

March 2025

DESTINATION STEWARDSHIP SUPPORT SERVICES UPDATE

KILOHANA

HAWAII TOURISM
AUTHORITY

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- Kilohana Team
- Visitor Education Post Arrival Marketing (VEPAM)
- Foundational Technical Assistance (FTA) +
Community Tourism Collaboratives (CTC)
- ‘Umeke
- Smart Tourism
- Tour Guide Certification
- Qurator

Our Team



Tyler Iokepa Gomes
Chief Administrator



Carmela Resuma
Destination Stewardship
Director



Ka'ini Aranaydo
Senior Director
of Operations



Fred Egami
'Umeke Manager



Tina Louis
Program Specialist



Daniel Ikaika Ito
Communications &
Marketing Director



Nadine Hokolani Pomroy
Executive Assistant



Ine Jackson
Program Specialist



Brooke-Lynn Louis
Program Specialist



Marika Higgins
Graphic Design
Strategist



Tracylyn "La'e" Alo
Quality Assurance
Manager

Leadership

'Umeke

Marketing

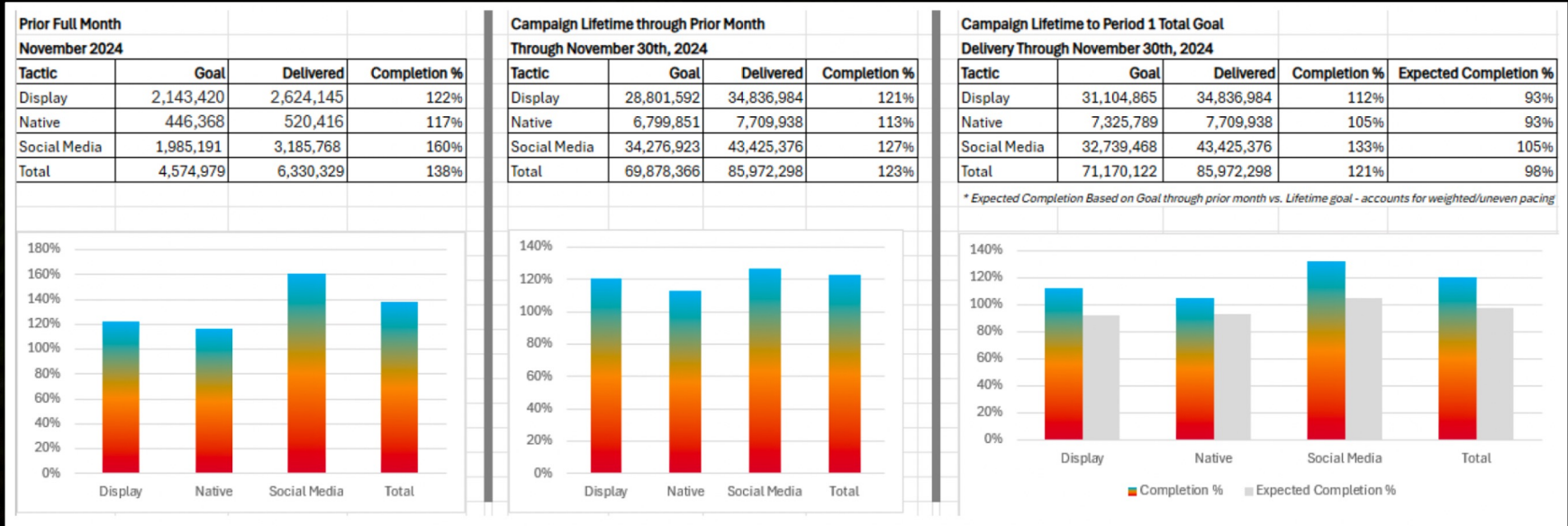
Qurator



VEPAM

Visitor Education Post-Arrival Marketing

VEPAM KPI Thermometer



Digital Display



Digital Display (continued)

Take a trip that gives back.
Plan a day with local farmers, designers and artists.

