

A vibrant underwater scene featuring a yellow bus, likely a school bus, swimming through a rich coral reef. The bus is filled with passengers and has a driver visible in the front. The water is clear and blue, with numerous colorful fish, including clownfish and tangs, swimming around. The coral is diverse and colorful, creating a lively and detailed marine environment.

Integration of Mālama Hawai‘i Values Into Business Models & Tourism Products

Konosuke Oda

President of H.I.S. U.S.A. Holding Inc.
Executive Officer of H.I.S. Co., Ltd.

HIS Group Purpose

Unleash your feeling "KOKORO ODORU"

: Being interested, excited, and having a desire

Encounters with uncharted worlds, connections with people, enriched times,

"Waku-waku" (Excitement), elation, and thoughts on peace

- We unleash our "KOKORO ODORU" feelings and always are challengers to create a new world.

H.I.S. in Figures

Presence in the World

58

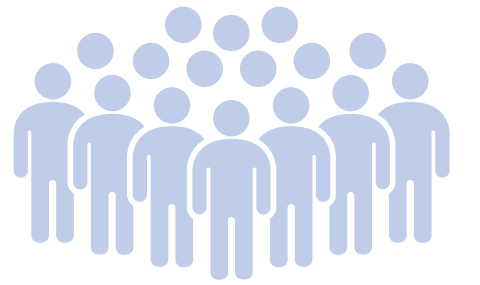
Countries & Regions

113

Cities

Total Employees

11,816



Total Companies

187



Branch in Japan

134

Share of Japanese travelers
visiting **Hawai'i**

20.7 %

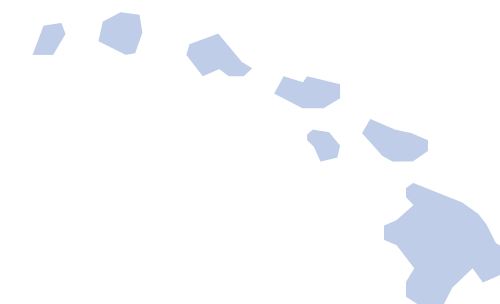
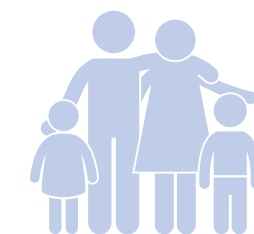
*Jan-Dec. 2019

Employees in **Hawai'i**

135

HTJ Certified Stores

130



Business Portfolio Overview

Hotel Business



We operate the **Henn-na Hotel** in NY city, which is certified as the world's first robot-staffed hotel by **Guinness World Records**.

H.I.S. Hotel Holdings currently operates 42 properties under 8 brands in 6 countries.



Business Ventures

R&D and investment based in Silicon Valley. In the past year, we have invested in two startups and one venture fund.



Travel Business

DMC | Tour Operator

- Covering The Americas, Hawaii, and Micronesia.
- Handling holiday package, tours, activities and MICE.

Travel Agency

- Both Leisure & Corporate
- Selling travel products globally from multiple destinations, including Japan.



F & B Business

We established **UKA** in the heart of Hollywood to promote Japanese culture through authentic Kaiseki cuisine, selected for the Michelin Guide.

"UKA" just Received One Michelin Star in California 2024 Guide! 🌟

We are also preparing to **Franchise** other popular Japanese restaurants and Cafés throughout the US.

Mālama^{マラマハワイ}Hawai'i

Mālama Hawai'i Promotion Initiatives by H.I.S.

