



## **NEWS RELEASE**

**For Immediate Release**

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### **THE KAHALA HOTEL & RESORT LAUNCHES REGENERATIVE TOURISM VIDEO TO EDUCATE VISITORS AMID SURGE IN ARRIVALS**

HONOLULU, April 20, 2022— In honor of Earth Day 2022, The Kahala Hotel & Resort released [a new video](#) for visitors highlighting the importance of Hawai'i's historical, cultural and environmental resources while encouraging participation in the state's regenerative tourism initiative. The nine-minute-long video features environmental advocates and scientists from Ko'olau Mountains Watershed Partnership, Mālama Maunaloa, Maunaloa Fishpond Heritage Center and the Hawai'i Institute of Marine Biology who share their expertise in cultural and environmental protection and resource regeneration.

The video filmed at notable locations across O'ahu discusses visitor impact, invasive species, and water, ocean and wildlife protection. The segment will be showcased in every resort guest room for visitors to view upon arrival.

"We are proud to welcome guests to Hawai'i by sharing with them the environmental and cultural context of their visit," said Joe Ibarra, general manager of The Kahala Hotel & Resort. "This video is one element of our Kahala Initiative for Sustainability, Culture and the Arts (KISCA) program, and reinforces our commitment to the stewardship of our 'āina. We hope that all visitors, not just guests of The Kahala, will help make Hawai'i better for current and future generations."

Through KISCA, a program launched in 2018, The Kahala has planted over 13,000 trees in Malaekahana on the North Shore of O'ahu. KISCA also facilitates guest participation in cultural activities at the resort, including the Mālama I Ke Kai program which includes ocean-conservation activities for keiki, and the Sunset Seminar Series – community talks about preservation by local researchers and professionals.

As a partner of Hawai'i Tourism Authority's Mālama Hawai'i, The Kahala also offers discounted stays in exchange for participation in one of the sustainability initiatives offered by

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Travel2Change and KISCA. Activities include beach cleanups and resort-guided cultural activities.

To learn more visit <https://www.kahalaresort.com/KISCA>

### **About The Kahala Hotel & Resort**

The legendary Kahala Hotel & Resort is an oceanfront, destination luxury property known for its gracious Hawaiian hospitality. Located just minutes from Waikīkī, The Kahala offers an exclusive ambiance of a neighbor island experience. The Kahala has been Honolulu's social address for weddings and gatherings since its opening in 1964. World leaders, royalty, rock bands and Oscar winners call the 338-room resort their Hawaiian home-away-from-home. The Kahala is a member of The Leading Hotels of the World and Preferred Hotels & Resorts. The resort is home to The Kahala Spa, lush tropical gardens and a natural ocean-water lagoon with the hotel's own resident dolphins cared for by Dolphin Quest. The Kahala also has five restaurants: Plumeria Beach House, Seaside Grill, The Veranda, Arancino and the award-winning Hoku's restaurant. Stay connected with The Kahala via [www.kahalaresort.com](http://www.kahalaresort.com), on Instagram at @kahala\_resort or on Facebook at The Kahala Hotel & Resort and Twitter at @KahalaResort. Share your Kahala moment #AtTheKahala.

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