



TRAVEL TO THE 50TH STATE AND DISCOVER 50 WAYS TO LOVE OAHU

OAHU – Help honor the 50th anniversary of Hawaii’s statehood with a visit to the island of Oahu. Travelers from the U.S. don’t have to carry their passports to relax on a tropical beach or enjoy the energy of a large cosmopolitan city. The island of Oahu provides the allure of an exotic destination while still allowing travelers to stay in the U.S., and with low airfare and hotel rates, now is the perfect time to come. To help you commemorate Hawaii’s statehood in the heart of Hawaii®, Oahu hotel, activity and meeting partners are offering special rates and promotions in 2009.

The following are special Oahu hotel and activity offerings, as well as a list of some of the 50 ways to love Oahu in 2009 and beyond. For more information, go to www.visit-oahu.com/50ways.

Hotels and Resorts

Hilton Hawaiian Village’s “50 Years of Aloha” Package

In honor of the 50th anniversary of statehood, Hilton Hawaiian Village is offering a “50 Years of Aloha” special. Four nights’ accommodations are priced at \$219 per night, with the fifth night at just \$50. Guests will have the choice of one \$50 spa credit, \$50 dining credit, or \$50 watercraft rental credit (kayaks, aqua cycles and waterbees), and receive two commemorative State of Hawaii quarters in a collector’s case as an anniversary memento. In addition, guests born in 1959 receive a complimentary dinner entrée at one of the resort’s restaurants. The package is bookable now through April 30, 2009 for travel through Dec. 20, 2009. It is based on availability, blackout dates apply and the rate does not include local taxes. To book, visit www.hiltonhawaiianvillage.com and use plan code “OX.”

Marriott Resorts Hawaii’s “Hawaii Statehood Package”

Marriott Resorts Hawaii is offering a “Hawaii Statehood Package” at the Waikiki Beach Marriott Resort & Spa and JW Marriott Ihilani Resort & Spa at Ko Olina. The package is available

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throughout 2009 and includes a free fourth night when guests book three nights, VIP turndown service, daily breakfast for two, one-time \$50 resort credit, and a newly minted Hawaii state quarter. For reservations, please visit www.marriott.com and use rate code "PRO."

Commemorate Statehood with Starwood Hawaii

In honor of Hawaii's statehood, Starwood Hawaii invites guests to enjoy one of its distinct Waikiki properties – the newly renovated The Royal Hawaiian, A Luxury Collection Resort; Moana Surfrider, A Westin Resort; Sheraton Waikiki; and Sheraton Princess Kaiulani – and save 50 percent off the rack rate for stays from now through June 30, 2009. Reservations must be made by March 5, 2009. This offer cannot be combined with other offers and can be subject to change; blackout dates and other restrictions may apply. To book, visit www.starwoodhotelshawaii.com or call (866) 716-8140 and use rate code "SPG50OFF."

Hyatt Regency Waikiki Beach Resort and Spa's 50th Anniversary Promotion

Guests who book at the Hyatt Regency Waikiki Beach Resort and Spa for a minimum of five nights can receive a 50-minute Na Hoola Spa massage for \$50 per person. This offer is valid now through Dec. 31, 2009 and can be combined with Three for Free, Sunshine on Sale, Aloha Rates, and Rack Rates. Spa reservations are based on availability. For more information, visit www.waikiki.hyatt.com.

Hawaii Prince Hotel's "Spring into Summer" Package

Hawaii Prince Hotel is offering a \$50 daily resort credit with its "Spring into Summer" package. With the "Spring into Summer Package," guests will enjoy discounted luxury accommodations for select room categories, starting at \$219 per night. No minimum night stay is required. For reservations, please visit www.princeresortshawaii.com or call (888) 977-4623.

