

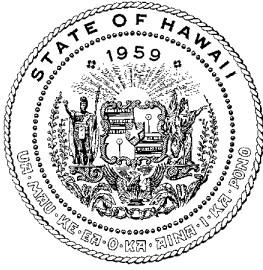
Hawai'i Tourism Authority

Style & Resource Guide



HAWAII®

THE ISLANDS OF ALOHA



Hawai'i Tourism Authority

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Aloha,

Hawai'i is a special place, with a blend of cultures, activities and experiences unique in the world. These islands have drawn the attention of travel marketers and journalists – going all the way back to Mark Twain and Robert Louis Stevenson. Because many of the writers and promoters who feature Hawai'i are not intimately familiar with the islands, there have been instances when travel articles or advertising have misrepresented Hawai'i or portrayed its culture in an insensitive way. This style and resource guide was developed as a handy reference clarifying facts about the islands that have sometimes been mis-communicated, guidance for the depiction of sites and culture, and insights into promoting Hawai'i sensitively and safely. It is not meant to be a guidebook or dictionary – there are excellent books on Hawai'i that are commercially available. The listings at the end of this guide will provide access to additional cultural and language resources.

Hawai'i Tourism Authority (HTA), its marketing partners, and the visitor industry are frequently involved in ceremonies and celebrations highlighting the Hawaiian culture. The expectation within the Hawaiian community is that these organizations understand and properly portray the culture in protocols, communications and other business activities. To communicate the true beauty of Hawai'i – its culture, heritage and people – we all need to understand the beauty of Hawai'i that is “beneath the surface” and beyond the stereotypes.

Hawai'i Tourism Authority is pleased to present this style and resource guide as a step in forming a bond between the visitor industry and the Hawaiian community based upon respect. It is HTA's intent that this document provide a starting foundation for the marketing of Hawai'i as a culturally sensitive visitor destination in the 21st century and beyond. As such, this guide is intended to be a living document, a work in progress that will be continually revised and reshaped as needed, according to community needs, industry trends and the Authority's overall guidance. We urge everyone promoting and publicizing Hawai'i to be diligent in researching accurate and respectful ways to share our islands with the world.

Aloha,

Rex D. Johnson
President and CEO

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‘Ōlelo Hawai‘i – Hawaiian Language

In 1978 ‘ōlelo Hawai‘i was officially established as one of the state’s official languages in addition to English.¹ Proper use of the Hawaiian language includes the use of the ‘okina (which represents a glottal stop – a consonant) and the kahakō (a macron used to indicate long vowels). The ‘okina and kahakō distinguish many words. Without this orthography word definitions change. For instance, *ono* (a fish) is different from ‘ono (delicious); *kau* (to place) is different from *kāu* (your).

The standardized Hawaiian alphabet (*pī ‘ā pā*) is divided into two parts:

- *Nā huapalapala ‘ōiwi* (used for spelling words of indigenous letters): A (‘ā), E (‘ē), I (‘ī), O (‘ō), U (‘ū), H (hē), K (kē), L (lā), M (mū), N (nū), P (pī), W (wē), ‘ (‘okina).
- *Nā huapalapala paipala* (introduced letters): B (bē), C (sē), D (dē), F (fā), G (gā), J (iota), Q (kopa), R (rō), S (sā), T (tī), V (wī), X (kesa), Y (ieta), Z (zeta).

The introduced letters are used primarily for words and names from foreign languages.

Hawai‘i Tourism Authority (HTA) uses the *Hawaiian Dictionary – Hawaiian-English, English-Hawaiian* revised and enlarged edition by Mary Kawena Pukui and Samuel Elbert as a standard reference, supplemented by *Māmaka Kaiao – A Modern Hawaiian Vocabulary* for modern vocabulary. Additional language resources and websites are included as appendices to this guide.

If you have exhausted all resources for correct spelling and do not find the correct modern orthography, then write the word “as is,” without any orthographical markings; however this should not be taken as a way of avoiding proper research on usage.

