
HOUSE CONCURRENT RESOLUTION

STRONGLY URGING THE HAWAII TOURISM AUTHORITY TO ENCOURAGE ALL
TRANSIENT ACCOMMODATIONS TO INCORPORATE THE PONO PLEDGE AS
A REQUIREMENT FOR GUEST CHECK-IN.

1 WHEREAS, Hawaii is a place of immense cultural and
2 environmental significance, with a fragile ecosystem and deep-
3 rooted traditions that require respectful stewardship; and
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5 WHEREAS, the increasing number of visitors to Hawaii has
6 placed a significant strain on natural resources, cultural
7 sites, and local communities; and
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9 WHEREAS, irresponsible tourism practices, including
10 trespassing on sacred land, disrupting native wildlife and
11 ecosystems, taking lava rocks, and disregarding safety
12 precautions in hazardous areas, have led to environmental
13 degradation; the desecration of sacred cultural sites; a lack of
14 respect for Native Hawaiian traditions and customs, including a
15 failure to acknowledge or understand the significance of the
16 host culture; and unnecessarily risking the lives of first
17 responders; and
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19 WHEREAS, the Pono Pledge was created to educate visitors
20 about responsible tourism by promoting respect for Hawaii's
21 land, ocean, culture, and local communities through a commitment
22 to ethical and safe behavior; and
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24 WHEREAS, integrating the Pono Pledge into the visitor
25 experience can foster a sense of kuleana (responsibility) and
26 encourage sustainable tourism practices that align with Native
27 Hawaiian values and local community interests; and
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29 WHEREAS, requiring all guests staying at transient
30 accommodations, including hotels, hostels, short-term rentals,



1 timeshares, and other lodging establishments, to take the Pono
2 Pledge prior to check-in will ensure that visitors are informed
3 of their responsibility to mālama (care for) Hawaii; now,
4 therefore,
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6 BE IT RESOLVED by the House of Representatives of the
7 Thirty-third Legislature of the State of Hawaii, Regular Session
8 of 2025, the Senate concurring, that the Hawaii Tourism
9 Authority is strongly urged to encourage all transient
10 accommodations to incorporate the Pono Pledge as a requirement
11 for guest check-in; and
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13 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
14 requested to establish procedures to require guests to take the
15 Pono Pledge as a mandatory component of the check-in process for
16 transient accommodations, including requiring visitors to
17 provide proof that they have taken the Pono Pledge; and
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19 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority is
20 requested to work in collaboration with hotel operators,
21 property managers, and other tourism industry stakeholders to
22 develop an accessible and effective method for visitors to take
23 the Pono Pledge, including through online platforms, mobile
24 applications, and in-person acknowledgments at check-in; and
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26 BE IT FURTHER RESOLVED that certified copies of this
27 Concurrent Resolution be transmitted to the Governor; Director
28 of Business, Economic Development, and Tourism; President and
29 Chief Executive Officer of the Hawaii Tourism Authority, who in
30 turn is requested to transmit copies to representatives of the
31 hospitality industry in the State; and President and Chief
32 Executive Officer of the Hawaii Lodging & Tourism Association.
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