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## NEWS RELEASE

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### HTA SURVEY SHOWS IMPACT OF 2011 PRO BOWL

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, through Market Trends Pacific Research, conducted a visitor research survey on the 2011 NFL Pro Bowl held at Aloha Stadium on January 30.

“Visitor spending and state tax collections due to the Pro Bowl were on par with previous years. Although there was a decrease in the number of visitors who came specifically for the game, the results show an increase in average length of stay and state tax revenue collection,” said Mike McCartney, president and CEO of HTA. “We were also very pleased with the increase in viewership this year. This is especially meaningful because the television exposure is probably one of the most powerful benefits of the Pro Bowl to Hawai'i. Viewers are seeing beautiful images of Hawai'i during the middle of winter on the mainland, and we know that it helps influence their decision to come to our islands in the near future.”

The following is a summary of the findings:

- This year, there were 49,311 (49,958 in 2009) spectators at the Pro Bowl game, of which 21,204 (24,230 in 2009) were visitors. Of the 21,204 visitors, 17,048 came specifically to Hawai'i to attend the NFL Pro Bowl, down 7.8 percent from 2009.
- Visitors who came specifically to attend the Pro Bowl accounted for \$28.15 million (\$28.6 million in 2009) in visitor spending and generated \$3.07 million (\$2.9 million in 2009) in state taxes.
- The average length of stay for visitors to the Pro Bowl was 10.75 days, up from 9.08 days in 2009.
- The Nielsen national rating for the Pro Bowl was 7.7 in 2011, which represents a 42.6 percent increase from 2009.
- Eighty-six (86) percent of visitors at the Pro Bowl made the decision to attend the Pro Bowl prior to arrival in Hawai'i, compared to 85 percent in 2009. This indicates that, for a large majority of fans, the Pro Bowl is a planned vacation activity.

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February 4, 2011

Page 2

- Eighty-nine (89) percent (up from 84 percent in 2009) of visitors to the Pro Bowl participated in or planned to participate in activities such as golf, tennis, biking, swimming, fishing, etc. while in Hawai‘i. Eighty (80) percent (compared to 75 percent in 2009) visited or planned to visit attractions such as Pearl Harbor, Diamond Head, Polynesian Cultural Center, Sea Life Park, and Waimea Valley while in Hawai‘i.

The Hawai‘i Tourism Authority was created in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai‘i tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information on the HTA, please visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org).

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