

**O‘ahu Visitor Personal Daily Spending by Category:
March 2024P vs. March 2023P
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2023P March	% change	2024P March YTD	2023P March YTD	% change
GRAND TOTAL	217.3	213.3	1.9%	212.8	213.6	-0.4%
Total Food and beverage	47.1	48.8	-3.4%	45.9	47.6	-3.5%
Restaurant food	31.0	32.8	-5.4%	30.4	31.8	-4.4%
Dinner shows and cruises	6.1	5.6	7.7%	5.5	5.7	-3.3%
Groceries and snacks	10.0	10.4	-3.3%	10.0	10.1	-0.8%
Entertainment & Recreation	22.9	21.8	5.1%	21.6	20.4	5.9%
Attractions/entertainment	9.3	11.5	-19.3%	8.0	9.0	-10.8%
Recreation	6.8	3.6	89.9%	6.8	4.7	45.8%
Other activities & tours	6.8	6.7	1.7%	6.7	6.7	0.6%
Total Transportation	18.7	18.8	-0.2%	17.5	18.1	-3.2%
Interisland airfare	0.8	0.9	-7.5%	1.1	1.1	-4.2%
Ground transportation	2.6	2.7	-1.9%	2.4	2.9	-17.3%
Rental vehicles	13.7	13.8	-0.9%	12.7	12.7	-0.4%
Gasoline, parking, etc.	1.5	1.3	15.4%	1.3	1.3	1.6%
Total Shopping	26.8	25.5	5.1%	25.6	26.6	-3.8%
Fashion and clothing	9.1	10.2	-10.2%	9.7	10.7	-8.8%
Jewelry and watches	4.3	2.4	74.9%	3.3	2.5	30.8%
Cosmetics, perfume	0.6	0.8	-16.5%	0.8	1.1	-29.6%
Leather goods	2.0	3.9	-49.3%	2.3	3.5	-34.5%
Hawai'i food products	4.6	3.5	30.3%	4.2	3.9	6.8%
Souvenirs	6.2	4.7	31.8%	5.3	4.9	9.0%
Total Lodging	98.9	94.0	5.2%	99.0	96.0	3.1%
All other expenses *	2.9	4.4	-34.1%	3.3	5.0	-34.0%

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

2023 and 2024 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

**O‘ahu Visitor Personal Daily Spending by Category:
March 2024P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2019 March	% change	2024P March YTD	2019 March YTD	% change
GRAND TOTAL	217.3	194.3	11.8%	212.8	195.5	8.9%
Total Food and beverage	47.1	38.6	21.9%	45.9	37.5	22.5%
Restaurant food	31.0	26.3	17.7%	30.4	25.1	21.2%
Dinner shows and cruises	6.1	4.3	41.4%	5.5	4.3	26.5%
Groceries and snacks	10.0	8.0	25.3%	10.0	8.0	24.5%
Entertainment & Recreation	22.9	18.2	25.7%	21.6	17.9	20.7%
Attractions/entertainment	9.3	5.8	61.4%	8.0	5.9	37.3%
Recreation	6.8	4.6	48.4%	6.8	4.3	57.9%
Other activities & tours	6.8	7.9	-13.7%	6.7	7.7	-12.6%
Total Transportation	18.7	14.3	31.3%	17.5	15.0	16.5%
Interisland airfare	0.8	1.4	-39.6%	1.1	1.9	-44.5%
Ground transportation	2.6	1.9	35.7%	2.4	1.9	25.8%
Rental vehicles	13.7	10.0	36.8%	12.7	10.1	25.6%
Gasoline, parking, etc.	1.5	0.9	71.3%	1.3	1.1	23.1%
Total Shopping	26.8	33.0	-18.8%	25.6	30.9	-17.2%
Fashion and clothing	9.1	13.6	-32.9%	9.7	11.8	-17.9%
Jewelry and watches	4.3	2.7	56.1%	3.3	3.2	3.6%
Cosmetics, perfume	0.6	1.5	-58.4%	0.8	1.9	-58.2%
Leather goods	2.0	3.7	-46.4%	2.3	4.4	-47.7%
Hawai'i food products	4.6	4.3	5.8%	4.2	3.8	11.2%
Souvenirs	6.2	7.0	-12.5%	5.3	5.8	-9.1%
Total Lodging	98.9	85.3	16.0%	99.0	87.2	13.5%
All other expenses *	2.9	5.0	-41.6%	3.3	7.1	-53.3%

