



Message from Maui Nui — June 2023

Maui Nō Ka 'Ōi

Aloha Kakou,

Summertime on Maui for 2023 is filled with fresh new offerings from our partners, the opportunity to discover our local culture, as well as to explore beautiful parks. For those who are planning on visiting 'Īao Valley State Monument Park, it recently became the fourth Hawai'i state park to require advance reservations for out-of-state visitors.

The new reservation system is helping to mitigate environmental impacts and protect the site's natural and cultural resources in the valley caused by sustained foot traffic while reducing vehicle congestion in the park and surrounding neighborhoods. The implementation of this system delivers on one of the community's top priorities to manage tourism which residents articulated in the Maui Nui Destination Management Action Plan (DMAP). For more information and to make a reservation to visit 'Īao Valley State Monument Park, as well as Wai'ānapanapa State Park, visit <https://gostateparks.hawaii.gov/>.





New Offerings

The Four Seasons Resort Lanai Debuts Mahina Spa Ritual

Four Seasons Resort Lanai — home to the Lanai Observatory — recently introduced its **Mahina Spa Ritual** celebrating the waning moon, a period some believe allows for the releasing of all things not serving one's emotional and spiritual state. Guests taking part in the spa ritual journal their thoughts on paper, which is then burned to provide a metaphorical release. The spa ritual continues with a Hawaiian-salt foot bath infused with detoxifying herbs, Hawai'i spirulina, algae and essential oils with a goal of improving cognitive function, cleansing and calming. The experience ends with a full-body exfoliation, mud wrap and massage meant to release toxins and stimulate the spirit. For more information, visit www.fourseasons.com/lanai/spa/signature-treatments/mahina-ritual-2/?sicmp=shpcartspacarousel.



New Rest & Recovery Program Unveiled at Sensei Lanai, a Four Seasons Resort

The adults-only Hawai'i wellness retreat Sensei Lanai, a Four Seasons Resort, recently unveiled its new **Rest and Recovery** program designed to help guests "restore balance in the mind and body, create space for self-reflection and develop a framework for managing stress in their everyday life, whether from the workplace, major life events or one's lifestyle among others." The program specifically aims to

equip participants with tools to manage chronic stress, improve sleep and channel breathwork through gentle cognitive exercises, key biomarkers, relaxing spa treatments and private coaching sessions. For more information or to make a reservation, visit www.fourseasons.com/sensei/offers/rest-and-recovery-program-for-one/.

Alii Nui Set to Offer Fourth of July Fireworks Sail

Step aboard the Maui sailing catamaran **Alii Nui** for an exclusive Fourth of July sailing expedition combining food and panoramic ocean views. The special July 4 event will pair Alii Nui's Royal Sunset Sail with an upgraded food menu, full bar and spectacular fireworks show over Lāhainā. For more information, visit www.aliinuimaui.com/July-4th.



The Ritz-Carlton Maui, Kapalua, Hosts Kapalua Concert Series

Catch some of Hawai'i's top musicians at an intimate monthly concert series at The Ritz-Carlton Maui, Kapalua, this summer. The resort's **Kapalua Concert Series**, set for the first Friday of the month at the newly reimagined Alaloa Lounge, will feature performances by Tavana on July 7, Ron Artis II on August 1 and Brother Noland on September 1. For more information, visit www.ritzcarlton.com/maui.

Burger Shack Serving Up New Mai Tai Milkshake

Looking for a refreshing summer cocktail to complement an afternoon in the sun? The Burger Shack is now serving up its **Mai Tai Milkshake**, a twist on the classic tropical cocktail. You'll find the Burger Shack located oceanfront at D.T. Fleming Beach. To view its full menu, visit www.burgershackkapalua.com.



