

**Total Visitor Personal Daily Spending by Category:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P 1/ March YTD	2020P March YTD	% change
GRAND TOTAL	163.1	199.7	-18.4%
Total Food and beverage	36.8	41.2	-10.9%
Restaurant food	23.7	27.8	-14.7%
Dinner shows and cruises	2.6	3.7	-30.3%
Groceries and snacks	10.4	9.7	7.6%
Entertainment & Recreation	12.6	16.0	-21.1%
Attractions/entertainment	2.8	5.3	-47.7%
Recreation	5.8	5.3	8.9%
Other activities & tours	4.1	5.4	-24.5%
Total Transportation	15.7	20.1	-21.8%
Interisland airfare	0.7	2.5	-72.6%
Ground transportation	0.7	1.7	-57.2%
Rental vehicles	13.3	14.7	-9.6%
Gasoline, parking, etc.	1.0	1.2	-16.9%
Total Shopping	18.0	22.7	-20.4%
Fashion and clothing	7.2	8.8	-18.2%
Jewelry and watches	2.6	2.6	1.5%
Cosmetics, perfume	0.3	0.9	-68.3%
Leather goods	2.2	3.3	-33.3%
Hawai'i food products	2.3	3.6	-36.4%
Souvenirs	3.4	3.5	-2.1%
Total Lodging	76.2	93.1	-18.1%
All other expenses *	3.7	6.7	-44.6%

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

1/ First quarter 2021 spending data were from U.S. West, U.S. East, Japan and Canada visitors (Canada data were only available for January and February). Spending data by visitors from other markets were not available due to limited samples.

Source: Hawai'i Tourism Authority

**U.S. Total Visitor Personal Daily Spending by Category:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P March YTD	2020P March YTD	% change
GRAND TOTAL	167.5	197.9	-15.4%
Total Food and beverage	37.7	40.0	-5.8%
Restaurant food	24.3	26.4	-7.6%
Dinner shows and cruises	2.7	3.9	-29.7%
Groceries and snacks	10.6	9.8	8.5%
Entertainment & Recreation	13.0	15.8	-17.8%
Attractions/entertainment	13.0	15.8	-17.8%
Recreation	13.0	15.8	-17.8%
Other activities & tours	13.0	15.8	-17.8%
Total Transportation	16.2	21.4	-24.3%
Interisland airfare	0.7	2.8	-76.2%
Ground transportation	0.7	1.1	-30.7%
Rental vehicles	13.8	16.3	-15.3%
Gasoline, parking, etc.	1.0	1.2	-20.8%
Total Shopping	18.5	16.5	11.9%
Fashion and clothing	7.4	6.3	16.6%
Jewelry and watches	2.7	2.5	11.3%
Cosmetics, perfume	0.3	0.3	-24.8%
Leather goods	2.3	1.4	60.9%
Hawai'i food products	2.3	2.6	-12.4%
Souvenirs	3.6	3.3	6.2%
Total Lodging	78.3	97.3	-19.5%
All other expenses *	3.8	6.9	-44.1%

*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:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P March YTD	2020P March YTD	% change
GRAND TOTAL	164.8	184.9	-10.9%
Total Food and beverage	37.5	38.3	-2.0%
Restaurant food	23.7	24.6	-3.6%
Dinner shows and cruises	2.7	3.4	-20.0%
Groceries and snacks	11.1	10.4	7.6%
Entertainment & Recreation	11.8	13.7	-14.0%
Attractions/entertainment	2.6	3.8	-32.5%
Recreation	5.2	5.5	-4.2%
Other activities & tours	3.9	4.4	-10.1%
Total Transportation	15.6	20.0	-22.2%
Interisland airfare	0.5	2.1	-76.7%
Ground transportation	0.7	0.9	-20.4%
Rental vehicles	13.4	15.8	-15.1%
Gasoline, parking, etc.	1.0	1.2	-19.3%
Total Shopping	18.3	16.5	11.1%
Fashion and clothing	7.2	6.3	13.9%
Jewelry and watches	2.4	2.1	18.3%
Cosmetics, perfume	0.2	0.4	-49.2%
Leather goods	2.5	1.9	34.4%
Hawai'i food products	2.5	2.7	-9.0%
Souvenirs	3.4	3.1	11.4%
Total Lodging	77.8	92.7	-16.0%
All other expenses *	3.8	3.7	0.2%

*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:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P March YTD	2020P March YTD	% change
GRAND TOTAL	173.2	217.9	-20.5%
Total Food and beverage	37.9	42.6	-10.9%
Restaurant food	25.6	29.0	-11.7%
Dinner shows and cruises	2.8	4.7	-39.9%
Groceries and snacks	9.5	8.9	6.9%
Entertainment & Recreation	15.6	19.1	-18.7%
Attractions/entertainment	3.5	5.4	-35.3%
Recreation	7.3	6.5	11.3%
Other activities & tours	4.8	7.3	-33.3%
Total Transportation	17.4	23.5	-25.7%
Interisland airfare	1.0	3.8	-73.7%
Ground transportation	0.8	1.4	-39.2%
Rental vehicles	14.6	17.0	-14.4%
Gasoline, parking, etc.	1.0	1.3	-21.8%
Total Shopping	18.9	16.6	13.9%
Fashion and clothing	7.7	6.3	21.8%
Jewelry and watches	3.4	3.1	9.2%
Cosmetics, perfume	0.4	0.3	43.8%
Leather goods	1.7	0.7	156.4%
Hawai'i food products	2.0	2.5	-21.4%
Souvenirs	3.8	3.8	1.2%
Total Lodging	79.3	104.5	-24.1%
All other expenses *	4.0	11.7	-65.6%

