

**O'ahu Visitor Personal Daily Spending by Category:**  
**June 2025P vs. June 2024P**  
**(Arrivals by air, in dollars)**

Expenditure Type	2025P June	2024P June	% change	2025P June YTD	2024P June YTD	% change
<b>GRAND TOTAL</b>	<b>257.7</b>	<b>217.3</b>	<b>18.6%</b>	<b>236.7</b>	<b>215.8</b>	<b>9.7%</b>
<b>Total Food and beverage</b>	<b>54.9</b>	<b>47.1</b>	<b>16.5%</b>	<b>53.2</b>	<b>46.5</b>	<b>14.4%</b>
Restaurant food	37.0	31.0	19.3%	36.1	30.4	18.8%
Dinner shows and cruises	4.0	6.1	-33.8%	6.1	5.6	8.0%
Groceries and snacks	13.9	10.0	38.6%	11.0	10.5	5.0%
<b>Entertainment &amp; Recreation</b>	<b>39.8</b>	<b>22.9</b>	<b>73.8%</b>	<b>26.0</b>	<b>22.4</b>	<b>16.1%</b>
Attractions/entertainment	16.4	9.3	76.7%	10.7	8.9	20.5%
Recreation	3.3	6.8	-51.8%	5.7	6.7	-14.9%
Other activities & tours	20.1	6.8	195.5%	9.5	6.7	41.4%
<b>Total Transportation</b>	<b>24.9</b>	<b>18.7</b>	<b>32.7%</b>	<b>20.1</b>	<b>18.5</b>	<b>8.6%</b>
Interisland airfare	1.0	0.8	23.3%	1.5	1.3	14.4%
Ground transportation	2.0	2.6	-23.2%	2.6	2.5	2.5%
Rental vehicles	20.5	13.7	49.7%	14.4	13.2	8.9%
Gasoline, parking, etc.	1.3	1.5	-17.6%	1.5	1.4	10.1%
<b>Total Shopping</b>	<b>41.4</b>	<b>26.8</b>	<b>54.5%</b>	<b>30.2</b>	<b>25.1</b>	<b>20.3%</b>
Fashion and clothing	18.2	9.1	99.0%	11.7	9.6	22.0%
Jewelry and watches	1.9	4.3	-55.2%	3.1	3.2	-1.6%
Cosmetics, perfume	6.8	0.6	965.8%	2.6	0.8	239.5%
Leather goods	1.9	2.0	-6.5%	1.7	2.0	-17.0%
Hawai'i food products	8.7	4.6	89.8%	4.8	3.7	28.2%
Souvenirs	3.9	6.2	-36.2%	6.3	5.8	8.2%
<b>Total Lodging</b>	<b>93.9</b>	<b>98.9</b>	<b>-5.1%</b>	<b>103.8</b>	<b>99.8</b>	<b>4.0%</b>
<b>All other expenses *</b>	<b>2.9</b>	<b>2.9</b>	<b>0.5%</b>	<b>3.5</b>	<b>3.5</b>	<b>-0.6%</b>

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**O'ahu Visitor Personal Daily Spending by Category:**  
**June 2025P vs. June 2019**  
**(Arrivals by air, in dollars)**

