

HAWAII TOURISM

EUROPE

Hawai'i Tourism Europe Newsletter February 2012

Send us your product news!

Please feel free to keep us posted on any news and updates regarding your product in 2011 which may be of interest to the European market and we are happy to include it in our quarterly newsletter to the European trade partners and consumers.

The next issue will be sent out on March 13, 2012!

Market Trends & Travel Trade News

United Kingdom Travel news roundup:¹

More people plan to take a holiday this year over 2011

But they will be expecting more for less, research out today shows. Britons are prioritizing their holidays despite the economic climate with 96% saying they will be taking at least one break in 2012, up from the 91% who got away in 2011. But holiday budgets are being trimmed by almost £200, according to the poll of 5,000 adults by TravelSupermarket. People spent an average of £829 on their main holiday last year, including flights and accommodation, but in 2012 holiday budgets are set to average £642. The research found that 42% identified price as their top holiday consideration, beating factors such as weather (32%) and accommodation (26%). Price was considered most important for young couples with children, and was identified by 51%. There is also a trend towards taking self-catering and all-inclusive breaks – at 31% and 12% of main holidays in 2012 respectively.

Abta (Association of British Travel Agents) expects bumper bookings week

An estimated two million people are due to book a winter or summer holiday this week, Abta claims. The third week of January is the busiest for many travel companies as substantial discounts for early bookers are available. Spain, Portugal, Greece and Italy are tipped to sell well this year with the pound rallying in recent weeks to almost €1.20.

The under-35s age group is more likely to use a travel agent than any other age group

TravelVision 2012, a survey of 21,000 consumers conducted by the British Travel Awards between July and October last year, revealed its findings at the Aito Specialist Travel agents annual domestic conference. It showed the number of consumers who research their destination with a travel agent has fallen by 14% since 2010 to 7%. Unsurprisingly, almost half, 49%, said the internet was the most important research tool while 17.5% look for customer feedback on a destination through online forums. Of those who use a travel agent to choose a holiday, the 'Facebook generation' of under-35s made up the highest proportion.

¹ Travelweekly.co.uk

Market Trends & Travel Trade News

Germany Travel news roundup:²

Record 2011 and moderate optimism for 2012

German tour operators are moderately optimistic for next year despite the uncertain economic outlook after achieving record figures this year, the 2011 fw dossier shows.

Tour operators increased their revenues by 9.1% to €18.1 billion and mostly improved their profits in the tourism year ending October 31, 2011, according to the 36-page dossier which covers the results of 63 companies. The figure matches the recent DRV survey which showed 9% growth to revenues of €23.3 billion for the overall market. German tour operators increased customer numbers by 5% to 31.9 million, according to the fw dossier. The difference between the revenue and volume growth is due to higher prices, driven by the new flight tax and higher fuel costs as well as higher hotel rates in some destinations.

Dynamic tour operators grew fast while specialists had more mixed fortunes due to diverse problems around the world.

Air-inclusive package holidays, the dominant market segment, grew well this year with a 10% revenue increase. Overland holidays increased revenues by 6%. The strongest growth, however, came once again from the cruise sector with a 14% increase.

Weaker growth in 2012

Looking ahead to next year, tour operators generally expect weaker growth after the record year of 2010/11. Winter bookings have started slowly, although the comparative figures from autumn 2010 were characterized by strong early sales. Medium-sized tour operators who disclosed their targets for next year are expecting to increase revenues by nearly 7% and customers by 5.5% on average.

Etihad brings fresh capital and new alliance for Air Berlin

Air Berlin has gained vital fresh capital, a new major shareholder and a new strategic partner in the form of Arabian carrier Etihad Airways. The Abu Dhabi-based carrier is buying a 29.2% stake in Germany's second-largest airline for €73 million and will also lend the cash-strapped company €196 million over the next five years. In exchange, the two airlines will link up their networks and Air Berlin will start feeder flights from Germany to Abu Dhabi for Etihad's intercontinental services to Asia and Australia. "The strategic partnership with Etihad Airways opens up enormous opportunities for the future of our company," CEO Hartmut Mehdorn declared. "This applies especially to future market development and the realisation of synergies. One of the key components of the new partnership is the launch of Air Berlin services to Abu Dhabi, which will become our new gateway to Asia and Australia. The agreement with Etihad Airways will also dramatically improve the global connectivity of our customers and throughout the GCC and Middle East." The headline-grabbing deal does not threaten Air Berlin's planned membership of the Oneworld alliance, however, he stressed.

