

**O'ahu Visitor Personal Daily Spending by Category:
June 2024P vs. June 2023P
(Arrivals by air, in dollars)**

| Expenditure Type | 2024P June | 2023P June | % change | 2024P June YTD | 2023P June YTD | % change |
|---------------------------------------|---------------|---------------|---------------|-------------------|-------------------|---------------|
| GRAND TOTAL | 228.4 | 232.4 | -1.7% | 215.9 | 219.9 | -1.9% |
| Total Food and beverage | 47.1 | 48.5 | -3.0% | 46.5 | 48.6 | -4.3% |
| Restaurant food | 28.7 | 29.8 | -3.9% | 30.4 | 31.7 | -4.3% |
| Dinner shows and cruises | 7.1 | 7.3 | -2.8% | 5.6 | 6.2 | -10.0% |
| Groceries and snacks | 10.2 | 11.4 | -10.4% | 10.5 | 10.6 | -1.2% |
| Entertainment & Recreation | 27.1 | 25.8 | 5.0% | 22.4 | 21.8 | 2.8% |
| Attractions/entertainment | 12.1 | 8.8 | 37.2% | 8.9 | 8.5 | 4.7% |
| Recreation | 7.3 | 7.5 | -3.1% | 6.8 | 5.7 | 18.4% |
| Other activities & tours | 7.7 | 9.4 | -18.5% | 6.7 | 7.6 | -11.1% |
| Total Transportation | 20.6 | 21.2 | -2.8% | 18.5 | 18.7 | -0.9% |
| Interisland airfare | 1.2 | 2.1 | -40.7% | 1.3 | 1.2 | 8.7% |
| Ground transportation | 2.5 | 2.5 | 1.9% | 2.5 | 2.7 | -6.9% |
| Rental vehicles | 15.4 | 15.1 | 2.1% | 13.2 | 13.4 | -1.1% |
| Gasoline, parking, etc. | 1.3 | 1.4 | -6.9% | 1.4 | 1.3 | 5.1% |
| Total Shopping | 22.8 | 30.7 | -25.8% | 25.1 | 27.5 | -8.7% |
| Fashion and clothing | 8.1 | 12.0 | -32.1% | 9.6 | 10.4 | -7.5% |
| Jewelry and watches | 2.2 | 3.6 | -37.1% | 3.2 | 3.4 | -5.8% |
| Cosmetics, perfume | 0.7 | 1.5 | -57.4% | 0.8 | 1.2 | -38.2% |
| Leather goods | 2.2 | 3.8 | -40.8% | 2.0 | 3.2 | -37.4% |
| Hawai'i food products | 3.6 | 3.5 | 0.7% | 3.7 | 4.1 | -7.8% |
| Souvenirs | 5.9 | 6.3 | -5.8% | 5.8 | 5.2 | 10.6% |
| Total Lodging | 107.7 | 102.4 | 5.2% | 99.8 | 98.6 | 1.3% |
| All other expenses * | 2.9 | 3.8 | -23.0% | 3.5 | 4.7 | -26.2% |

