

## What's New in Hawai'i's Family Travel Market 'Āpana (Niche) Media Newsletter Spring 2005

### FAMILY ACTIVITIES AND ADVENTURES

Hawai'i is a cavalcade of natural beauty, contrasting the world's greatest collection of beaches with thick, forested mountains and lush green valleys. In other words, it's ideal for family fun adventures!

Hawai'i's picture-perfect splendor, sunny blue skies, and warm ocean waters provides the ideal getaway to scuba, surf, parasail, or just stroll along the shore. Hike or horseback through a rainforest, then dive into a pool below at the bottom of a waterfall.

Hawai'i is all about *'ohana* (family) and our six islands offer a playground of activities, attractions, adventures, and historical sites to experience. Here are some of our great family activities:

#### *Kaua'i*

**Kayaking** – Kaua'i is known for having the only navigable rivers in Hawai'i. Take a trip down Hule'ia River from Nāwiliwili Harbor to the Menehune Fishpond and beyond. Travel down the Hanalei River, Kaua'i's longest river or Kalihiwai for its exquisite scenery. Whether the interest is for a peaceful experience or enthralling adventure, kayaking on Kaua'i will fulfill your every need.

**Wailua River/Fern Grotto** – Made famous by Elvis Presley in the 1961 hit *Blue Hawaii*, Fern Grotto has a river cruise that shows how Hawaiian royalty once lived. Boat operators share the fascinating legends of the area and family members entertain with Hawaiian songs, old and new. In this beautiful, tropical jungle setting, nature has formed a natural amphitheater with remarkable acoustics. The Wailua River and its surrounding land were once part of the royal grounds.

#### *O'ahu*

**Hans Hedemann Surf School** – Located on the North Shore and in Waikīkī, Hans Hedemann offers a full-service surfing instruction school that provides surfboards, equipment, instructors and repeat classes for all levels of surfing: beginner, intermediate and advanced. Take private or group lessons, or surf with the master himself.

**Waimea Valley Audubon Center** – Enjoy easy access to rare and endangered Hawaiian flora and fauna in lush Waimea Valley. There are hundreds of acres of strolling paths and hiking trails, world-class botanical gardens, and rich archaeological sites.

### *Moloka'i*

**Moloka'i Ranch** – At the 50,000-acre ranch, arrange for a guided horseback ride, go mountain biking, canoeing, hiking, mule riding or deer hunting for the more experienced. You can even learn basic *paniolo* (cowboy) skills and compete in rodeo events!

### *Lāna'i*

**Lana'i Pines Sporting Clays** – This 15-acre pine forest offers four target shooting disciplines. The 14-station sporting clay provides certified instructors and top-quality equipment for shooters of all levels, even children's programs. Experience different games, such as skeet, wobble trap, and compact sporting. An added bonus is the magnificent views overlooking Maui and Moloka'i.

### *Maui*

**Ali'i Kula Lavender Farm** – In the uplands of Maui is Ali'i Kula Lavender, the only place in the world where certain types of lavender bloom year-round. "Lavender engineer" Ali'i Chang is working wonders with 31 varieties of lavender. Tour the farm and enjoy some delicious lavender lemonade, lavender strawberry syrup, lavender truffles, and much more.

**Surfing Goat Dairy** – In the tradition of old Germany, Thomas and Eva Kafsack operate the goat dairy in the state. Surfing Goat Dairy produces a variety of cream cheeses and soft cheeses, which are found in many of Maui's gourmet restaurants. Take the tour and lead herd from the pasture to the dairy for feeding, learn about the cheese making process, and sample some gourmet goat cheese. You can even milk a goat!

### *Hawai'i's Big Island*

**Hawai'i Volcanoes National Park** – The park encompasses nearly 218,000 acres – and growing, and ranges from sea level to the summit of the world's biggest volcano, Mauna Loa at 13,677 feet. It's also home to Kīlauea, the world's most active volcano, giving visitors an upclose view as to how the Hawaiian Islands were created. Over half of the park is designated wilderness and provides unusual hiking and camping opportunities.

**Parker Ranch** – Spreading across 175,000 acres in the northern part of Hawai'i's Big Island, Parker Ranch offers a multitude of fun outdoor activities. See this magnificent stretch of country by horseback, all-terrain vehicles, or horse-drawn wagons. The Parker Ranch Museum provides a self-guided tour that takes guests from ancient Hawai'i to the evolution of the Hawaiian Cowboy – the *paniolo* and the development of Parker Ranch.

To learn more about these and other activities in Hawai'i, visit the Hawai'i Visitors and Convention Bureau website at [GoHawaii.com](http://GoHawaii.com).

