

Message from Maui Nui — December 2022

Maui Nō Ka 'Oi

Aloha Kakou

As 2022 comes to a close and we welcome in 2023, we're delighted to share that Maui Visitors and Convention Bureau (MVCB) has partnered with Raw Elements, the Department of Land and Natural Resources, Maui County Parks and Recreation, Pūlama Lāna'i, Whaler's Village and several community organizations to provide twenty mineral-only sunscreen dispensers at high traffic beaches in Maui County. Raw Elements is an FDA-approved, non-GMO verified and crueltyfree certified brand. They create SPF products with certified organic ingredients. In the spirit of regenerative tourism, these dispensers will be available for free public use, benefitting kama'āina (residents), malihini (visitors) and kai (ocean) ecosystems. This initiative supports the unanimous Maui County Council Ordinance outlawing all non-mineral sunscreens, which went into effect on October 1, 2022. A big "mahalo!" to all of our partners who are helping to keep our ocean, reefs and marine life healthy!

Wishing you and your family a happy and healthy holiday season!



MINERAL SUNSCREEN DISPENSER



New Upcountry Adventures at Four Seasons Resorts Lanai

Horseback riders can canter, lope, walk or trot on Four Seasons Resorts Lanai's new Ranch Custom Equine Experience, a two-hour private ride designed for any experience level. The ride begins at Lanai Ranch at Koele and climbs to more than 2,000 feet above sea level to enjoy stunning views. Another new resort activity is an hourlong Rifle Experience plinking steel flip targets at Lanai Archery and Shooting Range. Like a midway arcade or Old



West-style shooting gallery, the 22 semi-automatic rifle range offers close-range excitement for both advanced and first-time shooters. For more information, visit <u>www.fourseasons.com/lanai/</u><u>services-and-amenities/adventure-center/</u>.



Ho'omaka Hou at Fairmont Kea Lani

Fairmont Kea Lani is readying to unveil its Ho'omaka Hou (A New Beginning) Transformation Project, a reimagination of all of the resort's suites and villas designed to evoke stories of Maui's rich cultural heritage utilizing elements encapsulating the resort's storied location. Designed to "blend ancient Hawaiian tradition with modern elegance," the newly enhanced, expansive layouts of the resort's suites and villas create gathering spaces offering a functional home-like space. All available suites and villas will be finished and awaiting guest arrival beginning January 6. For more information, visit <u>www.fairmont-kea-lani.com</u>.

New Wellness Activities at Andaz Maui

Andaz Maui at Wailea Resort recently unveiled new wellness activities including Mix It Up, a class where guests shake and stir cocktails guided by expert mixologists, and Blend and Balance, which encourages guests to discover the nutritional power of staple foods of the Hawaiian diet — such as bananas, coconut and *taro* — in blended smoothies. Other new resort programs include the Outrigger Canoe Experience, offering guests an opportunity to explore Mōkapu Beach via outrigger canoe, and Walk Story, a



walking tour led by a cultural expert sharing the property's connection to Hawaiian culture. For more information, visit <u>www.hyatt.com/en-US/hotel/hawaii/andaz-Maui-at-Wailea-resort/oggaw</u>.



Hotel Wailea Debuts Poolside Caviar Service for the Holidays

Maui adults-only resort Hotel Wailea, comprising 72 suites spread across 15 tropical acres, is inviting its guests to celebrate the holidays with a playful new culinary offering served poolside. Caviar "bumps" — a dollop of fish roe meant to be eaten off the back of one's hand — will be offered to guests alongside sparkling flutes of Laurent-Perrier champagne throughout the festive season. The new experience is designed to pair well with time spent at the

resort's adults-only pool, where guests can lounge in large, living-room-style cabanas or oversized pool floats. For more information, visit <u>www.hotelwailea.com</u>.

Whalers Village Welcomes New Holiday Season Tenant: It'Sugar

Opening at Whalers Village this winter, It'Sugar is a candy emporium founded in 2006 by candy veteran Jeff Rubin and is one of the largest specialty candy retailers in the world. Known for its "wild and unique sugar innovations that celebrate lighthearted rebellion" at more than 100 locations in the U.S., It'Sugar "aspires to a future where everyone has access to the pure joy that comes from indulging in a world with fewer rules and more sugar." For more information, visit www.whalersvillage.com and www.itsugar.com.







