

## 'Āpana (Niche) Media Newsletter Story Ideas from The Islands of Aloha Winter 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 don't hesitate contacting the appropriate niche contact noted in each section. We'll be glad to assist you in completing your story. *Mahalo.*

### ECO-TOURISM/SOFT ADVENTURE

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#### **The Humpback Whales are Back!**

Hawai'i tourism officials are anticipating the arrival of more than 3,500 visitors from Alaska and the Aleutian Islands between now and May. It's a group that the islands welcome annually as the temperature starts to drop in the north. We're talking about the thousands of humpback whales that visit Hawai'i during the winter seeking warmer waters making our state the nation's primary mating and calving ground for these endangered animals. The opportunities to get up close and personal (as allowed by law) are numerous on each island with a number of vendors offering daily tours through May for an experience of a lifetime. Don't miss out on one of Mother Nature's most awesome displays of grace and power. For more information, visit the Pacific Whale Foundation website at [PacificWhale.org](http://PacificWhale.org).

#### **Mountain Bike on Moloka'i for Beautiful Thrill Ride**

Looking for a unique Hawai'i experience that you can brag to your friends about? Look no further than the bike trails of Moloka'i, which range from easy to advance. For the more experienced mountain biker, consider doing the Nā'iwa sea-cliff ride. While it doesn't involve riding straight down Moloka'i's three-thousand-foot north-shore sea cliffs (the tallest in the world), you get very close. Bikers conquer mountain climbs and make their way through a koa forest. At the end of the trail, riders sailing along the sea cliffs, looking straight down at distant Kalaupapa Peninsula. For once, the word "incredible" is no exaggeration – and the trail goes on for miles. True extremists can tackle "The Hobbit" – a fifty-foot drop into a gulch that demands a hard right turn at the bottom (either that or a face-to-face with a rather stout tree trunk). Don't say you weren't warned.

## GOLF AND SPORTS

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### **Aloha Season Signals the Start of the 2007 Pro Golf Season**

What's the weather like in your hometown in January? Probably not the same sunny and tropical 80-degree conditions that will welcome the PGA, Champions, and LPGA tours when they each start the new 2007 season in Hawai'i. The Islands of Aloha become a golf mecca in January and February for travelers who enjoy playing and watching the game. So beat the cold, pack your clubs and plan to be in Hawai'i from January for an exceptional start to the golf season. Here's what's on the calendar:

- Mercedes-Benz Championship – January 4-7, 2007 (PGA Tour)  
Plantation Course, Kapalua Resort, Maui
- Sony Open in Hawaii – January 11-14, 2007 (PGA Tour)  
Waialae Country Club, O'ahu
- Wendy's Champions Skins Game – January 13-14, 2007 (Champions Tour)  
Wailea Gold Course, Wailea Resort, Maui
- MasterCard Championship at Hualalai – January 19-21, 2007 (Champions Tour)  
Hualalai Golf Course, Four Seasons Resort Hualalai at Historic Ka'ūpūlehu,  
Hawai'i's Big Island
- Turtle Bay Championship – January 26-28, 2007 (Champions Tour)  
Palmer Course, Turtle Bay Resort, O'ahu
- SBS OPEN at Turtle Bay – February 15-17, 2007 (LPGA Tour)  
Palmer Course, Turtle Bay Resort, O'ahu
- Fields Open in Hawaii – February 22-24, 2007 (LPGA Tour)  
Ko Olina Golf Club, Ko Olina Resort, O'ahu

### **Sensational Year For Hawai'i Golfers**

Michelle Wie may still be getting most of the national headlines when it comes to Hawai'i-born golf talent, but there's a foursome of local players that achieved major accomplishments in 2006 that shouldn't be overlooked.

- In June, O'ahu's Tadd Fujikawa became the youngest ever – at the age of 15 – to qualify and compete in the U.S. Open.
- On July 15, Kaua'i's Casey Watabu (22 years old) won the U.S. Amateur Public Links Championship at the Gold Mountain Golf Club in Bremerton, Washington.
- Dean Wilson from Kāne'ohe on O'ahu, won his first PGA Tour title in a sudden-death playoff at the INTERNATIONAL at Castle Pines Golf Club in August and has earned more than \$2 million in 2006.
- Hilo teenager Kimberly Kim became the youngest winner of the U.S. Women's Amateur Championship at Pumpkin Ridge Golf Club in August at the tender age of 14 years old.

