



Message from Maui Nui

December 2020

## Maui Nō Ka 'Ōi

Aloha Kakou,

What a year it has been! Now as we bid farewell to 2020 and a much anticipated *aloha* to 2021, on behalf of the Maui Visitors and Convention Bureau, I'd like to extend a heartfelt *mahalo* to all of you for your remarkable tenacity. As Hawai'i welcomes mindful travelers back to the Hawaiian Islands, we are so appreciative of our island partners for going the extra mile to ensure safe and new experiences for all of our island guests.

With the goal of giving visitors a more meaningful stay through experiences that connect them deeper to the Hawaiian Islands, the Hawai'i Visitors and Convention Bureau, in partnership with the Hawai'i Tourism Authority have launched Mālama Hawai'i to encourage mindful visitors. In continuing the theme, MVCB has developed a video to convey the importance of being safe and respectful of Hawai'i when it's time to visit. I hope you enjoy the video here: [Malama Maui](#).



We are looking forward to exciting new programs and offerings from our partners and will continue to share the news with you in our bi-monthly Message From Maui Nui newsletters and wanted to wrap up 2020 with our last issue where you'll see that our partners creativity in setting the stage for our visitors' arrival this festive season and into the new year.



## New Offerings

### Four Seasons Resort Maui Welcomes Guests Back with Safety Innovations

Four Seasons Resort Maui at Wailea reopened its doors on November 20 with implementation of its Safe on Maui program ensuring guests a healthy and comfortable environment as they travel and throughout the duration of their stay at the property. Safe on Maui innovations include around-the-clock onsite medical professionals, in-room air purification, a virtual classroom and more. Visit <https://www.fourseasons.com/maui/> or call (808) 874-8000.



### Kā'anapali Beach Hotel Readies to Unveil \$75 Million Property-wide Renaissance

Kā'anapali Beach Hotel will begin to unveil its \$75 million property-wide renaissance "Kealaula" in winter 2021. Its new beachfront restaurant Huihui will open in February and also function as a sailing academy teaching the early Hawaiian skill of wayfinding. The hotel's Papakū South Wing and Kahale Southeast Wing will open with upgraded rooms featuring modern design and a strong sense of culture. Rooms will feature employee-made *makamae* (precious) shadow boxes, with designs including *mākau* (fishhooks), *lūhe'e* (octopus lure) and more. The hotel's refreshed courtyard

now conveys a sense of place and includes edible plants such as *mai'a* (banana) and *'ulu* (breadfruit). Visit <https://www.kbhmaui.com/>.

### **PacWhale Eco-Adventures Offers New Private Ecotour Experience**

PacWhale Eco-Adventures, the social enterprise that helps fund the vital ocean conservation work of the nonprofit Pacific Whale Foundation, is offering a new ecotour opportunity it calls Private Tour Shared Experiences. Guests are invited to take in the small-group ambiance of a private charter allowing them to “share” the experience with a maximum of four groups of two to 10 people each. The cost per group is \$1,500. The more people in your group, the bigger the savings. Visit [www.pacificwhale.org/shared-private-charters](http://www.pacificwhale.org/shared-private-charters), or call (808) 856-8357.

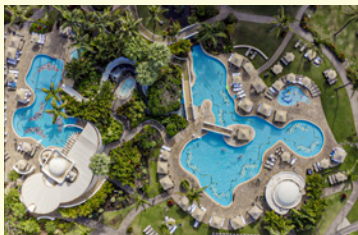


### **Pacific Whale Foundation to Offer Winter Keiki Ocean Camp**

Pacific Whale Foundation is offering its winter break Ocean Camp: From Screen to Sea, a hybrid program featuring curated virtual activities engaging *keiki* (kids) in grades one through five to learn about marine wildlife and the ocean. The sessions are set for December 21-25 and December 28-31, with the added component of an in-person snorkel trip with one parent or adult guardian invited free of charge. A virtual-only session is set for December 28-31, with daily live online engagement and educational activities as well as optional offline science and craft activities. Visit [www.pacificwhale.org/education/ocean-camp](http://www.pacificwhale.org/education/ocean-camp).

### **Move Your Virtual Office or Classroom to Maui with Fairmont Kea Lani**

Travelers can make the Fairmont Kea Lani Maui their home away from home with the resort's 860-square-foot suites, which feature a separated bedroom and living room, each with a large flat-screen television. The suites offer ample space for creating a virtual office or classroom for working or learning with a backdrop of Maui as inspiration. The resort's Earn and Learn package includes 30% off stays of 30 or more nights, weekly food and beverage credit, discounts on dining and cabana rentals, a weekly Hawaiian Cultural Learning Lab, and access to the property's Executive Boardroom for video conferencing. Visit <https://www.fairmont-kea-lani.com/offers/resort/earn-and-learn/>.



