

"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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⇒ Hawaiian Islands Recognized as "Best Destination" by Apple Vacations

The [Hawaiian Islands](#) received Apple Vacation's coveted *2004 Crystal Award* for "Best Destination."

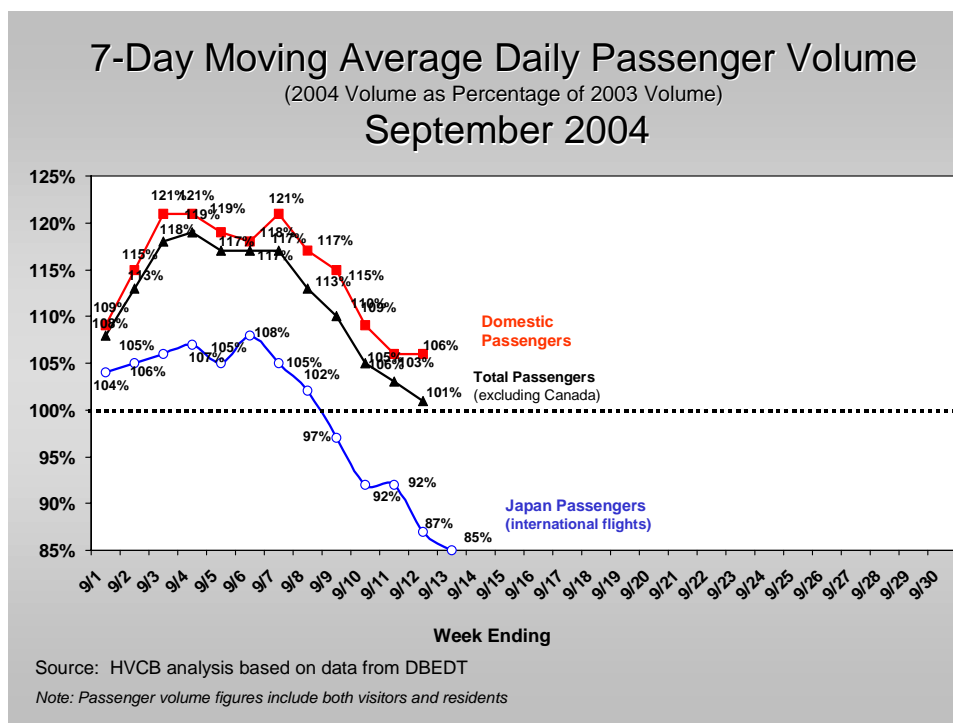
- The award honors the 'best-of-the-best' in the travel industry, as selected by over 200,000 Apple Vacationers who complete vacation satisfaction questionnaires.
- Hawai'i received the highest overall rating in satisfaction of over 50 resort destinations.

Apple Vacations is one of the largest tour operators specializing in vacation packages to Hawai'i, as well as Mexico, the Caribbean, and mainland snow destinations.

CONSUMER TRAVEL BEHAVIORS

Domestic Passenger Volume to Hawai'i Up Six 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 increased six percent over 2003 levels for the latest seven-day period ending September 12, 2004. Nonstop passenger volume from Japan declined to 85 percent of 2003 levels, while total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i was 101 percent of prior-year levels for the seven-day period. For the most recent Seven Day Moving Average chart, visit HVCB's Market Trends Online: <http://www.hvcb.org/trends>



CURRENT INDUSTRY DEVELOPMENTS

Hawai'i's 2005 Tourism Marketing Plans Unveiled

At public meetings being held around the state this week, the Hawaii Tourism Authority's (HTA) six marketing contractors are unveiling their marketing plans for 2005 for North America, Japan, Asia, Europe, Oceania, the Hawaii Convention Center, and Corporate Meetings and Incentives (CMI). HTA plans to post the presentations on its website: <http://www.hawaii.gov/tourism>

HVCB's marketing plans for North America leisure and global CMI builds on the strength of existing strategies and programs that have contributed significantly to the strong recovery of the U.S. market following attacks of September 11th, and the SARS/Iraq War challenges in 2003. The 2005 HVCB plan will be available online next week at: <http://www.hvcb.org/trends>.

■ CONSUMER TRAVEL BEHAVIORS

⇒ International Arrivals to the U.S. up 16 Percent for First Half of 2004

The U.S. welcomed 17.6 million international visitors during the first half of the year, up 16 percent over the same period in 2003, according to the [Office of Travel and Tourism Industries](#) (OTTI) of the U.S. Department of Commerce. Other highlights for the first half of the year include:

- Japanese arrivals totaled 1.8 million through June 2004, an increase of 36 percent over prior year figures.
- Despite a two percent decrease in June, arrivals from Canada equaled 6.5 million, up 12.1 percent for the first half of the year over 2003 levels.

⇒ Americans Expected to Take More Leisure and Business Trips This Autumn

The [Travel Industry Association of America](#) (TIA) forecasts that Americans will take 278.0 million trips of 50 miles or more during the months of September, October and November 2004, an increase of 3.1 percent over last autumn. Leisure trips by Americans are projected to total 224.8 million this fall, up 2.6 percent over the same period last year. Business travel this fall is also expected to increase over last year, up 3.4 percent to a total of 43.2 million business person-trips. Consumers' pent-up demand, coupled with a healthy corporate environment could make this fall travel season one of the strongest in years, according to TIA.

⇒ CLIA: Cruise Passenger Volume Up 10.0 Percent for the First Half of 2004

Member fleets of the [Cruise Lines International Association](#) (CLIA) carried over 5.0 million cruise passengers worldwide in the second quarter of 2004, up 10.0 percent over the same period last year. North American passengers grew 10.6 percent (to 4.3 million passengers), while foreign-sourced passengers rose 6.5 percent (to 696,693 passengers) during the first six months of the year. The average length of a cruise trip during the first half of 2004 averaged 6.99 days, up slightly from the 6.97 days averaged in 2003. CLIA members represent over 95 percent of the cruise capacity marketed in North America.

⇒ TIA: 30 Percent of U.S. Population Used Internet for Travel Information

In the past year there were 63.8 million online travelers, or 30 percent of the U.S. adult population, who went online to get travel and destination information, according to the [Travel Industry Association of America](#). Of that, 44.6 million booked at least one travel component over the Internet, up six percent from prior year levels. Forty percent (40%) of online travelers reported doing all of their travel booking online, up from 29 percent a year ago. Airline tickets continued to be the most popular travel component purchased online, with 82 percent of all online bookers.

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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