



For Immediate Release: September 6, 2024
HTA Release (24-25)

Hawai'i Tourism Authority Announces Hawai'i Tourism Conference, Sept. 30 to Oct. 2

HONOLULU – Registration is now open for the Hawai'i Tourism Authority's (HTA) Hawai'i Tourism Conference, the premier gathering of Hawai'i's hospitality professionals, stewards of natural resources and community projects, government officials, and visitor industry thought leaders.

The Hawai'i Tourism Conference will be held from September 30 to October 2, 2024 at the Hawai'i Convention Center on O'ahu. The conference's premier partners include Hawai'i Visitors and Convention Bureau (HVCB), Hawai'i Lodging and Tourism Association (HLTA), and Kilohana by Council for Native Hawaiian Advancement (CNHA). Registration is available online on [HTA's website](#).

"As our industry continues to evolve toward regenerative tourism — ensuring tourism's benefits and visitor dollars are redirected back into our community and economy — it's vital that we all come together to learn, share and collaborate for Hawai'i's future," said Mufi Hannemann, HTA board chair. "With the support of our partners, HTA has an important role in empowering residents to have a greater voice in tourism. We encourage everyone to participate."

"HTA's data-driven, community-focused approach to regenerative tourism is critical to achieving our long-term vision and goals of reshaping our global brand to a destination that not only delights visitors but also preserves and enhances our natural beauty and cultural richness," said Daniel Nāho'opi'i, HTA's interim president and CEO. "Attendees will gain a deeper understanding of the myriad ways that tourism and our visitor industry supports our communities and how they can make a difference."

The full conference schedule is below. Highlights include:

- **Keynotes and Panel Discussions:** Gain insights on national tourism policy, domestic and international marketing trends, HTA's brand marketing strategies, and the state of tourism in Hawai'i.
- **Market Updates:** Receive market updates and learn about partnership opportunities in Hawai'i's key visitor markets.
- **Insightful Sessions:** Delve into critical topics including regenerative tourism, destination management, and safeguarding Hawai'i's intellectual property.
- **Tourism Expo:** Connect with businesses, community organizations and industry leaders supporting marketing initiatives, regenerative tourism and destination management.
- **A Celebration of Hawai'i's Culinary Scene:** Uplift the chefs, farmers and food producers who are integral to Hawai'i's culinary and agricultural sectors throughout the state.
- **Tourism Legacy Awards Luncheon:** Join HTA in honoring the outstanding achievements of organizations and individuals contributing to Hawai'i's regenerative tourism future.

Schedule of Events

Day 1: Monday, September 30

7:30 - 8:30 a.m. | Registration, Breakfast, Networking

8:30 - 10:00 a.m. | General Session: Opening Remarks

10:00 - 10:30 a.m. | Coffee Break & Expo Opens

10:30 - 11:45 a.m. | Concurrent Sessions #1

- 'Ike Pono: Safeguarding Hawai'i's Unique Intellectual Property in the Visitor Industry
- Cultivating Agritourism in Hawai'i: Insights from Industry Leaders
- Building Local Capacity through Regenerative Tourism
- Using Geolocation Insights to Drive Regenerative Tourism
- Island By Island: Marketing Strategies Across Hawai'i

12:00 - 1:15 p.m. | Lunch & Keynote

1:30 - 2:45 p.m. | Concurrent Sessions #2

- Community-Driven Destination Management: The Transformation of Hā'ena State Park
- A World-Class Arts Destination: Current Offerings Throughout the Hawaiian Islands
- The Evolving Role of OTAs: Advancing Hawai'i's Visitor Industry
- Emotional Solidarity: Co-Creating A Win-Win Host-Visitor Experience to Enhance Regenerative Tourism Demand and Support

3:15 - 4:30 p.m. | Concurrent Sessions #3

- What We Can Learn from the Best Marketing Campaigns in the World
- Integration of Mālama Hawai'i Values Into Business Models & Tourism Products
- Shaping Tourism for Hawai'i's Future
- Health & Safety For All: Coordinating Emergency Plans For Residents & Visitors

4:30 - 6:00 p.m. Welcome Reception & Expo

Day 2: Tuesday, October 1

All Day | Expo

8:00 - 9:00 a.m. | Registration, Breakfast, Networking

9:00 - 10:00 a.m. | General Session

- Opening Remarks
- Brand USA and Its Vision for International Travel to the United States

10:00 - 10:15 a.m. | Coffee & Expo Break

10:15 - 11:30 a.m. | Concurrent Sessions #4

- Outlook for Traditional Accommodations
- Brand USA Marketing Partnership Opportunities
- HTA's Curator Program – Elevating Responsible Tourism in Hawai'i

11:45 - 1:00 p.m. | Networking Lunch

- 1:15 - 4:30 p.m. | General Session: Market Updates & Campaigns
- Hawai'i Tourism Authority – Overall Brand Marketing Strategies
 - Hawai'i Tourism Canada
 - Hawai'i Tourism Oceania
 - Hawai'i Tourism Europe
 - Hawai'i Tourism Korea
 - Hawai'i Tourism China
 - Hawai'i Tourism Japan
 - Kilohana by CNHA – Visitor Post-Arrival Marketing Program

4:45 - 7:00 p.m. | A Celebration of Hawai'i's Culinary Scene

Day 3: Wednesday, October 2

7:30 - 8:00 a.m. | Registration & Networking

8:00 - 10:15 a.m. | General Session

- Opening Remarks
- Transportation Outlook in Hawai'i
- Building a Thriving Visitor Economy: Developing Hawai'i's Visitor Industry Workforce Pipeline

10:15 - 10:30 a.m. | Coffee Break

10:30 a.m. - 12:05 p.m. | General Session

- State of the Industry in the U.S. Market
- Meet Hawai'i
- Hawai'i Tourism United States

12:10 - 1:30 p.m. | Tourism Legacy Awards Luncheon

Sessions are subject to change.

Early registration is \$300, available through Monday, September 16. Registration after September 16 is \$375. Conference registration includes continental breakfast, lunch, coffee breaks, Welcome Reception & Expo, A Celebration of Hawai'i's Culinary Scene reception, all general sessions and concurrent sessions.

Opportunities for prospective partnership sponsors and Expo exhibitors are also available.

For registration and more information, visit www.hawaiitourismauthority.org.

###

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 Hawai'i – care for our beloved home. For more information about HTA, visit hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#), and [X](#).

For more information, contact:

T. Ilihia Gionson
Public Affairs Officer
Hawai'i Tourism Authority
Ilihia.Gionson@gohta.net