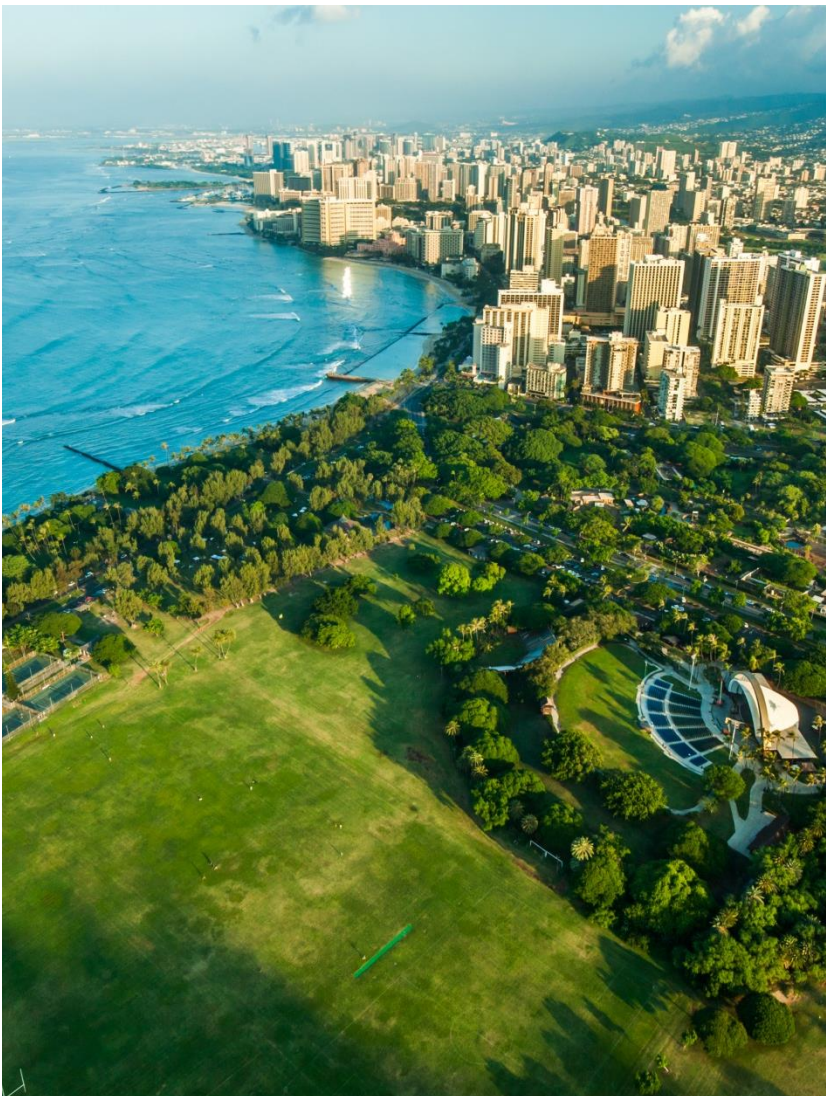




What's New at PacRim Marketing

Spring 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.

Hospitality

- Queen Kapiolani Hotel
- Alohilani Resort Waikiki Beach
- Four Seasons Resort Lanai
- Ko Olina Resort
- Embassy Suites by Hilton Waikiki Beach Walk

Retail

- Kapolei Commons
- Ala Moana Center
- UNIQLO
- Neiman Marcus
- Maui Divers Jewelry

Dining

- Seoul Mix 2.0
- Shabuya
- Queen Kapiolani Hotel
- Ruth's Chris Steak House
- Marriott Waikiki Complex

QUEEN KAPIOLANI HOTEL

Queen Kapi'olani Hotel in Waikiki premiered a brand new lineup of packages for 2019. These packages allow for guests to enjoy a local lifestyle experience and get a sense of the way of life on O'ahu. With accommodations in one of the hotel's 315 recently upgraded rooms or suites, packages also feature the hotel's amenities and programming such as new on-site restaurants and retailers.

