



Waikiki Wiki-Wiki Wire

DFS Group Starts \$45 Million Renovation of DFS

DFS Group has begun a \$45 million renovation of its 180,000 square-foot store DFS Galleria Waikiki, the largest travel retail store in Hawaii, located at Kalakaua and Royal Hawaiian avenues in Waikiki. The renovation includes an already completed new Fine Watches and Jewelry World on the duty free (third) floor which opened in late December.

DFS has started the reconstruction of its Kalakaua Avenue entry, which will become the Waikiki Luxury Walk. Existing Hawaii-themed shops and the walkthrough aquarium will be replaced by European and American designer boutiques. Brands with shops in the Waikiki Luxury Walk will include Dior, Loewe, Pucci, Marc Jacobs, Ralph Lauren, Emporio Armani, Hugo Boss, Coach, and Chloe. The store will remain open during the phased construction which will be completed in early 2008.

Ed Brennan, Chairman and Chief Executive Officer of DFS Group, said, "A major strategic initiative

of DFS is to upgrade our offerings to focus on expanding core luxury brands and adding new brands that are popular with our customers. We believe our direction fits well with Hawaii's Strategic Tourism Plan which calls for attracting more high-spending visitors. We are very excited about the new direction we're giving the DFS Galleria Waikiki and the opportunity it provides us to add ours to the list of major renovation projects which are injecting new energy and excitement to the Waikiki destination."

Rick Egged, president of WIA, commented "DFS works hard at making the changes necessary to stay on top in a very competitive marketplace. Their new direction will provide more products for the higher yielding visitor."

Additional improvements include major reconstruction of all of the remaining first floor spaces and the entire second floor of the main DFS Galleria store. A greatly expanded and more elegant Beauty World will be a highlight of the new second floor presentation. Some beauty brands like Lancôme, Estee Lauder, Chanel, and Dior will be expanded and new brands will be added including Kiehl's, RMK, and Shu Uemura.

DFS Group is the world's largest travel retailer with more than 150 airport stores in Asia and the U.S. and 14 large downtown DFS Galleries in the Asia Pacific region. The company has 6,500 employees and is owned by LVMH Moët Hennessey Louis Vuitton and companies associated with one of DFS Group's founders, Robert Miller.



Inside this issue:

International Waikiki Hula Conference Meets the Press	2
Nobu Waikiki Debuts at the Waikiki Parc Hotel	3
Jerry Santos in Free Concert at Waikiki Beach Walk	4
Hilton Waikiki Price Kuhio Offers a Lion of a Deal	4
Firefighter Wins 3rd Annual Hyatt Stair Race	5
Nominate Restaurateurs to the HRA Hall of Fame	5

Savor Delectable Swiss Fare at the Ala Moana Hotel	6
Marriott Names Kevin Aucello to VP of Development	6
Private Party to Close Portion of Waikiki Beach Walk	7
Waikiki Hula Show DAILY!	7
Waikiki Parade Watch	8

International Waikiki Hula Conference Meets the Press

The organizers of the International Waikiki Hula Conference held a press conference at the Hawaii Convention Center on Tuesday, May 15th. Media representatives met the organizers, partners and some of the participating kumu hula and checked out how the convention center will be used for the workshops and activities. Attendees learned more details about this exciting inaugural event and its place within a larger vision of sharing the Native Hawaiian culture with the world!

Ainsley Halemanu, in traditional Hawaiian kikepa, gave the welcoming oli. Halemanu will be one of the hula conference's 25+ workshop presenters in November. Event producer Marnie Puuwaihaloha Weeks and event cultural tourism advisor Peter Apo of the Native Hawaiian Hospitality Association briefed the attendees on the upcoming conference. Weeks covered general event objectives and information and Apo discussed how this conference is part of a larger vision of providing opportunities for the Native Hawaiian community to shape the future of tourism.

Scheduled workshop presenters include many of the most respected kumu and cultural practitioners in Hawaii Nei, including Snowbird Bento, Cy Bridges, Maelia Loebenstein Carter, Kapiolani Hao, Leimomi Ho, Kealoha Kalama, Kaleo Trinidad and many more. The workshops will take place at the Hawaii Convention Center.

