

# Condominiums lure Aussies *seeking Hawaiian luxury*



a perfect place to indulge. Enjoying a traditional Hawaiian spa treatment, sightseeing from a helicopter, teeing off on a championship golf course, relaxing in a private beach cabanas, hitting the shops or indulging in Hawaii regional cuisine are just some of the unique experiences available in the islands.

Williams says there are many fabulous options for agents with luxury-seeking clients. Places like the Ritz Carlton Kapalua on Maui and the Four Seasons resorts on the private island of Lanai.

“Not many people know about the two Four Seasons resorts,” she says. “One of them is a lodge style property unlike anything else in Hawaii.”

The iconic Royal Hawaiian at Waikiki reopened its doors last year after a major refurbishment, as did Starwood’s St Regis Princeville Resort on Kauai.

The St Regis offers services including a butler service, day spa and two premiere 18-hole golf courses.

Then there is Trump International Hotel Waikiki Beach Walk, which opened last November, offering everything from studios to one, two

There is a growing number of Australian travellers looking to experience Hawaii in luxury, with demand not only for the many upmarket hotels on offer, but also for lavish condominiums – a spacious home-away-from-home.

By Lee Mylne

**T**HERE’S more than one way to indulge while on holiday, and agents looking for the ultimate in luxury for their clients travelling to Hawaii have plenty of five-star options on offer.

While most people think of upmarket hotels as the ultimate in luxury accommodation, there’s a growing trend among Australians to book luxury condominiums.

“It’s a real trend out of Australia,” says Hawaii Tourism Oceania country manager Australia, Helen Williams. “We’ve seen an increase in people looking for a home-away-from-home and doing it in style.”

Eight per cent of all Australia leisure travellers to Hawaii in 2009 stayed in condominiums, she says, giving themselves more space than a hotel

room affords. “If you’re a family group, you might want more than just two hotel rooms and in a condo you are all under one roof, with everything you need, including a stocked fridge and freezer if you ask for it.”

Among the luxury condos on offer are the Hilton Grand Vacation Suites at the Hilton Hawaiian Village on Oahu, a lavish new beachfront property for Villas of Distinction on the Big Island, and the first in Marriott’s new Edition hotel series, The Waikiki Edition, which is expected to open in October.

With a strong dollar, Australians are heading to Hawaii in increasing numbers, recording a 32 per cent rise in visitation for the year ending June 2010 over the previous year.

“In fact, for five of the past six months, we’ve shown the highest monthly visitor levels from Australia



since 2003,” says Williams, adding that Australians are also spending well in Hawaii – on average \$US235 (about \$A260) per person per day.

“The average length of stay for Australians is also reasonably long, at nine nights,” she says. “And a lot of them are staying in five-star accommodation.”

Hawaii is renowned for luxury style holidays and accommodation and is

and three-bedroom suites, with or without dens, and connecting units for larger parties. Some penthouses feature full kitchens, where guests can ask a hotel chef to prepare a meal in the privacy of the suite.

Services also include Trump Attachés (including a Beach Attaché and Baby Attaché) who attend to every request – and keep a record of it in preparation of your next visit.

sellingHawaii



Image credit: HVCB

## Hawaii is 'worth so much more than just a stopover'

LINDA Ellett had never been to Hawaii until last year – and then she went twice within the space of two months.

"I'd just been on holiday with friends, and then just a few weeks later I was lucky enough to be chosen to go on a familiarisation trip with Hawaii Tourism for eight days," she says.

Her two trips allowed Linda to see three islands – Oahu, Maui and the Big Island of Hawaii – and she says it has made all the difference to selling the destination to her clients.

A sales consultant at Harvey World Travel Sunbury in Victoria, Linda says many of her clients are heading to the US mainland and have used Hawaii as a stopover.

"Now I know that it's worth so much more than just a stopover," she says. "You can easily spend a week on Oahu, there is so much to

do – it's not all about Waikiki and shopping and sitting on the beach.

"I loved Waikiki for its busy nightlife, and Maui and the Big Island were a bit more relaxed."

Linda says selling Hawaii to her clients would be much easier if there were direct flights from Melbourne to Honolulu – "twice a week would be fantastic".

Despite that, she says it is a popular destination, especially with honeymooners and couples looking for a bit of luxury.

