



FOR IMMEDIATE RELEASE

Contact: Gail Ann Chew  
gchew@hvcb.org  
808.924.0260

## HVCB Tourism Industry Update

Issue: 03:38, September 29, 2003 (11:00 A.M.)

"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.

### ***INSIDE THIS ISSUE...***

#### **Feature:**

- Records Set in August for Hawai'i: Domestic Visitor Days, Arrivals

#### **Hawai'i:**

##### **Consumer Travel Behaviors**

- Japanese Passenger Volume Remains Above 2002 Levels
- Hawai'i Named "Favorite Corporate Meeting Location" by *SkyGuide*

##### **Current Industry Developments**

- DBEDT: 7.3 Million Visitor Arrivals to Hawai'i Projected in 2006

#### **National/International:**

##### **Consumer Travel Behaviors**

- AAA National Travel Barometer: August 2003 Travel Bookings up Three Percent
- Online Study: Consumers Find Online Hotel Booking Engines Easier than Flights
- Forty Percent of Japanese Consumers Made Travel Reservations Online, Study Says

### ***Feature***

- **Records Set in August for Hawai'i: Domestic Visitor Days, Arrivals**
  - The state [Department of Business, Economic Development and Tourism](#) (DBEDT) released new August data, indicating that domestic visitor days and arrivals reached new record highs for the month.
    - An overall increase of 5.1 percent in visitors arriving on domestic flights in August, coupled with a 0.9 percent increase in average length of stay in Hawai'i, led to an increase of 6.1 percent for domestic visitor days for the month.
    - With fewer arrivals (-7.3%) and a decrease in length of stay (-0.8%) in Hawai'i by international visitors, the record increases in the domestic market carried the month's totals.
      - Total visitor days (domestic and international) increased 2.6 percent, with total visitor days and average length of stay increasing 1.3 percent each for the month.

➤ Breakdown by Major Market Area (MMA):

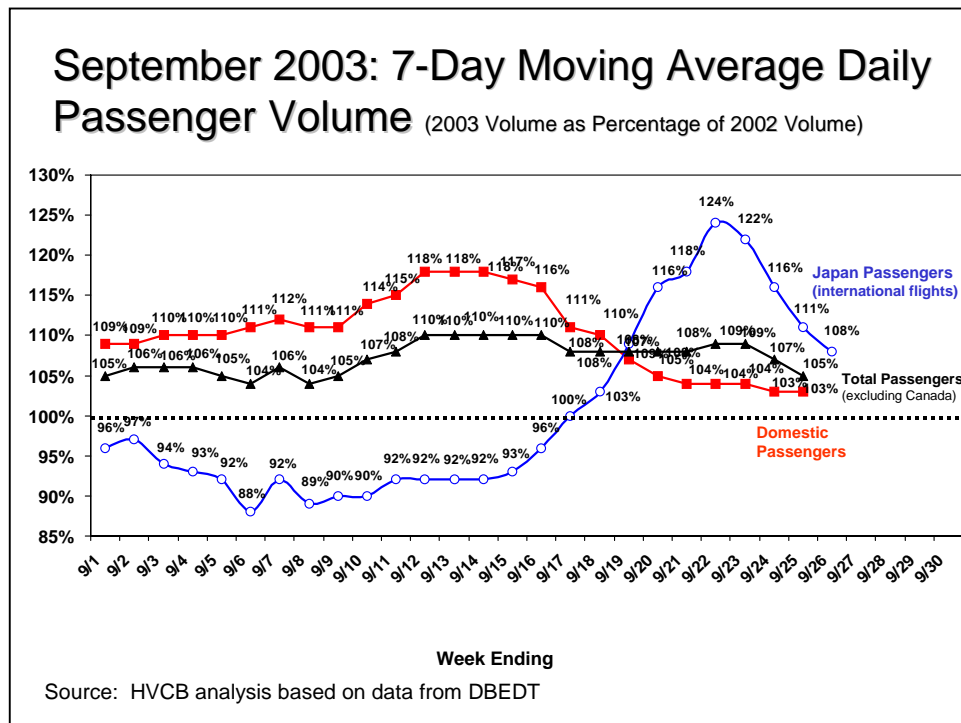
	August			Year-to-Date		
	2003P	2002P	% Change	2003P	2002P	% Change
<b>Total Visitors</b>						
Visitor Days	5,998,519	5,845,638	2.6%	42,377,535	40,481,520	4.7%
Arrivals	625,895	617,899	1.3%	4,293,961	4,349,929	-1.3%
<b>U.S. West Visitors</b>						
Visitor Days	2,789,750	2,649,300	5.3%	18,340,100	17,220,540	6.5%
Arrivals	277,833	269,767	3.0%	1,769,291	1,738,218	1.8%
<b>U.S. East Visitors</b>						
Visitor Days	1,527,270	1,377,230	10.9%	13,112,560	11,814,960	11.0%
Arrivals	138,571	124,923	10.9%	1,163,107	1,123,908	3.5%
<b>Japanese Visitors</b>						
Visitor Days	895,350	967,430	-7.5%	4,799,820	5,665,170	-15.3%
Arrivals	131,531	146,645	-10.3%	798,918	940,531	-15.1%
<b>Canadian Visitors</b>						
Visitor Days	114,190	128,540	-11.2%	1,928,490	1,539,600	25.3%
Arrivals	9,446	10,731	-12.0%	143,784	127,464	12.8%

