

**O'ahu 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	257.7	217.3	18.6%	234.9	212.9	10.3%
Total Food and beverage	54.9	47.1	16.5%	52.5	45.9	14.3%
Restaurant food	37.0	31.0	19.3%	34.9	30.4	14.7%
Dinner shows and cruises	4.0	6.1	-33.8%	5.4	5.5	-2.1%
Groceries and snacks	13.9	10.0	38.6%	12.2	10.0	22.1%
Entertainment & Recreation	39.8	22.9	73.8%	26.7	21.6	23.8%
Attractions/entertainment	16.4	9.3	76.7%	10.6	8.1	31.1%
Recreation	3.3	6.8	-51.8%	4.7	6.8	-30.5%
Other activities & tours	20.1	6.8	195.5%	11.4	6.7	69.6%
Total Transportation	24.9	18.7	32.7%	20.8	17.5	18.8%
Interisland airfare	1.0	0.8	23.3%	1.3	1.1	26.3%
Ground transportation	2.0	2.6	-23.2%	2.5	2.4	3.4%
Rental vehicles	20.5	13.7	49.7%	15.5	12.7	22.5%
Gasoline, parking, etc.	1.3	1.5	-17.6%	1.4	1.3	4.9%
Total Shopping	41.4	26.8	54.5%	30.9	25.6	20.8%
Fashion and clothing	18.2	9.1	99.0%	12.9	9.7	32.8%
Jewelry and watches	1.9	4.3	-55.2%	2.7	3.3	-17.9%
Cosmetics, perfume	6.8	0.6	965.8%	2.9	0.8	260.0%
Leather goods	1.9	2.0	-6.5%	1.8	2.3	-23.4%
Hawai'i food products	8.7	4.6	89.8%	5.8	4.2	39.0%
Souvenirs	3.9	6.2	-36.2%	4.9	5.3	-8.5%
Total Lodging	93.9	98.9	-5.1%	100.9	99.0	1.9%
All other expenses *	2.9	2.9	0.5%	3.1	3.3	-6.6%

*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

**O'ahu 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	257.7	194.3	32.6%	234.9	195.5	20.1%
Total Food and beverage	54.9	38.6	42.0%	52.5	37.5	40.1%
Restaurant food	37.0	26.3	40.4%	34.9	25.1	39.0%
Dinner shows and cruises	4.0	4.3	-6.4%	5.4	4.3	24.0%
Groceries and snacks	13.9	8.0	73.6%	12.2	8.0	52.1%
Entertainment & Recreation	39.8	18.2	118.4%	26.7	17.9	49.4%
Attractions/entertainment	16.4	5.8	185.1%	10.6	5.9	80.2%
Recreation	3.3	4.6	-28.6%	4.7	4.3	9.8%
Other activities & tours	20.1	7.9	155.0%	11.4	7.7	48.2%
Total Transportation	24.9	14.3	74.3%	20.8	15.0	38.4%
Interisland airfare	1.0	1.4	-25.5%	1.3	1.9	-30.1%
Ground transportation	2.0	1.9	4.2%	2.5	1.9	30.2%
Rental vehicles	20.5	10.0	104.7%	15.5	10.1	54.0%
Gasoline, parking, etc.	1.3	0.9	41.0%	1.4	1.1	29.4%
Total Shopping	41.4	33.0	25.5%	30.9	30.9	0.0%
Fashion and clothing	18.2	13.6	33.6%	12.9	11.8	9.0%
Jewelry and watches	1.9	2.7	-30.1%	2.7	3.2	-14.7%
Cosmetics, perfume	6.8	1.5	343.4%	2.9	1.9	50.4%
Leather goods	1.9	3.7	-49.9%	1.8	4.4	-59.9%
Hawai'i food products	8.7	4.3	100.7%	5.8	3.8	54.7%
Souvenirs	3.9	7.0	-44.1%	4.9	5.8	-16.7%
Total Lodging	93.9	85.3	10.1%	100.9	87.2	15.7%
All other expenses *	2.9	5.0	-41.3%	3.1	7.1	-56.4%

