

## Why Kiwis Are Flocking To Maui

While Oahu remains the most popular Island for Kiwi travel, Maui appears to be making waves, with 2018 numbers showing staggering increases in Kiwi visitation.

Randy Parker, director of sales, international meetings, conventions and incentives for Maui Visitors & Convention Bureau, says visitor arrivals for 2018 grew to 84,661, an increase of 19.5% over 2019.

This growth can largely be attributed to an increase in air services, as Parker notes year-over-year air service seats grew 19.2%.

"All in all it's a good story," says Parker, "Interest and desire to visit Maui remains high."

### ... What's In Maui?

So what is there to do in Maui for the adventurous Kiwi? A lot.

Highlighted activities on offer

### HA Price Reduction

Hawaiian Airlines has reduced the price of its Extra Comfort surcharge between Auckland to Honolulu sector to \$139 per sector. Clients will receive extra legroom, priority boarding at the departure gate, a personal electrical power outlet and an amenity kit.

HA reminds agents that this is an advance purchase price only and not available at airport check in. In addition, the upgrade is popular on the northbound sector, so agents are urged to book the upgrades as soon as possible to avoid disappointment.



include snorkelling at Molokini Carter, a crescent-shaped, partially submerged volcanic crater which is home to abundant marine life such as black triggerfish, yellow tang and racoon butterfly fish.

Swimming with turtles is another popular activity, with Turtle Town (Maluaka Beach in South Maui) the go-to spot for sightings.

For land-lovers, there's a plethora of activities to get your adrenaline rushing- from zip lining with Sky-line Eco-Adventures, to flying over the Hana Rainforest with Maverick Helicopters.

Finally, for early-rises, watching the sunrise from Haleakala Volcano Summit is a must. Known as the House of the Sun, Haleakala Crater is said to be one of the best spots on earth to watch the sunrise.

### Maui's Best Chef

Chef Alvin Savella of The Banyan Tree restaurant at The Ritz-Carlton Kapalua was recently named Chef of the Year by *Maui No Ka Oi* magazine's 2018 Aipono Awards. Clients can try Savella's culinary creations nightly at The Banyan Tree, including during the restaurant's Tiki Hour (1700-1800), which features specially-priced snacks and Moet Champagne by the glass.

See [ritzcarlton.com/kapalua](http://ritzcarlton.com/kapalua).

### Foodland's Debut

For Hawaii-bound clients looking for souvenirs, Foodland Super Market has launched Maika'i, a new collection of exclusive products inspired by Hawaii and the world. Highlighted products include wasabi kaki no tane kaki mochi, sriracha roasted garlic BBQ sauce, Kona coffee butter and red dragon fruit chips.

### Maori Culture In HNL

Honolulu Museum of Art is featuring a new spring exhibition by Maori artist Lisa Reihana. *Emissaries* is on 02 Mar-14 Jul, and sees French 19th century wallpaper reimagined to create an immersive experience. See [honoluluuseum.org](http://honoluluuseum.org)

### Whalers Award

Whalers Cove Resort in Po'ipu has received the TripAdvisor Hall of Fame award for achieving a five-star Excellence in Service rating from users for five consecutive years. Kauai Visitors Bureau says the resort features oceanfront condo accommodation on Kauai's south shore.



### Ukulele Lessons

For clients who want to learn more about Hawaiian music and songs, Kaanapali Beach Hotel in Maui offers Mele (ukulele) lessons. The complimentary lessons see clients learn how to play a few chords on the ukulele, as well as get an insight into the history and development of Hawaiian music. See [kbhmaui.com](http://kbhmaui.com)



### HA's Coffee & Cocktails

Hawaiian Airlines takes coffee seriously, so much so that it has partnered up with Honolulu-based Lion Coffee to create a blend that tastes just as good inflight as it does on land!

The exclusive blend is said to feature a 'flawless mix' of Arabica beans and a dark French roast.

For passengers who are not in a coffee mood, HA has also added two new cocktails as well as a new seasonal beer offering.

Clients can pick from the Molokai Mule, which is infused with ginger, or the sweet and sour Tropical Landing. This comes as HA also reveals it has revamped its Mai Tai to include Cruzan rum. Agents are also reminded that all passengers 21 years of age or older on HA's domestic flights (excluding red eyes) are offered a complimentary Koloa Rum Punch.



### Italian Vibes

Sheraton Princess Kaiulani in Honolulu is rocking Italian vibes with its new La Costa Italiano menu, which is available at Pikake Terrace Restaurant. The Italian inspired buffet features highlights such as cioppino, chicken marsala, baked ziti with spinach, mushroom risotto, mussels, clams and pastas. Prices start from USD34.95 for adults, USD17.50 for kids.

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