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HTA Release (24-22)

Hawai'i Tourism Authority Launches Foundational Technical Assistance Program and Workshops for Businesses and Non-Profit Organizations

HONOLULU – The Hawai'i Tourism Authority (HTA) has launched its Foundational Technical Assistance program, aimed at supporting Hawai'i businesses and organizations. Through this program, HTA will offer comprehensive workshops on each island to provide essential resources and training in desired areas such as market understanding, cultural program development, marketing, wholesale and retail markets, and employee opportunities.

“Based on our research, we developed the Foundational Technical Assistance program to address the needs of Hawai'i's businesses and non-profit organizations,” said Mufi Hannemann, HTA board chair. “We encourage everyone — whether you're currently in the visitor industry or interested in becoming involved — to take advantage of these free educational workshops and grow your business or organization as a part of Hawai'i's top economic driver.”

Earlier this year, HTA and Kilohana conducted a comprehensive study to explore the needs and opportunities of businesses and community organizations currently operating in Hawai'i's visitor industry, as well as those that are interested in engaging in the future. Highlights from the study's findings are outlined in HTA's newly released publication, [“Turning the Tide”](#) (also published in [‘Ōlelo Hawai'i](#)) and serve as the foundation for HTA's initiatives supporting a regenerative tourism future, including the Foundational Technical Assistance program.

“One of the opportunities that regenerative tourism presents is to leverage the tourism economy as a positive change agent for communities,” said Daniel Nāho'opi'i, HTA's interim president and CEO. “By empowering Hawai'i's businesses and community organizations to be successful in the visitor industry, we ensure that local people have a voice in the destination's management.”

The workshops are free and open to all interested participants. Advance registration is encouraged at <https://regenerativetourismhawaii.info/foundational>. Each session will feature industry experts, panel discussions and a resource fair tailored to the needs of the respective island.

Workshop Schedule and Details:

O'ahu

[Connecting With/Within the O'ahu Visitor Industry](#)

Date: Wednesday, July 24, 2024

Time: 10 a.m. – 1 p.m.

Place: Hawai'i Convention Center

Maui

[Connecting With/Within the Maui Visitor Industry](#)

Date: Monday, July 29, 2024

Time: 10 a.m. – 1 p.m.

Place: Maui Arts & Cultural Center

[Deep Diving & Marketing in the Visitor Industry on Maui](#)

Date: Tuesday, July 30, 2024

Time: 2 p.m. – 5 p.m.

Place: Maui Arts & Cultural Center

Kaua'i

[Connecting With/Within the Kaua'i Visitor Industry](#)

Date: Wednesday, August 21, 2024

Time: 10 a.m. – 1 p.m.

Place: Kaua'i Community College

Hawai'i Island

[Connecting With/Within the Hawai'i Island Visitor Industry](#)

Date: Monday, August 26, 2024

Time: 10 a.m. – 1 p.m.

Place: La'i'ōpua 2020 Lānai

[Deep Diving & Connecting with Culture in the Visitor Industry on Hawai'i Island](#)

Date: Tuesday, August 27, 2024

Time: 10 a.m. – 1 p.m.

Place: 'Imiloa Astronomy Center

For more information, email contact@regenerativetourismhawaii.info. To register, visit <https://regenerativetourismhawaii.info/foundational>.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

For more information, contact:

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