



Visitors & Convention Bureau

FOR IMMEDIATE RELEASE

Contact:

Darlene Morikawa
dmorikawa@hvcb.org
808.924.0259

HVCB Tourism Industry Update

Issue: 04:05 February 2, 2004 (2:30 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.

INSIDE THIS ISSUE...

Feature:

- Japan Airlines Commemorates 50 Years of International Air Service

Hawai'i:

Consumer Travel Behaviors

- Domestic Passenger Arrivals Even with 2003 Levels in January
- DBEDT: Visitor Days Reach Record High in 2003

Current Industry Developments

- Northwest to Resume Suspended Daily Service Between LAX-Honolulu
- Hotels.com: Maui, Honolulu Ranked Among the Most Romantic Destinations
- Honolulu Ranks Among Top Destinations This Winter

National/International:

Consumer Travel Behaviors

- World Tourism Falls in 2003, Growth Expected in 2004
- National Consumer Confidence Index Up 5.1 Points in January

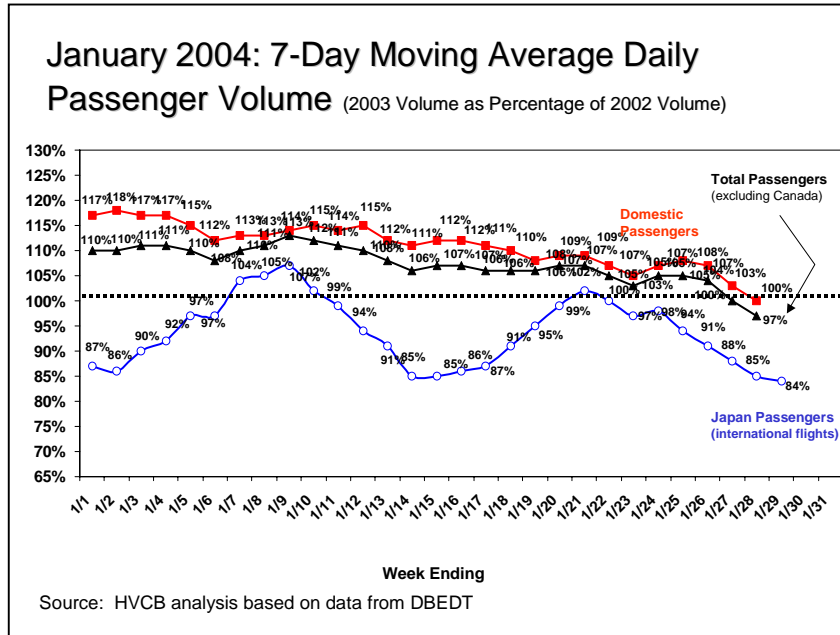
Feature

- **Japan Airlines Commemorates 50 Years of International Air Service**
 - February 2, 2004 marks the 50th anniversary of the first [Japan Airlines](#) scheduled international flight and the first post-World War II scheduled international flight operated by a Japanese carrier.
 - JAL's historic flight in 1954 utilized a 36-seat Douglas DC-6B four-engine propeller-powered aircraft, and flew from Haneda Airport, Tokyo, to San Francisco via Wake Island and Honolulu.
 - In honor of JAL's historic flight, the carrier has prepared two 393-seat Boeing 747-400 aircraft, decorated with decals showing the dimensions of the original DC-6B aircraft.
 - One of the commemorative aircraft flew to Honolulu as a charter flight on February 2nd, carrying a group of 250 JAL retirees, members of JAL's frequent flyer program, and media guests.
 - The aircraft, which displays a decal stating, "JAL-HAWAII 50th ANNIVERSARY FLIGHT," will continue to operate on JAL international routes after the commemorative flight.
 - The O'ahu Visitors Bureau (OVB) supported the 50th Anniversary flight by greeting passengers with fresh flower lei, and providing hula dancers at Honolulu International Airport. OVB will continue to work closely with the media with regards to the flight throughout the commemorative year.
 - JAL currently operates 56 weekly scheduled flights from Japan to Hawai'i.

