

Total Visitor Personal Daily Spending by Category:
January 2024P vs. January 2023P
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2023P January	% change	2024P Jan. YTD	2023P Jan. YTD	% change
GRAND TOTAL	242.1	236.9	2.2%	242.1	236.9	2.2%
Total Food and beverage	50.0	49.3	1.5%	50.0	49.3	1.5%
Restaurant food	33.7	33.1	1.8%	33.7	33.1	1.8%
Dinner shows and cruises	4.0	4.5	-12.2%	4.0	4.5	-12.2%
Groceries and snacks	12.3	11.6	5.8%	12.3	11.6	5.8%
Entertainment & Recreation	21.1	21.0	0.7%	21.1	21.0	0.7%
Attractions/entertainment	5.6	6.2	-10.0%	5.6	6.2	-10.0%
Recreation	7.9	8.4	-6.7%	7.9	8.4	-6.7%
Other activities & tours	7.7	6.3	21.1%	7.7	6.3	21.1%
Total Transportation	22.6	24.8	-9.0%	22.6	24.8	-9.0%
Interisland airfare	2.7	1.6	68.5%	2.7	1.6	68.5%
Ground transportation	2.5	2.4	2.4%	2.5	2.4	2.4%
Rental vehicles	16.0	19.2	-16.6%	16.0	19.2	-16.6%
Gasoline, parking, etc.	1.4	1.5	-12.2%	1.4	1.5	-12.2%
Total Shopping	22.5	24.7	-8.8%	22.5	24.7	-8.8%
Fashion and clothing	9.2	10.2	-9.5%	9.2	10.2	-9.5%
Jewelry and watches	2.3	3.2	-29.1%	2.3	3.2	-29.1%
Cosmetics, perfume	0.7	0.6	8.8%	0.7	0.6	8.8%
Leather goods	1.8	2.7	-35.1%	1.8	2.7	-35.1%
Hawai'i food products	3.7	3.9	-3.2%	3.7	3.9	-3.2%
Souvenirs	4.8	4.1	18.7%	4.8	4.1	18.7%
Total Lodging	118.5	108.9	8.8%	118.5	108.9	8.8%
All other expenses *	7.4	8.3	-10.8%	7.4	8.3	-10.8%

*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:
January 2024P vs. January 2019
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2019 January	% change	2024P Jan. YTD	2019 Jan. YTD	% change
GRAND TOTAL	242.1	199.7	21.2%	242.1	199.7	21.2%
Total Food and beverage	50.0	41.2	21.3%	50.0	41.2	21.3%
Restaurant food	33.7	26.9	25.6%	33.7	26.9	25.6%
Dinner shows and cruises	4.0	4.1	-3.9%	4.0	4.1	-3.9%
Groceries and snacks	12.3	10.2	21.0%	12.3	10.2	21.0%
Entertainment & Recreation	21.1	17.1	23.1%	21.1	17.1	23.1%
Attractions/entertainment	5.6	4.8	17.2%	5.6	4.8	17.2%
Recreation	7.9	6.4	22.8%	7.9	6.4	22.8%
Other activities & tours	7.7	6.2	23.7%	7.7	6.2	23.7%
Total Transportation	22.6	20.4	10.5%	22.6	20.4	10.5%
Interisland airfare	2.7	2.6	2.9%	2.7	2.6	2.9%
Ground transportation	2.5	1.8	35.6%	2.5	1.8	35.6%
Rental vehicles	16.0	14.5	10.1%	16.0	14.5	10.1%
Gasoline, parking, etc.	1.4	1.4	-3.3%	1.4	1.4	-3.3%
Total Shopping	22.5	24.2	-6.9%	22.5	24.2	-6.9%
Fashion and clothing	9.2	9.9	-7.3%	9.2	9.9	-7.3%
Jewelry and watches	2.3	2.4	-4.2%	2.3	2.4	-4.2%
Cosmetics, perfume	0.7	1.0	-31.6%	0.7	1.0	-31.6%
Leather goods	1.8	3.3	-46.8%	1.8	3.3	-46.8%
Hawai'i food products	3.7	3.4	9.9%	3.7	3.4	9.9%
Souvenirs	4.8	4.1	17.0%	4.8	4.1	17.0%
Total Lodging	118.5	90.1	31.5%	118.5	90.1	31.5%
All other expenses *	7.4	6.7	11.5%	7.4	6.7	11.5%