¹ Hawai‘i State Constitution, Article 15

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Style Sheet

Abbreviation of Hawaiian words	Hawaiian words should not be abbreviated. For example, Kamehameha Day, not Kam Day or <i>mahimahi</i> , not <i>mahi</i> .
<i>Aloha</i> Friday	The custom of wearing informal island attire on Fridays. While island style clothing and casual attire have become common in Hawai‘i, it is particularly appropriate on Fridays.
“Ancient” Hawaiian practices	Promotional copy often represents cultural practices as “ancient” which improperly implies that they are no longer observed. It is more appropriate to portray cultural practices as a heritage – with roots in the past but continuing in modern Hawai‘i.
<i>‘Aumakua</i>	Many animals are considered family guardians or ancestors by Native Hawaiians. Animals such as <i>honu</i> , the Hawaiian Green Sea Turtle, should be treated with respect.
Business names	See <i>Proper names of businesses</i> .
Calendar of events	A calendar of events in Hawai‘i searchable by date, island and area of interest can be found on the Hawai‘i Visitors and Convention Bureau website http://www.calendar.gohawaii.com . Event organizers can submit calendar entries by registering on that site.
Chinaman’s Hat	Proper reference is Mokoli‘i. Mokoli‘i is an islet in Kāne‘ohe Bay off of Kualoa, O‘ahu. The islet’s nickname comes from its resemblance to a Chinese hat.
City of Refuge (National Historical Park)	See Pu‘uhonua O Hōnaunau.
Coral	<i>‘Āpapapa</i> . Hawai‘i’s coral reefs are a fragile ecosystem that has been damaged by visitors standing on coral heads or removing living coral. People should not remove or otherwise damage coral.
Diamond Head	Proper reference is Lē‘ahi, the Hawaiian name for Diamond Head. Lē‘ahi is Hawai‘i’s most recognized tuff crater formed more than 100,000 years ago. See <i>Place Names of Hawai‘i</i> .

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Dictionary	The Hawai‘i Tourism Authority uses the <i>Hawaiian Dictionary – Hawaiian-English, English-Hawaiian</i> revised and enlarged edition by Mary Kawena Pukui and Samuel Elbert as a standard reference supplemented by <i>Māmaka Kaiao – A Modern Hawaiian Vocabulary</i> for modern vocabulary.
Directions	When giving directions in “local” terms, <i>ma uka</i> (toward the mountains or uplands) and <i>ma kai</i> (toward the sea) are two phrases commonly used. On O‘ahu, additional directions include “windward” (indicating the windward side of the island) ‘ <i>ewa</i> (toward the west), and “Diamond Head” (toward the east). ²
Garden of the gods	Dramatic rock formations on the island of Lāna‘i - the proper name for this place is Keahiakawelo. Use the proper Hawaiian name and add an optional description (e.g. “popularly known as the Garden of the gods”). See <i>Place Names of Hawai‘i</i> .
Haleakalā	On Maui. Note the use of <i>kahakō</i> . Referred to as a dormant (not extinct) volcano. See <i>Place Names of Hawai‘i</i> .
Hāna	Town in the District of East Maui. Note the use of the <i>kahakō</i> . The road to Hāna on Maui has 600 curves and 54 bridges between Kahului and Hāna.
Hawai‘i (Island)	Proper reference is Hawai‘i or Hawai‘i Island. “Big Island” is a nickname.
Hawai‘i Regional Cuisine	(Not Hawaiian Regional Cuisine). A distinctive cuisine featuring island fish, produce, and food products often using a fusion of culinary and ethnic food styles found in the islands
Hawai‘i’s	Use the ‘ <i>okina</i> . Use of diacritical marks does not change when Hawaiian words are made possessive. See <i>Possessives</i> .
Hawaiian (as an adjective)	This is an anglicized word and does not use an ‘ <i>okina</i> . When referring to people, “Hawaiian” only refers to people of Native Hawaiian ancestry. Residents of the state do not refer to themselves as “Hawaiian” unless they are, in fact, of Hawaiian descent. People who live in Hawai‘i of other racial extractions are referred to as Hawai‘i residents, <i>kama‘āina</i> , or locals. See <i>Kama‘āina</i> .

² *The Hawaiian Dictionary* (Mary Kawena Pukui) shows *ma uka* and *ma kai* as single words (without a space); however, recent scholarship (since the last publication of the dictionary) supports the recommended usage.

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Hawaiian Archipelago	The Hawaiian Archipelago consists of 132 islands, reefs and shoals stretching across 1,523 miles of the North Pacific Ocean. There are eight main islands in the Hawaiian chain: Ni‘ihau, Kaua‘i, O‘ahu, Moloka‘i, Maui, Lāna‘i, Kaho‘olawe, and Hawai‘i Island. Six of these main islands (all but Ni‘ihau and Kaho‘olawe) are open to visitors.
Hawaiian culture/Cultural sensitivity	<p>Hawai‘i Tourism Authority is contracting with a consultant as a resource for HTA and its contractors in reviewing marketing materials for correctness and cultural sensitivity. HTA recommends that visitor industry organizations develop similar arrangements to review materials so that the Hawaiian culture is appropriately presented in their materials as well. In general:</p> <ul style="list-style-type: none"> ○ Refrain from humor or wordplay based on Hawaiian words or values (<i>i.e.</i> “<i>Aloha</i> means great tee times”). ○ Don’t confuse or mix Hawaiian cultural representations with those of other Polynesian cultures. When representing Hawai‘i, the Samoan fire/knife dance, Tahitian ‘<i>ōte ‘a</i> or other Polynesian cultural icons are inappropriate unless the purpose is to clearly promote a Polynesian show. Similarly, coconut bras or Tahitian headdresses are not Hawaiian. ○ When using Hawaiian cultural practitioners or entertainers in promotional programs treat them as professionals and pay them in line with their professional services.
Hawaiian Standard Time	See <i>Time</i> .
Hawaiian words in English copy	Generally set Hawaiian words (except for proper place names) in <i>italics</i> to set them apart and distinguish them from English (<i>e.g.</i> The visitors were greeted with <i>aloha</i>).
<i>Heiau</i> and sacred sites	<i>Heiau</i> are places of worship or temple platforms. When referencing them, visitors should be reminded that these and other culturally significant sites should be treated with respect.
“Hidden Hawai‘i”	Some publications have featured “hidden” sites that are culturally sensitive, dangerous, or on private property. Writers and promoters should be sure to check with property owners or cultural specialists when describing such sites.

