

"HVCB Tourism Industry Update" is a bi-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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Inside this issue...

1. FEATURE

- Domestic Arrivals to Hawai'i Reach New Ten-Month Record

2. HAWAII

Consumer Travel Behaviors

- Domestic Passenger Volume to Hawai'i Up a Point for the Week
- Honolulu Marathon Registration Up 2.6 Percent Through Monday

3. NATIONAL / INTERNATIONAL

Consumer Travel Behaviors

- YPB&R: Female Business Travelers Rate Hotel Attributes Differently

Current Industry Developments

- ISHC Identifies Top 10 Issues Facing the Hospitality Industry for 2007

1. FEATURE

➤ Domestic Arrivals to Hawai'i Reach New Ten-Month Record

Domestic arrivals to Hawai'i have increased 2.3 percent year-to-date through October, reaching a ten-month record 4.6 million, according to preliminary figures published by the state [Department of Business, Economic Development, and Tourism](#). Total domestic and international arrivals to the state reached nearly 6.2 million, slightly down from prior-year levels (-0.3 percent), through October. By Major Market Area:

- Arrivals from the U.S. West to Hawai'i have increased 3.6 percent through October, compared to the same 10 months last year. Average length of stay has shrunk one percent, dampening visitor days, which are still 2.6 percent up year-to-date. Per-person-per-day spending (PPPD) is up 6.2 percent through October, averaging \$156.6 per day, boosting total expenditures up 9.0 percent (to \$3.8 billion).
- U.S. East arrivals have decreased nominally (-0.6%) through October. However, PPPD spending increased 1.8 percent, helping lift total expenditures up 0.9 percent (to \$3.0 billion).
- In terms of percentage change, Canadian arrivals have out-performed all other major market areas (MMA) reported by DBEDT, showing an increase of 9.1 percent through October. PPPD spending increased 1.7 percent, helping advance total expenditures by 12.5 percent (to \$377 million).
- Japanese arrivals have decreased 9.4 percent during the 10 month period. PPPD spending, however, increased 6.5 percent as total expenditures fell 4.4 percent (to \$1.7 billion) through October.

**Visitor Arrivals to Hawai'i
Year-to-Date Through October 2006**

Major Market Area	YTD 2006	% Change
U.S. West	2,621,060	3.6%
U.S. East	1,629,885	-0.6%
Japan	1,145,762	-9.4%
Canada	210,665	9.1%
All Others	573,309	0.3%
TOTAL	6,180,681	-0.3%

