

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

Expenditure Type	2018P March YTD	2017P March YTD	% change
GRAND TOTAL	211.3	206.5	2.3%
Total Food and beverage	41.8	41.3	1.3%
Restaurant food	28.1	28.1	0.1%
Dinner shows and cruises	4.2	3.6	16.3%
Groceries and snacks	9.5	9.6	-1.1%
Entertainment & Recreation	17.4	17.3	0.9%
Attractions/entertainment	5.9	5.1	16.8%
Recreation	5.5	6.1	-9.3%
Other activities & tours	5.9	6.1	-2.3%
Total Transportation	22.4	18.6	20.8%
Interisland airfare	3.4	3.0	12.7%
Ground transportation	2.3	1.9	24.6%
Rental vehicles	15.6	12.5	24.6%
Gasoline, parking, etc.	1.2	1.2	-3.5%
Total Shopping	24.1	25.9	-6.8%
Fashion and clothing	9.8	9.8	0.0%
Jewelry and watches	2.9	3.3	-11.7%
Cosmetics, perfume	1.0	1.2	-13.5%
Leather goods	3.1	3.9	-21.3%
Hawai'i food products	3.7	3.9	-7.0%
Souvenirs	3.7	3.8	-1.7%
Total Lodging	98.4	95.9	2.6%
All other expenses *	7.2	7.6	-5.4%

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2018P March YTD	2017P March YTD	% change
GRAND TOTAL	188.1	192.4	-2.3%
Total Food and beverage	38.7	38.1	1.5%
Restaurant food	25.0	24.8	0.5%
Dinner shows and cruises	3.5	3.3	6.9%
Groceries and snacks	10.3	10.1	2.1%
Entertainment & Recreation	14.8	15.1	-1.6%
Attractions/entertainment	3.6	3.5	2.1%
Recreation	6.3	6.3	0.3%
Other activities & tours	4.9	5.3	-6.2%
Total Transportation	21.6	18.0	19.7%
Interisland airfare	2.3	2.0	10.8%
Ground transportation	0.8	0.9	-9.4%
Rental vehicles	17.3	13.9	24.4%
Gasoline, parking, etc.	1.2	1.2	1.7%
Total Shopping	15.8	15.8	0.1%
Fashion and clothing	6.6	6.2	6.9%
Jewelry and watches	2.3	2.7	-13.1%
Cosmetics, perfume	0.3	0.3	-20.8%
Leather goods	0.7	0.8	-10.9%
Hawai'i food products	2.6	2.6	-2.2%
Souvenirs	3.3	3.1	5.0%
Total Lodging	93.2	101.0	-7.6%
All other expenses *	3.9	4.4	-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:
2018P vs. 2017P
(Arrivals by air, in dollars)**

Expenditure Type	2018P March YTD	2017P March YTD	% change
GRAND TOTAL	217.8	205.7	5.9%
Total Food and beverage	40.9	41.0	-0.2%
Restaurant food	28.1	28.1	0.2%
Dinner shows and cruises	4.4	4.3	2.6%
Groceries and snacks	8.4	8.6	-2.9%
Entertainment & Recreation	19.8	18.9	5.2%
Attractions/entertainment	5.2	5.5	-4.5%
Recreation	6.4	6.7	-4.7%
Other activities & tours	8.3	6.7	23.0%
Total Transportation	24.9	20.1	23.9%
Interisland airfare	4.8	4.1	17.2%
Ground transportation	1.0	1.0	7.0%
Rental vehicles	17.6	13.6	29.5%
Gasoline, parking, etc.	1.4	1.4	0.1%
Total Shopping	17.5	17.6	-0.6%
Fashion and clothing	6.6	6.9	-3.3%
Jewelry and watches	3.2	3.1	2.4%
Cosmetics, perfume	0.7	0.4	69.7%
Leather goods	0.5	0.5	-0.2%
Hawai'i food products	2.7	2.6	2.4%
Souvenirs	3.8	4.1	-7.2%
Total Lodging	103.3	96.4	7.2%
All other expenses *	11.4	11.8	-3.4%

*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 March YTD	2017P March YTD	% change
GRAND TOTAL	270.9	248.5	9.0%
Total Food and beverage	50.3	52.7	-4.6%
Restaurant food	38.0	39.8	-4.7%
Dinner shows and cruises	3.4	3.9	-13.6%
Groceries and snacks	8.9	8.9	-0.2%
Entertainment & Recreation	18.9	19.2	-1.6%
Attractions/entertainment	6.9	6.1	13.1%
Recreation	4.2	4.8	-14.2%
Other activities & tours	7.8	8.2	-5.1%
Total Transportation	17.7	13.6	30.4%
Interisland airfare	2.5	2.0	22.7%
Ground transportation	9.8	7.1	37.6%
Rental vehicles	4.9	3.9	23.8%
Gasoline, parking, etc.	0.5	0.5	2.7%
Total Shopping	57.0	66.6	-14.5%
Fashion and clothing	16.8	18.9	-11.6%
Jewelry and watches	4.9	5.6	-12.9%
Cosmetics, perfume	3.7	3.6	5.5%
Leather goods	13.6	18.3	-25.4%
Hawai'i food products	12.4	13.7	-9.6%
Souvenirs	5.6	6.5	-15.0%
Total Lodging	114.6	85.1	34.6%
All other expenses *	12.4	11.2	11.1%

