

**Total Visitor Personal Daily Spending by Category:  
August 2024P vs. August 2023  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2024P<br>August | 2023<br>August | % change     | 2024P<br>August YTD | 2023<br>August YTD | % change     |
|---------------------------------------|-----------------|----------------|--------------|---------------------|--------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>248.3</b>    | <b>232.5</b>   | <b>6.8%</b>  | <b>246.4</b>        | <b>240.7</b>       | <b>2.4%</b>  |
| <b>Total Food and beverage</b>        | <b>53.7</b>     | <b>50.3</b>    | <b>6.6%</b>  | <b>51.5</b>         | <b>50.2</b>        | <b>2.6%</b>  |
| Restaurant food                       | 36.0            | 33.0           | 9.0%         | 34.3                | 32.9               | 4.3%         |
| Dinner shows and cruises              | 5.6             | 6.3            | -10.4%       | 5.0                 | 5.7                | -12.1%       |
| Groceries and snacks                  | 12.1            | 11.1           | 9.0%         | 12.2                | 11.6               | 5.1%         |
| <b>Entertainment &amp; Recreation</b> | <b>24.6</b>     | <b>23.0</b>    | <b>7.0%</b>  | <b>23.4</b>         | <b>22.2</b>        | <b>5.3%</b>  |
| Attractions/entertainment             | 7.0             | 6.8            | 3.3%         | 7.1                 | 6.7                | 6.5%         |
| Recreation                            | 9.8             | 7.7            | 27.2%        | 8.3                 | 7.8                | 7.2%         |
| Other activities & tours              | 7.8             | 8.5            | -8.4%        | 7.9                 | 7.7                | 2.4%         |
| <b>Total Transportation</b>           | <b>23.5</b>     | <b>20.8</b>    | <b>12.5%</b> | <b>22.8</b>         | <b>23.4</b>        | <b>-2.5%</b> |
| Interisland airfare                   | 1.8             | 1.7            | 2.2%         | 2.2                 | 1.7                | 27.2%        |
| Ground transportation                 | 2.2             | 1.9            | 16.2%        | 2.2                 | 2.0                | 5.4%         |
| Rental vehicles                       | 17.7            | 15.7           | 12.6%        | 16.9                | 18.1               | -6.5%        |
| Gasoline, parking, etc.               | 1.8             | 1.5            | 19.4%        | 1.5                 | 1.5                | 0.3%         |
| <b>Total Shopping</b>                 | <b>28.5</b>     | <b>24.4</b>    | <b>17.1%</b> | <b>24.5</b>         | <b>23.8</b>        | <b>2.7%</b>  |
| Fashion and clothing                  | 10.4            | 10.2           | 1.7%         | 9.8                 | 9.8                | -0.3%        |
| Jewelry and watches                   | 3.5             | 2.1            | 66.0%        | 2.8                 | 2.8                | 1.6%         |
| Cosmetics, perfume                    | 2.9             | 0.8            | 282.9%       | 0.9                 | 0.7                | 33.6%        |
| Leather goods                         | 1.5             | 2.5            | -38.4%       | 1.8                 | 2.2                | -19.2%       |
| Hawai'i food products                 | 4.1             | 4.0            | 2.1%         | 4.0                 | 3.6                | 9.6%         |
| Souvenirs                             | 6.2             | 4.9            | 27.0%        | 5.2                 | 4.7                | 10.1%        |
| <b>Total Lodging</b>                  | <b>109.0</b>    | <b>106.1</b>   | <b>2.7%</b>  | <b>115.8</b>        | <b>112.5</b>       | <b>2.9%</b>  |
| <b>All other expenses *</b>           | <b>9.0</b>      | <b>7.9</b>     | <b>14.8%</b> | <b>8.4</b>          | <b>8.5</b>         | <b>-1.6%</b> |

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

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Source: Department of Business, Economic Development & Tourism

**Total Visitor Personal Daily Spending by Category:  
August 2024P vs. August 2019  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2024P<br>August | 2019<br>August | % change     | 2024P<br>August YTD | 2019<br>August YTD | % change     |
|---------------------------------------|-----------------|----------------|--------------|---------------------|--------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>248.3</b>    | <b>191.7</b>   | <b>29.5%</b> | <b>246.4</b>        | <b>195.2</b>       | <b>26.2%</b> |
| <b>Total Food and beverage</b>        | <b>53.7</b>     | <b>40.7</b>    | <b>31.9%</b> | <b>51.5</b>         | <b>40.8</b>        | <b>26.5%</b> |
| Restaurant food                       | 36.0            | 27.5           | 30.7%        | 34.3                | 27.0               | 27.0%        |
| Dinner shows and cruises              | 5.6             | 4.2            | 33.5%        | 5.0                 | 4.2                | 19.7%        |
| Groceries and snacks                  | 12.1            | 9.0            | 34.9%        | 12.2                | 9.5                | 28.3%        |
| <b>Entertainment &amp; Recreation</b> | <b>24.6</b>     | <b>18.4</b>    | <b>34.2%</b> | <b>23.4</b>         | <b>17.9</b>        | <b>30.3%</b> |
| Attractions/entertainment             | 7.0             | 5.7            | 22.6%        | 7.1                 | 5.6                | 27.1%        |
| Recreation                            | 9.8             | 6.5            | 50.0%        | 8.3                 | 6.1                | 36.2%        |
| Other activities & tours              | 7.8             | 6.2            | 26.7%        | 7.9                 | 6.3                | 26.0%        |
| <b>Total Transportation</b>           | <b>23.5</b>     | <b>19.7</b>    | <b>18.8%</b> | <b>22.8</b>         | <b>19.4</b>        | <b>17.4%</b> |
| Interisland airfare                   | 1.8             | 3.2            | -43.5%       | 2.2                 | 2.6                | -16.4%       |
| Ground transportation                 | 2.2             | 1.8            | 24.7%        | 2.2                 | 1.8                | 18.7%        |
| Rental vehicles                       | 17.7            | 13.5           | 30.8%        | 16.9                | 13.7               | 23.1%        |
| Gasoline, parking, etc.               | 1.8             | 1.3            | 37.6%        | 1.5                 | 1.3                | 20.2%        |
| <b>Total Shopping</b>                 | <b>28.5</b>     | <b>24.7</b>    | <b>15.3%</b> | <b>24.5</b>         | <b>24.9</b>        | <b>-1.8%</b> |
| Fashion and clothing                  | 10.4            | 9.8            | 5.9%         | 9.8                 | 9.7                | 0.7%         |
| Jewelry and watches                   | 3.5             | 2.6            | 32.7%        | 2.8                 | 3.0                | -5.9%        |
| Cosmetics, perfume                    | 2.9             | 0.9            | 233.3%       | 0.9                 | 1.1                | -15.1%       |
| Leather goods                         | 1.5             | 4.1            | -62.6%       | 1.8                 | 3.4                | -48.0%       |
| Hawai'i food products                 | 4.1             | 3.6            | 13.7%        | 4.0                 | 3.7                | 6.8%         |
| Souvenirs                             | 6.2             | 3.8            | 62.0%        | 5.2                 | 4.0                | 28.8%        |
| <b>Total Lodging</b>                  | <b>109.0</b>    | <b>81.2</b>    | <b>34.3%</b> | <b>115.8</b>        | <b>85.1</b>        | <b>36.2%</b> |
| <b>All other expenses *</b>           | <b>9.0</b>      | <b>7.0</b>     | <b>29.1%</b> | <b>8.4</b>          | <b>7.1</b>         | <b>17.6%</b> |

