



## **Press Kit**



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## Maui Fact Sheet

**Size:** Maui is the second largest of the Hawaiian Islands with a land area of 729 square miles. It is 48 miles long and 26 miles across at its widest point.

**Population:** 143,574. Ethnic mix: 40.7% Caucasian, 28.5% Asian, 10.4 % Hawaiian/Pacific Islander, 9.7% Hispanic/Latino, followed by Black/African American and American Indian/Alaska Native.

### Biggest Towns:

1. Kahului
2. Wailuku
3. Lāhainā

### Major Economic Sectors (based on job count):

1. Leisure & hospitality
2. Trade, transportation & utilities
3. State & local government
4. Professional & business services
5. Natural resources & construction
6. Agriculture

**Average Temperature:** 75-85 degrees Fahrenheit

**Miles of Shoreline:** 120 linear miles

**Number of Beaches:** 81 accessible beaches. 39 have public facilities. Sands may be white, gold, black, salt-and-pepper, green or garnet, due to ancient volcanic activity.

**Principal Resort Areas:** In West Maui, the principal resort areas are Kā'anapali and Kapalua. South Maui's prime resorts are Mākena and Wailea. Hāna, Kīhei, Mā'alaea, Nāpili, Honokōwai, Lāhainā, Wailuku and Upcountry are also visitor destinations.

**Highest Peak:** Haleakalā Volcano (dormant), 10,023 feet. The summit depression is 21 miles around and 3,000 feet deep.

**Number of Accommodation Units:** 19,653 (inclusive of hotels, timeshares, condominiums and B&Bs)

**Number of Visitors Annually:** Approximately 2.3 million visitors visit Maui each year.

**Number of Whales Annually:** Approximately 10,000 whales winter in Hawaiian waters each year, more than double the number a few years ago, thanks to successful conservation efforts. An adult whale is 45 feet long and weighs 40 tons. Baby whales born in Maui waters weigh a mere 2,000 pounds.

**Most Popular Visitor Attractions:** The attractions and places consistently drawing the most visitors are Haleakalā National Park, Lāhainā Town, ‘Īao Valley State Park, Hāna and the Maui Ocean Center.

**Parks:** There are 8 State parks, 95 County parks and community centers, and one national park – Haleakalā National Park.

**Golf Courses:** Maui has 15 golf courses.

**Superlatives:**

1. Maui has been voted “Best Island in the World” 15 times by the readers of *Conde Nast Traveler Magazine*.
2. Maui has more miles of swimmable beach than any other Hawaiian island.
3. Maui has the largest dormant volcano in the world, Haleakalā.
4. Maui has the second highest waterfall in the United States.
5. Maui has the lowest temperature ever recorded in the Hawaiian Islands, 11 degrees in 1961, atop Haleakalā.

**Airports:** The main airport is in Kahului at the center of Maui. There is also a smaller airport in Kapalua (West Maui), and a commuter airport in Hāna. All major airlines offer service from the U.S. and Canada to Maui.

(pau/end)

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## Maui Time Line

**2,000,000 BC** Maui's first volcano rises from the depths of the ocean and appears above the surface of the waves.

**1,000,000 BC** Haleakalā breaks the surface. Flows from the two volcanoes join to form the island of Maui. They also connect with other volcanoes that later form the separate islands of Lānaʻi, Molokaʻi and Kahoʻolawe. Scientists refer to the giant prehistoric landmass, before the break-up, as "Maui Nui" or Big Maui.

**450 AD** The first Polynesian explorers from the Marquesas Islands discover Hawaiʻi, though recent archaeological evidence suggests a much earlier date. Settlement of the islands begins.

**700** Waves of colonists from Tahiti arrive.

The succession of Maui kings:

Piʻilani (ruled during late 14<sup>th</sup> and early 15<sup>th</sup> centuries)

Kihaapiʻilani

Kamalālāwalu

Kauhiakama

Kalanikaumakaowākea

Lonohonuakini

Kaʻulāhea

Kekaulike

Kamehameha Nui

Kahekili

**1778** Captain James Cook of England discovers Hawaiʻi for the Western world but never sets foot on Maui.

**1787** Captain Jean-Francois de Galaup, Comte de La Perouse, becomes the first foreigner to step ashore on Maui, at Keoneʻōʻio in Mākena. The bay was later named after him. (In defiance of his orders, Perouse decided not to claim the island for the King of France.)

**1790** Kamehameha the Great defeats King Kahekili and his Maui forces in ʻĪao Valley, bringing Maui into the united Hawaiian kingdom. The site of the Battle of ʻĪao is called Kepaniwai, which literally means "blocked waters." It is called so because the bodies of slain warriors were so numerous, it temporarily dammed the stream.

- 1802** Kamehameha the Great names Lāhainā the capital of the Hawaiian kingdom.
- 1819** Kamehameha the Great dies. His widow, Queen Ka‘ahumanu, together with the new king, Liholiho (Kamehameha II) and Liholiho’s birth mother Keōpūolani, defy the power of the priests, and the people topple the Hawaiian religion. It is also the year the first whaling ship, the Balena from New Bedford, Massachusetts, arrives in Lāhainā.
- 1823** The first New England missionaries arrive on Maui.
- 1825** The first of the battles between the whalers and missionaries erupts in Lāhainā when the whalers blamed the missionaries for preventing women from visiting the ships.
- 1828** Maui’s first sugar mill begins operations.
- 1831** The first high school west of the Rocky Mountains, Lāhaināluna, is established on Maui.
- 1831** The Baldwin Mission House, the oldest surviving house on Maui, is built.
- 1834** The first newspaper in the Hawaiian language, *Ka Lama Hawai‘i*, is run off the Lāhaināluna Seminary press on February 13.
- 1846** Whaling ship visits to Hawai‘i peak with 596 arrivals. Of these, 429 anchor off Lāhainā and the rest in Honolulu Harbor.
- 1850** The capital of the Hawaiian nation is moved from Lāhainā to Honolulu.
- 1852** The first sugar plantation laborers begin to arrive from Kwangtung, China.
- 1866** The first leprosy patients are taken to Kalawao on Moloka‘i’s Kalaupapa Peninsula on January 6.
- 1873** Father Damien is sent to Kalaupapa on Moloka‘i to work with leprosy patients. He succumbed to the disease in 1889, and in 1995, was declared by Pope John Paul II as among the “Blessed” and given the title “Servant of Humanity.” On October 11, 2009, Pope Benedict XVI canonized Damien de Veuster, completing the process of sainthood.
- 1877** C.H. Dickey establishes the first commercial telegraph system in Hawai‘i, connecting two of his stores on Maui, on September 1. Soon after, a charter is granted to C.H. Dickey and C.H. Wallace for the Hawaiian Telegraph Company.
- 1879** The Kahului-Wailuku Railroad, running from Kahului to Pā‘ia, opens on July 20. This is the first common rail carrier in Hawai‘i.
- 1885** Japanese immigration to Maui begins. These immigrants and others became the foundation of Hawai‘i’s multi-ethnic society, the “melting pot of the Pacific.”

- 1893** The constitutional Hawaiian monarchy is illegally overthrown by American settlers living in Hawai‘i.
- 1903** Dwight Baldwin plants the first pineapple on Maui in Ha‘ikū.
- 1912** David Thomas Fleming plants 20 acres of pineapple at Honolua Ranch, where Kapalua Resort is today. Fleming also plants coffee, aloe, mango, avocado, citrus, lychee and macadamia nuts, but it is pineapple that eventually becomes a commercial crop.
- 1916** Haleakalā joins the U.S. national park system. In 1961, it becomes a national park in its own right.
- 1941** Pearl Harbor on the island of O‘ahu is bombed by Japan and martial law is declared in Hawai‘i.
- 1946** The first resort on Maui, the Hotel Hāna-Maui, opens.
- 1959** Hawai‘i becomes the 50<sup>th</sup> State of the United States.
- 1961** Kā‘anapali opens as Hawai‘i’s first master-planned resort.
- 1974** The first 9 holes of the Wailea Blue Course open, the beginning of what is today the master-planned Wailea Resort community.
- 1976** The Hōkūle‘a, a replica of an ancient Polynesian voyaging canoe, sets sail from Maui for Tahiti, recreating the ancestral journeys.
- 1993** President Bill Clinton signs a Congressional Resolution acknowledging illegal overthrow of the Hawaiian Kingdom in 1893.

*(pau/end)*

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## The Many Faces of Maui

Maui is second in size among the Hawaiian Islands, but first in people's hearts. Repeatedly at the top of the "best island" surveys of consumer travel magazines, Maui possesses a magic that lingers in the heart and grows. That is why, for 15 of the 22 years of its existence, *Conde Nast Traveler's* top honor for "Best Island in the World" went to Maui.

Why do people love Maui? It's neither too big nor too small – it's manageable. It has remote wilderness and glamorous resorts, 21st-century comforts and rural neighborhoods, and people who melt your heart. It's endowed with staggering natural beauty. And it's culturally diverse.

### Fast Facts

- It's the second largest Hawaiian Island, 48 miles long and 26 miles across. Its 729 square miles encompass the fullness of nature's gifts: long sandy beaches, tropical rainforests, rolling pasture lands, dryland forests, and steep rocky cliffs formed by volcano, wind and water.
- Maui's weather is inviting. Temperatures average 75 to 85 degrees, and ranges from a 40-degree sunrise atop Haleakalā Crater to a sun-kissed afternoon on the sands of Wailea or Kā'anapali.
- Prehistoric Maui was once a large island called Maui Nui, "Big Maui." Volcanic eruptions broke up the island into Moloka'i, Lāna'i, Kaho'olawe and the goddess-shaped Maui as we know it today. Maui, Moloka'i and Lāna'i, each visible to the other across a channel, make up the cozy triad of islands called Maui County – the modern Maui Nui.

### Adventures Aplenty

The proximity of these islands to each other conjures up adventures aplenty. You can hop on a ferry, small plane or catamaran on Maui and spend the afternoon snorkeling on Lāna'i or hiking the lush valleys of Moloka'i with a Native Hawaiian guide.

Encircling the island are the pearls of Hawai'i: the beaches of Maui. Maui's shoreline gems have consistently appeared on "Dr. Beach" Stephen Leatherman's annual list of the best beaches in the U.S. Maui's Kapalua, Kā'anapali and Wailea beaches have ranked among his top 40 choices as the "healthiest" beaches in the country based on water quality, amenities, safety and environmental factors.

At West Maui's Kapalua Bay, the white-sand crescent is a favorite for picnics, snorkeling, swimming and diving. A few minutes south, Kā'anapali Beach stretches for miles between fun-loving Lāhainā and historic Pu'u Keka'a, a volcanic cinder cone known for its

Technicolor snorkeling. South Maui has its own allure, a string of white-sand beaches and welcoming coves along Kīhei, Wailea and Mākena.

In East Maui's Hāna, home to the largest heiau (pre-western stone temple) in Hawai'i, the beaches range from red to black to white. Wai'anapanapa's black-pebbled shore and white-sanded Hāmoa Beach are a study in contrasts, each brilliant in its own way. While West and South Maui are the glamour centers of the island, East Maui's character is casual and rural. The laptop and wristwatch come off and stay off, and you may spend more time on a horse than in a car. In Central Maui's Wailuku, hike and picnic in 'Īao Valley and dine where the locals do, at mom-and-pop restaurants, noodle shops and cafes.

Hikers, naturalists and birdwatchers have their own vast universe to explore. From coastal wetlands to upland forests, from sea level to 10,000 feet, Maui's natural world is textured and immense, accessible on your own or with expert naturalist guides. Maui's protected habitats and wilderness areas are the last frontier for many plant and bird species found nowhere else on earth. During the winter months, annual migrations of humpback whales turn Maui into Hawai'i's foremost whale-watching venue.

### **For Foodies and Culturati**

Glitter and the good life thrive on Maui, too. Enlightened farmers, fertile soil, and brilliant, world-renowned chefs give Maui a cachet that has circled the globe. From Makawao and Kula to Central, South and West Maui, from rubber-slipper casual to elegantly chic, restaurants of all types draw an international and local clientele. The top resorts offer food and wine festivals that are signature events every year: Kapalua Wine & Food Symposium; Taste of Lāhainā; Taste of Wailea; the Maui Onion Festival in Kā'anapali.

The culinary world has borrowed and benefited from Maui's resident population, an ethnic mix of Caucasians, Japanese, Filipinos, Hawaiians, Chinese, Hispanics and other ethnic groups – a human rainbow that creates a rich cultural foundation and diverse attractions. Cultural activities and festivals, open to everyone, occur throughout the island year-round. During summer weekends, the Japanese population holds colorful, lantern-lit Obon dances to honor ancestors. Each fall during Aloha Festivals, Maui joins the rest of the State to offer dozens of events including Hawaiian entertainment, a royal court, food, and ceremony. There are Filipino barrio fiestas, a Fourth of July rodeo, and church feasts in the primarily Portuguese communities of the Upcountry slopes. A historic tribute to Maui's diversity resides at the Kepaniwai Park in 'Īao Valley, where park-goers can wander among heritage gardens that honor Maui's Korean, Chinese, Japanese, Portuguese, Caucasian, Filipino and Hawaiian roots.

Where to stay? Take your pick: luxury hotels with sunset views, intimate bed & breakfasts clinging to upland slopes, or spacious condominiums for the family with all the amenities of home. While luxury resorts line Maui's south and west shores, moderately priced accommodations abound in neighboring resort areas, and in Upcountry and Central Maui.

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## **Maui Nui – Three Unique Experiences**

The three islands of Maui County, Maui Nui, create a synergy that is unique in Hawai‘i. The geographical relationship of Maui, Moloka‘i and Lāna‘i makes it possible to wake up on Maui, spend the day sailing and snorkeling off Lāna‘i, and be back in time for a sunset lū‘au on the beach at Wailea. Or you can hop aboard a ferry from Lāhainā Harbor and explore Moloka‘i’s east-end rainforest or tour the remote, historic Kalaupapa Peninsula. These inter-island adventures offer unique views of the islands, their coastlines, and their looming mountains from the grand Pacific Ocean.

Lāna‘i is Maui County’s newest resort star. Formerly called the “Pineapple Island” for its rolling plantation fields, it is now famous for its two luxury hotels, the Four Seasons Resort Lāna‘i, Lodge at Kō‘ele and the Four Seasons Resort Lāna‘i at Mānele Bay, and their upland and seaside golf courses. From dining to accommodations, vacationers are drawn by Lāna‘i’s curious mix of sophistication and rural charm.

There are no high rises on Lāna‘i, and the tiny town of Lāna‘i City as yet to see its first spotlight. It takes five minutes to walk across the center of town. The senior prom could be the biggest event of the year, and a rustic 11-room lodge is the oldest hotel on the island. Recreational activities range from fishing, snorkeling and beachcombing to hiking, golf, archery, clay shooting and mountain biking.

One tour operator will rent you a Jeep to explore the island’s rugged terrain on your own, including a map and ice chest, or they’ll arrange for a guided tour of the island’s many natural attractions.

Like Lāna‘i, Moloka‘i is a world of its own. Its rural lifestyle and predominantly Native Hawaiian population have given this island the moniker “the most Hawaiian island.” A mere 30-minute flight from Oahu, Moloka‘i appeals to those seeking an unhurried pace and raw natural beauty. The leeward slopes are scored with gulches. Along the north coast, sea cliffs drop to the ocean from more than 3,000 feet, and on the east end, ancient Hawaiian loko i‘a (fishponds) – some of the most sophisticated aquaculture complexes in the Pacific – come to life, stone by stone, in restoration projects. On the west side of the island, the 3-mile Pāpōhaku Beach is one of the largest white-sand beaches in Hawai‘i.

The island’s activities are centered outdoors. You can visit a 500-acre coffee plantation, hike along a rugged trail, mountain bike down meandering paths, or kayak on the open ocean. On the northern coast, Kalaupapa National Historical Park is its own county, named Kalawao, a peninsula isolated from the rest of the island by cliffs that rise approximately 2,000 feet.

Among Moloka‘i’s cultural activities is the annual Ka Hula Piko Festival, attracting hula aficionados from around the State and beyond. Moloka‘i is known as the “birthplace of hula,” and this festival tells you why.

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## **Kapalua, Arms Embracing the Sea**

Named for its dramatic lava peninsulas, Kapalua Resort is one Hawai'i's premier destinations. Its shoreline is lined with five bays and three white-sand beaches, one of which has been designated "The Best Beach in America" by Professor Stephen Leatherman, a.k.a. "Dr. Beach", of Florida International University. Kapalua poetically translates to "arms embracing the sea," and is so inviting that monk seals often visit its shores.

In the 1890s, it was known as the Honolua Ranch and later became the Honolua Plantation when Kapalua's acres of grassy slopes were converted to geometric patterns of silver-blue pineapple fields. Throughout the resort, historic Cook pines add a striking silhouette to hidden pathways and mountain vistas.

Situated on Maui's scenic northwest coast at the foot of the verdant Mauna Kahālāwai, or West Maui Mountains, Kapalua is a 1,650-acre destination resort set amidst 23,000 acres of privately owned pineapple plantation. The luxury resort and master-planned community features a rare native rainforest, a protected marine life conservation district, an ancient Hawaiian burial ground, and golf courses that double as wildlife sanctuaries. In this magnificent landscape appear historic sites, such as the Honolua Store, churches, and plantation homes, which recall in poignant detail the cultural development of Kapalua Resort.

Guests of the resort create their own mix of leisure at a pace of their choosing. Miles of coastal and ridgeline trails wind through the resort, offering hiking access to some of West Maui's most unspoiled terrain and breathtaking seascapes. Colorful coral gardens and bays teeming with tropical fish provide the perfect venue for kayaking and snorkeling. The new Mountain Outpost offers entry into lands never before accessed and its state-of-the-art zipline system traverses two miles of breathtaking natural terrain. A Hawaiian cultural arts program, inspired dining options and special events round out all the amenities needed in paradise.

