

"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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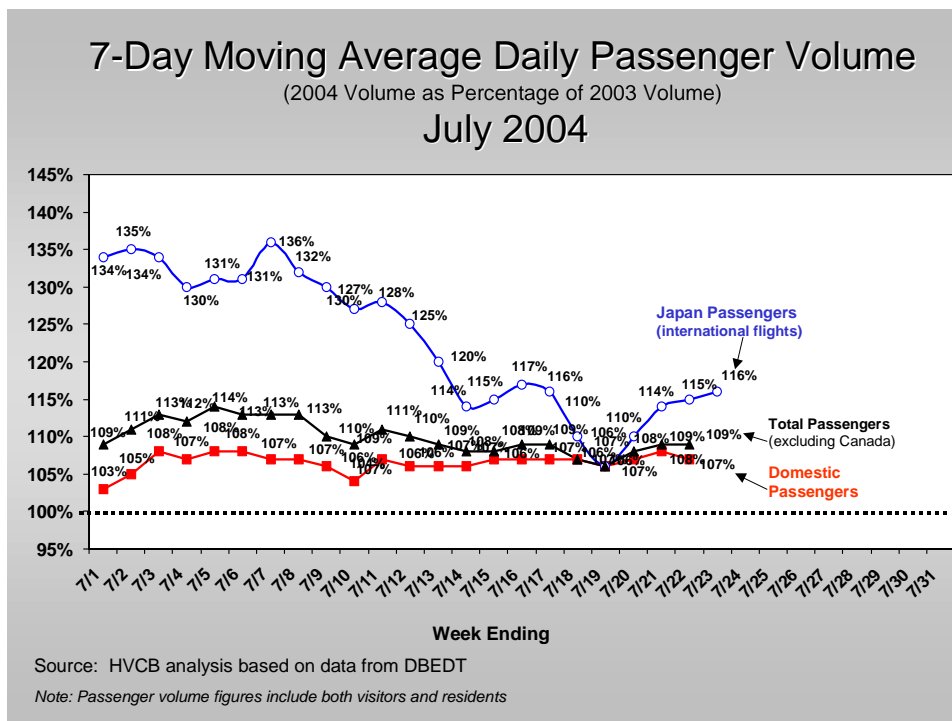
The Hawai'i Tourism Authority (HTA) has scheduled its Hawai'i Tourism Conference for September 13-14, 2004 at the Hawai'i Convention Center in Honolulu.

- The purpose of the Conference is to bring visitor industry stakeholders together and gain insights on market trends, the global marketplace, and to present 2005 tourism marketing plans for the state
- The conference aims to provide Hawai'i businesses with the information needed to develop successful plans responsive to market trends and state-sponsored marketing programs
- The schedule is broken out as follows:
  - September 13 – Presentations and breakout sessions addressing current issues and market trends
  - September 14 – Morning session to present 2005 marketing plans for all Major Market Areas (North America, Japan, Europe, Asia, Oceania, and Corporate Meetings and Incentives)
    - The marketing plans will also be presented on Neighbor Islands
      - September 15 – Lihue, Kaua'i
      - September 16 – Kahului, Maui
      - September 17 – Kona, Hawai'i
  - The conference is open to the public. More information is available on HTA's website: <http://www.hawaii.gov/tourism>

## CONSUMER TRAVEL BEHAVIORS

### Domestic Passenger Volume to Hawai'i Up Seven Percent for Latest Seven-Day Period

According to statistics published by the state [Department of Business, Economic Development and Tourism](#), domestic passenger volume increased seven percent over 2003 levels for the latest seven-day period ending July 22, 2004. Nonstop passenger volume from Japan remained above 2003 levels for the seven-day period, up 16 percent, helping boost total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i up nine percent.



## CURRENT INDUSTRY DEVELOPMENTS

### HVCB Wins "Best of Show" for American Idol Public Relations Initiative

HVCB and its public relations firm, McNeil Wilson Communications, earned top honors at the Public Relations Society of America (PRSA) 2004 Hawai'i Chapter awards, winning "Best of Show" for the initiative to bring the American Idol Honolulu Auditions Show to Hawai'i.