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728 x 90 Static

300 x 250 Static

300 x 250 Static

336 x 280 Static

160 x 600 Static

300 x 600 Static

Don't underestimate our waters.
The untreated water of the Hilo area is not safe to drink.

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

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300 x 250 Static

336 x 280 Static

160 x 600 Static

300 x 600 Static

Hike without leaving a trail.
Explore responsibly.

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Explore responsibly.

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300 x 250 Static

300 x 250 Static

336 x 280 Static

160 x 600 Static

300 x 600 Static

Hula lives here.

Find us in our hula.

Our stories. Our expression. Our legacy.

Find us in our hula.

Hula lives here.

Find us in our hula.

Our stories. Our expression. Our legacy.

Find us in our hula.

GLIDE 1

GLIDE 2

GLIDE 3

GLIDE 1

GLIDE 2

GLIDE 3

160 x 600 Animated gif

336 x 280 Animated gif

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who to one like you.

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who to one like you.

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who to one like you.

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336 x 280 Static

160 x 600 Static

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In Hawai'i, we celebrate our artists, designers and farmers.
Meet them at the Farmers' Markets.

In Hawai'i, we celebrate our artists, designers and farmers.
Meet them at the Farmers' Markets.

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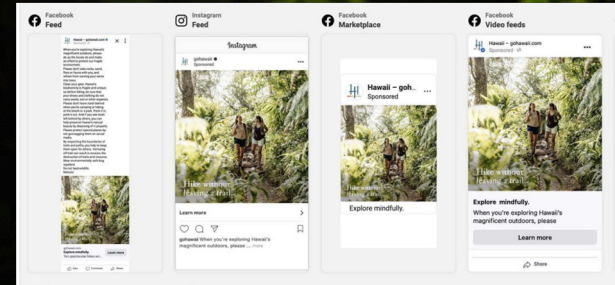
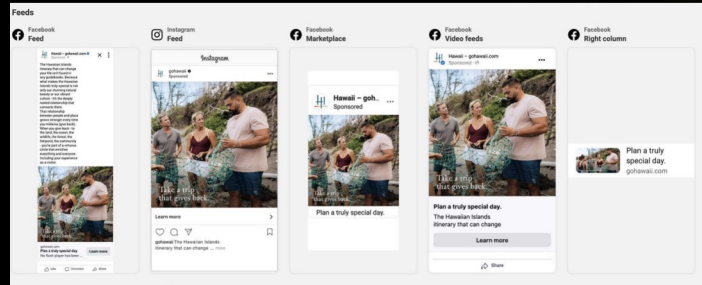
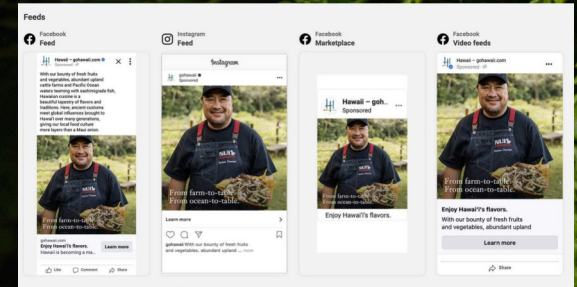
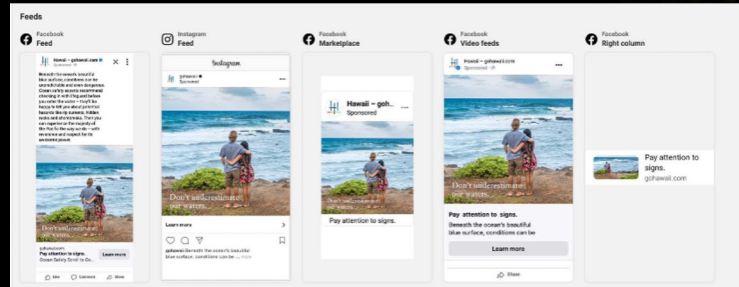
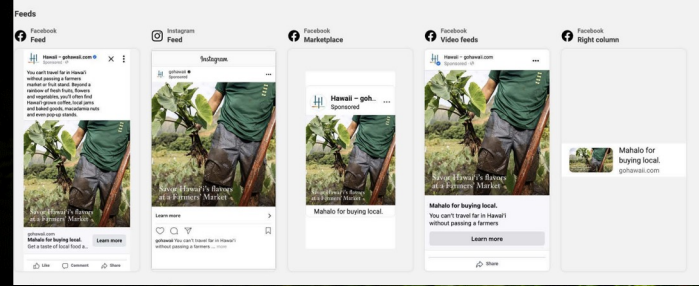
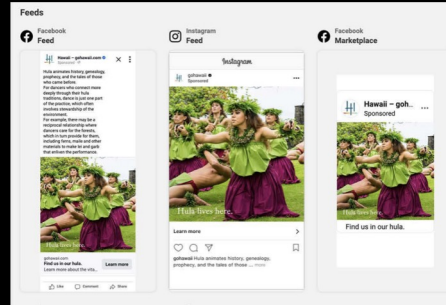
300 x 250 Static