*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

**O'ahu Visitor Personal Daily Spending by Category:
June 2024P vs. June 2019
(Arrivals by air, in dollars)**

| Expenditure Type | 2024P June | 2019 June | % change | 2024P June YTD | 2019 June YTD | % change |
|---------------------------------------|---------------|--------------|---------------|-------------------|------------------|---------------|
| GRAND TOTAL | 228.4 | 190.8 | 19.8% | 215.9 | 194.6 | 10.9% |
| Total Food and beverage | 47.1 | 36.2 | 29.9% | 46.5 | 37.6 | 23.5% |
| Restaurant food | 28.7 | 24.5 | 17.1% | 30.4 | 25.5 | 19.1% |
| Dinner shows and cruises | 7.1 | 4.7 | 50.5% | 5.6 | 4.5 | 24.3% |
| Groceries and snacks | 10.2 | 7.1 | 44.9% | 10.5 | 7.6 | 37.8% |
| Entertainment & Recreation | 27.1 | 21.6 | 25.4% | 22.4 | 18.9 | 18.5% |
| Attractions/entertainment | 12.1 | 7.8 | 55.0% | 8.9 | 6.6 | 35.0% |
| Recreation | 7.3 | 5.4 | 34.4% | 6.8 | 4.4 | 52.1% |
| Other activities & tours | 7.7 | 8.4 | -8.0% | 6.7 | 7.8 | -14.3% |
| Total Transportation | 20.6 | 15.3 | 34.1% | 18.5 | 15.0 | 23.1% |
| Interisland airfare | 1.2 | 1.3 | -3.5% | 1.3 | 1.8 | -24.2% |
| Ground transportation | 2.5 | 2.2 | 14.0% | 2.5 | 2.1 | 20.0% |
| Rental vehicles | 15.4 | 10.7 | 44.9% | 13.2 | 10.1 | 31.4% |
| Gasoline, parking, etc. | 1.3 | 1.2 | 15.2% | 1.4 | 1.1 | 29.9% |
| Total Shopping | 22.8 | 30.4 | -25.0% | 25.1 | 31.0 | -19.0% |
| Fashion and clothing | 8.1 | 9.5 | -14.2% | 9.6 | 11.7 | -17.7% |
| Jewelry and watches | 2.2 | 5.2 | -57.0% | 3.2 | 3.8 | -16.1% |
| Cosmetics, perfume | 0.7 | 0.9 | -23.9% | 0.8 | 1.7 | -53.9% |
| Leather goods | 2.2 | 4.1 | -46.2% | 2.0 | 3.9 | -48.8% |
| Hawai'i food products | 3.6 | 3.7 | -4.0% | 3.7 | 3.8 | -0.2% |
| Souvenirs | 5.9 | 6.9 | -14.1% | 5.8 | 6.2 | -6.3% |
| Total Lodging | 107.7 | 83.8 | 28.6% | 99.8 | 86.6 | 15.3% |
| All other expenses * | 2.9 | 3.5 | -15.9% | 3.5 | 5.4 | -36.2% |

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

2023 and 2024 visitor data are preliminary; 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

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

| Expenditure Type | 2024P June | 2023P June | % change | 2024P June YTD | 2023P June YTD | % change |
|---------------------------------------|---------------|---------------|---------------|-------------------|-------------------|---------------|
| GRAND TOTAL | 269.0 | 287.6 | -6.5% | 287.4 | 290.7 | -1.1% |
| Total Food and beverage | 51.2 | 61.2 | -16.4% | 58.4 | 55.6 | 4.9% |
| Restaurant food | 37.2 | 37.2 | 0.1% | 37.7 | 34.0 | 10.9% |
| Dinner shows and cruises | 7.2 | 10.3 | -30.1% | 5.5 | 7.7 | -29.5% |
| Groceries and snacks | 13.0 | 13.7 | -5.3% | 15.2 | 13.9 | 9.2% |
| Entertainment & Recreation | 24.9 | 28.4 | -12.3% | 23.1 | 24.6 | -6.0% |
| Attractions/entertainment | 5.0 | 5.9 | -15.2% | 4.8 | 5.4 | -12.2% |
| Recreation | 12.2 | 14.9 | -18.0% | 10.3 | 10.9 | -5.2% |
| Other activities & tours | 7.6 | 7.5 | 1.1% | 8.0 | 8.3 | -2.9% |
| Total Transportation | 22.7 | 27.9 | -18.7% | 24.4 | 28.7 | -15.1% |
| Interisland airfare | 1.7 | 2.2 | -22.0% | 1.6 | 1.9 | -13.4% |
| Ground transportation | 1.0 | 1.3 | -23.6% | 1.1 | 1.2 | -8.2% |
| Rental vehicles | 18.6 | 22.6 | -17.5% | 20.3 | 24.1 | -15.6% |
| Gasoline, parking, etc. | 1.3 | 1.8 | -26.3% | 1.3 | 1.6 | -14.6% |
| Total Shopping | 23.0 | 22.3 | 3.2% | 21.8 | 20.4 | 6.9% |
| Fashion and clothing | 9.1 | 8.4 | 8.7% | 9.6 | 8.1 | 18.3% |
| Jewelry and watches | 2.9 | 3.4 | -15.4% | 3.3 | 3.0 | 8.4% |
| Cosmetics, perfume | 0.2 | 0.3 | -51.0% | 0.2 | 0.3 | -32.3% |
| Leather goods | 3.0 | 1.5 | 98.1% | 1.4 | 1.6 | -9.8% |
| Hawai'i food products | 2.6 | 2.5 | 3.8% | 2.8 | 2.6 | 9.3% |
| Souvenirs | 5.1 | 6.1 | -15.1% | 4.4 | 4.8 | -7.0% |
| Total Lodging | 138.9 | 144.9 | -4.1% | 155.9 | 157.7 | -1.1% |
| All other expenses * | 5.0 | 3.0 | 64.1% | 3.9 | 3.7 | 5.9% |