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Source: Department of Business, Economic Development & Tourism

**U.S. Total Visitor Personal Daily Spending by Category:  
August 2024P vs. August 2023  
(Arrivals by air, in dollars)**

| <b>Expenditure Type</b>               | <b>2024P<br/>August</b> | <b>2023<br/>August</b> | <b>% change</b> | <b>2024P<br/>August YTD</b> | <b>2023<br/>August YTD</b> | <b>% change</b> |
|---------------------------------------|-------------------------|------------------------|-----------------|-----------------------------|----------------------------|-----------------|
| <b>GRAND TOTAL</b>                    | <b>241.7</b>            | <b>224.8</b>           | <b>7.5%</b>     | <b>245.9</b>                | <b>238.8</b>               | <b>3.0%</b>     |
| <b>Total Food and beverage</b>        | <b>52.0</b>             | <b>45.4</b>            | <b>14.6%</b>    | <b>50.4</b>                 | <b>48.8</b>                | <b>3.4%</b>     |
| Restaurant food                       | 34.2                    | 28.2                   | 21.4%           | 33.0                        | 31.3                       | 5.7%            |
| Dinner shows and cruises              | 5.7                     | 6.3                    | -9.5%           | 5.3                         | 6.1                        | -13.4%          |
| Groceries and snacks                  | 12.1                    | 10.9                   | 10.8%           | 12.1                        | 11.4                       | 6.2%            |
| <b>Entertainment &amp; Recreation</b> | <b>26.2</b>             | <b>23.1</b>            | <b>13.6%</b>    | <b>23.7</b>                 | <b>22.3</b>                | <b>6.1%</b>     |
| Attractions/entertainment             | 7.4                     | 5.5                    | 34.0%           | 6.4                         | 6.1                        | 4.0%            |
| Recreation                            | 11.3                    | 8.8                    | 27.5%           | 9.2                         | 8.3                        | 10.1%           |
| Other activities & tours              | 7.5                     | 8.7                    | -13.4%          | 8.2                         | 7.9                        | 3.5%            |
| <b>Total Transportation</b>           | <b>22.6</b>             | <b>20.3</b>            | <b>11.7%</b>    | <b>23.0</b>                 | <b>23.6</b>                | <b>-2.6%</b>    |
| Interisland airfare                   | 1.7                     | 1.7                    | -1.3%           | 2.1                         | 1.7                        | 28.8%           |
| Ground transportation                 | 1.5                     | 1.3                    | 13.3%           | 1.6                         | 1.5                        | 4.4%            |
| Rental vehicles                       | 17.8                    | 15.8                   | 12.1%           | 17.9                        | 19.0                       | -6.1%           |
| Gasoline, parking, etc.               | 1.7                     | 1.4                    | 20.5%           | 1.5                         | 1.5                        | 0.9%            |
| <b>Total Shopping</b>                 | <b>23.5</b>             | <b>20.5</b>            | <b>14.7%</b>    | <b>21.6</b>                 | <b>21.4</b>                | <b>1.0%</b>     |
| Fashion and clothing                  | 8.9                     | 8.2                    | 8.6%            | 8.2                         | 8.2                        | 0.7%            |
| Jewelry and watches                   | 4.1                     | 2.1                    | 92.5%           | 3.2                         | 2.9                        | 10.5%           |
| Cosmetics, perfume                    | 0.8                     | 0.5                    | 81.2%           | 0.5                         | 0.5                        | -4.5%           |
| Leather goods                         | 1.0                     | 1.2                    | -18.1%          | 1.4                         | 1.6                        | -13.6%          |
| Hawai'i food products                 | 3.7                     | 3.6                    | 3.3%            | 3.4                         | 3.4                        | -0.4%           |
| Souvenirs                             | 4.9                     | 4.9                    | 1.0%            | 4.9                         | 4.7                        | 2.4%            |
| <b>Total Lodging</b>                  | <b>108.4</b>            | <b>108.3</b>           | <b>0.1%</b>     | <b>118.3</b>                | <b>113.9</b>               | <b>3.9%</b>     |
| <b>All other expenses *</b>           | <b>9.1</b>              | <b>7.4</b>             | <b>23.2%</b>    | <b>8.9</b>                  | <b>8.8</b>                 | <b>0.4%</b>     |