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

2023 and 2024 visitor data are preliminary; 2019 visitor data are the final numbers and reflect updated airfare statistics from DIO Mi Airline database, data from the National Travel and Tourism Office reports and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development and Tourism

**Maui Visitor Personal Daily Spending by Category:
March 2024P vs. March 2023P
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2023P March	% change	2024P March YTD	2023P March YTD	% change
GRAND TOTAL	281.9	285.2	-1.2%	293.4	291.0	0.8%
Total Food and beverage	51.2	52.3	-2.1%	56.9	52.8	7.8%
Restaurant food	31.6	30.1	4.8%	36.4	31.7	15.0%
Dinner shows and cruises	4.8	7.3	-33.8%	4.8	6.9	-30.5%
Groceries and snacks	14.8	14.9	-0.8%	15.7	14.2	10.5%
Entertainment & Recreation	21.5	23.7	-9.4%	22.5	24.6	-8.7%
Attractions/entertainment	4.6	5.2	-10.6%	4.2	5.1	-18.1%
Recreation	8.8	8.6	2.4%	9.8	10.6	-7.4%
Other activities & tours	8.1	10.0	-18.8%	8.5	8.9	-4.8%
Total Transportation	23.7	26.9	-12.0%	24.9	28.9	-14.1%
Interisland airfare	1.2	1.4	-17.0%	1.5	1.6	-3.9%
Ground transportation	1.0	1.0	3.2%	1.0	1.0	-0.2%
Rental vehicles	20.2	23.0	-12.1%	21.0	24.8	-15.5%
Gasoline, parking, etc.	1.3	1.5	-14.7%	1.3	1.5	-11.4%
Total Shopping	21.1	20.9	0.9%	20.8	20.0	4.1%
Fashion and clothing	9.4	8.6	9.4%	9.7	8.3	17.5%
Jewelry and watches	3.7	3.5	5.9%	3.4	3.6	-5.3%
Cosmetics, perfume	0.1	0.2	-42.4%	0.2	0.2	-32.2%
Leather goods	1.6	1.5	7.7%	1.0	1.3	-24.8%
Hawai'i food products	2.4	2.4	0.8%	2.7	2.5	7.9%
Souvenirs	3.8	4.7	-18.2%	3.9	4.1	-5.5%
Total Lodging	159.5	158.3	0.8%	163.8	160.5	2.0%
All other expenses *	5.0	3.2	56.7%	4.5	4.1	10.2%

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

2023 and 2024 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

**Maui Visitor Personal Daily Spending by Category:
March 2024P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2019 March	% change	2024P March YTD	2019 March YTD	% change
GRAND TOTAL	281.9	206.2	36.7%	293.4	214.9	36.5%
Total Food and beverage	51.2	39.4	29.7%	56.9	40.8	39.6%
Restaurant food	31.6	24.7	27.8%	36.4	25.6	42.1%
Dinner shows and cruises	4.8	4.1	16.6%	4.8	4.5	7.1%
Groceries and snacks	14.8	10.6	39.3%	15.7	10.7	46.9%
Entertainment & Recreation	21.5	14.3	50.9%	22.5	14.8	51.7%
Attractions/entertainment	4.6	3.6	28.4%	4.2	3.7	13.8%
Recreation	8.8	6.0	46.6%	9.8	6.3	55.8%
Other activities & tours	8.1	4.7	73.8%	8.5	4.8	75.6%
Total Transportation	23.7	22.4	5.6%	24.9	22.8	9.1%
Interisland airfare	1.2	1.9	-37.4%	1.5	2.3	-34.9%
Ground transportation	1.0	0.5	93.2%	1.0	0.7	47.2%
Rental vehicles	20.2	18.8	7.5%	21.0	18.6	13.0%
Gasoline, parking, etc.	1.3	1.2	5.7%	1.3	1.2	10.4%
Total Shopping	21.1	15.4	36.6%	20.8	15.4	35.7%
Fashion and clothing	9.4	6.9	35.4%	9.7	6.7	44.9%
Jewelry and watches	3.7	1.7	116.0%	3.4	2.2	55.8%
Cosmetics, perfume	0.1	0.2	-43.7%	0.2	0.4	-63.9%
Leather goods	1.6	0.5	186.4%	1.0	0.5	114.3%
Hawai'i food products	2.4	2.1	14.2%	2.7	2.0	35.2%
Souvenirs	3.8	3.8	-0.5%	3.9	3.6	8.5%
Total Lodging	159.5	111.6	42.9%	163.8	118.1	38.7%
All other expenses *	5.0	3.0	63.8%	4.5	3.1	46.2%

