



NEWS RELEASE

Contacts: Charlene Ka'uhane
President
Ka'uhane Communications, Inc.
Phone: (808) 243-2290; Fax: (808) 243-2211
E-mail: charlene@kauhanecommunications.com

Keli'i Brown
Director of Public Relations & Promotions
Maui Visitors Bureau
Phone: (808) 244-3530; Fax: (808) 244-1337
E-mail: kelii@mauivb.com

'ROMANCE ME MAUI': RECOGNIZING MAUI'S MOST DREAMY ASPECTS

MAUI, Hawai'i – Through the introduction of its "Romance Me Maui" campaign, the Maui Visitors Bureau (MVB) embraces the island's status as the leading destination for weddings, honeymoons, anniversaries and other romantic occasions; and shares Maui's "love-liest" secrets with media worldwide.

The Hawaiian Island group known as Maui Nui - Moloka'i, Lāna'i and Maui - is rich with beauty and *aloha*, the spirit of love that pervades every aspect of the Hawaiian culture. Maui has long been the destination of choice for romance visitors. These couples come to Maui seeking a reprieve from the busyness and stress of their daily lives, searching for a place that represents to them the beauty of their own budding love, a place to celebrate their joining as husband and wife, or maybe even a place to revive the spark of a long-lost romance.

By educating this market segment not only about the gorgeous natural beauty of Maui Nui and the magic of its many diverse environments, but also about the value of Maui's convenient location and abundant service options, MVB can speak directly to these romance-seeking visitors and encourage them to make Maui the setting of their lifelong memories.

The "Romance Me Maui" campaign shares the statistics that position Maui as one of the top wedding and honeymoon destinations in the world, and describes how Maui's popularity launched an industry that thrives today. Destination brides can choose the perfect backdrop for their wedding from among Maui's hundreds of charming chapels and spectacular beaches.

Honeymooners have a bevy of dreamy, romantic places, once-in-a-lifetime activities, special package deals and amenities available at their fingertips. And Maui's appeal is only heightened by the fact that visitors can easily island-hop between three beautiful and unique islands—all in one day, if they choose!

“Romance Me Maui” is MVB’s fourth campaign since the late 1990s which has allowed Maui to focus, through public relations efforts, on a market segment that shows the greatest potential for growth at a specific time. In 1997, MVB launched “Maui Loves Kids!”, targeting the family travel market. In 2003, it launched “Maui For Life!” which focused on wellness and Hawaiian cultural practices, along with Maui’s spas and the island’s power to heal mind, body and spirit. In 2005, MVB introduced “Mālama Maui,” describing the agriculture, culture and ecology of Maui and the growing consciousness of aloha ‘āina, or love of the land. The “Romance Me Maui” campaign followed in November 2007.

The careful targeting of each successful campaign has enabled Maui to reap the economic benefits of increased tourism, and to further position itself as a world-class destination - one of the most desirable in the world.

“Our visitors are eager for romance, to create memories that they can cherish for a lifetime,” said Terryl Vencl, MVB’s executive director. “By recognizing those romantic aspects of our beautiful islands, along with the practical aspects that make it so popular and convenient for destination weddings and honeymoons, we encourage visitors to have their own ‘love affair’ with Maui Nui - a place that will welcome them back again and again on the most special occasions of their lives.”

pau/end