

"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

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1. FEATURE

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➤ National Holiday Travel Spending Expected to Rise in 2004

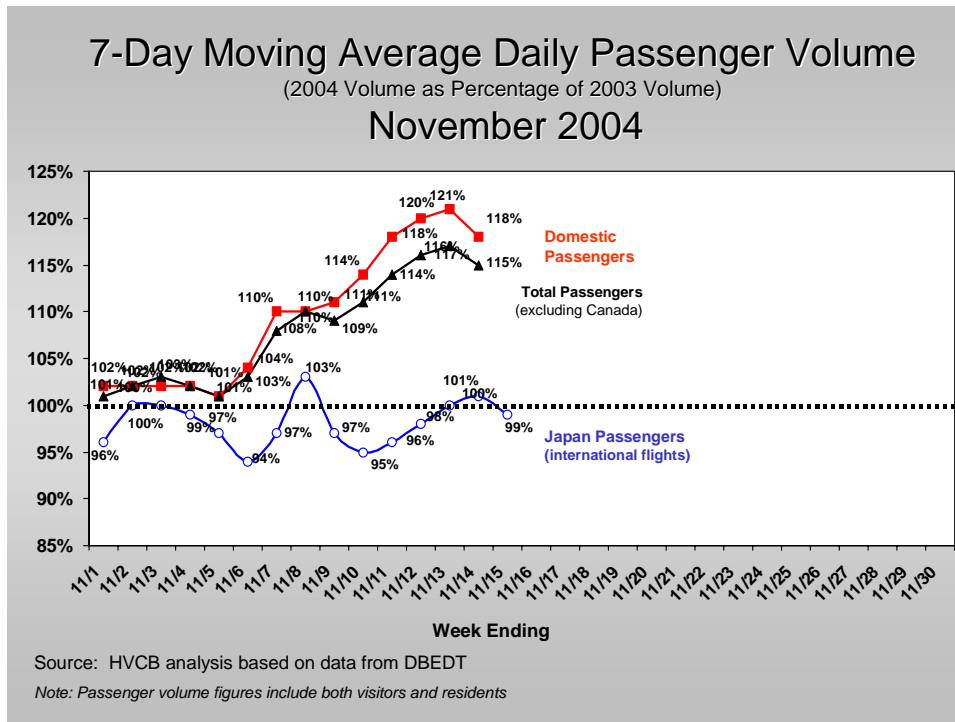
Consumer spending on holiday travel is expected to rise this year, projects [Maritz Research](#). Based on more than 1,000 responses to a national consumer poll conducted October 11 through 19, 2004, Maritz Research found that:

- One-in-four (25%) Americans plan on taking a holiday trip (i.e., travel taken during the Thanksgiving and/or Christmas period), an amount even with levels measured for the 2003 holiday season.
- While travel volume remains flat, among those persons who do plan on traveling, 37 percent plan to spend more on holiday travel than they did last year.
- The increase in spending results in part from a greater percentage of holiday travelers planning to travel by air (39% in 2004, vs. 29% in 2003); spend more on lodging (average of \$126 per night in 2004, vs. \$96 in 2003); and dine out more (26% in 2004, vs. 23% in 2003).
- One in five (21%) survey respondents reported that financial constraints will keep them from traveling during the holidays - a level nearly even with the 20% who reported being limited by finances in 2003.

■ CONSUMER TRAVEL BEHAVIORS

➤ Domestic Passenger Volume to Hawai'i Up 18 Percent Above Prior Year Levels

According to statistics published by the state [Department of Business, Economic Development and Tourism](#), domestic passenger volume on nonstop flights to Hawai'i increased 18 percent over 2003 levels for the seven-day period ending November 14, 2004. Nonstop passenger volume from Japan decreased one percent below prior-year levels, while total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i was 115 percent of prior-year levels for the latest 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

➤ Aloha Swing: HVCB Initiative to Deliver Four Weeks of Hawai'i Programming on Golf Channel

HVCB announced its [Aloha Swing](#) golf initiative, a program that will bring a full month of national television coverage highlighting Hawai'i as a premier golf destination throughout January 2005 on The Golf Channel. The Hawai'i-themed golf programming will be scheduled around the state's four pro golf events – the PGA TOUR's Mercedes Championship (Maui), and Sony Open (O'ahu); and the Champions Tour's MasterCard Championship (Big Island), and Turtle Bay Championship (O'ahu). Highlights of Aloha Swing include:

- Over 50 hours of live programming from Hawai'i
- Over 100 hours of Hawai'i-themed programming
- On-air talent will wear Aloha attire
- Theme music will be Hawaiian
- Hawai'i features and vignettes throughout the month
- Feature on-air and online consumer sweepstakes



⇒ Hawai'i Hosting Premier Insurance Planners Convention

The Insurance Conference Planners Association (ICPA) is holding its [Annual Meeting](#) on Maui this week (November 14-18), under the Hawai'i-inspired theme, 'Together We Paddle As One.' Mike Murray, director of sales for HVCB's CMI department stated, "ICPA is a 'Grand Slam' industry convention and a tremendous opportunity to sell meetings and incentives statewide." ICPA's membership is comprised of planners who represent exclusively insurance and financial services companies, one of the meeting industry's most active and lucrative sectors. The conference is expected to draw 500 ICPA executives, 200 of which are planners responsible for booking thousands of meetings and incentives annually.

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■ CONSUMER TRAVEL BEHAVIORS

⇒ Thanksgiving Holiday Travel: 29 Percent of U.S. Adults to Travel at Least 100 Miles

Twenty-nine percent (29%) of U.S. adults surveyed by Harris Interactive for [Hotwire.com](#) stated that they plan to travel at least 100 miles from home this Thanksgiving holiday to spend the holidays at the home of friends or family. The poll also reveals that 84 percent of U.S. adults who plan to spend Thanksgiving away from home will be at the home of friends or relatives. Harris Interactive surveyed over 2,000 U.S. adults online for the Thanksgiving holiday study.

⇒ World Tourist Arrivals Expected to Hit All-Time Record by End of Year

The number of international tourist arrivals is closing in on an all-time record in 2004, according to the [World Tourism Organization](#). According to an initial projection, world travel growth for the year is estimated to reach 10 percent, after three consecutive years of accumulated growth of less than one percent. For the first eight months of the year, world tourism arrivals are up 12 percent over the same period in 2003, an increase of about 58 million total arrivals. When compared to 2002 figures, 2004 arrivals thus far are up nine percent, or about 42 million arrivals.

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