

Kahe Wale

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HAWAII VISITORS AND CONVENTION BUREAU



From the Director

All Tourism Industry Updates and monthly Market Trends reports are now accessible online.

What's in November's Market Trends report?

- September Visitor Days Surpass 2000 Level for 2nd Month
- Consumer Trends & Changes in Japanese Travel

We will continue to notify members about report postings and updates via e-mail.

We sent our first update on November 22, 2002. If you did not receive it and would like to receive future updates via e-mail, please do the following to ensure your name will be included on our list.

- Send an e-mail to membership@hvcb.org
- Subject line must say "Market Trends Online"
- Information in the message section must include the following: first and last name, title, company name, mailing address, phone number, fax number, and e-mail address.

Only completed information will be registered.

Happy Holidays,

Gina Salvador
HVCB, Director of Membership

Here's What Members Have to Say

EXPEDITIONS, the Lahaina – Lana'i Passenger Ferry has been providing great service to Maui County since 1989. Kama'aina and visitors alike all love traveling on any of EXPEDITIONS fast, comfortable vessels and five round trips daily between Lahaina Harbor on Maui and Manele harbor on Lana'i, there just isn't a better way to travel between the

islands. You can always feel confident with EXPEDITIONS friendly and experienced captains and crew. And don't forget EXPEDITIONS luxurious accommodations package at either the Manele Bay Hotel or the Lodge at Koele. Plus the exciting Golf packages at the Challenge at Manele or the Experience at Koele on Lanai. Jeeps and island tours are also available. So what are you waiting for?

For more information or to make reservations, please visit our website at www.go-lanai.com or call (808) 661-3756.

TryKauai.com provides visitors, as well as local residents, with information about Kauai. Whether it is booking one activity or complete vacation packages, before or after their arrival on the island, there are no fees for our services. It is our pleasure to personally guide visitors in working out the best activity itinerary for them, their family or their group. We work with reputable and experienced vendors on Kauai. Our service offers honest ratings from a local resident's perspective, taking into consideration our valuable client comments, and ultimately giving every visitor the special attention he or she deserves. We welcome referral business from travel agents, wedding coordinators and all vacation rental services, regardless of how small or large your business is. Your guests will receive quality care and timely responses when booking their Kauai activities with TryKauai.com.

For more information or to make reservations, please visit our website at www.trykauai.com.

North Shore Shark Adventures takes people out of Haleiwa Harbor 4 miles, to view North Shore sharks up close and personal. You can view the sharks either from our boat "Kailolo" or from our shark cage. This experience will profoundly change your view of sharks.

For more information, please visit our website at www.hawaiiisharkadventures.com.

E-Membership Minute

A member asks, "I read about your paperless office and I don't know how you do it. How can you live without using a desktop calculator with a roll of paper?"

What is a desktop calculator doing on your desk (and a roll of paper to boot) when you have a supercomputer sitting right in front of you? When I need to do some numerical calculations, I open up Excel (of course!) and setup a quick and dirty spreadsheet instead. The fact is I save way more time using Excel instead of a desktop calculator. Why? Because typically when you are playing with numbers, you usually go back and forth, trying out different combinations, values, and formulas. When you use a desktop calculator, you have to re-enter the whole formula from scratch every time you make a change.

If you take an extra few steps in the beginning and start out with Excel you can quickly perform different "what if" combinations without having to recalculate the whole thing. Depending on how complex your calculations are, it will only take a few what-ifs to come out ahead over the manual calculator way. But the benefits don't stop there. Unlike a calculator, you can embellish your spreadsheet with meaningful labels and comments so that you can come back to it later and know why you did what you did. And once you have a working spreadsheet, you can email it and its little mathematical model to whoever needs it, delivering higher productivity to others.

If you find yourself building mini-spreadsheets often, create a folder to hold these "mini-sheets" so that you have rapid access to them in the future for re-use. Over time, you'll have a collection of mini-sheets that you can whip out any time you need. If you can get others in the organization to create their own mini-sheets, you can share them amongst each other and really start to leverage your time invested.

