

November 2005

WHAT'S NEW IN THE ISLANDS OF ALOHA

EVENTS AND ATTRACTIONS

- ◆ Hawaii is a state that celebrates seasons. There is whale-watching season, big surf season, and even canoe racing season. Possibly the most surprising season of all is the "Hawaii Arts Season." From February 23 to May 14, that Season is in full swing. Beyond the great beaches and outdoor adventures, there are hundreds of cultural attractions, events and performances waiting to be discovered. On every island the arts thrive. The theme of the 2006 Hawaii Arts Season is "Celebrating the Pacific." It is a state-wide opportunity to experience the most traditional hula, dating back a thousand years, catch a way off-Broadway production, see an opera, or wander an exhibit of antiquities; the list is endless. Curtains rise on world-class entertainment. Gallery walls are crowded with art, from ancient to new. For a complete listing of Hawaii Arts Season events, visit GoHawaii.com/Arts.

NEW DEVELOPMENTS

- ◆ The new Bishop Museum Science Adventure Center opens on November 19 offering an engaging, hands-on educational experience, featuring volcanology, oceanography, and ecology of the Hawaiian Islands. Be among the first to explore an active volcano, see molten lava glowing right before your eyes, control a deep-sea submersible rover, walk on a rainbow hidden in mist and transform into a rainforest bug. For more information call Shaun Chillingworth at 808-848-4171 or visit BishopMuseum.org.

-more-

- ◆ Norwegian Cruise Line (NCL) has begun offering weeklong interisland cruises that originate and end at Kahului, Maui. The decision to start and end on Maui came from numerous customers expressing interests in starting on Maui and studies showing that 75 percent of cruise ship passengers spend several more days on land. For more information, visit NCL.com.
- ◆ Aqua Hotels and Resorts announces that a new group, Aqua Boutique Hotels, is being formed to comprise several of the company's Waikīkī properties. There are three distinctive Waikīkī hotels that are being repositioned to launch the Aqua Boutique Hotel collection later this year. They are Aqua Palms, a 260-room hotel, Aqua Bamboo & Spa, a 93-room property location, and Aqua Aloha Surf, which consists of 202 rooms. For more information, visit AquaResorts.com.
- ◆ The Honolulu Power Pass, a new "Smart Card" by Travel Fun Card, enables travelers to skip lines and save money at sights and attractions throughout Honolulu. Some of the activities included are Dole Plantation; USS Arizona, Pearl Harbor Tour, Kualoa Ranch, Hawaiian Waters Adventure Park, Hanauma Bay snorkel excursion, Paradise Cruisers Moped Rentals, and Hawaiian Islands Eco -Tours Diamond Head Hike. One-, two-, three-, or five-day cards are available. Visit PowerPassCard.com for more information.
- ◆ The Old Lāhaina Lū'au announces their exciting new cultural morning event called Ho'omana'o, meaning "To Remember," which is now offered every week on Wednesdays and Fridays in Lāhaina Town in Maui. This new cultural morning program provides a Hawaiian-style breakfast buffet and is geared towards visitors interested in learning about the life and culture of the native Hawaiians. Guests will then take part in three Na Kulana, interactive hands-on demonstrations with the ancient art of hula, Hawaiian warfare, and ahupua'a which means Hawaiian land boundary. For Ho'omana'o reservations and more information, call 808-667-1998.
- ◆ Aloha Horseback Rides located in Kōloa has opened its stable doors on Kaua'i, offering morning, afternoon and sunset rides on trails that meander through 200 acres of private land on Kaua'i's beautiful south shore. Aloha Horseback Rides specializes in personalized attention and small groups. During the ride, guides

discuss the history of Kaua'i's south shore, from ancient days to present while pointing out native Hawaiian plants, and coming across many beautiful photo opportunities that can't be experienced any other way. For reservations or information, call 808-742-2010 or visit AlohaHorsebackRiding.com.

