

HAWAII TOURISM

AUTHORITY

Style & Resource Guide



ma'ema'e

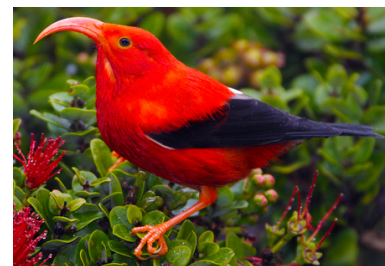
Aloha mai (greetings to all),

Hawai'i is a special place, with a blend of cultures, activities, and experiences unique in the world. The Hawaiian Islands have drawn the attention of travel marketers and journalists throughout the years—dating back to authors Mark Twain and Robert Louis Stevenson. Along the way, some of those who have featured Hawai'i have not always been intimately familiar with the Islands. As a result, there have been instances when travel articles or advertising material have misrepresented Hawai'i or portrayed its culture in an insensitive way. This Style & Resource guide was developed as a handy reference to clarify facts about the Islands that have sometimes been miscommunicated, offer guidance for the depiction of sites and culture, and provide insights into promoting Hawai'i sensitively and safely. It is not meant to be a guidebook or dictionary—there are excellent books on Hawai'i that are commercially available. The listings at the end of this guide will provide access to additional cultural and language resources.

Hawai'i Tourism Authority (HTA), its marketing partners, and the Visitor Industry are frequently involved in ceremonies and celebrations highlighting the Hawaiian culture. The expectation within the Hawaiian community is that these organizations understand and properly portray the culture in protocols, communications, and other business activities. To communicate the true beauty of Hawai'i—its culture, heritage, and people—we all need to understand what lies “beneath the surface” and beyond the stereotypes. HTA is pleased to present this Style & Resource guide as a step in forming a bond between the Visitor Industry and the Hawaiian community based upon respect. It is HTA's intent for this document to provide a foundation for the marketing of Hawai'i as a culturally-sensitive visitor destination in the 21st century and beyond. As such, this guide is intended to be a living document; a work in progress that will continually be revised and reshaped as needed according to community needs, industry trends, and the overall guidance of HTA. We urge everyone promoting and publicizing Hawai'i to be diligent in researching accurate and respectful ways to share our Islands with the world.

Mahalo (thank you)!

Hawai'i Tourism Authority



*This Style & Resource Guide is part of HTA's Ma'ema'e Program, which seeks to communicate to partners around the world that promotions relating to Hawai'i should be “clean, attractive, and pure.” That is, they should be free from mistakes. Through our collective efforts, we can work to ensure that Hawai'i is promoted in a way that is “ma'ema'e.”

CONTENTS

‘ŌLELO HAWAI’I – HAWAIIAN LANGUAGE | page **03**

LANGUAGE ELEMENTS | page **04**

GENERAL HAWAI’I INFORMATION | page **06**

CUSTOMS IN HAWAI’I | page **10**

CULTURAL SENSITIVITIES | page **12**

PROPER PLACE NAMES | page **14**

COMMONLY MISUSED WORDS | page **16**

HAWAIIAN CULTURAL INFORMATION | page **18**

SPECIFIC MARKETING INFORMATION | page **21**

CONTACTS & RESOURCES | page **23**

INDEX | page **30**

‘ŌLELO HAWAI‘I

In 1978, *‘ōlelo Hawai‘i* (Hawaiian language) was officially established as one of the state’s official languages in addition to English. Proper use of the Hawaiian language includes the use of the *‘okina* (which represents a glottal stop—a consonant) and the *kahakō* (a macron used to indicate long vowels). The *‘okina* and *kahakō* distinguish many words, and without this orthography word definitions change. For instance, *ono* (a fish) is different from *‘ono* (delicious), and *kau* (to place) is different from *kāu* (your).

The standardized Hawaiian *pī ‘āpā* (alphabet) is divided into two parts:

1. *Nā huapalapala ‘ōiwi* (native)
 - Used for spelling words of indigenous letters
 - A (‘ā), E (‘ē), I (‘ī), O (‘ō), U (‘ū), H (hē), K (kē), L (lā), M (mū), N (nū), P (pī), W (wē), ‘ (‘okina)
2. *Nā huapalapala paipala* (introduced)
 - Used primarily for words and names from foreign languages
 - B (bē), C (sē), D (dē), F (fā), G (gā), J (iota), Q (kopa), R (rō), S (sā), T (tī), V (wī), X (kesa), Y (ieta), Z (zeta)

Hawai‘i Tourism Authority (HTA) uses the *Hawaiian Dictionary: Hawaiian-English, English-Hawaiian Revised and Enlarged Edition* by Mary Kawena Pukui and Samuel Elbert as a standard reference, supplemented by *Māmaka Kaiāo: A Modern Hawaiian Vocabulary* for contemporary vocabulary. These resources can be accessed through ulukau.org. Additional language resources and websites are included in the **Resources** section of this guide.

If you have exhausted all resources for correct spelling and do not find the correct modern orthography, then write the word “as is,” without any orthographical markings; however, this should not be taken as a way of avoiding proper research on usage.

LANGUAGE ELEMENTS

abbreviation of Hawaiian words |

Hawaiian words should not be abbreviated. For example, it is Kamehameha Day, not Kam Day; and *mahimahi*, not *mahi*.

dictionary |

The Hawai'i Tourism Authority uses the *Hawaiian Dictionary: Hawaiian-English, English-Hawaiian* revised and enlarged edition by Mary Kawena Pukui and Samuel Elbert as a standard reference, supplemented by *Māmaka Kaiao: A Modern Vocabulary* for more contemporary vocabulary.

diacritical markings |

ʻOkina: Make sure the *ʻokina* is shown as a single open quote (‘), not an apostrophe ('). In US versions of Microsoft Word, the *ʻokina* is formed by holding the "alt" key and entering the numbers 0145 on the numeric keypad. To type the *ʻokina* on Mac, hold the "option" key and push the right square bracket symbol (]).

Kahakō: The *kahakō* is a macron indicating a long vowel in Hawaiian language. As in ā, ē, ī, ō, ū.

Mac users:

The Mac operating system comes with a built-in Hawaiian keyboard.

1. To enable the keyboard, click on the flag icon in the top right corner of the taskbar (near the date and time).
2. On the drop-down menu, click "Open Language & Text..."
3. When the window opens, scroll through the menu on the left to find the Hawaiian keyboard option.
4. Check the box next to "Hawaiian" to enable the keyboard.
5. Whenever you want to type Hawaiian words in your text-editing program, simply click the flag icon again and select the "Hawaiian" option.

To type the *kahakō* specifically, hold the "option" key and press the corresponding vowel you want the *kahakō* to go over. For example, if you want to get "ā," hold down "option" and press "a." The same goes for the other vowels as well.

PC users:

To download the Hawaiian keyboard, please visit: www.olelo.hawaii.edu/enehana/winkbd.php. As prompted on the website, download the installation and user instructions first (first link on the bottom right). Then, click on the "Download Hawaiian Unicode Keyboard For Windows" link to download the file (third link). Follow the outlined instructions to install and begin using the Hawaiian Windows keyboard.