Our approach



Passed on via people

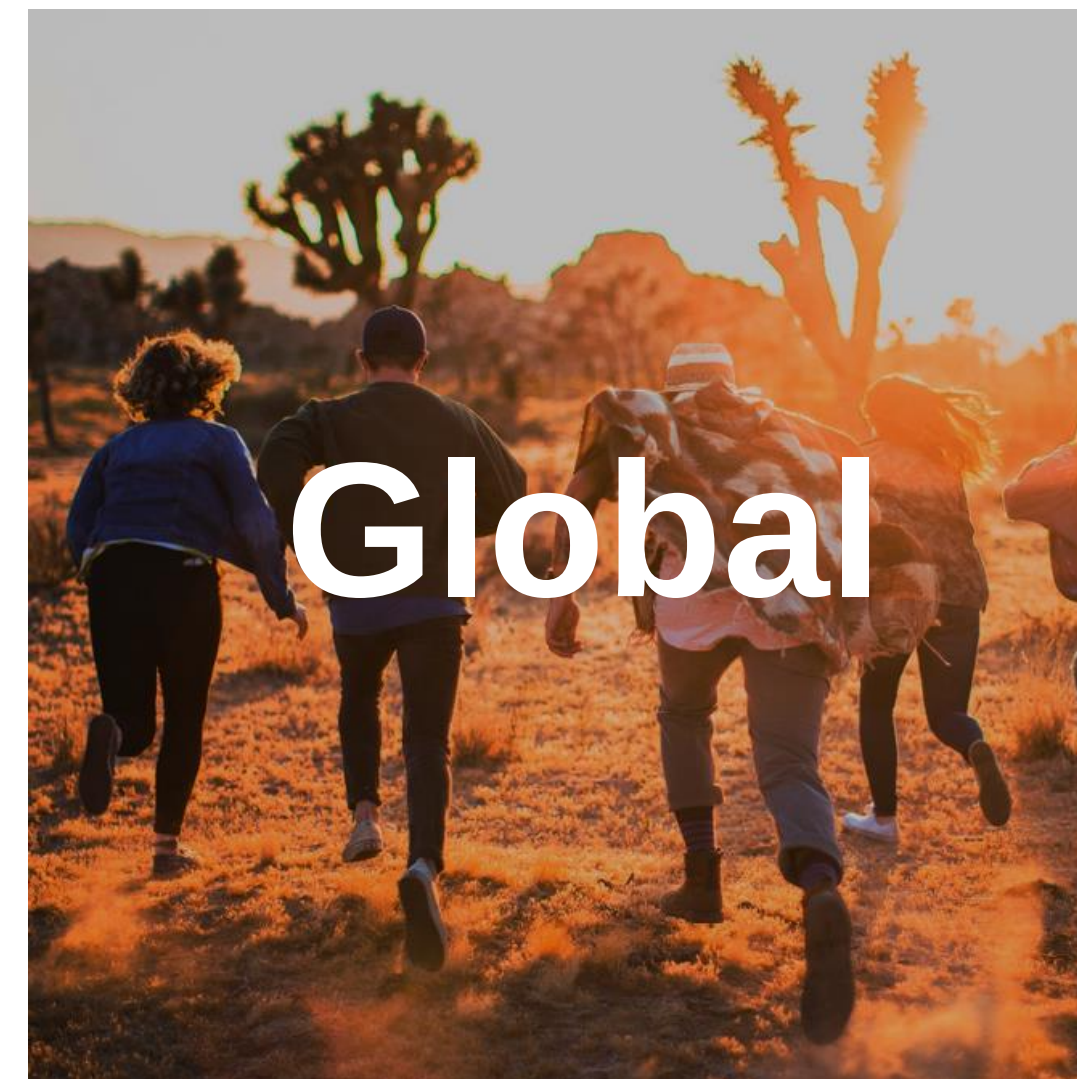


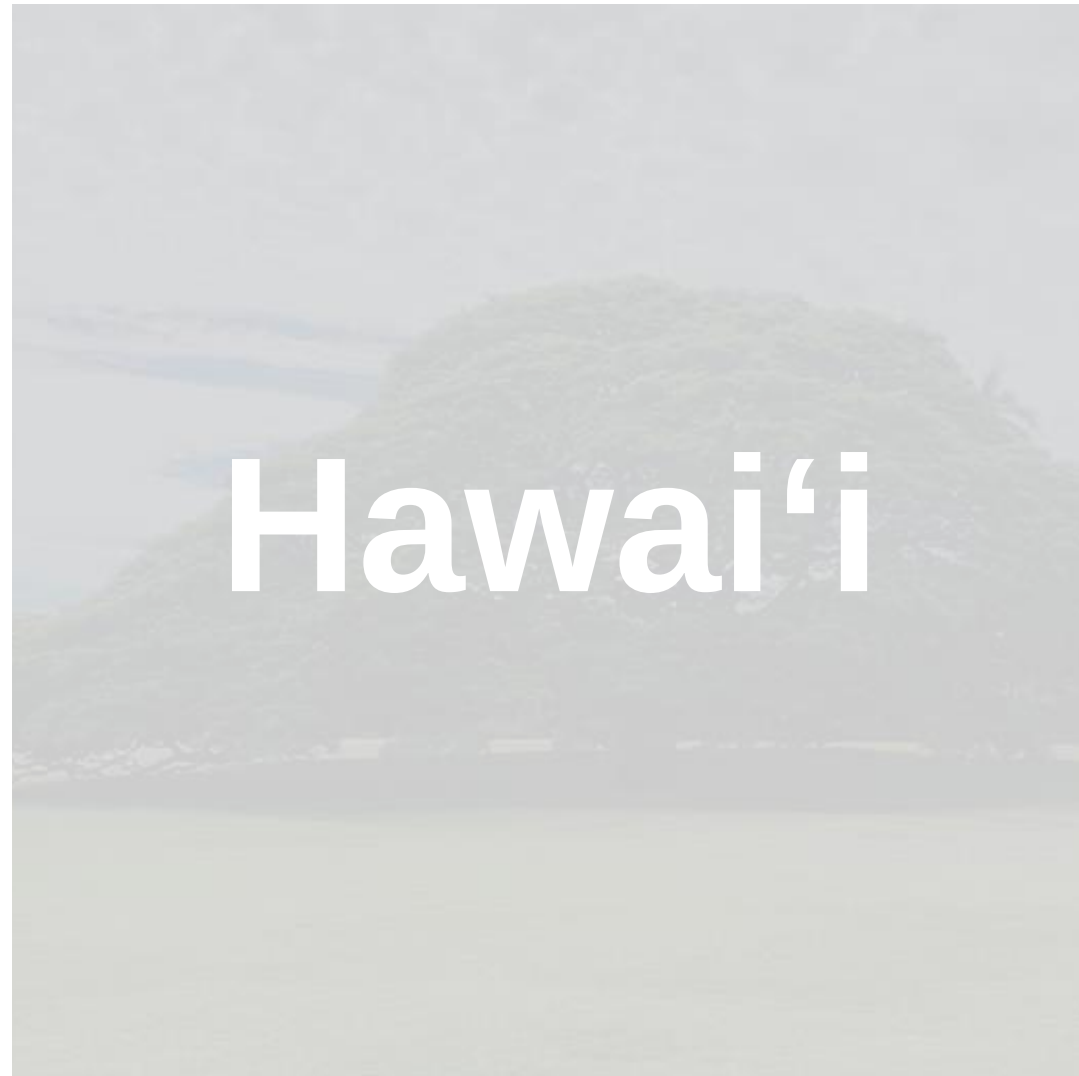
From *H.I.S.* to travelers

10 Mālama Hawai'i initiatives by H.I.S.

- 1 Employee **training** (sustainable Hawai'i travel)
- 2 **Certification** of all directly owned stores by HTJ
- 3 Promote and sell **made in Hawai'i** products
- 4 Host Hawai'i related **events** in Japan
- 5 Holistically **promote Mālama** Hawai'i via stores, web, SNS, brochures, etc.
- 6 Offer **regenerative tourism** products to enrich/enhance traveler satisfaction
- 7 Develop & offer HTJ certified **Mālama Hawai'i Tour**
- 8 Pursue and commit to offering a **safe & secure service**
- 9 Contribute to Hawai'i's **conservation and cultural preservation** efforts
- 10 Connect travelers with **local communities** for mutually satisfying experience

