

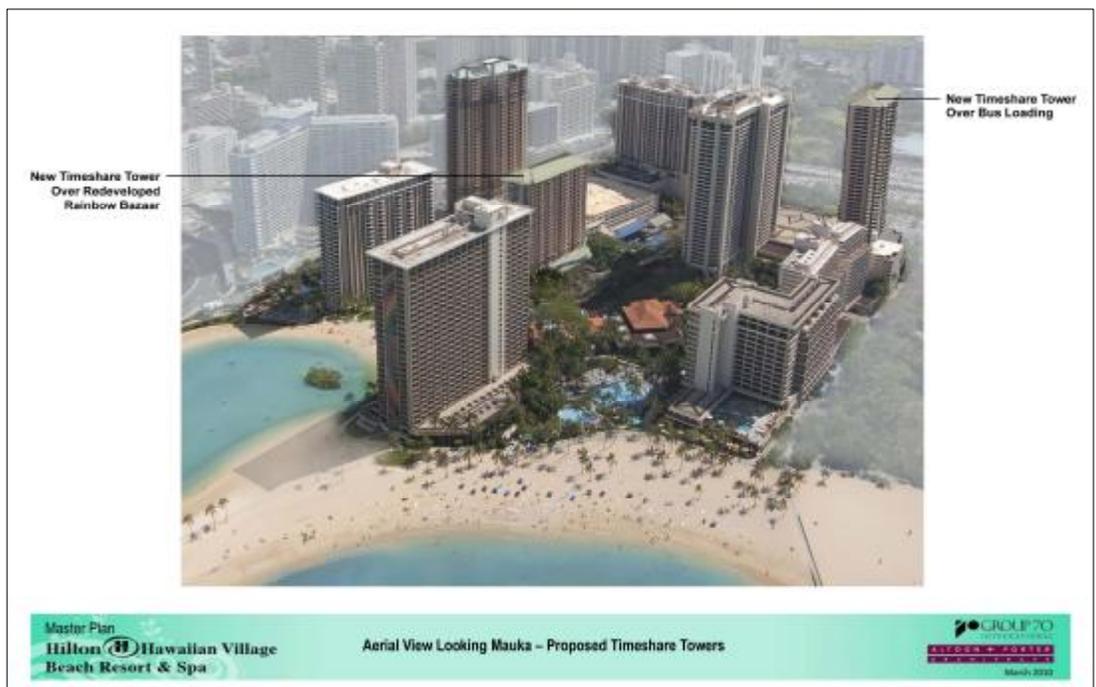


Hilton continues to invest in Waikiki's future

Hilton Worldwide announced today an ambitious multi-year master plan to renovate and rejuvenate the Hilton Hawaiian Village Beach Resort & Spa, its premier Waikiki property.

Jerry Gibson, Hilton's area vice president, said, "By implementing this visionary master plan, Hilton is underscoring its continued long-term commitment to Waikiki and to Hawai'i."

The new plan for Waikiki's only true destination resort features expanded retail and restaurant space to serve the more than 2 million guests, visitors and local residents it hosts annually; an improved guest arrival experience and numerous upgraded amenities, including additional children's and adult pools. It also calls for the construction of two new timeshare towers, which will add approximately 500 units to the vacation ownership pool. Information about the master plan is posted at: www.HHVmasterplan.com.



"The multi-year, multi-stage project comes at an opportune time," said Gibson. "It will add a new vibrancy to the entrance of Waikiki, adding to the state's tax base, creating long-term visitor-industry jobs and providing our beleaguered construction industry with hundreds of quality jobs."

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Concern for the environment, both natural and cultural, plays a prominent role in the plan according to project planner Jeff Overton of Group 70 International. “The Village will retain its park-like setting with 50 percent of its 22 oceanfront acres remaining open space.” He added, “We will also perpetuate the celebration of the Hawaiian sense of place at the Village through the use of Native Hawaiian-inspired elements in the architecture, paintings, sculptures and other artwork displayed throughout the property, as well as by featuring indigenous plants in the landscaping.”

Since the first 70 guest rooms and suites opened their doors in 1955, the Hawaiian Village has continued to grow, ensuring a vibrant Waikiki. By 1968 the Village consisted of four multi-storied towers. Within the next two years the Mid-Pacific Conference Center, the largest meeting and convention facility in the Pacific, and the Rainbow Bazaar, with its 40 shops and restaurants, were opened. The iconic Hilton Dome, a Buckminster Fuller-designed geodesic dome and the first of its kind in the world, came down in 1999 to be replaced in 2001 by the 453-room, 35-story Kalia Tower. The 38-story award-winning Grand Waikikian Tower, a Hilton Grand Vacations Club timeshare property, was added to the Village-scape in 2008.

The Hilton Hawaiian Village Beach Resort & Spa now comprises 3,627 guest rooms, suites and timeshare units, and “true to our history,” said Gibson, “we continue to plan new ways to improve the Hawaii experience and contribute to the vitality of Waikiki and our local community.”



