.4%
Other activities & tours	4.7	4.8	-1.0%
Total Transportation	23.8	27.5	-13.3%
Interisland airfare	8.0	9.8	-18.4%
Ground transportation	2.7	2.0	36.9%
Rental vehicles	11.9	14.3	-16.3%
Gasoline, parking, etc.	1.2	1.4	-18.8%
Total Shopping	58.8	61.5	-4.4%
Fashion and clothing	19.7	19.7	-0.3%
Jewelry and watches	1.1	3.5	-68.6%
Cosmetics, perfume	3.5	3.0	18.5%
Leather goods	22.2	25.6	-13.2%
Hawai'i food products	6.9	5.5	26.7%
Souvenirs	5.3	4.2	28.1%
Total Lodging	86.9	103.5	-16.0%
All other expenses *	1.7	2.6	-35.3%

*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

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

Expenditure Type	2017P January YTD	2016P January YTD	% change
GRAND TOTAL	281.5	282.9	-0.5%
Total Food and beverage	59.9	58.4	2.5%
Restaurant food	45.7	43.5	5.1%
Dinner shows and cruises	5.6	5.8	-4.6%
Groceries and snacks	8.6	9.1	-5.5%
Entertainment & Recreation	27.4	25.7	6.4%
Attractions/entertainment	12.2	10.8	13.2%
Recreation	5.4	5.9	-7.5%
Other activities & tours	9.8	9.1	7.3%
Total Transportation	16.7	15.9	4.5%
Interisland airfare	4.4	2.9	50.8%
Ground transportation	3.6	3.9	-9.4%
Rental vehicles	8.0	8.4	-5.2%
Gasoline, parking, etc.	0.7	0.7	4.3%
Total Shopping	54.5	44.7	21.9%
Fashion and clothing	32.3	27.8	16.3%
Jewelry and watches	4.4	3.8	16.4%
Cosmetics, perfume	4.3	3.6	18.1%
Leather goods	8.0	4.8	66.2%
Hawai'i food products	1.1	0.8	44.0%
Souvenirs	4.4	3.9	11.1%
Total Lodging	113.0	127.4	-11.3%
All other expenses *	10.0	10.7	-6.5%

*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