

FOR IMMEDIATE RELEASE
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ALOHA WINTER! HAWAII ANNOUNCES SPECIAL VACATION DEALS

HONOLULU – Under the theme *Discover More Of Hawai'i For Less Than You Imagined*, the Hawai'i Visitors and Convention Bureau (HVCB) has launched a winter vacation campaign offering travel packages to the Hawaiian Islands at deeply discounted savings.

"These packages are good news for travelers who may have been deferring a Hawai'i vacation over cost concerns," said John Monahan, HVCB president and CEO. "The savings being offered mean the cost of a Hawai'i vacation can now be less than a year ago."

Recognizing that travelers in this economic environment are seeking incredible experiences unique to a destination, but at a great value, HVCB has introduced a new website – **GoHawaii.com/Value** – listing the Hawai'i vacation deals. Visitors are encouraged to check back frequently to view updates and new offers as they become available.

Travel wholesalers offering the packages are Pleasant Holidays, Travelocity, Expedia, Orbitz, All About HAWAII, Blue Sky Tours, LibGO Travel, Travel Impressions, Classic Vacations, MLT Vacations, Funjet Vacations, United Vacations, Hawaii Connection, and American Airlines Vacations.

The special deals are good now – with some offers available through first quarter 2009 with various expiration and blackout dates – and present a variety of cost-saving air-hotel vacation packages, as well as credits for car rental, and food, and beverage. Consumers can shop around and choose the travel package that best fits their lifestyle and pocketbook.

In addition, many individual hotels and airlines are also offering attractively priced rates to draw vacationers to the Hawaiian Islands.

Monahan added travelers will find there is ample airlift to the islands. To that end, Delta Air Lines has added additional flights from Los Angeles to Kaua'i and Hawai'i's Big Island and from Atlanta to Honolulu on October 1, increasing its Hawai'i service. Alaska Airlines is also adding service to the Hawaiian Islands with seasonal flights twice a week from Anchorage to Maui from Oct. 31, 2008 to April 25, 2009, and will also commence year-round once-a-day service between Seattle and Kona beginning Nov. 17, 2008.

"Hawai'i is more affordable and accessible – and as enchanting as ever," said Monahan. "Hawai'i during the winter is spectacular with the balmy weather, exciting outdoor activities, and a spirit of cultural diversity found nowhere else in the world."

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Last month the release of the TNS American Traveler Study showed that Hawai'i received the highest scores of all destinations nationwide for visitor satisfaction among travelers who had taken vacations within the past three years.

HVCB recently introduced its *Stories of Hawai'i* videos at **GoHawaii.com**, showing Hawai'i's people sharing their insights about the unique appeal of the islands. The most recent video to debut is 'The Hula of Kaua'i' and shows Na Hula 'O Kaohikukapulani telling the story of the beloved white waters of Waimea, Kaua'i.

For more information about Hawai'i, the Islands of Aloha, visit **GoHawaii.com**.

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For Hawai'i images, please visit the HVCB Knowledge Bank at HVCB.org.

Special note to media: The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of Hawaiian 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.

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