

HAWAII TOURISM™

AUTHORITY

2016

HAWAII TOURISM

CONFERENCE

Transforming Tourism Together



The Hawai'i Tourism Authority's (HTA) Annual Hawai'i Tourism Conference was a four day conference held on September 27-30, 2016 at the Hawai'i Convention Center (HCC). Approximately 2,100 people participated in the event representing all sectors of the visitor industry, including hoteliers, marketing and PR representatives, tour operators, airlines, cruises, ground transportation companies, activities and attractions, media, government officials, educators and students – with 18 countries represented. The conference was redesigned to facilitate dynamic global sessions encouraging engagement and thought-provoking dialogue between panelists and the audience. HTA aimed to achieve "green event" status by: reducing solid waste, creating energy and water efficiencies, working with HCC's catering staff, and preventing pollution. Examples of activities that were implemented include: providing reusable and compostable cups and tableware, using naturally lighted and naturally ventilated meeting spaces in addition to spaces that used CFL/LED lighting, purchasing food from local and/or organic vendors, encouraging use of a mobile app to lessen paper waste, and using non-toxic cleaning supplies. The 2016 conference program included a track titled "The Growing Importance of the Environment on Travel." It included the following sessions: "Sustainability & Greening Your Business," "Climate Change, Rising Oceans & Air Quality," "Addressing Visitor Impact on the Environment & Hawai'i's Ecology," and "Ecotourism and Visitor' Growing Interest in Preservation Initiatives."