

**Total Visitor Personal Daily Spending by Category:
March 2025P vs. March 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2024P March	% change	2025P Mar. YTD	2024P Mar. YTD	% change
GRAND TOTAL	262.6	243.3	7.9%	256.6	243.0	5.6%
Total Food and beverage	56.0	48.8	14.7%	54.5	49.3	10.7%
Restaurant food	36.8	31.5	17.0%	36.0	32.6	10.4%
Dinner shows and cruises	5.9	4.6	29.3%	5.5	4.2	30.3%
Groceries and snacks	13.2	12.7	3.7%	13.1	12.5	5.1%
Entertainment & Recreation	23.3	23.9	-2.5%	22.3	21.7	2.6%
Attractions/entertainment	7.6	9.7	-21.4%	6.7	6.8	-2.0%
Recreation	7.4	6.9	8.0%	7.3	7.4	-1.4%
Other activities & tours	8.3	7.3	12.9%	8.4	7.6	10.5%
Total Transportation	24.0	22.7	5.6%	24.3	23.0	5.6%
Interisland airfare	1.9	1.5	27.7%	2.0	2.2	-9.2%
Ground transportation	2.3	1.9	24.7%	2.4	2.1	15.4%
Rental vehicles	18.1	17.8	1.9%	18.4	17.0	8.1%
Gasoline, parking, etc.	1.6	1.5	3.8%	1.4	1.7	-13.2%
Total Shopping	23.8	23.8	0.1%	23.9	23.9	0.3%
Fashion and clothing	9.9	9.0	10.8%	10.2	9.8	4.7%
Jewelry and watches	2.9	2.7	9.4%	3.0	2.4	21.7%
Cosmetics, perfume	0.8	0.5	56.8%	0.6	0.6	2.8%
Leather goods	1.9	1.8	9.8%	1.6	1.7	-6.7%
Hawai'i food products	3.6	4.4	-18.4%	3.7	4.2	-12.5%
Souvenirs	4.6	5.4	-15.6%	4.8	5.1	-5.8%
Total Lodging	126.6	115.3	9.7%	123.5	116.8	5.7%
All other expenses *	9.0	8.8	2.2%	8.1	8.4	-3.8%

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**Total Visitor Personal Daily Spending by Category:
March 2025P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2019 March	% change	2025P Mar. YTD	2019 Mar. YTD	% change
GRAND TOTAL	262.6	192.4	36.5%	256.6	198.0	29.6%
Total Food and beverage	56.0	39.8	40.5%	54.5	40.7	34.1%
Restaurant food	36.8	26.2	40.4%	36.0	26.7	34.8%
Dinner shows and cruises	5.9	3.7	61.1%	5.5	3.8	42.0%
Groceries and snacks	13.2	9.9	33.1%	13.1	10.1	29.8%
Entertainment & Recreation	23.3	16.2	44.1%	22.3	16.3	36.5%
Attractions/entertainment	7.6	5.0	51.6%	6.7	4.9	34.9%
Recreation	7.4	5.5	34.8%	7.3	5.7	27.7%
Other activities & tours	8.3	5.7	46.4%	8.4	5.8	44.6%
Total Transportation	24.0	18.7	27.9%	24.3	19.9	22.1%
Interisland airfare	1.9	1.9	2.3%	2.0	2.4	-16.5%
Ground transportation	2.3	1.8	32.3%	2.4	1.8	38.1%
Rental vehicles	18.1	13.9	30.7%	18.4	14.5	26.7%
Gasoline, parking, etc.	1.6	1.2	28.9%	1.4	1.3	11.7%
Total Shopping	23.8	23.9	-0.4%	23.9	24.4	-1.8%
Fashion and clothing	9.9	9.4	5.5%	10.2	9.6	6.7%
Jewelry and watches	2.9	2.5	16.9%	3.0	2.7	10.2%
Cosmetics, perfume	0.8	0.9	-4.9%	0.6	1.0	-41.3%
Leather goods	1.9	3.1	-38.1%	1.6	3.5	-53.4%
Hawai'i food products	3.6	3.9	-6.1%	3.7	3.6	0.8%
Souvenirs	4.6	4.2	7.8%	4.8	4.0	20.3%
Total Lodging	126.6	85.8	47.6%	123.5	89.6	37.8%
All other expenses *	9.0	8.0	12.4%	8.1	7.1	13.1%