There are three new packages available. With "Rise & Shine," guests can enjoy a daily breakfast for two at Deck while reveling in the beautiful views of Diamond Head and Waikiki Beach. The second package offered, "Surf & Dine," features a two hour afternoon surf or stand up paddle lesson for two. A light lunch or a three course dinner is also included. Lastly, with a stay at the luxurious Queen Kapi'olani Premier Suite, a private "Sip & Paint" art lesson, a four-course dinner for two, and two tickets for a tour of 'Iolani Palace, guests will receive the ultimate VIP treatment with the "Royal Package." This package also lets guests have the option to participate in one of four on-site activities including a *haku* lei making workshop, creating homemade wellness beauty products, Hawaiian cocktail making classes, or jogging or sunset/sunrise yoga classes with local instructors. For more information or to book, please visit www.queenkapiolani.com



EMBASSY SUITES BY HILTON WAIKIKI BEACH WALK

Embassy Suites by Hilton Waikiki Beach Walk recently launched their Premium Suites category. With the Premium Suites, guests can enjoy fantastic ocean views and enhanced amenities. The Premium Suites are located at the corner of the resort and include snacks and beverages that are replenished daily. The rooms themselves are spacious and feature traditional Hawaiian furnishings as well as a lanai with Waikiki Beach views. Additional furnishings include a mini kitchenette, separate living area,

sofa bed, activity table, and coffeemaker to name a few.

Embassy Suites is a part of the Hilton Honors Program and was named 2018's Rakuten Travel Award Winner (Bronze) and HLTA Food and Beverage Host of the Year. For more information or to book, please visit www.waikiki.embassysuites.com or call 1-800-EMBASSY. .



'ALOHILANI RESORT WAIKIKI BEACH *New Guest Services Lounge for Japanese Visitors*

A Japanese-language guest service lounge is now open to travelers from Japan. Whether it is for arrival or departure, Japanese visitors can experience a memorable stay at the 'Alohilani Resort with the new lounge. The lounge is open daily from 7 a.m. to 8 p.m.

Upon arrival, guests are given oshibori and welcome beverages at the lounge. There is a concierge on site who can assist with the guest's requests such as restaurant reservations, transportation, various activities, and any other service the traveler should need. Food and beverage service is also available at the lounge courtesy of the hotel's O Bar.

'Alohilani Resort is also about to unveil their Longboard Club in Spring 2019. Besides the public spaces that are offered, the Longboard Club will provide a private setting for guests to relax and enjoy their stay.

For more information or to book, please visit www.alohilaniresort.com (English) or jp.alohilaniresort.com (Japanese)

LOTTE Championship and the 6th Annual Ko Olina Children's Festival



Debut of Love Lānai and Stay Longer Programs



KO OLINA RESORT

The Ko Olina Resort is getting ready for two annual events—the LOTTE Championship and the 6th Annual Ko Olina Children's Festival. The 2019 LOTTE Championship will be held from April 14 through 20 at Ko Olina Golf Club. The 8th annual LPGA event will feature 144 professional women golfers including defending champion, Brooke Henderson, as well as Hawaii's own Michelle Wie. There will be free admission for spectators from April 14 to 16 with \$10 daily admission from April 17 to 20, which will be sold at the Main Gate during Tournament Week. For more information, please visit

<https://www.lottechampionship.com>

Ko Olina will also be holding their annual Children's Festival on Saturday, April 27, from 1 to 8 PM. Join the family-friendly event, which will have live performances, family activities, and a feature film at sunset on the beach. Special room rates will be available at Aulani, A Disney Resort & Spa, and Four Seasons Resort O'ahu for early ticket purchasers. 100% of the ticket proceeds will go to Kapi'olani Medical Center.

For more information, please visit koolinachildrensfestival.com.

FOUR SEASONS RESORT LANAI

With every four consecutive paid night stay, the Stay Longer program offered by Four Seasons Resort Lāna'i allows guests to receive a complimentary fifth night now through December 19, 2019. Guests can enjoy their extra day with the Lāna'i Explorer Unlimited Activities Pass. Riding horseback through the island's forests and hills, exciting UTV tours, archery, tennis, mountain biking, golfing, and a variety of marine activities are exclusive to the pass. The pass is \$400 per night for two adults.

The Four Seasons Resort Lāna'i is also offering their "Love Lāna'i" program—a new series of tours, classes, and culinary events. To truly explore the island's history and cultural heritage, the Love Lāna'i program lets guests

experience what the island has to offer. The program includes a sunrise hike to Pu'u Pehe, an outdoor experience with off-roading, shoreline fishing, and net throwing, a resort cultural art tour, talking story with Lāna'i residents about the island's history, a cultural arts presentation, Hawaiian craft making, and a Hawaiian dinner for guests to indulge on Lau Lau, Ahi Poke, and Haupia.

