



Visitors & Convention Bureau

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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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- **HTA, HVCB Present 13th Annual Keep It Hawai'i Awards**
 - The Hawai'i Tourism Authority (HTA) and HVCB presented 14 prestigious *Kahili Awards* and 16 Certificates of Merit at the 13th Annual *Keep It Hawai'i Awards* program last week. The *Keep It Hawai'i* program was created to formally recognize businesses, organizations, and individuals who work to maintain and preserve Hawai'i's unique culture and heritage. The 2004 *Kahili Award* recipients include:
 - **BEST OF SHOW** - "*Kohala Aina*," written by Sophia Schweitzer & Mike Gomes (*Literary Arts* category)
 - **Accommodations** - Kapalua Bay Hotel, "Creating Memories of Aloha Through Ho`okipa"
 - **Architecture** - American Saving Bank -- Main Branch
 - **Attractions** - Bishop Museum
 - **Environmental Preservation** - Mauna Lani Resort -- "The Plants of Kalahuipua`a Fishponds"
 - **Events** - Parker Ranch -- Fourth of July Rodeo
 - **Events** - `Ukulele Guild of Hawai'i -- Annual `Ukulele Exhibition
 - **Historic Preservation** - Lahaina Interpretive Plan Team -- Ala Hele Mo`olelo O Lahaina

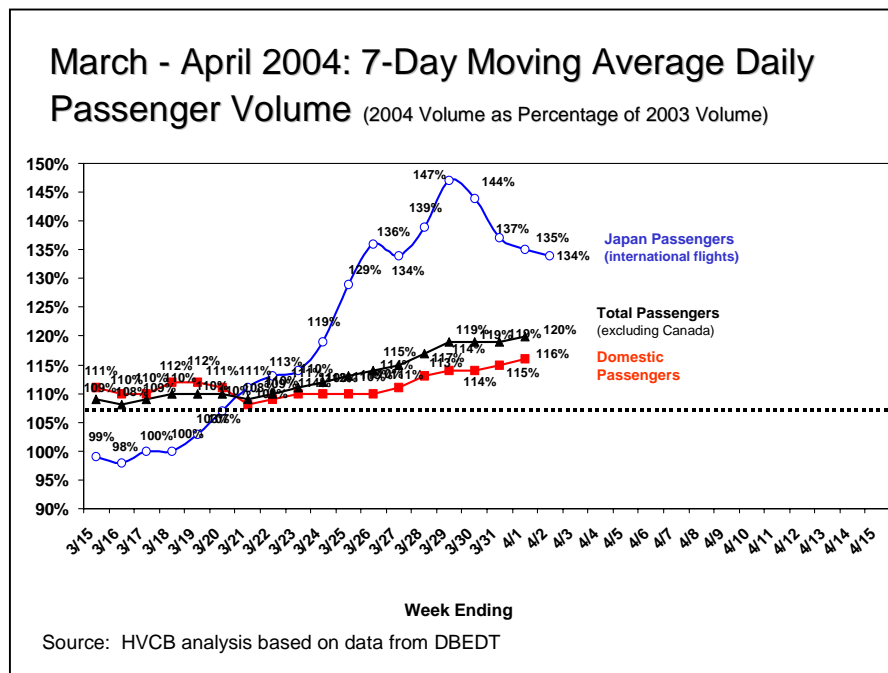
- **Internet** - Mauna Lani Resort
- **Literary Arts** - The Madden Corporation -- "*Kamehameha - The Boy Became a Warrior King*"
- **Literary Arts** - University of Hawai'i Press -- "*Na Lei Makamae*"
- **Media/Print** - *Hana Hou!* Magazine -- "*Making of Hula History*"
- **Performing Arts & Shows** - Polynesian Cultural Center -- The Ali'i Luau
- **Products** - Martin & MacArthur
- **Visual Arts** - Hilton Hawaiian Village -- Fine Art Collection

For more information on the Keep It Hawai'i program, and Kahili Award and Certificate of Merit recipients, please visit: <http://www.hvcb.org/keepithawaii/index.html>.

