

**Total 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	243.3	235.4	3.4%	243.0	237.8	2.2%
Total Food and beverage	48.8	48.4	0.7%	49.3	49.0	0.5%
Restaurant food	31.5	32.2	-2.2%	32.6	32.9	-0.8%
Dinner shows and cruises	4.6	4.6	1.0%	4.2	4.7	-10.2%
Groceries and snacks	12.7	11.7	8.6%	12.5	11.5	8.2%
Entertainment & Recreation	23.9	19.4	23.4%	21.7	20.4	6.5%
Attractions/entertainment	9.7	7.2	35.9%	6.8	6.3	7.4%
Recreation	6.9	5.9	15.9%	7.4	7.4	-0.8%
Other activities & tours	7.3	6.3	16.3%	7.6	6.6	13.7%
Total Transportation	22.7	23.5	-3.5%	23.0	24.3	-5.5%
Interisland airfare	1.5	1.2	19.8%	2.2	1.4	52.0%
Ground transportation	1.9	1.8	4.9%	2.1	2.1	-0.7%
Rental vehicles	17.8	19.1	-6.6%	17.0	19.2	-11.6%
Gasoline, parking, etc.	1.5	1.4	8.0%	1.7	1.5	11.9%
Total Shopping	23.8	23.3	1.8%	23.9	23.8	0.2%
Fashion and clothing	9.0	9.9	-9.3%	9.8	10.0	-2.6%
Jewelry and watches	2.7	2.5	5.1%	2.4	2.8	-13.9%
Cosmetics, perfume	0.5	0.5	3.1%	0.6	0.6	-1.0%
Leather goods	1.8	2.4	-25.5%	1.7	2.4	-26.5%
Hawai'i food products	4.4	3.5	28.3%	4.2	3.7	14.9%
Souvenirs	5.4	4.6	18.1%	5.1	4.3	18.4%
Total Lodging	115.3	112.2	2.8%	116.9	111.4	4.9%
All other expenses *	8.8	8.5	4.0%	8.4	8.8	-4.8%

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

2023 and 2024 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

**Total 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	243.3	192.4	26.5%	243.0	198.0	22.8%
Total Food and beverage	48.8	39.8	22.5%	49.3	40.7	21.1%
Restaurant food	31.5	26.2	20.0%	32.6	26.7	22.2%
Dinner shows and cruises	4.6	3.7	24.5%	4.2	3.8	8.9%
Groceries and snacks	12.7	9.9	28.4%	12.5	10.1	23.5%
Entertainment & Recreation	23.9	16.2	47.7%	21.7	16.3	32.9%
Attractions/entertainment	9.7	5.0	92.9%	6.8	4.9	37.2%
Recreation	6.9	5.5	24.8%	7.4	5.7	29.5%
Other activities & tours	7.3	5.7	29.7%	7.6	5.8	30.9%
Total Transportation	22.7	18.7	21.1%	23.0	19.9	15.6%
Interisland airfare	1.5	1.9	-19.9%	2.2	2.4	-7.8%
Ground transportation	1.9	1.8	6.1%	2.1	1.8	19.7%
Rental vehicles	17.8	13.9	28.2%	17.0	14.5	17.2%
Gasoline, parking, etc.	1.5	1.2	24.2%	1.7	1.3	28.8%
Total Shopping	23.8	23.9	-0.6%	23.9	24.4	-2.1%
Fashion and clothing	9.0	9.4	-4.7%	9.8	9.6	1.9%
Jewelry and watches	2.7	2.5	6.8%	2.4	2.7	-9.6%
Cosmetics, perfume	0.5	0.9	-39.4%	0.6	1.0	-42.9%
Leather goods	1.8	3.1	-43.6%	1.7	3.5	-50.1%
Hawai'i food products	4.4	3.9	15.0%	4.2	3.6	15.1%
Souvenirs	5.4	4.2	27.7%	5.1	4.0	27.7%
Total Lodging	115.3	85.8	34.5%	116.9	89.6	30.4%
All other expenses *	8.8	8.0	10.0%	8.4	7.1	17.5%

