



YOUR GUIDE
TO
BIG ADVENTURE

Hawaii Forest & Trail, Ltd.
73-5593 Olowalu St. #A
Kailua-Kona HI 9674

HAWAII FOREST & TRAIL OPENS NEW ADVENTURE HUB IN HILO

HILO, HAWAII – (March 23, 2016) ~ Hawaii Forest & Trail has moved into its new activities and adventures storefront location at 224 Kamehameha Highway in historic downtown Hilo. With its century-old wooden storefronts and small-town heritage, Hilo Bayfront is the perfect fit as Hawaii Forest & Trail expands its adventure and retail offerings.

“Our goal in moving to this prime location is to make adventure and activity booking easier for our customers in Hilo. Hawaii Forest & Trail is now embedded in the vibrancy of downtown Hilo. We want to further our community engagement while connecting our tour guests to unmatched, inspirational experiences reflecting all the wonder Hawaii has to offer,” said Director of Sales and Marketing Jason Cohn. “The new Hawaii Forest & Trail storefront is a perfect, convenient location for visitors and local residents.”

Hawaii Forest & Trail’s just-opened downtown Hilo storefront draws in visitors and residents with a relaxed setting that befits its sense of place. The open storefront displays an abundance of locally grown fruit and agricultural products fresh from OK Farms. Inside, Hawaii Forest & Trail staff offer samples of Big Island coffee and exotic tropical fruits. The real fun starts when guests learn about the variety of big adventures available including same day walk up experiences. Inspiration always comes easy at Hawaii Forest & Trail.

The popular Hilo Tropical Waterfalls adventure treats guests to stunning waterfalls where one can swim or kayak under a 120-foot private waterfall. This instant hit is just one of the big adventures that visitors can book at the new location. Helicopter adventures aboard Paradise Helicopter or Blue Hawaiian Helicopters and amazing coastal and ocean tours with Lava Ocean Tours can also be booked here for one-stop convenience.

While there, shop Hawaii Forest & Trail specialty logo items, hammocks, outdoor wear, and a popular line of Adidas water shoes, perfect for any Hilo river adventure.

Hawaii Forest & Trail Beginnings

A little over two decades ago, Rob Pacheco, who had worked as a naturalist on the US mainland, recognized that most residents and visitors were seeing Hawaii’s beautiful scenery, yet they were coming and going with little knowledge of Hawaii’s natural history. Pacheco decided to combine his passion with a vision: to share Hawaii’s natural history with others and to help conserve Hawaii’s endangered environment through education. This vision

fit the growing worldwide interest in eco-tourism and over 20 years ago Hawaii Forest & Trail opened to rave reviews.

From their initial rainforest bird walk, Rob and Cindy Pacheco have expanded nature and big adventures to include exploring in and around Hawaii Volcanoes National Park, stargazing on Maunakea, waterfall adventures and hikes, specialized birding excursions and private customized adventures. In 2011, the Pachecos founded Kohala Zipline in North Kohala, the only canopy tree-to-tree zipline on Hawaii Island.

In 2015, Hawaii Forest & Trail expanded its headquarters in Kona, opened a Hilo-based operation and has now launched its storefront in historic downtown Hilo.

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About Hawaii Forest & Trail

Hawaii Forest & Trail has been exploring Hawaii since 1993. The company's mission is to deliver guests an excellent, safe and fun learning experience, to support island communities and resources through philanthropy, sustainable business practices and a conservation ethic, and to provide a healthy, profitable, and rewarding environment for their company 'ohana. On each and every one of their adventures, Hawaii Forest & Trail shares the splendor of Hawai'i as part of their vision to inspire a deep connection with our natural world. Visit Hawaii-Forest.com.

Media Contact:

Laura Aquino
Account Executive
laura@current-events.com
808.326.7820

Hawaii Forest & Trail Contact:

Jason Cohn
Marketing Manager
jason@hawaii-forest.com
808.331.3622

Note to editors: High-res images are available to accompany this announcement. Please contact Laura Aquino at 808-326-7820 or via email at laura@current-events.com