

**Total Visitor Personal Daily Spending by Category:
January 2025P vs. January 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2024P January	% change	2025P January	2024P January	% change
GRAND TOTAL	248.8	242.1	2.8%	248.8	242.1	2.8%
Total Food and beverage	53.4	50.0	6.7%	53.4	50.0	6.7%
Restaurant food	34.4	33.7	2.0%	34.4	33.7	2.0%
Dinner shows and cruises	5.2	4.0	29.2%	5.2	4.0	29.2%
Groceries and snacks	13.8	12.3	12.4%	13.8	12.3	12.4%
Entertainment & Recreation	21.5	21.1	1.8%	21.5	21.1	1.8%
Attractions/entertainment	6.3	5.6	13.5%	6.3	5.6	13.5%
Recreation	7.2	7.9	-8.5%	7.2	7.9	-8.5%
Other activities & tours	8.0	7.7	4.0%	8.0	7.7	4.0%
Total Transportation	22.2	22.6	-1.5%	22.2	22.6	-1.5%
Interisland airfare	1.8	2.7	-32.6%	1.8	2.7	-32.6%
Ground transportation	2.5	2.5	2.1%	2.5	2.5	2.1%
Rental vehicles	16.6	16.0	4.0%	16.6	16.0	4.0%
Gasoline, parking, etc.	1.2	1.4	-10.7%	1.2	1.4	-10.7%
Total Shopping	23.5	22.5	4.5%	23.5	22.5	4.5%
Fashion and clothing	11.1	9.2	20.7%	11.1	9.2	20.7%
Jewelry and watches	2.7	2.3	19.0%	2.7	2.3	19.0%
Cosmetics, perfume	0.5	0.7	-20.5%	0.5	0.7	-20.5%
Leather goods	1.2	1.8	-30.2%	1.2	1.8	-30.2%
Hawai'i food products	3.3	3.7	-11.2%	3.3	3.7	-11.2%
Souvenirs	4.6	4.8	-4.6%	4.6	4.8	-4.6%
Total Lodging	120.9	118.5	2.0%	120.9	118.5	2.0%
All other expenses *	7.3	7.4	-1.9%	7.3	7.4	-1.9%

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

2024P and 2025 visitor data are preliminary. 2023 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

**Total Visitor Personal Daily Spending by Category:
January 2025P vs. January 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2019 January	% change	2025P January	2019 January	% change
GRAND TOTAL	248.8	199.7	24.6%	248.8	199.7	24.6%
Total Food and beverage	53.4	41.2	29.5%	53.4	41.2	29.5%
Restaurant food	34.4	26.9	28.1%	34.4	26.9	28.1%
Dinner shows and cruises	5.2	4.1	24.2%	5.2	4.1	24.2%
Groceries and snacks	13.8	10.2	36.0%	13.8	10.2	36.0%
Entertainment & Recreation	21.5	17.1	25.4%	21.5	17.1	25.4%
Attractions/entertainment	6.3	4.8	33.0%	6.3	4.8	33.0%
Recreation	7.2	6.4	12.3%	7.2	6.4	12.3%
Other activities & tours	8.0	6.2	28.6%	8.0	6.2	28.6%
Total Transportation	22.2	20.4	8.9%	22.2	20.4	8.9%
Interisland airfare	1.8	2.6	-30.7%	1.8	2.6	-30.7%
Ground transportation	2.5	1.8	38.4%	2.5	1.8	38.4%
Rental vehicles	16.6	14.5	14.5%	16.6	14.5	14.5%
Gasoline, parking, etc.	1.2	1.4	-13.7%	1.2	1.4	-13.7%
Total Shopping	23.5	24.2	-2.6%	23.5	24.2	-2.6%
Fashion and clothing	11.1	9.9	11.9%	11.1	9.9	11.9%
Jewelry and watches	2.7	2.4	14.0%	2.7	2.4	14.0%
Cosmetics, perfume	0.5	1.0	-45.6%	0.5	1.0	-45.6%
Leather goods	1.2	3.3	-62.9%	1.2	3.3	-62.9%
Hawai'i food products	3.3	3.4	-2.4%	3.3	3.4	-2.4%
Souvenirs	4.6	4.1	11.6%	4.6	4.1	11.6%
Total Lodging	120.9	90.1	34.2%	120.9	90.1	34.2%
All other expenses *	7.3	6.7	9.4%	7.3	6.7	9.4%

