

What's New in Hawai'i's Golf and Sports Travel Market 'Āpana (Niche) Media Newsletter Spring 2005

PLAY YOUR BEST GOLF IN HAWAII

It's no coincidence that Hawai'i has become one of the world's most venerable golf vacation destinations. With sunny weather year-round, unmatched natural beauty, and some of the best resorts and golf courses in the nation, Hawai'i is a complete golf experience that's hard to top.

With more than 80 golf courses located throughout the Islands, it's easy to find a picturesque layout that will challenge your skill level – from beginners to professionals – making your Hawai'i golf vacation even more enjoyable. Some also say the laid back island lifestyle enables golfers to relax more on the golf course giving them better focus which, in turn, produces better shots. Throw in a big dose of the *aloha* spirit and the result is a golf vacation you'll never forget.

"People can play their best golf in Hawai'i," said Mark Roling, NBC Sports golf analyst and host of Golf Hawaii. "Because of the climate, the golf courses are always in the best condition, day in and day out. Also, the ground is firm, so they can hit the ball farther. And with the lush conditions of the fairways, they can get the ball up in the air better because of the lies."

Unlike other golf destinations around the world, Hawai'i is also a perfect choice for golf enthusiasts traveling with their spouse or family. Eight of *Golf Magazine's* top 25 golf resorts in America are located in the 50th State. No other state has more than two. There are an unending list of outdoor activities, particularly the water sports such as swimming and surfing for the rest of the family. Add to this indulgent spas, distinctive island culture and cuisine, world-class shopping, and a Hawai'i golf vacation is a multi-dimensional adventure you won't find anywhere else.

Roling adds: "When you think of electronics, you think of Sony. When you think of luxury cars, you think of Mercedes. Hawai'i as a brand name is powerful, too. When you think of vacation, you think of Hawai'i."

Playing golf in Hawai'i is truly a golf adventure in paradise. Enjoy the scenery and keep it out of the lava and in the short grass. For information about golf in Hawai'i, the Islands of Aloha – visit HVCB's website at GoHawaii.com/golf or call 1-800-GOHAWAII.

Here's What's New...

New Clubhouse, Holes Being Planned at Kauai Lagoons Golf Club (Kaua'i) – A brand-new clubhouse and two new holes on the Kiele Course are being planned for the Kauai Lagoons Golf Club. The planned 14th and 15th holes of the Kiele Course will overlook dramatic ocean cliffs and are part of a larger redevelopment plan for the resort, which includes luxury residential units and a new destination spa. The Kiele Course and existing clubhouse are planned to remain open throughout the construction, which is scheduled to begin this year. For more information, visit KauaiLagoonsGolf.com.

Kaanapali Golf Courses Offers Group Clinics (Maui) – Learn golf's fundamentals including grip, stance, posture, alignment, and ball position and do it at one of Hawai'i's most beautiful courses. Head Golf Professional Scott Ashworth and his team of assisting professionals also offer information concerning golf course etiquette and knowledge of equipment. Clinics are held at Kaanapali Golf Courses Monday through Friday from 9-10 a.m. and there is a maximum of eight students per clinic. Cost is \$25 per person for one hour of instruction. For reservations or more information, call 808-661-3691.

Sandalwood Golf Course Renamed (Maui) – The Grand Waikapu Country Club and Sandalwood Golf Course has been renamed **The King Kamehameha Golf Club**. Robin Nelson, Sandalwood's original designer, has been retained to oversee major renovations to the course, renamed **Kahili Course**. Located on the slopes of West Maui, each of the 18 holes will receive a makeover to improve conditions, enhance playability, and add to the magnificent views of the ocean and mountains the location affords. The golf course will remain open throughout the renovation. For tee times or more information, call 808-242-4653 or visit KamehamehaGolf.com.

Kaanapali Golf Courses Hosts Qualifier (Maui) – Kaanapali Golf Courses will host Hawai'i's second-ever U.S Open Qualifier on May 21. For the second straight year, qualifying will be held at Kaanapali's Tournament North Course where three players qualified for this year's U.S. Open at Shinnecock Hills. Entry forms are available online at www.usga.org. Only golfers with a Handicap Index of 1.4 or below are eligible to enter any of the U.S Open Qualifiers. For more information on any of the U.S Open Qualifiers, call the Hawaii State Golf Association office at 808-589-2909 or via email at HSGA@usga.org.

Kaluakoi Golf Course Reopens (Moloka'i) – Kaluakoi Golf Course has re-opened following nearly \$500,000 in renovations, included re-furbishing the irrigation system, re-grassing the greens and tees, re-shaping the fairways, renovating the pro shop and purchasing new carts and turf equipment. Designed by Ted Robinson, the par 72, 6187-yard course is the only course in Hawai'i with five playing holes along the coastline. Located just 10 minutes from the Lodge at Molokai Ranch in Maunaloa Town, the Kaluakoi Golf Course offers a golf range, practice area and three sets of tees for all levels of golfers. The course also features a pro shop with logo wear, light refreshments, club rentals and golf instruction. For tee-time reservations, rates and more information, call 808-552-0255 or visit molokairanch.com.

Makaha Valley Country Club Purchased (O'ahu) – Honolulu developer Jeff Stone has purchased the Makaha Valley Country Club located on the sunny west O'ahu shoreline. The par-71 course designed by William F. Bell opened in 1967 and is one of two courses built in the valley known for its picturesque, peaceful setting in the country. For more information, visit MakahaValleyCC.com.

Tom Weiskopf Course Opens at Hualālai (Hawai'i's Big Island) – The highly anticipated Tom Weiskopf Course at Hualālai opened August 14 on the famed Gold Coast of Hawai'i's Big Island. The stunning 18-hole "lava" layout is the second built at Hualālai Resort following the Jack Nicklaus Course that established Hualālai as one of the premiere golf destinations. Golf legend Tom Weiskopf calls the course one of the most challenging he has ever built. The new 7,190-yard course is everything that Weiskopf hoped it would be, with stunning ocean and mountains vistas and sculpted fairways that follow the contours of ancient lava flows. The Weiskopf Course is a private facility designed exclusively for Hualālai Club Premier members. For more information, FourSeasons.com/Hualalalai.

Turtle Bay Resort Creates Golf Academy (O'ahu) – Turtle Bay Resort has created a Golf Academy offering guests individual instruction, the latest in video analysis, golf fitness, and playing lessons, including course management, specialty shots and mental focus. The Family Golf program is the Academy's latest addition which includes a parent child clinic, golf on the Fazio Course, and a snack at Lei Leis after a modified round. Half and full-day golf schools are offered as well as special programs, including group clinics and the Golf Immersion program. For reservations or more information, call toll free 866-827-5327 or visit TurtleBayResort.com.

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.