

## 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 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, as well as works with responsible agencies and 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.HawaiiTourismAuthority.org/what-we-do/hta-programs/destination-management-action-plans>. For the O'ahu DMAP, visit: <https://www.HawaiiTourismAuthority.org/media/7785/hta-oahu-dmap.pdf>.

### 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.

- In April 2021, **Hanauma Bay** implemented its online reservation system, which allows visitors to select a show time up to 48 hours ahead of their planned visit to the nature preserve. Reservation time slots are available in 10-minute increments, beginning at 7 a.m. until 1:40 p.m., Wednesdays through Sundays. Visitors 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 upon arrival at Hanauma Bay. <https://www.honolulu.gov/parks-hbay.html>
- 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.; 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 guests must reserve a time slot for the boat tour in advance. Reservations can be obtained 8 weeks ahead. At 3:00 p.m. Hawai'i Standard Time, tickets are available online at [www.recreation.gov](http://www.recreation.gov). The walk-in, first-come first-served ticket distribution program is no longer available.

### 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** has a vision to steward and protect a sacred historical valley on O‘ahu. The program to mālama the valley and Hawaiian culture is designed for service-learning experiences that promises to connect visitors closer to our precious ‘āina (land), *holona* (animals), *lā‘au* (plants), *wai* (freshwater), and Hawaiian cultural practices and wisdoms that are honored and perpetuated. <https://www.WaimeaValley.net/volunteer>
- **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>
- **Battleship Missouri Memorial** is a part of world history committed to “Honoring the Past and Inspiring the Future” from the signing of the Instrument of Surrender in Tokyo Bay, bringing WWII to an end, to engagements in the Korean War and Persian Gulf War. When the USS Missouri was in commission, there were 2,500 sailors maintaining the ship. Today, there are less than 25 maintenance staff working on the ship. Visitors can get personal and volunteer time to help restore and preserve one of the world’s most famous battleships. <https://USSMissouri.org/get-involved/volunteer>

### Buy Local, Support Local

Travel sustainably and responsibly by buying from local businesses and Hawaiian cultural artisans. This support creates economic diversification, high-quality jobs for residents, community givebacks, and a regenerative culture of entrepreneurship.

- **Manaola, Ola Hou Designs, Manuheali‘i, Hina Hawai‘i** and **Kini Zamora** are a few notable aloha wear brands by Native Hawaiian designers on O‘ahu—some have hit the world stages during Fashion Week appearances. Visitors can discover and enjoy authentic Hawaiian prints and designs inspired by the islands’ flora and fauna, natural beauty, and traditional Hawaiian values and spirituality. <https://www.ManaolaHawaii.com>, <https://OlaHouDesigns.com>, <https://manuhealii.com>, <https://www.Hinahawaii.com>, <https://kinizamora.com>
- The taprooms of local breweries, like **Beer Lab HI**, **Aloha Beer Company**, and **Honolulu Beerworks**, serve an array of refreshing craft beers featuring flavors unique to and locally grown in the islands, including hibiscus, lehua honey, guava, cacao, and li hing (salty, sour dried plum). <https://www.BeerLabHI.com>, <https://www.AlohaBeer.com>, <https://www.HonoluluBeerworks.com>
- With tropical fruit farms, working cattle ranches, and traditional *lo‘i kalo* (irrigated taro patch), visitors can experience agricultural heritage first-hand at O‘ahu’s many **Farmer’s Markets**. With growing interest in sustainable and locally sourced food, agro-tourism is an essential aspect of O‘ahu’s tourism industry. [HFBF.org](https://www.HFBF.org)
- **Handcrafters and Artisans Alliance** is a guild of artists and crafters that put on 75 events annually, most on O‘ahu at Kapi‘olani Park in Waikīkī, Ko Olina, Hale‘iwa and in other locations throughout the year. Visitors take home unique memorable products and souvenirs, while supporting O‘ahu artists and crafters. [https://www.facebook.com/HAAHawaii/about\\_details](https://www.facebook.com/HAAHawaii/about_details)

### Reduce Your Carbon Footprint & Kokua Our Climate Change Efforts

As a world-famous fly-in destination, O‘ahu’s DMAP prioritizes offsetting carbon emissions, reducing congestion, and minimizing impact. To help travelers enjoy a sustainable stay, the DMAP invites a shift in visitor mindset, encouraging everyone to *mālama O‘ahu* by leveraging the island’s many multimodal public and private 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, Waikiki, 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.** If traveling with persons with disabilities, TheHandi-Van is an affordable public transit service for those unable to use the public bus service.