



## Waikiki Wiki Wiki Wire

### Waikiki really is ‘The Gathering Place’

In a recent article, Lee Cataluna challenged Waikiki’s commitment to providing activities for residents as well as visitors. WIA President Rick Egged submitted the following commentary to the Honolulu Advertiser in response.

#### Waikiki Welcomes All

I was more than a bit puzzled by Lee Cataluna’s column last Sunday, “Locals may benefit as tourism stumbles.” First of all, nobody in Hawai’i – locals or otherwise – benefits when our visitor industry hits a slump. Tourism drives our local economy, and when visitor numbers are down, the negative ripple effects can be felt by everyone in the City, County, and State.

I don’t believe the usually well-informed Lee Cataluna has really taken a look at what is happening in Waikiki. If she has visited Waikiki recently, she would have known that not only is Sunset on the Beach alive and well, but that there is a wide array of activities in Waikiki that bring residents to Waikiki on a weekly basis. Just to name a few: in January, Waikiki started the year with a New Year’s fireworks display and the Parade of Champions; in February, the Pro Bowl Block Party; in March, there was a parade and block party for the Honolulu Festival and the Prince Kūhiō Day Parade; in April, Walk America by the March of Dimes and Earth Month activities at the Waikiki Aquarium; in May, there was the Waikiki Spam Jam, the Filipino Parade & Fiesta and Waikiki By Moonlight; and in June, the Pan Pacific Festival and Parade and the King Kamehameha Day Parade.

Before the year is over, more entertainment will take place in Waikiki. And, the good news is that Sunset on the Beach will join with several of the upcoming Waikiki events to expand the offering to residents and visitors.

In August, Sunset on the Beach partners with two major events on separate weekends, the Maui Writers Conference and Duke’s Oceanfest. September features the Aloha Festivals Parade and Waikiki Ho’olaule’a as well as the Hapa Haole Hula and Music Festival and Competition. In October, Sunset on the Beach teams up with the Louis Vuitton HIFF Fall Festival. The World International Hula Festival at the Waikiki Shell takes place in November and Sunset on the Beach joins with International Waikiki Hula Conference. And in December, Sunset on the Beach partners with the Sheraton Hawaii Bowl

Aside from Sunset on the Beach, every day of the week, except Monday, the award-winning Waikiki Hula Show takes place at the Kūhiō Beach Hula Mound, near the Duke Kahanamoku statue along with a nightly torch lighting. Authentic Hawaiian music and hula shows are performed by some of Hawai’i’s best kumu hula and their hula hālau. These shows are very popular and enjoyed by many who live, work and visit Waikiki. It’s Hawai’i’s culture in the form of entertainment that everyone enjoys.

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Many of these events are co-sponsored by the City and most receive Waikīkī business and Hawai'i Tourism Authority support.

Mayor Hannemann has always supported and valued Sunset on the Beach, particularly because it continues to draw residents to Waikīkī and offer great opportunities for visitors to interact with us in positive ways. If you recall, these events were begun by Mayor Harris as City functions, where City crews did the work and the City paid the lion's share of the costs.

When Hannemann took office in 2005, he followed through on a longstanding promise to CUT direct City spending on these events by reaching out to private partners. The Waikīkī Improvement Association offered to assume the lead responsibility for putting on these beach events. Through public-private partnerships, these worthwhile events continue to be presented to the public one weekend a month. Thanks to the partnership developed by the City, WIA, the Hawai'i Tourism Authority and, through the generous sponsorship of Tesoro Hawaii - Sunset on the Beach is no longer paid for solely by City taxpayers.

Yes, there was no Sunset in July, but that was an unforeseen occurrence involving a group that had sponsored that July weekend for the last 6 years. Not only are there Sunset events offered every month for the rest of the year, but Mayor Hannemann has made these events even more accessible and meaningful to locals, by bringing Sunset events into Oahu's neighborhoods. By supporting local community groups and providing grant funds through the "Hawai'i Tourism Authority's County Product Enrichment Program" that the City administers, Rediscover events in communities like Kalihi, Wai'anae, Waimānalo, and Kapolei have not only brought local residents together, but also offers visitors with uniquely O'ahu experiences. The newest Rediscover is being planned by the community in Makiki on July 25-26. I hope Lee will go and experience the City's support and "love for locals" and come to Waikīkī more often where she is always welcome.



