

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

Expenditure Type	2025P April	2024P April	% change	2025P Apr. YTD	2024P Apr. YTD	% change
GRAND TOTAL	244.7	245.3	-0.3%	253.7	243.5	4.2%
Total Food and beverage	52.2	51.9	0.7%	54.0	49.8	8.3%
Restaurant food	34.0	34.9	-2.6%	35.5	33.1	7.2%
Dinner shows and cruises	5.0	4.7	7.0%	5.3	4.3	24.5%
Groceries and snacks	13.2	12.3	7.4%	13.1	12.4	5.6%
Entertainment & Recreation	23.6	23.3	1.2%	22.6	22.1	2.3%
Attractions/entertainment	6.8	7.2	-5.9%	6.7	6.9	-2.9%
Recreation	8.3	8.0	3.2%	7.5	7.5	0.0%
Other activities & tours	8.5	8.1	5.4%	8.4	7.7	9.3%
Total Transportation	21.5	21.3	0.8%	23.6	22.6	4.4%
Interisland airfare	3.2	2.2	41.1%	2.3	2.2	3.2%
Ground transportation	2.1	2.2	-5.7%	2.3	2.1	10.3%
Rental vehicles	14.8	15.7	-5.9%	17.5	16.7	4.8%
Gasoline, parking, etc.	1.5	1.2	24.5%	1.5	1.6	-6.8%
Total Shopping	23.9	23.5	1.4%	23.9	23.8	0.5%
Fashion and clothing	10.8	9.8	10.5%	10.4	9.8	6.1%
Jewelry and watches	2.5	2.8	-11.5%	2.8	2.5	13.1%
Cosmetics, perfume	0.4	0.7	-40.6%	0.6	0.6	-9.2%
Leather goods	1.1	1.4	-17.7%	1.5	1.7	-9.2%
Hawai'i food products	3.7	3.9	-4.9%	3.7	4.1	-10.9%
Souvenirs	5.3	4.9	7.4%	5.0	5.1	-2.8%
Total Lodging	114.6	117.2	-2.3%	121.4	116.9	3.8%
All other expenses *	8.9	8.0	11.3%	8.3	8.3	-0.4%

*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:
April 2025P vs. April 2019
(Arrivals by air, in dollars)

Expenditure Type	2025P April	2019 April	% change	2025P Apr. YTD	2019 Apr. YTD	% change
GRAND TOTAL	244.7	190.0	28.8%	253.7	196.1	29.4%
Total Food and beverage	52.2	39.2	33.2%	54.0	40.3	33.9%
Restaurant food	34.0	25.5	33.3%	35.5	26.4	34.4%
Dinner shows and cruises	5.0	4.1	22.0%	5.3	3.9	37.0%
Groceries and snacks	13.2	9.6	37.5%	13.1	10.0	31.5%
Entertainment & Recreation	23.6	17.1	38.1%	22.6	16.5	36.9%
Attractions/entertainment	6.8	5.3	28.5%	6.7	5.0	33.4%
Recreation	8.3	5.7	45.5%	7.5	5.7	32.0%
Other activities & tours	8.5	6.2	36.3%	8.4	5.9	42.6%
Total Transportation	21.5	18.3	17.7%	23.6	19.5	21.1%
Interisland airfare	3.2	2.5	28.7%	2.3	2.4	-5.3%
Ground transportation	2.1	1.7	21.9%	2.3	1.7	34.3%
Rental vehicles	14.8	13.0	14.1%	17.5	14.2	23.9%
Gasoline, parking, etc.	1.5	1.2	21.8%	1.5	1.3	13.9%
Total Shopping	23.9	25.2	-5.5%	23.9	24.6	-2.7%
Fashion and clothing	10.8	10.3	4.7%	10.4	9.8	6.2%
Jewelry and watches	2.5	2.8	-11.2%	2.8	2.7	4.9%
Cosmetics, perfume	0.4	1.1	-60.0%	0.6	1.0	-46.1%
Leather goods	1.1	3.3	-65.4%	1.5	3.4	-56.2%
Hawai'i food products	3.7	4.0	-9.4%	3.7	3.7	-1.8%
Souvenirs	5.3	3.8	39.4%	5.0	4.0	24.7%
Total Lodging	114.6	82.7	38.6%	121.4	88.0	37.9%
All other expenses *	8.9	7.5	19.3%	8.3	7.2	14.7%

