



FOR IMMEDIATE RELEASE

February 29, 2024

SPRING WHAT'S NEW IN THE HAWAIIAN ISLANDS

HAWAII – Embark on a transformative journey to the Hawaiian Islands this spring. Immerse yourself in Hawai'i's first culture, its indigenous Hawaiian culture, which makes our islands a place like nowhere else in the world. Your days exploring Hawai'i will unveil opportunities to connect with its living traditions, be serenaded by its local musicians and performers, and embark on cultural adventures promising to awaken your knowledge and sense of wonder. Read on, discover and participate in the array of unique experiences awaiting you.

For additional updates regarding each island, please reference the media sites of our individual Island Chapters: the [Kaua'i Visitors Bureau](#), [O'ahu Visitors Bureau](#), [Maui Visitors and Convention Bureau](#) and [Island of Hawai'i Visitors Bureau](#).

MĀLAMA HAWAII

Efforts relating to sustainability and caring for our people, place and culture

Hawai'i Land Trust (HILT) (Island of Hawai'i) has opened its first series of Talk Story on the Land Hikes and Volunteer Days at the Māhukona Navigational and Ecological Complex on the Kohala Coast. In December, HILT, in partnership with the nonprofit Nā Kālai Wa'a as well as federal, state and county agencies, and the Kohala community, announced that it had closed on its largest-ever purchase, permanently protecting 642 acres at Māhukona. The public is invited to join community representatives for a brief guided interpretive hike or volunteer service opportunity. Both experiences aim to offer the community opportunities to learn about the Māhukona area's cultural significance and history as well as elements of traditional Hawaiian ocean navigation. www.HILT.org

International Market Place (IMP) (O'ahu) is hoping to inspire mindful travel and protect and preserve Hawai'i's natural world with its recent partnership with Sustainable Coastlines Hawaii for beach cleanups. Participants in IMP's DIY Beach Cleanup Program can receive a \$20 gift card valid through December 1, 2024. Visit the IMP's Customer Service Desk on Level 1, Mauka Court to learn more. www.ShopInternationalMarketplace.com

Turtle Bay Resort (O'ahu) is home to the 480-acre Kuilima Farm, which provides the resort with more than 700 lbs. of fresh produce each week, and even more produce to the local community. Kuilima Farm offers 45-minute farm tours on Wednesdays, Thursdays and Fridays at 9:30 and 10:30 a.m. Tour participants enjoy a scavenger hunt for native Hawaiian plants and, occasionally, the opportunity to help with new native plantings. www.KuilimaFarm.com

Wayfinder Waikiki (O'ahu) has created volunteer experiences for residents, visitors and hotel guests to explore O'ahu and make a lasting impact on the planet. The activities include farm

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experiences, beach cleanups, and cultural education and sustainability initiatives such as the ones listed below. As part of the hotel's Mālama Hawai'i initiative, \$1 per night of every stay is donated to the Bishop Museum. www.WayfinderHotels.com

- **Cultural Education and Sustainability Initiatives with the Bishop Museum** — The recently launched “Hawaiian Stars and Stories: Wayfinder Planetarium Adventure” is a special initiative, happening every third Friday monthly, allowing participants to explore the science of traditional non-instrument navigation practiced by early Hawaiians and learn about Hawaiian history and royal artifacts on a guided tour of the museum's Hawaiian Hall.
- **Taro Field Restoration with Kāko'o 'Ōiwi Farm** — On the final Friday of each month, participating Wayfinder Waikiki guests are driven by shuttle to Kāko'o 'Ōiwi farm to participate in the restoration of its *lo'i kalo* (wetland taro terraces), forge connections with its dedicated workers and gain an appreciation for the cultural and environmental importance of O'ahu's He'eia community.
- **Beach Cleanups with Waikiki 'Ohana Workforce (WOW) and 808 Cleanups** — Wayfinder Waikiki regularly partners on volunteer beach cleanups with these nonprofit environmental organizations committed to restoring the natural beauty and ecology of Hawai'i's coastlines.

NEW HOTEL DEVELOPMENTS

Unveiled in February, the **Grand Wailea's Kilolani Spa (Maui)** honors the stargazers of early Hawai'i who looked to the skies to navigate their ocean course. Drawing inspiration from the *kaulana mabina* — Hawaiian lunar calendar — which divides each month into three *helu pō*, or moon phases, Kilolani aims to create what the resort calls “space for healing, rejuvenation and restoration.” The spa's programming evolves in tandem with the current *anahulu* (10-day period) and features native botanicals, holistic bodywork treatments and mindfulness practices enhanced by modern wellness methods. www.GrandWailea.com.