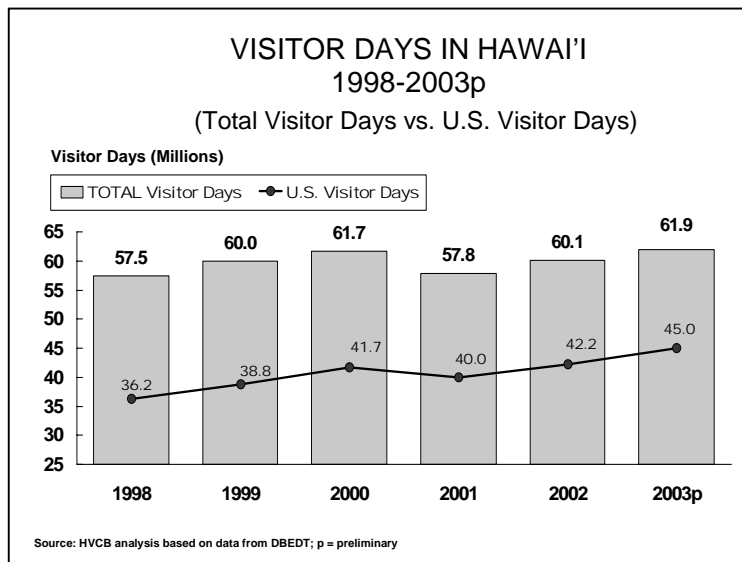
Hawai'i

- **CONSUMER TRAVEL BEHAVIORS**

- **Domestic Passenger Arrivals Even with 2003 Levels in January** - The average number of nonstop passengers on domestic flights arriving in Hawai'i was even (100%) with 2003 levels for the seven-day period ending January 28, 2004. According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic and international (excluding Canada) passenger arrivals decreased to 97 percent of last year's average. Nonstop passenger arrivals from Japan also declined over 2003 levels (84%) for the seven-day period.



- **DBEDT: Visitor Days Reach Record High in 2003** - Total visitor days increased to a record high 61.9 million, a 3.0 percent increase over 2002, according to preliminary figures published by the state [Department of Business, Economic Development and Tourism](#). U.S. visitor days, which made up nearly 73 percent of all visitor days in 2003, also reached a milestone, recording 45.0 million days -- a 4.1 percent increase over 2002 figures.



▪ **CURRENT INDUSTRY DEVELOPMENTS**

- **Northwest to Resume Suspended Daily Service Between LAX-Honolulu** - After suspending daily nonstop service between Los Angeles International and Honolulu in December 2003, [Northwest Airlines](#) has announced that it will reinstate the flight starting July 1, 2004. A Boeing 757-300 aircraft seating 224 passengers will service the flight.
- **Hotels.com: Maui, Honolulu Ranked Among the Most Romantic Destinations** - In an online survey of over 500 [Hotels.com](#) customers, Maui and Honolulu rank among the top 10 most romantic destinations worldwide. Hotels.com, which is the largest specialized provider of discount lodging worldwide, ranked Maui sixth and Honolulu seventh in its poll:

Hotels.com Top 10 Romantic Destinations	
1. Paris	6. Maui
2. New York	7. Honolulu
3. Cancun	8. Las Vegas
4. Venice	9. Key West
5. Rome	10. San Francisco

- **Honolulu Ranks Among Top Destinations This Winter** - The "[Winter Hot Spots Survey](#)" conducted by the American Society of Travel Agents (ASTA) and Fodor's reveals that Honolulu is the fifth most popular domestic destination during the 2003-2004 winter season. Four percent of all surveyed ASTA-member travel agents ranked Honolulu as the "hot spot" for travel this winter. Travel agents also ranked the state of Hawai'i as the fifth most popular state destination this winter, after Florida, Nevada, California, and New York.

National and International

▪ **CONSUMER TRAVEL BEHAVIORS**

- **World Tourism Falls in 2003, Growth Expected in 2004** - The [World Tourism Organization](#) (WTO) reports that the number of international tourist arrivals in 2003 dropped 1.2 percent to 694 million, the largest annual decline ever registered. The 8.5 million drop in world arrivals between 2002 and 2003 was in large part due to the conflict in Iraq, SARS, and an overall weak world economy, according to the WTO. However, the forecast for 2004 is optimistic, based on signs of reduced global military conflict, and expected economic recovery in the U.S., Japan and Western Europe.
- **National Consumer Confidence Index Up 5.1 Points in January** - The Conference Board's [Consumer Confidence Index](#) improved 5.1 points in January to reach 96.8 (1985=100), the highest level reached since July 2002. The "Present Situation" index increased to 80.0 (from 74.3 in December), and the "Expectations" index rose to 108.1 (from 103.3 in December). The Conference Board suggests that while growing optimism about the economy continues to boost the short-term outlook, the weak and volatile labor market continues to suppress confidence in the current economy.

###

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