

HIS Group Launches Online Donation Site for Relief and Recovery of West Maui

Honolulu, Hawaii, SEPTEMBER 6, 2023 – Hawaii HIS Corporation (“HIS Hawaii”) and its headquarters, H.I.S. Co., Ltd. (“HIS”) has engaged in supporting initiatives for the relief and recovery of West Maui, Hawaii, where the recent wildfire resulted in devastating damages. On September 1 (JST), HIS Group launched an online donation site.



The wildfire broke out on August 8, 2023, leaving behind its destructive effects on the people, homes, cultural and historical sites, and businesses in West Maui. We extend our deepest condolences to all, who lost their loved ones and who have been affected by the disaster in any way. As a group company, that engages in the travel industry, HIS Group has taken supporting initiatives for relief and recovery of West Maui, hoping for its speedy restoration.

Supporting initiatives for West Maui relief and recovery

1. Launch of HIS Group online donation site

HIS Group launched our own online donation site for Maui relief, open to anyone who would like to support the recovery of West Maui in the long run. The received grant will be donated to The Maui Strong Fund established by the Hawai'i Community Foundation. We hope to expand a network of aid and respond to people's needs.

- Online donation site: <https://www.his-j.com/kaigai/hawaii/support/>
- Open period: September 1, 2023 - December 31, 2023 (JST) (The period can be extended.)
- Donation amount: From 500 yen (100% will be donated excluding transaction fees.)
- Payment: Credit card (No refund is allowed after the payment.)
- Donated to: The Maui Strong Fund



2. Donation of a part of proceeds

As one of our Mālama Hawai'i* initiatives, HIS Group has introduced Made-in-Hawaii products to tourists at 2 retail stores and an online store in Honolulu, as well as at 4 stores in 3 major districts in Japan; Shinjuku, Ikebukuro, and Osaka, and an online store to share the beauty of Hawaii and its cultures. HIS Hawaii will donate 10% of our proceeds at these retail stores and online store, and HIS will donate a portion of the sales at our

SUPPORT LAHAINA, MAUI

We will donate 10% of our proceeds to The Maui Strong Fund.

収益の10%をマウイストロング基金 (The Maui Strong Fund)へ寄付いたします。

Our retail stores at Sheraton Waikiki & Ala Moana Center will also participate

Period: 08/24/23-09/30/23

participating stores in Japan to The Maui Strong Fund. *"Mālama Hawai'i" means "to take care of Hawai'i" in Hawaiian language, and is a slogan in promoting responsible tourism.

Donation Period August 24, 2023 – September 30, 2023 (JST)

Participating Stores

Honolulu, Hawaii



LeaLea Market Originals
Sheraton Waikiki



HIS Hawaii Ala Moana Branch

Online Store



[LeaLea Market](#)

Japan

- Shinjuku Head Office
- HIS Hawaii Shinjuku Marui Main Building Sales Office
- HIS The ROOM of journey Ikebukuro
- HIS Osaka Hawaii

Online Store

[stoory](#)*

stoory

*Donation will be made from proceeds of Hawaii products

3. Donation to the West Maui Wildfire Relief

HIS Group has donated 5 million yen to The Maui Strong Fund through [West Maui Wildfire Relief](#) site ran by Hawaii Tourism Japan.

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 Hawai'i" 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](#)
- Facebook [@HISWorld.Hawaii](#) / [@likehawaii.jp](#)
- Twitter [@lealeahawaii](#)

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