

# Hawaii Today

TRAVEL TODAY DESTINATIONAL FEATURE MARCH 2013



## CONTENTS

Ala Moana shopping discounts .....	p2
Return to paradise .....	p2
Hawaii Island's diverse offering includes volcano .....	p3
Designer beer and coffee at Kona .....	p4
Hawaii: add value, upskill online.....	p5
Special interest events .....	p5
Inaugural flight pics .....	pp6-7

TABS ON  
**TRAVEL  
TODAY**

Incorporating Tabs On Travel

Published by  
Tabs on Travel Ltd

© Copyright



### Ala Moana Discounts

Shopping is a daily activity for many Kiwis heading to Hawaii, and there are plenty of options for even the retail challenged. Ala Moana, billed as the one of the largest outdoor shopping malls in the world, offers something of a one-stop shop just a few minutes drive from Waikiki. There's over 260 stores and agents can now download a customisable Premier Passport voucher for their clients, offering shoppers discounts at a host of stores and eateries. E-mail [news@traveltoday.co.nz](mailto:news@traveltoday.co.nz) for a copy of the PDF voucher.

### ... Shopping Event

Clients heading to Hawaii next week can take advantage of the Ala Moana Center's sixth annual Shop a Le'a. The shopping event 18-24 Mar sees more than 100 exclusive in-store events, fashion shows, shopping and dining offers. Highlights include a pink carpet runway the length of the centre and a limited-edition gift with purchase. See [alamoanacenter.com](http://alamoanacenter.com).



### Hawaiian History

For repeat visitors looking for something different, a trip to the Iolani Palace in Honolulu offers an insight into the island group's history. It is the only royal palace in the US—and even had flushing loos before the White House. Comprehensive tours of the recently-restored palace take visitors through the royal family's interesting but tragic past, and run Tue-Sun. Details see [iolanipalace.org](http://iolanipalace.org)

## Return To Paradise



Kualoa Ranch's picturesque Ka'aawa Valley may look familiar; it has been used in several big Hollywood movies, such as Jurassic Park.

### Aloha Old Friend, it's been some time between visits.

Waikiki is sporting a flash new facelift, with the redevelopment of the area now known as the Waikiki Beach Walk, but the magical views of Diamond Head as the sun melts into the sea each night remain the same.

We're on the countdown till the launch of the Hawaiian Airlines services to Auckland next week—but there's so much to see and do, even for the repeat visitor, that the itinerary is jam packed.

While Kiwi travel to Hawaii's neighbour islands is up—Oahu still offers a huge range of activities for all ages and inclinations, beyond the famous strip of sand that is Waikiki.

One notable mention is Kualoa Ranch, on Oahu's North Eastern coast—in fact, it's a destination in itself. The 4000 acre property has been a working cattle ranch since the 1870s and now offers a range of tours from horseback and ATV to jungle expeditions and movie site tours (think *Jurassic Park*, *Lost*, the new *Hawaii 5-0* etc).

Stretching from the mountains to the sea, Kualoa is said to be one of the most historically significant destinations on Oahu—and the spectacular vistas are breathtaking, such as the

Ka'aawa Valley (pictured above).

It's also home to one of the most picturesque, secluded beaches on the island. Clients will need to cross over an 800-year-old Hawaiian fishpond, travel through some mangroves and hau trees to get there, but it's worth the effort and the beach, which also offers great views of Mokoli'i (Chinaman's Hat).

Kualoa is about a 45min drive from Waikiki, and don't forget to urge clients to try the apple bananas while they're there.

### HA's Hawaii Day

Hawaiian Airlines is inviting the public to head down to Marvel Grill in Auckland on Sat and get a taste of Hawaii to celebrate the launch of its flights to Honolulu this Thu.

From 1200-1400 there will be traditional singing and dancing, as well as 10 trips to Hawaii up for grabs.

