



Big Island Visitors Bureau Media Contact:

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FREE (AND ALMOST FREE) ON HAWAI'I, THE BIG ISLAND

So what's the Big Deal? For spending-savvy adventurers here on Hawai'i, the Big Island, there are lots of Big Deals. Your wallet could get lonely.

Lava Viewing Lookout: Free! When the lava is pumping into the ocean, shooting up plumes of roaring steam and sprays of molten rock, this dazzling vantage point in the Puna District is the best place on the planet to observe an active lava flow. Conditions change daily. In Kalapana at the end of Highway 130. Daily 2 p.m. to 10 p.m., but no cars are allowed into the parking area after 8 p.m. Call the Kalapana Lava Viewing Hotline (808) 961-8093 for current conditions. Eruption updates: <http://volcanoes.usgs.gov/hvo/activity/kilaueastatus.php>

Hawai'i Volcanoes National Park: 17 free admittance days each year (\$10 for a seven-day car pass other days.) This amazing park, a World Heritage Site, is a volcanic wonderland, with a steaming, glowing vent at the summit crater, more than 150 miles of hiking trails (including one through a lava tube), a volcanology museum, ranger-guided outings, Hawaiian cultural activities and much more. Always open. <http://www.nps.gov/havo/index.htm>. (808) 985-6000.

Hilo's Free Zoo! Pana'ewa Rainforest Zoo & Gardens is a 12-acre rainforest zoo south of Hilo. The beloved Namasté, a rare white Bengal tiger, gets fed daily at 3:30 p.m. Children also love the Saturday petting zoo. The botanical gardens have more than 100 varieties of palm trees and other plants. 9 a.m. to 4 p.m. daily. (808) 959-7224. www.hilozoo.com

Farmers Markets in Paradise: Cheap Thrill! The year-round Hilo Farmers Market is open every day but really gets hopping Wednesdays and Saturdays with over 200 vendors. It also has handcrafts and prepared foods. More than 20 other farmers markets around the Big Island offer their fresh goodies on various days, <http://www.hilofarmersmarket.com>.

Historical Self-Walking Tour of Hilo: Free! Pick up the brochure for a self-guided tour around Hilo Town at the downtown Visitors Center in the bayfront Bus Station across the street from the farmers market. You'll find interesting facts about the town that has survived two powerful tsunamis.

Mokupāpapa Discovery Center: Free! This informative and attractive mini-museum showcases the astounding marine life of Papahānaumokuākea Marine National Monument, perhaps Earth's most remote and pristine ocean environment – and now a UNESCO World Heritage Site (Hawai'i Volcanoes National Park is Hawai'i's only other World Heritage Site). 308 Kamehameha Ave. near the Hilo Farmers Market. Tues. – Sat. 808-397-2660 <http://www.papahanaumokuakea.gov/education/center.html>.

Rainbow Falls: Free! This dazzling waterfall is just a short drive north of Hilo Town. The paved viewing area has restrooms, and leads to a beautiful trail if you want to explore further. Further up the road is Boiling Pots & Pe'epe'e Falls (best seen after a heavy rain), all part of the Wailuku River State Park.

'Akaka Falls State Park, \$5 per vehicle for non-residents and \$1 per person for walk-ins. The pleasant footpath loop leads to views of two beautiful waterfalls surrounded by glistening jungle. Thirteen miles north of Hilo above Honomū. <http://www.gohawaii.com/big-island/regions-neighborhoods/hilo/wailuku-state-park>. Restrooms.

Onomea Four-Mile Scenic Drive: Free! One of Hawai'i's most beautiful drives, this coastal road takes you past coconut palms, jungle, and streams, with amazing vistas of dramatic Onomea Bay. Off Hwy. 19 just north of mile marker 7, at the pull-out and trail just before Hawai'i Tropical Botanical Gardens, you can hike through lush rain forest to the bay. <http://www.gohawaii.com/big-island/regions-neighborhoods/hamakua-coast/akaka-falls-state-park>.

Waipio Valley Overlook: Free! Going North on Hwy. 19, visit the old sugar cane town of Honoka'a on your way to the historic "Valley of the Kings." You can park at the overlook and see a jaw-dropping vista of one of Hawaii's most treasured and scenic valleys. Entrance into the valley is only by 4WD vehicle, or by tours by van, horseback or wagon.

