

2007 ANNUAL VISITOR RESEARCH REPORT

AIR VISITOR PERSONAL DAILY SPENDING BY MMA

AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND

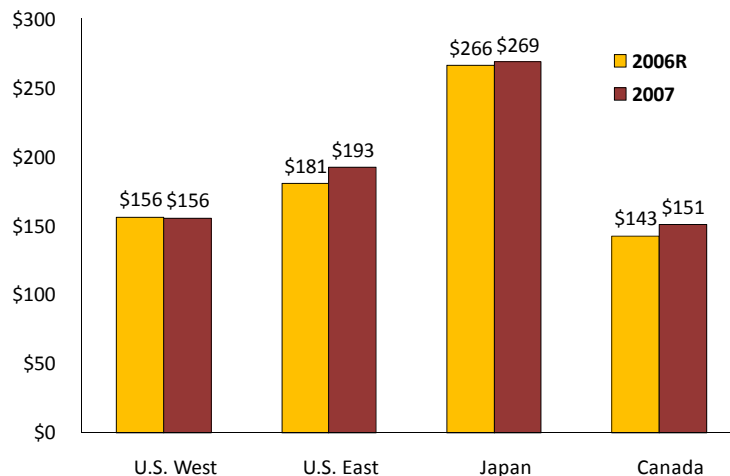
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September 3, 2008

AIR VISITOR PERSONAL DAILY SPENDING BY MMA

Figure 23: Visitor Personal Daily Spending by Selected MMA: 2007 vs. 2006



U.S. WEST

Daily spending by U.S. West air visitors in 2007 was \$156 per person virtually unchanged from 2006 (Table 63).

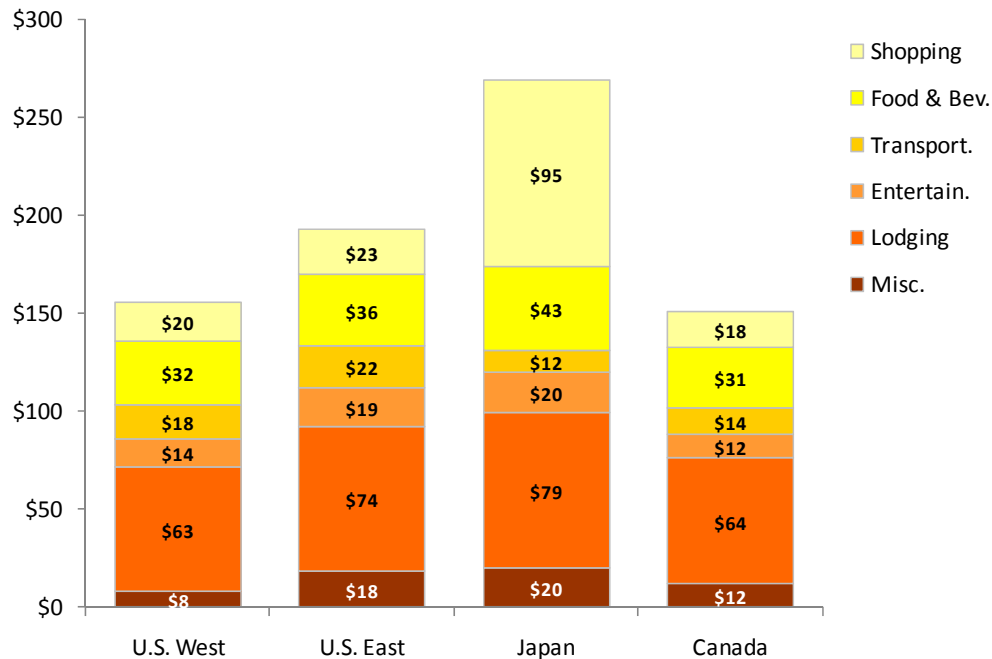
- Daily spending by this group of visitors ranked 9th among the visitor markets.
- Lodging expenditures by these visitors averaged \$63 per person per day, down 1.4 percent compared to the previous year.
- This group also spent less on shopping (-2.5% to \$20.1 per person) and entertainment and recreation (-4% to \$14.4 per person) but more on food and beverage (+1.3% to \$32.3 per person) and transportation (+5% to \$17.6 per person) than those who came in 2006.