Lumeria Maui's The Wooden Crate Welcomes New Farm-to-Table-Focused Chef

A longtime chef advocate of farm-to-table cuisines, Preston Hope is now leading the kitchen team of The Wooden Crate at Lumeria Maui. While still creating new recipes and refining the restaurant's produce garden, Chef Preston is also excited to nourish the Maui community via his new dinner menu. The Wooden Crate is open Tuesdays through Saturdays, with seatings at 6:30 and 7 p.m. Reservations are highly recommended. A three-course prix-fixe menu is offered at \$65 per diner. To book a reservation, search for The Wooden Crate on OpenTable.



Educational Experiences Offered at Lumeria

Lumeria Maui aims to guide guests toward living their best lives with its world-class yoga facility, healing spa, and weekly wellness and cultural classes. The educational retreat offers complimentary classes to all its guests, including Hawai'i locals with special resident rates starting at \$15 per class. To view weekly class schedules and reservations, visit www.lumeriamaui.com.





Ritz-Carlton Kapalua Shares Stories of Polynesian Wayfinding Guests at The Ritz-Carlton Maui, Kapalua can now take in knowledge about traditional Polynesian wayfinding and celestial navigation through the personal stories of Maleko Lorenzo, a real-life crew member of the renowned Hawai'i voyaging canoe, Hōkūle'a. Stories of Polynesian wayfinding is the resort's newest Hawaiian cultural offering, joining other educational sessions like hula lessons, *lei po'o* (Hawaiian flower crown) making, *lei ki kūpe'e* (flower wristlet) making, *'ukulele* lessons, Hawaiian

cordage crafting, a garden tour, and screenings of the Hawai'i-made short film "Sense of Place" that include a talk story session. For more information, visit <u>www.ritzcarlton.com/maui</u>.

Ali'i Nui Maui Sets Sail with Holiday Season Experiences

All are invited to take the <u>Ali'i Nui Santa Sail</u> charter this holiday season. Kids and adults are welcome on board to spend an afternoon sailing with Santa and enjoy hot cocoa and tasty treats. Santa will read a holiday story for all on board and take photos, assisted by a festive crew of helpers. Digital photos and a special gift for *keiki* (children) are included. The Ali'i Nui Santa Sail charter will be offered from December 18 through 21. Reservations are also open now to celebrate the final night of 2022 on the <u>Ali'i Nui</u>



<u>New Year's Eve Royal Sunset Sail</u>, set for December 31, or spend a romantic evening aboard the Ali'i Nui <u>Valentine's Day Royal Dinner Sail</u>, happening on February 14. For more information or to book a reservation, visit <u>www.aliinuimaui.com</u> or call (808) 875-0333.



Halona Kai Holiday Village to Open at Hyatt Maui Guests and the public are welcome to visit the Halona Kai Holiday Village at Hyatt Regency Maui Resort and Spa, open December 23-25, from 5 to 8 p.m., for holiday music, a delicious buffet, Christmas-themed activities for the family, and a visit by Santa Claus that includes a family photo. The village's nightly treelighting ceremony and the arrival of Santa will be followed by a holiday movie and popcorn at its Snowflake Cinema. Sweet treats will be offered at Mrs. Claus' Bakeshop and Candy Cane Lane. The cost to experience Halona Kai Holiday Village is \$120 per

adult and \$60 per child (ages 3-12). Adult beverages for patrons ages 21 and over will be available for purchase. For more information and to purchase tickets, visit <u>www.hyattregencymaui.com</u>.

Cacao & Sound Ceremony Set for Spa Montage Kapalua Bay

Spa Montage Kapalua By will be offering a deep mediation journey with instructors Christina Felty and Paul Balmer of Shanti Sound Healing on December 29. The experience begins with a light ceremonial cacao drink meant to offer participants a soothing transition during a guided chakra meditation, with the sounds of a water gong, Tibetan singing bowls, drums, rattles and chimes. Tickets for the experience are \$77 per person, and participants must be age 16 years and older. Doors open at 4:45 pm. Reservations are required via Eventbrite or by calling (808) 662-6627. For more information, visit www.montagehotels.com/kapaluabay/spa/offers/.





Evening Holiday Season Yoga Classes Hosted at Maui Ocean Center

Maui Ocean Center is hosting twice-weekly Aquari-Om yoga classes, with a portion of ticket sales supporting the center's Maui sea turtle rescue and coral restoration efforts. Classes happen Tuesdays and Thursdays, now through January 5, with sessions held facing the aquarium's 750,000-gallon Open Ocean exhibit, home to sharks, rays and other marine life. The hourlong classes begin at 5 p.m., after the center closes to the public, allowing participants to experience the exhibit in a

tranquil setting. Aquari-Om classes are \$30 per person for visitors, and \$25 for *kama'āina* (Hawai'i residents) and Nā Hoa Kai members. A \$5 donation from the sale of each ticket is being donated to the rescue and restoration work of the Marine Institute at Maui Ocean Center. To view the schedule or reserve a class, visit <u>www.mauioceancenter.com/aquari-om</u>.

