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**David Y. Ige**  
Governor

**John De Fries**  
President and Chief Executive Officer

No Ka Ho'olaha 'Ānō: 16 Nowemapa 2020  
Ho'olaha HTA (20-186)

## **Ho'opuka 'Ia Ka Papahana Ho'okele HTA Ma Ka 'Ōlelo Hawai'i** **'O ia ka palapala mua o ia 'ano i waena o nā ke'ena** **moku'āina i ho'opuka 'ia ma ka 'ōlelo 'ōiwi o ka 'āina**

HONOLULU – Mai kinohi mai o ke Ke'ena Kuleana Ho'okipa o Hawai'i, kuhikuhi 'ia ka hana a ke ke'ena e nā papahana ho'okele kū i ka manawa. Ua ho'opuka 'ia iho nei he mana 'ōlelo Hawai'i o ka Papahana Ho'okele 2020-2025 a ke Ke'ena Kuleana Ho'okipa o Hawai'i. 'O ka mua ia o kēia 'ano palapala i ho'opuka 'ia ma ka 'ōlelo Hawai'i i waena o nā ke'ena aupuni moku'āina o Hawai'i. Me ka maka'ala nui i ke 'ano e mālama 'ia 'o Hawai'i, ho'onohonoho 'ia he 'ehā kūkulu ma ka papahana: ka mo'omeheu, nā waiwai kūlohelohe, ke kaiāulu, a me ka hokona.

**“E 'imi mau ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i nā ala e ho'oikaika 'ia ka mo'omeheu a me ka 'ōlelo Hawai'i, ma o ke kāko'o kālā i nā 'ahahui kaiāulu, ka hana alu like me ka 'Ahahui Ho'okipa 'Ōiwi Hawai'i, a me ka paipai ma o kā mākou hana iho nō,”** wahi a Kalani Ka'anā'anā, Luna Ho'okele Mo'omeheu Hawai'i a Waiwai Kūlohelohe. **“He hana kūpono kēia e hāpai 'ia ka 'ōlelo Hawai'i i kona kūlana 'ōlelo 'ōiwi o kēia 'āina, a he 'ōlelo kūhelu o ka moku'āina nei.”**

'O kēia ka palapala mua o kēia 'ano i ho'opuka 'ia ma nā 'ōlelo kūhelu 'elua o ka moku'āina e ke ke'ena, 'a'ole na'e ia ka palapala mua loa. Ua ho'omaka 'ē ka ho'opuka 'ia o nā papa kumumana'o no nā hālāwai papa alaka'i ma nā 'ōlelo 'elua. 'O ka Ma'ema'e Toolkit kekahi pukana i ho'opuka 'ia, he kōkua i nā mea kākau no ke 'ano kūpono e hō'ike 'ia nā mana'o 'ōiwi Hawai'i.

Ma waho aku o nā hua pāpaho, kāko'o ke ke'ena i nā hana kaiāulu no ka ho'oulu mo'omeheu Hawai'i. Ua pakele ka ho'olako 'ia o ka \$680,000 a 'oi i nā 'ahahui a pāhana kaiāulu he 33 ma ka papahana Kūkulu Ola, ma loko nō o ka ho'ēmi 'ia o ka mo'okālā, he hopena o ka ma'i ahulau e holo nei. Pau pū me ke kāko'o kūmakahiki i nā hanana pili mo'omeheu kūikawā e like me ka Mele Manaka, ka ho'olaule'a Kamehameha, me ka ho'olaule'a Aloha Festivals.

**“Kumu nā kūkulu o kēia Papahana Ho'okele i ke kuana'ike Hawai'i – 'o ka mālama waiwai kūlohelohe, ka ho'oulu mo'omeheu 'ōiwi, ke kūkulu kaiāulu, a me ka mālama i ke 'ano kūikawā o Hawai'i. Pēlā pū ka ho'omakakoho 'ia o nā pahuhopu, e mālama pono 'ia o Hawai'i no nā hanauna e hiki mai ana,”** wahi a John De Fries, Pelekikena a Luna Ho'okele. **“He kūpono nō ka ho'opuka 'ia o kēia palapala ma ka 'ōlelo Hawai'i, a keu aku kēia ho'olaha 'ana ma ka lā hānau o ke alii Kalākaua, he alaka'i kūpa'a i kona wā ma ka ho'ōla mo'omeheu 'oiai 'o Hawai'i e 'auamo ana i kona kūlana i waena o nā aupuni o ke ao.”**

E heluhelu i ka palapala Papahana Ho'okele piha ma ka 'ōlelo Hawai'i a me ka Pelekānia ma [www.hawaiiitourismauthority.org/who-we-are/our-strategic-plan/](http://www.hawaiiitourismauthority.org/who-we-are/our-strategic-plan/).

