

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

Expenditure Type	2024P May	2023P May	% change	2024P May YTD	2023P May YTD	% change
<b>GRAND TOTAL</b>	<b>250.1</b>	<b>243.3</b>	<b>2.8%</b>	<b>244.8</b>	<b>240.2</b>	<b>1.9%</b>
<b>Total Food and beverage</b>	<b>54.5</b>	<b>51.2</b>	<b>6.4%</b>	<b>50.7</b>	<b>49.9</b>	<b>1.6%</b>
Restaurant food	37.3	33.2	12.2%	33.9	33.1	2.6%
Dinner shows and cruises	5.0	6.0	-16.4%	4.4	5.0	-12.4%
Groceries and snacks	12.2	12.0	1.8%	12.4	11.8	4.7%
<b>Entertainment &amp; Recreation</b>	<b>23.0</b>	<b>22.5</b>	<b>2.2%</b>	<b>22.2</b>	<b>20.8</b>	<b>6.9%</b>
Attractions/entertainment	7.4	8.5	-12.8%	7.0	6.7	5.0%
Recreation	7.5	7.0	8.0%	7.5	7.1	6.0%
Other activities & tours	8.1	7.1	14.5%	7.7	7.1	9.7%
<b>Total Transportation</b>	<b>22.9</b>	<b>23.9</b>	<b>-3.9%</b>	<b>22.7</b>	<b>24.3</b>	<b>-6.7%</b>
Interisland airfare	2.2	1.6	35.4%	2.2	1.6	35.7%
Ground transportation	2.5	1.9	28.0%	2.2	2.1	6.4%
Rental vehicles	16.7	18.8	-11.1%	16.7	19.1	-12.5%
Gasoline, parking, etc.	1.6	1.6	2.4%	1.6	1.5	4.7%
<b>Total Shopping</b>	<b>24.1</b>	<b>24.6</b>	<b>-2.0%</b>	<b>23.8</b>	<b>23.8</b>	<b>0.2%</b>
Fashion and clothing	9.7	9.4	3.6%	9.8	9.7	0.4%
Jewelry and watches	2.7	3.1	-11.1%	2.6	2.9	-10.7%
Cosmetics, perfume	0.8	0.7	4.7%	0.7	0.7	-5.8%
Leather goods	1.7	2.4	-29.2%	1.7	2.2	-25.9%
Hawai'i food products	4.0	4.2	-4.2%	4.1	3.7	10.0%
Souvenirs	5.2	4.9	6.7%	5.1	4.6	12.3%
<b>Total Lodging</b>	<b>117.2</b>	<b>112.5</b>	<b>4.2%</b>	<b>117.0</b>	<b>112.5</b>	<b>4.0%</b>
<b>All other expenses *</b>	<b>8.3</b>	<b>8.6</b>	<b>-4.0%</b>	<b>8.3</b>	<b>8.9</b>	<b>-6.9%</b>

\*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:  
May 2024P vs. May 2019  
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Expenditure Type	2024P May	2019 May	% change	2024P May YTD	2019 May YTD	% change
<b>GRAND TOTAL</b>	<b>250.1</b>	<b>200.3</b>	<b>24.8%</b>	<b>244.8</b>	<b>196.9</b>	<b>24.3%</b>
<b>Total Food and beverage</b>	<b>54.5</b>	<b>43.3</b>	<b>25.9%</b>	<b>50.7</b>	<b>40.9</b>	<b>24.0%</b>
Restaurant food	37.3	30.2	23.6%	33.9	27.1	25.0%
Dinner shows and cruises	5.0	4.1	22.3%	4.4	3.9	12.4%
Groceries and snacks	12.2	9.0	35.6%	12.4	9.8	26.5%
<b>Entertainment &amp; Recreation</b>	<b>23.0</b>	<b>18.2</b>	<b>26.6%</b>	<b>22.2</b>	<b>16.8</b>	<b>32.2%</b>
Attractions/entertainment	7.4	6.0	24.7%	7.0	5.2	34.2%
Recreation	7.5	5.5	37.4%	7.5	5.6	33.1%
Other activities & tours	8.1	6.7	19.6%	7.7	6.0	28.1%
<b>Total Transportation</b>	<b>22.9</b>	<b>19.4</b>	<b>18.5%</b>	<b>22.7</b>	<b>19.5</b>	<b>16.5%</b>
Interisland airfare	2.2	2.9	-24.8%	2.2	2.5	-11.9%
Ground transportation	2.5	1.9	33.5%	2.2	1.8	24.2%
Rental vehicles	16.7	13.3	25.1%	16.7	14.0	19.4%
Gasoline, parking, etc.	1.6	1.3	27.0%	1.6	1.3	23.3%
<b>Total Shopping</b>	<b>24.1</b>	<b>27.3</b>	<b>-11.7%</b>	<b>23.8</b>	<b>25.1</b>	<b>-5.0%</b>
Fashion and clothing	9.7	9.9	-2.2%	9.8	9.8	-0.3%
Jewelry and watches	2.7	3.6	-24.8%	2.6	2.9	-11.5%
Cosmetics, perfume	0.8	1.5	-46.9%	0.7	1.1	-42.2%
Leather goods	1.7	4.3	-60.6%	1.7	3.6	-53.7%
Hawai'i food products	4.0	4.0	-1.1%	4.1	3.8	7.9%
Souvenirs	5.2	4.0	30.8%	5.1	4.0	28.7%
<b>Total Lodging</b>	<b>117.2</b>	<b>84.7</b>	<b>38.4%</b>	<b>117.0</b>	<b>87.4</b>	<b>33.9%</b>
<b>All other expenses *</b>	<b>8.3</b>	<b>7.4</b>	<b>11.0%</b>	<b>8.3</b>	<b>7.3</b>	<b>14.3%</b>

