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NEWS RELEASE

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Discover More Than 100 Festivals and Events in the Hawaiian Islands with Free iPhone App

**“Festivals of Hawai'i” App Now Available on iTunes for iPhone, iPod and iPad Devices
Searchable Database of Things to Do in Hawai'i Now at Visitors' Fingertips**

HONOLULU— On every island, on any day, Hawai'i celebrates. Now visitors to Hawai'i can discover more than 100 events in the islands through the Festivals of Hawai'i's new smartphone application. The Festivals of Hawai'i app, sponsored by the Hawai'i Tourism Authority (HTA), the state's official tourism agency, is now available for [download on iTunes](#) for iPhone, iPod and iPad devices. The app is free and puts information about Hawai'i's unique cultural festivals and celebrations at the fingertips of those planning a vacation in paradise, as well as those who have already arrived.

“Festivals of Hawai'i brings together both locals and visitors to celebrate cultures and traditions in our islands,” said HTA president and CEO Mike McCartney. “This new mobile app is an effective marketing tool that not only delivers helpful information but also shares our unique island experiences and provides a taste of our rich cultural diversity to the world.”

Search by Island

When opening the app, the user can select any of the six Hawaiian Islands to see what's happening that day. Islands include Kaua'i, O'ahu, Moloka'i, Lāna'i, Maui and Hawai'i. Events closest in date will appear first.

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Search by Category

The four most popular categories featured at the bottom of the homepage are: Hawaiian, Arts & Music, Cuisine and Sports. The user may select one of these categories or choose “More” to see the full range of categories.

The 12 categories are:

- Hawaiian: Hula, Hawaiian music and Hawaiian culture
- Arts & Music: Concerts, art exhibits and shows
- Cuisine: Food and wine events
- Sports: Ocean and land activities
- Ethnic Culture: Non-Hawaiian cultural events including Korean, Japanese, Chinese and more
- Agriculture: Farmers’ markets
- Education: Seminars and conferences
- Nature/Eco-Tourism: Plant shows and botanical garden tours
- Signature Events: Hawai‘i’s most prominent festivals and parades
- Health/Wellness: Spiritual and healing events
- Technology: High-tech shows and events
- Other

Search by Location

The “Near Me” button pulls up and displays events closest to users based on their location in the Hawaiian Islands.

Event Profiles

Each profile includes a photo along with a brief description of the event. Selecting “Favorite” bookmarks the event, while Facebook and Twitter links enable users to share the event with friends.

GPS Capabilities

Selecting “Directions” will pull up Google maps so that the user can obtain directions to the event of choice.

“This app helps to simplify life for travelers who are looking for things to do in our islands,” said HTA Tourism Brand Manager Michael Story. “As technology evolves, we will continue to look for new and innovative ways to deliver information to Hawai‘i visitors.”

While the first phase of the mobile app development features festivals and events sponsored by HTA, the next phase will widen the searchable database to include other events happening in Hawai‘i. All events featured in the app are imported from www.gohawaii.com/FestivalsOfHawaii.

For more information on Festivals of Hawai‘i, [download the app on iTunes](#), “like” the page on Facebook at [Festivals of Hawaii](#), follow [@FestivalsHawaii](#) on Twitter or visit www.gohawaii.com/FestivalsOfHawaii.

The Hawai‘i Tourism Authority (HTA) is the official agency for tourism for the State of Hawai‘i. Among its responsibilities, the HTA is charged with setting tourism policy and direction; developing and implementing the State’s tourism strategic and marketing plan; managing programs and activities to sustain a healthy visitor industry; and coordinating tourism-related research, planning, promotional and outreach activities. The HTA serves as a critical bridge linking state government, island communities, visitors, and the visitor industry, and aims to contribute successfully to a good quality of life for Hawai‘i residents through tourism. For more information, visit www.hawaii-tourism-authority.org.

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