Hawaiian (as an adjective) |

This is an anglicized word and does not use an *ʻokina*. When referring to people, “Hawaiian” only refers to people of Native Hawaiian ancestry. Residents of the state do not refer to themselves as “Hawaiian” unless they are, in fact, of Hawaiian descent. People of other racial extractions who live in Hawaiʻi are referred to as Hawaiʻi residents or *kamaʻāina*. See *kamaʻāina* under **Hawaiʻi Cultural Information**.

Hawaiian words in English copy |

In general, set Hawaiian words (except for proper place names) in *italics* to distinguish them from English (i.e. The visitors were greeted with *aloha*). Some publishers in Hawaiʻi do not italicize Hawaiian words because the Hawaiian and English languages have equal status, as they are both official languages of the State. However, while promoting Hawaiʻi, we prefer that you set Hawaiian words in italic in order to highlight and showcase the language in your materials.

Pidgin or “Pidgin English” |

Pidgin is a unique mixture of words, phrases, and idioms drawn from the many languages and cultures (i.e. Hawaiian, Japanese, Chinese, Filipino, and Portuguese) that make up Hawaiʻi. Pidgin was developed when Native Hawaiians, immigrant laborers, and *haole* plantation owners needed to communicate with each other. Known to linguists as Hawaiʻi Creole English, Pidgin utilizes many words from the Hawaiian language. However, not all words in Pidgin are Hawaiian so take care not to characterize Pidgin words or phrases as “Hawaiian.” For example, *kaupau* (food) is Pidgin, not Hawaiian.

place names of Hawaiʻi |

The reference for Hawaiian place names used by HTA is *Place Names of Hawaiʻi* by Mary Kawena Pukui, Samuel Elbert, and Esther Moʻokini. If a place has an English nickname, use the Hawaiian place name and then add the optional English nickname. Place names should not be italicized.

plurals in Hawaiian language |

English plural forms are not used for Hawaiian words. For example, the plural for *lei* is *lei*, not “*leis*.” A few Hawaiian words referring to people have unique plural forms that are marked with a *kahakō* [i.e. *wāhine/wāhine* (woman/women), *kupuna/kūpuna* (grandparent/grandparents), *makua/mākua* (parent/parents), *ʻaumakua/ʻaumākua* (family guardian/family guardians)].

possessives |

When making a Hawaiian word possessive, the word keeps its diacritical marks. For example, *Hawaiʻiʻs*, *Kauaʻiʻs*, and *Oʻahuʻs*.

proper names of businesses |

Encourage proper Hawaiian language orthography even if the businesses or other organizations do not use them in their own materials or logos. However, please maintain trademarks.

GENERAL HAWAI‘I INFORMATION

flora |

With its gentle and varied climate covering environments from the mountains to the sea, Hawai‘i is an abundant garden of brilliant flowers, tropical fruit, flowering trees, and exotic greenery. Some plants are endemic to these Islands, which means they are not found naturally anywhere else in the world. Many were brought by early Polynesians, while others arrived as deliberate imports over two centuries of contact with the East and West. Prominent in legend and song, floral names are often given to children. Also, floral motifs adorn the fabrics of clothing known as “aloha attire,” and fresh flowers are often worn in the hair.

Hawai‘i Standard Time |

Hawai‘i remains on Hawaiian Standard Time (HST) throughout the year. HST is Greenwich Mean Time minus 10 hours. When other localities observe Daylight Savings Time, the time difference to Hawai‘i is increased by one hour. For example, when Pacific Standard Time is observed, the time difference between California and Hawai‘i is two hours; during Pacific Daylight time, the difference increases to three hours. Daylight time in the U.S. is observed from the second Sunday in March to the first Sunday in November.

Hawaiian archipelago |

The entire Hawaiian archipelago consists of 132 islands, reefs, and shoals stretching across 1,523 miles of the North Pacific Ocean.

Hawaiian Islands |

The eight principal islands in the Hawaiian chain are:

- Hawai‘i Island
- Kaho‘olawe
- Maui
- Lāna‘i
- Moloka‘i
- O‘ahu
- Kaua‘i
- Ni‘ihau

Ni‘ihau and Kaho‘olawe are not generally open for visitation.

international airports |

Two Hawai‘i airports serve scheduled international flights: Honolulu International Airport (HNL) on O‘ahu, and Kona International Airport (KOA) on Hawai‘i Island. Hilo Airport (ITO), also on Hawai‘i Island, is designated as an international airport but currently has no scheduled international service.

Kaho‘olawe |

One of the eight major Hawaiian Islands, Kaho‘olawe was used as a bombing range by the U.S. military until 1990, and is now closed for general visitation. The island is now a focal point for training Native Hawaiian navigators.

languages |

Hawaiian and English are both official languages of the state. Chinese, Japanese, Filipino and other languages can be heard as well. There is also a Hawai‘i Creole English or “Pidgin” language (not to be confused with the Hawaiian language). See *Pidgin* under **Language Elements**.

national parks |

Hawai‘i has eight national parks:

- Ala Kahakai National Historic Trail, Hawai‘i Island
- Hawai‘i Volcanoes National Park, Hawai‘i Island
- Kaloko-Honokōhau National Historical Park, Hawai‘i Island
- Pu‘uhonua O Hōnaunau National Historical Park, Hawai‘i Island
- Pu‘ukoholā Heiau National Historic Site, Hawai‘i Island
- Haleakalā National Park, Maui
- Kalaupapa National Historical Park, Moloka‘i
- USS Arizona Memorial, O‘ahu

More information on these parks can be found on the National Park Service website at <http://www.nps.gov/state/hi>.

Ni‘ihau |

Ni‘ihau is one of the eight principal Hawaiian Islands, but has very limited access for visitors. Any references to this island should clearly indicate that it is not open for general visitation. The highly prized *lei pūpū* (a lei made from rare Ni‘ihau shells) is a cottage industry.

North Shore |

Refers to O‘ahu’s North Shore (from Kahuku to Ka‘ena Point). North Shore is capitalized, as shown. The area is part of the Ko‘olauloa and Waialua Districts on O‘ahu. Other islands have areas that are known as “the North Shore,” but O‘ahu has promoted this term extensively.

snow skiing |

Snow skiing is possible near the summit of Maunakea on Hawai‘i Island; however, because of the altitude, extreme conditions, and a relatively short season, references to skiing should be limited to marketing communications targeted to adventure travel and copy should include the message that this activity is not for the casual skier.

state bird |

The nēnē (*Branta sandwiciensis*) is a species of goose endemic to the Hawaiian Islands and is the official bird of the state of Hawai‘i. The Hawaiian name “nēnē” comes from its soft call. See *nēnē* under **Commonly Misused Words**.

state fish |

The *humuhumunukunukuāpua‘a* (Rectangular Triggerfish) is established and designated as the official fish of the State. For a period of time, news media reported that the state had no official fish because its “official” designation had expired. However, in 2006 the *humuhumunukunukuāpua‘a* was reinstated as the official fish by the Hawai‘i State Legislature.

state flag |

The Hawaiian flag is the official standard symbolizing Hawai‘i. The same flag was used by the Kingdom, Provisional Government, Republic, and Territory of Hawai‘i. It is the only US state flag to feature the Union Jack of the United Kingdom, a holdover of the period in Hawaiian history when Hawai‘i was under the influence of the British Empire. While it is customary for a state flag to fly with the American flag, there are a few sites that the Hawaiian flag flies independently as a reminder of Hawai‘i’s monarchical heritage. Three of the more recognizable places are the ‘Iolani Palace and the Royal Mausoleum (Mauna‘ala) in Nu‘uanu Valley both in Honolulu; and the royal burial site in the Waiola Cemetery in Lahaina, Maui.