*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:
January 2024P vs. January 2023P
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2023P January	% change	2024P Jan. YTD	2023P Jan. YTD	% change
GRAND TOTAL	243.1	235.0	3.5%	243.1	235.0	3.5%
Total Food and beverage	48.8	46.6	4.6%	48.8	46.6	4.6%
Restaurant food	33.2	30.6	8.6%	33.2	30.6	8.6%
Dinner shows and cruises	3.8	4.8	-21.3%	3.8	4.8	-21.3%
Groceries and snacks	11.8	11.3	5.0%	11.8	11.3	5.0%
Entertainment & Recreation	21.4	20.9	2.3%	21.4	20.9	2.3%
Attractions/entertainment	5.4	5.3	1.9%	5.4	5.3	1.9%
Recreation	8.1	8.8	-7.2%	8.1	8.8	-7.2%
Other activities & tours	7.9	6.9	14.9%	7.9	6.9	14.9%
Total Transportation	22.8	26.0	-12.1%	22.8	26.0	-12.1%
Interisland airfare	3.0	1.7	70.2%	3.0	1.7	70.2%
Ground transportation	1.7	1.7	-3.9%	1.7	1.7	-3.9%
Rental vehicles	16.7	20.9	-19.9%	16.7	20.9	-19.9%
Gasoline, parking, etc.	1.5	1.6	-9.5%	1.5	1.6	-9.5%
Total Shopping	20.6	22.5	-8.3%	20.6	22.5	-8.3%
Fashion and clothing	8.0	8.2	-2.9%	8.0	8.2	-2.9%
Jewelry and watches	2.6	3.7	-29.1%	2.6	3.7	-29.1%
Cosmetics, perfume	0.7	0.5	49.0%	0.7	0.5	49.0%
Leather goods	1.1	2.0	-45.1%	1.1	2.0	-45.1%
Hawai'i food products	3.4	3.9	-12.8%	3.4	3.9	-12.8%
Souvenirs	4.8	4.1	15.8%	4.8	4.1	15.8%
Total Lodging	121.3	109.5	10.8%	121.3	109.5	10.8%
All other expenses *	8.2	9.5	-13.9%	8.2	9.5	-13.9%

*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:
January 2024P vs. January 2019
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2019 January	% change	2024P Jan. YTD	2019 Jan. YTD	% change
GRAND TOTAL	243.1	194.8	24.8%	243.1	194.8	24.8%
Total Food and beverage	48.8	40.6	20.2%	48.8	40.6	20.2%
Restaurant food	33.2	26.3	26.2%	33.2	26.3	26.2%
Dinner shows and cruises	3.8	4.5	-15.6%	3.8	4.5	-15.6%
Groceries and snacks	11.8	9.8	20.4%	11.8	9.8	20.4%
Entertainment & Recreation	21.4	17.1	25.1%	21.4	17.1	25.1%
Attractions/entertainment	5.4	4.1	31.8%	5.4	4.1	31.8%
Recreation	8.1	6.9	17.0%	8.1	6.9	17.0%
Other activities & tours	7.9	6.1	29.9%	7.9	6.1	29.9%
Total Transportation	22.8	20.9	9.1%	22.8	20.9	9.1%
Interisland airfare	3.0	2.3	29.4%	3.0	2.3	29.4%
Ground transportation	1.7	1.1	55.6%	1.7	1.1	55.6%
Rental vehicles	16.7	16.3	2.8%	16.7	16.3	2.8%
Gasoline, parking, etc.	1.5	1.3	14.1%	1.5	1.3	14.1%
Total Shopping	20.6	15.4	34.2%	20.6	15.4	34.2%
Fashion and clothing	8.0	6.4	25.0%	8.0	6.4	25.0%
Jewelry and watches	2.6	2.0	28.9%	2.6	2.0	28.9%
Cosmetics, perfume	0.7	0.5	48.7%	0.7	0.5	48.7%
Leather goods	1.1	0.3	230.3%	1.1	0.3	230.3%
Hawai'i food products	3.4	2.6	31.0%	3.4	2.6	31.0%
Souvenirs	4.8	3.5	35.8%	4.8	3.5	35.8%
Total Lodging	121.3	94.6	28.2%	121.3	94.6	28.2%
All other expenses *	8.2	6.2	31.7%	8.2	6.2	31.7%