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Source: Department of Business, Economic Development and Tourism

**Moloka'i Visitor Personal Daily Spending by Category:
March 2024P vs. March 2023P
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2023P March	% change	2024P March YTD	2023P March YTD	% change
GRAND TOTAL	168.0	223.2	-24.7%	160.9	156.5	2.8%
Total Food and beverage	28.9	16.4	76.9%	26.1	12.5	108.3%
Restaurant food	17.2	8.8	94.6%	11.2	3.8	194.4%
Dinner shows and cruises	0.0	0.1	-100.0%	0.4	0.7	-42.9%
Groceries and snacks	11.8	7.4	58.9%	14.5	8.1	80.5%
Entertainment & Recreation	12.8	2.7	375.8%	8.2	2.2	275.9%
Attractions/entertainment	6.3	0.0	NA	1.4	1.1	27.7%
Recreation	6.5	2.7	142.5%	5.9	1.1	434.6%
Other activities & tours	0.0	0.0	NA	0.9	0.0	NA
Total Transportation	28.8	54.0	-46.6%	34.9	22.0	58.4%
Interisland airfare	5.1	2.4	112.3%	6.1	3.8	61.4%
Ground transportation	0.0	0.0	NA	0.3	0.0	NA
Rental vehicles	20.6	48.7	-57.7%	26.1	17.3	50.8%
Gasoline, parking, etc.	3.1	2.9	7.1%	2.3	0.9	155.8%
Total Shopping	6.4	5.3	22.3%	5.7	2.6	124.6%
Fashion and clothing	2.2	5.2	-58.3%	2.0	1.9	5.1%
Jewelry and watches	0.0	0.0	NA	0.5	0.1	256.9%
Cosmetics, perfume	0.0	0.0	NA	0.1	0.0	NA
Leather goods	0.0	0.0	NA	0.1	0.0	NA
Hawai'i food products	1.3	0.0	3060.8%	1.3	0.1	1710.2%
Souvenirs	3.0	0.0	11903.4%	1.8	0.4	308.6%
Total Lodging	90.1	144.8	-37.8%	85.1	116.2	-26.8%
All other expenses *	0.9	0.0	NA	0.9	1.0	-12.9%

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**Moloka'i Visitor Personal Daily Spending by Category:
March 2024P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2019 March	% change	2024P March YTD	2019 March YTD	% change
GRAND TOTAL	168.0	162.5	3.4%	160.9	112.6	42.8%
Total Food and beverage	28.9	30.4	-4.9%	26.1	19.4	34.6%
Restaurant food	17.2	15.1	13.4%	11.2	8.7	28.9%
Dinner shows and cruises	0.0	0.0	NA	0.4	0.0	NA
Groceries and snacks	11.8	15.3	-22.9%	14.5	10.7	35.5%
Entertainment & Recreation	12.8	5.6	130.8%	8.2	3.9	110.5%
Attractions/entertainment	6.3	0.6	962.3%	1.4	0.3	358.1%
Recreation	6.5	1.5	345.5%	5.9	1.0	476.5%
Other activities & tours	0.0	3.5	-100.0%	0.9	2.6	-64.1%
Total Transportation	28.8	27.4	5.3%	34.9	21.6	61.3%
Interisland airfare	5.1	9.7	-47.3%	6.1	6.8	-9.8%
Ground transportation	0.0	0.5	-100.0%	0.3	0.2	88.5%
Rental vehicles	20.6	16.4	25.1%	26.1	14.0	86.9%
Gasoline, parking, etc.	3.1	0.7	347.2%	2.3	0.7	226.9%
Total Shopping	6.4	6.1	5.1%	5.7	4.8	20.9%
Fashion and clothing	2.2	0.7	207.6%	2.0	0.7	192.9%
Jewelry and watches	0.0	0.6	-100.0%	0.5	0.5	-11.3%
Cosmetics, perfume	0.0	0.0	NA	0.1	0.0	NA
Leather goods	0.0	0.0	NA	0.1	0.0	NA
Hawai'i food products	1.3	1.6	-18.5%	1.3	1.2	8.2%
Souvenirs	3.0	3.2	-6.8%	1.8	2.3	-23.9%
Total Lodging	90.1	90.0	0.2%	85.1	62.2	36.8%
All other expenses *	0.9	3.0	-71.2%	0.9	0.8	11.0%

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

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Source: Department of Business, Economic Development and Tourism

