

"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

Contact: **Darlene Morikawa**
dmorikawa@hvcb.org
808.924.0259

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1. FEATURE

➤ FutureWatch 2008: Global Meetings to Hold Steady, Attendance to Climb

Meeting professionals surveyed by [Meeting Professionals International](#) (MPI) and American Express' sixth annual *FutureWatch 2008*¹ study project a steady meetings market in 2008. For most categories, the number of meetings respondents will organize or supply will remain relatively unchanged in 2008 (i.e., average of 194 per planner in 2008 versus 196 in 2007). While the number of meetings is expected to hold steady, meeting planners are predicting that attendance at corporate meetings (+11.2%), association events (+18.3%) and conferences overall (+19.3%) will increase significantly in 2008. However, the outlook for 2008 is not entirely optimistic, with the current economic downturn, rising energy prices, and inflation weighing in as top concerns on the minds of meeting planners.

Respondents were also asked about the top internal and external trends/challenges that will affect the global meetings industry in 2008:

- Budget changes and increased workloads surfaced as the top internal/organizational trend that will impact the meetings function. Respondents also cited shifting goals and strategies as the top internal challenge for 2008.
- The economic downturn and recession outweighed all other external concerns in 2008, followed by fuel cost increases and inflation. Last year's top concern, terrorism and war, placed 10th in 2008, with less than 14 percent of respondents identifying it as a concern.

Top Internal Trends

Impacting the Meetings Industry

- Budget Changes
- Shifting organizational goals/strategies
- Workloads

Source: FutureWatch 2008, MPI & American Express

Top External Trends

Impacting the Meetings Industry

- Economic downturn and recession
- Cost of oil/gas
- General inflation/rising costs
- Changes/advances in technology
- Increased access to online information
- Concerns about environment

¹ FutureWatch 2008 is based on a survey of over 1,640 meeting professionals, of which 45 percent are suppliers; 31 percent are corporate meeting planners; 16 percent are independent planners; and 15 percent are association planners. Other respondents included students, faculty and honorary members.

