

## First Quarter Shows Kiwis Love Hawaii



**Kiwis are continuing to flock to the Hawaiian Islands, and they're not waiting until winter to get some Aloha in their life.**

The results are in from the Hawaii Tourism Authority and they show for the first quarter of 2019 Kiwi visitor arrivals increased 6.4% to 12,047 year-on-year.

These results were pleasing for Hawaii Tourism's Darragh Walshe, as he notes that despite airlift being down 7.6% for the period, affordable packages are keeping Kiwis interested.

"We have seen plenty of amazing specials in the early part of the year and Kiwis are snapping up these bargains for a Hawaii getaway," says Walshe.

### ... More MICE

This growth comes as Hawaii's meetings, incentives, conferences and events (MICE) market continues to grow. Walshe notes that the MICE market from New Zealand was up a massive 66% in the first quarter. The statistics show that this trend is global as well; total visitor arrivals who came to Hawaii for meetings, conventions, incentives and events



in the first quarter grew 8.4% to 158,925 compared to the same period last year.

### ... In The Islands

Oahu dominated visitor arrivals globally again, with the first quarter results showing an increase in arrivals at 3.7% to 1,481,543 year-on-year. While Maui arrivals were still notably lower, it showed the biggest growth of all the islands, up 5.4% year-on-year to 273,846. The Island of Hawaii saw a decline in visitor arrivals, down 9.3% to 449,615. Kauai also noted a drop, down 1.4% to 333,961.

This is reflected in the Kiwi market as well, with Walshe saying these price-led Hawaii escapes are having an impact on visitation to the neighbour islands (down -8.4%) which tend to require more planning and investment.

It's something that Hawaii Tourism will keep working to change, he adds, with an emphasis on the Island of Hawaii.

"That continues to be a key message this year; to showcase and promote the diversity and unique offerings of each of the six Hawaiian Islands, and in particular the Island of Hawaii (aka the Big Island) which is open and ready for business after last year's eruption, but is yet to see the visitors returning."

### Volcanoes & Culture

Clients can celebrate Hawaiian culture and learn more about traditional crafts, chants and hula at Hawaii Volcanoes National Park's free Cultural Festival at the Kahuku Unit on 13 Jul. The family-friendly festival runs 1000-1500, and clients are advised to bring water, rain gear and sun protection with them. See [nps.gov/havo/index.htm](http://nps.gov/havo/index.htm)



### Craters & Coffee Tour

Blue Hawaiian Helicopters has a new Craters and Coffee Tour on offer, created in partnership with Kau Coffee Mill. The exclusive tour features a helicopter flight over the Island of Hawaii's Kilauea volcano, a landing at the Kau Coffee Mill for a private tour and tasting and a return flight which takes in views of the island's newest landscapes, such as the black sand beaches at Pohoiki. Prices start from USD439, see [bluehawaiian.com](http://bluehawaiian.com)

### Sail Into The Sunset

Maui's Alii Nui sailing charters is offering a new, nightly Royal Sunset Sail. The two-and-a-half-hour Royal Sunset Sail features a food buffet and fully-stocked open bar, with seating available in the catamaran's covered cabin or on its deck. Prices start from USD189, see [aliinui.com/royal-sunset-dinner-sail](http://aliinui.com/royal-sunset-dinner-sail)

### Photo Station

In an effort to ensure clients' holidays are picture perfect, Ala Moana Center has a new pop-up photo booth at Mall Level 2, Ewa Wing. Clients are encouraged to tag @AlaMoanaCenter, and use #alohaalamoana.

### Culture At Orchid

Kohala Coast property Fairmont Orchid has appointed Kaiulani Blankenfeld as its director of Hawaiian culture. In this new position, Blankenfeld will lead a strategic initiative to create and enhance the property's Hawaiian programmes and practices.



### Hilton Luau Package

Throughout 2019, Hilton Hawaii flagship properties are offering clients their seventh night free, as well as two tickets to the resorts' respective luaus. The deal is valid for clients who book seven nights or more at either Hilton Hawaiian Village or Hilton Waikoloa Village, terms and conditions apply. See either [hiltonhawaiianvillage.com](http://hiltonhawaiianvillage.com) or [hiltonwaikoloavillage.com](http://hiltonwaikoloavillage.com)

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