

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

Expenditure Type	2021P February YTD	2020P February YTD	% change
GRAND TOTAL	152.3	204.1	-25.4%
Total Food and beverage	33.9	41.8	-18.8%
Restaurant food	22.0	28.2	-21.9%
Dinner shows and cruises	2.0	3.9	-48.8%
Groceries and snacks	9.9	9.7	2.2%
Entertainment & Recreation	12.0	16.2	-26.4%
Attractions/entertainment	2.2	5.5	-59.4%
Recreation	6.1	5.3	14.0%
Other activities & tours	3.6	5.4	-32.6%
Total Transportation	13.7	20.6	-33.6%
Interisland airfare	0.6	2.7	-76.0%
Ground transportation	0.6	1.8	-65.7%
Rental vehicles	11.5	14.9	-22.6%
Gasoline, parking, etc.	0.9	1.2	-26.1%
Total Shopping	16.5	23.3	-29.0%
Fashion and clothing	7.0	9.0	-22.7%
Jewelry and watches	1.9	2.6	-27.1%
Cosmetics, perfume	0.4	0.9	-62.2%
Leather goods	1.7	3.5	-50.2%
Hawai'i food products	2.2	3.7	-38.9%
Souvenirs	3.3	3.6	-6.9%
Total Lodging	72.6	95.0	-23.5%
All other expenses *	3.6	7.3	-50.0%

*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 and February 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:
February 2021P YTD vs. February 2020P YTD
(Arrivals by air, in dollars)**

Expenditure Type	2021P	2020P	% change
	February YTD	February YTD	
GRAND TOTAL	157.0	201.0	-21.9%
Total Food and beverage	34.8	40.1	-13.1%
Restaurant food	22.7	26.4	-14.2%
Dinner shows and cruises	2.1	3.9	-46.8%
Groceries and snacks	10.1	9.7	3.5%
Entertainment & Recreation	12.5	15.9	-21.8%
Attractions/entertainment	12.5	15.9	-21.8%
Recreation	12.5	15.9	-21.8%
Other activities & tours	12.5	15.9	-21.8%
Total Transportation	14.1	21.9	-35.6%
Interisland airfare	0.6	3.0	-80.4%
Ground transportation	0.6	1.1	-42.4%
Rental vehicles	12.0	16.5	-27.3%
Gasoline, parking, etc.	0.9	1.3	-30.6%
Total Shopping	17.1	16.4	4.3%
Fashion and clothing	7.2	6.2	16.2%
Jewelry and watches	2.0	2.4	-18.4%
Cosmetics, perfume	0.3	0.3	-1.7%
Leather goods	1.8	1.4	27.8%
Hawai'i food products	2.3	2.7	-14.5%
Souvenirs	3.5	3.3	4.6%
Total Lodging	74.7	99.1	-24.6%
All other expenses *	3.8	7.6	-50.1%

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2021P	2020P	% change
	February YTD	February YTD	
GRAND TOTAL	155.2	187.0	-17.0%
Total Food and beverage	34.1	38.3	-10.9%
Restaurant food	21.4	24.6	-12.9%
Dinner shows and cruises	2.1	3.3	-36.7%
Groceries and snacks	10.6	10.4	2.1%
Entertainment & Recreation	11.1	13.6	-18.3%
Attractions/entertainment	2.3	3.9	-39.5%
Recreation	5.4	5.4	-0.9%
Other activities & tours	3.3	4.3	-21.2%
Total Transportation	13.7	20.3	-32.6%
Interisland airfare	0.5	2.3	-77.0%
Ground transportation	0.6	0.9	-34.1%
Rental vehicles	11.8	16.0	-26.2%
Gasoline, parking, etc.	0.8	1.2	-30.5%
Total Shopping	17.1	16.3	4.9%
Fashion and clothing	7.1	6.2	14.2%
Jewelry and watches	2.1	2.0	1.9%
Cosmetics, perfume	0.3	0.4	-33.7%
Leather goods	2.0	1.8	10.6%
Hawai'i food products	2.5	2.7	-10.2%
Souvenirs	3.2	3.1	3.0%
Total Lodging	75.8	94.6	-19.9%
All other expenses *	3.5	3.9	-12.1%

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2021P	2020P	% change
	February YTD	February YTD	
GRAND TOTAL	160.5	222.5	-27.9%
Total Food and beverage	36.3	42.9	-15.3%
Restaurant food	25.2	29.2	-13.9%
Dinner shows and cruises	2.1	4.8	-57.6%
Groceries and snacks	9.1	8.8	3.5%
Entertainment & Recreation	15.2	19.6	-22.2%
Attractions/entertainment	2.3	5.6	-58.0%
Recreation	8.1	6.6	22.8%
Other activities & tours	4.8	7.4	-35.2%
Total Transportation	14.8	24.2	-38.7%
Interisland airfare	0.7	4.1	-82.6%
Ground transportation	0.8	1.4	-48.2%
Rental vehicles	12.4	17.3	-28.3%
Gasoline, parking, etc.	1.0	1.4	-29.0%
Total Shopping	17.0	16.5	3.3%
Fashion and clothing	7.4	6.2	19.9%
Jewelry and watches	1.8	3.1	-40.2%
Cosmetics, perfume	0.5	0.2	95.0%
Leather goods	1.3	0.7	79.1%
Hawai'i food products	2.0	2.6	-24.5%
Souvenirs	4.1	3.7	10.4%
Total Lodging	72.6	106.0	-31.5%
All other expenses *	4.5	13.3	-66.1%