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

2025P 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. Total Visitor Personal Daily Spending by Category:
January 2025P vs. January 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2024P January	% change	2025P January	2024P January	% change
GRAND TOTAL	249.4	243.1	2.6%	249.4	243.1	2.6%
Total Food and beverage	51.5	48.8	5.5%	51.5	48.8	5.5%
Restaurant food	34.2	33.2	3.1%	34.2	33.2	3.1%
Dinner shows and cruises	5.1	3.8	33.8%	5.1	3.8	33.8%
Groceries and snacks	12.2	11.8	3.3%	12.2	11.8	3.3%
Entertainment & Recreation	22.2	21.4	3.6%	22.2	21.4	3.6%
Attractions/entertainment	6.0	5.4	12.1%	6.0	5.4	12.1%
Recreation	7.9	8.1	-2.5%	7.9	8.1	-2.5%
Other activities & tours	8.2	7.9	4.1%	8.2	7.9	4.1%
Total Transportation	24.0	22.8	5.1%	24.0	22.8	5.1%
Interisland airfare	1.9	3.0	-35.3%	1.9	3.0	-35.3%
Ground transportation	2.1	1.7	29.1%	2.1	1.7	29.1%
Rental vehicles	18.6	16.7	11.0%	18.6	16.7	11.0%
Gasoline, parking, etc.	1.4	1.5	-7.6%	1.4	1.5	-7.6%
Total Shopping	20.4	20.6	-0.8%	20.4	20.6	-0.8%
Fashion and clothing	7.9	8.0	-0.4%	7.9	8.0	-0.4%
Jewelry and watches	3.1	2.6	18.0%	3.1	2.6	18.0%
Cosmetics, perfume	0.4	0.7	-36.4%	0.4	0.7	-36.4%
Leather goods	1.1	1.1	-2.3%	1.1	1.1	-2.3%
Hawai'i food products	3.2	3.4	-5.6%	3.2	3.4	-5.6%
Souvenirs	4.6	4.8	-3.1%	4.6	4.8	-3.1%
Total Lodging	123.6	121.3	1.9%	123.6	121.3	1.9%
All other expenses *	7.7	8.2	-6.7%	7.7	8.2	-6.7%

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

2024P and 2025 visitor data are preliminary. 2023 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. Total Visitor Personal Daily Spending by Category:
January 2025P vs. January 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2019 January	% change	2025P January	2019 January	% change
GRAND TOTAL	249.4	194.8	28.0%	249.4	194.8	28.0%
Total Food and beverage	51.5	40.6	26.8%	51.5	40.6	26.8%
Restaurant food	34.2	26.3	30.1%	34.2	26.3	30.1%
Dinner shows and cruises	5.1	4.5	13.0%	5.1	4.5	13.0%
Groceries and snacks	12.2	9.8	24.4%	12.2	9.8	24.4%
Entertainment & Recreation	22.2	17.1	29.7%	22.2	17.1	29.7%
Attractions/entertainment	6.0	4.1	47.7%	6.0	4.1	47.7%
Recreation	7.9	6.9	14.2%	7.9	6.9	14.2%
Other activities & tours	8.2	6.1	35.2%	8.2	6.1	35.2%
Total Transportation	24.0	20.9	14.7%	24.0	20.9	14.7%
Interisland airfare	1.9	2.3	-16.3%	1.9	2.3	-16.3%
Ground transportation	2.1	1.1	100.8%	2.1	1.1	100.8%
Rental vehicles	18.6	16.3	14.1%	18.6	16.3	14.1%
Gasoline, parking, etc.	1.4	1.3	5.4%	1.4	1.3	5.4%
Total Shopping	20.4	15.4	33.1%	20.4	15.4	33.1%
Fashion and clothing	7.9	6.4	24.4%	7.9	6.4	24.4%
Jewelry and watches	3.1	2.0	52.2%	3.1	2.0	52.2%
Cosmetics, perfume	0.4	0.5	-5.4%	0.4	0.5	-5.4%
Leather goods	1.1	0.3	222.6%	1.1	0.3	222.6%
Hawai'i food products	3.2	2.6	23.7%	3.2	2.6	23.7%
Souvenirs	4.6	3.5	31.5%	4.6	3.5	31.5%
Total Lodging	123.6	94.6	30.7%	123.6	94.6	30.7%
All other expenses *	7.7	6.2	22.9%	7.7	6.2	22.9%

