



For Immediate Release: September 13, 2017
HTA Release (17-35)

ADVISORY: Global Tourism Summit Schedule Announced

Program Book Showcases Sessions, Presentations, Special Events and Sponsors

WHAT: The 2017 Global Tourism Summit, presented by the Hawaii Tourism Authority, is being conducted next week. Sustainable tourism is the theme.

WHEN: TUESDAY, SEPTEMBER 19 – THURSDAY, SEPTEMBER 21
Download the Global Tourism Summit program book: <http://bit.ly/2f6qzoY>

WHERE: Hawaii Convention Center, 1801 Kalākaua Ave, Honolulu

WHO: Keynote Presenters:
Billy Beane, Moneyball Fame (September 19, 9:00 a.m.)
Neil Everett, ESPN SportsCenter (September 20, 8:30 a.m.)
Ted Allen, Food Network (September 20, 12:00 p.m.)
Ólöf Ýrr Atladóttir, Icelandic Tourist Board (September 21, 9:30 a.m.)

Hawaii Culture, Tourism and Business Leaders
International Travel Industry Partners

REGISTER: www.GlobalTourismSummitHawaii.com

HONOLULU – Presented by the Hawaii Tourism Authority (HTA), the Global Tourism Summit is presenting a diversity of sessions covering topics and trends vital to Hawaii's future, including Hawaiian culture, eco-tourism, innovation and technology. Sustainable tourism is the Summit theme.

In addition to presentations by the keynote speakers, other highlights of the Summit include:

- Tourism Legacy Awards Luncheon honoring the Mālama Honua Worldwide Voyage and crew of the Hōkūle'a, September 19, 12:00 p.m.
- Student Debate tournament featuring 18 high school debate teams, including 10 teams from outside Hawaii, September 19.
- Aloha Reception presented by Southwest Airlines, September 20, 5:15-7:30 p.m. Twenty restaurants statewide will serve entrées, accompanied by music from Blayne Asing.
- Six sessions focused on the Hawaiian culture to share best practices and continue improving cultural authenticity throughout the tourism industry.
- B2B Networking Sessions and Japan Summit for Hawaii suppliers wanting to develop new business opportunities with domestic and international tour operators.
- Presentations on the marketing outlook and planned activities to support Hawaii's tourism industry in key global markets in 2018.

To see the sessions, presentations, special events and sponsors of the 2017 Global Tourism Summit, click on the following link to download the program book: <http://bit.ly/2f6qzoY>

Registration Information

Interested attendees can participate in the Global Tourism Summit by registering online at www.GlobalTourismSummitHawaii.com. Included is lunch on the days registered for and participation in the Aloha Reception, featuring entrées from 20 restaurants, on September 20.

Several options are available for registration:

- Individuals: Full Summit, September 19-21: \$395
- Groups of Eight or More: Full Summit, September 19-21: \$365 per person (Groups can mix and match different attendees during the summit)
- Student and Faculty Members: Full Summit, September 19-21: \$150
- Individuals, Partial Summit, September 19-20: \$275
- Individuals, Partial Summit, September 20-21: \$265

Previously known as the Hawai'i Tourism Conference, HTA changed the name of the annual event this year to the Global Tourism Summit to more accurately reflect Hawai'i's emergence as a leader in international travel and tourism.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiauthority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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