Expenditure Type	2025P June	2019 June	% change	2025P June YTD	2019 June YTD	% change
<b>GRAND TOTAL</b>	<b>257.7</b>	<b>194.3</b>	<b>32.6%</b>	<b>236.7</b>	<b>194.6</b>	<b>21.6%</b>
<b>Total Food and beverage</b>	<b>54.9</b>	<b>38.6</b>	<b>42.0%</b>	<b>53.2</b>	<b>37.6</b>	<b>41.4%</b>
Restaurant food	37.0	26.3	40.4%	36.1	25.5	41.6%
Dinner shows and cruises	4.0	4.3	-6.4%	6.1	4.5	34.1%
Groceries and snacks	13.9	8.0	73.6%	11.0	7.6	44.7%
<b>Entertainment &amp; Recreation</b>	<b>39.8</b>	<b>18.2</b>	<b>118.4%</b>	<b>26.0</b>	<b>18.9</b>	<b>37.5%</b>
Attractions/entertainment	16.4	5.8	185.1%	10.7	6.6	62.6%
Recreation	3.3	4.6	-28.6%	5.7	4.4	29.3%
Other activities & tours	20.1	7.9	155.0%	9.5	7.8	21.1%
<b>Total Transportation</b>	<b>24.9</b>	<b>14.3</b>	<b>74.3%</b>	<b>20.1</b>	<b>15.0</b>	<b>33.7%</b>
Interisland airfare	1.0	1.4	-25.5%	1.5	1.8	-13.4%
Ground transportation	2.0	1.9	4.2%	2.6	2.1	23.0%
Rental vehicles	20.5	10.0	104.7%	14.4	10.1	43.2%
Gasoline, parking, etc.	1.3	0.9	41.0%	1.5	1.1	43.1%
<b>Total Shopping</b>	<b>41.4</b>	<b>33.0</b>	<b>25.5%</b>	<b>30.2</b>	<b>31.0</b>	<b>-2.5%</b>
Fashion and clothing	18.2	13.6	33.6%	11.7	11.7	0.4%
Jewelry and watches	1.9	2.7	-30.1%	3.1	3.8	-17.3%
Cosmetics, perfume	6.8	1.5	343.4%	2.6	1.7	56.2%
Leather goods	1.9	3.7	-49.9%	1.7	3.9	-57.6%
Hawai'i food products	8.7	4.3	100.7%	4.8	3.8	28.0%
Souvenirs	3.9	7.0	-44.1%	6.3	6.2	1.5%
<b>Total Lodging</b>	<b>93.9</b>	<b>85.3</b>	<b>10.1%</b>	<b>103.8</b>	<b>86.6</b>	<b>19.8%</b>
<b>All other expenses *</b>	<b>2.9</b>	<b>5.0</b>	<b>-41.3%</b>	<b>3.5</b>	<b>5.4</b>	<b>-36.6%</b>

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

2025 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 reports and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development and Tourism

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

Expenditure Type	2025P June	2024P June	% change	2025P June YTD	2024P June YTD	% change
<b>GRAND TOTAL</b>	<b>292.6</b>	<b>281.9</b>	<b>3.8%</b>	<b>296.4</b>	<b>287.4</b>	<b>3.1%</b>
<b>Total Food and beverage</b>	<b>57.2</b>	<b>51.2</b>	<b>11.9%</b>	<b>60.8</b>	<b>58.3</b>	<b>4.3%</b>
Restaurant food	37.4	31.6	18.5%	40.5	37.7	7.5%
Dinner shows and cruises	6.0	4.8	25.5%	6.4	5.5	16.9%
Groceries and snacks	13.8	14.8	-6.6%	13.9	15.2	-8.2%
<b>Entertainment &amp; Recreation</b>	<b>22.4</b>	<b>21.5</b>	<b>4.2%</b>	<b>25.4</b>	<b>23.1</b>	<b>10.1%</b>
Attractions/entertainment	4.9	4.6	6.3%	5.3	4.8	11.5%
Recreation	10.8	8.8	23.0%	11.3	10.3	9.6%
Other activities & tours	6.7	8.1	-17.2%	8.8	8.0	9.7%
<b>Total Transportation</b>	<b>27.2</b>	<b>23.7</b>	<b>15.1%</b>	<b>27.0</b>	<b>24.4</b>	<b>10.6%</b>
Interisland airfare	2.1	1.2	80.9%	2.0	1.6	24.9%
Ground transportation	1.6	1.0	61.5%	1.3	1.1	20.0%
Rental vehicles	22.4	20.2	10.6%	22.3	20.3	9.8%
Gasoline, parking, etc.	1.1	1.3	-10.0%	1.3	1.3	-1.2%
<b>Total Shopping</b>	<b>21.9</b>	<b>21.1</b>	<b>3.9%</b>	<b>22.7</b>	<b>21.8</b>	<b>4.1%</b>
Fashion and clothing	10.3	9.4	9.6%	10.1	9.6	5.0%
Jewelry and watches	3.8	3.7	2.8%	3.4	3.3	4.4%
Cosmetics, perfume	0.2	0.1	52.5%	0.2	0.2	13.0%
Leather goods	1.0	1.6	-34.8%	1.4	1.4	-2.3%
Hawai'i food products	2.5	2.4	2.8%	2.8	2.8	-1.0%
Souvenirs	4.0	3.8	5.8%	4.7	4.4	6.9%
<b>Total Lodging</b>	<b>161.1</b>	<b>159.5</b>	<b>1.0%</b>	<b>157.1</b>	<b>155.9</b>	<b>0.8%</b>
<b>All other expenses *</b>	<b>2.7</b>	<b>5.0</b>	<b>-44.8%</b>	<b>3.4</b>	<b>3.9</b>	<b>-12.2%</b>

