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HAWAII VISITORS & CONVENTION BUREAU INDUCTED TO GLOBAL ALLIANCE OF DESTINATIONS TRANSFORMING THE FUTURE OF TOURISM

HONOLULU – The Hawai'i Visitors & Convention Bureau (HVCB) has joined the [Destination Think Collective](#), a global network of destinations committed to building a tourism industry that supports and benefits everyone in local communities, while protecting the planet and creating a resilient economy.

The Collective unites dozens of ambitious destinations worldwide, including Auckland, Banff, Copenhagen, Queenstown, and Aruba. For HVCB, membership aligns with its evolution toward what it calls a Destination Futures Enterprise, moving beyond a traditional destination marketing organization to steward Hawai'i as a living system, drawing on indigenous knowledge to shape visitor engagement while deliberately designing social, economic, and cultural outcomes.

“Tourism shapes how people understand the world and, as a result, what they choose to value,” said Dr. Aaron J. Salā, president and CEO of the Hawai'i Visitors and Convention Bureau. “The willingness of destinations to redesign their tourism models around community well-being and environmental responsibility will ultimately define the next era of this industry. Hawai'i comes to this work grounded in indigenous knowledge systems that have long guided stewardship and reciprocity between people and place. We are stepping into this global collaboration ready to contribute what we have learned, to learn from peers doing serious work, and to help raise the standard for what tourism can and should deliver.”

Hawai'i has already become a model of regeneration for destinations worldwide through stewardship initiatives such as Hā'ena State Park on Kaua'i, which manages visitor capacity through a reservation system to balance tourism with community well-being. By joining the Collective, HVCB can share its leadership, inspire travelers seeking meaningful, responsible experiences, and help protect our planet and communities.

The Collective's philosophy also aligns naturally with Hawai'i Tourism Authority's newly launched campaign, “[Hawai'i Stays With You](#),” which centers on visitors returning home transformed, carrying new ideas and a deeper sense of responsibility that can turn into positive action within their own communities.

“Tourism is both vulnerable to climate and social disruption—and uniquely powerful in helping solve it,” said Rodney Payne, CEO of Destination Think, the organization facilitating the Collective. “We're excited to welcome the Hawai'i Visitors & Convention Bureau to the Collective, where they

can be a vocal advocate for tourism-led solutions that redefine meaning and purpose in how visitors explore the world.”

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ABOUT HVCB

The Hawai'i Visitors and Convention Bureau (HVCB) is a private, nonprofit, regenerative destination leadership enterprise stewarding the future of tourism in Hawai'i. Grounded in cultural intelligence and community connection, HVCB builds global partnerships, crafts transformative visitor experiences, and leads with innovation to ensure tourism enriches local lives, protects island ecosystems, and advances Hawai'i as a model for the world. For visitor information, visit gohawaii.com. For more about HVCB, visit hvcb.org or follow updates on [Instagram](#), [Facebook](#), and [LinkedIn](#).

ABOUT THE COLLECTIVE

The Destination Think Collective is a global alliance of destinations dedicated to transforming tourism into a catalyst for community wellbeing, climate action, and cultural respect. Facilitated by Destination Think, its members collaborate through shared learning and advocacy to lead by example, demonstrating how travel can regenerate the planet and communities.

Media Contacts:

Lei-Ann Field
Senior Director, PR/Communications
Hawai'i Visitors and Convention Bureau
lfield@hvcb.org
808-924-0208

Taryn Pascua
Public Relations Manager
Hawai'i Visitors and Convention Bureau
tpascua@hvcb.org
808-924-0240