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

**Aloha Beach Resort's Family Package (Kaua'i)** – Aloha Beach Resort offers terrific value for the cost-conscious family seeking Kaua'i accommodations. The resort is located on a 57-acre beach park, that includes a sheltered enclosed ocean swimming and snorkeling facility with an over-sized children's fantasy playground and 3 story maze-bridge, and a 5-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](http://ABRKauai.com) or call 1-888-823-5111.

**Hanalei Colony Resort's Explore the Napali Coast (Kaua'i)** – Kaua'i's north shore 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, use of a Wrangler Jeep, a two-hour guided tour of tropical Limahuli Garden, a kayak for a day on the Hanalei River, his and her massage, a guidebook on hiking Kaua'i's trails, and 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)** – 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. 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).

**Hawaiian Waters Adventure Park Introduces the FlowRider (O'ahu)** – The 29-acre water park in Kapolei will launch a new action thrill ride in May combining elements of surfing, snowboarding and skateboarding. Aptly called the FlowRider, it uses high-powered pumps to blast sheets of water up a curved surface creating exciting waves that are challenging for novices and yet exciting and powerful for the more skilled. FlowRider is safe for all ages and skill levels. For more information, visit [HawaiianAdventurePark.com](http://HawaiianAdventurePark.com) or call 808-674-9283.

**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 a day at Kaupoa Dining Pavilion and \$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. For more information, visit [MolokaiRanch.com](http://MolokaiRanch.com) or call 1-888-627-8082.

**The Lodge & Beach Village at Moloka'i Ranch's Kids Stay & Eat Free! (Moloka'i)** – Parents, get ready to set your kids loose on one of Hawai'i's most exciting family vacation destinations. Combining a wide array of outdoor activities, gracious Hawaiian hospitality and comfortable accommodations, the Lodge & Beach Village offers the perfect family retreat. As added incentive, children ages 5-12 stay and eat for free when accompanied by a paying adult and occupying the same room. Prices are valid through December 24. For more information, visit [MolokaiRanch.com](http://MolokaiRanch.com) or call 1-888-627-8082.

**Trilogy Excursions Lāna'i and Maui Package (Lāna'i & Maui)** – Visitors can choose between two packages that feature a sunset or sunrise sail from Maui to 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 Captain's Blend coffee, leisure time at Hulopo'e Beach (voted #1 beach in America), snorkeling, Trilogy's famous barbeque chicken lunch at the Hale O Manele Pavilion, narrated van tour of Lana'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](http://SailTrilogy.com).

**Piiholo Ranch's Horseback rides in Upcountry (Maui)** – See Maui on horseback! From the upcountry slopes of Haleakalā, the 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](http://Piiholo.com).

**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.

**Hyatt Regency Maui Resort & Spa 25<sup>th</sup> Anniversary (Maui)** – Hyatt Regency Maui Resort & Spa is celebrating the 25<sup>th</sup> anniversary of its historic opening as the world's first destination resort. In honor of this momentous year, Hyatt Regency Maui offers guests \$25 per day resort credit per room, 25 percent off room rates for Gold Passport members, and rates starting at \$355 per night based on double occupancy. These exclusive offers are valid April 1 – May 31, 2005. No minimum stay required. For more information, visit [Maui.Hyatt.com](http://Maui.Hyatt.com) or call 1-800-554-9288.

**Prince Resorts Hawaii's Ohana Package (Hawai'i's Big Island)** – This family package, from \$360 at Hapuna and \$370 at Mauna Kea allows up to 3 rooms at 50 percent off, when the first is booked at the published rate. Package includes daily buffet breakfast for two and is valid until December 22, 2005, with a three-night minimum stay. For more information, visit [PrinceResortsHawaii.com](http://PrinceResortsHawaii.com) or call 1-866-774-6236.

**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:

Arts and Culture: Terri Ann Oda at [toda@mcneilwilson.com](mailto:toda@mcneilwilson.com)

Cuisine: Terri Ann Oda at [toda@mcneilwilson.com](mailto:toda@mcneilwilson.com)

Eco-tourism/Soft Adventure: Nathan Kam at [nkam@mcneilwilson.com](mailto:nkam@mcneilwilson.com)

Family Travel: Nicole LaBerge at [nlaberge@mcneilwilson.com](mailto:nlaberge@mcneilwilson.com)

Golf and Sports: Nathan Kam at [nkam@mcneilwilson.com](mailto:nkam@mcneilwilson.com)

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You can also visit HVCB's website at [gohawaii.com](http://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.