



Message from Maui Nui — May 2024

Maui Nō Ka 'Oi

Aloha kākou,

As Maui springs into summer, this May edition of Message from Maui Nui is chock full of new and exciting happenings this season direct from our partners. You'll find that there's a positive momentum in the number of creative and energizing events and experiences. As we continue to build on our messaging that "Maui is Open" and to uplift our local Maui businesses with compassion and respect, we invite you to come experience and support Maui Nui.

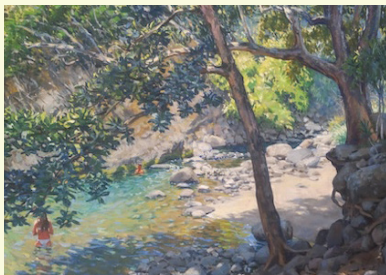
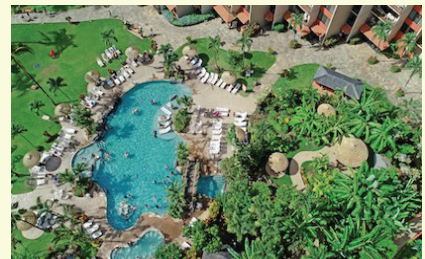
— *MĀLAMA* —
MAUI



Mālama Maui

Aqua-Aston Hospitality's Mālama Maui

Following the devastating August 2023 Maui fires, traveling to the island is more important than ever as tourism is the largest source of private capital for Hawai'i and supports the livelihood of most locals. Hawai'i hotel management group Aqua-Aston Hospitality's new [Mālama Maui](#) offer (available until May 16, 2024) is allowing guests to travel affordably (25% off + complimentary room upgrade) to the island while prioritizing [mindful tourism](#). Aqua-Aston continues to be a leader in sustainable tourism advocating for reef-safe sunscreen use, reducing single-use plastic, providing cultural immersion experiences on-site and more. For more information, visit www.aquaaston.com.



Hui No'eau Presents New Exhibition Honoring Village Galleries of Lahaina

Hui No'eau is honored to collaborate with Village Galleries to present New Directions: A Village Gallery Showcase. This invitational exhibition features the work of 23 Maui artists represented by Village Galleries, a fixture of Lahaina town since 1970 tragically lost in the recent Lahaina fires. This exhibition celebrates the strength and resilience of Maui artists and the unwavering spirit of the Maui arts community. New Directions will be displayed May 31 through July 27 at Hui No'eau Visual Arts Center in Makawao. Tahitian Pearls Hammered Cuff Workshop is offered on June 8, 2024 and The Ti Leaf and Kauna'oa Lei Workshop event is taking place on June 21, 2024. For more

information, visit www.huinoeau.com/exhibitions.

Sheraton Maui Launches "Mālama at Your LEIsure" Initiative

In collaboration with local lei artist Danielle Kincaid, Sheraton Maui is offering commemorative *leis* to resort guests who donate a minimum of \$100 upon check-in at the front desk to the [Maui Imua fund](#). Crafted by hand, the *leis* are made from Burmese wood beads and flower petals molded from polymer clay, featuring pink flowers symbolic for the Maui flower: *Lokelani* (heavenly rose). One hundred percent of each donation goes towards the Maui Imua fund created by Kyo-ya Hotels & Resorts to provide financial assistance to resort associates impacted by the wildfires. For more information, visit www.charitableventuresoc.org/aloha-for-sheraton-maui-relief-fund/.





New Offerings



Elopements at Sensei Lanai, A Four Seasons Resort

Couples seeking a secluded tropical paradise for an intimate nuptial event can a serene, adults-only setting for elopements or vow renewals, with ceremonies in a stunning 1,000 square foot private spa hale set amongst botanical gardens studded with monumental artworks. The [experience](#) includes an officiant, florals, photography, welcome amenity as well as an Art of Massage Master Class for two with an additional 30 minutes to enjoy hale facilities, a shared 1:1 well-being session focusing on nutrition, fitness, yoga or other practices and a five-course omakase dinner for two with

wine pairing at Sensei by Nobu. For more information, visit www.fourseasons.com/sensei/landing-pages/property/elopement-or-vow-renewal-package/.

