



## FOR IMMEDIATE RELEASE

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## SEPTEMBER'S SIZZLIN' NEWS FROM HAWAI'I'S BIG ISLAND

*Come to the Big Island and Explore Hawai'i's Island of Adventure*

**Hawai'i's Big Island (Sept. 1, 2010)** – Don't worry. Summer doesn't have to end after Labor Day weekend. On Hawai'i's Big Island, fantastic weather paired with terrific deals – including plenty to do for FREE – and new adventures team up to keep summer here all year long!

### **ADVENTURES, ACTIVITIES & EVENTS**

**What to Do for FREE? LOTS!** We've updated the Big Island Visitors Bureau's popular press release, What to Do for Free on Hawai'i's Big Island. Take a look at the latest: [What to do for Free](#).

**Atlantis Puts Golfers Underwater – For Fun!** Atlantis Submarines Kona has a new combo that takes golfers off the fairway and underwater. **Atlantis's Golf & Submarine package** combines golfing amidst the mountainside vistas of Makalei Golf Club in Kailua-Kona, with an undersea tour of Kailua Bay and its marine life magic, including schools of tropical fish, a magnificent 25-acre coral reef garden, and two sunken shipwrecks. Adults: \$150, children ages seven to 18: \$70. Visit [www.AtlantisSubmarines.com](http://www.AtlantisSubmarines.com) or call (800) 548-6262.

**Paradise Helicopters** and **Kapohokine Adventures** have combined forces for the new **Fly and Zip Adventure**, an unforgettable day for any family or group. From the sky, explore the diversity and beauty of the Big Island AND get picked up and dropped off by helicopter at **Umauma Falls** for a **thrilling zip line adventure**. Kapohokine Adventures operates the only zip tour with views of the triple-tier Umauma Falls, and a half-mile zip. Media contact: Rob Payesko [rpayesko@paradisecoasters.com](mailto:rpayesko@paradisecoasters.com); booking info (808) 969-7392.

**Paani Ranch & ATV Adventures** in Mountain View offers a **trio of adventure** – ziplines, horseback riding, and ATV rides – for only \$180 per person! Valid through the end of the year; single tours and two-tour combos also available. Call for details, (808) 968-7529 and visit [www.paaniranch.com](http://www.paaniranch.com).

Immerse yourself in the farm-to-cup experience at **Greenwell Farms**, a working **Kona coffee** farming and processing company **now open on Sunday**. Greenwell Farms offers tours of its coffee farm and processing facilities highlighting the century-old Arabica coffee trees and the tasks involved in hand-picking and processing of the coffee cherry. Tours culminate at the Greenwell Farms Store where visitors can sample various roasts and Kona coffee products. Daily half-hour tours run from 8:30 am to 4 p.m. including Sundays! Visit [www.greenwellfarms.com](http://www.greenwellfarms.com).

**The Great 4-D Movie Ride at The Shops at Mauna Lani** has launched its “**Shop ‘N Ride**” appreciation program. Shoppers earn a free ticket to see one of six features **at Hawaii’s only 4-D theater** with any purchase from participating stores, including “Haunted Forest,” a Halloween-themed ride exclusively showing in September and October. For movie details and times visit [www.TheGreat4DMovieRide.com](http://www.TheGreat4DMovieRide.com) or call (786) 320-8884. For program details call (808) 885-9501.

**Looking for more to do?** Click [www.bigisland.org/calendar](http://www.bigisland.org/calendar) for detailed information about additional Hawai‘i Island happenings throughout 2010, like this one:

**40<sup>th</sup> Annual Kona Coffee Cultural Festival (Nov. 5 - 14)** - Since its inception in 1970, the Kona Coffee Cultural Festival’s mission has been to preserve, perpetuate and promote Kona’s 180-year coffee heritage. It is Hawai‘i’s oldest food festival. This year’s celebration will have nearly 50 events including tastings, art exhibits, cupping competition, farm tours, contests, parades, sporting events, and special events. Call (808) 326-7820 or visit [www.konacoffeefest.com](http://www.konacoffeefest.com).

## ACCOMMODATIONS

**Holualoa Inn’s “Suite Life” Deal.** Mention the “Suite Life” at Holualoa Inn and enjoy **20 percent off any luxury suite**. Repeat guests will receive an *additional* 10 percent off the “Suite Life” deal – that’s a 30 percent savings! Offers valid now through Dec. 14, 2010, based on availability. Visit [www.holualoainn.com](http://www.holualoainn.com) for a glimpse of this gorgeous inn perched on the verdant slopes of Hualālai mountain, with sweeping views of the Kona Coast. Call (800) 392-1812 or (808) 324-1121 to reserve or email [noe@holualoainn.com](mailto:noe@holualoainn.com).

