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IMMEDIATE RELEASE

30TH ANNUAL MADE IN HAWAI'I FESTIVAL BREAKS ALL RECORDS

2024 event is historic, memorable and boosts economic impact!

HONOLULU, HI (August 26, 2024)– Hawaiian Airlines presents the 30th Annual Made In Hawai'i Festival, held at the Hawai'i Convention Center, sets new records with approximately 70,000 attendees over three days. This milestone event showcased over 700 vendor booths, featuring a diverse array of products proudly made in Hawai'i. (For comparison, in 2023, the festival welcomed 49,000 attendees and showcased 450+ vendor booths.)

The event featured many legacy vendors who have participated in the festival for 30, 20+ and 10+ years. The Made in Hawai'i Festival also welcomed dozens of new vendors from across the state, who joined for the very first time. As part of the celebration, the 17th annual *Kani Ka Pila Grille Talent Search* was held on stage Saturday night. Rickey Kamai came out on top after performing amongst 4 finalists winning an entertainment contract with the Outrigger Reef.

Record-Breaking Event

- **Approximately 70,000 Attendees:** This year's festival was one of the largest events ever held at the Hawai'i Convention Center.
- **700+ Vendor Booths:** Vendors showcased a wide range of locally made products, each meeting the standard of being at least 51% made in Hawai'i.
- **Anticipated Record Sales:** Local businesses reported record-breaking sales; thanks to the strong turnout and support for shopping local. Many returning vendors said they exceeded sales from last year within the first two days of the festival this year.

Historic Milestone



The Made In Hawai'i Festival began in 1995, the vision of Representative David Morihara, who sought to create an event that would help local small manufacturers thrive. With the support of the Hawai'i Food Industry Association (HFIA) and its leader, Dick Botti, the first festival was launched with just 60 booths. Over the years, the festival has grown into Hawai'i's largest and most significant event dedicated to promoting local products. Dick Botti worked tirelessly to grow the Made in Hawai'i Festival until he passed away in 2017.

During this year's Made In Hawai'i Festival, Senators Carol Fukunaga and Lynn DeCoite presented a certificate from the Hawaii State Senate recognizing 30 years of outstanding accomplishments by Hawai'i entrepreneurs and the Hawai'i Food Industry Association's Made In Hawai'i Festival. The certificate recognized the visionary efforts of Dick Botti and Representative David Morihara in founding the festival, and it praised the event for its resilience in proceeding despite the devastating wildfires in August 2023. The festival was also commended for raising \$58,192 for Lahaina, Maui last year, demonstrating the community's unwavering spirit of aloha and support for those in need.

Economic Impact

The festival has become a vital platform for local businesses, offering opportunities to launch new products, reach new customers, and connect with retail buyers. One of the key features that sets the festival apart is the exclusive Buyers Hours, where over 1,500 retail buyers are invited to meet with vendors before the event opens to the public. This unique opportunity helps local businesses scale up and secure significant deals.

The festival's impact continues to ripple across the local economy, with "Made in Hawai'i" now a proud label in stores across the state.

Mahalo to Our Community

The Hawai'i Food Industry Association (HFIA) has been the driving force behind the festival for 30 years. Alan Yamamoto, who has been with the festival from the beginning, captured the spirit of the event, stating, "Hawai'i came out in force this weekend to support local and have a good time. I am excited to be part of this event for the next 30 years!"



Lauren Zirbel, President & Executive Director of HFIA, expressed her gratitude: “We are beyond grateful for the tremendous support from our community at this year’s Made In Hawai’i Festival. With approximately 70,000 attendees and 700 vendor booths, we set new records and showcased the incredible diversity and creativity of our local businesses. Together, we’re not just celebrating; we’re strengthening our local economy and ensuring that Hawai’i remains a beacon of innovation and resilience.”

The Made in Hawai’i Festival extends its deepest gratitude and mahalo nui loa to its 2024 sponsors: Hawaiian Airlines, Mahi Pono, Central Pacific Bank, and HTDC.

About the Made In Hawai’i Festival

Founded in 1995, the Made In Hawai’i Festival is the premier event for showcasing products made in Hawai’i. The festival supports local businesses by connecting them with customers and retail buyers, fostering economic growth and community pride.

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. Visit www.hawaiianairlines.com for more information.