



**HAWAI'I LODGING & TOURISM**  
**A S S O C I A T I O N**

**NEWS RELEASE**

FOR IMMEDIATE RELEASE

Saturday, May 4, 2024

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*Photo courtesy: Hawai'i Lodging & Tourism Association*

**THE HAWAI'I LODGING & TOURISM ASSOCIATION'S 45<sup>TH</sup> ANNUAL VISITOR  
INDUSTRY CHARITY WALK RAISES OVER \$2 MILLION**

*Final tally to be determined as donations are still trickling in*

**HONOLULU** – This morning, the Hawai'i Lodging & Tourism Association held the 45th Annual Visitor Industry Charity Walk. Started in 1978, this highly-anticipated event has raised over \$45 million statewide since its inception, with funds raised supporting hundreds of nonprofit organizations annually. In 2023, all participating islands raised over \$2.7 million collectively.

"I'm proud to say that before the walk actually commenced on each of the three islands, nearly \$2 million had been raised for this event; with donations that were made today, we are now well over \$2 million," stated Mufi Hannemann, president and CEO of HLTA. "We will await Hawai'i Island's walk which will be held next week in Waikoloa before we put out a final tally. We are therefore still encouraging and accepting contributions to support our nonprofits."

Hannemann added, "On O'ahu, over 3,000 walkers and volunteers came out to support this cause and to have a great time. I am thankful that they, along with the sponsors and donors, made it possible for this event to have been executed well."

O'ahu's Charity Walk had 22 vendor checkpoints at Ala Moana Beach Park and throughout Waikiki. The morning kicked off at Magic Island within Ala Moana Regional Park, with an opening ceremony and speeches from Hannemann, Governor Josh Green, who walked with First Lady Jaime Green and their son Sam, Senator Sharon Moriwaki, and Angela Nolan, HLTA O'ahu's Charity Walk chair. The approximately 5.25-mile walk treated participants to a variety of food, drink, and entertainment provided by the Charity Walk's many generous sponsors. The walk finished at the same spot it started – Magic Island.

**About the Hawai'i Lodging & Tourism Association**

Established in 1947, the Hawai'i Lodging & Tourism Association (HLTA) is the state's largest private organization representing hotels, condominiums, timeshares, other lodging entities, suppliers, and related firms and individuals with a connection to tourism. A 501(c)(6) association with allied and hotel member organizations, HLTA is dedicated to supporting the tourism industry through education, advocacy, and philanthropy. For more information, visit HLTA's [Facebook](#), [Instagram](#), or website at [www.hawaiilodging.org](http://www.hawaiilodging.org).

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