Celebrating Hawai'i's rich cultural heritage, natural resources, championship golf, tennis tournaments and acclaimed culinary arts, the world-renowned Kapalua Resort plays host to special events year-round. Signature events include: the PGA Tour's Mercedes-Benz Championship in January, Whale Quest Kapalua in February, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in spring and Kapalua Wine & Food Festival in June.

Kapalua Resort is also renowned for its championship golf courses. Designed by Arnold Palmer and Francis Duane, The Bay Course's signature hole 5 is a par 3 that stretches 154 yards from the regular tee amidst a backdrop of surf breaking against sea cliffs and an enticing panoramic view. This scenic course meanders through the resort. The Plantation

Course's signature 18 is the hole around which Bill Coore and Ben Crenshaw designed the rest of the course. At 663 yards from the championship tee, this downhill and downwind par 5 is the longest of any on the PGA Tour. The links style course offers rugged terrain and spectacular mountain-to-ocean views and is home to the best-of-the-best tournament, the Mercedes-Benz Championships.

It's hard to remember that all this happens on a tropical island at a world-class resort surrounded by pineapple fields, just a few miles from a little Hawaiian village where people still farm, raise pigs and pound their taro into poi.

*(pau/end)*

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## **Lāhainā, Where History and Playfulness Meet**

Take a trim, tidy New England whaling town, plunk it in the middle of the Pacific, sketch in some rainbow-crowned mountains, and add a generous helping of palm trees. Stir in the biggest Buddha outside of Asia, a banyan tree the size of a city block, and a history that reads like an epic novel, and you might come close to defining Lāhainā.

This fun-loving historic town was once the capital of the Hawaiian kingdom and the seat of power for the Kamehameha dynasty in the early nineteenth century. By the mid-1800s, with as many as 400 ships at a time berthed in the harbor, spilling up to 1,500 sailors ashore, Lāhainā went on to become the lusty port of the Yankee whaling fleet. The whalers said there was no God west of the Horn, and they conducted themselves accordingly – until a band of puritanical missionaries arrived from New England to spoil the ribald party. The battles between the reverends and the revelers became legendary. Among the sailors was Herman Melville, who immortalized the era in his classic novel, *Moby Dick*.

The missionaries built a seminary where young men were educated. It later became Lāhainaluna, the first high school west of the Rocky Mountains. Hawaiian historians Samuel Kamakau and David Malo were among those who were educated at Lāhainaluna. The missionaries, in a move that changed the course of Hawaiian history, also installed Hawai‘i’s first printing press.

Lāhainā today is a reflection of its colorful past. Approximately 55 acres of the town have been set aside as historic districts containing several sites designated as National Historical Landmarks.

Among the gallant survivors are the weathered wooden buildings lining Front Street and its side streets. In place of grog shops and ship’s outfitters, they now house boutiques, art galleries and charming seafood restaurants where the demon rum comes in polite mai tais with little paper parasols planted in wedges of pineapple.

Where whaling ships once laid anchor, a fleet of pleasure boats now bobs in the sun, waiting to take visitors on sunset dinner cruises, snorkel and dive sails, whale watching excursions and picnic trips to other islands. Lāhainā Harbor is also home to many of the world’s finest cruise ships that anchor off shore. Presiding over the harbor is the old Pioneer Inn with its fascinating nautical memorabilia.

On Sunday mornings, Hawaiian hymns still ring from Lāhainā’s churches, while incense curls heavenward from Asian temples. Signs mark the historic sites. Walking maps are free and readily available. Lāhainā might be called Hawai‘i’s Williamsburg, except that it is a living town embracing commerce and tourism.

The historic Baldwin Mission House is open to the public. Other notable buildings include the Masters and Mates Reading Room, the Seamen’s Hospital, the waterfront courthouse, the old jail, Lāhainā prison, and more. Cultural sites in this area include the healing stone of hauola, the royal residence of Moku‘ula, and the sea of ‘Uō, where the legendary mermaid, Kananaka, is said to surf.

Dozens of art galleries offer the worlds of both acclaimed local artists and masters such as Dali, Chagall and Miro. Art has become so popular that it is celebrated in a weekly event called “Friday Night is Art Night in Lāhainā.” People stroll from gallery to gallery viewing art, meeting artists, watching them work, listening to music, and sampling the refreshments served by the galleries.

The restaurant scene is equally exciting. Added to the menu of fine seafood establishments overlooking the harbor are a host of innovative restaurants specializing in Hawai‘i Regional Cuisine. Some are situated in meticulously restored historic buildings, and all serve the freshest local ingredients prepared with a masterful blending of classic Asian and Continental techniques and the unique taste of paradise. The result is a culinary triumph that earns rave reviews from food critics around the country.

Throughout the year, events such as the Ocean Arts Festival and the Taste of Lāhainā food festival celebrate everything from whale-watching to the burgeoning culinary arts. Every Halloween, the streets of Lāhainā are filled with tens of thousands of costumed revelers who dress up lavishly and compete for prizes in what is known as the “Mardi Gras of the Pacific.”

Lāhainā is also home to the Maui Theater and “‘Ulalena,” a multi-faceted theatrical experience depicting Hawaiian history with a modern twist. Brilliant dancers and exquisite talent have brought ‘Ulalena to the forefront of island entertainment. ‘Ulalena explores the relationships between people, nature and mythology, and integrates Hawaiian chants and dances, original music and choreography, and state-of-the-art lighting and projections.

Lāhainā is convenient to Maui’s major resort areas and is connected to the Kā‘anapali Resort by the restored sugarcane train, the Lāhainā-Kā‘anapali and Pacific Railroad.

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## **Kā‘anapali, Maui’s Coastal Playground**

From its lū‘au lawns to its golf tees, Kā‘anapali is fit, trim and manicured, a playground for all tastes. Its hotels line a 3-mile coastline with premier accommodations, gourmet dining rooms, lagoons with swans and exotic waterfowl, art treasures in improbable places, and vast landscapes and waterscapes that elicit shrieks of excitement from the mega-pools and thrill slides. Favored by the Hawaiians of old, Kā‘anapali has maintained its playful spirit with more modern enhancements: catamarans, outrigger canoes, boogie boards, surfboards, snorkel and dive gear, and more.

In ancient times, the rulers of Maui savored Kā‘anapali as their royal retreat and playground. They liked the perfect stretch of white sand beach, the gentle waves, the ideal weather, and the broad swatch of green that swept up the slopes of the rainbow-laced Mauna Kahālāwai, the West Maui Mountains. Maui’s “royals” surfed, raced their canoes, feted at lū‘au lasting for weeks, and, where the Kā‘anapali Golf Courses now blanket the land, they played ‘ulu maika, a form of lawn bowling using stones.

Kā‘anapali was Hawai‘i’s first master-planned resort and has become a model for resorts around the world. The hotels and condominiums offer the gamut of experiences, from soaring marble lobbies to beachside bungalows. All are planted in a 1,200-acre enclave amid lavish gardens along the beach and golf courses. A perfect three-mile stretch of white sand invites you to experience every imaginable water sport. Kā‘anapali Beach is ranked among the world’s best beaches, with good reason. In its center is Whalers Village, an open air, world-class shopping complex complete with a whaling museum.

The shops, hotels, restaurants, nightlife, activity centers and golf courses, as well as Lāhainā town, are all connected by shuttle transportation. Children and adults are invariably thrilled by the Lāhainā-Kā‘anapali and Pacific Railroad, a restored sugarcane train pulled by a vintage steam locomotive. Chugging through former sugarcane fields between Kā‘anapali and Lāhainā, it evokes the plantation era of West Maui.

Having hosted many of the best players in the world, the name Kā‘anapali has always been synonymous with golf. It began back in 1962 when the Royal Kā‘anapali Golf Course opened with none other than Bing Crosby doing the honors. Shell’s Wonderful World of Golf was held here in 1963, and a year later, the formidable U.S. team of Jack Nicklaus and Arnold Palmer teamed up to capture the World Cup. That was just the beginning. Years of championship golf have since taken the stage on the Robert Trent Jones Sr. design. Other prestigious events such as the LPGA’s Women’s Kemper Open and the Champions Tour’s Kā‘anapali Classic enjoyed long runs at this famed layout, and now, this popular course is home to the Wendy’s Champions Skins Game.

Architect Robin Nelson added a number of personal touches to the resort's second layout, the Kā'anapali Kai. The course is user-friendly for its reasonable length, the fairways are generous, and the green complexes inviting. And, like its sister course, the land on which the Kai is laid is steeped in history, including being the site of a famous battle between two ruling chiefs in the 1700s.

Kā'anapali's rich history and traditions are honored daily. Every evening at sundown, cliff divers reenact the feat of Maui's revered King Kahekili who bravely dove from the cliff at Pu'u Keka'a, or Black Rock, into the churning sea. The Hawaiians of old considered this spot to be a leina, a leaping point where the soul entered the ancestral realm. Tiki torches are lit along the shore as ancient pahu drums and conch shells call the hula dancers and revelers to the beachside lū'au.

To preserve the unique culture and Maui way of life, some Kā'anapali properties have adopted innovative cultural programs that encourage employees to share their heritage with guests. They do this in large and small ways, such as greeting them with genuine aloha, sharing music and family lore, and in colorful programs during Aloha Festivals, Lei Day and Kamehameha Day, in honor of Hawai'i's greatest king.

Even with the amenities that have grown with time, Kā'anapali has retained its core of natural beauty and gracious, royal Hawaiian hospitality – two of the many qualities that made it the choice of kings.

*(pau/end)*

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## Central Maui, a Bridge for Many Cultures

The broad green plain between the magnificently sculpted Mauna Kahālāwai (West Maui Mountains) and the massive slopes of Haleakalā gave Maui its nickname, “The Valley Isle.” The Hawaiians called the isthmus Kulaokama‘ōma‘o, “The Land of Mirages.” Two of Maui’s principal towns, Kahului and Wailuku, lie three miles from each other but are eons apart in ambience.

Wailuku, Maui’s county seat, is the older of the sister cities – sleepy, picturesque and full of local charm. In ancient times it was guarded by two temples, Pihanakalani and Haleki‘i, that still afford spectacular views of the city and surrounding countryside. Both are on the National Register of Historic Places, as are many buildings in the center of town. Wailuku is the birthplace of some of Maui’s most famous citizens, from Keōpūolani, the favored, sacred wife of Kamehameha the Great, to Jesse Kuhaulua, the sumo champion known as Takamiyama.

The Bailey House Museum, an 1833 missionary home, has a wonderful collection of landscape paintings done by Edward Bailey from 1866 through 1896. In a setting of gracious gardens and fine missionary architecture, the museum offers cultural and arts programs to complement its Hawaiian and missionary artifacts. It’s Hawai‘i-themed gift shop brims with items of authenticity and discriminating taste.

Neighboring Kahului, much younger and unencumbered by history, was built in the 1950s by the plantation company Alexander and Baldwin. It was hailed as a “Dream City” to provide affordable housing for plantation workers. Its tidy streets fan out on the plain. With subdivisions and shopping malls, it has become Maui’s major population center and boasts the island’s only deep-water port for shipping, as well as Maui’s principal airport.

As the jets descend to a landing at Kahului Airport, passengers are greeted with their first vision of Maui. They see clouds billowing on dramatic mountain tops and fields of green sugarcane stretching to the distant hills. The scene is repeated from new and breathtaking angles as they leave the terminal.

Behind the sister cities, the land narrows and curls into the mountains, forming the most magnificent valley on the island, ‘Īao, Maui’s Valley of the Kings. Few places in Hawai‘i are more sacred. Mark Twain, in a euphoric moment, called ‘Īao “The Yosemite of the Pacific.” The chiseled peaks of the valley are visible from most parts of Kahului, even from shopping mall parking lots, and serve as a reminder of the sheer visual power of the West Maui Mountains.

Most visitors drive past the plantation houses in the valley, view Kūka‘emoku, Maui’s famous ‘Īao Needle – what looks like a 2,250-foot green monolith but is actually the razor edge of a narrow ridge – and then leave. Those who do are missing the real splendor of the valley, carved over the course of 10,000 lifetimes by the forces of wind and water and the flow of ‘Īao’s waters.

Moonstones sparkle in the streambed and wild orchids cheer the banks. Hiking trails lead through stands of giant tree fern, ti and ‘ōhi‘a. At the head of the valley is a natural amphitheater, the caldera of the original volcano that formed Maui. At the head of the valley, 10 miles long, four streams collectively known as Nā Wai ‘Ehā merge into ‘Īao Stream.

Two hundred years ago, while still a Big Island chief, Kamehameha fought one of the most famous battles in Hawaiian history in this valley. By conquering the forces of the Maui chief, Kalanikūpule, Kamehameha added Maui to his expanding Hawaiian nation. Kepaniwai Gardens, named for the battle, are actually a collection of peaceful ethnic gardens and pavilions representing the various groups that have settled on Maui over the centuries. Included are Hawaiian, Chinese, Japanese, Filipino, American and Korean gardens.

At the Maui Tropical Plantation, near Wailuku, visitors are introduced to Maui’s commercial crops, including coffee, sugarcane, macadamia nuts, guava, bananas and more. There are tram rides, a coffee roasting room, lei hut, demonstrations, restaurant and a well-stocked gift shop.

*(pau/end)*

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## **Kīhei, Maui's Sunny South Shore**

Sharing the sunniest, driest end of Maui with Wailea and Mākena is the community of Kīhei. The brilliant feature of this seaside town is its six-mile long stretch of sandy beach with views of Kaho'olawe, Molokini, Lāna'i and West Maui. From this vantage point, the West Maui Mountains appear to be a separate island, a mysterious Shangri La in the distance.

Kīhei's Kalama Beach Park has shady lawns and palm trees dotting its 36 oceanfront acres. A blink away are Kalepolepo, Waipu'ilani, and the three beaches of Kama'ole. One may be favored for swimming, another for body surfing or board surfing. Each one is wide, sandy and sunny – a perfect postcard, the quintessential tropical beach.

People come to Kīhei for the beaches and stay for weeks at a time. Many stay a lifetime. Some of the best bargains in accommodations can be found among the condominiums, small hotels and cottages along Kīhei's beach road.

A string of sleepy Hawaiian villages with outrigger canoes once lined the shore. Kamehameha had an ancient fishpond at Kalepolepo restored for his use and enjoyment. According to Hawaiian lore, it took 10,000 men to complete the project. Hawaiian royalty sojourned regularly at Kīhei, basking regally on the breeze-swept shore.

There's nothing sleepy about this coast now, nor will it cost a king's ransom to visit. Small shopping malls, a bustling farmer's market, activity centers, and a spate of restaurants and sundown mai tai spots enliven the Kīhei scene. Everyday, good things abound here, from health food stores to supermarkets and a pizza restaurant or two. Everyone eventually ends up at the modernized Azeka's Shopping Center to buy old-fashioned Maui potato chips and casual local cuisine, or to shop for sunglasses, books and beach towels. There's also a public golf course in Kīhei, Elleair Maui Golf Club, where players of every handicap will find a challenge.

But the fun doesn't stop with the setting sun. Kīhei's nightlife includes sports bars, karaoke spots, and dance clubs.

Birdwatchers and nature lovers have their own adventures, too. At the north end of the Kīhei is a national wildlife refuge, Keālia Pond, where endangered Hawaiian stilts and coots thrive in a salt-water marsh that is easily visible from the road. Nearby, the harbor is the launching site for an armada of pleasure boats taking visitors on charter fishing excursions, whale watching expeditions and snorkel trips to Molokini.

At this end of Maui, anyone on a budget can enjoy the sunshine, surf and sand that are ubiquitous in Kīhei. The magical Maui nights are available to everyone, and anyone can feel like a king here. Those who listen carefully may hear the song of the whale – even while floating in the ocean – and see the great humpbacks frolicking in the waves.

*(pau/end)*

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## **Wailea, a Sanctuary of Beauty**

Few destinations can hold a candle to South Maui's Wailea. Hawai'i's leading resort destination continues to garner many of the world's top honors – for its accommodations, golf courses, spas, restaurants, tennis facilities, meeting facilities and more.

Wailea's 1,500 acres boasts staggering ocean views including the stark red island of Kaho'olawe and the quarter-moon sliver of tiny Molokini islet, a popular snorkeling destination. Molokini, a marine sanctuary, is the lip of a submerged volcano and one of the stellar sites of Maui.

Wailea's mile and a half of shoreline is notched into five crescent beaches, fringed in palms and splashed by gentle surf, and named among the best in country. Five hotels, many of them the flagship properties of their respective corporate families, are tucked into this resort. Three times the size of Waikīkī, exuding a sense of serenity, privacy and freedom, Wailea also encompasses low-rise condominium villas and luxurious private homes. All have been guided by a master plan that preserves and enhances the natural beauty of the setting.

It was golf, however, that put this end of the island on the tourism map. Stretched across Wailea's gently sloping terrain are 54 Erin-green fairways that make up the famed Wailea Blue, Wailea Gold and Wailea Emerald courses. The latter two, designed by renowned architect Robert Trent Jones II, have been named among the country's best courses; and the Blue is consistently ranked among the finest courses in Hawai'i. Even Wailea Golf Club's Gold and Emerald Clubhouse is an award-winner, and the state-of-the-sport training facility serves as home base for the only David Leadbetter Golf Academy in the islands. No matter how good the golf gets, however, players are constantly distracted by the panoramic vistas of mountain, sky and sea – and the occasional whale.

Tennis is another big draw. Wailea's 1,000-seat tennis stadium is the site of one of Hawai'i's largest local tournaments, and the staff of USPTA pros offers state-of-the-sport instruction. Recognized as one of the country's top tennis facilities by the USTA, Wailea Tennis Club has hosted some of the planet's best professionals at various special events, from legendary players like Tracy Austin and the world's number one doubles team, Mike and Bob Bryan, to a number of up-and-coming stars of the ATP Tour. Both the tennis and golf facilities include clubhouses and award-winning pro shops.

There's a lot going on with the event scene in Wailea. The resort's calendar includes festive May Day activities, the celebrity-laden Maui Film Festival in summer, the Terry Fox benefit for cancer research, and regularly scheduled musical and arts events.