*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:
April 2025P vs. April 2024P
(Arrivals by air, in dollars)

Expenditure Type	2025P April	2024P April	% change	2025P Apr. YTD	2024P Apr. YTD	% change
GRAND TOTAL	247.4	248.3	-0.4%	256.4	243.8	5.1%
Total Food and beverage	51.7	50.4	2.6%	53.0	48.8	8.7%
Restaurant food	34.1	33.4	2.2%	35.3	32.2	9.6%
Dinner shows and cruises	5.8	4.7	22.9%	5.6	4.4	26.8%
Groceries and snacks	11.8	12.3	-4.2%	12.1	12.1	-0.1%
Entertainment & Recreation	24.4	23.5	3.9%	23.1	21.9	5.7%
Attractions/entertainment	7.1	6.6	8.0%	6.5	5.8	12.3%
Recreation	9.1	8.6	5.6%	8.3	8.1	2.3%
Other activities & tours	8.2	8.3	-1.0%	8.4	8.0	4.4%
Total Transportation	21.4	22.1	-3.2%	24.4	22.9	6.5%
Interisland airfare	2.3	2.4	-2.7%	2.1	2.3	-7.5%
Ground transportation	1.7	1.5	12.4%	1.8	1.6	18.9%
Rental vehicles	16.0	17.0	-5.6%	18.9	17.6	7.9%
Gasoline, parking, etc.	1.4	1.3	8.1%	1.4	1.5	-1.4%
Total Shopping	22.4	20.9	7.0%	22.0	20.8	5.9%
Fashion and clothing	9.6	8.3	16.0%	8.8	8.2	6.9%
Jewelry and watches	2.9	3.2	-9.0%	3.2	2.9	13.3%
Cosmetics, perfume	0.3	0.4	-9.0%	0.4	0.5	-7.9%
Leather goods	0.7	0.9	-18.2%	1.3	1.2	6.3%
Hawai'i food products	3.4	3.3	3.8%	3.3	3.3	-0.1%
Souvenirs	5.4	4.9	10.5%	5.0	4.7	5.1%
Total Lodging	117.8	122.7	-4.1%	124.9	120.5	3.6%
All other expenses *	9.6	8.5	12.5%	9.0	9.0	-0.3%

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

Expenditure Type	2025P April	2019 April	% change	2025P Apr. YTD	2019 Apr. YTD	% change
GRAND TOTAL	247.4	180.3	37.2%	256.4	188.6	35.9%
Total Food and beverage	51.7	36.8	40.6%	53.0	38.6	37.2%
Restaurant food	34.1	23.9	42.7%	35.3	25.0	41.1%
Dinner shows and cruises	5.8	3.9	47.6%	5.6	4.0	39.5%
Groceries and snacks	11.8	9.0	31.7%	12.1	9.6	25.9%
Entertainment & Recreation	24.4	16.9	44.4%	23.1	16.3	42.4%
Attractions/entertainment	7.1	4.7	52.6%	6.5	4.2	53.6%
Recreation	9.1	6.3	42.9%	8.3	6.3	31.5%
Other activities & tours	8.2	5.9	39.4%	8.4	5.7	46.0%
Total Transportation	21.4	18.3	17.4%	24.4	20.0	22.0%
Interisland airfare	2.3	2.6	-10.9%	2.1	2.2	-3.3%
Ground transportation	1.7	1.0	77.8%	1.8	1.0	82.5%
Rental vehicles	16.0	13.4	19.5%	18.9	15.5	22.4%
Gasoline, parking, etc.	1.4	1.3	7.7%	1.4	1.3	12.6%
Total Shopping	22.4	16.6	35.1%	22.0	16.2	36.0%
Fashion and clothing	9.6	6.5	47.6%	8.8	6.5	35.5%
Jewelry and watches	2.9	2.4	23.6%	3.2	2.3	43.2%
Cosmetics, perfume	0.3	0.5	-30.2%	0.4	0.4	9.1%
Leather goods	0.7	0.8	-5.2%	1.3	0.7	79.8%
Hawai'i food products	3.4	2.9	18.1%	3.3	2.8	21.6%
Souvenirs	5.4	3.6	51.3%	5.0	3.6	38.0%
Total Lodging	117.8	84.7	39.0%	124.9	90.9	37.3%
All other expenses *	9.6	7.0	37.2%	9.0	6.6	34.9%

*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 DII O 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:
April 2025P vs. April 2024P
(Arrivals by air, in dollars)

