

**Total Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2022P YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P January YTD	2022P January YTD	% change
<b>GRAND TOTAL</b>	<b>236.9</b>	<b>223.9</b>	<b>5.8%</b>
<b>Total Food and beverage</b>	<b>49.3</b>	<b>45.3</b>	<b>10.1%</b>
Restaurant food	33.1	29.9	16.7%
Dinner shows and cruises	4.5	4.5	-6.7%
Groceries and snacks	11.6	10.8	1.1%
<b>Entertainment &amp; Recreation</b>	<b>21.0</b>	<b>20.3</b>	<b>-1.3%</b>
Attractions/entertainment	6.2	4.9	9.7%
Recreation	8.4	8.0	1.3%
Other activities & tours	6.3	7.3	-12.9%
<b>Total Transportation</b>	<b>24.8</b>	<b>25.0</b>	<b>-2.7%</b>
Interisland airfare	1.6	1.2	11.2%
Ground transportation	2.4	1.4	80.7%
Rental vehicles	19.2	21.1	14.2%
Gasoline, parking, etc.	1.5	1.4	7.2%
<b>Total Shopping</b>	<b>24.7</b>	<b>22.0</b>	<b>11.9%</b>
Fashion and clothing	10.2	9.3	14.2%
Jewelry and watches	3.2	2.3	45.2%
Cosmetics, perfume	0.6	0.4	0.0%
Leather goods	2.7	2.6	-2.8%
Hawai'i food products	3.9	3.2	0.0%
Souvenirs	4.1	4.3	-10.3%
<b>Total Lodging</b>	<b>108.9</b>	<b>108.5</b>	<b>1.0%</b>
<b>All other expenses *</b>	<b>8.3</b>	<b>2.7</b>	<b>217.9%</b>

\*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.  
2022 visitor data are preliminary. 2022P visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office and final passenger counts from Airline Traffic Summary reports.  
Source: Department of Business, Economic Development and Tourism

**Total Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2019 YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P January YTD	2019 January YTD	% change
<b>GRAND TOTAL</b>	<b>236.9</b>	<b>199.7</b>	<b>18.6%</b>
<b>Total Food and beverage</b>	<b>49.3</b>	<b>41.2</b>	<b>19.6%</b>
Restaurant food	33.1	26.9	23.3%
Dinner shows and cruises	4.5	4.1	9.4%
Groceries and snacks	11.6	10.2	14.5%
<b>Entertainment &amp; Recreation</b>	<b>21.0</b>	<b>17.1</b>	<b>22.2%</b>
Attractions/entertainment	6.2	4.8	30.2%
Recreation	8.4	6.4	31.5%
Other activities & tours	6.3	6.2	2.1%
<b>Total Transportation</b>	<b>24.8</b>	<b>20.4</b>	<b>21.4%</b>
Interisland airfare	1.6	2.6	-39.0%
Ground transportation	2.4	1.8	32.6%
Rental vehicles	19.2	14.5	2.5%
Gasoline, parking, etc.	1.5	1.4	10.1%
<b>Total Shopping</b>	<b>24.7</b>	<b>24.2</b>	<b>2.1%</b>
Fashion and clothing	10.2	9.9	2.5%
Jewelry and watches	3.2	2.4	35.0%
Cosmetics, perfume	0.6	1.0	0.0%
Leather goods	2.7	3.3	-18.1%
Hawai'i food products	3.9	3.4	0.0%
Souvenirs	4.1	4.1	-1.4%
<b>Total Lodging</b>	<b>108.9</b>	<b>90.1</b>	<b>20.8%</b>
<b>All other expenses *</b>	<b>8.3</b>	<b>6.7</b>	<b>24.9%</b>

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Source: Department of Business, Economic Development and Tourism

