

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

Expenditure Type	2017P October YTD	2016 October YTD	% change
GRAND TOTAL	201.0	196.7	2.2%
Total Food and beverage	41.6	41.0	1.6%
Restaurant food	28.2	27.9	1.2%
Dinner shows and cruises	4.2	4.1	3.9%
Groceries and snacks	9.2	9.0	1.7%
Entertainment & Recreation	18.6	17.8	4.3%
Attractions/entertainment	5.5	5.6	-1.8%
Recreation	6.4	6.1	5.2%
Other activities & tours	6.7	6.1	9.0%
Total Transportation	19.3	19.5	-0.5%
Interisland airfare	3.5	3.6	-3.6%
Ground transportation	1.8	1.9	-4.2%
Rental vehicles	12.9	12.9	0.0%
Gasoline, parking, etc.	1.2	1.1	9.8%
Total Shopping	27.4	27.8	-1.2%
Fashion and clothing	10.3	10.7	-3.6%
Jewelry and watches	3.5	3.5	-0.1%
Cosmetics, perfume	1.3	1.3	2.7%
Leather goods	4.0	4.0	-0.3%
Hawai'i food products	4.0	3.9	1.6%
Souvenirs	4.4	4.5	-0.8%
Total Lodging	86.3	83.4	3.5%
All other expenses *	7.7	7.2	6.6%

*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 October YTD	2016 October YTD	% change
GRAND TOTAL	177.2	166.8	6.2%
Total Food and beverage	37.4	36.1	3.7%
Restaurant food	23.8	22.8	4.2%
Dinner shows and cruises	4.0	3.7	10.4%
Groceries and snacks	9.6	9.6	0.0%
Entertainment & Recreation	16.1	14.9	8.0%
Attractions/entertainment	4.0	3.6	9.5%
Recreation	6.4	6.5	-0.7%
Other activities & tours	5.7	4.8	18.5%
Total Transportation	18.7	18.2	3.0%
Interisland airfare	2.6	2.4	7.0%
Ground transportation	0.8	0.7	10.4%
Rental vehicles	14.2	14.0	1.5%
Gasoline, parking, etc.	1.2	1.1	8.7%
Total Shopping	16.9	16.1	4.9%
Fashion and clothing	6.5	6.2	4.2%
Jewelry and watches	2.7	2.5	7.3%
Cosmetics, perfume	0.4	0.3	19.6%
Leather goods	0.9	0.8	6.3%
Hawai'i food products	2.7	2.5	9.3%
Souvenirs	3.7	3.7	0.0%
Total Lodging	84.0	77.5	8.4%
All other expenses *	4.1	4.2	-0.4%

*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 October YTD	2016 October YTD	% change
GRAND TOTAL	210.7	200.0	5.4%
Total Food and beverage	42.1	40.5	4.0%
Restaurant food	28.6	27.5	4.0%
Dinner shows and cruises	5.2	4.8	8.6%
Groceries and snacks	8.3	8.2	1.0%
Entertainment & Recreation	21.8	20.7	5.7%
Attractions/entertainment	6.0	5.6	7.5%
Recreation	7.7	7.3	4.7%
Other activities & tours	8.2	7.8	5.3%
Total Transportation	22.4	22.0	1.8%
Interisland airfare	4.9	4.9	0.5%
Ground transportation	1.1	1.1	-0.4%
Rental vehicles	15.0	14.8	1.6%
Gasoline, parking, etc.	1.4	1.3	10.8%
Total Shopping	19.0	18.4	3.6%
Fashion and clothing	6.9	6.6	3.4%
Jewelry and watches	3.3	3.1	8.1%
Cosmetics, perfume	0.5	0.4	35.3%
Leather goods	0.6	0.7	-14.0%
Hawai'i food products	2.7	2.7	1.2%
Souvenirs	5.0	4.9	2.4%
Total Lodging	92.8	87.8	5.7%
All other expenses *	12.5	10.7	17.3%

*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 October YTD	2016 October YTD	% change
GRAND TOTAL	238.6	234.6	1.7%
Total Food and beverage	51.0	49.8	2.4%
Restaurant food	38.2	37.0	3.3%
Dinner shows and cruises	3.7	4.0	-5.8%
Groceries and snacks	9.0	8.8	2.4%
Entertainment & Recreation	18.7	18.9	-0.8%
Attractions/entertainment	5.5	5.8	-4.6%
Recreation	4.5	4.2	8.3%
Other activities & tours	8.7	9.0	-2.5%
Total Transportation	13.3	12.2	8.7%
Interisland airfare	2.1	2.0	4.3%
Ground transportation	6.2	5.8	7.1%
Rental vehicles	4.5	4.1	10.0%
Gasoline, parking, etc.	0.5	0.3	44.5%
Total Shopping	64.8	66.5	-2.5%
Fashion and clothing	17.9	17.5	2.4%
Jewelry and watches	5.9	6.8	-12.8%
Cosmetics, perfume	3.6	3.7	-0.9%
Leather goods	17.2	17.9	-3.9%
Hawai'i food products	13.5	13.7	-1.0%
Souvenirs	6.6	7.0	-4.9%
Total Lodging	80.8	77.2	4.7%
All other expenses *	10.0	10.1	-1.3%