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2021P February YTD	2020P February YTD	% change
GRAND TOTAL	202.3	240.7	-15.9%
Total Food and beverage	42.2	53.0	-20.4%
Restaurant food	24.1	39.9	-39.6%
Dinner shows and cruises	1.5	3.5	-58.1%
Groceries and snacks	16.6	9.6	73.3%
Entertainment & Recreation	17.2	18.8	-8.6%
Attractions/entertainment	4.4	6.8	-35.6%
Recreation	12.0	4.1	191.9%
Other activities & tours	0.9	7.9	-89.1%
Total Transportation	12.0	12.8	-6.5%
Interisland airfare	0.2	1.4	-89.2%
Ground transportation	1.7	6.1	-71.7%
Rental vehicles	7.9	4.7	66.8%
Gasoline, parking, etc.	2.2	0.6	269.0%
Total Shopping	29.1	66.1	-55.9%
Fashion and clothing	12.5	19.4	-35.7%
Jewelry and watches	3.4	6.4	-47.5%
Cosmetics, perfume	1.5	4.2	-64.2%
Leather goods	4.6	16.9	-72.7%
Hawai'i food products	4.8	13.1	-63.6%
Souvenirs	2.4	6.1	-60.1%
Total Lodging	97.4	80.7	20.6%
All other expenses *	4.4	9.1	-52.0%

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2021P February YTD	2020P February YTD	% change
GRAND TOTAL	170.9	179.1	-4.6%
Total Food and beverage	44.9	36.1	24.2%
Restaurant food	27.5	21.6	27.0%
Dinner shows and cruises	0.3	2.4	-88.0%
Groceries and snacks	17.1	12.1	41.7%
Entertainment & Recreation	6.5	13.1	-50.3%
Attractions/entertainment	0.3	4.1	-91.8%
Recreation	4.8	5.3	-10.4%
Other activities & tours	1.4	3.7	-62.2%
Total Transportation	19.0	20.3	-6.7%
Interisland airfare	4.0	1.0	290.2%
Ground transportation	1.0	0.9	12.4%
Rental vehicles	12.1	17.0	-28.9%
Gasoline, parking, etc.	1.9	1.4	32.6%
Total Shopping	12.2	13.4	-9.2%
Fashion and clothing	4.8	7.3	-34.3%
Jewelry and watches	0.4	1.1	-59.7%
Cosmetics, perfume	1.1	0.3	313.6%
Leather goods	1.9	0.4	383.9%
Hawai'i food products	2.2	1.9	19.1%
Souvenirs	1.8	2.6	-31.3%
Total Lodging	86.5	91.6	-5.5%
All other expenses *	1.9	4.7	-58.8%

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2021P February YTD	2020P February YTD	% change
GRAND TOTAL	N/A	257.5	N/A
Total Food and beverage	N/A	57.8	N/A
Restaurant food	N/A	44.2	N/A
Dinner shows and cruises	N/A	3.7	N/A
Groceries and snacks	N/A	9.8	N/A
Entertainment & Recreation	N/A	26.5	N/A
Attractions/entertainment	N/A	14.8	N/A
Recreation	N/A	6.8	N/A
Other activities & tours	N/A	4.9	N/A
Total Transportation	N/A	23.1	N/A
Interisland airfare	N/A	5.5	N/A
Ground transportation	N/A	2.2	N/A
Rental vehicles	N/A	14.2	N/A
Gasoline, parking, etc.	N/A	1.1	N/A
Total Shopping	N/A	63.5	N/A
Fashion and clothing	N/A	16.1	N/A
Jewelry and watches	N/A	1.8	N/A
Cosmetics, perfume	N/A	2.5	N/A
Leather goods	N/A	29.9	N/A
Hawai'i food products	N/A	6.4	N/A
Souvenirs	N/A	6.7	N/A
Total Lodging	N/A	83.8	N/A
All other expenses *	N/A	2.9	N/A

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

Source: Hawai'i Tourism Authority

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

Expenditure Type	2021P February YTD	2020P February YTD	% change
GRAND TOTAL	N/A	263.7	N/A
Total Food and beverage	N/A	57.9	N/A
Restaurant food	N/A	43.5	N/A
Dinner shows and cruises	N/A	4.9	N/A
Groceries and snacks	N/A	9.6	N/A
Entertainment & Recreation	N/A	25.7	N/A
Attractions/entertainment	N/A	11.6	N/A
Recreation	N/A	3.4	N/A
Other activities & tours	N/A	10.7	N/A
Total Transportation	N/A	17.2	N/A
Interisland airfare	N/A	2.7	N/A
Ground transportation	N/A	4.5	N/A
Rental vehicles	N/A	9.2	N/A
Gasoline, parking, etc.	N/A	0.8	N/A
Total Shopping	N/A	48.1	N/A
Fashion and clothing	N/A	32.6	N/A
Jewelry and watches	N/A	3.8	N/A
Cosmetics, perfume	N/A	2.4	N/A
Leather goods	N/A	3.8	N/A
Hawai'i food products	N/A	1.6	N/A
Souvenirs	N/A	3.9	N/A
Total Lodging	N/A	104.5	N/A
All other expenses *	N/A	10.3	N/A

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

Source: Hawai'i Tourism Authority