Hotel Wailea (Maui) recently debuted its **Land, Sea, Air** experience, which aims to capture Maui on all three levels. Designed for couples, the exclusive experience offers a romantic getaway celebrating the beauty of Maui. www.HotelWailea.com

- **Land** — Explore the island at leisure in a 1957 Porsche 356 Speedster reproduction, with a picnic basket packed with snacks and beverages curated by Hotel Wailea Executive Chef Ryan Cruz keeping you energized and hydrated throughout the day.
- **Sea** — Discover Maui aboard a classic Columbia 57-foot sailing yacht on a private, two-hour sunset sail. The voyage, reserved solely for Hotel Wailea guests, offers panoramic coastline and sunset views as well as bites and sips.
- **Air** — Experience a helicopter flight along Maui's north coast featuring bird's-eye views of waterfalls and sea cliffs. Passengers will land within a Hāna-area rainforest to explore its lush vegetation and enjoy a picnic prepared by Executive Chef Cruz with champagne and wine selections.

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Outrigger Waikiki Beachcomber Hotel (O'ahu) and **Cirque du Soleil** will announce the title, theme, show schedule and debut date for their anticipated Hawai'i-inspired show this spring. The Outrigger Waikiki Beachcomber will be home to the new Cirque du Soleil experience led by co-creators Simon Painter (The Works Entertainment) and Neil Dorward (The Illusionists, Circus 1903), with cultural direction by Aaron Salā, Ph.D. www.CirqueDuSoleil.com

With its grand opening set for March, the **Renaissance Honolulu Hotel and Spa (O'ahu)** will be the Renaissance brand's first Hawai'i location and one of the first new hotels constructed in Honolulu in 25 years. Situated in the city's vibrant Ala Moana neighborhood, the 39-story hotel's rooms and suites spotlight floor-to-ceiling glass windows and contemporary design. Other highlights of the new property include a Sky Terrace and Renaissance Spa complete with traditional Japanese ofuro soaking tubs, Himalayan salt saunas, a fitness center with LifeFitness equipment, and a glass-enclosed yoga space. www.Marriott.com

The healing power of horses is at the heart of **Sensei Lanai, A Four Seasons Resort's (Maui) Unbridled Retreat**. The July 24 through 28 retreat, led by Equine Coach Devon Combs, aims to provide what the resort describes as "a path to clarity, mindfulness and sustainable well-being" through Combs' "unique synergy with horses and expert, intuitive coaching." The four-night equine experience at the adults-only wellness enclave also includes a horseback ride, massage, sunset sail, complimentary daily classes, empowerment encounters and round-trip travel from Honolulu to Lāna'i on Lāna'i Air. www.FourSeasons.com

CULINARY

The Veranda, located within the Moana Surfrider (O'ahu), is hosting an enchanting twist on its traditional Afternoon Tea, partnering with Paradise Monarch to host a **Butterfly Keiki Tea** every second Saturday of the month until the end of spring. *Keiki* (kids) will step into the captivating realm of the Butterfly Dome surrounded by enchanting butterflies and participate in a butterfly release under the Moana Surfrider's iconic banyan tree. They'll also learn about how their efforts contribute to plant pollination and enhancing Hawai'i's biodiversity. www.VerandaWaikiki.com/special-events

Partnering with her friend and baker, Katherine Yang, James Beard Award-winning chef-owner Robynne Maii of Fête is readying a spring opening for **Mille Fête (O'ahu)**, a bakery concept featuring new treats and some of her restaurant's most popular desserts. www.FeteHawaii.com

Sushi Gyoshin OMAKASE by Hiroshi Tsuji (O'ahu) is a new 16-course omakase restaurant. Prepared by Chef Hiroshi Tsuji, each dish honors traditional sushi. The fish served at Sushi Gyoshin are sourced from Hawai'i and Japan's famed Tsukiji Market. The restaurant's omakase menu includes small plates and intricate sushi creations. www.SushiGyoshin.com

Tasting Kaua'i's (Kaua'i) new Waimea Walking Food Tour offers two-and-a-half hours of walking, tasting local food, and learning about the rich history and lifestyle of the island's west side. Following the tour, participants are encouraged to visit the lookouts of Waimea Canyon State Park — also known as the Grand Canyon of the Pacific — and check out Kōke'e State Park. www.TastingKauai.com