Expenditure Type	2025P April	2024P April	% change	2025P Apr. YTD	2024P Apr. YTD	% change
GRAND TOTAL	234.3	236.1	-0.8%	244.6	232.5	5.2%
Total Food and beverage	50.2	48.4	3.5%	52.3	47.5	10.2%
Restaurant food	32.5	31.6	2.9%	34.4	30.8	11.6%
Dinner shows and cruises	5.1	4.4	16.0%	4.8	4.0	19.1%
Groceries and snacks	12.5	12.4	0.7%	13.1	12.7	3.7%
Entertainment & Recreation	21.5	21.7	-1.1%	20.6	20.4	1.2%
Attractions/entertainment	6.6	5.5	20.5%	5.8	5.2	10.0%
Recreation	8.3	8.6	-3.8%	7.8	7.8	0.5%
Other activities & tours	6.6	7.6	-13.7%	7.0	7.4	-4.4%
Total Transportation	20.4	21.6	-5.7%	23.6	22.4	5.5%
Interisland airfare	1.6	2.1	-21.6%	1.4	1.9	-26.9%
Ground transportation	1.5	1.4	6.8%	1.7	1.4	22.3%
Rental vehicles	15.8	16.9	-6.5%	19.1	17.7	7.7%
Gasoline, parking, etc.	1.4	1.2	18.1%	1.5	1.4	3.0%
Total Shopping	22.6	20.5	10.1%	22.4	20.9	7.1%
Fashion and clothing	10.3	8.3	24.5%	9.5	8.6	10.3%
Jewelry and watches	2.9	3.0	-4.4%	2.9	2.9	-0.1%
Cosmetics, perfume	0.2	0.3	-28.7%	0.3	0.4	-16.0%
Leather goods	0.9	0.9	1.8%	1.6	1.6	-0.6%
Hawai'i food products	3.3	3.3	-0.3%	3.5	3.2	8.3%
Souvenirs	4.9	4.7	5.6%	4.6	4.2	9.6%
Total Lodging	114.3	119.6	-4.4%	120.5	116.0	3.9%
All other expenses *	5.4	4.2	29.1%	5.3	5.3	-1.1%

*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:
April 2025P vs. April 2019
(Arrivals by air, in dollars)

Expenditure Type	2025P April	2019 April	% change	2025P Apr. YTD	2019 Apr. YTD	% change
GRAND TOTAL	234.3	171.4	36.7%	244.6	177.5	37.8%
Total Food and beverage	50.2	35.4	41.5%	52.3	36.8	42.3%
Restaurant food	32.5	22.5	45.0%	34.4	23.2	48.6%
Dinner shows and cruises	5.1	3.5	45.5%	4.8	3.6	33.4%
Groceries and snacks	12.5	9.5	31.8%	13.1	10.0	30.9%
Entertainment & Recreation	21.5	15.3	40.0%	20.6	14.2	45.5%
Attractions/entertainment	6.6	4.0	65.3%	5.8	3.6	62.4%
Recreation	8.3	6.4	28.9%	7.8	5.9	31.6%
Other activities & tours	6.6	4.9	33.8%	7.0	4.7	50.3%
Total Transportation	20.4	16.9	20.5%	23.6	19.0	24.2%
Interisland airfare	1.6	2.0	-20.6%	1.4	1.7	-18.0%
Ground transportation	1.5	0.8	91.0%	1.7	0.9	89.9%
Rental vehicles	15.8	13.0	21.8%	19.1	15.3	24.6%
Gasoline, parking, etc.	1.4	1.1	30.1%	1.5	1.1	28.4%
Total Shopping	22.6	16.1	40.1%	22.4	15.6	43.6%
Fashion and clothing	10.3	6.5	59.2%	9.5	6.3	51.0%
Jewelry and watches	2.9	2.3	28.5%	2.9	2.1	38.4%
Cosmetics, perfume	0.2	0.4	-41.2%	0.3	0.3	-1.4%
Leather goods	0.9	0.9	-3.2%	1.6	0.9	64.6%
Hawai'i food products	3.3	2.9	13.5%	3.5	2.8	25.4%
Souvenirs	4.9	3.1	57.2%	4.6	3.2	46.4%
Total Lodging	114.3	83.0	37.7%	120.5	87.8	37.3%
All other expenses *	5.4	4.6	16.6%	5.3	4.2	24.1%

