



FOR IMMEDIATE RELEASE

January 17, 2024

Regenerative Tourism Updates on O'ahu

O'AHU — Regenerative tourism seeks to balance the economics of tourism with the well-being of our communities and natural resources. To preserve the island's natural and cultural resources while offering meaningful experiences to visitors, O'ahu's commitment to regenerative tourism involves community engagement and prioritization, eco-friendly and sustainable practices, “buy local” support, carbon footprint reduction, and promoting Hawaiian culture, local culture traditions and values authentically and mindfully. By focusing on regenerative tourism, O'ahu aims to ensure that the island's beauty and communities endure for generations to come, while also providing travelers with a more authentic and responsible way to enjoy this stunning destination.

Discover O'ahu's ongoing Destination Management initiatives that are intended to protect, preserve and prioritize community and place, while elevating a visitor's experience and creating unforgettable memories in a meaningful way!

Participate in an Activity That Gives Back

While many elements of travel, in general, look very different these days, one thing you can count on as your travel O'ahu is the transformative and positive impact on yourself and Hawai'i that comes from participating in an activity that gives back. Connecting with Hawai'i in this way during your visit and choosing to *mālama* (care for) its landscapes, surrounding ocean and communities may be the best memory of your time in the Hawaiian Islands.

- Owned by [Turtle Bay Resort](#), **Kuilima Farm** on the North Shore is pioneering regenerative tourism and farm-to-resort operations in Hawai'i. For guests interested in learning more about the traditional Hawaiian *ahupua'a* land division system and farming practices, Kuilima offers a guided walking tour, providing visitors with an opportunity to give back. During the tour, you will explore the native plant garden, embark on a scavenger hunt, and participate in planting *'ilima*, *kalo*, or *ti* leaf. www.KuilimaFarm.com
- The first Native Hawaiian nonprofit dedicated to coral restoration; **Kuleana Coral Restoration** recently graduated its first group of emerging ocean conservationists. Their NOAA-sponsored Coral Occupational Applications and Scientific Techniques (COAST) training program empowers O'ahu residents, particularly Native Hawaiians, to play leading roles in coral restoration in Hawai'i. This year, Kuleana Coral Restoration selected eight students from a pool of eighty applicants. The program combines Western scientific methods with traditional Hawaiian knowledge, aiming to pass on this integrated approach to its students, who receive training in coral restoration, community engagement, mentorship, and scuba certifications, along with insights from Native Hawaiian leaders on environmental

stewardship. To get involved, visit www.KuleanaCoral.com

- Volunteer with **Mālama Maunalua**, a nonprofit organization dedicated to restoring Hawai‘i’s marine ecosystems by removing invasive algae and *limu* (seaweed). Established in 2006, Mālama Maunalua has removed 3.7 million pounds of invasive algae and restored 2.8 acres of the bay, significantly improving water quality. Following each *huki* (to pull) session - occurring at least once a month during low tide, approximately 800 pounds of algae is taken to Otsuji Farm in Honolulu where it is used as a natural sustainable soil fertilizer for locally grown crops. www.MalamaMaunalua.org

Support, Explore and Immerse Yourself in All Things Local

To travel responsibly around O‘ahu is to immerse yourself in local experiences and supporting “buy local”. Enjoy the authenticity of O‘ahu’s art and culture scene by supporting local artists and entertainers. Discover unique “Made in Hawai‘i” products, designers, crafts, and local retailers. Indulge in O‘ahu’s culturally rich culinary movement and chefs that support local farmers and sustainable agriculture. Explore the island’s diversity through welcoming community festivals, events and districts.

Here are five local businesses that serve delectable treats in innovative ways to *reduce waste throughout the island*.

- **Banán** - Famous for its plant-based soft serve bowls crafted from locally sourced bananas, Banán took their offerings to the next level with the Pineapple Yacht. This delightful creation features a half-pineapple filled with banana soft serve, garnished with chunks of fresh papaya and pineapple, slices of ripe strawberries, crispy puffed quinoa, crunchy granola, shaved coconut, and a drizzle of honey. www.Banan.co
- **DB Grill** – Dishing out inventive creations with a Korean twist, DB offers a diverse menu featuring items such as bulgogi tacos, duck fat-infused fried rice, and Korean-inspired chicken sandwiches. Additionally, they offer soju, a silky rice-based spirit originating from the Korean Peninsula. A must-try highlight is their watermelon soju, elegantly presented in a hollowed-out watermelon for a captivating presentation. www.DbGrillHi.com
- **Hale‘iwa Bowls** – Located on the North Shore, Hale‘iwa Bowls is renowned for crafting one of the most visually captivating açai bowls on the island. Their vibrant delicacies feature a blend of açai berries, crowned with local bananas, coconut flakes, and unprocessed local honey. For a small additional cost, get it served in a hollowed-out coconut shell which you can take home. www.HaleiwaBowls.com
- **Mina’s Fish House** – An open-air, oceanfront fish-focused restaurant at the Four Seasons O‘ahu at Ko ‘Olina, Mina’s offers a special surprise —a cocktail in a can of Spam. The "If Can, Can" cocktail includes your preferred spirit expertly mixed with orange Curaçao, lime, pineapple, and orgeat. This refreshing concoction is poured over crushed ice and served in an unused, sanitized classic Spam tin for a fun and unique presentation. www.FourSeasons.com
- **Matsumoto’s** - Several years back the iconic shop introduced the Ichiban Special, a generous portion of shaved ice topped with sweetened condensed milk, azuki beans (red

beans simmered in sugar), mochi (Japanese rice cakes) morsels, and a scoop of vanilla ice cream. This signature treat is elegantly presented in an edible waffle bowl, originally crafted in Japan for serving soba noodles. www.MatsumotoShaveIce.com

Check out these six local businesses that offer diverse "Made in Hawai'i" products *sourced from local farmers and sustainable agriculture*.