ATTRACTIONS AND ACTIVITIES

Debuting in March in the J.M. Long Gallery, the **Bishop Museum's (O'ahu)** new exhibition, **"Corned Beef & Kalo,"** was curated by Healoha Johnston, the museum's director of cultural resources and curator for Hawai'i and Pacific arts and culture. It features the works "Pisupo lua afe (Corned Beef 2000)" by Michel Tuffery and "KALO" by Bernice Akamine, bringing together both contemporary artworks to, according to the museum, "consider how artists make visible issues related to agricultural subsistence, environmental sustainability and everyday life where food imports and structured land use intertwine." www.BishopMuseum.org

Visitors and tour operators headed to **Hawai'i Volcanoes National Park (Island of Hawai'i)** should expect delays in the months ahead as a two-year Disaster Recovery Project commences to repair, improve and remove damaged buildings and infrastructure at the summit of Kīlauea volcano. Delays should be expected at the park's entrance station, coinciding with temporary area closures and limited parking availability. The project will also include the removal of the former Thomas A. Jaggar Museum — which was damaged during the 2018 Kīlauea eruption and summit collapse — a new roundabout near the park's entrance station to improve safety, and a new USGS Hawaiian Volcano Observatory facility near Kīlauea Military Camp on the park's grounds. www.Nps.Gov/hawaiivolcanoes

The Twin Fin Hotel (O'ahu), in partnership with Beach Candy Waikiki and the Jamie O'Brien Surf Experience, recently launched the new [Jamie O'Brien School of Surf Waikiki](http://www.JamieOBrienSchool.com). Housed in the oceanfront hotel's ground-level storefront, the Jamie O'Brien School of Surf Waikiki is a new venture from O'ahu resident, professional surfer, filmmaker and Banzai Pipeline surf competition champion Jamie O'Brien. The school specializes in family and group surf lessons, with all surf experiences conceptualized and designed by O'Brien and led by local instructors selected for their ocean knowledge and surf skills. www.TwinFinWaikiki.com

The County of Hawai'i County Department of Parks and Recreation has reopened **Kaūmana Caves (Island of Hawai'i)** in Hilo to the public. The caves, a destination for locals and visitors, had been closed since September 23, 2023, due to a rock fall. For more information on Kaūmana Caves, call the Department of Parks and Recreation administration office at (808) 961-8311.

Presented by the Council for Native Hawaiian Advancement (CNHA) and Kilohana by CNHAI, a new version of the renowned Waikīkī hula show once put on by Kodak debuted at the Waikīkī Shell in February. Running Sundays through Thursdays, the free, open-to-the-public **Kilohana Hula Show (O'ahu)** will highlight *mele* (songs) honoring Waikīkī and feature dancers from six award-winning *hālanu hula* (hula groups) from across Hawai'i. CNHA is working with Rick Barboza, Native Hawaiian plant specialist and co-owner of Hui Kū Maoli Ola, on reintroducing Native Hawaiian plants to the Waikīkī Shell venue. www.ExperienceKilohana.com

Kualoa Ranch (O'ahu) recently launched a new **three-hour deluxe semi-private UTV tour**. Offered six-times daily, the guided tour utilizes Kawasaki off-road UTV vehicles for a behind-the-scenes adventure to the backcountry of the ranch's Ka'a'awa and Hakipu'u valleys unreachable by other vehicles and tours. Guides customize the tour's narration to guests' Kualoa interests, sharing stories of Hollywood movies filmed in the valley, its historic places, Hawaiian legends, and valley farming, aquaculture and ranching. www.Kualoa.com

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Timbers Kaua'i (Kaua'i) is offering new cultural programming aimed at immersing guests in the rich heritage and history of the island. Guests can learn the art of ti *kūpe'e* (ti-leaf bracelet making) typically used in *bula* as adornments, and *'obe kāpala*, the Hawaiian art of bamboo stamping, typically utilized for printing designs on paper or fabrics. Timbers Kaua'i also offers Hawaiian language, *'ukelele* and *lei*-making lessons. www.TimbersKauai.com.

The Umauma Experience (Island of Hawai'i) now offers a family-friendly **Triple-Tier Waterfall Rappel and River Tour** for adventure seekers interested in immersive experiences. Guests on the tour rappel alongside the triple-tier waterfalls of Umauma Stream and can swim or float in water tubes. All needed gear is provided, and no experience is necessary. The Umauma Triple-Tier Waterfall Rappel and River Tour is operated by Island Mountain Guides LLC on the Umauma Falls property. www.UmaumaExperience.com

FESTIVALS AND EVENTS

For a full list of events around the Hawaiian Islands, please visit Media.GoHawaii.com.

