

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: 2003 AND 2004

(Arrivals by air)
(In dollars)

Expenditure type	U.S. West		U.S. East		Japan	
	2003	2004	2003	2004	2003	2004
All items	153.0	147.6	163.3	172.7	240.1	251.5
Total Food and beverage	32.0	31.3	35.4	36.1	41.3	43.0
Restaurant food	21.6	20.9	25.6	25.8	27.9	29.8
Dinner shows and cruises	4.1	3.3	4.6	4.4	5.6	5.5
Groceries and snacks	6.3	7.1	5.1	5.9	7.9	7.7
Entertainment & recreation	12.1	13.9	14.7	18.8	18.2	18.5
Total Transportation	16.2	17.4	17.5	21.2	12.6	13.4
Interisland airfare	2.7	3.7	5.1	6.5	4.8	5.6
Ground transportation	0.8	0.8	0.8	1.0	4.7	5.0
Rental vehicles	11.5	11.6	10.5	12.2	2.8	2.4
Gasoline, parking, etc.	1.2	1.2	1.2	1.5	0.3	0.3
Total shopping	21.4	20.7	25.5	25.0	89.9	98.9
Fashion and clothing	8.1	8.0	9.0	8.6	22.4	24.6
Jewelry and watches	4.5	4.4	5.7	6.4	12.6	14.5
Cosmetics, perfume	0.3	0.4	0.3	0.5	5.4	5.8
Leather goods	0.4	0.5	0.4	0.5	30.4	34.6
Hawaii food products	2.2	2.3	2.6	2.3	9.7	10.1
Souvenirs	5.9	5.0	7.4	6.7	9.5	9.3
Lodging	64.9	57.7	64.1	63.3	61.3	60.3
All other expenses	6.5	6.6	6.2	8.4	16.7	17.4

Source: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, Annual Visitor Research Report, 2004, pp.89-91.