

## Mālama Hawai'i - take a trip where you give back

Since early in the 20th Century, Hawai'i has been at the forefront of the global tourism boom, but like many destinations, there has been a price to pay. Reducing the impact of tourism has become a top priority, but maintaining an authentic experience is also crucial. Mālama Hawai'i brings these two objectives together.

Mālama is where visitors give back to local Hawaiian communities, and in doing so, enjoy a travel experience that is far more rewarding, and far more memorable.

When visitors give back - to the land, the ocean, the wildlife, the forest, the fishpond, the community - they become part of a circle that enriches everything and everyone - including the experience as a visitor.

### How it works:

Participating tourism operators offer visitors the chance to volunteer for preservation and restoration activities that allow them to experience Hawai'i on a much deeper level. In return, visitors could qualify for a special discount or even a free night when participating in its dedicated volunteer activity.

Below we've highlighted some fantastic options to get started. Find out more at: [www.gohawaii.com/malama](http://www.gohawaii.com/malama).



## Plant a seed for the future at Kualoa Ranch

Kualoa Ranch situated on the east side of O'ahu has been in the hands of the Judd Family since 1850.

The family work towards the long-standing goal to protect and enhance the natural beauty of the land while developing sustainable recreational, agricultural and aquacultural enterprises compatible with the environment.

Mālama provides the opportunity to learn about kalo (taro) and its importance for sustenance, its cultural tie to Kualoa and as a contributor to Hawaiian cultural identity.

Activities can include thatching of traditional Hawaiian hale (houses), assisting with cleaning, planting, harvesting kalo or stewardship of the māla lā 'au lapa 'au (Hawaiian medicinal plant garden).

Contributing to the programmes at Kualoa carry an additional reward as partners in the Mālama experience at Kualoa include selected Outrigger Hotels in Waikiki who offer your 3rd night free when participating in Kualoa Ranch's Mālama ka Aina Tour, an immersive 2-hour eco-adventure that includes various types of community service and cultural learning experiences.



## Native planting with Hawaiian Legacy Tours

Established in 2013, Hawaiian Legacy Tours began offering one-of-a-kind tree planting tours in the Hawaiian Legacy Forest, located on the Big Island of Hawai'i.

On the slopes of Mauna Kea, this historic site was once the personal Koa forest of King Kamehameha the Great - the 1st King of Hawaii. The land was initially cleared to make room for ranching.

Fortunately, some of the original Koa trees still reside on the property. These rare trees grow nowhere else on Earth and are being utilised as a seed source for all Legacy Trees to bring the forest back to its former glory.

If you can't make it to the Big Island, Hawaiian Legacy offers the Planters experience at Gunstock Ranch, a fully working ranch situated on the Eastern side of O'ahu. Among the variety of activities they offer is the outstanding Planters Tour.

When you plant a tree in the Ranch's Legacy Forest you participate directly in a special cultural experience.

During your tree planting and eco-tour, guides will talk about the history of Hawaiian land and how your tree will contribute to healing the local ecosystem. You'll see wildlife, grazing cattle, and ocean views, then personally plant the tree in a memorable ceremony.

Your experience will earn rewards with several hotels including the Hyatt Regency Waikiki Beach - which will offer your 4th night free and daily breakfast for two when volunteering with Hawaiian Legacy Reforestation Initiative.



## Ocean well-being with Pac-Whale Eco-Adventures

Established in 1980, the Pacific Whale Foundation is the sole shareholder of Pac-Whale Eco-Adventures, operators of Maui Whale Watching.

All returns from the operations of Pacific Whale Eco-Adventures go to the Foundation's Research, Education and Conservation Programmes. While enjoying any of the amazing options that Pacific Whale offer you are contributing to the ongoing well-being of the famed Maui sea life.

Volunteers that assist the Foundation, receive a 5th night free at several resorts - including The Westin Maui Resort & Spa or earn a \$250 resort credit with Four Seasons Resort Maui at Wailea.

## More Mālama options

- Mālama Loko Ea (O'ahu) - help restore a native Hawaiian fishpond.
- Hawaii Legacy Reforestation Initiative (O'ahu) - dedicate and plant a native tree at Gunstock Ranch.
- Battleship *Missouri* Memorial (O'ahu) - help restore one of the world's most famous battleships.
- Pacific Whale Foundation (Maui) - help clean up Maui's coastline.
- Redline Rafting (Maui) - pick up debris from beaches, hiking trails and parks.
- Surfrider Foundation Kaua'i - join a scheduled clean-up or borrow a kit from a participating hotel.

