

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

Expenditure Type	2025P May	2024P May	% change	2025P May YTD	2024P May YTD	% change
GRAND TOTAL	258.1	250.1	3.2%	254.5	244.8	4.0%
Total Food and beverage	59.2	54.5	8.7%	54.9	50.7	8.3%
Restaurant food	40.0	37.3	7.3%	36.3	33.9	7.2%
Dinner shows and cruises	6.0	5.0	19.9%	5.5	4.4	23.5%
Groceries and snacks	13.2	12.2	8.5%	13.1	12.4	6.1%
Entertainment & Recreation	25.9	23.0	12.3%	23.2	22.3	4.2%
Attractions/entertainment	7.7	7.4	3.7%	6.9	7.0	-1.6%
Recreation	8.9	7.5	18.0%	7.7	7.5	3.3%
Other activities & tours	9.3	8.1	15.1%	8.6	7.7	10.4%
Total Transportation	26.3	22.9	14.4%	24.1	22.7	6.3%
Interisland airfare	4.1	2.2	86.4%	2.6	2.2	18.7%
Ground transportation	2.3	2.5	-7.6%	2.3	2.2	6.5%
Rental vehicles	18.4	16.7	10.5%	17.7	16.7	5.9%
Gasoline, parking, etc.	1.4	1.6	-9.7%	1.4	1.6	-7.3%
Total Shopping	27.5	24.1	13.9%	24.6	23.8	3.0%
Fashion and clothing	10.5	9.7	8.1%	10.4	9.8	6.5%
Jewelry and watches	4.0	2.7	45.9%	3.1	2.6	19.5%
Cosmetics, perfume	0.8	0.8	1.0%	0.6	0.7	-7.0%
Leather goods	1.9	1.7	11.2%	1.6	1.7	-5.4%
Hawai'i food products	4.4	4.0	9.1%	3.8	4.1	-7.3%
Souvenirs	6.0	5.2	14.7%	5.1	5.1	0.5%
Total Lodging	115.0	117.2	-1.9%	120.2	117.0	2.7%
All other expenses *	4.3	8.3	-48.0%	7.5	8.3	-9.1%

*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

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

Expenditure Type	2025P May	2019 May	% change	2025P May YTD	2019 May YTD	% change
GRAND TOTAL	258.1	200.3	28.9%	254.5	196.9	29.3%
Total Food and beverage	59.2	43.3	36.8%	54.9	40.9	34.4%
Restaurant food	40.0	30.2	32.5%	36.3	27.1	33.9%
Dinner shows and cruises	6.0	4.1	46.6%	5.5	3.9	38.8%
Groceries and snacks	13.2	9.0	47.1%	13.1	9.8	34.3%
Entertainment & Recreation	25.9	18.2	42.3%	23.2	16.8	37.9%
Attractions/entertainment	7.7	6.0	29.3%	6.9	5.2	32.3%
Recreation	8.9	5.5	62.1%	7.7	5.6	37.4%
Other activities & tours	9.3	6.7	37.7%	8.6	6.0	41.4%
Total Transportation	26.3	19.4	35.5%	24.1	19.5	23.7%
Interisland airfare	4.1	2.9	40.1%	2.6	2.5	4.4%
Ground transportation	2.3	1.9	23.3%	2.3	1.8	32.1%
Rental vehicles	18.4	13.3	38.1%	17.7	14.0	26.5%
Gasoline, parking, etc.	1.4	1.3	14.7%	1.4	1.3	14.1%
Total Shopping	27.5	27.3	0.6%	24.6	25.1	-2.1%
Fashion and clothing	10.5	9.9	5.7%	10.4	9.8	6.1%
Jewelry and watches	4.0	3.6	9.8%	3.1	2.9	5.8%
Cosmetics, perfume	0.8	1.5	-46.4%	0.6	1.1	-46.3%
Leather goods	1.9	4.3	-56.2%	1.6	3.6	-56.3%
Hawai'i food products	4.4	4.0	7.9%	3.8	3.8	0.1%
Souvenirs	6.0	4.0	50.0%	5.1	4.0	29.4%
Total Lodging	115.0	84.7	35.7%	120.2	87.4	37.6%
All other expenses *	4.3	7.4	-42.3%	7.5	7.3	3.8%