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

2025P 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. West Visitor Personal Daily Spending by Category:
January 2025P vs. January 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2024P January	% change	2025P January	2024P January	% change
GRAND TOTAL	239.5	231.3	3.6%	239.5	231.3	3.6%
Total Food and beverage	50.9	47.3	7.7%	50.9	47.3	7.7%
Restaurant food	32.6	31.6	3.3%	32.6	31.6	3.3%
Dinner shows and cruises	4.4	3.2	40.0%	4.4	3.2	40.0%
Groceries and snacks	13.9	12.5	10.9%	13.9	12.5	10.9%
Entertainment & Recreation	19.8	20.8	-4.8%	19.8	20.8	-4.8%
Attractions/entertainment	5.4	5.1	6.0%	5.4	5.1	6.0%
Recreation	7.2	8.0	-9.5%	7.2	8.0	-9.5%
Other activities & tours	7.2	7.8	-7.0%	7.2	7.8	-7.0%
Total Transportation	23.4	22.0	6.3%	23.4	22.0	6.3%
Interisland airfare	1.2	2.5	-50.1%	1.2	2.5	-50.1%
Ground transportation	2.1	1.2	66.3%	2.1	1.2	66.3%
Rental vehicles	18.6	17.0	9.7%	18.6	17.0	9.7%
Gasoline, parking, etc.	1.5	1.3	10.0%	1.5	1.3	10.0%
Total Shopping	21.0	21.0	-0.1%	21.0	21.0	-0.1%
Fashion and clothing	8.5	8.3	2.2%	8.5	8.3	2.2%
Jewelry and watches	3.2	3.0	6.4%	3.2	3.0	6.4%
Cosmetics, perfume	0.2	0.4	-49.0%	0.2	0.4	-49.0%
Leather goods	1.3	1.6	-17.6%	1.3	1.6	-17.6%
Hawai'i food products	3.5	3.3	7.4%	3.5	3.3	7.4%
Souvenirs	4.2	4.4	-3.6%	4.2	4.4	-3.6%
Total Lodging	119.0	114.5	3.9%	119.0	114.5	3.9%
All other expenses *	5.4	5.6	-3.2%	5.4	5.6	-3.2%

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

2024P and 2025 visitor data are preliminary. 2023 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. West Visitor Personal Daily Spending by Category:
January 2025P vs. January 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2019 January	% change	2025P January	2019 January	% change
GRAND TOTAL	239.5	180.0	33.1%	239.5	180.0	33.1%
Total Food and beverage	50.9	37.7	34.9%	50.9	37.7	34.9%
Restaurant food	32.6	23.7	37.7%	32.6	23.7	37.7%
Dinner shows and cruises	4.4	3.5	25.1%	4.4	3.5	25.1%
Groceries and snacks	13.9	10.5	32.0%	13.9	10.5	32.0%
Entertainment & Recreation	19.8	14.6	35.6%	19.8	14.6	35.6%
Attractions/entertainment	5.4	3.3	65.2%	5.4	3.3	65.2%
Recreation	7.2	6.4	12.4%	7.2	6.4	12.4%
Other activities & tours	7.2	5.0	46.2%	7.2	5.0	46.2%
Total Transportation	23.4	20.2	15.8%	23.4	20.2	15.8%
Interisland airfare	1.2	1.9	-34.4%	1.2	1.9	-34.4%
Ground transportation	2.1	0.9	127.0%	2.1	0.9	127.0%
Rental vehicles	18.6	16.2	14.8%	18.6	16.2	14.8%
Gasoline, parking, etc.	1.5	1.2	23.2%	1.5	1.2	23.2%
Total Shopping	21.0	14.2	48.4%	21.0	14.2	48.4%
Fashion and clothing	8.5	5.9	42.6%	8.5	5.9	42.6%
Jewelry and watches	3.2	1.8	76.9%	3.2	1.8	76.9%
Cosmetics, perfume	0.2	0.3	-38.2%	0.2	0.3	-38.2%
Leather goods	1.3	0.4	209.8%	1.3	0.4	209.8%
Hawai'i food products	3.5	2.5	40.2%	3.5	2.5	40.2%
Souvenirs	4.2	3.1	36.7%	4.2	3.1	36.7%
Total Lodging	119.0	89.0	33.8%	119.0	89.0	33.8%
All other expenses *	5.4	4.3	24.9%	5.4	4.3	24.9%