Coinciding with the formation of **Team Mauna Lani**, a partnership with world-champion triathletes, the **Mauna Lani Bay Hotel and Bungalows** is proud to launch its new “**Iron-Fit**” package. Beginner and amateur athletes are invited to the luxury resort to utilize its leading-edge training facilities and the superior oceanfront location. The Iron-Fit package includes daily tri-road bicycle use, a daily personal trainer and daily sports massage. For reservations and information call (800) 367-2323 or visit [www.maunalani.com](http://www.maunalani.com)

**Four Seasons Resort Hualalai** is celebrating the return of *Hawaii 5-0* with the “**Hualalai 5-0**” package. The package, offering up to \$85-0 in resort credits, includes the following: five nights accommodations; \$5-0 per day credit for each golf, dining and watersports, and a Season One DVD of the original *Hawaii 5-0* television show (suite guests receive the entire original series.) Nightly rates from \$625. This package can only be booked “old-school” by calling (888) 340-5662. The booking code for this package is “**Book Me, Danno.**”

The Polynesian-styled **Sea Mountain Resort** is located next to the mesmerizing **black sands** of Punalu‘u Beach Park, and only a 30-minute drive from **Hawai‘i Volcanoes National Park**, home of Kīlauea, one

of earth's most active volcanoes. Rates from \$99/night, valid through Dec. 20. Call (800) 525-5894 or visit <https://mycrs.innpoints.com/book/book/guest/stay?hotelCode=1794&promotionCode=HAWAII>

The Big Island's only inclusive resort, **Kona Village Resort**, offers the new **Starry, Starry Night package**. This stellar offering includes sunset viewing atop Maunakea, with dinner, hooded parkas and gloves, and a guided tour of the Hawaiian night skies. Book now and receive a Polynesian-style bungalow, three "Farm to Table" meals, select ocean activities, complimentary fitness and kids camp, and parking, all from \$575 per night plus tax. Minimum stay of four nights required. For reservations call (800) 367-5290, and visit [www.konavillage.com](http://www.konavillage.com).

The value is flowing at the oceanfront **Royal Kona Resort** with its **sizzling hot new Volcano Value Rate**. Receive a Standard View room from just \$99 per night. Offer valid now through Dec. 21, 2010. Blackout dates from Oct. 4-9 and Nov. 21-Dec. 3, 2010. Rates based on double occupancy and do not include tax. Offer subject to availability. Some restrictions may apply. Call 800-22-ALOHA (222-5642) or visit [www.RoyalKona.com](http://www.RoyalKona.com).

The **Castle Hali Kai at Waikoloa** introduces a free daily complimentary continental breakfast buffet for two at its **private Ocean Club Bar and Grill** from 7 a.m. to 10:30 a.m. Return for lunch or dinner and enjoy a delicious selection of items the chef prepares using fresh, local ingredients, like famous Waimea produce and Big Island beef, plus his "own grown" herbs and vegetables, and fresh-caught seafood. Open seven days a week. [www.HaliKaiResort.com](http://www.HaliKaiResort.com).

**Keauhou Beach Resort** is presenting hotel guests who stay a minimum of three nights with two complimentary tickets per room for its new **Huaka'i Tour** through Mar. 31, 2011 (\$40 value/person). During the 90-minute guided tour through Kahalu'u Bay, guests will visit some of the most historic and treasured sites within Kona and will hear the stories of the land from people of the land. For information and reservations, call (808) 324-2540, email [huakai@outrigger.com](mailto:huakai@outrigger.com). Visit [www.keauhoubeachresort.com](http://www.keauhoubeachresort.com).

**Renovation News.** A complete resort renovation is underway at **The Bay Club at Waikoloa Beach Resort**. Major interior and exterior upgrades to the 146-suite and 26-villa resort are now in progress. Guests will enjoy improved tennis courts resurfaced in U.S. Open style. New amenities include a keiki playground, enhanced water features and a three-hole putting green right on the resort. For information and reservations, go to <http://thebayclub.hgvc.com>.

**Hawaii Holiday's** newest vacation rental, **Lava Rock Villa**, is the crown jewel of Kapoho! Looking for luxury, style, and the *wow* factor? Check out [Lava Rock Villa](#). This new four-bedroom, five-bath villa is located in the beautiful, sunny Kapoho Beach Lots area in coastal Puna, and features stunning ocean views, an infinity pool, a spa and is just steps away from Champagne Pond. Call now for introductory rates until the end of the year, (808) 965-6400.