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<i>Honu</i>	Hawaiian Green Sea Turtle (<i>Chelonia mydas</i>). <i>Honu</i> are regarded as ‘ <i>aumakua</i> or family guardians by Native Hawaiians. This is an endangered species protected by law. Communications should avoid showing human interaction with turtles. Disturbing turtles basking on the beach may result in them avoiding those beaches as they do not feel “safe.” As they mature, sea turtles will not nest at beaches where they have been disturbed in the past. Observers should stay at least 100 feet away from any sea turtle.
<i>Hula ‘auana</i>	Modern <i>hula</i> . <i>Hula ‘auana</i> is informal <i>hula</i> without ceremony or offering. Around the turn of the century, <i>hula</i> began to evolve from the <i>hula kahiko</i> (ancient <i>hula</i>) into a less formal style, the <i>hula ‘auana</i> . In <i>hula ‘auana</i> , dancers interact more closely with the audience. A story is told with the accompaniment of singing, sometimes in falsetto, and the playing of stringed instruments such as the guitar, bass and ‘ <i>ukulele</i> .
<i>Hula kahiko</i>	Ancient <i>hula</i> (<i>kahiko</i> means ancient). This older style of <i>hula</i> is performed to <i>mele</i> (chants) accompanied by percussion instruments. Dances often depict the Hawaiian legends, the exploits of royalty, and the beauty of nature.
Humpback whale	<i>Koholā</i> . Regarded as an ‘ <i>aumakua</i> or family guardian by Native Hawaiians and should be treated with respect. See ‘ <i>aumakua</i> and <i>Whale season</i> .
Interisland	Interisland is one word. Travel between the eight main islands. Also see <i>Islands</i> .
International airports	Two Hawai‘i airports serve scheduled international flights: Honolulu International Airport and Kona International Airport on Hawai‘i Island. Hilo Airport on Hawai‘i Island is designated an international airport but currently has no scheduled international service.
‘Iolani Palace	“The only royal palace in the United States,” completed by King David Kalākaua in 1882 was the official residence of the Hawaiian Kingdom for the King and his sister and successor, Queen Lili‘uokalani. During the monarchy, ‘Iolani Palace was the center of social and political activity for Hawai‘i.

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Island colors	<p>Ni‘ihau – White</p> <p>Kaua‘i – Purple (Pantone 2597)</p> <p>O‘ahu – Yellow (PMS 116)</p> <p>Moloka‘i – Green (Pantone 349)</p> <p>Lāna‘i – Orange (Pantone 144; PMS 1685 for the tagline)</p> <p>Maui – Pink (Pantone 1915)</p> <p>Kaho‘olawe – Grey</p> <p>Hawai‘i Island – Red (PMS 186)</p>
Island flowers	<p>Ni‘ihau – <i>Pūpū</i> (shell)</p> <p>Kaua‘i – <i>Mokihana</i> (green seed pods)</p> <p>O‘ahu – <i>‘Ilima</i></p> <p>Maui – <i>Lokelani</i> (pink cottage rose)</p> <p>Moloka‘i – <i>Kukui</i> blossom (white)</p> <p>Lāna‘i – <i>Kauna‘oa</i></p> <p>Kaho‘olawe – <i>Hinahina</i></p> <p>Hawai‘i Island – <i>Lehua</i></p> <p>State Flower – <i>Ma‘o hau hele</i> (yellow hibiscus)</p>
Island taglines	<p>Kaua‘i – <i>Hawai‘i’s Island of Discovery™</i></p> <p>O‘ahu – <i>The Island of O‘ahu, the Heart of Hawai‘i</i> or <i>O‘ahu, the Heart of Hawai‘i™</i></p> <p>Maui – <i>The Magic Isle®</i></p> <p>County of Maui – <i>The Magic Isles™</i></p> <p>Moloka‘i – <i>Hawaiian by Nature™</i></p> <p>Lāna‘i – <i>Hawai‘i’s Most Enticing Island®</i></p> <p>Hawai‘i Island – <i>Hawai‘i’s Island of Adventure™</i></p>
Islands	<p>The eight principal islands in the Hawaiian chain are Ni‘ihau, Kaua‘i, O‘ahu, Moloka‘i, Maui, Lāna‘i, Kaho‘olawe, and Hawai‘i island. Ni‘ihau and Kaho‘olawe are not generally open to visitation. The islands apart from O‘ahu are sometimes referred to as “outer islands,” which makes them appear distant or remote. A better label is “neighbor islands” or simply refer to the islands by name. (Note: not “neighboring islands.”)</p>
Islands of Aloha	<p>See <i>The Islands of Aloha®</i>.</p>
<i>Kahakō</i>	<p>The <i>kahakō</i> is a macron indicating a long vowel in the Hawaiian language, as in: ā, ē, ī, ō, ū.</p>
Kaho‘olawe	<p>One of the eight major Hawaiian islands, Kaho‘olawe was used as a bombing range by the U.S. military until 1990 and is now closed for general visitation. The island is now a focal point for training native Hawaiian navigators.</p>

