



Waikiki Wiki Wiki Wire

Beachwalk Bypass clearing Ala Wai Blvd.



The emergency bypass system that includes the above-ground pipes and pumps next to Ala Wai Boulevard was reactivated once again on May 6 so crews could work in a wetwell chamber underneath the Beachwalk Pump Station.

Same day report received by WIA is that the inspection went exceptionally well with absolutely no signs of any settlements, cracking, or spalling. Therefore, starting May 7 the remaining 750 feet of 42" HDPE pipe and the portable Godwin pumps along Ala Wai Blvd. will be flushed and disinfected. The actual dismantling and removal of the pipe is scheduled to start next Monday, May 12.

If all goes well, the Ala Wai will be clear again ... with more street parking, restored bike lane and sidewalk.

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Ruth's Chris Steak Houses Island-wide Celebrate Mother's Day

Ruth's Chris Steak House celebrates Mother's Day on Sunday, May 11 at all five Hawaii locations— Restaurant Row and Waikiki Beach Walk on Oahu, in the Lahaina Center on Front Street and The Shops at Wailea on Maui, and The Shops at Mauna Lani on the Big Island—and all Moms will receive two gifts from Ruth's Chris: a \$25 gift card for use on her next visit and a beautiful rose.

All locations will be open from 4 p.m. for family enjoyment, with the popular Prime Time three-course dinner special expanded to be available until 6 o'clock. This implements a statewide Sunday opening at 4 p.m. to accommodate residents and visitors alike who have made Prime Time such a success.

Priced at \$39.95 and \$46.95 for a complete meal, the popular Prime Time begins with a choice of Steak House or Caesar salad. Entrees at \$39.95 include the top-selling Petite Filet and Ribeye, USDA Prime at its best, plus Fresh Island Fish prepared by the Ruth's Chris chefs to capitalize on the day's catch and the new Stuffed Chicken, showcasing an oven roasted free-range double chicken breast filled with garlic herb cheese and served with lemon-thyme butter.

Entrees at \$46.95 are the Veal Chop marinated overnight in a savory blend of pepper vinegar, garlic and onions and served sizzling with hot and sweet peppers; Kurobuta Pork Chops, topped with pan jus, caramelized onions and roasted grape tomatoes; Steak Au Poivre, a prime New York Strip topped off with a peppercorn and Cognac sauce; or Petite Filet with Crab Cake, a tribute to Ruth's Chris Steak Houses' Louisiana roots. All entrees are served with a choice of accompaniment, so diners select from the signature Creamed Spinach, Mashed Potatoes, Sauteed Mushrooms or Steamed White Rice, the local favorite. Dessert selections are ice cream, sorbet or New Orleans-inspired Bread Pudding with Whiskey Sauce.

The entire award-winning Ruth's Chris menu will be offered all evening long, with its array of tantalizing appetizers, fresh salads, unbeatable steaks, fresh seafood, chicken and chops, signature side dishes and mouthwatering desserts.

Each of the Ruth's Chris Steak Houses also will be offering chef's specials for Mother's Day.

In addition, all Ruth's Chris locations will showcase the well-received new Prime Rib offering for only \$39.95 (subject to availability) which will be offered on an on-going basis on Sundays starting on Mother's Day.

For reservations, call Waikiki Beach Walk at 440-7910. Note that Prime Time specials are available at all locations, but may not be used as private dining menus. Tax and gratuity also are not included on any of the offerings.



Chef Nobu returns to NOBU WAIKIKI at the Waikiki Parc Hotel May 28 – June 1, 2008

Nobu Waikiki serves Lunch Monday – Friday, from 11:30 a.m. to 2:00 p.m., and Dinner from 5:30 p.m. to 11:00 p.m. "The Lounge at Nobu" is open from 5:00 p.m. – Midnight.

Beachwear is prohibited. Complimentary valet service available at Waikiki Parc Hotel's Helumoa Porte-cochere. Reservations strongly recommended and available at (808) 237-6999.

Hilton Hawaiian Village Beach Resort & Spa Offers Special Room Rates, Menus for Mother's Day Weekend

This year, kama'aina families can truly make it a Mother's Day to remember at the Hilton Hawaiian Village Beach Resort & Spa. The hotel is offering kama'aina room rates starting at \$165 per night over the Mother's Day weekend (May 9 through 12), so the entire family can plan on a mini-getaway on Friday and Saturday evening, then wake up Sunday morning to treat mom on her special day with Mother's Day menus.

