



What's New at PacRim Marketing

Fall 2019

At PacRim Marketing, we specialize in helping media with their Hawaii stories. We are pleased to share the latest Hawaii news from some of our clients inside:

Hospitality

- Queen Kapi'olani Hotel
- Ala Moana Hotel by Mantra
- Outrigger Hotels & Resorts
- 'Alohilani Resort Waikiki Beach
- Ko Olina Resort
- Four Seasons Resort Lanai
- Maui Visitors and Convention Bureau

Retail

- Ala Moana Center
- Kapolei Commons
- Tiffany & Co.
- Waikiki Beach Walk

Dining

- Neiman Marcus - Mariposa
- Ruth's Chris Steak House
- Hard Rock Cafe



QUEEN KAPI'OLANI HOTEL



Queen Kapi'olani Hotel in Waikiki debuted its new promotions and travel package. Enjoy the four-star, full-service hotel for the rest of the year with Queen Kapi'olani Hotel's "Picnic at the Park Package." Now through December 19, 2019, a sunny picnic lunch from Knots Coffee Roasters as well as admission to the Honolulu Zoo is included when guests book a room in the City View Room category or higher.

"Save and Splurge" this fall by booking the Studio City View or Studio Ocean View Rooms, with rates starting from \$189. What guests save on rooms can be splurged on shopping and dining! Guests can choose from a variety of amenities such as a one-time \$20 food and beverage credit, reusable QK logo water bottles, and a complimentary on-site program such as daily surf demonstrations from Hans Hedemann Surf School, sunrise yoga classes, and more. In addition, guests can receive discounts to lei making and other on-site activities as well as special rates to Iolani Palace, Bishop Museum, and more cultural venues.

For more information or to book, please visit www.queenkapiolani.com

ALA MOANA HOTEL BY MANTRA

Ala Moana Hotel by Mantra has a new and improved Japanese website! Book with ease on the updated website with everything you need to know about the hotel right at your fingertips with an informative FAQ page. The new site also features a room information page with 3D room category maps and an enhanced facility and services page. Best of all, a one-minute video featuring all the hotel has to offer including the hotel pool, business center, and buffet style breakfast is shown right at the landing page.

For more information or to book, please visit <http://jp.alamoanahotel.com>



OUTRIGGER HOTELS & RESORTS

Introducing All-New Beachcomber Market & Bikeadelic Services

Outrigger Hotels & Resorts newest lifestyle hotel, Waikiki Beachcomber by Outrigger, has premiered its Beachcomber Market. Expanding the hotel's on-site amenities, the Beachcomber Market offers various necessities for the guests' stay in Hawaii. Waikiki Beachcomber exclusive hats, tote bags, and yukatas are available to purchase along with locally made drinks, food, and souvenirs. Additionally, Outrigger's local artisan alliance, The Beachcomber Originals, have exclusive #WaikikiVibes artwork to purchase, so visitors can take a piece of Hawaii back home.

A couple blocks down from the Beachcomber, Bikeadelic Hawaii has recently set up shop at the Ohana Waikiki East by Outrigger. Relocating from its previous location, the new Bikeadelic Hawaii is located next to Whalers General Store and houses more than 100 bicycles. Offering bicycle rentals, guided tours, and bike related apparel/souvenirs, Bikeadelic also has a repair service for visitors and residents. Rentals start at \$7 per hour.

For more information on Outrigger Hotels & Resorts, please visit www.outrigger.com



Longboard Club & New Ballroom



Hui Car Share and Music Performances at Aulani



'ALOHI LANI RESORT WAIKIKI BEACH

The Longboard Club at 'Alohilani Resort is now open! The Longboard Club offers a private setting for guests to unwind and enjoy the experience of luxury. With a dining program included, daily breakfast is offered with fresh local fruits and juices, pressed coffee and tea, and even a design-your-own acai bowl bar. For the sophisticated visitor, dine on international cheese and charcuterie and select from a diverse 16-bottle wine cruvinet as you look out on the panoramic views of Waikiki Beach and Diamond Head. Refresh with a custom craft beer on tap and munch on evening hors d'oeuvres and homemade desserts in your own private cabana. Media Stations and WiFi as well as televisions offering English and Japanese channels

are also available. The Longboard Club is open daily from 6:00 to 10:00 a.m. and 4:00 to 8:00 p.m.