"Escape" to Hawaii with Aston Hotels & Resorts

In honor of Hawaii's 50th anniversary of statehood and Aston Hotels & Resorts' 60 years of hospitality in Hawaii, Aston Hotels & Resorts is offering "Aston Escapes," featuring discounts of up to 40 percent off at select properties for travel between March 1 and June 11, 2009. Guests will also have access to valuable discounts worth \$2,000 on gifts, meals, and admissions through Aston's "Aloha Book." The book also serves as a guide to some of the best culture, history, cuisine and

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attractions on the island. For more information, visit www.AstonHotels.com or call toll free (866) 774-2924.

Castle Hotels & Resorts' 50 Percent Off Promotion

From Feb. 17 to Dec. 31, 2009, guests who book at one of Castle Hotels & Resorts' Oahu properties can enjoy 50 percent off published rack rates. Castle Hotels & Resorts' properties include the Maile Sky Court, Ocean Resort Hotel Waikiki, Waikiki Shore, Hokele Suites Waikiki, Queen Kapiolani Hotel, Pacific Marina Inn Airport, and the newly acquired Lotus at Diamond Head. For reservations, visit www.castleresorts.com or call (800) 367-5004.

Activities

Ala Moana Center Celebrates 50th Anniversary

Ala Moana Center is celebrating its landmark 50th anniversary on Aug. 13, 2009. Spanning five decades from the first days of statehood to modern day Hawaii, this milestone marks how Ala Moana Center has served both residents and visitors alike as the Hawaiian Islands' most highly revered gathering place to shop, dine and be entertained.

Discover Hidden Hawaii Tours' Hawaii 50th Anniversary Package

Guests who book Discover Hidden Hawaii Tours' Hawaii 50th Anniversary Package will receive \$50 off the published price of \$509. The Hawaii 50th Anniversary Package includes admission to the USS Arizona Memorial, USS Missouri tour, Dole Pineapple Plantation, Alii Luau at the Polynesian Cultural Center, Hollywood movie and television set visits, and Volcano National Park on Hawaii's Big Island. The package also includes airport transfers and roundtrip airfare between Honolulu and the Big Island. The Hawaii 50th Anniversary Package is valid until Dec. 31, 2009. Reservations must be made online at www.discoverhiddenhawaiitours.com by selecting the Hawaii 50th Anniversary Package and using promotional code "50Years." Telephone reservations will not be accepted.

Meetings and Conventions

The Hawaii Convention Center's Hawaii 50th Promotion

The Hawaii Convention Center is offering The Hawaii 50th Promotion to qualified meeting groups who confirm their bookings by Dec. 31, 2009. The promotion includes 50 roundtrip airline tickets,

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\$50,000 in destination support, \$50,000 in global outreach and attendance/marketing promotional support, \$50,000 in hotel credit, and 50 percent off the center's rental fee. To qualify for this promotion, groups must book a meeting with at least 3,000 attendees or 1,500 room nights peak for one of the following years: 2011, 2012, 2016, and 2017. To take advantage of this offer, interested groups can call (800) 295-6603 or email info@hccsmg.com.

50 Ways to Love Oahu

In addition to these great hotel and meetings offers, the Oahu Visitors Bureau also encourages visitors to experience the 50 ways to love Oahu. Below is a small sampling of activities and attractions unique to Oahu:

- The natural and cultural history of Hawaii and the Pacific region are on vivid display at **Bishop Museum**. Charles Reed Bishop built the museum as a tribute to his late wife, Princess Bernice Pauahi Bishop, the last descendant of the royal Kamehameha dynasty. The Bishop Museum is renowned for its impressive collection of Hawaiian and Pacific region artifacts, royal memorabilia, planetarium, Science Adventure Center, Hawaii Sports Hall of Fame, and world-class research facilities. On Aug. 8, 2009, the museum will reopen its acclaimed **Hawaiian Hall**, designed by Ralph Applebaum, which showcases Native Hawaiian cultural artifacts, many of which have never been publicly displayed before. Hawaiian Hall will also include an interactive resource center providing hands-on children's activities.
- Pay a visit to **Iolani Palace**, the only royal palace in the United States and the official residence of the last Hawaiian monarchs, King Kalakaua and his sister and successor, Queen Liliuokalani. This beautifully restored National Historic Landmark in downtown Honolulu provides visitors with an opportunity to go back to the 19th century and learn much about Hawaii's royal family.
- Catch a live show at **Hawaii Theatre**, a fully restored performing arts showcase dating back to 1922 and situated between Chinatown and Honolulu's financial district. A year-round calendar of entertainers makes this a lively destination. Before or after the show, enjoy a sumptuous meal at one of the many great restaurants in downtown Honolulu. If it happens to be the First Friday of the month, spend some time walking through the local art galleries

