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CORRECTED

Hawai'i Tourism Authority Partnerships Focus on Natural Resources, Culture, Festivals and Signature Events

Nearly \$3 million to support 105 community projects, programs and events statewide in the first six months of 2025

HONOLULU – The Hawai'i Tourism Authority (HTA) has announced its upcoming community partnerships focused on natural resources, cultural initiatives, festivals and signature events. HTA is reinvesting nearly \$3 million in partnerships with 105 community-based organizations, projects, programs and events taking place across Hawai'i from January 1 to June 30, 2025.

“Through these collaborations, we are making key investments in the community to preserve our multi-ethnic cultures, protect our environment and create meaningful experiences,” said Mufi Hannemann, HTA’s board chair. “As a result, tourism not only supports our residents but also enhances the visitor experience by fostering authentic connections with Hawai'i’s people and places.”

HTA is working with Kilohana to administer the partnerships through five key programs: Kahu 'Āina, Kūkulu Ola, Ho'okipa Malihini Initiative, Community Enrichment, and Signature Events.

Proposals were reviewed by evaluation committees with representatives of each island. Criteria included demonstrating how the proposed initiative aligns with the state’s Aloha+ Challenge and 'Āina Aloha Economic Futures principles which HTA remains committed to advancing.

In alignment with the state’s fiscal year, another solicitation for these programs will be held in early 2025 for projects and events occurring from July 1, 2025 to ^[SEP] June 30, 2026.

“Tourism serves our communities in various ways, and HTA plays a key role in channeling its benefits into programs, projects and events that our residents desire,” said Daniel Nāho'opi'i, HTA’s interim president and CEO. “We look forward to collaborating closely with these dedicated organizations and practitioners as they carry out their important work on each island.”

The programs complement HTA’s initiatives to address the community’s needs, strengthen career pathways and workforce development in Hawai'i’s visitor industry, assist nonprofits and small businesses with capacity-building tools to improve their ability to engage in tourism, and provide organizations with foundational technical assistance training.

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JANUARY-JUNE 2025 KAHU 'ĀINA PROGRAM

HTA's Kahu 'Āina program supports responsible community-based entities with an emphasis on 'āina-kanaka (land-human) relationships and knowledge that manage, preserve and regenerate Hawai'i's natural resources. Through the Kahu 'Āina program, HTA is reinvesting \$500,000 in the following 16 community groups and projects from January to June 2025.

Project/Program	Organization	Island(s)
Statewide/Multiple Islands		
Kupu 'Āina Corps and Nā Manu 'Elele	Kupu	Statewide (All Islands except Lāna'i)
Niu NOW	Pu'uhonua Society	Statewide
Hawai'i Island		
Kipa Waikōloa	Waikōloa Dry Forest Initiative, Inc.	Hawai'i Island
Kūmokuhāli'i Niaulani	Volcano Art Center	Hawai'i Island
Maui		
Auwahi - Connecting People and 'Āina in Challenging Times	Auwahi Forest Restoration Project	Maui
Moloka'i		
Kahu Ho'īlina - Environmental Stewardship	KHM International	Moloka'i
O'ahu		
Aloha 'Āina	YMCA of Honolulu	O'ahu
Kōkua Learning Farm	Kōkua Hawai'i Foundation	O'ahu
Komo I Ka 'Āina	Kauluakalana	O'ahu
Kuilei Cliffs Restoration	Kuilei Cliffs	O'ahu
Kūkulu 'Āina & Community at Maunawila Heiau Complex	Hawai'i Land Trust	O'ahu
Mālama Pia Valley	Protect & Preserve Hawai'i	O'ahu
Native Roots: Biodiversity Restoration at Kalaeloa Beach	808 Cleanups	O'ahu
Stewardship and Conservation of Hawai'i's Protected Marine Animals	Hawai'i Marine Animal Response	O'ahu
Waimea Valley Voluntourism	Hi'ipaka, LLC	O'ahu
Kaua'i		
Downtown Līhu'e Native Plant Revitalization	Rice Street Business Association	Kaua'i

JANUARY-JUNE 2025 KŪKULU OLA PROGRAM

HTA's Kūkulu Ola program supports community-based awardees that enhance, strengthen and perpetuate Hawaiian culture through genuine experiences for residents and visitors. Through the Kūkulu Ola program, HTA is reinvesting \$500,000 in the following 21 nonprofit organizations, events and cultural practitioners from January to June 2025.