## HTA Announces Dates of Annual Tourism Conference

The Hawai'i Tourism Authority (HTA), the state's tourism agency, is pleased to announce that the fifth annual Hawai'i Tourism Conference will be held on August 7-8, 2008 at the Hawai'i Convention Center. Themed, Hawai'i a Ma 'Ō Aku - So Much More Hawai'i, this year's conference will bring together local and national visitor industry experts to discuss the latest tourism issues and trends, and will include topics such as Hawai'i's tourism product development, preparing for Korean and Chinese visitors, airlift challenges and opportunities, hotel trends and forecast for 2009, managing Hawai'i online, and more.

On August 8, HTA's marketing partners—the Hawai'i Visitors and Convention Bureau, Hawai'i Tourism Japan, Hawai'i Tourism Asia, Hawai'i Tourism Europe, Hawai'i Tourism Oceania, and SMG for the Hawai'i Convention Center, will present their 2009 marketing plans.

The cost to register for the fifth annual Hawai'i Tourism Conference is \$165 per person (\$75 for students) and includes lunch, refreshments and conference materials. Registration after July 25 is \$180 (\$100 for students). To attend the marketing presentations on August 8 only, the registration fee is \$50 (\$65 late registration). For more information or to register, please visit [www.hawaiitourismconference.com](http://www.hawaiitourismconference.com).

In addition, The Keep It Hawai'i Recognition Awards ceremony will be held during the Tourism Conference, on August 7. The award recipients will be announced during the day's last general session. This prestigious award recognizes individuals, organizations and businesses that are perpetuating the Hawaiian culture through programs, events or activities for residents and visitors to enjoy.

## Master Musicians to Lead Acoustic Workshop in Hawai'i

### Instructors include four Grammy nominees and Japan's #1 female slack key artist

Two Grammy winners, two Grammy nominees and the top female slack key artist in Japan will be the featured instructors at the fourth annual Ledward Ka'apana Aloha Acoustic Workshop, hosted by the Outrigger Waikiki on the Beach, August 13 to 16, 2008.

A perfect prelude to the 26th Annual Hawaiian Slack Key Festival on August 17, the multi-day workshop is a rare opportunity to learn from Grammy winner Ka'apana -- one of the world's most respected slack key artists -- together with Grammy nominees David Kahiapo, Ozzie Kotani and Paul Togioka, and Japan's top female slack key artist Agnes Kimura.

"This is the kind of workshop that is every aspiring musician's dream, to learn from a true master like Ledward and his celebrated fellow artists," said Jim Heather, general manager of the Outrigger Waikiki on the Beach. "We are thrilled to host this extraordinary musician and teacher as part of our ongoing commitment to sharing Hawaii's musical heritage with our guests and community."

Born and raised in a musical family, Ka'apana is renowned for his mastery of the ki ho'alu (slack key guitar) and exceptional vocal skills. He is loved by audiences in Europe, North America, Japan, Tahiti and Hawai'i for his easy-going and rascal-like charm. He has released dozens of best-selling albums, both solo and with a group, and received numerous accolades including the Grammy and Hawaii's prestigious Na Hoku Hanohano Award.

Registration fee for the Aloha Acoustic Workshop is \$700 and includes four full days of educational workshops and music sessions. To sign up, call the Kihō'alu Foundation at 808-226-2697 or send an e-mail to [kihoalufoundationinc@yahoo.com](mailto:kihoalufoundationinc@yahoo.com). The workshop is limited to 20 participants.

Slack Key participants who stay at the Outrigger Waikiki or the Outrigger Reef will receive \$100 off the Aloha Acoustic Workshop fee.

Both the Outrigger Waikiki and Outrigger Reef are offering a "Kamaaina Free Parking Special" for Hawai'i residents. The promotion includes room rates starting from \$160 per night for a moderate room at the Outrigger Reef, and from \$195 per night for a city view room at the Outrigger Waikiki, plus free valet parking daily at each respective property.

Both properties also offer complimentary long-distance telephone calls within Hawai'i and to the mainland, free high-speed Internet access (wired in-room; wireless in public areas), an on-site Hawaiian Airlines check-in kiosk, and no resort fee.

As an optional add-on, kama'āina guests may also reserve a rental car from Dollar for an additional \$29 per day for a compact vehicle, \$36 for mid-size, and \$46 for full-size.

