

"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. FEATURES

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#### ➤ ATA-Southwest Airlines Codeshare: U.S. East Travelers Gain Access to Hawai'i

Travelers from the U.S. East will gain improved access to Hawai'i with [ATA and Southwest Airlines'](#) announcement their new codeshare ports of entry. With ATA's two daily one-stop departures from Chicago Midway Airport to Honolulu International, Southwest passengers from the following ports of entry will be able to visit the Islands through the codeshare partnership: Baltimore/Washington; Cleveland; Columbus; Detroit; Fort Lauderdale; Indianapolis; Louisville; Manchester; Nashville; Orlando; Providence; St. Louis; and Tampa Bay. The agreement is scheduled to begin on February 4, 2005.

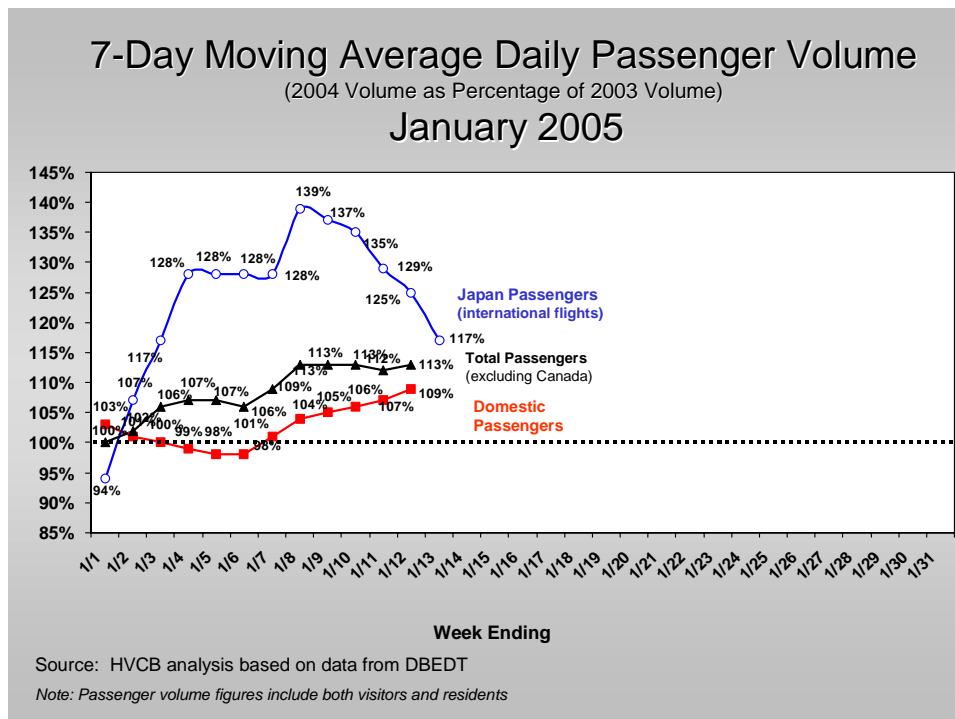
These top metropolitan statistical area markets (see table), combined were the source of more than 378,000 visitors to Hawai'i in 2004, year-to-date through November. The codeshare agreement speaks to the potential for even more substantial growth from these markets.

Preliminary Arrivals to Hawai'i by Selected Metropolitan Statistical Area (MSAs) January - November 2004		
MSAs	Total Arrivals Thru Nov	% Change '04/'03
CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA	107,146	5.1%
WASHINGTON-BALTIMORE, DC-MD-VA-WV CMSA	96,419	11.2%
DETROIT-ANN ARBOR-FLINT, MI CMSA	44,127	7.1%
SAINT LOUIS,MO-IL	24,079	-0.3%
CLEVELAND-AKRON, OH CMSA	20,103	5.2%
MIAMI-FORT LAUDERDALE, FL CMSA	18,376	15.0%
INDIANAPOLIS,IN	16,368	29.5%
TAMPA-SAINT PETERSBURG-CLEARWATER,FL	16,098	9.1%
ORLANDO,FL	12,996	12.8%
COLUMBUS,OH	12,760	3.4%
NASHVILLE,TN	10,006	11.6%

■ CONSUMER TRAVEL BEHAVIORS

☛ Domestic Passenger Volume to Hawai'i Up Nine 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 nine percent over 2004 levels for the seven-day period ending January 12, 2005. Nonstop passenger volume from Japan increased 17 percent compared to prior-year levels, helping boost total domestic and international (excluding Canada) volume on nonstop flights arriving in Hawai'i 13 percent above 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>



☛ Honolulu Marathon Broadcast Reaches 2.4 Million Japanese Households

The Tokyo Broadcasting System's 55-minute broadcast of the 2004 Honolulu Marathon was seen by 2.4 million Japanese households, seven percent more than the previous year, according to [Pacific Business News](#). Japanese runners made up about 61 percent of the total number of entrants in the 2004 Honolulu Marathon.

#### ■ CONSUMER TRAVEL BEHAVIORS

##### ➤ Survey: North American Business Travel Spending Expected to Grow

Thirty-four percent (34%) of business travelers in North America expect to spend more on business travel in 2005 over last year, according to a business travel survey conducted by Carlson Wagonlit (reported by [CNN](#)). The survey, which polled 1,200 business travelers and 300 travel managers, also found that 52 percent will do a majority of their business travel booking online. Eighty-nine percent (89%) of respondents expect that practically all business travel bookings will be fulfilled online in five years.

##### ➤ International Arrivals to the U.S. up 12 Percent Through October

The U.S. welcomed 32.2 million international visitors between January and October 2004, up 11.9 percent over the same period in 2003, according to the [Office of Travel and Tourism Industries](#) (OTTI) of the U.S. Department of Commerce. October marked the thirteenth consecutive month of international arrivals growth for the country. Highlights for the ten months of 2004 include:

- Japanese arrivals totaled over 3.2 million through October 2004, an increase of 23.9 percent over prior year levels.
- Arrivals from Canada increased 9.4 percent over year-to-date 2003 levels, totaling nearly 12.0 million arrivals through October 2004.

#### ■ CURRENT INDUSTRY DEVELOPMENTS

##### ➤ TIA: Industry Performance Indicators Robust in November

The [Travel Industry Association of America's](#) (TIA) Industry Performance Indicators (IPI) for November 2004, show that domestic air revenue passenger miles (RPMs) increased 9.4 percent compared to the same month last year, while international air RPMs rose 8.3 percent. Hotel and lodging receipts also continued to strengthen in November, up 8.5 percent compared to November 2003. The IPI is released by TIA each month to give a monthly snapshot of recent trends in the travel industry.

##### ➤ ARC: Accredited Travel Agencies Experience Solid Growth in 2004

According to the [Airlines Reporting Corporation](#) (ARC) year-end 2004 operating statistics, ARC-accredited travel agencies and corporate travel departments experienced a seven percent growth in total sales, reaching \$66 billion in 2004, the highest annual result since 2001. This growth is attributed mainly to the consistent growth in international fares (+19% over 2003), though domestic fares decreased one percent in 2004. E-ticketing usage inched closer to its goal of 100 percent, reaching close to 90 percent of all transactions in 2004.

*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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