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

2025P 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:
January 2025P vs. January 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2024P January	% change	2025P January	2024P January	% change
GRAND TOTAL	264.1	261.0	1.2%	264.1	261.0	1.2%
Total Food and beverage	52.4	51.1	2.5%	52.4	51.1	2.5%
Restaurant food	36.6	35.7	2.7%	36.6	35.7	2.7%
Dinner shows and cruises	6.0	4.7	26.3%	6.0	4.7	26.3%
Groceries and snacks	9.7	10.7	-8.8%	9.7	10.7	-8.8%
Entertainment & Recreation	25.7	22.3	15.3%	25.7	22.3	15.3%
Attractions/entertainment	7.0	5.9	19.9%	7.0	5.9	19.9%
Recreation	9.0	8.3	7.7%	9.0	8.3	7.7%
Other activities & tours	9.7	8.1	19.8%	9.7	8.1	19.8%
Total Transportation	24.9	24.0	3.4%	24.9	24.0	3.4%
Interisland airfare	3.0	3.8	-19.4%	3.0	3.8	-19.4%
Ground transportation	2.3	2.3	-1.8%	2.3	2.3	-1.8%
Rental vehicles	18.4	16.3	12.8%	18.4	16.3	12.8%
Gasoline, parking, etc.	1.2	1.7	-29.2%	1.2	1.7	-29.2%
Total Shopping	19.6	20.0	-2.0%	19.6	20.0	-2.0%
Fashion and clothing	7.2	7.5	-4.5%	7.2	7.5	-4.5%
Jewelry and watches	2.9	2.0	42.8%	2.9	2.0	42.8%
Cosmetics, perfume	0.8	1.1	-29.8%	0.8	1.1	-29.8%
Leather goods	0.8	0.4	79.8%	0.8	0.4	79.8%
Hawai'i food products	2.7	3.6	-22.8%	2.7	3.6	-22.8%
Souvenirs	5.2	5.4	-2.7%	5.2	5.4	-2.7%
Total Lodging	130.6	131.4	-0.6%	130.6	131.4	-0.6%
All other expenses *	11.0	12.1	-9.3%	11.0	12.1	-9.3%

*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

**U.S. East Visitor Personal Daily Spending by Category:
January 2025P vs. January 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2019 January	% change	2025P January	2019 January	% change
GRAND TOTAL	264.1	216.2	22.2%	264.1	216.2	22.2%
Total Food and beverage	52.4	44.7	17.0%	52.4	44.7	17.0%
Restaurant food	36.6	30.1	21.7%	36.6	30.1	21.7%
Dinner shows and cruises	6.0	5.8	2.8%	6.0	5.8	2.8%
Groceries and snacks	9.7	8.8	10.6%	9.7	8.8	10.6%
Entertainment & Recreation	25.7	20.7	24.1%	25.7	20.7	24.1%
Attractions/entertainment	7.0	5.3	32.6%	7.0	5.3	32.6%
Recreation	9.0	7.7	16.8%	9.0	7.7	16.8%
Other activities & tours	9.7	7.7	25.5%	9.7	7.7	25.5%
Total Transportation	24.9	22.0	13.2%	24.9	22.0	13.2%
Interisland airfare	3.0	2.9	3.9%	3.0	2.9	3.9%
Ground transportation	2.3	1.3	74.6%	2.3	1.3	74.6%
Rental vehicles	18.4	16.3	12.7%	18.4	16.3	12.7%
Gasoline, parking, etc.	1.2	1.4	-16.9%	1.2	1.4	-16.9%
Total Shopping	19.6	17.1	14.6%	19.6	17.1	14.6%
Fashion and clothing	7.2	7.0	2.2%	7.2	7.0	2.2%
Jewelry and watches	2.9	2.3	24.2%	2.9	2.3	24.2%
Cosmetics, perfume	0.8	0.6	19.1%	0.8	0.6	19.1%
Leather goods	0.8	0.2	261.5%	0.8	0.2	261.5%
Hawai'i food products	2.7	2.7	1.5%	2.7	2.7	1.5%
Souvenirs	5.2	4.2	25.5%	5.2	4.2	25.5%
Total Lodging	130.6	102.7	27.1%	130.6	102.7	27.1%
All other expenses *	11.0	9.0	22.6%	11.0	9.0	22.6%

