

Welcome To The First Aloha Friday



Hawai'i is becoming an increasingly popular travel destination from the New Zealand market so Tourism Hawai'i and its industry partners are this year launching a weekly Hawai'i page in *Travel Today*, designed to keep you up to date with Hawai'i's tourism offerings and remind agents of the diverse range of product and experiences on offer.

Aloha Friday is a tradition in Hawai'i that began back in the 1940s when large Hawai'i companies, along with the City and County of Honolulu, allowed their employees to 'dress down' on a Friday and wear more Hawaiian-made aloha attire.

"Aloha Friday has since evolved as a day where it also signifies the Hawaiian spirit of Aloha, such as friendship and gifting of lei," says Hawai'i Tourism New Zealand manager Darragh Walshe. "Thus Hawai'i Tourism New

Zealand have established this special 'Aloha Friday' page in *Travel Today* where they can share the latest happenings from the Islands of Aloha." For more details on Hawai'i see gohawaii.co.nz



Outrigger Hotels Valentine's Offers

Outrigger Hotels and Resorts has issued two deals for clients heading to Hawaii for Valentine's Day. Couples staying at Outrigger Reef on the Beach or Outrigger Waikiki can renew their

Mahalo Month

Agents can experience Hawaii first-hand through Hawaii Tourism's Mahalo Month initiative. Actually valid for two months (01 Apr-31 May) agents can access discounted fares, accommodation and touring options. For details see mahalomonth.com

HNL Night Market

The Honolulu suburb of Kakaako stages the Honolulu Night Market on the third Sat of every month. The monthly night market features fashion, live music, art, shopping and local food—all under the Honolulu city lights. The markets are a great way to experience Hawaii's urban island culture. See honolulunightmarket.com

Airport Upgrades

The Hawaiian Department of Transport has reportedly awarded a contract to upgrade the state's airports. The 20-year deal is said to include widespread energy efficiencies which are expected to reduce operating costs by millions of dollars annually.

Mac 24/7 Waikiki

Mac 24/7 at the Hilton Waikiki Beach offers a wide range of dining options back from the Waikiki beachfront. Locals account for the majority of the diners and chef James Aptakin (of Food Network TV fame) has created a menu offering local island fusion cuisine. While the restaurant's signature dish is hamachi crudo—diners can also have a go at the Mac Daddy pancake challenge.

There's also a number of gluten free dishes—including eggs Florentine Benedict, which we can highly recommend.

Music, Surf, Yoga Fest

Moby and Hawaiian musician Donavon Frankenreiter are among the line-up for the Wanderlust Hawaii event, which combines music, yoga and surf. The four-day festival is being staged at Oahu's Turtle Bay Resort (27 Feb-02 Mar). There's also yoga by Seane Cron, Ana Forrest, Baron Baptiste, Eion Finn, Maty Ezraty and Sianna Sherman. Surf lessons with Gerry Lopez and the Han Hedemann Surf School are also on offer, as well as hikes, nature walks, hula and ukulele lessons and more. For details, see wanderlustfestival.com



Whale Watching

Atlantis Navatek Cruises is offering two daily whale watching cruises, featuring an onboard naturalist, through to 13 Apr. The morning cruise 0900-1100 includes breakfast and refreshments and is USD54, adults and USD30, children seven-12. The 1200-1230 lunch cruise includes a buffet lunch and refreshments. There's also a keiki corner for younger cruisers complete with toys, worksheets and videos. Wholesalers have details or see atlantisadventures.com

Hyatt Agent Rewards

Agents can earn free nights for themselves with the Hyatt Slice of Paradise reward programme. Agents earn one free night for every four client nights booked in Hawaii, Mexico, or the Caribbean. To register, see hyatttravelagents.com

Beachside History

The Moana Surfrider, a Westin resort, was the first property to open in Waikiki back in 1901 with 75 rooms. The beachfront colonial-style property is also the only hotel in Waikiki with a historical tour, says Starwood. Tours start at 1100 on a Mon, Wed and Fri in the resort's historical room which features many one-of-a-kind artifacts and collectors items including those from famous Hawaiian Duke Kahanamoku. For details see moanasurfrider.com



Ohana Waikiki East Hotel Revamped

Ohana Waikiki East Hotel has completed a USD2 million guest room upgrade. The rejuvenated rooms now sport island-style design, updated bathrooms, bedding, Serta Concierge beds and 42" flatscreen televisions. The property also offers free internet access and local phone calls, free local paper and in-room tea and coffee. To celebrate the refurb the hotel is offering rates from USD139 plus tax, per night. Contact wholesalers for details or see outrigger.com