

June 24, 2021

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— MĀLAMA —  
HAWAII‘I

TAKE A TRIP THAT GIVES BACK

## **Surfrider Foundation Kauai Becomes a Partner in Hawaiian Tourism Authority’s Malama Hawaii Program**

***Surfrider Kauai’s Ocean Friendly Visitors Program Provides a Turnkey Solution for Kauai’s Hotels and Resorts Wishing to Offer Beach Cleanups Under Their Malama Hawaii Program***

June 24, 2021 – *Kapaa, Kauai* – Surfrider Kauai is pleased to announce that it has become a partner in the Hawaii Tourism Authority’s (HTA) Malama Hawaii program. Both the Malama Hawaii and Ocean Friendly Visitors initiatives share a common goal of inspiring mindful tourism that encourages visitors to embrace actions and activities focused on “malama aina” – caring for and nurturing our land and natural resources.

“We’re inviting travelers to experience Kauai on a deeper level with a greater emphasis on connecting with the community and our culture. Our goal is to attract travelers who will leave Hawaii better than when they arrived. The Malama Hawaii and Ocean Friendly Visitors programs give us the opportunity to let travelers know that it’s not only time to come back to Kauai, it’s time to give back to Kauai,” said Sue Kanoho, executive director of the Kauai Visitors Bureau, which operates under the Hawaii Visitors and Convention Bureau..

To this end, HTA, in partnership with a statewide alliance of private industry partners including hotels and volunteer organizations, are coming together to encourage regenerative tourism by giving travelers an opportunity to stay an extra day at no charge if they participate in a “voluntourism” activity. One of the activities is Solo Beach Cleanups, which is a component of the Surfrider Kauai Ocean Friendly Visitors Program. Hotels, resorts and condominium complexes that become Ocean Friendly Visitor partners receive co-branded promotional materials of all program components, beach cleanup kits, instruction guides, an opportunity for participating guests to be featured on social media and more. Hotels can also offer guests the option of joining weekly scheduled Surfrider Kauai beach cleanups. More about the [Ocean Friendly Visitors Program can be found here](#).

“The alignment of Surfrider Kauai’s Ocean Friendly Visitors Program with the goals of Malama Kauai make them an ideal partner to carry out our program. Many of our current and potential hotel and resort partners have expressed interest in promoting Solo Beach Cleanups as their “voluntourism” activity. The Ocean Friendly Visitors Program provides them with a turnkey solution to make this happen, and we’re excited to welcome them as a partner,” said Kanoho. More on the [Malama Hawaii program can be found here](#).

“Surfrider Kauai is committed to keeping our beaches, reefs, and ocean clean and safe for residents and visitors alike. Many of our natural resources had time to rejuvenate during the pandemic shutdowns. As Kauai began to open for tourism again, we started the Ocean Friendly Visitors Program to help visitors enjoy this beautiful island while also leaving it a bit better than they found it. We are pleased that the goals of the Ocean Friendly Visitors Program are so aligned with those of Malama Hawaii, and are honored to become a program partner,” said Cynthia Welti, Surfrider Kauai Chair.

The Ocean Friendly Visitors Program provides visitors with actions and activities in six key areas: 1. Keeping Kauai's Beaches Clean and Beautiful; 2. Minimizing Use of Plastics; 3. Protecting Our Reefs; 4. Protecting Marine Life; 5. Practicing COVID-19 Etiquette to Prevent PPE Debris; and 6. Dining Responsibly. Hotels, resorts and condominium complexes that would like more information on participating in the Ocean Friendly Visitors Program should contact Barbara Levin at [campaigns@kauai.surfrider.org](mailto:campaigns@kauai.surfrider.org)

### **Surfrider Foundation and Surfrider Kauai**

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, waves and beaches for all people, through conservation, activism, research and education. The Ocean Friendly Visitors Program was launched from Surfrider Kauai, which collects more than 10,000 pounds of marine debris from Kauai beaches every month. For more information visit:

<https://kauai.surfrider.org/>

### **Malama Hawaii**

In an effort to inspire mindful travel, the Hawaii Tourism Authority, Hawaii Visitors and Convention Bureau, industry partners and volunteer organizations across the state have come together with an initiative that encourages visitors to leave Hawaii better than when they arrived. Volunteer projects range from reforestation and tree planting to self-directed beach cleanups, ocean reef preservation, and creating Hawaiian quilts for our kupuna (elders). By making a positive impact, visitors will have a more enriching travel experience and can even enjoy a free extra night from participating hotels. <https://gohawaii.com/malama>

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