

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

Expenditure Type	2017P May YTD	2016P May YTD	% change
<b>GRAND TOTAL</b>	<b>203.0</b>	<b>192.7</b>	<b>5.4%</b>
<b>Total Food and beverage</b>	<b>41.5</b>	<b>40.4</b>	<b>2.8%</b>
Restaurant food	28.1	27.6	1.9%
Dinner shows and cruises	3.8	3.6	4.1%
Groceries and snacks	9.5	9.1	4.9%
<b>Entertainment &amp; Recreation</b>	<b>17.5</b>	<b>16.7</b>	<b>4.9%</b>
Attractions/entertainment	5.2	5.3	-1.2%
Recreation	6.2	5.7	8.4%
Other activities & tours	6.1	5.7	7.2%
<b>Total Transportation</b>	<b>18.8</b>	<b>18.5</b>	<b>1.7%</b>
Interisland airfare	3.2	3.5	-7.9%
Ground transportation	1.8	1.9	-4.9%
Rental vehicles	12.6	12.1	4.1%
Gasoline, parking, etc.	1.2	1.0	18.5%
<b>Total Shopping</b>	<b>26.5</b>	<b>27.2</b>	<b>-2.7%</b>
Fashion and clothing	10.0	10.6	-4.9%
Jewelry and watches	3.4	3.3	1.8%
Cosmetics, perfume	1.2	1.2	-5.6%
Leather goods	3.9	4.1	-4.7%
Hawai'i food products	3.9	3.8	2.4%
Souvenirs	4.1	4.2	-2.7%
<b>Total Lodging</b>	<b>90.9</b>	<b>83.0</b>	<b>9.5%</b>
<b>All other expenses *</b>	<b>7.9</b>	<b>7.0</b>	<b>13.0%</b>

\*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)**

<b>Expenditure Type</b>	<b>2017P May YTD</b>	<b>2016P May YTD</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>184.8</b>	<b>166.4</b>	<b>11.1%</b>
<b>Total Food and beverage</b>	<b>37.8</b>	<b>36.2</b>	<b>4.3%</b>
Restaurant food	24.4	23.3	4.7%
Dinner shows and cruises	3.5	3.1	12.6%
Groceries and snacks	10.0	9.9	0.7%
<b>Entertainment &amp; Recreation</b>	<b>15.4</b>	<b>13.6</b>	<b>12.7%</b>
Attractions/entertainment	3.9	3.3	17.6%
Recreation	6.3	6.0	6.2%
Other activities & tours	5.1	4.3	18.0%
<b>Total Transportation</b>	<b>18.3</b>	<b>17.2</b>	<b>6.0%</b>
Interisland airfare	2.4	2.3	5.0%
Ground transportation	0.9	0.7	19.2%
Rental vehicles	13.8	13.2	4.7%
Gasoline, parking, etc.	1.2	1.0	15.8%
<b>Total Shopping</b>	<b>16.5</b>	<b>15.6</b>	<b>5.7%</b>
Fashion and clothing	6.5	6.1	6.0%
Jewelry and watches	2.8	2.7	3.6%
Cosmetics, perfume	0.4	0.4	11.2%
Leather goods	0.8	0.7	17.1%
Hawai'i food products	2.6	2.3	14.4%
Souvenirs	3.4	3.5	-1.7%
<b>Total Lodging</b>	<b>92.1</b>	<b>79.5</b>	<b>15.9%</b>
<b>All other expenses *</b>	<b>4.7</b>	<b>4.2</b>	<b>12.6%</b>

\*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 May YTD	2016P May YTD	% change
<b>GRAND TOTAL</b>	<b>207.7</b>	<b>197.7</b>	<b>5.1%</b>
<b>Total Food and beverage</b>	<b>41.5</b>	<b>39.7</b>	<b>4.5%</b>
Restaurant food	28.4	27.2	4.5%
Dinner shows and cruises	4.5	4.3	5.6%
Groceries and snacks	8.5	8.2	3.9%
<b>Entertainment &amp; Recreation</b>	<b>19.7</b>	<b>19.4</b>	<b>1.7%</b>
Attractions/entertainment	5.5	5.2	5.4%
Recreation	6.9	6.6	3.4%
Other activities & tours	7.4	7.6	-2.4%
<b>Total Transportation</b>	<b>21.1</b>	<b>20.5</b>	<b>3.1%</b>
Interisland airfare	4.4	4.3	2.8%
Ground transportation	1.0	1.1	-8.8%
Rental vehicles	14.3	13.9	2.3%
Gasoline, parking, etc.	1.4	1.1	24.9%
<b>Total Shopping</b>	<b>18.5</b>	<b>18.0</b>	<b>2.8%</b>
Fashion and clothing	6.9	6.6	3.8%
Jewelry and watches	3.3	3.2	5.4%
Cosmetics, perfume	0.5	0.5	-1.8%
Leather goods	0.6	0.6	-5.6%
Hawai'i food products	2.7	2.5	4.6%
Souvenirs	4.6	4.5	0.3%
<b>Total Lodging</b>	<b>94.9</b>	<b>89.4</b>	<b>6.2%</b>
<b>All other expenses *</b>	<b>12.0</b>	<b>10.7</b>	<b>11.6%</b>

