



Story Ideas – Kaua`i's East Side

Three Trails Lead to One Spectacular View on Kaua`i:

Kaua`i's Nounou Forest Reserve provides three hiking alternatives to access a spectacular 360-degree view on top of Nounou Mountain (popularly called Sleeping Giant). Rated easy, moderate and difficult, the trails range from three to four miles round-trip, and are accessed from different points in the Royal Coconut Coast region. From the top hikers see a 20-mile stretch of Kaua`i coastline and into the center core of the island, dominated by Mt. Waialeale.

Whale Watch From A Bike Path on Kaua`i:

The Ke Ala Hele Makalae coastal bike path in the Royal Coconut Coast region is prime viewing territory for humpback whale activity during winter months on Kaua`i. This 3.8-mile long, multi-use pathway travels along the coastline passing by several beaches and scenic viewpoints. It's possible to see Humpback whales spouting and breaching from the trail between November and April. Bike rental shops are found throughout the area.

Hawai`i's Historic Wailua River Becomes a Water-sports Paradise:

The rising popularity of kayaking and stand-up paddling has led to Kaua`i's Wailua River becoming a hub-spot for water sports in Hawai`i. This historic river, famed for providing access to the Fern Grotto, is now the site of kayak tours, stand-up paddle tours and lessons, along with traditional river cruises, fishing, outrigger canoe paddling and water-skiing. No other river in Hawai`i provides such an array of water-sports in one location. Wailua River is also the site of several significant historic sites, and has been a popular filming location for Hollywood.

From Gourmet Cuisine to Ethnic Food Trucks, Dining on Kaua`i's East Side is an Eclectic Experience:

An extraordinary mix of restaurants and cafes can be found on Kaua`i's Royal Coconut Coast with at least a dozen opening in the past three years. Many fine-dining choices can be found within the area's resorts, while a significant array of eateries, small cafes and food trucks can be found along Kuhio Highway. Terms that would describe the dining discoveries on Kaua`i's Royal Coconut Coast are ethnic, local, natural, high-end, casual, and surprising.

Lodging Renovations Completed on Kaua`i's Royal Coconut Coast top \$20.25 million:

Over the past 24 months several popular hotels and condominium resorts located on Kaua`i's east side have undergone significant property renovations, investing over \$20.25 million on upgrading interiors, exteriors, landscaping, public areas, furnishings and décor. Renovations have occurred at Aston Aloha Beach Resort, Courtyard by Marriott Resort at Coconut Beach, Kaha Lani, Kaua`i Beach Resort, Kaua`i Sands Hotel, Plantation Hale, and Pono Kai Resort.

Coconut Festival and First Saturday Art Night top East Side Events:

The 17th Annual Coconut Festival in Kapa`a on October 5th and 6th celebrates many uses and customs related to coconut products. Organized by the Kapa`a Business Association, the festival offers extensive entertainment, cooking demonstrations and contests, Kaua`i artisans, crafters, Polynesian products, coconut games, hands-on activities, and educational sessions. Another major event on the Royal Coconut Coast is the **First Saturday Old Town Art Walk**, held every month. Merchants and restaurants stay open late offering many specials. Artists, food vendors and musicians set up along the street with musical performances throughout the town. The event has grown in popularity drawing thousands of residents and visitors.

For more information, Margy Parker, Media Relations, Royal Coconut Coast Assoc., mp@margyparker.com, 808-651-5394.