Families can begin their getaway on Friday, May 9 by enjoying the sounds of the incredibly popular Piranha Brothers at the Tropics Bar from 3:30 p.m. Then, enjoy dinner at either the Bali by the Sea or Rainbow Lanai, take in the fireworks at 8 p.m., and end the evening on a high note with Olomana at the Tapa Bar until 11 p.m. The following morning, families can spend the day at the newly rejuvenated Duke Kahanamoku Lagoon and take in "Surfing 101," a complimentary "talk-story" session exclusively for hotel guests.

On Mother's Day, May 11, Chef Pamala Hayes of Rainbow Lanai Restaurant is putting together a lavish brunch buffet that includes an assortment of cold foods, including a complement of salads, shrimp, sushi and poke. The carving station will feature slow-roasted prime rib and whole roasted Chinese pig. Other hot selections include orange teriyaki glazed salmon, Hawaiian eggs benedict, macadamia nut pancakes, seafood newburg, as well as mini-donuts, mini-danishes, assorted coffee cakes, croissants, muffins and hot cross buns from the Hilton's Bake Shop. To top off the brunch, a dessert station with a variety of mouth-watering treats will be available - everything from strawberry shortcake and banana cream pie to rainbow fruit mousses and macadamia nut bread pudding. In the evening, Rainbow Lanai will offer an impressive Mother's Day dinner spread from 5:30 to 9:30 p.m. Additional items featured at dinner include cracked crab legs and beef and vegetable curry. Prices for both brunch and dinner are the same: \$49 for adults and \$26 for children under the age of 12, plus tax and gratuity.

And in a rare Sunday evening open, Bali by the Sea and its new chef, Francois Bougard, presents a menu that will make mom feel like one-in-a-million. Some of the featured items include Kona kampachi tartar, sugar cane-crusting scallops, and for their entrée, diners can choose from pan-seared snapper or filet

To make the weekend extra special, families who take mom to dine at either the Rainbow Lanai for brunch or dinner, or Bali by the Sea for dinner, can enter into a drawing to win mom a 50-minute Around the World massage at the independently owned and operated Mandara Spa in the Kalia Tower.

Or families can just treat mom to the spa over the weekend. Teen girls can join their moms at the spa too and take advantage of a hip youth program called YSPA MENU. While the YSPA is for teens 16 and older, younger children can still enjoy salon services at Mandara Spa. Kama'aina are entitled to a 20 percent discount off all of Mandara's spa services. Reservations at Mandara Spa can be made by calling 808-945-7721.

Atlantis Submarines also offers its special kama'aina rate of \$35 per adult and \$15 per child exclusive of tax and harbor fee. The 48-passenger submarine takes explorers about a mile off shore to depths of more than 125 feet to get nose-to-nose with sea creatures that live amongst Waikiki's reef. To reserve seats aboard the Atlantis submarine, call Atlantis at 973-9811.

In addition to kama'aina rates beginning at \$165 a night for Friday and Saturday night stays, rates begin at just \$149 a night for Sunday through Thursday stays. Proof of Hawaii residency is required. To make kama'aina reservations, call the resort at (808) 949-4321, and ask for rate code "P3."



Aqua Hotels & Resorts promotes KeAlii Alexander and Vince Mauldin

Aqua Hotels & Resorts announced two recent promotions within their operations department.

KeAlii Alexander was promoted to Area General Manager, overseeing Aqua Aloha Surf & Spa, Aqua Palms & Spa and Aqua Waikiki Beachside hotels.

Alexander joined Aqua in early 2007 as General Manger of the 202-room Aqua Aloha Surf & Spa where he successfully oversaw the daily operations of the hotel including front desk, housekeeping and maintenance. "Alexander has excellent leadership skills and is recognized for coaching and empowering his employees," remarked Guy Underkoffler,



Senior VP of Operations for Aqua Hotels & Resorts. "His previous experience at Waikiki Beachside is a great asset to Aqua Hotels."

Prior to joining Aqua Hotels & Resorts, Alexander was assistant general manager of ResortQuest Waikiki Beachside and Waikiki Beach Tower properties.

Vince Mauldin was named Hotel Manager for the 79-room Aqua Waikiki Beachside, located at 2452 Kalakaua Avenue. Most recently, Mauldin was Guest Services Manager for Aqua Coconut Plaza and, during the hotel's current renovation process, has been assisting Aqua's home office with special projects.

Prior to joining Aqua Hotels, Mauldin was Director of Operations for KeyPoint Credit Union in California.



He received his BSBA/BSBM from the University of Phoenix in San Jose.



