

October 2007

WHAT'S NEW IN THE ISLANDS OF ALOHA

ACCOLADES

- ◆ Maui has once again been voted the “Best Island in the World” in the 20th annual Condé Nast Traveler Readers’ Choice Awards. Maui has also captured “Best Pacific Island” for the 17th consecutive year, along with the “Best Island in the World” award for the 13th time. Maui County hotels also rated exceptional in the Top Hawai'i Resorts category as three hotels placed in the top five with The Four Seasons Resort Maui at Wailea being named the Top Resort in Hawai'i. For more information, visit Concierge.com/CNTraveler.

EVENTS AND ATTRACTIONS

- ◆ Take a culinary adventure through Kekela Farm on Hawai'i's Big Island or experience a truly unique gourmet experience at Ali'i Kula Lavender gardens on Maui. Gourmet Cooking Hawaii offers amazing culinary tours with two of Hawai'i's well-known chefs. Chef Daniel Thiebaut will take you on a personal tour of Kekela Farm where you will pick beautiful fruits and vegetables and then head to the restaurant and prepare your ingredients, cooking side-by-side with the chef. On Maui, Chef Beverly Gannon will take you through the gorgeous gardens of Ali'i Kula Lavender, touring sugar cane and lavender fields and ending at the Chef's private home where you will prepare a feast in her dream kitchen. For more information, visit GourmetCookingHawaii.com.

- ◆ Home Tours Hawaii offers visitors a unique slice of Hawai'i's Big Island life with leisurely visits to a local-style cottage, an oceanfront townhouse, and a luxury estate. An expert guide leads the tour sharing stories and history of each of the three properties with a brunch course served at each stop. Chef Ann Sutherland provides the tour with an intimate taste of the Big Island and leads a fresh fruit demonstration every tour. For more information, visit HomeToursHawaii.com.

- ◆ Tour the Night Sky with Star Gazers Maui at Haleakalā National Park. See the view from the volcano and enjoy the breathtaking beauty of the stars 10,000 feet above the Pacific Ocean. Observe the spectacular sunset and then after dark, gaze into the universe using a large computerized telescope. Aside from experiencing one of Maui's most unusual adventures, guests are treated to dinner, drinks, snacks, and hot chocolate. For more information, visit StarGazersMaui.com.

- ◆ Get creative at The Fairmont Orchid on Hawai'i's Big Island as they partner with the Holualoa Foundation for Arts & Culture and showcase woodblock prints. Beginning November 9, guests are invited to participate in a hands-on art education experience to discover their own inner talents. Featured artists at the event include Archie Brennan, John Buck, David Curcio, Mark Kadota, plus many more. The exhibit will remain on display until January 2008 at the Fairmount's Luana Lounge. For more information, visit Fairmont.com/Orchid.

- ◆ Head to Outrigger Reef on the Beach in Waikīkī for Steel Guitar Sundays. This backyard style affair, offered every second Sunday of the month at the Shore Bird Restaurant and Beach Bar, features seminars and music by some of Hawai'i's finest steel guitarists. The event is the latest in a series of musical events sponsored by the hotel in their effort to continue supporting traditional and contemporary Hawaiian music and will continue through 2008. For more information, visit Outrigger.com.

- ◆ Enjoy the music of the islands on the plaza lawn of the Waikiki Beach Walk™ every Tuesday from 4:30 p.m. – 6:30 p.m. Ku Ha'aheo, "To Cherish with Pride," is the new entertainment program featuring adult and keiki hula dancers. The program, blending contemporary and traditional elements while focusing on island traditions, cultural beliefs, and historical moments in Hawai'i, is all told through song and dance. For more information, visit WaikikiBeachWalk.com.

NEW DEVELOPMENTS

- ◆ Visit the newly reopened Hotel Lana'i for a true "Old Hawai'i" experience. The hotel re-opened the first week of October with newly renovated guest rooms that offer travelers simple accommodations without sacrificing on comfort or style. This charming plantation-style hotel has also christened its new in-house restaurant Lana'i City Grille for both visitors and locals to enjoy. Lana'i City Grille is under the direction and guidance of award-winning Chef Beverly Gannon, chef and owner of Hali'imaile General Store and Joe's in Wailea, two of Maui's culinary landmarks. For more information, visit HotelLanai.com.
- ◆ Relaxation and rejuvenation take on a new meaning at The Wyland Waikiki's Spa Pure. The spa, opening in November 2007, is the hotel's new full-service day spa now inviting guest to preview its premier services. Guests can enjoy in-room or poolside massages, from deep relaxation to vigorous or therapeutic Lomi-Lomi massage or Shiatsu, four-hands, and foot massages. Guests may also experience Spa Pure's signature Ocean Massage in the hotel's salt-water pool, which combines the elements of water, salt, wind, and weightlessness to restore balance and comfort. These services will be exclusive to The Wyland Waikiki and packages are available in anticipation of the spa's opening. For more information, visit WylandWaikiki.com.

