

**Total Visitor Personal Daily Spending by Category:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	210.8	209.7	0.5%
Total Food and beverage	42.3	41.8	1.2%
Restaurant food	28.3	28.0	0.9%
Dinner shows and cruises	4.1	3.9	4.6%
Groceries and snacks	10.0	9.9	0.6%
Entertainment & Recreation	18.1	17.9	1.3%
Attractions/entertainment	5.9	5.0	16.5%
Recreation	6.3	6.6	-5.3%
Other activities & tours	6.0	6.2	-3.9%
Total Transportation	21.8	19.8	10.2%
Interisland airfare	2.8	3.3	-13.1%
Ground transportation	1.8	2.1	-18.2%
Rental vehicles	16.1	13.2	21.2%
Gasoline, parking, etc.	1.2	1.2	1.1%
Total Shopping	24.7	25.1	-1.7%
Fashion and clothing	10.0	9.7	3.4%
Jewelry and watches	2.9	3.0	-3.7%
Cosmetics, perfume	1.2	1.1	5.9%
Leather goods	3.5	3.8	-6.2%
Hawai'i food products	3.6	3.8	-3.4%
Souvenirs	3.5	3.8	-9.1%
Total Lodging	97.5	97.8	-0.3%
All other expenses *	6.4	7.3	-13.5%

*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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	190.4	197.8	-3.7%
Total Food and beverage	40.6	39.2	3.4%
Restaurant food	25.7	25.1	2.4%
Dinner shows and cruises	3.9	3.5	12.1%
Groceries and snacks	11.0	10.6	3.1%
Entertainment & Recreation	15.8	16.0	-1.8%
Attractions/entertainment	3.6	3.6	-1.7%
Recreation	7.1	7.1	-0.5%
Other activities & tours	5.1	5.3	-3.7%
Total Transportation	21.5	19.6	9.7%
Interisland airfare	1.9	2.1	-9.1%
Ground transportation	0.8	0.9	-12.3%
Rental vehicles	17.6	15.4	14.4%
Gasoline, parking, etc.	1.2	1.3	-1.4%
Total Shopping	15.7	15.2	2.9%
Fashion and clothing	6.8	5.8	16.7%
Jewelry and watches	2.0	2.8	-29.0%
Cosmetics, perfume	0.3	0.4	-21.5%
Leather goods	0.7	0.6	14.1%
Hawai'i food products	2.7	2.4	13.8%
Souvenirs	3.1	3.2	-2.0%
Total Lodging	93.5	102.6	-8.8%
All other expenses *	3.3	5.1	-34.8%

*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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	215.2	206.7	4.1%
Total Food and beverage	41.7	41.6	0.3%
Restaurant food	28.2	28.0	0.7%
Dinner shows and cruises	4.7	4.5	4.5%
Groceries and snacks	8.7	9.0	-3.2%
Entertainment & Recreation	20.1	19.8	1.8%
Attractions/entertainment	5.5	5.4	1.1%
Recreation	6.6	7.1	-7.3%
Other activities & tours	8.0	7.2	11.3%
Total Transportation	24.3	21.2	14.7%
Interisland airfare	3.8	4.4	-14.9%
Ground transportation	1.2	1.2	0.6%
Rental vehicles	17.9	14.1	26.7%
Gasoline, parking, etc.	1.4	1.4	-0.7%
Total Shopping	17.2	16.6	3.7%
Fashion and clothing	6.4	6.8	-5.9%
Jewelry and watches	2.6	2.3	12.0%
Cosmetics, perfume	1.1	0.2	475.6%
Leather goods	0.6	0.3	83.4%
Hawai'i food products	2.8	2.8	0.1%
Souvenirs	3.8	4.2	-10.1%
Total Lodging	101.7	97.0	4.8%
All other expenses *	10.2	10.6	-3.9%

*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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	268.4	273.2	-1.7%
Total Food and beverage	53.4	54.4	-2.0%
Restaurant food	40.3	40.7	-1.0%
Dinner shows and cruises	4.0	4.5	-10.7%
Groceries and snacks	9.0	9.2	-2.0%
Entertainment & Recreation	18.9	19.6	-3.5%
Attractions/entertainment	6.3	6.3	-0.1%
Recreation	4.8	5.3	-8.7%
Other activities & tours	7.8	8.0	-2.9%
Total Transportation	15.2	16.2	-6.3%
Interisland airfare	2.3	2.0	16.0%
Ground transportation	6.9	9.3	-25.5%
Rental vehicles	5.4	4.4	22.5%
Gasoline, parking, etc.	0.6	0.5	7.8%
Total Shopping	69.7	71.3	-2.1%
Fashion and clothing	20.8	20.2	2.8%
Jewelry and watches	7.5	6.4	16.4%
Cosmetics, perfume	4.4	3.4	29.2%
Leather goods	18.6	20.6	-9.5%
Hawai'i food products	12.7	13.9	-8.6%
Souvenirs	5.7	6.7	-15.1%
Total Lodging	101.1	98.5	2.7%
All other expenses *	10.1	13.2	-23.3%

