

HAWAII VISITORS & CONVENTION BUREAU  
2270 Kalākaua Avenue, Suite 801  
Honolulu, Hawai'i 96815  
TELEPHONE: (808) 923-1811  
FAX: (808) 924-0290  
EMAIL: info@hvcb.org  
WEBSITE: gohawaii.com



## What's New in Hawai'i's Arts & Culture Travel Market

'Āpana (Niche) Newsletter  
Spring 2005

### THE GRAMMYS GO HAWAIIAN

Hawaiian music stepped into the big time this year with the first-ever Best Hawaiian Music Album at the 47<sup>th</sup> Annual Grammy Awards. As a result of a 15-year effort by lobbying members of the local recording industry, the National Academy of Recording Arts & Sciences recognized Hawai'i's unique contribution to the music scene with an award showing how much Hawaiian music has evolved and grown in stature nationally.

The new Best Hawaiian Music Album category was one of four in the Folk Music category. Acknowledging the importance of the Hawaiian culture, a requirement for consideration was that vocal tracks be recorded predominately in the Hawaiian language.

The five nominated artists represented a broad spectrum of Hawaiian music, from Keali'i Reichel's traditional storytelling heritage by chanting in Hawaiian; Amy Hanaiali'i Gilliom and Willie K's comedic onstage performances; the Brothers Cazimero's sophisticated and innovative harmonies; Ho'okena's traditional and contemporary sound; and a stellar compilation of slack key guitar masters.

All were worthy but the Academy chose "Slack Key Guitar, Volume 2," an homage to the generations of Hawaiian musicians so dedicated to their art. Accepting the Grammy for the all-instrumental release was producer/guitarist Charles Brotman.

### 2005 NOMINEES

#### "Slack Key Guitar, Volume 2" produced by Charles Brotman

This compilation showcases the talents of ten different solo guitarists, each with his own tuning and slack-key style. Performances by: John Cruz, Ken Emerson, Keoki Kahumoku, John Keawe, Bryan Kessler, Sonny Lim, Randy Lorenzo, Jeff Peterson, Charlie Recaido, and Charles Brotman.

"Some Call It Aloha...Don't Tell" by The Brothers Cazimero

Over the past 30 years, The Brothers Cazimero have become musical legends in Hawai'i, having produced 36 albums, winning 26 Na Hoku Hanohano Awards (Hawai'i's equivalent to a Grammy), and even making their mark nationally with sold-out concerts at New York's Carnegie Hall and the Hollywood Bowl in Los Angeles. Known for their lilting falsetto harmonies, this album pays homage to their Hawaiian legacy.

"Amy & Willie Live" by Amy Hanaiali'i Gilliom and Willie K.

This release is a collection of live recordings from their two-week tour of the West Coast in 2003. Amy is a multi-Na Hoku Hanohano Award winner; her first album "Hawaiian Tradition" placed her on the World Billboard Charts, a first for an album written solely in the Hawaiian language. Her trademark *ha'i* (Hawaiian female falsetto) blends seamlessly with Willie's three-octave range. Willie loves Hawaiian slack key, but his interests and influences include jazz, R&B, rock, reggae, blues, and flamenco. Willie has shared the stage with B.B. King, Willie Nelson, Bonnie Raitt, Prince, George Benson, Carlos Santana, Mick Fleetwood, Jimmy Buffett, and Crosby, Stills and Nash.

"Cool Elevation" by Ho'okena

*Ho'okena* means "quench thirst" in Hawaiian, and the quartet's baritone harmonies are featured on yearly tours to the mainland and Japan. "Cool Elevation" is their ninth album.

"Ke'alaokamaile" by Keali'i Reichel

"Ke'alaokamaile" is a loving tribute to Keali'i's grandmother, Kamaile. A poetry reading, followed by a genealogical chant, communicates the traditional Hawaiian values and way of life, learned from her. Keali'i takes the listener on a journey through his memories of growing up in Pā'ia, on the island of Maui with each song and chant a celebration of love, life, and *ohana* (family).

