

"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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➤ Gen X Travelers Spend More on Travel Than Boomer Counterparts

American Generation X travelers (people born between 1965-1980) spend six percent more on travel per capita than their Baby Boom generation counterparts (born 1946-1964), according to D.K. Shifflet & Associates Ltd. (reported by [USA Today](#)).

- Gen X'ers spent an average of \$2,140 per capita on trips involving a hotel stay, versus \$2,016 by baby boomers in 2004.
- Leisure travel spending by "Gen X'ers" increased 66 percent in the past five years, while boomers' spending increased 25 percent. Gen X'ers spent \$1,297 on leisure trips, while boomers spent \$1,155.
- On business travel, boomers outpaced Gen X'ers, spending an average of \$860 (versus \$843).
- In terms of total dollars spent, the larger boomer population still spends more than "Gen X'ers" (\$157 billion versus \$130 billion in 2004).
- The report suggests that Gen Xers are less brand loyal, less likely to use a travel agent, and have a shorter booking window.
- Population wise, Gen X'ers in the U.S. make up about 60 million, while boomers equal 78 million.

~ Special Note ~

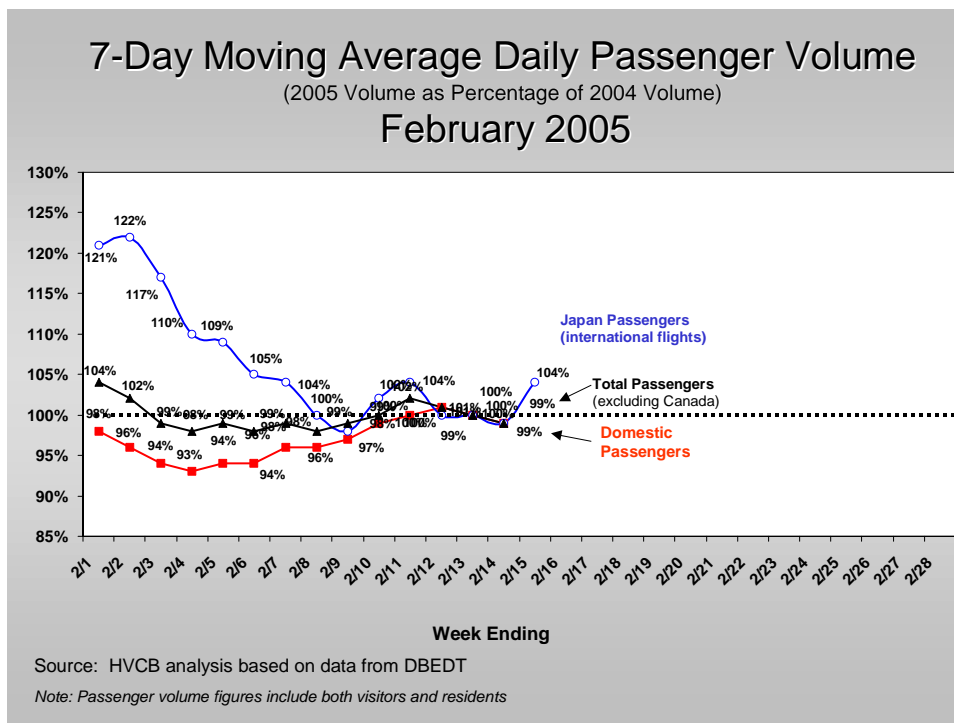
Beginning next week, HVCB's *Tourism Industry Update* will be issued on a bi-weekly basis. The next edition of TIU will be released during the week of February 28.

Thanks for Reading!

■ CONSUMER TRAVEL BEHAVIORS

➤ Domestic Passenger Volume to Hawai'i at 99 Percent of Prior-Year Levels for the Week

Domestic passenger volume on nonstop flights to Hawai'i ended the latest seven-day period (ending February 14, 2005) at 99 percent of prior-year levels, according to statistics published by the state [Department of Business, Economic Development and Tourism](#). Nonstop passenger volume from Japan increased four percent, and total domestic and international (excluding Canada) volume on nonstop flights was one percent below 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

➤ HVCB Markets Hawai'i Business Travel Down Under

The [Hawai'i Visitors and Convention Bureau's](#) Corporate Meetings and Incentives team is leading a delegation to conduct sales blitzes in Australia and New Zealand throughout this month. The delegation will meet with meetings and incentives companies in New Zealand between February 10-15; then immediately head to Australia for one-to-one sales and marketing opportunities, promotions, client presentations, and a Hawai'i-themed client reception in Sydney. The sales blitzes will be capped off by a statewide tradeshow exhibit at the 2005 Asia-Pacific Incentives and Meetings Expo (AIME) in Melbourne, Australia. AIME is considered one of the largest business event exhibitions in the Asia-Pacific region.

HVCB Marketing Update Online

HVCB's presentation at the Hawai'i Tourism Authority *Marketing Update Meeting* (held on February 14th) is available to view online:

<http://www.hvcb.org/trends>

Click on the appropriate link under "Presentations"

➤ Grammy Awards Recognize Best Hawaiian Music Album of the Year

The Grammy Awards, considered the music industry's most prestigious awards ceremony, recognized Hawaiian music by establishing a *Best Hawaiian Music Album* category. Judy Drosd of the Arts, Film and Entertainment Division of DBEDT stated, "[this award] signifies that Hawaiian music, a truly authentic expression of Hawai'i's host culture, has made the cut and is now accepted as a major player in the world's music arena." Leading distributors of Hawaiian music are seeing significant growth in overseas sales, especially on the U.S. mainland. This year's Grammy Award recipient for Best Hawaiian Music Album was "Slack Key Guitar, Volume 2," (Various Artists), produced by Charles Michael Brotman.

3. NATIONAL / INTERNATIONAL

↑TOP

■ CONSUMER TRAVEL BEHAVIORS

➤ Business Travel Showing Signs of Strong Growth, Recovery

According to the Travel Industry Association of America (TIA) [2004 Business and Convention Travelers Report](#), business and convention travel dropped more than 14 percent between 1998 and 2003, but has grown more than four percent in 2004. The report suggests that further growth is expected over the next few years. In particular, business air travelers have shown signs of recovery: 24 percent of business travelers surveyed between September 2003 and August 2004 said that they took more business trips by air versus the previous year. Corporate travel remains a key sector for the travel industry, as business travelers make up 18 percent of total travel volume, but generate 31 percent (\$153 billion) of all domestic travel spending.

■ CURRENT INDUSTRY DEVELOPMENTS

➤ IATA: International Air Passenger Traffic Rebounds 15 Percent in 2004

International air passenger traffic rebounded in 2004, up 15.3 percent compared to 2003, according to preliminary [International Air Transport Association](#) (IATA) traffic figures. Double-digit growth was seen in each of the world regions for the year, including the Asia-Pacific (+20.5%), and North America (+14.8%) when compared to 2003. However, IATA states that the industry's "bottom line" worsened, with losses estimated at \$4.8 billion in 2004 as the cost of fuel escalated. IATA projects an industry profit of 1.2 billion in 2005, with traffic growing an average of 6.0 percent per year through 2008.

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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