

# 2018 Fam Tours

## From Ship to Shore!

Fam Tour is one of our best sales tools! Please give priority to first-timers who are directly involved with sales.



**PREMIER WHALE WATCH & LUNCH**  
#1 Whale Watch

**WILD DOLPHIN WATCH**  
BBQ & SNORKEL  
Dolphin Eco-Tour for All Ages

- Premier Whale Watch & Lunch®: Tuesday, 1/30/18
- Wild Dolphin Watch BBQ & Snorkel®: Tuesday, 6/5/18



**FIVE STAR**  
The ultimate in luxury and romance

- Winter Menu 7-Course Signature Dinner: Tuesday, 1/9/18 and Wednesday, 1/10/18
- Spring Menu 7-Course Signature Dinner: Tuesday, 4/3/18
- Summer Menu 7-Course Signature Dinner: Tuesday, 7/3/18
- Fall Menu 7-Course Signature Dinner: Tuesday, 10/2/18



**THREE STAR**  
The deluxe way to cruise in style

- Three Star Sunset Dinner & Show®: Wednesday, 4/4/18



**Green Room**  
Ultimate Experience

- Green Room® Dinner & Show: Tuesday, 8/7/18
- Green Room® Dinner & Show: Tuesday, 11/6/18



**Luau**  
Hawaiian Night

- Luau Buffet & Show: Wednesday, 4/18/18



**CREATE YOUR OWN TOUR**  
Enjoy the island your way - where & when you want to go!

- Create Your Own Tour® with Lunch: Tuesday, 9/25/18

# The Star of Honolulu Bulletin

FOR TRAVEL PARTNERS  
January 2018

# 2018 ROAD MAP



**BREAKING NEWS!**  
Royal Star Hawaii® became TripAdvisor's #2 out of 335 Tours in Honolulu!

2018 FAM TOURS FROM SHIP TO SHORE

FIVE STAR® WINTER MENU INSERT



# 2018 ROAD MAP

## HOW TO GET THERE?



New materials are for you to find the best product for your guests. Ask our sales or download from our website.

### DESK & BRIEFING

#### Brochures

For your guests & brochure racks



- ★ Star of Honolulu® Dinners  
StarofHonolulu.com/travel-partners
- ★ Premier Whale Watch Cruise®  
StarofHonolulu.com/travel-partners
- ★ Rock-A-Hula® Dinner & Show  
StarofHonolulu.com/travel-partners
- ★ Dolphin Star® Cruises  
StarofHonolulu.com/travel-partners
- ★ Early Bird Whale Watch®  
(English only)  
StarofHonolulu.com/travel-partners
- ★ Arizona Memorial & Create  
Your Own Tour® (English Only)  
StarofHonolulu.com/travel-partners

#### Placemats

Great Sales Tools!



- ★ Sunset Dinner Cruises  
StarofHonolulu.com/travel-partners
- ★ Hawaiian Dinner & Show  
StarofHonolulu.com/travel-partners
- ★ Eco-Tour Cruise Whale & Dolphin  
StarofHonolulu.com/travel-partners
- ★ Arizona Memorial & Create  
Your Own Tour®  
StarofHonolulu.com/travel-partners
- ★ Four Languages  
English, Japanese, Chinese  
and Korean

#### Posters

For desk wall & briefing room

All Updated!



- ★ Sunset Dinner Cruises  
20" x 28" • Please inquire
- ★ Whale Watch Cruise  
20" x 28" • Please inquire
- ★ Dolphin Star® Cruise  
20" x 28" • Please inquire
- ★ Rock-A-Hula® Dinner & Show  
20" x 28" • Please inquire

### PLANNING & OPERATION

#### Catalogs

Visit our Travel Partners page at StarofHonolulu.com



- ★ Activity & Dining Catalog
  - Star of Honolulu®
  - Rock-A-Hula®
  - Dolphin Star®
  - Royal Star Hawaii®
- ★ Party & Event Catalog
  - Small groups
  - Unique event on the ocean
  - Unique event in Waikiki
  - Enhancements

#### 15-Page Overview

Overview of our 75 products

Must Keep On Hand!



- ★ Pages 1-4: Star of Honolulu®  
Daily Event and Enhancement
- ★ Pages 5-8: Rock-A-Hula®  
Daily Event and Enhancement
- ★ Pages 9-11: Dolphin Star®  
Daily Event and Enhancement
- ★ Pages 12-13: Royal Star Hawaii®  
Daily Event and Enhancement
- ★ Pages 14-15: Payment,  
Operations and ♿

#### Factsheets

Detailed information and menus



- ★ One page for each of the 75 products & more
- ★ Look by product code on the top right (such as S1, SE1, etc.)
- ★ 15-Page Overview

### DETAILED INFORMATION

#### Food Menus

From full menus to special diet information



- ★ On Placemats (Dinners on Star of Honolulu® and Rock-A-Hula®)  
StarofHonolulu.com/travel-partners
- ★ On 15-Page Overview (Brief Menus)  
StarofHonolulu.com/travel-partners
- ★ On Factsheets (Full Menus)  
StarofHonolulu.com/travel-partners
- ★ Alternative Entrées, Placemats & Factsheets  
StarofHonolulu.com/travel-partners
- ★ Special Diet Information  
StarofHonolulu.com/travel-partners

#### Drink Menus

All dinner products include drinks

Premium Drinks!



- ★ On Factsheets (Brief Menus)  
StarofHonolulu.com/travel-partners
- ★ Full Drink Menus on Handouts  
StarofHonolulu.com/travel-partners
- ★ Consolidated Drink Menus  
March 2018 Bulletin
- ★ Wine List  
StarofHonolulu.com/travel-partners

#### ♿ & More

Visit our Travel Partners page at StarofHonolulu.com



- ★ ♿ Information on Last 2 Pages (Overview and Operations)  
StarofHonolulu.com/travel-partners
- ★ Booking Information and Cancellation on Last 2 Pages (Overview)  
StarofHonolulu.com/travel-partners
- ★ Frequently Asked Questions on our Website
  - Star of Honolulu®
  - Rock-A-Hula®
  - Dolphin Star®

### SALES TOOLS

#### Virtual Tour

Great tools for your event sales

New!



- ★ Star of Honolulu®  
StarofHonolulu.com/virtualtour
- ★ Rock-A-Hula®  
RockAHulaHawaii.com/virtualtour
- ★ Dolphin Star®  
Dolphin-Star.com/virtualtour
- ★ Royal Star Hawaii®  
RoyalStarHawaii.com/virtualtour
  - Deluxe Gold MCI 4500 Series
  - Deluxe Gold Temsa 30 Series
  - Silver MCI 102 Series

#### Video & Image

For your briefings & brochures

New!



- ★ Image Library  
StarofHonolulu.com/photos
- ★ Video
  - Sunset Dinner Cruises
  - Hawaiian Dinner & Show
  - Whale Watch Cruises
  - Dolphin Watch Cruises
  - Arizona Memorial Tour
- ★ For our videos, choose from:
  - Uncut
  - Edited with narration
  - Edited without narration

#### Presentations & More

For events & all products



- ★ We are happy to give you a presentation of our events and products, and to be part of your sales team!
- ★ Don't forget about our Fam Tours (see back for schedule). Invitation will be sent out a month prior.