



# HŌ'IKE'IKE 'OIHANA HO'OKIPA KUPULAU SPRING TOURISM UPDATE

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# VISION OF A THRIVING LĀHUI

<https://www.youtube.com/watch?v=VzOg-MRVLFY>

# HAWAIIAN CULTURE

To honor and perpetuate the Hawaiian culture and community.





# NATIVE HAWAIIAN HOSPITALITY ASSOCIATION



- Lead organization for the Hawaiian Culture Initiative
- In Market support for training and cultural practitioners
- No cost Hawaiian culture training for industry partners.

For More info:

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# KŪKULU OLA PROGRAM

- Provides funding through requests for proposals (RFP) to community based non profits that enhance, strengthen and perpetuate the Hawaiian culture.
- Awarded 28 projects
- Examples of projects funded:
  - Edith Kanaka'ole Foundation
  - Polynesian Voyaging Society
  - Ma Ka Hana Ka 'ike
  - Ka Leo o Nā Kupa- Ni'ihau Language Preservation Program



# NATIVE HAWAIIAN FESTIVALS & EVENTS

Aloha Festivals

Prince Kūhiō Festival

Prince Lot Hula Festival

Merrie Monarch

Queen Lili'uokalani Keiki Hula Competition

King Kamehameha Day Celebration

Mele Mei & Nā Hōkū Hanohano

Maoli Arts Movement (MAMo)

Duke's Oceanfest

Queen Lili'uokalani Long Distance Canoe Race



# KĀHEA GREETINGS PROGRAM



## Airports:

- Līhu'e, Kaua'i (LIH)
- Honolulu, O'ahu (HNL)
- Kahului, Maui (OGG)
- Hilo, Hawai'i (ITO)
- Kona, Hawai'i (KOA)

## Harbors:

- Nāwiliwili, Kaua'i
- Honolulu, O'ahu
- Lahaina, Maui
- Hilo, Hawai'i
- Kona, Hawai'i



# RESORT AREA HAWAIIAN CULTURE INITIATIVE

- To provide regularly scheduled entertainment and cultural awareness incorporated within a resort area.
- Waikīkī, O‘ahu
- Lahaina, Maui
- Hilo, Hawai‘i
- Kona, Hawai‘i



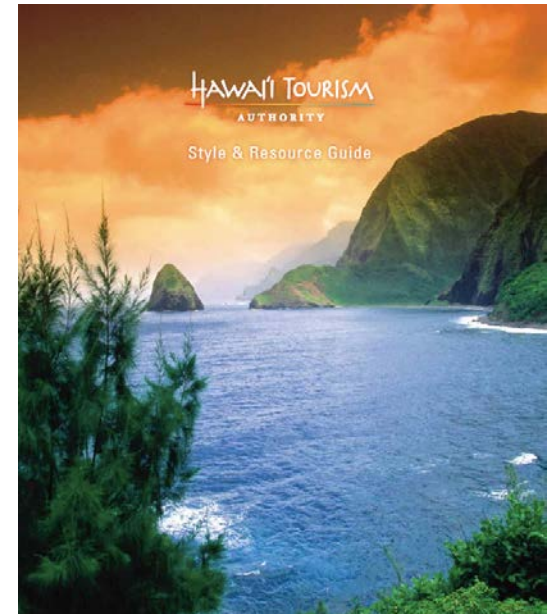


# MA'EMA'E TOOLKIT

- Involves representing Hawai'i in a way that is culturally sensitive, accurate & respectful
- Works to break away from misrepresentations & stereotypes
- Helps distinguish between appropriate vs. inappropriate images

Download at:

[www.hawaiitourismauthority.org/](http://www.hawaiitourismauthority.org/)



# 'ŌLELO HAWAI'I



- Includes audio recordings with basic vocabulary, short phrases.
- Encourages our malihini to engage in the revitalization of our 'ōlelo makuahine



# NATURAL RESOURCES

To respect, enhance and perpetuate Hawai'i's natural resources to ensure a high level of satisfaction for residents and visitors.