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

2025P 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 & Tourism

**U.S. Total Visitor Personal Daily Spending by Category:
March 2025P vs. March 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2024P March	% change	2025P Mar. YTD	2024P Mar. YTD	% change
GRAND TOTAL	265.3	242.5	9.4%	259.3	242.5	6.9%
Total Food and beverage	54.7	48.0	14.0%	53.4	48.3	10.7%
Restaurant food	36.3	30.9	17.4%	35.7	31.9	12.0%
Dinner shows and cruises	5.8	5.0	15.5%	5.5	4.3	28.0%
Groceries and snacks	12.7	12.1	4.6%	12.2	12.0	1.1%
Entertainment & Recreation	23.1	22.1	4.7%	22.7	21.4	6.2%
Attractions/entertainment	7.2	6.3	15.1%	6.3	5.6	13.7%
Recreation	8.1	7.7	4.9%	8.0	7.9	1.0%
Other activities & tours	7.9	8.2	-3.6%	8.4	7.9	6.1%
Total Transportation	24.0	23.0	4.6%	25.3	23.1	9.5%
Interisland airfare	2.0	1.6	28.5%	2.1	2.3	-9.1%
Ground transportation	1.7	1.5	10.5%	1.9	1.6	20.9%
Rental vehicles	18.8	18.4	2.3%	19.9	17.7	12.1%
Gasoline, parking, etc.	1.4	1.4	0.4%	1.4	1.5	-3.8%
Total Shopping	22.2	20.7	7.6%	21.9	20.8	5.5%
Fashion and clothing	8.9	8.2	8.3%	8.5	8.2	3.9%
Jewelry and watches	3.1	3.0	5.3%	3.3	2.8	21.3%
Cosmetics, perfume	0.6	0.4	58.7%	0.5	0.5	-7.3%
Leather goods	1.6	1.5	10.5%	1.4	1.3	12.3%
Hawai'i food products	3.2	3.2	0.2%	3.3	3.4	-1.3%
Souvenirs	4.7	4.4	7.8%	4.9	4.7	3.3%
Total Lodging	131.1	119.0	10.2%	127.2	119.9	6.1%
All other expenses *	10.0	9.8	2.7%	8.7	9.1	-4.0%

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**U.S. Total Visitor Personal Daily Spending by Category:
March 2025P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2019 March	% change	2025P Mar. YTD	2019 Mar. YTD	% change
GRAND TOTAL	265.3	185.3	43.2%	259.3	191.2	35.6%
Total Food and beverage	54.7	38.3	42.9%	53.4	39.2	36.2%
Restaurant food	36.3	24.7	47.0%	35.7	25.4	40.7%
Dinner shows and cruises	5.8	3.7	55.3%	5.5	4.0	37.1%
Groceries and snacks	12.7	9.9	28.1%	12.2	9.8	24.3%
Entertainment & Recreation	23.1	16.1	43.5%	22.7	16.0	41.7%
Attractions/entertainment	7.2	4.3	69.4%	6.3	4.1	53.9%
Recreation	8.1	6.2	28.9%	8.0	6.3	27.8%
Other activities & tours	7.9	5.6	40.0%	8.4	5.7	48.1%
Total Transportation	24.0	19.3	24.7%	25.3	20.5	23.4%
Interisland airfare	2.0	1.7	18.3%	2.1	2.1	-0.4%
Ground transportation	1.7	1.0	71.6%	1.9	1.0	84.0%
Rental vehicles	18.8	15.3	23.2%	19.9	16.1	23.4%
Gasoline, parking, etc.	1.4	1.3	14.9%	1.4	1.3	14.1%
Total Shopping	22.2	15.9	39.6%	21.9	16.1	36.3%
Fashion and clothing	8.9	6.6	36.0%	8.5	6.5	31.6%
Jewelry and watches	3.1	1.8	71.1%	3.3	2.2	49.7%
Cosmetics, perfume	0.6	0.2	149.3%	0.5	0.4	25.2%
Leather goods	1.6	0.6	151.0%	1.4	0.7	110.8%
Hawai'i food products	3.2	2.8	15.6%	3.3	2.7	22.7%
Souvenirs	4.7	3.9	22.6%	4.9	3.6	33.8%
Total Lodging	131.1	88.2	48.6%	127.2	92.9	36.9%
All other expenses *	10.0	7.4	35.2%	8.7	6.5	34.0%

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

2025P 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, and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development & Tourism

