

## HIS Enters a Partnership with Hawaii Tourism Japan to Promote “Mālama Hawaii”

H.I.S. Co., Ltd. (dba HIS. Headquartered in Minato-ku, Tokyo. President and CEO: Motoshi Yada) has concluded a Memorandum of Understanding (MoU) with Hawaii Tourism Japan (HTJ hereafter. Located in Chiyoda-ku, Tokyo. Country Director: Mitsue Varley) to promote responsible tourism through “Mālama Hawaii”. In accordance with this MoU, HIS will boost “regenerative tourism” as a leading player in the tourism industry, where we connect Japan and Hawaii, by announcing the “HTJ Certified Mālama Hawaii Tours.”

While tourists from around the world visit Hawaii, the state is also a habitat for many endangered species. Also, there is the local community protecting the land and the history. As tourism is a major industry, Hawaii has actively worked toward responsible tourism. In Hawaiian, *Mālama Hawaii* means “to take care of Hawaii”, and it is used as a slogan to promote the importance of protecting Hawaii’s natural resources, traditions, and culture equally among visitors.

With support from HTJ, HIS will consider the respective roles and responsibilities of the local community (residents), tourists, and tourism workers, to focus and continue efforts on nature conservation, cultural perpetuity, and the local community. Furthermore, we will support Hawaii’s tourism dependent economy and aim toward building a sustainable community while maintaining and strengthening Hawaii’s brand through this partnership. Essentially, we will proceed with the following “10-Step Strategic Plan” to promote regenerative tourism to Hawaii as we strive to improve the satisfaction of both the tourists and residents, as well as to preserve a better future for our islands.

### **HIS 10-Step Strategic Plan**

1. Introduce and implement educational programs for employees to promote regenerative tourism that positively impacts our future
2. Make all the company operated stores HTJ certified satellite offices to promote sustainable travels to Hawaii
3. Introduce and sell made-in-Hawaii products to connect Japanese tourists with the manufacturers
4. Sponsor or co-sponsor Hawaii events in Japan to build the Mālama Hawaii movement
5. Circulate information about Mālama Hawaii for both Japan and Hawaii through our stores, websites, social media platforms, pamphlets, etc.
6. Improve satisfaction for tourists including FIT (Foreign Independent Tour) by providing regenerative tourism products
7. Plan and sell regenerative tours “HTJ Certified Mālama Hawaii Tours”
8. Provide safe and peace-of-mind services that goes beyond the travel industry’s bounds
9. Plan, sell, and collaborate with Hawaii’s initiatives in nature conservation, cultural perpetuity, and the likes
10. Give back to the local community and improve satisfaction for the residents by connecting tourists and the community



#### **Nature Conservation**

Cleanups hosted by the local NPO “Sustainable Coastlines Hawaii”



#### **Cultural Perpetuity**

Tours at the Iolani Palace led by Japanese speaking guides  
Photo by: The Friends of Iolani Palace



#### **Local Community**

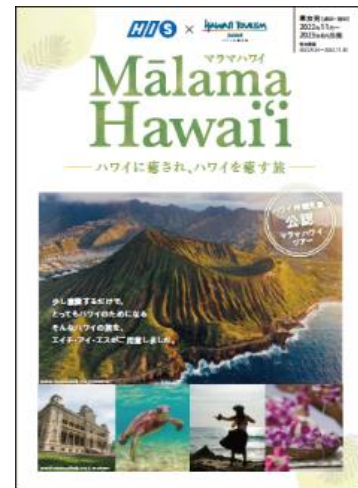
Introducing the advance reservation system at Hanauma Bay helped to improve water clarity

## HTJ Certified Mālama Hawaii Tours Product Overview

We created these tours in collaboration with the local community to provide tourists with a new value through enjoying individualized experiences, as well as to increase the number of mindful tourists to give back to the local community, embodying a new way of travels to Hawaii.

Also, we will launch a new route for our Lealea Trolley, called the “Mālama Line”, which will travel around Hawaiian historical/cultural destinations. As well as a new shuttle service, the “Lealea Mālama Shuttle”, to bring tourists to various volunteer sites hosted by NPOs in Hawaii.

[https://tour.his-j.com/ct/search/02A\\_10/HGS/HWI/HNL/?freeword=HWI300](https://tour.his-j.com/ct/search/02A_10/HGS/HWI/HNL/?freeword=HWI300)



HTJ Certified Mālama Hawaii Tours Pamphlet

To fully engage in these Mālama Hawaii initiatives as a whole, our HIS Hawaii branch has introduced a new employee benefit system, where our employees can request time off to participate in volunteer programs.

## About Hawaii HIS Corporation

Since its establishment in 1991, HIS Hawaii has been committed to providing visitors with the opportunity to experience and enjoy all that Hawai‘i has to offer, from its natural beauty, to its rich culture, history, and beyond. In cooperation with Hawaii Tourism Japan and local organizations, we promote responsible tourism through “Mālama Hawaii” and furthermore, contribute to advancing with regenerative tourism.

In addition to providing the most up-to-date local information through our [Lealea Web](#), [Lealea Hawaii TV](#), and each social media platform, in the face of the devastating impact of COVID-19 on Hawai‘i’s tourism industry, HIS Hawaii remains committed to contributing to the local community. Along with our amazing local business partners, we will continue to share the spirit of aloha with the world, through our English tour activities [Lealea Tours](#), [Ala Moana Branch](#) introducing Japanese regional products, Real Estate services [Hawaii Square](#), [The Consignment Garage](#), and more.

- Corporate Website <https://www.his-hawaii.com/en/>
- Travel Website <https://hishawaii.net/>
- Official Website <https://www.lealeaweb.com/>
- YouTube [Lealea Hawaii TV](#)
- Instagram [@hishawaii](#) / [@lealeahawaii](#)
- Facebook [@HISWorld.Hawaii](#) / [@likehawaii.jp](#) / [@lealeaweb](#)
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