**Lānaʻi Visitor Personal Daily Spending by Category:
March 2024P vs. March 2023P
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2023P March	% change	2024P March YTD	2023P March YTD	% change
GRAND TOTAL	645.2	629.8	2.4%	639.6	568.2	12.6%
Total Food and beverage	129.4	134.1	-3.5%	129.0	121.0	6.6%
Restaurant food	103.1	91.8	12.2%	105.9	82.9	27.8%
Dinner shows and cruises	0.0	2.4	-100.0%	8.9	2.2	312.6%
Groceries and snacks	26.4	39.9	-33.9%	14.2	36.0	-60.4%
				0.0		
Entertainment & Recreation	42.7	14.6	191.6%	44.5	13.2	236.4%
Attractions/entertainment	0.0	0.5	-100.0%	5.7	0.4	1284.0%
Recreation	27.9	0.0	NA	21.4	2.2	853.3%
Other activities & tours	14.8	9.9	49.2%	17.4	8.9	95.1%
				0.0		
Total Transportation	38.0	85.3	-55.5%	64.3	76.9	-16.4%
Interisland airfare	26.8	52.0	-48.5%	16.9	46.9	-64.0%
Ground transportation	10.5	22.2	-52.9%	5.6	20.0	-71.9%
Rental vehicles	0.0	11.1	-100.0%	36.5	10.0	265.2%
Gasoline, parking, etc.	0.8	0.0	NA	5.3	0.0	NA
Total Shopping	64.3	88.1	-27.0%	28.9	79.5	-63.6%
Fashion and clothing	24.3	0.0	NA	9.9	2.5	301.4%
Jewelry and watches	32.7	0.0	NA	9.2	0.0	NA
Cosmetics, perfume	0.0	0.0	NA	0.0	0.0	NA
Leather goods	0.0	0.0	NA	0.0	0.0	NA
Hawai'i food products	1.7	41.1	-95.8%	1.7	37.1	-95.4%
Souvenirs	5.6	42.3	-86.9%	8.1	38.2	-78.7%
Total Lodging	370.8	307.7	20.5%	370.4	277.6	33.5%
All other expenses *	0.0	0.0	NA	2.4	0.0	NA

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

2023 and 2024 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

**Lānaʻi Visitor Personal Daily Spending by Category:
March 2024P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2019 March	% change	2024P March YTD	2019 March YTD	% change
GRAND TOTAL	645.2	478.3	34.9%	639.6	444.7	43.8%
Total Food and beverage	129.4	92.6	39.7%	129.0	83.9	53.9%
Restaurant food	103.1	81.2	27.0%	105.9	74.3	42.6%
Dinner shows and cruises	0.0	3.1	-100.0%	8.9	2.0	335.1%
Groceries and snacks	26.4	8.4	214.1%	14.2	7.5	88.9%
				0.0		
Entertainment & Recreation	42.7	17.4	145.0%	44.5	21.2	109.8%
Attractions/entertainment	0.0	0.0	NA	5.7	2.9	93.3%
Recreation	27.9	12.4	124.9%	21.4	7.9	171.9%
Other activities & tours	14.8	5.0	194.9%	17.4	10.4	67.6%
Total Transportation	38.0	14.5	162.4%	64.3	22.3	189.2%
Interisland airfare	26.8	7.3	267.5%	16.9	13.5	25.6%
Ground transportation	10.5	1.1	814.7%	5.6	1.8	209.2%
Rental vehicles	0.0	5.7	-100.0%	36.5	6.6	452.5%
Gasoline, parking, etc.	0.8	0.3	139.8%	5.3	0.4	1328.2%
Total Shopping	64.3	25.9	147.9%	28.9	20.5	41.0%
Fashion and clothing	24.3	13.5	80.2%	9.9	13.1	-24.5%
Jewelry and watches	32.7	1.8	1699.3%	9.2	1.8	426.2%
Cosmetics, perfume	0.0	0.7	-100.0%	0.0	0.4	-100.0%
Leather goods	0.0	1.5	-100.0%	0.0	0.5	-100.0%
Hawai'i food products	1.7	0.2	896.6%	1.7	0.4	339.9%
Souvenirs	5.6	8.3	-33.0%	8.1	4.3	88.3%
Total Lodging	370.8	308.6	20.1%	370.4	288.6	28.4%
All other expenses *	0.0	19.2	-100.0%	2.4	8.3	-71.3%

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Source: Department of Business, Economic Development and Tourism