U.S. EAST

Per day expenditures by U.S. East air visitors rose from \$181 per person to \$193 per person in 2007 (Table 64), 5th highest among the visitor markets.

- Lodging expenditures, the largest expense for this group, increased 1.2 percent from 2006 to average \$74.4 per person on a daily basis.
- Those who came in 2007 also spent more in other categories, starting with food and beverages (+2.1% to \$36 per person), shopping (+3% to \$23.2 per person) and entertainment and recreation (+.8% to \$19.2 per person).
- The largest increase was in transportation spending, up 23.2 percent to \$22 per person.

Figure 24: 2007 Visitor Personal Daily Spending by Category and Selected MMA



JAPAN

Daily spending by air visitors from Japan continued to be the highest among the visitor markets. In 2007 daily spending increased to \$269 per person, compared to \$267 per person last year (Table 65).

- In contrast to other visitor groups, the biggest expense by Japanese visitors was shopping. Japanese visitors spent over four times as much per day shopping as those from the U.S. mainland, Canada and Europe.
- In 2007 shopping expenses decreased 4.1 percent to \$95 per person per day.
- Japanese visitor spending on lodging, at \$79 per person, was 4.9 percent higher than in 2006.
- These visitors spent more on food and beverages (+2% to \$43 per person), entertainment and recreation (+3% to \$20.3 per person) and transportation (+.7% to \$11.7 per person) compared to last year.

CANADA

Per day spending by Canadian air visitors in 2007 was \$151 per person, up from \$143 per person in 2006 (Table 66).

- Daily spending by this group was the lowest among the visitor markets.
- Lodging expenditures by these visitors rose 4 percent to \$65 per person per day.
- This group also spent more on food and beverages (+1.8% to \$31 per person) and transportation (+2.4% to \$13.9 per person) but less on shopping (-1.4% to \$18.1 per person) and entertainment and recreation (-4% to \$11.7 per person) than in 2006.

EUROPE

Daily spending by European air visitors increased from \$169 per person in 2006 to \$175 per person in 2007 (Table 67).

- Lodging expenditures by these visitors fell 2.3 percent to \$77 per person.
- Spending on food and beverages the second largest category for this group was also lower, down 10.9 percent to \$32.5 per person.
- European visitors in 2007 spent more on shopping (+2.5% to \$21.3 per person) and transportation (+15.2% to \$20 per person) compared to last year.

OCEANIA

Daily spending by air visitors from Oceania was \$212 per person in 2007, up from \$202 per person in 2006 (Table 68).

- Lodging expenses (\$74 per person) for this group was 1.8 percent lower than last year.
- Oceania visitors spent more on shopping (+20% to \$49 per person), food and beverage (+4.7%, to \$48 per person), entertainment and recreation (+1.5% to \$18.9 per person) and transportation (+8.8% to \$14 per person) compared to 2006.

OTHER ASIA

Ranked second in daily spending were visitors from Other Asia which increased to \$234 per person, from \$208 per person in 2006 (Table 69).

- Lodging expenditures by these visitors rose 20 percent to \$79 per person per day.
- Next to the Japanese, visitors from Other Asia were the second highest spender in the shopping category at \$52 per person, (down from \$59 per person in 2006).
- This group spent more on food and beverage (+6.4% to \$42 per person), and entertainment and recreation (+25.5% to \$25 per person) in 2007.
- These visitors also spent significantly more on transportation (\$24 per person from \$14 per person in 2006).

LATIN AMERICA

Per day spending by air visitors from Latin America in 2007 was \$195 per person compared to \$160 per person in the previous year (Table 70).