*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

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

Expenditure Type	2025P May	2024P May	% change	2025P May YTD	2024P May YTD	% change
GRAND TOTAL	259.5	248.5	4.4%	257.0	244.8	5.0%
Total Food and beverage	59.8	53.7	11.2%	54.3	49.8	9.2%
Restaurant food	39.8	36.2	10.1%	36.2	33.0	9.6%
Dinner shows and cruises	6.5	5.2	25.7%	5.8	4.6	26.4%
Groceries and snacks	13.4	12.4	8.5%	12.3	12.2	1.6%
Entertainment & Recreation	26.7	21.7	22.8%	23.8	21.9	9.0%
Attractions/entertainment	7.5	6.0	23.9%	6.7	5.8	14.6%
Recreation	9.5	8.5	11.5%	8.5	8.2	4.1%
Other activities & tours	9.7	7.2	35.2%	8.6	7.9	9.9%
Total Transportation	26.1	23.4	11.8%	24.7	23.0	7.6%
Interisland airfare	4.2	1.9	118.5%	2.5	2.2	13.9%
Ground transportation	1.8	1.7	4.6%	1.8	1.6	15.9%
Rental vehicles	18.6	18.1	3.0%	18.9	17.7	6.9%
Gasoline, parking, etc.	1.5	1.7	-7.7%	1.5	1.5	-2.9%
Total Shopping	26.0	21.8	19.3%	22.8	21.0	8.6%
Fashion and clothing	9.4	8.6	8.7%	8.9	8.3	7.2%
Jewelry and watches	4.3	3.0	46.1%	3.4	2.9	19.9%
Cosmetics, perfume	0.4	0.6	-24.7%	0.4	0.5	-11.9%
Leather goods	1.7	0.9	93.8%	1.3	1.1	19.6%
Hawai'i food products	4.1	3.7	11.6%	3.5	3.4	2.3%
Souvenirs	6.0	5.0	19.7%	5.2	4.8	8.0%
Total Lodging	116.4	119.4	-2.5%	123.2	120.3	2.4%
All other expenses *	4.5	8.4	-46.6%	8.1	8.9	-8.9%

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

Expenditure Type	2025P May	2019 May	% change	2025P May YTD	2019 May YTD	% change
GRAND TOTAL	259.5	187.4	38.4%	257.0	188.4	36.4%
Total Food and beverage	59.8	40.7	46.8%	54.3	39.1	39.1%
Restaurant food	39.8	27.5	45.1%	36.2	25.5	41.8%
Dinner shows and cruises	6.5	4.2	54.5%	5.8	4.0	42.5%
Groceries and snacks	13.4	9.0	48.6%	12.3	9.5	30.2%
Entertainment & Recreation	26.7	17.0	56.7%	23.8	16.4	45.2%
Attractions/entertainment	7.5	5.1	45.3%	6.7	4.4	51.4%
Recreation	9.5	5.9	62.4%	8.5	6.2	37.3%
Other activities & tours	9.7	6.0	60.9%	8.6	5.8	48.9%
Total Transportation	26.1	20.4	28.2%	24.7	20.0	23.2%
Interisland airfare	4.2	3.0	38.9%	2.5	2.4	6.9%
Ground transportation	1.8	1.0	79.3%	1.8	1.0	82.0%
Rental vehicles	18.6	14.9	24.8%	18.9	15.4	22.9%
Gasoline, parking, etc.	1.5	1.5	6.2%	1.5	1.3	11.0%
Total Shopping	26.0	18.4	40.9%	22.8	16.7	36.9%
Fashion and clothing	9.4	6.9	35.5%	8.9	6.6	35.4%
Jewelry and watches	4.3	3.3	30.9%	3.4	2.5	39.3%
Cosmetics, perfume	0.4	0.4	-2.9%	0.4	0.4	6.4%
Leather goods	1.7	1.1	56.9%	1.3	0.8	72.7%
Hawai'i food products	4.1	2.8	45.1%	3.5	2.8	26.2%
Souvenirs	6.0	3.8	56.7%	5.2	3.7	41.7%
Total Lodging	116.4	83.8	39.0%	123.2	89.5	37.7%
All other expenses *	4.5	7.1	-36.4%	8.1	6.7	20.2%