**U.S. TOTAL Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2022P YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P	2022P	% change
	January YTD	January YTD	
<b>GRAND TOTAL</b>	<b>235.0</b>	<b>229.3</b>	<b>2.5%</b>
<b>Total Food and beverage</b>	<b>46.6</b>	<b>45.5</b>	<b>2.6%</b>
Restaurant food	30.6	29.6	3.5%
Dinner shows and cruises	4.8	4.7	1.4%
Groceries and snacks	11.2	11.2	0.6%
<b>Entertainment &amp; Recreation</b>	<b>20.9</b>	<b>21.1</b>	<b>-0.8%</b>
Attractions/entertainment	20.9	5.0	-0.8%
Recreation	20.9	8.4	-0.8%
Other activities & tours	20.9	7.7	-0.8%
<b>Total Transportation</b>	<b>26.0</b>	<b>26.1</b>	<b>-0.4%</b>
Interisland airfare	1.8	1.2	43.8%
Ground transportation	1.7	1.2	43.3%
Rental vehicles	20.9	22.2	-6.1%
Gasoline, parking, etc.	1.6	1.4	14.3%
<b>Total Shopping</b>	<b>22.5</b>	<b>21.4</b>	<b>5.1%</b>
Fashion and clothing	8.2	8.2	0.3%
Jewelry and watches	3.7	2.4	52.2%
Cosmetics, perfume	0.5	0.3	74.8%
Leather goods	2.0	2.7	-25.1%
Hawai'i food products	3.9	3.3	17.4%
Souvenirs	4.1	4.4	-6.6%
<b>Total Lodging</b>	<b>109.5</b>	<b>112.8</b>	<b>-2.9%</b>
<b>All other expenses *</b>	<b>9.5</b>	<b>2.5</b>	<b>285.9%</b>

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Source: Department of Business, Economic Development and Tourism

**U.S. TOTAL Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2019 YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P	2019	% change
	January YTD	January YTD	
<b>GRAND TOTAL</b>	<b>235.0</b>	<b>194.8</b>	<b>20.6%</b>
<b>Total Food and beverage</b>	<b>46.6</b>	<b>40.6</b>	<b>14.9%</b>
Restaurant food	30.6	26.3	16.3%
Dinner shows and cruises	4.8	4.5	7.4%
Groceries and snacks	11.2	9.8	14.4%
<b>Entertainment &amp; Recreation</b>	<b>20.9</b>	<b>17.1</b>	<b>22.3%</b>
Attractions/entertainment	20.9	17.1	22.3%
Recreation	20.9	17.1	22.3%
Other activities & tours	20.9	17.1	22.3%
<b>Total Transportation</b>	<b>26.0</b>	<b>20.9</b>	<b>24.1%</b>
Interisland airfare	1.8	2.3	-23.4%
Ground transportation	1.7	1.1	61.6%
Rental vehicles	20.9	16.3	28.3%
Gasoline, parking, etc.	1.6	1.3	26.0%
<b>Total Shopping</b>	<b>22.5</b>	<b>15.4</b>	<b>46.3%</b>
Fashion and clothing	8.2	6.4	29.1%
Jewelry and watches	3.7	2.0	79.5%
Cosmetics, perfume	0.5	0.5	-0.8%
Leather goods	2.0	0.3	504.4%
Hawai'i food products	3.9	2.6	51.0%
Souvenirs	4.1	3.5	17.1%
<b>Total Lodging</b>	<b>109.5</b>	<b>94.6</b>	<b>15.8%</b>
<b>All other expenses *</b>	<b>9.5</b>	<b>6.2</b>	<b>52.9%</b>

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Source: Department of Business, Economic Development and Tourism

**U.S. West Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2022P YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P	2022P	% change
	January YTD	January YTD	
<b>GRAND TOTAL</b>	<b>221.7</b>	<b>220.9</b>	<b>0.3%</b>
<b>Total Food and beverage</b>	<b>46.5</b>	<b>44.5</b>	<b>4.4%</b>
Restaurant food	29.7	28.3	5.1%
Dinner shows and cruises	4.5	4.1	9.8%
Groceries and snacks	12.2	12.1	1.0%
<b>Entertainment &amp; Recreation</b>	<b>18.6</b>	<b>17.0</b>	<b>9.6%</b>
Attractions/entertainment	4.2	4.1	3.0%
Recreation	9.0	7.4	21.9%
Other activities & tours	5.4	5.5	-1.9%
<b>Total Transportation</b>	<b>26.0</b>	<b>24.6</b>	<b>5.5%</b>
Interisland airfare	1.2	1.0	11.7%
Ground transportation	1.8	1.1	67.3%
Rental vehicles	21.3	21.1	1.0%
Gasoline, parking, etc.	1.7	1.4	19.3%
<b>Total Shopping</b>	<b>22.9</b>	<b>21.1</b>	<b>8.2%</b>
Fashion and clothing	9.0	8.1	9.8%
Jewelry and watches	2.7	2.2	24.2%
Cosmetics, perfume	0.4	0.3	37.1%
Leather goods	2.2	2.6	-12.6%
Hawai'i food products	4.4	4.0	11.7%
Souvenirs	4.1	4.0	3.8%
<b>Total Lodging</b>	<b>100.8</b>	<b>111.4</b>	<b>-9.4%</b>
<b>All other expenses *</b>	<b>6.9</b>	<b>2.3</b>	<b>200.2%</b>

