

Hawaii Tourism Authority
2015 Annual Hawai'i Tourism Conference



The Hawai'i Tourism Authority's (HTA) Annual Hawai'i Tourism Conference was a one and a half day conference held on August 27 and 28, 2015 at the Hawai'i Convention Center (HCC). Approximately 1,200 people participated in the event representing all sectors of the visitor industry, including hoteliers, marketing and PR representatives, tour operators, airlines, cruises, ground transportation companies, activities and attractions, media, government officials, educators and students. HTA aimed to achieve "green event" status by: reducing solid waste, creating energy and water efficiencies, working with HCC's catering staff, and preventing pollution. Examples of activities that were implemented include: providing reusable and compostable cups and tableware, using naturally lighted and naturally ventilated meeting spaces in addition to spaces that used CFL/LED lighting, purchasing food from local and/or organic vendors, and using non-toxic cleaning supplies. The 2015 conference program included Sam 'Olu Gon, senior scientist and cultural advisor at the Nature Conservancy, who spoke during one of the general sessions on the Hawaiian Islands ecosystems and the values and traditions of the Hawaiian culture. In addition, there was a panel session titled "Greening Hawai'i's Businesses and Events" with speakers from the Hawai'i Ecotourism Association, Hawaiian Legacy Tours, and the State of Hawai'i's Energy Office.