

'Āpana (Niche) Media Newsletter Story Ideas from The Islands of Aloha May/June 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

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

Hawai'i Tours Worth Walking

Walking tours are seeing a resurgence in Hawai'i as more travelers seek an in-depth experience in areas they are visiting. Besides being eco-oriented and a means for insightful exercise, the following walking tours are growing in popularity.

- ◆ The Kaua'i Historical Society leads 90-minute walking tours in Kapa'a Town three times a week. Interpretive guides take visitors back 125 years to when King Kalākaua came to Kaua'i to start a sugar venture and learn about the many ethnicities that make Kaua'i what it is today. KauaiHistoricalSociety.org
- ◆ The Mission Houses Museum on O'ahu offers a walking tour of the Hawai'i Capitol Cultural District every second Saturday of the month. Stops include 'Iolani Palace, the Kamehameha Statue, Lunalilo Tomb, and the Hawai'i State Art Museum. Guests will learn interesting facts about key buildings situated in the area in which Hawai'i's monarchs once lived. MissionHouses.org
- ◆ Conducted Monday through Thursday by Maui Nei, the Lahaina Historical Walking Tour provides a peek into the history of an area that was once considered the capital of Hawai'i. Listen to lesser-heard stories about Lāhainā's multifaceted past that made the town's harbor such an important gateway to the islands. MauiNei.com
- ◆ The Historic Kailua Village Walking Tour tells the story of a small Hawaiian fishing village on Hawai'i's Big Island, which grew into a hub for commerce and social activities in Kona. Historic structures such as Hulihe'e Palace and St. Michael's Catholic Church indicate Kailua's importance for royalty and early missionaries. The 75-minute guided tour includes a 24-page booklet with over 40 archival photographs of Kailua village. KonaHistorical.org

CUISINE

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

The Next TV Star: Hawai'i's Cuisine

Hawai'i's culinary scene has been the new star on television lately. In recent episodes, Travel Channel's *Anthony Bourdain's No Reservations* and Food Network's *Dinner: Impossible* have continued the resurgence of the local cuisine while featuring different aspects of food in Hawai'i. From backyard pā'ina to mom-and-pop restaurants to lū'au, both Chef Bourdain and Robert Irvine gave viewers a glimpse into Hawai'i's food culture all in under 60 minutes. Fans of these shows and visitors are enamored to eat where these famous chefs have gone.

If you're looking for a local hangout, dine at Side Street Inn and Ono Hawaiian Food on O'ahu and try the local delicacies that Bourdain feasted on. In the mood for a lū'au, then visit Paradise Cove on O'ahu or partake in the festivities at Kona Village's 'Aha'aina on Hawai'i's Big Island. Maybe you'll get to sit in the same seat that these chefs sat in. Be on the lookout for more Hawai'i episodes on your favorite network.

Visit GoHawaii.com and click on each island's neighborhood link for more suggestions about local eateries worth every penny.

(P.S. If you missed the No Reservations - Hawai'i episode and would like a copy via iTunes, contact Michael Ni for a complimentary download.)

ECO-TOURISM/SOFT ADVENTURE

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

Snorkeling and Coral Reef Education in Hawai'i

Hawai'i is home to exceptional coral reef ecosystems, which comprise 410,000 acres and account for almost 85 percent of what is under U.S. jurisdiction. The state's coral reefs have more than 5,000 known species of marine plants and animals, many of which are endemic. These ecosystems are culturally, economically, and biologically critical to Hawai'i's future. Participate in an educational snorkeling adventure for a fascinating and insightful experience, while also learning proper coral reef etiquette.

- ◆ Hawai'i Wildlife Fund – Located in Pā'ia, Maui, the Hawai'i Wildlife Fund participates in the Coral Reef Initiative, an international effort dedicated to gaining a baseline understanding of the health of Hawai'i's coral reefs through reef surveys and educational programs. Join them on a naturalist-led snorkeling excursion exploring underwater habitats and its diversity of marine life.
WildHawaii.org

- ◆ 2008 Year of the Coral Reef – Travelers can combine education, the environment, and a vacation to Hawai‘i by taking advantage of special activities planned during this year-long event. There will be a series of interactive programs and educational activities about the islands’ marine eco-systems and how to care for them. Outrigger Hotels & Resorts in Hawai‘i, in collaboration with the National Marine Sanctuary Program and a network of nonprofit organizations, will have this available at its oceanfront properties as part of the hotels’ ongoing commitment to the local environment. Most are free to hotel guests. Outrigger.com

FAMILY

Contact: *Rhegan Liwanag-Luat, Rhegan.Luat@MWC-Anthology.com or 808-539-3424*

Restaurants and a “Show”

