



Hawaii Forest & Trail
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COMMITMENT TO SUSTAINABLE TOURISM

As a locally-owned tour operator, Hawaii Forest & Trail (HF&T) understands that the preservation of Hawaii's treasured natural resources is in best interest of everyone. Hawaii Forest & Trail seeks to ensure that Hawaii's incredible natural heritage remains intact to be enjoyed by our children and by generations to come. And define 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*. Hawaii Forest & Trail's guided nature adventures are designed with these principles in mind and strive to preserve, maintain, and enhance our island home.

Hawaii Forest & Trail is recognized at the local, state and international levels as a leader in sustainable tourism. Active members of the Kona-Kohala Chamber of Commerce's *Kuleana Program*, HF&T was recognized as an organization with a solid commitment to maintaining a healthy *triple bottom line* (people, planet, profit). Hawaii Forest & Trail understands that both residents and visitors benefit from sustainable tourism. As such HF&T volunteers time at the local and state levels to develop standards and best practices for such organizations as the Hawaii Ecotourism Association and the Hawaii State Department of Land and Natural Resources.

In addition to sharing the incredible natural and cultural heritage of Hawai'i with guests, tours:

- Minimally impact the local environment. Where possible, HF&T incorporates voluntourism into experiences to create opportunities for guests to give back.
- Minimize the use of resources and reduce waste generation.
- Preference is given to re-useable or recycled items and waste generated from tours is sorted to ensure local landfills are minimally impacted. Fulfill resource use guidelines. HF&T works closely with local resource managers and landowners to ensure that our tours are operated within established land-use parameters.

Additionally, Hawaii Forest & Trail donates to and partners with local organizations focused on such areas as native species preservation, ecosystem restoration, and youth in nature programs. In 2018 they launched the 'Iwi Fund, A Giving Fund to Support Conservation, Culture & Nature. Hawaii Forest & Trail's mission is:

"Ho`omālama Initiative"

Connect · Collaborate · Conserve

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