

**Total Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	153.1	205.7	-25.6%
Total Food and beverage	34.6	41.9	-17.5%
Restaurant food	22.8	28.4	-19.8%
Dinner shows and cruises	1.7	3.8	-54.1%
Groceries and snacks	10.1	9.7	3.7%
Entertainment & Recreation	11.5	17.4	-33.6%
Attractions/entertainment	2.1	6.1	-65.5%
Recreation	6.3	5.5	13.4%
Other activities & tours	3.2	5.8	-45.2%
Total Transportation	13.0	20.3	-35.9%
Interisland airfare	0.7	2.6	-72.2%
Ground transportation	0.5	2.0	-72.5%
Rental vehicles	10.9	14.6	-25.7%
Gasoline, parking, etc.	0.9	1.1	-22.5%
Total Shopping	16.0	23.8	-33.0%
Fashion and clothing	6.5	9.6	-32.8%
Jewelry and watches	1.8	2.9	-35.9%
Cosmetics, perfume	0.4	0.8	-53.5%
Leather goods	1.5	3.6	-58.3%
Hawai'i food products	2.2	3.5	-39.0%
Souvenirs	3.7	3.4	6.4%
Total Lodging	74.9	95.4	-21.4%
All other expenses *	3.0	6.9	-55.8%

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

N/A=Direct air service from most flights to Hawai'i have been suspended since March 26, 2020 due to COVID-19.

Spending data for January 2021 were from U.S. West, U.S. East, Japan and Canada visitors. Spending data by visitors from other markets were not available.

Source: Hawai'i Tourism Authority

**U.S. Total Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	158.2	202.0	-21.7%
Total Food and beverage	35.4	40.3	-12.1%
Restaurant food	23.4	26.3	-10.9%
Dinner shows and cruises	1.9	4.2	-56.0%
Groceries and snacks	10.1	9.8	3.7%
Entertainment & Recreation	12.1	16.9	-28.0%
Attractions/entertainment	12.1	16.9	-28.0%
Recreation	12.1	16.9	-28.0%
Other activities & tours	12.1	16.9	-28.0%
Total Transportation	13.3	21.6	-38.3%
Interisland airfare	0.6	2.9	-79.1%
Ground transportation	0.5	1.2	-53.5%
Rental vehicles	11.3	16.3	-30.6%
Gasoline, parking, etc.	0.9	1.3	-31.1%
Total Shopping	16.7	16.2	3.1%
Fashion and clothing	6.8	6.2	9.9%
Jewelry and watches	2.0	2.8	-27.9%
Cosmetics, perfume	0.3	0.2	71.9%
Leather goods	1.5	1.2	26.2%
Hawai'i food products	2.2	2.6	-15.6%
Souvenirs	3.9	3.3	18.5%
Total Lodging	77.3	100.1	-22.7%
All other expenses *	3.2	7.0	-53.4%

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

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Source: Hawai'i Tourism Authority

**U.S. West Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	153.3	186.3	-17.7%
Total Food and beverage	32.2	38.2	-15.8%
Restaurant food	20.3	24.2	-16.3%
Dinner shows and cruises	1.8	3.6	-51.6%
Groceries and snacks	10.2	10.4	-2.1%
Entertainment & Recreation	9.6	14.3	-32.5%
Attractions/entertainment	2.2	3.8	-41.3%
Recreation	4.9	5.7	-12.8%
Other activities & tours	2.5	4.8	-48.7%
Total Transportation	13.4	20.2	-33.6%
Interisland airfare	0.6	2.4	-76.8%
Ground transportation	0.5	0.9	-48.0%
Rental vehicles	11.6	15.7	-25.8%
Gasoline, parking, etc.	0.8	1.2	-39.1%
Total Shopping	15.9	15.8	0.5%
Fashion and clothing	6.3	6.2	2.0%
Jewelry and watches	1.9	2.2	-15.2%
Cosmetics, perfume	0.4	0.2	151.8%
Leather goods	1.7	1.4	25.9%
Hawai'i food products	2.2	2.7	-19.3%
Souvenirs	3.4	3.2	6.5%
Total Lodging	79.1	94.2	-16.0%
All other expenses *	3.0	3.5	-12.6%

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

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Source: Hawai'i Tourism Authority

**U.S. East Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	166.9	225.4	-25.9%
Total Food and beverage	41.2	43.4	-5.1%
Restaurant food	29.0	29.4	-1.1%
Dinner shows and cruises	2.1	5.2	-60.0%
Groceries and snacks	10.1	8.9	13.6%
Entertainment & Recreation	16.6	20.7	-19.8%
Attractions/entertainment	2.2	6.1	-63.2%
Recreation	9.3	6.9	35.8%
Other activities & tours	5.0	7.7	-34.9%
Total Transportation	13.2	23.7	-44.3%
Interisland airfare	0.7	3.5	-81.1%
Ground transportation	0.7	1.6	-56.5%
Rental vehicles	10.8	17.3	-37.7%
Gasoline, parking, etc.	1.1	1.3	-17.2%
Total Shopping	18.2	16.8	8.1%
Fashion and clothing	7.6	6.2	23.9%
Jewelry and watches	2.2	3.6	-38.3%
Cosmetics, perfume	0.2	0.3	-15.0%
Leather goods	1.2	1.0	21.5%
Hawai'i food products	2.3	2.5	-9.4%
Souvenirs	4.7	3.3	39.6%
Total Lodging	74.2	108.7	-31.7%
All other expenses *	3.6	12.1	-70.4%

