

Serving and Sustaining our Island Home

GRAND WAILEA

MAUI

A WALDORF ASTORIA RESORT



POSITIVE IMPACT REPORT 2022



A word from JP Oliver, Managing Director

Central to the Grand Wailea experience is our desire to thoughtfully share the beauty, magic, and culture of Maui with our guests from around the world. Another of our aims is to ensure that the overall environmental impact our resort makes on Maui and our local communities is minimized, and that Maui's 'āina (land) and the people who live here ultimately benefit from our presence and activities.



This commitment to Maui forms the root of our five key sustainability impact areas: promoting and sharing Native Hawaiian culture, caring for our local community, supporting local businesses, practicing environmental sustainability, and embracing regenerative tourism. During the past year, we made meaningful progress in each of these areas.

We again offered a unique selection of locally rooted experiences and cultural offerings to showcase and share the heritage and traditions of Maui with our guests.

Through our outreach and charitable work during the year, we played a part in improving the quality of life in our local communities and for the people who live here. On a related note, we continued to proactively support local businesses and industries in an effort to help our neighbors thrive, and to give our guests a true "Made on Maui" experience.

During the year, we also made green efforts and investments spanning resort-wide water-saving, solid waste reduction, and energy-saving measures, which help conserve Maui's natural resources. In addition, we continued to embrace regenerative tourism through our Mālama Hawai'i program, which enables guests to mālama (give back) by volunteering with the coastal preservation team from our nonprofit partner Hawai'i Land Trust in return for a free sixth night of their stay at Grand Wailea.

As we reflect on what we've accomplished over the past year, I'm also excited about what's come as we continue to set the standard for experiential luxury travel rooted in authenticity and a true sense of place.



Our Year at a Glance

FORGING CULTURAL CONNECTIONS

- 700 guests participated in Hawaiian culture classes every month on average
- 20 to 30 Hawaiian culture classes were offered every week for guests
- Opened the Hīpu‘u Cultural Center, a dedicated new hub for our range of cultural programming

BENEFITING OUR LOCAL COMMUNITY

- \$224,500 awarded to 75 nonprofits
- \$100,000 grant awarded to Hawai‘i Land Trust by the Hilton Global Foundation
- 300 Grand Wailea team members volunteered in community events

SUPPORTING AND STIMULATING LOCAL BUSINESSES

- 84% of the produce and products for our restaurants was sourced from local farms
- 75 local vendors supported by Grand Wailea’s food and beverage and spa offerings

TRAVELING WITH A PURPOSE

- 200+ hours devoted to coastal preservation activities with Hawai‘i Land Trust and as part of our Mālama Hawai‘i program

CARING FOR OUR NATURAL LEGACY

- 18.2% reduction in water use per occupied guest room year-over-year
- 1.77 million kilowatt-hours of energy saved
- 2.2% reduction in electricity consumption per occupied guest room
- Installed low-wattage LED lighting options in restaurants
- 15 tons of locally generated compost added to landscaping, reducing the use of inorganic fertilizers and water usage
- More than 700,000 pounds of food waste repurposed
- 6,000 gallons of cooking oil recycled

Forging Cultural Connections

At Grand Wailea, we consider it a privilege to be able to share the culture and traditions of Maui and Hawai'i with our guests. Our priorities and resources put us in a unique position to give our guests the chance to truly connect with our island home in a deep and meaningful way through the up to 30 specially selected cultural activities and events organized by our team every week. During 2022, more than 8,000 guests participated in our Native Hawaiian culture activities.

“Loosely translated, Hīpu‘u is a knot, a bond, a union, or a pledge of unbreakable love. When I share something with guests about my ancestral land and my heritage, I’m strengthening what they know or think they know about our culture—this is the bond that’s being created.”