\*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.

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

Expenditure Type	2024P May	2023P May	% change	2024P May YTD	2023P May YTD	% change
<b>GRAND TOTAL</b>	<b>248.5</b>	<b>244.7</b>	<b>1.5%</b>	<b>244.8</b>	<b>240.0</b>	<b>2.0%</b>
<b>Total Food and beverage</b>	<b>53.7</b>	<b>51.5</b>	<b>4.4%</b>	<b>49.8</b>	<b>48.9</b>	<b>1.9%</b>
Restaurant food	36.2	33.1	9.3%	33.0	31.9	3.6%
Dinner shows and cruises	5.2	6.5	-20.8%	4.6	5.4	-16.1%
Groceries and snacks	12.4	11.8	4.6%	12.2	11.5	5.4%
<b>Entertainment &amp; Recreation</b>	<b>21.7</b>	<b>21.2</b>	<b>2.5%</b>	<b>21.9</b>	<b>20.6</b>	<b>6.0%</b>
Attractions/entertainment	6.0	6.4	-5.9%	5.8	5.8	0.6%
Recreation	8.5	7.6	12.8%	8.2	7.4	9.7%
Other activities & tours	7.2	7.2	-0.8%	7.9	7.4	6.6%
<b>Total Transportation</b>	<b>23.4</b>	<b>24.7</b>	<b>-5.3%</b>	<b>23.0</b>	<b>25.0</b>	<b>-8.1%</b>
Interisland airfare	1.9	1.6	17.6%	2.2	1.7	33.6%
Ground transportation	1.7	1.6	8.2%	1.6	1.6	-1.3%
Rental vehicles	18.1	20.0	-9.5%	17.7	20.2	-12.6%
Gasoline, parking, etc.	1.7	1.5	11.4%	1.5	1.5	-0.1%
<b>Total Shopping</b>	<b>21.8</b>	<b>22.7</b>	<b>-4.2%</b>	<b>21.0</b>	<b>21.9</b>	<b>-4.2%</b>
Fashion and clothing	8.6	8.0	7.4%	8.3	8.2	0.8%
Jewelry and watches	3.0	3.2	-7.6%	2.9	3.1	-8.0%
Cosmetics, perfume	0.6	0.7	-18.3%	0.5	0.6	-20.0%
Leather goods	0.9	2.0	-57.3%	1.1	1.8	-38.1%
Hawai'i food products	3.7	3.8	-2.7%	3.4	3.6	-5.5%
Souvenirs	5.0	4.9	1.6%	4.8	4.5	6.5%
<b>Total Lodging</b>	<b>119.4</b>	<b>115.8</b>	<b>3.2%</b>	<b>120.3</b>	<b>114.0</b>	<b>5.6%</b>
<b>All other expenses *</b>	<b>8.4</b>	<b>8.8</b>	<b>-4.4%</b>	<b>8.9</b>	<b>9.7</b>	<b>-8.4%</b>