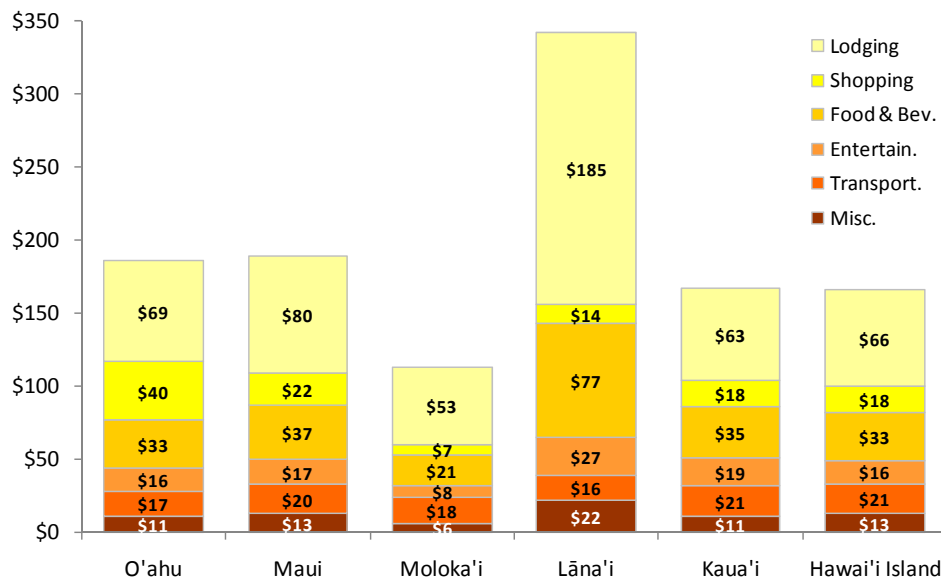
- Lodging expenditures by these visitors were down 13.5 percent to \$53 per person per day.
- These visitors also spent less on food and beverages (-14.3% to \$28 per person) and entertainment and recreation (-5.2% to \$14 per person) but more on shopping (+14.6% to \$30 per person) and transportation (+19.6% to \$18 per person) compared to 2006.

AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND

Total Daily spending by air visitors in 2007 were higher on all islands compared to daily spending from air visitors in the previous year (Table 72 and Table 73).

- Visitor by air to Lānaʻi spent the most on a daily basis at \$342 per person compared to \$300 per person in 2006.
- Daily spending on Maui was the second highest at \$189 per person, up from \$187.
- Visitors to Oʻahu spent \$186 per person per day, higher than \$181 per person in 2006.
- Visitor to Kauaʻi in 2007 spent \$167 per person (\$161 per person in 2006), Hawaiʻi Island visitors spent \$166 per person (\$158 per person in 2006) while Molokaʻi visitors spent \$113 per person, (\$110 per person in 2006).

Figure 25: 2007 Visitor Personal Daily Spending by Category and Island



- Lodging was the largest expense for these visitors across all islands with the highest being on Lānaʻi at \$185 per person, up from \$181 per person in 2006. Maui visitors in 2007 spent less on lodging (\$81 per person) compared to \$83 per person last year. Lodging expenses on Oʻahu was unchanged from last year at \$69 per person. Lodging on Hawaiʻi Island (\$66 per person) and Kauaʻi (\$63 per person) and Molokaʻi (\$53 per person) were slightly higher than in 2006.
- Visitors to Oʻahu in 2007 spent 35.5 percent more on shopping (\$40 per person) compared to 2006 (\$30 per person). Shopping expenditures for other islands were about the same as 2006 levels. In 2007 Oʻahu visitors spent almost twice as much per day shopping as visitors to Maui (\$22 per person), Kauaʻi (\$18 per day), and Hawaiʻi Island (\$18 per person) and even more so than those who visited Lānaʻi (\$14 per person) and Molokaʻi (\$8 per person).

- Visitors spent more on food and beverage in 2007, on Lānaʻi (\$77 per person), Maui (\$37 per person) and Kauaʻi (\$35 per person), than those on Oʻahu (\$33 per person), Hawaiʻi Island (\$33 per person) and Molokaʻi (\$21 per person). Visitors on Oʻahu in 2007 spent less on food and beverage than those who visited this island in 2006. Spending on food and beverages in 2007 were higher on Lānaʻi, Kauaʻi, Hawaiʻi Island and about the same on Molokaʻi as last year.
- Visitors on Lānaʻi spent \$27 per person daily on entertainment and recreation in 2007, compared to \$22 per person in 2006. Spending in this category on Kauaʻi was about the same as last year at \$19 per person. Daily spending on entertainment and recreation decreased slightly in 2007 to \$17 per person on Maui, \$16 per person on Oʻahu and \$16 per person on Hawaiʻi Island.
- Daily spending on transportation decreased on Oʻahu to \$17 per person in 2007 from \$19 per person in 2006. Transportation expenditures increased on all neighbor islands. Visitors spent \$21 per person on either Kauaʻi or Hawaiʻi Island, \$20 per person on Maui, \$18 per person on Molokaʻi and \$16 per person on Lānaʻi.

