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AN INSIDER'S LOOK AT THE ISLAND OF HAWAII

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BY A. H. ROBERTS, DIRECTOR OF MARKETING

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AN INSIDER’S LOOK AT THE ISLAND OF HAWAII

An Overview of the Island of Hawaii

Almost two thousand years ago Polynesian mariners navigated across vast unknown waters to find a tropical paradise they would call the Island of Hawaii. Comprised of five volcanos (Kohala, Mauna Kea, Hualālai, Mauna Loa and Kīlauea) this “Big Island” spreads across 4,028 square miles and is the largest and southernmost in the Hawaiian chain.

The Big Island is a land of unmatched natural beauty and bio-diversity. From arid landscapes to lush tropical rain forests, to snow-covered mountaintops, to high plains and down to world’s most temperate and stunning beaches. The Big Island is a harmonious microcosm of the best our world has to offer in one miraculous setting.

Residents and guests can expect a warm welcome and a varied and rich lifestyle here. The crystal blue beaches of the Kohala Coast are rated among the best in the world. Our abundant and tranquil Pacific waters provide the ideal environment for championship sports fishing, sailing, paddling, surfing, boogie boarding, snorkeling and scuba diving, or just enjoying those perfect moments of basking on the sand while watching the sun set across golden waters.

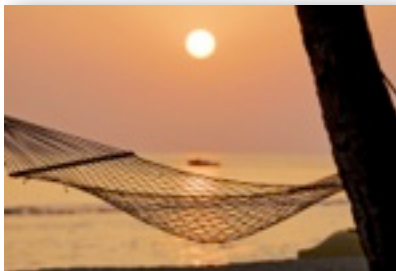
Here you’ll enjoy nature hikes through ancient valleys crested by cascading waterfalls and stunning rainbows. You’ll experience the gentle explosion of life in our many tropical rain forests, and the fiery act of creation at one of the world’s most active volcanoes, Kīlauea, located in Hawaii Volcanoes National Park.

In the up-country of the Kohala Mountains you’ll discover the home of the Paniolo, Hawaii’s cowboy tradition dating back to the 1830s. You’ll ride horseback over windswept grassy plains and rolling hills and marvel at how this “Western” landscape gives way to a pristine coastline and sun-drenched beaches.

Whether you desire the sophisticated city life of Kailua Kona or Hilo, the inviting waters and majestic views of the Kohala coastline, the serenity of country living found in North Kohala, the plantation simplicity of the Hamakua coast, the “off the grid” havens found in Puna or Kau - the grandeur of the Island of Hawaii artfully unites extraordinary homes with extraordinary lives.



Kilauea: The World’s Most Active Volcano



Another Perfect Sunset On The Kohala Coast



The Majestic Snowcapped Mauna Kea

TABLE OF CONTENTS

THE 9 DISTRICTS OF THE BIG ISLAND



Sunset Behind Mauna Kea, The Tallest Mountain In The World Measuring From The Ocean Floor.

Photo Courtesy of A.H. Roberts.

1. The District of North Kohala		3
2. The District of South Kohala		4
3. The District of Hamakua		5
4. The District of North Hilo		6
5. The District of South Hilo		7
6. The District of Puna		8
7. The District of Kau		9
8. The District of South Kona		10
9. The District of North Kona		11



1. The District of North Kohala

Lifestyle: North Kohala is a land of contrasts rich in its living Hawaiian heritage. Rugged coastlines with ancient temples give way to verdant grass lands where sugar was once king and modern-day cowboys still ride the range. It's the homeland of King Kamehameha the Great and a place where one can still hear the whisper of ancient gods on the cool ocean winds. Beautiful scenery, virgin landscapes, a climate that ranges from deserts to rain forests, all with the slow pace of old Hawaii gives North Kohala the character that so many love.

North Kohala is old Hawaii country living with many amenities. It is also cattle country so expect to enjoy Big Island natural grass fed beef and mountain raised sheep, and maybe even some wild boar if you're a hunter or make friends with one. Shopping is not as extensive on the north side of the island as Kona or Hilo, but there are plenty of grocery stores and "mom and pop" shops in the plantation town of Hawi where all your basic shopping needs can be met. There are two very good K-12 private schools within commuting distance in Waimea (technically South Kohala), Hawaii Preparatory Academy and Parker School, and the northern tip of island has K-12 public schools along with the private Kohala Mission School.