Hawai'i's Timeshare Snapshot

“Timeshare travelers are important to the Waikiki visitor mix,” said Rick Egged, WIA President.

Figures supplied by Hilton Grand Vacations and by the Hawai'i Chapter of the American Resort Development Assn. based on studies by Hospitality Advisors, PMG LLP and AMA Research and Ernst & Young. illustrate how important they are to our economy. Here is an excerpt:

Average spending per trip to timeshare unit: \$4,319

- Food and beverage spending	\$1,207
- Transportation spending	\$ 743
- Shopping and other spending	\$ 507
- Entertainment spending	\$ 690
- Lodging before/after timeshare stay	\$ 392

Timeshare units/owners bring jobs and money into the state of Hawai'i

- The wages of almost 5,000 timeshare employees statewide exceed \$179 million annually	
- Timeshare units account for \$41.4 million in state and county taxes annually	
- Real property taxes	\$24,831,119
- Transit Accommodations taxes	\$ 8,968,948
- General Excise Taxes	\$ 6,988,961
- Conveyance taxes	\$ 596,940

Hilton Hawaiian Village® Beach Resort & Spa Master Plan

The Master Plan concept includes:

- An improved streetscape, to include retail outlets, along Kalia Road to enhance the shopping and pedestrian experience for hotel guests, visitors and local residents alike
- Retention of at least 50 percent open space throughout the Village's 22-oceanfront acres to maintain and enhance the inviting, park-like setting
- Repositioning and redeveloping retail space to meet expectations of today and tomorrow's sophisticated shoppers
- Improved Main Entry and renovation of Rainbow Drive
- Major renovation of the open-air Front Desk area
- Development of the new Super Pool and new Hau Tree Bar
- Improvements to the Tapa Pool and Tapa Café
- Development of two new timeshare towers that will mean an additional estimated 550 timeshare units within the Village, one tower will be located over the existing bus loading area and the second will be built over a newly redeveloped Rainbow Bazaar, a project designed to meet the expectations of today's and tomorrow's sophisticated shoppers.

New Canoe Hale opens at Outrigger Reef

The traditions of Hawaiian canoe building and voyaging are showcased in dedicated exhibit

The Outrigger Reef on the Beach has opened a new museum quality exhibit that highlights the Hawaiian traditions of canoe building and voyaging. The “Canoe Hale,” located in the hotel lobby just past the front desk and open daily free to the public, is a collaborative effort of the Outrigger Reef and The Friends of Hōkūle‘a and Hawai‘iloa, Mission Houses Museum, and Bishop Museum.



“The Outrigger Reef is committed to expanding the public’s understanding of Hawaiian traditions, so we are thrilled to have this exquisite display on Hawaii’s voyaging history through the art of canoe building for our guests, visitors and local residents to enjoy,” said Bill Comstock, general manager of the Outrigger Reef on the Beach.

The exhibit includes the actual steering paddle from the voyaging canoe Hawai‘iloa, as well as a replica of the Hawai‘iloa crafted by master woodworker Wright Bowman, Sr. (see photo). “Outrigger was a proud sponsor of the 1995 Hawai‘iloa voyage to the Marquesas, so we are particularly proud to have the steering paddle and replica of Hawai‘iloa on display,” Comstock said.

Also featured is the Kaiolahia, a traditional racing canoe (circa 1915) that was painstakingly restored by master canoe artisan Tay Perry. Also on display are an adze or koi stone cutting ax, a canoe cross section with lashing, mother of pearl traditional fishing lures and a conch shell from the Cook Islands. A favorite piece in the exhibit is the *lei hulu* (feather lei), which is hung high atop the boom of the canoe’s crab-claw sail when it is underway.



During a blessing held to mark the opening of the exhibit, Billy Richards, President of The Friends of Hōkūle‘a and Hawai‘iloa, remarked, “We are excited to participate in an exhibit that brings a small, but important, part of Hawaiian culture to visitors and kamaaina alike. The exhibit is also testimony to the Outrigger Reef’s commitment to honoring the Polynesian navigators and voyagers that found these islands, utilizing stars and constellations that the hotel saw fit to name their best suites after.”

Richards went on to say, “Like most travelers, our visitors bring with them their own perceptions of Hawai‘i. Most only know us from travel books, or productions like *Lost*. It is up to the visitor industry and those willing to share, that allow them opportunities to expand their awareness of our islands, its history, its people, and its cultures.”

The Canoe Hale joins a myriad of other cultural displays, exhibits and programming at the Outrigger Reef that honor Hawaii’s voyaging history. The Outrigger Reef’s “O Ke Kai” series is held several times during the year when representatives from The Friends of Hōkūle‘a and Hawai‘iloa share Hawaii’s canoe-building legacy and restoration work on traditional Hawaiian canoes at free presentations. Two more programs are scheduled this year – June 12 and September 12, 2010, from 9 am to 12 noon.