Hawai'i

▪ CONSUMER TRAVEL BEHAVIORS

- **Total Passenger Volume 20 Percent Over 2003 Levels for Seven-Day Period** - According to statistics published by the state [Department of Business, Economic Development and Tourism](#), for the seven-day period ending April 1, 2004, total domestic and international (excluding Canada) passengers on nonstop flights arriving in Hawai'i moved to 120 percent of 2003 figures, which had been negatively impacted by the War in Iraq and the SARS epidemic, both of which began in the spring of last year. Total volume of nonstop passengers from Japan continued to perform well above 2003 levels, up 34 percent over last year's figures, while total domestic passenger volume continued to rise, 16 percent above prior-year levels for the seven-day period.



▪ CURRENT INDUSTRY DEVELOPMENTS

- **Hawai'i Convention Center *Most Attractive*; Ranks High in Several Other Categories** - In Gerard Murphy & Associates' tenth METROPOLL survey (conducted every two years) of 40 major convention centers in North America, the Hawai'i Convention Center (HCC) earned high marks on many attributes, according to SMG. The HCC ranked as the most "attractive convention center," and ranked the third highest in "good food served." Other top ten rankings that the HCC earned include: reasonable exhibit setup and service costs (9th); convenient to airport (10th); competent management (10th); and good banquet facilities (10th). The HCC ranked in the 'top 20' among all centers in 19 out of the 21 attributes evaluated.

National and International

▪ **CONSUMER TRAVEL BEHAVIORS**

- **Associations' Booking Windows Shorten for Small, Mid-Sized Meetings** - A study conducted by *Convene* magazine, and the Professional Convention Management Association (PCMA) show that associations planning small (under 100 attendees) and mid-sized (fewer than 250 attendees) meetings have shortened their booking cycle, according to *SMERF Meetings Journal*. The trend in a shorter bookings window is due mainly to concerns about "attrition" penalties, and widespread facility and hotel availability in the current market. The study shows that two-thirds of all associations' small meetings are now booked within a six-month window, while a majority (61%) of mid-sized meetings are booked within 12 months. The survey also ranked the most critical factors for associations in booking a property: 1. Rates; 2. Destination; 3. Brand Name/Reputation; 4. Hotel Amenities; 5. Technology; and 6. Rebates and Incentives.
- **National Consumer Confidence Holds Steady in March** - The [National Consumer Confidence Index](#) was virtually unchanged in March, down 0.2 points from the previous month to 88.3 (1985=100), after a severe eight-point drop in February, according to the Conference Board. The "Present Situation" index increased slightly to 84.1 (from 83.3 in February), while the "Expectations" index declined nearly a point to 91.0 (from 91.9 in February). The Conference Board reports that while consumers felt business conditions were more favorable in March, they worry about the current and future state of the labor market.

▪ **CURRENT INDUSTRY DEVELOPMENTS**

- **US-VISIT Expands to Include Visa Waiver Travelers** - The [Department of Homeland Security](#) (DHS) announced that it will begin processing Visa Waiver Program (VWP) travelers under the U.S. Visitor and Immigrant Status Indicator Technology (US-VISIT) entry-exit system beginning September 30, 2004. The US-VISIT program currently requires most foreign visitors to the U.S. on a visa to have their two index fingers scanned and a digital photograph taken to verify identity at the air or sea port of entry. An estimated 13 million visitors from the 27 VWP countries (including Japan) who enter the U.S. each year will be affected by the new policy announcement. In addition, DHS and the State Department have asked Congress to pass legislation to extend the October 26, 2004 deadline for VWP travelers to have machine-readable passports with biometric identifiers.
 - The [Travel Industry Association of America](#) and others in the travel industry are concerned about any potential negative effects that this new policy may have in the key U.S. inbound VWP tourism markets.



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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