

**Table 7.23-- AVERAGE EXPENDITURE PER VISITOR DAY, BY ORIGIN  
OF VISITORS: 1993 TO 2004**

(In dollars)

<b>Year</b>	<b>U.S. Mainlanders</b>	<b>Japanese</b>
1993	116.00	307.00
1994	134.00	341.00
1995	133.00	356.00
1996	137.00	287.00
1997	157.07	279.58
1998	147.37	257.80
1999	148.92	227.30
2000	154.92	234.70
2001	154.41	241.17
2002	152.45	233.10
2003	158.15	240.10
2004	160.15	251.50

Source: Hawaii Visitors Bureau, Market Research Department, Visitor Expenditures 1993 (1994), p.4; and 1994 Visitor Expenditure Report (1996), p.4; HVCB 1995 & 1996 Research Report (1997), pp.109-110 and 114; Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, (annual).