

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

Expenditure Type	2017P July YTD	2016P July YTD	% change
GRAND TOTAL	200.3	192.3	4.2%
Total Food and beverage	41.1	40.2	2.2%
Restaurant food	27.7	27.2	2.0%
Dinner shows and cruises	4.1	4.0	3.0%
Groceries and snacks	9.3	9.1	2.3%
Entertainment & Recreation	18.3	17.4	5.3%
Attractions/entertainment	5.4	5.3	0.7%
Recreation	6.5	6.1	7.5%
Other activities & tours	6.5	6.0	7.1%
Total Transportation	19.2	18.7	2.8%
Interisland airfare	3.5	3.7	-5.3%
Ground transportation	1.8	1.8	-3.3%
Rental vehicles	12.8	12.1	5.6%
Gasoline, parking, etc.	1.2	1.1	9.5%
Total Shopping	26.2	27.0	-3.1%
Fashion and clothing	9.9	10.5	-5.7%
Jewelry and watches	3.3	3.3	0.6%
Cosmetics, perfume	1.2	1.2	-1.8%
Leather goods	3.8	3.9	-3.8%
Hawai'i food products	3.8	3.8	0.3%
Souvenirs	4.2	4.3	-2.3%
Total Lodging	87.8	82.0	7.0%
All other expenses *	7.7	7.0	10.8%

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

Technical Notes: The HTA received corrected passenger counts from airlines traffic summary reports which mainly impacted the Canadian market. The corrections were significant enough to warrant revisions to published visitor arrival and spending statistics for January and February 2017.

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 July YTD	2016P July YTD	% change
GRAND TOTAL	178.0	165.6	7.5%
Total Food and beverage	36.9	35.7	3.3%
Restaurant food	23.4	22.6	3.5%
Dinner shows and cruises	3.8	3.5	8.1%
Groceries and snacks	9.7	9.6	1.1%
Entertainment & Recreation	16.0	14.7	8.6%
Attractions/entertainment	4.0	3.6	11.4%
Recreation	6.6	6.5	1.4%
Other activities & tours	5.4	4.6	16.5%
Total Transportation	18.5	17.4	6.3%
Interisland airfare	2.6	2.5	2.8%
Ground transportation	0.8	0.7	15.1%
Rental vehicles	13.9	13.0	6.5%
Gasoline, parking, etc.	1.2	1.1	7.3%
Total Shopping	16.1	15.6	3.3%
Fashion and clothing	6.3	6.1	2.0%
Jewelry and watches	2.6	2.5	7.0%
Cosmetics, perfume	0.3	0.3	5.6%
Leather goods	0.8	0.8	3.4%
Hawai'i food products	2.6	2.4	9.0%
Souvenirs	3.5	3.6	-1.0%
Total Lodging	86.3	77.9	10.7%
All other expenses *	4.3	4.3	1.4%

*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 July YTD	2016P July YTD	% change
GRAND TOTAL	208.3	197.4	5.5%
Total Food and beverage	41.3	39.7	4.2%
Restaurant food	27.9	26.8	4.3%
Dinner shows and cruises	5.0	4.6	10.0%
Groceries and snacks	8.4	8.3	0.7%
Entertainment & Recreation	21.2	20.3	4.4%
Attractions/entertainment	5.8	5.5	5.8%
Recreation	7.5	7.2	4.3%
Other activities & tours	7.9	7.7	3.6%
Total Transportation	22.0	20.9	5.1%
Interisland airfare	4.9	4.8	1.1%
Ground transportation	1.0	1.1	-3.3%
Rental vehicles	14.7	13.8	6.3%
Gasoline, parking, etc.	1.4	1.2	15.2%
Total Shopping	18.4	18.1	1.5%
Fashion and clothing	6.8	6.7	1.1%
Jewelry and watches	3.2	3.1	3.0%
Cosmetics, perfume	0.5	0.4	7.7%
Leather goods	0.6	0.7	-1.7%
Hawai'i food products	2.6	2.6	-1.4%
Souvenirs	4.8	4.6	2.7%
Total Lodging	93.4	87.7	6.5%
All other expenses *	12.0	10.6	12.8%

*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 July YTD	2016P July YTD	% change
GRAND TOTAL	242.4	235.3	3.0%
Total Food and beverage	52.4	51.2	2.3%
Restaurant food	39.1	38.1	2.8%
Dinner shows and cruises	4.0	4.2	-4.8%
Groceries and snacks	9.2	8.9	3.6%
Entertainment & Recreation	19.0	19.0	-0.1%
Attractions/entertainment	5.8	5.9	-1.8%
Recreation	4.6	4.0	13.6%
Other activities & tours	8.6	9.0	-5.2%
Total Transportation	13.3	11.8	12.1%
Interisland airfare	2.0	1.9	5.5%
Ground transportation	6.5	6.0	9.0%
Rental vehicles	4.2	3.6	17.2%
Gasoline, parking, etc.	0.5	0.3	55.1%
Total Shopping	66.4	67.3	-1.4%
Fashion and clothing	18.5	18.2	1.6%
Jewelry and watches	5.7	6.3	-8.7%
Cosmetics, perfume	3.6	3.6	-0.7%
Leather goods	18.0	17.9	0.5%
Hawai'i food products	13.9	14.3	-2.8%
Souvenirs	6.7	7.1	-5.0%
Total Lodging	80.7	75.6	6.7%
All other expenses *	10.7	10.3	3.8%