### **Fairmont Kea Lani Reimagines Poolside Experience with New Cabana Collection**

Fairmont Kea Lani Maui's three pool decks now boast a new collection of private cabanas for guests. The adults-only serenity pool's luxurious poolside Ali'i cabanas offer 184 square-feet of space and include two lounge chairs, an ottoman, a day bed and a high-top dining table for six. Each also features a retractable overhead shade, ceiling fan and refrigerator to keep occupants comfortable between dips in the pool. Couples will enjoy the designed-for-two

'Elua cabanas while families with kids will find the 'Ohana cabanas at the main and upper pool decks ideal. Visit <https://www.fairmont-kea-lani.com/play/>.

### **Kā'anapali Beach Resort Reopens with “Share Aloha” Music Performances**

After resting and/or renovating for more than seven months, 10 of Kā'anapali Beach Resort's 11 member properties are open again along the resort's beautiful 3-mile stretch of beach. Also open for business are most of the resort area's shops, restaurants and activities. The Kā'anapali Beach Resort Association (KBRA) welcomed visitors back to the resort with two live-streamed “Share Aloha” musical performances on its Facebook page, featuring top Hawai'i musicians Henry Kaponu, Amy Hānaiali'i, Nāpua Greig, Kamaka Kūkona, Cody Pueo Pata and more. Check out the KBRA Facebook page for more “Share Aloha” video stories. Visit [www.kaanapaliresort.com](http://www.kaanapaliresort.com).





### **Maui Chocolate Tour All About Chocolate Tasting and Learning**

The Maui Chocolate Tour is a fun opportunity to taste and learn about chocolate. The 45-minute tour introduces guests to the base chocolates and varieties of Maui Ku'ia Estate Chocolate and explores the company's 50-acre Lāhainā-area cacao farm. Guests are treated to panoramic views of the ocean and cacao fields from the farm's open-air rooftop pavilion. Chocolate tastings – featuring a minimum nine varieties of chocolate – are offered Monday through Friday at 10 a.m., noon and 2 p.m.; and Saturdays at 11 a.m. and 1 p.m. Tours are \$35 per guest. All proceeds from Saturday tours

are donated to the Maui Food Bank. Visit <https://www.mauichocolatetour.com>.

### **Hāna-Maui Resort, a Destination Hotel, Now Open for Guests**

The newly rebranded Hāna-Maui Resort, a Destination Hotel, reopened for guests on November 20. The 66-acre Hāna town resort – and newest addition to the Hyatt Hotels portfolio – overlooks the Pacific Ocean from Maui's rugged northeast coast and features 74 guest rooms, suites, bungalows and family residences. Its amenities include several dining options, a wellness center and an ocean-view spa, as well as immersive adventures and cultural experiences such as helicopter tours, lava-tube explorations, waterfall rappelling, surfing, canoe paddling, wine tastings and tours of tropical fruit farms. Visit [www.hanamauiresort.com](http://www.hanamauiresort.com).



### **Haiku House Expands Offerings to Include Long-term Stays**

Maui luxury vacation rental Haiku House is now offering extended-stay options for travelers seeking accommodations for work vacations, sabbaticals and remote-learning stays. Situated on 20 private and accessible acres, the historic Haiku House offers guests a safe and secluded alternative to the island's busy hotels. It is equipped to accommodate telecommuting and homeschooling, with desks in each of its nine bedroom suites, a separate office and numerous common areas. Visit [www.haikuhousemaui.com](http://www.haikuhousemaui.com).

### **Segway Maui introduces Eco-Friendly Guided Tours of Lāhainā and Kā'anapali**

Segway Maui invites visitors to discover the Lāhainā and Kā'anapali areas of Maui on a Segway PT tour led by a professional guide sharing Hawaiian culture and history. Tour guests rolling their Segways in and around the historic whaling town of Lāhainā will visit historical sites and get tips on shopping and dining. Guests are welcome on the tour whether they've previously operated a Segway or are taking their first ride. Either way, they'll never break a sweat riding the eco-friendly Segway PT. Visit [www.segwaymaui.com](http://www.segwaymaui.com) or call (808) 661-8284.