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

P=2024 and 2025 visitor data are preliminary.

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**Maui Visitor Personal Daily Spending by Category:**  
**June 2025P vs. June 2019**  
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Expenditure Type	2025P June	2019 June	% change	2025P June YTD	2019 June YTD	% change
<b>GRAND TOTAL</b>	<b>292.6</b>	<b>206.2</b>	<b>41.9%</b>	<b>296.4</b>	<b>212.9</b>	<b>39.2%</b>
<b>Total Food and beverage</b>	<b>57.2</b>	<b>39.4</b>	<b>45.2%</b>	<b>60.8</b>	<b>41.9</b>	<b>45.3%</b>
Restaurant food	37.4	24.7	51.4%	40.5	26.8	51.3%
Dinner shows and cruises	6.0	4.1	46.3%	6.4	4.7	37.2%
Groceries and snacks	13.8	10.6	30.2%	13.9	10.5	33.4%
<b>Entertainment &amp; Recreation</b>	<b>22.4</b>	<b>14.3</b>	<b>57.2%</b>	<b>25.4</b>	<b>16.7</b>	<b>52.1%</b>
Attractions/entertainment	4.9	3.6	36.5%	5.3	4.1	30.4%
Recreation	10.8	6.0	80.2%	11.3	7.2	57.6%
Other activities & tours	6.7	4.7	43.9%	8.8	5.5	61.1%
<b>Total Transportation</b>	<b>27.2</b>	<b>22.4</b>	<b>21.5%</b>	<b>27.0</b>	<b>22.9</b>	<b>17.7%</b>
Interisland airfare	2.1	1.9	13.3%	2.0	2.7	-26.0%
Ground transportation	1.6	0.5	211.9%	1.3	0.7	94.7%
Rental vehicles	22.4	18.8	18.8%	22.3	18.3	21.7%
Gasoline, parking, etc.	1.1	1.2	-5.0%	1.3	1.2	12.9%
<b>Total Shopping</b>	<b>21.9</b>	<b>15.4</b>	<b>41.9%</b>	<b>22.7</b>	<b>16.9</b>	<b>33.7%</b>
Fashion and clothing	10.3	6.9	48.4%	10.1	7.2	41.1%
Jewelry and watches	3.8	1.7	122.0%	3.4	2.5	35.1%
Cosmetics, perfume	0.2	0.2	-14.1%	0.2	0.6	-65.4%
Leather goods	1.0	0.5	86.7%	1.4	0.7	89.0%
Hawai'i food products	2.5	2.1	17.4%	2.8	2.1	30.7%
Souvenirs	4.0	3.8	5.3%	4.7	3.8	24.7%
<b>Total Lodging</b>	<b>161.1</b>	<b>111.6</b>	<b>44.3%</b>	<b>157.1</b>	<b>111.3</b>	<b>41.1%</b>
<b>All other expenses *</b>	<b>2.7</b>	<b>3.0</b>	<b>-9.6%</b>	<b>3.4</b>	<b>3.1</b>	<b>9.6%</b>