Is it the weather? Something in the water? Or the spirit of aloha that has propelled these talented golfers to greatness? We may never know for sure, but Hawai‘i is certainly producing some exciting players competing on the highest level. And be assured, more are on the way!

## CUISINE

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### **Restaurants Sizzling Up Waikīkī**

Waikīkī will soon be a larger culinary mecca as more restaurants are opening in the midst of the area’s revitalization. From The Cheesecake Factory to NOBU WAIKIKI, many mainland favorites are sizzling up along Kalākaua Avenue, also known as the “Waikīkī strip.” In the upcoming months, the following restaurants will open at these locations:

#### Waikiki Beach Walk™

Holokai Grill  
Kaiwa Waikiki  
Roy’s Waikiki  
Ruth’s Chris Steak House  
Yard House

#### Royal Hawaiian Shopping Center

P.F. Chang’s China Bistro  
Satura Cakes  
Señor Frog’s Restaurant  
Sushi Doraku  
Wolfgang’s Steakhouse

### **Vodka from the Seas**

Attention, please welcome OCEAN Vodka to the local bar near you. OCEAN Vodka combines bottled deep seawater from the depths of the ocean off the coast of Hawai‘i’s Big Island with 100% USDA certified organic corn and rye. This unique blend brings about a smooth and refreshing taste that will be perfect for your favorite martini. Try it just on the rocks or mix with tonic to really experience a bit of the ocean in a glass. For more information, visit [OceanVodka.com](http://OceanVodka.com).

### **Experience an Ag-Venture**

Ever curious about where the ingredients on your dinner plate come from? Hawai‘i offers many opportunities to experience a “farm to plate” tour where guides take visitors to a local farm, try and pick various local vegetables and fruits, and end with a nice meal made from the local produce gathered on the tour. On Hawai‘i’s Big Island, visit the Hawaiian Vanilla Company and sit down to a four-course lunch with vanilla-infused dishes. Partake in a gourmet cooking lesson on O‘ahu with various award-winning Hawai‘i Regional chefs. Hawai‘i’s culinary scene is buzzing so experience it for yourself!

### **Say Aloha to Hawai‘i’s Products**

Typically, macadamia nuts and Kona coffee come to mind when asked to think of Hawai‘i’s products. With year-long tropical weather and its close proximity to the equator, Hawai‘i has been developing and offering an abundance of products for the general public. Choose from Hawaii-grown vanilla and chocolate, white honey, blueberries, green tea, heart of palm, grass-fed beef, lavender and the list goes on and on. Through the support of the Hawai‘i Department of Agriculture, local farmers are beginning to showcase Hawai‘i’s products to the rest of the world.

## ARTS & CULTURE

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### Search for Hidden Gems

No, not rubies and opals. These hidden gems are the small towns dispersed throughout the state that are becoming locally-known art towns. From Hōlualoa on Hawai‘i’s Big Island to the town of Pā‘ia on Maui, art communities are welcoming visitors and residents to view the works of local artists. On Kaua‘i, Hanapēpē hosts their very own Art Night every Friday. Located in East O‘ahu, Kailua entices art enthusiasts to participate in their Second Sunday Art Walk.

### Chinatown Renaissance

Whether it’s performing arts, visual arts, or even culinary arts, Honolulu’s Chinatown has gone through a sort of renaissance over the years. No longer just a corridor for Asian immigrants, the area has revived itself to be a hotspot for city nightlife. Stroll through gallery after gallery on First Fridays and if you miss that, try Second Saturdays. Mingle with the “pau hana” crowd as young professionals get a drink at Bar 35 or Indigo’s. Experience Hawai‘i’s Chinatown and learn that it’s more than a place to stop for good “dim sum.”

### A Day in the Life...an Outrigger Canoe Paddler

Learn of the competitive spirit within this global sport that traces back to the days when the first Polynesians arrived in Hawai‘i. The modern version of this sport has turned it into a daily workout with many paddlers training at dawn break and at sunset. A stunning view to see a number of canoes gliding across off-shore.