*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 March YTD	2017P March YTD	% change
GRAND TOTAL	174.5	167.4	4.2%
Total Food and beverage	32.6	32.2	1.4%
Restaurant food	18.3	18.1	1.2%
Dinner shows and cruises	3.0	2.3	33.7%
Groceries and snacks	11.3	11.8	-4.3%
Entertainment & Recreation	12.0	12.5	-4.2%
Attractions/entertainment	3.9	3.4	15.3%
Recreation	4.8	4.6	3.2%
Other activities & tours	3.3	4.5	-26.2%
Total Transportation	18.9	17.3	9.2%
Interisland airfare	1.2	1.6	-26.9%
Ground transportation	0.8	0.7	26.5%
Rental vehicles	15.6	13.8	13.3%
Gasoline, parking, etc.	1.3	1.3	2.5%
Total Shopping	13.7	12.3	11.4%
Fashion and clothing	7.7	6.7	14.8%
Jewelry and watches	1.3	1.3	-4.0%
Cosmetics, perfume	0.2	0.2	-25.9%
Leather goods	0.6	0.4	59.9%
Hawai'i food products	1.6	1.5	6.5%
Souvenirs	2.3	2.2	8.5%
Total Lodging	92.1	88.2	4.4%
All other expenses *	5.2	4.9	6.4%

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

Expenditure Type	2018P March YTD	2017P March YTD	% change
GRAND TOTAL	362.8	325.7	11.4%
Total Food and beverage	64.8	51.6	25.7%
Restaurant food	56.2	39.1	43.7%
Dinner shows and cruises	4.0	4.8	-15.9%
Groceries and snacks	4.6	7.7	-40.3%
Entertainment & Recreation	40.6	32.8	23.8%
Attractions/entertainment	33.5	21.4	56.5%
Recreation	2.9	5.1	-42.7%
Other activities & tours	4.1	6.3	-34.2%
Total Transportation	44.3	38.0	16.6%
Interisland airfare	18.4	16.2	13.5%
Ground transportation	5.7	5.6	0.8%
Rental vehicles	18.7	14.6	28.1%
Gasoline, parking, etc.	1.5	1.6	-2.1%
Total Shopping	89.5	106.4	-15.9%
Fashion and clothing	41.6	34.1	22.2%
Jewelry and watches	18.5	23.8	-22.3%
Cosmetics, perfume	7.1	11.3	-37.0%
Leather goods	11.8	26.2	-54.9%
Hawai'i food products	6.8	7.8	-13.7%
Souvenirs	3.7	3.3	12.8%
Total Lodging	116.1	90.7	28.1%
All other expenses *	7.5	6.3	18.9%

*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 March YTD	2017P March YTD	% change
GRAND TOTAL	303.9	278.0	9.3%
Total Food and beverage	73.1	62.6	16.8%
Restaurant food	60.9	48.8	25.0%
Dinner shows and cruises	3.8	4.8	-21.7%
Groceries and snacks	8.4	9.0	-6.6%
Entertainment & Recreation	28.4	26.3	7.9%
Attractions/entertainment	18.3	11.3	61.0%
Recreation	7.7	9.9	-22.9%
Other activities & tours	2.4	5.0	-51.3%
Total Transportation	27.2	24.5	10.8%
Interisland airfare	6.0	6.9	-13.4%
Ground transportation	3.0	2.4	21.7%
Rental vehicles	17.5	14.2	23.8%
Gasoline, parking, etc.	0.7	1.0	-32.1%
Total Shopping	61.2	69.9	-12.4%
Fashion and clothing	20.6	24.1	-14.9%
Jewelry and watches	1.9	1.4	33.3%
Cosmetics, perfume	2.3	4.3	-45.9%
Leather goods	25.3	24.3	4.2%
Hawai'i food products	6.1	9.8	-37.2%
Souvenirs	5.0	6.0	-16.2%
Total Lodging	111.0	91.8	20.9%
All other expenses *	3.0	2.8	7.9%

*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 March YTD	2017P March YTD	% change
GRAND TOTAL	289.4	280.7	3.1%
Total Food and beverage	58.3	57.6	1.3%
Restaurant food	44.4	43.2	2.8%
Dinner shows and cruises	4.9	5.7	-13.8%
Groceries and snacks	9.0	8.7	3.3%
Entertainment & Recreation	27.7	26.2	5.6%
Attractions/entertainment	13.8	12.2	13.7%
Recreation	3.5	4.3	-18.4%
Other activities & tours	10.3	9.7	6.1%
Total Transportation	18.2	17.3	4.9%
Interisland airfare	4.6	3.9	16.5%
Ground transportation	3.6	4.0	-10.8%
Rental vehicles	9.5	8.5	11.1%
Gasoline, parking, etc.	0.6	0.8	-35.1%
Total Shopping	56.7	59.9	-5.3%
Fashion and clothing	36.1	35.7	1.3%
Jewelry and watches	5.8	5.4	7.8%
Cosmetics, perfume	4.6	4.8	-5.8%
Leather goods	5.9	7.6	-21.7%
Hawai'i food products	1.8	1.4	27.9%
Souvenirs	4.3	5.0	-14.8%
Total Lodging	116.4	106.8	9.0%
All other expenses *	12.1	12.9	-5.7%

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

Source: Hawai'i Tourism Authority