*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:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P March YTD	2020P March YTD	% change
GRAND TOTAL	205.8	240.4	-14.4%
Total Food and beverage	44.6	52.9	-15.8%
Restaurant food	26.3	39.8	-34.1%
Dinner shows and cruises	2.0	3.4	-42.7%
Groceries and snacks	16.3	9.6	69.3%
Entertainment & Recreation	14.1	18.6	-24.4%
Attractions/entertainment	3.8	6.7	-43.2%
Recreation	9.1	4.0	130.7%
Other activities & tours	1.1	7.9	-85.9%
Total Transportation	11.8	12.8	-7.5%
Interisland airfare	0.2	1.4	-84.7%
Ground transportation	2.3	6.1	-61.6%
Rental vehicles	7.3	4.7	55.1%
Gasoline, parking, etc.	2.0	0.6	223.3%
Total Shopping	39.1	66.2	-40.9%
Fashion and clothing	17.4	19.5	-11.1%
Jewelry and watches	2.6	6.4	-59.2%
Cosmetics, perfume	4.0	4.3	-7.4%
Leather goods	6.4	16.9	-62.3%
Hawai'i food products	4.9	12.9	-62.2%
Souvenirs	3.9	6.0	-35.5%
Total Lodging	91.2	80.5	13.3%
All other expenses *	5.0	9.4	-46.5%

*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:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P March YTD 2/	2020P March YTD	% change
GRAND TOTAL	170.9	176.1	-2.9%
Total Food and beverage	44.9	35.6	26.1%
Restaurant food	27.5	21.3	28.9%
Dinner shows and cruises	0.3	2.3	-87.2%
Groceries and snacks	17.1	12.0	42.6%
Entertainment & Recreation	6.5	12.5	-48.2%
Attractions/entertainment	0.3	3.9	-91.5%
Recreation	4.8	5.0	-4.6%
Other activities & tours	1.4	3.6	-61.4%
Total Transportation	19.0	19.9	-4.5%
Interisland airfare	4.0	1.0	298.6%
Ground transportation	1.0	0.9	11.0%
Rental vehicles	12.1	16.5	-27.0%
Gasoline, parking, etc.	1.9	1.4	31.3%
Total Shopping	12.2	13.0	-6.0%
Fashion and clothing	4.8	7.0	-31.4%
Jewelry and watches	0.4	1.0	-58.8%
Cosmetics, perfume	1.1	0.2	347.5%
Leather goods	1.9	0.4	385.8%
Hawai'i food products	2.2	1.9	17.7%
Souvenirs	1.8	2.5	-27.6%
Total Lodging	86.5	90.8	-4.7%
All other expenses *	1.9	4.3	-55.9%

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

2/ Year-to-date 2021 visitor spending data were for January and February only. March 2021 spending data were not available due to limited samples.

Source: Hawai'i Tourism Authority

**Korea Visitor Personal Daily Spending by Category:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P 3/ March YTD	2020P March YTD	% change
GRAND TOTAL	N/A	259.5	N/A
Total Food and beverage	N/A	58.2	N/A
Restaurant food	N/A	44.3	N/A
Dinner shows and cruises	N/A	3.9	N/A
Groceries and snacks	N/A	9.9	N/A
Entertainment & Recreation	N/A	26.6	N/A
Attractions/entertainment	N/A	14.4	N/A
Recreation	N/A	7.0	N/A
Other activities & tours	N/A	5.2	N/A
Total Transportation	N/A	23.1	N/A
Interisland airfare	N/A	5.4	N/A
Ground transportation	N/A	2.3	N/A
Rental vehicles	N/A	14.3	N/A
Gasoline, parking, etc.	N/A	1.1	N/A
Total Shopping	N/A	63.9	N/A
Fashion and clothing	N/A	16.3	N/A
Jewelry and watches	N/A	1.9	N/A
Cosmetics, perfume	N/A	2.5	N/A
Leather goods	N/A	30.3	N/A
Hawai'i food products	N/A	6.2	N/A
Souvenirs	N/A	6.8	N/A
Total Lodging	N/A	85.0	N/A
All other expenses *	N/A	2.8	N/A

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

3/ Year-to-date 2021 visitor spending data were not available due to limited samples.

Source: Hawai'i Tourism Authority

**Australia Visitor Personal Daily Spending by Category:
March 2021P YTD vs. March 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P 4/ March YTD	2020P March YTD	% change
GRAND TOTAL	N/A	257.2	N/A
Total Food and beverage	N/A	58.1	N/A
Restaurant food	N/A	43.8	N/A
Dinner shows and cruises	N/A	4.9	N/A
Groceries and snacks	N/A	9.3	N/A
Entertainment & Recreation	N/A	25.0	N/A
Attractions/entertainment	N/A	11.9	N/A
Recreation	N/A	3.3	N/A
Other activities & tours	N/A	9.8	N/A
Total Transportation	N/A	16.9	N/A
Interisland airfare	N/A	2.7	N/A
Ground transportation	N/A	4.1	N/A
Rental vehicles	N/A	9.3	N/A
Gasoline, parking, etc.	N/A	0.7	N/A
Total Shopping	N/A	46.4	N/A
Fashion and clothing	N/A	31.4	N/A
Jewelry and watches	N/A	3.7	N/A
Cosmetics, perfume	N/A	2.2	N/A
Leather goods	N/A	3.5	N/A
Hawai'i food products	N/A	1.8	N/A
Souvenirs	N/A	3.9	N/A
Total Lodging	N/A	101.8	N/A
All other expenses *	N/A	9.0	N/A

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

4/ Year-to-date 2021 visitor spending data were not available due to limited samples.

Source: Hawai'i Tourism Authority