

Hawaii's 2015 Plans; Value-Add, Islands

Hawaii Tourism Oceania will work to grow its brand and promote more experiences in the Neighbour Islands in the coming years, as it looks to combat the effects of the NZD falling against the USD.

"As we look ahead New Zealanders travelling to Hawaii in 2015 will be a tad more cost conscious than they have been in recent years, primarily because the NZD is likely to be at around 10-15% lower in value against the USD," says HTO New Zealand

country manager Darragh Walshe. "It's not too much doom and gloom as the flow-on economic benefits will flow through to most New Zealanders and the value, possibly around USD75, will still be reasonably high from a historical perspective—but it does mean that the Kiwi traveller doesn't quite receive as much spending value as they have over the last couple of years." Next year, the organisation will invest more in growing the Hawaii brand, promoting the depth of experience each of the six islands offers, and working with partners around targeting value-add and Neighbour Island campaigns, says Walshe. They'll also be working to develop the MCI market, which holds 'significant opportunities', and will look to ensure Hawaii is seen as a repeat destination for Kiwis, says Walshe.

"Our challenge is to keep the bar high and ensure that with recent airlift wins that we don't just see the box for Hawaii being ticked off once as a bucket list item," he says.

... Dreamliner?

Walshe said the organisation is also hopeful of further developments in the airlift arena—including 'around the high chance that NZ will introduce the new 787 Dreamliner on the route, to replace the aging 767'. This would increase capacity by over 25% and provide a better product, especially for the MCI market, he says.

Ala Moana Grab Bags

More than 60 retailers at Ala Moana shopping centre will take part in Happy Grab Bags for Fukubukuro on 01 Jan. The Japanese tradition sees retailers offer a mystery bag containing merchandise valued at twice what the bag is sold for. Shoppers should arrive early as the bags often sell out shortly after shops open, says Ala Moana.

Zippering Lava Eve

Clients in Hawaii for New Year's Eve might want to consider ushering in 2015 with the Zipper' Lava Eve package, which includes a zipline adventure covering nearly two miles of tropical river gorges, a trek through Hawaii Volcanoes National Park led by a certified guide, checking out the night lava glow at Halemaumau crater, dinner followed by dancing and champagne at Volcano House, and breakfast on 01 Jan. The package costs USD2999 for up to four guests including round-trip ground transport, one night's accommodation and meals. See Kaphokine.com

HA's Airbus Order

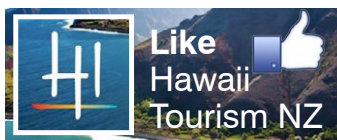
Hawaiian Airlines and Airbus have firmed up a memorandum of understanding announced earlier this year for six new A330-800neo aircraft, starting in 2019. The agreement replaces HA's previous order for six A350-800s.

Outrigger Name Changes

Some Outrigger properties in Hawaii will undergo name changes next year, agents are reminded. They include Outrigger Reef on the Beach becoming Outrigger Reef Waikiki Beach Resort, and Outrigger Waikiki on the Beach to Outrigger Waikiki Beach Resort. Outrigger Regency on Beachwalk will become Regency on Beachwalk Waikiki by Outrigger; and Outrigger Waikiki Shore will be Waikiki Shore by Outrigger. All of the Outrigger properties on Maui, Hawaii Island and Kauai will also have new names.

New Garden Walk

The National Tropical Botanical Garden has opened a new garden walk at its McBryde Garden in south Kauai, says Hawaii Tourism. The Biodiversity Trail is a winding walk designed to tell the story of plant evolution over the last 450 million years, and is now part of self-guided tours of the garden. See ntbg.org/gardens/



Halekulani Art Deco

Halekulani has opened a new Hawaiian art deco exhibition along its promenade, and it's free of charge for guests and the public. *Art Deco and the Golden Age of Travel in Hawaii* features original work by graphic design artist Frank McIntosh and Yale University art professor Eugene Savage, including vintage posters, menus, magazine covers and lithographs. It's the first time the private collection has been available for public view. The exhibition is open 0900-2000 daily until 31 Jan.



Hawaii Canoe Voyage Arrives In New Zealand

Two Polynesian voyaging canoes have been welcomed to New Zealand, one of the first stops on their global journey, and Hawaii Tourism Oceania was there to welcome their arrival.

The Malama Honua Worldwide Voyage, sponsored by Hawaiian Airlines, will see the Hokulea and Hikianalia canoes cover 47,000 nautical miles and 26 countries over five years, while navigating by the stars. While they're here, the HTO is working with local partners, the Polynesian Voyaging Society and the US Consulate to identify opportunities to promote the historical ties and traditions of Hawaii. "We are looking forward to their tour throughout the country through next Apr, and working together to further enhance the cultural connection between New Zealand and Hawaii," says HTO country manager Darragh Walshe.

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