

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

Expenditure Type	2023P March	2022P March	% change	2023P Mar. YTD	2022P Mar. YTD	% change
<b>GRAND TOTAL</b>	<b>235.4</b>	<b>217.3</b>	<b>8.3%</b>	<b>237.8</b>	<b>221.0</b>	<b>7.6%</b>
<b>Total Food and beverage</b>	<b>48.4</b>	<b>43.3</b>	<b>11.9%</b>	<b>49.0</b>	<b>44.2</b>	<b>11.0%</b>
Restaurant food	32.2	27.8	16.0%	32.9	28.3	16.1%
Dinner shows and cruises	4.6	4.4	4.2%	4.7	4.5	3.8%
Groceries and snacks	11.7	11.2	4.7%	11.5	11.4	1.1%
<b>Entertainment &amp; Recreation</b>	<b>19.4</b>	<b>19.3</b>	<b>0.6%</b>	<b>20.4</b>	<b>19.1</b>	<b>6.8%</b>
Attractions/entertainment	7.2	5.4	33.0%	6.3	4.9	29.1%
Recreation	5.9	7.6	-22.4%	7.4	7.4	0.4%
Other activities & tours	6.3	6.3	0.7%	6.6	6.8	-2.3%
<b>Total Transportation</b>	<b>23.5</b>	<b>24.9</b>	<b>-5.7%</b>	<b>24.3</b>	<b>25.2</b>	<b>-3.7%</b>
Interisland airfare	1.2	1.1	10.0%	1.4	1.2	15.5%
Ground transportation	1.8	1.5	15.7%	2.1	1.4	49.2%
Rental vehicles	19.0	20.8	-8.5%	19.2	21.1	-8.8%
Gasoline, parking, etc.	1.4	1.4	-0.6%	1.5	1.5	2.5%
<b>Total Shopping</b>	<b>23.4</b>	<b>22.2</b>	<b>5.0%</b>	<b>23.8</b>	<b>21.4</b>	<b>11.2%</b>
Fashion and clothing	9.9	8.7	14.1%	10.0	8.4	19.7%
Jewelry and watches	2.5	2.5	2.5%	2.8	2.3	22.4%
Cosmetics, perfume	0.5	0.5	10.9%	0.6	0.4	45.5%
Leather goods	2.4	3.1	-23.0%	2.4	2.9	-19.0%
Hawai'i food products	3.5	3.0	16.1%	3.7	3.1	19.5%
Souvenirs	4.6	4.6	0.2%	4.3	4.3	-0.2%
<b>Total Lodging</b>	<b>112.2</b>	<b>103.8</b>	<b>8.1%</b>	<b>111.4</b>	<b>107.5</b>	<b>3.6%</b>
<b>All other expenses *</b>	<b>8.5</b>	<b>3.7</b>	<b>126.0%</b>	<b>8.8</b>	<b>3.6</b>	<b>146.5%</b>

