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Hawai'i Tourism Authority Supports Merrie Monarch Festival Broadcast and Pop-Up Mākeke

HONOLULU – The Hawai'i Tourism Authority (HTA) is proud to support the broadcast of the [58th Annual Merrie Monarch Festival](#) and Season 3 of the [Pop-Up Mākeke](#) that will air during the festival. This is the 11th year that HTA has been a sponsor of the Merrie Monarch Festival. Hawaiian culture is one of HTA's four pillars in its [2020-2025 Strategic Plan](#), which is also translated into ['Ōlelo Hawai'i](#).

Due to restrictions because of COVID-19, this year's Merrie Monarch Festival is not a public, in-person event. It will be aired on KFVE starting tonight and ending on Saturday, July 3. It will also be streamed worldwide from www.hawaii news now.com beginning each night at 6:00 p.m. HST.

In addition, HTA is funding the digitization of past Merrie Monarch Festivals. The work is ongoing and expected to be completed by June 2022.

HTA is also sponsoring the marketing and operational costs of the Pop-Up Mākeke, which is organized by the Council for Native Hawaiian Advancement. It will feature many of the crafters and artisans who would normally sell their art in-person during the Merrie Monarch Festival. HTA helped to launch the first online Pop-Up Mākeke last year. The online marketplace was established during the pandemic to support Hawai'i's small business owners, particularly the Native Hawaiian-owned businesses, that depend heavily on community events, gatherings, craft fairs, and farmers markets.

The live Pop-Up Mākeke shows will air on KFVE and Hawai'i News Now's Facebook page starting at 5:00 p.m. HST nightly before the hula competition starts. Visit www.popupmakeke.com for more information.

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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.

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

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