"For those looking for luxury, Maui is fantastic and there are lots of great places to stay. My favourite is probably the Westin Villas, but there's also the Sheraton and the Aston hotels, and there are lots of boutiques and art galleries to explore."

## Hyatt Regency Waikiki releases 'Shopaholic's' deal

HYATT Regency Waikiki Beach Resort and Spa's "Shopaholic's Package" offers the ultimate in retail therapy, along with a night of luxury accommodation and spa treatments.

The package includes a "shopaholic passport" for Hyatt shops, one 50-minute shopaholic spa treatment, 50 per cent off a second spa treatment, and a free bottle of sparkling wine.

The shopaholic's treatment (worth \$US140 or about \$A153) is a massage using moist heat to target the arms, back, legs, and feet – areas that are most often used, and abused, while shopping.

Using a Shopaholic's Package Passport, guests will get discounts and

gifts with purchases – and the rewards continue after the passport is full with a \$US50 (about \$A55) credit from Na Ho'ola Spa.

The package is priced from \$US648 – about \$A708 (excluding taxes and service charges) for two nights for two people. Agents can also benefit from special advantages at Hyatt.

Hyatt's new travel agent website provides all relevant information and tools about Hyatt, from agent commission information to brochure requests. Registered agents can also easily access a tool for client bookings as well as confirm reservations for themselves at up to 50 per cent off room rates.



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## Outrigger Luana Waikiki's special agent rate



THE Outrigger Luana Waikiki is inviting travel agents "near and far" to experience for themselves one of the best kept secrets in Waikiki.

Until December 21, agents are invited to rediscover this property with special "all-time low" rates starting from \$US65 (about \$A72) per night.

Travel professionals staying a minimum of three nights will also



receive a complimentary Monstera leaf designed Eco-tote bag, and agents travelling with children aged five to 10 years old will receive an Island

Explorer Kit for each child (an ocean-themed backpack containing items to keep children entertained while on holiday in Hawaii).

Located on the edge of a quiet 27 hectare park, the hotel offers the ability to escape the bustle of Waikiki, yet be just a short walk from Waikiki Beach and the area's eclectic mix of eateries and shops, including the Waikiki Beach Walk.

Outrigger Luana Waikiki's accommodations are a mix of single hotel rooms, studios with kitchenettes, as well as one-bedroom suites each with a full kitchen.

Other amenities include a 24-hour business centre where guests have free access to stylish work stations with brand-new Mac computers and printing equipment, free wireless internet access in the hotel lobby, mezzanine

level and pool deck areas for guests travelling with laptops, music-filled iPods for guests to borrow, a day spa and fitness centre.



Pacific Beach Hotel's award winning Oceanarium restaurant

## Worldhotels adds first luxury Hawaii hotel

WORLDHOTELS has added its first luxury hotel in Hawaii – the Pacific Beach Hotel in Honolulu – to its worldwide portfolio of 450 hotels.

The hotel is offering an introductory rate of \$US179 (about \$A195), including breakfast, until December 2010 and has a special travel agents rate of \$US70 (about \$A76) per room per night.

When booking through [www.worldhotels.com](http://www.worldhotels.com) or GDS (Chaincode WW), travel agents receive 10 per cent commission on commissionable rates.

## Castle targets luxury market with spacious condominiums

CASTLE Resorts and Hotels is targeting the luxury travel market with its spacious Hawaii vacation condominiums – "for guests who define luxury as the ability to enjoy island lifestyle unhampered by the formality and constraints of a typical hotel".

Castle has recently appointed Hotel Representation Australia (HRA) as its general sales agent for Australia and New Zealand as it plans an expansion of sales and marketing activities in the Oceania market.

HRA managing director Craig Davies said Castle's properties catered to all categories of the Australian outbound market in both price and standard of accommodation – including the luxury market.

"It's great to have a client that offers such a broad spectrum of options," he said.

Davies said the new partnership allowed Castle to extend its reach and provides the Australia and New Zealand travel trade and consumers with greater access to the company's 25 properties on Oahu, Maui, Kauai, Molokai and the Big Island of Hawaii, which range from full service hotels to beachfront resort condominiums.

Among its properties is The Hali Kai at Waikoloa on the Big Island of Hawaii, a new 12 hectare oceanfront resort that flows alongside Waikoloa's Beach Golf Course to the Pacific Ocean, offering spacious two and three bedroom villas and town homes.

