



Message from Maui Nui — May 2025

Maui Nō Ka 'Oi

Aloha kākou,

May is in full bloom, and so is Maui Nui!

As summer approaches, we're excited to welcome visitors with aloha and share the latest from our incredible partners — from immersive cultural offerings and wellness experiences to can't-miss events and national accolades. Mahalo for helping us tell the stories of Maui Nui and all that makes our islands so special!





New Offerings

Sheraton Maui Launches Augmented Reality Experience, Kuleana Series

Sheraton Maui Resort & Spa is proud to introduce the Kuleana Series, a first-of-its-kind interactive augmented reality experience in Hawai'i. This unique series gives resort guests exclusive access to 11 leading cultural educators and scientific experts through interactive plaques that come to life with a QR code and smartphone. We invite guests to deepen their understanding of the natural world and cultivate a lasting appreciation for Native Hawaiian's profound wisdom, enduring traditions, and timeless heritage. Experience Hawai'i's rich and diverse stories as they come to life at Sheraton Maui Resort & Spa. For more information, visit https://www.marriott.com/en-us/hotels/hnmsi-sheraton-maui-resort-and-spa/overview/?EM=DNM_SHERATONMAUI.COM.



The Ritz-Carlton Maui, Kapalua Unveils 70+ New Guest Experiences Weekly

The Ritz-Carlton Maui, Kapalua invites travelers to dive into a world where luxury meets adventure with diverse new activities and timeless experiences. Perfect for families, couples, and solo adventurers, these guest experiences celebrate Hawaiian culture, support wellness goals, create meaningful connections, and showcase the island's natural beauty. Whether seeking a quick retreat or an extended escape, guests can enrich their stay with more than 70 weekly experience offerings. For more information, visit www.kapalua-experiences.com.

Wailea Beach Resort Announces New Lavender Oasis Amenity

As lavender takes center stage as a trending food ingredient, color and wellness essential, Wailea Beach Resort announces its new Lavender Oasis amenity with infused bath and body products made from Maui grown lavender by Island Essence, as well as a gift card to Ali'i Kula Lavender, an upcountry local lavender farm. The new offering provides guests an immersive experience complete with:

- Hawaiian Lavender Spa Collection by Island Essence
- 4oz Bath & Body Oil, 4oz travel candle and 5oz lavender shea soap and a 6 x 9" wet/dry bag, all made on Maui.
- A \$20 gift card to Ali'i Kula Lavender where guests can enjoy the gardens at their leisure
- Delectable lavender culinary amenity (lavender lemonade, lemon & lavender scones with liliko'i butter, and lavender chocolate truffles)



For more information, visit waileabeachresort.com.



AC Hotel by Marriott Maui Wailea Offers Relaxation Amenity

A simple, fresh lavender sachet you can create at the lobby for complete relaxation in your guest room. Offered daily to guests from 9 PM – 11 PM who have sleeping room reservations. For more information, visit <http://marriott.com/hnmac>.

Enjoy Nightly Live Music at Royal Lahaina's "The Branches"

Celebrate the spirit of Maui at The Branches at Royal Lahaina Resort for an unforgettable evening of live music, refreshing cocktails, and delicious grazing boards. A featured special performer will take the stage every third Friday of the month, and shows are live from 6 PM – 9 PM. Enjoy performances by talented local artists while savoring handcrafted drinks and a flavorful selection of small plates, all set against the stunning backdrop of our beautiful Maui venue. Relax, unwind, and experience the best of island vibes in an enchanting atmosphere. For more information, visit www.royallahaina.com.