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**Kaua'i Visitor Personal Daily Spending by Category:**  
**June 2025P vs. June 2024P**  
**(Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2025P June</b>	<b>2024P June</b>	<b>% change</b>	<b>2025P June YTD</b>	<b>2024P June YTD</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>257.8</b>	<b>274.4</b>	<b>-6.0%</b>	<b>274.4</b>	<b>286.1</b>	<b>-4.1%</b>
<b>Total Food and beverage</b>	<b>48.8</b>	<b>54.7</b>	<b>-10.8%</b>	<b>54.9</b>	<b>58.2</b>	<b>-5.7%</b>
Restaurant food	31.7	31.6	0.3%	35.7	36.8	-2.9%
Dinner shows and cruises	4.2	7.7	-46.2%	6.0	6.1	-1.9%
Groceries and snacks	12.9	15.3	-15.9%	13.1	15.2	-13.7%
<b>Entertainment &amp; Recreation</b>	<b>25.1</b>	<b>30.0</b>	<b>-16.5%</b>	<b>28.9</b>	<b>27.4</b>	<b>5.5%</b>
Attractions/entertainment	8.8	6.9	28.6%	7.6	6.7	13.8%
Recreation	6.9	9.7	-28.3%	8.9	8.7	1.7%
Other activities & tours	9.3	13.5	-31.1%	12.4	12.0	3.6%
<b>Total Transportation</b>	<b>24.1</b>	<b>28.5</b>	<b>-15.4%</b>	<b>28.5</b>	<b>29.4</b>	<b>-3.3%</b>
Interisland airfare	1.8	2.1	-13.7%	4.1	2.9	42.0%
Ground transportation	0.5	0.6	-2.6%	0.8	0.9	-12.0%
Rental vehicles	20.9	24.9	-16.2%	22.7	24.5	-7.6%
Gasoline, parking, etc.	0.8	0.8	-3.9%	0.9	1.1	-18.8%
<b>Total Shopping</b>	<b>14.4</b>	<b>14.4</b>	<b>0.0%</b>	<b>16.4</b>	<b>17.0</b>	<b>-3.6%</b>
Fashion and clothing	6.6	7.4	-11.3%	7.0	7.3	-3.2%
Jewelry and watches	1.7	1.6	11.1%	2.2	2.6	-15.6%
Cosmetics, perfume	0.1	0.1	123.1%	0.2	0.2	17.3%
Leather goods	0.1	0.0	93.5%	0.2	0.1	188.5%
Hawai'i food products	2.5	2.7	-8.0%	2.7	3.3	-17.9%
Souvenirs	3.4	2.6	28.6%	4.0	3.6	12.3%
<b>Total Lodging</b>	<b>141.6</b>	<b>143.8</b>	<b>-1.5%</b>	<b>141.7</b>	<b>150.5</b>	<b>-5.8%</b>
<b>All other expenses *</b>	<b>3.9</b>	<b>3.0</b>	<b>29.7%</b>	<b>4.1</b>	<b>3.6</b>	<b>14.8%</b>