336 x 280 Static

160 x 600 Static

300 x 600 Static

Socials




Native Display

SUBSCRIBE

healthline


ADVERTISEMENT



Cultural Mindfulness on Hawai'i Island

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

Sponsored By Hawaii - gohawaii.com




Cultural Mindfulness on Maui

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

Ad by Hawaii - gohawaii.com

SECTIONS SEARCH **NEW YORK POST** TIPS SIGN UP




Cultural Mindfulness on Hawai'i Island

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

Ad by Hawaii - gohawaii.com

activeDeal Diet & Nutrition Fitness Your Health Conditions



Cultural Mindfulness on Kaua'i

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

Sponsored By Hawaii - gohawaii.com

Travel 808 Launch

- “Travel 808” is a collaboration with KHON/Nextstar, Core Group One and Kilohana to create new video assets for Hawai‘i Tourism Authority.
- First five episodes are currently pending approval by HTA
- Hosted by Iwalani Kualii Kaho‘ohanoho
- Featuring licensed instrumental music from Keauhou
- This episode features Lē‘ahi (Kuilei Cliffs, Hike Lē‘ahi and KCC Farmers Market)





Travel808

PRESENTED BY

The
HAWAIIAN
ISLANDS

Digital Displays

300 x 250



**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

Hawaii Food & Wine Festival

Hawaii Ag & Culinary Alliance -
Hawaii Food & Wine Festival
"Lucky Dragon with Martin Yan and Friends"

336 x 280



**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

EPIC Wāhine

Lydiaa -
EPIC Wāhine

160 x 600



**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

3rd Annual
Aloha Shirt Festival &
Fashion Week Hawai'i

**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

Naalehu Theatre -
3rd Annual Aloha Shirt
Festival & Fashion Week
Hawai'i

768 x 1024



**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events, concerts,
festivals, street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

Kauai Chocolate & Coffee Festival

**Top Events
& Festivals**
Happening this Month

*Cultural celebrations, culinary events, concerts,
festivals, street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

Kala Foundation -
Kauai Chocolate & Coffee Festival

300 x 600



**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events, concerts, festivals,
street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

Komo I Ka 'Aina

**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events, concerts, festivals,
street parties, more.*

HAWAIIAN ISLANDS
[Learn more](#)

Kauaukalana -
Komo I Ka 'Aina

Digital Displays

320 x 480



2024 VinFast IRONMAN World Championship


Top Events & Festivals
Happening this Month

Cultural celebrations, culinary events, concerts, festivals, street parties, more.

The HAWAIIAN ISLANDS
[Learn more](#)

World Triathlon Corporation -
2024 VinFast IRONMAN World Championship

970 x 250



Molokai Hoe Canoe Race - Preserving Hawaiian Culture and Tradition Inc

Top Events & Festivals
Happening this Month

Cultural celebrations, culinary events, concerts, festivals, street parties, more.

