



Visitors & Convention Bureau

FOR IMMEDIATE RELEASE

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HVCB Tourism Industry Update

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"HVCB Tourism Industry Update" is a weekly briefing of travel news and developments affecting Hawai'i's visitor industry, compiled by the HVCB Market Trends Department.

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Feature

- **HVCB, New HTA Marketing Contractors Launch 2004 Marketing Efforts**
 - The Hawai'i Visitors and Convention Bureau shifted gears with a 2004 [marketing plan](#) focused on the North America leisure and global Corporate Meetings and Incentives markets. January efforts include:
 - Corporate Meetings and Incentives:
 - HVCB headed the Hawai'i delegation at the Professional Convention Management Association's (PCMA) 2004 Annual Meeting, held in Indianapolis, Indiana between January 10-14.
 - HVCB's CMI Team also lead a statewide promotion of Hawai'i as a meetings destination at Meeting Professionals International's 2004 Professional Education Conference - North America (MPI-PEC), taking place January 18-20 in San Antonio, Texas.
 - Corporate restructuring including:
 - HVCB's Information Office has been consolidated and relocated to HVCB Corporate Offices in the Waikiki Business Plaza. It will continue to welcome all walk-in visitors except for Japanese visitors who are being served by Hawai'i Tourism Japan at (808) 226-7038.

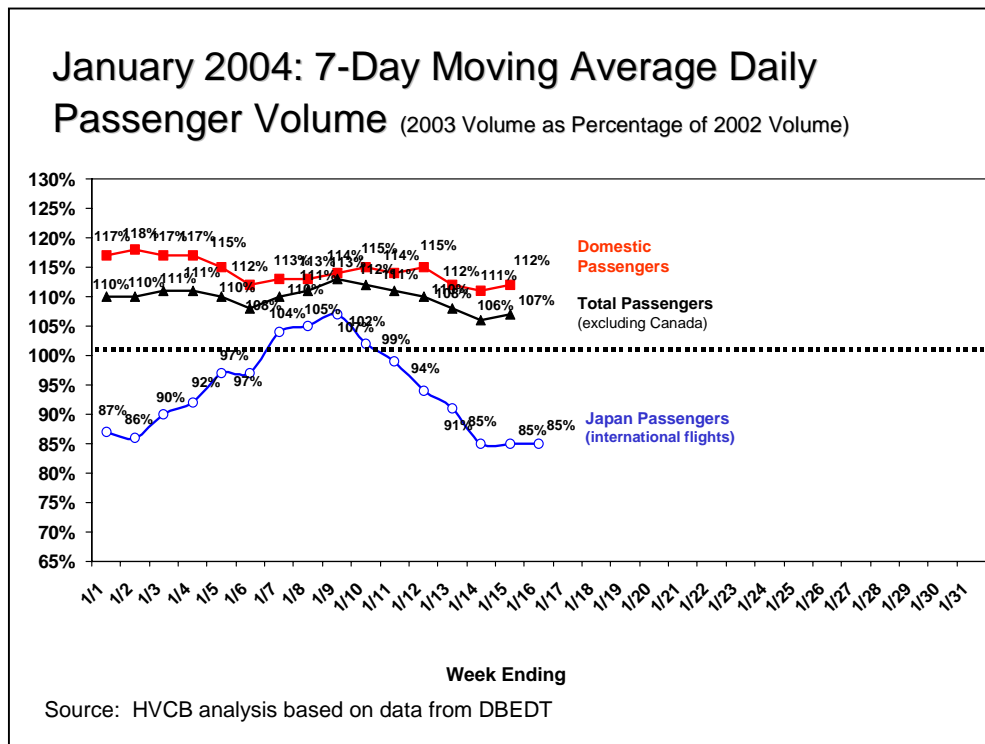
- HVCB's Island Chapters will continue to handle marketing efforts in Asia, Europe and Oceania, and are working with HTA's new marketing contractors in those regions.
- HTA's new international marketing contractors have launched their marketing operations. Contact information for consumers and Hawai'i tourism industry partners seeking information on those plans is available on HTA's website:

<p><u>Japan</u> <i>Hawai'i Tourism Japan</i> Complete contact information: http://www.hawaii.gov/tourism/news/dentsu.html</p>	<p><u>Europe</u> <i>Hawai'i Tourism Europe</i> Complete contact information: http://www.hawaii.gov/tourism/news/mangum.html</p>
<p><u>Other Asia</u> <i>Hawai'i Tourism Asia</i> Complete contact information: http://www.hawaii.gov/tourism/news/mktgdn.html</p>	<p><u>Oceania</u> <i>Hawai'i Tourism Oceania</i> Complete contact information: http://www.hawaii.gov/tourism/news/walsh.html</p>

Hawai'i

▪ **CONSUMER TRAVEL BEHAVIORS**

- **Domestic Passenger Volume to Hawai'i at 112 Percent of 2003 Levels** - For the seven-day period ending January 15, 2004, total domestic passenger volume was up 12 percent over the same period in 2003, according to the state [Department of Business, Economic Development and Tourism](#). Total domestic and international (excluding Canada) passenger volume was at 107 percent of 2003 levels for the seven-day period, while nonstop passengers from Japan arriving in Hawai'i declined to 85 percent of 2003 figures.