Fine Tune Nutrition at Sensei Lanai, A Four Seasons Resort

A Hawaiian vacation might not seem like the perfect time and place to examine healthy eating habits, but at [Sensei Lanai](http://www.fourseasons.com/sensei/), there's never a bad time to focus on nutrition. The new Nutrition for Strength lets guests discover how to effectively fuel one's body for exercise and overall well-being. In two private consultations, [Nutrition and Fitness](http://www.fourseasons.com/sensei/), Sensei Guides use biomarkers to gather body composition data as well as cardiovascular (VO2 max) fitness to understand how we utilize fuel. Guides use this combined data to explore regimens and align practices with goals. For more information, visit <https://www.fourseasons.com/sensei/>.

Beats + Brunch at Coco Deck

Sundays just got better! Join us May 11, Mother's Day and June 15, Father's Day from 11 AM – 2 PM for **Beats + Brunch**, where Chef Alvin Savella's bold flavors meet DJ Eliza's island vibes (DJ Eliza 5/11 & 6/15). Enjoy creative brunch bites, handcrafted cocktails, and oceanfront views. For reservations, visit <https://www.opentable.com/r/coco-deck-lahaina>.



MauiWine launches Historical Walking Tour and Tasting

MauiWine is proud to introduce a new experience connecting guests to the rich history of Ulupalakua. The Historic Grounds Walking Tour & Tasting invites visitors to explore the storied past of our estate—from 19th-century Rose Ranch to today's working winery. Guests will stroll through gardens, pass historic structures, and enjoy a curated wine flight at the King's Cottage. Led by knowledgeable guides, this immersive experience is offered most Tuesdays and Fridays at 11:15 AM. \$45 per person inclusive of tour, tasting, taxes, and gratuity. Reservations required. For more information and reservations, visit [https://www.exploretock.com/mauiwine/event/544643/historic-](https://www.exploretock.com/mauiwine/event/544643/historic-grounds-walking-tour-wine-tasting)

[grounds-walking-tour-wine-tasting.](https://www.exploretock.com/mauiwine/event/544643/historic-grounds-walking-tour-wine-tasting)

Four Seasons Resort Maui at Wailea Unveils KOMO

Four Seasons Resort Maui at Wailea unveils KOMO, an intimate 50-seat restaurant nestled in the Resort's iconic lobby, where Japanese culinary precision meets warm Hawaiian hospitality. Under Tokyo-born Chef Kiyokuni "Kiyo" Ikeda, the sushi-centric menu balances traditional techniques with contemporary vision. KOMO's weekly "Mystery Box" deliveries from Japan's Misaki Megumi Suisan market introduce rare seafood varieties for spontaneous omakase creations. The striking design by Atelier Pond draws inspiration from Maui's stunning landscape, while strategic lighting captures the island's legendary sunsets. KOMO joins Ferraro's and Wolfgang Puck's Spago in the Resort's collection of signature restaurants. For reservations and more information, visit <https://www.fourseasons.com/maui/dining/restaurants/komo/>.



Looking to Cut Your Sugar Intake?

More and more people are turning to unsweetened chocolate as a delicious way to gain the pleasure of chocolate without the extra sugars. Maui Ku'ia Estate Chocolate has responded with a dark milk chocolate with no added sugar in two versions: no added sweetener and one with monk fruit extract, a plant-based, natural sweetener. The No Added Sugar is 80 percent cacao and 20 percent milk powder, resulting in strong chocolate flavors mellowed by the effect of milk in the unsweetened version. The monk fruit extract version provides a slight sweetness. To purchase chocolate and for more information, visit www.mauichocolate.com.

Koast Unveils Full Bar & Spring Offerings

Nestled in the heart of Wailea, Koast—the neighborhood’s newest culinary destination—now offers a full bar featuring handcrafted cocktails inspired by the seasons and infused with flavors that celebrate the island’s bounty. Helmed by husband-and-wife duo David and Alicia Soboda in partnership with James Beard Award-nominated author Chef Chris Cosentino, the restaurant boasts an impressive wine program with a carefully curated selection handpicked to complement each dish perfectly. For reservations and more information, visit www.koastmaui.com or follow [@KoastMaui](https://www.instagram.com/KoastMaui) on Instagram.



