



Visitors & Convention Bureau

FOR IMMEDIATE RELEASE

Contact:

Darlene Morikawa
dmorikawa@hvcb.org
808.924.0259

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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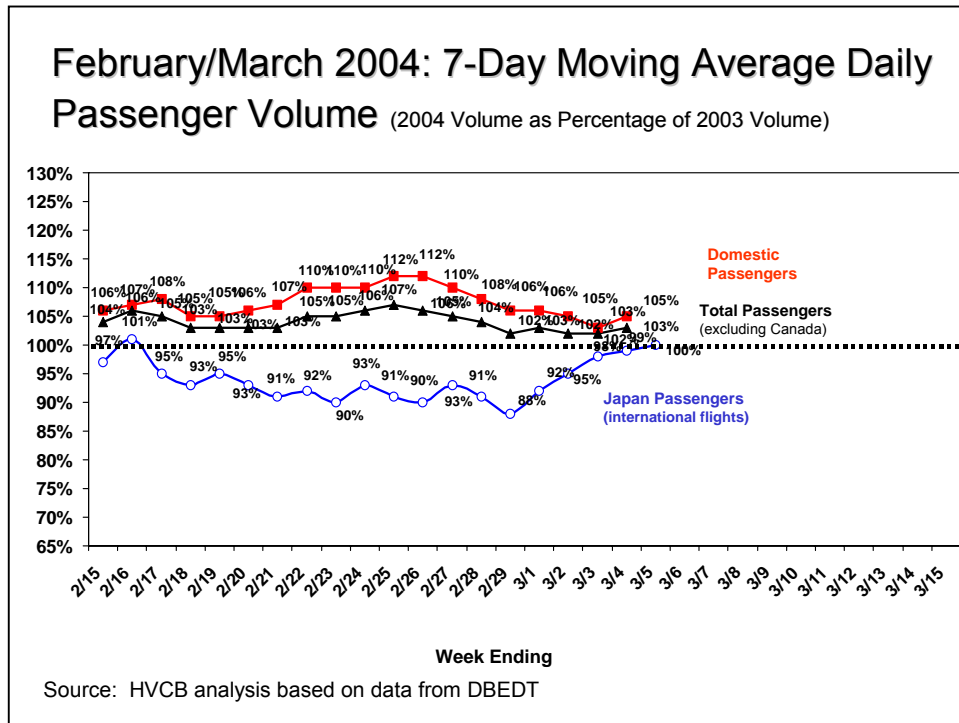
Feature

- **HTA Initiates Community Meetings to Update State Tourism Strategic Plan**
 - The [Hawai'i Tourism Authority](#) (HTA) will begin holding community meetings on all islands to gather input for the updated *Ke Kumu: Strategic Directions for Hawai'i's Visitor Industry*. The meetings give the industry and general public an opportunity to contribute their ideas and opinions to the plan, which guides Hawai'i's tourism marketing and development strategy. The updated strategic plan, scheduled to be completed by the end of the year, will incorporate industry research, as well as stakeholder input gathered from these meetings, through HTA's website and other discussions. The community meetings schedule is as follows:
 - March 9: Lāna'i @ Lāna'i Library, 12:00 – 2:00 p.m.
 - March 16: Moloka'i @ Kaunakakai School Cafeteria, 7:00 – 9:00 p.m.
 - March 23: Maui @ Maui Waena Intermediate School, 7:00 – 9:00 p.m.
 - March 30: Kaua'i @ Radisson Kaua'i Beach Resort, Ginger Room, 7:00 – 9:00 p.m.
 - April 5: Hilo @ Aupuni Center Conference Room, 7:00 – 9:00 p.m.
 - April 7: Kona @ Konawaena Elementary School, Cafeteria, 7:00 – 9:00 p.m.
 - April 13: O'ahu @ Hawai'i Convention Center, Room 317AB, 7:00 – 9:00 p.m.