*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

**U.S. Total 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	242.5	233.9	3.7%	242.5	236.3	2.6%
Total Food and beverage	48.0	48.3	-0.6%	48.3	47.4	1.8%
Restaurant food	30.9	32.0	-3.3%	31.9	31.3	2.0%
Dinner shows and cruises	5.0	4.8	3.6%	4.3	4.9	-12.0%
Groceries and snacks	12.1	11.5	5.1%	12.0	11.2	7.1%
Entertainment & Recreation	22.1	19.5	13.5%	21.4	20.2	5.8%
Attractions/entertainment	6.3	6.3	-0.9%	5.6	5.5	0.3%
Recreation	7.7	6.4	20.1%	7.9	7.7	3.4%
Other activities & tours	8.2	6.7	20.9%	7.9	7.0	12.7%
Total Transportation	23.0	24.2	-5.3%	23.1	25.1	-8.0%
Interisland airfare	1.6	1.2	27.7%	2.3	1.5	48.6%
Ground transportation	1.5	1.4	8.9%	1.6	1.6	-1.6%
Rental vehicles	18.4	20.0	-8.1%	17.7	20.4	-13.1%
Gasoline, parking, etc.	1.4	1.6	-8.6%	1.5	1.6	-3.7%
Total Shopping	20.7	21.9	-5.4%	20.8	21.9	-5.2%
Fashion and clothing	8.2	8.8	-6.0%	8.2	8.4	-3.0%
Jewelry and watches	3.0	2.7	9.8%	2.8	3.1	-10.9%
Cosmetics, perfume	0.4	0.5	-21.3%	0.5	0.5	-0.4%
Leather goods	1.5	2.2	-33.0%	1.3	1.9	-33.4%
Hawai'i food products	3.2	3.2	-0.8%	3.4	3.6	-6.1%
Souvenirs	4.4	4.5	-1.6%	4.7	4.4	6.9%
Total Lodging	119.0	111.1	7.1%	119.9	111.9	7.1%
All other expenses *	9.8	8.8	10.6%	9.1	9.7	-5.9%

*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

**U.S. Total 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	242.5	185.3	30.9%	242.5	191.2	26.8%
Total Food and beverage	48.0	38.3	25.4%	48.3	39.2	23.1%
Restaurant food	30.9	24.7	25.2%	31.9	25.4	25.7%
Dinner shows and cruises	5.0	3.7	34.5%	4.3	4.0	6.9%
Groceries and snacks	12.1	9.9	22.4%	12.0	9.8	22.9%
Entertainment & Recreation	22.1	16.1	37.1%	21.4	16.0	33.4%
Attractions/entertainment	6.3	4.3	47.1%	5.6	4.1	35.2%
Recreation	7.7	6.2	22.9%	7.9	6.3	26.6%
Other activities & tours	8.2	5.6	45.3%	7.9	5.7	39.6%
Total Transportation	23.0	19.3	19.2%	23.1	20.5	12.7%
Interisland airfare	1.6	1.7	-8.0%	2.3	2.1	9.8%
Ground transportation	1.5	1.0	55.3%	1.6	1.0	52.2%
Rental vehicles	18.4	15.3	20.4%	17.7	16.1	10.0%
Gasoline, parking, etc.	1.4	1.3	14.4%	1.5	1.3	18.7%
Total Shopping	20.7	15.9	29.7%	20.8	16.1	29.2%
Fashion and clothing	8.2	6.6	25.5%	8.2	6.5	26.6%
Jewelry and watches	3.0	1.8	62.4%	2.8	2.2	23.3%
Cosmetics, perfume	0.4	0.2	57.1%	0.5	0.4	35.3%
Leather goods	1.5	0.6	127.1%	1.3	0.7	87.5%
Hawai'i food products	3.2	2.8	15.4%	3.4	2.7	24.3%
Souvenirs	4.4	3.9	13.7%	4.7	3.6	29.7%
Total Lodging	119.0	88.2	34.9%	119.9	92.9	29.1%
All other expenses *	9.8	7.4	31.6%	9.1	6.5	39.6%

