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WHAT'S NEW IN THE ISLANDS OF ALOHA

NEW DEVELOPMENTS

- ◆ Guest rooms at the **Sheraton Keauhou Beach Resort** on Hawai'i's Big Island will soon be redone with new carpets, a new color concept for the walls, and the addition of 37-inch flat screen televisions. The first set of renovated rooms is expected to be ready by the end of summer. Guests will soon also be able to enjoy Link@Sheraton, a computer lounge providing Internet connection. All computers will use Windows products and web cams. The hotel's renovations are part of a new \$6 Billion Global Revitalization program launched by Starwood Hotels and Resorts to upgrade the brand's facilities including 100 hotels in the U.S. For more information, visit SheratonKeauhou.com.
- ◆ A new standalone website launched earlier this month for the **Hyatt Regency Waikiki Beach Resort and Spa** with increased graphic functionality, a unique left-side navigation bar, and Web 2.0 integration. Previously the hotel held a single site on the Hyatt Resorts and Spas in Hawai'i website which also includes separate pages for the Grand Hyatt Kauai Resort and Spa and the Hyatt Regency Maui Resort and Spa. With the new secondary site, potential visitors can get a better feel for the resort's style and what it offers. For more information, visit HyattRegencyWaikiki.com.
- ◆ The **Keauhou Beach Resort** on Hawai'i's Big Island recently added a new cultural department. This facet of the hotel offers guests many opportunities to learn and be immersed in Hawaiian culture and history. Hawaiian language classes are available along with lessons in ancient Hawaiian games, hula, lei making, 'ukulele, and arts and crafts. For more information, visit KeauhouBeachResort.com.

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- ◆ **Oishi!**, a new Izakaya-style Japanese restaurant has recently opened at the **Shops at Mauna Lani** on Hawai'i's Big Island. Renowned sushi chef Norio Yamamoto and Wes Monty have created a menu which blends traditional Japanese cuisine with fresh local ingredients to offer a unique dining experience. For more information, visit ShopsAtMaunaLani.com.

EVENTS AND ATTRACTIONS

- ◆ **Friends of the Natural Energy Laboratory Hawaii Authority (NELHA)** will debut a sustainable Fish Farmers' Market on **March 26** from 2:00 p.m. to 6:00 p.m. featuring a diverse selection of eco-friendly seafood grown by NELHA such as Keāhole Lobster, Dungeness Crab, Kona Kampachi, Big Island Abalone, and sturgeon. The market will be held at the **NELHA Gateway Center** and will continue on the last Friday of every month from April to June. For more information, call 808-962-6357 or visit NELHA.org.
- ◆ Visitors to Hawai'i's Big Island can experience a convenient new farmers' market at the **Sheraton Keauhou Bay Resort and Spa**. Every Wednesday from 8 a.m. to noon, vendors assemble on the lawn of the Sheraton Keauhou Resort to sell local farm-fresh produce, coffee, flowers, and crafts made from Hawai'i Island materials. The resort's Executive Chef Eric Lelinski of **Kai** restaurant takes advantage of the convenient shopping location to buy fresh local ingredients to include in his own menu. When Chef Lelinski isn't stocking up on produce, he takes the time to share some of his cooking tips with customers. For more information, visit SheratonKeauhou.com.
- ◆ O'ahu's **Pacific Beach Hotel** now offers **SNUBA** conveniently within the walls of its own hotel. Divers use a mouthpiece regulator for oxygen and can roam to depths of 20 feet within the hotel's **Oceanarium**, an indoor saltwater aquarium filled with more than 70 species of Indo-Pacific marine life. For more information, visit PacificBeachHotel.com.

- ◆ Chef Emeril Lagasse returns to O'ahu this spring to share his New Orleans cooking style at the **Kahala Food and Wine Classic** from **April 9-10**. Chef Lagasse will fuse his cuisine with a taste of Hawai'i by including the freshest local ingredients of the season and flavors of the Pacific. Dishes will also be paired with award winning wine selections from Schrader Cellars. This two-day affair held at **The Kahala Hotel and Resort** will also feature a wine tasting, cigar lesson, and cooking demo by Chef Lagasse. For more information, visit KahalaResort.com.

- ◆ **Mauna Kea Beach Hotel** now offers a beautiful oceanfront setting on the west coast of Hawai'i's Big Island for a traditional Hawaiian Lū'au every Tuesday evening. Enjoy a night of Hawaiian entertainment featuring authentic performances hosted by respected Kumu Hula Nani Lim Yap and her award winning *hālau* (hula troupe). Guests can also watch as the kalua pig is cooked in an *imu* (underground oven) and served with many other traditional and local foods such as poi, and Mauna Kea's signature chocolate caramel macadamia nut tart. For more information, visit PrinceResortsHawaii.com.

- ◆ **Keauhou Beach Resort** on Hawai'i's Big Island will celebrate its 40th Anniversary on **March 28** at the hotel's Royal Lū'au Grounds from 9:00 a.m. to 3:00 p.m. Visitors and *kama'āina* (locals) are invited to participate in the festivities which will include arts and crafts made in Hawai'i, cultural activities such as ancient Hawaiian makahiki games, Hawaiian-style plate lunches, and a variety of entertainment. For more information, visit KeauhouBeachResort.com.

TRANSPORTATION

- ◆ Travelers from smaller U.S. mainland cities including Bellingham (Washington), Eugene (Oregon), Stockton (California) and Monterey (California) will soon be able to fly conveniently to Hawai'i on **Allegiant**. The travel company announced this month its plans to purchase a fleet of six Boeing 757s over the next two years and aims to begin direct service to Hawai'i by the end of 2010. For more information, visit AllegiantAir.com.

- ◆ **Alaska Airlines** is sending five lucky travelers to Maui to celebrate with **Apolo Ohno**, who recently became the most decorated winter Olympian in history following his success at the 2010 Vancouver Olympics. Five winners of the “**Follow Apolo to Hawaii**” sweepstakes and their guests will join Ohno in June for a Hawai'i vacation, including two roundtrip tickets to Maui on Alaska Airlines, a private lū'au with Ohno and luxury accommodations for four nights and five days at the **Grand Wailea, The Waldorf Astoria Collection**. Participants have until April 15 to register for the sweepstakes and can earn additional entries by participating on social networking sites like Twitter, Facebook, and MySpace to help spread the news of the sweepstakes to their friends and family. For more information, visit FollowApolo.com.

- ◆ **Hawaiian Airlines** recently welcomed the Airbus A330-200 to its family of carriers. The airline will acquire three more of the A330-200 carriers this year, and one more in the first quarter of 2011. The new airbuses allow Hawaiian the opportunity to expand its non-stop service to China, Japan, and the East Coast of the United States. For more information, visit HawaiianAir.com.

- ◆ During the upcoming summer season, **United Airlines** will operate a direct flight from Chicago to **Kahului**, Maui. The service will be available daily from June 9 through August 14. For more information, visit United.com.

ACCOLADES

- ◆ **Outrigger Reef on the Beach** (O'ahu) and **The Ritz-Carlton, Kapalua** (Maui) are this year's recipients of the *Orbitz 2010 'Best in Stay' Award*. Winners were selected based on ratings by Orbitz customers who have stayed at the hotels. The ratings and reviews covered various categories including hotel amenities, maintenance, staff, room comfort, location and value. For more information, visit Orbitz.com.

Special note to media: The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of the 'okina ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., 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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