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<i>Kama‘āina</i>	A term often used by local people (not necessarily of Hawaiian descent) to mean “resident” but it means “land child” or “child of the land” ... meaning a Hawai‘i-born or long time resident of Hawai‘i.
<i>Ki‘i</i>	Often incorrectly identified as “ <i>tiki</i> .” To Native Hawaiians <i>ki‘i</i> are sacred objects. Images of <i>ki‘i</i> should not be used in promotional materials except as properly part of a representation of Hawaiian cultural places (such as Pu‘uhonua O Hōnaunau).
Knowledge Bank	Photographs, logos, sample copy, etc. for use by private industry in promoting Hawai‘i are available through the HVCB Knowledge Bank at http://www.hvcb.org .
<i>Lei</i>	Plural is <i>lei</i> (not <i>leis</i>). In promotional events and programs, whenever possible use Hawaiian fresh flower <i>lei</i> or other natural <i>lei</i> materials (such as <i>kukui</i> nuts). Use of silk flower “ <i>lei</i> ” is discouraged.
<i>Lomilomi</i>	Not <i>lomi lomi</i> . A traditional Hawaiian healing art, which incorporates massage. Not all massage in Hawai‘i is <i>lomilomi</i> .
<i>Ma kai</i>	Not <i>makai</i> . When giving directions in Hawai‘i, <i>ma kai</i> is often used to indicate a direction or location toward the sea.
<i>Ma uka</i>	Not <i>mauka</i> . When giving directions in Hawai‘i, <i>ma uka</i> is often used to indicate the direction or a location upland, inland, or toward the mountains.
<i>Mahimahi</i>	Not <i>mahi mahi</i> . <i>Mahimahi</i> is a dolphin <i>fish</i> (not the mammal).
Marketing contacts	Contact information for Hawai‘i Tourism Authority’s major market areas (MMAs) is found on the HTA website http://www.hawaii-tourism-authority.org .
Merrie Monarch	A nickname for King David Kalākaua (1836 – 1891) who reigned 1874 until 1891. (Note, the spelling is “Merrie,” not “Merry.”) During Kalākaua’s reign, the practice of <i>hula</i> was revived in Hawai‘i. The <i>Merrie Monarch Hula Festival</i> is now a celebrated <i>hula</i> event held annually in Hilo, Hawai‘i in the week following Easter. The major purpose of the festival is the perpetuation, preservation, and promotion of the art of <i>hula</i> and the Hawaiian culture through education.
Midway Island	See <i>Northwestern Hawaiian Islands Marine National Monument</i> .

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Monk seal	<i>‘Īlio holoikaua‘ua</i> or <i>kila</i> . An endangered animal sometimes found on Hawai‘i beaches. Photos and copy references should identify it as an endangered species (it is protected by the Marine Mammal Protection Act and the Endangered Species Act) and refrain from showing human interaction. Mothers often abandon preferred beaches and even their pups prior to weaning when disturbed by human visitors. Therefore, visitors should avoid monk seals or view them from a distance, and give them the solitude they need to survive.
Nāpali	Located on the northwest shore of Kaua‘i. Spelled as one word, not <i>Nā Pali</i> .
National parks	Hawai‘i has eight national parks. Information on the parks can be found on the National Park Service website http://www.nps.gov/state/hi/ . The parks are: <ul style="list-style-type: none"> • Ala Kahakai National Historic Trail, Hawai‘i Island • Haleakalā National Park, Maui • Hawai‘i Volcanoes National Park, Hawai‘i Island • Kalaupapa National Historical Park, Moloka‘i • Kaloko-Honokōhau National Historical Park, Hawai‘i Island • Pu‘uhonua O Hōnaunau National Historical Park, Hawai‘i Island • Pu‘ukoholā Heiau National Historic Site, Hawai‘i Island • USS Arizona Memorial, O‘ahu
Native Hawaiian	Native Hawaiian (capitalize the N).
Neighbor island(s)	See <i>Islands</i> .
<i>Nēnē</i>	An endemic goose that is the Hawai‘i state bird. Note the use of the <i>kahakō</i> . “ <i>Nēnē</i> goose” is redundant, since <i>nēnē</i> means goose. Instead, use a description such as <i>We saw two nēnē, Hawaiian geese, in the national park.</i>
Ni‘ihau	Ni‘ihau is one of the eight principal Hawaiian islands, but it has very limited access for visitors. Any references to this island should clearly indicate that it is not open for general visitation. The highly prized <i>lei pūpū</i> (a <i>lei</i> made from rare Ni‘ihau shells) is a cottage industry.