Table 60: Total Visitor Expenditures by Category: 2007 vs. 2006
(Total Air and Cruise Visitor Spending in millions of dollars)

Expenditure Type	2007	2006R	% change
GRAND TOTAL	12,811.0	12,491.6	2.6
Total Food and beverage	2,415.0	2,372.4	1.8
Restaurant food	1,631.0	1,619.9	0.7
Dinner shows and cruises	273.7	266.7	2.6
Groceries and snacks	510.3	485.8	5.1
Entertainment & Recreation	1,142.9	1,147.4	-0.4
Total Transportation	1,246.9	1,125.4	10.8
Interisland airfare	381.3	226.8	68.1
Ground transportation	95.5	96.9	-1.5
Rental vehicles	677.1	706.7	-4.2
Gasoline, parking, etc.	93.1	95.0	-2.0
Total Shopping	2,151.6	2,164.3	-0.6
Fashion and clothing	777.5	748.6	3.9
Jewelry and watches	394.1	435.3	-9.5
Cosmetics, perfume	73.1	72.4	1.0
Leather goods	298.9	303.9	-1.7
Hawai'i food products	213.3	212.9	0.2
Souvenirs	394.7	391.2	0.9
Lodging	4,746.1	4,777.1	-0.6
All other expenses 1/	923.1	714.2	29.3
Supplemental business	185.2	190.7	-2.9

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 61: 2007 Total Visitor Expenditures by Island and MMA
(Total Air and Cruise Visitor Spending in \$millions)**

2007	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	1,547.4	1,517.0	1,811.3	242.5	123.1	249.5	214.6	24.8	346.8	6,076.9
Maui	1,669.5	1,243.2	56.2	273.0	55.2	27.4	13.6	14.3	116.2	3,468.7
Moloka'i	20.0	14.1	0.2	3.5	0.6	0.8	0.3	0.2	1.4	41.1
Lāna'i	50.1	45.9	0.5	6.7	2.0	2.4	0.8	0.4	3.7	112.4
Kaua'i	744.1	478.2	8.7	50.2	20.0	11.5	5.1	1.4	53.5	1,372.7
Hawai'i Island	810.8	573.7	122.0	71.5	35.7	22.6	23.5	8.4	71.0	1,739.3
STATE	4,842.0	3,872.2	1,998.8	647.3	236.5	314.2	257.8	49.5	592.6	12,811.1

**Table 62: 2007 Total Visitor Expenditures Growth by Island and MMA
(% change over 2006)**

% CHANGE OVER 2006	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	-3.6%	4.0%	-3.0%	21.9%	8.1%	40.1%	25.7%	32.6%	-11.9%	1.2%
Maui	-1.5%	1.0%	-6.6%	32.8%	-5.8%	-16.8%	-36.7%	68.0%	-0.2%	1.1%
Moloka'i	12.0%	27.2%	-74.3%	151.7%	-38.7%	-7.2%	11.9%	115.4%	-74.1%	6.5%
Lāna'i	39.8%	30.6%	-58.3%	86.8%	-25.3%	248.2%	76.5%	142.9%	-34.9%	31.9%
Kaua'i	9.6%	7.9%	0.1%	13.7%	8.6%	52.7%	125.7%	-51.5%	23.3%	9.9%
Hawai'i Island	1.4%	3.1%	4.6%	3.8%	6.1%	2.8%	190.3%	59.7%	-3.9%	3.2%
STATE	0.2%	3.7%	-2.7%	23.9%	3.7%	29.8%	26.8%	39.0%	-7.2%	2.6%