**U.S. West Visitor Personal Daily Spending by Category:
March 2025P vs. March 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2024P March	% change	2025P Mar. YTD	2024P Mar. YTD	% change
GRAND TOTAL	251.6	231.9	8.5%	248.3	231.3	7.4%
Total Food and beverage	54.5	47.2	15.4%	53.1	47.2	12.5%
Restaurant food	35.7	29.6	20.6%	35.1	30.6	14.8%
Dinner shows and cruises	5.2	4.8	8.3%	4.7	3.9	19.9%
Groceries and snacks	13.7	12.9	6.2%	13.3	12.7	4.8%
Entertainment & Recreation	19.6	20.0	-2.2%	20.3	19.9	1.8%
Attractions/entertainment	6.2	5.8	6.7%	5.5	5.2	5.8%
Recreation	7.3	6.9	6.0%	7.6	7.5	1.9%
Other activities & tours	6.0	7.3	-17.2%	7.2	7.3	-1.1%
Total Transportation	23.2	23.0	0.6%	24.7	22.6	9.4%
Interisland airfare	1.3	1.0	35.5%	1.3	1.8	-29.3%
Ground transportation	1.6	1.4	8.2%	1.8	1.4	28.0%
Rental vehicles	18.8	19.2	-2.0%	20.2	17.9	12.7%
Gasoline, parking, etc.	1.5	1.4	4.7%	1.5	1.5	-1.0%
Total Shopping	22.1	20.5	7.9%	22.3	21.0	6.1%
Fashion and clothing	9.3	8.2	13.5%	9.1	8.7	5.6%
Jewelry and watches	2.7	2.7	0.7%	2.9	2.9	1.4%
Cosmetics, perfume	0.4	0.4	13.8%	0.3	0.4	-11.7%
Leather goods	2.2	2.0	9.9%	1.8	1.8	0.2%
Hawai'i food products	3.2	3.1	2.2%	3.6	3.2	11.4%
Souvenirs	4.3	4.2	4.4%	4.5	4.1	10.8%
Total Lodging	126.5	115.0	10.0%	122.7	114.9	6.8%
All other expenses *	5.8	6.1	-6.0%	5.2	5.7	-8.3%

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**U.S. West Visitor Personal Daily Spending by Category:
March 2025P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2019 March	% change	2025P Mar. YTD	2019 Mar. YTD	% change
GRAND TOTAL	251.6	175.5	43.4%	248.3	179.6	38.3%
Total Food and beverage	54.5	37.2	46.7%	53.1	37.2	42.6%
Restaurant food	35.7	23.1	54.1%	35.1	23.4	49.9%
Dinner shows and cruises	5.2	3.7	42.4%	4.7	3.6	29.2%
Groceries and snacks	13.7	10.4	31.7%	13.3	10.2	30.6%
Entertainment & Recreation	19.6	13.7	43.0%	20.3	13.7	47.6%
Attractions/entertainment	6.2	3.7	70.8%	5.5	3.4	61.0%
Recreation	7.3	5.6	31.6%	7.6	5.8	32.5%
Other activities & tours	6.0	4.5	34.4%	7.2	4.6	56.5%
Total Transportation	23.2	18.8	23.4%	24.7	19.7	25.4%
Interisland airfare	1.3	1.3	2.8%	1.3	1.5	-16.9%
Ground transportation	1.6	0.9	69.8%	1.8	0.9	89.7%
Rental vehicles	18.8	15.4	21.9%	20.2	16.1	25.5%
Gasoline, parking, etc.	1.5	1.1	30.2%	1.5	1.1	27.8%
Total Shopping	22.1	15.3	44.4%	22.3	15.4	44.9%
Fashion and clothing	9.3	6.4	44.0%	9.1	6.2	47.9%
Jewelry and watches	2.7	1.5	75.7%	2.9	2.1	42.2%
Cosmetics, perfume	0.4	0.2	82.6%	0.3	0.3	19.8%
Leather goods	2.2	0.9	143.4%	1.8	1.0	88.1%
Hawai'i food products	3.2	2.9	12.6%	3.6	2.7	30.0%
Souvenirs	4.3	3.4	28.9%	4.5	3.2	42.7%
Total Lodging	126.5	85.8	47.3%	122.7	89.4	37.2%
All other expenses *	5.8	4.7	22.7%	5.2	4.1	27.1%

