

## 'Āpana (Niche) Media Newsletter Story Ideas from The Islands of Aloha August 2007

*Aloha!* The Hawai'i Visitors and Convention Bureau's public relations team is pleased to offer the following story ideas covering topics in key niche market segments. If you would like to receive more information about a particular story suggestion, please contact the appropriate niche manager noted in each section. We'll be glad to assist you in completing your story. *Mahalo.*

### ARTS & CULTURE

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#### Hawaiian Fishponds

Aquaculture dates back to the ancient Hawaiians when they formed *loko i'a*, fishponds, by building rock walls across water inlets on the ocean shores. The fishponds were built so reef fishes and other marine life make their way as young fry into the ponds through a makaha (sluice gate). While feeding in the algae-rich waters, the fishes grew too large to swim back out to the ocean. Today, the tradition continues as visitors and residents are helping to preserve these ancient sites. Below is a list of few notable fishponds on each island:

- ◆ Kaua'i – 'Alekoko Fishpond (Hulē'ia National Wildlife Refuge)
- ◆ O'ahu – He'eia Fishpond and Waikalua Loko Fishpond (both in Kāne'ohe)
- ◆ Maui – Ko'ie'ie Fishpond (Kīhei)
- ◆ Hawai'i's Big Island – Kalāhuipua'a Fishpond (Mauna Lani Resort) and Kaloko Fishpond (Kaloko-Honokōhau National Historical Park)

#### Music of Iz Sweeping the Nation

While revered in Hawai'i, Israel Kamakawiwo'ole's, widely known as IZ, influence on the world came later as he was one of the musicians that helped bring Hawaiian music mainstream. Through his intimate vocals and 'ukulele skills, his songs have touched the world through commercials, television shows, such as "ER" and "Las Vegas," and movies, such as "50 First Dates" and "Meet Joe Black." Honoring the 10<sup>th</sup> anniversary of his death, Mountain Apple Company, a Hawai'i-based record company, recently released IZ's second album, "Wonderful World," a compilation of his best work which includes his famous recording of "Over The Rainbow/What A Wonderful World." For more information, visit [MountainAppleCompany.com](http://MountainAppleCompany.com).

## CUISINE

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### **Hāmākua Coast – New Food Mecca**

With favorable weather and farming conditions, Hāmākua Coast on Hawai'i's Big Island has become today a more diversified agriculture area than ever before. Many local chefs and restaurants are infusing their menus with products that originate from the Hāmākua area. From mushrooms to vanilla, visitors are able to dine on such dishes as Hawaii Island Goat Cheese Souffle or Hamakua Alii Oyster Mushroom Risotto. Some of these farms welcome visitors and provide tours and luncheons as well.

- ◆ Hamakua Heritage Farm ([HHFHawaii.com](http://HHFHawaii.com))
- ◆ Hawaii Island Goat Dairy ([HawaiiIslandGoatDairy.com](http://HawaiiIslandGoatDairy.com))
- ◆ Hawaiian Vanilla Company ([HawaiianVanilla.com](http://HawaiianVanilla.com))

### **Indulge in Hawai'i's Local 'Grindz'**

Hawai'i is a melting pot of people, culture, and food. From the first arrival of Polynesians to the old plantations days, people from all corners of the world have brought their favorite regional cuisine to Hawai'i. Over the years, these dishes have evolved and Hawai'i's residents have become accustomed to their unique tastes and aromas. Nothing is considered 'good eats' until one indulges in Hawai'i's local 'grindz' such as poke (cubed raw fish mixed with various condiments such as green onions, sesame oil, limu seaweed, etc.), malasadas (Portugese doughnuts), plate lunch (two scoops of white rice, macaroni salad, and protein such as teriyaki beef or fried chicken), and SPAM musubi (a handful of rice and slice of SPAM held together with nori) to name a few. Be a bit adventurous and find out what all the locals are raving about.

## ECO-TOURISM/SOFT ADVENTURE

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### **Eco-Tours For A Cause**

Several non-profit organizations in Hawai'i offer periodic guided nature hikes to aid in the awareness and education of their cause. Visitors are invited to participate in an enjoyable learning experience while helping to support them. Check out these eco-tours with a cause:

- ◆ Hawai'i Nature Center – On O'ahu, the center facilitates hands-on environmental education and offers periodic guided nature hikes. Their Maui facility in 'Īao Valley houses an Interactive Nature Museum and conducts a guided Rainforest Walk that is an information-filled adventure into this historic location. [HawaiiNatureCenter.org](http://HawaiiNatureCenter.org)