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

Expenditure Type	2025P May	2024P May	% change	2025P May YTD	2024P May YTD	% change
GRAND TOTAL	248.0	233.1	6.4%	245.3	232.6	5.5%
Total Food and beverage	58.1	52.7	10.3%	53.4	48.5	10.1%
Restaurant food	37.7	35.1	7.3%	35.1	31.7	10.6%
Dinner shows and cruises	5.5	4.3	29.8%	4.9	4.1	21.2%
Groceries and snacks	14.9	13.3	12.0%	13.5	12.8	5.4%
Entertainment & Recreation	23.8	18.5	28.9%	21.2	20.0	6.2%
Attractions/entertainment	6.7	5.7	17.7%	5.9	5.3	11.6%
Recreation	8.9	7.3	22.3%	8.0	7.7	4.6%
Other activities & tours	8.2	5.5	49.2%	7.3	7.0	3.9%
Total Transportation	25.8	21.9	17.9%	24.0	22.3	7.9%
Interisland airfare	3.7	1.2	203.2%	1.8	1.7	4.5%
Ground transportation	1.5	1.3	14.0%	1.7	1.4	20.8%
Rental vehicles	19.1	17.8	7.4%	19.1	17.7	7.7%
Gasoline, parking, etc.	1.5	1.6	-3.1%	1.5	1.4	1.6%
Total Shopping	25.7	21.2	21.3%	23.0	20.9	9.9%
Fashion and clothing	9.8	8.9	10.1%	9.5	8.6	10.3%
Jewelry and watches	4.6	2.5	88.8%	3.3	2.8	14.9%
Cosmetics, perfume	0.3	0.6	-43.7%	0.3	0.4	-24.2%
Leather goods	1.7	0.9	81.8%	1.6	1.4	9.9%
Hawai'i food products	4.1	3.9	6.2%	3.6	3.4	7.7%
Souvenirs	5.2	4.5	15.7%	4.7	4.3	10.8%
Total Lodging	110.2	113.4	-2.8%	118.5	115.5	2.6%
All other expenses *	4.4	5.4	-18.5%	5.1	5.3	-4.5%

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

Expenditure Type	2025P May	2019 May	% change	2025P May YTD	2019 May YTD	% change
GRAND TOTAL	248.0	173.8	42.7%	245.3	176.7	38.8%
Total Food and beverage	58.1	38.7	50.3%	53.4	37.2	43.8%
Restaurant food	37.7	25.4	48.6%	35.1	23.6	48.4%
Dinner shows and cruises	5.5	3.9	43.3%	4.9	3.6	35.3%
Groceries and snacks	14.9	9.4	57.9%	13.5	9.9	36.0%
Entertainment & Recreation	23.8	14.2	68.1%	21.2	14.2	49.9%
Attractions/entertainment	6.7	4.2	60.4%	5.9	3.7	61.5%
Recreation	8.9	5.2	71.3%	8.0	5.8	38.8%
Other activities & tours	8.2	4.8	71.2%	7.3	4.7	54.4%
Total Transportation	25.8	19.0	35.6%	24.0	19.0	26.4%
Interisland airfare	3.7	2.0	84.2%	1.8	1.7	4.7%
Ground transportation	1.5	0.8	83.2%	1.7	0.9	88.9%
Rental vehicles	19.1	14.9	28.4%	19.1	15.2	25.4%
Gasoline, parking, etc.	1.5	1.3	14.7%	1.5	1.2	25.1%
Total Shopping	25.7	17.3	48.2%	23.0	15.9	44.3%
Fashion and clothing	9.8	6.8	44.0%	9.5	6.4	49.4%
Jewelry and watches	4.6	3.0	56.1%	3.3	2.3	42.1%
Cosmetics, perfume	0.3	0.5	-32.6%	0.3	0.3	-10.9%
Leather goods	1.7	1.1	58.0%	1.6	1.0	62.9%
Hawai'i food products	4.1	2.9	43.5%	3.6	2.8	29.0%
Souvenirs	5.2	3.2	63.4%	4.7	3.2	49.7%
Total Lodging	110.2	80.1	37.6%	118.5	86.2	37.5%
All other expenses *	4.4	4.6	-4.0%	5.1	4.3	18.2%

