

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

| Expenditure Type | 2017P September YTD | 2016 September YTD | % change |
|---------------------------------------|------------------------|-----------------------|--------------|
| GRAND TOTAL | 200.7 | 195.9 | 2.4% |
| Total Food and beverage | 41.3 | 40.8 | 1.1% |
| Restaurant food | 27.9 | 27.8 | 0.2% |
| Dinner shows and cruises | 4.2 | 4.0 | 3.8% |
| Groceries and snacks | 9.3 | 9.0 | 3.0% |
| Entertainment & Recreation | 18.6 | 17.8 | 4.2% |
| Attractions/entertainment | 5.4 | 5.6 | -2.9% |
| Recreation | 6.6 | 6.1 | 7.0% |
| Other activities & tours | 6.6 | 6.1 | 7.8% |
| Total Transportation | 19.2 | 19.5 | -1.2% |
| Interisland airfare | 3.4 | 3.6 | -4.4% |
| Ground transportation | 1.8 | 1.9 | -6.0% |
| Rental vehicles | 12.8 | 12.9 | -0.6% |
| Gasoline, parking, etc. | 1.2 | 1.0 | 10.6% |
| Total Shopping | 26.4 | 27.4 | -3.6% |
| Fashion and clothing | 10.0 | 10.6 | -5.2% |
| Jewelry and watches | 3.4 | 3.4 | -1.1% |
| Cosmetics, perfume | 1.2 | 1.3 | -6.2% |
| Leather goods | 3.8 | 3.9 | -3.8% |
| Hawai'i food products | 3.8 | 3.9 | -1.2% |
| Souvenirs | 4.2 | 4.4 | -2.7% |
| Total Lodging | 87.5 | 83.3 | 5.1% |
| All other expenses * | 7.6 | 7.1 | 7.5% |

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

| Expenditure Type | 2017P September YTD | 2016 September YTD | % change |
|---------------------------------------|--------------------------------|-------------------------------|-----------------|
| GRAND TOTAL | 177.5 | 166.3 | 6.7% |
| Total Food and beverage | 37.2 | 35.8 | 3.9% |
| Restaurant food | 23.5 | 22.6 | 4.0% |
| Dinner shows and cruises | 4.0 | 3.6 | 12.5% |
| Groceries and snacks | 9.6 | 9.6 | 0.4% |
| Entertainment & Recreation | 16.2 | 14.9 | 8.8% |
| Attractions/entertainment | 4.0 | 3.6 | 10.9% |
| Recreation | 6.5 | 6.5 | 0.7% |
| Other activities & tours | 5.7 | 4.8 | 18.2% |
| Total Transportation | 18.7 | 18.1 | 3.0% |
| Interisland airfare | 2.6 | 2.5 | 8.1% |
| Ground transportation | 0.8 | 0.7 | 12.0% |
| Rental vehicles | 14.0 | 13.9 | 1.0% |
| Gasoline, parking, etc. | 1.2 | 1.1 | 10.0% |
| Total Shopping | 16.6 | 15.8 | 4.8% |
| Fashion and clothing | 6.4 | 6.2 | 4.1% |
| Jewelry and watches | 2.6 | 2.5 | 5.0% |
| Cosmetics, perfume | 0.3 | 0.3 | -0.6% |
| Leather goods | 0.9 | 0.8 | 7.3% |
| Hawai'i food products | 2.7 | 2.4 | 11.4% |
| Souvenirs | 3.7 | 3.7 | 1.4% |
| Total Lodging | 84.7 | 77.5 | 9.3% |
| All other expenses * | 4.2 | 4.2 | 0.3% |

*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 September YTD | 2016 September YTD | % change |
|---------------------------------------|------------------------|-----------------------|--------------|
| GRAND TOTAL | 210.1 | 199.6 | 5.3% |
| Total Food and beverage | 41.9 | 40.4 | 3.8% |
| Restaurant food | 28.5 | 27.4 | 3.9% |
| Dinner shows and cruises | 5.1 | 4.7 | 8.7% |
| Groceries and snacks | 8.3 | 8.3 | 0.7% |
| Entertainment & Recreation | 21.7 | 20.8 | 4.4% |
| Attractions/entertainment | 5.9 | 5.6 | 7.0% |
| Recreation | 7.7 | 7.5 | 3.4% |
| Other activities & tours | 8.1 | 7.8 | 3.5% |
| Total Transportation | 22.2 | 21.9 | 1.6% |
| Interisland airfare | 4.9 | 4.8 | 1.6% |
| Ground transportation | 1.1 | 1.1 | -1.9% |
| Rental vehicles | 14.9 | 14.8 | 1.0% |
| Gasoline, parking, etc. | 1.4 | 1.2 | 12.9% |
| Total Shopping | 18.8 | 18.3 | 2.6% |
| Fashion and clothing | 6.8 | 6.7 | 1.9% |
| Jewelry and watches | 3.3 | 3.0 | 10.8% |
| Cosmetics, perfume | 0.5 | 0.4 | 21.6% |
| Leather goods | 0.6 | 0.8 | -18.4% |
| Hawai'i food products | 2.6 | 2.7 | -1.5% |
| Souvenirs | 4.9 | 4.8 | 2.3% |
| Total Lodging | 93.1 | 87.8 | 6.0% |
| All other expenses * | 12.4 | 10.4 | 19.2% |

