



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourism authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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HTA Continues Campaign to Educate Visitors

HONOLULU – It's more than where you go. It's how you stay. That's the message behind a new video that's being played to visitors before and after they arrive in Hawai'i. It's part of the Kuleana Campaign, which was launched last year through a partnership between the Hawai'i Tourism Authority (HTA) and the Hawai'i Visitors and Convention Bureau (HVCB).

Kuleana means responsibility and it's the personal and collective commitment to the people of Hawai'i and the place we call home. The new video encourages travelers to wear a mask, wash their hands, keep six feet apart, and share *aloha* with fellow travelers and residents.

The video has been sent to airline, hotel and activity partners to share with their customers within email confirmations, inflight, in-room and on property as available.

In addition, when visitors log in to their Facebook and Instagram accounts, the video will pop up on their feeds while they're in Hawai'i through geo-targeting technology.

The Kuleana video was launched last week in coordination with Hawai'i's new pre-travel testing program, which started on October 15. It allows trans-Pacific travelers to bypass the state's mandatory 14-day self-quarantine with a negative test result from a trusted testing and travel partner.

Building on the health and safety messaging of the Kuleana video, in a few weeks, HTA and HVCB will also launch the Mālama Hawai'i Campaign in key West Coast source markets. It will encourage potential travelers to Mālama Hawai'i – to take care of our earth, ourselves and each other. The Mālama Hawai'i video will let visitors know that while now is the time to explore and rejuvenate, it's also a time to learn and to responsibly participate in unique experiences that give back to Hawai'i.

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Link to the Kuleana video:

Kuleana – Hawai'i Travel Tips: Health & Safety:

Launched on 10/15/20

YouTube

<https://www.youtube.com/watch?v=ruuzwJzGaMQ>

Vimeo - full-length 1:00 video file can be downloaded from here:

<https://vimeo.com/442897954/f79360d1c5>

Vimeo - social media cut-down 0:15 video file can be downloaded from here:

<https://vimeo.com/470332878/e96f45d2ce>

Link to the daily trans-Pacific passenger arrival numbers: <https://www.hawaiitourismauthority.org/covid-19-updates/trans-pacific-passenger-arrivals/>

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).

For more information, contact:

Marisa Yamane
Director of Communications & PR
Hawai'i Tourism Authority
Marisa.Yamane@gohta.net

Erin Khan
Vice President
Anthology Group
Erin.Khan@AnthologyGroup.com