Kalei ‘Uwēko‘olani,
Cultural Programming Manager and Leadership Educator





Putting Local Culture Front and Center

A vital part of the unique Grand Wailea experience is the connection each guest forms with our island home during their stay. This connection goes far deeper than the usual superficial tourist experience thanks in large part to our curated selection of thoughtful, hands-on cultural activities that bring the very essence of Maui to vivid life.

We were therefore pleased to launch our Hīpu‘u Cultural Center in 2022, a dedicated new hub where Kalei ‘Uwēko‘olani, Grand Wailea's Cultural Programming Manager and Leadership Educator, and her team can engage guests in the culture and heritage of Maui and Hawai‘i.

This cozy space provides the ideal venue for our complete range of cultural activities—guests can come here to perfect their hula moves, weave bracelets using nuts from the kukui

tree (the official state tree of Hawai‘i), learn to play their favorite song on the ukulele, learn a few words and phrases in the Hawaiian language, and so much more.

While the Hīpu‘u Cultural Center is already open and active, it's still in its pilot phase, as additional renovations are yet to come in the spring of 2023 to give the space an even more meaningful role in furthering Grand Wailea's objectives to continue allow guests to learn more about local culture, history and traditions.

Above: Grand Wailea held our “May Day is Lei Day” celebration on May 13 to pay tribute to Hawaiian culture and the spirit of aloha. A few weeks later, a similar scene played out at Grand Wailea's King Kamehameha Day Celebration in honor of the first king of Hawai‘i.



Benefiting Our Local Community

In 2022, Grand Wailea continued our charitable giving and volunteer efforts to benefit our local community. During the year, we awarded \$224,500 to 75 nonprofit organizations and initiatives whose efforts in the community resonate with our property and our employees, and 300 of our team members volunteered in community events. These organizations and events included the Shane Victorino Foundation, Hawai'i Land Trust, Women Helping Women, the Maui Food Bank, the Maui County Charity Walk (part of the statewide Visitor Industry Charity Walk organized by the Hawai'i Lodging & Tourism Association), beach clean-ups, and holiday meals for first responders. And last but not least, Grand Wailea was the largest financial contributor to the Wailea Community Association, which maintains all of the common spaces (including parks and beaches) in Wailea, ensuring that our immediate community is well cared for and remains a desirable place to live.



Stewardship, Charitable Giving, and Community Engagement

As a Waldorf Astoria resort, Grand Wailea falls under the Hilton family of hotels. In 2022, the Hilton Global Foundation, Hilton's primary philanthropic arm, awarded a \$100,000 grant to Hawai'i Land Trust (HILT) in support of our long-time nonprofit partner here on Maui. HILT was one of 18 organizations around the world awarded with a grant from the Hilton Global Foundation, which seeks to support organizations that make a meaningful commitment to preserving the destinations where they operate.

The Hilton Global Foundation chose HILT as a grant recipient based on the nonprofit's contributions to destination stewardship and climate action, which help build a more

sustainable, inclusive, and resilient world for travel. By protecting nearly 22,000 acres of land integral to the well-being and character of Hawai'i, HILT protects and preserves our local community while also fostering community-led stewardship, including through their participation in Grand Wailea's Mālama Hawai'i program.

This regenerative tourism program allows us to give our guests the chance to mālama (give back) by doing volunteer work with HILT's coastal preservation team during their Maui vacation. In return, we give participating guests a free sixth night—a true win-win scenario.

The annual Maui County Charity Walk is part of the statewide Visitor Industry Charity Walk organized by the Hawai'i Lodging & Tourism Association and sponsored by the Maui Hotel and Lodging Association and the Hawai'i Hotel Industry Foundation. At the 2022 edition, our team from Grand Wailea showed their commitment to giving back through volunteering by raising nearly \$52,000 in support of more than 100 nonprofit agencies on Maui.



Above: (From left to right) Tess Navarro (HR team member), Shane Kahalehau (Program Director at KPOA Radio), Annie Harnish (HR Assistant Director), Dena Roady (Area Vice President – Hyatt Hotels Hawai'i) and Lisa Paulson (Executive Director of the Maui Hotel & Lodging Association) celebrate Annie receiving the silver slipper trophy at the 2022 Maui County Charity Walk.