Other activities include sailing, swimming, windsurfing, snorkeling, diving, kayaking and whale watching. Guides and instruction are available in all sports. Hawaiian cultural programs, enriching canoe experiences, art tours, and fitness programs are all offered, as well as five top-quality spas, some of which have been ranked among the best in the world.

Maui's most beautiful and exclusive shopping center, The Shops at Wailea, is a destination in itself, featuring world-class restaurants, international and national retailers, services and boutiques, and purveyors of fine local products.

There are dozens of restaurants in Wailea, including several national award-winners. Ingenious, creative chefs highlight the celebrated products of Maui in their exciting Pacific Rim cuisine. They serve fresh Maui seafood, vegetarian fare, fine Mediterranean and American cuisine, steak, snacks, and ethnic favorites. Some of the island's finest Italian dining and most entertaining lū'au can be found in Wailea.

At night, Wailea is filled with music. The lounges and restaurants of the hotels groove to a variety of melodic harmonies such as dreamy cheek-to-cheek tunes, jazz, instrumentals and the mellow, soulful sound of live Hawaiian music.

But for all the high praise showered upon this world-class destination, the best of them is spontaneous, one that happens on nearly a daily basis. As daylight fades and young men clad in traditional attire run through the resort to set torches aflame, people gather along Wailea's coastal pathway near the ocean to watch the sun sink beyond the sea. As the last of the bright orb slips below the horizon, its grand departure is met with applause.

*(pau/end)*

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## **Mākena, the Spirit of Maui**

Space and freedom are the signature of Mākena. It is the independence of the independent traveler, the place where the paved road ends, the defiantly wild, rugged and magnificent place where the spirit can run free. Grand, seductive, and utterly irresistible, Mākena is Maui untamed.

But there is comfort here, too, in the lone hotel of the 1,800-acre Mākena Resort, the Mākena Beach Golf Resort. Located where Haleakalā meets the ocean, in a panorama of lava, green and oceanfront, Mākena is where many worlds meet.

The hotel is a precious pocket of civilization. Mākena's exceptional dining ranges from contemporary island cuisine to one of the finest Japanese restaurants to serve shabu-shabu and sukiyaki, as pleasing to the eye as they are to the palate.

The serenity of the Japanese meditation garden touches all corners of the hotel. Some evenings, music rises through the open-air atrium and spreads its beauty throughout the hotel. It might be an aria, a piano concerto, maybe a little Mozart, or *Amazing Grace*. The sky is cerise. The ocean drinks in the color, and the looming mountain presides over all.

Flowing like an emerald river are the fairways of two 18-hole championship golf courses designed by Robert Trent Jones, Jr., the North Course and South Course. Ancient rock walls are constant reminders of the Hawai'i of yesteryear but these breathtaking layouts are definitely the Hawai'i of today. Both courses are considered among the best in the islands and have some of the finest resort greens anywhere.

The North winds its way up the slopes of Haleakalā to elevations where the views of the Pacific Ocean and islands beyond are absolutely jaw-dropping. The South has a wonderful variety of holes and makes its way right down to the ocean's edge on the back nine.

Go north from Mākena and find Wailea Resort with its sophisticated hotels, restaurants and shops, and its three championship golf courses. Beyond Wailea is Kīhei, offering another 18 holes of golf and many more restaurants, shops and condominiums strung along the shoreline.

Wander south of Mākena on a winding dirt road and you'll discover a world of pristine beaches, crystal-clear waters, and breezes that soothe the spirit. Oneloa, appropriately called Big Beach, runs more than 3,000 feet long and 100 feet wide. The sands are dazzling white and the water runs turquoise to jade. A volcanic cinder cone, Pu'u Ōla'i, separates Oneloa from its smaller counterpart, Little Beach.

In the winter months, November through early May, humpback whales come close to shore and create immeasurable joy for spectators. Marine researchers gather atop the cinder cone to watch and listen for their song. Legend holds that the mermaid goddess Wewehi, sister of the fire goddess Pele, adorns herself with rare red seaweed, limu loloa, and swims with the gentle giants of the deep. Scientists with their high-powered binoculars have never caught a glimpse of her, but people attuned to the land and waters of Maui claim to have seen a beautiful woman, with hair flowing like the waves, frolicking in the spume of the whales and singing their haunting song with them.

In ancient times, Hawaiians settled in small villages along the Mākena shore. They came to fish the large schools of akule that practically swarm into their nets. People from the uplands would come for the weekly hukilau, the seafood version of the lū'au.

It was along this shore that French explorer Jean-Francois de Galaup, Comte de La Pérouse, became the first non-Polynesian to set foot on Maui in 1786. The place where he landed is named after him: La Pérouse Bay.

About 50 years after the arrival of La Pérouse, an American sea captain, James Makee, settled on the island and established a sugar plantation. It later became Rose Ranch, internationally famous for its gracious hospitality and swimming pool – the first in Hawai'i – with its island of palm trees in the middle. The reigning monarch, King David Kalakāua, was a regular visitor at the ranch, and ships from around the world came to call at Mākena Landing to visit the successful American rancher who was the trusted friend of royalty.

Until a large pier was built in Kahului in 1949, the cattle of Maui were driven by moonlight down the slopes of Haleakalā. In the first light of day, they would be prodded into the surf at Mākena Landing, lashed to shore boats, and taken to waiting barges to be shipped to market in Honolulu.

Rose Ranch is now 'Ulupalakua Ranch, located in the hills above Mākena. There is no longer a direct road from the ranch to the coast, but the footsteps of the ancients remain.

*(pau/end)*

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## **Big Treasures Abound in Maui's Small Towns**

Sprinkled throughout the island in pockets of history and charm, Maui's small towns have their own authentic character. The centers of commerce and social life, Maui's small towns continue to thrive as family businesses are passed down to new generations and the old finds harmony with the new. You will see this mix of past and present in the traditional storefronts and architecture that blend with contemporary structures.

### **Central Maui, the Island's Heartland**

Wailuku's hilly streets and plantation architecture wear a blend of the old and new. A commercial center and the seat of the Maui County government, Wailuku is nestled at the foot of the dramatic Mauna Kahālewai (West Maui Mountains) at the gateway to lush 'Īao Valley, once considered the sacred burial grounds of worthy Hawaiian chiefs. Known as the home of the "Mom & Pops," Wailuku's wooden storefronts house family businesses that have been in continuous operation for generations.

A stroll along Market Street, where Mark Twain once lived, reveals some of the island's secret treasures at bargain prices. Shoppers and foodies get equal time here. In addition to its boutiques and cafes, Wailuku is home to many manufactured and homegrown products that are enjoyed throughout the world, such as manju, mochi, coffee, sushi, pastries, jams and jellies, and dried fish.

The 'Īao Theater, built in 1927, is the oldest of its kind in the State and an enduring symbol of community spirit. After years of neglect, it was renovated through the pure love of the community and is now home to a local performing arts group.

The theater is just one of 23 fascinating historic assets featured in a Rediscover Wailuku walking tour developed by Wailuku Main Street Association. Among the town's historical and cultural attractions are the Bailey House Museum, Pihanakalani Heiau, 'Īao Needle, Tropical Gardens, the Hawai'i Nature Center, and the Kepaniwai Heritage Gardens.

Mā'alaea, a small fishing village, is the site of the only remaining Shinto Japanese shrine in Hawai'i dedicated to the fishing god Ebisu Sama. Surrounded by fields of sugar cane and the Keālia Pond National Wildlife Refuge, Mā'alaea is on a bay favored by Maui's special winter visitors, the humpback whale. Mā'alaea is also home of the acclaimed Maui Ocean Center, the largest tropical reef aquarium in the Western Hemisphere, and the Maui Golf & Sports Park with its miniature golf courses, rock-climbing towers and Hawai'i's only bumper boat lagoon.

### **Upcountry, a Piece of Heaven**

Upcountry Maui is a sensory extravaganza: rolling hills, misty mountains, and cool breezes carrying the scent of eucalyptus over roads painted purple with springtime jacaranda petals. High on the slopes of Haleakalā, Upcountry is covered with ranches and farmland and dotted with small towns. Kula, just below the volcano summit, offers sweeping views of Mauna Kahālāwai (West Maui Mountains), half of Maui, and the nearby islands of Kaho‘olawe and Lāna‘i. Kula’s most outstanding landmark is the brilliant white octagonal Holy Ghost church, built by Portuguese immigrants in 1894. The village of Kēōkea conveys the area’s agricultural history, including cabbage, carnations, protea and famous Kula Onions.

The Kwok Hing Society Temple in Kēōkea remains a memorable landmark and a visible sign of Chinese influence in an area known as Maui’s Chinatown.

Pā‘ia, a coastal plantation town on the island’s north shore, has a rural ambiance that disguises its sophistication. Home to internationally famous Ho‘okipa Beach Park, the “windsurfing capital of the world,” Pā‘ia is a lively mix of clothing stores, curio shops and restaurants. Its rich cultural heritage was shaped by the sugar industry and the multiethnic communities the industry brought to Maui.

One of the State’s last cowboy or paniolo towns, Makawao is replete with ranches, horses, cowboys, game birds and the elements of the paniolo life. Specialties of the area include art galleries, boutiques, eateries and small shops selling everything from world-famous cream puffs, to paniolo gear. One of Hawai‘i’s most popular July 4 rodeos is held in Makawao.

### **Hāna, a Touch of Old Hawai‘i**

At the eastern end of the Maui, Hāna is considered the last unspoiled Hawaiian frontier, a soulful respite from the stresses of modern life. Visitors must cross 54 bridges and wind around 600 curves to reach this lush rural outpost. Along the way there are waterfalls, picnic spots, and breathtaking vistas of remote peninsulas and valleys where taro farmers maintain their traditional ways.

Pi‘ilanihale Heiau, the largest ancient place of Hawaiian worship in Hawai‘i, emanates awesome power from a hillside in Hāna, where the heiau is still intact. A stunning remnant of the ancient religion, it broods over a magnificent stretch of coastline owned and tended by a direct descendant of King Pi‘ilani, the Maui monarch who built it. Nearby, a small cliff and a small sweep of the Hāna coastline, with its lava arches, make an unforgettable sight. Built in 1400 by Pi‘ilani, who had a 40-year reign as one of Maui’s first chiefs, the heiau is part of the tour of Kahanu Gardens, one of five in the National Tropical Botanical Gardens system.

The heiau is just one of many highlights in Hāna, east Maui’s verdant, quiet village where people still fish for their dinner and ride horses to the store. Hasegawa General Store and Hāna Ranch Store are as commercial as you get in Hāna.

(*pau/end*)

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## **The Dream of Old Hawai‘i is Alive in Hāna**

Hāna’s residents exude a gentleness, a graciousness that is palpable and unforgettable. Even celebrities who seek anonymity end up staying, because the people of Hāna respect their privacy. They would never point out a Willie Nelson, Kris Kristofferson, or Woody Harrelson pulling up to the general store.

The Hāna Highway is 52 serpentine miles from Kahului. The road winds around 600 curves and over 54 one-lane bridges, through scenery straight out of a Technicolor travelogue, with waterfalls splashing beside the road, seducing swimmers to its fern-lipped plunge pools. Fruit trees dangle their offerings: mango, guava and banana. Banks of wild ginger perfume the air, and dramatic vistas unfold around every bend.

At Ke‘anae, a green finger of land along the way, people still tend their taro patches while the turquoise sea crashes endlessly against a rugged lava shore.

On the road to Hāna there are State parks for picnicking, botanical gardens open to the public, and an occasional fruit stand selling snacks and dispensing gossip and local lore.

The raw beauty and wild rainforests of the coast eventually ease into the rolling, emerald-colored meadows of the Hāna Ranch. Guided horseback rides entice visitors to explore the beautiful valleys, hillsides and forests of the district.

In Hāna town, the pastures roll right up to the main street. The social centers are the baseball field and the two churches, where, on Sunday mornings, the hymns ring out in the old Hawaiian language and visitors are greeted with fresh flower lei.

There’s Hotel Hāna-Maui, quietly tucked among the trees with broad green lawns yawning down to the ocean, gourmet food, spa facilities and a fully menu of vacation activities, from hula lessons to horseback riding. There are also inexpensive bed and breakfast inns, vacation home rentals, an oceanfront resort condominium, and even a tiny Japanese inn complete with tea room and Japanese-style gardens.

Just down the road from town is the Kīpahulu section of Haleakalā National Park. This is the site of the famous Pools of ‘Ohe‘o where waterfalls spill into tiered pools leading to the sea. Rangers are on hand to conduct nature walks and advise about the many hiking trails through forests of bamboo, past roaring cascades into the green heart of the island.

Famed aviator Charles Lindbergh, who saw most of the world then fell in love with Hāna, is buried near Kīpahulu in the yard of a little country church. His epitaph reads, in part: “If I take the wings of morning and dwell in the uttermost parts of the sea...”

The history of this unique part of Maui is chronicled in the small Hāna Cultural Center & Museum. Its collections include more than 560 artifacts, 600 bottles and a compelling collection of some 5000 photographs, all from the Hāna area. Here, visitors can view such treasures as Hawaiian quilts, poi boards and phallic stone, a symbol of fertility.

One of them, Queen Ka‘ahumanu, was the favorite wife of Kamehameha the Great. She was born in 1768 in a cave in the side of Ka‘uiki, a prominent landmark known as the “fortress hill,” located on the right side of Hāna Bay. After Kamehameha’s death in 1819, Ka‘ahumanu changed Hawai‘i’s way of life by challenging the authority of the high priests. By eating publicly with men, she destroyed the ancient kapu (taboo) system on which the Hawaiian religious-political order was based.

In pre-western Hawai‘i, many a battle was fought to claim the coveted lands and shores of Hāna. Splashed by clear waters and endowed with rich reef life, Hāna’s beaches come in brushed gold, purest white, and gleaming jet black. One beach is even the color of crushed garnets, and another, of sparkling green olivine.

Hāna is an anachronism in the 21<sup>st</sup> century: a place where tradition is alive and aloha is a way of life, where strangers are welcomed and hospitality is as prevalent as nature. In his book *Ruling Chiefs of Hawai‘i*, Samuel Kamakau called Hāna “a noted place famous for the fortified hill of Ka‘uiki, the surf at Pu‘uhele, the fresh water bathing pool of Kūmaka, the diving at Wai‘ōhinu, the flying spray of Kama, the changing color of the fronds of ‘ama‘u fern, the yellow-leafed ‘awa of Lanakila, the delicious poi of Kuakahi, the fat shellfish (‘opihi) of Kawaipapa...” and an unending source of other joys.

(pau/end)

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## **Knocking on Heaven's Door – Haleakalā and Upcountry Maui**

Haleakalā is a dormant volcano – the largest in the world – but there's nothing sleepy about it. It teems with power and energy, attracting more than a million and a half people every year. Awestruck visitors have described the drive to its summit as similar to leaving the tropics and arriving on the moon. Dramatic changes in climate, mood and vegetation occur as the road winds upward for 38 miles and swaying tropical palms give way to pines, eucalyptus, and giant, shade-giving redwoods.

Haleakalā, House of the Sun, has attained mythic stature in the lore of Maui. The island's major geologic presence, it rises 10,023 feet high. Its crater looks like the moon and yawns to the sun. Its flanks form rainforest, farmland, deep gulches, vertical canyons, and sprawling acres of greened-over cinder that slope gracefully to the sea.

More than 30,000 acres make up Haleakalā National Park, nearly 25,000 of which are designated wilderness. Sunrise at Haleakalā is considered a cosmic ritual, and pilgrimage worth losing sleep over – literally. In their quest for the day's benediction, viewers bundle up hours before sunrise to make the hour-and-a-half drive from Kahului to the summit. The journey reaches a crescendo when the first rays of light ignite the eerie landscape in hues of umber, amber, rose and jade.

It was here at Haleakalā that Maui, superman of Hawaiian myth, lassoed the sun and caused it to travel more slowly across the sky, giving Hawai'i more sunshine to enjoy in a day. At night, the summit area of Haleakalā National Park provides one of the top ten "seeing" sites for viewing celestial objects, all the way up to 7<sup>th</sup> magnitude.

While appearing to be a crater, Haleakalā's center is actually an eroded valley 3,000 feet deep, 7.5 miles long, and 2.5 miles wide. This space is 21 miles in circumference. So much like the moon is this landscape that when American astronauts trained here for their lunar landing, they placed a prism on the moon and bounced laser light beams to it from Science City, a research facility atop the volcano. The roundtrip took two seconds.

Some of the wildlife and plants of Haleakalā, such as the silversword, are found nowhere else on Earth. The park has more endangered species than any other park in the National Park System, and houses a number of native species including the 'ua'u – the Hawaiian Dark-Rumped Petrel, a seabird that eats squid and regurgitates the indigestible beak outside its burrows at the summit.

Recreational opportunities abound in the park, from horseback tours and hiking to stargazing and backpacking through the crater and staying at the few cabins and campsites that

make it accessible. (Permits and advance reservations may be required; check with the National Park Service).

Many farmers on the slopes of Haleakalā welcome visitors and will ship flowers to their homes. The University of Hawai‘i offers self-guided tours of their Kula Experiment Station that include a variety of vegetables, protea, roses and other ornamental plants. Upcountry botanical gardens grow everything from orchids to Christmas trees to calla lilies and protea, and a lavender garden welcomes guests for regular tours, craft lessons, and special events. The garden’s gift shop is a treasure trove of lavender products, ranging from lavender honey and salad dressings to sachets, beauty products and soaps.

Agriculture on Haleakalā took a new turn when historic ‘Ulupalakua Ranch planted grapes and uncorked a new era of viticulture. The ranch’s Tedeschi Winery produces a fine variety of red, white, sparkling and specialty wines.

Upcountry Maui’s rich agricultural history dates back to the early Hawaiians, who grew taro and sweet potato. The Hawaiians switched to Irish potatoes to supply the whaling fleets that arrived in the early nineteenth century. Upcountry farmers fed the 49ers during the California Gold Rush, and when the American Civil War broke out, the Union Army, cut off from its Dixie sources, marched into battle in uniforms of Maui cotton.