Your Summer Starts at Montage Kapalua Bay

Summer on Maui is made for poolside bliss, ocean adventures and golden sunsets. Reserve three nights or more with our Family Memories offer and enjoy deluxe accommodations, a daily \$70 Paintbox credit, a daily \$60 breakfast credit at Cane & Canoe and a one-time \$300 resort activity credit. When it’s time to recharge, retreat to the five-star Spa Montage and experience the Montage-exclusive Skin Design London facial collection. From the Vitamin Skin Glow Facial to the sculpting Face Tight Facial, each treatment blends innovation and expert technique to leave your skin lifted, contoured

and radiant for the season. For more information, visit <https://www.montage.com/kapalubay/>.

Nobu Grand Wailea Now Open

Grand Wailea, A Waldorf Astoria Resort, is thrilled to announce a culinary partnership with the globally-celebrated restaurant group, Nobu. Designed by the renowned design firm The Rockwell Group, the new Nobu Grand Wailea Maui features over 13,000 square feet of indoor and alfresco dining spaces, complimented by striking murals and panoramic ocean views. Signature dishes include the iconic Black Cod with Miso and Yellowtail Jalapeño, alongside Nobu’s acclaimed sushi known around the world. For reservations and more information, visit <https://www.nobugrandwaileamaui.com/>.



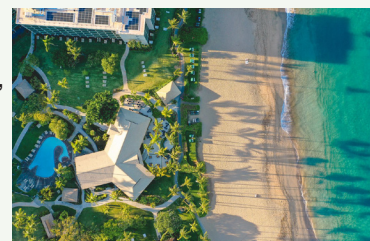
Andaz Maui at Wailea Resort

Ancient Hawaiians once feasted on freshly caught fish paired with ingredients from the land and sea. Today, poke has evolved into a global dish, blending diverse flavors and textures from around the world. In our Poke All Around class, join our expert culinary team as they explore the rich history of poke and its cultural journey. Then, using the freshest local ingredients, create your own custom bowl inspired by both tradition and innovation. This hands-on experience offers a delicious connection to Hawai’i’s roots and a celebration of how poke continues to bring people

together across the globe. Visit <https://www.hyattexperiences.com>.

OUTRIGGER Kā’anapali Beach Resort

OUTRIGGER Resorts & Hotels continues to lead with purpose through its deep commitment into ocean conservation. At OUTRIGGER Kā’anapali Beach Resort, guests are invited to experience more than a stay, through their partnership with Maui Ocean Center, the resort inspires mindful travel through education, reef-safe practices, and immersive, ocean-centered experiences. From eco-conscious amenities to thoughtfully renovated guestrooms showcasing local artistry, every detail reflects a dedication to caring for Hawai’i. Discover a rejuvenated stay where sustainability and Hawaiian culture flow together, just steps from the shoreline. [OUTRIGGER Kaanapali Beach Resort - Formerly Kaanapali Beach Hotel](https://www.outriggerresorts.com/kaanapali).





Sports

Troon Access membership unlocks exclusive benefits at Kā'anapali Golf

For those looking to maximize their time on the course and save on green fees, Kā'anapali Golf Courses now offers a way to do just that through the new Troon Access program. Whether you're a frequent visitor to Maui or simply want to get more rounds in during your stay, the membership opens the door to exclusive discounts at more than 150 courses, including both the Royal and Kai courses at Kā'anapali. The program delivers significant savings for those looking to make the most of their time on the course. For more information, visit www.troon.com/access.



National Awards and Accolades



Wailea golf courses on Golfweek's Best 2025 list

The Wailea Gold and Emerald courses have once again been named to *Golfweek's* prestigious list of the top 200 resort courses in the U.S., ranked at 93 and 122, respectively. The annual recognition is determined by hundreds of *Golfweek* panelists who evaluate courses on 10 criteria including routing, greens and surrounds, variety and memorability, conditioning, and sense of place. Wailea's courses have been honored by *Golfweek* as among the best in Hawai'i and the U.S. for over 15 years, and altogether, have received more than 200 travel and golf accolades. For reservations and tee times, visit www.waileagolf.com.