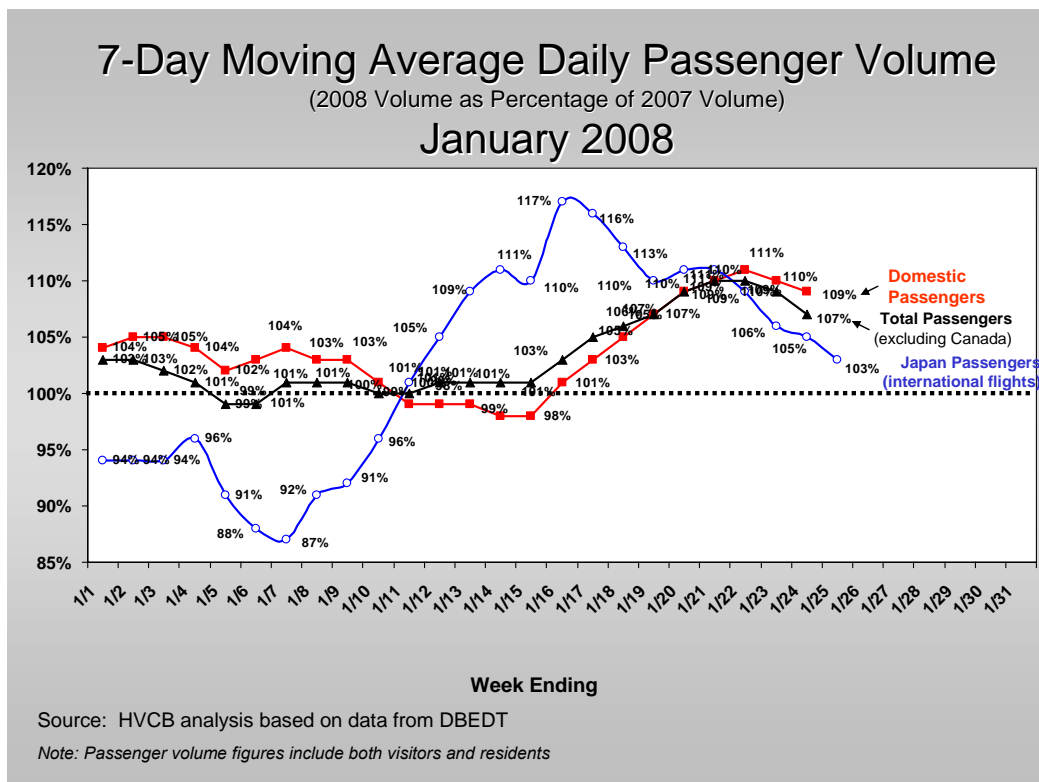
2. HAWAI'I

■ CONSUMER TRAVEL BEHAVIORS

➤ Domestic Passenger Volume to Hawai'i Up Nine Points 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 nine points ahead of prior-year levels for the seven-day period ending January 25, 2008. Total domestic and international (excluding Canada) passenger volume ended the period up seven points, while nonstop passenger volume from Japan rose three points.

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



■ CURRENT INDUSTRY DEVELOPMENTS

➤ HTA Announces 2008 Hawaiian Culture Program Awards

The [Hawai'i Tourism Authority](#) (HTA) in partnership with the Council for Native Hawaiian Advancement (CNHA) and with guidance from its Hawaiian Cultural Program Advisory Council (HCPAC), has announced the selection of 20 organizations that will receive funding in 2008 through its *Kūkulu Ola*, "Living Hawaiian Culture" program. The program was instituted to provide funding to support organizations for projects that strengthen and perpetuate the Hawaiian culture and community. The 20 award recipients include:

HTA 2008 Living Hawaiian Culture Program Award Recipients

Anahola Hawaiian Homes Association	Kahilu Theater Foundation
Bishop Museum	Keomailani Hanapi Foundation
Community Development Pacific, Inc.	Kipahulu Ohana Inc.
Hana Retreat	Lyman House Memorial Museum dba Lyman
Hawai'i Maoli	Maui Arts and Cultural Center
Ho'omaikai LLC	Moku Ola Education Foundation
Hui Ku Maoli Ola	Paepae O He'eia
Hula Preservation Society	PA'I Foundation
Ka Meheu 'Ohu O Ka Honu	The Kohala Center
Ka'ala Farm, Inc	Wai'anae Coast Coalition

Source: Hawai'i Tourism Authority

Details on each program are available on [HTA's website](#).

3. NATIONAL / INTERNATIONAL

■ CONSUMER TRAVEL BEHAVIORS

☞ JTB: Japanese Outbound Travel to Remain Flat in 2008

Japanese outbound travelers are expected to increase nominally (+0.1%) from 2007, totaling 17.35 million in 2008, according to the latest Japan Travel Bureau (JTB) forecast. The report indicates that the maturing outbound leisure travel market will be dampened by weaker leisure travel demand from the younger generation, but balanced by an increase in business travel demand, especially from the greater Tokyo area, and the region surrounding Nagoya. Demand will remain high for Asia, especially for China (which hosts the Olympics in Beijing this summer), and beach resort destinations in Asia.

■ CURRENT INDUSTRY DEVELOPMENTS

☞ Travel Price Index Up 4.5 Percent in 2007

The Travel Industry Association of America's (TIA) [Travel Price Index](#) (TPI) increased 4.5 percent in 2007, compared to 2006. Airfares increased 1.8 percent, while lodging prices increased 5.0 percent last year. Motor fuel prices were up 8.2 percent through December, but had been decreasing steadily in the fourth quarter. The TPI has outpaced the nation's overall Consumer Price Index (+2.9%) in 2007. 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:

Darlene Morikawa ✦ dmorikawa@hvcb.org ✦ tel. 808.924.0259