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|---------------------------------------|-------------------------|------------------------|-----------------|-----------------------------|----------------------------|-----------------|
| <b>GRAND TOTAL</b>                    | <b>241.7</b>            | <b>180.7</b>           | <b>33.7%</b>    | <b>245.9</b>                | <b>186.3</b>               | <b>32.0%</b>    |
| <b>Total Food and beverage</b>        | <b>52.0</b>             | <b>38.5</b>            | <b>35.0%</b>    | <b>50.4</b>                 | <b>38.6</b>                | <b>30.6%</b>    |
| Restaurant food                       | 34.2                    | 24.7                   | 38.2%           | 33.0                        | 25.1                       | 31.9%           |
| Dinner shows and cruises              | 5.7                     | 4.9                    | 16.5%           | 5.3                         | 4.3                        | 21.0%           |
| Groceries and snacks                  | 12.1                    | 8.9                    | 36.2%           | 12.1                        | 9.2                        | 31.7%           |
| <b>Entertainment &amp; Recreation</b> | <b>26.2</b>             | <b>17.4</b>            | <b>50.5%</b>    | <b>23.7</b>                 | <b>17.7</b>                | <b>34.0%</b>    |
| Attractions/entertainment             | 7.4                     | 4.4                    | 68.3%           | 6.4                         | 4.8                        | 32.1%           |
| Recreation                            | 11.3                    | 7.4                    | 51.7%           | 9.2                         | 6.8                        | 34.5%           |
| Other activities & tours              | 7.5                     | 5.6                    | 35.0%           | 8.2                         | 6.1                        | 35.0%           |
| <b>Total Transportation</b>           | <b>22.6</b>             | <b>19.9</b>            | <b>13.6%</b>    | <b>23.0</b>                 | <b>19.8</b>                | <b>16.2%</b>    |
| Interisland airfare                   | 1.7                     | 2.8                    | -40.1%          | 2.1                         | 2.4                        | -11.7%          |
| Ground transportation                 | 1.5                     | 0.9                    | 69.8%           | 1.6                         | 1.0                        | 62.9%           |
| Rental vehicles                       | 17.8                    | 14.8                   | 19.9%           | 17.9                        | 15.1                       | 18.1%           |
| Gasoline, parking, etc.               | 1.7                     | 1.4                    | 21.8%           | 1.5                         | 1.3                        | 11.7%           |
| <b>Total Shopping</b>                 | <b>23.5</b>             | <b>16.5</b>            | <b>42.0%</b>    | <b>21.6</b>                 | <b>16.8</b>                | <b>29.0%</b>    |
| Fashion and clothing                  | 8.9                     | 6.3                    | 40.9%           | 8.2                         | 6.5                        | 27.1%           |
| Jewelry and watches                   | 4.1                     | 2.2                    | 87.1%           | 3.2                         | 2.5                        | 26.2%           |
| Cosmetics, perfume                    | 0.8                     | 0.2                    | 230.8%          | 0.5                         | 0.4                        | 36.9%           |
| Leather goods                         | 1.0                     | 1.3                    | -22.4%          | 1.4                         | 0.9                        | 57.2%           |
| Hawai'i food products                 | 3.7                     | 2.7                    | 37.6%           | 3.4                         | 2.7                        | 27.7%           |
| Souvenirs                             | 4.9                     | 3.8                    | 30.1%           | 4.9                         | 3.8                        | 27.7%           |
| <b>Total Lodging</b>                  | <b>108.4</b>            | <b>82.1</b>            | <b>32.0%</b>    | <b>118.3</b>                | <b>86.9</b>                | <b>36.0%</b>    |
| <b>All other expenses *</b>           | <b>9.1</b>              | <b>6.3</b>             | <b>44.8%</b>    | <b>8.9</b>                  | <b>6.5</b>                 | <b>35.6%</b>    |

