



FOR IMMEDIATE RELEASE

October 16, 2008

Keli'i Brown, Director of Public Relations

808/244-3530, ext. 716 or keli@mauivb.com

**MAUI NAMED "BEST ISLAND IN THE WORLD"**  
*"Magic Isle" Wins Designation for the 14<sup>th</sup> Time*  
*and Receives Highest Score of Any Destination Across the Globe*

MAUI, Hawai'i – For an unprecedented 14<sup>th</sup> time, the Magic Isle of Maui captured "Best Island in the World" honors in the 21<sup>st</sup> annual CONDE NAST TRAVELER Readers' Choice Awards Poll. With a score of 89.5, Maui was voted "Best Pacific Island" (for the 18<sup>th</sup> consecutive year) and "Best Island in the World" for the 14<sup>th</sup> time.

Maui also surpassed all other top destinations across the globe beating out Best Australia/Pacific City (Sydney, 87.2), Best U.S. City, (San Francisco, 85.2), Best Europe City (Florence, 84.5), Best Africa/Middle East City (Capetown, 83.0), Best Asian City (Bangkok, 82.8) and Best Americas City (Buenos Aires, 82.2).

In a coup for the State of Hawai'i, sister island Kaua'i also fared well placing second in the Best Pacific Island Category". In fact, with a score of 87.1, Kaua'i posted the second best score of any destination in the world.

"We are extremely proud to receive this honor yet again," stated Terryl Vencl, executive director, Maui Visitors Bureau. "Maui's stunning natural beauty, our cherished host culture and the gracious

(more)

## **MAUI Captures “Best Island in the World”**

**Page 2/2**

aloha of our people continue make this possible. This is wonderful recognition for our industry and most importantly, for the residents of Maui.”

Other islands ranking in the Best Pacific Island category include: 3. Bora Bora, (84.3); 4. Great Barrier Reef, (83.6); 5. Moorea, (83.3); 6. Hawai’i Island, (81.9); 7. O’ahu, (80.4); 8. Lāna’i, (78.0); 9. Tasmania, (75.4); and Cook Islands, (74.5).

Maui Nui hotels also fared exceptionally in the Top Hawai’i Resorts category as three placed in the top five. The Four Seasons Resort Maui at Wailea (Hawai’i’s only AAA Five Diamond and Mobil Five Star property) was named top Resort in Hawai’i with a score of 96.0 and also tied for #14 in the world. Rounding out the Aloha State’s scores were Hawai’i Island’s second-place Four Seasons Resort Hualālai (94.5), third-place finisher Four Seasons Resort Lāna’i, Lodge at Kō’ele (92.5); and fourth-place Four Seasons Resort Lāna’i at Mānele Bay (91.6). The Halekūlani on O’ahu (90.7) placed fifth. The Hotel Hāna-Maui placed sixth (89.9); and the Fairmont Kea Lani Maui placed ninth (88.6).

The magazine’s annual Readers’ Choice Awards poll analyzes the travel preferences of their readership in various categories including cities, islands, airlines, cruise lines, hotels, spas, resorts and rental cars. The ratings are based on the responses of CONDE NAST TRAVELER subscribers who participated in the 21<sup>st</sup> annual poll. Complete results are published in the November 2008 issue, which arrives on newsstands later this month.

World-class resorts, award winning cuisine, championship golf, staggering natural beauty and the islands’ host Hawaiian culture have propelled Maui into the limelight. For more information, visit [www.visitmaui.com](http://www.visitmaui.com) or call 800-525-MAUI.

*(pau / end)*