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Source: Department of Business, Economic Development and Tourism

**U.S. West Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2019 YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P	2019	% change
	January YTD	January YTD	
<b>GRAND TOTAL</b>	<b>221.7</b>	<b>180.0</b>	<b>23.2%</b>
<b>Total Food and beverage</b>	<b>46.5</b>	<b>37.7</b>	<b>23.1%</b>
Restaurant food	29.7	23.7	25.5%
Dinner shows and cruises	4.5	3.5	28.4%
Groceries and snacks	12.2	10.5	15.9%
<b>Entertainment &amp; Recreation</b>	<b>18.6</b>	<b>14.6</b>	<b>27.3%</b>
Attractions/entertainment	4.2	3.3	30.1%
Recreation	9.0	6.4	40.4%
Other activities & tours	5.4	5.0	8.4%
<b>Total Transportation</b>	<b>26.0</b>	<b>20.2</b>	<b>28.8%</b>
Interisland airfare	1.2	1.9	-38.4%
Ground transportation	1.8	0.9	101.9%
Rental vehicles	21.3	16.2	31.2%
Gasoline, parking, etc.	1.7	1.2	45.2%
<b>Total Shopping</b>	<b>22.9</b>	<b>14.2</b>	<b>61.4%</b>
Fashion and clothing	9.0	5.9	50.5%
Jewelry and watches	2.7	1.8	46.9%
Cosmetics, perfume	0.4	0.3	18.9%
Leather goods	2.2	0.4	428.8%
Hawai'i food products	4.4	2.5	75.4%
Souvenirs	4.1	3.1	33.8%
<b>Total Lodging</b>	<b>100.8</b>	<b>89.0</b>	<b>13.4%</b>
<b>All other expenses *</b>	<b>6.9</b>	<b>4.3</b>	<b>59.2%</b>

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Source: Department of Business, Economic Development and Tourism

**U.S. East Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2022P YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P	2022P	% change
	January YTD	January YTD	
<b>GRAND TOTAL</b>	<b>255.0</b>	<b>241.5</b>	<b>5.6%</b>
<b>Total Food and beverage</b>	<b>46.9</b>	<b>46.8</b>	<b>0.1%</b>
Restaurant food	31.9	31.4	1.7%
Dinner shows and cruises	5.2	5.6	-7.6%
Groceries and snacks	9.8	9.8	-0.4%
<b>Entertainment &amp; Recreation</b>	<b>24.4</b>	<b>27.1</b>	<b>-10.1%</b>
Attractions/entertainment	6.8	6.3	8.6%
Recreation	8.5	9.9	-14.9%
Other activities & tours	9.1	10.9	-16.5%
<b>Total Transportation</b>	<b>25.9</b>	<b>28.2</b>	<b>-8.0%</b>
Interisland airfare	2.7	1.5	77.3%
Ground transportation	1.6	1.4	14.5%
Rental vehicles	20.2	23.9	-15.4%
Gasoline, parking, etc.	1.5	1.4	6.4%
<b>Total Shopping</b>	<b>21.9</b>	<b>21.8</b>	<b>0.6%</b>
Fashion and clothing	7.2	8.3	-13.6%
Jewelry and watches	5.1	2.8	85.5%
Cosmetics, perfume	0.5	0.2	153.6%
Leather goods	1.7	3.0	-41.3%
Hawai'i food products	3.2	2.4	30.3%
Souvenirs	4.1	5.1	-18.5%
<b>Total Lodging</b>	<b>122.4</b>	<b>114.9</b>	<b>6.5%</b>
<b>All other expenses *</b>	<b>13.4</b>	<b>2.7</b>	<b>395.7%</b>