Send me your toughest e-business questions and if the topic is of general interest, I'll happily post your question and the answer.

Peter Kay
peter@cybercominc.com

China International Travel Mart 2002

The Hawai'i Visitors and Convention Bureau and its trade show partners highlighted Hawai'i's special qualities at the China International Travel Mart 2002 (CITM), which took place at the Shanghai New International Expo Center from November 14-17.

CITM drew in 1,500 exhibit displays and attracted travel industry exhibitors and buyers from throughout the world. It is Asia's largest international travel show, and is especially effective at communicating Hawai'i's appeal to key travel audiences in China.

HVCB showcased one of Hawai'i's favorite cultural aspects with demonstrations of the hula dance and its implement. Entertainers performed traditional Hawaiian music and dancing hula, along with appearances by Miss Hawaii USA, Alicia Michioka.

Joining HVCB as trade show participants included Polynesian Cultural Center, Sheraton and the Royal Hawaiian Hotels, Golden Seagull / China International, State of Hawai'i – Department of Business, Economic Development and Tourism, Hyatt Regency Waikiki Resort & Spa, Galaxy Tour Inc., Marc Resorts, and Hilton Hawai'i.

HVCB has a well-earned reputation of distinction with its exhibit booth at CITM. Last year, HVCB received the "Excellent Stand" award in recognition of its outstanding presentation. In 2000, CITM organizers recognized HVCB's display with its prestigious "Superior Booth" award. This year, HVCB again took home the "Superior Booth" award, which is honored, to only six exhibitors.

China continues to be a key developing market for HVCB and a prime source of potential travelers for Hawai'i's visitor industry. According to the World Tourism Organization, China is forecasted to become

the world's most popular tourism destination and the fourth highest tourist-generating nation by 2020.

For more information, please contact Linda Chock, Director of Developing International Markets at (808) 924-0256, or via e-mail at lchock@hvcb.org.

Taipei International Travel Fair 2002

Hawai'i was a featured attraction at the four-day Taipei International Travel Fair (ITF), which took place from November 23-26, at the Taipei World Trade Center Exhibition Hall. ITF 2002 drew over 90,000 visitors, and is one of Taiwan's biggest annual tourism events.

Hawai'i's exhibit was themed the "Art of Hula", and showcased the Islands' time-honored cultural tradition with hands-on demonstrations of the dance form and the implements used in its presentation. HVCB's booth display was a colorful, decorative presentation of classic Hawai'i images, fresh flower lei, and travel products and packages specifically targeted for Taiwan's residents. Traditional Hawaiian music and hula, always a favorite with attendees, was performed throughout the trade show.

Joining HVCB as trade show partners included the Polynesian Cultural Center and Golden Seagull / China International, Hawai'i travel company specializing in Asian tours.

Although Taiwan's gross domestic product growth weakened in the first quarter of 2002, it is estimated that the number of visitors traveling to the United States will increase by 7.2%.

For more information, please contact Linda Chock, Director of Developing International Markets at (808) 924-0256, or via e-mail at lchock@hvcb.org.

Aloha Tainan 2002

The Hawai'i Visitors and Convention Bureau spotlighted the favorite elements of the Islands' culture

and attractions to Taiwan's travel market with a 12-day promotion in the country's major business and population centers, November 27 to December 8.

On November 27, HVCB kicked off an "Aloha Tainan" promotion through December 8, transforming the Tayih Landis hotel into a "Hawaiian resort" for the public's enjoyment, including the sights, sounds, and tastes of the Islands.

Aloha Tainan featured an Island-themed setting and Hawai'i-influenced lunch and dinner buffet menu prepared daily by Executive Sous Chef, Ryan Vargas and Sous Chef, Ahmad Sleiman of the Big Island's Four Season Resort Hualalai.

Hawai'i's entertainers, including Miss Hawaii Teen USA, Erin Madden, performed daily traditional music and hula of the Islands. In addition, the entertainers shared the art of lei making to the general public as a daily attraction.