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|---------------------------------------|-------------------------|------------------------|-----------------|-----------------------------|----------------------------|-----------------|
| <b>GRAND TOTAL</b>                    | <b>230.1</b>            | <b>211.5</b>           | <b>8.8%</b>     | <b>233.8</b>                | <b>225.3</b>               | <b>3.8%</b>     |
| <b>Total Food and beverage</b>        | <b>51.3</b>             | <b>43.5</b>            | <b>17.9%</b>    | <b>49.4</b>                 | <b>47.4</b>                | <b>4.3%</b>     |
| Restaurant food                       | 33.9                    | 26.3                   | 28.9%           | 31.8                        | 29.7                       | 7.0%            |
| Dinner shows and cruises              | 4.8                     | 5.6                    | -13.4%          | 4.8                         | 5.5                        | -12.7%          |
| Groceries and snacks                  | 12.6                    | 11.7                   | 7.8%            | 12.8                        | 12.1                       | 5.7%            |
|                                       |                         |                        |                 |                             | <b>0.0</b>                 |                 |
| <b>Entertainment &amp; Recreation</b> | <b>23.6</b>             | <b>20.6</b>            | <b>14.4%</b>    | <b>21.7</b>                 | <b>19.6</b>                | <b>10.4%</b>    |
| Attractions/entertainment             | 6.1                     | 5.0                    | 22.2%           | 5.6                         | 5.0                        | 10.3%           |
| Recreation                            | 11.4                    | 8.0                    | 41.3%           | 8.8                         | 7.8                        | 13.9%           |
| Other activities & tours              | 6.1                     | 7.6                    | -19.3%          | 7.3                         | 6.8                        | 6.6%            |
|                                       |                         |                        |                 |                             | <b>0.0</b>                 |                 |
| <b>Total Transportation</b>           | <b>21.3</b>             | <b>19.0</b>            | <b>12.0%</b>    | <b>22.2</b>                 | <b>22.9</b>                | <b>-3.2%</b>    |
| Interisland airfare                   | 1.1                     | 0.9                    | 14.7%           | 1.6                         | 1.1                        | 45.0%           |
| Ground transportation                 | 1.3                     | 1.3                    | 0.3%            | 1.4                         | 1.4                        | -4.3%           |
| Rental vehicles                       | 17.3                    | 15.4                   | 12.7%           | 17.8                        | 19.0                       | -6.0%           |
| Gasoline, parking, etc.               | 1.6                     | 1.4                    | 14.0%           | 1.4                         | 1.5                        | -2.1%           |
|                                       |                         |                        |                 |                             | <b>0.0</b>                 |                 |
| <b>Total Shopping</b>                 | <b>22.2</b>             | <b>19.9</b>            | <b>11.1%</b>    | <b>21.5</b>                 | <b>21.1</b>                | <b>2.0%</b>     |
| Fashion and clothing                  | 9.0                     | 7.8                    | 16.0%           | 8.5                         | 8.0                        | 5.3%            |
| Jewelry and watches                   | 3.4                     | 2.0                    | 69.8%           | 3.3                         | 2.8                        | 19.8%           |
| Cosmetics, perfume                    | 0.7                     | 0.4                    | 65.9%           | 0.4                         | 0.5                        | -19.4%          |
| Leather goods                         | 0.8                     | 1.7                    | -53.9%          | 1.6                         | 1.7                        | -9.2%           |
| Hawai'i food products                 | 3.8                     | 3.7                    | 3.1%            | 3.4                         | 3.7                        | -6.2%           |
| Souvenirs                             | 4.4                     | 4.4                    | 1.1%            | 4.3                         | 4.4                        | -1.3%           |
| <b>Total Lodging</b>                  | <b>106.1</b>            | <b>103.6</b>           | <b>2.4%</b>     | <b>113.8</b>                | <b>108.9</b>               | <b>4.5%</b>     |
|                                       |                         |                        |                 |                             | <b>0.0</b>                 |                 |
| <b>All other expenses *</b>           | <b>5.6</b>              | <b>4.8</b>             | <b>17.7%</b>    | <b>5.2</b>                  | <b>5.4</b>                 | <b>-3.6%</b>    |

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|---------------------------------------|-----------------|----------------|--------------|---------------------|--------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>230.1</b>    | <b>167.4</b>   | <b>37.4%</b> | <b>233.8</b>        | <b>173.0</b>       | <b>35.1%</b> |
| <b>Total Food and beverage</b>        | <b>51.3</b>     | <b>36.0</b>    | <b>42.5%</b> | <b>49.4</b>         | <b>36.5</b>        | <b>35.3%</b> |
| Restaurant food                       | 33.9            | 22.1           | 53.6%        | 31.8                | 23.0               | 38.4%        |
| Dinner shows and cruises              | 4.8             | 4.7            | 3.2%         | 4.8                 | 3.9                | 23.9%        |
| Groceries and snacks                  | 12.6            | 9.3            | 35.7%        | 12.8                | 9.7                | 32.6%        |
| <b>Entertainment &amp; Recreation</b> | <b>23.6</b>     | <b>15.2</b>    | <b>54.7%</b> | <b>21.7</b>         | <b>15.3</b>        | <b>41.9%</b> |
| Attractions/entertainment             | 6.1             | 3.8            | 61.1%        | 5.6                 | 4.1                | 36.6%        |
| Recreation                            | 11.4            | 7.0            | 62.6%        | 8.8                 | 6.3                | 40.8%        |
| Other activities & tours              | 6.1             | 4.5            | 36.9%        | 7.3                 | 4.9                | 47.8%        |
| <b>Total Transportation</b>           | <b>21.3</b>     | <b>18.4</b>    | <b>16.2%</b> | <b>22.2</b>         | <b>18.6</b>        | <b>19.3%</b> |
| Interisland airfare                   | 1.1             | 1.8            | -41.0%       | 1.6                 | 1.7                | -4.5%        |
| Ground transportation                 | 1.3             | 0.7            | 74.4%        | 1.4                 | 0.8                | 61.1%        |
| Rental vehicles                       | 17.3            | 14.4           | 20.3%        | 17.8                | 14.9               | 19.6%        |
| Gasoline, parking, etc.               | 1.6             | 1.4            | 16.0%        | 1.4                 | 1.2                | 19.1%        |
| <b>Total Shopping</b>                 | <b>22.2</b>     | <b>15.7</b>    | <b>40.7%</b> | <b>21.5</b>         | <b>16.1</b>        | <b>33.6%</b> |
| Fashion and clothing                  | 9.0             | 6.1            | 48.4%        | 8.5                 | 6.3                | 34.6%        |
| Jewelry and watches                   | 3.4             | 2.1            | 63.7%        | 3.3                 | 2.4                | 36.5%        |
| Cosmetics, perfume                    | 0.7             | 0.2            | 272.9%       | 0.4                 | 0.4                | 15.8%        |
| Leather goods                         | 0.8             | 1.3            | -41.2%       | 1.6                 | 1.0                | 56.1%        |
| Hawai'i food products                 | 3.8             | 2.7            | 42.9%        | 3.4                 | 2.7                | 27.5%        |
| Souvenirs                             | 4.4             | 3.4            | 29.1%        | 4.3                 | 3.3                | 29.5%        |
| <b>Total Lodging</b>                  | <b>106.1</b>    | <b>77.9</b>    | <b>36.2%</b> | <b>113.8</b>        | <b>82.4</b>        | <b>38.1%</b> |
| <b>All other expenses *</b>           | <b>5.6</b>      | <b>4.2</b>     | <b>34.7%</b> | <b>5.2</b>          | <b>4.1</b>         | <b>27.1%</b> |