The most famous food crop today is the Maui onion, so sweet it can almost be eaten like an apple. It is prominently featured as a gourmet item on island menus.

Upcountry’s Makawao, the center of ranching, is the biggest little town in the area. Cowboys still ride their horses down the rustic main street, past the art galleries and boutiques that have cropped up among what remains of the old feed, grain and saddle shops. Leading the art trend is the Hui No‘eau Visual Arts Center, on the grounds of a gracious Upcountry estate, where classes, exhibits, and workshops by prominent artists are held.

One of the treasures of the area is a small white octagonal church in Kula, a distinctive and beautiful jewel. Its magnificent altar was a gift from the king and queen of Portugal to the Portuguese plantation workers of Maui.

Several fine restaurants have taken hold in Makawao, Kula, Pukalani and Hāli‘imaile, diversifying the culinary landscape. But there are also some mom-and-pop businesses still in operation today that were the mainstay of the area in its ranching and plantation heyday. Stop by for the high-calorie abandon of the legendary cream puffs made by Komoda’s Bakery in Makawao.

*(pau/end)*

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## **Maui is Rich in Things Hawaiian**

Hawai‘i’s rich cultural heritage is one of the grandest in the Pacific. In approximately 450 A.D., voyagers sailed their double-hulled canoes from the Marquesas in the South Pacific and planted on these shores the seeds of their Polynesian culture.

It was in the utter isolation of these islands, 2,500 miles from the nearest landmass, that the early Hawaiians established their system of land and ocean management. Its chiefs and rulers honored strict religious laws, and later, in the 19<sup>th</sup> century, established a monarchy that lasted for several generations. Among the respected members of traditional Hawaiian society were its artists. Spiritually and culturally important, they created a legacy that endured against all odds.

The annals of history are filled with accounts of that fateful day in 1778 when Captain James Cook first set foot in these islands. In the years since western contact, despite the far-reaching changes that have occurred, the Hawaiian culture has proved remarkably resilient. From hula to music to the Hawaiian language, things Hawaiian have undergone a welcome resurgence. On Maui, there are many beautiful and authentic expressions of this culture.

One of the most prominent Hawaiian events in the world occurs on Maui each Easter weekend. For four days, The Ritz-Carlton Kapalua’s annual Celebration of the Arts draws Hawaiian artists, scholars, musicians, and the treasured resources of Hawai‘i to a cultural celebration of the highest order. In art and craft demonstrations, seminars, ceremonies, entertainment, workshops and panel discussions, the deepest traditional values of Hawai‘i come alive and are reinforced.

### **The Hula**

In the absence of a written language, the history, genealogy (critical to the spiritual beliefs of Hawaiians) and the recording of great events were preserved in the chants and dances of the native people.

From early childhood, a hula dancer was dedicated to a life of discipline and study. Dancers, both male and female, left their families to live in hālau hula (hula schools) where they were taught the spiritual as well as physical aspects of the sacred dance. Their place in society was secured.

Through the hula, stories of the people were passed from generation to generation in haunting, melodic chants and flowing movements. Hula was accompanied with instruments made from gourds, bamboo, feathers, sharkskin, and ocean or river pebbles.

Closely tied to religious as well as secular celebrations, the hula declined with the fall of the ancient kapu, or taboo system, after the death of Hawai‘i’s great king, Kamehameha I. Its closely held secrets became even more hidden. But the most devastating blow came with the arrival of Christian missionaries from New England in the 1820s. The unclad bodies and “suggestive” movements of the dance scandalized the newcomers.

Regretfully, hula went underground from many years and was practiced and passed on in secret until the ascension to the Hawaiian throne of the elected King David Kalakāua in 1874. Kalakāua, nostalgic for the glory of old Hawai‘i, wrestled with the tumultuous changes of the time. When he reintroduced the hula in a grand manner at his inauguration on the grounds of Honolulu’s ‘Iolani Palace, the Hawaiian people were ecstatic.

The new hula (hula ‘auana) and the ancient (hula kahiko) continued in the years that followed. The new dance incorporated imported instruments such as the ukulele, guitar, bass and the steel guitar. Hawaiian songs began using English words and the “hapa haole hula” (half-white) was born.

Since what has been called the Hawaiian Renaissance of the 1970s, hula and related Native Hawaiian arts have been revitalized like never before. On Maui, leading proponents such as the late Auntie Emma Sharpe, Nina Maxwell, Hōkūlani Holt Padilla, Keali‘i Reichel and Uluwehi Guerrero have made giant strides in presenting hula in an accurate and respectful manner.

Hula is now celebrated in several Maui festivals including Nā Mele O Maui, Hula O Nā Keiki and Moloka‘i’s Ka Hula Piko. Through these events, the knowledge of hula is passed from one generation to the next. Hula is also performed in the resort hotels, at public lū‘au, and in shopping centers. Free hula lessons in the modern version are offered at many of the hotels.

### **Hawaiian Music**

Contemporary Hawaiian music has come to be identified with the likes of the late Israel “Iz” Ka‘ano‘i Kamakawiwo‘ole, with his famous renditions of “Over the Rainbow” and “What a Wonderful World.” If you are older, you grew up to the strains of “Hawai‘i Calls” on the radio. It was the syrupy, nostalgic music of movies and nightclubs.

But music was always important to everyday life in Hawai‘i. When the missionaries arrived, they immediately formed church choirs and translated hymns into the Hawaiian language. Those hymns are still sung in churches throughout Maui.

Many of Hawai‘i’s rulers supported musical talents and wrote music themselves. Hawai‘i’s last queen, Lili‘uokalani, wrote haunting melodies of a land lost while wrongly imprisoned in a room in ‘Iolani Palace by American sugar planters and their supporters. Her most famous composition is the poetic and beautiful “Aloha ‘oe.”

Along with the resurgence of interest in hula came a renewed excitement for Hawaiian music. Contemporary Hawaiian music, with its inclusion of musical forms from reggae, country western and Broadway, is enjoying a new “golden age.” Its growing global

popularity was acknowledged by the larger music world when the Grammy Awards added a new category for “Best Hawaiian Music Album” in 2005.

Among Maui Nui’s most prominent Hawaiian entertainers are Keali’i Reichel, Uluwehi Guerrero, Amy Hānaiali’i Gilliom, Willie K., and Moloka’i’s own Raiatea Helm, whose family is renown locally for their musical gifts.

### **The Lei**

Hawaiians had no precious stones or metals. Their jewelry came from the land and sea: garlands of flowers, ferns, shells, feathers, seeds and leaves. They are still given to mark every occasion in a person’s life – birthdays, weddings, graduations, arrivals, departures and funerals.

When a building is dedicated, fragrant strands of maile are untied at the entrance to signify good tidings. Sweet smelling lei such as pīkake (jasmine) or pakalana (Chinese violet) are given to women to be worn as a seductive perfume. A man celebrating an important occasion will be given a lei such as maile entwined with bright orange ‘ilima.

Maui’s school children celebrate May Day as Lei Day and come to school wearing lei of every conceivable sort. Even candy, yarn and money lei are seen. Lei-making contests are held to show off the diversity of materials and styles. Lei are worn as hatbands, on the wrists and ankles of dancers, encircling the heads of brides and canoe paddles. Even horses have grand special lei for parades. While lei are ubiquitous on Lei Day, employees at many resorts wear them as a daily adornment, if not made of fresh flowers, then of polished kukui nuts, shells from the Pacific Ocean or intricately strung seeds such as wili wili.

### **The Hawaiian Quilt**

When the missionary wives unpacked their trunks from New England and the Hawaiian women spotted their quilts, a new art form was born in Hawai’i.

Hawaiian women learned to stitch and quilt their own designs cut in one piece out of cotton calico. The result was spectacular. Soon, designs were kept secret, as other Hawaiian crafts had been in ancient times. They obtained great spiritual and artistic significance. Quilts were designed with subtle meanings and named accordingly.

When the Hawaiian kingdom was illegally overthrown and Hawaiians were no longer allowed to fly their flag, they quietly made their bed quilts into flags so that each morning they could still wake up “ma lalo o ka hae Hawai’i” – “under the flag of Hawai’i.”

Today, the Hawaiian quilting technique can be seen in pillows, children’s crib quilts, beach totes and even Christmas ornaments. Hawaiian quilts have traveled to exhibitions in the Smithsonian Institution and beyond, and hotel lobbies hang magnificent quilts as decorative works of fine art. The designs have also become popular fabric motifs, silkscreened onto bed comforters, towels and even women’s muumuu (Hawaiian dresses).

### **Kapa**

Ancient Hawaiians pounded the bark of the mulberry, or wauke tree, into a felt-like fabric called kapa, which was used for everything from sails for canoes to bedding and clothing.

The arduous process of stripping the wauke bark, soaking and softening it, and pounding it into thin sheets of fiber was a finely honed Polynesian art that reached its pinnacle in Hawai‘i. To create the kapa reserved for royal burials, the sheets were soaked in taro fields, where the minerals of the mud reacted with the sun to dye the fibers black. The pounded fabric was also decorated with colored natural dyes and appealing geometric designs made of hand-carved bamboo stamps. Often the kapa was perfumed with maile and fragrant blossoms.

Kapa is almost considered a lost art. It is so prized that when you see it displayed in museums such as the Bailey House Museum in Wailuku or in hotel lobbies, it is usually under glass. Today, Hawai‘i’s most gifted and noted kapa maker is Pua Van Dorpe, formerly of Lāhainā and now residing in South Kona, Hawai‘i Island.

### **Lau hala**

The hala tree (pandanus or screw pine) was important to the Hawaiians for its spiky long leaves, used in weaving, and its fragrant, fibrous fruit. The fruit was eaten in times of hardship, and, when dried, its fine, brush-like fibers were used as nature’s paintbrushes. The dried hala leaves were stripped of their spines, cut into strips, and woven into sails, baskets and mats in an art form called ulana lau hala. Trained by the few Hawaiian masters remaining, a new generation of weavers is continuing this labor-intensive craft. Lauhala mats, hats, baskets, and accessories can be found in boutiques and galleries throughout Maui and the rest of the State.

### **Featherwork**

Feathers were used to create the highest forms of Hawaiian jewelry and adornments. Only men and women of the highest ranks wore feather lei, helmets and capes. The native birds that supplied the feathers were carefully cultivated. A natural glue was applied to the limbs of trees to catch the birds so a few feathers could be taken from their tails. The birds were then released. Unfortunately, many of these early birds have died off due to the urbanization of Hawai‘i and the importation of diseases.

Today, the most common feather work is seen in lei and hatbands. A number of fine examples are beautifully showcased in various hotels. Featherwork can also be acquired from craftspeople at community sales throughout the islands.

### **Woodcarving**

Hawai‘i’s forests yielded many beautiful woods such as koa, milo and ‘ōhi‘a – hardwoods of exceptional beauty that were used for furniture, flooring and containers. Hawai‘i’s cabinet makers flourished in the years after western contact in the 1800s and early 1900s. In recent years there has been a renewed interest in working with Hawaiian woods, and many Maui art galleries and craft fairs feature the contemporary work of island artists.

In 2003, The Year of the Hawaiian Forest, the islands celebrated 100 years of forest management in Hawai‘i as well as a growing interest in alternative woods and sustainable forestry. The non-profit Hawai‘i Forest Industry Association has taken a lead in encouraging the use of non-native woods such as mango, ironwood and eucalyptus.

## **‘Ōlelo Hawai‘i**

While language is not strictly an art form, it is critical to the survival of any culture. Native Hawaiian language belongs to the same root group as Tahitian, Samoan and Maori.

Once commonly spoken through the island chain, ‘ōlelo Hawai‘i (the Hawaiian language) is undergoing a renaissance as Hawaiian language immersion schools and the University of Hawai‘i system teach growing numbers of young students. Once spoken mainly by kupuna (Hawaiian elders), Hawaiian can be heard among new generations of children who are growing up with a fluency in the language. Common words used in everyday conversation include pau hana (finished work), ‘ono (delicious), mahalo (thank you) and hiki nō! (can do!).

Today many Maui children are taught the Hawaiian language in the immersion programs of the Pūnana Leo pre-school, by Hawaiian Studies teachers at public elementary schools, in private institutions like the Kamehameha Schools, and at University of Hawai‘i campuses throughout the State. There are efforts at all levels to relearn and use the language in a correct and accurate manner.

*(pau/end)*

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## **The Many Cultures of Maui**

Maui people describe their ethnic diversity in just two words: “Chop suey.” They do this with great affection, for racial diversity is cherished on Maui, where interracial marriages approach fifty percent. This rate is among the highest in the nation.

The happy heirs of many cultures, the children of Maui are a golden blend of East and West. When asked about background, many a Maui beauty will proudly reel off an ethnic list that may include Hawaiian, Chinese, Korean, Filipino, Irish, Portuguese and German. Islanders happily celebrate each other’s holidays, wearing flowers on Lei Day, donning kimono and honoring ancestors during the Japanese Obon season, and flying the Stars and Stripes on the Fourth of July.

Maui lifestyles are equally eclectic. Some people choose resort living year-round, settling into a sort of endless holiday along an emerald golf course. Others are happy in their old homes under the palms, along the ocean. Pockets of Beverly Hills pop up in unexpected places. Many islanders prefer the rural charm of small towns such as Ha’ikū or Hāna, where families have known each other for generations. In old Hawaiian settlements like Kahakuloa and Ke’anae, people fish, raise taro and let the commotion of the world pass them by.

Fans of the old plantation lifestyle remain snug in their own time warp, in tiny homes with tin roofs, front porches and overwhelming gardens, while their offspring might choose the new suburbs of Central Maui with bright new kitchens, baths, and a two-car garage.

Upcountry, traditionally a farming and ranching community, is trendy and fashionable in many ways, drawing artists, writers, families and recluses to its cool climate and green beauty. Because Upcountry farmers once shipped food to the miners during the gold rush, the area was dubbed Nū Kaliponi or New California. With the new crop of hot tubs, herbal healers, book stores, art galleries and espresso shops, the name still seems to fit.

The Paniolo (cowboys) who ride across volcanic meadows know each hill by name and can count the kinds of wind and name the types of rain that fall upon the mountain slopes. They know the many Hawaiian names for rain – the slanting rain, the short rain, the light rain, the drenching rain, the chilly rain – and some even know the name for the red-hued rain that can only be seen from below Haleakalā, and only in the late afternoon. The paniolo still call out their commands in Hawaiian as they ride herd and round up the animals.

Maui is inclusive. It makes room for a fascinating variety of lifestyles, all clearly visible and accessible. Every Saturday and Sunday, the real estate sections of local newspapers

advertise “open house,” homes for sale that are open to the public for viewing. It’s an opportunity for visitors to glimpse Maui’s many lifestyles, and perhaps end up calling Maui home.

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## **Maui, a Center for the Arts in the Pacific**

While it's known for its natural beauty, Maui is also a cultural center of the Islands, a place where music, art, and a spirited international film festival complement the casual Maui lifestyle. With its two theater companies, magnificent arts and cultural center, and its own symphony orchestra, Maui provides world-class offerings in both the visual and performing arts.

There are more than 50 art galleries and a thriving community of artists on Maui, many of them world-renowned. The island's commitment to the arts is most vividly demonstrated in the Maui Arts & Cultural Center that opened in Kahului in 1994. The MACC houses a 1,200-seat main theater, a smaller theater for experimental performances, a visual arts gallery, outdoor amphitheater, offices, and rehearsal space. In both its state-of-the-art indoor facilities and its grand lawn under the stars, the MACC has hosted countless entertainers of local, national and international fame. The center's popular "Hawai'i Maoli Series" has set the standard with its commitment to showcase top-notch Hawaiian music and hula entertainers in the center's superb facilities.

The MACC also hosts regular "First Light" screenings and café theater events for the Maui film community, which goes into rapturous celebration of the film arts with the annual summer Maui Film Festival at Wailea. Committed to compassionate and life-affirming storytelling, the festival is highly regarded nationally, drawing luminaries such as Clint Eastwood, Geena Davis, and many other Hollywood celebrities. Festival-goers bring their blankets and lawn chairs to the Wailea Golf Club for the Celestial Cinema screening under the stars or for late night silent movies on Wailea Beach.

The Maui Pops! Orchestra is an active contributor to the cultural life of the island, performing regularly at the MACC with excellent musicians from the community. Performers tout the MACC as the finest acoustic venue in Hawai'i and a dream venue for classical musicians. Classical performances by visiting musicians are also featured in the MACC's robust and diverse year-round entertainment programs.

Maui has been a focal point for learning and the arts from the earliest times. Lāhainā was the first capital of the Hawaiian kingdom, and with the patronage and encouragement of the royal court, the arts flourished.

Maui's first art league was formed by missionary descendant Ethel Baldwin and her circle of friends. Called Hui No'eau ("Club of Skills"), the group grew to become a prestigious visual arts organization bringing the world's leading artists to Maui for exhibits, classes, lectures and workshops. Hui No'eau is now housed in the gracious old Baldwin estate, Kaluanui, in Makawao, where it hosts some of the island's most prestigious shows.

Even the lusty whalers of Lāhainā left their mark on the arts. Lāhainā is one of the largest markets for scrimshaw in the world, specializing in both antique and contemporary pieces. Many scrimshanders also produce extraordinary works of art in other media, successfully transferring their finely honed talents from ivory to new canvases.

Artists aboard the first European ships to visit the Islands left a vast collection of prized sketches and engravings depicting life in Hawai‘i at the time of contact with the outside world. Art has become so associated with Lāhainā that every Friday is Art Night, when gallery browsers are offered music, complimentary wine and hors d’oeuvres. The Lāhainā Arts Society, an active association of artists, sponsors year-round programs and the weekend Art Mart under the banyan tree in Lāhainā, near the old courthouse.

Free art tours are offered at several resort hotels with extensive collections of traditional and contemporary European, Asian and Hawaiian art. Major art pieces are scattered about the hotels, in public spaces, gardens and along the shore. Weekly and nightly musical performances in open-air lobbies and shopping malls demonstrate the vast repertoire of talent on the island, ranging from traditional Hawaiian melodies to jazz, classical music and opera.