*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 & Tourism

**U.S. East Visitor Personal Daily Spending by Category:
March 2025P vs. March 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2024P March	% change	2025P Mar. YTD	2024P Mar. YTD	% change
GRAND TOTAL	288.9	260.7	10.8%	276.8	260.8	6.2%
Total Food and beverage	55.1	49.3	11.7%	54.0	50.0	7.9%
Restaurant food	37.4	33.1	12.8%	36.8	34.1	8.0%
Dinner shows and cruises	6.8	5.3	27.0%	6.9	5.0	37.1%
Groceries and snacks	10.9	10.9	0.7%	10.3	10.9	-5.4%
Entertainment & Recreation	29.3	25.6	14.1%	26.7	23.8	11.9%
Attractions/entertainment	9.0	7.1	27.0%	7.6	6.2	23.0%
Recreation	9.3	9.0	3.4%	8.7	8.6	0.5%
Other activities & tours	11.0	9.6	14.5%	10.4	9.0	15.2%
Total Transportation	25.5	22.8	11.4%	26.2	23.8	9.7%
Interisland airfare	3.2	2.6	24.9%	3.3	3.0	8.3%
Ground transportation	1.9	1.7	14.1%	2.1	1.9	11.5%
Rental vehicles	18.9	17.1	10.7%	19.4	17.4	11.5%
Gasoline, parking, etc.	1.4	1.5	-6.1%	1.4	1.5	-9.0%
Total Shopping	22.5	21.0	7.1%	21.4	20.5	4.4%
Fashion and clothing	8.4	8.4	0.0%	7.6	7.5	1.7%
Jewelry and watches	3.9	3.5	10.1%	3.9	2.5	52.0%
Cosmetics, perfume	0.9	0.4	123.8%	0.7	0.7	-4.3%
Leather goods	0.7	0.6	26.4%	0.9	0.4	96.7%
Hawai'i food products	3.2	3.3	-3.0%	3.0	3.6	-17.7%
Souvenirs	5.4	4.8	12.3%	5.3	5.6	-5.5%
Total Lodging	139.1	125.9	10.5%	134.2	128.0	4.9%
All other expenses *	17.5	16.0	8.8%	14.4	14.7	-1.9%

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**U.S. East Visitor Personal Daily Spending by Category:
March 2025P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2019 March	% change	2025P Mar. YTD	2019 Mar. YTD	% change
GRAND TOTAL	288.9	201.3	43.5%	276.8	209.0	32.4%
Total Food and beverage	55.1	40.2	37.2%	54.0	42.3	27.7%
Restaurant food	37.4	27.2	37.3%	36.8	28.4	29.3%
Dinner shows and cruises	6.8	3.8	76.9%	6.9	4.7	47.0%
Groceries and snacks	10.9	9.1	20.3%	10.3	9.2	12.9%
Entertainment & Recreation	29.3	20.1	45.6%	26.7	19.6	36.2%
Attractions/entertainment	9.0	5.3	69.3%	7.6	5.2	46.7%
Recreation	9.3	7.4	26.1%	8.7	7.0	23.5%
Other activities & tours	11.0	7.4	48.0%	10.4	7.4	40.9%
Total Transportation	25.5	20.0	27.0%	26.2	21.6	20.8%
Interisland airfare	3.2	2.4	33.0%	3.3	2.9	12.8%
Ground transportation	1.9	1.1	74.7%	2.1	1.2	77.0%
Rental vehicles	18.9	15.0	25.6%	19.4	16.1	20.4%
Gasoline, parking, etc.	1.4	1.5	-4.2%	1.4	1.5	-3.1%
Total Shopping	22.5	16.9	32.6%	21.4	17.2	24.4%
Fashion and clothing	8.4	6.8	23.5%	7.6	6.9	10.0%
Jewelry and watches	3.9	2.3	66.3%	3.9	2.5	55.7%
Cosmetics, perfume	0.9	0.3	243.0%	0.7	0.5	28.9%
Leather goods	0.7	0.2	194.6%	0.9	0.3	250.6%
Hawai'i food products	3.2	2.6	21.1%	3.0	2.7	12.0%
Souvenirs	5.4	4.7	15.2%	5.3	4.3	23.1%
Total Lodging	139.1	92.1	51.0%	134.2	98.1	36.8%
All other expenses *	17.5	11.9	46.4%	14.4	10.2	40.8%

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

2025P 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, and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development & Tourism