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

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Source: Hawai'i Tourism Authority

**Japan Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	203.5	239.9	-15.2%
Total Food and beverage	48.1	52.1	-7.8%
Restaurant food	26.3	39.4	-33.3%
Dinner shows and cruises	2.0	3.2	-37.9%
Groceries and snacks	19.8	9.5	107.8%
Entertainment & Recreation	17.4	17.7	-1.3%
Attractions/entertainment	3.4	6.3	-47.0%
Recreation	13.8	3.9	248.5%
Other activities & tours	0.3	7.4	-95.8%
Total Transportation	11.3	13.2	-14.2%
Interisland airfare	0.2	1.3	-86.1%
Ground transportation	1.5	5.7	-74.2%
Rental vehicles	7.1	5.5	29.5%
Gasoline, parking, etc.	2.5	0.7	282.5%
Total Shopping	26.7	67.7	-60.5%
Fashion and clothing	12.2	20.8	-41.1%
Jewelry and watches	1.6	6.5	-75.1%
Cosmetics, perfume	1.5	4.1	-63.0%
Leather goods	4.0	17.8	-77.3%
Hawai'i food products	4.7	12.2	-61.8%
Souvenirs	2.7	6.2	-57.5%
Total Lodging	99.2	80.8	22.8%
All other expenses *	0.8	8.5	-90.9%

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

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Source: Hawai'i Tourism Authority

**Canada Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	171.8	175.6	-2.1%
Total Food and beverage	45.9	36.3	26.4%
Restaurant food	29.5	21.8	35.2%
Dinner shows and cruises	0.3	1.9	-82.7%
Groceries and snacks	16.1	12.6	28.0%
Entertainment & Recreation	6.7	14.8	-54.3%
Attractions/entertainment	0.3	4.2	-93.9%
Recreation	5.0	6.3	-21.3%
Other activities & tours	1.5	4.3	-64.4%
Total Transportation	19.8	20.8	-4.9%
Interisland airfare	4.6	1.2	273.3%
Ground transportation	1.1	0.8	36.2%
Rental vehicles	12.1	17.3	-30.1%
Gasoline, parking, etc.	2.0	1.5	31.2%
Total Shopping	11.0	13.2	-17.3%
Fashion and clothing	4.1	7.5	-45.7%
Jewelry and watches	0.1	1.1	-90.7%
Cosmetics, perfume	1.3	0.3	336.5%
Leather goods	1.3	0.5	157.2%
Hawai'i food products	2.2	1.7	28.9%
Souvenirs	2.0	2.1	-6.1%
Total Lodging	86.9	86.6	0.3%
All other expenses *	1.6	3.8	-58.0%

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

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Source: Hawai'i Tourism Authority

**Korea Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	N/A	258.8	N/A
Total Food and beverage	N/A	57.1	N/A
Restaurant food	N/A	41.4	N/A
Dinner shows and cruises	N/A	5.0	N/A
Groceries and snacks	N/A	10.6	N/A
Entertainment & Recreation	N/A	26.6	N/A
Attractions/entertainment	N/A	12.3	N/A
Recreation	N/A	9.1	N/A
Other activities & tours	N/A	5.3	N/A
Total Transportation	N/A	27.3	N/A
Interisland airfare	N/A	7.4	N/A
Ground transportation	N/A	2.3	N/A
Rental vehicles	N/A	16.2	N/A
Gasoline, parking, etc.	N/A	1.3	N/A
Total Shopping	N/A	57.0	N/A
Fashion and clothing	N/A	15.8	N/A
Jewelry and watches	N/A	1.3	N/A
Cosmetics, perfume	N/A	0.8	N/A
Leather goods	N/A	26.9	N/A
Hawai'i food products	N/A	5.1	N/A
Souvenirs	N/A	7.0	N/A
Total Lodging	N/A	88.3	N/A
All other expenses *	N/A	2.5	N/A

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

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Source: Hawai'i Tourism Authority

**Australia Visitor Personal Daily Spending by Category:
January 2021P YTD vs. January 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P January YTD	2020P January YTD	% change
GRAND TOTAL	N/A	267.2	N/A
Total Food and beverage	N/A	56.0	N/A
Restaurant food	N/A	42.3	N/A
Dinner shows and cruises	N/A	5.1	N/A
Groceries and snacks	N/A	8.6	N/A
Entertainment & Recreation	N/A	27.3	N/A
Attractions/entertainment	N/A	12.9	N/A
Recreation	N/A	3.8	N/A
Other activities & tours	N/A	10.6	N/A
Total Transportation	N/A	17.2	N/A
Interisland airfare	N/A	2.8	N/A
Ground transportation	N/A	5.2	N/A
Rental vehicles	N/A	8.5	N/A
Gasoline, parking, etc.	N/A	0.7	N/A
Total Shopping	N/A	49.3	N/A
Fashion and clothing	N/A	35.3	N/A
Jewelry and watches	N/A	3.8	N/A
Cosmetics, perfume	N/A	2.0	N/A
Leather goods	N/A	3.3	N/A
Hawai'i food products	N/A	0.9	N/A
Souvenirs	N/A	3.9	N/A
Total Lodging	N/A	104.9	N/A
All other expenses *	N/A	12.5	N/A

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

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Source: Hawai'i Tourism Authority