



Hawai'i's Regenerative Tourism Movement – Hawai'i Island

The Hawai'i Tourism Authority is committed to regenerative tourism for Hawai'i, seeking to balance the economics of tourism with the well-being of our communities, natural resources, and culture. This includes attracting and educating positive-impact travelers who are mindful of how they respect and interact with residents, how their movement through Hawai'i impacts the environment positively, and how they value and respect the Hawaiian culture and other cultures of Hawai'i. This commitment to regenerative tourism advocates for solutions to overcrowded sites, overtaxed infrastructure, and other tourism-related issues; and works with responsible agencies, community, and stakeholders to improve natural and cultural assets valued by Hawai'i's residents.

The Hawai'i Tourism Authority, in partnership with the counties, respective Island Visitors Bureaus and community stakeholders, are focused on destination management alongside destination marketing, as a commitment to regenerative tourism on Hawai'i Island and the other Hawaiian Islands.

Mālama Hawai'i, Mālama Hawai'i Island

In the Hawaiian culture, caring for the 'āina (land) is not just a responsibility for all who live on it, but is expected of guests to our islands. It is an act that connects to life itself, as the 'āina and people are connected. As visitors plan their travel to the Islands, participating in opportunities to mālama (care for, protect, and preserve) Hawai'i while traveling and visiting Hawai'i will provide a profound connection to our natural world, culture, and communities. Volunteer organizations and travel partners statewide are offering a range of experiences for visitors to engage in mindful travel. Have your clients mālama and respect our island home by giving back and enjoying the "get back" through experiences that will stay with them for a lifetime.

- **Stewardship at the Summit** is helping remove invasive plants from Hawai'i Volcanoes National Park's tropical rainforests. Loppers and gloves are provided. Work to the sweet melodies of native honeycreepers. The hike is around 1 mile, a moderate round trip, leaving from the Kīlauea Visitor Center. This unique volunteer opportunity usually takes place twice a month. For more information, visit https://www.nps.gov/havo/planyourvisit/summit_stewardship.htm
- **Keep Puakō Beautiful** reminds all that marine debris affects all. In Hawai'i, we share our ocean with more than 7,000 species of marine life. Of these species, almost 25 percent are found nowhere else in the world. Coral reefs are the rainforests of the ocean. They are living animals that eat, grow, reproduce, and provide food and shelter for fish and other marine life. Volunteer with Keep Puakō Beautiful on your next trip to Hawai'i Island and help us mālama (take care of) this special place. Visit <https://keeppuakobeautiful.com>.
- **Āina Ho'ōla Initiative** helps to restore the wetland habitat for endemic waterbirds that are endangered or threatened art Lokowaka, Ki'onakapahu, and 'Akahi fishponds in Hilo. Weekly community workdays involve removing invasive non-native plants and replacing the area with native ones. Watch a news clip here: <https://bit.ly/44TdxPx>, or visit their Facebook page at: <https://www.facebook.com/aina.hoola.initiative/>.
- **Waikoloa Dry Forest Initiative** hosts volunteer opportunities throughout the year on the second and fourth Saturdays of each month. The Waikoloa Dry Forest Preserve encompasses 275 acres of lowland dry forest and protects some of the last remaining native trees in the region. With an average annual rainfall of only 12 inches, Waikoloa is one of the driest places in Hawai'i. For more information on volunteering, visit <https://www.waikoloadryforest.org/malama-aina-volunteer/>. To watch a video <https://bit.ly/3LZxkUY>.

If you're unable to volunteer, please consider a donation to any of these non-profits.

Buy Local, Support Local

Buying local and buying from local businesses is a sustainable and responsible way of traveling by supporting communities, local industries, agritourism, and cultural artisans. Support local and Hawaiian businesses that are dedicated to creating economic diversification, high-quality jobs, givebacks, investment, and a regenerative culture of entrepreneurship.

- ➞ **Floriculture** – the propagation of flowers, foliage, and garden plants – has been a part of the islands’ economy for centuries. And, while there are nearly 300 flower growers throughout the Hawaiian Islands, the vast majority are on the island of Hawai‘i. The island has all but four of the world’s climate sub-zones, making for near-perfect growing conditions. Orchids, anthuriums, and other tropical floral farms thrive here, as do ferns, tī leaves, and other greenery. You can help by buying locally produced flowers or ordering online.
- ➞ **Food hubs** across Hawai‘i share in the production, aggregation, and distribution of food, and share in the practice of mālama ‘āina. As a visitor or part-time resident, you can support small local farmers and growers by visiting one of several food hub websites for more information. [Adaptations](#), [Hawai‘i ‘Ulu Cooperative](#), [Kohala Food Hub](#), [Ho‘ōla Farms](#), and [OK Farms](#). Not planning to cook? Most local restaurants support local farmers. For information on food hubs statewide, visit the Hawai‘i Good Food Alliance: <https://hawaiigoodfoodalliance.org>
- ➞ There’s no better way to experience the amazing diversity of Hawai‘i Island products than to visit one of the many **farmers’ markets** that take place all around the island. You’ll not only find fresh produce and fruits and prepared foods, but crafts, fresh flowers, and more! Our local farmers’ markets are a great place to pick up handmade artwork, unique gifts, and foods and strike up a conversation with the person who made them! Visit Hawai‘i Farm Trails or download their free app at: <https://www.hawaiifarmtrails.com/farmers-markets>

Other

- ➞ **Hawai‘i Land Trust (HILT)**, a 501(c)3 statewide nonprofit protecting, stewarding, and connecting people to the lands sustaining Hawai‘i, has opened its first series of Talk Story on the Land Hikes and Volunteer Days at the Māhukona Navigational and Ecological Complex on the Kohala Coast. HILT, in partnership with the nonprofit Nā Kālai Wa‘a as well as federal, state, and county agencies, and the Kohala community, announced in December that it had closed on its largest-ever purchase, permanently protecting 642 acres at Māhukona. The public is invited to join HILT, Nā Kālai Wa‘a, and Kohala community representatives for a brief guided interpretive hike or volunteer service opportunity at Māhukona on the Kohala Coast. Talk Story on the Land at Māhukona aims to give the community opportunities to learn about the area’s cultural significance and history as well as elements of traditional Hawaiian navigation. www.HILT.org
- ➞ **Uluha‘o o Hualālai**, a private 5-hour guided tour (7 a.m. – noon) of Hualālai Volcano. Start at the 4,800 ft. elevation of Hualālai, jump aboard a Polaris Ranger 4x4 vehicle, and ascend the mountain. Travel through old-growth koa (acacia koa) and ‘ōhi‘a (metrosideros polymorpha) forests and be surrounded by the songs of several species of Hawai‘i’s forest birds. After a stop at the Duarte family cabin (est. 1950) at 6,000 ft., continue toward the summit. The tour culminates with a breathtaking 2-mile hike around the summit craters at just under 8,000 feet. The last stop on this tour includes planting a koa tree seedling to support reforestation efforts. <https://www.uluhao.com/hualalai-crater-experience>