**Japan Visitor Personal Daily Spending by Category:
March 2025P vs. March 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2024P March	% change	2025P Mar. YTD	2024P Mar. YTD	% change
GRAND TOTAL	248.5	237.8	4.5%	246.9	239.7	3.0%
Total Food and beverage	66.4	58.4	13.7%	65.3	59.1	10.5%
Restaurant food	50.5	42.2	19.4%	49.4	43.0	14.8%
Dinner shows and cruises	4.0	3.9	2.4%	3.7	4.1	-10.9%
Groceries and snacks	11.9	12.3	-2.7%	12.3	12.0	2.2%
Entertainment & Recreation	18.9	17.8	6.5%	18.5	16.7	10.8%
Attractions/entertainment	5.9	5.4	9.0%	5.6	5.0	11.8%
Recreation	4.4	4.0	0.1	4.6	4.2	8.5%
Other activities & tours	8.6	8.4	3.3%	8.3	7.5	11.3%
Total Transportation	14.5	13.8	5.4%	14.4	13.4	7.4%
Interisland airfare	1.8	1.2	48.5%	1.4	1.2	16.1%
Ground transportation	7.1	6.1	16.5%	6.9	6.0	14.7%
Rental vehicles	5.0	5.7	-11.2%	5.5	5.5	-1.2%
Gasoline, parking, etc.	0.5	0.8	-30.3%	0.7	0.7	-2.8%
Total Shopping	49.8	47.7	4.5%	48.8	48.5	0.6%
Fashion and clothing	16.5	14.9	11.1%	16.2	15.6	3.9%
Jewelry and watches	4.6	4.2	8.0%	3.9	3.7	6.6%
Cosmetics, perfume	1.5	1.7	-10.9%	1.6	1.7	-7.2%
Leather goods	7.6	8.2	-7.6%	6.9	7.9	-12.4%
Hawai'i food products	13.0	12.8	1.3%	13.5	13.3	1.2%
Souvenirs	6.7	5.9	13.5%	6.7	6.3	6.1%
Total Lodging	89.9	90.9	-1.1%	90.9	93.4	-2.7%
All other expenses *	8.9	9.3	-4.0%	9.0	8.6	4.9%

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**Japan Visitor Personal Daily Spending by Category:
March 2025P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2019 March	% change	2025P Mar. YTD	2019 Mar. YTD	% change
GRAND TOTAL	248.5	237.8	4.5%	246.9	239.8	3.0%
Total Food and beverage	66.4	49.9	33.0%	65.3	51.5	26.8%
Restaurant food	50.5	37.4	34.9%	49.4	38.5	28.3%
Dinner shows and cruises	4.0	3.6	11.8%	3.7	3.7	0.2%
Groceries and snacks	11.9	8.9	33.6%	12.3	9.3	32.5%
				0.0		
Entertainment & Recreation	18.9	18.5	2.5%	18.5	18.0	2.8%
Attractions/entertainment	5.9	6.6	-11.2%	5.6	6.2	-8.4%
Recreation	4.4	3.6	22.0%	4.6	3.6	25.8%
Other activities & tours	8.6	8.2	5.0%	8.3	8.3	0.9%
Total Transportation	14.5	11.4	26.8%	14.4	11.6	23.9%
Interisland airfare	1.8	1.2	53.3%	1.4	1.3	10.8%
Ground transportation	7.1	6.3	13.3%	6.9	6.0	14.2%
Rental vehicles	5.0	3.6	38.9%	5.5	3.9	39.8%
Gasoline, parking, etc.	0.5	0.3	54.4%	0.7	0.4	54.8%
Total Shopping	49.8	66.0	-24.5%	48.8	67.7	-27.9%
Fashion and clothing	16.5	19.6	-15.7%	16.2	19.5	-17.1%
Jewelry and watches	4.6	7.6	-40.3%	3.9	7.4	-47.0%
Cosmetics, perfume	1.5	3.7	-59.7%	1.6	4.1	-60.5%
Leather goods	7.6	16.9	-55.1%	6.9	17.9	-61.2%
Hawai'i food products	13.0	13.6	-4.7%	13.5	13.1	2.6%
Souvenirs	6.7	5.7	17.7%	6.7	6.1	10.2%
Total Lodging	89.9	81.2	10.7%	90.9	80.1	13.5%
All other expenses *	8.9	10.7	-16.7%	9.0	10.8	-16.8%

