



July 2003

Big Island Visitors Bureau NEWS

A Monthly Newsletter for Big Island Visitors Bureau Members

Search Committee

Big Island Visitors Bureau Board Chairperson Diane Quitiquit has been asked, and agreed, to serve on the selection committee to find the new head of the HVCB. The BIVB Executive Committee of its Board of Directors has been closely involved in discussions and meetings with HVCB and HTA, and wishes to assure members of their active participation and oversight in all ongoing negotiations.

Call to America

The Big Island Visitors Bureau's Call to America public relations initiative qualified 37 travel journalists representing Alabama, Arizona, California, Colorado, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maryland, Missouri, Minnesota, Montana, Nebraska, New York, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Washington, Washington DC and Wisconsin. Another 17 journalists were given contingent approval based on securing a 2003 assignment.

BIVB's Call to America judging panel included representatives from Waikoloa Beach Marriott, Parker Ranch, Lyman Museum, Kona Village Resort, Mauna Lani Bay Hotel & Bungalows, King Kamehameha's Kona Beach Hotel, Hilton Waikoloa Village, and The Fairmont Orchid Hawaii.

Confirmed writers include:

June: Mimi Kmet, Meeting News; Patricia Baldwin, Private Clubs; Pam Gout, Peak.

July: Karen Brost, Hawaiian Times; Melanie Anderson Caster, San Diego Hispanic Times; Ann Hattes, Senior Wire; Ron Bernthal, WJF Public Radio New York; Pam Frierson, Hana Hou.

August: Nicole Clausing, travelocity.com; Marc Neves, Utah Valley Magazine; Tim Ryan, Islands magazine.

September: Carla Waldemar, Lavender; Christene Meyer, Billings Gazette; Lexi Dwyer, Bride's; Tim Gallagher, Living Bird Magazine; Sandy Katz, Charleston's Free Time; Beverly Hogg, The Houston Tribune; Rick Gaffney, Salt Water Sportsman; Chris Rubin, California Homes and Ron Donoho, San Diego Magazine.

October: Jennifer Chappell, Coastal Living; Katherine Brown, Lexington Herald-Leader; Sally McKinney, Syndicated Travel Features.

November: Robin Rupli, Voice of America; Susan Katzman, St. Louis Dispatch; Tara Bray Smith, Bridal Guide; Lynn Walker, Southern Bride; Kay Thoreson, Golf Northwest; Terry Zinn, Persimmon Hill magazine.

Travel Schedule To Be Determined: Anne Cook, LA Times Syndicate; Guy Wright, Smart Meetings; Scot Willoughby, Denver Post; David Smallwood, N'Digo; Don Hay, The Washington Times; Mark Yontz, Cosmopolitan Homes; Barc Wade, Home & Away; Doug O'Neil, AAA Motorist; Sharon Spence, Los Alamos Monitor; Curt Nickisch, South Dakota Public Radio; Wayne Perry, Cincinnati Post.

Fly Poster Takes Off

Romantic images of trans-pacific travel encourage today's visitors to journey to the Big Island. The Big Island Visitors Bureau just released "Fly to the Big Island of Hawaii" its third of an award-winning series of nostalgic travel posters created by acclaimed artist Michael Cassidy.

This free "Fly" travel poster is available to travel agents and travel agencies around the world. The first two Big Island travel posters include "Come Live Aloha" and "Cruise to Hawaii's Big Island."

Travel + Leisure World's Best Awards

Congratulations are in order for six Big Island hotels that made Travel + Leisure's Top 25 hotels in Hawaii. The list included Four Seasons Resort Hualalai (#2), Mauna Lani Bay Hotel & Bungalows (#7), Waikoloa Beach Marriott (#11), Hilton Waikoloa Village (#20), Kona Village Resort (#21) and The Fairmont Orchid Hawaii (#22).

Hawaii's Big Island was rated the seventh most popular island in the world immediately preceded by Kauai (#5) and Maui (#6). Bali topped the overall list.

