

"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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#### ➤ AAA: Labor Day Holiday Travel to Potentially Reach Record High

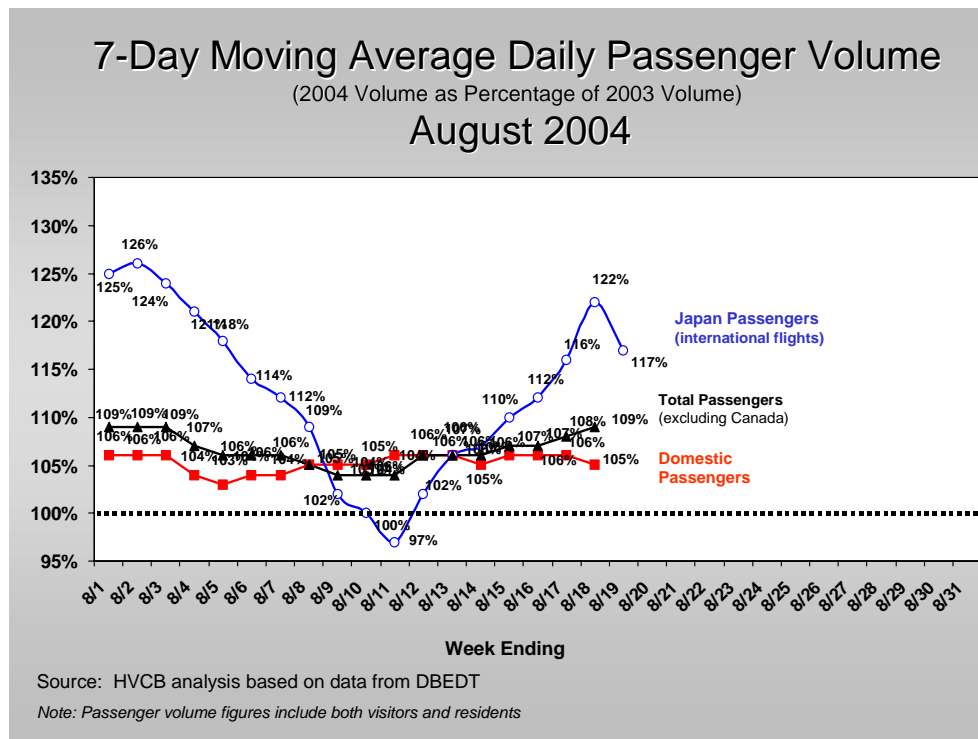
An estimated 34.1 million Americans will travel 50 miles or more from home this Labor Day weekend (September 6<sup>th</sup>), potentially setting a record high for the period, according to a national survey of 1,300 American adults conducted by [AAA](#) and the Travel Industry Association of America (TIA). Travel totals for the weekend are projected to be up 2.2 percent versus Labor Day 2003, with air travel up an estimated 4.0 percent this year (to 3.9 million, or 11 percent of all holiday travelers); and motor vehicle travel up 2.0 percent (to 28.1 million, or 84 percent of all holiday travelers). The greatest number of air travelers is expected to come from the West with approximately 1.5 million travelers, followed by the Southeast with 1.2 million travelers; Northeast with 500,000; the Great Lakes region with 400,000; and the Midwest with 300,000. Labor Day destinations of choice in rank order are:

- Oceans and beaches (26%)
- Small towns/rural areas (21%)
- Cities (16%)
- Lakes (12%)
- Mountains (10%)
- State/national parks (4%)

## CONSUMER TRAVEL BEHAVIORS

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

According to statistics published by the state [Department of Business, Economic Development and Tourism](#), domestic passenger volume increased five percent over 2003 levels for the latest seven-day period ending August 18, 2004. Nonstop passenger volume from Japan remained above 2003 levels for the seven-day period, up 17 percent, helping boost total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i up nine percent.