*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

**U.S. West 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	231.9	220.0	5.4%	231.3	223.2	3.6%
Total Food and beverage	47.2	46.6	1.5%	47.2	46.3	2.0%
Restaurant food	29.6	29.7	-0.5%	30.6	29.9	2.4%
Dinner shows and cruises	4.8	4.2	14.3%	3.9	4.4	-12.3%
Groceries and snacks	12.9	12.7	1.7%	12.7	12.0	6.2%
					0.0	
Entertainment & Recreation	20.0	17.6	14.0%	19.9	18.1	9.8%
Attractions/entertainment	5.8	5.1	13.9%	5.2	4.8	7.4%
Recreation	6.9	6.2	10.6%	7.5	7.4	0.6%
Other activities & tours	7.3	6.2	17.4%	7.3	5.9	23.4%
					0.0	
Total Transportation	23.0	23.7	-3.0%	22.6	24.7	-8.6%
Interisland airfare	1.0	0.8	28.2%	1.8	1.0	86.6%
Ground transportation	1.4	1.1	25.2%	1.4	1.6	-11.9%
Rental vehicles	19.2	20.2	-4.9%	17.9	20.6	-12.9%
Gasoline, parking, etc.	1.4	1.6	-13.9%	1.5	1.6	-7.9%
					0.0	
Total Shopping	20.5	20.6	-0.7%	21.0	21.4	-1.7%
Fashion and clothing	8.2	7.9	2.7%	8.7	8.2	5.5%
Jewelry and watches	2.7	2.5	8.3%	2.9	2.6	13.4%
Cosmetics, perfume	0.4	0.4	-15.4%	0.4	0.4	-11.2%
Leather goods	2.0	2.3	-15.8%	1.8	2.1	-15.0%
Hawai'i food products	3.1	3.5	-9.7%	3.2	4.0	-20.4%
Souvenirs	4.2	4.0	5.2%	4.1	4.1	0.7%
Total Lodging	115.0	105.9	8.6%	114.9	106.3	8.0%
					0.0	
All other expenses *	6.1	5.7	7.9%	5.7	6.4	-10.9%

*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

**U.S. West 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	231.9	175.5	32.1%	231.3	179.6	28.8%
Total Food and beverage	47.2	37.2	27.1%	47.2	37.2	26.7%
Restaurant food	29.6	23.1	27.8%	30.6	23.4	30.6%
Dinner shows and cruises	4.8	3.7	31.5%	3.9	3.6	7.5%
Groceries and snacks	12.9	10.4	24.1%	12.7	10.2	24.6%
Entertainment & Recreation	20.0	13.7	46.2%	19.9	13.7	44.9%
Attractions/entertainment	5.8	3.7	60.0%	5.2	3.4	51.9%
Recreation	6.9	5.6	24.2%	7.5	5.8	30.1%
Other activities & tours	7.3	4.5	62.2%	7.3	4.6	58.3%
Total Transportation	23.0	18.8	22.6%	22.6	19.7	14.6%
Interisland airfare	1.0	1.3	-24.2%	1.8	1.5	18.1%
Ground transportation	1.4	0.9	56.9%	1.4	0.9	48.2%
Rental vehicles	19.2	15.4	24.4%	17.9	16.1	11.3%
Gasoline, parking, etc.	1.4	1.1	24.3%	1.5	1.1	29.1%
Total Shopping	20.5	15.3	33.8%	21.0	15.4	36.5%
Fashion and clothing	8.2	6.4	26.9%	8.7	6.2	40.1%
Jewelry and watches	2.7	1.5	74.5%	2.9	2.1	40.4%
Cosmetics, perfume	0.4	0.2	60.5%	0.4	0.3	35.7%
Leather goods	2.0	0.9	121.4%	1.8	1.0	87.4%
Hawai'i food products	3.1	2.9	10.2%	3.2	2.7	16.7%
Souvenirs	4.2	3.4	23.5%	4.1	3.2	28.8%
Total Lodging	115.0	85.8	33.9%	114.9	89.4	28.4%
All other expenses *	6.1	4.7	30.5%	5.7	4.1	38.5%

