

**Total Visitor Personal Daily Spending by Category:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P January YTD	2019P January YTD	% change
GRAND TOTAL	205.7	200.2	2.7%
Total Food and beverage	41.9	41.0	2.0%
Restaurant food	28.4	26.6	6.7%
Dinner shows and cruises	3.8	4.2	-9.3%
Groceries and snacks	9.7	10.3	-5.5%
Entertainment & Recreation	17.4	17.3	0.7%
Attractions/entertainment	6.1	4.6	32.0%
Recreation	5.5	6.4	-13.1%
Other activities & tours	5.8	6.3	-8.3%
Total Transportation	20.3	20.7	-1.8%
Interisland airfare	2.6	2.8	-9.6%
Ground transportation	2.0	1.9	6.5%
Rental vehicles	14.6	14.6	-4.3%
Gasoline, parking, etc.	1.1	1.4	-21.0%
Total Shopping	23.8	24.3	-2.0%
Fashion and clothing	9.6	10.1	-4.3%
Jewelry and watches	2.9	2.4	21.4%
Cosmetics, perfume	0.8	1.0	0.0%
Leather goods	3.6	3.3	8.3%
Hawai'i food products	3.5	3.4	0.0%
Souvenirs	3.4	4.2	-18.5%
Total Lodging	95.4	90.3	5.6%
All other expenses *	6.9	6.6	4.4%

P=Preliminary data.

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

Source: Hawai'i Tourism Authority

**U.S. Total Visitor Personal Daily Spending by Category:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P	2019P	% change
	January YTD	January YTD	
GRAND TOTAL	202.0	195.7	3.2%
Total Food and beverage	40.3	40.8	-1.2%
Restaurant food	26.3	26.5	-0.7%
Dinner shows and cruises	4.2	4.5	-5.8%
Groceries and snacks	9.8	9.9	-0.7%
Entertainment & Recreation	16.9	17.2	-1.8%
Attractions/entertainment	16.9	17.2	-1.8%
Recreation	16.9	17.2	-1.8%
Other activities & tours	16.9	17.2	-1.8%
Total Transportation	21.6	21.1	2.3%
Interisland airfare	2.9	2.5	15.4%
Ground transportation	1.2	1.1	7.7%
Rental vehicles	16.3	16.3	0.3%
Gasoline, parking, etc.	1.3	1.3	-3.1%
Total Shopping	16.2	15.4	5.4%
Fashion and clothing	6.2	6.4	-3.5%
Jewelry and watches	2.8	2.0	35.4%
Cosmetics, perfume	0.2	0.5	-58.1%
Leather goods	1.2	0.3	256.0%
Hawai'i food products	2.6	2.6	0.6%
Souvenirs	3.3	3.5	-7.6%
Total Lodging	100.1	94.8	5.6%
All other expenses *	7.0	6.4	9.0%

P=Preliminary data.

*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:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P	2019P	% change
	January YTD	January YTD	
GRAND TOTAL	186.3	180.4	3.3%
Total Food and beverage	38.2	37.9	0.8%
Restaurant food	24.2	23.8	1.7%
Dinner shows and cruises	3.6	3.6	1.3%
Groceries and snacks	10.4	10.6	-1.5%
Entertainment & Recreation	14.3	14.7	-2.7%
Attractions/entertainment	3.8	3.3	15.9%
Recreation	5.7	6.4	-12.0%
Other activities & tours	4.8	4.9	-3.0%
Total Transportation	20.2	20.2	-0.3%
Interisland airfare	2.4	2.0	20.0%
Ground transportation	0.9	0.9	-4.8%
Rental vehicles	15.7	16.1	-2.9%
Gasoline, parking, etc.	1.2	1.2	4.6%
Total Shopping	15.8	14.2	11.3%
Fashion and clothing	6.2	6.0	3.1%
Jewelry and watches	2.2	1.8	20.5%
Cosmetics, perfume	0.2	0.3	-51.0%
Leather goods	1.4	0.4	217.9%
Hawai'i food products	2.7	2.5	6.9%
Souvenirs	3.2	3.1	3.8%
Total Lodging	94.2	88.9	6.0%
All other expenses *	3.5	4.4	-20.0%

P=Preliminary data.

