

### CALENDAR OF EVENTS

#### MAUI

April 5-8

##### **Native Hawaiian Hospitality Association Celebration of the Arts**

The 15th Annual Celebration of the Arts Festival is an event dedicated to increasing the awareness of the arts, culture and people of Hawai'i. The event, held at The Ritz-Carlton, Kapalua, focuses on how native Hawaiians bring continuity through art, storytelling, dance, health, education, politics, and more. 800-262-8440 or [www.celebrationofthearts.org](http://www.celebrationofthearts.org)

April 28-29

##### **East Maui Taro Festival**

Enjoy food booths with taro from local farmers, a taro breakfast and hula performances in Hāna, Maui. 808-264-1553 or [www.tarofestival.org](http://www.tarofestival.org)

#### O'AHU

April 20-26

##### **Hawai'i International Film Festival**

This spring showcase at Dole Cannery presents new foreign and independent cinema to film enthusiasts. 808-528-3456 or [www.hiff.org](http://www.hiff.org)

April 22

##### **AIDS Walk for Life**

Participants walk five kilometers around Kapi'olani Park in order to raise funds for Life Foundation's HIV care and prevention services. 808-521-2437 or [www.aidswalkhawaii.com](http://www.aidswalkhawaii.com)

#### HAWAII ISLAND

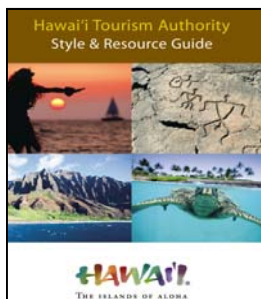
April 1

##### **Tsunami Story Festival**

This year's event will look at Mamo Street, in downtown Hilo, that was greatly affected by the 1946 and the 1960 tsunamis. 808-935-0926 or [www.tsunami.org](http://www.tsunami.org)

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## New Style and Resource Guide Available



Please visit [www.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org) to download a copy of the *HTA Style and Resource Guide*, a first-step reference guide on the proper use of commonly used Hawaiian words, phrases, descriptions, and cultural references. We encourage you to use this guide and to share copies of it with your contacts to ensure that our islands and the Hawaiian culture are represented, portrayed and promoted appropriately. Updates to the guide will be ongoing, so please continue to check the Web site for the latest version.

## HTA Bids Farewell to Haas



The HTA bids a fond farewell and aloha to former tourism marketing director Frank Haas. After overseeing the global marketing efforts for the State of Hawai'i for the last five years, Frank will begin a new adventure with the University of Hawai'i School of Travel Industry Management, where he will teach courses and work on projects to expand the school's presence and product array in the travel industry. During his time with HTA, in addition to guiding the marketing direction for Hawai'i, Frank improved outreach and communications for the agency, both

within and outside the state, as well as spearheaded several HTA initiatives including the following:

- Accountability System to measure the effectiveness of marketing programs in Hawai'i's top three Major Market Areas: U.S. West, U.S. East and Japan;
- Travelsmarthawaii Web site, that provides travel-related tips and information to visitors;
- Hawai'i Arts, a marketing campaign to promote arts, cultural events and attractions throughout the state; and
- Style & Resource Guide, a reference to help clarify facts on the Hawaiian Islands and culture.

Replacing Frank will be David Uchiyama who will start with HTA on April 16, 2007. He is currently the regional director of communications for Starwood Hotels & Resorts in Hawai'i and French Polynesia.

## Honolulu Festival Rolls Into Town



Performers at HCC.

On March 9-11, more than 5,000 artisans, performers and spectators from Japan, Australia, Taiwan, and the Philippines were in town to participate in the 13<sup>th</sup> Annual Honolulu Festival. This year's theme was "*Pacific Renaissance*," and locals and visitors enjoyed art, music and dance performances at the Hawai'i Convention Center, Ala Moana Center and

the new Waikiki Beach Walk. This three-day cultural extravaganza, that culminated with a parade through Waikiki, promotes goodwill and friendship and was sponsored in part by HTA's Major Festivals Program.

## CALENDAR OF EVENTS

### HAWAII ISLAND

April 21-May 13

#### Kona Earth Festival

Enjoy a three-week celebration of Kona's natural environment and related community ethics and practices in support of the 'āina. [www.konaearthfestival.org](http://www.konaearthfestival.org)

*NOTE: Please contact event organizers as events are subject to change. These events are supported by HTA through its Product Enrichment, Major Festivals and Sporting Events Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawai'i brand through national and international media exposure, and attracts visitors to Hawai'i as participants and spectators.*

## Save the Date

### Visitor Industry Charity Walk

May 19-O'ahu, Kaua'i, Maui, Hawai'i Island, Moloka'i, Lāna'i  
*An annual statewide fundraiser that raises money for local charities.* For more information, visit: [www.charitywalk.org](http://www.charitywalk.org)

