

The Character Of The Islands Revealed

Hawaii Tourism is launching a new trade campaign designed to urge Kiwi agents to get to know the character and personality of Hawaii's main islands.

"We want Kiwis to think of Hawai'i as multiple destinations in one, so that Hawai'i becomes a repeat destination for many," says Hawaii Tourism New Zealand manager Daragh Walshe.

"For example, their client's last holiday may have been more about

shopping, restaurants & enjoying the cosmopolitan vibe on O'ahu; but the next holiday might be more about relaxing in nature in the idyllic, peaceful environment of Kaua'i."

Walshe says the destination offers six unique and diverse islands that visitors can experience.

"There is so much more to Hawai'i than most Kiwis realise," he adds. "We are urging agents to discover more about the experiences, activities, accommodations & individual island charms to match with their clients.

... Personalities

The personalities and characters of each of the six main Hawaiian Islands will be showcased in coming issues of *Travel Today*, in a bid to urge agents to learn more about the Hawaiian experiences to offer their clients.

Repeat Kiwi visitation to Hawaii is continuing to increase and Walshe says agents can offer clients a 'new' Hawaiian experience with each journey.

Kauai, the so-called Garden Isle is known as rejuvenating; Maui, the Valley Isle is pitched as captivating; and nearby Molokai is said to offer visitors an enlightening experience. Those looking for an inspiring journey should be directed to Hawaii Island (also known as the big island), while Lanai is said to be ideal for those looking for an embracing experience.

And while many agents, and their clients, are already familiar with Oahu, there's also a host of 'energising' experiences on offer across the island, says Hawaii Tourism.

See next week's *Aloha Friday* page for the first in a series of island profiles.



Inaugural Poke Festival

Tickets for the inaugural Hawaii Poke Festival are on sale now, with the event set to feature dozens of local poke businesses offering their unique takes on poke. Taking place at Sangha Hall in downtown Hilo 24 Jul 1300-1500, the event will also showcase Chef Sam Choy, who is widely credited with the popularisation of poke over the past three decades.

Chef Choy will conduct a poke mixing demonstration, poke tasting as well as signing his cookbook and kitchen towel line. In addition to poke, drink vendors will be offering samples of their beverages to guests, and the crowds will be entertained with live Hawaiian music. Tickets are USD50, with special offers also available. See hawaiipokefestival.com

Waikiki Packages

GO Holidays has five-night Waikiki packages, including Air New Zealand Seat + Bag fares ex AKL, from \$1459pp on sale to 24 May, for select travel dates 08 Oct-14 Dec and 29 Jan-31 Mar 2017. Add \$165pp for travel ex WLG or CHC; and clients can upgrade to The Works from \$100pp.

HA: Boards, Clubs Free

Hawaiian Airlines reminds agents that clients can carry sports equipment such as surfboards, paddleboard and golf clubs on its flights for no extra cost. Sports equipment will be included in a passenger's free checked baggage allowance of two bags of up to 32kgs each, says the carrier.

Beach Cookout

The Kahala Hotel near Waikiki is staging a Hukilau Beach Cookout 27 May featuring top Hawaiian chefs and mixologists. For details see hawaiianfoodandwinefestival.com



Outrigger Music Deals

Outrigger Waikiki Beach Resort and Blue Note Hawaii are offering a Rhythm and Blue Note package, which includes tickets to the performance of their choice at the jazz and blues club.

Blue Note Hawaii opened at the resort earlier this year, and features performances from both local and international talent, with leaders in jazz and blues as well as other genres. The package, which can be booked year-round, is priced from USD259pn plus tax and fees. It includes two seats in the elevated second and third tier seating area, and two standard cocktails. See outrigger.com/bluenote



Accessible 'Iolani's Palace

People with mobility disabilities will again be able to join tours at the 'Iolani Palace State Monument, as a new custom inclined platform lift will replace an old lift that has been inoperable. The new lift is designed for larger carrying capacity, a higher number of trips each day, and improved reliability through a routine maintenance program. Work on the lift is expected to begin 23 May with completion expected after 108 days. See iolanipalace.org

AKL → HNL → 11 US Cities

On sale until 30 May. See GDS for details



HAWAIIAN AIRLINES