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Another dramatic display is hung behind the lobby's new sit-down check-in desk: 18 stunning images created by internationally-noted historian and artist Herb Kawainui Kane. The collection pays homage to the incredible history of ocean voyaging, and depicts a variety of canoes from various Pacific Basin locations including the Caroline Islands, Cook Islands, Islands of Kiribati, Tahiti, Marshall Islands, Fiji, Samoa and New Zealand.

Elsewhere on the property in guest suites and public areas are some 80 wooden canoe paddles and other displays of fine island craftsmanship.

Outrigger's devotion to its island culture has earned it widespread respect and recognition. In 2008, the artifacts and displays at the Outrigger Reef were honored by the Hawai'i Tourism Authority's prestigious Keep It Hawaii award program.

For more information about the hotel or for reservations, call toll free 800-OUTRIGGER (688-7444) within the United States, Guam and Canada. Elsewhere call direct to 303-369-7777 (long distance charges apply). Or, visit www.outriggerreef.com or e-mail reservations@outrigger.com.

Earth Day Special available at Aqua Bamboo & Spa for the month of April

Aqua Bamboo & Spa is offering an "Earth Day Special" for the month of April in support of Earth Day, taking place on April 22, and in celebration of the Hawai'i Green Business Award received by the hotel on March 22.

The "Earth Day Special" is available at Aqua Bamboo & Spa from April 1 - 30 for a partial city view studio kitchenette (see photo) at discounted rate of \$89 per night, a 30% savings. Self-parking is also available for \$10 per day, representing an additional 50% discount.

As an environmentally-aware boutique hotel, the 92-room Aqua Bamboo & Spa has numerous sustainable and environmental practices in place which were recognized by DBEDT with the award. Guests who are also environmentally-aware will immediately notice CFL or fluorescent lights everywhere; Energy Star-rated appliances, low-flush toilets and recycling receptacles in their room. Behind the scenes, green practices go much deeper and include measures which reduce paper, water and energy consumption, diverting of waste from landfills, air pollution prevention and more.

"We're pleased that our commitment to the environment has been recognized" said Albert Roque, Aqua's Director of Operations. "What's more important, however, we hope we're inspiring our guests to join us. We place a letter in each room asking for their *kokua* by using the recycling receptacles, manage their daily use of bath towels and, until we install sensors, we request that they turn off lights and air-conditioning when leaving the room."

Reservations for the "Earth Day Special" can be made by calling central reservations at 866-406-2782 or the hotel at 808-922-7777. The special is valid for new bookings and based on availability.

For more information about Aqua Bamboo & Spa, visit www.aquabamboo.com.



Hyatt Regency Waikiki Beach Resort and Spa offers new cultural experiences

Hyatt Regency Waikiki Beach Resort and Spa, located at 2424 Kalākaua Avenue, invites the public to participate in two new tours that offer unique cultural experiences to visitors and residents.

Historical Tour of Pualeilani: With an emphasis on an area of Queen Kapi'olani estate, *Pualeilani*, Hyatt Regency Waikiki Beach Resort and Spa's new guided tour focuses on the avenues surrounding the hotel – Uluniu Avenue, Kalākaua Avenue, Ka'iulani Avenue, and Koa Avenue. The forty-five minute narration includes information about some of Hawaii's popular ali'i, (royalty), as well as important elements in Hawaiian culture; e.g., the meaning of Aloha. The free tour is every Monday, Wednesday, and Friday from 11:30 a.m. to 12:30 p.m.; participants meet in the hotel's Great Hall near the waterfall. Please call (808) 237-6140 for information.

Wednesday Wine Walk: Beginning April 7, smaller groups will experience sophisticated wines, a relaxing sunset, and intimate settings with friends on Hyatt Regency Waikiki Beach Resort and Spa's new Wednesday Wine Walk. The tour stops for wine tasting at four distinct venues: Na Ho'ola Spa, The Elegant Dive, The Colony Restaurant, and Ciao Mein Restaurant. The debut wines are *Girard Sauvignon Blanc 2007*, *Cakebread Chardonnay 2008*, *Sonoma Cutrer Pinot Noir 2006*, and *Silver Palm Cabernet Sauvignon 2007*.

The Wednesday Wine Walk is \$20 per person and is available beginning April 7 from 4:30 to 6:00 p.m. every Wednesday. Space is limited. Reservations and pre-payment are required. Please call (808) 923-6140 for details.

Hyatt Regency Waikiki Beach Resort and Spa is an Energy Star rated AAA Four Diamond Hotel. The resort offers cultural activities for youth through the Camp Hyatt summer programs and a free weekly Aloha Friday experience that highlights hula dancing, lei making and other hands' on activities, ukulele performances, and the cultural significance of the resorts' Na Ho'ola Spa. To find out more about the Hyatt Regency Waikiki Beach Resort and Spa, please visit www.waikiki.hyatt.com.



Aston Hotels & Resorts announces new Senior Director of E-Commerce

Aston Hotels & Resorts is proud to announce that Kristin Knous has been appointed the new senior director of e-commerce.