- HVCB spent less than \$23,000 to lure the top-rated FOX network show to Hawai'i, and recruited Hawaiian Airlines, Sheraton Hotels in Waikiki and the Halekulani as partners to provide complimentary air and lodging for the cast and crew
- An estimated 1,000 contestants, family and friends flew into Honolulu, resulting in high hotel occupancy and \$1 million in visitor spending
- The Honolulu Audition Show was televised nationally to 31 million viewers (broadcasted locally on KHON FOX 2), and later rebroadcast to an audience of 15 million viewers
- The Audition Show also aired in Australia, Canada and United Kingdom

#### ■ CONSUMER TRAVEL BEHAVIORS

##### ➤ Survey: Most Families Want to Experience New Places and Activities on Vacation

A nationwide family travel survey conducted by StrategyOne for [Wyndham Hotels](#) shows that most families (67%) want to experience new places and activities while on vacation this summer, though only 32 percent wanted to take an “active” trip. The survey also shows that 57 percent of family travel respondents prefer a relaxing vacation that includes staying by the pool or ocean this summer. Other results of the Omnibus survey includes:

- Seventy percent of families are planning to take a vacation this summer
- The average family trip length will be between three to six nights
- Fifty-three percent of respondents agreed that the women of the household do the majority of researching and booking of family vacations

#### ■ CURRENT INDUSTRY DEVELOPMENTS

##### ➤ TIA: Domestic Traveler Spending Totaled \$490 Billion in 2003

Domestic travelers spent a total of \$490 billion in the U.S. in 2003, an increase of 3.5 percent from 2002, according to the Travel Industry Association of America’s (TIA) preliminary *Impact of Travel on State Economies* analysis. International traveler spending fell 3.0 percent to \$62.1 billion last year (not including international passenger fares; spending in U.S. territories; and Canadian traveler spending not allocated to states). Total employment generated by travel and tourism declined at a faster rate when compared to all private industries in 2003, down 2.0 percent in 2003 (to 7.2 million jobs).

- In the same report, TIA also released 2002 economic impact figures by state. Hawai’i figures include:
  - Travel spending by domestic and international travelers to Hawai’i totaled 12.5 billion in 2002, down 3.8 percent from 2001
  - Hawai’i ranked 24<sup>th</sup> among all states in domestic traveler spending, while ranking fourth in direct international traveler spending
  - Approximately 156,000 jobs were supported by tourism spending, equaling 28 percent of total state non-farm employment (down 4.3 percent versus 2001)
  - Total travel spending in 2002 generated an estimated \$1.8 billion in tax revenue for federal, state and local governments in Hawai’i, according to the study

##### ➤ PATA: 30 Asia-Pacific Destinations Show 21 Percent Visitor Growth in 2004

Preliminary “early” 2004 international visitor arrivals to 30 Asia-Pacific destinations show an encouraging 21 percent increase, according to the [Pacific Asia Travel Association](#) (PATA). Though the comparative results are affected by last year’s SARS scare and war in Iraq, PATA is encouraged by the additional 15.3 million international visitor arrivals during early 2004 (note that the reporting periods differ from destination to destination). PATA expects international arrivals to grow 15 percent in calendar year 2004.

##### ➤ Senate Passes Bill Extending Biometric Passport Deadline

The U.S. Senate passed the bill giving Visa Waiver Program (VWP) countries one additional year to begin producing new passports with biometric identifiers (H.R. 4417), according to the [Travel Industry Association of America](#) (TIA). A biometric identifier is an electronic scan of a physical feature (e.g. eye, hand, fingerprint or face) that allows immigration inspectors to distinguish travelers. The current law requires the 27 VWP countries (including Japan and Australia) to begin issuing passports with biometric technology by October 26, 2004. Presently, many of these countries would not be able to reach this deadline. Bill H.R. 4417 will now move to the President’s desk for official passage into law.

- Travelers from VWP countries total nearly 14 million, accounting for two-thirds of all overseas leisure, business, student and medical travel to the U.S.

*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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