\*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 May YTD	2016P May YTD	% change
<b>GRAND TOTAL</b>	<b>243.2</b>	<b>232.4</b>	<b>4.6%</b>
<b>Total Food and beverage</b>	<b>53.2</b>	<b>50.8</b>	<b>4.6%</b>
Restaurant food	39.9	37.8	5.5%
Dinner shows and cruises	4.1	4.2	-2.3%
Groceries and snacks	9.1	8.8	4.1%
<b>Entertainment &amp; Recreation</b>	<b>19.1</b>	<b>19.2</b>	<b>-0.7%</b>
Attractions/entertainment	6.1	6.1	0.1%
Recreation	4.6	4.0	13.6%
Other activities & tours	8.4	9.1	-7.6%
<b>Total Transportation</b>	<b>13.4</b>	<b>11.8</b>	<b>13.5%</b>
Interisland airfare	2.0	1.9	3.6%
Ground transportation	6.8	6.0	12.6%
Rental vehicles	4.1	3.5	16.5%
Gasoline, parking, etc.	0.5	0.3	57.5%
<b>Total Shopping</b>	<b>67.3</b>	<b>66.8</b>	<b>0.7%</b>
Fashion and clothing	19.0	18.3	4.0%
Jewelry and watches	5.9	6.0	-1.6%
Cosmetics, perfume	3.6	3.5	2.5%
Leather goods	18.2	17.8	2.5%
Hawai'i food products	13.9	14.2	-2.3%
Souvenirs	6.8	7.1	-4.8%
<b>Total Lodging</b>	<b>79.5</b>	<b>73.6</b>	<b>8.1%</b>
<b>All other expenses *</b>	<b>10.7</b>	<b>10.2</b>	<b>5.1%</b>

\*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 May YTD	2016P May YTD	% change
<b>GRAND TOTAL</b>	<b>164.2</b>	<b>156.3</b>	<b>5.0%</b>
<b>Total Food and beverage</b>	<b>32.2</b>	<b>32.3</b>	<b>-0.4%</b>
Restaurant food	18.3	18.3	0.0%
Dinner shows and cruises	2.4	2.8	-13.4%
Groceries and snacks	11.5	11.2	2.3%
<b>Entertainment &amp; Recreation</b>	<b>12.5</b>	<b>11.3</b>	<b>11.0%</b>
Attractions/entertainment	3.7	3.7	0.5%
Recreation	4.8	4.4	7.4%
Other activities & tours	4.1	3.2	28.3%
<b>Total Transportation</b>	<b>17.1</b>	<b>16.8</b>	<b>1.6%</b>
Interisland airfare	1.7	1.9	-14.7%
Ground transportation	0.7	0.9	-18.1%
Rental vehicles	13.4	12.9	4.0%
Gasoline, parking, etc.	1.3	1.2	13.3%
<b>Total Shopping</b>	<b>12.5</b>	<b>12.2</b>	<b>2.8%</b>
Fashion and clothing	6.8	6.2	9.2%
Jewelry and watches	1.3	1.4	-8.8%
Cosmetics, perfume	0.2	0.2	20.0%
Leather goods	0.5	0.5	3.2%
Hawai'i food products	1.5	1.4	4.4%
Souvenirs	2.2	2.4	-8.9%
<b>Total Lodging</b>	<b>84.6</b>	<b>79.1</b>	<b>7.0%</b>
<b>All other expenses *</b>	<b>5.3</b>	<b>4.7</b>	<b>12.9%</b>