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during Chinatown's **First Friday** gallery walk. This free event draws thousands of locals and visitors of all ages to Chinatown every month.

- The annual **Honolulu Festival** celebrates cultures from across the Pacific. This three-day celebration of art, music, dance, and crafts, held this year from March 13-15, is filled with spectacular sights and sounds, including aboriginal dance performances, cultural demonstrations and a vibrant parade through Waikiki.
- Surf's up this winter on Oahu's famed North Shore as men and women compete in **Vans Triple Crown of Surfing**, the final events on the Association of Surfing Professionals' 2009 calendar. The competitions, which run from November to December, kick off with the Op Pro at Haleiwa, followed by the O'Neill World Cup of Surfing and women's Roxy Pro at Sunset Beach, and conclude with the Billabong Pipeline Masters at Banzai Pipeline.
- **Oahu's farmers' markets** reveal the rich diversity of Oahu-grown produce and locally made foods. The Hawaii Farm Bureau Federation sponsors farmers' markets throughout the week at Kapiolani Community College and in Kailua, Mililani and Waianae.
- **Stand up paddleboarding**, also known as SUP, has been around for decades, and is growing in popularity around the world. The sport combines surfing and canoe paddling and is best done in calm, flat water. Maneuvering the paddleboard with the paddle requires balance and provides an excellent core workout. The tranquil waters of Waikiki, Kailua Bay, and the North Shore in summer are ideal for SUP and for travelers who want to stay in shape during their vacation.
- Venture to Oahu's Leeward Coast to swim with dolphins and green sea turtles with **Wild Side Specialty Tours**. A twin-hulled vessel will embark from Waianae Harbor, and before long, dolphins will surround the vessel. An onboard marine biologist will educate guests about Oahu's marine life and adventurous marine lovers can don snorkeling equipment and swim with the dolphins. Later, when the vessel nears the shore, guests can snorkel among green sea turtles and colorful tropical fish.
- Located in the heart of Honolulu, **Ala Moana Center** is the world's largest open-air shopping center with more than 290 merchants including major department stores, international luxury brands, local specialty shops, fine dining restaurants, and an international food court. Shop for chic apparel and accessories at Tori Richard, Shanghai Tang, Neiman Marcus, and Nordstrom; take home surf wear from Town & Country and Hawaiian Island

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Creations; and sample ethnic cuisines of Thailand, Korea, Japan, Hawaii, Mexico, and Italy at the Makai Market.

- Spend a morning strolling the aisles at the **Aloha Stadium Swap Meet**, a popular outdoor bazaar where local vendors sell a wide range of products at very reasonable prices. Located at Hawaii's largest sports venue, the Aloha Stadium Swap Meet attracts hundreds of vendors, crafters, and artists from across the globe. Come early on a Wednesday, Saturday or Sunday to find everything from souvenirs and plants to t-shirts, handcrafts, art pieces, and collectibles.

All packages and events are subject to change without notice. Certain restrictions and additional taxes and fees may apply.

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Special note to media: The O'ahu Visitors Bureau (OVB) recognizes the use of the 'okina ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakö [ä] or macron (e.g., in place names of Hawaii such as Lāna'i). However, OVB respects the individual use of these markings for names of organizations and businesses.