



**GO**  
HOLIDAYS!  
*Hawaii*  
**TODAY**  
Travel Today Feature  
29 April 2011



Waikiki: Beach Walk, shopping and top five tips.....p1  
Crusing: A cost-effective way to see Hawaii's islands..... p2  
Magical Maui: Beaches, craters and the road to Hana..... p3  
Family fun: Disney resort, Hanauma Bay and shave ice ..... p4



# Hawaii TODAY

Travel Today Feature P1

## Aloha Shopping

Beyond the beach, Oahu offers a wide-range of shopping options. Along with the plethora of shops around Waikiki, such as the new Beach Walk area, (pictured below) there's a number of nearby malls—including the huge Ala Moana Centre, an easy bus or trolley ride from Waikiki. For serious shoppers the Waikiki Outlet mall (24 km west of Honolulu) features 50 stores including Barneys, True Religion Jeans, Calvin Klein and Armani Exchange.

It's a bit of journey out to the mall, but GO says roundtrip transfers are around USD10 and can be booked at the hotel. While you can get there on The Bus for USD2.50, it takes a lot longer, adds the wholesaler. Back at Waikiki the open-air International Market Place offers an eclectic mix of 130 shops and market carts. The complex has been open for 50 years and also features free local entertainers.



## Revitalised Waikiki



**Enjoying a mai tai as the sun melts into the horizon, surrounded by the heady scent of frangipani and the soothing strum of the ukulele is a timeless experience that has been well-preserved.**

But back from the beach Waikiki has been given an extreme makeover—giving first-time and repeat travellers new reasons to visit the destination.

Clients, and agents, who haven't been up to Waikiki for the last few years will notice some major changes to the area—largely the total re-development of Lewers St into a new shopping, dining and accommodation precinct now known as the Hawaii Beach Walk, says GO Holidays' US product expert Sheralyn Black. "There's 50 shops, 16 restaurants and five hotels in the Beach Walk area which has re-injected vitality and an upscale beachy-feel to the area," she adds.

In addition, the wholesaler says ongoing upgrades throughout Waikiki have refreshed its tourism appeal back from the beach. Three-star condos have made way for new hotels and the whole area now sports a fresh feel—and GO says the destination is again

attracting more Kiwi travellers.

"The stronger NZD and some pent-up demand has seen an increasing number of Kiwi travellers heading to Hawaii to soak up some of the Aloha ambience," says Black. "Condos are continuing to be a popular option for Kiwis, but we have also noted that clients are also increasingly looking at upmarket hotel options."

## Day Trips

For those looking to get beyond the beach, Oahu offers a number of day trip options. The North Shore is famous for its surf breaks and shrimp trucks, says GO, along with snorkelling at Hanauma Bay or Pearl Harbour.

## Waikiki Wine and Dine

The stronger NZD means it's more affordable to dine out in Hawaii. Notable fixtures in Waikiki's Beach Walk precinct include the Yard House, best-known for its huge selection of over 130 draft beers. Happy hour(s) is Mon-Fri 1400-1730, adds GO. For Hawaiian fusion cuisine, Roy's is currently offering a three-course fixed price meal on a Mon for USD35.95.

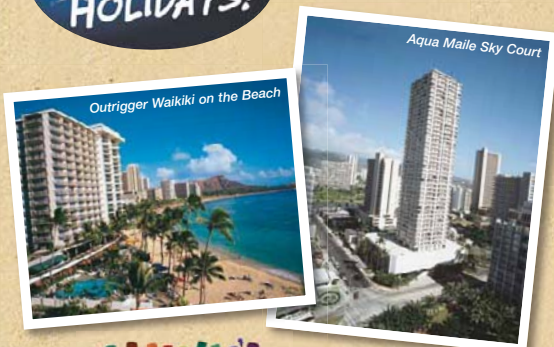
## Waikiki

### GO's Waikiki Top Five

- 1 Oahu's an easy self-drive destination, but for client's preferring to go with public transport, The Bus offers tickets for USD2.50 or a four-day pass for USD25. The open-air Waikiki Trolley is a more scenic way to get around. Passes are from USD7 a day.
- 2 Start the day with buffet breakfast at Dukes', located 'on the sand' at the Outrigger Waikiki. Urge clients to pre-book a table overlooking the beach, adds GO.
- 3 The Hike to the top of Diamond Head offers spectacular views. Clients can get there by bus, car or taxi and the walk up takes around an hour over a well-worn path. The monument opens at 0630 and urge clients to take water.
- 4 A sunset cocktail at Royal Hawaiian's Mai Tai Bar. There's nightly entertainment and the beach front location offers sunset views. Due to the popularity, clients should be urged to get there early to ensure they get a table.
- 5 Waikiki's surf lessons are making way for a new craze, stand-up paddleboarding (SUP), says GO. It's a sport which originated in Hawaii but is now catching on globally. GO can pre-book Waikiki SUP lessons from USD75pp.



