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## 'Āpana (Niche) Media Newsletter Story Ideas from The Islands of Aloha March/April 2008

*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*

#### **The Modern Aloha Shirt**

The aloha shirt dates back to the 1930s and has become an iconic symbol for Hawai'i. Modern interpretations of aloha wear has given local fashion designers an outlet to revive the stories of Hawai'i into the clothing that people wear. One such designer is Sig Zane (SigZane.com), who has been incorporating native plants valued by Hawaiians into his designs for numerous years. A native of O'ahu, Zane moved to Hilo to start a life as a true artist of Hawaiian culture and dance, thus forming his respect for native plants and its cultural significance. Drawing from his knowledge of Hawaiian plants, the imageries found on his colorful aloha shirts and dresses are a reflection of Hawai'i's environment. He literally takes those who wear his designs into the forest as the plants shown depict different stories within Hawaiian culture. From the lehua blossom to the koa leaves, Zane expresses fashion in Hawai'i with a keen sense of nature and culture. For more on Zane's fashions and other Stories of Hawai'i, visit [GoHawaii.com/Explore](http://GoHawaii.com/Explore).

### HEALTH AND WELLNESS

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#### **Peace and Serenity: Botanical Garden Escapes Throughout the Islands**

Beyond the hotel and outside of the city, you'll find tropical oases – some hidden in the hills and others more well known – that offer a different glimpse of Hawai'i. Seek the one that will make you feel as if you've been transported to another time, where breathtaking vistas, tropical foliage, and quiet serenity will sooth your senses and awaken your spirit.

- ◆ While visiting the islands, make an escape to Onomea Valley at the Hawaii Tropical Botanical Garden on Hawai‘i’s Big Island. This 40-acre valley is a natural greenhouse and they say that some of the garden’s enormous mango and coconut trees are over 100 years old. (HTBG.com)
- ◆ The Garden of Eden is not a mythical place; it exists on the island of Maui. The Garden of Eden Maui Botanical Gardens and Arboretum, is the epitome of tranquility. You can even catch a glimpse of where they shot the opening sequence of Jurassic Park. (MauiGardenOfEden.com)
- ◆ When many visit the island of O‘ahu, they do not expect to find a huge tropical oasis in the middle of the urban cityscape. But Senator Fong’s Plantation and Gardens is a hidden treasure located beneath the majestic Ko‘olau mountain range in Kahalu‘u. View rare and exotic species that would otherwise be unavailable to the general public. (FongGarden.net)
- ◆ Limahuli Garden on Kaua‘i’s north shore will transport you back in time to days of old Hawai‘i. Take in the lush valley and ocean views and experience what it was like when native Hawaiians lived off the land. (NTBG.org/gardens/limahuli.php)

## ECO-TOURISM/SOFT ADVENTURE

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### Ranches in Hawai‘i

The earliest ranches in Hawai‘i date back to the 1800s when cattle were first brought here as a gift from Captain George Vancouver to King Kamehameha I, making a major impact on Hawai‘i’s economy and ecosystem, and spawning a tradition of paniolo (cowboy) and ranch culture that is still visible today. As working ranches, visitors are able to find a variety of tours for an exhilarating outdoor experience and an educational look into the rich history of ranching in Hawai‘i.

- ◆ Makaweli Ranch – On the rolling hills of this West Kaua‘i property, see breathtaking panoramic views and swim in refreshing clear waters, while knowledgeable guides keep your curiosity satisfied with Hawaiian stories and history. (RobinsonAdventures.com)
- ◆ Kualoa Ranch – Horseback tours are just one of the activities to enjoy at beautiful Kualoa Ranch. On the one-hour tour, riders take different trails that highlight vistas of the famed “Chinaman’s Hat” (Mokoli‘i Island) and an ancient 800-year-old fishpond. (Kualoa.com)

- ◆ Moloka‘i Ranch –The ranch offers a wide range of options such as mountain biking, trail riding, canoeing, Hawaiian cultural tours and walks, and a range of equestrian activities such as the famous “Paniolo Round-up” in an authentic rodeo arena and horseback trail riding. (MolokaiRanch.com)
- ◆ Parker Ranch – At one of the oldest ranches in Hawai‘i, visitors now have a rare opportunity to explore areas of the 150,000 acres on horseback through rolling green hillsides with majestic Mauna Kea as a backdrop. (ParkerRanch.com)

## GOLF AND SPORTS

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### Uh-Oh...My Golf Ball is in a Heiau!

