

"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**

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

## Inside this issue...

### 1. FEATURE

- ⇒ JTB: Hawai'i Most Popular Autumn Destination for Japanese Honeymoons, Weddings

### 2. HAWAII

#### Consumer Travel Behaviors

- ⇒ Domestic Passenger Volume to Hawai'i Up Nine Percent for Latest Seven-Day Period

#### Current Industry Developments

- ⇒ HTA: Ten-Year Hawai'i Tourism Strategic Plan Approved

### 3. NATIONAL / INTERNATIONAL

#### Current Industry Developments

- ⇒ Travelocity Becomes Supplier of Travel Products for AARP Members
- ⇒ ARC: Travel Agent E-Ticketing Reach Record Levels in July
- ⇒ United Airlines to Reduce Domestic Air Service

### 1. FEATURE

↑ TOP

#### ⇒ JTB: Hawai'i Most Popular Autumn Destination for Japanese Honeymoons, Weddings

Over half (50.5%) of all Japanese overseas **weddings** this fall (October – December) are booked for Hawai'i, according to the [Japan Travel Bureau's](#) (JTB) Autumn Honeymoon and Wedding Season survey.

- Micronesia (28.8%) and Oceania (12.8%) rounded off the top three most popular fall wedding destinations.
- The main reasons behind the popularity of Hawai'i, Micronesia and Oceania are:
  - Wide selection of venues for the ceremony
  - Chapels overlooking the ocean
  - Adjoining facilities for a party
- JTB estimates the average cost of an overseas wedding ceremony at ¥177,460 (approximately \$1,613).

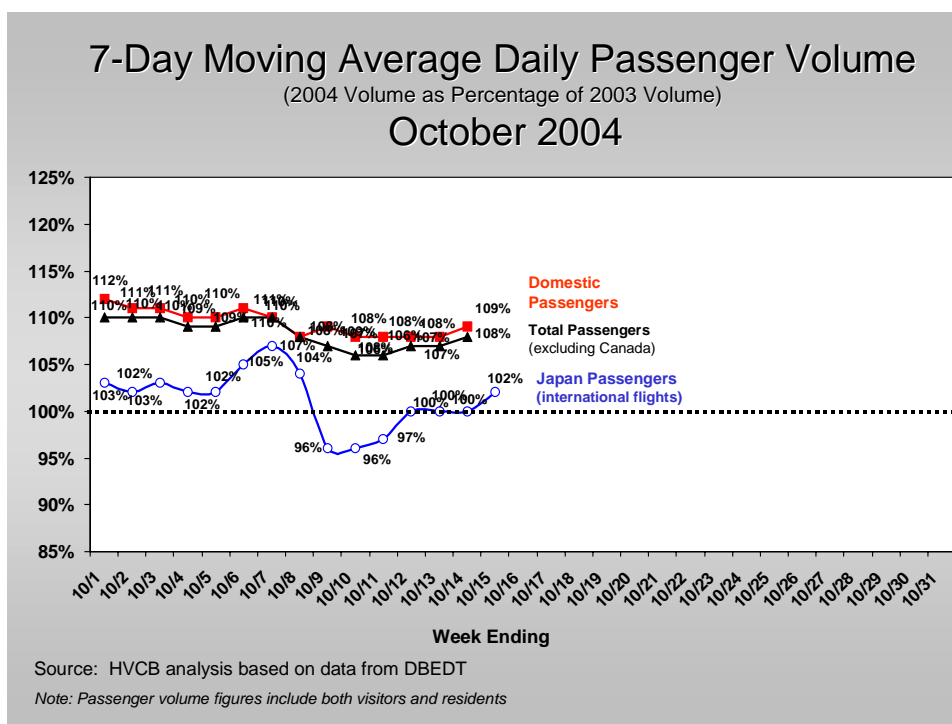
Hawai'i also ranks as the most popular overseas **honeymoon** destination for the Japanese this autumn. With 29.8 percent of all bookings, Hawai'i ranks ahead of Oceania (24.6%) and Europe (17.3%).

- JTB states that there is a preference for relaxing in a resort as opposed to staying in cities or visiting tourist attractions.
- The average expenditure on a honeymoon is estimated at ¥492,338 (approximately \$4,476) per couple. Hawai'i honeymoons are reported as less expensive than the average at ¥436,866 (\$3,972) per couple per trip.

## CONSUMER TRAVEL BEHAVIORS

### Domestic Passenger Volume to Hawai'i Up Nine 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 nine percent over 2003 levels for the latest seven-day period ending October 14, 2004. Nonstop passenger volume from Japan increased to 102 percent of 2003 levels, while total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i was 108 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

### HTA: Ten-Year Hawai'i Tourism Strategic Plan Approved

The [Hawai'i Tourism Authority](#) (HTA) has finalized and approved the *Hawai'i Tourism Strategic Plan: 2005-2015* (TSP). The ten-year plan is designed to provide a comprehensive and overall strategic direction for the state's visitor industry. The TSP, developed using extensive research and input from the community and industry, presents a shared vision for a successful and sustainable visitor industry that will benefit Hawai'i's tourism stakeholder groups – residents, visitor industry, government agencies, and visitors. The vision is that by 2015, tourism in Hawai'i will:

- Honor Hawai'i's people and heritage;
- Value and perpetuate Hawai'i's natural resources and cultural resources;
- Engender mutual respect among all stakeholders;
- Support a vital and sustainable economy; and
- Provide a unique, memorable, and enriching visitor experience.

The complete TSP can be viewed at: <http://www.hawaii.gov/tourism>

#### ■ CURRENT INDUSTRY DEVELOPMENTS

##### ➤ Travelocity Becomes Supplier of Travel Products for AARP Members

Online travel retailer, [Travelocity](#) announced an agreement with the American Association of Retired Persons (AARP) to be the association's supplier of flights, hotels, car rentals, cruises, last minute getaways and dynamic packaging product. The program, "AARP Passport Powered by Travelocity," will feature comprehensive online and phone travel purchasing options for AARP's 35-million members. Travelocity will also offer special member rates and other benefits not previously available to AARP members. Travelocity's vice president of strategy and business development, Richard Harris, stated, "we have for some time realized the value and potential of reaching the 50+ population." AARP's membership purchased over \$1 billion in travel from various travel suppliers in 2003.

##### ➤ ARC: Travel Agent E-Ticketing Reach Record Levels in July

The [Airlines Reporting Corporation](#) (ARC) released its September 2004 operating statistics, showing that sales totaled just under \$6 billion, two percent below September 2003. For the first three quarters of the year, total sales were up eight percent (\$51 billion). ARC-accredited agencies' international airfares increased seven percent above the same month last year, while domestic airfares decreased 10 percent. E-ticketing transactions were significant in September, with 87.1 percent of all ARC transactions being paperless during the month.

##### ➤ United Airlines to Reduce Domestic Air Service

United Airlines announced plans to reduce domestic flights by 12 percent and expand its international service by 14 percent by the end of next year, according to the *Washington Post*. United said it will reduce domestic service by utilizing smaller planes with fewer seats, and will only have to cut overall domestic departures by one percent. The airline cites record-high fuel prices and an inability to raise airfares as the main reasons for this change.

- Meanwhile, United Airlines launched its annual "[Mele Kalikimaka](#)" fare sale for travel from Hawai'i to the U.S. mainland. The sale includes flights from all Hawai'i ports to the mainland, including its nonstop service from Honolulu, Kahului or Kona to Chicago.

*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](mailto:dmorikawa@hvcb.org) ✦ tel. 808.924.0259