Activities: North Kohala is an equestrian paradise with outfits such as Kahua Ranch and Paniolo Adventures that specialize in all levels of horseback riding tours. The Kohala Ranch community incorporates a riding trail as part of its up country lifestyle. Natural beauty abounds in North Kohala, Ziplines are popular and there are many hiking trails across the pristine hills and countryside - a trek down to Pololu Valley is a must! With a long coastline, fishing, paddling and water sports are plentiful but the waters here can be more challenging than those on the Kona and Kohala coasts. Respect for the ocean is a given and the buddy system is always a good idea.

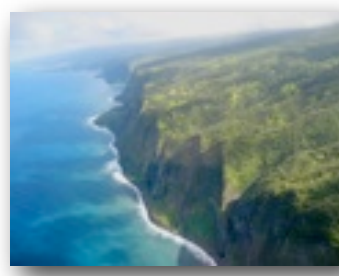
Heritage: North Kohala is steeped in Hawaiian heritage from the birthplace of King Kamehameha, to the ancient heiaus (Hawaiian temples) at Pu'ukohola and Mo'okini, and to the statue of the Great King that watches over the city of Kapa'au. King Kamehameha's warriors trained and fought over the mountains and valleys of Kohala, the same lands that would foster great sugar plantations and world renown cattle ranches. Kings, Queens, Hawaiian warriors, sugar barons and cowboys have all left their mark on North Kohala and the pride and majesty of their spirit remains the central character of this land.



North Kohala: Pololu Beach



Sunset On The Dry Side Of North Kohala



North Kohala::Coastline

2. The District of South Kohala

Lifestyle: South Kohala extends *mauka to makai* from the Kohala mountains of Waimea to the coastal harbor of Kawaihae on the northern end of the stunning Kohala coastline. Waimea, or Kamuela as it's also known, is the birthplace of the Hawaiian cowboy - *the paniolo* - and the home of Hawaii's oldest cattle ranch, Parker Ranch founded in 1847. The ranching and agricultural lifestyle defines this rugged yet astonishingly beautiful land. You'll find many white and blue collar families residing here, from astronomers who work atop Mauna Kea at the world's best observatories, to cowboys, ranchers and farmers, to those who support the resorts on the coastline, and to successful entrepreneurs who have chosen to make their dream home in these sacred hills.

Activities: Though the Post Office reads "Kamuela" you won't hear it called anything but "Waimea", the traditional name for this up-country town. Waimea is home to the prestigious Hawaii Preparatory Academy and the notable Parker School, both private institutions that offer excellent K-12 education alongside the public K-8 schools and a Montessori preschool. North Hawaii Community Hospital covers a wide range of health care needs plus there are general practitioners, dentists, chiropractors and specialists who all call Waimea home. The Chinese Medical College of Hawaii is also located in Waimea bringing the wisdom of eastern medicine to this polynesian island.

While not as extensive as Kailua Kona or Hilo, the shopping opportunities in Waimea at Parker Square, the Parker Ranch Shopping Center and the Kamuela Shopping Center cover most needs. Waimea boasts excellent "farm to table" restaurants such as Merriman's, The Red Water Cafe, Solimeme's Authentic Italian Restaurant and the Waimea Village Burger. Not far from Waimea in the middle of Parker Ranch country is Waikii Ranch where the cowboy lifestyle is celebrated through a polo field, equestrian and rodeo facilities. 20 minutes "down the hill" from Waimea is Kawaihae, predominately a shipping harbor but with a dock for recreational boats and fishing vessels. The Blue Dragon Restaurant in Kawaihae is known for fine dining and its nightly live entertainment. You won't find seafood dishes more tasty and fresh than in Kawaihae, and that goes for most of the island as well.