Maui Ocean Center wins first-place awards

Maui Ocean Center recently won first place in the Motherhood Loves Community Awards for “Top Aquariums of 2025,” leading a list of aquariums throughout the country. Closer to home, readers of *Hawai‘i Magazine* awarded Maui Ocean Center with a pair of No. 1’s for best “All-Island Attraction” and top “Museum on Maui” (along with Seascape making the list of “Best Seafood Restaurants on Maui”). Additionally, Maui Ocean Center is currently in the running for *USA Today*’s 10Best Readers’ Choice Awards for “Best Aquarium.” The public can vote daily until May 12, with the winners announced on May 21.



Culture, Sustainability, Agritourism, Voluntourism and Malama Activities



Hawai‘i Land Trust Hosts Talk Story on the Land Series

Hawai‘i Land Trust is continuing its free Talk Story on the Land series this summer. Join Scott Fisher, HILT’s Director of ‘Āina Stewardship, for a guided interpretive hike at Waihe‘e Coastal Dunes & Wetlands Refuge on Friday, September 5, 2025, and at Nu‘u Refuge on Friday, August 22, 2025. Learn about the area’s native plants and animals as well its history and myths. Wear

shoes and bring your own water in a reusable water bottle. www.hilt.org/talk-story-on-the-land.

The Palace Genki Toss

As part of our special 45th Anniversary Celebration Week, we invite you to take part in a unique and eco-friendly experience: The Palace Genki Toss, on Tuesday, April 29 at 11:00 AM — a fun, hands-on sustainability activity for guests of all ages, led by the resort’s Landscape Manager. Learn about the positive environmental impact of Genki Balls (natural water-cleaning mud balls), see them in various stages of creation, and help us toss them into the ocean to support the health of our local marine ecosystem. For more information, visit

<https://www.hyatt.com/hyatt-regency/en-US/oggrm-hyatt-regency-maui-resort-and-spa>.





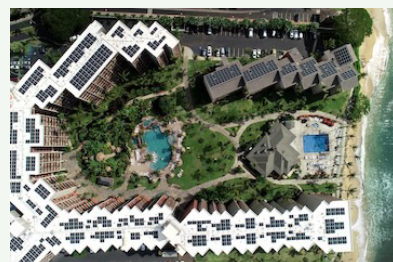
Merriman's Hawaii Launches Innovative Planet-Friendly Fine Wines

Merriman's Hawaii, a pioneer of Hawai'i Regional Cuisine, launched a groundbreaking boxed wine program to reduce its carbon footprint by over 80%. Partnering with top California wineries like Matthiasson, Frog's Leap, Melville, Linne Calodo, and Obsidian, the initiative offers high-quality fine wines in eco-friendly packaging. Boxed wines reduce shipping emissions, generate less waste, and stay fresh longer after opening. Merriman's plans

to eliminate 20,000 glass bottles annually and transition all still wines by the glass to boxed format by year-end—blending sustainability with exceptional taste. For reservations and more information, visit <https://www.merrimanshawaii.com/>.

Aston Kaanapali Shores Champions Responsible Tourism

Aston Kaanapali Shores is proud to be certified by Qurator, the Hawai'i Tourism Authority's program recognizing responsible tourism. The property is committed to respecting the local community, protecting the environment and preserving Hawaiian culture. In partnership with the Maui Ocean Center, the resort supports marine conservation. Guests who book the Maui Ocean Center Package stay in a 1- or 2-Bedroom Ocean View Suite and receive two general admission tickets to Maui Ocean Center. Aston Kaanapali Shores combines sustainability, culture, and comfort to create a more meaningful guest experience. For more information, visit <https://www.aquaaston.com/offers/maui-ocean-center-package>.