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

2025 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

**Maui 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	292.6	281.9	3.8%	303.7	293.3	3.5%
Total Food and beverage	57.2	51.2	11.9%	58.8	56.9	3.5%
Restaurant food	37.4	31.6	18.5%	39.4	36.4	8.4%
Dinner shows and cruises	6.0	4.8	25.5%	5.2	4.8	9.8%
Groceries and snacks	13.8	14.8	-6.6%	14.1	15.7	-9.9%
Entertainment & Recreation	22.4	21.5	4.2%	23.3	22.5	3.8%
Attractions/entertainment	4.9	4.6	6.3%	4.5	4.2	7.8%
Recreation	10.8	8.8	23.0%	10.4	9.8	6.2%
Other activities & tours	6.7	8.1	-17.2%	8.4	8.5	-0.8%
Total Transportation	27.2	23.7	15.1%	28.9	24.9	16.2%
Interisland airfare	2.1	1.2	80.9%	1.8	1.5	17.5%
Ground transportation	1.6	1.0	61.5%	1.4	1.0	32.7%
Rental vehicles	22.4	20.2	10.6%	24.5	21.0	16.7%
Gasoline, parking, etc.	1.1	1.3	-10.0%	1.3	1.3	-5.0%
Total Shopping	21.9	21.1	3.9%	21.8	20.8	4.7%
Fashion and clothing	10.3	9.4	9.6%	10.0	9.7	2.7%
Jewelry and watches	3.8	3.7	2.8%	3.5	3.4	5.3%
Cosmetics, perfume	0.2	0.1	52.5%	0.2	0.2	24.7%
Leather goods	1.0	1.6	-34.8%	1.0	1.0	1.2%
Hawai'i food products	2.5	2.4	2.8%	2.7	2.7	1.1%
Souvenirs	4.0	3.8	5.8%	4.4	3.9	11.3%
Total Lodging	161.1	159.5	1.0%	167.4	163.8	2.2%
All other expenses *	2.7	5.0	-44.8%	3.4	4.5	-23.7%

*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

**Maui 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	292.6	206.2	41.9%	303.7	214.9	41.3%
Total Food and beverage	57.2	39.4	45.2%	58.8	40.8	44.2%
Restaurant food	37.4	24.7	51.4%	39.4	25.6	53.8%
Dinner shows and cruises	6.0	4.1	46.3%	5.2	4.5	17.6%
Groceries and snacks	13.8	10.6	30.2%	14.1	10.7	32.4%
Entertainment & Recreation	22.4	14.3	57.2%	23.3	14.8	57.5%
Attractions/entertainment	4.9	3.6	36.5%	4.5	3.7	22.7%
Recreation	10.8	6.0	80.2%	10.4	6.3	65.3%
Other activities & tours	6.7	4.7	43.9%	8.4	4.8	74.1%
Total Transportation	27.2	22.4	21.5%	28.9	22.8	26.8%
Interisland airfare	2.1	1.9	13.3%	1.8	2.3	-23.6%
Ground transportation	1.6	0.5	211.9%	1.4	0.7	95.2%
Rental vehicles	22.4	18.8	18.8%	24.5	18.6	31.8%
Gasoline, parking, etc.	1.1	1.2	-5.0%	1.3	1.2	4.9%
Total Shopping	21.9	15.4	41.9%	21.8	15.4	42.1%
Fashion and clothing	10.3	6.9	48.4%	10.0	6.7	48.8%
Jewelry and watches	3.8	1.7	122.0%	3.5	2.2	64.2%
Cosmetics, perfume	0.2	0.2	-14.1%	0.2	0.4	-55.0%
Leather goods	1.0	0.5	86.7%	1.0	0.5	117.9%
Hawai'i food products	2.5	2.1	17.4%	2.7	2.0	36.6%
Souvenirs	4.0	3.8	5.3%	4.4	3.6	20.8%
Total Lodging	161.1	111.6	44.3%	167.4	118.1	41.7%
All other expenses *	2.7	3.0	-9.6%	3.4	3.1	11.6%