HVCB opened "Aloha Tainan" with a VIP luncheon on November 27 targeted for key travel trade professionals, government officials, and media in the area. Following the luncheon, the Bureau hosted a "School of Hawai'i" seminar to inform travel professionals in the Tainan region about the Islands' special qualities and attractions. The presentation included entertainment, cultural demonstration, and information on the attraction and benefits of travel to Hawai'i.

For the past several years, HVCB has been diligently establishing key travel partnerships in Taiwan and promoting Hawai'i's qualities to its visitor market. Taiwan is one of Asia's top sources for international visitors annually, generating more than 6 million travelers, which is approximately one-fourth of the nation's population.

For more information, please contact Linda Chock, Director of Developing International Markets at (808) 924-0256, or via e-mail at lchock@hvcb.org.

Hawai'i's presence at London's World Travel Market a big success

Regarded as the "Global Event for the Travel Industry," World Travel Market (WTM) was held this year from November 11-14 and was not only a big success for Hawai'i, but for everyone involved. In its 23rd year, WTM was of record size—more than 5,000 exhibitors from a record number of countries (185). In its first two days alone, WTM drew more than 24,000 visitors—an increase of 9%, compared to the same period a year ago.

It was a year of change for WTM—the most significant being the shift in venue to the spacious new state-of-the-art ExCeL exhibition facility. Located on the waterfront of London's historic Docklands area, ExCeL is the centerpiece of Europe's largest region of development and commerce, with five new hotels being completed by WTM next year.

Hawai'i's presence was known with an appropriate 1,065 square-foot "island" display area showcasing eight 13-foot high colorful images of the islands. Many business contacts were made and new and existing marketing initiatives for the UK were designed in order to capitalize on the business potential of our nation's largest overseas market. Joining the HVCB and the O'ahu Visitors Bureau in exhibiting at the show were: Hawaiian Airlines, Connoisseur Holidays, Heli USA Airways, Hilton Hawai'i, the Ka'anapali Beach Hotel, Kapalua Villas & Homes, Starwood Hotels & Resorts Hawai'i, and Sun Islands Hawai'i, Inc. Mahalo to all of the companies for your support of HVCB at WTM and hope to see more of you next year!

For more information, please contact Linda Chock, Director of Developing International Markets at (808) 924-0256, or via e-mail at lchock@hvb.org.

Korea's Tour de Monde returns to the Islands

Over the Thanksgiving weekend, a media group from Tour de Monde, a well-known travel consumer magazine in Korea, was here in the islands, visiting Kaua'i and O'ahu. Returning to the islands annually since 1999, Tour de Monde has always presented Hawai'i with valuable opportunities of exposure for our local industry partners. With the generous 28 full-color pages shared between two issues in January and February 2003, along with an estimated reach of 300,000, Tour de Monde is definitely a worthwhile investment for all involved.

In cooperation with the KVB and OVB, as well as a major sponsorship by the Sheraton Princess Ka'iulani Hotel and Sheraton Kaua'i Resort, the group focused on Kaua'i's natural beauty and O'ahu's culture, history and art. Special thanks to the Native Hawaiian Hospitality Association (NAHHA) – Waikiki Historic Trail, Smith Motor Boat, Po'ipū Bay Golf Course, Hawai'i Movie Tours, Heli USA Airways, the Hawai'i State Art Museum, Bishop Museum, and Atlantis Adventures.

With the Korean Centennial celebrations in full swing at the time these issues hit the newsstands, potential Korean travel to Hawai'i in 2003 will have built up a good momentum that will undoubtedly gain in strength by showcasing what our islands have to offer. The Korean market supplied Hawai'i with more than 44,000 visitors in 2001, and while the numbers reduced in 2002, outbound travel from Korea to the U.S. is expected to outpace the 2002 growth in 2003 by 8%.

For more information, please contact Linda Chock, Director of Developing International Markets at (808) 924-0256, or via e-mail at lchock@hvb.org.

Aloha & Welcome to the HVCB Ohana

*Members who joined in November 2002.

