

# VISITOR SPENDING BY CATEGORY

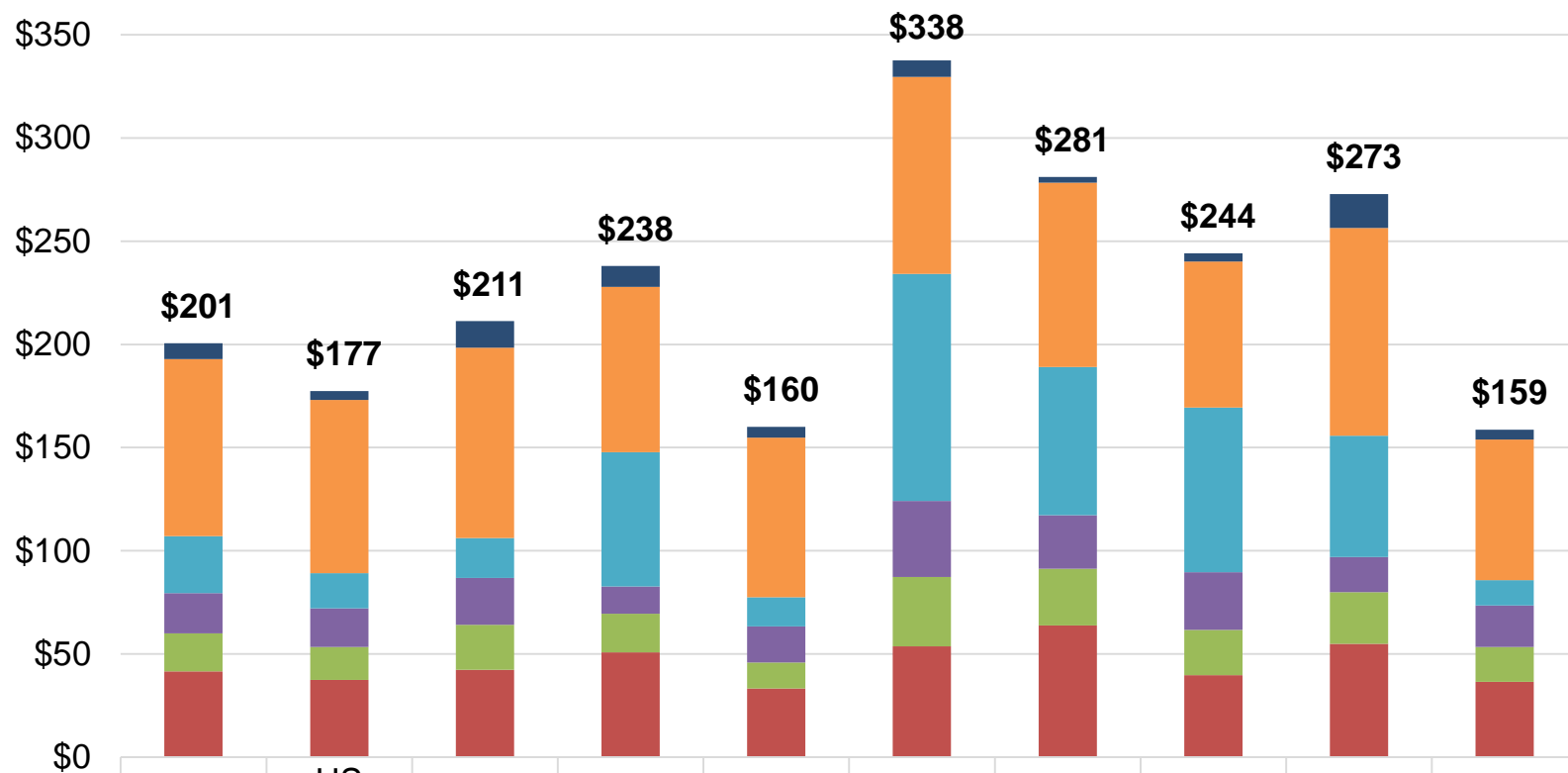
Presented to PATA TTRA  
February 8, 2018  
Jennifer Chun