Festivals and Events

May 3, 2025

'Aha Mele at Hyatt Regency Maui Resort and Spa featuring local artist, Anuheia Honoring 45 Years Through Music, Community & Aloha

Saturday, May 3rd 2025 from 5:30 PM – 9:30 PM, Halona Kai Lawn at Hyatt Regency Maui Resort & Spa

Join us at Hyatt Regency Maui Resort and Spa for a magical evening under the stars as we celebrate 45 incredible years of *aloha*, hospitality, and community. 'Aha Mele, meaning a gathering of music, is a vibrant celebration featuring a notable lineup of live local musicians, headlined by the talented Anuheia, cultural



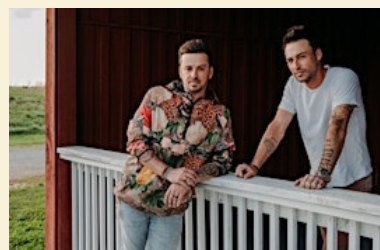
performances, artisan showcases, and delicious food and drinks. Sip on our signature “Palace Jewel” crafted to toast the 45-year legacy of Regency hospitality, explore handcrafted mocktails, and enjoy a festive array of flavors while swaying to the rhythm of the islands. Immerse yourself in the sights, sounds, and spirit of Maui with local crafters, dancers, and entertainers — all brought together to honor this special milestone. Whether you’re a longtime guest, a Maui resident, or part of our cherished ‘ohana, this is a celebration you won’t want to miss. For more information, visit <https://www.hyatt.com/hyatt-regency/en-US/oggrm-hyatt-regency-maui-resort-and-spa>.

May 24, 2025

Nashville Nights

Nashville Nights Presents Love and Theft – May 24

The chart-topping country duo behind “Angel Eyes” and “Whiskey on My Breath” headlines Hyatt Regency Maui’s Nashville Nights on May 24. Held outdoors on the Halona Kai lawn from 7 – 9:30 PM, the monthly live music series brings Nashville’s rising stars to Maui. Enjoy Southern-inspired food and drink under the stars. Tickets available via Eventbrite. For more information, visit <https://www.hyatt.com/hyatt-regency/en-US/oggrm-hyatt-regency-maui-resort-and-spa>.



May 26, 2025

Memorial Day at Four Seasons Resort Lanai

Welcome summer at [Four Seasons Resort Lanai](https://www.fourseasons.com/lanai/) with special events, an island full of activities and more. **Chefs & Brews** showcases upcountry Maui Chef Jeff Scheer of Restaurant Marlow and his wood-fired pizzas along with local breweries Lanikai, Hana Koa and Paradise Ciders at the Resort’s Luau Grounds. As the sun sets each day, listen to live music throughout the weekend including Izik’s unique blend of R&B and Dustin Park’s island-style contemporary sounds. Round out the holiday with a special Memorial Day brunch. For more information, visit <https://www.fourseasons.com/lanai/services-and-amenities/lanai-happenings/>.



May 31, 2025

‘16th Annual Maui AgFest & 4-H Livestock Fair

War Memorial Complex in Wailuku

Saturday, May 31, 2025

9 a.m. – 4:30 p.m.

Admission \$5 for Adults

18 and under FREE

All the signature events will be back, including the [Maui Legacy Farmers Pancake Breakfast](#), [Grand Taste](#), Keiki Zone, Maui 4-H Livestock Show and Auction, Grown on Maui Farmers’ Market, Ag Education, and food booths/food trucks.



AgFest is presented for all of Maui to attend to learn more about agriculture, to meet farmers and ranchers and to enjoy Maui's agriculture history and culture. We welcome everyone. 2024 marked the return of "**Taste Education**." This special series features Grown on Maui guests and was part of AgFest's beginnings back in 2010.

