



Visitors & Convention Bureau

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HVCB Tourism Industry Update

Issue: 04:04 January 27, 2004 (1:00 P.M.)

"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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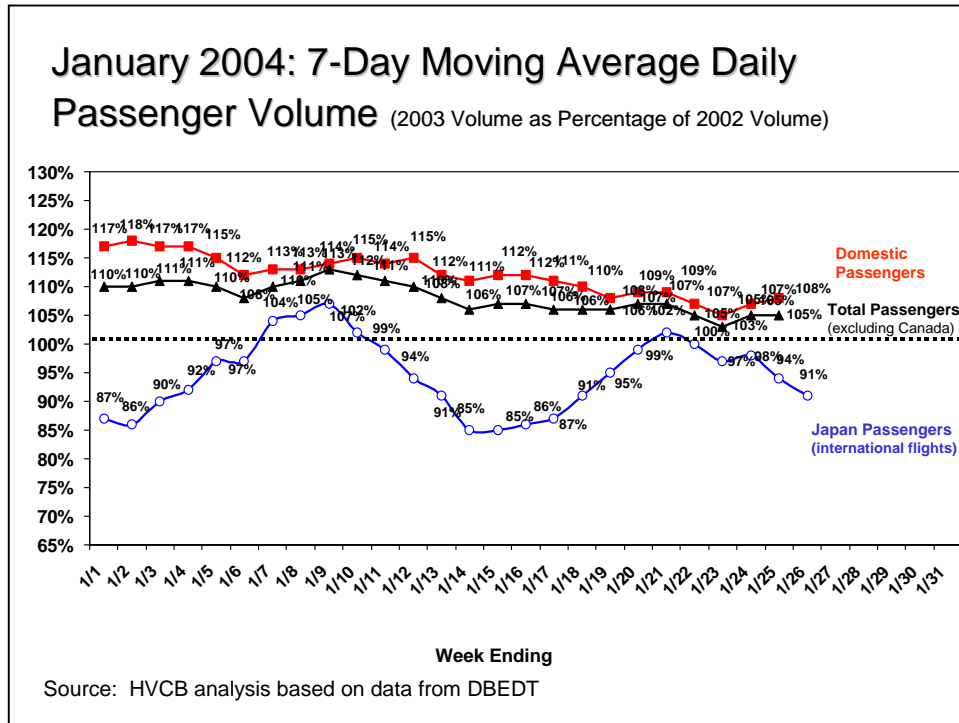
Feature

- **Healthy Year Anticipated for Global Meeting Industry**
 - A study commissioned by American Express and Meeting Professionals International (MPI), [FutureWatch 2004](#), shows that meeting planners and suppliers are anticipating healthy growth for the global meeting industry in 2004.
 - The study indicates that the overall size of the meeting industry will grow in 2004, including anticipated increases in travel budgets, employment, proposal activity and employee training.
 - International meeting planners and suppliers from North America and Europe forecast a four percent growth in international spending and revenue for the global meeting industry.
 - U.S. planners project that 22 percent of all meetings will be held overseas, an increase of 11 percentage points in outbound international meetings for American businesses.
 - Canadian planners are forecasting that 23 percent of all meetings will be held outside of Canada, a 12 percentage point increase over 2003. The U.S. is expected to get 11 percent of all Canadian meetings.
 - *FutureWatch 2004 was based on a survey of 2,075 respondents, of which 54 percent were from Meeting Professionals International (MPI) planners and 46 percent were from MPI suppliers from North America and Europe.*

Hawai'i

- **CONSUMER TRAVEL BEHAVIORS**

- **Domestic Passenger Arrivals Continue to Outpace 2002 Levels in January** - The average number of nonstop passengers on domestic flights arriving in Hawai'i continued to outperform 2003 levels, at 108 percent of last year's levels for the seven-day period ending January 25, 2004. According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic and international (excluding Canada) passenger arrivals increased to 105 percent of last year's average. Meanwhile, nonstop passenger arrivals from Japan were at 91 percent of 2003 levels for the seven-day period.



- **Wie, Sony Open Draw High Television Ratings** - About one million television households nationwide watched Michele Wie's astonishing performance in the second round of the Sony Open in Hawai'i, a 59 percent jump in viewer ratings over last year's open, according to the [Honolulu Advertiser](#). Televised on ESPN, the ratings for the Sony Open's first two days rose 27 percent over the same two-day period from last year's tournament.

- **CURRENT INDUSTRY DEVELOPMENTS**

- **Hawaiian Airlines Adds Second Nonstop Flight from Seattle, Suspends Ontario Service** - [Hawaiian Airlines](#) announced that it will add a second daily nonstop flight between Seattle and Honolulu to its schedule beginning March 1, 2004. The route will be serviced by a Boeing 767-300ER with 252 seats. Hawaiian also offers daily nonstop flights between Seattle and Maui.
 - Hawaiian will also suspend nonstop service between Ontario International Airport in southern California, and Honolulu, according to a report from [Pacific Business News](#). Hawaiian will continue to service the area with flights from LAX and San Diego.
- **Hotel in Japan Offers Hawaiian-Style Weddings** - The Hotel New Otani Makuhari became the first hotel in Japan to offer Hawaiian-style weddings, according to [Travel Journal International](#). Starting in December 2003, the hotel plans to attract 200 couples for its Hawaiian wedding program through December 2004, and increasing its overall wedding goal by one-third. The hotel will hold two Hawaiian weddings per day, and will also offer special rates for its hotel in Waikiki to newlyweds who also decide to honeymoon in Hawai'i.

National and International

▪ **CONSUMER TRAVEL BEHAVIORS**

- **Gallup: Consumer Perceptions of Economy at Highest Point in Two Years** - In contrast to the Conference Board's report of declining consumer confidence, a recent [Gallup](#) poll (held in conjunction with *CNN* and *USA Today*) shows that consumer optimism is surging. According to the poll, consumer perceptions of the current economy are at their highest point in more than two years, and consumer expectations for the future are at a four-year high. In addition, nearly three out of four consumers polled indicated that they are "somewhat" or "very" optimistic about the economy.
- **TIA: Travel Price Index Increases 2.6 Percent in December** - The Travel Industry Association of America's (TIA) [Travel Price Index](#) (TPI) increased 2.6 percent in December 2003, compared to the same month last year. Airfares decreased slightly (-0.1%) percent compared to December 2002, while lodging prices rose 3.1 percent. The TPI is a monthly indicator of the price change in travel goods and services available to the U.S. consumer.

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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