HAWAII TOURISM

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AUTHORITY

# Personal Daily Visitor Spending by Category by Market – 2017P

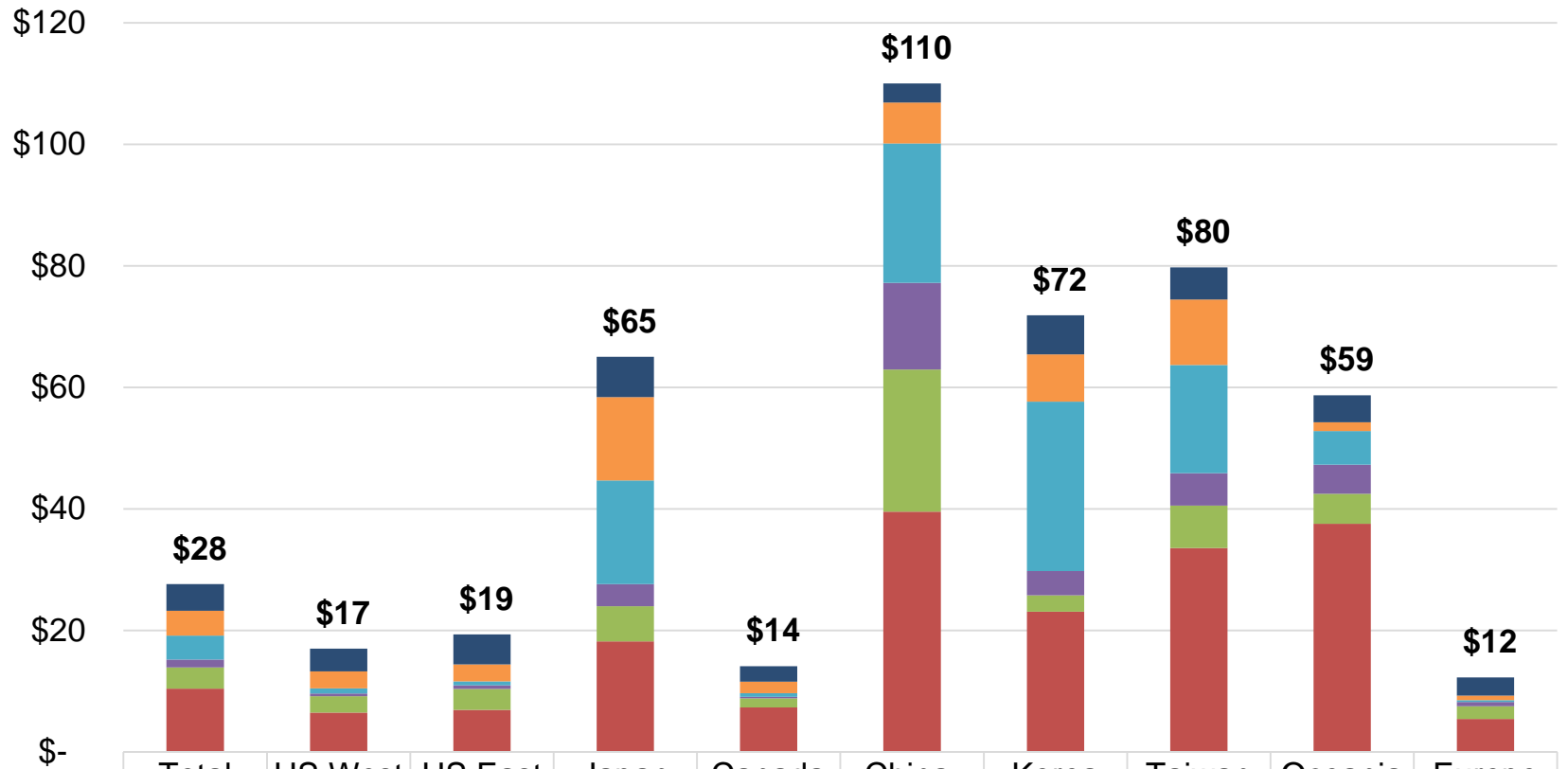


	Total	US West	US East	Japan	Canada	China	Korea	Taiwan	Oceania	Europe
■ All Other Expenses **	\$8	\$4	\$13	\$10	\$5	\$8	\$3	\$4	\$16	\$5
■ Lodging	\$86	\$84	\$92	\$80	\$77	\$95	\$89	\$71	\$101	\$68
■ Shopping	\$28	\$17	\$19	\$65	\$14	\$110	\$72	\$80	\$59	\$12
■ Transportation	\$19	\$19	\$23	\$13	\$18	\$37	\$26	\$28	\$17	\$20
■ Entertainment & Recreation	\$18	\$16	\$22	\$19	\$13	\$34	\$27	\$22	\$25	\$17
■ Food and Beverage	\$42	\$37	\$42	\$51	\$33	\$54	\$64	\$40	\$55	\$37
<b>TOTAL*</b>	<b>\$201</b>	<b>\$177</b>	<b>\$211</b>	<b>\$238</b>	<b>\$160</b>	<b>\$338</b>	<b>\$281</b>	<b>\$244</b>	<b>\$273</b>	<b>\$159</b>

\*Sums may not add up to total due to rounding.