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North Shore	Refers to O‘ahu’s North Shore (Kahuku to Ka‘ena Point). North Shore is capitalized, as shown. The area is part of the Ko‘olauloa and Waialua districts on O‘ahu. Other islands have areas that are known as “the North Shore” but O‘ahu has promoted this term extensively.
Northwestern Hawaiian Islands Marine National Monument	Papahānaumokuākea. In 2006 an executive order established the Northwestern Hawaiian Islands Marine National Monument, incorporating the Hawaiian Islands National Wildlife Refuge, the Midway Atoll National Wildlife Refuge/Battle of Midway National Memorial. The area is managed by the National Fish and Wildlife Service (FWS) which is developing a visitor services plan for Midway Island; however, given the fragile nature of the area, visitation will be limited (no more than 30 at one time in 2007, and 50 at one time for 2008 and beyond). Camping is not allowed.
‘Okina	Make sure that the ‘okina is shown as a single open quote (‘), <u>not</u> an apostrophe ('). In US versions of Microsoft Word®, the ‘okina is formed by holding the “alt” key and entering the numbers 0145 on the numeric keypad. See the separate section on <i>Orthography</i> , page 2.
Outer islands	See <i>Islands</i> .
Petroglyphs	<i>Ki‘i pōhaku</i> . These rock carvings made by Native Hawaiians are some of the few cultural artifacts found in the place where they were created and outside of museums and private collections. Because they are exposed to the elements and the public, they are susceptible to erosion and vandalism. Disturbing the petroglyphs or taking “rubblings” of these fragile carvings can cause damage and should be discouraged.

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Photography	<p>Photographs for use by private industry in promoting Hawai‘i are available through the Hawai‘i Visitors and Convention Bureau (HVCB) Knowledge Bank (http://kb.hvcb.org). Use of these require credit to “Hawai‘i Tourism Authority” and the photographer/creator with each use. Additional images and materials are accessible to travel trade professionals and the media who register on the Knowledge Bank website.</p> <p>HTA discourages the use of photographs that depict sites that are inaccessible to visitors, dangerous, or that require illegal access through private property.</p>
Pidgin or “Pidgin English”	In Hawai‘i, pidgin is a unique mixture of words, phrases and idioms drawn from the many languages and cultures that make up Hawai‘i. Take care not to characterize pidgin words or phrases as Hawaiian language. For example, <i>kau kau</i> (food) is pidgin English, not Hawaiian.
Place names	The reference for Hawaiian place names used by HTA is <i>Place Names of Hawai‘i</i> by Mary Kawena Pukui, Samuel Elbert, and Esther Mookini. If a place has an English nickname, use the Hawaiian place name and then add the optional English nickname. Place names should not be italicized.
Plurals in Hawaiian language	English plural forms are not used for Hawaiian words. For example, the plural for <i>lei</i> is <i>lei</i> , not “ <i>leis</i> .”
Possessives	When making a Hawaiian word possessive, the word keeps its diacritical marks. Example: <i>Hawai‘i’s</i> , <i>Kaua‘i’s</i> , <i>O‘ahu’s</i> .
Pu‘uhonua O Hōnaunau	Pu‘uhonua O Hōnaunau, a place of refuge on Hawai‘i Island, is a national historic park. It houses historic temple platforms, <i>ki‘i</i> , and interpretive exhibits of Hawaiian life and culture. The site was previously named by the National Park Services as the City of Refuge.