1-800-Molokai, Alexander Spa at the Kauai Marriott Resort and Beach Club, Best 4 Hawaii Travel- Oahu, Best 4 Hawaii Travel - Kauai, Big Island Retreat, Friends of the Panaewa Zoo, Guy's, Hawaiian Island Lei Greeters, Hawaiian Marketing Associates, Honomuni House, Hydromex Hawaii, Inc., Ke Nani Kai Club, Mako Tour, Market Trends Pacific, Inc., Maui Moments, Molokai Memories, Molokai Style Vacation Homes, Molokai Weddings, MolokaiEvents.com, Noble Kommunikation, Pam Tours Hawaii, Perillo Tours, Save The Sea Turtles International, Sea Wife Charters, South Seas Aquatics, Sundown Realty, and The Jon Mozo Gallery.

Mahalo For Your Continued Support & Participation

*Members who renewed in November 2002.

Member Since 1985-1986

Belt Collins Hawaii, BookHawaiiHotels.com, City Bank, Commercial Sheetmetal Co., Inc., Happytours Vacations, Island Heritage, Maui Divers Of Hawaii, Ltd., Maui Prince Hotel, Makena Resort, Milici Valenti Ng Pack, Original Glider Rides, R M A Sales Co., Inc., Security Armored Car & Courier, Smith's Motor Boat Service, Sun Islands Hawaii, Inc., Tauck World Discovery, and Travel Graphics International.

Member Since 1987-1993

Carson's Volcano Cottage, Embassy Vacation Resort Kaanapali, Eurotours Hawaii, Inc., Hale Hoku Oceanfront Hideaway, Hale Kauai, Ltd., Hale Kipa Golf Course Home, Island Weddings & Blessings, Kauai Condos-Poipu Kai, Kauai Producers, Ltd., Kelly Services, Kilohana, Los Angeles Times, Matrix Media Of Hawaii Inc., McNeil Wilson Communications Inc., Oceanfront Realty International, Senator Fong's Plantation & Gardens, The Fairmont Kea Lani Maui, The Living Ministry, and The Travelmart, Inc.

Member Since 1994-1998

A Maui Lani Wedding, Affordable Hawaii at Pomaika'i (Lucky) Farm B&B, Dreams Come True, Fran's Garden Island Getaway, Friendly Charters, Go Condo Hawaii, Hawaiian Walkways, Inc., JJ's Broiler, Kauai Fruit & Flower Co., Lanikai Farm Bed & Breakfast, Lebensart Technologies, Old Wailuku Inn At Ulupono, Paniolo Hale Resort Condominiums, Planet Hollywood Honolulu, Plantation Carriages, Poipu Beach Resort Association, Preview Hawaii, Roberts Hawaii, Travelocity, Two Mermaids on the SunnySide of Maui Bed & Breakfast, Villas Of Hawaii - Canada, Weddings on the Beach, and Yesawich Pepperdine & Brown / Pacific.

Member Since 1999-2000

A Paradise Dream Wedding, Abhasa Waikiki Spa, Action Sportfishing on Start Me Up, Aldridge Associates, Bates/Lee Advertising, Hana Maui Vacation Rentals, Hawaii Women's Business Center, Julio Guridi, Mandara Spa, Media-Hi, Inc., Ocean Breeze Hideaway Bed & Breakfast, Penny's Place in Paradise, Polynesian Underground, Remedy Intelligent Staffing, and Richard N. West.

Member Since 2001-2002

AA Oceanfront Condo Rentals, Air Service Hawaii, Aqua Marina Hotel, Chrissy Lambert Rhodes Photography, Hale O Napohaku, Ivy's Place, Keauhou Resort, Kona Brewing Company, Maui Eco-Adventures, MauiActive.com, Pono Kai Resort, Team Vision, LLC, and University of Hawai'i - College of Business.



Visitors & Convention Bureau

For more information on membership
or to submit articles for *Kahe Wale*,
contact Scarlett Godinez at sgodinez@hvcb.org.