Knous is responsible for building and improving online marketing opportunities. She has 20 years of background in technology, e-commerce, account management and analysis.

Knous most recently served as the e-commerce director for Aloha Airlines, where she led a team responsible for managing and developing the company's retail Web site. She previously served as the director of account management at Priceline.com and as a pricing strategy analyst at Delta and American Airlines.

Her background also includes work in e-mail marketing and database management as well as Web site and booking engine design.



Memorable Easter Buffet at the Pacific Beach Oceanarium this weekend

50 Choices At Brunch and Dinner Served Saturday and Easter Sunday

The Pacific Beach Hotel's Oceanarium restaurant will serve Easter buffet brunch and dinner that promises to be both traditional and unique with more than fifty choices and served on Saturday and Easter Sunday. Families and friends are invited to choose one of the four weekend buffets that suits their schedules. The Saturday Brunch Buffet is from 11:00 a.m. until 2:30 p.m. and the Dinner Buffet will be offered from 4:30 p.m. until 10:00 p.m. On Easter Sunday, the Brunch Buffet will be served from 9:00 a.m. until 3:00 p.m. and the Easter Dinner Buffet will be offered from 4:00 p.m. until 10:00 p.m.

Brunch Buffets Easter Saturday and Easter Sunday The Pacific Beach Hotel Oceanarium buffet offerings will satisfy everyone's personal tastes with an appetizer menu of shrimp, sashimi, poke, mussels, oysters, cheeses, salads and pastas and more. The entrees include an organic eggs and made-to-order omelet station with seafood Newburg as well as salmon with furikake, wok-fired seafood with Szechwan black bean sauce, roasted chicken with saffron and fennel, prime rib and snow crab legs, salmon, ham steaks, sausages, Mahi Mahi, vegetable medley, potatoes, rice and desserts.

The Saturday brunch buffet is priced at \$29.95 for adults and Easter Sunday at \$38.95. Child brunch buffet is \$13.95 on Saturday and Easter Sunday for children 5-10 years old.



Dinner Buffets Both Saturday and Easter Sunday Till 10 p.m.

The dinner buffet features the same wide, rich assortment at the appetizer tables and adds special dinner entrees of assorted seafood with kaffir lime infused Pho Broth, carved macadamia nut crusted Australian rack of lamb, cranberry-honey glazed ham steaks with sweet potato puree, slipper lobster Szechwan style and seafood linguine as well as assorted vegetables, rice and a Sushi Station. Desserts offerings include strawberry shortcake pie, Macadamia nut coffee cheesecake, custard pie, French pastries, and chocolate peanut butter cream pie.

The dinner buffet is priced at \$39.95 for adults on Saturday and \$41.95 on Easter Sunday with children's buffet at \$15.25 for children 5-10 years old on both evenings.

The Pacific Beach Hotel family extends an invitation to you and your family to enjoy Easter meals with them at the famous Oceanarium restaurant on Waikiki Beach. Happy Easter. For reservations call 808-921-6111 or visit www.pacificbeachhotel.com.



Enjoy a delicious Easter Brunch at WOLFGANG'S STEAKHOUSE BY WOLFGANG ZWIENER

Three hours FREE PARKING at the Royal Hawaiian Center is a rare and welcome bonus in Waikīkī !

WOLFGANG'S STEAKHOUSE BY WOLFGANG ZWIENER will celebrate Easter with a special pre-fixe menu for brunch on Sunday, April 4th, as follows.

WOLFGANG'S EASTER BRUNCH \$35

The special brunch menu includes choice of:

BRUNCH COCKTAIL

Champagne, Mimosa, Bloody Mary, or Bellini

APPETIZER

Soup of the day, Chopped Salad, Caesar Salad, or Melon & Berries

ENTRÉE

Wolfgang's Eggs Benedict

French Toast

Omelette

Classic Sirloin Burger

Rigatoni Bolognese

or

Petit Filet Mignon*

Au Poivre or Mushroom Sauce

*Please add \$10 for Petit Filet Mignon.

BEVERAGE

Coffee, DeCaf or Tea

Our regular brunch and dinner menus will also be available.

Make your reservations at 808.922.3600, or online at www.opentable.com. Wolfgang's Steakhouse will be open on Easter from 11:00 a.m. to 10:30 p.m. Free 3 hours validated parking at Royal Hawaiian Center for Wolfgang's Steakhouse patrons.

"We look forward to seeing old and new friends this Easter," said Bill Nickerson, General Manager. "We are honored that both kama'aina and visitors have made Wolfgang's Steakhouse their tradition for holidays throughout the year!"