### GO, HA Hawaii Deals

GO Holidays has packages in conjunction with Hawaiian Airlines' launch fares. Hawaii and US packages, on sale to 29 Mar, include four nights in Waikiki from \$1399pp s/t or \$799 for kids (aged two-16) plus free flights to Hawaiian Neighbour Islands; six nights in Anaheim from \$1979pp s/t (kids \$1199); and four nights in New York from \$2499pp s/t (kids \$1299). GO also has a Waikiki Super Saver for couples staying at the Aqua Maile Sky Court, from \$1249pp s/t for four nights including free flights to a Hawaiian Neighbour Island.

*Travel Today publisher Tony Dominey is this week rediscovering Hawaii first-hand, in the lead up to the launch of Hawaiian Airlines AKL-HNL services this week.*



Double Trouble On Tour: Hawaii Tourism's Darragh Walshe and Hawaiian Airlines sales manager Russell Willis are pictured hamming it up for the cameras at Waikiki's Hard Rock Café 'last night'.

Hula

ALL THE WAY TO THE USA

NON-STOP TO HAWAI'I FROM AUCKLAND  
& ONTO 11 U.S. CITIES COMMENCING 14 MARCH 2013

Your complimentary inclusions

2 x 32kg baggage allowance pp

Main Meals

Beverages

Hawaiian Hospitality

Entertainment, blanket & pillow



HAWAIIAN AIRLINES

HAWAI'I FLIES WITH US  
[HawaiianAirlines.co.nz](http://HawaiianAirlines.co.nz)

Contact Hawaiian Airlines for more information, Tel 09 977 2227 or email [hawaiian@walshegroup.com](mailto:hawaiian@walshegroup.com)



# Hawaii Today

## Getting There & Around

As with most of the Hawaiian Isles, self-drive is the best way to get around on Hawaii, the island.

It's a big island and urge clients to allow extra time to ensure they can travel at a leisurely pace. Hawaiian Airlines operates services to the Hawaii Island points of Kona and Hilo—and the fares are common-rated so clients can easily opt for open jaw fares, says HA's Russell Willis.

## Remembering Capt Cook

The Big Island is home to numerous culturally significant sites—including some which pay tribute to Captain Cook. There's a plaque which marks where the first religious ceremony took place in Hawaii; and across the other side of the bay is the place where Captain Cook met his end. The spot is marked with a white marker which can be seen from the aforementioned plaque, but it appears to be inaccessible.



### The Sacred Place

Puuhonua o Honaunau (above) is a sacred place and a 72-hectare national historic park on Hawaii. It was once the home of royal grounds and a place of refuge for ancient Hawaiian lawbreakers.



## Hawaii Island's Diverse Offering

Steam vents plume from the massive Halemaumau crater.

**Hawaii Island (previously known as the big island) is the fiery jewel in the island group's tourism crown.**

Its diverse, and ever changing, landscape means the island offers visitors experiences spanning lush rain forests, giant volcanic craters and sometimes snowy peaks down to sandy beaches—but it's specifically the volcanic activity many travellers come to see.

To offer some perspective the Hawaii Volcano National Park itself is about the same size as Oahu, and lucky visitors can literally see the

### Be Prepared

There are no facilities in the park, so urge clients to take necessary supplies such as food and water with them. The weather can be changeable, so ensure they also pack warm clothes and a waterproof jacket. Clients should also allow plenty of time for their trip.

### Stay Near The Action

For clients looking to get up close and personal with the island's ever-changing volcanic landscape, Volcano House hotel is due to re-open next month following extensive renovations. The property is overlooking Halemaumau Crater and first opened as a grass shack in 1846 (see [hawaiiivolcanohouse.com](http://hawaiiivolcanohouse.com)). Alternatively Hilo is a 45 min drive away.

landscape change before them. The park, located southwest of Hilo, is home to Mt Kilauaea, said to be one of the world's most active volcanoes and Mt Maunaloa, which last erupted in 1984.

However it's important to ensure clients heading to the area aware that it is a natural phenomenon not a theme park, and the scale of the volcanic activity is unpredictable. It is also constantly changing.

Currently the best time to see the volcanic activity is at night when the lava in the crater inside another crater lights up the smoke and steam with dramatic effect.

The park also offers over 200km of hiking trails through craters, deserts and rainforests—as well as a lava tube you can walk through.