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

2025P 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:
January 2025P vs. January 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2024P January	% change	2025P January	2024P January	% change
GRAND TOTAL	248.0	239.7	3.5%	248.0	239.7	3.5%
Total Food and beverage	65.5	59.0	11.0%	65.5	59.0	11.0%
Restaurant food	49.3	42.8	15.1%	49.3	42.8	15.1%
Dinner shows and cruises	3.2	4.1	-22.9%	3.2	4.1	-22.9%
Groceries and snacks	13.0	12.1	8.0%	13.0	12.1	8.0%
Entertainment & Recreation	18.1	14.8	22.6%	18.1	14.8	22.6%
Attractions/entertainment	5.6	4.2	34.6%	5.6	4.2	34.6%
Recreation	4.6	4.4	0.0	4.6	4.4	4.7%
Other activities & tours	7.9	6.2	27.3%	7.9	6.2	27.3%
Total Transportation	14.8	12.7	15.9%	14.8	12.7	15.9%
Interisland airfare	1.2	0.7	73.6%	1.2	0.7	73.6%
Ground transportation	6.6	5.5	19.9%	6.6	5.5	19.9%
Rental vehicles	6.1	5.8	5.5%	6.1	5.8	5.5%
Gasoline, parking, etc.	0.8	0.7	11.2%	0.8	0.7	11.2%
Total Shopping	48.4	48.6	-0.4%	48.4	48.6	-0.4%
Fashion and clothing	16.7	16.2	3.5%	16.7	16.2	3.5%
Jewelry and watches	3.1	2.8	8.6%	3.1	2.8	8.6%
Cosmetics, perfume	1.8	1.6	11.6%	1.8	1.6	11.6%
Leather goods	6.5	8.3	-20.9%	6.5	8.3	-20.9%
Hawai'i food products	13.8	13.0	6.2%	13.8	13.0	6.2%
Souvenirs	6.4	6.6	-3.9%	6.4	6.6	-3.9%
Total Lodging	92.4	97.0	-4.8%	92.4	97.0	-4.8%
All other expenses *	8.9	7.7	16.9%	8.9	7.7	16.9%

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

2024P and 2025 visitor data are preliminary. 2023 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:
January 2025P vs. January 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2019 January	% change	2025P January	2019 January	% change
GRAND TOTAL	248.0	239.7	3.5%	248.0	239.7	3.5%
Total Food and beverage	65.5	52.2	25.5%	65.5	52.2	25.5%
Restaurant food	49.3	38.6	27.8%	49.3	38.6	27.8%
Dinner shows and cruises	3.2	3.6	-11.7%	3.2	3.6	-11.7%
Groceries and snacks	13.0	9.7	34.7%	13.0	9.7	34.7%
	0.0					
Entertainment & Recreation	18.1	17.3	4.5%	18.1	17.3	4.5%
Attractions/entertainment	5.6	5.2	8.5%	5.6	5.2	8.5%
Recreation	4.6	4.1	13.5%	4.6	4.1	13.5%
Other activities & tours	7.9	8.1	-2.6%	7.9	8.1	-2.6%
Total Transportation	14.8	12.0	23.1%	14.8	12.0	23.1%
Interisland airfare	1.2	1.2	0.4%	1.2	1.2	0.4%
Ground transportation	6.6	5.6	17.7%	6.6	5.6	17.7%
Rental vehicles	6.1	4.5	35.0%	6.1	4.5	35.0%
Gasoline, parking, etc.	0.8	0.6	30.7%	0.8	0.6	30.7%
Total Shopping	48.4	69.2	-30.1%	48.4	69.2	-30.1%
Fashion and clothing	16.7	21.1	-20.6%	16.7	21.1	-20.6%
Jewelry and watches	3.1	7.4	-58.5%	3.1	7.4	-58.5%
Cosmetics, perfume	1.8	4.0	-54.5%	1.8	4.0	-54.5%
Leather goods	6.5	18.5	-64.6%	6.5	18.5	-64.6%
Hawai'i food products	13.8	12.7	9.0%	13.8	12.7	9.0%
Souvenirs	6.4	5.5	15.2%	6.4	5.5	15.2%
Total Lodging	92.4	77.8	18.6%	92.4	77.8	18.6%
All other expenses *	8.9	11.1	-19.4%	8.9	11.1	-19.4%

