
The Hawai'i's First Extended Reality (XR) Next-Gen Sightseeing Bus Tour "XploreRide" Adds New Features — "'Let's Xplore' Spring Campaign" Offers Free Rides —

Honolulu, Hawaii, April 14, 2026 – Hawai HIS Corporation ("HIS Hawaii") will add a new feature to "XploreRide Hawaii produced by NAKED, INC." — Hawaii's first sightseeing entertainment tour powered by extended reality (XR) technology — allowing participants to take photos of themselves during the tour starting April 14, 2026. To coincide with this launch, we will hold the "'Let's Xplore' Spring Campaign," offering free experiences of the tour.



XploreRide is a coined term blending XR (extended reality), Explore and Ride, to represent an interactive tour full of entertainment and powered by XR technology. While touring popular sightseeing spots in Honolulu such as Waikiki Beach and Diamond Head, passengers will explore "Hawaii's hidden underwater city", where digital worlds seamlessly blend with real-life landscapes. With the help of our high-tech headset, passengers are guided by a Hawaiian Aumakua (Physical embodiment of Ancestral Spirits) as they explore Hawaii's unique coral reefs and volcanoes, and more. Our hands-on feature of collecting Mana Stones creates an unprecedented immersive bus tour that unravels the mysteries of Hawai'i. Designed for first-time visitors, repeat travelers and locals alike, this tour reveals the island's charm from a fresh perspective—continuously evolving with new updates that keep riders eager to return for more.

New Customizable Avatar Feature

Now passengers can literally step into our virtual world with our new avatar feature. This enhancement allows riders to place their own selfie onto one of three Hawaii-themed avatars: a scuba diver, a pineapple, or a sea turtle. Throughout the tour, the passengers' avatars appear within the virtual landscapes, creating a more connected experience. Our virtual guide also serves as their personal photographer, capturing commemorative photos with friends in this virtual reality

In addition to these photos, passengers can also capture XR moments in real time, preserving what they're seeing as it happens. This transforms the experience from one where they simply admire the scenery into one where they step directly into the story itself. We've also updated previous virtual footage to create an even more transportive experience. After the tour, they can download their photos and easily share their adventure on social media.

“Let’s Xplore” Spring Campaign

HIS Hawaii offers escorted package tours that include airfare and hotel accommodations from Hawaii to cities around the world, with a focus on destinations in Japan. To celebrate the launch of the new “XploreRide” feature, we are offering a free “XploreRide” tour invitation (one per person in the package tour group) to every customer who books a package tour to Japan during April 2026.



Additionally, during this period, the first 10 customers to book either the [“Beat the Heat!” \(departing in August\)](#) or [“Harvest Hokkaido” \(departing in September\)](#) package tours to Japan will receive a \$100 discount per person. Timed to coincide with the U.S. graduation travel season, we are offering an opportunity to “explore” a whole new world.

XploreRide Hawaii

Number of services:	6 per day
Maximum number of passengers:	40
Travel time:	Approximately 45 minutes
Route:	Around Waikiki (Approximately 6.4 miles)
Language:	English, Japanese
Age restriction:	7 y/o and up
Fee:	7–11 y/o: From \$24, 12 y/o and up: From \$29
Where to book:	https://xplo ride.com/
Instagram:	@XploreRideHawaii
Endorsed by:	Hawai’i Tourism Japan

HIS Hawaii has partnered with Roberts Hawaii, the only company in Hawaii with a fleet of large EV buses, to create a “zero-emission” tour that eliminates carbon dioxide while on the road, and will donate a portion of the tour’s profits to the Waikiki Aquarium, which focuses on research and conservation of Hawaii’s coral reef and marine ecosystem.

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” initiative 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. Alongside our valued local business partners, we will continue to share the spirit of aloha with the world, through our diverse offerings, including English tour activities under [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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