

*Aloha, the common greeting in the islands, has a deeper meaning in Hawaiian culture. The literal English translation is "the joyful sharing of life energy in the present."*



*A private community where members joyfully share life together.*

KONA, HAWAII: "Kuki'o may be the most exclusive private club and residential community in the world," stated Rick Tramontin, general manager. "There is a reason we are named Kuki'o Golf and Beach Club. Our championship Fazio courses may not have the heritage of an Augusta National or Winged Foot, but no club can match our overall amenity package in a completely private setting. Our beach and ocean programs are industry leading. Activities include outrigger canoe paddling, sailing, surfing, snorkeling, swimming with dolphins and humpback whales, and a myriad of other ocean adventures."

Kuki'o, developed by Discovery Land Company, became a member owned and operated equity club 18 months ago.

"We were the flagship development in the Discovery Land portfolio," said Tramontin. "Once you visit, you will understand why. Our architecture, landscape, service, and 'who's who' membership make us stand out."

"I was initially nervous about having to report to a nine-member Board. Often, there are many different opinions on how best to run a club," confided Tramontin, who is in his ninth year of managing Kuki'o. "Our turnover was smooth, operations are running like a fine Swiss clock, and the Board has been extremely supportive."

"With 257 members, our roster is at its highest level

in our club's history, allowing us to continue to invest in our infrastructure and build strong capital reserves. This year, for example, we added an on-site bakery and all of our breads and pastries are now baked on property instead of outsourced to a local baker."

**BUCKING THE TREND**

The average age of a Kuki'o member may surprise you.

"Many are in their 30s and 40s with an average age in the early 50s. Our median membership age has actually declined by seven years in the last decade," reported Tramontin. "Considering the level of wealth at our club, you might expect an older demographic. I think our reputation as an active, kid-friendly community draws younger families to Kuki'o."

Kuki'o members can afford to live anywhere.

"Our goal is to help bring families together. The members toiled long hours, over many years, to build their level of wealth, often having to sacrifice time with their children, and our job is to allow them to enjoy the fruits of their labor and reconnect with their loved ones in a meaningful way." ■

*For more information on the pinnacle of Hawaiian living, please visit [Kukio.com](http://Kukio.com).*



The event lawn

**HISTORY OF THE LAND**

THE TERRAIN SURROUNDING KUKI'O LIES CLOAKED IN DARK LAVA. **LEGEND CLAIMS** THE VOLCANO GODDESS, PELE, FILLED A GIANT FISHPOND ON WHAT IS NOW KUKI'O BECAUSE THE POND'S OVERSEER REFUSED TO SHARE ITS BOUNTY. WHEN THE LAVA FLOW THREATENED THE ENTIRE KONA COAST, KING KAMEHAMEHA AND HIS RETINUE OF CHIEFS AND PRIESTS VISITED THE AREA.

**KING KAMEHAMEHA** CUT OFF SOME OF HIS HAIR (CONSIDERED SACRED BY HAWAIIANS) AND THREW IT INTO THE TORRENT OF ORANGE LAVA. SEVERAL DAYS LATER, THE LAVA FLOW CEASED AND KONA WAS SAVED.

**A MYRIAD OF ACTIVITIES:** Up mauka (mountain), built into the slopes of Hualalai Mountain is Kuki'o's Tom Fazio course. Other member amenities include a full-service concierge, oceanfront clubhouses, a spa and fitness facility, a dining pavilion with a selection of 400 wines, a beach bar, 10-hole Fazio Short Course, tennis and basketball courts, a football field, and an extensive Outdoor Pursuits Ocean Sports Program. **KUKI'O'S BEACH CLUB** is the core of the community. The Beach Clubhouse overlooks an event lawn (movie night is a big hit), historic Hawaiian fish ponds, and archaeological preserves. Views of the Island of Maui are clearly visible. The Club's library offers a collection of books and its game room is a popular spot to watch major sporting events.



The Members Clubhouse

**"IF YOU WANT TO BE ADDRESSED** AS MR. AND MRS., THIS IS NOT YOUR CLUB. OUR SERVICE IS FOUR SEASONS STANDARDS IN A RELAXED ATMOSPHERE. IT IS NOT UNCOMMON TO SEE A FAMILY PLAYING BAREFOOT GOLF ON OUR FAZIO SHORT COURSE." – RICK TRAMONTIN, GENERAL MANAGER.



**"GOLF COURSES SHOULD REFLECT THE NATURAL BEAUTY OF THEIR ENVIRONMENTS. KUKI'O COMPLEMENTS ITS SURROUNDINGS. IT IS ONE OF MY FINEST DESIGNS."** – TOM FAZIO

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