

January 2007

WHAT'S NEW IN THE ISLANDS OF ALOHA

ACCOLADES

- ◆ Hawai'i hits the charts again this year on the Carlson Wagonlit 2007 Travel Trends Survey. As 2007's Top Ten Domestic Destinations, Honolulu and Kahului, Maui rank 3rd and 4th respectively, placing higher than New York City, Anchorage, Miami Beach, and Phoenix. The survey is based on responses from 507 Carlson Wagonlit Travel Associate owners, managers and frontline agents throughout the United States. For more information, visit CarlsonTravel.com.

- ◆ Five nominees in the category of Best Hawaiian Music Album were announced for the 49th Annual Grammy Awards, which takes place on February 11, in Los Angeles. Nominees for Best Hawaiian Music Album are:
 - ◆ Generation Hawai'i - Amy Hanaiali'i
 - ◆ Grandmaster Slack Key Guitar - Ledward Ka'apana
 - ◆ The Wild Hawaiian - Henry Kaponu
 - ◆ Hawaiian Slack Key Kings - Various Artists
 - ◆ Legends Of Hawaiian Slack Key Guitar - Live From Maui - Various ArtistsFor more information, visit Grammys.com.

EVENTS AND ATTRACTIONS

- ◆ The 15th annual Celebration of the Arts will take place from April 5-8. A celebration of the people, arts, and culture of Hawai'i, the event features workshops, demonstrations and entertainment. Taking place at The Ritz-Carlton, Kapalua, the festival celebrates generations of rich culture and history of the Hawaiians. For more information, visit CelebrationofTheArts.org or KapaluaMaui.com.

- ◆ Fly into the new Pacific Aviation Museum on your next trip to Pearl Harbor. Located on Ford Island, the museum made its debut on the 65th anniversary of the bombing of Pearl Harbor. The museum is housed in a World War II-era hangar that still bears the scars of the December 7, 1941 attack and features restored vintage WWII aircrafts, interactive displays and a theater. Also on display is an aviator-style restaurant and a gift store. Future expansion to the museum includes Hangar 79, dedicated to the Pacific battles of WWII, and Hangar 54, with a focus on the Korean, Vietnam, and the Cold Wars. For more information, visit PacificAviationMuseum.org.

- ◆ The “Return to Romance” Music Festival celebrates the best of music, romance, and Hawai‘i in this inaugural festival brought to you by the Matt Catingub Orchestra of Hawaii. The festival will be held on O‘ahu from March 1-11 and will highlight various forms of music including rhythm and blues, pop, jazz, and music unique to Hawai‘i – all performed at various indoor and outdoor locations and jazz venues. The centerpiece of the festival, the 20 Most Romantic Songs Ever Written, will be performed over three nights. Decided by votes from top music industry professionals, the 20 songs will be brought to life by the complete orchestra and world-renowned vocalists from Hawai‘i and the mainland. For more information, visit MCOoH.com.

- ◆ See the nation’s best football players as the NFL closes out the season with the Pro Bowl All-Star game. Set in Honolulu’s Aloha Stadium on O‘ahu, the Pro Bowl offers picture-perfect playing conditions against a backdrop of blue skies, clear water and swaying palm trees. Kickoff for the 2007 Pro Bowl is 1 p.m. (HST)/6 p.m. (EST). A week of festivities, tailgate parties, and fun-friendly activities make it an exciting event for the whole family. For more information, visit NFL.com/ProBowl.

- ◆ Get ready for a prolific ocean sports experience. The Tropical Energy Ocean Games presented by Jeep will take place on February 15-19 at Ho‘okipa Beach Park on Maui. For centuries, the *makahiki* (ancient festival) season was a time of peace and agricultural fertility for Hawai‘i, when Hawaiians indulged in games, music and festivities. This event is a way to bring together the most talented and

respected watermen in the world for a festival that combines sport with music and art, for a celebration of ocean culture, something that the Hawaiian people have been doing for centuries. The event will include live music, local food vendors, art exhibitions from local artists and art demonstrations. For more information, visit TropicalEnergy.com.

- ◆ Hawaiian Waters Adventure Park on O'ahu will soon open Island Adventure Park, the park's new high-end miniature golf facility on Memorial Day weekend. It will feature 18 holes of creative and challenging miniature golf, including nine ADA accessible holes and a putting green. For more information, visit HawaiianWaters.com.

