
What's New in Hawai'i's Eco-Tourism/Soft Adventure Travel Market 'Āpana (Niche) Media Newsletter Spring 2005

EXPLORING MOLOKA'I'S NORTH SIDE

The quaint and sometimes misunderstood island of Moloka'i is one of Hawai'i's hidden gems when it comes to adventure. Here, people don't spend much time indoors because there's much more to do outside. As the least developed of Hawai'i's major islands, Moloka'i is still very much rural with a local economy supported by farming, fishing, and hunting.

The Friendly Isle is home to some great natural wonders including a national park, a Nature Conservancy forest preserve, and great places to hike and ride horses. Travelers whose idea of a vacation is Zion or the Grand Canyon will be inspired by a week of exploring Moloka'i.

Moloka'i's chief attraction is its north shore. This whole side of the island is sealed off by a series of gigantic cliffs that plunge – some more than 3,000 feet – straight down into the Pacific Ocean. At intervals this imposing wall is sliced by blade-thin canyons or draped by some of the tallest waterfalls in Hawai'i. It looks as though half the island was ripped away and fell into the sea, an event geologists believe actually happened in past eons. Afterwards, a small volcanic outburst created a flat peninsula, Kalaupapa, which seems to float forlornly at the base of the world's tallest sea cliffs.

The trail to Kalaupapa begins at the top of the cliff dropping nearly two thousand feet to the sea. It's a wide, safe trail with wonderful views. You can make the four-mile trek by foot or mule, which provides greater opportunity to enjoy the ride. Moloka'i Mule Ride has been offering this service since 1973.

As the Hawaiian Islands go, Moloka'i has definitely followed the beat of its own drum. The result is a treasure for those independent travelers who prefer the solace of outdoor beauty over the clamor of indoor attractions. For a taste of Hawai'i the way nature intended it to be, discover Moloka'i for yourself.

Here's What's New...

Aloha Beach Resort's Family Package (Kaua'i) – Aloha Beach Resort offers terrific value for the cost-conscious family travelers seeking Kaua'i accommodations. The resort is located on a unique 57-acre beach park, complete with Kaua'i's own sheltered enclosed ocean swimming and snorkeling facility with an over-sized children's fantasy playground and 3 story maze-bridge, and more recently 5 miles of a future 20-mile coastline bike/pedestrian path. Children under 18 stay free, children under 12 eat free. Offer expires December 20, 2005. For more information, visit ABRKauai.com or call 1-888-823-5111.

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 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.

Hawaiian Waters Adventure Park Introduces the FlowRider (O'ahu) – The 29-acre Hawaiian Waters Adventure Park in Kapolei, O'ahu, will launch a new action thrill ride in May 2005 that combines elements of surfing, snowboarding and skateboarding. Aptly called the FlowRider, the Park's latest water ride uses high-powered pumps to blast sheets of water up a curved surface creating exciting waves that are challenging for the novice rider and yet exciting and powerful for a skilled rider. FlowRider is safe for all ages and skill levels, and can be enjoyed by riders and spectators alike. For more information, visit HawaiianAdventurePark.com or call 808-674-9283.

Star of Honolulu's Premier Whale Watch Cruise (O'ahu) – For the most complete whale watch experience, board the Star of Honolulu's 2-hour Premier Whale Watch Cruise. With the Star's panoramic walkways, 60-foot high observation/sun deck and hi-tech stabilizers, visitors get the best seat at sea for viewing Humpback whales. Plus, enjoy educational and fun whale activities with the crew of Certified Naturalists, Hawaiian cultural activities and guaranteed whale sightings! Paradise Cruise also offers a casual Starlet Wild Whale Watch Cruise on O'ahu and Spirit of Lahaina Whale Watch Eco-Adventure Cruise on Maui. Offer expires April 30, 2005. For reservations or more information, call 1-800-334-6191.

Maui & Moloka'i Package – Experience the best of both worlds in Hawai'i with this two-island, seven-night package that combines four nights in an Ocean View studio at Napili Kai Beach Resort in Maui, three nights in a Garden View tentalow at the Beach Village, or the Lodge Deluxe room at The Lodge in Moloka'i; seven-day compact rental car on Maui and Moloka'i; and round-trip ferry transfer via Moloka'i Princess between Maui and Moloka'i. This package is priced at \$2,099, based on double occupancy and good through December 24, 2005; additional guests available at \$100 per person. For more information, visit MolokaiRanch.com or call 1-888-627-8082.

The Lodge & Beach Village at Moloka'i Ranch's Adventure Package – 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 or call 1-888-627-8082.

Trilogy Excursions Lāna'i and Maui Package – Visitors can choose between two packages that feature a sunset or sunrise sail from Maui to the island of Lāna'i. The Original Discover Lana'i (Monday through Friday, 6:15 a.m. – 4:00 p.m.) departs from Lahaina Harbor, and includes breakfast with mom's homemade cinnamon buns, fresh fruit, and the Captains Blend coffee, leisure time at Hulopo'e Beach (voted #1 beach in America), snorkeling equipment and instruction, Trilogy's famous barbeque chicken lunch at the Hale O Manele Pavilion, narrated van tour of Lāna'i Town, and an afternoon sail back to Maui at a cost of \$169 plus tax per person. The New Discover Lana'i Sunset Sail (Monday through Friday, 10:00 a.m. – sunset) departs from Lahaina Harbor, includes same specials as above. Cost is \$169 plus tax per person. For more information, visit SailTrilogy.com.

Piiholo Ranch's Horseback rides in Upcountry (Maui) – See Maui on horseback! From the upcountry slopes of Haleakalā, Morning Picnic Ride is a 3.5-hour adventure from the ranch to Twin Koas and up to Pi'iholo Hill. A gourmet lunch is spread on a picnic table in a small pavilion, featuring smoked barbeque chicken and ribs, pesto pasta salad, spicy cornbread, orange and apple slices, seasoned potato chips, cookies and macadamia nuts. Vegetarian meals available with advance notice. Coffee, tea, cocoa, breakfast breads, and fruit are available before the ride. Cost is \$160 per person. Prices are valid through December 31, 2005. For more information, visit Piiholo.com.

Kona Village Resort's Scuba Certification Package (Hawai'i's Big Island) – Kona Village Resort is an ideal land-base for ocean lovers. Situated on pristine Kahuwai Bay, this special package will entice divers to discover why Hawai'i's Big Island is considered one of the best dive spots in the world. SCUBA package includes all resort meals and amenities plus full NAUI (National Association of Underwater Instructors) or PADI (Professional Association of Diving Instructors) certification for new divers, and daily dives for certified divers (three morning dives, two evening dives). Six night minimum stay. Offered May 1-30, 2005. Package rates begin at \$4,100 for two in a standard *hale* (house) for six nights. For more information, visit KonaVillage.com or call 1-800-367-5290.

SPECIAL NOTE TO MEDIA:

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:

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You can also visit HVCB's website at gohawaii.com.

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.