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Expenditure Type	2024P May	2019 May	% change	2024P May YTD	2019 May YTD	% change
<b>GRAND TOTAL</b>	<b>248.5</b>	<b>187.4</b>	<b>32.6%</b>	<b>244.8</b>	<b>188.4</b>	<b>29.9%</b>
<b>Total Food and beverage</b>	<b>53.7</b>	<b>40.7</b>	<b>32.0%</b>	<b>49.8</b>	<b>39.1</b>	<b>27.4%</b>
Restaurant food	36.2	27.5	31.8%	33.0	25.5	29.4%
Dinner shows and cruises	5.2	4.2	23.0%	4.6	4.0	12.6%
Groceries and snacks	12.4	9.0	36.9%	12.2	9.5	28.2%
<b>Entertainment &amp; Recreation</b>	<b>21.7</b>	<b>17.0</b>	<b>27.6%</b>	<b>21.9</b>	<b>16.4</b>	<b>33.1%</b>
Attractions/entertainment	6.0	5.1	17.3%	5.8	4.4	31.9%
Recreation	8.5	5.9	45.6%	8.2	6.2	31.8%
Other activities & tours	7.2	6.0	19.0%	7.9	5.8	35.4%
<b>Total Transportation</b>	<b>23.4</b>	<b>20.4</b>	<b>14.6%</b>	<b>23.0</b>	<b>20.0</b>	<b>14.6%</b>
Interisland airfare	1.9	3.0	-36.5%	2.2	2.4	-6.1%
Ground transportation	1.7	1.0	71.3%	1.6	1.0	57.1%
Rental vehicles	18.1	14.9	21.2%	17.7	15.4	15.0%
Gasoline, parking, etc.	1.7	1.5	15.1%	1.5	1.3	14.4%
<b>Total Shopping</b>	<b>21.8</b>	<b>18.4</b>	<b>18.1%</b>	<b>21.0</b>	<b>16.7</b>	<b>26.1%</b>
Fashion and clothing	8.6	6.9	24.7%	8.3	6.6	26.3%
Jewelry and watches	3.0	3.3	-10.4%	2.9	2.5	16.1%
Cosmetics, perfume	0.6	0.4	29.0%	0.5	0.4	21.0%
Leather goods	0.9	1.1	-19.0%	1.1	0.8	44.2%
Hawai'i food products	3.7	2.8	30.1%	3.4	2.8	23.5%
Souvenirs	5.0	3.8	30.9%	4.8	3.7	31.2%
<b>Total Lodging</b>	<b>119.4</b>	<b>83.8</b>	<b>42.6%</b>	<b>120.3</b>	<b>89.5</b>	<b>34.5%</b>
<b>All other expenses *</b>	<b>8.4</b>	<b>7.1</b>	<b>19.2%</b>	<b>8.9</b>	<b>6.7</b>	<b>31.8%</b>

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Expenditure Type	2024P May	2023P May	% change	2024P May YTD	2023P May YTD	% change
<b>GRAND TOTAL</b>	<b>233.1</b>	<b>229.2</b>	<b>1.7%</b>	<b>232.6</b>	<b>226.5</b>	<b>2.7%</b>
<b>Total Food and beverage</b>	<b>52.7</b>	<b>49.6</b>	<b>6.3%</b>	<b>48.5</b>	<b>47.5</b>	<b>2.2%</b>
Restaurant food	35.1	31.6	11.1%	31.7	30.5	4.0%
Dinner shows and cruises	4.3	5.4	-21.6%	4.1	4.7	-14.6%
Groceries and snacks	13.3	12.5	6.4%	12.8	12.3	4.4%
					<b>0.0</b>	
<b>Entertainment &amp; Recreation</b>	<b>18.5</b>	<b>18.7</b>	<b>-1.0%</b>	<b>20.0</b>	<b>18.5</b>	<b>8.2%</b>
Attractions/entertainment	5.7	5.3	6.1%	5.3	4.9	8.5%
Recreation	7.3	7.4	-0.8%	7.7	7.1	7.6%
Other activities & tours	5.5	6.0	-7.7%	7.0	6.4	8.8%
					0.0	
<b>Total Transportation</b>	<b>21.9</b>	<b>23.9</b>	<b>-8.5%</b>	<b>22.3</b>	<b>24.5</b>	<b>-9.1%</b>
Interisland airfare	1.2	0.9	31.9%	1.7	1.1	58.8%
Ground transportation	1.3	1.4	-7.9%	1.4	1.5	-10.4%
Rental vehicles	17.8	20.1	-11.7%	17.7	20.3	-12.9%
Gasoline, parking, etc.	1.6	1.4	9.4%	1.4	1.5	-4.9%
					<b>0.0</b>	
<b>Total Shopping</b>	<b>21.2</b>	<b>22.5</b>	<b>-5.7%</b>	<b>20.9</b>	<b>21.4</b>	<b>-2.2%</b>
Fashion and clothing	8.9	7.9	13.1%	8.6	8.0	8.0%
Jewelry and watches	2.5	3.3	-25.2%	2.8	2.8	-0.1%
Cosmetics, perfume	0.6	0.8	-30.0%	0.4	0.6	-30.8%
Leather goods	0.9	2.2	-57.0%	1.4	1.9	-25.8%
Hawai'i food products	3.9	3.7	3.4%	3.4	3.9	-13.9%
Souvenirs	4.5	4.6	-2.7%	4.3	4.2	2.9%
<b>Total Lodging</b>	<b>113.4</b>	<b>109.2</b>	<b>3.9%</b>	<b>115.5</b>	<b>108.6</b>	<b>6.4%</b>
					<b>0.0</b>	
<b>All other expenses *</b>	<b>5.4</b>	<b>5.4</b>	<b>-0.6%</b>	<b>5.3</b>	<b>6.1</b>	<b>-12.1%</b>