Pu'ukoholā National Historic Site: Free! Hawai'i's largest *heiau* (temple) was built under the order of Kamehameha I to appease the war god Ku. The imposing lava-rock structure is a fearsome testament to the power of the young king who built it, and

sacrificed a rival chief here. This is also a prime viewing spot for the Hawai‘i Islands Humpback Whale Sanctuary during winter months. Located between the Kohala Coast resorts and Kawaihae off Highway 270. Daily 7:45 a.m. to 5 p.m., excluding federal holidays. <http://www.gohawaii.com/big-island/regions-neighborhoods/kohala-coast/puukohola-heiau-national-historic-site>.

Lapakahi State Historical Park: Free! These partially restored remains of an ancient coastal settlement give a stark glimpse of life in a traditional fishing village. Daily cultural demonstrations and storytelling add depth and drama during a self-guided tour. Off Hwy. 270, 12.4 miles north of Kawaihae, daily 8 a.m. to 4 p.m., closed state holidays. <http://www.gohawaii.com/big-island/regions-neighborhoods/north-kohala/lapakahi-state-historical-park>.

Puakō Petroglyph Preserve: Free! A short walk beside the grounds of the Fairmont Orchid in the Mauna Lani Resort leads to more than 3,000 prehistoric petroglyphs – carvings into the black lava rock that depict families, turtles, sailing canoes, symbols of birth and much more. The hotel provides a free map and brochure. <http://www.gohawaii.com/big-island/regions-neighborhoods/kohala-coast/puako-petroglyph-archaeological-preserve>.

Kona Historical Society: Free! Traditional Portuguese bread-baking, every Thursday 11 a.m. to 2 p.m. See how Portuguese families in Hawai‘i baked their weekly supply of bread in traditional wood-fired “fornos” (stone ovens) – then sample some of the bread! Additional museums and tours are available for a small fee through the KHS. <http://www.gohawaii.com/big-island/events/internal/1261134>.

Kealakekua Bay State Historical Park & Marine Reserve: Free! One of the most historically significant – and mesmerizing – sites in Hawai‘i, this bay is where Hawaiians and Westerners first made contact with the arrival of Captain Cook in 1779. It is also where Cook was first revered, then later killed by Hawaiians, and these events are commemorated by the Captain Cook monument and the north end of the bay. This marine preserve is now one of the best snorkeling spots in Hawai‘i. Located in South Kona, Nāpō‘opo‘o at end of Beach Road off Government Road. Open during daylight hours. Restrooms, picnic pavilions and drinking water. <http://www.gohawaii.com/big-island/regions-neighborhoods/kona/kealakekua-bay>.

Ka Lae: Free! This National Historical Landmark district is the southernmost point in the United States. The remote, windswept and stunning part of the island is believed to be where Polynesian voyagers first arrived in Hawai‘i. <http://www.gohawaii.com/big-island/regions-neighborhoods/kau/ka-lae-south-point>.

Maunakea: Free! Every night, above the clouds, at 9,300 feet, the Onizuka Center for International Astronomy Visitors Information Station rolls out telescopes for an outstanding stargazing program. Up above at the 13,796-foot summit, the world’s most powerful astronomical observatories survey the heavens.

<http://www.gohawaii.com/bigisland/guidebook/topics/stargazing>.

Coffee and Tea Farms: Free! Kona coffee is famous the world over, and you can see (and taste) why at various free tours of farms and mills around the Kona Coast. But don't stop there. Superb coffee is also now being grown and roasted in the Ka'ū, Hilo, Puna and Hāmākua districts. And you tea lovers will want to check out the mini-plantations sprouting up around the island, <http://www.gohawaii.com/big-island/guidebook/topics/coffee-plantations>.

All Beaches: Free! Almost every beach throughout Hawai'i is open to the public at no charge. Hawai'i, the Big Island has more miles of stunning shoreline than all the other islands combined. Whether you want to dive in the water for snorkeling or scuba diving, explore our rugged lava-rock shoreline, or dig your toes into the sand and soak up the sun with a frosty umbrella drink, we invite you to come get wet!
<http://www.gohawaii.com/big-island/guidebook/topics/beaches>.

Big Deals on Beds Sure, Hawai'i Island has the Kohala Coast dotted with luxe five- and four-star resorts, but we also have plenty of excellent hotels, condos, inns and vacation homes that can provide a very comfy and inexpensive home away from home while you go exploring. <http://www.gohawaii.com/big-island/plan-a-trip/accommodations>

Special note to media: The Big Island Visitors Bureau (BIVB) recognizes the use of the 'okina [ʻ] or glottal stop, one of the eight consonants of the modern Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai'i such as Kīlauea). However, BIVB respects the individual use of these markings for names of organizations and businesses.

For more information on Hawai'i Island, please visit www.bigisland.org

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