## CURRENT INDUSTRY DEVELOPMENTS

### HTA Releases Details on the Annual Tourism Conference

The [Hawai'i Tourism Authority](#) (HTA) released details for its 2004 Hawai'i Tourism Conference, *I Will 'Ia* (To Weave Together), to be held September 13-14, 2004 at the Hawai'i Convention Center in Honolulu. On Day One, keynote speakers include Michael Londregan, of the Australia Tourist Commission; and Peter Yesawich, of Yesawich, Peppardine, Brown & Russell. The conference will also offer presentations and breakout sessions addressing current issues, and consumer and market trends. Day Two (September 14<sup>th</sup>) is a morning session featuring the 2005 Marketing Plan Rollout, with each of HTA's marketing contractors presenting their respective tourism marketing plans. HVCB is scheduled to present the North America Leisure and Global Corporate Meetings and Incentives plan at 11:10 am.

- More information on the conference, including a full schedule is available on HTA's website: [http://www.hawaii.gov/tourism/tourism\\_conference.html](http://www.hawaii.gov/tourism/tourism_conference.html).
- Deadline for registration is August 31, 2004.

## ➤ State of Hawai'i Forecasts Robust Visitor Growth, Strong Economy in 2004

The state [Department of Business, Economic Development and Tourism](#) (DBEDT) released its latest *Quarterly Statistical and Economic Report*, projecting a 7.0 percent increase in visitor arrivals for 2004, up nearly two percentage points over the March forecast. Visitor days and expenditures are also expected to increase by the end of the year, with visitor days up 4.5 percent, and visitor expenditures up 7.0 percent over 2003 figures. DBEDT also expects a 2.1 percent increase in statewide jobs for the year, and a 2.9 percent increase in real personal income. Hawai'i's overall economy (real Gross State Product) is forecast to grow 2.6 percent by the end of the year.

- The Hawai'i Tourism Authority is targeting a 5.1 percent increase in visitor arrivals to Hawai'i; a 5.2 percent increase in visitor days; and 7.9 percent increase in visitor expenditures for 2004.

### 3. NATIONAL / INTERNATIONAL

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#### ■ CURRENT INDUSTRY DEVELOPMENTS

## ➤ DOT: Chicago O'Hare Airport Delays to be Cut 20 Percent Before Thanksgiving

Under an agreement reached between the [Department of Transportation's](#) Federal Aviation Administration (FAA) and airlines, flight delays at Chicago's O'Hare International Airport will be cut by 20 percent by Thanksgiving. Domestic airlines have agreed to voluntarily limit scheduled arrivals into O'Hare to 88 between 7 am and 8 pm, effective November 1, 2004. Using computer modeling developed using six months of actual O'Hare delayed flights information, DOT estimates that this action will reduce the amount of time lost due to delays by 20 percent. The two largest carriers servicing O'Hare, American and United, have offered the largest reductions – American canceling 17 incoming flights between noon and 8 pm; and United cutting a total of 20 arrivals. It is not clear whether the policy will affect the nonstop flights between O'Hare and Hawai'i.

## ➤ Lodging Survey: High-Speed Internet Access Available in 50 Percent of Hotel Properties

Hotels offering high-speed internet access shot up from seven percent in 1998 to 50 percent in 2004, according to the [American Hotel & Lodging Association's](#) (AH&LA) 2004 Lodging Survey -- considered by many as the industry's most comprehensive study of nationwide hotel properties. Other results from the survey of 6,000 U.S. hotel properties include:

- 98 percent offer cable or satellite television, up from 69 percent in 1998.
- Voicemail was one of the fastest-growing amenities with 78 percent offering voice mail in 2004, up from just four percent in 1990.
- Linen/towel reuse programs grew from 14 percent in 1994 to 57 percent in 2004.

## ➤ Mexico Begins New \$8.2 Million Tourism Campaign

The Mexican Tourism Board (MTB) began its \$8.2 million TV, print and Internet advertising campaign, targeting U.S. and Canadian visitors, this month, according to [Travel Weekly](#). "Mexico, Beyond Your Expectations," is the new non-Hispanic market ad theme, which will be featured in television commercials in select markets including Atlanta, Denver, Los Angeles, Miami, New York, San Francisco, Sacramento, and San Jose. Print ads will appear in such magazines as *Condé Nast Traveler*, *National Geographic Traveler*, and *Travel + Leisure*; and Internet marketing will feature banner ads on sites like AOL, Yahoo!, Expedia, and Travelocity.

*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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