Under the banner “Pacific Harmony,” the 22nd Honolulu Festival reflects the Honolulu Festival Foundation’s vision of sharing the cultures of the Pacific with the people of Hawai’i and visitors from around the globe. The hope is to deepen friendships and contribute to world peace.

To kick off this year’s edition of the annual festival, the Honolulu Festival Foundation held a press conference on March 2 at Waikiki Beach Walk® with Mike McCartney, Governor David Ige’s chief of staff; Nicole Velasco, executive director of Honolulu’s Office of Economic Development; Tsukasa Harufuku, Honolulu Festival Foundation president; George Szigeti, Hawai’i Tourism Authority president and CEO; and David Carey, Outrigger Enterprises Group president and CEO. All spoke of the importance of supporting the Honolulu Festival.

Since its inception, the Festival has done much to bridge the cultures and peoples of the Pacific Rim and Hawai’i. As David Carey said at the press conference, “Outrigger Resorts is proud to be a long-time sponsor of the Honolulu Festival and to help carry the torch of perpetuating arts, music and culture here in Hawai’i. As a Hawai’i company expanding to iconic beachfront destinations across the Asia-Pacific and Indian Ocean regions, Outrigger has deliberately infused the culture of each region into our properties. Art and music are two powerful tools we use to help connect our hosts to their roots and provide our guests with an authentic sense of place.”

Danny Ojiri added, “The Festival helps to stimulate travel immensely. With all that’s going on around the world and problems in other destinations, Hawai’i is poised to benefit from our image as a safe, clean and stable destination.”

The Honolulu Festival Foundation expects 5,000 visitors to Hawai’i to join thousands of local residents in enjoying Pacific Rim cultural demonstrations, arts and crafts, workshops and performances during the Festival this weekend, March 11-13. The festival’s economic impact helps support Hawai’i jobs and businesses. In its 21 previous years it has generated an estimated $200 million in visitor spending.

Festival admission is free and all events are open to the public, so be sure to bring the entire ‘ohana to enjoy all the entertainment and attractions that will be held at three convenient locations: Hawai’i Convention Center, Ala Moana Center and our own Waikiki Beach Walk®. A big mahalo to the hundreds of organizers and volunteers without whose help, year after year, the Festival could not go on.
HO\NOLULU FESTIVAL HIGHLIGHTS

Following are just a few highlights of this year's festival. For more information, visit honolulufestival.com.

CULTURAL PERFORMANCES AND EXHIBITS

Saturday, March 12, 10 a.m. – 6 p.m.
Sunday, March 13, 10 a.m. – 3 p.m.

- Free music and dance performances at three locations: Hawai‘i Convention Center, Waikiki Beach Walk® and Ala Moana Center. The Hawai‘i Convention Center will also feature a wide array of cultural activities, arts, crafts, exhibits and foods appealing to all ages, including:
  - Ennichi, Carnival Corner: Fun, hands-on activities inspired by the traditional Japanese Saint’s Day Festival. An introduction to customary Japanese games, crafts and traditions for the young and young at heart.
  - Craft Fair and Exhibitions: More than 100 crafts and exhibit booths from Hawai‘i, Japan and other parts of the Pacific.

BON DANCE

Saturday, March 12, 1:10 p.m. – 1:45 p.m. and 3:30 p.m. – 4:05 p.m.
Sunday, March 13, 1:50 p.m. – 2:25 p.m.

Participate in the first bon dance of the year! Musicians and singers will take the lead at the Hawai‘i Convention Center.

WAIKIKI GRAND PARADE

Sunday, March 13, 4:30 p.m.

Following Sunday’s cultural performances, Kalākaua Avenue will become center stage for the Grand Parade. Festival groups and performers from Asia-Pacific and Hawai‘i will dance, sing and stage cultural demonstrations for the delight of residents and visitors lining the sidewalk. The highly entertaining parade will also feature marching bands and floats, highlighted by the fire-breathing dragon Daijayama.

NAGAOKA FIREWORKS SHOW

Sunday, March 13, Start: 8:30 p.m.

The Honolulu Festival will conclude with a spectacular Nagaoka Fireworks Show over Waikiki Beach. The show will be choreographed to a live musical broadcast by Hawaiian 105 KINE (105.1 FM).

HONOLULU RAINBOW EKIDEN

Sunday, March 13, Start – 9 a.m. – Waikiki, Kapi’olani Park

Sponsored by JTB and co-sponsored by the Honolulu Festival Foundation, the Honolulu Rainbow Ekiden is a long-distance relay race, a Japanese tradition for more than 90 years. The relay features teams of three to five runners who hand off a sash (ribbon lei) to the next teammate as each member completes the same course. Runners can sign up individually or in teams. Each lap is roughly 3.1 miles.

Outrigger has opportunities to participate or volunteer as part of #teamOutrigger. If you’re interested, contact Hitomi Saunders at hitomi.saunders@outrigger.com.

DID YOU KNOW? The Honolulu Festival’s logo and theme — the sun, a bird, a silhouette of Diamond Head, a palm tree and a stalk of rice floating on the Pacific Ocean — symbolize the cultural ties between the Asia-Pacific region and Hawai‘i.

Excitement on tap this weekend!