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

2025 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

**Kaua'i 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	257.8	274.4	-6.0%	278.8	277.9	0.3%
Total Food and beverage	48.8	54.7	-10.8%	55.7	55.0	1.3%
Restaurant food	31.7	31.6	0.3%	36.6	34.0	7.5%
Dinner shows and cruises	4.2	7.7	-46.2%	5.8	5.0	15.9%
Groceries and snacks	12.9	15.3	-15.9%	13.3	15.9	-16.3%
Entertainment & Recreation	25.1	30.0	-16.5%	25.8	24.6	5.0%
Attractions/entertainment	8.8	6.9	28.6%	7.9	5.7	39.1%
Recreation	6.9	9.7	-28.3%	7.5	8.4	-10.6%
Other activities & tours	9.3	13.5	-31.1%	10.4	10.5	-1.0%
Total Transportation	24.1	28.5	-15.4%	28.6	29.9	-4.1%
Interisland airfare	1.8	2.1	-13.7%	2.5	2.6	-1.6%
Ground transportation	0.5	0.6	-2.6%	0.7	0.9	-16.3%
Rental vehicles	20.9	24.9	-16.2%	24.4	25.4	-4.0%
Gasoline, parking, etc.	0.8	0.8	-3.9%	1.0	1.0	-4.7%
Total Shopping	14.4	14.4	0.0%	15.1	15.2	-1.0%
Fashion and clothing	6.6	7.4	-11.3%	6.4	6.6	-4.2%
Jewelry and watches	1.7	1.6	11.1%	2.2	2.3	-4.4%
Cosmetics, perfume	0.1	0.1	123.1%	0.3	0.2	45.0%
Leather goods	0.1	0.0	93.5%	0.1	0.1	11.9%
Hawai'i food products	2.5	2.7	-8.0%	2.1	2.9	-25.4%
Souvenirs	3.4	2.6	28.6%	3.9	3.1	27.8%
Total Lodging	141.6	143.8	-1.5%	149.4	149.8	-0.2%
All other expenses *	3.9	3.0	29.7%	4.2	3.5	18.2%

*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

**Kaua'i 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	257.8	170.6	51.1%	278.8	184.7	50.9%
Total Food and beverage	48.8	34.5	41.3%	55.7	37.5	48.7%
Restaurant food	31.7	20.4	55.7%	36.6	22.5	62.6%
Dinner shows and cruises	4.2	2.9	45.4%	5.8	3.7	59.3%
Groceries and snacks	12.9	11.3	14.4%	13.3	11.3	17.6%
Entertainment & Recreation	25.1	15.9	58.1%	25.8	17.1	51.4%
Attractions/entertainment	8.8	3.8	132.6%	7.9	3.4	129.7%
Recreation	6.9	6.0	16.5%	7.5	6.2	21.5%
Other activities & tours	9.3	6.1	52.5%	10.4	7.4	39.8%
Total Transportation	24.1	18.2	32.5%	28.6	21.8	31.5%
Interisland airfare	1.8	1.4	30.6%	2.5	1.9	31.1%
Ground transportation	0.5	0.2	133.3%	0.7	0.4	73.6%
Rental vehicles	20.9	15.8	32.0%	24.4	18.6	31.1%
Gasoline, parking, etc.	0.8	0.7	14.2%	1.0	0.8	19.8%
Total Shopping	14.4	10.9	31.8%	15.1	11.9	26.3%
Fashion and clothing	6.6	5.2	26.4%	6.4	5.3	20.5%
Jewelry and watches	1.7	1.3	32.1%	2.2	1.5	44.5%
Cosmetics, perfume	0.1	0.1	46.8%	0.3	0.1	255.0%
Leather goods	0.1	0.2	-53.3%	0.1	0.1	-12.7%
Hawai'i food products	2.5	1.8	35.0%	2.1	2.1	4.0%
Souvenirs	3.4	2.3	46.8%	3.9	2.8	38.4%
Total Lodging	141.6	87.2	62.3%	149.4	93.6	59.6%
All other expenses *	3.9	3.9	0.5%	4.2	2.9	44.2%