Above: Engineering Manager John Palpallatoc (center with flag) with his family (from left to right) Aubrey Palpallatoc, Juliann Palpallatoc, and Garyn Palpallatoc alongside Annie Harnish (Assistant Director of Human Resources) get ready to walk for charity as part of the Grand Wailea contingent.

“Grand Wailea is an outsized part of a small island community, which inspires our outsized commitment and efforts to conserve our natural resources. Each of our team members calls this island community home, and it’s this strong sense of ownership that drives our commitment to environmental sustainability, which is integrated into everything we do as part of our Green Pledge.”

JP Oliver, Managing Director

Caring for Our Natural Legacy

At the heart of the well-being of our local communities and the people who live here is the health of our natural environment. We believe that we can effect change most effectively by reducing the daily impacts our resort and guest activities have on the natural environment. In 2022 alone, we:



REDUCED WATER USE PER OCCUPIED GUEST ROOM BY 18.2% FROM 2021



SAVED 1.77 MILLION KILOWATT-HOURS OF ENERGY, INCLUDING A 2.2% REDUCTION IN ELECTRICITY USE PER OCCUPIED GUEST ROOM



ADDED 15 TONS OF LOCALLY GENERATED COMPOST TO OUR LANDSCAPING, REDUCING THE USE OF INORGANIC FERTILIZERS AND WATER USAGE



REPURPOSED MORE THAN 700,000 POUNDS OF FOOD WASTE AND RECYCLED 6,000 GALLONS OF COOKING OIL



Grand Wailea's Landscaping Manager Jim Heid (right) is locally sourcing 25 new types of endemic plants that he plans to add alongside other native species across the grounds.

The Art of Sustainable Gardening

If you're looking for Jim Heid, Grand Wailea's Landscaping Manager since 2008, you'll find him somewhere on the resort's 40 acres with a bit of Maui soil under his nails and a satisfied smile on his face. Incredibly, 23 of these 40 acres are landscaped grounds that contain an ever-growing collection of plant species. In addition to maintaining the 600 species that currently grow on the resort's stunning grounds, Jim and his landscaping team are expanding the resort's ecosystem to include more plants endemic to Maui.

"What's driving this is Grand Wailea's sustainability efforts and growing consciousness about minimizing water usage," he says. "Endemic plants generally require less maintenance and less water, but they're not as eye-catching as the non-endemic flowering plants we have here on the property.

The challenge is how do we blend these somewhat ordinary-looking endemic plants with the big flowering plants we already grow here?"

"One example of the approach we've taken is near Wailea Beach, where we use indigenous plants along the pathway, since they're hardier. Away from the ocean in the more intimate areas of the resort, we've created a nice mix of indigenous and nonindigenous plants, which not only showcases the beauty of Maui's flora, but also embodies our commitment to sustainability."

Jim is already looking to the future, having connected with a local nursery to obtain 25 new species of endemic plants to make Grand Wailea's grounds even more attractive—and more environmentally friendly.



Above: In honor of Earth Day 2022, we planted an indigenous hala tree on our resort grounds—the first of its kind at Grand Wailea. The hala tree plays an important part in Hawaiian history and culture, with its fronds, fruit, and pollen all used to make ropes, mats, hats, jewelry, fans, and other unique creations, including lei.

Supporting and Stimulating Local Businesses

At Grand Wailea, we innately understand that local businesses are integral to the health, well-being, and unique character of the communities in which they operate. We therefore make proactive efforts to buy local whenever possible, which not only supports community cohesion, but also contributes to our green efforts by reducing transportation costs and promoting local agriculture. During 2022, we sourced 84% of the produce and products for our restaurants from local farms, and our food and beverage and spa offerings purchased products or services from 75 local vendors, including Maui Brewing Company, Paia Gelato, The Maui Cookie Lady, Lokelani Essentials, Malie Organics, Ola Hawai'i, Maui Agave, and Ocean Vodka.

