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Hawaii'i Tourism Authority Releases Updated Ma'ema'e Toolkit to Encourage Accurate Representation of The Hawaiian Islands

HONOLULU – The Hawaii'i Tourism Authority (HTA), in partnership with the Native Hawaiian Hospitality Association (NaHHA), has released its Ma'ema'e Toolkit, a cultural resource that has recently been enhanced for the visitor industry, businesses and community organizations to portray The Hawaiian Islands in a manner that is accurate and authentic. It supports HTA's continual efforts to prioritize the integrity, protection and preservation of Hawaiian culture.

Ma'ema'e (cleanliness, purity) represents the idea that descriptions and portrayals of Hawaii'i should be clean, attractive and pure, and therefore without misrepresentations or inaccuracies.

"The Ma'ema'e Toolkit provides essential information and guidance for the visitor industry and businesses to understand how to accurately represent Hawaii'i and Hawaiian culture in their bodies of work," said Kalani Ka'anā'anā, HTA's chief brand officer. "A foundational component of our brand management efforts, the toolkit is utilized and amplified by our Global Marketing Team and partners throughout the world to urge authentic representation of Hawaii'i's people, places, and cultures."

"Mahalo to the many individuals and organizations with strong ancestral and indigenous knowledge of Hawaii'i who continue to contribute and infuse their 'ike into this living resource," said Ka'anā'anā.

The Ma'ema'e Toolkit includes topics such as the Islands' geography, natural resources, 'Ōlelo Hawaii'i (Hawaiian language), royal heritage, Hawaiian festivals, customs and traditions, sensitivities, proper place names, and additional contacts and resources.

"The Ma'ema'e Toolkit, coupled with other NaHHA resources in training and education, diversifies the opportunities for the industry to learn and engage with Hawaiian culture in a more meaningful and culturally appropriate way. Thus, ensuring the representation of Hawaii'i and Native Hawaiian culture by industry partners is done respectfully and responsibly," said Mālia Sanders, NaHHA's executive director. "NaHHA appreciates the value HTA has placed in this resource to continuously partner with us to produce and integrate new updates and for HTA's commitment to share the Ma'ema'e Toolkit more broadly with the industry and their partners."

Since its first edition in 2010, Ma'ema'e has evolved from a resource for media to a living toolkit for anyone who has a role in representing Hawai'i. It will continue to be refined and updated with pertinent topics and areas of interest.

The Ma'ema'e Toolkit is available on HTA's website at:

www.hawaii tourism authority.org/what-we-do/tools-resources/ma'ema'e-toolkit/

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Ku'u Home – care for our beloved home. For more information about HTA, visit www.hawaii tourism authority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

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