



KĀ'ANAPALI BEACH HOTEL ANNOUNCES APPOINTMENT OF NEW DIRECTOR OF 'IMIPO'OKELA
Hawai'i's Most Hawaiian Hotel Welcomes Cultural Exponent Kahulu De Santos to Revitalize Immersive Employee Training Program

LAHAINA, HI. July 20, 2022- [Kā'anapali Beach Hotel](#) is thrilled to announce the appointment of Kahulu De Santos as the hotel's new Director of 'Imipo'okela. In her new role, De Santos will provide cultural guidance and leadership training to staff across all aspects of the hotel's management and daily operations, liaising with each department to provide Hawaiian cultural education through music, hula, guest activities, special programming, events and more.

"Kahulu's experience with venerable hospitality brands and decades-long commitment to hula, combined with her formal education in Hawaiian studies and language, will serve her well in her role as our Director of 'Imipo'okela," said General Manager Mike White. "We are thrilled to welcome her to our KBH 'ohana, and are eager to watch her revitalize our Po'okela employee training program."

Since launching in 1986, all Kā'anapali Beach Hotel staff have participated in the 'Imipo'okela program, from the groundskeepers to the general manager. Through regular Po'okela classes, the team studies topics such as Hawaiian language, geography, religion, mythology, economics, and history, and participates in field trips to significant cultural sites to deepen their Hawaiian understanding. This immersive training program, now directly overseen by De Santos, demonstrates the hotel's dedication to supporting Hawaiian traditions, arts, and history, enriching guest experiences through the cornerstone of Hawaiian culture.

Most recently, De Santos served as the cultural advisor for Aulani, A Disney Resort & Spa on O'ahu for more than a decade, advising on appropriate cultural and organizational protocol, reviewing messaging to ensure accuracy and cultural sensitivity, as well as developing an educational program for all Aulani staff including basic Hawaiian language. She also worked to partner with local leaders, including the educational community and travel industry, on opportunities to support the perpetuation of the Hawaiian language and culture, the preservation of the natural environment, and engagement with the community.

Prior to joining Aulani Resort, De Santos held positions at the Outrigger, Wyndham, Aston Hotels & Resorts, Hawaiian Airlines, Hawai'i Visitors Bureau, and Bishop Museum. De Santos received her bachelor's degree in Hawaiian Studies with an emphasis in Hawaiian language from the University of Hawai'i at Mānoa. She is a kumu hula graduate of Hālau Mōhala 'Ilima and has attended every Merrie Monarch Festival, the internationally acclaimed hula competition and

Hawaiian fair, since 1978. From hula to aloha 'āina to 'ōlelo Hawai'i, her decades of study with Māpuana de Silva informs her work with an inspiring vision.

For more information about Kā'anapali Beach Hotel, visit www.kbhmaui.com.

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. In July 2021, the hotel unveiled a \$80 million property wide renaissance, referred to as "Kealaula," which includes renovations of the 180-room Papakū South Wing and the 84-room Kauhale Southeast Wing; as well as the new signature oceanfront dining experience Huihui, which 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.

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