

Captivating Maui's Kiwi Appeal



An island of contrasts, Maui offers travellers experiences from quaint towns and scenic drives to the geographic wonder that is the Haleakala National Park or the beachside resorts dotted around the island.

Maui is the second-most visited Hawaiian Isle for Kiwis, behind Oahu, and visitor numbers continue to climb as repeat visitors look for different experiences, says Hawaii Tourism New Zealand manager Darragh Walshe.

"Maui suits a visitor that wants to mix a relaxing break with opportu-



HA To Maui

Hawaiian Airlines has new Maui fares, ex Auckland on sale through to 21 Jun. The levels are priced from \$1232 return for adults and \$969 for children aged two-11 years. The fares are valid for booking in K class and travel through to 31 Mar (some closeouts apply). See the GDS or wholesalers for details.

nities to explore day by day, without having to have set plans in place," says Walshe. "Whether clients are heading to Maui for romance or a family holiday, this island offers something for all ages, and budgets—however clients chose to experience Maui it's bound to captivate them."

... More Than A Day Trip

The increased Kiwi demand has also captured the attention of the Maui Visitor and Convention Bureau which is looking to increase agent awareness of the island's tourism offering as an add-on or stand-alone Hawaiian holiday.

"One of the key things is to make sure agents do Maui, and their clients, the justice of selling at least a three night stay on the island so their clients can really experience Maui—a day trip just isn't long enough," says Maui Visitor and Convention Bureau's Sherry Duong.

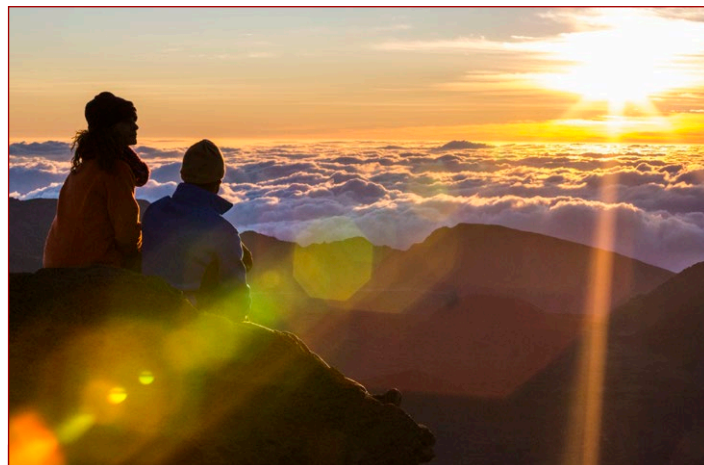
The wide range of outdoor and adventure options appeals to Kiwi visitors, she says along with the huge range of cuisine on offer including the island's increased focus on farm to table dining.

Maui Fridays

Every Fri there's a town-wide celebration somewhere around Maui. Each party highlights one of Maui's historic small towns and along with their unique, local businesses—and it's a great way for visitors to experience Maui like a local, says Maui Visitor and Convention Bureau's Sherry Duong. "Whether it's an eccentric art show in Lahaina or a paniolo party in Makawao, each town creates an authentic atmosphere including great food, stellar music and local vendors," she adds. For more details, see mauifridays.com/

World's Top Island

Maui was this year voted the world's best island, in the annual Trip Advisor readers' choice awards. The so-called Valley Isle has received similar accolades in the past and was lauded for its appeal to nature lovers, its golden sands, surf, forest and waterfalls. Of course the legendary Road to Hana, Haleakala National Park and Keanae (the village where time stood still) are also highlighted by Trip Advisor as top Maui spots. For more ideas for clients see gohawaii.com/nz/maui/experiences/



Watch The Dawn Of A New Day A-Top Haleakala

One of Maui's must-sees is a visit to the Haleakala National Park, home to Maui's highest peak. The slopes of the volcano can be seen from most points on the island and the expansive park has three separate visitor centres.

There's an experience to suit just about everyone depending on budget, energy level and age. Day tours operate with the chance to hike or bike down the slopes of the crater, there's horse-back riding, paragliding—or even just driving to scenic vistas within the park.

"The iconic' experience has to be watching the sunrise from the summit—but it's certainly not for the faint hearted.

To get up the top in time for the sunrise some tours leave as early as 0100, it can be very cold and is weather dependent. But it's something of a spiritual rite of passage to see the lunar-like landscape come to life swathed in orange hue of the morning light. Urge clients to pack winter weight clothes—it can get very cold.

For those not so keen on a morning rise, Hawaii Tourism New Zealand manager Darragh Walshe says sunset at the summit is also an unforgettable experience, as the light fades and the stars come out.

ALOHA HONOLULU!

From **\$1079*** Return
Kids from \$849 return (2-11 years)

* Book K class. See GDS for details. Sales until 21 June.



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