'Alohilani will also unveil their newly completed ballroom/function space. Located on the sixth floor, the spacious 'Alohilani Ballroom can be separated into two spaces—offering 5,600 and 6,300 square feet individually. The ballroom can also be expanded into one space of more than 12,000 square feet. 1,100 people in a theater-style setting (or 800 people in a banquet setting) can experience the space. For more information or to book, please visit www.alohilaniresort.com

KO OLINA RESORT

Hui is now a proud partner with Ko Olina Golf Club! Hui is a round-trip, station-based car share program that offers vehicles that can be booked immediately. Whether it's in the moment or for the future, Hui makes it easy to book a ride all in the palm of your hand with the Hui app. Four vehicles are at the Hui Station at the Ko Olina Golf Club, which includes a Toyota Prius, Toyota Camry XSE, and Lexus RX 350. Compared to traditional car rentals, Hui is cost efficient with no monthly fees and gas, insurance, and taxes included in price. Your stay at Ko Olina Resort has gotten a lot more convenient with Hui.

Aulani, a Disney Resort & Spa at Ko Olina Resort offers traditional Hawaiian music performances

weekly. Hawaiian duo Heme Pa'a, and contemporary musicians, Ben and Maila perform on Thursday evenings. Heme Pa'a is made up of members Baba Alimoot and Chris Kamaka who perform classic Hawaiian and Hapa-Haole songs at 'AMA'AMA Restaurant from 6:15 to 9:00 p.m. Ben and Maila, who have entertained audiences for over 15 years, perform contemporary and Hawaiian music at the 'Ōlelo Room from 6:00 to 10:00 p.m. On Fridays, enjoy the traditional Hawaiian music of Hoku Zuttermeister on Fridays between 6:00 to 9:00 p.m. at the 'Ōlelo Room.

For more information, please visit <http://koolina.com/>



FOUR SEASONS RESORT LANAI

Now through December 15, 2019, guests who book any room or suite at the Best Available Rate will receive 50% off a Garden View or Partial Ocean View Guest Room. With this rate, families or groups of friends can enjoy the endless possibilities of fun in the sun at Four Seasons Resort Lanai. Activities galore, family vacations got a whole lot more exciting with opportunities to go horseback riding, snorkeling, and off-roading. Children ages 5-12 can experience a wide variety of indoor and outdoor activities at the complimentary “Kids for All Seasons” program. Under this program, children 5 and under eat free from Keiki menus at dining venues (when accompanied by an adult). Children also have many amenities of their own including kids bathrobes, a welcome surprise, complimentary baby and children’s toiletries, and more!

Four Seasons Resort Lanai is also offering new programs and experiences that will excite all golfers! A Jack Nicklaus Signature Design, the stunning Manele Golf Course offers the golf enthusiast a course with oceanside cliffs and magnificent views. Unlimited golfing and club rental is available under the new Lanai Unlimited Golf Experience. Through December 20, 2019, guests can purchase this package that includes “all you can golf” with cart/club rental and two sleeves of golf balls for an additional \$400 per guest. If you don’t need the cart and want to get a good workout in, the “Swing ‘N Stroll” program is also available. After 3:00 p.m., guests can walk around the golf course, enjoy the sunset views and golf as they please for \$95. Last but not least, every Wednesday afternoon, Manele Golf Driving Range transforms into Mini-Manele. Families can enjoy this complimentary mini-golf course with a 6-hole, par-3 right on the practice facility. This is great for golfers of all ages and experience levels. For more information or to book, please visit www.fourseasons.com/lanai, or join their online communities at Facebook ([@FourSeasonsResortsLanai](https://www.facebook.com/FourSeasonsResortsLanai)) and Twitter/Instagram ([@fslanai](https://www.instagram.com/fslanai)).

Lastly, starting November 1, 2019, an all-new, all-inclusive wellness retreat will be opening on Lanai. Four Seasons Hotel Lanai at Koele, a Sensei Retreat, will offer a comprehensive and fully customizable program tailored to individual needs with science-based programming for mind and body, including meals by the new-concept Sensei by Nobu. To book your stay, please go to <https://www.fourseasons.com/koele/offers/>



MAUI VISITORS & CONVENTION BUREAU

The 12th Annual Maui Oceanfront Marathon will be on Sunday, January 19, 2020. Starting in Wailea, run along the oceanfront of the island for 26.2 miles all while taking in the scenery of whales and beautiful mountain vistas. The marathon will end in Kamehameha Iki Park in Old Lahaina Town. A half-marathon, 15k, 10k, and 5k run are also available. The race is a community event that benefits local school teams, clubs and Maui nonprofit groups that help put on the marathon.

