

Diamond Head, landmark and veritable trade-mark of Hawaiian travel, is seen from the grounds of one of Waikiki's hotels. Hawaii Visitors Bureau photo.



HAWAII shoots for \$100,000,000

By Stewart E. Fern

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Hawaii, a group of island-resort vacationlands based primarily on agricultural economies of sugar and pineapple, formed a promotion committee in 1902 and every year since then, with some governmental help but mostly subscriptions of businessmen, has increased its activity in travel promotion. During the early part of the century, the Bureau had less than \$10,000 a year of government money. In 1949 the Bureau will request \$500,000 as a biennium appropriation.

At present 1,000 business organizations in the city of Honolulu, 268 on the island of Hawaii, and groups on the three other major tourist islands are members of the Hawaii Visitors Bureau.

Today the Bureau is staffed by 11 full-time employees, maintains an elaborate office in the heart of downtown Honolulu's financial section, a second office on the island of Hawaii, and is developing a Waikiki branch information center for Hawaii's visitors.

The Bureau's new program hopes to supersede the "Waikiki only" conception of visitors of former years and will concentrate on the development of year-around tourist trade for all Hawaii. These plans are strongly implemented by air service now being offered by Pan American World Airways, United Air Lines, and Northwest Airlines. Thus a concerted drive can be made for the 2-week, middle-income vacationer who must spend his vacation close at hand or in an area easily accessible by high-speed transportation.

Heading up the Bureau is Executive Director Mark Egan, formerly vice president of the Cleveland Con-

vention and Visitors Bureau and special lecturer in Cornell University's department of hotel administration. Egan brings to Hawaii a fresh mainland slant on travel development.

The territorial Visitors Bureau committee is shooting for \$100,000,000 a year from the tourist trade. This total is comparable to today's total income from sugar crops. With full cooperation and a subsidy from the legislature next spring and a hearty response from the dollar-for-dollar matching business interests of the Territory, the Hawaii Visitors Bureau expects through promotion, advertising, and tourist developments to achieve this total at least by 1952.

