



Visitors & Convention Bureau

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HVCB Tourism Industry Update

Issue: 04:15 April 13, 2004 (3:00 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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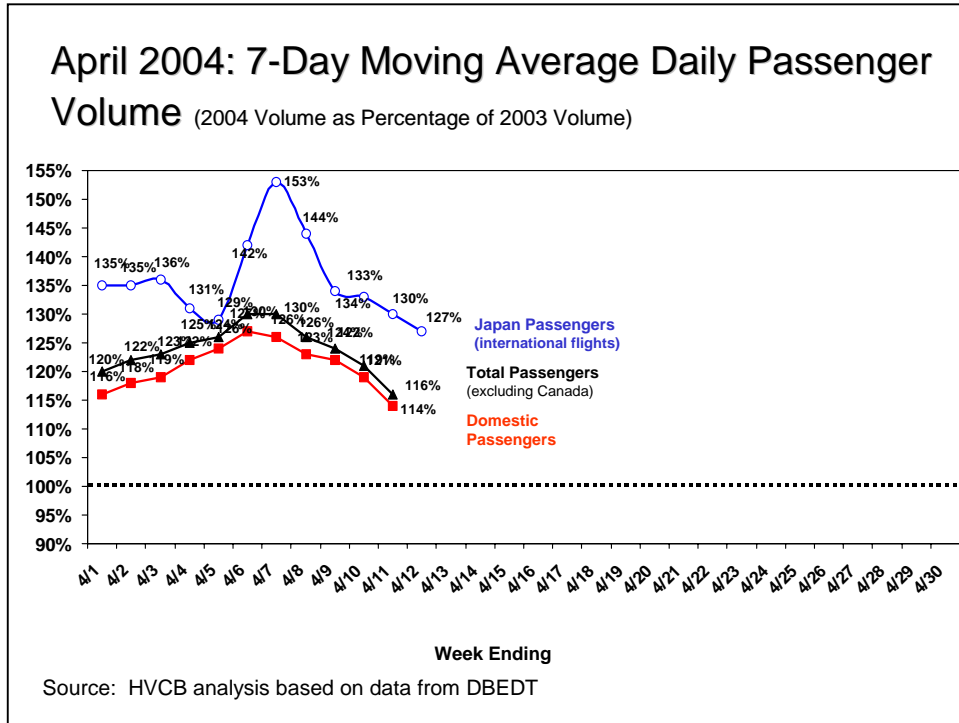
Feature

- **HTA to Host Health and Wellness Workshop**
 - The [Hawai'i Tourism Authority](#) (HTA) will host a full-day health and wellness tourism workshop on April 29, 2004.
 - HTA and contractor Global Advisory Services, have developed a strategy for cultivating health and wellness tourism in the State of Hawai'i. Six working group committees were formed and tasked with addressing specific issues to assist in the development of a broader plan.
 - The workshop will provide an open forum to bring together all working group committee members, health and wellness stakeholders, tourism industry stakeholders, and the general public, to present and discuss working group findings and launch the next phase in the development of this potential market.
 - According to the Department of Business, Economic Development, and Tourism (DBEDT), 16 percent of U.S. visitors to Hawai'i visited a gym or health spa during their visit to Hawai'i (*2002 Visitor Satisfaction Report*).

Hawai'i

- **CONSUMER TRAVEL BEHAVIORS**

- **Total Passenger Volume 16 Percent Over 2003 Levels for Latest Seven-Day Period** - According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic and international (excluding Canada) passengers on nonstop flights arriving in Hawai'i was 16 percent over 2003 figures for the seven-day period ending April 11, 2004. Total volume of nonstop passengers from Japan continued to perform well above 2003 levels, up 27 percent over last year's figures, while total domestic passenger volume continued to rise, 14 percent above prior-year levels for the seven-day period.



- **CURRENT INDUSTRY DEVELOPMENTS**

- **HMY Airways Adds an Estimated 67,000 Seats to Hawai'i** - Vancouver-based, low-cost air carrier, Harmony Airways (HMY), announced that it will add an estimated 67,000 seats (based on OAG figures) between Vancouver and Hawai'i over the next 12 months, according to the Conference Board of Canada. HMY will launch three weekly flights to Honolulu and one to Maui, beginning June 25. Flights during the winter season will be daily to Honolulu, and three times per week to Maui.
- **Honolulu Ranks 13th in Nation for Wireless Internet Accessibility** - The Intel Corporation released the results of their latest annual "Top 20 WiFi Metropolitan Areas" survey, ranking Honolulu as the 13th best (out of 100 metropolitan areas) for wireless Internet accessibility, according to the [Honolulu Advertiser](#). The ranking is a 19-spot improvement over last year for Honolulu, demonstrating the city's improvement in wireless Internet capability. The survey, which compares a city's population to the number of so-called WiFi "hot spots," also ranks Honolulu above major metropolitan cities such as Atlanta, Boston and Los Angeles. The San Francisco/San Jose/Oakland area took the top spot in this year's poll.

National and International

▪ **CONSUMER TRAVEL BEHAVIORS**

- **Hotel Websites Help Increase Industry's Online Bookings** - A new report released by *Travelclick* shows that reservations made through online central reservations offices (CROs) of the 30 major hotel brands, increased 34 percent in 2003 compared to 2002, according to *eMarketer*. Sixty-six percent of total Internet bookings come from the hotel chains' actual websites, indicating the importance and success of this online outlet for the hotel industry. A total of 27 percent of CRO's bookings were completed online in 2003, while 38 percent were done over the telephone -- a decline of four percentage points for telephone bookings compared to 2002.
 - According to PhoCusWright, online hotel bookings are projected to grow by 31 percent in 2004 over 2003 bookings. Year-over-year online hotel bookings growth peaked in 2002, growing 50 percent over 2001 figures.
- **Business Travel Poll: Internet Bookings to Increase; Cost Savings a Priority in 2004** - According to the nationwide [Orbitz Business Travel Survey](#) conducted by Harris Interactive, business travelers favor booking their travel online almost two-to-one over booking with a corporate travel agency. Thirty-five percent of business travelers surveyed indicated that they plan to use an online agency to book business travel this year, with 84 percent citing convenience as a reason to book online. In addition, 83 percent of business travelers said that they feel compelled to save their company money while on business travel in 2004. Other results from the survey:
 - 36 percent of business travelers said that they frequently search online to see if they can find a better deal than their corporate agent.
 - 35 percent of business travelers said that they plan to include personal vacation time in at least one of their planned business trips this year.

▪ **CURRENT INDUSTRY DEVELOPMENTS**

- **TIA's industry performance indicators show mixed results for February 2004** - According to the [Travel Industry Association of America](#) (TIA) Industry Performance Indicators (IPI) for February 2004, domestic air revenue passenger miles (RPMs) increased 10.0 percent compared to the same month last year. International air RPMs grew by 12.1 percent in February, representing the largest year-over-year increase in the past 14 months. Airline employment, however, was down 8.1 percent compared to February 2003.
- **Japan to Waive Student Visa Fee for China, ASEAN** - In a move to promote youth travel exchange programs within Asia, the Foreign Ministry of Japan announced that it will waive the visa commission charge for certain short-term student visitors to Japan from China and ASEAN* (Association of Southeast Asian Nations) countries, according to [Travel Daily News](#). The new policy, which went into effect immediately, includes visa commission waivers for primary and secondary students on school excursions from China, and sightseeing university students from ASEAN member countries, staying for 90 days or less. Japan's visa commission charge for these types of visas is approximately US\$28.

**ASEAN members include Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand, Singapore, and Vietnam.*

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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