*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:
April 2025P vs. April 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P April	2024P April	% change	2025P Apr. YTD	2024P Apr. YTD	% change
GRAND TOTAL	276.8	273.1	1.4%	276.8	263.3	5.1%
Total Food and beverage	55.3	54.5	1.5%	54.2	50.9	6.5%
Restaurant food	37.7	37.0	1.9%	36.9	34.7	6.6%
Dinner shows and cruises	7.4	5.4	36.5%	7.0	5.1	36.9%
Groceries and snacks	10.2	12.1	-15.3%	10.3	11.2	-7.6%
Entertainment & Recreation	31.1	27.2	14.5%	27.6	24.5	12.4%
Attractions/entertainment	8.4	8.7	-3.8%	7.8	6.7	15.8%
Recreation	11.0	8.7	25.6%	9.1	8.6	5.6%
Other activities & tours	11.8	9.8	20.8%	10.7	9.2	16.4%
Total Transportation	23.8	23.2	2.3%	25.7	23.7	8.3%
Interisland airfare	3.8	3.0	29.1%	3.4	3.0	12.4%
Ground transportation	2.0	1.6	24.5%	2.1	1.8	13.9%
Rental vehicles	16.6	17.2	-3.4%	18.8	17.3	8.5%
Gasoline, parking, etc.	1.3	1.4	-8.8%	1.4	1.5	-8.9%
Total Shopping	22.0	21.8	1.0%	21.5	20.7	3.7%
Fashion and clothing	8.0	8.3	-4.1%	7.7	7.7	0.4%
Jewelry and watches	2.9	3.5	-16.8%	3.7	2.7	34.1%
Cosmetics, perfume	0.6	0.4	28.4%	0.7	0.7	0.3%
Leather goods	0.4	1.0	-58.9%	0.8	0.6	41.1%
Hawai'i food products	3.7	3.3	12.5%	3.1	3.6	-12.0%
Souvenirs	6.5	5.3	22.1%	5.6	5.6	-0.2%
Total Lodging	125.5	129.0	-2.7%	132.5	128.2	3.3%
All other expenses *	19.1	17.4	9.9%	15.4	15.2	0.8%

*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

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

Expenditure Type	2025P April	2019 April	% change	2025P Apr. YTD	2019 Apr. YTD	% change
GRAND TOTAL	276.8	200.0	38.4%	276.8	207.3	33.6%
Total Food and beverage	55.3	39.8	38.9%	54.2	41.8	29.8%
Restaurant food	37.7	27.2	38.7%	36.9	28.2	31.1%
Dinner shows and cruises	7.4	4.9	51.0%	7.0	4.7	47.9%
Groceries and snacks	10.2	7.8	31.8%	10.3	8.9	16.1%
Entertainment & Recreation	31.1	20.5	51.9%	27.6	19.8	39.6%
Attractions/entertainment	8.4	6.1	36.0%	7.8	5.4	44.4%
Recreation	11.0	6.2	76.9%	9.1	6.9	33.2%
Other activities & tours	11.8	8.2	44.9%	10.7	7.5	41.9%
Total Transportation	23.8	21.2	12.0%	25.7	21.6	19.1%
Interisland airfare	3.8	3.8	0.3%	3.4	3.1	9.9%
Ground transportation	2.0	1.3	59.3%	2.1	1.2	73.3%
Rental vehicles	16.6	14.4	15.1%	18.8	15.8	19.3%
Gasoline, parking, etc.	1.3	1.7	-23.8%	1.4	1.5	-7.7%
Total Shopping	22.0	17.6	24.8%	21.5	17.3	24.5%
Fashion and clothing	8.0	6.6	21.6%	7.7	6.8	12.2%
Jewelry and watches	2.9	2.5	13.8%	3.7	2.5	47.0%
Cosmetics, perfume	0.6	0.7	-14.2%	0.7	0.6	18.7%
Leather goods	0.4	0.5	-16.0%	0.8	0.3	165.9%
Hawai'i food products	3.7	2.8	28.9%	3.1	2.7	15.7%
Souvenirs	6.5	4.6	43.0%	5.6	4.4	27.4%
Total Lodging	125.5	88.5	41.8%	132.5	96.3	37.6%
All other expenses *	19.1	12.3	55.2%	15.4	10.6	44.4%

*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:
April 2025P vs. April 2024P
(Arrivals by air, in dollars)