² www.fw.com

Activities in 1. Quarter 2012

FTI Touristik, Germany awarded for Hawaii itinerary/package "Preserve Hawaii"

FTI Touristik is one of the key tour operators for Hawai'i due to an own 80 page dedicated Hawai'i brochure. In cooperation with Hawai'i Tourism Europe FTI Touristik recently added a new Hawai'i itinerary/package "Preserve Hawai'i" to their Hawai'i portfolio. This package is focusing on the local host culture and sustainable tourism in Hawai'i. The itinerary has been awarded end of 2011 with the "Sonntag-Aktuell-Tourism-Award". Sonntag-Aktuell is one of Germany's leading Sunday newspapers with a circ. of over 900,000. Sonntag-Aktuell gives this prestigious award once a year to a selected TO and destination. The Hawai'i itinerary/package was also featured on one page of Sonntag-Aktuell (USD 120,000).

Suchen & Buchen | FTI Weltweit | FTI Family | Themenreisen | gold by FTI

Preserve Hawaii

Helfen Sie das Paradies zu bewahren.

Das hawaiianische Inselreich ist die abgelegenste Inselgruppe der Welt endemische Pflanzen und Tiere entwickelt. Aber nicht nur die Natur Hawai'i politischer Seefahrer, die vermutlich aus Tahiti kamen, hat sich hier eine Höhepunkt in der Gründung des Königreichs Hawaii unter King Kamehameha Sprache ist heute noch lebendig, und die Kultur wird nicht nur in spektakuläre Action Karate Wettbewerbe, die auf Hawaii lebt, hatte die Idee, eine Plattform für um Menschen für die Idee „Preserve Hawaii“ gewinnen zu können, und zum Homepage erstellt, auf der alle Informationen hinterlegt sind: www.preserve-hawaii.com Weitere Informationen erhalten Sie per E-Mail: www@preserve-hawaii.de, 03 9892525-1021.

Warum erzählen wir Ihnen von diesem Projekt?
Wir von FTI bieten Reisen in dieses Paradies an und fühlen uns verpflichtet und Kultur zu unterstützen. Wir möchten an dieser Stelle einen Beitrag leisten herstellen.

Was habe ich als Kunde davon?
Sie als Kunde haben die Möglichkeit, mit Ihrer aktiven Hilfe Projekte zu unterstützen und andererseits aber auch hautnah Einblicke Strandüberwachungsaktionen über Seehund und Schilderenschutz bis hin zu Hängen des Haleakala auf Maui. So werden Sie die Natur und die Kultur an nicht möglich ist.

Eine Liste mit Adressen und Kontaktlisten von Organisationen, die am Programm teilnehmen erhalten Sie in unserer Nordamerika Reservierung (E-Mail: www@preserve-hawaii.de, Tel. 0892525-1021). Natürlich freuen wir uns, wenn Sie Ihre Unterkunft aus unserem Programm wählen. In den meisten Fällen, werden Sie auch einen Mietwagen benötigen, um zu Ihrem Einsatzort zu gelangen. Einige dieser Einsätze erfordern eine spezielle Ausrüstung (Wanderrucksack, Schnorchelausrüstung oder ähnliches). Sollte dieses der Fall sein, wird Ihnen das vor Anreise mitgeteilt. Einige der Einsätze erfordern auch ein gewisses Maß an körperlicher Fitness. Auf der Liste, die wir Ihnen zuschicken, ist jedem Einsatz ein Schwierigkeitsgrad von 1-5 (5 steht dabei für die größte Anstrengung) zugeordnet. So wird es Ihnen leichter fallen, den für Sie passenden Einsatz zu finden. Von einem Tag bis zu mehreren Wochen ist für jeden etwas dabei.

