

XploreRide Celebrates its Grand Opening for the Hawai'i's First Extended Reality (XR) Next-Gen Sightseeing Bus Tour on O'ahu A New Way to Ride. A New Way to See Hawai'i.

Honolulu, Hawaii, July 22, 2025 – Hawai'i's travel experience landscape takes a bold leap forward with the official launch of Hawaii HIS Corporation ("HIS Hawaii")'s XploreRide, the Islands' first next-gen sightseeing tour to blend extended reality (XR) technology with immersive storytelling inspired by Hawaiian history, cultural motifs, and natural beauty. XploreRide introduces a new way to discover O'ahu, one that's as educational and respectful as it is innovative and unforgettable, thanks to the pioneering use of XR technology.

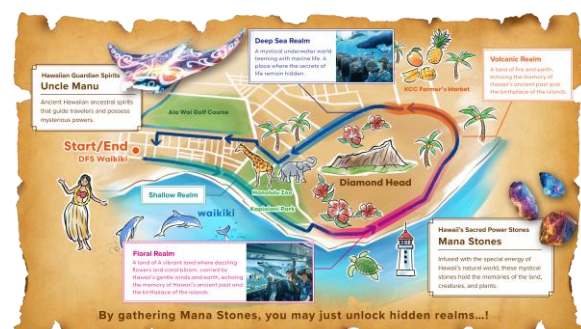


The grand opening began with Hawaiian traditional blessing led by cultural practitioner Kumu Blaine Kamalani Kia, who welcomed guests, including community leaders, media representatives, and travel influencers, with chants, lei greetings, and reflections honoring the land and its ancestors. The event set the tone for XploreRide's guiding values: cultural respect, local collaboration, and intentional exploration.

"XploreRide is more than a tour; it's where Hawai'i's heritage meets modern innovation," said Yuki Toshida, Manager of XploreRide. "We built this experience with Hawai'i in mind first. Every story, every scene, and every sound is meant to reflect and protect the spirit of this land. We want visitors to ride with purpose and leave with connection."

A New Era of Tourism through XR Technology

What sets XploreRide apart is its seamless integration of extended reality visuals layered over O'ahu's landscapes. As guests' journey through the island not only on land but also diving deep into the sea and flying high in the sky, panoramic windows give way to dynamic, location-synched XR animations, archival imagery, and indigenous artwork. This XR technology allows for a truly immersive experience, where the rhythms of hula, chants, and traditional Hawaiian sounds breathe life into the stories.



"This is a new way to ride. A new way to see Hawai'i." With XploreRide, it's not just about seeing the island, it's about truly understanding it," Toshida added.

Riders can expect a comfortable, modern fleet of buses equipped with storytelling audio, ambient music, to ensure a relaxing and informative journey for all our guests.

Built With Cultural Integrity and Environmental Mindfulness

XploreRide was developed in close collaboration with Hawaiian cultural advisors, educators, and local artists to ensure each tour experience is historically accurate, emotionally resonant, and culturally responsive. The team's goal is to amplify Indigenous voices while providing travelers with a more meaningful and responsible way to explore.

In addition, the shared-group format is part of XploreRide's commitment to minimizing environmental impact by reducing individual vehicle traffic and emissions across the island's most traveled corridors. This dedication to environmental mindfulness ensures that our tours are not only enriching but also sustainable.

Public bookings are now available at <https://xplo ride.com>, just in time for the summer travel season. Hawaii residents and Military can enjoy discounted rate with the Kama'aina code "MILKAM". We also offer group discounts for those who want to experience XploreRide with friends or family. To follow the journey, visit [@XploreRide](#) on Instagram and tag your content with #XploreRide.

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 magazine](#), [LeaLea Web](#), [LeaLea Hawaii TV](#), and each social media platform, 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, and package tours to Japan and other parts of Asia, Real Estate services [Hawaii Square](#), and more.

- Corporate Website <https://www.his-hawaii.com/en/>
- Travel Website <https://lealeatours.com/> (Inbound)
<https://hishawaii.net/> (Outbound)
- Official Website <https://www.lealeaweb.com/>
- YouTube [LeaLea Hawaii TV](#)
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Contact information

Hawaii HIS Corporation PR & Media

hnl-pr@his-world.com