Maui Ocean Center Launches New Hawaiian Culture and Plant Tour

Maui Ocean Center's new Hawaiian Culture and Plant Tour is a multi-sensory experience: smell the subtle fragrance of the *pōhinahina* leaf; learn and recite 'ōlelo no'eau ā (Hawaiian proverbs); use a *pōhaku ku'i 'ai* (poi pounding stone) to mash *kalo* (taro); and taste an assortment of crops originally brought to Hawai'i by Polynesian settlers. This innovative, hands-on tour is one of the many ways that Maui Ocean Center is redefining what an aquarium can be. The 90-minute tour was developed with the support of Maui Nui Botanical Gardens in Kahului. Visit www.mauioceancenter.com for more information and to book your tour.



Culture, Sustainability, Agritourism, Voluntourism and Mālama Activities



Get Involved with Hawai'i Land Trust Volunteer Days

The Hawai'i Land Trust (HILT) hosts **Volunteer Days at Waihe'e Coastal Dunes and Wetlands Refuge** most Fridays from 8 a.m. to noon and on the third Saturday of the month from 8 to 11 a.m. HILT also offers free Talk Story on the Land guided hikes with its Chief Conservation Officer Scott Fisher at Waihe'e Coastal Dunes on September 8 and at Nu'u Refuge in Kaupō on July 14. Visit www.hilt.org/get-involved or call (808) 744-2462 for updated volunteer day schedules, waiver forms and additional details.

Jean-Michel Cousteau's Ambassadors of the Environment Offers Summer Ecotours

Jean-Michel Cousteau's Ambassadors of the Environment at the Ritz-Carlton Maui, Kapalua, has added more eco-tour programming for Maui visitors this summer. Highlights for *keiki* (children) include the activities "The Fires of Pele," "Life at The Edge of the Sea," "Turtle Tracks" and "Introduction to Snorkeling." Adult and private excursions are also available. For more information, visit www.ritzcarlton.com/maui.



Aston Kā'anapali Shores Partners with Surfrider Foundation on Eco-Friendly Solutions

Aqua-Aston Hospitality's 10-acre oceanfront **Aston Kā'anapali Shores** recently partnered with the **Surfrider Foundation Maui** Chapter to reduce the usage of single-use plastics through its Rise Above Plastics on Vacation program. The new program encourages the hotel's guests to practice responsible travel by carrying a reusable water bottle, refusing plastics, supporting local businesses practicing care for the environment, and performing other eco-friendly tasks. Working with the Surfrider Foundation's mission of preserving Hawai'i's landscapes and surrounding ocean for generations to come, Aston Kā'anapali Shores provides guests with refillable water bottles and access to numerous on-site water stations. The resort also converted to bulk bathroom amenities from Hotel Emporium and worked with Maui Nui Marine Resource Council's Reef Friendly Landscaping Certification Program to prevent pollution runoff by switching to organic alternatives. For more information, visit www.aquaaston.com/hotels/aston-kaanapali-shores.



Experience Polynesian Culture at Montage Kapalua Bay's Sunset Luau

The Sunset Luau at Kapalua Bay aims to offer its visitor and resident attendees a more intimate and personal Hawai'i lū'au experience.

Lū'au guests enjoy food delicacies procured from mountain to sea, and Hawaiian and Tahitian entertainment, all presented outdoors and under the stars. Guests can opt to begin their evening with a hand-crafted Mai Tai cocktail — or mocktail — before enjoying two hours of culturally inspired performances, including a Samoan fire-knife dance grand finale from Manutea Nui E, a family-owned and operated

entertainment and production company specializing in Polynesian music and dance. The Sunset Luau at Kapalua Bay is offered on select Tuesdays and Thursdays throughout June and the summer season. For more information, visit www.montagehotels.com/kapalubay/sunset-luau/.

Nick's Fishmarket Celebrates 25 Years

Celebrating 25 years, **Nick's Fishmarket** offers a world-class dining experience in Wailea. Executive Chef Maka Kwon works with local fishermen, farms and vendors to ensure every bite takes you on the journey down the seafood tale of our beautiful island. Owned and operated by AMP Restaurants, the restaurant is located on the ground level of the Fairmont Kea Lani, with a stunning patio area to watch the sunset. Enjoy a signature cocktail at the newly renovated bar or host your next social or corporate event on the lanai. For reservations and additional information, visit www.nicksfishmarketmaui.com.