June 6 – 8, 2025

The 18th Annual Wa'a Kiakahi Returns to Kā'anapali

The 18th annual Wa'a Kiakahi, hosted by the Hawaiian Sailing Canoe Association (HSCA), will take place on Maui shores from June 6th to 8th, bringing together six-member crews from all islands to share the history and skill of traditional Hawaiian sailing canoes. This three-day event, title sponsored by the Kā'anapali Beach Resort Association, will feature traditional ceremonies, sailing canoe rides for the public on Saturday (all ages welcome), and educational talks on celestial navigation and water skills, all aimed at preserving the legacy of ancient Hawaiian sailing. HSCA, the world's only Hawaiian sailing canoe association, conducts races in the tradition of ancient Hawaiians, with sailors traversing island channels without crew changes. For more information, visit <http://www.kaanapaliresort.com>.



July 4, 2025

July 4th Celebration with Ella Langley

The Ritz-Carlton Maui, Kapalua is excited to announce a 4th of July concert celebration with Ella Langley, held at the Aloha Garden Pavilion.

Ella has emerged as a phenomenon with millions of streams and a rapidly growing fan base. Her debut album, "Hungover," has been praised by The New York Times and Rolling Stone. Her hit song "You Look Like You Love Me" featuring Riley Green hit #1 on country radio and won her first CMA Award. Ella is touring again this year, supporting Riley Green and opening for Morgan Wallen. Don't miss one of country's most promising new stars! For tickets and more information, visit www.ritzcarltonmaui.com/ellalangley.



July 10 – 13, 2025

2025 Kapalua Wine & Food Festival

Maui's most magical weekend returns to the famed Kapalua Resort. Enthusiasts of all things of the 'good life' join to sip, savor, and share renowned cuisine and premium wines from around the world.

The Grand Tasting Gala highlight of the weekend returns on Saturday, July 12th. Sponsored by Southwest Airlines and hosted by The Ritz-Carlton Maui, Kapalua, the Grand Tasting will feature Kapalua Resort's family of restaurants and Chefs from throughout



the Valley Isle with a special focus on the beloved Lahaina culinary community. Petrossian Caviar and other specialty purveyors; an array of premium and hard to find wines and specialty cocktails by Beam Suntory.

All against the magical and stunning backdrop of The Aloha Garden Pavilion's 'Canoe Hale' ambiance, the evening will be capped off with local island-style entertainment by Three Pounds of Kalo.

Celebrity Chef Cooking Demonstrations Return!

The event is thrilled to bring back the coveted Celebrity Chef Cooking Luncheons featuring renowned chefs Rick Moonen and Maneet Chauhan. Taste four courses of deliciousness and highly prized wines in these fun and interactive lunches.

- Chef Rick Moonen – the “Godfather of Sustainability” – will present his fresh and bright cuisine incorporating local food products with a special emphasis on Hawaiian fish.
- Chef Maneet Chauhan, beloved FOOD Network star and host of several TV shows, is back by popular demand for a return engagement showcasing her Indian Fusion and sparkling personality in this four-course tasting demonstration.

Wine Tasting Seminars include:

Wines of the Anderson Valley

Napa Valley – Cabernet Country

Santa Barbara County LOVE

Veuve Cliquot Champagnes & Petrossian Caviar

www.kapaluawineandfood.com.



Maui

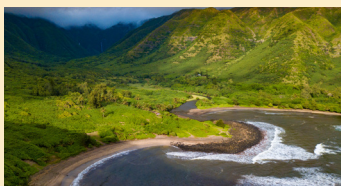
Maui offers the best of both worlds, a unique blend of resort sophistication and small town charm. Graced by beaches, sunsets and tropical getaways, romance is always in the air on The Valley Isle.

VisitMaui.com

twitter.com/mauivisit

facebook.com/visitmaui

#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

twitter.com/seemolokai

facebook.com/molokaivisitorsassociation

#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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