\*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 May YTD	2016P May YTD	% change
<b>GRAND TOTAL</b>	<b>327.9</b>	<b>402.5</b>	<b>-18.5%</b>
<b>Total Food and beverage</b>	<b>53.8</b>	<b>63.3</b>	<b>-15.0%</b>
Restaurant food	42.6	51.9	-18.0%
Dinner shows and cruises	4.1	5.5	-24.9%
Groceries and snacks	7.1	5.9	20.6%
<b>Entertainment &amp; Recreation</b>	<b>31.1</b>	<b>44.7</b>	<b>-30.4%</b>
Attractions/entertainment	21.3	37.4	-43.1%
Recreation	5.3	3.6	49.0%
Other activities & tours	4.5	3.7	22.2%
<b>Total Transportation</b>	<b>36.6</b>	<b>44.7</b>	<b>-17.9%</b>
Interisland airfare	15.0	15.5	-3.6%
Ground transportation	6.1	15.5	-60.8%
Rental vehicles	14.3	12.2	17.8%
Gasoline, parking, etc.	1.3	1.4	-12.4%
<b>Total Shopping</b>	<b>107.3</b>	<b>134.7</b>	<b>-20.4%</b>
Fashion and clothing	34.4	51.7	-33.5%
Jewelry and watches	29.2	21.5	35.7%
Cosmetics, perfume	11.6	15.0	-22.7%
Leather goods	22.7	29.6	-23.3%
Hawai'i food products	6.9	8.5	-19.0%
Souvenirs	2.5	8.4	-70.5%
<b>Total Lodging</b>	<b>92.2</b>	<b>103.4</b>	<b>-10.9%</b>
<b>All other expenses *</b>	<b>6.8</b>	<b>11.7</b>	<b>-42.0%</b>

\*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 May YTD	2016P May YTD	% change
<b>GRAND TOTAL</b>	<b>287.5</b>	<b>304.4</b>	<b>-5.6%</b>
<b>Total Food and beverage</b>	<b>66.3</b>	<b>70.5</b>	<b>-5.9%</b>
Restaurant food	52.4	59.2	-11.4%
Dinner shows and cruises	5.0	4.8	4.3%
Groceries and snacks	8.9	6.6	35.5%
<b>Entertainment &amp; Recreation</b>	<b>27.6</b>	<b>27.2</b>	<b>1.4%</b>
Attractions/entertainment	12.3	13.0	-5.5%
Recreation	10.7	9.6	11.0%
Other activities & tours	4.6	4.6	1.1%
<b>Total Transportation</b>	<b>27.0</b>	<b>26.4</b>	<b>2.3%</b>
Interisland airfare	7.0	7.7	-8.6%
Ground transportation	2.3	3.1	-24.5%
Rental vehicles	16.7	14.6	14.1%
Gasoline, parking, etc.	1.0	1.1	-3.5%
<b>Total Shopping</b>	<b>72.1</b>	<b>71.1</b>	<b>1.4%</b>
Fashion and clothing	24.4	23.8	2.4%
Jewelry and watches	2.5	3.6	-31.3%
Cosmetics, perfume	4.6	4.8	-4.6%
Leather goods	25.8	27.6	-6.4%
Hawai'i food products	8.8	6.6	32.5%
Souvenirs	6.0	4.7	29.2%
<b>Total Lodging</b>	<b>91.6</b>	<b>107.0</b>	<b>-14.3%</b>
<b>All other expenses *</b>	<b>2.8</b>	<b>2.2</b>	<b>27.5%</b>

\*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 May YTD	2016P May YTD	% change
<b>GRAND TOTAL</b>	<b>277.0</b>	<b>283.5</b>	<b>-2.3%</b>
<b>Total Food and beverage</b>	<b>58.0</b>	<b>58.1</b>	<b>-0.1%</b>
Restaurant food	42.8	41.8	2.2%
Dinner shows and cruises	5.7	6.4	-10.9%
Groceries and snacks	9.6	9.9	-2.8%
<b>Entertainment &amp; Recreation</b>	<b>24.7</b>	<b>24.7</b>	<b>0.2%</b>
Attractions/entertainment	10.5	11.1	-5.2%
Recreation	4.3	4.5	-4.9%
Other activities & tours	10.0	9.1	9.1%
<b>Total Transportation</b>	<b>16.6</b>	<b>16.8</b>	<b>-0.7%</b>
Interisland airfare	3.8	3.8	-0.5%
Ground transportation	3.9	4.3	-7.7%
Rental vehicles	8.2	7.9	2.9%
Gasoline, parking, etc.	0.7	0.7	-0.9%
<b>Total Shopping</b>	<b>56.0</b>	<b>54.8</b>	<b>2.0%</b>
Fashion and clothing	34.4	34.5	-0.1%
Jewelry and watches	5.6	4.9	13.5%
Cosmetics, perfume	3.8	4.8	-19.4%
Leather goods	5.9	5.3	10.1%
Hawai'i food products	1.3	1.1	23.9%
Souvenirs	4.9	4.3	14.2%
<b>Total Lodging</b>	<b>104.8</b>	<b>116.9</b>	<b>-10.4%</b>
<b>All other expenses *</b>	<b>16.9</b>	<b>12.3</b>	<b>37.6%</b>

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

Source: Hawai'i Tourism Authority