### ... Lava Flows

For clients looking for a chance to see the lava flowing into the sea, they'll need to drive about an hour east from the park to Kalapana. Clients can walk into the visitor viewing area clients but again, conditions change daily as do the lava-viewing opportunities. Alternatively tour operators offer cruises or helicopter rides over the lava flows. For the latest updates on Kilauea's eruptions see [hvo.wr.usgs.gov/](http://hvo.wr.usgs.gov/) or [CLICK HERE](#) to see live images.

## AKL Airport Says Aloha

Auckland Airport is celebrating Hawaiian Airlines' new services by coming over all Hawaiian from 11 Mar, with giveaways and deals at shopping outlets. Passengers who spend over \$100 at any participating store can spin the wheel to win shopping vouchers, and there will be ukulele players and a hula-hoop competition.

## Up To 65% Off

Expedia TAAP's current 'Best of USA up to 65% Off Hotels' promotion includes over 60 properties in Hawaii. "There are also heaps of current discounts on activities including theme parks, dinner cruises, events and shows, day tours and transfers," adds Expedia TAAP's Stu Udy.



### Royal Kona Deals

The Royal Kona Resort, in Kailua Kona, has reduced aloha rates from USD125 per night for stays 01 Apr-06 Oct and 13 Oct-31 Mar 2014. The lead-in rate is for a standard room, and there's also USD135 for partial oceanview, USD145 for oceanview and USD180 for an oceanfront room—all plus taxes. There's also the Royal Experience package, priced from USD229 per night inclusive where five-night stays receive daily full American breakfast for two at Don the Beachcomber Restaurant, Luau for two and a sunset dinner cruise for two. See [royalkona.com](http://royalkona.com)

Hula

# ALL THE WAY TO THE USA

NON-STOP TO HAWAII FROM AUCKLAND  
& ONTO 11 U.S. CITIES COMMENCING 14 MARCH 2013

Your complimentary inclusions



2 x 32kg baggage allowance pp



Main Meals



Beverages



Hawaiian Hospitality



Entertainment, blanket & pillow



**HAWAIIAN**  
— AIRLINES —

HAWAII flies WITH US  
[HawaiianAirlines.co.nz](http://HawaiianAirlines.co.nz)

Contact Hawaiian Airlines for more Information, Tel 09 977 2227 or email [hawaiian@walshegroup.com](mailto:hawaiian@walshegroup.com)



## Hawaii Stay Incentive

The Royal Lahaina Resort and Royal Kona Resort are offering agents a sales incentive for bookings and stays to 30 Dec. Every two bookings of three nights or more will earn the agent a free night (there's no maximum number of bookings); a minimum of four, three nights or more bookings will earn them a daily buffet breakfast with the free nights; and six bookings of three nights or more will earn the consultant a Luau for two with the free nights. Applicable bookings should be e-mailed to Hawaiian Hotels & Resorts by 31 Dec and travel redeemed by 15 Dec 2014. For details, see [hrrtravelagents.net](http://hrrtravelagents.net)

## A Relaxing Sojourn



As with most of Hawaii's neighbour isles, life operates at a slower pace on Hawaii Island compared to Oahu.

There's less traffic and the island has a relaxed feel while offering a hugely

diverse range of options for clients opting to do a little or a lot—and there's even black and white sand beaches.

Competitively priced neighbour island hotels, and affordable inter-island fares are expected to result in a substantial increase in the number of Kiwis opting to travel beyond Oahu in the future. As a result the neighbour island hoteliers, including Hawaii Island, are eying the Kiwi market with optimism.

So urge clients looking for a relaxing break to build in a neighbour island stay to their Hawaii holiday.

For more details on Hawaii Island see [gohawaii.com/nz/big-island](http://gohawaii.com/nz/big-island)

## Polynesian Centre

Back on Oahu, Kiwis can trace New Zealand's Polynesian roots at the Polynesian Cultural Center in Laie, which this year celebrates its 50th anniversary with a special schedule of activities and celebrations.