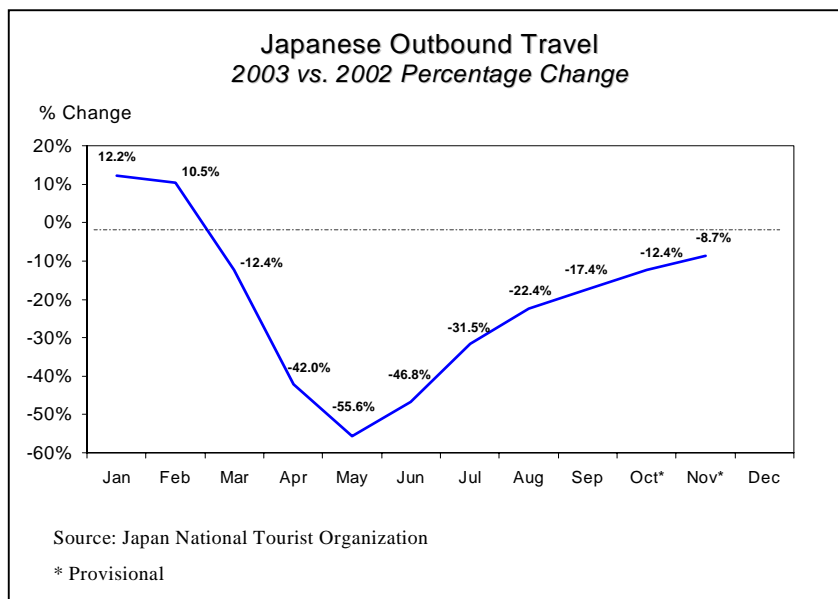
- **Maui, Honolulu Ranked Among Top Ten Vacation Destinations for 2004** - A survey of 287 [Carlson Wagonlit Travel](#) experts ranked Maui (#3) and Honolulu (#4) among the top ten domestic vacation destinations for 2004. When asked to forecast the most popular destinations based on actual bookings to date, 55 percent mentioned Maui and over 49 percent indicated Honolulu as among the top destinations. The same survey also points to a bright overall outlook on travel bookings compared to 2003 -- 45 percent stated that their bookings were up in 2004, while only 17 percent said that bookings were down.

Top 10 Domestic Destinations 2004	
1. Las Vegas, NV	6. New York City, NY
2. Orlando, FL	7. Anchorage, AK (tie)
3. Maui	Fort Myers, FL (tie)
4. Honolulu	9. San Francisco, CA
5. Phoenix/Scottsdale, AZ	10. Los Angeles, CA

- **Honolulu Marathon Broadcast Reaches More Than 2.2 Million Japanese Households** - The Tokyo Broadcasting System's 55-minute broadcast of the 2003 Honolulu Marathon was seen by 2,250,000 Japanese households, according to [Pacific Business News](#). Ratings on each of the eight channels carrying the broadcast were especially high because of the increased interest in the women's overall winner, Eri Hayakawa, a college student in Tokyo. Japanese runners made up about 60 percent of the total number of finishers in the 2003 Honolulu Marathon.
- **CURRENT INDUSTRY DEVELOPMENTS**
 - **Hawaiian Airlines to Launch Nonstop Service to Sydney** - [Hawaiian Airlines](#) announced that it plans to provide nonstop service between Honolulu and Sydney, pending government approvals. The four-times per week flight is scheduled to begin on May 17, 2004 and will be serviced by a Boeing 767-300ER, seating 252 passengers.

National and International

- **CONSUMER TRAVEL BEHAVIORS**
 - **Japanese Outbound Traffic Contracts to Single-Digit Declines** - The Japan National Tourist Organization (JNTO) reports that for the first time since March 2003, Japanese outbound traffic posted single-digit declines in November, according to [Travel Journal International](#). Preliminary November outbound traffic from Japan totaled 1,275,000, down 8.7 percent from November 2002. JNTO cites the number of Japanese holidays in November as a reason for the strong demand for outbound travel. Year-to-date (January-November 2003) Japanese outbound traffic reached 11,989,092, down 20.8 percent compared to the same period in 2002.



▪ **CURRENT INDUSTRY DEVELOPMENTS**

- **CBoC: Canadian Dollar to Maintain Strength in 2004** - The Conference Board of Canada (CBoC) projects that the surprising surge in the Canadian dollar seen in the fourth quarter 2003 will be maintained through 2004. CBoC forecasts that the Canadian dollar will average U.S. \$0.74 in 2004, and decline slightly in 2005 to U.S. \$0.72. The Canadian dollar increased its value over the U.S. dollar to U.S. \$0.76 in the fourth quarter 2003, up 19 percent over its fourth quarter 2002 average.

HVCB Bids Warm Aloha to Departing Employees

As the Hawai'i Visitors and Convention Bureau restructures its marketing focus around the North America leisure and global Corporate Meetings and Incentives markets, the Bureau bids farewell and aloha to members of its 'Ohana in its Global Corporate Communications and Partnerships, Information Office, and Administration Departments. We are proud of your efforts and dedication to Hawai'i.

Included among those departing HVCB is Gail Ann Chew, Vice President of Global Corporate Communications and Partnerships. In her nearly 14 years of service, Gail spearheaded many of HVCB innovative marketing efforts, including its "Aloha Cities," "Chefs of Aloha," and award winning "May Day is Lei Day" programs. Mahalo for your years of dedicated work, effort, drive and Aloha.

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We welcome any suggestions or comments that you may have that will help us improve the quality of the weekly "HVCB Tourism Industry Update" for our readers. Please feel free to share your ideas with Darlene Morikawa via email at: dmorikawa@hvcb.org