Pop the Question at Four Seasons Resort Lanai

Will they say yes? gets a little easier with a new collection of [proposal experiences](#) from Four Seasons on Lānaʻi such as a private stargazing session at the Lanai Observatory, a floral-wrapped arch overlooking a gorgeous bay or a private catamaran tour. Adventurers can jump into love on a zipline, on a sunrise hike or propose underwater on a scuba dive. Add in a variety of amenities, photography and special touches for the perfect proposal. Prospective newlyweds can craft their own special moment, on the beach, the golf course, on horseback and more. For more information, visit www.fourseasons.com/lanai/weddings/proposals/.



Tales of the Kapa Moe - New Luxury Lūʻau and Dinner Show

The Ritz-Carlton Maui, Kapalua is delighted to showcase its latest offering, Tales of the Kapa Moe, a brand-new *lūʻau* and dinner show. This one-of-a-kind feast for all senses immerses guests in a magical journey through Hawaiʻi's captivating stories, culture and traditions. Located in the newly renovated Aloha Garden Pavilion, Tales of the Kapa Moe showcases authentic Hawaiian chanting and hula, beautifully handmade costumes, an aerial performance, and a dramatic fire knife dance. For more information and reservations, visit www.ritzcarltonmauihawaii.com.

Kapalua Concert Series – Every First Friday

Discover Hawai'i's top musicians at an elevated, intimate concert showcase at The Ritz-Carlton Maui, Kapalua. The resort's complimentary Kapalua Concert Series takes place every First Friday at the newly reimagined Alaloa Lounge. Guests can look forward to an evening of live music, along with exquisite cocktails, sumptuous sushi, and sweeping ocean views. Upcoming performances include Tavana, Thunderstorm Artis, and Wilmont Kahaiali'i. For more information, visit www.ritzcarlton.com/maui.



Maui Coast Hotel Unveils Kai Tower Renovations

Maui Coast Hotel, which has been a cornerstone of Kihei in South Maui since 1992, is unveiling its new 162-room brand-new Kai Tower and is accepting reservations for stays beginning June 1, 2024. In addition to the sleek and modern rooms and suites, the cherished hotel will be simultaneously unveiling a new pool deck with a lavish infinity pool and private cabanas. Adding to the fare served by Kihei Caffe and Hanohano Pool Bar, foodies can look forward to the addition of island-favorite Miso Phat Sushi as well as a poolside food truck serving up street tacos, nachos and poke bowls. Set perfectly on the doorstep of Maui's allure, and just steps from the white sands of Kama'ole Beach Park, Maui Coast Hotel's unparalleled convenience makes it the perfect place to set out for an exhilarating day of snorkeling, swimming, surfing, or golf, capped off by an unforgettable evening of dining and entertainment. Experience Maui Hawai'i's culture and true aloha spirit! More For more information, visit mauicoasthotel.com.

Wailea Beach Resort Debuts Sundeck Garden Oasis Collection

With **12 rooms** and **2 suites**, the Sundeck Garden Oasis Collection Introduces a new way to luxuriate in island-style outdoor living, offering a hidden escape to tranquility. Each private garden oasis features an expansive lanai appointed with an outdoor bathtub and shower with lush amenities, and a firepit lounge area for rest and relaxation during cool nights. Guests may add on exclusive in-room spa treatments including massages through the **Bath Butler menu** by Mandara Spa, providing a rejuvenating and revitalizing experience like no other. For reservations, visit www.waileabeachresort.com.



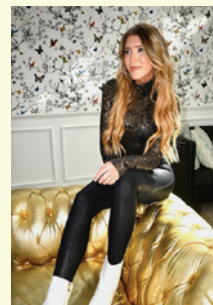
Segway Maui Announces Grand Opening of New Location in Kahului

After overcoming adversity following wildfires that devastated their previous location, Segway Maui proudly announces the grand opening of their new facility in Kahului, located at 310 Alamaha Street. Operating under the new name "E-Moto USA," Segway Maui is excited to continue serving the local community with their eco-friendly transportation solutions. Tours and rentals will no longer be offered; instead, E-Moto will continue selling electric vehicles, tires, and accessories, including riding gear, and providing service and maintenance.

Since its establishment in 2011, Segway Maui has provided over 10,000 Segway tours to enthusiasts from around the world. Committed to offering innovative and sustainable transportation options, despite the challenges faced after the wildfires last August, the team at Segway Maui remains dedicated to their mission of providing eco-friendly mobility solutions that contribute to a cleaner, greener environment. For more information, visit www.e-motousa.com.