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**U.S. East Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2019 YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P January YTD	2019 January YTD	% change
<b>GRAND TOTAL</b>	<b>255.0</b>	<b>216.2</b>	<b>17.9%</b>
<b>Total Food and beverage</b>	<b>46.9</b>	<b>44.7</b>	<b>4.8%</b>
Restaurant food	31.9	30.1	6.0%
Dinner shows and cruises	5.2	5.8	-10.9%
Groceries and snacks	9.8	8.8	11.3%
<b>Entertainment &amp; Recreation</b>	<b>24.4</b>	<b>20.7</b>	<b>17.7%</b>
Attractions/entertainment	6.8	5.3	29.1%
Recreation	8.5	7.7	9.9%
Other activities & tours	9.1	7.7	17.7%
<b>Total Transportation</b>	<b>25.9</b>	<b>22.0</b>	<b>18.0%</b>
Interisland airfare	2.7	2.9	-8.4%
Ground transportation	1.6	1.3	20.0%
Rental vehicles	20.2	16.3	23.9%
Gasoline, parking, etc.	1.5	1.4	2.8%
<b>Total Shopping</b>	<b>21.9</b>	<b>17.1</b>	<b>28.1%</b>
Fashion and clothing	7.2	7.0	2.4%
Jewelry and watches	5.1	2.3	118.4%
Cosmetics, perfume	0.5	0.6	-15.9%
Leather goods	1.7	0.2	717.2%
Hawai'i food products	3.2	2.7	17.1%
Souvenirs	4.1	4.2	-0.7%
<b>Total Lodging</b>	<b>122.4</b>	<b>102.7</b>	<b>19.2%</b>
<b>All other expenses *</b>	<b>13.4</b>	<b>9.0</b>	<b>49.9%</b>

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**Japan Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2022P YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P January YTD	2022P January YTD	% change
<b>GRAND TOTAL</b>	<b>237.1</b>	<b>216.3</b>	<b>9.7%</b>
<b>Total Food and beverage</b>	<b>54.1</b>	<b>42.0</b>	<b>28.7%</b>
Restaurant food	39.0	26.9	45.3%
Dinner shows and cruises	3.3	0.4	775.0%
Groceries and snacks	11.7	14.8	-20.6%
<b>Entertainment &amp; Recreation</b>	<b>14.3</b>	<b>5.6</b>	<b>157.3%</b>
Attractions/entertainment	3.3	3.1	7.1%
Recreation	5.8	2.1	176.8%
Other activities & tours	5.1	0.4	1293.5%
<b>Total Transportation</b>	<b>13.8</b>	<b>15.5</b>	<b>-11.1%</b>
Interisland airfare	0.9	1.1	-24.3%
Ground transportation	4.8	3.0	61.4%
Rental vehicles	7.2	9.8	-26.0%
Gasoline, parking, etc.	0.9	1.7	-44.6%
<b>Total Shopping</b>	<b>56.4</b>	<b>69.6</b>	<b>-19.0%</b>
Fashion and clothing	21.9	27.8	-21.0%
Jewelry and watches	2.8	8.8	-68.6%
Cosmetics, perfume	2.3	3.4	-32.6%
Leather goods	12.1	17.2	-29.6%
Hawai'i food products	11.3	8.5	32.6%
Souvenirs	5.9	3.8	55.6%
<b>Total Lodging</b>	<b>91.5</b>	<b>82.1</b>	<b>11.4%</b>
<b>All other expenses *</b>	<b>7.1</b>	<b>1.4</b>	<b>394.0%</b>

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**Japan Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2019 YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P January YTD	2019 January YTD	% change
<b>GRAND TOTAL</b>	<b>237.1</b>	<b>239.7</b>	<b>-1.0%</b>
<b>Total Food and beverage</b>	<b>54.1</b>	<b>52.2</b>	<b>3.6%</b>
Restaurant food	39.0	38.6	1.3%
Dinner shows and cruises	3.3	3.6	-7.4%
Groceries and snacks	11.7	9.7	21.2%
<b>Entertainment &amp; Recreation</b>	<b>14.3</b>	<b>17.3</b>	<b>-17.5%</b>
Attractions/entertainment	3.3	5.2	-36.6%
Recreation	5.8	4.1	43.8%
Other activities & tours	5.1	8.1	-36.2%
<b>Total Transportation</b>	<b>13.8</b>	<b>12.0</b>	<b>15.2%</b>
Interisland airfare	0.9	1.2	-30.1%
Ground transportation	4.8	5.6	-14.7%
Rental vehicles	7.2	4.5	59.7%
Gasoline, parking, etc.	0.9	0.6	56.6%
<b>Total Shopping</b>	<b>56.4</b>	<b>69.2</b>	<b>-18.6%</b>
Fashion and clothing	21.9	21.1	4.1%
Jewelry and watches	2.8	7.4	-62.6%
Cosmetics, perfume	2.3	4.0	-42.3%
Leather goods	12.1	18.5	-34.4%
Hawai'i food products	11.3	12.7	-10.9%
Souvenirs	5.9	5.5	6.4%
<b>Total Lodging</b>	<b>91.5</b>	<b>77.8</b>	<b>17.6%</b>
<b>All other expenses *</b>	<b>7.1</b>	<b>11.1</b>	<b>-36.2%</b>