The HAWAIIAN ISLANDS
[Learn more](#)

Oahu Hawaiian Canoe Racing Association -
"Molokai Hoe Canoe Race - Preserving Hawaiian Culture and Tradition Inc"

728 x 90



Hula Arts at Kilauea (Kahiko)

Top Events & Festivals
Happening this Month

The HAWAIIAN ISLANDS

Volcano Art Center -
Hula Arts at Kilauea (Kahiko)

Digital Displays

1024 x 768



Top Events & Festivals
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)

44th Annual Hawai'i International Film Festival

Hawaii International Film Festival -
44th Annual Hawai'i International Film Festival

480 x 320



Top Events & Festivals
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)

Legacy: The Siva Afi

Malu Productions, Inc. -
Legacy: The Siva Afi

300 x 50



Top Events & Festivals
Happening this Month

The HAWAIIAN ISLANDS

320 x 50



Top Events & Festivals
Happening this Month

The HAWAIIAN ISLANDS

A close-up photograph of several green fern fronds. The fronds are illuminated from the right, creating a strong contrast with the deep black background. The lighting highlights the intricate, feathery texture of the leaves. The text 'Lahaina Festival' is centered in the middle of the image in a white, serif font.

Lahaina Festival

Lahaina Festival

- Three-day celebration of music, culture, and community support for Maui
- 24 in-person Maui vendors along with other locally-owned Native Hawaiian businesses
- The Mākeke by CNHA also featured an additional 15 Maui brands




Lahaina Festival

- Hosted at the Royal Lahaina Resort & Bungalows
- Featured performances by artists Nuff Sedd Trio, Kalani Pe'a, Lawakua, Kulāiwi, and the Maui Divas (Amy Hanaiālī'i Gilliom, Raiatea Helm, and Napua Silva)
- Sponsored by Maui County, Karey Kapoi LLC, Hawai'i Tourism Authority, Hawai'i Community Foundation, Royal Lahaina Resort & Bungalows, United Airlines, and the Council for Native Hawaiian Advancement



Lahaina Festival





FTA + CTC

COMMUNITY TOURISM
COLLABORATIVES
Community Stewardship Program by HAWAII TOURISM
AUTHORITY

COMMUNITY TOURISM
COLLABORATIVES
Regenerative Experiences Program by HAWAII TOURISM
AUTHORITY

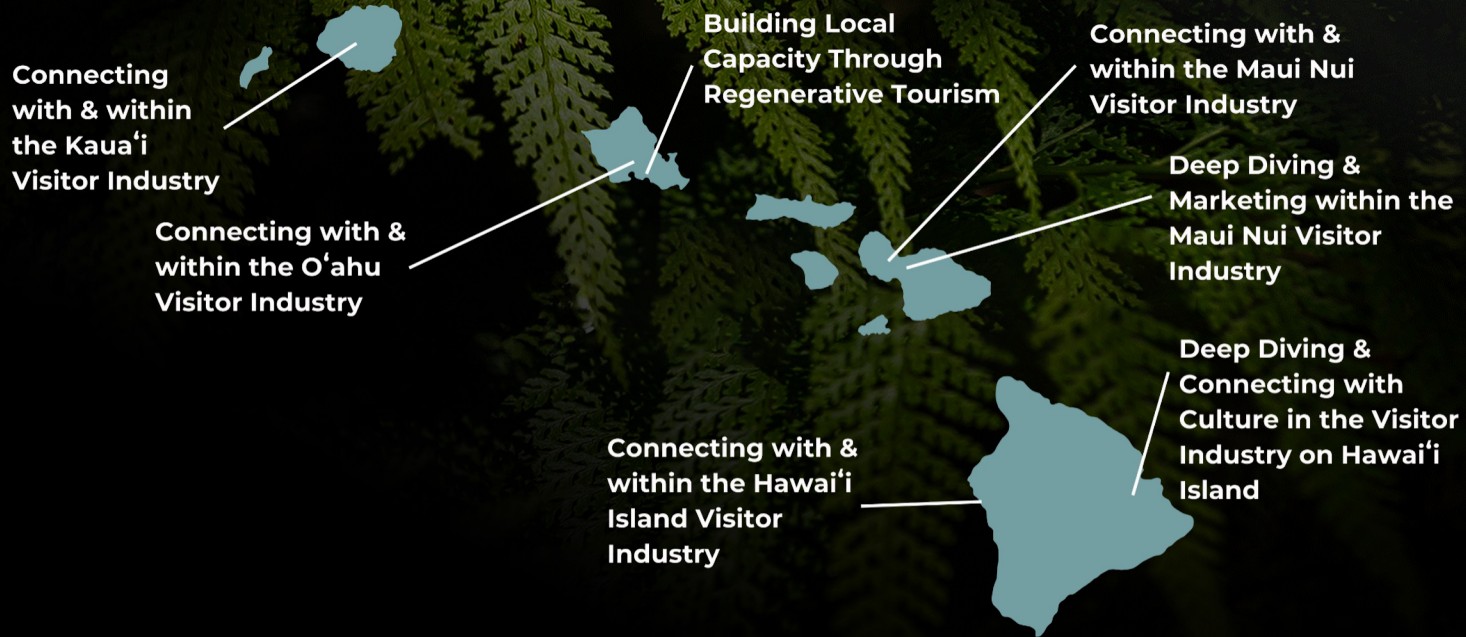
FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM



