

Winter 2011

FREE
Insider's Guide

MAUI

Adventure Guide

2011 CELEBRATING MAUI'S HUMPBACK WHALES
MAUI | Whale
Festival

**YOUR COMPLETE
WHALEWATCH GUIDE**

**8 BEST PLACES TO SEE
WHALES FROM SHORE**

**UNDERSTANDING
WHALE BEHAVIORS**

SHARING MAUI AND THE WHALES WITH YOU

At Pacific Whale Foundation, our work to protect whales has taken us to some far reaches of the planet. Even so, Maui is home; it has been for the past 31 years. Maui is also the most important humpback whale mating and calving area in the United States. It's a fact we appreciate each winter as we watch and study whales right in our own "backyard."

It adds to our joy of living on Maui to share the best of our island with visitors from near and far. It is in that spirit of sharing that we present this magazine to you. Enjoy your Maui visit!

The Pacific Whale Foundation Team

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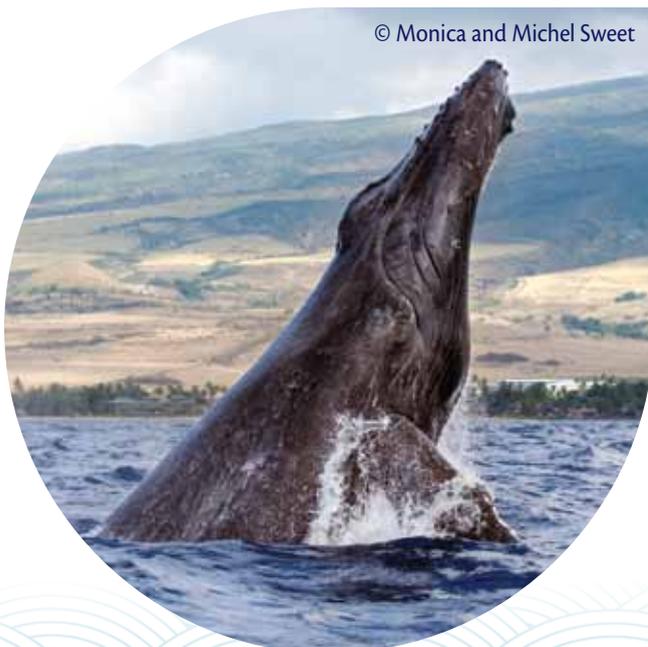
**PACIFIC WHALE
FOUNDATION**

Protecting our oceans through science and advocacy

CONNECT WITH US

Have comments? Interested in learning about our nonprofit organization and how to become a member? Want to meet and talk with our staff about whales, dolphins and the ocean? Here are some ways to connect with us:

- 1. Pacific Whale Foundation's Ocean Stores.**
We're located at 612 Front St., Lahaina and next door to Maui Ocean Center at The Harbor Shops at Ma'alaea.
- 2. Our Coral Reef Naturalist Station at Uluu Beach in Wailea.**
Our naturalist is onsite Tuesdays through Sundays, 9 a.m. to noon.
- 3. Our Humpback Whale Lookout Station** at Papawai Point lookout on the Honoapi'ilani Highway (Route 30), approximately 3 miles northwest of Ma'alaea Harbor. You'll find us there from 9 a.m. to 2 p.m.
- 4. Online at www.pacificwhale.org**
- 5. On Facebook, Twitter, Trip Advisor and Yelp.**
- 6. By phone at 808-856-8372**



© Monica and Michel Sweet

Bring the Whales Closer...

- Rent binoculars and underwater cameras for whalewatching and ocean adventures.
- Shop for cameras, gear, ocean-themed gifts and clothing at great prices!

Canon
Authorized Dealer



Pacific Whale Foundation's Ocean Stores

- 612 Front St., Lahaina
- The Harbor Shops at Ma'alaea on Route 30



MEET MAUI'S HUMPBACK WHALES

© Monica and Michel Sweet

Maui is a whalewatcher's paradise and one of the world's top spots for viewing humpback whales. It's also the primary breeding area of humpback whales in the United States. To protect these endangered whales, the United States Congress designated this area (and other parts of Hawai'i) as a National Marine Sanctuary in 1992.