- ◆ Nature Conservancy of Hawai‘i – Dedicated to the preservation of natural communities in Hawai‘i, the organization offers guided hikes of the Honouliuli Preserve on O‘ahu, home to more than 90 endangered plant and animal species, and the Mo‘omomi Preserve on Moloka‘i, where linear sand dunes a mile long harbor rare coastal native grasses and shrubs. [Nature.Org/Hawaii](http://Nature.Org/Hawaii)

### **Hawaiian Rainforests**

Did you know that the only tropical rainforests in the 50 United States are in Hawai‘i? Tropical rainforests, generally found near the equator, flourish in regions of year-round warmth and high rainfall. With eco-tourism in Hawai‘i increasing in focus and popularity, what better way to experience the unique flora and fauna of a Hawaiian rainforest than to take advantage of one of the many nature hiking tours offered on each island? Check out these offerings for a unique and exhilarating learning experience:

- ◆ Kauai Eco Tours – Along a trail that is extensively covered by a rainforest canopy of indigenous trees, the Kuilau Trail Hike provides an emphasis on plants, birds, geology, and ancient history. [KauaiEco-Tours.com](http://KauaiEco-Tours.com)
- ◆ Oahu Nature Tours – The Hawaiian Waterfall Hiking Adventure traverses into the lush Ko‘olau Mountains, observing Hawaiian rainforest plants and birds and includes a visit to a secluded waterfall. [OahuNatureTours.com](http://OahuNatureTours.com)
- ◆ Maui Eco-ADVENTURES – Offered daily, the Rainforest Waterfall Hike utilizes a jungle canopy-covered trail stretching along a meandering streambed, past terraced taro fields and culminating at a waterfall pool. [EcoMaui.com](http://EcoMaui.com)
- ◆ Hawaiian Walkways (Hawai‘i’s Big Island) – The Waipi‘o Waterfall Adventure passes through native and exotic forests to waterfall pools, and affording breathtaking views of the majestic Waipi‘o Valley. [HawaiianWalkways.com](http://HawaiianWalkways.com)

### **FAMILY**

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### **Supernatural Hawai‘i**

Are you afraid of the dark? Hawai‘i’s culture is well known for supernatural phenomenon and is filled with superstitions and legends from long ago that are still very much “alive” today. O‘ahu alone is said to be one of the most haunted islands in the world, with many areas known for events and supernatural activity sure to give ‘chicken skin’ (goosebumps). Oahu Ghost Tours offers three hair-raising tours where you can explore *obake* (ghosts) and the spiritual world while experiencing the local culture and local beliefs. If you’re too chicken to experience the real thing, read up on Hawai‘i ghost stories in “Obake Files” or “Chicken Skin” book series by the legendary Hawaiian historian and author Glen Grant. For more information, visit [OahuGhostTours.com](http://OahuGhostTours.com).

### **Hawai‘i and the Stars**

Plan a trip to the stars while vacationing in Hawai‘i. Hawai‘i’s Big Island offers visitors and locals alike the opportunity to explore space from the comfort of the island. Adults and children will venture from the norm of the beach and sand while learning and discovering all that space has to offer.

- ◆ Imiloa Astronomy Center of Hawai‘i – Venture through 40,000 square-foot astronomy center which was created to recognize the connections between Hawai‘i’s rich culture and the groundbreaking research conducted at Mauna Kea’s summit. The exhibit and planetarium are open Tuesday through Sunday complete with a Café lunch stop. [ImiloaHawaii.org](http://ImiloaHawaii.org)
- ◆ Onizuka Center for International Astronomy – At the 9,000-foot level on Mauna Kea, visitors can learn about the mountain, the telescopes at the Mauna Kea Observatory, and the Universe. Besides souvenirs at the gift shop, a great memorable souvenir would be having the chance to view the stars after dark through their portable telescopes at the Visitor Information Station. [IFA.Hawaii.edu/mko](http://IFA.Hawaii.edu/mko)
- ◆ Astronaut Ellison S. Onizuka Space Center – This space center is dedicated to Hawai‘i’s first astronaut who was aboard the ill-fated Challenger Mission in 1986. The center features space exhibitions, interactive displays and more at the Kona International Airport at Keāhole. [HawaiiMuseums.org](http://HawaiiMuseums.org)

### **GOLF AND SPORTS**

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#### **Confirmed: Hawai‘i Top U.S. Golf Resort Destination**

If you had any doubts about the quality of golf courses and resorts found throughout Hawai‘i, a recent survey in *Golf Magazine* should convince you to book that golf vacation to the 50<sup>th</sup> state. In the magazines exclusive list of “Gold Medal Resorts,” seven of the top 25 on the list are found here in Hawai‘i. The next closest state – California – has three on the list. Pretty impressive when you consider the competition which includes golf meccas such as Arizona, Oregon, and Florida. The Hawai‘i courses named are the Four Seasons Resort Hualālai at Ka‘ūpūlehu (Hawai‘i’s Big Island), Four Seasons Resort Lāna‘i at Manele Bay, Four Seasons Resort Lāna‘i, The Lodge at Koele, Grand Wailea Resort (Maui), Kauai Marriott Resort and Beach Club, Mauna Lani Resort (Hawai‘i’s Big Island), and Princeville Resort (Kaua‘i). For more information about these resorts and golf in Hawai‘i, visit [GoHawaii.com/Golf](http://GoHawaii.com/Golf).

