

New Year's Eve Fireworks in Poipu

The Poipu Beach Resort Association and other businesses within the Koloa-Poipu community have stepped up to sponsor this year's New Year's Eve Fireworks Display at Poipu Beach Park. The annual event draws hundreds of visitors and locals alike to the south shore each year. This year's display will begin at 9:30pm on Friday, December 31, 2010. PBRA Member Jonathan Parrish (The Parrish Collection Kauai) is acting as program director and has recruited many local businesses to join him in donating the nearly \$25,000 in cash and services needed for the event.

Thank you to the following sponsors: Sheraton Kauai Resort, The Association of Beachhouse Owners of Kiahuna Plantation, Poipu Beach Resort Association, Kukui'ula Development Company, Lawai Beach Resort, Poipu Kai Association of Owners, Grand Hyatt Kauai Resort & Spa, The Parrish Collection Kauai, Koa Kea Resort Hotel, Kauai Heritage Properties, Marriott's Waiohai Beach Club, Lappert's Ice Cream & Coffee, Kauai Vacation Rentals, Poipu Ocean View Resorts, First Hawaiian Bank, Outfitters Kauai and Pacific Ocean Properties.

If you would like to donate to this annual family event, please make your check out to Poipu Beach Foundation and mail to P.O. Box 730, Koloa, HI 96756.

The Kauai Marathon 2011

Sparkling blue water. Pristine white sand beaches. Lush rainforests. All of these features and more will be seen from a runner's eye view during the 3rd Annual Kauai Marathon. Kauai's tropical paradise is the backdrop for this world class event which will not only lead runners through one of the world's most beautiful marathon courses, but will donate net proceeds to local charities. Both the marathon and half marathon are certified by USATF and AIMS.



The 2011 Kauai Marathon is being held on Sunday, September 4th beginning at 6am. The Full Marathon, Half Marathon and Marathon Relay begin on Poipu Road in front of Keoki's Paradise and finish at the Sheraton Kauai Resort. It is a spectacular event being held for the third time. The event organizers are providing special holiday rates to all Kama'aina and active military for race entry fees. From December 1-15, 2010 - The new 4-person marathon relay is \$225 per team (regular kama'aina & active military entry is \$250 per team) ~ available at active.com only; 2011 half-marathon entry is \$40 (regular kama'aina entry is \$65); and 2011 full marathon entry is \$60 (regular kama'aina entry is \$95).

To receive these great rates for the relay, go to www.active.com. For the full or half marathon, fill out the "Kama'aina Holiday Promotion" entry form at www.thekauaimarathon.com. These offers are only good from December 1-15th. For more info, go to: infothekauaimarathon@yahoo.com.

Sand Nourishment Update

We have raised our portion of the \$307,558 needed for Phase I, II & III of the Beach Nourishment project for Poipu Beach. What happens next? Phase I has been repeatedly delayed because of furloughs and staffing changes pushing all projects back, but we are looking at having some new sand on the beach sometime in January after the final permitting process is complete. Phase II & III are looking good with a contract just signed with Sea Engineering, Inc. Check back in December for another update.

Member News

Poipu Bay Golf Course set to reopen soon

Kauai's renowned Poipu Bay Golf Course is on target to reopen on December 16th, unveiling its newly renovated greens and updated clubhouse. This 18 hole course is situated on 210 oceanfront acres adjacent to the Grand Hyatt Kauai Resort & Spa. For more information, contact Craig Sasada 808-742-8711 or www.poipubaygolf.com

Mahalo to Sheraton

Mahalo to the Sheraton Kauai Resort for providing Thanksgiving meals to all Emergency Personnel on the South Shore, including Koloa and Kalaheo Fire Stations and the Poipu Beach Life-guards. This meal is being provided as a thank you for all the service that they provide for us every day.

Green Key Global Award

The Grand Hyatt Kauai Resort & Spa was recently recognized with a Four Key ranking from the Green Key Global eco-rating program, adding to their list of "green" honors. The Four Key designation indicates that the Grand Hyatt Kauai Resort & Spa shows industry leadership and a commitment to protecting the environment through wide ranging practices with programs involving employees, guests and the public. For more details, visit: <http://kauai.hyatt.com/hyatt/hotels/news-details.jsp?newsId=12762473>.

Business Achievement Awards

The 1st Annual Pacific Edge Magazine Business Achievement Awards Gala in celebration of their 5th anniversary year will be held Thursday, January 20th. This Gala will recognize Hawaii's innovative leaders in business. If you have an award nomination, or would like more info, visit: www.thepacificedge.com. Nomination deadline is December 10th.

Make a Wish

The Grand Hyatt Kauai is having their annual Make A Wish silent auction & craft fair on Thanksgiving: Thursday, November 25, 2010 9:00am - 2:00pm. Holiday Craft fair to coincide 9am-3pm.

Announcements

2010 Kauai Energy Conference

Join business, government and community leaders as well as other industry experts for the third annual 2010 Kauai Energy Conference at the Kauai Marriott Resort & Beach Club. This year's theme "Kauai's Energy Future - Putting the Pieces Together" brings to you the latest developments in the energy sector on Kauai, exciting initiatives on the horizon, and how they fit together to create a dynamic energy future for Kauai.

The conference is on Nov. 18th with the deadline to register on Nov. 12th at <https://www.acteva.com/go/KEEDB>.

Lights on Rice Parade

Lihue's Annual Christmas Extravaganza - The Lights on Rice Parade will be held Friday, December 3rd beginning at 6:30pm. The parade route is on Rice Street between Kalena Street to the County Building. The celebrating lasts all day, beginning at 10am including specials at the Museum Gift Shop, a craft fair on museum grounds and free entertainment on the front porch. A fun day will be had by all. Make sure you take the free shuttle from the Kmart parking lot.

Marketing News

Visitor Spending Rose 22%

A recent HTA Statement reports that total expenditures by visitors who came to Hawaii in September 2010 soared 22.2 percent, or \$160.1 million, to \$880.2 million over the same period last year. Total expenditures for the first

nine months of 2010 were \$8.4 billion, an increase of 13.7 percent compared to 2009. The growth in visitor spending for September 2010 was due to a boost in average daily visitor spending (+11.5%) and an increase in total visitor arrivals. According to a statement by Mike McCartney of the HTA, he is pleased to see year-over-year growth in visitor arrivals and spending during the traditionally slow month of September, including a double-digit increase in per person per day spending at \$186. The HTA will continue to collaborate with industry partners to aggressively market Hawaii to help drive demand, and to provide a quality and incomparable experience for our visitors. For more information, contact Momi Akimseu (HTA) 808-973-2278.

Visitor Stats

September 2010 visitor arrivals to Kauai increased by 3.0% over 2009, with those to Kauai-Only increasing by 11.1%. By comparison, total visitors to Maui County were up 12.4%; the Big Island was up 8.8%; and Oahu's arrivals were up 5.4%. The domestic market to Kauai showed a 0.7% increase from the same period last year at 67,143 arrivals, and a 9.8% increase for Kauai-Only at 35,995 arrivals. The International market shows an increase for Kauai of 33.7% (6,478 arrivals), and a big increase of 171.9% (740 arrivals) for Kauai-Only. Kauai's visitors from US West increased by 5.7%, and Kauai-Only increased by 10.7%. US East showed a decrease of 4.0%, with an increase to Kauai-Only of 8.4%. Visitors from Japan were down 2.3%, but up 62.5% to Kauai-Only. And, our Canadian visitors were up 7.4%, and to Kauai-Only also up 51.7%.

This information was obtained at <http://hawaii.gov/dbedt/info/visitor-stats/tourism>.

