



Santa Barbara Magazine  
*Hassle-Free Hawaii*

IMAGINE A PERSONAL TRAVEL CONSULTANT, your own resourceful concierge and a private chef, transport them to Hawaii, and you have a sense of the custom vacation services of Pure Kauai, a twist on individualized travel.

Founder Phil Jones, who moved to the island four years ago, shapes travelers' experiences around healthy living, personal growth and sports. He arranges villa accommodations in Kauai's Princeville area – from a spectacular home on Tunnels Beach to more modest two bedroom condos. Before visitors arrive, they choose activities – including spa treatments, hiking, snorkeling or surfing sessions, and yoga. There's no need to shop or cook. A personal chef prepares dinner, or meals can be delivered to your doorstep.

All that service comes at a price. A couple's week-long, mid-level vacation can easily run \$4,000-\$7,000, including accommodations, meals and activities. Of course, the Bali Hai beaches of Hawaii's Garden Isle and its stunning Na Pali Coast, waterfalls and tropical flowers are free.

Pure Kauai, 866-457-PURE