

Solid Growth In Repeat Kiwi Visitors

The number of repeat Kiwi visitors to Hawaii has overtaken new visitors and they're increasingly venturing to the Neighbour Islands, to the delight of the Hawaii Tourism Authority.

Overall visitors to Hawaii from New Zealand are up 19.9% for Jan-Apr on last year—but what the STO has really welcomed is that the increase is being more than matched by Neighbour Island growth. Arrivals for the same period are up 96.3% to Kauai, 34.9% to Maui and 22.1% to Hawaii Island, and some 31% of Kiwis visited Neighbour Island in the first quarter.

"We have been having these big increases over the past two or three years, mostly in visitor numbers, and we have seen increases in Neighbour Islands but not to match the overall arrivals," said HTA's Darragh Walshe at



IPW this week. "The first four months of this year is the opposite—the visitation to the Neighbour Islands has outpaced overall arrivals."

Walshe says the increased dispersal is partly down to better understanding of Hawaii's islands among the trade, and the wholesalers ensuring there is the product there too.

"Everyone's played a part in terms of understanding the differences and also helping to promote visitation to those islands," he says.

... First Vs Repeat

Another factor contributing to the Neighbour Island traffic is the increase in repeat visitors, says Walshe.

"Over the last two or three years there's been an increase in first-time visitors, and first time travellers tend to spend less time because they're getting the stopover traffic too. They're also less likely to visit a Neighbour Island," he says.

"Our aim is to get all those first-timers and convert them to be repeat visitors, so they go back and see Hawaii as a repeat destination—and the last four months have shown it's flipped and we are now seeing more repeat visitors."

Pictured above at IPW is Hawaii Tourism's Caroline Anderson, Sherry Duong, Darragh Walshe and Debbie Hogan.

Hawaii MICE Focus

Hawaii Tourism Authority is looking to grow the business market, which hasn't enjoyed the same growth out of New Zealand that the leisure market has seen, says HTA's Darragh Walshe.

The STO is bringing MICE specialists to New Zealand 24 Jul in an effort to grow the market. "It's about sustaining that airlift and the groups market is perfect for that," he says.

Hawaii Prince Savings

Hawaii Prince Hotel Waikiki is celebrating its 25th anniversary with 25% off best suite rates. Starting from USD277 for a one-bedroom Ala Moana suite, including daily breakfast via room service, free in-room WiFi and self-parking. The hotel, featuring all ocean view rooms and suites, is located near Waikiki, Ala Moana Center and Ala Moana Beach Park. See princeressortshawaii.com

Waikiki Steel Guitar Fest

The 6th Annual Waikiki Steel Guitar Festival is being staged 18 Jul, in association with Outrigger Resorts. Festival-goers can enjoy the sounds of the Hawaiian steel guitar played by legendary artists and up-and-coming student musicians at Waikiki Beach Walk, adds Outrigger. See waikikisteelguitarfestival.com/

Mahalo Month

Hawaii travel was soft in May, says Hawaii Tourism Authority's Darragh Walshe—which is why it's the perfect month for those in the trade to plan their own Hawaii trip. "May was soft—but Hawaii knows it's a soft month, and that's why they hold Mahalo Month in May with special deals for the industry," he says. See mahalomonth.com

Island Add-ons

GO Holidays advises Neighbour Island add-ons are now available for its 'Hang Loose in Hawaii with Hawaiian Airlines' promotion. Return economy class airfares ex Auckland to Honolulu with Hawaiian Airlines, including four nights in Waikiki are priced from \$1479pp s/t. Plus, Neighbour Island two-night packages can be added from \$319pp, at either Kaua'i, Maui or Hawai'i, The Big Island. Add \$179 if flying from Wellington or Christchurch. On sale to 29 Jun for select travel dates between 03 Jul-20 Dec and 08 Jan 2016-31 Mar 2016. Contact GO for details.

Turtle Bay Package

Turtle Bay Resort is offering a 2015 Revival Package. Clients who book three nights will receive the fourth free, for sales to 15 Jul and travel to 22 Dec. Wholesalers have details.



Starwood Appointment

Brad Logsdon has been named complex director of sales and marketing for Sheraton Waikiki and Starwood Hotels & Resorts in Waikiki, as announced by Kelly Sanders, area managing director. In his new role, Logsdon will oversee the sales and marketing activities at the four Starwood properties in Waikiki – Sheraton Waikiki, The Royal Hawaiian, a Luxury Collection Resort, Moana Surfrider, A Westin Resort & Spa and Sheraton Princess Kaiulani.



World Oceans Month In Waikiki

Waikiki Aquarium is set to celebrate World Oceans Day by hosting a range of special activities and events throughout the month. Highlights include keiki activities, several beach clean ups, educational activities and events, plus more. The Aquarium will also offer free admission for one child per paying adult 06-30 Jun. See waikikiaquarium.org for more details.

AKL → HNL

From \$1165*_{pp}

*Sales to 29 Jun. For full details see your GDS.



HAWAIIAN AIRLINES