The centre lets visitors explore Tonga, Tahiti, Hawaii, Fiji, Samoa, the Marquesas and New Zealand, learning about customs and traditions including tree climbing, fire making, spear throwing, cooking and tattooing.

Afterwards clients can dine at the Alii Luau, which the PCC says is known as Hawaii's most authentic luau. Entry is from USD49.95 and the PCC has a 10% discount for reservations made 10 days before visiting. Details, see [polynesia.com](http://polynesia.com)



Mountain Thunder founder Trent A Bateman offers clients an interesting insight into what goes into making a cup of 100% pure Kona coffee.

## Mountain Thunder

Kona's awarding winning Mountain Thunder Coffee Plantation is worth a visit, for an insight into the roasting of the world-famous Kona Coffee. The family owned and operated company offers free tours 'from composting to cup' plus clients will get a free cup of the company's Kona Private reserve, and to meet the resident geese and cats. The plantation is located a 15min drive from Kailua-Kona. VIP tours are also available by prior arrangement. See [mountainthunder.com](http://mountainthunder.com)



Kona Brewing Co. president Mattson C Davis gives the thumbs up to more Kiwi visitors heading to the Kona brewery.

## A Beer-y Special Kona Tour With A Fruity Twist

It's been a day of firsts. The first time I've sampled beer with a hint of passionfruit and the first time I've supped a coconut flavoured beer. I'm not sure I'm converted on the fruity varieties just yet. But the Koko brown nut ale and the porters, some featuring local Kona coffee, definitely get the tick.

The quirky selection of beers is just some of the Kona Brewing company's range, which all sport a truly Hawaiian feel, right down to the labels (think Pipeline porter and Longboard larger).

The award-winning craft brewery is headquartered where it began in 1994, in Kailua-Kona. It offers free tours, tastings and a pub—and is well worth a visit. The tours run at 1030 and 1500 pm daily, and are limited to 15 people per tour for guests aged 13 or over. Just remember to remind clients self-driving of the US' stricter drink-drive laws—or alternatively they can stay for a meal at the pub, which offers a wide range of dining options. See [konabrewingco.com](http://konabrewingco.com)

Hula

ALL THE WAY TO THE USA

NON-STOP TO HAWAII FROM AUCKLAND  
& ONTO 11 U.S. CITIES COMMENCING 14 MARCH 2013

Your complimentary inclusions

2 x 32kg baggage allowance pp

Main Meals

Beverages

Hawaiian Hospitality

Entertainment, blanket & pillow



HAWAIIAN AIRLINES

HAWAII flies WITH US  
[HawaiianAirlines.co.nz](http://HawaiianAirlines.co.nz)

Contact Hawaiian Airlines for more information, Tel 09 977 2227 or email [hawaiian@walshegroup.com](mailto:hawaiian@walshegroup.com)



## Getting Around Hawaii

Self-driving around the Hawaii isles is the most convenient option for clients looking to explore, particularly on the neighbour islands, even for clients who have never driven on the 'wrong' side of the road before. Outside of Honolulu and Waikiki there's generally little traffic (bar peak hour) and the locals travel at a relaxed pace. For those less adventurous there's taxis or TheBus, public transport on Oahu. You can get to almost anywhere on the island, including the North Shore, but allow plenty of travel time. Adult fares are USD2.50 one-way or USD25 for a four-day pass. See thebus.org



## Sea Life Park: A Fun Family Day Out

There are a number of tour operators offering dolphin and turtle swim experiences on Oahu—but for those looking to see a wide range of the region's marine life, from sharks and dolphins to seals and sea turtles up close there's the Sea Life Park. Located north of Hanauma Bay, about a 20 min drive from Waikiki, the park now offers a number of interactive experiences and a new Hawaiian Shark Tank exhibit. An ideal day out for the family, the park offers a dolphin show, seal show and feeding, adventure kids play zone, sea turtle feeding, other exhibits and a cafe. There's also dolphin and sea lion

## Hawaii: Add Value, Upskill On-line

**Hawaii Tourism is urging Kiwi travel agents to upskill on the destination, and stand out in a cluttered retail market, by adding value to clients' itineraries.**

The comment comes as retailers across the board report increased Hawaii demand and growing interest in the neighbour islands.

