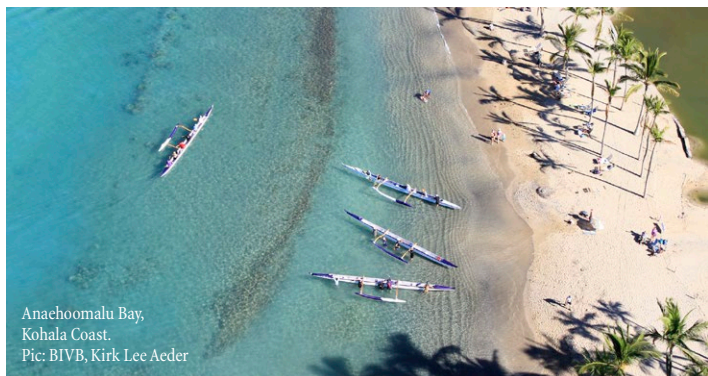


## Kiwis Exploring More of Hawaii



Anaehoomalu Bay,  
Kohala Coast.  
Pic: BIVB, Kirk Lee Aeder

Hawaii's renewed popularity combined with competitive pricing has resulted in increased Kiwi demand for travel to the Aloha state's neighbour islands, say the travel brands.

"We are seeing a lot more people opting for multi-island Hawaii holidays," says House of Travel commercial director Brent Thomas. "Those who have been before are starting to look at other options, like the Big Island, and each island is really quite a unique experience, so it's particularly suitable for repeat travellers."

Hawaii Tourism New Zealand manager Darragh Walshe says preliminary arrival statistics for 2014

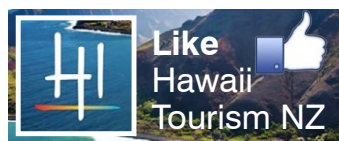
showed growth in the number of Kiwis visiting a neighbour island.

"And given the growing awareness of the different and diverse experiences offered on Hawaii's islands, the neighbour islands will be a focus for us in 2015," he adds. "Anecdotal feedback from the trade has been that they're seeing increased demand for the neighbour islands and we are optimistic we will see increased growth from New Zealand this year."

Flight Centre too has seen a spike in demand for Hawaii's neighbour islands, a result the company's GM product Simon McKearney attributes in part to Hawaiian Airlines' recent fares offering a free neighbour island flight. "Hawaii is a top destination at the moment and the outer islands appeal to a lot of return travellers looking to do something different," he says.

Pricing is also said to be a contributing factor to the appeal of Hawaii and its islands.

"We are seeing a big increase into the outer islands now that Hawaii is back as a popular destination," says United Travel gm John Willson. "Hawaii pricing is to a level where it's competing against your Fijis and Pacific islands and it's quite easy to get to the outer islands so its becoming an increasingly popular choice."



### Mar Shopping Event

The Ala Moana Center near Waikiki will stage its eighth annual Shop a Lea event 16-22 Mar, a week-long fashion and shopping festival. Along with fashion shows there will also be centre-wide gift with purchase offers as well as a host of shopping and dining discounts. For more details see [alamoanacenter.com](http://alamoanacenter.com)

### Free Hawaiian Nights

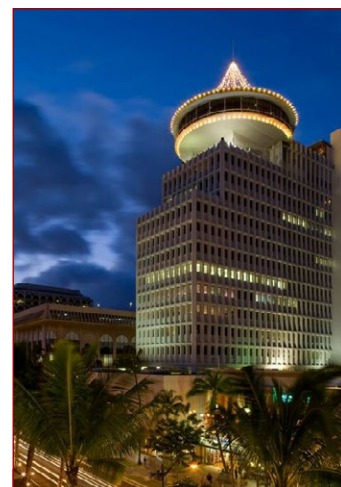
The Mauna Kea Beach Hotel, Hapuna Beach Prince Hotel and Hawaii Prince Hotel Waikiki properties are all offering a free night as part of their current Winter Escape Package. Preferred Members also qualify for 5000 bonus HawaiianMiles when booking the promotion with a five-night stay.

Cost is from USD299 p/n per room for an Oceanfront Marina room at the Hawaii Prince Hotel Waikiki. A three-night minimum stay required and the offer is valid until 31 Mar. For more details, see [princeresortshawaii.com](http://princeresortshawaii.com)

### #LetHawaiiHappen

The Hawaii Visitors and Convention Bureau has launched a new #LetHawaiiHappen hashtag to encourage visitors to share their photos and videos of their Hawaii trip on social media.

Search for #LetHawaiiHappen on Facebook, Instagram, Twitter, Pinterest and YouTube—and the best images will be shared on [gohawaii.com](http://gohawaii.com)



### Valentine's In Waikiki

Four romantic courses are offered at a Valentine's Day sitting at the Top of Waikiki revolving restaurant. The 14 Feb menu costs USD75 and includes wine and cocktail pairings. Seatings begin from 1630. Book early so as not to miss out on choosing a good table from which to enjoy the views, see [topofwaikiki.com](http://topofwaikiki.com)



### Come To The CabaRAE In Waikiki

Unique musical, comedic, acrobatic and magical acts from the stages of Las Vegas, Berlin, Australia, London and Paris combine to make up CabaRAE, the newest and reportedly hottest new variety show at the Hilton Hawaiian Village in Waikiki. Performances are Wed-Sun at 2000 and tickets cost from USD50 pp. See [cabarae.com](http://cabarae.com)

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