state flower |

The Hawaiian name is *ma‘ohauhele*, known in English as the Yellow Hibiscus (*Hibiscus brackenridgei* A. Gray). This flower is endemic to Hawai‘i.

state motto |

The motto of the state of Hawai‘i is, “*Ua mau ke ea o ka ‘āina i ka pono*,” which translates to, “The life of the land is perpetuated in righteousness.” The motto was adopted by the Kingdom of Hawai‘i in 1843, and was used in an address by King Kamehameha III at ceremonies following the return of his kingdom from the British. Hawai‘i had been unilaterally annexed to England by George Paulet after he claimed large debts were owed by Hawaiian nobility. After Kamehameha III notified London of the Captain’s actions, Admiral Richard Thomas returned sovereignty back to the King.

state tree |

The Hawaiian name is *kukui* (*Aleurites moluccana*). As often described in *mele* (song), this tree can easily be identified by its light foliage against the cliffs. This culturally significant tree provides oil for light and flavoring for Hawaiian raw fish dishes. The nuts are used for *lei*.

surfing/big surf |

The Hawaiian reference is *he‘e nalu* (literally “wave sliding”). Surfing originated in Hawai‘i before Western contact. When referring to surfing and surf meets at spots famous for big surf, copy should portray this as an activity for experienced or professional surfers, which visitors can watch.

volcanoes |

(Note the use of diacritical marks.)

Active Volcanoes:

- Lō'ihi (underwater off Hawai'i Island, erupting since 1996), also referred to as Kama'eahu
- Kīlauea (on Hawai'i Island, ongoing since 1983) – the name of the volcanic vent is Pu'u 'Ō'ō
- Maunaloa (on Hawai'i Island, last erupted 1984)

Dormant Volcanoes:

- Hualālai (on Hawai'i Island, last erupted 1801)
- Haleakalā (on Maui, last erupted 1790)
- Maunakea (on Hawai'i Island, last erupted approximately 4,000 years ago)

A volcano is often regarded as extinct when the last eruption was very long ago and many times longer than the typical recurrence interval. However, volcanoes have been known to erupt again even after thousands of years of inactivity. At the other end of the spectrum, it usually takes some recorded or verifiable historic event to call a currently non-eruptive volcano “active.”

whale season |

When referring to whales or whale watching in Hawai'i, copy should always include a reference indicating that this activity is seasonal. The season is defined as December through May.

wildlife |

Because of its remote, isolated location in the middle of the Pacific Ocean, Hawai'i has an unusually high proportion of endemic species (species native to only one place in the world). Many Hawaiian endemic species are now endangered. The only terrestrial mammal native to Hawai'i is the 'ōpe'ape'a (Hawaiian Hoary Bat); all other land mammal species here were introduced by humans. In contrast, all marine mammals found in Hawai'i are native.

CUSTOMS IN HAWAI‘I

Aloha Friday |

The custom of wearing Hawaiian attire on Fridays. While Hawaiian wear and casual attire have become common in Hawai‘i, it is particularly appropriate on Fridays.

business meetings |

Business in Hawai‘i is very much built upon relationships. It is customary to bring something to a meeting such as food from a person’s hometown, state, or country. In Hawai‘i, it is common to wear aloha attire when conducting business.

directions |

When giving directions in “local” terms, *ma uka* (toward the mountains or uplands) and *ma kai* (toward the sea) are two phrases commonly used.¹ On O‘ahu, additional directions include “windward” (indicating the windward side of the island), *‘ewa* (toward the west), and “Diamond Head” (toward the east). The cardinal directions, “North,” “South,” “East,” and “West” are rarely used in Hawai‘i.

gatherings |

In Hawai‘i, it is traditional to come together and share food with friends and family. Hawai‘i’s local culture in some ways revolves around gatherings and sharing of food, music and celebration. Whether it be a baby *lū‘au* (first birthday celebration), anniversary, graduation, birthday, wedding, holiday, arrival of a visitor, or even just to enjoy the day or weekend, Hawai‘i residents are always gathering to celebrate.

gifts |

It is customary to bring a small gift when invited to someone’s home as a token of appreciation and thanks.

kōkua |

In Hawaiian culture, it is customary to help others without expectation of return. Derived from the Hawaiian language, and still practiced today, are values of *kōkua*, which call for people to think about the collective rather than the individual.

lei |

A flower *lei* is the appropriate and customary greeting for anyone arriving in Hawai‘i, as well as a farewell when leaving. These garlands are recognized worldwide as fragrant symbols of Hawai‘i. They are typically made of fresh flowers and are worn around the neck, and at times, on the head. In Hawai‘i, *lei* are part of everyday life and are frequently given at celebrations, graduations, weddings, parties, and a wide variety of other occasions. *Lei* are considered symbols of status when used in traditional ceremonies. They are also worn when dancing *hula*.

¹ The *Hawaiian Dictionary* (Mary Kawena Pukui) shows *ma uka* and *ma kai* as single words (without a space); however, recent scholarship (since the last publication of the dictionary) supports the recommended usage

local food terms |

bento: A single-portion takeout meal common in Japanese cuisine that has been integrated into the culture of Hawai'i. A traditional bento comes in a box-shaped container and usually consists of rice, fish and/or meat, and pickled or cooked vegetables.

loco moco: A local dish that consists of a hamburger patty over rice, topped with a fried egg, and smothered in beef gravy.

musubi: Another adaptation from Japanese cuisine, *musubi* is rice wrapped in nori (seaweed) with an additional item such as a piece of spam or ume (plum pickle).

plate lunch: The tradition of having a meal consisting of local foods most commonly served with rice and macaroni salad for lunch.

shave ice: A term for a snow cone.

shoyu: The local reference for soy sauce.

malama 'āina |

The English translation is, "take care of the land." Respect the local beaches and land by cleaning up your 'ōpala (trash) and take care not to upset any native species such as the *honu* (Hawaiian green sea turtle), 'īlio holoikaua (Hawaiian monk seal), and 'āpāpapa (coral reefs).

music |

Hawai'i has a very rich musical culture and heritage. The global influences on music in Hawai'i are evident, both in traditional Hawaiian music and local music, which stems from the arrival of immigrants who brought their different cultures and customs along with them. Because of Hawai'i's oral tradition, many stories are passed down through elaborate songs, chants, and dance. Native Hawaiians were known to write songs about their home, loved ones, gods, and people of significant rank including *ali'i* (chiefs) and *mō'i* (monarchs). In fact, Hawai'i's *mō'i* were some of the most prolific composers of music. In modern day Hawai'i, local people (especially Native Hawaiians) are very musically talented and are known to get up and sing or dance at gatherings.

pau hana |

A Pidgin phrase meaning "the end of work." It is formed by combining the Hawaiian words *pau* (meaning finished), and *hana* (meaning work). It is often customary to have drinks with co-workers or friends after a day of work.

removing shoes when entering a home |

This custom, common in Japanese cultural tradition, is also followed in Hawai'i and other parts of Polynesia. It is considered disrespectful to enter someone's home without removing your shoes.

talk story | A pidgin term for sharing stories or discussing topics of interest with a friend or relative.