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**Canada Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2022P YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P January YTD	2022P January YTD	% change
<b>GRAND TOTAL</b>	<b>205.9</b>	<b>178.5</b>	<b>15.3%</b>
<b>Total Food and beverage</b>	<b>44.3</b>	<b>39.0</b>	<b>13.5%</b>
Restaurant food	26.5	20.9	26.8%
Dinner shows and cruises	3.9	1.6	147.8%
Groceries and snacks	13.8	16.5	-16.3%
<b>Entertainment &amp; Recreation</b>	<b>16.1</b>	<b>10.5</b>	<b>53.4%</b>
Attractions/entertainment	4.0	2.1	96.1%
Recreation	7.1	5.9	20.8%
Other activities & tours	4.9	2.5	95.0%
<b>Total Transportation</b>	<b>21.8</b>	<b>20.5</b>	<b>5.9%</b>
Interisland airfare	0.9	1.1	-24.9%
Ground transportation	1.3	1.1	24.0%
Rental vehicles	18.2	16.9	7.5%
Gasoline, parking, etc.	1.4	1.4	-0.6%
<b>Total Shopping</b>	<b>14.3</b>	<b>14.3</b>	<b>-0.1%</b>
Fashion and clothing	8.4	8.2	2.2%
Jewelry and watches	0.9	0.3	244.6%
Cosmetics, perfume	0.3	0.1	174.3%
Leather goods	0.2	0.9	-82.5%
Hawai'i food products	1.6	2.2	-26.3%
Souvenirs	2.9	2.6	9.6%
<b>Total Lodging</b>	<b>104.7</b>	<b>91.9</b>	<b>13.8%</b>
<b>All other expenses *</b>	<b>4.8</b>	<b>2.2</b>	<b>118.4%</b>

\*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.  
2022 visitor data are preliminary. 2022P visitor data are the final numbers and reflect updated airfare statistics from DII/O Mi Airline database, data from the National Travel and Tourism Office and final passenger counts from Airline Traffic Summary reports.  
Source: Department of Business, Economic Development and Tourism

**Canada Visitor Personal Daily Spending by Category:  
January 2023P YTD vs. January 2019 YTD  
(Arrivals by air, in dollars)**

Expenditure Type	2023P January YTD	2019 January YTD	% change
<b>GRAND TOTAL</b>	<b>205.9</b>	<b>167.0</b>	<b>23.3%</b>
<b>Total Food and beverage</b>	<b>44.3</b>	<b>34.1</b>	<b>29.9%</b>
Restaurant food	26.5	18.2	45.8%
Dinner shows and cruises	3.9	3.1	27.6%
Groceries and snacks	13.8	12.8	7.9%
<b>Entertainment &amp; Recreation</b>	<b>16.1</b>	<b>11.7</b>	<b>37.4%</b>
Attractions/entertainment	4.0	3.4	16.8%
Recreation	7.1	5.7	25.2%
Other activities & tours	4.9	4.3	13.0%
<b>Total Transportation</b>	<b>21.8</b>	<b>19.4</b>	<b>12.4%</b>
Interisland airfare	0.9	1.1	-24.2%
Ground transportation	1.3	0.8	56.4%
Rental vehicles	18.2	16.0	13.8%
Gasoline, parking, etc.	1.4	1.4	-0.3%
<b>Total Shopping</b>	<b>14.3</b>	<b>12.2</b>	<b>17.0%</b>
Fashion and clothing	8.4	6.9	20.7%
Jewelry and watches	0.9	1.3	-31.5%
Cosmetics, perfume	0.3	0.2	81.7%
Leather goods	0.2	0.3	-50.9%
Hawai'i food products	1.6	1.2	31.7%
Souvenirs	2.9	2.2	30.6%
<b>Total Lodging</b>	<b>104.7</b>	<b>84.0</b>	<b>24.6%</b>
<b>All other expenses *</b>	<b>4.8</b>	<b>5.6</b>	<b>-15.3%</b>

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

2022 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 and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development and Tourism