*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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	175.6	174.0	1.0%
Total Food and beverage	32.4	34.5	-6.1%
Restaurant food	17.7	18.9	-6.3%
Dinner shows and cruises	2.9	2.8	5.2%
Groceries and snacks	11.7	12.8	-8.2%
Entertainment & Recreation	13.1	14.3	-8.4%
Attractions/entertainment	4.1	3.7	11.6%
Recreation	5.6	5.6	-1.2%
Other activities & tours	3.4	5.0	-31.3%
Total Transportation	18.4	19.0	-3.0%
Interisland airfare	0.7	2.2	-66.1%
Ground transportation	1.0	0.7	36.4%
Rental vehicles	15.5	14.9	4.3%
Gasoline, parking, etc.	1.2	1.2	-1.7%
Total Shopping	13.5	13.2	2.0%
Fashion and clothing	7.9	7.2	9.5%
Jewelry and watches	1.1	1.3	-16.3%
Cosmetics, perfume	0.1	0.3	-74.6%
Leather goods	0.4	0.4	11.3%
Hawai'i food products	1.5	1.6	-5.1%
Souvenirs	2.5	2.4	1.7%
Total Lodging	93.9	89.4	5.1%
All other expenses *	4.4	3.6	20.9%

*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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	355.4	320.2	11.0%
Total Food and beverage	67.0	46.2	45.2%
Restaurant food	57.4	35.2	62.8%
Dinner shows and cruises	4.3	4.9	-11.7%
Groceries and snacks	5.3	6.0	-11.7%
Entertainment & Recreation	44.0	31.4	40.2%
Attractions/entertainment	34.2	18.3	86.5%
Recreation	2.5	6.0	-58.8%
Other activities & tours	7.4	7.1	3.6%
Total Transportation	43.4	39.1	11.0%
Interisland airfare	13.2	16.6	-20.4%
Ground transportation	8.1	5.0	61.8%
Rental vehicles	19.7	16.3	21.0%
Gasoline, parking, etc.	2.3	1.2	96.5%
Total Shopping	84.0	95.5	-12.1%
Fashion and clothing	40.2	34.0	18.5%
Jewelry and watches	9.9	21.2	-53.1%
Cosmetics, perfume	7.2	9.7	-25.7%
Leather goods	16.4	15.6	5.6%
Hawai'i food products	7.1	11.7	-39.0%
Souvenirs	3.0	3.5	-12.2%
Total Lodging	108.1	103.7	4.2%
All other expenses *	8.9	4.3	105.8%

*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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	279.5	251.6	11.1%
Total Food and beverage	62.7	57.2	9.6%
Restaurant food	49.3	43.3	13.9%
Dinner shows and cruises	3.4	5.3	-34.9%
Groceries and snacks	9.9	8.6	14.9%
Entertainment & Recreation	24.5	22.8	7.5%
Attractions/entertainment	15.4	8.9	72.2%
Recreation	7.1	9.2	-22.5%
Other activities & tours	2.1	4.7	-56.4%
Total Transportation	24.1	23.8	1.1%
Interisland airfare	5.8	8.0	-27.4%
Ground transportation	2.8	2.7	4.2%
Rental vehicles	14.4	11.9	21.0%
Gasoline, parking, etc.	1.0	1.2	-16.0%
Total Shopping	61.4	58.8	4.4%
Fashion and clothing	19.6	19.7	-0.6%
Jewelry and watches	3.2	1.1	184.0%
Cosmetics, perfume	3.2	3.5	-10.3%
Leather goods	23.4	22.2	5.2%
Hawai'i food products	7.8	6.9	13.1%
Souvenirs	4.3	5.3	-19.4%
Total Lodging	103.9	86.9	19.5%
All other expenses *	2.8	2.0	41.4%

*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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P January YTD	2017P January YTD	% change
GRAND TOTAL	291.5	281.8	3.5%
Total Food and beverage	58.5	59.9	-2.3%
Restaurant food	43.5	45.7	-4.9%
Dinner shows and cruises	5.5	5.6	-1.8%
Groceries and snacks	9.6	8.6	11.3%
Entertainment & Recreation	28.9	27.4	5.7%
Attractions/entertainment	16.3	12.2	33.8%
Recreation	4.2	5.4	-21.7%
Other activities & tours	8.4	9.8	-14.0%
Total Transportation	19.3	16.7	16.0%
Interisland airfare	4.5	4.4	2.0%
Ground transportation	3.0	3.6	-15.4%
Rental vehicles	11.2	8.0	40.1%
Gasoline, parking, etc.	0.6	0.7	-10.1%
Total Shopping	54.9	54.5	0.7%
Fashion and clothing	33.3	32.3	3.1%
Jewelry and watches	5.9	4.4	35.4%
Cosmetics, perfume	3.8	4.3	-10.5%
Leather goods	7.4	8.0	-8.1%
Hawai'i food products	1.2	1.1	9.2%
Souvenirs	3.2	4.4	-26.3%
Total Lodging	119.2	113.0	5.4%
All other expenses *	10.6	10.3	3.0%

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

Source: Hawai'i Tourism Authority