*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

U.S. West Visitor Personal Daily Spending by Category:
January 2024P vs. January 2023P
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2023P January	% change	2024P Jan. YTD	2023P Jan. YTD	% change
GRAND TOTAL	231.3	221.7	4.3%	231.3	221.7	4.3%
Total Food and beverage	47.3	46.5	1.7%	47.3	46.5	1.7%
Restaurant food	31.6	29.7	6.2%	31.6	29.7	6.2%
Dinner shows and cruises	3.2	4.5	-30.4%	3.2	4.5	-30.4%
Groceries and snacks	12.5	12.2	2.8%	12.5	12.2	2.8%
					0.0	
Entertainment & Recreation	20.8	18.6	11.9%	20.8	18.6	11.9%
Attractions/entertainment	5.1	4.2	19.7%	5.1	4.2	19.7%
Recreation	8.0	9.0	-11.5%	8.0	9.0	-11.5%
Other activities & tours	7.8	5.4	45.0%	7.8	5.4	45.0%
					0.0	
Total Transportation	22.0	26.0	-15.4%	22.0	26.0	-15.4%
Interisland airfare	2.5	1.2	113.4%	2.5	1.2	113.4%
Ground transportation	1.2	1.8	-32.4%	1.2	1.8	-32.4%
Rental vehicles	17.0	21.3	-20.3%	17.0	21.3	-20.3%
Gasoline, parking, etc.	1.3	1.7	-22.9%	1.3	1.7	-22.9%
					0.0	
Total Shopping	21.0	22.9	-8.0%	21.0	22.9	-8.0%
Fashion and clothing	8.3	9.0	-7.3%	8.3	9.0	-7.3%
Jewelry and watches	3.0	2.7	13.2%	3.0	2.7	13.2%
Cosmetics, perfume	0.4	0.4	2.0%	0.4	0.4	2.0%
Leather goods	1.6	2.2	-28.9%	1.6	2.2	-28.9%
Hawai'i food products	3.3	4.4	-25.6%	3.3	4.4	-25.6%
Souvenirs	4.4	4.1	6.1%	4.4	4.1	6.1%
					0.0	
Total Lodging	114.5	100.8	13.6%	114.5	100.8	13.6%
					0.0	
All other expenses *	5.6	6.9	-19.0%	5.6	6.9	-19.0%

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

Expenditure Type	2024P January	2019 January	% change	2024P Jan. YTD	2019 Jan. YTD	% change
GRAND TOTAL	231.3	180.0	28.5%	231.3	180.0	28.5%
Total Food and beverage	47.3	37.7	25.2%	47.3	37.7	25.2%
Restaurant food	31.6	23.7	33.3%	31.6	23.7	33.3%
Dinner shows and cruises	3.2	3.5	-10.6%	3.2	3.5	-10.6%
Groceries and snacks	12.5	10.5	19.1%	12.5	10.5	19.1%
Entertainment & Recreation	20.8	14.6	42.4%	20.8	14.6	42.4%
Attractions/entertainment	5.1	3.3	55.7%	5.1	3.3	55.7%
Recreation	8.0	6.4	24.3%	8.0	6.4	24.3%
Other activities & tours	7.8	5.0	57.2%	7.8	5.0	57.2%
Total Transportation	22.0	20.2	9.0%	22.0	20.2	9.0%
Interisland airfare	2.5	1.9	31.5%	2.5	1.9	31.5%
Ground transportation	1.2	0.9	36.5%	1.2	0.9	36.5%
Rental vehicles	17.0	16.2	4.6%	17.0	16.2	4.6%
Gasoline, parking, etc.	1.3	1.2	11.9%	1.3	1.2	11.9%
Total Shopping	21.0	14.2	48.5%	21.0	14.2	48.5%
Fashion and clothing	8.3	5.9	39.5%	8.3	5.9	39.5%
Jewelry and watches	3.0	1.8	66.3%	3.0	1.8	66.3%
Cosmetics, perfume	0.4	0.3	21.3%	0.4	0.3	21.3%
Leather goods	1.6	0.4	275.9%	1.6	0.4	275.9%
Hawai'i food products	3.3	2.5	30.5%	3.3	2.5	30.5%
Souvenirs	4.4	3.1	41.9%	4.4	3.1	41.9%
Total Lodging	114.5	89.0	28.8%	114.5	89.0	28.8%
All other expenses *	5.6	4.3	29.0%	5.6	4.3	29.0%

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Source: Department of Business, Economic Development and Tourism