Hawai'i

- **CONSUMER TRAVEL BEHAVIORS**

- **Total Passenger Volume Up Three Percent Over 2003 Levels for Seven-Day Period** - According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic and international (excluding Canada) volume was up three percent over last year's figures for the seven day period ending March 4, 2004. Domestic passenger volume continued to perform above 2003 levels, up five percent over last year's numbers, while nonstop passengers from Japan arriving in Hawai'i was on par (100%) with 2003 levels for the seven-day period.



- **CURRENT INDUSTRY DEVELOPMENTS**

- **American Airlines to Add New Seasonal, Nonstop Routes to Hawai'i** - American Airlines announced that it will begin seasonal daily nonstop service between San Francisco and Maui beginning June 10, running through September 7, according to [Pacific Business News](#). The route, which is American Airlines' first nonstop between the two destinations, will utilize a Boeing 757 aircraft with a passenger capacity of 188. In addition, American will add four flights to its Los Angeles - Lihue, Kaua'i schedule in the Spring, and add one additional weekly flight on June 10. With the added routes this summer, American Airlines boosts its total Hawai'i flights to 130 per week.
- **MVB Develops, Launches "Maui For Life!" Campaign** - The Maui Visitors Bureau (MVB) launched a health and wellness tourism campaign entitled "Maui For Life!" The program is designed to increase Maui County's (including Moloka'i and Lāna'i) share of the health and wellness travel market. MVB has been distributing press kits to all spa, health and wellness media during MVB events on the mainland and in Canada, providing background on Maui's health and wellness industry. "Maui For Life!" will continue throughout 2004 and into 2005.

National and International

▪ **CONSUMER TRAVEL BEHAVIORS**

- **IATA: International Air Passenger Traffic Shows Improvement in January** - Preliminary [International Air Transport Association](#) (IATA) traffic figures for January 2004 revealed a 5.9 percent increase in global international passenger traffic, compared to January 2003. Improvement was seen in the Asia Pacific (+6.3%), and in North America (+3.3%) compared to the same month last year. IATA forecasts an overall growth of seven percent in global passenger traffic for 2004.
- **WTTC: Driven by European Market, Tourism Demand Growth is Expected for U.S. in 2004** - In a presentation at the New York Times Travel Show, the World Travel and Tourism Council (WTTC) said it forecasts international visitor spending in the U.S. to reach nearly \$100 billion (+14.7% from 2003) in 2004, according to *Travel Weekly*. Much of the growth in U.S. international travel receipts will be driven by the European travel market, which is expected to be robust given the strong euro and pound. Total U.S. travel and tourism demand, including investment, government spending, and exports, is expected to rise 7.3 percent to \$1.5 trillion in 2004.
- **Survey: The Effects of National Threat Level Changes on International Travel Behavior** - A poll of 443 travel retail agents conducted by *Travel Weekly* and NTM Research, shows that 60 percent of respondents do not see a discernable effect on travel bookings when the national threat level is elevated. Of the 40 percent that did see an impact, 22 percent experienced fewer advance bookings; 18 percent saw an overall slowing in bookings; and seven percent said they experienced more unexpected cancellations. Some international destinations actually flourished when higher security levels were issued -- agents saw significant increases in bookings to Mexico (41%) and the Caribbean (39%) when the national threat level was raised to "orange."
- **Florida Sets All-Time Visitor Record in 2003** - Florida welcomed a record 75.6 million visitors in 2003, surpassing the previous record set in 2002 by 2.2 percent, according to [Visit Florida](#). Domestic U.S. visitors totaled 69.6 million, an increase of 2.5 percent; Canadian visitors to Florida surged six percent to a total of 1.7 million in 2003. Overseas visitors to Florida decreased 1.1 percent to 4.4 million.

▪ **CURRENT INDUSTRY DEVELOPMENTS**

- **TIA: January Travel Price Index Increases 2.7 Percent** - The Travel Industry Association of America's (TIA) [Travel Price Index](#) (TPI) increased 2.7 percent in January 2004, faster than the nation's overall Consumer Price Index (CPI) for the month, compared to the same month last year. Airfares rose 1.3 percent, and lodging prices rose 2.0 percent, compared to January 2003. 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