

Stepping Back In Time On Kauai



Pic: Tor Johnson, HTA

An increasing number of Kiwi travellers are discovering Hawaii beyond the bright lights and beaches of Waikiki—and loving it. Hawaii's neighbour islands each offer their own distinctive twist to an Hawaiian holiday which gives agents new reasons to sell the so-called Rainbow State.

HNL Dec Peak

Hawaiian Airlines is urging agents with clients looking to head to Honolulu in early Dec to book early—both air and accommodation. This year marks the 75th anniversary of the Pearl Harbor attacks (07 Dec) and the Honolulu Marathon is also being staged 11 Dec so the city is expected to be busy, as it heads into the festive peak, advises the carrier.

GO To Kauai For USD49

GO Holidays has return Honolulu fares, flying Hawaiian Airlines from \$999pp—with Kauai add-ons from \$49pp. The wholesaler also has two-night Sheraton Kauai packages from \$399pp share twin, and an Ultimate Kauai Adventure Helicopter Flight from \$299pp. Contact the wholesaler for details.

Maui is the neighbour isle visited most by Kiwi travellers; however Hawaii Island has seen strong Kiwi growth recently, along with Kauai which is getting proactive in this market and launching its first standalone consumer campaign.

"A lot of Kiwis are familiar with Oahu so usually spend all of their time there and do not venture on to any of the other islands thus missing out on unique experiences..." says Kauai Visitor Bureau's Lisa Nakamasu. "Kauai is representative of how Hawaii was many years ago... it is known for its incredible natural beauty, gentler pace of life and a strong sense of community and culture."

... Local Campaign

GO Holidays too has noted the increased demand for neighbour island options and adds ons—and has this week rolled out a Kauai campaign, with offers valid to all of its trade partners. "This little island of discovery really does have so much to offer," says the wholesaler. "From its incredible natural beauty to adventure activities such as kayaking and 4WD off-roading, it's the ideal add-on to a Waikiki holiday."

Spoiled For Choice

Kauai offers so many unique activities for differing ages and interests that visitors are spoiled for choice. There's plenty of options for clients Urge clients to consider a helicopter flight—it's not cheap but as around 90% of Kauai is not accessible by road it is arguably the best way to see the island and its scale.

For *Jurassic Park* fans, suggest Island Helicopters, which is the only company with permission to land at Kauai's 350ft high Manawaiopua Falls, which starred in the movie *Jurassic Park*. However, the chopper tours are a must-see for many visitors and can book out—especially the falls landing tour. So clients will need to pre-book to avoid disappointment.

There's also garden tours, trails and exhibits (see www.ntbg.org for more), hiking trips and cycling tours. Princeville Ranch Adventures now even offers a new electric mountain bike tour.

Zip lining is big on the island. Kauai Backcountry Adventures which offers tours such as a five-hour trip which includes zip lining over forests, valleys and a waterfall as well as lunch (USD169pp plus tax for 12 years and over). The company also offers tubing adventures suitable for all shapes and sizes. The tour travels down the old irrigation canals and tunnels of the former Lihue Plantation (USD109pp plus tax).

The beach is never far away on Kauai, and a sunset cruise along the dramatic Napali coast is a popular option. There's also a host of snorkelling spots asuch as the North Shore's Ke'e beach in the summer months; or year-round Lydgate Beach Park and Poipu Beach. For something a little different, Hawaiian Surfing Adventures has introduced 90-min stand-up paddle board Yoga classes on the Hanalei River. The classes are taught by certified instructors. See hawaiiansurfingadventures.com



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Laid Back Appeal

Kauai, the Garden Isle, said to be the oldest and northern most of all the islands and is home to the US' largest coffee plantation and three of the five US National Tropical Botanical Gardens.

Stepping on to the island is like stepping back in time. Pristine beaches are punctuated with small towns and there's no high rises—as urban legend has it that buildings can only be as tall as a mature coconut tree.

While there are shops on the island, there are no huge malls—but there in lies the charm, says Kauai Visitor Bureau's Lisa Nakamasu. "Instead visitors have a wide array of outdoor activities, miles and miles of uncrowded beaches and a sense of calm that will rejuvenate and restore."

The island is also home to something of a geographical kaleidoscope, with white and black sand beaches, lush green rainforests and valleys, the burnt orange of the Waimea Canyon and the craggy cliffs of the Napali Coast. All of which are must-sees for first-time visitors to the island.



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From **\$1549*** Return

* Book H class. Sales until 30 May. See GDS for details.