Long distance travelers

The story of Maui's humpback whales begins 3,000 miles away along the coast of Alaska. The whales devote their summers to feeding on the abundant schools of tiny fish found in these cool northern waters.

As autumn arrives, the well-fed whales begin to migrate southward toward warmer waters. About 60% of this whale population travels to the Hawaiian Islands, the most isolated island chain in the world. Their journey is one of the longest migrations in the animal kingdom.

The whales' focus in Hawai'i is reproduction. Each winter, the next generation of whales is conceived in the warm ocean surrounding our islands. The calves are born about eleven months later, during the following winter's breeding season.

Amazing whalewatching

The whale behaviors that you see in Hawai'i are driven by their desire to mate and care for their young. During the winter, it's commonplace to see "competition pods" – groups of males, engaged in whale-sized brawls of tail splashes, head lunges and other aggressive behaviors, as each individual pushes for the most advantageous position near a desirable female.

Newborn calves begin to appear in January, swimming in the shadows of their 40-ton mothers. As the calves feed on their mothers' rich milk, they grow rapidly, and begin to imitate the adults, practicing breaching, fin slaps and other behaviors.

Maui, the epicenter

Of the 10,000 to 12,000 whales that migrate to Hawai'i each year, the largest numbers are found off Maui's south and west shores. While you are here in this premiere whalewatch spot, be sure to take time to see the whales. To learn about whalewatch options, call 808-856-8372 or visit www.pacificwhale.org.

| Kulia



WHALE I.D.

Think all whales look alike? Take a look at the “i.d. photos” of these four individual whales. Look carefully and you’ll see different pigmentation markings and scars on the whales’ tail flukes. These differences let us distinguish one whale from another. Pacific Whale Foundation has identified more than 5,000 unique individual whales through this “fluke i.d.” system, and all of these whales are part of Pacific Whale Foundation’s Adopt a Whale program.



| Heaven



| Maka’ala



| Kama’aina

To adopt a whale, visit www.pacificwhale.org

WHALE PHOTOGRAPHY: QUICK TIPS



© Monica and Michel Sweet



Taking great photos is part of the fun of whalewatching. Pacific Whale Foundation Researcher Annie Macie offers these quick tips to help you get started:

- Start out with an empty memory card and freshly charged batteries. The more photos you take, the better your chances of ending up with a great photo.
- Set your shutter speed at 1/500 of a second or faster to freeze the whale’s actions and to minimize blurring caused by the vessel’s movement.
- Use your eyes and peripheral vision to scan continuously for whale activity. Always hold your camera up close to your face to be ready when that surprise breach occurs!

Pacific Whale Foundation’s Research team and renowned professional photographers offer hands-on training on capturing whale images with state-of-the-art digital cameras. An at-sea workshop for beginning to advanced photographers, to learn about our whale photo safari call 808-856-8372 or see page 10 for dates.

Interspecies Associations: Whales & Dolphins

When it comes to wildlife watching, humpback whales may be the aquatic superstars of Hawai'i, but wild dolphins also share the spotlight. Dolphins are often sighted in the company of humpback whales during the winter months in Maui County waters. In fact, Pacific Whale Foundation's research team has observed many different types of interspecies associations - ranging from playful to aggressive. While research hasn't concluded why dolphins and humpback whales interact, it is both a compelling and amazing sight to witness these two marine mammals together.



Bottlenose Dolphin swimming a long side a Humpback whale.

What dolphins are you likely to see in Hawai'i?