Wondering where to take your family when dining in Hawai‘i? How do you keep your kids entertained when they typically are more interested in the sights than in the food? Restaurants like Nico’s on Pier 38 on O‘ahu is the perfect place for a bite to eat offering daily specials and a menu that will satisfy both the kids and adults. The pier plays the backdrop of the show while people watch the ships and barges heading in and out of the harbor. NicosPier38.com

To find the ocean indoors, Waikīkī’s Pacific Beach Hotel has The Oceanarium restaurant. Guests are treated to a fascinating view of unique microcosms in a three-story, 280,000-gallon aquarium, which is the largest of its type located in a single hotel. PacificBeachHotel.com

Also located in Waikīkī is Shore Bird Restaurant & Beach Bar at the Outrigger Reef on the Beach. Spectacular views of the ocean and Diamond Head crater are part of the dining experience. The little ones will enjoy eating close to the sand and the waves. OutriggerReef.com

GOLF AND SPORTS

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

“Fore” Reasons to Avoid Golfing in Hawai‘i

With so much to see and do in Hawai‘i, playing a round of golf is often an afterthought even for the “die-hard” golf traveler. Here’s four reasons to skip the golf course on your next Hawai‘i vacation:

1. **YOU HATE A GREAT SELECTION OF GOLF COURSES.** With more than 80 golf courses in Hawai‘i, the opportunities are endless for an unforgettable golf experience. From ocean layouts that line the Pacific Ocean to rolling mountain courses that weave through tropical rainforests, Hawai‘i has it all.

2. **GOLFING IN GREAT WEATHER BORES YOU.** Hawai'i's boasts warm tropical weather year-round with an average temperature of 80 degrees. For golfers who prefer freezing cold or extremely hot golfing conditions, Hawai'i is definitely not for you!
3. **TOO MUCH TO DO OFF THE COURSE IS A DRAG.** Sure there's a lot of golf to keep you busy, but there's also a ton of activities and attractions off the course to enjoy after a round of golf. Once again, if great restaurants, shopping, lively entertainment, outdoor activities, and cultural attractions are things you hate to engage in on vacation, stay away from Hawai'i!
4. **YOU DREAD BEING THE ENVY OF YOUR FRIENDS.** Your vacation to Hawai'i alone is sure to get you increased attention around the office water cooler before and after your visit. When they find out you're golfing here, too, the envy factor will increase. If you don't like being perceived as a "privileged" traveler, you may want to reconsider the round of golf...and trip to Hawai'i altogether.

This was written with tongue firmly in cheek...of course! For more information about golf in the 50th state, visit GoHawaii.com/Golf.

HEALTH AND WELLNESS

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

Can a Mai Tai be healthy for you?

You bet. The Mai Tai, the quintessential tropical drink first introduced to Hawai'i in 1953 at the Royal Hawaiian and Moana Surfrider hotels, has taken on many incarnations over the years. Traditionally made with Light Rum and Orange Curacao, take a skinny twist on this favorite tropical beverage and cut the calories by substituting the Orange Curacao with fresh orange juice and omit the almond syrup and ask for almond extract instead. The rum in a traditional Mai Tai amounts to 200 extra calories. Here's how you can create a "light" Mai Tai that's big on taste but not on calories:

Ingredients

1 oz. (2 tablespoons) dark rum	1 drop pure almond extract
1 oz. (2 tablespoons) amber rum	1 teaspoon superfine granulated sugar
2 tablespoons fresh orange juice	Dash of grenadine
½ oz. (1 tablespoon) triple sec	An orange slice, used for garnish
1 tablespoon fresh lime juice	

Preparation

Shake all ingredients in a cocktail shaker with 1 cup of ice cubes, and then strain into a glass filled with ice cubes.

Add a bit of local flavor to your favorite drinks by mixing it up with Ocean Vodka (OceanVodka.com) or Maui Rum, either dark or platinum, for a truly exotic experience (HaleakalaDistillers.com).

So the next time you're on vacation in Hawai'i, you don't have to give up on those fantastic tropical drinks for fear that your waistline will expand. Try low calorie or low sugar options and you'll be sipping pretty by the pool.

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

Arts & Culture: Michael Ni / Michael.Ni@MWC-Anthology.com

Cuisine: Michael Ni / Michael.Ni@MWC-Anthology.com

Corporate Meetings & Incentives: Patrick Dugan / Patrick.Dugan@MWC-Anthology.com

Eco-Tourism/Soft Adventure: Karl Nakagawa / Karl.Nakagawa@MWC-Anthology.com

Family: Rhegan Liwanag-Luat / Rhegan.Luat@MWC-Anthology.com

Golf & Sports: Nathan Kam / Nathan.Kam@MWC-Anthology.com

Health & Wellness: Michael Ni / Michael.Ni@MWC-Anthology.com

HVCB Director of PR/Communications: Darlene Morikawa / dmorikawa@hvcb.org

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