



FOR IMMEDIATE RELEASE

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MAUI NAMED "BEST ISLAND" FOR 12TH YEAR IN A ROW
***Conde Nast Traveler* Declares "Magic Isle" World's Top Travel Destination**

MAUI, Hawai'i – For the twelfth consecutive year, Maui was voted "Best Island in the World" in the 18th annual CONDE NAST TRAVELER Readers' Choice Awards Poll. With a score of 91.6, Maui captured the "Top Pacific Rim Island" category scoring higher than runner-up Kaua'i (89.5) and third place Borabora (84.8).

Maui's score also topped all other island and city destinations in the world including Sydney (Top Pacific Rim City, 88.8), Phuket (Top Asian Island, 87.3), San Francisco (Top U.S. City, 86.8), Florence (Top European City, 86.0) and Bangkok (Top Asian City, 85.9) to be named overall "Best Island" and "Top Travel Destination" in the world.

"Paradise began as a garden, but if you ask travelers to name a paradise today, you can bet it'll be an island," reported the November 2005 issue of *Conde Nast Traveler*. "No wonder that Maui emerges for the 12th consecutive year – ever since islands were added to the poll – as not only the top scoring island, but also the top scoring destination."

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MAUI Named “Best Island” and “Top Destination”

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Terryl Vencl, Maui Visitors Bureau executive director, accepted on behalf of Maui. “This is an amazing run and we are simply thrilled. To win ‘best island’ during any given year is remarkable,” she stated. “To capture the title for a dozen years running is nothing short of extraordinary. This is a proud moment for the people of Maui.”

Fourth-ranked Big Island of Hawai‘i (84.7), 5th place Moorea (84.2), 6th ranked O‘ahu (83.0) and 7th place Lāna‘i (79.8) also made the “Top Pacific Rim Island” list.

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 18th annual poll. Complete results are published in the November 2005 issue, which arrives on newsstands in late October.

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 or call 800-525-MAUI.

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