

KAUAI

HAWAI'I'S ISLAND OF DISCOVERY

www.kauaivisitorsbureau.com

A newsletter from the Kaua'i Visitors Bureau

August/September 2003

Kaua'i Named Best Island In Hawai'i by *Travel + Leisure* Readers

Readers of *Travel + Leisure* have ranked Kaua'i the best of the Hawaiian Islands in the magazine's eighth annual World's Best Awards Readers' Survey 2003. Kaua'i received a score of 86.18 in the "World's Best Islands: Hawai'i" category giving it the Number 1 spot on the list.

Kaua'i also ranked among the best islands in the world. Scoring 86.18, Kaua'i ranked Number 5 within the Top 10 Overall, the highest performance by a Hawaiian Island this year.

"We are thrilled that Kaua'i was awarded such a distinguished honor from *Travel + Leisure*," said Susan A. Kanoho, executive director of the Kaua'i Visitors Bureau (KVB).

"Receiving such high praise from some of the world's most savvy travelers only confirms that Kaua'i excels as a visitor destination that offers something for everyone."

The World's Best Awards is conducted by a questionnaire made available to *Travel + Leisure* subscribers during the first quarter of the year. For islands, respondents were asked to rate on five characteristics.

Respondents reported where they had traveled worldwide and how, and rated only the attributes that were relevant to their recent travel experiences. The scores are indexed averages of responses concerning applicable characteristics.

KVB Welcomes New Members to 'Ohana

KVB would like to extend a warm welcome to its newest members: Prince Kuhio Rentals, Kauai Osteopathic Inc., Kuhio Shores Condominiums, Makahuena Resort and Kekaha Oceanside Fielding House.

What's New On Kaua'i?

- * Puakea Golf Course, previously a 10-hole course, reopened as a full 18-hole golf course on July 1.
- * Aloha Kauai Tours introduced a new "Myths & Legends Tour," where guests can hear Hawaiian tales while touring the North Shore.
- * Poipu Bay Golf Course has introduced a unique nighttime activity called "Golf Glow" specifically for groups. The holes are illuminated with glow sticks, and players are provided with glow balls.
- * Na 'Aina Kai Botanical Gardens' Children's Garden is scheduled to open in December 2003 and will include water features, a treehouse, a gecko-shaped maze of bushes and unique activities so children can learn about horticulture and the environment in their own way.
- * Po'ipu Beach was recently picked from thousands of beaches as one of the world's best, according to Forbes.com. The Web site states that Po'ipu is the best beach on the island and is perfect for families due to its calm waters.

On The Road



with KVB

KVB Director of Sales & Marketing Edie Hafdahl and Sales Coordinator Jory Mata will be representing Kaua'i at the following events in September:

- * Incentive Travel & Meetings Executive Show, Chicago, IL
- * Various events in Las Vegas, NV, including GOGO Worldwide Vacations Hawaii Educational Showcase, Hawai'i Agent Tradeshow & Presentations, a sales blitz and Prestige Consumer Shows

KVB News Briefs

New Vision and Mission Statement

At the helm of KVB Chair Barbara Bennett's leadership, KVB has updated its Vision and Mission statement (see enclosed information), to take KVB into the next five years.

New Visitor Aloha Society of Kaua'i (VASK) Brochure Available

VASK has created a new brochure explaining who they are and why they exist. Anyone wishing for more information about VASK can contact Robin Pratt at 246-0506 phone or via email at robin.vask@verizon.net.

Hawai'i Visitors and Convention Bureau (HVCB) 100th Annual Luncheon Date Changed

There is a new date for the HVCB Annual Luncheon: November 5, 2003 at the Hilton Hawaiian Village in Honolulu. More information to come.

Luxury Press Trip Planned for September

KVB will be hosting six travel writers on Kaua'i for a luxury-themed press trip, September 8-14. Throughout the week, writers will experience the range of activities, accommodations and dining options available to visitors seeking an upscale destination getaway.

The press trip Welcome Reception will be held at the Princeville Resort on Monday, September 8. All KVB PR Colleagues are invited to attend to meet the writers. Cost is \$20 per person and is limited to one representative per company. For more information, please contact Emele Cox, McNeil Wilson Communications, at 808-539-3440 phone or via email at emele@mcneilwilson.com.

Kaua'i Tourism Update

Kaua'i is having a good tourism summer, according to the Department of Business Economic Development and Tourism (DBEDT).

Although visitor spending is down for the first half of 2003 (\$138 per day average, as opposed to \$144 last year), the island is still doing well because the hotels are full and visitors are staying longer.

Kaua'i also had the highest percentage of timeshare visitors in Hawai'i at 16.8 percent, and came in second highest for honeymooners at 9.5 percent.