For more information, please visit <http://maui-oceanfront-marathon.com/>



ALA MOANA CENTER

Celebrating its 60th anniversary in 2019, Ala Moana Center is keeping the festivities going with new stores and events all year long. In August, Ala Moana Center welcomed Visitor Concierge Services by Roberts Hawaii, a lounge where guests can relax between the airport and their hotel. Early flights and late check-ins can be a hassle, but with the new Roberts Hawaii lounge, visitors can sit back and relax while also getting a chance to roam around the mall and check out the over 350 stores and 160 dining options Ala Moana Center has to offer.

Other recent additions to Ala Moana Center include Alexander McQueen, Chubbies, Dior Café, Dior Mens, Haus Supper Club, Marshalls, Hope & Henry, Rakuten Card Lounge, Ramen Bario, Steak Teppai, Morphe, and Valextra. Upcoming stores include Buffalo Wild Wings, Hervé Chapelier, Gianvito Rossi and The Alley.

For more information, please visit <https://www.alamoanacenter.com/en.html>



KAPOLEI COMMONS



Kapolei Commons welcomes four brand new additions to its repertoire: CorePower Yoga, Paniolos, Teriyaki Madness, and Mad Bene. With its first studio on the west side of Oahu, CorePower Yoga offers multiple classes for varied levels, from beginner to advanced. With a week of free unlimited yoga to all new students and free classes every month on The Lawn at Kapolei Commons, visitors and residents alike can get a morning workout into their schedules.

With its original location in Kailua, Paniolos recently opened its second location at Kapolei Commons next to La Tour Café. Diners can choose from a variety of burritos, bowls, and tacos using local ingredients to get their fix of Mexican cuisine!

Kapolei Commons is also welcoming two new dining options in the upcoming months. Teriyaki Madness is said to be a fast-casual Asian restaurant with made-to-order Teriyaki dishes. In addition to Teriyaki Madness, Mad Bene (East Coast slang for “crazy good”) will feature fresh pizzas and pastas with mozzarella cheese that is made from scratch in house. Both restaurants are slated to open in late 2019.

For more information, please visit www.thekapoleicommons.com

MARIPOSA RESTAURANT AT NEIMAN MARCUS

Mariposa Restaurant has recently introduced its new happy hour menu and afternoon tea offerings. Located on Level 3 of Neiman Marcus at Ala Moana Center, guests can relax after a day of shopping and enjoy Mariposa's latest. The new happy hour menu is served daily between 3:00 and 6:00 p.m. (and Fridays from 3:00 to 5:00 p.m.). Drink offerings include selected cocktails and featured wines for \$8 and select beers for \$4. In addition, the food menu including Pork Belly Sliders for \$10 and Grilled Salmon Tacos for \$10 are just a couple of the options available during happy hour.

High Tea, which runs daily from 2:00 to 4:00 p.m., has also become available at Mariposa. For \$35 per person, guests can enjoy a fine selection of France's own Dammann Feres tea along with finger sandwiches, savory bites, and house-baked sweets. Reservations are required 24 hours in advanced.

For more information, please visit <https://www.neimanmarcus.com/stories/honolulu>



TIFFANY & CO.

With its defining placement in luxurious jewelry and accessories, Tiffany & Co. has released two new collections. The sleek elegance of Tiffany T has been redefined with its new collection. Black onyx, pink opal, and turquoise have been used to accent the 18k yellow gold designs of the Tiffany T wire bracelets. Tiffany T square rings with round brilliant diamonds have also been accented with the black onyx and turquoise on 18k rose gold and 18k yellow gold bands respectively.

The new Tiffany Men's collection introduces a world of men's jewelry, accessories, barware, home goods, and more! The Tiffany 1837 Makers and Diamond Point collections have accessories such as the Diamond Point rectangle pendant and cuff in sterling silver and a cocktail mixer in lead crystal and sterling silver that are hand polished and die struck for that distinct textured motif that any man would cherish. The one-of-a-kind handcrafted chess set in sterling silver and 18k yellow gold signifies luxury for the sophisticated and modern Tiffany man.

