



FOR IMMEDIATE RELEASE

2 December 2025

WINTER WHAT'S NEW & LOOKING AHEAD TO 2026

HAWAII — Immerse yourself in the spirit of the Hawaiian Islands this winter from breathtaking landscapes and vibrant communities to unique cultural activities and events found only in Hawai'i. Whether it is your first, second or third visit, each day in Hawai'i offers opportunities to learn, experience and engage with the wonder of our islands.

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

MĀLAMA HAWAII & CULTURE

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

Eating Our Roots (Island of Hawai'i). Discover the food stories of Hawai'i Island in season two of “Eating Our Roots,” hosted by Chef “Ippy” Aiona. The series explores the island’s culinary landscape as Aiona connects with local farmers, ranchers and fishermen, sharing recipes and highlighting the people dedicated to Hawai'i's food systems. Featured locations include Ola Brew Co. and several farms in Waimea, showcasing the deep connections between food, culture and community. [HawaiiNewsNow.com](#)

Fairmont Orchid (Island of Hawai'i) has partnered with the 'Āko'ako'a Coral Reef Restoration Program, which leads sustainability and ocean conservation efforts along the Kohala Coast. Guests can now experience the resort's coral restoration site in Pauoa Bay up close through guided snorkel excursions. The partnership also launched quarterly Coral Chats, offering guests opportunities to learn directly from marine experts about local reef conservation. [FairmontOrchid.com](#)

Farm Link Hawai'i (O'ahu) has opened its first brick-and-mortar location, Hō'ili'ili Market, a space dedicated to celebrating local farmers and producers while strengthening Hawai'i's food system. Beyond groceries, the market features daily tastings, prepared foods led by culinary specialist Robert Santos and Hawai'i-made products co-created through farmer and producer collaborations. [FarmLinkHawaii.com](#)

Friends of Pu'uhonua o Hōnaunau National Historical Park (Island of Hawai'i) invites guests to a new series of cultural programming events in collaboration with the Apple TV historical drama, “Chief of War.” Each program offers guests opportunities to gain a deeper understanding of Hawai'i's history from an indigenous perspective, presenting a clip from the series for viewing followed by a hands-on demonstration. [NPS.gov/PUHO](#)

Hawai'i Farm Project and Hawai'i 'Ulu Cooperative (Maui) have announced a new partnership to aggregate and process 'ulu (breadfruit) from farms across Maui. Working with Maui Breadfruit Company, the co-op will use Hawai'i Farm Project's newly renovated Hāli'imaile aggregating and processing facility to receive, clean, steam, freeze, and package 'ulu. The partnership supports local farmers and expands distribution to Maui restaurants, schools, and hospitals. [EatBreadFruit.com](#)

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Kailua Village Business Improvement District (Island of Hawai‘i) has been recognized by the International Festivals and Events Association (IFEA) as one of its 2025 World Festival and Event Cities. The global recognition honors destinations that foster cultural authenticity, community pride, and visitor engagement through exceptional events. Historic Kailua Village is celebrated as “the heart of Kona’s celebration culture,” hosting world-famous events such as the Ironman World Championship, Kona Coffee Cultural Festival, and Queen Lili‘uokalani Long Distance Canoe Races, reflecting Hawai‘i Island’s deep-rooted traditions and *aloha* spirit. HistoricKailuaVillage.com

Outrigger Kaua‘i Beach Resort & Spa (Kaua‘i) invites guests to connect with local culture and to *mālama ʻaina* (to care for the land). Experience “E Komo Mai” every Friday evening from 5 to 6 p.m., a celebration featuring *pahu* (drums), Hawaiian *oli* (chant), and cultural performances from across Polynesia led by *kumu hula* (hula teacher) Wailana Duarte. Guests can also participate daily in Mālama Nukoli‘i, a self-guided beach cleanup program utilizing in-room kits, provided in partnership with local nonprofit Ho’omalu Ke Kai, to help remove microplastics from Nukoli‘i Beach. Outrigger.com

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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 ['] 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 Lāna‘i). However, HTUSA respects the individual use of these markings for names of organizations and businesses.

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