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

2025P 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 & Tourism

**Canada Visitor Personal Daily Spending by Category:
March 2025P vs. March 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2024P March	% change	2025P Mar. YTD	2024P Mar. YTD	% change
GRAND TOTAL	222.4	210.0	5.9%	229.2	219.3	4.5%
Total Food and beverage	48.0	44.1	8.9%	49.8	45.2	10.2%
Restaurant food	28.6	25.0	14.5%	30.1	26.4	14.2%
Dinner shows and cruises	3.3	3.7	-12.1%	3.2	3.1	3.7%
Groceries and snacks	16.1	15.3	4.8%	16.4	15.7	4.7%
Entertainment & Recreation	14.9	14.4	3.5%	14.7	14.6	0.5%
Attractions/entertainment	5.9	5.2	14.0%	5.2	4.9	5.8%
Recreation	4.3	4.9	-11.3%	5.1	5.5	-7.0%
Other activities & tours	4.7	4.3	7.7%	4.4	4.2	4.1%
Total Transportation	21.5	20.3	5.6%	21.8	20.7	5.3%
Interisland airfare	1.4	0.9	50.8%	1.1	0.9	27.4%
Ground transportation	2.5	1.8	40.3%	2.3	1.7	37.9%
Rental vehicles	16.2	16.3	-0.5%	17.0	16.5	2.9%
Gasoline, parking, etc.	1.3	1.3	2.4%	1.3	1.6	-17.0%
Total Shopping	12.9	14.0	-7.8%	13.7	14.7	-7.2%
Fashion and clothing	6.8	8.1	-16.1%	7.4	8.3	-11.0%
Jewelry and watches	1.3	0.7	80.9%	1.2	1.0	26.3%
Cosmetics, perfume	0.1	0.2	-37.9%	0.2	0.3	-42.4%
Leather goods	0.6	0.4	30.8%	0.4	0.4	7.9%
Hawai'i food products	1.5	2.0	-24.7%	1.7	2.0	-12.5%
Souvenirs	2.6	2.5	2.7%	2.7	2.8	-2.2%
Total Lodging	118.0	111.0	6.3%	122.0	118.3	3.1%
All other expenses *	7.1	6.2	14.9%	7.3	5.8	24.7%

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**Canada Visitor Personal Daily Spending by Category:
March 2025P vs. March 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P March	2019 March	% change	2025P Mar. YTD	2019 Mar. YTD	% change
GRAND TOTAL	222.4	157.7	41.1%	229.2	169.1	35.5%
Total Food and beverage	48.0	33.3	44.2%	49.8	34.5	44.5%
Restaurant food	28.6	19.6	46.1%	30.1	19.4	55.0%
Dinner shows and cruises	3.3	2.4	34.2%	3.2	2.6	23.6%
Groceries and snacks	16.1	11.2	43.1%	16.4	12.3	33.6%
Entertainment & Recreation	14.9	11.2	32.6%	14.7	11.4	28.9%
Attractions/entertainment	5.9	3.6	63.4%	5.2	3.5	49.2%
Recreation	4.3	3.7	16.3%	5.1	4.7	10.0%
Other activities & tours	4.7	3.9	19.7%	4.4	3.9	12.0%
Total Transportation	21.5	17.5	22.9%	21.8	19.0	14.6%
Interisland airfare	1.4	1.1	34.7%	1.1	1.0	3.7%
Ground transportation	2.5	0.8	217.9%	2.3	0.7	222.2%
Rental vehicles	16.2	14.2	14.1%	17.0	15.8	7.7%
Gasoline, parking, etc.	1.3	1.4	-6.8%	1.3	1.4	-7.3%
Total Shopping	12.9	12.2	5.8%	13.7	12.2	11.7%
Fashion and clothing	6.8	6.5	4.5%	7.4	6.6	11.6%
Jewelry and watches	1.3	0.7	92.1%	1.2	1.0	28.6%
Cosmetics, perfume	0.1	0.4	-62.6%	0.2	0.3	-30.6%
Leather goods	0.6	0.3	106.7%	0.4	0.3	30.0%
Hawai'i food products	1.5	1.9	-18.6%	1.7	1.7	0.8%
Souvenirs	2.6	2.5	2.9%	2.7	2.4	15.2%
Total Lodging	118.0	77.8	51.7%	122.0	86.3	41.3%
All other expenses *	7.1	5.6	25.8%	7.3	5.7	28.2%

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

2025P 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 & Tourism