

"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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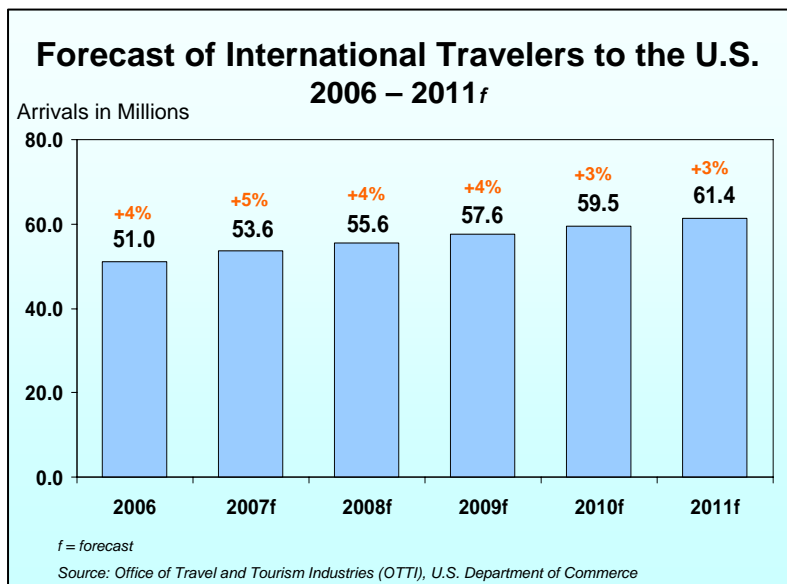
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1. FEATURE

➤ International Travel to the U.S. Projected to Reach a Record 53.6 Million in 2007

[The Office of Travel and Tourism Industries \(OTTI\)](#) of the U.S. Department of Commerce projects that international arrivals to the U.S. will reach a record 53.6 million by the end of the year, an increase of five percent over 2006, according to the revised forecast for international travel to the U.S. This year's forecast exceeds pre-9/11 figures for the first time, surpassing the previous record arrival year of 2000 when over 51.2 million international travelers visited the U.S. The forecast also projects that international arrivals will reach well over 61 million by 2011 – an increase of 20 percent from 2006 arrivals.

- The country's largest international visitor market, Canada, is forecast to reach nearly 17 million travelers in 2007, an increase of four percent from prior-year levels. Canadian arrivals are expected to equal nearly 19 million by 2011.
- Arrivals from Japan, the country's fourth largest international market, are projected to equal 3.6 million by the end of 2007, a decline of three percent from 2006 figures. By 2011, Japanese arrivals are forecast to reach 4.3 million.