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

P = 2022 and 2023 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

**Total Visitor Personal Daily Spending by Category:  
March 2023P vs. March 2019  
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Expenditure Type	2023P March	2019 March	% change	2023P Mar. YTD	2019 Mar. YTD	% change
<b>GRAND TOTAL</b>	<b>235.4</b>	<b>192.4</b>	<b>22.3%</b>	<b>237.8</b>	<b>198.0</b>	<b>20.1%</b>
<b>Total Food and beverage</b>	<b>48.4</b>	<b>39.8</b>	<b>21.6%</b>	<b>49.0</b>	<b>40.7</b>	<b>20.6%</b>
Restaurant food	32.2	26.2	22.7%	32.9	26.7	23.1%
Dinner shows and cruises	4.6	3.7	23.3%	4.7	3.8	21.2%
Groceries and snacks	11.7	9.9	18.2%	11.5	10.1	14.2%
<b>Entertainment &amp; Recreation</b>	<b>19.4</b>	<b>16.2</b>	<b>19.7%</b>	<b>20.4</b>	<b>16.3</b>	<b>24.8%</b>
Attractions/entertainment	7.2	5.0	42.1%	6.3	4.9	27.8%
Recreation	5.9	5.5	7.6%	7.4	5.7	30.5%
Other activities & tours	6.3	5.7	11.4%	6.6	5.8	15.1%
<b>Total Transportation</b>	<b>23.5</b>	<b>18.7</b>	<b>25.4%</b>	<b>24.3</b>	<b>19.9</b>	<b>22.3%</b>
Interisland airfare	1.2	1.9	-33.1%	1.4	2.4	-39.3%
Ground transportation	1.8	1.8	1.3%	2.1	1.8	20.7%
Rental vehicles	19.0	13.9	37.3%	19.2	14.5	32.5%
Gasoline, parking, etc.	1.4	1.2	15.0%	1.5	1.3	15.0%
<b>Total Shopping</b>	<b>23.4</b>	<b>23.9</b>	<b>-2.3%</b>	<b>23.8</b>	<b>24.4</b>	<b>-2.3%</b>
Fashion and clothing	9.9	9.4	5.1%	10.0	9.6	4.7%
Jewelry and watches	2.5	2.5	1.6%	2.8	2.7	4.9%
Cosmetics, perfume	0.5	0.9	0.0%	0.6	1.0	0.0%
Leather goods	2.4	3.1	-24.4%	2.4	3.5	-32.2%
Hawai'i food products	3.5	3.9	0.0%	3.7	3.6	0.0%
Souvenirs	4.6	4.2	8.1%	4.3	4.0	7.8%
<b>Total Lodging</b>	<b>112.2</b>	<b>85.8</b>	<b>30.9%</b>	<b>111.4</b>	<b>89.6</b>	<b>24.4%</b>
<b>All other expenses *</b>	<b>8.5</b>	<b>8.0</b>	<b>5.7%</b>	<b>8.8</b>	<b>7.1</b>	<b>23.4%</b>

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

2022 and 2023 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

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

<b>Expenditure Type</b>	<b>2023P March</b>	<b>2022P March</b>	<b>% change</b>	<b>2023P Mar. YTD</b>	<b>2022P Mar. YTD</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>233.9</b>	<b>223.0</b>	<b>4.9%</b>	<b>236.3</b>	<b>227.1</b>	<b>4.1%</b>
<b>Total Food and beverage</b>	<b>48.3</b>	<b>44.1</b>	<b>9.5%</b>	<b>47.4</b>	<b>45.0</b>	<b>5.4%</b>
Restaurant food	32.0	28.6	11.9%	31.3	29.2	7.1%
Dinner shows and cruises	4.8	4.6	4.2%	4.9	4.6	6.1%
Groceries and snacks	11.5	11.0	5.2%	11.2	11.2	0.7%
<b>Entertainment &amp; Recreation</b>	<b>19.5</b>	<b>20.5</b>	<b>-5.1%</b>	<b>20.2</b>	<b>20.1</b>	<b>0.5%</b>
Attractions/entertainment	6.3	5.3	19.2%	5.5	4.8	14.6%
Recreation	6.4	8.4	-23.9%	7.7	8.0	-4.2%
Other activities & tours	6.7	6.8	-0.9%	7.0	7.3	-3.8%
<b>Total Transportation</b>	<b>24.2</b>	<b>25.8</b>	<b>-6.0%</b>	<b>25.1</b>	<b>25.9</b>	<b>-3.0%</b>
Interisland airfare	1.2	0.9	38.2%	1.5	1.0	50.0%
Ground transportation	1.4	1.5	-2.8%	1.6	1.3	22.8%
Rental vehicles	20.0	22.0	-9.0%	20.4	22.1	-7.7%
Gasoline, parking, etc.	1.6	1.4	9.6%	1.6	1.4	7.8%
<b>Total Shopping</b>	<b>21.9</b>	<b>21.9</b>	<b>-0.1%</b>	<b>21.9</b>	<b>21.1</b>	<b>3.9%</b>
Fashion and clothing	8.8	8.1	8.0%	8.5	7.8	8.2%
Jewelry and watches	2.7	2.6	3.2%	3.1	2.5	24.8%
Cosmetics, perfume	0.5	0.4	18.2%	0.5	0.3	43.7%
Leather goods	2.2	2.9	-23.6%	1.9	2.9	-33.6%
Hawai'i food products	3.2	3.0	8.3%	3.6	3.1	15.3%
Souvenirs	4.5	4.9	-8.4%	4.4	4.5	-1.9%
<b>Total Lodging</b>	<b>111.1</b>	<b>106.9</b>	<b>3.9%</b>	<b>111.9</b>	<b>111.5</b>	<b>0.4%</b>
<b>All other expenses *</b>	<b>8.8</b>	<b>3.7</b>	<b>137.7%</b>	<b>9.7</b>	<b>3.5</b>	<b>177.2%</b>

