



Hawai'i Tourism Authority's (HTA) Global Tourism Summit 2017



Background:

The Hawai'i Tourism Authority's (HTA) Global Tourism Summit was a three-day conference held on September 19-21, 2017 at the Hawai'i Convention Center (HCC). Approximately 1,800 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.

Building off of a successful 2016 Hawai'i Tourism Conference with a record number of attendees, the conference was renamed to appropriately reflect its global audience. In 2017, the name was changed to the Global Tourism Summit, a gathering of thought leaders from around the world who represent the global marketplace.

The Summit serves as a platform for members of the local and international travel and tourism industries to collaborate on current industry trends, strategic alliances, and emerging opportunities.

Green Efforts:

HTA continued to aim for green event status by: reducing solid waste, creating energy and water efficiencies, working with HCC's operations and 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, encouraging alternative modes of transportation, and using non-toxic cleaning supplies.

The 2017 Summit program included a sustainable tourism track and a keynote address from Ólöf Ýrr Atladóttir, Director General, of the Icelandic Tourist Board titled "Holistic Tourism."