“One of the best things about being a chef in Hawai'i is the incredible access we have to the freshest fish. For many of our guests, eating fresh sashimi and sushi at Botero Lounge, or our signature seared ahi at Humu, forms part of an unforgettable dining experience. That's a result of our team of expert chefs, of course, but it's also attributable to the fresh, delicious local fish we source from Blue Ocean Mariculture, a sustainable fishery on the Big Island of Hawai'i. Kona's high environmental standards and commitment to preserving ocean health resonate with everything we do here at Grand Wailea, making this an especially fulfilling partnership.”

Ryan Urig, Executive Chef



From Open-Ocean Farm to Grand Wailea's Tables

Grand Wailea fosters lasting partnerships with local food producers like Blue Ocean Mariculture, who increase Hawai'i's food resiliency and deliver high-quality ingredients for one-of-a-kind dining experiences.

Blue Ocean Mariculture sustainably grows Hawaiian kanpachi fish in sea pens in the clear, blue waters near Keāhole Point in Kona, Hawai'i. The off-shore farm is not far from Grand Wailea,

lying just across the Alenuihaha channel that connects the waters between Maui and Hawai'i Island.

The farm raises the silver fish in the open ocean at depths and temperatures ideal for their natural biology. This natural environment nurtures a clean, fresh and subtle flavor profile that makes kanpachi a chef's dream.

"Blue Ocean Mariculture has been growing kanpachi in Hawai'i for the past 20 years, anchored by a deep commitment to environmentally and socially responsible aquaculture production. It is inspiring for our team to work with the Grand Wailea Maui to grow fish that satisfies and delights their diners. But even more exciting for us, is to partner with a company that cares about the local community, food security and healthy oceans. We're looking forward to the fun, innovative ways we can collaborate into the future."

Dick Jones, CEO of Blue Ocean Mariculture





“Through growing our organic ingredients here on Maui and producing our products in small batches, Lokelani Essentials focuses on the long-term wellness of our community and environment. Partnering with Grand Wailea Maui and being featured in Mōhalu by Spa Grande has allowed us to connect with a wider audience and share the essence of Hawai‘i with visitors from around the world. We are grateful for their commitment to supporting local businesses and their shared sense of responsibility towards our island homes' sustainability, culture, and health.”

Fernanda Carvalho, Owner

A “Made on Maui” Success Story

We are committed to partnering with local companies, brands, and artisans to not only give our guests an authentic “Made on Maui” experience, but also to establish and foster ties with our local communities.

Reflecting this ethos is our partnership with Lokelani Essentials, a local company that creates beauty and holistically balancing herbal products using the Lokelani rose, the official flower of Maui, as the cornerstone for all its products. Lokelani

Essentials grows the roses it uses organically and sustainably, making its products in small batches using 100% organic and natural essential oils planted, harvested, distilled, and blended on Maui.

In 2022, the wellness experts at Mōhalu by Spa Grande, our new spa concept, wanted to feature a local company in its product offerings, so they approached Lokelani Essentials to establish a partnership based on community, collaboration, and shared

values. Grand Wailea’s wellness and cultural teams worked together with Lokelani Essentials to create three custom essential oil blends rooted in the ancient healing traditions of our island home. These blends now form the core of several of the facial and massage treatments at Mōhalu by Spa Grande, ensuring that our guests benefit from the healing power of Maui’s ‘āina (land) while also showcasing our island community’s strong sense of togetherness.





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PLEASE VISIT THE GRAND WAILEA BLOG
TO LEARN MORE ABOUT THE PEOPLE, STORIES,
AND EVENTS THAT ENRICH AND ENLIVEN OUR
RESORT AND OUR LOCAL COMMUNITY.

