

Kiwi Travel To Hawaii Steady

Kiwi travel to Hawaii remains steady as the rainbow state announces record visitor arrivals of 720,997 for Jan, up 6.2% year-on-year—and the 11th consecutive month that the destination has achieved record arrivals.

The Oceania region showed growth with Jan visitor arrivals up 2.2% (to 32,422) year-on-year. And while Kiwi arrivals were 3985 for the month in review (down 0.3%) Hawaii Tourism New Zealand manager Darragh Walshe points out that arrivals have held steady on Jan 2015, which was a record month, and up 24% on Jan 2014.

“We are expecting another strong year for Kiwi travel to Hawaii,” says Walshe. “We will have extra capacity when Air New Zealand moves to 787



services between Auckland and Hawaii in May, and anecdotal feedback is still very positive.”

Record arrivals to Hawaii does mean that it would pay for agents to book clients with specific requests (dates or properties) well in advance, says Walshe, to avoid disappointment.

Total visitor expenditure in Hawaii for Jan was up 2.9% to \$1.5 billion for Jan and arrivals to Oahu were up 8.2%; to Maui, up 1%; to Hawaii Island up 3.8%, and arrivals to Kauai slipped 2.7%, year-on-year.

... Pro-active

While it is reporting record arrivals, Hawaii Tourism is far from complacent. “... history has taught us time and again that success for Hawaii tourism can never be assumed,” says the NTO’s chief executive George Szigeti. “It’s imperative we continue to be aggressive with our marketing of the Hawaiian Islands, while showing visitors the aloha and unique experiences they come here to enjoy.”

... Discounts & Deals

Agents looking to embark on their own self-famil of Hawaii can take advantage of the Mahalo month offers available for travel in Apr and May. Both Air New Zealand and Hawaiian Airlines have released special trade fares and there’s a host of accommodation and activities offers available. For details see mahalomonth.com

Ala Moana Shop Fest

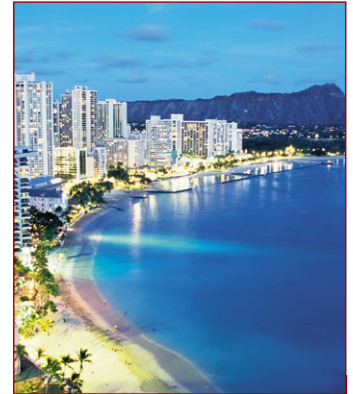
Ala Moana will hold its fourth annual Shop a Le’a spring shopping and fashion festival 14-20 Mar. The event includes experiences and offers encompassing fashion, health and beauty, active lifestyle, home decor, travel, music and cuisine. There’s events, runway shows and competitions.

... Equus Package

The Equus Hotel is offering a special ‘walk to shop’ room rate for stays 13-21 Mar. Rates start from USD139 including a USD20 Bloomingdales gift card and free Wi-Fi.

Free Flora & Fauna Tour

For agents wanting to learn more about Hawaii Island’s flora and fauna, as part of Mahalo Month the Fleming Arboretum is offering a free tour 23 Apr and 28 May. The day tour includes travelling through Ulupalakua Ranch to the DT Fleming Arboretum located within the Puu Mahoe cinder-cone. There’s refreshments and a 90-min tour through the arboretum learning about native Hawaiian plants & wildlife before a BYO picnic with complimentary desert at the historic Fleming cabin ‘with infinite views’. There’s also a stop at the Ulupalakua Ranch Store and Maui Wines Tasting room. For details see flemingarboretum.org



Four-Night HNL Deals

GO Holidays has four-night Hawaii packages, flying Hawaiian Airlines, from \$1459pp share twin, for sales to 09 Mar and travel 04 Mar–14 Apr, 01 May–30 Jun, 29 Jul–22 Sep and 14 Oct–10 Dec. Clients can add-on a two-night neighbour island deal from \$359pp. For travel ex WLG or CHC via AKL add \$179pp. Contact GO for details.

Sunday Showcase

For clients looking to experience some authentic Hawaiian music, the Waikiki Beach Walk features a free, twice-monthly Na Mele No Na Pua concert series. The performances are staged 1700-1800 at the Waikiki Beach Walk Plaza stage.



Hawaii Half Marathon

The Hapalua, Hawaii’s half marathon is on in Waikiki 10 Apr. The 13.1 mile course stretches across Waikiki, downtown Honolulu and back, finishing with a loop around Diamond Head. For more details, see thehapalua.com

Rise And Shine With Outrigger Waikiki Beach

The Outrigger Waikiki Beach resort has a rise and shine package which includes an overnight stay and buffet breakfast at the legendary Duke’s Waikiki, on the Waikiki Beachfront. The offer is from USD279per room, per night for two people and is valid for stays to 21 Dec. Contact wholesalers for details.



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