South Kohala: Hapuna Beach



South Kohala: Paniolo Country



South Kohala: Coastline Winter Migration

Heritage: This is paniolo country where the first Mexican vaqueros came to teach the Hawaiians the skills of ranching way back in 1832. It's also home to the King Kamehameha's *Kipu'upu'u* warriors who trained on the misty Kohala mountains. The *Kipu'upu'u* were named for the cold winds that blow down from snow-capped Mauna Kea, and were known for their legendary endurance and skill with the spear. Waimea also takes pride in their greatest paniolo,

Ikua Purdy, who traveled in 1908 to mainland USA to compete in the Cheyenne Frontier Days National Rodeo where he broke the world record for steer roping proving that the Hawaiian cowboy was second to none. Waimea's Paniolo Preservation Society is very active in promoting the proud and living heritage of Hawaii's ranching industry. South Kohala still retains the spirit of cowboy country and offers the best of up-country living while being only a short drive away from the beautiful beaches of the Kohala Coast.

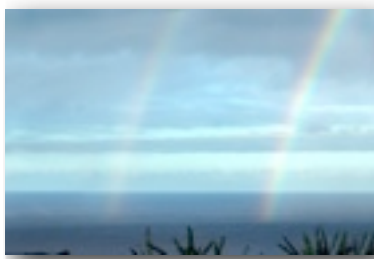
3. The District of Hamakua

Lifestyle: The Hamakua district runs from Waipio, the largest cultivated valley of ancient Hawaii, to just north of the county seat of Hilo. This 40 mile stretch of coastline is as fertile as its seaside views are beautiful. Hamakua was settled by the Hawaiians some 1,500 years ago, and in the 19th and 20th centuries it was the heart of the sugarcane industry. The Hamakua district is steeped in agriculture and provides cattle, sheep, timber, ginger, vanilla, macadamia nuts and exotic plants and flowers to Hawaii and the world. This is a land of cascading streams and waterfalls, pristine valleys, spectacular gorges, and large tracts of productive farmlands and orchards. The Hamakua coast is the definition of Old Hawaii in its simplicity and grandeur.

Activities: The Hamakua coastline is for those who cherish the slow pace of small town life coupled with a natural beauty that is unmatched. Forget your shopping malls and the amenities of big city life - Hamakua is country living at its finest. Laupahoehoe and Honoka'a are the larger towns but beyond a grocery store and a few shops you'll want to go to Hilo for a more expansive shopping experience. Popular activities here are home-grown: hiking, swimming, fishing, surfing and horseback riding are all popular. The major medical centers for the Hamakua district are found at either end of the Highway 19: Hilo Community Hospital on the south end and North Hawaii Community Hospital in Waimea. The lookout at Waipio Valley is a major tourist draw but a four-wheel drive vehicle is required to visit the lush valley below. Waipio Valley is a spectacular highlight of the Big Island with its sheer cliffs, rain forest covered valley and black sand beach. A visit to Waipio confirms why this sacred place has been revered by over 50 generations of Hawaiians.



Hamakua: Waipio Valley



Hamakua: Double Rainbow



Hamakua: Waipio Valley Floor

Heritage: The Hamakua Coast was one of the first areas cultivated by the ancient Hawaiians, and for obvious reasons: access to the bountiful sea, scores of waterfalls, streams and plenty of rain to nurture productive lands. The historical heritage of Waipio Valley is legendary. When King Kamehameha was a baby he was hidden here to protect him for a death sentence resulting from a prophecy that he would one day rule the island. Remnants of the sugar industry abound across the Hamakua from old train tracks to abandoned mills to small communities that

were once company towns. For those who crave a simple life in a land of spectacular beauty, the Hamakua District is unmatched.

4. The District of North Hilo

Lifestyle: North Hilo is the southernmost extension of the Hamakua coastline as it rolls down Highway 19. North Hilo is a rural district of waterfalls, agriculture, horticulture, and some tourism activities. For many, being a resident of North Hilo allows them to experience the slow pace of old Hawaii while having an easy commute to Hilo, the second largest city in the Hawaiian Islands and the county seat of the Big Island.

Activities: There are popular areas to surf along the coastline of North Hilo but caution should be taken as this is the windward side of the island and the seas can be challenging at times. Kolekole Beach Park sits along a stream that opens to the ocean and is a hot spot for surfing and body-boarding. Close to the small plantation town of Honomu is Akaka Falls State Park, a beautiful and free attraction with a half-mile walking path through stunning rain forests leading up to the 420 ft. Akaka Falls. Hawaii Tropical Botanical Gardens is a showcase for the flora of North Hilo and its self-guided trails feature over 2000 species of flowers and tropical plants.