**creativeholidays.com/hawaii**

## Aston Waikiki Sunset offers agent rate

CELEBRATING the completion of its \$US13.5 million room renovation project, the Aston Waikiki Sunset is offering a "suite" travel agent special until December 23.

The hotel is inviting agents to experience its new look with special rates of \$US99 (about \$A108) per room per night for a one-bedroom deluxe ocean view room and \$US190 (about \$A208) per room per night for a two-bedroom Diamond Head view room. Rates do not include taxes.

Suite renovations include redesigned kitchens with all-new appliances, new furniture, Hawaiian-themed artwork by local artists, new 32 inch LCD high-definition TVs and new energy-efficient air conditioning units that automatically shut off when guests leave the room.



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## HA's new Business Class deals 'never more affordable'

FOR those who prefer to travel at the pointy end of the plane, Hawaiian Airlines has released some of the most competitive Business Class prices ever offered to Hawaii, providing an exciting new range of options for travellers from Australia.

The new "Aloha Business" deals are aimed at both business travellers and luxury holiday seekers, with one way fares from Sydney to Honolulu priced from \$3469 ex-Sydney – a reduction of up to 48 per cent off the previous Business Class fares.

Return Business Class fares from

Sydney to Honolulu now start from \$3961, including taxes. With onward flights to the neighbouring islands of Maui, Kauai or the Big Island of Hawaii included, prices start from \$4267.

"It's never been so affordable to experience our excellent Business Class service on trans-Pacific flights, and with Hawaii growing as a luxury holiday destination these fares are ideal for couples or single travellers wanting more space and comfort," said Hawaiian Airlines' Sherilyn Robinson.

One-way Business Class fares can be combined with one-way Economy

Class fares, giving passengers a taste of luxury for a special occasion.

For passengers travelling from other Australian cities, Hawaiian offers connecting Economy Class fares with domestic partner airlines, transferring to Hawaiian's Business Class from Sydney.

Fares, including taxes, from other Australian cities, start from \$4141 from Melbourne, Brisbane, Gold Coast, Canberra, Ballina, Coffs Harbour, Hervey Bay, Maroochydore, or Port Macquarie to Honolulu. With added flights to Maui, Kauai and The Big Island, fares start from \$4447.

From Adelaide, Hobart, Launceston, Cairns, Mackay, Proserpine, Rockhampton, Townsville and Albury to Honolulu, fares are priced from \$4301. To continue on to Maui, Kauai or The Big Island, the fare is from \$4607.

Passengers from Perth will pay \$4461 to Honolulu, and from \$4767 to Maui, Kauai or The Big Island.

These "Aloha Business" fares are for low season departures from Sydney on Hawaiian Airlines flights between November 1 and December 9, 2010, and from February 1 until March 31, 2011.



Kapalua Villas

## Creative choices make it easy to 'spoil yourself'

HAWAII is the perfect destination to sell to clients with a luxury holiday in mind, according Creative Holidays acting managing director Andrew Yell.

And in order to cater for this market, Creative's 2010/11 Hawaii brochure includes carefully selected properties offering "the ultimate five-star experience", he says.

"To make selling these properties as easy as possible, Creative Holidays has highlighted the ultra-luxurious hotels in the 2010/11 Hawaii brochure with the 'spoil yourself' label," he says.

The choices for clients under the 'spoil yourself' banner include five-star hotels on Oahu, with options both in the heart of Waikiki and also further away from the action on the Waianae Coast.

"Another indulgent option in Hawaii is the specially selected villa style accommodation available on the peaceful, outer island of Maui," says Yell. "The Kapalua Villas are the perfect retreat for those after space and luxury home-style living facilities while holidaying.

"Luxury doesn't have to mean paying exorbitant prices," he says. "The strength of the Australian dollar has made luxury travel in Hawaii more affordable than ever before and allows travellers to upgrade to more lavish styles of accommodation, even if it is only for a few nights of their holiday."

For those looking for a little more luxury in Waikiki, Creative Holidays has added Trump International Waikiki Beach Walk to its offering for 2010/11.

The five-star property, which opened last November, is one of the first ultra-luxe properties in Hawaii and is located steps away from Waikiki's famous white sand beaches and the new Waikiki Beach Walk.



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