



Visitors & Convention Bureau

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HVCB Tourism Industry Update

Issue: 04:08 February 23, 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.

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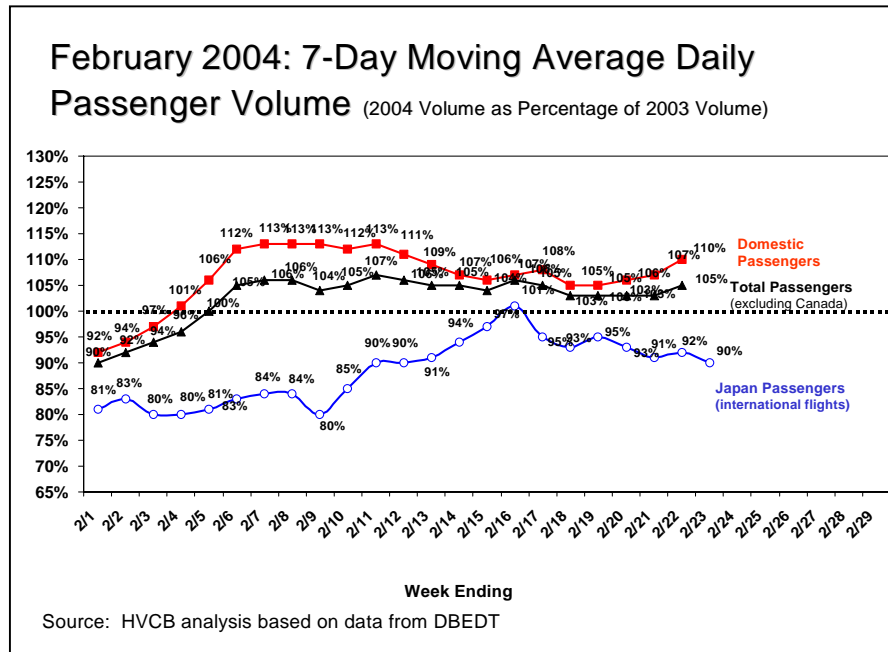
- **Hawai'i to Launch Hawai'i Arts Season Program on February 27th**
 - The [Hawai'i Tourism Authority](#) (HTA), working with several cultural and arts organizations and HVCB, will launch the first [Hawai'i Arts Season 2004](#) on February 27, running through May 2, 2004. The Hawai'i Arts Season is a marketing initiative to promote and heighten awareness of the state's arts organizations and events among potential visitors to the state and to help bring visitors to Hawai'i during a traditionally slower period of the year.
 - The program will highlight cultural and arts events statewide, and will be promoted in the North America and Japan markets.
 - Research by the Travel Industry Association of America (TIA) has shown that U.S. historic/cultural travelers spend over 36 percent more on their vacations, and stay nearly 27 percent longer than the average U.S. traveler.



Hawai'i

CONSUMER TRAVEL BEHAVIORS

- **Seven-Day Moving Average: Domestic Passenger Volume at 110 Percent of 2003 Levels** - According to statistics published by the state [Department of Business, Economic Development and Tourism](#), domestic passenger volume to Hawai'i was up 10 percent over last year's figures for the seven-day period ending February 22, 2004. Total domestic and international (excluding Canada) volume continued to perform above 2003 levels, up five percent over last year's numbers, while nonstop passengers from Japan arriving in Hawai'i remained below 2003 levels at 90 percent of 2003 figures for the seven-day period.