Key initiatives from Japan, Hawai'i, and Global



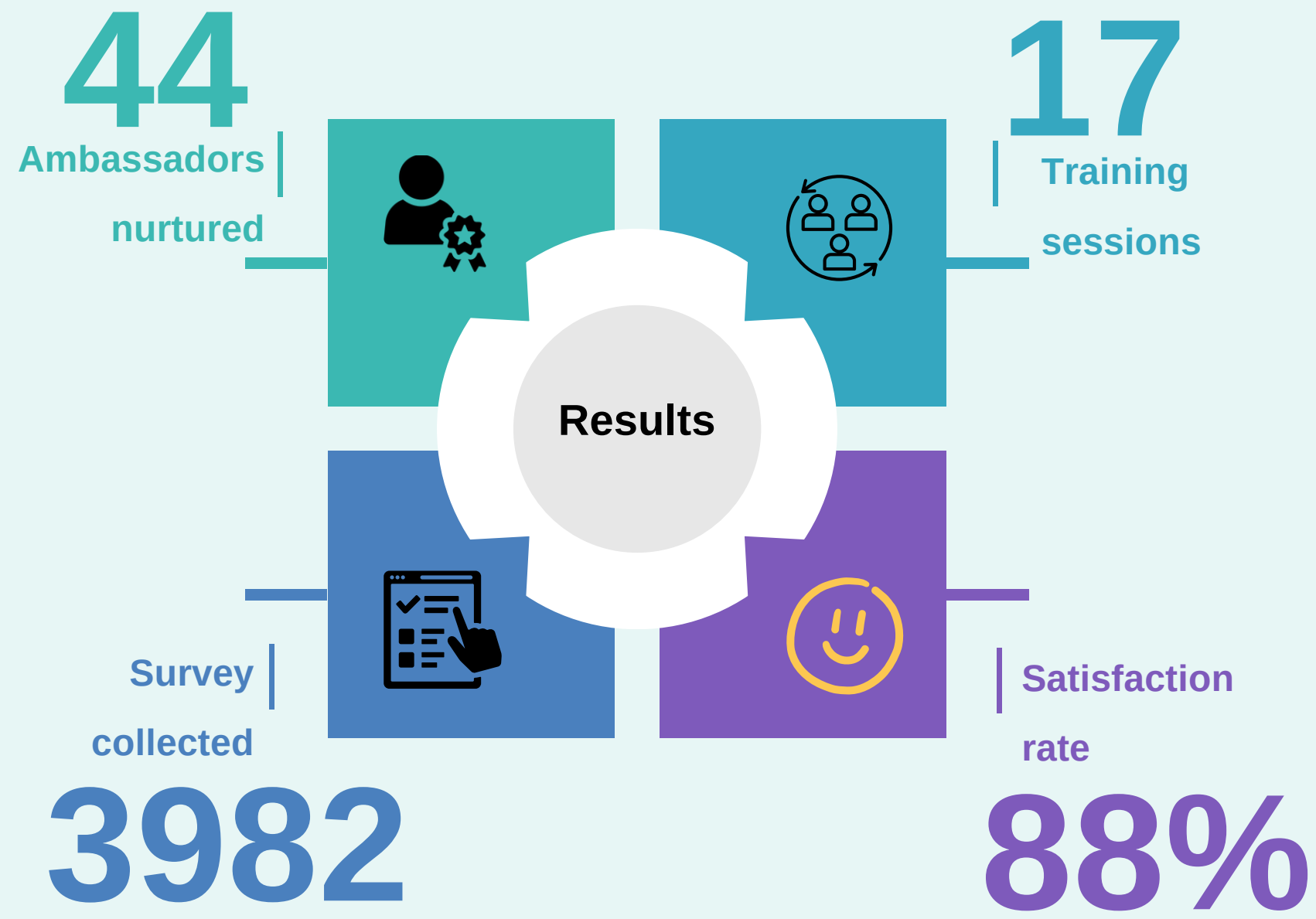


Japan

employee training



Via People, from H.I.S. to Traveler



Japan

Continued growth driven by H.I.S. ambassadors & employees

Mālama Hawai'i Portal

Easy access ▪ well organized



Monthly training / “live”

Active engagement including “live from Hawai'i”



External sessions

Above & beyond: employee driven ideas



Japan

Stores



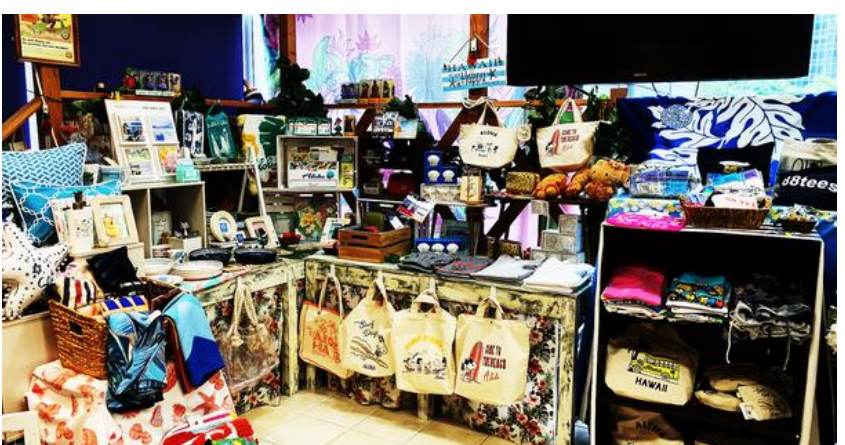
Launched 5 "Hawai'i Specialty" Stores & Desks

Japan

Made in Hawai'i

Connect Japapense travelers with *Made in Hawai'i*

Retail) H.I.S. Hawai'i Specialty Stores in Japan



EC: Online



H.I.S. Sponsored Events



Japan

Events

Nurture Mālama Hawai'i movement

42 events hosted*, nationwide caravan (Mālama Hawai'i Week)