CULTURAL SENSITIVITIES

‘aumākua |

Many animals are considered family guardians by Native Hawaiians. Animals such as the *mo‘o* (lizard), *pueo* (Hawaiian owl), and *manō* (shark) are regarded as ‘aumākua and should be treated with respect. (Note: ‘aumakua is the unique singular form, ‘aumākua is plural.)

coral |

The Hawaiian name is *‘āpapapa*. Hawai‘i’s coral reefs are a fragile ecosystem that has been damaged by visitors standing on coral heads or removing living coral. Beach goers should not remove or otherwise damage coral.

cultural practitioners |

When using Hawaiian cultural practitioners or entertainers in promotional programs, treat them as professionals and pay them in line with their professional services.

endangered species |

Hawai‘i is home to more endangered species than anywhere else in the United States. We are sensitive to this issue and are mindful to take care of and protect these species and their delicate ecosystems. For example, *honu* (Hawaiian green sea turtles) and *‘Īlioĥoloikaua* (Hawaiian monk seals) are endangered species protected by law. Communications should avoid showing human interaction with these animals. If either is disturbed while basking on the beach and feel threatened, they may avoid those beaches in the future. As they mature, sea turtles will not nest at beaches where they have been disturbed before. Similarly, monk seal mothers often abandon preferred beaches, and even their pups prior to weaning, when disturbed by human visitors. Observers should view these animals from a distance (at least 100 feet away) and give them the solitude they need to survive. Photos and copy references should identify these animals as endangered species and refrain from showing human interaction.

heiau and sacred sites |

Native Hawaiians consider the land to have cultural significance and as a result treat it with utmost respect. Prominent geographic features (such as Maunakea and the Hawai‘i Volcanoes National Park) have deep cultural significance as well. Visitors should not disturb cultural or historic sites. *Heiau*, which are temples or places of worship, are also very sacred in Hawaiian culture. Visitors must be aware that these and other culturally significant sites should be treated with respect. Because of the significant and sensitive nature surrounding these sites, mass visitation to *heiau* should not be encouraged.

“hidden Hawai‘i” |

Some publications have featured “hidden” sites that are culturally sensitive, dangerous, or on private property. Writers and marketers should not promote visitation to these areas and should make sure to check with property owners or cultural specialists when describing such sites.

humor and wordplay |

Refrain from humor or wordplay based on Hawaiian words or values (i.e. “*Aloha* means great tee times”).

landscapes |

All landscapes have cultural significance for specific indigenous groups, such as the Native Hawaiians. Depending on the area, landscapes may be associated with home and/or events of creation or history; important plant gathering, hunting, or fishing locales; and/or ceremonial or spiritual practices. Consult with local Hawaiian-community organizations or HTA before deciding whether or not, and how, to highlight particular landscape features in interpretive signage and brochures.

other Polynesian cultures |

Don’t confuse or mix Hawaiian cultural representations with those of other Polynesian cultures. When representing Hawai’i, the Samoan fire/knife dance, the Tahitian ‘*ōte’a*, and other Polynesian cultural icons are inappropriate unless the purpose is to clearly promote a Polynesian show. Similarly, coconut bras or Tahitian headdresses are not authentically Hawaiian.

petroglyphs |

The Hawaiian reference is *ki’i pōhaku*. These rock carvings were made by Native Hawaiians and are some of the few remaining cultural artifacts that still exist where they were created, rather than featured in museums or private collections. Because they are exposed to the elements and the public, they are susceptible to erosion and vandalism. Disturbing the petroglyphs or taking “rubblings” of these fragile carvings can cause damage and should be discouraged.

stacked rocks |

Although rocks in stacks are sometimes seen along highways or in parks, this is not a Hawaiian custom and should not be promoted in marketing materials. Visitors should be mindful not to stack, move, or remove rocks; take rocks as souvenirs; or arrange rocks to spell names or symbols.

traditions|

Promotional copy often singles out a particular tradition or oral history and portrays it as a singular reality. However, there are many different versions of Hawaiian legends. It is more appropriate to modify the description of a tradition with the words “one tradition...” (i.e. One tradition places the birthplace of the hula on Moloka’i).

tiki |

The proper term identification is *ki’i*, which means image or statue in Hawaiian. Tiki is a New Zealand Maori word. Similar to sculptures of ancient Greece, these symbols represent Hawaiian deities, ancestors, and family guardians that are highly significant in Native Hawaiian belief. They are considered extremely sacred and are treated with the utmost respect. Images of *ki’i* should not be used in promotional materials except within proper representations of sacred Hawaiian cultural sites.

PROPER PLACE NAMES

(Note: If a place has an English nickname, use the Hawaiian place name first and then add the optional English nickname. Place names should not be italicized.)

Big Island |

The proper name is Hawaiʻi or Hawaiʻi Island. “Big Island” is a local nickname.

Chinaman’s Hat |

An islet in Kāneʻohe Bay off of Kualoa, Oʻahu; the proper name for this islet is Mokoliʻi. Its nickname comes from its resemblance to a Chinese hat.

City of Refuge |

Located on the island of Hawaiʻi; the proper name is Puʻuhonua O Hōnaunau. This National Historic Park is considered a place of refuge and features *heiau* (historic temple), *kiʻi* (carved figures), and interpretive exhibits of Hawaiian life and culture. The site was previously named by the National Park Services as the City of Refuge.

Diamond Head |

Located on the island of Oʻahu; the proper name is Lēʻahi, the indigenous name of this landmark. Lēʻahi is Hawaiʻi’s most recognized tuff crater, formed more than 100,000 years ago. The crater was nicknamed Diamond Head by 19th century British sailors who thought they discovered diamonds on the crater's slopes. These "diamonds" were actually shiny calcite crystals that had no actual value.

Garden of the Gods |

Located on the island of Lānaʻi; the proper place name is Keahiakawelo. The site of these dramatic rock formations is sometimes referred to as the “Garden of the Gods.” Use the proper Hawaiian name and add an optional description (*i.e.* “popularly known as the Garden of the Gods”).

Grand Canyon of the Pacific |

Located on Kauaʻi; the proper name is Waimea Canyon. Refer to the site by its proper name, although the optional nickname, “Grand Canyon of the Pacific,” may be used as well. It is not true that Mark Twain coined the nickname.

Haleakalā |

Located on the island of Maui. Note the use of the *kahakō* over the “a.” Although commonly referred to as an extinct volcano, it is actually dormant. See *volcanoes* under **General Hawaiʻi Information**.

Hāna |

A town in the District of East Maui. Note the use of the *kahakō* over the “a.” The road to Hāna on Maui has 600 curves and 54 bridges between Kahului and Hāna.

Northwest Hawaiian Islands Marine National Monument |

The official name of the monument is Papahānaumokuākea. In 2006, an executive order established the Northwestern Hawaiian Islands Marine National Monument, which encompasses 139,798 square miles. The Monument includes the Hawaiian Islands National Wildlife Refuge and the Midway Atoll National Wildlife Refuge (Battle of Midway National Memorial). The area is managed by the National Fish and Wildlife Service (FWS), the National Oceanic and Atmospheric Administration (NOAA), and the State of Hawai‘i. All access to and activities within the Monument are by permit only. By regulation, the only area that allows public visitation is Midway Atoll and even then, only under strict carrying capacity guidelines.

Rainbow Falls |

Located near Hilo on Hawai‘i Island; the proper name is Waiānuenue. Use its proper name and its optional nickname, “Rainbow Falls.”