March 31 - April 6, 2024

Merrie Monarch Festival (Island of Hawai'i) — Celebrating its 61st year in 2024, the world's premier *bula* festival will again present the best *bālan bula* (hula schools) from Hawai'i and the continental U.S. — honoring Hawai'i monarch King Kalākaua and his contributions to the revitalization of *bula*. Held at the Edith Kanaka'ole Multipurpose Stadium in Hilo, the weeklong celebration is highlighted by the prestigious, three-night Merrie Monarch Hula Competition, which is broadcast live on Hawai'i television and live-streamed globally at www.MerrieMonarch.com

April 14, 2024

Kaua'i 'Ukulele Festival — World-class music festival that unites music enthusiasts globally to commemorate the transformative influence of music. This festival is situated in the heart of Līhu'e with ample complimentary parking available. The festival's roster showcases a diverse array of skilled local musicians, ranging from established to up-and-coming talents. www.HawaiiUkuleleFestival.com.

April 20, 2024

28th Annual East Maui Taro Festival (Maui) — This annual celebration in Hāna pays tribute to *kalo*/taro, the essential sustenance of the Hawaiian community, featuring music, *bula* performances, food stalls offering taro-based dishes, and cultural demonstrations. www.TaroFestival.org

April 20, 2024

17th Annual Waimānalo Kanikapila (O'ahu) — This annual event honors Cyril Lani Pahinui and his father, Gabby Pahinui, two iconic figures in Hawaiian music, and celebrates the musical legacy of the Waimānalo community. Initiated by Cyril Pahinui in 2007, the Waimānalo Kanikapila is reminiscent of the musical gatherings from his childhood, attracting over 100 musicians and thousands of fans. The festival offers unforgettable performances and all-star jams by some of Hawai'i's greatest musicians. Support for the event is generated through the sale of t-shirts, available both at the event and online. www.GabbyPahinui.com

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April 20, 2024

County of Hawai'i's Hawai'i Sustainability Summit 2024 Community Celebration (Island of Hawai'i) — Held at Kailua Kona' Brewery Block, this celebration will showcase the accomplishments of this year's Hawai'i Sustainability Summit and establish commitments to the county's sustainable initiatives. The celebration will conclude this year's summit with a community event featuring local-grown foods, sustainable products and live, local music and talent. www.HiSustainabilitySummit.com

April 21, 2024

54th Annual Maui Marathon and Half Marathon (Maui) — The Maui Marathon is one of Hawai'i's longest consecutively-held running events and claims to be the oldest marathon west of the Mississippi River. Runners can participate in a full marathon, half marathon, 10K, 5K or a newly added full marathon relay. All runners will participate in a special memorial during the race, offering *lei* to be placed on the Lahaina Memorial on the Lahaina Bypass. www.MauiMarathon.com

April 26-27, 2024

11th Annual Big Island Chocolate Festival (island of Hawai'i) — Check out this festival for everything from chocolate cooking demos and a unique tequila and chocolate pairing event to a grand gala. The festival is presented by the Kona Cacao Association with a mission of promoting Hawai'i Island's cacao industry. All festival events happen at the Waikoloa Beach Marriott Resort and Spa. www.BigIslandChocolateFestival.com

April 27, 2024

Waikiki SPAM JAM® (O'ahu) — The 20th annual Waikiki SPAM JAM® will celebrate Hawai'i's ongoing love for, of course, SPAM®, with local Waikiki restaurants offering creative SPAM® dishes. Attendees will find food and retail booths, custom festival T-shirts, arts and craft vendors, *keiki* activities and appearances by SPAMMY™ characters and friends. The event benefits Hawai'i Foodbank — the state's largest nonprofit feeding those in need — the Waikiki Community Center, and the Visitor Aloha Society of Hawai'i. www.SpamJamHawaii.com

April 25 – 28, 2024

Aloha Market – A Taste of Hawai'i in SoHo (New York) — Shopify NYC's activation space in SoHo will transform into a celebration of Hawai'i and Lei Day (May Day in Hawai'i) with Aloha Market Powered by Mana Up, an immersive three-day pop-up event from Friday, April 26th through Sunday, 28th. Presented by worldwide e-commerce platform Shopify and Mana Up, an economic development initiative and accelerator program designed to grow local product companies and help them scale globally, Aloha Market will feature products from over 40 Hawai'i-based companies, plus events and activations from lei making and food product tastings to live cooking demos and much more! Exclusive media event to take place on Thursday, April 25.