For more information or to book, please contact Four Seasons at 1-800-321-4666, visit their website at www.fourseasons.com/lanai, or join their online communities at Facebook (@FourSeasonsResortsLanai) and Twitter/Instagram (@fslanai).

KAPOLEI COMMONS

Kapolei Commons welcomes its latest addition to the open-air complex—Ulta Beauty. Ulta Beauty is the largest beauty retailer in the United States with over 1,000 retail stores in the country. This marks Ulta Beauty's third location on O'ahu and features 20,000 beauty products as well as a full-service salon. With 500 brands to choose from ranging in makeup (bareMinerals, Urban Decay, Maybelline, NYX, etc.) to skincare to haircare to nails, Ulta Beauty is a one-stop shop for all beauty needs.

Another new addition to Kapolei Commons will be Young's Fish Market, slated to open in April 2019. Young's Fish Market will feature a variety of local food on the menu including Lau Lau, Poke, and plate lunches, bringing much diversity to the already expanding dining options available at Kapolei Commons.

For more information, please visit www.thekapoleicommons.com



NEIMAN MARCUS

Neiman Marcus offers the finest fashion and quality products in a welcoming environment. With professional stylists available to assist with coordinating the perfect look, customers can feel at ease with their fashion choices. Recently having enhanced its line of brands, Neiman Marcus has various handbags and shoes for the customer to choose from. For handbags this season, Neiman Marcus is focusing on “artisanal touches” and “getaway shapes,” including designers such as Casa Isota, Eric Javits, Eugenia Kim, and Maison Alma for a resort/beachwear look. In the shoe department, Golden Goose is a recent addition, while Gucci has a new line for the spring. Givenchy and Roger Vivier released bags and shoes exclusively for Neiman Marcus.

In the beauty department, recently added brands include Conture, LightStim, Panasonic, ZIIP Beauty and Perris Monte Carlo. Majestic Paris, Tory Sport and Canada Goose were added to women's designer while exclusive designs from Gorski Fur and Amanda Baldan now highlight the Sportswear section.

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



ALA MOANA CENTER

Ala Moana Center, the world's largest open-air shopping center, is celebrating their 60th anniversary in 2019. Special promotions and anniversary-themed events will be presented in a 60-day celebration during July and August 2019.

The making of Ala Moana Center 60 years ago can be seen in a historical video below:

<https://www.youtube.com/watch?v=A2EOBX33m0o#action=share>

(Video credit: Hawaiian Dredging Construction Company)

The shopping center features more than 350 shops and restaurants with new stores constantly opening. Eco Town, which opened last December, is an "eco-friendly" store that buys and sells the customers' unwanted reusable items. From vintage aloha shirts and ukuleles to designer handbags, wallets, and shoes, Eco Town re-sells brand items for a cheaper cost.

Other recently opened businesses include Beard Papa's/Totti Candy Factory, Mama Pho, Shabuya, Seoul Mix 2.0, SomiSomi, and Uniqlo. Additional tenants such as Buffalo Wild Wings, MyGoCenter, and MyGoKids will be opening soon.

For more information, please visit

<https://www.alamoanacenter.com/en.html>



UNIQLO

Giving Aloha



Japanese retailer, UNIQLO, is now open on Levels 2 and 3 of Ala Moana Center's Ewa Wing. With level 2 open, this marks the completion of the 17,300 square foot apparel store. To celebrate its' grand opening, UNIQLO has collaborated with two artists from POW!WOW!Hawaii for a new UT (UNIQLO T-Shirt) line.

A total of 14 new "Feel Hawaii" designs have been introduced from artists Matthew Tapia and Kevin Lyons. Matthew Tapia, a local and self-taught artist and graphic designer, created his "Giving Aloha" collection, which focuses on his specialty of hand-lettering. Kevin Lyons, an artist and illustrator based in New York, is well-known for his "monster" designs which have been featured on murals worldwide (including two in Kaka'ako). Lyons created his "Aloha Monster" collection for the UT line, which features those infamous designs.

For more information, please visit

<https://www.uniqlo.com/us/en/hawaii/>

SEOUL MIX 2.0

Seoul Mix 2.0 recently opened in The Lanai @ Ala Moana on the second level of the Diamond Head wing. Inspired by classic Korean street food, Seoul Mix 2.0 features an Asian fusion inspired menu. Perfect for lunch, dinner, or a quick bite to eat, guests can enjoy the diverse menu which includes kimchi fried rice, bibimbap, and burritos. Seoul Mix 2.0 is the final tenant to open in The Lanai @ Ala Moana.

