



NEWS RELEASE

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OAHU PUBLICATIONS PUBLISHES TRUMP INTERNATIONAL HOTEL™ WAIKIKI BEACH WALK® MAGAZINE

‘Trump Ho‘okipa’ Magazine Will Dazzle Visitors With Stories of Hawaii

HONOLULU – Oahu Publications Inc. has partnered with the Trump International Hotel™ Waikiki Beach Walk® to produce a stunning new in-room magazine that is sure to wow hotel guests and visitors.

The inaugural issue features remarkable photos by renowned wave photographer Clark Little, an interview with legendary Kumu Hula Robert Cazimero, an informative look at Hawaii Regional Cuisine and an intimate tour of Honolulu’s historic museums, mission houses and palaces. The magazine’s unique wide format allows for a dynamic display of photos, stories and advertisements.

“We are excited about producing “Trump Ho‘okipa” and working with Trump International Hotel Waikiki Beach Walk to offer its guests a valuable resource not just about the hotel and the various activities and attractions it offers but about the life and culture of these islands,” said Linda Woo, Oahu Publications’ magazine division publisher. “We wanted to create a magazine deserving of the Trump name and global brand and believe we achieved that in both content and design.”

(more)

Trump Waikiki Managing Director Scott Ingwers welcomed readers to the magazine's first edition by explaining the meaning of the magazine's name, "Trump Ho'okipa."

"Ho'okipa is the Hawaiian cultural value of hospitality in which our guests are welcomed with the spirit of aloha and genuine graciousness that is indicative not only of Trump Waikiki, but the people of Hawaii," he wrote.

Ingwers believes the new magazine will become a focal point for hotel guests and visitors, providing them with insider tips on what's hot in Honolulu and showing them the best Waikiki and Hawaii have to offer.

"We knew that Oahu Publications would produce a lively, informative magazine that our guests will love to read and want to take home with them as a piece of Hawaii," he said.

Ingwers said the content of the magazine, which will be published twice a year, will go beyond the Trump Waikiki property and include cuisine, art, culture, architecture and the natural beauty of the islands. To serve Hawaii's large Asian visitor market, about one third of Trump Ho'okipa is written in Japanese.

Oahu Publications' magazine division publishes several other community and hotel in-room magazines, including HILuxury, Waikiki Magazine, Halekulani Living, Ola Hilton Grand Vacations Club, Hilton Aloha Hawaiian Village, Hilton Aloha Waikoloa Village, Disney's Aulani Resort Magazine, go Kailua, and 101 Things to Do for Oahu, Maui, Hawaii and Kauai. It also publishes the Honolulu Star-Advertiser – Hawaii's only statewide daily newspaper – and The Garden Island newspaper on Kauai, as well as the weekly tabloid MidWeek on Oahu and Kauai.

The Honolulu Star-Advertiser is Oahu's leading provider of in-depth, consistent and credible local news and information. It has an average weekly readership of 537,105 or 72 percent of Oahu adults, according to Scarborough Research. Its website, staradvertiser.com, receives more than 18 million monthly page views worldwide as measured by Google Analytics and is "Liked" by 200,000 Facebook users, ranking eighth in the nation among daily newspapers. The Honolulu Star-Advertiser is the flagship publication of Oahu Publications, Inc., whose portfolio includes MidWeek, the Hawaii Army Weekly, Hawaii Marine, Ho'okele Weekly, HILuxury, and a growing roster of community periodicals and in-room resort magazines.