FOUNDATIONAL TECHNICAL ASSISTANCE WORKSHOPS

COMMUNITY WORKSHOPS TO CONNECT TO AND WITHIN
THE VISITOR INDUSTRY THROUGHOUT HAWAII

FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM



FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

311

Participants

7

Workshops

- Connecting with the Visitor Industry
- Marketing
- Culture
- Building Capacity

CTC - COMMUNITY STEWARDSHIP PROGRAM



CTC - COMMUNITY STEWARDSHIP PROGRAM

Hui o Laka

North Shore Community Land Trust

Hawaiian Civic Club of
Wahiawā

Ahupua'a O Hālawā

East Maui Land Restoration

Haleakalā Conservancy

Pōhāhā I Ka Lani

Hui Aloha Kīholo

'Āina Ho'ōla
Initiative

COmmunity Tourism
LLABORATIVES
Community Stewardship Program by 

KILOHANA



CTC - COMMUNITY STEWARDSHIP PROGRAM



By the Numbers:

9 Cohort Members

5 Islands

\$400,000 in direct
funding and
consultation

8 Consultant Areas

27 Consultant
Meetings

Online workshops

Industry consultants
providing tangible
assistance

Capacity building for
organizations

Funding opportunity

2024 HTA - COMMUNITY STEWARDSHIP SPOTLIGHT



East Maui Land Restoration

‘Āina Stewardship Location: Honomanū, Ko‘olau, Maui

Administrator: Nāpua Hū‘eu

Return on Investment

- Cleared invasive grass for lo‘i kalo restoration to provide kalo and other mea ‘ai to East Maui communities
- Supported eight (8) seasonal work opportunities for members of the East Maui community
- Portable restrooms and Starlink access provided sanitation and safety access to both visitors and kama‘āina alike
- Technical assistance gained through the program equipped the organization with tools to aid in gaining long-term stewardship rights, allowing further restoration work to take place

CTC - REGENERATIVE EXPERIENCES PROGRAM



CTC - REGENERATIVE EXPERIENCES PROGRAM



COmmunity Tourism
LLABORATIVES
Regenerative Experiences Program by **HAWAII TOURISM**
AUTHORITY

CTC - REGENERATIVE EXPERIENCES PROGRAM

Online workshops

Regenerative
Experience Plan
Consultation

Capacity building
for businesses

Funding opportunity

By the Numbers:

15 Cohort Members with
capacity to create
foundationally
regenerative experiences

5 Islands

\$400,000 in direct
funding

15 NEW Regenerative
Experiences



2024 HTA - COMMUNITY STEWARDSHIP COHORT SPOTLIGHT



ANELAKAI ADVENTURES

Island: Hawai'i

Location: Keauhou Bay

Iko Balanga & Holly Crane

Return on Investment

- Refined and expanded daytime wa'a tour experiences to provide visitors with cultural 'ike about Keauhou
- Traditional fishing implements purchased were crafted by a local artist and locally made paddles were sourced, reinvesting program funds back into the local community
- Potential to host up to 1,000 more visitors in 2025, with an expected boost in revenue of \$75,000 - \$100,000
- Supported regenerative tourism for the only human-powered wa'a company in Keauhou Bay