Heritage: Like the Hamakua coast and Hilo, the flavor of old Hawaii remains in the North Hilo district. Ample rainfall and lots of sunshine has made North Hilo an agricultural powerhouse for hundreds of years and home to a world-wide tropical plant and flower industry. Wave after wave of immigrants who came in support of the sugar industry left behind a very multi-cultural population. Though Hilo and North Hilo get about half the tourist traffic that Kailua Kona receives, many people prefer the slower pace of east side to that of metropolitan Kona.



North Hilo: Onomea Falls



North Hilo: Orchard



North Hilo: Akaka Falls

5. The District of South Hilo

Lifestyle: Hilo is the second largest city in the State of Hawaii, bested only by Honolulu, but that's where the similarities between these two great cities end. Unlike its uptown cousin, Hilo retains the feel of old Hawaii from its plantation era bay front stores and shops, to the prestigious canoe races across Hilo Bay. It's the center for the graceful art of hula and home to the world-renown *Merrie Monarch Festival*, the world's most prestigious hula competition. Hilo resides in a district of tropical rain forests which give birth to an abundance of agriculture and floral products. It is also the gateway city for visitors who wish to experience one of the world's most active volcanos, Kilueau, located 45 short minutes away in Hawaii Volcanoes National Park.

Hilo may look like a sleepy plantation town but it has a thriving business community with many mainland stores, dozens of restaurants and one of the finest farmer's markets on the island. Hilo is the county seat and houses many governmental offices including that of the Mayor who presides over the entire Big Island. The public school system is extensive while St. Joseph's School offers a rigorous and spiritually rich K-12 private school program. The University of Hawaii at Hilo is the only four year college on the island, and it includes the Imlilo Astronomy Center, which is a large tourist draw and a showcase for Hawaiian culture and the world-class astronomy work being done at observatories atop Mauna Kea.

Activities: Hilo has a nightlife with many bars and clubs throughout the waterfront areas. Canoe clubs are very important to Hilo and bragging rights between clubs are taken very seriously. There is a golf course in town and a tennis center. The art of hula is practiced extensively across South Hilo, and throughout Hawaii, with many *hulaus* (formal hula clubs) vying to compete in the ultimate of competitions, the annual Merrie Monarch Festival, named after King David Kalakaua and broadcast across the globe. Hilo Hospital is a major medical center for the island and supports many medical professionals throughout the city.

Heritage: South Hilo has been the eastern hub of the Big Island stretching back into Hawaiian antiquity. With its inlet bay, perfect for canoes and seafaring ships, and surrounded by rich and productive agricultural lands with plentiful rainfall, it's no surprise that Hilo has thrived and remains the center of government and power on the Island of Hawaii. This multi-cultural city supports the largest population on the Big Island yet retains much of its old Hawaii charm.



South Hilo: Queen Liliuokalani Gardens



South Hilo: Rainbow Falls



South Hilo: Looking To Coconut Island

6. The District of Puna

Lifestyle: Puna means “spring of water” in Hawaiian and there are indeed tide pools along this district’s coastline where cold water bubbles up from the earth. Puna is a place of old Hawaiian values, rapid growth and expanding population. Much of the district is “jungled-in” by tropical rain forests and there can be interaction with the local volcano flows. Puna is also the fastest growing district on the island due to the substantial amount of sub-divided lots that can be had at affordable prices. Many areas in Puna are “off the grid” and rely on catchment systems for their water supply. Infrastructure is playing catch up with growth in many parts of the district. You won’t find anything resembling big city life in Puna, but for those with an adventurous spirit who crave a quiet life surrounded by natural beauty, the Puna district may be the perfect place to create a Hawaiian paradise.

