

## What's New in Hawai'i's Health & Wellness Market 'Āpana (Niche) Media Newsletter Spring 2005

### THE LOMI LOMI MASSAGE

Ah...nothing better than the sound of the rolling surf lapping on the shore, your body in a relaxed state, not a care in the world, and the re-energizing of your soul following your lomi lomi massage.

What usually starts with a *pule* (prayer) and follows with gentle and vigorous kneading strokes all over the body, a lomi lomi massage is a healing connection between the body, mind and spirit. Sometimes a *pōhaku* (stone) treatment is incorporated, with warm stones used with massage strokes or placed on energy-points along the back, hands and feet for added soothing.

According to the Mary Kawena Pukui and Samuel H. Elbert Hawaiian Dictionary, lomi is defined as "to rub, press, squeeze, crush, mash fine, knead, massage, rub out; to work in and out, as claws of a contended cat."

The lomi lomi massage dates back to the 1800s, when native Hawaiians were considered healers and could diagnose illnesses. Hawaiian traditions were practiced in secret and passed down only within the Hawaiian community. It wasn't until many decades later that Hawaiians were able to practice their traditions freely. Auntie Margaret Machado is the only Hawaiian *kupuna* (elder) licensed by the State of Hawai'i to teach the lomi lomi massage. And she did just that for anyone Hawaiian or not, who wanted to learn the technique.

Used in ancient days to prepare warriors for battle, hula dancers for performances, and chiefs for making important decisions, the massage relaxes the nervous system, increases circulation and creates a sense of well being. It is also known to release congestion in the body and improve physical and athletic performance. Lomi lomi is recommended and useful for maintaining health, relieving pain from injury, and debilitating illness.

Today, not only are traditional Hawaiian methods used in spas, but many of Hawai'i's locally grown products are used in treatments. Coffee is used as a gentle exfoliant to energize and awaken the senses. Papaya is also used to exfoliate, soften and nourish the skin, and the chemicals in the papaya's skin color helps to slow down the aging process. Other spa treatments or massages can include various scents from the *Pikake* (jasmine) flower, lavender herbs, vanilla, macadamia nuts, and much more.

Besides capturing Hawai'i's unique culture, many spas also infuse other cultural practices, such as the Japanese Reiki, Thai massage, and Chinese acupuncture. Come to the Islands to relax and unwind, and experience the healing and rejuvenating treatments Hawai'i has to offer.

**Here's what's new...**

**Hanalei Colony Resort's Explore the Napali Coast (Kaua'i)** – Kaua'i's north shore offers a lush, tropical environment and a host of exciting activities for adventurers. The special Explore Napali Package includes five or seven nights accommodations in a two-bedroom Ocean View unit, use of a Wrangler Jeep, a two-hour guided tour of tropical Limahuli Garden, a kayak for a day on the Hanalei River, his and her massage, a guidebook on hiking Kaua'i's trails, and special hiking gift. Prices vary for five and seven night packages per season. For more information, visit [HCR.com](http://HCR.com) or call 1-800-628-3004.

**Kayak Kaua'i's Discovery Tour (Kaua'i)** – Explore Kaua'i's peaks and canyons, rivers and coastlines on a seven-day, six-night journey taking in sacred trails, hidden pools, blue lagoons, alabaster beaches and shimmering waterfalls. Price is \$1,750 per person plus tax based on double occupancy and includes lodging at the Waimea Plantation Cottages or Pali Ke Kua at Princeville, travel to and from Lihu'e Airport, dining, and kayak adventure. Single occupancy private rooms are an additional 20 percent. For more information, visit [KayakKauai.com/discovery.html](http://KayakKauai.com/discovery.html).

**The Lodge & Beach Village at Moloka'i Ranch's Adventure Package (Moloka'i)** – Explore the many wonders of Moloka'i with The Lodge & Beach Village at Moloka'i Ranch's Adventure Package. For guests staying at The Beach Village, the Adventure Package includes three meals a day at Kaupoa Dining Pavilion and \$25 activity credit. Package rates start from \$168 per person per night in a standard tentalow; there is an additional 3 or 4 person charge of \$75 per person with the same inclusions. Rates are commissionable for travel agents and valid through December 24. For more information, visit [MolokaiRanch.com](http://MolokaiRanch.com) or call 1-888-627-8082.

**Starwood Hotels' Stay at One, Play at All (Maui)** – Starwood Hotels' Maui resorts, the Westin Maui Resort & Spa and Sheraton Maui Resort have added the Westin Ka'anapali Ocean Resort Villas to their dynamic shared-amenity program, "Stay at One, Play at All." The program allows guests staying at any one of the hotels to enjoy services and amenities at all three, at no extra charge. Amenities include use of the pools on all three properties, dining at any of the hotel restaurants with charge-back privileges to their rooms, complimentary short-term parking, and children eat free at many of the hotel restaurants with a paying adult. For more information, visit [Starwood.com/Hawaii](http://Starwood.com/Hawaii) or call 1-888-488-3535.

**SPECIAL NOTE TO MEDIA:**

If you are currently working on a Hawai'i feature for 2005 and are interested in travel assistance, please contact the following niche managers about these subjects:

Arts & Culture: Terri Ann Oda at [toda@mcneilwilson.com](mailto:toda@mcneilwilson.com)

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You may also visit HVCB's website at [gohawaii.com](http://gohawaii.com).

**Hawaiian Diacritical Markings:**

The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of diacritical markings (e.g. glottal stop [ʻ], macron [ā] in place names of Hawai'i such as Lānaʻi). However, HVCB respects the individual use of these markings for names of organizations and businesses.

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