The HTO has a basic Ke Kula O Hawaii on-line agent training programme which offers an introduction to Hawaii's tourism offering. Agents who

complete the course earn a printable certificate. In addition, the tourism body also offers a separate Papa on-line training option, which is designed to give consultants a comprehensive understanding of each of the six islands in the group.

"Ke Kula is for agents who want a general understanding, and they can start it when they want and finish at their leisure," says Hawaii Tourism's Jill Gardner. "For those looking to get an in-depth knowledge of all of the islands, or just one, the Papa programme offers them a wealth of knowledge and insider information." Gardner is urging agents to capitalise on Hawaii's heightened profile in the Kiwi market. "By improving their destination knowledge travel agents can keep up with the increased Hawaii demand and it will allow them to better respond to specific client queries," adds Gardner. "Agents can add a lot of value to their client's holiday by having the knowledge, even if they haven't been [to Hawaii] recently." For more see gohawaii.co.nz



## Free Vow Renewals

The Outrigger Reef on the Beach's free vow renewal ceremonies are ideal for agents with Hawaii-bound clients who are travelling up for an anniversary or family gathering. The traditional ceremony is conducted in Hawaiian, but is a very special add-on for clients—complete with a walk through an aisle of traditional Hawaiian spears on the beach in front of the hotel. The ceremonies are held regularly, for clients staying at the hotel, but due to their popularity clients will need to pre-book.

## From Sports To Culture: Hawaii's Event Line-up

There's a huge range of events on in Hawaii annually to help convert client interest into books. Options range from quilting and cultural events to triathlons and the triple crown of surfing.

- 10th annual Honolulu Triathlon, Oahu 19 May. [honolulutriathlon.com](http://honolulutriathlon.com)
- Mele Mei, month-long Oahu cultural music festival in May. [melemei.com](http://melemei.com)
- Quiksilver Waikiki Paddle Fest, Oahu May. [quiksilverlive.com/waikikipaddle](http://quiksilverlive.com/waikikipaddle)
- Maui Film Festival 12-16 Jun. [mauifilmfestival.com](http://mauifilmfestival.com)
- Kona Marathon, Hawaii Island, 15-23 Jun. [konamarathon.com](http://konamarathon.com)
- Aloha Festivals cultural showcase, state wide 21-28 Sep. [aloha-festivals.com](http://aloha-festivals.com)
- Kauai Marathon, 01 Sep. [thekauaimarathon.com](http://thekauaimarathon.com)
- Hawaii Wine and Food fest, Oahu 05-08 Sep. [hawaiiifoodandwinefestival.com](http://hawaiiifoodandwinefestival.com)
- WTC Ironman World Champs, Kona 12 Oct. [ironmanworldchampionship.com](http://ironmanworldchampionship.com)
- Kona Coffee Cultural Festival, Nov. [konacoffeefest.com](http://konacoffeefest.com)
- Vans Triple Crown of Surfing, Oahu 12 Nov-20 Dec.
- Honolulu Marathon, 08 Dec. [honolulumarathon.org](http://honolulumarathon.org)

Hula

ALL THE WAY TO THE USA

NON-STOP TO HAWAI'I FROM AUCKLAND  
& ONTO 11 U.S. CITIES COMMENCING 14 MARCH 2013

Your complimentary inclusions



2 x 32kg baggage allowance pp



Main Meals



Beverages



Hawaiian Hospitality



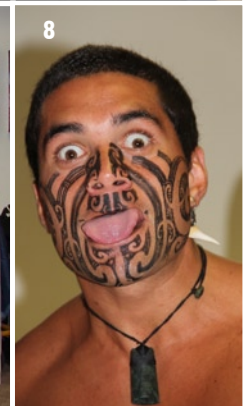
Entertainment, blanket & pillow



HAWAIIAN AIRLINES

HAWAI'I flies WITH US  
[HawaiianAirlines.co.nz](http://HawaiianAirlines.co.nz)

