

# HAWAII TRAVEL EXCHANGE 2011 EVENT WRAP UP

## About Hawaii Travel Exchange

Presented by *Travel Agent* and *Luxury Travel Advisor* magazines, along with partner Hawaii Visitors & Convention Bureau, Hawaii Travel Exchange brings together 150 pre-qualified, fully-hosted travel agents with Hawaiian suppliers for pre-scheduled one-to-one appointments, exclusive networking opportunities, onsite property inspections and educational sessions.



100%

said the event met or exceeded their expectations!

100%

reported that they were satisfied with the travel agents in attendance.

77%

rated the quality of attending travel agents as great or excellent.

89%

formed new leads as a result of participating in Hawaii Travel Exchange.

93%

are interested in exhibiting at Hawaii Travel Exchange again in 2012.

## Hawaii Travel Exchange Exhibitors

Exhibitor categories include hotels and resorts, spas, destinations, tour operators, transportation companies and airlines servicing the Hawaiian islands.

## Exhibitor Feedback

“

The one-to-one appointments were excellent. They provided me with the opportunity to uncover great potential and new business for my company that I may have otherwise never known about. Thanks Hawaii Travel Exchange - great job.”

Dave Ryan, Classic Vacations

“

Hawaii Travel Exchange is a great opportunity for our company to unveil our new products to a high quality group of travel agents.”

Dan Bayne, Aqua Hotels & Resorts

**The average exhibitor is likely to book business with a travel agent they met at the event within one to three months of Hawaii Travel Exchange.**

## Hawaii Travel Exchange Attendees

Travel agent delegates were pre-qualified through a strict vetting process, including confirmation of their booking history and supplier references by the Travel Agent Relations Director. This qualification process begins six or more months before the event and qualifies only the top travel agents for the event.

## Travel Agent Feedback

“

As a 33-year veteran agent I cannot believe all of the valuable information I came away with from Hawaii Travel Exchange. I attended the event anticipating great updates on hotels and activities on the islands, but what I did not anticipate was the fact that this event changed how I sell Hawaii. I no longer view the islands strictly as fun/sun destinations. Rather, I now recommend Hawaii as a multi-faceted destination, rich in history, culture and vacation opportunities for just about every kind of traveler. What a great event! I was so fortunate to have been selected to participate. Thank you Hawaii Travel Exchange!”

Lynda McHenry, Willamette Tours and Cruises

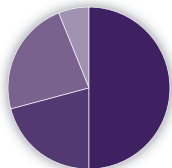
“

I wanted to take a moment to thank you for putting together an awesome Hawaii Travel Exchange! I learned so much and brought back so much information to pass on to my clients. Also, thank you for all of your hard work in making it such a success! The site inspections, one-on-one sessions, accommodations, dinner receptions, etc. were wonderful.”

Jill Johansen, KB's Travel

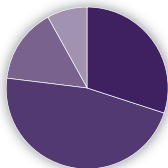


# HAWAII TRAVEL EXCHANGE ATTENDEE SNAPSHOT



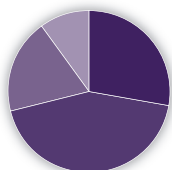
## Current job title:

■ Frontline Travel Agent	50%
■ Owner/President	21%
■ Independent Contractor	23%
■ Manager	6%



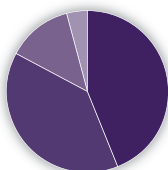
## Percentage amount of revenue booked annually for Hawaii:

■ 0-25%	30%
■ 26-50%	47%
■ 51-75%	15%
■ 76-100%	8%



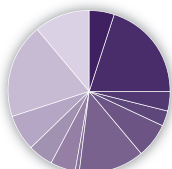
## Annual value of personal bookings from all travel-related sources:

■ Less than \$500,000	25%
■ \$500,000 to \$999,999	39%
■ \$1,000,000 to \$1,499,999	17%
■ \$1,500,000+	9%



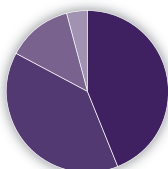
## Percentage amount of revenue booked annually for Mexico:

■ 0-25%	47%
■ 26-50%	36%
■ 51-75%	13%
■ 76-100%	4%



## Membership in a consortia/agency chain:

■ AAA	5%
■ American Express	20%
■ Ensemble	4%
■ Nest	3%
■ Other	7%
■ Signature	13%
■ The Affluent Traveler	1%
■ Travel Leaders	5%
■ Travelsavers	5%
■ Unaffiliated	7%
■ Vacation.com	19%
■ Virtuoso	11%



## Percentage amount of revenue booked annually for the Caribbean:

■ 0-25%	44%
■ 26-50%	39%
■ 51-75%	13%
■ 76-100%	4%

Contact me today to receive information about

## Hawaii Travel Exchange 2012!

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