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Expenditure Type	2024P May	2019 May	% change	2024P May YTD	2019 May YTD	% change
<b>GRAND TOTAL</b>	<b>233.1</b>	<b>173.8</b>	<b>34.1%</b>	<b>232.6</b>	<b>176.7</b>	<b>31.6%</b>
<b>Total Food and beverage</b>	<b>52.7</b>	<b>38.7</b>	<b>36.3%</b>	<b>48.5</b>	<b>37.2</b>	<b>30.6%</b>
Restaurant food	35.1	25.4	38.5%	31.7	23.6	34.2%
Dinner shows and cruises	4.3	3.9	10.4%	4.1	3.6	11.4%
Groceries and snacks	13.3	9.4	41.0%	12.8	9.9	29.1%
<b>Entertainment &amp; Recreation</b>	<b>18.5</b>	<b>14.2</b>	<b>30.4%</b>	<b>20.0</b>	<b>14.2</b>	<b>41.1%</b>
Attractions/entertainment	5.7	4.2	36.2%	5.3	3.7	44.7%
Recreation	7.3	5.2	40.1%	7.7	5.8	32.7%
Other activities & tours	5.5	4.8	14.7%	7.0	4.7	48.5%
<b>Total Transportation</b>	<b>21.9</b>	<b>19.0</b>	<b>15.0%</b>	<b>22.3</b>	<b>19.0</b>	<b>17.2%</b>
Interisland airfare	1.2	2.0	-39.2%	1.7	1.7	0.3%
Ground transportation	1.3	0.8	60.8%	1.4	0.9	56.3%
Rental vehicles	17.8	14.9	19.5%	17.7	15.2	16.4%
Gasoline, parking, etc.	1.6	1.3	18.4%	1.4	1.2	23.2%
<b>Total Shopping</b>	<b>21.2</b>	<b>17.3</b>	<b>22.2%</b>	<b>20.9</b>	<b>15.9</b>	<b>31.4%</b>
Fashion and clothing	8.9	6.8	30.9%	8.6	6.4	35.5%
Jewelry and watches	2.5	3.0	-17.3%	2.8	2.3	23.7%
Cosmetics, perfume	0.6	0.5	19.8%	0.4	0.3	17.6%
Leather goods	0.9	1.1	-13.1%	1.4	1.0	48.2%
Hawai'i food products	3.9	2.9	35.1%	3.4	2.8	19.8%
Souvenirs	4.5	3.2	41.3%	4.3	3.2	35.1%
<b>Total Lodging</b>	<b>113.4</b>	<b>80.1</b>	<b>41.6%</b>	<b>115.5</b>	<b>86.2</b>	<b>34.1%</b>
<b>All other expenses *</b>	<b>5.4</b>	<b>4.6</b>	<b>17.9%</b>	<b>5.3</b>	<b>4.3</b>	<b>23.8%</b>