*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

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

| Expenditure Type | 2024P June | 2019 June | % change | 2024P June YTD | 2019 June YTD | % change |
|---------------------------------------|---------------|--------------|---------------|-------------------|------------------|--------------|
| GRAND TOTAL | 269.0 | 209.2 | 28.5% | 287.4 | 212.9 | 35.0% |
| Total Food and beverage | 51.2 | 43.2 | 18.5% | 58.4 | 41.9 | 39.4% |
| Restaurant food | 37.2 | 27.6 | 34.8% | 37.7 | 26.8 | 40.8% |
| Dinner shows and cruises | 7.2 | 5.6 | 29.7% | 5.5 | 4.7 | 17.4% |
| Groceries and snacks | 13.0 | 10.0 | 29.8% | 15.2 | 10.5 | 45.4% |
| Entertainment & Recreation | 24.9 | 20.5 | 21.2% | 23.1 | 16.7 | 38.2% |
| Attractions/entertainment | 5.0 | 4.6 | 9.3% | 4.8 | 4.1 | 16.9% |
| Recreation | 12.2 | 9.6 | 28.1% | 10.3 | 7.2 | 43.8% |
| Other activities & tours | 7.6 | 6.4 | 19.3% | 8.0 | 5.5 | 46.8% |
| Total Transportation | 22.7 | 23.2 | -2.3% | 24.4 | 22.9 | 6.4% |
| Interisland airfare | 1.7 | 2.7 | -37.7% | 1.6 | 2.7 | -40.7% |
| Ground transportation | 1.0 | 0.5 | 98.3% | 1.1 | 0.7 | 62.3% |
| Rental vehicles | 18.6 | 18.8 | -1.0% | 20.3 | 18.3 | 10.9% |
| Gasoline, parking, etc. | 1.3 | 1.1 | 16.1% | 1.3 | 1.2 | 14.4% |
| Total Shopping | 23.0 | 18.8 | 22.2% | 21.8 | 16.9 | 28.4% |
| Fashion and clothing | 9.1 | 7.6 | 19.2% | 9.6 | 7.2 | 34.4% |
| Jewelry and watches | 2.9 | 2.7 | 6.8% | 3.3 | 2.5 | 29.3% |
| Cosmetics, perfume | 0.2 | 1.2 | -86.7% | 0.2 | 0.6 | -69.4% |
| Leather goods | 3.0 | 1.0 | 202.6% | 1.4 | 0.7 | 93.4% |
| Hawai'i food products | 2.6 | 2.2 | 17.1% | 2.8 | 2.1 | 32.1% |
| Souvenirs | 5.1 | 4.0 | 30.1% | 4.4 | 3.8 | 16.7% |
| Total Lodging | 138.9 | 101.5 | 36.9% | 155.9 | 111.3 | 40.0% |
| All other expenses * | 5.0 | 2.1 | 138.0% | 3.9 | 3.1 | 24.6% |