Many of those who have golfed in Hawai‘i have learned the hard way what happens when a trusty seven iron meets razor sharp lava rocks because they refuse to take a penalty drop for an “unplayable lie.” It’s never a pretty sight. So what should golfers do if their ball finds its way into an ancient *heiau* (a sacred temple of worship and sacrifice) out on the course? It’s probably a good idea to leave your ball there, apologize, and definitely don’t try to hit it out! One of the unique aspects of golfing in Hawai‘i is many of the state’s 80 courses feature significant cultural and historical sites incorporated into its designs. So it’s not uncommon to find a *heiau* on the course (usually very well marked) and those that discover one should treat it with utmost respect and courtesy. Golfers choosing not to heed this advice often times find themselves dealing with much more than a bad score. Just ask professional golfer Steve Elkington who lost the 1995 **PGA Grand Slam** of Golf at **Poipu Bay Golf Course** on Kaua‘i by one stroke to Ben Crenshaw. On the final hole of the tournament, Crenshaw was the only player not to walk over the sacred *heiau* located near the 18<sup>th</sup> tee, while Elkington and the others in the group did. As a result, Crenshaw holed a sand wedge for an eagle to win by one stroke. Call it what you want, however, locals later said Crenshaw was “blessed” for honoring Hawaiian customs and the sacred site. Coincidence or karma?

## FAMILY

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### Nature Adventures and Lunch with a View

Venture into the islands and hike your way to a beautiful picnic spot. The island of O‘ahu offers great hiking trails where you can get back to nature and end up at a picture perfect spot for lunch or just to enjoy the view.

- ◆ Maunawili Trail, along the base of the Ko‘olau Mountain Range, is a family trail that takes you across a few streams and through the native forest leading to a freshwater swimming pool and waterfall.
- ◆ Ho‘omaluhia Botanical Garden is 400 acres of pristine garden area where visitors can wander the trails along the lush Ko‘olau foothills and then head up to the rainforest garden at the foot of the mountains.
- ◆ Judd Memorial Trail in Nu‘uanu Valley takes you across Nu‘uanu Stream where the hills lead you through bamboo and eucalyptus with a side path to a 10-foot waterfall feeding into Jackass Ginger Pool.
- ◆ Makapu‘u State Wayside trail is the former access road to a lighthouse. At Makapu‘u Point, at the 600-foot bluff, are two observation decks, World War II bunkers and a working lighthouse. The point is perfect for whale watching and has great views of seabird sanctuaries, Mānana “Rabbit” Island and Kāohikaipu “Turtle” Island.

## CUISINE

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### **Art + Culture + Food = Well-Balanced Experience**

From Downtown @ the HiSAM to ‘Imiloa Sky Garden Restaurant, visitors can find great places to dine at their favorite museums and art galleries around the state. While on O‘ahu, stop by Downtown @ the HiSAM in the heart of downtown Honolulu for a menu that reads “local first, organic whenever possible, and with aloha always”. Led by upcoming chef Ed Kinney, visitors at the Hawai‘i State Art Museum ([Hawaii.gov/sfca](http://Hawaii.gov/sfca)) will find dishes filled with local produce such as Nalo greens and Kamuela tomatoes. At lunchtime, many local business people stop by Downtown’s deli-style takeout counter for freshly made panini sandwiches, quiches, and various antipastis...all eaten with biodegradable utensils as well. Journey to ‘Imiloa Astronomy Center ([ImiloaHawaii.org](http://ImiloaHawaii.org)), five minutes from Hilo Airport on Hawai‘i’s Big Island, to study astronomy through the eyes of the ancient Hawaiians and modern astronomers. Watch the new space exploration in the world’s first fulldome 3-D stereo planetarium and then visit ‘Imiloa Sky Garden Restaurant, which provides a spectacular panoramic view of Hilo Bay, to enjoy a menu of locally grown items. Complete your Hawai‘i culinary experience by visiting the local art galleries and museums and trying menus filled with ingredients made and grown in Hawai‘i.

**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 2008 and are interested in travel assistance, please contact the following niche managers about these subjects:

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