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Expenditure Type	2024P May	2023P May	% change	2024P May YTD	2023P May YTD	% change
<b>GRAND TOTAL</b>	<b>274.4</b>	<b>271.4</b>	<b>1.1%</b>	<b>265.5</b>	<b>263.4</b>	<b>0.8%</b>
<b>Total Food and beverage</b>	<b>55.4</b>	<b>54.7</b>	<b>1.4%</b>	<b>51.8</b>	<b>51.2</b>	<b>1.2%</b>
Restaurant food	38.0	35.7	6.5%	35.3	34.3	2.9%
Dinner shows and cruises	6.7	8.4	-20.2%	5.4	6.6	-18.3%
Groceries and snacks	10.8	10.6	1.2%	11.1	10.3	8.1%
<b>Entertainment &amp; Recreation</b>	<b>27.2</b>	<b>25.6</b>	<b>6.3%</b>	<b>25.1</b>	<b>24.3</b>	<b>3.0%</b>
Attractions/entertainment	6.7	8.2	-18.6%	6.7	7.4	-9.0%
Recreation	10.5	8.0	31.4%	9.0	8.0	12.8%
Other activities & tours	10.0	9.4	6.6%	9.3	9.0	4.2%
<b>Total Transportation</b>	<b>25.9</b>	<b>26.0</b>	<b>-0.6%</b>	<b>24.2</b>	<b>25.9</b>	<b>-6.5%</b>
Interisland airfare	3.2	2.9	10.3%	3.1	2.7	14.7%
Ground transportation	2.3	1.8	30.6%	1.9	1.7	12.9%
Rental vehicles	18.6	19.8	-6.2%	17.6	20.0	-12.1%
Gasoline, parking, etc.	1.8	1.6	14.3%	1.6	1.5	8.7%
<b>Total Shopping</b>	<b>22.8</b>	<b>23.2</b>	<b>-1.9%</b>	<b>21.1</b>	<b>22.8</b>	<b>-7.4%</b>
Fashion and clothing	8.2	8.4	-1.6%	7.8	8.7	-10.4%
Jewelry and watches	3.8	3.1	23.7%	3.0	3.6	-17.4%
Cosmetics, perfume	0.6	0.5	15.8%	0.6	0.7	-5.5%
Leather goods	0.8	1.8	-58.1%	0.6	1.6	-63.0%
Hawai'i food products	3.4	3.9	-12.7%	3.5	3.2	11.5%
Souvenirs	6.0	5.5	7.9%	5.7	5.1	10.4%
<b>Total Lodging</b>	<b>129.5</b>	<b>127.1</b>	<b>1.9%</b>	<b>128.5</b>	<b>123.3</b>	<b>4.2%</b>
<b>All other expenses *</b>	<b>13.6</b>	<b>14.8</b>	<b>-7.9%</b>	<b>14.9</b>	<b>15.9</b>	<b>-6.5%</b>

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

Expenditure Type	2024P May	2019 May	% change	2024P May YTD	2019 May YTD	% change
<b>GRAND TOTAL</b>	<b>274.4</b>	<b>211.1</b>	<b>29.9%</b>	<b>265.5</b>	<b>208.0</b>	<b>27.6%</b>
<b>Total Food and beverage</b>	<b>55.4</b>	<b>44.3</b>	<b>25.3%</b>	<b>51.8</b>	<b>42.3</b>	<b>22.6%</b>
Restaurant food	38.0	31.2	21.9%	35.3	28.8	22.8%
Dinner shows and cruises	6.7	4.8	39.7%	5.4	4.7	14.5%
Groceries and snacks	10.8	8.3	29.5%	11.1	8.8	26.4%
<b>Entertainment &amp; Recreation</b>	<b>27.2</b>	<b>22.0</b>	<b>23.4%</b>	<b>25.1</b>	<b>20.2</b>	<b>23.9%</b>
Attractions/entertainment	6.7	6.8	-2.8%	6.7	5.7	17.8%
Recreation	10.5	7.0	51.7%	9.0	6.9	31.3%
Other activities & tours	10.0	8.2	21.4%	9.3	7.7	21.8%
<b>Total Transportation</b>	<b>25.9</b>	<b>22.8</b>	<b>13.5%</b>	<b>24.2</b>	<b>21.8</b>	<b>10.8%</b>
Interisland airfare	3.2	4.9	-34.8%	3.1	3.4	-11.4%
Ground transportation	2.3	1.3	82.5%	1.9	1.2	58.7%
Rental vehicles	18.6	15.0	23.8%	17.6	15.6	12.7%
Gasoline, parking, etc.	1.8	1.7	10.0%	1.6	1.5	3.3%
<b>Total Shopping</b>	<b>22.8</b>	<b>20.4</b>	<b>11.8%</b>	<b>21.1</b>	<b>17.9</b>	<b>18.2%</b>
Fashion and clothing	8.2	7.2	14.6%	7.8	6.9	12.3%
Jewelry and watches	3.8	3.9	-2.0%	3.0	2.8	6.2%
Cosmetics, perfume	0.6	0.4	50.7%	0.6	0.5	23.4%
Leather goods	0.8	1.1	-29.1%	0.6	0.5	31.8%
Hawai'i food products	3.4	2.8	21.3%	3.5	2.7	29.5%
Souvenirs	6.0	5.0	19.1%	5.7	4.5	25.8%
<b>Total Lodging</b>	<b>129.5</b>	<b>90.2</b>	<b>43.6%</b>	<b>128.5</b>	<b>95.0</b>	<b>35.2%</b>
<b>All other expenses *</b>	<b>13.6</b>	<b>11.5</b>	<b>18.2%</b>	<b>14.9</b>	<b>10.8</b>	<b>37.7%</b>

