



Hawaii Airports: Pacific Gateway to the United States

International Tourism Development is Vital to Hawaii

- ❑ Hawaii is developing international tourism to protect and expand its economic base.
- ❑ Tourism revenues contributed \$9.2 billion to Hawaii's economy in 1988 with international tourism generating \$4.2 billion.
- ❑ As air access increased between Hawaii and the U.S. mainland in the 1980s, tourism revenues grew more than threefold; the same trend is occurring with international tourism.
- ❑ Hawaii is the favored destination for many international travelers but air routes from foreign countries are limited.
- ❑ International tourism provides cultural and social exchanges necessary to Hawaii in diversifying its economy.

Hawaii's Role as a Gateway

- ❑ With a population of one million people, Hawaii's statewide airport system served nearly 32 million people in 1988.
- ❑ Honolulu International Airport provides 47,000 jobs and contributes \$2.5 billion to the state's economy.
- ❑ Honolulu International Airport was the gateway to the U.S. for three million international visitors last year.
- ❑ Hawaii is the favored destination of Japan's "10 Million Program" and half of all Japanese travelers to the U.S. use Hawaii as their gateway.
- ❑ This trend is projected to continue with a 45% increase in Japanese visitors to Hawaii by 1992.
- ❑ Hawaii's favored destination status is being eroded by long waits upon arrival at Honolulu International Airport; competitive destinations in the Pacific, Asia and Europe are benefitting.

Factors in Hawaii's Development of International Tourism

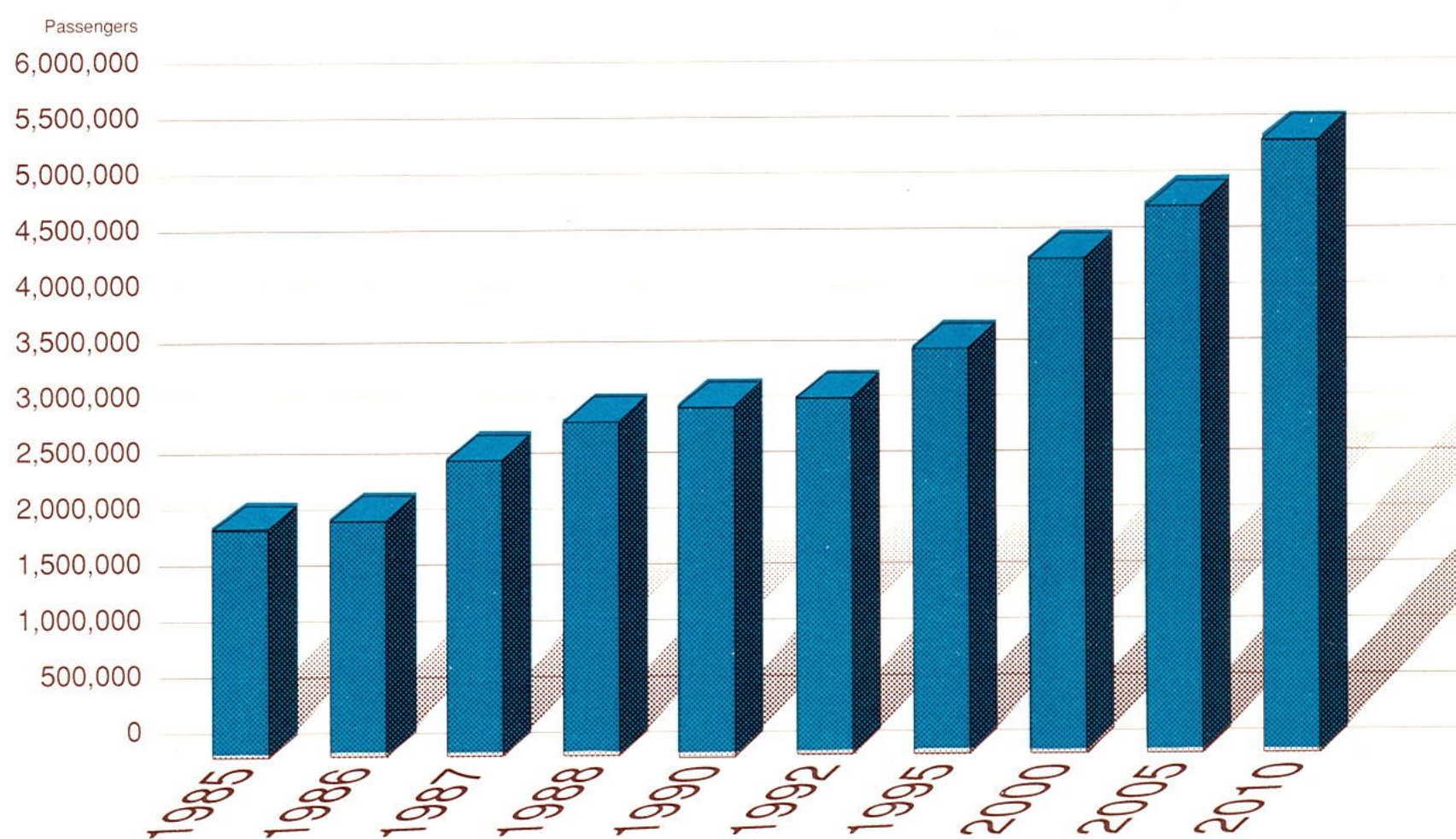
- ❑ One additional route, established between Hawaii and Japan, served by a carrier from each country, would generate more than \$1 billion to the U.S. economy.
- ❑ Future air rights negotiations must weigh the economic needs of communities such as Hawaii.
- ❑ Air rights negotiations between Japan and the U.S. continue to falter; the lack of available seats between Hawaii and Japan diverts Japanese travelers to foreign destinations.
- ❑ The Congressional guideline to process international travelers through Immigration and Customs within 45 minutes must be met if Hawaii is to maintain its favored destination status.
- ❑ Special attention by the federal agencies is needed to ensure efficient and courteous inspections.
- ❑ Tourism revenues must be accurately measured and reported so that a higher priority is placed on passenger facilitation.