Spinner dolphin

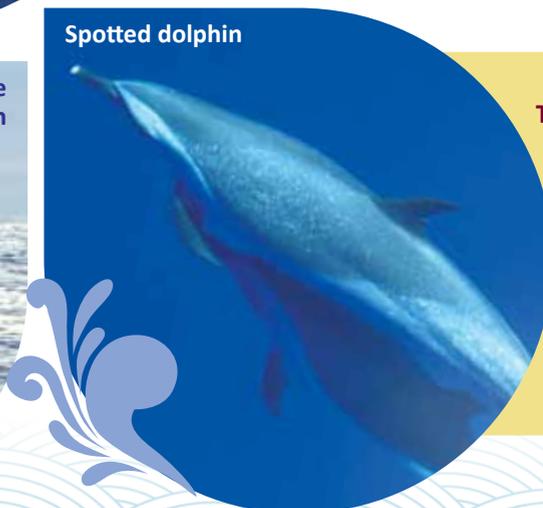
Spinner dolphins are the smallest of Hawai'i's common dolphins, but also the most frequently encountered. They are typically seen in schools of 50 animals or more. Once you've witnessed it, you'll never forget the "spinning" behavior for which these dolphins are named—the dolphin leaps from the sea and whirls about rapidly several times above the water.

Bottlenose dolphins are larger and more robust than spinner dolphins. In Hawai'i, they are usually found in groups ranging from 2 to 12 animals. They are often seen bow-riding along the front of vessels, swimming on the "pressure wave" created by the boat's forward movement.

Spotted dolphins are named for the spots found on their dark backs and lighter bellies and are known for their high arcs above the sea. They are also very social animals and are found in large groups, often in mid-channel between the Hawaiian Islands.



Bottlenose dolphin



Spotted dolphin

To learn more about wild dolphins, pick up a free dolphin wildlife watching guide from Pacific Whale Foundation at The Harbor Shops at Ma'alaea or at 612 Front St., Lahaina.

ACTIVITIES AND ADVENTURES THAT ARE TRULY PRICELESS

Swim for free at Maui's five public pools

Located in Kihei, Kahului, Lahaina, Wailuku and Pukalani, Maui's public pools are staffed by lifeguards and offer lap lanes, showers and locker rooms. Some feature wading pools for kids. The pools are generally open from 9 a.m. to 4:30 p.m. on weekdays, and noon to 4:30 p.m. on weekends. For info call (808) 270-8208 or visit www.mauicounty.gov/parks/maui.



Visit 'Iao Valley

Situated on the eastern slope of Pu'u Kukui Mountain, 'Iao Valley is a lush, cool, 4-mile long valley that's an easy drive from Wailuku. Its walls rise nearly a mile high and are carpeted with dense forests. Meandering paths let you stroll the valley floor alongside 'Iao Stream and enjoy views of 'Iao Needle, a 2,250 foot natural rock pinnacle. Admission is free. Bring a rain jacket. Even on a sunny day, it can be misty or rainy in the valley.



Snorkel from shore at Ulua Beach

While Maui offers many fine shoreline snorkeling locations, Ulua Beach in Wailea has the added feature of a free Coral Reef Information station, staffed by a Pacific Whale Foundation naturalist, Sundays through Thursdays, 9 a.m. to noon. You'll find reference materials, fish i.d. cards, and free reef-safe sunscreen!



Tour Ka'anapali Coffee Farms

Learn about coffee growing on Maui by visiting Ka'anapali Coffee Farms. It's located off Honoapi'ilani Highway on Kaka'alane Drive, but you'll want to pick up their free coffee tour brochure beforehand at the MauiGrown Coffee Company Store at 277 Lahainaluna Road. The gates are open daily from 9 a.m. to 4 p.m. Homesites are available around the farm, so if you find yourself wishing you could live there forever – you can!



Hike the Kapalua trails

Kapalua Resort, located north of Ka'anapali, offers an array of well-marked trails that are open to the public. The trails range from easy to difficult, from shoreline to ridgetop. For information, call Kapalua Adventure Center at 665-4386.





Molokini:



© www.davidfleetham.com



Maui's Remarkable Mid-Ocean Reef



© Monica and Michel Sweet

What's that tiny island that you can see from Maui's south shores? It's Molokini, one of Hawaii's top snorkel and dive sites. This u-shaped volcanic remnant is also a Hawai'i State Marine Life Conservation District and State Seabird Sanctuary.

For all of its fame, Molokini measures just 1,770 feet in diameter and rises only 162 feet above sea level. It is home to more than 250 species of fish, an amazing number for such a small area.