Table 63: U.S. West Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	155.9	156.5	-0.4
Total Food and beverage	32.3	31.9	1.3
Restaurant food	21.0	21.2	-1.4
Dinner shows and cruises	3.7	3.3	13.0
Groceries and snacks	7.7	7.4	4.1
Entertainment & Recreation	14.4	15.0	-4.0
Total Transportation	17.6	16.7	5.0
Interisland airfare	5.0	2.9	70.5
Ground transportation	0.6	0.7	-16.3
Rental vehicles	10.6	11.6	-8.6
Gasoline, parking, etc.	1.4	1.5	-9.0
Total Shopping	20.1	20.6	-2.5
Fashion and clothing	7.4	7.9	-5.5
Jewelry and watches	4.7	5.1	-9.0
Cosmetics, perfume	0.4	0.3	11.5
Leather goods	0.7	0.6	24.8
Hawai'i food products	2.1	2.1	2.9
Souvenirs	4.7	4.6	3.1
Lodging	63.4	64.3	-1.4
All other expenses 1/	8.1	8.0	1.4

Table 64: U.S. East Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	192.8	181.1	6.5
Total Food and beverage	36.0	35.2	2.1
Restaurant food	25.1	24.8	1.4
Dinner shows and cruises	4.4	4.4	-0.1
Groceries and snacks	6.5	6.0	6.8
Entertainment & Recreation	19.2	19.1	0.8
Total Transportation	22.0	17.8	23.2
Interisland airfare	7.9	3.3	141.9
Ground transportation	0.9	1.0	-8.3
Rental vehicles	11.5	11.8	-3.1
Gasoline, parking, etc.	1.6	1.7	-3.9
Total Shopping	23.2	22.5	3.0
Fashion and clothing	7.8	7.9	-1.8
Jewelry and watches	5.6	6.0	-5.4
Cosmetics, perfume	0.4	0.3	13.3
Leather goods	0.8	0.5	51.2
Hawai'i food products	2.2	2.0	8.2
Souvenirs	6.5	5.8	11.5
Lodging	74.4	73.5	1.2
All other expenses 1/	18.1	13.0	39.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

Table 65: Japanese Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	268.8	266.5	0.9
Total Food and beverage	42.9	42.0	2.0
Restaurant food	29.7	29.1	1.9
Dinner shows and cruises	5.3	5.3	0.0
Groceries and snacks	7.9	7.6	4.0
Entertainment & Recreation	20.3	19.7	3.0
Total Transportation	11.7	11.6	0.7
Interisland airfare	3.6	3.7	-3.2
Ground transportation	4.8	4.8	-1.0
Rental vehicles	2.9	2.7	7.1
Gasoline, parking, etc.	0.4	0.3	14.6
Total Shopping	94.7	98.8	-4.1
Fashion and clothing	25.1	26.1	-3.8
Jewelry and watches	11.8	13.6	-13.5
Cosmetics, perfume	5.5	5.6	-1.8
Leather goods	32.0	33.7	-4.9
Hawai'i food products	11.2	10.7	4.7
Souvenirs	9.1	9.0	1.0
Lodging	79.0	75.4	4.9
All other expenses 1/	20.2	19.0	6.3

Table 66: Canadian Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	150.8	142.9	5.5
Total Food and beverage	31.0	30.4	1.8
Restaurant food	19.3	19.6	-1.6
Dinner shows and cruises	2.9	2.8	5.5
Groceries and snacks	8.7	8.0	8.8
Entertainment & Recreation	11.7	12.2	-4.0
Total Transportation	13.9	13.6	2.4
Interisland airfare	1.7	2.4	-29.3
Ground transportation	0.9	1.0	-2.0
Rental vehicles	9.8	8.9	10.0
Gasoline, parking, etc.	1.4	1.3	12.0
Total Shopping	18.1	18.4	-1.4
Fashion and clothing	8.9	9.2	-2.5
Jewelry and watches	3.0	3.0	0.8
Cosmetics, perfume	0.3	0.6	-43.1
Leather goods	0.5	0.6	-7.7
Hawai'i food products	1.5	1.6	-4.2
Souvenirs	3.8	3.5	8.8
Lodging	64.5	62.0	4.0
All other expenses 1/	11.7	6.5	79.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