### HTA's 3<sup>rd</sup> Annual Festivals Seminar

May 22-O'ahu, Hawai'i Convention Center  
May 23-Hawai'i Island, Waikoloa  
May 24-Maui, Wailea  
May 25-Kaua'i, Lihu'e  
*National and international experts will share their expertise on festival and event operations, branding and development.*

### 2007 Hawai'i Tourism Conference

August 28-29-Hawai'i Convention Center  
*HTA's annual event features top national and international travel industry executives who will discuss issues within the industry.*

## Hawai'i Arts, Always In Season

2007 marks the fourth year that the HTA, in partnership with the Hawai'i Arts Alliance, have been working together to raise the awareness to all about the richness



and diversity of arts and culture in Hawai'i. The initiative, that started in 2004 primarily as a marketing campaign to the North America and Japan markets, was originally called the Hawai'i Arts Season because it focused on the various arts and cultural activities taking place in Hawai'i during the spring. Since then, the opportunities for showcasing the islands' arts and culture happenings have grown, thus driving the change to the program and its name to "Hawai'i Arts, Always in Season," understanding that there's always a wide range of arts and cultural experiences for visitors and residents to see and do. This year, the campaign will be promoted in various publications such as *Phoenix Magazine*, *Seattle Magazine*, *Hawaii Magazine*, and *Honolulu Magazine*. Information on arts and cultural events can be found at [www.gohawaii.com/arts](http://www.gohawaii.com/arts).

## HTA's 2007 Marketing Update

The HTA and its marketing partners (Hawai'i Visitors & Convention Bureau, Hawai'i Tourism Japan, Hawai'i Tourism Asia, Hawai'i Tourism Europe, Hawai'i Tourism Oceania, and Hawai'i Convention Center/SMG) gave an update on their 2007 marketing efforts on Tuesday, March 13, including opportunities for industry partners. Presentations are available for review on HTA's Web site: [www.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org).

## Marketing Highlights

### Hawai'i Convention Center (HCC)

#### Hawai'i Convention Center Sets Its Eyes On China And Korea

HCC announced a new attendance building effort to attract business and convention travelers in Korea and China. Capitalizing on Hawai'i's geographic position as the central point between North America and Asia, the program is an expansion of HCC's attendance building efforts in Japan. The center aims to work with U.S. association meetings in Hawai'i to design a customized program based on existing resources and will jointly identify the needs of the individual organizations to promote and market their convention to their Asian counterparts. HCC has set up its groundwork by creating offices in Japan and China and will institute a promotional program to highlight this innovative effort. Associations that participate in the Asian attendance building component benefit from increased global attendance and revenue from registration and exhibitors.

### Hawai'i Tourism Japan (HTJ)

#### HTJ Interviews Focus Groups About Hawai'i

HTJ conducted a series of focus group interviews at the end of February and the beginning of March to identify the issues Hawai'i is facing as a destination and to measure the potential of the destination. From these group interviews, HTJ determined that Hawai'i is viewed as a safe destination that can be enjoyed by all generations. HTJ's strategy to communicate Hawai'i's attractions beyond the beach, i.e., natural heritage, history, culture, and activities, appeal to any generation. Those with the greatest potential to travel to Hawai'i are married women who regard Hawai'i as a destination easily enjoyed with their spouses, their mothers, as a three-generation group, or with friends. Those who have never been to Hawai'i view romance and family travel as an opportunity to make their first trip to Hawai'i. The summary of the survey results were announced at the Marketing Update Meeting on March 13 and in HTJ's newsletter.

# Marketing Highlights

## Hawai'i Visitors & Convention Bureau (HVCB)



Top photo: Kay Cockerill heads down the hatch of Atlantis Submarines.

Bottom photo: Hawai'i partners with the trip winner.

### Aloha Swing Wraps Up Another Successful Year

The Hawai'i Visitors and Convention Bureau wrapped up another successful Aloha Swing campaign with the Golf Channel this year, concluding with the LPGA's SBS Open at Turtle Bay and Fields Open at Ko Olina. Taking into account the five previous PGA Tours and Champions Tour events in January, Hawai'i received more than 200 hours of television time showcasing the state's golf assets, culture, natural beauty, activities, and attractions. Dozens of destination vignettes, bumpers and features were the tools used to share the unique storylines and images with a Golf Channel audience of more than 70 million viewers worldwide. To further promote the destination during the LPGA events on O'ahu, HVCB worked with the Golf Channel's Kay Cockerill and Brandi Seymour to produce a series of bumpers highlighting their adventures around the island. Cockerill took her best shot at "hanging 10" with the beachboys at Aloha Beach Services and dove to the bottom of the Pacific Ocean with Atlantis Adventures to explore the unique marine life. Meanwhile, Seymour headed into the kitchen with Chef George "Mavro" Mavrothalassitis to prepare a delicious Maitake Mushroom Salad with Sumida Watercress. The 2007 Aloha Swing marks the third year of HVCB's successful partnership with the Golf Channel.