**Sheraton Keauhou Bay Resort & Spa's** newest offering, "**Hot Time in Hawaii**," gives guests the option to see sizzling red hot lava by land or sea. Package includes ocean view accommodations in a newly refreshed guest room, Mama's 100 percent Kona Coffee, power-packed box lunch, and Lava Flow cocktails from Crystal Blue Terrace each evening. Rates begin at \$204 per night, double (plus tax and daily \$15 Resort Charge). Three-night minimum stay. Guided optional lava tour rates begin at \$150 per person. Health and age restrictions apply, click [www.SheratonKeauhou.com](http://www.SheratonKeauhou.com)

**Hawaii Island Retreat extends its summer special through November!** Enjoy room rates reduced to \$195 plus tax Monday through Thursday. The \$195 rate is based on double occupancy, and as an added bonus, up to two children, 12 and under, stay free. Depending on room availability, occupancy is two to

four people per room. Guests also enjoy an automatic upgrade to the best room available (except Penthouse). This offer does not include any meals but does include family fun, [www.hawaiiislandretreat.com](http://www.hawaiiislandretreat.com).

This fall, “**Find Yourself at Aston**” with new fall deals. **Aston Hotels & Resorts** is making travel a breeze with its low fall-season room rates. Enjoy savings of up to 45 percent off seasonal rates. Starting rates for Big Island properties: **Aston Shores at Waikoloa**, \$165; **Aston Kona by the Sea**, \$168; **Aston Waikoloa Colony Villas**, \$171. Rates valid for travel Aug. 24 – Dec. 21, 2010. Visit [www.AstonHotels.com](http://www.AstonHotels.com) or call (866) 774-2924.

**Hilton Waikoloa Village – A Whale’s Tale Package.** Experience whales like never before with an **Ocean Sports Whale Watching Cruise** and three-night stay at **Hilton Waikoloa Village**. Starting at \$279/night for two adults, includes one whale-watching cruise/adult confirmed on reservation. Three cruises daily. Minimum three-night stay and three-day advance booking required. Special offer dates Dec. 15, 2010 to Apr. 14, 2011. Visit [www.hiltonwaikoloavillage.com](http://www.hiltonwaikoloavillage.com) or call (800) HILTONS and request Package Code **P4**.

**Think Green, Save Green at Holua Resort at Mauna Loa Village.** Stay three nights or more and save up to 25 percent. Enjoy spacious condo-style suites featuring full kitchens, washer/dryers and more located along the Kona Coast. Rates start from \$126/night; “green” features include a light daily housekeeping of towel change and trash removal resulting in reduced water consumption. [http://www.shellhospitality.com/hawaiiideals.html?chebs=bivb\\_holua\\_September2010](http://www.shellhospitality.com/hawaiiideals.html?chebs=bivb_holua_September2010)

## TASTY TIDBITS

**Cheers! Volcano Winery** announces the release of **two new wines** Sept. 1, 2010: **Pinot Grigio** and **Pinot Noir**. Also, its award-winning **Infusion Tea Wine** will celebrate its first year in production. Come by the tasting room to sample all of the wonderful, locally produced wines. Open 10 a.m. to 5:30 p.m., with free wine tastings all day. Located off Highway 11 at the 30 mile marker. Call (877) 967-7772 or visit [www.volcanowinery.com](http://www.volcanowinery.com).

**King Kamehameha’s Kona Beach Hotel** is serving up a special “**Kau Kau Kailua**” **prix fixe menu** that includes a salad, entrée and dessert for just **\$19.95**, at the **newly renovated Kona Beach Restaurant** overlooking Kamakahonu Bay. Special grand opening hotel rates from \$129. Good through Dec. 20, 2010. Visit [www.konabeachhotel.com](http://www.konabeachhotel.com) or call (800) 367-2111.

**Mauna Kea Lū’au at Mauna Kea Beach Hotel.** You remember. The background sound of surf against soulful steel guitars. Tables laden with *imu*-roasted *kālua* pig, island fish, *laulau*, *lomi* salmon, sashimi and piles of pineapple, papaya, and more. Teach keiki the joy of finger-licking *poi*, dancing hula to the “Hukilau” and be awed by a fire-knife dance. The **Mauna Kea Hawaiian Lū’au** shares a taste of culture with music, food and family tradition. Tuesdays, Imu Ceremony 5:45pm, Buffet 6 p.m. – 9 p.m. Reservations (808) 882-5810 <http://www.princeresortshawaii.com/mauna-kea-beach-hotel/pdf/Menu-MK-Luau.pdf>

**Waikoloa Beach Marriott Resort & Spa** Executive Chef Manfred Jonas infuses the freshest Big Island produce into the sumptuous cuisine offered at the resort’s signature **Hawaii Calls Restaurant and Lounge** where guests enjoy added value with nightly specials. Chef Jonas features local ingredients including Kamuela tomatoes and strawberries, and Kona mangos and papayas, in addition to fresh cuts of Hawaiian ocean fish *ahi*, *mahi mahi*, and *ono*. For current dinner specials, call (808) 886-6789.

**Special note to media:** The Big Island Visitors Bureau (BIVB) recognizes the use of the ‘okina [‘] 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’s Big Island, please visit <http://gohawaii.com/big-island>*

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