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Proper names of businesses	Encourage proper Hawaiian language orthography even if businesses or other organizations do not use them in their own materials or logos.
Quilts	<i>Kapa kuiki</i> . The first recorded introduction of quilting to Hawai‘i was in 1820 when the first missionaries arrived. The very creative and innovative Hawaiians soon developed a unique quilting style that closely reflected their own culture and traditions giving birth to the distinctive Hawaiian quilt. Hawaiian quilting patterns traditionally reflect objects of nature or everyday household items. ³
Rainbow Falls	Near Hilo on Hawai‘i Island. Proper name is Waiānūenue. Use the proper name and the optional nickname “Rainbow Falls.”
Rocks	See <i>Stacked rocks</i> and <i>Sacred sites</i> .
Sacred Falls, O‘ahu	Proper name is Kaliuwa‘a. Many existing maps and guidebooks continue to feature “Sacred Falls” trail and park on O‘ahu. The park and the falls are closed to visitors and should not be promoted.
Sacred sites	Native Hawaiians consider the land to have cultural significance and treat it with utmost respect. Prominent geographic features (such as Mauna Kea and the Hawai‘i Volcanoes National Park) have deep cultural significance as well. Visitors should not disturb cultural or historic sites, stack, remove or move rocks, take rocks as souvenirs, or arrange rocks to spell names or symbols.
Safety	In press releases or other communications, any references to safety should be qualified in some way indicating that Hawai‘i strives to provide a safe environment for our visitors (or similar language). Safety tips can be found on the website http://www.travelsmarthawaii.com .
Sea turtle	See <i>Honu</i> .
Seven Sacred Pools	On Maui. Properly referenced as (the pools of) ‘Ohe‘o. See <i>Place Names of Hawai‘i</i> .
Sharing Aloha	Hawai‘i groups traveling outside of the islands are encouraged to register online at http://www.sharingaloha.com . By registering, they can request promotional materials to take with them for use in their travels. Marketing contractors and others should regularly check the registry to determine if there are Hawai‘i groups that can be used in their promotional efforts.

³ Hawaiian Quilt Collection – www.hawaiian-quilts.com

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Snow skiing	Snow skiing is possible near the summit of Mauna Kea on Hawai‘i Island; however, because of the altitude, extreme conditions, and a relatively short season, references to skiing should be limited to marketing communications targeted to adventure travel and copy should include the message that this activity is not for the casual skier.
Sports venues	Hawai‘i Tourism Authority has published a <i>Sports Facility Guide</i> for the state listing facilities, beaches, organizations, and other information useful for sports promoters. It can be downloaded at http://www.hawaiiitourismauthority.org .
Stacked rocks	Although rocks that are stacked or wrapped in <i>tī</i> leaves are sometimes seen along highways or in parks, this is not a Hawaiian custom and should not be promoted in marketing materials. Similarly, using coral or rocks to spell out names or other symbols should not be promoted.
State bird	<i>Nēnē</i> (<i>Branta sandwiciensis</i>). Do not refer to the <i>nēnē</i> as the “ <i>nēnē</i> goose” – since <i>nēnē</i> means goose, this would be redundant.
State fish	<i>Humuhumunukunukuāpua‘a</i> or rectangular triggerfish, is established and designated as the official fish of the State. (For a period of time, news media reported that the state had no official fish because its “official” designation had expired; however, the <i>humuhumunukunukuāpua‘a</i> was reinstated as the “official fish” in 2006 by the Hawai‘i State Legislature.)
State flower	<i>Ma‘o hau hele</i> . Yellow Hibiscus (<i>Hibiscus brackenridgei</i> A. Gray)
State motto	The motto of the state of Hawai‘i is <i>Ua mau ke ea o ka ‘āina i ka pono</i> – “The life of the land is perpetuated in righteousness.” The motto was adopted by the Kingdom of Hawai‘i in 1843, and was used in an address by King Kamehameha III at ceremonies following the return of his kingdom from the British. Hawai‘i had been ceded to England by the British captain George Paulet, after he claimed large debts were owed by Hawaiian nobility. After Kamehameha III notified London of the captain’s actions, Admiral Richard Thomas returned sovereignty back to the King.
State tree	<i>Kukui</i> (<i>Aleurites moluccana</i>). This tree is also known as the Candlenut tree. <i>Kukui</i> nuts are used in <i>lei</i> .

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Statistics	Convenient links to information about Hawai‘i and tourism can be found on the state Department of Business Economic Development and Tourism website, http://www.hawaii.gov/dbedt/info/visitor-stats/ . Additional research reports may be found on the Hawai‘i Tourism Authority website, http://www.hawaiitourismauthority.org .
Surfing/Big surf	<i>He‘e nalu</i> (literally “wave sliding”). Surfing originated in Hawai‘i before Western contact. When referring to surfing and surf meets at spots famous for big surf, copy should portray this as an activity for experienced or professional surfers which visitors can watch.
The Islands of Aloha®	<i>The Islands of Aloha®</i> is a registered trademark of the Hawai‘i Tourism Authority and should always include the trademark ®.
Tiki	See <i>Ki‘i</i> .
Time	Hawai‘i remains on Hawaiian Standard Time (HST) throughout the year. HST is Greenwich Mean Time minus 10 hours. When other localities observe Daylight Savings Time, the time difference to Hawai‘i is increased by one hour. Example: When Pacific Standard Time is observed, the time difference between California and Hawai‘i is two hours. During Pacific Daylight time, the difference increases to three hours. Daylight time in the U.S. is observed from the second Sunday in March to the first Sunday in November.
Traditions	Promotional copy often singles out a particular tradition or myth and portrays it as a singular reality. However, there are many different versions of Hawaiian legends. It is more appropriate to modify the description of a tradition with the words “one tradition ...” Example: <i>One tradition places the birthplace of the hula on Moloka‘i.</i>
Travelsmarthawaii.com	Website maintained by Hawai‘i Tourism Authority including information on visitor safety, airport access, and other useful tips. When conditions warrant, the website will highlight travel advisories and other topical information about travel to Hawai‘i. HTA encourages links and references to this site by marketing partners.
Turtles	See <i>Honu</i> .
Visitor statistics	See <i>Statistics</i> .

