

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 unique communities, precious natural resources, and rich 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 addresses issues like overcrowding by focusing on **destination stewardship** alongside destination marketing, in partnership with counties, Island Visitors Bureaus, and our unique communities across all islands. For **travel media**, this highlights Hawai'i's commitment to conservation, community-led initiatives, and the authentic efforts being made to protect its natural and cultural heritage emphasizing mindful travel as well as deeper engagement with local communities and the environment. For **travel planners**, this means designing immersive, bespoke experiences and prioritizing eco-friendly accommodations, diverse transportation, and activities directly benefiting local communities. Hawai'i is dedicated to a future where tourism enriches both its *malihini* (visitors) and its *kama'āina* (people of the land). By embracing regenerative principles and focusing on quality, mindful travel, we invite you to be a part of this journey.

O'ahu Accommodations Doing Good and Giving Back

O'ahu accommodations are embracing regenerative tourism, implementing eco-friendly initiatives and supporting local communities. From organizing beach cleanups and adopting public parks to promoting cultural education and reforestation efforts, these hotels and resorts offer guests a sustainable, eco-conscious and enriching travel experience.

- The **Kahala Initiative for Sustainability, Culture and the Arts (KISCA)** is a dedicated program at **The Kahala Hotel and Resort** promoting environmental stewardship, cultural preservation and artistic expression in Hawai'i. Through KISCA, the resort offers immersive guest experiences, sustainability focused initiatives, cultural workshops and art programs aimed at highlighting the rich heritage of the Hawaiian Islands. Guests can participate in activities such as native plant restoration, ocean conservation and traditional Hawaiian storytelling, deepening their connection to the land and local culture. KISCA is part of The Kahala's commitment to responsible tourism and community engagement aimed at ensuring Hawai'i's natural beauty and traditions are preserved for future generations. www.KahalaResort.com/kisca
- **First Cabin International Hawai'i** is Hawai'i's first capsule-style hotel, it features 103 single-person pods inspired by first-class airplane cabins, space efficiency while minimizing resource consumption. Located just minutes from Waikiki Beach, First Cabin promotes responsible tourism by reducing energy usage and material waste, offering an affordable and eco-conscious stay without compromising comfort. www.First-Cabin.us
- **OUTRIGGER Resorts & Hotels' OZONE** (Outrigger's Zone) conservation initiative aims to enrich the experiences of guests, hosts, and local communities. Through impactful projects like coral reef restoration and community partnerships, Outrigger actively works to protect and help its ocean environments thrive for future generations. Visit the hub to learn more and discover how to be part of this vital mission. www.outrigger.com

Mālama Hawai'i, Mālama O'ahu

In the Hawaiian culture, caring for the *'āina* (land) is not just a responsibility for all who live on it, but it's expected of guests to our islands. It's an act that connects to life itself because the *'āina* and people are connected. Participating in opportunities that *mālama* (care for, protect, and preserve) Hawai'i while visiting provides a profound connection to our natural world, culture, and communities. Volunteer organizations and travel partners statewide offer 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.

- **Waimea Valley** is a fully intact ahupua'a system demonstrating traditional models of sustainability that provides important relevant examples for today's world. Regenerative visitation opportunities include their great [volunteer programs](#), [special events](#) like Earth Day, Ocean Day, and ancestral crop learning events, and special ways to contribute to conservation efforts in the valley, such as the [Carbon Offset Program](#), [Ka Wai Kupuna program](#), and [dedication gardens or benches](#).

- **Mālama Maunalua** Mālama Maunalua is a community-based stewardship organization committed to conserving and restoring Maunalua Bay, just east of Waikīkī. Their main goal is to clear the area of invasive algae and restore the marine habitat with healthy, native seagrass and algae. They also partner with **Kuleana Coral Restoration**, another non-profit dedicated to supporting coral restoration. Visitors are welcome at their Community *Huki* (“pull” in Hawaiian) volunteer events where you help restore the bay and learn about the three main types of invasive alien algae that must be removed. www.malamamaunalua.org
- **‘Īlio Explorers Program at the Hawaiian Humane Society** offers a rewarding way to support shelter dogs while exploring O‘ahu. Open to residents and visitors, the field-trip program allows volunteers to take adult shelter dogs on outings to parks, beaches and hiking trails, giving them a much-needed break from the shelter. The excursions help reduce participant stress, improve their well-being and provide valuable insights to aid in adoption matchmaking. www.HawaiianHumane.org/IlioExplorers

Buy Local, Support Local

Support sustainable travel by buying from local businesses and Hawaiian cultural artisans. Enhance your visit with unique immersive experiences such as traditional craft demonstrations or storytelling sessions, contributing to economic diversification and a regenerative culture.

- **Kahuku Farms** Newly nominated by Newsweek as one of the Best Farm-to-Table Restaurants in America, Kahuku Farms’ Grand Wagon Tour takes visitors on a tractor-pulled journey, sharing our story and showcasing the dedication behind bringing fresh, local produce to market.
- **Kō Hana Rum** and **Hana Koa Brewing Company** are a few notable *Farm to Glass* distilleries and breweries on O‘ahu. They each offer tours and experiences to see, smell and taste the process that locally grown ingredients from around O‘ahu to locally sourced fruits and produce.
- Satisfy your sweet tooth with **Lonohana Estate Chocolates**. Experience the floral tones of the 100% locally grown O‘ahu cacao and produced chocolate. The regenerative agroforestry practices by Lonohana is shared on the tour at their factory in Honolulu.
- **Hānai Hives** offers an enriching Honeybee Farm Tour, perfect for family outings, dates, and educational experiences. Explore the bees' foraging areas with over 100 fruit tree types, enjoy a mini-beekeeping lesson, and observe honeycomb up close in a bee suit.

Reduce Your Carbon Footprint & Kōkua Our Sustainability Efforts

As a fly-in destination, O‘ahu’s prioritizes offsetting carbon emissions, reducing congestion, and minimizing impact. We invite a shift in visitor mindset, encouraging everyone to *mālama O‘ahu* by leveraging the island’s many multimodal transportation options:

- **Ask about shuttle services.** Many popular attractions offer shuttles to/from the venue to help visitors reduce road congestion, avoid traffic, and enjoy a safe relaxing commute.
- **Plan an itinerary.** Visitors can spend the day in popular walkable neighborhoods, like Honolulu, Waikīkī, Kaka‘ako, and Ala Moana, that don’t require a car. The Waikīkī Trolley and TheBus offer easy travel between these main areas.
- **Get a Biki.** Honolulu’s bikeshare program offers a network of public bikes. There are 130 solar-powered Biki Stops conveniently located throughout the city, and visitors can join online before arrival for smooth pick up.
- **Rent vehicles sparingly.** If a rental is needed, request a hybrid or electric vehicle, and avoid rush hour traffic to reduce carbon emissions. Visitors will also save on rental, resort valet, and public parking fees.

Know your needs. TheHandi-Van is an affordable public transit service for those unable to use the public bus service.

Advance Reservation Systems

As part of a statewide effort to promote regenerative tourism, counties, and state agencies in Hawai‘i are actively managing hotspot attractions by implementing advance reservation systems. These systems are instrumental in managing visitor capacity, protecting Hawai‘i’s natural environment and cultural sites, improving experiences, and allowing us to better steward the Hawaiian Islands. Educate and advise your clients on the importance of making advance reservations, so they can better enjoy Hawai‘i and *mālama* (care for, protect, and preserve) O‘ahu.

- **Hanauma Bay Nature Preserve**
- **Lē‘ahi – Diamond Head State Monument**
- **The USS Arizona Memorial**