*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:
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	231.9	238.7	-2.9%	230.1	232.5	-1.0%
Total Food and beverage	49.1	48.7	0.9%	46.9	45.7	2.5%
Restaurant food	31.2	32.1	-2.9%	29.8	30.3	-1.7%
Dinner shows and cruises	4.5	3.7	22.2%	3.8	2.9	31.5%
Groceries and snacks	13.5	12.9	4.3%	13.2	12.5	6.0%
Entertainment & Recreation	23.2	20.7	12.2%	23.9	22.4	6.6%
Attractions/entertainment	4.9	5.1	-2.5%	5.8	6.5	-11.7%
Recreation	10.5	9.1	15.0%	8.5	8.0	6.5%
Other activities & tours	7.8	6.5	19.6%	9.6	7.9	21.9%
Total Transportation	25.0	31.8	-21.3%	30.7	33.1	-7.0%
Interisland airfare	3.2	3.7	-13.1%	6.0	6.1	-1.6%
Ground transportation	1.1	1.1	0.9%	2.5	1.2	110.4%
Rental vehicles	19.1	24.7	-22.6%	20.7	23.3	-11.1%
Gasoline, parking, etc.	1.6	2.3	-31.0%	1.6	2.5	-36.6%
Total Shopping	16.0	16.0	0.1%	18.9	17.3	9.0%
Fashion and clothing	6.0	5.2	16.9%	6.9	5.6	24.5%
Jewelry and watches	2.5	1.9	30.1%	2.7	1.0	161.1%
Cosmetics, perfume	0.1	0.2	-55.3%	0.5	0.3	108.3%
Leather goods	0.1	0.1	-20.8%	0.2	0.2	-10.4%
Hawai'i food products	3.4	3.5	-2.2%	4.6	4.1	10.8%
Souvenirs	3.8	5.0	-24.2%	4.0	6.2	-35.2%
Total Lodging	113.0	117.5	-3.9%	106.5	109.8	-3.1%
All other expenses *	5.6	4.0	38.7%	3.3	4.1	-20.7%

*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

**Hawai'i Island 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	231.9	172.6	34.3%	230.1	182.5	26.1%
Total Food and beverage	49.1	37.1	32.4%	46.9	38.5	21.7%
Restaurant food	31.2	24.3	28.3%	29.8	25.5	17.1%
Dinner shows and cruises	4.5	1.8	154.9%	3.8	2.0	92.0%
Groceries and snacks	13.5	11.0	21.9%	13.2	11.1	19.8%
Entertainment & Recreation	23.2	17.0	36.5%	23.9	18.2	31.4%
Attractions/entertainment	4.9	3.2	56.4%	5.8	3.0	88.7%
Recreation	10.5	8.3	26.4%	8.5	8.5	0.1%
Other activities & tours	7.8	5.5	40.3%	9.6	6.6	45.3%
Total Transportation	25.0	26.3	-5.0%	30.7	29.3	5.0%
Interisland airfare	3.2	4.3	-24.5%	6.0	5.0	20.1%
Ground transportation	1.1	1.0	14.7%	2.5	0.9	170.7%
Rental vehicles	19.1	19.0	0.2%	20.7	21.4	-2.9%
Gasoline, parking, etc.	1.6	2.0	-21.9%	1.6	2.1	-22.2%
Total Shopping	16.0	15.1	6.1%	18.9	15.1	25.1%
Fashion and clothing	6.0	5.0	21.8%	6.9	5.4	28.8%
Jewelry and watches	2.5	1.8	39.3%	2.7	1.9	41.8%
Cosmetics, perfume	0.1	0.2	-44.5%	0.5	0.2	246.6%
Leather goods	0.1	0.1	-20.9%	0.2	0.2	3.1%
Hawai'i food products	3.4	4.7	-27.7%	4.6	4.5	2.8%
Souvenirs	3.8	3.3	16.5%	4.0	3.0	31.2%
Total Lodging	113.0	75.6	49.4%	106.5	79.4	34.1%
All other expenses *	5.6	1.5	268.4%	3.3	2.0	66.3%

*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