May 1, 2024

Lei Day Celebration (O'ahu) — As one of Hawai'i's most emblematic symbols of aloha, *lei* — and the crafting of *lei* — have been celebrated in the Hawaiian Islands on Lei Day since 1927. The City and County of Honolulu's official Lei Day event is held at Kapi'olani Park in Waikiki, honoring lei and the traditions surrounding it with festivities, including pageants and competitions for *lei* queen and the crafting of colorful, fragrant flower *lei*. www.HonoluluParks.com

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June 6, 2024

8th Annual World Whale Film Festival 2024 (Maui) — A non-profit dedicated to safeguarding the ocean and its inhabitants, the Pacific Whale Foundation calls upon filmmakers and artists to participate in the Annual World Whale Film Festival (WWFF), which serves as a platform to raise awareness about various ocean-related issues, including marine wildlife conservation, indigenous ecological knowledge, environmental stewardship, and solutions for ocean preservation and human well-being. In response to the Maui wildfires of 2023, the WWFF will introduce a new category focusing on climate change and natural disasters. www.PacificWhale.org

June 6-9, 2024

43rd Kapalua Wine and Food Festival (Maui) — One of Hawai'i's longest-running culinary festivals, the Kapalua Wine and Food Festival annually celebrates the delicious pairing of great food and great wine with a four-day culinary extravaganza. The festival's aim is to explore trends in the gastronomic world, bringing together winemakers, master sommeliers, chefs and industry insiders for themed tastings, seminars and gala evening culinary events. www.KapaluaWineAndFoodFestival.com

June 6-16, 2024

13th Annual Festival of Pacific Arts & Culture (O'ahu) — The Festival of Pacific Arts & Culture (FestPAC) is the world's largest celebration of indigenous Pacific Islanders. For the first time, the 13th annual celebration will convene in Hawai'i on the island of O'ahu. More than 2,500 delegates including artists, cultural practitioners, scholars and officials from over 20 nations will gather on Oahu for 10-days of cultural exchange, appreciation and celebration at various venues across the island. The theme for FestPAC Hawai'i 2024 is "Ho'oulu Lāhui: Regenerating Oceania," honoring the traditions that FestPAC works to perpetuate with an eye toward the future. FestPAC serves as a platform for Pacific Island nations to showcase their rich heritage and artistic talents. www.FestPacHawaii.org

June 7-9, 2024

41st Annual Pan-Pacific Festival (O'ahu) — After a five-year hiatus, the Pan-Pacific Festival Foundation is thrilled to announce the return of the festival to Honolulu. The Pan-Pacific Festival began in Hawai'i in 1980 as a cultural exchange between the state and Japan. Visiting participants from Japan were invited to enjoy the familiarity of Japanese music, crafts, traditions and foods, while Hawai'i residents and other visitors were offered opportunities to gain a deeper appreciation of Japanese sensibilities and cultural heritage. Today, the festival features events held throughout Waikīkī showcasing Japan's pageantry and includes a *ho'olaule'a* (celebration) block party, art fair and *bula* performances, culminating with a grand parade on Waikīkī main street Kalākaua Avenue. www.PanPacificFestival.org

June 8, 2024

Ka'ū Coffee Festival (island of Hawai'i) — Though coffee had been farmed in the island of Hawai'i's Ka'ū district for generations dating back to the 1800s, the area's beans and roasters only began earning notice on the global specialty-coffee scene in the early 2000s, winning numerous international awards. Held each spring, the Ka'ū Coffee Festival celebrates the district's now firm standing as a world-class coffee-growing region and honors the farmers, roasters, gatherers and rich agricultural landscape that have all played a role in its renown. www.KauCoffeeFestival.com

June 11, 2024

King Kamehameha Day Celebrations (Statewide) — Celebrated across the state of Hawai'i on June 11, the Kamehameha Day holiday honors Kamehameha I, the island of Hawai'i chief who united the Hawaiian Islands under his rule in 1810. Festivities span across Kaua'i, O'ahu, Maui, Moloka'i and the island of Hawai'i and include *lei* draping ceremonies, parades, *pā'u* (skirted) riders on horseback representing the Hawaiian royal court to other special gatherings with *'ono* (delicious) food and family-friendly activities, residents and visitors alike come together in celebration of the great *ali'i nui* (king). www.Hawaii.gov/Kamehameha

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About HTUSA

Hawai'i Tourism United States (HTUSA), managed by the Hawai'i Visitors and Convention Bureau, is contracted by the Hawai'i Tourism Authority (HTA) for marketing management services in the continental U.S. The HTA, the state of Hawai'i's tourism agency, was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs. For more information about the Hawaiian Islands, visit gohawaii.com.

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

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