### **Another Opportunity To Check Out The Ladies On Maui**

Despite the departure of the PGA Grand Slam of Golf on Kaua‘i, Hawai‘i welcomed another event to its annual calendar of professional golf tournaments. The LPGA recently announced it is adding a third Hawai‘i tour event – The Kapalua LPGA Classic – scheduled for October 2008 on The Bay Course at Kapalua Resort on Maui. The 72-hole event featuring a \$1.5 million purse will be an official annual stop on the LPGA schedule. The Kapalua LPGA Classic joins seven other PGA, Champions, and LPGA tour events in Hawai‘i in 2008:

- ◆ The Mercedes-Benz Championship (The Plantation Course, Kapalua Resort, Maui) - December 31, 2007 – January 6, 2008
- ◆ Sony Open in Hawaii (Waialae Country Club, O‘ahu) - January 7-13, 2008
- ◆ Wendy’s Champions Skins Game (The Gold Course, Wailea, Maui) - January TBD
- ◆ MasterCard Championship (Hualālai Golf Club, Hawai‘i’s Big Island) - January 15-20, 2008
- ◆ Turtle Bay Championship (The Palmer Course, O‘ahu) - January 22-27, 2008
- ◆ SBS Open at Turtle Bay (The Palmer Course, O‘ahu) - February 11-16, 2008
- ◆ Field Open in Hawaii (Ko Olina Golf Club, O‘ahu) - February 18-23, 2008

## **HEALTH AND WELLNESS**

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### **Girls Just Want To Have Fun!**

From bachelorette getaways to mother-daughter vacations or “just because,” girlfriend getaways are becoming more popular noted a recent AAA report. Hawai‘i provides the perfect combination of sun, sand, fabulous shopping and extraordinary cuisine, as well as exciting activities that will keep a group of girlfriends active, engaged, and having fun. Each island offers different accommodations and experiences that will satisfy any girl’s needs. From Kona Village Resort’s Adventure package ([KonaVillage.com](http://KonaVillage.com)) with activity options such as massage, hula or diving lessons, to the W Honolulu’s Wonder Woman package ([StarwoodHotels.com/WHotels](http://StarwoodHotels.com/WHotels)) created in conjunction with Bobbi Brown cosmetics, which includes a gift pack of beauty aids and other gifts with rates starting at \$335. Activities, nightlife, and relaxation are just some of the reasons that choosing Hawai‘i is the perfect idea for an all girl-getaway.

**Travel Right: Recover Or Enhance Your Health In Hawai'i**

A beautiful destination unto itself, Hawai'i provides visitors with many forms of health-conscious programs to reinvigorate the body. Below is a listing of a few healthy alternatives and rejuvenating activities:

- ◆ For an organic and health oriented experience, The Studio Maui, located on the North Shore of Maui, offers classes in yoga, dance and other movement forms for celebration, healing, rejuvenation, relaxation and vibrant health. Visitors can sign up for a class or design a personalized program tailored to the individual's needs and budget. [TheStudioMaui.com](http://TheStudioMaui.com)
- ◆ On O'ahu, JW Marriott Ihilani Resort & Spa at Ko Olina announced that they now provide allergy-friendly guest rooms using the PURE™ system. Additionally, all meeting facilities and their renown, Ihilani Spa, will also be converted to this system. The spa will be the first spa facility in the United States to be entirely allergy-friendly. [Ihilani.com](http://Ihilani.com)
- ◆ Moloka'i also offers visitors a truly unique opportunity to experience at Hui Ho'olana. Located on 100 acres, Hui Ho'olana incorporates island tradition with creativity and the arts and shares this with visitors through health and wellness workshops on topics such as dance, poetry, breathing, and music. [HuiHo.org](http://HuiHo.org)

**SPECIAL NOTE TO MEDIA**

Hawaiian Diacritical Markings:

The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of diacritical markings (e.g. glottal stop [ʻ], macron [ā] in place names of Hawai'i such as Lānaʻi). However, HVCB respects the individual use of these markings for names of organizations and businesses.

If you are currently working on a Hawai'i feature for 2007 and are interested in travel assistance, please contact the following niche managers about these subjects:

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