

Aloha & 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.

MAUI TOURIST EXPECTATIONS

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VISITOR SAFETY

Please listen to our lifeguards 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.**

HELP INCREASE TOURISTS AWARENESS. CUSTOMIZE THIS BROCHURE FOR YOUR BUSINESS!

WHAT OUR MAUI ISLAND FAMILY WILL OFFER YOU AS A TOURIST

- An aloha smile!** I'll ask where you are from and join in your excitement at being on our beautiful island.
- I'll give you directions, if you ask, or suggestions on where to eat and what adventure activities to do.
- I'll warn you about our ocean waves and currents that you may not understand, tell you to stand sideways when bigger waves roll in and you're standing head-on. I'll tell you to dive under rather than letting the wave break on you. I'll warn you about our unusually large and unpredictable **rogue waves** that will painfully smash you to the ocean floor and I'll remind you **NEVER** to turn your back on the Maui ocean.
- I'll help you fold those Tommy Bahama chairs no one seems to be able to figure out how to close, and I'll help you with your beach umbrella too.
- I'll point out a big sea turtle that's about to swim into you when you're totally unaware, but I can spot them easily.
- "Don't touch!"** I'll remind you that much of our fascinating wildlife is endangered, protected, and illegal to approach or harass.
- I'll encourage you when it's your last day on island and you really are devastated **to get a grip.** I'll tell you that you're welcome back because you probably missed 80% of the really good stuff.
- I'll help you with those huge vacation decisions — like which beach to go to today and whether it is the safe for your child to build his/her sandcastle and splash in the water.
- 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.

Humuhumunukunukuāpua'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.
- Don't drive and text** or become fixated on your phone's navigation app. Stay alert and pay attention to our speed limits. They are much lower than what you are used to on the mainland but we have our reasons. You're going to see bicycles, skateboards, Onewheels™ and scooters; plus lots of pedestrians with their kids and beach activity gear in tow. Our Maui police really don't want to give you a speeding or distracted driving ticket, but they will if you jeopardize the safety of our ohana (family) or visitors.
- Don't honk.** It's considered rude on Maui, where patience is key. You could easily enjoy your entire vacation on Maui and not hear anyone honk their horn. Remember, you're on vacation on a small island that is 26 miles across and 48 miles long. Honking to move things along faster will just have everyone thinking that you're nuts.
- "Don't do that"** — Don't touch the turtles or monk seals while taking a selfie. **Actually, don't touch any wildlife.** You could end up with a nasty bite wound. But even worse, you will have every islander pissed at you, and you will become the front-page story in every newspaper across Hawaii. Not to mention that you'll be subject to a wicked wildlife fine and possible prosecution.
- Be kind and respectful to servers.** They work hard and many must work two jobs to make ends meet on Maui. If they did a good job for you then please leave a **great tip.**
- 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 guest on Maui. Be respectful of our laws (such as no smoking on the beach), people, legal parking, culture, customs and lifestyle.

Mahalo



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Print 250 / \$369 - 500 / \$399
Print 1,000 / \$499 - 2,500 / \$859
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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.



Hawaiian CRUISERS

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