*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 September YTD | 2016 September YTD | % change |
|---------------------------------------|------------------------|-----------------------|--------------|
| GRAND TOTAL | 238.2 | 232.6 | 2.4% |
| Total Food and beverage | 51.0 | 49.5 | 3.2% |
| Restaurant food | 38.2 | 36.7 | 4.0% |
| Dinner shows and cruises | 3.7 | 4.0 | -5.2% |
| Groceries and snacks | 9.1 | 8.8 | 3.5% |
| Entertainment & Recreation | 18.6 | 18.8 | -0.8% |
| Attractions/entertainment | 5.5 | 5.8 | -4.6% |
| Recreation | 4.6 | 4.2 | 8.9% |
| Other activities & tours | 8.6 | 8.8 | -3.0% |
| Total Transportation | 13.3 | 12.2 | 8.5% |
| Interisland airfare | 2.1 | 1.9 | 6.2% |
| Ground transportation | 6.2 | 5.8 | 7.6% |
| Rental vehicles | 4.5 | 4.2 | 7.9% |
| Gasoline, parking, etc. | 0.5 | 0.4 | 42.4% |
| Total Shopping | 64.5 | 65.5 | -1.5% |
| Fashion and clothing | 17.9 | 17.5 | 2.7% |
| Jewelry and watches | 5.8 | 6.6 | -12.2% |
| Cosmetics, perfume | 3.6 | 3.5 | 2.4% |
| Leather goods | 17.3 | 17.6 | -1.5% |
| Hawai'i food products | 13.3 | 13.5 | -1.4% |
| Souvenirs | 6.6 | 6.9 | -4.1% |
| Total Lodging | 80.8 | 76.6 | 5.4% |
| All other expenses * | 10.0 | 10.0 | 0.4% |

*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 September YTD | 2016 September YTD | % change |
|---------------------------------------|------------------------|-----------------------|--------------|
| GRAND TOTAL | 163.3 | 160.1 | 2.0% |
| Total Food and beverage | 33.0 | 33.3 | -1.1% |
| Restaurant food | 19.1 | 18.9 | 1.0% |
| Dinner shows and cruises | 2.8 | 3.1 | -10.7% |
| Groceries and snacks | 11.1 | 11.3 | -2.0% |
| Entertainment & Recreation | 13.0 | 12.0 | 8.6% |
| Attractions/entertainment | 4.0 | 3.8 | 4.1% |
| Recreation | 4.8 | 4.7 | 3.5% |
| Other activities & tours | 4.2 | 3.5 | 20.3% |
| Total Transportation | 17.5 | 17.1 | 2.7% |
| Interisland airfare | 1.9 | 1.8 | 3.7% |
| Ground transportation | 0.8 | 0.9 | -7.2% |
| Rental vehicles | 13.4 | 13.2 | 1.9% |
| Gasoline, parking, etc. | 1.4 | 1.2 | 14.6% |
| Total Shopping | 13.3 | 13.0 | 2.8% |
| Fashion and clothing | 7.2 | 6.6 | 9.1% |
| Jewelry and watches | 1.3 | 1.5 | -12.7% |
| Cosmetics, perfume | 0.2 | 0.2 | 10.5% |
| Leather goods | 0.6 | 0.5 | 14.7% |
| Hawai'i food products | 1.6 | 1.5 | 5.2% |
| Souvenirs | 2.3 | 2.6 | -8.8% |
| Total Lodging | 81.0 | 79.2 | 2.3% |
| All other expenses * | 5.4 | 5.5 | -2.0% |