"It is a special place, a vibrant little ecosystem that is set apart in the world's most isolated island chain," says Greg Kaufman, Chief Scientist at Pacific Whale Foundation.

A FIERY BIRTH

According to the scientists at the Hawaiian Volcano Observatory, Molokini is actually a volcanic cone capped by a crater. It is believed to have erupted explosively from below the sea about 230,000 years ago. The northern rim of the crater is below sea level.

A MID-OCEAN OASIS

To thrive, corals need shallow water and sunlight. The shallow ocean depth inside Molokini crater provides a perfect habitat for corals. At its deepest point along the outer edge, Molokini crater is just 100 feet deep. Depths within the crater range from a few feet near the shore to 60 feet near the center. A 1987 survey of Molokini, conducted by the University of

Hawai'i Marine Options Program and Pacific Whale Foundation, found 15 species of corals living there.

The most numerous species of fish documented in the study were parrotfishes, saddle wrasses, goldring surgeonfishes, fantail filefishes, sleek unicorn fishes and yellow tangs. Humpback whales, gentle plankton-eating whale sharks, Hawaiian monk seals and manta rays have been sighted in Molokini over the years.

Pacific Whale Foundation offers daily snorkel cruises to Molokini. Learn more at www.pacificwhale.org or call 808-856-8372.

Understanding Whale Behaviors

Humpback whales can be observed from shore on Maui, but to get the best look at whale behaviors, embark on a whalewatch tour. Pacific Whale Foundation's tours start at just \$19.95 and kids ages 6 and under go free. Because whales are wild animals, you never know what you'll see. Here is a guide to some of the most commonly observed behaviors.

Breach

In a dramatic display, the whale propels its massive body out of the water, clearing the surface with two-thirds of its body or more. As the whale rises above the water, it throws one pectoral fin out to the side and turns in the air on its longitudinal axis.



Blow

The whale exhales and inhales at the surface, producing a bushy cloud of water vapor above its head during the exhalation. The loud "whoosh" is a sound you are likely to remember forever.



Pec Slap

The whale rolls sideways at the surface, slapping a pectoral fin against the water. Sometimes whales lay on their backs, slapping both fins down on top of the water.



Spy Hop

The whale rises relatively straight up out of the water rather slowly, with its head above the surface to just below the eye. If a whale spy hops near your boat, you may wonder who is watching whom!



Tail Slap

The whale slaps its tail forcefully against the water surface. The sound can be heard underwater and may be a form of communication.



Singing

Humpback whales don't have functional vocal cords, but they produce a wide variety of sounds. Their vocalizations and sounds are associated with activities such as feeding, parental care and courtship. During the winter breeding season, male whales engage



in a behavior that is known as "singing" – producing a series of notes organized into repeating patterns. All of the whales in a given breeding area sing the same song. Researchers have found that the song evolves throughout the season, with whales changing their song to keep in tune with other singers. Because the song takes place during the breeding season, researchers believe it serves a reproductive function.

Peduncle Throw

The rear portion of the body, including both the caudal peduncle and the flukes, is thrown up out of the water then brought down sideways, either on the surface of the water or on top of another whale.



Shoreline Whalewatching and Snorkeling

Watching whales from shore:

1. The beach at the Ritz Carlton, Kapalua
2. Ka'anapali Beach
3. Lahaina Harbor
4. Papawai Point Lookout, West Maui
5. The Harbor Shops at Ma'alaea
6. Kamaole I, II and III Beach Parks, Kihei
7. Wailea Beach Path (between Polo Beach and Ulua Beach)
8. Pu'u Olai, the red hill behind Makena Beach

Snorkeling from shore:

1. Honolua Bay Marine Life Conservation District
2. Black Rock (Pu'u Keka'a) by the Sheraton Maui, Ka'anapali Beach
3. Olowalu Reef (by mile marker 14 along Route 30)
4. Keawakapu Beach Park, Wailea (south end)
5. Ulua Beach, Wailea
6. Maluaka Beach, at Makena Beach and Golf Resort, Makena
7. Waiala Cove at 'Ahihi - Kina'u Natural Area Reserve

Scan for
BIG SAVINGS
on snorkel gear!