*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

**U.S. East 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	260.7	257.3	1.3%	260.8	257.2	1.4%
Total Food and beverage	49.3	51.3	-3.8%	50.0	49.2	1.5%
Restaurant food	33.1	35.8	-7.4%	34.1	33.6	1.5%
Dinner shows and cruises	5.3	5.9	-9.5%	5.0	5.7	-11.7%
Groceries and snacks	10.9	9.6	13.1%	10.9	10.0	9.2%
Entertainment & Recreation	25.6	22.7	13.1%	23.8	23.6	1.0%
Attractions/entertainment	7.1	8.4	-16.0%	6.2	6.7	-7.7%
Recreation	9.0	6.6	35.3%	8.6	8.0	7.5%
Other activities & tours	9.6	7.6	25.8%	9.0	8.8	1.9%
Total Transportation	22.8	25.1	-9.1%	23.8	25.7	-7.2%
Interisland airfare	2.6	2.0	25.9%	3.0	2.4	24.6%
Ground transportation	1.7	1.9	-8.5%	1.9	1.6	14.9%
Rental vehicles	17.1	19.8	-13.6%	17.4	20.1	-13.6%
Gasoline, parking, etc.	1.5	1.5	1.2%	1.5	1.5	4.1%
Total Shopping	21.0	23.9	-12.3%	20.5	22.9	-10.5%
Fashion and clothing	8.4	10.2	-17.5%	7.5	8.8	-15.4%
Jewelry and watches	3.5	3.1	12.5%	2.5	3.9	-34.7%
Cosmetics, perfume	0.4	0.6	-28.7%	0.7	0.6	10.4%
Leather goods	0.6	1.9	-70.4%	0.4	1.6	-72.1%
Hawai'i food products	3.3	2.8	18.0%	3.6	3.0	23.0%
Souvenirs	4.8	5.3	-9.9%	5.7	4.9	14.5%
Total Lodging	125.9	120.1	4.9%	128.0	120.9	5.9%
All other expenses *	16.0	14.2	12.8%	14.7	15.0	-2.0%

*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

**U.S. East 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	260.7	201.3	29.5%	260.8	209.0	24.8%
Total Food and beverage	49.3	40.2	22.9%	50.0	42.3	18.3%
Restaurant food	33.1	27.2	21.7%	34.1	28.4	19.8%
Dinner shows and cruises	5.3	3.8	39.2%	5.0	4.7	7.2%
Groceries and snacks	10.9	9.1	19.5%	10.9	9.2	19.4%
Entertainment & Recreation	25.6	20.1	27.6%	23.8	19.6	21.6%
Attractions/entertainment	7.1	5.3	33.3%	6.2	5.2	19.1%
Recreation	9.0	7.4	22.0%	8.6	7.0	22.9%
Other activities & tours	9.6	7.4	29.2%	9.0	7.4	22.3%
Total Transportation	22.8	20.0	14.0%	23.8	21.6	10.2%
Interisland airfare	2.6	2.4	6.5%	3.0	2.9	4.3%
Ground transportation	1.7	1.1	53.2%	1.9	1.2	58.9%
Rental vehicles	17.1	15.0	13.5%	17.4	16.1	8.0%
Gasoline, parking, etc.	1.5	1.5	2.0%	1.5	1.5	6.5%
Total Shopping	21.0	16.9	23.8%	20.5	17.2	19.1%
Fashion and clothing	8.4	6.8	23.5%	7.5	6.9	8.1%
Jewelry and watches	3.5	2.3	51.0%	2.5	2.5	2.1%
Cosmetics, perfume	0.4	0.3	53.2%	0.7	0.5	35.2%
Leather goods	0.6	0.2	133.1%	0.4	0.3	77.8%
Hawai'i food products	3.3	2.6	24.8%	3.6	2.7	36.2%
Souvenirs	4.8	4.7	2.6%	5.7	4.3	30.5%
Total Lodging	125.9	92.1	36.6%	128.0	98.1	30.4%
All other expenses *	16.0	11.9	34.6%	14.7	10.2	43.4%

