

"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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#### ⇒ HVCB Honors Five Organizations With Prestigious Maile Award

[HVCB](#) presented five long-time Hawai'i organizations with the prestigious Maile Award at its 102<sup>nd</sup> Annual Luncheon on September 2, 2004. Maile Award honorees were selected for their quality of service to tourism and the community, along with their length of service in Hawai'i as it relates to celebrating their silver, golden, diamond, or centennial anniversaries. The Maile Award recipients in 2004:

- NFL Pro Bowl (25 years) – Since 1980, the National Football League has brought its annual all-star game to Hawai'i, generating interest from players and fans alike for 25 years and running.
- Japan Airlines (50 years) – JAL launched its inaugural flight across the Pacific, including a stopover in Honolulu in February 1954. JAL is now Hawai'i's leading provider of airlift from Japan.
- Hawaiian Airlines (75 years) – Hawaiian Airlines was Hawai'i's first carrier to provide commercial air service between the islands, and currently offers nonstop service from more mainland cities than any other airline.
- The Gas Company (100 years) – For a century, the Gas Company has provided the community and visitor industry with the highest standard of quality and service.
- Waikīkī Aquarium (100 years) – As the third oldest public aquarium in the nation, Waikīkī Aquarium draws 350,000 residents and visitors annually, and houses over 420 aquatic animals and plants.

HVCB also honored two individuals with special Mahalo Awards:

- Governor George Ariyoshi – After entering politics 50 years ago and serving three terms as Hawai'i's Governor (1974-1986), Governor Ariyoshi served 15 years as president of Prince Resorts Hawai'i.
- Fred Duerr – Will retire in November as general manager of the Kona Village Resort after 38 years of service. Mr. Duerr has been a community champion and devoted civic leader on the Big Island, and regularly provided experienced input on key issues on improving the state's tourism industry.

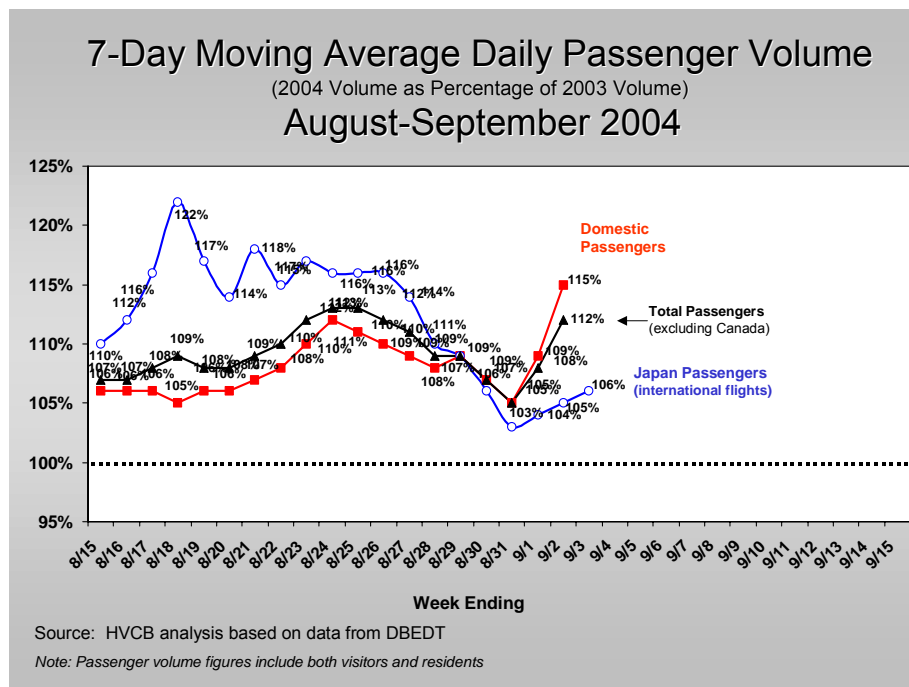
## 2. HAWAI'I

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### ■ CONSUMER TRAVEL BEHAVIORS

