

"HVCB Tourism Industry Update" is a weekly briefing of travel news and developments affecting Hawaii's visitor industry, compiled by the HVCB Market Trends Department.

FOR IMMEDIATE RELEASE

Contact: **Darlene Morikawa**
dmorikawa@hvcb.org
808.924.0259

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1. FEATURE

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⇒ HVCB Teams Up with NFL, PGA TOUR for Customized Corporate Incentive Packages

[HVCB](#) has teamed up with the National Football League and PGA TOUR to offer customized corporate incentive packages, centered around their respective winter events in Hawaii – the NFL Pro Bowl, and “Aloha Season” golf tour.

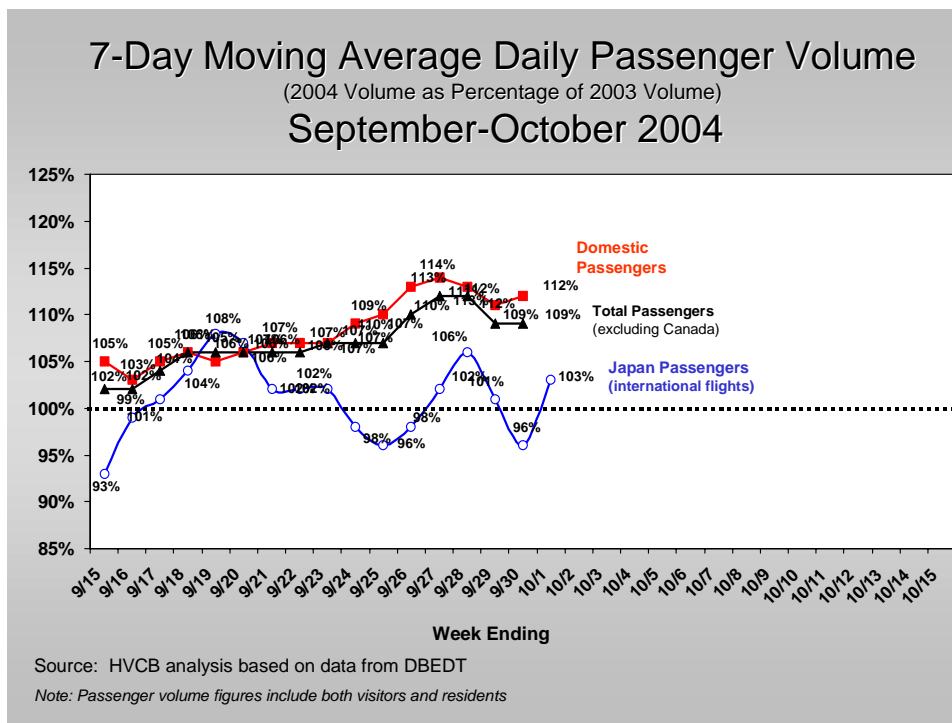
- The NFL Pro Bowl, considered the ultimate incentive reward for NFL players and its corporate sponsors, will now offer to share the Pro Bowl experience with other interested incentive groups nationwide with customized incentive programs.
- The PGA TOUR and Champions Tour begin and end their schedules with tournaments in the Islands as part of the “Aloha Season.” The incentive travel partnership will allow corporations to customize their golf-inspired hospitality incentive packages to meet their business objectives.



■ CONSUMER TRAVEL BEHAVIORS

➤ Domestic Passenger Volume to Hawai'i Up 12 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 12 percent over 2003 levels for the latest seven-day period ending September 30, 2004. Nonstop passenger volume from Japan increased to 103 percent of 2003 levels, while total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i was 109 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 Showcased at World's Largest Incentive Convention

The [HVCB](#) led a major contingent of 58 travel organizations from Hawai'i in a dynamic and colorful exhibition in Chicago last week, at the world's largest incentive convention – *The Motivation Show*. The Hawai'i exhibit showcased the culture, accommodations, activities, services, products, and aloha available to meeting planners and incentive groups that book the Islands. HVCB and industry partners provided attendees with Hawaiian entertainment, island-style refreshments, fresh flower lei, and prize giveaways during the conference. Over 20,000 attendees, mostly made up of meeting planners and decision-makers from every major industry, participated in *The Motivation Show*. Preliminary show performance indicators suggest that Hawai'i was one of the most popular and well-received destinations of the show.

■ CONSUMER TRAVEL BEHAVIORS

⇒ Survey: U.S. Corporate Travel Spending, Use of Low-Cost Airlines Expected to be Up in 2005

U.S. firms expect to see a rise in corporate travel spending in 2005, according to a Smith Barney quarterly survey of U.S. corporate travel practices, reported by *ATW Online*. Sixty-eight percent of corporate travel managers surveyed said that 2005 travel spending will exceed 2004 levels, and 59 percent see their current 2005 travel spending outlook improving. However, 80 percent of respondents said that their companies are increasing their use of low-cost air carriers (up from 62 percent last quarter) and 54 percent are substituting travel with more teleconferencing/videoconferencing.

⇒ JATA: Japanese Overseas Travel to China, Asia Expected to Drive Market for Rest of 2004

Japanese travel retail outlets expect China and Asia to be the destinations with the most significant Japanese outbound market increases in the fourth quarter of 2004, according to the Japan Association of Travel Agents' (JATA) latest short-term quarterly diffusion index survey (reported in *Travel Journal International*). On a scale of +100 (very good) to -100 (poor), Japanese propensity to travel to China stands at +21, while travel to Asia is +12. Japanese travel to Hawai'i is considered average, with a DI reading of 0. Destination results for the 4th quarter in rank order:

- China (+21)
- Asia (+12)
- Europe (+4)
- Micronesia (+2)
- Hawai'i (0)
- Oceania (-14)
- North America (-18)

■ CURRENT INDUSTRY DEVELOPMENTS

⇒ National Consumer Confidence Declines 1.9 Points in September

The Conference Board's [National Consumer Confidence](#) Index declined in September, down 1.9 points from the previous month, to 96.8 (1985=100). The "Present Situation" index fell to 95.5 (from 100.7 in August), while the "Expectations" index remained relatively unchanged, up 0.3 points to 97.6 during the month. According to Conference Board officials, consumer confidence was affected by a less-favorable outlook on the job market in September.

⇒ Industry Performance Indicators Show Mixed Signals in August

According to the [Travel Industry Association of America](#) (TIA) Industry Performance Indicators (IPI) for August 2004, domestic air revenue passenger miles (RPMs) increased 6.3 percent compared to the same month last year, while international air RPMs rose 10.5 percent. Hotel/motel room receipts also grew in August, up 3.1 percent compared to August 2003. However, the travel-related job situation was weak: airlines employed one percent fewer workers, while hotel/motel sector job growth remained 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:

Darlene Morikawa ✦ dmorikawa@hvcb.org ✦ tel. 808.924.0259