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<b>Expenditure Type</b>	<b>2023P March</b>	<b>2019 March</b>	<b>% change</b>	<b>2023P Mar. YTD</b>	<b>2019 Mar. YTD</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>233.9</b>	<b>185.3</b>	<b>26.2%</b>	<b>236.3</b>	<b>191.2</b>	<b>23.6%</b>
<b>Total Food and beverage</b>	<b>48.3</b>	<b>38.3</b>	<b>26.1%</b>	<b>47.4</b>	<b>39.2</b>	<b>20.9%</b>
Restaurant food	32.0	24.7	29.4%	31.3	25.4	23.2%
Dinner shows and cruises	4.8	3.7	29.8%	4.9	4.0	21.7%
Groceries and snacks	11.5	9.9	16.5%	11.2	9.8	14.6%
<b>Entertainment &amp; Recreation</b>	<b>19.5</b>	<b>16.1</b>	<b>20.7%</b>	<b>20.2</b>	<b>16.0</b>	<b>26.1%</b>
Attractions/entertainment	6.3	4.3	48.4%	5.5	4.1	34.8%
Recreation	6.4	6.2	2.3%	7.7	6.3	22.6%
Other activities & tours	6.7	5.6	20.1%	7.0	5.7	23.6%
<b>Total Transportation</b>	<b>24.2</b>	<b>19.3</b>	<b>25.9%</b>	<b>25.1</b>	<b>20.5</b>	<b>22.5%</b>
Interisland airfare	1.2	1.7	-27.9%	1.5	2.1	-26.0%
Ground transportation	1.4	1.0	42.6%	1.6	1.0	54.8%
Rental vehicles	20.0	15.3	31.0%	20.4	16.1	26.7%
Gasoline, parking, etc.	1.6	1.3	25.2%	1.6	1.3	23.2%
<b>Total Shopping</b>	<b>21.9</b>	<b>15.9</b>	<b>37.2%</b>	<b>21.9</b>	<b>16.1</b>	<b>36.3%</b>
Fashion and clothing	8.8	6.6	33.5%	8.5	6.5	30.6%
Jewelry and watches	2.7	1.8	47.9%	3.1	2.2	37.6%
Cosmetics, perfume	0.5	0.2	99.8%	0.5	0.4	35.2%
Leather goods	2.2	0.6	239.1%	1.9	0.7	182.1%
Hawai'i food products	3.2	2.8	16.4%	3.6	2.7	33.0%
Souvenirs	4.5	3.9	15.5%	4.4	3.6	21.1%
<b>Total Lodging</b>	<b>111.1</b>	<b>88.2</b>	<b>25.9%</b>	<b>111.9</b>	<b>92.9</b>	<b>20.5%</b>
<b>All other expenses *</b>	<b>8.8</b>	<b>7.4</b>	<b>19.0%</b>	<b>9.7</b>	<b>6.5</b>	<b>48.5%</b>