CURRENT INDUSTRY DEVELOPMENTS

- **HVCB Meets With Mainland Trade Representatives; Wholesalers Project Strong 2004** - HVCB and the Island Chapters met with senior representatives of key travel trade organizations -- primarily wholesalers and consortia -- during special forums in New York City and San Francisco last week. The forums provided an opportunity to clarify roles and measures of success, review 2003 results and key findings, present updates on 2004 marketing programs, and discuss strategies for increasing business to Hawai'i.
 - According to *Travel Agent Magazine*, wholesalers are projecting a strong 2004 for the Hawai'i market:
 - GoGo Worldwide Vacations states that their business to Hawai'i is pacing "dramatically ahead" of 2003 levels on all Islands.
 - MLT, with Northwest Airlines' WorldVacations and Worry-Free Vacations, expect a 25 percent growth in Hawai'i business in 2004.
 - Creative Leisure projects that 2004 will be a strong year for its Hawai'i business, with increases seen in both the U.S. West and U.S. East.
 - Pleasant Holidays is currently on pace to surpass 2003 levels by 12 to 15 percent in its Hawai'i business.
 - After experiencing a robust 2003, Runaway Travel is experiencing an even stronger booking pace to Hawai'i this year.
 - Funjet Vacations is ahead of its 2003 Hawai'i booking pace, and expects business from gateway cities with added nonstop service to Hawai'i to be especially healthy.
 - Specializing in the young adult market, Contiki Holidays is expecting at least a 20 percent increase in domestic travel, with Hawai'i, specifically, being one of the company's best-sellers. A survey conducted by Contiki indicates that 31 percent of 18- to 35-year-olds will likely visit Hawai'i in 2004.

- **United Airlines Reinstates Chicago-Honolulu Daily Nonstop** - [United Airlines](#) announced that it will reinstate daily nonstop service between Chicago O'Hare and Honolulu, beginning June 3, 2004. The flight will be serviced with a Boeing 777 aircraft with 36 first class and 312 economy class seats. United now offers a total of 24 daily nonstop flights from the mainland to Hawai'i.
- **German Tour Operator Designates Hawai'i as Destination of the Month** - Dertour, one of Germany's key tour operators for the North America market, named Hawai'i as its destination of the month for February, according to Hawai'i Tourism Europe. As part of its larger promotion of the U.S. as 2004's destination of the year, Hawai'i's month will include the addition of 130,000 Hawai'i supplements in the February issue of *Geo Saison*; an extensive poster campaign; and a fax newsletter with special offers and travel information on Hawai'i distributed to 10,400 travel agencies.

National and International

▪ **CONSUMER TRAVEL BEHAVIORS**

- **Active Leisure Travelers Incorporate Online, Offline Media** - Active leisure travelers have increasingly turned to the Internet as a source for travel information in recent years. However, "offline" media still dominates daily regimen, according to a study of media habits by [Yesawich, Pepperdine, Brown & Russell](#) (YPB&R). The results of the study show that active leisure travelers:
 - Spend an average of 4.3 hours per day watching television during the week; 4.6 hours per day during the weekend.
 - Spend an average of 2.9 hours per day listening to the radio during the week; 2.4 hours per day on the weekends.
 - 81 percent subscribe to cable television.
 - 80 percent subscribe to magazines.
 - 43 percent read a newspaper daily; 30 percent regularly read the "Sunday Travel Section."
 - 73 percent have access to the Internet from home; 57 percent use the Internet as an information source for travel; 38 percent booked a reservation online in 2003.
- **Electronic Air Ticket Distribution Grows in Japan** - A report from the International Air Transport Association (IATA) - Japan shows that the share of electronic air tickets (e-tickets) issued in Japan jumped from four percent in 2002, to nine percent in 2003, according to *Travel Journal International*. Convenience, awareness, and an increase in availability were the main factors contributing to the rise in share of e-tickets in Japan.

▪ **CURRENT INDUSTRY DEVELOPMENTS**

- **Nevada Begins Adventure-Themed Advertising Campaign** - The Nevada Commission on Tourism (NCOT) began its \$500,000 "Nevada--Wide Open" promotional campaign, focusing on adventure-themed vacations, according to *Travel Weekly*. The campaign includes national television ads featuring an array of outdoor activities, as well as print ads in travel and adventure magazines.

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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