

## 'Āpana (Niche) Media Newsletter Story Ideas from The Islands of Aloha September/October 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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#### **Different Places to Learn About Hawai'i's Culture**

From the first step off the airplane, you'll smell the fragrant lei that welcome visitors to the islands and hear the local music played softly in the airport corridors. A highlight of vacationing in Hawai'i is the ease of incorporating culture into your visit. Here are a few places to learn about the local culture that you may have never thought about:

- ◆ Roadside lookout points – Utilize the scenic drives on each island and stop at the many roadside lookout points. Before snapping a photo, look for a placard that tells the story of the area and what makes that particular viewpoint so significant and even learn about a Hawaiian legend or myth.
- ◆ Beaches – The sun, sand, and surf have always been an integral part of the islands' lure. Look past the shore break and you'll learn more about Hawai'i's history. While surfing is known to be one of the ancient Hawaiians' favorite pastimes, you'll also find people participating in stand-up paddling and outrigger canoe paddling – sports that have been traced back to the early Polynesian days.
- ◆ Hotel lobbies – Hotels across the state are putting a greater emphasis on educating their guests about the host culture. Visitors are able to find great on-property programs that focus on different aspects of Hawaiian music, dance, and crafts. Most of these programs and displays are located right in the hotel lobby.
- ◆ Local supermarkets – Visit a nearby supermarket and convenience store for a quick culinary lesson on local culture. Hawai'i's diverse ethnic background brings about an assortment of snacks from li hing mui (sweet and sour dried plums) to arare (bite-sized Japanese crackers flavored with soy sauce) to dried ika (cuttlefish).

## CUISINE

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### **Budget Meals Abound in Hawai‘i**

While vacationing in Hawai‘i, you’ll save some money by venturing out and dining at Hawai‘i’s great haunts – some even recognized by the renowned James Beard Foundation. Here’s a list of some “foodie” areas to venture to while in Hawai‘i:

- ◆ While driving north along the main stretch on Kaua‘i, look for roadside stands with long lines. The lines are an indication of delicious food at a reasonable price. From hamburgers to saimin to plate lunches, you’ll be able to indulge in some of the local favorites.
- ◆ On the outskirts of Waikīkī on O‘ahu, the Kapahulu area has some great plate lunch joints and bakeries to fulfill that sweet tooth. On Saturdays, check out the Farmers’ Market at the nearby Kapi‘olani Community College for fresh locally grown, locally raised, and locally made items.
- ◆ Kīhei and Kahului on Maui are two great towns to find bargain eats due to their proximity to residential areas. While driving along the main roadways, family-owned restaurants are dotted along the street fronts. Grab something for the road on the way to many of the islands’ favorite tourist attractions.
- ◆ After browsing the stands at the Hilo Farmers’ Market, take a stroll in the surrounding areas to find some places for lunch or dinner. This small community provides a gamut of ethnic cuisine from a bistro-style café to Thai to Hawai‘i Regional Cuisine.

## ECO-TOURISM/SOFT ADVENTURE

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### **Hawai‘i’s National Wildlife Refuges**

As part of the U.S. Fish & Wildlife Service (FWS.gov), designated National Wildlife Refuges in Hawai‘i are set aside primarily to benefit Hawai‘i’s four species of endangered waterbirds and provide a habitat for Hawai‘i’s rare and unique forest bird species. One species, the endangered Hawaiian moorhen or ‘ālae ‘ula, is known as the most secretive native waterbird. In Hawaiian legend, they were thought to have brought fire from the gods to the Hawaiian people. Consider a visit to the following for a unique experience:

- ◆ Kīlauea Point National Wildlife Refuge – Located on the northernmost tip of Kaua‘i, it offers breathtaking views overlooking the Pacific Ocean. The refuge is used by migratory birds and seabirds, as well as Hawai‘i’s State Bird, the Hawaiian goose (nēnē). Volunteers provide daily guided tours.