Hawaii's Action Plan

Acting to diversify the economy, Governor Waihee established the Task Force on International Aviation to bring Hawaii's concerns to the attention of Congress and federal agencies. Hawaii is:

- ❑ Pursuing charters and scheduled service from Europe and other international locations.
- ❑ Investing more than \$800 million to expand and update the airport system within the State of Hawaii.
- ❑ Building a new International Terminal at Honolulu International Airport to handle the increase in passengers.
- ❑ Expanding the Neighbor Island Airports on Maui, Kauai, and Hawaii to receive direct flights from international cities.
- ❑ Completed interim improvements at Honolulu International Airport by expanding the Customs inspection area by 20%; increasing Immigration inspector stations by 40% and by adding international passenger coordinators to expedite the passenger flow.

International Passengers Entering the U.S. Through Hawaii



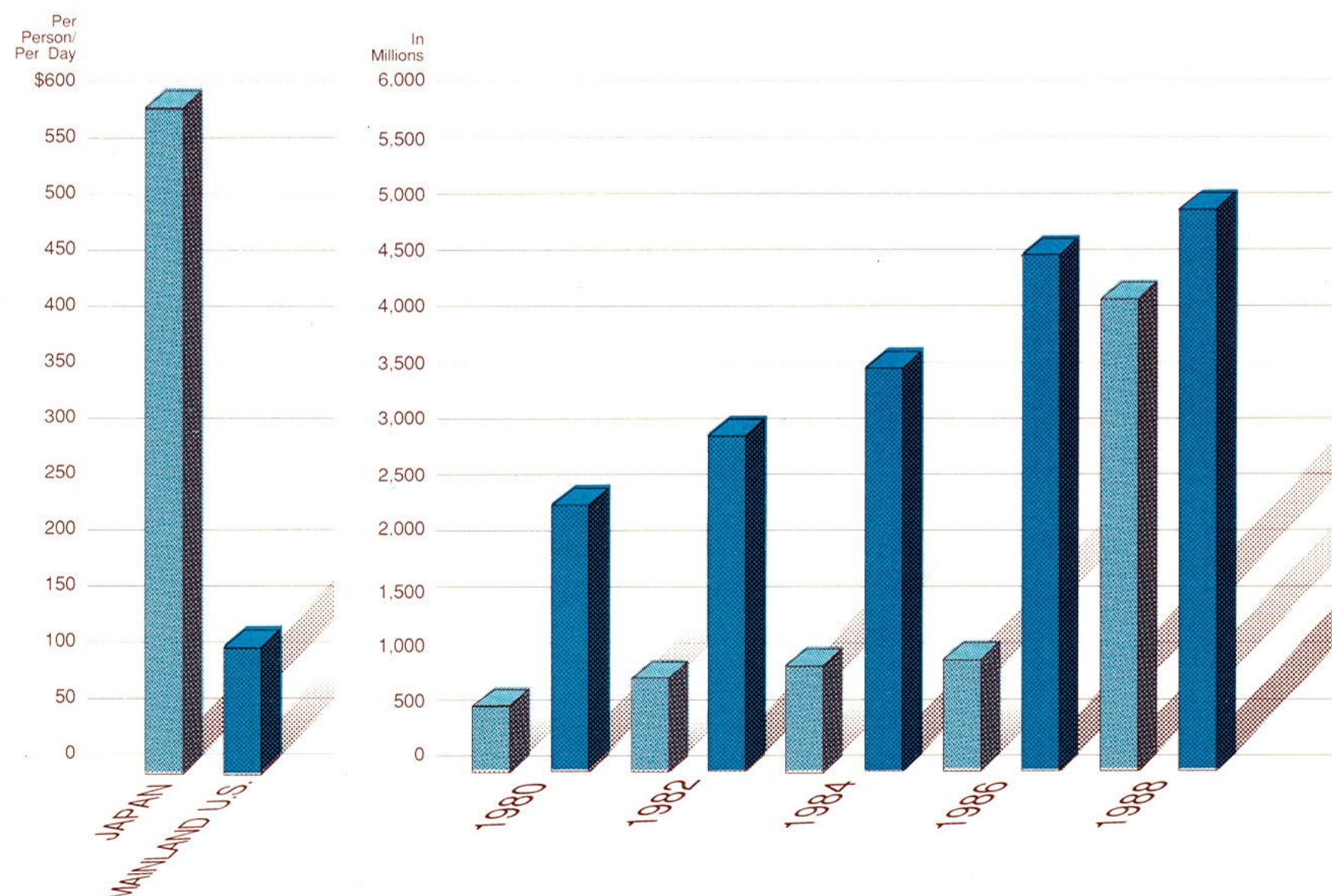
How the USTTA and the Tourism Policy Council Can Help

- ❑ Encourage the active participation of the Department of Commerce in air rights negotiation to fully develop the economic potential of international tourism.
- ❑ Request Congress to assure federal agencies meet the Congressional guideline to process international passengers within 45 minutes of arrival.
- ❑ Develop a mechanism, as specified in the Omnibus Trade and Competitiveness Act of 1988, that will accurately report tourism revenues in an international economic data system.
- ❑ Consider the significance of international air routes, gateway processing and international tourism revenues in any revision of the National Tourism Act of 1981.