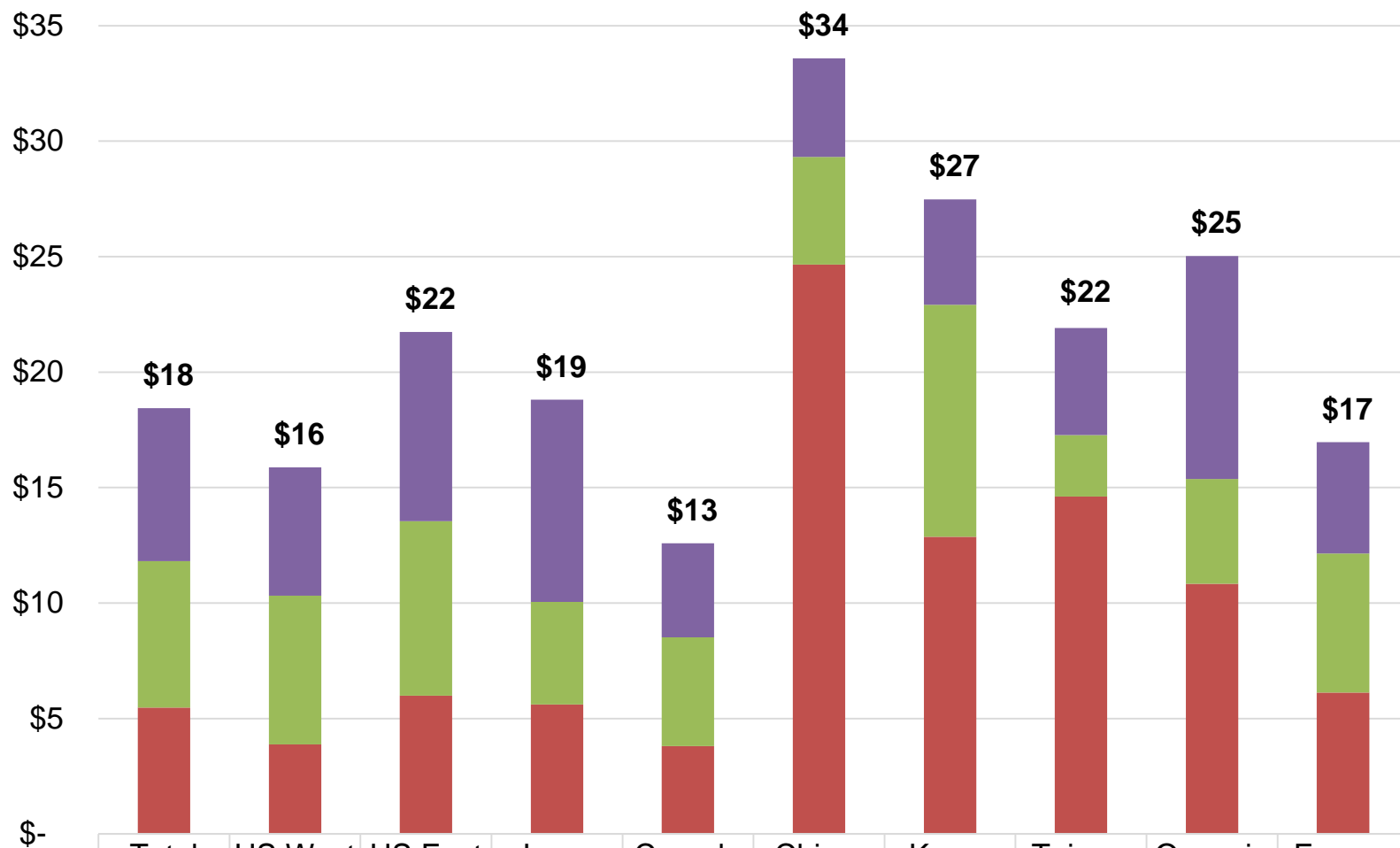
\*\*Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported cruise ships.

# Personal Daily Visitor Spending on Shopping by Market – 2017P



	Total	US West	US East	Japan	Canada	China	Korea	Taiwan	Oceania	Europe
■ Souvenirs	\$4	\$4	\$5	\$7	\$3	\$3	\$6	\$5	\$4	\$3
■ Hawai'i Food Products	\$4	\$3	\$3	\$14	\$2	\$7	\$8	\$11	\$1	\$1
■ Leather Goods	\$4	\$1	\$1	\$17	\$1	\$23	\$28	\$18	\$6	\$0
■ Cosmetics, Perfume	\$1	\$0	\$1	\$4	\$0	\$14	\$4	\$5	\$5	\$1
■ Jewelry and Watches	\$3	\$3	\$3	\$6	\$2	\$23	\$3	\$7	\$5	\$2
■ Fashion and Clothing	\$10	\$6	\$7	\$18	\$7	\$40	\$23	\$34	\$38	\$5
<b>TOTAL*</b>	<b>\$28</b>	<b>\$17</b>	<b>\$19</b>	<b>\$65</b>	<b>\$14</b>	<b>\$110</b>	<b>\$72</b>	<b>\$80</b>	<b>\$59</b>	<b>\$12</b>

# Personal Daily Visitor Spending on Entertainment and Recreation by Market - 2017P



Other Activities & Tours

Recreation

Attractions/Entertainment

TOTAL\*

Total

US West

US East

Japan

Canada

China

Korea

Taiwan

Oceania

Europe

\$7

\$6

\$8

\$9

\$4

\$4

\$5

\$5

\$10

\$3

\$5

\$10

\$5

\$6

\$6

\$6

\$8

\$4

\$5

\$5

\$10

\$3

\$5

\$11

\$5

\$6

\$5

\$4

\$6

\$6

\$4

\$25

\$13

\$15

\$11

\$6

\$18

\$16

\$22

\$19

\$13

\$34

\$27

\$22

\$25

\$17