- At **Hawaiian Vinegar Co.**, each batch of handcrafted vinegar supports local farmers. With a new tasting room in Wahiawā, founders Poni and Brandon Askew hope to draw more interest to the Central O'ahu town with the goal of supporting Hawai'i's food system. Typically, when crops don't meet grocery standards, they are either tilled or thrown to waste, but at Hawaiian Vinegar Co., they have a purpose. At the boutique, visitors can shoot back tiny shots of vinegars and sample fruity elixirs in addition to more intimate experiences such as a two-person mocktail tasing. www.HawaiianVinegarCo.com
- A family-owned company **Honua Hawaiian Skincare** offers innovative products combined with traditional Hawaiian healing botanicals and methodologies such as 'olena, noni, alo alo, kukui, kalo, wai nin, 'awa and laukahi and modern skincare technology. Through their products, customers experience a new type of skincare – one that not only transforms skin but allows individuals to experience the spirit of aloha. www.HonuaSkinCare.com
- The community of **Kahumana** embraces people from diverse backgrounds, including farmers, social workers, social entrepreneurs, those in transition from homelessness, tourists, locals, youth, and individuals with disabilities. Its mission is to both celebrate Hawai'i's natural and cultural wealth and address its most pressing challenges. Kahumana aims for a balanced, holistic approach, examining the interconnectedness of the mind, body, spirit, and community in health and healing. To learn more, support, and volunteer, visit www.Kahumana.org.
- **Monkeypod Kitchen** recently opened a location in Waikīkī at the Outrigger Reef Waikiki Beach Resort. In line with Outrigger's voyaging ethos and local values, the restaurant donates a portion of every sale of Pete's Island Wheat beer brewed by Koholā Brewing, to the Polynesian Voyaging Society, helping to perpetuate the skill of navigating the traditional and sustainable Hawaiian way. At Monkeypod, visitors can expect to find the same farm-to-table experience found in its other locations, but in a larger space with outstanding views. For now, this is the only location serving breakfast in addition to lunch and dinner with a daily happy hour, from 3:30 to 5 p.m. www.MonkeypodKitchen.com
- Honoring its Chinatown origins, **The Lei Stand** in Honolulu presents an authentic storefront and signage on Bethel Street. This speakeasy seamlessly blends vintage and contemporary elements. Upon entering, guests encounter a retro Honolulu theme that captures the essence of Chinatown's past in addition to an actual lei stand. When it comes to its dishes, renowned chef Ricky Goings, a James Beard Award nominee, prioritizes local sourcing, going so far as to embark on a daily walk through Chinatown's lively markets to secure the freshest ingredients, including produce directly from Chinatown for his culinary creations. www.GetLeid.co

- Originally a food truck, **Via Gelato** quickly gained recognition for its artisanal quality gelato featuring flavors influenced by Hawaiian tastes. Within a year, they opened a store in Kaimukī, providing customers with an array of 21 delightful flavors in a welcoming, family-friendly setting. To promote environmental responsibility, Via Gelato offers a "buy one, get one" sustainability tote, where each purchase results in the donation of a tote to another person during their educational sustainability initiatives and activities.
www.ViaGelatoHawaii.com

Embrace and Learn About Hawaiian Culture

Hawaiian culture holds, in its engineering feats and nature-respecting practices passed on through generations, many answers to questions posed by our ever-changing modern world. The following are new initiatives geared towards celebrating indigenous **Hawaiian knowledge, practices and culture on O‘ahu.**

- The City and County of Honolulu was recently awarded \$1 million for a public art grant to better tell Native Hawaiian *mo‘olelo* (stories) at top visitor sites around the island. “Wahi Pana” (Storied Places), will present a series of multimedia art installations on O‘ahu, connecting key tourist destinations with their mo‘olelo (stories). Native Hawaiian and Hawai‘i-based artists will collaborate with cultural experts to research and create site-specific artworks highlighting the histories of often overlooked cultural and historical sites affected by over-tourism. “Wahi Pana” seeks to shift the mindset of visitors and residents alike and encourages everyone to engage with heightened cultural awareness. www.Honolulu.gov
- Outside of the gated Healer Stones of Kapaemahu monument in Waikikī, a new plaque was placed to commemorate the story of four mahu (person of male and female spirit) healers from Tahiti who traveled to Hawai‘i in an effort to help treat diseases. Engraved in the plaque is a QR code, taking visitors to a webpage providing stories and interpretations in addition to a new virtual reality tour of the stones. www.Kapaemahu.com

Exploring the Hawaiian Islands Via Alternative Transportation

While driving a gas-powered rental car remains an easy go-to option for checking out attractions and getting around the Hawaiian Islands, visiting clients will be pleasantly surprised to learn they can also seamlessly explore Hawai‘i utilizing alternative modes of transportation.

- The recently refurbished **Queen Kapi‘olani Hotel** offers a comfortable retreat with a diverse range of experiences. Among them, the hotel provides notable amenities such as guided running tours every Thursday at 6 p.m. led by Hawai‘i Running Project Instructors, and an on-site Biki bike station, offering guests a convenient and sustainable means of exploring the town. www.QueenKapiolani.com

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