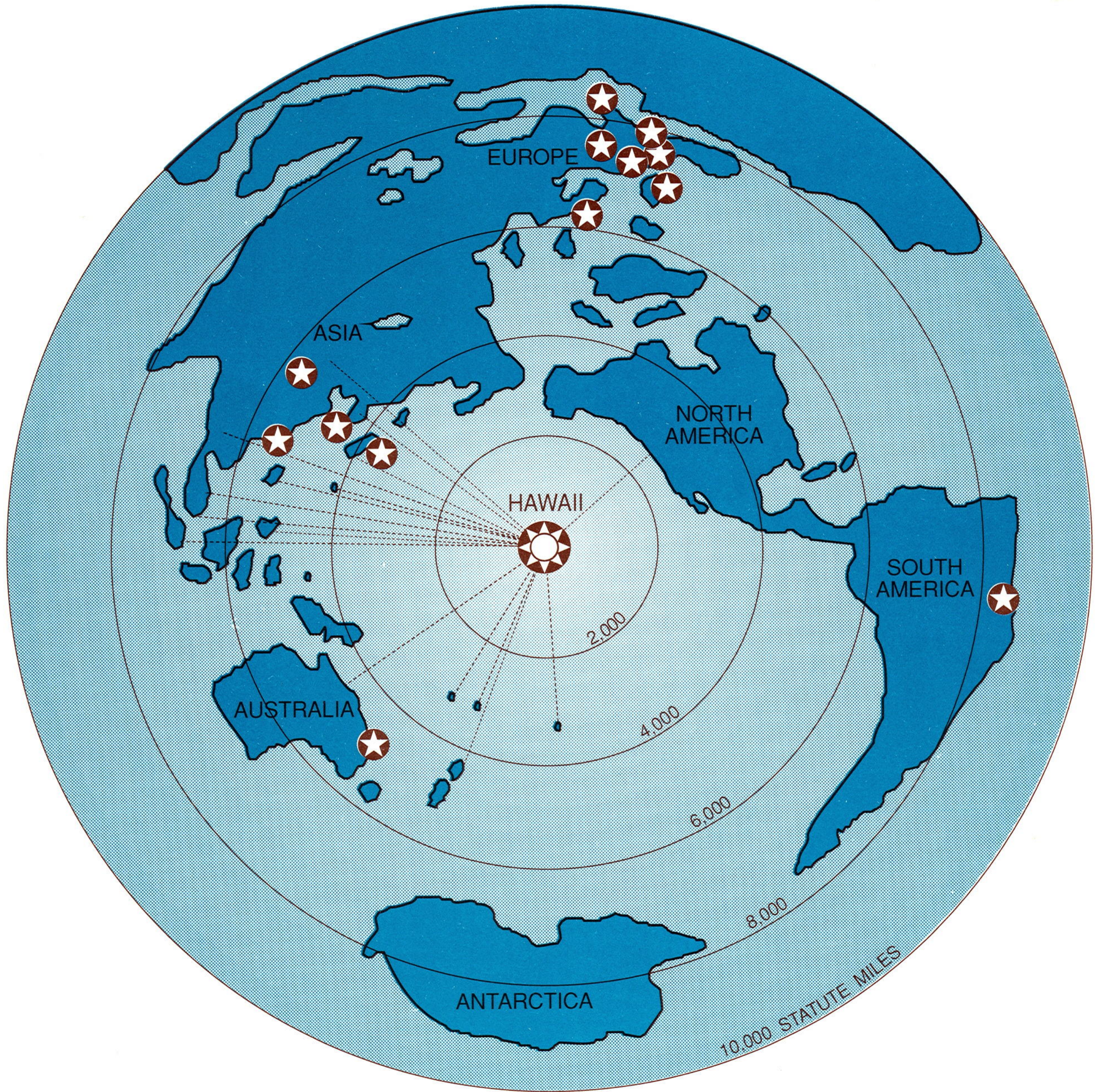
For Additional Information

- ❑ Contact the State of Hawaii, Governor's Task Force on International Aviation, Department of Transportation, 869 Punchbowl Street, Honolulu, Hawaii 96813, (808) 548-4711.

Visitor Expenditures in Hawaii



Hawaii Needs Expanded Access Through New International Routes



- Legend:
- ★ Additional Air Routes Needed
 - Existing International Routes to Hawaii