Sacred Falls |

Located on the island of O‘ahu; the proper name is Kaliuwa‘a. Many existing maps and guidebooks continue to feature “Sacred Falls” trail and park. However, the park and falls are closed to visitors and should not be promoted.

Seven Sacred Pools |

Located on Maui; the proper name is (the pools of) ‘Ohe‘o.

COMMONLY MISUSED WORDS

“ancient” Hawaiian practices |

Promotional copy often represents cultural practices as “ancient” which improperly implies that they are no longer observed. It is more appropriate to portray cultural practices as a heritage – with roots in the past but continuing in modern Hawai‘i.

“big kahuna” |

Kahuna refers to a Hawaiian religious practitioner. It is inappropriate to use play on words when referring to *kahuna*; “big *kahuna*” is especially inappropriate.

***haole* |**

Haole refers to a non-Native Hawaiian, especially those of Caucasian ancestry (a sensitive word, however, not derogatory).

Hawai‘i Regional Cuisine |

Not to be confused with Hawaiian Cuisine. A distinctive cuisine featuring island fish, produce, and food products often using a fusion of culinary and ethnic food styles found in the Islands.

interisland |

Not inter island; the proper spelling is as one word. Refers to travel between the eight main islands. See *Hawaiian Islands* under **General Hawai‘i Information**.

***lei* |**

The plural form is *lei* as well (not *leis*). In promotional events and programs, whenever possible, use Hawaiian fresh flower *lei* or other natural *lei* materials (such as *kukui* nuts). Use of silk flower “*lei*” is discouraged.

***lomilomi* |**

Not *lomi lomi*; the proper spelling is as one word. *Lomilomi* is a traditional Hawaiian healing art, which incorporates massage. Not all massage in Hawai‘i is *lomilomi*.

***lomi salmon* |**

Not *lomilomi* salmon. *Lomi*, not to be confused with *lomilomi* (a traditional healing art), is a way of preparing raw fish. Specifically, *lomi* salmon is a Hawaiian dish made of tomato, onion, and salmon.

***ma kai* |**

Not *makai*. When giving directions in Hawai‘i, *ma kai* is often used to indicate a direction or location toward the sea.

ma uka |

Not *mauka*. When giving directions in Hawai‘i, *ma uka* is often used to indicate a direction or location upland, inland, or toward the mountains.

mahimahi |

Not *mahi mahi*. *Mahimahi* is a dolphin fish (not the mammal).

Nāpali |

Not *Nā Pali*; spelled as one word. Located on the northwest shore of Kaua‘i.

Native Hawaiian |

Not native Hawaiian; make sure to capitalize the “N.”

nēnē |

An endemic goose that is the state bird of Hawai‘i. Note the use of the *kahakō* over the “e’s.” “*Nēnē* goose” is redundant, since *nēnē* means goose in Hawaiian. Instead, use a description such as: “We saw two *nēnē*, Hawaiian geese, in the national park.” See *state bird* under **General Hawai‘i Information**.

outer island |

The islands apart from O‘ahu are sometimes referred to as “outer islands,” which makes them appear distant or remote; a better label is “neighbor islands,” or simply refer to each island by name. (*Note: not* “Neighboring Islands.”)

Wai‘ale‘ale |

Located on Kaua‘i. In copy, do not reference it as “the wettest place on earth” or similar. While Wai‘ale‘ale has had this distinction, it is not always the wettest place on earth and describing it in this manner may miscommunicate the general nature of weather on Kaua‘i.

the “mainland” or the “continent” |

In Hawai‘i the Continental United States is referred to as the “mainland” or, more recently, as the “continent.”

HAWAIIAN CULTURAL INFORMATION

hula ‘auana |

Modern *hula*. *Hula ‘auana* is informal hula without ceremony or offering. Around the turn of the century, *hula* began to evolve from the *hula kahiko* (traditional hula) into this less formal style. In *hula ‘auana*, dancers interact more closely with the audience. A story is told with the accompaniment of singing, sometimes in falsetto, and the playing of stringed instruments such as the guitar, bass, and *‘ukulele*.

hula kahiko |

Traditional *hula*. This style of hula is performed to *mele oli* (chants) accompanied by percussion instruments. Dances often depict things such as Hawaiian legends, the exploits of royalty, and the beauty of nature.

‘Iolani Palace |

One of three royal palaces in the United States (all of which are located in Hawai‘i). The palace was the completed in 1882, and was the royal seat of government for the Hawaiian Kingdom as well as the official residence of King David Kalākaua and his sister (and successor), Queen Lili‘uokalani. During the monarchy, ‘Iolani Palace was the center of social and political activity for Hawai‘i.

kama‘āina |

A term often used by local people to mean “resident.” Its literal meaning is “child of the land,” and was originally a term for those of Native Hawaiian descent. In today’s usage, however, this term refers to a Hawai‘i-born or longtime resident of Hawai‘i.

Merrie Monarch |

A nickname for King David Kalākaua (1836-1891), who reigned from 1874 until 1891. (Note, the spelling is “Merrie,” not “Merry”). During Kalākaua’s reign, the practice of hula was revived in Hawai‘i. *The Merrie Monarch Festival* is now a celebrated *hula* event held annually in Hilo, Hawai‘i during the week following Easter Sunday. The major purpose of this annual festival is the perpetuation, preservation, and promotion of the art of *hula* and the Hawaiian culture through education.

quilts |

The Hawaiian reference is *kapa kuiki*. The first recorded introduction of quilting to Hawai‘i was in 1820 when the first missionaries arrived. The very creative and innovative Hawaiians soon developed a unique quilting style that closely reflected their own culture and traditions, giving birth to the distinctive Hawaiian quilt. Hawaiian quilting patterns traditionally reflect objects of nature or everyday household items.²

² Hawaiian Quilt Collection – www.hawaiian-quilts.com

ruling *aliʻi* (chiefs) and *mōʻī* (monarchs) |

Kamehameha I (Paiʻea): ruled 1810-1819

Known as Kamehameha the Great, Paiʻea was a man with great ambitions, who fought his rivals to become king of Hawaiʻi Island. With the help of European weaponry and solid leadership, Kamehameha I then conquered Maui, Lānaʻi, Molokaʻi, and finally, Oʻahu in 1795. Kauaʻi and Niʻihau later joined the Kingdom peacefully. As the first ruler of the unified Hawaiian Islands, Kamehameha became a king who ruled with wisdom, foresight, fairness, and compassion. Some of the farseeing laws he created are, to this day, part of Hawaiʻi's Constitution.

Kamehameha II (Liholiho): ruled 1819-1824

The eldest son of King Kamehameha, Kamehameha II tested the power of the ancient gods by violating the *kapu* (law) of men and women eating together. He also closed temples that were potentially aligned politically against him. His rule was short, but included the dawn of the whaling industry and the introduction of American missionaries in Hawaiʻi. In 1824, during a diplomatic visit to King George IV of England, Kamehameha II and Queen Kamāmalu contracted a fatal case of the measles.

Kamehameha III (Kauikeaouli): ruled 1825-1854

Kamehameha III was crowned king at the age of 10 after the passing of his elder brother, Liholiho. He successfully ruled in a time of continuing change, when traditions were replaced by Westernized ways. It was during his reign that the land division known as the “Great Māhele” allowed for chiefs, commoners, and eventually foreigners to own land. Previously, the concept of private land ownership was foreign to Hawaiians as Hawaiian tradition holds that the people belong to the land, not that the people own the land. The State's official motto was first uttered by Kauikeaouli in 1843, when Hawaiʻi's sovereignty was restored after a brief occupation by Great Britain. The motto, “Ua mau ke ea o ka ʻāina i ka pono,” is usually translated as, “The life of the land is perpetuated in righteousness.”

