



April 2003

Big Island Visitors Bureau NEWS

A Monthly Newsletter for Big Island Visitors Bureau Members

May Day in Las Vegas

Big Island Visitors Bureau took a bit of Hawaii to Las Vegas on May Day. One thousand lei were given away at The Galleria in Henderson. Eric Dutro appeared on Las Vegas station KVVU TV 5 and later that same day Eric and a hula dancer presented Wayne Newton with a lei onstage after his opening "Blue Hawaii" number. Wayne Newton told his audience that Hawaii's Big Island is his favorite place to vacation. (He is a Big Island property owner and is a frequent guest at the Hilton Waikoloa Village).

Big Island Cook-Off Airs on Food Network

The one-hour television special on the Big Island Cook-Off was broadcast recently on The Food Network in . Iron Chef Masaharu Morimoto hosted the Big Island Cook-Off at Hilton Waikoloa Village in front of a live audience that featured Hawaii's Culinary Stars and Food and Wine Magazine's Best New Chefs. Big Island Chefs included James Babian, The Fairmont Orchid Hawaii, Miles Togikawa, Waikoloa Beach Marriott, Willie Pirngruber, Hilton Waikoloa Village, and Duccio Orlandini, Donatonis. This signature event of Hawaii's Big Island Festival included several secret ingredients featuring Big Island ag products. The Food Network is distributed to more than 78 million U.S. households.

BIVB Blitzes Southern California

The Big Island Visitors Bureau embarked on a one week media blitz to Southern California to encourage destination editorial coverage and to prompt immediate visitor growth to the Big Island. BIVB's media blitz covered individual media calls, story pitches to print and television plus media functions in both Los Angeles and San Diego. Of note, visitor arrivals from the U.S. West totaled 537,562 in the first quarter of 2003, with California continuing as the Big Island's largest market.

Aloha Airlines Adds Big Island Lift

Aloha Airlines launches daily non-stop service between Orange County and Kona beginning July 2. To kick-off this new service, Aloha Airlines is offering a very attractive special of \$399 roundtrip in July. The flight departs John Wayne Airport at 8:05 a.m. and arrives in Kona at 10:42 a.m. Kona departure is at 1:40 p.m. arriving in Orange County at 9:44 p.m.

March Numbers

Amid the War in Iraq and SARS concerns, Big Island arrivals fell 4.3% in March. Although domestic arrivals increased 3.4%, international arrivals plunged 23.2% and drove down total arrivals. Visitors from the U.S. East grew over 8% totaling nearly 38,000 visitors. Overall, year-to-date numbers through March are flat.

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Big Island Occupancy

PKF's Trends Report put Big Island March occupancy at 72.87% with an average daily room rate of \$185.29. Year-to-date figures through March reflect occupancy at 70.82% and rate at \$185.38. Kona hotels lead in occupancy (84.77%) while the Kohala Coast average room rate stood at \$248.73.

Call to America

BIVB's judging panel met recently to review the voluminous compilation of entries. The panel included representation from The Fairmont Orchid, Mauna Lani Bay Hotel and Bungalows, Waikoloa Beach Marriott, Hilton Waikoloa Village, King Kamehameha's Kona Beach Hotel, Parker Ranch, and Lyman Museum.

The judging panel awarded 37 writers trips to the Big Island with another 17 writers deemed contingent based on securing assignment letters. Larger states, including New York and California, had multiple winners.

BIVB's Call to America public relations initiative sought out 50 travel journalists from all 50 states to spend 7 nights on the Big Island and produce editorial coverage in 2003.

Advertising

On tap for early summer are advertising placements in Arthur Frommer's Budget Travel, Modern Bride Connections (regional), T&L Golf, Travel and Leisure, Sunset, Health, Meetings West, Meetings and Conventions, Travel Agent, TravelAge West, Travel Weekly, Travel Management (J), Travel Journal (J) and AB Road (J).

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