Session B-1

Great Expectations:
What the Heritage Tourist is Looking For in Hawai‘i and the Pacific

Andrew Lockwood
John Fleckles
Lynn Cook
CONNECTING VISITORS TO HAWAI`I`S HERITAGE

A Case Study: Pacific Islands Institute
WHO WE ARE...
A local niche tour operator, destination management company specializing in cultural and eco-experiences since 1989.

MISSION STATEMENT
Through our educational programs, Pacific Islands Institute is dedicated to providing positive cultural interactions; to ensuring our programs are culturally and environmentally sensitive; to involving local people in decision making; and to protecting, sustaining and respecting indigenous cultures and environments.

AWARDS & RECOGNITION

ECO-TOUR OPERATOR OF THE YEAR
HAWAII’S LIVING REEF AWARD
HAWAII TOURISM AUTHORITY KOA AWARD
WHAT’S NEW?

- Hawaii is a mature market – people looking for “what’s new”
- What’s old is what’s “new” to the heritage tourist
FACILITATING INTERACTION BETWEEN VISITOR AND COMMUNITY

- Community Values
- Visitor Desires
- Logistics and Practicalities
GROUP MULTI-DAY THEMED HERITAGE TOURS

- Astronomy
- National Parks
- Hawaiian Culture
- Exploring Hawai`i through Music
- Art

HAWAIʻI HERITAGE+HOSPITALITY FORUM 2014
HANDS-ON ACTIVITIES

- Gather, clean limu
- Throw net
- Make laulau
- Pound squid
- Harvest kalo
- Prepare imu
- Hawaiian crafts/games

HAWAII’I HERITAGE + HOSPITALITY FORUM 2014
CULTURAL HERITAGE VOLUN-TOURISM

Rebuilding ancient Hawaiian loko i`a (fishpond) walls “one rock at a time”

Reforestation and replanting native species

Clearing streams of invasive species and restoring lo`i kalo
CMI HERITAGE PRODUCT

- Local speakers for meetings & conventions
- “Only in Hawai`i” experiences as part of meeting
- Custom Board Meetings
- Customized Tours
- Corporate Social Responsibility Projects
- Heritage-based Teambuilding
Restoring the “Mighty Mo” Behind the Scenes Service Project. Named as one of ten programs in “Our Picks for the Best in Volunteer Travel in 2012” by the WALL STREET JOURNAL

HAWAI'I HERITAGE+HOSPITALITY FORUM 2014
“HANDS ON THE LAND” TEAMBUILDING
Mahalo!

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