Kamehameha IV (ʻIolani Alexander Liholiho): ruled 1854-1863

King Kamehameha IV, grandson of King Kamehameha I, is best known for addressing the medical needs for the people of Hawaiʻi, and establishing the Anglican Church in Hawaiʻi. He and his wife, Queen Emma, are best remembered for their elegance, style, generosity and, most of all, sensitivity to their people. By royal decree and door-to-door solicitation, the pair founded The Queen's Medical Center in Honolulu in 1859 to help prevent the rapid decline of the indigenous Hawaiian population from introduced diseases. Hānaiakamalama (Queen Emma Summer Palace), an Oʻahu landmark in Nuʻuanu Valley, was their summer retreat in the mid-1800s.

Kamehameha V (Lot Kapuāiwa): ruled 1863-1872

Like Kamehameha IV, Kamehameha V was a grandson of King Kamehameha the Great, and older brother of Alexander Liholiho. He was also the last king directly from this bloodline to rule over the Hawaiian Islands. Kapuāiwa was an advocate for Hawaiian traditions and instituted a new constitution in 1864, which strengthened the traditional power of the throne. In 1865, he established the Royal Order of Kamehameha I, a fraternity of Hawaiian men continually responsible for maintaining the good works and integrity of the monarchy and Hawaiian people. Moanalua was a favorite recreation spot for Prince Lot, who is credited with reviving the *hula* in the district of Moanalua.

Lunalilo (William Charles): ruled 1873-1874

With the end of the Kamehameha Dynasty, the people of Hawai'i were called upon to choose the next monarch. By popular vote, William Charles Lunalilo became king in 1873. His reign was short lived, however, dying only 13 months after assuming the throne. In his last will and testament, King Lunalilo left his vast estate to establish Lunalilo Home for the care of elderly Hawaiians. Lunalilo is the only monarch, besides Kamehameha I, not buried at Mauna'ala (Royal Mausoleum) in verdant Nu'uano. Instead he lays to rest on the grounds of Kawaiaha'o Church, amongst his people.

Kalākaua (David La'amea): ruled 1874-1891

After the death of Lunalilo, the Legislature of Hawai'i selected David Kalākaua as the next monarch. King Kalākaua ruled in a time of change and unrest. It was during his reign that the beautiful and majestic 'Iolani Palace on O'ahu was constructed. King Kalākaua introduced modern electricity to 'Iolani Palace even before there was electricity in the White House and in Buckingham Palace. He was the first head of state in the world to circumnavigate the globe, thus expanding international trade for Hawai'i and opening the way for immigrant laborers to join Hawai'i in developing its new sugar plantation-based economy. Kalākaua is also known for inspiring the perpetuation of Native Hawaiian traditions, language, and art. His seventeen-year reign was marked by a resurgence in Hawaiian culture and music, and included numerous public performances of *hula*, which, at the time, was discouraged by missionaries. Because of his love of dance and music, Kalākaua was nicknamed, "the Merrie Monarch." Among his other contributions, Kalākaua is also credited with writing the words of Hawai'i's anthem, "Hawai'i Pono'ī." He was married to Queen Kapi'olani, granddaughter to Chief Kaumuali'i, who was the last chief of Kaua'i and Ni'ihau. The park between Waikīkī and Lē'ahi (Diamond Head) is named in her honor.

Lili'uokalani (Lydia Kamaka'eha): ruled 1891-1893

The younger sister of Kalākaua, Lili'uokalani was the last monarch to sit on the Hawaiian throne. She was overthrown by American merchants and missionary decedents in 1893 with assistance from the U.S. Marines. She left her estate for the support of Native Hawaiian children and orphans. She is famous for writing the internationally recognized song, "Aloha 'Oe," and was an accomplished musician and composer like her siblings and many other Hawaiian *ali'i* (royalty). Her former home, Washington Place, has been the residence of state governors and stands today as a museum in her honor.

SPECIFIC MARKETING INFORMATION

calendar of events |

A calendar of events in Hawai'i searchable by date, island and area of interest can be found on the Hawai'i Visitors and Convention Bureau website at www.calendar.gohawaii.com. Event organizers can submit calendar entries by registering on that site.

island brands |

Hawai'i Island – Inspiring
Maui – Captivating
Lāna'i – Embracing
Moloka'i – Enlightening
O'ahu – Energizing
Kaua'i – Rejuvenating

island colors |

Hawai'i Island – Red (PMS 186)
Maui – Pink (Pantone 1915)
Kaho'olawe – Grey
Lāna'i – Orange (Pantone 144; PMS 1685 for the tagline)
Moloka'i – Green (Pantone 349)
O'ahu – Yellow (PMS 116)
Kaua'i – Purple (Pantone 2597)
Ni'ihau – White

island lei/flowers |

Hawai'i Island – *lehua*
Maui – *lokelani* (also *roselani*)
Kaho'olawe – *hinahina*
Lāna'i – *kauna'oa*
Moloka'i – *kukui* blossom
O'ahu – *'ilima*
Kaua'i – *mokihana*
Ni'ihau – *pūpū*

island taglines |

Hawai'i Island – Hawai'i's Island of Adventure™

Maui – The Magic Isle®

County of Maui – The Magic Isles™

Lāna'i – Hawai'i's Most Enticing Island®

Moloka'i – Hawaiian by Nature™

O'ahu – The Island of O'ahu, the Heart of Hawai'i or O'ahu, the Heart of Hawai'i™

Kaua'i – Hawai'i's Island of Discovery™

Knowledge Bank (image use) |

Photographs, logos, sample copy, etc... for use by private industry in promoting Hawai'i, are available through the Hawai'i Visitors and Convention Bureau (HVCB) Knowledge Bank at <http://kb.hvcb.org>. Use of these images requires credit to "Hawai'i Tourism Authority" and the photographer/creator with each use. Additional images and materials are accessible to travel trade professionals and the media who register on the Knowledge Bank website.

HTA discourages the use of photographs depicting sites that are inaccessible to visitors, dangerous, or require illegal access through private property.

Sharing Aloha |

Hawai'i groups traveling outside of the islands are encouraged to register online at www.sharingaloha.com. By registering, they can request promotional materials to take with them for use in their travels. Marketing contractors and others should regularly check the registry to determine if there are Hawai'i groups that can be used in their promotional efforts.

The Hawaiian Islands® |

The Hawaiian Islands® is a registered trademark of the Hawai'i Tourism Authority and should always include the trademark symbol ®.

CONTACTS & RESOURCES

ma‘ema‘e |

Please access www.hawaii tourism authority.org/maemae for any updates to Hawai‘i Tourism Authority’s (HTA) Ma‘ema‘e Program including revised versions of documents or tools that should be used to properly promote Hawai‘i.

safety |

In press releases or other communications, any references to safety should be qualified in some way indicating that Hawai‘i strives to provide a safe environment for our visitors (or similar language).