## **No Ke Ke'ena Kuleana Ho'okipa o Hawai'i**

'O ke Ke'ena Kuleana Ho'okipa o Hawai'i ka 'oihana Moku'āina nona ke kuleana o ka ho'okele i ke kākō'o o ka moku'āina i ka 'oihana ho'okipa malihini. Ho'okumu 'ia ma ka makahiki 1998 no ke kākō'o i ka 'oihana nui loa me nā limahana nui loa. E 'imi mau ana ke ke'ena i ke ō mau o ka 'oihana ho'okipa malihini me ke kahe o ka pōmaika'i i nā kama'āina a me nā kaiāulu o ka pae'āina.

No ka 'ike hou no ke ke'ena, e kele aku iā [www.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org). E hahai i ka 'ike hou loa o ke ke'ena ma Facebook, Instagram me Twitter (@HawaiiHTA) a ma ke kanela YouTube.

No ka 'ike hou aku, e ho'oka'a'ike me:

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## **Hawai'i Tourism Authority Strategic Plan Published In 'Ōlelo Hawai'i** *The document is the first of its kind to be published in Hawai'i's native language by a state agency*

HONOLULU – Since its creation, the Hawai'i Tourism Authority (HTA) has been guided by strategic plans that reflected their times. HTA today released its 2020-2025 Strategic Plan in 'ōlelo Hawai'i, the Hawaiian language. It is the first document of its kind presented in 'ōlelo Hawai'i by an agency of the State of Hawai'i. With destination management at the forefront, the plan is organized around four pillars: Hawaiian culture, natural resources, community and branding.

**“The Hawai'i Tourism Authority continues to focus on strengthening Hawaiian language and culture, from supporting nonprofit and community-based organizations and programs, to partnering with the Native Hawaiian Hospitality Association, and through our own actions and communications,”** said Kalani Ka'anā'anā, director of Hawaiian cultural affairs and natural resources. **“This translated strategic plan recognizes 'ōlelo Hawai'i as the native language of this land, which is also an official language of the state.”**

This 34-page plan is the largest document HTA has published in both of the state's official languages, but it is far from the first document published by HTA. Agendas for HTA board meetings and other committee meetings have long been presented in both languages. HTA has also published two editions of the Ma'ema'e Toolkit, a free online guide on style, resources and the appropriate presentation of Hawaiian cultural concepts.

Beyond efforts like these publications, HTA supports community efforts to perpetuate Hawaiian culture, maintaining over \$680,000 in funding to 33 grantees in the Kūkulu Ola Living Hawaiian Culture program despite budget adjustments in response to the global pandemic. HTA also provides annual support for signature Hawaiian culture events like the Merrie Monarch Festival, King Kamehameha Celebration, Aloha Festivals and more.

**“The pillars of this Strategic Plan are rooted in Hawaiian perspectives – respecting our natural resources, supporting our culture, ensuring that the industry enriches communities, and protecting Hawai‘i’s uniqueness. The goals come from that same perspective, protecting Hawai‘i for future generations,”** said John De Fries, President and CEO. **“It is very appropriate that this document is presented in ‘ōlelo Hawai‘i, and we make this announcement on the birthday of Kalākaua, who in his time was a strong advocate for the preservation of Hawaiian culture as Hawai‘i was taking its place among the nations of the world.”**

Read the entire Strategic Plan in ‘ōlelo Hawai‘i and English at [www.hawaiiauthority.org/who-we-are/our-strategic-plan/](http://www.hawaiiauthority.org/who-we-are/our-strategic-plan/).

### **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.

For more information about HTA, please visit [www.hawaiiauthority.org](http://www.hawaiiauthority.org). Follow updates about HTA on Facebook, Instagram, Twitter (@HawaiiHTA) and its YouTube Channel.

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