Honua‘ula kua la‘ola’o.
A traditional phrase, said of the people of Honua‘ula who were hard workers with callouses on their backs.

For generations, this coastline has challenged those who live here or visit. There are no places to buy water, food, sturdy footwear or sun-protection once you leave Wailea and Kihei. Cell-phone coverage is unreliable and emergency help may take time to respond.

Are you prepared for the day?