



NEWS RELEASE

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“ROMANCE ME MAUI” FACTS & TIDBITS

- The majority of couples choosing Hawai'i for a destination wedding marry on the island of Maui.
- Destination weddings have doubled in the past 10 years, spawning “Weddingmoons” (where couples honeymoon at their destination wedding location) and the “Honeymoon Registry” (in lieu of traditional gifts, friends and family contribute to travel registries for hotel nights, spa services, dining and activities). Maui Nui remains at the forefront of this trend, consistently receiving recognition for its broad-spectrum romantic appeal.
- Traditional hometown weddings average 165 guests. Destination weddings draw one-third of that guest count.
- 99% of all newlyweds take a honeymoon. 20% of Americans travel annually for romantic vacations, including destination weddings, honeymoons and anniversaries. 10% of all travel destinations include a beach location.
- Honeymooners outspend the average traveler more than three times (just over \$3,000), plan their vacations earlier (approximately seven months in advance), and stay just over one week.
- Maui's largest proportion of honeymooners is first-time visitors to the islands and

predominantly from the East Coast.

- Ways to express love or wedding sentiments in Hawaiian:

Aloha	Love
Aloha au iā 'oe	I love you
E kipa mai	Welcome
Ku'uipo	Sweetheart
'Ohana	Family
Male'ana	Wedding
Kahu lio	Groom
Wahine male hou	Bride
Ho'omaika'i'ana	Our wedding day
Hele mai 'oe i ko maua male 'ana	Come to our wedding
E ho'omau maua kealoha	May our love last forever
Mahalo	Thank you
Hau'oli la ho'omana'o	Happy anniversary

- Maui Nui colors: Maui Pink
Lāna'i Yellow
Moloka'i Green

- Maui Nui flowers: Maui Lokelani (cottage rose)
Lāna'i Kauna'oa (native dodder)
Moloka'i Pua kukui (white kukui blossom)

- Instead of "Here Comes the Bride," popular Maui selections are:
Ke Kali Nei Au (Hawaiian Wedding Song)
Somewhere Over the Rainbow by Israel Kamakawiwo'ole
Ku'u Lei, Ku'u Ipo by Hapa

- Great for toasting: *Tiny Bubbles* by Don Ho

- Popular Maui-theme wedding favors include:
 - beach flip flops ("slippers" in Hawai'i)
 - fresh flower, shell or kukui nut lei
 - coconut husk candles
 - floating plumeria or orchid candles
 - woven palm frond fans
 - disposable waterproof cameras
 - seashell picture frames

- Maui bridal party gifts often include:
 - Hawaiian Heirloom Jewelry
 - personalized beach bags & towels
 - decorated, "jeweled" slippers
 - spa treatments

- “OOT” (Out of Towner) welcome baskets are a current trend. These often include:
 - Maui maps
 - Maui postcards
 - sunblock
 - Maui roasted coffee
 - macadamia nuts
 - souvenirs (hula doll dusters, miniature tikis)

- Popular Maui cake flavors:
 - haupia (coconut pudding)
 - liliko'i (passion fruit)
 - guava
 - mango
 - pineapple
 - macadamia nut

- ...and cake toppers:
 - miniature hula girl & boy
 - fresh orchids
 - seashells

- Popular Hawaiian ceremonial touches:
 - lei exchange (maile for the groom, pīkake for the bride)
 - giving lei to family
 - blowing of the pū (conch)
 - torch lighting
 - hula dancer
 - 'ukulele player
 - oli (Hawaiian chant)

- Popular beach-style ceremonial touches:
 - “sand ceremony” (pouring sand from two vessels into one)
 - parasols for the guests or bridal party
 - strewing fresh flowers on the sand
 - making a temporary walkway of stones or flowers
 - providing rubber slippers for guests (or better yet, going barefoot)
 - “trashing the dress” (bride wears her dress into the ocean for amazing photos)

- Popular Maui wedding wear:
 - fresh flowers in the hair instead of a veil
 - white strapless or backless “slip” dress for the bride
 - white or ivory aloha shirt instead of suit & tie or tux for the groom
 - slippers or foot jewelry instead of heels or dress shoes
 - tropical print summer dresses for bridal party
 - lei po'o (head wreath) for the kahu (minister)

- Best places to kiss:
 - Lāna‘i Pu‘u Pehe, Mānele Bay
 - Moloka‘i Moa‘ula Falls, Hālawā Valley
 - Maui Everywhere!

- Top 5 romantic Maui Nui activities:
 - sunrise at Haleakalā
 - helicopter ride over Moloka‘i’s stunning sea cliffs

 - snorkeling at Cathedrals on Lāna‘i
 - taking surfing lessons in Kihei
 - sunset dinner sail (and/or whale watch)

- Maui sunset times:
 - close to 6 p.m. in winter
 - close to 7 p.m. in summer

- Top 5 romantic Maui Nui activities **after** the sun goes down:
 - lū‘au dinner show
 - stargazing at Papohaku Beach on Moloka‘i
 - enjoying Maui’s talented live music scene
 - sampling a Lava Flow (pina colada with strawberry ribbon) or Hula Pie (made with Hawaiian coffee)
 - honeymooners’ choice...!

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