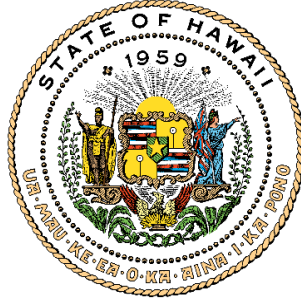




STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

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KE KIA'ĀINA

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI A HO'OMĀKA'IKA'I

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CAROLINE ANDERSON
INTERIM PRESIDENT AND CEO

**HAWAII LAUNCHES CAMPAIGN TO REBUILD VISITOR CONFIDENCE
AND BOOKINGS FOLLOWING KONA LOW STORMS**

Initiative Aims to Support Local Businesses by Encouraging Visits to Hawaii

FOR IMMEDIATE RELEASE

May 7, 2026

HONOLULU — The Hawaii Tourism Authority (HTA) and the Hawaii Visitors and Convention Bureau (HVCB), in coordination with the state of Hawaii and industry partners, are launching a statewide recovery initiative focused on rebuilding visitor confidence and encouraging travel to the Hawaiian Islands following the March 2026 Kona Low storms. Governor Josh Green released \$2 million in restricted funds to HTA to support the coordinated effort.

“These funds are about supporting Hawaii’s economy, local businesses and the people who depend on the visitor industry for their livelihoods,” said Governor Green. “We want

visitors to know that Hawai'i warmly welcomes them and that their visits help fuel our recovery."

The initiative comes as Hawai'i's visitor industry continues recovering from the March storms, which disrupted travel during the critical spring break period through flight delays and cancellations, temporary attraction and business closures, cruise itinerary disruptions and slower bookings. March visitor statistics released Thursday by the Department of Business, Economic Development and Tourism (DBEDT) showed statewide visitor arrivals declined 1.7% in March 2026 compared to March 2025, while visitor spending declined 1.6% to \$1.96 billion. The statewide average daily visitor census also declined 5.1% year over year.

In response to these challenges, the recovery initiative focuses on helping travelers feel welcome and confident about traveling to Hawai'i this summer. Additional efforts will support local businesses through the Hawai'i Special Offers program and coordinated partnerships with airlines, wholesalers and travel providers.

"This campaign enables the welcoming messages from the people of Hawai'i to come through clearly and genuinely, so visitors can be confident that their visit will be both memorable and appreciated," said Caroline Anderson, interim president and CEO of HTA.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing the Hawaiian Islands around the world — and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources and visitor industry needs. For more information about HTA, visit hawaii tourism authority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

High-resolution images are available [here](#).

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