*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 September YTD | 2016 September YTD | % change |
|---------------------------------------|------------------------|-----------------------|---------------|
| GRAND TOTAL | 328.6 | 384.9 | -14.6% |
| Total Food and beverage | 53.3 | 65.1 | -18.1% |
| Restaurant food | 42.8 | 54.9 | -22.0% |
| Dinner shows and cruises | 3.6 | 4.6 | -20.7% |
| Groceries and snacks | 6.9 | 5.6 | 21.9% |
| Entertainment & Recreation | 32.8 | 42.4 | -22.6% |
| Attractions/entertainment | 24.2 | 36.0 | -32.9% |
| Recreation | 4.7 | 2.8 | 69.7% |
| Other activities & tours | 3.9 | 3.6 | 9.9% |
| Total Transportation | 36.9 | 45.4 | -18.7% |
| Interisland airfare | 14.9 | 14.0 | 6.7% |
| Ground transportation | 6.1 | 15.1 | -59.7% |
| Rental vehicles | 14.7 | 15.0 | -2.2% |
| Gasoline, parking, etc. | 1.2 | 1.3 | -5.9% |
| Total Shopping | 104.9 | 115.6 | -9.3% |
| Fashion and clothing | 35.4 | 45.4 | -22.1% |
| Jewelry and watches | 24.6 | 20.6 | 19.6% |
| Cosmetics, perfume | 13.6 | 13.0 | 5.0% |
| Leather goods | 21.7 | 24.0 | -9.7% |
| Hawai'i food products | 6.7 | 7.4 | -8.8% |
| Souvenirs | 2.8 | 5.2 | -46.0% |
| Total Lodging | 93.7 | 106.6 | -12.1% |
| All other expenses * | 7.0 | 9.8 | -28.5% |

*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 September YTD | 2016 September YTD | % change |
|---------------------------------------|------------------------|-----------------------|---------------|
| GRAND TOTAL | 278.2 | 306.1 | -9.1% |
| Total Food and beverage | 63.7 | 72.5 | -12.2% |
| Restaurant food | 50.4 | 60.5 | -16.6% |
| Dinner shows and cruises | 4.5 | 4.6 | -3.1% |
| Groceries and snacks | 8.8 | 7.4 | 18.5% |
| Entertainment & Recreation | 26.2 | 26.9 | -2.6% |
| Attractions/entertainment | 12.0 | 13.3 | -9.5% |
| Recreation | 9.9 | 9.5 | 4.1% |
| Other activities & tours | 4.3 | 4.1 | 4.3% |
| Total Transportation | 26.3 | 28.0 | -6.0% |
| Interisland airfare | 6.4 | 7.1 | -9.1% |
| Ground transportation | 2.3 | 2.5 | -5.7% |
| Rental vehicles | 16.6 | 17.3 | -3.7% |
| Gasoline, parking, etc. | 0.9 | 1.1 | -18.4% |
| Total Shopping | 70.0 | 64.8 | 8.0% |
| Fashion and clothing | 23.5 | 21.8 | 7.6% |
| Jewelry and watches | 2.4 | 3.2 | -23.2% |
| Cosmetics, perfume | 4.0 | 4.1 | -2.0% |
| Leather goods | 26.2 | 24.4 | 7.4% |
| Hawai'i food products | 7.2 | 6.3 | 14.6% |
| Souvenirs | 6.7 | 5.0 | 32.5% |
| Total Lodging | 89.4 | 111.2 | -19.6% |
| All other expenses * | 2.6 | 2.7 | -4.0% |

*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 September YTD | 2016 September YTD | % change |
|---------------------------------------|------------------------|-----------------------|---------------|
| GRAND TOTAL | 277.1 | 291.3 | -4.9% |
| Total Food and beverage | 56.5 | 58.1 | -2.8% |
| Restaurant food | 41.3 | 42.5 | -2.6% |
| Dinner shows and cruises | 5.9 | 5.9 | -0.9% |
| Groceries and snacks | 9.3 | 9.7 | -4.6% |
| Entertainment & Recreation | 25.3 | 25.1 | 0.5% |
| Attractions/entertainment | 11.0 | 11.6 | -5.0% |
| Recreation | 4.2 | 4.4 | -5.0% |
| Other activities & tours | 10.0 | 9.1 | 10.3% |
| Total Transportation | 16.9 | 17.9 | -5.4% |
| Interisland airfare | 4.1 | 4.6 | -11.7% |
| Ground transportation | 3.7 | 4.0 | -5.9% |
| Rental vehicles | 8.5 | 8.6 | -1.1% |
| Gasoline, parking, etc. | 0.7 | 0.8 | -11.8% |
| Total Shopping | 57.2 | 54.7 | 4.5% |
| Fashion and clothing | 35.9 | 34.5 | 4.0% |
| Jewelry and watches | 4.5 | 5.1 | -10.8% |
| Cosmetics, perfume | 4.5 | 4.3 | 2.8% |
| Leather goods | 6.0 | 5.0 | 20.0% |
| Hawai'i food products | 1.3 | 1.2 | 11.1% |
| Souvenirs | 5.0 | 4.6 | 8.1% |
| Total Lodging | 103.4 | 121.4 | -14.8% |
| All other expenses * | 17.9 | 14.1 | 26.7% |

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

Source: Hawai'i Tourism Authority