Activities: Nature is what it’s all about in Puna. Agricultural tourism is becoming more of a draw with anthurium flower production being the strongest on the island. The premier park of the Hawaiian islands, Hawaii Volcanoes National Park, lies mostly in the Puna district. The Kapoho Tide Pools are a favorite for locals and visitors alike and team with marine life. There are no hospital facilities in Puna with the closet one being in Hilo. The old plantation town of Pahoia is the heart of the district and is filled with colorful characters who cherish their freedom and Puna’s frontier lifestyle. Pahoia offers a handful of good restaurants, a grocery store and a Longs general store and pharmacy. Outside of the few shops in Pahoia, most people drive into Hilo for their major shopping needs.

Heritage: Puna is the land where the battle between jungle and volcano continues. One of the oldest and deadliest sacrificial heiau’s in all of Hawaii still stands in Puna though the land around it is covered in lava flow. It is thought that *Waha’ula Heiau* was so drenched in blood and misery that even Pele, the great Goddess of Fire, dare not approach it. A wildness of spirit still exists in this district, and those who make Puna their home find satisfaction in living on the edge of civilization and enjoying the personal freedom that brings to their lives.



Puna: Kalapana Black Sand Beach



Puna: Tree Canopy On Kalapana Road



Puna: Lava Tree State Park

7. The District of Kau

Lifestyle: Kau is the undiscovered country of the Big Island. It's the southern most point in the United States of America and almost untouched by modern civilization. Outside of the small towns of Naalehu, Pahala and Volcano, it's "off-the-grid" but with magnificent views of the mountains and the ocean. Anyone looking for privacy and natural beauty will love Kau, and due to its remoteness, you'll find some of the island's best deals on homes and land. On the Western edge of the Kau district lies Hawaii Volcanoes National Park and the aptly named village of Volcano, an artist community that benefits from the huge visitor traffic drawn to Kilauea, the most active volcano in Hawaii.

Kau is home to many writers and artists who enjoy the beauty of Hawaii and appreciate the privacy afforded by this rural and remote district. There is an elementary and middle school in Na'alehu, and K-12 schools in Pahala, but neither are highly rated. The town of Pahala has a community hospital and there are "Mom and Pop" stores providing the basic necessities, but Kau is not Kailua Kona or Hilo - this is life on one of America's last frontiers, full of natural beauty, but not for those craving a big city lifestyle. Volcano village is on the eastern edge of Kau and more "on the grid" with its proximity to the national park and to Hilo. You won't find schools, hospitals or major shopping centers in Volcano but you will find a grocery store, a couple of fine restaurants, a nice lodge, and a few bed and breakfasts catering mainly to the national park visitors.

Activities: Kau is Hawaii in all its natural beauty from the green sand beaches of Ka Lae (South Point) to the black sand beach of Punalu'u to the rain forests of Volcano and the mighty Kilauea, home of Pele, the Hawaiian Goddess of Fire. Kau is also known for its old Hawaiian ranches where the lifestyle of the paniolo, the Hawaiian cowboy, still endures. Hiking, fishing, biking, horseback riding and hunting are all part of the rugged Kau lifestyle.

Heritage: Ka Lae (South Point) is believed to be one of the first landing spots for the ancient Polynesians who arrived here around 300 AD. Kau district has a land mass of 922 square miles making it the largest district on the island and ideal for cattle ranching, a practice that goes back well over one hundred years. It is a land of Hawaiian warriors and rough-and-tumble cowboys and that adventurous spirit still holds true for those who make Kau their home.



Kau: Green Sand Beach



Kau: Turtles Resting On Black Sand Beach



Kau: Lava Erupting Into The Ocean

8. The District of South Kona

Lifestyle: South Kona is just a short drive from the bustling city life of Kailua Kona, yet its character is very different. Here you'll enjoy country living in the land of Kings where Captain Cook met his untimely end, and where the illustrious Kona coffee is grown and shipped to connoisseurs around the world.

South Kona has good public schools with an easy commute to the private and charter schools of Kalilua Kona. The Keei Cafe appeals to both residents and visitors with its "mountain to sea" menu. For those who don't want to drive into Kailua Kona, there's convenient shopping at the Kealakekua Ranch Shopping Center, which includes a Choicemart grocery store, a deli, a garden center, a hardware store and a hair saloon. The Kona Community Hospital in Kealakekua serves the West Hawaii community along with many private practices.