Project/Program	Organization	Island(s)
Statewide/Multiple Islands		
E Ola E Nā Ki'i E, Traditional Hawaiian Puppetry	Hula Preservation Society	Hawai'i Island, Maui, O'ahu, Kaua'i
Mahina 'Ōlelo Hawai'i	Kaua'i Council of the Association of Hawaiian Civic Clubs Moku o Manokalanipō	Hawai'i Island, Maui, O'ahu, Kaua'i, Moloka'i
Hawai'i Island		
Ho'ōla Ka Makana'ā o Ka'ūpūlehu	Hawai'i Forest Institute	Hawai'i Island
Hula Arts at Kīlauea 2025	Volcano Art Center	Hawai'i Island
Imu Mea'ai	Men of PA'A	Hawai'i Island
Kohala Kamehameha Day Celebration	North Kohala Community Resource Center	Hawai'i Island
Nā Kama O Kālai Wa'a	Hawai'i Science and Technology Museum	Hawai'i Island
Maui		
Restoring Loko I'a Kalo and Lo'i Kalo at Waihe'e Coastal Dunes & Wetlands Refuge	Hawai'i Land Trust	Maui
Sea to Summit	Makoa Quest, Inc.	Maui
Moloka'i		
Māhuaola o Moloka'i	KHM International	Moloka'i
O'ahu		
2025 OHCRA Race Production Program	O'ahu Hawaiian Canoe Racing Association Hawai'i	O'ahu
Celebrating Hawaiian Culture Through Authentic Place-Based Experiences	Mānoa Heritage Center	O'ahu
Ka 'Aha Hula I Waimea	Hi'ipaka, LLC	O'ahu
Ka'apuni O Waimea	Hi'ipaka, LLC	O'ahu
Kama'āina Sunday - March-June 2025	The Friends of 'Iolani Palace	O'ahu
Ke Kula Kapa O Waimānalo	Waimānalo Canoe Club	O'ahu
Keanahala: A Place for Hala	Pu'uhonua Society	O'ahu
Kīpuka	Pu'uhonua Society	O'ahu
Ulu A'e Kaiāulu	Ulu A'e Learning Center	O'ahu
Kaua'i		
In Celebration of Mu'umu'u Month	Kaua'i Historical Society	Kaua'i
Mālie Foundation - January-June 2025	Mālie Foundation	Kaua'i

JANUARY-JUNE 2025 HO'OKIPA MALIHINI INITIATIVE

HTA's Ho'okipa Malihini Initiative provides support to cultural practitioners and musicians presenting culturally appropriate greetings and experiences in resort areas. Through the Ho'okipa Malihini Initiative, HTA is reinvesting \$195,000 in the following five community groups, musicians and practitioners from January to June 2025.

Program	Organization	Island(s)
Maui		
Maui Ola: Cultural Practitioner Initiative	Kāhuli Leo Le'a	Maui
O'ahu		
Hot Kūpuna Nights	Hawaiian Music Perpetuation Society, Inc.	O'ahu
Kūhiō Beach Hula 2025	Aloha Festivals	O'ahu
The Return of Kapaemahu Hula Mound Performances	Nā Lei Hulu Ka Wēkiu	O'ahu
Waikīkī By Moonlight (Formerly Nani Nō 'O Waikīkī)	Hawaiian Music Perpetuation Society, Inc.	O'ahu

JANUARY-JUNE 2025 COMMUNITY ENRICHMENT PROGRAM

HTA's Community Enrichment program supports unique, authentic and highly valued visitor-related experiences. It represents activities that are developed by the community, for the community, and are things the community is willing to and wants to share with visitors. Through the Community Enrichment program, HTA is reinvesting nearly \$1 million in the following 55 community-based events, festivals and experiences from January to June 2025.