*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:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P	2019P	% change
	January YTD	January YTD	
GRAND TOTAL	225.4	218.0	3.4%
Total Food and beverage	43.4	45.0	-3.6%
Restaurant food	29.4	30.3	-3.2%
Dinner shows and cruises	5.2	5.8	-11.8%
Groceries and snacks	8.9	8.8	0.6%
Entertainment & Recreation	20.7	20.8	-0.4%
Attractions/entertainment	6.1	5.3	15.7%
Recreation	6.9	7.7	-10.4%
Other activities & tours	7.7	7.8	-1.6%
Total Transportation	23.7	22.4	5.8%
Interisland airfare	3.5	3.2	11.5%
Ground transportation	1.6	1.3	21.0%
Rental vehicles	17.3	16.5	5.1%
Gasoline, parking, etc.	1.3	1.5	-12.1%
Total Shopping	16.8	17.1	-1.7%
Fashion and clothing	6.2	7.0	-11.8%
Jewelry and watches	3.6	2.3	52.8%
Cosmetics, perfume	0.3	0.7	-63.2%
Leather goods	1.0	0.2	364.1%
Hawai'i food products	2.5	2.7	-8.1%
Souvenirs	3.3	4.2	-20.1%
Total Lodging	108.7	103.4	5.1%
All other expenses *	12.1	9.3	29.6%

P=Preliminary data.

*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:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P January YTD	2019P January YTD	% change
GRAND TOTAL	239.9	238.0	0.8%
Total Food and beverage	52.1	51.4	1.5%
Restaurant food	39.4	37.7	4.5%
Dinner shows and cruises	3.2	3.6	-11.6%
Groceries and snacks	9.5	10.0	-5.0%
Entertainment & Recreation	17.7	17.0	3.7%
Attractions/entertainment	6.3	4.9	30.2%
Recreation	3.9	4.1	-3.0%
Other activities & tours	7.4	8.1	-8.9%
Total Transportation	13.2	12.0	10.0%
Interisland airfare	1.3	1.2	4.5%
Ground transportation	5.7	5.6	1.6%
Rental vehicles	5.5	4.5	21.4%
Gasoline, parking, etc.	0.7	0.6	12.8%
Total Shopping	67.7	69.2	-2.1%
Fashion and clothing	20.8	21.0	-1.3%
Jewelry and watches	6.5	7.4	-11.6%
Cosmetics, perfume	4.1	4.0	1.5%
Leather goods	17.8	18.5	-3.5%
Hawai'i food products	12.2	12.7	-3.6%
Souvenirs	6.2	5.5	12.6%
Total Lodging	80.8	77.5	4.2%
All other expenses *	8.5	10.9	-22.4%

P=Preliminary data.

*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:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P January YTD	2019P January YTD	% change
GRAND TOTAL	175.6	171.6	2.3%
Total Food and beverage	36.3	34.3	5.8%
Restaurant food	21.8	18.5	18.1%
Dinner shows and cruises	1.9	3.1	-37.6%
Groceries and snacks	12.6	12.7	-1.3%
Entertainment & Recreation	14.8	13.1	13.0%
Attractions/entertainment	4.2	3.2	29.9%
Recreation	6.3	5.5	14.9%
Other activities & tours	4.3	4.4	-2.0%
Total Transportation	20.8	19.7	5.5%
Interisland airfare	1.2	1.2	5.7%
Ground transportation	0.8	0.8	-5.1%
Rental vehicles	17.3	16.3	5.7%
Gasoline, parking, etc.	1.5	1.4	8.4%
Total Shopping	13.2	12.1	9.1%
Fashion and clothing	7.5	6.9	7.6%
Jewelry and watches	1.1	1.3	-15.7%
Cosmetics, perfume	0.3	0.2	60.2%
Leather goods	0.5	0.3	62.6%
Hawai'i food products	1.7	1.2	43.7%
Souvenirs	2.1	2.2	-2.3%
Total Lodging	86.6	86.6	0.0%
All other expenses *	3.8	5.7	-33.4%

P=Preliminary data.