\*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



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

Expenditure Type	2024P May	2023P May	% change	2024P May YTD	2023P May YTD	% change
<b>GRAND TOTAL</b>	<b>237.2</b>	<b>241.3</b>	<b>-1.7%</b>	<b>238.9</b>	<b>236.3</b>	<b>1.1%</b>
<b>Total Food and beverage</b>	<b>60.3</b>	<b>60.1</b>	<b>0.3%</b>	<b>59.4</b>	<b>56.8</b>	<b>4.6%</b>
Restaurant food	45.0	42.9	5.0%	43.5	40.8	6.7%
Dinner shows and cruises	3.6	3.9	-6.0%	3.9	3.5	13.1%
Groceries and snacks	11.6	13.4	-13.1%	12.0	12.6	-4.4%
				<b>0.0</b>		
<b>Entertainment &amp; Recreation</b>	<b>17.0</b>	<b>16.7</b>	<b>1.9%</b>	<b>16.9</b>	<b>16.3</b>	<b>3.8%</b>
Attractions/entertainment	4.7	3.3	41.4%	5.0	4.0	25.9%
Recreation	4.5	6.0	-0.3%	4.4	5.5	-19.9%
Other activities & tours	7.9	7.4	7.3%	7.6	6.9	9.8%
				<b>0.0</b>		
<b>Total Transportation</b>	<b>13.7</b>	<b>14.3</b>	<b>-4.0%</b>	<b>13.4</b>	<b>13.7</b>	<b>-2.3%</b>
Interisland airfare	1.1	1.0	16.8%	1.1	1.0	13.0%
Ground transportation	6.5	6.0	9.5%	6.1	5.7	6.9%
Rental vehicles	5.4	6.5	-16.6%	5.5	6.2	-11.2%
Gasoline, parking, etc.	0.7	0.9	-25.1%	0.7	0.8	-17.6%
<b>Total Shopping</b>	<b>43.7</b>	<b>54.7</b>	<b>-20.1%</b>	<b>47.5</b>	<b>53.0</b>	<b>-10.5%</b>
Fashion and clothing	13.7	18.4	-25.3%	15.0	18.5	-18.9%
Jewelry and watches	2.7	3.8	-29.8%	3.5	3.3	5.3%
Cosmetics, perfume	2.0	1.9	0.3%	1.8	1.9	-10.0%
Leather goods	5.9	9.5	-37.9%	7.5	9.9	-24.4%
Hawai'i food products	13.0	14.4	-9.8%	13.3	12.9	3.2%
Souvenirs	6.4	6.6	-2.6%	6.4	6.5	-0.4%
<b>Total Lodging</b>	<b>92.9</b>	<b>88.7</b>	<b>4.8%</b>	<b>93.0</b>	<b>89.4</b>	<b>4.0%</b>
<b>All other expenses *</b>	<b>9.5</b>	<b>6.8</b>	<b>39.7%</b>	<b>8.7</b>	<b>7.1</b>	<b>23.2%</b>