A unique part of the conference is that many of the attendees will have the opportunity to perform what they have learned at either a hotel or shopping center stage in Waikiki. Locations of the performances include the Sheraton, Marriott, Outrigger, Hyatt, Resort Quest and Hilton hotels. Shopping centers include the Royal Hawaiian Shopping Center, Waikiki Shopping Plaza and the International Marketplace.

The Conference Advisory Panel is comprised of participating kumu hula Kimo Alama Keaulana, Ainsley Halemanu and Leimomi Ho. Cultural Tourism Advisor for the event is Peter Apo of the Native Hawaiian Hospitality Association.

The International Waikiki Hula Conference, scheduled for November 15-17, 2007, has begun registration. The number of participants for the conference is limited to the first 1,000 people from around the world who register. The theme of the 2007 International Waikiki Hula Conference is "Hula in the land of its birth." The conference will be the largest of its kind.

Visit www.waikikihulaconference.com to find out information about the conference and to download registration forms or fill out an online form and print



From right: Kumu Hula Ainsley Halemanu, conference producer Marnie Weeks, and Rick Egged, president of WIA.

it out. The website is available in English and Japanese.

Registration forms will need to be faxed or mailed to the International Waikiki Hula Conference office in Honolulu, Hawaii along with payment for the conference. The forms can be faxed with credit card information, or payment will need to be sent by mail to complete the registration if paying by other means. Checks, money orders or cashier checks in US dollars and most major credit cards will be accepted for registration payment.

Early registration for the conference runs up to June 30. The cost is \$250 for individual registration, or \$200 for each registrant that is part of a group of 10 or more. After June 30, the individual rate increases to \$300, and no group discounts will be available.

The registration fee covers workshops, stage performance and opening and closing ceremonies. It also includes transportation during the conference from Waikiki hotels to the Hawaii Convention Center.

The producer of the conference is Marnie Weeks, the producer of the daily hula shows at the Waikiki beach hula mound fronting the Hyatt Regency Waikiki. The event was developed by the Waikiki Improvement Association.

INTERNATIONAL
WAIKIKI
HULA CONFERENCE

Nobu Waikiki Debuts at the Waikiki Parc Hotel Hawaii's Most Anticipated Restaurant to Celebrate "Kokoro Cuisine"

Nobu Waikiki, the most anticipated dining experience in Hawaii, is set to open its doors at the Waikiki Parc Hotel on Monday, May 28, 2007. A testament to a dynamic collaboration between the management of Nobu Restaurants and Hotels & Resorts of Halekulani, Nobu Waikiki will offer innovative Japanese cuisine featuring a priceless 'ingredient' acclaimed Chef Nobu Matsuhisa refers to as "Kokoro," or heart. Located in the lobby of the Waikiki Parc hotel, sister property of world-renowned Halekulani, Nobu Waikiki represents a unique confluence of stunning interior design by the Rockwell Group and culinary creative genius for which Nobu Matsuhisa has come to be known.

David Rockwell and Rockwell Group's design represents a fusion of indigenous Hawaiian tactile elements with a progressive Japanese aesthetic, resulting in a sophisticated yet casual ambiance that will set the standard for "Waikiki Chic." The 7,500 square foot restaurant features a dramatic bar and lounge, a sushi bar, private dining room and a main dining space that collectively can accommodate approximately 250 guests. Accentuated by illuminated Italian onyx paneling, soaring artisan wall hangings and walnut finishings, Nobu Waikiki embodies a sense of grandeur yet provides a feeling of warmth and intimacy. The restaurant is poised to dramatically redefine, and set a new standard for, the dining, cocktail and nightlife experience in Honolulu.



