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## 'Āpana (Niche) Media Newsletter Story Ideas from The Islands of Aloha January/February 2009

*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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*Contact: Michael Ni, Michael.Ni@MWC-Anthology.com or 808-539-3409*

#### **Put A Little "Shaka" In Your Hawai'i Vacation**

It was one of the first things that President-Elect Barack Obama did when he arrived in Hawai'i. Local residents do it when they're driving or hanging out with friends. It's the common gesture that's known as the "shaka" sign. Throughout the generations, various stories have been told to explain the origins of the shaka sign, with some dating back to the plantation days in Hawai'i. The meaning can differ from one local to another; however, it remains a gesture of thanks, understanding, and the aloha spirit of Hawai'i.

#### **How to "Shaka"**

- ◆ Extend the thumb and pinky finger.
- ◆ Keep the three middle fingers (index, middle, and ring) curled.
- ◆ Face the back of the hand towards the person that is being greeted.
- ◆ Give a little shake with a smile.

### GOLF AND SPORTS

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*Contact: Nathan Kam, Nathan.Kam@MWC-Anthology.com or 808-539-3471*

#### **Golf's Elite Will Be Vacationing in Hawai'i This Month!**

January signals the start of a new season on the PGA, Champions, and LPGA tours and Hawai'i is the place to be to find golf's elite taking just a little more time off for R&R before the full field events get underway. Can you blame them? After all, it will be a modest 80 degrees here in the Hawaiian Islands, and as the rest of the country keeps warm while escaping the cold, the pros will be teeing it up for some serious money to get the 2009 season started.

In the month of January alone there are four tournaments starting with the PGA’s Mercedes-Benz Championship at The Plantation Course at Kapalua Resort (Jan. 5-11). The tour moves to O’ahu the next week for the Sony Open in Hawaii at Waialae Country Club (Jan. 12-18). Then it’s the Champions Tour’s turn to tee off with the Wendy’s Champions Skins Game at Kā’anapali Golf Resort (Jan. 17-18), followed by a trip to Hawai’i’s Big Island for the new Mitsubishi Electric Championship at Hualalai Golf Club (Jan. 19-25).

In February, the LPGA kicks-off its season on O’ahu with the SBS Open at Turtle Bay Golf Club (Feb. 9-14). Then later in the year, the Kapalua Classic at The Bay Course at Kapalua Resort will hold its second annual event (Oct. 12-18).

They don’t call Hawai’i the ultimate golf vacation destination for nothing and visitors will certainly find plenty of it at the start of the new year.

## CUISINE

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Contact: Michael Ni, Michael.Ni@MWC-Anthology.com or 808-539-3409

### **Hawaiian Lunch Plate**

To really experience Hawai’i and its pan-Asian influence, indulge in what is locally known as a “plate lunch.” This affordable meal consists of two scoops of white rice, a scoop of macaroni salad, and a main entrée usually a protein. Choose a Japanese chicken katsu plate or try the local version of hamburger steak. While the dish may sound a bit rustic and unhealthy, gourmet plate lunches are becoming the norm with local chefs tweaking recipes and focusing on fresh local ingredients. Nowadays, white rice is being switched out with brown rice, macaroni salad replaced by locally grown greens, and more grilled entrée options to choose from. Enjoy the local cuisine one bite at a time.

## ECO-TOURISM/SOFT ADVENTURE

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Contact: Karl Nakagawa, Karl.Nakagawa@MWC-Anthology.com or 808-441-9710

### **Hawai’i’s Best Swimming and Snorkeling Beaches**

Hawai’i has some of the best and most famous beaches in the world, including O’ahu’s iconic Waikīkī Beach. Some are only accessible by helicopter or watercraft, while others literally disappear under the high winter surf on the islands’ north shores. But which beaches are the best for swimming and snorkeling?