Kama'āina Enjoy Spring Savings at Outrigger Luana Waikiki

Just \$89 a night for a superbly appointed room

The folks at Outrigger Luana Waikiki have been bitten by the spring fever bug and are offering kamaaina an ultra low price of just \$89 per night now through June 15, 2010. Located on Kalākaua Avenue on the edge of 66 acre Ft. DeRussy park, this well-appointed property is just a short stroll to the beach and all of the eateries and excitement found in vibrant Waikīkī. Neighbor island residents headed to O'ahu for business will certainly appreciate its proximity and easy access to downtown Honolulu, the Hawaii Convention Center and the Hawai'i State Capitol and Federal buildings.

"The Outrigger Luana Waikiki is truly an oasis within Waikīkī," said general manager Pam Cabrera. "Our kama'āina visitors love its park-side setting and spacious, open-air surroundings with convenient access to all the excitement Waikīkī has to offer, and so many of them have come to consider the Outrigger Luana Waikiki their home-away-from home when visiting."

The Outrigger Luana Waikiki's tranquil accommodations include a mix of single hotel rooms, studios with kitchenettes, as well as one- and two-bedroom suites that come with a full kitchen including a dishwasher, oven/stovetop and full-sized refrigerator. All units are graciously furnished with tropical hardwood accents, creating a warm island atmosphere.

Those traveling for business or pleasure will appreciate the 24-hour business center where guests have free access to stylish work stations with brand-new MAC computers and printing equipment. Those traveling with laptops will appreciate the complimentary wireless Internet access in the hotel lobby and on the mezzanine level as well as the pool deck. Active visitors can take advantage of the hotel's state-of-the-art fitness center or head outdoors for a quick jog around expansive Ft. DeRussy Park. As a special benefit, the property offers music-filled iPods for guests to borrow making it easy and fun to stay in shape while on vacation.

Guests looking to be pampered will enjoy the luxurious Ville de Coco day spa and nail salon, offering deluxe manicures and pedicures, as well as a number of relaxing massage treatments and facials.

Another great amenity at Outrigger Luana Waikiki is the outdoor sundeck featuring a refreshing swimming pool, cabanas with comfortable seating, plus several gas barbecues for guest use. Outrigger Luana Waikiki also offers complimentary Island Explorer Kits for children 5 through 10 with three night minimum stay.

The Outrigger Luana Waikiki's \$89 Kama'āina Spring Special is valid through June 15, 2010, and is per room, per night, for single/double occupancy and cannot be combined with other offers. Kama'āina rates and programs are exclusive to Hawaii residents. A valid Hawaii state driver's license or resident I.D. is required upon check-in. Other restrictions may apply and are subject to availability and change. For more information or reservations call your preferred travel specialist or visit www.outrigger.com or call toll free 1-800-OUTRIGGER (688-7444).



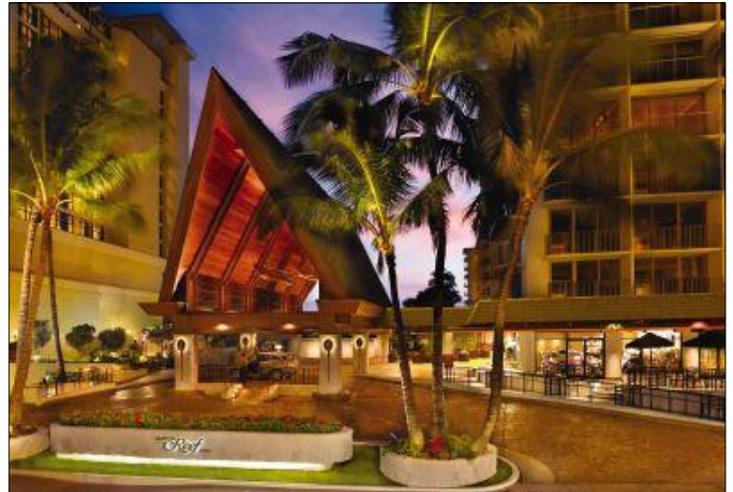
Outrigger Reef on the Beach offers top notch service at low kama'āina prices

An oceanfront Waikiki hotel for just \$139 a night, plus discounted parking, and free amenities such as local phone calls and Internet access? Not to mention an ideal location for kamaaina to enjoy the many beach and ocean activities available at their doorstep. That's what the Outrigger Reef on the Beach is offering kama'āina now through June 30, 2010.

"With rates starting as low as \$139 a night, overnight parking at 50% off, plus our Fee Free program with a slue of free amenities, now is a great time for local residents to pack their bags and head into Waikiki for a night on the town or an extended vacation in their own back yard," said general manager Bill Comstock.

Ideally situated between famed Waikiki Beach and the entertainment center of Waikiki, the newly revamped Outrigger Reef is a stunning oceanfront haven of casual elegance, comfort, gracious hospitality, and unparalleled commitment to Hawaiian culture. Completely transformed, the hotel offers spacious new guest rooms and suites featuring superb décor and an array of contemporary new amenities.

Guests staying at Outrigger Reef on the Beach can enjoy its Fee Free Escape program, an array of complimentary amenities including free high-speed Internet access, free local and long-distance domestic telephone calls to the U.S. Mainland and Canada, daily newspaper, use of the fitness center (open 24 hours) and various guest activities and much more.