Room rates for the Kamaaina Free Parking special are based on double occupancy and are good through December 21, 2008. Package may not be combined with any other offer, and is subject to room availability, change and taxes. Some restrictions may apply.

For reservations or information, call toll free 800-OUTRIGGER (1-800-688-7444) or visit either [www.outriggerwaikiki.com](http://www.outriggerwaikiki.com) or [www.outriggerreef.com](http://www.outriggerreef.com). You can also e-mail [reservations@outrigger.com](mailto:reservations@outrigger.com).



## Honolulu Zoo Society offers twilight tours

What's Wild in Waikiki? Take a stroll to the Honolulu Zoo and learn the sort of monkey business that goes on after hours. Learn about the lives of the Zoo's remarkable citizens. Tours are held from 5:30 to 7:30 p.m. every Saturday evening! It's a fun evening of education never experienced by day visitors. Special arrangements can be made for large groups. Families are welcome. The tours are appropriate for all ages 5 to 105! Please purchase tickets in advance from the Honolulu Zoo Society (HZZS) by calling 971-7195. Walk-ups are welcome if space is available - meet at the Front Entrance at 5:15pm. See [www.honzosoc.org](http://www.honzosoc.org) for info.

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## “Kamaaina FREE For All” from Aqua Hotels & Resorts

### Waikīkī summer special includes FREE parking and more

Aqua Hotels & Resorts is offering a “Kamaaina FREE for All” package at Aqua Palms & Spa and Aqua Aloha Surf & Spa with rates starting from just \$98 per night, plus taxes.

“We are pleased to offer a kama’āina package which includes FREE parking at two of Aqua’s boutique hotels this summer,” said Elizabeth Churchill, Vice President of Sales & Marketing for Aqua Hotels & Resorts. “The complimentary amenities included as part of our boutique hotel brand are a great value, but when coupled with FREE self-parking, the savings is substantial – a minimum of \$50 per night booked.”

The “Kamaaina FREE for All” includes the following services and amenities:

- FREE Self-parking
- FREE Continental breakfast
- FREE High-speed Internet and WiFi
- FREE Local and toll-free phone calls
- FREE In-room safe usage
- FREE In-room coffee replenishment
- FREE Local newspaper
- FREE Apples
- FREE Bottle of water on arrival



The Aqua Aloha Surf & Spa is located in central Waikīkī and the Aqua Palms & Spa is in close proximity to Ala Moana Center. In addition to boutique amenities, guest rooms at both hotels include an ‘Aqua Kit’ – microwave, refrigerator and coffee maker, conveniences appreciated by many guests.

Aqua’s “Kamaaina FREE for All” is available through September 30, 2008, based on availability. Rates quoted are for single or double occupancy, plus taxes. The special cannot be combined with any other offer. Proof of Hawai’i residency required upon check-in.

For reservations call Aqua toll free at 1-866-406-2782.

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## The Concierge Association of Hawaii

### Organization Forms to Inspire and Enhance Hospitality throughout the Islands

Consistently ranked among the world’s best travel destinations, Hawai’i has quickly become a model for successful international visitor services. In conjunction with Les Clefs d’Or USA and Morris Visitor Publications, concierges from across Oahu have come together in triumph to form The Concierge Association of Hawaii. The forming of this association will inspire and enhance hospitality throughout Hawai’i’s tourism industry. The Concierge Association of Hawaii aims to provide educational and professional growth amongst its members and those aspiring to pursue a future in the concierge profession. We will develop a professional network among hotel concierges, the surrounding communities and local businesses to improve the Hawai’i guest experience and stimulate a consistent level of service excellence.

#### Executive Committee

- Marion Sato\* President—The Kahala Hotel & Resort
- Frank Hernández, V.P. Marketing/Public Relations—Halekulani
- Susan Koki\*, V.P. Membership—Halekulani
- Wendy Wong\*, V.P. Finance—Halekulani
- Naomi Abe\*, V.P. Operations- Hawaii Prince Hotel Waikiki
- Wendy Nagaishi, Secretary- The Royal Hawaiian Hotel

\* Les Clefs d’Or Member

For Further Information, Please Contact: The Concierge Association of Hawaii, Frank Hernández  
Marketing/Public Relations, Phone: (808) 779-4731

## Scott Kawasaki appointed director of public relations for Starwood Hotels & Resorts Waikīkī

Starwood Hotels and Resorts Hawai'i recently appointed Scott Kawasaki director of public relations for Starwood Hotels & Resorts Waikīkī.



