

"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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#### ➤ National Thanksgiving Holiday Travel Projected to Surpass 2000 Levels

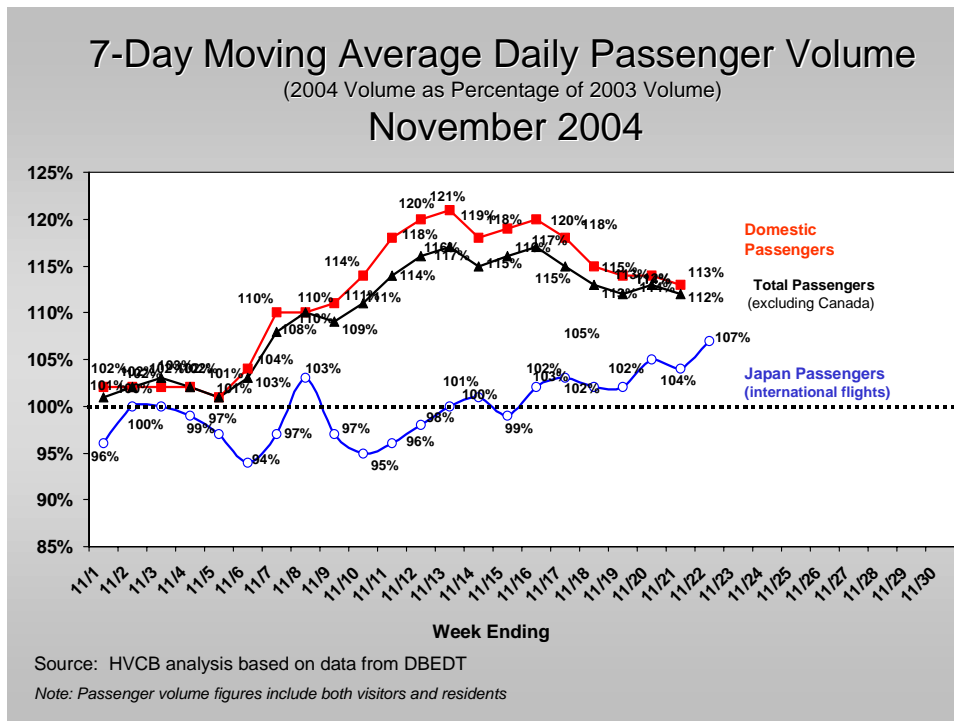
Domestic travel by Americans this Thanksgiving holiday is projected to equal 37.2 million (up 3.1 percent compared to 2003), surpassing pre-9/11 levels for the first time, according to [AAA](#). A holiday trip is defined as travel of 50 or more miles away from home, one way.

- AAA states that traveler confidence in the economy and airline security is the main driver for the projected increase.
- 4.6 million, or 12 percent of Thanksgiving travelers, expect to travel by air, up nearly 4.0 percent from last year.
- The West and Southeast, with 1.3 million travelers each, will have the highest number of air travelers this Thanksgiving season, followed by the Northeast and Midwest (700,000 each); and the Great Lakes region (600,000).
- 63 percent of Thanksgiving holiday travelers are expected to stay with friends or relatives. Other types of accommodations during the holiday include: hotels and motels (23%); and cabin/condo (3%).
- The top destinations this Thanksgiving season:
  - Towns/Rural Areas -- 40%
  - City Destinations -- 36%
  - Oceans/Beaches -- 9%
  - Mountains -- 5%

■ CONSUMER TRAVEL BEHAVIORS

➤ Domestic Passenger Volume to Hawai'i Up 13 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 13 percent over 2003 levels for the seven-day period ending November 21, 2004. Nonstop passenger volume from Japan increased seven percent above prior-year levels, while total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i was 112 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>



➤ Hawai'i's Economy Expected to Experience Robust Growth in 2005

According to [the University of Hawai'i Economic Research Organization](#) (UHERO), Hawai'i should experience solid economic growth as well as undergo continued inflation in 2005. With both employment and income growth forecasted to increase by more than two percent through the end of the year, UHERO expects this momentum to continue into next year, with moderate job and income growth through 2005. UHERO also projects that travel to Hawai'i will break the seven million arrivals mark in 2005, helping sustain overall economic growth for the state. Inflation is also expected to peak in 2005, mainly because of rising energy costs and higher home prices.

#### ■ CONSUMER TRAVEL BEHAVIORS

##### ⇒ GMI World Poll: International Consumers Less Likely to Travel to U.S. Due to Foreign Policy

The *World Poll*, conducted by [Global Market In-site](#) (GMI) of consumers in G8 countries, reveals that many international consumers are less likely to travel to the U.S. or purchase American products and services because of U.S. foreign policy. When asked if consumers were more willing to visit the U.S. on business or leisure than before the global war on terrorism, the following percentage by country responded “no” –

- Japan: 55%
- Germany: 36%
- France: 32%
- China: 31%
- Canada: 27%
- United Kingdom: 26%
- Russia: 17%

#### Special Holiday Announcement

*HVCB's Tourism Industry Update will not be published next week, due to the Thanksgiving holiday. TIU will return on December 6, 2004.*

***Happy Thanksgiving!***

Furthermore, one-fifth of all G8 consumers (excluding the U.S.) said that they will avoid buying American made products because of its current approach in foreign affairs. *GMI surveyed 1,000 consumers in each G8 country, for a total sample size of 8,000. G8 countries include Canada, France, Germany, China, Japan, Russia, the U.K. and the U.S.*

##### ⇒ Many U.S. Business Travelers Continue to Use Offline Travel Services

Even as online travel booking systems grow in popularity, many U.S. business travelers still utilize offline travel services, according to a study by Harris Interactive for Travelport Corporate Solutions (reported by [eMarketer](#)). The study shows that nearly half (49%) of respondents use offline services to confirm that their online travel was actually booked. Another 32 percent said that they use offline travel services to update their already-booked travel plans either at the last minute or while on the road, as it remains difficult to do this online. Nearly thirty percent of respondents said that they use offline services because online booking cannot address some specific travel needs. Results were based on a poll of 2,169 adult Internet users in July 2004.

#### ■ CURRENT INDUSTRY DEVELOPMENTS

##### ⇒ Congress Approves \$10 Million to Promote International Travel in Omnibus Spending Package

Congress has approved an omnibus spending package that includes \$10 million in new funding, to build upon further government efforts to promote the U.S. as an international travel destination, according to the [Travel Industry Association](#). Government promotional efforts will be spearheaded by the U.S. Department of Commerce. TIA said the appropriation is an important step toward the travel industry's goal of substantial annual government support for international marketing.

## ➡ JATA Releases Plan to Reach Goal of 20 Million Japanese Overseas Travelers

The Japan Association of Travel Agents (JATA) released an action plan to reach its goal of 20 million outbound Japanese travelers by 2007, according to *Travel Journal International*. JATA plans to build close relationships with national and regional tourist offices, including Hawai'i, considered in the "large destination" category, along with China and South Korea. The five major components of the action plan include:

- Regional cultural festivals overseas
- Travel photo grand prize contests
- Demand-generating programs taking advantage of the JATA-World Travel Fair
- Proactive promotion of new product planning and research groups, organized by JATA
- Promotion of the Travel Counselor Program

In addition, JATA will develop and support programs from regional airports, including charter flights and other targeted campaigns.

*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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