Safety tips can be found online at www.travelsmarthawaii.com. This website, maintained by Hawai‘i Tourism Authority, includes information on visitor safety, airport access, and other useful tips. When conditions warrant, the website will highlight travel advisories and other topical information about travel to Hawai‘i. HTA encourages links and references to this site by marketing partners.

sports venues |

Hawai‘i Tourism Authority has published a *Sports Facility Guide* for the state listing facilities, beaches, organizations, and other information useful for sports promoters. It can be downloaded at www.hawaii tourism authority.org.

state parks |

For information on the Hawai‘i State Parks System please visit www.hawaiistateparks.org.

statistics |

Convenient links to information about Hawai‘i and tourism can be found on the state Department of Business Economic Development and Tourism website, www.hawaii.gov/dbedt/info/visitor-stats.

Additional research reports may be found on the Hawai‘i Tourism Authority website, www.hawaii tourism authority.org.

weddings |

Information about marriage licenses is available from the Hawai‘i Department of Health at www.hawaii.gov/health/vital-records/vital-records/marriage/index.html.

General Hawaiian History & Cultural Practices

- Amy B. H. Greenwell Ethno-botanical Garden
P.O. Box 1053
Captain Cook, Hawai'i 96704
Phone: 1 (808) 323-3318
Fax: 1 (808) 323-2394
Website: www.bishopmuseum.org/exhibits/greenwell/greenwell.html
- The Bernice Pauahi Bishop Museum
1525 Bernice Street
Honolulu, Hawai'i 96817
Reference Desk: (808) 848-4148
Phone: 1 (808) 847-3511
Fax: 1 (808) 841-8968
Website: www.bishopmuseum.org
- Department of Land & Natural Resources (DLNR)
State Historic Preservation Division
601 Kamokila Boulevard, Room 555
Kapolei, Hawai'i 96707
Phone: 1 (808) 692-8015
Website: <http://hawaii.gov/dlnr/hpd>
- The Hawaiian Historical Society
Mission Houses Museum
560 Kawaiaha'o Street
Honolulu, Hawai'i 96813
Phone/Fax: 1 (808) 537-6271
Website: www.hawaiianhistory.org
- Polynesian Voyaging Society (PVS)
10 Sand Island Parkway
Honolulu, Hawai'i 96819
Phone: 1 (808) 842-1101
Fax: 1 (808) 842-1112
E-mail: pvshawaii@hawaiiantel.net
Website: <http://pvs.kcc.hawaii.edu>
- University of Hawai'i, Hawai'i inuiākea School of Hawaiian Knowledge
Center for Hawaiian Studies
2540 Maile Way, Spalding Room 454
Honolulu, Hawai'i 96822
Phone: 1 (808) 956-0980
Fax: 1 (808) 956-0411
Website: <http://manoa.hawaii.edu/hshk/>

Hawaiian Culture Industry Liaison/Coordination

- Native Hawaiian Hospitality Association
3375 Koapaka Street #F220-22
Honolulu, Hawai'i 96819
Phone: 1 (808) 628-6370
Fax: 1 (808) 628-6973
Email: information@nahha.com

Hawaiian Language Resources

- 'Aha Hui 'Ōlelo Hawai'i
Email: ahahui@aloha.net
- 'Aha Pūnana Leo
96 Pu'uhonu Place
Hilo, Hawai'i 96720
Phone: 1 (808) 935-4304
Fax: 1 (808) 969-7512
Website: www.ahapunanaleo.org
- Ka Haka 'Ula o Ke'elikōlani
University of Hawai'i at Hilo
College of Hawaiian Language
200 W. Kāwili Street
Hilo, Hawai'i 96720
Phone: 1 (808) 974-7342
Website: www.olelo.hawaii.edu/khuok
Hale Kuamo'o, Hawaiian Language Center
Phone: 1 (808) 974-7339
Website: www.olelo.hawaii.edu
- Kawaihuelani, Center for Hawaiian Language
University of Hawai'i at Mānoa
2540 Maile Way, Spalding Room 253
Honolulu, Hawai'i 96822
Phone: 1 (808) 956-6480
Fax: 1 (808) 956-4599
Website: <http://manoa.hawaii.edu/hshk/kawaihuelani/>
- Ulukau: The Hawaiian Electronic Library
Website: www.ulukau.org

Hawaiian-English Translation

- Nā Puke Wehewehe 'Ōlelo Hawai'i
(Hawaiian Dictionaries)

Website: wehewehe.org/gsd12.5/cgi-bin/hdict?l=en

Hawaiian Dictionaries

- Hawaiian Dictionary: Hawaiian-English, English-Hawaiian Revised and Enlarged Edition
Mary Kawena Pukui and Samuel Elbert. University of Hawai'i Press.
Online version: www.ulukau.org/elib/cgi-bin/library?c=ped&l=en
- Māmaka Kaiao: A Modern Hawaiian Vocabulary
Kōmike Hua'ōlelo, Hale Kuamo'o, 'Aha Pūnana Leo. Includes contemporary words and phrases not included in the Hawaiian Dictionary. University of Hawai'i Press.
Online version: www.ulukau.org/elib/cgi-bin/library?c=mkd&l=en
- Pocket Hawaiian Grammar: A Reference Grammar in Dictionary Form Including a Guide to Pronunciation
Albert Schutz, Gary Kahāho'omalu and Kenneth William Cook. Island Heritage Publishing.

Hawai'i Place Names

- Place Names of Hawai'i
Mary Kawena Pukui, Samuel Elbert, and Esther Mo'okini. University of Hawai'i Press.
Online version: www.ulukau.org/elib/cgi-bin/library?c=pepn&l=en
- Hawai'i Place Names: Shores, Beaches, and Surf Sites
John R.K. Clark. University of Hawai'i Press.
Online version: www.ulukau.org/elib/cgi-bin/library?c=cpn&l=en

Hawaiian Proverbs

- 'Ōlelo No'ēau: Hawaiian Proverbs and Poetical Sayings
Mary Kawena Pukui. Bishop Museum Press.

Music

- The Hawai'i Academy of Recording Arts (HARA)
P.O. Box 821
Honolulu, Hawai'i 96808
Phone/Fax: 1 (808) 235-9424
Email: nahokuhanohano@hotmail.com
Website: www.nahenahe.net/HARA

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Fax: 1 (808) 973-2253

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Email: hawaii@aviacircle.com
Website: www.gohawaii.com/uk

JAPAN

- **Hawai'i Tourism Japan – Hawai'i**

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Website: www.gohawaii.com/jp

