

Table 7.24-- EXPENDITURES PER DAY BY U.S. MAINLAND AND JAPANESE VISITORS TO STATE OF HAWAII, BY EXPENDITURE TYPE: 1995 AND 1996

(In dollars)

Expenditure type	1995		1996	
	U.S. Mainland	Japanese	U.S. Mainland	Japanese
All items	132.73	356.15	137.04	286.89
Food and beverage	30.39	45.43	30.76	39.45
Restaurants	20.61	25.24	20.61	24.77
Dinner shows	3.16	5.29	3.70	3.34
Dinner or Lunch Cruise	0.99	6.11	1.10	5.32
Nightclubs/bars	2.20	1.04	1.92	0.69
Groceries	3.43	7.75	3.43	5.32
Entertainment	6.84	10.28	7.44	10.74
Attractions	2.57	3.78	3.08	5.22
Sports/recreation/other	3.76	6.01	3.9	5.25
Other entertainment	0.51	0.49	0.46	0.27
Transportation	17.69	18.25	20.05	12.21
Ground trans (taxi/bus)	0.93	2.63	0.69	1.57
Rental vehicles	7.99	2.56	8.58	1.24
Interisland travel	4.00	5.66	4.71	4.11
Gasoline purchased	0.84	0.15	1.01	0.07
Parking expense	0.58	0.21	0.55	0.04
Sightseeing tours	3.35	7.04	4.51	5.18
Fashion	14.33	113.92	13.96	100.13
Clothing-casual	6.81	21.63	6.56	17.54
Clothing (Designer wear)	1.68	12.50	1.45	13.20
Jewelry/Watch	4.03	17.46	4.38	15.30
Cosmetics/Perfumes	0.37	16.04	0.29	10.69
Leather Goods	0.43	40.3	0.32	35.43
Others	1.01	5.99	0.96	7.97
Agriculture	1.67	5.21	1.79	4.58
For us to use in Hawaii	0.33	1.00	0.35	0.62
For us to bring home	0.59	0.98	0.64	0.73
As gifts for others	0.75	3.23	0.80	3.22

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(In dollars)

Expenditure type	1995		1996	
	U.S. Mainland	Japanese	U.S. Mainland	Japanese
Communication	0.77	1.09	0.68	0.62
Personal Service	1.32	2.97	1.32	2.08
A Beauty/barber/laundry etc.	0.37	0.32	0.40	0.22
Sundries/drugs/tips	0.95	2.65	0.92	1.86
Lodging	49.07	89.94	49.33	73.49
Souvenirs	3.98	17.30	4.43	12.08
All other expenses	4.96	8.25	5.56	7.81
Amount that was Duty-Free	0.00	22.32	0.00	21.13
Adjustment factor amount <u>1/</u>	1.71	3.83	1.72	2.08
Unaccounted <u>2/</u>	-	39.68	-	21.62

1/ A per day estimate by each visitor concerning the dollar amount he may have neglected to include in the listed categories.

2/ Amount left over that does not fall into any predetermined category. Honeymooners are primarily responsible for these left over expenditures.

Source: Hawaii Visitors and Convention Bureau, HVCB 1995 & 1996 Research Report (1997), pp. 111-112.