Source: DBEDT

2. HAWAII

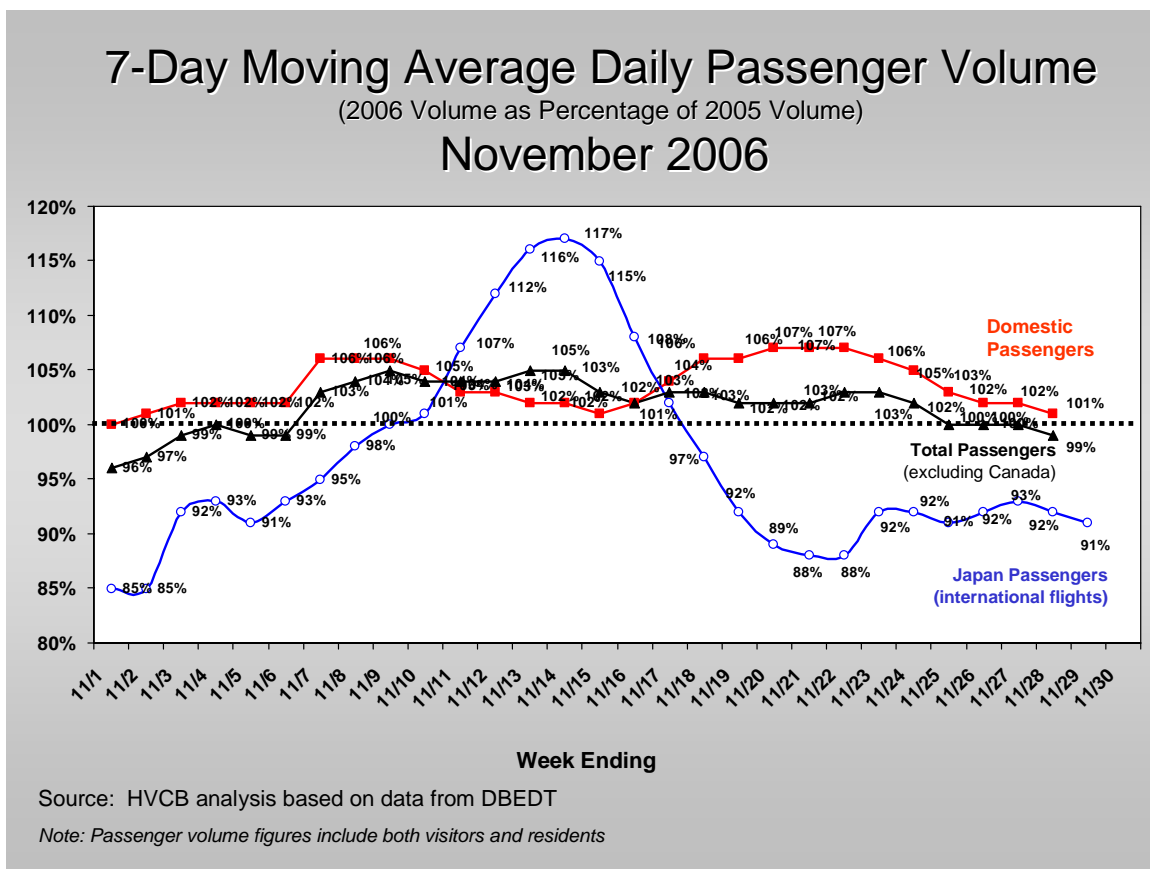
CONSUMER TRAVEL BEHAVIORS

Domestic Passenger Volume to Hawai'i Up a Point for the Week

According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic passenger volume on nonstop flights to Hawai'i was up one point above prior-year levels for the seven-day period ending November 28, 2006. Total domestic and international (excluding Canada) passenger volume ended the period down one point from prior-year levels, while nonstop passenger volume from Japan to Hawai'i was down nine points for the week.

- It should be noted that arrivals in November 2005 were boosted by a considerable increase in meetings, conventions and incentives travel.

For the most recent Seven Day Moving Average chart, visit HVCB's Market Trends Online: <http://www.hvcb.org/trends>



Honolulu Marathon Registration Up 2.6 Percent Through Monday

According to a report in [Pacific Business News](#), Honolulu Marathon registration through Monday (November 27) was up 2.6 percent compared to the same point last year. Local and Japanese entrants are up, offsetting a decline in runners from the mainland and other foreign countries. In 2005, Japanese runners made up the majority of marathon entries (61.8%), while U.S. mainland runners made up 12.3 percent.

3. NATIONAL / INTERNATIONAL

■ CONSUMER TRAVEL BEHAVIORS

☞ YPB&R: Female Business Travelers Rate Hotel Attributes Differently

Female business travelers are more likely to covet well-maintained rooms and higher security standards when choosing a hotel for business, well above their male counterparts, according to the *2006 National Business Travel Monitor*, produced by [Yesawich, Pepperdine, Brown and Russell](#). An estimated 99 percent of female business respondents rated “clean, well-maintained [hotel] rooms” as “very/extremely” important to them, while 88 percent said the same for “extra [hotel] security measures in place to insure personal safety.” Females also placed high importance on convenience features like “express check-in and check-out” (87%); “free local phone calls” (83%); “complimentary shuttle from/to airport” (82%); and “complimentary hotel-area shuttle service” (71%). Women business travelers also demand more information on local events, activities, dining, and entertainment options, according to the study. The report notes that women currently represent 40 percent of all active business travelers, a number that is set to increase as females account for the majority of all college graduates.

■ CURRENT INDUSTRY DEVELOPMENTS

☞ ISHC Identifies Top 10 Issues Facing the Hospitality Industry for 2007

The International Society of Hospitality Consultants (ISHC) released its annual top 10 list of issues for the hospitality industry for 2007. After a series of in-depth roundtable discussions on over 100 different issues, the organization voted to determine the main issues for the list. An in-depth analysis on each issue is available in ISHC’s [press release](#). The ISHC is a professional society with 190 members in 21 countries, representing over 50 areas of specialty expertise.

ISHC's Top Ten Issues in the Hospitality Industry for 2007	
1)	Labor & Skills Shortages: <i>Growing shortage of qualified & skilled employees</i>
2)	Construction Costs: <i>Escalation of construction & renovation costs</i>
3)	Technology: <i>Lightning speed of changes – keeping up</i>
4)	Changing Demographics & Their Impact on Travel Trends: <i>Shift from baby-boomers to Gen X</i>
5)	Future of Hotel Profits: <i>Balancing escalating expenses with the need to increase rates</i>
6)	Branding: <i>Mitigating consumer confusion over brand proliferation and investor concerns over cross brand impact</i>
7)	Distribution Revolution: <i>Keeping up with rapidly changing playing field</i>
8)	Travel Restrictions: <i>And their impact on the travel industry</i>
9)	Global Emerging Markets: <i>Are travel patterns changing?</i>
10)	Capital Availability: <i>Will investor and lender confidence continue?</i>

Source: ISHC

We welcome any suggestions or comments that you may have that will help us improve the quality of the Tourism Industry Update. Please feel free to share your ideas:

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