U.S. East Visitor Personal Daily Spending by Category:
January 2024P vs. January 2023P
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2023P January	% change	2024P Jan. YTD	2023P Jan. YTD	% change
GRAND TOTAL	261.0	255.0	2.4%	261.0	255.0	2.4%
Total Food and beverage	51.1	46.9	9.0%	51.1	46.9	9.0%
Restaurant food	35.7	31.9	11.8%	35.7	31.9	11.8%
Dinner shows and cruises	4.7	5.2	-8.6%	4.7	5.2	-8.6%
Groceries and snacks	10.7	9.8	8.9%	10.7	9.8	8.9%
Entertainment & Recreation	22.3	24.4	-8.6%	22.3	24.4	-8.6%
Attractions/entertainment	5.9	6.8	-14.3%	5.9	6.8	-14.3%
Recreation	8.3	8.5	-1.4%	8.3	8.5	-1.4%
Other activities & tours	8.1	9.1	-11.0%	8.1	9.1	-11.0%
Total Transportation	24.0	25.9	-7.2%	24.0	25.9	-7.2%
Interisland airfare	3.8	2.7	40.8%	3.8	2.7	40.8%
Ground transportation	2.3	1.6	48.1%	2.3	1.6	48.1%
Rental vehicles	16.3	20.2	-19.3%	16.3	20.2	-19.3%
Gasoline, parking, etc.	1.7	1.5	14.2%	1.7	1.5	14.2%
Total Shopping	20.0	21.9	-8.7%	20.0	21.9	-8.7%
Fashion and clothing	7.5	7.2	4.5%	7.5	7.2	4.5%
Jewelry and watches	2.0	5.1	-60.2%	2.0	5.1	-60.2%
Cosmetics, perfume	1.1	0.5	101.5%	1.1	0.5	101.5%
Leather goods	0.4	1.7	-75.4%	0.4	1.7	-75.4%
Hawaii'i food products	3.6	3.2	12.2%	3.6	3.2	12.2%
Souvenirs	5.4	4.1	29.9%	5.4	4.1	29.9%
Total Lodging	131.4	122.4	7.3%	131.4	122.4	7.3%
All other expenses *	12.1	13.4	-9.9%	12.1	13.4	-9.9%

*Includes cruise package and on-ship spending on U.S. Flagged Hawaii'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:
January 2024P vs. January 2019
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2019 January	% change	2024P Jan. YTD	2019 Jan. YTD	% change
GRAND TOTAL	261.0	216.2	20.7%	261.0	216.2	20.7%
Total Food and beverage	51.1	44.7	14.2%	51.1	44.7	14.2%
Restaurant food	35.7	30.1	18.5%	35.7	30.1	18.5%
Dinner shows and cruises	4.7	5.8	-18.6%	4.7	5.8	-18.6%
Groceries and snacks	10.7	8.8	21.2%	10.7	8.8	21.2%
Entertainment & Recreation	22.3	20.7	7.6%	22.3	20.7	7.6%
Attractions/entertainment	5.9	5.3	10.6%	5.9	5.3	10.6%
Recreation	8.3	7.7	8.4%	8.3	7.7	8.4%
Other activities & tours	8.1	7.7	4.8%	8.1	7.7	4.8%
Total Transportation	24.0	22.0	9.5%	24.0	22.0	9.5%
Interisland airfare	3.8	2.9	28.9%	3.8	2.9	28.9%
Ground transportation	2.3	1.3	77.7%	2.3	1.3	77.7%
Rental vehicles	16.3	16.3	-0.1%	16.3	16.3	-0.1%
Gasoline, parking, etc.	1.7	1.4	17.4%	1.7	1.4	17.4%
Total Shopping	20.0	17.1	17.0%	20.0	17.1	17.0%
Fashion and clothing	7.5	7.0	7.0%	7.5	7.0	7.0%
Jewelry and watches	2.0	2.3	-13.0%	2.0	2.3	-13.0%
Cosmetics, perfume	1.1	0.6	69.6%	1.1	0.6	69.6%
Leather goods	0.4	0.2	101.1%	0.4	0.2	101.1%
Hawai'i food products	3.6	2.7	31.4%	3.6	2.7	31.4%
Souvenirs	5.4	4.2	29.0%	5.4	4.2	29.0%
Total Lodging	131.4	102.7	27.9%	131.4	102.7	27.9%
All other expenses *	12.1	9.0	35.1%	12.1	9.0	35.1%

