

"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.

FOR IMMEDIATE RELEASE

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1. FEATURE

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➔ Consumer Internet Barometer: Online Travelers Satisfied with Travel Arrangements

Among the two-thirds of American consumers using the Internet to plan their travel, 88 percent reported that they were "extremely" or "somewhat" satisfied with their travel arrangements, according to the Conference Board and TNS-NFO's quarterly *Consumer Internet Barometer* (reported by [eMarketer](#)). In rank order, consumers were "extremely satisfied" with the following online travel aspects:

- Booking airfares (43%)
- Obtaining destination information (39%)
- Making lodging arrangements (36%)
- Renting a car (33%)
- Arranging entertainment activities (31%)

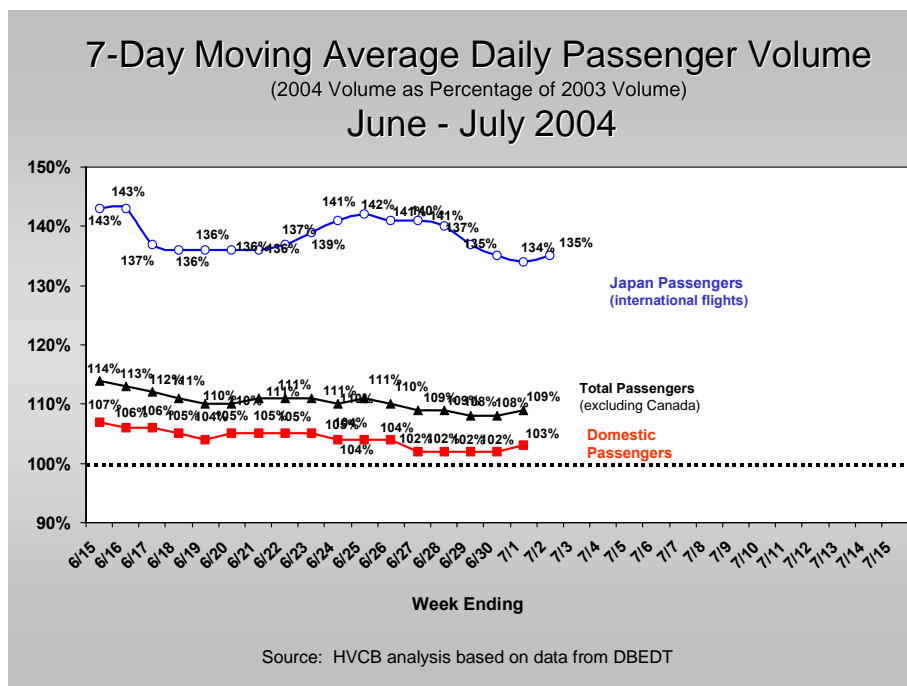
Despite the high level of satisfaction, more consumers use online travel sites for researching than actually booking online – twice as many consumers plan to use the Internet to research lodging rates/availability and airline rates/availability compared with those who plan to actually book online.

The study also tracked online behavior by gender. Overall, nearly 70 percent of men use the Internet to research and/or book travel, versus 65 percent of women. Twenty-four percent of men plan to book air tickets online over the next three months, while 20 percent of women intend to do the same.

■ CONSUMER TRAVEL BEHAVIORS

➤ Total Passenger Volume to Hawai'i Up Nine Percent 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) volume on nonstop flights arriving in Hawai'i was up nine percent for the latest seven-day period ending July 1, 2004. Nonstop passenger volume from Japan remained above 2003 levels for the seven-day period, up 35 percent, and domestic passenger volume was up three percent over 2003 levels.



■ CURRENT INDUSTRY DEVELOPMENTS

➤ Condé Nast Annual Golf Poll: Hawai'i Home to Three Out of Top Five Golf Courses

In its annual readers poll of top golf properties, three out of the top five courses were in Hawai'i, according to [Condé Nast Traveler](#). An additional seven Hawai'i golf properties placed among the top 25. *Condé Nast Traveler* asked its readers to rate over 300 properties they had visited in the past three years. The six criteria evaluated for the poll were: course design (30% of overall score); accommodations (30%); speed of play (10%); golf services/staff (10%); food (10%); and other activities (10%). The top five courses in the poll:

- Four Seasons Resort Dallas at Las Colinas; Irving, Texas; (94.3)
- **Manele Bay Hotel; Lāna'i, Hawai'i; (93.9)**
- **Ritz-Carlton Kapalua; Maui, Hawai'i; (93.9)**
- **Lodge at Koele; Lāna'i, Hawai'i; (93.8)**
- Ritz-Carlton Lake Las Vegas Resort; Henderson, Nevada; (91.3)

➤ Northwest Airlines To Increase Service to Hawai'i

[Northwest Airlines](#) (NWA) announced that it will begin new daily nonstop service to Honolulu from Portland, Oregon on December 15, 2004. At the same time, NWA said it will resume daily nonstop flights between San Francisco and Honolulu. Both flights will be serviced by a Boeing 757-300 aircraft, seating 224 passengers.

■ CONSUMER TRAVEL BEHAVIORS

➤ Affluent Travelers Look For Product Value Over Prestige

According to the "Portrait of Affluent Travelers" study by [Yesawich, Pepperdine, Brown & Russell](#) (YPB&R), affluent travelers (travelers with household incomes exceeding \$150,000, who stayed in a luxury hotel or resort in the past year) prefer to buy products with a reputation for quality over prestige. The study points out that affluent travelers are also more interested in enriching experiences over living a luxurious lifestyle. The top attributes of affluent traveler respondents include:

- 82% prefer to buy brands with a reputation for quality
- 77% buy for value, not price
- 74% believe enriching experiences are more important than a luxurious lifestyle
- 72% avoid flaunting what they have
- 68% stick with a specific brand(s) they like
- 68% look for the best prices when they buy things

■ CURRENT INDUSTRY DEVELOPMENTS

➤ Conference Board: National Consumer Confidence Index Up Nearly Nine Points in June

After holding steady in May, the [National Consumer Confidence](#) Index improved to its highest point of the year in June, up 8.8 points from the previous month to 101.9 (1985=100), according to the Conference Board. The "Present Situation" index reached 104.8 (from 90.5 in May), while the "Expectations" index increased 5.2 points to 100.0 during the month. Conference Board officials state that consumers have a positive outlook on the economy with an improvement in current conditions, and expected economic growth.

➤ National Restaurant Performance Index Down Slightly in May

The [National Restaurant Association's](#) monthly composite Restaurant Performance Index (RPI) decreased nearly one percentage point in May, compared to April. The 0.7 percentage point index decrease was due mostly to rising food costs, as a record-high 28 percent of restaurant operators cited it as their number one operational challenge. Despite the slip, the RPI is still four percentage points higher compared to May 2003, as the economic environment for the restaurant industry continues to be strong overall.

➤ Guam Visitors Bureau Initiates Summer Campaign

The Guam Visitors Bureau (GVB) begins "Guam Big Summer Festival," its summer tour promotional campaign running between July 1 and September 30, according to *Travel Journal International*. The promotion, which targets the Japanese family market, includes complimentary t-shirts and snorkeling service to all children under 12. GVB's campaign also incorporates "experience" programs supporting Guam's cultural heritage activities. "Big Summer Festival" comes on the heels of a tropical storm that struck Guam on June 27th, grounding many air travelers.

We welcome any suggestions or comments that you may have that will help us improve the quality of the weekly Tourism Industry Update. Please feel free to share your ideas:

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