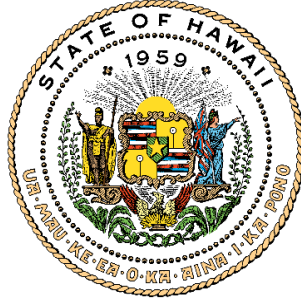




STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

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**HAWAII TOURISM AUTHORITY INVITES O'AHU RESIDENTS TO
SHAPE TOURISM PLANS**

Destination Management Planning Meetings Taking Place Sept. 24 and 25

FOR IMMEDIATE RELEASE

Sept. 17, 2025

HONOLULU – The Hawai'i Tourism Authority (HTA) invites O'ahu residents to take part in community input sessions that will provide space for community members to share their insights, experiences and ideas on the future of tourism on their island.

"These sessions are a chance for residents to share their mana'o on tourism in a way that reflects the needs, values and priorities of their communities," said Caroline Anderson, interim president and chief executive officer of HTA.

The community's input will help inform the development of O'ahu's Destination Management Plan. The plan aims to balance the benefits of tourism with the needs of residents, preserve natural and cultural resources, and enhance residents' quality of life, while also enriching the visitor experience on O'ahu.

The Sept. 24 and Sept. 25 meetings mark the second of three rounds of meetings with O'ahu residents. These two meetings will continue conversations started at the August meetings, where residents shared their thoughts on how tourism affects their lives. The third round will take place in December.

"At these two meetings, we will ask O'ahu residents more about specific places, the issues they experience and their ideas to address them," Anderson said.

Meeting details:

Registration is required. Participants must live on O'ahu to register, as the meetings will focus on island-specific topics. All sessions are free and will be in person.

- **Sept. 24**, 6 to 8 p.m. Leilehua High School Cafeteria. Register [here](#) by Sept. 21.
- **Sept. 25**, 6 to 8 p.m. Kaimuki High School Cafeteria. Register [here](#) by Sept. 22.

Similar in-person community meetings will take place across the state in October from 6 to 8 p.m., including sessions on Hawai'i Island, Moloka'i, Lāna'i and Maui.

- **Oct. 1**, West Hawai'i Civic Center. [Register here](#) by Sept. 28.
- **Oct. 2**, Hilo, County of Hawai'i Aupuni Center Conference Room. [Register here](#) by Sept. 29.
- **Oct. 7**, Moloka'i, Mitchell Pauole Community Center. [Register here](#) by Oct. 6.
- **Oct. 9**, Lāna'i Youth Center. [Register here](#) by Oct. 8.
- **Oct. 14**, Hāna, Helene Hall. [Register here](#) by Oct. 12.
- **Oct. 15**, Kahului Community Center. [Register here](#) by Oct. 14.
- **Oct. 16**, Lahaina Intermediate School. [Register here](#) by Oct. 15.

Last week, over 150 Kaua'i residents attended the island's community meetings and shared their concerns and recommended solutions such as pre- and post-arrival messaging to visitors at hotels and through concierges, property managers, rideshares and community-aligned influencers.

Community input from the 2020 meetings has already driven tangible action across the islands. On O'ahu, the process brought in funding to install an automated gate at Koko Head Trail to alleviate congestion outside the gate into the nearby neighborhood. On Kaua'i, community input in the planning process resulted in funding for Kaua'i's Coconut Market Place Mobility Hub Plan. Community input led to the East Maui Advisory Group managing hotspots along the road to Hāna and the launch of a stewardship program at Pololū Valley on Hawai'i Island.

To learn more about how community feedback informed HTA programs and initiatives, visit: hawaiiitourismauthority.org.

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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 hawaiiitourismauthority.org or follow @HawaiiHTA on Facebook, Instagram, Threads and X.

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