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

Expenditure Type	2024P May	2019 May	% change	2024P May YTD	2019 May YTD	% change
<b>GRAND TOTAL</b>	<b>237.2</b>	<b>243.6</b>	<b>-2.6%</b>	<b>238.9</b>	<b>239.3</b>	<b>-0.2%</b>
<b>Total Food and beverage</b>	<b>60.3</b>	<b>52.2</b>	<b>15.4%</b>	<b>59.4</b>	<b>51.7</b>	<b>15.0%</b>
Restaurant food	45.0	38.9	15.6%	43.5	38.6	12.7%
Dinner shows and cruises	3.6	4.2	-13.7%	3.9	3.9	1.8%
Groceries and snacks	11.6	8.9	31.0%	12.0	9.1	31.6%
				<b>0.0</b>		
<b>Entertainment &amp; Recreation</b>	<b>17.0</b>	<b>20.1</b>	<b>-15.4%</b>	<b>16.9</b>	<b>18.6</b>	<b>-8.8%</b>
Attractions/entertainment	4.7	6.8	-30.7%	5.0	6.4	-21.6%
Recreation	4.5	4.2	5.8%	4.4	3.7	19.4%
Other activities & tours	7.9	9.2	-13.7%	7.6	8.6	-11.4%
<b>Total Transportation</b>	<b>13.7</b>	<b>12.9</b>	<b>6.8%</b>	<b>13.4</b>	<b>11.8</b>	<b>12.9%</b>
Interisland airfare	1.1	1.8	-37.5%	1.1	1.4	-22.8%
Ground transportation	6.5	6.3	3.3%	6.1	6.1	-0.4%
Rental vehicles	5.4	4.3	26.0%	5.5	3.9	39.5%
Gasoline, parking, etc.	0.7	0.4	50.4%	0.7	0.4	62.0%
<b>Total Shopping</b>	<b>43.7</b>	<b>64.9</b>	<b>-32.6%</b>	<b>47.5</b>	<b>65.7</b>	<b>-27.7%</b>
Fashion and clothing	13.7	16.9	-18.6%	15.0	18.3	-17.9%
Jewelry and watches	2.7	8.0	-66.5%	3.5	7.3	-52.4%
Cosmetics, perfume	2.0	3.9	-50.2%	1.8	4.0	-55.7%
Leather goods	5.9	15.5	-61.9%	7.5	16.7	-55.1%
Hawai'i food products	13.0	14.0	-7.0%	13.3	13.4	-0.8%
Souvenirs	6.4	6.6	-2.5%	6.4	6.3	2.6%
<b>Total Lodging</b>	<b>92.9</b>	<b>83.5</b>	<b>11.3%</b>	<b>93.0</b>	<b>80.9</b>	<b>15.0%</b>
<b>All other expenses *</b>	<b>9.5</b>	<b>10.0</b>	<b>-5.2%</b>	<b>8.7</b>	<b>10.7</b>	<b>-18.3%</b>