Nashville Nights at Hyatt Regency Maui Resort & Spa

[Hyatt Regency Maui Resort and Spa](https://www.hyatt.com/hyatt-regency/en-US/oggrm-hyatt-regency-maui-resort-and-spa), the first destination resort in the world, announces the launch of the Nashville Nights, a songwriter's series featuring a stellar lineup of talented artists from the Music City. The series is once a month for the next six months and promises unforgettable evenings filled with soulful tunes offering guests a unique opportunity to experience the magic behind the music on the beautiful island of Maui. The inaugural show is scheduled for April 27th, with performances by renowned artists Grace Shriver and Noel Bisesti. For more information, visit www.hyatt.com/hyatt-regency/en-US/oggrm-hyatt-regency-maui-resort-and-spa.

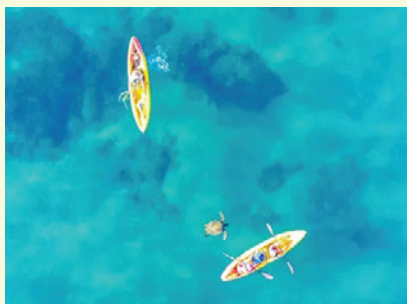
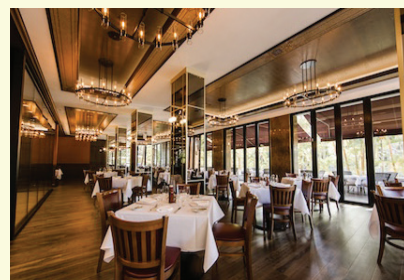


Kūkahī Tower Refreshed at Westin Maui

The Westin Maui Resort & Spa, Kā'anapali marked the completion of its \$160 million transformation with the complete renovation and rebranding of the Ocean Tower into Kūkahī Tower. Guests will enjoy a refreshed design that combines simplicity and elegance, brought to life by a natural palette. Clean lines, rich wood finishes, and subtle contrasts woven throughout the textile selections create a calming and sophisticated atmosphere. Each room features bespoke artwork and woven area rugs designed specifically for Kūkahī. Incredible ocean views expand the living space and cement the experience. For more information, visit www.westinmaui.com.

Wolfgang's Steakhouse Grand Opening at The Shops at Wailea

Experience culinary excellence at Wolfgang's Steakhouse, now open at The Shops at Wailea. With its long-awaited debut on Maui, indulge in an unparalleled dining journey crafted by founder Wolfgang Zwiener, spanning over five decades of expertise. Discover the epitome of American chophouse dining with USDA Black Angus Prime Beef, fresh seafood, and a curated wine selection. Impeccable service and classic ambiance await, inviting locals and visitors to savor every moment. Open Monday through Sunday from 5:00 to 9:30 p.m., elevate your dining experience at Wolfgang's Steakhouse, where tradition meets innovation in every bite. For reservations, visit www.opentable.com/r/wolfgang-s-steakhouse-maui-kihei.



Montage Kapalua Bay Debuts New Experiences in Time for Summer Travel:

Discover a world of thrilling aquatic adventures at Montage Kapalua Bay just in time for summer!

- **Kapalua Bay Shore Dive** – PADI Certified Instructors will assist in a customized gear fitting and provide a detailed dive plan that takes into account ocean conditions and individual group needs. After, guests can venture into the ocean for an unforgettable dive and a chance to encounter Kapalua Bay's resident marine life (sea turtles, moray eels, white tip reef sharks and majestic eagle rays).
- **Kayak Eco Tour** – On the crystal-clear waters of West Maui, experience a diverse range of local marine life and a chance to encounter sea turtles, dolphins, tropical fish and the seasonal whale population. As you paddle along the coastline surrounding Kapalua Bay, admire stunning views of lush tropical foliage, volcanic rock formations and a vibrant bird population.
- **Intro to Scuba Diving** – an ocean immersion for beginner divers. An experienced instructor with the PADI Discover Scuba Program will lead a brief lesson on the fundamentals of scuba diving and teach guests essential practices to explore Maui's waters during an in-water skill session in the tranquil Kapalua Bay waters. With these skills, dive deeper and spend time beneath the surface. The maximum depth at the dive site is between 30 and 40 feet, making it an ideal location for beginners.

