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HVCB HONORS RITA ARIYOSHI FOR OUTSTANDING JOURNALISM
Hawai'i Travel Writer Recognized in Special Ceremony at Governor's Office

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB), Governor Linda Lingle, and *Hemispheres* magazine, recently presented Hawai'i-based travel writer Rita Ariyoshi with a special award for her achievements in the Society of American Travel Writers (SATW) Travel Journalism Competition sponsored by the HVCB.

The presentation held at the Governor's Ceremony Room on March 31 at the State Capitol was in recognition of Ariyoshi's story titled "Three Perfect Days in Hawai'i," published in the November 2003 issue of *Hemispheres*, United Airlines' inflight publication. The story, which took readers on a journey around Hawai'i's Big Island, received top honors in the "Magazine Feature" category of the competition.

"This award and recognition is well deserved as Rita has been one of the foremost freelance travel writers in Hawai'i for decades," said John Monahan, HVCB's president and CEO. "Her beautiful prose and journalistic contributions to these islands have made an invaluable mark on our tourism industry."

Governor Lingle presented Ariyoshi with a letter of commendation. "I am so pleased to recognize Rita and congratulate her for this award," said the Governor. "Three Perfect Days in Hawai'i was a perfect story. It painted such a beautiful picture in words, that I will forever see Hawai'i's Big Island in a different light."

The popularity of Ariyoshi's award-winning story in *Hemispheres* has resulted in a second story titled "Three Perfect Days in Maui" published in the March 2005 issue.

Hemispheres editor Randy Johnson has commissioned articles from Ariyoshi for more than a decade. "She is a great writer and we are happy to see her get this recognition," he said. "Her award symbolizes the innovative approach of United's magazine. We use only local, resident writers because our audience demands truly insider information. That's how *Hemispheres* reflects the fact that United Airlines itself is all about respecting the culture and interests of the people and places the airline serves."

“We are honored to add our congratulations to Rita and *Hemispheres*,” said Mike Navares, United Airlines general manager in Hawai‘i. “United Airlines is a big fan of Hawai‘i and we are always pleased to do what we can to promote travel to the islands.”

United started service to Hawai‘i in 1947 and boasts more daily flights to and from the islands than any other carrier.

Ariyoshi has been a member of SATW since 1976 and a journalist for more than 30 years. Her travel articles, fiction, and memoirs have appeared in an international variety of magazines and literary journals, including *National Geographic Traveler*, *Hemispheres*, and *Islands*. Throughout her career she has held a number of editorial positions, including editor of the Hawaiian Airlines inflight magazine when it was known as *Latitude 20* and was the founding editor of *Aloha Magazine* where she served for ten years as editor-in-chief. She has also authored and edited a number of books including “Maui On My Mind,” “Ko Olina,” “Hula Is Life,” and “Washington Place, A First Lady’s Story.”

The Travel Journalism Awards were created to recognize media for outstanding Hawai‘i story placements resulting from the 2002 SATW Convention, which was organized by HVCB. The competition rewarded work in six categories: Magazine Feature, Magazine Photo, Newspaper Feature, Newspaper Photo, Radio Feature, and Television Feature. Story content needed to be Hawai‘i exclusive and was judged by a panel of industry professionals including public relations professionals and journalists. Awards were presented to journalists around the United States in five of the six categories.

Regarded as the most prestigious journalism organization in the United States, more than 360 SATW members representing the top media outlets across the nation gathered on O‘ahu for the core convention and were given the option to participate in pre- and post-convention visits to the neighbor islands to pursue story ideas.

As a direct result of the conference, more than 100 Hawai‘i-focused travel stories appeared in national daily newspapers and consumer magazines reaching millions of readers and potential visitors.

Now in its 49th year, the SATW is a professional association representing more than 1,300 professional journalists, photographers, and media relations professionals in North America. Its purpose is to promote responsible journalism, provide professional support and development for its members, and encourage the conservation and preservation of travel resources worldwide.

Hemispheres is the award-winning inflight magazine of United Airlines with a circulation of 400,000 monthly copies read by more than 1.5 million travelers across the globe. Readers are an international mix of global business and recreational travelers who are among the world's most sophisticated, affluent, and educated professionals. The publication is edited as a glossy, artfully presented magazine with a global awareness delivered by a worldwide group of savvy local writers.

For information about Hawai'i, The Islands of Aloha – visit HVCB's website at GoHawaii.com or call 1-800-GOHAWAII.

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PHOTO CREDIT (from left): Marsha Wienert, state tourism liaison; Mike Navares, United Airlines general manager in Hawai'i; John Monahan, HVCB president and CEO; Rita Ariyoshi, freelance writer; Governor Linda Lingle; and Randy Johnson, *Hemispheres* magazine editor.

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