Expenditure Type	2025P April	2024P April	% change	2025P Apr. YTD	2024P Apr. YTD	% change
GRAND TOTAL	245.5	237.8	3.2%	246.5	239.3	3.0%
Total Food and beverage	62.2	59.7	4.1%	64.6	59.3	8.9%
Restaurant food	46.0	43.7	5.2%	48.6	43.2	12.5%
Dinner shows and cruises	3.6	3.6	-1.1%	3.6	4.0	-9.0%
Groceries and snacks	12.6	12.4	1.6%	12.4	12.1	2.1%
Entertainment & Recreation	18.3	17.6	4.0%	18.5	16.9	9.1%
Attractions/entertainment	6.7	5.0	33.4%	5.9	5.0	17.1%
Recreation	3.8	4.9	-0.2	4.4	4.4	0.8%
Other activities & tours	7.7	7.7	0.4%	8.2	7.5	8.7%
Total Transportation	13.3	12.9	2.9%	14.1	13.3	6.3%
Interisland airfare	1.1	0.8	39.8%	1.3	1.1	19.4%
Ground transportation	6.2	6.1	2.1%	6.7	6.0	11.7%
Rental vehicles	5.3	5.4	-2.2%	5.4	5.5	-1.5%
Gasoline, parking, etc.	0.7	0.6	9.8%	0.7	0.7	0.0%
Total Shopping	52.9	47.5	11.3%	49.8	48.3	3.1%
Fashion and clothing	16.1	14.3	12.1%	16.2	15.3	5.7%
Jewelry and watches	3.5	3.6	-4.5%	3.8	3.7	3.9%
Cosmetics, perfume	2.3	1.6	45.8%	1.8	1.7	4.6%
Leather goods	8.5	7.4	14.9%	7.3	7.8	-6.2%
Hawai'i food products	15.1	13.7	10.9%	13.9	13.4	3.6%
Souvenirs	7.4	6.9	7.2%	6.8	6.4	6.5%
Total Lodging	90.3	91.5	-1.3%	90.7	92.9	-2.4%
All other expenses *	8.5	8.5	0.0%	8.9	8.6	3.7%

*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

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

Expenditure Type	2025P April	2019 April	% change	2025P Apr. YTD	2019 Apr. YTD	% change
GRAND TOTAL	245.5	233.9	5.0%	246.5	238.3	3.4%
Total Food and beverage	62.2	51.7	20.2%	64.6	51.6	25.2%
Restaurant food	46.0	38.5	19.3%	48.6	38.5	26.1%
Dinner shows and cruises	3.6	4.2	-15.2%	3.6	3.8	-3.9%
Groceries and snacks	12.6	9.0	40.7%	12.4	9.2	34.4%
				0.0		
Entertainment & Recreation	18.3	18.8	-2.7%	18.5	18.2	1.4%
Attractions/entertainment	6.7	6.6	2.4%	5.9	6.3	-5.6%
Recreation	3.8	3.2	18.4%	4.4	3.5	24.2%
Other activities & tours	7.7	9.0	-14.1%	8.2	8.4	-2.9%
Total Transportation	13.3	11.6	14.9%	14.1	11.6	21.7%
Interisland airfare	1.1	1.6	-34.6%	1.3	1.3	-2.5%
Ground transportation	6.2	6.3	-0.7%	6.7	6.1	10.5%
Rental vehicles	5.3	3.7	44.3%	5.4	3.8	40.8%
Gasoline, parking, etc.	0.7	0.3	105.6%	0.7	0.4	65.2%
Total Shopping	52.9	60.2	-12.2%	49.8	65.9	-24.5%
Fashion and clothing	16.1	15.9	1.1%	16.2	18.7	-13.3%
Jewelry and watches	3.5	6.5	-46.7%	3.8	7.2	-46.9%
Cosmetics, perfume	2.3	3.5	-34.7%	1.8	4.0	-54.9%
Leather goods	8.5	13.8	-38.4%	7.3	16.9	-56.7%
Hawai'i food products	15.1	13.9	9.2%	13.9	13.3	4.3%
Souvenirs	7.4	6.6	11.7%	6.8	6.2	10.5%
Total Lodging	90.3	80.8	11.9%	90.7	80.2	13.1%
All other expenses *	8.5	10.8	-21.6%	8.9	10.8	-17.9%

*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 DII O 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:
April 2025P vs. April 2024P
(Arrivals by air, in dollars)