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<b>Expenditure Type</b>	<b>2025P June</b>	<b>2019 June</b>	<b>% change</b>	<b>2025P June YTD</b>	<b>2019 June YTD</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>257.8</b>	<b>170.6</b>	<b>51.1%</b>	<b>274.4</b>	<b>187.3</b>	<b>46.5%</b>
<b>Total Food and beverage</b>	<b>48.8</b>	<b>34.5</b>	<b>41.3%</b>	<b>54.9</b>	<b>39.0</b>	<b>40.7%</b>
Restaurant food	31.7	20.4	55.7%	35.7	23.6	51.6%
Dinner shows and cruises	4.2	2.9	45.4%	6.0	4.0	50.1%
Groceries and snacks	12.9	11.3	14.4%	13.1	11.4	15.1%
<b>Entertainment &amp; Recreation</b>	<b>25.1</b>	<b>15.9</b>	<b>58.1%</b>	<b>28.9</b>	<b>19.7</b>	<b>46.6%</b>
Attractions/entertainment	8.8	3.8	132.6%	7.6	4.5	70.3%
Recreation	6.9	6.0	16.5%	8.9	6.9	29.5%
Other activities & tours	9.3	6.1	52.5%	12.4	8.4	47.9%
<b>Total Transportation</b>	<b>24.1</b>	<b>18.2</b>	<b>32.5%</b>	<b>28.5</b>	<b>21.4</b>	<b>32.7%</b>
Interisland airfare	1.8	1.4	30.6%	4.1	2.5	66.9%
Ground transportation	0.5	0.2	133.3%	0.8	0.4	82.6%
Rental vehicles	20.9	15.8	32.0%	22.7	17.7	28.2%
Gasoline, parking, etc.	0.8	0.7	14.2%	0.9	0.9	4.0%
<b>Total Shopping</b>	<b>14.4</b>	<b>10.9</b>	<b>31.8%</b>	<b>16.4</b>	<b>13.2</b>	<b>23.7%</b>
Fashion and clothing	6.6	5.2	26.4%	7.0	5.6	26.1%
Jewelry and watches	1.7	1.3	32.1%	2.2	1.9	14.3%
Cosmetics, perfume	0.1	0.1	46.8%	0.2	0.1	70.6%
Leather goods	0.1	0.2	-53.3%	0.2	0.1	99.3%
Hawai'i food products	2.5	1.8	35.0%	2.7	2.2	20.7%
Souvenirs	3.4	2.3	46.8%	4.0	3.3	22.9%
<b>Total Lodging</b>	<b>141.6</b>	<b>87.2</b>	<b>62.3%</b>	<b>141.7</b>	<b>91.2</b>	<b>55.4%</b>
<b>All other expenses *</b>	<b>3.9</b>	<b>3.9</b>	<b>0.5%</b>	<b>4.1</b>	<b>2.7</b>	<b>51.1%</b>

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Expenditure Type	2025P June	2024P June	% change	2025P June YTD	2024P June YTD	% change
<b>GRAND TOTAL</b>	<b>231.9</b>	<b>238.7</b>	<b>-2.9%</b>	<b>231.7</b>	<b>238.2</b>	<b>-2.7%</b>
<b>Total Food and beverage</b>	<b>49.1</b>	<b>48.7</b>	<b>0.9%</b>	<b>48.4</b>	<b>48.4</b>	<b>-0.1%</b>
Restaurant food	31.2	32.1	-2.9%	30.9	32.3	-4.4%
Dinner shows and cruises	4.5	3.7	22.2%	3.7	3.3	11.9%
Groceries and snacks	13.5	12.9	4.3%	13.7	12.7	7.7%
<b>Entertainment &amp; Recreation</b>	<b>23.2</b>	<b>20.7</b>	<b>12.2%</b>	<b>24.6</b>	<b>23.6</b>	<b>4.4%</b>
Attractions/entertainment	4.9	5.1	-2.5%	5.6	6.7	-16.0%
Recreation	10.5	9.1	15.0%	9.4	8.5	10.6%
Other activities & tours	7.8	6.5	19.6%	9.6	8.4	14.5%
<b>Total Transportation</b>	<b>25.0</b>	<b>31.8</b>	<b>-21.3%</b>	<b>29.7</b>	<b>32.3</b>	<b>-7.9%</b>
Interisland airfare	3.2	3.7	-13.1%	6.0	5.3	12.4%
Ground transportation	1.1	1.1	0.9%	1.8	1.1	66.5%
Rental vehicles	19.1	24.7	-22.6%	20.2	23.4	-13.9%
Gasoline, parking, etc.	1.6	2.3	-31.0%	1.7	2.4	-27.9%
<b>Total Shopping</b>	<b>16.0</b>	<b>16.0</b>	<b>0.1%</b>	<b>19.1</b>	<b>17.8</b>	<b>7.6%</b>
Fashion and clothing	6.0	5.2	16.9%	7.1	5.8	21.8%
Jewelry and watches	2.5	1.9	30.1%	2.8	1.7	66.8%
Cosmetics, perfume	0.1	0.2	-55.3%	0.4	0.2	91.8%
Leather goods	0.1	0.1	-20.8%	0.1	0.2	-37.2%
Hawai'i food products	3.4	3.5	-2.2%	4.4	4.1	6.3%
Souvenirs	3.8	5.0	-24.2%	4.3	5.7	-24.8%
<b>Total Lodging</b>	<b>113.0</b>	<b>117.5</b>	<b>-3.9%</b>	<b>106.1</b>	<b>112.7</b>	<b>-5.9%</b>
<b>All other expenses *</b>	<b>5.6</b>	<b>4.0</b>	<b>38.7%</b>	<b>3.8</b>	<b>3.5</b>	<b>9.3%</b>

