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Hawai'i Tourism Authority Adopts 'Āina Aloha Declaration

HONOLULU – The Hawai'i Tourism Authority's (HTA) Board of Directors adopted the ['Āina Aloha Economic Futures](#) declaration during its board meeting yesterday.

HTA now joins thousands of Hawai'i community members, businesses and organizations as 'Āina Aloha takes action to bring to life a resilient economy through its core value of 'āina aloha – a deep and abiding love for Hawai'i's communities and natural environments.

'Āina Aloha's declaration was drafted by a group of Native Hawaiian community members who came together at the start of the COVID-19 pandemic. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs and Natural Resources, is one of the 14 collaborative authors of the 'Āina Aloha declaration.

According to the group, "This declaration serves as a starting point to facilitate broader engagement and collective action in support of our shared principles, and was sent to Governor David Ige on May 19, 2020."

Nā'ālehu Anthony and Mahina Paishon-Duarte presented 'Āina Aloha's guiding principles and four-step community engagement process to the HTA board members and staff, and explained about the importance of having the four principles guide Hawai'i's economic recovery.

Anthony shared, "The entire initiative is grounded in our *kuana'ike Hawai'i*, or Hawaiian perspective, and values that have sustained us for generations and will continue for many more. The values resonate with all of us who are privileged to call Hawai'i home." Paishon-Duarte affirmed, "We are in unprecedented times, which require unprecedented leadership, and having the HTA Board come stand alongside us is a prime example of that."

'Āina Aloha's core values are in alignment with HTA's new strategic plan and its guiding pillars, which include supporting programs that perpetuate the Hawaiian culture, preserving Hawai'i's natural resources, strengthening the community and brand marketing.

"The board's unanimous adoption of the 'Āina Aloha Economic Futures Declaration is a milestone in the work we do at HTA to move our tourism economy toward a regenerative model guided by our shared values, as we strive to improve the quality of life for Hawai'i's residents," said Ka'anā'anā.

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Link to Photos: <https://www.dropbox.com/sh/uhglccit88yng04/AABU37rd0vBDbSLOAEAw3wua?dl=0>
Photo credit: Hawai'i Tourism Authority

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide. Follow updates about HTA on [Facebook](#), [Instagram](#), and [Twitter](#) (@HawaiiHTA).

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