



## 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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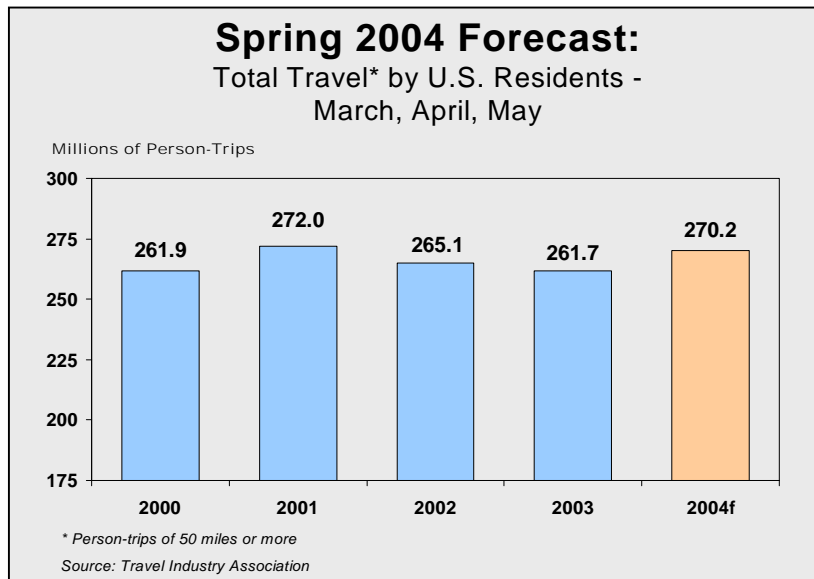
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### ***Feature***

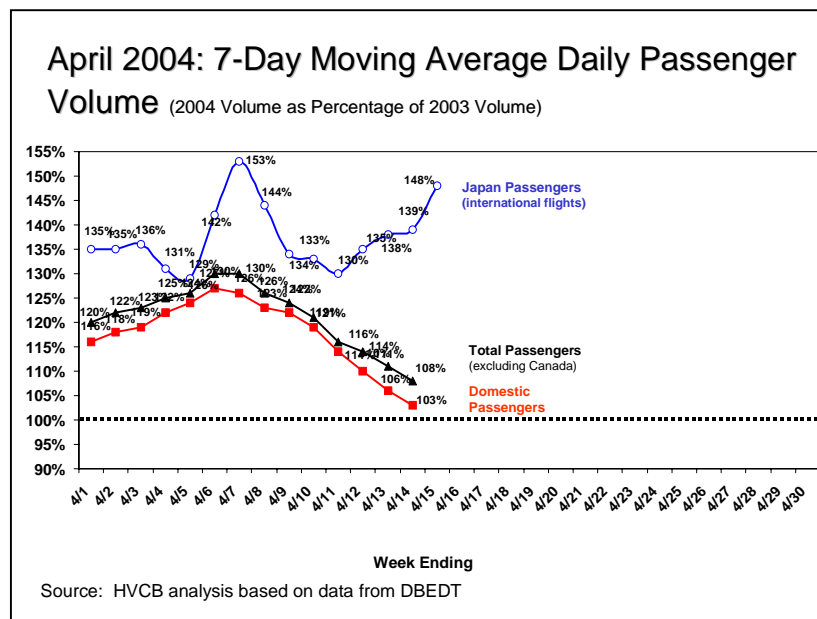
- **Americans Expected to Take 3.3 Percent More Trips This Spring**
  - The [Travel Industry Association of America's](#) (TIA) Spring 2004 travel forecast predicts that Americans will take a total of 270.2 million person-trips of 50 miles or more during the months of March, April and May 2004, an increase of 3.3 percent over the same period last year.
    - The increase represents a total of 215.5 million leisure trips, an increase of 3.1 percent compared to last year; and just slightly off (-0.6%) the peak in spring travel seen in 2001.
    - Spring business and convention travel is expected to total 44.9 million person trips of 50 or more miles, an increase of 4.9 percent over spring 2003.