Kawasaki will be responsible for overseeing the public relations efforts for the North American, Asia/Pacific and Hawai'i media markets for four Starwood properties in Waikīkī - The Royal Hawaiian, Moana Surfrider, A Westin Resort, Sheraton Waikiki and the Sheraton Princess Kaiulani.

Prior to joining Starwood, Kawasaki served as the director of public relations & advertising at the Hyatt Regency Waikiki Resort & Spa for the last 11 years. He has also worked as a food and beverage sales manager and guest service manager during his tenure at the Hyatt, and also has experience working as an account executive at the Aloha Surf Hotel.

A native of O'ahu, Kawasaki was born and raised in Honolulu. He received his Bachelor of Arts degree in Journalism and a minor in Japanese from the University of Hawai'i at Mānoa.

During his free time, Kawasaki enjoys surfing and singing.

## Starwood Hotels & Resorts Hawai'i promotes Celia Tamashiro to Field Marketing Manager

Starwood Hotels & Resorts Hawai'i announced the recent promotion of Celia Tamashiro to the position of the field marketing manager for Starwood Hotels and Resorts Hawai'i. Tamashiro will work closely with the company's regional team to strategically promote Starwood's Hawai'i hotels and increase online bookings and revenue.

Prior to her promotion, Tamashiro was the field marketing coordinator for Starwood Hotels & Resorts Hawai'i. She was instrumental in launching the company's new websites and also spearheaded a virtual maps project.



Tamashiro started her career in the hospitality industry in 1992 as an administrative assistant for leisure and group sales. She also worked at the Moana Surfrider as administrative assistant supporting the director of sales and marketing. In 2006, Tamashiro received the "Support Services Associate" award from the hotels' Support Services Network Council. She currently serves on the Starwood Hotels & Resorts Support Services Nextwork Council and as a member of the Sheraton Federal Credit Union Supervisory Committee.

## Sharon Duffin also promoted to field marketing coordinator

In the same department, Starwood Hotels & Resorts Hawai'i promoted Sharon Duffin was promoted to field marketing coordinator.

Duffin most recently served as a management trainee and sales & marketing coordinator for Starwood Hotels & Resorts Hawai'i's regional sales and marketing team. She was previously a marketing executive for the Marriott Ko Olina Beach Club and Marriott Rewards representative for Marriott International in Salt Lake City.



Duffin is a graduate of Brigham Young University Hawai'i where she earned a bachelors degree in International Business Management.

**STARWOOD**  
HOTELS & RESORTS WORLDWIDE, INC.

# Waikīkī Hula Show at the Kūhiō Beach Hula Mound

Authentic Hawaiian music and hula shows are **performed nightly except Mondays**, 6:30PM – 7:30PM, by Hawaii's finest hula hālau (troupes) and Hawaiian performers at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside Uluniu & Kalākaua Avenue in Waikīkī.

These are outdoor performances with seating on the grass or on beach chairs or beach mats. Cameras are welcome.

Presented by the City's Office of Economic Development (843-8002) and the Hawai'i Tourism Authority. FREE. Schedule subject to change without notice.



For JULY:

**Mondays:** No show

**Tuesdays and Thursdays:** Joan "Aunty Pudgie" Young and Puamelia

**Wednesdays:** Ainsley Halemanu and Hula Halau Ka Liko Ka Palai

**Friday, July 25:** Kale Pawai and Halau Na Pua Mai Ka Lani

**Saturday, July 26:** Joan S. Lindsey and the Joan S. Lindsey Hula Studio

**Sunday, July 27:** Leimomi Ho and Keali'ika`apunihonua Ke`ena A`o Hula



## A reminder from our City's lifeguards

1. Always swim at a beach with a lifeguard.
2. Consult with a lifeguard regarding ocean conditions before entering the water.
3. Heed all warning signs – they are there for a reason.
4. Never swim alone.
5. If you see someone in distress call for a lifeguard or dial 9-1-1.
6. Know your limits - IF IN DOUBT, DON'T GO OUT!