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March 2023P vs. March 2022P  
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<b>Expenditure Type</b>	<b>2023P March</b>	<b>2022P March</b>	<b>% change</b>	<b>2023P Mar. YTD</b>	<b>2022P Mar. YTD</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>220.0</b>	<b>214.9</b>	<b>2.4%</b>	<b>223.2</b>	<b>220.6</b>	<b>1.2%</b>
<b>Total Food and beverage</b>	<b>46.6</b>	<b>43.4</b>	<b>7.3%</b>	<b>46.3</b>	<b>44.4</b>	<b>4.2%</b>
Restaurant food	29.7	27.7	7.0%	29.9	28.5	4.7%
Dinner shows and cruises	4.2	4.4	-5.5%	4.4	4.3	1.5%
Groceries and snacks	12.7	11.2	12.9%	12.0	11.5	3.9%
<b>Entertainment &amp; Recreation</b>	<b>17.6</b>	<b>18.9</b>	<b>-6.9%</b>	<b>18.1</b>	<b>17.6</b>	<b>2.8%</b>
Attractions/entertainment	5.1	4.5	13.6%	4.8	4.0	19.8%
Recreation	6.2	8.2	-24.2%	7.4	7.5	-0.6%
Other activities & tours	6.2	6.1	1.3%	5.9	6.1	-4.0%
<b>Total Transportation</b>	<b>23.7</b>	<b>25.5</b>	<b>-7.0%</b>	<b>24.7</b>	<b>25.2</b>	<b>-1.9%</b>
Interisland airfare	0.8	0.5	62.2%	1.0	0.7	40.4%
Ground transportation	1.1	1.5	-20.8%	1.6	1.3	23.1%
Rental vehicles	20.2	22.2	-9.1%	20.6	21.8	-5.5%
Gasoline, parking, etc.	1.6	1.4	17.4%	1.6	1.5	10.5%
<b>Total Shopping</b>	<b>20.6</b>	<b>21.5</b>	<b>-4.1%</b>	<b>21.4</b>	<b>20.8</b>	<b>2.8%</b>
Fashion and clothing	7.9	8.6	-8.1%	8.2	8.0	2.6%
Jewelry and watches	2.5	1.8	41.6%	2.6	1.9	34.7%
Cosmetics, perfume	0.4	0.3	32.4%	0.4	0.3	27.7%
Leather goods	2.3	3.3	-29.4%	2.1	3.1	-33.1%
Hawai'i food products	3.5	3.0	15.2%	4.0	3.4	18.8%
Souvenirs	4.0	4.5	-11.4%	4.1	4.0	0.5%
<b>Total Lodging</b>	<b>105.9</b>	<b>101.9</b>	<b>3.9%</b>	<b>106.3</b>	<b>109.4</b>	<b>-2.8%</b>
<b>All other expenses *</b>	<b>5.7</b>	<b>3.7</b>	<b>54.2%</b>	<b>6.4</b>	<b>3.2</b>	<b>101.9%</b>

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<b>GRAND TOTAL</b>	<b>220.0</b>	<b>175.5</b>	<b>25.4%</b>	<b>223.2</b>	<b>179.6</b>	<b>24.3%</b>
<b>Total Food and beverage</b>	<b>46.6</b>	<b>37.2</b>	<b>25.3%</b>	<b>46.3</b>	<b>37.2</b>	<b>24.3%</b>
Restaurant food	29.7	23.1	28.3%	29.9	23.4	27.6%
Dinner shows and cruises	4.2	3.7	15.1%	4.4	3.6	22.5%
Groceries and snacks	12.7	10.4	22.0%	12.0	10.2	17.3%
<b>Entertainment &amp; Recreation</b>	<b>17.6</b>	<b>13.7</b>	<b>28.2%</b>	<b>18.1</b>	<b>13.7</b>	<b>32.0%</b>
Attractions/entertainment	5.1	3.7	40.4%	4.8	3.4	41.5%
Recreation	6.2	5.6	12.3%	7.4	5.8	29.3%
Other activities & tours	6.2	4.5	38.1%	5.9	4.6	28.2%
<b>Total Transportation</b>	<b>23.7</b>	<b>18.8</b>	<b>26.4%</b>	<b>24.7</b>	<b>19.7</b>	<b>25.4%</b>
Interisland airfare	0.8	1.3	-40.8%	1.0	1.5	-36.7%
Ground transportation	1.1	0.9	25.3%	1.6	0.9	68.3%
Rental vehicles	20.2	15.4	30.8%	20.6	16.1	27.7%
Gasoline, parking, etc.	1.6	1.1	44.4%	1.6	1.1	40.2%
<b>Total Shopping</b>	<b>20.6</b>	<b>15.3</b>	<b>34.8%</b>	<b>21.4</b>	<b>15.4</b>	<b>38.8%</b>
Fashion and clothing	7.9	6.4	23.5%	8.2	6.2	32.8%
Jewelry and watches	2.5	1.5	61.1%	2.6	2.1	23.8%
Cosmetics, perfume	0.4	0.2	89.8%	0.4	0.3	52.8%
Leather goods	2.3	0.9	163.1%	2.1	1.0	120.3%
Hawai'i food products	3.5	2.9	22.0%	4.0	2.7	46.5%
Souvenirs	4.0	3.4	17.3%	4.1	3.2	27.9%
<b>Total Lodging</b>	<b>105.9</b>	<b>85.8</b>	<b>23.3%</b>	<b>106.3</b>	<b>89.4</b>	<b>18.9%</b>
<b>All other expenses *</b>	<b>5.7</b>	<b>4.7</b>	<b>20.9%</b>	<b>6.4</b>	<b>4.1</b>	<b>55.3%</b>

