



Message from Maui Nui

January 2020

Maui Nō Ka 'Ōi

Hau'oli Makahiki Hou! As we enter 2020, we are all about setting goals and this year our focus will be on sustainability and how we can leave a positive footprint through sustainable tourism. If you have visited, you'll know that it only takes one look up at Haleakala or down into the pristine ocean waters to understand why it is our *kuleana* (responsibility) to protect and preserve our *aina* (land). We are proud of our many partners who are doing their part to educate and provide opportunities to visitors to learn through aloha.

A new year also welcomes new visitors—the humpback whale that is. Some 10,000 humpback whales have returned to our warm waters and creating quite a splash! From land, sea or air, you can watch them breach and swim with their newborn calves from now through May.



Be sure to share your adventures and whale spotting with us through our social channels and tagging **#VisitMaui**, **#VisitMolokai**, and **#VisitLanai**



New Offerings

Blue Hawaiian Helicopters Launches Heli-Whale Experience Tours

Blue Hawaiian Helicopters recently debuted Heli-Whale Experience Tours on Maui and the Island of Hawai'i. The Maui tour combines breathtaking views of the West Maui mountains and central valley with aerial peeks at ocean locations frequented by Hawai'i's annually-visiting humpback whales. Viewing from the sky means passengers spot more whales than they would from the ocean surface, and is more respectful of the whales' space and environment. For more information, visit www.bluehawaiian.com/en/maui/tours/heli-whale-maui.



Maui Ku'ia Estate Chocolate to Open Retail Store in January

Maui Ku'ia Estate Chocolate is now available for purchase online, with a retail store set to open in late January. Founded in 2015 by former biotech entrepreneur and fulltime West Maui resident, Gunars Valkirs. The chocolatier's goal is producing chocolate on Maui it hopes will be among the world's finest and returning 100% of net profit, in cooperation with its corporate partners, to Maui charities and nonprofits. The company crafts Maui Ku'ia Estate Chocolate – sourced from cacao grown locally on its 50-acre farm – and Ku'ia Estate Chocolate – made with cacao sourced from single-origin family farms in Ecuador and the Amazon rainforest. For more information, visit www.mauichocolate.com.

Introducing The Break at Four Seasons Resort Lanai

The Four Seasons Resort Lanai recently opened its new eatery The Break, welcoming guests with a comfortable space to eat, relax or enjoy a game while taking in views of Hulopo'e Bay. Open early in the day with Hawai'i-sourced coffee and light breakfast items – including pastries, acai bowls, fresh juices and more – the menu at The Break also includes sandwiches, salads and housemade gelato, available to go. As the day winds down, The Break offers shared dishes, cocktails, wine and locally-made beers. Nightcaps at The Break can be paired with desserts, including the eatery's signature *liliko'i* cheesecake. For more information, visit www.fourseasons.com/lanai/dining.

Aqua-Aston Hospitality Encourages Guests to Immerse in Local Culture

Aqua-Aston Hospitality hotel properties Aston Kaanapali Shores and Aston Maui Hill welcome residents and visitors to experience Talk Story, a gathering with local community leaders and opportunity to learn about Hawai'i, inspired by Hawaiian oratory traditions and led by a Hawaiian culture expert. Available by request, the interactive events incorporate traditional Hawaiian greetings, chanting and instruments. Also recently launched, Aqua-Aston's The Green Room sponsorship is a speaker series presented by the Maui arts and ecology organization The Merwin Conservancy aimed at fostering a reverence for language, imagination and nature via a series of Hawai'i arts and ecology salons. Speakers in the series include renowned Hawaiian scholars and U.S. Poet Laureates, with salons presented on January 23 and 30, and March 18 and 20. For more information, visit www.merwinconservancy.org/the-green-room/ and www.aquaaston.com.



Wailea Village Adds More Locally Owned Shops to Retail Offerings

Akamai Coffee, Droplets, and Sabado Art Gallery and Boutique are the newest retail additions to South Maui shopping and dining destination Wailea Village. At Akamai Coffee, Maui residents and owners Byron and Kimberly Brown grow and roast the 100% Maui coffee served. Owner Beate Sykes created her children's shop Droplets to be whimsical, fun and casual, stocked with clothes, gifts and souvenirs made in Hawai'i. And Maui artist Philip Sabado paints art for his Sabado Art Gallery depicting his appreciation of the culture, nature, people, history and mythology of Hawai'i, and retails apparel inspired by his works. For more information, visit thewaileavillage.com.