## ESCAPE TO WAIKIKI THIS WINTER!



**5 NIGHTS AT AQUA MAILE SKY COURT AND FLIGHTS FROM \$1499\***

**UPGRADE to the 4 star Outrigger Waikiki on the Beach from \$419\***

\*Price is per person twin share. Based on travel 23 Apr - 23 Jun & 28 Jul - 23 Aug 11. Subject to availability. Conditions apply.



**HURRY SALES END 30 APRIL 2011**

**HAWAII**  
THE ISLANDS OF ALOHA  
**AIR NEW ZEALAND**

**CALL OUR GO HAWAII EXPERTS NOW ON 09 914 4001 FOR FULL DETAILS!**

**GO HOLIDAYS!**  
**Hawaii TODAY**

Travel Today Feature P2

**Onboard Offering**

NCL's Pride of America ship suits a wide demographic of Kiwi travellers and offers a 'good four-star standard', says GO's Anna Barlow. "The emphasis on these cruises is on the destination rather than the onboard programme, but there's still a huge range of onboard facilities and options."

The Americana-themed ship features a fitness center, sports court, bars and lounges, pools, kid's clubs and teen discos. There's also a comedy troupe and Broadway-style shows.

Dining options include buffets and custom-order options, but NCL's free-style concept fine also offers a range of specialty restaurants, available for an additional cover charge, says Barlow. Choices aboard the Pride of America include French, Japanese and an upscale steakhouse and screens throughout the ship advise passengers of 'live' restaurant availability and wait times. However, due to the popularity of some of the specialty restaurants GO says agents should ensure clients are aware they may need to pre-book once on board.



**Hawaiian Island Cruising**  
**Hawaii Cruising's Wide Kiwi Appeal**



Exploring the dramatic landscapes of the Hawaiian Islands is often perceived to be the domain for repeat travellers to Hawaii—but GO Holidays says NCL's seven-night Hawaiian cruises offer an ideal way to explore the Aloha Isles.

"Getting out to the islands can be more expensive so NCL's Hawaiian cruises offers a very competitive all-inclusive fare—with the benefit of only having to unpack once," says GO Cruising product development manager Anna Barlow. "The ship's relaxed cruising style is particularly-suited to the Kiwi market and there's no days at sea so clients get full days at the ports to explore the destination." American-flagged NCL ship Pride of America (pictured) offers year-round seven-night cruise itineraries ex Honolulu—and each cruise visits four islands (Oahu, Maui, Kauai and the Big Island of Hawaii), and weather permitting, includes an eve-

ning sail past Kauai's active volcano Mt. Kilauea.

The ship sports 14 restaurants and nine bars and lounges, a range of accommodation options.

**Balcony Recommended**

Due to the scenic nature of the Hawaiian cruises GO's Anna Barlow urges agents to offer clients the chance to upgrade to a balcony cabin. "There's no days at sea so there's always something to see, like migrating whales, the lava flows from Mt Kilauea or the dramatic Napali coastline (pictured above). Clients can see this from the main decks, but it's a special experience seeing it from your own balcony.

**Golf Packages**

NCL offers golf packages that can be pre-purchased, says GO. Clients can hire the gear and pre-book a tee-time at a range of courses. Packages range USD99-USD240pp."



**Ideal For Honeymooners**

The destination and independence offered on NCL's Hawaii cruises makes it a suitable option for honeymooners, says GO's Anna Barlow. "With 10-night packages from \$3299pp including cruise, transfers, airfares, Waikiki accommodation and tipping it's an all-inclusive and affordable option." NCL offers a range of onboard romance packages including in-room bubbly and strawberries, in-room massages for two, breakfast in bed, a keepsake portrait, romantic dinner for two or in-room afternoon tea.

**Self-drive & Excursions**

For more independent clients, GO recommends self-driving. "The islands are easy to get around, you can pick up the car at the port and it means you can stop at the waterfalls or points that interest clients," says GO's Anna Barlow. GO has Hawaii rental car rates from NZD70 per day.

For clients who are keen on the wide variety of shore excursions, Barlow stresses that due to high demand people will need to pre-book certain excursions, such as the helicopter ride over the Big Islands's active volcano Mt Kilauea, to prevent missing out.

