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NON-STOP VANCOUVER-TO-KONA FLIGHTS WILL DELIVER EAGER CANADIANS TO HAWAI'I'S BIG ISLAND STARTING IN DECEMBER

Kona, Hawai'i's Big Island (Oct. 5, 2010) - As winter approaches and temperatures in the Great White North plummet, Hawai'i's Big Island offers a sunny reprieve from cold weather with convenient seasonal flights from Vancouver to Kona.

Air Canada and **WestJet** begin direct service to Kona in December, just in time for shivering Canadians to take advantage of the sunshine and beautiful beaches.

"These direct flights are a very positive way to kick off our winter travel season," said George Applegate, Executive Director of the Big Island Visitors Bureau. "It's one of the bright spots on our Island's economic horizon."

These timely flights to the island could conceivably bring up to 11,569 passengers based on the current schedules. According to the Hawai'i Tourism Authority, approximately 67,122 Canadians visited Hawai'i's Big Island last year.

Air Canada's convenient non-stop flight departs every Saturday from December 11 until April 30 at 3:50 p.m. Pacific Standard Time (PST) and arrives in Kona at 8 p.m. Hawai'i Standard Time (HST). Return flights depart at 9:20 p.m., and arrive back in Vancouver at 5 a.m. PST the next morning. The flights are aboard Boeing 767-300s, with 24 business class seats, and 187 seats in the main cabin.

During this tough economic climate, the consistency of these flights brings confidence to Hawai'i Island's tourism industry.

Robert Palmer, Public Relations Manager for WestJet, agrees.

"We are pleased to report that the service remains sustainable on a seasonal basis and for that, we would like to thank our Canadian and Hawaiian guests." Palmer said.

Non-stop seasonal service between Vancouver and Kona via **WestJet** begins December 2, and finishes April 28. The flights will be twice per week, on Thursday and Sunday, departing from Vancouver at 6:10 p.m. PST and arriving in Kona at 10:35 p.m. HST aboard 737-800s, allowing a total of 166 passengers.

The overnight flight leaves Kona at 11:35 p.m. and returns to Vancouver at 7:15 a.m.

For **Air Canada** reservations and information, go to www.aircanada.com, or call toll-free, (888) 247-2262.

For **WestJet**, visit www.westjet.com or call toll-free, (888) WESTJET.

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 kahak_ [] or macron (e.g., in place names of Hawai‘i such as K_lauea). 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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