Expenditure Type	2025P April	2024P April	% change	2025P Apr. YTD	2024P Apr. YTD	% change
GRAND TOTAL	224.1	220.5	1.6%	228.2	219.5	4.0%
Total Food and beverage	52.7	51.0	3.4%	50.3	46.2	9.0%
Restaurant food	32.3	32.7	-1.2%	30.5	27.5	11.2%
Dinner shows and cruises	4.2	3.9	7.7%	3.4	3.3	4.9%
Groceries and snacks	16.2	14.4	12.5%	16.4	15.5	5.9%
Entertainment & Recreation	18.2	19.8	-7.8%	15.3	15.5	-1.0%
Attractions/entertainment	5.9	9.3	-35.8%	5.3	5.6	-5.6%
Recreation	7.3	5.1	41.5%	5.5	5.5	1.1%
Other activities & tours	5.0	5.3	-6.5%	4.5	4.4	2.1%
Total Transportation	23.0	21.0	9.3%	22.0	20.7	6.0%
Interisland airfare	2.9	1.2	146.3%	1.4	0.9	55.8%
Ground transportation	1.6	2.5	-36.3%	2.2	1.8	20.4%
Rental vehicles	17.0	15.7	8.4%	17.0	16.4	3.8%
Gasoline, parking, etc.	1.4	1.6	-11.4%	1.3	1.6	-15.9%
Total Shopping	14.4	18.6	-22.4%	13.8	15.4	-10.3%
Fashion and clothing	8.1	9.4	-13.3%	7.5	8.5	-11.3%
Jewelry and watches	1.1	0.9	17.5%	1.2	1.0	24.7%
Cosmetics, perfume	0.3	0.3	-16.8%	0.2	0.3	-37.9%
Leather goods	0.2	0.7	-69.2%	0.4	0.4	-14.2%
Hawai'i food products	1.8	2.9	-39.0%	1.7	2.1	-18.6%
Souvenirs	2.9	4.4	-32.6%	2.8	3.1	-9.4%
Total Lodging	109.7	104.0	5.5%	119.8	115.9	3.4%
All other expenses *	6.1	6.2	-2.2%	7.0	5.9	19.7%

*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:
April 2025P vs. April 2019
(Arrivals by air, in dollars)

Expenditure Type	2025P April	2019 April	% change	2025P Apr. YTD	2019 Apr. YTD	% change
GRAND TOTAL	224.1	153.7	45.8%	228.2	166.1	37.4%
Total Food and beverage	52.7	32.3	63.1%	50.3	34.0	47.8%
Restaurant food	32.3	17.1	89.0%	30.5	19.0	60.8%
Dinner shows and cruises	4.2	2.8	46.5%	3.4	2.7	27.9%
Groceries and snacks	16.2	12.3	31.2%	16.4	12.3	33.1%
Entertainment & Recreation	18.2	11.7	55.4%	15.3	11.5	33.7%
Attractions/entertainment	5.9	4.1	46.0%	5.3	3.6	48.2%
Recreation	7.3	5.0	46.7%	5.5	4.7	16.8%
Other activities & tours	5.0	3.4	47.6%	4.5	3.8	17.9%
Total Transportation	23.0	16.6	38.1%	22.0	18.5	18.6%
Interisland airfare	2.9	0.8	246.7%	1.4	1.0	40.4%
Ground transportation	1.6	1.1	44.8%	2.2	0.8	176.4%
Rental vehicles	17.0	13.2	28.5%	17.0	15.3	11.2%
Gasoline, parking, etc.	1.4	1.4	0.0%	1.3	1.4	-6.0%
Total Shopping	14.4	14.0	3.1%	13.8	12.6	9.7%
Fashion and clothing	8.1	6.6	23.9%	7.5	6.6	13.8%
Jewelry and watches	1.1	2.4	-53.6%	1.2	1.2	-1.9%
Cosmetics, perfume	0.3	0.1	238.0%	0.2	0.2	-13.6%
Leather goods	0.2	0.9	-75.6%	0.4	0.4	-13.0%
Hawai'i food products	1.8	2.0	-11.3%	1.7	1.8	-1.9%
Souvenirs	2.9	2.1	41.0%	2.8	2.3	19.6%
Total Lodging	109.7	75.2	45.8%	119.8	84.2	42.3%
All other expenses *	6.1	3.8	59.4%	7.0	5.3	32.9%

*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 DII O 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