Bali by the Sea Appoints New Chef

New chef promoted from hotel's chef tournant position after two years

Bali by the Sea, the culinary landmark at the Hilton Hawaiian Village Beach Resort & Spa, has named Francois Bougard as its new chef. He most recently served as chef tournant for the hotel, and with this promotion, he will oversee an award-winning restaurant that is consistently voted one of the islands' favorite.

Bougard's extensive culinary experience began in Paris at the Le Montparnass 25 Restaurant as an apprentice cook. His career has taken him to other locales such as San Francisco, California and Kapalua, Maui before arriving in Waikiki on Oahu.

After serving as a pantry cook and line cook in Northern California, he landed at the renowned Pastis Restaurant in San Francisco as its sous chef. He has also served as chef tournant at The Anuenue Room at The Ritz-Carlton in Kapalua, Maui from February 1999 to September 2000, and at La Mer Restaurant at Halekulani Hotel from September 2000 to August 2005. In 2006 after a brief stint at Le Vistamar Restaurant in Monaco, France, he joined the Hilton Hawaiian Village as its chef tournant.

A graduate of Ecole Culinaire Ferandi in Paris, Bougard is fluent in French.

Bali by the Sea offers one of the finest oceanfront dining experiences in Hawaii. Stunning views of the Pacific Ocean and the sunset complement an award-winning menu that includes such selections as the Bali Sampler - an appetizer featuring lump crab cake, ahi and Kona kampachi sashimi, roasted beet salad and sugar cane-crusted scallop. Its signature entrée is the orange miso-glazed Kona kampachi.



ResortQuest Hawai'i Offers Great Tax Rebate Getaways for Kama'āina

Looking for a way to spend your tax rebate? ResortQuest Hawaii offers special kamaaina rates at all of its 26 hotels and condominium resorts including the Waikiki Sunset, Waikiki Banyan, and Pacific Monarch condominium resorts. Staying at these three great getaways in the heart of Waikiki will make every dollar of your rebate count. Special rates are valid now through June 11 and August 25 – December 23, 2008.

ResortQuest Waikiki Sunset special kamaaina rates are available from \$119/night.

ResortQuest at the Waikiki Banyan special kamaaina rates are available from \$116/night.

ResortQuest Pacific Monarch special kamaaina rates are available from \$105/night.

For reservations or inquiries, please call ResortQuest Hawaii's 24-hour Reservation Center toll-free from any island of Hawaii at 1-800-321-2558, or email info@resortquesthawaii.com and ask for "Kama'aina Rates."

Japanese Download Official Hawai'i Podcast a Record Number of Times



Hawaii remains a popular destination for the Japanese, according to Dave Erdman, president and CEO of PacRim Marketing Group, Inc. His company notes a trend of increasing interest in traveling to Hawaii in Japan, evident by a record number of downloads of the Japanese language Official Hawaii Podcast and by the “buzz” in the Japanese media.

Downloads of The Official Hawaii Podcast, a weekly, 20-minute audio show recorded in Japanese and downloadable on computers, cell phones, and other digital palm devices for free at www.hawaiiipodcast.jp, spiked sharply in March and April to more than 20,000 per month. Prior to that, the Podcast was being downloaded an average of 14,000 times per month.

“In part, this is due to iTunes Music Store running a storefront campaign for travel podcasts,” said Erdman, “but also there is a renewed interest in traveling to Hawaii in Japan.”

Japanese publications, television and radio programs are focusing on how this is a good time to go to Hawaii, Guam, or the U.S. Mainland because of the weak U.S. dollar. “For example, Japan’s popular daily paper, Nikkei Shimbun ran the headline, ‘Hawaii iki yasuku,’ meaning, ‘it’s easy to go to Hawaii,’ Erdman said. “The Nikkei article went on to report about a 34-year-old office lady who had planned a domestic trip to see the cherry blossoms, but was considering to go to Hawaii instead.”

All of this is positive news for those marketing to the increasing number of tech savvy Japanese who are receptive to using “new media,” such as podcasts, to gather information.

Starwood Hotels & Resorts Worldwide, Inc. Online Marketing Manager, Christopher Wieners, agrees: “Our sponsorship of the Official Hawaii Podcast puts us in front of a captive audience that desires to learn more about the destination without having to hear a sales pitch. The content we have provided has been instrumental in attracting Japanese guests to our new outlets and exciting programs.”

Starwood Hotels & Resorts Worldwide, Inc., is the Podcast’s inaugural Grand Sponsor; other sponsors include the Outrigger Hotel and Marriott Hotel groups.

