

Hawai'i's Regenerative Tourism Movement – O'ahu

The Hawai'i Tourism Authority is committed to regenerative tourism for Hawai'i, seeking to balance the economics of tourism with the wellbeing 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, of how their movement through Hawai'i impacts the environment positively and of 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, developed Destination Management Actions Plans (DMAP) for Kaua'i, O'ahu, Maui Nui and Hawai'i Island. Learn more at: <https://www.hawaiiitourismauthority.org/what-we-do/hta-programs/destination-management-action-plans/> For the O'ahu DMAP, visit: <https://www.hawaiiitourismauthority.org/media/7785/hta-oahu-dmap.pdf>

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 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.

- (O'ahu) **Kualoa Ranch Private Nature Reserve's** vision is to steward its 4,000 acres of sacred land. Kualoa's hand-on [Mālama 'Āina](#) experience offers guests opportunities to learn to protect and create sustainable practices preserving the land. The eco-adventure voluntourism tour includes knowledge of the cultural importance of *kalo* (taro); cleaning, planting and harvesting *kalo*; and helping *mālama* ("care for") *la'au lapa'au* (medicinal plants) growing in the area. This year, the experience will expand to include native Hawaiian tree planting to support reforestation efforts. www.Kualoa.com
- (O'ahu) **Mālama Maunalua** is a community based stewardship organization committed to conserving and restoring Maunalua Bay, just east of Diamond Head. The main goal is to clear the area of invasive algae and restore the marine habitat with healthy, native seagrass and algae. Visitors are welcome at their Community Huki ("pull" in Hawaiian) volunteer events where they help restore the bay and learn about the three main types of invasive alien algae that must be removed. <https://www.malamamaunalua.org/>
- **Mālama Loko Ea Foundation** works to revive the Loko Ea fishpond in Hale'iwa to become a thriving fishpond. Visitors can help with restoration efforts, learn and practice land stewardship, and *'ike ku'una* (knowledge of traditional Hawaiian practices). The tour includes a cultural history and walking tour with *mo'olelo* (stories, myths, and legends) and *mālama 'āina* (to care for the land) activities with getting hands dirty to work together to help build the dream of Loko Ea and provide for the local community. <https://www.lokoea.org/>

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) Hawai'i.

- (O'ahu) In April 2021, **Hanauma Bay** implemented its online reservation system which allows visitors to select a show time up to 48 hours ahead of your planned visit to the nature preserve. Reservation time slots are

available in 10-minute increments, beginning from 7 a.m. until 1:40 p.m., Wednesdays through Sundays. You can reserve a spot for up to 10 people at a time—no more than five children and/or five adults. Entry and parking fees will be collected when you arrive at Hanauma Bay. <https://www.honolulu.gov/parks-hbay.html>

- (O'ahu) As of May 12, 2022, the State of Hawai'i's Department of Land and Natural Resources established an online advanced reservation requirement for out-of-state visitors at iconic Lē'ahi – **Diamond Head State Monument**. As one of O'ahu's most sought-after attractions with stunning views along its hiking trail, the new reservation system will mitigate environmental impacts sustained by foot traffic, reduce vehicle congestion in the park and surrounding neighborhoods, and help preserve this landmark for future generations. Reservations can be made up to 14 days in advance. Visitors parking vehicles in the crater will be required to book in two-hour time slots, which begin at 6 a.m., while walk-in and drop-off visitors are subject to one-hour time slots. <https://dlnr.hawaii.gov/dsp/parks/oahu/diamond-head-state-monument/>
- The **USS Arizona Memorial** is built over the remains of the sunken battleship USS Arizona, the final resting place for many of the 1,177 crewmen killed on December 7, 1941, when Pearl Harbor was bombed by Japan. Visiting the USS Arizona Memorial is free, but you must reserve a time slot for the boat tour in advance. Reservations can be obtained 8 weeks ahead – At 3:00 pm Hawai'i Standard Time, tickets are available on the website www.Recreation.gov. The walk-in first-come first-served ticket distribution program is no longer available.

Buy Local, Support Local

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

- [House of Mana Up](#) is a retail experience that highlights unique stories of Hawai'i's rising entrepreneurs and the premium brands they've built, many of which have been recognized internationally for their products' high quality or innovation.
- [Kuhikuhi.com](#) is a mobile-friendly website with a mission of directing customers to Native Hawaiian-owned businesses statewide.
- Hawai'i is home to exceptional farmers and food producers creating unique homegrown products. It is also the only state in the U.S. that grows a high-quality cacao! [Mānoa Chocolate](#) is involved in the Bean-to-bar movement, privileging quality over quantity and rafting only the finest beans into chocolate under one roof and using local products in their craft chocolate. See how Mānoa Chocolate makes their chocolate at their facility in Kailua town. [Lonohana Estate Chocolate](#) is a family-owned company with farms located on O'ahu's North Shore. With a solar-powered factory in Honolulu, this organization shows how cacao can be honestly grown and hand-crafted into delicious chocolate right on O'ahu.
- Farm to Bottle. Whereas the vast majority of the world's rum is made from molasses **Kō Hana Hawaiian Agricole Rum** grows single varietals of kō (Hawaiian sugar cane brought to Hawai'i by Polynesian voyagers nearly one thousand years ago) that are hand harvested, pressed to juice and then distilled to create the world's finest pure cane rums. **The Tasting Tour** begins with a glass of fresh pressed cane juice, a visit to the custom rum still to learn how native Hawaiian sugar cane is distilled into agricole rum, and a tour of the garden to learn the history of kō. <https://www.kohanarum.com/>

Stay Legally

Recently, the City & County of Honolulu – with the support of the community and industry – passed Bill 41 into law. This law is meant to control the number of illegal vacation rentals in residential neighborhoods. It will increase the minimum amount of time a unit can be rented without a permit from 30 to 90 days and restricts new vacation rental permits to resort-zoned areas. Platforms must confirm that a unit is lawfully registered, permitted, or otherwise allowed as a bed and breakfast home or transient vacation unit and include registration and tax map numbers in all advertisements. If a platform is in violation, they are subject to a civil fine up to \$10,000 for each day that the violation continues. Please respect the voice of our community and make sure that if promoting or selling vacation rentals that they are abiding to the law.