Whalewatch cruises typically travel within this area

Although whales are visible from shore, nothing beats seeing them from on-board a vessel.
Call 808-856-8372 to learn about our 15 daily Whalewatch options – starting a **\$19.95**

2011 MAUI

Whale



When you're celebrating the presence of 10,000 or more humpback whales in Maui County's ocean waters, you think "big" – which is why the Maui Whale Festival now spans from November 26 through May 15 and includes over 30 events, many of which are free.

Below are some of our featured events, but check out www.mauiwhalefestival.org or scan here for our complete event listings.



Scan here to get all of the Maui Whale Festival event details

◀ JANUARY ▶

**Saturday, January 8, 2011 and
Saturday, January 22, 2011**
Whale Photo Safari

Pacific Whale Foundation's research team and renowned professional photographers offer hands-on training on capturing whale images with state-of-the-art digital cameras. An at-sea workshop for beginning to advanced photographers. Reservations required.

Thursday, January 20, 2011
Maui Whale Festival Making Waves Lecture Series
Second-to-last Thursday of each month, at Pacific Whale Foundation's Discovery Center in Ma'alaea. 6:00 to 7:30 p.m. Free and open to all.

◀ FEBRUARY ▶

Saturday, February 5, 2011
Run for the Whales

One of Maui's best-attended running events! Choose from a half-marathon, 5K run, 5K walk, competition pod event, and a 2K children's race. Events begin at 6:30 a.m. at Makena Beach and Golf Resort (formerly the Maui Prince). Register at www.pacificwhale.org or call Pacific Whale Foundation.

Saturday, February 5, 2011
Free Talk by Pacific Whale Foundation Founder

Noted author, whale researcher and Pacific Whale Foundation Founder, Greg Kaufman will present a free multi-media presentation about his time with the whales in the South Pacific. No-host cocktails at 6:00 p.m., talk at 6:30 p.m., followed by a book signing. At the Wailea Marriott. Free and open to all.

FOR THE LOVE OF WHALES WEEKEND FEBRUARY 11~14



© Monica and Michel Sweet

Friday, February 11, 2011
Tribute to the Whales

Hula, music and a traditional Hawaiian chant will kick off the festivities at the Tribute to Whales from 6 p.m. to 8 p.m. Following the free music and dance performance, the public will be invited to share and enjoy music, poetry, stories, video and photos.

Festival

CELEBRATING MAUI'S HUMPBACK WHALES



Saturday, February 12 and Sunday, February 13, 2011 **Whale Photo Safari**

Pacific Whale Foundation's research team and professional photographers offer hands-on training on capturing whale images with state-of-the-art digital cameras. An at-sea workshop for beginning to advanced photographers. Reservations required.

Saturday, February 12, 2011 **An Evening with the Experts**

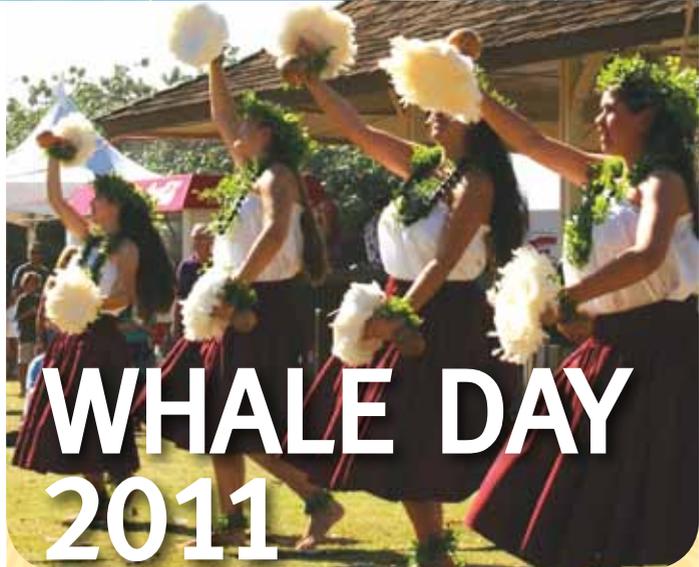
A panel of noted whale experts from around the United States will be speaking and presenting video and photos relating to the latest discoveries and developments in humankind's quest to understand and save whales. Free and open to all. Westin Maui Resort and Spa, Kaanapali'i.

