

Kiwi Air Links To Hawaii Standout

The New Zealand market was singled out as unusual at the Hawaii Tourism conference today by an aviation consultant, because of how it has absorbed capacity increases since the launch of Hawaiian Airlines services.

“The New Zealand market is an interesting one,” said Brad DiFiore of Ailevon Pacific Aviation Consulting. “Air New Zealand has been serving the market for a long time, Hawaiian came in and started flying to Auckland and what we’ve seen is a big increase in capacity—but yields have kept pace. You don’t see that often in international markets,” he says. “What this shows is the market was underserved, and HA came in and absorbed some of that capacity.”

... Complacency

While things are looking rosy right now, DiFiore warned Hawaii’s tourism industry that it doesn’t necessarily have to stay this way.

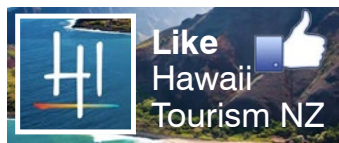
“Unlike hotels, airlines can move their assets. You’re fighting for assets

that are competitive on a global basis, particularly long-haul,” he says.

In aviation, issues include that international yields need to rise in order to maintain capacity growth; there’s some difficulty in transferring demand to neighbour islands in the international markets; and airport infrastructure and the arrivals process needs improving.

On a tourism scale, the industry needs to be aware of making sure hotel inventory keeps pace with demand, increasing the appeal of neighbour islands for international visitors, and be aware of increasing competition from other destinations globally.

“Take nothing for granted, fight for air service. The competition is,” says DiFiore.



Kiwi Contingent Networks At Hawaii Conference

Pictured at the Australia and New Zealand networking evening at the Moana Surfrider hotel on Wed night are:

- 1** Rusty with Roy Yahya of the Courtyard Marriott Waikiki.
- 2** Dale Castensen of Starwood with Ashlee Galea and Darragh Walshe of the Hawaii Tourism Association Oceania
- 3** Rod Carrington of Ignite Travel Group with Hawaiian Airlines’ Dan Burruss.
- 4** Brandon Asuncion of the Holiday Inn Waikiki Beachcomber Resort with Sheralyn Black, GO Holidays.
- 6** Marty Milan of the Ala Moana Hotel with Gabrielle Brown, House of Travel.
- 5** Blues Sisters, Shelley Gutry of Our Pacific with Lani Von, Outrigger

Bishop Museum Upgrade

Hawaii’s popular Bishop Museum, currently celebrating its 125th anniversary, is set for a USD1 million upgrade. Works should be completed in 2016 including renovations and repairs to the entrance, admissions, and ticket areas; an exterior restoration and painting of the cracking and crumbling facade of the Pauahi Building, which houses most of the Natural Science Collection; and repairs and replacement of 30-year-old walkways in front and adjacent to Hawaiian Hall. With more than 24 million catalogued objects in its cultural and natural collections, the Bishop Museum is among the top five natural history museums in the country and top 10 in the world.

Hawaii Most Followed

Hawaii has the largest social media presence of all US states, according to a new report by Skift. The state has 1.78 million Facebook followers, well ahead of second-placed state New York on 1.27 million. When also taking into account Twitter, YouTube and Instagram, Hawaii has 1.85 million followers, ahead of New York on 1.51 million and California with 897,854.

Month-Long Music Fest

The Hawaii Tourism Authority is looking for a company to organise an annual month-long festival celebrating the state’s music and dance in May. The STO is hoping Mahina Mele: A Celebration of Hawaiian Music will become a self-sustaining, statewide event. It will highlight Hawaii’s musical heritage, local artists, and stimulate travel over the shoulder season.

HNL New Year’s Cruise

Clients in Hawaii for New Year’s Eve can ring in 2015 on a celebration dinner, show and fireworks cruise on the Star of Honolulu. The party departs 2215 31 Dec, returning 0030 on 01 Jan, and costs from USD179pp for a three-course dinner and a show, and USD205pp for a five-course dinner and live jazz performance in a private lounge. See starofhonolulu.com

Meet The Biologist

Waikiki Aquarium has a Meet the Biologist event on every day from 1100-1130 that gives guests the chance for a personal education session with one of the aquarium’s expert biologists. See waquarium.org

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OR

Maui

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