

THE 01 May was "Lei Day", a day that celebrates Hawaiian culture.

The lei symbolises the Aloha spirit - an expression of hospitality, unity and kindness.

This month Hawai'i Tourism Oceania (HTO) will be hosting events, launching famil incentives and campaigns to provide the travel trade with plenty of Hawaii inspiration.

With key representatives from the Hawaiian Islands joining them in Australia, Hawai'i Tourism Oceania has kicked off the 2019 "Month of Lei" celebrations by presenting several events and destination training to trade media and travel agents.

Representatives from the visitor bureaus of Maui, O'ahu, Kaua'i and the Island of Hawai'i have joined Hawai'i Tourism Oceania for the celebrations.

Hawai'i Tourism Oceania has also partnered with Helloworld, Viva! Holidays and Excite Holidays to launch marketing campaigns, activations and incentives as part



ISLAND Visitor Bureau reps: Randy Parker, Maui; Maile Brown, Kaua'i; Teresa Cosgrove, Island of Hawai'i; and Karishma Chowfin, O'ahu. Tourism Oceania team: Giselle Radulovic, Country Manager; Charis Ricafuente, Senior Marketing Manager; Sade Villatora, Trade and MCI Account Manager; Kris Phadungkiatipong, MCI & Trade Relationships Manager; and Madeline Atkins, PR Executive.

of the "Month of Lei" activities.

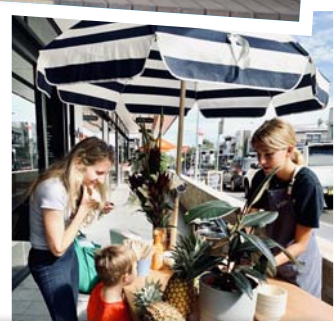
Giselle Radulovic, Country Manager Australia for Hawai'i Tourism Oceania said "Month of Lei" is the tourism board's way of engaging both trade partners and consumers with the Aloha spirit.

"Each year in May, Hawai'i Tourism Oceania brings the spirit of Aloha to Australia by inviting key media, trade and partners to celebrate the occasion with representatives from the Hawaiian Islands.

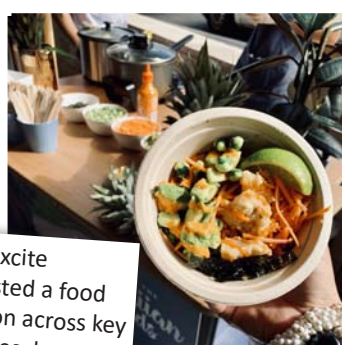
"The month is a significant event for Hawai'i Tourism Oceania, as the Hawaiian Lei is the physical embodiment of the spirit of Aloha symbolising kindness, altruism and generosity," Radulovic said.



AGENTS had the opportunity to gain valuable destination knowledge and get up to date on O'ahu, Maui Nui, Kaua'i and the Island of Hawaii.



HTO and Excite Holidays hosted a food cart activation across key travel agencies, keeping the Hawaiian Islands front of mind for both trade and consumers.



HTO and the Island Bureaux hosted a media and industry ohana with a fun spot of painting.



THE team shared the spirit of Aloha with agents across Sydney, Adelaide and Melbourne.