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

SHABUYA

Shabuya has recently opened its' first Hawaii location at Ala Moana Center. Located on the mall's second level in the Ewa Wing, Shabuya offers an all-you-can-eat buffet style of traditional Japanese *shabu-shabu*. For a two-hour limit, diners can enjoy a variety of house dipping sauces, soup bases, high quality meats, seafood, and seasonal vegetables. Quality cuts of meat, including wagyu beef, lamb, and pork, are sliced to order.

For hours and location, please visit <https://www.alamoanacenter.com/en/directory/shabuya-24140.html>



MAUI DIVERS JEWELRY

Maui Divers Jewelry has marveled residents and visitors alike with their Hawaii ocean inspired designs for 60 years. Maui Divers is proud to announce their latest jewelry collection entitled Hawaiian Moments. Available at its flagship Ala Moana Center location and online, the Hawaiian Moments collection captures Hawaii's iconic charm up close. These detailed and eye-catching pendants are meant to symbolize Hawaii's beauty in nature. Vivid tropical colors in delicately carved shell, turquoise and Hawaiian Black Coral inlay with 14 karat gold represent the designs of a fragrant plumeria flower, a calming ocean wave, the stripes of a Hawaiian Triggerfish, and nine others.

Maui Divers Jewelry also has its popular "Living Heirloom" collection available in stores and online. Uncurling hapu'u fern tips, embraced by vines of royal maile, wrap intimately as one in this collection featured in 14K Rose Gold, 14K White Gold, and other precious metals. Living Heirloom jewelry keeps the beauty of Hawai'i alive and makes for the perfect souvenir.

For more information on Hawaiian Moments or one of their many other exclusive collections, please visit <https://www.mauivers.com/>



QUEEN KAPIOLANI HOTEL FEATURING *KNOTS COFFEE ROASTERS*

Located in the Living Room of the remarkable Queen Kapi'olani Hotel, Knots Coffee Roasters is Waikiki's newest and most innovative purveyor of unique coffee and tea creations. Among their vast coffee selection, Knots also offers a selection of beer and wine as well as specially curated Grab-and-Go snacks to enjoy at a beach or park picnic. The cutely designed anchor coffee cups and cardboard straws are very Instagram worthy.

For more information and a menu, please visit <https://www.queenkapiolani.com/knots-coffee-bar.htm>

RUTH'S CHRIS STEAK HOUSE

Ruth's Chris Steak House is pleased to announce their newly remodeled location at The Shops at Wailea in Maui. With one of the best happy hour menus on the island, guests can comfortably relax over a hand-crafted cocktail in the now expanded seating area. The restaurant's award-winning wine list and popular 3-course Prime Time Menu are available for the diner's enjoyment.

The remodel provides the restaurant with a modern edge mixed with an island vibe. The Wailea location truly embodies the spirit of Aloha and sets the tone for a fine dining experience. Whether the guests are celebrating a wedding, anniversary or birthday, hosting a business meeting, or planning a private event, Ruth's Chris Steak House will make the occasion a memorable one.

For more information, please visit <http://www.ruthschrihawaii.com/Home.htm>



SHERATON PRINCESS KAIULANI (MARRIOTT WAIKIKI COMPLEX) *FEATURING THE PIKAKE TERRACE DINNER BUFFET*



Located at the Pikake Terrace Restaurant, the Sheraton Princess Kaiulani has announced its' best priced prime rib dinner buffet with the new La Costa Italiano menu. Starting at 5:30 p.m. every evening, guests are treated to a wide array of breads, cheeses, cold cuts, salads vegetables, and Italian favorites (e.g. mushroom risotto, chicken marsala, baked ziti, clams, pastas with two choices of sauces).

Featured every night at the carving station, succulent prime rib is ready to enjoy. To top it all off, desserts such as tiramisu, berry panna cotta, and a variety of fruit tarts are made fresh. Crab legs are available at the buffet on Saturday evenings.

For more information or to make a reservation, please visit <https://www.marriott.com/hotels/hotel-information/restaurant/hnlks-sheraton-princess-kaiulani/>

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 or pr_japan@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 Kapiolani Hotel

Retail

- Ala Moana Center
- Kapolei Commons
- Maui Divers Jewelry
- Neiman Marcus Hawaii
- Tiffany & Co.
- UNIQLO Hawaii
- Waikiki Beach Walk

Dining

- Hard Rock Café Honolulu
- Ruth's Chris Steak House
- Seoul Mix 2.0
- Shabuya