#### ➤ Domestic Passenger Volume to Hawai'i Up 15 Percent for Latest Seven-Day Period

According to statistics published by the state [Department of Business, Economic Development and Tourism](#), domestic passenger volume on nonstop flights to Hawai'i jumped to 15 percent over 2003 levels for the latest seven-day period ending September 2, 2004. Nonstop passenger volume from Japan was six percent above 2003 levels for the seven-day period, and total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i was up 12 percent. *For the most recent Seven Day Moving Average chart, visit HVCB's Market Trends Online: <http://www.hvcb.org/trends>*



### ■ CURRENT INDUSTRY DEVELOPMENTS

#### ➤ HTA Announces RFP for Research on Wellness Travel

The Hawai'i Tourism Authority (HTA) announced the details of its request for proposals (RFP) to evaluate the Health and Wellness tourism market. HTA is seeking research that will measure the size and potential of Health and Wellness tourism in order to determine implementation strategies for their recently developed business plan. The application and information packet is available online for download: <http://www.hawaii.gov/tourism>. Alternatively, interested parties may call (808) 973-2268 or go to HTA's Office at the Hawai'i Convention Center (Level 1) for further information, and/or to request a packet. The deadline for submitting proposals is October 4, 2004, by 4:30 p.m.

#### ■ CONSUMER TRAVEL BEHAVIORS

##### ➤ National Consumer Confidence Declines 7.5 Points in August

The [National Consumer Confidence](#) Index dropped 7.5 points in August versus the previous month to 98.2 (1985=100), according to the Conference Board. After sharp increases since April, the Index fell below the century mark for the first time since May. The "Present Situation" index fell to 100.7 (from 106.4 in July), while the "Expectations" index declined 8.7 points to 96.6 (from 105.3 in July). The Conference Board reports that consumers are concerned with the slowdown in job growth, and until it picks back up, will have a cautious economic outlook.

##### ➤ Beach Vacationers Spend More Per Trip, Stay Longer on Average

American travelers who include beaches in their itinerary tend to spend more money per trip and stay longer in their destination than the national average, according to the [Travel Industry Association's](#) TravelScope® survey. There were nearly 110 million person-trips of 50+ miles away from home made by U.S. travelers to a beach in 2003. These beachgoers spent an average of \$752 per trip (excluding transportation to the destination) versus the \$396 per trip national average. The average beach trip lasted 6.3 nights (compared to the national average of 4.1 nights), with 36 percent of beach trips lasting seven or more nights. Beach vacationers also have a higher propensity to vacation with their children, fly to their destination, and rent a car on their trip.

##### ➤ Japanese Outbound Traffic Closes in on Record 2000 Levels

Japanese outbound travel during the first seven months of 2004 is inching closer to record 2000 levels, according to preliminary figures by the Japan National Tourist Organization (JNTO) and reported by *Travel Journal International*. Total Japanese outbound travel between January and July 2004 equaled 9.0 million, down 8.8 percent from the record 9.9 million outbound travelers during the same period in 2000. The 2004 totals are also up 33.5 percent from 2003 figures and 0.9 percent above 2002 outbound totals.

#### ■ CURRENT INDUSTRY DEVELOPMENTS

##### ➤ TIA: Industry Performance Indicators Show Mixed Results in July

According to the [Travel Industry Association of America](#) (TIA) Industry Performance Indicators (IPI) for July 2004, domestic air revenue passenger miles (RPMs) increased 6.7 percent compared to the same month last year, while international air RPMs rose 16.1 percent. Hotel/motel room receipts also continued to show strength in July, up 8.1 percent compared to July 2003. However, hotel/motel and air sector job growth was relatively flat compared to last year. The IPI is released by TIA each month to give a monthly snapshot of recent trends in the travel industry.

*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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