*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

**Japan 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	237.8	231.9	2.5%	239.7	235.1	2.0%
Total Food and beverage	58.4	55.3	5.5%	59.1	55.2	7.2%
Restaurant food	42.2	39.8	6.1%	43.0	39.7	8.4%
Dinner shows and cruises	3.9	3.5	11.8%	4.1	3.4	20.8%
Groceries and snacks	12.3	12.1	1.7%	12.0	12.1	-0.6%
				0.0		
Entertainment & Recreation	17.8	17.8	-0.3%	16.7	16.5	1.5%
Attractions/entertainment	5.4	4.7	14.1%	5.0	4.1	22.9%
Recreation	4.0	4.9	-0.2%	4.2	5.7	-26.4%
Other activities & tours	8.4	8.2	2.4%	7.5	6.7	12.3%
				0.0		
Total Transportation	13.8	14.0	-1.9%	13.4	13.5	-1.2%
Interisland airfare	1.2	1.1	8.6%	1.2	0.9	29.8%
Ground transportation	6.1	5.9	2.7%	6.0	5.5	9.0%
Rental vehicles	5.7	6.2	-8.4%	5.5	6.3	-12.4%
Gasoline, parking, etc.	0.8	0.8	-1.4%	0.7	0.8	-18.1%
Total Shopping	47.7	49.1	-2.9%	48.5	53.1	-8.7%
Fashion and clothing	14.9	16.8	-11.6%	15.6	19.2	-18.8%
Jewelry and watches	4.2	2.8	52.8%	3.6	3.0	21.4%
Cosmetics, perfume	1.7	1.9	-13.7%	1.7	2.0	-13.8%
Leather goods	8.2	8.9	-8.4%	7.9	10.2	-22.2%
Hawai'i food products	12.8	12.5	2.4%	13.3	12.4	7.6%
Souvenirs	5.9	6.1	-3.7%	6.3	6.3	-0.2%
Total Lodging	90.9	88.7	2.5%	93.4	89.6	4.2%
All other expenses *	9.3	6.9	34.0%	8.6	7.2	19.6%

*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

**Japan 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	237.8	237.8	0.0%	239.7	239.8	0.0%
Total Food and beverage	58.4	49.9	17.0%	59.1	51.5	14.8%
Restaurant food	42.2	37.4	12.9%	43.0	38.5	11.8%
Dinner shows and cruises	3.9	3.6	9.1%	4.1	3.7	12.6%
Groceries and snacks	12.3	8.9	37.3%	12.0	9.3	29.6%
				0.0		
Entertainment & Recreation	17.8	18.5	-3.7%	16.7	18.0	-7.3%
Attractions/entertainment	5.4	6.6	-18.5%	5.0	6.2	-18.1%
Recreation	4.0	3.6	11.0%	4.2	3.6	16.0%
Other activities & tours	8.4	8.2	1.6%	7.5	8.3	-9.4%
Total Transportation	13.8	11.4	20.3%	13.4	11.6	15.3%
Interisland airfare	1.2	1.2	3.2%	1.2	1.3	-4.6%
Ground transportation	6.1	6.3	-2.8%	6.0	6.0	-0.5%
Rental vehicles	5.7	3.6	56.5%	5.5	3.9	41.4%
Gasoline, parking, etc.	0.8	0.3	121.4%	0.7	0.4	59.0%
Total Shopping	47.7	66.0	-27.8%	48.5	67.7	-28.3%
Fashion and clothing	14.9	19.6	-24.1%	15.6	19.5	-20.2%
Jewelry and watches	4.2	7.6	-44.7%	3.6	7.4	-50.4%
Cosmetics, perfume	1.7	3.7	-54.8%	1.7	4.1	-57.4%
Leather goods	8.2	16.9	-51.4%	7.9	17.9	-55.8%
Hawai'i food products	12.8	13.6	-5.9%	13.3	13.1	1.5%
Souvenirs	5.9	5.7	3.8%	6.3	6.1	3.9%
Total Lodging	90.9	81.2	11.9%	93.4	80.1	16.6%
All other expenses *	9.3	10.7	-13.2%	8.6	10.8	-20.7%