*Feb.2023~June, 2024

In 2023, over 180,000 visitors joined this event

Collaboration with nationwide shopping mall

Aloha Tokyo Event



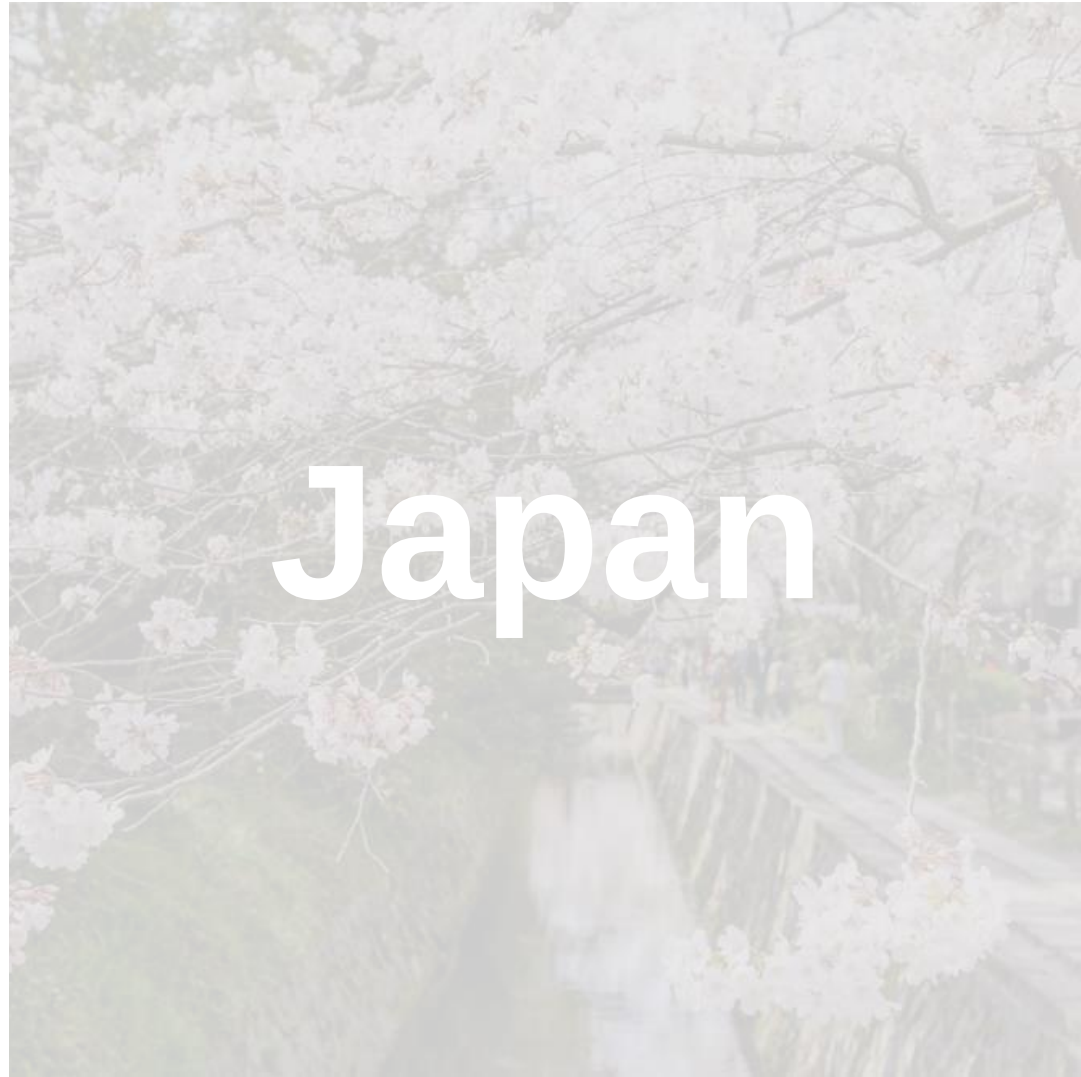
Hawai'i EXPO



E HULA MAI Japan

11 venues, recently 2024.07





Japan



Hawai'i



Global

Hawai'i

Trolley /shuttle

H.I.S. Mālama Line

is a sightseeing route that extends from downtown to the outskirts of the city, taking in the cultural heritage and historic buildings of the Hawaiian Kingdom.

H.I.S. Hawai'i shuttle services

runs from Waikīkī to Malāma events, facilitating the participation in volunteer experiences organized by local NPO and communities





Mālama Hawai'i Experience in collaboration with partners (Co-op)



<Co-op
Partners>



Hawai'i

Original Walking Tour



Sayuri
History



Reiko
Music



Hideki
Marine



H.I.S. guides taking part in the Aloha Program

This walking tour is an experience based promotion of Mālama Hawai'i. In collaboration with the Hawai'i Tourism Japan, specialists and curators, including H.I.S. Japanese guides, provide opportunities for travelers to learn about the culture, history, and current issues.



Hawai'i

Preservation event

3,000+

Genki Ball Project

In cooperation with the Ala Wai Genki Project, H.I.S. organized a workshop to make Genki Balls in Waikīkī. Genki Ball Tossing at the Ala Wai Canal for group clients.