For more information, please visit <https://www.tiffany.com/>



WAIKIKI BEACH WALK

Earlier this year, Waikiki Beach Walk welcomed Big Wave Dave. Offering surf lessons, surfboard rentals, outrigger canoe rides and private surf tours, Big Wave Dave is the one stop shop for all things surf and sea. Owner, Dave Carvalho, and his team of instructors provide students with knowledge of the ocean and Hawaiian culture before leaving plenty of time to catch some waves. Offering coffee and food options, surfers can catch a bite to eat after working up an appetite at the beach.

Waikiki Beach Walk has a variety of local merchants to offer visitors. Under the Koa Tree, Coco Mango, and Carludovica are just a few stores that are not only exclusive to Hawaii but are also only available at Waikiki Beach Walk. With local musicians and hula performances always happening on the expansive lawn and entertainment plaza, Waikiki Beach Walk offers classes, entertainment, and enjoyment for all ages.

For more information, please visit <http://www.waikikibeachwalk.com/>

RUTH'S CHRIS STEAK HOUSE

Ruth's Chris Steak House offers a Wine Wednesday promotion, available at all locations. On Wine Wednesday, choose bottles from their award-winning wine list for 25% off when you pair it with one of the popular 3-course Prime Time Menus offered daily from 5 – 6 p.m. Prices range from \$55 to \$65, excluding Hawaii GET.

Whether it's a vacation, romantic evening for two, or gathering with family and friends, there is something for everyone at Ruth's Chris! While they are known for their legendary USDA Prime steaks, bone-in cuts and signature sizzle on 500 degrees Fahrenheit plates, you will also find fresh seafood, delectable sides and desserts along with a level of hospitality and service that demonstrates quality care and aloha!

For more information and to make reservations, please visit: <https://www.ruthschris.com/hawaii/>



HARD ROCK CAFE

Hard Rock Café has recently launched new additions to its lunch and dinner menus! Appetizers, Burgers, Milkshakes, and Cocktails galore on the expansive menus. Focusing on the freshest ingredients, Hard Rock Café has added new entrees to the menu including “The Impossible Burger,” which is a 100% plant-based vegan patty topped with cheddar cheese and a crispy onion ring, served with lettuce and vine-ripened tomato. The menu wouldn't be fit for a rock star without an extravagant addition like the 24-Karat Gold Leaf Steak Burger—a 1/2 -lb fresh steak burger topped with a 24-karat edible gold leaf. All proceeds from the 24-Karat Gold Leaf Steak Burger will benefit Action Against Hunger through the Hard Rock Heals Foundation.

Photogenic milkshakes are the perfect way to treat yourself after a hearty meal. Hard Rock Café is offering boozy milkshakes including the new Strawberry Cheesecake Boozy Milkshake that blends Absolut Vanilla Vodka and vanilla ice cream with the flavors of strawberry cheesecake and topped off with white chocolate whipped cream and frosted animal crackers. Non-alcoholic Homemade Mini-Milkshakes are also available in cute miniature-sized milk bottles. Hard Rock Café is always coming out with seasonal and “Instagram-worthy” milkshakes, so diners—be on the lookout for the next one!

For more information, please visit <https://www.hardrockcafe.com/location/honolulu/>



24-Karat Gold Leaf Steak Burger

ASK US ABOUT HAWAII!

Are you writing about or traveling to Hawaii? The team at PacRim Marketing can possibly assist you with accommodations and story planning. Please ask about our client partners listed below. You can reach us via email: ims@pacrimmarketing.com

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Hospitality

- Ala Moana Hotel
- 'Alohilani Resort Waikiki
- Embassy Suites Waikiki
- Four Seasons Resort Lanai
- Ko Olina Resort
- Marriott Waikiki Complex
- Maui Visitors & Convention Bureau
- Outrigger Hotels & Resorts
- Queen Kapi'olani Hotel

Retail

- Ala Moana Center
- International Market Place
- Kapolei Commons
- Neiman Marcus Hawaii
- Tiffany & Co.
- Waikiki Beach Walk

Dining

- Hard Rock Café Honolulu
- Ruth's Chris Steak House