Activities: Water sports are legendary in South Kona, the home of the Kealakekua Bay Marine Sanctuary and Ho'okena State Beach Park. The swimming and snorkeling is fantastic and the area is known for teeming pods of friendly dolphins and abundant marine life. Did we mention that the bays and coves dotting shoreline are gorgeous too? And if you don't want to look at fish, you can also catch them - deep sea fishing is a favorite South Kona pastime. Along the coastline and throughout South Kona you'll find coffee plantations, excellent hiking, and even a few ranches that offer horseback trail rides.

Heritage: South Kona is a land of polynesian Kings and Queens whose word was law and who were laid to rest in secret caves along the coastline. For those who broke the sacred laws the only chance of survival was reaching Pu'uho'oua O Honaunau, the Place of Refuge, which is now a National Park honoring Hawaiian culture and heritage. Not far from the Place of Refuge is the Honaunau Rodeo Arena, home for almost 50 years to one of the largest rodeos on the Big Island - the "Kona Stampede".

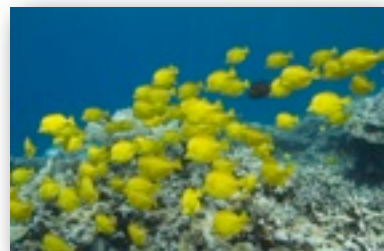
Whether it's the rhythms of coastal life, the small town feel of old Hawaii, or the misty mountains of coffee country, South Kona has a lot to offer.



South Kona: Tikis At The Place Of Refuge



South Kona: Dolphin Pod At Kealakekua Bay



South Kona: Snorkeling With Yellow Tang

9. The District of North Kona

Lifestyle: North Kona is our “Little LA Gone Hawaiian” and a popular choice for those new to the island whether they are new residents, those looking for a second home or wishing to invest in a business or vacation rental. The town of Kailua Kona has all the amenities of a big city without being one. Here you can choose your climate zone as sunny beaches roll up the hill to become misty mountains. This is the Hawaiian weather you’ve dreamed of and it’s 365 days a year. If you’re looking for a thriving urban life soaked in “fun in the sun” Hawaii, then Kailua Kona is your top destination.

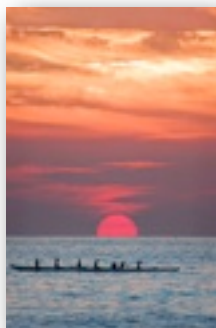
North Kona has a number of good schools and is home to Hualalai Academy, Innovations Public Charter School and West Hawaii Community College. Sports leagues abound for children and adults. The Kona Community Hospital is only 15 minutes away in Kealahou though Kailua Kona is well served with many clinics and private practices. The abundance of shopping centers make Kailua Kona the “place to shop” for many west side residents. Fine restaurants, clubs, bars and brewpubs provide a nightlife unsurpassed on the island.

Activities: Water sports in North Kona rank with the best in the world. That’s a bold statement, but it’s true. Location is everything. Take your pick of swimming, snorkeling, scuba diving, surfing, boogie boarding, canoe paddling, deep sea fishing, pleasure cruises, sailing, whale watching, submarine dives in Kona Bay, or just relaxing on the beach - it’s all here. You’ll find excellent golf at the Kona Country Club and the Makalei Golf Club, and tennis facilities at the Holua Tennis Center and the Royal Kona Tennis Club. You can hit the gym at Pacific Fitness or The Club, or join local exercise groups like Crossfit Kona, Zumba, or take part in Yoga instruction. Kailua Kona is home to the Ironman Triathlon, which attracts world class athletes to compete in an international sporting event of endurance through ocean swimming, biking and running.

Heritage: King Kamehameha chose Kailua Kona as his seat of power in 1812, three years after uniting all of the Islands under his rule. It is home to Hulihe’e Palace, one of the three Hawaiian Royal palaces in the state, and to Mokuaikaia Church, the oldest Christian ministry in Hawaii. Kona Historical Society is very active in preserving and promoting this proud community’s heritage at the H.N. Greenwell Store Museum and through interactive performances at the Kona Coffee Living History Farm.



North Kona: Flowers & Cactus Together



North Kona: Paddlers



North Kona: 24/7/365 Tropical Weather



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