**Kaua'i Visitor Personal Daily Spending by Category:
March 2024P vs. March 2023P
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2023P March	% change	2024P March YTD	2023P March YTD	% change
GRAND TOTAL	274.4	247.4	10.9%	277.9	256.3	8.5%
Total Food and beverage	54.7	49.4	10.7%	55.0	48.6	13.2%
Restaurant food	31.6	31.1	1.8%	34.1	32.3	5.4%
Dinner shows and cruises	7.7	3.9	97.2%	5.0	3.7	37.1%
Groceries and snacks	15.3	14.4	6.3%	15.9	12.6	26.0%
Entertainment & Recreation	30.0	21.7	38.3%	24.5	22.3	9.9%
Attractions/entertainment	6.9	5.6	22.1%	5.7	5.4	5.0%
Recreation	9.7	7.6	27.8%	8.4	8.2	1.6%
Other activities & tours	13.5	8.5	58.5%	10.5	8.7	20.7%
Total Transportation	28.5	30.9	-8.0%	29.9	33.2	-10.0%
Interisland airfare	2.1	1.1	98.8%	2.6	2.1	23.4%
Ground transportation	0.6	0.6	-12.0%	0.9	1.3	-30.3%
Rental vehicles	24.9	28.2	-11.7%	25.4	28.7	-11.4%
Gasoline, parking, etc.	0.8	1.0	-14.1%	1.0	1.1	-11.9%
Total Shopping	14.4	14.4	-0.1%	15.2	19.2	-20.8%
Fashion and clothing	7.4	6.7	10.4%	6.6	6.6	0.6%
Jewelry and watches	1.6	2.0	-20.0%	2.3	5.2	-55.5%
Cosmetics, perfume	0.1	0.2	-67.8%	0.2	0.1	85.4%
Leather goods	0.0	0.1	-57.1%	0.1	0.0	156.0%
Hawai'i food products	2.7	2.4	14.4%	2.9	3.7	-23.0%
Souvenirs	2.6	3.1	-15.1%	3.1	3.5	-12.5%
Total Lodging	143.8	127.8	12.5%	149.8	129.1	16.0%
All other expenses *	3.0	3.2	-5.1%	3.5	3.8	-7.4%

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

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**Kaua'i Visitor Personal Daily Spending by Category:
March 2024P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2019 March	% change	2024P March YTD	2019 March YTD	% change
GRAND TOTAL	274.4	170.6	60.8%	277.9	184.7	50.5%
Total Food and beverage	54.7	34.5	58.5%	55.0	37.5	46.7%
Restaurant food	31.6	20.4	55.1%	34.1	22.5	51.4%
Dinner shows and cruises	7.7	2.9	170.3%	5.0	3.7	36.8%
Groceries and snacks	15.3	11.3	36.1%	15.9	11.3	40.6%
Entertainment & Recreation	30.0	15.9	89.5%	24.5	17.1	43.9%
Attractions/entertainment	6.9	3.8	80.9%	5.7	3.4	64.8%
Recreation	9.7	6.0	62.5%	8.4	6.2	35.8%
Other activities & tours	13.5	6.1	121.1%	10.5	7.4	40.9%
Total Transportation	28.5	18.2	56.6%	29.9	21.8	37.2%
Interisland airfare	2.1	1.4	51.4%	2.6	1.9	33.5%
Ground transportation	0.6	0.2	139.6%	0.9	0.4	108.2%
Rental vehicles	24.9	15.8	57.6%	25.4	18.6	36.5%
Gasoline, parking, etc.	0.8	0.7	18.8%	1.0	0.8	25.8%
Total Shopping	14.4	10.9	31.9%	15.2	11.9	27.7%
Fashion and clothing	7.4	5.2	42.5%	6.6	5.3	25.7%
Jewelry and watches	1.6	1.3	19.0%	2.3	1.5	51.6%
Cosmetics, perfume	0.1	0.1	-34.2%	0.2	0.1	146.4%
Leather goods	0.0	0.2	-75.9%	0.1	0.1	-21.5%
Hawai'i food products	2.7	1.8	46.7%	2.9	2.1	39.6%
Souvenirs	2.6	2.3	14.2%	3.1	2.8	8.4%
Total Lodging	143.8	87.2	64.8%	149.8	93.6	60.0%
All other expenses *	3.0	3.9	-22.5%	3.5	2.9	22.1%

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

2023 and 2024 visitor data are preliminary; 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office reports and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development and Tourism