*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 July YTD	2016P July YTD	% change
GRAND TOTAL	163.3	157.1	3.9%
Total Food and beverage	32.5	32.9	-1.2%
Restaurant food	18.7	18.6	0.3%
Dinner shows and cruises	2.6	3.0	-13.4%
Groceries and snacks	11.2	11.3	-0.4%
Entertainment & Recreation	13.0	11.6	12.1%
Attractions/entertainment	3.9	3.8	3.2%
Recreation	4.8	4.5	7.8%
Other activities & tours	4.2	3.3	28.2%
Total Transportation	17.6	16.6	5.9%
Interisland airfare	1.9	1.8	6.5%
Ground transportation	0.8	0.9	-13.6%
Rental vehicles	13.5	12.7	5.7%
Gasoline, parking, etc.	1.4	1.1	19.1%
Total Shopping	12.8	12.7	0.9%
Fashion and clothing	7.1	6.4	10.7%
Jewelry and watches	1.2	1.5	-19.0%
Cosmetics, perfume	0.2	0.2	10.7%
Leather goods	0.5	0.5	-12.5%
Hawai'i food products	1.5	1.5	1.0%
Souvenirs	2.2	2.5	-10.0%
Total Lodging	82.3	78.5	4.7%
All other expenses *	5.2	4.9	7.3%

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

Technical Notes: The HTA received corrected passenger counts from airlines traffic summary reports which mainly impacted the Canadian market. The corrections were significant enough to warrant revisions to published visitor arrival and spending statistics for January and February 2017.

Source: Hawai'i Tourism Authority

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

Expenditure Type	2017P July YTD	2016P July YTD	% change
GRAND TOTAL	329.7	381.6	-13.6%
Total Food and beverage	52.8	60.7	-13.1%
Restaurant food	42.7	49.5	-13.7%
Dinner shows and cruises	3.4	5.2	-35.0%
Groceries and snacks	6.6	6.0	10.9%
Entertainment & Recreation	32.4	41.5	-22.0%
Attractions/entertainment	23.3	34.1	-31.7%
Recreation	5.0	3.8	33.9%
Other activities & tours	4.0	3.6	11.3%
Total Transportation	36.2	42.8	-15.4%
Interisland airfare	14.3	15.5	-7.6%
Ground transportation	6.5	12.9	-49.8%
Rental vehicles	14.3	12.9	10.2%
Gasoline, parking, etc.	1.2	1.5	-22.2%
Total Shopping	108.8	129.3	-15.9%
Fashion and clothing	36.7	48.3	-24.0%
Jewelry and watches	28.1	22.4	25.7%
Cosmetics, perfume	12.9	13.5	-4.8%
Leather goods	22.0	30.1	-26.9%
Hawai'i food products	6.6	7.9	-15.8%
Souvenirs	2.4	7.1	-66.0%
Total Lodging	92.5	96.5	-4.1%
All other expenses *	7.2	10.8	-34.0%

*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 July YTD	2016P July YTD	% change
GRAND TOTAL	280.7	300.3	-6.5%
Total Food and beverage	65.4	70.0	-6.6%
Restaurant food	52.0	57.5	-9.6%
Dinner shows and cruises	4.8	5.3	-9.7%
Groceries and snacks	8.6	7.2	19.6%
Entertainment & Recreation	26.6	26.3	1.4%
Attractions/entertainment	11.9	12.2	-2.8%
Recreation	10.3	9.8	5.1%
Other activities & tours	4.4	4.2	5.0%
Total Transportation	26.3	25.9	1.5%
Interisland airfare	6.7	7.5	-9.6%
Ground transportation	2.4	2.8	-14.1%
Rental vehicles	16.2	14.5	11.3%
Gasoline, parking, etc.	1.0	1.1	-14.0%
Total Shopping	70.5	70.8	-0.4%
Fashion and clothing	24.5	24.0	1.9%
Jewelry and watches	2.4	3.6	-31.5%
Cosmetics, perfume	4.4	4.6	-2.9%
Leather goods	25.3	26.9	-5.9%
Hawai'i food products	7.8	6.7	17.1%
Souvenirs	6.1	5.1	19.0%
Total Lodging	89.3	104.7	-14.7%
All other expenses *	2.6	2.6	-0.3%

*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 July YTD	2016P July YTD	% change
GRAND TOTAL	276.1	277.4	-0.5%
Total Food and beverage	56.2	57.1	-1.6%
Restaurant food	41.5	40.7	2.1%
Dinner shows and cruises	5.4	6.4	-15.5%
Groceries and snacks	9.3	10.0	-7.3%
Entertainment & Recreation	25.0	24.7	1.3%
Attractions/entertainment	10.7	10.9	-2.4%
Recreation	4.7	4.5	2.6%
Other activities & tours	9.7	9.2	5.1%
Total Transportation	16.8	17.1	-1.7%
Interisland airfare	4.0	4.3	-6.5%
Ground transportation	3.8	4.1	-7.7%
Rental vehicles	8.3	7.9	5.2%
Gasoline, parking, etc.	0.7	0.8	-12.8%
Total Shopping	56.5	53.6	5.3%
Fashion and clothing	35.3	33.6	5.1%
Jewelry and watches	4.9	5.0	-1.7%
Cosmetics, perfume	4.0	4.5	-9.8%
Leather goods	6.0	4.8	25.3%
Hawai'i food products	1.4	1.2	19.5%
Souvenirs	4.9	4.6	4.8%
Total Lodging	104.4	113.2	-7.8%
All other expenses *	17.3	11.8	46.6%

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

Source: Hawai'i Tourism Authority