*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

**Kaua'i Visitor Personal Daily Spending by Category:
June 2024P vs. June 2023P
(Arrivals by air, in dollars)**

| Expenditure Type | 2024P June | 2023P June | % change | 2024P June YTD | 2023P June YTD | % change |
|---------------------------------------|---------------|---------------|---------------|-------------------|-------------------|--------------|
| GRAND TOTAL | 271.1 | 257.7 | 5.2% | 286.0 | 255.1 | 12.1% |
| Total Food and beverage | 58.5 | 50.8 | 15.3% | 58.2 | 50.2 | 15.9% |
| Restaurant food | 34.8 | 33.4 | 4.3% | 36.8 | 32.0 | 14.9% |
| Dinner shows and cruises | 9.2 | 6.3 | 46.8% | 6.1 | 5.1 | 18.6% |
| Groceries and snacks | 14.6 | 11.2 | 30.3% | 15.3 | 13.0 | 17.1% |
| Entertainment & Recreation | 31.7 | 32.4 | -2.2% | 27.3 | 25.1 | 9.0% |
| Attractions/entertainment | 7.0 | 9.4 | -24.9% | 6.7 | 6.5 | 2.5% |
| Recreation | 10.4 | 11.3 | -7.8% | 8.7 | 8.5 | 2.3% |
| Other activities & tours | 14.3 | 11.8 | 21.3% | 11.9 | 10.0 | 18.9% |
| Total Transportation | 26.7 | 29.7 | -9.9% | 29.4 | 32.0 | -8.1% |
| Interisland airfare | 2.3 | 2.0 | 11.9% | 2.9 | 2.2 | 33.1% |
| Ground transportation | 0.6 | 0.2 | 136.3% | 0.9 | 0.9 | -6.9% |
| Rental vehicles | 22.6 | 26.3 | -14.0% | 24.6 | 27.8 | -11.8% |
| Gasoline, parking, etc. | 1.3 | 1.1 | 17.1% | 1.1 | 1.1 | 4.1% |
| Total Shopping | 17.8 | 16.5 | 8.0% | 17.0 | 17.6 | -3.1% |
| Fashion and clothing | 7.9 | 9.0 | -12.2% | 7.3 | 7.0 | 3.2% |
| Jewelry and watches | 1.7 | 1.3 | 39.5% | 2.6 | 3.4 | -24.7% |
| Cosmetics, perfume | 0.2 | 0.0 | 802.4% | 0.2 | 0.1 | 65.3% |
| Leather goods | 0.1 | 0.1 | 46.2% | 0.1 | 0.1 | -37.1% |
| Hawai'i food products | 3.4 | 2.6 | 31.1% | 3.3 | 3.3 | 0.9% |
| Souvenirs | 4.4 | 3.5 | 24.2% | 3.6 | 3.5 | 0.7% |
| Total Lodging | 131.0 | 125.8 | 4.1% | 150.5 | 126.7 | 18.8% |
| All other expenses * | 5.3 | 2.5 | 110.4% | 3.6 | 3.6 | 1.2% |

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

2023 and 2024 visitor data are preliminary.

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**Kaua'i Visitor Personal Daily Spending by Category:
June 2024P vs. June 2019
(Arrivals by air, in dollars)**

