BIG ISLAND VISITORS BUREAU NEWS
A MONTHLY NEWSLETTER FOR BIG ISLAND VISITORS BUREAU MEMBERS

Mark Your Calendars
Big Island Visitors Bureau's Annual Luncheon Meeting is scheduled for Friday, December 5 at The Fairmont Orchid, Hawaii on the Kohala Coast from 11:30 a.m. to 1:30 p.m.

Featured speaker is Marsha Wienert, State of Hawaii Tourism Liaison and you'll also have an opportunity to meet HVCB's new president John Monahan. The annual luncheon features video highlights of the year in review and forward thinking for 2004.

Reservations must be made in advance by contacting the Big Island Visitors Bureau at 961-5797. Seats are $35 per person and will not be sold at the door. For more information, call Missy Kaleohano at 961-5797.

State's Number One Visitor Attraction
Hawaii Volcanoes National Park continues its top spot as the number one visitor attraction in the State of Hawaii. A recent ranking by Pacific Business News reports nearly 2.4 million visitors to HVNP. Haleakala National Park is ranked second with 1.5 million visitors.

Other Big Island attractions making the list included Panaewa Rainforest Zoo (120,000), Nani Mau Gardens (102,850), Volcano Art Center (101,000) and Hawaii Tropical Botanical Garden (73,573).

Visitor Statistics
September 2003
Total Arrivals 83,378 -2.9%
Domestic Arrivals 59,449 -2.6%
International Arrivals 23,929 -3.8%

Year-to-date through September
Total Arrivals 914,068 -1.2%
Domestic Arrivals 704,395 +2.6%
International Arrivals 209,673 -12.1%

Major Islands Total Arrivals
Year-to-date through September
Maui 1,650,794 +4.8%
Big Island 914,068 -1.2%
Kauai 745,392 -1.7%
Oahu 3,015,587 -5.9%

Public Relations
The tremendously successful Call to America public relations initiative concludes over the next two months. November travel journalists include:
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; David Big
Smallwood, N'Digo; Don Hay, The Washington Times; Curt Nickisch, South Dakota Public Radio; and Wayne Perry, Cincinnati Post.

December writers include: Anne Cook, LA Times Syndicate; Guy Wright, Smart Meetings; Barc Wade, Home & Away magazine; and Doug O'Neil, AAA Motorist.

Other Writers Recap

Scott Gummer, Golf Magazine
Scott Gummer, Senior Writer, Golf Magazine, on assignment for the "Must See" section came to Hawaii's Big Island October 13-17. Several golf courses and resorts extended considerations during his stay as well as outfitters. Scott was interested in the history of our courses and architects.

TLC's A Make Over Story
TLC's A Make Over Story was on island October 25 - November 1 to film an episode for their upcoming season. Two employees of Hawaii Forest & Trail were featured.

Betsy Stephens, Ladies Home Journal
Betsy stayed at Kona Village Resort October 20-23. Her on-island experiences included a Kilauea Volcano adventure.

J.T. LeRoy, Black Book
Contributing editor J.T. LeRoy stayed on Hawaii's Big Island October 25-November 1 at Hapuna Beach Prince, The Fairmont Orchid Hawaii and Hilton Waikoloa Village. Black Book is a sophisticated, intelligent and visually striking journal of progressive culture featuring arts, film, music, fashion and lifestyle. Story angles included upscale experiences and adventures to be had with a family in tow. LeRoy's article is slated for their Spring 2004 issue.

James Raia, Sacramento Bee
Columnist James Raia was on Hawaii's Big Island October 15-20. James writes a monthly cycling and running column for the Sacramento Bee that also appears on active.com. James freelances for several publications and has an additional assignment with the Denver Post. He stayed at Hapuna Beach Prince Hotel and Hilton Waikoloa Village.

Matt Williams, Northwest Airlines World Traveler
Managing editor Matt Williams visited Hawaii's Big Island with a photographer and photographer's assistant October 13-16. Matt is working on a story revolving around the air and atmosphere of Hawaii. Williams stayed at Waikoloa Beach Marriott.

Alison St. Claire, Senior Wire Service
Alison St. Claire will be coming to Hawaii's Big Island November 16-22. Alison will be writing a destination experience piece aimed at seniors and disabled publications. She is staying at Mauna Kea Resort.

Kal London, Travel with Kal
Producer Kal London was on Hawaii's Big Island November 4-10, 2003. TRAVEL WITH KAL is heard on two Connecticut Radio Stations: WMRD AM (Middletown) and WLIS AM (Old Saybrook) airing every weekday morning. Audience is 300,000+ listeners.

Kal aired 14 continuous shows every weekday morning from October 28 until November 5 and also taped interviews to air on future TRAVEL WITH KAL shows.
TLC's A Dating Story
TLC's A Dating Story is coming to Hawaii's Big Island the first week in December. They are currently calling for Kona applicants for the taped segment. The Fairmont Orchid Hawaii will be the host property.

Edythe Preet, Casual Living
Edythe Preet traveled to Hawaii's Big Island November 1-9. Edythe contributes to Casual Living, an upscale San Fernando Valley magazine.

She also contributes to Los Angeles Times Syndicate. Edythe spent two days exploring Hilo and the balance of her stay on the Kohala Coast.

Christine Germyne, Vancouver Sun
Freelance writer Christine Germyne is on assignment and is traveling to Hawaii's Big Island November 9-13. She is participating with Kohala Coast Resort Association on their press trip, then extending her stay by four days to cover the Kona Coast and the Kona Coffee Cultural Festival.

John Gottberg Anderson, Freelance

Karl Teuschl, Geo-Saison
Karl Teuschl is traveling to Hawaii's Big Island November 12-20, 2003. Geo-Saison is Germany's largest consumer travel magazine with a monthly circulation of 150,000.

Destination Specialist Program
BIVB certified 32 travel agents as Hawaii's Big Island Destination Specialists in October. Since the program's launch in May 2002, 106 travel agents have been certified.

During the month of November, BIVB will host five presentations to wholesalers bringing fam groups to the island.

PRIME
BIVB attended PRIME at the Hawaii Convention Center in late October. PRIME attracted 116 meeting planners from across the country. BIVB met individually with 23 meeting planners and provided them with information and collateral to help with their destination decision.

On the Road
Eric Dutro has had a busy October with trips to Chicago, Denver, Vancouver BC, Seattle and Portland.

Big Island Visitors Bureau participated with the Kohala Coast Resort Association on a Chicago blitz targeting travel agents in downtown Chicago and Schaumburg. Included in the blitz were sales training at Apple Vacations and sales calls to individual travel agencies. Representatives from the eight resorts and Sharon Sakai were in attendance.

Dutro will be attending the NORCAL ASTA Hawaii Product Launch in November on Kauai and will be traveling to Expedia's reservation center in Tacoma to provide sales training to their staff. BIVB will also participate in Expedia's Partner Fair and sales training at their reservation center in Las Vegas. Expedia will
be featuring Hawaii’s Big Island in January.

**Advertising Update**
As the year winds down, planning and preparing for 2004 escalates. The 2004 media plan has been completed and submitted to HTA. Emphasis - Top 10 States plus Bridal/Romance. Plenty of co-op opportunities for budgets large and small!

2003 wraps up with placements in Modern Bride Connections, Vancouver Cable Television, Travel Weekly, TravelAge West, and in Japan with Impressions Gold, AB Road, XY Weddings, Diamond Weekly and Travel Journal.

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