*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:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P January YTD	2019P January YTD	% change
GRAND TOTAL	258.8	250.8	3.2%
Total Food and beverage	57.1	54.1	5.7%
Restaurant food	41.4	40.4	2.7%
Dinner shows and cruises	5.0	4.1	22.3%
Groceries and snacks	10.6	9.6	11.2%
Entertainment & Recreation	26.6	23.6	12.8%
Attractions/entertainment	12.3	10.9	12.7%
Recreation	9.1	8.7	4.5%
Other activities & tours	5.3	4.1	30.6%
Total Transportation	27.3	26.8	1.8%
Interisland airfare	7.4	9.2	-19.3%
Ground transportation	2.3	2.1	10.5%
Rental vehicles	16.2	14.6	10.8%
Gasoline, parking, etc.	1.3	0.9	50.1%
Total Shopping	57.0	57.6	-1.0%
Fashion and clothing	15.8	19.6	-19.2%
Jewelry and watches	1.3	0.6	112.0%
Cosmetics, perfume	0.8	2.0	-59.4%
Leather goods	26.9	22.8	17.9%
Hawai'i food products	5.1	6.8	-24.5%
Souvenirs	7.0	5.7	23.0%
Total Lodging	88.3	83.5	5.7%
All other expenses *	2.5	5.2	-52.5%

P=Preliminary data.

*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:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P January YTD	2019P January YTD	% change
GRAND TOTAL	296.6	301.0	-1.5%
Total Food and beverage	52.8	53.6	-1.4%
Restaurant food	43.4	43.7	-0.9%
Dinner shows and cruises	4.0	1.0	294.0%
Groceries and snacks	5.5	8.8	-37.7%
Entertainment & Recreation	31.7	33.4	-5.2%
Attractions/entertainment	21.9	25.0	-12.4%
Recreation	3.1	5.7	-45.6%
Other activities & tours	6.7	2.8	143.6%
Total Transportation	34.0	34.3	-1.1%
Interisland airfare	9.2	12.1	-23.9%
Ground transportation	5.0	5.3	-5.6%
Rental vehicles	18.4	15.4	18.9%
Gasoline, parking, etc.	1.4	1.5	-7.4%
Total Shopping	84.6	82.4	2.7%
Fashion and clothing	39.9	31.7	25.7%
Jewelry and watches	9.8	4.3	125.1%
Cosmetics, perfume	10.6	9.6	10.1%
Leather goods	15.1	30.6	-50.5%
Hawai'i food products	4.5	4.8	-4.9%
Souvenirs	4.7	1.4	235.1%
Total Lodging	87.8	91.0	-3.4%
All other expenses *	5.7	6.3	-10.7%

P=Preliminary data.

*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:
January 2020P YTD vs. January 2019P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2020P January YTD	2019P January YTD	% change
GRAND TOTAL	267.2	272.6	-2.0%
Total Food and beverage	56.0	55.4	1.2%
Restaurant food	42.3	41.9	1.1%
Dinner shows and cruises	5.1	4.5	12.4%
Groceries and snacks	8.6	8.9	-3.7%
Entertainment & Recreation	27.3	27.7	-1.3%
Attractions/entertainment	12.9	10.2	27.4%
Recreation	3.8	5.0	-24.5%
Other activities & tours	10.6	12.5	-15.4%
Total Transportation	17.2	16.9	1.6%
Interisland airfare	2.8	4.1	-31.9%
Ground transportation	5.2	3.7	39.8%
Rental vehicles	8.5	8.5	-0.7%
Gasoline, parking, etc.	0.7	0.6	25.9%
Total Shopping	49.3	48.2	2.1%
Fashion and clothing	35.3	30.7	15.0%
Jewelry and watches	3.8	4.5	-15.8%
Cosmetics, perfume	2.0	2.7	-26.2%
Leather goods	3.3	5.7	-41.2%
Hawai'i food products	0.9	1.2	-22.7%
Souvenirs	3.9	3.4	13.7%
Total Lodging	104.9	115.0	-8.7%
All other expenses *	12.5	9.4	32.1%

P=Preliminary data.

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

Source: Hawai'i Tourism Authority