



Hawai'i Tourism Authority's (HTA) Global Tourism Summit 2018



Background:

The Hawai'i Tourism Authority's (HTA) Global Tourism Summit was a two and a half-day conference held in October 2018 at the Hawai'i Convention Center (HCC).

Approximately 2,200 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 32 countries represented. Building off of a successful 2017 Hawai'i Tourism Conference with a record number of attendees, 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 HTA provided reusable water bottles for use during the duration of the Summit to reduce use of single use plastic products. HTA donated all the fabric signs to local charities to make reusable totes, pillows, and blankets. Cups, water bottles, and tote bags were also donated to local charities, and all leftover food was given to Aloha Harvest. The 2018 Summit program agenda included a sustainable tourism track and a keynote address from Stephen England-Hall, chief executive of Tourism New Zealand who presented on tourism and sustainability.