Four Seasons Maui Offers Guests More Ways to Experience Whales

Right on time for the return of humpback whale-watching season in Hawai'i, Four Seasons Resort Maui at Wailea is offering several ways for guests to experience the majestic mammals. From a private whale-watching tour led by professional photographers the Cesere Brothers, to stand-up paddleboard high-intensity interval training and stand-up paddleboard yoga classes, to land-based sightings from the resort's new Ocean View Cabanas, the Four Seasons Resort Maui at Wailea concierge team will design customized itineraries for every level of whale enthusiast. For more information, visit <https://press.fourseasons.com/maui/>.



Maui Ocean Center Launches New Kauhulu Cultural Talk Series

Maui Ocean Center recently introduced its new Kauhulu cultural talk series, bringing together members of the Hawaiian community to share their knowledge of cultural topics. The Hawaiian word *kauhulu* translates as "the gathering of fish in schools rising from the depths of the ocean to the surface." The first Kauhulu session of 2020 is set for January 30 in the center's Sphere theater and will welcome *kumu* (teacher) Lei Wann of Kaua'i. Wann will share with attendees the *ko'olau* (windward districts') rich history of *limu* (seaweed) and how knowledge of it is being passed on through *āina* (land)-based educational programs. For more information, visit www.mauiocceancenter.com.

New Westin Maui Additions Designed for Family Getaways

A reimagining of The Westin Maui Resort & Spa's 12-acre Kā'anapali beachfront property includes redesigned Beach Tower accommodations, featuring two queen beds or one king bed, sleeper sofa and panoramic glass balconies. The resort's aquatic playground now includes new garden walkways and wildlife, while splashing fun awaits the kids at a brand-new family pool with two slides. Meanwhile, parents can indulge in some downtime at the resort's adults-only pool area, featuring a new plunge pool and whirlpool. For more information, visit www.westinmaui.com.



Fairmont Kea Lani Plants 100 Native Koa Trees on Haleakalā

In honor of Fairmont Kea Lani's holiday season guests, the resort's Planet21 Sustainability team recently planted 100 native acacia *koa* trees on the slopes of Haleakalā volcano in an effort to restore native Hawaiian forest trees to the area. The *koa* plantings will help preserve the 'āina (land) for generations to come and preserve habitats of the island's critically endangered native bird species. To learn more about Fairmont Kea Lani's ongoing sustainability initiatives, visit www.fairmont.com/kea-lani-maui/promotions/environmental-leadership/.



Sports



Wailea Golf Academy Director Named Best Golf Teacher in Hawai'i

Golf Digest magazine recently named Wailea Golf Academy Director of Instruction Claude Brousseau its 2019-20 choice for "The Best Golf Teacher in Your State" for Hawai'i. A PGA Master and author, Brousseau has given more than 20,000 lessons in his career and, according to Wailea Golf Academy, is Hawai'i's only Golf Channel Academy lead coach, AimPoint Level III-certified instructor and VISION54-authorized coach. Located at Wailea Golf Club, the Wailea Golf Academy helps golfers improve their skills in a private setting with scenic views of the Pacific Ocean and Maui coastline. For more information, visit, www.waileagolf.com.



Awards

Burger Shack a Winner in James Beard Foundation Blended Burger Project

The Ritz-Carlton, Kapalua resort recently announced that its own Burger Shack eatery was selected one of five winning restaurants in the fifth annual James Beard Foundation Blended Burger Project. The project challenged restaurants and food service professionals to create a more delicious, nutritious and sustainable burger blending meat and mushrooms. The award-winning Blended Burger is now on the menu at Burger Shack, a resort spot for lunch and cocktails. For more information visit www.ritzcarlton.com/kapalua.





Event Snapshot

JANUARY

Maui Oceanfront Marathon

January 19

www.maui-oceanfront-marathon.com



FEBRUARY

14th Annual Whale Tales

February 14-17

www.whaletales.org



Keali'i Reichel – Kukahi 2020

Feb 15-16

www.mauiarts.org/show-info.php?id=323



MARCH

Daryl Hall and John Oates in Concert

March 29

www.mauiarts.org/show-info.php?id=316



APRIL

28th Celebration of the Arts Festival

April 10, 11

<https://kapaluacelebrationofthearts.com>



MAUI

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

facebook.com/visitmaui

twitter.com/mauivisit

#VisitMaui



MOLOKA'I

Moloka'i is a timeless Hawai'ian Island unlike any other. Life is simpler here. This is a place where Hawai'ian culture and community continue to thrive.

Molokai-Hawai'i.com

facebook.com/molokaivisitorsassociation

twitter.com/seemolokai

#VisitMolokai



LĀNA'I

The unique accommodations of Hulopoe 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.

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