

HIS Hawaii Announces the Second Phase of Its “Mālama Hawai‘i” Experiences Under the Partnership with Hawaii Tourism Japan

Honolulu, Hawaii, MAY 23, 2023 – Hawaii HIS Corporation (“HIS Hawaii”) announces the second phase of its “Mālama Hawai‘i” experiences, promoting responsible tourism under the partnership with Hawaii Tourism Japan (“HTJ”). In accordance with the Memorandum of Understanding (MoU) concluded between HIS Hawaii and HTJ in September 2022, HIS Hawaii expands its “LeaLea Mālama Shuttle” in May 2023, a shuttle service to bring tourists and local residents in Hawaii to various volunteer events hosted by NPOs in the state. Furthermore, HIS Hawaii will double the number of events to create “Genki Balls” or mud balls in contribution to “The Genki Ala Wai Project”, a local NPO aiming to improve the water quality in the Ala Wai Canal using the Balls to digest sludge. The event is held at the LeaLea Lounge every Thursday starting from this month to help with speedily restoring the canal.



Japan's COVID-19 border control measures for returning Japanese and foreign travelers to present vaccination documents or proof of a negative COVID-19 tests ended on May 8th. Subsequently, from May 12th, vaccination documents are no longer required for international travelers when entering the U.S. The number of passengers from Japan to Hawaii, which remained stagnant in the last 3 years due to the pandemic, are expected to increase even more, starting from this summer.

Simultaneously, it is important to increase awareness and understanding of “Mālama Hawai‘i” (which means “to take care of Hawaii”) in promoting responsible tourism, where caring for Hawaii's natural resources, traditions, and culture equally among visitors is a key. HIS Hawaii will run and manage the Mālama Hawai‘i events under the partnership with HTJ, as well as in collaborations with local NPOs. All events will be open to the public for tourists and local Hawaii residents to participate.

“LeaLea Mālama Shuttle”

Participants travel with the shuttle service to different volunteer events hosted by local NPOs. Taking part in the events alongside the local people, who cherish Hawaii and the environment, it will provide new experiences that are quite different from what traditional tours used to offer. A bilingual LeaLea staff will accompany the tours to make it accessible and supportive for our guests. We have prepared a tour in which participants are able to receive volunteer certificates, in response to the recent trend in Japan, where remote work and Volunteer Time Off have become common.

Additionally, to commemorate the partnership with HTJ, special gift sets by HTJ will be provided to the first 30 participants, who are also members of "Aloha Program", HTJ's official learning website.

- Calendar containing Hawaiian proverbs
- Luggage Tag
- Shupatto x Steven Kean (local artist) Shopping Bag



Event	Date	Location	NPO	Activity
Waimanalo Beach Clean Up	5/27(Sat)	Waimanalo	Aloha Ocean Plus	Beach clean up
Clean Up Event by Sustainable Coastlines	6/3(Sat)	TBA	Sustainable Coastlines Hawaii	Beach clean up
Ancient Hawaiian Fishpond	6/14(Wed)	Kaneohe	Paepae O He'eia	Restoration and maintenance
Parley Beach Clean Up @Waikiki	7/17(Mon)	Waikiki Beach	Parley for the Oceans	Beach clean up
"Connect with Hawaii's Ocean" Kaka'ako Ocean Friendly Garden	7/29(Sat)	Kaka'ako	Surfrider Foundation	Gardening (weeding, planting)
"For Our Ocean" Parley AIR Station Hawaii	7/1(Sat)	Bishop Museum	Parley for the Oceans/ Bishop Museum	Recycled plastic waste workshop/ Bishop Museum visit

Participation Fee: \$10/person (tax included) (12 and under can attend for free)

Reservation: <https://activities.his-j.com/af/jp/TourLeaf/HNL1282/?TrackingCd=af005>

LeaLea Lounge (Royal Hawaiian Center, Bldg. B Lvl. 3, (808) 923-3412, 8:00–20:00)

"Genki Ala Wai Project" Genki Ball Production

Participants create the Genki Ball that help to clean the Ala Wai Canal, located north of Waikiki. A project headed by a local NPO, with a goal to "improve the water quality in the Ala Wai Canal and make it swimmable by 2026!" This event will commence at the LeaLea Lounge, the first certified HTJ Satellite Office in Hawaii. All the staff members are qualified and certified as a high rank "Hawaii Specialist" to answer any questions about Hawaii.

Start Date	Location	NPO	Activity
Every Thursday 14:00- (around 30 minutes)	LeaLea Lounge (Royal Hawaiian Center Building B, Level 3)	Genki Ala Wai Project	Make Genki Balls, optional to throw into the canal

Participation Fee: Free (Throwing Genki Ball into Ala Wai Canal: \$10/3 balls (tax included))

Reservation: Not required (Please notify staff at LeaLea Lounge to participate)

With support and cooperation from HTJ, HIS Hawaii will consider the respective roles and responsibilities of the local community (residents), tourists, and tourism workers, to focus and continue efforts on nature conservation, cultural perpetuity, and the local community. Furthermore, we will support Hawaii's tourism dependent economy and aim toward building a sustainable community while maintaining and strengthening Hawaii's brand through this partnership. Essentially, we will promote regenerative tourism to Hawaii as we strive to improve the satisfaction of both the tourists and residents, as well as to preserve a better future for our islands.

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](#), 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](#)
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