\*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

**Canada Visitor Personal Daily Spending by Category:  
May 2024P vs. May 2023P  
(Arrivals by air, in dollars)**

Expenditure Type	2024P May	2023P May	% change	2024P May YTD	2023P May YTD	% change
<b>GRAND TOTAL</b>	<b>224.5</b>	<b>216.5</b>	<b>3.7%</b>	<b>220.0</b>	<b>215.3</b>	<b>2.2%</b>
<b>Total Food and beverage</b>	<b>49.2</b>	<b>42.3</b>	<b>16.3%</b>	<b>46.4</b>	<b>43.7</b>	<b>6.1%</b>
Restaurant food	30.6	22.1	38.3%	27.7	25.1	10.4%
Dinner shows and cruises	4.2	3.3	25.6%	3.3	3.3	0.4%
Groceries and snacks	14.4	16.9	-14.5%	15.4	15.3	0.3%
<b>Entertainment &amp; Recreation</b>	<b>16.6</b>	<b>12.2</b>	<b>36.2%</b>	<b>15.6</b>	<b>14.5</b>	<b>7.6%</b>
Attractions/entertainment	7.9	4.3	82.6%	5.8	4.2	39.3%
Recreation	5.0	5.5	-8.1%	5.4	5.3	2.0%
Other activities & tours	3.6	2.4	54.5%	4.4	5.0	-12.7%
<b>Total Transportation</b>	<b>20.4</b>	<b>19.9</b>	<b>2.7%</b>	<b>20.7</b>	<b>22.5</b>	<b>-8.0%</b>
Interisland airfare	0.7	0.4	88.4%	0.9	0.9	0.0%
Ground transportation	2.0	1.1	82.7%	1.8	1.4	28.1%
Rental vehicles	15.8	16.6	-5.0%	16.3	18.6	-12.3%
Gasoline, parking, etc.	2.0	1.8	8.1%	1.6	1.6	4.7%
<b>Total Shopping</b>	<b>19.2</b>	<b>17.1</b>	<b>12.1%</b>	<b>15.7</b>	<b>15.0</b>	<b>4.4%</b>
Fashion and clothing	9.2	7.9	16.5%	8.5	8.4	1.3%
Jewelry and watches	1.6	1.8	-7.7%	1.0	1.1	-2.6%
Cosmetics, perfume	0.4	0.4	-15.0%	0.3	0.3	11.7%
Leather goods	0.6	0.4	52.9%	0.4	0.4	-4.0%
Hawai'i food products	2.7	2.0	35.7%	2.2	1.9	15.7%
Souvenirs	4.6	4.6	0.9%	3.2	2.9	9.2%
<b>Total Lodging</b>	<b>108.5</b>	<b>114.7</b>	<b>-5.4%</b>	<b>115.4</b>	<b>113.3</b>	<b>1.8%</b>
<b>All other expenses *</b>	<b>10.6</b>	<b>10.3</b>	<b>3.2%</b>	<b>6.3</b>	<b>6.2</b>	<b>0.7%</b>

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

Expenditure Type	2024P May	2019 May	% change	2024P May YTD	2019 May YTD	% change
<b>GRAND TOTAL</b>	<b>224.5</b>	<b>170.1</b>	<b>32.0%</b>	<b>220.0</b>	<b>166.4</b>	<b>32.2%</b>
<b>Total Food and beverage</b>	<b>49.2</b>	<b>38.0</b>	<b>29.5%</b>	<b>46.4</b>	<b>34.4</b>	<b>35.1%</b>
Restaurant food	30.6	22.8	34.4%	27.7	19.3	43.6%
Dinner shows and cruises	4.2	2.7	55.1%	3.3	2.7	24.3%
Groceries and snacks	14.4	12.5	15.0%	15.4	12.3	24.9%
<b>Entertainment &amp; Recreation</b>	<b>16.6</b>	<b>15.1</b>	<b>9.8%</b>	<b>15.6</b>	<b>11.7</b>	<b>32.5%</b>
Attractions/entertainment	7.9	5.7	37.8%	5.8	3.7	54.4%
Recreation	5.0	5.6	-9.6%	5.4	4.8	13.4%
Other activities & tours	3.6	3.8	-4.0%	4.4	3.8	13.9%
<b>Total Transportation</b>	<b>20.4</b>	<b>16.5</b>	<b>23.6%</b>	<b>20.7</b>	<b>18.4</b>	<b>12.7%</b>
Interisland airfare	0.7	0.6	10.6%	0.9	1.0	-9.0%
Ground transportation	2.0	1.5	31.4%	1.8	0.9	115.6%
Rental vehicles	15.8	13.1	20.6%	16.3	15.1	8.1%
Gasoline, parking, etc.	2.0	1.3	50.3%	1.6	1.4	14.7%
<b>Total Shopping</b>	<b>19.2</b>	<b>16.2</b>	<b>18.3%</b>	<b>15.7</b>	<b>12.9</b>	<b>21.9%</b>
Fashion and clothing	9.2	8.1	13.8%	8.5	6.7	26.9%
Jewelry and watches	1.6	2.2	-25.5%	1.0	1.3	-21.7%
Cosmetics, perfume	0.4	0.3	43.1%	0.3	0.2	39.8%
Leather goods	0.6	0.4	41.7%	0.4	0.4	4.5%
Hawai'i food products	2.7	2.2	22.3%	2.2	1.8	20.5%
Souvenirs	4.6	3.0	53.4%	3.2	2.4	34.1%
<b>Total Lodging</b>	<b>108.5</b>	<b>78.9</b>	<b>37.4%</b>	<b>115.4</b>	<b>83.8</b>	<b>37.7%</b>
<b>All other expenses *</b>	<b>10.6</b>	<b>5.3</b>	<b>102.0%</b>	<b>6.3</b>	<b>5.3</b>	<b>18.0%</b>

\*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