Trends

According to the June PKF Trends report Hawaii's Big Island reports a 67.31% occupancy for the first six months of 2003. This is down slightly from 2002's 68.34%. Kona hotels reported an occupancy of 75.68% at an average daily rate of \$94.82, followed by the Kohala Coast 65.67% at \$238.19 and Hilo at 60.33% at \$77.59.

Fullest Hotels in America

Hospitality Advisors LLC reported that for the first six months of 2003, Hawaii hotels have a collective statewide occupancy of 71%, the highest occupancy in the nation.

Congratulations!

Hawaii's Big Island Festival 2002 was awarded the "Koa Anvil Award of Excellence" in the integrated communications category by the Public Relations Society of America-Hawaii Chapter. The award recognizes outstanding public relations programs and honors complete public relations programs that incorporate sound research, planning, execution and evaluation.

Sales

Aloha Week in Chicago July 28-31, 2003

BIVB participated in the 5th annual Aloha Week in Chicago, the largest Hawaii travel industry event in the Midwest. This event was put together by the Midwest Ohana and many suppliers from Hawaii attended various travel industry functions throughout the week.

BIVB's Eric Dutro and Happy Vacations' Susan Durbin visited seven retail travel agencies on joint sales calls in downtown Chicago. Eric also attended the Aloha Summerfest, a travel agent tradeshow in Oakbrook, Illinois and gave two presentations to the 400 travel agents in attendance. And in Milwaukee, BIVB made presentations to reservation agents at Mark Travel.

Hawaii's Big Island Showcase September 22-25, 2003

BIVB is planning its September Hawaii's Big Island Showcase to the Southwest. Cities to include Tucson, Mesa/Tempe, Phoenix/Scottsdale, and Las Vegas. BIVB plans to host about 100 travel agents at each function that includes a tradeshow and presentations on Hawaii's Big Island from our Big Island suppliers. If you would like to participate or want more information on Hawaii's Big Island Showcase, contact Eric Dutro at 886-1655 or by email at edutro@hvcb.org.

Advertising Update

Federal grant program complete as of July 31. This special, one-time grant provided matching post-9/11 recovery marketing funds to drive domestic business to Oahu and

Hawaii's Big Island. These islands were identified as the two most severely impacted as a result of the international downturn in travel post-9/11. All grant program participants will submit final reports along with a measurement of their program's success. Funjet Vacations has already submitted their recap and results reveal 134% growth in passenger volume and 119% increase in gross revenue. Other program participants include America West Vacations, Apple Vacations, American Airlines, Certified Vacations, Delta Vacations, Cool Vacations, Future Vacations, Continental Vacations, Expedia, Liberty/GoGo, Happy Vacations, MLT Vacations, Pacific Escapes, Pleasant Holidays and Runaway. Some program participants were forced to withdraw earlier this year due to difficult marketing challenges their respective companies faced this spring with the Iraq War and SARS. We will keep you posted as reports arrive.

Media plans for 2004 are under review and we hope to present complete details to members in early fall. Plans will include opportunities for members to advertise cooperatively to extend and strengthen both individual and destination reach.

Late summer and early fall mark the beginning of BIVB's Canadian marketing, a revved up presence in Japan as well as annual sales guides for 2004. Travel Weekly will once again produce the Big Island Accommodations Guide for 2004 that is inserted in Travel Weekly and Canadian Travel Press. Additionally, the BIVB Corporate Meetings and Incentive Guide will be updated for 2004 and advertising details for this important fulfillment piece will be released shortly.

August and September BIVB ad placements include Conde Nast Traveler, Midwest Living, Arthur Frommer's Budget Travel, Modern Bride Connections, The Knot, Texas Monthly, XY Weddings (Japan), Chikyu Wedding (Japan), Travel Agent, Travel Weekly, TravelAge West, Travel Journal (Japan) and Canadian Traveller.

Top Ten States

These are the top ten producing states (latest data available) sending visitors to Hawaii's Big Island. It should be noted that the total of visitors from states two through nine don't quite equal California.

1. California 268,969
2. Washington 51,142
3. Texas 35,472
4. Illinois 29,800
5. New York 27,480
6. Oregon 26,754
7. Colorado 25,341
8. Florida 22,155
9. Michigan 21,244
10. Arizona 20,123

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