- ◆ Kaua’i – Hanalei Bay Beach, with a nearly perfect semi-circle of white sand and breath-taking backdrop of waterfalls and mountain peaks, is one of Kaua’i’s most scenic swimming beach. Kē’ē Beach Park, with an offshore reef lagoon teeming with colorful fish, is a favorite snorkeling site. [KauaiDiscovery.com](http://KauaiDiscovery.com)
- ◆ O’ahu – Lanikai Beach, with a clean, wide white sand beach and crystal clear water, is considered by many among the top swimming beaches in Hawai’i. Hanauma Bay is the most famous of Hawai’i’s snorkeling beaches and one of the best in the world, due to its high fish population. [Visit-Oahu.com](http://Visit-Oahu.com)

- ◆ Lāna‘i – Hulopo‘e Beach, with an expanse of golden sand and deep blue waters, has earned the title as one of America’s best beaches. Clear waters and a variety of marine life make it ideal for swimming and snorkeling. [GoHawaii.com/Lanai](http://GoHawaii.com/Lanai)
- ◆ Moloka‘i – Pāpōhaku Beach is billed as Hawai‘i’s largest white sand beach, and with very little foot traffic there’s plenty of space to spread out, as well as enjoy the excellent swimming and snorkeling conditions. [GoHawaii.com/Molokai](http://GoHawaii.com/Molokai)
- ◆ Maui – Kā’anapali Beach, Maui’s signature beach, is a swimmer’s paradise with miles of white sand and easy access to beachfront hotels, shopping and dining. Black Rock Beach at the northern end of Kā’anapali Beach, with an abundance of coral and tropical fish, is an excellent spot for snorkeling. [VisitMaui.com](http://VisitMaui.com)
- ◆ Hawai‘i’s Big Island – Hāpuna Beach State Park, with white sands and clean, clear water has earned the reputation as one of Hawai‘i’s finest swimming beaches. Kahalu‘u Beach Park, a tiny sheltered cove with a large tame fish population and shallow, calm water, is renowned for its excellent snorkeling. [BigIsland.org](http://BigIsland.org)

## FAMILY

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### The Whales Return

Humpback whales are being spotted in Hawai‘i’s warm waters as the whale watching season is in full force around the islands, which typically runs from November through May. While the whales are here, visitors can enjoy the impressive acrobatic displays of these large mammals from the sea or from the shore. Besides the various whale watching tours available, humpback whales may be spotted from just about any beach park around the state with the right timing and with some patience. Make a family day out of the activity and see how many you can find. Recommended by NOAA, below is list of state parks that provide the best view of whales from the shore.

#### Kaua‘i

- ◆ Ahukini State Recreation Pier
- ◆ Hā‘ena State Park
- ◆ Nāpali Coast State Park
- ◆ Waimea State Recreation Pier

#### O‘ahu

- ◆ Hanauma Bay State Underwater Park
- ◆ Ka‘ena Point State Park
- ◆ Kaka‘ako Waterfront
- ◆ Kewalo Basin
- ◆ Lā‘ie Point State Wayside

#### O‘ahu continued

- ◆ Makapu‘u Point State Wayside
- ◆ Mālaekahana State Recreation Area
- ◆ Pu‘u O Mahuka Heiau State Monument

#### Maui

- ◆ Mākena State Park

#### Hawai‘i’s Big Island

- ◆ Hāpuna Beach State Recreation Area
- ◆ Kekaha Kai State Park
- ◆ Old Kona Airport State Recreation Area

## HEALTH AND WELLNESS

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### Unique Hawaiian Spa Ingredients

Taking advantage of Hawai‘i’s unique agriculture, spas around the islands are incorporating locally grown natural healing ingredients into their menus. Here is a sample spa itinerary that will take you island-hopping to experience the unique spa treatments in Hawai‘i:

- ◆ Begin your spa day on O‘ahu with *Ho‘omaka* (to begin), a foot soak with ‘alaea salt (Hawaiian sea salt) at The Spa Suites of The Kahala Hotel & Resort. [KahalaResort.com](http://KahalaResort.com)
- ◆ Treat yourself to a Maui Sugar Cane exfoliation at Spa Grande in Grand Wailea Resort Hotel & Spa on Maui. [GrandWailea.com](http://GrandWailea.com)
- ◆ While visiting Anara Spa at the Grand Hyatt Kaua‘i Resort & Spa, pamper your body with a treatment utilizing Hawaiian *noni*, coconut, *kukui*, volcanic clay, and *ti* leaves. [Kauai.Hyatt.com](http://Kauai.Hyatt.com)
- ◆ Head over to Hawai‘i’s Big Island to finish your experience by relaxing in an open-air lava rock sauna at Mauna Lani Spa. [MaunaLani.com](http://MaunaLani.com)

### SPECIAL NOTE TO MEDIA

Hawaiian Diacritical Markings:

The Hawai‘i Visitors and Convention Bureau (HVCB) recognizes the use of the ‘okina [‘] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai‘i such as Lāna‘i). 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 2009 and are interested in travel assistance, please contact the following niche managers about these subjects:

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