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Volcanoes	<p>Note the use of diacritical marks.</p> <p>Active Volcanoes ...</p> <ul style="list-style-type: none"> ○ Lō‘ihi (underwater off Hawai‘i Island, erupting since 1996), also referred to as Kama‘ehu. ○ Kīlauea (on Hawai‘i Island, ongoing since 1983). The name of the volcanic vent is Pu‘u ‘Ō‘ō. ○ Mauna Loa (on Hawai‘i Island, last erupted 1984). <p>Dormant Volcanoes ...</p> <ul style="list-style-type: none"> ○ Hualālai (on Hawai‘i Island, last erupted 1801). ○ Haleakalā (on Maui, last erupted 1790). ○ Mauna Kea (on Hawai‘i Island, last erupted approximately 4,000 years ago). ○ Kohala (on Hawai‘i Island, last erupted approximately 120,000 years ago). Possibly extinct. <p>A volcano is often regarded as extinct when the last eruption was very long ago and many times longer than the typical recurrence interval; however, volcanoes have been known to erupt again even after thousands of years of inactivity. At the other end of the spectrum, it usually takes some recorded or verifiable historic event to call a currently non-eruptive volcano “active.” Ultimately there is often no simple yes or no answer for whether a volcano active at least once in the last 10,000-50,000 years is extinct or not.</p>
Wai‘ale‘ale	<p>On Kaua‘i. Do not reference as “wettest place on earth” or similar in copy. While Wai‘ale‘ale has had this distinction, it is not always the wettest place on earth and describing it in this manner may miscommunicate the general nature of weather on Kaua‘i. See <i>Place Names of Hawai‘i</i>.</p>
Waimea Canyon	<p>Southwest Kaua‘i. Refer to the site by its proper name, although the optional nickname “Grand Canyon of the Pacific” may be used as well. It is not true that Mark Twain coined the nickname.</p>
Weddings	<p>Information about marriage licenses is available from the Hawai‘i Department of Health at the website http://www.hawaii.gov/health/vital-records/vital-records/marriage/index.html.</p>
Whale season	<p>When referring to whales or whale-watching in Hawai‘i, copy should always include a reference indicating that this activity is seasonal. The season is defined as December through May.</p>
Whales	<p>See <i>Humpback whale</i>.</p>

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Additional Resources

Category	Resource
Cultural practices/Historic information	<ul style="list-style-type: none"> Bernice Pauahi Bishop Museum. Reference Desk (808) 848-4148. www.bishopmuseum.org Hawaiian Historical Society. (808) 537-6271. www.hawaiianhistory.org
Hawaiian proverbs	<ul style="list-style-type: none"> <i>‘Ōlelo No ‘eau: Hawaiian Proverbs and Poetical Sayings</i>. Mary Kawena Pukui. Bishop Museum Press.
Industry liaison/Coordination	<ul style="list-style-type: none"> Native Hawaiian Hospitality Association. Director of Culture and Education. Email: peter@nahha.com
Language	<ul style="list-style-type: none"> ‘Aha Hui ‘Ōlelo Hawai‘i, ahahui@aloha.net ‘Aha Pūnana Leo, http://www.ahapunanaleo.org 96 Pu‘uhonu Place Hilo, Hawai‘i 96720 (808) 935-4304 fax: (808) 969-7512 Hale Kuamo‘o, Hawaiian Language Center www.olelo.hawaii.edu Ka Haka ‘Ula o Ke‘elikolani University of Hawai‘i at Hilo College of Hawaiian Language 200 W. Kāwili St., Hilo, Hawai‘i 96720-4091 (808) 974-7342 Hale Kuamo‘o (808) 974-7339 www.olelo.hawaii.edu/khuok/ Ulukau, The Hawaiian Electronic Library, www.ulukau.org Hawaiian & Indo-Pacific Languages & Literatures Spalding, Room 255 2540 Maile Way Honolulu, Hawai‘i 96822 (808) 956-8672
Language/Culture	<ul style="list-style-type: none"> <i>Hawaiian Dictionary: Hawaiian-English English-Hawaiian Revised and Enlarged Edition</i> Mary Kawena Pukui and Samuel Elbert, University of Hawai‘i Press. <i>Māmaka Kaiao A Modern Hawaiian Vocabulary</i> Kōmike Hua‘ōlelo, Hale Kuamo‘o, ‘Aha Pūnana Leo. Includes contemporary words and phrases not included in the <i>Hawaiian Dictionary</i>. University of Hawai‘i Press.