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<b>GRAND TOTAL</b>	<b>257.3</b>	<b>237.2</b>	<b>8.5%</b>	<b>257.2</b>	<b>237.7</b>	<b>8.2%</b>
<b>Total Food and beverage</b>	<b>51.3</b>	<b>45.4</b>	<b>12.9%</b>	<b>49.2</b>	<b>45.9</b>	<b>7.2%</b>
Restaurant food	35.8	30.0	19.4%	33.6	30.3	10.6%
Dinner shows and cruises	5.9	5.0	18.8%	5.7	5.1	12.1%
Groceries and snacks	9.6	10.5	-8.5%	10.0	10.5	-4.9%
<b>Entertainment &amp; Recreation</b>	<b>22.7</b>	<b>23.4</b>	<b>-3.1%</b>	<b>23.6</b>	<b>24.2</b>	<b>-2.7%</b>
Attractions/entertainment	8.4	6.7	24.6%	6.7	6.2	8.6%
Recreation	6.6	8.7	-23.5%	8.0	8.8	-9.2%
Other activities & tours	7.6	8.0	-4.3%	8.8	9.2	-4.0%
<b>Total Transportation</b>	<b>25.1</b>	<b>26.3</b>	<b>-4.4%</b>	<b>25.7</b>	<b>27.0</b>	<b>-4.8%</b>
Interisland airfare	2.0	1.6	24.4%	2.4	1.6	55.3%
Ground transportation	1.9	1.5	27.5%	1.6	1.3	22.3%
Rental vehicles	19.8	21.7	-8.8%	20.1	22.6	-11.1%
Gasoline, parking, etc.	1.5	1.5	-2.7%	1.5	1.4	3.5%
<b>Total Shopping</b>	<b>23.9</b>	<b>22.5</b>	<b>6.2%</b>	<b>22.9</b>	<b>21.7</b>	<b>5.6%</b>
Fashion and clothing	10.2	7.2	41.2%	8.8	7.5	17.7%
Jewelry and watches	3.1	4.2	-25.4%	3.9	3.4	15.0%
Cosmetics, perfume	0.6	0.6	3.2%	0.7	0.4	64.0%
Leather goods	1.9	2.1	-7.3%	1.6	2.4	-34.3%
Hawai'i food products	2.8	2.9	-3.7%	3.0	2.7	8.8%
Souvenirs	5.3	5.6	-4.7%	4.9	5.2	-5.3%
<b>Total Lodging</b>	<b>120.1</b>	<b>115.8</b>	<b>3.7%</b>	<b>120.8</b>	<b>114.9</b>	<b>5.2%</b>
<b>All other expenses *</b>	<b>14.2</b>	<b>3.8</b>	<b>274.5%</b>	<b>15.0</b>	<b>4.0</b>	<b>270.1%</b>

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

P = 2022 and 2023 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

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

Expenditure Type	2023P March	2019 March	% change	2023P Mar. YTD	2019 Mar. YTD	% change
<b>GRAND TOTAL</b>	<b>257.3</b>	<b>201.3</b>	<b>27.8%</b>	<b>257.2</b>	<b>209.0</b>	<b>23.1%</b>
<b>Total Food and beverage</b>	<b>51.3</b>	<b>40.2</b>	<b>27.8%</b>	<b>49.2</b>	<b>42.3</b>	<b>16.5%</b>
Restaurant food	35.8	27.2	31.5%	33.6	28.4	18.1%
Dinner shows and cruises	5.9	3.8	53.8%	5.7	4.7	21.4%
Groceries and snacks	9.6	9.1	5.7%	10.0	9.2	9.4%
<b>Entertainment &amp; Recreation</b>	<b>22.7</b>	<b>20.1</b>	<b>12.9%</b>	<b>23.6</b>	<b>19.6</b>	<b>20.4%</b>
Attractions/entertainment	8.4	5.3	58.7%	6.7	5.2	29.0%
Recreation	6.6	7.4	-9.9%	8.0	7.0	14.3%
Other activities & tours	7.6	7.4	2.7%	8.8	7.4	20.1%
<b>Total Transportation</b>	<b>25.1</b>	<b>20.0</b>	<b>25.4%</b>	<b>25.7</b>	<b>21.6</b>	<b>18.7%</b>
Interisland airfare	2.0	2.4	-15.4%	2.4	2.9	-16.3%
Ground transportation	1.9	1.1	67.4%	1.6	1.2	38.3%
Rental vehicles	19.8	15.0	31.3%	20.1	16.1	25.1%
Gasoline, parking, etc.	1.5	1.5	0.8%	1.5	1.5	2.3%
<b>Total Shopping</b>	<b>23.9</b>	<b>16.9</b>	<b>41.1%</b>	<b>22.9</b>	<b>17.2</b>	<b>33.1%</b>
Fashion and clothing	10.2	6.8	49.7%	8.8	6.9	27.8%
Jewelry and watches	3.1	2.3	34.1%	3.9	2.5	56.3%
Cosmetics, perfume	0.6	0.3	114.8%	0.7	0.5	22.6%
Leather goods	1.9	0.2	686.5%	1.6	0.3	537.5%
Hawai'i food products	2.8	2.6	5.8%	3.0	2.7	10.7%
Souvenirs	5.3	4.7	13.9%	4.9	4.3	14.0%
<b>Total Lodging</b>	<b>120.1</b>	<b>92.1</b>	<b>30.3%</b>	<b>120.8</b>	<b>98.1</b>	<b>23.2%</b>
<b>All other expenses *</b>	<b>14.2</b>	<b>11.9</b>	<b>19.3%</b>	<b>15.0</b>	<b>10.2</b>	<b>46.3%</b>