*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

Japan Visitor Personal Daily Spending by Category:
January 2024P vs. January 2023P
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2023P January	% change	2024P Jan. YTD	2023P Jan. YTD	% change
GRAND TOTAL	239.7	237.1	1.1%	239.7	237.1	1.1%
Total Food and beverage	59.0	54.1	9.1%	59.0	54.1	9.1%
Restaurant food	42.8	39.0	9.7%	42.8	39.0	9.7%
Dinner shows and cruises	4.1	3.3	23.7%	4.1	3.3	23.7%
Groceries and snacks	12.1	11.7	2.9%	12.1	11.7	2.9%
				0.0		
Entertainment & Recreation	14.8	14.3	3.3%	14.8	14.3	3.3%
Attractions/entertainment	4.2	3.3	27.0%	4.2	3.3	27.0%
Recreation	4.4	5.8	-0.2	4.4	5.8	-24.6%
Other activities & tours	6.2	5.1	19.8%	6.2	5.1	19.8%
				0.0		
Total Transportation	12.7	13.8	-7.9%	12.7	13.8	-7.9%
Interisland airfare	0.7	0.9	-17.3%	0.7	0.9	-17.3%
Ground transportation	5.5	4.8	15.1%	5.5	4.8	15.1%
Rental vehicles	5.8	7.2	-19.8%	5.8	7.2	-19.8%
Gasoline, parking, etc.	0.7	0.9	-24.9%	0.7	0.9	-24.9%
Total Shopping	48.6	56.4	-13.8%	48.6	56.4	-13.8%
Fashion and clothing	16.2	21.9	-26.3%	16.2	21.9	-26.3%
Jewelry and watches	2.8	2.8	2.0%	2.8	2.8	2.0%
Cosmetics, perfume	1.6	2.3	-29.3%	1.6	2.3	-29.3%
Leather goods	8.3	12.1	-31.9%	8.3	12.1	-31.9%
Hawai'i food products	13.0	11.3	15.1%	13.0	11.3	15.1%
Souvenirs	6.6	5.9	12.7%	6.6	5.9	12.7%
Total Lodging	97.0	91.5	6.0%	97.0	91.5	6.0%
All other expenses *	7.7	7.1	8.2%	7.7	7.1	8.2%

*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

Japan Visitor Personal Daily Spending by Category:
January 2024P vs. January 2019
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2019 January	% change	2024P Jan. YTD	2019 Jan. YTD	% change
GRAND TOTAL	239.7	239.7	0.0%	239.7	239.7	0.0%
Total Food and beverage	59.0	52.2	13.0%	59.0	52.2	13.0%
Restaurant food	42.8	38.6	11.1%	42.8	38.6	11.1%
Dinner shows and cruises	4.1	3.6	14.5%	4.1	3.6	14.5%
Groceries and snacks	12.1	9.7	24.7%	12.1	9.7	24.7%
	0.0			0.0		
Entertainment & Recreation	14.8	17.3	-14.8%	14.8	17.3	-14.8%
Attractions/entertainment	4.2	5.2	-19.4%	4.2	5.2	-19.4%
Recreation	4.4	4.1	8.4%	4.4	4.1	8.4%
Other activities & tours	6.2	8.1	-23.5%	6.2	8.1	-23.5%
Total Transportation	12.7	12.0	6.2%	12.7	12.0	6.2%
Interisland airfare	0.7	1.2	-42.2%	0.7	1.2	-42.2%
Ground transportation	5.5	5.6	-1.8%	5.5	5.6	-1.8%
Rental vehicles	5.8	4.5	28.0%	5.8	4.5	28.0%
Gasoline, parking, etc.	0.7	0.6	17.5%	0.7	0.6	17.5%
Total Shopping	48.6	69.2	-29.9%	48.6	69.2	-29.9%
Fashion and clothing	16.2	21.1	-23.3%	16.2	21.1	-23.3%
Jewelry and watches	2.8	7.4	-61.8%	2.8	7.4	-61.8%
Cosmetics, perfume	1.6	4.0	-59.2%	1.6	4.0	-59.2%
Leather goods	8.3	18.5	-55.3%	8.3	18.5	-55.3%
Hawai'i food products	13.0	12.7	2.6%	13.0	12.7	2.6%
Souvenirs	6.6	5.5	19.9%	6.6	5.5	19.9%
Total Lodging	97.0	77.8	24.6%	97.0	77.8	24.6%
All other expenses *	7.7	11.1	-31.0%	7.7	11.1	-31.0%