Sunday, February 13, 2011 **Whalewatch with the Experts**

Embark on an unforgettable whalewatch with the presenters from the "Evening with the Experts" event. Each presenter will narrate a part of the whalewatch, so guests will hear their unique perspectives on the whales that are encountered. Two-hour cruise from Lahaina Harbor. Reservations required.

Monday, February 14, 2011 **Whale-entine's Day: Whalewatch Dinner Cruise**

Enjoy a romantic evening of watching whales and a five course chef-prepared dinner featuring locally grown and produced Maui products. From Lahaina Harbor. Reservations required.



WHALE DAY 2011

Saturday, February 19, 2011 **Maui Parade of Whales**

Celebrate the whales and the sea in this fun-filled parade! Begins at Alanui Keali'i Drive, proceeds north along South Kihei Road, and ends at the big whale statue in Kalama Park. 9:00-10:00 a.m. Free.

Saturday, February 19, 2011 **Whale Day Celebration**

Maui's biggest and longest running whale event, now in its 31st year, brought to you by Pacific Whale Foundation! Enjoy performances from Hawaii's top entertainers, food from popular Maui restaurants, a "Made on Maui" market, children's activities, a silent auction, environmental displays and much more! 10:00 a.m. to 6:00 p.m. at Kalama Park.

For updates and latest events visit www.mauiwalefestival.org



MAUI

Whale Festival



Sunday, February 20, 2011

VIP Whalewatch

Pacific Whale Foundation Founder, President and Chief Scientist Greg Kaufman will lead a special, two-hour VIP whalewatch. 12:30-2:30 p.m. from Ma'alaea Harbor. Adults \$49.95, children 7-12 \$34.95, children 6 and under free. Reservations required.

Saturday, February 26, 2011

Great Maui Whale Count

Join Pacific Whale Foundation's Research Team for this annual citizens' count of the humpback whales that can be seen from shore. Free and open to all, advance registration required. 8:00a.m. - noon at locations around Maui.

MARCH

Saturday, March 26, 2011

VIP Whalewatch

Pacific Whale Foundation Founder, President and Chief Scientist Greg Kaufman will lead a special, two-hour VIP whalewatch. 12:30-2:30 p.m. from Lahaina Harbor. Adults \$49.95, children 7-12 \$34.95, children 6 and under free. Reservations required.

Saturday, March 12 and Saturday, March 19
Whale Photo Safari

Pacific Whale Foundation's Research team and renowned professional photographers offer hands-on training on capturing whale images with state-of-the-art digital cameras. An at-sea workshop for beginning and advanced photographers. Reservations required.

APRIL

Saturday, April 9 and Saturday, April 23, 2011

Whale Photo Safari

Pacific Whale Foundation's Research team and renowned professional photographers offer hands-on training on capturing whale images with state-of-the-art digital cameras. An at-sea workshop for beginning and advanced photographers. Call Pacific Whale Foundation for reservations.

Sunday, April 24, 2011

Easter Brunch Cruise

Celebrate Easter morning at sea, watching for whales and enjoying a holiday-themed brunch. From Lahaina Harbor. Reservations required.



MAY

Sunday, May 15, 2011

Aloha to the Whales Cruise

Bid aloha and safe travels to the humpback whales that are migrating back to Alaska for the summer. Whale sightings are guaranteed or you will receive a free ticket to go whalewatching next season. Reservations required.

For updates and latest events visit www.mauiwhalefestival.org

Volunteering on Vacation on Maui

What's one of the hottest new travel trends? Voluntourism! Travelers enjoy "giving back" to the places they love to visit, while meeting other like-minded people and learning about the local environment and culture.

Here on Maui, you can give back through Pacific Whale Foundation's Volunteering on Vacation program. It's free, easy, and fun. Sign up for three hours and receive a free tote bag.