Source: DBEDT

## Hawai'i

- **CONSUMER TRAVEL BEHAVIORS**

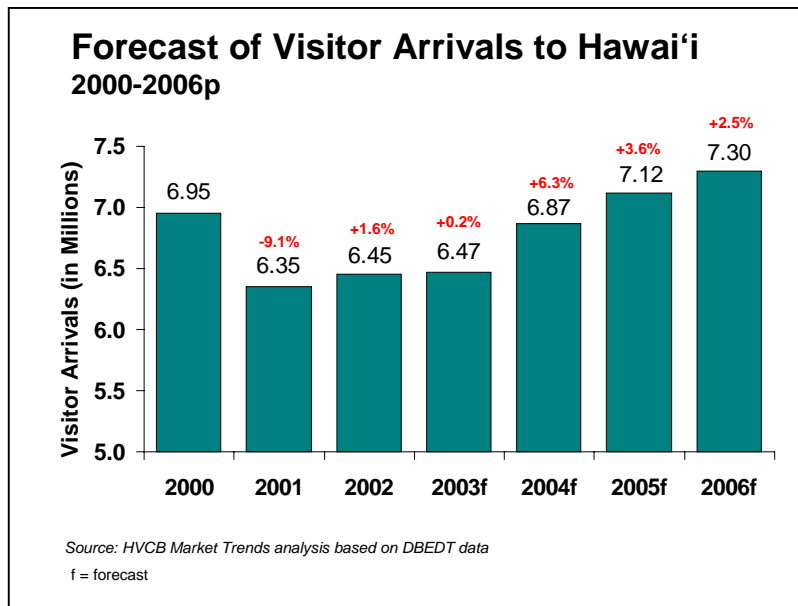
- **Japanese Passenger Volume Remains Above 2002 Levels** - The average number of nonstop passengers from Japan arriving in Hawai'i remained above 2002 levels (+8%) for the seven-day period ending September 25, 2003. According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic and international (excluding Canada) passengers ended the seven-day period at 105 percent of last year's number. Nonstop domestic passenger arrivals continued to perform above 2002 levels at 103 percent of last year's figures.



- **Hawai'i Named "Favorite Corporate Meeting Location" by SkyGuide** - Hawai'i is the preferred meeting destination of choice for the frequent business traveler, according to the 2003 SkyGuide [Best of Travel Awards](#). More than 4,200 SkyGuide magazine readers, who average 42 business trips per year, completed the annual survey, rating various business travel components. Hawai'i earned top honors in the category of "Favorite Corporate Meeting Location," beating out Bermuda and the Bahamas. HVCB received the award on behalf of the state.

▪ **CURRENT INDUSTRY DEVELOPMENTS**

- **DBEDT: 7.3 Million Visitor Arrivals to Hawai'i Projected in 2006** - DBEDT released its latest [Quarterly Statistical and Economic Report](#), projecting 7.3 million visitor arrivals to Hawai'i in 2006, a 13.2 percent increase over final 2002 figures. The report also includes a new indicator, a forecast on visitor days for the state: DBEDT projects that visitor days in Hawai'i will reach 69.5 million over the next three years, a 14.9 percent increase over 2002 visitor days.



**National and International**

▪ **CONSUMER TRAVEL BEHAVIORS**

- **AAA National Travel Barometer: August 2003 Travel Bookings up Three Percent** - The latest monthly [AAA National Travel Barometer](#) indicates that overall travel bookings in August increased for the third straight month, compared to the same months in 2002. According to the barometer, August travel bookings increased three percent, mainly attributed to another strong month in cruise bookings (+13%). The AAA barometer, which is based on a sample of 13 clubs representing more than half of the association's 46 million members, was established to gauge the domestic leisure travel market. When comparing August 2003 to August 2002:
  - Cruise bookings -- up 13 percent
  - Tour packages -- up six percent
  - Hotel bookings -- down one percent
  - Car rental reservations -- down two percent

- **Online Study: Consumers Find Online Hotel Booking Engines Easier than Flights** - A study conducted by Canada-based Web Mystery Shoppers International, Inc. shows that consumers find it easier to book hotels than flights on the Internet, according to [PR Newswire](#). Only 15 percent of those shopping on hotel sites received error messages when filling out reservation forms, compared to 37 percent on airline booking sites. Consumers booking hotels online were also more likely to recommend a site to a friend than those booking flights, according to the study. However, hotel bookers did express some frustration with their online experience, including:
  - Getting a long list of hotel results with no way to sort by price
  - Lack of maps or other information on nearby key tourist/business attractions
  - Lack of information on taxes and/or other fees that are added to total hotel costs before entering credit card information
  - Lack of photos of rooms or hotels under consideration
- **Forty Percent of Japanese Consumers Made Travel Reservations Online, Study Says** - An internet survey conducted by Infoplant shows that 40 percent of Japanese consumers used a mobile phone or personal computer to make an airline or other type of transportation-related reservation online, according to *Wing Travel Daily*. In addition, more than 60 percent of mobile phone users with access to "i-mode" (mobile phone web access) can be expected to make online travel reservations in the near future, according to the study.

# # #

*We welcome any suggestions or comments that you may have that will help us improve the quality of the weekly "HVCB Tourism Industry Update" for our readers. Please feel free to share your ideas with Gail Chew via email at: [gchew@hvcb.org](mailto:gchew@hvcb.org)*