

## HIS Hawaii Supports Conservation Efforts for the Endangered Monarch Butterfly

— 25 Guests of Lealea Vacation Rentals to Receive Live Butterfly Chrysalis Box —

Hawaii HIS Corporation (dba HIS Hawaii) will support Paradise Monarchs LLC in its efforts to protect the monarch butterfly, an endangered species, so that it can remain in the wild in Hawai'i. As part of the initiatives, HIS Hawaii has teamed up with Captain Cook Resorts, a local real estate and vacation rental management company, to offer 25 guests of HIS Hawaii's own Lealea Vacation Rentals a live butterfly chrysalis gift box. The campaign will run through February 3, 2023.



Monarch butterfly



Live monarch butterfly chrysalis gift box

The monarch butterfly, a type of swallowtail butterfly, was listed as an endangered species by the International Union for Conservation of Nature in July 2022. Due to food shortages, natural enemies, and diseases, it is estimated that less than 5% of monarchs successfully develop from caterpillars into butterflies. To date, about 10,000 monarch butterflies have been released into the wild, thanks to the conservation efforts of O'ahu-based Paradise Monarchs, which was launched in September 2020.

HIS Hawaii will be offering this gift campaign during the New Year holiday season, so that customers may witness the breathtaking "rebirth" of the butterflies to inspire new beginnings, and to bring joy, hope, positivity, and a fresh start into 2023.

### Lealea Vacation Rentals Campaign Overview

Campaign Period	December 28, 2022 to February 3, 2023 (HST)
Duration of Stay	February 3, 2023 to June 30, 2023 (HST)
Eligible Person	The first 25 customers of Lealea Vacation Rentals (1 person per rental)
Intended Rentals	About 100 rentals operated by Captain Cook Resorts (e.g. Waikiki Beach Tower, Waikiki Shore, Marine Surf, etc.)
Where to Receive the Gift Box	Lealea Lounge, Bldg. B Level 3, Royal Hawaiian Center (Business hour 8:00-18:00)
How to Take Care of the Chrysalis	In each chrysalis box, a detailed care and release informational card is provided. (Depending on the environment and its growth, you will have 3-5 days on average with the chrysalis before the butterfly emerges.)
Campaign Site	<a href="https://www.lealeavacationrentals.com/hawaii-vacation-rentals-monthly/">https://www.lealeavacationrentals.com/hawaii-vacation-rentals-monthly/</a>



Waikiki Beach Tower (One of the intended rentals)

HIS Hawaii promotes responsible tourism through “Mālama Hawaii” under a partnership with Hawaii Tourism Japan. Furthermore, we will boost “regenerative tourism” through diversified approaches as a leading player in the tourism industry, where we connect Japan and Hawaii.

We hope this initiative will contribute to Hawaii’s nature conservation and connect tourists and the local community, improving satisfaction for both and giving back to the community.

### About Hawaii HIS Corporation

Since its establishment in 1991, HIS Hawaii has been committed to providing visitors with the opportunity to experience and enjoy all that Hawai‘i has to offer, from its natural beauty, to its rich culture, history, and beyond. In cooperation with Hawaii Tourism Japan and local organizations, we promote responsible tourism through “Mālama Hawaii” and furthermore, contribute to advancing with regenerative tourism. In addition to providing the most up-to-date local information through our [LeaLea Web](#), [LeaLea Hawaii TV](#), and each social media platform, in the face of the devastating impact of COVID-19 on Hawai‘i’s tourism industry, HIS Hawaii remains committed to contributing to the local community. Along with our amazing local business partners, we will continue to share the spirit of aloha with the world, through our English tour activities [LeaLea Tours](#), [Ala Moana Branch](#) introducing Japanese regional products, Real Estate services [Hawaii Square](#), [The Consignment Garage](#), and more.

- Corporate Website <https://www.his-hawaii.com/en/>
- Travel Website <https://hishawaii.net/>
- Official Website <https://www.lealeaweb.com/>
- YouTube [LeaLea Hawaii TV](#)
- Instagram [@hishawaii](#) / [@lealeahawaii](#)
- Facebook [@HISWorld.Hawaii](#) / [@likehawaii.jp](#) / [@lealeaweb](#)
- Twitter [@lealeahawaii](#)

### Image download

You can download the images used in this document by using this link:

<https://bit.ly/3FwOsxV>

### Contact information

Hawaii HIS Corporation PR & Media

[hnl-pr@his-world.com](mailto:hnl-pr@his-world.com)