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

2023 and 2024 visitor data are preliminary; 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:
January 2024P vs. January 2023P
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2023P January	% change	2024P Jan. YTD	2023P Jan. YTD	% change
GRAND TOTAL	224.5	205.9	9.0%	224.5	205.9	9.0%
Total Food and beverage	47.3	44.3	6.8%	47.3	44.3	6.8%
Restaurant food	28.3	26.5	6.5%	28.3	26.5	6.5%
Dinner shows and cruises	2.8	3.9	-29.2%	2.8	3.9	-29.2%
Groceries and snacks	16.3	13.8	17.7%	16.3	13.8	17.7%
Entertainment & Recreation	15.0	16.1	-6.9%	15.0	16.1	-6.9%
Attractions/entertainment	5.4	4.0	33.5%	5.4	4.0	33.5%
Recreation	5.6	7.1	-21.7%	5.6	7.1	-21.7%
Other activities & tours	4.0	4.9	-18.4%	4.0	4.9	-18.4%
Total Transportation	22.4	21.8	2.8%	22.4	21.8	2.8%
Interisland airfare	0.7	0.9	-17.2%	0.7	0.9	-17.2%
Ground transportation	1.8	1.3	39.6%	1.8	1.3	39.6%
Rental vehicles	18.3	18.2	0.6%	18.3	18.2	0.6%
Gasoline, parking, etc.	1.5	1.4	9.0%	1.5	1.4	9.0%
Total Shopping	15.5	14.3	8.4%	15.5	14.3	8.4%
Fashion and clothing	8.9	8.4	5.9%	8.9	8.4	5.9%
Jewelry and watches	1.2	0.9	30.6%	1.2	0.9	30.6%
Cosmetics, perfume	0.3	0.3	-13.7%	0.3	0.3	-13.7%
Leather goods	0.3	0.2	123.1%	0.3	0.2	123.1%
Hawai'i food products	1.6	1.6	-0.1%	1.6	1.6	-0.1%
Souvenirs	3.2	2.9	9.8%	3.2	2.9	9.8%
Total Lodging	117.9	104.7	12.7%	117.9	104.7	12.7%
All other expenses *	6.4	4.8	34.1%	6.4	4.8	34.1%

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

2023 and 2024 visitor data are preliminary.

Source: Department of Business, Economic Development and Tourism

Canada Visitor Personal Daily Spending by Category:
January 2024P vs. January 2019
(Arrivals by air, in dollars)

Expenditure Type	2024P January	2019 January	% change	2024P Jan. YTD	2019 Jan. YTD	% change
GRAND TOTAL	224.5	167.0	34.4%	224.5	167.0	34.4%
Total Food and beverage	47.3	34.1	38.8%	47.3	34.1	38.8%
Restaurant food	28.3	18.2	55.2%	28.3	18.2	55.2%
Dinner shows and cruises	2.8	3.1	-9.7%	2.8	3.1	-9.7%
Groceries and snacks	16.3	12.8	27.1%	16.3	12.8	27.1%
Entertainment & Recreation	15.0	11.7	28.0%	15.0	11.7	28.0%
Attractions/entertainment	5.4	3.4	55.9%	5.4	3.4	55.9%
Recreation	5.6	5.7	-2.0%	5.6	5.7	-2.0%
Other activities & tours	4.0	4.3	-7.8%	4.0	4.3	-7.8%
Total Transportation	22.4	19.4	15.6%	22.4	19.4	15.6%
Interisland airfare	0.7	1.1	-37.3%	0.7	1.1	-37.3%
Ground transportation	1.8	0.8	118.3%	1.8	0.8	118.3%
Rental vehicles	18.3	16.0	14.5%	18.3	16.0	14.5%
Gasoline, parking, etc.	1.5	1.4	8.7%	1.5	1.4	8.7%
Total Shopping	15.5	12.2	26.8%	15.5	12.2	26.8%
Fashion and clothing	8.9	6.9	27.8%	8.9	6.9	27.8%
Jewelry and watches	1.2	1.3	-10.5%	1.2	1.3	-10.5%
Cosmetics, perfume	0.3	0.2	56.8%	0.3	0.2	56.8%
Leather goods	0.3	0.3	9.6%	0.3	0.3	9.6%
Hawai'i food products	1.6	1.2	31.5%	1.6	1.2	31.5%
Souvenirs	3.2	2.2	43.4%	3.2	2.2	43.4%
Total Lodging	117.9	84.0	40.4%	117.9	84.0	40.4%
All other expenses *	6.4	5.6	13.6%	6.4	5.6	13.6%

*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 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