- **Hawai'i Tourism Japan**

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INDEX

"ancient" Hawaiian practices.....	16	Hawai'i Standard Time	6
‘Aha Hui ‘Ōlelo Hawai‘i	25	Hawai‘i Tourism Asia	27
‘Aha Pūnana Leo	25, 26	Hawai‘i Tourism Authority	2, 3, 4, 22, 23, 26
‘āpapapa.....	11, 12	Hawai‘i Tourism Europe	28
‘aumākua	5, 12	Hawai‘i Tourism Japan	28
‘ilima	21	Hawai‘i Tourism Oceania.....	29
‘Īlīoholoikauaua	11, 12	Hawai‘i Visitors and Convention Bureau (North America).....	22, 29
‘Iolani Alexander Liholiho	19	Hawaiian archipelago	6
‘Iolani Palace	8, 18, 20	Hawaiian Culture Industry Liaison/Coordination	25
‘Ohe‘o	15	Hawaiian Dictionary	3, 4, 10, 25, 26
‘okina	3, 4, 5	Hawaiian Dictionaries	26
‘ōlelo Hawai‘i	3	Hawaiian Historical Society	24
‘Ōlelo No‘eau	26	Hawaiian language	3, 4, 5, 7, 10
‘ōpe‘ape‘a	9	Hawaiian Language Resources	25
“big kahuna”	16	Hawaiian Proverbs	26
“hidden Hawai‘i”	12	Hawaiian words in English copy	5
abbreviation of Hawaiian words.....	4	Hawaiian-English Translation	25
Ala Kahakai	7	<i>heiau</i>	7, 12, 14
<i>ali‘i</i>	11, 19, 20	<i>haole</i>	5, 16
<i>aloha</i> attire	6, 10	<i>hinahina</i>	21
<i>Aloha</i> Friday.....	10	<i>honu</i>	11, 12
Amy B. H. Greenwell Ethno-botanical Garden.....	24	HTA Marketing Partners.....	27, 28, 29
bento	11	Hualālai	9
Bernice Pauahi Bishop Museum	24	<i>hula</i>	10, 13, 18, 19
Big Island.....	14	<i>hula</i> ‘auana	18
business meetings	10	<i>hula kahiko</i>	18
calendar of events	21	humor and wordplay.....	13
cardinal directions	10	<i>humuhumunukunukuāpua‘a</i>	8
Chinaman's Hat.....	14	interisland	16
City of Refuge	14	image use	22
coral	11, 12	international airports	6
cultural practitioners	12	island brands	21
Department of Land & Natural Resources.....	24	island <i>lei</i> /flowers.....	21
diacritical markings.....	4	island taglines.....	22
Diamond Head	10, 14, 20	Ka Haka ‘Ula o Ke‘elikōlani, College of Hawaiian Language	25
dictionary.....	4, 10	<i>kahakō</i>	3, 4, 5, 14, 17
directions	10, 16, 17	Kaho‘olawe.....	6, 7, 21
endangered species	12	Kalākaua	18, 20
flora	6	Kalaupapa.....	7
Garden of the Gods	14	Kaliuwa‘a	15
gatherings	10, 11	Kaloko-Honokōhau.....	7
General Hawaiian History & Cultural Practices	24	<i>kama‘āina</i>	5, 18
gifts	10	Kamehameha	4, 20
Grand Canyon of the Pacific	14	Kamehameha I	19, 20
Great Māhele.....	19	Kamehameha II	19
Hale Kuamo‘o Hawaiian Language Center	25	Kamehameha III	8, 19
Haleakalā	7, 9, 14	Kamehameha IV	19
Hāna.....	14	Kamehameha V	19
Hānaiakamalama	19	Kāne‘ohe	14
Hawai‘inuiākea School of Hawaiian Knowledge	24	<i>kapa kuiki</i>	18
Hawai‘i Academy of Recording Arts	26	Kaua‘i	5, 6, 14, 17, 19, 20, 21, 22
Hawai‘i Island.....	6, 7, 9, 14, 15, 19, 21, 22	Kauīkeaouli.....	19
Hawai‘i Place Names.....	26	<i>kauna‘oa</i>	21
Hawai‘i Pono‘ī.....	20	Kawaihuelani, Center for Hawaiian Language.....	25
Hawai‘i Regional Cuisine.....	16	Keahiakawelo	14

<i>ki'i</i>	13, 14
<i>ki'i pōhaku</i>	13
Kilauea	9
Kingdom of Hawai'i	8
<i>kukui</i>	8, 16, 21
Knowledge Bank	22
<i>kōkua</i>	10
Kōmike Hua'ōlelo	26
Kualoa	14
Lahaina	8
Lāna'i	6, 14, 19, 21, 22
landscapes	13
languages	3, 5, 7
Lē'ahi	14
<i>lehua</i>	21
<i>lei</i>	5, 7, 8, 10, 16
Liholiho	19
Lili'uokalani	18, 20
Lō'ihī	9
local culture	10
local food terms	11
loco moco	11
<i>lokelani</i>	21
<i>lomi</i> salmon	16
<i>lomilomi</i>	16
Lot Kapuāiwa	19
<i>lū'au</i>	10
Lunalilo	20
<i>ma kai</i>	10, 16
<i>ma uka</i>	10, 17
<i>ma'ema'e</i>	23
<i>malama 'āina</i>	11
Māmaka Kaiao	3, 4, 26
Mary Kawena Pukui	3, 4, 5, 10, 26
Maui	7, 8, 9, 14, 15, 19, 21, 22
Mauna'ala	8, 20
Maunakea	7, 9, 12
Maunaloa	9
Merrie Monarch	18
Midway Atoll	15
<i>ma'ohauhele</i>	8
<i>mahimahi</i>	4, 17
<i>mō'i</i>	11, 19
<i>mokihana</i>	21
Mokoli'i	14
Moloka'i	6, 7, 13, 19, 21, 22
music	10, 11, 26
musubi	11
Nā Puke Wehewehe 'Ōlelo Hawai'i	25
Nāpali	17
National Oceanic and Atmospheric Administration	15
national parks	7
Native Hawaiian	5, 7, 13, 16, 17, 18, 20, 25
Native Hawaiian Hospitality Association	25
Native Hawaiians	5, 11, 12, 13
neighbor islands	17
Ni'ihau	6, 7, 19, 20, 21
<i>nēnē</i>	8, 17

North Shore	7
Northwest Hawaiian Islands Marine National Monument	15
O'ahu	5, 6, 7, 10, 14, 15, 17, 19, 20, 21, 22
<i>oli</i>	18
other Polynesian cultures	13
outer island	17
Pai'ea	19
Papahānaumokuākea	15
pau hana	11
petroglyphs	13
<i>pī 'āpā</i>	3
Pidgin or "Pidgin English"	5
place names of Hawai'i	5, 26
plate lunch	11
plurals in Hawaiian language	5
Pocket Hawaiian Grammar	26
Polynesian Voyaging Society	24
possessives	5
Pidgin	5, 7, 11
proper names of businesses	5
proper place names	5, 14, 15
Pu'u 'Ō'ō	9
Pu'uhonua O Hōnaunau	7, 14
Pu'ukoholā Heiau	7
<i>pūpū</i>	7, 21
Queen Emma	19
Queen Emma Summer Palace	19
Queen Kamāmalu	19
Queen's Medical Center	19
quilts	18
Rainbow Falls	15
removing shoes when entering a home	11
<i>roselani</i>	21
Royal Mausoleum	8, 20
Sacred Falls	15
sacred sites	12
safety	23
Seven Sacred Pools	15
Sharing Aloha	22
shave ice	11
shoyu	11
snow skiing	7
sports venues	23
stacked rocks	13
state bird	8
state fish	8
state flag	8
state flower	8
state motto	8
state parks	23
state tree	8
statistics	23
surfing/big surf	8
talk story	11
the "continent," the "mainland"	17
The Hawaiian Islands®	22
tiki	13
Tourism Policy Lead Agency	26

traditions	13, 18, 19
turtles	11, 12
Ulukau: The Hawaiian Electronic Library	25
USS Arizona Memorial	7
volcanoes	7, 9, 12, 14
Wai‘ale‘ale	17
Waiānuenue	15
Waikīkī	20
Waimea Canyon	14
Waiola Cemetery	8
weddings	10, 23
whale season	9
wildlife	9