

"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

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Inside this issue...

1. FEATURE

- Maui Named World's Best Island by *Condé Nast Traveler* for Eleventh Straight Year

2. HAWAII

Consumer Travel Behaviors

- Total Passenger Volume Up 10 Percent for Latest Seven-Day Period

Current Industry Developments

- Aloha Airlines Announces Daily Nonstop Service Between San Diego and Kahului

3. NATIONAL / INTERNATIONAL

Consumer Travel Behaviors

- Hurricanes May Have Negative Impact on Florida Tourism Into 2005

Current Industry Developments

- Guam: Group Travel Campaign Helps Boost Japanese Arrivals Through September
- Nation's Restaurant Industry Optimistic About Sales Growth, Economy

1. FEATURE

[↑ TOP](#)

➤ Maui Named World's Best Island by *Condé Nast Traveler* for Eleventh Straight Year

Maui was voted "Best Island in the World" for the 11th consecutive year by *Condé Nast Traveler* readers in the publication's 17th Annual Readers' Choice Awards Poll.

- The "Magic Isle" also earned the top "Pacific Rim Island," as well as the "Best of the Best Crown" with a total score of 91.2 (on a 100-point scale).
 - Maui scored higher than Bali (Top Asian/Indian Ocean Island, 86.4); Vancouver Island (Top North American Island, 75.5), Bermuda (Top Caribbean/Atlantic Island, 79.7); and Mykonos & the Cyclades (Top European Island, 76.2)
 - Maui also scored higher than many other top vacation destinations in the world, including San Francisco (Top U.S. City, 86.6); Florence, Italy (Top European City, 86.9); and Sydney, Australia (Top Pacific Rim City, 87.8).
- Complete results of the Readers' Choice Awards will be published in the November 2004 issue of *Condé Nast Traveler*.

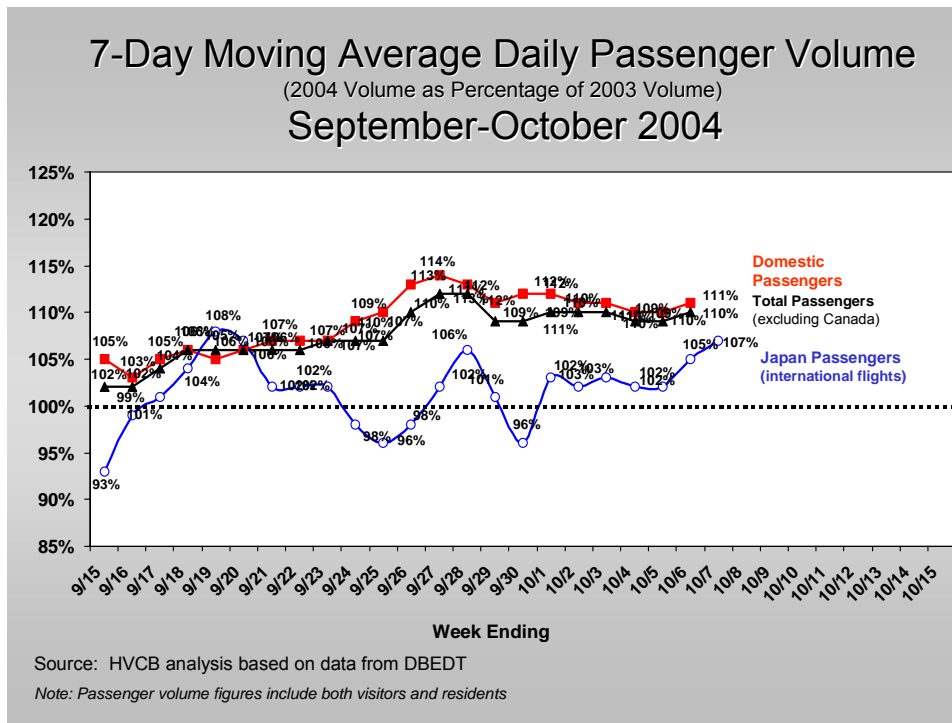
The other Hawaiian Islands ranked in the top ten of the *Top Pacific Rim Islands* list were:

- #2 Kaua'i (88.7)
- #4 Big Island (84.0)
- #6 Lāna'i (81.5)
- #7 O'ahu (81.4)

■ CONSUMER TRAVEL BEHAVIORS

➤ Total Passenger Volume Up 10 Percent for Latest Seven-Day Period

According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic and international (excluding Canada) passengers on nonstop flights arriving in Hawai'i was 10 percent over 2003 figures for the seven-day period ending October 6, 2004. Total domestic passenger volume was 11 percent above prior-year levels for the seven-day period, while total volume of nonstop passengers from Japan surpassed 2003 levels by seven percent over last year's figures. For the most recent Seven Day Moving Average chart, visit HVCB's Market Trends Online: <http://www.hvcb.org/trends>



■ CURRENT INDUSTRY DEVELOPMENTS

➤ Aloha Airlines Announces Daily Nonstop Service Between San Diego and Kahului

[Aloha Airlines](#) announced plans to launch year-round daily nonstop service between San Diego and Maui beginning December 15, 2004. The same aircraft will also operate a daily non-stop service between San Diego and Reno/Tahoe International Airport, providing the only direct service from that region. The new flights will be operated with Boeing 737-700 aircraft, with 12 first-class and 112 coach seats.

■ CONSUMER TRAVEL BEHAVIORS

⇒ Hurricanes May Have Negative Impact on Florida Tourism Into 2005

The four hurricanes that hit Florida recently may have a negative impact on the state's tourism industry through summer 2005, according to a new survey by [Yesawich, Pepperdine, Brown & Russell](#) (YPB&R). Five percent of travelers who had plans to visit Florida before the hurricanes hit said they canceled their trip, while an additional four percent postponed their trip. Twenty percent of respondents, who were prescreened as travelers "interested in visiting Florida on vacation," said they were less likely to visit the Sunshine State between now and the end of the year, while a comparable percentage suggested they were less likely to visit Florida between July and September 2005.

- Florida's state tourism agency, FLAUSA, has authorized \$2 million in emergency advertising, according to [USA Today](#). FLAUSA is seeking an additional \$30 million from the state legislature for recovery marketing.

■ CURRENT INDUSTRY DEVELOPMENTS

⇒ Guam: Group Travel Campaign Helps Boost Japanese Arrivals Through September

The Guam Visitors Bureau (GVB) stated that its Japanese group travel promotional campaign helped boost arrivals from Japan up 53.2 percent for the first nine months of 2004, according to *Travel Journal International*. The 683,161 Japanese arrivals through September is 9.0 percent above 2002 levels, but still 15.0 percent below 2000 levels. According to GVB, at its current pace, Japanese arrivals can surpass 900,000 by the end of the year, the first time it would reach that level since 2001.

⇒ Nation's Restaurant Industry Optimistic About Sales Growth, Economy

The [National Restaurant Association's](#) latest *Performance Index* indicates that restaurant operators are optimistic about the direction of their industry, as well as the nation's overall economy. The "expectations" component of the index, which reached its highest level in three months, shows that operators anticipate positive trends in sales, staffing levels, and capital expenditures over the next six months. Restaurant operators are also optimistic about the direction of the economy -- 45 percent expect overall economic conditions to be better in the next six months than its current state.

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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