



Widespread Support for New Year's Eve Fireworks ...

Lots of mahalos are due to Jonathan 'JP' Parrish of The Parrish Collection, Nick Arruda of The Sheraton Kauai and staff of PBRA for organizing the aerial fireworks display at Poipu Beach Park on New Year's Eve and to the many businesses, organizations and individuals for their support of the celebration. Hordes of visitors and residents lined the full stretch of Poipu Beach staring in amazement and delight as 15 minutes of spectacular fireworks exploded in the sky, just off Nukamoi Point.

Contributing over \$23,000 to the fireworks event were: The Sheraton Kauai, Association of Beachhouse Owners at Kiahuna, Lawai Beach Resort, Poipu Beach Resort Association, Poipu Kai Association, The Club at Kukuiula, Grand Hyatt Kauai Resort & Spa, Kennedy-Wilson, Kauai Heritage Property, LLC, Lappert's Hawaii, Marriott's Waiohai Beach Club, The Parrish Collection Kauai, E. A. Knudsen Trust, CTF Hawaii Hotel Partners – Koa Kea Resort, Kauai Vacation Rentals, Poipu Ocean View Resorts, Aston Resorts, First Hawaiian Bank, Kukuiula Outrigger Surf & Sail Club, Outfitters Kauai, Pacific Ocean Properties, Herbert & Nancy Tully and Michael & Josephine Camarata.

Generous in-kind support was received from the Kauai Police Department - Traffic Unit, Kauai Fire Department, Ron Wiley and KONG Radio and The Garden Island Newspaper.

A special mahalo to JP for his vision and commitment in bringing the community together, in a relatively short time period, to make this year's celebration a reality.

Fire Safety ...

Officials with the Kaua'i Fire Department (KFD) are reminding the public about the importance of testing smoke alarms and having a fire escape plan.

"Your smoke alarm has the power to save your life," said Captain Daryl Date, head of KFD's Prevention Bureau. "But if you haven't tested your smoke alarm lately, it may not be working. And that's not a risk you can afford to take." KFD urges the public to test all home smoke alarms monthly to ensure they are working. Smoke alarms give an early warning of a fire, providing extra time to escape safely.

The Fire Prevention Bureau also advises households to have a fire escape plan and to practice it often. "Real fires are hot, smoky and dark, and you may only have a few minutes to escape safely," Captain Date warns.

The following are some additional tips offered by fire officials:

- Install a smoke alarm in every sleeping area and on every floor of your home.
- Test your alarms on a monthly basis and change alkaline batteries at least once a year.
- Do not remove the batteries of a smoke alarm if it sounds while you are cooking.
- Have fire extinguishers readily available and easily accessible in the event of a fire.
- If you're ever in a fire, don't spend time getting dressed or gathering valuables. Get out and stay out. Use a neighbor's phone to call the fire department.

For more information about fire safety, please contact the Prevention Bureau at 241-4985.

Member News

Pacific Edge Turns 5!

Congratulations to PBRA member, Pacific Edge Magazine on their 5th Anniversary Celebration. Also online, PEM features inspiring and innovative professionals and business owners sharing their journeys, dining and product features and more!

Check it out at here <<http://viewer.zmags.com/publication/d5a09d6b>> .

Announcements

Green Drinks

We're back for 2011! See all you green-minded, eco-hip Kaua'i professionals at 22 North at Kilohana on January 12 from 6-8 PM! At Green Drinks Kaua'i, we want to get the green community together in one place to network and unwind. Together, we can start the sustainable and eco-friendly conversations and connections that will make the world a GREENER place!

Be one of the first 20 to RSVP to Todd Oldham to be a part of our "Garden Tour Harvest" at 5PM! > oldham.todd@gmail.com. Or RSVP to melinda@elementmediahi.com.

Marketing News

2011 Press Trip Confirmed

Mark your calendars for PBRA's 3rd annual Press Trip, happening May 15-21. Journalists representing publications and online communities in key markets for the Poipu area have been invited for a week-long South Shore experience.

Lori Michimoto of Michimoto Communications has been contracted to assist in the planning and organization of the event. Lori will be contacting all members shortly. Mahalo in advance for your partnership and support!

November 2010 Visitor Spending Climbed 30.4 Percent

According to the Hawaii Tourism Authority (HTA), total spending by visitors who came to Hawai'i in November 2010 rose 30.4 percent, or \$227.8 million, from November 2009, to \$976 million. Total expenditures for the first 11 months of 2010 were \$10.3 billion, a 16 percent increase compared to the same period last year, according to preliminary statistics released.

For the third consecutive month (since September 2010) total visitor spending increased by double digits on all islands.

The growth in visitor spending for November 2010 was due to higher average daily visitor spending (+10.5%), and an 18.2 percent increase in total arrivals to 577,540 visitors.

Total arrivals by air grew 17.6 percent from November 2009 to 560,588 visitors. Canada (+28.2%), U.S. West (+23%) and U.S. East (+18.1%) showed double-digit growth, while arrivals from Japan rose 3.3 percent from last November. Arrivals by cruise ships increased 43.5 percent to 16,952 visitors.

For the first 11 months of 2010, total visitor days for all visitors increased 8.9 percent compared to year-to-date 2009, and total arrivals rose 8.6 percent, to 6,450,795 visitors.

Visitors Statistics

November 2010

November 2010 visitor arrivals to Kauai increased by 14.6% over 2009, with those to Kauai-Only increasing by 10.9%. By comparison, total visitors to Maui County were up 18.8%; the Big Island was up 16.4%; and Oahu's arrivals were up 15.7%. The domestic market to Kauai showed an 11.1% increase from the same period last year at 65,372 arrivals, and a 10.4% increase for Kauai-

Only at 36,711 arrivals. The International market shows an increase for Kauai of 66.7% (6,589 arrivals), and an increase of 42.7% (761 arrivals) for Kauai-Only. Kauai's visitors from US West increased by 9.7%, and Kauai-Only increased by 11.0%. US East showed an increase of 11.8%, with an increase to Kauai-Only of 6.0%. Visitors from Japan were up 76.0%, but down 56.0% to Kauai-Only. And, our Canadian visitors were up 44.1%, and to Kauai-Only also up 80.3%.

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

