

## 'Āpana (Niche) Media Newsletter Story Ideas from The Islands of Aloha Spring 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.*

### ECO-TOURISM/SOFT ADVENTURE

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Contact: Nathan Kam, [nkam@mcneilwilson.com](mailto:nkam@mcneilwilson.com) or 808-539-3471

#### **JustLive! Offers Exhilarating Zipline Experience on Kaua'i**

The newest zipline adventure that has opened on the Garden Island takes thrill-seekers higher and faster through the treetops of Kaua'i's rainforest. **JustLive!** ([JustLive.org](http://JustLive.org)) offers those who dare an opportunity to zip across six different lines, traverse a 70-foot high swinging suspension bridge, a 60-foot high dual rope crossing, and seven aerial deck transfers from Norfolk Pines towering upwards of 200 feet. As you make your way through the course, guides provide informative narration on the ecology and history of the area. The three-hour adventure will get your adrenaline running and provides an experience of a lifetime. Oh yeah, if this isn't enough of a "rush," the company also offers a "Full Moon Zipline Tour." Grab your headlamp, strap in and zip by the light of the moon. As JustLive! describes it – "a howling experience!"

#### **Stargazing in Hawai'i by Land or by Sea**

For decades, astronomers from around the globe have made the trek to Hawai'i to explore the heavens from high atop Mauna Kea, which is said to be one of the best places on earth because of its location and clarity. While we may never be able to view the stars and galaxies from within a world-class observatory, the opportunities for the amateur stargazer to peek into space from Hawai'i is tremendous. Companies such as **Hawaii Forest & Trail** ([Hawaii-Forest.com](http://Hawaii-Forest.com)) on the Big Island offer tours like the "Mauna Kea Summit & Stars Adventure," which takes an intimate group on an intriguing and provocative journey through space and time. On the way to top, guests stop for dinner at a historic ranch, then stand among the largest collection of telescopes on earth at the summit of Mauna Kea. If your preference is to gaze at the heavens from sea, **Wild Side Specialty Tours** ([SailHawaii.com](http://SailHawaii.com)) on O'ahu takes guest out on its 42-foot catamaran to view meteor showers throughout the year. No special equipment needed here – just your eyes – as the captain takes you off shore far away from the lights into the dark Hawai'i night. So whether by land or by sea, unique stargazing opportunities await.

## GOLF AND SPORTS

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Contact: Nathan Kam, [nkam@mcneilwilson.com](mailto:nkam@mcneilwilson.com) or 808-539-3471

### **Municipal golf in Hawai‘i? You better believe it!**

Bigger isn't always necessarily better when it comes to golf in Hawai‘i. Without question, the six major Hawaiian Islands boast some of the world's most challenging and spectacular resort layouts. But don't take the municipal courses for granted. In total, there are nine found in Hawai‘i, including famous ones like the **Wailua Golf Course** on Kaua‘i, home to three USGA Public Links Championships which runs along the Pacific Ocean, and **Ala Wai Golf Course** on O‘ahu at the edge of Waikīkī, the busiest golf course in the nation with more than 225,000 rounds played there annually. These courses offer good playing conditions, beautiful scenery, and a true local taste of golf in the islands. Not to mention good rates for out of town guests averaging \$38 for a round. Here's a complete listing by island:

#### **Kaua‘i**

- ◆ Wailua Golf Course (18 hole, Par 72)

#### **O‘ahu**

- ◆ Ala Wai Golf Course (18 hole, Par 72)
- ◆ ‘Ewa Villages Golf Course (18 hole, Par 72)
- ◆ Kahuku Golf Course (9 hole, Par 35)
- ◆ Pali Golf Course (18 hole, Par 72)
- ◆ Ted Makalena Golf Course (18 hole, Par 71)
- ◆ West Loch Golf Course (18 hole, Par 72)

#### **Maui**

- ◆ Waiehu Golf Course (18 hole, Par 72)

#### **Hawai‘i's Big Island**

- ◆ Hilo Municipal Golf Course (18 hole, Par 72)

### **Paddle Surfing Gaining Popularity in Hawai‘i**

What do you get when you take two of Hawai‘i's most popular sports – canoe paddling and surfing – and combine them into one? Paddle surfing, of course! This new form of recreation, which is actually a revival of an older surfing style, is taking off in the islands among locals and visitors alike. So much so that surf schools across the fiftieth state are now offering the activity as part of their regular menu of services. Experienced instructors at **Action Sports Maui** ([ActionSportsMaui.com](http://ActionSportsMaui.com)) offer paddle surfing lessons to intermediate and advanced surfers only for \$109 per person for a couple of hours. While on Kaua‘i, **Hawaiian Surfing Adventures** ([HawaiianSurfingAdventures.com](http://HawaiianSurfingAdventures.com)) offers one-hour lessons with an instructor for \$45 per person on the north shore. For travelers seeking out a new experience in Hawai‘i, paddle surfing is a must try.