- ◆ A \$214 million project to redevelop Coco Palms, a hotel made famous by Elvis Presley's "Blue Hawaii" in 1961, will begin in 2006 and welcome guests by winter 2008. The complex will include 104 hotel rooms and 200 condominium units. The lobby will be rebuilt to be identical with the original, and the restaurant and nightclub areas along ancient Hawaiian fishponds will be retained. Bungalow 56, where Elvis regularly stayed, will be restored as an Elvis museum to look exactly as it did during the "Blue Hawaii" days. For more information, visit Coco-Palms.com.

- ◆ Hyatt Regency Kauai Resort and Spa was recently converted to Grand Hyatt Kauai Resort and Spa. The name change represents an upgrade in brand that aligns the property with other exclusive Grand Hyatts around the world. Grand Hyatt Kauai Resort and Spa will make several changes over the next several months, including multi-million dollar expansion and enhancement of the resort's award-winning ANARA Spa. For more information, visit Kauai.Hyatt.com.

- ◆ The Spa Moana of the Hyatt Regency Maui Resort and Spa announces its playfully-fun new treatment packages customized with flair for teenagers ages 12 to 17 and *keiki* (children) ages six to 11. "The Rock Star" *keiki* package is a great way to 'get funky' with a manicure and pedicure, spray-on hair color, and toe ring or temporary tattoo application. To brighten that young light, "You Glow, Girl" is a program for teenagers including a facial, salt glow, pedicure and manicure. Make it a day at the spa for the whole family with these treatment packages, teen and *keiki* massages, manicures, pedicures, yoga classes, and more! For more information, visit Maui.Hyatt.com.

ACCOLADES

- ◆ For the twelfth consecutive year, Maui was voted "Best Island in the World" in the 18th Conde Nast Traveler Readers' Choice Awards Poll. With a score of 91.6, Maui captured the "Top Pacific Rim Island" category, scoring higher than runner-up Kaua'i and third place Borabora. The magazine's annual Readers' Choice Awards poll analyzes the travel preferences of their readership in various categories including cities, islands, airlines, cruise lines, hotels, spas, resorts and rental cars. For more information, visit CNTraveller.com.
- ◆ Israel "Iz" Kamakawiwo'ole's Album "Facing Future" became Hawai'i's first ever Certified Platinum album as recognized by the Recording Industry Association of America (RIAA). Having sold more than 1 million CD's in the United States, Iz's music continues to enhance products, films, and TV shows around the world. For more information, visit MountainAppleCompany.com.
- ◆ Fodor's Choice Winter 2006 List named Maui's Ho'oilohale House one of the "Best and Not-To-Be-Missed Hotels" in the world. Mauna Kea Stargazing on Big Island Hawai'i was one the "Best Sights and Experiences Not-To-Be Missed." Among Fodor's "Best and Not-To-Be-Missed Restaurants" in the world for 2006 was O'ahu's Chef Mavro Restaurant. Fodor's Choice lists are a part of Fodor's Travel Publications, the world's largest English-travel guide publisher with more than 440 guides published. For more information, visit Fodors.com.

AIR LIFT UPDATES

- ◆ Island Air has begun charging only a flat fee for changes made to a ticket as long as the route is unchanged. This means that passengers who need to change flight dates or times will only be charged a \$10 or \$20 fee depending on the ticket purchased. Island Air now offers 88 daily flights to Kaua'i, O'ahu, Moloka'i, Lāna'i, Maui, and Hawai'i's Big Island. For more information, visit IslandAir.com

-pau-

NR/41/05

Contact:
Darlene Morikawa
PR/Communications Manager
Hawai'i Visitors and Convention Bureau
E-mail: dmorikawa@hvcb.org
Phone: 808-924-0259

Nathan Kam
Account Supervisor
McNeil Wilson Communications
E-mail: nkam@mcneilwilson.com
Phone: 808-539-3471