- ◆ James Campbell National Wildlife Refuge – Arguably the foremost wetland site in Hawai‘i, its location in Kahuku provides an area devoted to the recovery of Hawai‘i’s four endemic waterbirds. Open to the public from October to February, with guided tours on Thursdays and Saturdays.
- ◆ Keālia Pond National Wildlife Refuge – This refuge near Kīhei on Maui is home to the endangered Hawaiian stilt (ae‘o). Wintering migratory waterfowl also stop here to take advantage of the food resources. Open to the public Monday-Friday, 7:30 a.m.-4:00 p.m., excluding Federal holidays.
- ◆ Hakalau Forest National Wildlife Refuge – Located on Hawai‘i’s Big Island, it was the first National Wildlife Refuge established in the U.S. for forest birds, and is home to some of the rarest plant and animal species on earth. While it’s not open to the public, Hawai‘i Forest & Trail (Hawaii-Forest.com) offers a limited tour for visitors.

## FAMILY

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

### **Hawai‘i Brings Kids and History Together**

An educational experience can be easily tucked into your next family vacation in Hawai‘i. Various historical and cultural museums around the islands help enrich the visit more so than just playing at the beach all day. Islands’ history are highlighted at these following attractions:

- ◆ Connect with nature on Kaua‘i at the Koke‘e Natural History Museum where you can participate in interpretive programs and exhibitions focused on Kaua‘i’s ecology, geology, and climatology. The museum also provides information on the trails in Waimea Canyon, the “Grand Canyon of the Pacific,” and Koke‘e State Parks. [Kokee.org](http://Kokee.org)
- ◆ The events of WWII unfold right before your eyes at the Pacific Aviation Museum in Pearl Harbor on O‘ahu. Be immersed by the sights and sounds of what life was like on that infamous day and even take advantage of one of the six interactive stimulators where you can become a WWII pilot. [PacificAviationMuseum.org](http://PacificAviationMuseum.org)
- ◆ Maui’s Whalers Village Museum takes you back in time, to the 19<sup>th</sup> century, through the eyes of an ordinary sailor or “whaleman” when Lāhainā was a bustling whaling town. This free museum also explores the different types of whales that live and visit Hawai‘i’s waters. [WhalersVillage.com](http://WhalersVillage.com)
- ◆ All aboard the Laupāhoehoe Train Museum on the Hāmākua Coast of Hawai‘i’s Big Island. Honoring the history of the Hilo Railroad, the railway ran from 1899 until 1946 when the tracks were damaged by a devastating tidal wave. The museum’s grounds are also rich with tropical fruit trees and perfect for a relaxing stroll or picnic. [TheTrainMuseum.com](http://TheTrainMuseum.com)

## GOLF AND SPORTS

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### **LPGA Returns to Maui After 16-Year Break**

Looking for an excuse to escape to Maui for a golf vacation, then consider this. The world's top women golfers return to Maui this fall to tee it up in the inaugural Kapalua LPGA Classic to compete for their share of the \$1.5 million purse. The 72-hole tournament will be held at the newly renovated Bay Course at Kapalua Resort, October 13-19, and marks the return of ladies competition to Maui after a lengthy 16-year break. The LPGA previously held the Women's Kemper Open at Royal Kā'anapali Golf Course from 1982-1985 and at Wailea Golf Club from 1990-1992. The Kapalua LPGA Classic will bring together some of the top names in women's golf, including Morgan Pressel (Kapalua Resort's host professional) and fellow superstars like Lorena Ochoa, Paula Creamer, Natalie Gulbis, Ai Miyazato, and Annika Sorenstam. For more information about the tournament and travel information, visit [Kapalua.com](http://Kapalua.com).

## HEALTH AND WELLNESS

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### **Hawai'i Festival Focuses on Peace, Serenity, and Rejuvenation**

Multi-cultural healing arts and spiritual relaxation are showcased during the Hawai'i Healing Garden Festival. Follow the festival as it goes island hopping through November 2008. Each island will have their own celebration with a health fair, featured workshops, organic farms tours, and cooking classes for the entire family. Visitors can participate in presentations by Polynesian, Hawaiian, Ayurvedic, Chinese, and Filipino practitioners and ethno-botanists on Hawai'i's botanical and cultural traditions. Festival dates and venues are as follows:

- ◆ June 21-26 – Malama Kauai
- ◆ August 23-27 – Waimea Valley, O'ahu
- ◆ September 27-28 – Maui Community College
- ◆ November 1-2 – Amy B.H. Greenwell Ethnobotanical Garden, Hawai'i's Big Island

For more information, visit [HawaiiHealthGuide.com](http://HawaiiHealthGuide.com).

## **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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