



DEPARTMENT OF LAND AND NATURAL RESOURCES

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CHAIRPERSON

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STATE PARTNERS WITH PACIFIC HISTORIC PARKS TO OPEN NEW INTERPRETIVE KIOSK, GIFT SHOP IN DIAMOND HEAD STATE MONUMENT

Park visitors enjoy improved services, quality interpretive merchandise

HONOLULU – Representatives of the Abercrombie Administration and nonprofit Pacific Historic Parks today dedicated a new Interpretive Kiosk and Gift Shop in Diamond Head Crater that represents a creative and collaborative project to enhance the visitor experience at one of Hawaii's most iconic geologic features and landmark destinations.

The Department of Land and Natural Resources (DLNR) Division of State Parks has been operating Diamond Head State Monument as a public park since 1977.

“Diamond Head, or *Le‘ahi*, is among our most recognizable and cherished landmarks, representing Hawaii to the world,” said Bruce Coppa, Gov. Neil Abercrombie’s chief of staff. “Each year, visitors flock – by foot, car, bus, or trolley – to experience the famous volcanic crater and the summit’s panoramic view. This partnership between the state and Pacific Historic Parks responds to a long-standing interest among visitors as well as many kamaaina in expanded options to preserve their experiences, and provides enhanced interpretive services along with new, quality memorabilia.”

The ceremony was led by Board of Land and Natural Resources Chairperson William Aila, Jr. and attended by Pacific Historic Parks board members, legislators, and representatives of the Hawaii Tourism Authority (HTA), Kapiolani Community College, Diamond Head Citizens’ Advisory Committee, and the state Department of Defense (which shares management and jurisdiction of Diamond Head State Monument).

“We are pleased to dedicate the new Interpretive Kiosk and Gift Shop in Diamond Head crater,” Aila said. “DLNR and Pacific Historic Parks have entered into a 3-year lease, and completed a Memorandum of Agreement, to establish a working partnership to provide interpretive services and to sell authorized, quality merchandise to park visitors. Pacific Historic Parks will contribute their over 30 years of experience in developing and implementing interpretive and educational programs, and related merchandise in the Pearl Harbor and other National Park sites where it operates.”

“Pacific Historic Parks is honored to partner with DLNR on this new venture,” said Gene Caliwag, president and chief executive officer of Pacific Historic Parks, which has provided

interpretive services and operated a gift shop at Pearl Harbor for the National Parks Service since 1979. “Our goal is to enhance the visitor experience at Diamond Head by offering high-quality, educational materials about the incredible natural history and rich culture of the area. These will help tell stories, commemorate events, and most importantly, keep history alive for future generations. The souvenirs and keepsakes available also let visitors take a little piece of Diamond Head home with them, too.”

Pacific Historic Parks and the DLNR Division of State Parks collaborated on the design of a new and dynamic logo that exemplifies *Le‘ahi*, and is the image that distinguishes the interpretive merchandise and apparel that is being sold under this new partnership at Diamond Head State Monument.

Diamond Head is the definitive background of world famous Waikiki. Its unique profile has been the subject of countless photographs, movie backdrops, posters and postcards. In 2013, visitors to the park frequently exceeded 3,000 people per day, making the park one of the most heavily visited destinations in the state, along with the Nuuanu Pali State Wayside, Hanauma Bay Nature Preserve and World War II Valor in the Pacific National Monument (Pearl Harbor). Diamond Head State Monument encompasses over 475 acres, including the interior and outer slopes of the crater. It received approximately 800,000 visitors annually and ranks among one of Hawaii’s top visitor destinations, according to the HTA.

Founded in 1979, Pacific Historic Parks is a non-profit cooperating association of the National Park Service. It supports and funds educational and interpretive programs for WWII Valor in the Pacific National Monument at Pearl Harbor, American Memorial Park on Saipan, War in the Pacific National Historical Park on Guam, and Kalaupapa National Historical Park on the island of Molokai.

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Video of today’s event is now available on Vimeo at <https://vimeo.com/100267036>

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