



June 2003

## **Big Island Visitors Bureau NEWS**

*A Monthly Newsletter for Big Island Visitors Bureau Members*

### **Breaking News**

Big Island Visitors Bureau is planning a major consumer mall promotion in Orange County this September. Aloha Airlines is partnering with BIVB and members will be invited to participate as well. Details soon.

### **May Visitor Numbers Show Increase**

Total arrivals for May increased 2.1% over the previous May with 88,943 visitor arrivals. Domestic arrivals totaled 72,503 (+3.9%) while international arrivals fell to 16,440, a decrease of 5.2%.

Visitors from the US West (36,859 +4.2%), US East (31,161 +6.5%) and Canada (1,861 +28%) increased while Japan decreased (10,864 -17.5%) in May. The decrease in Japanese visitors is directly attributable to fear of SARS.

Overall, year-to-date arrivals stand at 497,404 an increase of 0.9% over 2002.

28,144 cruise ship visitors traveled to the Big Island through May compared to 25,155 last year. Total air seats increased 7.1% (193,362) for the year.

### **International Destinations Get Aggressive**

Tourism organizations around the world, particularly those hardest hit by world events, have boosted their marketing programs to encourage travelers to return. According to Travel Agent magazine, Visit Britain initiated its latest \$2 million advertising campaign to encourage Americans to visit this summer. Similarly, France and Germany have travel promotions and initiatives aimed at America. Tourism Ireland launched a \$1.5 million campaign dubbed the Shamrock Trail. Israel is focusing on marketing to Jewish-Americans and evangelical Christians. Turkey is spending \$4.5 million in the American market. Hong Kong allocated \$130 million for its worldwide recovery campaign. And Canada continues to pump advertising dollars into its largest market - the US, with Toronto's latest release of a \$12.8 million campaign.

### **SunTrips Adds Christmas Flights to Kona**

Additional air seats to Kona this holiday season with SunTrips adding a flight on Sundays from December 21, 2003 to January 4, 2004 (OAK/KOA/HNL/OAK). The Christmas flight will depart from Oakland at 9:00 am, arrive in Kona at 11:30 am, then depart Kona at 12:45 pm. For more information and reservations call SunTrips at 1-800-SunTrips (786-8747) or

visit their web site at [www.suntrips.com](http://www.suntrips.com).

### **Call to America**

BIVB's Call to America judging panel awarded 37 travel journalists with a trip to the Big Island, with another 17 journalists given contingent approval based on securing assignment letters. Writers began to arrive on island in June to research and write for their 2003 story placements.

Writers expected in the next few weeks include Mimi Kmet, Meeting News; Patricia Baldwin, Private Clubs; Pam Gout, Peak; Karen Brost, Hawaiian Times; Melanie Anderson Caster, San Diego Hispanic Times; Ann Hattes, Senior Wire; and Ron Bernthal, WJF Public Radio New York. Mahalo to BIVB members for extending your hospitality to these journalists

### **Sales**

Eric Dutro will be attending the Aloha SummerFest in Chicago July 28-31 conducting sales calls with wholesalers, a tradeshow for travel agents and wholesaler reservations training at Mark Travel in Milwaukee.

Dutro plans to be on the road with Aloha Airlines in September for a sales blitz to promote the new Orange County service. BIVB will also participate in HVCB's Come Share Aloha series (August 25-29) in Milwaukee, Chicago, Detroit, St. Louis, and Minneapolis.

### **Advertising Update**

Summer advertising is running in Sunset, Health, Bon Appetit, Frommer's Budget Travel, Travel and Leisure, Food and Wine, Departures, T&L Golf, Conde Nast Traveler, LA Times, Orange County Register, Modern Bride Connections, TheKnot.com, Travel Agent, Travel Weekly, TravelAge West, Nikkei Business (J), Travel Journal (J) and Travel Management (J).

Sales efforts continue for co-operative advertising partnerships within Canadian Traveller, Travel Weekly's Big Island Accommodations Guide 2004, Golf for Women and Texas Monthly. Contact advertising sales reps for details.

### **Mark the Dates**

BIVB Visitor Industry Golf Tournament, Friday, October 3, Waikoloa Kings Course. Hawaii's Big Island Festival, November 5 - 9. Contact Festival director Kristin McGrath for details at 934-9044 or [www.bigislandfestival.com](http://www.bigislandfestival.com). BIVB Annual Meeting, Friday, December 5, location TBA.

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