'Umeke



POWERED BY

HAWAII TOURISMTM

AUTHORITY

'Umeke



'Umeke 2024

Ho'okipa Malihini Initiative

Hawaiian programs,
arts & cultural
practitioners in resort
areas & harbors

\$435,000
4 Programs

Kāhu 'Āina

Community initiatives
that contribute to the
responsible
management,
improvement, and
protection of Hawai'i's
natural resources

\$1.2+ Million
25 Programs

Kūkulu Ola

Community initiatives
that contribute to
protecting and
enhancing the
Hawaiian culture
within the tourism
industry

\$ 1.2 Million
32 Programs

Community Enrichment Program

Unique, authentic
and highly valued visitor-
related experiences,
and represents activities t
hat are developed
by the community
for the community

\$1.79 Million
76 Programs

Signature Events

Projects that protect
and enhance Hawai'i's
globally competitive
brand, enrich our
communities, and
create positive resident-
visitor interaction.

\$2.8 Million
20 Programs

2024 'Umeke Spotlight

Pohāhā i ka Lani

Location: Waipi'o Valley

Program: Kahu 'Āina

Leaders: Kūlia Tolentino-Potter & Jesse Potter

Project Impact

- 500 on island resident participants
- 200+ out of state & international participants
- 5.3 acres of invasive species cleared
- 2 acres of water resource improvements
- 100% increase in participation in cultural heritage & practices



2024 'Umeke Spotlight

He`e Nalu: The Art and Legacy of Hawaiian Surfing

Location: Multiple Islands

Program: Kūkulu Ola

Director: Carolyn Kualii`i

Project Impact

- This was the first time in the history of the Donkey Mill Art Center that a community program was conducted all in `Ōleo Hawai`i.
- 4,977 on island resident participants
- 56,724+ digital impressions
- Fostered partnerships with six Hawai`i based art organizations and one small community business



'UMEKE FY26 (July '25 to June '26) - Key Dates

**Application
Released**

February 10th



**Community Info
Sessions**

**February 11th-26th
200+ Participants**



**Application
Deadline**

**April 1st at
4:30PM HST**

Anticipated Award Announcement - June 5th*
First Payment Disbursement for Awardees - October*

**pending funding availability*

Go Hawai'i app



Go Hawai'i App

This project was conducted between September 9th 2024 to December 17, 2024.

With the desire to potentially develop this app and the lack of clarity around it, Sassato was engaged to look at the current landscape, stakeholder desires and develop an overview and recommendations for next steps.



Smart App Concept:

Smart Tourism app concept came out of the concept of Smart Tourism and Destination Management, which utilizes technology to this end.



Legislative Direction:

The concept received positive feedback from legislators, has been included in draft bills, and secured initial funding through the HTA budget. However, specific requirements are yet to be defined.



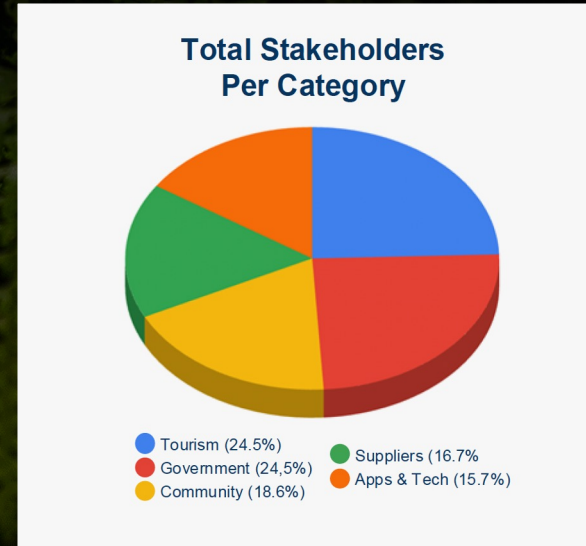
Feasibility Study:

Sassato was retained by Kilohana to determine current landscape, technology needs, and stakeholder views on the potential of having this Smart app.