Native Hawaiians maintain that Maui has mana, or a spiritual presence, that inspires art and cultural appreciation. An artist perhaps said it best: “Maui is art. It is its own canvas.”

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## **Maui, a Natural Treasure**

Maui is a microcosm of the world's climates and terrains. You can see this from the airplane before you set foot on the island, and after you land, within an hour or two, you can witness its diversity as you travel from the starkness of a lava flow to the luxuriant green of a rain forest.

Time and distance have set Maui apart. The Hawaiian Islands are the most remote places on earth, 2,500 miles away from the nearest continent. And Maui is young. Humans roamed the rest of the world for a million years before the massive volcano known as Haleakalā emerged from oceanic depths to form the eastern portion of the island. Most of another million years would pass before humans set foot here 1,500 to 1,700 years ago.

What the first Hawaiians found was an untouched world.

Life arrived on Maui by wind, wing and water, but mostly by chance – a new plant or animal perhaps every 10,000 years. On this island, with its wealth of ecological niches waiting to be filled, life exploded into new forms and varieties that had never existed before. Amid Maui's evolutionary wonders are a seabird that burrows underground to build its nest, tree snails with shells as decorative as Christmas ornaments, and a plant, distant cousin to the sunflower, that thrives as a silvery sphere in the moonscape of Haleakalā Crater, eventually sending a stalk of flowers as much as eight feet into the air.

For all its tenacity, life here is fragile. Evolving in isolation, native plants and animals lost their natural defense. The introduction of alien species has threatened the survival of endemic ones; Hawai'i is home to more than one-third of the birds and plants on the U.S. Endangered Species List. But Maui is lucky. Less than 25 percent of the island's 729 square miles is inhabited, and conservation partnerships in east and west Maui vigilantly monitor Maui's watersheds and wilderness.

Partnerships by conservation groups, major landowners and corporations, and Federal, State and County governments are helping to ensure that tomorrow's generations will enjoy the abundant blessings of today.

The most ambitious of these projects is the East Maui Watershed Partnership, a pioneer endeavor by Federal, State and County governments, the Nature Conservancy, Hāna Ranch, Haleakalā Ranch, and East Maui Irrigation Company. The partnership oversees 100,000 wilderness acres from Kīpahulu, on the island's eastern tip, to Makawao, Maui's cowboy country; from the 10,023-foot summit of Haleakalā National Park, to the Ke'ānae coast. Through conservation easement, resource management and the removal of destructive alien species, the East Maui Watershed Partnership protects one of the largest remaining tracts of

native forest in Hawai‘i. It also protects the highest concentration of rare and endangered birds in the world.

Similar partnerships by The Nature Conservancy of Hawai‘i, State of Hawai‘i, Maui Land & Pineapple Company, Kamehameha Schools, C. Brewer and Company, and other private entities are protecting vital watersheds in the West Maui Mountains – and with them, flora and fauna that are unique to the area. These species include a rare Hawaiian violet, growing in the summit bogs of Pu‘u Kukui, the tallest peak in the West Maui Mountains; and native ‘ōhi‘a trees only a few inches high, whose lehua blossoms grow as large as those of 50-foot ‘ōhi‘a trees found elsewhere in Hawai‘i.

Ultimately, these partnerships protect the island’s very life. Surrounded by thousands of miles of ocean, Maui depends on rain for almost all of its fresh water. What catches the rain, absorbing it like a sponge and allowing it to seep gently into underground streams and aquifers, is Maui’s increasingly fragile rain forest. Without the trees, mosses, ferns and other undergrowth, rains would race down the mountainsides, washing fertile soil into the ocean, smothering the reef, and endangering other estuary life.

Native Hawaiians understood this inextricable link between mountain and sea. Their traditional land divisions, or ahupua‘a, ran from summit to shore, ensuring each village access to fishing grounds, agricultural lands and forests. Maui’s contemporary conservation efforts are similarly working to preserve both land and ocean resources.

In West Maui, Kapalua Resort has joined forces with the New York Audubon Society to institute conservation practices that have turned its championships fairways into sanctuaries for island birds. The two Kapalua courses are “Certified Audubon Cooperative Sanctuaries, the only one in Hawai‘i, that meet the Audubon Society’s stringent certification standards for use of water, fertilizer and pesticides; and the reintroduction of native flora to preserve natural habitat.

On the leeward side of the island, the emerald fairways of the Wailea Golf Club are kept green by a system of brackish, non-potable water wells managed by a sophisticated system of computers and radio transmitters that minimizes energy, water and waste, and by thoughtful landscaping that favors the natural climate of the area.

Decades ago, Maui Land & Pineapple Company launched efforts to have two of the five crescent bays along the coast of its Kapalua Resort declared marine preserves. Today, Honolua and Mokolē‘ia Bays have been designated marine-life conservation districts by the State of Hawai‘i. Snorkelers, swimmers and divers share the bay and its lava and coral formations with Hawaiian reef fish, manta rays and green sea turtles.

In the waters off Wailea Resort, on Maui’s southern coast, lies the marine preserve of Molokini, the exposed rim of a submerged, extinct volcano. Molokini’s clear, protected waters attract colorful and curious pelagic fish and the equally curious divers and snorkelers who sail out to meet them each day.

In 1992, Congress established the waters surrounding the islands of Maui County as a marine sanctuary; an act that is helping Maui's biggest endangered species pull back from the brink of extinction.

Humpback whales migrate each year between Hawaiian waters and the Arctic Circle. The Arctic provides a rich feeding ground, but it's here in Hawai'i that the whales mate and bear their young. In 1900, an estimated 15,000 humpback whales existed in the North Pacific. By 1968, when a ban was finally placed on hunting them, only about 1,000 humpbacks remained. Thanks to efforts by such organizations as the Pacific Whale Foundation, humpbacks are making a determined comeback. Scientists believe that about 10,000 humpback whales come to Hawai'i each year.

From November until May, Maui's waters teem with these majestic giants. Indeed, Maui is one of the few places in the world where you can watch the whales from shore. Sometimes you can hear the whale song simply by swimming or floating on the water. To protect them, thrill craft such as jet skis and parasails are prohibited during whale season. All ocean vessels are required to stay at least 100 yards away from the whales, but as visitors aboard whale-watching cruises will happily tell you, no restrictions keep the whales from coming up to investigate the boats.

Between the deep blue sea and the skies above Haleakalā, Maui offers visitors a host of opportunities to explore nature – both for learning and for play.

The Hawai'i Nature Center, located in 'Īao Valley, conducts educational hikes and hands-on activities that teach young and old about the valley's flora and fauna. The center's Interactive Nature Museum and Rainforest Walk are designed to interpret and experience Hawai'i's natural history in a museum setting and a natural environment.

Increasingly, Maui's resorts have been going "back to nature" by planting endangered Hawaiian flora, restoring historic sites, creating nature trails, providing educational signage and literature, and hiring staff historians and wildlife experts to enlighten all who are interested. Even a round of golf can be a trek back to an earlier Hawai'i. At Wailea Resort, the Gold Course is landscaped with indigenous foliage such as natal redtop grass and wiliwili trees, and bordered by rugged lava rock formations and old Hawaiian stone walls.

Across the island, hiking opportunities abound, whether you select a self-guided option or choose tours with the many companies that offer group and customized hikes. Pick the climate and terrain you prefer. You can trek across Maui's most recent lava flow along the coast at La Pérouse; or climb Haleakalā and descend for a hike into the crater's backcountry. At Ke'anae Arboretum, on the way to Hāna, a loop trail leads from taro fields into pure jungle. The Lāhainā Pali Trail affords a rugged but scenic hike along sea cliffs, with spectacular views of Maui and her sister islands. The trail follows a road that historians believe was part of the Alaloa, the "long road" that Pi'ilani, a 15<sup>th</sup> century chief, and his son Kiha'a Pi'ilani directed to be built to encircle the island. A selection of hiking maps and guide books is available, and you can also sign on with an excursion company for a guided hike, complete with lunch.

Maui has a network of bike paths throughout the island. One bikeway follows Maui's meandering leeward coast from Wailea Resort to Kapalua – a distance of 40 miles each way. The North Shore Greenway enables cyclists to travel a scenic ocean path all the way from the business district of Kahului to the plantation town of Pā'ia. For off-road cycling, there's a bicycle trail at Polipoli Springs State Recreation Area, not far from Haleakalā's summit. Hundreds of people of all ages also coast down from the summit of Haleakalā. Excursion companies will take you to the crater by van for a view of sunrise and provide bicycle, helmet, all-weather gear, and an informative guide.

Maui's horseback-riding stables are located from sea level to 4,000 feet up the slopes of Haleakalā. Equestrians can enjoy different types of rides, including treks into the volcano's caldera.

Campers may pitch their tents at several beach parks, among them the State park at Wai'ānapanapa, near Hāna, where the beach is made of black sand and pebbles. Another State park with camping facilities, Polipoli Springs, is in a high, redwood forest preserve with stunning views of the south Maui coast. Haleakalā National Park offers campsites both inside the crater and along the coast at Kīpahulu; three wilderness cabins in the crater are available on a lottery basis.

Humans are part of the ecosystem, too. More than a millennium before the arrival of Europeans in these islands, Hawaiians built a thriving and complex civilization, adapting nature, but religiously respecting it, too. Archaeological sites have been discovered all over Maui, some easily identified and accessible to the public, others preserved in private, both for posterity and for cultural use by Maui's indigenous people. Notable archaeological sites include Haleki'i and Pihanakalani Heiau (stone platforms that served as temples), located in the town of Wailuku. Kamehameha the Great, the Hawaiian king who united the islands, is said to have performed the last human sacrifice on Maui at Pihanakalani. Also, Pi'ilanihale Heiau in Hāna, Hawai'i's largest heiau, dating from the 14<sup>th</sup> century; and an archaeological district along the shoreline trail at La Pérouse, where a thriving collection of Hawaiian villages existed prior to the island's most recent lava flow in 1790.

*(pau/end)*

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## Thirty Things to Do on Maui

Maui is a dream for the active traveler. There are adventures to outlast even a month-long stay. Here are some starters:

1. Watch whales. From November through May, Maui welcomes the humpback whales, our largest seasonal visitors. They are Maui's other honeymooners, arriving to mate and give birth and provide joy and entertainment for their viewers. Maui's south and west coastlines provide abundant opportunities for watching this endangered species, and various operations offer whale watching excursions aboard both power and sail boats. Among the shoreline sites offering vantage points are Pu'u Ōla'i at Mākena; the hotels of Wailea, Kā'anapali and Kapalua; the Papawai Lookout on the road to Lāhainā, near Mā'alaea Harbor; and the waterfront restaurants in Lāhainā. There are three whaling museums: The Lāhainā Whaling Museum, the Pacific Whale Foundation, and the museum at the Whaler's Village shopping complex in Kā'anapali. Lāhainā is one of the largest marketplaces for scrimshaw, the indigenous American art form developed by the whalers.

2. Windsurf. Ho'okipa Beach is world famous among windsurfers, who have made the charming town of Pā'ia their very hip capital. The perfect waves and brisk onshore breezes are ideal for the fleets of neon-bright sails streaking across the waves. Spectators can watch from a convenient hillside lookout. Rentals and instruction are available in Pā'ia and other locations around the island. Once a plantation town, Pā'ia is now awash with trendy boutiques, antique shops, art galleries and notable restaurants, as well as windsurfing shops.

3. Hike. Walk into a rainforest echoing with the songs of birds found nowhere else on the planet. There are trails to waterfalls with plunge pools for swimming, and walks into valleys so deep they never see a sunrise or a sunset. There are trails into the dramatic lunar landscape of Haleakalā Crater. There are trails and nature walks for every level of skill. The Hawai'i Department of Land and Natural Resources provides free hiking info through their Na Ala Hele Trail & Access System at [www.hawaiitrails.org](http://www.hawaiitrails.org). Park rangers at Haleakalā National Park, both at the summit and the Kaupō shoreline section, offer nature walks and guided hikes. The Nature Conservancy of Hawai'i manages the 5,230-acre Waikamoi Preserve and offers guided public hikes from Hosmer Grove Campground in Haleakalā National Park with advance reservations. New trails at Kapalua Resort meander down toward the panoramic coastline, or up to the lush Maunalei Arboretum. Professional guides to other locales are available for hire, and private operations with special permits can also take you to otherwise inaccessible spots.

4. Bike. Few places are as committed to bikeways as Maui. It is possible bicycle from the east end of the island at Wailea Resort to Kapalua on the west end. Much of the ride is along spectacular shoreline road. There are guided downhill bicycle tours from the summit

of Haleakalā, through the flower farms and small towns of Upcountry to the beach at Pā‘ia. In 38 miles, the elevation drops 10,000 feet. Bicycle rentals are available on the island.

5. Drive. Road warriors on the path to paradise can immerse themselves in the all-American romance with the road. Here is a journey that takes on another dimension: the road, Hāna Highway, has 54 one-lane bridges in 56 miles and winds along lava shores, through old plantation towns, past miles of beaches and through towering forests. In West Maui, Kā‘anapali and Kapalua are a bicyclist’s fantasy, with views in every direction and the ocean a stone’s throw away. Maui’s roads are well maintained and well marked, making driving a pleasure. Car rentals are often included in hotel or airline packages.

6. Dive. Maui has some of the finest dive spots in Hawai‘i, with dozens of reputable operators. There are two marine conservation areas, one at Honolua Bay on West Maui and the other at Molokini, a partially submerged volcanic crater offshore at Wailea. The contours of the crater turn it into an aquarium without walls. Certification is available in PADI, NAUI or NASDS. Boats at Lāhainā and Mā‘alaea offer a number of snorkel and dive excursions. The nearby award-winning Lāna‘i Cathedrals at Lāna‘i is considered to be one of the most beautiful dive sites in the world, and there is also a sunken US submarine to explore. Glass bottom boats and a pleasure submarine open up the wonders to non-swimmers.

7. Ski. In season, jet skiing and water skiing are available along the south and west shores.

8. Parasail. See the ocean and the island from the air. When conditions are right you can drift above the island, floating in a parachute drawn by a powerboat.

9. Fly. See Maui from a helicopter and fly through vibrant, circular rainbows into remote valleys lined with waterfalls. Fly above the dimpled crater of Haleakalā and see the waterfalls, pools and valleys along the serpentine Hāna Highway.

10. Dine. Maui is Hawai‘i’s dining epicenter, with a restaurant for every taste. Maui’s creative environment has attracted enthusiastic chefs who make national headlines (and great cookbooks) using fresh local produce from Upcountry farmers. From lavish hotel dining rooms to lunch counters serving local plate lunches and saimin, the ubiquitous noodle soup, Maui’s eateries are pleasing and diverse. Chinese, Japanese, Thai, Vietnamese, Italian and Mexican are among the specialty restaurants. The pride of the island, Hawai‘i Regional Cuisine, is served at many award-winning restaurants.

11. Dance. Try cheek-to-cheek on a sunset terrace, or rock wild in a chic new nightclub. Take hula lessons. Dance at a lū‘au, lessons or not. Dance barefoot on the beach to the sound of the sea. Maui is made for dancers.

12. Fish. Big-game fish are plentiful in Maui’s waters, and charter boats are available on a private or share basis in Lāhainā and Mā‘alaea.

13. Hunt. Game birds, mouflon sheep, and wild boar are the hunters’ targets on Maui. Qualified guides can arrange license, arms, equipment and meals, and lead you on one- to

three-day expeditions. A taxidermist is available on the island, and information on licenses, laws and seasons may be obtained from the Department of Land and Natural Resources.

14. Camp. There are campsites in Haleakalā National Park, both in the mountains and on a cliff overlooking the ocean. Bargain-rate cabins are available on a lottery basis. There are also cabins at two State parks, one at Wai‘ānapanapa on a black sand beach and the other at Polipoli Springs in a high-elevation forest preserve overlooking ‘Ulupalakua and the south shore. Camping is allowed at some beach parks, and rental equipment is available at various shops on islands.

15. Sail. Sheltered by Lāna‘i and Moloka‘i, the breezy offshore waters of Maui are ideal for sailing. Try a sailboat charter, a speedy catamaran, a sailfish or a sunset cruise. Family-run picnic excursions cross the channel regularly to Lāna‘i and can get you back in time for sunset at your Maui hotel.

16. Island Hop. Go to Moloka‘i or Lāna‘i for the day, on any of the ferries or sailboats that ply the channels between Maui and Moloka‘i and Maui and Lāna‘i. Look for dolphins or whales along the way, and in about an hour, you’ll be on one of Maui’s sister islands. At your destination, you can explore the beaches, snorkel sites, bike paths, golf courses, hiking trails, restaurants and local culture of the island.

17. Shop. Fashion slaves and art lovers have a new frontier on Maui. The island abounds in galleries, international shops, designer boutiques and shopping malls. Many carry Maui specialty items and products unique to Hawai‘i. These include hand-turned bowls and objects of beautiful native woods; hats woven of lau hala; hand painted resort fashions; and one-of-a-kind jewelry, glass work, and art.

18. Swim. There are more than 80 beaches on Maui and 120 miles of coastline. The beaches come in sands of gold, black, green, red and pure, shimmering white. And while you’re at it, grab a snorkel and mask and commune with turtles and butterfly fish. The waters of Kapalua, at the north end of Kā‘anapali (near Black Rock), and in Mākena are ideal snorkeling grounds, especially early in the morning. Many of the hotels rent snorkel gear, or you can rent it from dive and sports shops in Lāhainā and Kīhei.

19. Surf. Try the ancient sport of kings. “Hot-dawg” surfers can test themselves at Slaughterhouse, Ho‘okipa and Sand Box. Novices can rent boards and sign up for surfing lessons at the hotels, where expert instructors get them up and riding the rollers from the first time out.

20. Golf. There are 15 courses on Maui. Most of them are championship courses designed by golf’s biggest legends and many have hosted the sport’s leading professional players. Maui hosts two prestigious golf tournaments annually: The Mercedes-Benz Championship at Kapalua and The Wendy’s Champions Skins Game at Kā‘anapali.

