

## PRESS RELEASE



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### **An enormous thank you from Hawaii Tourism!**

“Hawaii Tourism and Hawaiian Airlines would like to extend a very big ‘Mahalo’ to all the Hawaiian partners who took part in the recent *Aloha Down Under* events”, said Hawaii Tourism’s Country Manager, Helen Williams. “Without the support of our Hawaiian ‘ohana’, including our Australian representatives who supported us on behalf of their Hawaiian organizations, this very successful event could not have taken place”, Helen said.

The Hawaiian Airlines and Hawaii Tourism ‘Aloha Down Under’ Workshops that took place in the first week of June have been deemed an enormous success. Hawaii Tourism reported that over 400 agents attended in Sydney, 160 in Melbourne and 130 in Brisbane. A separate VIP function was also held at the US Consul General’s residence in Double Bay, for the key MICE operators, signifying the importance of the convention and incentive market to the destination of Hawaii.

The objectives of the shows were to launch the new Hawaiian airlines services between Honolulu and Sydney, to provide valuable training on the destination, and to provide a number of the Hawaiian suppliers the opportunity to acquaint themselves with the Australian market place.

This was the first time ever a Hawaiian road show of this magnitude has been held in Australia. “We felt it was critical to provide the travel agents and tour wholesalers

with selling tools to sell Hawaii which in turn will increase visitor numbers to the destination. The first phase of the training was the travel agents participation in the workshops while phase two is actually experiencing the destination first hand and we look forward to giving those who attended, a warm Aloha over the coming months.” said Helen.

“Hawaiian Airlines was incredibly generous giving away over 500 \$99 airfares to Hawaii. Anyone who thought that they could just turn up and walk away with the discounted fare, was very much mistaken”, said Gemma O’Brien, Marketing Executive, Hawaii Tourism Oceania. In an ingenious way, Hawaii Tourism ensured that the attendees retained the information they were presented with, by giving all agents a questionnaire containing 23 questions, and making this a fun way to learn about the destination as well as it being the basis of eligibility for the \$99 fare.

“We were delighted with the response from the travel trade to the events, it was fabulous to see such a great turn out and even better to hear agents comment that it was one of the best functions that they had been to in several years. On behalf of all of the Hawaiian operators we’d like to thank all of the travel agents and wholesale staff and media who attended and look forward to seeing everyone at Aloha Down Under 2005”, said Gemma.

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