#### **A Preview of a Typical Morning for a Local Paddler**

- 5:00 a.m. Wake up before the crack of dawn and drive down to the canoe *hale* (house) to meet up with the rest of the crew.
- 5:20 a.m. The team begins their morning warm-ups.
- 5:40 a.m. Assist with putting the koa wood canoe into the water.
- 6:00 a.m. Feel the wind blow through your hair as the team paddles through the water. Stroke! Stroke!
- 6:03 a.m. Realize that the sport is more than just a canoe and a paddle...it’s a way of life.

### A Bit of Hawaiiana at Your Doorstep

Well, actually your hotel room’s doorstep. Many resorts and hotels in Hawai‘i offer Hawaiian cultural experiences for their guests through interactive programs hosted by an on-property cultural expert. Participate in a Hawaiian language class or listen in on a Hawaiian myths and legends storytelling hour or take a walk through a garden full of native Hawaiian plants. Come to Hawai‘i for our sunny, balmy weather and leave with a true Hawaiian experience.

## HEALTH AND WELLNESS

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### **Hawai'i Enacts Smoking Ban**

Attention all smokers! You'll need to think twice before lighting up in the islands. The state recently enacted "The Healthy Air and Workplaces Law" designed to protect the health and wellbeing of people who do not want to be subjected to second hand smoke. Having gone into effect on November 16, smoking is now prohibited in enclosed or partially enclosed facilities, including Hawai'i's airports, within 20 feet of doorways, windows and ventilation intakes and in all seating area of sports arenas, stadiums and amphitheaters. Hotels may designate and offer smoking in up to 20 percent of rooms but the rooms must all be on the same floor. The passage of this law supports the overwhelming majority of Hawai'i voters' desire for protection against secondhand smoke. For more information, visit [HawaiiSmokeFree.com](http://HawaiiSmokeFree.com).

### **Hawai'i's Coolest New Health Drink...No Joke!**

Off the coast of Hawai'i's Big Island lies a booming industry and some of the finest, mineral rich water ever to be bottled. Deep seawater drawn from depths of more than 3,000 feet below the ocean's surface is rapidly becoming the most talked about beverage around the world. The ice cold water being pulled is so deep that it's safe from surface pollutants. New desalinization technology gently filters excess sea salt from the water while maintaining essential nutrients and minerals your body needs.

Companies such as Koyo USA Corp. (MaHaLo Hawaii Deep Sea™ Water) have mastered the process and have been exporting millions of bottles a week to Japan. It is marketed as a dietary supplement that is said to help with weight loss, stress reduction, improve skin tone and digestion. Deep seawater is not available in retail stores, however, select resort restaurants across Hawai'i have added the product to its menus. Deep seawater is quickly becoming one of the fastest growing industries in the state, so the next time you're in Hawai'i, find yourself a bottle of mother nature's most refreshing beverage.

## FAMILY

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### **Discovery is Around Every Turn at the Keiki Zoo**

Grab your kids and visit Honolulu Zoo's new 1.6 acre Keiki Zoo, which is a wonderful educational experience for "kids" of all ages. Crawl under a guinea pig palace, pet llamas, goats and pigs and see miniature cows and horses. Some of the popular features at the zoo include a large, circular fishpond with a tunnel children and adults can crawl through to view the vibrant orange, white and black koi from inside the tank. Another feature is a duck and goose pond with a water wheel visitors can activate by spinning horizontal barrels attached to the device. For more information, visit [HonoluluZoo.org](http://HonoluluZoo.org).

**Horses that You Won't Find at Big Island's Parker Ranch**

Giddy up and experience a one of a kind seahorse farm on Hawai'i's Big Island. Ocean Rider's interactive and educational tours introduce you to the world of these mysterious creatures being raised in colors not found in the wild. Visit the 2.5-acre seahorse center located at the Natural Energy Laboratory of Hawaii Authority (minutes from Kona Airport) and a biologist will explain how these amazing sea creatures are raised and live. These selectively bred certified disease- and pathogen-free seahorses are also available for sale for those looking for an exotic pet. For more information, visit Seahorse.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 2007 and are interested in travel assistance, please contact the following niche managers about these subjects:

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