

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

Expenditure Type	2017P March YTD	2016P March YTD	% change
GRAND TOTAL	206.5	192.1	7.5%
Total Food and beverage	41.3	39.9	3.5%
Restaurant food	28.1	27.3	2.9%
Dinner shows and cruises	3.6	3.4	4.9%
Groceries and snacks	9.6	9.2	5.0%
Entertainment & Recreation	17.3	16.3	6.0%
Attractions/entertainment	5.1	5.2	-3.3%
Recreation	6.1	5.6	8.3%
Other activities & tours	6.1	5.4	12.7%
Total Transportation	18.6	18.2	1.7%
Interisland airfare	3.0	3.2	-6.2%
Ground transportation	1.9	1.8	1.6%
Rental vehicles	12.5	12.3	1.6%
Gasoline, parking, etc.	1.2	0.9	30.0%
Total Shopping	25.9	26.6	-2.8%
Fashion and clothing	9.8	10.4	-6.1%
Jewelry and watches	3.3	3.1	5.0%
Cosmetics, perfume	1.2	1.2	-3.5%
Leather goods	3.9	4.0	-3.0%
Hawai'i food products	3.9	3.8	2.4%
Souvenirs	3.8	4.0	-5.1%
Total Lodging	95.9	85.0	12.9%
All other expenses *	7.6	6.1	23.1%

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

Technical Notes: The HTA received corrected passenger counts from airlines traffic summary reports which mainly impacted the Canadian market. The corrections were significant enough to warrant revisions to published visitor arrival and spending statistics for January and February 2017.

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 March YTD	2016P March YTD	% change
GRAND TOTAL	192.4	168.4	14.3%
Total Food and beverage	38.1	36.2	5.2%
Restaurant food	24.8	23.2	7.2%
Dinner shows and cruises	3.3	3.1	6.3%
Groceries and snacks	10.1	10.0	0.4%
Entertainment & Recreation	15.1	13.6	10.7%
Attractions/entertainment	3.5	3.3	6.3%
Recreation	6.3	6.0	5.0%
Other activities & tours	5.3	4.3	22.1%
Total Transportation	18.0	16.9	6.4%
Interisland airfare	2.0	1.8	15.8%
Ground transportation	0.9	0.7	17.1%
Rental vehicles	13.9	13.4	3.4%
Gasoline, parking, etc.	1.2	1.0	22.3%
Total Shopping	15.8	15.5	1.7%
Fashion and clothing	6.2	6.2	-1.3%
Jewelry and watches	2.7	2.4	9.6%
Cosmetics, perfume	0.3	0.4	-17.5%
Leather goods	0.8	0.7	12.0%
Hawai'i food products	2.6	2.3	14.3%
Souvenirs	3.1	3.4	-6.9%
Total Lodging	101.0	82.1	23.0%
All other expenses *	4.4	4.0	11.4%

*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 March YTD	2016P March YTD	% change
GRAND TOTAL	205.7	195.3	5.3%
Total Food and beverage	41.0	38.8	5.5%
Restaurant food	28.1	26.7	5.1%
Dinner shows and cruises	4.3	3.8	12.6%
Groceries and snacks	8.6	8.3	3.4%
Entertainment & Recreation	18.9	18.2	3.7%
Attractions/entertainment	5.5	4.9	10.8%
Recreation	6.7	6.5	2.1%
Other activities & tours	6.7	6.7	0.1%
Total Transportation	20.1	20.0	0.2%
Interisland airfare	4.1	3.6	13.3%
Ground transportation	1.0	1.1	-10.8%
Rental vehicles	13.6	14.3	-4.8%
Gasoline, parking, etc.	1.4	1.1	34.2%
Total Shopping	17.6	17.5	0.3%
Fashion and clothing	6.9	6.5	5.3%
Jewelry and watches	3.1	3.1	-0.3%
Cosmetics, perfume	0.4	0.6	-28.4%
Leather goods	0.5	0.7	-35.1%
Hawai'i food products	2.6	2.5	6.3%
Souvenirs	4.1	4.1	-0.7%
Total Lodging	96.4	92.3	4.5%
All other expenses *	11.8	8.5	39.1%

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

Expenditure Type	2017P March YTD	2016P March YTD	% change
GRAND TOTAL	248.5	231.9	7.1%
Total Food and beverage	52.7	50.2	5.0%
Restaurant food	39.8	37.5	6.2%
Dinner shows and cruises	3.9	4.1	-4.1%
Groceries and snacks	8.9	8.6	4.3%
Entertainment & Recreation	19.2	19.5	-1.7%
Attractions/entertainment	6.1	6.3	-3.2%
Recreation	4.8	4.1	19.5%
Other activities & tours	8.2	9.1	-10.0%
Total Transportation	13.6	11.8	15.5%
Interisland airfare	2.0	2.0	-1.7%
Ground transportation	7.1	6.0	18.2%
Rental vehicles	3.9	3.4	17.1%
Gasoline, parking, etc.	0.5	0.3	61.6%
Total Shopping	66.6	66.2	0.7%
Fashion and clothing	18.9	18.0	5.3%
Jewelry and watches	5.6	5.5	2.4%
Cosmetics, perfume	3.6	3.5	1.6%
Leather goods	18.3	17.9	2.2%
Hawai'i food products	13.7	14.1	-2.8%
Souvenirs	6.5	7.2	-9.0%
Total Lodging	85.1	74.2	14.8%
All other expenses *	11.2	10.1	10.6%