NEW DEVELOPMENTS

- ◆ The Waikiki Beach Walk™ is taking shape as visitors to Waikīkī are starting to see, taste, and hear what is just the beginning of the spectacular and highly anticipated retail development by Outrigger Enterprises Group. A dozen shops are now open in the 93,000-square-foot retail complex, complemented by strolling musicians playing the classic, lilting tunes of the islands. Also open is the first of two towers comprising Hilton's Embassy Suites® –Waikiki beach Walk. Most of the remaining 30 restaurants and retailers will be open by May 2007 including Ruth's Chris Steak House, Crazy Shirts, and Na Hoku. For the most updated information and a complete listing of tenants, visit WaikikiBeachWalk.com.
- ◆ The revitalization of the Royal Hawaiian Shopping Center is scheduled for completion this summer. The comprehensive renovation will add 310,000-square-feet of restaurant and retail space that will feature the largest collection of flagship stores in Waikīkī. Residents and visitors will have much to choose from, including more than 100 shops and restaurants, free cultural classes and entertainment in an outdoor landscaped plaza, along with Waikīkī's newest show, nightclub and ultra-lounge. For more information, visit RoyalHawaiianShoppingCenter.com.

- ◆ The Royal Lahaina Resort is in the midst of a \$30 million renovation. Each room will be stripped down to its frame and rebuilt into a new upscale product. These new luxury rooms will be available by mid-February. The renovation is part of a \$330 million redevelopment plan for the 27-acre property through 2010. For more information, visit HawaiianHotelsandResorts.com.
- ◆ Hershey's has unveiled a sweet new treat called Mauna Loa Macadamia Nut Kisses. The new tropical candy kiss features macadamia nut nuggets enrobed in a creamy milk-chocolate dome wrapped up in a blue foil. The white rip cord that unwraps the Kiss is stamped with the word Aloha. It is available in Hawai'i at the Mauna Loa Macadamia Nut Visitor Center in Hilo and select retail outlets. For more information, visit Hersheys.com.
- ◆ The Ala Moana Hotel has completed a multi-million dollar renovation. The exterior and interior of the hotel has been updated, including all 1,154 guest rooms, including 67 suites that have been completely renovated with amenities including new beds, furniture, stainless steel refrigerators, flat-screen televisions, bathrooms with custom marble accents, and high-speed internet access. Additional amenities include a new lobby lounge, poolside restaurant called Moana Lani and state-of-the-art fitness center. For more information, visit AlaMoanaHotel.com.
- ◆ Aqua Hotels and Resorts has added the 80-room Coconut Plaza Hotel in Waikiki to its portfolio. Initially marketed as a budget hotel, the off-beach property will be rebranded and renamed the Aqua Coconut Plaza. Several million dollars worth of upgrades are planned for 2007. For more information, visit AquaResorts.com.
- ◆ Ala Moana Center on O'ahu has recently opened 17 new stores including a number of firsts for Hawai'i including Jimmy Choo, Theory, Juicy Couture, and Miss Sixty. Additionally, Ala Moana Center's expansion project is on its way with Hawai'i's first 200,000-square-foot Nordstrom, Inc. department store slated to open in Spring 2008. For more information, visit AlaMoanaCenter.com.

- ◆ ANARA Spa at the Grand Hyatt Kauai Resort and Spa is in the process of adding 20,000 square feet to its facilities, which will make it the largest spa facility on Kaua'i and the second largest in Hawai'i. The renovation will feature five private thatched-roof huts for massages, a new menu of specialized services and an after-hours entrance for guests who want to work out any time of day. For more information, visit GrandHyattKauai.com.

AIRLIFT UPDATES

- ◆ ATA Airlines plans to increase its flight capacity to Hawai'i beginning in June, adding a number of daily flights between Oakland and the cities of Honolulu, Kona and Līhu'e and between Las Vegas and Maui. This schedule allows ATA to serve more Hawai'i destinations non-stop from the mainland than any other airline. For more information, visit ATA.com.
- ◆ Aloha Airlines has received the honor of being the nation's #1 airline for on-time performance. The U.S. Department of Transportation said 93.2 percent of Aloha's planes were on time in November, with Hawaiian Airlines having the second-best record. Aloha Airlines also had the fewest complaints and misplaced baggage reports among the nation's largest carriers. For more information, visit AlohaAirlines.com.

-pau-

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 Lānaʻi). However, HVCB respects the individual use of these markings for names of organizations and businesses.

Contact:

Darlene Morikawa
Director, PR/Communications
Hawai'i Visitors and Convention Bureau
E-mail: dmorikawa@hvcb.org
Phone: 808-924-0259

Nathan Kam
Account Supervisor
McNeil Wilson Communications
E-mail: nkam@mcneilwilson.com
Phone: 808-539-3471