### **Royal Lahaina Resort Welcomes Guests Back with a \$5 Million Property Upgrade**

Following a \$5-million investment in improvements, Royal Lahaina Resort is welcoming guests back to the property with new guestroom enhancements, including fresh carpeting and paint, and furnishing upgrades. Other improvements to the resort include a lobby makeover and completely reimagined restaurant and lounge experience with accents highlighting unobstructed ocean and beach views. The resort's oceanfront swimming pools

have been redesigned with sparkling blue reflective tiles. And spread out over 27 tropical acres, Royal Lahaina Resort's deluxe beachside cottages now feature new furniture, flooring and décor offering guests a private, intimate getaway. Visit [www.royallahaina.com](http://www.royallahaina.com) or call (800) 222-5642.

### Taverna Restaurant Announces December Reopening

Taverna Restaurant is taking reservations for its reopening, set for December 15. The Kapalua neighborhood restaurant, known for its menu of Italian cuisine, as well as its cocktail and wine program, will reopen with new protocols offering a safe space for diners in an open-air setting. Future plans for Taverna include an upgrading of its spacious patio and a new loyalty program with special experiences and rewards. The restaurant's new weekend brunch – offered Saturdays and Sundays from 9:30 a.m. to 2:30 p.m. – features a specialty menu, entertainment and Chef Roger's "Pop-Up" bakery. Taverna is open daily for happy hour from 3 to 5 p.m., lunch from 11:30 a.m. to 2:30 p.m., and dinner from 5 to 9 p.m. Visit [www.tavernamaui.com](http://www.tavernamaui.com) or call (808) 667-CIAO (2426).

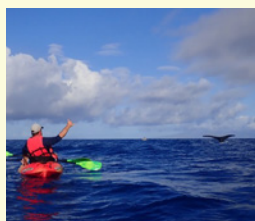


### Aston Kaanapali Shores Reopens Beach Club Restaurant and Bar

The Beach Club Restaurant and Bar at Aston Kaanapali Shores has reopened for takeaway and open-air, oceanside dine-in service, as well as the return of its popular prime rib night and daily 2 to 5 pm. happy hour specials. The Beach Club's weekly specials include 50% off select bottles of wine and \$5 wine-by-the-glass specials on Wednesdays; a 9-oz. prime rib dinner with garlic mashed potatoes and vegetable of the day for \$26 on Thursdays; and \$8 cocktails all-day on Fridays. Visit <https://www.astonkaanapalishoresresort.com/resort-overview/resort-dining/>.

### MauiWine Shifts to Reservation-based, Seated Service

MauiWine has shifted to reservation-based, seated service for groups of up to six people and now requires the wearing of face masks at all times until seated. Guests are invited to order from a menu of tasting flights, wines by the glass, wine cocktails and light food fare. Patrons are still welcome to wander MauiWine's charming property, learn about its historic sites via self-guided maps, and snap photos beneath its centuries-old trees. Guests can also purchase their favorite wines and get their bottles shipped or specially packaged for air travel by MauiWine staff. Visit <https://mauiwine.com/>

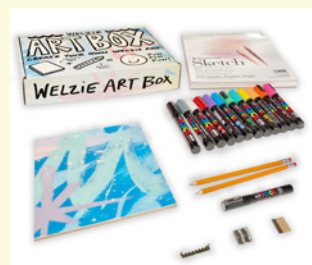


### Hawaiian Paddle Sports Offers Private, Socially-Distanced Whale-Watching Tours

Hawaiian Paddle Sports promises "no motors, no crowds and always a front row seat" on its Maui whale-watching tours. And now, all of Hawaiian Paddle Sports tours are also private, socially distanced and follow current Centers for Disease Control and Prevention (CDC) COVID-19 guidelines. Experience whale watching on Maui with a private kayak tour complete with digital photos included for free. Visit [www.hawaiianpaddlesports.com](http://www.hawaiianpaddlesports.com).

### Hawai'i Surf Artist Launches Signature Welzie Art Box

Welzie, one of Hawai'i's premier fiberglass and resin artists, has debuted his Welzie Art Box just in time for holiday gifting. The approachable DIY box introduces art enthusiasts to the Maui-based artist's self-described "bright and whimsical pieces inspired by his surf lifestyle in Hawai'i." The Welzie Studio in Kihei on Maui's south shore is open by appointment for private studio tours, small-group art classes and commissions. The artist's Welzie Art Gallery at the Andaz Maui at Wailea resort recently reopened on November 15. Visit <https://www.welzie-art.com/>.



**The Westin Maui Resort & Spa, Kā'anapali** recently completed a \$120 million resort-wide transformation, unveiling its centerpiece luxury beachfront guest tower **Hōkūpa'a at The Westin Maui**. Taking its name from the Hawaiian name for the North Star, the new tower features 217 guest rooms and suites with ocean views, modern furnishings and intuitive design elements. Every guest staying in Hōkūpa'a will have exclusive access to **The Lānai**, a welcoming venue on the tower's second level offering culinary, cultural and recreational amenities inspired by the island of Maui. The resort's extensive renovation also includes new restaurants and upgrades to the property's iconic pool playground. Visit [www.westinmaui.com](http://www.westinmaui.com).