According to Comstock, kama'āina will appreciate the Outrigger Reef's commitment to Hawai'i's heritage and will want to take advantage of the hotel's cultural displays and regular schedule of activities that offer a glimpse into our island culture.

"Some of the cultural treasures we have on property include museum quality displays, exquisite works of art and fine craftsmanship, and regularly scheduled activities like lei making, hula and ukulele lessons. We also have a wonderful twice a week vow renewal that is free to hotel guests," continued Comstock. "The newest offering is our Canoe Hale, which is made available thanks to a partnership with the Friends of Hōkūle'a and Hawai'iloa, the Bishop Museum and Mission Houses Museum. Kama'āina will enjoy viewing this display that pays tribute to the Hawaiian traditions of canoe building and voyaging."

The Outrigger Reef on the Beach's kama'āina rates start at \$139 a night. Rates and specials cannot be combined with other offers and are subject to availability and change. Additional restrictions may apply. Hotel reservations can be made by contacting your preferred travel agent or call toll free 1-800-OUTRIGGER (1-800-688-7444) within the United States, Guam and Canada. Elsewhere call direct to 303-369-7777 (long distance charges apply). Or, visit www.outriggerreef.com or e-mail reservations@outrigger.com.



Find Outrigger Reef on the Beach via Twitter and Facebook to receive the most up-to-date property information and exclusive discounts.

Twitter: <http://twitter.com/outriggerreef>;

Facebook: www.facebook.com/OutriggerReefOnTheBeach.

Na Ho'ola Spa offers stress-free Mother's Day gift ideas

Na Ho'ola Spa in Hyatt Regency Waikiki Beach Resort and Spa, located at 2424 Kalākaua Avenue, offers families an opportunity to conveniently give mom the gift of serenity this year with a spa gift certificate that can be used to pay for healing scrubs and massages.

In addition to customizing and purchasing a spa package on site with a therapist at the spa, there are two other convenient ways to purchase gift certificates: online at www.nahoolaspa.com, or at any Costco location that sells the Hyatt gift card.

"Deciding on the perfect Mother's Day gift for mom or your wife is a decision that can be a bit stressful. Time is short, traffic can be heavy, and it may be difficult knowing what spa treatment is perfect to reward her with," says Jerry Ferreira, director of Na Ho'ola Spa at Hyatt Regency Waikiki Beach Resort and Spa. "A Na Ho'ola Spa gift certificate can make this an easy decision. Mom gets the opportunity to select the perfect treatment to rejuvenate her and get a well earned day of pampering."

The treatments at Na Ho'ola Spa serve all interests and needs. Numerous spa packages are designed to provide peace and harmony to tired minds and bodies. 3Individual treatments address specific muscles such as the new Shopaholics' Treatment, focusing on the feet, legs, shoulders and back. The spa also offers excellent facials like the popular Lomi Lomi Facial and Anti-Aging Facial. Also back for a limited time and by popular demand, is the Chocolate Body Scrub with Rose Body Butter Massage.

Na Ho'ola Spa is open daily from 8:00 a.m. to 9:00 p.m. The 10,000 square foot luxury spa offers sixteen treatment rooms, dry sauna, steam showers, couples massage rooms, and more.

To find out more, please visit www.nahoolaspa.com or to visit the spa, please send a Twitter to @nahoolaspa or call (808) 237-630.

Valet parking is complimentary with the purchase of any spa treatment.



Hawaiian Diacritical Marks

Waikīkī Improvement Association recognizes the use of diacritical marks (i.e., glottal stop (ʻ), macron (ā) in place names of Hawai'i, such as Waikīkī and Kalākaua Avenue and will include them whenever possible. We also respect the individual use (or not) of these markings for names of organizations and businesses.

There will also be times when we may not have a chance to add or change the markings in all of the articles submitted and when that happens, e kala mai.

Royal Hawaiian Center Entertainment Schedule of Free Events, April 2010

EVENT HIGHLIGHTS:

Royal Restaurant Easter Egg Prizes: Sunday, April 4, 5:00 – 9:00 p.m.

Bring your kids to Royal Hawaiian Center to celebrate Easter with the “Royal Restaurant Easter Egg Prizes.” Each participating restaurant will offer Easter eggs to their first 50 customers, with various prizes including Royal Hawaiian Center logo items and free parking passes. Two lucky winners at each restaurant will win a \$25 Royal Hawaiian Center gift card to use in any of the Center’s shops and restaurants where Discover Card is accepted. Easter Eggs at available while supplies last. Please visit www.RoyalHawaiianCenter.com for a list of participating restaurants.

The SPAM Jam: Saturday, April 24, from 4-10 p.m.

How do you like your SPAM? Come and take part in the Waikiki SPAM Jam – a feast where a range of different restaurants will impress you with exciting recipes using Hawaii’s favorite luncheon meat. The Waikiki SPAM Jam festivities will be set up along Kalakaua Avenue. Royal Hawaiian Center restaurants Okonomiyaki Chibo and Doraku Sushi will participate in the Spam Jam. Also enjoy free entertainment in The Royal Grove at 6:00 p.m. with a Hula Kahiko performance.