21. Tennis. Love is in the air on Maui, with approximately 100 tennis courts, both public and private, that keep the racquets moving day and night. Many courts are lighted for night play and are in excellent condition. Leading professionals at the resorts conduct tennis

clinics with state-of-the-art teaching aids and offer an array of special events including appearances by some of the world's greatest tennis legends and top touring professionals.

22. Find a park. The island abounds in beauty. Making Maui's spectacular natural heritage accessible to the public is a network of 95 State and County parks, and Haleakalā National Park.

23. Smell the flowers. Pick a plumeria for your hair on the way to breakfast or dinner. Flowers are everywhere on Maui. Many hotels invite guests to meander their lavish tropical gardens, and botanical gardens feature a dazzling array of native and exotic blooms. Orchids. Protea. Calla lilies. Lavender. Flower farms along the Haleakalā and Kula Highways offer flowers by the acre, millions of them, spreading their perfume over the island. Ship some flowers home, or take pre-approved and pre-packed plumeria cuttings to spruce up your garden at home.

24. Catch a train. The refurbished Lāhainā-Kā'anapali and Pacific Railroad, the old sugarcane train pulled by a vintage steam locomotive, carries passengers between the resort of Kā'anapali and the town of Lāhainā, chugging through plantation fields, past old homes, across a trestle and along a golf course.

25. Visit a farm. Agriculture thrives on Maui. The rich soil of Maui spawns vast pineapple and sugar plantations and small farms growing Maui onions, designer vegetables, exotic fruits and the newest craze, herbs. The word is out that Asian and European herbs grown in the Islands have a more intense flavor, creating a buzz among savvy chefs nationally. Maui Tropical Plantation in Waikapū has turned farming into a tourist attraction. A tram ride tours the plantation while guides show how sugar, pineapple and other Maui crops are grown. The colorful story of Maui's sugar barons and plantations is chronicled in the Alexander & Baldwin Sugar Museum in Pu'unēnē.

26. Get fit. Where else but Maui? Fitness and wellness are a way of life here. Several resorts have complete European-style spa facilities along with advanced facilities and programs culled from the finest traditions in the world, from Ayurvedic medicine to Chinese, Swedish and Japanese techniques. The spas offer everything from computerized fitness profiles to ancient Hawaiian lomi lomi massage and vanilla salt scrubs. Many hotels offer free aerobics and fitness classes, and there are gyms around the island. Runners have miles of jogging paths and several major races including the world renowned Maui Marathon, held every September; the Run to the Sun (a rugged 36-mile race up the slopes of Haleakalā); and for the extreme "off-roaders," the XTERRA Championships.

27. Love a lū'au. The traditional celebration of the islands remains a Maui staple. Several hotels stage beachside lū'au featuring Hawaiian foods such as kālua pig, cooked in an earthen oven, poi and haupia (coconut pudding), along with a buffet of more familiar foods. There is singing, hula, fire dancing and laughter. In Lāhainā, on specialty built, open-air lū'au grounds next to the ocean, one of the finest lū'au in the world offers excellent Hawaiian food and entertainment in an unparalleled setting.

28. Sightsee. Maui's sightseeing potential is limitless. Visit nostalgic plantation towns, tour the historic preservation district of Lāhainā, see the biggest Buddha outside of Asia, stop at

old Hawaiian churches, and peer at the skeleton of a whale in an oceanfront whaling museum. Walk through an aquarium and watch the fish swim around and above you, or marvel at the beauty of 'Īao Needle. Drive to the pools of 'Ohe'o Gulch or under the canopy of giant redwood trees in Olinda. Wherever you are, look for the rainbow-haunted Mauna Kahālāwai (West Maui Mountains) and the voluptuous purple canyons.

29. Make the art scene. Maui has more than 50 galleries carrying the worlds of well-known local artists as well as internationally acclaimed masters such as Dali, Erte and Gorman. Galleries in Kapalua, Lāhainā, Kā'anapali, Wailea and Hāna, and in Upcountry Makawao and Pā'ia on the way to Hāna, offer fine arts and crafts in all media. West Maui's only art school, The Art School at Kapalua, offers classes in everything from painting, pottery, and drawing to yoga and meditation classes. In Makawao, the Hui No'eau Visual Arts Center opens its doors for exhibitions, classes, demonstration and workshops in a noteworthy year-round program. The Maui Arts & Cultural Center in Kahului presents art exhibitions and events in its two theaters, exhibition space, and outdoor presentation facilities.

30. Ride a horse. Maui is made for horses, the ultimate avenue to discovery. Riders can descend into a volcanic crater and picnic in a landscape that looks like the moon. Guided rides for all levels of experience explore Maui's ranches, rainforests, remote beaches and high meadows. There are moonlight rides across the lava, breakfast and lū'au rides, a wine tasting ride with glorious views. Maui is equestrian country, with a popular July 4<sup>th</sup> rodeo in Makawao and a high-profile polo season that runs from April through June.

*(pau/end)*

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## **When the Sun Goes Down in Paradise**

Maui is known for the tanned, radiant faces that make the restaurant and club scene when the sun goes down. As proven by the glowing tans, an evening out on Maui is the perfect finale to a day at the beach, spa, tennis court or golf course. When the sun goes down the beat picks up, and the island's rhythms turn to dining, dance and music.

Going out to dinner demands tough choices. Restaurants on Maui consume more than 40 pages in the phone book, and Maui's chefs are world-renowned for their culinary creativity. What type of restaurant, which location? Seafood or sushi? Pasta or poi? Hawai'i Regional or Japanese? Caribbean or Thai? Mexican or Vietnamese? South shore or west? Central Maui or Upcountry?

West and South Maui have restaurants that range from informal seaside fish houses to swank, candle-lit dining rooms with swans gliding by in a lagoon. Oceanfront dining is a Maui signature. In Wailea, innovative cuisine showcasing freshly caught seafood is graciously served by attentive staff in an open-air dining room perfumed by sea air and flowering trees, while somewhere nearby, live violin music accompanies excellent Italian fare in a romantic al fresco oceanfront setting. In Pā'ia, on a cove where an outrigger canoe at sunset evokes thoughts of Gauguin, excellent seafood from the hooks of local fishermen comes in exotic and savory preparations.

In central Maui and Kihei, time-honored mom-and-pop restaurants and some of the best ethnic eateries in Hawai'i offer top values for family-style dining. If upscale aloha shirt is the dress norm in Wailea, in Central Maui, it's Formica-style casual. Noodle shops, Vietnamese pho, Mexican, Chinese, and American diner fare are among the Central Maui offerings. One Maui hotspot in Kahului draws diners from all over the island for its Latin fare and live entertainment and the best li hing mui margaritas in the world, while another serves up wiener schnitzels and super-sized salads in a cozy beer garden.

Much of the movement called Hawai'i Regional Cuisine, Hawai'i's culinary sensation, originated on Maui. While some of the founding members of HRC are Maui chefs, today the leaders include a broader group of Maui's finest practitioners in the culinary arts. Hawai'i Regional Cuisine is a marriage of the culinary techniques of East and West, wok and whisk. The use of fresh island vegetables, fruit and seafood in multicultural techniques results in award-winning dishes that have attracted nationwide attention. Fish pried off the hook that day can appear on a plate with a mango beurre blanc. Freshly picked passion fruit morphs into a zesty liliko'i chiffon pie. Maui basil and tender baby sprouts elevate the simplest dishes to gourmet fare.

The lū‘au, the famous traditional Hawaiian feast, reaches its pinnacle on Maui. In the old days the food, music and revelry of a lū‘au lasted for weeks, until the partygoers fell in heaps. These days, the fun is crammed into one fabulous evening of hip-swinging hula, fire dances, and the exotic, sensuous rhythms of drums and gourds. Usually the setting is beachside, timed for the sunset. The food at the modern lū‘au will be kālua (roasted in an underground stone oven) pig, poi made from the pounded root of the taro plant, haupia (coconut pudding) and other traditional dishes along with familiar favorites as teriyaki chicken, potato salad, and pineapple upside down cake. Today’s lū‘au reflects a multiethnic Hawai‘i.

Some of Hawai‘i’s top musicians are from Maui. They play a medley of Hawaiian, contemporary, classical, rock, jazz, and the reggae blend called “Jawaiian,” and their slack-key instrumentals are revered among the musicians of the world. In their public places and lounges, many hotels have daily music events, ranging from mellow piano to a big band or a soothing Hawaiian trio.

There are bars and night clubs in the resort areas of Lāhainā, Kā‘anapali, Kahului, Wailea, Kīhei and Makawao. They range from the latest L.A. style rage to hip-hop, R&B, jazz, blues and classics. Check the local Maui News and free visitor publications, or ask the hotel concierge to see who’s playing where.

The Maui Symphony Orchestra season runs through fall and spring, and the Maui Academy of Arts stages productions July through May. The Maui Community Theater knows no season; to the delight of the local community, it just keeps going. The island draws a constant parade of imported talent doing short but big gigs.

Maui’s premier entertainment venue is the Maui Arts & Cultural Center (MACC) with its world-class theater facilities, galleries and studio space. Combined with its high standards and international and local performers, the MACC supports a diverse and vigorous arts and culture community.

Popular evening shows include ‘Ulalena at the Maui Theatre; Warren and Annabelle’s Magic Show in Lāhainā; and the “Kupanaha: Magic for All Ages” show at the Kā‘anapali Beach Hotel.

Many resort hotels have evening activities that could include moonlight horseback rides, theme parties, star gazing with an astronomer, wine tasting, films or Hawaiian story telling. With Maui’s ideal weather and surroundings, all things good are possible.

*(pau/end)*

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## **Maui is for Eagle-Eyed Golfers**

All the elements cooperate in making Maui a premier destination for golf. With more than a dozen courses in supreme settings, players can match their skills against the ingenuity of legendary golf course designers.

### **Course Sketches**

The Dunes at Maui Lani is an 18-hole course, par 72 and 5841 yards, designed by Robin Nelson. Located in Central Maui, The Dune winds its way through ancient Hawaiian sand dunes and is the closest thing Hawai'i has to offer to an authentic links course.

The Royal Kā'anapali Course is an 18-hole resort course, par 71, 6700 yards. The venerable Robert Trent Jones, Sr., created a certified golf challenge when he laid out this West Maui course. The spectacular 18<sup>th</sup> hole demands a shot over water and is said to be one of the toughest holes in the islands – a perfect finish for a beautifully maintained course.

The Kā'anapali Kai Course is an 18-hole resort course, par 70, 6400 yards. This was a piece-of-cake executive layout until Arthur Jack Snyder got his hands on it in 1977 and added some real golf gusto. It was later renovated by Hawai'i's most prolific golf course architect, Robin Nelson. This is a good one for players of all levels.

The Kapalua Bay Course is an 18-hole resort course, par 72, 6600 yards. Arnold Palmer and Francis Duane designed this one. The par-3 fifth hole calls for a drive across an ocean inlet, one of the most photographed holes on Maui.

The Kapalua Plantation Course is an 18-hole resort course, par 73, 7263 yards. Ben Crenshaw and Bill Coore designed this breathtaking and challenging course, hailed as the best layout in the State of Hawai'i. Home to the annual PGA Tour winners-only Mercedes-Benz Championship.

The Mākena North Course is an 18-hole resort course, par 72, 6914 yards. Designed by Robert Trent Jones Jr., the North Course offers a more mountainous layout, combining magnificent views with strategic and challenging golf. It's said to be more spectacular than the South course, but both are unforgettable.

The Mākena South Course is an 18-hole resort course, par 72, 7014 yards. Also designed by Robert Trent Jones Jr., Mākena South offers a true Hawaiian seaside layout with gently undulating fairways and views of Molokini Islet. The two eye-popping holes are the 15<sup>th</sup> and 16<sup>th</sup>.

The Maui Country Club is an 18-hole private course at Spreckelsville, par 72, 6635 yards. Open to the public.

The Pukalani Country Club is an 18-hole public course, par 72, 6494 yards. Located smack in Upcountry on the slopes of Haleakalā, it is one of the highest-elevation courses in Hawai‘i. Sometimes the air is so cool, a sweater is de rigueur. Excellent design elements are incorporated into this little known course. Another bonus: great views.

The Elleair Maui Golf Club is an 18-hole public course in Kīhei, par 71, 6801 yards. This windy course offers ocean views from every hole. High handicappers will have a great game if they’re not distracted by breaching whales or challenging wind gusts.

The Waiehu Golf Course is an 18-hole municipal course in Central Maui, par 72, 6330 yards. The first nine holes were laid out in 1930 and rest of the course came 33 years later. It’s almost like playing two different courses in one. The original nine run along the shoreline. The back nine are mountain holes, tough and windy. Fees are among the lowest in the State.

The Kahili Golf Course is an 18-hole public course, par 72, 6554 yards. This course has sweeping views. Fairways ease into the spectacular foothills of Mauna Kahālāwai (the West Maui Mountains).

The Wailea Blue is an 18-hole resort course, par 72, 6765 yards. Play meanders amidst multi-million dollar homes and upscale condominiums on the lower slopes of Haleakalā. This is a true resort course, with trickling fountains, serene lakes and wide fairways.

The Wailea Gold Course is an 18-hole resort course, par 72, 7078 yards. Prehistoric lava rock walls and gardens of indigenous grasses compete with stunning ocean and mountain vistas for the title of most distracting hazards. The Gold has been hailed as one of the best designed in the country.

The Wailea Emerald Course is an 18-hole resort course, par 72, 6825 yards. This course is alive with tropical blossoms in rainbow hues. Designed for pure enjoyment, the course affords awe-inspiring views of offshore islands Molokini, Kaho‘olawe and Lāna‘i. It shares dozens of prestigious golf and travel awards with its sister layouts.

Most courses offer instruction geared to any level of skill. Most have exceptional club house facilities with restaurants and pro shops.

\*Yards based on men’s/white tees.

(pau/end)

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## **Where Mauna Kahālāwai (West Maui Mountains) Meets the Ocean**

One of the most significant archaeological sites in Hawai‘i lies beneath a baseball park in Lāhainā. The residence of Hawaiian high chiefs from the 16<sup>th</sup> to 18<sup>th</sup> centuries, the site, called Moku‘ula, was surrounded by a large, natural spring-fed pond where taro patches and fishponds thrived. Today, in a significant cultural, archaeological and environmental program, a group of citizens called Friends of Moku‘ula is working to restore the site and spread the word about this valuable pre-western resource.

Moku‘ula lies near the shoreline in West Maui’s Lāhainā, directly in line with a steep valley that cuts through Mauna Kahālāwai, the West Maui Mountains. While Lāhainā faces west, ‘Īao Needle, on the other side of Mauna Kahālāwai, faces east – the dawn. On Summer Solstice, the sun comes from the east through the middle of the valley and illuminates West Maui, where it sets beyond its shores.

Mauna Kahālāwai covers 52,000 acres and is home to hundreds of rare Hawaiian plants, animals and natural communities. At any time of the year, the drive to West Maui is a visual spectacle on both sides of the road. While the eye wants to rest on the ocean, Mauna Kahālāwai seduces the viewer with its series of sculpted valleys that seem always to be veiled in rainbows. Hidden in those valleys are hundreds of waterfalls, including the second tallest cascade in the United States. Along the shoreline, bays and beaches have names that ring like an ancient litany: Honokowai, Honokeana, Honokahua, Honolua, Honokohau and Hononānā.

Parts of West Maui are so rugged that they have never been explored, or are inaccessible. The summit of Mauna Kahālāwai, Pu‘u Kukui, is the largest private preserve in the State, a remote bog and cloud forest with a summit at 5,788 feet. Nearly 300 known species of native plants, including seven on the national Endangered Species list, live in the ecosystems of Pu‘u Kukui.

These fragile habitats are the other side of the West Maui coin, eons away from the vacation activity that thrives along the coast. Along the coastline, the hotels and holiday condominiums of Kahana, Honokowai and Nāpili attract visitors who return year after year to soak up the Maui sun. The nine miles between Lāhainā and Kapalua are dotted with the hotels, private homes and condominium villages of Kahana and Nāpili. This area offers moderately priced accommodations, shopping and dining opportunities, and beautiful bays and coves.

Dominating the West Maui coast is Kahakuloa Head, the “tall lord,” 60 stories of wind-sculpted rock that appears to be a stranger to Hawai‘i. It looks more like the lonely coast of Ireland – wind-scoured, haunted and tufted in gray, mauve and sage green brush. Great

seabirds make it their home: koa'e, shearwater and the prehistoric-looking frigate bird with its daunting, angular wingspan.

At Nakalele Point the rocky shoreline is eerie, otherworldly, with giant geysers shooting up through old lava tubes and the ocean moaning below. Everyone calls it Hobbitland.

And West Maui is surfer's paradise. The best of the bunch test their skills at Mokule'ia Beach, popularly called Slaughterhouse. The colorful tropical reef fish at Honolua Bay are so plentiful that the bay has been declared a marine life sanctuary by the State of Hawai'i. The waters of West Maui are ideal for water sports, including diving, snorkeling, swimming, sailing, parasailing, surfing, and windsurfing. Experts give lessons and reinforce skills.

In Honokōwai, West Maui's top value, there are no hotels, just motels and condominiums in the low to moderate price range. This is where sun-starved visitors from colder climes pick up groceries, dine on their lanai, and listen to the sound of the surf. What a perfect spot from which to watch the sun make its final splash of the day.

*(pau/end)*

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## **In its Museums, Maui's History Comes Alive**

Wherever you are on Maui, you will encounter the richness of culture and tradition. Centuries-old heiau in the open air, 19<sup>th</sup>-century storefronts, ancient churches, restored archaeological sites – Maui's cultural treasures are abundant and accessible.

But it's the museums that are the most faithful protectors of Maui's cultural heritage. One good place to start is Lāhainā Town, Maui's National Historic Landmark, crammed with living history. You might say that the town itself is the biggest and most famous museum in Hawai'i. It was the capital of the Hawaiian Islands during the monarchy (1795-1843), and for many hundreds of years earlier, it was the playground of choice for Hawaiian kings and aristocracy. When the whalers arrived in Lāhainā, it became the center of the bawdy Pacific whaling industry, much to the chagrin of the disapproving missionaries.