Event/Project	Organization	Island(s)
Statewide/Multiple Islands		
2025 Prince Kūhiō Parade & Celebration	Association of Hawaiian Civic Clubs	O'ahu, Hawai'i Island, Moloka'i, Kaua'i
Voluntourism Month Hawai'i 2025	Kanu Hawai'i	O'ahu, Kaua'i
Queen Lili'uokalani Keiki Hula Festival	Kalihi-Pālama Culture & Arts	O'ahu, Kaua'i, Hawai'i Island, Maui
Hawai'i Island		
Beyond the Beaches: An Island Science Lecture Series	Hawai'i Keiki Museum	Hawai'i Island
Cacao & Culinary Fusion: Big Island Chocolate Festival 2025 - Savor Tomorrow	Kona Cacao Association, Inc.	Hawai'i Island

Celebration of Life - Lantern Floating Memorial	Hawai'i Care Choices	Hawai'i Island
Hale Hālāwai O Puna	Pāhoa Lava Zone Museum	Hawai'i Island
Hawai'i Kuauli Pacific and Asia Cultural Festival	Hawai'i Island Pacific and Asia Cultural Celebrations	Hawai'i Island
Street Eats, A Kailua Village Food Truck Festival	Kailua Village Business Improvement District, Inc.	Hawai'i Island
That's Sew Hilo: Fashion Exhibit	Zonta Club of Hilo	Hawai'i Island
Wiliwili Festival	Waikōloa Dry Forest Initiative, Inc.	Hawai'i Island
World Bee Day Fair and Educational Events - Hawai'i Island 2025	Bird and Bee Animal Sanctuary	Hawai'i Island
Maui		
29th Annual East Maui Taro Festival	East Maui Taro Festival	Maui
Annual Maui Marathon and Half Marathon	Valley Isle Road Runners, Inc.	Maui
Celebrating the Visual Arts of Hawai'i - Hui No'eau Exhibitions 2025	Hui No'eau	Maui
Kī Hō'alu 2025 - Hawaiian Slack Key Guitar Maui Style	Kī Hō'alu Foundation	Maui
Maui Pops Orchestra 2025 Concerts	Maui Pops Orchestra, Inc.	Maui
Na Kamehameha Commemorative Pā'ū Parade & Ho'olaule'a	Festivals of Aloha	Maui
Prince Kūhiō Maui Ho'olaule'a	Festivals of Aloha	Maui
Wailuku First Friday	Festivals of Aloha	Maui
Moloka'i		
Moloka'i Educational Resource Experience	Moloka'i Homestead Farmers Alliance	Moloka'i
Moloka'i Prince Kūhiō Celebration 2025	Ho'olehua Homesteaders Association	Moloka'i
Prince Kūhiō Kalaniana'ole Celebration Event	Kalama'ula Homesteaders Association	Moloka'i
O'ahu		
18th Annual Waimānalo Kanikapila	Nā'ālehu Theatre	O'ahu
2025 Hawai'i Club Volleyball Championship Series	7Gen Culture	O'ahu
75th Narcissus Festival	Chinese Chamber of Commerce Foundation	O'ahu
97th Annual Lei Day Celebration	City and County of Honolulu, Department of Parks and Recreation	O'ahu
AccesSurf Hawai'i Adaptive Surfing Championships	AccesSurf Hawai'i, Inc.	O'ahu
Aloha Mele 2025	Hawai'i Theatre Center	O'ahu
Asia Pacific Dance Festival	University of Hawai'i	O'ahu
Beethoven Festival 2025	Hawai'i Symphony Orchestra	O'ahu
Cinco de Mayo	Hispanic Chamber of Commerce Hawai'i	O'ahu
Filipino Fiesta & Flores de Mayo 2025	The Filipino Community Center, Inc	O'ahu
Great Aloha Run	Great Aloha Run	O'ahu