Update and breaking news on the Japanese-language Official Hawaii Podcast:

The Bothers Cazimero will be releasing their first album in 4 years, titled "Destiny", on May 20. And the Japanese-language Official Hawaii Podcast this week will contain the WORLDWIDE PREMIERE, your first chance to hear music from the new CD anywhere!! Podcast episode 38, to be released Friday May 9, will feature the track "Pua Laha'ole" from the new Brothers Caz CD.... don't miss this sneak preview! For more information on this new album please go to <http://www.mountainapplecompany.com/caz/>.



City to Recognize National Emergency Medical Services and Beach Safety Weeks

The City and County of Honolulu's Emergency Services Department will kick-off Emergency Medical Services (EMS) week and National Beach Safety week with a proclamation signing by Mayor Mufi Hannemann scheduled for 10:00 AM on Friday, May 16th at the Mission Memorial Auditorium.

Immediately following the proclamation signing there will be a recognition ceremony for Emergency Medical Services and Ocean Safety personnel who recently performed outstanding acts of courage and bravery.

"It is important that we take the time to honor the courageous men and women who serve as first responders and are always answering the public's call for help," said Mayor Hannemann. "We owe a great debt to those who have dedicated their lives to ensuring the safety of everyone around them."

The City and County of Honolulu's Emergency Medical Services Division will observe the 35th annual national Emergency Medical Services (EMS) week from May 18 to 24, 2008. The theme this year is, "EMS: Your Life Is Our Mission."

The City and County of Honolulu's Ocean Safety and Lifeguard Services Division in conjunction with the United States Lifesaving Association (USLA) will celebrate National Beach Safety week from May 19 to 26, 2008.

The Emergency Medical Services Division, which provides ambulance services on Oahu, and the Ocean Safety and Lifeguard Services Division, whose Water Safety Officers protect beachgoers on Oahu's beaches, together constitute the Honolulu Emergency Services Department.

For more information about the Honolulu Emergency Services Department please go to www.honolulu.gov/esd.

Hilton Hawaiian Village Beach Resort & Spa Named Among Parents Magazine's Best Beach Resorts for Families

At No. 7, the resort is only Hawaii property in the magazine's "Top 10"

The Hilton Hawaiian Village Beach Resort & Spa has claimed the seventh spot in Parents Magazine's "10 Best Beach Resorts for Families on a Budget." It is the only Hawaii property to be included in the Top 10. In its May 2008 issue, the magazine calls the resort a "family favorite" citing its numerous pools - including one just for kids, free snorkeling lessons, hula lessons, a renowned wildlife collection, and the Rainbow Express Keiki Club.

In putting together the article, which is part of the magazine's ongoing "10-best" series, Parents Magazine staff evaluated more than 200 beach resorts in the United States and Caribbean based on room rates and other resort costs, the quality of the supervised children's program, the variety of family activities, pool and beach area, and many other factors that are important to moms and dads.

With a circulation of 2.2 million, Parents Magazine advocates for the American family, providing information for raising happy and healthy children. "Our winners are practically rolling out the red carpet for families on a tight budget," says Sally Lee, editor in chief. "Great kids' programs and perks are no longer exclusive to resorts with high price tags."

"Being selected by Parents Magazine as one of the top resorts for families is a tremendous honor," says Jon Conching, vice president, sales and marketing, Hilton Hawaii. "Families represent a major segment of our guests, and the selection is a terrific endorsement of the great experience families enjoy at the Hilton Hawaiian Village."



Waikīkī parade watch (courtesy of the City)