# ALOHA 'ĀINA PROGRAM

- Provides funding through requests for proposals (RFP) to community based non profits that manage, preserve and protect our natural resources.
- Awarded 28 projects
- Examples of projects funded:
  - Mālama Nā Honu
  - Hawai'i Marine Mammal Alliance
  - Friends of Auwahi Forest Restoration Project
  - Coral Reef Alliance
  - Pōhāhā I Ka Lani



# MĀLAMA HAWAI'I- DLNR

An interdepartmental collaboration to support natural resource conservation in the following areas:

## Communications:

- Two TV Documentaries
- 7 In-room messaging videos on responsible visiting in approximately 24,000 hotel rooms statewide
- In-Flight messaging in partnership with Hawaiian Airlines & Air AsiaX
- Funded an FTE for a social media specialist to work with DLNR in combating illegal activities via social media and to create a social media campaign on responsible visiting.



# MĀLAMA HAWAI'I- DLNR

An interdepartmental collaboration to support natural resource conservation in the following areas:

## DOFAW:

- Rapid 'Ōhi'a Death Outreach and Aerial Survey
- Carbon Sequestration Certification

## DSP/Na Ala Hele:

- Inspection and audit of state parks





# PARK AMBASSADOR PROGRAM -DLNR



A pilot program aimed at addressing visitor impacts at Hawai'i's busiest and most popular state parks and trails.



# HAWAI'I ECOTOURISM ASSOCIATION



[← BACK TO LISTINGS](#)

## Kualoa - Hawaii

Kualoa is 4,000 acres of stunning tropical beauty offering a Jurassic Valley Zipline, ATVs, Raptor Tours, Boat tours, Hollywood Movie Site Tours, Food Tours as well as Horseback. If you've seen Jurassic World, you've seen Kualoa!

FOLLOW US



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Local Phone: (808) 748-3219 US Toll Free: (888) 748-3242

Email: [Dsanchez@kualoa.com](mailto:Dsanchez@kualoa.com)

Island: Oahu



- Provided funding to support ongoing certification efforts state wide and expand their training capacity.
- 47 certified operators statewide
- Estimated 2.3 Million visitors go on tour annually with a certified operator
- 1,500 FTE & 825 PT employees are employed and trained by certified operators

# HAWAI'I GREEN BUSINESS PROGRAM



- Provided funding to support ongoing certification efforts state wide and expand their training capacity.
- Saved:
  - 3 Million kWh
  - 66,413,000 gallons of water

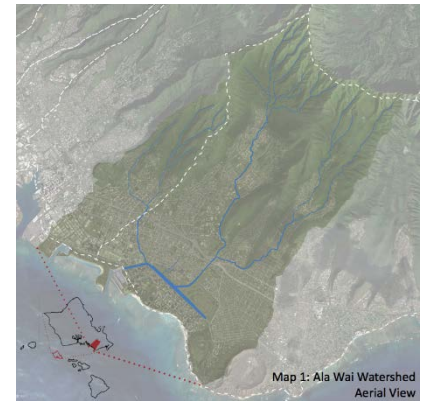




# ALA WAI WATERSHED COLLABORATION

The Ala Wai Watershed Collaboration (AWWC) is a broad network of stakeholders that formed to address storm water flood mitigation, ecosystem restoration, and overall community resilience.

Provided funding for the group to study, create and begin work in managing the watershed.



# HAWAI'I GREEN GROWTH UNITED NATIONS LOCAL 2030 HUB

Hawai'i Green Growth is a public-private partnership committed to advancing economic, social and environmental goals. We accelerate and scale local solutions to global sustainability challenges.

Provided funding to support efforts that address Sustainable Tourism and in achieving three of the Sustainable Development Goals (SDG 8, 12 & 14)



HAWAI'I GREEN GROWTH  
LOCAL 2030





**HAWAII TOURISM**<sup>TM</sup>  
**AUTHORITY**

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**MAHALO PIHA!**