

Hawai'i Hotel Reef Stewardship Project

Take your sustainability initiatives to a new level!



What is it? The Coral Reef Alliance (CORAL) invites you and your hotel property to join us in a statewide project to involve Hawai'i's hospitality sector in new efforts to promote sustainable tourism and reduce local threats to Hawai'i's coral reefs. By keeping reefs healthy locally, we ensure that they are both attractive for tourists and better able to withstand broad-scale threats like global climate change. We recognize that Hawai'i hotels are already leaders in environmental sustainability, and we have developed this project to explore new niches and recognize those who engage in efforts beyond the standard water and energy reduction programs. Please join us!



How can CORAL help?

CORAL, with support from our local partners, can provide access to materials, tools, strategies and other resources your hotel can utilize to improve its level of sustainability.

Examples include:

- Reef etiquette signage
- In-room educational materials
- Educational tools for staff to share with guests
- Staff training in reef ecology and outreach strategies
- Support in the implementation of the Voluntary Standards for Marine Tourism
- Resources to facilitate engagement with local communities
- Direct engagement with hotel managers to identify and implement other appropriate efforts

What are the benefits to your business?

In addition to protecting the reef, which itself sustains our economy and culture in Hawai'i, involvement in this project will support your business directly. Benefits include:

- Marketing potential of sustainability initiatives—improve not only your own business image, but also Hawai'i's overall reputation as a sustainable destination
- Website listing at www.HawaiiMarineTourism.org, as well as other promotional efforts by CORAL

How do you get involved?

For more information, please contact Liz Foote, CORAL Hawai'i Field Manager, at (808) 669-9062 or Lfoote@coral.org, or visit www.coral.org/hawaiihotels