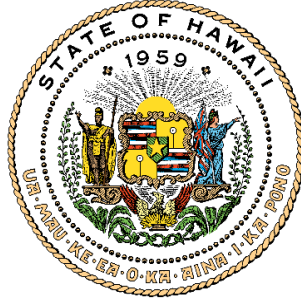




STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

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GOVERNOR
KE KIA'ĀINA

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

JAMES KUNANE TOKIOKA
DIRECTOR
KA LUNA HO'OKELE

HAWAII TOURISM AUTHORITY
KE'ENA KULEANA HO'OKIPA O HAWAII

CAROLINE ANDERSON
INTERIM PRESIDENT AND CEO

**HAWAII TOURISM AUTHORITY ANNOUNCES HAWAII TOURISM
CONFERENCE, SEPT. 22 – 23**

FOR IMMEDIATE RELEASE

Sept. 2, 2025

HONOLULU – Registration is now open for the 2025 Hawaii Tourism Authority's Hawaii Tourism Conference, the premier gathering of Hawaii's hospitality professionals, stewards of natural resources and community projects, government officials and visitor industry thought leaders.

The conference will be Sept. 22–23, 2025, at the Hawaii Convention Center on O'ahu.

"This year's theme, 'Pūpūkahi I Holomua – Unite to Move Forward,' reflects our commitment to collaboration and shared purpose," said Caroline Anderson, HTA interim president and CEO. "By coming together, we can overcome challenges and harness our

collective strength to move Hawai'i's visitor industry forward with resilience and intention."

A detailed schedule of events is below. Highlights include:

- **Keynotes and panel discussions:** Gain insights into sports tourism, domestic and international marketing trends, HTA's brand marketing strategies and the state of tourism in Hawai'i.
- **Insightful sessions:** Delve into critical topics including artificial intelligence, destination management and safeguarding Hawai'i's intellectual property.
- **Mākeke:** Connect with businesses, community organizations and industry leaders supporting marketing initiatives, regenerative tourism and destination management.
- **Welcome reception – Celebrating Hawai'i's Spirit of Hospitality:** Kick off the conference with fellow attendees for an evening of connection, celebration and aloha.
- **Hawai'i Hospitality Hall of Fame luncheon:** Honors the visionary pioneers who helped shape Hawai'i into a world-class destination.

Conference registration is \$325 and includes continental breakfast, lunch, coffee, the welcome reception and Mākeke, all general sessions and concurrent sessions.

For more information, or to register, visit:

<https://www.eventleaf.com/e/25HTACONFERENCE>

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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. HTA works with the community and industry to mālama Hawai'i — care for our beloved home. For more information about HTA, visit hawaii tourism authority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

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2025 Hawai'i Tourism Conference Schedule of Events

Pūpūkahi | Holomua | Unite to Move Forward

Day 1: Monday, September 22, 2025

- 7:30 – 8:30 a.m. Registration/Breakfast/Networking/Mākeke open all day
- 8:30 – 9:30 a.m. General Session: Opening and Welcome Remarks
- 9:30 – 10:00 a.m. Keynote Speaker: Karl Burrows, General Manager – Pou Ārahi Māori, Tourism New Zealand
- 10:00 – 10:30 a.m. Networking Break
- 10:30 – 11:45 a.m. Concurrent Sessions #1
- Using the Power of AI
 - 'Ike Pono: Safeguarding Hawai'i's Unique Intellectual Property in the Visitor Industry
 - Spotlight on Hawai'i: Harnessing the Power of Film to Elevate the Destination
 - Enhancing Hawai'i's Outdoor Experiences: A Deep Dive into the State's Department of Land and Natural Resources Activities
- Noon – 1:15 p.m. Lunch + Keynote
- 1:30 – 2:45 p.m. Concurrent Sessions #2
- Social Media: Navigating the Next Wave Trends
 - Destination Management Action Plans Workshop
 - Hawai'i's Cruise Industry: Balancing Economic Benefits and Sustainability
 - The Evolving Landscape of Lodging in Hawai'i
- 3:15 – 4:30 p.m. Concurrent Sessions #3
- Unpacking Today's Emerging Traveler Trends
 - Global Strategies for Destination Stewardship: Lessons for Hawai'i's Regenerative Future
 - Thriving in Transformation: Big Data, Artificial Intelligence, Governance and Well-being in the Visitor Economy – Research from the TIM School
 - HTA Strategic Plan Workshop
- 4:30 – 7:00 p.m. Welcome Reception: Celebrating Hawai'i's Spirit of Hospitality

Day 2: Tuesday, September 23, 2025

7:30 – 8:45 a.m.	Registration/Breakfast/Networking/Mākeke open until noon
8:45 – 9:20 a.m.	General Session: From Data to Direction: 2026 Marketing and Market Insights for Hawai'i's Visitor Industry
9:20 – 10:05 a.m.	Winning with Sports: Leveraging Sports Partnerships to Drive Visitation
10:05 – 10:30 a.m.	Networking Break
10:30 – 11:45 a.m.	Concurrent Sessions #4: • 2026 Plans: Japan, Korea, China, Taiwan Major Market Areas (MMAs) • Managing the Unexpected: Strengthening Hawai'i's Tourism Crisis Management • Regeneration in Action
Noon – 1:30 p.m.	Lunch - Hawai'i Hospitality Hall of Fame Awards
1:30 p.m. – 2:45 p.m.	Concurrent Sessions #5: • 2026 Plans: Canada, Oceania, Europe Major Market Areas (MMAs) • Resident Sentiment and Visitor Satisfaction
2:45 – 3:00 p.m.	Coffee break
3:00 – 3:25 p.m.	General Session: 2026 Plan – Global MCI
3:25 – 3:50 p.m.	General Session: 2026 Plan – USA MMA
3:50 – 4:00 p.m.	General Session: Wrap Up