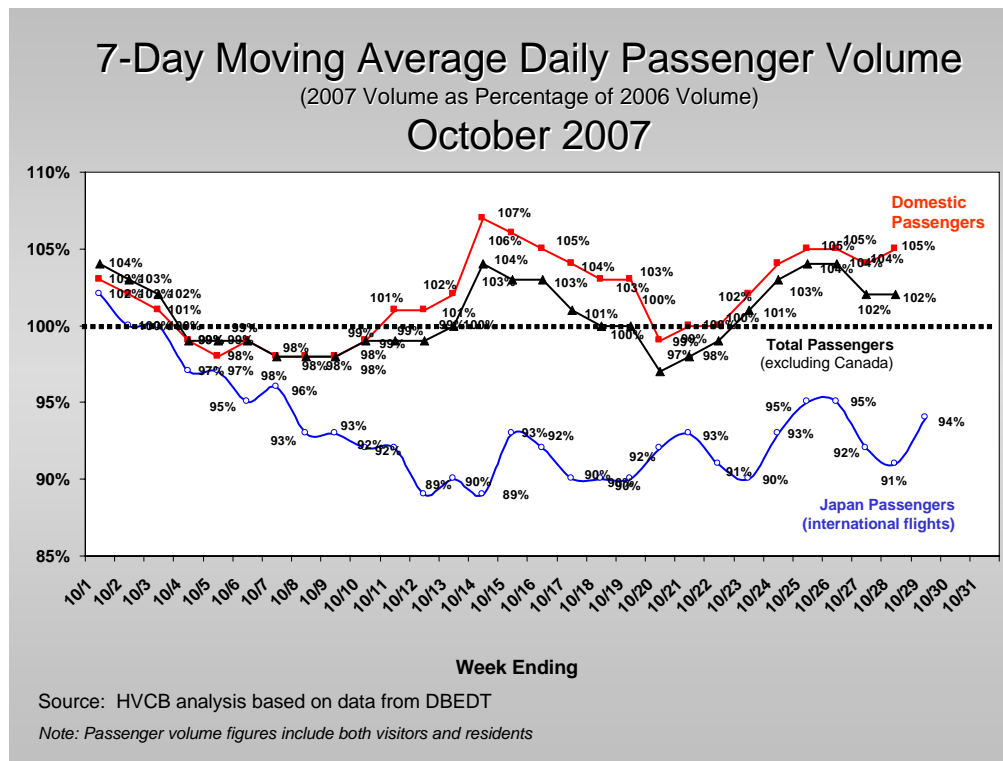
2. HAWAI'I

■ CONSUMER TRAVEL BEHAVIORS

➤ Domestic Passenger Volume to Hawai'i Up Five Points From Prior-Year Levels 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 five points ahead of prior-year levels for the seven-day period ending October 29, 2007. Total domestic and international (excluding Canada) passenger volume ended the period up two points, while nonstop passenger volume from Japan to Hawai'i was down six points for the week.

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



3. NATIONAL / INTERNATIONAL

■ CONSUMER TRAVEL BEHAVIORS

➤ Yahoo! Japan: Nearly One-Third of Online Travel Reservations Booked on Mobile Sites

According to a survey conducted by the Yahoo! Japan Value Insight Corporation, some 48 percent of Japanese consumers who traveled recently made their reservations online – with one-third (32.7%) of those travelers booking via mobile phone (*TJI International*). Survey respondents also indicated “low prices” as the most important factor when booking on mobile sites, followed by “easy to search,” and “capable of booking at any time.” Nearly 32 percent (31.7%) of men who booked via cell phone said that they made reservations for their trip on the day of departure, while 32.5 percent of women said that they made their bookings more than one month in advance. Yahoo-Japan also stated that men used mobile websites primarily to book hotel accommodations for corporate travel, while women seemed to book more leisure travel on their phones.

🔗 Study: Two-Thirds of Active Travelers Go Exclusively to Internet for Travel Information

A majority of active leisure travelers are now exclusively using the Internet to obtain information when planning a trip, according to [Y-Partnership's 2007 National Leisure Travel MONITOR™](#). Some 40 percent also consider themselves regular readers of visitor critiques and opinions (including blogs and other user-generated travel sites), while just three out of 10 reported reading professional/journalist travel reviews. Other results include:

- One-quarter of active leisure travelers who have used the Internet to get travel information have visited a blog to seek and/or review information about a specific destination or supplier in the past 12 months.
- Nearly one-third of those who visited a blog for travel planning state that they have visited TripAdvisor.com.
- Figures from this year's study represent a significant increase from two years ago, emphasizing the growing interest in more "objective" opinions on travel experiences.

Y-Partnership National Leisure Travel MONITOR 2007	
	%
Have Visited To Seek And/Or Review Information About A Destination Or Travel Service Supplier During Past 12 Months*	25%
Specific Sites Visited:**	
<i>TripAdvisor.com</i>	32%
<i>Traveller.org</i>	19%
<i>Ysearchblog.com</i> (Yahoo! Search Blog)	17%
<i>MySpace.com</i>	15%
<i>VirtualTourist.com</i>	13%
<i>LonelyPlanet.com</i>	11%
<i>Travelblog.org</i>	8%
<i>LiveJournal.com</i>	3%
<i>Xanga.com</i>	2%
Other	23%

*Among those who have used the Internet to obtain travel information for one or more leisure trips during the last 12 months.

**Among those who have visited a blog during the last 12 months. Does not equal 100% due to multiple responses.

Source: Y-Partnership

■ CURRENT INDUSTRY DEVELOPMENTS

🔗 Travel Price Index Up 3.3 Percent Through September

The Travel Industry Association of America's (TIA) [Travel Price Index](#) (TPI) has increased 3.3 percent year-to-date through September 2007, compared to the same period last year. Although airfares have decreased nominally (-0.1 percent), lodging prices have increased 5.1 percent during the nine-month period. Motor fuel prices are up 2.0 percent year-to-date, but have been decreasing steadily in recent months. The TPI has outpaced the nation's overall Consumer Price Index (+2.5%) through September. The TPI is a monthly indicator of the price change in travel goods and services available to the U.S. consumer.

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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