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

2024P 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. East Visitor Personal Daily Spending by Category:  
August 2024P vs. August 2023  
(Arrivals by air, in dollars)**

| <b>Expenditure Type</b>               | <b>2024P<br/>August</b> | <b>2023<br/>August</b> | <b>% change</b> | <b>2024P<br/>August YTD</b> | <b>2023<br/>August YTD</b> | <b>% change</b> |
|---------------------------------------|-------------------------|------------------------|-----------------|-----------------------------|----------------------------|-----------------|
| <b>GRAND TOTAL</b>                    | <b>264.5</b>            | <b>249.5</b>           | <b>6.0%</b>     | <b>267.4</b>                | <b>262.4</b>               | <b>1.9%</b>     |
| <b>Total Food and beverage</b>        | <b>53.3</b>             | <b>48.8</b>            | <b>9.3%</b>     | <b>52.2</b>                 | <b>51.2</b>                | <b>2.0%</b>     |
| Restaurant food                       | 34.7                    | 31.6                   | 9.8%            | 35.2                        | 34.0                       | 3.8%            |
| Dinner shows and cruises              | 7.3                     | 7.7                    | -5.1%           | 6.0                         | 7.1                        | -14.5%          |
| Groceries and snacks                  | 11.3                    | 9.5                    | 19.4%           | 10.9                        | 10.2                       | 7.4%            |
| <b>Entertainment &amp; Recreation</b> | <b>31.4</b>             | <b>27.6</b>            | <b>13.5%</b>    | <b>27.3</b>                 | <b>27.0</b>                | <b>0.9%</b>     |
| Attractions/entertainment             | 10.0                    | 6.6                    | 52.1%           | 7.8                         | 7.9                        | -2.3%           |
| Recreation                            | 11.1                    | 10.3                   | 7.8%            | 9.8                         | 9.4                        | 4.6%            |
| Other activities & tours              | 10.3                    | 10.8                   | -4.5%           | 9.7                         | 9.7                        | -0.1%           |
| <b>Total Transportation</b>           | <b>25.2</b>             | <b>22.5</b>            | <b>11.7%</b>    | <b>24.5</b>                 | <b>24.9</b>                | <b>-1.5%</b>    |
| Interisland airfare                   | 3.0                     | 3.2                    | -6.5%           | 3.1                         | 2.6                        | 16.9%           |
| Ground transportation                 | 1.8                     | 1.3                    | 39.7%           | 1.9                         | 1.6                        | 17.7%           |
| Rental vehicles                       | 18.5                    | 16.7                   | 11.2%           | 17.9                        | 19.1                       | -6.3%           |
| Gasoline, parking, etc.               | 1.9                     | 1.5                    | 32.9%           | 1.6                         | 1.5                        | 6.1%            |
| <b>Total Shopping</b>                 | <b>26.0</b>             | <b>21.4</b>            | <b>21.5%</b>    | <b>21.9</b>                 | <b>22.0</b>                | <b>-0.6%</b>    |
| Fashion and clothing                  | 8.8                     | 9.1                    | -3.3%           | 7.9                         | 8.5                        | -6.5%           |
| Jewelry and watches                   | 5.5                     | 2.4                    | 128.0%          | 3.0                         | 3.1                        | -3.2%           |
| Cosmetics, perfume                    | 1.0                     | 0.5                    | 107.8%          | 0.7                         | 0.6                        | 17.8%           |
| Leather goods                         | 1.5                     | 0.4                    | 310.7%          | 1.0                         | 1.4                        | -23.2%          |
| Hawai'i food products                 | 3.4                     | 3.2                    | 5.3%            | 3.4                         | 3.0                        | 11.3%           |
| Souvenirs                             | 5.9                     | 5.8                    | 0.5%            | 5.8                         | 5.4                        | 7.2%            |
| <b>Total Lodging</b>                  | <b>112.8</b>            | <b>117.0</b>           | <b>-3.5%</b>    | <b>126.2</b>                | <b>122.5</b>               | <b>3.0%</b>     |
| <b>All other expenses *</b>           | <b>15.7</b>             | <b>12.1</b>            | <b>30.1%</b>    | <b>15.4</b>                 | <b>14.8</b>                | <b>3.7%</b>     |

