

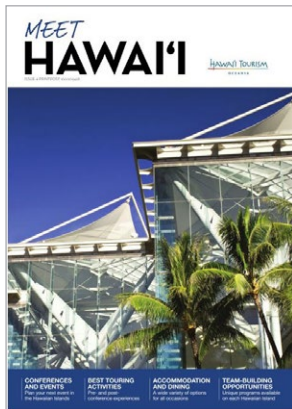
First Dedicated MICE Guide Launched

Hawaii Tourism Oceania has published its first guide for the Australasian MICE market as the tourism body ramps up its focus on the meetings and incentives sector locally.

“We’re looking to maximise the potential the additional capacity presents as more capacity opens up more options for groups,” Hawaii Tourism’s Megan Hornblow said in Melbourne this morning. “We’re hoping to grow the groups market to Hawaii—and extra capacity is critical. We are also hoping this new guide will help event organisers sell the destination.”

The 2015 Meet Hawaii Guide offers a brief overview of each of the Hawaiian islands and what they offer the groups market, says Hornblow.

The guide offers itinerary planning ideas, contacts, frequently asked ques-



tions as well as a concise hotel directory. “This handy resource provides business tourism experts with detailed information on conference, meeting and event facilities, pre- and post-conference touring activities, suitable accommodation and dining options, team-building opportunities and volun-

tourism experiences,” says Hawaii Tourism. The guide is available in print or on-line. See meethawaii.re-alviewdigital.com

... Strong Interest

Hornblow says she has fielded strong interest from Kiwi event planners attending this year’s AIME conference and incentives show on in Melbourne this week. “We’ve had a really good response and some new interest which is really good as we look to build the MICE market from New Zealand.”



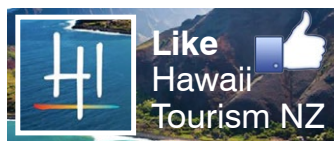
Hawaii Book And Music Festival In May

Local, national and internationally celebrated authors and illustrators will be found in the ten pavilions of the annual Hawai’i Book and Music Festival 02-03 May. Events include music and stage performances, panel discussions, story-telling, poetry slams, and activities and entertainment for children. See hawaiibookandmusicfestival.com



Helicopter Flights Over Volcanoes

Paradise Helicopters has shared some spectacular images of the eruption at Pu’u ‘O’o, suggesting now is a great time for a Volcano by Air and Land Tour. There was lots of activity at the volcano and dozens of new surface tributaries had broken out earlier this week, the company reported. Its tour includes discovering Hawaii Volcanoes National Park from the ground with Hawaii Forest and Trail. See paradisecopters.com/tours/kona-volcano-by-air-land/



MICE Event In AKL

Hawaii Tourism is staging a MICE-focused breakfast event on 27 Jul, with some of the state’s key Hawaiian operators who will update event planners on their products/services. Keep an eye on *Travel Today* for details.

Breakfast Or Car Offer

Accommodation and daily breakfast buffet for two costs from \$259 p/n in an Oceanfront Marina room at the Hawaii Prince Hotel Waikiki; from USD315 p/r p/n (partial ocean view) at the Hapuna Beach Prince Hotel; and from USD475 p/r p/n (Golf Vista) at the Mauna Kea Beach Hotel. Swap out breakfast for a compact rental car for the same price. Dates and other details, princesortshawaii.com



Million Dollar Views

Rather than shoved in some windowless room, the gym at the Turtle Bay Resort arguably features some of the most scenic views from a gym on the globe. The resort has moved its hi-tech Nala Kinetic fitness centre to an ocean-front facility and expanded its ‘movement studio’ to cater to the growing demand for its fitness classes and mindfulness programme.

Auckland to Honolulu

From **\$1125** Per person, return incl. taxes

Sales to 10 March
Refer to your GDS for details.
T's and C's apply

