

## **DESTINATION WEDDINGS ARE ON THE RISE**

*Increased Interest In Destination Weddings Have Maui's Most Hawaiian Hotel Taking Important Steps To Make Weddings More Affordable*

*LAHAINA, Hawaii* – Every girl dreams about what her wedding will be like, and now more brides are dreaming about tying the knot away from home on a sandy beach with the sparkling blue ocean as a backdrop. Maui is one of the top locations for destination weddings but according to the most recent Condé Nast Bridal Group American Wedding Study, the average cost of a destination wedding is \$25,806, which is too expensive for most brides.

“Destination weddings are the fastest-growing segment of the wedding business, and currently constitute an estimated 15 to 20 percent of all weddings,” says Susan Moynihan, editor in chief of *Destination Weddings & Honeymoons* magazine. “I predict this will only increase as the next generation of brides begins to wed. Our readers spend upwards of \$20,000 per wedding, which doesn’t take into account the additional money spent by their 50+ guests on everything from flights to accommodations to meals.”

According to data compiled by the Maui Visitors Bureau, the island of Maui holds first place with 44% of the State’s share with couples who selected Hawaii for their destination wedding in 2006.

Located on Maui and known for offering guests competitive value driven rates, Kaanapali Beach Hotel is making destination weddings a reality. The hotel has just announced two new weddings packages that make wedding planning easy and affordable. “We are unveiling a new weddings program at the hotel in response to rising consumer demands for reasonably priced weddings in Maui,” says Luana Paahana, Director of Sales and Marketing at Kaanapali Beach Hotel. “We expect to have a significant increase in visitors to the hotel who are coming for weddings upon the release of our new packages, which will have an emphasis on Hawaiian cultural touches and traditions for a truly memorable wedding day in paradise.”

Kaanapali Beach Hotel’s wedding packages include an oceanfront location, a Minister and Hawaiian Ceremony, Ukulele Serenade, photography package, fresh flower leis for the bride and groom, Hawaiian Wedding prayer amenity and in-room chocolate covered strawberries and sparkling wine. The hotel also has an on-site wedding planner for a more personalized wedding to fit any budget. Packages start at \$950. See information on complete wedding packages included below:

➤ **Island Romance Maui Ka’anapali Wedding**

- Wedding coordination, assistance with wedding license and Minister
- Ocean front location kissing the sand of Ka’anapali Beach
- Two hour photography package including prints, album, online viewing gallery, and DVD slideshow of photos
- Bridal bouquet, Wedding cake and Champagne toast
- Up to 10 chairs
- Wedding couple dinner in signature Hotel restaurant the Tiki Terrace
- 5 nights ocean view accommodations
- Compact Rental car
- Daily buffet breakfast
- In-room amenity
- Picnic lunch keepsake backpack
- 25-minute massage or facial for two
- Keepsake wedding certificate

**\$5885.00 + tax (includes 5 nights Ocean view accommodations)**

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- **Grand Island Romance Package - Aloha kekahi i kekahi (Love one another )**
  - Assistance with wedding license
  - Wedding coordination
  - Ola Hou daybefore wedding private chartered catamaran for couple and minister with traditional Greeting of Sunrise and au au kai purification ceremonies.
  - Keepsake his and hers pareo and Couple's personal made Kihei wedding wrap
  - Private Hawaiian breakfast in Hawaiian hale (hut)
  - Ocean front location kissing the sands of Ka'anapali Beach
  - Your Hawaiian Minister
  - Two fresh island leis
  - Musical serenade
  - Hawaiian wedding chant
  - Custom wedding album covering the 2-day journey to marriage including 72 prints and a custom DVD slideshow.
  - Toast with bottle of Moet Chandon Champagne
  - Two-tier wedding cake decorated in tropical flowers
  - Keepsake wedding prayer in a frame
  - 55-minute massage for two or trade up for bridal hair and makeup
  - 5 rooms in Ocean Front accommodations
  - Choice of convertible or Jeep rental
  - Daily breakfast in Signature restaurant the Tiki Terrace
  - Private ocean front dinner for 2 lit by Tiki Torch
  - In-room amenity and Tropical flower arrangement
  - Choice of two nights of entertainment Kupanaha Magic dinner Theater, and Ulalena Maui's Premier Theatrical productions, or one of either surf lessons or dinner cruise.
  - Beach Cabana for two one day rental
  - Deluxe "Road to Hana" picnic lunch backpack for two

**\$10,880.00 + tax (includes 5 nights Ocean Front accommodations)**

Kaanapali Beach Hotel leads the travel industry in preserving Hawaiian culture and offering guests a unique Hawaiian experience for more than 20 years with the most extensive Hawaiian cultural arts program, the Ohana Welcome Breakfast and a Farewell Lei Ceremony. The oceanfront property has spacious guestrooms, plenty of on-property activities including a nightly hula show and live music, a beach activities center equipped with snorkel gear, boogie boards and access to a catamaran offering sunset sails, and a variety of complimentary Hawaiian cultural activities from hula lessons to a cultural garden walk that explores native foods and traditional healing plants.

#### **About Kaanapali Beach Hotel**

Oceanfront within the world-famous Kaanapali Beach Resort, the 430-room Kaanapali Beach Hotel is set majestically on a three-mile stretch of sandy beach along the sunny western shores of Maui. Known as Hawai'i's Most Hawaiian Hotel, the property is an ideal setting for a memorable Hawaiian experience. For information and reservations, visit [www.kbhmaui.com](http://www.kbhmaui.com) or call 1-800-262-8450.