## CUISINE

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Contact: Michael Ni, [mni@mcneilwilson.com](mailto:mni@mcneilwilson.com) or 808-539-3409

### Splurge or Save with Local Chefs

Many of Hawai'i's world-renowned chefs are following a trend of offering more casual eateries to contrast their high-end restaurants. Stroll around Honolulu and you'll find local chefs creating laid-back menu options for their more budget-conscious diners. Take **Alan Wong's** ([AlanWongs.com](http://AlanWongs.com)) signature fine-dining locale on King Street versus **The Pineapple Room** located in Macy's at Ala Moana Center, where t-shirts and flip-flops are appropriate. **Sam Choy** ([SamChoy.com](http://SamChoy.com)) is another example where his **Diamond Head Restaurant** serves up extravagant fare, while **Sam Choy's Breakfast, Lunch, & Crab** offers more subtle dishes that are easier on the pocket. Dining options are a must and foodies have much to choose from when visiting in the islands. Stay tuned for more on the upcoming opening of **Chef Mavro's** ([ChefMavro.com](http://ChefMavro.com)) new sister restaurant, **Cassis Honolulu**, located right across Aloha Tower in downtown Honolulu.

### A Taste of Hawai'i's Heritage

When the first Polynesians arrived, cultivating the land played a key role in the way of life. Fast-forward to the plantation days and agriculture continues to be the backbone of Hawai'i's culture and heritage. From sugar to pineapple to taro, visitors and residents alike rejoice in Hawai'i's rich history. It is apt that the islands celebrate through these various culinary festivals:

- ◆ East Maui Taro Festival – April 28-29, 2007
- ◆ Wahiawa Pineapple Festival (O'ahu) – May 26, 2007
- ◆ Pineapple Festival (Lāna'i) – June 30, 2007
- ◆ Koloa Plantation Days (Kaua'i) – July 21-29, 2007
- ◆ Whalers Village Maui Onion Festival – August 4-5, 2007
- ◆ Coconut Festival (Kaua'i) – October 6-7, 2007
- ◆ Kona Coffee Cultural Festival (Hawai'i's Big Island) – November 2-11, 2007

## ARTS & CULTURE

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Contact: Michael Ni, [mni@mcneilwilson.com](mailto:mni@mcneilwilson.com) or 808-539-3409

### Waikīkī Nei Offers Cirque de Soleil Style Show on O'ahu

In the midst of the renovations at Royal Hawaiian Shopping Center, **Waikīkī Nei** will arise as a new world class production in the heart of Waikīkī. The synergy between production icon **Roy Tokujo** and the team from Realisations of Montréal will create a show unlike any other found in Las Vegas and New York. Similar to Maui's *'Ulalena*, Waikīkī Nei will tell the story of the islands from the time of royalty to contemporary Waikīkī with theatrical acrobats and mesmerizing musicians and dancers. The showroom will transform into an ultra lounge at night, retracting seats to make way for state-of-the-art video, lighting and sound along with an acrobatic catwalk to dazzle club-goers, thus energizing the nightlife along the main Kalākaua strip in Waikīkī. [RoyalHawaiianShoppingCenter.com](http://RoyalHawaiianShoppingCenter.com)

### **Hula All Year Round**

The artistry and history of the islands are told through the graceful movements of hula. Throughout the year, travelers will find numerous hula festivals around the islands, some highly competitive while others serve as exhibition, but nonetheless they are all purely entertaining. Besides the hard-to-get-into Merrie Monarch Festival on Hawai'i's Big Island, here are several others that are just as enjoyable this year:

- ◆ Ka Hula Piko Hula Festival (Moloka'i) – May 17-19
- ◆ Na Mea Hawai'i Hula Kahiko Series (Hawai'i's Big Island) – May 19, June 23, August 25, and December 8
- ◆ Queen Lili'uokalani Keiki Hula Competition (O'ahu) – July 19-21
- ◆ Prince Lot Hula Festival (O'ahu) – July 21
- ◆ Kaua'i Mokihana Festival – September 23-29
- ◆ World Invitational Hula Festival (O'ahu) – November 8-10
- ◆ Moku O Keawe International Festival (Hawai'i's Big Island) – November 7-11

### **HEALTH AND WELLNESS**

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*Contact: Merrissa Uchimura, [muchimura@mcneilwilson.com](mailto:muchimura@mcneilwilson.com) or 808-539-3474*

#### **Rejuvenation Retreats in the Islands Growing**

Renowned for its beautiful beaches and great weather, Hawai'i is also a destination of world-class spas and resorts offering a unique array of spa facilities, treatments, and activities to awaken your senses, soothe your spirit, and rejuvenate your body. While there are hundreds of spas to choose from, here is a snapshot of a few more to add to your "must do" list the next time you visit Hawai'i.