## Sports



### **Kapalua Golf Courses Open for Golfers**

Kapalua Golf recently announced current schedules and protocols for its Plantation and Bay Courses. The Plantation Course is currently open for play with limited tee times available while the Bay Course is set to reopen on December 17. The Plantation Course will close to guest play on January 1, 2021, in preparation for The Sentry Tournament of Champions, set for January 6-10. The Kapalua Golf Academy and Driving Range are open for lessons and practice. All Kapalua Golf facilities are operating on limited schedules with

protocols in place to protect the health of golfers and staff. Reservations must be paid for at time of booking via the Kapalua Golf website. Visit [www.golfatkapalua.com](http://www.golfatkapalua.com) or call (877) KAPALUA (527-2582).

### **2021 Sentry Tournament of Champions to Host Limited Number of Ticketed Guests**

The Sentry Tournament of Champions, returning to Kapalua Resort's Plantation Course January 6-10, will host a limited number of ticketed guests onsite due to the continuing COVID-19 pandemic. Tournament organizers have partnered with the PGA TOUR as well as local and state government officials and health authorities to work out a stringent health and safety plan for the annual event. The tournament's Aloha Club, located on the course's iconic 18<sup>th</sup> hole, will be constructed as an open-air, ground-level space designed to focus on social distancing and creating a safe area for everyone. Pro-ams and Honorary Observers spots and groups are still available. Contact Alex Urban at [AlexUrban@pgatourhq.com](mailto:AlexUrban@pgatourhq.com) or call (808) 665-9160.





### UFO Parasail Maui Reopens its Kā'anapali Parasail Location

UFO Parasail Maui recently reopened its Kā'anapali location to finish out its 2020 parasail season. Parasailing is an exciting, family-friendly activity for visitors to experience while in Hawai'i. UFO Parasail Maui sends guests up into the sky to heights between 800 and 1,200 feet then cools them off with a dip in the refreshing Pacific Ocean. Visit [www.ufoparasail.net](http://www.ufoparasail.net) or call (808) 661-7836.

### UFO Inshore Fishing Adventures Now Open

UFO Fishing offers charters ideal for folks who prefer calm waters, keeping operation of its exclusive fishing trips closer to shore in Maui's more tranquil coastline areas. This also means that the company's trips out on the water can be enjoyed by everyone from serious fishermen to families with children and teens, to guests who just want to land decent-sized Maui game fish. Charters depart from West Maui's Mala Wharf daily and all catches are made on light tackle. Your captain will even clean and fillet your catch! Visit [www.mauiinshorefishing.com](http://www.mauiinshorefishing.com) or call (808) 661-7836.



## HAWAII HUNTERS

### Hawai'i Hunters Now Open at Maui Mall

Locally owned and operated since 2012, Hawai'i Hunters is a full-service informational and supportive hunting outfitter focusing on traditional Hawaiian hunting methods and local game. Now open at Maui Mall in Kahului, Hawai'i Hunters offers educational opportunities to learn about local hunting regulations and required licenses, guided hunts, techniques, tournaments and other events. It also offers a wide selection of hunting apparel and accessories, including an exclusive line of branded Hawai'i Hunters items. Visit <https://www.mauimall.com/store/hawaii-hunters/>.

### Dunes of Maui Lani David Leadbetter Golf Academy to Open January 1

Nestled below the West Maui Mountains as they overlook central Maui, the Dunes of Maui Lani David Leadbetter Golf Academy will officially open January 1. Eddie Lee, PGA, has been appointed its Director of Instruction. The training facility is the only Leadbetter Academy in Hawai'i and one of only 10 in the US. Its golf-lesson programming is developed for all abilities, from "beginner to winner." A highlight of the Leadbetter Academy is its offering of video analysis performed by certified experts trained in the technology. Visit <https://leadbetter.com/academy/maui-hawaii/>.