**Hawai'i Island Visitor Personal Daily Spending by Category:
March 2024P vs. March 2023P
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2023P March	% change	2024P March YTD	2023P March YTD	% change
GRAND TOTAL	238.7	191.7	24.5%	232.4	197.2	17.9%
Total Food and beverage	48.7	43.7	11.4%	45.7	41.2	11.0%
Restaurant food	32.1	30.7	4.4%	30.3	28.1	7.8%
Dinner shows and cruises	3.7	2.2	67.2%	2.9	1.8	63.2%
Groceries and snacks	12.9	10.8	20.0%	12.5	11.3	10.7%
Entertainment & Recreation	20.7	14.2	46.0%	22.4	17.3	29.1%
Attractions/entertainment	5.1	5.7	-11.1%	6.5	5.5	19.3%
Recreation	9.1	5.3	73.4%	8.0	6.8	17.2%
Other activities & tours	6.5	3.2	102.5%	7.9	5.1	55.8%
Total Transportation	31.8	33.7	-5.7%	33.1	34.0	-2.8%
Interisland airfare	3.7	2.4	54.5%	6.1	3.2	88.5%
Ground transportation	1.1	1.2	-8.7%	1.2	1.4	-17.6%
Rental vehicles	24.7	27.3	-9.5%	23.3	26.7	-12.9%
Gasoline, parking, etc.	2.3	2.9	-19.3%	2.5	2.6	-3.5%
Total Shopping	16.0	15.1	5.6%	17.3	15.6	11.1%
Fashion and clothing	5.2	7.0	-26.4%	5.6	6.2	-9.9%
Jewelry and watches	1.9	0.9	124.0%	1.0	1.3	-19.1%
Cosmetics, perfume	0.2	0.1	230.2%	0.3	0.1	259.2%
Leather goods	0.1	0.0	336.8%	0.2	0.1	202.2%
Hawai'i food products	3.5	3.7	-5.8%	4.2	4.4	-5.3%
Souvenirs	5.0	3.4	45.9%	6.2	3.7	68.4%
Total Lodging	117.5	79.7	47.4%	109.8	83.6	31.4%
All other expenses *	4.0	5.3	-23.6%	4.1	5.4	-24.3%

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

2023 and 2024 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

**Hawai'i Island Visitor Personal Daily Spending by Category:
March 2024P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2024P March	2019 March	% change	2024P March YTD	2019 March YTD	% change
GRAND TOTAL	238.7	172.6	38.3%	232.4	182.5	27.4%
Total Food and beverage	48.7	37.1	31.2%	45.7	38.5	18.7%
Restaurant food	32.1	24.3	32.1%	30.3	25.5	19.0%
Dinner shows and cruises	3.7	1.8	108.6%	2.9	2.0	45.7%
Groceries and snacks	12.9	11.0	16.9%	12.5	11.1	13.0%
Entertainment & Recreation	20.7	17.0	21.7%	22.4	18.2	23.3%
Attractions/entertainment	5.1	3.2	60.4%	6.5	3.0	114.1%
Recreation	9.1	8.3	9.9%	8.0	8.5	-6.2%
Other activities & tours	6.5	5.5	17.3%	7.9	6.6	19.4%
Total Transportation	31.8	26.3	20.8%	33.1	29.3	12.9%
Interisland airfare	3.7	4.3	-13.1%	6.1	5.0	22.4%
Ground transportation	1.1	1.0	13.6%	1.2	0.9	28.7%
Rental vehicles	24.7	19.0	29.6%	23.3	21.4	9.1%
Gasoline, parking, etc.	2.3	2.0	13.1%	2.5	2.1	22.9%
Total Shopping	16.0	15.1	6.0%	17.3	15.1	14.9%
Fashion and clothing	5.2	5.0	4.2%	5.6	5.4	3.5%
Jewelry and watches	1.9	1.8	7.1%	1.0	1.9	-46.1%
Cosmetics, perfume	0.2	0.2	24.0%	0.3	0.2	66.7%
Leather goods	0.1	0.1	-0.1%	0.2	0.2	15.2%
Hawai'i food products	3.5	4.7	-26.0%	4.2	4.5	-7.1%
Souvenirs	5.0	3.3	53.7%	6.2	3.0	102.9%
Total Lodging	117.5	75.6	55.5%	109.8	79.4	38.2%
All other expenses *	4.0	1.5	165.6%	4.1	2.0	109.8%

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

2023 and 2024 visitor data are preliminary; 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office reports and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development and Tourism