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

Expenditure Type	2017P October YTD	2016 October YTD	% change
GRAND TOTAL	163.1	161.2	1.2%
Total Food and beverage	33.3	33.4	-0.3%
Restaurant food	19.4	18.9	2.8%
Dinner shows and cruises	2.8	3.2	-11.3%
Groceries and snacks	11.1	11.4	-2.3%
Entertainment & Recreation	12.8	12.1	6.2%
Attractions/entertainment	3.9	3.9	2.1%
Recreation	4.8	4.6	3.8%
Other activities & tours	4.1	3.6	13.6%
Total Transportation	17.6	17.1	2.9%
Interisland airfare	1.8	1.8	2.5%
Ground transportation	0.9	0.9	-1.8%
Rental vehicles	13.5	13.2	2.1%
Gasoline, parking, etc.	1.4	1.2	12.2%
Total Shopping	13.7	13.2	3.8%
Fashion and clothing	7.3	6.7	8.1%
Jewelry and watches	1.5	1.5	-3.6%
Cosmetics, perfume	0.3	0.2	15.6%
Leather goods	0.6	0.5	19.6%
Hawai'i food products	1.6	1.6	4.1%
Souvenirs	2.4	2.6	-7.5%
Total Lodging	80.3	79.6	0.8%
All other expenses *	5.3	5.7	-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:
2017P vs. 2016P
(Arrivals by air, in dollars)**

Expenditure Type	2017P October YTD	2016 October YTD	% change
GRAND TOTAL	333.2	385.0	-13.5%
Total Food and beverage	53.1	64.1	-17.3%
Restaurant food	42.8	54.1	-20.9%
Dinner shows and cruises	3.4	4.4	-21.4%
Groceries and snacks	6.8	5.6	20.7%
Entertainment & Recreation	33.2	42.3	-21.4%
Attractions/entertainment	24.3	35.5	-31.4%
Recreation	4.6	2.9	62.0%
Other activities & tours	4.3	3.9	8.9%
Total Transportation	36.9	44.8	-17.7%
Interisland airfare	15.1	13.8	9.2%
Ground transportation	5.9	14.9	-60.5%
Rental vehicles	14.7	14.8	-0.8%
Gasoline, parking, etc.	1.2	1.3	-5.7%
Total Shopping	108.2	115.7	-6.5%
Fashion and clothing	36.6	45.2	-19.0%
Jewelry and watches	24.8	20.5	21.2%
Cosmetics, perfume	14.7	12.8	15.1%
Leather goods	22.4	24.8	-9.9%
Hawai'i food products	6.7	7.3	-8.0%
Souvenirs	2.9	5.1	-42.5%
Total Lodging	94.4	108.1	-12.7%
All other expenses *	7.4	10.0	-25.9%

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

Expenditure Type	2017P October YTD	2016 October YTD	% change
GRAND TOTAL	277.4	310.1	-10.6%
Total Food and beverage	63.4	73.5	-13.7%
Restaurant food	50.4	61.3	-17.7%
Dinner shows and cruises	4.7	4.6	2.0%
Groceries and snacks	8.4	7.6	9.5%
Entertainment & Recreation	26.9	26.9	0.1%
Attractions/entertainment	12.8	13.1	-2.1%
Recreation	9.9	9.8	1.2%
Other activities & tours	4.2	4.0	4.4%
Total Transportation	26.1	28.1	-7.0%
Interisland airfare	6.5	6.9	-5.9%
Ground transportation	2.4	2.4	-2.2%
Rental vehicles	16.3	17.6	-7.2%
Gasoline, parking, etc.	0.9	1.1	-17.6%
Total Shopping	69.9	66.3	5.4%
Fashion and clothing	23.1	23.0	0.5%
Jewelry and watches	2.3	3.1	-25.4%
Cosmetics, perfume	3.9	3.8	2.7%
Leather goods	26.3	24.5	7.3%
Hawai'i food products	7.5	6.5	15.8%
Souvenirs	6.7	5.4	24.3%
Total Lodging	88.4	112.5	-21.4%
All other expenses *	2.6	2.8	-8.6%

*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 October YTD	2016 October YTD	% change
GRAND TOTAL	279.6	294.0	-4.9%
Total Food and beverage	57.4	58.5	-1.9%
Restaurant food	42.0	42.8	-1.8%
Dinner shows and cruises	5.8	5.9	-1.3%
Groceries and snacks	9.5	9.8	-2.5%
Entertainment & Recreation	25.5	25.4	0.3%
Attractions/entertainment	11.1	11.9	-7.1%
Recreation	4.5	4.3	4.8%
Other activities & tours	9.9	9.1	7.9%
Total Transportation	17.0	17.7	-3.8%
Interisland airfare	4.1	4.5	-9.3%
Ground transportation	3.6	3.9	-6.9%
Rental vehicles	8.6	8.5	1.3%
Gasoline, parking, etc.	0.7	0.8	-12.5%
Total Shopping	58.5	55.4	5.5%
Fashion and clothing	36.2	34.9	3.6%
Jewelry and watches	4.7	5.1	-7.1%
Cosmetics, perfume	4.8	4.4	7.2%
Leather goods	6.2	5.0	24.8%
Hawai'i food products	1.4	1.2	16.1%
Souvenirs	5.2	4.8	7.6%
Total Lodging	103.8	121.9	-14.8%
All other expenses *	17.5	15.2	15.2%

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

Source: Hawai'i Tourism Authority