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

Expenditure Type	2025P May	2024P May	% change	2025P May YTD	2024P May YTD	% change
GRAND TOTAL	279.3	274.4	1.8%	277.3	265.5	4.4%
Total Food and beverage	62.6	55.4	12.9%	55.9	51.8	7.8%
Restaurant food	43.6	38.0	14.7%	38.2	35.3	8.2%
Dinner shows and cruises	8.1	6.7	21.5%	7.2	5.4	32.9%
Groceries and snacks	10.9	10.8	1.1%	10.4	11.1	-6.0%
Entertainment & Recreation	31.7	27.2	16.4%	28.4	25.1	13.2%
Attractions/entertainment	8.8	6.7	32.8%	8.0	6.7	19.1%
Recreation	10.4	10.5	-1.0%	9.4	9.0	4.0%
Other activities & tours	12.4	10.0	23.9%	11.0	9.3	17.9%
Total Transportation	26.8	25.9	3.4%	25.9	24.2	7.2%
Interisland airfare	5.2	3.2	63.0%	3.7	3.1	22.6%
Ground transportation	2.2	2.3	-4.3%	2.1	1.9	9.5%
Rental vehicles	17.8	18.6	-4.1%	18.6	17.6	5.8%
Gasoline, parking, etc.	1.6	1.8	-14.1%	1.4	1.6	-10.2%
Total Shopping	26.5	22.8	16.3%	22.5	21.1	6.2%
Fashion and clothing	8.6	8.2	4.6%	7.9	7.8	1.2%
Jewelry and watches	3.7	3.8	-2.5%	3.7	3.0	24.5%
Cosmetics, perfume	0.6	0.6	14.7%	0.7	0.6	2.8%
Leather goods	1.7	0.8	117.9%	1.0	0.6	59.9%
Hawai'i food products	4.1	3.4	21.9%	3.3	3.5	-5.6%
Souvenirs	7.7	6.0	28.5%	6.0	5.7	5.7%
Total Lodging	127.1	129.5	-1.8%	131.4	128.4	2.3%
All other expenses *	4.7	13.6	-65.2%	13.3	14.9	-10.9%

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

Expenditure Type	2025P May	2019 May	% change	2025P May YTD	2019 May YTD	% change
GRAND TOTAL	279.3	211.1	32.3%	277.3	208.0	33.3%
Total Food and beverage	62.6	44.3	41.4%	55.9	42.3	32.1%
Restaurant food	43.6	31.2	39.8%	38.2	28.8	32.9%
Dinner shows and cruises	8.1	4.8	69.8%	7.2	4.7	52.2%
Groceries and snacks	10.9	8.3	30.8%	10.4	8.8	18.9%
Entertainment & Recreation	31.7	22.0	43.7%	28.4	20.2	40.3%
Attractions/entertainment	8.8	6.8	29.1%	8.0	5.7	40.6%
Recreation	10.4	7.0	50.2%	9.4	6.9	36.5%
Other activities & tours	12.4	8.2	50.4%	11.0	7.7	43.6%
Total Transportation	26.8	22.8	17.3%	25.9	21.8	18.7%
Interisland airfare	5.2	4.9	6.3%	3.7	3.4	8.6%
Ground transportation	2.2	1.3	74.6%	2.1	1.2	73.5%
Rental vehicles	17.8	15.0	18.7%	18.6	15.6	19.2%
Gasoline, parking, etc.	1.6	1.7	-5.5%	1.4	1.5	-7.3%
Total Shopping	26.5	20.4	30.0%	22.5	17.9	25.6%
Fashion and clothing	8.6	7.2	19.9%	7.9	6.9	13.7%
Jewelry and watches	3.7	3.9	-4.4%	3.7	2.8	32.4%
Cosmetics, perfume	0.6	0.4	72.8%	0.7	0.5	26.5%
Leather goods	1.7	1.1	54.5%	1.0	0.5	111.2%
Hawai'i food products	4.1	2.8	47.8%	3.3	2.7	22.1%
Souvenirs	7.7	5.0	53.0%	6.0	4.5	32.8%
Total Lodging	127.1	90.2	41.0%	131.4	95.0	38.3%
All other expenses *	4.7	11.5	-58.8%	13.3	10.8	22.9%

