

# ***KAAU'I PLANNING & ACTION ALLIANCE, INC.***

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*Bringing people together to create a better future for Kaua'i*

FOR IMMEDIATE RELEASE

CONTACT:

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## **VISITOR INDUSTRY GOES GREEN AT CONFERENCE**

*Lihue, Kauai, HI* - Tourism leaders from around the island will gather at the Sheraton Kauai Resort on November 9<sup>th</sup> for a one day conference on *Greening Kaua'i's Visitor Industry*.

Organized by the Kaua'i Planning & Action Alliance, the conference will share information on green business practices, tools and products to help make the visitor industry even more environmentally aware and responsive. It will be a chance to hear from industry experts and learn what many Kaua'i businesses are already doing to increase their recycling, conserve water and energy, minimize their waste stream, and use more green products.

Off-island speakers will include Dr. David Simmons, Professor of Tourism, Environmental, Society and Design Division from Lincoln University in New Zealand and Ramsay Taum and Dr. Ivo Martinac from the School of Travel Industry Management, UH-Manoa. Also on hand will be Gail Suzuki-Jones, Hawai'i DBEDT, Jim Maskrey, Chamber of Commerce of Hawai'i, and Ellen Schulte, Hawai'i Department of Health.

"Visitor destination around the globe are looking at ways to provide exceptional service while being good stewards of their own communities," says Diane Zachary, President & CEO of Kaua'i Planning & Action Alliance. "It means focusing on all aspects of the triple bottom line – people, planet and profits – for long-term sustainability."

The conference format includes plenary sessions as well as break-out groups to promote interaction and networking. The conference is designed for managers and engineers of visitor accommodations, activity operators, transportation companies, cruise lines, construction industry, restaurants and retail businesses serving visitors, and members of visitor industry-related associations.

The conference is sponsored by the Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Island Utility Cooperative, Kaua'i Economic Development Board, Kaua'i Visitors Bureau, Princeville at Hanalei, Po'ipu Beach Resort Association, Sheraton Kaua'i Resort, Kaua'i Community College and HawaiiHealthGuide.com.

In sponsoring the conference, Mayor Bryan Baptiste stated, "The visitor industry has a tremendous capacity to set the example in sound practices that protect our environment and preserve our resources. Many businesses are already making great strides in these areas. The County is proud to co-sponsor this effort to share best practices and learn from experts who can help us improve and do more."

The early registration deadline has been extended to November 3<sup>rd</sup>. Registration fee is \$50.00 for the first person from a company and \$35.00 for others from the same company. Late registration (starting November 4<sup>th</sup>) will be \$65.00/\$50.00. Registration and payment must be received by Kaua'i Planning & Action Alliance by November 6<sup>th</sup>.

The draft agenda, registration form and additional conference information can be downloaded from the Kaua'i Planning & Action Alliance website [www.kauainetwork.org](http://www.kauainetwork.org). If you have questions, contact KPAA at 632-2005.

Kaua'i Planning & Action Alliance is a non-profit organization that serves as a neutral convener, providing a forum for the community to develop and implement effective solutions to issues that matter to Kaua'i.

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