



MAUI – “THE CAPTIVATING ISLE”

HIGHLIGHTS

Capital City: Wailuku

Population: 160,000

2013 Visitor Arrivals: 2.4 million

Number of Rooms: More than 11,600

Top Venue Regions: Kā’anapali, Kapalua, Lahaina, Wailea, Hāna

MAUI WILL CAPTIVATE

Maui, the second largest Hawaiian Island stretching 48 miles long, is world renowned for its golden beaches, forested mountains, and endless sunshine, ideal for visitors looking for sophisticated diversions and amenities in the small towns and airy resorts spread throughout the island. From whale watching to hiking the volcanic landscape at Haleakalā National Park, driving down the winding Road to Hāna or strolling down lively Front Street of historic Lahaina town, Maui’s diversity is a destination of accessible adventures for meeting attendees.

KEEPING THE CULTURE

The Hawaiian culture is imminent and highly respected in the islands and woven into the fiber of meeting and conferences throughout Maui’s five major resort areas – Kā’anapali, Kapalua, Lahaina, Wailea, and Hāna. Many cultural activities are offered for families traveling with the attendees including learning a hula, stringing a lei, weaving a lauhala fan, hearing stories of the ancient voyaging peoples of the Pacific Islands or embracing the Hawaiian concept of *ho’oponopono*, problem solving.

KĀ’ANAPALI, KAPALUA, AND LAHAINA

Head west to find hotels and resorts of Kā’anapali, Kapalua, and Lahaina; destinations in themselves with lavish spas and a range of dining options close at hand. Meeting venues such as the Hyatt Regency Maui Resort and Spa, Kā’anapali Beach Hotel, and The Ritz-Carlton, Kapalua offer expansive meeting and event space with world-class services and facilities to

deliver a true escape. At the group-friendly Westin Maui Resort & Spa, the hotel works closely with groups to serve special banquet menus and provide an interactive botanical/cultural tour around the property. Nearby, Sheraton Maui Resort & Spa is a great retreat for incentive groups. The 6,560 sq. ft. Maui Ballroom graciously accommodates up to 600 people for receptions and 500 people for banquets. Function, meeting, and boardrooms provide an additional 5,400 sq. ft. of exhibit space.

The Royal Lahaina Resort is the perfect venue for small to medium size groups. With over 14,000 sq. ft. of indoor and outdoor meeting and function space, the resort can accommodate virtually any business need. From sunset cocktail receptions to lavish banquets, classroom-style meetings to Hawaiian-style lū'au (feast), intimate groups to grandiose gatherings, the professional staff will work closely with meeting planners to custom design a program.

WAILEA

Tucked along the crescent-shaped beaches and stellar golf courses in south Maui is Wailea, home to opulent resorts and meeting properties like the Grand Wailea Resort Hotel & Spa, Four Seasons Resort Maui at Wailea, The Fairmont Kea Lani, Andaz Maui at Wailea, and Wailea Beach Marriott Resort & Spa each offering an unforgettable meeting experience for group incentive programs.

HĀNA

Along Maui's eastern coastline is the small town of Hāna, The Road to Hāna is only 52 miles from Kahului and where you'll find the tranquil haven of Travaasa Hāna. With more than 5,000 sq. ft. of flexible indoor space, plus an additional 10,000 sq. ft. of beautifully landscaped outdoor function space, meeting attendees will find creativity at every corner. Travaasa Hāna offers a diverse course of experiences including throw net fishing, morning yoga, coconut husking, and lei making.

OTHER VENUES

Groups seeking public and private venues can gather at the Maui Arts & Cultural Center in Kahului for an enhancing, inspiring, and creative meeting facility. Approximately ten-minutes away from the Kahului Airport, the center is home to a 5,000-seat outdoor

amphitheater, 1,200-seat, three-tier Castle Theater with quality sound, and Founders Courtyard featuring bistro dining and built-in beverage and food service bars. Over at the Maui Ocean Center, groups can take an educational day tour to gain an in-depth look at Hawai'i's amazing underwater marine life or have an exclusive evening event with sunset views, incredible food, and fascination. Additionally, the Ocean Vodka Organic Farm and Distillery in Kula is open seven days a week for group tours to educate guests on the importance of organic farming, green manufacturing, and the production of spirits.

MAUI MULTIPLIED

The desirability of Maui for meetings doubles many times over as planners can select from a multitude of accommodations, adventures, and activities. From many lū'au, farmer's markets, championship golf, pampering spas, multi-ethnic culinary scene, fascinating culture, and group-friendly mountain and ocean experiences, the sum of Maui's components makes for invigorating programs.

Year after year, Maui's properties – both new and existing have continued to evolve to ensure that guest experiences remain extraordinary. Recent developments include the addition of Na Hoku Sheraton Club Lounge at Sheraton Maui Resort & Spa, Kā'anapali Beach Hotel's installation of 357 photovoltaic panels for greener meetings and events, and the Andaz Maui at Wailea's official opening with 290 guest rooms and more than 15,000 sq. ft. of indoor and outdoor meeting space.

From the scenic slopes of upcountry Maui to beaches that have repeatedly been voted among the best in the world, a visit to the Valley Isle recharges the senses and makes for a very successful meeting in an environment that stimulates through its beautiful scenery and exclusive Hawaiian hospitality.

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About Meet Hawai'i

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs. The marketing efforts of the Meet Hawai'i team are overseen by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

Special note to media: HTA recognizes the use of the 'okina ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, HTA respects the individual use of these markings for names of organizations and businesses.

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For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit MeetHawaii.com.