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

2022 and 2023 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

Source: Department of Business, Economic Development and Tourism



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

Expenditure Type	2023P March	2022P March	% change	2023P Mar. YTD	2022P Mar. YTD	% change
<b>GRAND TOTAL</b>	<b>231.9</b>	<b>224.4</b>	<b>3.4%</b>	<b>235.1</b>	<b>215.2</b>	<b>9.2%</b>
<b>Total Food and beverage</b>	<b>55.3</b>	<b>52.3</b>	<b>5.8%</b>	<b>55.2</b>	<b>48.0</b>	<b>15.0%</b>
Restaurant food	39.8	31.8	25.1%	39.7	29.8	33.3%
Dinner shows and cruises	3.5	2.8	25.4%	3.4	1.8	94.8%
Groceries and snacks	12.1	17.7	-32.0%	12.1	16.4	-26.6%
<b>Entertainment &amp; Recreation</b>	<b>17.8</b>	<b>12.0</b>	<b>48.5%</b>	<b>16.5</b>	<b>8.4</b>	<b>97.3%</b>
Attractions/entertainment	4.7	2.3	106.0%	4.1	3.3	25.7%
Recreation	4.9	4.9	-0.1%	5.7	3.1	85.3%
Other activities & tours	8.2	4.8	71.1%	6.7	2.0	232.5%
<b>Total Transportation</b>	<b>14.0</b>	<b>17.4</b>	<b>-19.4%</b>	<b>13.5</b>	<b>15.2</b>	<b>-10.6%</b>
Interisland airfare	1.1	4.2	-72.6%	0.9	2.1	-55.2%
Ground transportation	5.9	3.4	75.9%	5.5	3.1	78.4%
Rental vehicles	6.2	8.4	-26.6%	6.3	8.5	-26.0%
Gasoline, parking, etc.	0.8	1.4	-47.0%	0.8	1.5	-45.6%
<b>Total Shopping</b>	<b>49.1</b>	<b>56.4</b>	<b>-12.9%</b>	<b>53.1</b>	<b>55.6</b>	<b>-4.4%</b>
Fashion and clothing	16.8	23.0	-27.0%	19.2	22.7	-15.3%
Jewelry and watches	2.8	6.4	-57.0%	3.0	5.9	-49.5%
Cosmetics, perfume	1.9	2.8	-31.1%	2.0	3.1	-35.5%
Leather goods	8.9	11.8	-24.3%	10.2	11.7	-12.8%
Hawai'i food products	12.5	8.0	57.2%	12.4	8.3	48.4%
Souvenirs	6.1	4.4	40.5%	6.3	3.8	66.8%
<b>Total Lodging</b>	<b>88.7</b>	<b>80.3</b>	<b>10.5%</b>	<b>89.6</b>	<b>84.3</b>	<b>6.3%</b>
<b>All other expenses *</b>	<b>6.9</b>	<b>6.1</b>	<b>14.5%</b>	<b>7.2</b>	<b>3.9</b>	<b>85.8%</b>

