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**MAUI RECAPTURES "BEST ISLAND IN THE WORLD"**  
*"Magic Isle" Wins Designation for the 13<sup>th</sup> Time*  
*and Receives Highest Score of Any Destination Across the Globe*

MAUI, Hawai'i – Number 13 proves "lucky" after all for the Island of Maui. After relinquishing "Best Island in the World" honors in 2006 to the Maldives, Maui roared back to recapture the prestigious honor in the 20<sup>th</sup> annual CONDE NAST TRAVELER Readers' Choice Awards Poll. With a score of 90.0, Maui captured "Best Pacific Island" (for the 17<sup>th</sup> consecutive year) and "Best Island in the World" for the 13<sup>th</sup> time. The Maldives tied for third "Best Island in the World" with Bali this year (84.3) right behind second-place Kaua'i (87.1).

Maui also surpassed all other top destinations across the globe beating out the Best Australian City (Sydney, 87.8), Best U.S. City, (San Francisco, 85.5), Best Europe City (Florence, 84.8), and Best Asian City (Bangkok, 82.6). In a coup for the State of Hawai'i, Kaua'i's score of 87.1 gave the "Garden Isle" third best overall ranking of any destination in the world.

"Maui continues to capture the hearts and imagination of visitors from across the globe," stated Terryl Vencl, executive director, Maui Visitors Bureau. "Our island's amazing natural beauty, cherished host culture and gracious aloha continue to entice and inspire. We are thrilled to be back on top. This is a proud day for our industry and most importantly, for the people of Maui."

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

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CONDE NAST TRAVELER reports, “This year again belongs to perennial favorite Maui, the only island in the world with an overall score that reaches 90.0. The 13-time winner takes back the crown thanks to particularly stellar individual ratings for Scenery (95.7) and Ambience (90.8).”

Other islands ranking in the Best Pacific Island category include: 2. Kaua’i, (87.1); 3. Great Barrier Reef, (84.5); 4. Borabora, (84.1); 5. Moorea, (83); 6. Hawai’i Island, (82.7); 7. O’ahu, (80.5); 8. Lāna’i, (79.8); 9. Cook Islands, (76.6); and 10. Tasmania, (73.6).

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 ranked #15 in the world. Rounding out the Aloha State’s scores were Hawai’i Island’s second-place Four Seasons Resort Hualālai (94.1), third-place finisher Four Seasons Resort Lāna’i, Lodge at Kō’ele (92.6); and fourth-place Four Seasons Resort Lāna’i at Mānele Bay (92.3). The Halekūlani on O’ahu (89.3) placed fifth and Maui’s very own Hotel Hāna-Maui tied for sixth place with the Grand Hyatt Kaua’i (88.4).

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 20<sup>th</sup> annual poll. Complete results are published in the November 2007 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.

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