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

2024P visitor data are preliminary. 2023 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:  
August 2024P vs. August 2019  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2024P<br>August | 2019<br>August | % change     | 2024P<br>August YTD | 2019<br>August YTD | % change     |
|---------------------------------------|-----------------|----------------|--------------|---------------------|--------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>264.5</b>    | <b>205.7</b>   | <b>28.6%</b> | <b>267.4</b>        | <b>209.3</b>       | <b>27.8%</b> |
| <b>Total Food and beverage</b>        | <b>53.3</b>     | <b>43.2</b>    | <b>23.4%</b> | <b>52.2</b>         | <b>42.2</b>        | <b>23.7%</b> |
| Restaurant food                       | 34.7            | 29.7           | 16.9%        | 35.2                | 28.6               | 23.0%        |
| Dinner shows and cruises              | 7.3             | 5.3            | 37.4%        | 6.0                 | 5.1                | 17.5%        |
| Groceries and snacks                  | 11.3            | 8.2            | 38.0%        | 10.9                | 8.4                | 29.8%        |
| <b>Entertainment &amp; Recreation</b> | <b>31.4</b>     | <b>21.5</b>    | <b>45.9%</b> | <b>27.3</b>         | <b>21.8</b>        | <b>25.0%</b> |
| Attractions/entertainment             | 10.0            | 5.6            | 78.5%        | 7.8                 | 6.1                | 27.6%        |
| Recreation                            | 11.1            | 8.3            | 35.0%        | 9.8                 | 7.7                | 26.6%        |
| Other activities & tours              | 10.3            | 7.7            | 33.8%        | 9.7                 | 8.0                | 21.5%        |
| <b>Total Transportation</b>           | <b>25.2</b>     | <b>22.8</b>    | <b>10.2%</b> | <b>24.5</b>         | <b>21.9</b>        | <b>11.8%</b> |
| Interisland airfare                   | 3.0             | 4.8            | -37.8%       | 3.1                 | 3.7                | -16.9%       |
| Ground transportation                 | 1.8             | 1.1            | 65.1%        | 1.9                 | 1.2                | 66.1%        |
| Rental vehicles                       | 18.5            | 15.6           | 19.1%        | 17.9                | 15.5               | 15.7%        |
| Gasoline, parking, etc.               | 1.9             | 1.5            | 32.7%        | 1.6                 | 1.6                | 2.2%         |
| <b>Total Shopping</b>                 | <b>26.0</b>     | <b>18.0</b>    | <b>44.6%</b> | <b>21.9</b>         | <b>17.9</b>        | <b>21.9%</b> |
| Fashion and clothing                  | 8.8             | 6.8            | 28.9%        | 7.9                 | 6.9                | 15.8%        |
| Jewelry and watches                   | 5.5             | 2.4            | 125.5%       | 3.0                 | 2.7                | 9.9%         |
| Cosmetics, perfume                    | 1.0             | 0.4            | 187.6%       | 0.7                 | 0.4                | 69.2%        |
| Leather goods                         | 1.5             | 1.3            | 13.5%        | 1.0                 | 0.7                | 60.0%        |
| Hawai'i food products                 | 3.4             | 2.7            | 28.0%        | 3.4                 | 2.7                | 27.9%        |
| Souvenirs                             | 5.9             | 4.4            | 32.1%        | 5.8                 | 4.6                | 25.4%        |
| <b>Total Lodging</b>                  | <b>112.8</b>    | <b>90.0</b>    | <b>25.4%</b> | <b>126.2</b>        | <b>94.7</b>        | <b>33.3%</b> |
| <b>All other expenses *</b>           | <b>15.7</b>     | <b>10.2</b>    | <b>54.8%</b> | <b>15.4</b>         | <b>10.8</b>        | <b>42.9%</b> |

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

2024P 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



**Japan Visitor Personal Daily Spending by Category:  
August 2024P vs. August 2023  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2024P<br>August | 2023<br>August | % change      | 2024P<br>August YTD | 2023<br>August YTD | % change     |
|---------------------------------------|-----------------|----------------|---------------|---------------------|--------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>231.3</b>    | <b>234.0</b>   | <b>-1.1%</b>  | <b>237.8</b>        | <b>237.2</b>       | <b>0.3%</b>  |
| <b>Total Food and beverage</b>        | <b>56.6</b>     | <b>56.2</b>    | <b>0.7%</b>   | <b>59.5</b>         | <b>58.2</b>        | <b>2.1%</b>  |
| Restaurant food                       | 41.3            | 40.4           | 2.2%          | 43.8                | 42.2               | 3.8%         |
| Dinner shows and cruises              | 3.8             | 3.4            | 11.4%         | 3.9                 | 3.7                | 5.5%         |
| Groceries and snacks                  | 11.5            | 12.4           | -7.2%         | 11.8                | 12.4               | -4.7%        |
|                                       |                 |                |               | <b>0.0</b>          |                    |              |
| <b>Entertainment &amp; Recreation</b> | <b>17.7</b>     | <b>17.1</b>    | <b>3.6%</b>   | <b>17.0</b>         | <b>17.2</b>        | <b>-1.0%</b> |
| Attractions/entertainment             | 4.4             | 4.4            | -1.1%         | 4.9                 | 4.5                | 8.2%         |
| Recreation                            | 4.6             | 5.2            | -0.1          | 4.4                 | 5.2                | -15.6%       |
| Other activities & tours              | 8.7             | 7.4            | 17.9%         | 7.8                 | 7.5                | 3.6%         |
|                                       |                 |                |               | <b>0.0</b>          |                    |              |
| <b>Total Transportation</b>           | <b>12.6</b>     | <b>15.0</b>    | <b>-15.7%</b> | <b>13.0</b>         | <b>14.1</b>        | <b>-8.4%</b> |
| Interisland airfare                   | 1.3             | 1.1            | 12.9%         | 1.1                 | 1.1                | 6.7%         |
| Ground transportation                 | 5.5             | 5.3            | 2.3%          | 6.0                 | 5.9                | 2.6%         |
| Rental vehicles                       | 5.2             | 7.3            | -28.4%        | 5.2                 | 6.3                | -18.3%       |
| Gasoline, parking, etc.               | 0.6             | 1.1            | -46.5%        | 0.6                 | 0.9                | -28.6%       |
| <b>Total Shopping</b>                 | <b>42.6</b>     | <b>46.0</b>    | <b>-7.4%</b>  | <b>45.8</b>         | <b>50.1</b>        | <b>-8.6%</b> |
| Fashion and clothing                  | 13.6            | 14.8           | -7.8%         | 14.5                | 16.5               | -12.1%       |
| Jewelry and watches                   | 4.0             | 3.8            | 5.4%          | 3.4                 | 3.5                | -3.6%        |
| Cosmetics, perfume                    | 1.3             | 1.5            | -15.6%        | 1.6                 | 1.8                | -8.7%        |
| Leather goods                         | 6.3             | 8.0            | -21.7%        | 6.9                 | 8.7                | -21.1%       |
| Hawai'i food products                 | 11.2            | 11.8           | -4.9%         | 13.1                | 13.2               | -1.1%        |
| Souvenirs                             | 6.2             | 6.1            | 1.7%          | 6.3                 | 6.4                | -0.6%        |
| <b>Total Lodging</b>                  | <b>93.7</b>     | <b>92.4</b>    | <b>1.4%</b>   | <b>93.8</b>         | <b>89.4</b>        | <b>5.0%</b>  |
| <b>All other expenses *</b>           | <b>8.1</b>      | <b>7.3</b>     | <b>11.2%</b>  | <b>8.7</b>          | <b>8.1</b>         | <b>7.3%</b>  |