After whaling died out in the 1860s, Lāhainā turned into a sleepy sugar plantation town, only to be awakened once more by the modern boom of tourism.

Today Lāhainā's 31 historic sites provide visitors with a compelling tapestry of Maui's past. Among the highlights are the Courthouse, the Fort, the Prison, the Pioneer Inn, the Hongwanji Temple, Hale Pa'i, the Wo Hing Temple, and the Baldwin Home Museum.

The Hale Pa'i – literally, "House of Printing" – dates to the mid-1830s. It was here that the first newspaper in the State of Hawai'i was published and the way was paved for the establishment of Hawaiian as a written language. Today it houses a working replica of its original press and intriguing exhibits of early printing.

In 1912, the Wo Hing Temple was a "Tong House," run by the Tong Society, which provided aid and comfort to Chinese immigrants. It is considered to be the finest surviving Tong House in Hawai'i, a meticulously restored museum. There's also a quaint old cookhouse next to the temple that shows films of Hawai'i made in 1898 and 1906 by none other than Thomas Edison.

Beneath the rough-hewn ceiling beams of the Baldwin Home Museum are the wonderfully preserved memorabilia of the Rev. Dwight Baldwin and his family. In this, the oldest building in Lāhainā, the world of the reverend is revealed in sometimes-frightening detail. He was a medical missionary, and one look at his professional tools gives one a keener appreciation of the origin of the term "sawbones." But the gentler side of missionary life is also on display – the Baldwins' grand piano, the four-poster bed made of Hawaiian koa wood, the family's fragile chinaware, and paintings and portraits that bring to life another time and culture.

The Bailey House Museum in Wailuku is another “must-see” Maui museum. Operated by the Maui Historical Society, the museum, the 1850 home of a missionary family, is dedicated to both pre-contact Hawaiian artifacts (the best and most complete collection on Maui), and post-contact missionary life. The house itself is also noteworthy, with heavy sandalwood beams in the ceiling and stone walls that are nearly two feet thick. The grounds also include a flourishing tropical garden, an authentic Hawaiian outrigger canoe, and a seminary building.

A few minutes away by car from the Bailey House, set in the lush ‘Īao Valley, Kepaniwai Park is an outdoor museum that educates visitors about Maui’s cultural heritage. The charming, pastoral setting is enhanced by oriental gardens, arched bridges, a taro patch, and the ‘Īao Stream gurgling in the background. In strolling through the grounds, you’ll discover a Portuguese villa, a New England “salt box” with white picket fence, a thatched Hawaiian hale, and a type of bamboo house popular among the early Filipino immigrants, among other cultures represented there. The park is the site of a decisive battle in which Kamehameha I defeated the army of a Maui chief in 1790.

Pu‘unēnē, near Kahului, is the home of the Alexander & Baldwin Sugar museum. Its displays illuminate the history of Maui’s sugar industry and plantation era. Photographs and documents show the quality of life in the cane fields, how the workers lived on the plantations, and the workings of a sugar mill as displayed in a model. Across the street is the active, authentic version, the real thing, showing how the cane is processed. The exhibits give a glimpse into a once-thriving industry that left its mark on Hawai‘i, and then declined. While the rest of Hawai‘i’s sugar industry has shut down, the industry on Maui has displayed a remarkable resilience in its struggles to survive.

With its roots firmly planted in Native Hawai‘i values, East Maui’s Hāna is a living example of the Hawaiian cultural resurgence. Intimate, true and endearing, the Hāna Cultural Center & Museum is the town’s official repository of artifacts. The center’s modest size and scale allow you to get close to the stone tools, hand-stitched quilts, photographs, wood crafts, and old Hawaiian games that residents have preserved through the years.

*(pau/end)*

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## **Maui, the Romantic Island**

Maui has been called the heart chakra of the Hawaiian Islands, a place where the heart opens and romance reigns. That's why Maui is Hawai'i's premier wedding and honeymoon destination, favored by many thousands of couples who choose to marry, remarry, or reaffirm their vows each year on the Valley Isle.

With its sunrises, sunsets, beaches, waterfalls and rainforests, Maui's storybook scenery is an unparalleled backdrop for the most important moments in life. Are you dreaming of descending in a helicopter to a remote waterfall to tie the knot while a violinist plays Pachelbel? You can. There are those who sail on a yacht to a pristine beach and get married on the sand, in a gown or tuxedo and bare feet. There are couples who say "I do" at 10,000 feet high, as the first rays of dawn appear beyond the crater, and those who exchange their vows underwater, with scuba tanks bubbling amid turtles and Moorish idols. Small wedding, large wedding, indoor wedding, outdoor wedding, aloha-shirt casual or formal affair, anything is possible on Maui.

Couples choose Maui not only for its beauty, but for its extensive services as well. Full-time, expert and experienced wedding coordinators are standard offerings in the hotels and resorts, and wedding planners number more than 100 and burgeon by the year. In the hands of a good wedding planner, the bride can be as involved or as uninvolved as she chooses in the details of the wedding day.

Weddings free of worry and stress are the goal of the wedding coordinator, who can attend to very detail leading up to the big day. The planner can work closely with the couple to arrange for the wedding license and find the perfect wedding official for the occasion. Hair, makeup, catering, photography, flowers, music, limousine, and even spa arrangements for the bridal party can be arranged by the planner. Maui's bountiful farms provide fresh, beautiful flowers for the bridal lei, bouquet and arrangements. The all-important pīkake and maile wedding lei – or any custom lei of your choice – magically appear at the right moment to add a Hawaiian touch if you choose.

Many a sunset ceremony has been visited by breaching humpback whales or dolphin sightings from the shore. From Kapalua to Kā'anapali to Kīhei, Wailea and Mākena along Maui's west and south shores, sunset is a brilliant visual extravaganza and a custom-designed wedding backdrop. With 120 miles of shoreline and more miles of swimmable beach than any other Hawaiian island, the nuptial possibilities are limitless.

Wedding and honeymoon packages are available at Maui's resorts, and they come with many surprises. We won't spoil them for you, but here are some clues: chocolates and

chilled champagne, pathways of petals in the bridal suite, a heart-shaped Jacuzzi, orchids floating in the bathtub, a heart-stopping hula moon... Let your imagination, and heart, run wild.

*(pau/end)*

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## **Health and Wellness, Maui Style**

One of Maui's greatest gifts is its ability to inspire and relax. In a powerful union of natural beauty and the comforts of the 21<sup>st</sup> century, Maui offers countless opportunities for healing, relaxation and comfort.

The traditional Hawaiians favored the south and west shores for their ideal weather and sandy shores. They knew that riding the waves in the salt air was a part of play, and also of healing – of being whole. Today these values continue to be lived at the shorelines, waterfalls and mountains of Maui, and also in a highly sophisticated community of health, wellness and beauty professionals.

Maui has been at the vanguard of the modern health and wellness movement since the early 1960s, when hippies flocked to the island in search of paradise. They brought to this magnificent natural environment their interests in yoga, massage, tai chi, health foods, and the alternative disciplines that were to become mainstream movements in the decades to follow. Today, with its high concentration of schools and professionals in the healing arts, and with some of the finest spas in the world, Maui is a place where health and wellness are a natural, and contagious, way of life.

A 50,000 square-foot spa in Wailea wins international acclaim for its pioneering programs and therapies, from centuries-old Ayurvedic hot-oil treatments to time-tested water therapies in multiple aromatic baths, cold plunge pools, Roman Jacuzzis, furo tubs, and Swiss jet showers. Massage treatments, Eastern holistic healing, Hawaiian specialty baths, facial and body treatments, and a host of therapies and cures are offered in a luxurious setting. The spa's full- and half-day programs are as popular among residents as visitors. An ocean of tranquility and consistently ranked among the top spas in the United States by *Conde Nast Traveler* and *Travel + Leisure*, the spa in Wailea is also a fitness center, offering personal training and wellness consultants.

At the neighboring resort hotels, four other spas offer superbly appointed facilities where experienced therapists deliver a wide array of treatments with Wailea's legendary style of service and hospitality.

In Kā'anapali, a prominent oceanfront spa offers a full menu of massage, body treatments, and facials, with the lullaby of the waves and the salt air adding further magic to the experience. After a massage, relax with chilled cucumber water in a chaise lounge and let the ocean air wash over you through the wide, open window on the ocean. Throughout the resorts and hotels of Maui, salt rubs and beauty treatments use Hawaiian oils, herbs and botanicals, while seasoned practitioners continue to share the popular Hawaiian lomi lomi massage.

Communities such as Pā‘ia, Makawao and Kīhei brim with massage therapists, yoga, Pilates, Rolfing, Feldenkrais, and other advanced eastern and western disciplines. Whether in a resort or non-resort setting, in a room or on the beach, these experiences help to heal and nurture.

Maui is also a significant source of quality botanical products. Spurred by the agricultural bounty of the island, made-on-Maui soaps, lotions, gels, aromatherapy oils, and other beauty and wellness products are high on the list of Maui specialties, and growing by the day. Lavender and herb farms are increasing in size and number, adding powerful new ingredients to the island’s health and wellness offerings.

Maui is at the forefront of the world’s burgeoning interest in health and wellness. Some of the planet’s most renowned leaders in health, wellness and world peace have shared their wisdom here, including Dr. Deepak Chopra, Michio Kushi, Dr. Andrew Weil and the Dalai Lama.

Spa packages are offered by the resorts, with programs and amenities that are constantly evolving to reflect honored traditions and new frontiers in health and wellness.

*(pau/end)*

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## Maui is a Shopper's Paradise

Shoppers love Maui. They love it with a passion, because they know that Maui's boutiques, galleries and well-endowed shopping malls present countless avenues to Nirvana.

The atmosphere of creativity and discovery can be attributed to the high numbers of artists, businesses and entrepreneurs who build lives of inspiration on Maui. Long the queen of specialty products, Maui has spread its wings to become one of Hawai'i's premier all-around shopping destinations. Islanders fly in from the neighbor islands to hunt for treasure in the chic boutiques of upcountry Maui and the quirky antiques shops of Wailuku. Visitors discover that shopping on Maui is as enjoyable as a day on the golf course. Along the south and west coastlines, glamorous shopping and restaurant complexes purvey the latest in European fashions and Maui style.

Oil paintings and sculptures, handmade soaps and designer silks, aloha shirts and souvenirs, flowers and world-famous onions – the island is a mecca of finds for the thoughtful shopper. Here are some examples:

### Shopping Destinations

- **The Shops at Wailea** is Maui's newest and most glamorous complex, 150,000 square feet with more than 60 shops and restaurants in a Hawaiian architectural motif. European high fashion, shoes, furnishings, books, maps, sundries, beach wear, art, gift and gourmet items – they're side by side at this south Maui hotspot. With its artist and gallery receptions and live entertainment on Wednesdays, there's a lot more than shopping at The Shops.
- In Upcountry Maui's **Makawao**, the one main street, Baldwin Avenue, is lined with stylish fashion boutiques, wood-floored country stores, art galleries and unique gift shops, housed in the vintage architecture of a historic cowboy town. From a Japanese toy shop and Starbucks coffee bar in adjacent Pukalani, to exquisite glass-blowing demonstrations and upscale European linens along Baldwin Avenue, Makawao is full of surprises. Makawao's art galleries include Hui No'eau, the island's most prominent arts organization.
- In central Maui's **Kahului**, most shopping needs are centered in Queen Ka'ahumanu Center and Maui Mall, about 5 minutes from the airport. Maui Mall has a 12-screen movie megaplex as well a multitude of shops, and Queen Ka'ahumanu Center, the third largest in the State, offers more than 100 shops and restaurants. These centers offer home accessories, electronics, clothing, shoes, Asian imports, surf wear, books, toys, games and numerous options for

ethnic and island-style foods. Several miles away on the road to Hāna, with its own laid-back character, the town of Pā‘ia is a colorful throwback to the ‘60s, with funky apparel shops and an arts cooperative among the many stores that greet you as you enter the town.

- Central Maui’s **Wailuku** is coming out of the closet as Maui’s shopping gem. This is a take-your-time, stop-in-every-store style of shopping, where in one leisurely stroll down Market Street, you can lose yourself in treasures from the past as well as edgy art galleries and contemporary gifts. Known as “antiques alley,” Market Street purveyors offer a diverse range of cool finds: hot lattes and hard-to-find music, Italian shoes or locally designed apparel, vintage collectibles and exceptional aloha wear. Take out counters and cozy restaurants along Market and Main streets entice with hand-made pizza, Asian foods deli, hot noodles, sushi and local-style plate lunches.
- At **Whalers Village in Kā‘anapali**, step right off the beach into a shopping bonanza: Coach, Louis Vuitton, Georgiou and other designer boutiques. Surf shops and aloha wear. Imports and top-quality made-in-Hawai‘i handicrafts. From upscale silk sarongs to flip-flops and sundries, from cameras to pearls for that special night out, you can satisfy all of your needs at the Village. If you’re shopped out, slow down at the whale museum, or in one of the oceanfront restaurants.
- **Lāhainā** is one long shopping fantasy, a string of boutiques and restaurants that line the shoreline of this historic town. Lāhainā’s shopping centers include the galleries, food shops and clothing stores of the Lāhainā Cannery Mall; and the Old Lāhainā Center, as much a dining and entertainment nexus as a must-see for shoppers. At the Center, popular national chains share space with local emporiums of aloha wear and gift items, and a bevy of eateries. Front Street is lined with boutiques and galleries with something for every budget, from fine art to trinkets, from plumeria soap to aloha shirts.

## Maui Specialties

- **Art Galleries:** Maui has a high concentration of art galleries – more than 50 – and an active community of artists and craftsmen who share their work in all media. Luminous hand-turned woods, fiber arts, sculpture, painting, jewelry and hand-blown glass turn up in surprising places. In outdoor fairs, upscale resort shopping villages, and successful artists’ cooperatives in towns like Pā‘ia and Makawao, the arts of Maui are an island signature. East Maui’s Hāna has one of the most culturally significant galleries in Hawai‘i, impeccably curated to honor the finest island artists.
- **Farmers Markets:** From Kahului to Kīhei, farmers markets and swap meets bring out local artisans with the wide-ranging wares: baked goods, hand-turned woods, handmade jewelry, vintage collectibles and things Hawaiian, and the made-on-Maui botanical products that are making their mark in the beauty and

wellness field. Numerous craft fairs, many that support worthwhile nonprofit organizations, are a common and popular attraction for visitors and residents who can browse and buy a diverse range of handicrafts and tasty treats.

- **Food and agricultural products:** Grown in fertile upcountry soil, Maui onions, specifically Kula onions, are famous among foodies worldwide. Kula onions are the crème de la crème of Maui food products, renowned for their sweetness and coveted by savvy chefs who cart them off the island by the bushel. Maui potato chips, goat cheese, gourmet preserves and vinegars, made-on-Maui wines, coffee, specialty sugars, and the sturdy, otherworldly, upcountry protea blossoms and lavender are among the excellent gifts to go.

*(pau/end)*

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## **In Every Way, a Maui Vacation Is a Family-Bonding Experience**

Not all vacations bring families closer together. Sometimes the kids are going one way and the older folks another. A true family vacation should be bonding – time spent together, time that everyone enjoys, a time of shared adventures that turn into family stories told again and again in the years to come.

There's something about Maui that really works for bringing a family closer together. It begins with sunrise in a warm, crystal-clear sky. The climate and natural beauty suggest that it's time to slow down. There's no hurry to "get somewhere" – unless, perhaps, out onto the beach for an early morning swim or stroll.

Beach sand is a great equalizer; it pleases infants as much as the elderly. A quiet beach becomes a place for conversations, or maybe just for "hanging out." Slowing down the business of daily life often allows people the luxury of simply saying hello.

"What shall we do today?"

Car touring must be the number two family activity on Maui (after beach-going) – day trips to Haleakalā Crater, to Hāna, to Upcountry Maui, and so on. Here, Maui's small size is a big help for family bonding. None of the trips is all that long. The drive from sea level to the summit of Haleakalā, a rise over 10,000 feet, takes only an hour and a half.

The trip from Kahului to Hāna can be done in two hours (although travelers generally take longer because they keep stopping for waterfalls, scenic views, fruit stands, and so on). In other words, it's unlikely that a car trip on Maui will ever end up in the glazed-over boredom and irritation of road fatigue.

Not only that, the island of Maui has tremendous variety. The landscape is constantly shifting. A driving tour of Upcountry, for example, can include something for everyone in just a few hours' time – the beach scene in Pā'ia; the boutiques and galleries of Makawao; a botanical garden or lavender shop in Kula; the cowboy life at 'Ulupalakua ranch and the wine-tasting room and lovely lawns at Tedeschi Vineyards. How about a horseback or ATV or zipline ride? Did we leave anybody out?

For some families, physical challenge is the way to go. Hikers love the trek in and out of Haleakalā Crater, with its strange landscapes and natural curiosities. People "do the crater" as a vigorous day hike or even with an overnight stay in a cabin or campground. Families learn to scuba-dive together on Maui, and complete the course with an unforgettable experience in underwater "cathedrals" on the backside of Lāna'i. If brothers want to head

out together and explore a wild coastline by kayak, or if a mother and daughter want to paraglide together off the high slopes of East Maui, or if three generations want to snorkel together with the sea turtles, this island is the place.

But Maui doesn't exclude the family members who may not feel ready to strap on hiking boots or swim fins. For example, a helicopter takes the whole family farther than feet dare go. Then there's the Maui Ocean Center's state-of-the-art aquarium, which lets the whole family experience the scuba-divers' world from the comfort of shore, and learn about it, too. If you're lucky, you might even see coral spawning, a rare site even for those who do venture into the watery depths.