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

2025P 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

**Canada Visitor Personal Daily Spending by Category:
January 2025P vs. January 2024P
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2024P January	% change	2025P January	2024P January	% change
GRAND TOTAL	224.8	224.5	0.2%	224.8	224.5	0.2%
Total Food and beverage	50.8	47.3	7.2%	50.8	47.3	7.2%
Restaurant food	30.3	28.3	7.1%	30.3	28.3	7.1%
Dinner shows and cruises	3.6	2.8	27.4%	3.6	2.8	27.4%
Groceries and snacks	16.9	16.3	4.0%	16.9	16.3	4.0%
Entertainment & Recreation	14.4	15.0	-3.7%	14.4	15.0	-3.7%
Attractions/entertainment	4.4	5.4	-17.6%	4.4	5.4	-17.6%
Recreation	6.2	5.6	10.4%	6.2	5.6	10.4%
Other activities & tours	3.8	4.0	-4.9%	3.8	4.0	-4.9%
Total Transportation	19.7	22.4	-11.9%	19.7	22.4	-11.9%
Interisland airfare	0.4	0.7	-42.2%	0.4	0.7	-42.2%
Ground transportation	2.2	1.8	18.0%	2.2	1.8	18.0%
Rental vehicles	16.0	18.3	-12.6%	16.0	18.3	-12.6%
Gasoline, parking, etc.	1.1	1.5	-25.6%	1.1	1.5	-25.6%
Total Shopping	14.4	15.5	-7.0%	14.4	15.5	-7.0%
Fashion and clothing	7.9	8.9	-11.1%	7.9	8.9	-11.1%
Jewelry and watches	1.2	1.2	2.0%	1.2	1.2	2.0%
Cosmetics, perfume	0.2	0.3	-27.7%	0.2	0.3	-27.7%
Leather goods	0.4	0.3	5.7%	0.4	0.3	5.7%
Hawai'i food products	1.9	1.6	20.1%	1.9	1.6	20.1%
Souvenirs	2.8	3.2	-12.1%	2.8	3.2	-12.1%
Total Lodging	120.6	117.9	2.3%	120.6	117.9	2.3%
All other expenses *	5.0	6.4	-22.6%	5.0	6.4	-22.6%

*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:
January 2025P vs. January 2019
(Arrivals by air, in dollars)**

Expenditure Type	2025P January	2019 January	% change	2025P January	2019 January	% change
GRAND TOTAL	224.8	167.0	34.6%	224.8	167.0	34.6%
Total Food and beverage	50.8	34.1	48.8%	50.8	34.1	48.8%
Restaurant food	30.3	18.2	66.2%	30.3	18.2	66.2%
Dinner shows and cruises	3.6	3.1	15.0%	3.6	3.1	15.0%
Groceries and snacks	16.9	12.8	32.1%	16.9	12.8	32.1%
Entertainment & Recreation	14.4	11.7	23.2%	14.4	11.7	23.2%
Attractions/entertainment	4.4	3.4	28.5%	4.4	3.4	28.5%
Recreation	6.2	5.7	8.3%	6.2	5.7	8.3%
Other activities & tours	3.8	4.3	-12.4%	3.8	4.3	-12.4%
Total Transportation	19.7	19.4	1.8%	19.7	19.4	1.8%
Interisland airfare	0.4	1.1	-63.8%	0.4	1.1	-63.8%
Ground transportation	2.2	0.8	157.6%	2.2	0.8	157.6%
Rental vehicles	16.0	16.0	0.1%	16.0	16.0	0.1%
Gasoline, parking, etc.	1.1	1.4	-19.1%	1.1	1.4	-19.1%
Total Shopping	14.4	12.2	17.9%	14.4	12.2	17.9%
Fashion and clothing	7.9	6.9	13.5%	7.9	6.9	13.5%
Jewelry and watches	1.2	1.3	-8.7%	1.2	1.3	-8.7%
Cosmetics, perfume	0.2	0.2	13.3%	0.2	0.2	13.3%
Leather goods	0.4	0.3	15.8%	0.4	0.3	15.8%
Hawai'i food products	1.9	1.2	57.9%	1.9	1.2	57.9%
Souvenirs	2.8	2.2	26.0%	2.8	2.2	26.0%
Total Lodging	120.6	84.0	43.6%	120.6	84.0	43.6%
All other expenses *	5.0	5.6	-12.1%	5.0	5.6	-12.1%

*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