Hawai'i (others)

Visitor education program

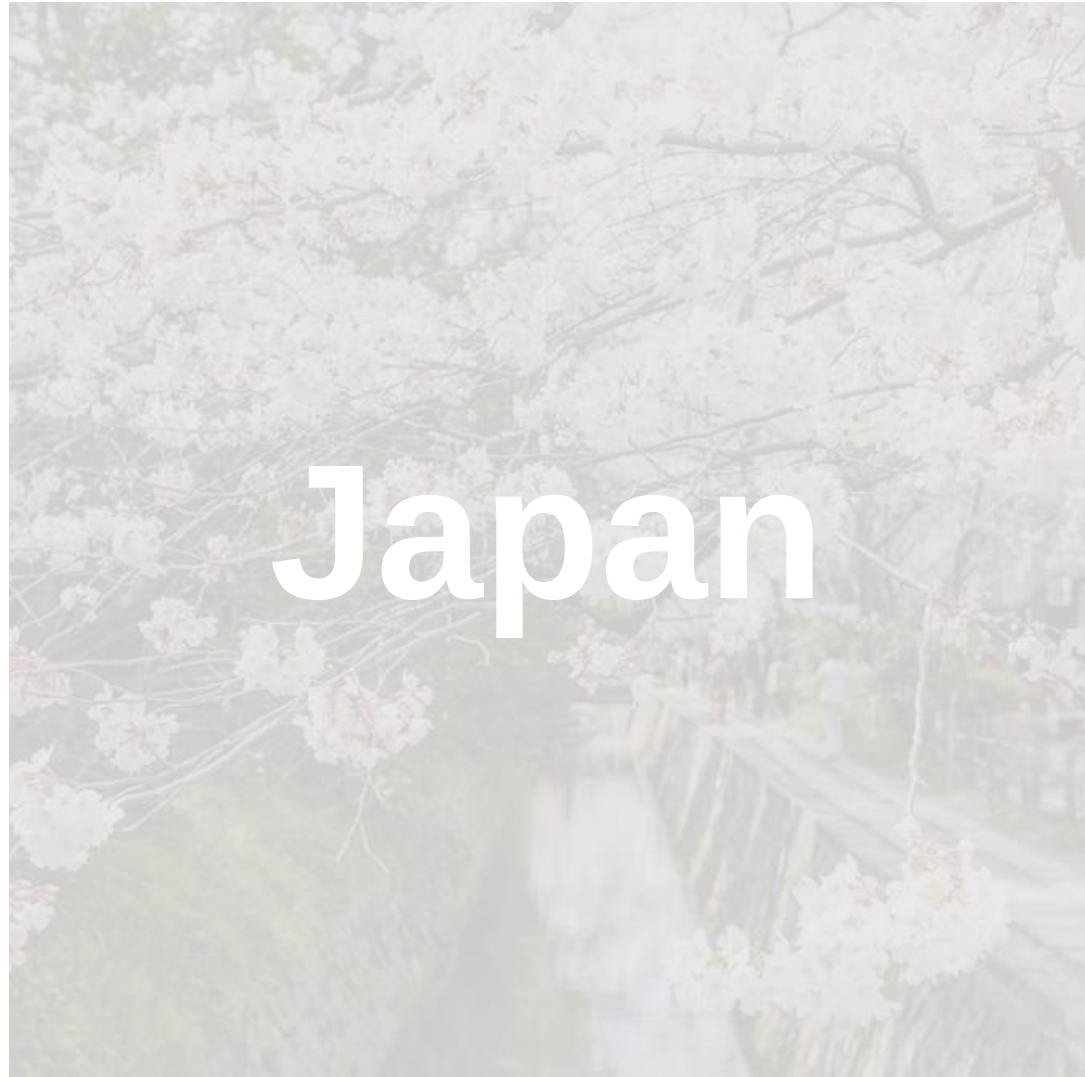


Stargazing with [Hōkūle'a](#) Crew

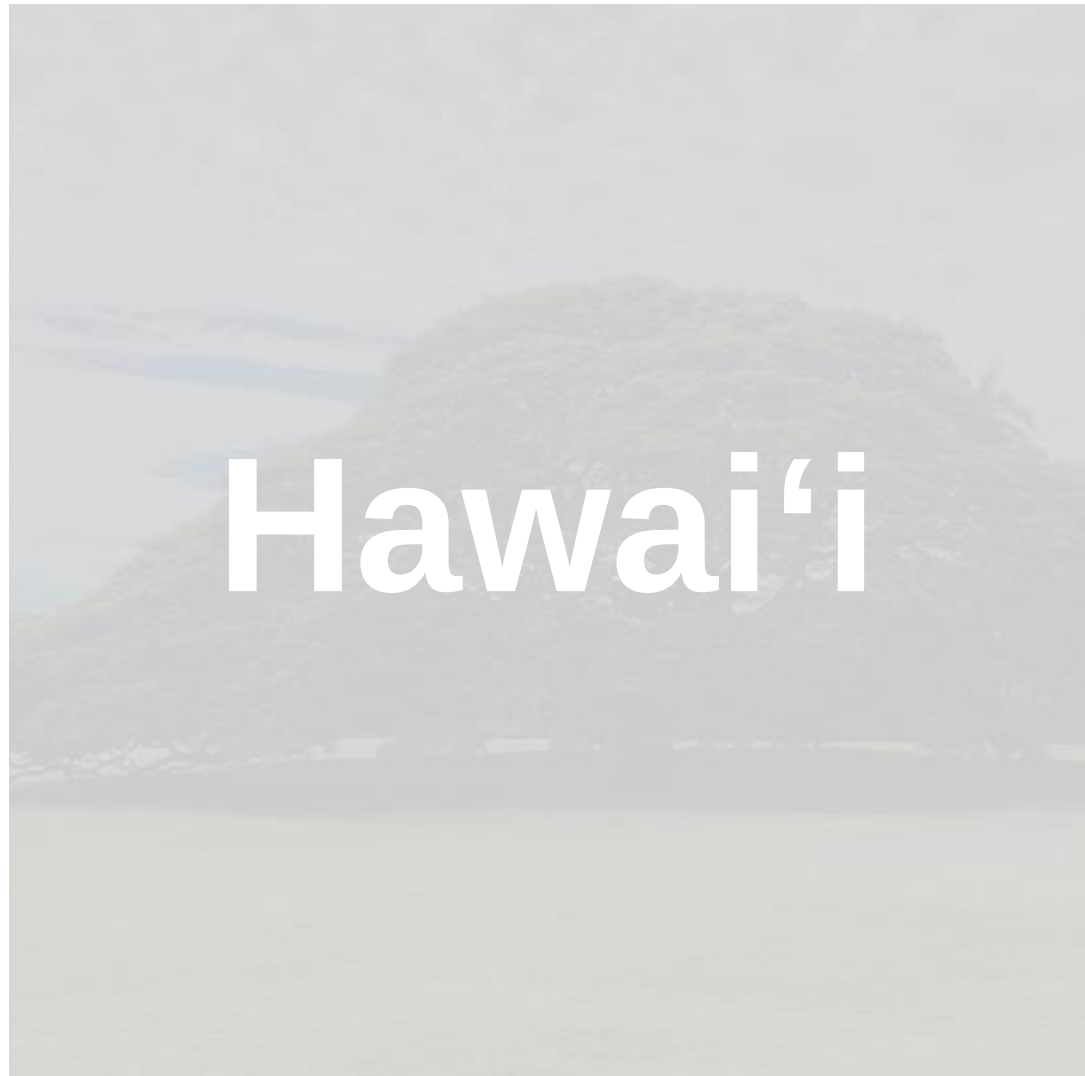


Team building at Kualoa Ranch

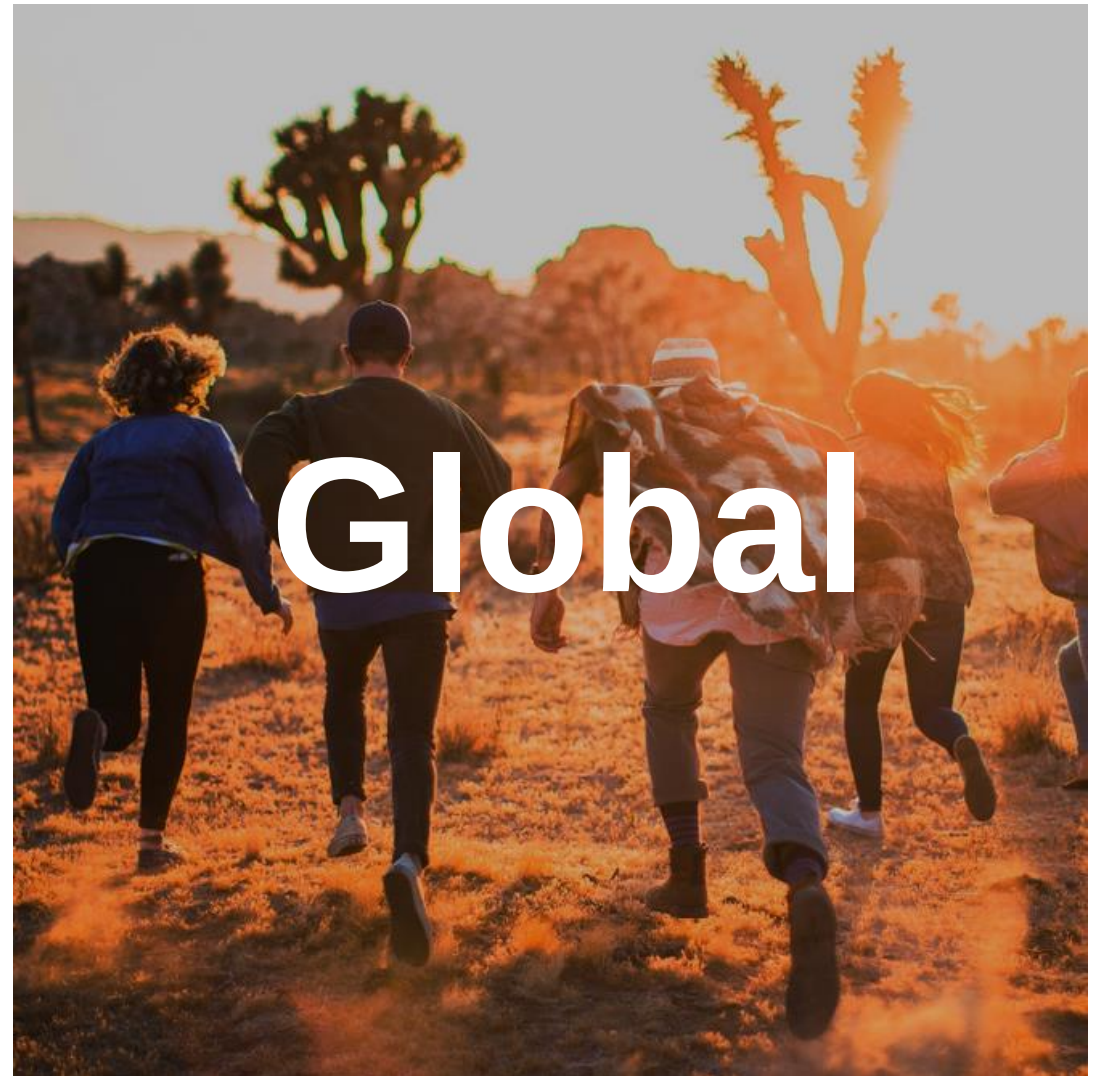
Bernice Pauahi Bishop Museum Tour



Japan



Hawai'i



Global

Initiatives at H.I.S. Americas



Investment

Sustainable travel, mobility



Sustainability

Carbon offset initiatives



Technology

Re-imagined experience

Capital alliance to support sustainable & new forms of travel



United Airlines Ventures Sustainable Flight Fund

H.I.S. has made an investment in the United Airlines Ventures Sustainable Flight Fund, which is dedicated to the research and development of Sustainable Aviation Fuel (SAF).



Space Perspective

H.I.S. has invested in Space Perspective, the world's first carbon-neutral spaceflight experience company, signifying its commitment to offering exciting travel experiences and stimulating inbound demand from Japan to the U.S.

