



STEPHANIE SILVERSTEIN

COVERING **TOURISM, MONEY, MEDIA & MARKETING, RETAIL & RESTAURANTS, WORKPLACE ISSUES**

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SAILING TO HAWAII: WHERE THEY VISIT THERE ARE RAINBOWS



Carnival Cruises' Carnival Miracle was one of two ships in port in Honolulu Monday, as Hawaii's cruise season started to pick up steam. The cruise season runs through May. Honolulu was the Carnival Miracle's first stop on its 15-day Hawaiian Islands cruise. The ship left Vancouver, Canada, on Sept. 17 and sailed to Honolulu. From there, it visited Maui, Kauai, Kona and Hilo on the Big Island, and today sets sail for Long Beach, Calif. There are 2,163 visitors on board the cruise ship.

COURTESY JAN GEORGE

TRAVEL WEEKLY MAGELLAN AWARDS

Five Hawaii companies received Travel Weekly Magellan Awards, which recognize the best in travel and travel professionals worldwide. The complete list of winners will be featured in an Oct. 21 issue of Travel Weekly.

HAWAII WINNERS

Aston Hotels & Resorts



Core Group One



Aqua Hospitality



ActivityRez LLC



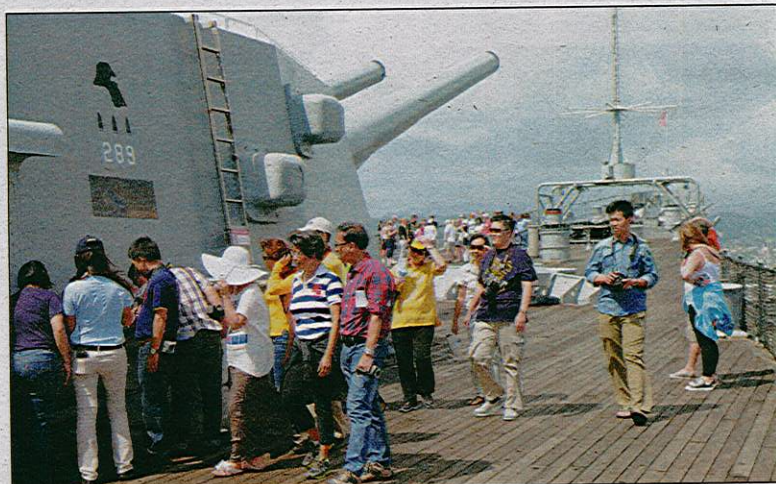
MVNP



NIHAO, MIGHTY MO

A Mandarin-speaking guide leads a group of Chinese visitors on a tour of the USS Missouri.

PBN FILE



The USS Missouri Memorial Association has introduced three communications tools to ensure it does not miss the boat on welcoming Chinese visitors to the Battleship Missouri Memorial in Pearl Harbor.

To bridge the language barrier as much as possible, the organization's Chinese Programs Department developed three social and new media outlets to help Chinese-speaking visitors learn about the Mighty Mo and what it has to offer. The programs are:

- Chinese-language informational website;
- Chinese-language Facebook page;
- Chinese weibo service for microblogging.

The number of Chinese visitors to the Battleship Missouri Memorial nearly tripled from 2011 to 2012.

CUSTOMERS WILL 'LIKE' BANK'S NEW SOCIAL MEDIA GAME

Bank of Hawaii is hosting a social media game to promote and familiarize customers with Mobile Deposit, a feature for its checking account customers that was released on Aug. 28.

Mobile Deposit allows customers to deposit checks through Bank of Hawaii apps for iPad, iPhone and Android.

The "Say 'Deposit'" game takes users through the process of virtually depositing a check, mimicking the process of Mobile Deposit. There is an incentive for users to share their activity on Facebook and Twitter, expanding the bank's reach on social media.

Bank of Hawaii will award up to \$1,000 to one player each week through the contest period, which ends Oct. 13.

To access the game, users must "like" the Bank of Hawaii Facebook page and click the Say "Deposit" app.



WHO IS STEPHANIE DOWLING?

Stephanie Dowling has always wanted to live in a place that puts family first, so she feels right at home in Hawaii, where ohana is important in and out of the workplace.

She is Starwood Hotels & Resorts Worldwide's new director of public relations for Hawaii and French Polynesia, replacing Marsha Wienert, who left the company's regional corporate office in Waikiki to move back to her home on Maui.

Dowling held the same position for Starwood's Arizona properties for seven years.

Dowling and her husband, Chad Eschmeyer, relocated to Oahu with their three children — ages 7, 5 and 5 months — and have been enjoying their new Hawaii lifestyle. The parents took surfing lessons with their oldest children in Waikiki last weekend.

"We've always wanted to move to a location where family is the most important thing," Dowling said. "The sense of ohana here in Hawaii is remarkable. Since we have such a young family, we wanted to move somewhere we could not only have a great career, but a great family life, as well."

Eschmeyer will start work as a commercial appraiser for Colliers International Hawaii on Oct 1.



COURTESY STARWOOD HOTELS & RESORTS

LOWDOWN ON LANAI

What has been happening on Lanai since billionaire Larry Ellison bought the island last year?



A program sponsored by the Pacific Asia Travel Association Hawaii Chapter could provide some answers. It is hosting a luncheon and update on tourism, air access, activities, employment, hotel enhancements and the vision for the island's future.

When: Tuesday, Oct. 29, 10 a.m.-1:30 p.m.

Where: Hawaii Prince Hotel Waikiki

Who: Speakers include:

- Island Air CEO Paul Casey
- Hawaiian Airlines' Ohana by Hawaiian Managing Director Hadden Watt
- Four Seasons Resorts Lanai General Manager Tom Roelens
- Four Seasons Resorts Lanai Director of Exceptional Experiences Craig Newton
- Lanai Visitors Bureau Public Relations Associate Charity Texeira

Cost: \$60 members, \$75 nonmembers