



FOR IMMEDIATE RELEASE

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O'ahu Regenerative Tourism Updates

O'AHU — With a focus on preserving the island's natural and cultural treasures, O'ahu's approach to regenerative tourism emphasizes community engagement, sustainable practices, ways to support local, and the authentic promotion of Native Hawaiian and local cultures. By prioritizing regenerative tourism, we safeguard our island's beauty and communities for future generations, offering travelers a genuine and responsible way to experience our remarkable destination.

Explore O'ahu's continuing efforts in destination management aimed at protecting communities and place while enhancing visitor experiences and crafting lasting, meaningful memories.

Support, Explore and Immerse Yourself in All Things Local

To travel responsibly around O'ahu is to immerse yourself in local experiences and support local businesses. Enjoy the talent and creativity of O'ahu's arts 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 inspired culinary movement and the creations of chefs supporting local farmers and sustainable agriculture, aquaculture, ranching and more. Explore the island's cultural diversity through welcoming community festivals, events, towns and districts.

You can start by checking out these three O'ahu businesses sharing their passion for environmental preservation by supporting biodiversity, reforestation, and ocean conservation efforts.

- Joe and Kristen Souza, co-owners of **Kanile'a 'Ukulele**, acquired a parcel of land on the slopes of Maunaloa in the Kealakekua uplands of Hawai'i Island in 2014. They went on to name it Nani 'Ekolu in honor of their three sons, the parcel's three surrounding mountains and the three greatest things – faith, hope, and love. Conceived as an endeavor to create a family business that could thrive from generation to generation, spending time at Nani 'Ekolu taught the Souzas the importance of Native Hawaiian rainforests and ecological preservation. At Nani 'Ekolu, the Souzas learned to clear invasive species, propagate native flora and enlist the help of volunteers and organizations. Their efforts have so far resulted in the planting of more than 40,000 trees. In addition to volunteering at Nani 'Ekolu on Hawai'i Island, travelers visiting O'ahu can experience guided tours of Kanile'a 'Ukulele's newly renovated Kāne'ohe factory to learn about the company's instrument-building process. Tours begin at 9:30 a.m. daily, Monday through Friday. www.KanileaUkulele.com

- Waikīkī jewelry shop **Loving Hawai‘i** prioritizes environmental sustainability in its everyday work making Hawaiian jewelry right here in Hawai‘i. For every item sold on its website, Loving Hawai‘i commissions the planting of a tree in partnership with environmental nonprofit One Tree Planted. Trees play a crucial role in purifying our air and water, supporting biodiversity, promoting health and generating meaningful employment opportunities. Incorporating reforestation into its business model is a source of pride for Loving Hawai‘i aligning with its commitment to giving back to nature. www.LovinHawaii.com
- **MicroMAHALO** offers a variety of handmade souvenirs and gifts, including stickers, magnets, coasters and more, created from microplastics collected from beaches across O‘ahu. The company donates 15% back from each customer purchase to multiple local beach and ocean-conservation groups and also makes donations annually in conjunction with Patagonia’s Action Works program, which matches MicroMAHALO’s donations dollar for dollar. In addition, MicroMAHALO donates to Hawai‘i nonprofit groups such as Sustainable Coastlines Hawaii, Surfrider Foundation O‘ahu Chapter, The Center for Marine Debris Research, and Hawai‘i Marine Animal Response. www.MicroMahalo.com

Prioritizing the Environment and Culture, and Investing in the Local Community

With a commitment to providing education of unique cultures and natural resources, the two new initiatives below were created to prioritize the environment, leave a positive-impact and invest in the local community.

- Sustainability is a longtime critical subject in Hawai‘i. **Aqua-Aston Hospitality** recently completed its shift to incorporating bulk bathroom amenities from Hotel Emporium across its properties, in doing so saving 5.5 million single-use plastics from being used in its annual operations. Aqua-Aston’s #ForOurReef reef-safe sunscreen educational campaign has remained strong for six years, becoming a core pillar educating guests at its properties about responsible tourism in Hawai‘i and equipping them with reef-safe sunscreen — from local brands such as Little Hands Hawai‘i — as well as reusable tote bags and water bottles. www.AquaAston.com
- **Duke’s Mālama Beach Cleanup** has engaged a multitude of volunteers in its mission of environmental stewardship safeguarding the Waikīkī shoreline. The community-driven initiative offers an opportunity for all to experience a fun and educational beach cleanup and connect with like-minded individuals. Due to limited spots, early sign-up is encouraged. In return, volunteers receive a Duke’s Mālama crew T-shirt and free breakfast at **Duke’s Waikiki**. www.DukesWaikiki.com

Exploring the Hawaiian Islands Via Alternative Transportation

While driving a gas-powered rental car remains an easy go-to option for checking out O‘ahu attractions and getting around, visitors will be pleasantly surprised to learn they can also easily explore the island utilizing alternative modes of transportation that helps to reduce your carbon footprint too.

- **Turtle Bay Resort** is dedicated to preserving the environment and supporting local communities. Teaming up with **Envoy Hawaii**, the resort now offers its guests the opportunity to rent Tesla Model 3 electric vehicles (EVs) on-demand. The resort's two new Tesla EVs are conveniently located on-site and include complimentary valet services, providing guests with effortless, eco-friendly transportation options during their stay. Opting for a Tesla rental allows guests to explore O'ahu's North Shore and minimize their carbon footprint while experiencing the area. In addition to Turtle Bay Resort, travelers can also rent EVs at other O'ahu hotel properties, including **Courtyard Oahu North Shore** and **ESPACIO The Jewel of Waikiki**. www.EnvoyHawaii.com/turtlebay
- Nestled next to the Polynesian Cultural Center on the iconic North Shore, **Courtyard Marriott Oahu North Shore's** Go Green with Tesla Sustainable Transportation package allows guests to explore the North Shore with two-hours of eco-friendly drive time in a fully electric Tesla Model 3 daily. The package is available for stays now through March 30, 2024. www.Marriott.com/HNLOA

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