Go Hawai'i App

A list of 102 individuals was compiled as part of the scope to represent a broad spectrum of stakeholders, categorized into Tourism, Government, Community Suppliers, and Apps & Technology.

Tourism		Suppliers	
	25		17
HTA	15	Hotel	4
Tourism Industry	10	F&B	3
		Retail	2
		Cruise	3
		Attraction	3
		Ground Transport	1
		Media	1
Government		Apps & Tech	
	25		16
Legislature	7	Apps & Tech	16
State Agencies/Dept's	8		
C&C and Federal	8		
Safety	2		
Community			
	19		
Community Voices	12		
Agritourism	2		
Arts	2		
Business	3		
		Total	102



Go Hawai'i App

The top features and functionality were grouped into 9 broad categories:

Local & Cultural
Experiences

Community & Social Features

Visitor Engagement &
Assistance

Reservations & Capacity
Management

Real-Time Information &
Alerts

Navigation & Location Based
Services

Retail, Food, and Business
Integration

Transportation

Travel Purchases

Go Hawai'i App

This priority quadrant framework helped us identify priorities and define initial business requirements. The analysis highlights features that score highly in visitor experience and destination management.





Tour Guide Certification

Tour Guide Certification



- 20+ community stakeholders & tourism experts engaged in curriculum development
- Interactive online course in the final phase of development
- Course contains 14 modules on topics ranging from Hawaiian history to safety to cultural sensitivity & awareness

Tour Guide Certification

The screenshot shows the 'Modules' page of the Hawaii Tourism Authority's certification program. The page features a navigation bar with 'Home', 'Modules', 'About Certification', 'Sign in', and a yellow 'Sign up' button. The main heading is 'Modules', followed by a sub-heading: 'Certification consists of 14 online modules which you can complete in your own time.' Below this, there is a 3x3 grid of module cards, each with a background image, a title, and an 'Enroll' button. The modules are: 01 Role and Responsibility: Introduction to Tour Guiding in Hawai'i; 02 Hawaiian Culture; 03 Cultural Sensitivity & Awareness; 04 Hawai'i's History; 05 Modern Hawai'i; 06 Hawai'i's Natural Ecosystems; 07 Hawai'i: Island By Island; 08 'Ōlelo Hawai'i (Hawaiian Language); and 09 Safety on Tour.

HAWAII TOURISM
AUTHORITY

Home Modules About Certification Sign in [Sign up](#)

Modules

Certification consists of 14 online modules which you can complete in your own time.

- 01 Role and Responsibility: Introduction to Tour Guiding in Hawai'i**
[Enroll](#)
- 02 Hawaiian Culture**
[Enroll](#)
- 03 Cultural Sensitivity & Awareness**
[Enroll](#)
- 04 Hawai'i's History**
[Enroll](#)
- 05 Modern Hawai'i**
[Enroll](#)
- 06 Hawai'i's Natural Ecosystems**
[Enroll](#)
- 07 Hawai'i: Island By Island**
[Enroll](#)
- 08 'Ōlelo Hawai'i (Hawaiian Language)**
[Enroll](#)
- 09 Safety on Tour**
[Enroll](#)



Qurator
CERTIFIED · HONORED · ELITE



-
- Qurator is the Hawai‘i Tourism Authority’s mark of responsible tourism that launched in June, and 69 organizations were certified before the end of the year
 - Over 100 community organizations from travel industry stakeholders to community groups, such as labor unions and conservation focused non-profits, were consulted to develop the certification
 - All three major Japan tour operators (HIS, JALPAK and JTB Hawai‘i) all earned Qurator certification



Stakeholders



BISHOP MUSEUM



FOUR SEASONS RESORT LĀNAʻI





192

Organizations Registered

69

Organizations Certified

48

Organizations live on Qurator's website



Mahalo Nui Loa

For questions, please contact us

Kaiini.a@kilohana.com

www.kilohana.com

680 Iwilei Rd., Suite 600

Honolulu, HI 96817

808.204.2725