FREE WEEKLY EVENTS SCHEDULE:

Mondays (April 5, 12, 19, 26)

Live Hawaiian music and hula by Kawika Trask & Friends at Royal Grove 6 to 7 p.m.

Kawika, a Kamehameha Schools graduate, along with Keao Costa, Dwight Kanae and others, performs a traditional “cha-lang-a-lang” style of Hawaiian music, a nickname associated with strumming patterns. His dancers are clad in ti leaf skirts, fresh flower lei and colorful attire.

Tuesdays (April 6, 13, 20, 27)

Live Hawaiian music and hula by Kawika Trask & Friends at Royal Grove 6 to 7 p.m.

Kawika, a Kamehameha Schools graduate, along with Keao Costa, Dwight Kanae and others, performs a traditional “cha-lang-a-lang” style of Hawaiian music, a nickname associated with strumming patterns. His dancers are clad in ti leaf skirts, fresh flower lei and colorful attire.

Wednesdays (April 7, 14, 21, 28)

Live Hawaiian music and hula by Keoahu at Royal Grove 6 to 7 p.m.

Leilani Vakauta leads this family ensemble, also known in the music community as “The Soundettes.” Leilani is also a part of our Polynesian Cultural Center ohana (family).

Thursdays (April 1, 8, 15, 22, 29)

Live Hawaiian music and hula by Puuhonua at Royal Grove 6 to 7 p.m.

Ensemble leader, Puakeala Mann, also teaches hula and ukulele at the Center. This group is associated with Halau Hula o Maiki, the hula school established by the late Kumu Hula (hula master) Maiki Aiu Lake whose spirit lovingly embraces Helumoa.

Fridays (April 2, 9, 16, 23, 30)

Live Hawaiian music and hula by Kuuipo Kumukahi at Royal Grove 6 to 7 p.m.

Kuuipo is a multi-award winning Hawaiian musician, recording artist and composer. She is currently the president of the Hawaii Academy of Recording Arts and is also associated with the Hawaiian Music Hall of Fame. The Royal Grove comes alive in her festive Aloha Friday performances.

Saturdays (April 3, 10, 17, 24)

Enjoy traditional hula kahiko performances at Royal Grove from 6 to 6:30 p.m. Local hula halau are featured weekly.

FREE PARKING: offer valid through June 30, 2010

Royal Hawaiian Center has the largest garage in the heart of Waikiki with 10 levels of parking and more than 600 stalls located adjacent to the Sheraton Waikiki Hotel. The Center’s free parking promotion offers 3 hours of free parking with any restaurant validation and 2 hours free parking with any food court validation. Five hours of parking is \$5 when validated at Royal Hawaiian Theater. LEVEL 4 validations apply for \$5 parking after 10 p.m. Dining and entertainment validations can be combined with retail validations of \$2 for 2 hours. No minimum purchase is required for validation.

Aqua Hotels & Resorts launches updated website

Aqua Hotels & Resorts, a full-service Hawaii hotel management company, recently launched a new and improved portal website at www.aquaresorts.com for their properties on O'ahu and the neighbor islands.

"Aqua collaborated with MileStone Internet Marketing on modifications and enhancements to accommodate our expansion from one to four islands and social media initiatives," said Amber Watt, Aqua's Director of Internet Strategy. "With more travelers choosing to book their rooms directly, we wanted to make certain our website was content-rich, easy to navigate and easy to book."

Visitors logging on will find the following changes:

- Appealing, consumer-friendly new look
- Social media connections
- Easy navigation throughout the web site when searching for an Aqua hotel; details on facilities, services and amenities; image galleries and 360 degree virtual tours

For reservations, see your preferred travel agent, book online or call Aqua toll free from the U.S. and Canada at 1-866-406-2782. From Hawaii, call 808-924-6543.



Waikīkī Hula Show at the Kūhiō Beach Hula Mound

Authentic Hawaiian music and hula shows by Hawai'i's finest hula *hālau hula* (dance troupes) and Hawaiian performers. Opens with traditional blowing of conch shell.

Tues-Thurs-Sat-Sun, weather-permitting from **6:30-7:30 p.m.** at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside at Uluniu & Kalākaua Ave. in Waikīkī.

FREE and open to the public. Outdoors, casual, seating on the grass; beach chairs, mats, etc. okay. Cameras welcome.

Presented by the City & County of Honolulu, the Hawai'i Tourism Authority and Waikīkī Improvement Association.

For information, call Marnie Weeks, Producer, Kūhiō Beach Hula Shows, 843-8002.