**Here's what's new...**

**Hanalei Colony Resort's Explore the Napali Coast (Kaua'i)** – The north shore of Kaua'i offers a lush, tropical environment and a host of exciting activities for adventurers. The special Explore Napali Package includes five or seven nights accommodations in a two-bedroom Ocean View unit, a Wrangler Jeep for the duration of stay, a two-hour guided tour of tropical Limahuli Garden, a kayak for a day on the Hanalei River, an in-room or beachfront his and her massage, a guidebook on hiking Kaua'i's trails, and a special hiking gift. Prices vary for five and seven night packages per season. For more information, visit [HCR.com](http://HCR.com) or call 1-800-628-3004.

**Kayak Kaua'i's Discovery Tour (Kaua'i)** – Come explore Kaua'i's peaks and canyons, rivers and coastlines on a seven-day, six-night journey taking in sacred trails, hidden pools, blue lagoons, alabaster beaches and shimmering waterfalls that comprise the spectacular landscape of beautiful Kaua'i. Price is \$1,750 per person plus tax based on double occupancy and includes lodging at the Waimea Plantation Cottages or Pali Ke Kua at Princeville, travel to and from Lihu'e Airport, dining, and kayak adventure. Single occupancy private rooms are an additional 20 percent. For more information, visit [KayakKauai.com/discovery.html](http://KayakKauai.com/discovery.html).

**The Lodge & Beach Village at Moloka'i Ranch's Adventure Package (Moloka'i)** – Explore the many wonders of Moloka'i with The Lodge & Beach Village at Moloka'i Ranch's Adventure Package. For guests staying at The Beach Village, the Adventure Package includes three meals per day at the Kaupoa Dining Pavilion and a \$25 activity credit. Package rates start from \$168 per person per night in a standard tentalow; there is an additional 3 or 4 person charge of \$75 per person with the same inclusions. Rates are commissionable for travel agents and valid through December 24, 2005. For more information, visit [MolokaiRanch.com](http://MolokaiRanch.com) or call 1-888-627-8082.

**Starwood Hotels' Stay at One, Play at All (Maui)** – Starwood Hotels' Maui resorts, the Westin Maui Resort & Spa and Sheraton Maui Resort have added the Westin Ka'anapali Ocean Resort Villas to their dynamic shared-amenity program, "Stay at One, Play at All." The program allows guests staying at any one of the hotels to enjoy services and amenities at all three, at no extra charge. Amenities include use of the pools on all three properties, dining at any of the hotel restaurants with charge-back privileges to their rooms, complimentary short-term parking, and children eat free at many of the hotel restaurants with a paying adult. For more information, visit [Starwood.com/Hawaii](http://Starwood.com/Hawaii) or call 1-888-488-3535.

**Kohala Sports Club & Spa's Malama Koukino (Hawai'i's Big Island)** – The Hilton Waikoloa Village Kohala Sports Club & Spa presents *Malama Koukino*. The three-day spa and seminar weekend is slated for March 11-13, 2005. Award-winning speaker, trainer and author Carolyn Gross will conduct daily workshops in addition to daily group fitness/meditative walks, continental breakfast and daily spa treatments. *Malama Koukino* Spa Weekend workshop with four nights accommodations is \$1,455, excluding tax. For more information, visit [KohalaSpa.com](http://KohalaSpa.com) or call 808-886-2828.

**SPECIAL NOTE TO MEDIA**

**Hawaiian Diacritical Markings:**

The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of 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.

If you are currently working on a Hawai'i feature for 2005 and are interested in travel assistance, please contact the following niche managers about these subjects:

Arts & Culture:	Terri Ann Oda toda@mcneilwilson.com
Cuisine:	Terri Ann Oda toda@mcneilwilson.com
Eco-tourism/Soft Adventure:	Nathan Kam nkam@mcneilwilson.com
Family:	Nicole LaBerge nlaberge@mcneilwilson.com
Golf:	Nathan Kam nkam@mcneilwilson.com
Health & Wellness:	Nicole LaBerge nlaberge@mcneilwilson.com
HVCB PR/Communications Manager:	Darlene Morikawa dmorikawa@hvcb.org

For information about Hawai'i – The Islands of Aloha – visit HVCB's website at [GoHawaii.com](http://GoHawaii.com) or call 1-800-GOHAWAII.