

September 2008

WHAT'S NEW IN THE ISLANDS OF ALOHA

TRANSPORTATION UPDATES

- ◆ **Delta Airlines** is resuming its flights to **Hawai'i** after flights were cancelled earlier this year. Due to the increase in demand, flights from Los Angeles to Kaua'i and Hawai'i's Big Island and from Atlanta to Honolulu have been reinstated. For more information, visit Delta.com.
- ◆ **Island Air** is offering daily nonstop service from **Honolulu** to **Kona**. Island Air offers 480 weekly flights between the islands of O'ahu, Maui, Moloka'i, Lāna'i, Kaua'i, and the Big Island. For more information, visit IslandAir.com

NEW DEVELOPMENTS

- ◆ After the completion of its renovations in June 2008, **The Aqua Coconut Waikiki** on O'ahu is now called the **Best Western Coconut Waikiki Hotel**. This is the only Best Western hotel in Waikīkī. For more information, visit AquaResorts.com.
- ◆ **The Pacific Aviation Museum** located at Pearl Harbor on **O'ahu**, has an addition to its collection of historic aircraft. The F-15A number 76-0063 joins the F-14 tomcat to the museum's artifact expansion. The F-15 and F-14 are both on display in the museum's second phase Hangar 79 and are part of the "Aviator's Tour" visitor experience. For more information, visit PacificAviationMuseum.org.

- ◆ **Lahaina Gateway** has opened on **Maui**, the largest shopping complex on the side of the island. The 138,000 square foot complex, Lahaina Gateway is the host to many shops and restaurants including: *Outback Steakhouse*, *Genki Sushi* known for its rotating belt carrying various sushi, fondue restaurant *The Melting Pot* fondue restaurant, *Baskin-Robbins*, and *Lahaina Farms*, Maui's largest supermarket focusing on upscale, local and organic foods. The new center is located between Old Lāhainā town and Kā'anapali and the Kapalua Resorts. For more information, visit LahainaGateway.com.

- ◆ The **American Resort Development Association's Hawaii Chapter (ARDA)** recently reported timeshare occupancy was 88.6 percent statewide for second quarter 2008, exceeding hotel occupancy by nearly 20 percentage points. This continued a trend for timeshare as the industry reported a statewide occupancy of 88.2 percent in 2007, according to a study commissioned by ARDA. Other noteworthy results from the study included a 28 percent increase in year-over-year job growth, and \$203 million in capital expenditures during 2007. Timeshare represents about 10 percent of Hawai'i's total accommodations industry. There were 7,690 timeshare units in Hawai'i at the end of 2007, with 5,300 new timeshare units planned for future development. For more information, visit ARDA.org.

EVENTS AND ATTRACTIONS

- ◆ The **Kapalua LPGA Classic** at Kapalua Resort on **Maui** is scheduled for October 13-19, 2008. Season passes are being offered along with daily tickets to the 72-hole professional women's tournament. The tickets available are access to the tournament, \$10 per day good any day tickets, free tickets, and free 2-Day practice round tickets, just to name a few. Attending the tournament are LPGA touring professional Morgan Pressel, Lorena Ochoa, and many more. For more information, visit Kapalua.com.

- ◆ **Go Cards** are offering admission to attractions in a destination city, Hawai'i Go Cards are available for Maui and O'ahu. The cards are good for increments of one, two, three, five or seven days. The Oahu Go Card will offer a surf lesson, admission to the Polynesian Cultural Center, a one-day economy car rental or admission to Germaine's Luau. The price for the one-day O'ahu card starts at \$44.99 for adults and \$34.99 for 12 and younger. The Maui Go Card offers a Molokini Snorkel Cruise, Maui Ocean Center, surf lesson, and Maui Sunset Lū'au, just to name a few. For more information, visit GoCardUSA.com.

- ◆ **The Lyon Arboretum** on O'ahu, a 193-acre rainforest botanical garden, is now offering one-hour guided tours from Monday through Saturday at 10 a.m. Visitors are able to explore native and cultural Hawaiian plants, tour the tropical rainforest, and see a diverse collection of international tropical plants. Tour guides inform visitors about the natural history and heritage of Hawai'i. The tour is \$5 with free garden admission. For more information, visit Hawaii.edu/lyonarboretum.

- ◆ On September 27, various **Hawai'i museums and galleries** will partake in the **Smithsonian Magazine's nationwide Museum Day** promotion. This enables visitors who download the admission cards from the Smithsonian website access to participating venues. The Hawai'i participants include the *Honolulu Academy of Art, Bishop Museum, Mission Houses Museum, Queen Emma Summer Palace, Louis Pohl Gallery of Fine Art, ARTS at Mark's Garage, The Contemporary Museum Honolulu, East-West Center, Japanese Cultural Center, and 'Imiloa Astronomy Center* in Hilo. For more information, visit SmithsonianMag.com.

- ◆ For all golf lovers, **American Safari Cruises** will offer its new eight-day, seven-night inter-island cruise running December 19, 2008 through May 9, 2009. Guests will have the option to visit renowned golf courses on Maui and Lānaʻi during any departure and add on a pre- or post-cruise luxury golf package. The 36-seater Safari Explorer yacht will sail between Hawaiʻi's Big Island and Maui, where golfers can play at Kapalua Resort's two 18-hole championship courses; The Bay and The Plantation, or at Kā'anapali Beach Resorts: Royal Kā'anapali and Kā'anapali Kai courses. On Lānaʻi, golfers may experience The Challenge at Manele, designed by Jack Nicklaus. For more information visit AmSafari.com.

ACCOLADES

- ◆ **Honolulu** on **O'ahu** has been ranked **No. 1** in four sub-categories on the **2008 America's Favorite Cities Survey** provided by **Travel + Leisure**. Below are the categories:

- ◆ Active/Adventure vacations
- ◆ Romantic escape/Relaxing retreat
- ◆ Weather
- ◆ Holiday travel: Thanksgiving and Christmas

The 25 cities were ranked according to food, culture, quality of life/visitor experience, and holiday travel and many more. For more information, visit TravelandLeisure.com.

- ◆ National Geographic Adventure magazine has recognized **Līhu'e** on **Kaua'i**, as the **3rd** next great adventure town in the West. The list of 50 was divided into the four U.S. regions: West, Rockies, Central, and East. For more information, visit Adventure.NationalGeographic.com.

- ◆ **Priceline.com**, online travel service company, has ranked the **Waikīkī Beach Area (28th)** and the **Waikīkī Beach Marina Area (47th)** on its 6th annual list of the Top 50 Labor Day Travel Destinations. The survey was based on actual booking requests for the Labor Day weekend. For more information, visit Priceline.com.

- ◆ Nine Hawai'i hotels have made this year's **Travel + Leisure Magazine's 8th Annual Reader Survey List** for "Best Resorts for Families." On the list of the Top 50 Hotels are:
 - ◆ No. 1 – Fairmont Kea Lani, Maui
 - ◆ No. 5 – Four Seasons Resort Maui at Wailea
 - ◆ No. 6 – Grand Hyatt Kauai Resort and Spa
 - ◆ No. 15 – Grand Wailea Resort Hotel & Spa (Maui)
 - ◆ No. 16 – JW Marriott Ihilani Resort & Spa (O'ahu)
 - ◆ No. 25 – Halekulani Hotel on O'ahu
 - ◆ No. 31 – Kauai Marriott Resort & Beach Club
 - ◆ No. 33 – Sheraton Maui Resort
 - ◆ No. 36 – Wailea Beach Marriott Resort & Spa on Maui

For more information, visit TravelandLeisure.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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