

## Turtle Bay Urges Guests To Explore



The winter swells are starting to build on the so-called seven-mile miracle, Oahu's legendary North Shore surf breaks, and moves are afoot to attract more Kiwis to experience the region.

Many Hawaii-bound Kiwis already



### Amazing Result

"Having seen the resort before, during and after this refurb—the result is just amazing. And I'm really impressed with the change in the management culture," Hawaiian Airlines' Russell Willis (pictured with Michael Doyle of Relay Resorts) said at the resort's relaunch. "The engagement of the local community, on so many levels is just outstanding—and I think this new, authentic experience will resonate well with Kiwi travellers."



include a North Shore day trip in their Oahu itinerary—but Turtle Bay Resort is urging more New Zealanders to really experience the destination and interact with the locals.

In the past four years the resort has undergone a USD40 million-plus refurbishment and adopted a new philosophy which has seen the once gated resort become an integral part of the North Shore community.

"Traditionally people have stayed in Waikiki and taken a day-trip to the North Shore, but we want to flip that on its head, and get more people out exploring the North Shore, its beaches, and all the area has to offer," Relay Resorts chief executive Michael Doyle told *Travel Today*.

As such, the resort is leveraging off its location on 'O'ahu's fabled North Shore' and has gone to great lengths to reconnect the resort with the local community, and in turn enable its guests to connect with the area and 'access the inaccessible' through local knowledge and access to local guides. "We want to get people away from the pool, we're saying please go for a walk, go and do something, explore the area, it's a destination you're visiting—get out and experience it," says Doyle. "We're offering people an authentic, unrivalled experience."

### Kiwi Market Potential

New Zealand is a market that Turtle Bay Resort has earmarked for potential growth—given our market's penchant for outdoor experiences and the number of repeat Kiwi travellers now heading to Hawai'i.

"Our guests from Australia and New Zealand tend to stay longer and we are currently in the early stages of developing a plan to make some stronger penetration in the New Zealand market," says Turtle Bay Resort's director of sales Keni Sumpter. "Repeat travellers to Hawai'i can have a neighbour island experience right here on O'ahu and we offer a robust, genuine and authentic Hawaiian experience."

With the resort's focus on getting out and exploring the area and undertaking new experiences, Sumpter says there's also the opportunity for agents to make more money out of selling Turtle Bay. Agents can pre-book a host of activities for clients through wholesalers or the resort's guidepost activity centre, he adds.



### North Shore Deals

Turtle Bay Resort has released a North Shore Big Wave Surf, Stay & Play deal. The deal includes five nights in oceanview room, VIP access and a shuttle to watch the Hawaiian Island Creations Pro at Sunset Beach (on selected days 28 Oct-10 Nov) or the REEF Hawaiian Pro at Haleiwa (selected days 12-23 Nov). Daily surfboard rental as well as a signature sunset cocktail, a VIP back door pass for Turtle Bay's Surfer, The Bar is also included. Turtle Bay Resort is located at the northern end of Oahu's legendary North Shore surf breaks. The land package starts from USD815pp share twin, taxes additional.



### Turtle Bay Has It All, Even Surfing Dogs!

Turtle Bay Resort is located less than an hour's drive from Honolulu and covers an area that is larger than Waikiki with five miles of coastline and an endless array of water- and land-based activities. It's home to 36 holes of golf, stables, a surf school, Paradise Helicopters is based there and accommodation options range from large hotel rooms (each with an ocean view) to beachfront cottages and studio- to three-bedroom condos.

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