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Hawaii'i Tourism Authority Launches New Website to Share Destination Management Progress

HONOLULU – The Hawaii'i Tourism Authority (HTA) is excited to announce the launch of its new website "[Holomua](#)," an online platform for sharing collective updates and progress on each of its community-based Destination Management Action Plans (DMAPs). The DMAPs are part of HTA's comprehensive effort to balance tourism's benefits with community needs, manage visitor impacts in hotspot areas, and protect Hawaii'i's natural and cultural resources.

The new website features stories, progress reports, and updates related to the DMAPs in the areas of natural resources, Hawaiian culture, visitor education, community programs, regenerative tourism, support for local businesses, tourism management, and more.

The word Holomua means to go forward or progress, and HTA is dedicated to embodying this value to advance collaboration between the industry, community, and all levels of government, and foster a regenerative tourism model that prioritizes the well-being of Hawaii'i's communities.

"Destination management is essential to ensuring the long-term health of our home which includes uplifting the voices of our residents and empowering them to play an active role in shaping tourism on their island," said Caroline Anderson, HTA's director of planning who oversees the DMAP process. "Our new website serves as a valuable resource for the public to learn more about the initiatives and activities we have undertaken as well as those in close partnership with our fellow state agencies, the counties, Island Visitors Bureaus, community organizations, and partners to better manage tourism."

As part of [HTA's 2020-2025 Strategic Plan](#), the DMAPs were developed in collaboration with the community to address tourism's impacts and serve as a starting point to rebuild, redefine and reset its direction over a three-year period through a collaborative process. Through its destination management focus, HTA continues to deliver on its commitments to the [Aloha+ Challenge](#), [United Nations' Sustainable Development Goals](#), and the ['Āina Aloha Economic Futures Declaration](#).

"We extend our gratitude to the destination managers in each county who have been instrumental in facilitating destination management progress through programs being instituted by the community and for the community, which HTA is proud to support," said

Anderson. “We also appreciate their efforts in helping us share that work with the public through our Holomua website and will be providing updates on an ongoing basis.”

Learn more about our community’s collective progress in destination management by visiting the Holomua website at: holomua.hawaii tourism authority.org

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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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