© Space Perspective Inc

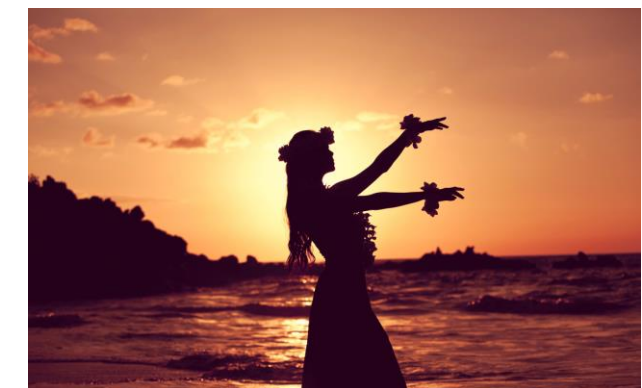
Regent Craft Inc. 100% Electric Seaglider

H.I.S. has invested in REGENT CRAFT that develops and manufactures all-electric seaglider. We have joined the HSI, a consortium involving local governments, private enterprises and community, aimed at promoting the adoption of seagliders in Hawaii.



Partnerships with Hawai'i Tourism Japan and Visit California

H.I.S. has signed MOU with the Japanese branch of the Hawai'i Tourism Authority as well as Visit California to promote Responsible Tourism.

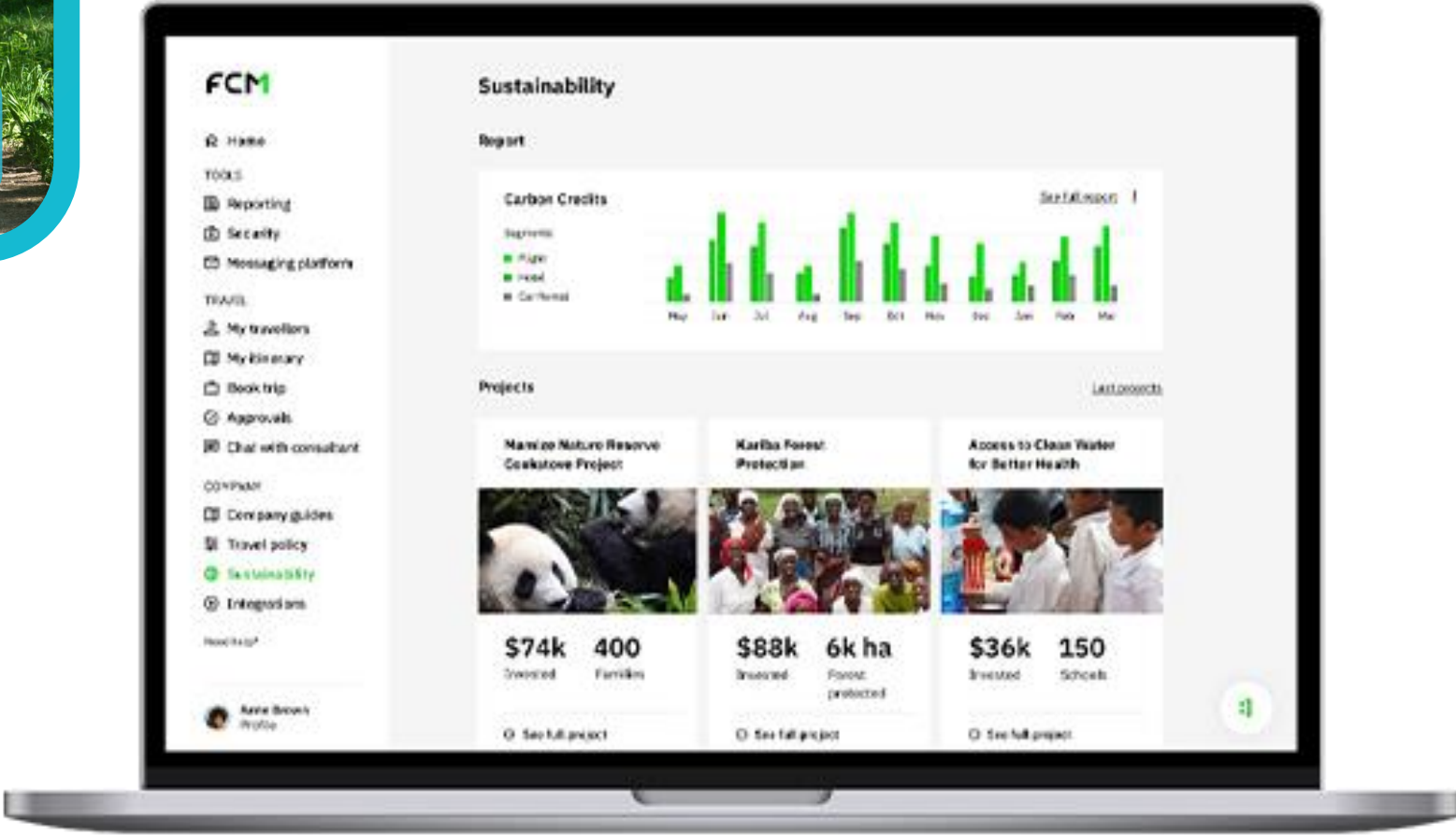


HIS takes its first step toward green travel by utilizing Squake's API, offering carbon emission calculation and compensation.

