

HIS Enters a Partnership with Hawai'i Tourism Authority and Meet Hawai'i to Promote Corporate Hawaii Travels "HIS New Way of Incentive Travel"

Honolulu, Hawaii, JANUARY 23, 2024 – H.I.S. Co., Ltd. ("HIS"), the headquarters of Hawaii HIS Corporation ("HIS Hawaii") has announced the signing of a yearlong strategic partnership with The Hawai'i Tourism Authority (HTA) and Meet Hawai'i. Under terms of the partnership, HIS Hawaii and HIS has started providing services targeting our corporate clients to promote Hawai'i as a premier destination for corporate meetings, conventions and incentive travel.



HIS Hawaii has promoted "Mālama Hawai'i" and regenerative tourism to Hawai'i under [the partnership with Hawai'i Tourism Japan that was announced in September 2022](#), as we strive to improve the satisfaction of both the tourists and residents, as well as to preserve a better future for our islands. This initiative has been well received not only by individual tourists but also by corporate tours. We have received more than 5,000 participants in our "Mālama Hawai'i" related events such as a local NPO-led "The Genki Ala Wai Project", aiming to improve the water quality in the Ala Wai Canal by creating and tossing mud balls, called "Genki Balls", to digest sludge.

Hawai'i excels in its stable position as a popular destination for corporate tours, and the fact that Hawai'i is top ranked with about 30% share of HIS corporate tour destinations outside of Japan underscores it. In this recovery term from the Covid downturn, services for "HIS New Way of Incentive Travel" will launch under HIS Hawaii's partnership with HTA and Meet Hawai'i. To promote additional corporate tours to Hawai'i, aiming to vitalize local related businesses and economy as well as to contribute to the local communities through this slogan.

"HIS New Way of Incentive Travel"

1. Provide "Mālama Hawai'i" related programs (SDGs, Regenerative tourism)

- Provide lectures on local "Mālama Hawai'i" related initiatives
- Provide event opportunities such as "The Genki Ala Wai Project", aiming to improve the water quality in the Ala Wai Canal
- Provide corporate tour participants with "Mālama Hawai'i" appreciation letter



2. Joint host FAM (familiarization) tours targeting corporate tour organizers

- Provide trial opportunities to multiple corporate tour organizers during planning processes

3. Host corporate online seminars

- Provide programs to educate and echo "Mālama Hawai'i" message

4. Support venues hosting events for corporate tours

- Engage in site visits at key meeting venues depending on our corporate clients' needs

5. Provide HIS Hawaii original contents

- Team building at Camp Mokulē'ia in North Shore, about an hour drive from Waikīkī. Immerse within the Hawai'i landscape through building a campfire, loco moco making, and stargazing. Can be tailored to each corporation's needs.
- LeaLea Charity Run
Donate a part of the sales to the local community. Provide opportunities of engaging in charities.

Mr. Andrew Koh, Asia/Oceania Executive Director commented on this partnership; "We will work with HIS and expand our engagements in the Japanese market with the "Mālama Hawai'i" program and new products/services. We look forward to welcoming more corporate tours from Japan to Hawai'i."



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 Hawai'i" 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](#), 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 [@lealeahawaii](#)
- Facebook [@likehawaii.jp](#)
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