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

2024P visitor data are preliminary. 2023 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:  
August 2024P vs. August 2019  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2024P<br>August | 2019<br>August | % change      | 2024P<br>August YTD | 2019<br>August YTD | % change      |
|---------------------------------------|-----------------|----------------|---------------|---------------------|--------------------|---------------|
| <b>GRAND TOTAL</b>                    | <b>231.3</b>    | <b>228.4</b>   | <b>1.3%</b>   | <b>237.8</b>        | <b>237.8</b>       | <b>0.0%</b>   |
| <b>Total Food and beverage</b>        | <b>56.6</b>     | <b>46.4</b>    | <b>22.0%</b>  | <b>59.5</b>         | <b>50.6</b>        | <b>17.5%</b>  |
| Restaurant food                       | 41.3            | 35.2           | 17.3%         | 43.8                | 37.9               | 15.6%         |
| Dinner shows and cruises              | 3.8             | 2.8            | 36.3%         | 3.9                 | 3.7                | 4.5%          |
| Groceries and snacks                  | 11.5            | 8.4            | 37.1%         | 11.8                | 9.0                | 31.8%         |
|                                       |                 |                |               | <b>0.0</b>          |                    |               |
| <b>Entertainment &amp; Recreation</b> | <b>17.7</b>     | <b>18.5</b>    | <b>-4.7%</b>  | <b>17.0</b>         | <b>18.9</b>        | <b>-10.0%</b> |
| Attractions/entertainment             | 4.4             | 6.5            | -32.3%        | 4.9                 | 6.5                | -25.4%        |
| Recreation                            | 4.6             | 3.6            | 28.7%         | 4.4                 | 3.6                | 19.8%         |
| Other activities & tours              | 8.7             | 8.5            | 2.3%          | 7.8                 | 8.7                | -11.0%        |
| <b>Total Transportation</b>           | <b>12.6</b>     | <b>12.3</b>    | <b>2.9%</b>   | <b>13.0</b>         | <b>12.0</b>        | <b>7.9%</b>   |
| Interisland airfare                   | 1.3             | 1.4            | -9.9%         | 1.1                 | 1.4                | -20.5%        |
| Ground transportation                 | 5.5             | 5.3            | 2.7%          | 6.0                 | 6.0                | 0.6%          |
| Rental vehicles                       | 5.2             | 4.8            | 8.3%          | 5.2                 | 4.2                | 23.7%         |
| Gasoline, parking, etc.               | 0.6             | 0.7            | -6.9%         | 0.6                 | 0.5                | 37.8%         |
| <b>Total Shopping</b>                 | <b>42.6</b>     | <b>55.1</b>    | <b>-22.6%</b> | <b>45.8</b>         | <b>62.7</b>        | <b>-27.0%</b> |
| Fashion and clothing                  | 13.6            | 16.3           | -16.6%        | 14.5                | 17.5               | -16.9%        |
| Jewelry and watches                   | 4.0             | 6.4            | -37.7%        | 3.4                 | 7.1                | -52.6%        |
| Cosmetics, perfume                    | 1.3             | 3.3            | -60.2%        | 1.6                 | 3.8                | -56.9%        |
| Leather goods                         | 6.3             | 13.6           | -54.0%        | 6.9                 | 15.6               | -55.9%        |
| Hawai'i food products                 | 11.2            | 10.4           | 8.4%          | 13.1                | 12.8               | 1.7%          |
| Souvenirs                             | 6.2             | 5.1            | 21.9%         | 6.3                 | 6.1                | 4.2%          |
| <b>Total Lodging</b>                  | <b>93.7</b>     | <b>87.4</b>    | <b>7.1%</b>   | <b>93.8</b>         | <b>83.1</b>        | <b>12.9%</b>  |
| <b>All other expenses *</b>           | <b>8.1</b>      | <b>8.7</b>     | <b>-7.0%</b>  | <b>8.7</b>          | <b>10.5</b>        | <b>-16.5%</b> |

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

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Source: Department of Business, Economic Development & Tourism