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

P=2024 and 2025 visitor data are preliminary.

Source: Department of Business, Economic Development & Tourism

**Hawai'i Island Visitor Personal Daily Spending by Category:**  
**June 2025P vs. June 2019**  
**(Arrivals by air, in dollars)**

Expenditure Type	2025P June	2019 June	% change	2025P June YTD	2019 June YTD	% change
<b>GRAND TOTAL</b>	<b>231.9</b>	<b>172.6</b>	<b>34.3%</b>	<b>231.7</b>	<b>176.6</b>	<b>31.2%</b>
<b>Total Food and beverage</b>	<b>49.1</b>	<b>37.1</b>	<b>32.4%</b>	<b>48.4</b>	<b>38.1</b>	<b>26.8%</b>
Restaurant food	31.2	24.3	28.3%	30.9	25.3	22.2%
Dinner shows and cruises	4.5	1.8	154.9%	3.7	2.5	51.2%
Groceries and snacks	13.5	11.0	21.9%	13.7	10.4	32.3%
<b>Entertainment &amp; Recreation</b>	<b>23.2</b>	<b>17.0</b>	<b>36.5%</b>	<b>24.6</b>	<b>18.1</b>	<b>36.0%</b>
Attractions/entertainment	4.9	3.2	56.4%	5.6	3.1	79.2%
Recreation	10.5	8.3	26.4%	9.4	8.3	13.2%
Other activities & tours	7.8	5.5	40.3%	9.6	6.7	44.1%
<b>Total Transportation</b>	<b>25.0</b>	<b>26.3</b>	<b>-5.0%</b>	<b>29.7</b>	<b>28.0</b>	<b>6.0%</b>
Interisland airfare	3.2	4.3	-24.5%	6.0	5.5	8.0%
Ground transportation	1.1	1.0	14.7%	1.8	0.8	139.8%
Rental vehicles	19.1	19.0	0.2%	20.2	19.3	4.5%
Gasoline, parking, etc.	1.6	2.0	-21.9%	1.7	2.5	-28.7%
<b>Total Shopping</b>	<b>16.0</b>	<b>15.1</b>	<b>6.1%</b>	<b>19.1</b>	<b>15.2</b>	<b>26.1%</b>
Fashion and clothing	6.0	5.0	21.8%	7.1	5.4	31.6%
Jewelry and watches	2.5	1.8	39.3%	2.8	1.8	52.9%
Cosmetics, perfume	0.1	0.2	-44.5%	0.4	0.3	43.2%
Leather goods	0.1	0.1	-20.9%	0.1	0.2	-28.8%
Hawai'i food products	3.4	4.7	-27.7%	4.4	4.3	1.4%
Souvenirs	3.8	3.3	16.5%	4.3	3.1	36.6%
<b>Total Lodging</b>	<b>113.0</b>	<b>75.6</b>	<b>49.4%</b>	<b>106.1</b>	<b>74.8</b>	<b>41.9%</b>
<b>All other expenses *</b>	<b>5.6</b>	<b>1.5</b>	<b>268.4%</b>	<b>3.8</b>	<b>2.4</b>	<b>61.3%</b>

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

2025 visitor data are preliminary; 2019 visitor data are the final numbers and reflect updated airfare statistics from DII O Mi Airline database, data from the National Travel and Tourism Office reports and final passenger counts from Airline Traffic Summary reports.

Source: Department of Business, Economic Development and Tourism