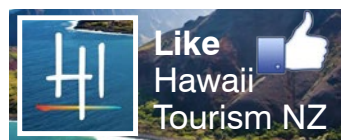


## Hawaii Sees 61% More Kiwis Jan-Apr

Hawaii saw an overall decrease in visitor arrivals for the first four months of this year but the New Zealand market bucked the trend, with 61% more Kiwis heading to the sunshine state Jan-Apr compared to 2013.

While the percentage growth spike was in part because Hawaiian Airlines only launched direct flights in Mar, Apr figures alone were up 11.6% year-on-year, says local Hawaii Tourism rep Darragh Walshe.

“For the first couple of months this year we had some big increases, but that was because for the first two months it was still only Air New



Zealand flying direct,” he says. “HA started flying in Mar so Apr was the first month we were comparing the same airlift, so to still have a 12% increase in arrivals for that month is very pleasing.”

Overall there were 17,500 Kiwi arrivals from Jan-Apr, and Walshe says they’re pleased that numbers are remaining steadily high.

“What we’re seeing is that all four months have been quite consistent which was really good from Hawaii’s perspective—it’s showing that New Zealanders see Hawaii as a year-round destination.”

There’s also been a 39% increase in visits to neighbour islands by Kiwi travellers, with a higher proportion of Kiwis heading to the outer islands than from most other markets, says Walshe.

### ... Overall

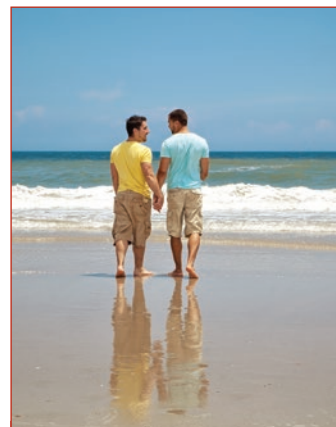
Overall visitor numbers to Hawaii fell 2.6% and spending dropped 2.9% in the first four months of 2014, which the Hawaiian Tourism Authority puts down to a combination of growing competition, strengthening USD and a decrease in cruise business.

As a result it’s planning to continue focusing on increasing awareness and interest in international markets like New Zealand.

### Kamehameha Events

King Kamehameha, known as the ‘unifier of the Hawaiian Islands’, will be celebrated next week with festivals, parades, and the annual statue lei draping. Leis will be draped on the statue at 1500 at the front of Ali’iolani Hale on 11 Jun, to be removed two days later. On 14 Jun there’s a floral parade starting at 0900 at King and Richards St, moving down King St to Punchbowl St, down Ala Moana Boulevard towards Waikiki to Kalakaua Ave, ending at the Queen Kapiolani Regional Park. There will also be a celebration from 1000-1500 at the Kaka’ako Makai Gateway Park.

See [ags.hawaii.gov/kamehameha/](http://ags.hawaii.gov/kamehameha/)



### Waikiki Pride Package

Holiday Inn Waikiki Beachcomber Resort is celebrating Jun Pride Month with a Hawaii Pride Package, available through until 26 Dec. Rates start at USD249pn t/s including two rainbow welcome lei upon arrival, sparkling wine delivered to the room and two tickets to the Hula’s Bar & Lei Stand’s Saturday Catamaran Sail around Diamond Head. The hotel is TAG approved. See [waikikibeachcomberresort.com](http://waikikibeachcomberresort.com)

### Hawaiian Storytelling

Hawaiian comedienne Kathy Collins, also a well-known storyteller, has joined the Makena Beach & Golf Resort’s Hawaiian Cultural Hour Program. Talk Story with Tita features Collins and her alter-ego Tita, who is described as a pidgin-speaking, sassy local girl who will regale the audience with funny local stories, Hawaiian legends and a ghost story or two. Free to all guests of the Maui resort.



### Mangoes On The Menu At Moana Surfrider

A mango throw-down, mango cocktail mix-down, mango recipe contest and mango farmers market are all part of the Mangoes At Moana event at the Moana Surfrider resort on 19 Jul. Locals will compete for the title of best mango, there’s mango cooking demonstrations, and plenty of mango food to try including mango macaroons with mango buttercream. Throughout Jul there will be a mango-themed Afternoon Tea at the Verandah, from USD34pp. See [moanasurfrider.com/dining/mangoesatthemoana](http://moanasurfrider.com/dining/mangoesatthemoana)

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