

"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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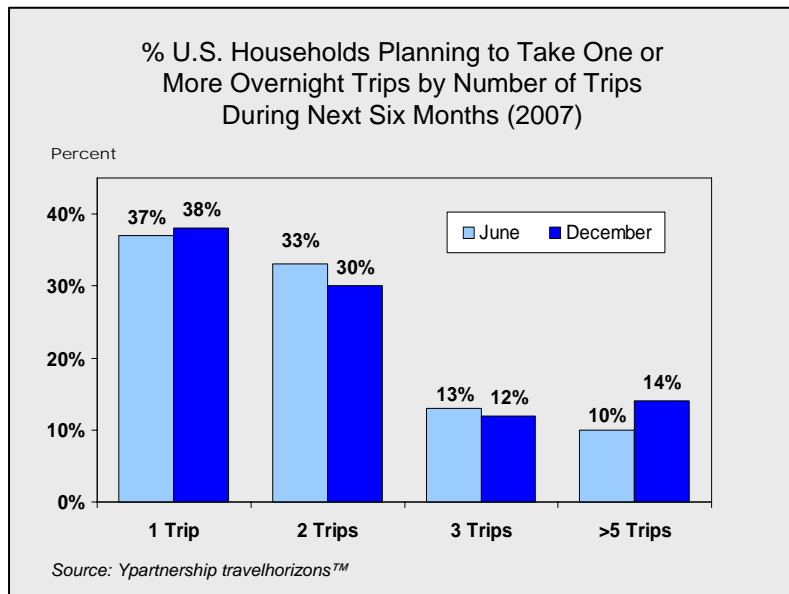
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1. FEATURE

⇒ YPartnership: Americans Still Plan to Travel Despite Challenges

The percentage of U.S. households planning at least one overnight trip during the next six months has remained robust, despite increasing anxiety about the economy and personal finances, according to Ypartnership's latest travelhorizons™ study. As expected, travel intentions in 2007 crested in April with the peak summer travel season on the horizon. Subsequent readings in June and December were nine points below the April reading, but held steady. The December 2007 travel intentions reading compared favorably to the June 2007 reading despite the negative publicity of rising gas prices, the meltdown of the sub-prime mortgage market, and a steady decrease in Consumer Confidence (see Consumer Confidence story in this issue).



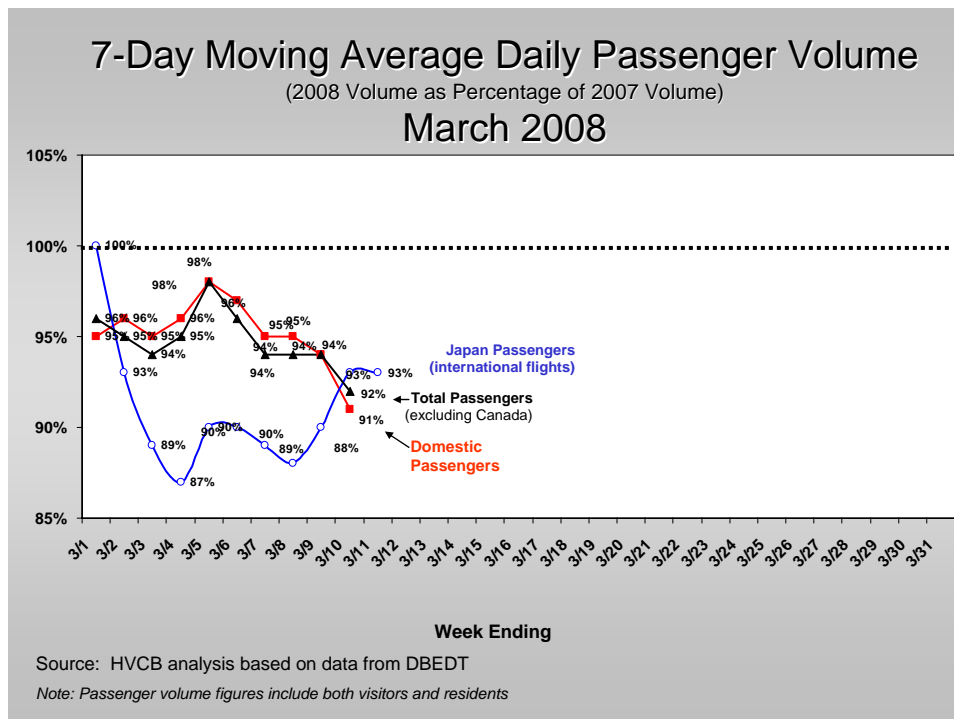
2. HAWAII

■ CONSUMER TRAVEL BEHAVIORS

➔ Domestic Passenger Volume to Hawai'i Down Nine 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 nine points below prior-year levels for the seven-day period ending March 11, 2008. Total domestic and international (excluding Canada) passenger volume ended the period down eight points, while nonstop passenger volume from Japan decreased seven points for the week.

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



■ CURRENT INDUSTRY DEVELOPMENTS

➔ Honolulu Ranks as Seventh Best Urban Area for Walking

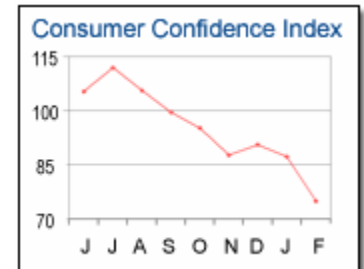
According to a study commissioned by [Prevention](#) magazine and the [American Podiatric Medical Association](#), Honolulu ranks as the seventh best urban area in the U.S. for walking. Honolulu ranked just behind Cambridge (MA), New York, Ann Arbor (MI), Chicago, Washington D.C., and San Francisco. The study surveyed more than 500 of the most populated cities in the nation against 14 walking criteria, including the percentage of people who walk to work, number of parks per square mile, use of mass transit, and percentage of adults who walk for fitness. Full results from this year's best and worst walking cities in the nation is available on [Prevention](#) and [APMA's](#) websites.

3. NATIONAL / INTERNATIONAL

■ CONSUMER TRAVEL BEHAVIORS

☞ February: National Consumer Confidence Continues Decline

The [National Consumer Confidence](#) Index continued its steady decline, falling to one of its lowest levels in nearly 15 years (the only exception being during the Iraq War in 2003). The index fell 12.3 points to 75.0 (1985=100) in February (from the prior month reading). The "Present Situation" index dropped 13.7 points to 100.6, while the "Expectations" index declined 11.4 points to 57.9 during the month (from 69.3). Conference Board officials state that the recent drops in consumer confidence can be attributed in part to less favorable business conditions and a struggling job market. Officials also state that expectations are at a seventeen-year low, as the economic outlook worsens, and the prospect of a recession increases.



Source: Conference Board

■ CURRENT INDUSTRY DEVELOPMENTS

☞ Nation's Tourism Industry Performance Mixed In January

The [Travel Industry Association's](#) (TIA) first Industry Performance Indicators (IPI) reading for the year revealed that January international air revenue passenger miles (RPMs) increased 6.7 percent, while domestic air RPMs decreased 1.7 percent compared to January 2007. TIA also reports that domestic air load factor improved slightly (+0.8 percentage points) in January. Room revenue increased 5.9 percent despite flat room demand (+0.3%) and lower occupancy (-1.7%). The IPI is released by TIA each month to give a monthly snapshot of recent trends in the travel industry.

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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