**GO HOLIDAYS!**

**HAWAIIAN ISLAND CRUISING**

**10 NIGHT FLY/CRUISE PACKAGE FROM \$3299\***

**HURRY SALES END 30 APRIL 2011**

*\*Price is per person twin share based on 06 August 2011 sailing in an Inside cabin. Surcharges apply for other departures during May-August 2011. Subject to availability. Special conditions apply.*

**CALL GO CRUISING NOW ON 09 914 4675 FOR FULL DETAILS!**

*The HAWAIIAN ISLANDS*

Travel Today Feature P3

**Top Beaches**

'Dr. Beach' Stephen Leatherman has ranked Maui's Kapalua, Kaanapali and Wailea beaches among the US's top 40 'healthiest' beaches. Kapalua Bay beach is ideal for picnics, snorkelling and swimming; and for celebrity-spotting try the upmarket Wailea, says GO. The white sand Kaanapali Beach stretches from Lahaina to Puu Kekaa, a volcanic cinder cone known as a great snorkelling spot.



Pic: HTA/ Ron Dahlquist

**Haleakala Crater**

Despite the early start, witnessing sunrise from atop Maui's Haleakala Crater is an unforgettable experience, says GO. A number of operators offer guided tours up to the summit, which can be booked through GO. The spectacular views and landscape (pictured above) can also be combined with a cycle tour back down from the crater and clients can have breakfast at the bottom, it adds.

**Maui: The Aloha Isle Of Contrasts**



Pic: HTA/ Tor Johnson

Whether it's the kaleidoscope of fish just below the surface at Kaanapali's black rock, or discovering a secluded waterfall on the road to Hana, scenic Maui offers a diverse range of experiences that add a little magic to a tropical holiday, says GO Holidays.

"Best-described as an island of contrasts, it's really a one-stop island stop," says GO Holidays Fauzia Hussain. "Maui offers Kiwi travellers anything from a stay-put beachside resort stay through to discovering the islands rainforests and rugged volcanic landscapes of the Haleakala Crater."

Maui is a 30-min flight from Honolulu and regular air services operate between the two islands.

**... Where To Stay**

The beachfront resort area of Kaanapali is most popular with Maui-bound Kiwi travellers, says GO, and

offers a range of accommodation options to suit all budgets. However the wholesaler urges agents to book clients at beachfront properties. "There are some cheaper options, but they're about a five to 10 min. drive back from the beach but it's just not the same experience," says GO's Fauzia Hussain.

**Historic Lahaina**

The oceanfront township of Lahaina is located a short drive from Kaanapali and offers an eclectic mix of galleries, shops and restaurants.

Over the northern winter months (Nov-Mar) whale watching day tours operate ex Lahaina. The area is said to be one of the globe's best humpback whale watching spots.

While there's chain restaurants like Bubba Gumps in the historic town, for clients looking to sample some regional Hawaiian cuisine GO recommends the Lahaina Grill.

**Maui**



Pic: HTA/ Ron Dahlquist

**The Road To Hana**

With 600 curves and 54 bridges, Maui's 'heavenly road to Hana' is described as one of the world's most scenic drives. The route is a two-three hour drive each way and features lush landscapes and waterfalls as well as white, red and black sand beaches depending on the volcanic activity.

GO urges agents to ensure clients fill up with petrol before they leave, take water and lunch supplies and bug spray. Clients stopping enroute should be advised to stay on the paths. A trip to Hana is not complete without sampling the banana bread available at road side stalls, adds GO. The Seven Sacred Pools (pictured) is at the end of the Hana Highway.

**Self-drive Maui**

Taxi and bus services on Maui are limited so GO suggests self-drive. "It allows Kiwis to experience Maui's true charms at their own pace, and also get around to explore the local restaurants," says GO. The island is sign posted for tourists and there's lots of rustic Hawaiiana along the way. Car rentals are from \$70 a day.

**GO HOLIDAYS!**

**ESCAPE TO MAGICAL MAUI!**

**5 NIGHT PACKAGE FROM \$1999\***

**INCLUDES OVERNIGHT AT OHANA HONOLULU AIRPORT HOTEL, 4 NIGHTS AT KA'ANAPALI BEACH HOTEL, MAUI & RETURN FLIGHTS TO MAUI EX AUCKLAND, WELLINGTON & CHRISTCHURCH.**

**UPGRADE to the 5 star Sheraton Maui Resort & Spa from an additional \$399\***

**HURRY SALES END 30 APRIL 2011**

\*Price is per person twin share. Based on travel 01 May - 12 Jun 11. Subject to availability. Conditions apply.

**AIR NEW ZEALAND**

**CALL OUR GO HAWAII EXPERTS NOW ON 09 914 4001 FOR FULL DETAILS!**

14896\_03

**GO HOLIDAYS!**  
**Hawaii TODAY**

Travel Today Feature P4

**North Shore Highlights**

Famed for its surf breaks, a trip to Oahu's North Shore is an ideal family day out. In addition to the beaches there's a number of family-friendly stops along the way.