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Category	Resource
	<ul style="list-style-type: none"> • <i>Pocket Hawaiian Grammar: A Reference Grammar in Dictionary Form Including a Guide to Pronunciation</i>, Albert Schutz, Gary Kahāho‘omalū and Kenneth William Cook. Island Heritage Publishing.
General Hawaiian History, Culture, Politics	<ul style="list-style-type: none"> • The Bishop Museum Reference desk, (808) 848-4148 Mailing Address: Bishop Museum 1525 Bernice Street Honolulu, Hawai‘i 96817 (808) 847-3511 fax: (808) 841-8968 • Amy B. H. Greenwell Ethnobotanical Garden P.O. Box 1053 Captain Cook, Hawai‘i 96704 (808) 323-3318 fax: (808) 323-2394 • Hawai‘i Maritime Center Pier 7 Honolulu, Hawai‘i 96813 (808) 523-6151 fax: (808) 536-1519 • The Hawaiian Historical Society 560 Kawaiaha‘o Street Honolulu, Hawai‘i 96813 phone/fax: (808) 537-6271 • University of Hawai‘i, Center for Hawaiian Studies 2465 Dole Street Honolulu, Hawai‘i 96822 (808) 973-0989 • Department of Land & Natural Resources (DLNR) Island Burial Councils Headquarters: 621 Kamokila Blvd., Room 555 Kapolei, Hawai‘i 96707 (808) 692-8015 • University of Hawai‘i, School of Travel Industry Management (TIM) George Hall, Room 227 Honolulu, Hawai‘i 96822 (808) 956-8946 • Hawai‘i Historic Preservation 680 Iwilei Road, Suite 690 Honolulu, Hawai‘i 96817 (808) 523-2900

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Category	Resource
	<ul style="list-style-type: none"> Polynesian Voyaging Society (PVS) Pier 7 191 Ala Moana Blvd. Honolulu, Hawai‘i 96813 (808) 536-8405 fax: 536-1519 www.pvs.hawaii.org email: pvshawaii@hawaiiantel.net
Music	<ul style="list-style-type: none"> The Hawai'i Academy of Recording Arts (HARA) P.O. Box 821 Honolulu, Hawai'i 96808 phone/fax: (808) 235-9424 www.nahenahe.net/HARA email: nahokuhanohano@hotmail.com

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Weblinks

These websites include links to other databases, journals, and publications both in English and Hawaiian languages.

1. Accessing the Dictionary for Hawaiian words:

a) Go to <http://www.ulukau.org/english.php>

b) Follow the link to “**Hawaiian Dictionaries**”
(<http://wehewehe.org/gsd12.5/cgi-bin/hdict?l=en>)

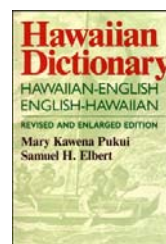
“CUSTOMIZE SEARCH”
should be set to
HwnDict/Māmakā (do not set to
“All Dictionaries”)



c) Hawaiian or English words can be entered. See HOW TO USE DICTIONARY for additional directions. If a Hawaiian word cannot be found using this method, you may also search the full text of either dictionary.

For additional dictionaries, go back to <http://www.ulukau.org/english.php> and click on the link “**More Books**”

2. To access the **Hawaiian Dictionary** by Mary Kawena Pukui and Samuel E. Elbert follow the link to the “*Hawaiian Dictionary*” (<http://www.ulukau.org/elib/cgi-bin/library?c=ped&l=en>). Use Search or Hardcopy links.



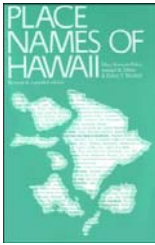
3. For words not included in the above dictionary, particularly of more recent development, go to “**Māmakā Kaiao**” via the link (<http://www.ulukau.org/elib/cgi-bin/library?c=mkd&l=en>). Use Search or Hardcopy links.



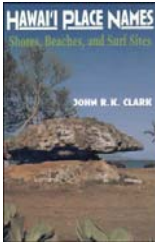
4. The Dictionary search engine can also be accessed through the Honolulu Advertiser’s website under the heading “RESOURCES” (on the left hand side), “Hawaiian Dictionary”: <http://www.honoluluadvertiser.com>.

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There are a number of links to locate names and background information on places.



1. To access **Place Names of Hawai‘i** (Pukui, Elbert, Mo‘okini)
 - a) Go to <http://www.ulukau.org/english.php>
 - b) Follow the link (do not use the link “*Hawaiian Place Names*”) to “More Books” and click onto the link “*Place Names of Hawai‘i*” (<http://www.ulukau.org/elib/cgi-bin/library?c=pepn&l=en>).



2. To access **Hawai‘i Place Names** (Clark)
 - a) Go to <http://www.ulukau.org/english.php>
 - b) Follow the link (do not use the link “*Hawaiian Place Names*”) to “More Books” and click onto the link “*Hawai‘i Place Names*” (<http://www.ulukau.org/elib/cgi-bin/library?c=cpn&l=en>).

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