*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

**Canada 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	210.0	213.4	-1.6%	219.4	214.9	2.1%
Total Food and beverage	44.1	40.8	8.1%	45.2	43.5	3.9%
Restaurant food	25.0	22.1	13.2%	26.4	25.3	4.4%
Dinner shows and cruises	3.7	3.4	9.7%	3.1	3.2	-3.3%
Groceries and snacks	15.3	15.3	0.4%	15.7	15.0	4.6%
Entertainment & Recreation	14.4	12.7	13.1%	14.6	14.7	-0.7%
Attractions/entertainment	5.2	4.1	27.5%	4.9	4.1	19.0%
Recreation	4.9	3.9	25.7%	5.5	5.3	5.1%
Other activities & tours	4.3	4.8	-9.4%	4.2	5.4	-21.4%
Total Transportation	20.3	22.6	-10.0%	20.7	23.1	-10.6%
Interisland airfare	0.9	0.9	4.8%	0.9	0.9	-5.2%
Ground transportation	1.8	1.3	40.6%	1.7	1.4	19.6%
Rental vehicles	16.3	19.3	-15.6%	16.5	19.3	-14.6%
Gasoline, parking, etc.	1.3	1.1	17.9%	1.6	1.5	10.1%
Total Shopping	14.0	14.1	-0.6%	14.7	14.5	1.7%
Fashion and clothing	8.1	8.0	1.4%	8.3	8.2	1.2%
Jewelry and watches	0.7	1.1	-34.2%	1.0	1.1	-7.0%
Cosmetics, perfume	0.2	0.1	55.9%	0.3	0.3	18.9%
Leather goods	0.4	0.6	-18.6%	0.4	0.4	-18.3%
Hawai'i food products	2.0	2.0	1.2%	2.0	1.9	6.4%
Souvenirs	2.5	2.4	7.2%	2.8	2.7	4.8%
Total Lodging	111.0	116.6	-4.8%	118.3	113.2	4.5%
All other expenses *	6.2	6.6	-6.8%	5.8	5.8	0.0%

*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

**Canada 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	210.0	157.7	33.2%	219.4	169.1	29.8%
Total Food and beverage	44.1	33.3	32.4%	45.2	34.5	31.2%
Restaurant food	25.0	19.6	27.6%	26.4	19.4	35.8%
Dinner shows and cruises	3.7	2.4	52.7%	3.1	2.6	19.0%
Groceries and snacks	15.3	11.2	36.6%	15.7	12.3	27.6%
Entertainment & Recreation	14.4	11.2	28.1%	14.6	11.4	28.3%
Attractions/entertainment	5.2	3.6	43.3%	4.9	3.5	41.0%
Recreation	4.9	3.7	31.1%	5.5	4.7	18.4%
Other activities & tours	4.3	3.9	11.1%	4.2	3.9	7.5%
Total Transportation	20.3	17.5	16.3%	20.7	19.0	8.8%
Interisland airfare	0.9	1.1	-10.7%	0.9	1.0	-18.7%
Ground transportation	1.8	0.8	126.7%	1.7	0.7	133.6%
Rental vehicles	16.3	14.2	14.7%	16.5	15.8	4.7%
Gasoline, parking, etc.	1.3	1.4	-9.0%	1.6	1.4	11.8%
Total Shopping	14.0	12.2	14.8%	14.7	12.2	20.4%
Fashion and clothing	8.1	6.5	24.6%	8.3	6.6	25.3%
Jewelry and watches	0.7	0.7	6.2%	1.0	1.0	2.1%
Cosmetics, perfume	0.2	0.4	-39.7%	0.3	0.3	20.8%
Leather goods	0.4	0.3	58.0%	0.4	0.3	20.3%
Hawai'i food products	2.0	1.9	8.1%	2.0	1.7	15.2%
Souvenirs	2.5	2.5	0.2%	2.8	2.4	17.9%
Total Lodging	111.0	77.8	42.6%	118.3	86.3	37.1%
All other expenses *	6.2	5.6	9.5%	5.8	5.7	2.7%

*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