



THE FRIENDS OF IOLANI PALACE

Post Office Box 2259 Honolulu, HI 96804 Tel: 808-522-0822 Fax: 808-532-1051

Media Contact: Lance Rae
The Limtiaco Company
808-535-9099 ext. 104
Lance@TheLimtiacoCompany.com

Media Note: Images available on request

‘Iolani Palace sets record visitor count for 2009. Palace opens on Mondays to accommodate demand.

Honolulu, HI; March 11, 2010 – ‘Iolani Palace announces it is open on Mondays to accommodate the growing demand of tourists who want to visit the only official residence of royalty in the United States. A record 80,362 people visited ‘Iolani Palace in 2009, an increase of 4.5% from 2008. Ticket revenue of \$930,580 for 2009 also was the highest ever since the historic landmark re-opened for public tours in 1978.

“Thanks to funding support totaling \$200,000 from the Hawai‘i Tourism Authority over the past few years, our numbers have been steadily growing. This is the direct result of our aggressive marketing and public relations campaign to promote Hawaii’s royal heritage,” says Kippen de Alba Chu, executive director of The Friends of ‘Iolani Palace. “Expanding our tour hours to include Mondays is a logical step, not only financially but also in providing residents and visitors another opportunity to see and learn more about Hawaiian history.”

The Palace is now open for a variety of tour options six days a week, Monday through Saturday, from 9:00 a.m. to 5:00 p.m. The Palace is also open on “Kama‘•ina Sundays” which fall on the first Sunday of every month (unless otherwise indicated) and admission is free to Hawai‘i residents with valid ID.

Guided Tour – This 90-minute tour includes a historical video and docent-led tour of the beautifully restored state apartments, including the Blue Room, State Dining Room and Throne Room where lavish entertainments were held and diplomatic affairs were conducted. In addition, you will visit the private living quarters of the royal family and listen to the poignant story of Queen Liliuokalani’s imprisonment in the upstairs bedroom following the overthrow of the Hawaiian monarchy. This tour includes a self-guided tour of the Palace Galleries. Adults: \$20 / Children (5-12) \$5. This tour is available from

9:00 a.m. to 11:15 a.m. Japanese guided tour is available Tuesday through Saturday at 11:30 a.m.

Audio Tour – This tour provides guests with an audio wand to guide them through the Palace and concludes with a self-guided tour of the Palace Galleries. The audio tour is available in English, Japanese and Hawaiian. Adults: \$13 / Children (5-12) \$5. This tour is available from 11:45 a.m. to 3:30 p.m.

Gallery Tour – This self-guided tour of the Palace Galleries showcases the royal crowns, diplomatic orders and personal jewelry of the royal family. Adults: \$6 / Children (5-12) \$3 / Children under 5 are free. This tour is included with the above two tours and is available from 9:00 a.m. to 5:00 p.m.

Please note that children under 5 are not allowed inside the main Palace.

For more information and to make reservations, please call Iolani Palace ticket office at 522-0832 or visit the website at www.iolanipalace.org