## LEADBETTER. GOLF ACADEMY

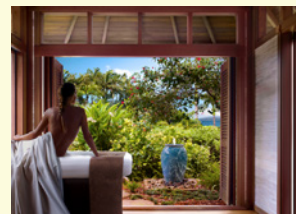


### Cliff House at Montage Kapalua Bay Open for Private Holiday Events

Cliff House at Montage Kapalua Bay is ready to host your memorable holiday celebrations at its picturesque venue perched above the Pacific Ocean. The culinary team at Montage Kapalua Bay is ready to create a menu taking your guests through the flavors of the island. The Cliff House is also an ideal venue for a refreshing catered lunch and a dip in the ocean, or a sunset dinner with a view. Visit [www.montagehotels.com/kapaluabay/gatherings/private-dining/?NCK=8339081353](http://www.montagehotels.com/kapaluabay/gatherings/private-dining/?NCK=8339081353) or call the Montage Kapalua Bay at (833) 908-1353.

### Spa Montage Kapalua Bay Invites Guests to Indulge in Relaxation This Holiday Season

Hawai'i's only Forbes Travel Guide Five-Star Resort Spa is aiming to bring the holiday cheer this festive season as Spa Montage Kapalua Bay presents its "10 Days of Holiday Relaxation." From December 16 through 25, spa guests can celebrate each day with a special promotion. With guest relaxation and renewal in mind, these daily specials include unique experiences and enhancements with purchases. Visit [www.montagehotels.com/kapaluabay/spa/offers/?NCK=8339081353](http://www.montagehotels.com/kapaluabay/spa/offers/?NCK=8339081353) or call (808) 665-8282.





## National Awards and Accolades

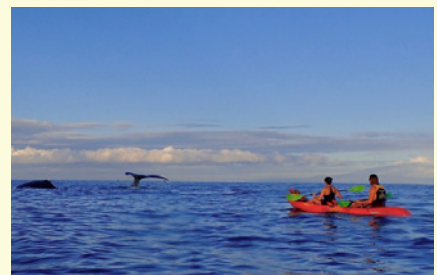


### **Aston Kaanapali Shores Awarded “Loved By Guests” Accolade from Hotels.com**

Aston Kaanapali Shores is a 2020 recipient of Hotels.com’s coveted “Loved By Guests” award honoring hotels and resorts receiving excellent guest ratings and a high volume of reviews on the site. Situated on 10 acres of oceanfront landscape with expansive ocean views, Aston Kaanapali Shores aims to immerse guests in “the quintessential Hawaiian experience.” Its grounds comprise tropical gardens, cascading waterfalls, oceanfront and garden pools, and al fresco dining with views of the islands of Moloka’i and Lāna’i. Visit <https://www.aquaaston.com/hotels/aston-kaanapali-shores>.

### **Hawaiian Paddle Sports Included on USA Today “10Best” Kayaking Tours List**

Hawaiian Paddle Sports recently earned a spot on USA Today’s 2020 “10Best Readers’ Choice” list of Best Kayaking Tours in the U.S. The publication noted that “all tours include free digital photos, snorkeling gear, marine naturalist guides and the use of stable, easy to paddle boats.” Hawaiian Paddle Sports’ offerings include scenic kayak paddling tours of Mākena, West Maui and Molokini. Visit [www.hawaiianpaddlesports.com](http://www.hawaiianpaddlesports.com).



### **Four Seasons Hotels and Resorts Lāna’i Properties Win Prestigious Travel Awards**

It’s awards season on Hawai’i’s secluded island of Lāna’i! Four Seasons Resort Lanai has been named “No. 1 Hotel in the U.S.” by U.S. News and World Report, alongside an appearance by the resort on Conde Nast Traveler’s coveted Gold List and continued presence on the Forbes Travel Guide Star Award winners’ list, where it received a five-star rating. The newly opened Sensei Lanai, A Four Seasons Resort made Travel + Leisure’s 2020 “It List,” which recognizes top new hotel and resort

openings worldwide. Visit <https://www.fourseasons.com/lanai/> and <https://www.fourseasons.com/sensei/>.



Maui offers the best of both worlds, a unique blend of resort sophistication and small town charm. Graced by beaches, sunsets and tropical getaways, romance is always in the air on The Valley Isle.

[VisitMaui.com](http://VisitMaui.com)  
[facebook.com/visitmaui](https://facebook.com/visitmaui)  
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Molokai is a timeless Hawaiian Island unlike any other. Life is simpler here. This is a place where Hawaiian culture and community continue to thrive.

[Molokai-Hawaii.com](http://Molokai-Hawaii.com)  
[facebook.com/molokaivisitorsassociation](https://facebook.com/molokaivisitorsassociation)  
[twitter.com/seemolokai](https://twitter.com/seemolokai)  
#VisitMolokai



The unique accommodations of Hulopo'e Bay and Lāna'i City are just the start. The unexpected discoveries, found while exploring the uncharted roads, feel even more personal on this secluded isle.

[VisitLanai.net](http://VisitLanai.net)  
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