Learning itself can add to the sense of family closeness – the sense that everyone has discovered something new together. Maui has lots of ways to learn. Consider Maui Tropical Plantation, the 60-acre working farm set up with a tram, displays, and demonstrations about fruit crops and flowers that one never sees growing in temperate climates. Consider the option of taking classes either at the Kapalua Art School or at Hui No'eau Visual Arts Center in Makawao.

What about learning to play golf, or sharpening up your tennis game, or exploring the historic old streets of Lāhainā? Consider taking the ferry, or else the 20-minute hop by plane, to the little island of Lāna'i with lovely Hulopo'e Bay. Or else hop over to Moloka'i for the day and go mountain biking or touring, and get back in time for the astounding nightly sunset show over the channel you have just crossed.

In the evening, the family shares others kinds of experience – a meal together (Maui has cuisine for every pocketbook and tastes) and then a show, a performance of some kind, perhaps a moonlight walk on the beach.

Time together. It's a precious gift for most families. Of all the things Maui offers that make it the perfect family destination, this one is the most important of all.

*(pau/end)*

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## **Families Discover Maui's Cultural Treasures**

“Proud To Be Hawaiian” says the bumper sticker. It’s a sentiment that runs deep in the hearts of the people of Maui – those who are Hawaiian and those who cherish the native traditions that they have adopted.

There are so many reasons to visit Maui that people sometimes forget about its unique indigenous culture. But travelers who like to include learning as part of their global explorations – especially families with school-age children – use their visit to Maui as a chance to discover the arts, language and beliefs of a thriving native people. Hawaiian culture is part of everyday life on the Magic Isle, and its roots run deep into the landscape. It’s readily available to the visitor, and yet it is absorbingly mysterious, too.

One could begin learning about the culture by searching out the archaeological reminders of ancient times. In Hāna, for example, Pi‘ilanihale Heiau seems to have lost none of its “mana” or spiritual authority in the 400 years since it was built during the era of King Pi‘ilani. This is an enormous temple platform, the largest piece of pre-discovery architecture in the State. The heiau is still protected and maintained by Hawaiian families of the region. The way to see it is to take a self-guided walking tour of the site, which includes a federally funded ethnobotanic research station called Kahanu Garden. The station is part of the National Tropical Botanical Garden.

Two other major heiau structures can be visited at the Haleki‘i Pihanakalani Heiau State Monument near the Central Maui town of Waiehu. One of them, Pihana, was a luakini heiau – used for human sacrifice.

Visitors can also find reconstructions of ancient homes – thatched compounds called kauhale. The two most authentic are at opposite ends of the island – at the Hāna Cultural Center on East Maui and at Hale Kahiko (“old house”) at the Lāhainā Center. Hawaiian culture on Maui, though, is not so much a matter of buildings as it is the active business of everyday life.

There are always opportunities, both formal and informal, to see someone dance the hula, to hear the sound of Hawaiian slack-key guitar, to learn lei-making, to watch a canoe regatta, or to get one’s first taste of poi. In fact, there’s an encounter with native culture somewhere on Maui every day of the year.

One good place to go for this is Bailey House Museum in Wailuku, a well preserved missionary era home that is headquarters for the Maui Historical Society. Bailey House offers a constantly changing program of craft lessons, lectures, and performances. Other places to look are hotels and shopping centers throughout the island, which offer activities

that bring visitors in contact with island artisans, performers and elders. Two of Maui's hotels are at the forefront of sharing Hawaiian culture through programs for visitors – The Ritz-Carlton Kapalua's "Sense of Place" Series and the Kā'anapali Beach Hotel's Po'okela program – but many others offer engaging and authentic cultural experiences, from dance to traditional crafts and ocean experiences.

No matter what the performance venue – whether in Maui Arts & Cultural Center's luxurious 1200-seat Castle Theater or on a temporary stage in a local shopping center, Maui's musical talent is definitely worth seeking out. Whether it's hot stars like Keali'i Reichel or Amy Hānaiali'i Gilliom or living cultural treasures like Uncle Richard Ho'opi'i, local musicians are held in high esteem, and their music expresses much about island life.

Many annual events on Maui showcase native culture and perpetuate Hawaiian tradition. Each spring, for example, the people of Hāna dedicate a weekend to the East Maui Taro Festival, which includes a program of learning activities and a day of music, food, and crafts at the town's ballpark. Every Easter weekend, The Ritz-Carlton, Kapalua hosts its "Celebration of the Arts," dedicated to Hawaiian culture. May 1<sup>st</sup> is May Day in the islands – a traditional day to celebrate old Hawai'i in pageantry and flowers. May is also the month when The Fairmont Kea Lani Maui in Wailea presents its annual lei festival, June is the month for Kamehameha Day and Lāhainā's annual King Kamehameha Parade and ho'olaule'a – a Hawaiian style gathering celebrating the accomplishments of the islands' greatest ruler. That same month sees a "Slack Key Guitar Festival" at the Maui Arts & Cultural Center. In November the island celebrates Hawaiian melodies at Kā'anapali's Nā Mele O Maui" youth song contest.

But visitors don't need to plan their trips around special events; they only need to look in the paper and ask around when they're here. For Hawaiian culture on Maui is not something locked away in museums or performance halls. It's available to all, and visitors are always welcome – because Maui people are "Proud To Be Hawaiian."

*(pau/end)*

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## **Maui's Marine Environments are an "Adventure"**

What makes a great family vacation? For many people, it's the experience of a shared adventure – learning together, "oohing and aahing" together, and then forever after having that shared experience as a bond of memory.

But where can you find an adventure that will satisfy everything a family needs? An adventure that's healthy, fun, inspiring, educational, and most of all, one that will suit the whole clan? One that will enchant a sixteen-year-old and a sixty-year-old equally? One that's accessible to old and young alike?

These are hard questions. But there's one easy answer: the adventure of discovering the amazing marine environment along the shores of the island of Maui.

Maui is blessed by nature with a protected channel along its south and west shores, a strip of sea that it shares with the small neighboring islands of Moloka'i, Lāna'i, and Kaho'olawe. The Maui shores are sunny and dry, and they feature two small boat harbors (Lāhainā and Mā'alaea), and the four major resort areas of Kā'anapali, Kapalua, Mākena and Wailea. The whaling captains used to call this semi-private bathtub of pristine sea the "Lāhainā Roadstead." The humpback whales know this channel. They swim there from the Arctic Zone every year, arriving by the hundreds beginning in November and drifting away with their newborn calves by early May.

This channel is the perfect centerpiece for a family vacation, not just because it has lovely beaches, excellent waves, reefs filled with glittering marine life, and sunsets that you remember for months. It's also a great place to learn from direct experience – to encounter whales, sea turtles, dolphins, all types of marine life, to discover the sea. Maui makes the marine world accessible to every member of the family.

The Maui Ocean Center, an aquarium complex dedicated to sea life of the north Pacific, is designed to create the sensation of walking into Hawai'i's ocean, level by level. In time, you find yourself traveling through the middle of a 600,000 gallon open-ocean tank, in an acrylic tunnel with a wrap-around view. Other exhibits include a turtle pool, a manta ray pool, live shark tank, whale displays, and a touch pool. An experience like this tends to awaken one's interest in the theoretical subject of marine ecology.

After that, the family can actually go into the channel – without getting wet – on the submarine Nautilus, which cruises the reefs along Lāhainā's shores.

In fact, there are any number of ways to get nautical on Maui, from sunset-cocktail-party cruise ships to rented snorkel, mask, and fins. Families can go on personalized kayak tours

of wild coastline. They can learn to scuba dive together. They can sail to Molokini and snorkel inside a submerged volcanic crater. They can ride across the channel to Moloka‘i and Lāna‘i.

In the winter months, nearly everything that floats spends its time hoping to get near the humpback whales – but not near enough to disturb them. This area is a National Marine Sanctuary. Whale watching conduct is strictly regulated. The non-profit Pacific Whale Foundation monitors the big cetaceans, as well as the boats that observe them, and offer lectures and extremely informative whale watching excursions. Many privately owned boats also include lectures or some kind of educational program.

No matter which boat, though, it’s always an education just to see a humpback whale burst from the water. In peak season (December to early March), it’s rare to come back without a sighting. And though the boats must stay at a discreet distance, the whales will often come close for the same reason you’ve gone to them – curiosity.

Families can get close to whales even if they never leave shore. The Whale Center of the Pacific in Kā‘anapali Resort’s Whalers Village shopping complex tells the story of these gentle giants. Whaler’s Village Museum depicts the human history of the whaling trade by means of actual artifacts from the days of Moby Dick.

In short, Maui is a hands-on classroom for marine biology. For many parents, this is one of Maui’s best attributes. It gives their family vacation lasting value. And besides that, it’s a lot of fun.

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## **Families Explore the Natural Classroom**

Families who visit Maui should be advised: geographically speaking, the island is one of the Earth's natural wonders. Its shores encompass a national park, a massive dormant volcano, unspoiled forests and canyons, and species not found anywhere else on the planet. And thanks to Maui's growing number of ecology-based activities, more and more visitors are lacing up their walking shoes and getting outdoors to discover this amazing tropical wilderness.

So watch out – a situation like this could seriously cut into a family's time at the beach!

In fact, ecological exploring is its own reason for people to visit the Magic Isle. Maui is, in many ways, a living "classroom" of the natural sciences. And these learning activities can be physically challenging or as easy as sitting in a chair, so families can choose what they do according to the abilities of the members.

Take Haleakalā National Park, for example. Most of the park encompasses a landscape that defies the standard definition of tropical paradise. It centers on sky-high Haleakalā Crater, where the winds can be fierce and the landscape rocky and severe. But the drive from sea level to the mountain top at over 10,000 feet, with informative stops at park headquarters and at the signs and shelters near the summit, is an education in one of the Earth's rarest ecological systems. The entire trip takes a half-day and little more effort than a willingness to ride in the car.

This is the way people meet, for example, an endangered species known as the Haleakalā silversword, an amazing plant that has adapted to thrive in the arid cinder of the volcano's crater. For 5 to 20 years it grows as a brilliant globe of silvery-haired spears; then it shoots up a spectacular purple flower spike and, afterwards, dries up and blows away. The Haleakalā silversword is endemic to the Haleakalā volcano crater, and it's just one illustration of the area's uniqueness.

With a little planning, visitors can increase the learning value of their excursion to the national park. Each day at the summit, for example, naturalists offer talks about the natural forces at work as the audience gazes down into the three-mile by seven-mile volcanic crater. On most weekdays, they also lead two- to three-mile hikes into the wilderness. One hike heads down into the crater itself; the other takes people into a native rain forest at Hosmer Grove, located just before park headquarters.

Children between the ages of five and 12 can take advantage of the park's Junior Ranger program. At headquarters, they can pick up a free booklet of activities that will teach them

about the fragile ecosystem of this unique area and introduce them to Hawaiian words and phrases. After completing the activities, children receive a badge and are sworn in as Junior Rangers.

Physically active families don't have to stop there. They can make a full day of hiking in and out of the 3,000-foot-deep crater (or take a horseback trip), or they can stay in the crater overnight at a cabin or campground. Another way to experience the mountain's natural variation is to go on one of the privately operated biking trips. Starting at the summit, visitors can ride – coast, mostly – through an ever-changing landscape to the palm trees waiting at the sea.

But Haleakalā National Park isn't the only place to learn about Maui's ecology. For a half or full-day experience of Hawai'i's stream-side environments – with waterfalls and natural pools for swimming, lush native trees and fragrant breezes – visitors go to 'Īao Valley, located in Mauna Kahālāwai (West Maui Mountains). Mark Twain called this valley “the Yosemite of the Pacific” because it's monumentally steep and broken up into strange geological features such as the 2,250-foot high 'Īao Needle. The State park here is easily accessible for the whole family. It's a great place for a picnic.

The Hawai'i Nature Center, located right near the entrance to 'Iao State Park, offers hands-on learning experiences especially tailored to children. These include guided hikes and a visit to the Interactive Science Arcade, an innovative museum with games and displays that teach about the plant and animal life of the islands.

In West Maui, the resorts of Kā'anapali and Kapalua are another good resource for families who “nature travel.” Various hotels offer ecology focused activities. These include hikes guided by naturalists who take visitors into the mountains toward the summit of Pu'u Kukui, one of the wettest and most remote places on the planet. Star-gazing is another popular activity in various places around the island. Astronomical guides use rooftops to get the best vantage on Maui's pollution-free sky.

The drive around East Maui to Hāna and beyond offers many opportunities, both formal and informal, to discover island ecology. A stop at Ke'anae Arboretum offers a first-hand look at taro cultivation; Kahanu Garden in Hāna provides two-hour walking tours with lesson in ethnobotany of the Pacific (by appointment). The State park at Wai'ānapanapa is a geological wonderland that the whole family can explore on foot. Its sites include sea caves and blowholes, black-sand beaches, and some freshwater grottos that turn red at certain times of the year. This park has fire pits and facilities for camping.

Travelers who continue past Hāna and drive as far as 'Ohe'o Gulch (“Pools of 'Ohe'o”) find themselves entering the coastal leg of Haleakalā National Park. Here they can take advantage of free camping right along the coastline and the spectacular two-mile hike up to Waimoku Falls. The hike includes a boardwalk through forests of giant bamboo, footbridges that cross sheer canyons, a couple of heart-pounding waterfalls, and natural swimming holes formed out of solid basalt.

In fact, there are dozens of ways to get out into Maui's abundant landscape, whether by foot or by hoof, as private vendors offer hiking guides and trail rides on most parts of the island.

But not all family members are suited for such vigorous activity. So it's good to realize that some of the most inspiring encounters with Maui's natural splendor can be achieved from a seated position. Aerial tours, particularly narrated flights by helicopter, are very popular activities. Much of Maui is too remote to reach by car or by foot, and helicopters provide access to valleys and sights that not even locals get to see on foot. And choppers leave no footprints and make no disturbance of fragile ecosystems.

In so many ways, Maui offers the opportunity for unforgettable discovery of nature and its marvelous ways. Children return from a Maui vacation with real insights into the processes of the earth; families return with memories of shared adventures that they will talk about for years to come.

*(pau/end)*

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## **The Maui Teen Scene**

### **Attractions**

At the Maui Ocean Center in Mā‘alaea, Maui’s marine environment is showcased through a variety of aquarium displays, hands-on exhibits and even a “touch pool” where visitors can touch various ocean creatures like sea urchins and starfish. Other live ocean inhabitants at the Center include jellyfish, octopus, reef fish, shrimp, eels, skipjack tuna, lobsters, rays and sharks.

### **Maui Tropical Plantation**

This activity spotlights the Magic Isle’s agricultural history, taking visitors on a tram tour of acres of sugar cane, macadamia nuts, guava, mango, banana, papaya, pineapple, coffee and flowers.

### **Hawai‘i Nature Center**

Located in ‘Īao Valley, the nature center features an Interactive Science Arcade. Here, more than 30 hands-on exhibits and experiences will help you learn about Maui’s natural environment. You can even “experience” life as a dragonfly, simulating the ability to see a hundred directions at once. There is also a Rainforest Wilderness Walk guided by naturalists who interpret the culture and the natural history of ‘Īao Valley.

### **Kā‘anapali Beach**

Known as “Dig Me” beach among the local teens, Kā‘anapali Beach is one of Maui’s best beaches. It is four miles long, with grainy gold-colored sand as far as the eye can see. The beach parallels the sea channel through most of its length and has a paved beach walk. Summertime swimming is excellent. Various beach activity vendors offer nearly every type of water activity and equipment.

### **Bicycling**

Bikers can cycle from Wailea to Kapalua, from Ho‘okipa to Kahului and from Waiehu to Wailuku, on improved shoulders or bike lanes. Numerous tour companies provide several unique biking adventures, including an exhilarating 28-mile ride from the 10,000-foot summit of Haleakalā.

### **Hiking**

There are hundreds of miles of hiking trails on Maui, but only three of the trailheads are marked: Haleakalā; Polipoli, a large upland forest; and ‘Ohe‘o Gulch in Kīpahulu, a moderate four-mile walk along a stream, past waterfalls and through bamboo forests. Haleakalā National Park naturalists lead regularly scheduled hikes. There are several guide services for hiking on Maui. A program called Na Ala Hele has been maintaining trails and advocating beach access routes. The Ancient Lāhainā Pali Trail echoes the 16<sup>th</sup> century

Pi'ilani Highway, the first walking path built around the island. Remnants of it still remain. Na Ala Hele provides an informative booklet that includes interesting facts and stories about certain points along the trail.

### **Horseback Riding**

There are numerous stables on the island, providing mounts to match every level of riding ability, and trips usually last from one to six hours.

### **Snorkeling**

Snorkeling gear can be rented for as little as \$15 – a bargain when you consider the rare and wonderful sights that you'll see underwater. Five of the best spots on Maui to snorkel and dive are Honolua Bay, 'Āhihi Kīna'u Bay, Kā'anapali's Pu'u Keka'a or Black Rock, and Wailea's 'Ulua Beach. Numerous charter boats offering sailing, cruising and snorkeling trips can be found anchored in Mā'alaea and Lāhainā Harbors.

### **Diving**

Scuba diving is extraordinary in paradise. For experienced divers, cave and lava tube diving are adventures of the Indiana Jones ilk. Don't miss breathtaking Cathedrals off Lāna'i, hailed by avid divers as one of the best dive spots in the world.

### **Surfing**

Maui has several areas with world-class waves. Mā'alaea and Honolua Bay are two of the best. For those interested in learning, there are many classes offered throughout the island.

### **Windsurfing**

Ho'okipa Beach is the "Windsurfing capital of the world," hosting international championships and drawing hundreds of spectators. Only the pros surf Ho'okipa. Novices should practice at Kanaha, Kīhei and Spreckelsville. Gear can be rented at several sports shops in Pā'ia, Wailuku and Kahului.

### **Zipline**

Experience Maui's natural wonders on a thrilling zipline ride that sends you soaring over gulches and through trees while safely harnessed on a cable. Choose from several courses on Haleakalā or Mauna Kahālāwai (West Maui Mountains).

### **ATV**

Take an ATV Tour and explore Maui's rolling hills and verdant forests on a modern all-terrain vehicle.

*(pau/end)*

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