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

P = 2022 and 2023 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

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

Expenditure Type	2023P March	2019 March	% change	2023P Mar. YTD	2019 Mar. YTD	% change
<b>GRAND TOTAL</b>	<b>231.9</b>	<b>237.8</b>	<b>-2.5%</b>	<b>235.1</b>	<b>239.8</b>	<b>-2.0%</b>
<b>Total Food and beverage</b>	<b>55.3</b>	<b>49.9</b>	<b>10.9%</b>	<b>55.2</b>	<b>51.5</b>	<b>7.1%</b>
Restaurant food	39.8	37.4	6.4%	39.7	38.5	3.1%
Dinner shows and cruises	3.5	3.6	-2.4%	3.4	3.7	-6.8%
Groceries and snacks	12.1	8.9	35.0%	12.1	9.3	30.4%
<b>Entertainment &amp; Recreation</b>	<b>17.8</b>	<b>18.5</b>	<b>-3.5%</b>	<b>16.5</b>	<b>18.0</b>	<b>-8.7%</b>
Attractions/entertainment	4.7	6.6	-28.6%	4.1	6.2	-33.4%
Recreation	4.9	3.6	36.2%	5.7	3.6	57.5%
Other activities & tours	8.2	8.2	-0.8%	6.7	8.3	-19.4%
<b>Total Transportation</b>	<b>14.0</b>	<b>11.4</b>	<b>22.6%</b>	<b>13.5</b>	<b>11.6</b>	<b>16.7%</b>
Interisland airfare	1.1	1.2	-5.0%	0.9	1.3	-26.5%
Ground transportation	5.9	6.3	-5.4%	5.5	6.0	-8.7%
Rental vehicles	6.2	3.6	70.8%	6.3	3.9	61.4%
Gasoline, parking, etc.	0.8	0.3	124.5%	0.8	0.4	94.1%
<b>Total Shopping</b>	<b>49.1</b>	<b>66.0</b>	<b>-25.6%</b>	<b>53.1</b>	<b>67.7</b>	<b>-21.6%</b>
Fashion and clothing	16.8	19.6	-14.1%	19.2	19.5	-1.7%
Jewelry and watches	2.8	7.6	-63.8%	3.0	7.4	-59.1%
Cosmetics, perfume	1.9	3.7	-47.6%	2.0	4.1	-50.6%
Leather goods	8.9	16.9	-47.0%	10.2	17.9	-43.1%
Hawai'i food products	12.5	13.6	-8.1%	12.4	13.1	-5.7%
Souvenirs	6.1	5.7	7.7%	6.3	6.1	4.1%
<b>Total Lodging</b>	<b>88.7</b>	<b>81.2</b>	<b>9.2%</b>	<b>89.6</b>	<b>80.1</b>	<b>11.9%</b>
<b>All other expenses *</b>	<b>6.9</b>	<b>10.7</b>	<b>-35.2%</b>	<b>7.2</b>	<b>10.8</b>	<b>-33.7%</b>

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

2022 and 2023 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

Source: Department of Business, Economic Development and Tourism

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

Expenditure Type	2023P March	2022P March	% change	2023P Mar. YTD	2022P Mar. YTD	% change
<b>GRAND TOTAL</b>	<b>213.4</b>	<b>172.9</b>	<b>23.4%</b>	<b>214.9</b>	<b>175.9</b>	<b>22.1%</b>
<b>Total Food and beverage</b>	<b>40.8</b>	<b>35.7</b>	<b>14.1%</b>	<b>43.5</b>	<b>36.4</b>	<b>19.6%</b>
Restaurant food	22.1	19.0	16.1%	25.3	19.7	28.5%
Dinner shows and cruises	3.4	2.4	43.5%	3.2	1.9	68.1%
Groceries and snacks	15.3	14.4	6.5%	15.0	14.8	1.5%
<b>Entertainment &amp; Recreation</b>	<b>12.7</b>	<b>9.6</b>	<b>32.9%</b>	<b>14.7</b>	<b>9.8</b>	<b>50.1%</b>
Attractions/entertainment	4.1	3.0	36.2%	4.1	2.7	51.8%
Recreation	3.9	3.5	11.5%	5.3	3.9	36.1%
Other activities & tours	4.8	3.1	53.9%	5.4	3.3	65.1%
<b>Total Transportation</b>	<b>22.6</b>	<b>19.5</b>	<b>15.9%</b>	<b>23.1</b>	<b>20.7</b>	<b>11.4%</b>
Interisland airfare	0.9	0.9	-2.6%	0.9	1.0	-7.9%
Ground transportation	1.3	1.1	12.3%	1.4	1.1	25.0%
Rental vehicles	19.3	16.1	19.9%	19.3	17.3	11.5%
Gasoline, parking, etc.	1.1	1.3	-16.7%	1.5	1.3	12.8%
<b>Total Shopping</b>	<b>14.1</b>	<b>12.1</b>	<b>16.6%</b>	<b>14.5</b>	<b>12.6</b>	<b>14.8%</b>
Fashion and clothing	8.0	7.2	11.5%	8.2	7.3	12.1%
Jewelry and watches	1.1	1.1	0.2%	1.1	0.8	40.1%
Cosmetics, perfume	0.1	0.1	63.4%	0.3	0.1	135.7%
Leather goods	0.6	0.8	-27.1%	0.4	0.7	-34.3%
Hawai'i food products	2.0	1.5	34.6%	1.9	1.8	1.1%
Souvenirs	2.4	1.5	53.2%	2.7	1.9	37.8%
<b>Total Lodging</b>	<b>116.6</b>	<b>94.4</b>	<b>23.5%</b>	<b>113.2</b>	<b>94.3</b>	<b>20.0%</b>
<b>All other expenses *</b>	<b>6.6</b>	<b>1.6</b>	<b>304.1%</b>	<b>5.8</b>	<b>2.1</b>	<b>180.3%</b>