"In less than a year, the radius of Waikiki's Lewers and Kalia Streets has become the entertaining and dining mecca of the Pacific," said Peter Shaindlin, Chief Operating Officer for Halekulani Corporation. "Collaborating with Nobu and David Rockwell has been an exhilarating experience as well as a great privilege for our corporation, and we are honored to welcome such an esteemed establishment to the Hotels & Resorts of Halekulani portfolio. With the debut of Nobu Waikiki at the Waikiki Parc Hotel, combined with Halekulani's legendary La Mer, Hawaii's only AAA Five-Diamond restaurant, and Waikiki Beachwalk's exceptional dining offerings, Waikiki is now poised to become a global culinary destination."

"I am honored and very excited to see Hawaii's flagship Nobu restaurant, Nobu Waikiki, in full bloom. The partnership with the Halekulani and the Waikiki Parc Hotel has been a thrilling and synergetic process. I hope that this restaurant will become home to the residents and guests of Hawaii, for I feel that through Nobu Waikiki I too have 'come home'," said Chef Matsuhisa. "I am ready to cook with 'Kokoro,' to delight and gratify my guests, making sure they leave wanting more!"

In developing the distinctive menu for Nobu Waikiki, Chef Matsuhisa has drawn on the "heart" of Hawaiian culture, highlighting indigenous local ingredients and delicacies that celebrate the bounty of the sea. Nobu Waikiki will open to the public on Monday, May 28, 2007. Nobu's traditional private sake ceremony as well as a special Hawaiian blessing and other gala events will take place during the course of the summer.

Nobu Waikiki will serve dinner from 6:00 p.m. to 11:00 p.m., and the Bar Lounge will be open from 5:00 p.m. - Midnight. In addition, Waikiki Parc Hotel guests will soon enjoy exclusive in-room and poolside delicacies from the sushi bar and kitchen of Nobu Waikiki. Valet service is available at Waikiki Parc Hotel's Helumoa Porte-cochere. Reservations strongly recommended and available at (808) 237-6999.



Waikiki Beach Walk's Hawaiian Music Heritage Program Presents Jerry Santos of Olomana in Free Concert With Special Guests Hoku Zuttermeister and Barry Kimokeo

A familiar presence on the Hawaii music scene for the past three decades, Jerry Santos of long-time favorite Hawaii band Olomana, will perform on May 26 in the free monthly concert series that's part of Na Mele No Na Pua, Outrigger Enterprises Group's Hawaiian Music Heritage Program. Joining Santos will be special musical guests Hoku Zuttermeister and Barry Kimokeo for what is sure to be a memorable show.

Locals, visitors and families alike will take pleasure in the talents of Jerry Santos of Olomana, along side vocalist Hoku Zuttermeister with his signature Hawaiian falsetto sound, and Barry Kimokeo, one of Hawaii's up and coming guitarists. Hosting the concerts will be TV and Radio personalities Brickwood Galuteria and Kimo Kahoano.

Families can visit Waikiki Beach Walk to see Hawaii's best entertainers during this free monthly concert series offered in conjunction with an extensive, permanent exhibit showing the timeline of Hawaii's rich musical history, on view at the Embassy Suites®-Waikiki Beach Walk™ Hula Tower. Na Mele No Na Pua also includes periodic special educational and cultural events and interpretive displays – all free and open to the public.

The free concert will take place at the Embassy Suites®-Waikiki Beach Walk™ Grand Lanai, located on the 4th floor. Elevator access to the Grand Lanai is located on Lewers Street ground level. The concert will



Jerry Santos

be held on Saturday, May 26, 2007, 4:00-5:30 p.m. Free, no outside food or beverage will be allowed.

Valet parking for up to four hours for \$5 will be available at Embassy Suites-Waikiki Beach Walk and Wyndham Vacation Ownership-Waikiki Beach Walk, with purchase from any Waikiki Beach Walk shop/restaurant; parking subject to availability.

Hilton Waikiki Prince Kuhio Offers a Lion of a Deal!