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

Expenditure Type	2025P May	2024P May	% change	2025P May YTD	2024P May YTD	% change
GRAND TOTAL	244.2	237.2	3.0%	246.1	238.9	3.0%
Total Food and beverage	63.9	60.3	6.1%	64.5	59.4	8.4%
Restaurant food	46.9	45.0	4.1%	48.3	43.5	11.0%
Dinner shows and cruises	4.1	3.6	13.1%	3.7	3.9	-5.4%
Groceries and snacks	13.0	11.6	11.7%	12.5	12.0	3.7%
Entertainment & Recreation	18.3	17.0	7.5%	18.4	16.9	8.8%
Attractions/entertainment	6.6	4.7	39.6%	6.0	5.0	20.7%
Recreation	4.1	4.5	-0.1	4.3	4.4	-0.6%
Other activities & tours	7.6	7.9	-3.5%	8.1	7.6	6.5%
Total Transportation	13.6	13.7	-1.2%	14.0	13.4	4.9%
Interisland airfare	1.0	1.1	-8.4%	1.3	1.1	14.5%
Ground transportation	6.5	6.5	0.0%	6.7	6.1	9.5%
Rental vehicles	5.3	5.4	-2.5%	5.4	5.5	-1.6%
Gasoline, parking, etc.	0.7	0.7	8.8%	0.7	0.7	1.6%
Total Shopping	49.0	43.7	12.1%	49.6	47.5	4.5%
Fashion and clothing	16.3	13.7	18.9%	16.2	15.0	7.7%
Jewelry and watches	3.2	2.7	20.9%	3.7	3.5	6.1%
Cosmetics, perfume	1.8	2.0	-7.5%	1.8	1.8	2.3%
Leather goods	6.3	5.9	7.0%	7.1	7.5	-4.4%
Hawai'i food products	14.2	13.0	8.9%	13.9	13.3	4.5%
Souvenirs	7.1	6.4	11.1%	6.9	6.4	7.3%
Total Lodging	90.8	92.9	-2.2%	90.8	92.9	-2.3%
All other expenses *	8.5	9.5	-10.1%	8.8	8.7	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

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

Expenditure Type	2025P May	2019 May	% change	2025P May YTD	2019 May YTD	% change
GRAND TOTAL	244.2	243.6	0.3%	246.1	239.3	2.8%
Total Food and beverage	63.9	52.2	22.5%	64.5	51.7	24.7%
Restaurant food	46.9	38.9	20.4%	48.3	38.6	25.1%
Dinner shows and cruises	4.1	4.2	-2.4%	3.7	3.9	-3.8%
Groceries and snacks	13.0	8.9	46.3%	12.5	9.1	36.5%
				0.0		
Entertainment & Recreation	18.3	20.1	-9.0%	18.4	18.6	-0.7%
Attractions/entertainment	6.6	6.8	-3.3%	6.0	6.4	-5.3%
Recreation	4.1	4.2	-1.6%	4.3	3.7	18.7%
Other activities & tours	7.6	9.2	-16.7%	8.1	8.6	-5.6%
Total Transportation	13.6	12.9	5.5%	14.0	11.8	18.5%
Interisland airfare	1.0	1.8	-42.8%	1.3	1.4	-11.7%
Ground transportation	6.5	6.3	3.3%	6.7	6.1	9.1%
Rental vehicles	5.3	4.3	22.8%	5.4	3.9	37.2%
Gasoline, parking, etc.	0.7	0.4	63.6%	0.7	0.4	64.7%
Total Shopping	49.0	64.9	-24.4%	49.6	65.7	-24.4%
Fashion and clothing	16.3	16.9	-3.2%	16.2	18.3	-11.6%
Jewelry and watches	3.2	8.0	-59.5%	3.7	7.3	-49.4%
Cosmetics, perfume	1.8	3.9	-53.9%	1.8	4.0	-54.7%
Leather goods	6.3	15.5	-59.3%	7.1	16.7	-57.1%
Hawai'i food products	14.2	14.0	1.3%	13.9	13.4	3.7%
Souvenirs	7.1	6.6	8.3%	6.9	6.3	10.0%
Total Lodging	90.8	83.5	8.8%	90.8	80.9	12.2%
All other expenses *	8.5	10.0	-14.7%	8.8	10.7	-17.3%