Table 67: European Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	174.7	168.6	3.6
Total Food and beverage	32.5	36.5	-10.9
Restaurant food	24.7	26.0	-5.1
Dinner shows and cruises	1.8	4.0	-54.4
Groceries and snacks	6.0	6.5	-7.5
Entertainment & Recreation	12.9	11.4	13.8
Total Transportation	19.8	17.2	15.2
Interisland airfare	5.8	3.9	48.6
Ground transportation	1.8	1.8	-4.2
Rental vehicles	10.9	10.4	5.0
Gasoline, parking, etc.	1.3	1.0	25.8
Total Shopping	21.3	20.8	2.5
Fashion and clothing	11.3	9.6	18.2
Jewelry and watches	3.6	3.3	10.9
Cosmetics, perfume	0.4	0.7	-38.2
Leather goods	1.2	0.4	201.5
Hawai'i food products	1.2	1.0	13.1
Souvenirs	3.6	5.8	-38.4
Lodging	76.7	78.5	-2.3
All other expenses 1/	11.4	4.3	165.6

Table 68: Oceania Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	212.3	201.8	5.2
Total Food and beverage	47.9	45.7	4.7
Restaurant food	36.3	34.6	4.9
Dinner shows and cruises	4.5	4.1	8.8
Groceries and snacks	7.0	7.0	1.3
Entertainment & Recreation	18.9	18.7	1.5
Total Transportation	14.2	13.1	8.8
Interisland airfare	4.4	3.7	17.7
Ground transportation	2.9	2.2	27.9
Rental vehicles	6.2	6.4	-3.4
Gasoline, parking, etc.	0.8	0.7	13.4
Total Shopping	49.4	41.2	20.0
Fashion and clothing	27.1	22.9	18.7
Jewelry and watches	8.7	7.1	22.7
Cosmetics, perfume	3.8	2.7	39.6
Leather goods	2.6	2.1	19.6
Hawai'i food products	1.0	1.1	-6.6
Souvenirs	6.2	5.3	17.9
Lodging	73.9	75.2	-1.8
All other expenses 1/	8.0	7.9	1.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 69: Other Asian Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)**

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	233.8	208.2	12.3
Total Food and beverage	42.4	39.8	6.4
Restaurant food	30.2	28.5	5.7
Dinner shows and cruises	6.0	5.9	1.2
Groceries and snacks	6.2	5.3	16.2
Entertainment & Recreation	25.1	20.0	25.5
Total Transportation	24.0	14.1	69.9
Interisland airfare	10.9	4.7	132.0
Ground transportation	4.7	2.8	69.3
Rental vehicles	7.2	6.0	20.5
Gasoline, parking, etc.	1.2	0.7	76.7
Total Shopping	52.1	58.6	-11.1
Fashion and clothing	22.5	18.7	20.5
Jewelry and watches	5.5	12.4	-55.8
Cosmetics, perfume	3.2	3.9	-17.2
Leather goods	9.4	11.6	-19.0
Hawai'i food products	6.5	5.7	14.0
Souvenirs	4.9	6.3	-21.5
Lodging	78.7	65.6	20.0
All other expenses 1/	11.6	10.1	14.4

**Table 70: Latin American Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)**

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	195.0	159.6	22.2
Total Food and beverage	28.3	33.0	-14.3
Restaurant food	21.1	22.6	-6.6
Dinner shows and cruises	2.0	4.2	-51.5
Groceries and snacks	5.2	6.2	-17.4
Entertainment & Recreation	13.9	14.7	-5.2
Total Transportation	17.8	14.9	19.6
Interisland airfare	3.3	3.8	-14.0
Ground transportation	1.0	1.6	-41.9
Rental vehicles	11.4	7.6	50.5
Gasoline, parking, etc.	2.2	1.9	16.7
Total Shopping	29.9	26.1	14.6
Fashion and clothing	16.9	12.9	31.0
Jewelry and watches	2.7	3.7	-28.6
Cosmetics, perfume	0.7	0.9	-25.5
Leather goods	2.5	0.5	397.3
Hawai'i food products	2.0	2.0	0.7
Souvenirs	5.1	6.0	-14.4
Lodging	52.5	60.7	-13.5
All other expenses 1/	52.7	10.3	412.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 71: Other Visitor Personal Daily Spending by Category
2007 vs. 2006 (Arrivals by air, in dollars)**