“The Lion King” Special Limited Package

Disney's “The Lion King” at Blaisdell Concert Hall is sold out, but you can still treat yourself, friends and family to a special event with the Hilton Waikiki Prince Kuhio's “The Lion King” package. You'll have a memory that will last a lifetime when you see the entire savanna come to life - giraffes strutting, birds swooping, gazelles leaping! And Pride Rock emerges in front of your eyes. Enjoy this Broadway hit show as part of the Hilton Waikiki Prince Kuhio's special overnight package. All arrangements can be made through the hotel so you can just sit back, enjoy the show, and experience a night like no other!

“The Lion King” special package for two includes: orchestra seating, ocean view accommodations, and dinner in MAC 24-7 at an all inclusive rate of \$500.00 (+ tax). Additional persons may be included at \$150.00 each (includes ticket, dinner, and existing accommodations).

This special limited package offer is available for all Saturday evening performances of “The Lion King” that begin at 8:00p.m. For reservations or additional information, visit www.waikikiprincekuhio.hilton.com or call 1-888-243-9252.

Firefighter Keith Daniels Wins 3rd Annual Hustle up the Hyatt Stair Race

Honolulu Fire Department (HFD) employee Keith Daniels won the 3rd annual Hustle Up the Hyatt stair race at the Hyatt Regency Waikiki Resort & Spa May 15. Daniels, who won the first stair race two years ago, covered 41 stories and 581 stairs with a blistering time of 3:36 to edge out the competition.

The finish to this year's race was the most exciting ever, with a photo-finish-type ending with Daniels just edging out fellow HFD employee Christophe Miller. With his win, Daniels will now be going on an all-expense paid trip to New York City to represent Hawaii in the Empire State Building stair race February 2008.

This year's Hustle Up the Hyatt racecourse was lengthened to start from the first floor of the resort's three-story waterfall, and finished 41 flights above Waikiki Beach at the top of the Diamond Head Tower. A variety of city and county services were represented in the race, including runners from HFD, Emergency Medical Services, Ocean Safety and Hyatt Regency Waikiki Resort & Spa.

Hustle Up the Hyatt is an event coordinated by Honolulu Triathlon organizers Premiere Event Management. The Hyatt, in conjunction with these race organizers, holds the event to promote healthy lifestyles in the week leading up the Honolulu Triathlon. The Hyatt Regency Waikiki Resort & Spa is the Honolulu Triathlon headquarter hotel, and a



From left: Kalani Nakoia, Director of Sales and Marketing, Hyatt Regency Waikiki Resort & Spa; Mayor Mufi Hannemann; and Hustle Up the Hyatt winner Keith Daniels.

presenting sponsor of the race. All Triathlon race briefings and packet pickups will be held at the resort on May 19 – 20.

For more information about the Honolulu Triathlon, please visit www.honolulutriathlon.com.

Nominate Legacy Restaurateurs for the Hawaii Restaurant Association “Hall of Fame”

In commemoration of the Hawaii Restaurant Association's (HRA) 60th Anniversary, the organization will establish a "Hall of Fame" and induct its first members at a celebration on Monday, September 17, 2007 at the Hawaii Prince Hotel.

HRA invites restaurant goers, culinary connoisseurs, restaurateurs and those in allied food services to nominate pioneers in the restaurant and food service industry who, prior to 1960, helped establish the "legacy" of Hawaii's famed dining industry. Criteria for Hall of Fame nominations include those who have:

- Contributed to the enhancement of the image and quality of the restaurant and food service industry in Hawaii;
- Provided service to the industry through civic, philanthropic or educational outreach; and

- Demonstrated dedication and commitment to the growth of the industry.

Individuals may be nominated posthumously. Individuals may nominate themselves.

Nominations will be accepted from May 15 through June 30, 2007. Nomination forms may be downloaded from the Hawaii Restaurant Association website, www.hawaiirestaurants.org.

Mail nomination forms to:

Hall of Fame Selection Committee
c/o HRA
1451 S. King Street, Suite 503
Honolulu, HI 96814

For additional information, please contact Barbara Holm at hawaiiholm@aol.com.