Week-nights

Every Tuesday – Ainsley Halemanu and Hula Hālau Ka Liko O Ka Palai

Every Thursday – Joan "Aunty Pudgie" Young and Puamelia

Weekends

Saturday, April 3 – Kapi'olani Ha'o and Halau Ke Kia'i A O Hula

Sunday, April 4 – NO SHOW (Easter Holiday)



Street activity in / near Waikīkī (courtesy of the City)

April 7, 2010 Wednesday
6:30PM Starts
8:30PM End

SALUTE TO YOUTH PARADE-#2 sponsored by Coastline Travel. The event will have 1,500 marchers, 18 vehicles, 5 floats, 12 bands. It will start at Ft. DeRussy, to Kalākaua Ave., kkhhd on Kalākaua Ave., to Monsarrat Ave to end at Queen Kapi'olani Park. Streets will be closing at 6:00pm.

Contact Jay Johnson of Coastline Travel 1-714-621-1040 or Carla Crittenden 1-800-448-2374. E-mail: carla@coastlinetravel.com

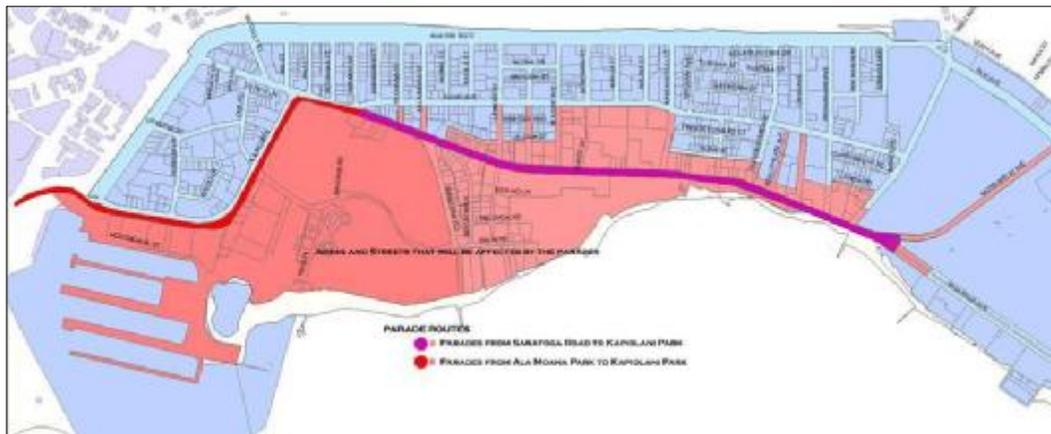
For more info, visit their website: <http://www.hawaiiinvitational.com/>

April 18, 2010 Sunday
8:00AM Starts
10:00AM Ends

HONOLULU AIDS WALK FOR LIFE sponsored by Life Foundation. The event is expected to have 2,000 participants. It will start at Kapi'olani Park Band Stand, to Kalākaua Ave., to jogging path and cross to the mauka side., to Paki Ave. jogging/bike path, to Kapahulu Ave., to Kalakaua Ave., to end at Honolulu Marathon Finish line.

Contact: Kandice Johns 521-2437, Ext. 250 Fax: 521-1279,
E-mail: kandice@lifefoundation.org

For more info, visit their website: <http://www.honoluluaidswalk.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.



Waikīkī Improvement

2255 Kuhio Avenue, Suite 760
Honolulu, HI 96815

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

Waikīkī Wiki Wiki Wire is published weekly by Sandi Yara Communications for WIA. If you would like to share your news with other members, please send your info to: editor@waikikiimprovement.com.

Check out our website at:

www.waikikiimprovement.com



‘ŌLELO OLA O KA ‘ĀINA

LIVING LANGUAGE OF THE LAND

PAPA HUA‘ŌLELO (vocabulary): **mo‘olelo** = story • **keiki** = child • **lapaki** = rabbit (Eng.)
ho‘okalakupua = magical • **hua moa** = egg **waiho‘olu‘u** = color • **kīhene** = basket
Pākoa = Easter, from “Passover” (Eng.)

Wahi a nā mo‘olelo keiki, na ka lapaki ho‘okalakupua e lawe mai i nā hua moa me nā waiho‘olu‘u like ‘ole i loko o nā kīhene e ho‘ohau‘oli ai kākou. Hau‘oli lā Pākoa, ka lā i ala hou ai ka Haku.

According to children’s stories, a magical rabbit delivers colorful eggs in baskets bringing joy to all. Happy Easter, known to many as the day the Lord had risen again.

Happy Easter from our ‘ohana at Royal Hawaiian Center offering the best in shopping, dining, entertainment and Hawaiian programming year round!





Waikiki Beach Clean-up!

April 17, 2010

(Earth Day!)

Please join the Waikiki Ohana Workforce of the **Waikiki Improvement Association** for a Waikiki Beach Clean-up!

Continental Breakfast to be provided. 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!
- RSVP 923-1094 ext. 6.

Our valuable sponsors: ABC Stores, 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, Royal Star Hawaii, Waikiki Beach Activities Inc., Waikiki Beach Marriott Resort, Waikiki Trade Center.



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