Enter a world of relaxation and renewal at the new **Mandara Spa** at the **Waikoloa Beach Marriott** on Hawai'i's Big Island and also at the **Wailea Beach Marriott** on Maui. Here, guests are provided with a spa experience incorporating tropical décor and sweeping ocean views evoking tranquility and serenity. Those seeking to bring balance back into their life can relax at the newly renovated **ANARA Spa** at the **Grand Hyatt Kaua'i Resort & Spa**, which will be the second largest spa in Hawai'i when it reopens in late 2007. An open air meditative lounge, a couples massage treatment room, and private *hale* (thatched roof huts) with views of manicured gardens, waterfalls, and the natural beauty of the area, are just some of the amenities to look forward to. And for a pure spa experience, **Spa Pure** at the new **Wyland Waikiki** will provide guests with traditional and unique spa offerings only available at this hotel.

## FAMILY

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Contact: Denise Park, [dpark@mcneilwilson.com](mailto:dpark@mcneilwilson.com) or 808-441-9710

### Trains of Hawai‘i

All aboard! Visitors don't often associate Hawai‘i with railroads, but they are here and ready to take the entire family on a great adventure. From the **Kauai Plantation Railway** to the **Sugar Cane Train on Maui**, these railroads offer unique experiences and an interesting perspective into Hawai‘i's rich agricultural past.

- ◆ **Kauai Plantation Railway** – Hop on board an authentic railway tour of nearly 100 acres of Kaua‘i's agriculture. This newly opened visitor attraction runs day and evening tours, Monday through Saturday. [KauaiPlantationRailway.com](http://KauaiPlantationRailway.com)
- ◆ **The Hawaiian Railway (O‘ahu)** – This train travels on a 6.5 mile track from ‘Ewa to Nānākuli. Three vintage diesel locomotives have been restored to operation and the famous Dillingham Parlor Car is occasionally put back on the track. Tours run on Sundays (Monday through Friday for private charter groups). [HawaiianRailway.com](http://HawaiianRailway.com)
- ◆ **Pineapple Express (O‘ahu)** – This two-mile narrated tour takes visitors through the fascinating history of the Dole Plantation and the legacy of pineapple in Hawai‘i. This train operates daily. [DolePlantation.com](http://DolePlantation.com)
- ◆ **Sugar Cane Train (Maui)** – This six-mile narrated ride takes you through a scenic journey of west Maui. Gaze out into the beautiful Pacific Ocean and enjoy panoramic views of neighboring islands – Lāna‘i and Moloka‘i – while being entertained Hawaiian-style. This train operates daily. [SugarCaneTrain.com](http://SugarCaneTrain.com)

### Cool Pools for Kids

Hawai‘i is home to some of the most breathtaking resorts in the world with super-pools built specifically with the kids in mind (okay, and adults too). So if the kids are a part of the next trip to the islands, you'll definitely want to consider staying at one of these resorts, which feature amazing pools with wild water features to keep them busy for hours (sometimes days!).

- ◆ **Grand Hyatt Kaua‘i Resort & Spa** – What child wouldn't love diving into crystal clear waters from a 150-foot slide! This pool has rivers that wind through waterfalls and grottos and also offers separate pools perfect for swimming and playing a game of water volleyball.
- ◆ **Turtle Bay Resort (O‘ahu)** – This kid-friendly bi-level pool features a 79-foot slide, two hot tubs, and a separate children's pool. Fun for the entire family.
- ◆ **The Westin Maui Resort and Spa** – This 87,000 square-foot pool area features five swimming pools, two water slides, a swim-through grotto with twin waterfalls and a hidden whirlpool.
- ◆ **Sheraton Keauhou Bay Resort & Spa (Hawai‘i's Big Island)** – This multi-level water adventure spans more than 14,100 square feet. Two whirlpool spas are tucked away beneath lava rock and tropical foliage. A river system connects the upper and lower levels of the pool, which leads to a waterfall and into a 200-foot lava tube slide.

**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:

*Arts & Culture:* Michael Ni / [mni@mcneilwilson.com](mailto:mni@mcneilwilson.com)

*Cuisine:* Michael Ni / [mni@mcneilwilson.com](mailto:mni@mcneilwilson.com)

*Corporate Meetings & Incentives:* Patrick Dugan / [pdugan@mcneilwilson.com](mailto:pdugan@mcneilwilson.com)

*Eco-Tourism/Soft Adventure:* Nathan Kam / [nkam@mcneilwilson.com](mailto:nkam@mcneilwilson.com)

*Family:* Denise Park / [dpark@mcneilwilson.com](mailto:dpark@mcneilwilson.com)

*Golf & Sports:* Nathan Kam / [nkam@mcneilwilson.com](mailto:nkam@mcneilwilson.com)

*Health & Wellness:* Merrissa Uchimura / [muchimura@mcneilwilson.com](mailto:muchimura@mcneilwilson.com)

*HVCB Director of PR/Communications:* Darlene Morikawa / [dmorikawa@hvcb.org](mailto:dmorikawa@hvcb.org)

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