Savor Delectable Swiss Fare at Ala Moana Hotel's Swiss Inn Festival

Longing for good Swiss cooking and don't know where to go? Join the Ala Moana Hotel as it celebrates its 5th annual Swiss Inn Festival, which runs from May 29 through June 17 at the Plantation Cafe. The three-week-long feast will take place Tuesdays through Sundays and will feature authentic Swiss Inn dishes – including tasty wiener schnitzel, bratwurst, croute emmental and savory osso buco – prepared by well-known Swiss master Chef Martin Wyss.

Patrons can enjoy the scrumptious Swiss fare from Tuesday through Sunday. Lunch will be served daily from 11 a.m. to 2 p.m. and dinner served from 6 p.m. to 9 p.m. Faithful customers – or those who hope to try everything on the menu – might need to pay more than one visit, since the menu changes on a weekly basis. Every week the menu will highlight five entrees such as Trout Caprice, Wiener Schnitzel, Emince De Veau Zurich Style, and Scallops Madagascar. Two special entrees, osso buco and garlic shrimp and fresh island fish, will both be available for dinner only. For lunch, diners can also enjoy a la carte items, which include croute emmental and bratwurst. For the dinner crowd, Chef Wyss offers a delicious fresh steamed clam appetizer with butter, shallots, parsley and white wine. Complete meals also include the soup of the day, a Swiss Inn salad and Coupe Denmark for dessert.

“The Swiss Inn Festival is our way of giving the community an opportunity to enjoy many of their favorite dishes from Chef Wyss and his long-time restaurant, The Swiss Inn,” said Keith Koehler, director of food and beverage at the Ala Moana Hotel. “Many residents still remember the terrific service, intimate ambiance and delicious meals they enjoyed



there. The Swiss Inn Festival is a chance to experience the great food and memories from the much-missed Swiss Inn.”

The Swiss Inn Festival debuted at the Ala Moana Hotel in 2003 to honor Chef Wyss and provide a venue to showcase his culinary talents. Chef Wyss closed the Swiss Inn in Niu Valley more than six years ago, but the restaurant's history lives on in the hearts and stomachs of many of its most loyal customers who frequent the Swiss Inn Festival every year.

“I am extremely grateful to the Ala Moana Hotel for providing my loyal customers and myself the opportunity to reunite over delicious food and friendship in the lovely atmosphere of the Plantation Café and the newly-renovated Ala Moana Hotel,” said Chef Wyss.

Marriott International Names Kevin Aucello to Vice President of Development, Hawaii Region



Marriott International, Inc. has named Kevin Aucello as vice president of development for the Hawaii region. In this newly created position, he will be responsible for the strategic development of the Marriott International brand of hotels and resorts in Hawaii. Marriott International's portfolio of 11 properties in Hawaii is represented by JW Marriott, Marriott, Renaissance and Marriott Vacation Club International.

Prior to joining Marriott International, Aucello was a principal in the Honolulu office of CB Richard Ellis and a director of CBRE's international hotel practice. He has more than 25 years of providing a full range of advisory services for companies with equity, debt and leasehold real estate interests in Hawaii, Guam and Micronesia.

He earned his bachelors degree in Business Administration, Real Estate and masters of arts degree in Real Estate from the University of Florida in Gainesville.

Aucello will be based in Honolulu, Hawaii.

Private Party to Temporarily Close Portion of Waikiki Beach Walk Friday, May 18, from 4:30 p.m. to 9:00 p.m. Lewers Street to remain open

The shops and restaurants at Waikiki Beach Walk located on the Ewa side at 226 Lewers Street will be temporarily closed to the public for a few hours on May 18, 2007, from 4:30 to 9:00 p.m. for a private party. Restaurants affected will include Roy's Waikiki, Yard House, Ruth's Chris Steak House and Holokai Grill. All restaurants and shops will reopen to the public at 9:00 p.m. for the remainder of their normal evening hours. Public parking at the Embassy Suites-Waikiki Beach Walk will be in short supply during the private function, but should ease after 9:00 pm.

Lewers Street will remain open to traffic throughout the evening, and the private function will

not affect those stores and eateries located on the Diamond Head side of Lewers Street, which will remain open.