For public information regarding ocean conditions, advisories, and warnings, the Ocean Safety and Lifeguard Services Division provides a pre-recorded report which can be accessed 24 hours a day; at 922-3888 x 51 or visit:

[www.hawaiibeachsafety.org](http://www.hawaiibeachsafety.org)

## Waikīkī parade watch (courtesy of the City)

### July 20, 2008 Sunday

5:20AM Starts

11:00AM Ends

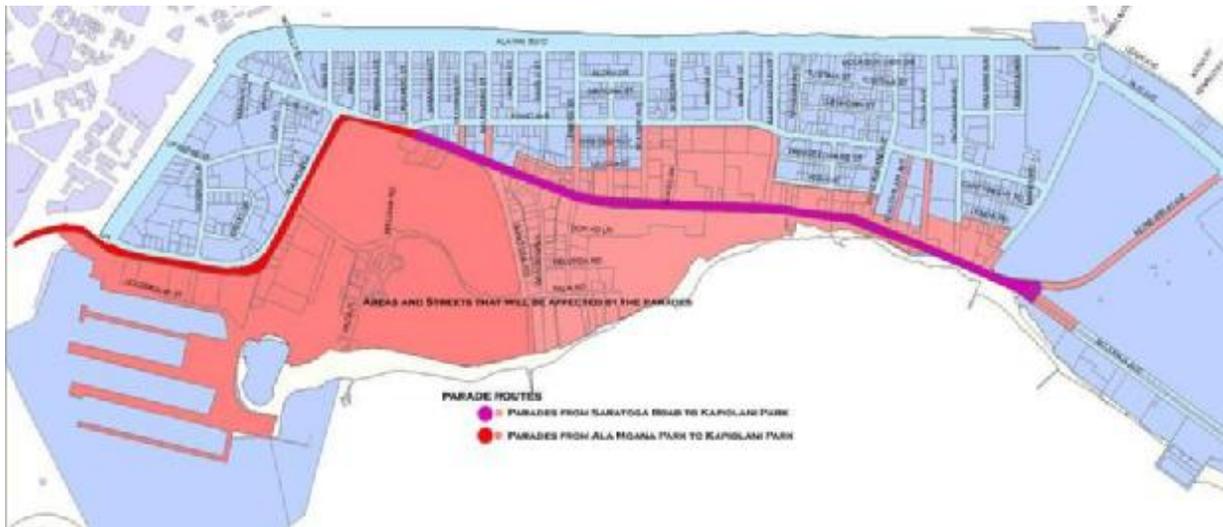
**28TH ANNUAL TINMAN TRIATHLON** sponsored by Tinman Unlimited. The event is expected to have 1,000 participants. **Swim:** Queens Beach, Queen Kapiolani Park. then : **Bike:** Transition area, to Kalakaua Ave., to Diamond Head Rd., to Kahala Ave., to Kealaolu Ave., to Kalanianaʻole Hwy., to Lunalilo Home Rd., to Hawaii Kai Dr., to turnaround at Kealahou St., to Hawaii Kai Dr., to Lunalilo Home Rd., to Wailua St., to Keahole St., to Kalanianaʻole Hwy., to Kilauea Ave., to Elepaio St., to Kahala Ave., to Diamond Head Rd., to Kalakaua Ave., to transition area in Queen Kapiolani Park, near bandstand. **Run:** Transition area, to Kalakaua Ave., to Kapahulu Ave., to Paki Ave., to Monsarrat Ave., to 18th Ave., to Kilauea Ave., to Elepaio St., to Kahala Ave., to Diamond Head Rd., to Kalakaua Ave., to end at Honolulu marathon finish line. Contact: Olga Caldwell 595-5317 Fax: 595-5317. E-mail: [tinmanhawaii@hawaii.rr.com](mailto:tinmanhawaii@hawaii.rr.com) For more info, visit their website: <http://www.tinmanhawaii.com/>

### August 16, 2008 Saturday

7:30AM Starts

9:00AM Ends

**15th ANNUAL OAHU HEART WALK** sponsored by the American Heart Association. It is expected to have 3,000 walkers. The event will start at Queen Kapiolani Park Bandstand, to Monsarrat Ave., to Diamond Head Rd., to Kalakaua Ave., to end at Kapiolani Park, Ewa of the Tennis Court. Contact: Leslie Lam 457-4967, Fax: 538-3443, Email: [leslie.lam@heart.org](mailto:leslie.lam@heart.org) For more info, visit their website: <http://www.oahuheartwalk.org/>



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](mailto:mail@waikikiimprovement.com) or fax to 923-2622.

Check out our website at:

[www.waikikiimprovement.com](http://www.waikikiimprovement.com)