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## Hawai'i Tourism Authority Launches Educational Mālama Hawai'i Campaign

**HONOLULU** – Hawai'i is inviting travelers to experience the Hawaiian Islands on a deeper level with a greater emphasis on connecting with our culture, giving back to the destination and preserving it for the future, while following safe health practices. That is the message behind a series of poignant and educational videos being played to visitors before and after they arrive in Hawai'i. It is part of the Mālama Hawai'i marketing campaign, which was recently launched through a partnership between the Hawai'i Tourism Authority (HTA) and the Hawai'i Visitors and Convention Bureau (HVCB).

The campaign's target audience is the mindful traveler – those who respect the culture and environment of the places they visit and seek to explore responsibly, to make meaningful memories through enriching experiences. This is in line with HTA's [2020-2025 Strategic Plan](#) and its four interacting pillars: natural resources, Hawaiian culture, community, and brand management.

The Mālama Hawai'i campaign launched across the U.S. and includes social, digital, and video ads. The digital and video ads can be seen by audiences on the mainland and in Hawai'i.

The campaign messages are delivered in a variety of versions, including longer-format videos. Working together, they highlight issues relating to the restoration of Hawai'i's natural resources, perpetuation of Hawaiian culture, and how visitors can engage in these efforts:

- Episode 1: [Noelani Lee on Aquaculture: Mālama Hawai'i](#)
- Episode 2: [Ki'ai Collier on Habitat Stewardship: Mālama Hawai'i](#)
- Episode 3: [Sam Ohu Gon III on Reforestation: Mālama Hawai'i](#)
- Episode 4: [Rick Barboza on Sustainable Farming: Mālama Hawai'i](#)
- Brief version: [A New Way to Travel: Mālama Hawai'i](#)

The videos drive visitors to the [Mālama Hawai'i](#) page on [www.gohawaii.com](http://www.gohawaii.com). HTA's Mālama Hawai'i program is a statewide initiative involving nearly 100 industry partners and local organizations that provide inspiring volunteer opportunities, which ultimately leads to regenerative tourism. By making a positive impact, visitors are able to engage in an enriching travel experience and can even enjoy a free night stay at participating hotels. Importantly, visitors traveling to Hawai'i with purpose will walk away with a long-lasting understanding of what it means to *mālama* (take care) our earth, each other and ourselves.

The Mālama Hawai'i videos and campaign were presented to [HTA's Board of Directors](#) during the May board meeting, which was held last Thursday.

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### About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

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For more information about HTA, please visit [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org). Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).  
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