May 10, 2008 Saturday
9:00AM Starts
11:00AM Ends

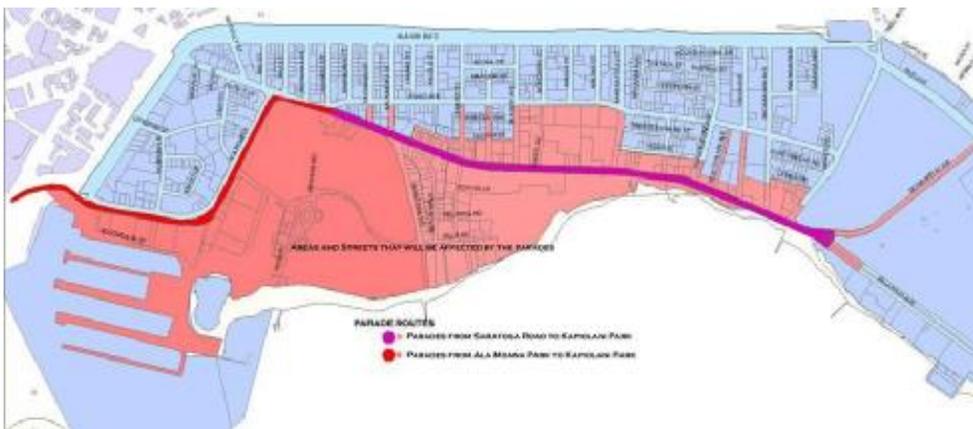
FILIPINO PARADE & FIESTA sponsored by FilCom Center of Hawaii. The event is expected to have 1,000 marchers, 5 vehicles, 6 floats, & 6 bands. It will start at Ft. DeRussy, to Kalakaua Ave., to Monsarrat Ave., end at Waikiki Shell Parking Lot in Queen Kapiolani Park. Fiesta will be in Queen Kapiolani Park.
Contact: Serafin "Jun" Colmenares 349-9319, Fax: 485-0390,
E-mail: juncolme@yahoo.com

May 17, 2008 Saturday
7:00AM Starts
1:00PM Ends

30th ANNUAL VISITOR INDUSTRY CHARITY WALK sponsored by Hawaii Hotel Industry Assn. The event will have 9,000 runners/walkers. It will start at Ala Moana Park's McCoy Pavilion Key Hole area, clockwise around Ala Moana Park, to Ala Moana Blvd., mauka sidewalk area, to Ala Wai Promenade area, to Kalakaua Ave., makai sidewalk area and curb lane, to Koko Hd side of Kapahulu Ave., to Ala Wai Blvd., mauka sidewalk and curb lane, to Seaside Ave., to Aloha Dr., to Lewers St., to Kalia Rd., to Ala Moana Blvd., to end at Ala Moana Park. Contact: Tina Yamaki 923-0407 Fax: 924-3843 Email: tyamaki@hawaiihotels.org
For more info, visit their website: <http://www.charitywalkhawaii.org/>

May 17, 2008 Saturday
7:00AM Starts
9:00AM Ends

HONOLULU KEIKI TRIATHLON sponsored by USA Triathlon/Honolulu Triathlon Race Committee/Premier Event Management. The event is expected to have 150 participants. Swim: Sans Souci Beach to end at transition area Bike: transition area to Kalakaua Ave., on makai half, ewa bound, then U turn at Monsarrat Ave. and head kkhhd bound to finish at transition area, Run: from transition area ewa on grassy area, onto sidewalk area behind Aquarium, U turn near Tennis Courts and head kkhhd on Kalakaua Ave sidewalk to finish ewa of Sans Souci transition area Contact: Premier Event Management, LLC, Steve Foster 864-0113, Fax: 685-6666.
For more info, visit their website: <http://www.honolulutriathlon.com/>



The above is based on the most current information available from the event organizers as of the date of this publication.

For more information, call the Department of Transportation Services, 808-527-6009.



Waikiki Improvement Association

2255 Kuhio Avenue, Suite 760
Honolulu, HI 96815

Phone: 808-923-1094
Fax: 808-923-2622

If you would like to share news with other members of WIA, please send your info to mail@waikikiimprovement.com or fax to 923-2622.

Check out our website at:
www.waikikiimprovement.com



Waikiki Beach Clean-up!

June 7, 2008 (Kamehameha Day)

Please join the Waikiki Ohana Workforce of the **Waikiki Improvement Association** in conjunction with the **Japan-American Society** for a Waikiki Beach Clean-up! Continental Breakfast to be provided by Hilton Hawaiian Village.
Please RSVP @923-1094.

7:00 am: Meet at the Duke Kahanamoku Statue in Kuhio Beach Park .
(Transportation will be provided to other clean-up areas.)

9:00 am: Ends back at Kuhio Beach Park.

- Wear a company t-shirt and have a photo taken!
- All are welcome!

Our valuable sponsors: ABC Stores, C&C Lifeguards, Crazy Shirts, DFS Hawaii, E Noa Corporation, HPD-D6, Halekulani, Hawaiian Building Maintenance, Hilton Hawaiian Village, Hyatt Regency Waikiki, International Market Place, Outrigger Enterprises, Pacific Beach Hotel, Roberts Hawaii, Sheraton Princess Ka'iulani, Superstar Transportation, Waikiki Beach Activities Inc., Waikiki Beach Marriott Resort, Waikiki Trade Center.



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