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

Expenditure Type	2017P March YTD	2016P March YTD	% change
GRAND TOTAL	167.4	157.2	6.5%
Total Food and beverage	32.2	32.3	-0.3%
Restaurant food	18.1	18.1	0.2%
Dinner shows and cruises	2.3	2.6	-12.5%
Groceries and snacks	11.8	11.6	1.7%
Entertainment & Recreation	12.5	11.2	11.4%
Attractions/entertainment	3.4	3.7	-9.4%
Recreation	4.6	4.4	6.1%
Other activities & tours	4.5	3.1	43.1%
Total Transportation	17.3	17.1	1.1%
Interisland airfare	1.6	2.1	-22.6%
Ground transportation	0.7	0.9	-21.7%
Rental vehicles	13.8	13.0	5.4%
Gasoline, parking, etc.	1.3	1.1	13.4%
Total Shopping	12.3	11.3	9.1%
Fashion and clothing	6.7	5.6	18.8%
Jewelry and watches	1.3	1.4	-3.5%
Cosmetics, perfume	0.2	0.2	45.8%
Leather goods	0.4	0.5	-16.1%
Hawai'i food products	1.5	1.3	12.4%
Souvenirs	2.2	2.3	-6.3%
Total Lodging	88.2	81.2	8.6%
All other expenses *	4.9	4.1	18.7%

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

Technical Notes: The HTA received corrected passenger counts from airlines traffic summary reports which mainly impacted the Canadian market. The corrections were significant enough to warrant revisions to published visitor arrival and spending statistics for January and February 2017.

Source: Hawai'i Tourism Authority

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

Expenditure Type	2017P March YTD	2016P March YTD	% change
GRAND TOTAL	325.7	406.9	-20.0%
Total Food and beverage	51.6	64.5	-20.0%
Restaurant food	39.1	52.4	-25.3%
Dinner shows and cruises	4.8	6.1	-21.3%
Groceries and snacks	7.7	6.0	27.5%
Entertainment & Recreation	32.8	40.6	-19.2%
Attractions/entertainment	21.4	33.3	-35.6%
Recreation	5.1	2.8	80.7%
Other activities & tours	6.3	4.5	40.5%
Total Transportation	38.0	44.7	-14.9%
Interisland airfare	16.2	17.4	-7.0%
Ground transportation	5.6	13.8	-59.3%
Rental vehicles	14.6	12.3	18.6%
Gasoline, parking, etc.	1.6	1.1	41.0%
Total Shopping	106.4	128.9	-17.5%
Fashion and clothing	34.1	51.7	-34.1%
Jewelry and watches	23.8	20.5	15.7%
Cosmetics, perfume	11.3	13.6	-17.1%
Leather goods	26.2	30.8	-14.9%
Hawai'i food products	7.8	8.4	-7.1%
Souvenirs	3.3	3.9	-15.1%
Total Lodging	90.7	117.8	-23.0%
All other expenses *	6.3	10.5	-40.1%

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

Expenditure Type	2017P March YTD	2016P March YTD	% change
GRAND TOTAL	277.9	299.1	-7.1%
Total Food and beverage	62.6	69.6	-10.0%
Restaurant food	48.8	58.9	-17.2%
Dinner shows and cruises	4.8	4.3	12.6%
Groceries and snacks	9.0	6.4	41.0%
Entertainment & Recreation	26.3	27.4	-4.1%
Attractions/entertainment	11.3	12.8	-11.4%
Recreation	9.9	10.1	-1.3%
Other activities & tours	5.0	4.5	10.2%
Total Transportation	24.5	27.4	-10.4%
Interisland airfare	6.9	8.8	-21.2%
Ground transportation	2.4	3.0	-18.6%
Rental vehicles	14.2	14.4	-1.8%
Gasoline, parking, etc.	1.0	1.2	-14.4%
Total Shopping	69.9	63.2	10.6%
Fashion and clothing	24.1	21.8	10.8%
Jewelry and watches	1.4	3.5	-59.6%
Cosmetics, perfume	4.3	4.1	3.8%
Leather goods	24.3	23.4	3.8%
Hawai'i food products	9.8	6.0	62.4%
Souvenirs	6.0	4.4	36.0%
Total Lodging	91.8	109.4	-16.1%
All other expenses *	2.7	2.1	31.2%

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

Expenditure Type	2017P March YTD	2016P March YTD	% change
GRAND TOTAL	280.7	285.7	-1.8%
Total Food and beverage	57.6	57.6	0.0%
Restaurant food	43.2	41.1	5.0%
Dinner shows and cruises	5.7	5.5	3.6%
Groceries and snacks	8.7	11.0	-20.4%
Entertainment & Recreation	26.2	25.8	1.7%
Attractions/entertainment	12.2	12.9	-5.5%
Recreation	4.3	4.7	-7.5%
Other activities & tours	9.7	8.2	18.2%
Total Transportation	17.3	17.1	1.1%
Interisland airfare	3.9	3.8	4.0%
Ground transportation	4.0	4.2	-4.6%
Rental vehicles	8.5	8.3	2.2%
Gasoline, parking, etc.	0.8	0.8	7.0%
Total Shopping	59.9	56.4	6.2%
Fashion and clothing	35.7	35.1	1.5%
Jewelry and watches	5.4	5.1	6.7%
Cosmetics, perfume	4.8	5.6	-13.7%
Leather goods	7.6	5.8	30.6%
Hawai'i food products	1.4	1.1	24.0%
Souvenirs	5.0	3.6	37.3%
Total Lodging	106.8	120.6	-11.4%
All other expenses *	12.8	8.3	54.2%

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

Source: Hawai'i Tourism Authority