Here are some of the projects to choose from. All are free. Advanced reservations are required. To sign up, call (808) 856-8372 ext. 1.

• FREE TOTE BAG •



Volunteering on Vacation Events:

Haleakala National Park
Ongoing, 1st & 3rd
Sunday of every month



Help remove invasive plants that are crowding out delicate natives in the park's fragile ecosystem. Includes free entrance to the park and free transportation from Ma'alaea or Pukalani.

Hoaloha 'Aina
Ongoing, every
Monday



With South Maui Volunteers and group leaders Bob and Lis Richardson, you'll help maintain an oceanside trail in Kihei, pick up litter and remove invasive species.

O'o Farm
Ongoing, every
Wednesday



Help with assorted farm chores on this unique and innovative 8.5 acre organic farm in cool, upcountry Kula.

Maui Coastal Land Trust
Ongoing, every Friday



With Maui Coastal Land Trust and group leader Scott Fisher, you'll visit a remarkable coastal area that's rich in Hawaiian history. You'll help to remove invasive species and weeds, and clear brush.

Malama Honokowai
Ongoing, every
Saturday



With our partner Malama Honokowai, visit Honokowai Valley, which is closed to the public. Help save archeological sites of old Hawai'i, pull invasive plants and possibly plant native species.

Ho'okipa Restoration Project
Ongoing, 2nd & 4th
Saturday of every month



Join Friends of Ho'okipa to restore and protect Ho'okipa Beach Park on Maui's North Shore, world famous for its extraordinary wind surfing and kite surfing. Remove invasive plant species and plant native species.

Beach Clean-ups
Ongoing, at your
convenience



Choose one of your favorite beaches, pick up our free "beach clean-up kit" and go to work! You'll help protect wildlife by preventing litter from entering the ocean. Trash bags, gloves and instructions are provided.

Pacific Whale Foundation:

Maui's Advocates for Whales, Dolphins



Save the Whales!

During the late 1970s, whales worldwide were perilously close to extinction. Young marine biologist Greg Kaufman became an activist and leader in the "Save The Whales" movement, traveling across the United States and into Europe to raise awareness about the plight of whales.

In 1980, Greg Kaufman founded the nonprofit Pacific Whale Foundation with a small group of like-minded citizens in Hawai'i, to employ the tools of scientific research, public education and conservation advocacy to save whales.

Pioneers in Whale Research

"During the 1970s, I had been chosen by the King of Tonga to represent his country as a Scientific Advisor at the International Whaling Commission Meeting," says Kaufman. "While at that meeting, I saw that there was a critical lack of data about whales; people wanted to save them, but the scientific community didn't know much about them."

To fill the gap, Pacific Whale Foundation became an early pioneer in non-invasive whale research in Hawai'i. The researchers used tools such as aerial surveys and photo identification to learn about the distribution, abundance and migratory patterns of whales.

During the next 31 years, Pacific Whale Foundation expanded its scope of research, conducting whale field studies in Japan, Australia, Tonga, Hawai'i, Alaska and Australia, while also adding a study of Maui's coral reefs and of the wild dolphins and toothed whales of Maui County.

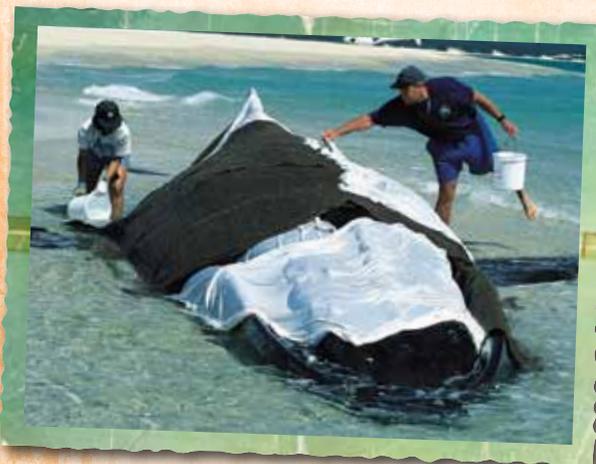


Whalewatching to Help Save Whales

Today, Pacific Whale Foundation has approximately 150 employees, including researchers, marine educators and conservation advocates.