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

Expenditure Type	2025P May	2024P May	% change	2025P May YTD	2024P May YTD	% change
GRAND TOTAL	220.7	224.5	-1.7%	227.7	219.9	3.5%
Total Food and beverage	53.0	49.2	7.6%	50.5	46.4	8.8%
Restaurant food	33.8	30.6	10.4%	30.8	27.7	11.1%
Dinner shows and cruises	4.5	4.2	6.3%	3.5	3.3	4.9%
Groceries and snacks	14.7	14.4	2.1%	16.3	15.4	5.6%
Entertainment & Recreation	17.6	16.6	6.2%	15.5	15.6	-0.5%
Attractions/entertainment	7.3	7.9	-7.5%	5.5	5.8	-5.9%
Recreation	6.9	5.0	37.6%	5.6	5.4	3.7%
Other activities & tours	3.4	3.6	-7.8%	4.4	4.4	1.6%
Total Transportation	20.3	20.4	-0.5%	21.9	20.7	5.5%
Interisland airfare	0.9	0.7	26.3%	1.4	0.9	54.2%
Ground transportation	3.2	2.0	59.8%	2.3	1.8	23.6%
Rental vehicles	14.7	15.8	-6.6%	16.8	16.3	3.1%
Gasoline, parking, etc.	1.5	2.0	-23.1%	1.4	1.6	-16.6%
Total Shopping	18.5	19.2	-3.4%	14.2	15.7	-9.7%
Fashion and clothing	9.4	9.2	1.7%	7.7	8.5	-10.3%
Jewelry and watches	1.3	1.6	-21.9%	1.2	1.0	19.0%
Cosmetics, perfume	0.4	0.4	6.9%	0.2	0.3	-34.0%
Leather goods	0.4	0.6	-38.1%	0.4	0.4	-16.9%
Hawai'i food products	3.0	2.7	12.2%	1.8	2.2	-15.8%
Souvenirs	4.1	4.6	-12.4%	2.9	3.2	-9.8%
Total Lodging	109.1	108.5	0.6%	119.0	115.3	3.2%
All other expenses *	2.2	10.6	-79.3%	6.7	6.3	6.9%

*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

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

Expenditure Type	2025P May	2019 May	% change	2025P May YTD	2019 May YTD	% change
GRAND TOTAL	220.7	170.1	29.8%	227.7	166.4	36.8%
Total Food and beverage	53.0	38.0	39.3%	50.5	34.4	47.0%
Restaurant food	33.8	22.8	48.4%	30.8	19.3	59.6%
Dinner shows and cruises	4.5	2.7	64.9%	3.5	2.7	30.7%
Groceries and snacks	14.7	12.5	17.4%	16.3	12.3	31.9%
Entertainment & Recreation	17.6	15.1	16.6%	15.5	11.7	32.0%
Attractions/entertainment	7.3	5.7	27.5%	5.5	3.7	45.6%
Recreation	6.9	5.6	24.5%	5.6	4.8	17.4%
Other activities & tours	3.4	3.8	-11.4%	4.4	3.8	15.7%
Total Transportation	20.3	16.5	22.9%	21.9	18.4	18.9%
Interisland airfare	0.9	0.6	39.6%	1.4	1.0	40.5%
Ground transportation	3.2	1.5	110.0%	2.3	0.9	166.8%
Rental vehicles	14.7	13.1	12.7%	16.8	15.1	11.4%
Gasoline, parking, etc.	1.5	1.3	15.6%	1.4	1.4	-4.5%
Total Shopping	18.5	16.2	14.2%	14.2	12.9	10.0%
Fashion and clothing	9.4	8.1	15.7%	7.7	6.7	13.9%
Jewelry and watches	1.3	2.2	-41.9%	1.2	1.3	-7.1%
Cosmetics, perfume	0.4	0.3	52.9%	0.2	0.2	-8.0%
Leather goods	0.4	0.4	-12.3%	0.4	0.4	-13.0%
Hawai'i food products	3.0	2.2	37.3%	1.8	1.8	1.6%
Souvenirs	4.1	3.0	34.5%	2.9	2.4	20.9%
Total Lodging	109.1	78.9	38.2%	119.0	83.8	42.0%
All other expenses *	2.2	5.3	-58.2%	6.7	5.3	26.1%

*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 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