## Hawai'i

### CONSUMER TRAVEL BEHAVIORS

- **Japanese Passenger Volume Well Above 2003 Levels for Latest Seven-Day Period** - According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total volume of nonstop passengers from Japan continued to perform well above 2003 levels, up 48 percent over last year's figures, for the seven-day period ending April 15, 2004. Total domestic and international (excluding Canada) passenger volume on nonstop flights arriving in Hawai'i was eight percent over 2003 figures, while total domestic passenger volume averaged above prior-year levels, up 3 percent for the seven-day period.



- **Online Poll: Increase in Leisure Travel Projected for 2004; Hawai'i a Popular Destination** - Two-thirds of respondents to an online poll conducted by Travelers Advantage indicate that they are planning to vacation more in 2004, according to [Smith Travel Research](#). The survey, conducted from November 2003 through March 2004, also shows that 27 percent of respondents plan to travel about the same as they did in 2003, compared to just five percent that said they plan to travel less this year. "Hawaiian Island Escapes" ranked as the second most popular "Escape of your Dreams Vacation" destination, with 22 percent of the vote, placing after "European Cities" (26%). Hawai'i was also ranked as the second most "Romantic Vacation" destination (24%) in the poll, after the Caribbean Islands (33%).

- **Luxury Travel Agents Say Active, Affluent World Travelers Interested in Hawai'i** - An annual poll of 6,000 luxury travel agencies conducted by Virtuoso indicates that affluent world travelers looking for active/adventure vacation destinations for families last year, requested information on Costa Rica (17%); Hawai'i (9%); and Africa (8%), according to [Pacific Business News](#). In addition, the "LuxeReport" ranked Hawai'i as the third most popular destination in the world to observe marine life, ranking after the Galapagos Islands and the Sea of Cortez. Hawai'i also ranked as the fourth most popular group tour destination, after Italy, Alaska, and Russia.
- **CURRENT INDUSTRY DEVELOPMENTS**
  - **Australian Government Officially Approves Nonstop Sydney-Honolulu Service** - In the final process for government approval, the Australian Department of Transport and Regional Services officially granted its International Airline License to [Hawaiian Airlines](#) for its new nonstop service between Sydney and Honolulu. The inaugural flight is scheduled to depart Sydney on May 18, 2004. Hawaiian will operate the non-stop service four times per week, departing Sydney on Sunday, Tuesday, Thursday, and Friday.

## ***National and International***

- **CONSUMER TRAVEL BEHAVIORS**
  - **IATA: International Air Passenger Traffic Improves in February** - Preliminary [International Air Transport Association](#) (IATA) traffic figures for February 2004 reveal a 9.8 percent increase in global international passenger traffic, compared to February 2003. Improvement was seen in each of the world regions, including the Asia-Pacific (+3.8%), and North America (+10.8%) compared to the same month last year.
  - **Travelocity Survey Provides Insight on Traveler "Rudeness"** - According to results from a survey on traveler "rudeness" conducted by [Travelocity](#), many air passengers may behave in a way that could be considered "rude" by fellow travelers. Nearly 20 percent of respondents to the poll stated that they use their cell phones on aircraft "frequently, as long as the airline permitted it" or "until a flight attendant asked them to turn it off." In addition, when asked by a fellow air passenger to switch seats on a plane, 42 percent felt no commitment to oblige, and another five percent would consider such a request to be rude in the first place. Another 32 percent of respondents reported reclining their air seats all the way, either "frequently" or "all the time."
    - In an earlier survey conducted by [Travelocity](#) last winter, a majority of respondents considered rudeness a serious issue in travel. Thirty percent of respondents considered travel a stressful activity, and often cited fellow travelers' "rudeness" to be blamed for high stress levels.
- **CURRENT INDUSTRY DEVELOPMENTS**
  - **TIA: March Travel Price Index Increases 3.6 Percent** - The Travel Industry Association of America's (TIA) Travel Price Index (TPI) rose 3.6 percent in March 2004, significantly faster than the nation's overall Consumer Price Index (+1.7%), compared to March 2003. Lodging prices increased 6.8 percent, while airfares remained relatively flat at 0.5 percent growth for the month. 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](mailto:dmorikawa@hvcb.org)*