- ◆ The Outrigger Aina Nalu has completed a \$30 million redevelopment transforming the property into Lāhainā's premier condominium resort. The extensive renovations include brand new interior and exterior renovations incorporating the best in Hawaiian-inspired design to create an elegant oasis. The nine-acre property is set in a peaceful garden atmosphere in the heart of Maui's most popular historic town. 188 newly remodeled one- and two- bedroom condominium units with brand new full kitchens are available and amenities of the property include a new "tension-edge" pool and whirlpool spa. For more information, visit OutriggerCondos.com.

- ◆ The newly restored man-made pond next to the Hilton Hawaiian Village Beach Resort & Spa has completed a \$15 million renovation. The Duke Paoa Kahanamoku Lagoon will officially be open to the public in late November. Built in the 1950s, the five-acre pond is now slightly smaller than the original and features a circulation system and wells that bring in saltwater from the ocean about five times a day. Landscaping surrounding the lagoon has also been revamped, sand has been replenished on the beach and in the lagoon, and the depth has gone from twelve feet to approximately five feet. For more information, visit HiltonHawaiianVillage.com.

- ◆ The Royal Hawaiian will be undergoing a luxury makeover valued at more than \$110 million. Fondly known as the "Pink Palace of the Pacific," the hotel plans to close on June 1, 2008 for six to seven months. The facelift will include new restaurant concepts, three new pools, a renovated lobby and additional retail shops, six new spa suites, and upgrades to 350 rooms in the hotel's main building. A soft opening is scheduled for December 2008 and an official opening to follow in January 2009. For more information, visit Royal-Hawaiian.com.

- ◆ Outrigger Keauhou Beach Resort in Kailua-Kona on Hawai'i's Big Island will be undergoing an improvement project on all 310 guestrooms. The resort will feature nature-inspired colors for the interior décor, new carpeting, paint, upholstery, and lighting, as well as free high-speed Internet access. For more information, visit OutriggerKeauhou.com.

- ◆ Bring the whole 'ohana to Outrigger Reef on the Beach, now offering new options for extended families, groups, or friends looking for spacious room accommodations. Two, three, and four-bedroom suites can comfortably sleep anywhere from six to 12 guests. The suite's oceanfront location overlooks Waikiki Beach and Diamond Head and is accompanied by an array of luxurious amenities. For more information, visit OutriggerReefWaikikiBeachWalk.com.

- ◆ Ala Moana Center, the world's largest outdoor shopping center, has nearly completed its multi-million dollar retail expansion project. The 300,000 square foot expansion will add approximately 30 new stores on a two-level retail concourse and will connect the existing mall with Hawai'i's first full-line Nordstrom department store. The new establishments include a number of national and international brand name and new-concept stores such as Hawai'i's first J. Crew, Chico's, Vera Bradley, and the Japanese fashion accessory store, Ash & Diamonds. Nordstrom and a number of the center's new merchants are slated to open on Friday, March 7, 2008. For more information, please visit AlaMoanaCenter.com.

TRANSPORTATION UPDATES

- ◆ Alaska Airlines has launched year-round daily nonstop flights from Seattle to Honolulu and Seattle to Lihue. The westbound flights will be departing Seattle in the morning and arriving in Honolulu at noon. The Kauai flight will begin service later this month and will be departing Seattle in the late afternoon. For more information, visit AlaskaAir.com.

- ◆ Aloha Airlines will be offering more flight options for travel to Hawai'i:
 - ◆ A second daily flight between Orange County and Honolulu will be available during the busy holiday season. The new early morning service will begin November 16 and continue through January 5, 2008 from Orange County's John Wayne Airport. The flight will not operate November 28 to December 5, 2007.
 - ◆ Daily non-stop and one-stop flights will be offered between San Diego and Kona beginning January 2008. The non-stop flight will be offered three times a week on Tuesday, Thursday, and Saturday while the one-stop will have a brief layover in Lihue before continuing on to Kona, four days a week on Sunday, Monday, Wednesday, and Friday. Tickets are currently available.

For more information, visit AlohaAirlines.com.

- ◆ Hawaiian Airlines will be the only U.S. carrier providing nonstop service between Hawai'i and the Philippines beginning March 2008. The expansion into Asia will be a first for Hawaiian and Manila service will be launched using Boeing 767-300ER planes that seat up to 264 passengers. Service will start with four or more flights per week. For more information, visit HawaiianAir.com.
- ◆ The American Airlines first-class menu is incorporating the Aloha Spirit. Enjoy menus inspired by Chef Sam Choy on your first-class flight to Hawai'i. Morning items include macadamia nut pancakes with coconut syrup or mascarpone cheese stuffed macadamia French toast and day travelers can choose between the teriyaki-glazed chicken with sweet potato mash or grilled salmon with creamy wasabi and shiitake butter orzo. For more information, visit AA.com.

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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.

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