



Expressly for TRAVEL PROFESSIONALS

March 2020



Festivals Celebrating Hawaii Multiculturalism

Hawaii has been and still is largely shaped by the vibrant cultures and people that call it home. Would your clients be interested in a taste of the colorful diversity of cultures the Hawaiian Islands offer? Consider including in their itinerary one or more of the exciting and authentic culture-celebrating festivals hosted throughout the year. They'll experience everything from unique foods and music, to artist works and hands-on activities rooted in Hawaii's multicultural landscape.

Kauai - Music fans who are Kauai bound may want to include the [Kauai Steel Guitar Festival](#), set for February 28 and 29, in their travel schedules. The two-day event celebrates Hawaiian music with steel guitar performances by master and youth players, steel guitar exhibits, hands-on experiences for festival guests, and *kanikapila* (Hawaiian-style jam-sessions) open to the public. The [Kauai Okinawan Festival](#), happening April 17-19, is another must-see and -do. Attracting more than 1,000 attendees over its two days of festivities, the annual festival celebrates touchstones of Okinawan culture in Hawaii. Highlights of the festival include tasty traditional foods, live music, Okinawan eisa drumming performances and a shishimai Okinawan lion dance.

Maui - If your clients are traveling to Maui, suggest a visit coinciding with the [East Maui Taro Festival](#) on April 25 in Hana town. *Kalo* (taro), a staple crop of the Hawaiian culture, is the star of this festival, where attendees get to sample multiple *kalo* varieties, enjoy *hula* performances throughout the day, and participate in cultural activities, including pounding taro into *poi* and weaving *lauhala* (pandanus leaf). Clients traveling to Maui in

May should stop by the [Maui Matsuri Festival](#) on May 8, 15 and 16. The first two days of festivities include a kick-off event celebrating Japanese culture followed by a multicultural festival at the University of Hawaii Maui College. On the final day, the Maui Matsuri Festival is celebrated with entertainment, food and family-fun activities.

Oahu - Clients headed to Oahu in March will want to explore the celebrations of the annual **Prince Kuhio Festival**, which honor the birthday of Kingdom of Hawaii Prince Jonah Kuhio Kalanianaʻole. Festivities on March 26 – the Hawaii state holiday Prince Kuhio Day – include a commemorative parade and choral concert.

Island of Hawaii - Suggest clients spending time on the island of Hawaii add the [Hawaii Kuauili Pacific and Asia Cultural Festival](#) to their itinerary. The festival, happening May 15-17, celebrates the beauty of Hawaii's cultural melting pot with food, fashion, traditional cultural expressions, a *hula* competition for *keiki* (kids) and cultural workshops. Kapaau town on the northernmost tip of the island is the place to be for the [North Kohala Kamehameha Day Celebration](#) on June 11, honoring Kamehameha I, who united the Hawaiian Islands under his rule as the first monarch of the Kingdom of Hawaii. Festivities include a ceremonial lei-draping of the King Kamehameha statue in Kapaau town, a floral parade, and a music festival featuring live Hawaiian music at the town's Kamehameha Park.

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Whats New?

Looking to guide travelers interested in checking out some of Hawaii's most exciting water sports? The [Olukai Hoolaulea, set for May 9](#) on the north shore of Maui, annually brings together a world-elite collection of paddle-sport competitors to race the region's 8-mile Maliko downwind run. Anyone can join in on festivities surrounding the event, which includes traditional Hawaiian games, a *luau*, *hula*, live music and other family-friendly cultural activities.



Travel Advisor Updates

Helping Your Clients Experience Hawaii's Unique Culture

[Pan-Pacific Festival](#)

June 12 - 14, 2020

The 41st annual Pan-Pacific Festival celebrates culture, traditions, and family fun!

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Kauai

[King Kamehameha Celebration](#)

[Hoolaulea](#)

June 8, 2020

Oahu

[HIFF Spring Showcase](#)

April 17 - 26, 2020

Maui

[Maui Film Festival](#)

June 17 - 21, 2020

Island of Hawaii

[Hawaii Kuauli Pacific & Asia](#)

[Cultural Festival](#)

May 15 - 17, 2020

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