Hale'iwa Metric Century and Aloha Fun Ride	Hawai'i Bicycling League	O'ahu
Kapu'uola Hula Festival	Ulu A'e Learning Center	O'ahu
May Day 2025	Kāhuli Leo Le'a	O'ahu
Mele Hula Festival	Kāhuli Leo Le'a	O'ahu
The Honolulu Open	aio Foundation	O'ahu
Wahi Pana	City and County of Honolulu Mayor's Office of Culture and the Arts	O'ahu
Waialua Heritage Center	Hale'iwa Waialua Historical Society	O'ahu
Waimea Valley: 'Ike Waimea Exhibition	Hi'ipaka, LLC	O'ahu
Young Entrepreneurs Marketplace	Hawai'i Agricultural Foundation	O'ahu
Kaua'i		
2025 Kaua'i Kings Parade and Ho'olaulea - Kū I Ka Māna	Mālie Foundation	Kaua'i
2nd Annual Kaua'i 'Ukulele Festival	Kala Foundation	Kaua'i
Aloha Friday Art Nights	Rice Street Business Association	Kaua'i
Downtown Līhu'e Annual Events	Rice Street Business Association	Kaua'i
Downtown Līhu'e Night Markets	Rice Street Business Association	Kaua'i
E Kanikapila Kākou 2025	Garden Island Arts Council	Kaua'i
Kaua'i Songwriters Music Festival 2025	Arts Kaua'i	Kaua'i
Makana Training Center: Na Heihei a Ola	Iwikua	Kaua'i
Old Kapa'a Town 1st Saturday Ho'olaule'a Multicultural Celebration - January to June 2025	Kapa'a Business Association	Kaua'i
Soto Zen Bon Festival	Kaua'i Soto Zen Temple Zenshuji	Kaua'i
The Kaua'i Okinawan Festival	Hui Alu, Inc.	Kaua'i
Waimea Town Celebration: Heritage of Aloha	Historic Waimea Theater and Culture Arts Center	Kaua'i

JANUARY-JUNE 2025 SIGNATURE EVENTS PROGRAM

HTA's Signature Events program supports major festivals and events that attract attendees and participants from outside the state and have extensive opportunities for national and international marketing. They include typically high-profile events that are larger in scale than those in the Community Enrichment program. These events also have a high media value (print, online and broadcast impressions). Through the Signature Events program, HTA is reinvesting \$705,000 in the following eight festivals and events happening in Hawai'i from January to June 2025.

Event	Organization	Island(s)
Statewide/Multiple Islands		
Hawai'i Triennial 2025 (HT25)	Hawai'i Contemporary	O'ahu, Hawai'i Island, Maui
Hawai'i Island		
Merrie Monarch Festival 2025	Merrie Monarch Festival	Hawai'i Island

O'ahu		
2025 42nd Pan-Pacific Festival	Pan-Pacific Festival Foundation	O'ahu
2025 O'ahu King Kamehameha Celebration Lei Draping and Parade	Kala Foundation	O'ahu
29th Honolulu Festival	Honolulu Festival Foundation	O'ahu
48th Nā Hōkū Hanohano Awards	Hawai'i Academy of Recording Arts	O'ahu
7th Annual TransPacific Volleyball Championships	7Gen Culture	O'ahu
Polynesian Football Hall of Fame & Polynesian Bowl	Polynesian Football Hall of Fame	O'ahu

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Link to Download Images: <https://finnpartners.box.com/s/8wor949f011zyr3tc6blq78inp5thnw3>

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 hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#), and [X](#).

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