Expenditure Type	2007	2006R	% Change
GRAND TOTAL	175.9	161.2	9.1
Total Food and beverage	31.9	29.9	6.8
Restaurant food	21.8	19.4	12.4
Dinner shows and cruises	1.8	2.7	-35.4
Groceries and snacks	8.4	7.8	7.5
Entertainment & Recreation	12.1	10.7	13.1
Total Transportation	16.0	16.1	-0.7
Interisland airfare	3.0	4.6	-34.0
Ground transportation	2.1	1.4	54.5
Rental vehicles	9.4	9.2	2.3
Gasoline, parking, etc.	1.4	1.0	47.1
Total Shopping	39.1	28.1	39.2
Fashion and clothing	26.4	13.2	100.0
Jewelry and watches	3.6	3.6	1.7
Cosmetics, perfume	0.7	0.6	12.3
Leather goods	2.3	0.7	221.1
Hawai'i food products	1.3	2.9	-55.6
Souvenirs	4.7	7.0	-32.6
Lodging	56.4	73.5	-23.2
All other expenses 1/	20.4	2.9	596.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 72: 2007 Visitor Personal Daily Spending by Category by Island
(Arrivals by air, in dollars)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Is.
GRAND TOTAL	185.9	189.2	113.0	341.7	166.7	166.0
Total Food and beverage	32.6	36.8	20.9	77.2	35.1	32.9
Restaurant food	22.2	24.3	11.3	67.4	22.8	22.5
Dinner shows and cruises	4.3	4.5	0.2	4.5	3.4	2.4
Groceries and snacks	6.1	8.0	9.4	5.4	8.9	8.0
Entertainment & Recreation	16.1	17.1	7.8	26.7	18.8	15.9
Total Transportation	16.5	20.2	17.8	16.4	20.7	20.6
Interisland airfare	5.6	5.7	3.4	10.4	5.1	5.0
Ground transportation	2.0	0.5	0.7	1.7	0.3	0.7
Rental vehicles	7.7	12.5	12.1	3.6	13.9	13.0
Gasoline, parking, etc.	1.2	1.5	1.5	0.7	1.5	1.9
Total Shopping	40.1	22.2	7.5	13.7	18.3	17.6
Fashion and clothing	16.3	8.2	2.5	7.0	6.9	5.9
Jewelry and watches	6.4	5.6	0.7	2.0	4.2	3.1
Cosmetics, perfume	1.6	0.4	0.1	0.1	0.3	0.3
Leather goods	5.6	0.6	0.1	0.1	0.2	0.6
Hawai'i food products	2.2	1.9	1.4	0.7	1.8	2.6
Souvenirs	8.0	5.5	2.6	3.7	4.9	5.2
Lodging	69.2	80.5	52.6	185.4	62.6	66.1
All other expenses 1/	11.4	12.5	6.4	22.3	11.1	12.9

**Table 73: 2006 Visitor Personal Daily Spending by Category by Island
(Arrivals by air, in dollars)**

Expenditure Type *	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Is.
GRAND TOTAL	181.0	187.1	110.2	299.7	160.8	157.9
Total Food and beverage	36.8	35.6	21.1	62.2	34.1	31.4
Restaurant food	24.9	24.1	10.4	58.4	22.7	21.5
Dinner shows and cruises	4.7	4.0	0.3	0.4	3.2	2.6
Groceries and snacks	7.2	7.5	10.5	3.4	8.2	7.3
Entertainment & Recreation	17.0	18.3	8.8	21.8	18.9	16.6
Total Transportation	18.9	18.6	15.2	11.4	18.1	18.3
Interisland airfare	3.4	3.5	2.0	5.6	3.0	2.9
Ground transportation	1.7	0.5	0.2	1.6	0.3	0.7
Rental vehicles	12.0	13.1	11.0	3.9	13.2	12.6
Gasoline, parking, etc.	1.8	1.5	1.9	0.4	1.6	2.1
Total Shopping	29.6	21.5	7.7	12.9	18.6	17.7
Fashion and clothing	10.8	8.8	2.6	6.3	6.9	6.1
Jewelry and watches	7.2	5.4	0.8	2.5	4.6	3.7
Cosmetics, perfume	0.6	0.4	0.1	0.2	0.3	0.3
Leather goods	1.4	0.6	0.0	0.1	0.2	0.4
Hawai'i food products	3.0	1.6	1.6	0.6	1.7	2.6
Souvenirs	6.6	4.7	2.7	3.3	4.9	4.6
Lodging	69.4	83.4	51.7	181.4	61.4	65.2
All other expenses 1/	9.3	9.8	5.6	9.9	9.6	8.7

* Table includes Revised 2006 Data

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