Wir empfehlen folgende Hotels für Ihren Aufenthalt

Big Island - Maui & Kauai		
Big Island - Royal Kona Resort ***** 1 Tag ab 42 € p.P.		Oahu - Honolulu 1 Übernachtung / DZ im Miramar at Waialeale Preis ab 46 € p.P.
Maui - Hotel Maui Coastal ***** 1 Tag ab 24 € p.P.		
Kauai - Aiea Waialeale Plantation Cottage ***** 1 Tag ab 97 € p.P.		

FTI: Einsatz für Tiere, Riffs und Nationalparks auf Hawaii

Wer auf Hawaii nicht nur Urlaub machen, sondern sich für die Insel engagieren will, findet dazu bei FTI im aktuellen Hawaii-Jahreskatalog ökologischer Veranstalter macht sich für die Initiative »Prek«, die von der dort lebenden Autorin Kirsten Whitley Unter dieser Dachorganisation sind rund 80 Projekte vereint. So können Urlauber aktiv am nachhaltigen Ihre Arbeitskraft einbringen und durch die Zusammenwirken einen neuen Blickwinkel auf das Naturparadies im aiealeka auf Maui. »Ich persönlich liebe die Wild Dolphin it Wolfgang Löffler, Hawaii-Produktmanager bei FTI. Aber rchen will, kann ein passendes Projekt finden. Im nächstbrigens der Besuch einer der Initiativen in eine Rundreit Löffler. Mehr zu den unterschiedlichen Projekten unter www.fti.org.

Service Hotline
Unsere Service-Mitarbeiter stehen Ihnen jeden Tag von 8-24 Uhr unter folgender Nummer zur Verfügung:
01805 - 38 45 00
0,34 €/Min. aus dem dt. Festnetz
max. 0,42 €/Min. aus dem Mobilfunk

Bon Voyage send Hawai'i Dedicated e-newsletter

North American Specialist operator Bon Voyage sent a Hawai'i dedicated newsletter to their consumer database of 120,000.

Heavenly Hawaii...

Bon Voyage TRAVEL & TOURS

Planning a dream trip to the tropical islands of **Hawaii** in 2012? Not sure which **islands** are best for you? Bon Voyage are the UK's leading specialist on holidays to Hawaii. Check out our **offers** for the coming months or call us to discuss your escape to this slice of paradise.

Call on 0800 980 7091 or **email Bon Voyage** to discuss your holiday.

Bon Voyage Travel and Tours (est. 1979)
16-18 Bellevue Road, Southampton SO15 2AY
Registered in England No 1484578

Activities in 1. Quarter 2012

Wedding Ideas Magazine, UK

Hawai'i Tourism Europe has teamed up with Wedding ideas Magazine again to provide an accommodation only honeymoon prize for their February issue. The Makena provided the prize worth £2,500. Wedding Ideas Magazine is one of the UK leading wedding magazines (circulation of 30,140, the website has 33,000 unique visitors a month, 205,000 page impressions per month and 10,000 Twitter followers. The article has a media value of USD 25,000.



British Sandwich Association team up with HTE and Hyatt again!

To celebrate the 200th anniversary of the sandwich, HTE has teamed up with the BSA to produce a yearlong running competition in collaboration with Hyatt. The British Sandwich Association represents all the major retailers in the UK as well as small sandwich shops and suppliers to the industry. They have around 1,500 corporate members, including major companies such as Greggs, Pret a Manger and Tesco. They have been organising British Sandwich Week for the last 15 years and get wide press coverage, generally reaching well over 30 million consumers in the UK. This year we expect between 50-100,000 entries

Activities in 1. Quarter 2012

Fantastic National Press Coverage in the UK

The Daily Mail featured a three page article written by Ryan Parry in the UK national newspaper with a circulation of 1,174,000 and a total media value of USD 538,189.



Thank you for reading the HTE Newsletter. Should you have any comments, suggestions or information please feel free to contact Rachel Booker (rbooker@aviareps.com) or Christine Klein (cklein@aviareps.com).

Mahalo!