Residents and visitors looking for alternate dining options in the Lewers Street area while the private function is in progress can check out Giovanni Pastrami at 227 Lewers Street, or Shore Bird Restaurant and Beach Bar and Ocean House located at the Outrigger Reef on the Beach.

Waikiki Hula Show DAILY!



Authentic Hawaiian music and hula shows are performed daily, 6:30PM – 7:30PM, by Hawaii's finest hula hālau (troupes) and Hawaiian performers at the Kapi'olani Bandstand. The bandstand is located at the entrance to Kapi'olani Park, on the corner of Kalakaua and Monsarrat Avenues. A free parking lot is shared with the Waikiki Shell. Park bench seating is available.

The Kuhio Beach Torch Lighting & Hula Show has been relocated from Kuhio Beach thru Summer 2007 while the hula mound is renovated. Torches will continue to be lit along Kalakaua Avenue.

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

For the month of May:

Mondays & Tuesdays: "Auntie Pudgie" Young & Hawaiian Serenaders

Wednesdays: Ainsley Halemanu and Ka Liko O Kapalai

Thursdays: Val Crabbe and Halau Hula Palena

Fridays May 18, 25: Kale Pawai and Halau Na Pua Mai Ka Lani

Saturday, May 19: Joan S. Lindsey and the Joan S. Lindsey Hula Studio

Sunday, May 20: Leimomi Ho and Keali'ika'apunihonua Ke'ena A'o Hula

Saturday, May 26: NO SHOW (Sunset on the Beach)

Sunday, May 27: NO SHOW (Sunset on the Beach)

Waikiki Parade Watch (courtesy of the City)

May 19, 2007 Saturday

5:30AM Starts
1:00PM Ends

29TH 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 Queen Kapiolani Park, counter-clockwise around the park, to cross Monsarrat Ave., to Paki Ave., makai sidewalk area, to cross Kapahulu Ave., to Ala Wai Blvd., mauka sidewalk and curb lane, to Seaside Ave., to Kalakaua Ave., to Ala Moana Blvd., to end at Ala Moana Park. Contact: Tina Garcia 923-0407 Fax: 924-3843 Email: tyamaki@hawaiihotels.org For more info, visit their website: <http://www.charitywalkhawaii.org/>

May 19, 2007 Saturday

7:00AM Starts
10:00AM Ends

HONOLULU KEIKI TRIATHLON sponsored by USA Triathlon/Honolulu Triathlon Race Committee/Japan Air Lines. The event is expected to have 150 participants. It will start at the Kalakaua Ave, Queen Kapiolani Park to Kalakaua Ave., to Monsarrat Ave., to Paki Ave., to Kalakaua Ave. transition area, then swim outside Queen's Surf Beach, then repeat run route. **Detailed route description will be posted shortly.** Contact: Premier Event Management, LLC, Steve Foster 864-0113, Fax: 685-6666. For more info, visit their website: <http://www.honolulutriathlon.com>

May 20, 2007 Sunday

5:45AM Starts
10:30AM Ends

ITU JAL HONOLULU TRIATHLON WORLD CHAMPIONSHIP RACE sponsored by USA Triathlon/Honolulu Triathlon Race Committee/Japan Air Lines. The event is expected to have 2,000 participants. Staggered wave start 5:45 am. Ala Moana Blvd, Nimitz Hwy, and Kamehameha Hwy makai side will be closed to traffic. **Detailed route description will be posted shortly.** Contact: Premier Event Management, LLC, Steve Foster 864-0113, Fax: 685-6666. For more info, visit their website: www.honolulutriathlon.com

May 21, 2007 Monday

9:30AM Starts
11:00AM Ends

PRE-OLYMPIC RIDE sponsored by Pacific Sportevents. The event is expected to have 25 bikers. It will start at Kapiolani Park, to Diamond Head Rd., around Fort Ruger Park 3 times, to end at Kalakaua Ave. marathon finish line. Contact: Steve Foster 864-0113, Fax: 685-6666. E-mail: steve@PacificSportevents.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