



FOR IMMEDIATE RELEASE

Hawaiian Airlines Presents the 30th Annual Made in Hawaii Festival

The Largest Ever Made-in-Hawai'i Experience Returns this Summer

Honolulu, HI (April 18, 2024) – Hawaiian Airlines and the Made in Hawaii Festival together bring the state's most-loved showcase of Hawai'i products. This dynamic partnership promises a momentous 30th-anniversary festival experience like never before, soaring to new heights with shopping, entertainment, fashion shows, culture and community.

"We are honored to partner with Hawaiian Airlines as part of our 30th anniversary banner year," said Lauren Zirbel, President & Executive Director of the Hawaii Food Industry Association. "I look forward to integrating our shared values and vision to perpetuate a future honoring culture, heritage, community and local business. More than just a marketplace, the festival serves as a dynamic platform for innovation and creativity. Together, we continue to foster economic growth and celebrate the vibrant tapestry of our local culture."

"Hawai'i's entrepreneurs, tastemakers and artists are one of the many things that make these islands such a special place to live and visit," said Robert Sorensen, vice president of marketing and e-commerce at Hawaiian Airlines. "The annual Made in Hawaii Festival is an experience not to be missed, and, as the hometown carrier for 94 years, we are looking forward to an even bigger year of supporting the local business community."

Hawaiian Airlines presents the 30th Annual Made in Hawaii Festival will showcase Hawai'i's creativity and rich cultural heritage, offering attendees an opportunity to explore an impressive array of made-in-Hawai'i products while enjoying live entertainment, chef demos and more. The three-day festival will be the largest ever in its 30-year history and will be held once again at the iconic Hawai'i Convention Center, Aug. 23- 25, 2024.

The Made in Hawaii Festival will feature hundreds of vendors showcasing thousands of products, spotlighting the state's most talented local artisans, entrepreneurs and chefs. The festival will offer an impressive showcase of Hawaiiana, clothing, food items, unique gifts, exquisite jewelry, intricate arts and crafts and much more.

Local celebrity chefs will present cooking demonstrations, providing insight into the art of Hawai'i's diverse cuisine and the opportunity to savor the distinct tastes and aromas that make Hawai'i foods *no ka 'oi (the best)*. Adding to the festive ambiance, Nā Hōkū Hanohano award-



winning musicians will take the stage to entertain attendees with traditional and contemporary music of the islands.

New this year is the Made in Hawaii Festival Beer Garden, available to guests ages 21 and older. The beer garden will be the perfect spot to sample a refreshing beverage and taste the latest from Hawai‘i’s local breweries.

What: Hawaiian Airlines Presents the 30th Annual Made in Hawaii Festival

When: Aug. 23– 25, 2024

- Friday, Aug. 23| 8 a.m. – 10 a.m. Buyers 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

Tickets: \$8 for all-day access to the festival. Ticket sales launch Aug. 1, 2024, at www.MadeinHawaiiFestival.com.

Hawaiian Airlines presents the 30th Annual Made in Hawaii Festival is produced by the Hawaii Food Industry Association and is generously sponsored by Mahi Pono, the official farm; Central Pacific Bank, the official bank; Hawaiian Airlines, the official airline; and Hawaii Technology Development Corporation, the official manufacturing partner of Made in Hawaii Festival.



###

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 15 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](#).

Made in Hawaii Festival Media Contact: Olena Heu PR@madeinhawaiifestival.com

