

Table 7.24-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM THE U.S. WEST, U.S. EAST, AND JAPAN, TO THE STATE OF HAWAII, BY EXPENDITURE TYPE: 2007 AND 2008

(Arrivals by air)
(In dollars)

Expenditure type	U.S. West		U.S. East		Japan	
	2007	2008	2007	2008	2007	2008
All items	155.9	146.2	192.8	183.4	268.8	288.3
Total Food and beverage	32.3	32.4	36.0	37.7	42.9	45.2
Restaurant food	21.0	21.1	25.1	26.3	29.7	31.6
Dinner shows and cruises	3.7	3.0	4.4	4.5	5.3	5.3
Groceries and snacks	7.7	8.3	6.5	7.0	7.9	8.3
Entertainment & recreation	14.4	13.8	19.2	19.9	20.3	22.0
Total Transportation	17.6	15.3	22.0	18.8	11.7	11.4
Interisland airfare	5.0	1.7	7.9	3.9	3.6	3.0
Ground transportation	0.6	0.7	0.9	1.0	4.8	4.8
Rental vehicles	10.6	11.2	11.5	11.9	2.9	3.1
Gasoline, parking, etc.	1.4	1.7	1.6	2.0	0.4	0.4
Total shopping	20.1	19.0	23.2	21.2	94.7	100.8
Fashion and clothing	7.4	7.2	7.8	7.3	25.1	27.0
Jewelry and watches	4.7	4.3	5.6	5.1	11.8	12.9
Cosmetics, perfume	0.4	0.3	0.4	0.3	5.5	5.7
Leather goods	0.7	0.6	0.8	0.5	32.0	34.0
Hawaii food products	2.1	2.2	2.2	2.1	11.2	11.9
Souvenirs	4.7	4.4	6.5	6.0	9.1	9.3
Lodging	63.4	60.4	74.4	72.5	79.0	89.6
All other expenses	8.1	5.4	18.1	13.3	20.2	19.4

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

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, (annual).