For more information, visit <https://www.montage.com>.

Maui Chocolate Tour Reopens at Maui Ku‘ia Estate Following Lahaina Wildfires

Following the impact of the Lahaina Wildfires in August 2023, Maui Chocolate Tour will reopen its immersive cacao farm experience this month. Guests can once again enjoy a captivating journey through the Maui Ku‘ia Estate cacao farm and the largest chocolate factory in Hawaii where tours are available daily. Led by an expert guide, visitors will be transported to the private cacao farm situated in the serene foothills of the West Maui mountains. Spanning more than 20 acres of lush cacao trees, the tour provides a comprehensive journey from “farm to bar” through the chocolate-making process. Engaging activities include interactive and educational sessions that showcase cacao tree insights, hands-on harvesting techniques, culminating in an indulgent and exclusive 9-piece tasting of Maui Ku‘ia Estate’s award-winning chocolates. In addition to the farm tour, a new behind-the-scenes offering will be launched called “The Chocolate Factory Experience.” The 90-minute tour offers a look inside the Maui Ku‘ia Estate Chocolate factory and how Lahaina-grown cacao is turned into chocolate, led by Founder and CEO Dr. Gunars Valkirs himself. For more information, visit www.mauichocolatetour.com/.



Sports



9 Hole Course at Kā‘anapali Kai Golf Course

The Kā‘anapali Kai Golf Course is pleased to offer a limited time 9-hole golf course experience, offering a beautiful setting with views of the Pacific Ocean and the West Maui Mountains. The course features holes 1, 4-6 and finishing with holes 14-18 with lush fairways, challenging holes, and stunning scenery, making it a popular choice for both

seasoned golfers and those looking to enjoy a shorter round of golf. The Kai Course complements the nearby Royal Kā‘anapali Course, offering players a variety of golfing experiences in a picturesque Hawaiian setting. For more information, visit www.kaanapaligolfcourses.com/the-kaanapali-kai-course.



Culture, Sustainability, Agritourism, Voluntourism and Mālama Activities

Hawaiian Cultural Programming at The Ritz-Carlton Maui, Kapalua

Immerse yourself in the spirit of aloha with experiences rooted in the culture, traditions and history of Kapalua and Maui. Guests can take *hula* lessons, learn how to weave native cordage, participate in the Sense of Place historical presentation, create a *lei po'o* (Hawaiian flower crown) with fresh flower *lei*, and enjoy a sunset cultural ceremony. For more information, visit www.ritzcarlton.com/maui.



Mālama Pono with Pacific Whale Foundation

Mālama Pono is a program that allows *kama'āina* (residents), visitors, and PacWhale/PWF staff, to immerse themselves in Maui's sacred 'āina, culture, and community. Our program was created to encourage and perpetuate destination stewardship while inviting our staff and members of our community to get connected with where we call home. Please join us for a Mālama Pono opportunity with our amazing partners who educate participants on food sovereignty, identification of native and invasive species, cultural connection and so much more. Other upcoming *mālama* events with Pacific Whale Foundation include:

- [Ma'alaea Harbor cleanup](#) on May 4th, 9:00 - 11:00 a.m.
- [For Da Keiki: World Ocean Day, Education and Resource Fair](#) on June 8th, 10:00 a.m. - 2:00 p.m.

For more information, visit www.pacificwhale.org/malama-pono/.

Tour of the Stars at Hyatt Regency Maui

Our guests think that our Tour of the Stars experience is out of this world! Led by Astronomy Director, Eddie Mahoney, Tour of the Stars allows guests to experience Maui's clear skies with a night of stargazing and the resort's rooftop astronomy program. Starting April 11, Hyatt Regency Maui will have the programming every night of the week at 8:00 p.m., 9:00 p.m., and 10:00 p.m. Astrophotography Workshops are by request. For more information, visit [Hyatt Regency Events & Attractions](#).