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

P = 2022 and 2023 visitor data are preliminary.

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**Canada Visitor Personal Daily Spending by Category:  
March 2023P vs. March 2019  
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Expenditure Type	2023P March	2019 March	% change	2023P Mar. YTD	2019 Mar. YTD	% change
<b>GRAND TOTAL</b>	<b>213.4</b>	<b>157.7</b>	<b>35.4%</b>	<b>214.9</b>	<b>169.1</b>	<b>27.1%</b>
<b>Total Food and beverage</b>	<b>40.8</b>	<b>33.3</b>	<b>22.5%</b>	<b>43.5</b>	<b>34.5</b>	<b>26.3%</b>
Restaurant food	22.1	19.6	12.7%	25.3	19.4	30.1%
Dinner shows and cruises	3.4	2.4	39.2%	3.2	2.6	23.0%
Groceries and snacks	15.3	11.2	36.0%	15.0	12.3	22.0%
<b>Entertainment &amp; Recreation</b>	<b>12.7</b>	<b>11.2</b>	<b>13.2%</b>	<b>14.7</b>	<b>11.4</b>	<b>29.2%</b>
Attractions/entertainment	4.1	3.6	12.4%	4.1	3.5	18.5%
Recreation	3.9	3.7	4.3%	5.3	4.7	12.7%
Other activities & tours	4.8	3.9	22.6%	5.4	3.9	36.8%
<b>Total Transportation</b>	<b>22.6</b>	<b>17.5</b>	<b>29.2%</b>	<b>23.1</b>	<b>19.0</b>	<b>21.7%</b>
Interisland airfare	0.9	1.1	-14.8%	0.9	1.0	-14.3%
Ground transportation	1.3	0.8	61.2%	1.4	0.7	95.4%
Rental vehicles	19.3	14.2	35.8%	19.3	15.8	22.5%
Gasoline, parking, etc.	1.1	1.4	-22.8%	1.5	1.4	1.6%
<b>Total Shopping</b>	<b>14.1</b>	<b>12.2</b>	<b>15.5%</b>	<b>14.5</b>	<b>12.2</b>	<b>18.4%</b>
Fashion and clothing	8.0	6.5	22.8%	8.2	6.6	23.8%
Jewelry and watches	1.1	0.7	61.5%	1.1	1.0	9.7%
Cosmetics, perfume	0.1	0.4	-61.3%	0.3	0.3	1.6%
Leather goods	0.6	0.3	94.1%	0.4	0.3	47.2%
Hawai'i food products	2.0	1.9	6.8%	1.9	1.7	8.2%
Souvenirs	2.4	2.5	-6.5%	2.7	2.4	12.5%
<b>Total Lodging</b>	<b>116.6</b>	<b>77.8</b>	<b>49.9%</b>	<b>113.2</b>	<b>86.3</b>	<b>31.1%</b>
<b>All other expenses *</b>	<b>6.6</b>	<b>5.6</b>	<b>17.5%</b>	<b>5.8</b>	<b>5.7</b>	<b>2.7%</b>

\*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