

Competitive Fares See Hawaii Growth

Hawaii set new records in visitor arrivals and expenditure for the fourth straight year in 2015, including continued growth in Kiwi arrivals, despite a weakening NZD.

Overall, the state welcomed 8,649,357 visitors, a 4.1% increase over 2014. Arrivals from New Zealand increased 4% to 63,706.

“This is an excellent achievement, especially during a year which saw a decline in the value of the NZD,” says Hawaii Tourism’s Darragh Walshe. “This has definitely been balanced by the competitive airfare pricing which

has already continued into 2016. It also reflects an increase in industry and consumer knowledge of the destination and the opportunities to find value and unique experiences on all the Hawaiian Islands.”

... Hawaii Specialists

Industry knowledge is set to increase further, with Hawaii Tourism planning to roll out a new travel agent specialist programme this year. While no details on the initiative have been released, the STO says a new and improved on-line trade training programme will be launched this year.

The STO also plans to roll out new marketing initiatives in 2016 to support the trade distribution. “We will be working hard to continue the momentum and help drive more business through the agents,” says Walshe. This will include cooperative consumer marketing campaigns and see the destination take a stronger brand presence in the consumer space, he adds.

Koloa Coffee Rum

For clients looking for a Hawaiian souvenir with a twist, Kauai’s Koloa Rum Co. has added a new Kauai Coffee Rum to its offering, a joint venture between the Kauai distiller and Kauai Coffee Co. See koloarum.com

Pro Bowl Back To HNL

The excitement is building in Hawaii this week with the return of the US’ NFL Pro Bowl after a one-year hiatus. Festivities (and merchandise stands) are taking place and set up in Oahu ahead of the game at the Aloha Stadium. It’s the 35th time Hawaii has staged the event, and the Hawaii Tourism Authority is already working on plans for the 2017 Pro Bowl—which could be a selling point for clients heading to Hawaii next year.

SUP Have A GO Day

For those who have registered, or are looking to enter, this year’s Paddle For Hope event in Auckland 13 Feb, there’s a Stand Up Paddleboard have a go day at Auckland’s Okahu Bay 0830-1200. The event also includes free Yoga with Abbylee and Twyla of HEALTHYSELF. It’s a free pre-event for Paddle for Hope, the team’s Stand Up Paddle and Fundraising Challenge for PINC & STEEL Cancer Rehabilitation Trust, which helps cancer survivors thrive.

The Paddle For Hope registration tent will be open this weekend and there’s still some free trade team spots left (for those raising a minimum of \$1000) and the chance to win a holiday for four to Hawai’i thanks to Hawaiian Airlines and Castle Resorts & Hotels. See paddleforhope.co.nz

Mahalo Month Deal

As a part of Hawaii Tourism’s popular Mahalo Month(s) programme, popular lead-in Waikiki condo property the Ilima is offering rates from USD89 plus tax for a studio with a full kitchen and limited free parking.

Rates for one-bedroom apartments are from USD138 plus tax. For more details on the property see ilima.com and for more Mahalo Month industry deals, see mahalomonth.com

Hawaii Tennis Comp

Hawaii Island is hosting tennis tournament the Fed Cup next weekend. The best-of-five event, which starts from 1100 on 06 Feb, will include tennis super stars such as Venus Williams.

The players will come straight from the Australian open to the Fed Cup matches to be held at the Holua Tennis Center at Holua Resort in Mauna Loa Village. For tickets and details see fedcup.com



Blue Note Waikiki

Iconic jazz and blues club Blue Note has opened at the Outrigger Waikiki. The club boasts a year-round entertainment schedule and will feature local and international artists, says Outrigger Hotels and Resorts. The 300-seat venue has undergone a multi-million dollar upgrade and showcases two performances nightly. There is a restaurant, run by well-known chef Rodney Ueyehara, a bar, and plans for a gift shop and autograph signing area.

... Upcoming Events

Notable acts scheduled to appear at the new Blue Note Waikiki in Feb include Joe Robinson (24-24 Feb) and Maxi Priest (25-27 Feb). To book or for the full entertainment calendar, see bluenotehawaii.com



Toes In The Sand Dining At New Beach Club

Kapaa’s Kauai Shores has opened the Lava Lava Beach Club, a new oceanfront restaurant, which Aqua hotels says offers the island’s only ‘toes in the sand’ dining experience. The open-air restaurant is open for breakfast, lunch and dinner and there’s also a bar, fire pits and couches. Guests staying at the property get two free Mai Tai cocktails per stay, and those staying three nights or more will also receive a USD40 dining credit at Lava Lava. The property also has a new lobby, upgraded rooms and common areas revamped grounds.

AKL → HNL

From \$1069*
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* Sales to 29 Jan. Book in K class. Refer GDS for details.



HAWAIIAN AIRLINES