New Haleakalā Private Tour Includes Crafting Your Own Lei

Unique Maui Tours has launched a new tour to its portfolio—Haleakalā & Hawaiian Craft. Hawaiian Cultural Practitioner Nan will accompany guests on this exclusive tour and delight them with local stories and legends as they visit Haleakalā National Park. After enjoying the breathtaking 360° views from this sacred place, guests will settle down for a picnic lunch, and create their own keepsake—a traditional Hawaiian *tī* leaf *lei*—under the expert guidance of Aunty Nan. Offered every Monday. To book, call (844) 550-6284 or visit www.uniquemaui.com.

Tuberose with Rose Lei Workshop at Maui Pineapple Farm

Indulge in an enchanting floral experience at the Tuberose with Rose Lei Workshop on Thursday, May 9, from 4:00 - 6:00 pm, hosted at the scenic Maui Gold Pineapple Farm. Enjoy complimentary refreshments including pineapple water and mango pineapple iced tea, or BYOB. Embark on a two-hour journey with floral design artist Caitlyn Madrid, as she guides you through crafting a tuberose and rose single strand *lei*, just in time for Mother's Day. With all materials provided and private transportation to our secluded event deck, relish panoramic sunset and ocean views as you create your own masterpiece. For more information and booking, visit mauifarmevents.com.



Coral Nursery Now Part of Maui Ocean Center Tour

Maui Ocean Center's new coral nursery is now featured on the aquarium's Behind the Scenes tours. The nursery showcases 32 species of coral, many of which are rare and endemic. In addition to viewing and feeding coral, guests on the tours get a closer look at how Maui Ocean Center cares for the marine life at the aquarium. The hour-long tours start at 11:30 a.m. and 1:30 p.m. Mondays, Wednesdays, Thursdays, Fridays and Saturdays. For more information and reservations, visit www.mauiocencenter.com.

Wailea Golf Rolls Out Plastic-Reduction Initiative.

As part of its ongoing commitment to softening its footprint, Wailea Golf Club is rolling out a new plastic-reduction initiative in May. Customers checking in for their tee time will receive a complimentary reusable aluminum water flask that can be filled at filtered water stations or coolers located at multiple sites on all three courses and at both clubhouses. The eco-conscious program is estimated to reduce the consumption of single-use plastic water bottles by approximately 120,000 containers per year. The award-winning golf club also offers the most energy-efficient golf cars in the industry. For more information, visit www.waileagolf.com.





Festival and Events

May 17 – 19, 2024

Wa'a Kiakahi Canoe Festival

Wa'a Kiakahi returns to Kā'anapali this year! This legendary event demonstrates a modern adaptation to the ancient way of the voyaging canoe and canoe culture, where guests get the opportunity to go out in the canoe with skilled watermen and women. The three-day 2024 festival, from May 17-19, will be the 18th annual Wa'a Kiakahi, and will welcome six-member crews from all islands to share with the public the history and proficiency of traditional Hawaiian sailing canoes. This three-day event features traditional ceremonies, sailing canoe rides and educational talks about celestial navigation and water skills. This event is conducted in the same mode as ancient Hawaiians: sailors do not make crew changes, and they travel every channel connecting the Hawaiian Islands. For more information, visit www.kaanapaliresort.com/event/waa-kiakahi-returns-to-kaanapali-perpetuating-islands-sailing-canoe-legacy-2/



June 6 – 8, 2024

43rd Annual Kapalua Wine & Food Festival

Maui's most magical weekend returns to Kapalua! The signature Grand Tasting Gala showcases Kapalua Resort's restaurants and Maui and Lahaina's culinary superstars in a walkabout tasting extravaganza along with guest purveyors like Petrossian Caviar and more. Premium wines, specialty cocktails by Beam Suntory and "Mocktails" featuring Seedlip brands. Entertainment by Maui's own Jason Arcilla, a recent sensation on The Voice. Celebrity Chef Cooking Demonstrations with renowned Chefs Charlie Palmer and Maneet Chauhan preparing a tasting luncheon with paired wines. Interactive wine-tasting seminars will include Napa Valley Farming, Global Wines, the Paso Robles Cab Collective and Champagne & Caviar. For more information, visit www.kapaluawineandfoodfestival.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

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#VisitMaui



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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twitter.com/seemolokai

#VisitMolokai



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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PR Contact

Leanne Pletcher

Director of Public Relations & Marketing
Maui Visitors and Convention Bureau
427 Ala Makani Street, Suite 101
Kahului, HI 96732

leanne@mauivb.com

(808) 244-3530