

MAUI. HAWAII FUN FACTS

- Maui has been voted "Best Island in the World" by the readers of Condé Nast Traveler magazine for 20 years.
- Maui has more miles of swimmable beach than any other Hawaiian island.
- Maui has the largest dormant volcano in the world, Haleakala.
- Maui has the second-highest waterfall in the United States. Honokohau Falls drops in two tiers for a total of 1,119 feet. The best way to see this amazing cascade is by helicopter because it is located in an inaccessible valley in the West Maui Mountains.
- Size: Maui, the second-largest Hawaiian island, has a land area of 729 square miles. It is 48 miles long and 26 miles across at its widest point, with a coastline of 120 miles.
- **Population:** Maui has a local population of about 160,000. The visitor population is about 3 million folks a year.
- **Average Temperature:** 75-85 degrees Fahrenheit
- Beaches: Maui has some of the most popular beaches in the world. Maui beaches come in all forms and colors — there are gorgeous white sand beaches, black sand beaches and even red sand beaches offering great swimming, snorkeling, surfing, scuba diving, windsurfing and kayaking opportunities.

MAUI TOURIST

EXPECTATIONS

PRACTICE ALOHA



SEMPLE

WHAT OUR

MAUI FAMILIES

(OHANA)

EXPECT FROM

VISITORS

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WHAT OUR MAUI FAMILY WILL OFFER VISITORS

HELP INCREASE

TOURISTS

AWARENESS

CUSTOMIZE THIS

BROCHURE FOR YOUR

BUSINESS!



and-go deli is all about fish. Grilled fish and mouthwatering poke along with fresh-caught seafood chowder makes this deli an exceptional tasty choice.

 Monkeypod Kitchen – 10 Wailea Gateway Place. A great choice for a patio sunset view. A wide selection of wonderful eats from pizza to ribeve steak. But what you will hear about is their famous Mai Tai cocktail topped with their

• Lava Java Coffee Roasters of Maui – 1941 S Kihei Rd in the Kalama Village Center. Locally owned and grown Maui coffee beans. Outstanding and friendly staff. Be sure to try the banana or mango bread along with the unique Maui

marmalade cream and apple brie burger are a must try. Both are just so delish. Akamai Coffee at Wailea Village – 116 Waile Ike Drive. Cute and relaxing surroundings serving delicious coffee and scrumptious light eats. Be sure to try the oak milk latte and the avocado toast.

• Nalu's South Shore Grill – 1280 S Kihei Rd behind the post office. Serving

breakfast, lunch and dinner. Open-air and counter-served bar dining. You'll have

chickens roaming near your table; your kids will be amused. The Bloody Marys are

so attractive and tasteful. The corn flaked crusted french toast stuffed with lilikoi

- Nutcharee's Authentic Thai Food 1280 S Kihei Rd in the Azeka Shopping
 - that you are sure to enjoy. Checkout the trucks at Kihei Station on Piikea Ave, behind the Azeka Shopping Center (Wing King, Abiki's Caribbean, Da Nani Pirates, Tsunami Burgers, Sol Bros. BBQ, Vidad's Grindz and more)



• DT Flemming Beach Park

restaurants to meet your

- 808 Deli 2511 S. Kihei Rd across from Kamaole Beach II. Terrific delicatessen known for takeout specialty sandwiches, baddest salads and breakfast delights.
- Coconut's Fish Café Two Kihei locations. 2463 S. Kihei Rd in the Kamaole Shopping Center and 1279 S. Kihei Rd. Known for their famous fish tacos with mango salsa. Enjoy award-winning health-conscious food.
- Roasted Chiles 1279 S. Kihei Rd in the Azeka Shopping Center. Relaxed, family-run restaurant with Mexican cuisine and drinks. First-rate and friendly staff, who appreciates your help-pay-their-bills tips. Known for their roasted jalapeño margaritas and Grandma's flavor-awesomeness handcrafted recipes.
- South Shore Tiki Lounge 1913 S. Kihei Rd in the Kalama Village Center. Super chill bar and patio eatery serving burgers, pizza and seafood. Traditional cocktails and **CAUTION** ... wicked strong inventive cocktails that are sure to amaze.





honeyed lilikoi foam. You're probably going to want more than just one!

peaberry coffee. Bagged coffee beans available for your flight home.



WELCOME TO PARADISE Maui is considered one of the most beautiful

places on the planet. Our natural resources make Maui a paradise, and we are very protective of our beloved island. We have some challenges. A permanent population of about 160,000 and about 50,000 tourists on island daily puts tremendous demands on our lifestyle, infrastructure and our fragile ecosystem. We are happy to share Maui with visitors from around the world but we ask you to understand our concerns and expectations so your Maui visit can be a joy for both you and our island families.

This brochure was written by our island family – the friendly, laid-back folks whose island tips you frequently seek out.

HELP INCREASE

AWARENESS.

CUSTOMIZE THIS

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BUSINESS!