**Canada Visitor Personal Daily Spending by Category:  
August 2024P vs. August 2023  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2024P<br>August | 2023<br>August | % change     | 2024P<br>August YTD | 2023<br>August YTD | % change     |
|---------------------------------------|-----------------|----------------|--------------|---------------------|--------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>236.9</b>    | <b>224.7</b>   | <b>5.4%</b>  | <b>221.2</b>        | <b>216.9</b>       | <b>2.0%</b>  |
| <b>Total Food and beverage</b>        | <b>50.3</b>     | <b>46.1</b>    | <b>9.2%</b>  | <b>46.6</b>         | <b>44.8</b>        | <b>4.0%</b>  |
| Restaurant food                       | 31.3            | 25.6           | 22.2%        | 27.9                | 25.6               | 9.0%         |
| Dinner shows and cruises              | 5.0             | 6.0            | -16.0%       | 3.6                 | 4.1                | -11.6%       |
| Groceries and snacks                  | 13.9            | 14.4           | -3.5%        | 15.1                | 15.2               | -0.3%        |
| <b>Entertainment &amp; Recreation</b> | <b>18.3</b>     | <b>18.4</b>    | <b>-0.7%</b> | <b>16.1</b>         | <b>15.6</b>        | <b>3.2%</b>  |
| Attractions/entertainment             | 5.4             | 6.4            | -15.8%       | 5.8                 | 4.6                | 26.2%        |
| Recreation                            | 7.6             | 6.5            | 16.7%        | 5.8                 | 5.9                | -1.3%        |
| Other activities & tours              | 5.3             | 5.5            | -3.7%        | 4.5                 | 5.1                | -12.2%       |
| <b>Total Transportation</b>           | <b>22.4</b>     | <b>22.8</b>    | <b>-1.9%</b> | <b>21.2</b>         | <b>23.0</b>        | <b>-7.8%</b> |
| Interisland airfare                   | 1.5             | 1.6            | -8.1%        | 1.0                 | 1.1                | -2.1%        |
| Ground transportation                 | 2.3             | 1.4            | 63.6%        | 1.9                 | 1.4                | 33.9%        |
| Rental vehicles                       | 17.1            | 18.0           | -4.9%        | 16.6                | 18.8               | -12.0%       |
| Gasoline, parking, etc.               | 1.5             | 1.8            | -15.9%       | 1.7                 | 1.7                | 0.7%         |
| <b>Total Shopping</b>                 | <b>23.7</b>     | <b>14.9</b>    | <b>59.5%</b> | <b>16.6</b>         | <b>15.2</b>        | <b>8.8%</b>  |
| Fashion and clothing                  | 11.6            | 8.0            | 44.7%        | 8.8                 | 8.5                | 3.4%         |
| Jewelry and watches                   | 2.0             | 1.5            | 28.3%        | 1.1                 | 1.1                | -0.4%        |
| Cosmetics, perfume                    | 1.5             | 0.5            | 186.5%       | 0.4                 | 0.3                | 34.5%        |
| Leather goods                         | 0.3             | 0.2            | 23.8%        | 0.5                 | 0.4                | 16.4%        |
| Hawai'i food products                 | 3.2             | 1.3            | 138.9%       | 2.3                 | 1.9                | 25.1%        |
| Souvenirs                             | 5.2             | 3.2            | 61.0%        | 3.5                 | 3.1                | 13.7%        |
| <b>Total Lodging</b>                  | <b>109.3</b>    | <b>112.0</b>   | <b>-2.3%</b> | <b>113.9</b>        | <b>111.9</b>       | <b>1.8%</b>  |
| <b>All other expenses *</b>           | <b>12.9</b>     | <b>10.6</b>    | <b>21.8%</b> | <b>6.8</b>          | <b>6.3</b>         | <b>7.8%</b>  |

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

2024P visitor data are preliminary. 2023 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

**Canada Visitor Personal Daily Spending by Category:  
August 2024P vs. August 2019  
(Arrivals by air, in dollars)**

| Expenditure Type                      | 2024P<br>August | 2019<br>August | % change      | 2024P<br>August YTD | 2019<br>August YTD | % change     |
|---------------------------------------|-----------------|----------------|---------------|---------------------|--------------------|--------------|
| <b>GRAND TOTAL</b>                    | <b>236.9</b>    | <b>178.2</b>   | <b>33.0%</b>  | <b>221.2</b>        | <b>166.3</b>       | <b>33.0%</b> |
| <b>Total Food and beverage</b>        | <b>50.3</b>     | <b>37.7</b>    | <b>33.4%</b>  | <b>46.6</b>         | <b>34.5</b>        | <b>35.0%</b> |
| Restaurant food                       | 31.3            | 22.0           | 42.3%         | 27.9                | 19.6               | 42.5%        |
| Dinner shows and cruises              | 5.0             | 3.6            | 39.1%         | 3.6                 | 2.8                | 27.8%        |
| Groceries and snacks                  | 13.9            | 12.0           | 15.7%         | 15.1                | 12.1               | 25.1%        |
| <b>Entertainment &amp; Recreation</b> | <b>18.3</b>     | <b>15.6</b>    | <b>17.3%</b>  | <b>16.1</b>         | <b>12.4</b>        | <b>30.0%</b> |
| Attractions/entertainment             | 5.4             | 5.4            | -0.8%         | 5.8                 | 4.0                | 43.0%        |
| Recreation                            | 7.6             | 6.4            | 17.8%         | 5.8                 | 5.0                | 16.8%        |
| Other activities & tours              | 5.3             | 3.7            | 43.2%         | 4.5                 | 3.9                | 16.8%        |
| <b>Total Transportation</b>           | <b>22.4</b>     | <b>19.3</b>    | <b>16.1%</b>  | <b>21.2</b>         | <b>18.5</b>        | <b>14.3%</b> |
| Interisland airfare                   | 1.5             | 1.5            | -4.0%         | 1.0                 | 1.1                | -8.9%        |
| Ground transportation                 | 2.3             | 1.0            | 116.1%        | 1.9                 | 0.9                | 104.5%       |
| Rental vehicles                       | 17.1            | 14.8           | 15.5%         | 16.6                | 15.0               | 10.6%        |
| Gasoline, parking, etc.               | 1.5             | 1.6            | -1.9%         | 1.7                 | 1.4                | 15.8%        |
| <b>Total Shopping</b>                 | <b>23.7</b>     | <b>16.5</b>    | <b>43.7%</b>  | <b>16.6</b>         | <b>13.3</b>        | <b>25.0%</b> |
| Fashion and clothing                  | 11.6            | 9.0            | 28.7%         | 8.8                 | 6.9                | 26.5%        |
| Jewelry and watches                   | 2.0             | 1.2            | 68.3%         | 1.1                 | 1.3                | -10.8%       |
| Cosmetics, perfume                    | 1.5             | 0.2            | 599.8%        | 0.4                 | 0.2                | 81.0%        |
| Leather goods                         | 0.3             | 1.2            | -78.0%        | 0.5                 | 0.5                | -9.1%        |
| Hawai'i food products                 | 3.2             | 1.3            | 137.6%        | 2.3                 | 1.8                | 29.5%        |
| Souvenirs                             | 5.2             | 3.5            | 47.9%         | 3.5                 | 2.5                | 37.4%        |
| <b>Total Lodging</b>                  | <b>109.3</b>    | <b>83.2</b>    | <b>31.5%</b>  | <b>113.9</b>        | <b>82.5</b>        | <b>38.1%</b> |
| <b>All other expenses *</b>           | <b>12.9</b>     | <b>6.0</b>     | <b>116.0%</b> | <b>6.8</b>          | <b>5.1</b>         | <b>33.8%</b> |

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

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