| Expenditure Type | 2024P June | 2019 June | % change | 2024P June YTD | 2019 June YTD | % change |
|---------------------------------------|---------------|--------------|---------------|-------------------|------------------|--------------|
| GRAND TOTAL | 271.1 | 198.1 | 36.9% | 286.0 | 187.3 | 52.7% |
| Total Food and beverage | 58.5 | 42.7 | 37.0% | 58.2 | 39.0 | 49.2% |
| Restaurant food | 34.8 | 26.0 | 33.6% | 36.8 | 23.6 | 56.1% |
| Dinner shows and cruises | 9.2 | 5.1 | 81.8% | 6.1 | 4.0 | 53.1% |
| Groceries and snacks | 14.6 | 11.6 | 25.2% | 15.3 | 11.4 | 33.5% |
| Entertainment & Recreation | 31.7 | 26.0 | 22.1% | 27.3 | 19.7 | 38.7% |
| Attractions/entertainment | 7.0 | 6.1 | 16.3% | 6.7 | 4.5 | 49.3% |
| Recreation | 10.4 | 9.0 | 16.2% | 8.7 | 6.9 | 27.4% |
| Other activities & tours | 14.3 | 11.0 | 30.1% | 11.9 | 8.4 | 42.4% |
| Total Transportation | 26.7 | 21.8 | 22.6% | 29.4 | 21.4 | 37.2% |
| Interisland airfare | 2.3 | 3.7 | -38.2% | 2.9 | 2.5 | 16.9% |
| Ground transportation | 0.6 | 0.5 | 22.9% | 0.9 | 0.4 | 107.5% |
| Rental vehicles | 22.6 | 16.5 | 37.0% | 24.6 | 17.7 | 38.8% |
| Gasoline, parking, etc. | 1.3 | 1.1 | 10.5% | 1.1 | 0.9 | 28.7% |
| Total Shopping | 17.8 | 14.6 | 22.0% | 17.0 | 13.2 | 28.6% |
| Fashion and clothing | 7.9 | 5.8 | 34.6% | 7.3 | 5.6 | 30.4% |
| Jewelry and watches | 1.7 | 1.9 | -9.3% | 2.6 | 1.9 | 35.3% |
| Cosmetics, perfume | 0.2 | 0.1 | 62.5% | 0.2 | 0.1 | 46.4% |
| Leather goods | 0.1 | 0.1 | 21.6% | 0.1 | 0.1 | -30.2% |
| Hawai'i food products | 3.4 | 2.5 | 37.9% | 3.3 | 2.2 | 47.5% |
| Souvenirs | 4.4 | 4.1 | 7.7% | 3.6 | 3.3 | 9.8% |
| Total Lodging | 131.0 | 90.8 | 44.3% | 150.5 | 91.2 | 65.0% |
| All other expenses * | 5.3 | 2.2 | 138.3% | 3.6 | 2.7 | 32.0% |

*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

**Hawai'i Island Visitor Personal Daily Spending by Category:
June 2024P vs. June 2023P
(Arrivals by air, in dollars)**

| Expenditure Type | 2024P June | 2023P June | % change | 2024P June YTD | 2023P June YTD | % change |
|---------------------------------------|---------------|---------------|---------------|-------------------|-------------------|---------------|
| GRAND TOTAL | 234.6 | 215.0 | 9.1% | 238.1 | 205.3 | 16.0% |
| Total Food and beverage | 47.8 | 47.1 | 1.6% | 48.4 | 43.6 | 10.9% |
| Restaurant food | 31.4 | 30.2 | 3.7% | 32.3 | 29.3 | 10.5% |
| Dinner shows and cruises | 4.1 | 4.4 | -7.6% | 3.3 | 2.7 | 23.8% |
| Groceries and snacks | 12.3 | 12.4 | -0.4% | 12.7 | 11.7 | 9.0% |
| Entertainment & Recreation | 26.7 | 24.1 | 10.9% | 23.6 | 18.9 | 25.0% |
| Attractions/entertainment | 7.5 | 5.6 | 34.1% | 6.7 | 5.2 | 29.2% |
| Recreation | 9.2 | 9.2 | -0.8% | 8.5 | 6.7 | 27.2% |
| Other activities & tours | 10.1 | 9.3 | 8.6% | 8.4 | 7.0 | 19.9% |
| Total Transportation | 30.9 | 28.7 | 7.9% | 32.3 | 32.1 | 0.7% |
| Interisland airfare | 5.1 | 2.9 | 76.3% | 5.3 | 3.5 | 52.2% |
| Ground transportation | 1.0 | 0.8 | 32.0% | 1.1 | 1.2 | -4.5% |
| Rental vehicles | 22.3 | 23.3 | -4.5% | 23.4 | 25.3 | -7.4% |
| Gasoline, parking, etc. | 2.6 | 1.7 | 50.4% | 2.4 | 2.1 | 14.2% |
| Total Shopping | 16.9 | 15.2 | 11.2% | 17.8 | 16.3 | 8.9% |
| Fashion and clothing | 4.9 | 5.5 | -10.5% | 5.8 | 6.0 | -2.0% |
| Jewelry and watches | 2.1 | 1.4 | 46.9% | 1.7 | 1.9 | -14.4% |
| Cosmetics, perfume | 0.2 | 0.1 | 33.0% | 0.2 | 0.2 | 10.7% |
| Leather goods | 0.1 | 0.1 | -1.3% | 0.2 | 0.1 | 111.3% |
| Hawai'i food products | 4.5 | 4.1 | 8.2% | 4.1 | 4.3 | -5.5% |
| Souvenirs | 5.1 | 3.9 | 31.8% | 5.7 | 3.7 | 52.0% |
| Total Lodging | 110.7 | 97.1 | 14.1% | 112.7 | 89.9 | 25.3% |
| All other expenses * | 1.6 | 2.9 | -46.0% | 3.5 | 4.5 | -22.4% |

