



Commitment to Sustainable Tourism

As a locally-owned tour operator, Hawaii Forest & Trail (HF&T) is deeply committed to preserving Hawaii's treasured natural resources for the benefit of residents, visitors, and future generations. HF&T defines sustainable tourism as *tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage, and the well-being of its residents*. With this ethos at its core, HF&T designs guided nature adventures that prioritize the preservation, maintenance, and enhancement of our island home.

HF&T is proud to be recognized at local, state, and international levels as a leader in sustainable tourism and has been acknowledged for its strong commitment to maintaining a healthy *triple bottom line* (people, planet, profit). HF&T understands that sustainable tourism benefits both residents and visitors. As such the company actively contributes to improving the tourism experience for locals and visitors by volunteering at state and local levels. This includes the efforts of HF&T's President, Jason Cohn, in developing and promoting the [Pono Pledge program](#), as well as the CEO and Founder Rob Pacheco's serving on one of the committees to develop standards and best practices for the [Hawaii Curator program](#)- a regenerative tourism certification program administered by the State of Hawaii.

In addition to sharing Hawaii's incredible natural and cultural heritage, HF&T's adventures are designed to:

- Minimize environmental impact. Where possible, HF&T incorporates voluntourism activities into experiences, creating opportunities for guests to give back.
- Reduce resource use and waste. Tours prioritize reusable or recycled items, and waste generated is sorted to minimize landfill contributions. Following resource use guidelines, HF&T works closely with local resource managers and landowners to ensure all tours operate within established land-use parameters.





HF&T also donates to and partners with local organizations focused on native species preservation, ecosystem restoration, and youth programs that connect children with nature. In 2018, HF&T launched the 'I'iwi Fund, a giving initiative to support conservation, culture, and nature in Hawaii. Since its inception, HF&T has donated \$105,000 (as of Jan. 2025) to various local non-profit organizations following its mission to:

"Ho`omālama Initiative"

Connect · Collaborate · Conserve

Forging connections to nurture our 'Ohana, Island Communities and Natural Resources