Pacific Whale Foundation Festival to Celebrate Annual Return of Humpback Whales

Pacific Whale Foundation (PWF) is celebrating winter whale season in Hawai'i with events for *keiki* (kids) and adults. Its

2023 Maui Whale Festival's Race for Whales is set for February 1-28, encouraging any sustained movement trackable in miles — running, walking, biking, etc. — between these dates, in support of the nonprofit's ocean conservation efforts. To earn a medal, the public is invited to purchase T-shirts or complete 43 miles in recognition of PWF's 43 years of ocean protection work. Additional PWF offerings for whale season include free weekly virtual whale watches open to all (donations are suggested), a virtual *keiki* whale watch tailored to school groups, and a community beach cleanup. For more information, visit <u>www.pacificwhale.org/mauiwhalefestival</u>.





Annual Whale Tales Event Set to Return In-Person in February The public is invited to join leading scientists, photographers, conservationists and storytellers at the 17th annual Whale Tales, returning this year to an in-person format, February 17-20, at The Ritz-Carlton Maui, Kapalua. The event will welcome marine scientists from Central America, Mexico, the Philippines, Japan and Hawai'i for a comprehensive update on humpback whales of the North Pacific. For more information, visit <u>www.whaletales.org</u>.

Awards & Accolades

Sensei Lana'i, A Four Seasons Resort Honored as No. 1 Resort in Hawai'i by Condé Nast Traveler

Sensei Lanai, A Four Seasons Resort was recently named No. 1 Resort in Hawai'i in Condé Nast Traveler's 2022 Readers' Choice Awards. The adults-only retreat aims to offer an ideal setting for guests to commit to personal wellness and learn daily practices allowing them to live longer, healthier lives. Guests dine at Sensei by Nobu, enjoy complimentary fitness and wellness classes, relax in a 1,000-square-foot private spa hale (house) with therapeutic treatments, and



delve deeper in one-on-one sessions with Sensei Guides and practitioners with degrees in exercise science, nutrition, yoga and mindfulness. To learn more, visit <u>www.fourseasons.com/sensei</u>.



Sentry Tournament of Champions Arrives January 4-8, 2023 Join the Sentry Tournament of Champions in celebrating Maui's 25th year hosting this historic PGA TOUR event at The Plantation Course at Kapalua. This iconic Maui tournament kicks off the TOUR's calendar year with one of the most accomplished fields in golf. From golf enthusiasts to families, there's a ticket option for everyone! Visit SentryTournamentOfChampions.com for more information.

Mālama Hawai'i

PacWhale Eco-Adventures Finders Free Program Seeking Community Scientists

From now through April 21, PacWhale Eco-Adventures is inviting community scientists to submit high-resolution whale fluke photos taken onboard a PacWhale Whale watch ecotour for a chance to receive a complimentary future excursion. The tour company's Finders Free program, offered in partnership with ocean conservation organization Pacific Whale Foundation, supports the nonprofit's research programs by collecting images of humpback whale flukes — the underside of a whale's tail — and utilizing the photos to document re-sightings of previously identified and cataloged whales. For more information, visit <u>www.pacificwhale.org/cruises/maui-whalewatch</u>.

Kōkua Sun Care Offers Maui-Compliant Line of Reef Safe Sunscreens Kōkua Sun Care is a Hawai'i-based reef-safe sun care company offering non-nano, zinc-based sunscreens fortified with extra antioxidant-rich Hawai'i-grown botanicals fully compliant with Maui's mineral sunscreen law. The company's SPF 50 contains 25% non-nano zinc oxide, which it says is best for the beach, sports and for kids. Kōkua Sun Care's SPF 30 tinted daily moisturizing sunscreen contains 18% non-nano zinc oxide and is formulated for everyday use and an active outdoor lifestyle. The company says both products apply like a smooth lotion, remain on skin, do not sting the eyes, and provide 80 minutes of water resistance. Bulk orders and gift packs are available. For more information or to purchase sunscreen, visit www.kokuasuncare.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.

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Moloka'i

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

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Lāna'i

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.

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