



MEDIA ADVISORY

Hawaiian Airlines Presents the 30th Annual Made in Hawai'i Festival

Entertainment, cooking demos, fashion shows and more!

FOR IMMEDIATE RELEASE

Honolulu, HI – July 16, 2024 – Hawaiian Airlines presents the 30th Annual Made in Hawai'i Festival today unveiled what's new for Aug. 23-25, 2024, along with its charity beneficiary. Attendees will peruse more than 700 made in Hawai'i vendor booths from the state's most talented local artisans, makers and entrepreneurs. New this year, the festival will feature an array of new vendors launching brand new products, exclusive to the Made in Hawai'i Festival. Guests will also enjoy cooking demonstrations by local celebrity chefs including Keaka Lee, owner of Kapa Hale and the newest member of Hawaiian Airlines' Featured Chef in-flight menu program, Nā Hōkū Hanohano Award-winning entertainment featuring Taimane, Jerry Santos & Kawika Kahiapo and Frank DeLima, a beer garden, and a fashion show highlighting the latest designs from sought-after local designers Lex Breezy and Simply Sisters by Lola.

What's new this year?

1. Hawaiian Airlines presents the Made in Hawai'i Festival 2024 will be the largest ever! This year's event spans more than 200,000 square feet and will occupy Exhibit Halls I, II and III at the Hawai'i Convention Center for the first time ever.

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Visit the Hawaiian Airlines booth and shop HawaiianMiles Buy & Fly partners including Jana Lam, Laha'ole Designs, House of Mana Up, La Tour Café, Hana Tea, Holey Grail Donuts, and Hawaiian Pie Company.

3. We're thrilled to announce that Hawai'i Foodbank is our selected charity for this year's Made in Hawai'i Festival! When you purchase your festival tickets, you'll have the opportunity to donate to Hawai'i Foodbank directly at checkout.

"For three decades, the Hawai'i Food Industry Association (HFIA) has proudly produced the Made in Hawai'i Festival, spotlighting the diverse talents and entrepreneurial spirit of our local community. As we celebrate our 30th anniversary, we're thrilled to announce the expansion of the festival across all three exhibition halls at the Hawai'i Convention Center, featuring over 700 local vendor booths. Bigger and better than ever, we will harness and provide opportunities for businesses to grow and shape our local economy, transform communities and leave a legacy for generations to come," said Lauren Zirbel, President & Executive Director of the Hawaii Food Industry Association.

"The local business community plays a big role in making Hawai'i such a special place to live and visit, and through their products and services, more people have forged deep and genuine connections with these islands," said Robert Sorensen, vice president of marketing and e-commerce at Hawaiian Airlines. "As the hometown carrier, we relish being a sponsor of the festival and look forward to kicking off another fantastic Made in Hawai'i Festival."

What: **Hawaiian Airlines Presents the 30th Annual Made in Hawai'i Festival**

When: Aug. 23– 25, 2024

- Friday, Aug. 23| 8 a.m. – 10 a.m. Buyer's Hours; 10 a.m. – 8 p.m. Public Hours
- Saturday, Aug. 24| 9 a.m. – 8 p.m.
- Sunday, Aug. 25| 9 a.m. – 5 p.m.

Where: Hawai'i Convention Center

Exhibit Halls I, II & III

1801 Kalākaua Ave.

Honolulu, HI 96815

Event parking is suggested at Ala Moana Center, ride share or taxi.

Parking for the 30th Annual Made in Hawaii Festival

To enhance your experience at the Made in Hawaii Festival, we recommend the following options:

1. Ala Moana Shopping Center: Plentiful discounted parking for the Festival will be available across the street at Ala Moana Shopping Center. Simply use Promo Code "HCC@@" when you park to receive a discounted rate. This option offers convenient access and ample parking space.

2. Ride Share Services: Consider utilizing ride share services for an easy and stress-free way to get to the Hawaii Convention Center. Ride share drop-off and pick-up points are conveniently located near the event entrance.

3. TheBus: Take advantage of Honolulu's public transportation system, TheBus, for a convenient and eco-friendly way to reach the Hawaii Convention Center. Several bus routes stop near the venue, providing easy access without the hassle of parking.

Please note that there is no general public parking at the Hawaii Convention Center for Festival attendees.

Handicapped accessible spaces will be available at the Convention Center for attendees with a placard, but spaces are limited.

We recommend attendees park at Ala Moana, utilize ride share, or use public transportation to avoid any inconvenience.

We hope these options will make your visit to the festival more enjoyable and hassle-free. Thank you for supporting local businesses and enjoying the best of what Hawaii has to offer!

Tickets: \$8 for all-day access to the festival. Ticket sales launch Aug. 9, 2024, at www.MadeinHawaiiFestival.com.

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About Made in Hawaii Festival

For the last 30 years, the Made in Hawaii Festival (MIHF) has served as Hawai'i's premier event exclusively showcasing made-in-Hawai'i products. Today, MIHF is the state's most-loved festival, showcasing thousands of made-in-Hawai'i goods including art, clothing, jewelry, food and much more. Since its inception, MIHF has been produced by the Hawaii Food Industry Association. Visit www.MadeinHawaiiFestival.com for more info.

About Hawaiian Airlines

Now in its 95th year of continuous service, Hawaiian is Hawai'i's largest and longest-serving airline. Hawaiian offers approximately 150 daily flights within the Hawaiian Islands, and nonstop flights between Hawai'i and 16 U.S. gateway cities – more than any other airline – as well as service connecting Honolulu and American Samoa, Australia, Cook Islands, Japan, New Zealand, South Korea and Tahiti.

Consumer surveys by Condé Nast Traveler and TripAdvisor have placed Hawaiian among the top of all domestic airlines serving Hawai'i. The carrier was named Hawai'i's best employer by Forbes in 2022 and has topped *Travel + Leisure's World's Best* list as the No. 1 U.S. airline for the past two years. Hawaiian has also led all U.S. carriers in on-time performance for 18 consecutive years (2004-2021) as reported by the U.S. Department of Transportation.

The airline is committed to connecting people with aloha by offering complimentary meals for all guests on transpacific routes and the convenience of no change fees on Main Cabin and Premium Cabin seats. HawaiianMiles members also enjoy flexibility with miles that never expire. As Hawai'i's hometown airline, Hawaiian encourages guests to [Travel Pono](#) and experience the islands safely and respectfully.

Hawaiian Airlines, Inc. is a subsidiary of Hawaiian Holdings, Inc. (NASDAQ: HA). Additional information is available at HawaiianAirlines.com. Follow Hawaiian's Twitter updates ([@HawaiianAir](#)), become a fan on Facebook ([Hawaiian Airlines](#)), and follow us on Instagram ([hawaiianairlines](#)). For career postings and updates, follow Hawaiian's [LinkedIn](#) page.

For media inquiries, please visit Hawaiian Airlines' [online newsroom](#).

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