



**HAWAII LODGING & TOURISM**  
**A S S O C I A T I O N**

## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

Friday, September 15, 2023

**HLTA O'AHU VISITOR INDUSTRY CHARITY WALK RAISES \$440,000  
BENEFITING OVER 70 NONPROFITS; STATEWIDE TOTAL STANDS AT \$2.7 MILLION**

**HONOLULU**—The Hawai'i Lodging & Tourism Association hosted a reception yesterday at Moani in Waikiki's International Market Place, to distribute checks to over 70 nonprofits on O'ahu. The event was a culmination of months of fundraising and was well-attended by representatives from the various recipient nonprofit organizations. Grants given out at the event were generated through HLTA's annual Visitor Industry Charity Walk which was held on the island on May 6, when over 3,000 walkers kicked off the fundraiser from Magic Island at Ala Moana Beach Park. Governor Josh Green and First Lady Jaime Green were in attendance to start that day's activities.

Charity Walk raised \$2.7 million statewide this year – second only to the \$2.75 million collected in 2019.

“This annual cherished tradition of HLTA has been a valuable resource of funding for nonprofits on O'ahu, as well as across the state,” said HLTA President & CEO Mufi Hannemann. “I am deeply grateful and proud of how this event brings our industry together. It also serves as a great reminder of what we can accomplish when we all work together towards the same goal of providing financial support to these organizations that directly address our communities' pressing needs.”

“I am humbled to be involved with the annual Charity Walk, and to be working with great people for the same cause of assisting our state's nonprofits,” stated HLTA board allied director Mike Rompel, who owns Domino's Pizzas franchises in Hawaii and is the top fundraiser and a major volunteer for the event. “It's been a great experience being part of this extraordinary event, and I look forward to continuing this tradition in the upcoming years.”

In addition to O'ahu, the yearly fundraising event is also held on Maui, Kauai, and Hawai'i Island. The amounts raised from the statewide fundraiser were:

- Maui: \$1,329,356
- Kaua'i: \$570,244
- O'ahu: \$440,000
- Hawai'i Island: \$365,000

TOTAL: \$2.7 million

"Our industry enjoys an outstanding reputation for participating in the Charity Walk because of its track record of decades of helping scores of worthy organizations," said Carly Clement, HLTA O'ahu chapter chair and vice president of Hawaii Vacation Condos by Outrigger. "It's a lot of hard work and sacrifice but it is definitely well worth the time and effort for all who choose to be a part of us every year."

The three nonprofit groups who received some of the bigger grants were Albion Hawaii, Aloha Diaper Bank, and Salvation Army and they will be using the monies they received towards relief efforts for Maui.

Because of the August wildfires that were one of the worst natural disasters in Hawaii's history, Maui's fundraiser organizers opted to hand-deliver and mail checks to grant recipients this year in lieu of hosting an event. Kaua'i's check distribution event was held on August 2 at Keoki's Paradise in Koloa, while Hawai'i Island Charity Walk organizers are planning for a similar event later this year.

The HLTA Visitor Industry Charity Walk was established in 1978 to help hundreds of local charities throughout Hawai'i and has raised over \$45 million since its inception.

### **About the HLTA**

The Hawai'i Lodging & Tourism Association 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. HLTA is dedicated to supporting the hospitality industry through education, political action, and membership benefits, and raising awareness about its contributions throughout the state. For more information, visit [www.hawaiilodging.org](http://www.hawaiilodging.org).

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