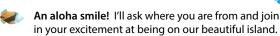
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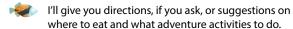
VISITOR SAFETY

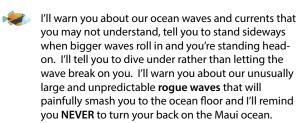
Please listen to our lifequards and listen to the locals. **Drowning** is the leading cause of death for tourists. So, let's remind you again, when a lifeguard or local says "don't do that," you had better listen.

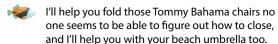
We call it paradise, but that does not mean there are no island hazards. There are many: The sun, weather, ocean, hikes and wildlife each can ruin your vacation. You're going to see yellow EMR trucks speeding to the many emergency calls they receive daily. It's usually not a local who had a medical event or accident — it's a tourist who made a bad choice.

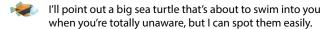
WHAT OUR MAUI ISLAND FAMILY **WILL OFFER YOU AS A TOURIST**

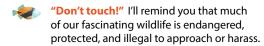


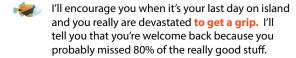


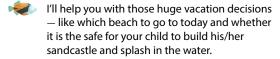












I'll remind you to cover up or wear more sunscreen because the **UV** index where you're visiting from is probably less than 3 but on Maui it goes over 10 because we are so close to the equator, and you will suffer extreme and painful sunburns. (Take note of the floor-to-ceiling sunscreen and aloe vera endcap displays in the stores).

I'll tell you "don't take that selfie" while standing on that rock or ledge with your back to the ocean because a selfie in the hospital with Maui's amazing ER medical professionals is just a really bad look.

Humuhumunukunukuapua'a

Learn to pronounce it: "who-moo-who-moo-noo-koo-noo-koo-ah-pooah-ah."

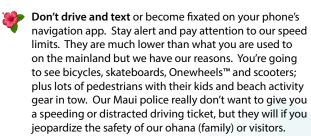


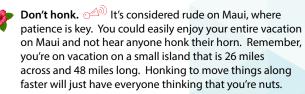
When you visit Maui, you may come across this gigantic word that has a bazillion letters. That's the word Humuhumunukunukuāpua'a (loosely translated ... fish with a snout that grunts like a pig), and it's Hawaii's state fish. "Humu" is the short name of this colorful tropical reef triggerfish that you'll likely see when snorkeling in Maui.

WHAT OUR MAUI ISLAND FAMILY **EXPECTS OF OUR VISITING TOURISTS**

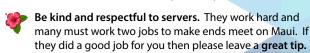


We operate at a different pace on Maui. We have a saying - "You're on island time. We will get to it when we get to it." You're on vacation so relax, take your time, drive slowly and stop for people in crosswalks and, if it's safe, wherever they might need to cross.









Respect private property. You may be curious to follow a group to a waterfall or wilderness area, but often it is a private tour with owner permission to be there.

Don't stand on or touch the coral. It kills these beautiful marine invertebrates.

PICK UP YOUR TRASH! You're a welcome quest

on Maui. Be respectful of our laws (such as no smoking on the beach), people, legal parking, culture, customs and lifestyle.



CUSTOM DESIGN NOTE

You can edit **ANY** elements to meet your unique business requirements.

Custom Design Fee - \$65 Print 250 / \$369 • 500 / \$399 Print 1.000 / \$499 • 2.500 / \$859 (additional design options available)

Split the design and printing costs by sharing this ad space with another business. phil winter's marketing communications ph. 808-800-7070 phil@philwinter.com

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Breathtaking adventures!

HAWAIIAN WORDS **EXPRESSIONS**

Aloha - The Hawaiian word for hello, love, affection, peace, compassion and mercy, but has a deeper cultural and spiritual significance to native Hawaiians.

Mahalo - This expression of gratitude is also "Thank you" used as a simple greeting.

Keiki - Hawaiian for child. You will see this on many restaurant menus.

Ohana – This ancient Hawaiian word means family, but probably not in the way you typically use it. Ohana speaks to the concept of a larger family that is not necessarily connected by blood.

Shaka Sign -

"Hang loose," "Right on," "Thank you," "Things are great," "Take it easy" – in Hawaii, the shaka sign expresses all those friendly messages and more.

What's with all the wild chickens on Maui?

As local lore goes, the hurricanes of 1982 (Iwa) and 1992 (Iniki) destroyed domestic chicken coops, releasing the chickens into the jungles. These domesticated birds then mated with the wild red junglefowl (brought to the islands by the Polynesian), resulting in the feral chickens we see today. These chickens have amazing food radar and once they become aware of someone feeding one of their brethren, they



all come clucking and flapping your way in hilarious fashion. So don't feed the chickens while you're at a restaurant, because you will soon have more of these feathered creatures joining you.





Azeka Shopping Center 1280 S Kihei Rd, Kihei, HI

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