Green Package

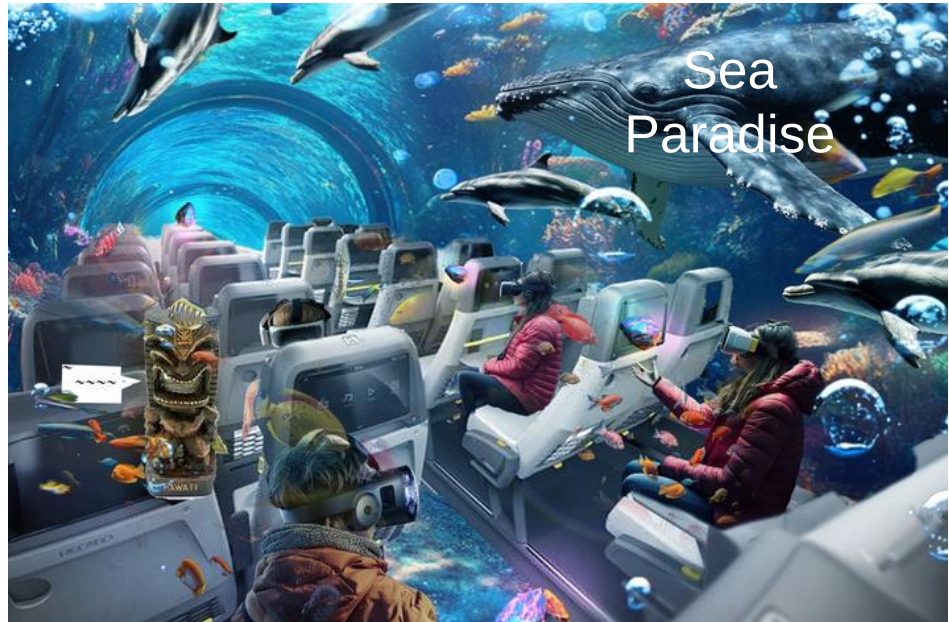


SQUAKE





※Image video @ Yokohama MM21



Immersive XR **X** **City Bus Tour**

- Fusion of Real and Virtual Worlds
- Transforming ordinary city streets into a Theme Park
- Reduced VR & car sickness with advanced sensing technology

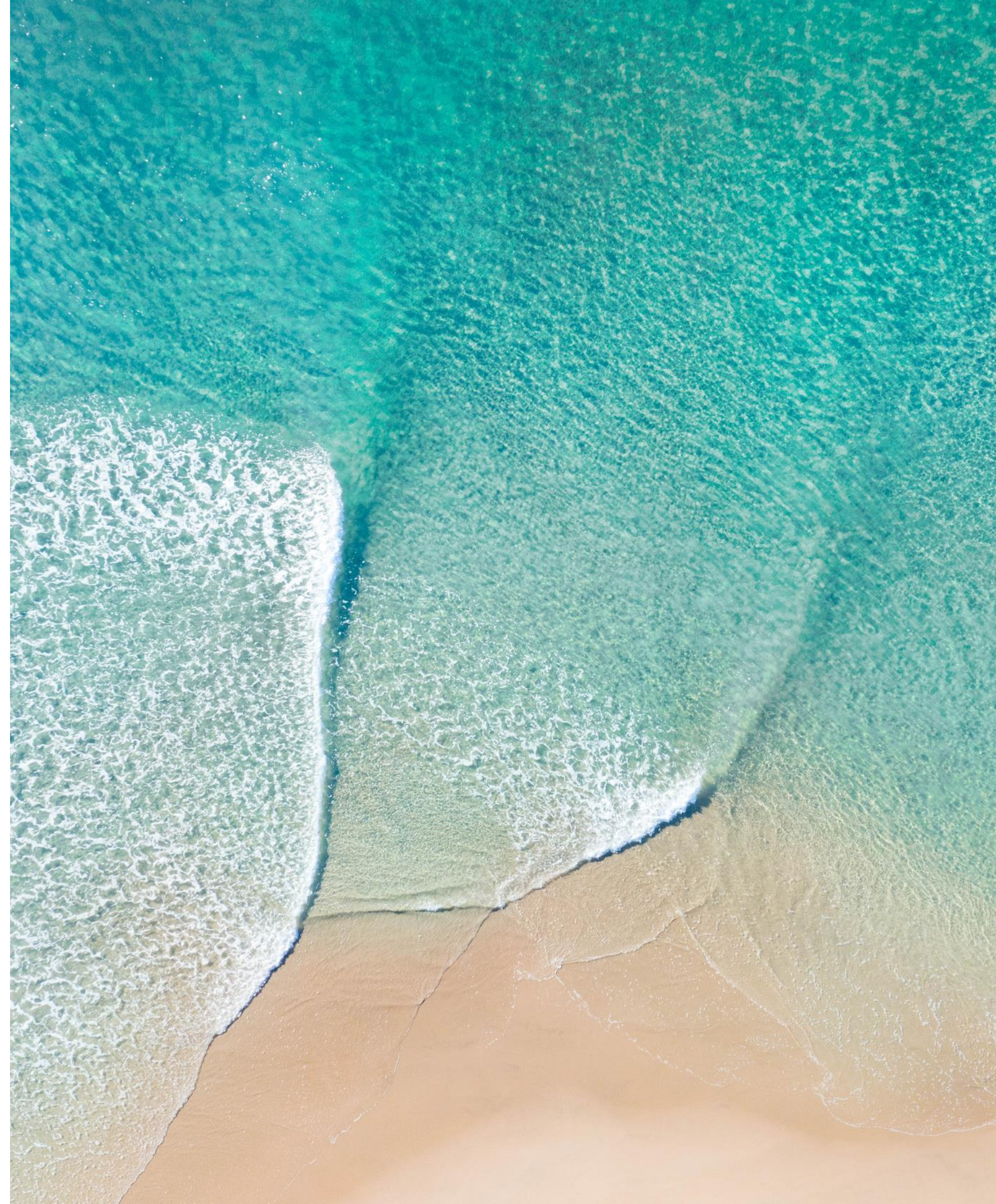
Incorporation of Mālama elements: currently under discussion with partners

Key Discovery

- Japanese travelers **resonate well with Malāma** as we share similar cultural virtues.
- Involvement in Mālama Hawai‘i: an opportunity to **enrich travel experience**
- MICE/ group: **team building** effect, higher engagement, meaningful experience, **CSR/PR**
- **Continued engagement** & connection : Genki Ball participants showed curiosity towards “what happened after we left,” “how is Hawai‘i now?”
- The **need to create more access & exposure** to responsible tourism in Japan.
HIS can add value by combining Japanese guidance x transport services.



**H.I.S. will continue to
pursue new initiatives
and collaboration
opportunities
to further promote
Mālama Hawai'i**



HIS
「心躍る」を解き放つ

**We'd be delighted to discuss
potential collaboration opportunities**