- Dole Plantation in Wahiawa offers activities for kids including a giant Pineapple Garden Maze and a Pineapple Express train ride. Open daily.



- Matsumoto's in Haleiwa is 'the' place to get a famous Hawaii shave ice, says GO's Fauzia Hussain. It's also known to be popular with celebrities.

- North Shore's shrimp trucks offer a fun family encounter. The roadside trucks offer shrimps around the Kahuku area, most with covered seating. GO's pick, Giovanni's garlic butter shrimps.

- Due to the nature of the surf breaks, GO points out that some beaches are not suitable for swimming, and there is little infrastructure around the beaches.



**Fun In The Sun**



**Waikiki's tourism infrastructure has been reinvigorated yet the relaxed and welcoming Hawaiian Aloha spirit remains, making the destination an ideal option for the family market, says GO Holidays.**

The sands and gentle surf of Waikiki Beach offer hours of entertainment and there accommodation options

**Aloha Aulani**

Oahu will be home to a little Disney magic when the Aulani Resort opens in Ko Olina, late-Aug.

The property is definitely not a theme park however it will offer clients Disney touches throughout the beachfront resort—from character appearances through to some hidden Disney magic, says GO. The resort features a 359-room hotel and a vast range of facilities including numerous pools and a tube floating watercoaster, a kids club, snorkeling lagoon and four restaurants and much more. "It's going to be an amazing addition to Oahu and will be suited for those families and groups looking for an upmarket option out of Waikiki," adds GO.

to suit all budgets and requirements. "Self-catering condos remain popular for family groups, and offer a cost-effective option" says GO's Fauzia Hussain. "There's a host of suitable restaurants for families, and Food Pantry supermarket on Kuhio Ave is an easy walk from most Waikiki hotels."

Back from the beach many of the hotels and condos offer a peep of the sea, but for those looking for a beachfront experience, many hotels offer inter-connecting rooms for family groups.

"There's also so many family friendly activities in Wakiki and around Oahu. For family groups I would recommend hiring a car, it's affordable and means clients are not tied to a public transport schedule," says Hussain. "Another key attraction for the family market is Waikiki's reputation as a safe destination. Along Kalakaua Ave there's buskers and entertainers and a friendly vibe that makes it perfect for the family market, even at night."

Much of the Oahu's tourism infrastructure is in Waikiki, but GO says the Turtle Bay Resort is another options for families looking for a more upmarket Hawaii holiday.

**Family**

**Family Activities**

A visit to Pearl Harbour and the USS Arizona Memorial is a sobering experience. Guided tours include a film summarising the Pearl Harbour attack and a trip out to the memorial. GO asks agents to urge clients to get there as early as possible. Aircraft carrier the USS Missouri is anchored nearby. GO says the a popular option is the early morning tours which get clients back to Waikiki by lunchtime.

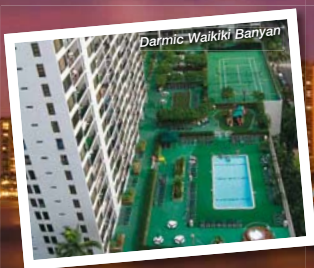
**... Zoos and Aquariums**

The Honolulu Zoo in Waikiki, complete with Komodo dragons, meerkats and tigers, is open daily and a short walk from most Waikiki hotels. The nearby Waikiki Aquarium, open daily, offers a colourful insight into to the world under the sea.



**Snorkel Hanauma Bay**

Hanauma Bay Marine Park, a short drive from Waikiki boasts fantastic snorkelling—but clients will need to get there early as access to the site is limited. Once the parking lot is full, clients will be turned away. There's a USD7.50 entry charge for adults and kids under 13 years are free. Clients can catch the 22 bus or self-drive. The park is closed on a Tue, adds GO.



**FAMILY FUN IN HAWAII!**

**5 NIGHTS AT THE DARMIC WAIKIKI BANYAN IN A ONE BEDROOM APARTMENT AND RETURN FLIGHTS TO HONOLULU EX AKL/WLG/CHC FROM**

**\$1599\* PER ADULT AND \$989\* PER CHILD**

**UPGRADE to a 1 Bedroom Oceanview Apartment from an additional \$149\* per person.**

**HURRY SALES END 30 APRIL 2011**

\*Price is per person twin share based on a 1 Bedroom Standard Apartment for travel 01-31 May 2011. All apartments at Darmac Waikiki Banyan are unserviced. Child price is based on up to two children aged 2-11 years sharing existing bedding with two adults. Subject to availability. Further conditions apply.

**AIR NEW ZEALAND**

**CALL OUR GO HAWAII EXPERTS NOW ON 09 914 4001 FOR FULL DETAILS!**