### HVCB and Island Partners Share Hawai'i at MPINCC

The Hawai'i Visitors & Convention Bureau participated in one of the most well attended Northern California tradeshows for corporate meetings and incentive planners. Eight island partners joined HVCB at MPINCC's premier educational, technological and networking event that attracted more than 4,000 corporate, association and independent meeting planners who had the opportunity to experience the Hawai'i section at the trade show.

## Hawai'i Tourism Oceania (HTO)

### HTO Partners at See Americas Expos

HTO and Hawaiian Airlines recently participated at the See Americas Expos in Perth, Sydney, Melbourne, Brisbane, Australia and Auckland, New Zealand. The theme was shopping and the event was a great success with many agents visiting the stand.



"Aloha Shopping Bag" walking down the runway.

In Auckland, HTO teamed up with Kainoa Daines from the Miramar at Waikiki as well as Castle Resorts & Hotels, Outrigger, Alamo, Hawaiian Airlines, and ResortQuest to create a strong Hawaiian presence. The night was attended by 250 travel agents, for many the highlight was Kainoa's impressive chant, which opened the night.

Hawai'i partners at See Americas Expos.



## Hawai'i Tourism Europe (HTE)

### HTE Part of Record-Setting Trade Show

HTE participated in ITB Berlin, the world's largest travel trade show. Another visitor record was set with 177,154 attendees consisting of international trade partners, journalists and consumers. Three days were dedicated solely to trade appointments and in-depth discussions on products, programs and promotional activities. The destination Hawai'i was again featured



in a Media Café attracting 170 journalists, who discussed topics and story ideas on the Islands at length. HTE also invited 10 key trade and media partners from the market to an exclusive dinner. Hawai'i was represented at ITB by Hawai'i Tourism Authority, Maui Visitors Bureau, Kaua'i Visitors Bureau, Destination Resorts Hawai'i, and Sun Islands Hawai'i.



HTE's booth at ITB.

# Marketing Highlights

## Hawai'i Tourism Asia (HTAsia)

### Spring Hawai'i Honeymoon Promotion

In an effort to continue to boost the honeymoon market for spring 2007, Hawai'i Tourism Korea supported key travel agents participating in the KINTEX wedding fair, as well as a variety of exclusive wedding fairs organized by individual travel agents. Tour Baksa organized a mini honeymoon event at the JW Marriott Seoul, where



HTK held a honeymoon event at JW Marriott Seoul for 100 couples.

approximately 100 couples received an in-depth presentation on Hawai'i. HTK displayed Hawai'i image banners in the event hall and provided giveaways for those who booked Hawai'i honeymoons on the spot. HTK also provided guidebooks and giveaways to agents participating in the KINTEX wedding fair.

### China Airlines Adds Direct Flight to Hawai'i

China Airlines launched a third direct flight from Taipei to Honolulu on March 27. The three weekly direct flights will fly every Tuesday, Thursday and Sunday. New tour packages of six and seven days are being created, with a Hawai'i Island package promotion starting this month. Hawai'i Tourism Taiwan is working with China Airlines and 10 major Taiwanese travel agencies to promote new tour packages upon the flight's launch on March 27.



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## OUT & ABOUT

*In an effort to keep Hawai'i top-of-mind throughout the world, the following is a calendar of major tradeshow/events featuring Hawai'i:*

*April 21-25*

**Travel Industry of America's International Pow Wow**  
Anaheim

*End of May*

**Hawai'i Promotion Committee Seminar & Workshop**  
Sapporo and Sendai

*Early June*

**Hawai'i Promotion Committee Seminar & Workshop**  
Yokohama and Osaka

*May 21-24*

**Aloha Down Under Trade Show**  
Auckland, Sydney, Brisbane, Melbourne

*July 27*

**Vacation.com 9<sup>th</sup> International Conference & Trade Show**  
New Orleans

*July 31-August 2*

**Happy Vacations Alohafest**  
Boston, Philadelphia, Long Island

*August 6-10*

**Aloha Week Chicago**  
Chicago

*August 18 -24*

**Virtuso 2007 Annual Travel Mart**  
Las Vegas

*September 10-12*

**HTJ Workshop**  
Tokyo, Osaka, Nagoya

*September 14-16*

**JATA World Travel Fair 2007**  
Tokyo

*September 25-27*

**ITME –The Motivational Show**  
Chicago

*September 25-28*

**PATA Travel Mart 2007**  
Bali