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

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| Expenditure Type | 2024P June | 2019 June | % change | 2024P June YTD | 2019 June YTD | % change |
|---------------------------------------|---------------|--------------|---------------|-------------------|------------------|--------------|
| GRAND TOTAL | 234.6 | 178.9 | 31.1% | 238.1 | 176.6 | 34.9% |
| Total Food and beverage | 47.8 | 38.1 | 25.4% | 48.4 | 38.1 | 26.9% |
| Restaurant food | 31.4 | 25.7 | 22.0% | 32.3 | 25.3 | 27.8% |
| Dinner shows and cruises | 4.1 | 2.7 | 50.6% | 3.3 | 2.5 | 35.0% |
| Groceries and snacks | 12.3 | 9.7 | 27.2% | 12.7 | 10.4 | 22.8% |
| Entertainment & Recreation | 26.7 | 20.5 | 30.3% | 23.6 | 18.1 | 30.3% |
| Attractions/entertainment | 7.5 | 3.9 | 93.2% | 6.7 | 3.1 | 113.5% |
| Recreation | 9.2 | 9.6 | -5.0% | 8.5 | 8.3 | 2.3% |
| Other activities & tours | 10.1 | 7.0 | 44.0% | 8.4 | 6.7 | 26.0% |
| Total Transportation | 30.9 | 27.1 | 13.9% | 32.3 | 28.0 | 15.0% |
| Interisland airfare | 5.1 | 5.2 | -2.1% | 5.3 | 5.5 | -3.8% |
| Ground transportation | 1.0 | 0.5 | 92.9% | 1.1 | 0.8 | 44.1% |
| Rental vehicles | 22.3 | 18.5 | 20.5% | 23.4 | 19.3 | 21.3% |
| Gasoline, parking, etc. | 2.6 | 3.0 | -12.8% | 2.4 | 2.5 | -1.1% |
| Total Shopping | 16.9 | 15.0 | 12.3% | 17.8 | 15.2 | 17.2% |
| Fashion and clothing | 4.9 | 5.6 | -12.5% | 5.8 | 5.4 | 8.1% |
| Jewelry and watches | 2.1 | 2.0 | 3.4% | 1.7 | 1.8 | -8.6% |
| Cosmetics, perfume | 0.2 | 0.1 | 64.5% | 0.2 | 0.3 | -25.2% |
| Leather goods | 0.1 | 0.3 | -62.6% | 0.2 | 0.2 | 13.8% |
| Hawai'i food products | 4.5 | 3.5 | 26.4% | 4.1 | 4.3 | -4.5% |
| Souvenirs | 5.1 | 3.5 | 47.7% | 5.7 | 3.1 | 81.8% |
| Total Lodging | 110.7 | 76.0 | 45.6% | 112.7 | 74.8 | 50.7% |
| All other expenses * | 1.6 | 2.1 | -25.2% | 3.5 | 2.4 | 47.5% |

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

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