Experience One of Maui's Finest Steakhouse Inside Hyatt Regency Maui Resort & Spa

Son'z Steakhouse is the premier steakhouse on Maui's west side, serving both locals and visitors in Lāhainā inside the Hyatt Regency Maui Resort & Spa. Owned by renowned restaurateur Aaron Placourakis, the steakhouse offers an elegant dining experience featuring some of the finest cuts of beef available, like the filet mignon, New York strip, porterhouse and Tomahawk ribeye.

Along with steak, the menu features a variety of pasta, seafood, salads and one of the most stunning wine cellars on the Island. For reservations and additional information, visit www.sonzsteakhouse.com.



National Awards & Accolades

Sheraton Maui Named Best Hotel in Hawai'i in 2023 USA Today 10Best Readers' Choice Awards

Sheraton Maui Resort and Spa was recently named Best Hotel in Hawai'i in USA Today's 2023 10Best Readers' Choice Awards. The resort was selected for its ocean-view rooms, lagoon-style pool and Kā'anapali Beach location, as well its 23 explorable acres neighboring Lāhainā. To view the full awards list, visit www.10best.com/awards/travel/best-hotel-in-hawaii-2023/.



Maui Ocean Center Places Second for Best Family Attraction in 2023 USA Today 10Best Readers' Choice Awards

Maui Ocean Center placed second for Best Family Attraction in USA Today's 2023 10Best Readers' Choice Awards. Maui Ocean Center is home to one of the largest displays of live Pacific Ocean corals in the world and is a fun, family-friendly place to come face-to-face with a variety of Hawai'i marine life. To view the full awards list, visit www.10best.com/awards/travel/best-family-attraction-in-hawaii-2023/.

Kā'anapali Beach Wins Multiple Honors in TripAdvisor's 2023 Travelers' Choice Best of the Best Awards

Kā'anapali Beach was awarded the title of No. 1 Beach in the U.S. and No. 10 Beach in the World in TripAdvisor's 2023 Travelers' Choice Best of the Best Awards. The awards honor travelers' favorite destinations, hotels, restaurants, things to do and more based on reviews and opinions collected from travelers and diners around the world by TripAdvisor over a 12-month period. The award considers the quality and quantity of traveler reviews and ratings and ranks the best accommodations, destinations, beaches, attractions, restaurants, airlines and experiences in specific categories and geographic areas as rated and reviewed by travelers. To view the full awards list, visit www.tripadvisor.com/TravelersChoice.



Wailea Golf Club Courses Lauded by Golfweek

The picturesque Gold and Emerald courses at **Wailea Golf Club** on Maui were again ranked among the top in Hawai'i in Golfweek's 2023 list of the best courses in each U.S. state. Based on reviews from the publication's nationwide network of raters, the prestigious honor has been awarded to Wailea's Gold and Emerald courses every year since 2014. Including its Blue Course, Wailea Golf Club offers 54 holes and two full-service pro shops making it the largest golf resort in the Islands. For information and tee times, visit www.waileagolf.com.

Alii Nui Sailing Charters Named One of the Top 10 Best Tour Companies in Hawai'i

Alii Nui Sailing Charters was recently named one of the Top 10 Best Tour Companies in Hawai'i in USA Today's 2023 10Best Readers' Choice Awards. Alii Nui was the only tour company on Maui to place in the category's Top 10. The Alii Nui is a 65-foot custom built sailing catamaran offering everything from snorkel sails to whale watching and sunset dinner sails. To view the full awards list, visit www.10best.com/awards/travel/best-tour-company-in-hawaii-2023.





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.

Molokai-Hawaii.com

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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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