



FOR IMMEDIATE RELEASE

Hawaiian Airlines Presents the 32nd Annual Made in Hawaii Festival

Tickets Go on Sale Aug. 1 for the Festival's Biggest Year Yet

HONOLULU, HI July 20, 2026 – Tickets go on sale **Aug. 1** for the 32nd Annual Made in Hawai‘i Festival presented by Hawaiian Airlines. Returning with its largest footprint yet, this year's festival will feature expanded hours, more than 800 vendor booths, a new third-floor experience, exclusive Huaka‘i by Hawaiian VIP access, and two nights and two full days celebrating Hawai‘i's makers, businesses, culture and community.

“The Made in Hawai‘i Festival is where Hawai‘i comes together to celebrate local,” said Lauren Zirbel, President and Executive Director of the Hawai‘i Food Industry Association. “From family-owned food companies and local farmers to artists, designers, and makers, this festival shines a spotlight on the people and products that make our islands special. With expanded hours, a larger footprint, and hundreds of new products to discover, we’re excited to welcome residents and visitors to our biggest Made in Hawai‘i Festival yet.”

“We’re proud to offer Huaka‘i by Hawaiian members exclusive first access to the Made in Hawai‘i Festival through our VIP Access Night,” said Alisa Onishi, managing director of Hawai‘i marketing at Hawaiian Airlines. “It’s part of our commitment to deliver high-value experiences that go beyond travel—bringing members closer to the culture, people, and places that make Hawai‘i so special. Supporting the Made in Hawai‘i Festival is a natural extension of that commitment that celebrates the creativity and entrepreneurship of local businesses.”

Hawaiian Airlines presents the 32nd Annual Made in Hawai‘i Festival will showcase Hawai‘i’s creativity and celebrate local innovations from across the state; offering attendees an opportunity to explore over 800 vendor booths spanning just under 300,000 square feet of an impressive array of made-in-Hawai‘i products while enjoying live entertainment, chef demos, fashion shows, tastings and more. This year, the festival is offering Thursday and Friday evening shopping experiences, and Saturday and Sunday full day general admission at the Hawai‘i Convention Center, Aug. 20-23, 2026.



Hawaiian Airlines presents the 32nd Annual Made in Hawai‘i Festival is proud to incorporate new enhancements to this year’s event:

Thursday, August 20 | 6:30 p.m. – 10:00 p.m.

VIP Access Night Presented by Huaka‘i by Hawaiian
Exclusive early-access VIP shopping experience.

Presale tickets will be available through Huaka‘i by Hawaiian. Learn more at [Huaka‘i by Hawaiian](#).

Friday, August 21 | 6:30 p.m. – 10:00 p.m.

Preview Night

Get a head start on shopping and enjoy a preview festival experience before the general admission public hours. Presale tickets will be available through CPB sponsor links.

Saturday, August 22 | 8:00 a.m. – 10:00 p.m.

Experience a full day of Made in Hawai‘i Festival programming featuring hundreds of local vendors, live entertainment, fashion shows, cooking demonstrations, food and beverage offerings, and more.

Sunday, August 23 | 8:00 a.m. – 7:00 p.m.

The final day of the festival, featuring entertainment, chef demos and samplings, finale fashion show, special event end promotions, great shopping opportunities, and last-chance deals and additional savings.

Purchase tickets at www.madeinhawaiifestival.com beginning August 1st!

Brand New this year:

Expansion to the 3rd floor of the Hawai‘i Convention Center --The Made in Hawaii Festival will expand to the 3rd floor with an additional 100 brand new booths, installations, a stage and more upstairs. This level will provide attendees with shopping, exclusive curations, live talks & art showcases along with additional seating, food & drink and live entertainment.



Suggested Arrival Time – When purchasing tickets online and in advance, guests can select from available suggested arrival timed entry windows for general admission days (Saturday and Sunday). Choosing a suggested arrival period is aimed at distributing attendance throughout the day, creating a more accessible entry experience.

Parking, Shuttle & Priority Pass

Due to limited parking availability at the Hawai‘i Convention Center, the Festival is expanding parking and transportation options on **Saturday, August 22, and Sunday, August 23.**

Festivalgoers will have access to additional paid parking at two off-site locations:

- Kaimukī High School – more than 600 parking stalls for \$5 payable onsite cash only.
- Stan Sheriff Center – more than 3,000 parking stalls for \$10 payable onsite via card only.

A \$6 round-trip shuttle service, provided by Roberts Hawai‘i, will be available from both parking locations. Shuttle tickets may be purchased on the festival website beginning August 1.

Guests who purchase a shuttle ticket will receive a Priority Pass, granting access to a designated festival entry point designed to provide a more streamlined arrival experience.

