



September 2003

Big Island Visitors Bureau NEWS

A Monthly Newsletter for Big island Visitors Bureau Members

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Membership Meeting - Marketing for 2004

Please join our presentation on the 2004 Marketing Plan on Friday, September 12 at 10:00 am at the Waikoloa Beach Marriott. Presentations include advertising, public relations and sales initiatives. Call Missy Kaleohano at 961-5797 for more information.

Visitor Statistics

July proved to be a good month for Hawaii's Big Island as total arrivals grew 3.0% to 118,419 with domestic arrivals up 6.5% (93,702) and international arrivals down 8.6% (24,717).

Arrivals from both the US West (+9.9% 48,981) and US East (+9.1% 38,395) surged in July, while Japan (-27.4% 15,187) and Canada (-9.4% 1,861) continued to lag.

A longer Big Island length of stay coupled with increases in July visitor arrivals pushed total visitor days from the US West (+15.1%) and US East (+11.6%) to new heights.

Year-to-date through July 2003, arrivals stood at 715,766 (-0.5%) with Domestic Arrivals 559,313 (+3.2%) and International Arrivals 156,453 (-11.6%).

Hilo Surge

Year-to-date Hilo shows the highest percentage increase with numbers up 14.5%. Hilo welcomed 36,067 more visitors the first seven months of this year compared to the same period last year.

Chicago and Denver Media Blitz

Big Island Visitors Bureau will join the Kohala Coast Resort Association on October 6-8 for a media blitz to Chicago, conducting media calls and hosting a media function. Then it's off to Denver, where BIVB will host a media function seeking editorial coverage to spur fall and winter travel.

Call to America

The Big Island Visitors Bureau is seeing measurable results from its Call to America public relations initiative.

Published articles to date include: eight full color pages in the September issue of Private Clubs; Sam's Club Member Newsletter; 2 1/2 full-color pages in the September issue of Meetings West and the entire September issue of Hawaiian Times.

Contact Laura Aquino via email: laquino@current-events.com if you would like to receive clips.

Travel Agent Fams Scheduled

Four travel agents fams are scheduled during the months of October and November with two participating in the Hawaii's Big Island Destination Specialist Program.

Travel agents will be given a comprehensive tour of Hawaii's Big Island, providing them in-depth knowledge to sell this diverse destination. Need more info? Contact Vivian Landrum at vlandrum@hvcb.org.

Got Travel Agent News?

The next edition of BIVB's Travel Agent news bulletin goes out in September. If you have newsworthy information for travel agents, please email to Vivian Landrum at vlandrum@hvcb.org by Sept. 25th .

Visitor Plant Inventory By The Numbers

On the Big Island, the visitor plant inventory is comprised of 9,297 units. This includes bed & breakfast, condominium hotel, hostel, hotel and individual vacation units. The visitor plant inventory breaks down regionally -

Kohala/Waimea/Kawaihae	43%
Kona	41%
Hilo/Honokaa	13%
Volcano	3%
Naalehu/Kau	less than 1%

The Big Island visitor plant inventory segments by class as follows -

Budget (up to \$100)	21%
Standard (\$101 - \$250)	38%
Deluxe (\$251 - \$500)	28%
Luxury (over \$500 nightly)	13%

Sales

Eric Dutro will be in Las Vegas September 16-20 for the GOGO Hawaii Educational Seminar. Events include sales calls to Prestige Travel Agencies ,

Travel Agent Tradeshow, Consumer Tradeshow, and presentations by GOGO on Hawaii Product.

George Applegate will represent the island at IT&ME in Chicago in mid-September and in Yokohama Japan, at the JATA/World Travel Fair, a three-day consumer show.

Hawaii's Big Island Showcase takes on the Southwest September 22-25 traveling to Tucson, Mesa/Tempe, Phoenix/Scottsdale, and Las Vegas. Schedule includes travel agent evening functions, dinner and presentation on Hawaii's Big Island. Participating vendors include Hilton Waikoloa Village, Mauna Kea Resort, Hawaii Naniloa, Outrigger and Ohana Hotels and Outrigger Condo Connection, Sun Style Holidays, Pleasant Hawaiian and Classic Custom Vacations and Hawaiian Air.

October will find Eric racking up miles on the road traveling with the Kohala Coast Resort Association on a Chicago blitz and partnering with HVCB doing tradeshows and presentations in Denver, Vancouver, Seattle and Portland.

Advertising Update

September advertising placements in the travel trade media include Travel Agent, Travel Weekly and Travel Age West in the US, and Travel Journal in Japan.

Advertising in consumer publications include Midwest Living, Arthur Frommers Budget Travel, Texas Monthly and The Knot.

Planning for 2004 is nearly complete and will be presented to members at the 2004 Marketing Meeting on September 12. There will be many opportunities for members to extend reach by co-operatively advertising alongside the Big Island Visitors Bureau. See you there!

Contact: George Applegate 961-5797 fax 961-2126 gapplegate@hvcb.org