



KĀ'ANAPALI BEACH HOTEL LAUNCHES EXCLUSIVE KUKUI PACKAGE

Hawai'i's Most Hawaiian Hotel Invites Travelers to Embark on One-of-a-Kind Immersive Cultural Journey, in Partnership with Old Lāhainā Lū'au and Maui Ocean Center

LĀHAINĀ, HI. April 19, 2023 - [Kā'anapali Beach Hotel](#), Hawai'i's Most Hawaiian Hotel, is pleased to debut its new [Kukui Package](#), an enlightening experience highlighting Hawai'i's rich, natural heritage and cultural legacy, available exclusively through the hotel. This one-of-a-kind curated itinerary provides guests with a true immersion into Hawaiian culture, from cultural classes at Kā'anapali Beach Hotel, to behind-the-scenes, illuminating experiences with cultural counterparts, Old Lāhainā Lū'au and Maui Ocean Center.

The name of this package is influenced by the nut that comes from the candlenut tree. Kukui, meaning light or torch, is a nut that bears an oily kernel that has historically been used for light. Kā'anapali Beach Hotel is known for distributing lei kukui, which is also featured in the hotel's logo. "Kukui lights the way for exploration, learning and culture. Each kernel of wisdom shared is strung together into a symbolic lei of knowledge, as represented by a lei kukui," said Kahulu De Santos, the hotel's Director of 'Imipo'okela. "Cultural immersion is such an important aspect of our hotel, and it's important to us that we provide guests with a meaningful experience when they visit. We invite guests to relax, eat, and have fun, while learning about Hawaiian people and culture, and our close connection to land and sea."

The Kukui Package was created in partnership with other Maui-based organizations who are dedicated to perpetuating the Hawaiian culture and continuing to educate the history of the islands, from mauka (*mountainside*) to makai (*oceanside*), to kama'āina (*locals*) and malihini (*guests*) alike. "It is a joy and a blessing to team up with a few other like-minded businesses that have embraced Hawaiian values and instilled them in their businesses," said Kawika Freitas, Director of Public and Cultural Relations at Old Lāhainā Lū'au. "For this reason, the collaboration between Kā'anapali Beach Hotel, Maui Ocean Center, and the Old Lāhainā Lū'au to create this unique experience, will leave these guests with aloha and appreciation for Hawai'i, its rich culture, and its beautiful people." This package also offers the rare opportunity to witness a morning imu cooking experience at the lū'au, then in the evening guests will return to enjoy the feast.

Celebrating its 25th anniversary, Maui Ocean Center completes this package by sharing the connection life on land has on the marine life that surrounds the islands and vice versa. "With the Kukui Package, you will not only discover Hawai'i's unique marine life during a guided tour with a naturalist, but you will also experience our new Hawaiian Culture and Native Plant Tour," shared Tapani Vuori, Maui Ocean Center General Manager. "During this multi-sensory experience, which includes tasting canoe plants such as kalo and 'inamona at our award-winning Seascape restaurant, you will learn about the important connection between the land and sea."

The Kukui Package includes a 5-night stay at Kā'anapali Beach Hotel and starts at \$4,530 plus tax. This package is geared toward adults aged 18 and up, and is currently open for bookings from now until November 20, 2023, for travel from April 16 – December 2, 2023 (stay dates must include Monday through Thursday).

For a detailed itinerary and to get more information about Kā'anapali Beach Hotel's Kukui Package, visit www.kbhmaui.com/offers/kukui-package.

About Kā'anapali Beach Hotel

The beachfront, 432-room Kā'anapali Beach Hotel is set majestically on a three-mile stretch of sandy beach along the sunny western shores of Maui, making it an ideal setting for a memorable Hawaiian experience. Beloved as Hawai'i's Most Hawaiian Hotel, Kā'anapali Beach Hotel offers a variety of cultural activities for the entire family. Huihui, the hotel's award-winning oceanfront dining experience, takes guests through a culinary exploration of modern, Hawaiian cuisine while enjoying unparalleled ocean views. For more information and reservations, visit www.kbhmaui.com or call 1-800-262-8450.

About Maui Ocean Center

For the past 25 years, Maui Ocean Center has aimed to foster wonder and respect for Hawai'i's marine life — and help protect it for future generations. Whether it's walking through an underwater tunnel next to sharks and rays or coming eye-to-eye with a humpback whale in an immersive 3D film experience, Maui Ocean Center seeks to inspire as it brings you below the water's surface. Recognized by the Hawai'i Ecotourism Association for its "commitment to sustainability," Maui Ocean Center is listed among the "Top 10 Aquariums in the World" by TripAdvisor's Travelers Choice. Already this year, Maui Ocean Center has been awarded 2023 Readers' Choice accolades from USA Today and Hawai'i Magazine.

About Old Lāhainā Lū'au

Nestled on the pristine shores of West Maui is the Old Lāhainā Lū'au. You will find us in the heart of Historic Lāhainā town once a busy whaling rest stop as well as the Capitol of the Hawaiian Kingdom. For 37 years the Old Lāhaina Lū'au has shared its authentic Hawaiian experience with visitors and residents. Hawai'i has a rich and proud host culture which you will be acquainted with through food, entertainment, and Hawaiian hospitality. In an outdoor setting, complete with the crashing sounds of the surf and breathtaking sunset views, we look forward to hosting you and creating lasting memories.

He mau ke aloha – May the love be everlasting.

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