What:

Hawaiian Airlines Presents the 32nd Annual Made in Hawai‘i Festival

When:

Aug. 20-23, 2026

Thursday, Aug. 20| 6:30pm-10pm *VIP Access Night presented by Huaka‘i by Hawaiian*

Friday, Aug. 21| 6:30pm-10pm Preview Night

Saturday, Aug. 22| 8am-10pm

Sunday, Aug. 23| 8am-7pm

Where:

Hawai‘i Convention Center

Exhibit Halls I, II & III and 3rd Floor

1801 Kalākaua Ave.

Honolulu, HI 96815

**Tickets:**

Ticket sales to the general public launch Aug. 1, 2026, at www.madeinhawaiifestival.com

Thursday, Aug. 20 VIP Tickets \$25

Friday, Aug. 21 Preview Tickets \$20

Saturday, Aug. 22 General Admission \$9

Sunday, Aug. 23 General Admission \$8

Shuttle Priority Pass Ticket \$6 (Saturday and Sunday only; from off-site parking lots).

*Limited pre-sale tickets for Thursday and Friday will be available through select sponsor links. Remaining public tickets will be limited.

For more information visit madeinhawaiifestival.com or follow us @madeinhi

Media Contact:

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High-res imagery and videos are available by request.

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About the Made in Hawai'i Festival



The Made in Hawai'i Festival is the state's most-loved and largest festival of its kind, featuring more than 700 vendor booths and showcasing thousands of locally made products, including food, art, apparel, jewelry, home goods, and more. Since its start, the MIHF has been proudly produced by the Hawai'i Food Industry Association (HFIA).

Proceeds from the Made in Hawai'i Festival support HFIA's mission to build a strong, sustainable, and resilient food industry in Hawai'i. Our 2026 charity partners are the Hawai'i Foodbank and The Food Basket (Hawai'i Island's Foodbank) DA BUX program, which helps make healthy, locally grown food more affordable for families in need. For more information, visit www.MadeinHawaiiFestival.com.

About Alaska, Hawaiian and Horizon

Alaska Airlines, Hawaiian Airlines and Horizon Air are subsidiaries of Alaska Air Group, and McGee Air Services is a subsidiary of Alaska Airlines. We are a global airline with hubs in Seattle, Honolulu, Portland, Anchorage, Los Angeles, San Diego and San Francisco. We deliver remarkable care as we fly our guests to more than 140 destinations throughout North America, Latin America, Asia, the Pacific and Europe. Guests can book travel at alaskaair.com and hawaiianairlines.com. Alaska and Hawaiian are members of the oneworld alliance. Members of our [Atmos Rewards](#) loyalty program can earn and redeem points with oneworld airlines and our additional global partners that serve over 1,000 worldwide destinations. Learn more about what's happening at Alaska and Hawaiian at news.alaskaair.com. Alaska Air Group is traded on the New York Stock Exchange (NYSE) as "ALK."

About Central Pacific Bank

Central Pacific Bank (CPB) is built on a legacy of determination and a mission of unwavering support for all of Hawai'i's people. Our founders were World War II Nisei veterans who valiantly fought for our country, only to be denied financial services when they returned home. With that motivation, they created CPB in 1954 with community and equality at the forefront, ensuring no deserving member of our community would be overlooked. This spirit of equity and service continues to guide us today.

The Made in Hawai'i Festival provides a powerful platform for our local small businesses and entrepreneurs to thrive. As a long-standing leader in small business advocacy, CPB is proud to be the "Official Bank of the Made in Hawai'i Festival," providing critical financial resources that help local vendors participate and succeed in this signature event.



We are more than a bank, we are a dedicated partner in your journey, carrying forward the courage of our founders to help customers achieve their dreams. Experience the difference of a bank built for the community, by the community.

Our commitment to excellence has earned national recognition for customer satisfaction, trust, and security. Whether you are launching a business, purchasing a home, or securing your family's future, our team puts your needs first. To learn more about our services, please visit cpb.bank or stop by any of our 27 locations to speak with us. We got you!

About Mahi Pono

Mahi Pono is a local Maui farming company that owns and operates approximately 41,000 acres of agricultural land in Central Maui. It was created in 2018 in a joint venture between Pomona Farming LLC, a California-based agricultural group, and the Public Sector Pension Investment Board (PSP Investments), one of Canada's largest pension investment managers. Mahi Pono is committed to practicing sustainable agriculture, to growing food for local consumption, to the responsible use of natural resources, and to providing high quality agricultural employment. For more information, visit www.MahiPono.com.

About the Department of Business, Economic Development and Tourism (DBEDT)

DBEDT is Hawaii's resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. DBEDT's mission is to achieve a Hawaii economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawaii's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments, and promotes innovation-sector job growth.

About the Business Development and Support Division (BDSD)

The Business Development and Support Division of DBEDT promotes industry development and economic diversification by supporting existing and emerging industries in Hawaii, attracting new investment and businesses to the state, increasing exports of Hawaii-made products, and enhancing Hawaii's position in the international marketplace. Learn more at: <https://invest.hawaii.gov>.

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