Contact Hawaiian Airlines for more Information, Tel 09 977 2227 or email [hawaiian@walshegroup.com](mailto:hawaiian@walshegroup.com)



## Auckland Welcomes Historic Hawaiian Airlines Flight From Honolulu

- 1** Hawaii Tourism's New Zealand representative Darragh Walshe, pictured in Honolulu with his historic boarding pass for the inaugural flight to New Zealand.
- 2** Hawaii's Governor Neil Abercrombie congratulating HA on its new destination prior to the inaugural flight's departure. The governor has promised to improve the experience of visitors at Honolulu Airport by reducing terminal congestion for both passengers and airlines.
- 3** Hawaiian Airlines' chief executive Mark Dunkerley accepting the Maori challenge on the aircraft's arrival at Auckland last night, a ceremony he said was a 'very moving' cultural experience.
- 4** The traditional water cannon welcome at Auckland last night.
- 5** The departure board at the gate lounge at Honolulu tells the story.
- 6** A HA cabin crew attendant distributing a special gift to every passenger on yesterday's inaugural flight.
- 7 & 8** The inaugural's cultural farewell at Honolulu was performed by 'fear-some' members of the New Zealand team at the Polynesia Cultural Centre on Oahu.
- 9** After many months of planning, the inaugural flight arrives at the gate at Auckland.

## HA Says Mahalo To The Kiwi Travel Industry

Hawaiian culture, flavours and the 'Aloha spirit' were the themes of Hawaiian Airlines official launch party in Auckland on Fri night. Familiar faces from across the industry turned out to welcome the Hawaiian Airlines to New Zealand, and sample the carrier's cuisine and hospitality.



**1** The HA Ohana: Hawaiian Airlines' Monisa Cline, left, with the Walshe Group's Jacqui Walshe, Steve Tanner and Rodney Walshe, HA's Dan Burruss, local HA sales rep Michelle Carelis, Walshe Group trio Nigel Bale, Rhiannon Williams, Tina Meghji and the Rusty Hawaiian himself, Russell Willis. **2:** Associate Tourism Minister Chris Tremain and HA chief executive Mark Dunkerley. **3:** HA's Michelle Carelis and Hawaii Tourism's Darragh Walshe. **4:** US consul general Jim Donegan, with HA crew member Heather Sanchez, AUT's Penelope Barr-Sellers and HA's Russell Willis. **5:** HA executive chef Mark Lopez and Harvey World Travel's Adrian Turner **6:** The long and the short of it: Our Pacific's Rick Felderhof and Jim Murphy from Pukekohe Travel. **7:** House of Travel boss Mark O'Donnell with Mike Friend from Flight Centre, HA's Dan Burruss and Stella boss Greig Leighton. **8:** Stu McKay from Flight Centre with HoT's Callum Murchison, Dave Coombes from Flight Centre and First Travel's Dave Fordyce. **9:** Mondo's Tony Terrill and Chris Hammond with Adventure World's Dave Nicholson and HA's Russell Willis. **10:** HA's Mark Dunkerley thanks the Kiwi trade for their support, and hopes the strong Kiwi demand means he'll get a chance to do more fly fishing in New Zealand. **11:** Harvey World Travel's Andie Smith with Flight Centre duo Marie Sutton and Sarah Thompson and Complete Cruise Solution's Shiree Lambert. **12:** GO Holidays' Jason Buckley and Karen McMahon and David Libeau from United Travel. **13:** Harvey World Travel duo, Browns Bay's Robert Schroder and Mairangi Bay's Len Carpenter. **14:** Auckland Airport's Jane Carruthers and Richard Llewellyn. **15:** Platinum Chauffeur Drive's Rodney Creed and Colin Binstead. **16:** The Walshe Group's Jacqui Walshe and the lovely Pip Ashford. **17:** Travel Today's glowing duo Faith Thumath, on left, and Jess Harkins with Frankie Stevens, **18:** Mondo's Gordy Bayne with Sharon Martin from Lifestyle Holidays. **19:** First Travel's Andrew Bowman with Atlas Travel's Kim Scarlett.