Pacific Whale Foundation founder Greg Kaufman continues to be a tireless advocate for the whales. In addition to serving as President of Pacific Whale Foundation, Greg attends International Whaling Commission (IWC) meetings as part of the IWC's Scientific Committee. He recently was invited to represent the United States at an IWC Workshop on whalewatching, hosted by the governments of Australia, United States, Argentina and The World Society for the Protection of Animals.

"My vision is to change our world from 'whale killing' to 'whalewatching,'" says Kaufman. "Many countries, especially those with emerging economies, are seeing the financial benefit of whalewatching; now our goal is to help them do it in a responsible manner."



and the Ocean

No Ordinary "Cruise" Company

Many people know Pacific Whale Foundation for its award-winning whalewatches and eco-adventure cruises. It was Pacific Whale Foundation who introduced the concept of "educational" whalewatching to Hawai'i in 1980. Ever since then, Pacific Whale Foundation has been a leader in the realm of ocean tourism.

All Pacific Whale Foundation vessels are equipped with United States Coast Guard-approved "Whale Protection Devices" that guide the animals away from propellers and rudders. Pacific Whale Foundation had worked with naval architects to develop these protective devices, the first of their kind for commercial-sized vessels.

Pacific Whale Foundation follows all state and federal laws regarding approaches to whales. Pacific Whale Foundation's vessels are required to follow the company's strict "Be Whale Aware" guidelines which require travel at slow speeds in areas where whales are present.

All Profits Help Save the Oceans

The eco-adventure cruises make it possible for Pacific Whale Foundation to educate hundreds of thousands of people about the ocean each year, and inspire them to help protect the ocean. They also serve as a fundraiser – the revenues from the cruises, combined with donations from members and supporters worldwide, have helped to make Pacific Whale Foundation a financially stable, self-funding nonprofit organization, with little reliance on government grants.



Winner of the United States Coast Guard's William M. Benkert Environmental Protection Award

Pacific Whale Foundation's efforts to run Hawaii's most eco-friendly cruise operation have not gone unnoticed. In December of 2010, the United States Coast Guard awarded Pacific Whale Foundation the William M. Benkert Marine Environmental Protection Award for outstanding achievements in all aspects of marine environmental protection.



Cruises Led by Marine Biologists and Naturalists

Pacific Whale Foundation's Eco-Adventure Cruises are led by a team of marine biologists and certified marine naturalists, who hold graduate or undergraduate degrees in marine biology, environmental education or related sciences.

Shop for the Whales

Pacific Whale Foundation's Ocean Stores offer marine-themed books, videos, clothing and gifts. All of the profits support Pacific Whale Foundation's research and advocacy efforts for our oceans.

- 612 Front St., Lahaina
- On Route 35, next to Maui Ocean Center (at the Harbor Shops at Ma'alaea)



My Dream:

:) whalewatching off the coast of Maui!! ☺

My Discovery:

Pacific Whale Foundation's
Whalewatch Eco-Adventures.

Tickets start at **\$19.95** 😊
and my kids go **FREE!****



My whalewatch:

- ✓ whale sightings were guaranteed*
- ✓ watched whales with Maui's whale experts
- ✓ Their marine biologists and naturalists were SUPER-KNOWLEDGEABLE!
- ✓ Listened to whale songs with a hydrophone
- ✓ went on a high-tech catamaran that was safe and eco-friendly
- ✓ HAD Lots of choices - 15 DEPARTURES EVERYDAY!

808-856-8372

www.pacificwhale.org book online and save 10%

BEST OF MAUI "Best Nonprofit 2010"
- Maui Time Weekly

Get connected:



Check it out -

Recommended on:



Eco-adventures by Maui's ocean experts

◀ All profits help save our oceans



PACIFIC WHALE FOUNDATION

Cruises that make a world of difference™

*See a whale or go again free on all whale watches between Nov. 27 ~ May 15.

**Kids ages 6 and under go free. One free child per paying adult.